

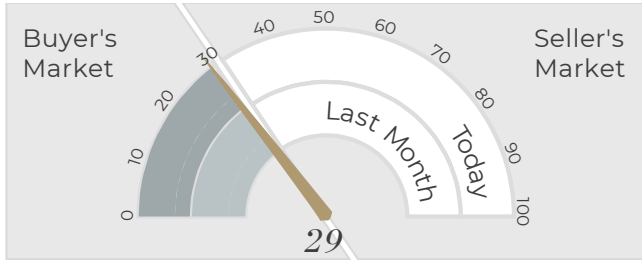


Laguna Beach, CA 92651

This week the median list price for Laguna Beach, CA 92651 is \$5,350,000 with the market action index hovering around 29. This is about the same as last month's market action index of 29. Inventory has held steady at or around 115.

MARKET ACTION INDEX

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



SLIGHT BUYER'S ADVANTAGE

The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

REAL-TIME MARKET PROFILE

Median List Price		\$5,350,000
Median Price of New Listings		\$5,245,000
Per Square Foot		\$1,842
Average Days on Market		131
Median Days on Market		91
Price Decreased		43%
Price Increased		0%
Relisted		8%
Inventory		115
Median Rent		\$10,000
Market Action		29

SLIGHT BUYER'S ADVANTAGE

MARKET SEGMENTS

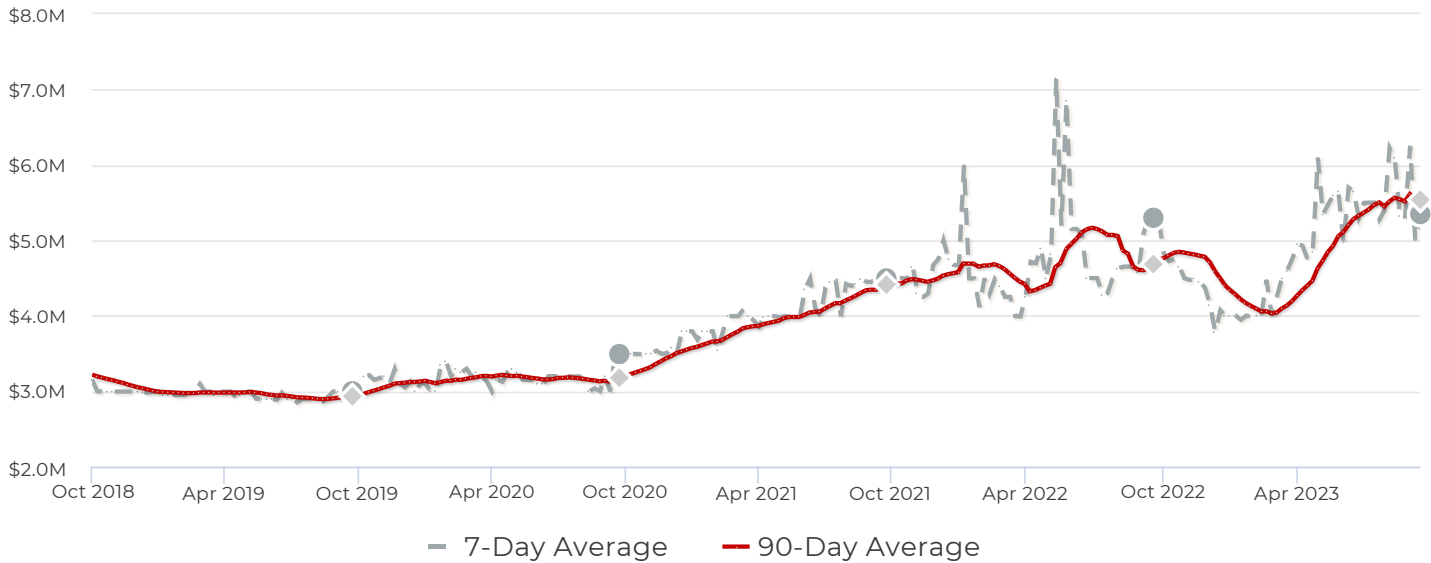
Each segment below represents approximately 25% of the market ordered by price.

