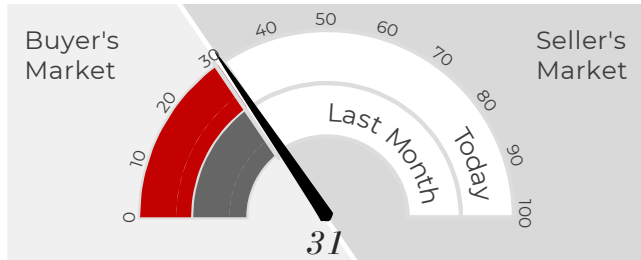




This week the median list price for Laguna Beach, CA 92651 is \$6,322,500 with the market action index hovering around 31. This is an increase over last month's market action index of 29. Inventory has decreased to 114.

**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		\$6,322,500
Median Price of New Listings		\$3,395,000
Per Square Foot		\$1,999
Average Days on Market		137
Median Days on Market		91
Price Decreased		39%
Price Increased		0%
Relisted		10%
Inventory		114
Median Rent		\$9,500
Market Action		31

*SLIGHT SELLER'S ADVANTAGE*

**MARKET SEGMENTS**

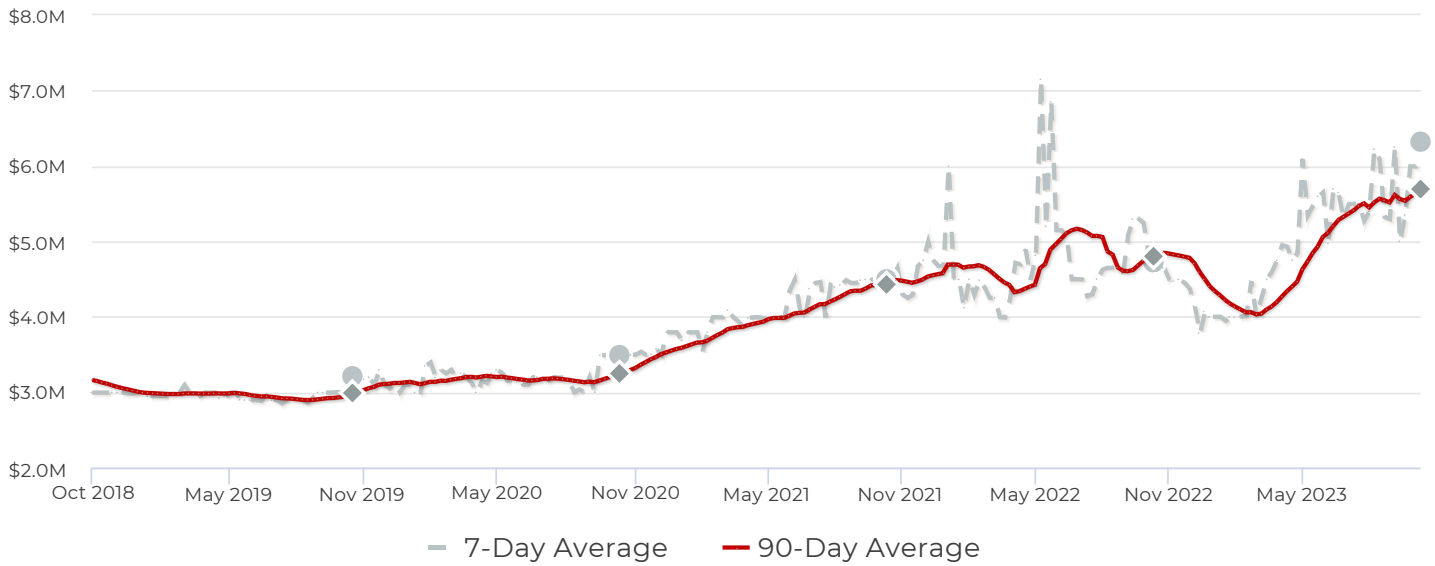
Each segment below represents approximately 25% of the market ordered by price.

