

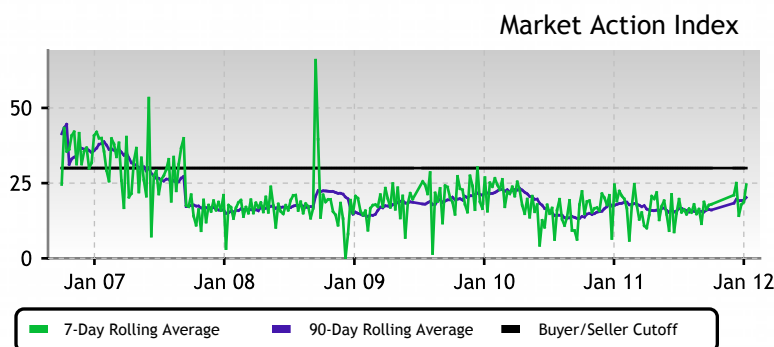
This Week

The median list price in BREA, CA 92821 this week is \$479,000.

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.

Supply and Demand

- The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward pressure on pricing.



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.

Quartiles

Characteristics per Quartile

Investigate the market in quartiles - where each quartile is 25% of homes ordered by price.

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 649,000	2700	6,501 - 8,000 sqft	4.0	3.0	8	20	4	3	118	Most expensive 25% of properties
Upper/Second	\$ 530,000	2211	4,501 - 6,500 sqft	4.0	2.5	38	21	1	2	93	Upper-middle 25% of properties
Lower/Third	\$ 409,000	1588	6,501 - 8,000 sqft	3.0	2.0	46	21	3	3	148	Lower-middle 25% of properties
Bottom/Fourth	\$ 205,900	1383	4,501 - 6,500 sqft	3.0	2.0	36	21	2	3	102	Least expensive 25% of properties

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Real-Time Market Profile

		Trend
Median List Price	\$ 479,000	↔↔
Asking Price Per Square Foot	\$ 250	↑↑
Average Days on Market (DOM)	115	↑↑
Percent of Properties with Price Decrease	37 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	10 %	
Median House Size (sq ft)	1814	
Median Lot Size	4,501 - 6,500 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	
Market Action Index	Strong Buyer's 20.2	↓↓

↔↔ No change ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↑ Slight upward trend ↓ Slight downward trend

Price

- We continue to see prices in this zip code bouncing around this plateau. Look for a persistent up-shift in the Market Action Index before we see prices move from these levels.

