

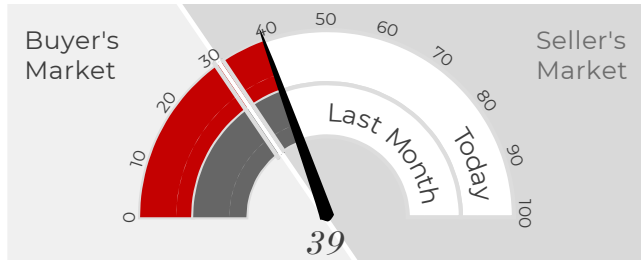


## Dana Point, CA 92629

This week the median list price for Dana Point, CA 92629 is \$4,200,000 with the market action index hovering around 39. This is about the same as last month's market action index of 39. Inventory has decreased to 45.

### 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 plateaued for a while. Despite the consistent decrease in MAI, 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		\$4,200,000
Median Price of New Listings		\$1,875,000
Per Square Foot		\$1,379
Average Days on Market		124
Median Days on Market		84
Price Decreased		51%
Price Increased		4%
Relisted		7%
Inventory		45
Median Rent		\$7,975
Market Action		39

SLIGHT SELLER'S ADVANTAGE

### MARKET SEGMENTS

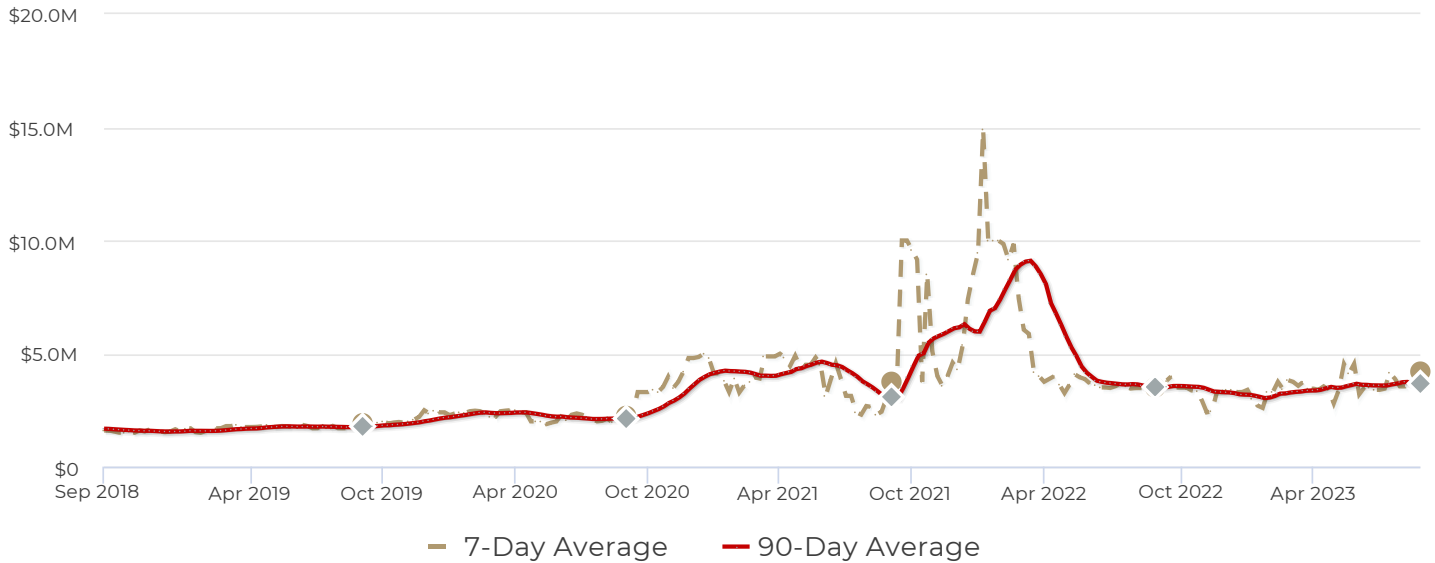
Each segment below represents approximately 25% of the market ordered by price.

