

This Week

The median list price in BREA, CA this week is \$479,000.

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 been consistently cool for several weeks. Demand level are low relative to the available inventory. It's a Buyer's market and prices continue to fall. Look for a persistent shift in Market Action before prices plateau or begin to rise again.

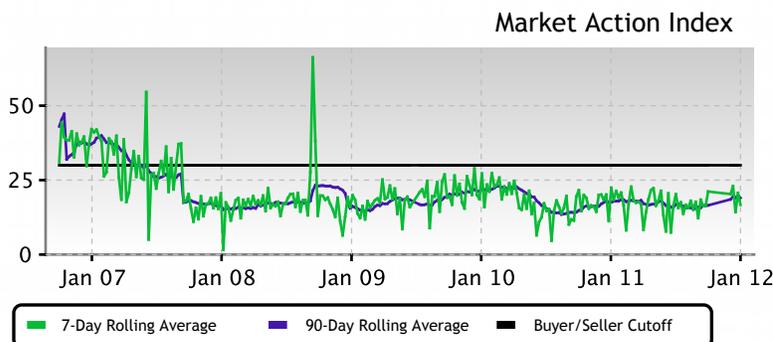
Real-Time Market Profile

		Trend
Median List Price	\$ 479,000	↓↓
Asking Price Per Square Foot	\$ 251	↑↑
Average Days on Market (DOM)	110	↑↑
Percent of Properties with Price Decrease	38 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	15 %	
Median House Size (sq ft)	1843	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	
Market Action Index	Strong Buyer's 19.0	↓↓

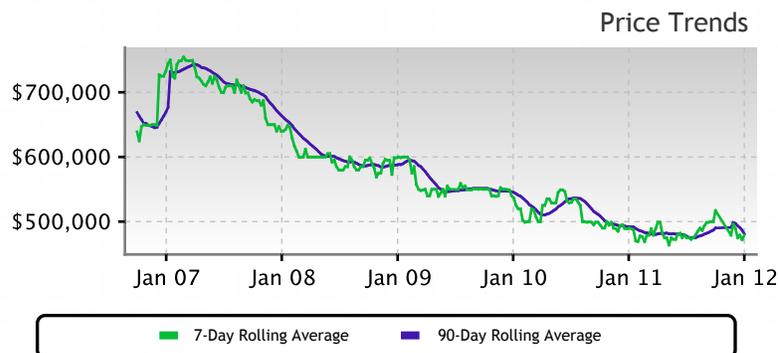
↔ No change ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↑ Slight upward trend ↓ Slight downward trend

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 change in the 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.



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	\$ 650,000	2861	8,001 - 10,000 sqft	4.0	3.0	8	25	0	0	107	Most expensive 25% of properties
Upper/Second	\$ 525,000	2196	4,501 - 6,500 sqft	4.0	2.5	34	25	2	2	109	Upper-middle 25% of properties
Lower/Third	\$ 409,000	1538	6,501 - 8,000 sqft	3.0	2.0	46	25	0	2	138	Lower-middle 25% of properties
Bottom/Fourth	\$ 105,000	1400	4,501 - 6,500 sqft	2.0	2.0	36	25	0	2	86	Least expensive 25% of properties