

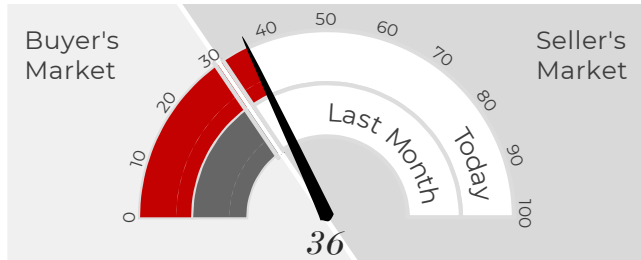


## Corona Del Mar, CA

This week the median list price for Corona Del Mar, CA is \$7,291,500 with the market action index hovering around 36. This is an increase over last month's market action index of 32. Inventory has decreased to 32.

### MARKET ACTION INDEX

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



SLIGHT SELLER'S ADVANTAGE

Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.

### REAL-TIME MARKET PROFILE

Median List Price		\$7,291,500
Median Price of New Listings		\$3,295,000
Per Square Foot		\$1,972
Average Days on Market		125
Median Days on Market		102
Price Decreased		34%
Price Increased		3%
Relisted		9%
Inventory		32
Median Rent		\$13,250
Market Action		36

SLIGHT SELLER'S ADVANTAGE

### MARKET SEGMENTS

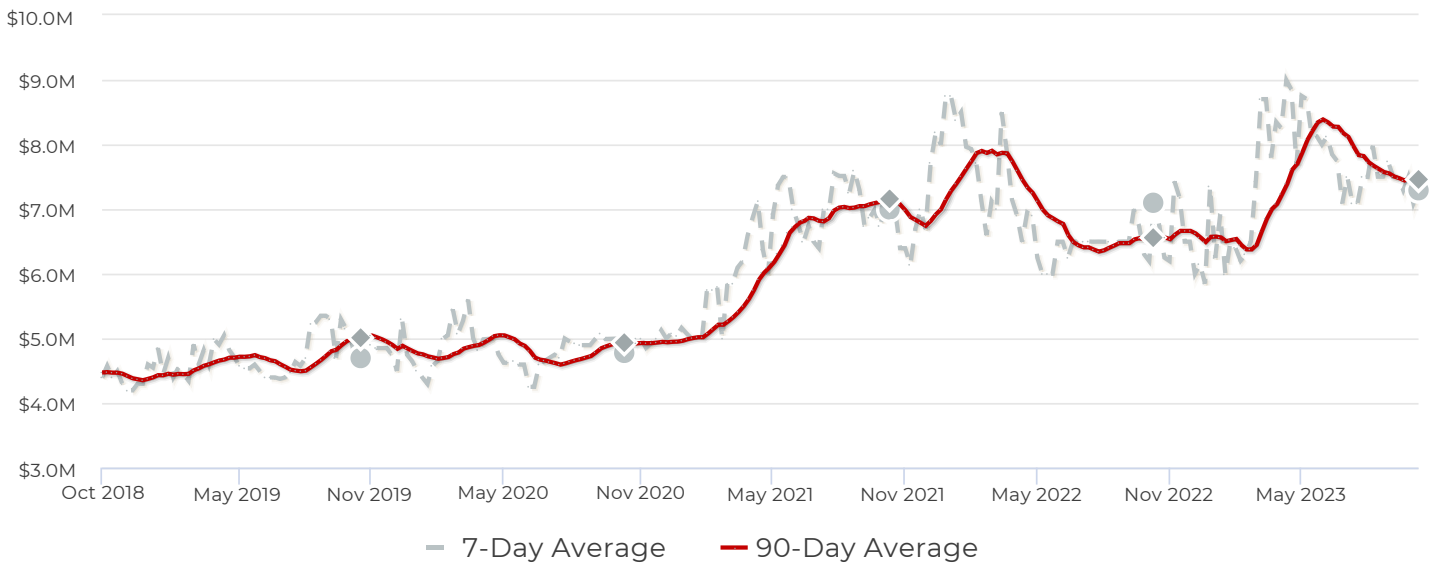
Each segment below represents approximately 25% of the market ordered by price.

