



This Week

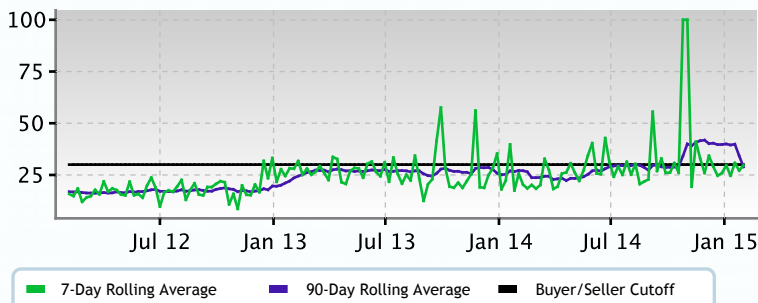
The median list price in LAGUNA BEACH, CA 92651 this week is \$3,250,000.

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

Supply and Demand

- In terms of supply and demand, the market is getting cooler - more supply is coming on the market relative to the sales demand. However, in recent weeks prices have been moving higher. Since it is technically a Buyer's market, this price trend may be a result of improved quality (newer, larger homes) of the homes being listed. Look at the descriptive statistics where you may notice the homes being listed are larger and younger than they have been in the past.

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	\$ 12,995,000	5000	0.25 - 0.50 acre	4.0	4.5	16	41	2	2	224	Most expensive 25% of properties
Upper/Second	\$ 3,995,000	3450	6,501 - 8,000 sqft	4.0	3.0	37	41	4	1	163	Upper-middle 25% of properties
Lower/Third	\$ 2,375,000	2400	4,501 - 6,500 sqft	3.0	2.5	48	41	7	4	161	Lower-middle 25% of properties
Bottom/Fourth	\$ 1,534,500	1638	4,501 - 6,500 sqft	3.0	2.0	54	42	4	5	127	Least expensive 25% of properties

Real-Time Market Profile

Median List Price	\$ 3,250,000	↑↑
Asking Price Per Square Foot	\$ 1,143	↔
Average Days on Market (DOM)	168	↓
Percent of Properties with Price Decrease	24 %	
Percent Relisted (reset DOM)	12 %	
Percent Flip (price increased)	3 %	
Median House Size (sq ft)	2800	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	
Market Action Index	Buyer's Advantage 28.9	↓↓

Trend

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

Price

- While this week the median price in this zip code didn't fluctuate much, we are relatively close to the market's high-water mark. Watch for persistent downward shift in the Market Action Index into the Buyer's zone as a leading indicator of the price strength subsiding.

Price Trends

