

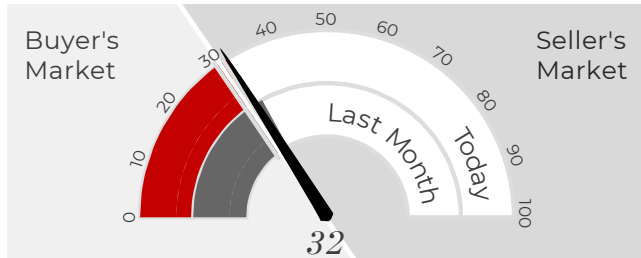


## Corona Del Mar, CA

This week the median list price for Corona Del Mar, CA is \$7,737,500 with the market action index hovering around 32. This is less than last month's market action index of 34. Inventory has increased 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 been cooling over time and prices have recently flattened. Despite the consistent decrease in Market Action Index (MAI), we're in a Seller's Market (where significant demand leaves little inventory available). If the MAI begins to climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.

### 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
\$18,500,000	7,000	0.25 - 0.5 acre	5	8	12	0	0	182
\$8,900,000	3,809	4,500 - 6,500 sqft	4	6	23	1	1	140
\$7,019,000	3,087	6,500 - 8,000 sqft	4	4	12	0	1	59
\$3,999,499	2,398	6,500 - 8,000 sqft	3	2	64	2	2	66

### REAL-TIME MARKET PROFILE

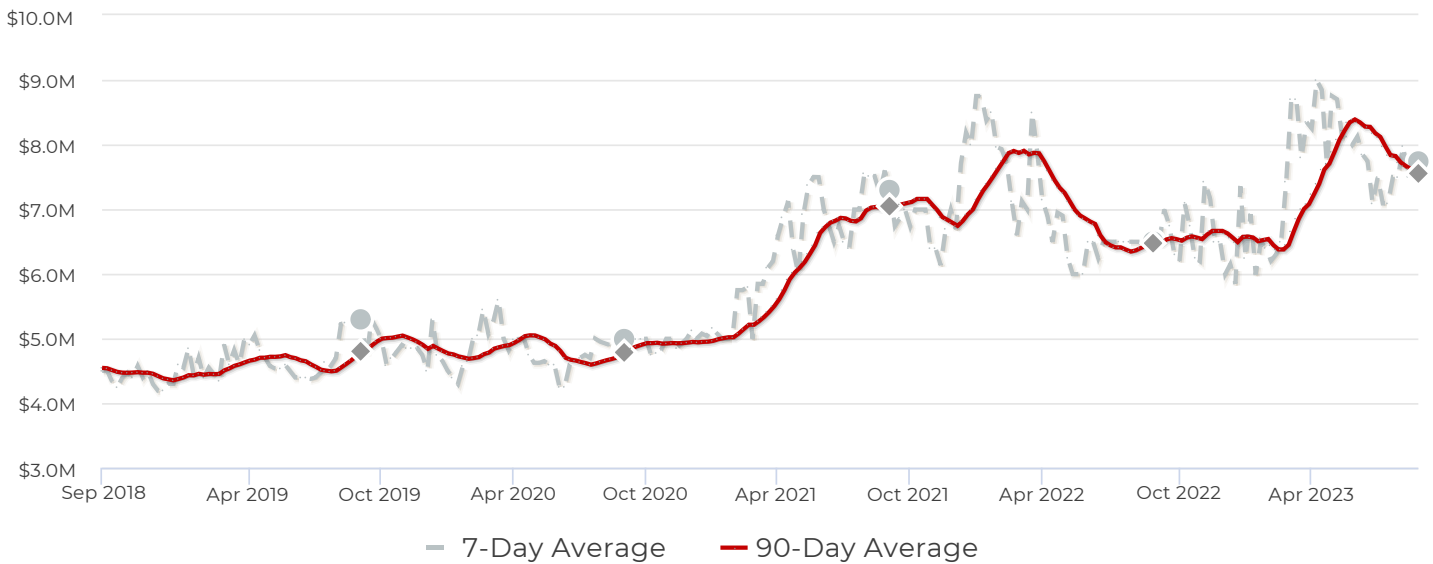
Median List Price		\$7,737,500
Median Price of New Listings		\$4,975,000
Per Square Foot		\$2,073
Average Days on Market		112
Median Days on Market		98
Price Decreased		33%
Price Increased		2%
Relisted		11%
Inventory		46
Median Rent		\$12,250
Market Action		32

