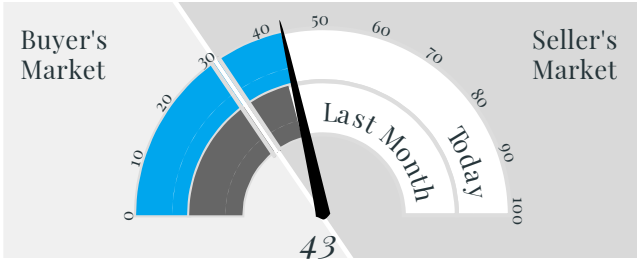




This week the median list price for Dana Point, CA 92629 is \$3,395,000 with the market action index hovering around 43. This is an increase over last month's market action index of 42. Inventory has increased to 53.

Market Action Index

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



Slight Seller's Advantage

Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.

Real-Time Market Profile

Median List Price		\$3,395,000
Median Price of New Listings		\$2,694,000
Per Square Foot		\$1,237
Average Days on Market		90
Median Days on Market		49
Price Decreased		34%
Price Increased		4%
Relisted		8%
Inventory		53
Median Rent		\$7,475
Market Action		43

Slight Seller's Advantage

Market Segments

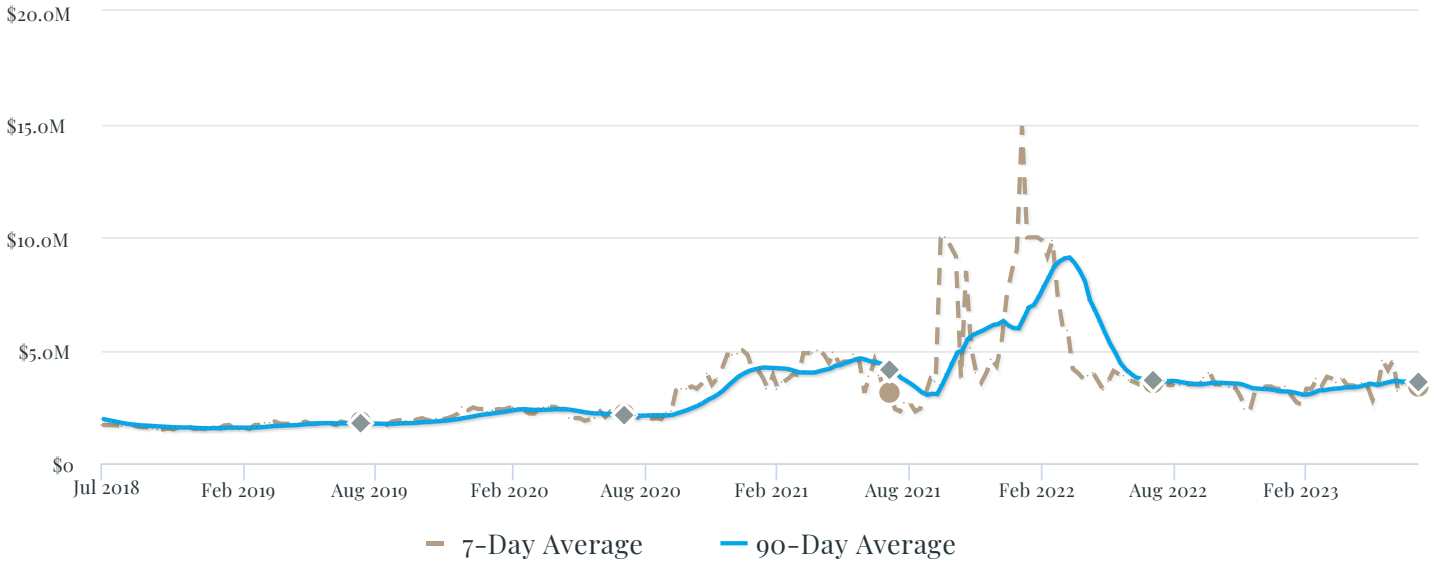
Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$15,900,000	5,951	0.25 - 0.5 acre	4	6	58	1	1	84
\$4,495,000	4,067	0.25 - 0.5 acre	4	4	39	1	0	77
\$2,590,000	2,069	4,500 - 6,500 sqft	3	3	49	2	0	35
\$1,724,500	1,968	4,500 - 6,500 sqft	3	3	38	2	3	17



