

Sunday September 20, 2009

Real-Time Market Profile		Trend
Median List Price	\$ 2,495,000	↔ ↔
Asking Price per Square Foot	\$ 871	↓ ↓
Average Days on Market	189	↑
Percent of Properties with Price Decrease	38 %	
Percent Relisted (reset DOM)	8 %	
Percent Flip (price increased)	3 %	
Median House Size (sq ft)	2,985	
Median Lot Size	6,501 - 8,000 Sq. Feet	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	
Market Action Index*	Cold! Buyer's 11	↑

* see below for details on the Market Action Index

THIS WEEK

The median single family home price in CORONA DEL MAR this week is \$2,495,000.

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.

PRICE

The market seems to have paused around this plateau. The Market Action Index is a good leading indicator for the durability of this trend.

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 11. 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

Most expensive 25% of homes

Upper-middle 25% of homes

Lower-middle 25% of homes

Least expensive 25% of homes



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	\$ 5,197,000	4,040	8,001 - 10,000 sq ft	4.0	5.0	46	36	4	3	200
2	\$ 2,965,000	3,137	6,501 - 8,000 sq ft	4.0	4.0	47	36	1	2	195
3	\$ 2,095,000	2,800	6,501 - 8,000 sq ft	4.0	3.0	43	36	0	2	187
4	\$ 1,385,000	2,204	Less than 4,500 sq ft	3.0	3.0	43	37	0	1	179

About Altos Research Corporation

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