

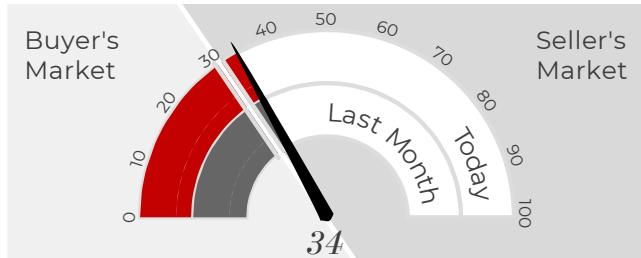


Corona Del Mar, CA

This week the median list price for Corona Del Mar, CA is \$7,088,000 with the market action index hovering around 34. This is less than last month's market action index of 35. Inventory has increased to 47.

MARKET ACTION INDEX

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



SLIGHT SELLER'S ADVANTAGE

In the last few weeks, the market has been at a stasis point in terms of sales to inventory. However, prices seem to have been falling a bit recently. Technically supply levels indicate this is a Seller's market so it is likely that the downward pricing pressure will be light or variable. Watch for an up-shift in the MAI before price stability is achieved.

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
\$18,900,000	6,722	0.25 - 0.5 acre	5	6	21	0 1	133
\$8,375,000	3,905	8,000 - 10,000 sqft	4	5.5	27	0 0	105
\$5,340,000	2,904	6,500 - 8,000 sqft	4	4	36	1 0	66
\$2,972,500	2,241	4,500 - 6,500 sqft	3	2.5	45	4 1	21

REAL-TIME MARKET PROFILE

Median List Price		\$7,088,000
Median Price of New Listings		\$2,749,000
Per Square Foot		\$1,962
Average Days on Market		107
Median Days on Market		84
Price Decreased		45%
Price Increased		2%
Relisted		15%
Inventory		47
Median Rent		\$10,750
Market Action		34

