

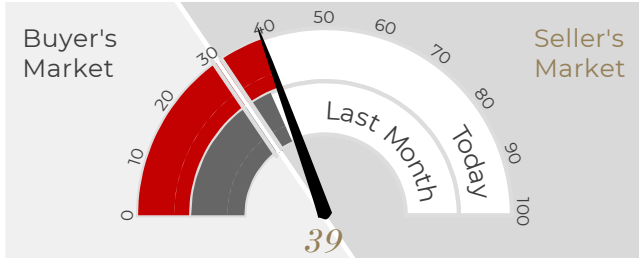


Dana Point, CA 92629

This week the median list price for Dana Point, CA 92629 is \$3,198,000 with the market action index hovering around 39. This is an increase over last month's market action index of 37. Inventory has increased to 43.

MARKET ACTION INDEX

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



SLIGHT SELLER'S ADVANTAGE

In the last few weeks the market has achieved a relative stasis point in terms of sales to inventory. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up, prices are likely to resume an upward climb.

REAL-TIME MARKET PROFILE

Median List Price		\$3,198,000
Median Price of New Listings		\$2,375,000
Per Square Foot		\$1,617
Average Days on Market		98
Median Days on Market		63
Price Decreased		44%
Price Increased		5%
Relisted		7%
Inventory		43
Median Rent		\$7,000
Market Action		39

SLIGHT SELLER'S ADVANTAGE

MARKET SEGMENTS

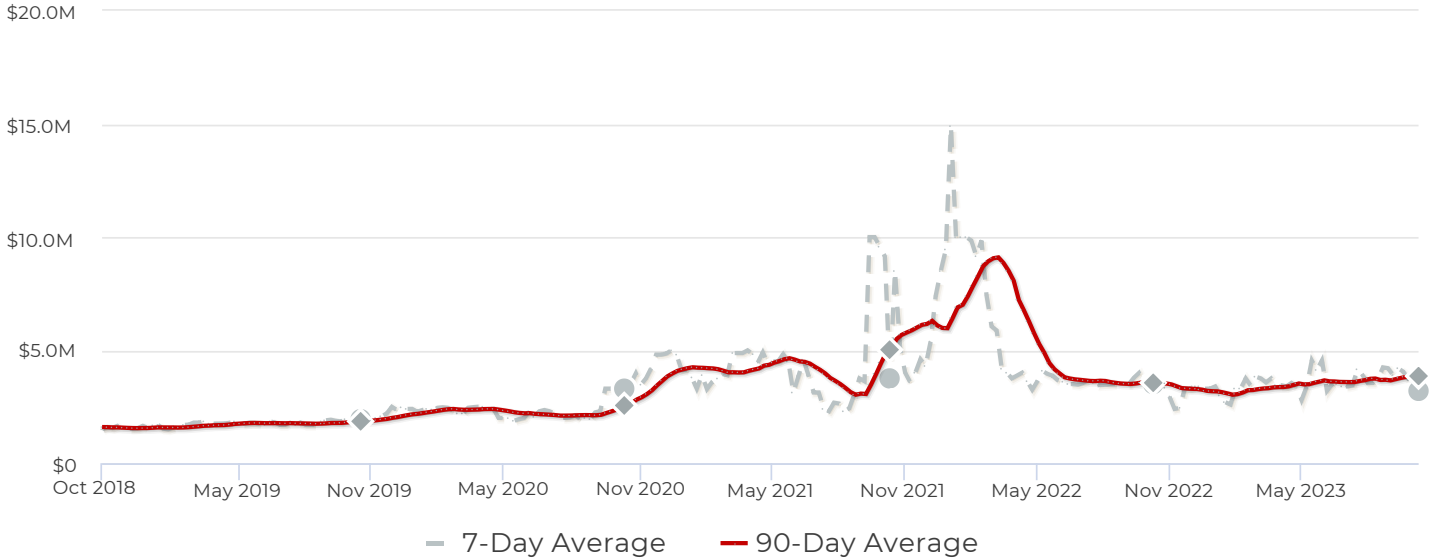
Each segment below represents approximately 25% of the market ordered by price.

