



HOME SOLD TEAM

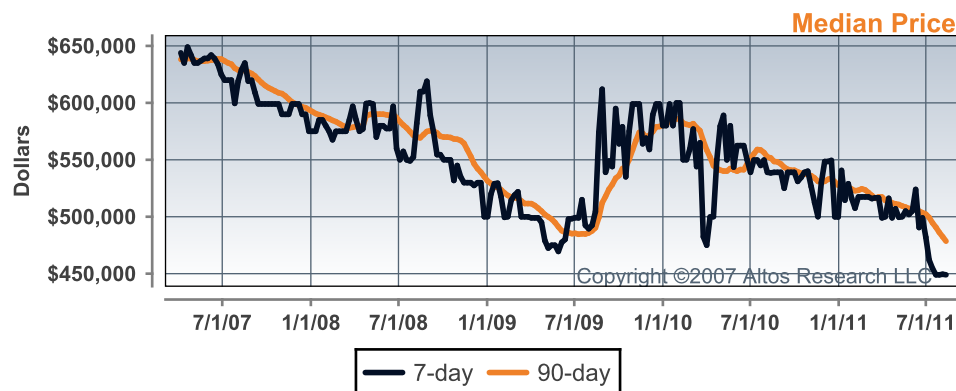
Adam Brett - Eric Urban **market update**

FULLERTON 92831

Sunday August 14, 2011

Real-Time Market Profile			Trend
Median List Price	\$ 449,000		← →
Asking Price per Square Foot	\$ 276		← →
Average Days on Market	140		↑ ↑
Percent of Properties with Price Decrease	34 %		
Percent Relisted (reset DOM)	6 %		
Percent Flip (price increased)	2 %		
Median House Size (sq ft)	1,772		
Median Lot Size	6,501 - 8,000 Sq. Feet		
Median Number of Bedrooms	3.2		
Median Number of Bathrooms	2.0		
Market Action Index*	Cold! Buyer's Market	16	↑ ↑

* 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	\$ 898,500	3,222	0.25 - 0.50 acre	4.0	4.0	36	20	1	1	182
2	\$ 575,000	2,170	6,501 - 8,000 sq ft	4.0	3.0	52	21	1	1	137
3	\$ 399,000	1,395	6,501 - 8,000 sq ft	3.0	2.0	56	21	4	2	114
4	\$ 324,900	1,350	6,501 - 8,000 sq ft	3.0	2.0	56	21	2	1	132

THIS WEEK

The median single family home price in FULLERTON 92831 this week is \$449,000.

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.

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.

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 16. 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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