SLIGHT SELLER'S ADVANTAGE



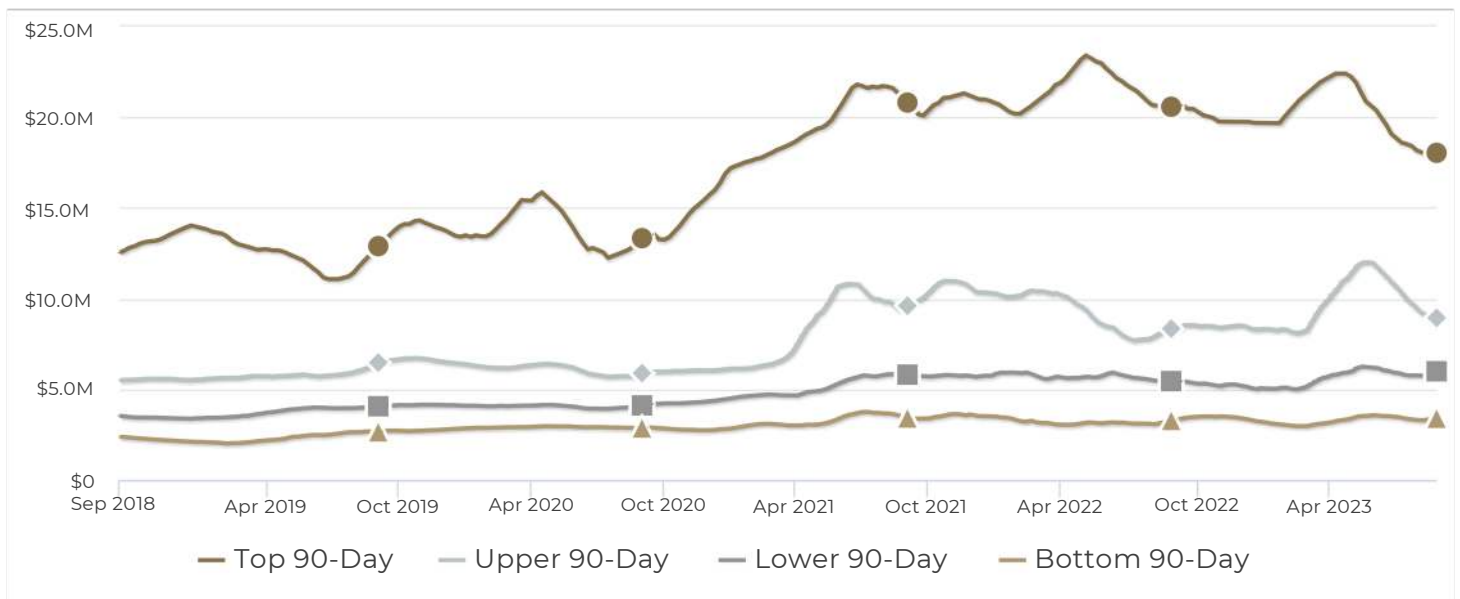
*MEDIAN LIST PRICE*

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 the upper-half of the market (Quartiles 1 and 2) have been showing weakness recently while the lower-half prices have remained strong. These convergent trends cannot continue indefinitely, so look to the Market Action Index Quartile breakdown to see which group will change direction.





