

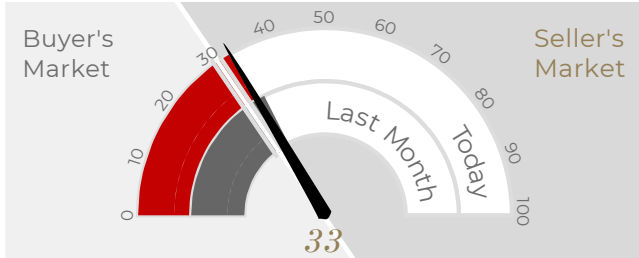


Corona Del Mar, CA

This week the median list price for Corona Del Mar, CA is \$7,500,000 with the market action index hovering around 33. This is less than last month's market action index of 35. Inventory has increased to 51.

MARKET ACTION INDEX

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



Slight Seller's Advantage

The market has started cooling and prices have recently plateaued. Since we're in the Seller's zone, watch for changes in MAI. If the MAI resumes its climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.

REAL-TIME MARKET PROFILE

Median List Price		\$7,500,000
Median Price of New Listings		\$6,095,000
Per Square Foot		\$2,031
Average Days on Market		91
Median Days on Market		63
Price Decreased		31%
Price Increased		2%
Relisted		10%
Inventory		51
Median Rent		\$12,500
Market Action		33

Slight Seller's Advantage

MARKET SEGMENTS

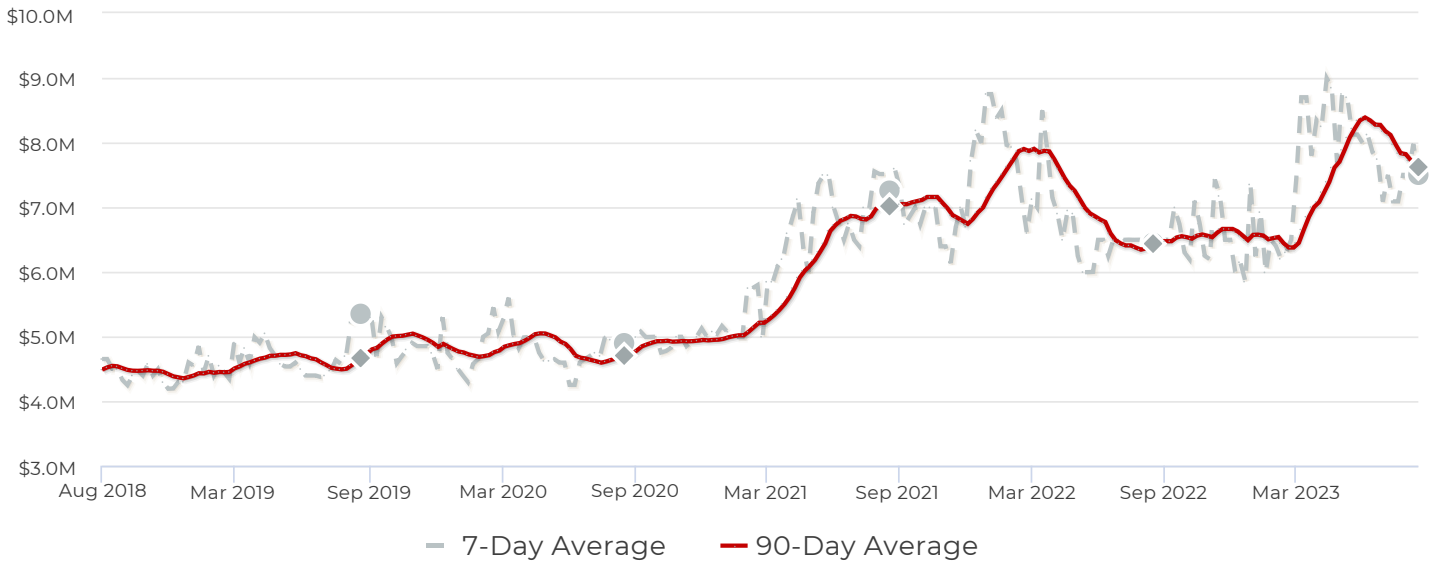
Each segment below represents approximately 25% of the market ordered by price.

