

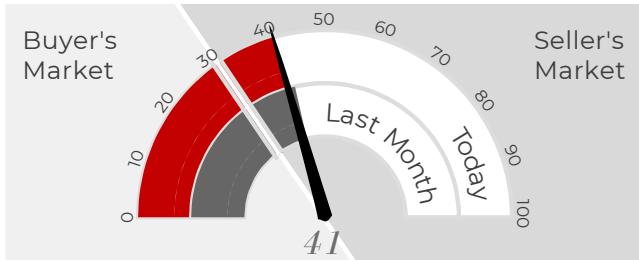


## Dana Point, CA 92629

This week the median list price for Dana Point, CA 92629 is \$3,549,000 with the market action index hovering around 41. This is less than last month's market action index of 43. Inventory has decreased to 49.

### MARKET ACTION INDEX

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



SLIGHT SELLER'S ADVANTAGE

Market conditions have been consistently cooling in the past several weeks. Because we're still in the Seller's zone, prices have not yet begun to drop. It may take a few more weeks of slack demand for prices to reflect and begin to fall. Expect prices to fall if the index persistently falls to the Buyer's zone.

### REAL-TIME MARKET PROFILE

Median List Price		\$3,549,000
Median Price of New Listings		\$1,899,000
Per Square Foot		\$1,271
Average Days on Market		106
Median Days on Market		63
Price Decreased		49%
Price Increased		0%
Relisted		4%
Inventory		49
Median Rent		\$7,900
Market Action		41

SLIGHT SELLER'S ADVANTAGE

### MARKET SEGMENTS

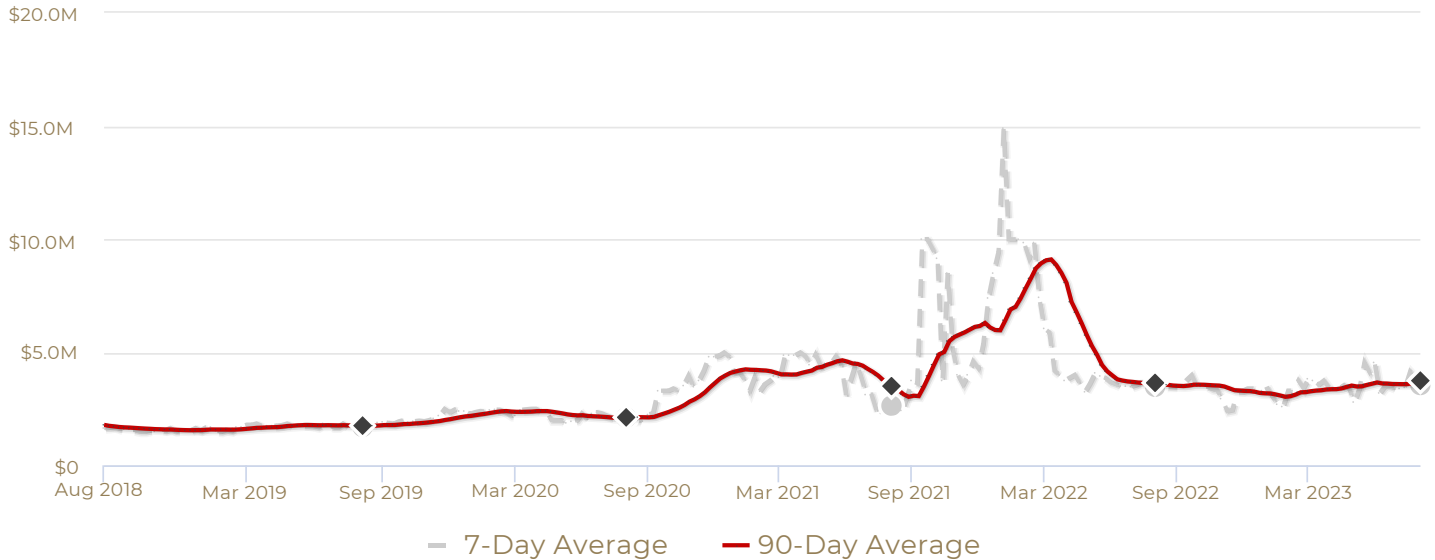
Each segment below represents approximately 25% of the market ordered by price.

