

ADAM BRETT - ERIC URBAN || MARKET UPDATE

FULLERTON, CA

- Current Real Estate Market Conditions for Single Family Homes
- Trends in Pricing
- Current Levels of Supply and Demand
- Value Metrics

- Report for the week of
October 24, 2011

- Presented by Adam Brett - Eric Urban
RE/MAX
www.HomeSoldTeam.com
714.496.8116 - 714.749.7427



This Week

- The median list price in FULLERTON, CA this week is \$489,950. The 372 properties have been on the market for an average of 154 days.

The Market Action Index has been trending down lately, indicating demand falling along with supply. Conditions point to mildly negative trends for the market.

Supply and Demand

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

Median List Price	\$ 489,950	↑↑
Average List Price	\$ 563,540	
Asking Price Per Square Foot	\$ 262	↔
Average Days on Market (DoM)	154	↔
Inventory of Properties Listed	372	↓↓
Most Expensive Listing	\$ 3,996,000	
Least Expensive Listing	\$ 169,000	
Average Age of Listing	45	
Percent of Properties with Price Decrease	46 %	
Percent Relisted (reset DOM)	10 %	
Percent Flip (price increased)	7 %	
Median House Size (sq ft)	1812	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	2.0	

Trend

Altos Research Value Statistics

Market Action Index	Strong Buyer's	17.0	↓↓
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 a seller's advantage. Below 30, conditions give the advantage to the buyer.			

Trend Key:

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

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 839,000	3000	8,001 - 10,000 sqft	4.0	3.0	34	93	5	3	149
Upper/Second	\$ 579,000	2101	6,501 - 8,000 sqft	4.0	3.0	39	93	8	6	150
Lower/Third	\$ 398,500	1572	6,501 - 8,000 sqft	3.0	2.0	54	93	4	3	151
Bottom/Fourth	\$ 299,900	1215	4,501 - 6,500 sqft	3.0	2.0	57	93	3	9	165

Most expensive 25% of properties

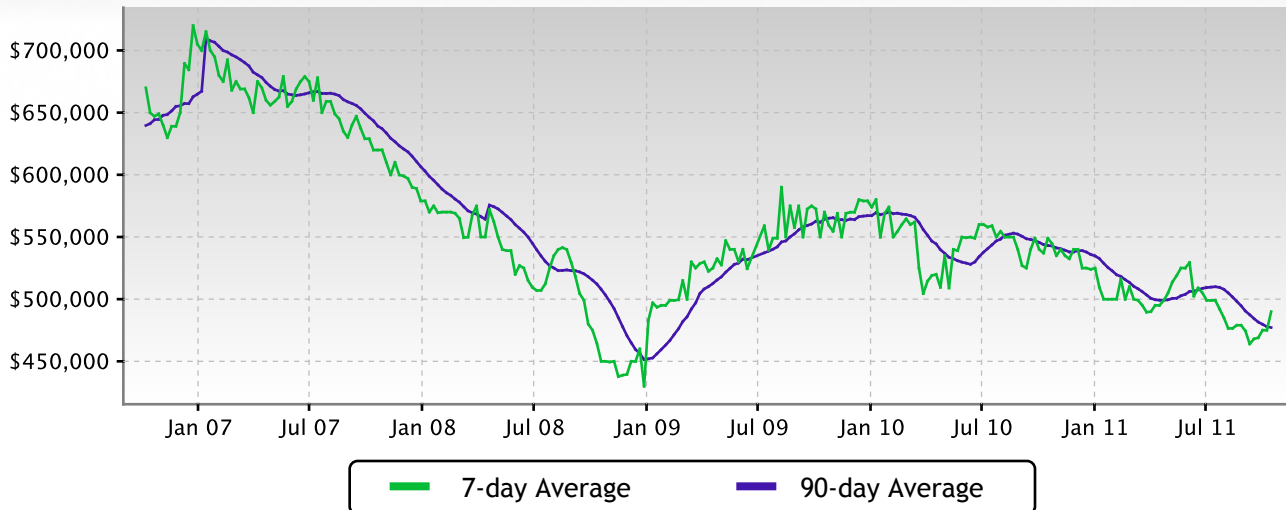
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

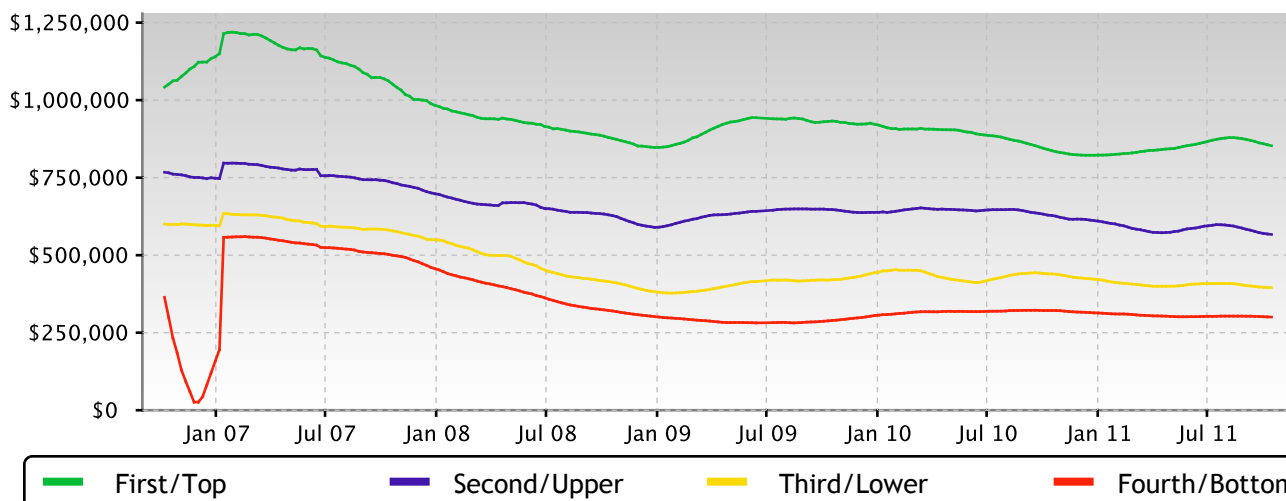
Median Price

Prices continue their climb again this week. We're a long way from the market's price high-point so watch the Market Action Index as an indicator of how long this trend will last.



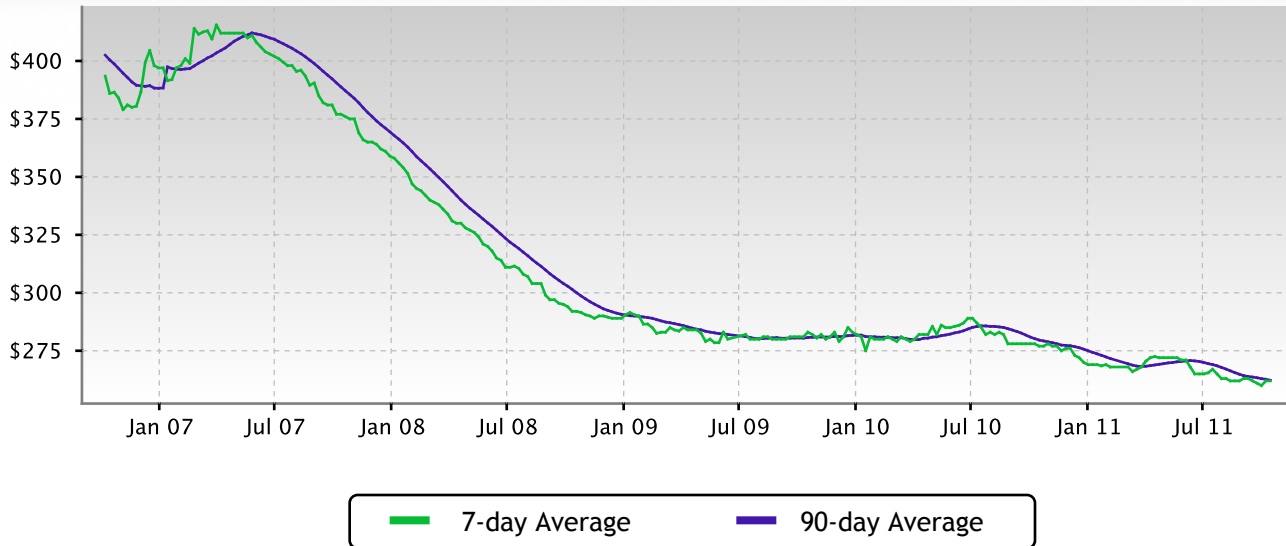
Quartile Prices

Prices have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



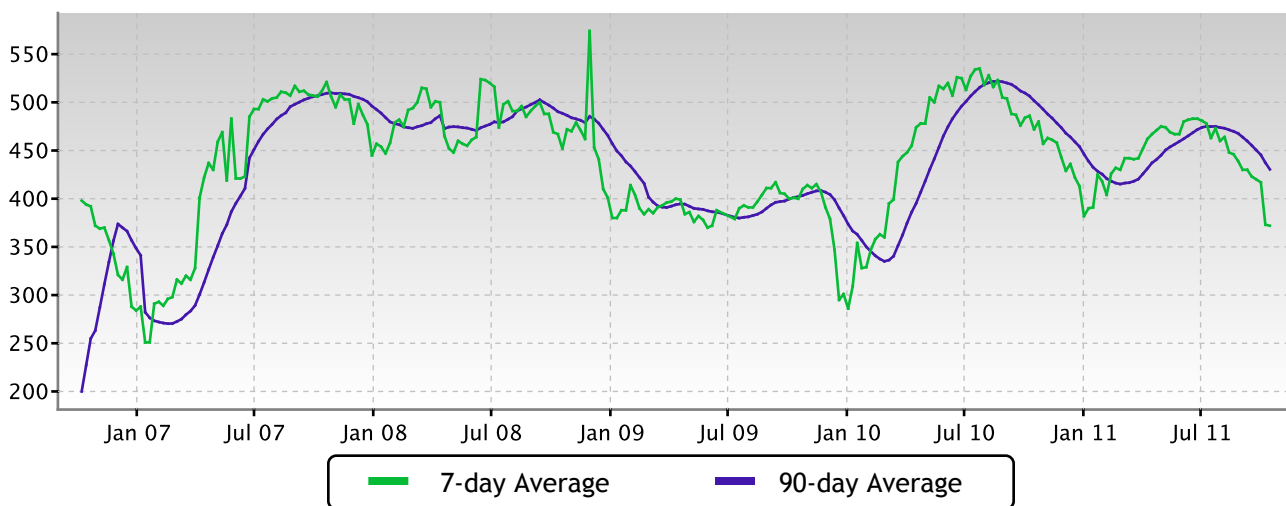
Price per Square Foot

In a market where prices are rising fairly consistently, price per square foot is essentially flat. This often implies that new homes coming on the market are pricier, and also larger than older homes. As a result the value one can buy stays the same.



