

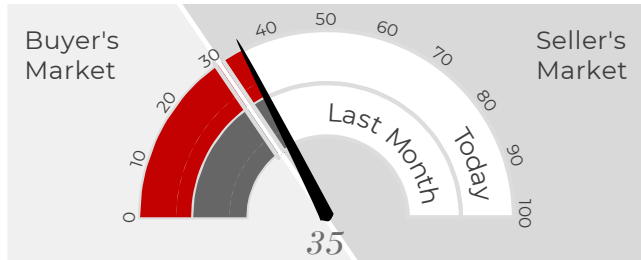


Newport Beach, CA

This week the median list price for Newport Beach, CA is \$5,495,000 with the market action index hovering around 35. This is less than last month's market action index of 36. Inventory has held steady at or around 123.

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		\$5,495,000
Median Price of New Listings		\$3,785,000
Per Square Foot		\$1,812
Average Days on Market		103
Median Days on Market		63
Price Decreased		31%
Price Increased		0%
Relisted		8%
Inventory		123
Median Rent		\$9,800
Market Action		35

SLIGHT SELLER'S ADVANTAGE

MARKET SEGMENTS

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

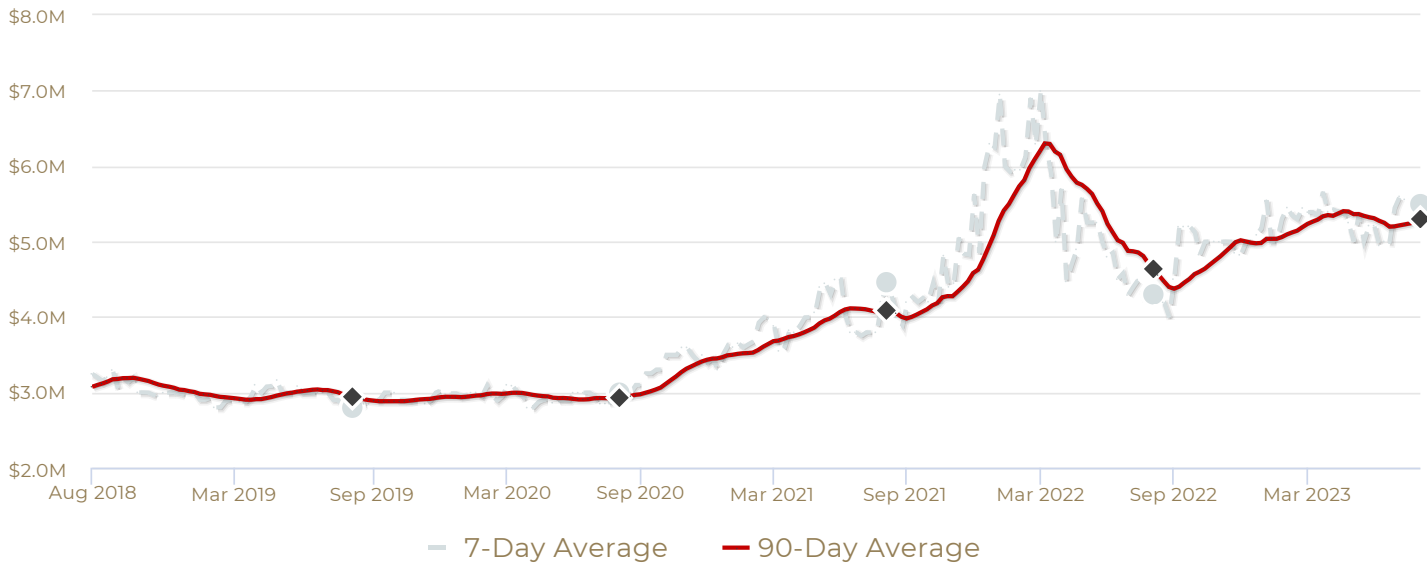
MEDIAN PRICE	SQ. FT.	LOT SIZE	BEDS	BATH	AGE	NEW	ABSORBED	DOM
\$13,700,000	4,329	4,500 - 6,500 sqft	4	5	12	2	2	84
\$6,800,000	3,248	0 - 4,500 sqft	4	4	61	0	1	7
\$4,590,000	3,316	4,500 - 6,500 sqft	4	4	51	2	2	0 42
\$2,995,000	2,093	0 - 4,500 sqft	3	3	58	4	5	28



