

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**
November 21, 2011

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



This Week

- The median list price in FULLERTON, CA this week is \$450,000. The 353 properties have been on the market for an average of 145 days.

Inventory has been tightening and days-on-market decreasing recently. The Market Action Index has been basically flat, not providing strong indication for market conditions.

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	\$ 450,000	↓↓
Average List Price	\$ 525,848	
Asking Price Per Square Foot	\$ 257	↔
Average Days on Market (DoM)	145	↓↓
Inventory of Properties Listed	353	↓↓
Most Expensive Listing	\$ 2,895,000	
Least Expensive Listing	\$ 45,000	
Average Age of Listing	45	
Percent of Properties with Price Decrease	44 %	
Percent Relisted (reset DOM)	12 %	
Percent Flip (price increased)	11 %	
Median House Size (sq ft)	1746	
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 19.7 ↔

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.

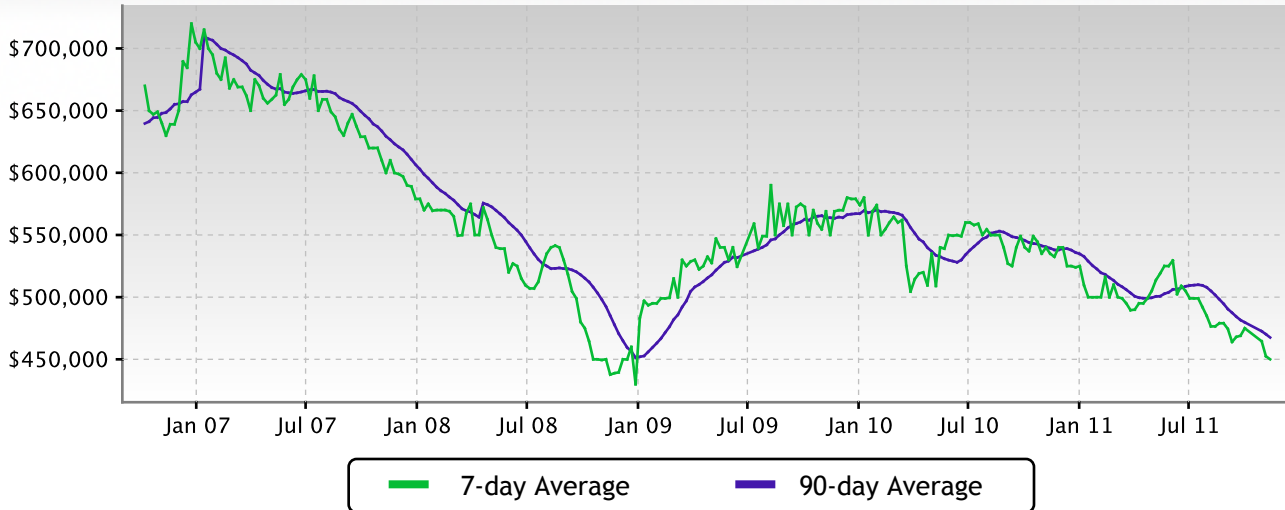
Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
↔ No change ↑ Slight upward trend ↓ Slight downward trend

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 798,000	2969	0.25 - 0.50 acre	4.0	3.0	34	88	5	6	154	Most expensive 25% of properties
Upper/Second	\$ 539,500	2066	6,501 - 8,000 sqft	4.0	2.0	39	88	3	6	134	Upper-middle 25% of properties
Lower/Third	\$ 370,000	1434	6,501 - 8,000 sqft	3.0	2.0	56	88	5	8	158	Lower-middle 25% of properties
Bottom/Fourth	\$ 285,000	1258	4,501 - 6,500 sqft	3.0	1.0	57	89	8	8	134	Least expensive 25% of properties

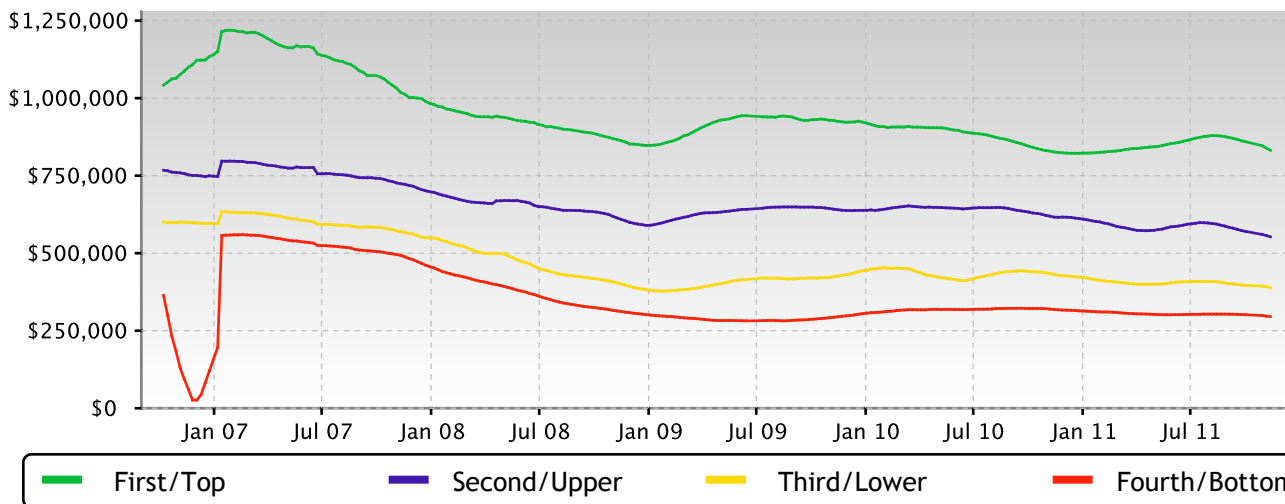
Median Price

The market has been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.



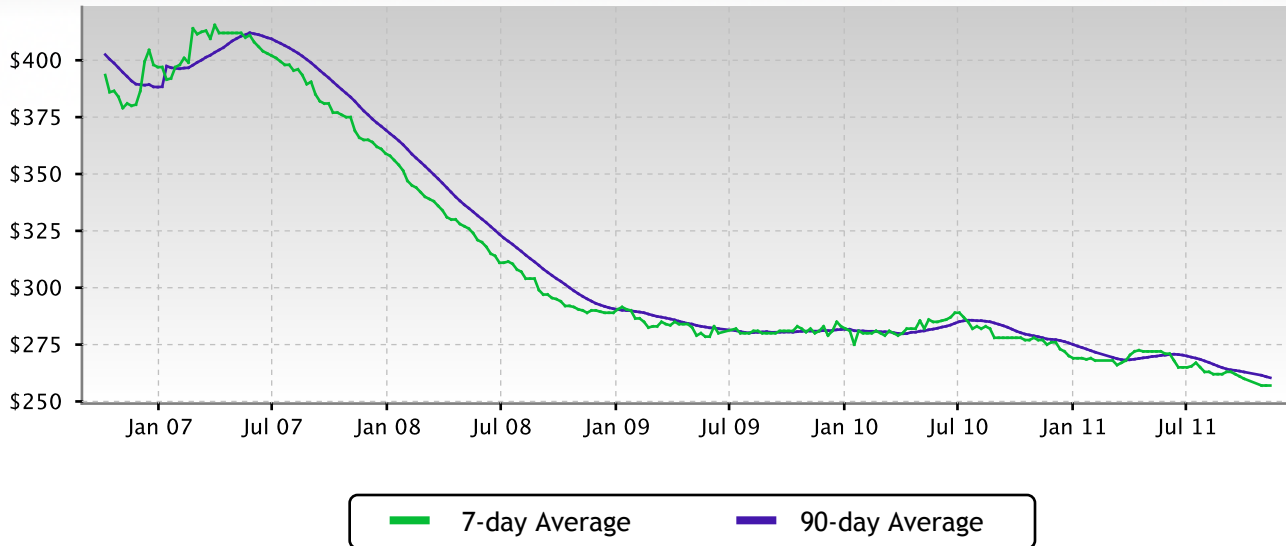
Quartile Prices

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.



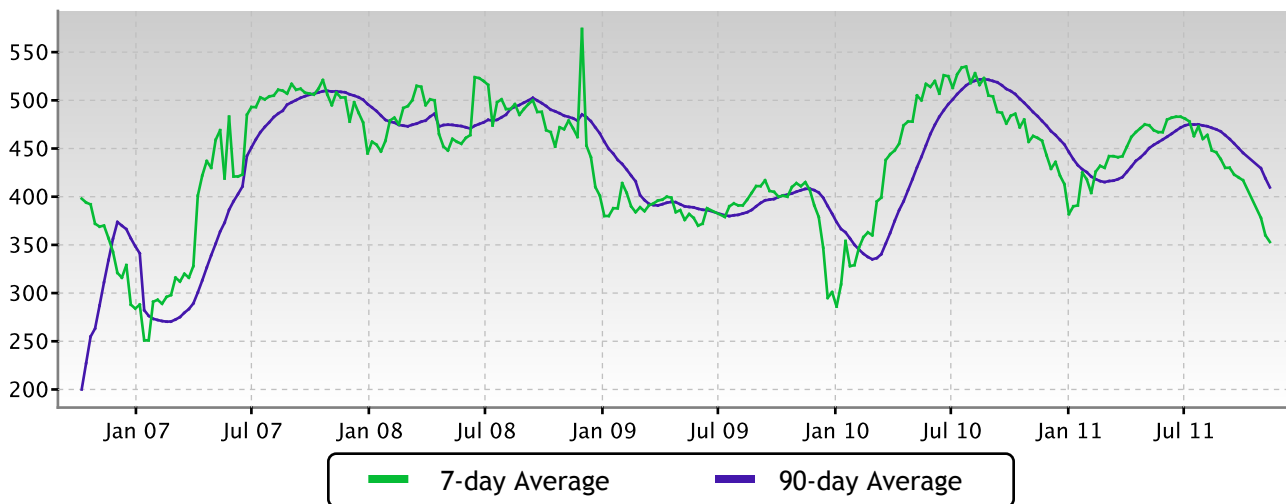
Price per Square Foot

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.



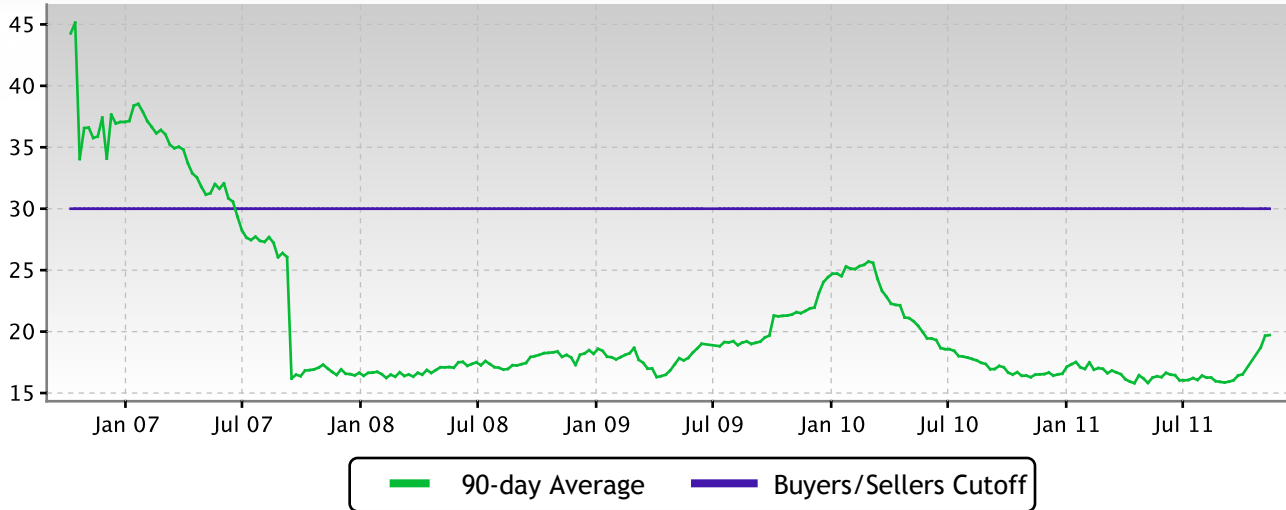
Inventory of Properties Listed for Sale

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.