Corona Del Mar, CA

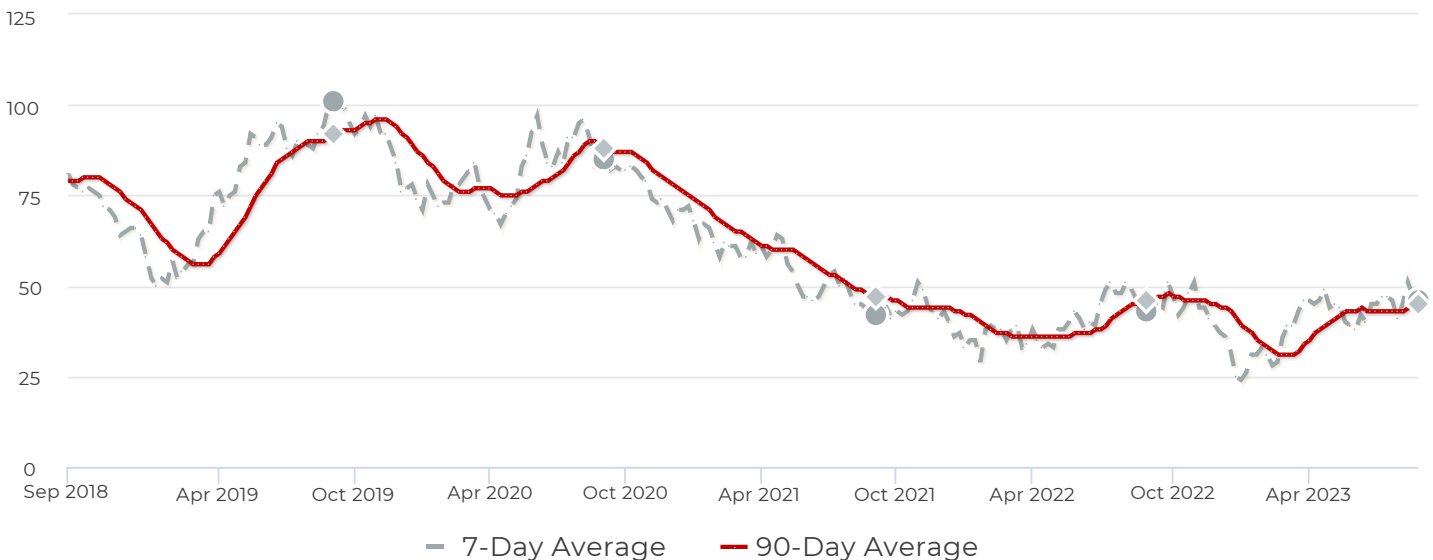
PRICE PER SQUARE FOOT

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

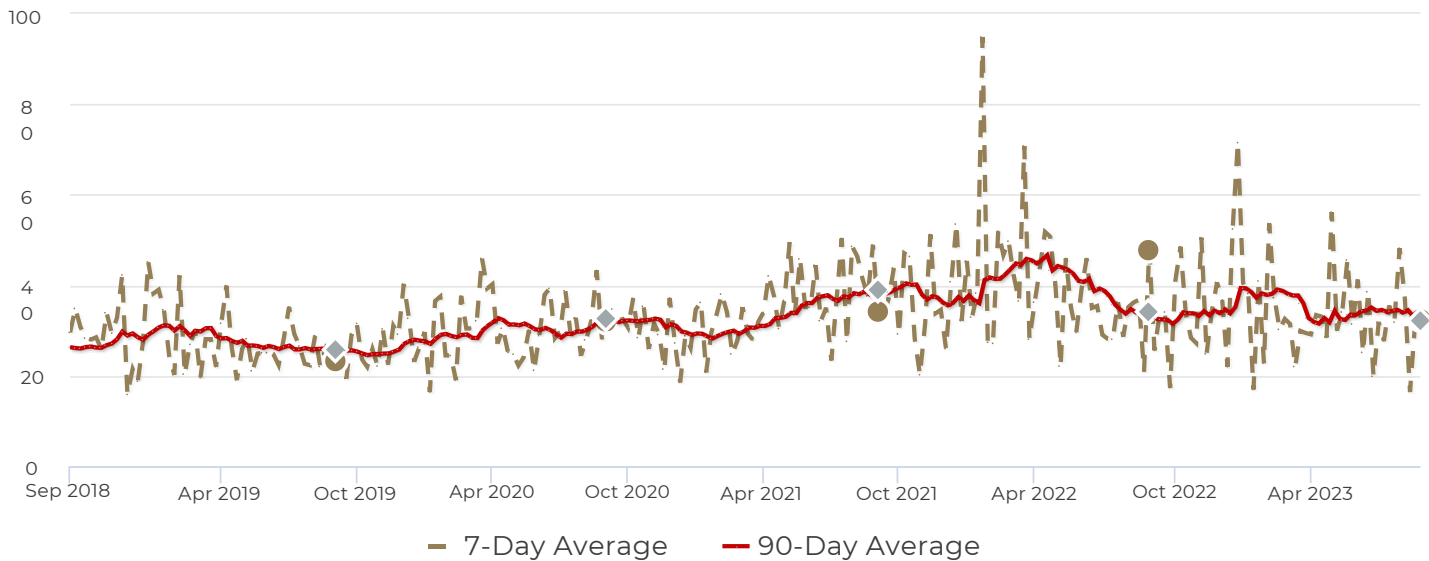
Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.





