

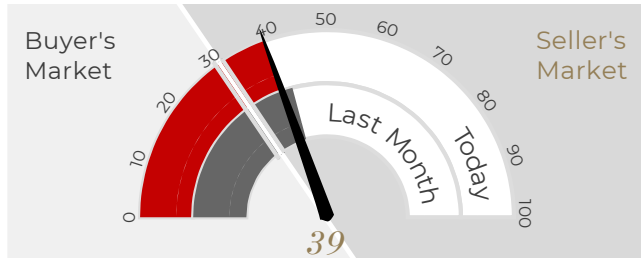


## Dana Point, CA 92629

This week the median list price for Dana Point, CA 92629 is \$3,722,000 with the market action index hovering around 39. This is less than last month's market action index of 42. Inventory has decreased to 46.

### 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 been flat for several weeks. 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		\$3,722,000
Median Price of New Listings		\$2,941,500
Per Square Foot		\$1,331
Average Days on Market		113
Median Days on Market		7
Price Decreased		50%
Price Increased		2%
Relisted		7%
Inventory		46
Median Rent		\$7,500
Market Action		39

SLIGHT SELLER'S ADVANTAGE

### MARKET SEGMENTS

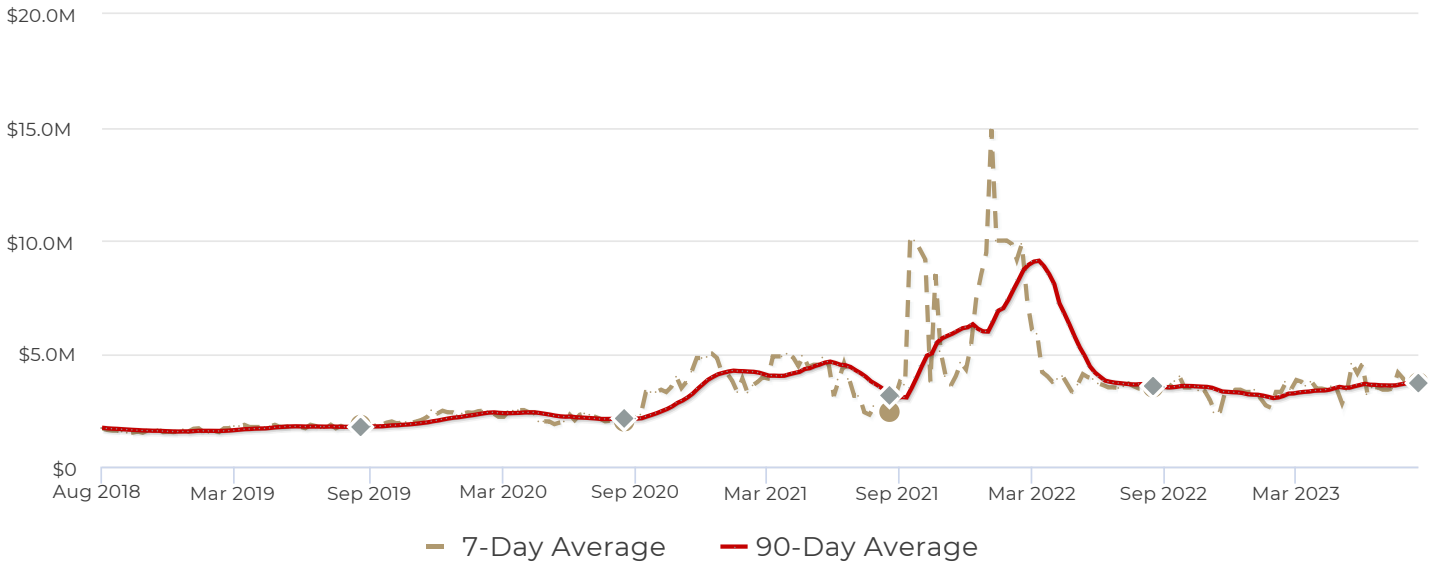
Each segment below represents approximately 25% of the market ordered by price.