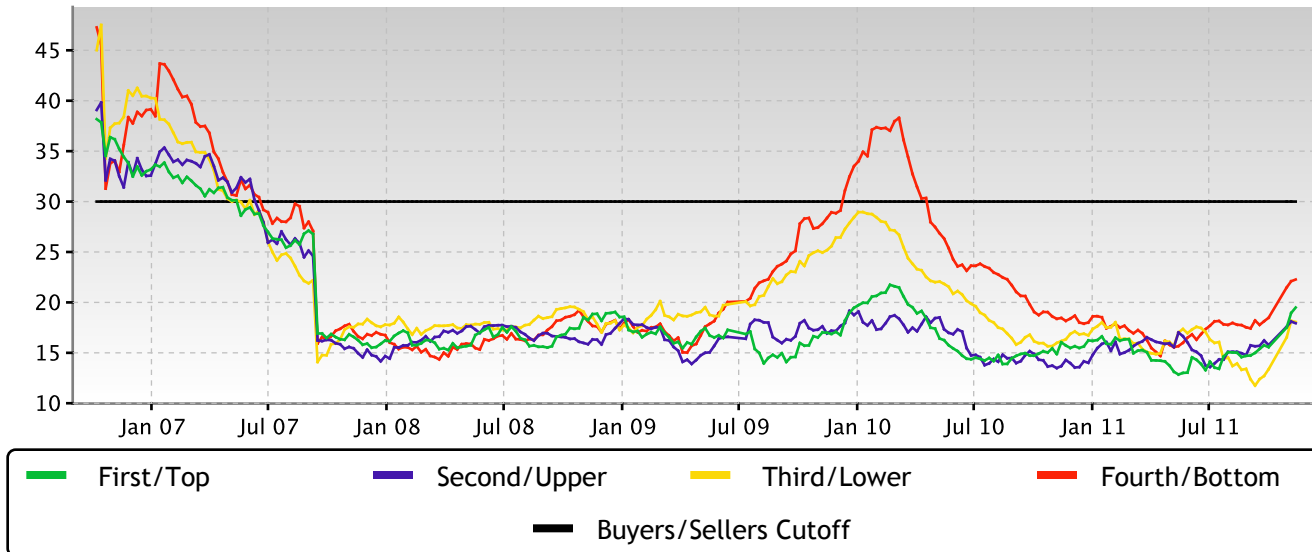
Market Action Index

The FULLERTON market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 19.72. 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.

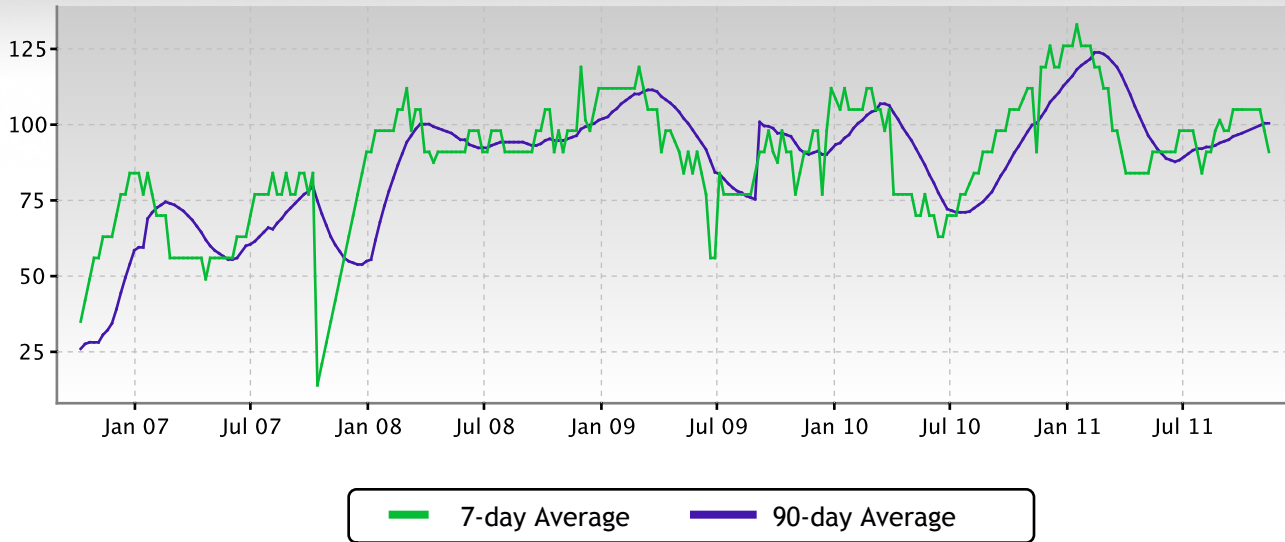


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

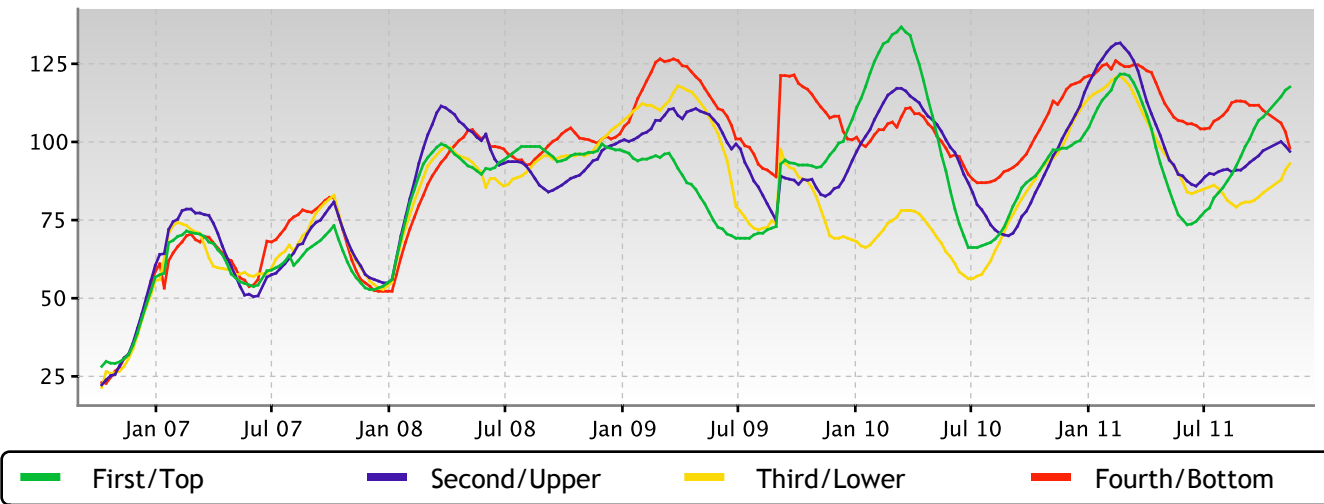
Days on Market

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 91 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.



This Week

- The median list price in FULLERTON, CA 92831 this week is \$447,000. The 56 properties have been on the market for an average of 123 days.

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

Real-Time Market Profile		Trend
Median List Price	\$ 447,000	↑↑
Average List Price	\$ 547,035	
Asking Price Per Square Foot	\$ 274	↑↑
Average Days on Market (DoM)	123	↔↔
Inventory of Properties Listed	56	↓↓
Most Expensive Listing	\$ 2,895,000	
Least Expensive Listing	\$ 169,000	
Average Age of Listing	50	
Percent of Properties with Price Decrease	43 %	
Percent Relisted (reset DOM)	18 %	
Percent Flip (price increased)	7 %	
Median House Size (sq ft)	1583	
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 19.5 ↓↓

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.

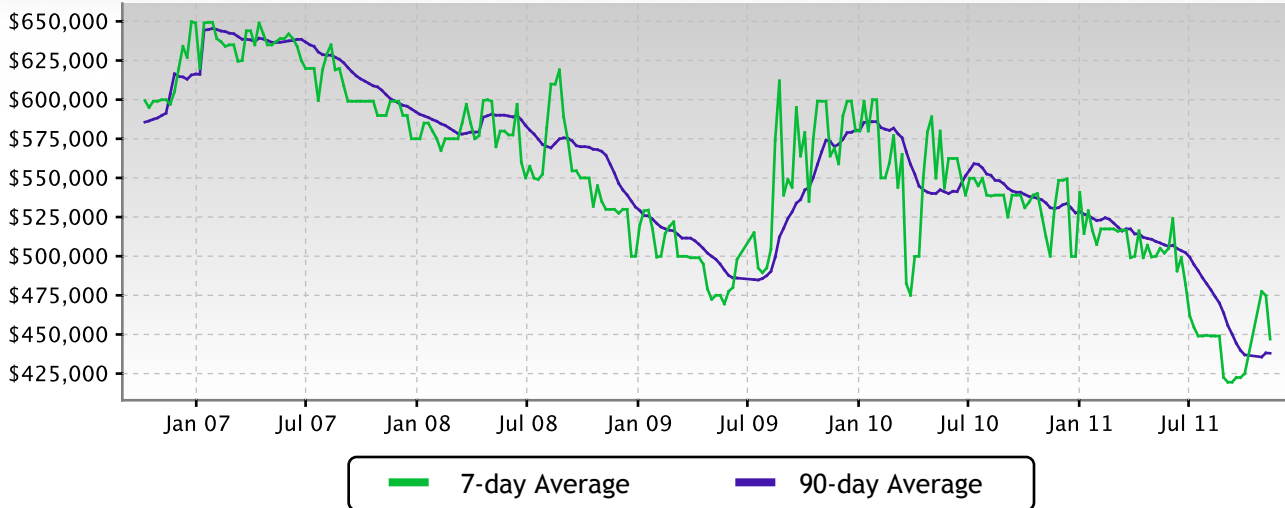
Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
↔↔ No change ↑ Slight upward trend ↓ Slight downward trend

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 739,000	2954	0.25 - 0.50 acre	4.0	2.5	37	14	0	0	215	Most expensive 25% of properties
Upper/Second	\$ 530,000	1796	8,001 - 10,000 sqft	4.0	2.0	52	14	0	2	72	Upper-middle 25% of properties
Lower/Third	\$ 375,000	1411	6,501 - 8,000 sqft	3.0	1.0	56	14	0	2	126	Lower-middle 25% of properties
Bottom/Fourth	\$ 317,450	1278	6,501 - 8,000 sqft	3.0	2.0	55	14	1	0	80	Least expensive 25% of properties

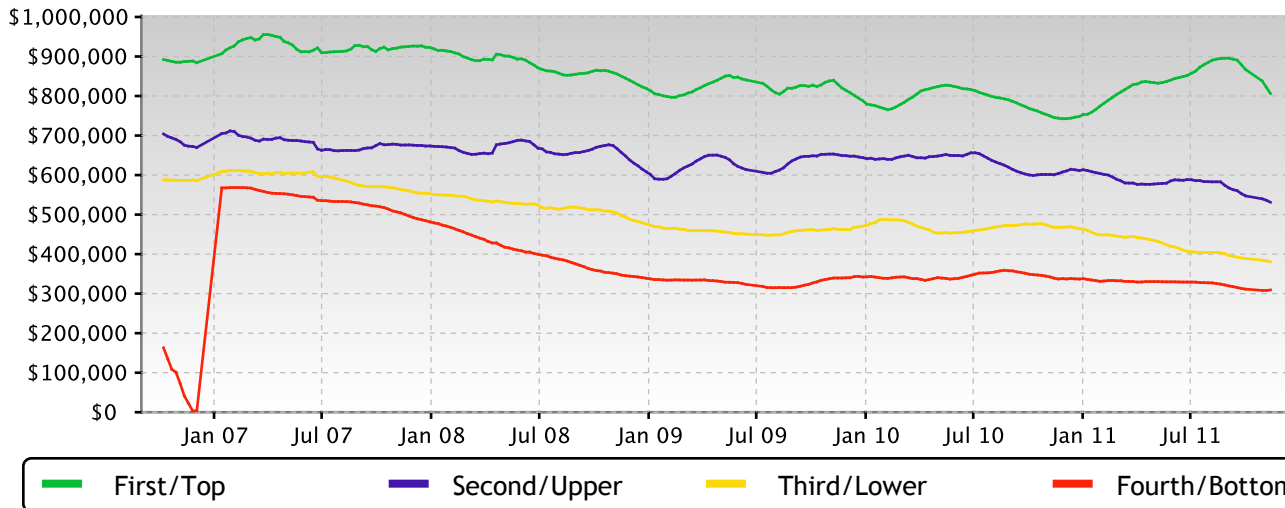
Median Price

Despite this week's down tic, price trends in this zip code have generally been moving up lately. We are below the market's high point, and we'll investigate the Market Action Index later on to see if we expect this week's blip to become a downward trend.