MEDIAN PRICE	SQ. FT.	LOT SIZE	BEDS	BATH	AGE	NEW	ABSORBED	DOM
\$16,372,500	4,900	0.25 - 0.5 acre	4	5.5	62	0	0	143
\$6,998,000	3,796	6,500 - 8,000 sqft	4	4	6	2	3	98
\$4,490,000	2,994	6,500 - 8,000 sqft	4	3	61	1	2	56
\$2,600,000	1,771	4,500 - 6,500 sqft	3	2	6	1	5	63



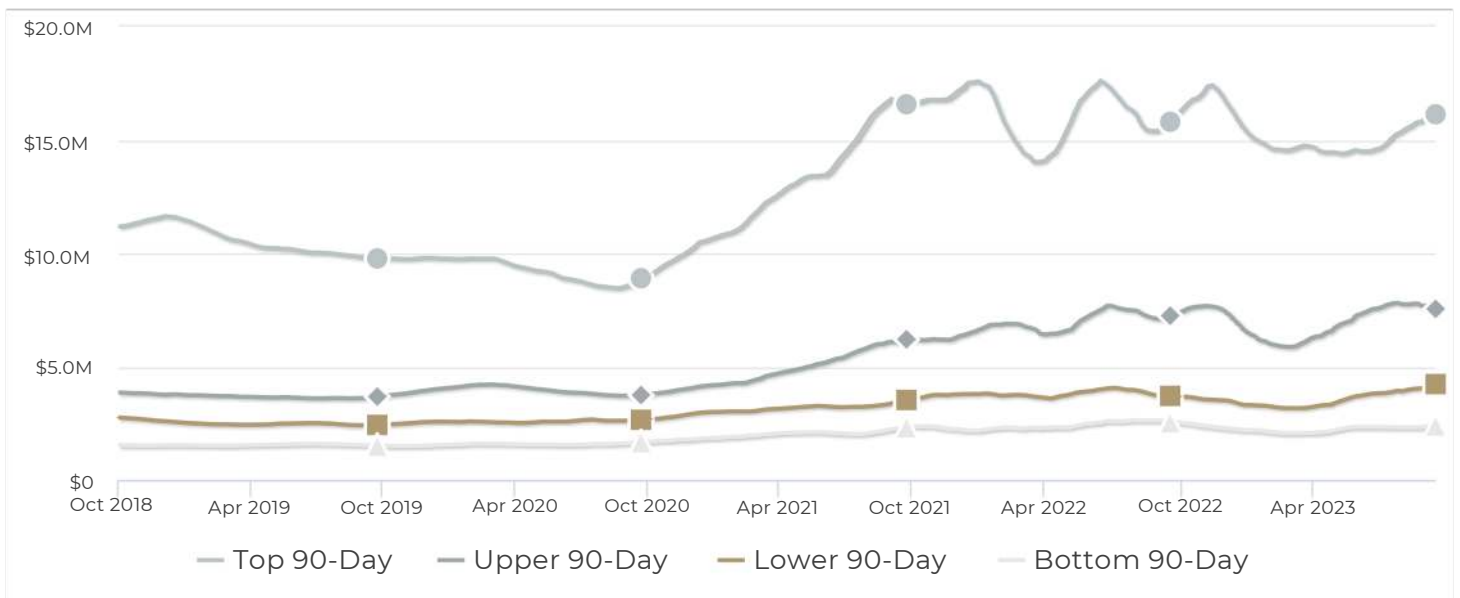
MEDIAN LIST PRICE

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

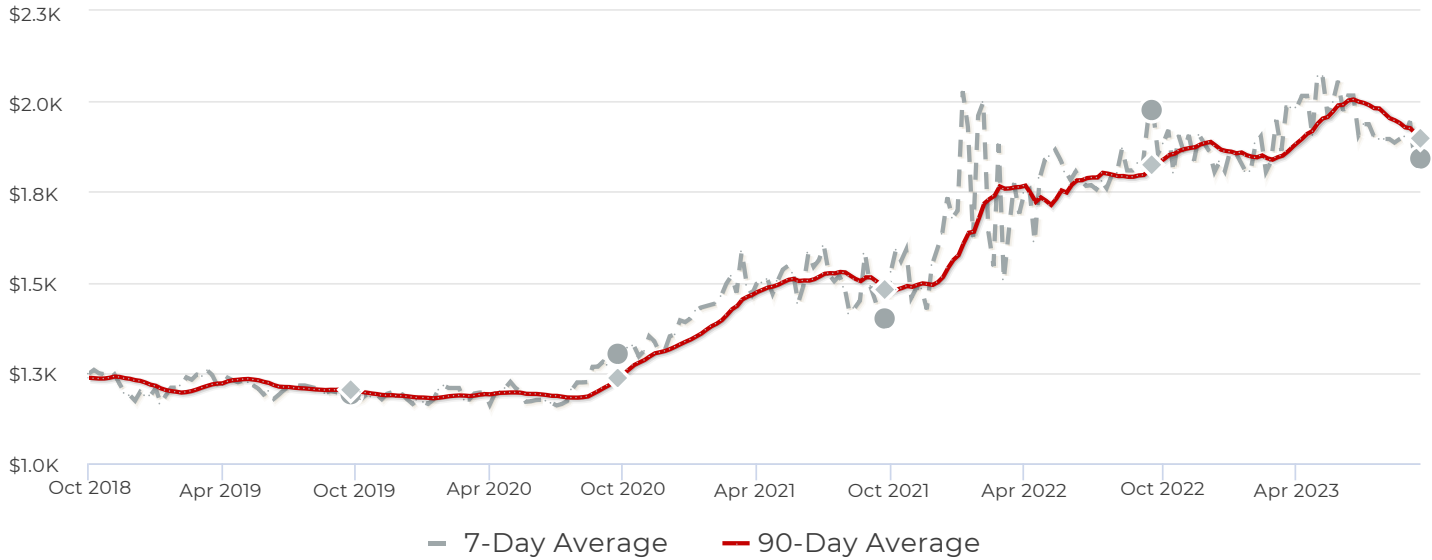
In the quartile market segments, we see the upper-half of the market (Quartiles 1 and 2) in this zip code relatively flat recently