

Market Activity Report

Neighborhood: Sampleville Heights

Report Date: September 17, 2025

Note: All figures are **Sample Data**.

1. Executive Summary

The Sampleville Heights real estate market has remained **stable but competitive** over the past 90 days. While home values are holding steady, there are **early signs of a slight cooling**, as evidenced by a growing gap between listing and selling prices and a minor increase in inventory.



Key takeaways:

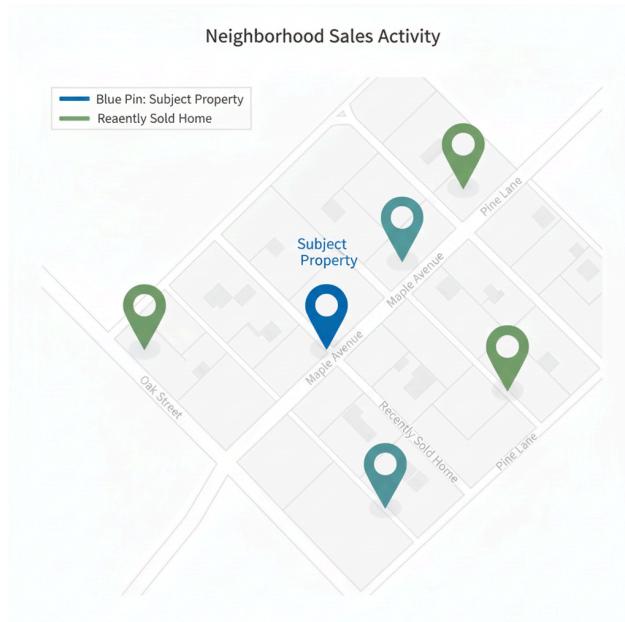
- **15 homes sold** in the last 30 days, up from 12 the month before (+25% MoM).
- **Average selling price** is now **3% below listing price**, indicating mild buyer leverage.
- **Days on market** dropped from 42 to 38 days, suggesting demand is still present but selective.
- **Inventory level** has shifted from slightly low to **balanced**, reducing urgency for buyers.

2. Sales Performance Overview

Time Period	Homes Sold	Avg. Listing Price	Avg. Selling Price	Avg. Days on Market
Last 30 Days	15	₱5,200,000	₱5,050,000	38 days
Last 60 Days	28	₱5,150,000	₱5,000,000	40 days
Last 90 Days	42	₱5,100,000	₱4,950,000	42 days

Interpretation:

- Sales volume is slightly increasing month-over-month.
- Sellers are accepting **2–3% price reductions** on average to close deals.
- Faster sales suggest homes priced correctly are **moving quickly**, while overpriced listings are stagnating.



3. Price Trends

Average Price Per Square Meter:

Month	Avg. Price / Sq. Meter
July	₱95,000
August	₱96,200
September	₱96,800

Trendline: Gradual 0.8% month-over-month growth, indicating stable appreciation.

4. Inventory Analysis

- **Current Active Listings:** 48
- **30-Day Sales Velocity:** 15 homes sold
- **Months of Inventory:** 3.2 months

Balanced market range is typically 3–6 months of inventory.

Interpretation:

- Inventory is on the lower end of balanced, which keeps sellers slightly in control but limits buyer selection.
- If inventory rises above 60 active listings without a matching rise in sales, the market will tip toward buyers.

5. Comparable Sales (Last 90 Days)

Address	Beds / Baths	Size (sqm)	Sold Price	Sold Date
123 Maple St.	3 / 2	140 sqm	₱5,150,000	Aug 12, 2025
456 Oak Ave.	4 / 3	180 sqm	₱5,700,000	Aug 28, 2025
789 Pine Crescent	3 / 2	130 sqm	₱4,950,000	Sept 5, 2025

101 Birch Lane	2 / 1	110 sqm	₱4,600,000	Sept 9, 2025
202 Cedar Court	3 / 2.5	150 sqm	₱5,250,000	Sept 12, 2025

6. Market Trends & Visuals

(Graphs described for now, can be generated visually later)

