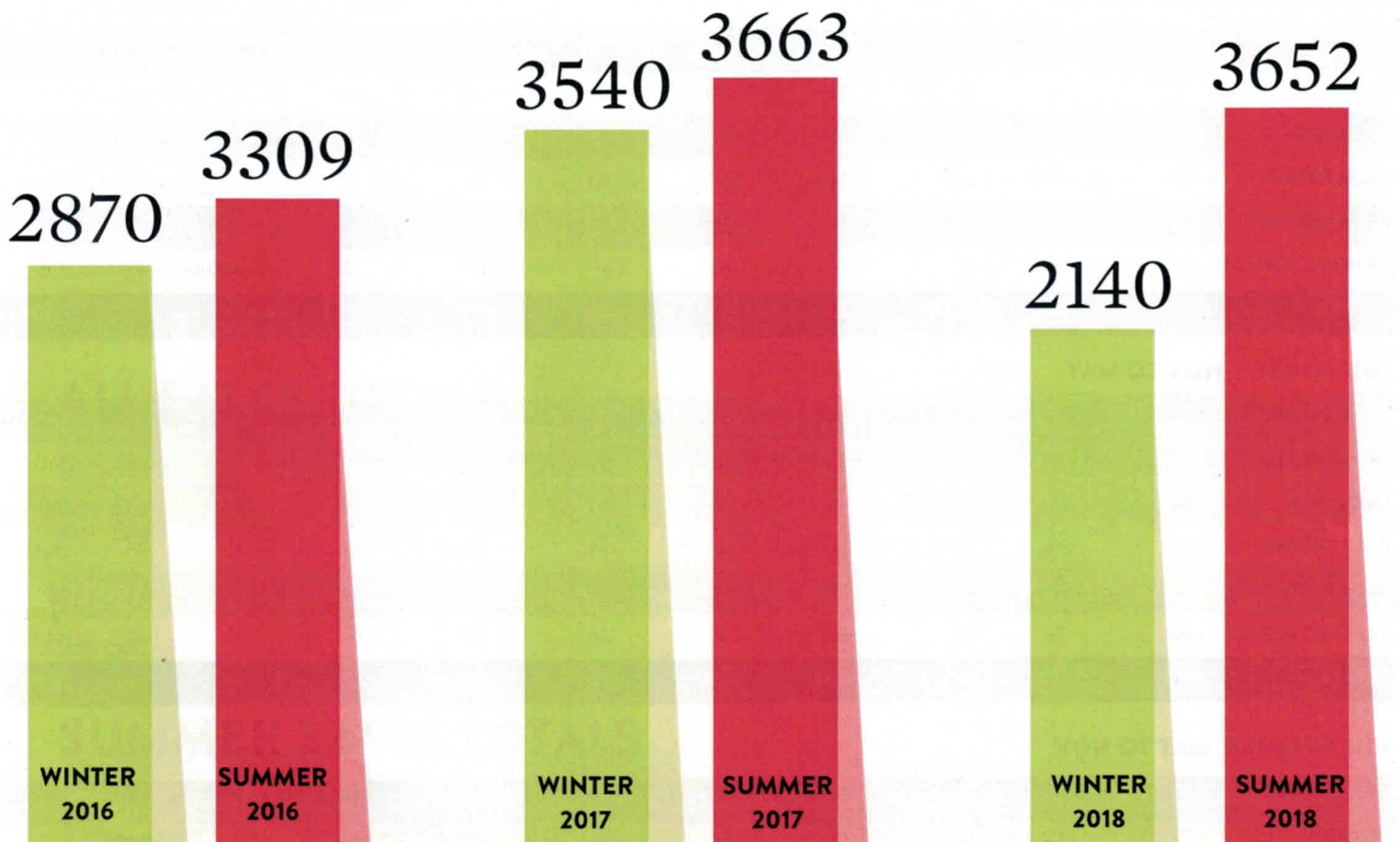


HOMES

**HOME SALES DON'T
DECLINE OVER THE SUMMER
NEITHER SHOULD YOUR MARKETING**



HOME SALES 2016-2018 SUMMER VS WINTER

OVER HALF (63%) OF HOMES SALES TOOK PLACE DURING THE "OFF SEASON"

SALES COMPARISON 2016-2017

2016 WINTER NOV TO MAY

COMMUNITY	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	>\$1M	TOTAL
INDIAN WELLS	7	2	20	20	21	21	9	7	1	33	141
LA QUINTA	50	145	130	61	51	36	40	19	13	82	627
PALM DESERT	112	319	194	121	52	23	17	8	4	22	872
PALM SPRINGS	237	141	135	119	73	70	31	25	15	51	897
RANCHO MIRAGE	38	44	61	59	43	30	17	14	13	49	368
TOTALS	442	645	534	366	232	179	117	70	41	244	2870

2016 SUMMER MAY TO NOV

COMMUNITY	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	>\$1M	TOTAL
INDIAN WELLS	2	8	13	14	20	11	10	16	5	30	129
LA QUINTA	34	178	181	98	63	46	39	14	13	55	721
PALM DESERT	129	366	236	144	67	33	13	10	2	22	1022
PALM SPRINGS	279	176	164	117	103	81	41	24	11	66	1062
RANCHO MIRAGE	38	60	71	67	41	19	12	13	9	45	375
TOTALS	482	788	665	440	294	190	115	77	40	218	3309

2017 WINTER NOV TO MAY

COMMUNITY	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	>\$1M	TOTAL
INDIAN WELLS	5	5	26	25	18	12	14	8	6	41	160
LA QUINTA	44	161	161	96	76	47	55	30	19	102	791
PALM DESERT	145	364	267	147	57	34	15	13	5	35	1082
PALM SPRINGS	246	179	167	117	92	80	52	34	16	81	1064
RANCHO MIRAGE	50	74	78	57	48	36	30	9	4	57	443
TOTALS	490	783	699	442	291	209	166	94	50	316	3540

2017 SUMMER MAY TO NOV

COMMUNITY	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	>\$1M	TOTAL
INDIAN WELLS	7	12	27	15	18	18	16	10	7	32	162
LA QUINTA	30	170	196	106	74	61	30	28	15	73	783
PALM DESERT	121	395	269	136	68	52	13	12	6	24	1096
PALM SPRINGS	307	187	169	117	97	96	55	30	17	82	1157
RANCHO MIRAGE	42	78	80	74	57	31	19	13	11	60	465
TOTALS	507	842	741	448	314	258	133	93	56	271	3663

