

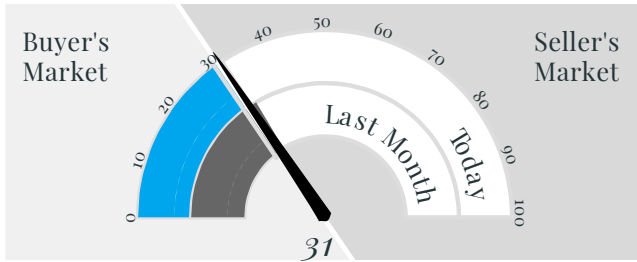


# LAGUNA BEACH, CA 92651

This week the median list price for Laguna Beach, CA 92651 is \$5,495,000 with the market action index hovering around 31. This is less than last month's market action index of 33. Inventory has held steady at or around 105.

### Market Action Index

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



*Slight Seller's Advantage*

Market appears to have begun to cool. As we're still notably in the Seller's zone, prices have not yet adjusted. If the market continues to cool, then expect prices to follow lower. It may take a few more weeks of slack demand for prices to reflect and begin to fall. Expect this condition if the index falls to the Buyer's zone.

### Real-Time Market Profile

Median List Price		\$5,495,000
Median Price of New Listings		\$2,922,500
Per Square Foot		\$1,937
Average Days on Market		115
Median Days on Market		63
Price Decreased		27%
Price Increased		6%
Relisted		10%
Inventory		105
Median Rent		\$11,973
Market Action		31

*Slight Seller's Advantage*

### Market Segments

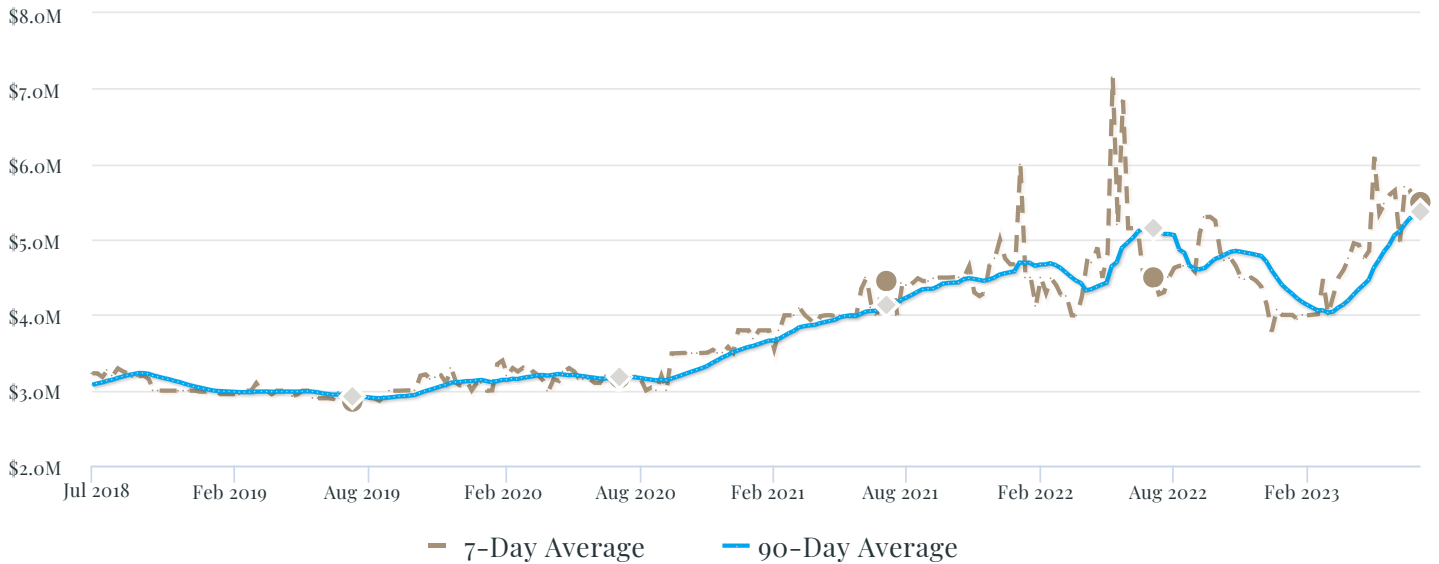
Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New Absorbed	DOM	
\$14,700,000	4,787	0.25 - 0.5 acre	5	5	75	1	0	115
\$7,849,000	3,522	8,000 - 10,000 sqft	4	4	62	1	1	80
\$3,975,000	2,778	6,500 - 8,000 sqft	3	3	59	2	2	49
\$2,250,000	1,600	4,500 - 6,500 sqft	3	2	62	6	7	56



