

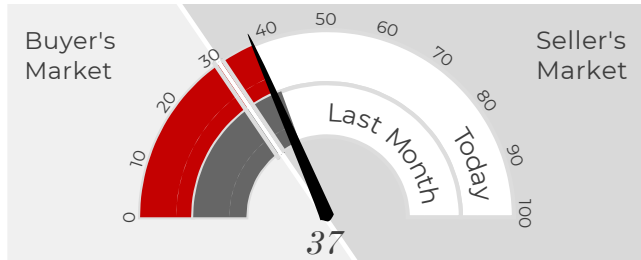


Dana Point, CA 92629

This week the median list price for Dana Point, CA 92629 is \$4,047,500 with the market action index hovering around 37. This is less than last month's market action index of 39. Inventory has held steady at or around 44.

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
\$16,995,000	7,002	0.25 - 0.5 acre	5	7	58	1	0	175
\$6,475,000	3,714	0.25 - 0.5 acre	4	5	56	1	0	105
\$2,583,000	2,212	6,500 - 8,000 sqft	3	3	45	2	1	49
\$1,699,000	2,064	4,500 - 6,500 sqft	3	3	39	4	2	77

REAL-TIME MARKET PROFILE

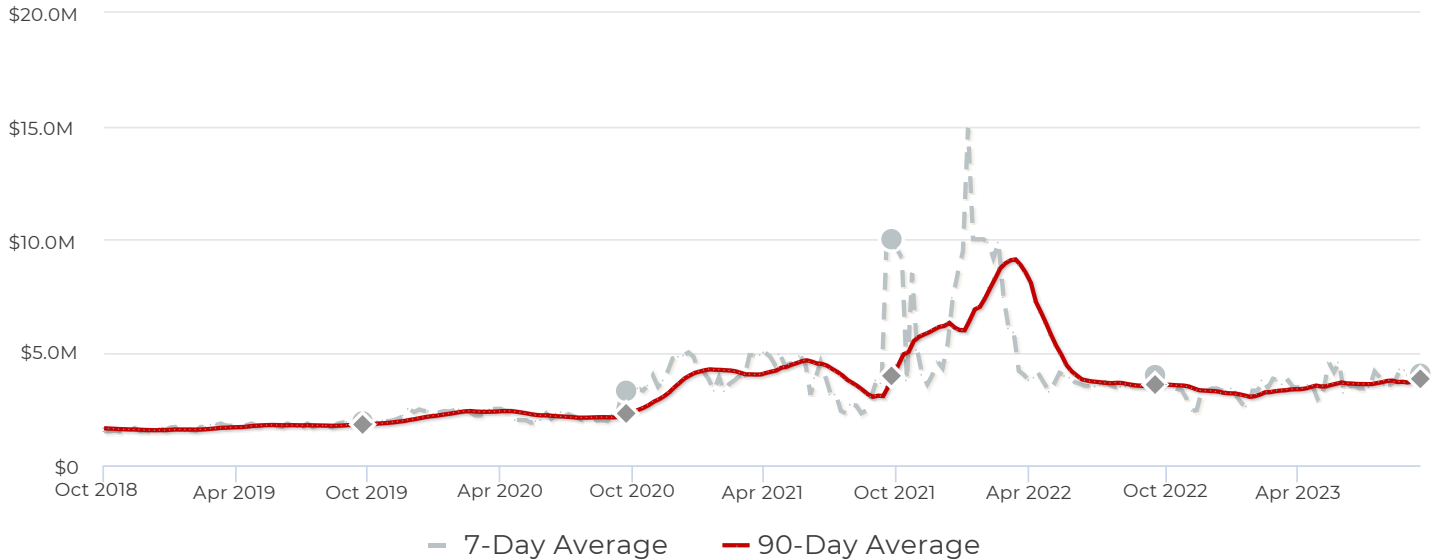
Median List Price	\$4,047,500
Median Price of New Listings	\$1,984,500
Per Square Foot	\$1,349
Average Days on Market	124
Median Days on Market	77
Price Decreased	48%
Price Increased	9%
Relisted	7%
Inventory	44
Median Rent	\$7,725
Market Action	37

