Adam Brett - Eric Urban market upo

Sunday April 3, 2011

### THIS WEEK

The median single family home price in FULLERTON 92832 this week is \$352,500.

The Market Action index has been trending down lately, while days-onmarket is climbing, providing mostly bearish signs for the market.

#### **PRICE**

We continue to see prices in this zip code bouncing around this plateau. Look for a persistent up-shift in the Market Action Index before we see prices move from these levels.

# Trend \$ 352,500 \$ 257 129 37 % 13 % 6 %

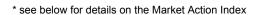
1,368

3.0

2.0

16

6,501 - 8,000 Sq. Feet



HOME SOLD,

T E A M

Percent of Properties with Price Decrease

Asking Price per Square Foot

Percent Relisted (reset DOM)

Percent Flip (price increased)

Median Number of Bedrooms

Median Number of Bathrooms

Median House Size (sq ft)

Average Days on Market

Median List Price

Median Lot Size

Market Action Index\*

Real-Time Market Profile



Cold! Buyer's Market

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

# **Characteristics per Quartile**

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab- sorbed	Avg. DoM	(
1	\$ 549,000	2,100	6,501 - 8,000 sq ft	3.0	2.0	55	15	4	1	103	j
2	\$ 399,900	1,524	6,501 - 8,000 sq ft	3.0	2.0	59	15	0	1	90	i
3	\$ 339,000	1,246	6,501 - 8,000 sq ft	4.0	2.0	57	16	1	0	150	1
4	\$ 282,000	1,267	4,501 - 6,500 sq ft	3.0	2.0	56	16	1	1	170	j

### **OUARTILES**

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* 

# **About Altos Research Corporation**

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