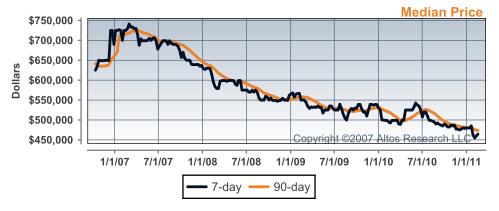
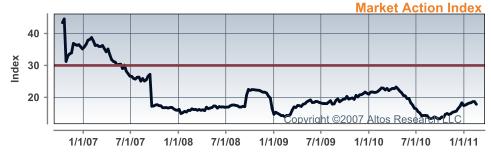


Real-Time Market Profile					
Median List Price	\$ 464,450	1 1			
Asking Price per Square Foot	\$ 798				
Average Days on Market	137	1			
Percent of Properties with Price Decrease	43 %				
Percent Relisted (reset DOM)	15 %				
Percent Flip (price increased)	7 %				
Median House Size (sq ft)	1,641				
Median Lot Size 6,501 - 8,000 Sq. Feet					
Median Number of Bedrooms	3.0				
Median Number of Bathrooms	2.0				
Market Action Index* Cold! Buyer's N	17 // Iarket	1			

^{*} 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.

Characteristics per Quartile

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab- sorbed	Avg. DoM
1	\$ 589,900	662	6,501 - 8,000 sq ft	4.0	3.0	33	25	9	1	96
2	\$ 489,888	800	4,501 - 6,500 sq ft	3.0	3.0	31	25	3	1	142
3	\$ 422,000	474	6,501 - 8,000 sq ft	3.0	2.0	52	26	3	0	136
4	\$ 339,250	297	4,501 - 6,500 sq ft	2.5	2.0	43	26	3	0	174

Sunday February 20, 2011

THIS WEEK

The median single family home price in BREA 92821 this week is \$464,450.

Inventory has been decreasing lately but the Market Action Index is falling also. With days-on-market climbing, these are relatively negative implications for the market.

PRICE

Prices in this zip code have been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.

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

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

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.

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