

This Week

The median list price in BREA, CA this week is \$492,500.

Inventory has been lightening lately and the Market Action Index has been trending up. Though days-on-market is increasing, these are mildly positive indications for the market.

Supply and Demand

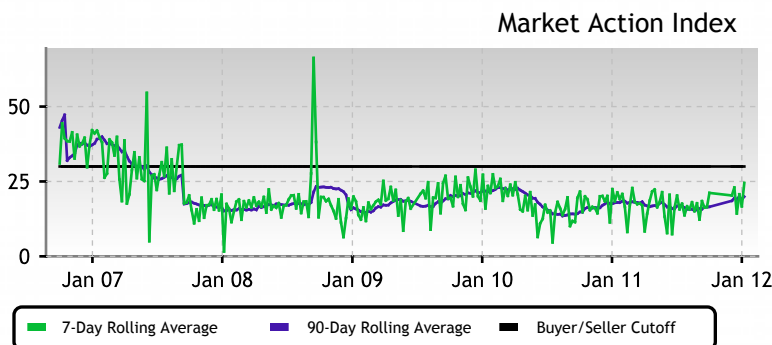
- Home sales have been exceeding new inventory for several weeks. While still a Buyer's market, prices seem to have responded by moving upward. If the demand trends continue, expect prices to keep marching upward, especially once we see a Seller's Market.

Real-Time Market Profile			Trend
Median List Price	\$ 492,500		↑↑
Asking Price Per Square Foot	\$ 250		↑↑
Average Days on Market (DOM)	116		↑↑
Percent of Properties with Price Decrease	36 %		
Percent Relisted (reset DOM)	n/a		
Percent Flip (price increased)	12 %		
Median House Size (sq ft)	1932		
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	19.9	↑↑

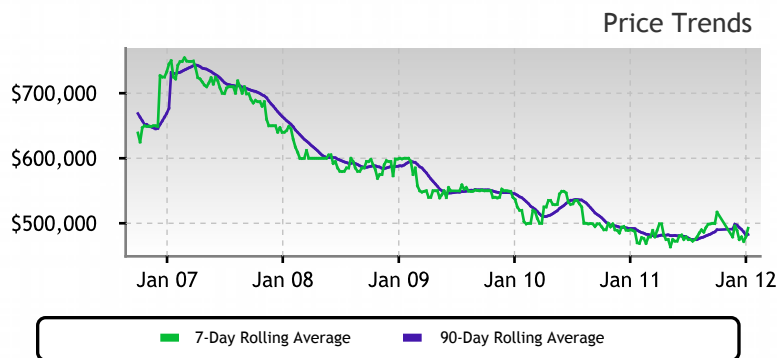
↔ No change ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↑ Slight upward trend ↓ Slight downward trend

Price

- Prices continue their climb again this week. We're a long way from the market's price high-point so watch the Market Action Index as an indicator of how long this trend will last.



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	\$ 661,000	2746	8,001 - 10,000 sqft	4.0	3.0	8	24	5	3	102	Most expensive 25% of properties
Upper/Second	\$ 549,000	2261	4,501 - 6,500 sqft	4.0	2.5	33	25	3	2	106	Upper-middle 25% of properties
Lower/Third	\$ 430,000	1614	6,501 - 8,000 sqft	3.0	2.0	44	25	3	5	154	Lower-middle 25% of properties
Bottom/Fourth	\$ 159,500	1392	4,501 - 6,500 sqft	3.0	2.0	37	25	2	3	99	Least expensive 25% of properties