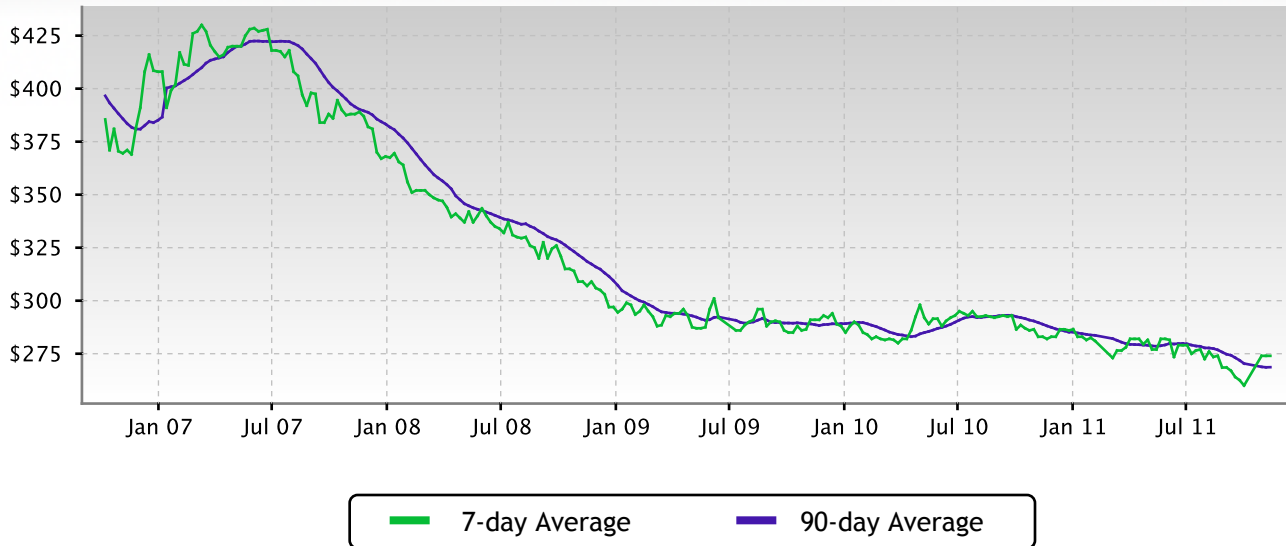
Quartile Prices

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.



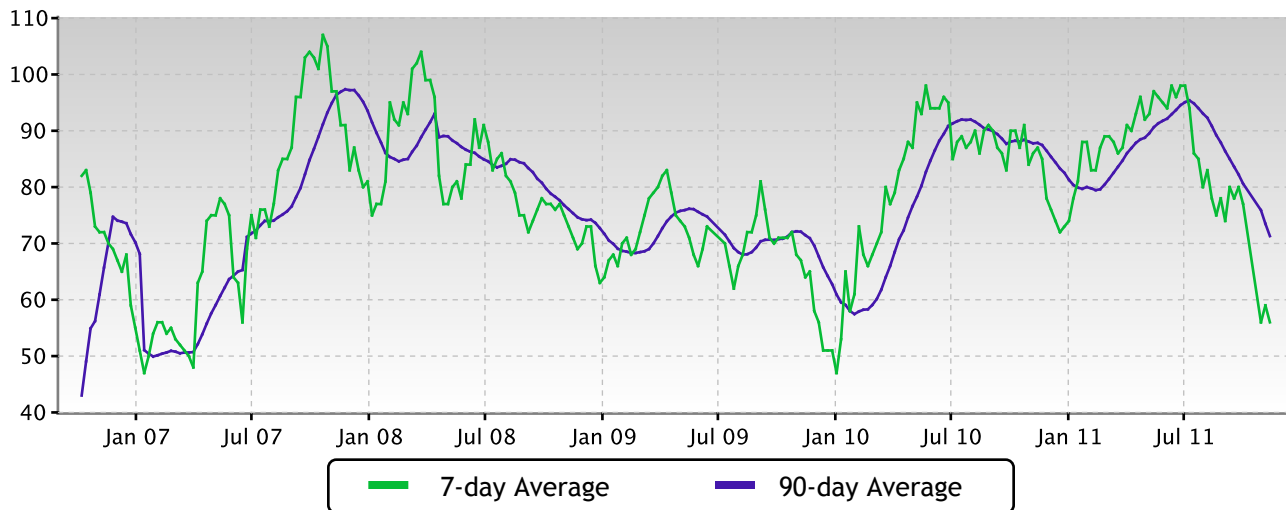
Price per Square Foot

The market appears to be placing an increasing premium on homes. When list prices and price per square foot consistently increase in tandem, as they're doing now, you can often find short-term investment opportunities. Watch the Market Action Index for persistent changes as a leading indicator for these trends to flatten or drop.



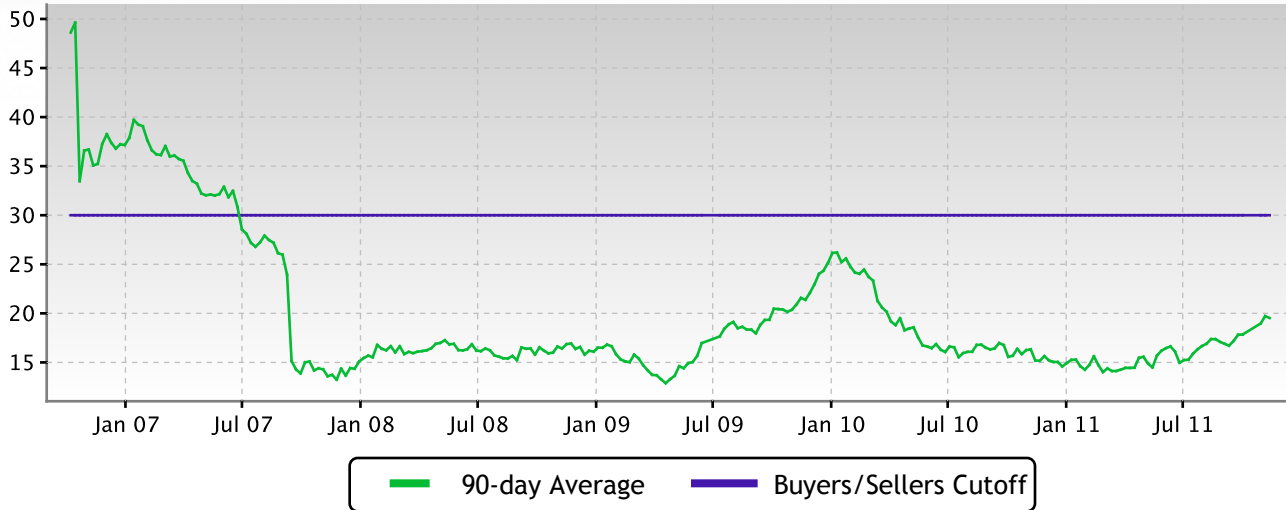
Inventory of Properties Listed for Sale

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.



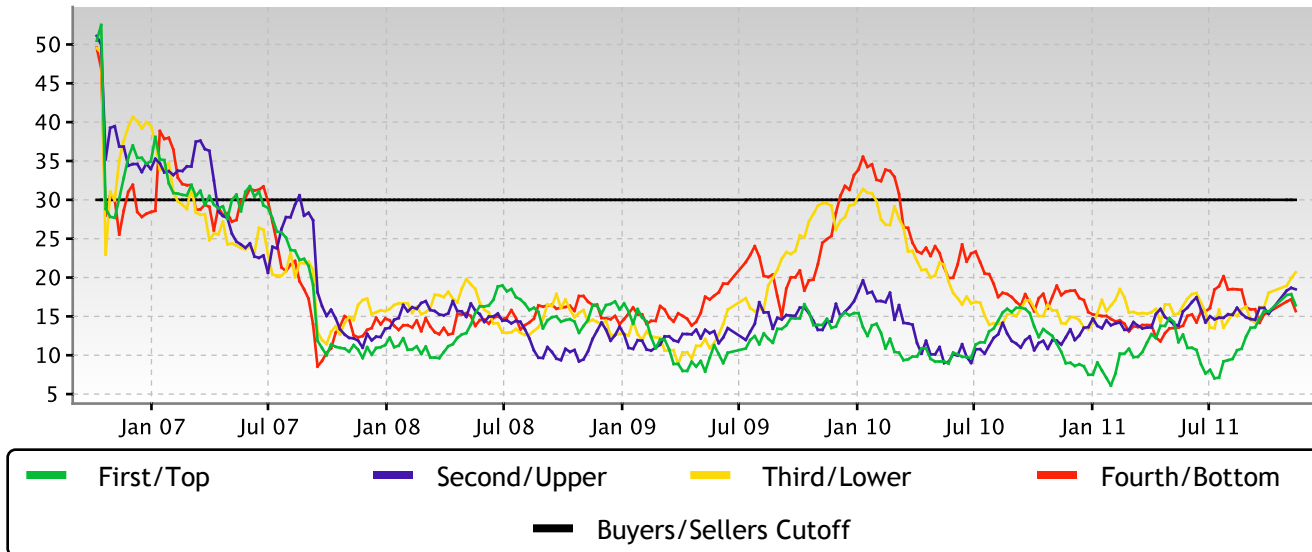
Market Action Index

The FULLERTON, 92831 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 19.53. 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.