MEDIAN PRICE	SQ. FT.	LOT SIZE	BEDS	BATH	AGE	NEW	ABSORBED	DOM
\$16,447,500	6,503	0.25 - 0.5 acre	5	7	58	1	0	119
\$5,532,000	4,036	0.25 - 0.5 acre	4	4.5	44	0	1	73
\$2,847,000	2,304	4,500 - 6,500 sqft	3	3	49	1	1	45
\$1,795,000	2,100	6,500 - 8,000 sqft	4	3	45	3	1	35



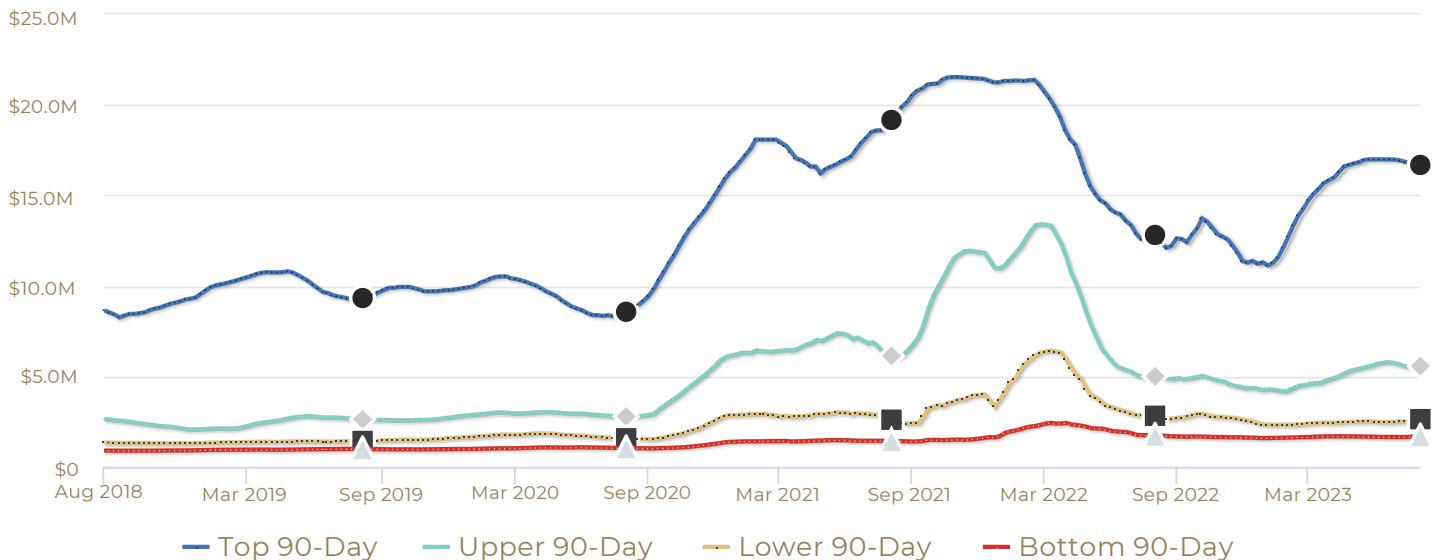
*MEDIAN LIST PRICE*

The market for this zip code continues its bounce again this week. We're a long way from the market's high point so watch the Market Action Index to predict how long this trend will last.



*SEGMENTS*

In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 3 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.

