Adam Brett - Eric Urban market update **BREA**

Trend

Sunday March 20, 2011

THIS WEEK

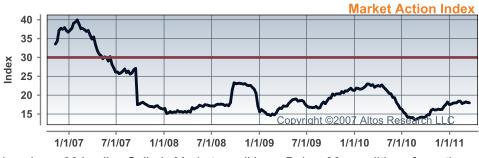
The median single family home price in BREA this week is \$488,999.

Inventory has been tightening and days-on-market decreasing recently. The Market Action Index has been basically flat, not providing strong indication for market conditions.

PRICE

Prices continue their climb again this week. We're a long way from the market's price high-point so watch the Market Action Index as an indicator of how long this trend will last.

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.

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
1	quartiles—where each quartile is 25% of the homes listed.
)	Most expensive 25% of homes
)	Upper-middle 25% of homes
2	Lower-middle 25% of homes
5	Least expensive 25% of homes

Characteristics per Quartile

		Med.				Med.			Ab-	Avg.
Quart	Median Price	Sqft	Med. Lot Size	Bed	Bath	Age	Inven.	New	sorbed	DoM
1	\$ 660,000	2,874	6,501 - 8,000 sq ft	4.0	3.0	9	27	2	0	89
2	\$ 529,000	2,074	4,501 - 6,500 sq ft	3.0	3.0	27	27	2	2	139
3	\$ 440,000	1,594	6,501 - 8,000 sq ft	3.0	2.0	46	27	2	2	122
4	\$ 359,844	1,236	6,501 - 8,000 sq ft	3.0	2.0	53	28	0	4	146

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Median List Price	Ş	\$ 488,999
Asking Price per Square Foo	t	\$ 263
Average Days on Market		123
Percent of Properties with Pri	ice Decrease	46 %
Percent Relisted (reset DOM)	14 %
Percent Flip (price increased))	6 %
Median House Size (sq ft)		1,766
Median Lot Size	4,501 - 6500) Sq. Feet
Median Number of Bedrooms	3	3.0
Median Number of Bathroom	s	2.4
Market Action Index*	Cold! Buyer's Marke	et 17

* see below for details on the Market Action Index



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