

# Real Estate Marketing Expert Southwestern PA

**James Roman, PhD (ABD, MBA**

**Realtor®**

**RE/MAX Premier Group**



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The Jim Roman Group consists of Jim Roman



# RAISING STANDARDS IN REAL ESTATE

## EDUCATION

Education that makes a difference

PhD (ABD) - University of Pittsburgh

MBA - Point Park University

MA - Duquesne University

BA - University of Pittsburgh

Masters in Real Estate coming in 2016!

ABR - Accredited Buyer's Representative

MRP - Military Relocation Professional



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# SOLD Properties per School District

SOLD PROPERTIES 2014 vs. 2015						
School District	December 2014 Sold Properties Year-to-date	December 2015 Sold Properties Year-to-date	Increase / Decrease in Sold Properties	December 2014 Average SOLD Price	December 2015 Average SOLD Price	Increase / (Decrease) in SOLD Price
Baldwin Whitehall	386	430	44	\$131,954	\$139,036	\$7,082
Bethal Park	413	384	-29	\$171,896	\$187,713	\$15,817
Canon McMillan	454	526	72	\$228,623	\$253,008	\$24,385
Chartiers Valley	432	364	-68	\$175,336	\$179,662	\$4,326
Franklin Regional	247	276	29	\$228,300	\$247,409	\$19,109
Mars Area	364	316	-48	\$370,589	\$384,476	\$13,887
Moon Area	379	344	-35	\$220,600	\$216,249	(\$4,351)
Mt. Lebanon	465	484	19	\$257,820	\$264,551	\$6,731
North Allegheny	675	656	-19	\$305,137	\$316,652	\$11,515
Norwin	303	355	52	\$163,882	\$181,808	\$17,926
Peters Township	294	330	36	\$392,609	\$399,132	\$6,523
Pine-Richland	311	300	-11	\$416,038	\$401,125	(\$14,913)
Quaker Valley	196	206	10	\$432,721	\$399,609	(\$33,112)
Seneca Valley	669	653	-16	\$289,968	\$285,252	(\$4,716)
South Fayette	216	204	-12	\$199,477	\$230,141	\$30,664
Upper St. Clair	282	274	-8	\$324,766	\$337,528	\$12,762
West Jefferson Hills	236	225	-11	\$185,328	\$179,395	(\$5,933)
<b>TOTALS</b>	<b>6322</b>	<b>6327</b>	<b>5</b>	<b>\$264,414</b>	<b>\$270,750</b>	<b>\$6,335</b>

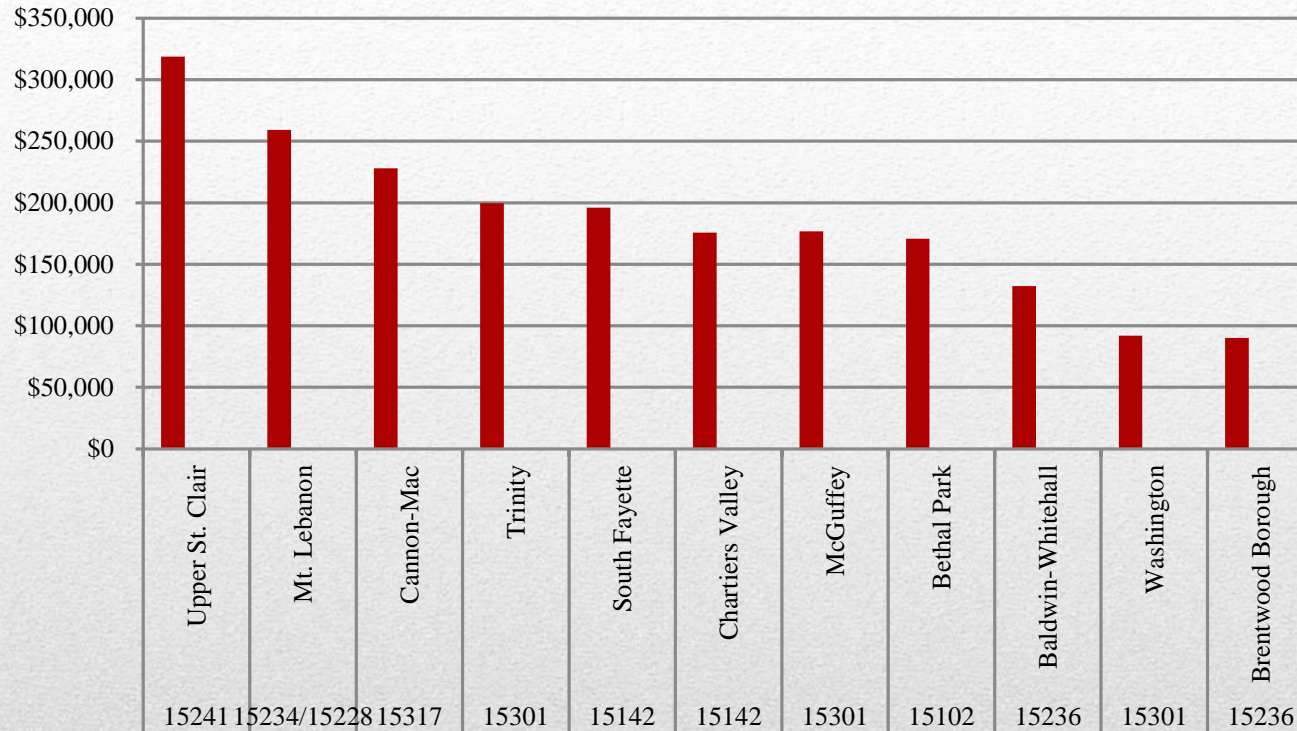
\* Data obtained from multi-list on 2014 YTD and December 1, 2015