MEDIAN PRICE	SQ. FT.	LOT SIZE	BEDS	BATH	AGE	NEW	ABSORBED	DOM
\$16,995,000	7,002	0.25 - 0.5 acre	5	8	58	1	2	140
\$5,899,000	4,125	0.25 - 0.5 acre	4	5	46	0	0	98
\$2,891,500	2,304	6,500 - 8,000 sqft	3	3	46	3	2	42
\$1,785,000	2,149	4,500 - 6,500 sqft	4	3	44	0	3	52



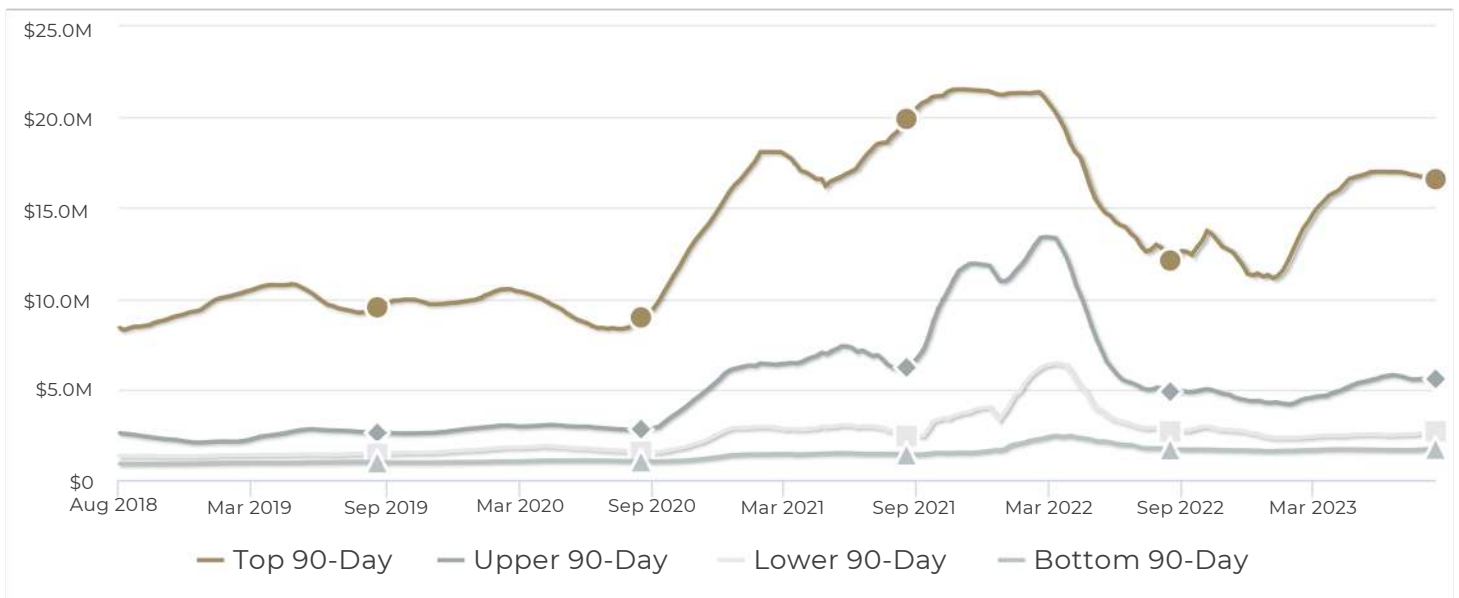
*MEDIAN LIST PRICE*

Prices in this zip are remaining at a plateau, albeit significantly below the market's peak. This week prices bumped down a bit, but not enough to indicate a resumed downward trend. Look for a persistent up-shift in the Market Action Index before we see prices significantly move from these levels.



