

# 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  
February 06, 2012**

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



ADAM & ERIC  
BRETT & URBAN

### This Week

- The median list price in FULLERTON, CA this week is \$475,000. The 292 properties have been on the market for an average of 167 days.

Even though the days-on-market is trending higher, so is the Market Action Index at these inventory levels, providing a neutral outlook 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	\$ 475,000	↑
Average List Price	\$ 544,661	
Asking Price Per Square Foot	\$ 253	↔
Average Days on Market (DoM)	167	↑
Inventory of Properties Listed	292	↔
Most Expensive Listing	\$ 3,399,000	
Least Expensive Listing	\$ 24,900	
Average Age of Listing	46	
Percent of Properties with Price Decrease	37 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	7 %	
Median House Size (sq ft)	1752	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	2.0	

#### Altos Research Value Statistics

Market Action Index Strong Buyer's 18.9 ↑

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: ↑↑ 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	\$ 825,000	3160	0.25 - 0.50 acre	4.0	3.0	34	73	7	4	175
Upper/Second	\$ 549,000	2100	6,501 - 8,000 sqft	4.0	2.0	40	73	9	11	150
Lower/Third	\$ 375,000	1515	6,501 - 8,000 sqft	3.0	2.0	57	73	5	8	177
Bottom/Fourth	\$ 293,000	1236	4,501 - 6,500 sqft	3.0	1.0	58	73	5	11	164

Most expensive 25% of properties

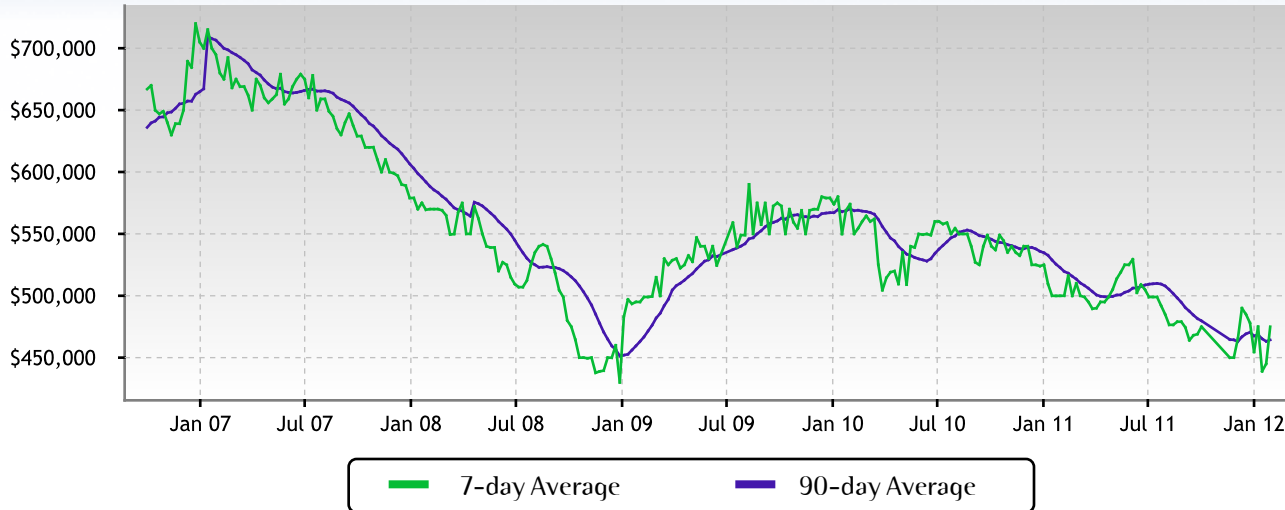
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

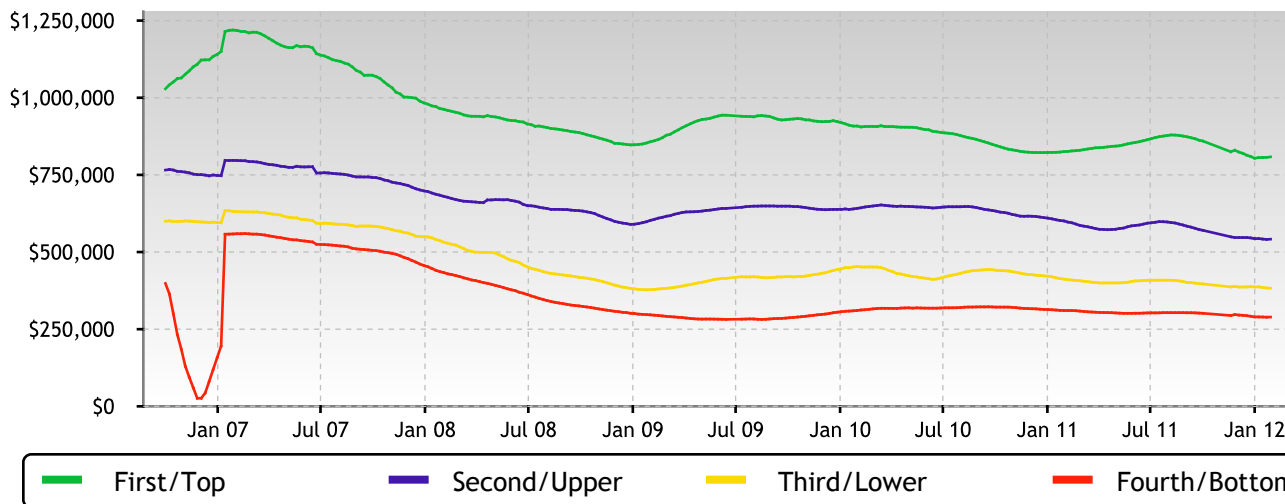
## Median Price

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



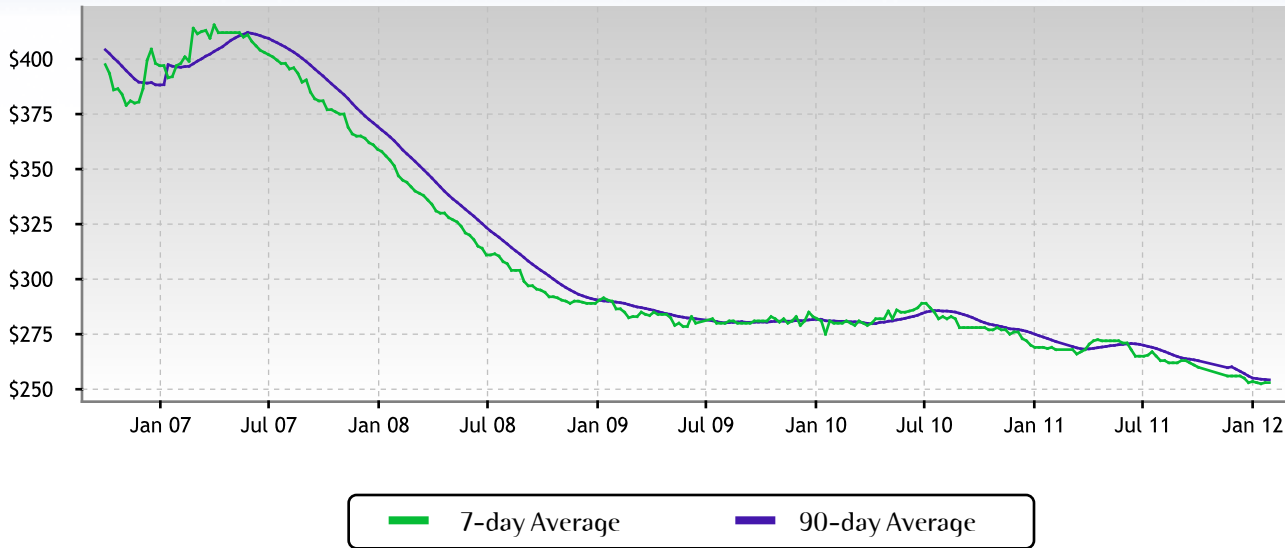
## Quartile Prices

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.



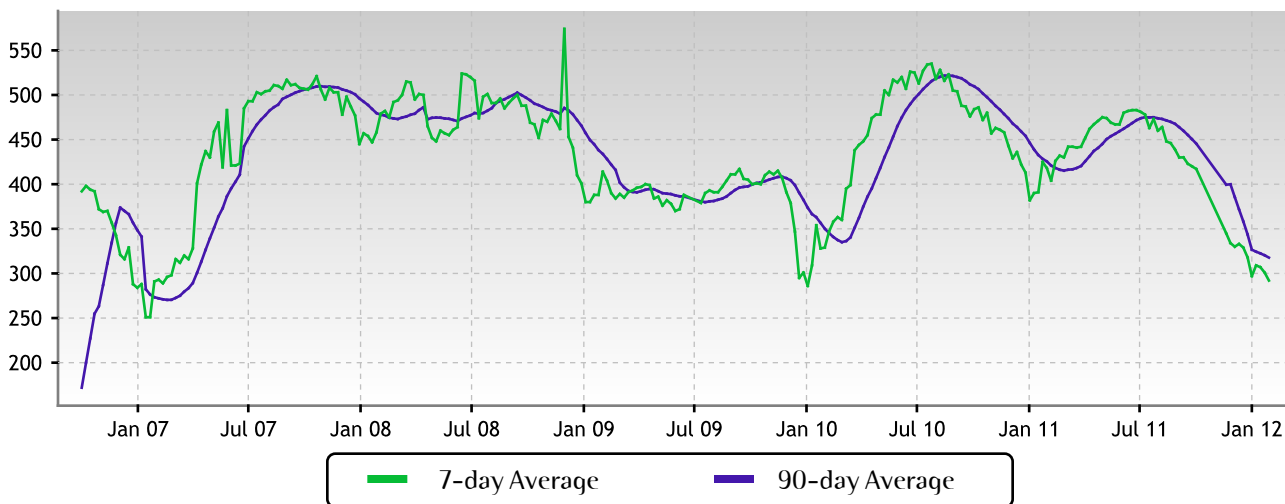
## Price per Square Foot

In a market where prices are rising mildly, 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.



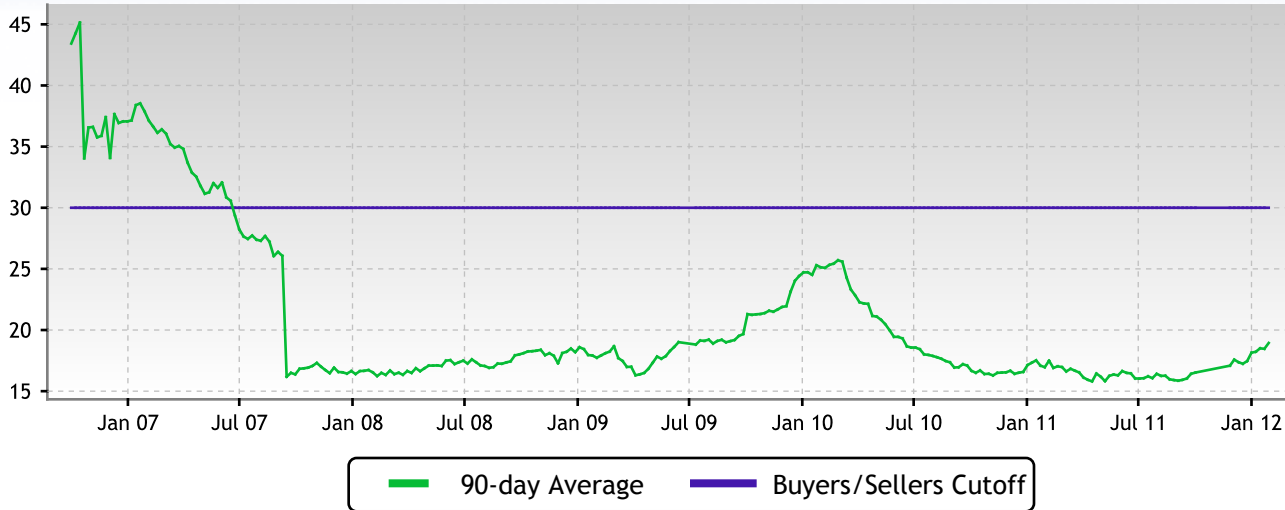
## Inventory of Properties Listed for Sale

Inventory has been relatively steady around these levels in recent weeks.