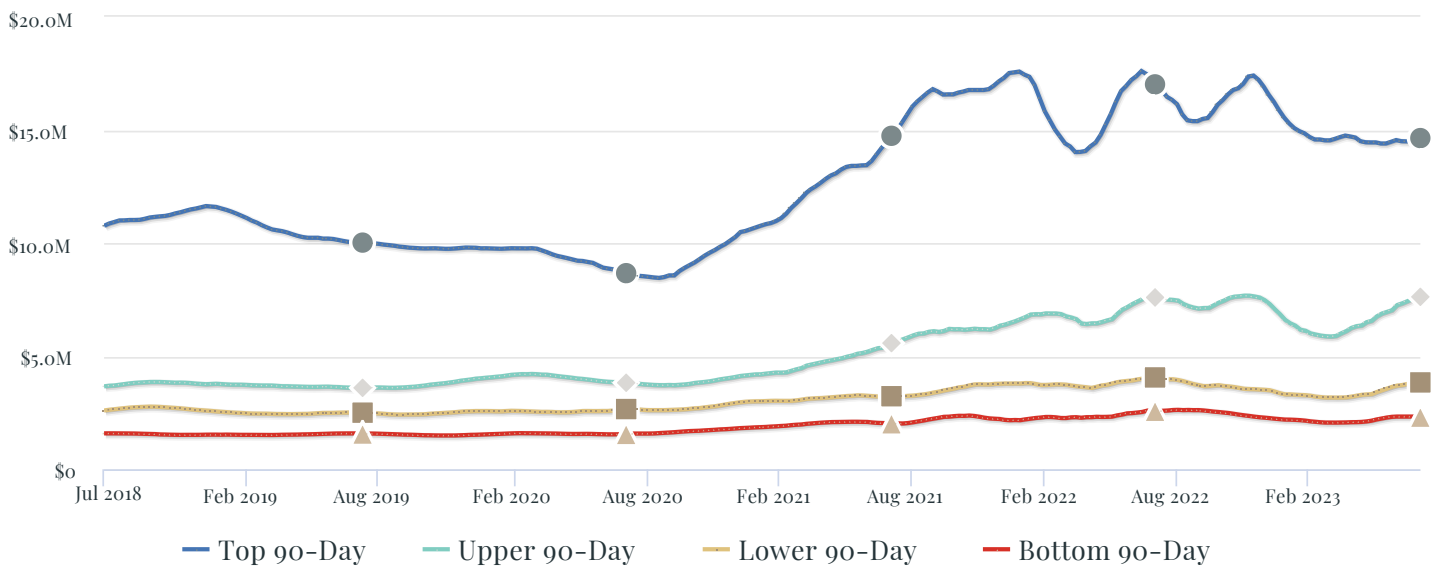
## Median List Price

In this zip code this week saw relatively little price change from last week. However, we continue to demonstrate a nice up trend in general over the last several weeks.



## Segments

In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 2 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.