MEDIAN PRICE	SQ. FT.	LOT SIZE	BEDS	BATH	AGE	NEW ABSORBED	DOM
\$14,495,000	5,691	8,000 - 10,000 sqft	4	7.5	15	0 0	217
\$8,350,000	3,109	8,000 - 10,000 sqft	3	4	38	0 1	157
\$6,197,500	3,394	0 - 4,500 sqft	4	4	17	0 2	56
\$4,292,500	2,501	6,500 - 8,000 sqft	3	3	61	1 1	63



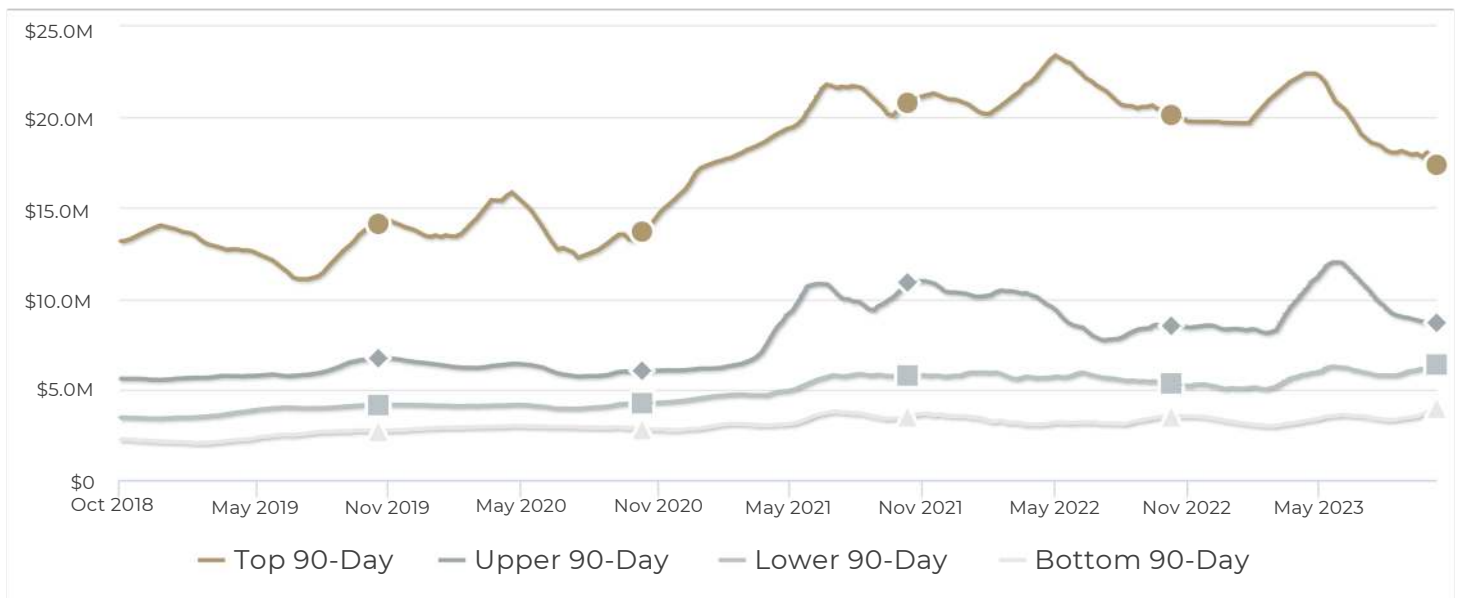
*MEDIAN LIST PRICE*

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*

Pricing in the upper-half of the market (Quartiles 1 and 2) has been showing weakness recently while prices in the lower-half have remained strong. Quartiles 3 and 4 have been increasing in the last few weeks. These convergent trends cannot continue indefinitely, so look to the Market Action Index Quartile breakdown to see which group will change direction.