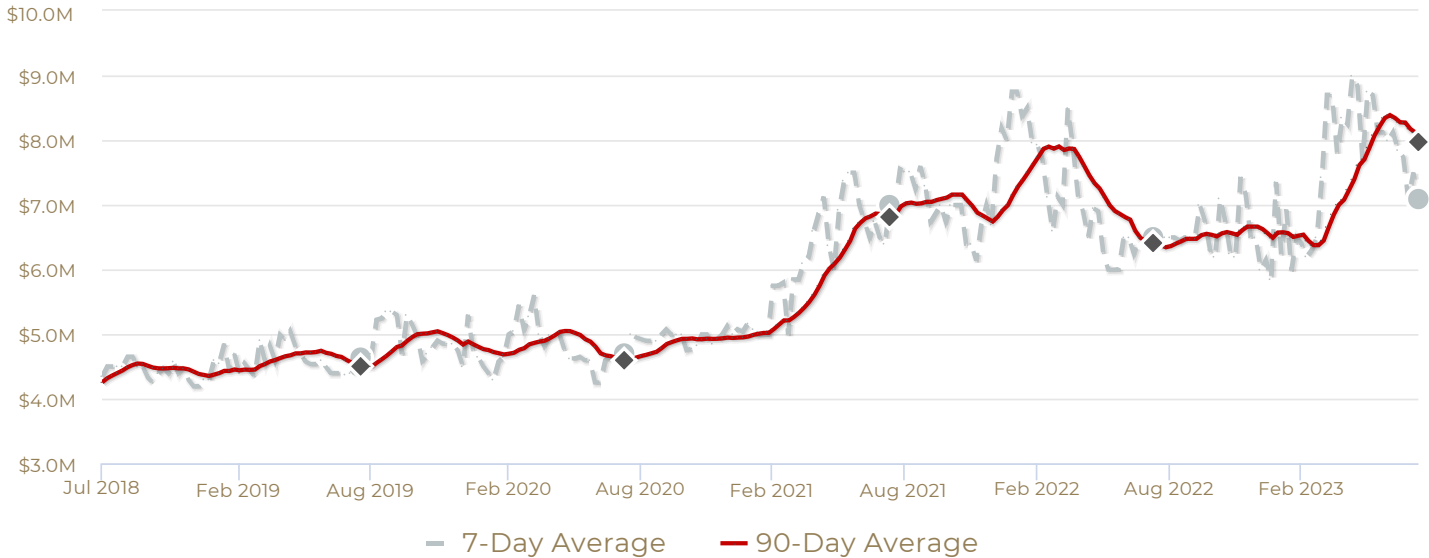
SLIGHT SELLER'S ADVANTAGE



Corona Del Mar, CA

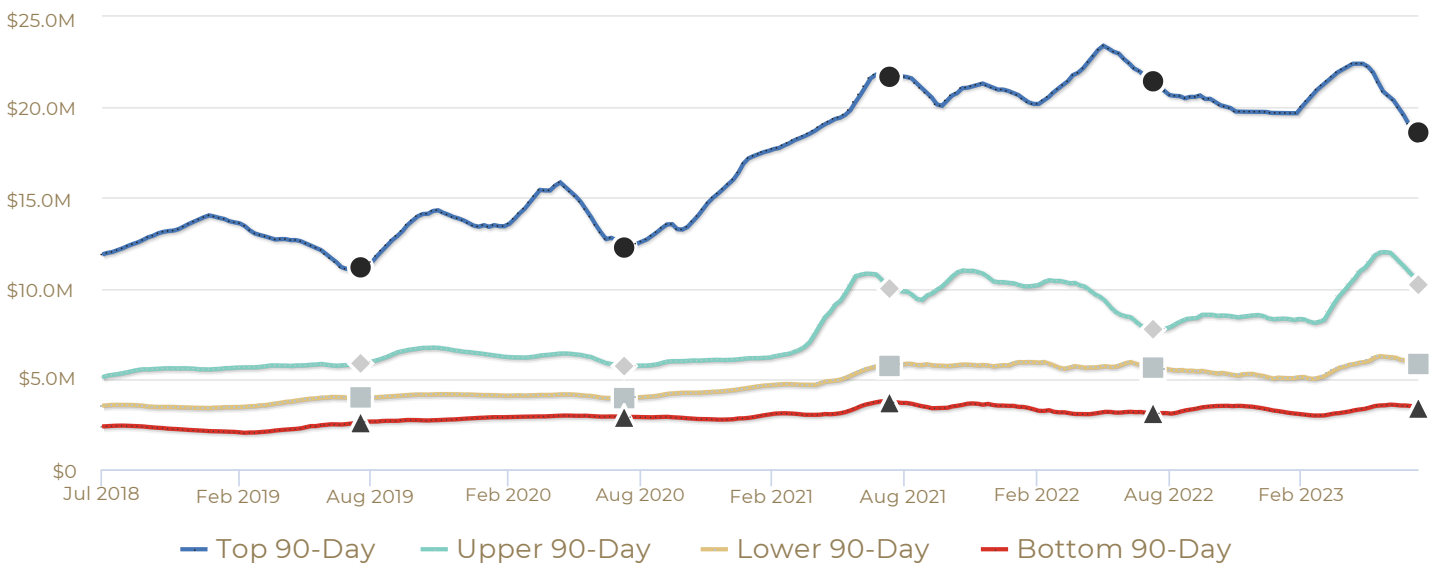
MEDIAN LIST PRICE

Again this week we see a downward notch for prices. Prices continue to pull back from the market's highs. The Market Action Index is a good leading indicator for the durability of this trend.



SEGMENTS

Price weakness is evident across the board. All four quartiles have been in price decline in recent weeks. Look to the Market Action Index as a leading indicator of the bottom of the market.