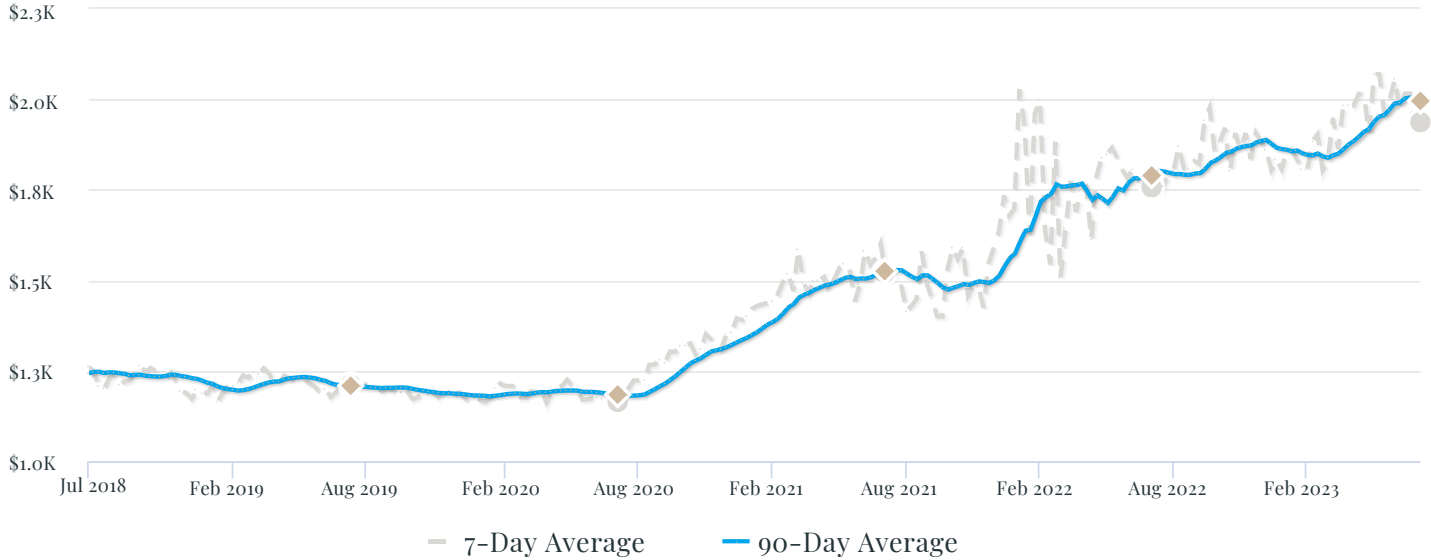




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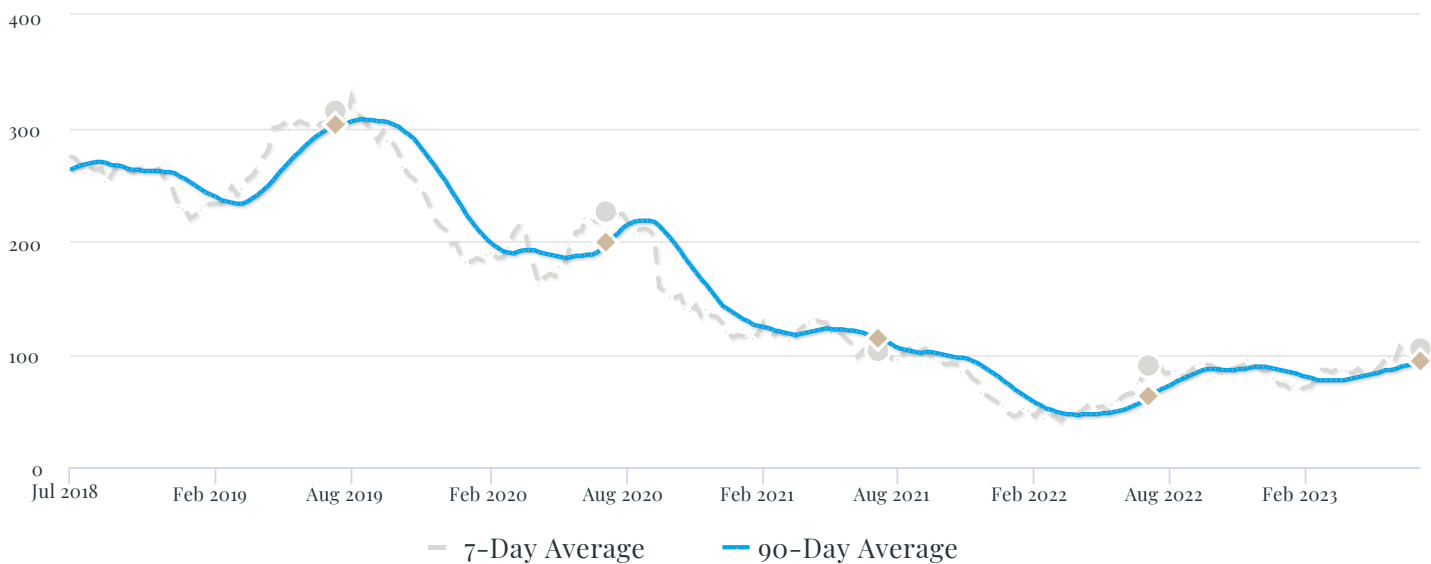
## Price Per Square Foot

In a market where prices are rising fairly consistently, price per square foot is essentially flat. This often implies that new homes coming on the market are pricier, and also larger than older homes. As a result the value one can buy stays the same.