MEDIAN PRICE	SQ. FT.	LOT SIZE	BEDS	BATH	AGE	NEW ABSORBED	DOM
\$20,225,000	5,111	0.25 - 0.5 acre	4	6	68	1 0	164
\$8,575,000	3,922	8,000 - 10,000 sqft	4	5	6	1 3	136
\$4,750,000	3,200	6,500 - 8,000 sqft	4	4	65	2 2	84
\$2,849,000	1,616	4,500 - 6,500 sqft	3	2	61	5 8	42



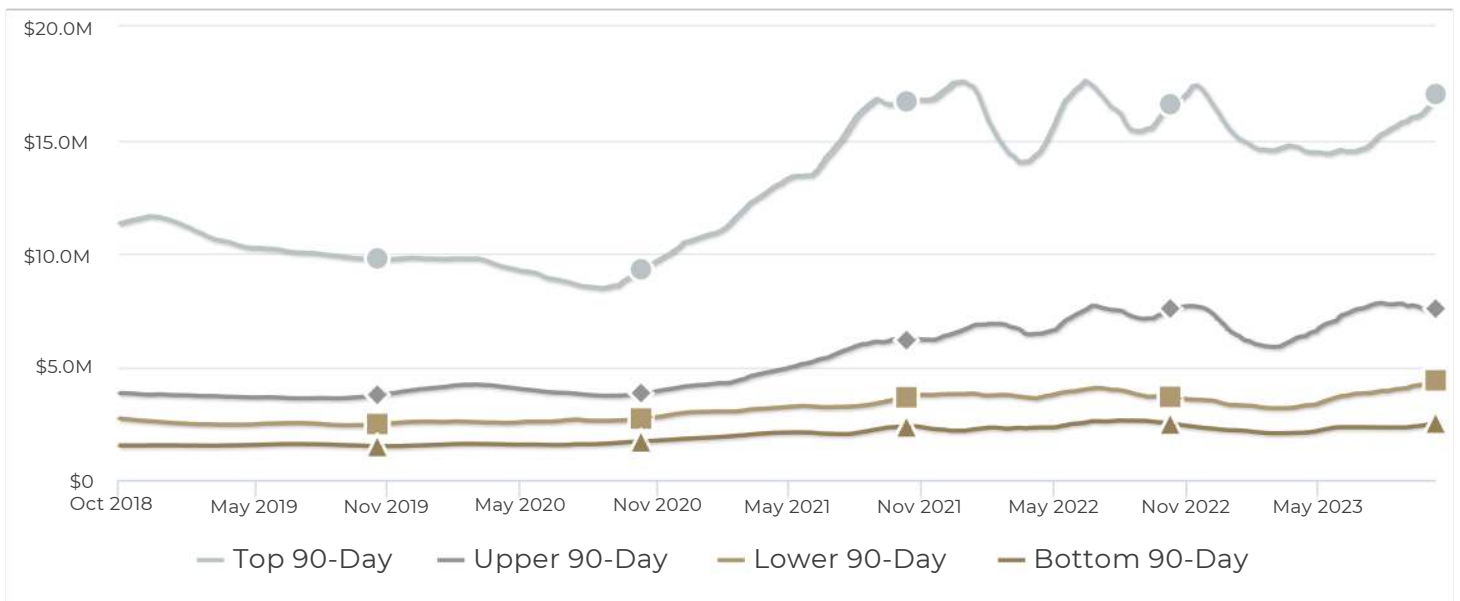
*MEDIAN LIST PRICE*

Prices in this zip code are bouncing around near term trough. Look for a persistent up- shift in the Market Action Index before we see prices move significantly from here.