*SEGMENTS*

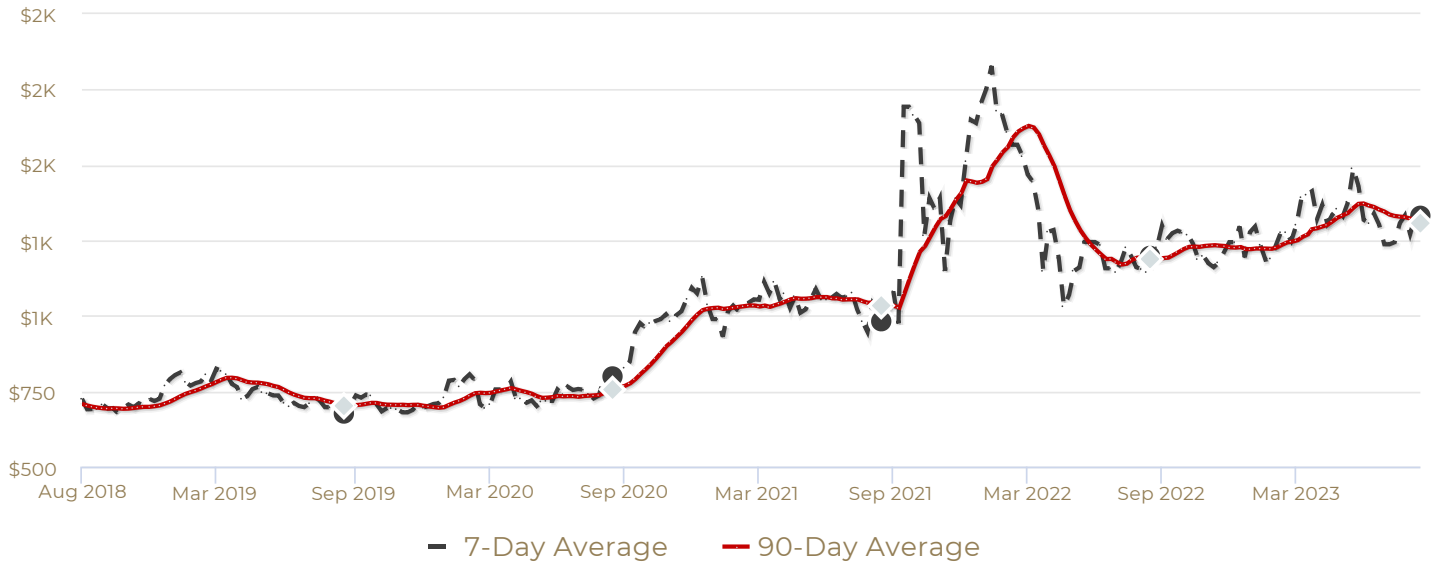
In the quartile market segments, we see the upper-half of the market (Quartiles 1 and 2) in this zip code relatively flat recently while the lower-half prices have remained strong. Quartiles 3 and 4 have been increasing in the last few weeks. Look to the Market Action Index Quartile breakdown for a leading indicator on which group will lead the market in the near future.





