



Coastal Real Estate Guide

Dana Point, CA 92629

REPORT FOR 9/15/2023

Single-Family Homes

C

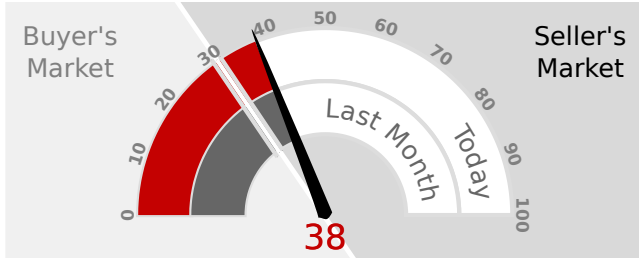
Presented by Scott Sanchez
949-715-4100
scott@firebrandmediainc.com

Dana Point, CA 92629

This week the median list price for Dana Point, CA 92629 is \$3,895,000 with the market action index hovering around 38. This is less than last month's market action index of 39. Inventory has decreased to 41.

MARKET ACTION INDEX











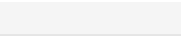
This answers "How's the Market?" by comparing rate of sales versus inventory.



Slight Seller's Advantage

The market has been cooling over time and prices plateaued for a while. Despite the consistent decrease in MAI, we're in the Seller's zone. Watch for changes in MAI. If the MAI resumes its climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.

REAL-TIME MARKET PROFILE

Median List Price		\$3,895,000
Median Price of New Listings		\$2,175,000
Per Square Foot		\$1,379
Average Days on Market		118
Median Days on Market		84
Price Decreased		51%
Price Increased		5%
Relisted		5%
Inventory		41
Median Rent		\$8,000
Market Action		38

Slight Seller's Advantage

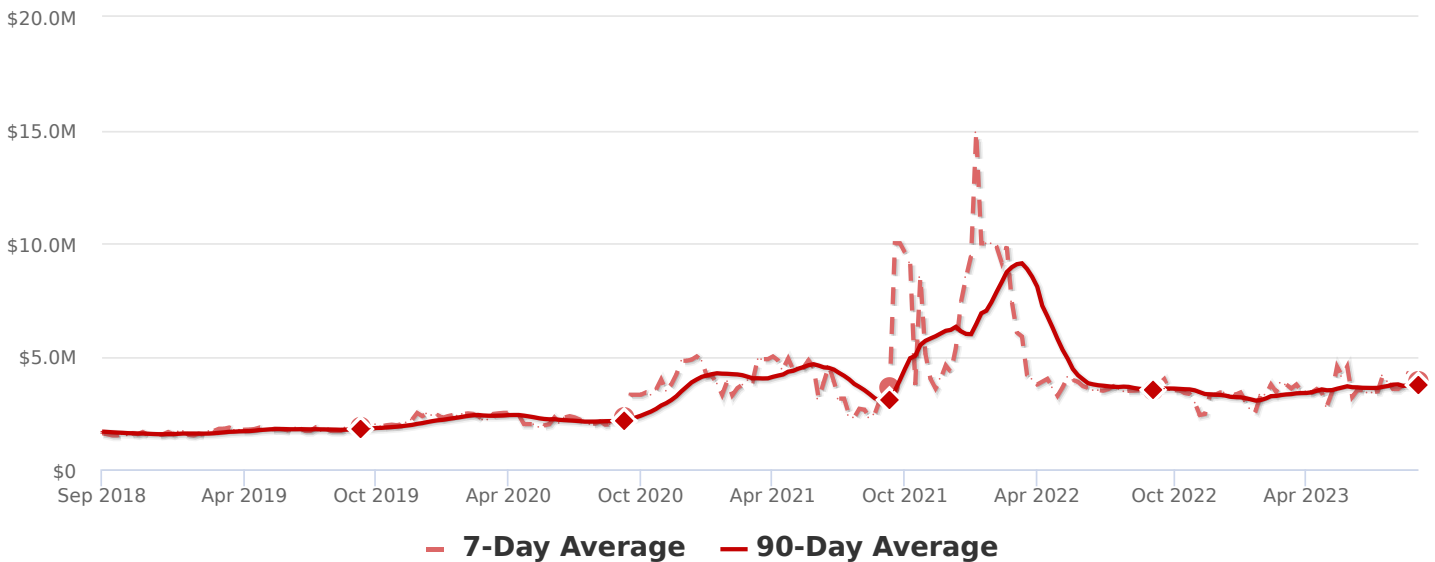
MARKET SEGMENTS

Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$16,995,000	7,212	0.25 - 0.5 acre	5	7.5	58	0	0	178
\$6,187,000	3,957	8,000 - 10,000 sqft	4	5	58	0	2	91
\$2,799,000	2,292	6,500 - 8,000 sqft	3	3	46	1	0	63
\$1,949,000	1,913	4,500 - 6,500 sqft	3	3	45	2	4	63