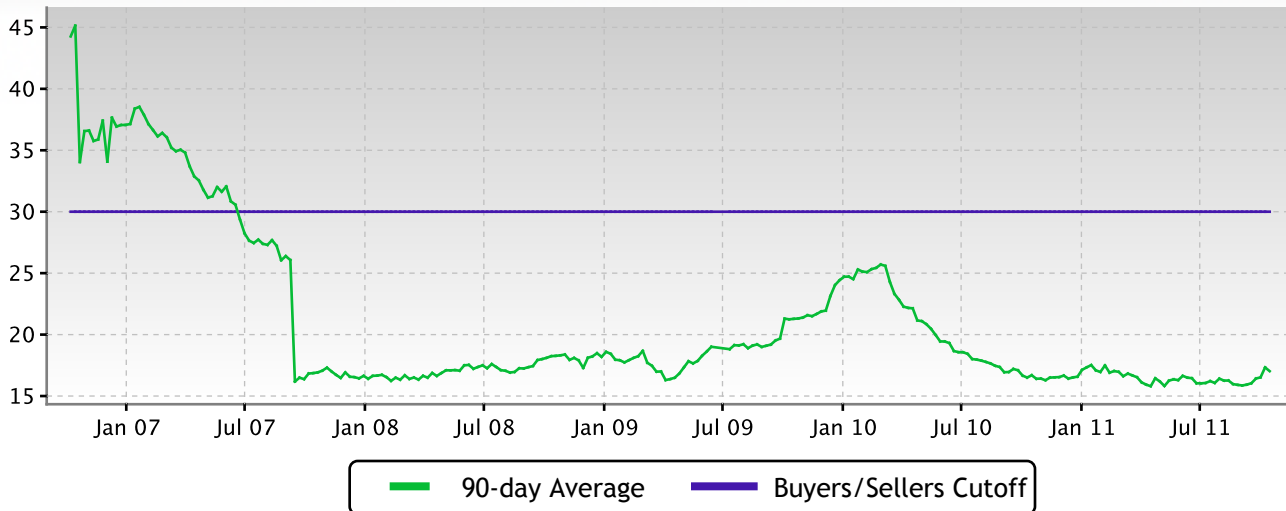
Inventory of Properties Listed for Sale

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



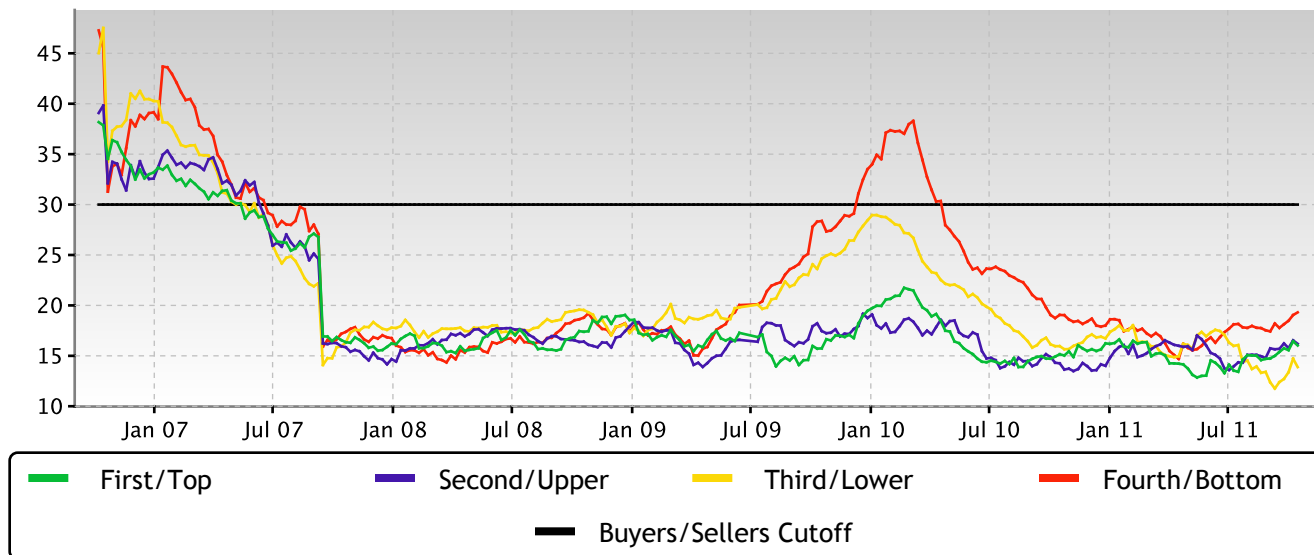
Market Action Index

The FULLERTON market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 17.02. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low end) will improve and signal a strengthening market before the whole group changes.

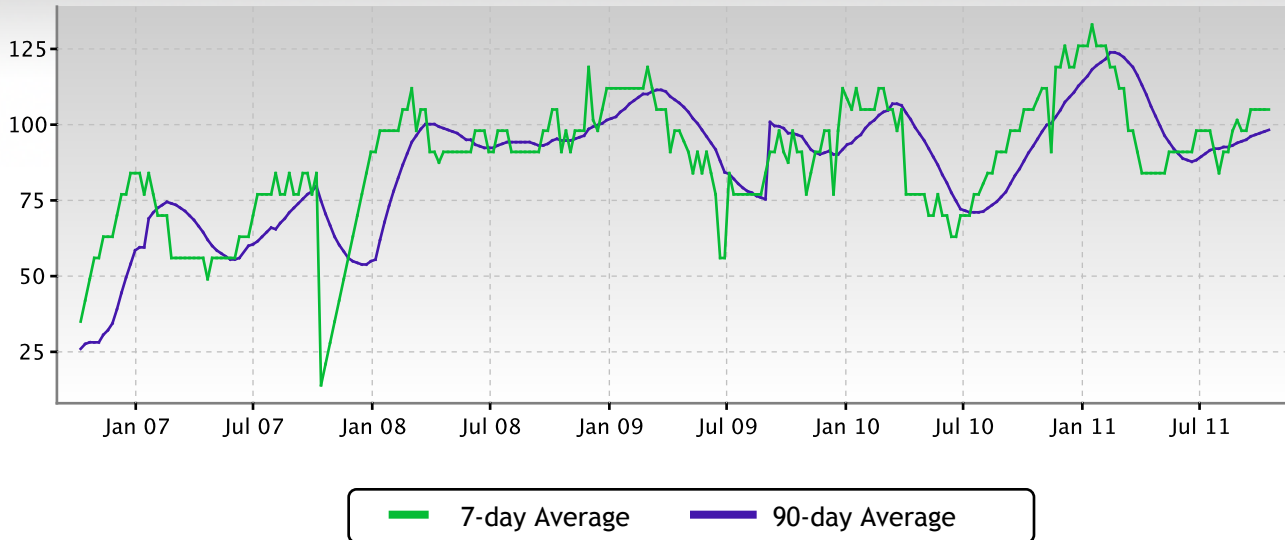


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

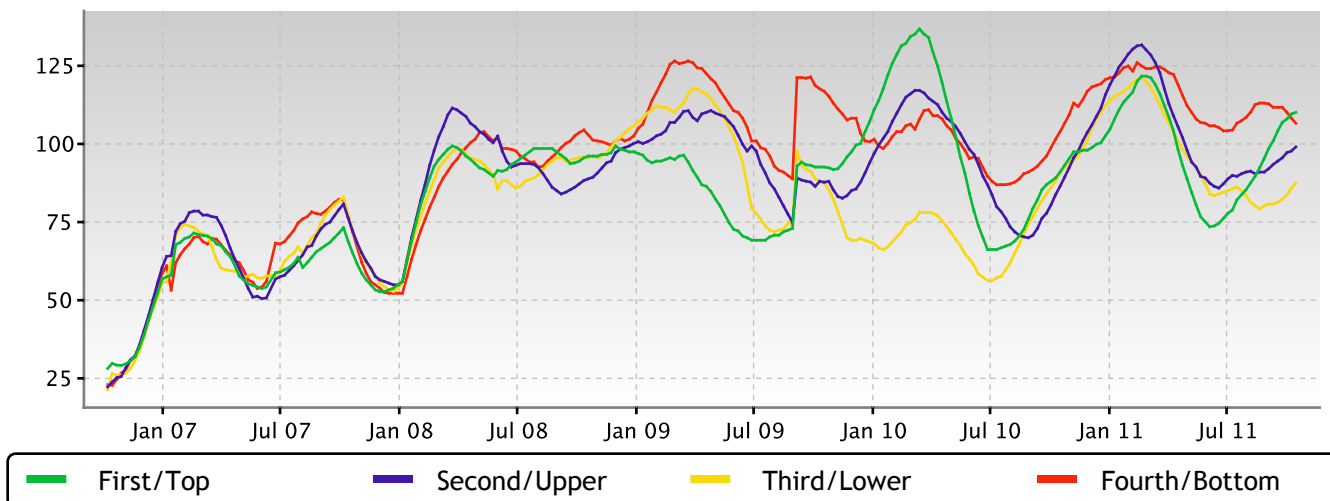
Days on Market

The properties have been on the market for an average of 154 days. Half of the listings have come newly on the market in the past 105 or so days.



Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



NEIGHBORHOOD DETAIL

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

SINGLE FAMILY HOMES IN

FULLERTON, CA
92831

This Week

- The median list price in FULLERTON, CA 92831 this week is \$475,000. The 57 properties have been on the market for an average of 134 days.

Inventory is tightening and days-on-market is falling. The Market Action Index shows demand heating up. These are relatively bullish signs for prices.

Supply and Demand

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

Median List Price	\$ 475,000	↑↑
Average List Price	\$ 613,848	
Asking Price Per Square Foot	\$ 263	↔
Average Days on Market (DoM)	134	↓↓
Inventory of Properties Listed	57	↓↓
Most Expensive Listing	\$ 3,996,000	
Least Expensive Listing	\$ 169,000	
Average Age of Listing	46	
Percent of Properties with Price Decrease	44 %	
Percent Relisted (reset DOM)	9 %	
Percent Flip (price increased)	7 %	
Median House Size (sq ft)	1741	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	3.0	

Trend

Altos Research Value Statistics

Market Action Index	Strong Buyer's	18.5	↑↑
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 a seller's advantage. Below 30, conditions give the advantage to the buyer.			

Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↔ No change ↑ Slight upward trend ↓ Slight downward trend

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 726,950	3033	0.25 - 0.50 acre	4.0	3.0	36	14	0	0	262
Upper/Second	\$ 559,000	2088	8,001 - 10,000 sqft	3.5	3.0	52	14	1	2	72
Lower/Third	\$ 393,350	1546	8,001 - 10,000 sqft	3.0	2.0	55	14	0	1	78
Bottom/Fourth	\$ 340,000	1352	4,501 - 6,500 sqft	3.0	2.0	56	15	1	3	126

Most expensive 25% of properties

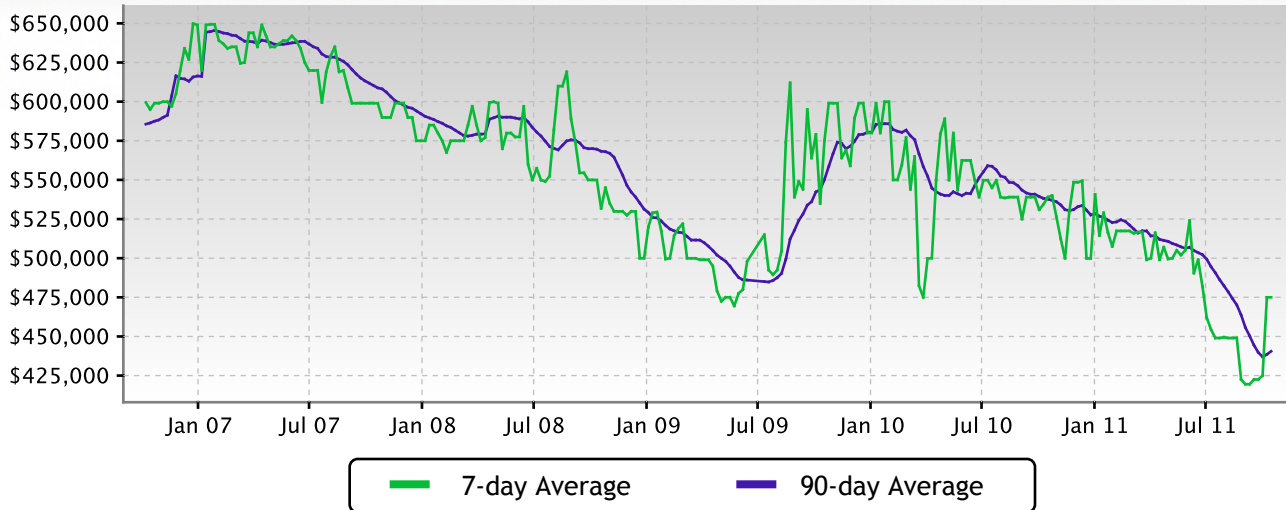
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

