

ADAM BRETT - ERIC URBAN MARKET UPDATE

FULLERTON, CA

- **Current Real Estate Market Conditions for Single Family Homes**
- **Trends in Pricing**
- **Current Levels of Supply and Demand**
- **Value Metrics**

- **Report for the week of
January 30, 2012**

- **Presented by Adam Brett - Eric Urban**
RE/MAX
www.HomeSoldTeam.com
714.496.8116 - 714.749.7427



ADAM & ERIC
BRETT & URBAN

This Week

- The median list price in FULLERTON, CA this week is \$445,000. The 301 properties have been on the market for an average of 171 days.

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

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

Median List Price	\$ 445,000	↓
Average List Price	\$ 534,282	↔
Asking Price Per Square Foot	\$ 253	↔
Average Days on Market (DoM)	171	↑
Inventory of Properties Listed	301	↓
Most Expensive Listing	\$ 3,399,000	
Least Expensive Listing	\$ 24,900	
Average Age of Listing	47	
Percent of Properties with Price Decrease	36 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	6 %	
Median House Size (sq ft)	1680	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	

Trend

Altos Research Value Statistics

Market Action Index Strong Buyer's 18.5 ↑

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 a seller's advantage. Below 30, conditions give the advantage to the buyer.

Trend Key:

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

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 810,000	3055	0.25 - 0.50 acre	4.0	3.0	35	75	3	3	199
Upper/Second	\$ 529,900	2052	6,501 - 8,000 sqft	4.0	2.0	40	75	4	5	175
Lower/Third	\$ 370,000	1411	6,501 - 8,000 sqft	3.0	2.0	57	75	3	6	135
Bottom/Fourth	\$ 285,000	1218	6,501 - 8,000 sqft	3.0	1.0	58	76	5	7	176

Most expensive 25% of properties

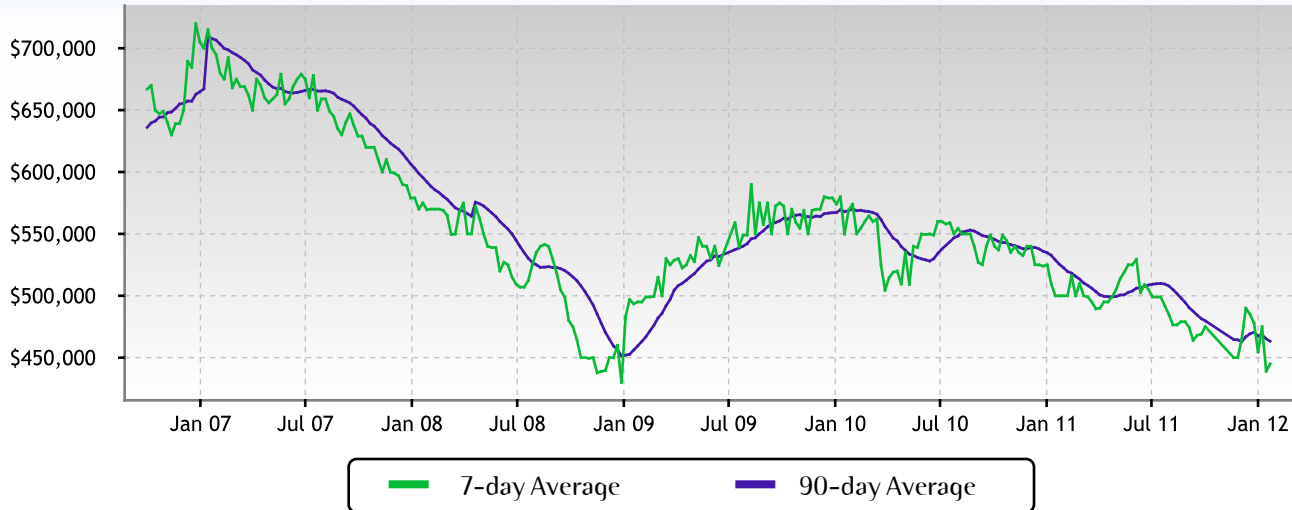
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

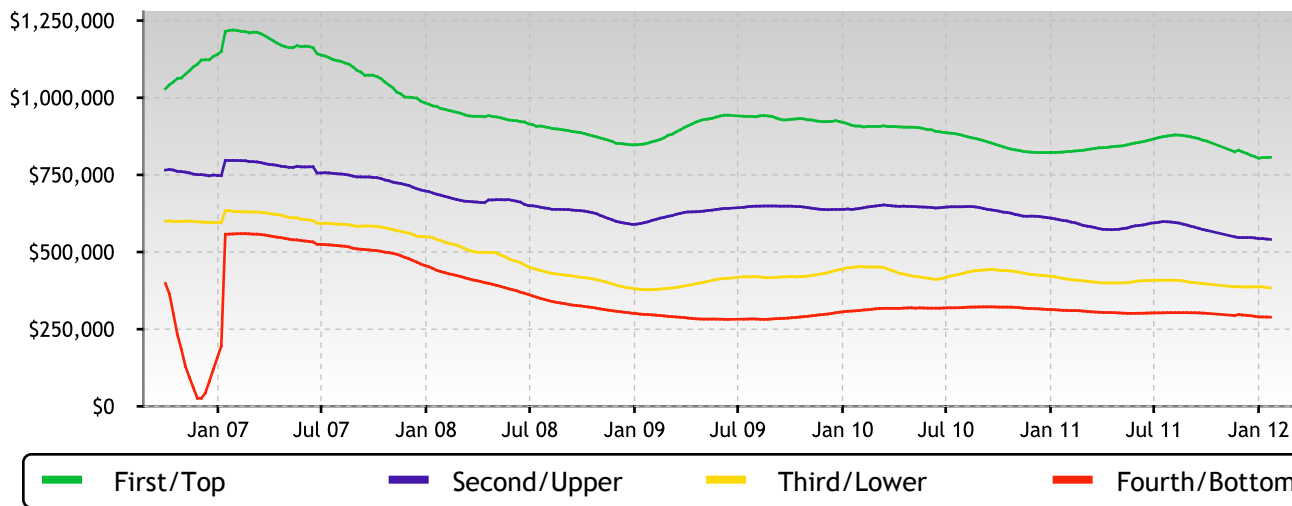
Median Price

This week prices bumped up a bit but the trend of recent weeks is generally downward. A pickup in demand will be reflected in the Market Action Index, so watch that chart to try to identify a trough in the market.



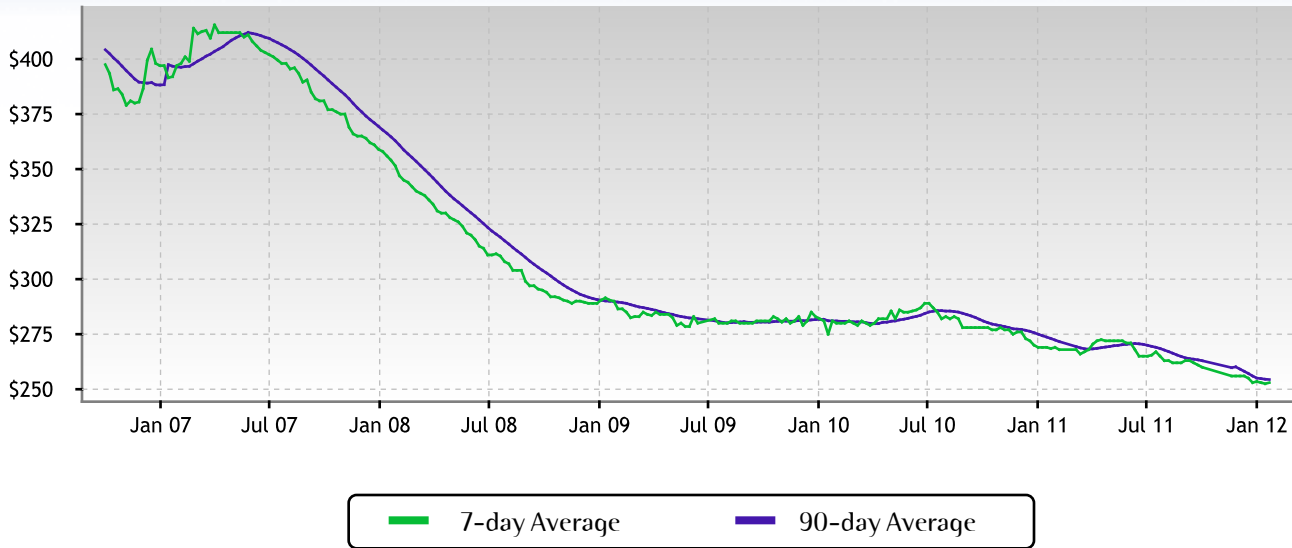
Quartile Prices

Prices have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



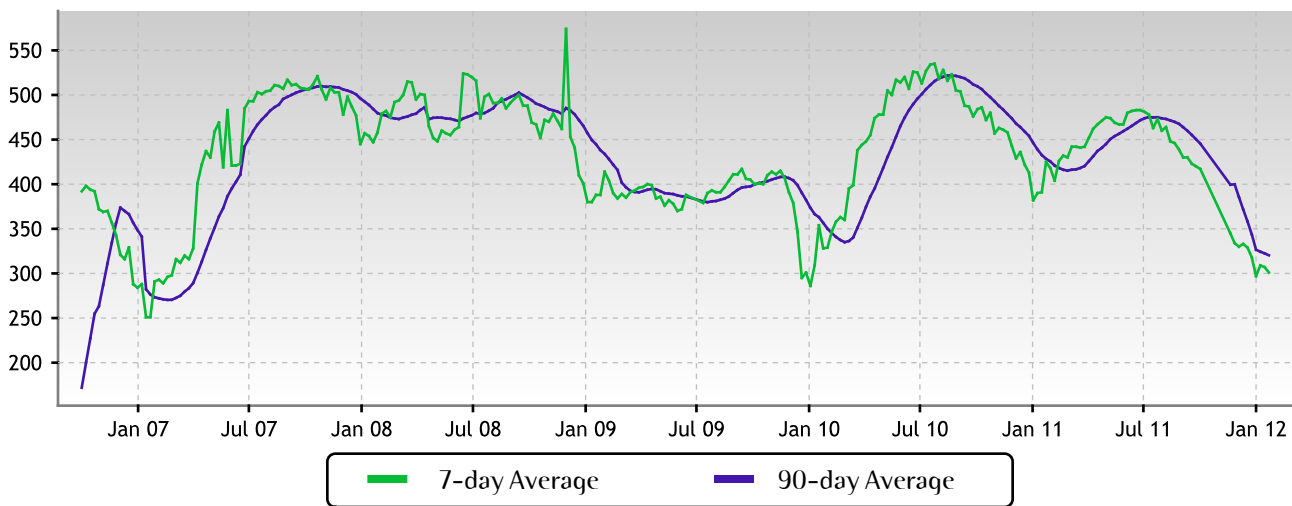
Price per Square Foot

Despite recently falling prices, the price per square foot has stayed reasonably flat. This implies that there's a portion of the market being priced at a premium. You can investigate this condition in the quartile details.