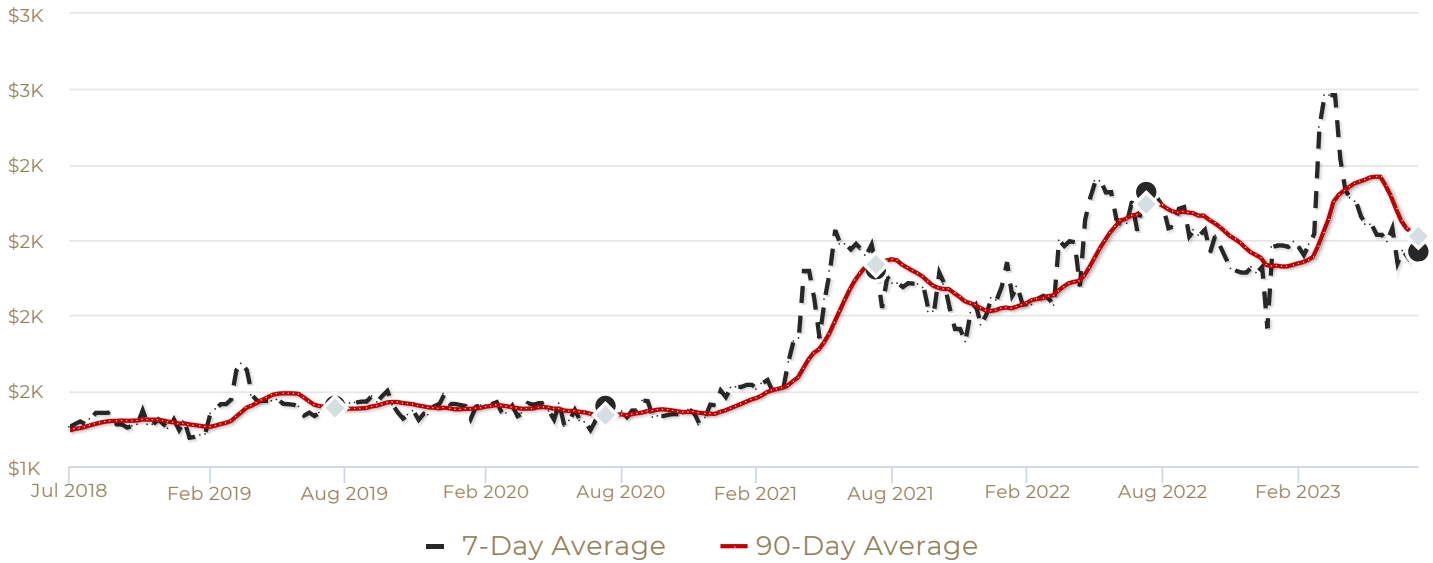




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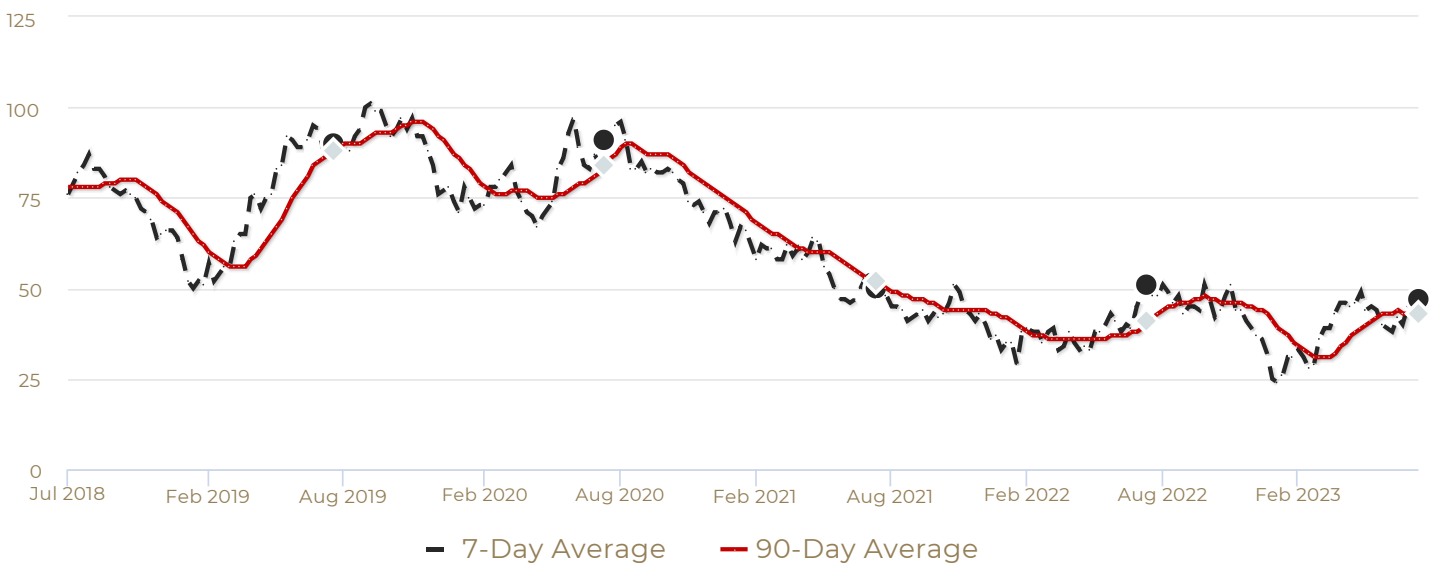
PRICE PER SQUARE FOOT

The market's downward trends are shared across both price and value. People are recently placing less value on homes (you can see the recent declines in price per square foot as evidence.) Look for significant changes in the Market Action Index as a precursor to price and value changes, possibly as inflection points for good investment opportunities.