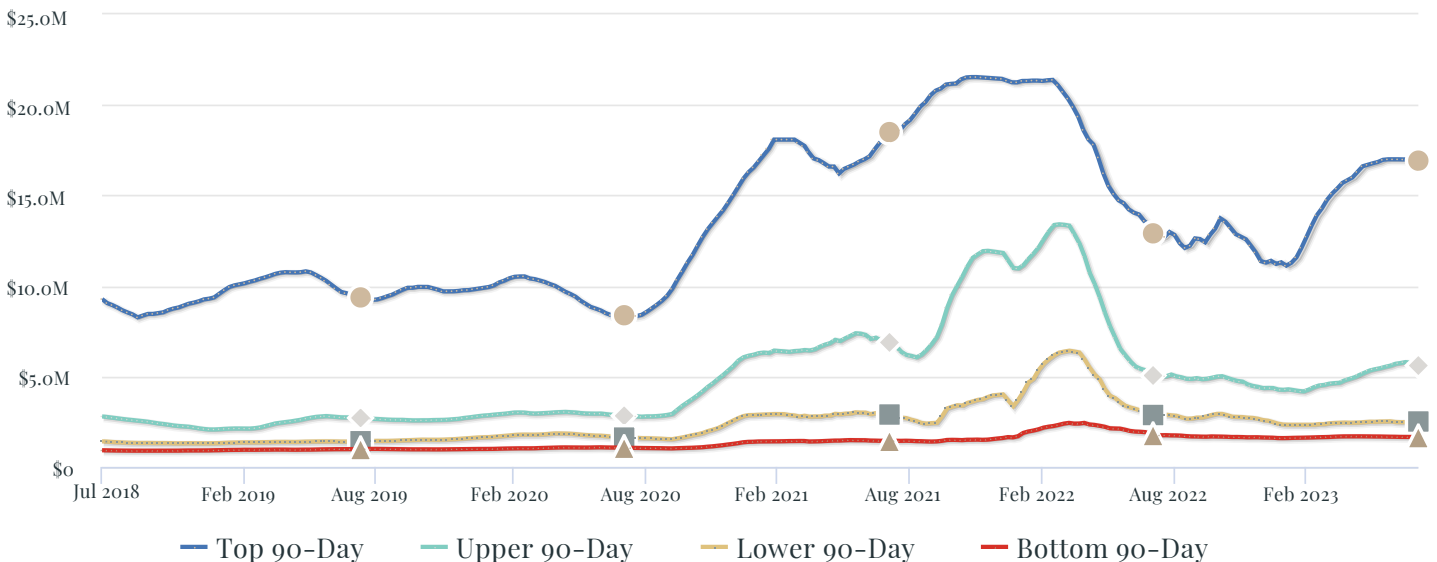
Median List Price

We continue to see prices in this zip code bouncing around this plateau. Look for a persistent up-shift in the Market Action Index before we see prices move from these levels.