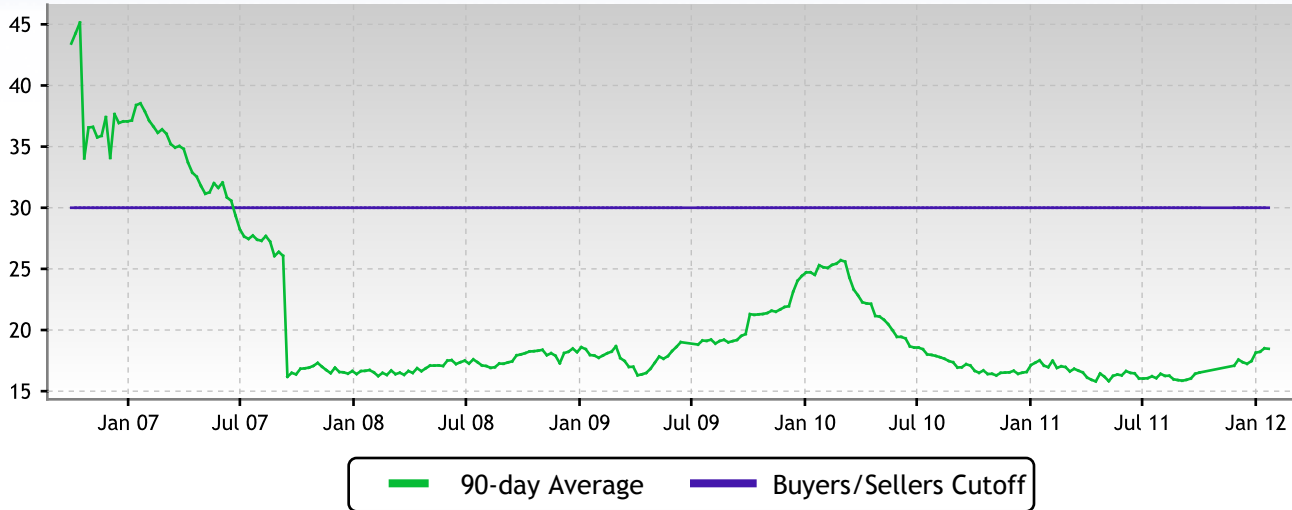
Inventory of Properties Listed for Sale

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



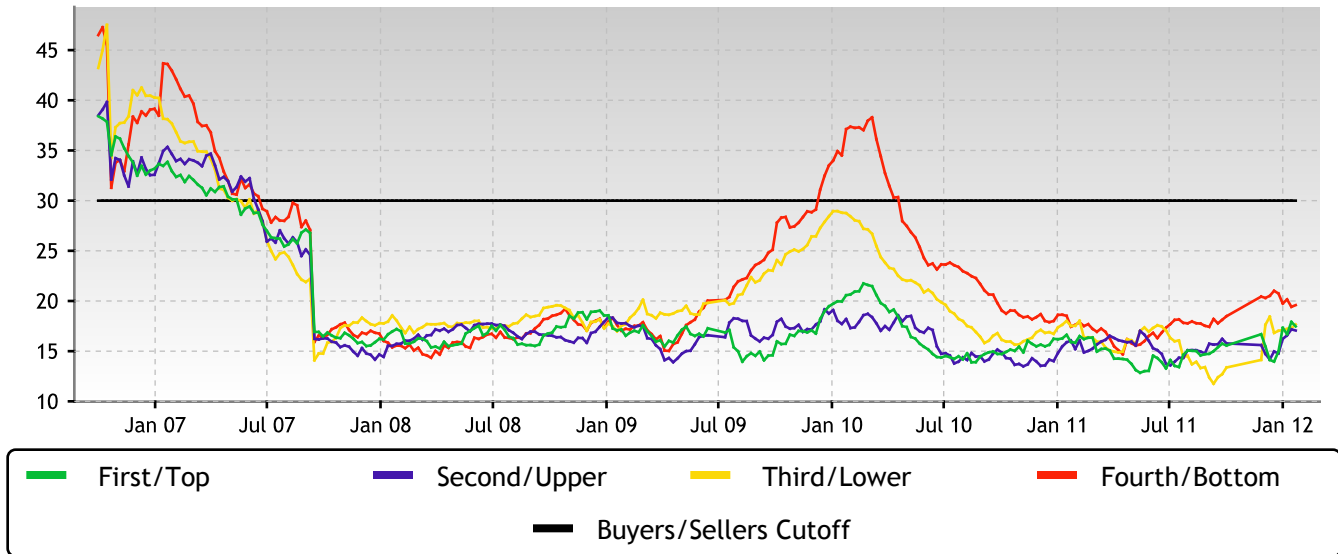
Market Action Index

The FULLERTON market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 18.47. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

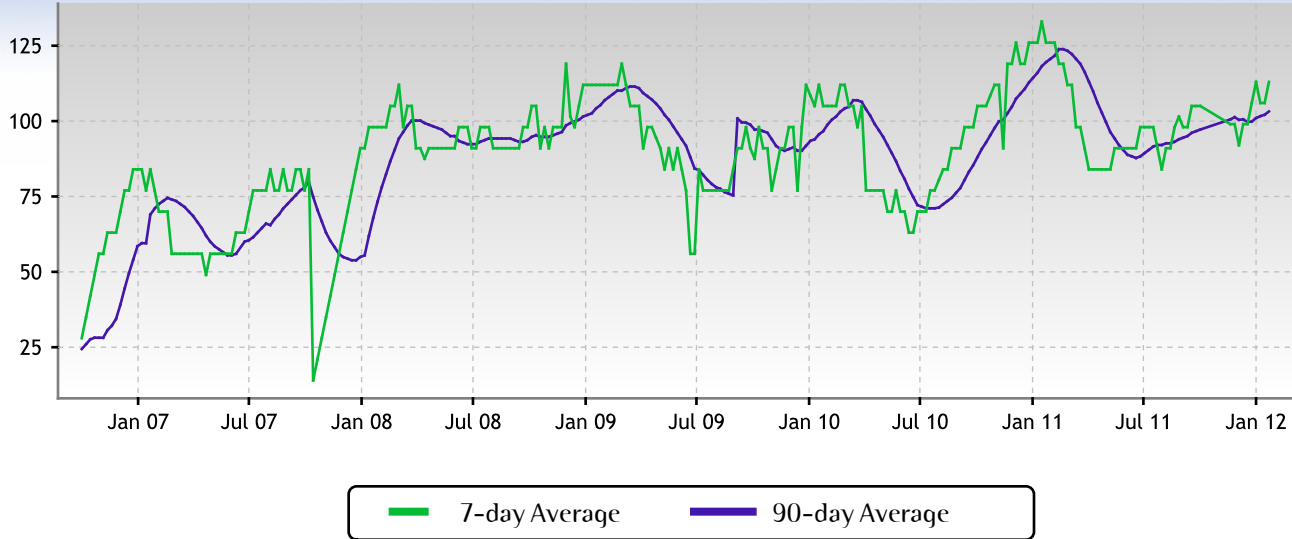
Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low end) will improve and signal a strengthening market before the whole group changes.



Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

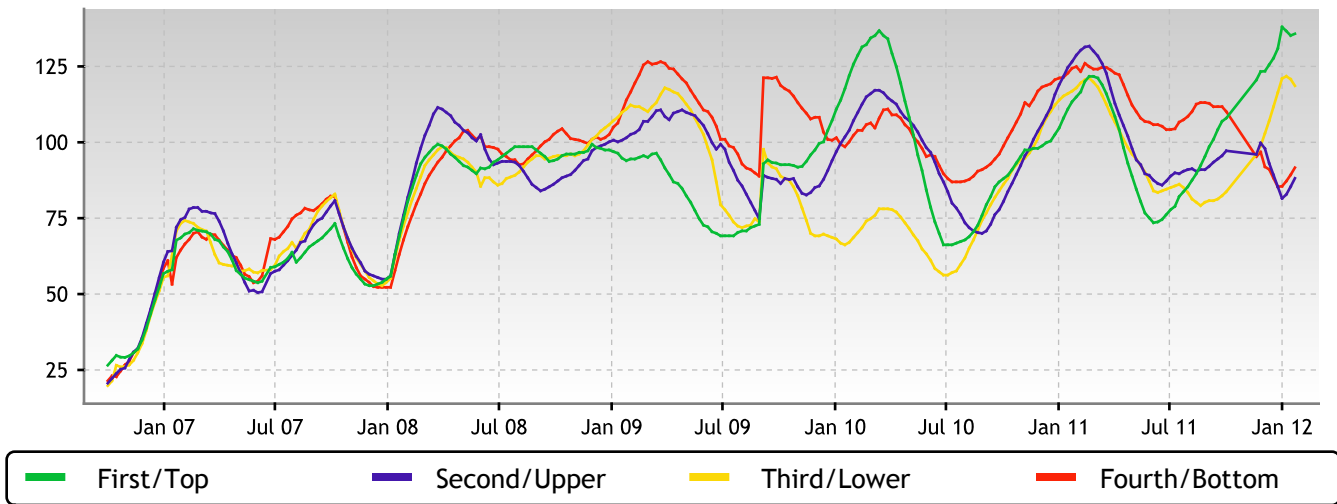
Days on Market

The properties have been on the market for an average of 171 days. Half of the listings have come newly on the market in the past 113 or so days.



Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



NEIGHBORHOOD DETAIL

ADAM BRETT - ERIC URBAN | WWW.REALTORADAM.COM | 714.496.8116

SINGLE FAMILY HOMES IN

FULLERTON, CA
92833

This Week

- The median list price in FULLERTON, CA 92833 this week is \$384,450. The 124 properties have been on the market for an average of 172 days.

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

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

		Trend
Median List Price	\$ 384,450	↓
Average List Price	\$ 473,201	
Asking Price Per Square Foot	\$ 255	↑
Average Days on Market (DoM)	172	↑
Inventory of Properties Listed	124	↓
Most Expensive Listing	\$ 2,225,000	
Least Expensive Listing	\$ 24,900	
Average Age of Listing	47	
Percent of Properties with Price Decrease	32 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	3 %	
Median House Size (sq ft)	1588	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	

Altos Research Value Statistics

Market Action Index Strong Buyer's 20.1 ↑

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 a seller's advantage. Below 30, conditions give the advantage to the buyer.

Trend Key:

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

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 719,000	3036	8,001 - 10,000 sqft	4.0	2.8	34	31	3	2	207
Upper/Second	\$ 495,000	1800	6,501 - 8,000 sqft	4.0	2.0	36	31	2	2	170
Lower/Third	\$ 344,900	1297	6,501 - 8,000 sqft	3.0	2.0	57	31	2	4	133
Bottom/Fourth	\$ 263,500	1112	6,501 - 8,000 sqft	3.0	1.0	59	31	2	2	179

Most expensive 25% of properties

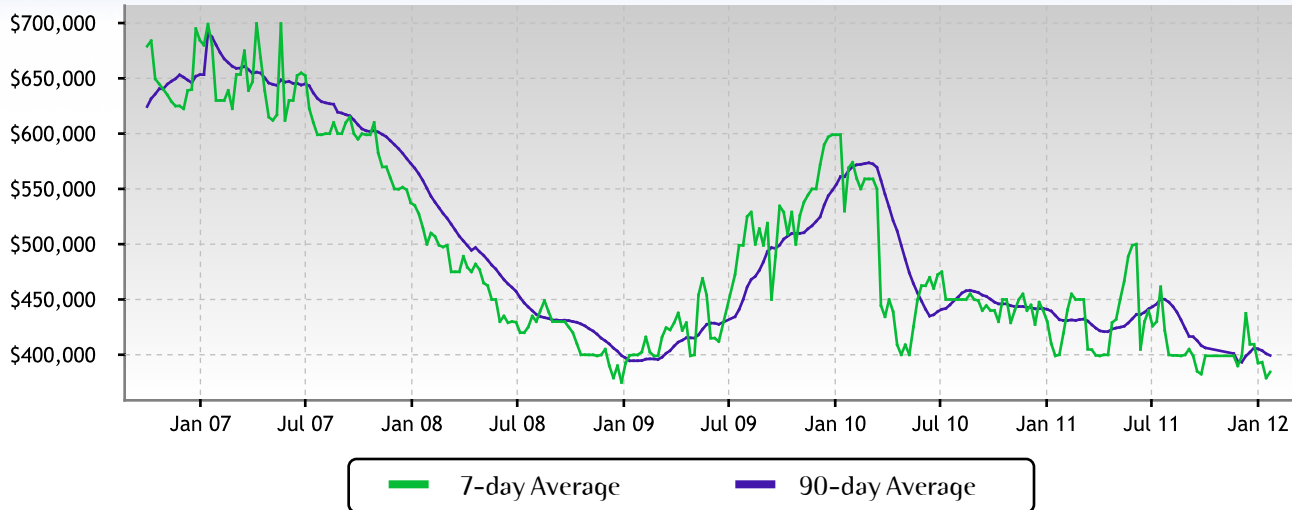
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