while the lower-half prices have remained strong. Quartiles 3 and 4 have been increasing in the last few weeks. Look to the Market Action Index Quartile breakdown for a leading indicator on which group will lead the market in the near future.





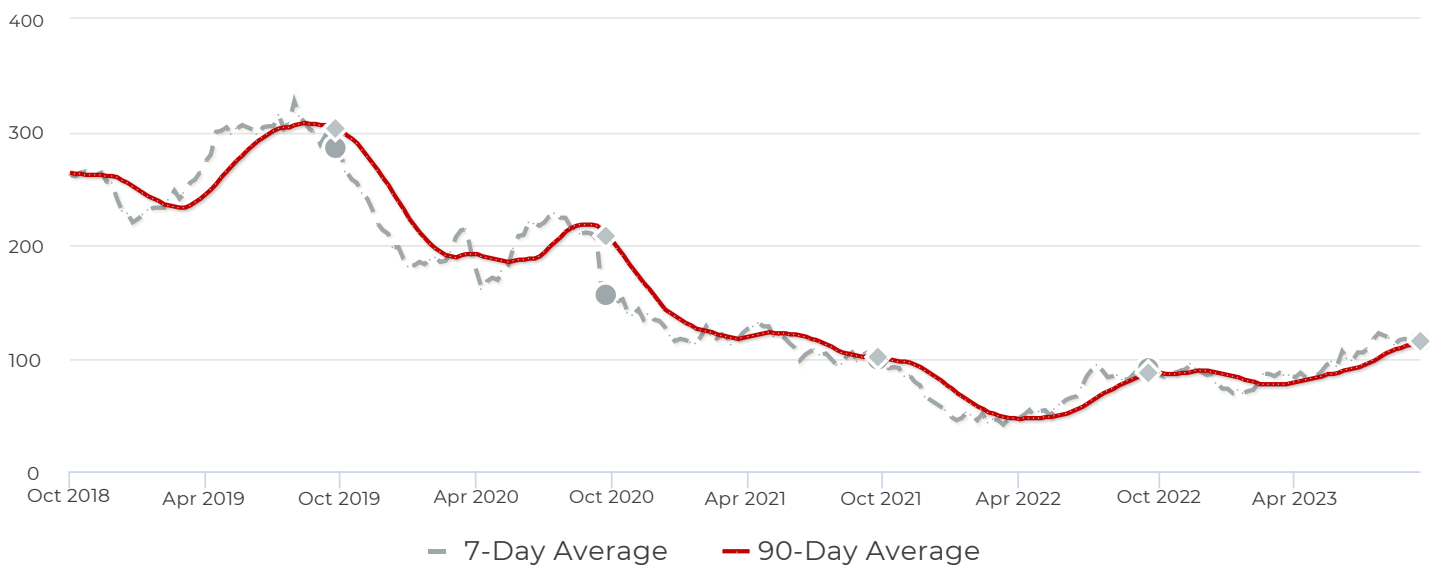
PRICE PER SQUARE FOOT

While prices have been basically flat, the price per square foot has been heading downward. While not a sign of broad strength in a market, larger homes are coming more available and buyers are tending to get more home for their money.