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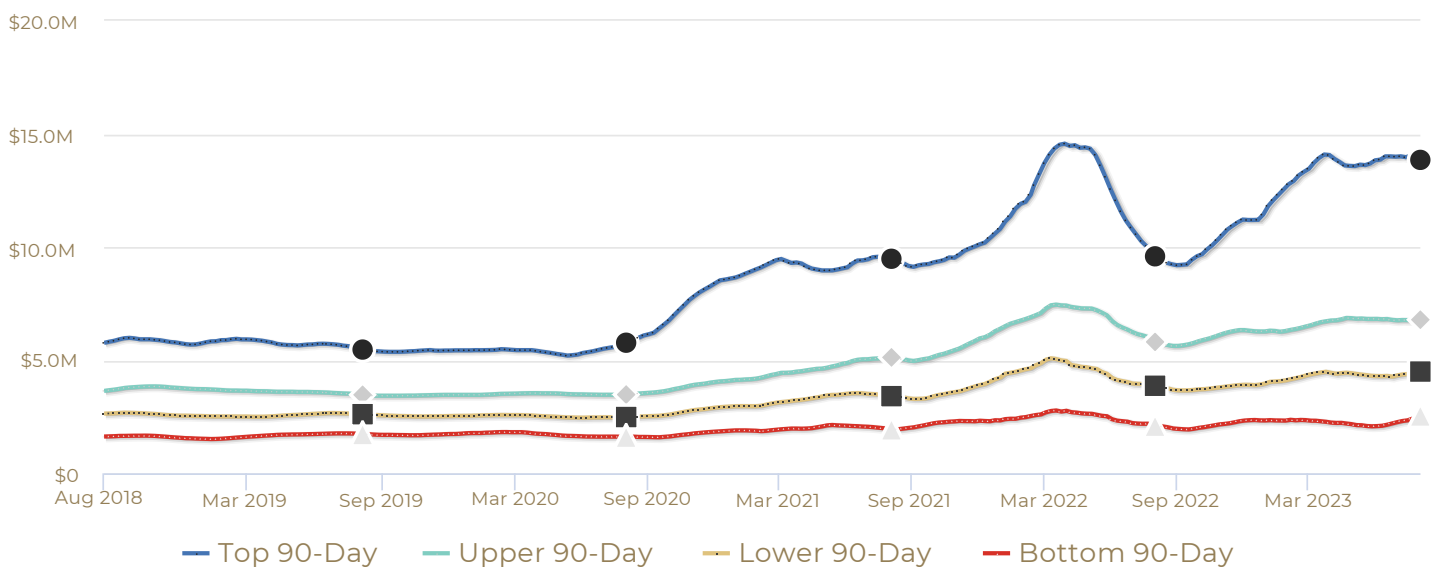
MEDIAN LIST PRICE

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 in most of the market have stabilized recently. Only Quartile 4 shows any price increases in the last few weeks. Often this condition happens in markets where demand has fallen (for example, due to micro-location variables) but supply is still relatively short. Buyers are focusing on the lowest price homes in the area.

