

This Week

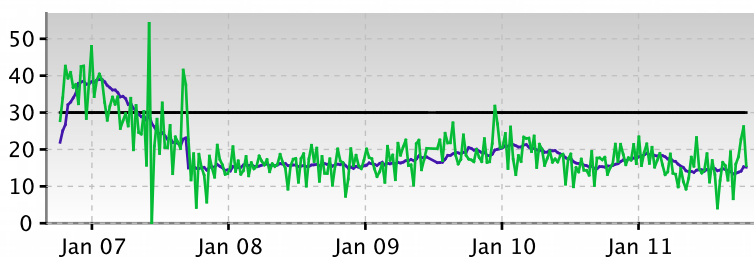
The median list price in PLACENTIA, CA 92870 this week is \$430,000.

With inventory trending up but days-on-market and the Market Action Index essentially flat recently, conditions do not seem to have strong up or down pull.

Supply and Demand

- The market has settled in at a relative stasis in inventory and sales conditions. It's a Buyer's market that has seen prices trend lower. Expect that consistent up trends in demand will be required before price trends change significantly.

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.

Quartiles

Characteristics per Quartile

| Quartile | Median Price | Sq. Ft. | Lot Size | Beds | Baths | Age | Inventory | New | Absorbed | DOM | |
|---------------|--------------|---------|----------------------|------|-------|-----|-----------|-----|----------|-----|-----------------------------------|
| Top/First | \$ 639,900 | 2527 | 6,501 - 8,000 sqft | 4.0 | 2.5 | 32 | 82 | 46 | 4 | 70 | Most expensive 25% of properties |
| Upper/Second | \$ 488,014 | 2025 | 6,501 - 8,000 sqft | 4.0 | 2.0 | 43 | 82 | 29 | 2 | 73 | Upper-middle 25% of properties |
| Lower/Third | \$ 397,000 | 1730 | 4,501 - 6,500 sqft | 4.0 | 2.0 | 42 | 83 | 53 | 5 | 55 | Lower-middle 25% of properties |
| Bottom/Fourth | \$ 253,800 | 1300 | Less than 4,500 sqft | 3.0 | 2.0 | 35 | 83 | 54 | 2 | 38 | Least expensive 25% of properties |

Investigate the market in quartiles - where each quartile is 25% of homes ordered by price.

| Real-Time Market Profile | | | Trend |
|---|--------------------|------|-------|
| Median List Price | \$ 430,000 | | ↓↓ |
| Asking Price Per Square Foot | \$ 232 | | ↓↓ |
| Average Days on Market (DOM) | 59 | | ↔ |
| Percent of Properties with Price Decrease | 20 % | | |
| Percent Relisted (reset DOM) | 4 % | | |
| Percent Flip (price increased) | 7 % | | |
| Median House Size (sq ft) | 1900 | | |
| Median Lot Size | 6,501 - 8,000 sqft | | |
| Median Number of Bedrooms | 4.0 | | |
| Median Number of Bathrooms | 2.0 | | |
| Market Action Index | Strong Buyer's | 15.2 | ↔ |

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

Price

- Again this week in this zip code we see a downward notch for prices. Pricing has been weak in recent weeks 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.

Price Trends

