

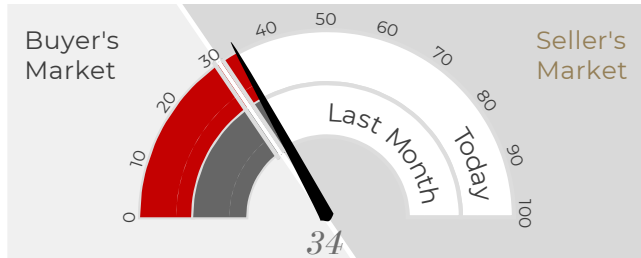


Corona Del Mar, CA

This week the median list price for Corona Del Mar, CA is \$7,495,000 with the market action index hovering around 34. This is about the same as last month's market action index of 34. 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

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.

REAL-TIME MARKET PROFILE

Median List Price		\$7,495,000
Median Price of New Listings		\$4,497,500
Per Square Foot		\$2,008
Average Days on Market		101
Median Days on Market		91
Price Decreased		37%
Price Increased		2%
Relisted		12%
Inventory		41
Median Rent		\$12,500
Market Action		34

SLIGHT SELLER'S ADVANTAGE

MARKET SEGMENTS

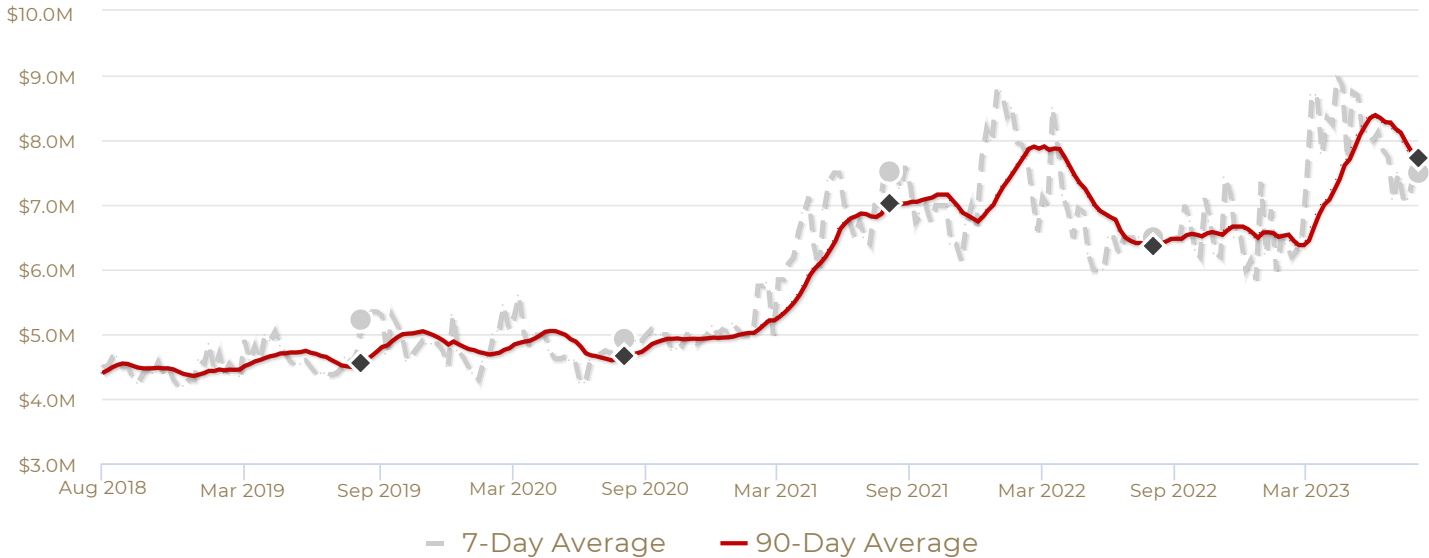
Each segment below represents approximately 25% of the market ordered by price.