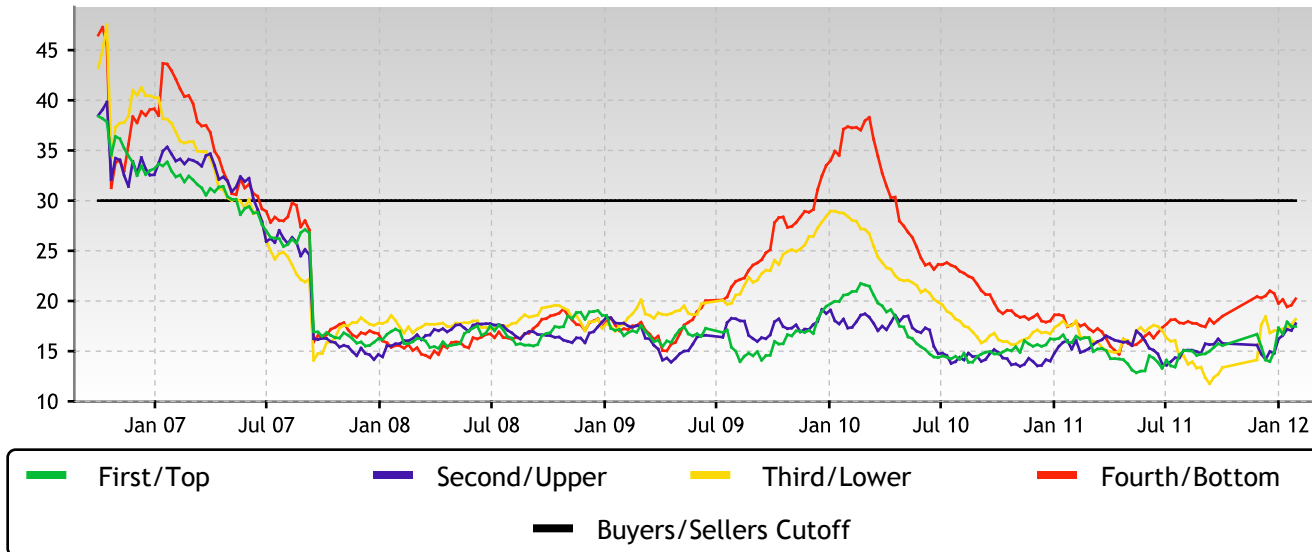
### Market Action Index

The FULLERTON market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 18.94. With several months of inventory available at the current sales rate, buyers should find ample choice.



### Market Action Index per Quartile

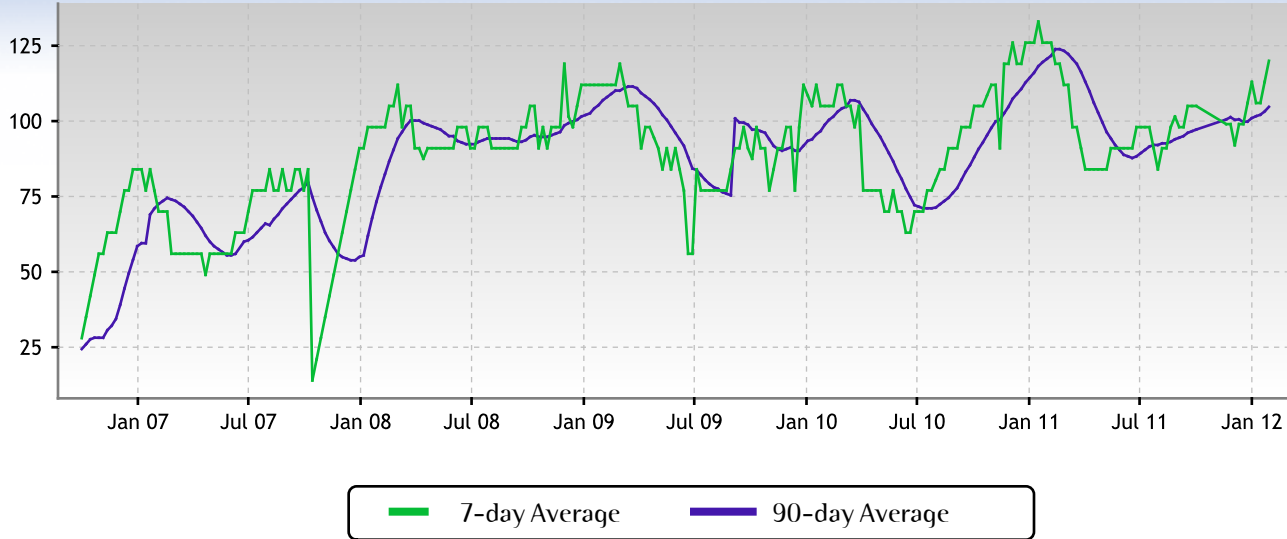
Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low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

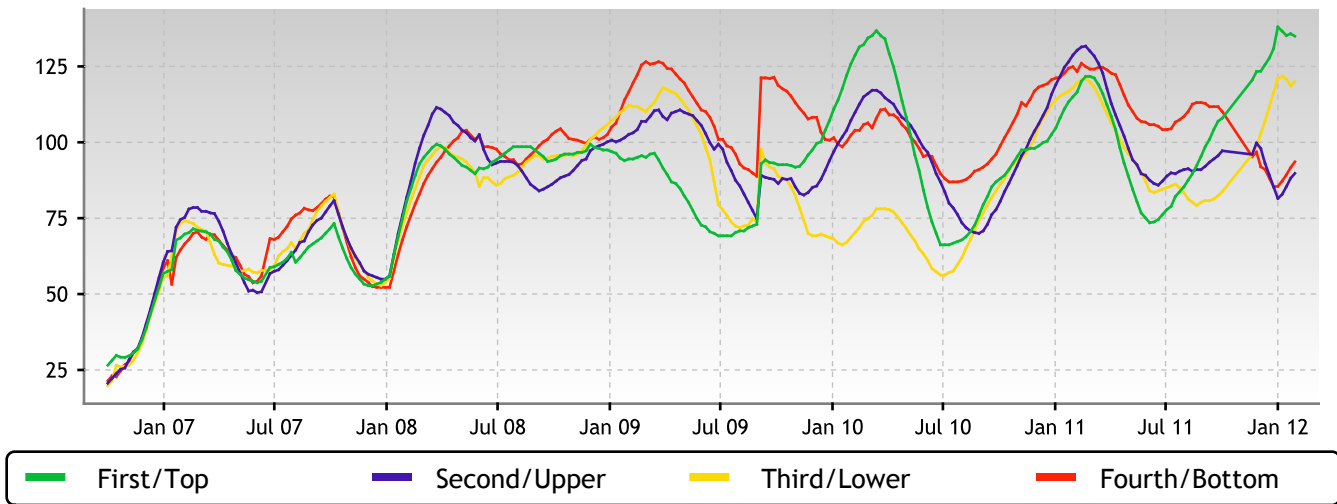
### Days on Market

The properties have been on the market for an average of 167 days. Half of the listings have come newly on the market in the past 120 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  
92833**

## This Week

- The median list price in FULLERTON, CA 92833 this week is \$397,000. The 122 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	\$ 397,000	↔
Average List Price	\$ 479,810	
Asking Price Per Square Foot	\$ 257	↑
Average Days on Market (DoM)	166	↑
Inventory of Properties Listed	122	↓
Most Expensive Listing	\$ 1,998,000	
Least Expensive Listing	\$ 24,900	
Average Age of Listing	46	
Percent of Properties with Price Decrease	31 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	6 %	
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      20.5      ↑

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	\$ 745,000	3000	8,001 - 10,000 sqft	4.0	3.0	31	30	4	1	156
Upper/Second	\$ 512,450	2034	4,501 - 6,500 sqft	4.0	2.0	36	30	4	6	198
Lower/Third	\$ 349,000	1289	6,501 - 8,000 sqft	3.0	2.0	58	31	1	2	136
Bottom/Fourth	\$ 265,000	1199	6,501 - 8,000 sqft	3.0	1.0	59	31	2	5	175

Most expensive 25% of properties

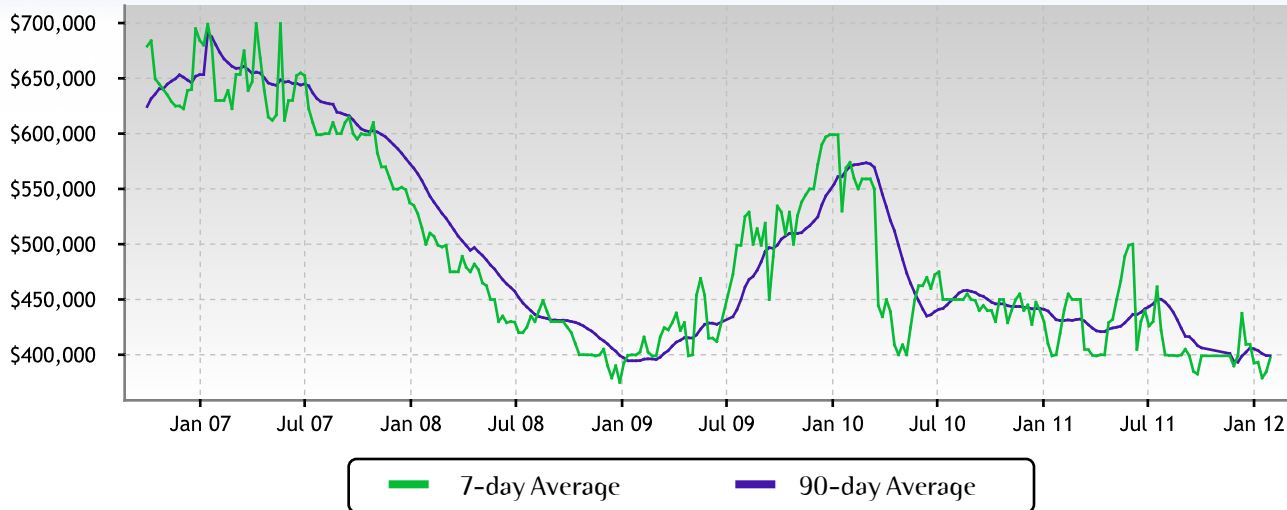
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

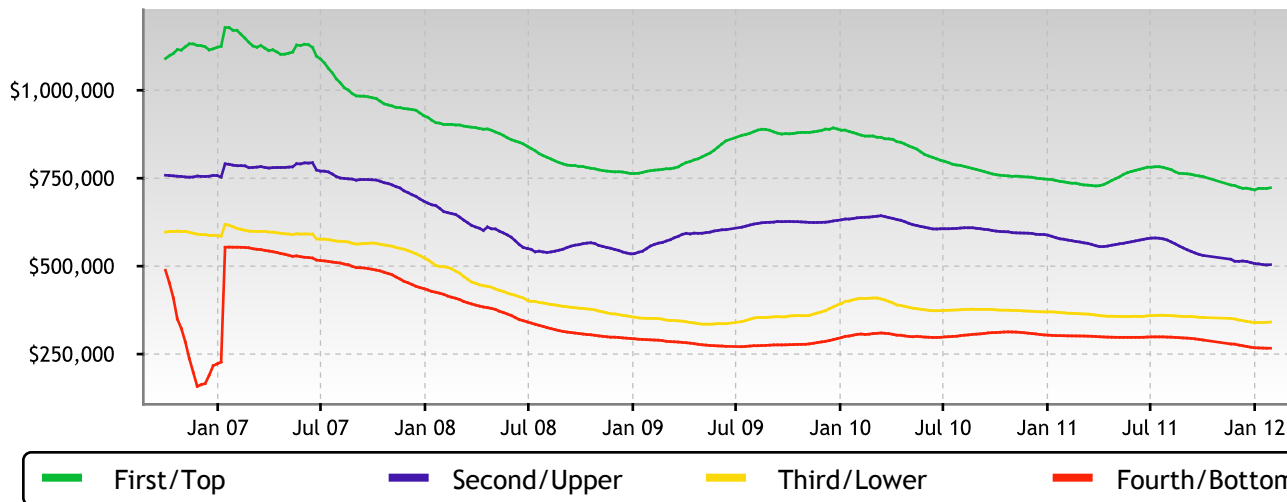
## Median Price

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.



