



# **Coastal Real Estate Guide**

## **Laguna Beach, CA 92651**

REPORT FOR 9/15/2023

Single-Family Homes

# C

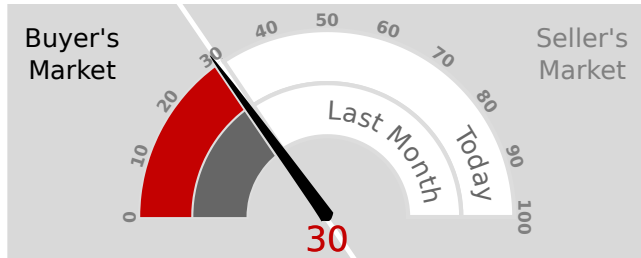
Presented by Scott Sanchez  
949-715-4100  
[scott@firebrandmediainc.com](mailto:scott@firebrandmediainc.com)

## Laguna Beach, CA 92651

This week the median list price for Laguna Beach, CA 92651 is \$6,250,000 with the market action index hovering around 30. This is about the same as last month's market action index of 30. Inventory has decreased to 115.

## MARKET ACTION INDEX











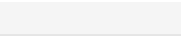
This answers "How's the Market?" by comparing rate of sales versus inventory.



## Slight Seller's Advantage

Home sales have begun exceeding new inventory. This is a Buyer's market so prices are not yet moving higher as excess inventory is consumed. If the tightening continues and the market moves into the Seller's zone, we may see upward pressure on pricing.

## REAL-TIME MARKET PROFILE

Median List Price		\$6,250,000
Median Price of New Listings		\$4,750,000
Per Square Foot		\$1,945
Average Days on Market		135
Median Days on Market		91
Price Decreased		39%
Price Increased		0%
Relisted		9%
Inventory		115
Median Rent		\$12,000
Market Action		30

## Slight Seller's Advantage

## MARKET SEGMENTS

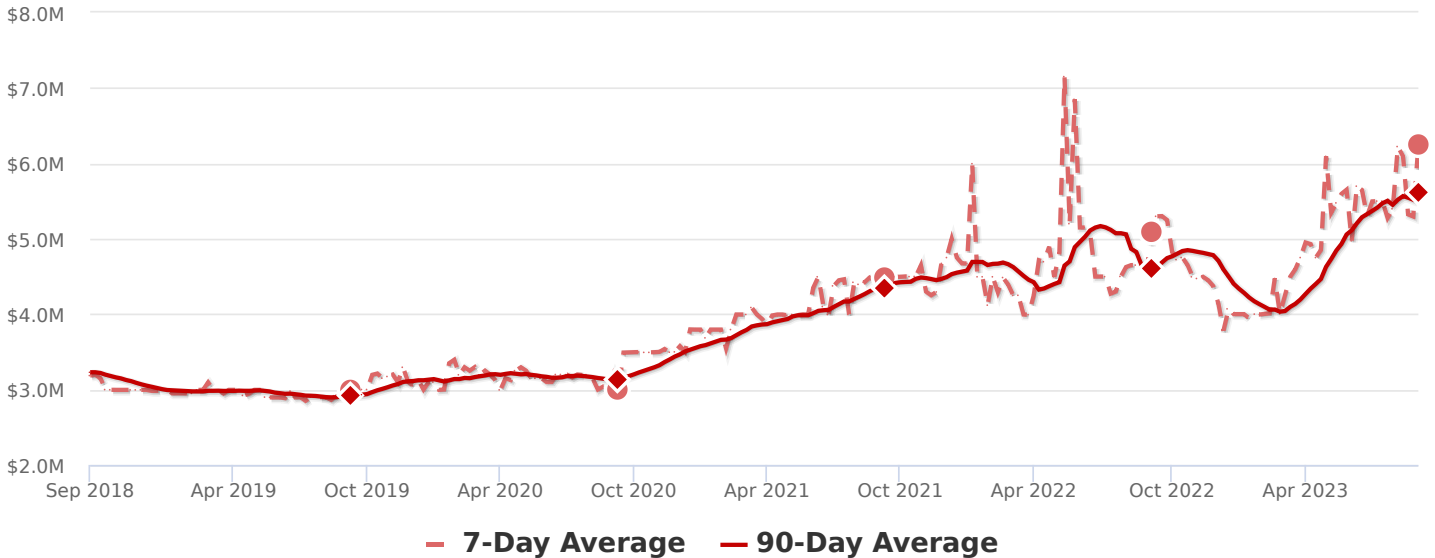
Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$16,372,500	4,900	0.25 - 0.5 acre	4	5.5	62	0	0	129
\$7,500,000	3,796	6,500 - 8,000 sqft	4	4	65	3	0	91
\$4,685,000	3,237	6,500 - 8,000 sqft	4	4	60	4	5	70
\$2,600,000	1,800	4,500 - 6,500 sqft	3	3	61	2	6	63

