



HOME SOLD TEAM

Adam Brett - Eric Urban **market update**

PLACENTIA

Sunday October 16, 2011

Real-Time Market Profile		Trend
Median List Price	\$ 469,900	↓ ↓
Asking Price per Square Foot	\$ 233	↓ ↓
Average Days on Market	147	← →
Percent of Properties with Price Decrease	48 %	
Percent Relisted (reset DOM)	10 %	
Percent Flip (price increased)	7 %	
Median House Size (sq ft)	2,038	
Median Lot Size	6,501 - 8,000 Sq. Feet	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	
Market Action Index*	Cold! Buyer's Market	15 ← →

* 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	\$ 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

THIS WEEK

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

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

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.

QUARTILES

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

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