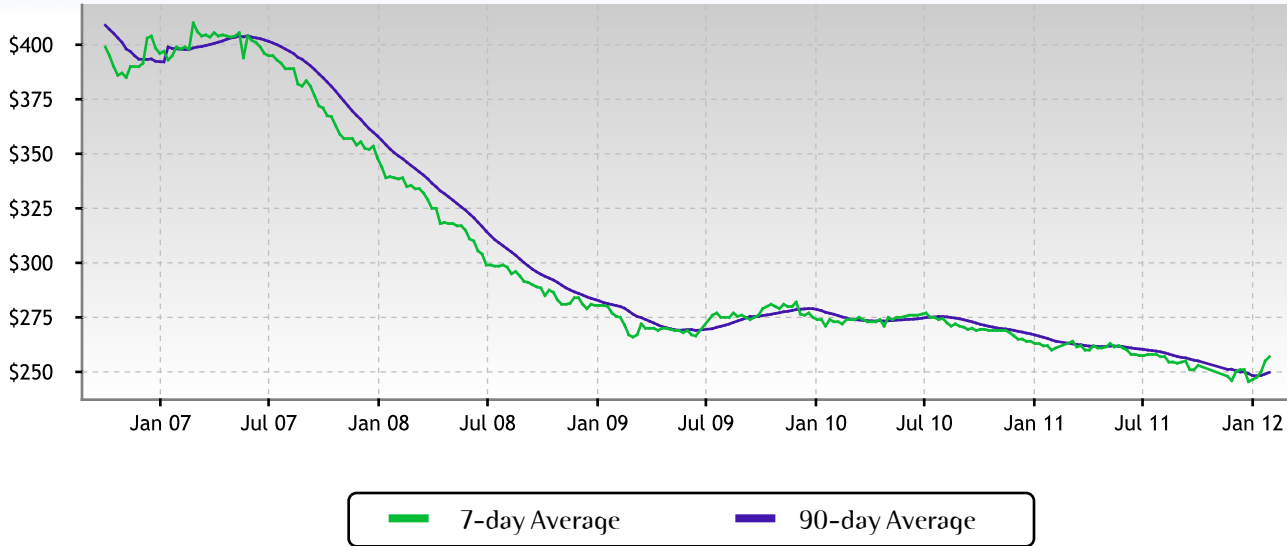
## Quartile Prices

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.



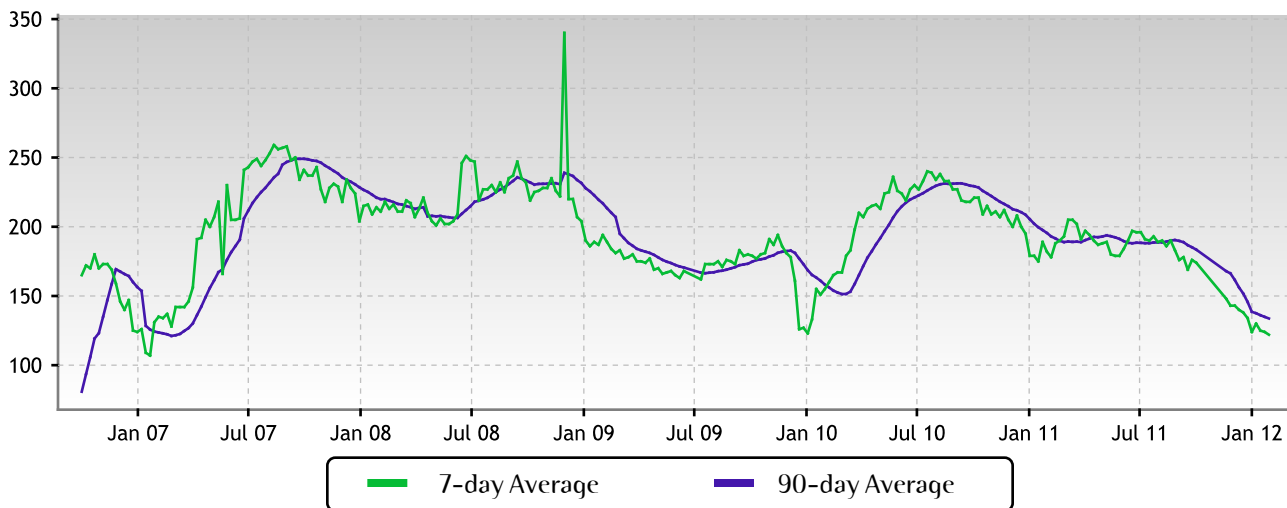
## Price per Square Foot

The value placed on homes seems to be trending up, despite the fact that prices in general have remained basically flat. These conditions can arise when inventory is light and a greater number of smaller homes have more influence on overall prices.



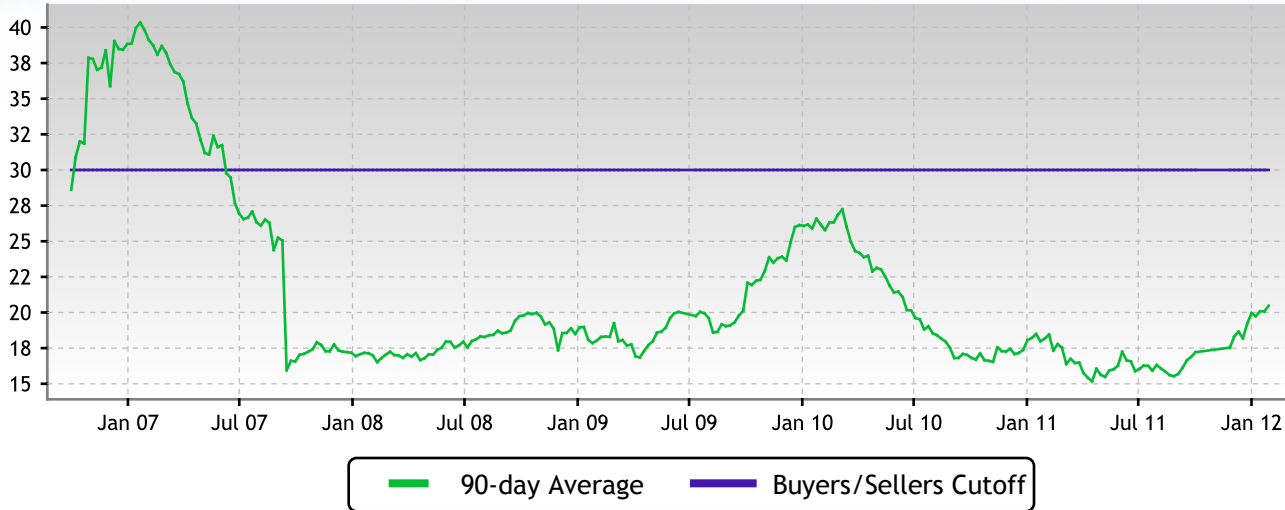
## Inventory of Properties Listed for Sale

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.



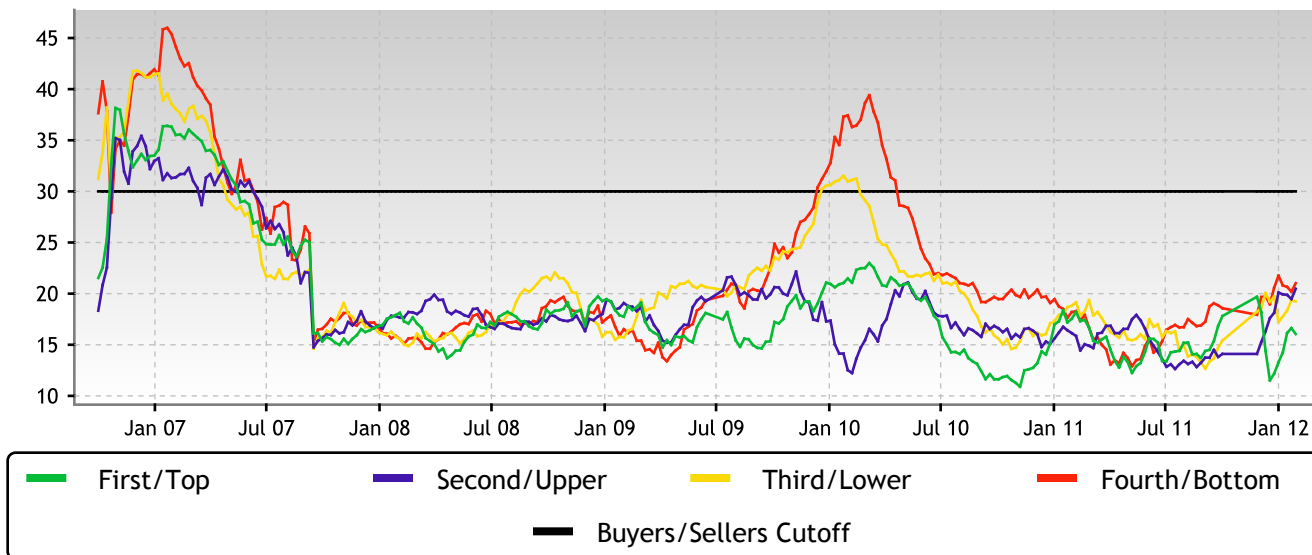
## Market Action Index

The FULLERTON, 92833 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 20.48. With several months of inventory available at the current sales rate, buyers should find ample choice.



## Market Action Index per Quartile

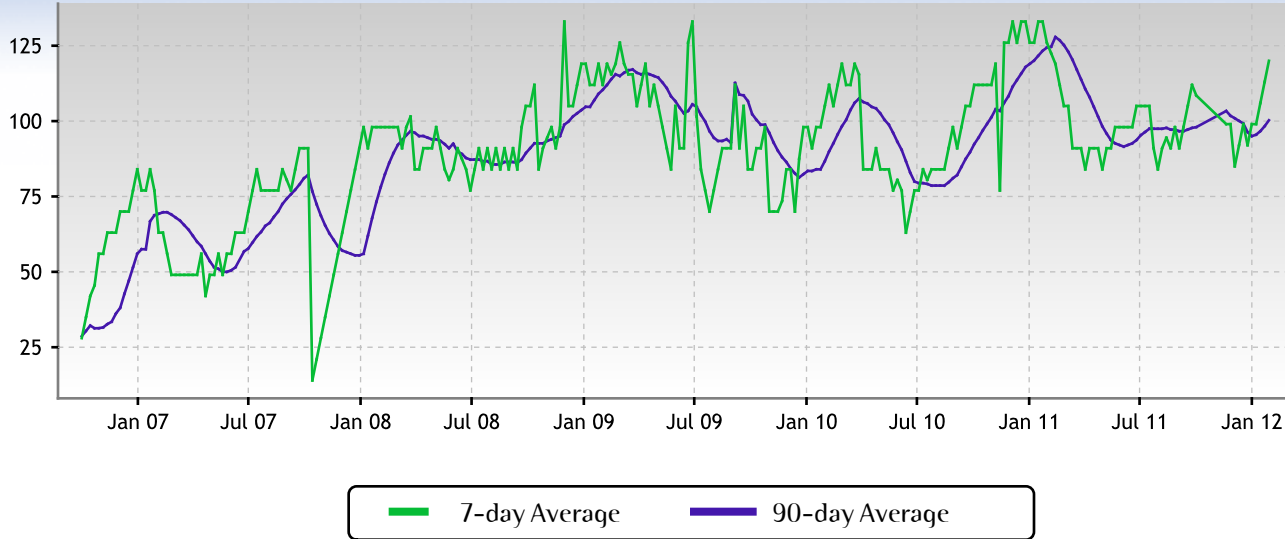
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.