# Laguna Beach, CA 92651

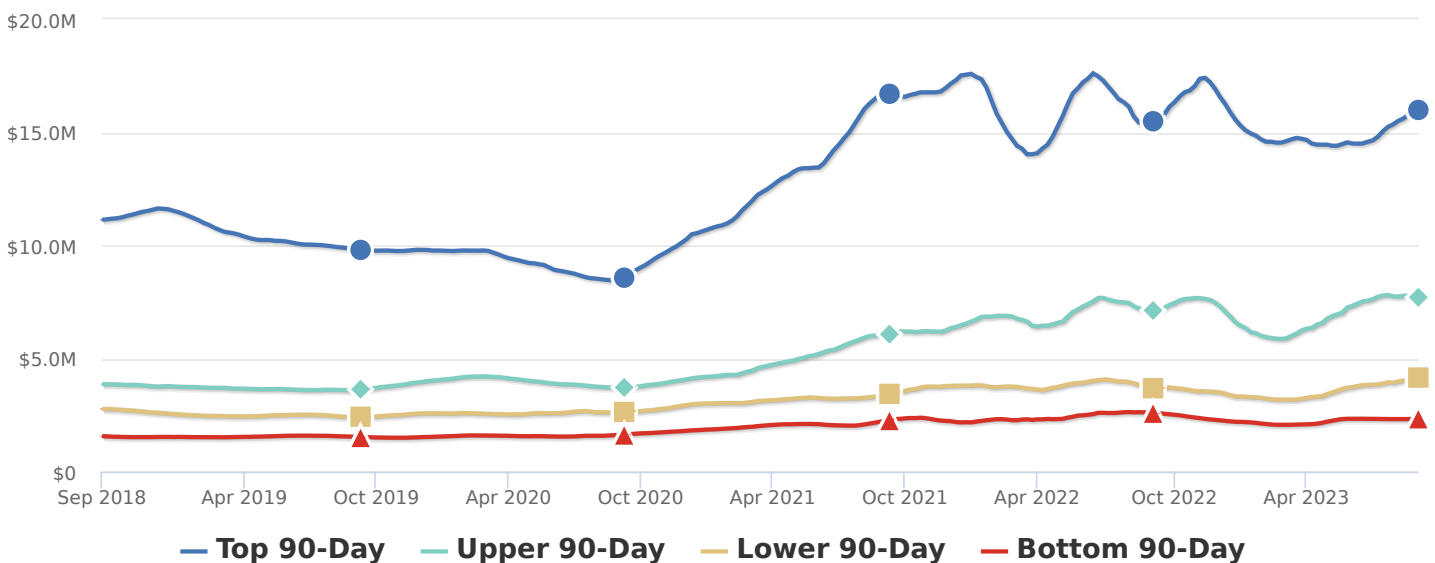
## MEDIAN LIST PRICE

We continue to see prices in this zip code hovering around these current levels, even though they bumped up a bit this week. Look for a persistent up-shift in the Market Action Index before we see prices move significantly from here.