MEDIAN PRICE	SQ. FT.	LOT SIZE	BEDS	BATH	AGE	NEW ABSORBED	DOM
\$16,995,000	7,002	0.25 - 0.5 acre	5	7	58	1 0	154
\$6,475,000	4,125	8,000 - 10,000 sqft	4	5	47	0 1	91
\$2,799,000	2,372	6,500 - 8,000 sqft	3	3	49	0 1	56
\$1,762,500	2,032	4,500 - 6,500 sqft	3	3	45	2 0	63



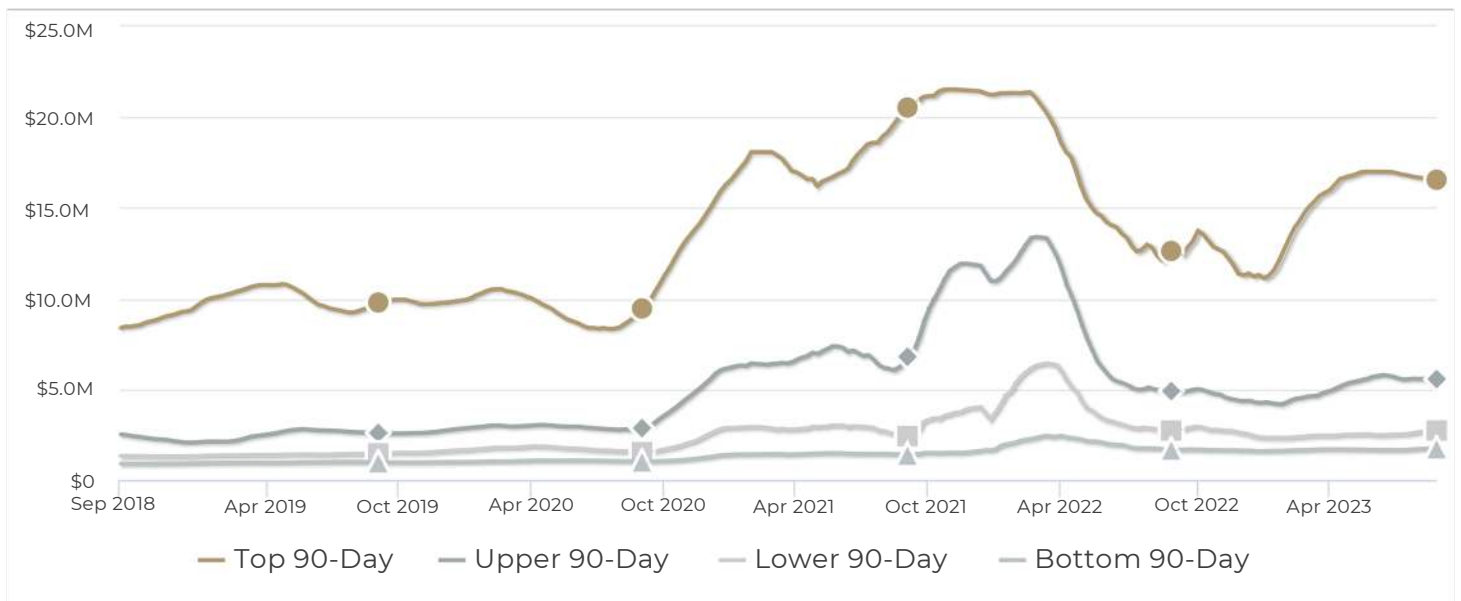
*MEDIAN LIST PRICE*

Again this week we see prices in this zip code remain roughly at the level they've been for several weeks. Since we're significantly below the top of the market, 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 have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.