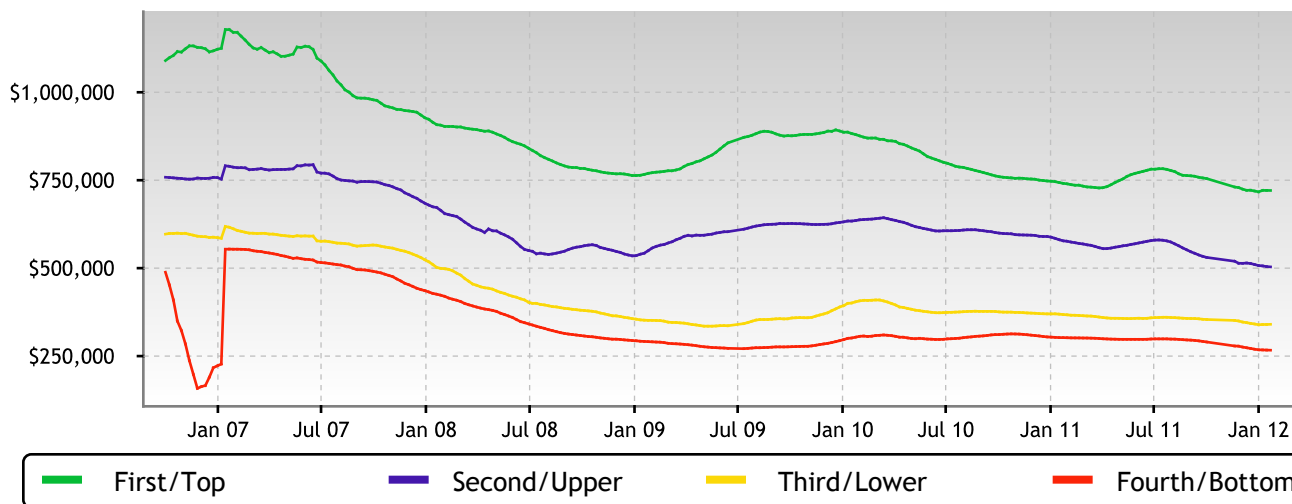
Median Price

This week prices in this zip code bumped up a bit but the trend of recent weeks is generally downward. A pickup in demand will be reflected in the Market Action Index, so watch that chart to try to identify a trough in the market.



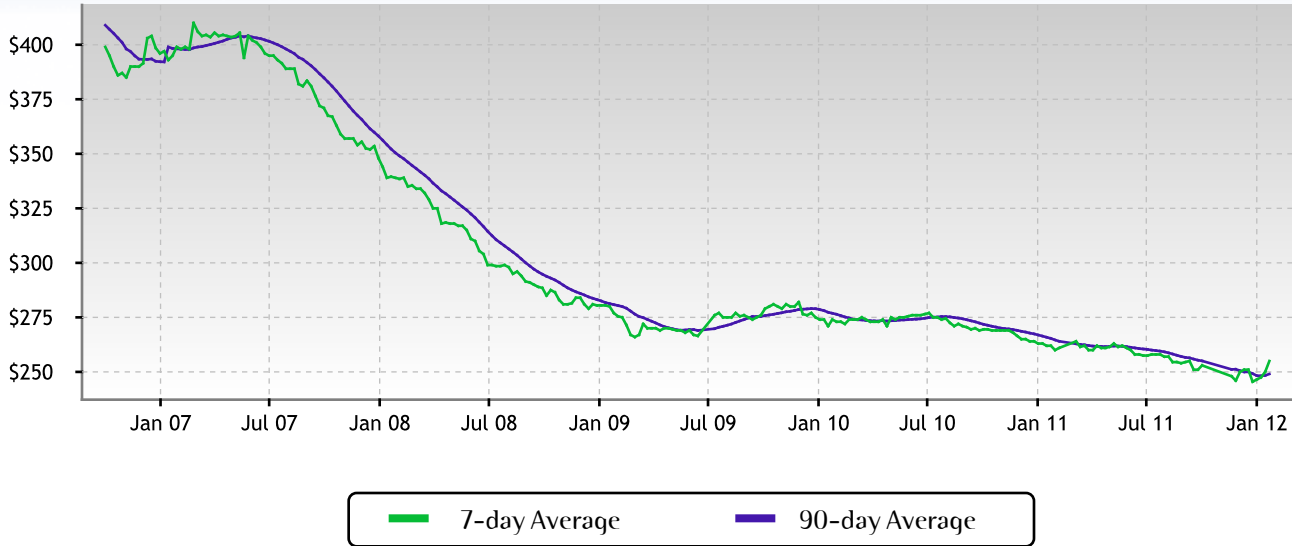
Quartile Prices

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



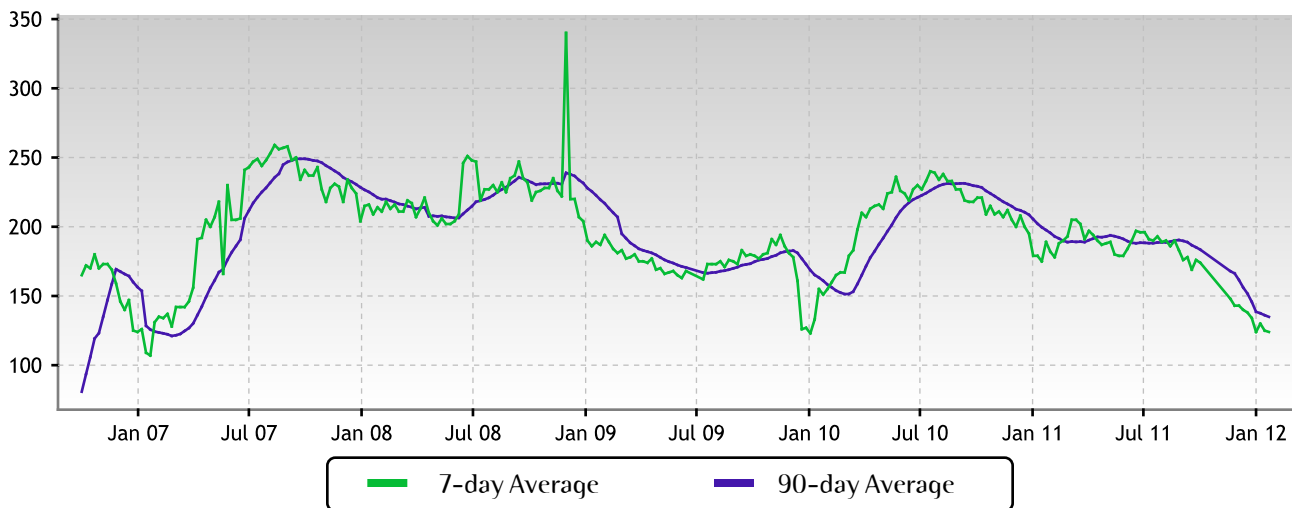
Price per Square Foot

We're seeing fairly unusual market conditions as prices have been in a downward trend but price per square foot is actually increasing. (Buyers are paying less and getting less home for their money.) Anomalies like these can be attributed to micro-location variables.



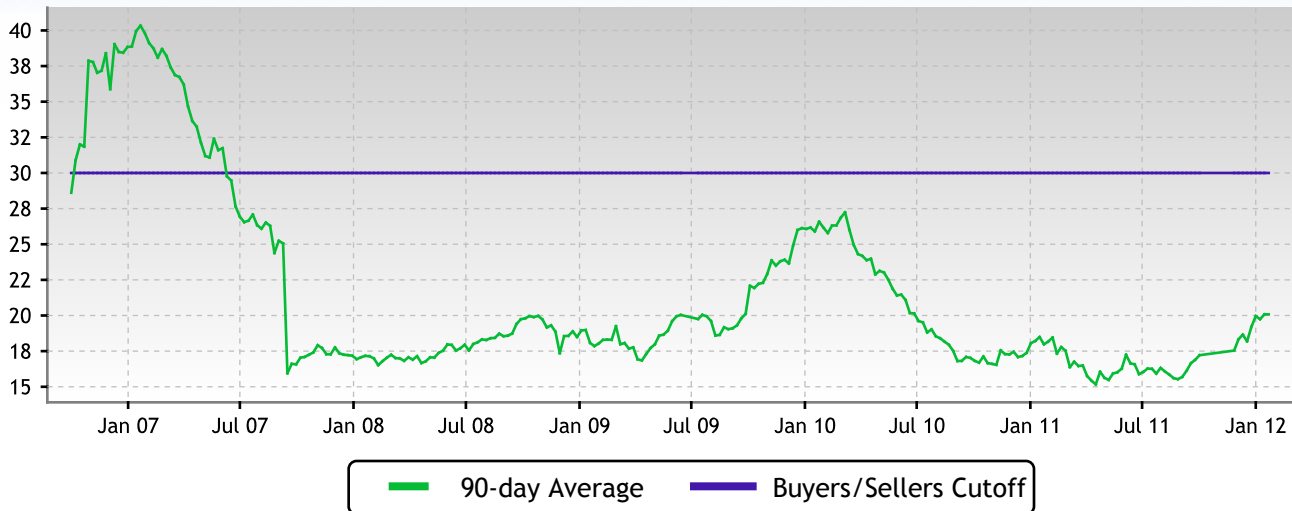
Inventory of Properties Listed for Sale

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



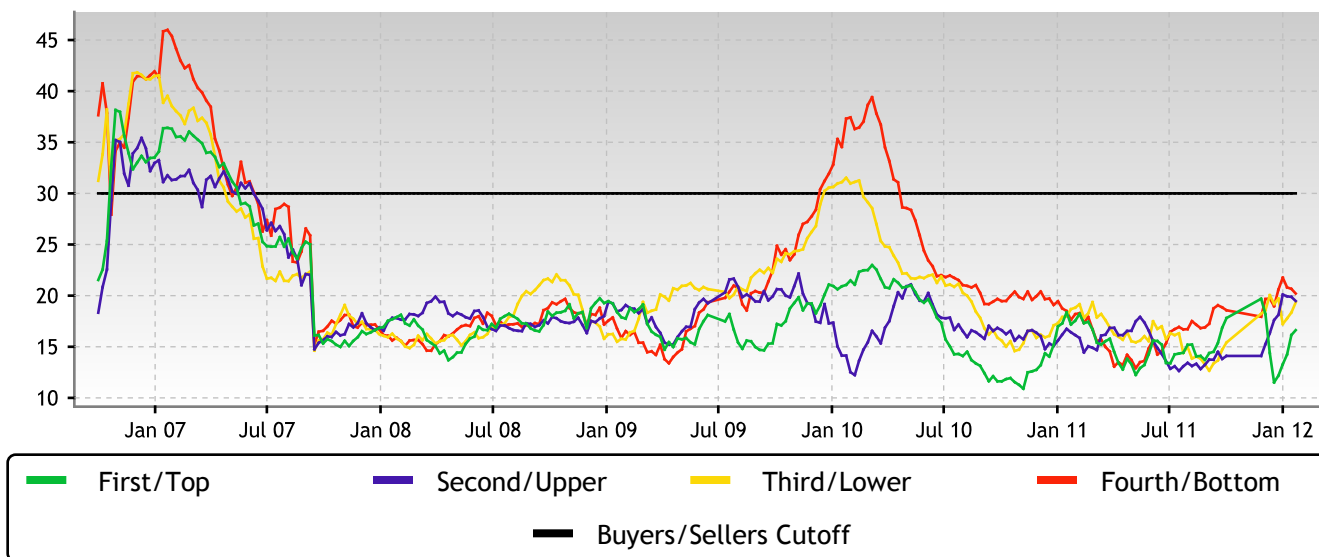
Market Action Index

The FULLERTON, 92833 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 20.08. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

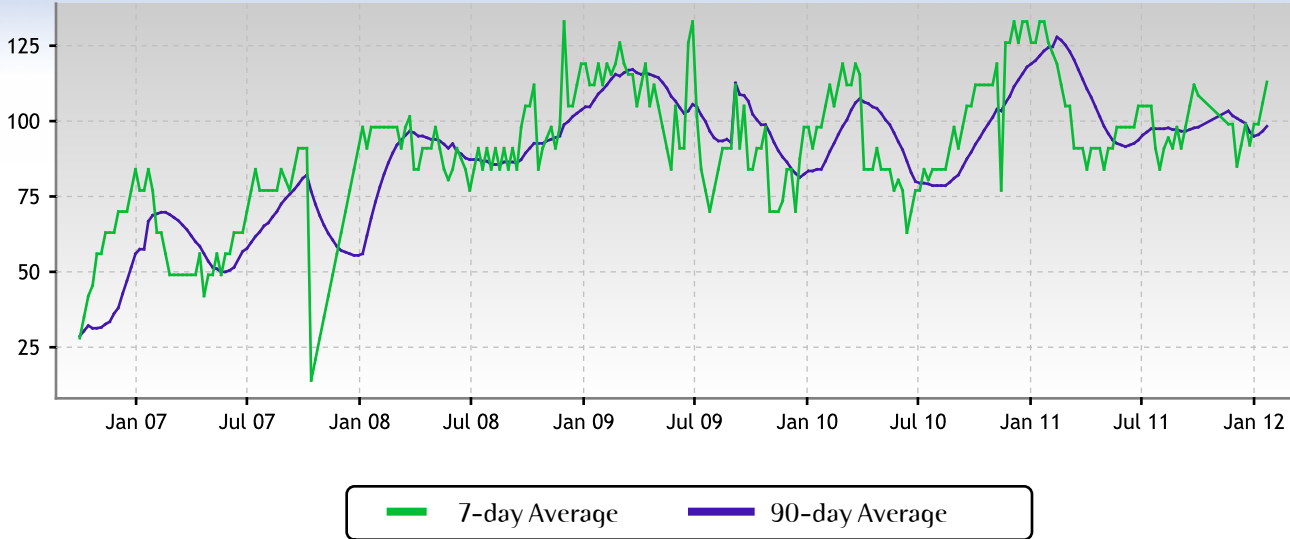
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.



Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

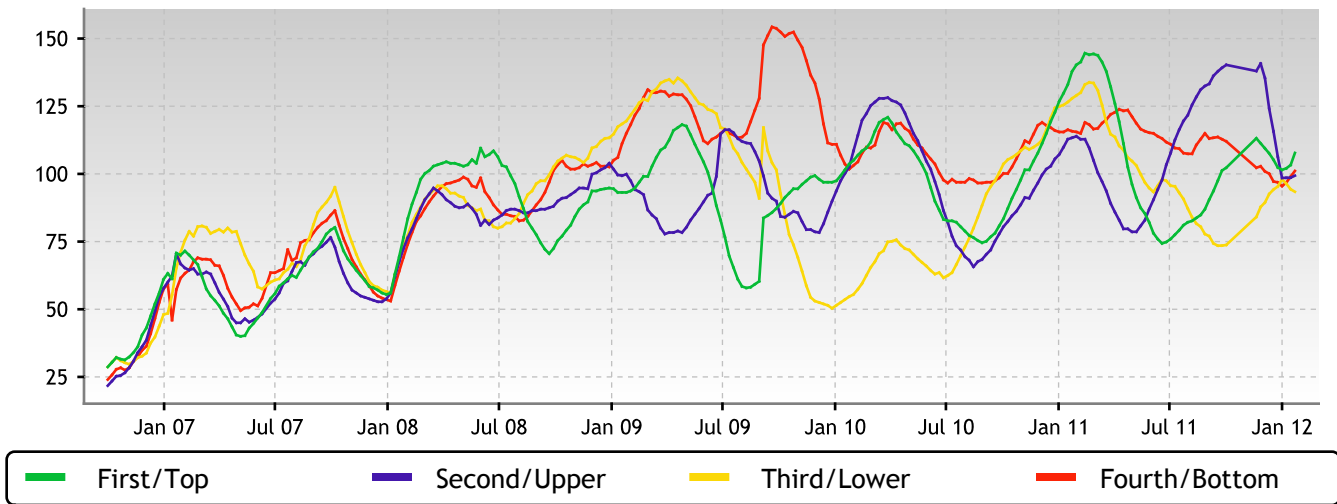
Days on Market

The properties have been on the market for an average of 172 days. Half of the listings have come newly on the market in the past 113 or so days.



Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



NEIGHBORHOOD DETAIL

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SINGLE FAMILY HOMES IN

FULLERTON, CA
92832

This Week

- The median list price in FULLERTON, CA 92832 this week is \$335,500. The 49 properties have been on the market for an average of 160 days.

The Market Action Index has been trending down lately, while inventory and days-on-market are climbing. The trends imply a weakening market.

Supply and Demand

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

		Trend
Median List Price	\$ 335,500	↔
Average List Price	\$ 374,448	
Asking Price Per Square Foot	\$ 242	↔
Average Days on Market (DoM)	160	↑
Inventory of Properties Listed	49	↑
Most Expensive Listing	\$ 829,000	
Least Expensive Listing	\$ 69,900	
Average Age of Listing	59	
Percent of Properties with Price Decrease	39 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	10 %	
Median House Size (sq ft)	1409	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	1.5	

Altos Research Value Statistics

Market Action Index Strong Buyer's 14.2 ↓

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 a seller's advantage. Below 30, conditions give the advantage to the buyer.

Trend Key:

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

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 504,750	1802	8,001 - 10,000 sqft	3.0	1.0	60	12	0	0	149
Upper/Second	\$ 382,400	1346	4,501 - 6,500 sqft	3.0	1.5	60	12	0	0	76
Lower/Third	\$ 302,337	1336	6,501 - 8,000 sqft	3.0	1.2	58	12	0	0	256
Bottom/Fourth	\$ 274,900	1213	6,501 - 8,000 sqft	3.0	2.0	57	13	1	1	158

Most expensive 25% of properties

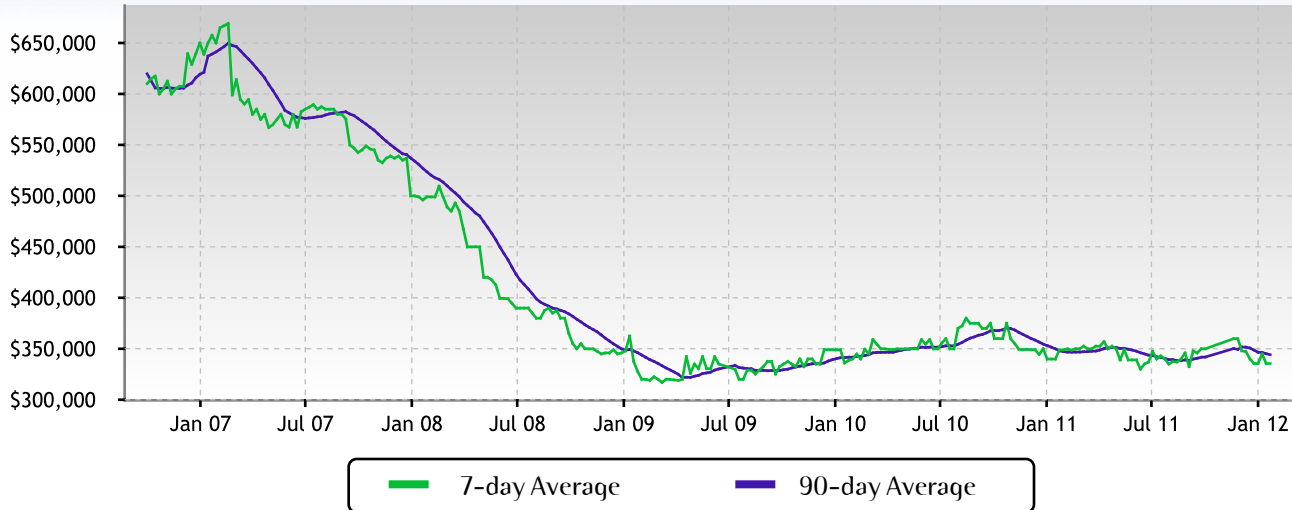
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

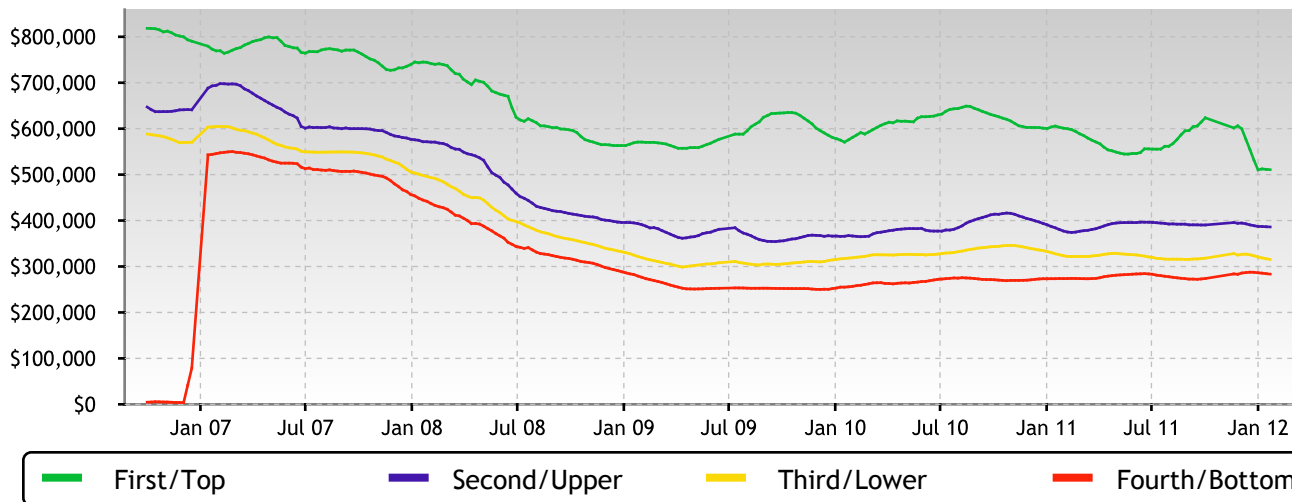
Median Price

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.