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.

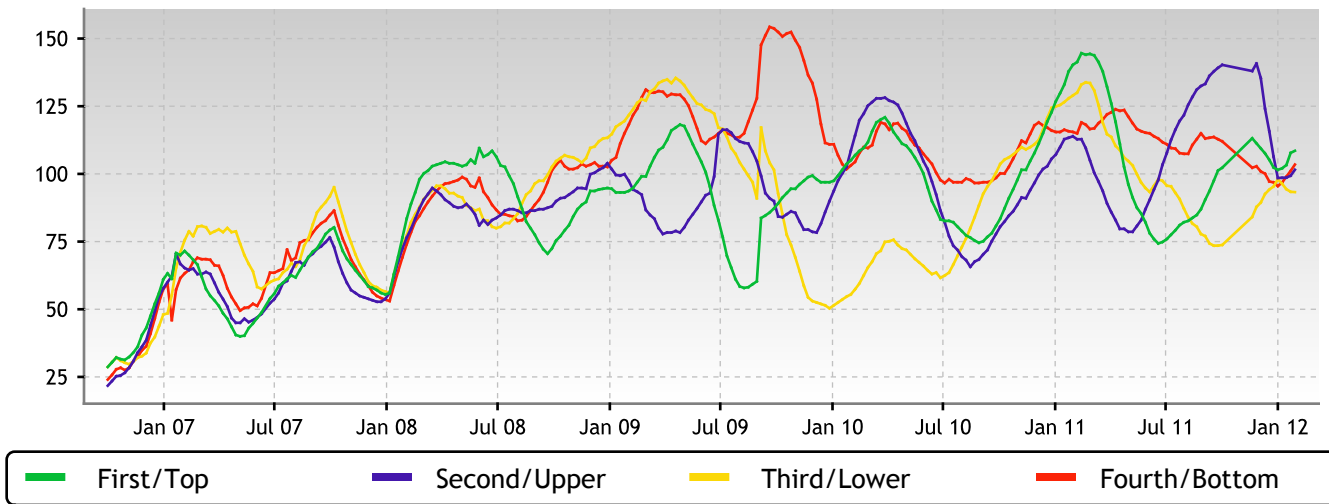
### Days on Market

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 120 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 \$350,950. The 44 properties have been on the market for an average of 158 days.

Inventory and days-on-market are both trending higher recently. However, the improving Market Action Index implies some increased demand will temper the negative trends.

## 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

Real-Time Market Profile	Trend
Median List Price	\$ 350,950 ↑
Average List Price	\$ 405,870 ↔
Asking Price Per Square Foot	\$ 248 ↑
Average Days on Market (DoM)	158 ↑
Inventory of Properties Listed	44 ↑
Most Expensive Listing	\$ 829,000
Least Expensive Listing	\$ 69,900
Average Age of Listing	57
Percent of Properties with Price Decrease	50 %
Percent Relisted (reset DOM)	n/a
Percent Flip (price increased)	11 %
Median House Size (sq ft)	1450
Median Lot Size	6,501 - 8,000 sqft
Median Number of Bedrooms	3.0
Median Number of Bathrooms	1.5

### Altos Research Value Statistics

Market Action Index Strong Buyer's 15.5 ↑

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	\$ 639,000	2100	8,001 - 10,000 sqft	3.0	1.5	42	11	3	1	108
Upper/Second	\$ 384,900	1485	6,501 - 8,000 sqft	3.0	1.0	60	11	1	3	141
Lower/Third	\$ 315,000	1450	4,501 - 6,500 sqft	4.0	2.0	58	11	0	2	197
Bottom/Fourth	\$ 275,000	1176	4,501 - 6,500 sqft	3.0	1.5	57	11	1	3	185

Most expensive 25% of properties

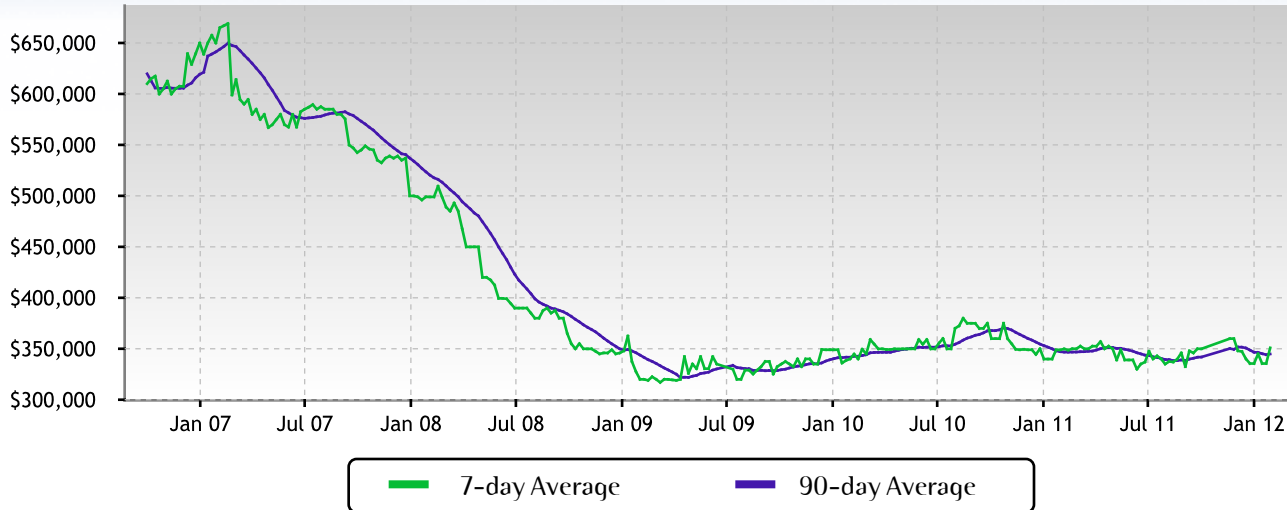
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

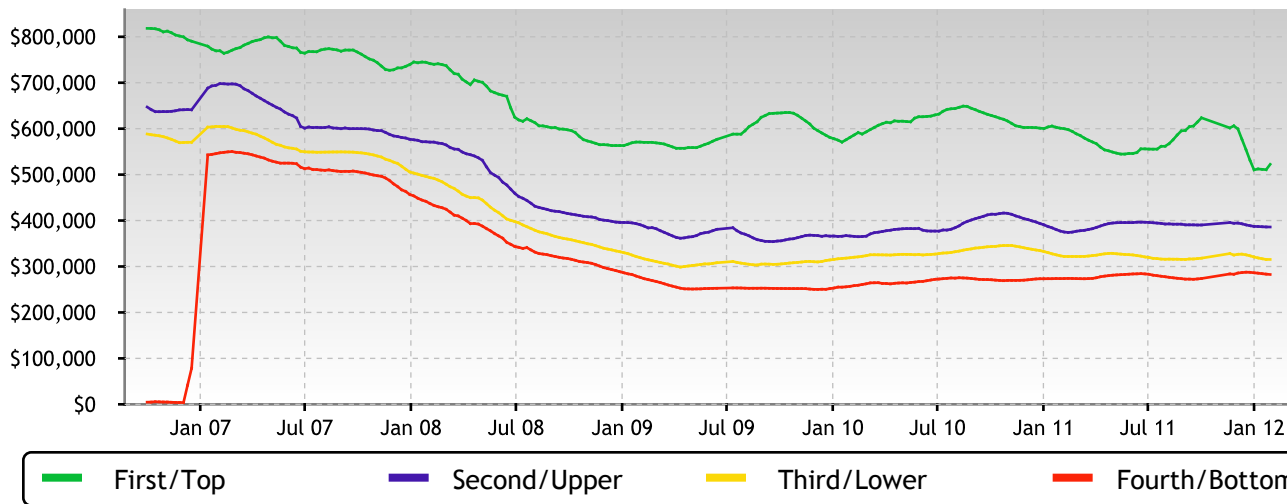
## Median Price

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.



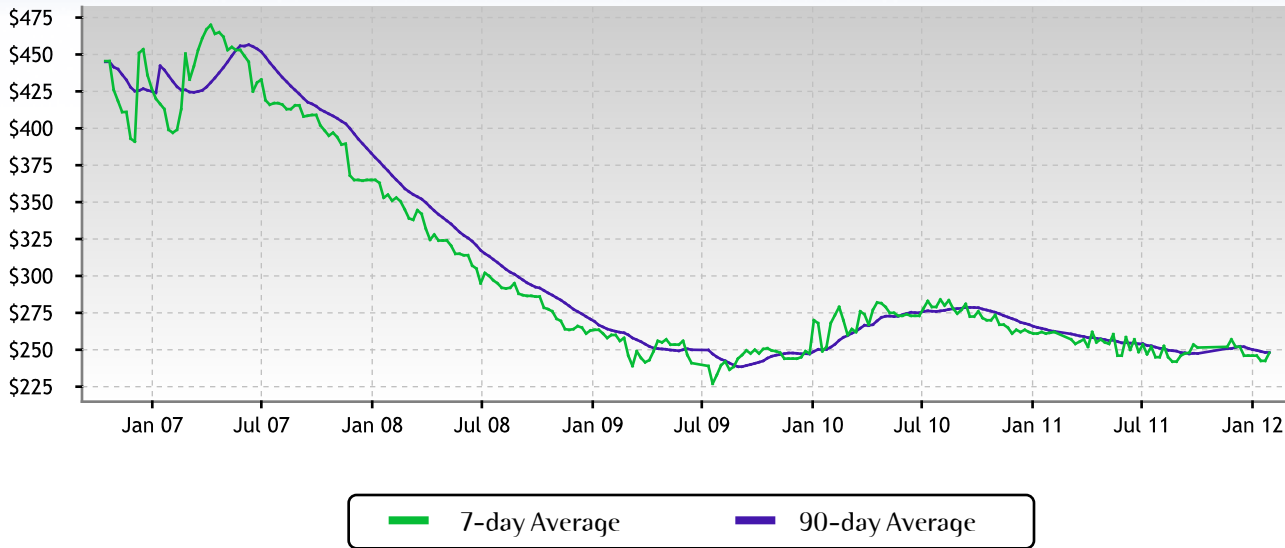
## Quartile Prices

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.



