

Asking Price per Square Foot

Percent Relisted (reset DOM)

Percent Flip (price increased)

Median Number of Bedrooms

Median Number of Bathrooms

Median House Size (sq ft)

Average Days on Market

Median List Price

Median Lot Size

Market Action Index\*

Real-Time Market Profile

# Adam Brett - Eric Urban market update

Trend

\$469,900

\$ 233

147

48 %

10 %

2,038

6,501 - 8,000 Sq. Feet

7 %

4.0

3.0

15

Sunday October 16, 2011

With inventory, days-on-market, and the Market Action Index all recently plateaued, the market isn't sending strong directional signal for the nearterm outlook.

#### **PRICE**

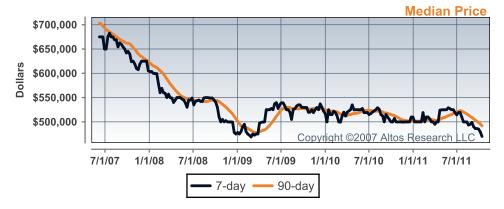
Again this week we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high levels. The Market Action *Index* is a good leading indicator for the durability of this trend.

# THIS WEEK

The median single family home price in PLACENTIA this week is \$469,900.

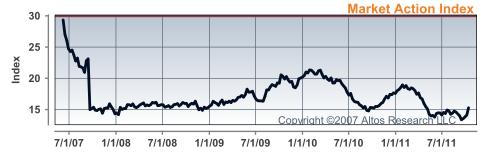
# \* see below for details on the Market Action Index

Percent of Properties with Price Decrease



Cold! Buyer's Market

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.

## 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 15. With several months* of inventory available at the current sales rate, buyers should find ample choice.

#### **Characteristics per Quartile**

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab- sorbed	Avg. DoM	
1	\$ 642,945	2,720	Less than 4,500 sq ft	4.0	3.0	16	38	4	12	157	-
2	\$ 499,925	2,012	6,501 - 8,000 sq ft	4.0	3.0	37	38	1	9	136	
3	\$ 439,450	1,885	6,501 - 8,000 sq ft	4.0	3.0	43	38	4	5	105	
4	\$ 309,900	1,410	Less than 4,500 sq ft	3.0	2.0	35	39	3	5	193	

#### **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**

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