

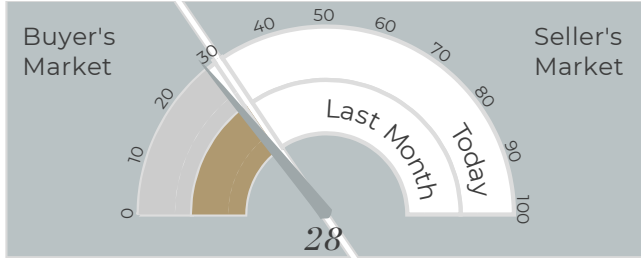


# Laguna Beach, CA 92651

This week the median list price for Laguna Beach, CA 92651 is \$5,397,500 with the market action index hovering around 28. This is less than last month's market action index of 30. Inventory has increased to 120.

### MARKET ACTION INDEX

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



SLIGHT BUYER'S ADVANTAGE

The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward pressure on pricing.

### REAL-TIME MARKET PROFILE

Median List Price		\$5,397,500
Median Price of New Listings		\$6,395,000
Per Square Foot		\$1,896
Average Days on Market		113
Median Days on Market		74
Price Decreased		35%
Price Increased		1%
Relisted		8%
Inventory		120
Median Rent		\$12,000
Market Action		28

SLIGHT BUYER'S ADVANTAGE

### MARKET SEGMENTS

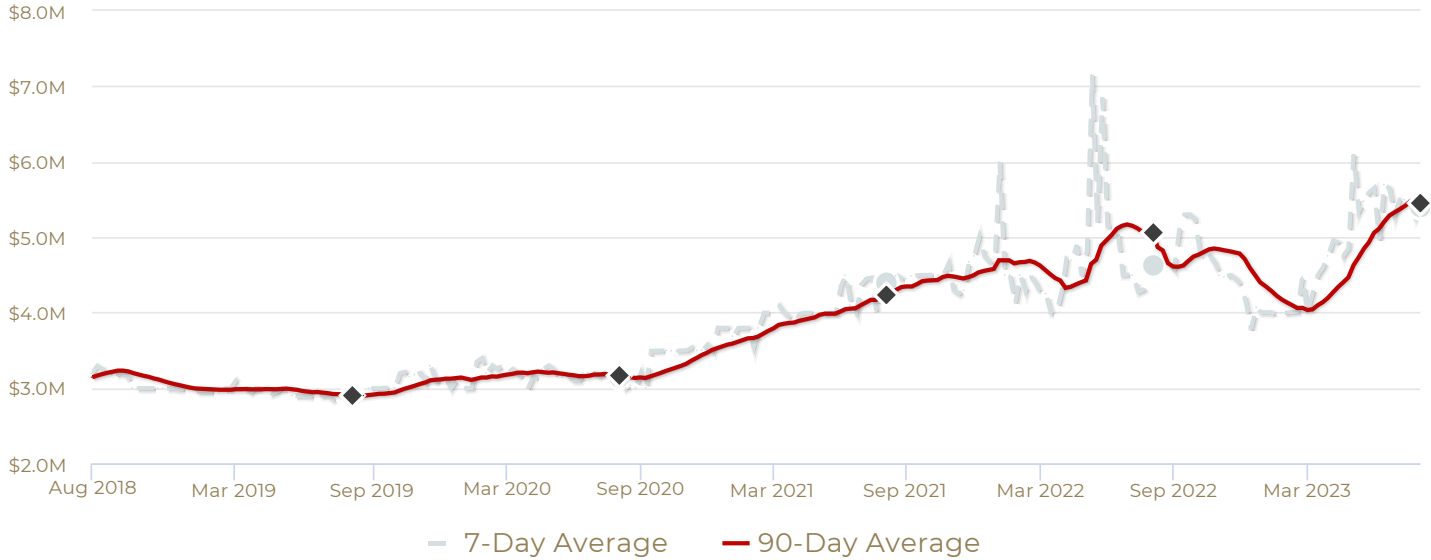
Each segment below represents approximately 25% of the market ordered by price.