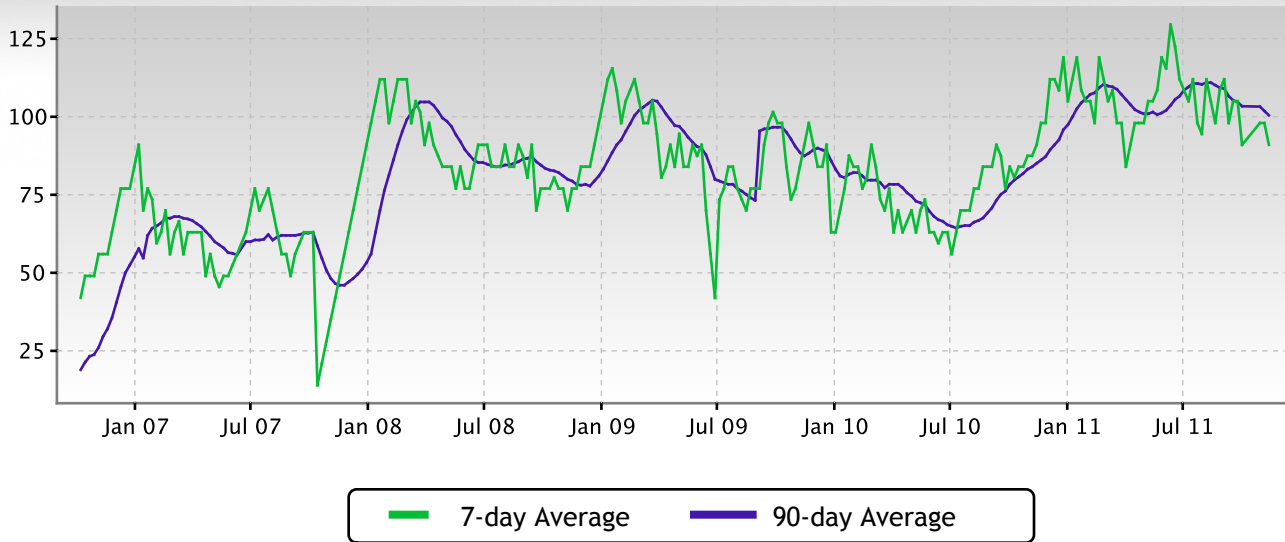


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

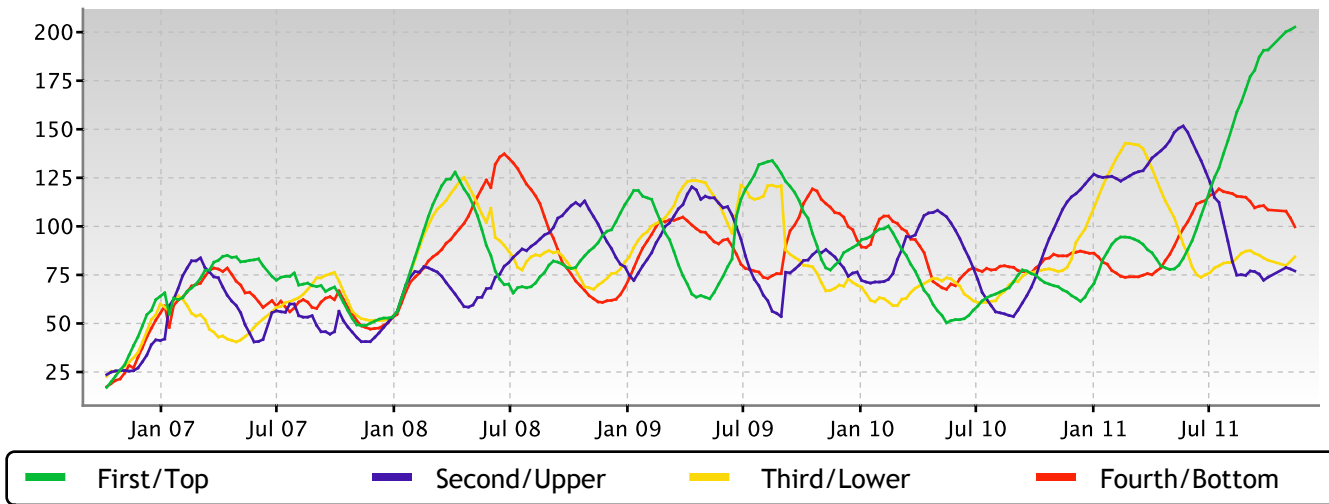
Days on Market

The properties have been on the market for an average of 123 days. Half of the listings have come newly on the market in the past 91 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
92832

This Week

- The median list price in FULLERTON, CA 92832 this week is \$350,000. The 50 properties have been on the market for an average of 137 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

Real-Time Market Profile	Trend
Median List Price	\$ 350,000 ↔
Average List Price	\$ 397,859 ↔
Asking Price Per Square Foot	\$ 255 ↑↑
Average Days on Market (DoM)	137 ↓↓
Inventory of Properties Listed	50
Most Expensive Listing	\$ 875,000
Least Expensive Listing	\$ 50,297
Average Age of Listing	56
Percent of Properties with Price Decrease	44 %
Percent Relisted (reset DOM)	14 %
Percent Flip (price increased)	14 %
Median House Size (sq ft)	1415
Median Lot Size	4,501 - 6,500 sqft
Median Number of Bedrooms	3.0
Median Number of Bathrooms	1.5

Altos Research Value Statistics

Market Action Index	Strong Buyer's	16.3	↓↓
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	\$ 522,500	1600	6,501 - 8,000 sqft	3.0	2.0	56	12	0	1	142
Upper/Second	\$ 397,000	1448	4,501 - 6,500 sqft	3.0	1.8	56	12	0	0	74
Lower/Third	\$ 330,000	1471	4,501 - 6,500 sqft	3.0	2.0	57	13	1	0	192
Bottom/Fourth	\$ 289,000	1268	4,501 - 6,500 sqft	3.0	1.5	57	13	1	1	136

Most expensive 25% of properties

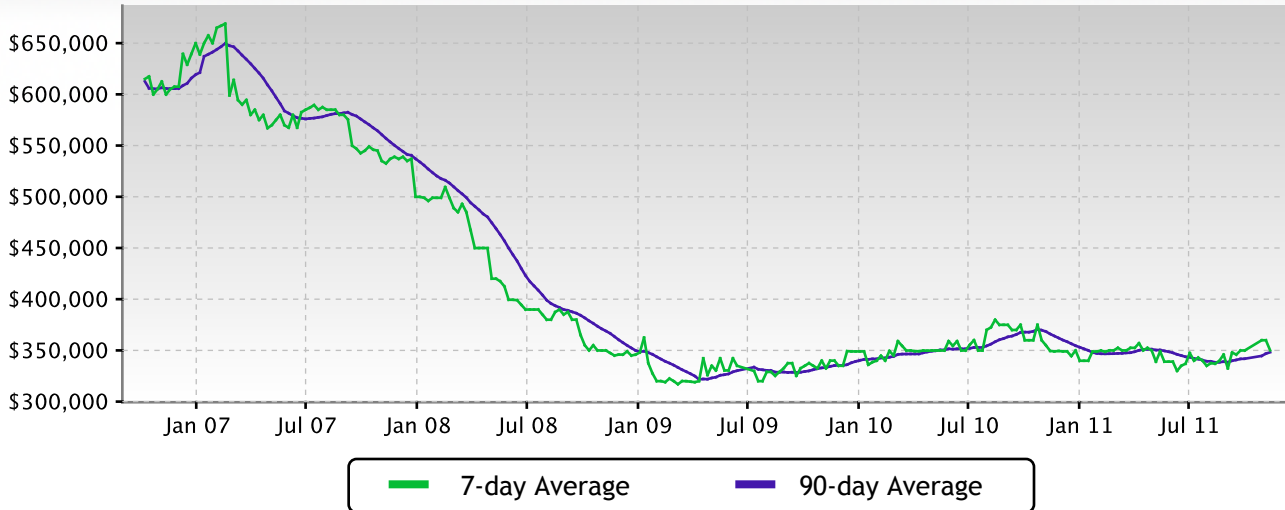
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

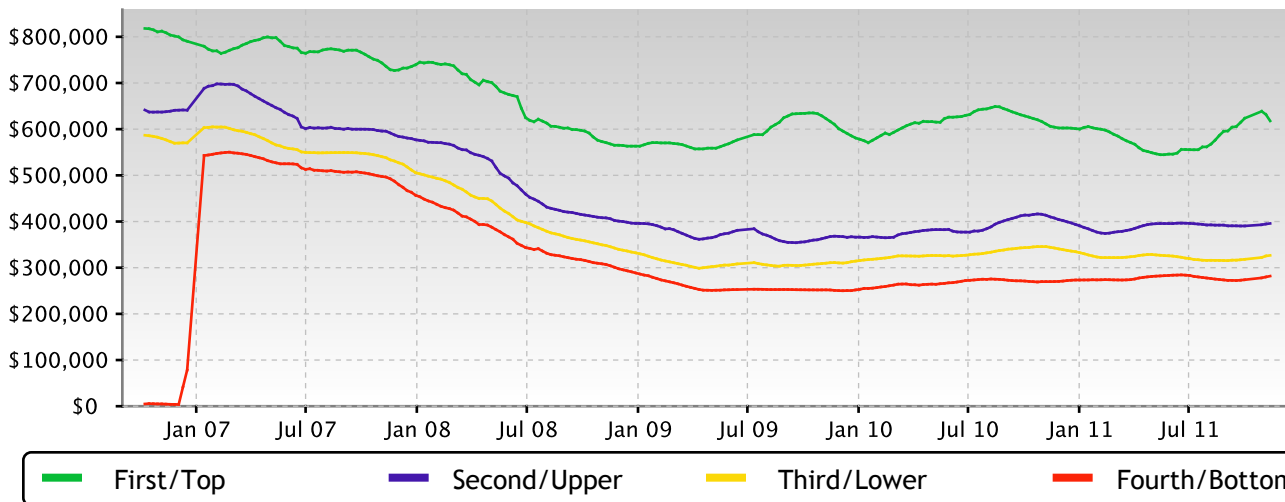
Median Price

Recently prices in this zip have settled at a plateau even though they dipped this week. Look for a persistent up-shift in the Market Action Index before we see prices significantly move from these levels.



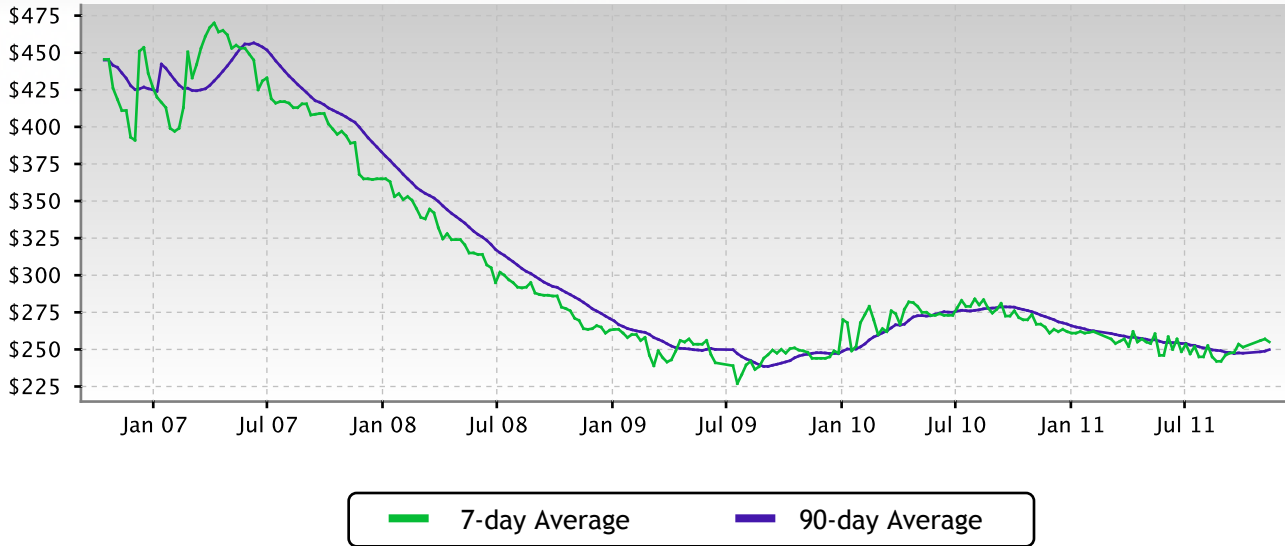
Quartile Prices

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.



