

# 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**  
November 07, 2011

- Presented by Adam Brett - Eric Urban  
RE/MAX  
[www.HomeSoldTeam.com](http://www.HomeSoldTeam.com)  
714.496.8116 - 714.749.7427



## This Week

- The median list price in FULLERTON, CA this week is \$464,500. The 378 properties have been on the market for an average of 168 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

		Trend
Median List Price	\$ 464,500	↓↓
Average List Price	\$ 535,477	
Asking Price Per Square Foot	\$ 257	↔
Average Days on Market (DoM)	168	↔
Inventory of Properties Listed	378	↓↓
Most Expensive Listing	\$ 2,895,000	
Least Expensive Listing	\$ 45,000	
Average Age of Listing	45	
Percent of Properties with Price Decrease	46 %	
Percent Relisted (reset DOM)	14 %	
Percent Flip (price increased)	13 %	
Median House Size (sq ft)	1718	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	

### Altos Research Value Statistics

Market Action Index Strong Buyer's 18.7 ↑↑

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	\$ 799,000	3000	0.25 - 0.50 acre	4.0	3.0	33	94	5	89	163
Upper/Second	\$ 549,950	2079	6,501 - 8,000 sqft	4.0	2.0	39	94	13	124	160
Lower/Third	\$ 384,900	1471	6,501 - 8,000 sqft	3.0	2.0	56	95	8	99	153
Bottom/Fourth	\$ 290,000	1218	4,501 - 6,500 sqft	3.0	1.0	57	95	5	104	196

Most expensive 25% of properties

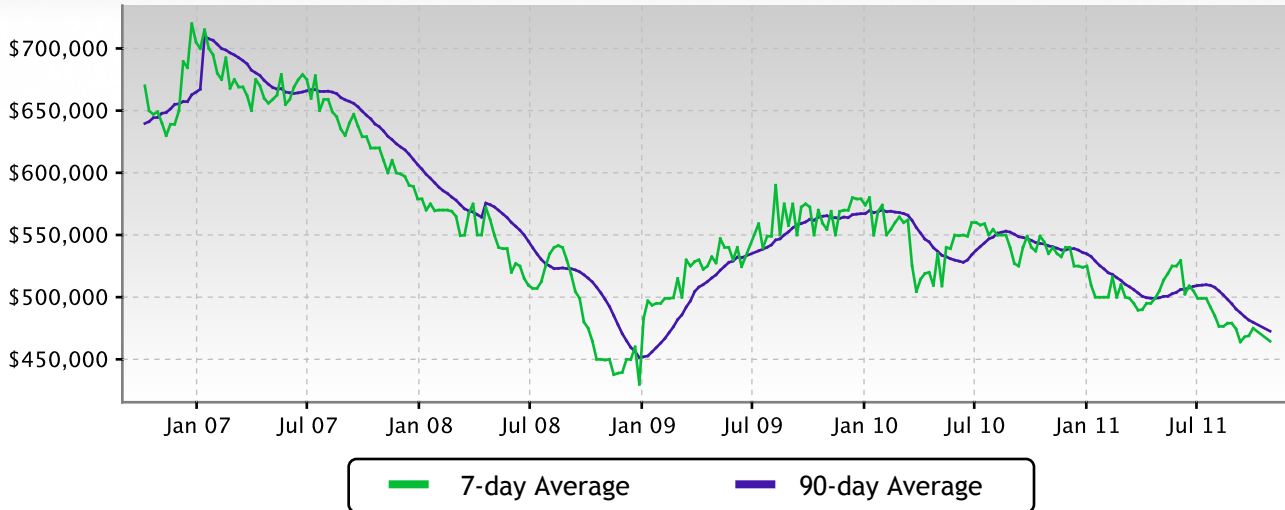
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

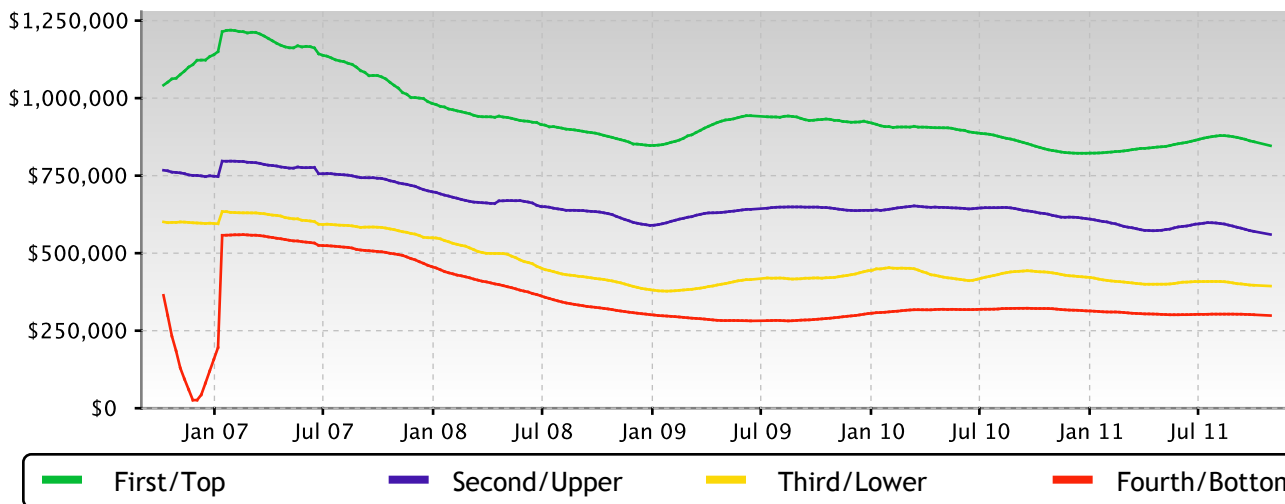
## Median Price

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



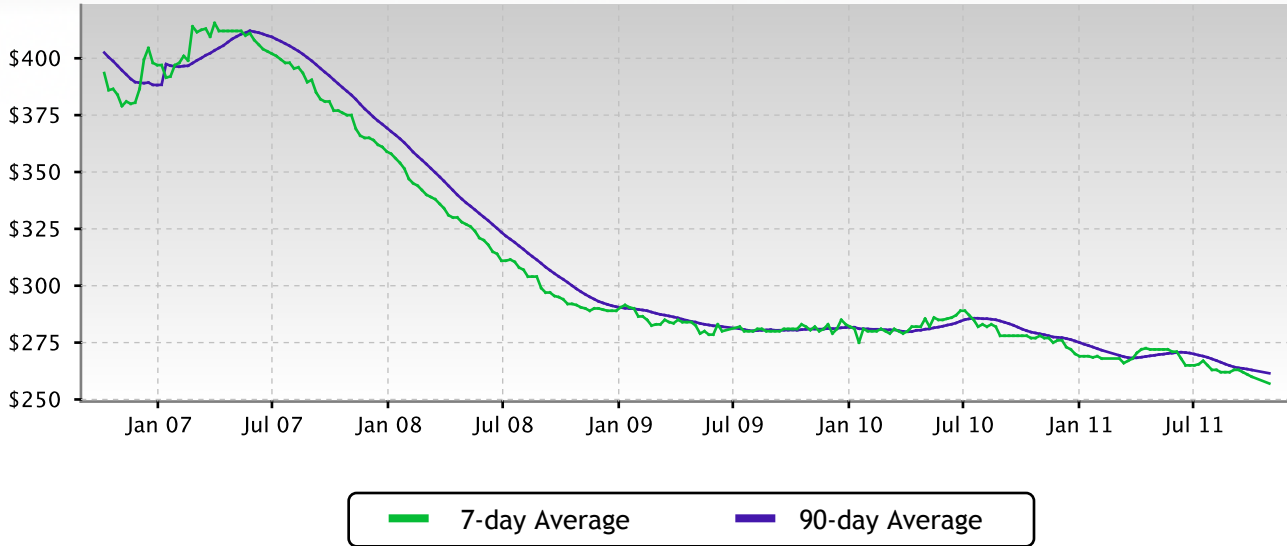
## Quartile Prices

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.



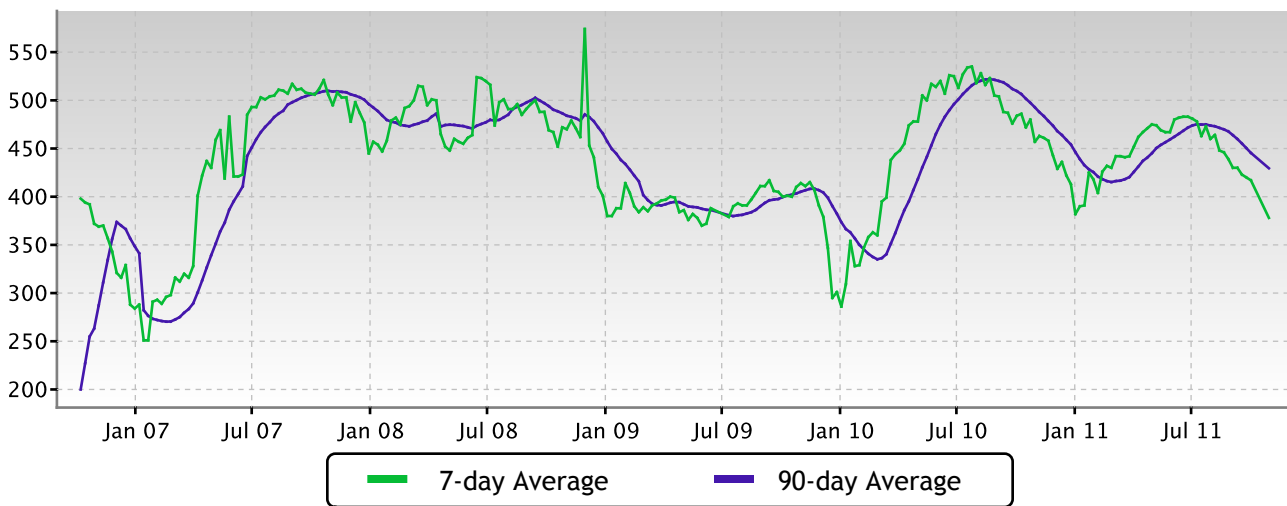
# Price per Square Foot

Despite recently falling prices, the price per square foot has stayed reasonably flat. This implies that there's a portion of the market being priced at a premium. You can investigate this condition in the quartile details.



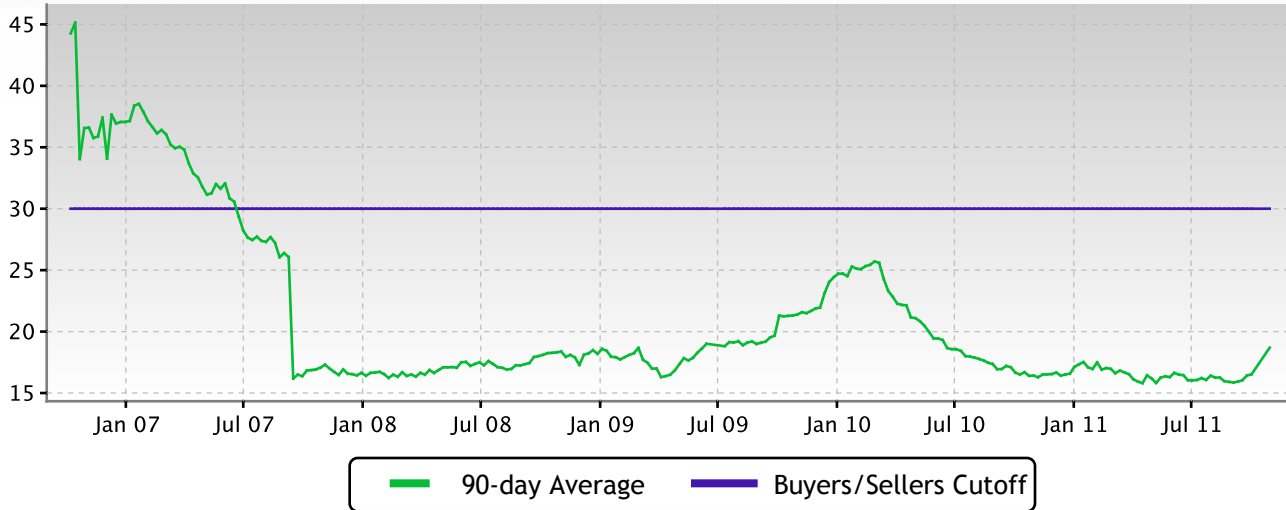
# Inventory of Properties Listed for Sale

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.