MEDIAN PRICE	SQ. FT.	LOT SIZE	BEDS	BATH	AGE	NEW	ABSORBED	DOM
\$16,372,500	4,789	0.25 - 0.5 acre	5	6	62	0	1	119
\$7,497,500	3,685	6,500 - 8,000 sqft	4	4	65	3	1	7
\$3,999,000	2,722	4,500 - 6,500 sqft	4	3	6	1	2	0
\$2,472,500	1,775	4,500 - 6,500 sqft	3	3	62	1	3	45



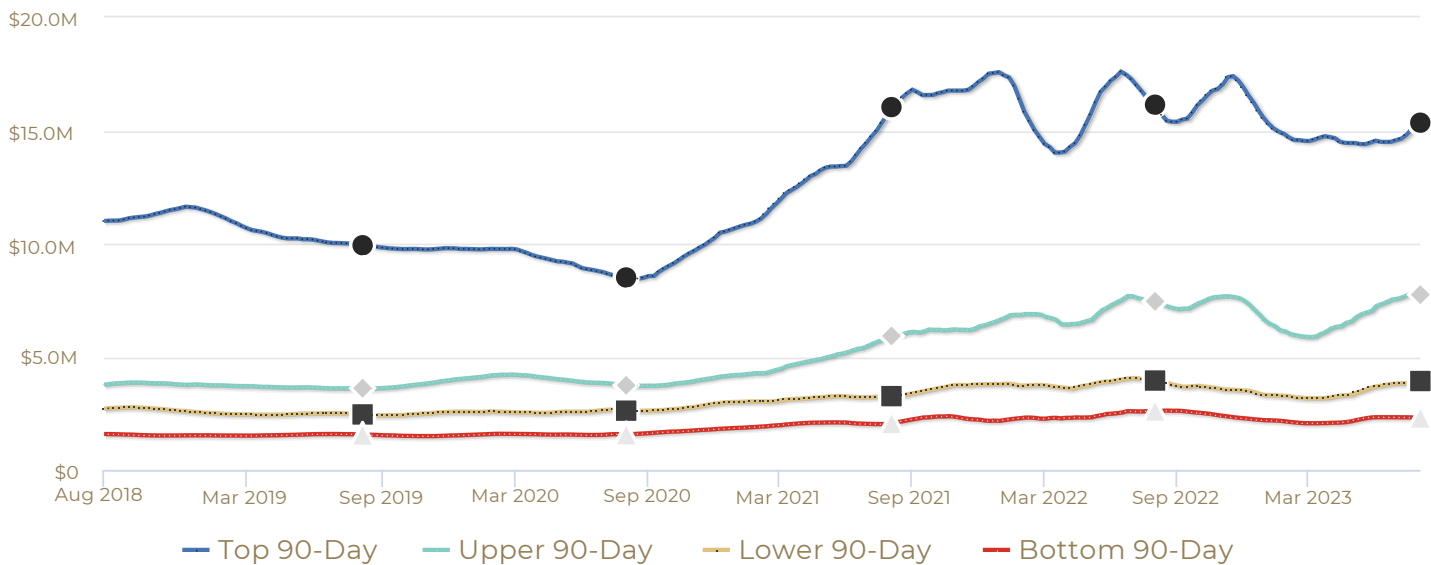
*MEDIAN LIST PRICE*

We continue to see prices in this zip code bouncing around this plateau. Look for a persistent up-shift in the Market Action Index before we see prices move from these levels.



