



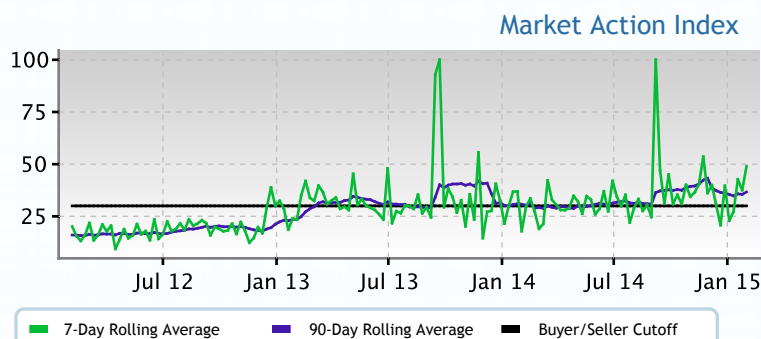
## This Week

The median list price in DANA POINT, CA this week is \$1,495,000.

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

- While the Market Action Index shows some strengthening in the last few weeks, prices have not seemed to move from their plateau. Should the upward trend in sales relative to inventory continue, expect prices to resume an upward climb in tandem with the MAI.



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

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 6,995,000	5800	0.25 - 0.50 acre	4.0	4.0	8	19	1	1	222	Most expensive 25% of properties
Upper/Second	\$ 2,387,500	3858	0.25 - 0.50 acre	4.0	3.2	36	20	1	2	211	Upper-middle 25% of properties
Lower/Third	\$ 1,189,500	2081	Less than 4,500 sqft	3.0	2.5	32	20	3	6	102	Lower-middle 25% of properties
Bottom/Fourth	\$ 812,500	2021	Less than 4,500 sqft	3.0	2.0	30	20	1	5	118	Least expensive 25% of properties

### Real-Time Market Profile

		Trend
Median List Price	\$ 1,495,000	↔
Asking Price Per Square Foot	\$ 600	↑↑
Average Days on Market (DOM)	162	↑↑
Percent of Properties with Price Decrease	38 %	
Percent Relisted (reset DOM)	15 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	2774	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	
Market Action Index	Seller's Advantage 36.7	↑

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

## Price

- The market is hovering around this plateau. Look for a persistent change in the Market Action Index before we see prices deviate from these levels.