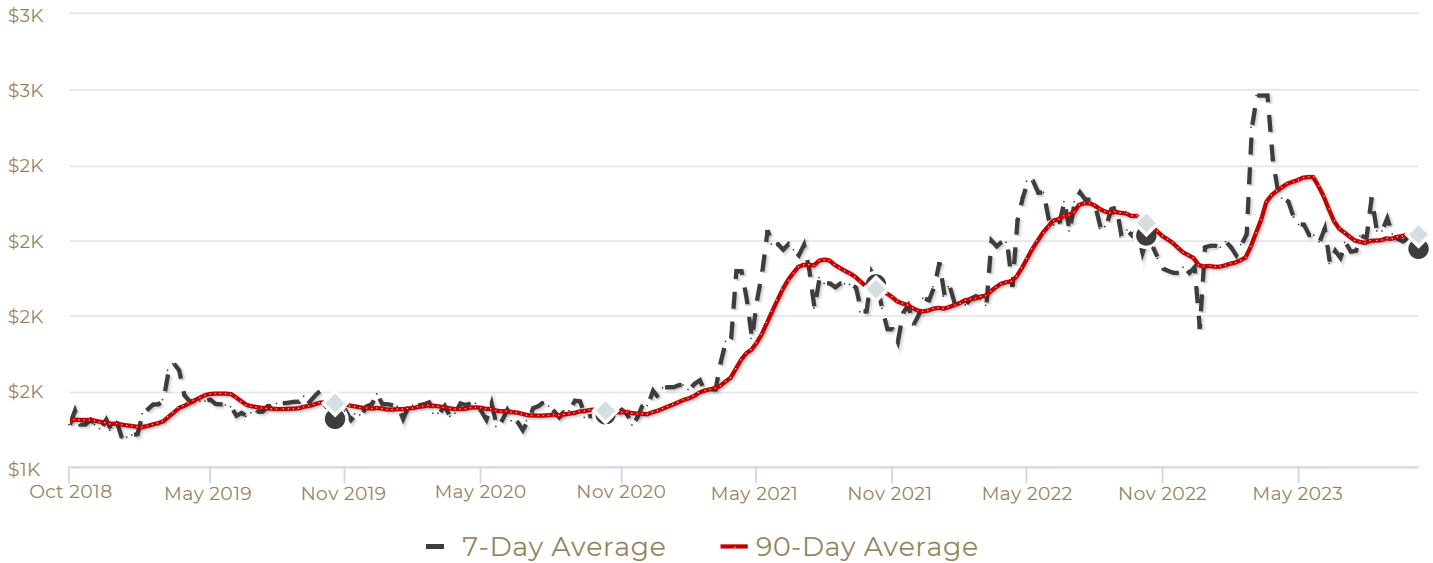




Corona Del Mar, CA

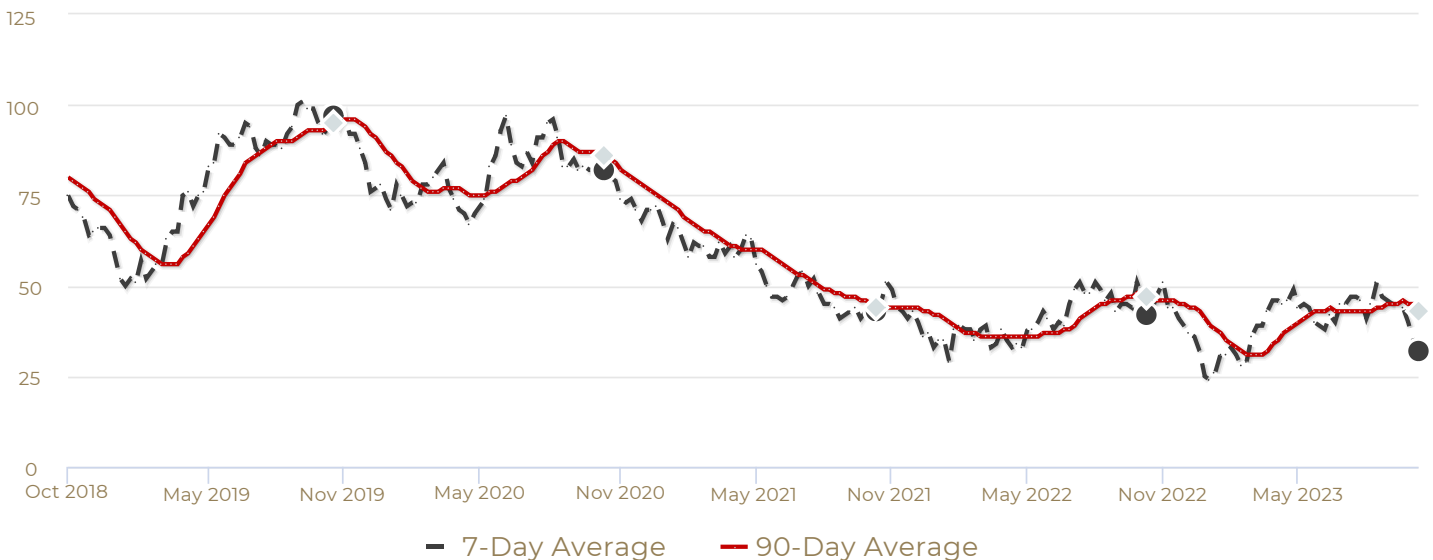
PRICE PER SQUARE FOOT

