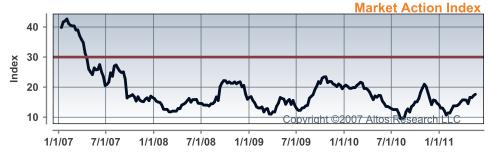


T E A W					
Real-Time Market Profile					
Median List Price	\$ 5	549,500	1 1		
Asking Price per Square Foot	\$ 259	1			
Average Days on Market	105	1 1			
Percent of Properties with Price	50 %				
Percent Relisted (reset DOM)	6 %				
Percent Flip (price increased)		6 %			
Median House Size (sq ft)		2,375			
Median Lot Size	4,501 - 6500 Sq. Feet				
Median Number of Bedrooms		3.7			
Median Number of Bathrooms		3.0			
Market Action Index*	Cold! Buyer's Market	17	•		
Percent Flip (price increased) Median House Size (sq ft) Median Lot Size Median Number of Bedrooms Median Number of Bathrooms	·	6 % 2,375 Sq. Feet 3.7 3.0	•		

^{*} 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

								_			
Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab- sorbed	Avg. DoM	
1	\$ 824,950	3,658	6,501 - 8,000 sq ft	5.0	3.5	7	4	0	1	135	
2	\$ 621,375	2,350	Less than 4,500 sq ft	3.5	3.0	9	4	0	0	152	
3	\$ 477,000	2,154	4,501 - 6,500 sq ft	3.5	3.0	26	4	1	0	61	
4	\$ 424,950	1,333	Less than 4,500 sq ft	3.0	2.0	8	4	0	1	75	

Sunday May 22, 2011

THIS WEEK

The median single family home price in BREA 92823 this week is \$549,500.

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

Again this week in this zip code we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high level. At this point, we will be looking for a persistent upward shift in the Market Action *Index as a leading indicator for a* trough in prices.

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 17. With several months* of inventory available at the current sales rate, buyers should find ample choice.

OUARTILES

Investigate the market in quartiles—where each quartile is 25% of the homes listed.

Most expensive 25% of homes

Upper-middle 25% of homes

Lower-middle 25% of homes

Least expensive 25% of homes

About Altos Research Corporation

Altos Research Corp. reports real-time analysis of the residential real estate market in local markets across the country. All information contained herein is based on properties currently listed for sale and available publicly. When evaluating a particular property, make sure you use comparable sales data in addition to the market trend information available in this report. The data presented in this report is accurate to the best of our knowledge, but cannot be guaranteed as such. Use this report as one input in the real estate decision making process, but do not rely on it for accuracy. Nothing in this report or any other Altos Research publication is a recommendation to buy or to sell real estate. We recommend you work with a licensed real estate agent or broker.

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