Segments

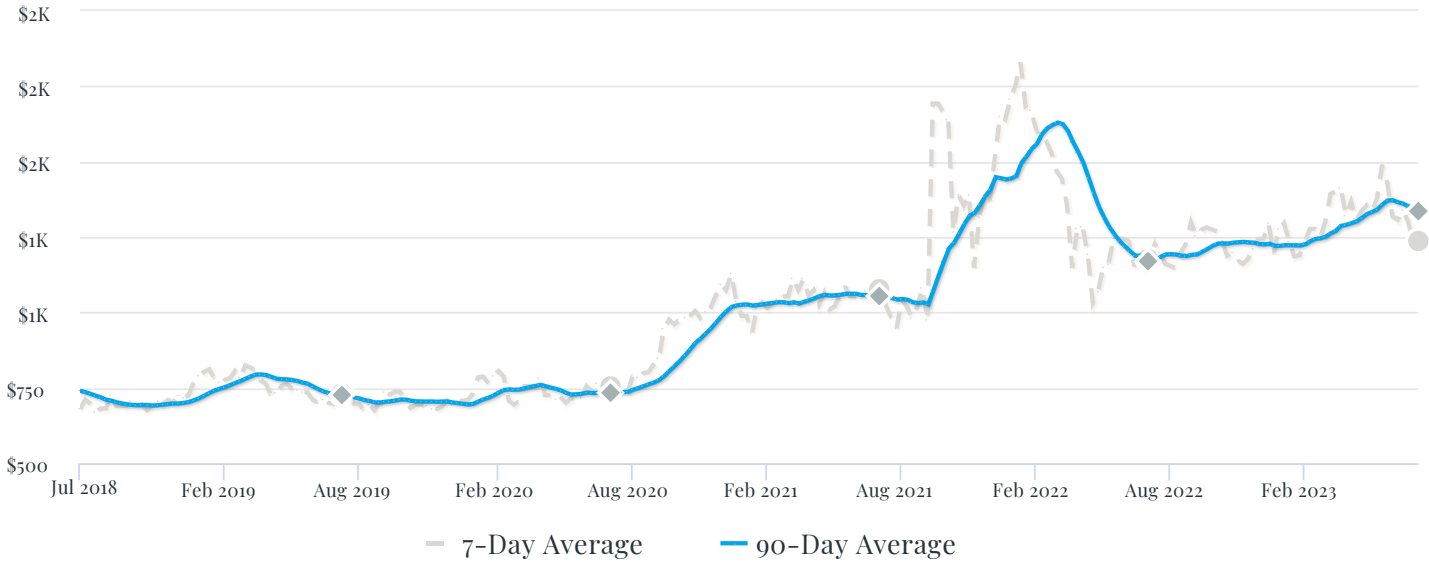
In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.





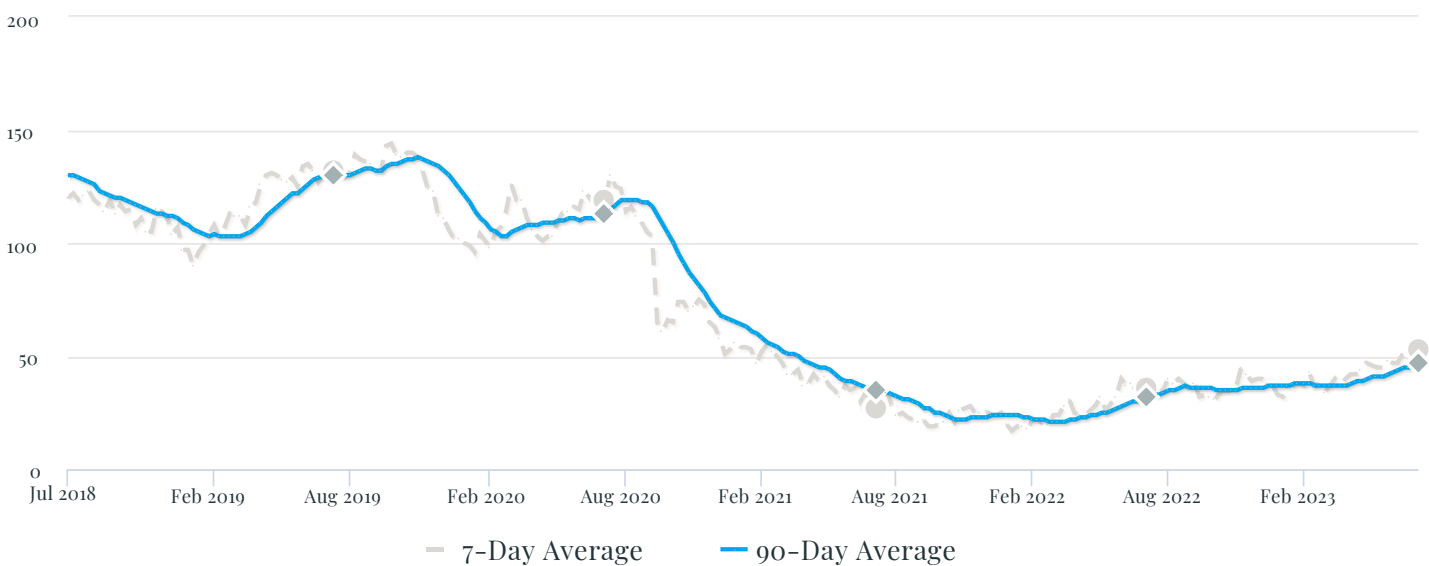
Price Per Square Foot

While prices have been basically flat, the price per square foot has been heading downward. While not a sign of broad strength in a market, larger homes are coming more available and buyers can see more home for their money.