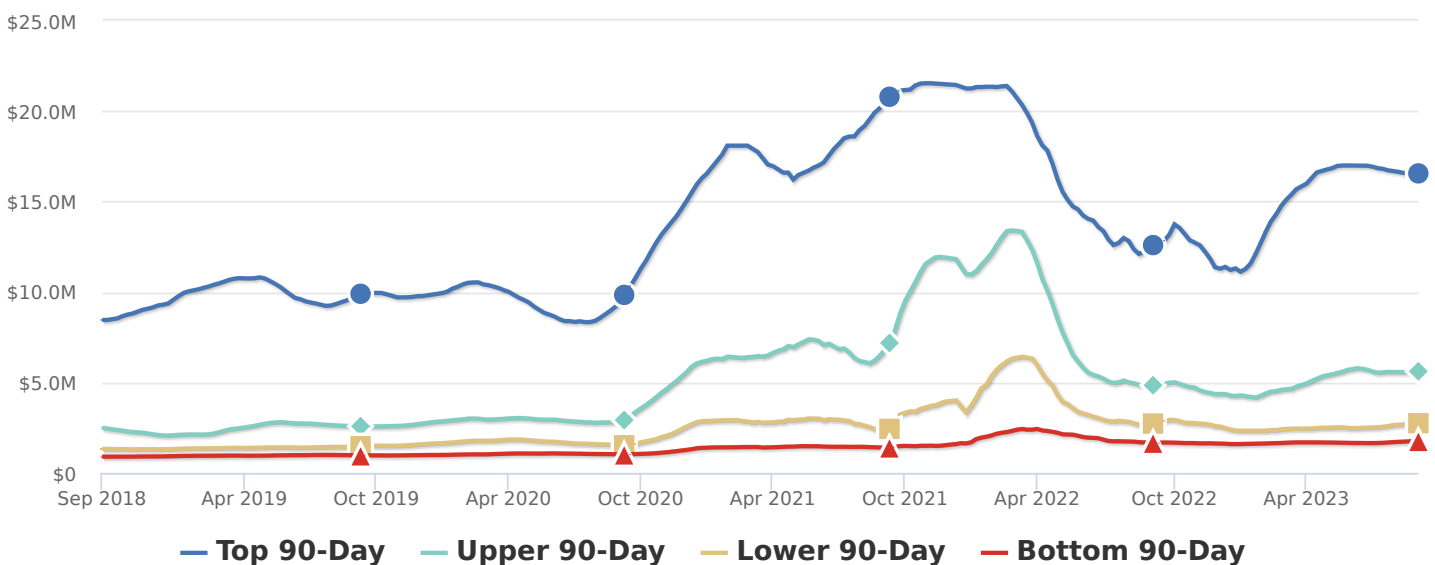
MEDIAN LIST PRICE

Prices in this zip code are bouncing around near term trough. Look for a persistent up-shift in the Market Action Index before we see prices move significantly from here.