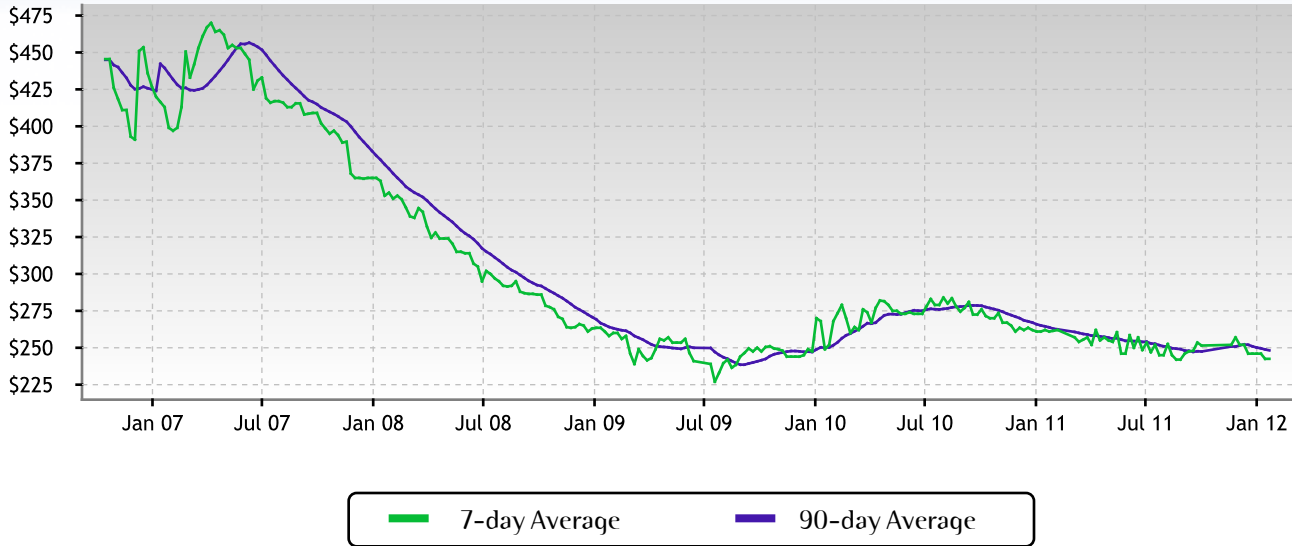
Quartile Prices

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



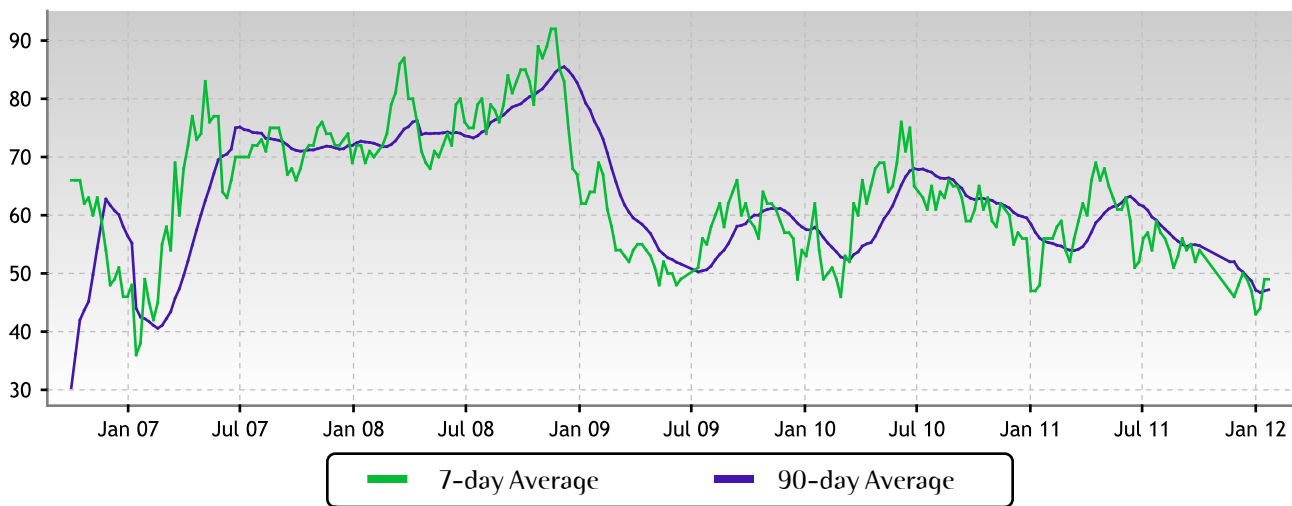
Price per Square Foot

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.



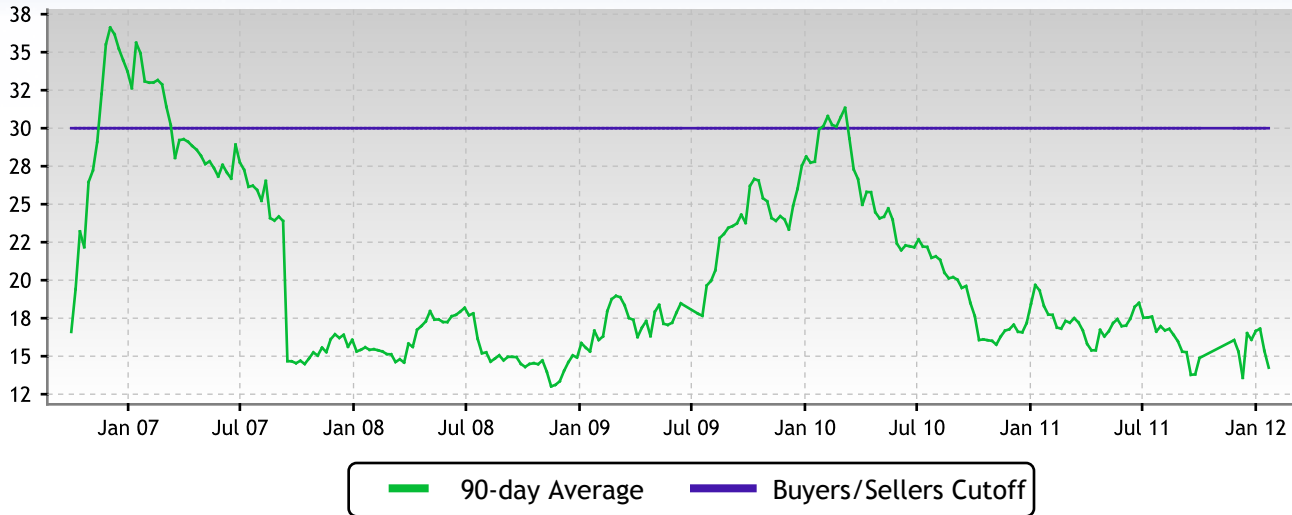
Inventory of Properties Listed for Sale

Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.



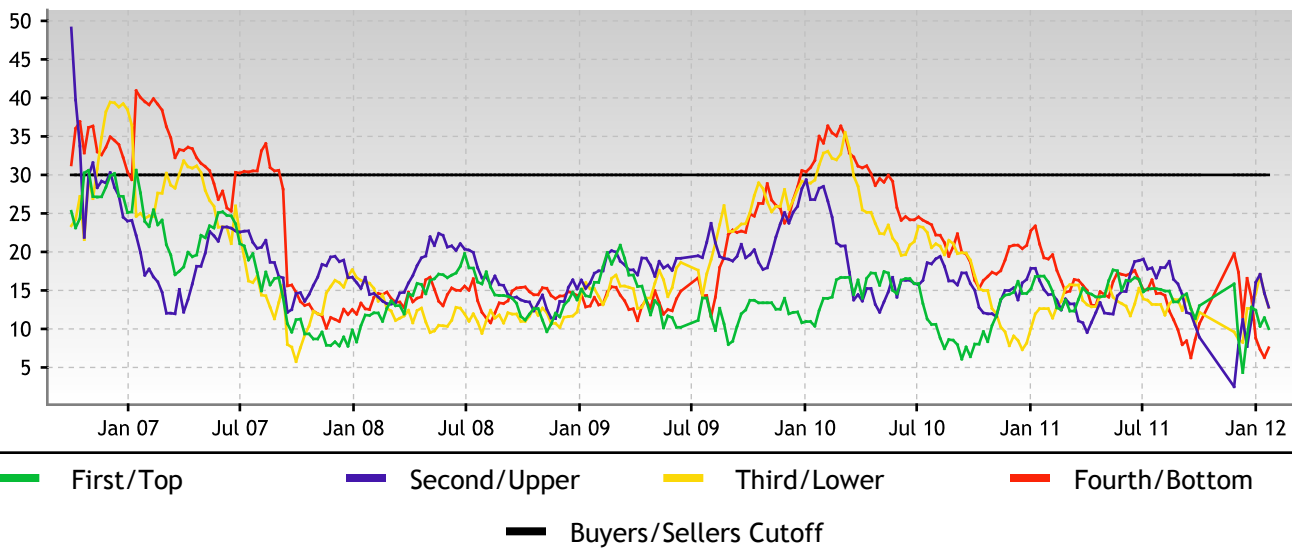
Market Action Index

The FULLERTON, 92832 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 14.24. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

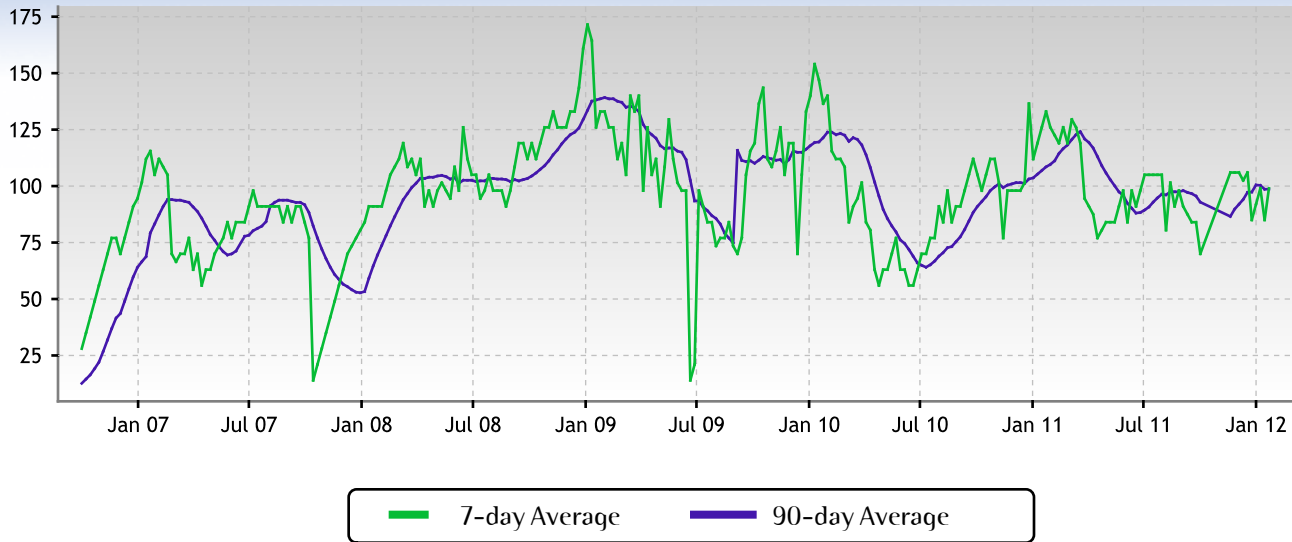
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.



Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

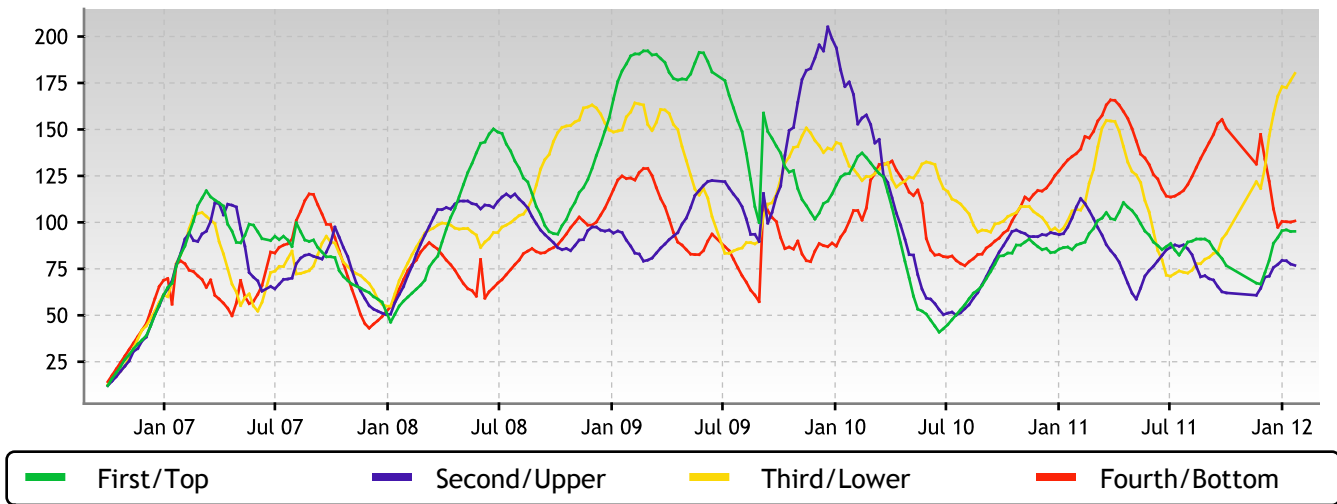
Days on Market

The properties have been on the market for an average of 160 days. Half of the listings have come newly on the market in the past 99 or so days.



Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



NEIGHBORHOOD DETAIL

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SINGLE FAMILY HOMES IN

FULLERTON, CA
92831

This Week

- The median list price in FULLERTON, CA 92831 this week is \$422,450. The 42 properties have been on the market for an average of 145 days.

Inventory is tightening and days-on-market is falling. The Market Action Index shows demand heating up. These are relatively bullish signs for prices.

Supply and Demand

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

		Trend
Median List Price	\$ 422,450	↓
Average List Price	\$ 669,479	↓
Asking Price Per Square Foot	\$ 256	↓
Average Days on Market (DoM)	145	↓
Inventory of Properties Listed	42	↓
Most Expensive Listing	\$ 3,399,000	
Least Expensive Listing	\$ 239,900	
Average Age of Listing	47	
Percent of Properties with Price Decrease	33 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	7 %	
Median House Size (sq ft)	1556	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	

Altos Research Value Statistics

Market Action Index Strong Buyer's 19.2 ↑

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 a seller's advantage. Below 30, conditions give the advantage to the buyer.

Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
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Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 994,950	3850	2.5 - 5.0 acres	4.5	4.0	24	10	0	0	165
Upper/Second	\$ 550,000	2050	6,501 - 8,000 sqft	4.0	2.0	52	10	1	4	145
Lower/Third	\$ 360,000	1381	6,501 - 8,000 sqft	3.0	1.5	56	11	1	1	168
Bottom/Fourth	\$ 309,999	1257	4,501 - 6,500 sqft	3.0	1.0	61	11	1	2	103

Most expensive 25% of properties

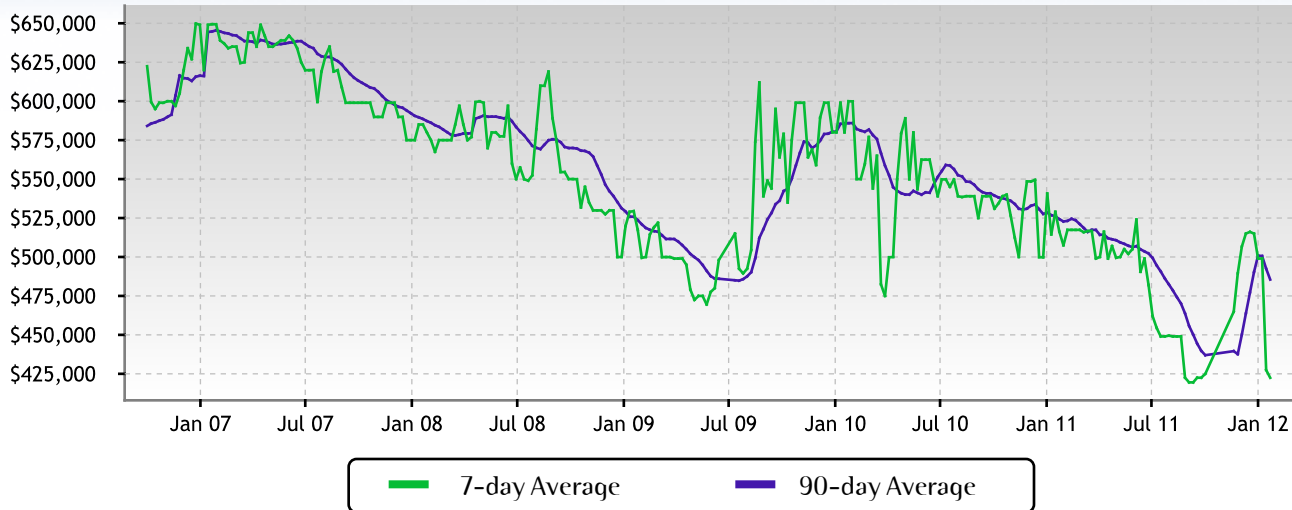
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

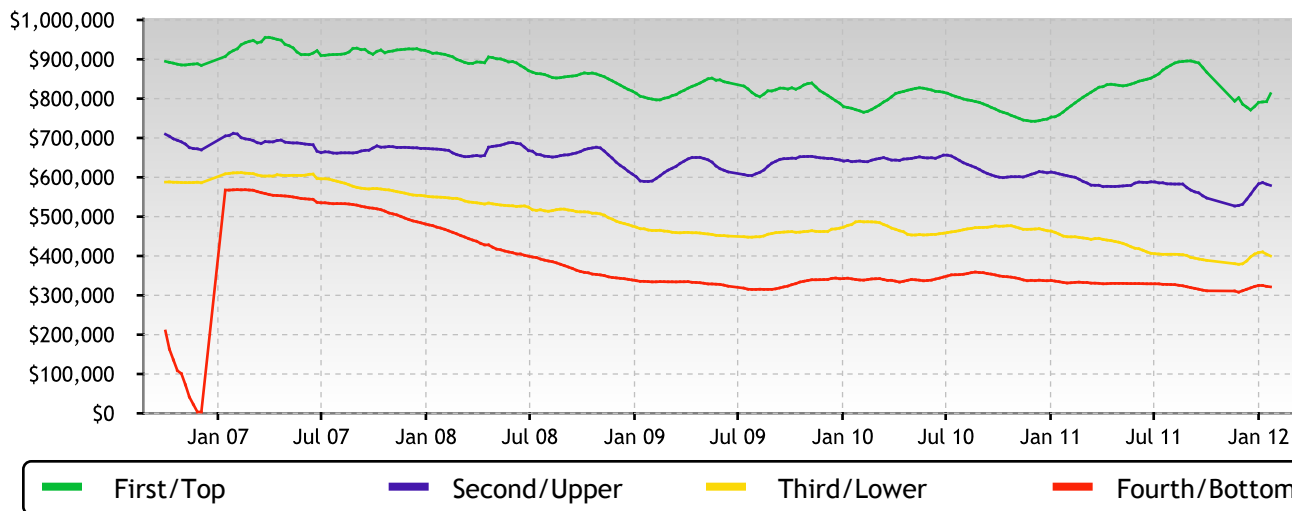
Median Price

Again this week we see a downward notch for prices in this zip code. Pricing has been weak recently and versus their absolute-high level. At this point, we will be looking for a persistent upward shift in the Market Action Index as a leading indicator for a trough in prices.



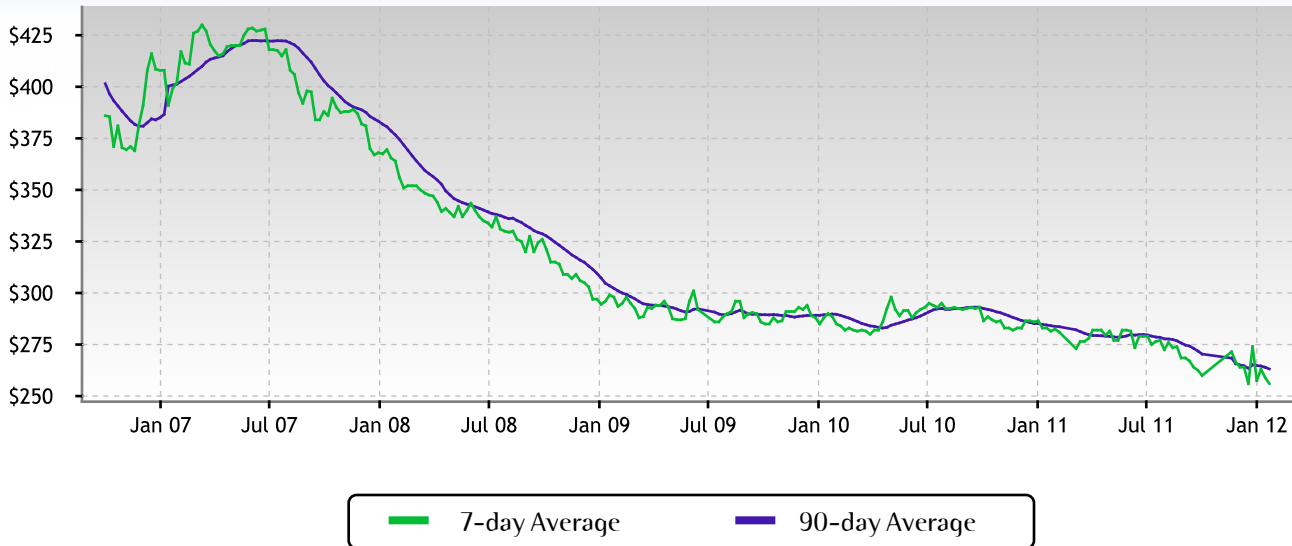
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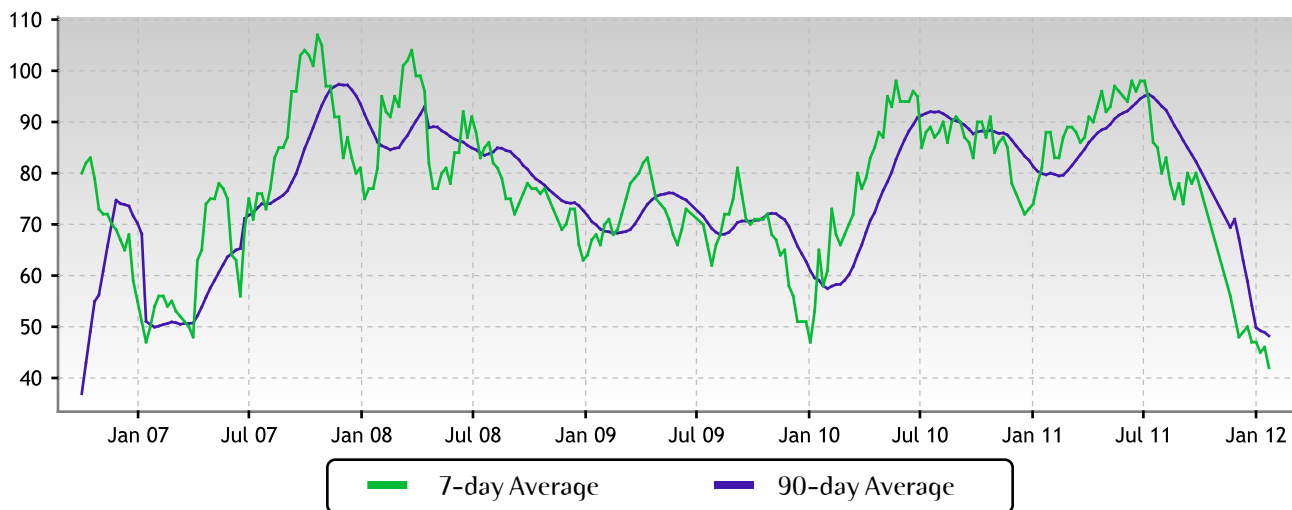
Price per Square Foot

The market's light downward trends are shared across both price and value. People are recently placing less value on homes (you can see the recent declines in price per square foot as evidence.) Look for significant changes in the Market Action Index as a precursor to price and value changes, possibly as inflection points for good investment opportunities.