MEDIAN PRICE	SQ. FT.	LOT SIZE	BEDS	BATH	AGE	NEW ABSORBED	DOM
\$16,747,500	6,861	0.25 - 0.5 acre	5	7.5	14	0 1	150
\$8,700,000	3,655	0.25 - 0.5 acre	4	5.5	28	0 2	126
\$5,947,500	3,051	8,000 - 10,000 sqft	4	4	31	1 1	66
\$3,495,000	2,373	4,500 - 6,500 sqft	3	2	49	1 3	42



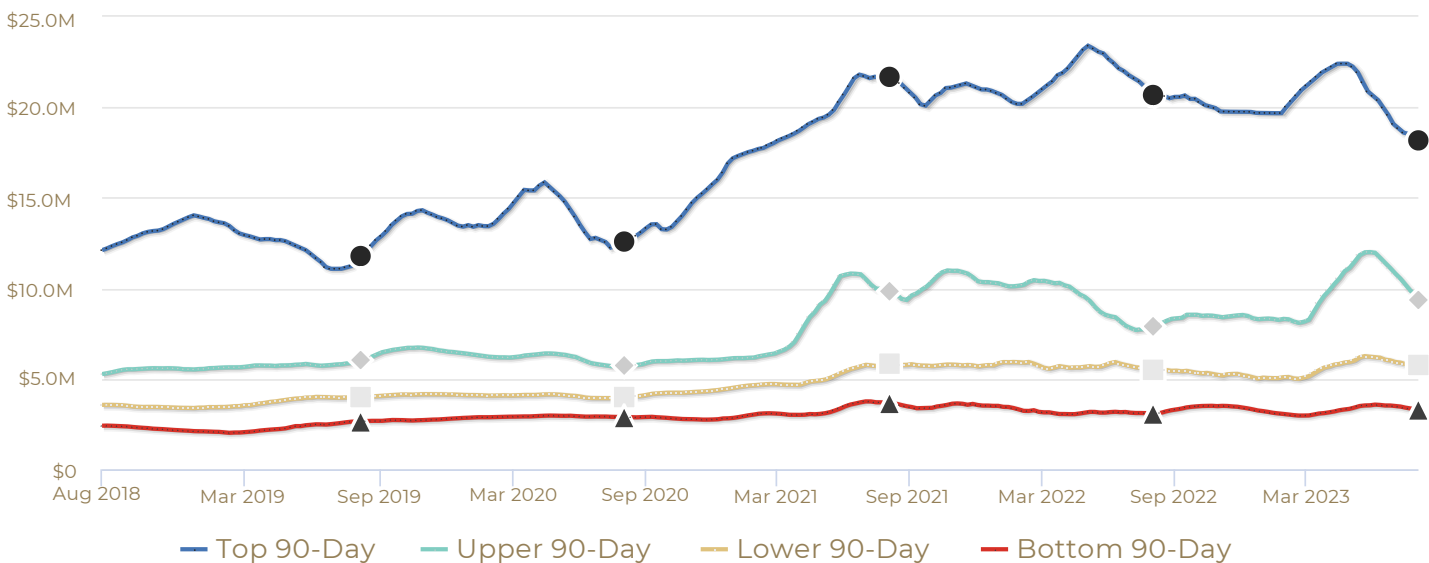
MEDIAN LIST PRICE

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

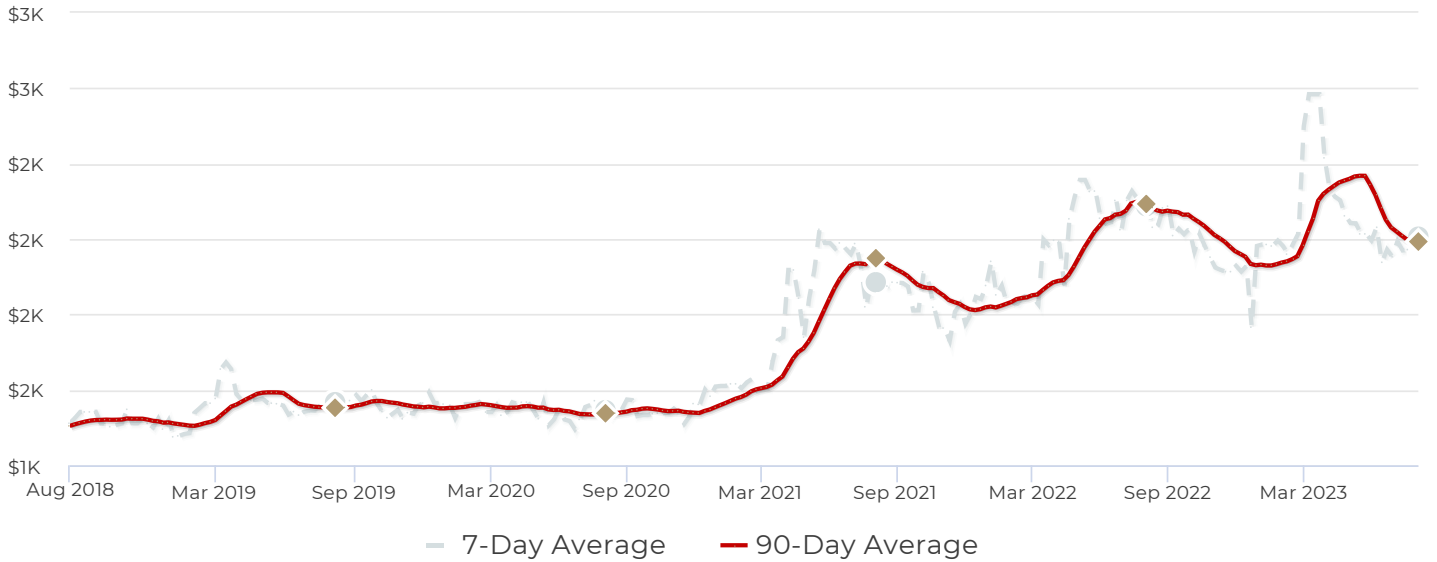