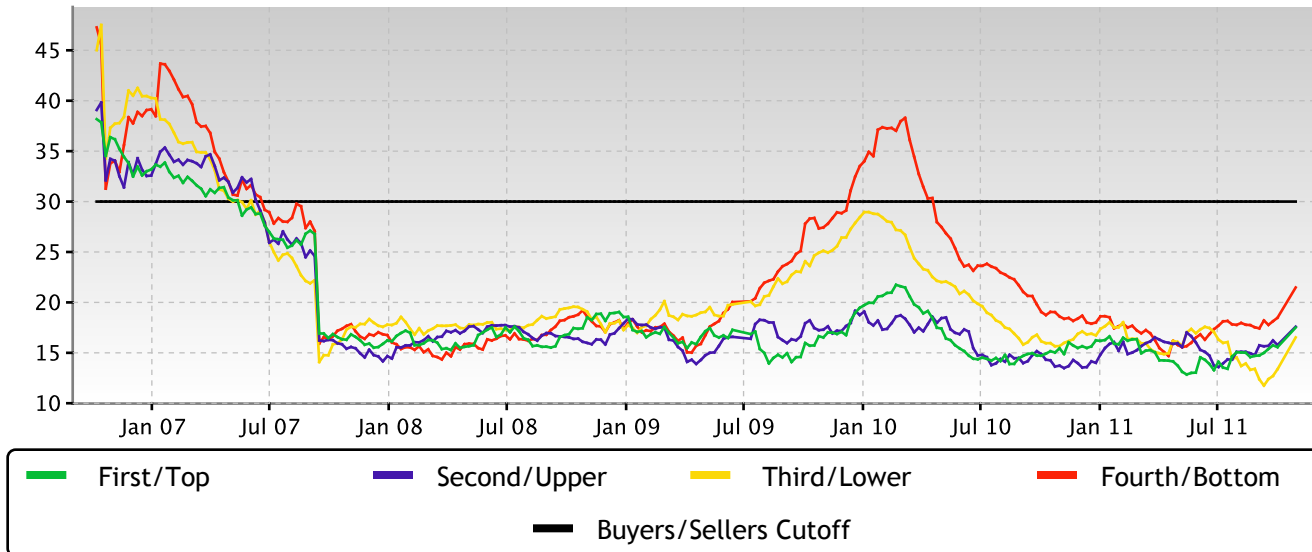
## Market Action Index

The FULLERTON market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 18.69. 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.

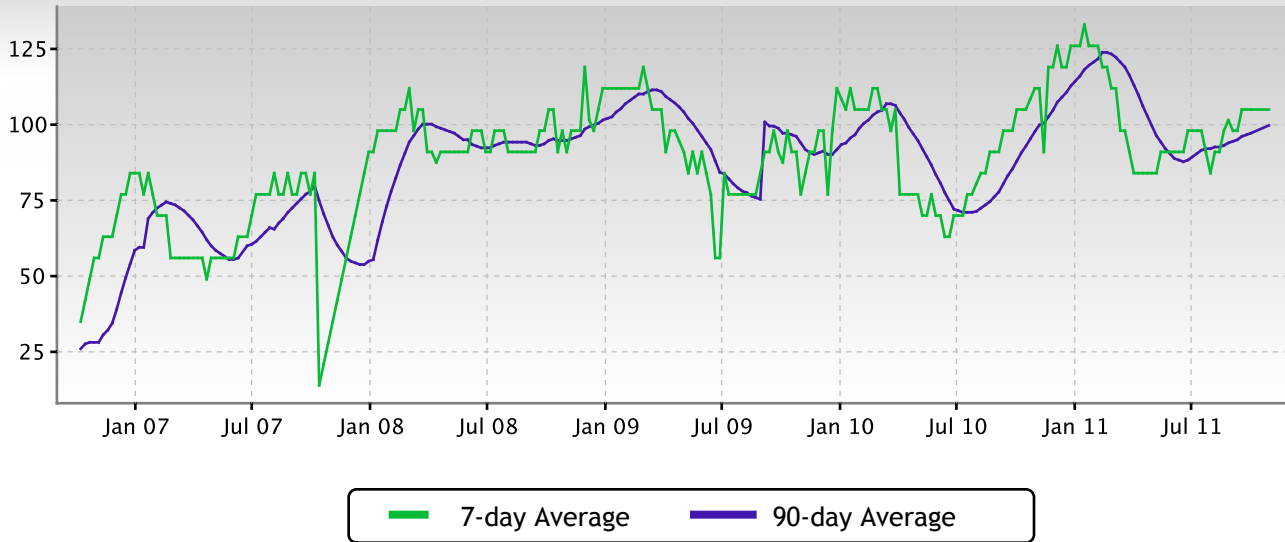


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

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.

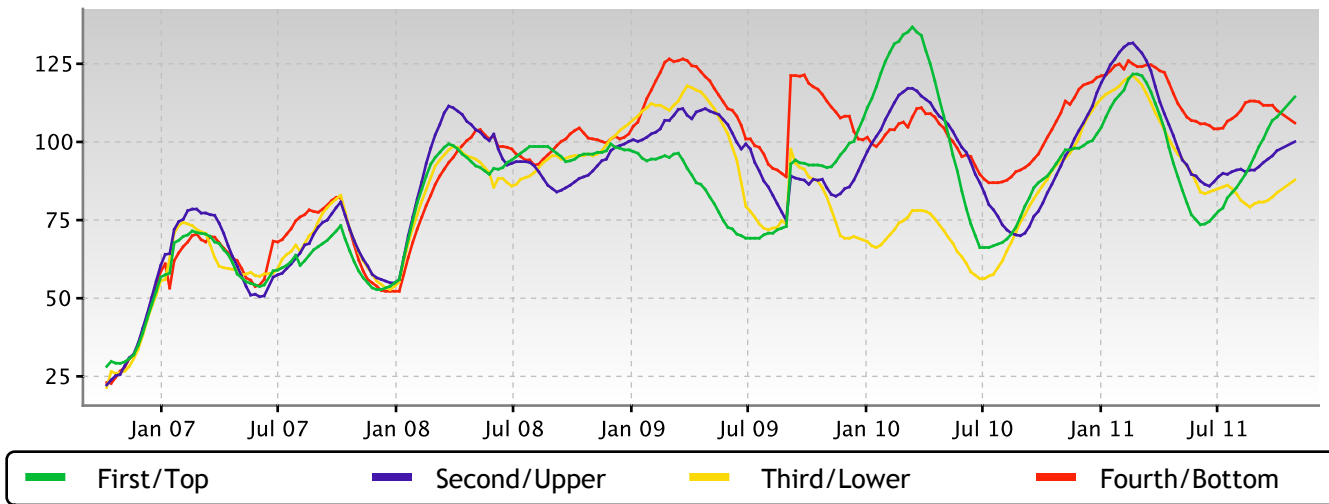
## Days on Market

The properties have been on the market for an average of 168 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.



## This Week

- The median list price in FULLERTON, CA 92831 this week is \$477,450. The 56 properties have been on the market for an average of 141 days.

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 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

		Trend
Median List Price	\$ 477,450	↑↑
Average List Price	\$ 558,603	
Asking Price Per Square Foot	\$ 274	↑↑
Average Days on Market (DoM)	141	↑↑
Inventory of Properties Listed	56	↓↓
Most Expensive Listing	\$ 2,895,000	
Least Expensive Listing	\$ 169,000	
Average Age of Listing	48	
Percent of Properties with Price Decrease	45 %	
Percent Relisted (reset DOM)	14 %	
Percent Flip (price increased)	7 %	
Median House Size (sq ft)	1632	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	

### Altos Research Value Statistics

Market Action Index	Strong Buyer's	19.0	↑↑
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	\$ 739,000	2818	0.25 - 0.50 acre	4.0	2.5	36	14	0	14	273
Upper/Second	\$ 544,375	2076	8,001 - 10,000 sqft	4.0	2.0	51	14	1	21	82
Lower/Third	\$ 391,500	1448	6,501 - 8,000 sqft	3.0	1.0	56	14	0	16	97
Bottom/Fourth	\$ 335,000	1325	4,501 - 6,500 sqft	3.0	2.0	56	14	0	22	112

Most expensive 25% of properties

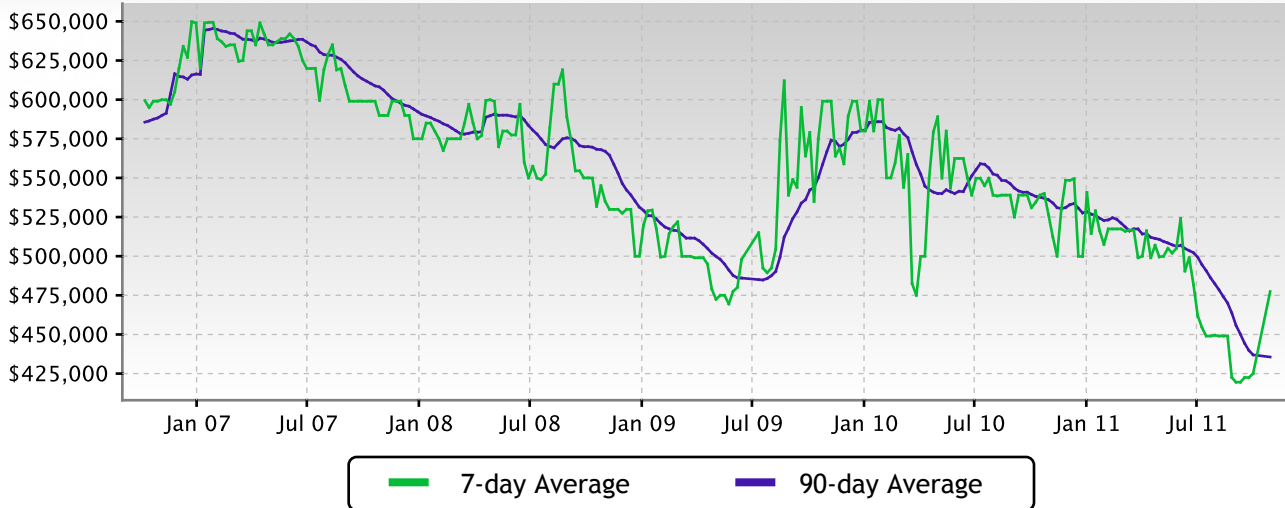
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