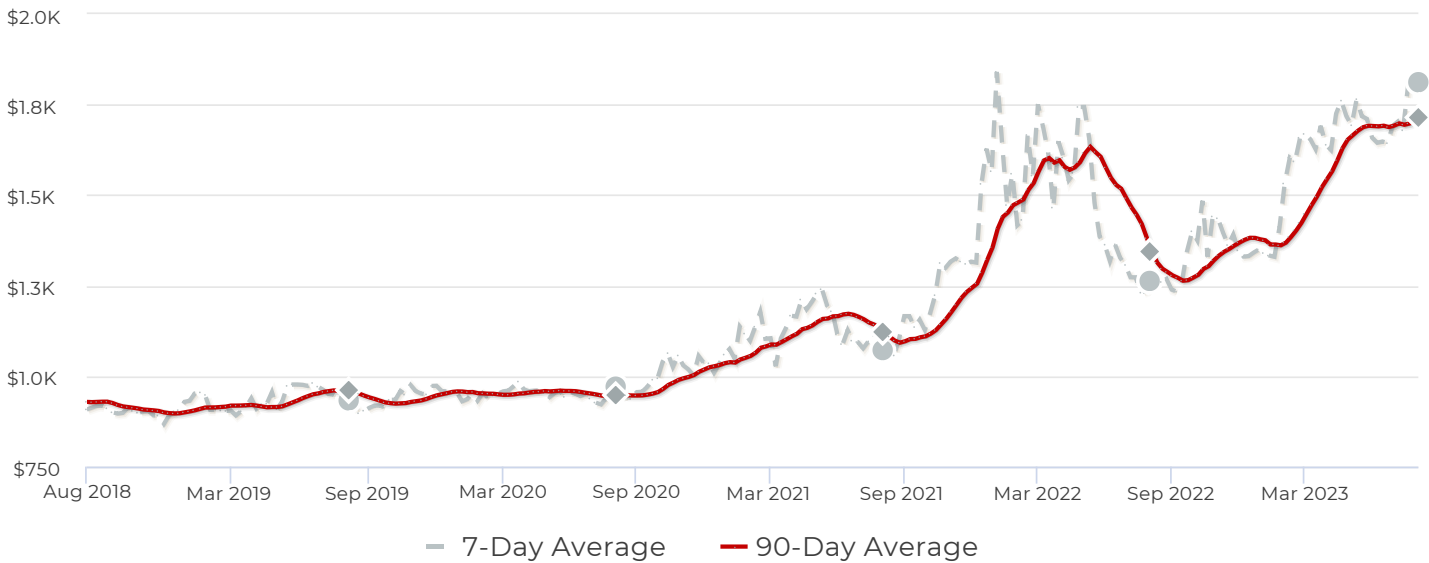




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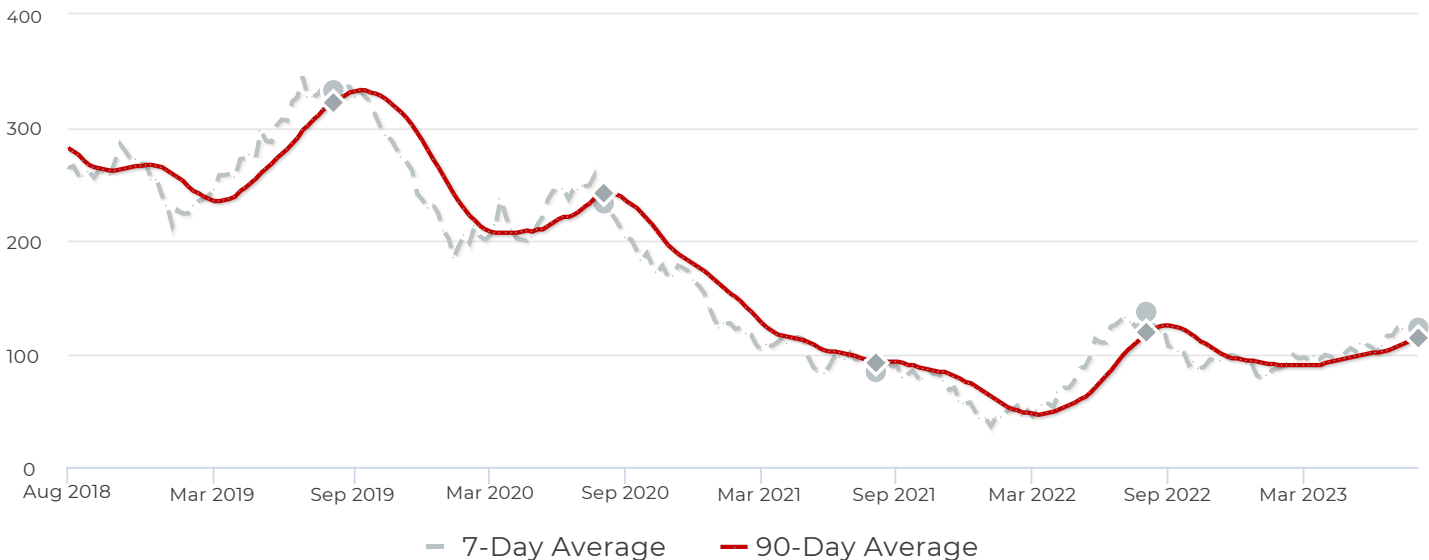
PRICE PER SQUARE FOOT

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.

