

This Week

The median list price in BREA, CA this week is \$472,000.

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

Supply and Demand

- The market has settled in at a relative stasis in inventory and sales conditions. It's a Buyer's market that has seen prices trend lower. Expect that consistent up trends in demand will be required before price trends change significantly.

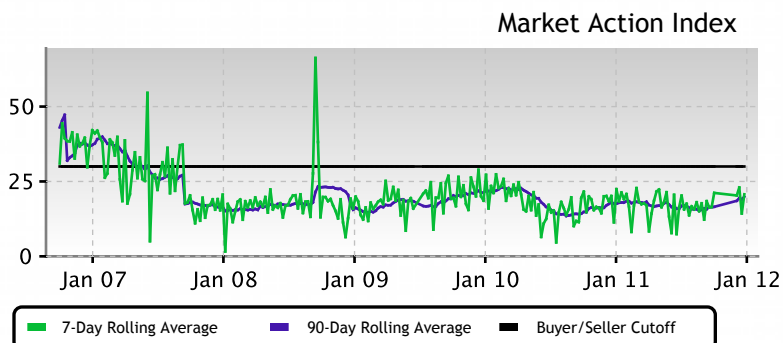
Real-Time Market Profile

Real-Time Market Profile		Trend
Median List Price	\$ 472,000	↓↓
Asking Price Per Square Foot	\$ 250	↑↑
Average Days on Market (DOM)	106	↑↑
Percent of Properties with Price Decrease	40 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	14 %	
Median House Size (sq ft)	1796	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	
Market Action Index	Strong Buyer's 19.9	↔

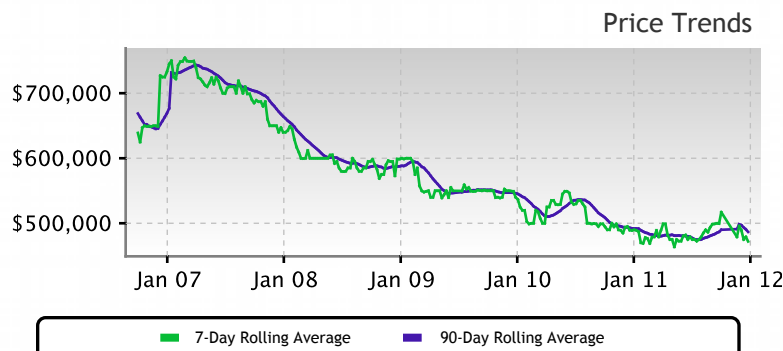
↔ No change ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↑ Slight upward trend ↓ Slight downward trend

Price

- Again this week we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high levels. The Market Action Index is a good leading indicator for the durability of this trend.



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.



Quartiles

Characteristics per Quartile

Investigate the market in quartiles - where each quartile is 25% of homes ordered by price.

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 650,000	2777	8,001 - 10,000 sqft	4.0	2.8	8	26	2	2	109	Most expensive 25% of properties
Upper/Second	\$ 525,000	2109	4,501 - 6,500 sqft	3.0	2.5	35	26	0	3	105	Upper-middle 25% of properties
Lower/Third	\$ 408,450	1614	6,501 - 8,000 sqft	3.0	2.0	46	26	2	3	127	Lower-middle 25% of properties
Bottom/Fourth	\$ 84,450	1433	4,501 - 6,500 sqft	2.0	2.0	35	26	2	2	83	Least expensive 25% of properties