*SEGMENTS*

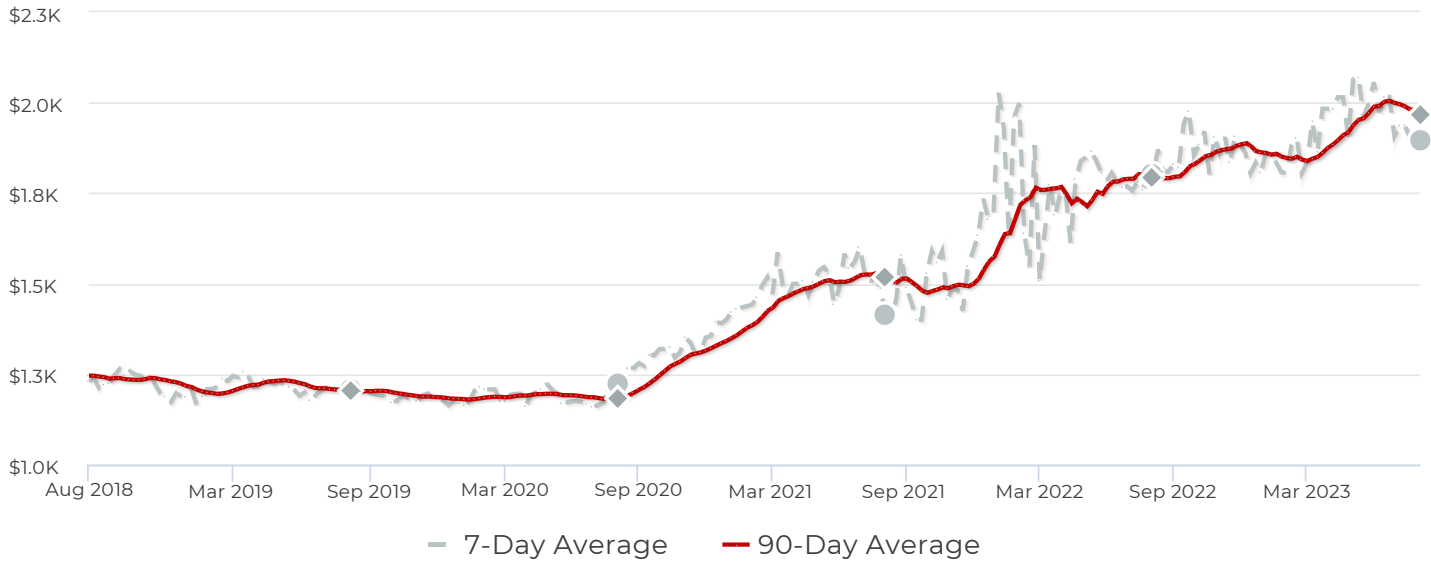
In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 1 is on a bit of an up trend in recent weeks. We'll need to see a persistent shift in the Market Action Index before we see prices across the board move from these levels.