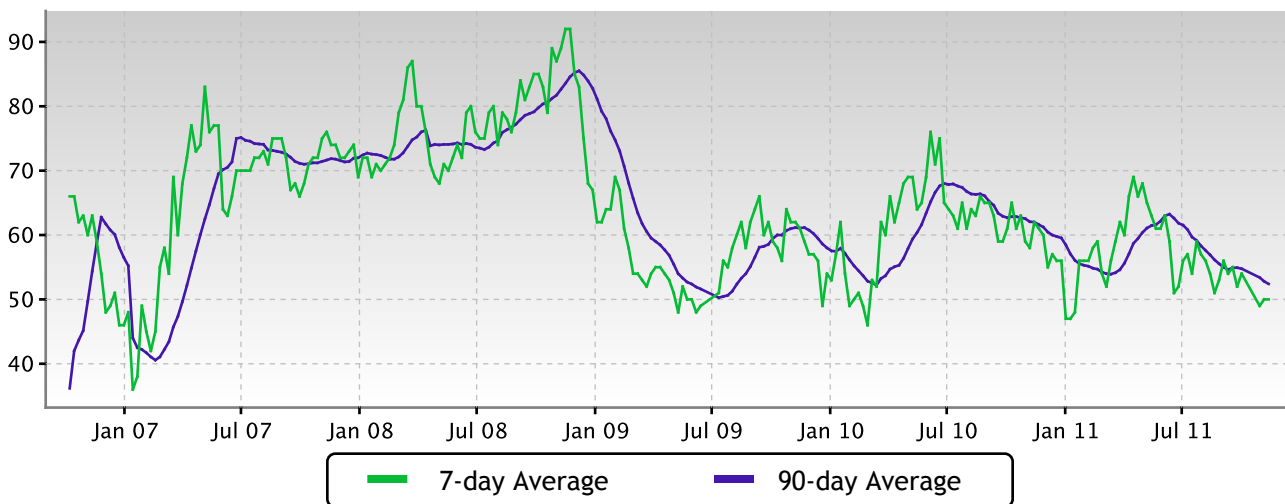
Price per Square Foot

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.



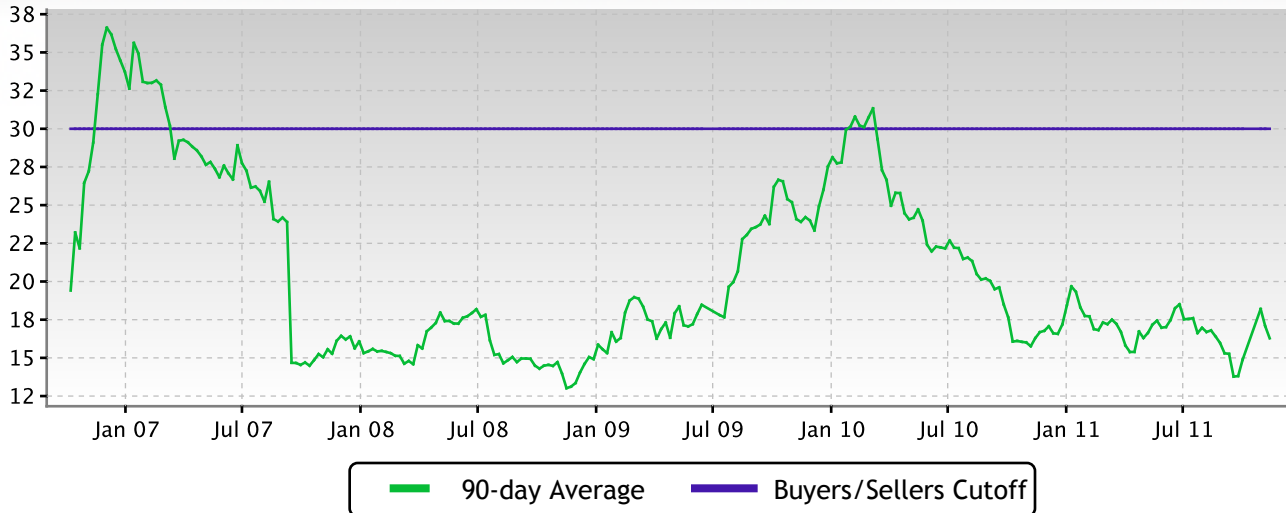
Inventory of Properties Listed for Sale

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.



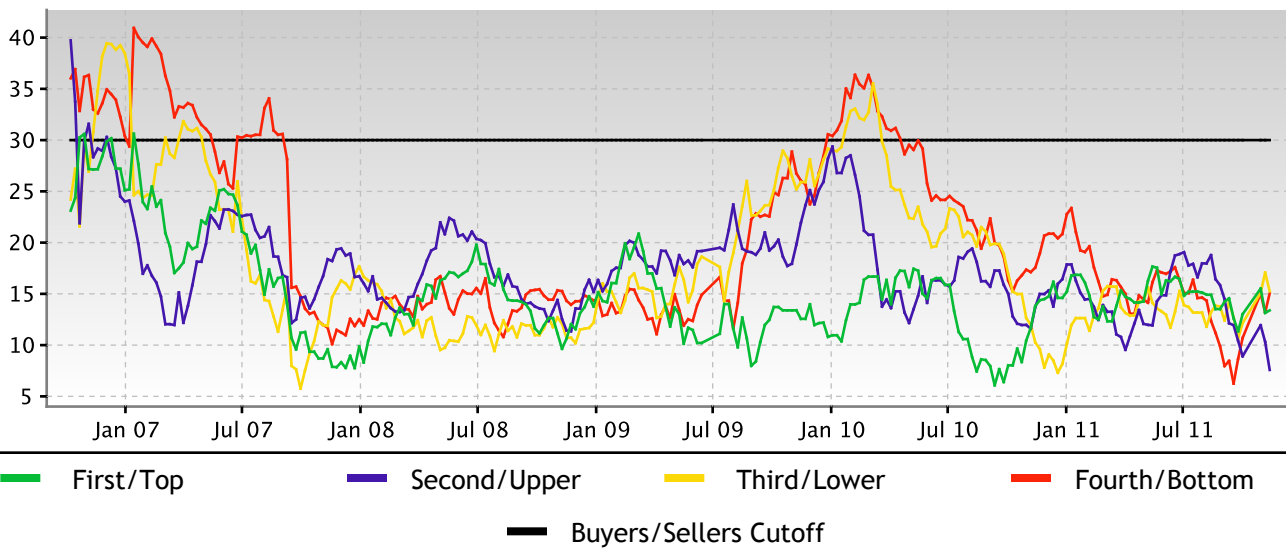
Market Action Index

The FULLERTON, 92832 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 16.28. 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.

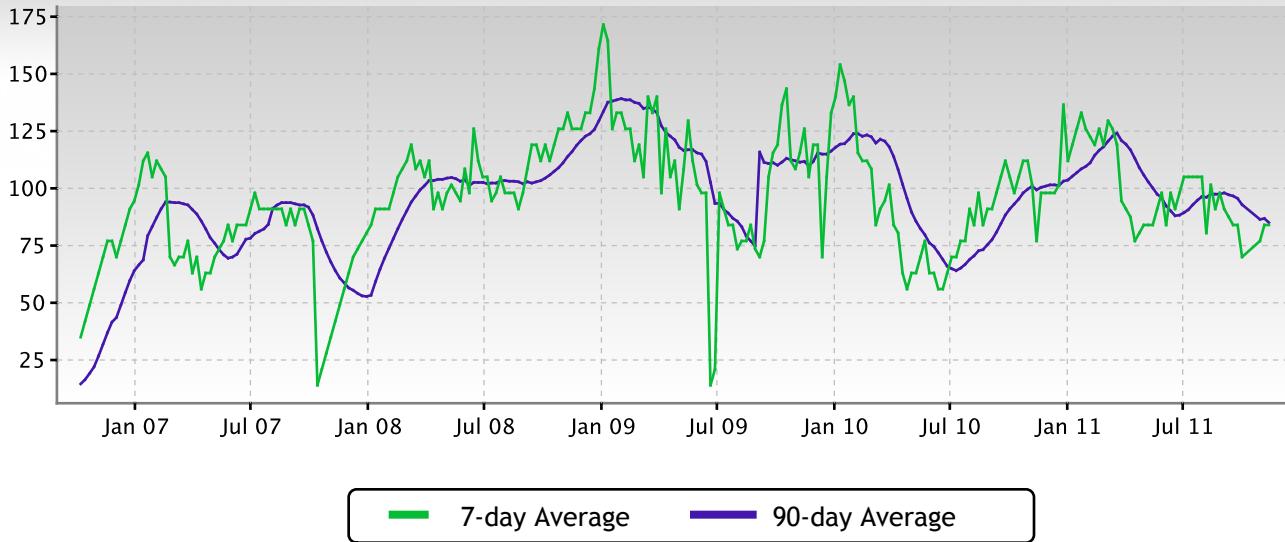


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

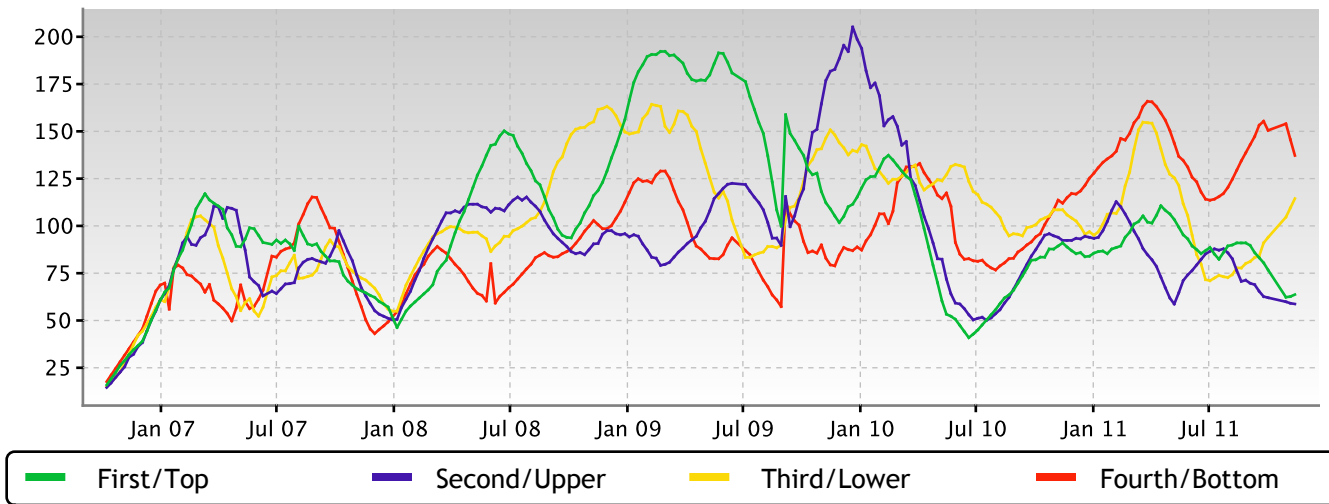
Days on Market

The properties have been on the market for an average of 137 days. Half of the listings have come newly on the market in the past 84 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.