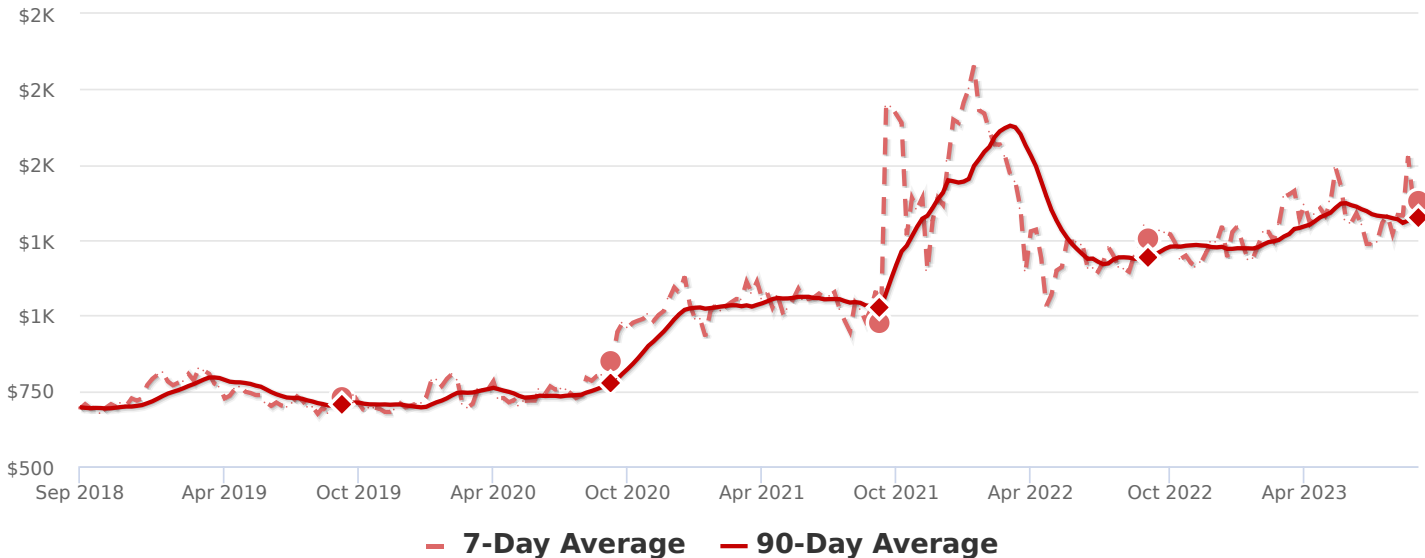
SEGMENTS

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.

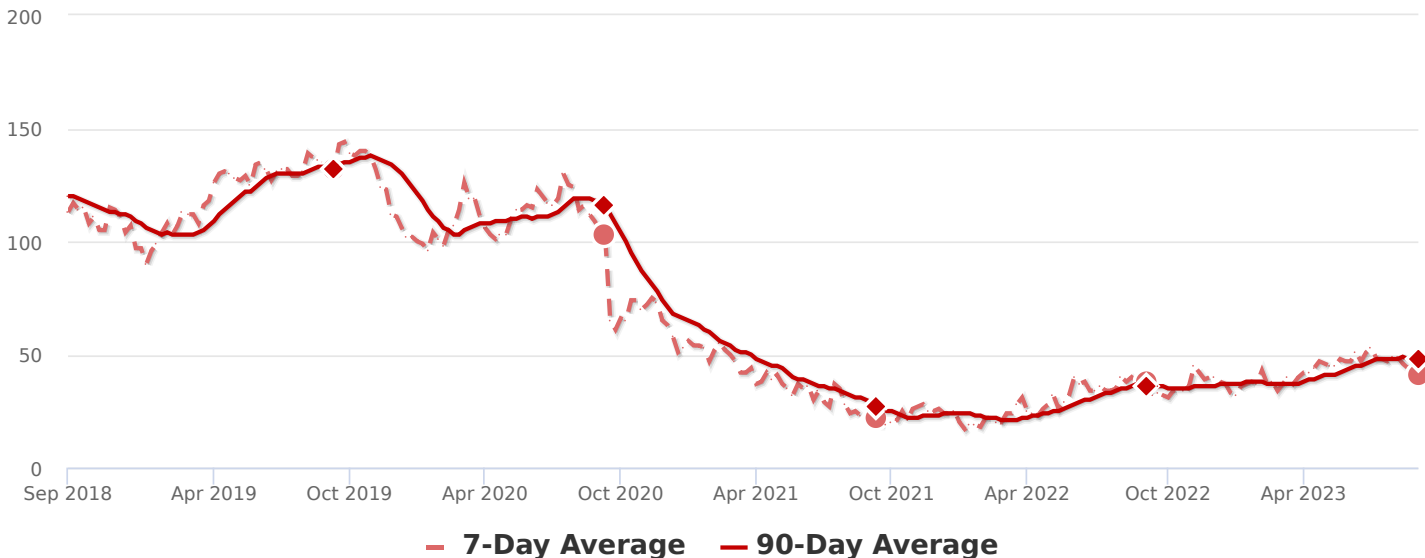


Dana Point, CA 92629**PRICE PER SQUARE FOOT**

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.