1. Line Chart – Avg. Price per Sq. Meter (July to September)

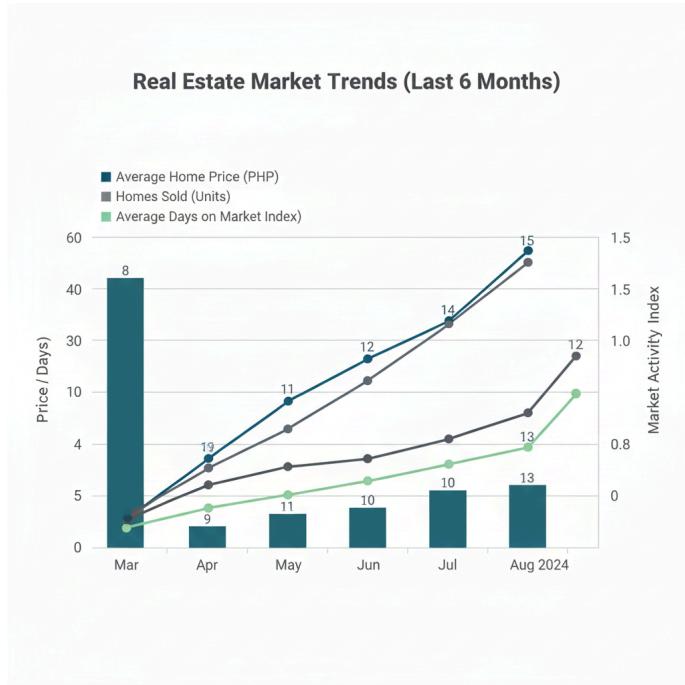
- July: ₱95,000
- August: ₱96,200
- September: ₱96,800
Shows steady appreciation of 1–2%.

2. Bar Chart – Monthly Homes Sold

- July: 12
- August: 15
- September: 15
Indicates consistent buyer activity.

3. Bar Chart – Average Days on Market by Month

- July: 42 days
- August: 40 days
- September: 38 days
Visual shows slight downward



7. Buyer Behavior Insights

- **Negotiation Patterns:**

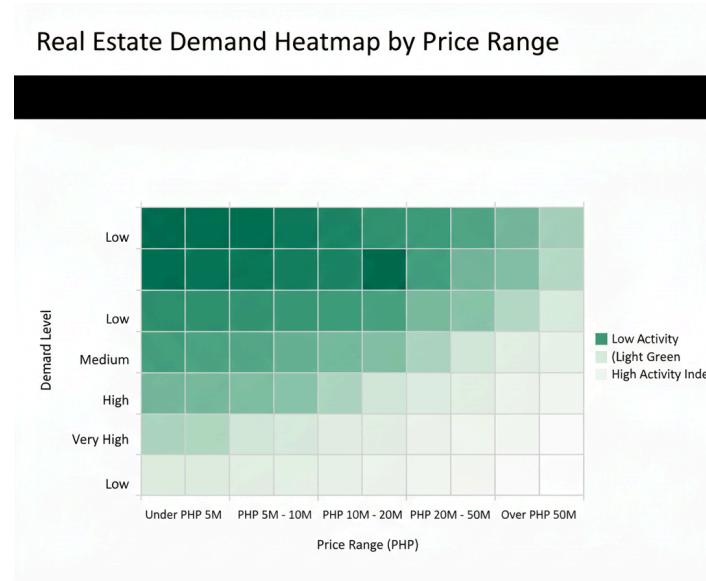
Most buyers are negotiating **2–4% off asking price**, particularly on homes priced above ₱5.5M.

- **Hot Price Band:**

Homes between **₱4.8M–₱5.2M** are selling the fastest, often within 30 days.

- **Feature Demand:**

- High priority: covered parking, proximity to schools, modern kitchen.
- Lower priority: large backyards, extra bedrooms.



8. Recommendations

For Sellers:

- Price **within 2% of market value** to avoid long listing times.
- Stage and photograph the home professionally, especially kitchens and living rooms.
- List during the first two weeks of October to capture **holiday buyers**.

For Buyers:

- Be ready to move quickly on homes priced in the ₱4.8M–₱5.2M range.
- Consider making competitive offers below 5% of asking price to test seller flexibility.

9. Forward-Looking Indicators

Metric	Current Status	Outlook (Next 90 Days)
Mortgage Interest Rates	6.2%	Stable to slight rise
New Listings Volume	Moderate	Slight increase

Buyer Demand Steady Slight increase

Q3 2024 Real Estate Market Trends



10. Summary Snapshot

Metric	Current Value
Avg. Selling Price	₱5,050,000
Avg. Days on Market	38 days
Months of Inventory	3.2
30-Day Homes Sold	15
Price Per Sq. Meter	₱96,800

Overall Market Health: *Balanced but slightly favoring sellers*