Inventory

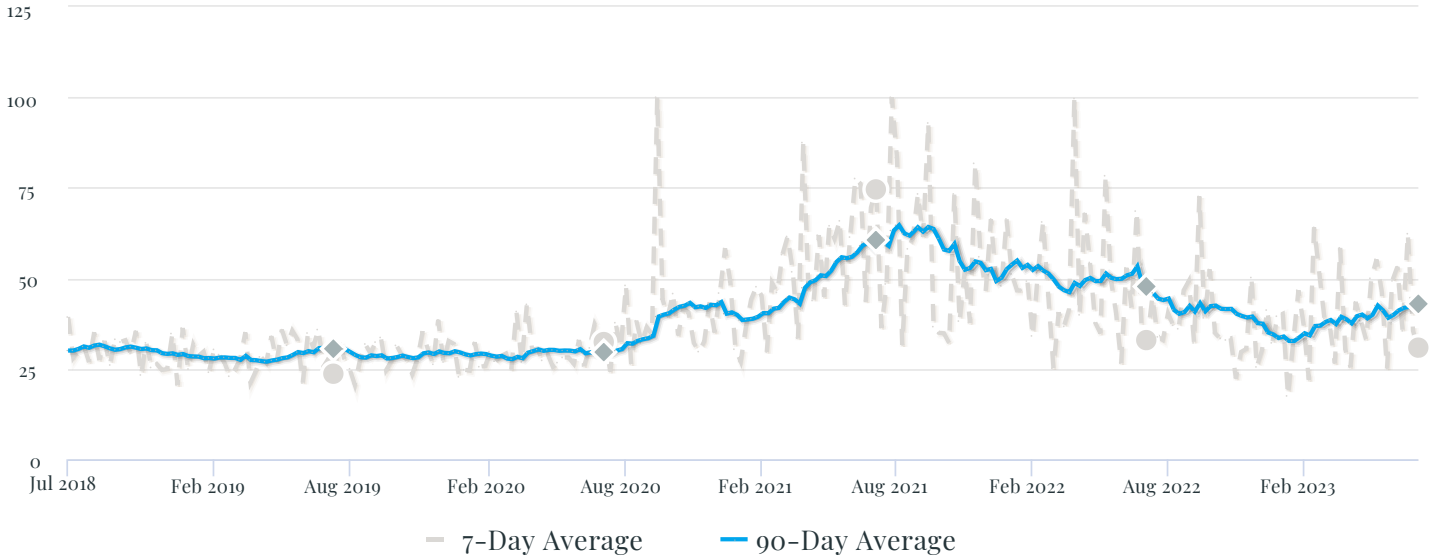
Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.