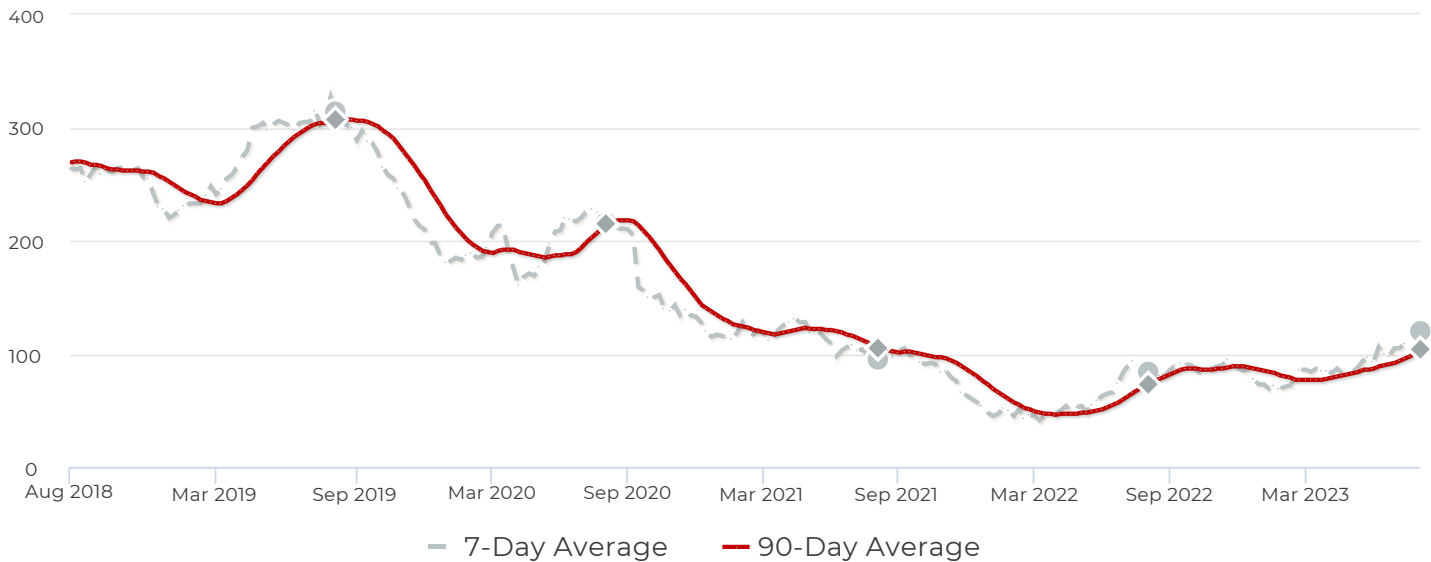
PRICE PER SQUARE FOOT

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

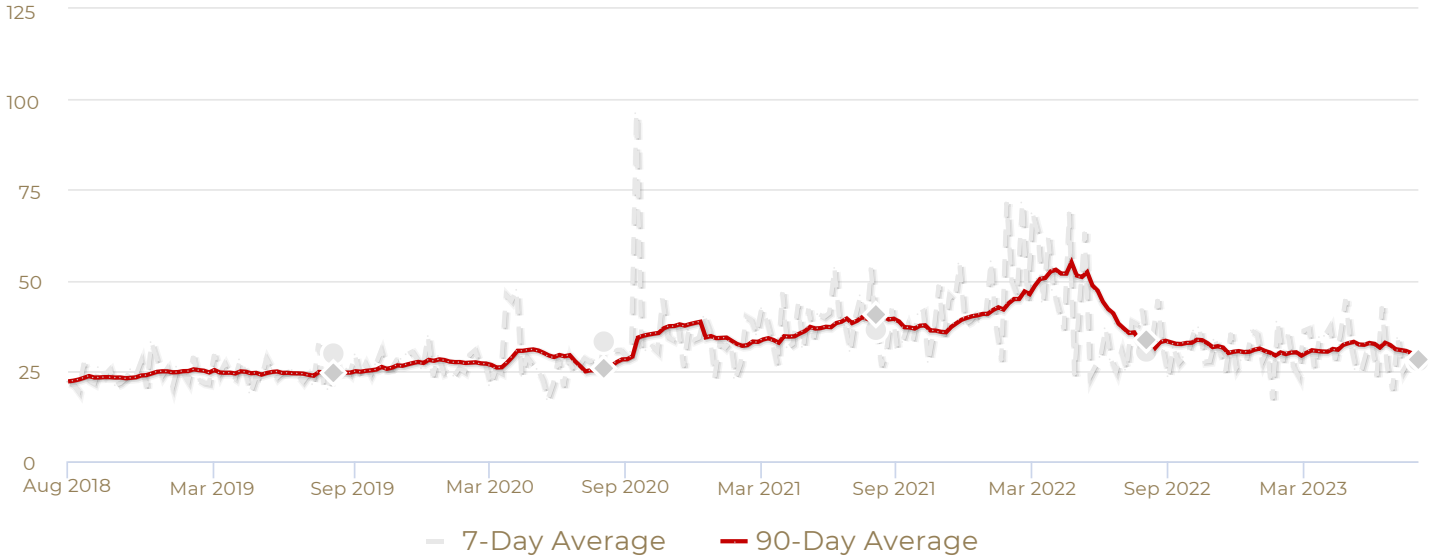
Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.