SLIGHT SELLER'S ADVANTAGE



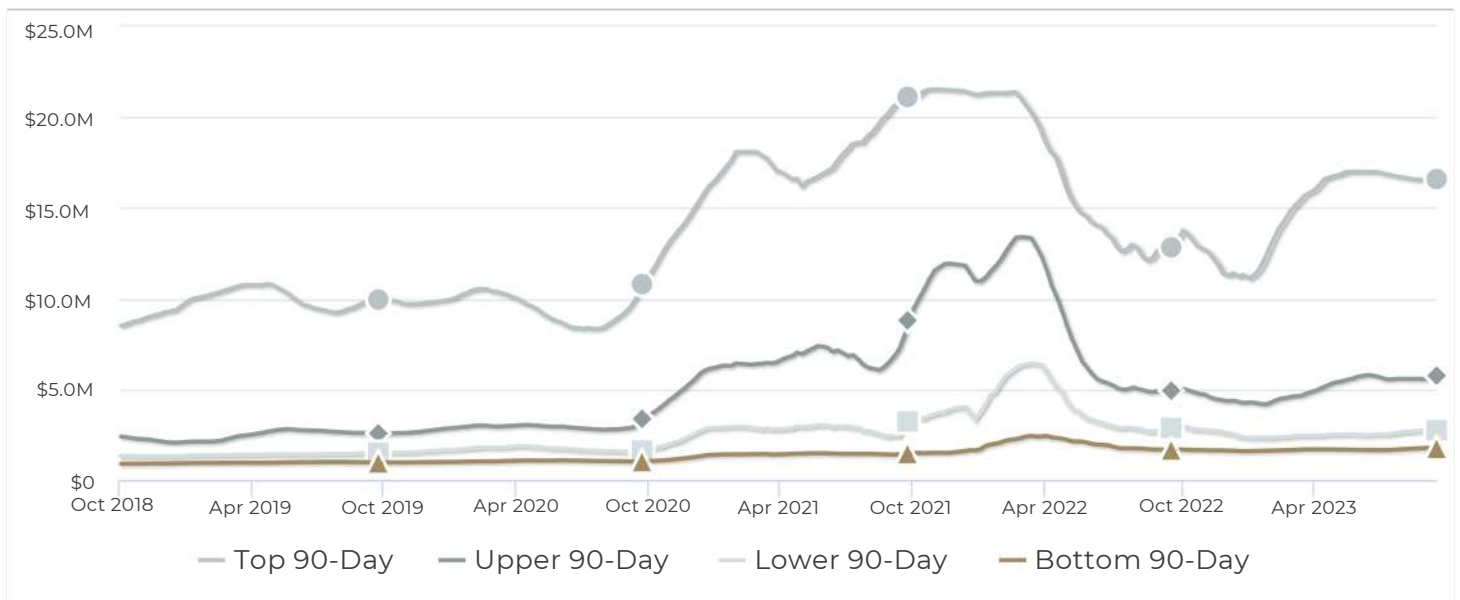
MEDIAN LIST PRICE

We continue to see prices in this zip code hovering around these current levels, even though they bumped up a bit this week. Look for a persistent up-shift in the Market Action Index before we see prices move significantly from here.



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.

