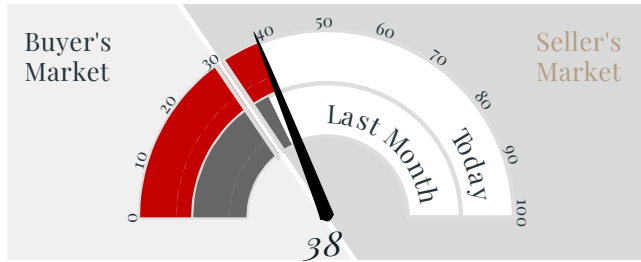




This week the median list price for Corona Del Mar, CA is \$6,988,000 with the market action index hovering around 38. This is an increase over last month's market action index of 36. Inventory has decreased to 29.

Market Action Index

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



Slight Seller's Advantage

Home sales have been exceeding new inventory for several weeks. However prices have not yet stopped falling. Since the market is already in the Seller's zone, expect prices to level off very soon. Should the sales trend continue expect that prices could climb from there.

Real-Time Market Profile

Median List Price		\$6,988,000
Median Price of New Listings		\$14,995,000
Per Square Foot		\$2,034
Average Days on Market		112
Median Days on Market		98
Price Decreased		28%
Price Increased		7%
Relisted		10%
Inventory		29
Median Rent		\$10,000
Market Action		38

Slight Seller's Advantage

Market Segments

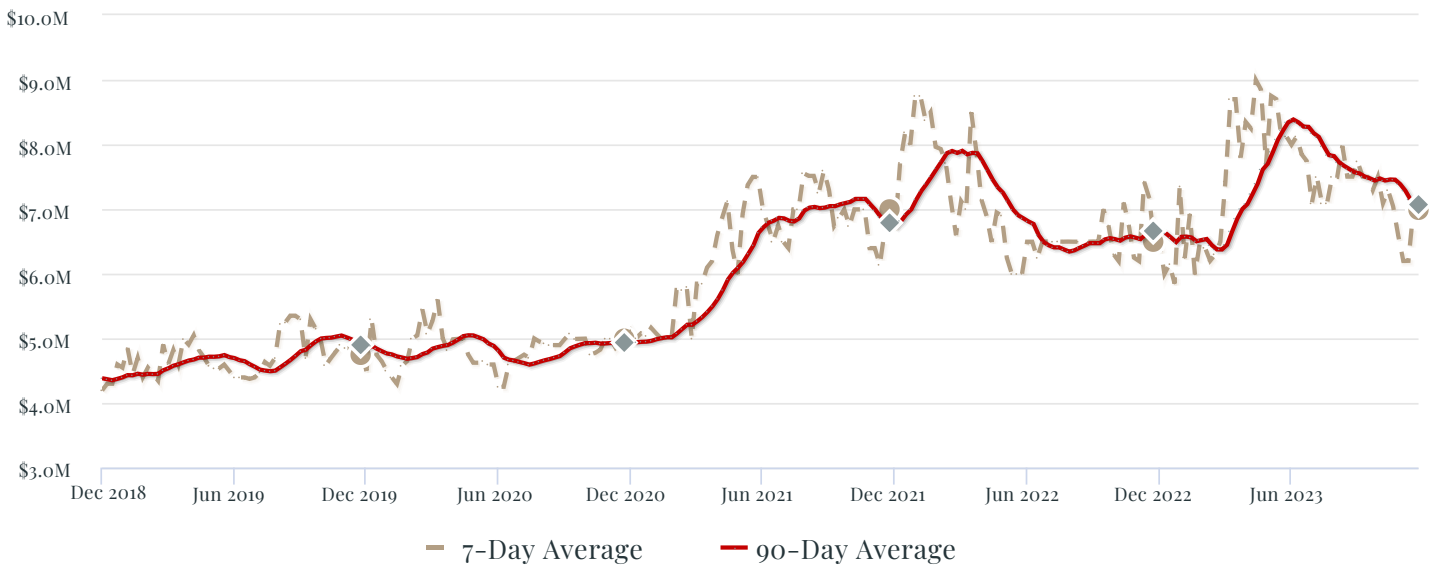
Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$14,995,000	5,091	6,500 - 8,000 sqft	4	6	10	1	1	105
\$8,500,000	3,400	4,500 - 6,500 sqft	4	4	25	0	3	147
\$6,100,000	3,100	4,500 - 6,500 sqft	3	4	23	0	2	56
\$3,592,500	2,524	4,500 - 6,500 sqft	3	3.5	43	0	0	98