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	164
\$8,500,000	3,809	6,500 - 8,000 sqft	4	5	22	2	105
\$6,395,000	2,951	8,000 - 10,000 sqft	4	4	16	2	49
\$3,995,000	2,380	6,500 - 8,000 sqft	3	2	63	2	35



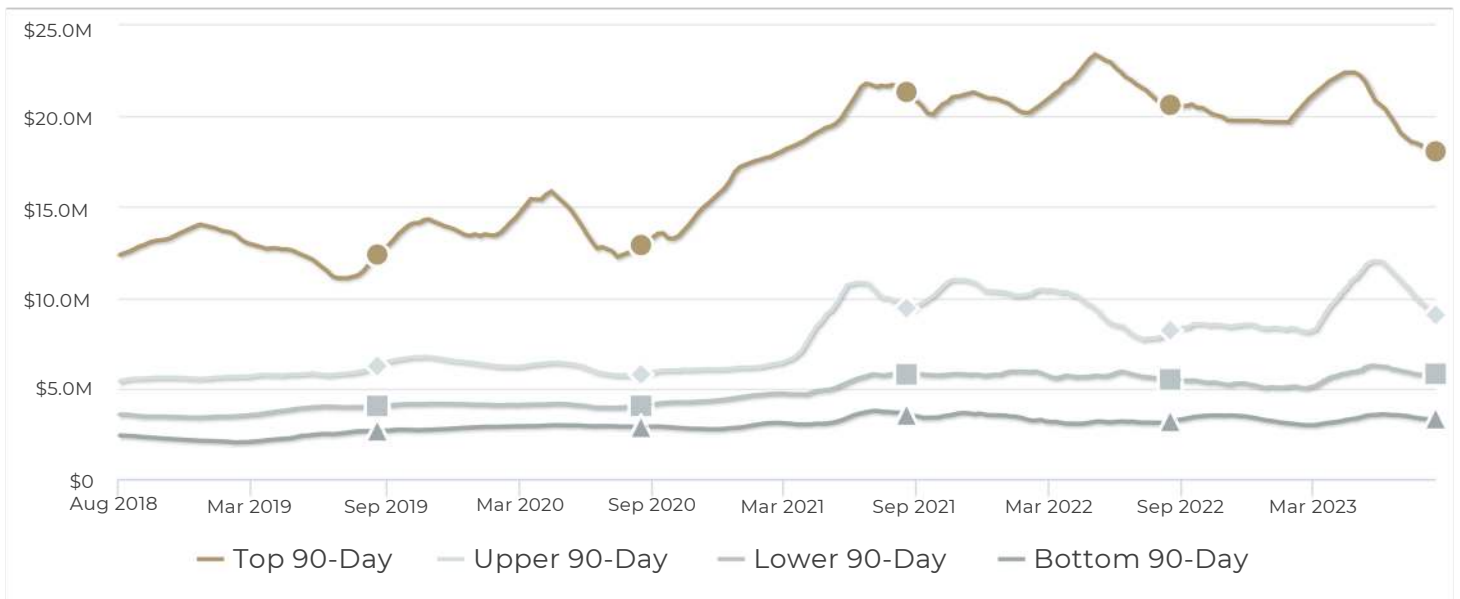
MEDIAN LIST PRICE

The market seems to have paused around this plateau. The Market Action Index is a good leading indicator for the durability of this trend.