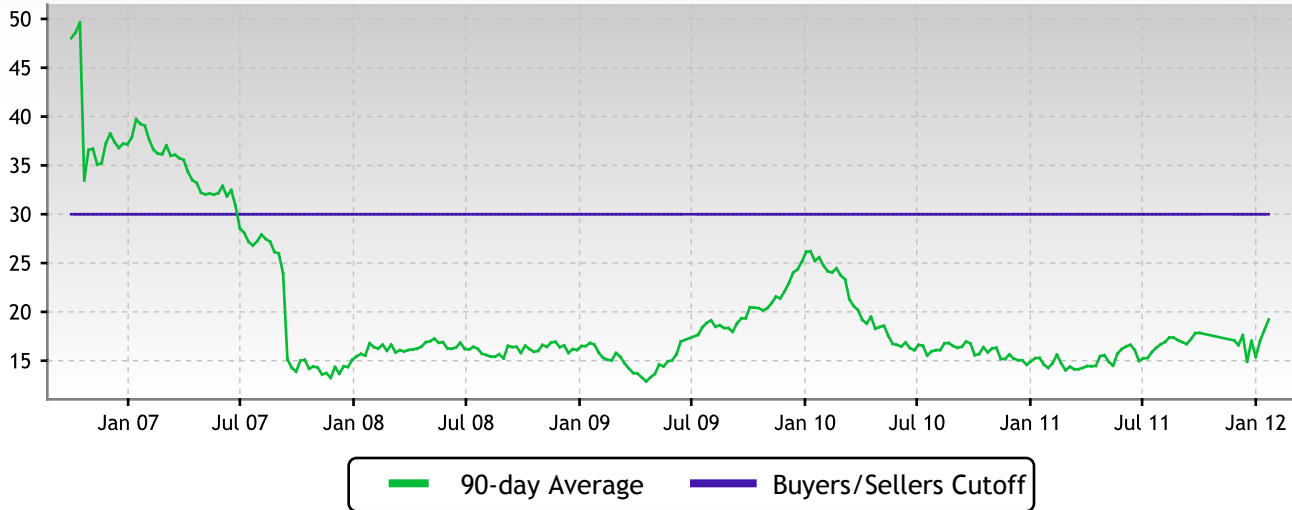
Inventory of Properties Listed for Sale

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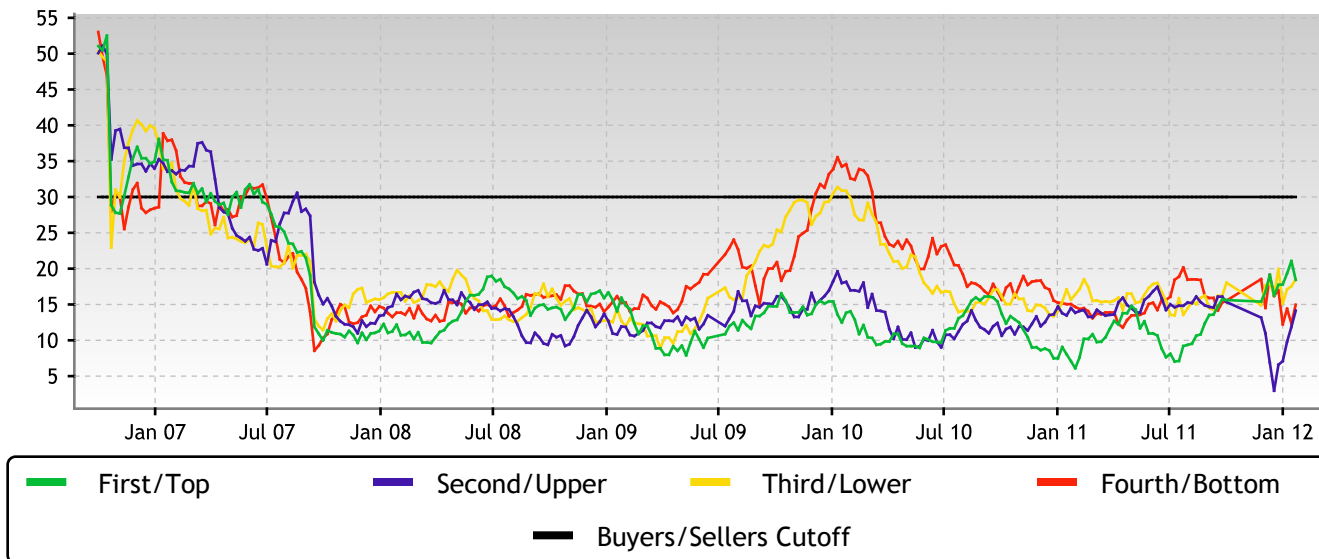
Market Action Index

The FULLERTON, 92831 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 19.23. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

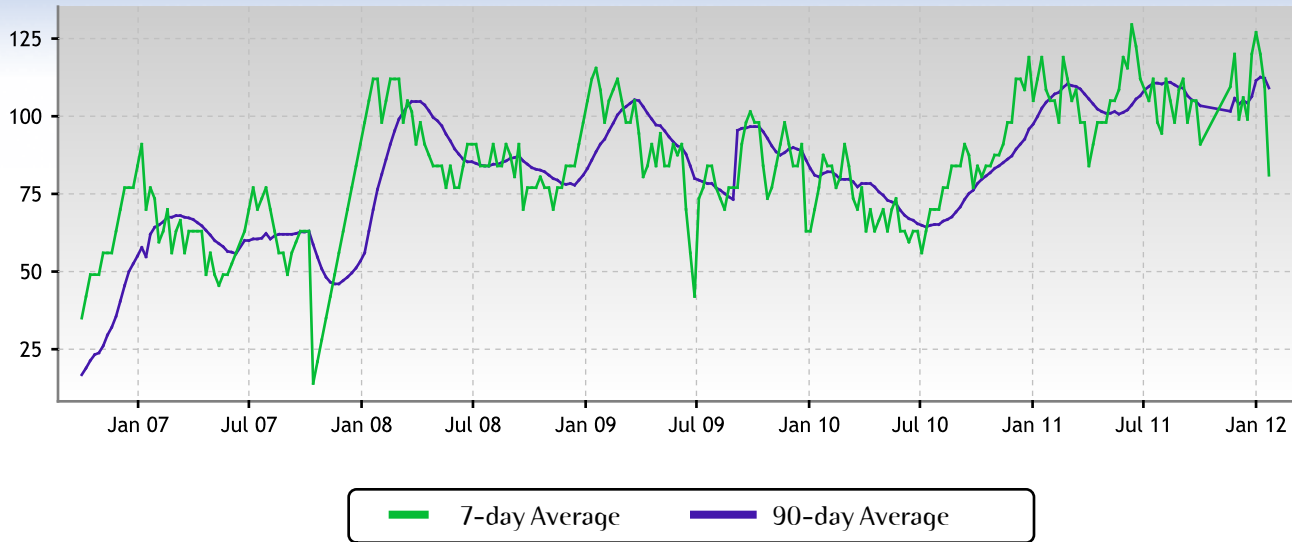
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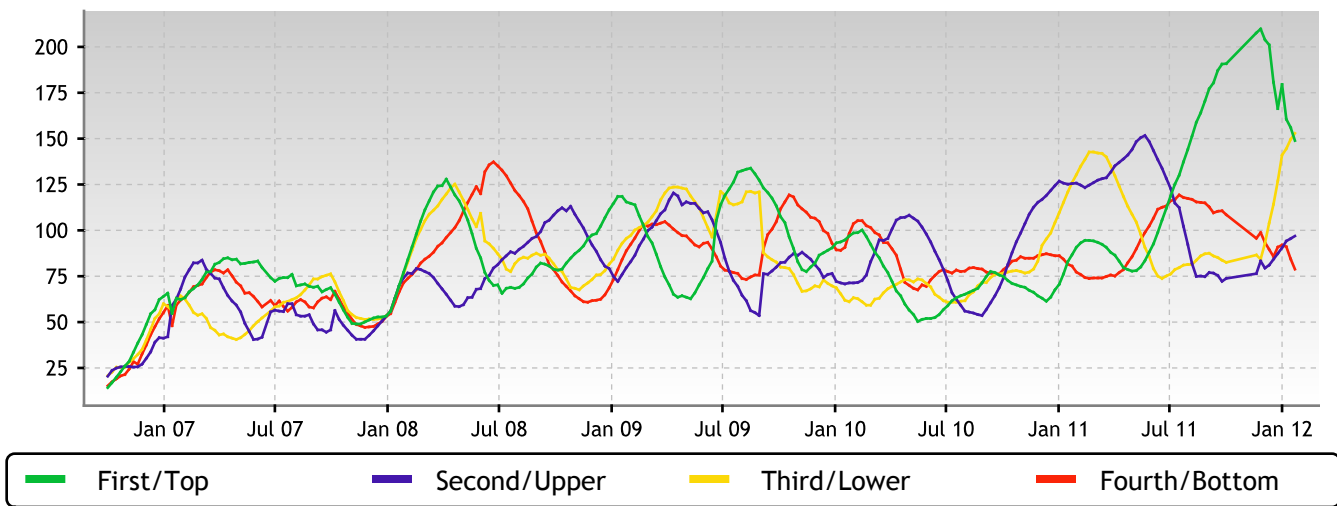
Days on Market

The properties have been on the market for an average of 145 days. Half of the listings have come newly on the market in the past 81 or so days.



Days on Market per Quartile

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SINGLE FAMILY HOMES IN

**FULLERTON, CA
92835**

This Week

- The median list price in FULLERTON, CA 92835 this week is \$571,500. The 86 properties have been on the market for an average of 190 days.

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 has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

		Trend
Median List Price	\$ 571,500	↔
Average List Price	\$ 647,395	↔
Asking Price Per Square Foot	\$ 256	↔
Average Days on Market (DoM)	190	↑
Inventory of Properties Listed	86	↓
Most Expensive Listing	\$ 1,849,000	
Least Expensive Listing	\$ 162,000	
Average Age of Listing	40	
Percent of Properties with Price Decrease	40 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	6 %	
Median House Size (sq ft)	2254	
Median Lot Size	8,001 - 10,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	2.0	

Altos Research Value Statistics

Market Action Index Strong Buyer's 14.8 ↓

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 a seller's advantage. Below 30, conditions give the advantage to the buyer.

Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↔ No change ↑ Slight upward trend ↓ Slight downward trend

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 989,000	3248	0.25 - 0.50 acre	4.0	3.0	48	21	0	1	174
Upper/Second	\$ 710,000	2566	0.25 - 0.50 acre	4.0	2.5	46	21	1	0	201
Lower/Third	\$ 529,000	2136	8,001 - 10,000 sqft	4.0	2.0	46	22	0	1	158
Bottom/Fourth	\$ 395,000	1566	6,501 - 8,000 sqft	3.0	2.0	39	22	1	1	225

Most expensive 25% of properties

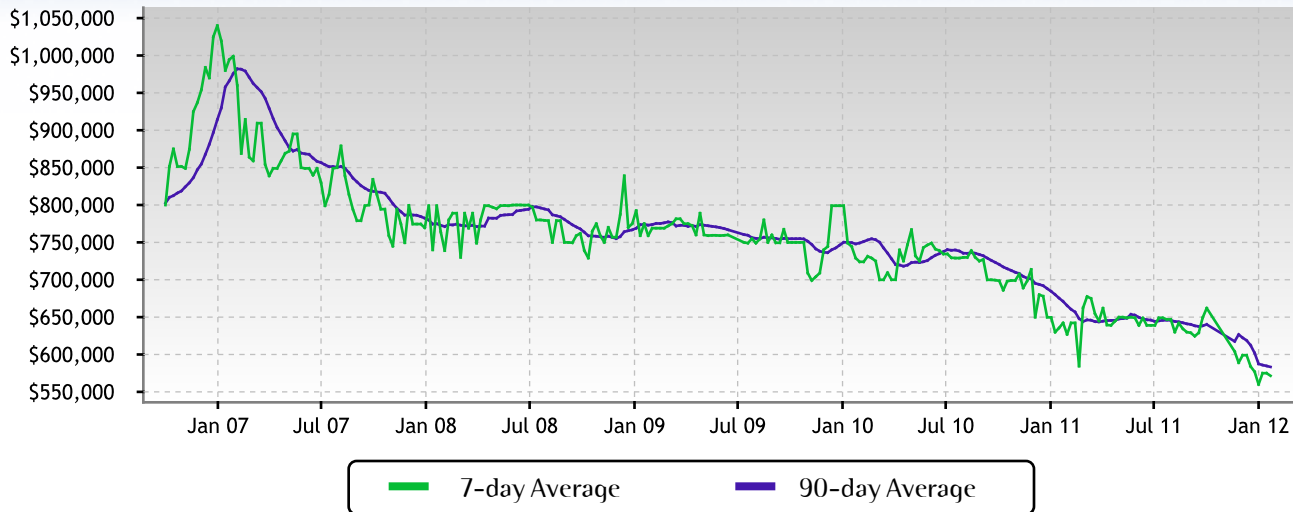
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

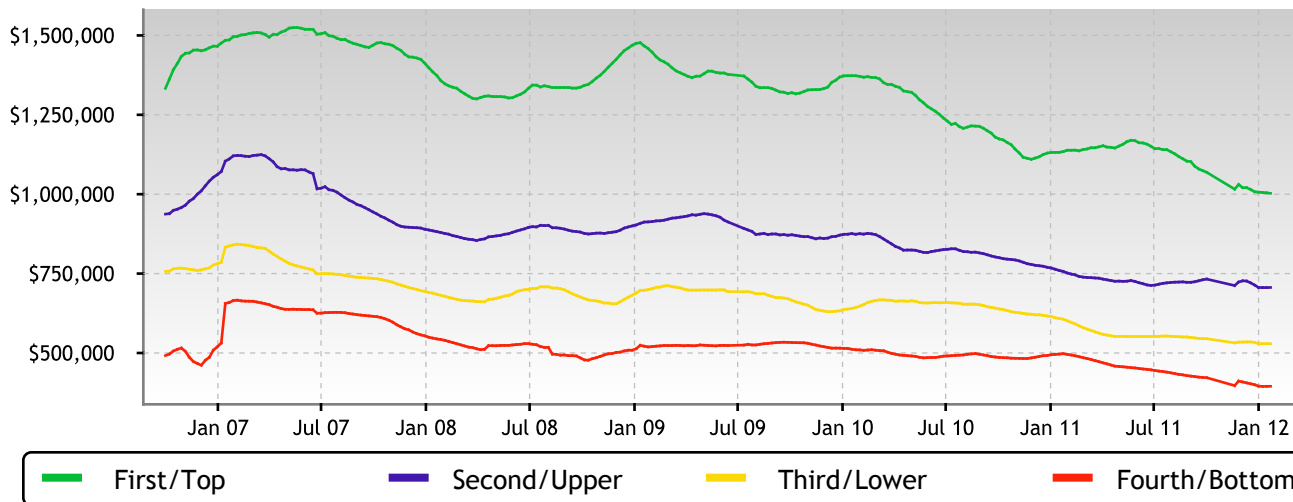
Median Price

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.