# ACTIVE Properties per School District

ACTIVE PROPERTIES ON DECEMBER 1						
School District	December 2014 Active Listings	December 2015 Active Listings	Increase / Decrease in Number of Listings	December 2014 Average Listing Price	December 2015 Average Listing Price	Increase / (Decrease) in Listing Price
Baldwin Whitehall	117	104	-13	\$144,825	\$140,975	(\$3,850)
Bethal Park	95	86	-9	\$201,055	\$209,365	\$8,310
Canon McMillan	139	181	42	\$271,399	\$285,823	\$14,424
Chartiers Valley	114	133	19	\$314,040	\$309,161	(\$4,879)
Franklin Regional	135	124	-11	\$324,978	\$323,359	(\$1,619)
Mars Area	154	145	-9	\$435,875	\$447,180	\$11,305
Moon Area	115	125	10	\$272,106	\$284,077	\$11,971
Mt. Lebanon	119	151	32	\$371,542	\$365,438	(\$6,104)
North Allegheny	155	169	14	\$454,642	\$476,912	\$22,270
Norwin	112	124	12	\$184,725	\$197,096	\$12,371
Peters Township	118	118	0	\$593,699	\$625,095	\$31,396
Pine-Richland	99	107	8	\$525,340	\$540,880	\$15,540
Quaker Valley	142	129	-13	\$659,723	\$681,248	\$21,525
Seneca Valley	239	224	-15	\$372,359	\$391,374	\$19,015
South Fayette	56	67	11	\$255,346	\$277,910	\$22,564
Upper St. Clair	72	91	19	\$479,234	\$482,503	\$3,269
West Jefferson Hills	84	87	3	\$199,720	\$204,079	\$4,359
<b>TOTALS</b>	<b>2065</b>	<b>2165</b>	<b>100</b>	<b>\$356,506.35</b>	<b>\$367,204.41</b>	<b>\$10,698</b>

\* Data obtained from multi-list on December 1, 2014 and December 1, 2015

## 2014 Average Sold Listings Price



# Pittsburgh Market Research

© James Roman, PhD (ABD), MBA, Realtor®, RE/MAX Premier Group, 2589 Washington Road, Suite 420, Upper St. Clair, PA 15241, Office: 412-851-0600, Cell: 724-931-1803, james.roman@thejimromangroup.com.