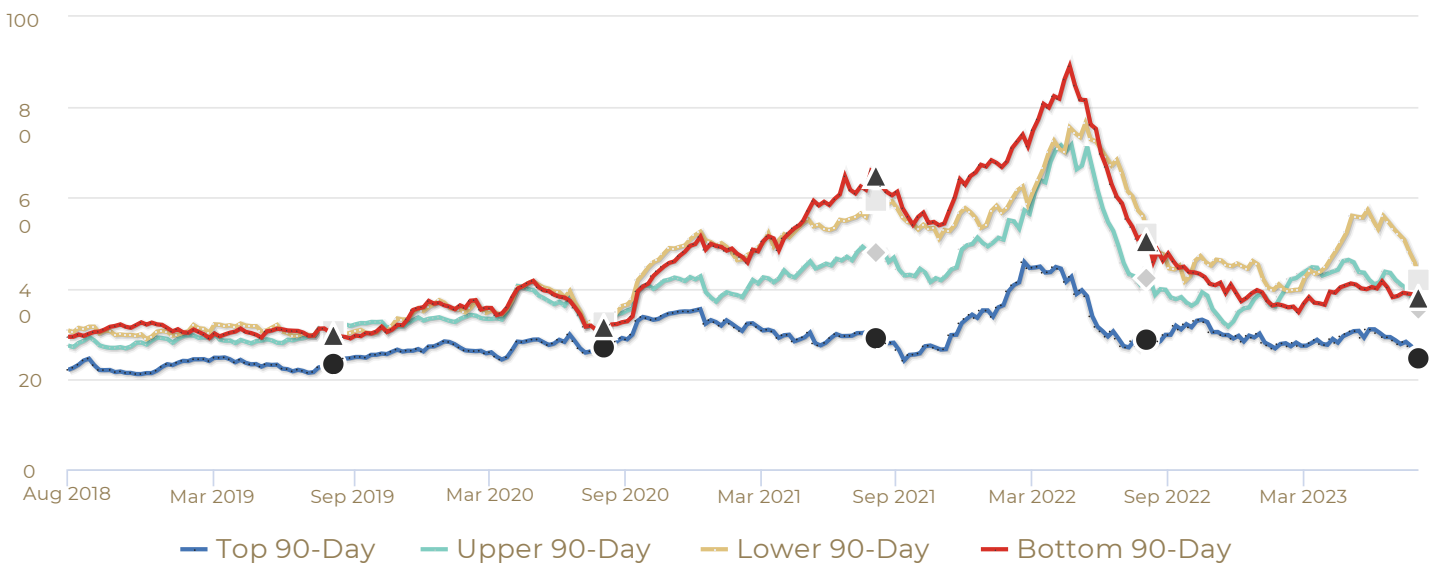
MARKET ACTION INDEX

The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward pressure on pricing.



MARKET ACTION SEGMENTS

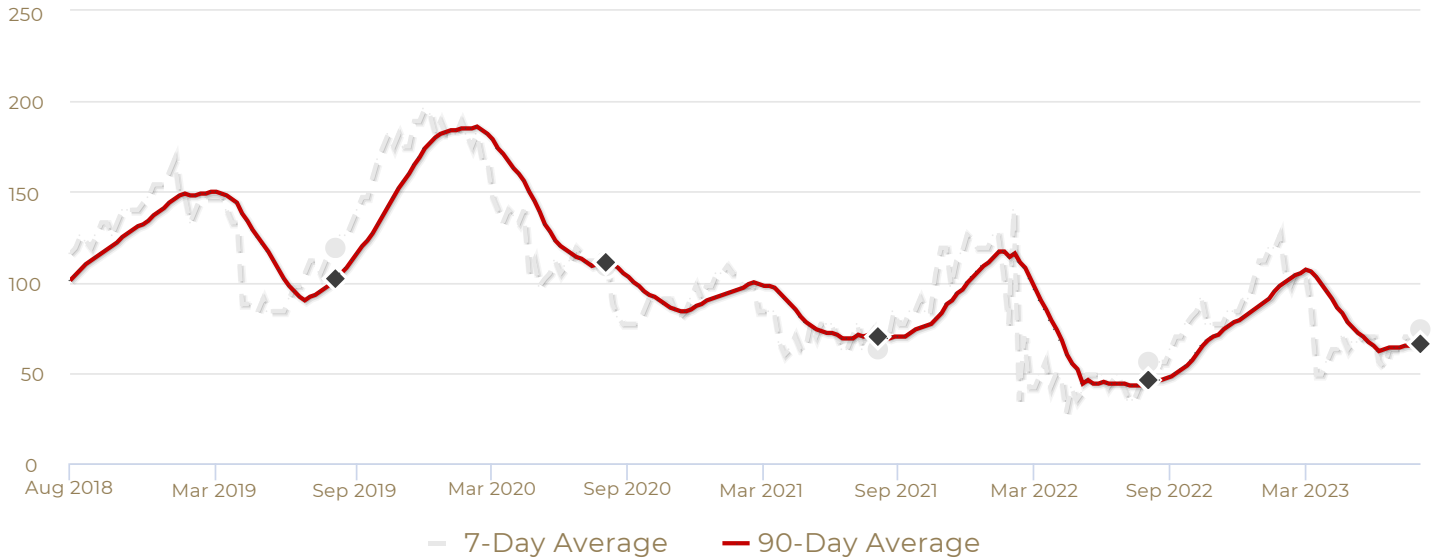
Three of the four quartiles of this zip code are in the Seller's Market zone with relatively low amounts of inventory given the current levels of demand. It's not uncommon that the premium segment of the market takes longer to sell than the rest of the group.





*MEDIAN DAYS ON MARKET (DOM)*

The properties have been on the market for an average of 111 days. Half of the listings have come newly on the market in the past 66 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.