INVENTORY

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

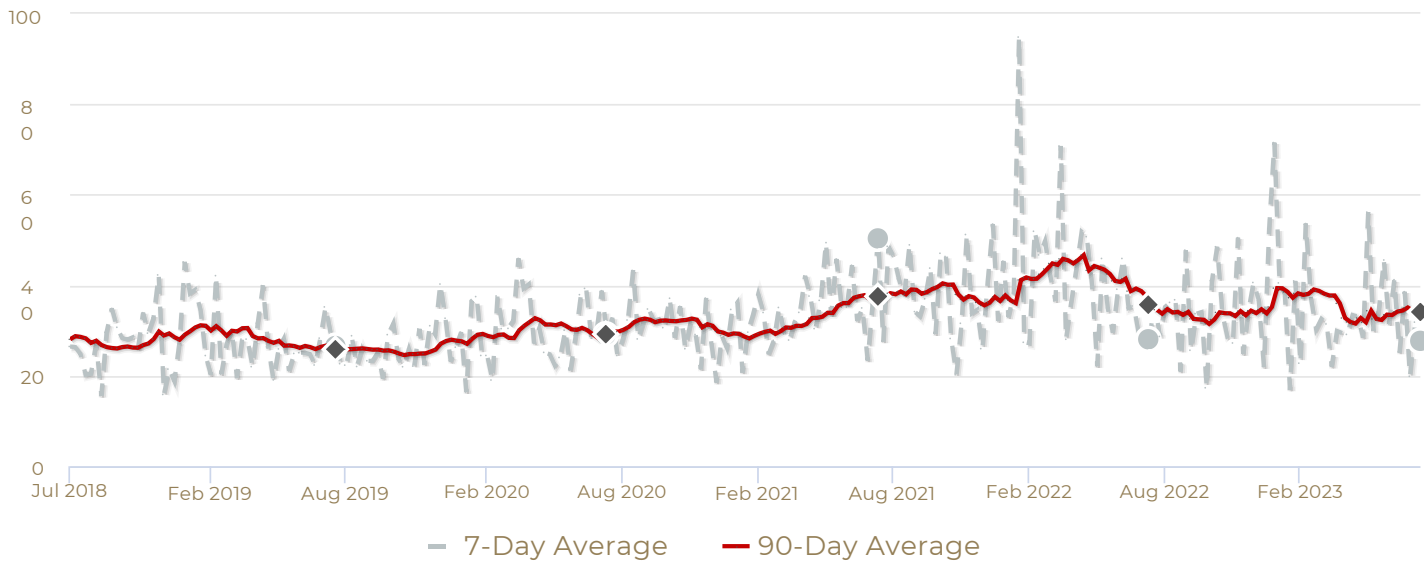




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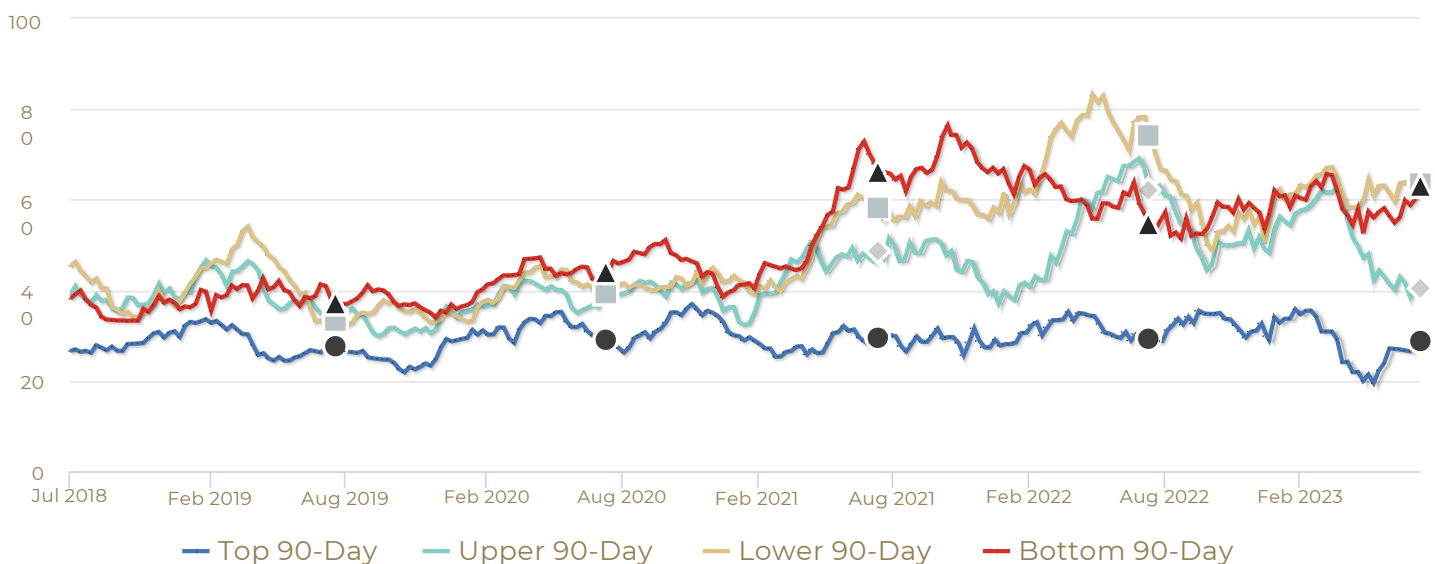
MARKET ACTION INDEX