## SEGMENTS

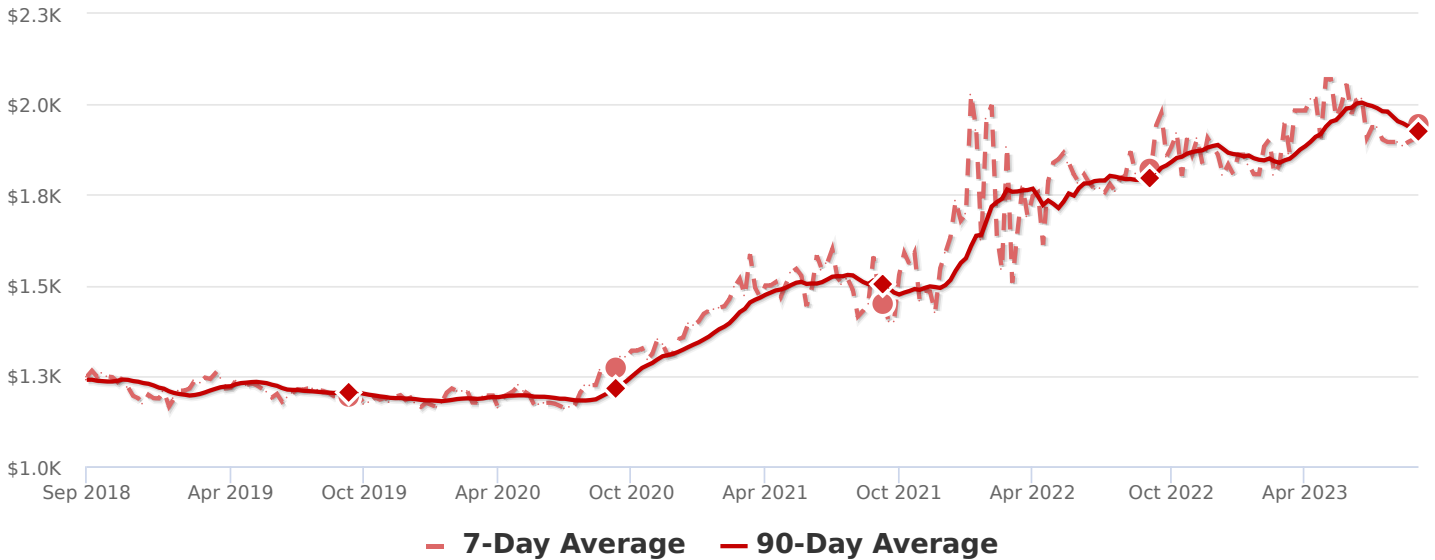
In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 3 is on a bit of an up trend in recent weeks. We'll need to see a persistent shift in the Market Action Index before we see prices across the board move from these levels.