Price weakness is evident across the board. Quartiles 1, 2, and 4 have been in price decline in recent weeks, with Quartile 3 remaining basically flat. Look to the Market Action Index as a leading indicator of the bottom of the market.





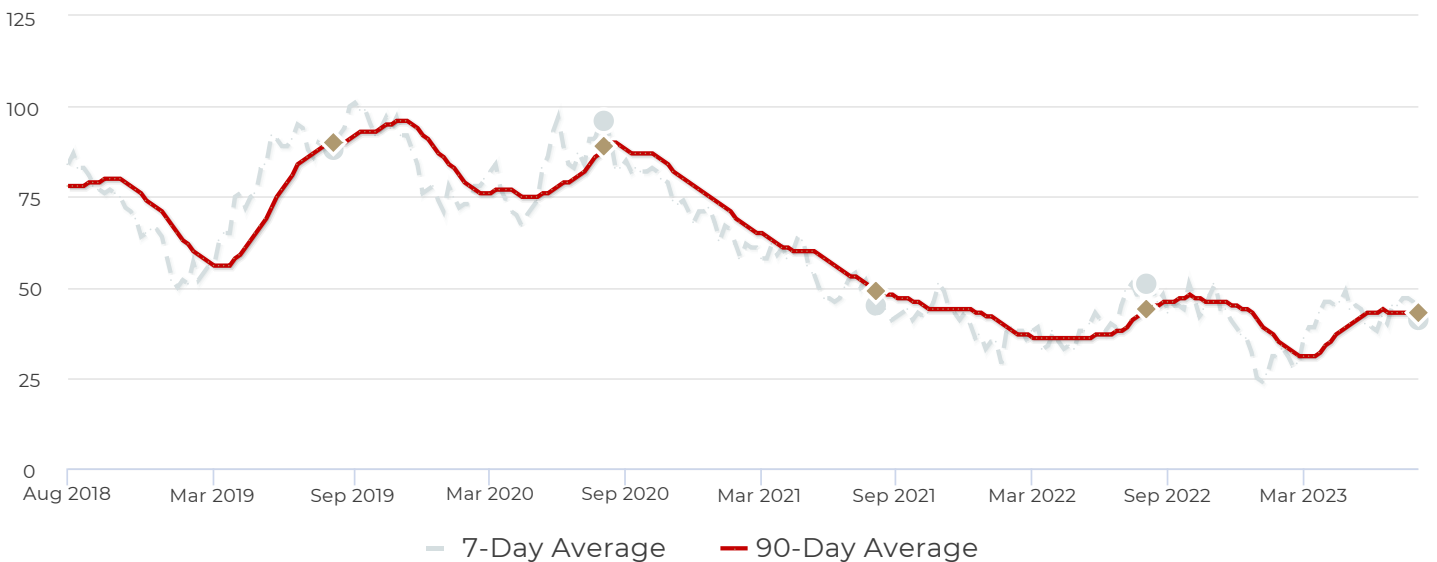
PRICE PER SQUARE FOOT

Despite recently falling prices, the price per square foot has stayed reasonably flat. This implies that there's a portion of the market being priced at a premium. You can investigate this condition in the quartile details.