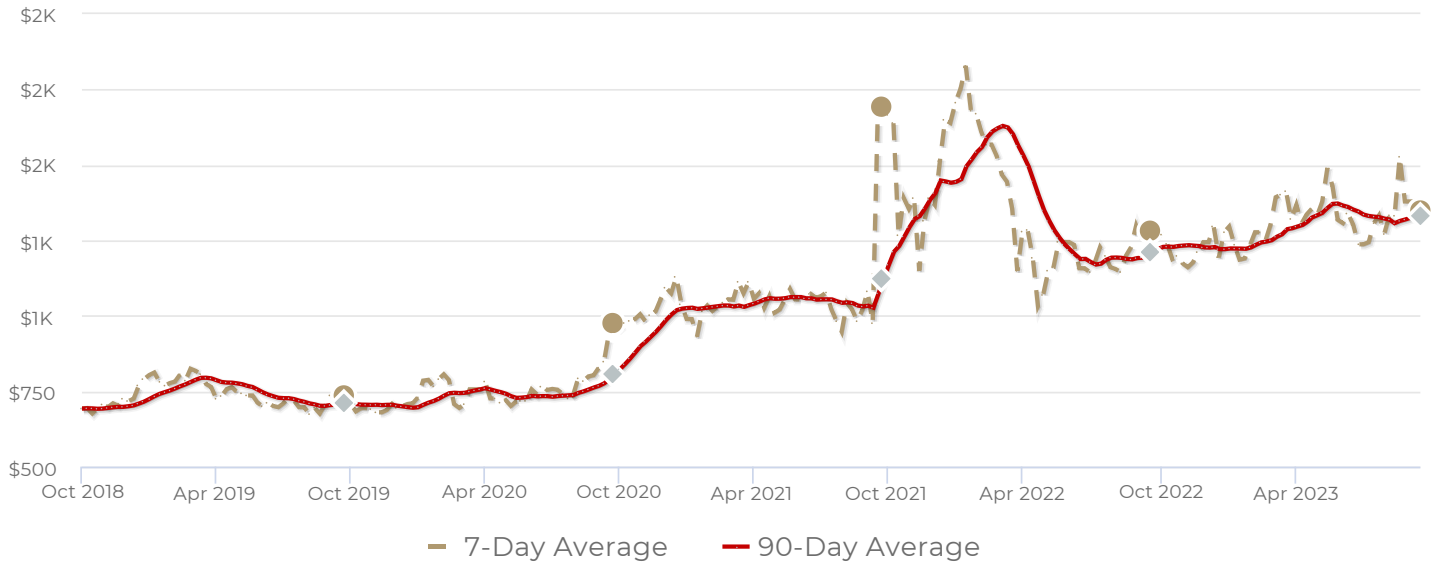




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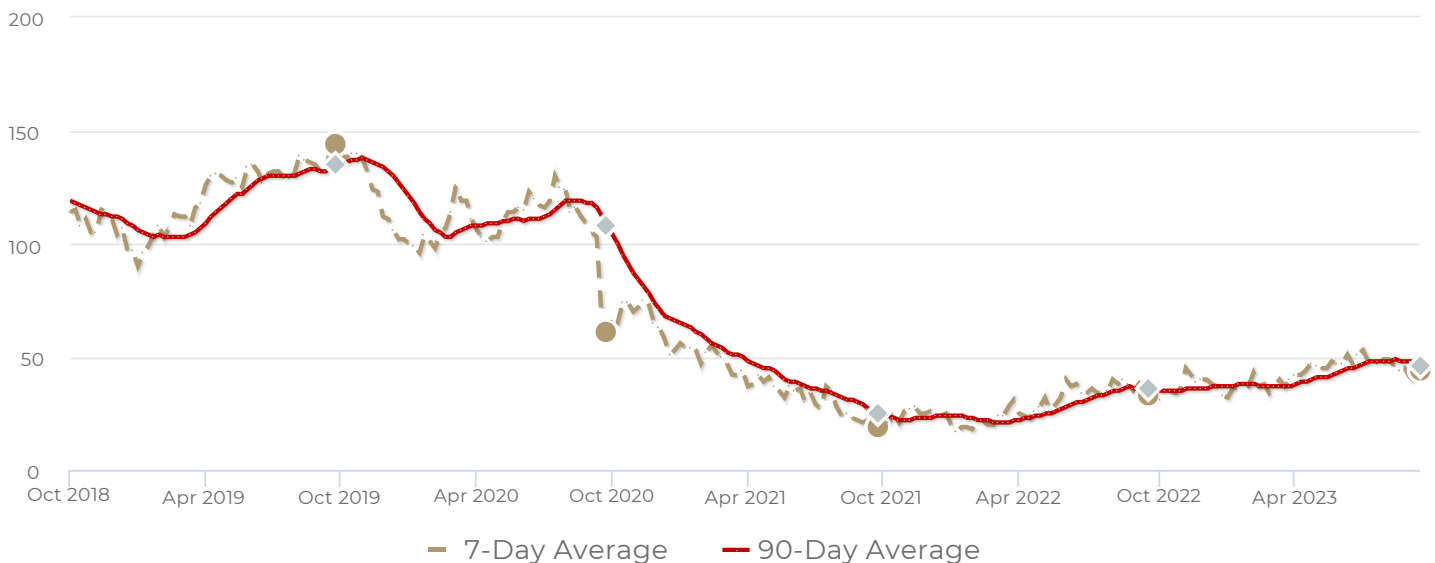
PRICE PER SQUARE FOOT

