

Asking Price per Square Foot

Percent Relisted (reset DOM)

Percent Flip (price increased)

Median Number of Bedrooms

Median Number of Bathrooms

* see below for details on the Market Action Index

Median House Size (sq ft)

Percent of Properties with Price Decrease

Average Days on Market

Median List Price

Median Lot Size

Market Action Index*

Real-Time Market Profile

Adam Brett - Eric Urban market update

Trend

\$ 519,000

\$ 243

115

47 %

7 %

4 %

4.0

3.0

14

2,104

6,501 - 8,000 Sq. Feet

Sunday June 26, 2011

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 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.

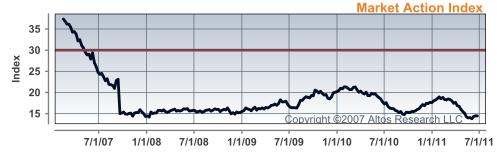
THIS WEEK

The median single family home price in PLACENTIA this week is \$519,000.

Median Price \$700,000 \$650,000 \$600,000 \$550,000 \$500,000 7/1/07 1/1/08 7/1/08 1/1/09 7/1/09 1/1/10 7/1/10 1/1/11 7/1/11 7-day 90-day

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 14. 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	\$ 684,900	2,833	6,501 - 8,000 sq ft	4.0	3.0	16	41	1	4	83	
2	\$ 554,500	2,362	6,501 - 8,000 sq ft	4.0	3.0	41	42	0	2	103	
3	\$ 487,444	1,831	6,501 - 8,000 sq ft	4.0	3.0	43	42	3	0	130	
4	\$ 369,950	1,508	Less than 4,500 sq ft	3.0	2.0	39	42	4	2	145	

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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