# Laguna Beach, CA 92651

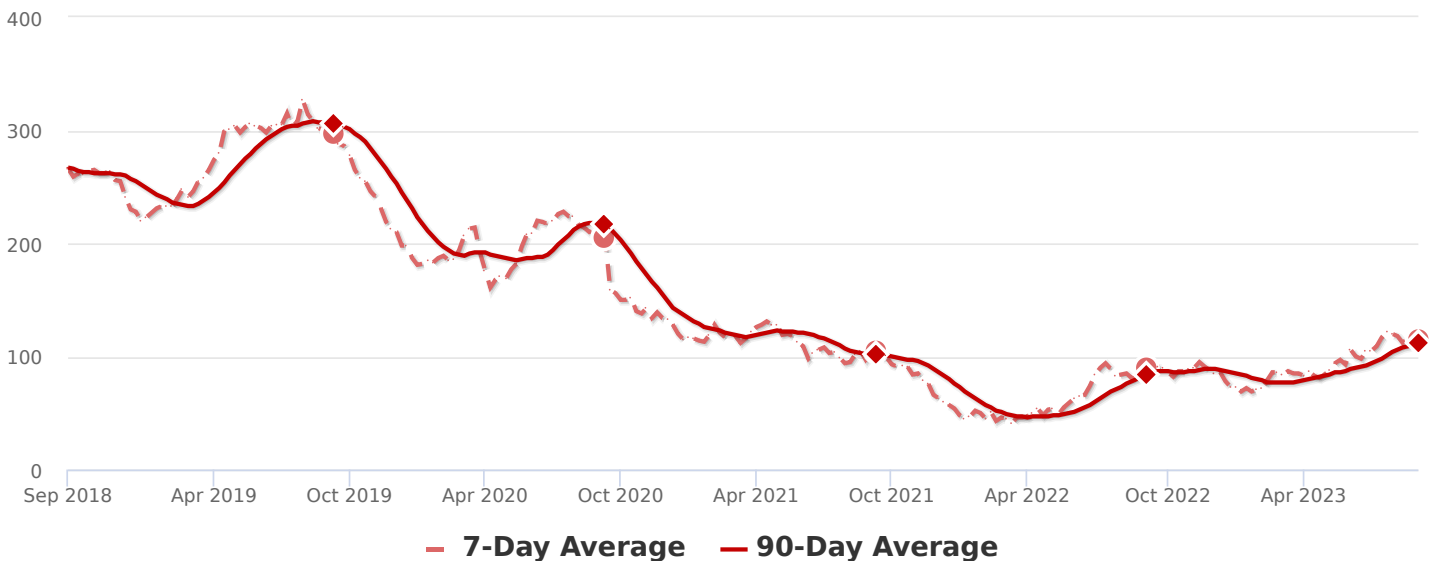
## PRICE PER SQUARE FOOT

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

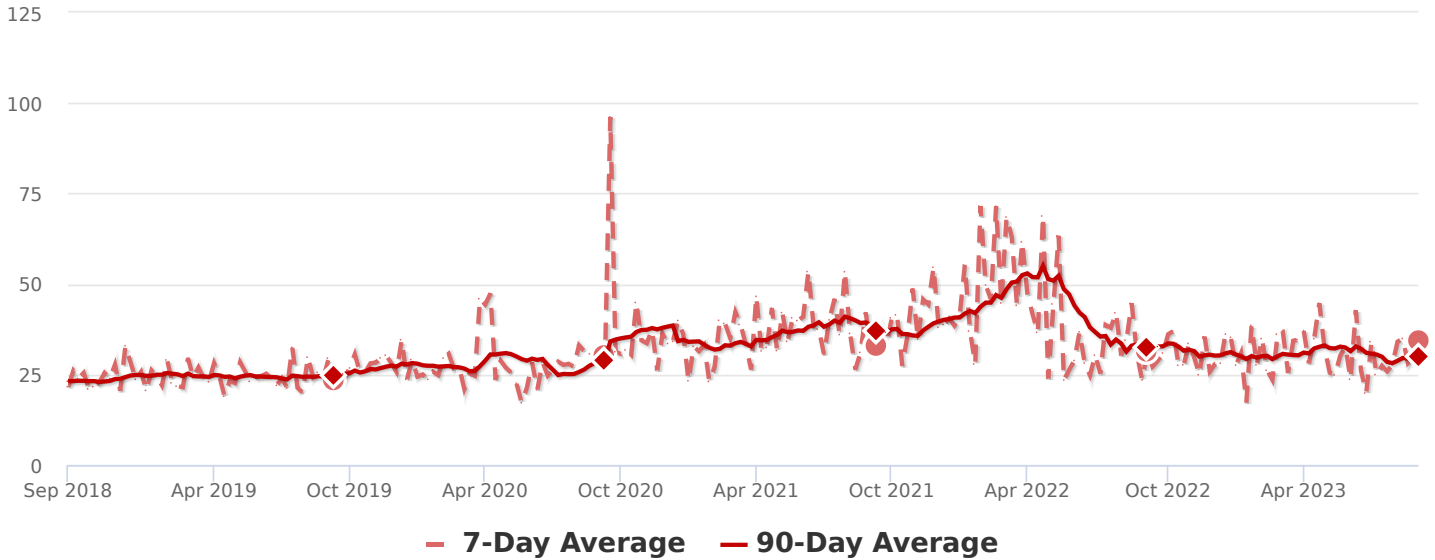
Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.