SEGMENTS

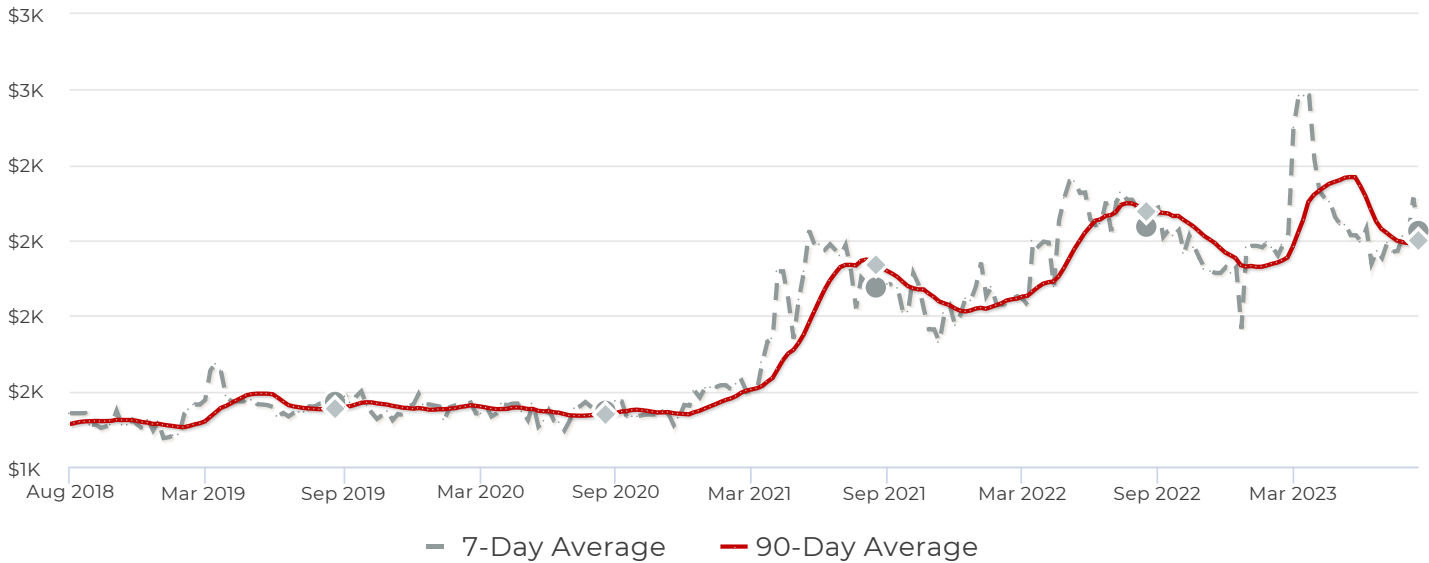
Prices have generally settled at a plateau, although Quartile 2 has been trending a bit downward in recent weeks. We'll need to see a persistent shift in the Market Action Index before we see prices across the board move from these levels.