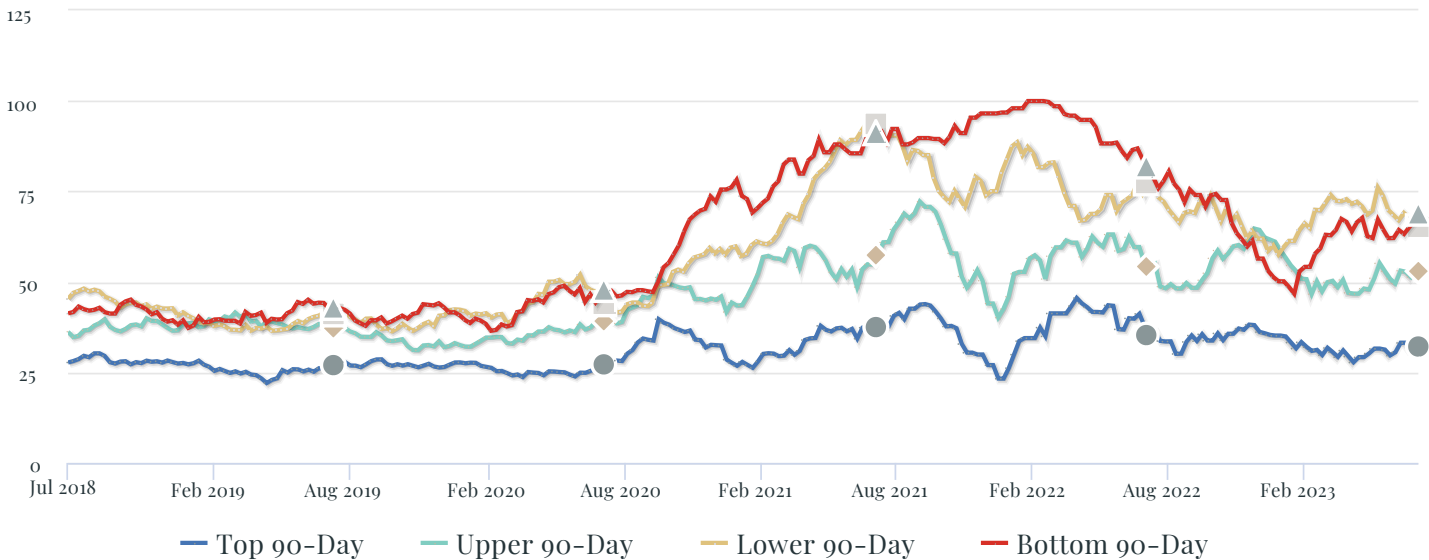
Market Action Index

Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.



Market Action Segments

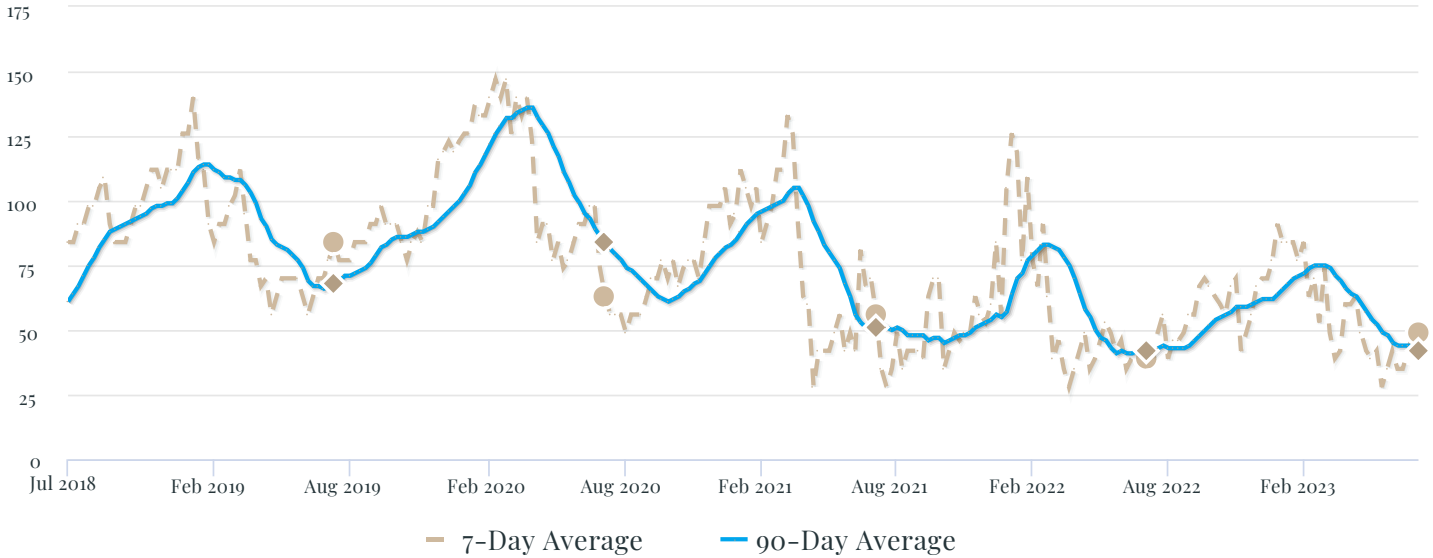
Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.





Median Days on Market (DOM)

The properties have been on the market for an average of 92 days. Half of the listings have come newly on the market in the past 42 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.

