

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

Adam Brett - Eric Urban market update

Trend

\$ 519,000

\$ 242

117

45 %

7 %

5 %

4.0

3.0

14

2,110

6,501 - 8,000 Sq. Feet

Sunday July 10, 2011

With inventory trending up but dayson-market and the Market Action Index essentially flat recently, conditions don't seem to have strong up or down pull.

PRICE

The market seems to have paused around this plateau. 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.

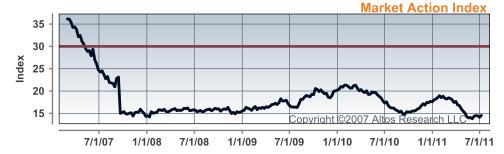
* see below for details on the Market Action Index

Percent of Properties with Price Decrease



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

| | | Med. | | | | Med. | | | Ab- | Avg. |
|-------|--------------|-------|--------------------------|-----|------|------|--------|-----|--------|------|
| Quart | Median Price | Sqft | Med. Lot Size | Bed | Bath | Age | Inven. | New | sorbed | DoM |
| 1 | \$ 679,900 | 2,833 | 6,501 - 8,000 sq ft | 4.0 | 3.0 | 16 | 41 | 2 | 2 | 103 |
| 2 | \$ 559,000 | 2,300 | 6,501 - 8,000 sq ft | 4.0 | 3.0 | 39 | 41 | 2 | 5 | 112 |
| 3 | \$ 474,900 | 1,851 | 6,501 - 8,000 sq ft | 4.0 | 3.0 | 44 | 41 | 1 | 6 | 112 |
| 4 | \$ 352,500 | 1,463 | Less than 4,500 sq ft | 3.0 | 2.0 | 38 | 42 | 1 | 1 | 143 |

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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