INVENTORY

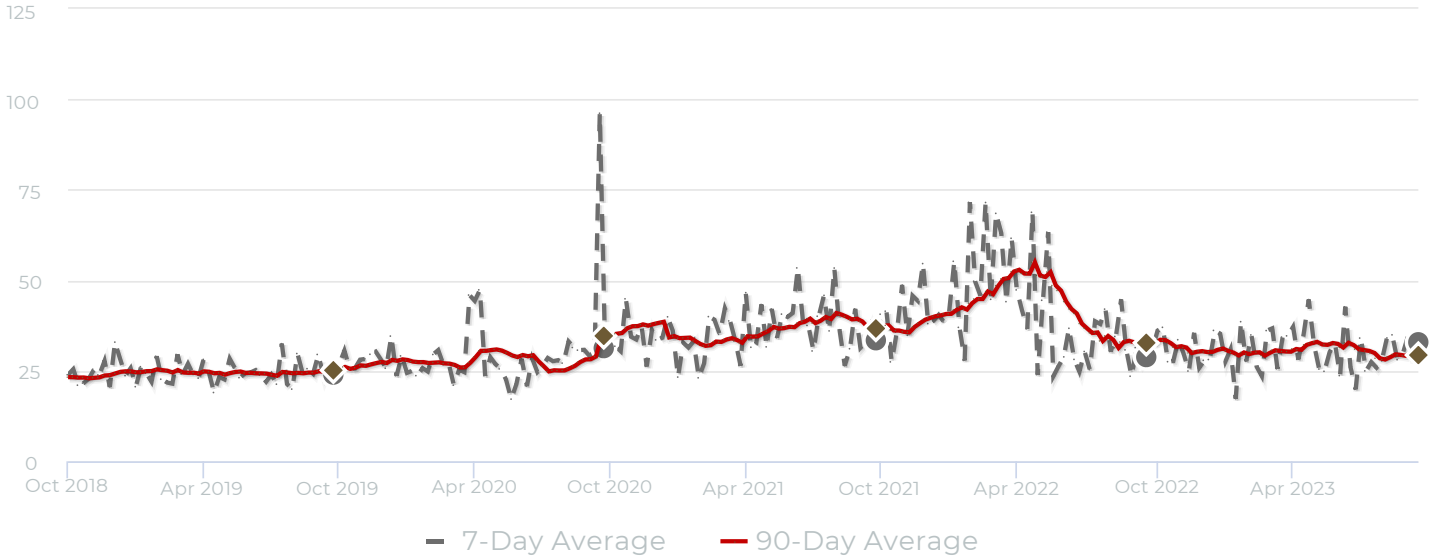
Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.