This Week

- The median list price in FULLERTON, CA 92835 this week is \$562,500. The 96 properties have been on the market for an average of 128 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	\$ 562,500	↓↓
Average List Price	\$ 646,541	
Asking Price Per Square Foot	\$ 265	↓↓
Average Days on Market (DoM)	128	↓↓
Inventory of Properties Listed	96	↓↓
Most Expensive Listing	\$ 2,790,000	
Least Expensive Listing	\$ 118,796	
Average Age of Listing	38	
Percent of Properties with Price Decrease	50 %	
Percent Relisted (reset DOM)	14 %	
Percent Flip (price increased)	8 %	
Median House Size (sq ft)	2167	
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 18.0 ↑↑

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	\$ 967,000	3400	0.25 - 0.50 acre	4.0	3.5	18	24	1	1	181
Upper/Second	\$ 679,950	2354	0.25 - 0.50 acre	4.0	2.5	46	24	3	3	99
Lower/Third	\$ 522,500	2088	6,501 - 8,000 sqft	3.0	2.0	46	24	2	2	127
Bottom/Fourth	\$ 347,400	1560	6,501 - 8,000 sqft	3.0	2.0	38	24	0	0	106

Most expensive 25% of properties

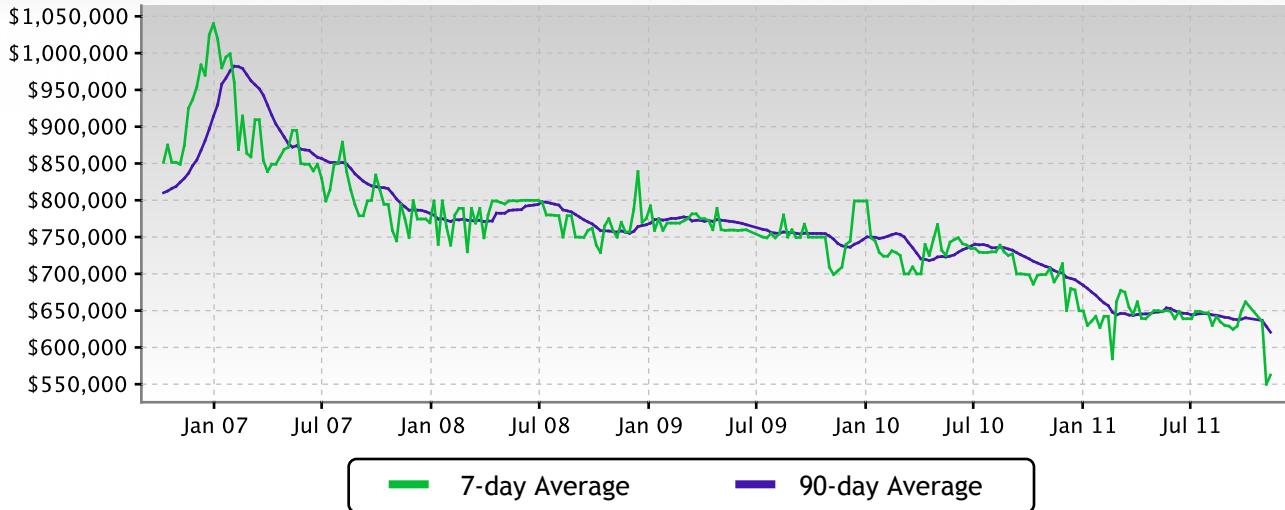
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

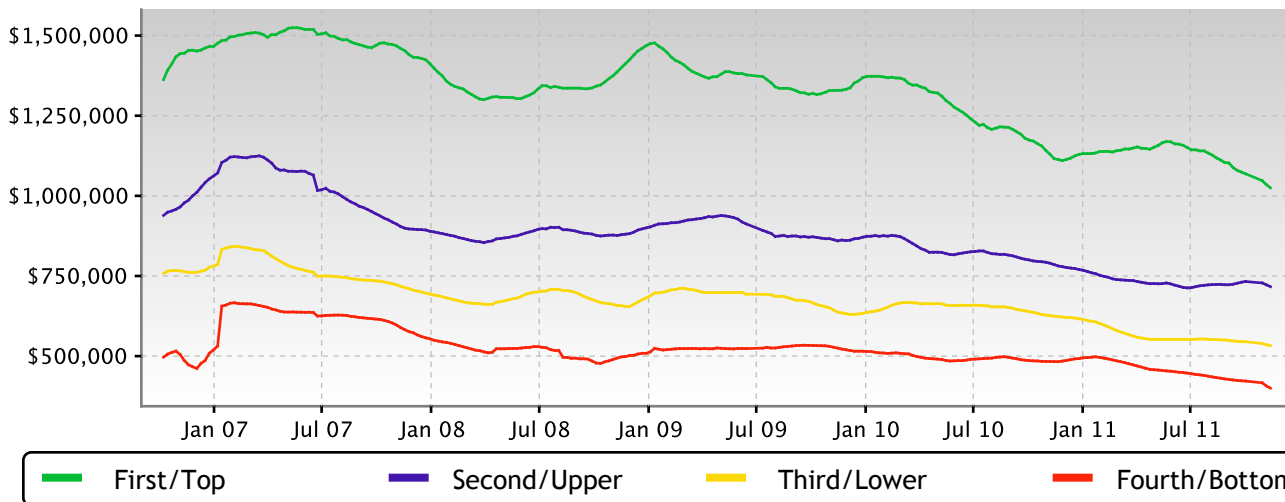
Median Price

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.



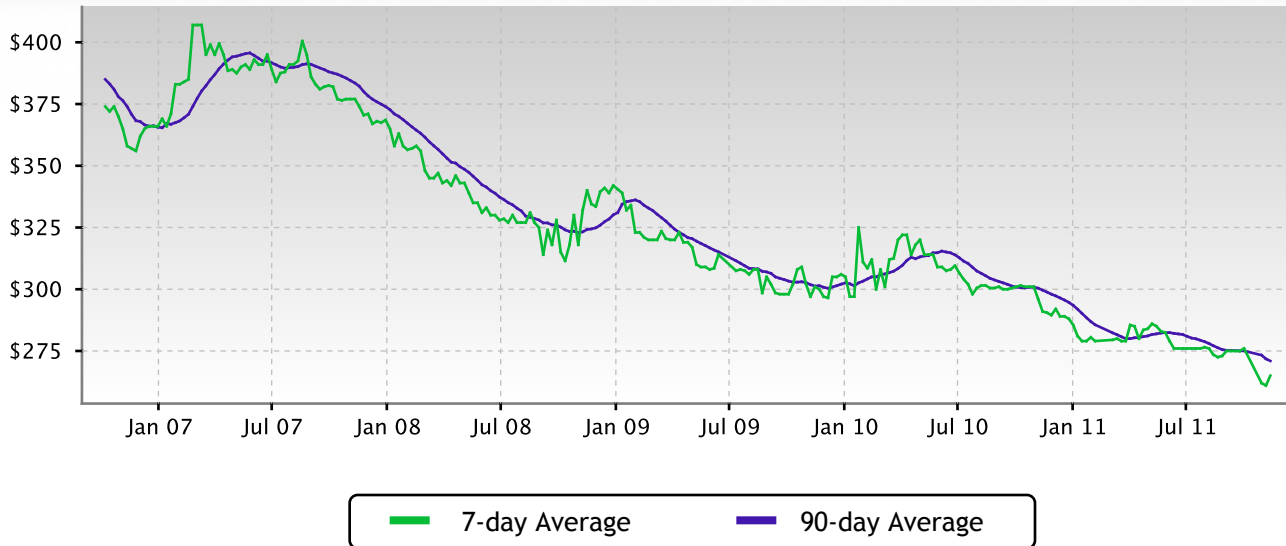
Quartile Prices

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.



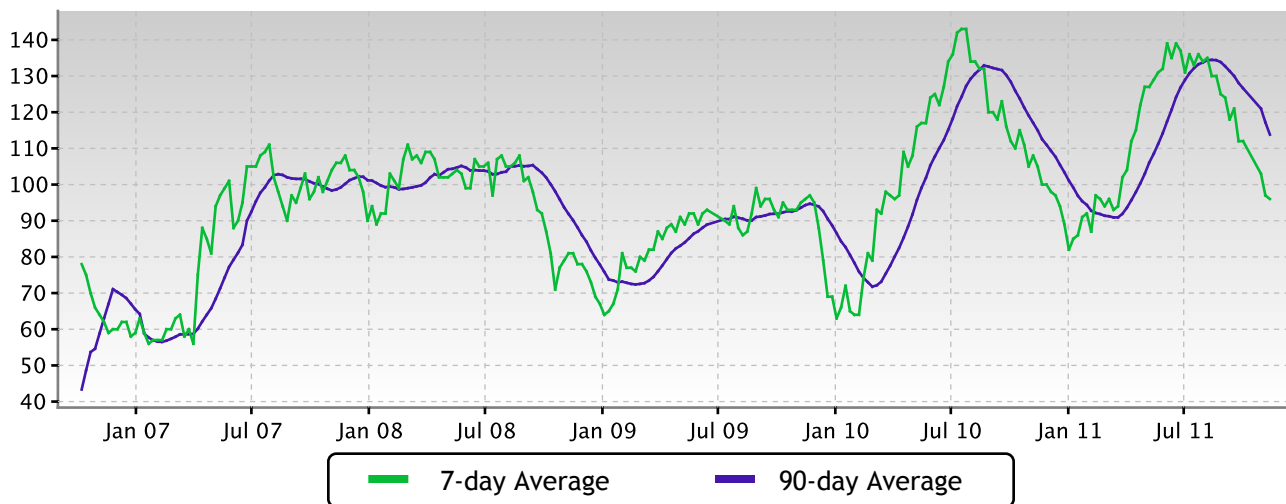
Price per Square Foot

The market's 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.



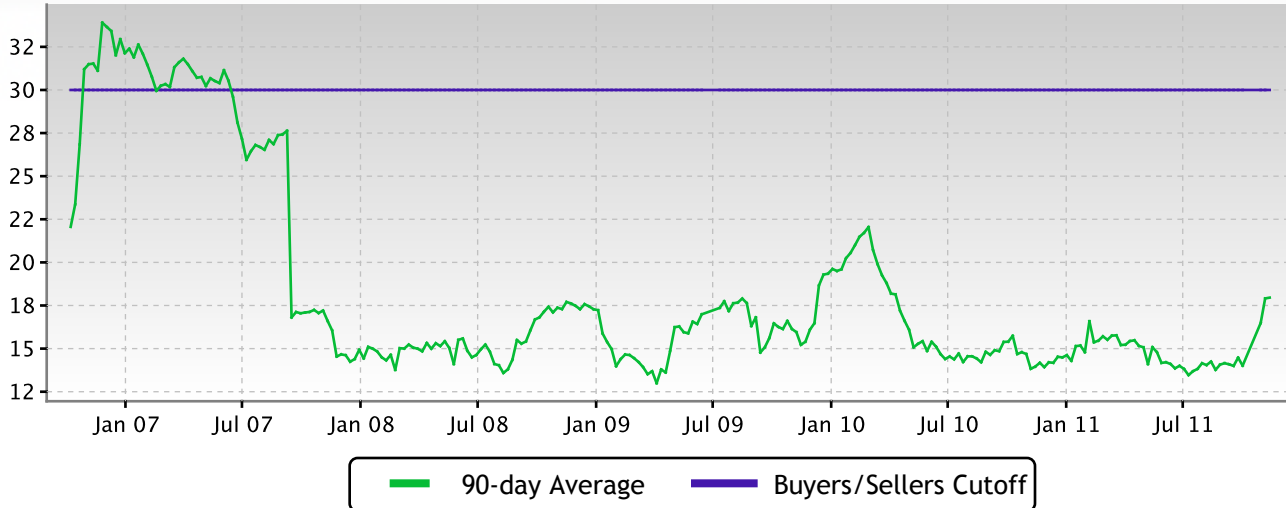
Inventory of Properties Listed for Sale

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.