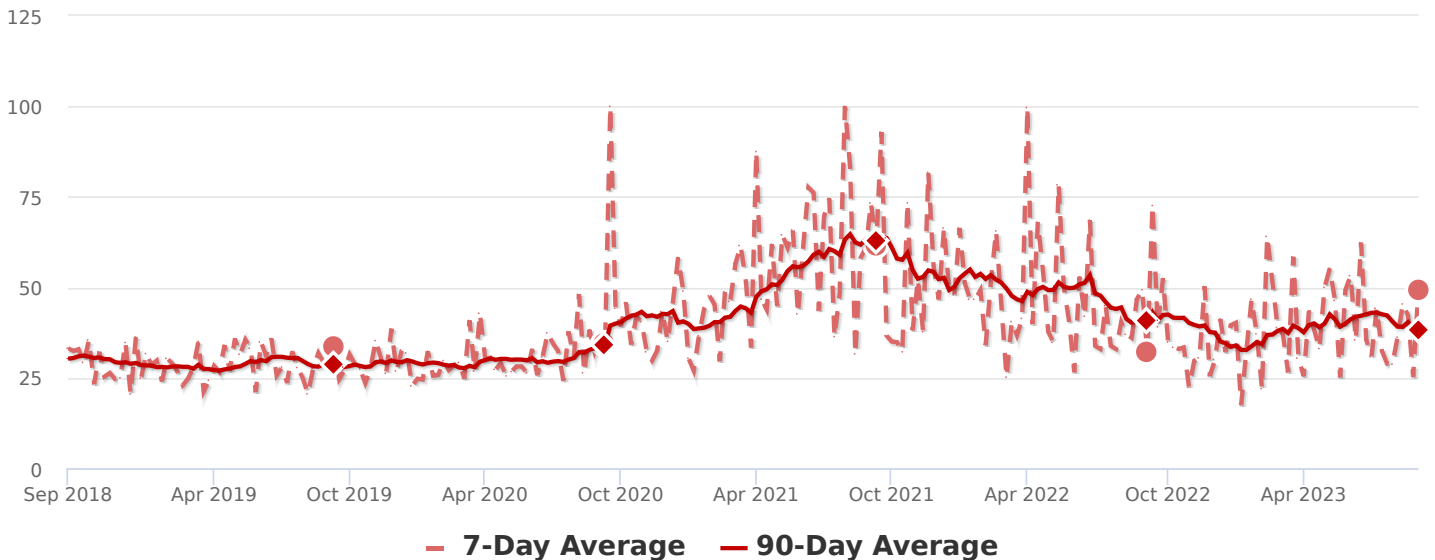
**INVENTORY**

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

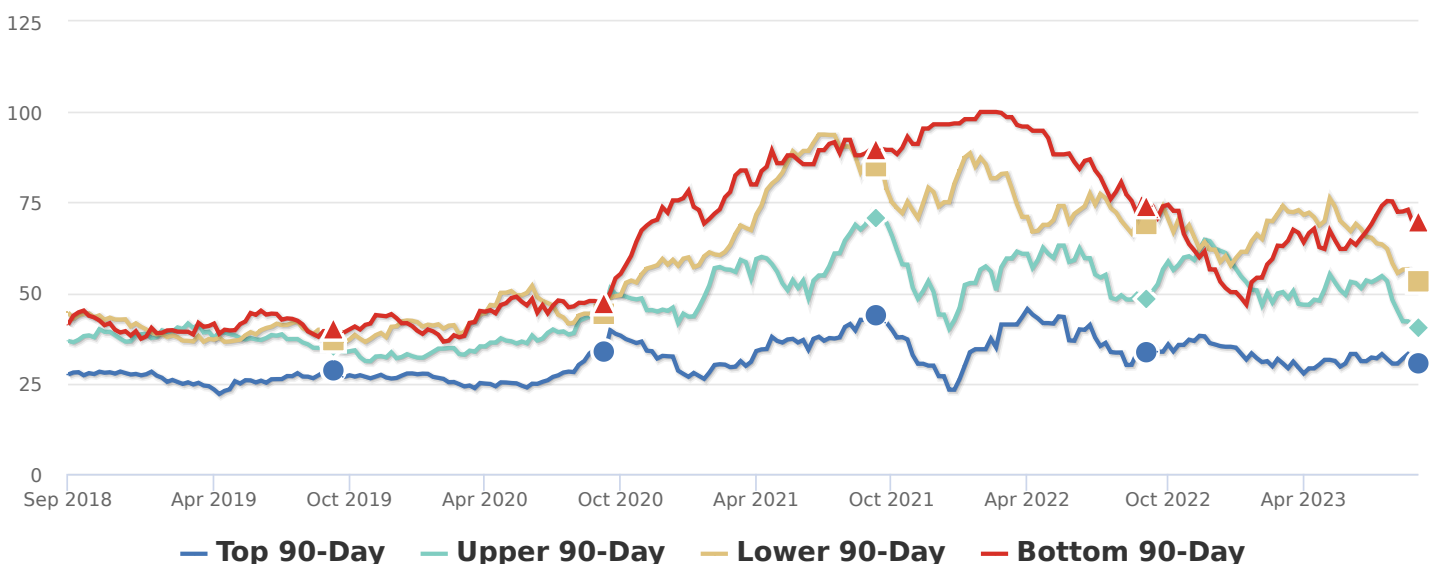


MARKET ACTION INDEX

The market has been cooling over time and prices plateaued for a while. Despite the consistent decrease in MAI, we're in the Seller's zone. Watch for changes in MAI. If the MAI resumes its climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.