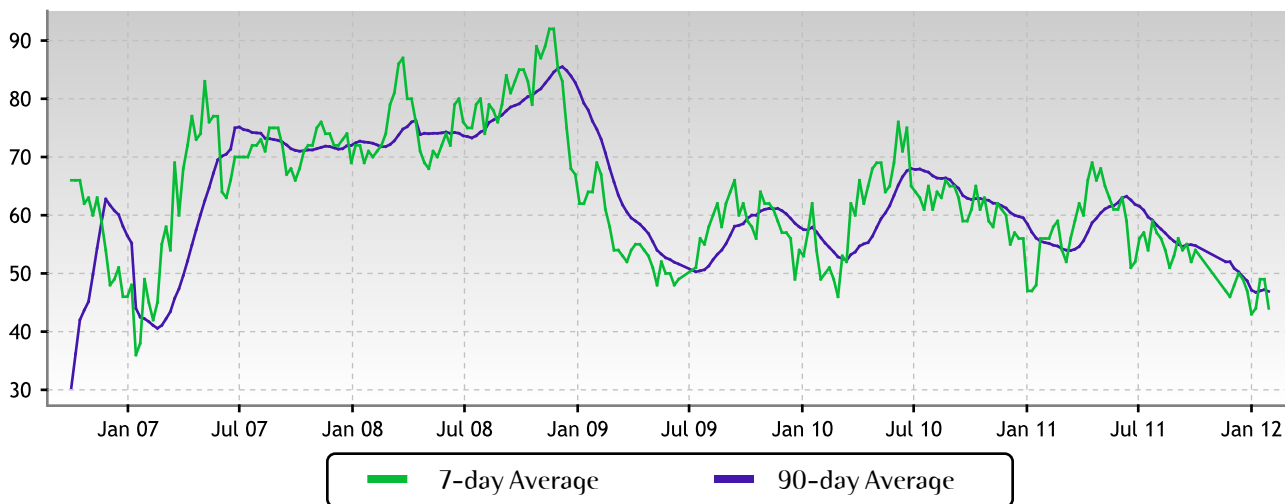
## Price per Square Foot

In a market where prices are rising mildly, 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.



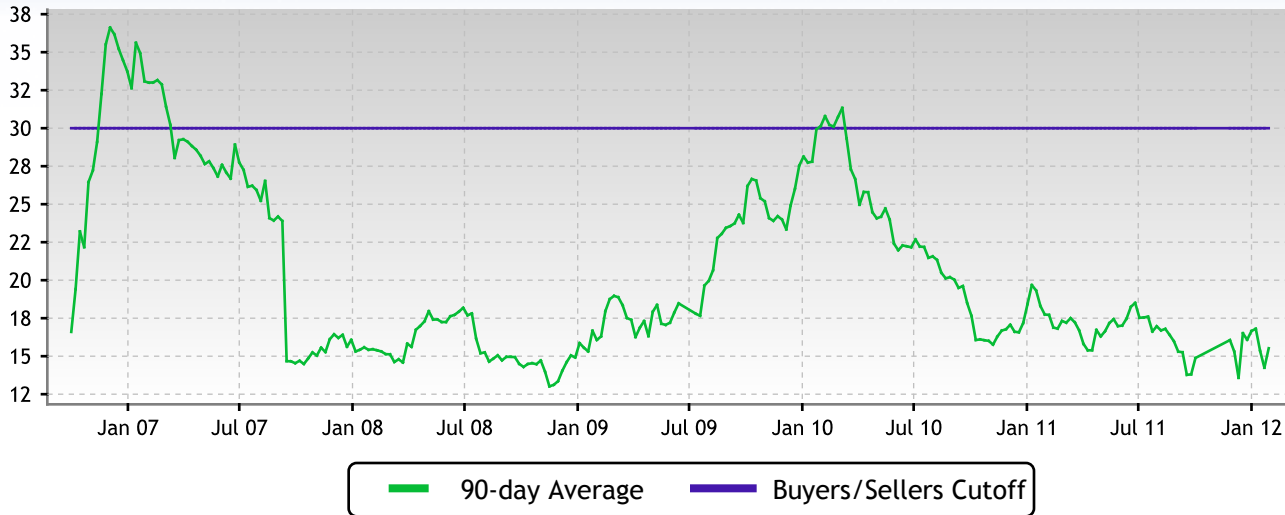
## Inventory of Properties Listed for Sale

Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.



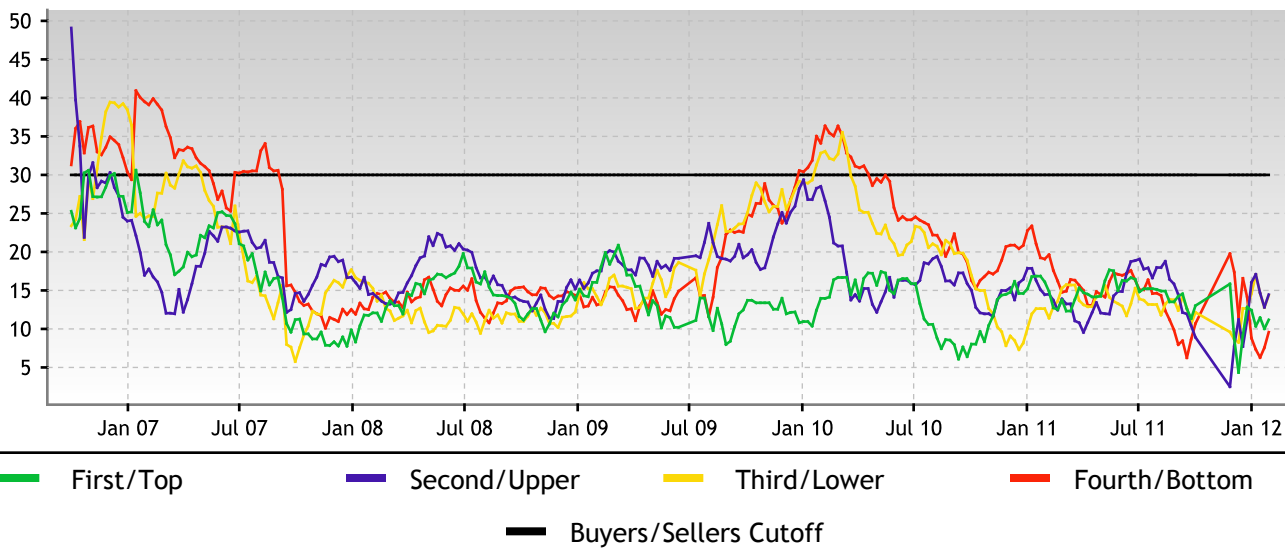
## Market Action Index

The FULLERTON, 92832 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 15.52. With several months of inventory available at the current sales rate, buyers should find ample choice.



## Market Action Index per Quartile

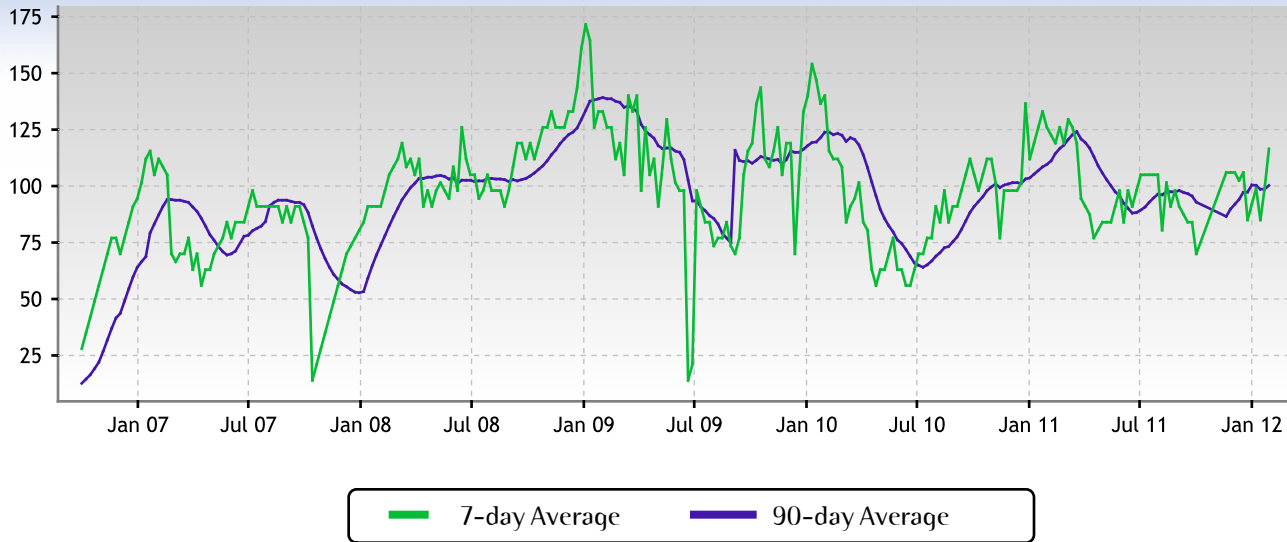
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.



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.

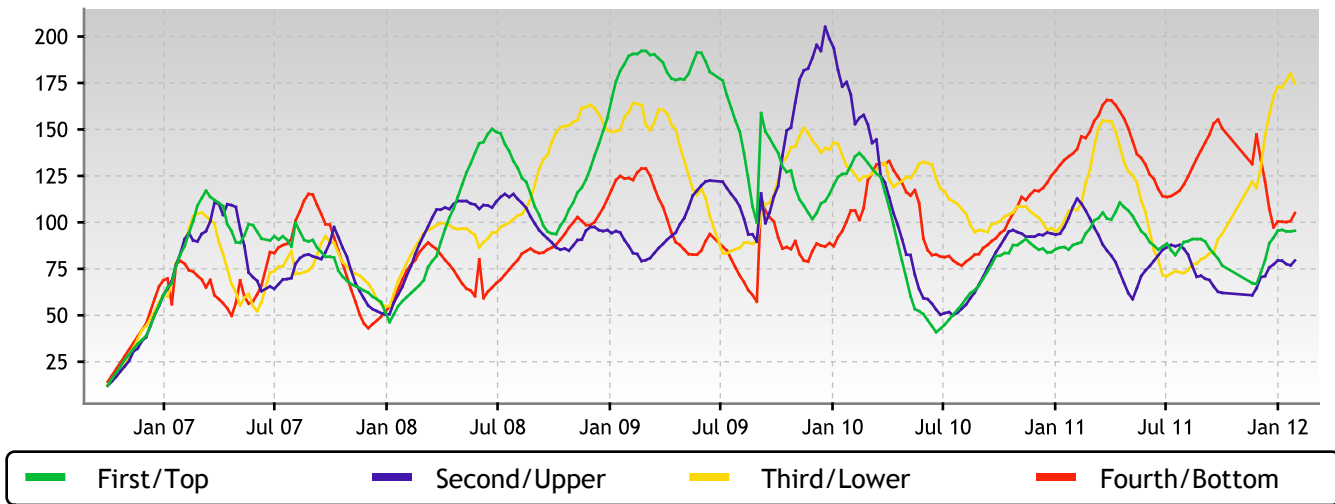
### Days on Market

The properties have been on the market for an average of 158 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.



