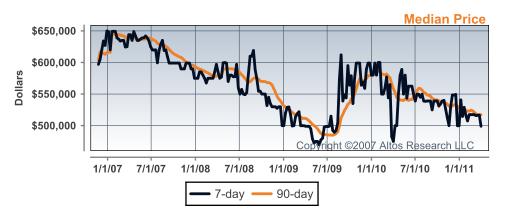
Adam Brett - Eric Urban market update

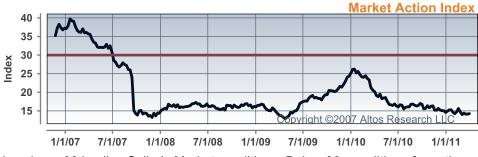


Real-Time Market Profile				
Median List Price	199,000	44		
Asking Price per Square Foot	\$ 278	⇐ ➡		
Average Days on Market	151	44		
Percent of Properties with Pri-	32 %			
Percent Relisted (reset DOM)	9 %			
Percent Flip (price increased)	6 %			
Median House Size (sq ft)	1,890			
Median Lot Size	Sq. Feet			
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 3, 2011

THIS WEEK

The median single family home price in FULLERTON 92831 this week is \$499,000.

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

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

QUARTILES

uartile		Investigate the market in
b- ed	Avg. DoM	quartiles—where each quartile is 25% of the homes listed.
1	116	Most expensive 25% of homes
2	225	Upper-middle 25% of homes
1	160	Lower-middle 25% of homes
0	102	Least expensive 25% of homes

Characteristics per Quartile

Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab- sorbed	Avg. DoM
\$ 850,000	3,007	0.50 - 1.0 acre	4.0	4.0	36	21	1	1	116
\$ 574,400	2,138	8,001 - 10,000 sq ft	4.0	2.0	48	22	0	2	225
\$ 444,250	1,524	6,501 - 8,000 sq ft	3.0	2.0	55	22	3	1	160
\$ 329,950	1,360	6,501 - 8,000 sq ft	3.0	2.0	56	22	1	0	102
	\$ 850,000 \$ 574,400 \$ 444,250	Median Price Sqft	Median Price Sqft Med. Lot Size \$ 850,000 3,007 0.50 - 1.0 acre \$ 574,400 2,138 8,001 - 10,000 sq ft \$ 444,250 1,524 6,501 - 8,000 sq ft 6.501 - 8,000 sq ft	Median Price Sqft Med. Lot Size Bed \$ 850,000 3,007 0.50 - 1.0 acre 4.0 \$ 574,400 2,138 $\frac{8,001 - 10,000}{sq ft}$ 4.0 \$ 4444,250 1,524 $\frac{6,501 - 8,000}{sq ft}$ 3.0 6,501 - 8,000 $\frac{6,501 - 8,000}{sq ft}$ 3.0	Median Price Sqft Med. Lot Size Bed Bath \$ 850,000 3,007 0.50 - 1.0 acre 4.0 4.0 \$ 574,400 2,138 $^{8,001 - 10,000}_{sq ft}$ 4.0 2.0 \$ 4444,250 1,524 $^{6,501 - 8,000}_{sq ft}$ 3.0 2.0 6.501 - 8,000 sq ft 3.0 2.0	Median Price Sqft Med. Lot Size Bed Bath Age \$ 850,000 3,007 0.50 - 1.0 acre 4.0 4.0 36 \$ 574,400 2,138 8,001 - 10,000 sq ft 4.0 2.0 48 \$ 4444,250 1,524 6,501 - 8,000 sq ft 3.0 2.0 55 6,501 - 8,000 501 - 8,000 55 5501 - 8,000 55 5501 - 8,000	Median Price Sqft Med. Lot Size Bed Bath Age Inven. \$ 850,000 3,007 0.50 - 1.0 acre 4.0 4.0 36 21 \$ 574,400 2,138 8,001 - 10,000 sq ft 4.0 2.0 48 22 \$ 4444,250 1,524 6,501 - 8,000 sq ft 3.0 2.0 55 22	Median Price Sqft Med. Lot Size Bed Bath Age Inven. New \$ 850,000 3,007 0.50 - 1.0 acre 4.0 4.0 36 21 1 \$ 574,400 2,138 8,001 - 10,000 sq ft 4.0 2.0 48 22 0 \$ 4444,250 1,524 6,501 - 8,000 sq ft 3.0 2.0 55 22 3	Median Price Sqft Med. Lot Size Bed Bath Age Inven. New sorbed \$ 850,000 3,007 0.50 - 1.0 acre 4.0 4.0 36 21 1 1 \$ 574,400 2,138 $\frac{8,001 - 10,000}{sq ft}$ 4.0 2.0 48 22 0 2 \$ 4444,250 1,524 $\frac{6,501 - 8,000}{sq ft}$ 3.0 2.0 55 22 3 1

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About Altos Research Corporation

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