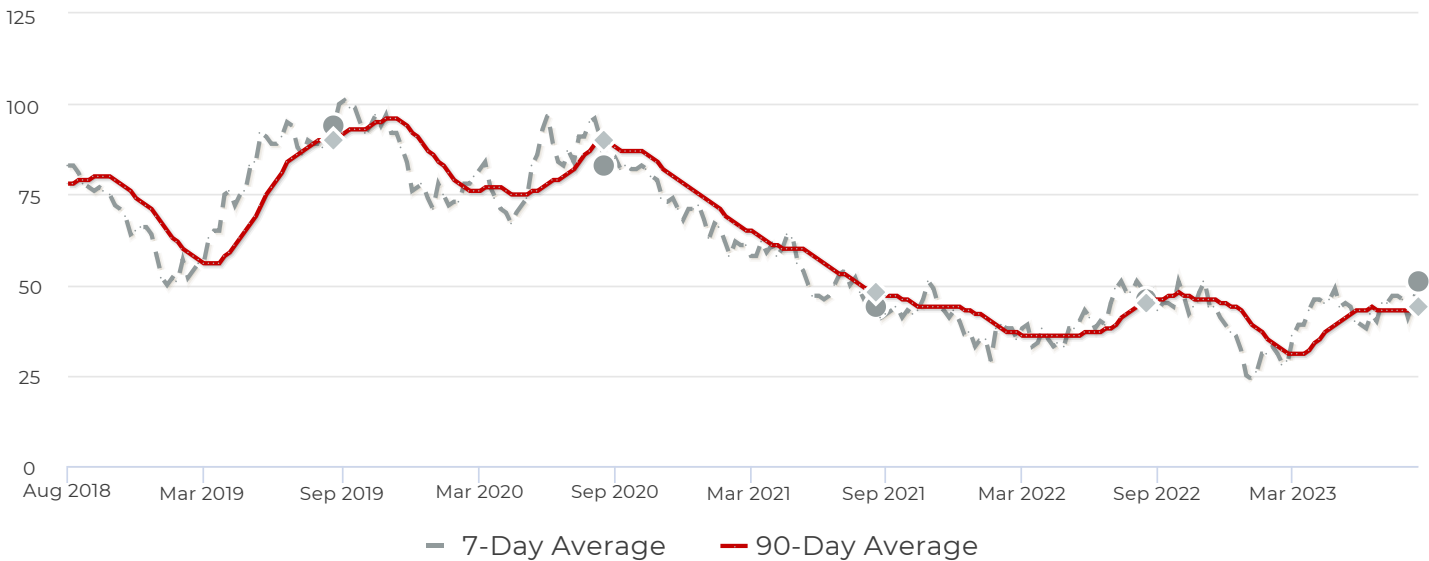
PRICE PER SQUARE FOOT

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

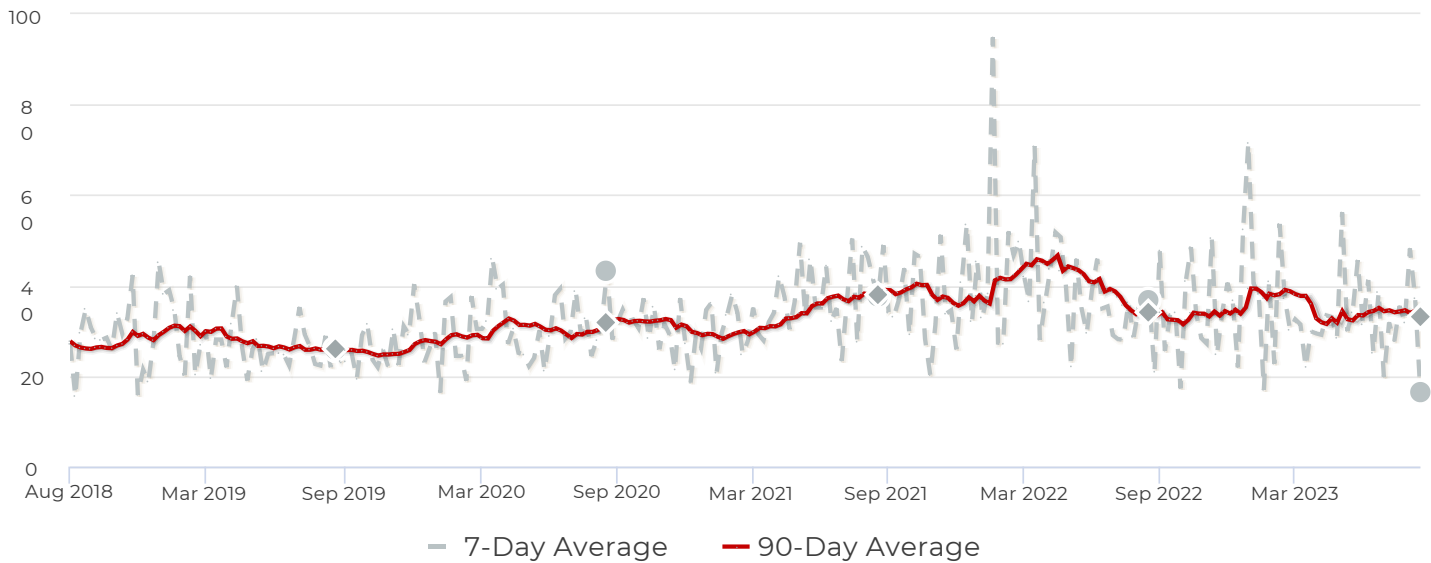
Inventory has been relatively steady around these levels in recent weeks.