## Inventory

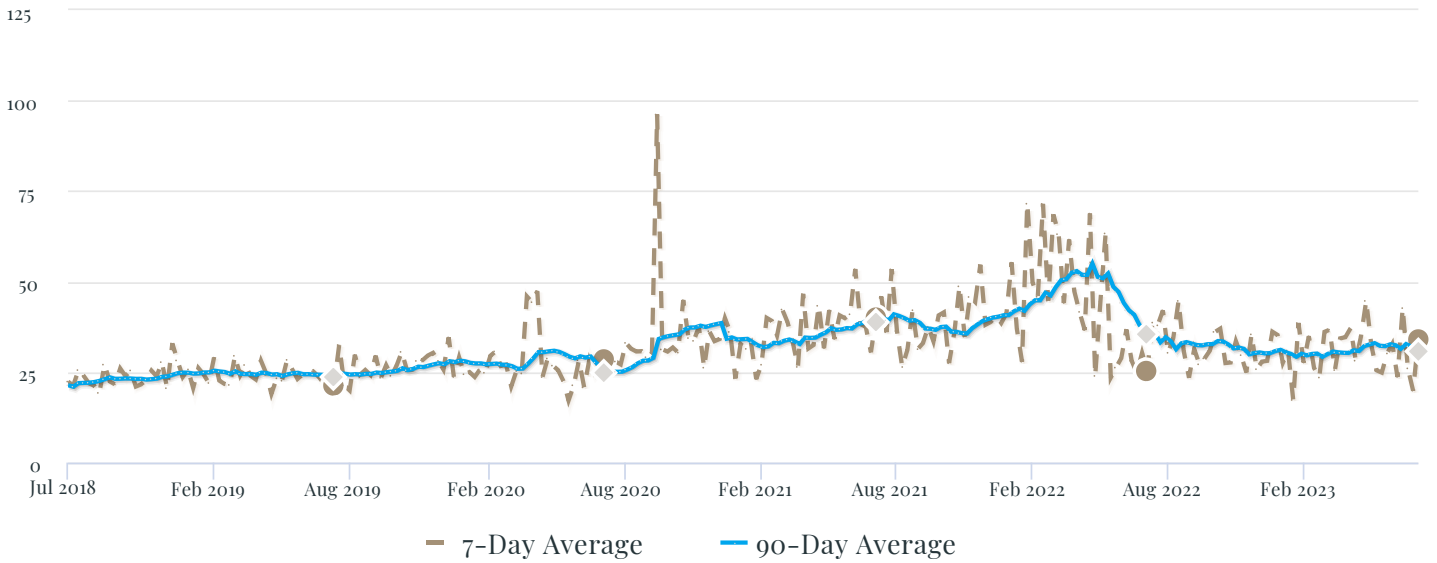
Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.





