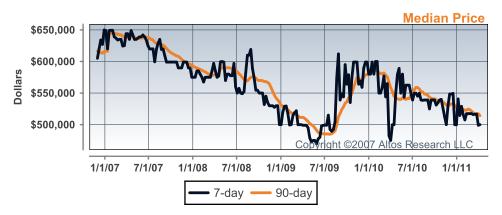
Adam Brett - Eric Urban market update

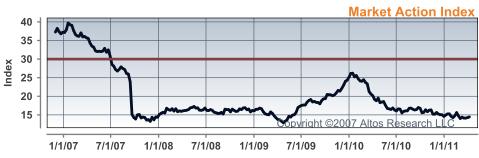
HOMESOLD, TFAM

Real-Time Market Profile					
Real-Time Market Profile					
Median List Price \$ 5			44		
Asking Price per Square Foot	\$ 282				
Average Days on Market	144	44			
Percent of Properties with Price Decrease					
Percent Relisted (reset DOM)	10 %				
Percent Flip (price increased)	8 %				
Median House Size (sq ft)	1,888				
Median Lot Size 6,501 - 8,000 Se					
Median Number of Bedrooms	3.7				
Median Number of Bathrooms					
Market Action Index*	Cold! Buyer's Market	14	← 🔶		

* 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.

Sunday April 10, 2011

THIS WEEK

The median single family home price in FULLERTON 92831 this week is \$500,000.

With inventory trending up but dayson-market trending down and the Market Action Index essentially flat recently, conditions don't seem to have strong up or down pull.

PRICE

Prices in this zip code have been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.

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

QUARTILES

le	Investigate the market in
vg. oM	quartiles—where each quartile is 25% of the homes listed.
13	Most expensive 25% of homes
11	Upper-middle 25% of homes
52	Lower-middle 25% of homes
00	Least expensive 25% of homes

Characteristics	ner	Quartile
		Qualtic

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab- sorbed	Avg. DoM
1	\$ 812,000	2,942	0.25 - 0.50 acre	4.0	3.5	36	22	2	1	113
2	\$ 579,000	2,175	8,001 - 10,000 sq ft	4.0	2.0	46	23	3	1	211
3	\$ 415,000	1,549	6,501 - 8,000 sq ft	3.0	2.0	55	23	1	2	152
4	\$ 330,000	1,350	6,501 - 8,000 sq ft	3.0	2.0	56	23	2	1	100

Adam Brett - Eric Urban | www.RealtorAdam.com | 714.496.8116

About Altos Research Corporation

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