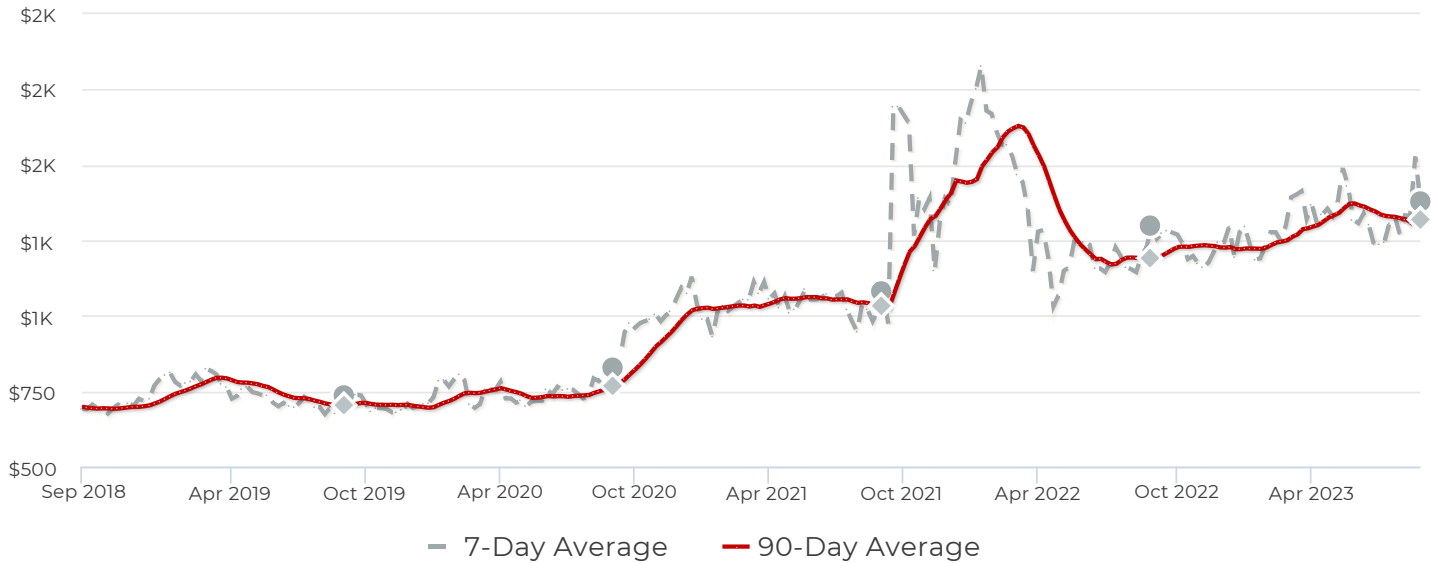




Dana Point, CA 92629

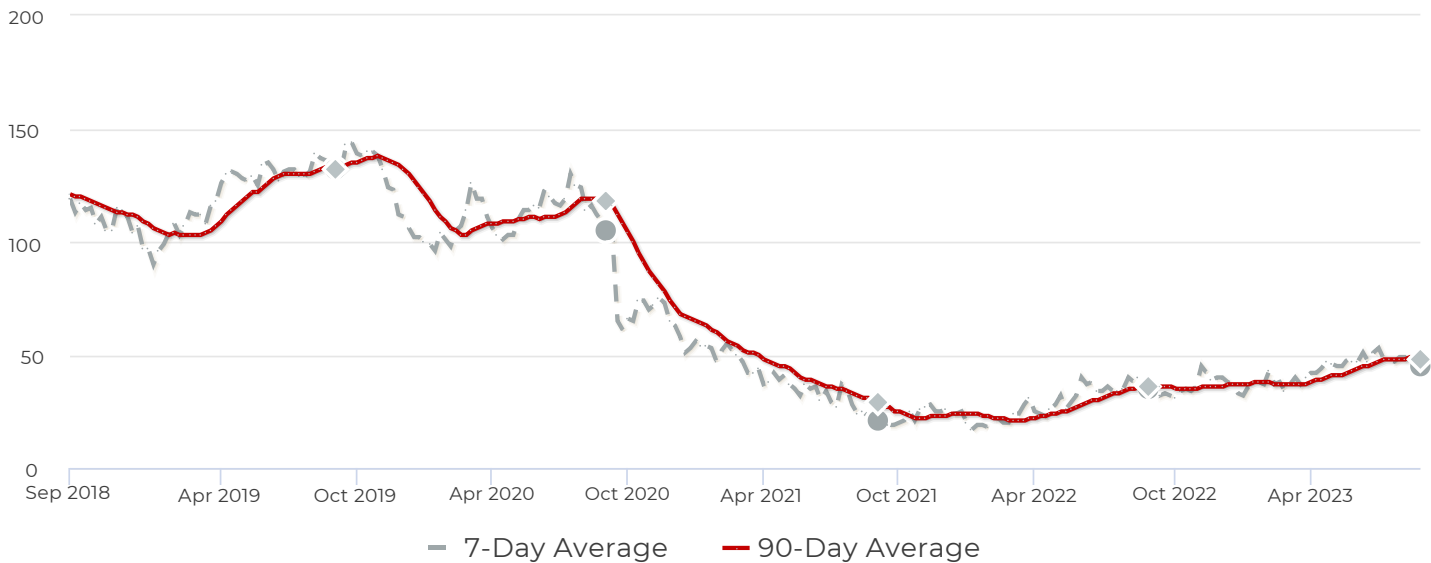
PRICE PER SQUARE FOOT