In the last few weeks, the market has been at a stasis point in terms of sales to inventory. However, prices seem to have been falling a bit recently. Technically supply levels indicate this is a Seller's market so it is likely that the downward pricing pressure will be light or variable. Watch for an up-shift in the MAI before price stability is achieved.



MARKET ACTION SEGMENTS

Three of the four quartiles of the market are in the Seller's Market zone with relatively low amounts of inventory given the current rate of demand for homes in the quartile. Notice that Quartile 1 (the highest-end price group) is showing weaker demand than the others. It's not uncommon that the premium segment of the market takes longer to sell than the rest of the group.

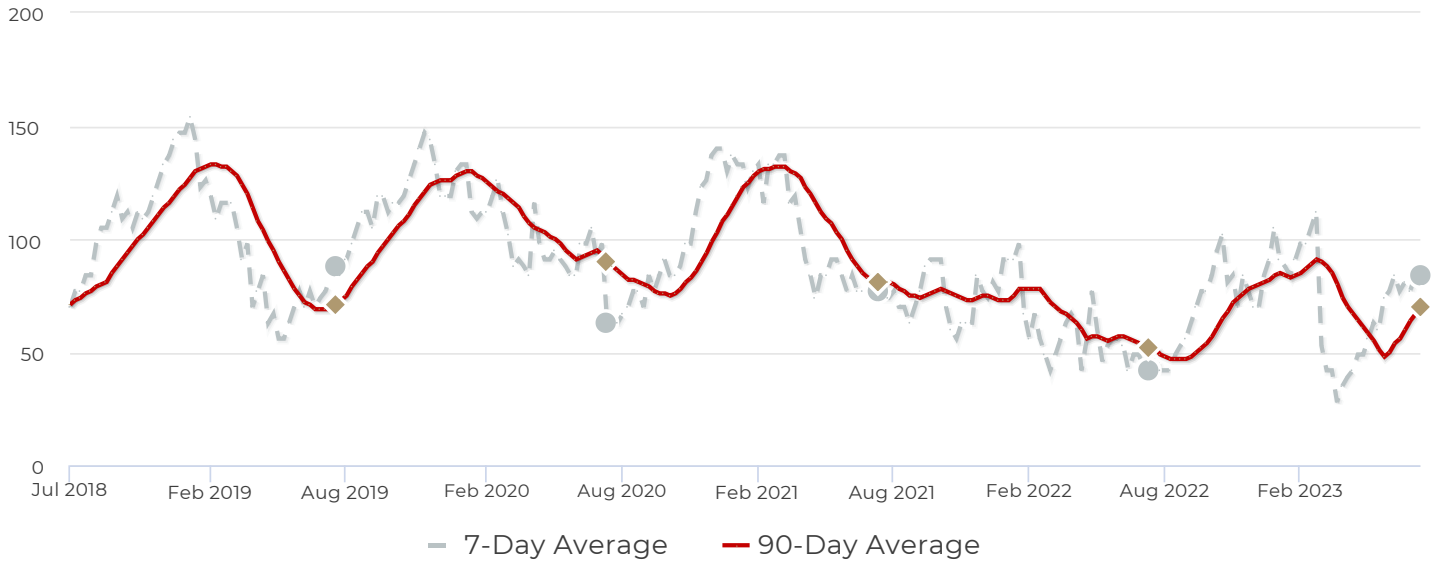




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MEDIAN DAYS ON MARKET (DOM)

The properties have been on the market for an average of 100 days. Half of the listings have come newly on the market in the past 70 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.