MEDIAN PRICE	SQ. FT.	LOT SIZE	BEDS	BATH	AGE	NEW	ABSORBED	DOM
\$16,747,500	7,111	0.25 - 0.5 acre	5	7	58	1	1	122
\$6,700,000	3,262	0.25 - 0.5 acre	4	4	58	2	0	98
\$2,583,000	2,110	4,500 - 6,500 sqft	3	3	34	1	1	35
\$1,779,000	2,064	4,500 - 6,500 sqft	3	3	37	3	0	35



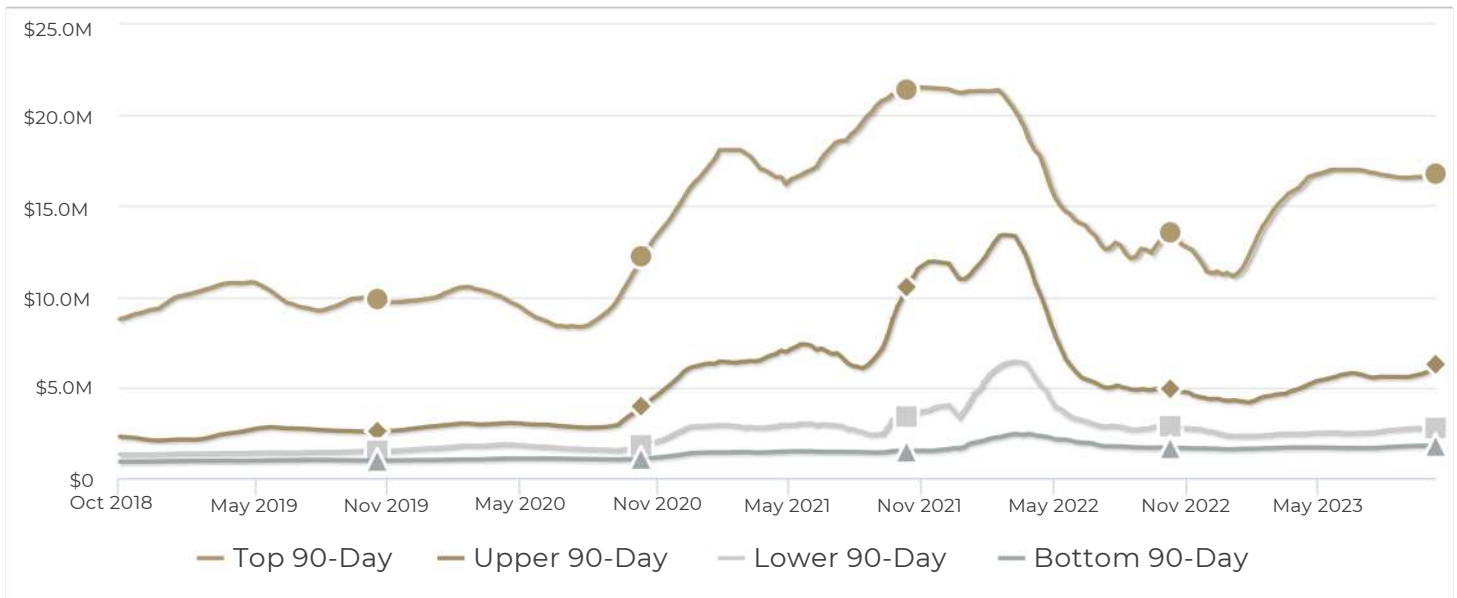
MEDIAN LIST PRICE

We continue to see prices in this zip code bouncing around this plateau. Look for a persistent up-shift in the Market Action Index before we see prices move from these levels.



SEGMENTS

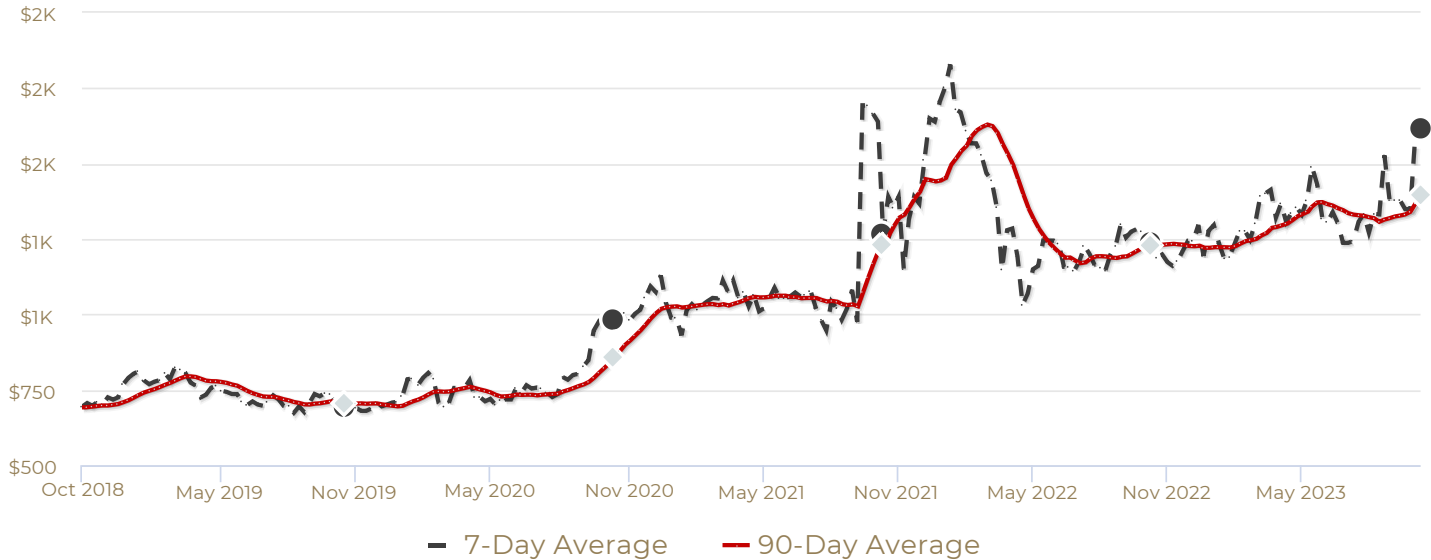
In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 2 is on a bit of an up trend in recent weeks. We'll need to see a persistent shift in the Market Action Index before we see prices across the board move from these levels.