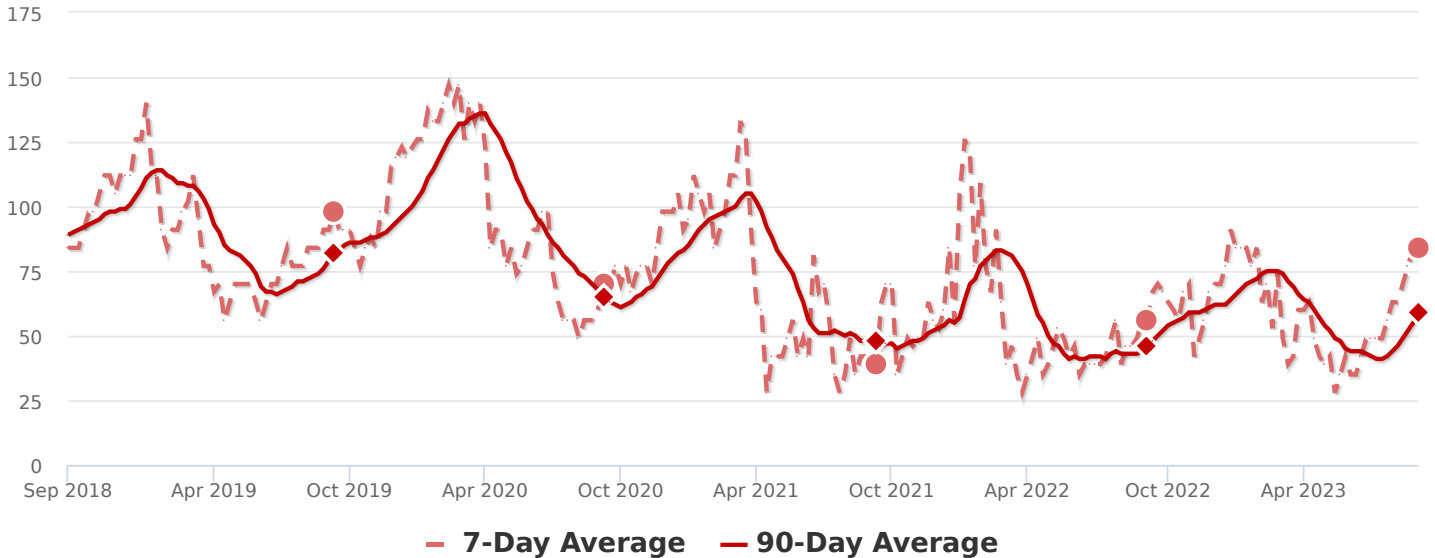
**MARKET ACTION SEGMENTS**

Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



MEDIAN DAYS ON MARKET (DOM)

The properties have been on the market for an average of 101 days. Half of the listings have come newly on the market in the past 59 or so days. Watch the 90-day DOM trend for signals of a changing market.



SEGMENTS

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.