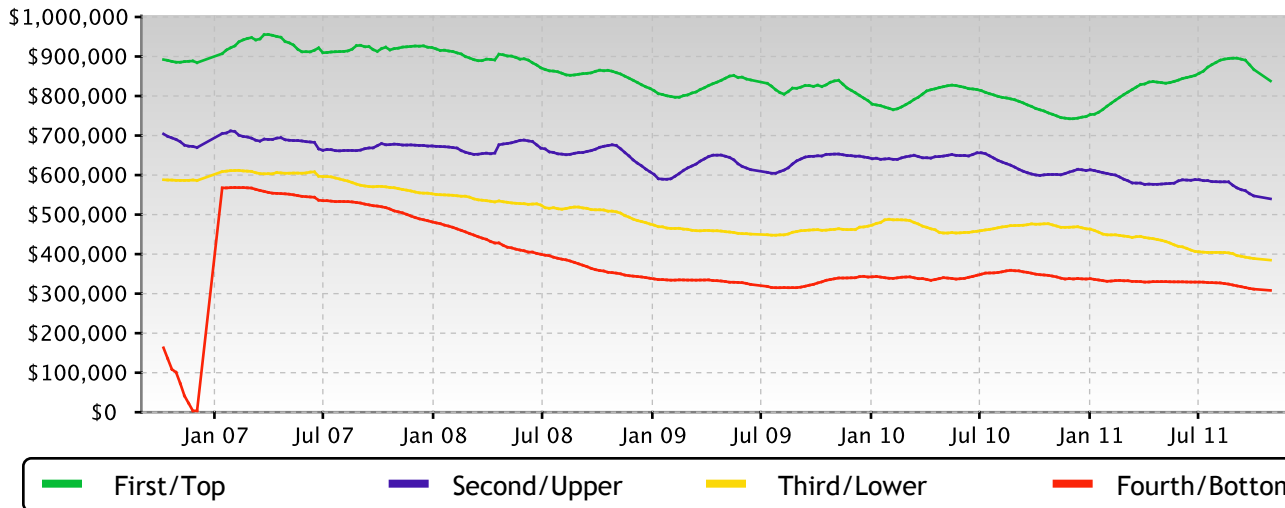
## Median Price

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

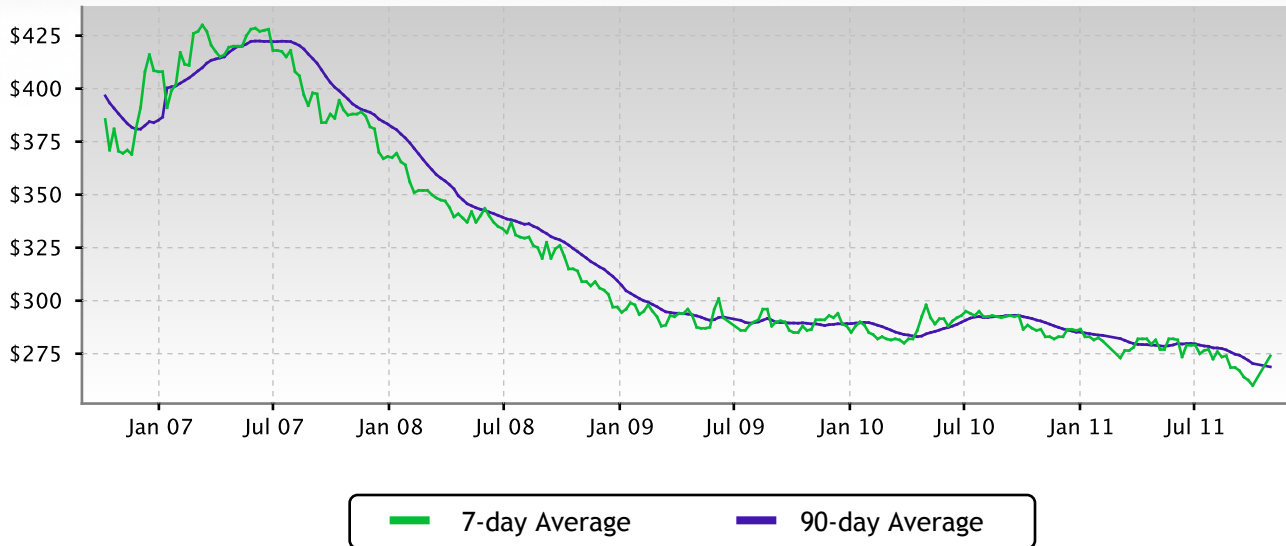
In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.





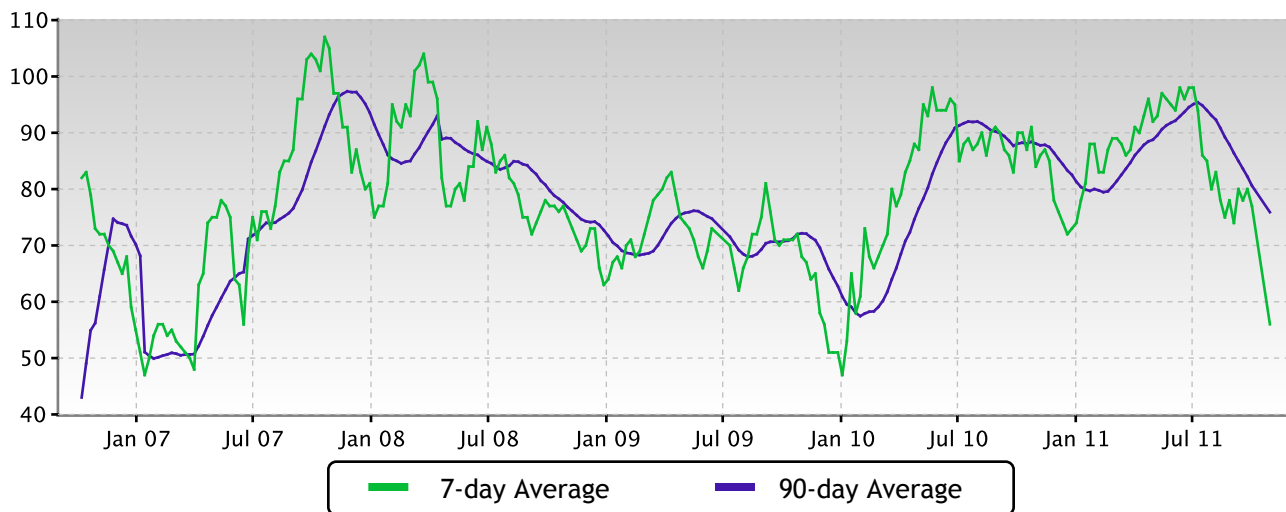
## Price per Square Foot

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.



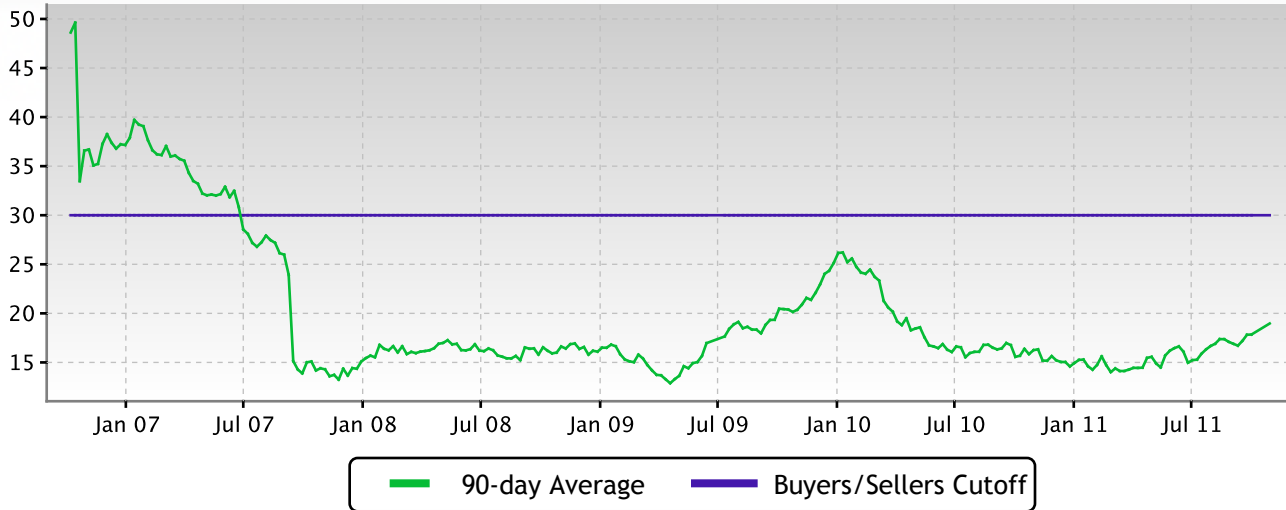
## Inventory of Properties Listed for Sale

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.



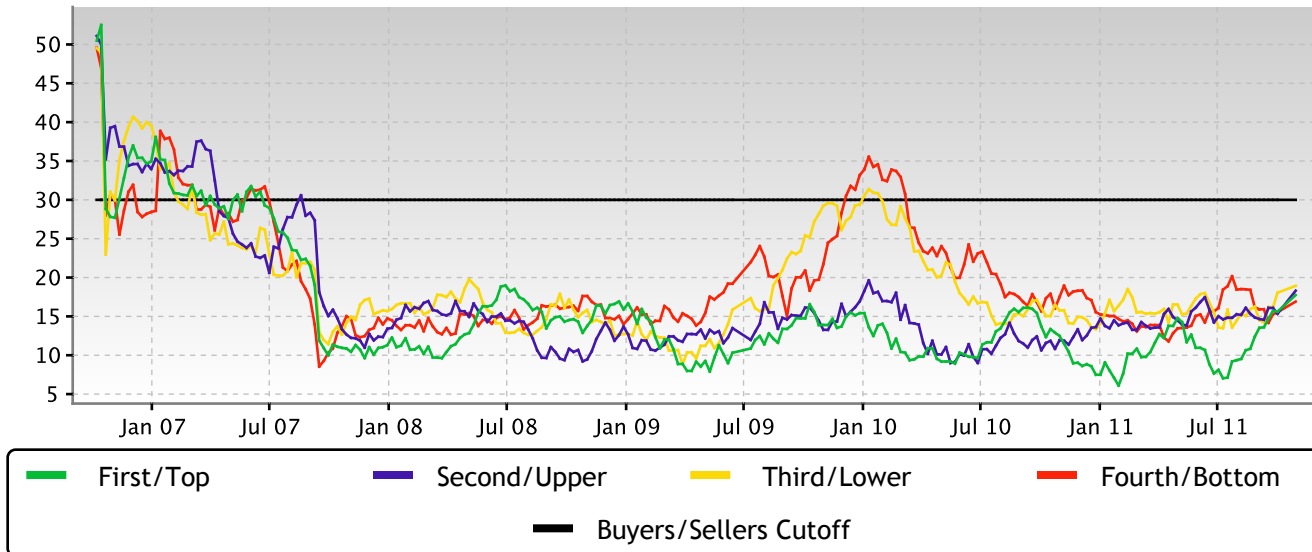
## Market Action Index

The FULLERTON, 92831 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 18.97. 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.

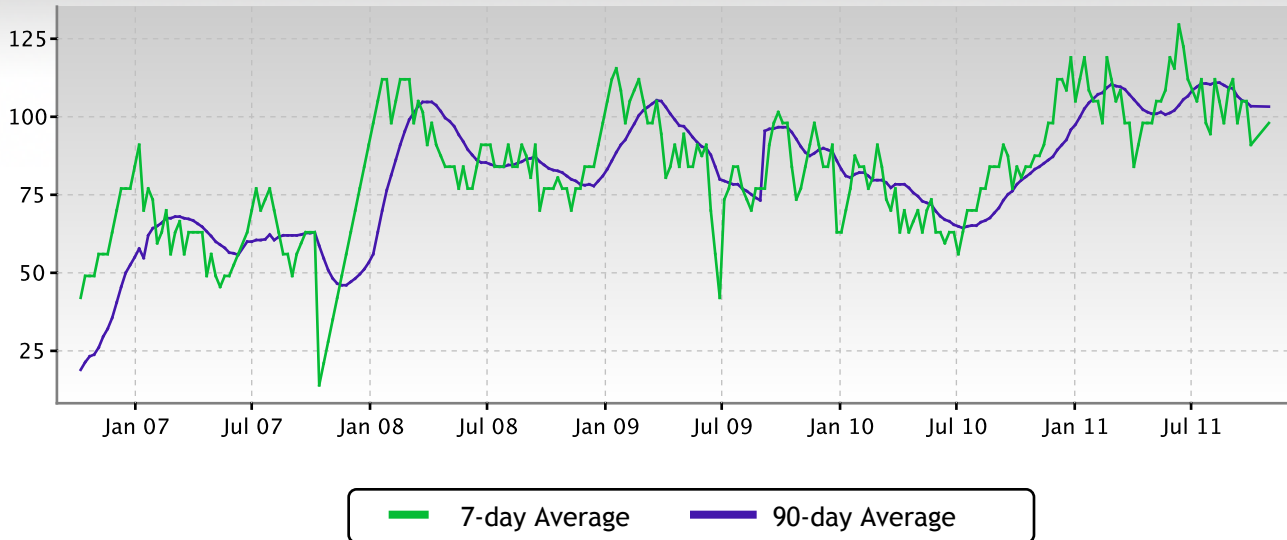


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

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.

