



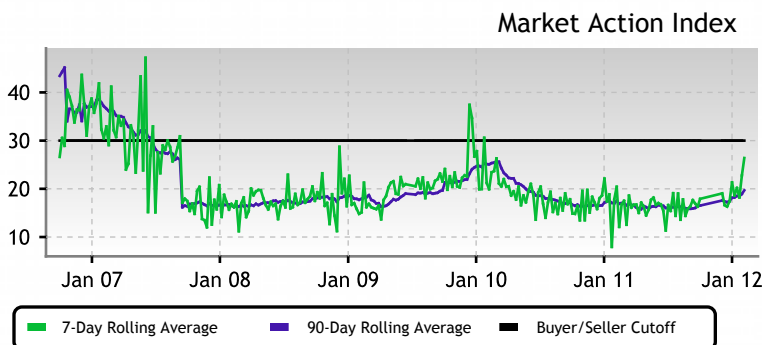
This Week

The median list price in FULLERTON, CA this week is \$410,000.

Inventory has been lightening lately and the Market Action Index has been trending up. Though days-on-market is increasing, these are mildly positive indications for the market.

Supply and Demand

- The market shows signs of warming up, with sales demand recently increasing faster than inventory. Prices have not yet responded as the market is still working through excess inventory. It's unlikely that we'll see prices level off or move higher until the MAI sustains its upward trend and maybe not until the inventory is depleted enough to create a Seller'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.

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	\$ 819,000	3176	0.25 - 0.50 acre	4.0	3.0	35	69	4	12	187	Most expensive 25% of properties
Upper/Second	\$ 522,000	2001	6,501 - 8,000 sqft	4.0	2.0	41	70	8	19	183	Upper-middle 25% of properties
Lower/Third	\$ 350,000	1346	6,501 - 8,000 sqft	3.0	2.0	57	70	8	8	150	Lower-middle 25% of properties
Bottom/Fourth	\$ 284,900	1220	4,501 - 6,500 sqft	3.0	1.0	58	70	15	9	195	Least expensive 25% of properties

ADAM BRETT - ERIC URBAN | WWW.REALTORADAM.COM | 714.496.8116

Real-Time Market Profile

		Trend
Median List Price	\$ 410,000	↓
Asking Price Per Square Foot	\$ 252	↔
Average Days on Market (DOM)	179	↑
Percent of Properties with Price Decrease	37 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	8 %	
Median House Size (sq ft)	1640	
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 19.7	↑

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

Price

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