*SEGMENTS*

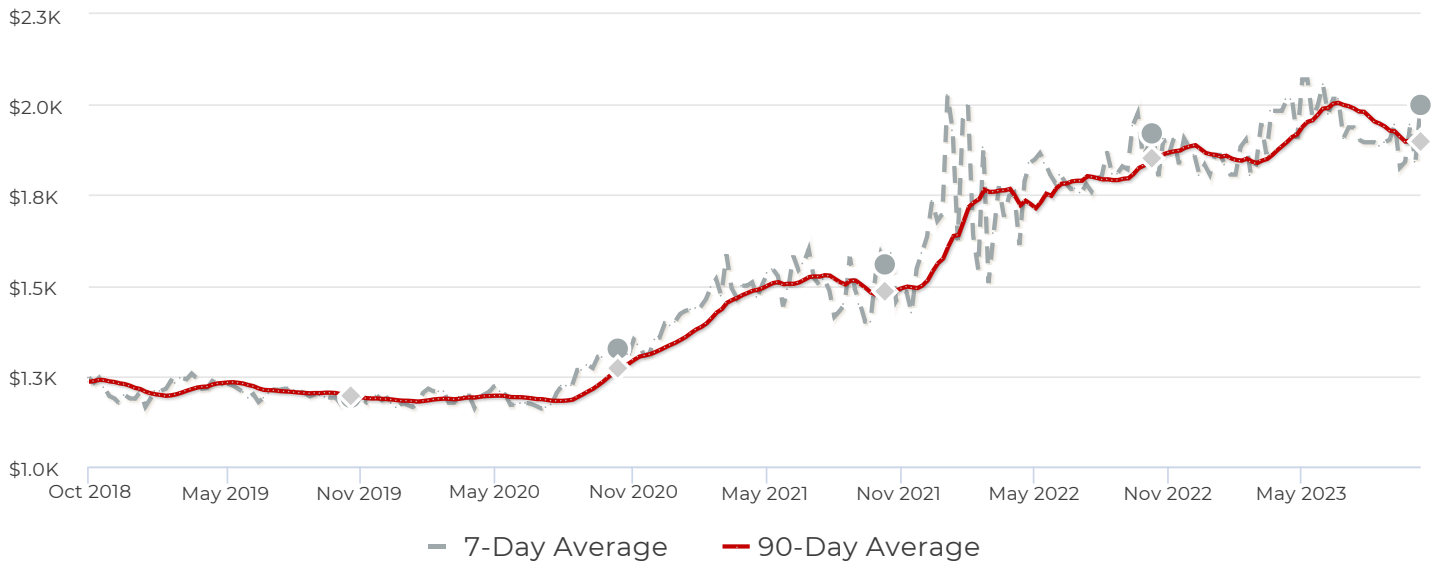
In the quartile market segments, we see pricing across most of this zip code relatively strong recently. While Quartile 2 is basically flat, all other segments are in an up trend period. Unless the Market Action Index has a persistent downward shift, expect that Quartile 2 will assume a similar trend with the other groups.