# Laguna Beach, CA 92651

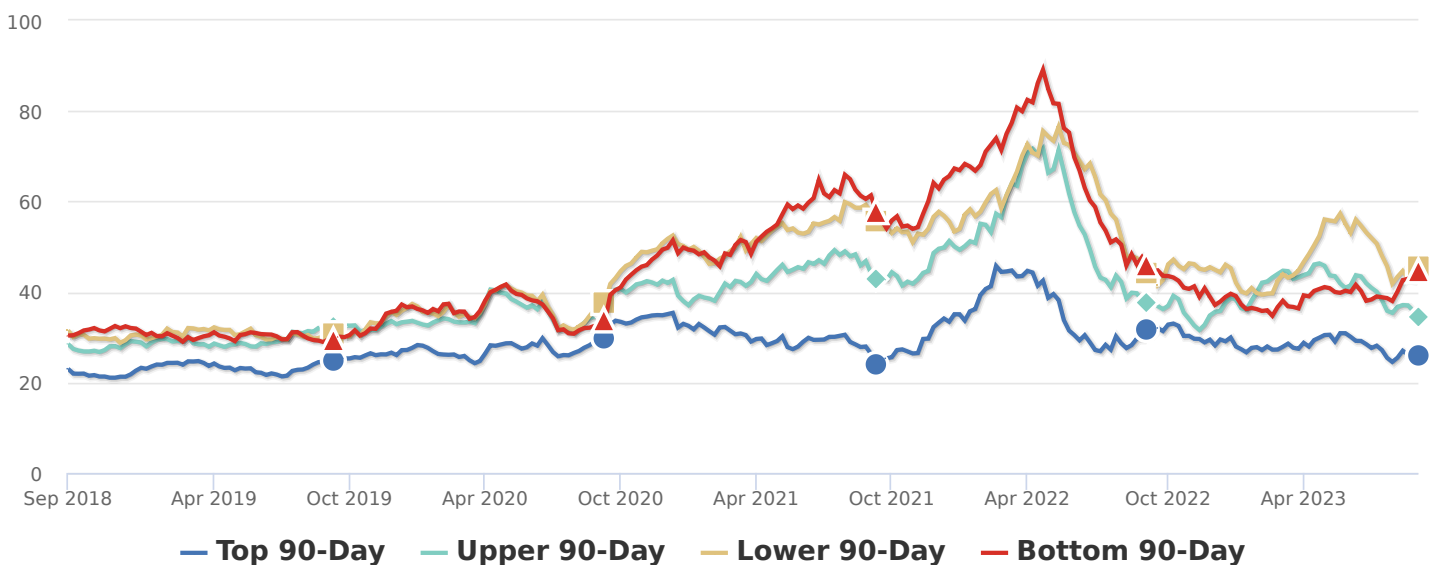
## MARKET ACTION INDEX

Home sales have begun exceeding new inventory. This is a Buyer's market so prices are not yet moving higher as excess inventory is consumed. If the tightening continues and the market moves into the Seller's zone, we may see upward pressure on pricing.



## MARKET ACTION SEGMENTS

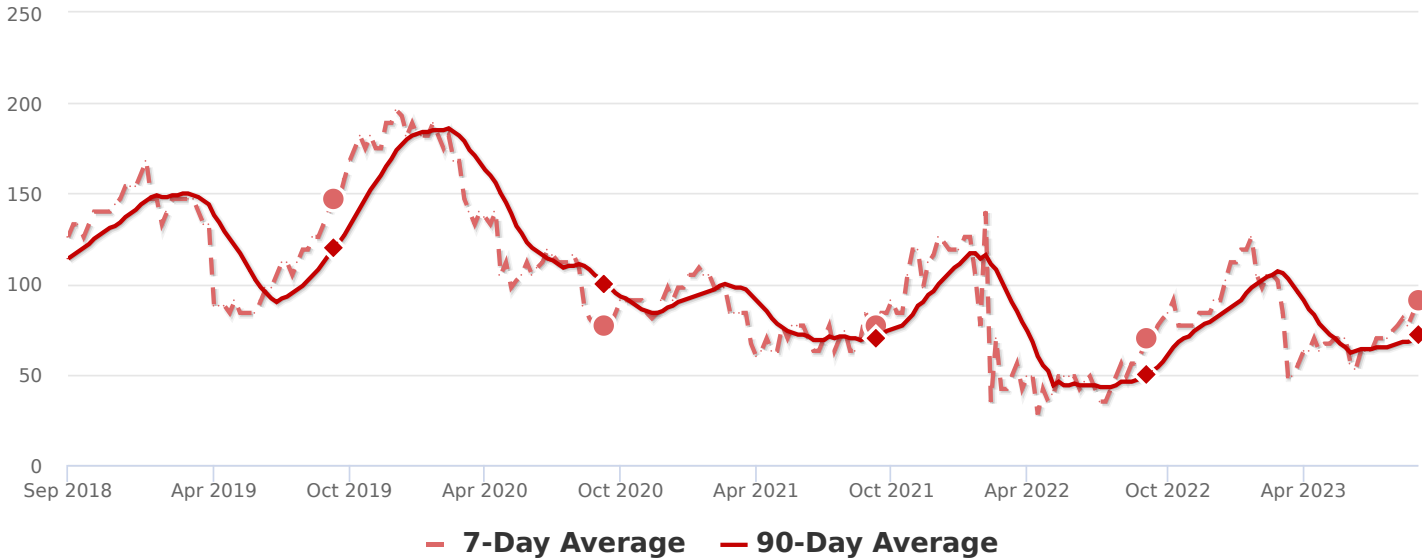
Three of the four quartiles of this zip code are in the Seller's Market zone with relatively low amounts of inventory given the current levels of demand. It's not uncommon that the premium segment of the market takes longer to sell than the rest of the group.



# Laguna Beach, CA 92651

## MEDIAN DAYS ON MARKET (DOM)

The properties have been on the market for an average of 117 days. Half of the listings have come newly on the market in the past 72 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.