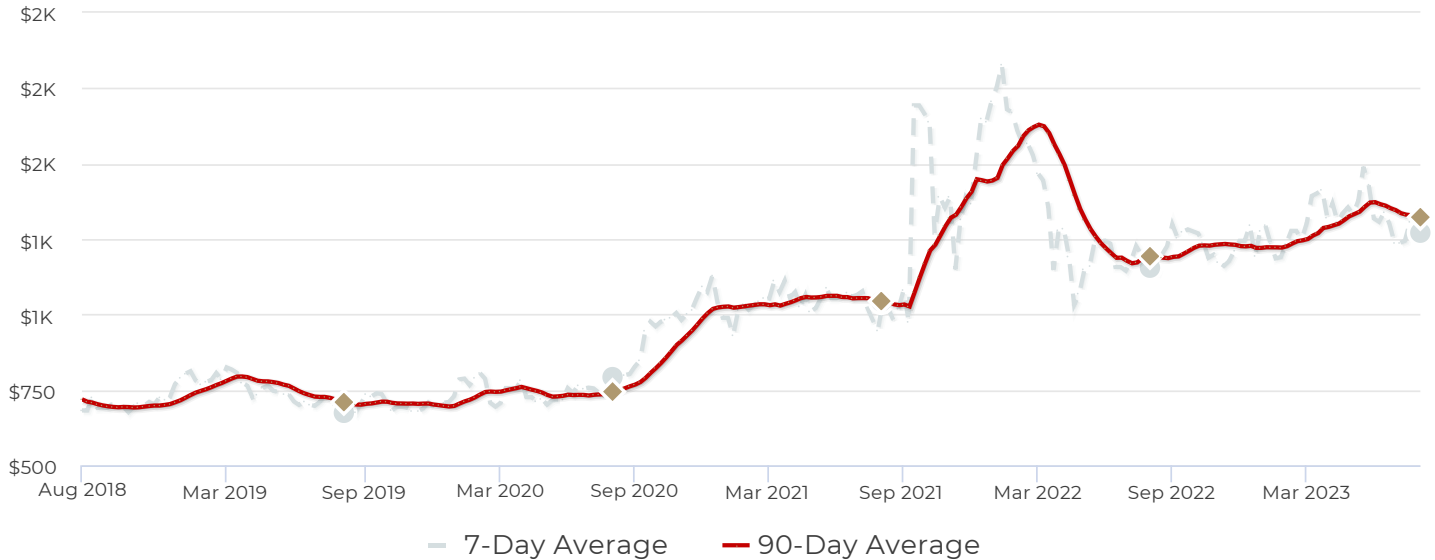




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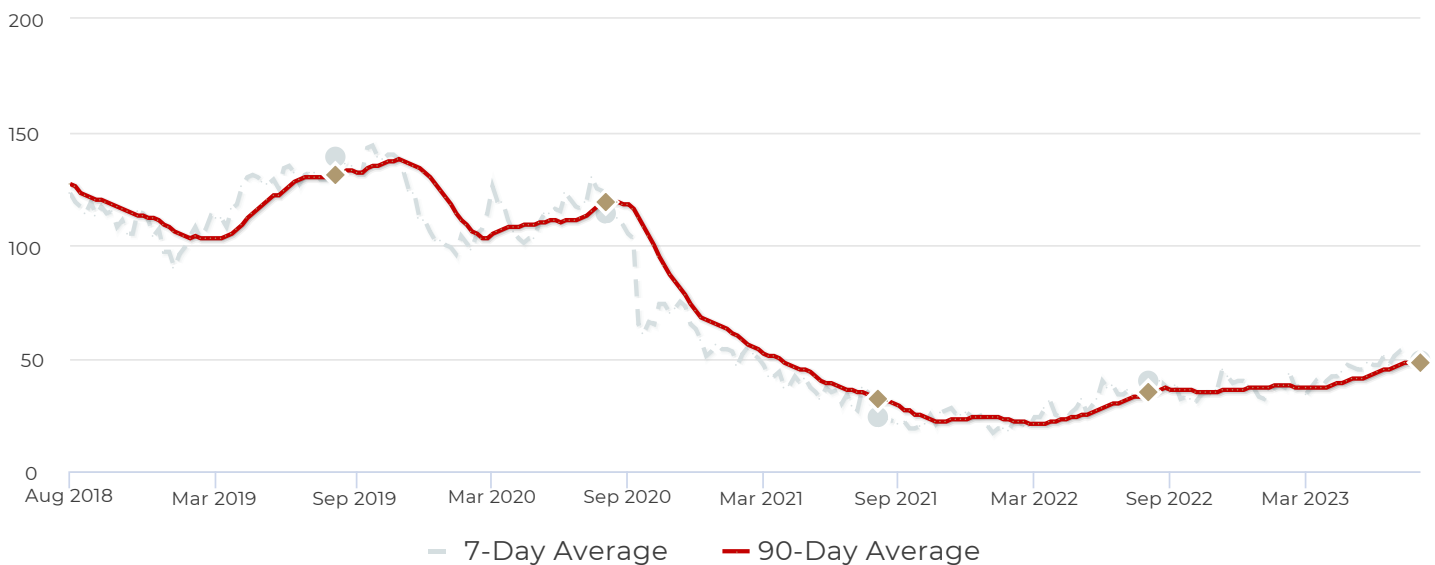
## PRICE PER SQUARE FOOT