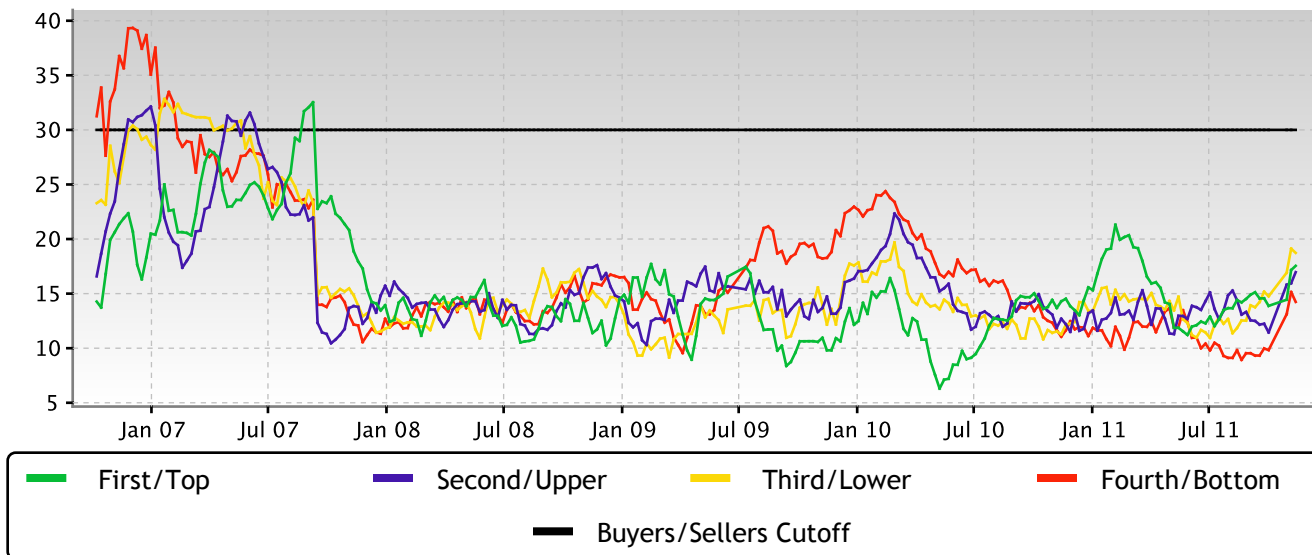
Market Action Index

The FULLERTON, 92835 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 17.96. 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.

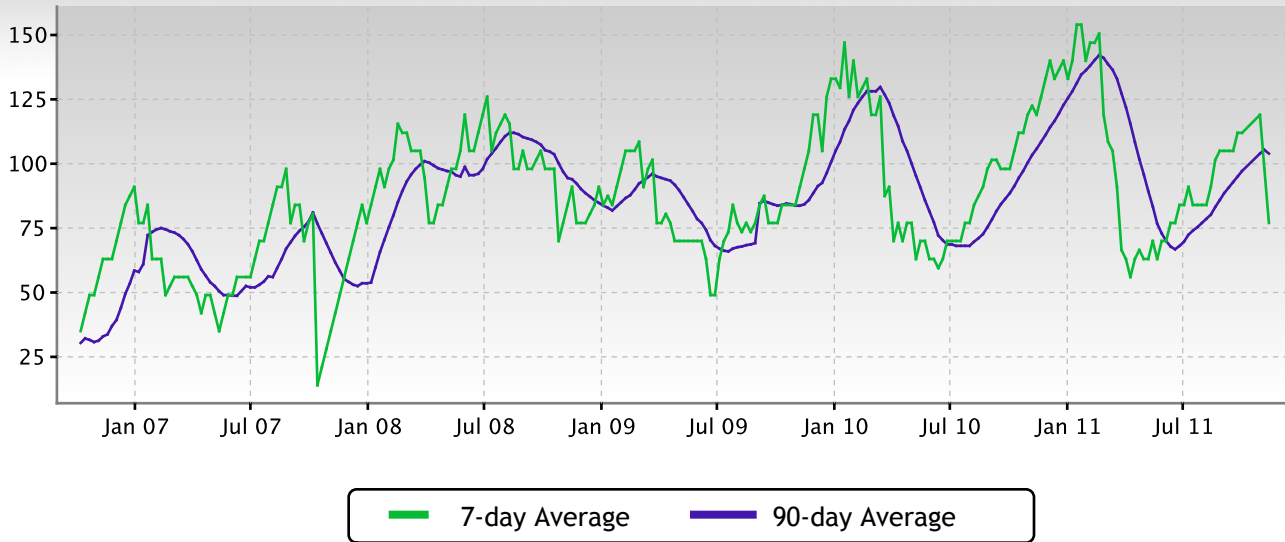


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

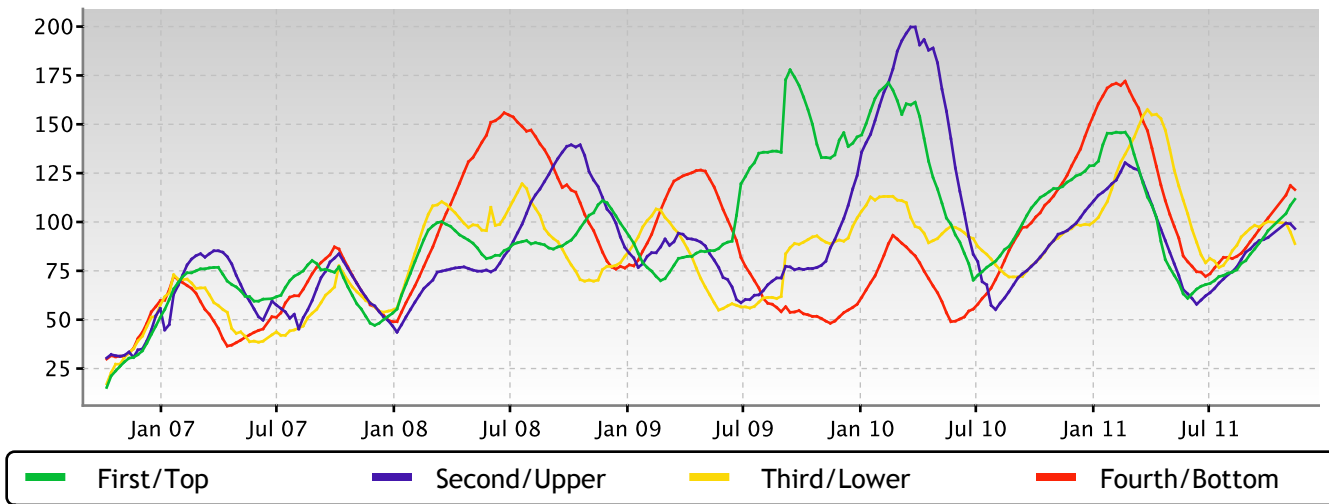
Days on Market

The properties have been on the market for an average of 128 days. Half of the listings have come newly on the market in the past 77 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.



This Week

- The median list price in FULLERTON, CA 92833 this week is \$419,000. The 151 properties have been on the market for an average of 166 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	\$ 419,000	↑↑
Average List Price	\$ 483,640	
Asking Price Per Square Foot	\$ 246	↓↓
Average Days on Market (DoM)	166	↓↓
Inventory of Properties Listed	151	↓↓
Most Expensive Listing	\$ 2,225,000	
Least Expensive Listing	\$ 45,000	
Average Age of Listing	45	
Percent of Properties with Price Decrease	41 %	
Percent Relisted (reset DOM)	9 %	
Percent Flip (price increased)	13 %	
Median House Size (sq ft)	1674	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	2.0	

Altos Research Value Statistics

Market Action Index Strong Buyer's 20.9 ↑↑

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	2853	8,001 - 10,000 sqft	4.0	3.0	33	37	2	2	132
Upper/Second	\$ 529,500	1995	6,501 - 8,000 sqft	4.0	2.0	34	38	1	2	190
Lower/Third	\$ 349,000	1414	6,501 - 8,000 sqft	3.0	1.0	56	38	6	7	171
Bottom/Fourth	\$ 275,000	1194	4,501 - 6,500 sqft	3.0	1.0	58	38	3	5	171

Most expensive 25% of properties

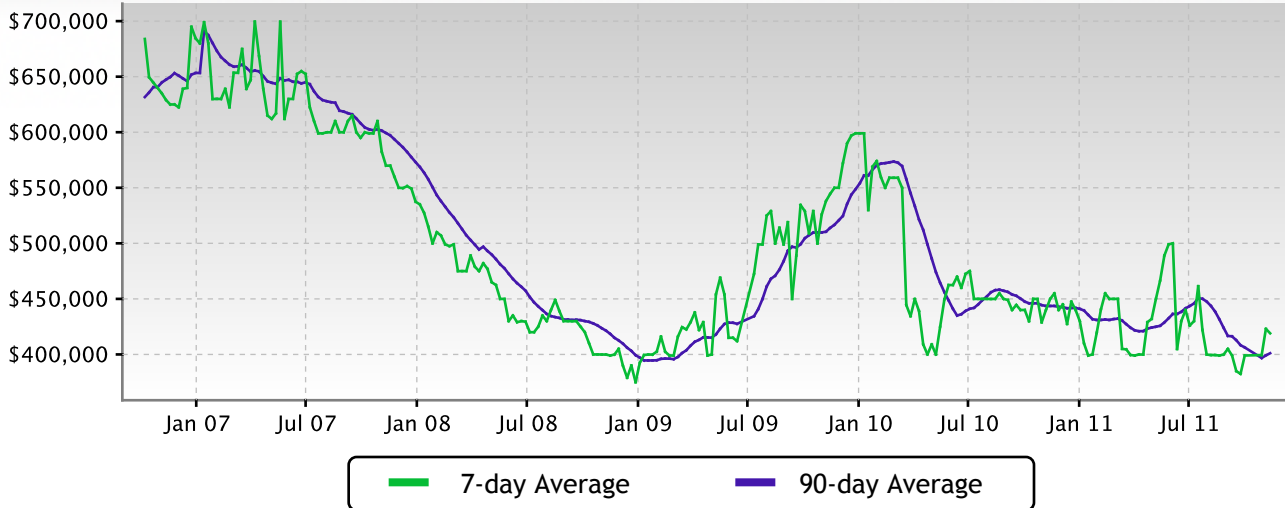
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

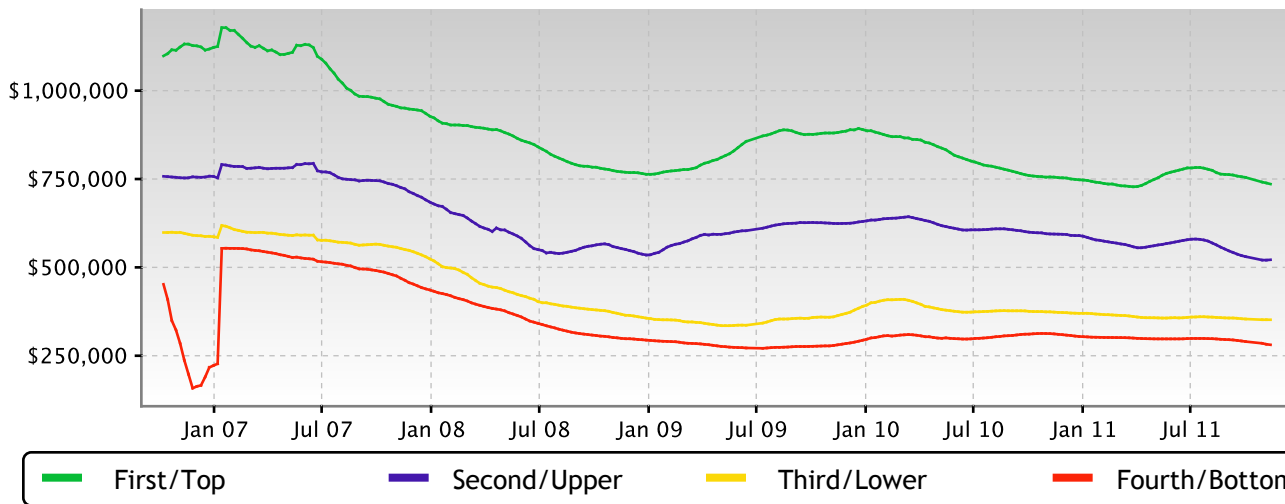
Median Price

In this zip code this week saw relatively little price change from last week. However, we continue to demonstrate a nice up trend in general over the last several weeks.