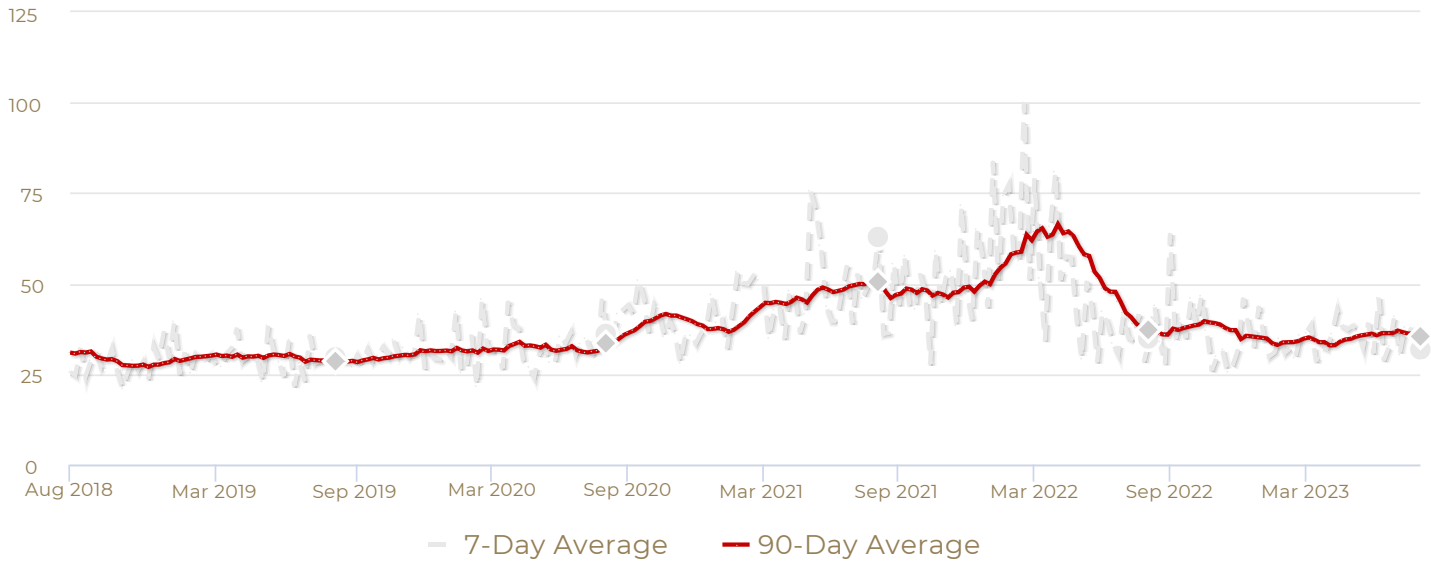




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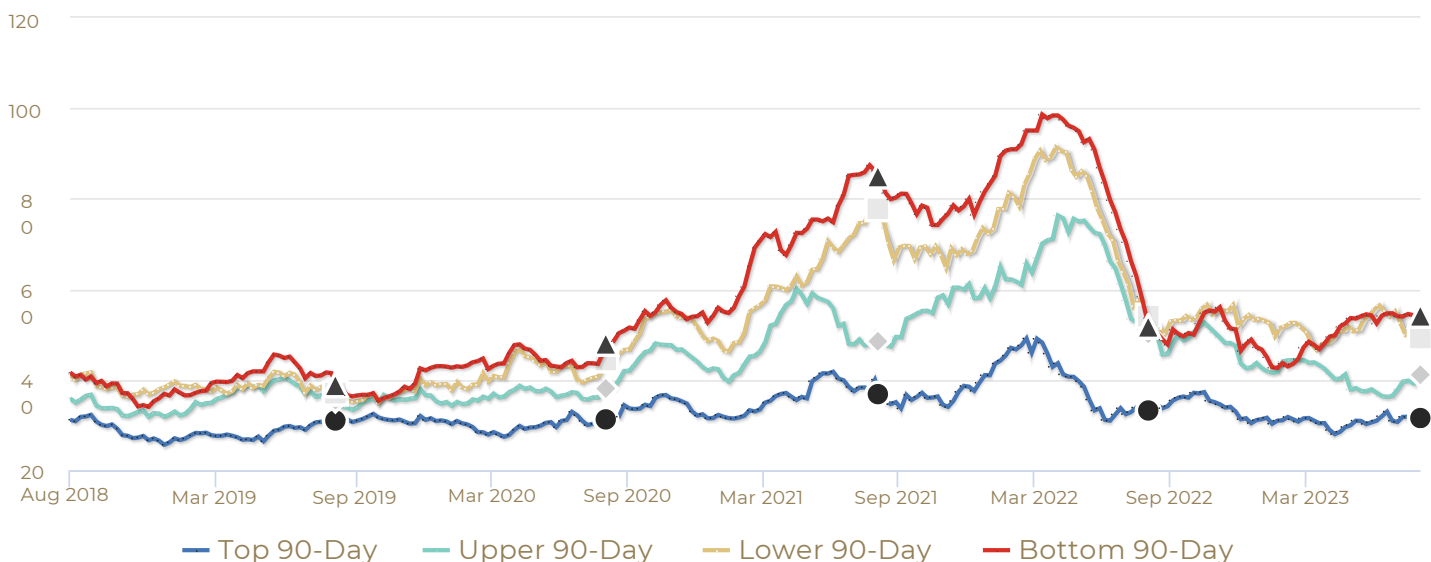
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MARKET ACTION SEGMENTS

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.