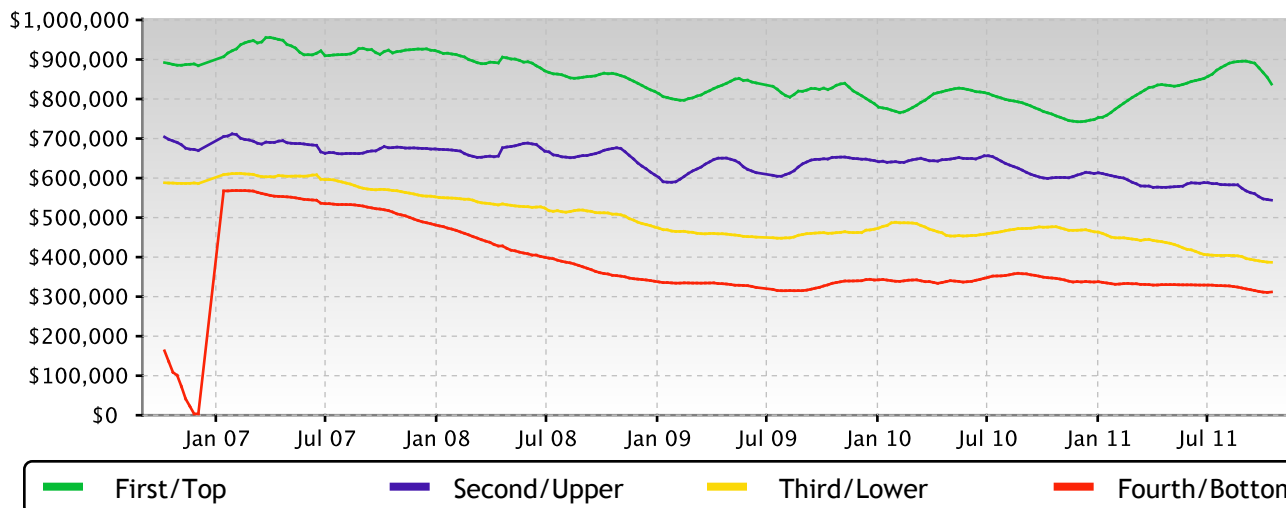
Median Price

In this zip code this week saw relatively little price change from last week. However, we continue to demonstrate a nice up trend in general over the last several weeks.



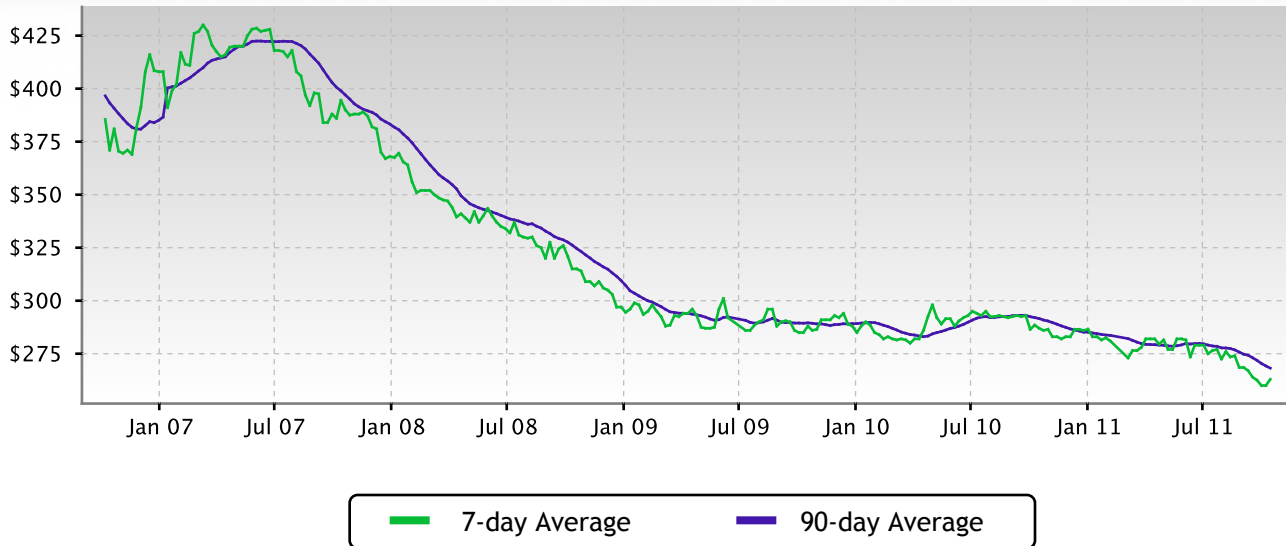
Quartile Prices

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



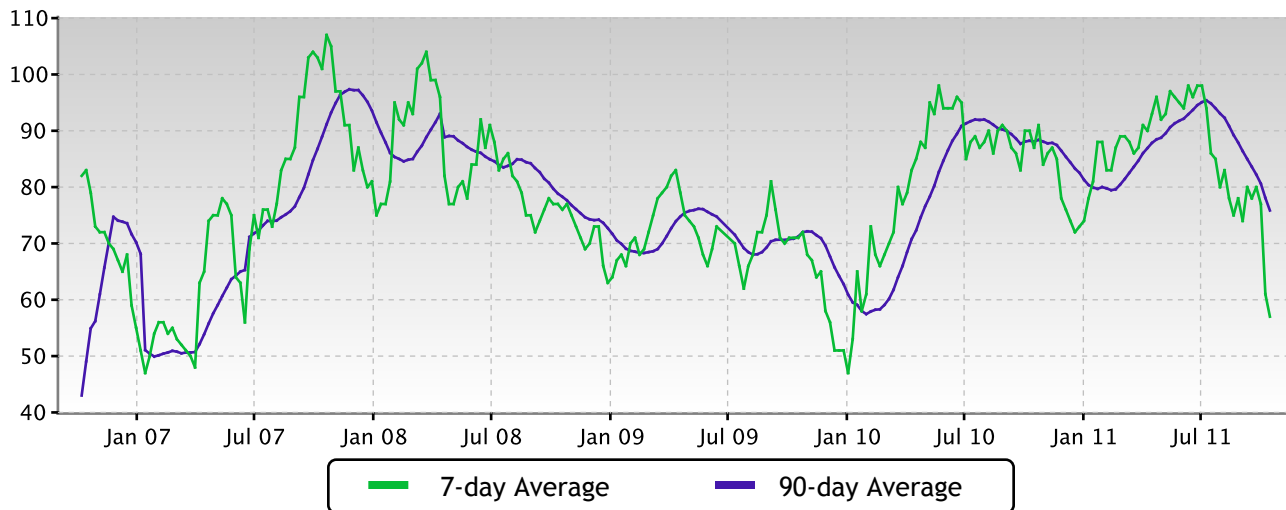
Price per Square Foot

In a market where prices are rising fairly consistently, price per square foot is essentially flat. This often implies that new homes coming on the market are pricier, and also larger than older homes. As a result the value one can buy stays the same.



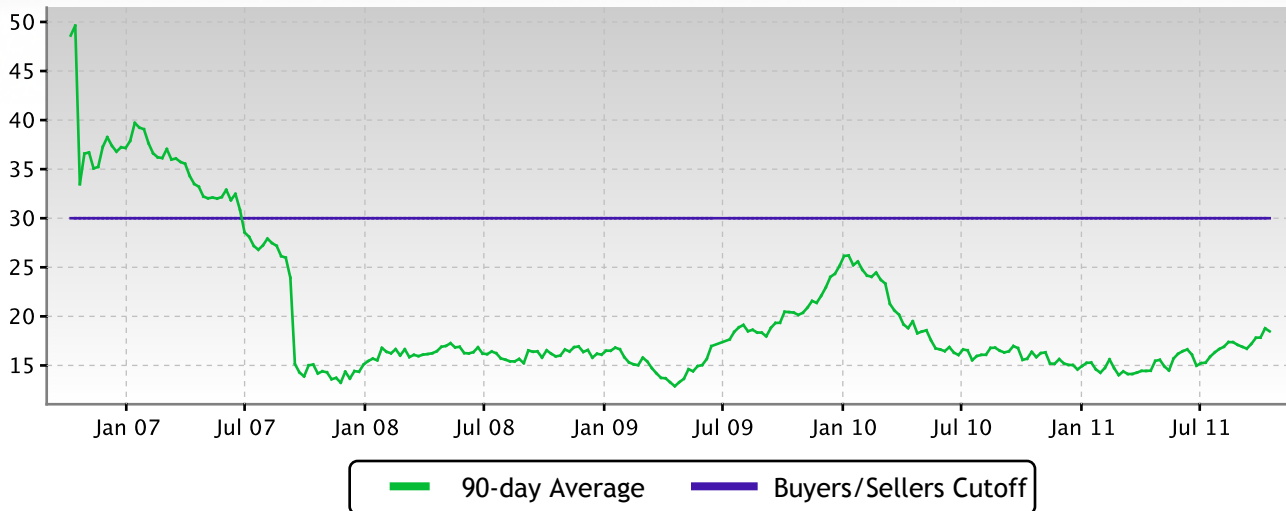
Inventory of Properties Listed for Sale

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



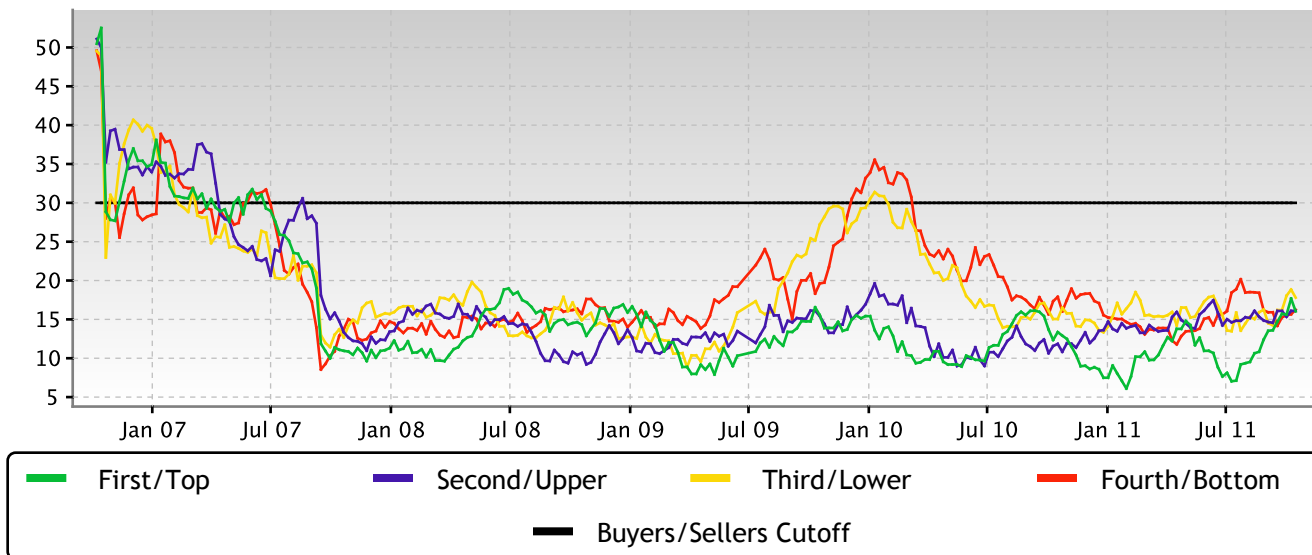
Market Action Index

The FULLERTON, 92831 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 18.47. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.