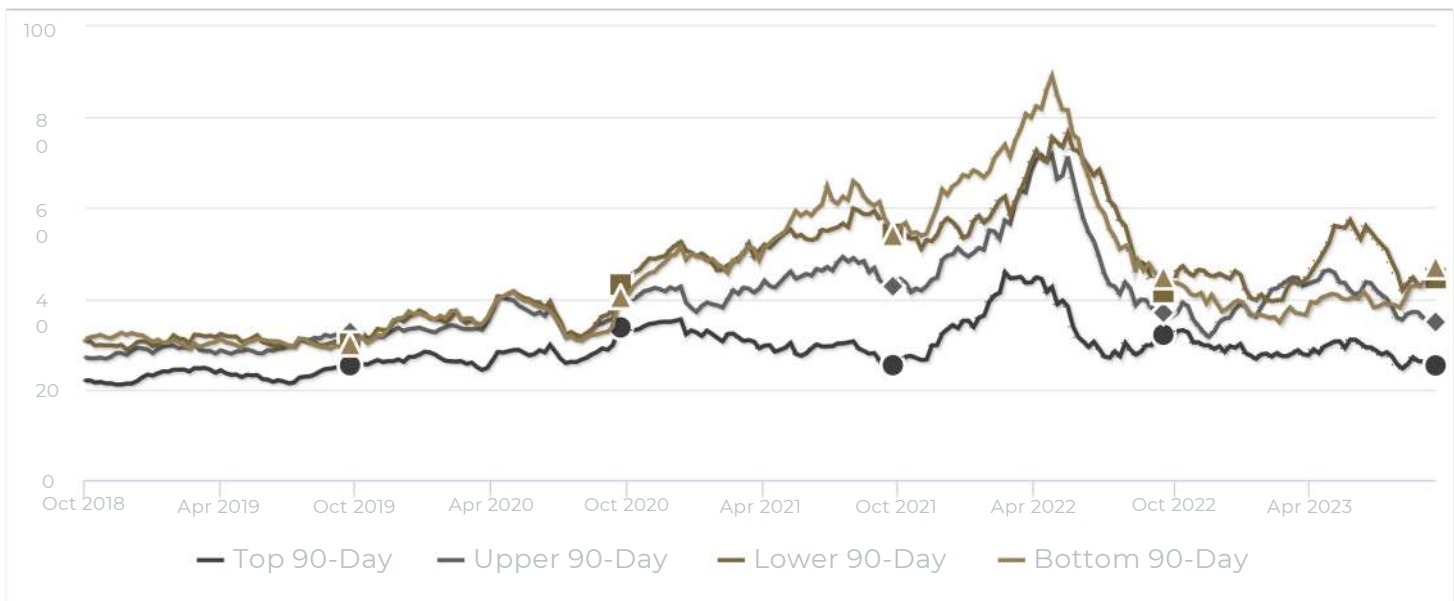
MARKET ACTION INDEX

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MARKET ACTION SEGMENTS

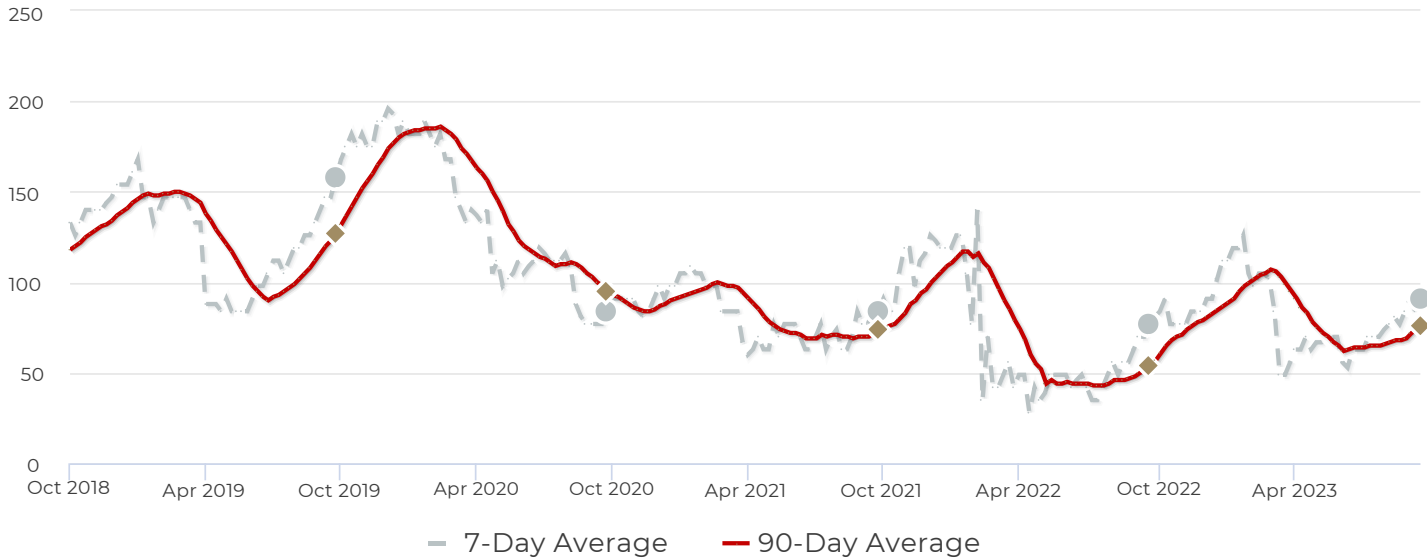
Three of the four quartiles of this zip code are in the Seller's Market zone with relatively low amounts of inventory given the current levels of demand. It's not uncommon that the premium segment of the market takes longer to sell than the rest of the group.





MEDIAN DAYS ON MARKET (DOM)

The properties have been on the market for an average of 120 days. Half of the listings have come newly on the market in the past 76 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.