# NEIGHBORHOOD DETAIL

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SINGLE FAMILY HOMES IN

FULLERTON, CA  
92831

## This Week

- The median list price in FULLERTON, CA 92831 this week is \$424,900. The 45 properties have been on the market for an average of 153 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

		Trend
Median List Price	\$ 424,900	↓
Average List Price	\$ 679,140	↓
Asking Price Per Square Foot	\$ 253	↓
Average Days on Market (DoM)	153	↓
Inventory of Properties Listed	45	↓
Most Expensive Listing	\$ 3,399,000	
Least Expensive Listing	\$ 239,900	
Average Age of Listing	47	
Percent of Properties with Price Decrease	31 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	7 %	
Median House Size (sq ft)	1583	
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 ↑

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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	\$ 850,000	3850	0.25 - 0.50 acre	5.0	4.5	21	11	3	0	178
Upper/Second	\$ 589,900	1984	0.25 - 0.50 acre	4.0	1.5	53	11	1	1	143
Lower/Third	\$ 360,000	1550	6,501 - 8,000 sqft	3.0	1.8	56	11	1	1	199
Bottom/Fourth	\$ 312,450	1300	4,501 - 6,500 sqft	3.0	1.0	59	12	1	0	98

Most expensive 25% of properties

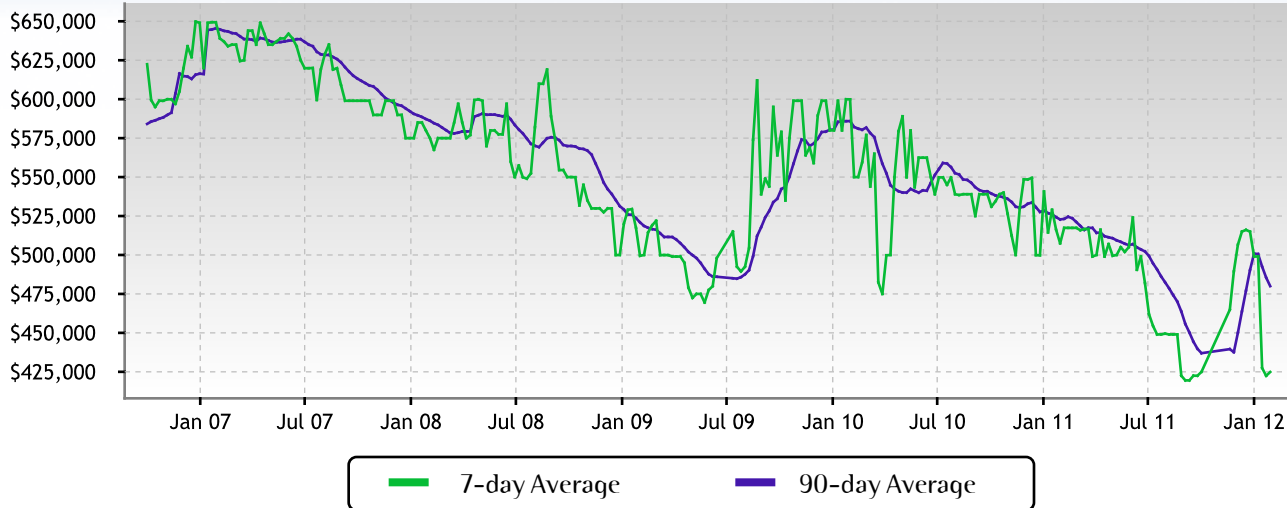
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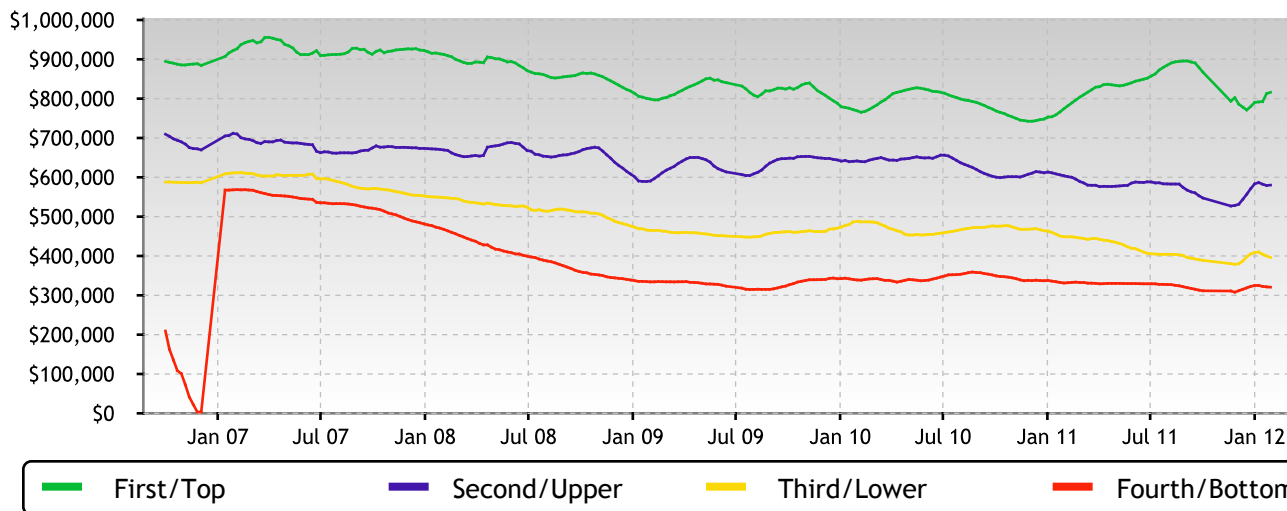
## Median Price

Prices in this zip code been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle. Watch the Market Action Index for any signs of demand increasing.



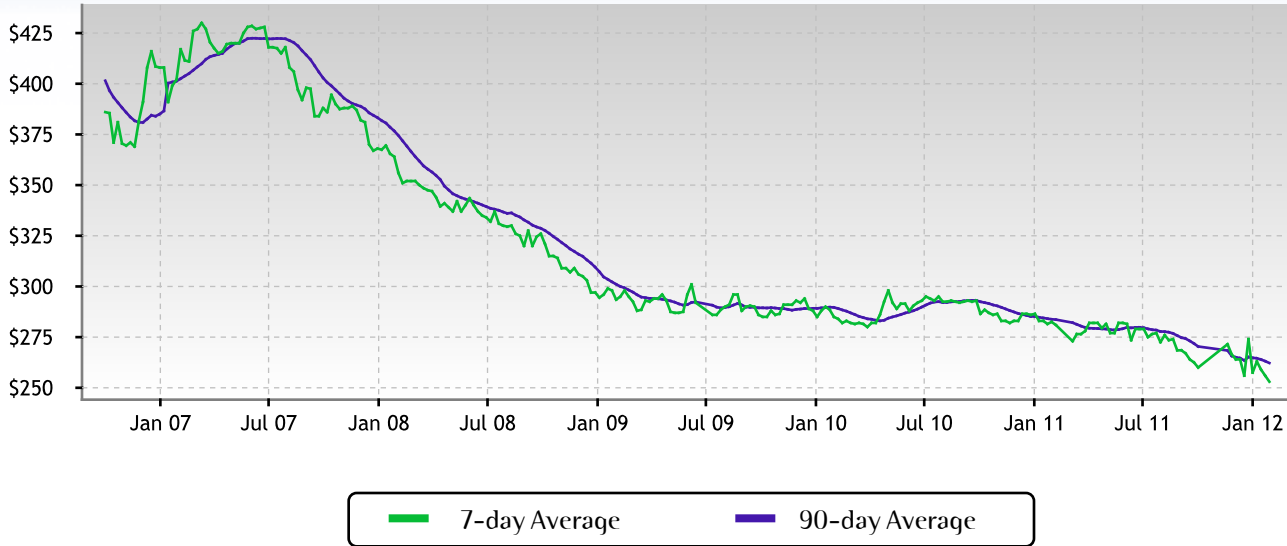
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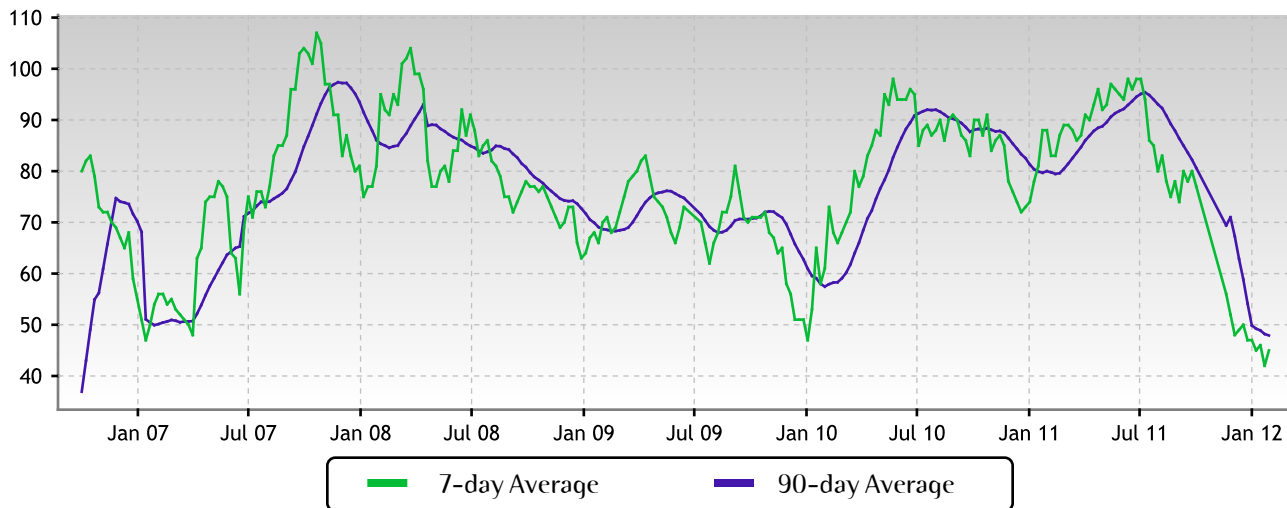
## Price per Square Foot

The market's light 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.



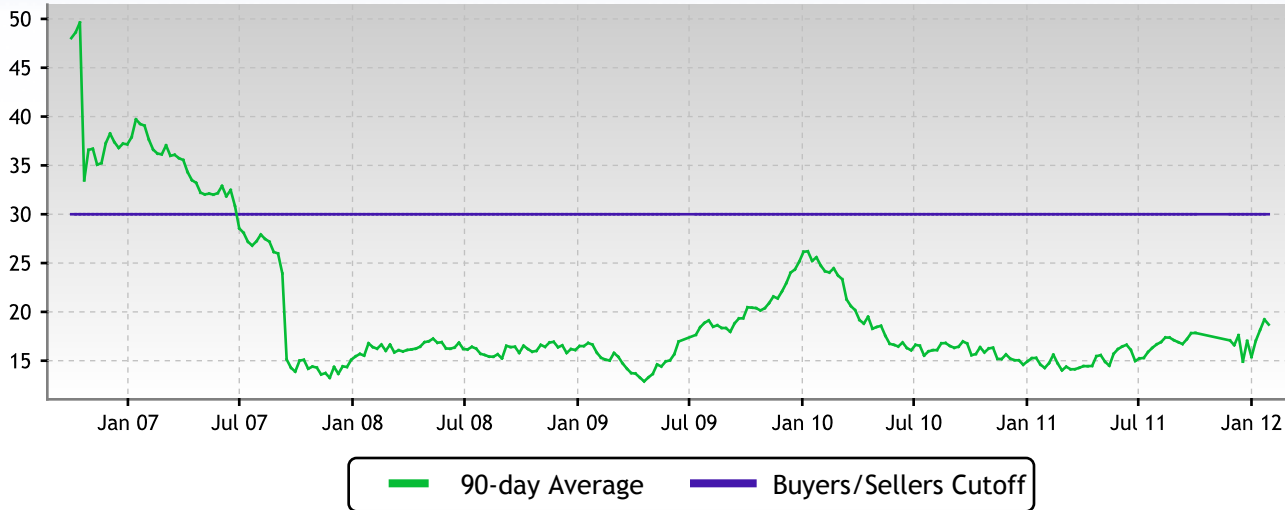
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Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



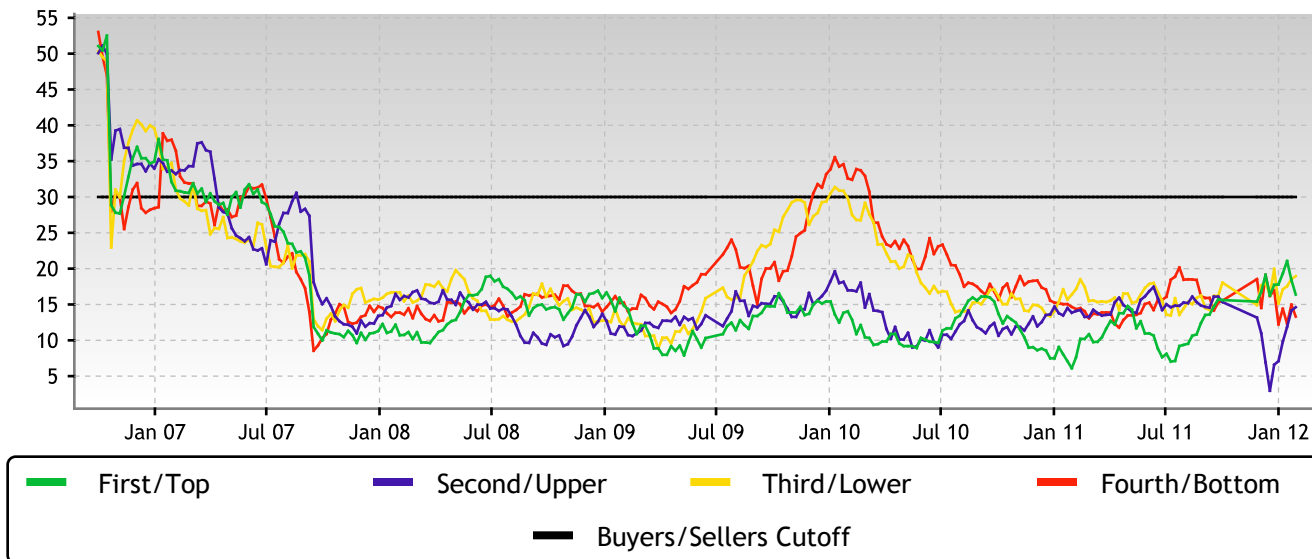
## Market Action Index

The FULLERTON, 92831 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 18.70. With several months of inventory available at the current sales rate, buyers should find ample choice.