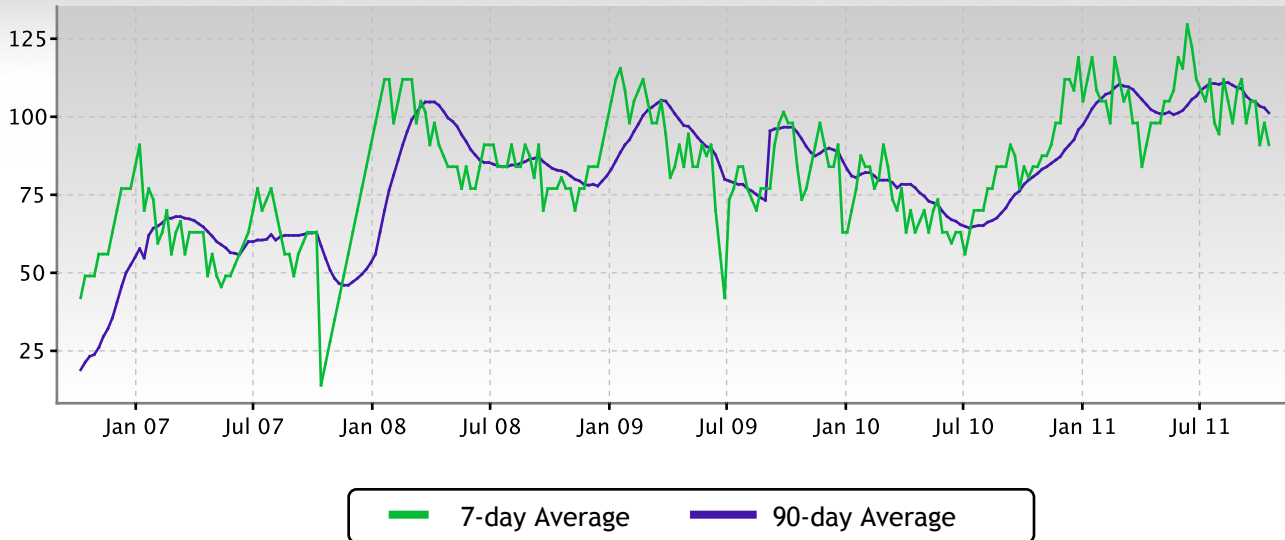


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

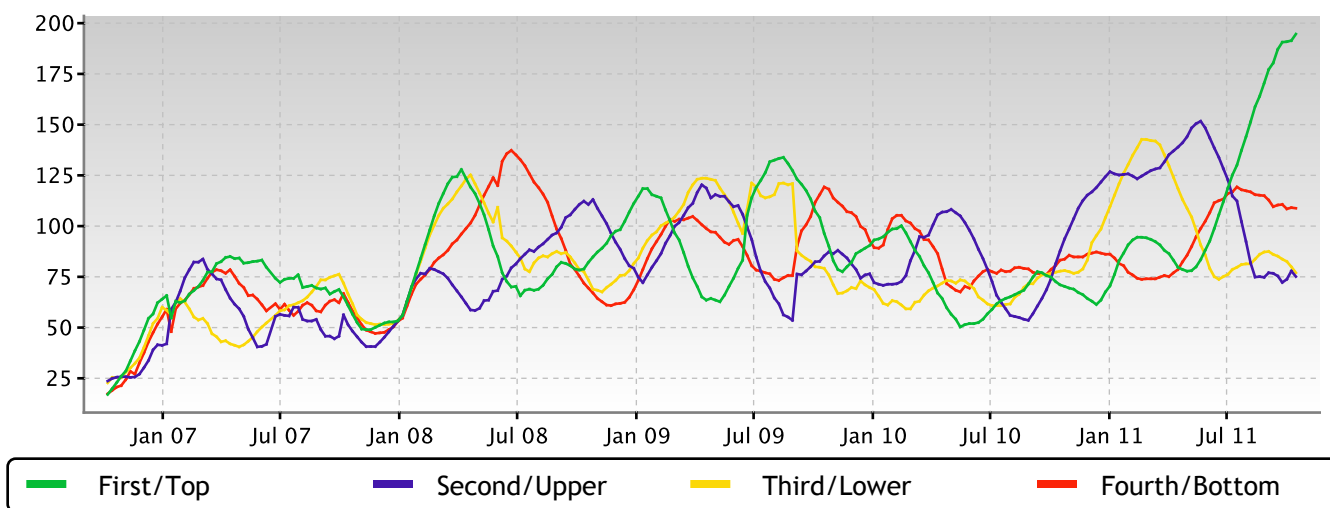
Days on Market

The properties have been on the market for an average of 134 days. Half of the listings have come newly on the market in the past 91 or so days.



Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



NEIGHBORHOOD DETAIL

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SINGLE FAMILY HOMES IN

FULLERTON, CA
92832

This Week

- The median list price in FULLERTON, CA 92832 this week is \$350,000. The 45 properties have been on the market for an average of 133 days.

Inventory has been lightening lately and the Market Action Index has been trending up. These are mildly positive indications for the market.

Supply and Demand

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

Median List Price	\$ 350,000	↔
Average List Price	\$ 432,144	
Asking Price Per Square Foot	\$ 264	↑↑
Average Days on Market (DoM)	133	↔
Inventory of Properties Listed	45	↓↓
Most Expensive Listing	\$ 1,185,000	
Least Expensive Listing	\$ 239,000	
Average Age of Listing	60	
Percent of Properties with Price Decrease	42 %	
Percent Relisted (reset DOM)	4 %	
Percent Flip (price increased)	4 %	
Median House Size (sq ft)	1450	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	

Trend

Altos Research Value Statistics

Market Action Index	Strong Buyer's	15.9	↑↑
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 a seller's advantage. Below 30, conditions give the advantage to the buyer.			

Trend Key:

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

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 719,000	2257	not available	3.0	3.0	81	11	0	1	122
Upper/Second	\$ 415,000	1426	not available	3.0	2.0	56	11	1	0	99
Lower/Third	\$ 330,000	1267	not available	4.0	2.0	57	11	0	2	182
Bottom/Fourth	\$ 296,500	1175	6,501 - 8,000 sqft	3.0	2.0	57	12	1	0	128

Most expensive 25% of properties

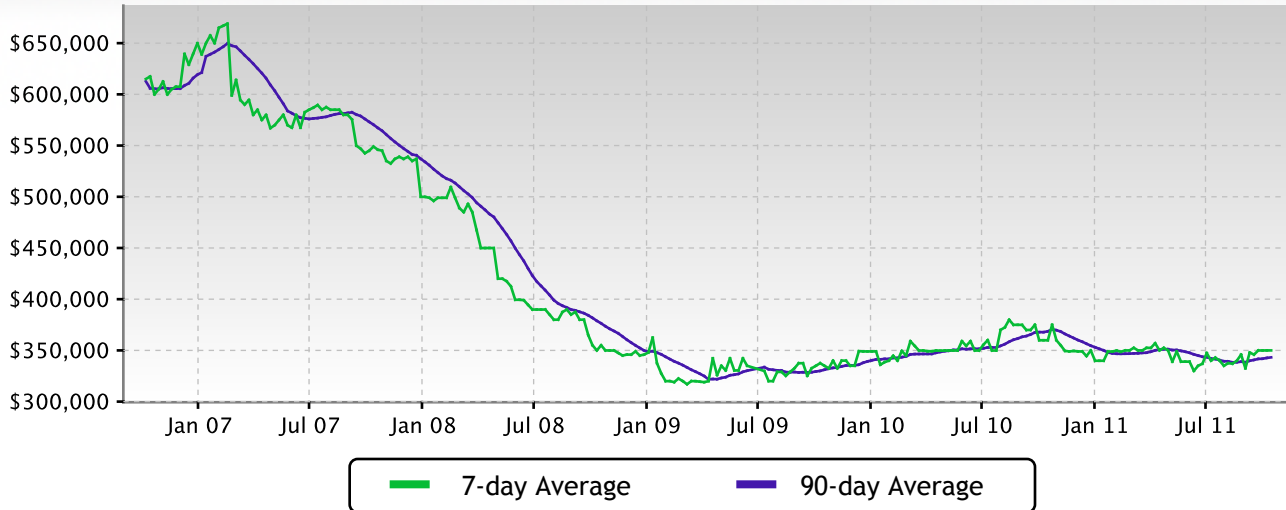
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

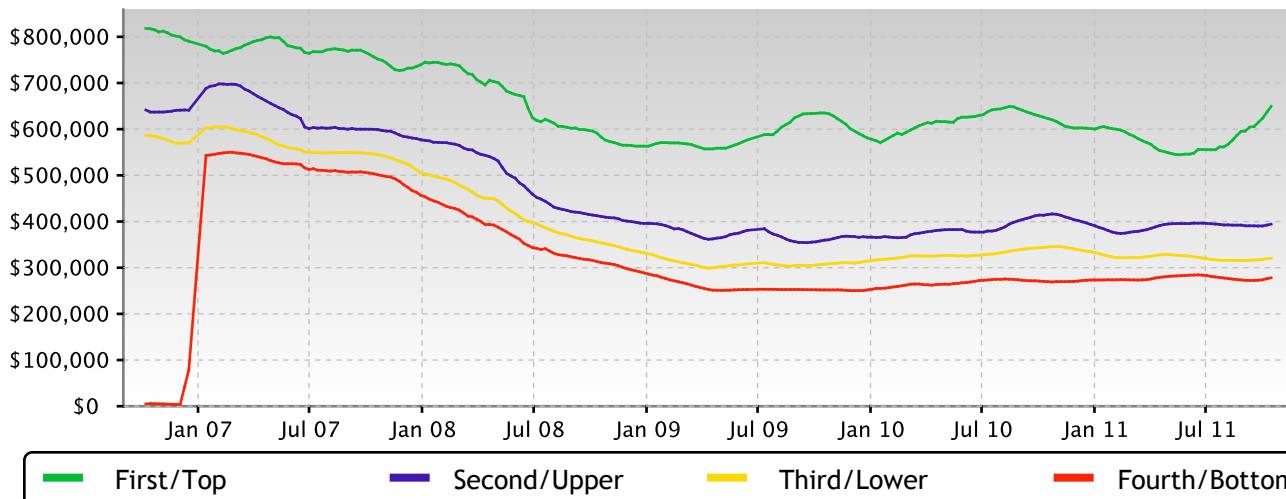
Median Price

We continue to see prices in this zip code bouncing around this plateau. Look for a persistent up-shift in the Market Action Index before we see prices move from these levels.