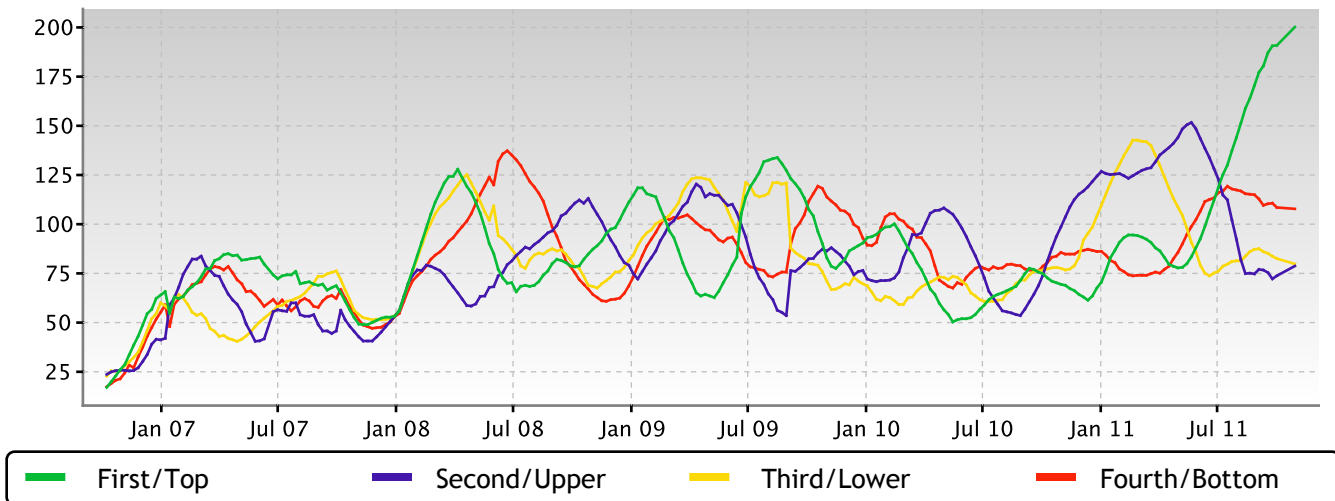
## Days on Market

The properties have been on the market for an average of 141 days. Half of the listings have come newly on the market in the past 98 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.



## This Week

- The median list price in FULLERTON, CA 92832 this week is \$359,900. The 49 properties have been on the market for an average of 126 days.

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 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

		Trend
Median List Price	\$ 359,900	↔
Average List Price	\$ 411,144	
Asking Price Per Square Foot	\$ 256	↑↑
Average Days on Market (DoM)	126	↑↑
Inventory of Properties Listed	49	↓↓
Most Expensive Listing	\$ 875,000	
Least Expensive Listing	\$ 219,000	
Average Age of Listing	55	
Percent of Properties with Price Decrease	43 %	
Percent Relisted (reset DOM)	14 %	
Percent Flip (price increased)	14 %	
Median House Size (sq ft)	1450	
Median Lot Size	4,501 - 6,500 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	1.5	

### Altos Research Value Statistics

Market Action Index	Strong Buyer's	18.2	↑↑
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	\$ 550,000	2100	6,501 - 8,000 sqft	3.0	1.5	66	12	1	16	107
Upper/Second	\$ 397,000	1508	4,501 - 6,500 sqft	3.0	2.0	56	12	2	15	96
Lower/Third	\$ 348,585	1471	4,501 - 6,500 sqft	3.0	1.5	57	12	0	15	153
Bottom/Fourth	\$ 299,000	1268	4,501 - 6,500 sqft	3.0	1.5	56	13	2	18	148

Most expensive 25% of properties

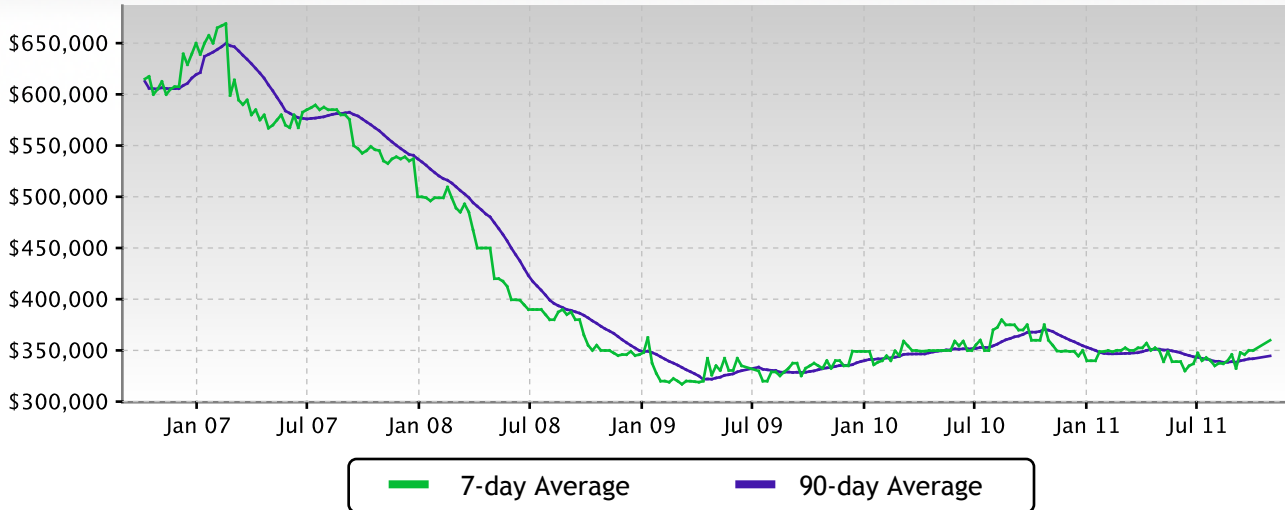
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

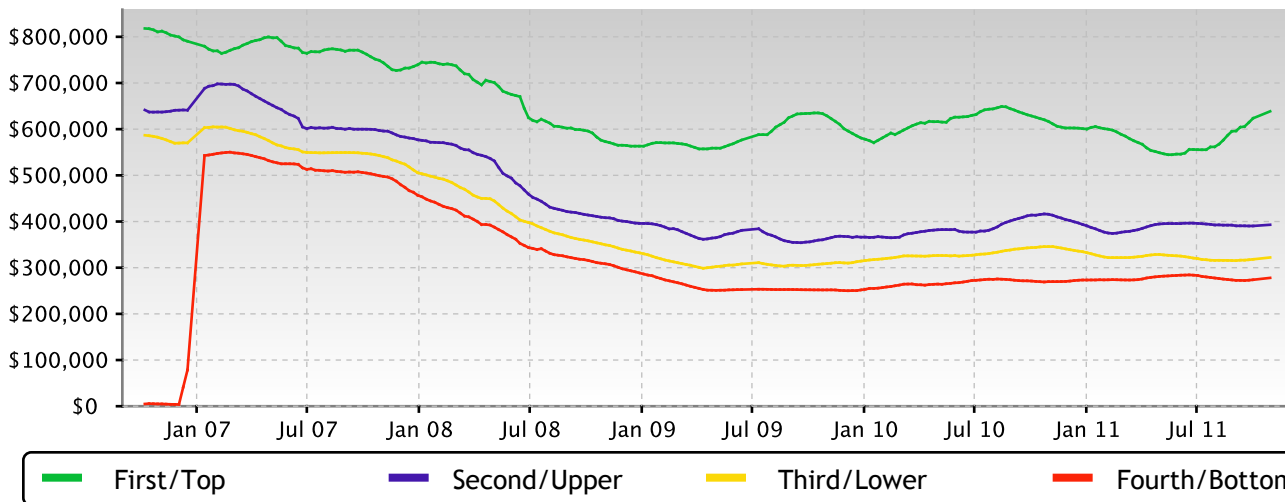
## Median Price

We continue to see prices in this zip code hovering around these current levels, even though they bumped up a bit this week. Look for a persistent up-shift in the Market Action Index before we see prices move significantly from here.



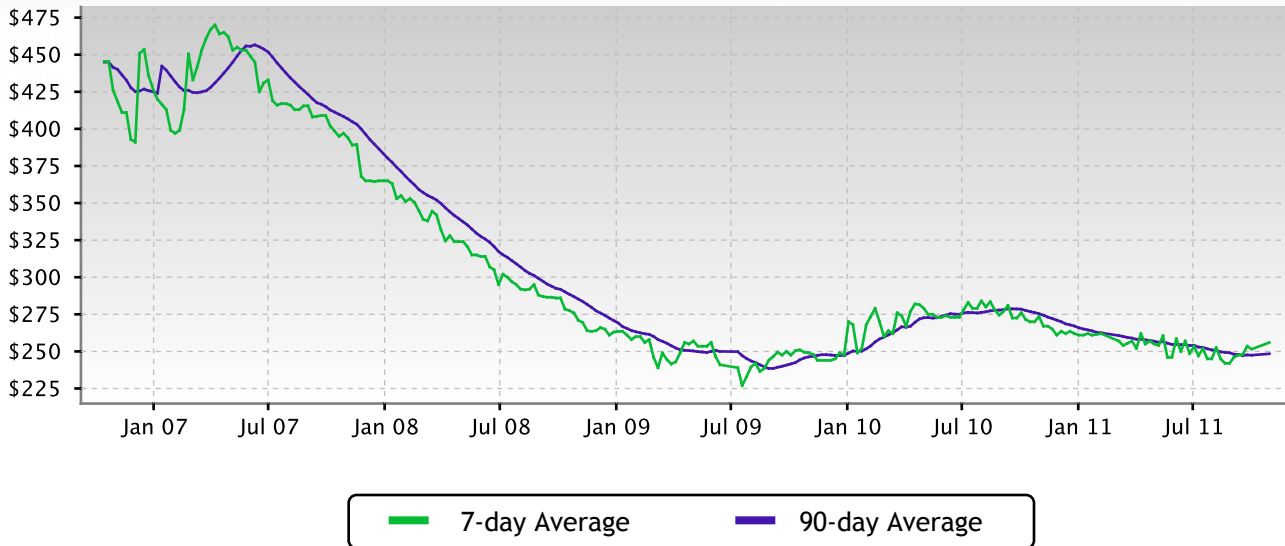
## Quartile Prices

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.