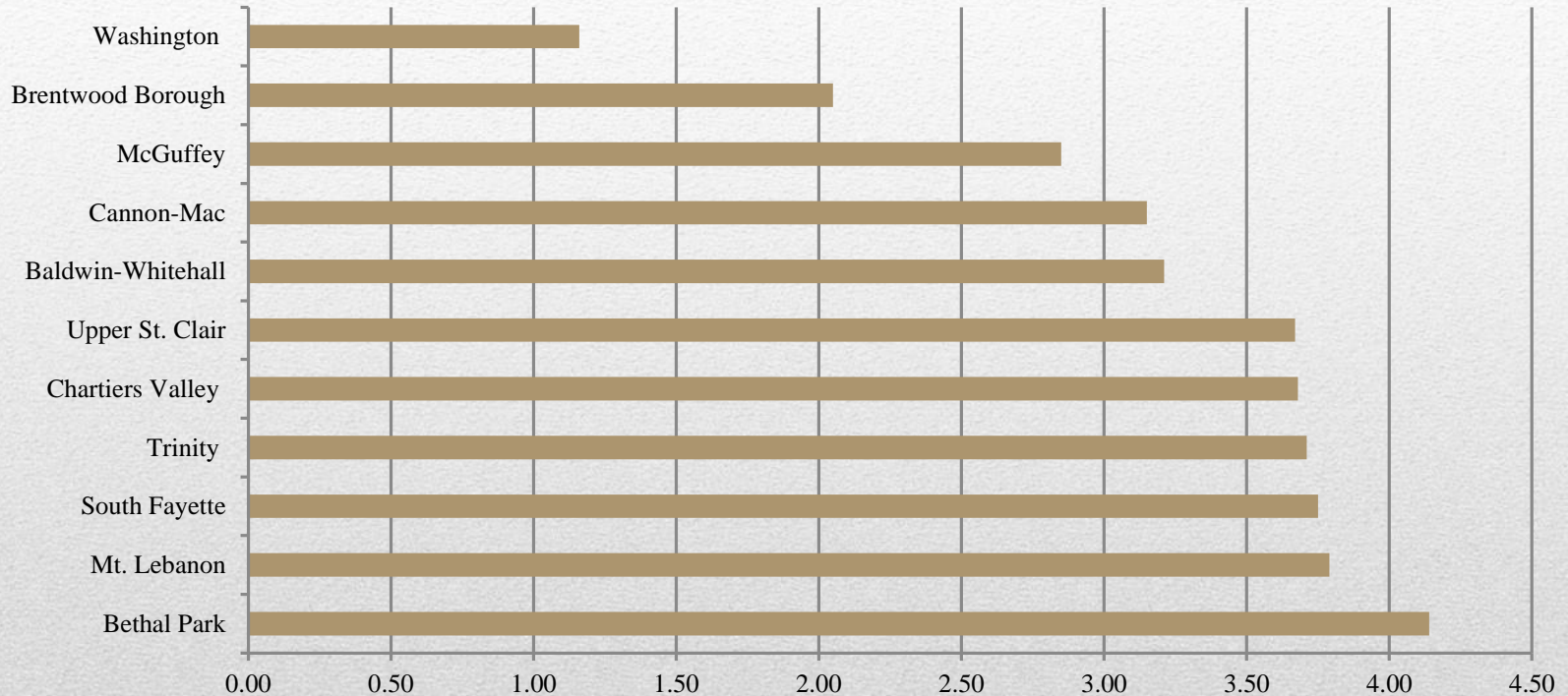
# ***Sales Ratio***

<b>Zip Code</b>	<b>Sold Listings to Active Listings Ratio</b>	
15102	Bethel Park	4.14
15142	South Fayette	3.75
	Chartiers Valley	3.68
15227	Brentwood Borough	2.05
15234 / 15228	Mt. Lebanon	3.79
15236	Baldwin Whitehall	3.21
15241	Upper St. Clair	3.67
15301	McGuffey	2.85
	Trinity	3.71
	Washington	1.16
15317	Cannon-Mac	3.15

# ***Sales Ratio Continued***

Areas of Opportunity		
Zip Code	Sold Listings to Active Listings Ratio	
15108	Moon Area	3.78
15101	Hampton Township	2.78
16046	Mars Area	3.74
15642	Norwin	2.22
15601	Hempfeild	2.24
	Greensburg Salem	1.81
15071	West Allegheny	3.01
15143	Quaker Valley	1.71
15237	McCandless	4.92
	North Allegheny	9.81
15668	Franklin Regional	2.44
15090 / 16066	Seneca Valley	4.03