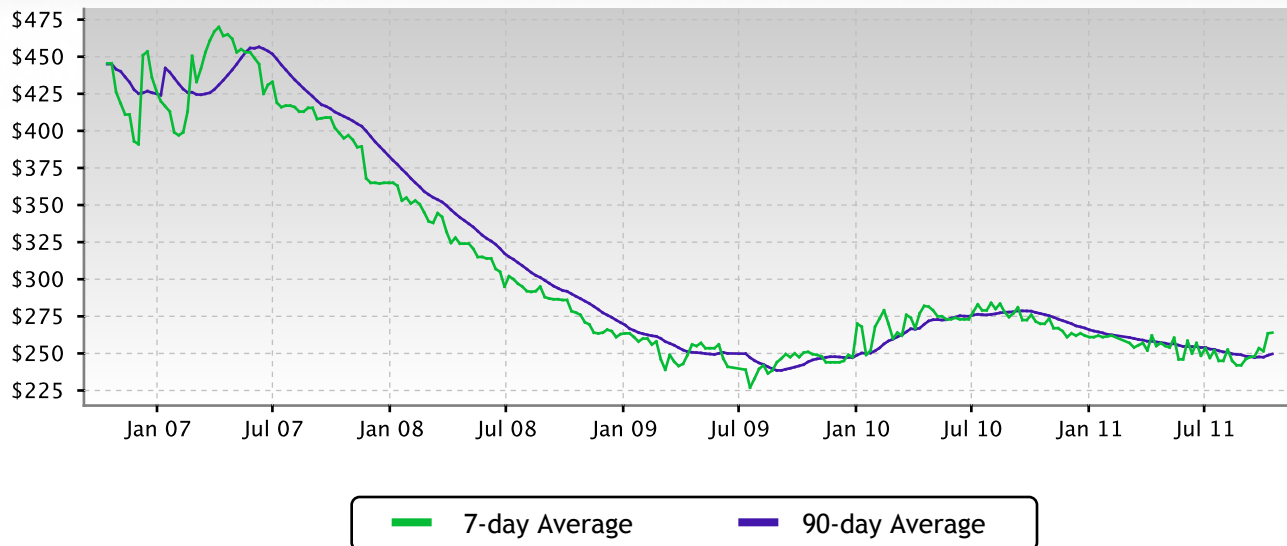
Quartile Prices

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



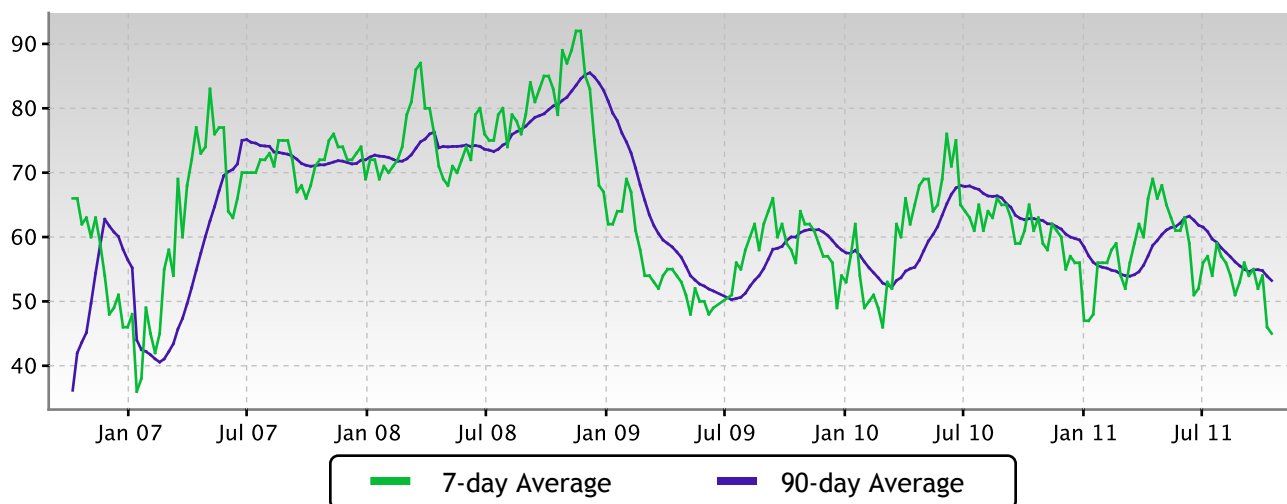
Price per Square Foot

The value placed on homes continues to increase, despite the fact that prices in general have been basically flat recently. These conditions can arise when inventory is light and more, smaller homes have more influence on overall prices.



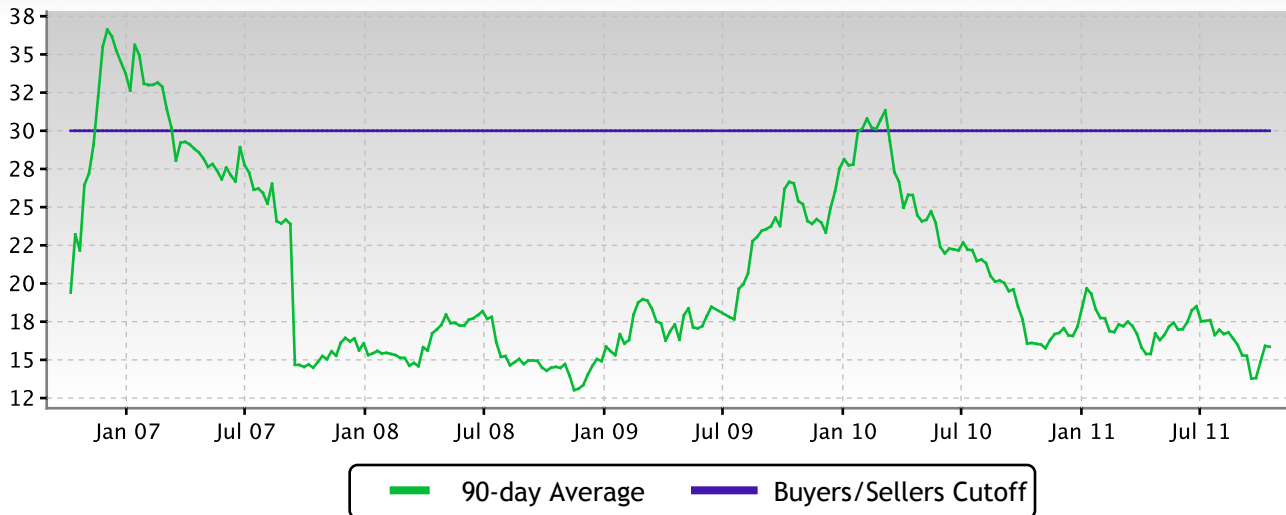
Inventory of Properties Listed for Sale

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



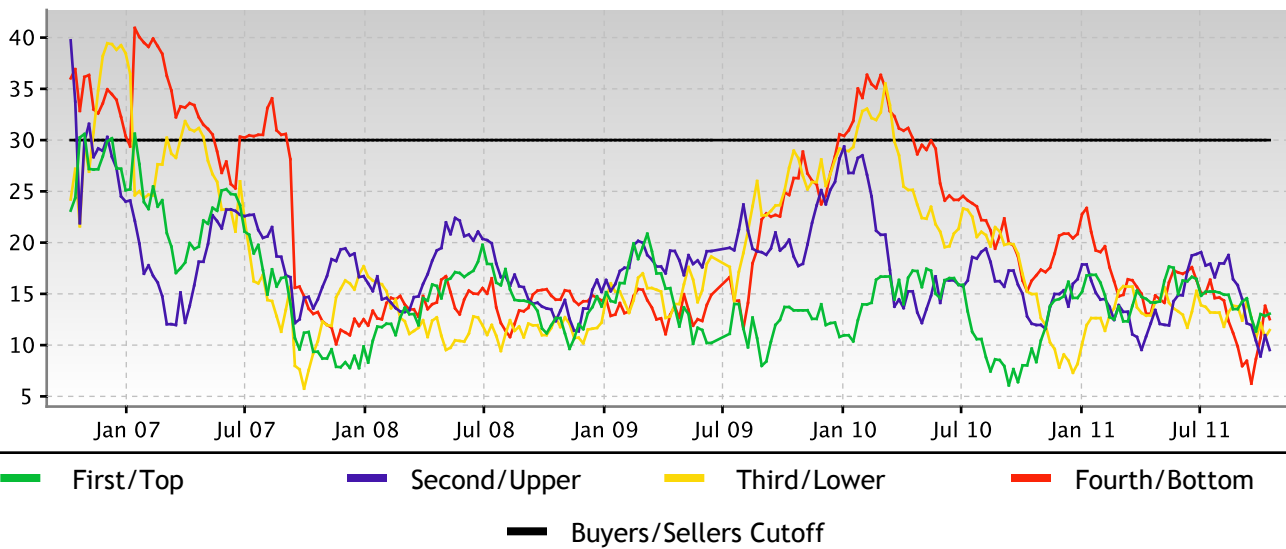
Market Action Index

The FULLERTON, 92832 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 15.86. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.

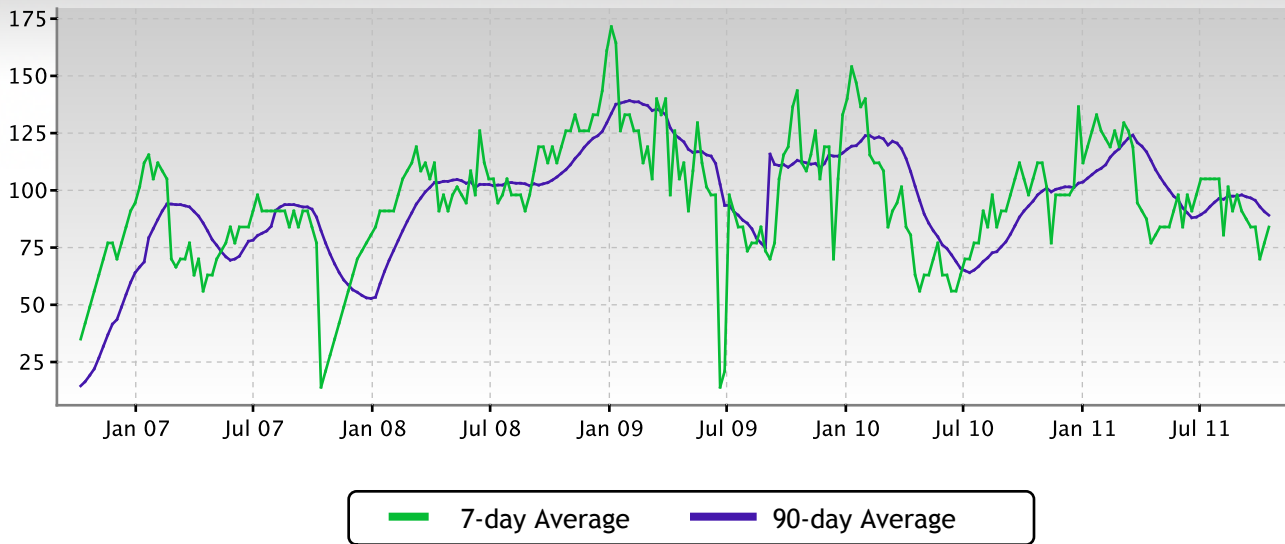


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

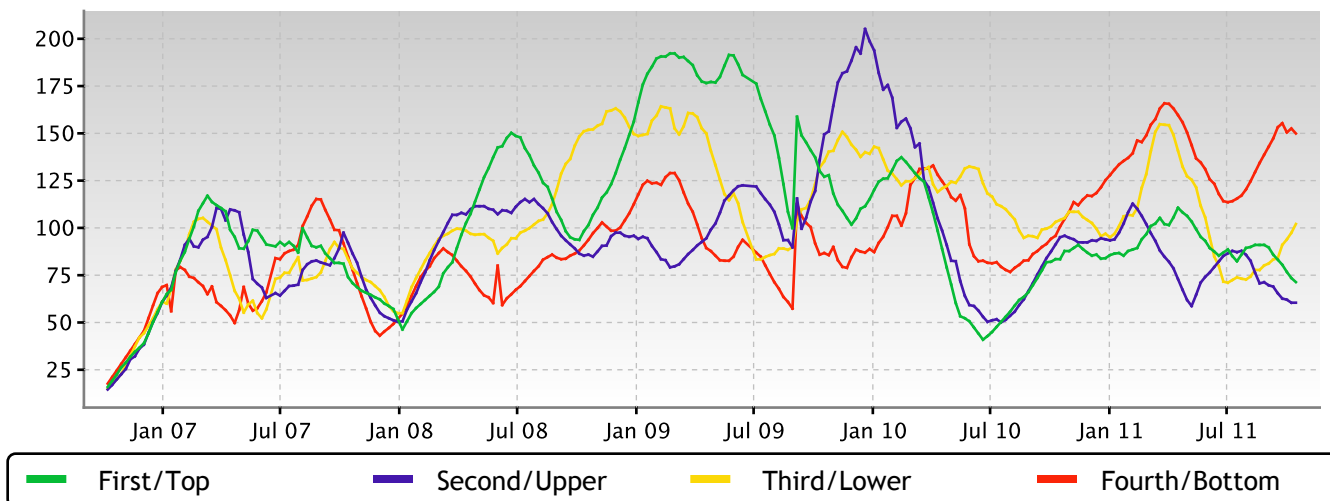
Days on Market

The properties have been on the market for an average of 133 days. Half of the listings have come newly on the market in the past 84 or so days.



Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



NEIGHBORHOOD DETAIL

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SINGLE FAMILY HOMES IN

FULLERTON, CA
92835

This Week

- The median list price in FULLERTON, CA 92835 this week is \$649,900. The 107 properties have been on the market for an average of 164 days.