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

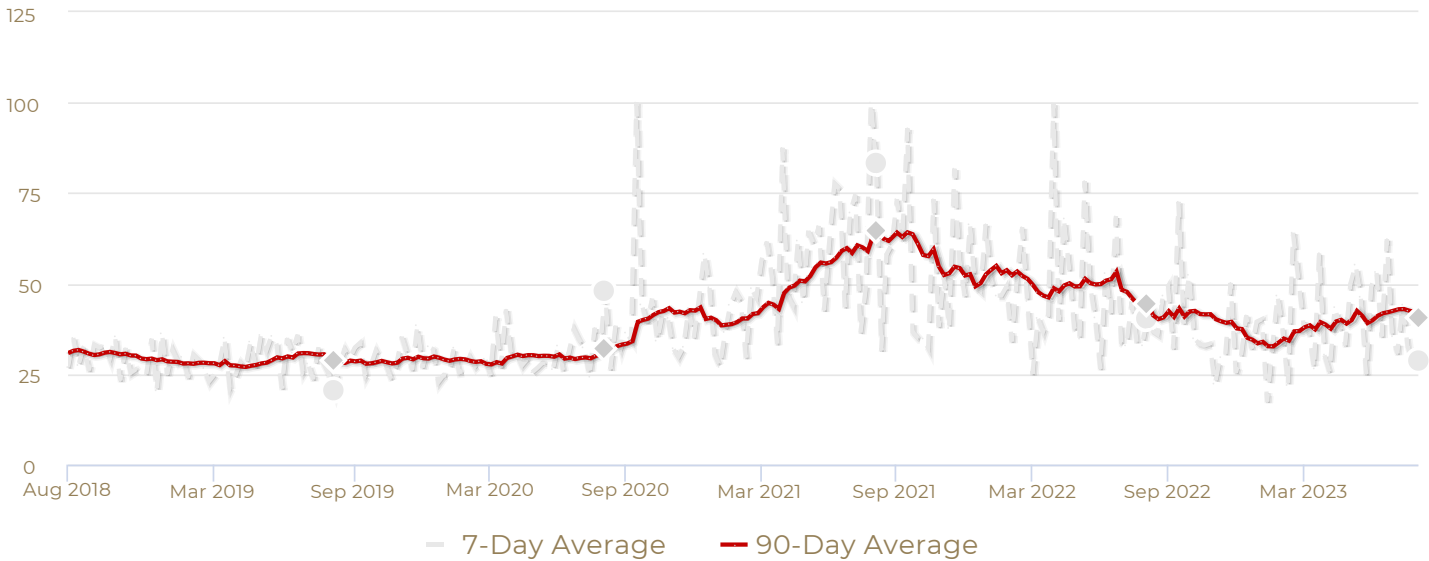
Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.





