Adam Brett - Eric Urban market update

BREA 92821

Sunday May 22, 2011

HOME SOLD, TEAM

Real-Time Market Profile					
Median List Price \$	459,900				
Asking Price per Square Foot	\$ 255				
Average Days on Market	93				
Percent of Properties with Price Decrease	39 %				
Percent Relisted (reset DOM)	7 %				
Percent Flip (price increased)	7 %				
Median House Size (sq ft)	1,703				
Median Lot Size 6,501 - 8,000	6,501 - 8,000 Sq. Feet				
Median Number of Bedrooms	3.0				
Median Number of Bathrooms	2.1				
Market Action Index* Cold! Buyer's Market	t 16				

* see below for details on the Market Action Index



The Market Action Index answers the question "How's the Market?" by measuring the current rate of sale versus the amount of the inventory.



Index above 30 implies Seller's Market conditions. Below 30, conditions favor the buyer.

Characteristics per Quartile

Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab- sorbed	Avg. DoM
\$ 654,500	2,504	6,501 - 8,000 sq ft	4.0	3.0	27	26	5	3	51
\$ 509,000	2,000	6,501 - 8,000 sq ft	4.0	3.0	43	27	5	0	83
\$ 410,000	1,572	6,501 - 8,000 sq ft	3.0	2.0	56	27	1	2	123
\$ 339,900	1,260	4,501 - 6,500 sq ft	3.0	2.0	39	27	2	2	113
	\$ 654,500 \$ 509,000 \$ 410,000	Median Price Sqft \$ 654,500 2,504 \$ 509,000 2,000 \$ 410,000 1,572	Median Price Sqft Med. Lot Size \$ 654,500 2,504 6,501 - 8,000 sq ft \$ 509,000 2,000 6,501 - 8,000 sq ft \$ 410,000 1,572 6,501 - 8,000 sq ft 4,501 - 6,500 4,501 - 6,500	Median Price Sqft Med. Lot Size Bed \$ 654,500 2,504 6,501 - 8,000 sq ft 4.0 \$ 509,000 2,000 6,501 - 8,000 sq ft 4.0 \$ 410,000 1,572 6,501 - 8,000 sq ft 3.0 4.501 - 6,500 4.501 - 6,500 3.0	Median Price Sqft Med. Lot Size Bed Bath \$ 654,500 2,504 $6,501 - 8,000$ sq ft 4.0 3.0 \$ 509,000 2,000 $6,501 - 8,000$ sq ft 4.0 3.0 \$ 410,000 1,572 $6,501 - 8,000$ sq ft 3.0 2.0 $4,501 - 6,500$ $4,501 - 6,500$ $5,500$ $5,500 - 6,500$ $5,500 - 6,500$	Median Price Sqft Med. Lot Size Bed Bath Age \$ 654,500 2,504 $6,501 - 8,000$ sq ft 4.0 3.0 27 \$ 509,000 2,000 $6,501 - 8,000$ sq ft 4.0 3.0 43 \$ 410,000 1,572 $6,501 - 8,000$ sq ft 3.0 2.0 56 4.501 - 6,500 4.501 - 6,500 500 500 50 56	Median Price Sqft Med. Lot Size Bed Bath Age Inven. \$ 654,500 2,504 $6,501 - 8,000$ sq ft 4.0 3.0 27 26 \$ 509,000 2,000 $6,501 - 8,000$ sq ft 4.0 3.0 43 27 \$ 410,000 1,572 $6,501 - 8,000$ sq ft 3.0 2.0 56 27 $4.501 - 6,500$ $4.501 - 6,500$ $4.501 - 6,500$ 56 27 $4.501 - 6,500$	Median Price Sqft Med. Lot Size Bed Bath Age Inven. New \$ 654,500 2,504 $6,501 - 8,000$ sq ft 4.0 3.0 27 26 5 \$ 509,000 2,000 $6,501 - 8,000$ sq ft 4.0 3.0 43 27 5 \$ 410,000 1,572 $6,501 - 8,000$ sq ft 3.0 2.0 56 27 1 $4.501 - 6,500$ $4.501 - 6,500$ 500 500 500 500 500 500	Median Price Sqft Med. Lot Size Bed Bath Age Inven. New sorbed \$ 654,500 2,504 $6,501 - 8,000$ sq ft 4.0 3.0 27 26 5 3 \$ 509,000 2,000 $6,501 - 8,000$ sq ft 4.0 3.0 43 27 5 0 \$ 410,000 1,572 $6,501 - 8,000$ sq ft 3.0 2.0 56 27 1 2 4.501 - 6,500 4.501 - 6,500 4.501 - 6,500 4.501 - 6,500 56 27 1 2

THIS WEEK

The median single family home price in BREA 92821 this week is \$459,900.

Demand measured by the Market Action Index is increasing and days-onmarket is trending downward. Even as more properties come available, these are positive trends for the market.

PRICE

We continue to see prices in this zip code hovering around these current levels, even though they bumped up a bit this week. Look for a persistent upshift in the Market Action Index before we see prices move significantly from here.

SUPPLY AND DEMAND

Local conditions are currently quite strongly in the Buyer's Market zone (below 30). The 90-day Market Action Index stands at 16. With several months of inventory available at the current sales rate, buyers should find ample choice.

QUARTILES

Investigate the market in quartiles—where each quartile of the homes listed.	is 25%
Most expensive 25% of homes	
Upper-middle 25% of homes	
Lower-middle 25% of homes	
Least expensive 25% of homes	

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