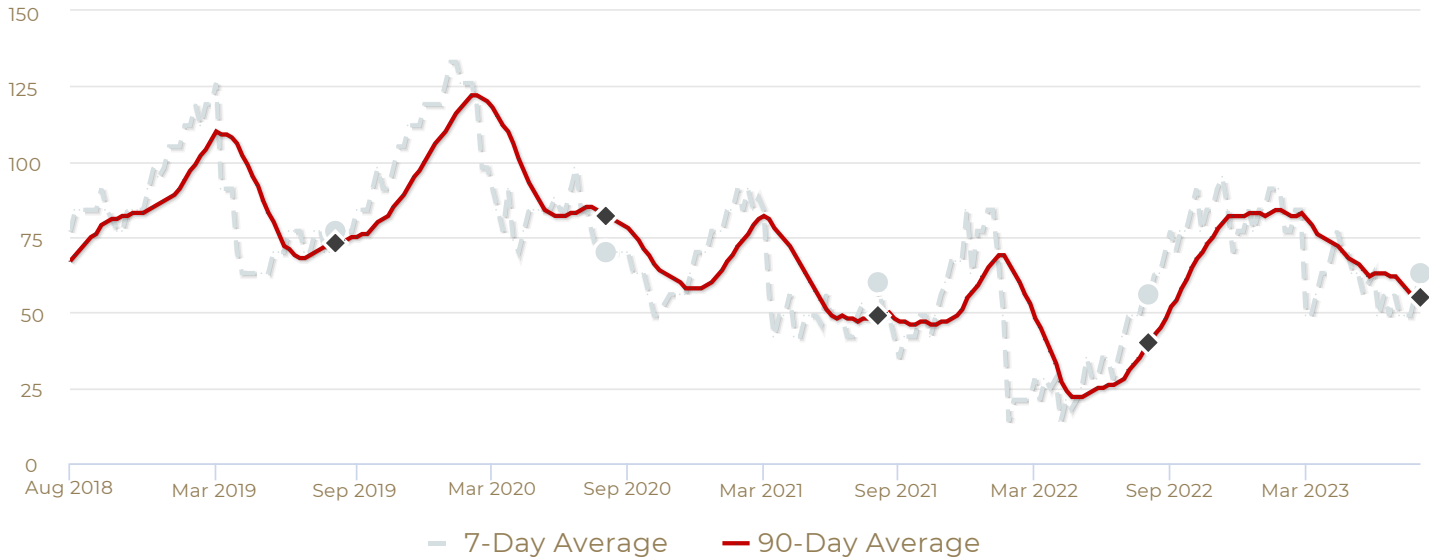




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MEDIAN DAYS ON MARKET (DOM)

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 55 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.

