

## This Week

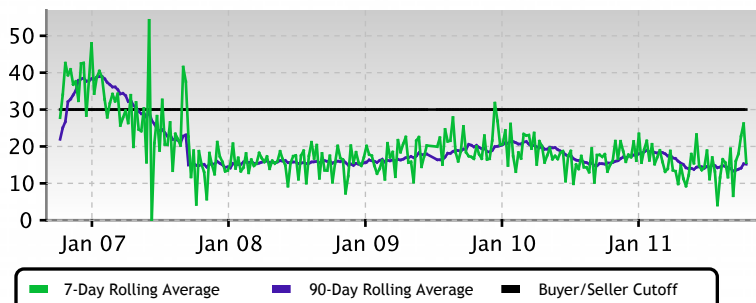
The median list price in PLACENTIA, CA this week is \$430,000.

With inventory trending up but days-on-market and the Market Action Index essentially flat recently, conditions do not seem to have strong up or down pull.

## Supply and Demand

- The market has settled in at a relative stasis in inventory and sales conditions. It's a Buyer's market that has seen prices trend lower. Expect that consistent up trends in demand will be required before price trends change significantly.

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.

## 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	\$ 639,900	2527	6,501 - 8,000 sqft	4.0	2.5	32	82	46	4	70	Most expensive 25% of properties
Upper/Second	\$ 488,014	2025	6,501 - 8,000 sqft	4.0	2.0	43	82	29	2	73	Upper-middle 25% of properties
Lower/Third	\$ 397,000	1730	4,501 - 6,500 sqft	4.0	2.0	42	83	53	5	55	Lower-middle 25% of properties
Bottom/Fourth	\$ 253,800	1300	Less than 4,500 sqft	3.0	2.0	35	83	54	2	38	Least expensive 25% of properties

### Real-Time Market Profile

Median List Price	\$ 430,000	Trend
Asking Price Per Square Foot	\$ 232	↓↓
Average Days on Market (DOM)	59	↔
Percent of Properties with Price Decrease	20 %	
Percent Relisted (reset DOM)	4 %	
Percent Flip (price increased)	7 %	
Median House Size (sq ft)	1900	
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 15.2	↔

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

## 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.

Price Trends