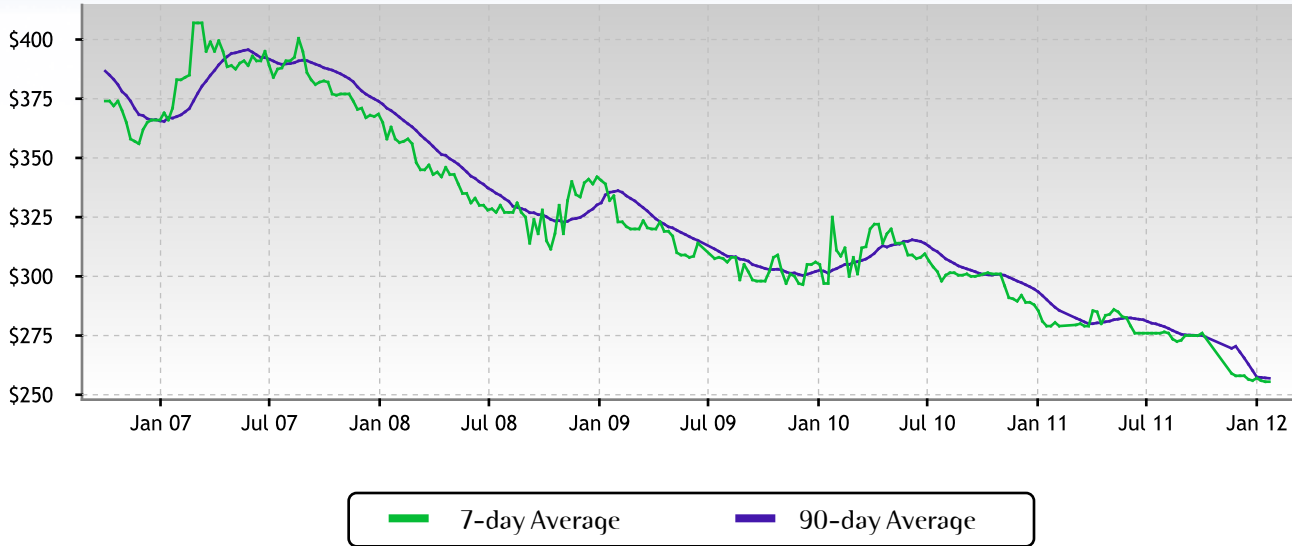
Quartile Prices

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



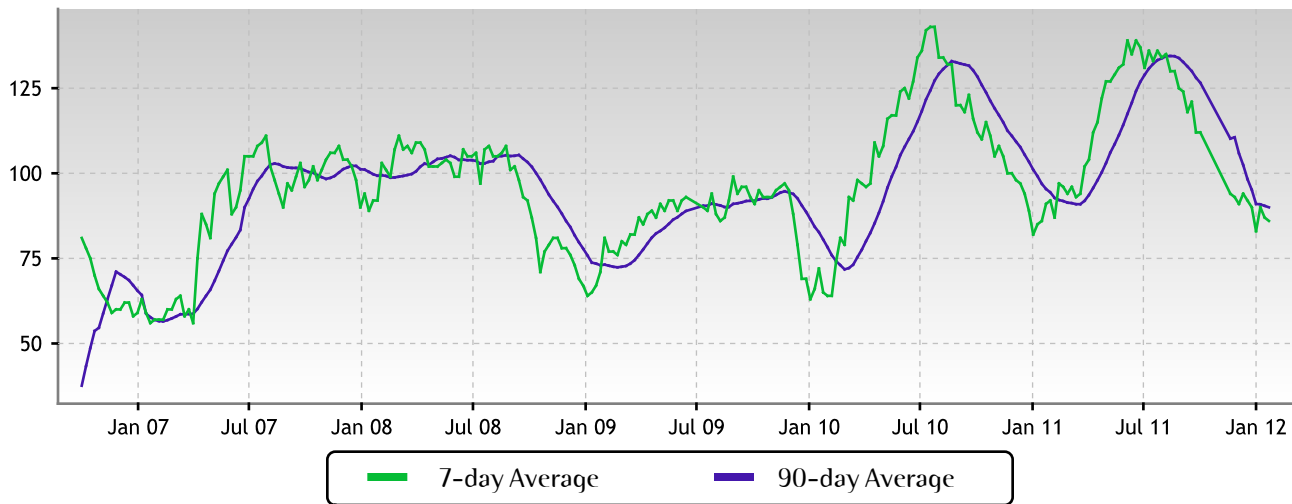
Price per Square Foot

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.



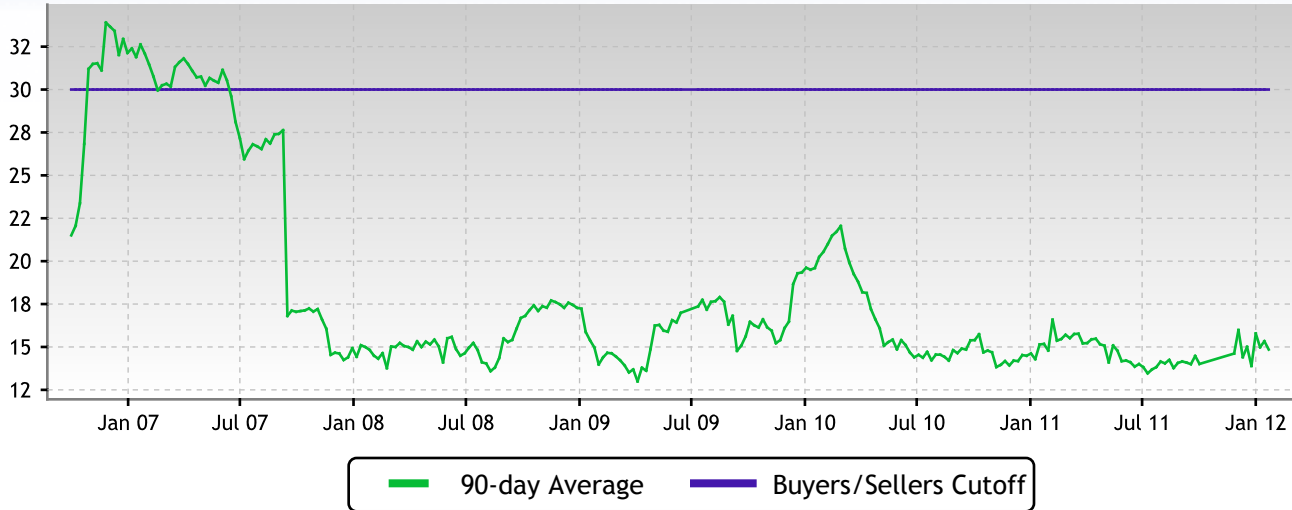
Inventory of Properties Listed for Sale

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



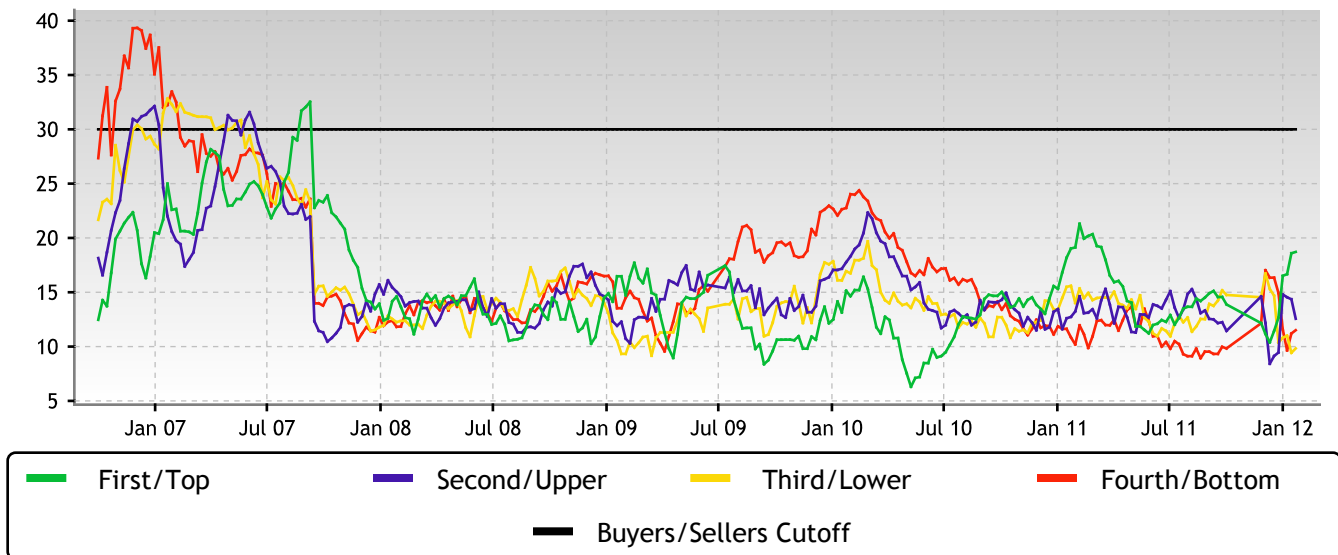
Market Action Index

The FULLERTON, 92835 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 14.85. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

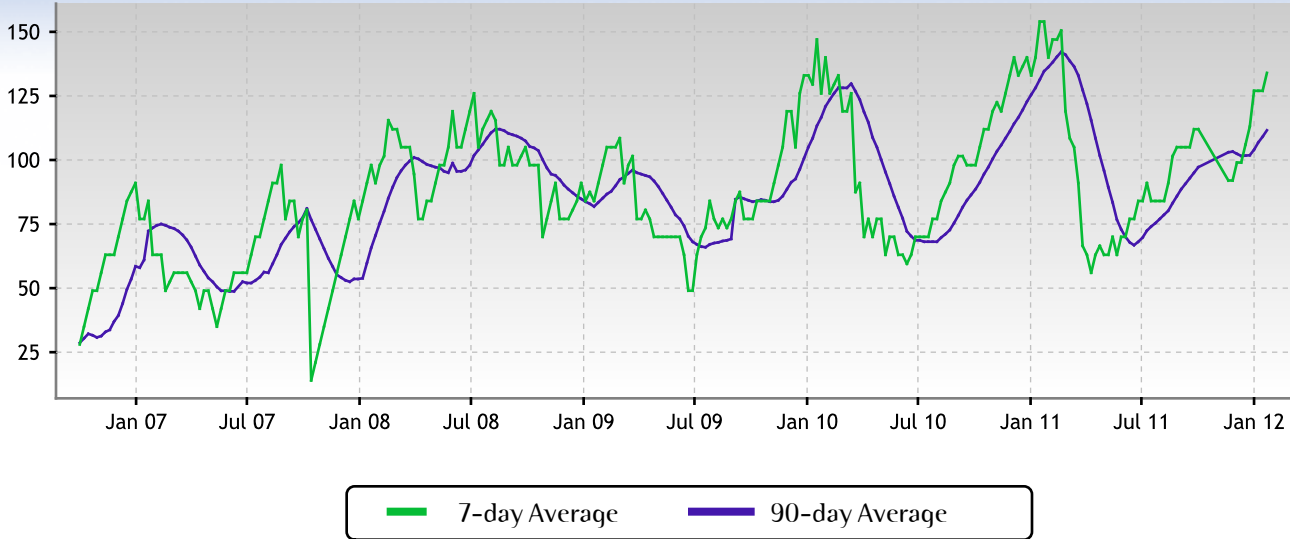
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.



Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

Days on Market

The properties have been on the market for an average of 190 days. Half of the listings have come newly on the market in the past 134 or so days.



Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.