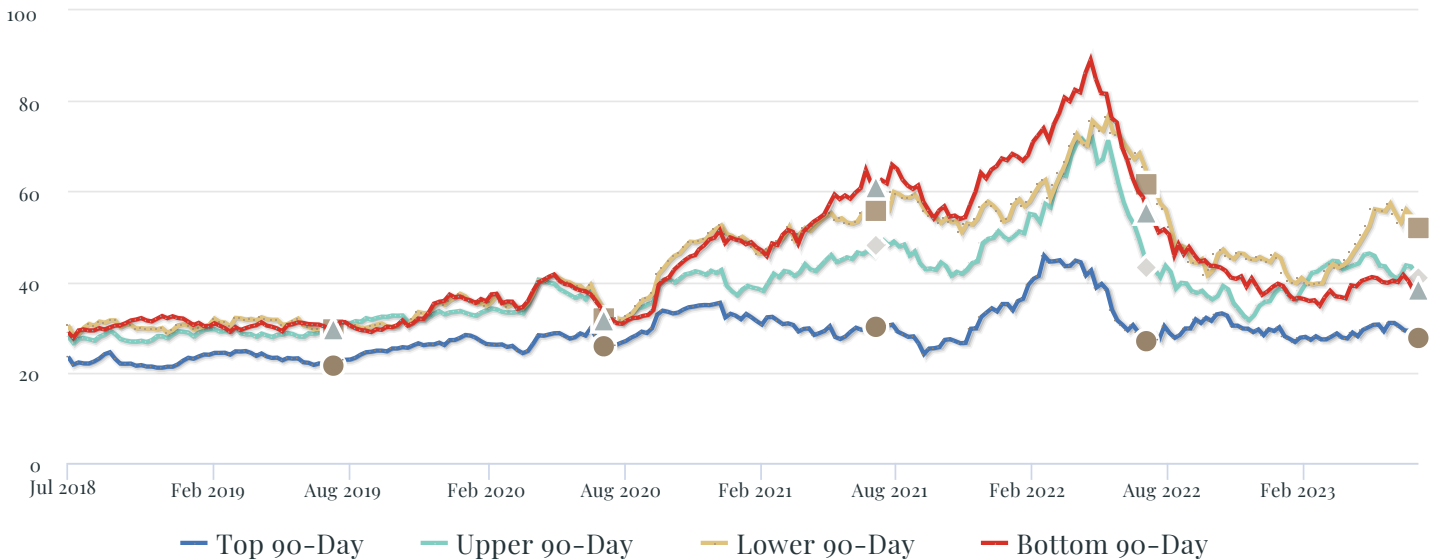
*Market Action Index*

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*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.

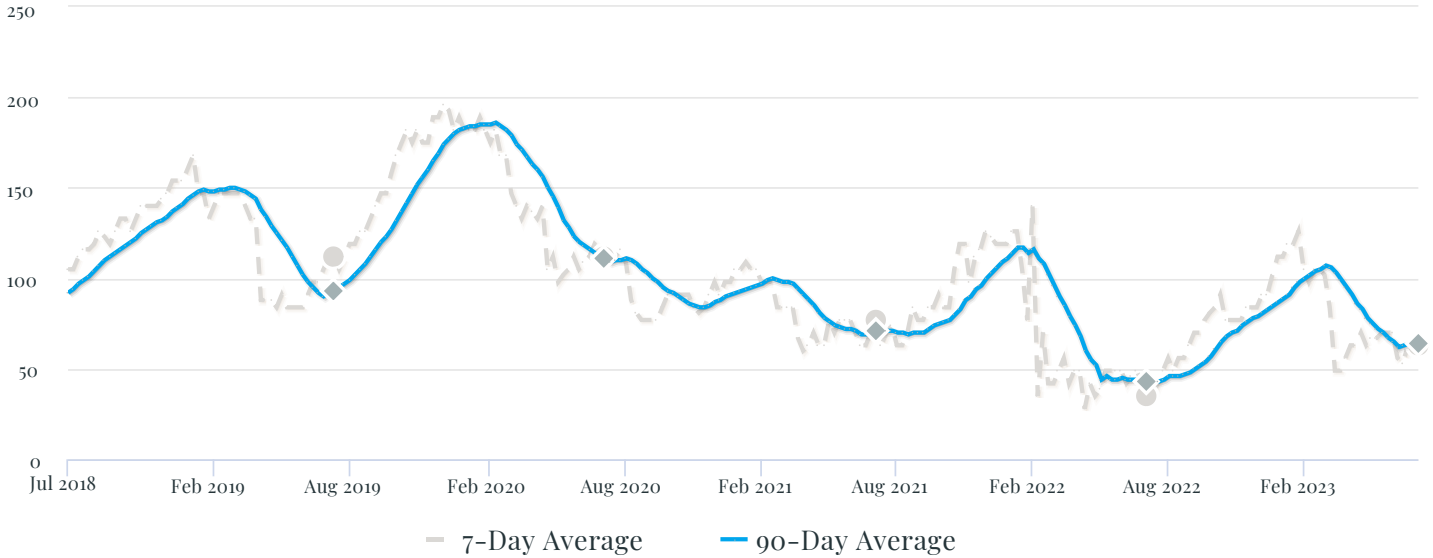




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## Median Days on Market (DOM)

The properties have been on the market for an average of 110 days. Half of the listings have come newly on the market in the past 64 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.