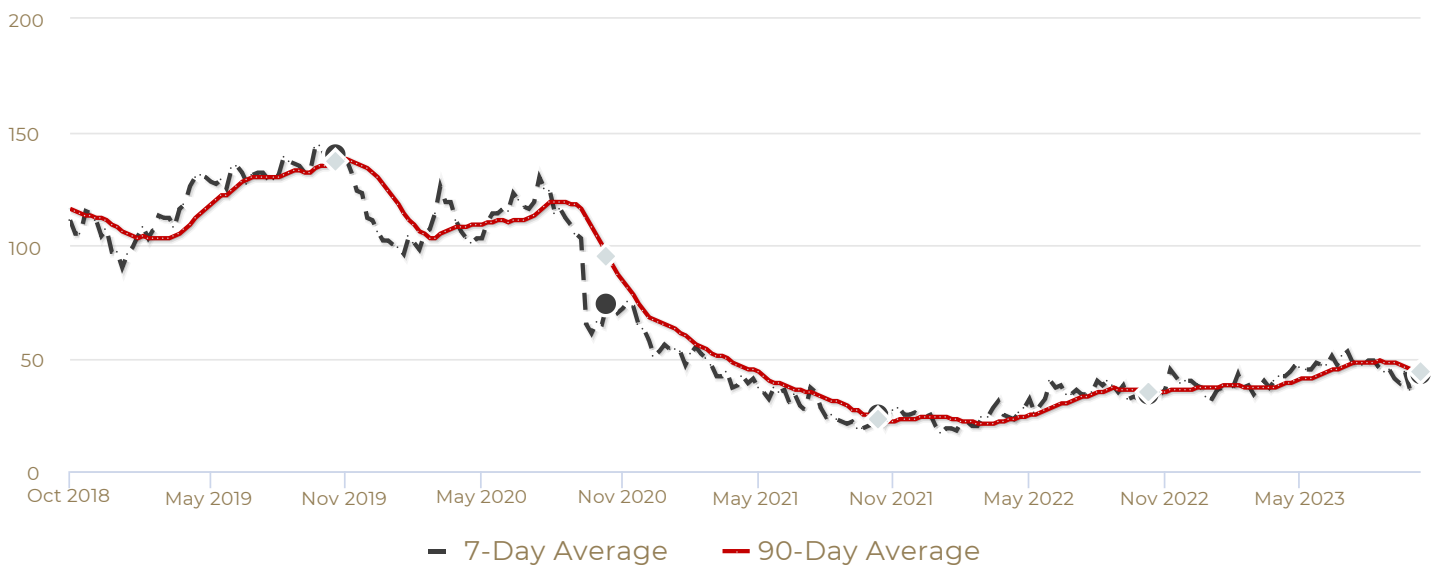
PRICE PER SQUARE FOOT

The value placed on homes continues to increase, despite the fact that prices in general have been basically flat recently. These conditions can arise when inventory is light and more, smaller homes have more influence on overall prices.