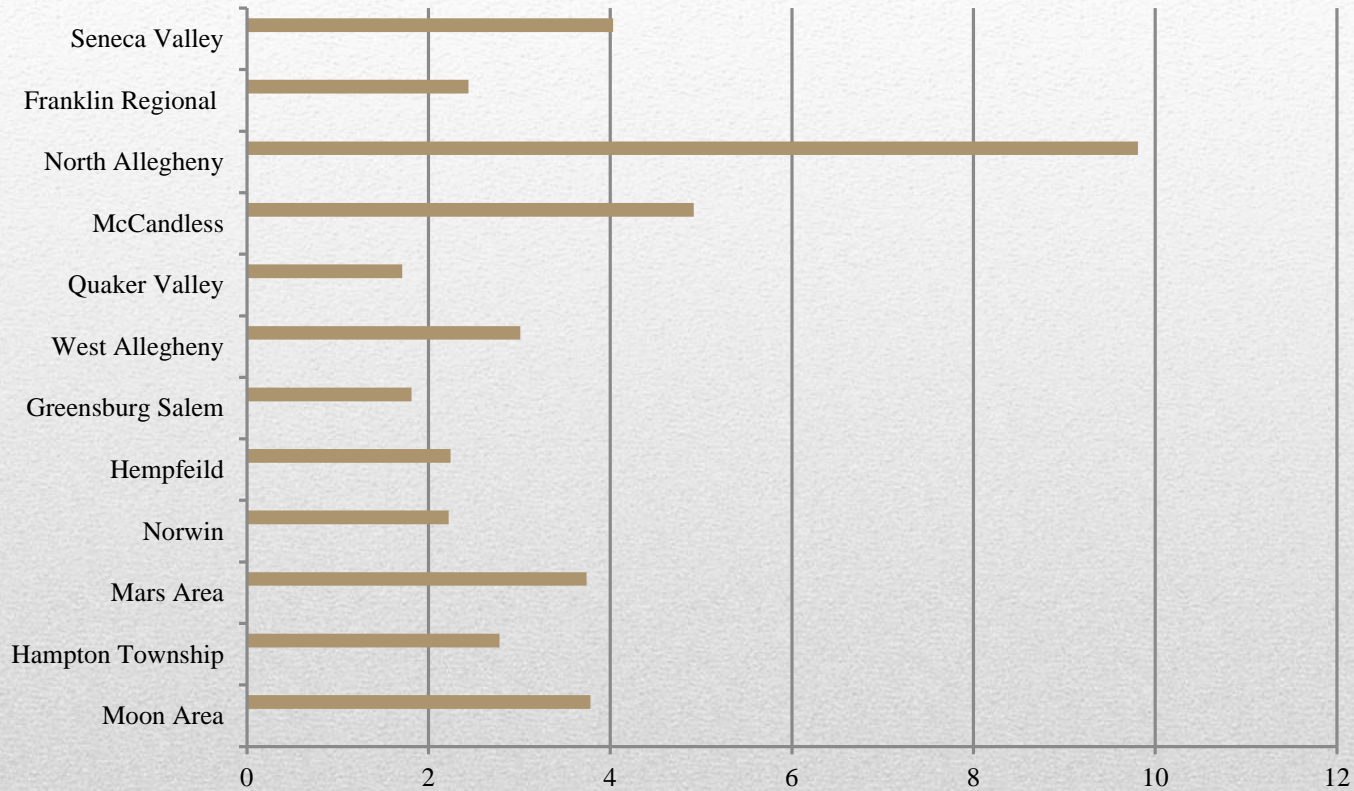
# ***How is your local market?***



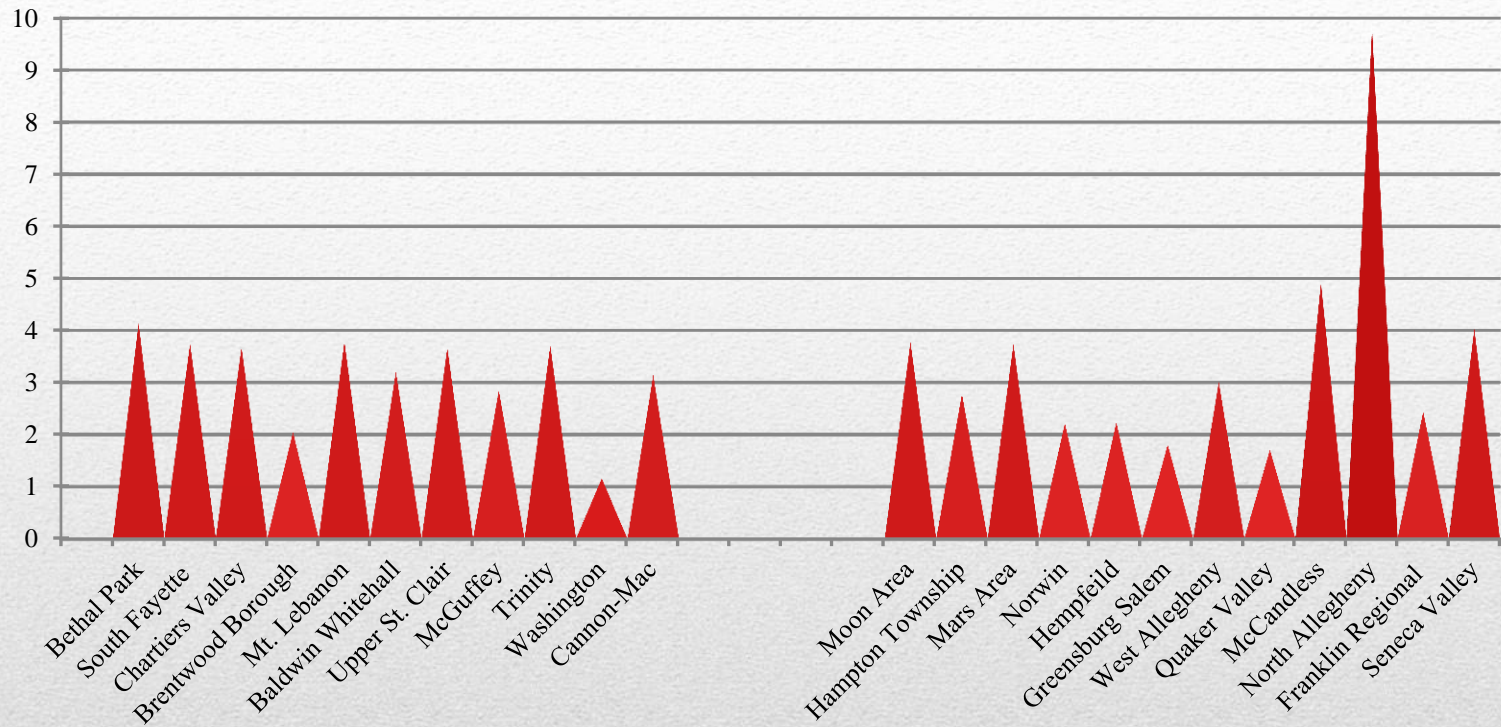
**Call today to get a ONE OF A KIND market analysis of your home, neighborhood, school district and more!**