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

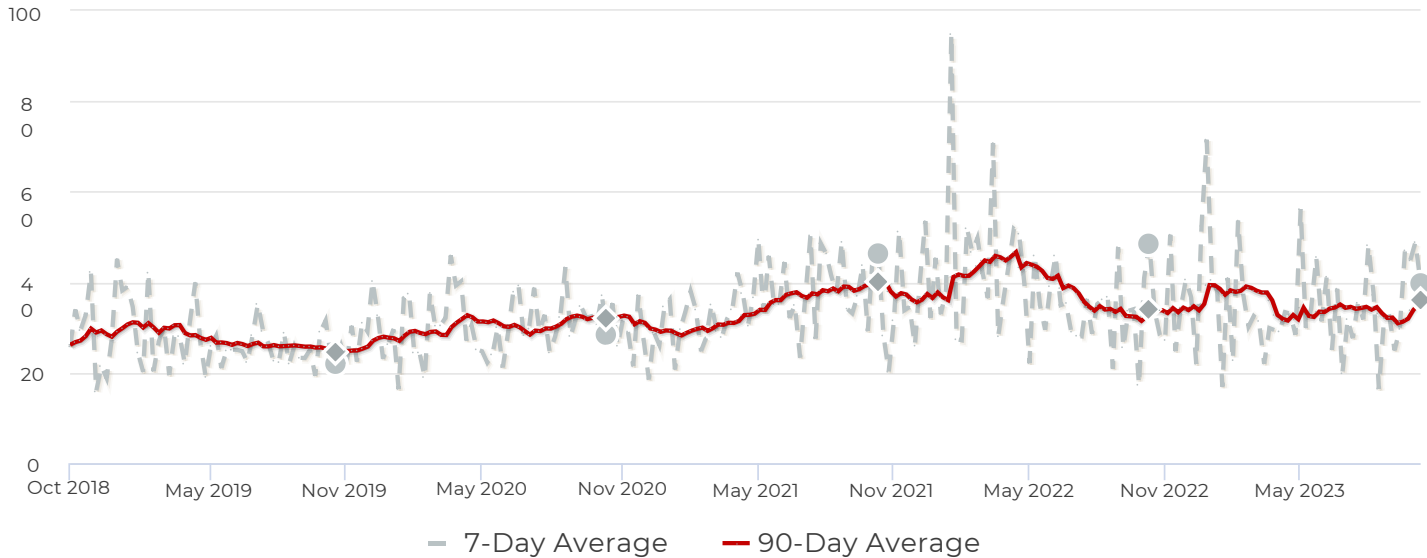
Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.





