



Real-Time Market Profile		Trend
Median List Price	\$ 505,950	↓ ↓
Asking Price per Square Foot	\$ 240	↓ ↓
Average Days on Market	153	↑ ↑
Percent of Properties with Price Decrease	48 %	
Percent Relisted (reset DOM)	10 %	
Percent Flip (price increased)	9 %	
Median House Size (sq ft)	2,037	
Median Lot Size	6,501 - 8,000 Sq. Feet	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	
Market Action Index*	Cold! Buyer's Market 18	↔ ↔

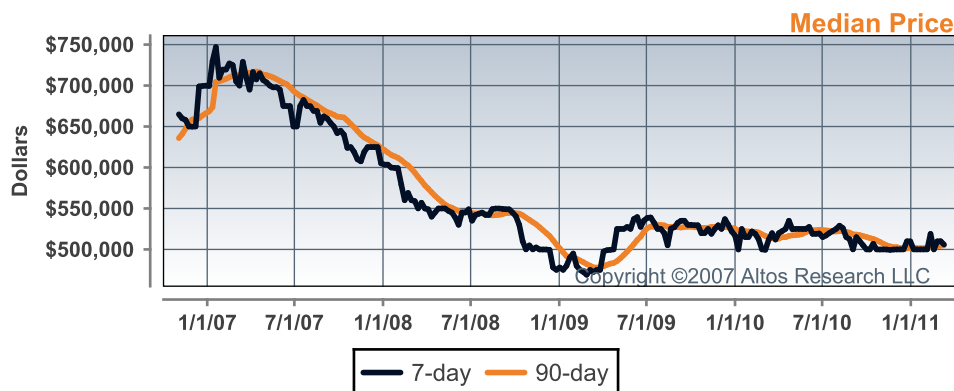
* see below for details on the Market Action Index

THIS WEEK

The median single family home price in PLACENTIA this week is \$505,950.

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.

PRICE



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 18. 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	\$ 667,778	2,833	6,501 - 8,000 sq ft	4.0	3.0	11	32	1	1	151
2	\$ 555,000	2,466	6,501 - 8,000 sq ft	4.0	3.0	35	32	3	4	140
3	\$ 474,950	1,938	6,501 - 8,000 sq ft	4.0	2.5	42	32	2	2	159
4	\$ 344,450	1,390	4,501 - 6,500 sq ft	3.0	2.0	47	32	1	1	162

QUARTILES

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

Altos Research Corp. reports real-time analysis of the residential real estate market in local markets across the country. All information contained herein is based on properties currently listed for sale and available publicly. When evaluating a particular property, make sure you use comparable sales data in addition to the market trend information available in this report. The data presented in this report is accurate to the best of our knowledge, but cannot be guaranteed as such. Use this report as one input in the real estate decision making process, but do not rely on it for accuracy. Nothing in this report or any other Altos Research publication is a recommendation to buy or to sell real estate. We recommend you work with a licensed real estate agent or broker.

Copyright 2005-2010 Altos Research LLC

www.altosresearch.com