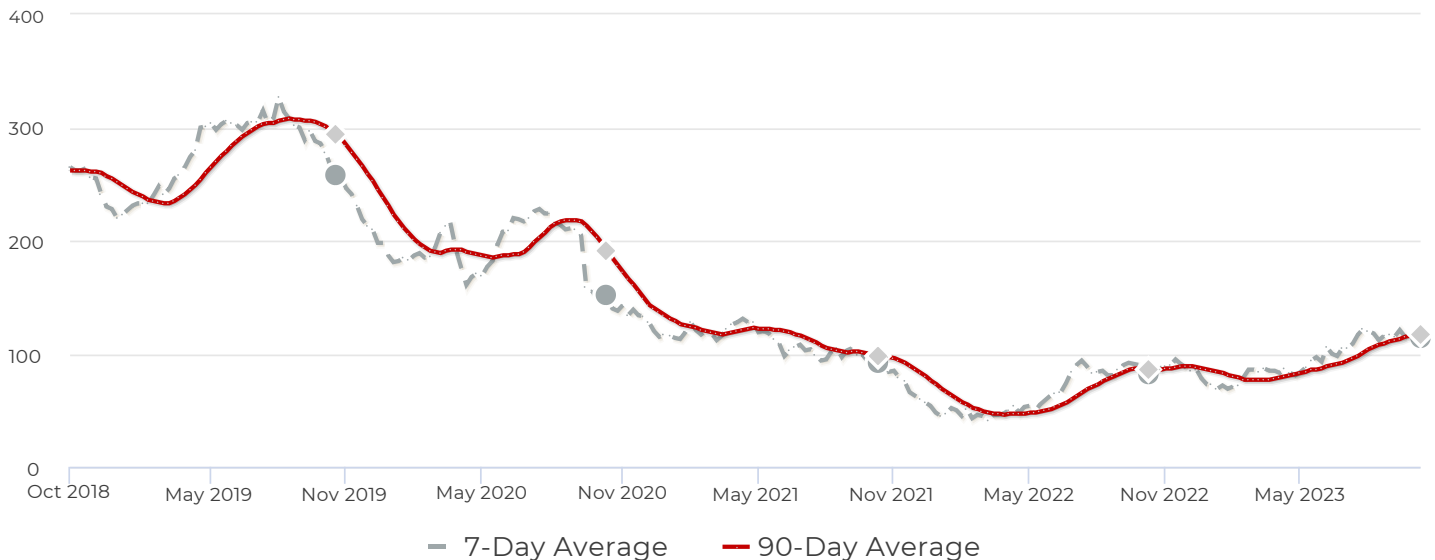
*PRICE PER SQUARE FOOT*

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*

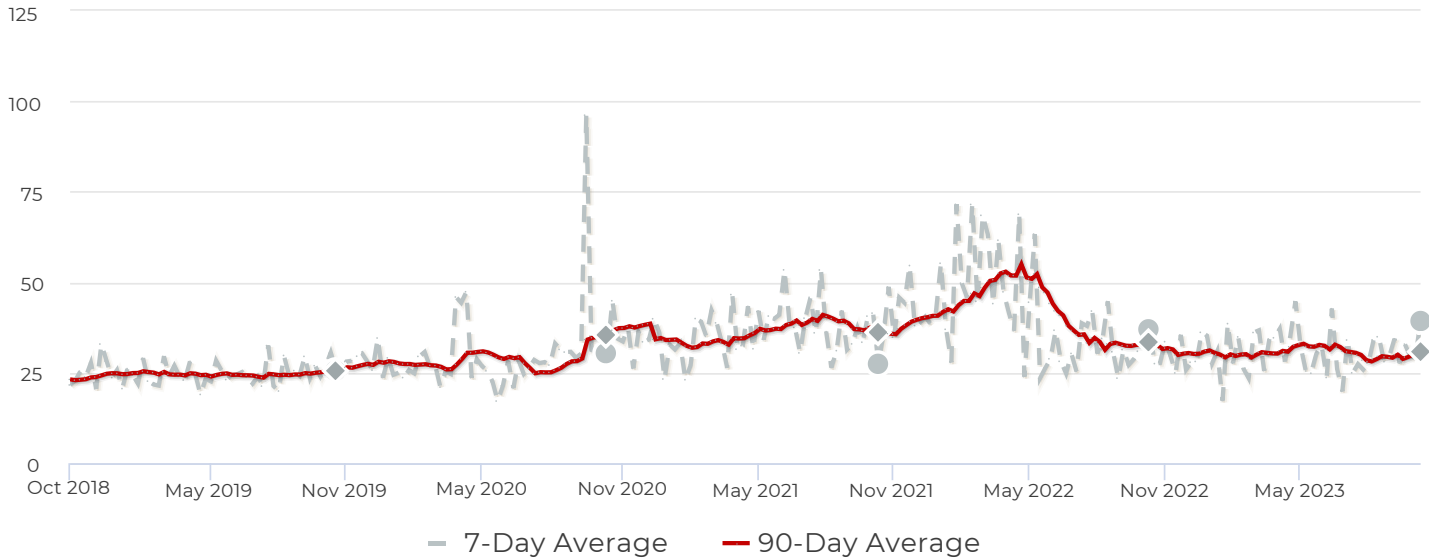
Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.