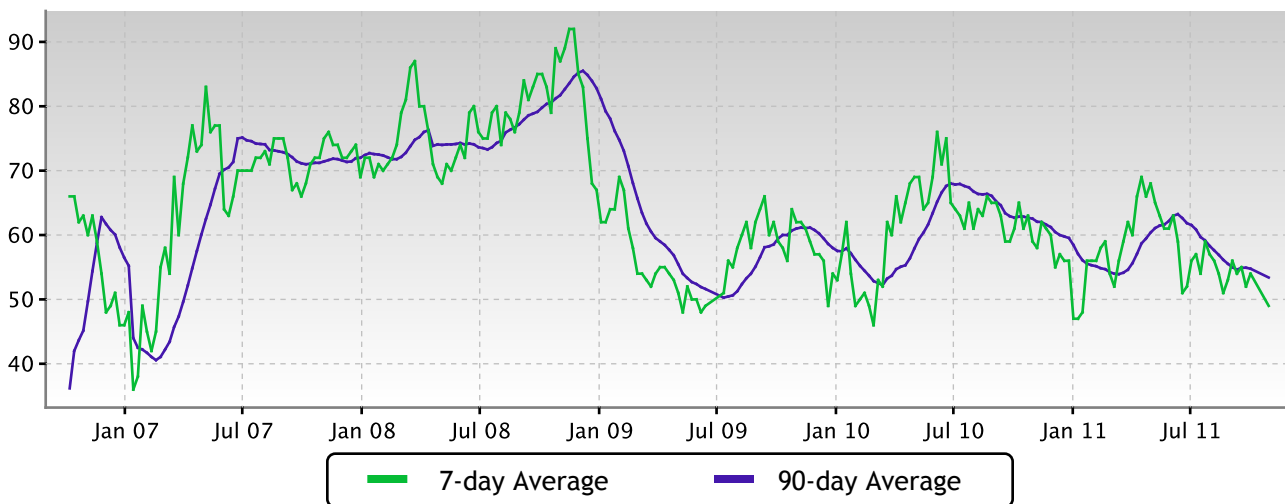
## Price per Square Foot

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.



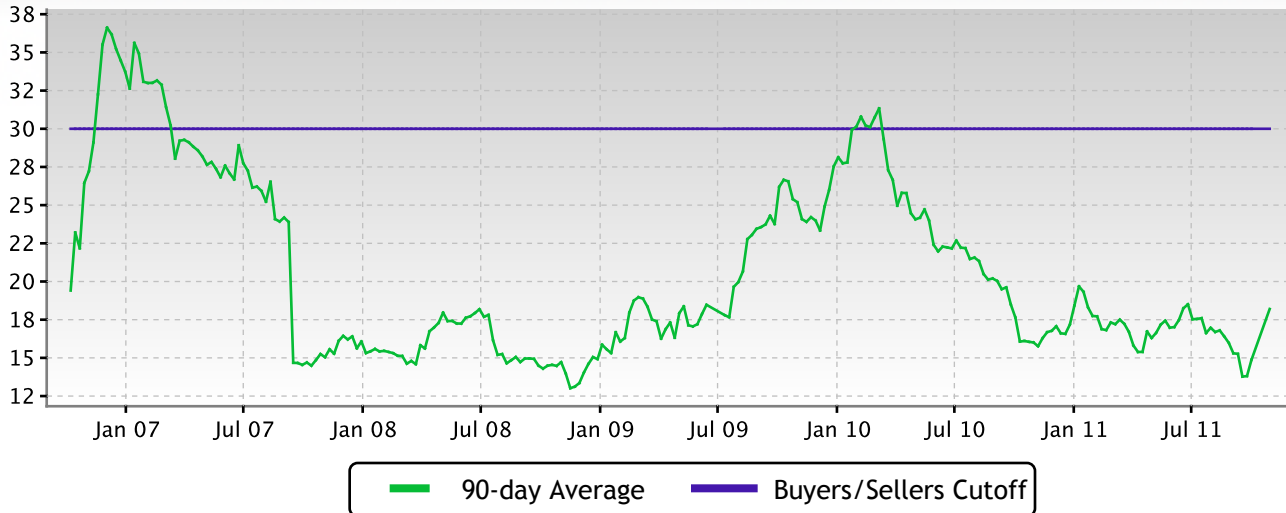
## Inventory of Properties Listed for Sale

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.



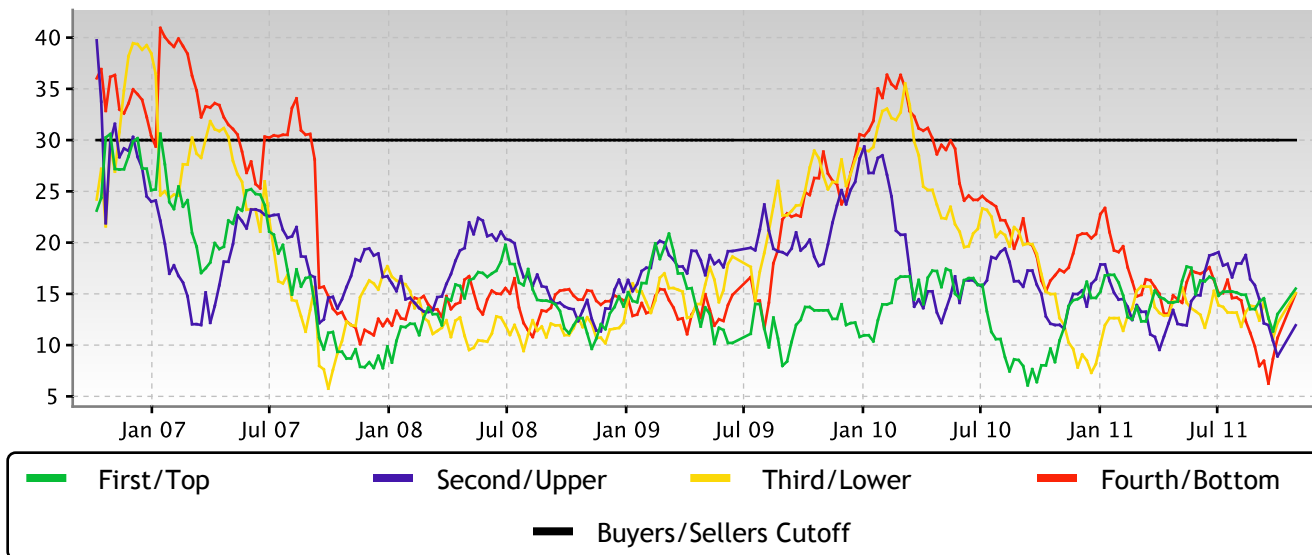
## Market Action Index

The FULLERTON, 92832 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 18.20. 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.

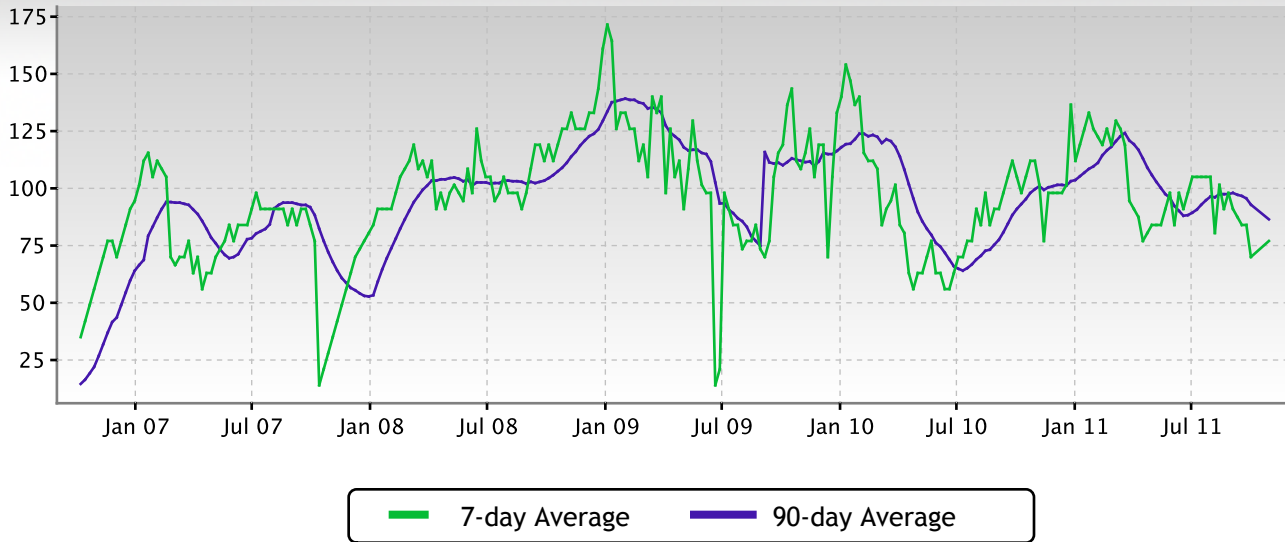


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

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.

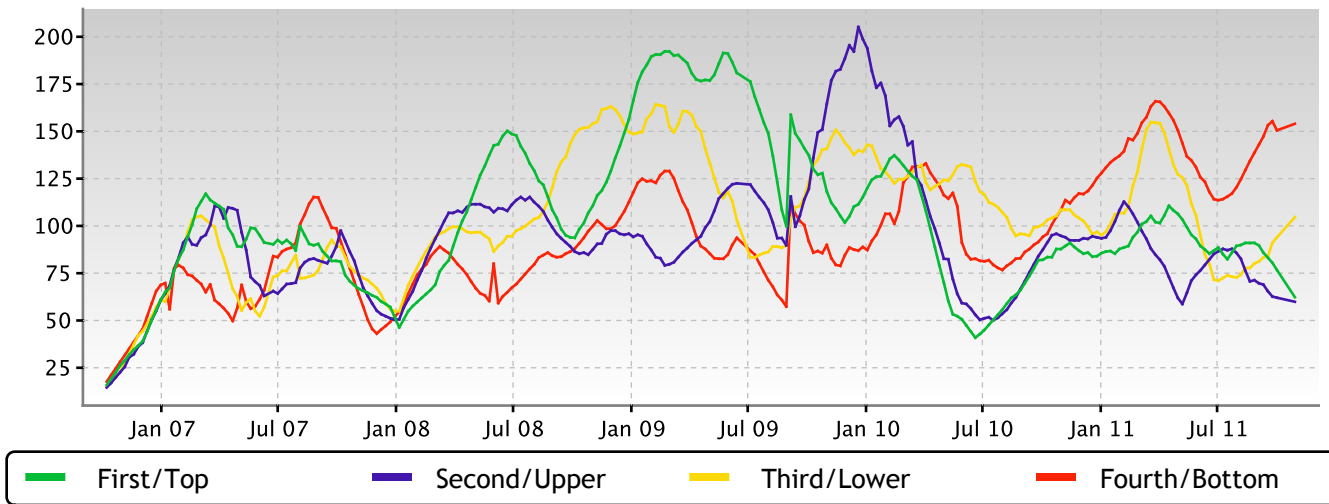
## Days on Market

The properties have been on the market for an average of 126 days. Half of the listings have come newly on the market in the past 77 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  
92835

## This Week

- The median list price in FULLERTON, CA 92835 this week is \$635,000. The 103 properties have been on the market for an average of 205 days.