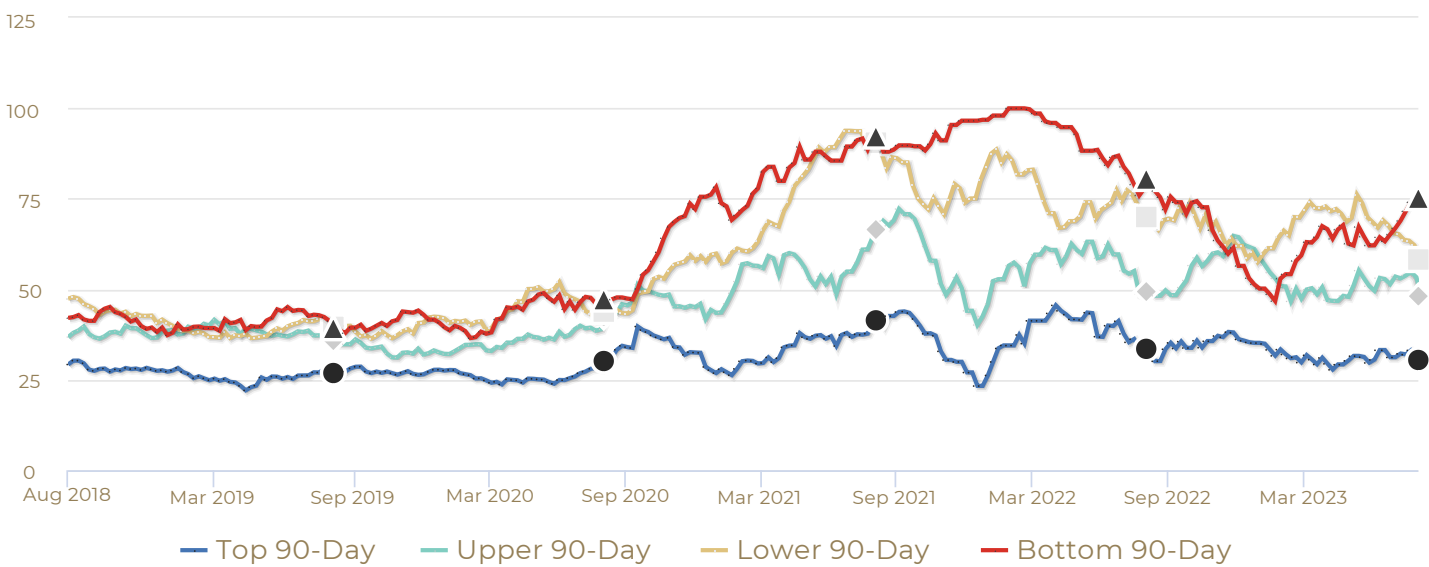
MARKET ACTION INDEX

Market conditions have been consistently cooling in the past several weeks. Because we're still in the Seller's zone, prices have not yet begun to drop. It may take a few more weeks of slack demand for prices to reflect and begin to fall. Expect prices to fall if the index persistently falls to the Buyer's zone.



MARKET ACTION SEGMENTS

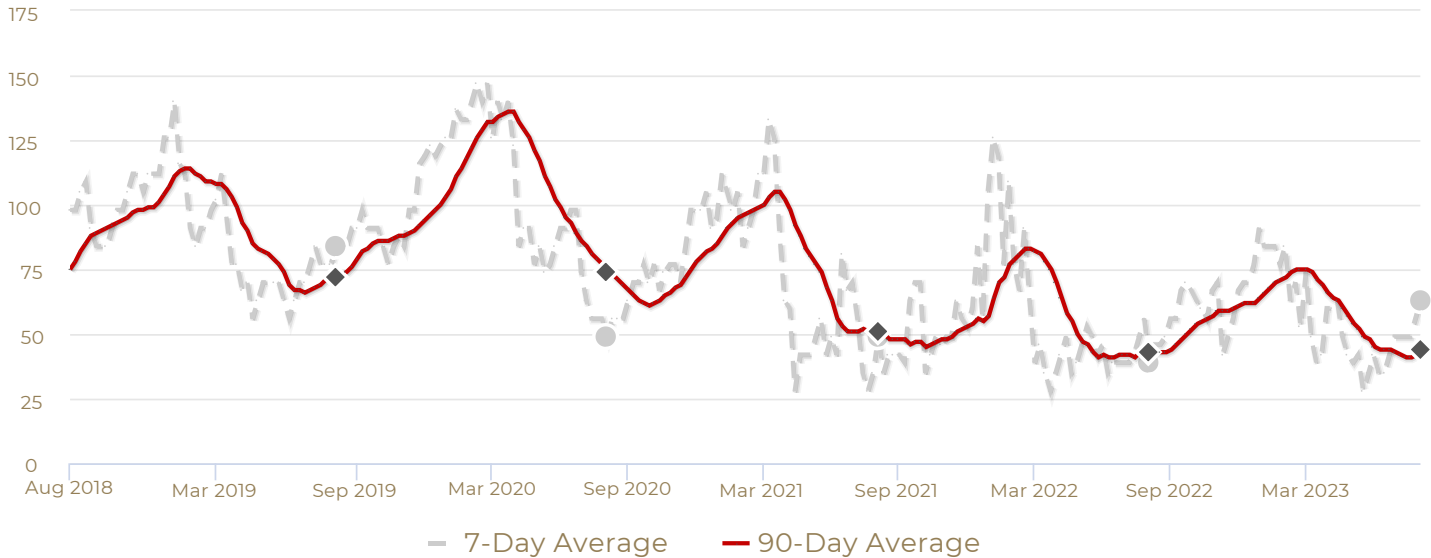
Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.





*MEDIAN DAYS ON MARKET (DOM)*

The properties have been on the market for an average of 91 days. Half of the listings have come newly on the market in the past 44 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.