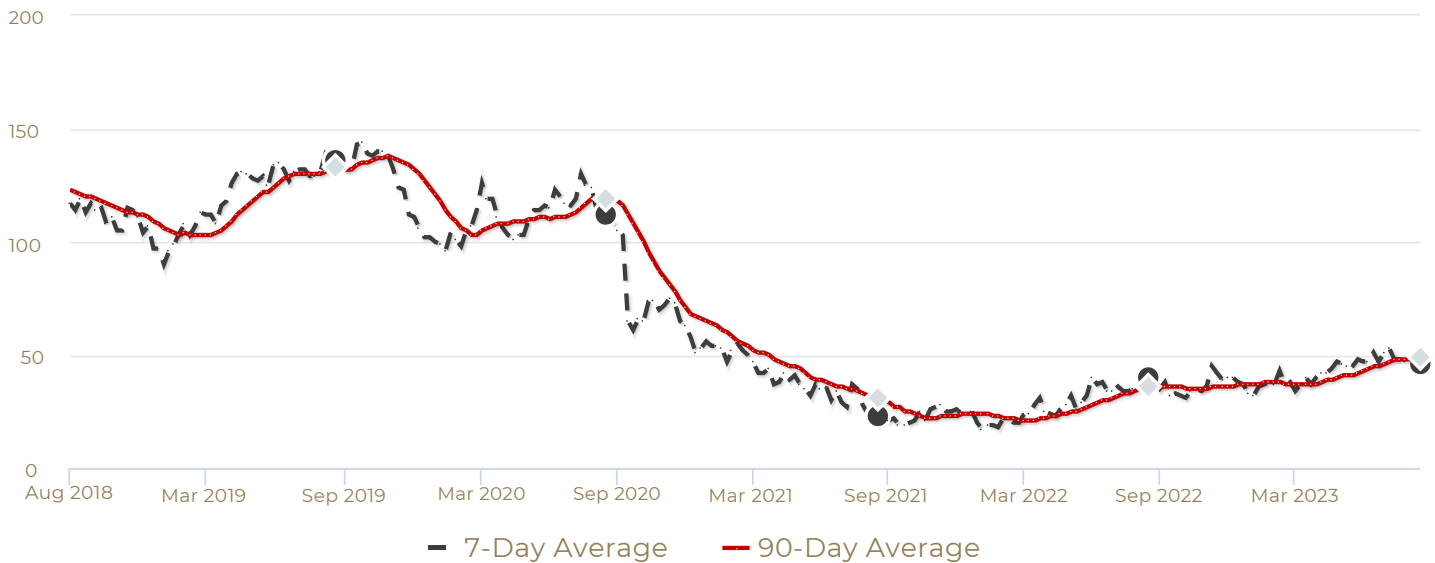
PRICE PER SQUARE FOOT

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

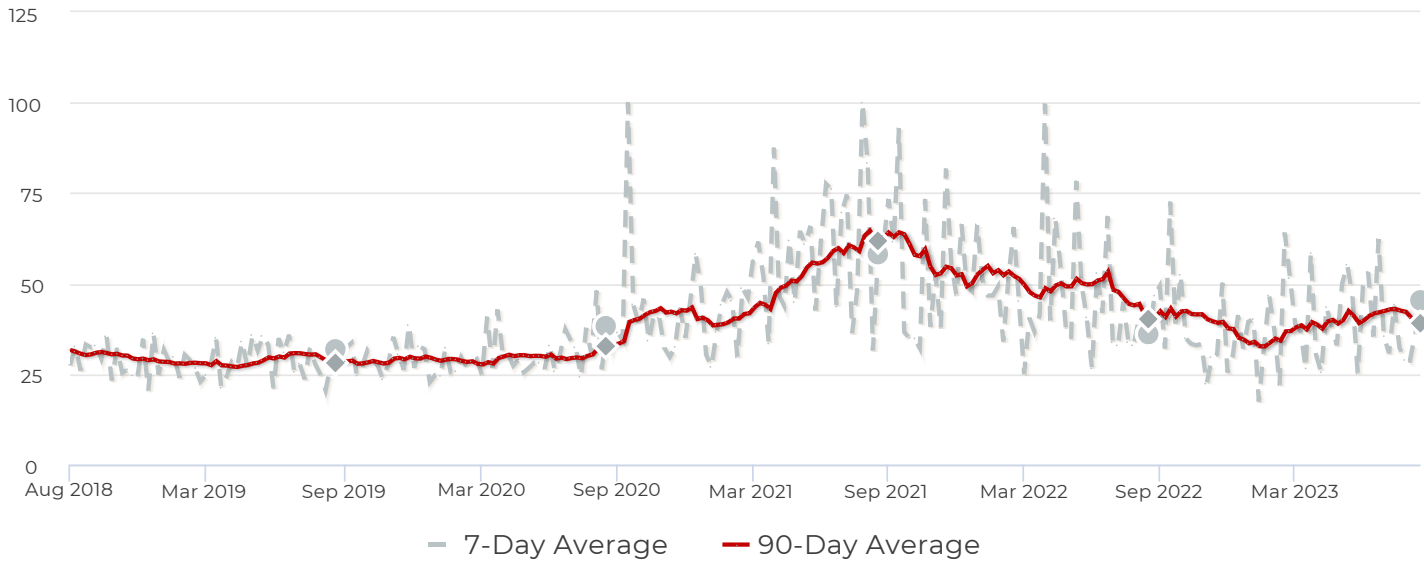
Inventory has been relatively steady around these levels in recent weeks.