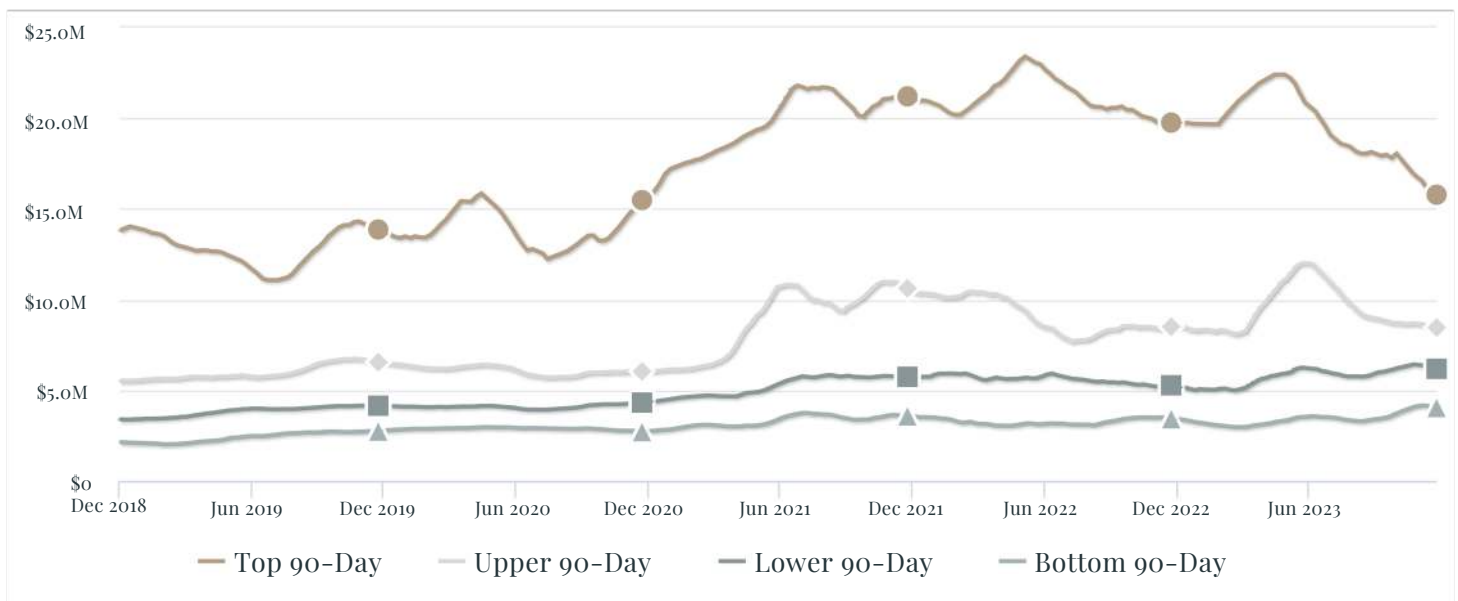
Median List Price

The market has been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.



Segments

Prices have generally settled at a plateau, although Quartile 1 has been trending a bit downward 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.