INVENTORY

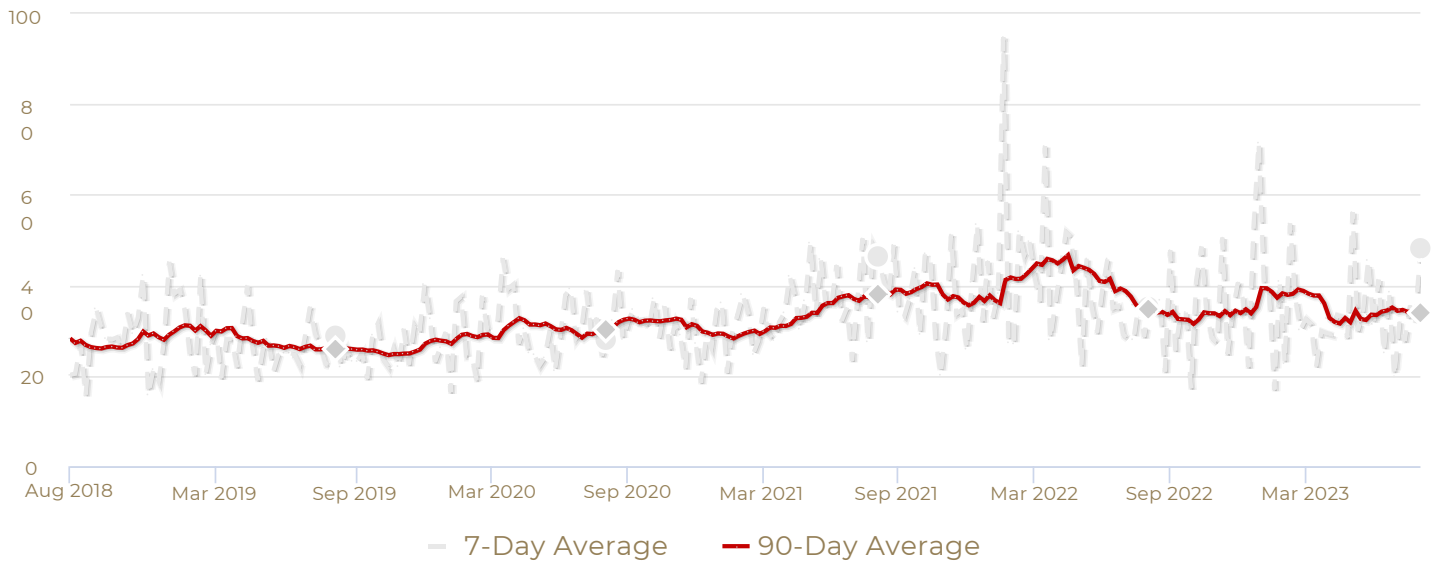
Inventory has been relatively steady around these levels in recent weeks.





