# Adam Brett - Eric Urban market update

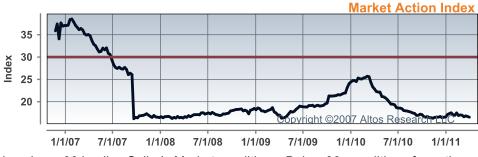


Real-Time Market Profile				
Median List Price	489,500	44		
Asking Price per Square Foot	\$ 268			
Average Days on Market	150	↓ ↓		
Percent of Properties with Pri-	37 %			
Percent Relisted (reset DOM)	11 %			
Percent Flip (price increased)	7 %			
Median House Size (sq ft)	1,853			
Median Lot Size 6,501 - 8,000 Sq. Feet				
Median Number of Bedrooms	3.8			
Median Number of Bathrooms				
Market Action Index*	Cold! Buyer's Market	t 16	↓ ↓	

\* 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.

## 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.

## QUARTILES

	Investigate the market in quartiles—where each quartile is 25%
1	of the homes listed.
2	Most expensive 25% of homes
	Upper-middle 25% of homes
ŀ	Lower-middle 25% of homes
Ļ	Least expensive 25% of homes

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab- sorbed	Avg. DoM
1	\$ 846,450	2,979	8,001 - 10,000 sq ft	4.0	3.0	23	110	9	8	142
2	\$ 559,438	2,109	6,501 - 8,000 sq ft	4.0	3.0	45	110	8	10	151
3	\$ 399,000	1,516	6,501 - 8,000 sq ft	3.0	2.0	56	111	9	6	154
4	\$ 300,000	1,252	4,501 - 6,500 sq ft	3.0	2.0	57	111	2	3	154

Sunday April 3, 2011

#### THIS WEEK

The median single family home price in FULLERTON this week is \$489,500.

Inventory is up and Market Action is trending down recently. While days-onmarket appears to be trending lower, the overall conditions are weakening a bit.

### 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.

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**Characteristics per Quartile** 

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