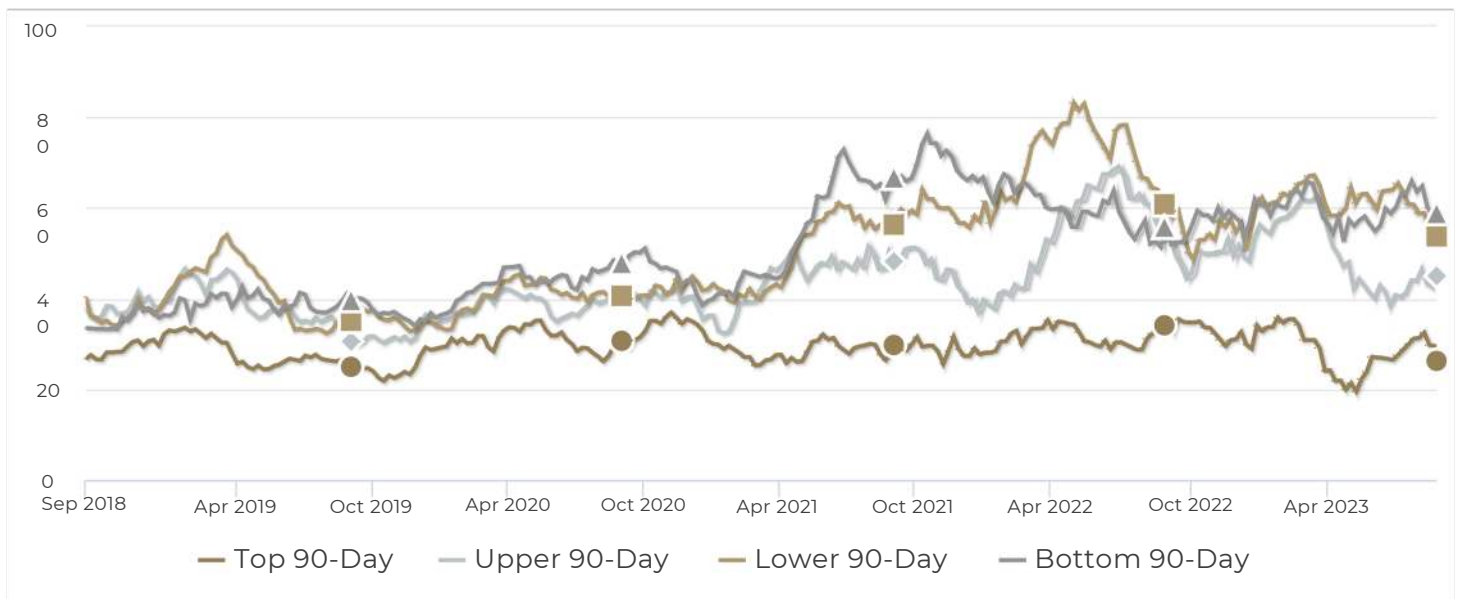
MARKET ACTION INDEX

The market has been cooling over time and prices have recently flattened. Despite the consistent decrease in Market Action Index (MAI), we're in a Seller's Market (where significant demand leaves little inventory available). If the MAI begins to climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.



MARKET ACTION SEGMENTS

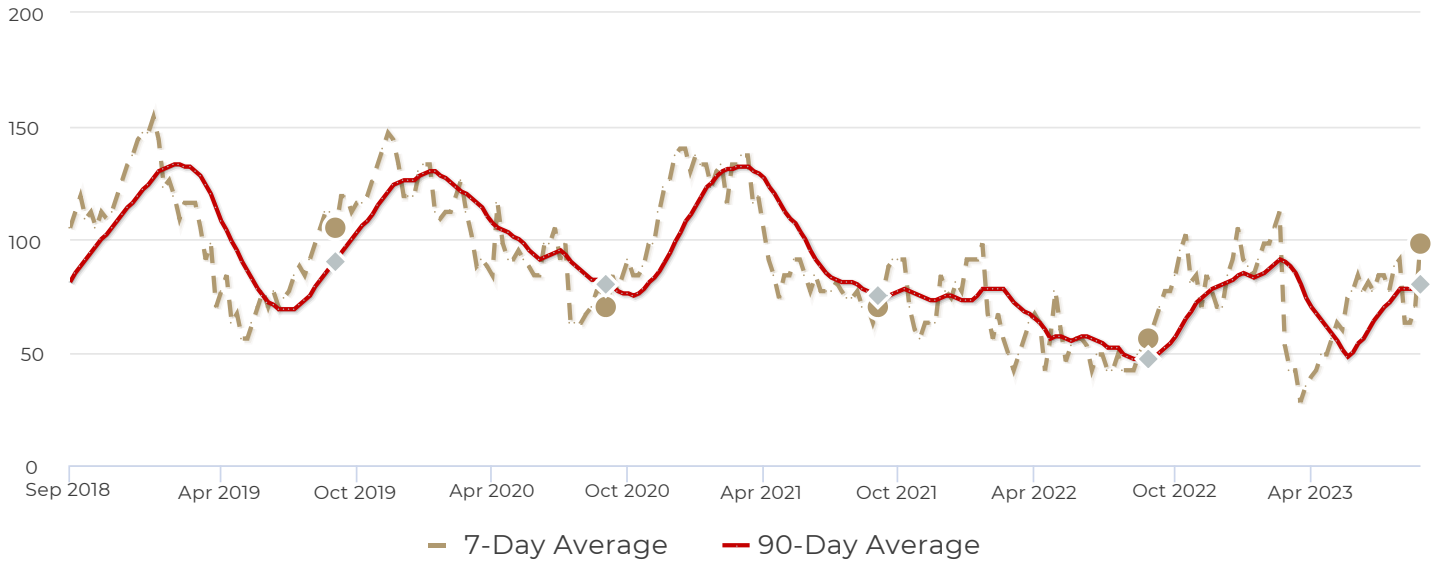
Three of the four quartiles of the market are in the Seller's Market zone with relatively low amounts of inventory given the current rate of demand for homes in the quartile. Notice that Quartile 1 (the highest-end price group) is showing weaker demand than the others. It's not uncommon that the premium 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 104 days. Half of the listings have come newly on the market in the past 80 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.