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

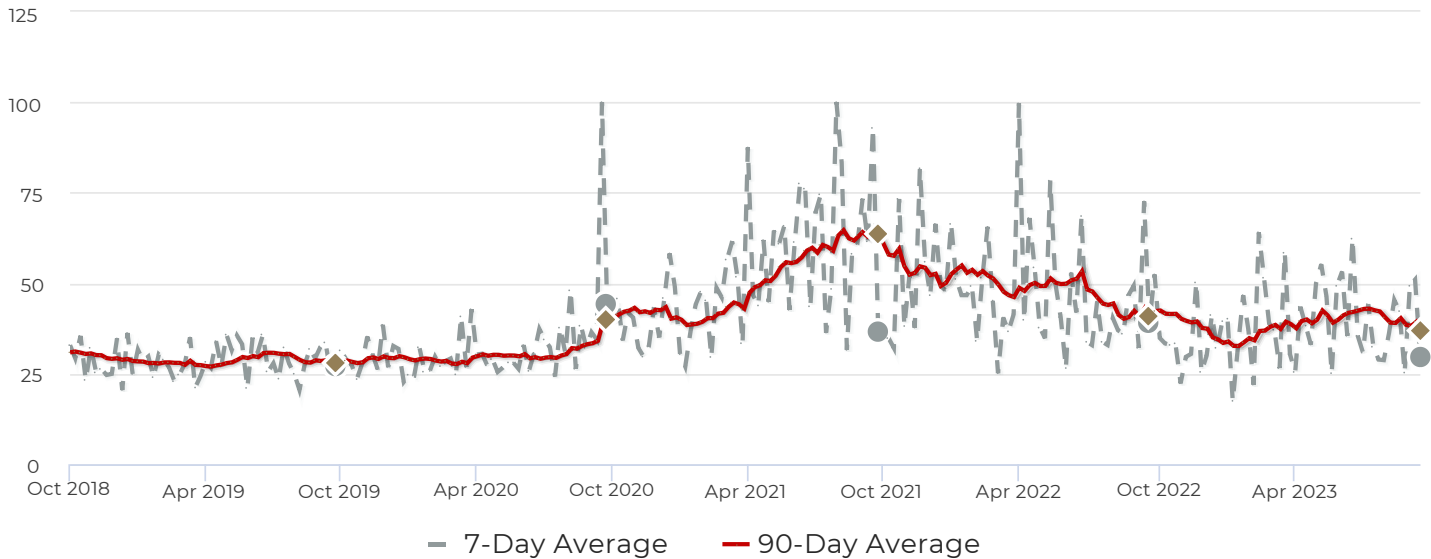
Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.