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 shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

Median List Price	\$ 649,900	↑↑
Average List Price	\$ 700,091	
Asking Price Per Square Foot	\$ 279	↑↑
Average Days on Market (DoM)	164	↑↑
Inventory of Properties Listed	107	↓↓
Most Expensive Listing	\$ 2,790,000	
Least Expensive Listing	\$ 329,900	
Average Age of Listing	38	
Percent of Properties with Price Decrease	57 %	
Percent Relisted (reset DOM)	16 %	
Percent Flip (price increased)	6 %	
Median House Size (sq ft)	2225	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	

Trend

Altos Research Value Statistics

Market Action Index	Strong Buyer's	14.7	↓↓
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Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
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Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 967,000	3358	6,501 - 8,000 sqft	4.0	4.0	36	26	2	1	151
Upper/Second	\$ 748,000	2650	4,501 - 6,500 sqft	4.0	3.0	34	27	2	2	150
Lower/Third	\$ 549,900	2052	not available	4.0	3.0	47	27	2	0	171
Bottom/Fourth	\$ 419,000	1572	6,501 - 8,000 sqft	3.0	2.0	41	27	2	0	184

Most expensive 25% of properties

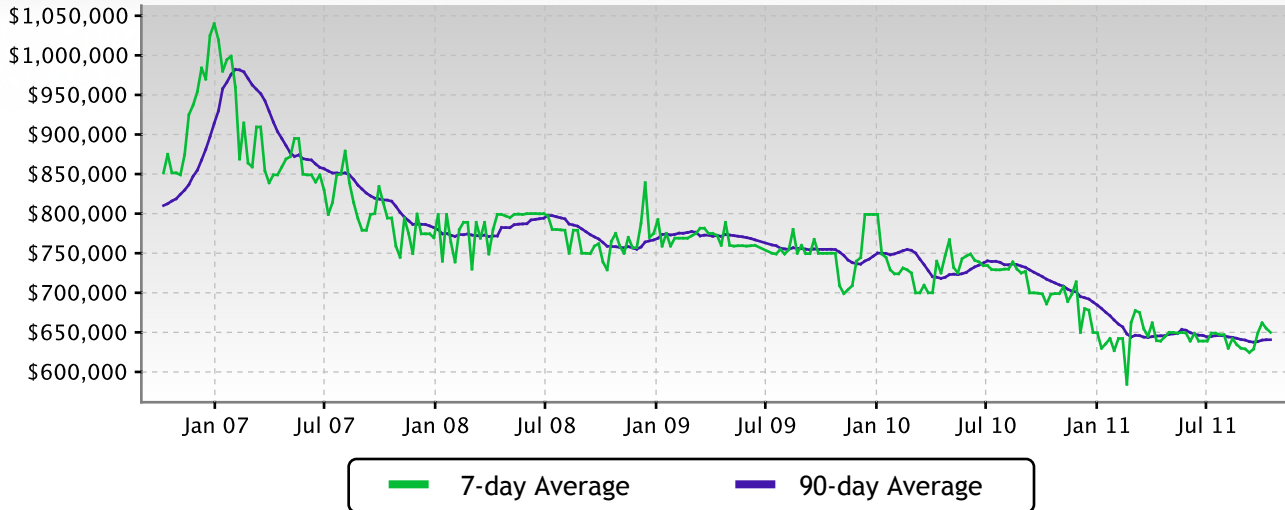
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

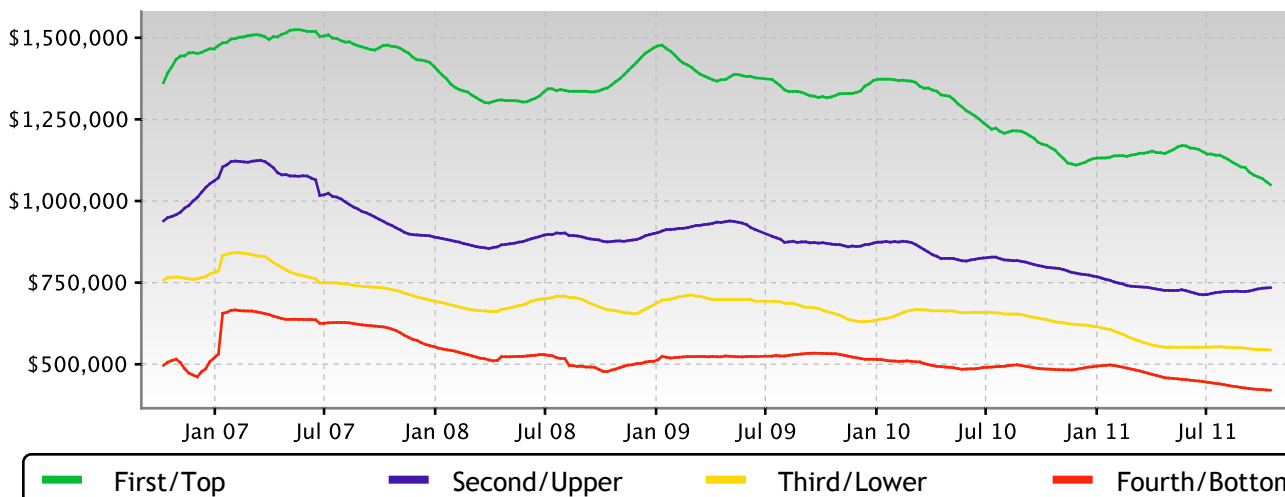
Median Price

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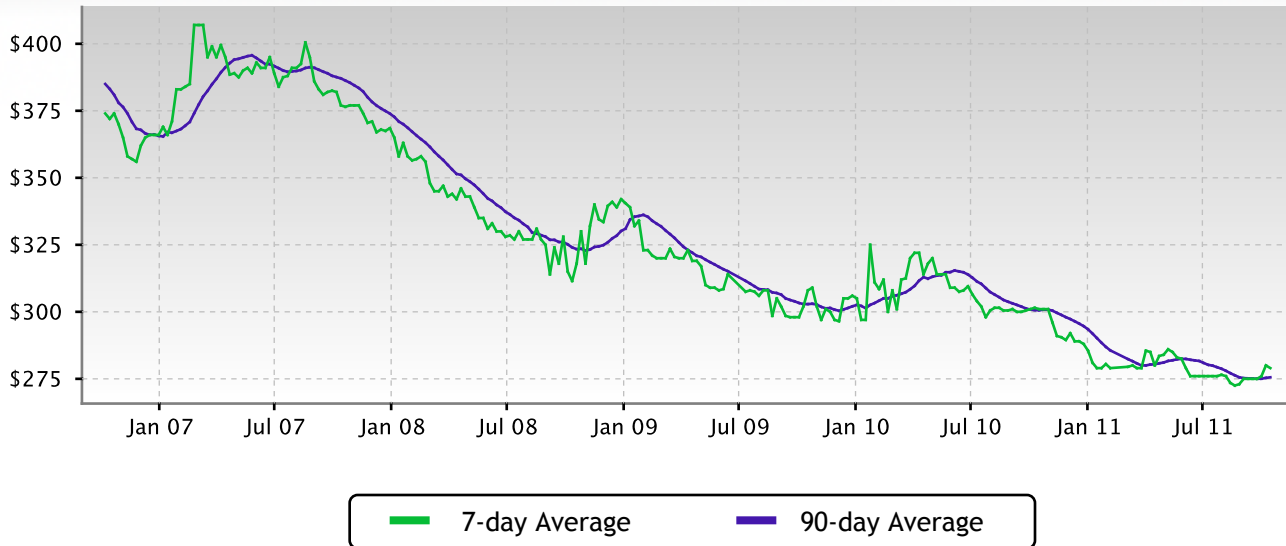
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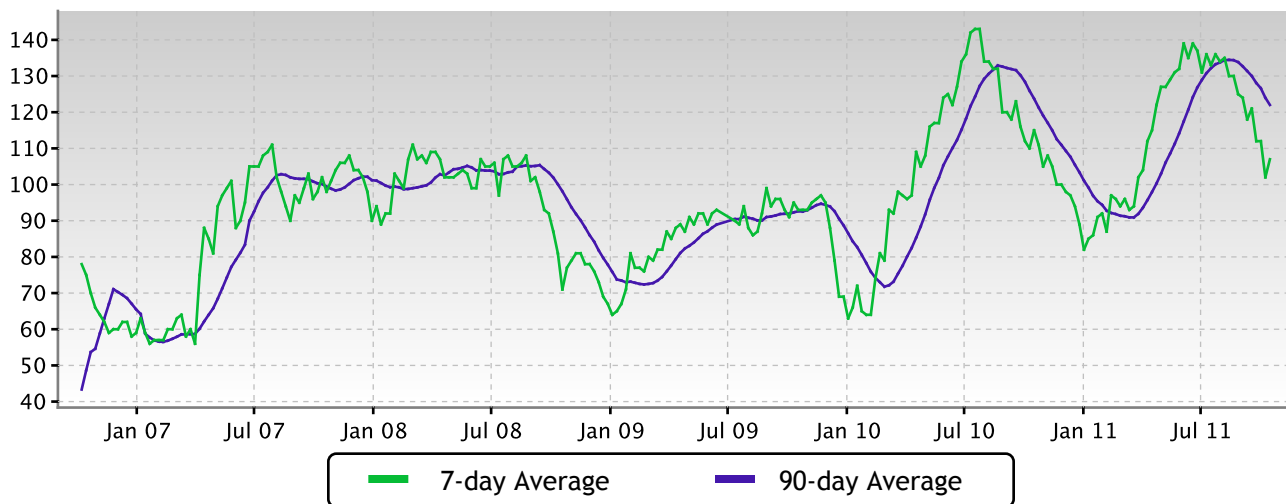
Price per Square Foot

The market appears to be placing an increasing premium on homes. When list prices and price per square foot consistently increase in tandem, as they're doing now, you can often find short-term investment opportunities. Watch the Market Action Index for persistent changes as a leading indicator for these trends to flatten or drop.



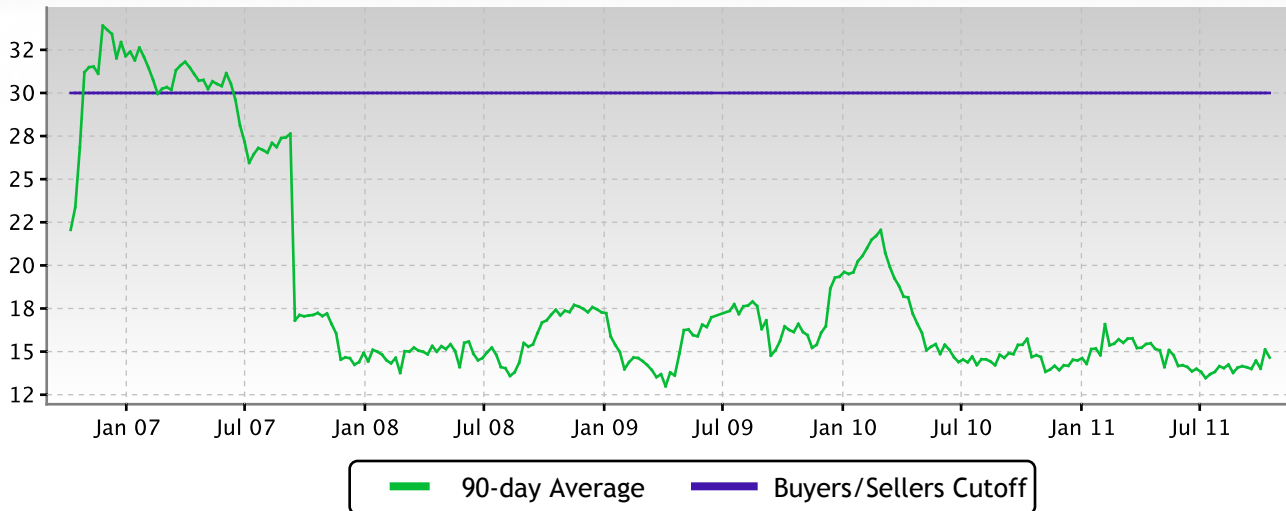
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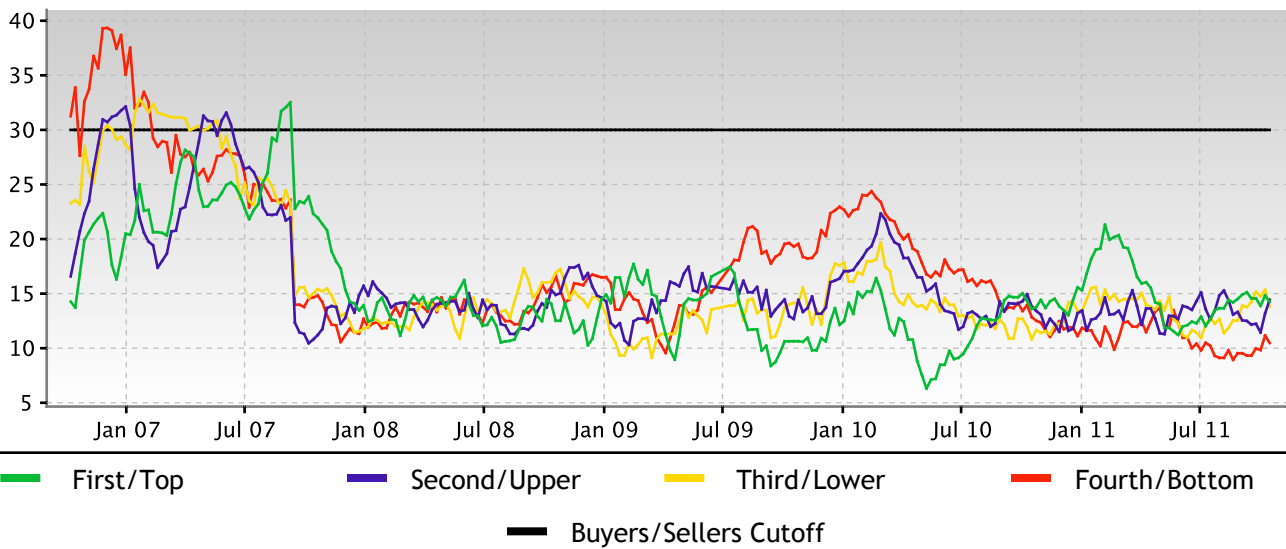
Market Action Index