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

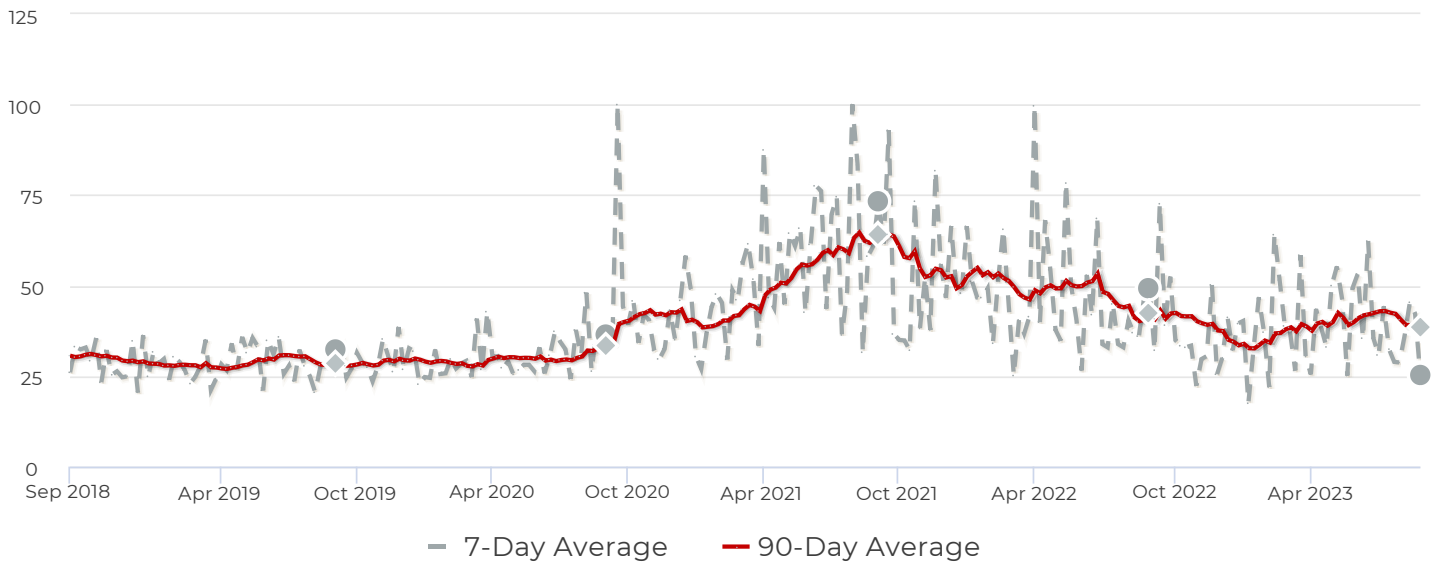
Inventory has been relatively steady around these levels in recent weeks.