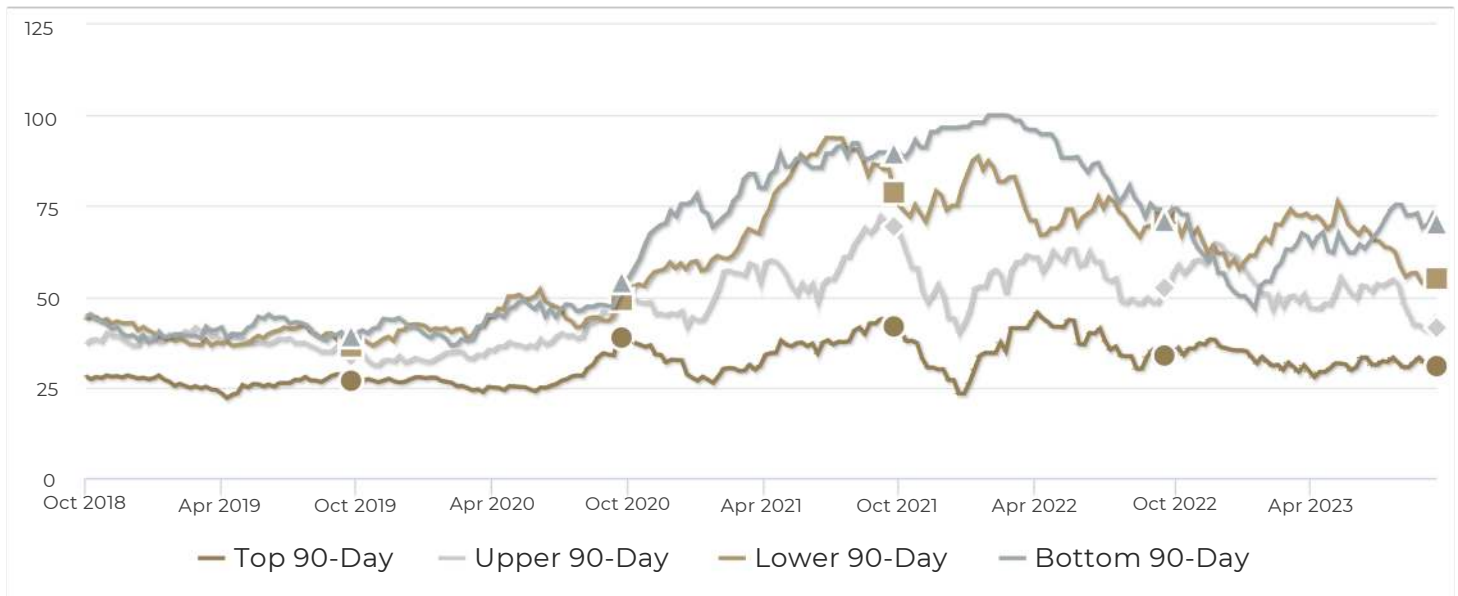
MARKET ACTION INDEX

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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.

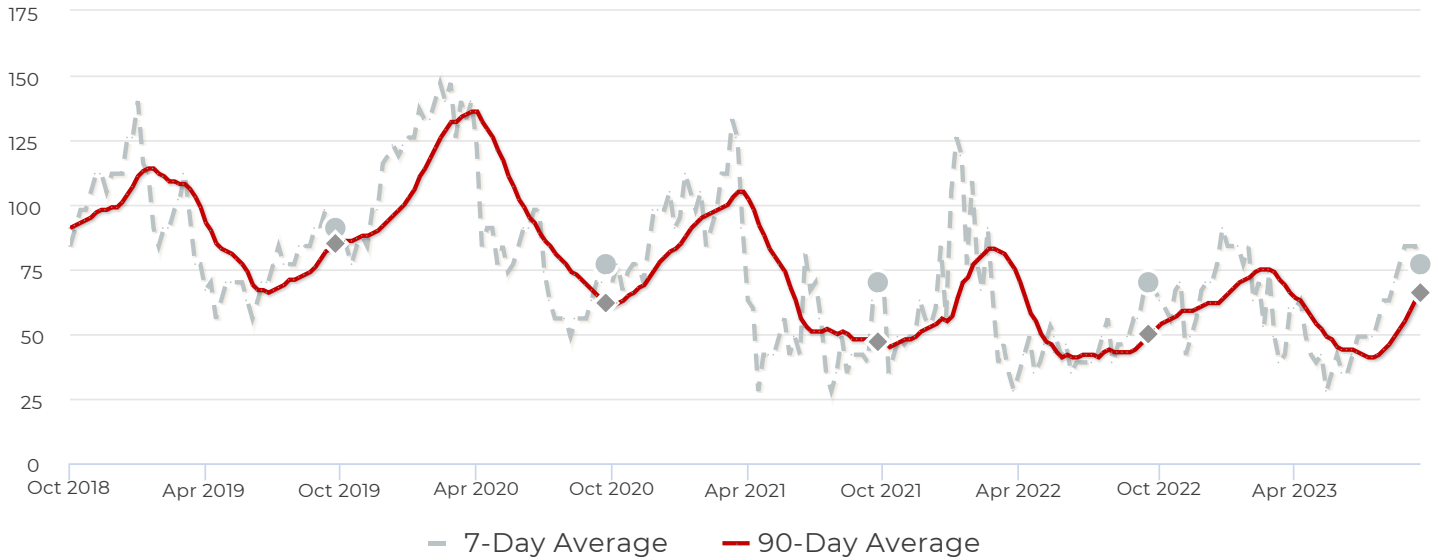




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MEDIAN DAYS ON MARKET (DOM)

The properties have been on the market for an average of 108 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.