## Market Action Index per Quartile

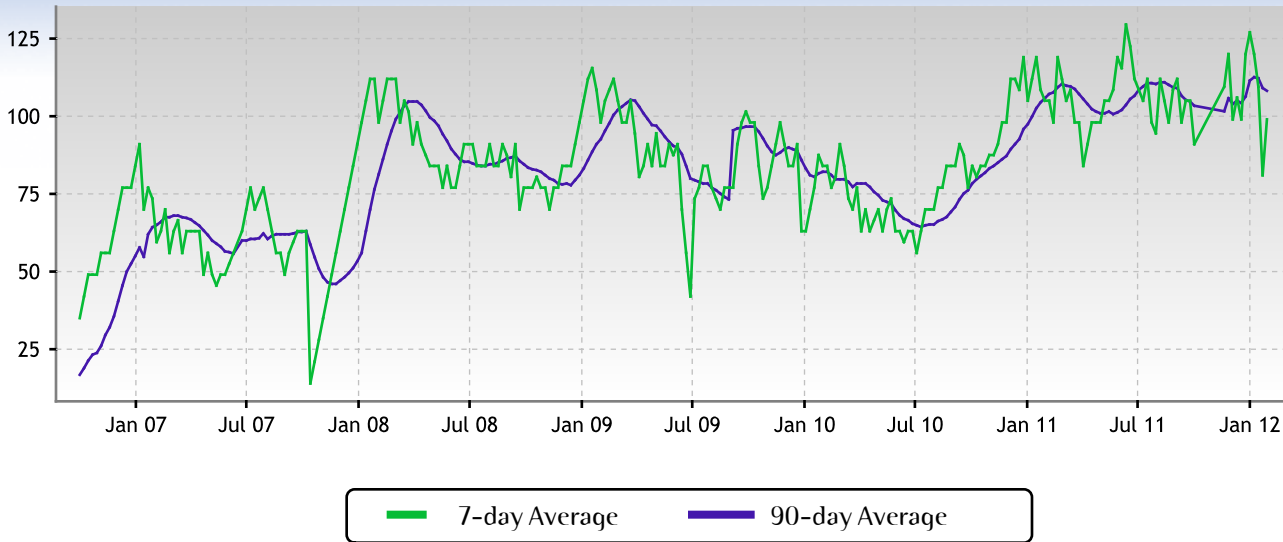
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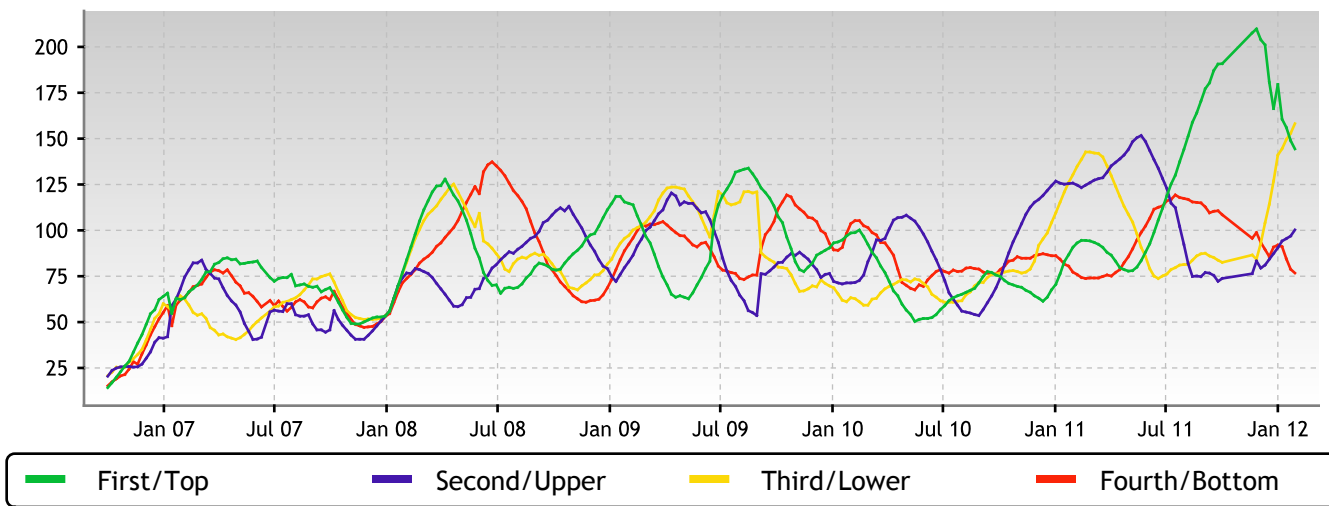
## Days on Market

The properties have been on the market for an average of 153 days. Half of the listings have come newly on the market in the past 99 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 \$565,000. The 81 properties have been on the market for an average of 180 days.

Inventory has been tightening and days-on-market increasing recently. The Market Action Index has been basically flat, not providing strong indication for market conditions.

## 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

Real-Time Market Profile		Trend
Median List Price	\$ 565,000	↔
Average List Price	\$ 643,018	↔
Asking Price Per Square Foot	\$ 255	↔
Average Days on Market (DoM)	180	↑
Inventory of Properties Listed	81	↓
Most Expensive Listing	\$ 1,849,000	
Least Expensive Listing	\$ 162,000	
Average Age of Listing	39	
Percent of Properties with Price Decrease	41 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	5 %	
Median House Size (sq ft)	2246	
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 15.6 ↔

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.

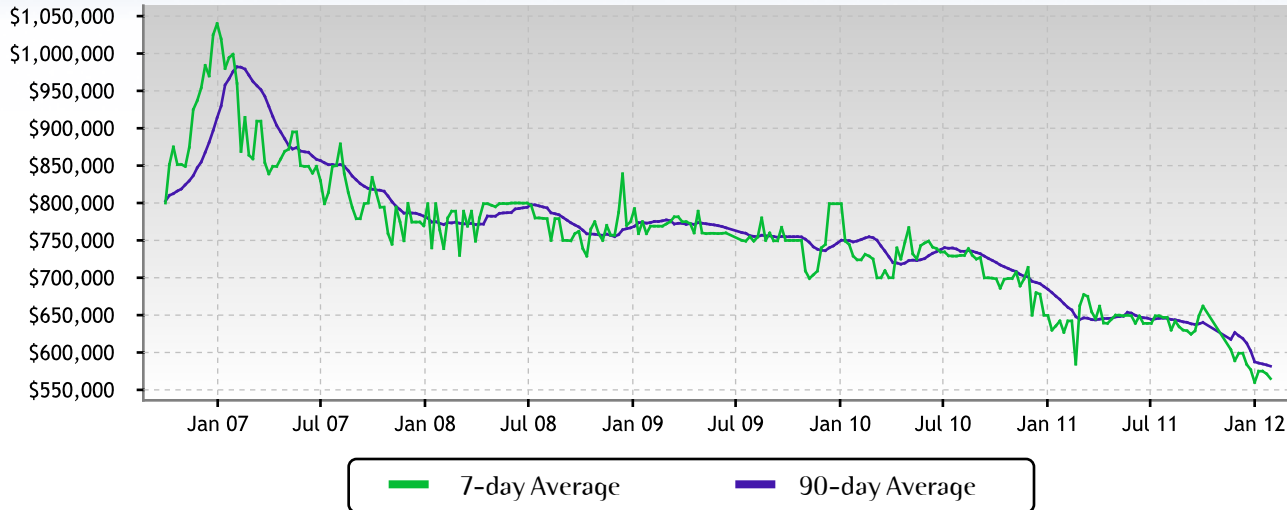
Trend Key:      ↑↑ Strong upward trend    ↓↓ Strong downward trend  
 ↔ No change      ↑ Slight upward trend    ↓ Slight downward trend

## Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 992,000	3307	0.25 - 0.50 acre	4.0	2.8	48	20	0	1	185	Most expensive 25% of properties
Upper/Second	\$ 699,944	2566	0.25 - 0.50 acre	4.0	2.5	47	20	2	3	165	Upper-middle 25% of properties
Lower/Third	\$ 514,500	2148	6,501 - 8,000 sqft	4.0	2.0	46	20	0	3	172	Lower-middle 25% of properties
Bottom/Fourth	\$ 394,800	1566	6,501 - 8,000 sqft	3.0	2.0	39	21	2	2	199	Least expensive 25% of properties

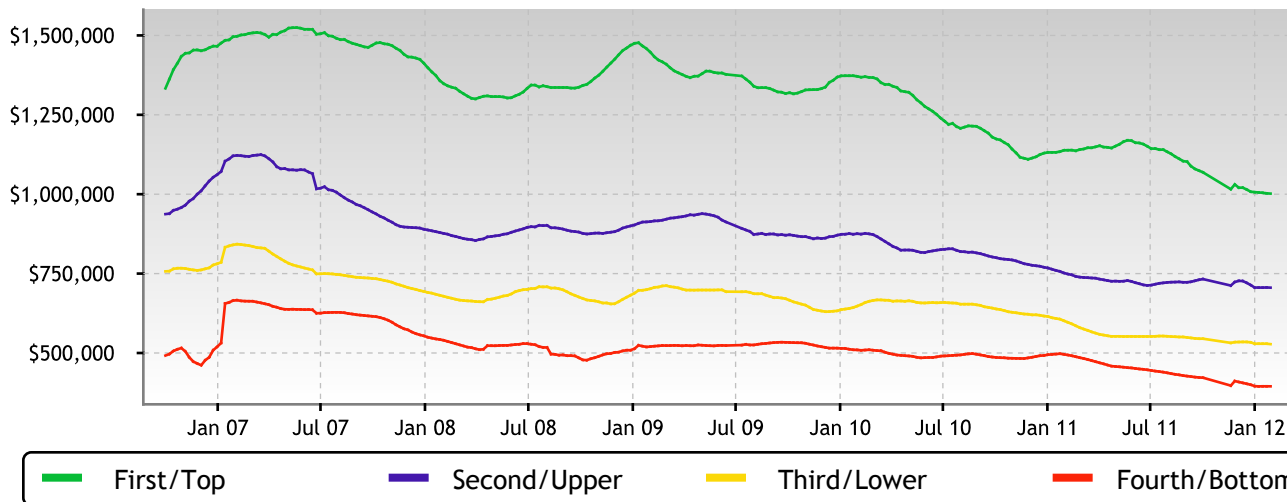
## Median Price

Recently prices in this zip have settled at a plateau even though they dipped this week. Look for a persistent up-shift in the Market Action Index before we see prices significantly move from these levels.