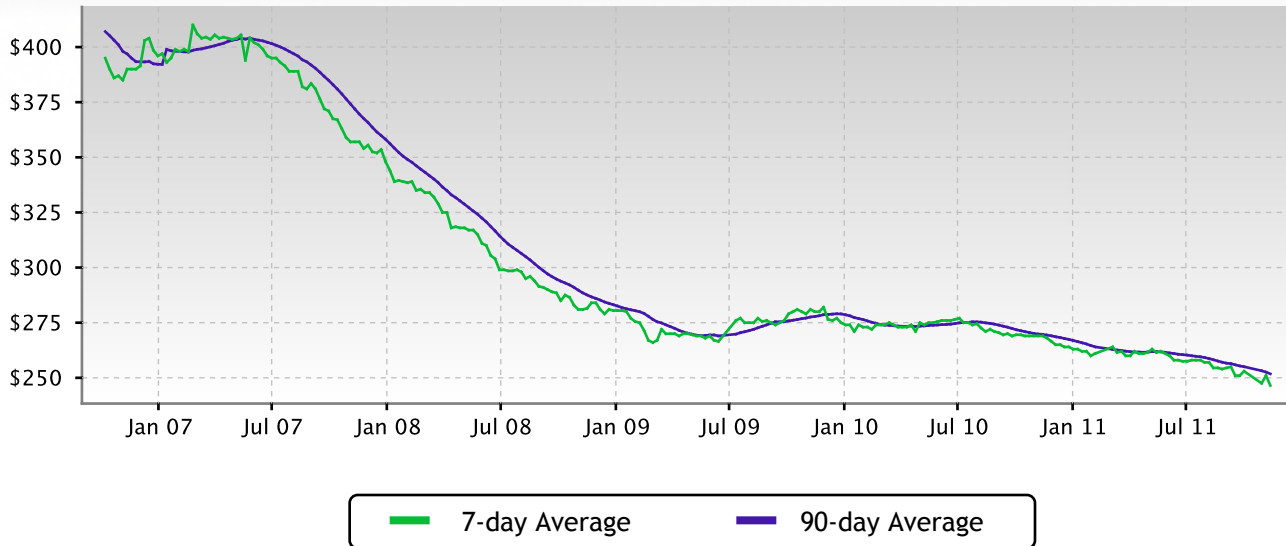
Quartile Prices

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.



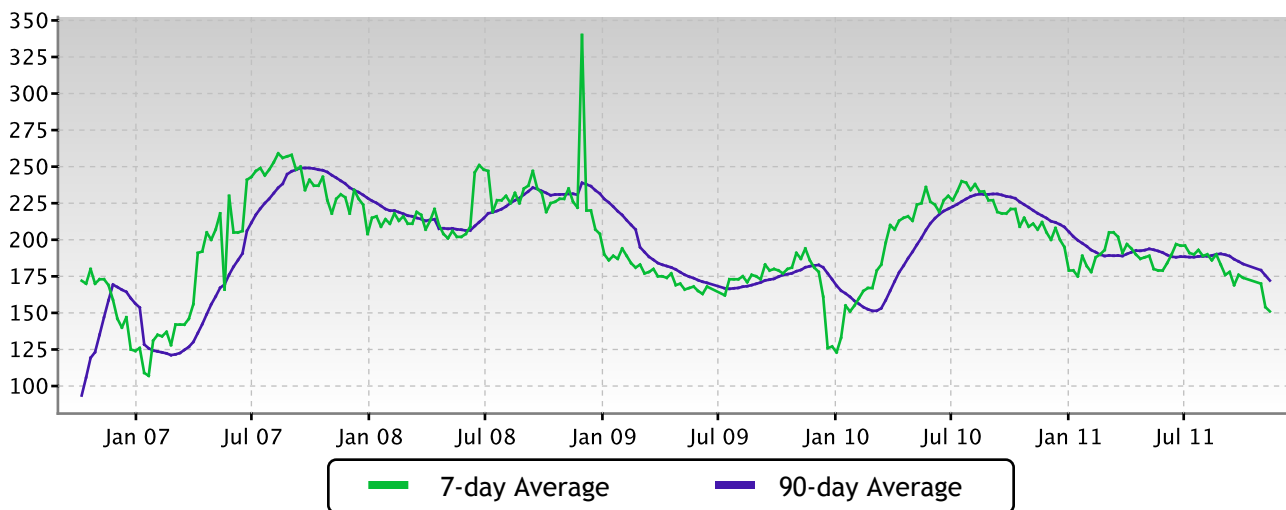
Price per Square Foot

This is a market where watching the value metrics (like price per square foot) can provide insight that you don't get at first glance. Despite the fact that home prices are rising fairly consistently, the price per square foot of homes listed is declining. Often this can be attributed to new and remodeled homes on the market. Buyers in the area are paying more but also getting more for their money.



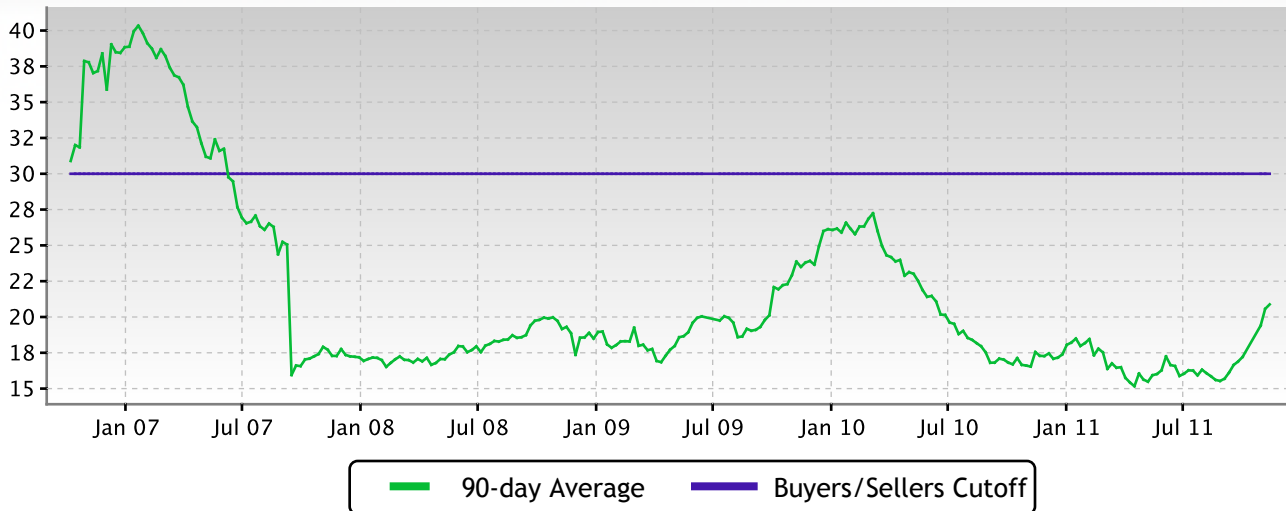
Inventory of Properties Listed for Sale

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.



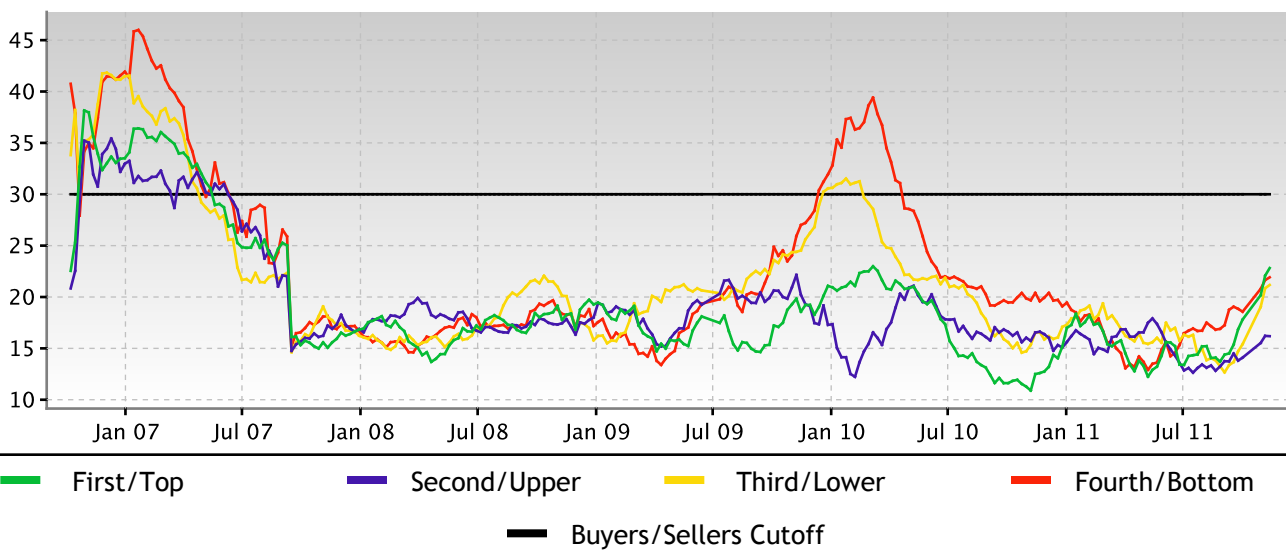
Market Action Index

The FULLERTON, 92833 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 20.88. 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.

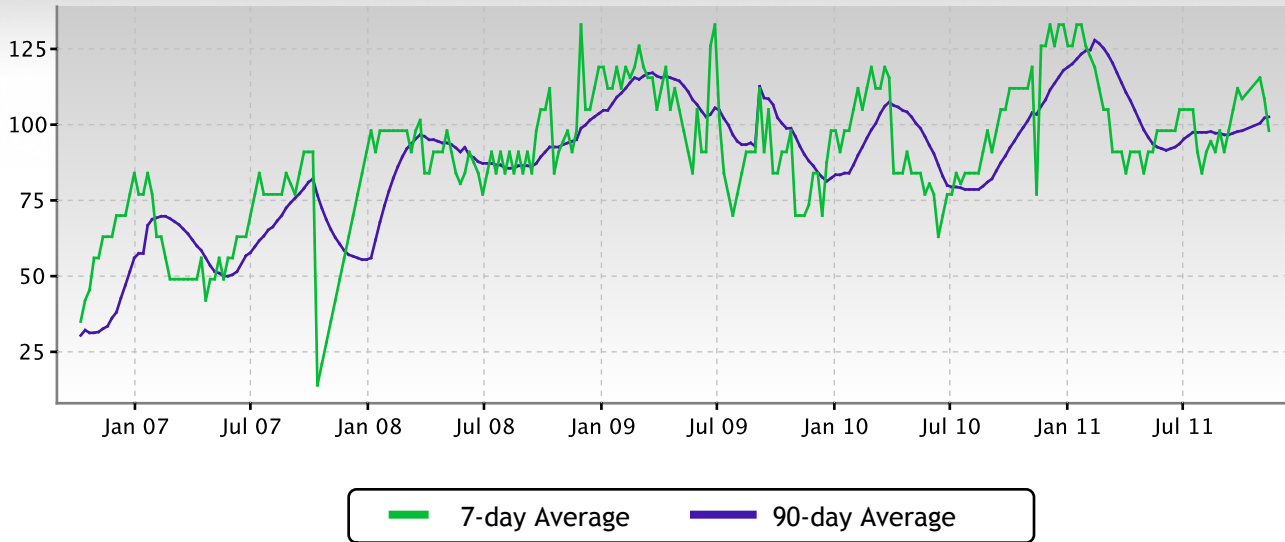


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

Days on Market

The properties have been on the market for an average of 166 days. Half of the listings have come newly on the market in the past 98 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.