INVENTORY

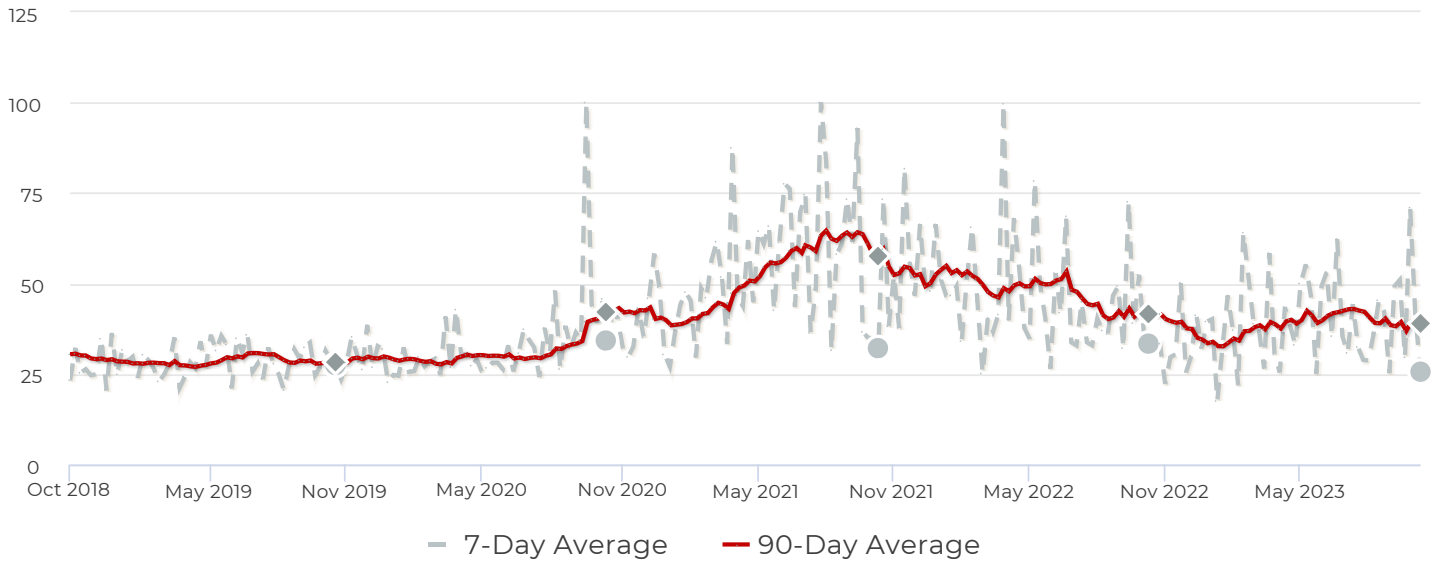
Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.





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MARKET ACTION SEGMENTS

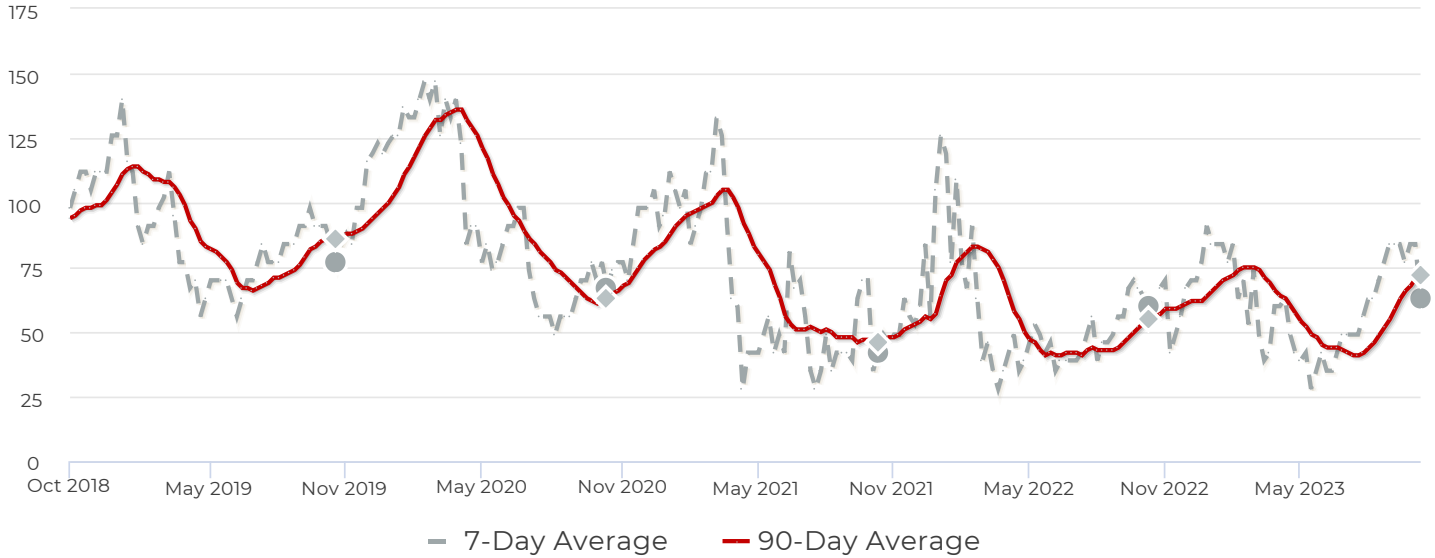
Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.





MEDIAN DAYS ON MARKET (DOM)

The properties have been on the market for an average of 114 days. Half of the listings have come newly on the market in the past 72 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.