The FULLERTON, 92835 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 14.65. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

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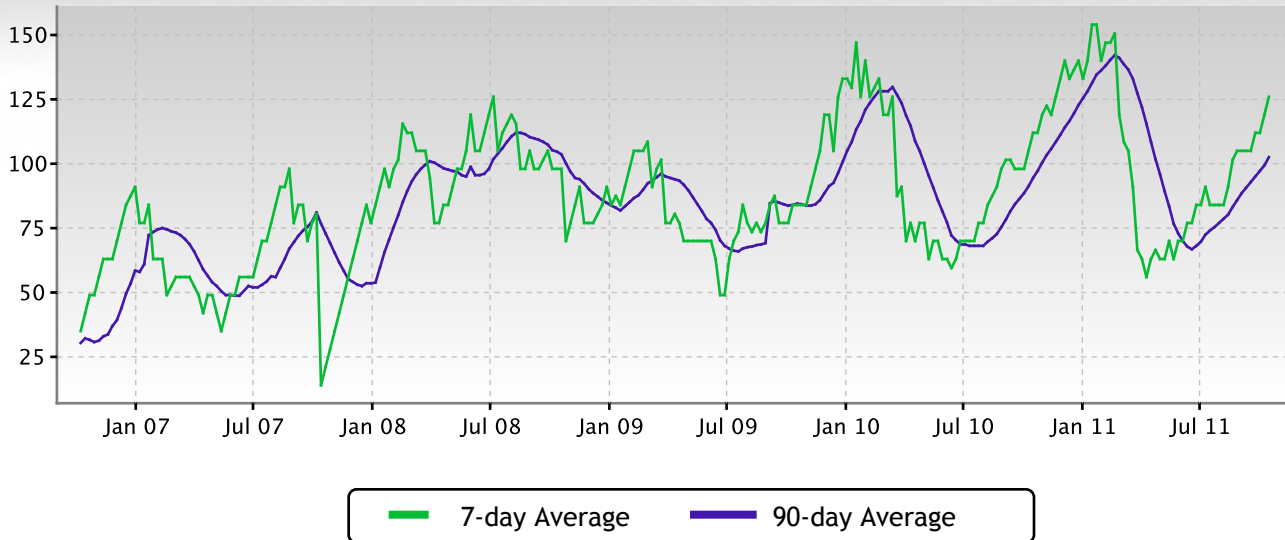


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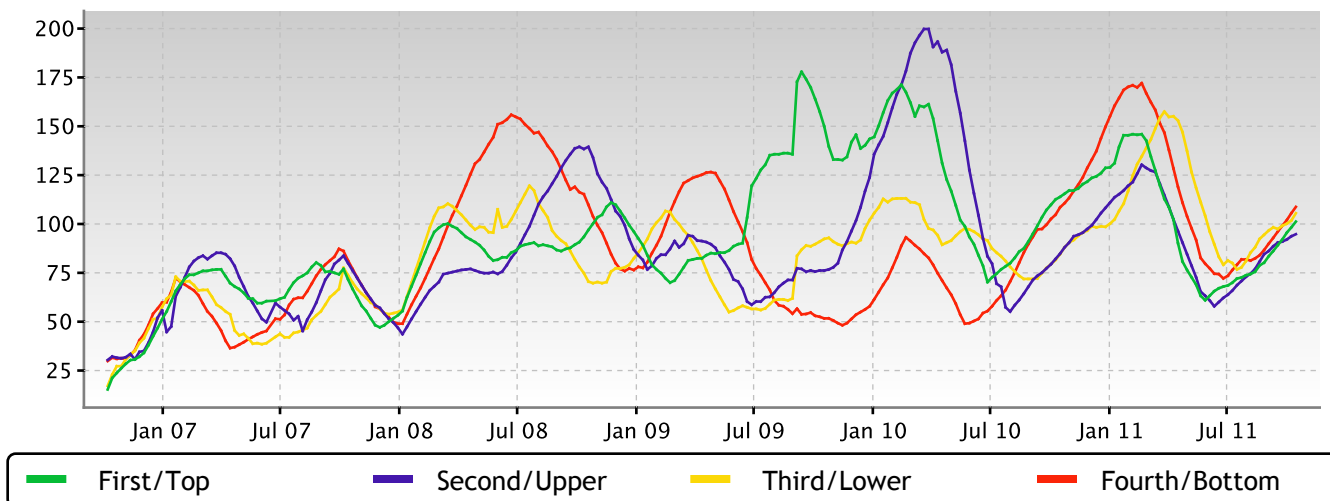
Days on Market

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Days on Market per Quartile

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NEIGHBORHOOD DETAIL

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SINGLE FAMILY HOMES IN

FULLERTON, CA
92833

This Week

- The median list price in FULLERTON, CA 92833 this week is \$399,000. The 163 properties have been on the market for an average of 159 days.

The Market Action Index has been trending down lately, indicating demand falling along with supply. Conditions point to mildly negative trends for the market.

Supply and Demand

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

Median List Price	\$ 399,000	↑↑
Average List Price	\$ 492,586	
Asking Price Per Square Foot	\$ 251	↔
Average Days on Market (DoM)	159	↔
Inventory of Properties Listed	163	↓↓
Most Expensive Listing	\$ 2,225,000	
Least Expensive Listing	\$ 185,000	
Average Age of Listing	45	
Percent of Properties with Price Decrease	41 %	
Percent Relisted (reset DOM)	9 %	
Percent Flip (price increased)	9 %	
Median House Size (sq ft)	1695	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	2.0	

Trend

Altos Research Value Statistics

Market Action Index	Strong Buyer's	17.5	↓↓
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 a seller's advantage. Below 30, conditions give the advantage to the buyer.			

Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↔ No change ↑ Slight upward trend ↓ Slight downward trend

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 754,000	2938	8,001 - 10,000 sqft	4.0	3.0	30	40	1	3	129
Upper/Second	\$ 530,000	1921	6,501 - 8,000 sqft	4.0	3.0	36	41	6	1	163
Lower/Third	\$ 350,910	1394	4,501 - 6,500 sqft	3.0	2.0	56	41	0	3	178
Bottom/Fourth	\$ 277,000	1190	4,501 - 6,500 sqft	3.0	2.0	58	41	1	2	166

Most expensive 25% of properties

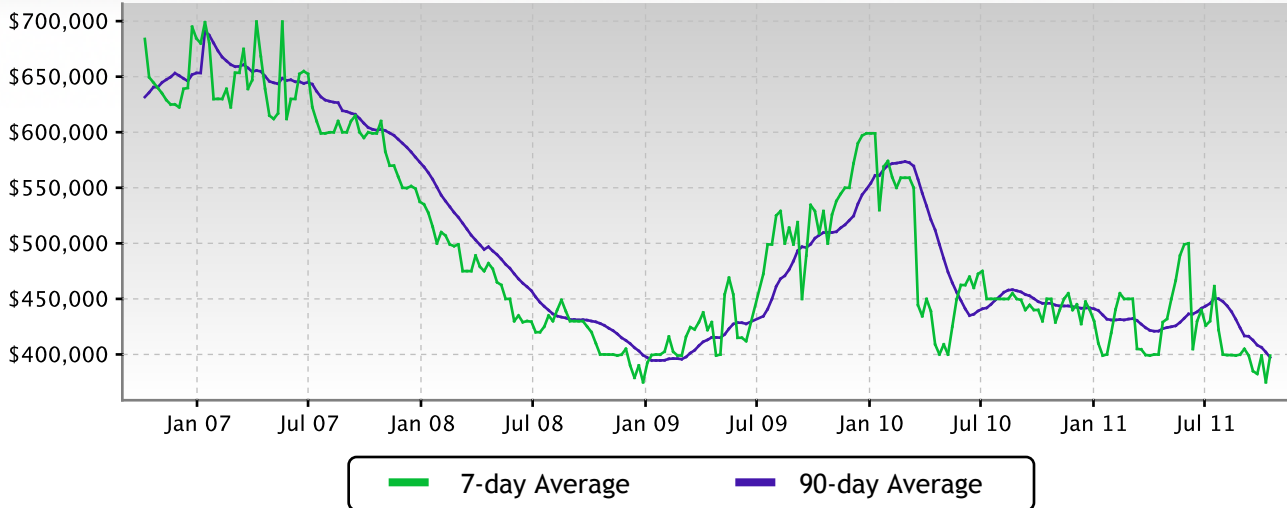
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

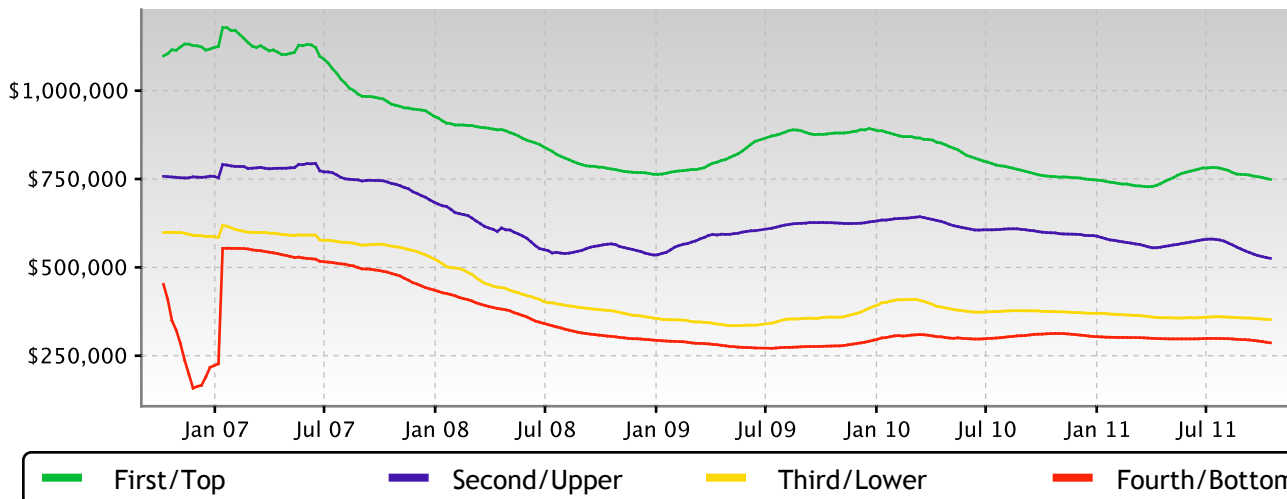
Median Price

The market for this zip code continues its bounce again this week. We're a long way from the market's high point so watch the Market Action Index to predict how long this trend will last.



