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Executive Summary

Monday November 28, 2011

PLACENTIA, CA
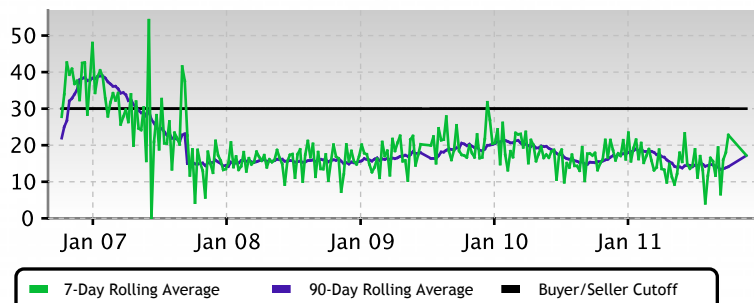Single Family Homes

HOME SOLD
T E A M

This Week

The median list price in PLACENTIA, CA this week is $460,000.

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.

Real-Time Market Profile		Trend
Median List Price	$ 460,000	⬇⬇
Asking Price Per Square Foot	$ 230	⬇⬇
Average Days on Market (DOM)	138	⬆⬆
Percent of Properties with Price Decrease	46 %	
Percent Relisted (reset DOM)	11 %	
Percent Flip (price increased)	13 %	
Median House Size (sq ft)	1982	
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	17.2	⬇⬇

⬌ No change   ⬆⬆ Strong upward trend   ⬇⬇ Strong downward trend
⬆ Slight upward trend   ⬇ Slight downward trend

Supply and Demand

The market has been consistently cool for several weeks. Demand level are low relative to the available inventory. It's a Buyer's market and prices continue to fall. Look for a persistent shift in Market Action before prices plateau or begin to rise again.

Market Action Index

Legend: 7-Day Rolling Average | 90-Day Rolling Average | Buyer/Seller Cutoff

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.

Price

The market has been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.

Price Trends

Legend: 7-Day Rolling Average | 90-Day Rolling Average

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	$ 629,000	2600	6,501 - 8,000 sqft	4.0	2.5	16	35	3	2	129	Most expensive 25% of properties
Upper/Second	$ 499,500	2000	6,501 - 8,000 sqft	4.0	2.0	40	36	4	4	147	Upper-middle 25% of properties
Lower/Third	$ 427,000	1768	6,501 - 8,000 sqft	4.0	2.0	39	36	4	1	153	Lower-middle 25% of properties
Bottom/Fourth	$ 270,000	1440	4,501 - 6,500 sqft	3.0	2.0	33	36	3	3	122	Least expensive 25% of properties