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 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

		Trend
Median List Price	\$ 635,000	↓↓
Average List Price	\$ 672,174	
Asking Price Per Square Foot	\$ 262	↓↓
Average Days on Market (DoM)	205	↑↑
Inventory of Properties Listed	103	↓↓
Most Expensive Listing	\$ 2,790,000	
Least Expensive Listing	\$ 184,900	
Average Age of Listing	37	
Percent of Properties with Price Decrease	54 %	
Percent Relisted (reset DOM)	18 %	
Percent Flip (price increased)	13 %	
Median House Size (sq ft)	2164	
Median Lot Size	8,001 - 10,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	2.0	

### Altos Research Value Statistics

Market Action Index Strong Buyer's 16.5 ↑↑

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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	\$ 959,000	3439	0.25 - 0.50 acre	4.0	3.5	18	25	0	14	168
Upper/Second	\$ 699,444	2529	0.25 - 0.50 acre	4.0	2.5	43	26	2	22	143
Lower/Third	\$ 529,000	1987	6,501 - 8,000 sqft	3.0	2.0	47	26	6	24	143
Bottom/Fourth	\$ 389,361	1548	6,501 - 8,000 sqft	3.0	2.0	38	26	1	23	365

Most expensive 25% of properties

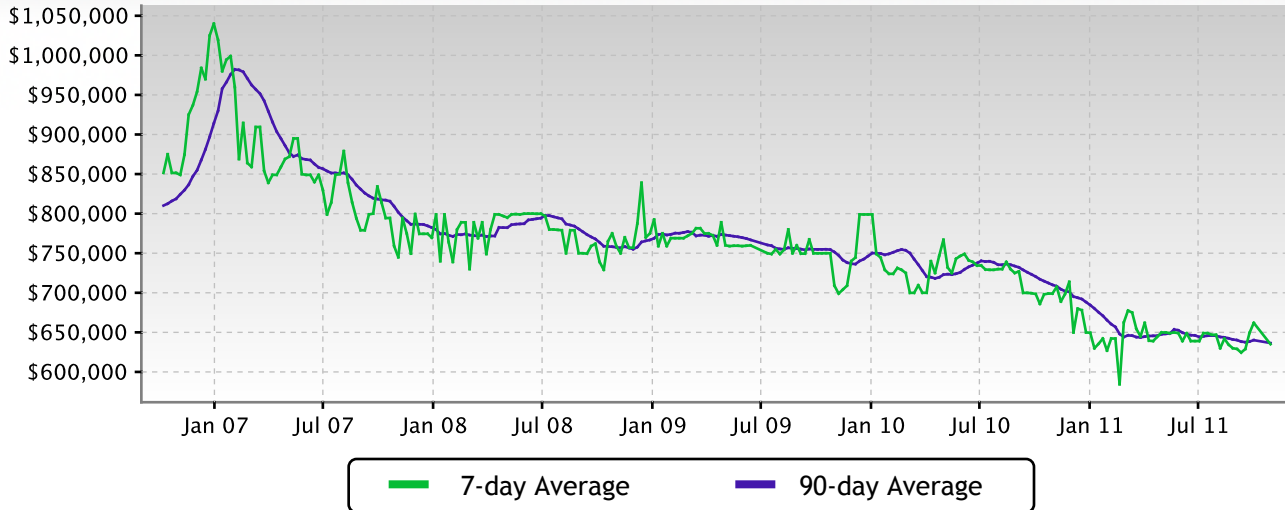
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

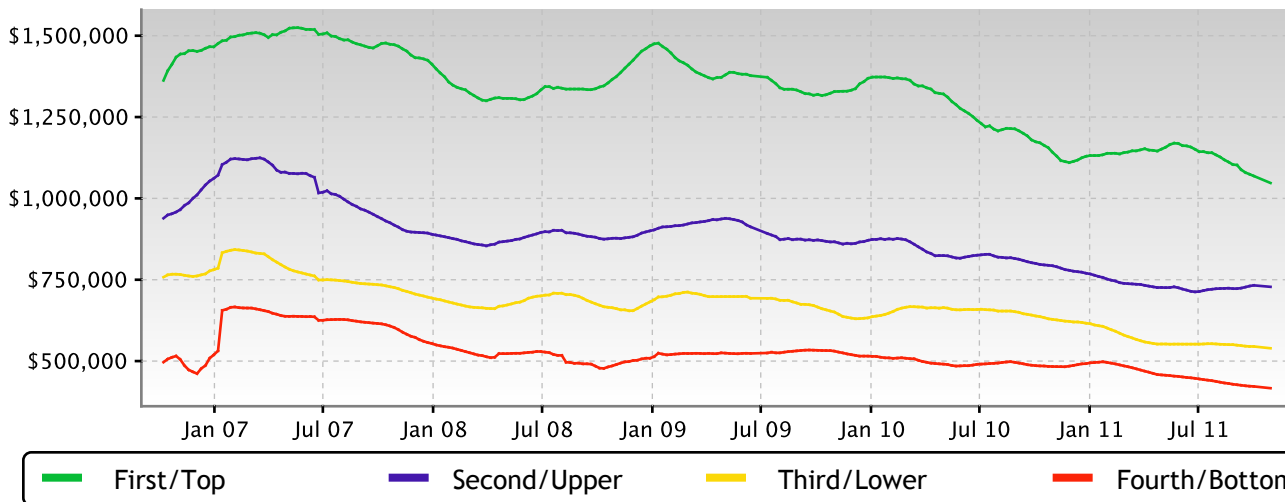
## Median Price

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.



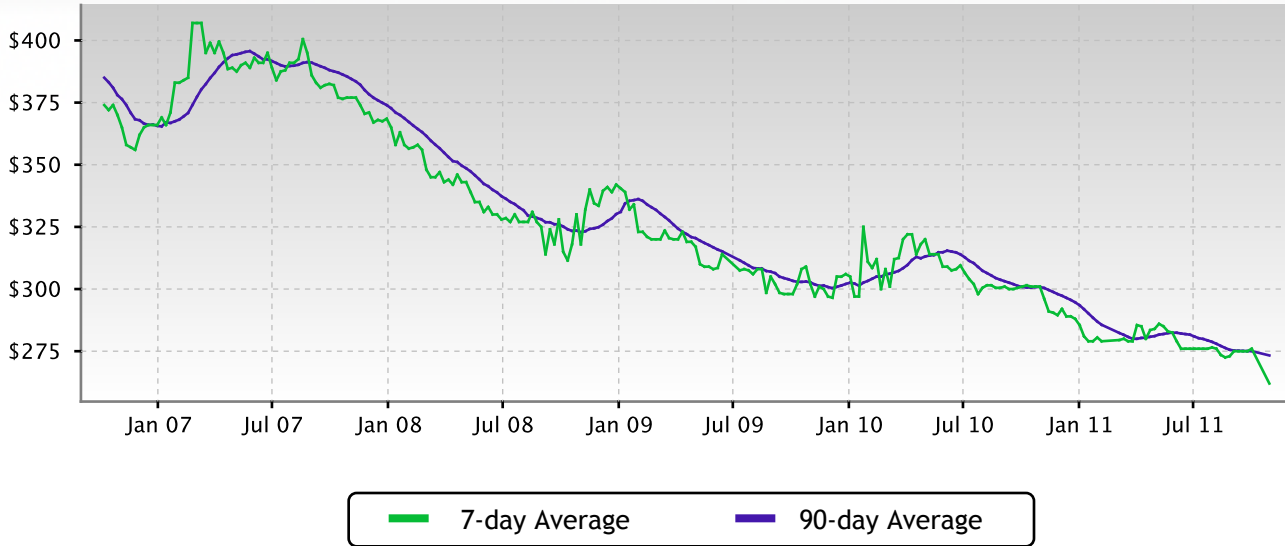
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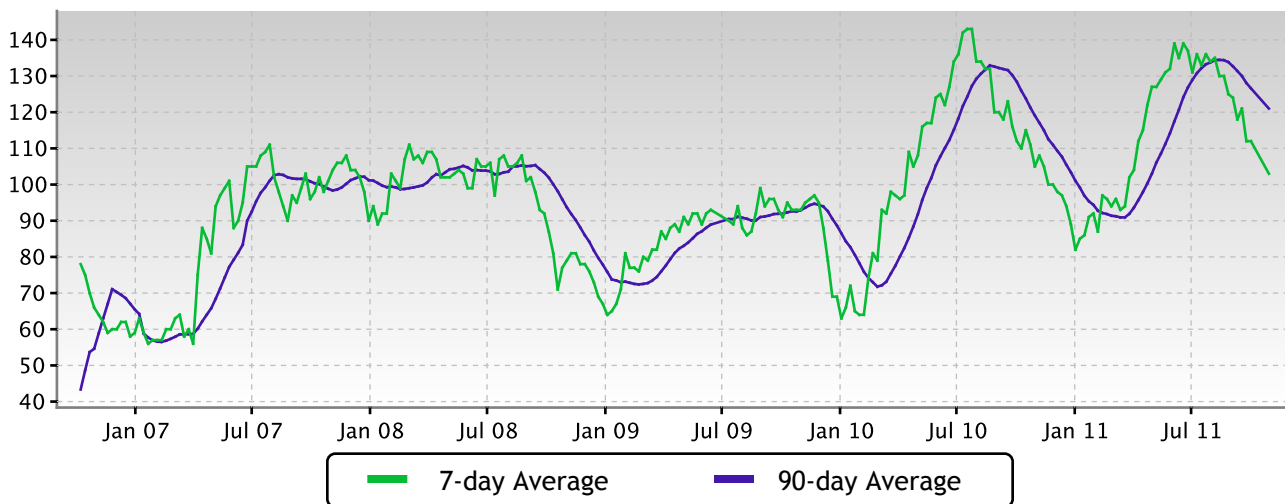
## Price per Square Foot

The market's downward trends are shared across both price and value. People are recently placing less value on homes (you can see the recent declines in price per square foot as evidence.) Look for significant changes in the Market Action Index as a precursor to price and value changes, possibly as inflection points for good investment opportunities.



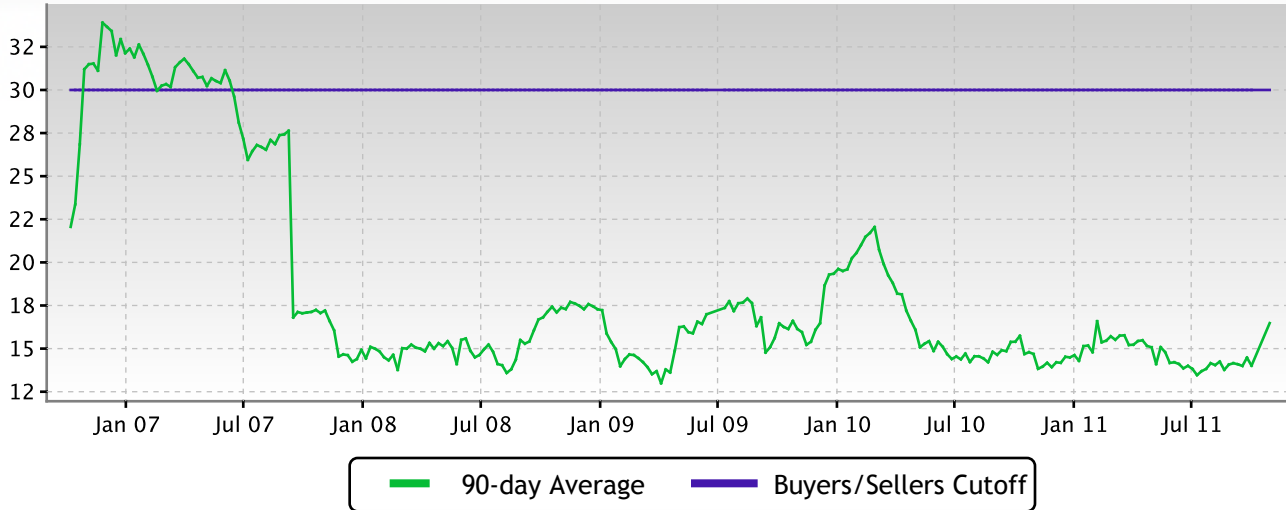
## Inventory of Properties Listed for Sale