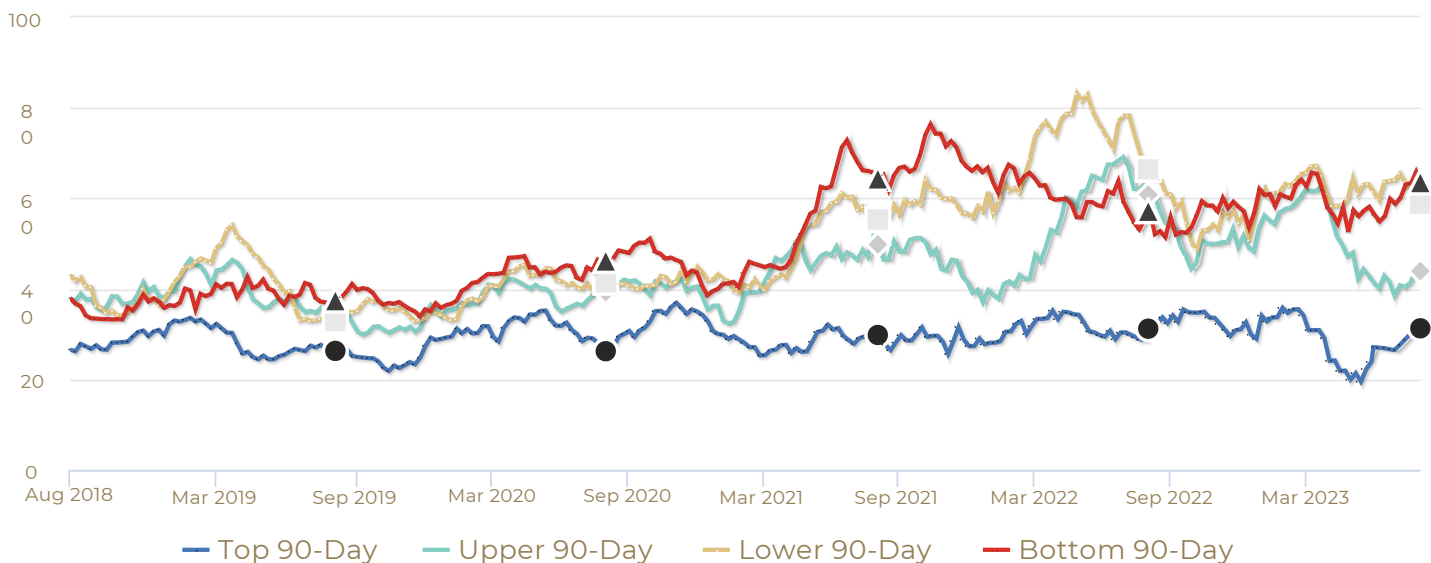
MARKET ACTION INDEX

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MARKET ACTION SEGMENTS

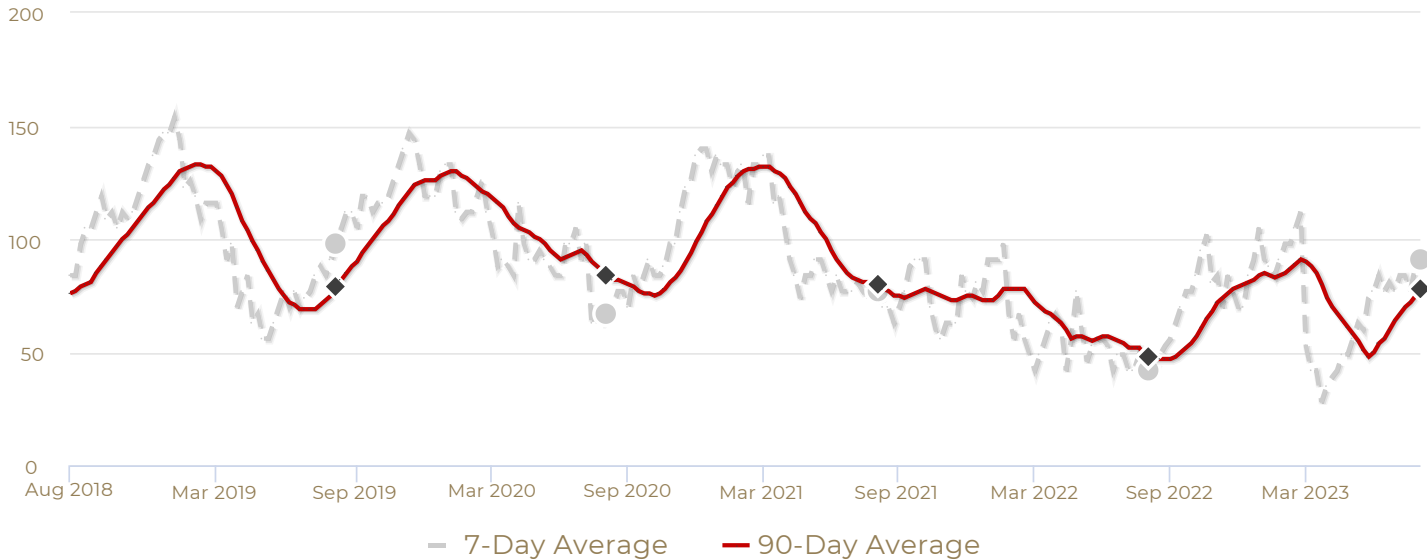
Not surprisingly, all segments in the market are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.





MEDIAN DAYS ON MARKET (DOM)

The properties have been on the market for an average of 102 days. Half of the listings have come newly on the market in the past 78 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.