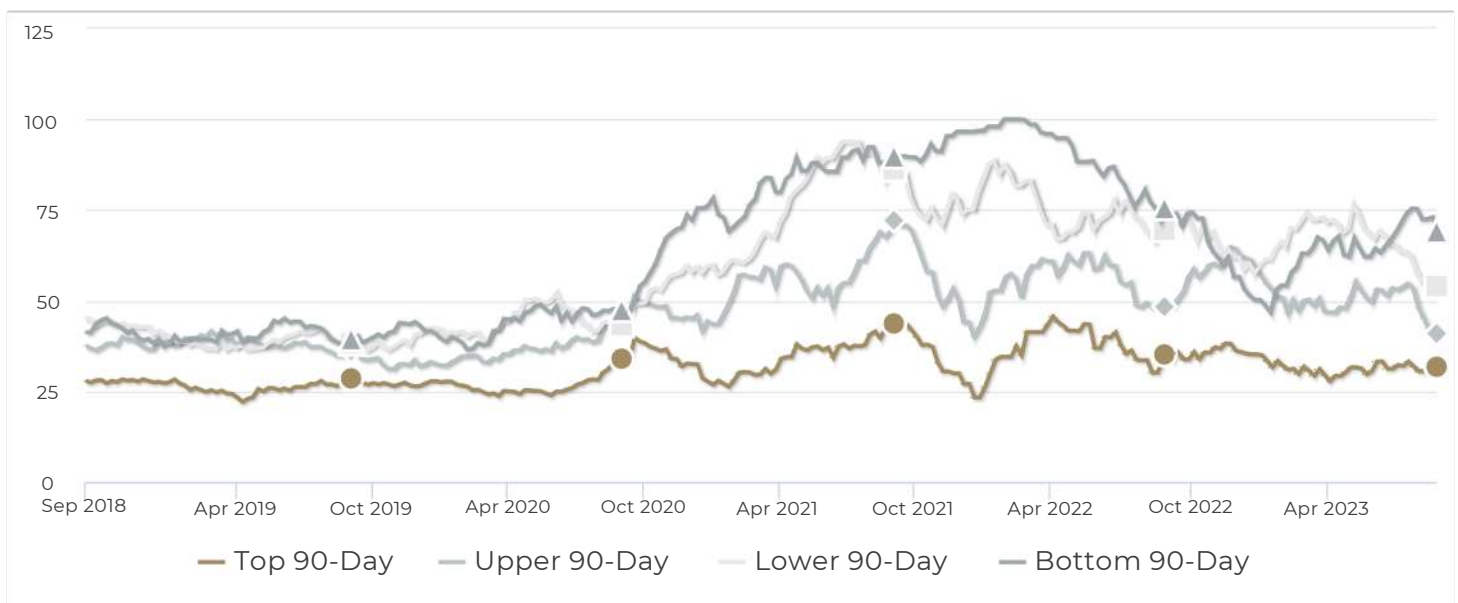
MARKET ACTION INDEX

The market has been cooling over time and prices plateaued for a while. Despite the consistent decrease in MAI, 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.



MARKET ACTION SEGMENTS

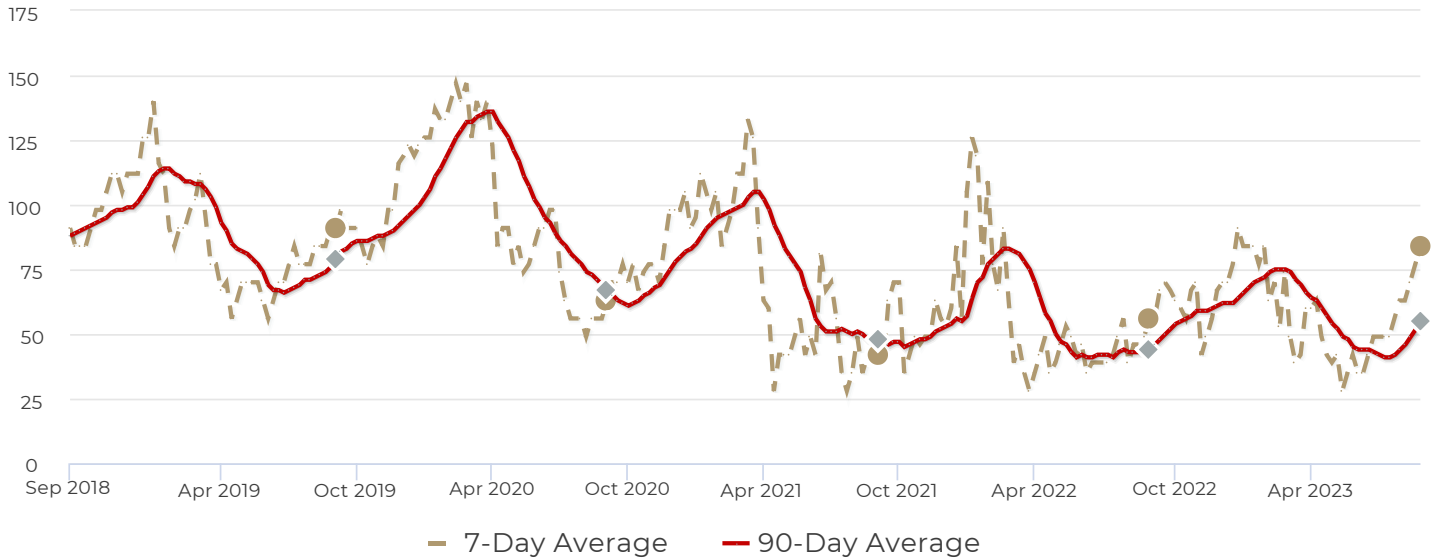
Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.





*MEDIAN DAYS ON MARKET (DOM)*

The properties have been on the market for an average of 98 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.