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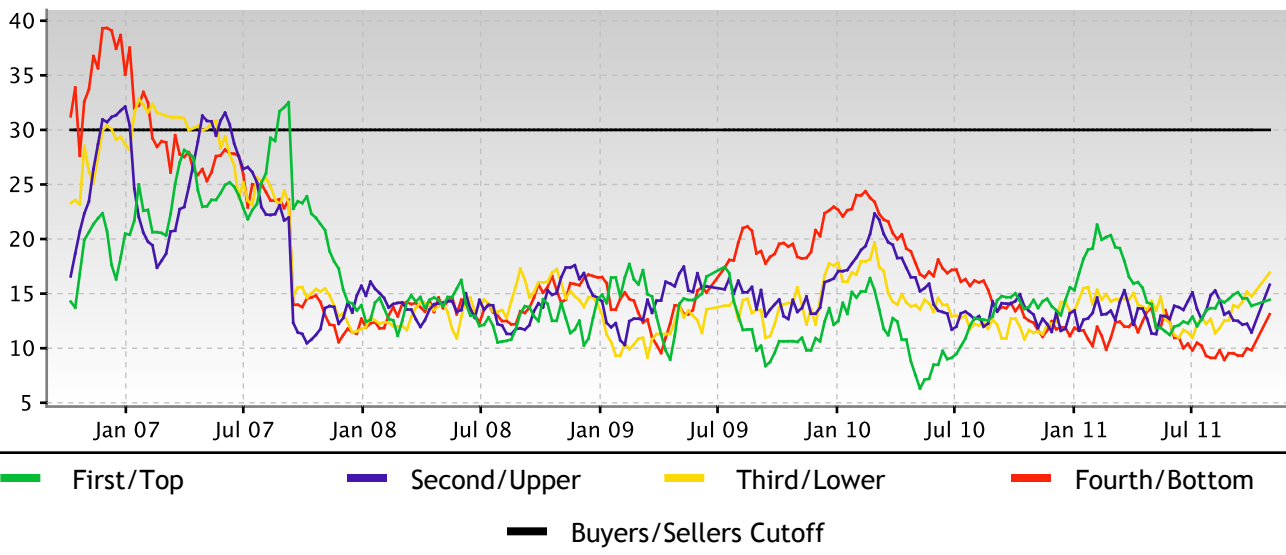
## Market Action Index

The FULLERTON, 92835 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 16.48. 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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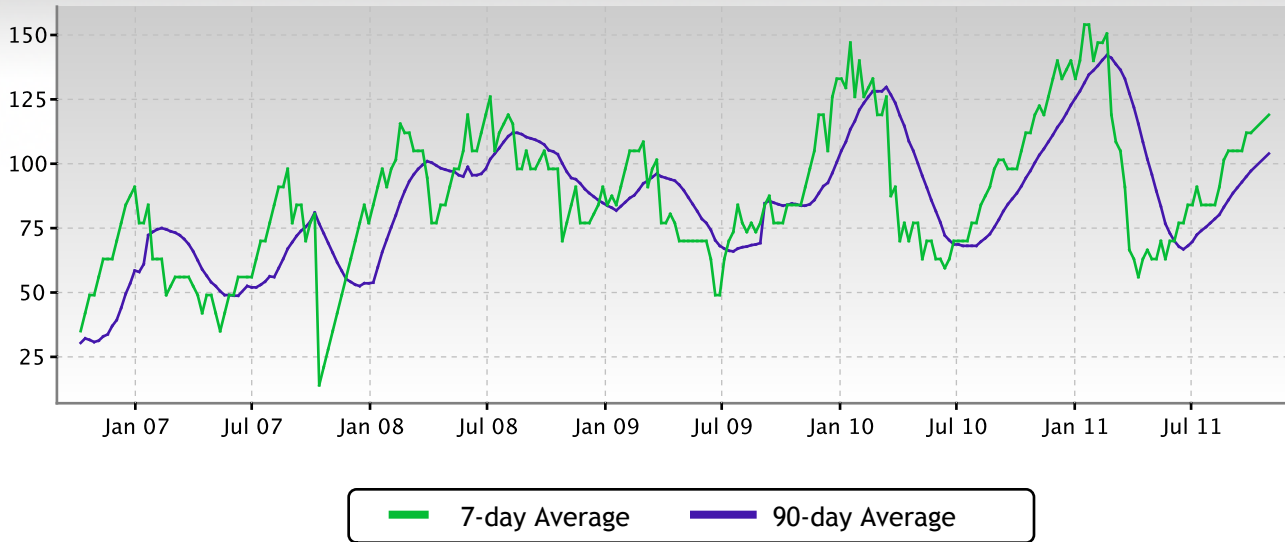


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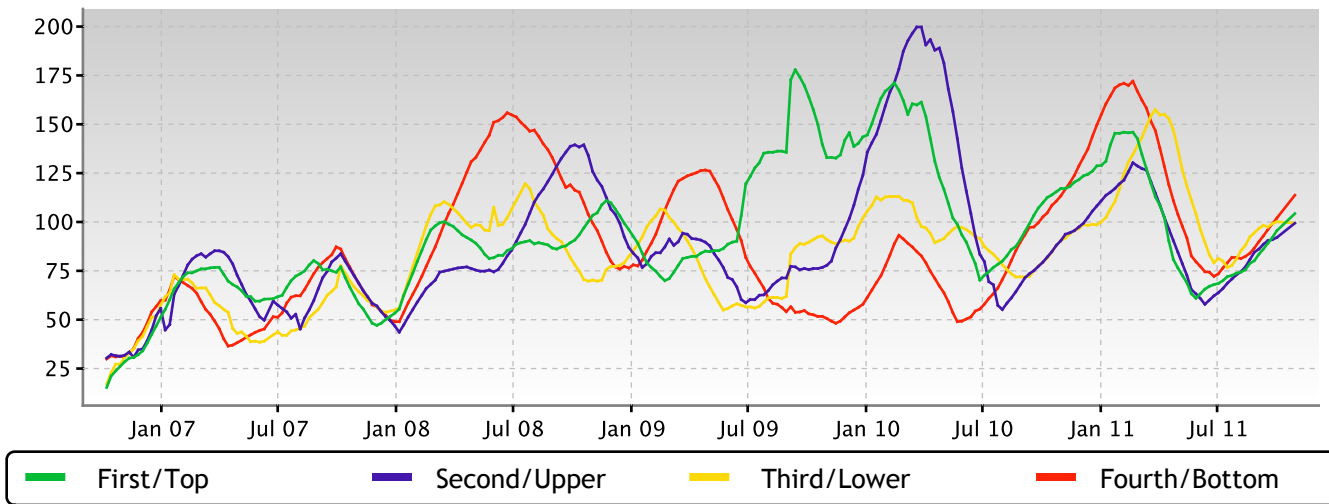
## Days on Market

The properties have been on the market for an average of 205 days. Half of the listings have come newly on the market in the past 119 or so days.



## Days on Market per Quartile

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SINGLE FAMILY HOMES IN

FULLERTON, CA  
92833

## This Week

- The median list price in FULLERTON, CA 92833 this week is \$399,450. The 170 properties have been on the market for an average of 166 days.

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 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

		Trend
Median List Price	\$ 399,450	↔
Average List Price	\$ 480,874	
Asking Price Per Square Foot	\$ 248	↓↓
Average Days on Market (DoM)	166	↑↑
Inventory of Properties Listed	170	↓↓
Most Expensive Listing	\$ 2,225,000	
Least Expensive Listing	\$ 45,000	
Average Age of Listing	46	
Percent of Properties with Price Decrease	42 %	
Percent Relisted (reset DOM)	12 %	
Percent Flip (price increased)	15 %	
Median House Size (sq ft)	1655	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	

### Altos Research Value Statistics

Market Action Index	Strong Buyer's	19.4	↑↑
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	\$ 714,450	2950	8,001 - 10,000 sqft	4.0	3.0	30	42	5	49	166
Upper/Second	\$ 519,000	1957	6,501 - 8,000 sqft	4.0	2.0	37	42	5	64	185
Lower/Third	\$ 349,000	1397	6,501 - 8,000 sqft	3.0	1.0	56	43	3	45	153
Bottom/Fourth	\$ 270,000	1187	4,501 - 6,500 sqft	3.0	1.0	58	43	3	43	163

Most expensive 25% of properties

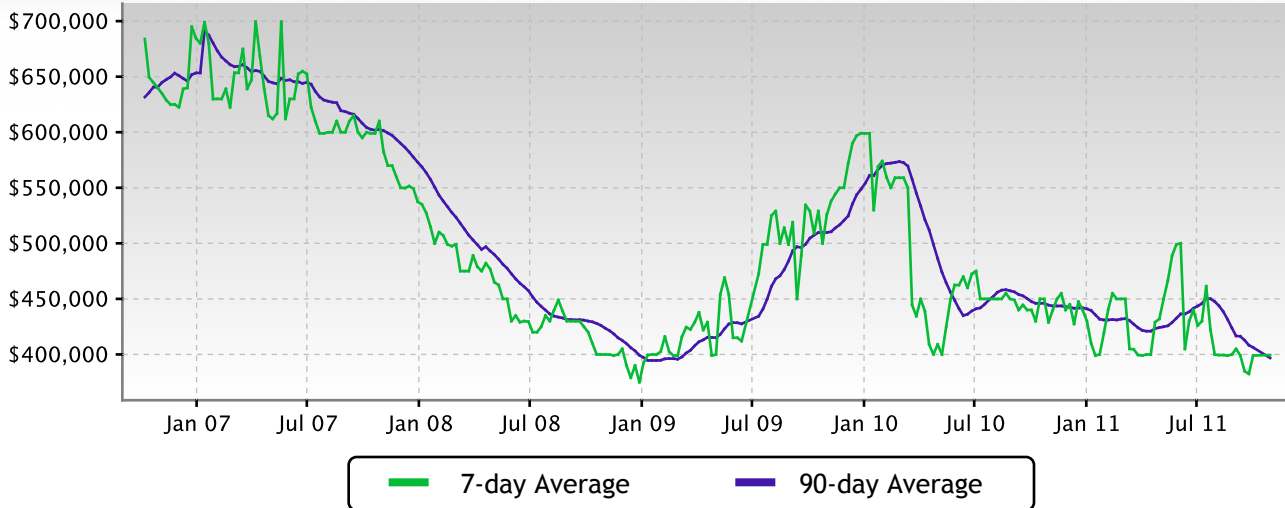
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

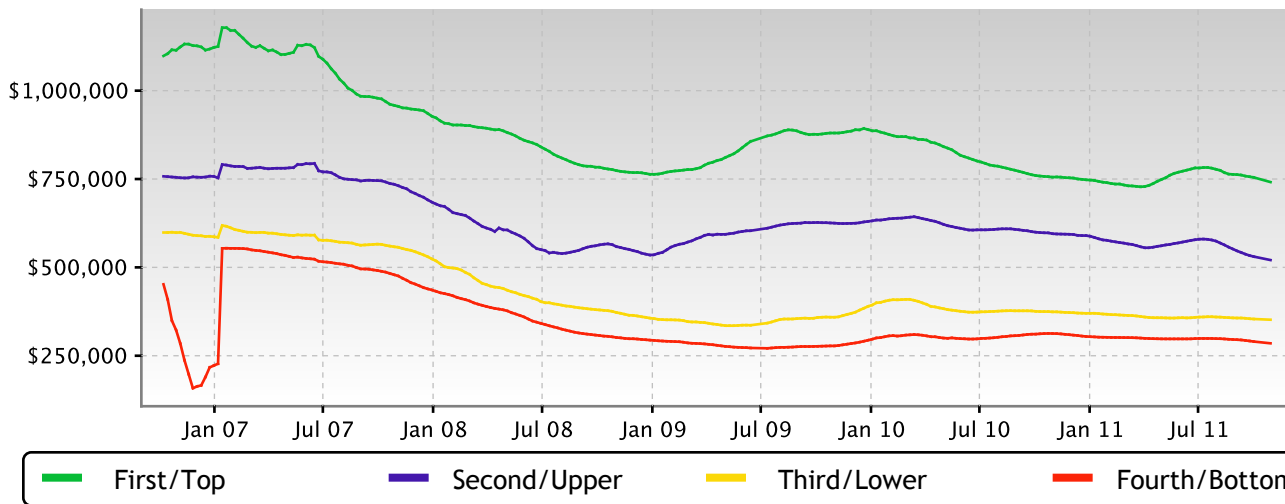
## Median Price

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.



