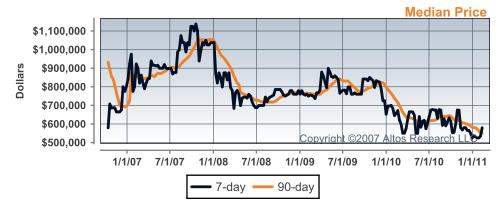
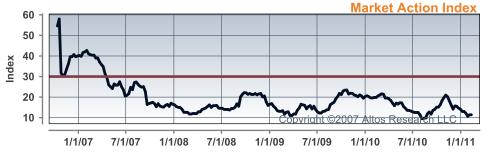


Real-Time Market Profile				
Median List Price	580,000	1		
Asking Price per Square Foot	\$ 261	Į Į		
Average Days on Market	145	4		
Percent of Properties with Price	41 %			
Percent Relisted (reset DOM)	6 %			
Percent Flip (price increased)	0 %			
Median House Size (sq ft)	2,097			
Median Lot Size	Sq. Feet			
Median Number of Bedrooms	3.4			
Median Number of Bathrooms	3.0			
Market Action Index*	Cold! Buyer's Market	11	1 1	

<sup>\*</sup> 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	\$ 814,500	3,687	6,501 - 8,000 sq ft	4.5	4.0	9	4	1	0	128
2	\$ 622,500	2,522	Less than 4,500 sq ft	4.0	2.8	8	4	2	1	88
3	\$ 530,000	1,928	Less than 4,500 sq ft	3.0	2.5	9	4	0	0	233
4	\$ 435,000	1,377	Less than 4,500 sq ft	3.0	3.0	9	5	0	0	137

Sunday February 13, 2011

## THIS WEEK

The median single family home price in BREA 92823 this week is \$580,000.

The Market Action Index has been trending down lately, indicating demand falling along with supply. Conditions point to mildly negative trends for the market.

## **PRICE**

The market for this zip code continues its bounce again this week. We're a long way from the market's high point so watch the Market Action Index to predict how long this trend will last.

#### 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 11. 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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