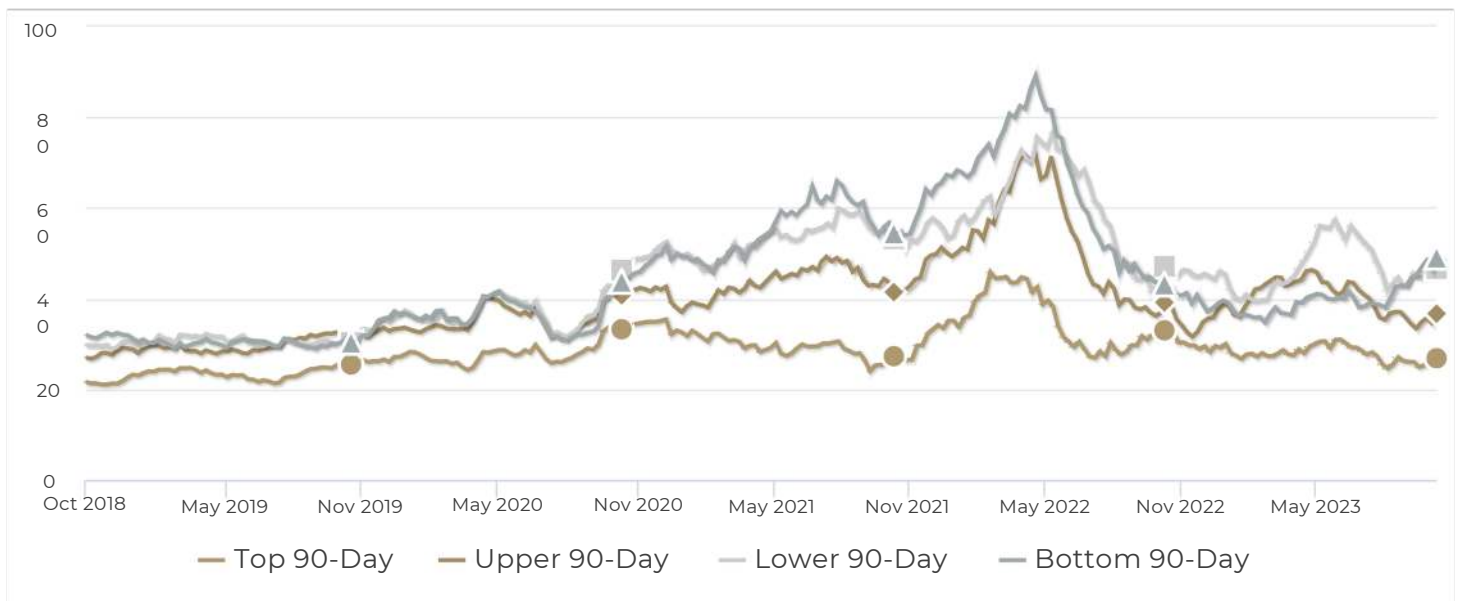
*MARKET ACTION INDEX*

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.



*MARKET ACTION SEGMENTS*

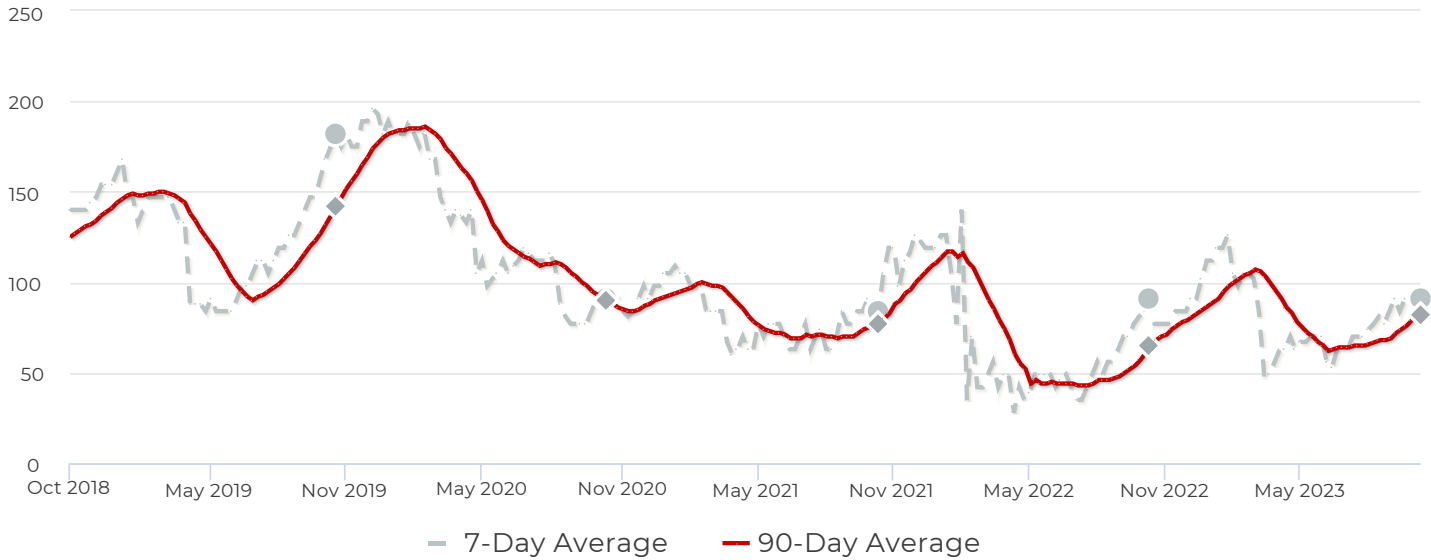
Three of the four quartiles of this zip code are in the Seller's Market zone with relatively low amounts of inventory given the current levels of demand. It's not uncommon that the premium segment of the market takes longer to sell than the rest of the group.





*MEDIAN DAYS ON MARKET (DOM)*

The properties have been on the market for an average of 125 days. Half of the listings have come newly on the market in the past 82 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.