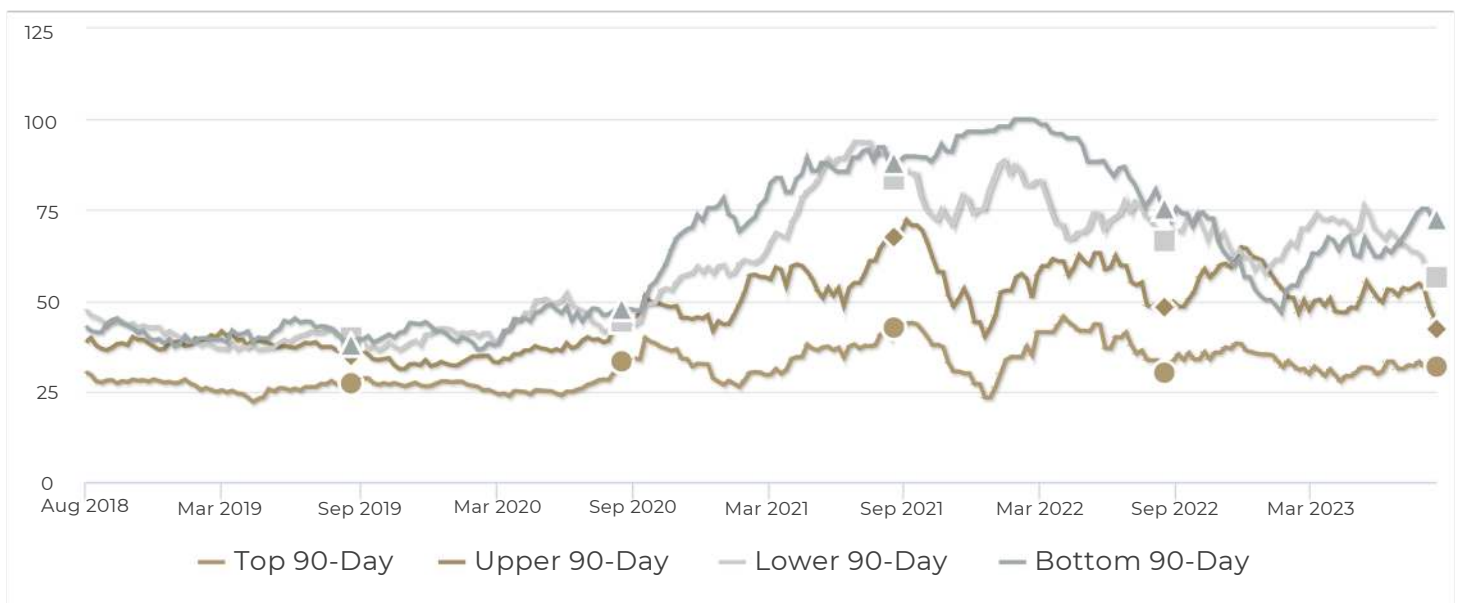
MARKET ACTION INDEX

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MARKET ACTION SEGMENTS

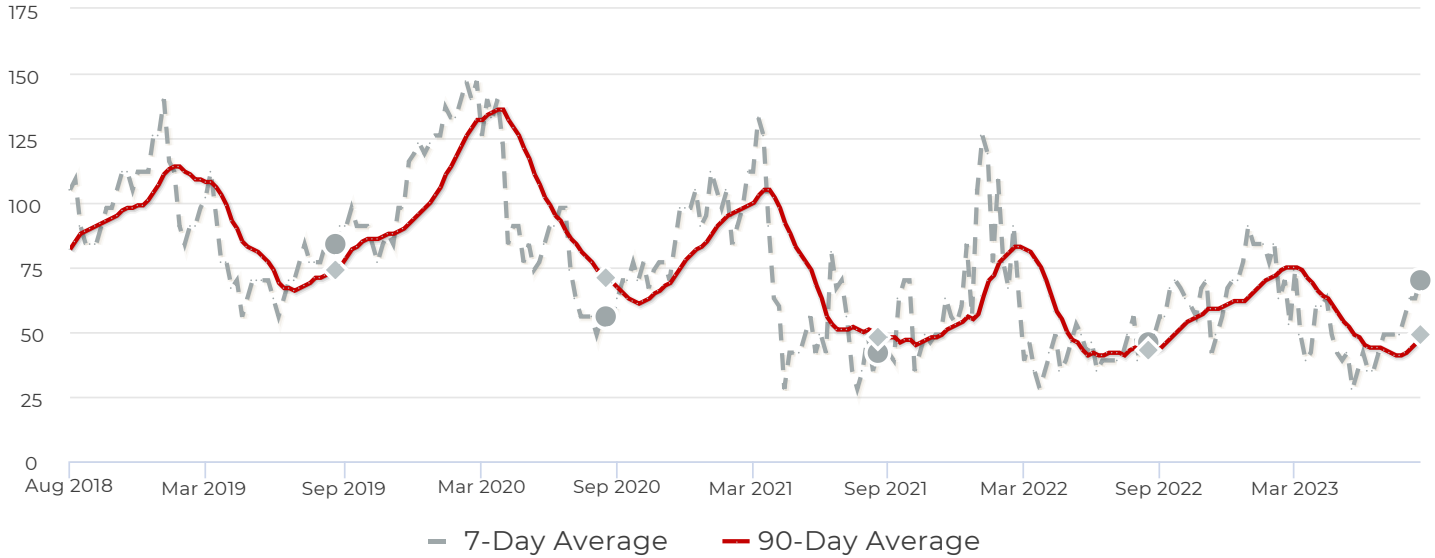
Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.





*MEDIAN DAYS ON MARKET (DOM)*

The properties have been on the market for an average of 93 days. Half of the listings have come newly on the market in the past 49 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.