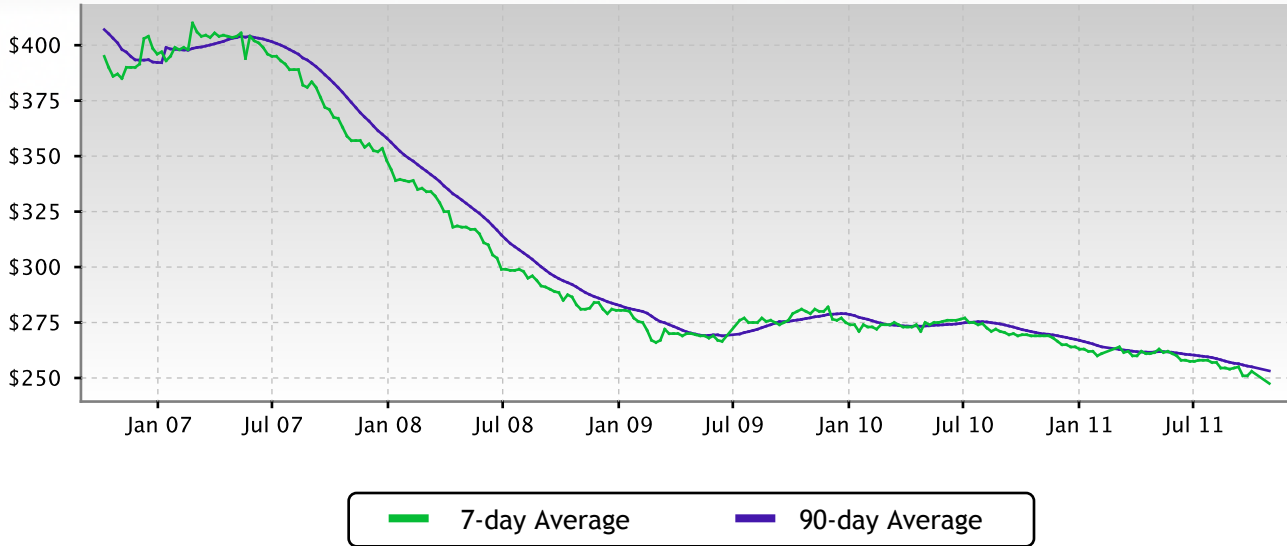
## Quartile Prices

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.



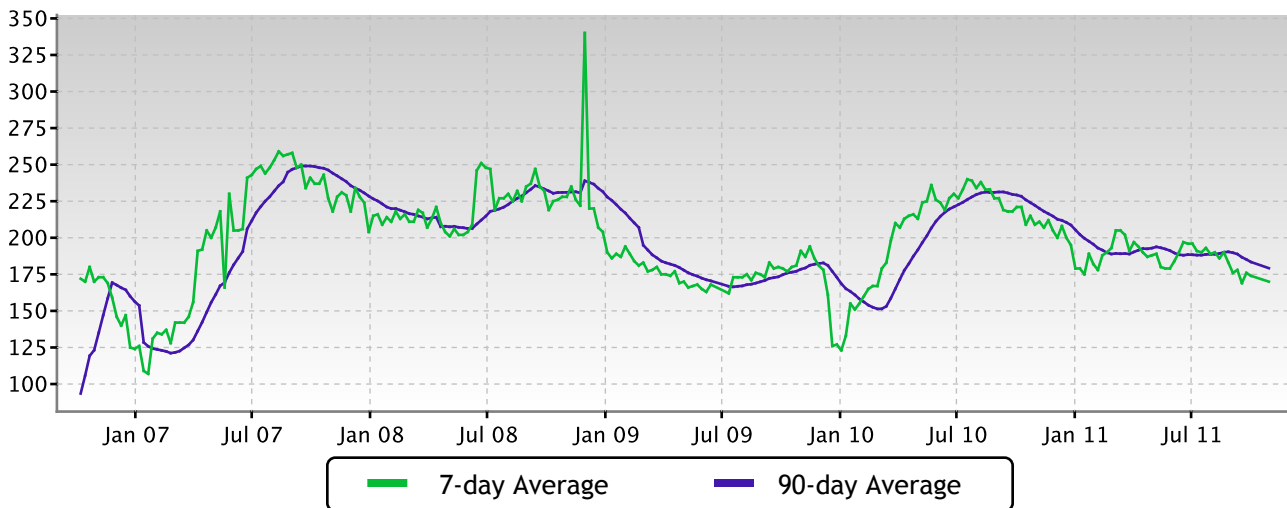
## Price per Square Foot

While prices have been basically flat, the price per square foot has been heading downward. While not a sign of broad strength in a market, larger homes are coming more available and buyers are tending to get more home for their money.



## Inventory of Properties Listed for Sale

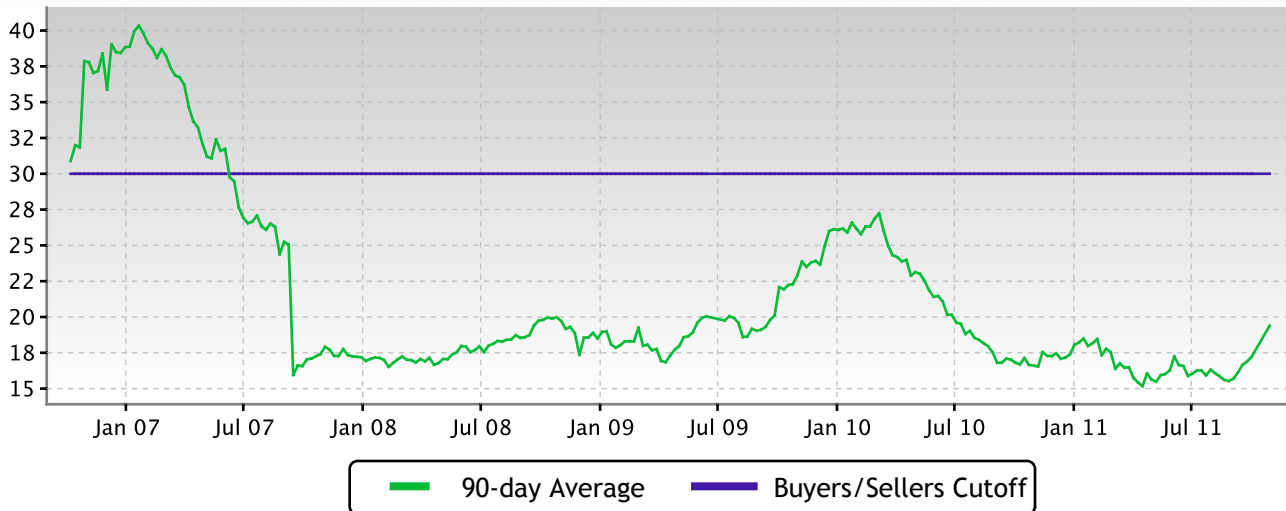
Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.





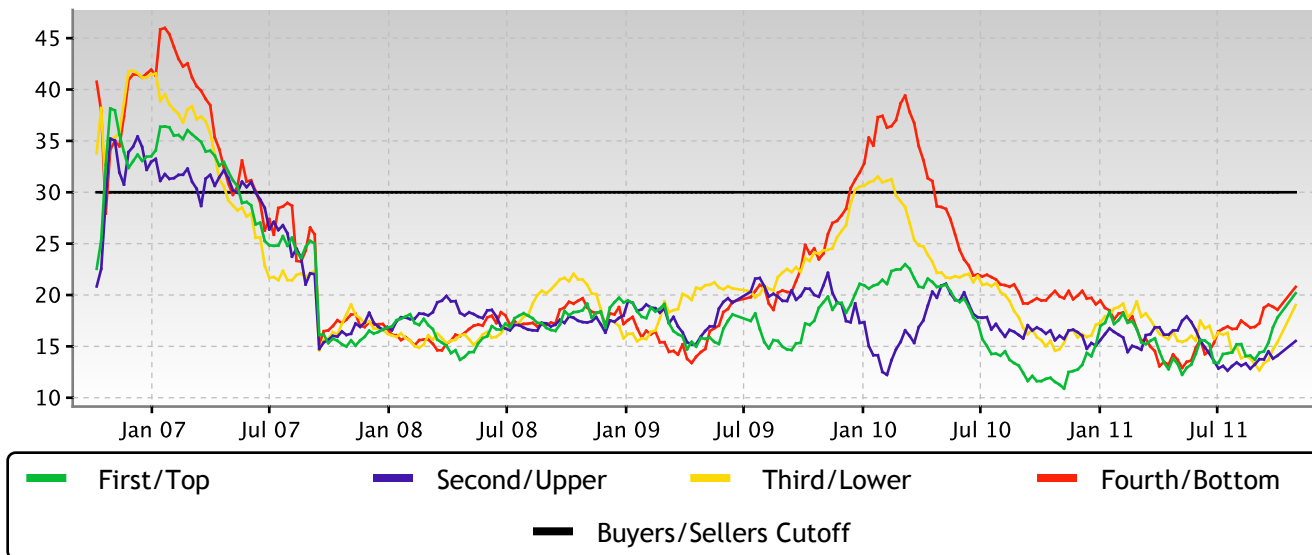
## Market Action Index

The FULLERTON, 92833 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 19.40. 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.

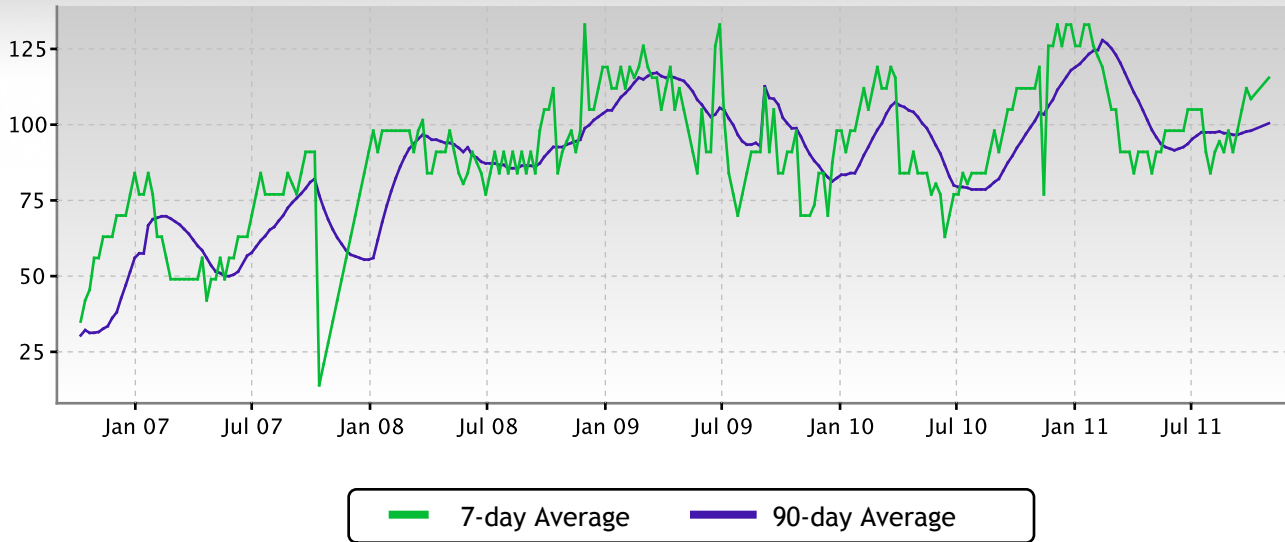


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

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 166 days. Half of the listings have come newly on the market in the past 116 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.