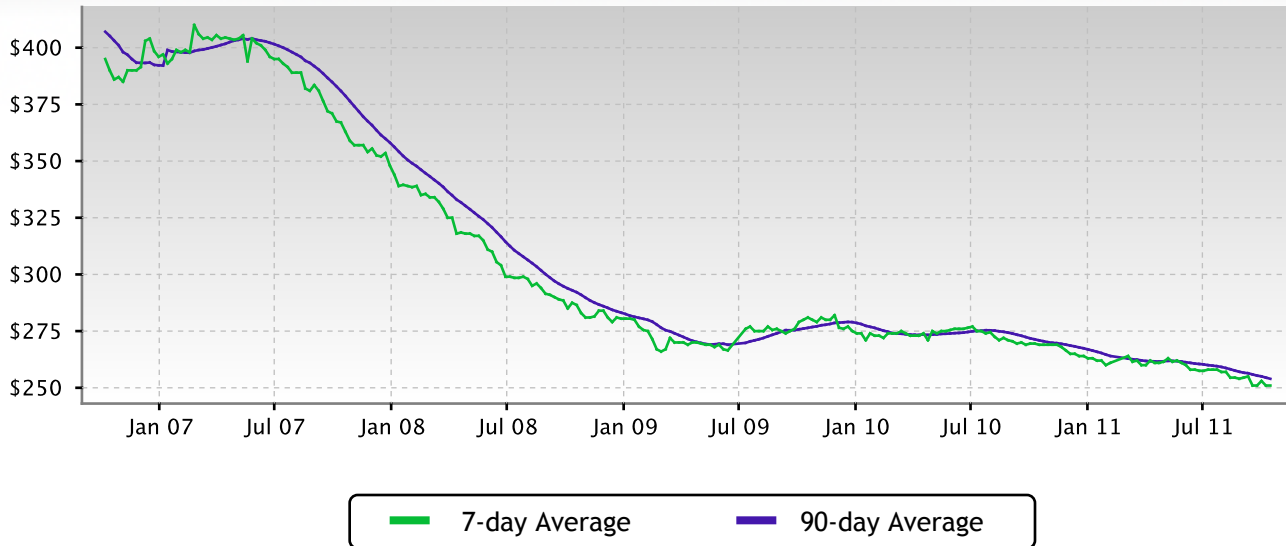
Quartile Prices

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



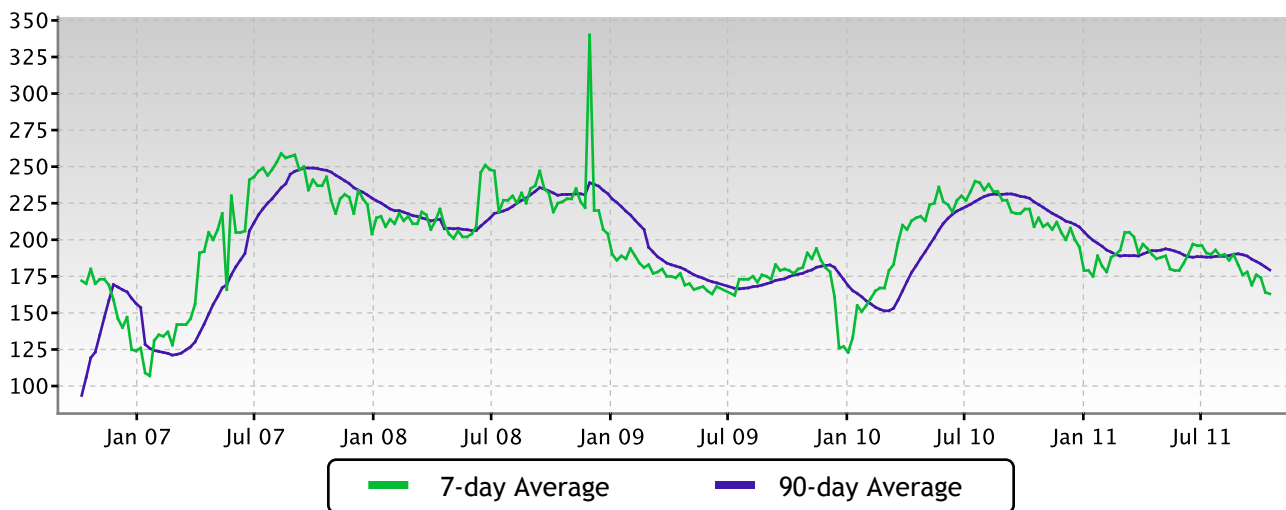
Price per Square Foot

In a market where prices are rising fairly consistently, price per square foot is essentially flat. This often implies that new homes coming on the market are pricier, and also larger than older homes. As a result the value one can buy stays the same.



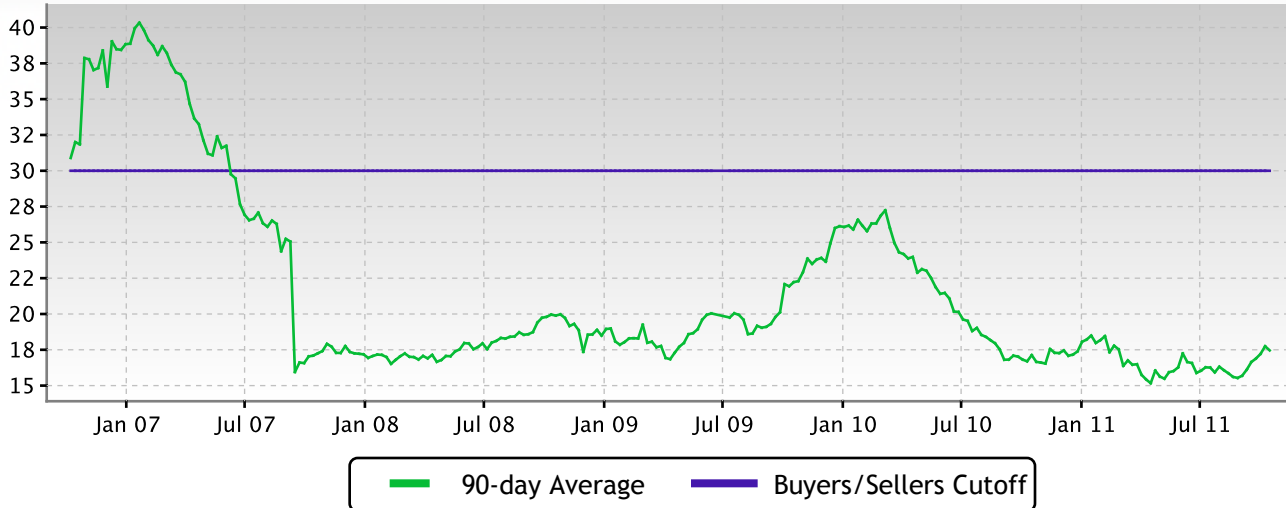
Inventory of Properties Listed for Sale

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



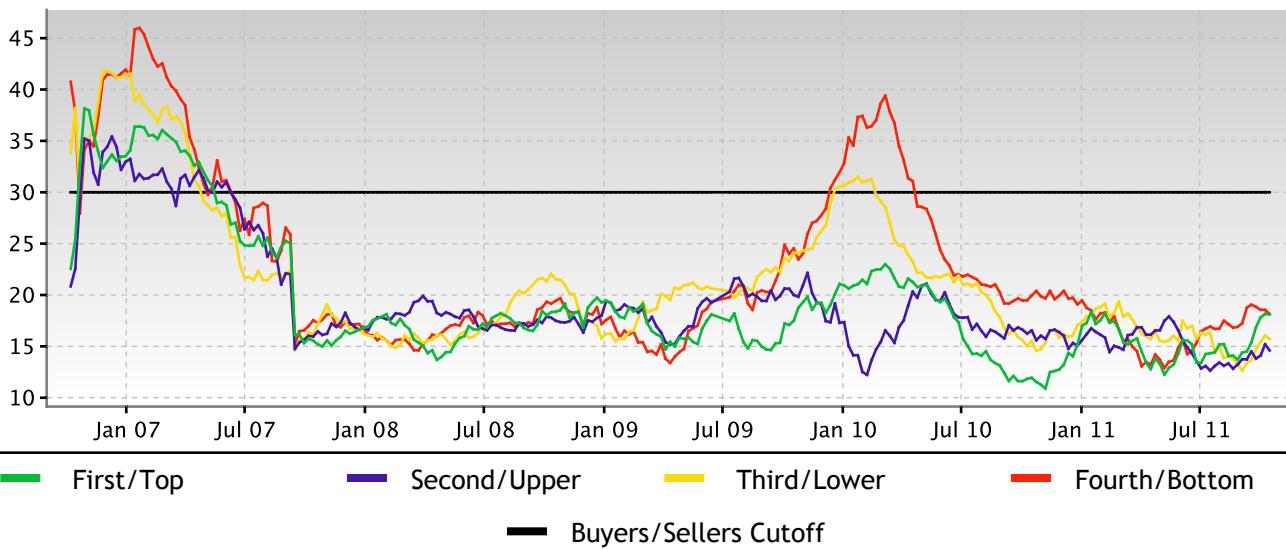
Market Action Index

The FULLERTON, 92833 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 17.46. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.

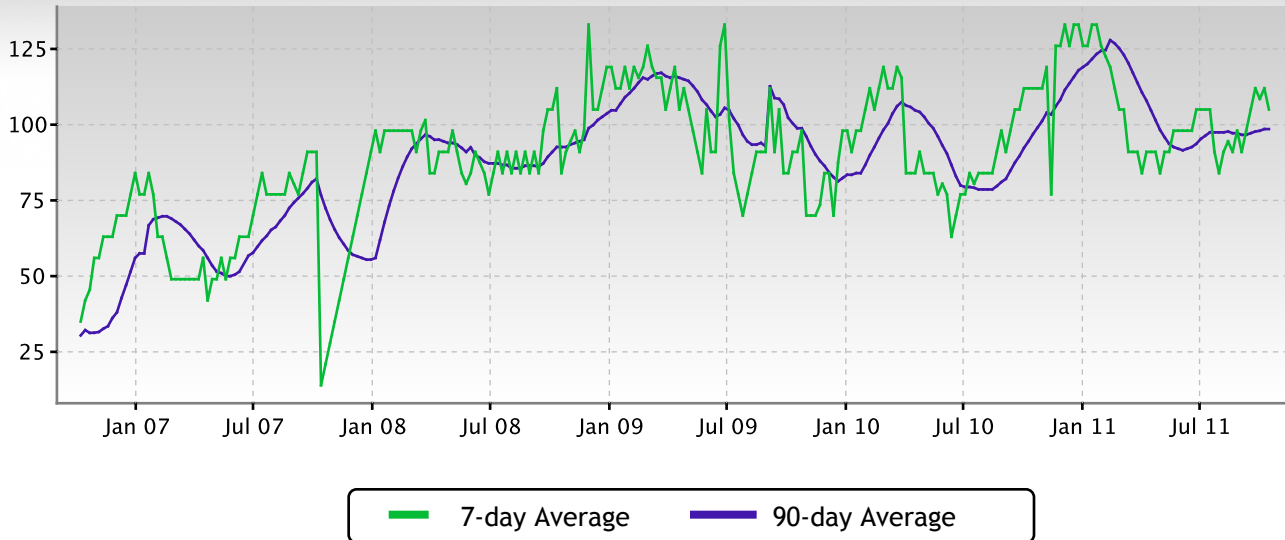


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

Days on Market

The properties have been on the market for an average of 159 days. Half of the listings have come newly on the market in the past 105 or so days.



Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.