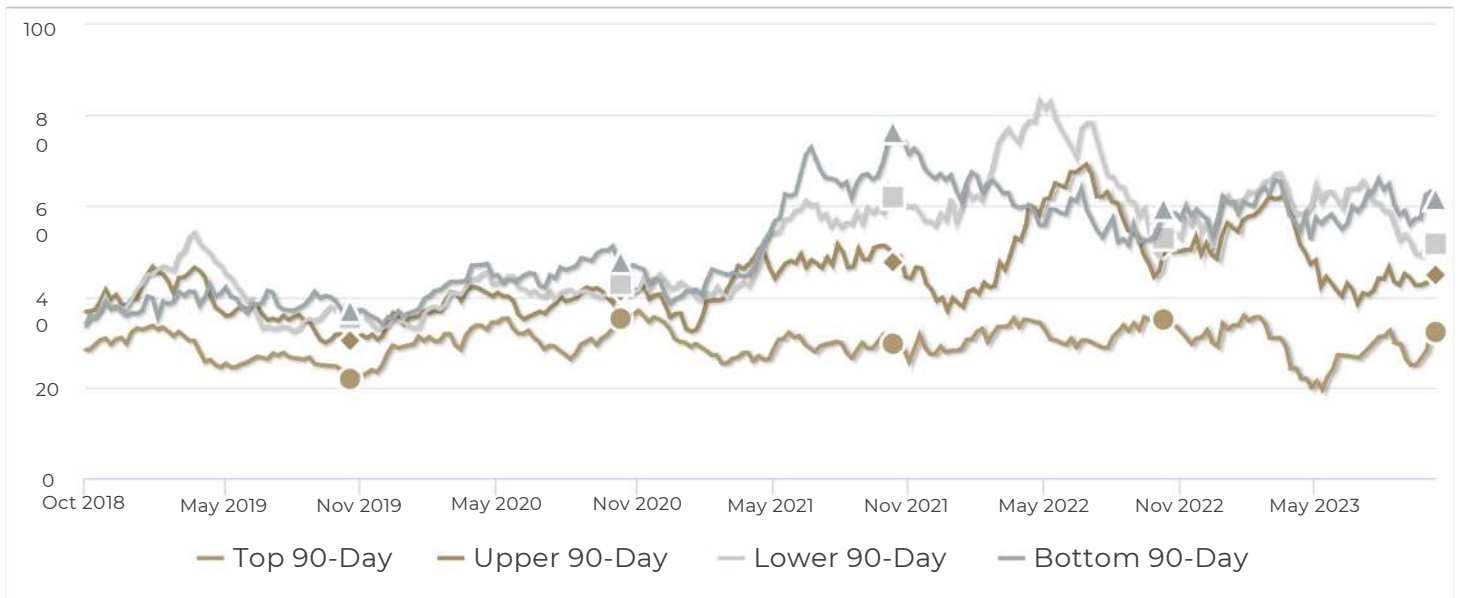
MARKET ACTION INDEX

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MARKET ACTION SEGMENTS

Not surprisingly, all segments in 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.

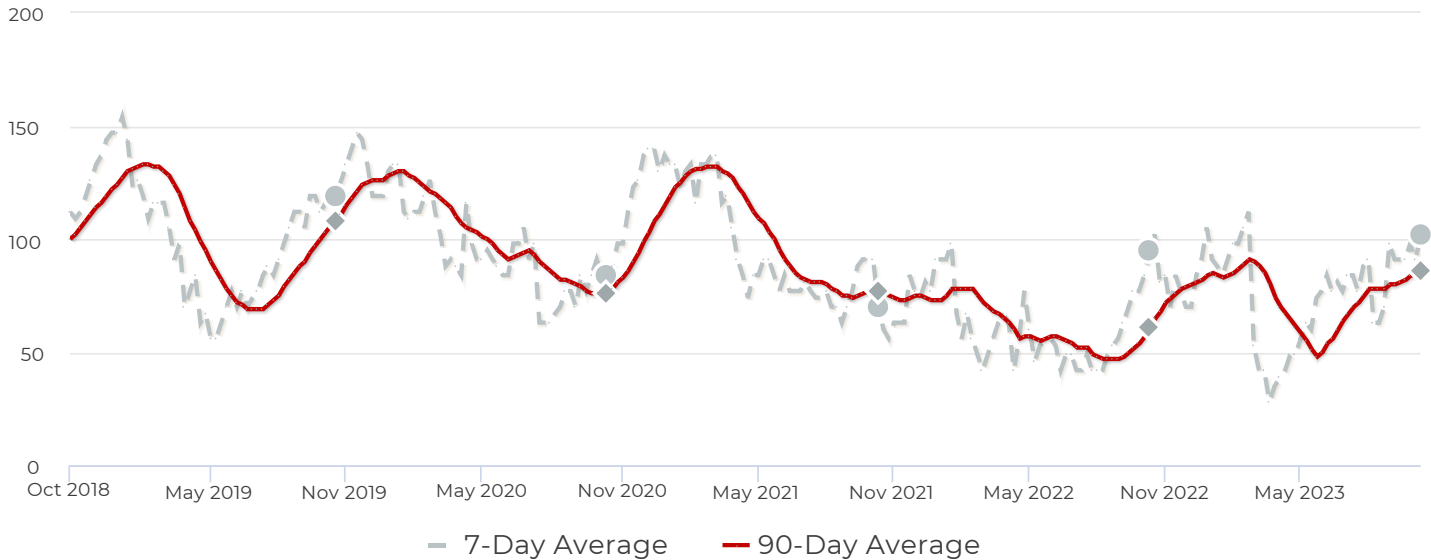




Corona Del Mar, CA

*MEDIAN DAYS ON MARKET (DOM)*

The properties have been on the market for an average of 110 days. Half of the listings have come newly on the market in the past 86 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.