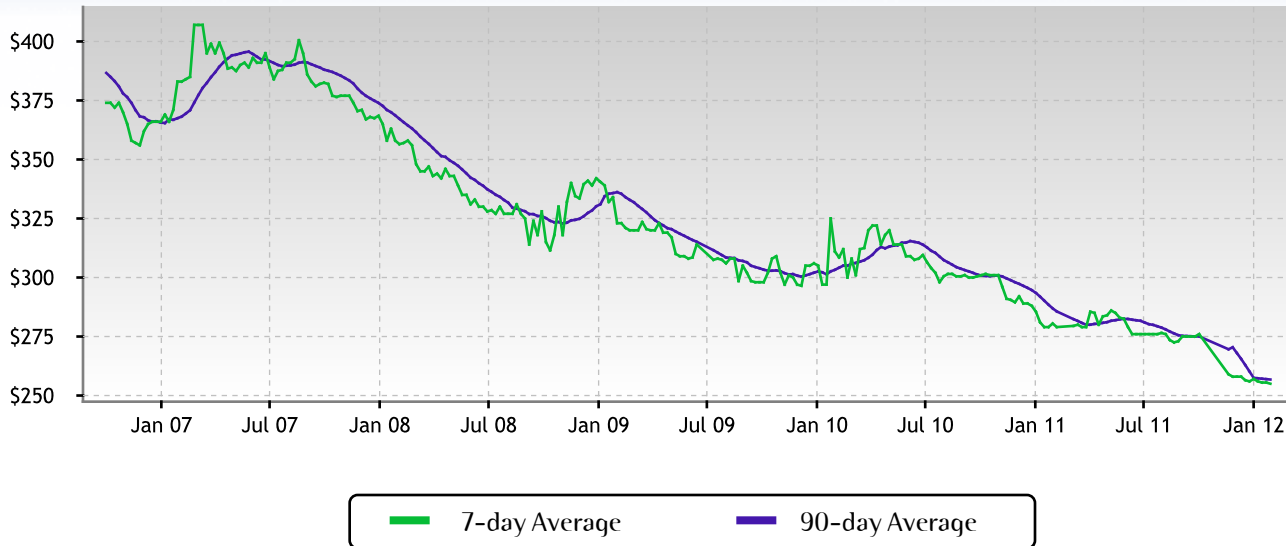
## Quartile Prices

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.



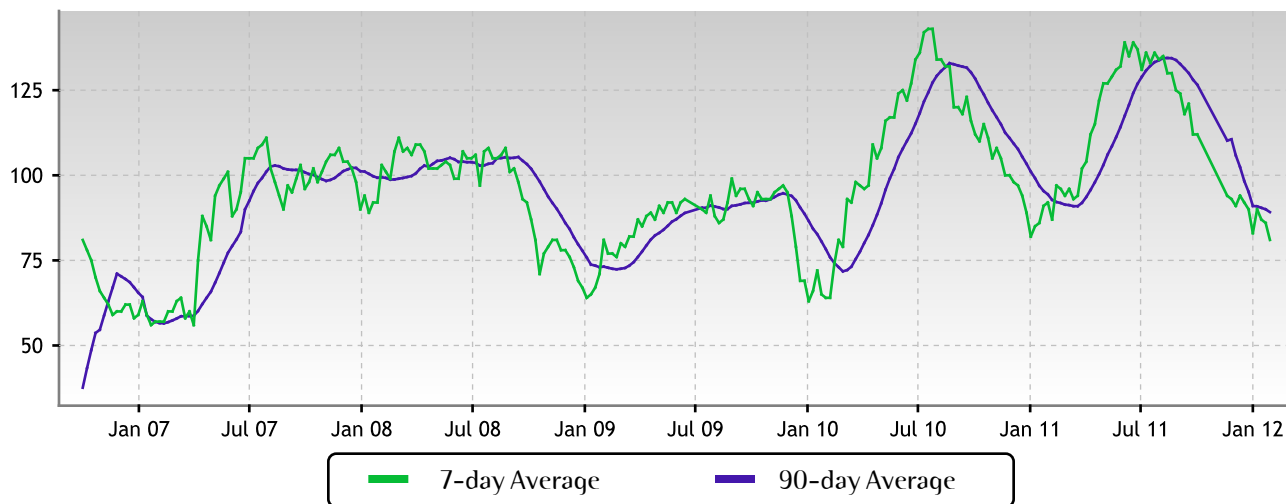
## Price per Square Foot

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.



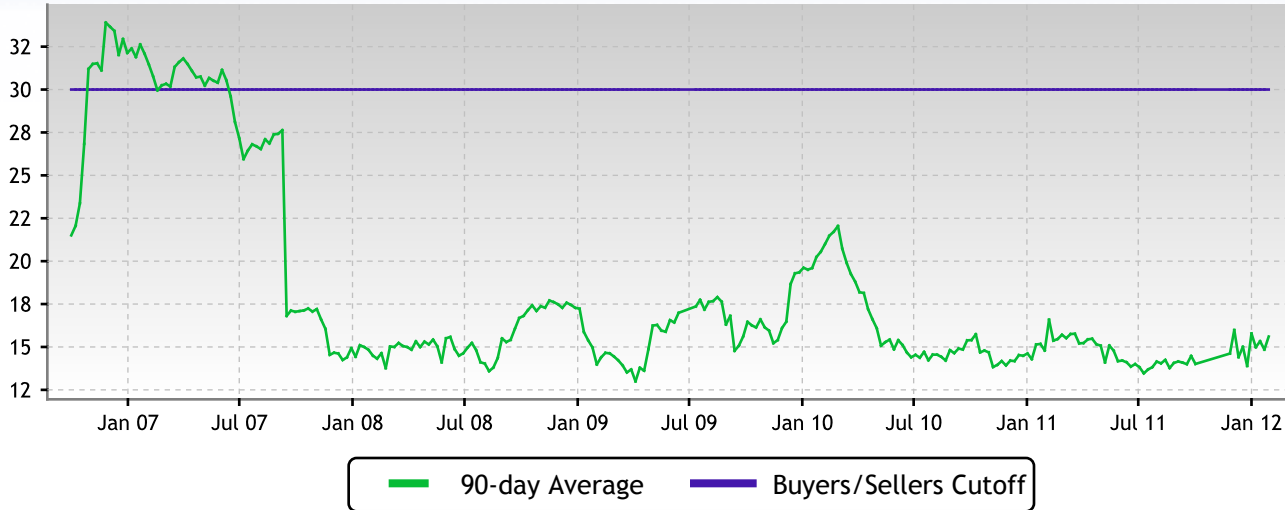
## Inventory of Properties Listed for Sale

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.



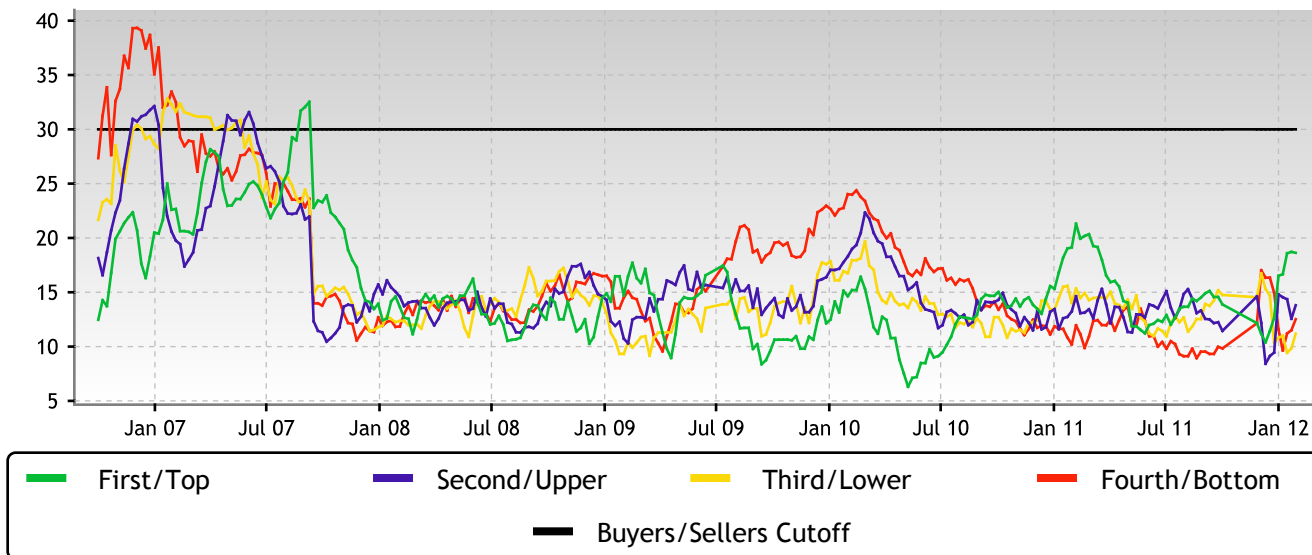
## Market Action Index

The FULLERTON, 92835 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 15.61. With several months of inventory available at the current sales rate, buyers should find ample choice.



## Market Action Index per Quartile

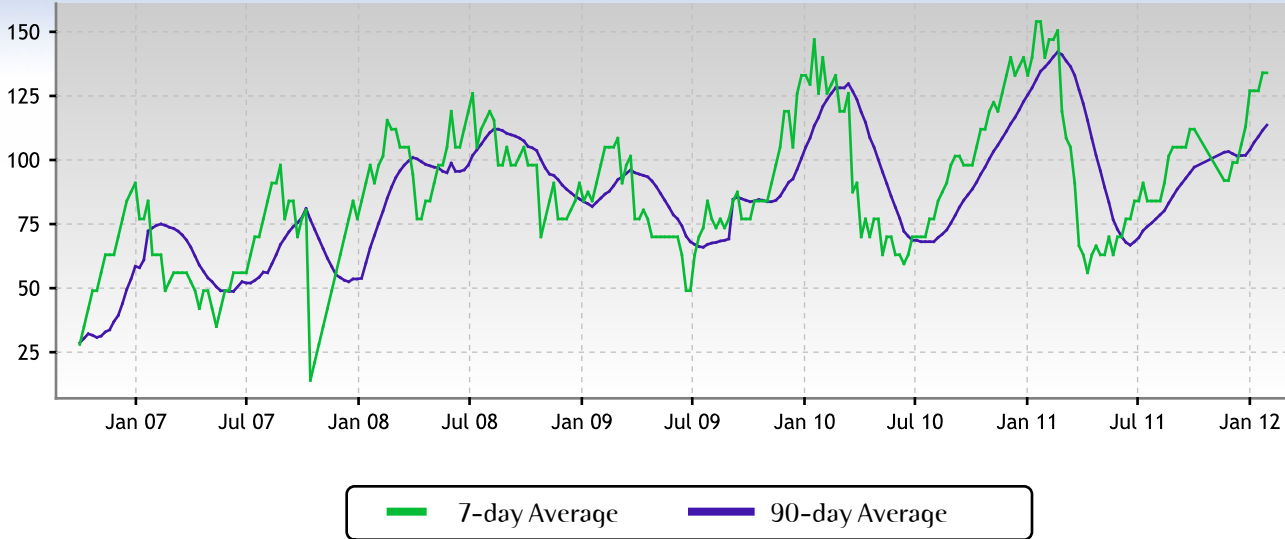
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.



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.

### Days on Market

The properties have been on the market for an average of 180 days. Half of the listings have come newly on the market in the past 134 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.