# ***How is your local market?***



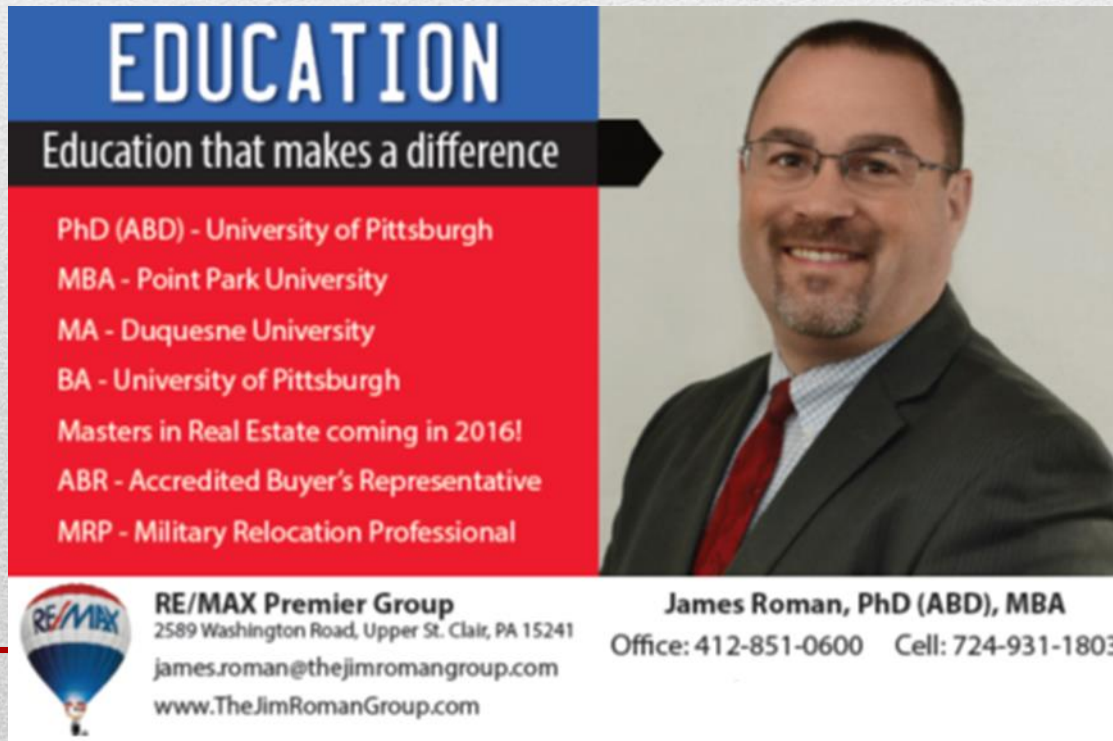
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 Work with a Realtor® who knows how to  
 market!*

Work with an agent that will work with you and understands marketing and how to market your house to sell it quickly and for the most money!

Contact Us Today  
to BUY, SELL and/or INVEST in Real Estate!



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