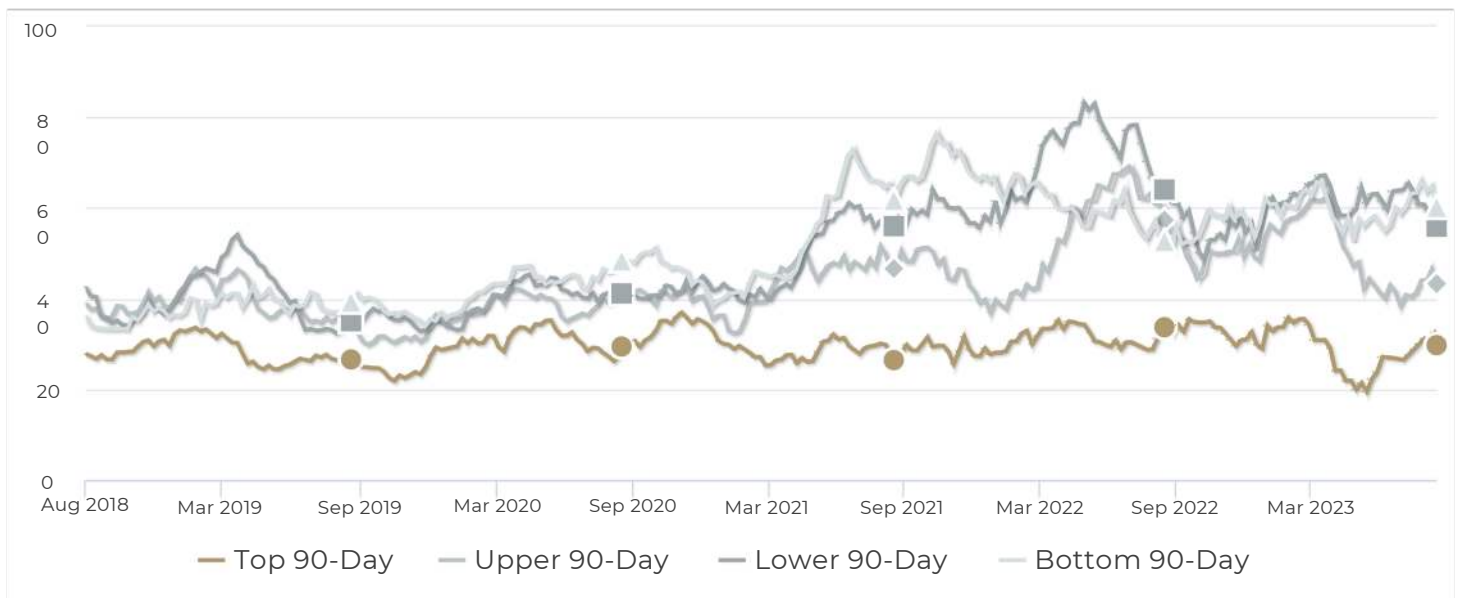
MARKET ACTION INDEX

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MARKET ACTION SEGMENTS

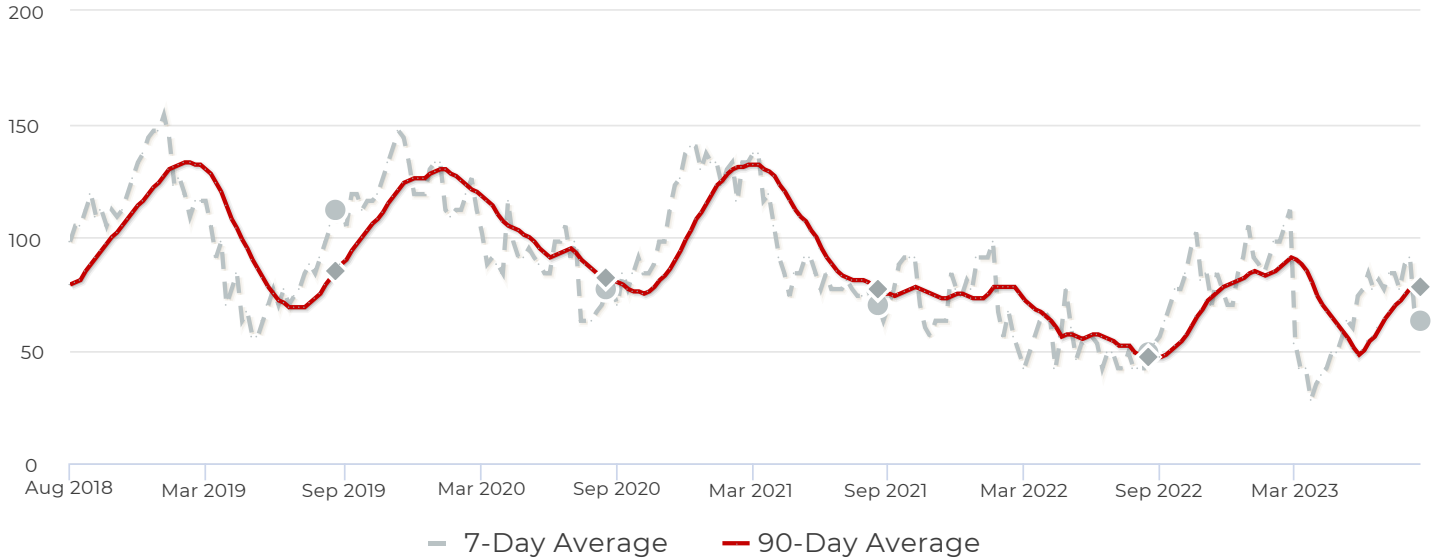
Three of the four quartiles of the market are in the Seller's Market zone with relatively low amounts of inventory given the current rate of demand for homes in the quartile. Notice that Quartile 1 (the highest-end price group) is showing weaker demand than the others. It's not uncommon that the premium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





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.

