Adam Brett - Eric Urban market update

BREA 92823

Sunday May 1, 2011

	HIS WEEK	
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The median single family home price in BREA 92823 this week is \$589,000.

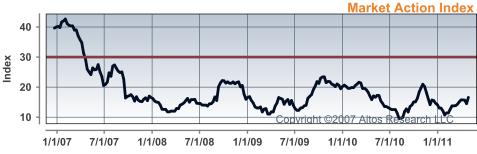
Demand measured by the Market Action Index is increasing and days-onmarket is trending downward. Even as more properties come available, these are positive trends for the market.

PRICE

Median 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.

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

	Characteristics per quartile					1					
Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab- sorbed	Avg. DoM	0
1	\$ 839,900	3,693	8,001 - 10,000 sq ft	4.0	4.0	8	5	0	1	105	1
2	\$ 699,000	2,722	4,501 - 6,500 sq ft	4.0	3.0	9	5	0	1	87	ι
3	\$ 540,000	2,245	Less than 4,500 sq ft	4.0	3.0	9	5	1	0	94	I
4	\$ 424,950	1,333	Less than 4,500 sq ft	3.0	2.0	8	6	0	2	74	L

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 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

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Real-Time Market Profile					
Median List Price	589,000	44			
Asking Price per Square Foot	\$ 262				
Average Days on Market	89	- 🖡 🖡			
Percent of Properties with Price	38 %				
Percent Relisted (reset DOM)	5 %				
Percent Flip (price increased)	10 %				
Median House Size (sq ft)	2,312				
Median Lot Size	q. Feet				
Median Number of Bedrooms	3.6				
Median Number of Bathrooms	3.0				
Market Action Index*	Cold! Buyer's Market	16			

* see below for details on the Market Action Index

\$1,100,000

\$1,000,000

Dollars

\$900,000

\$800,000

\$700,000

\$600,000

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