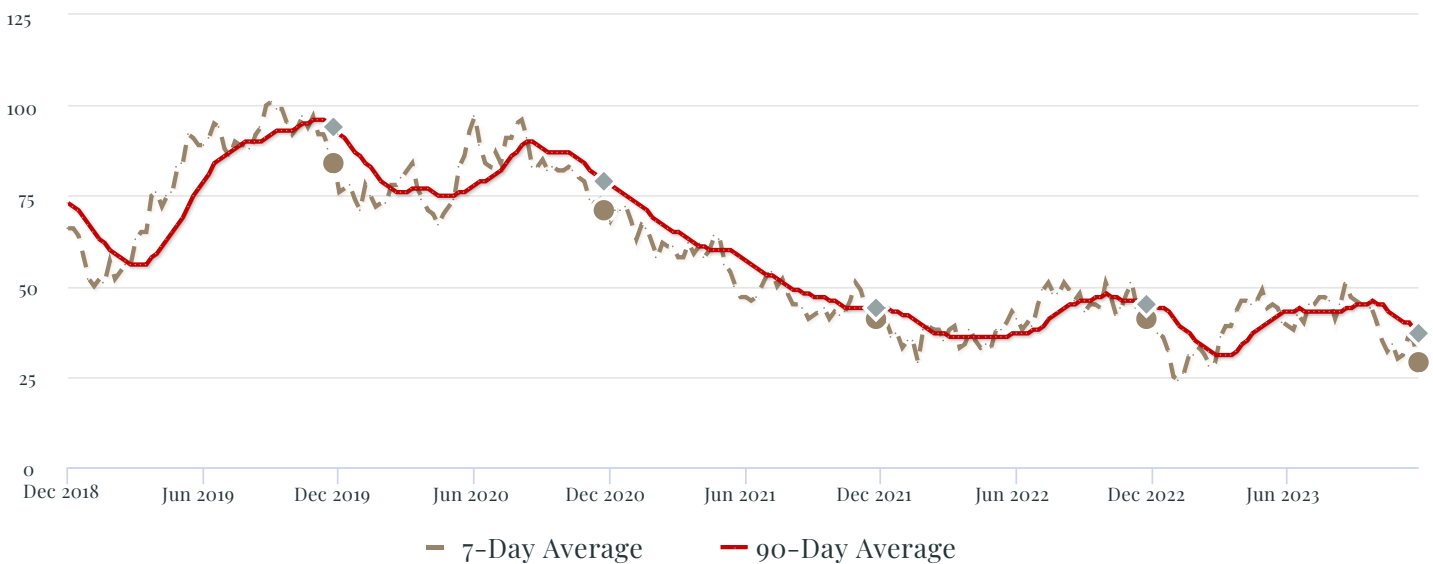
Price Per Square Foot

Despite recently falling prices, the price per square foot has stayed reasonably flat. This implies that there's a portion of the market being priced at a premium. You can investigate this condition in the quartile details.



Inventory

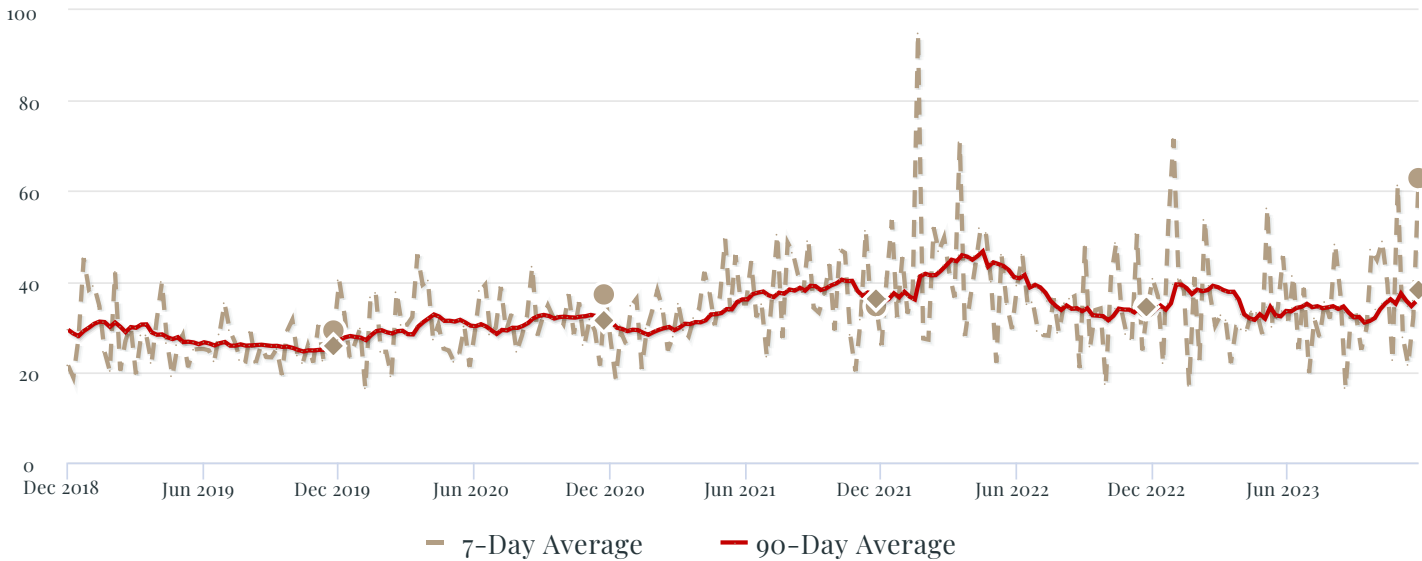
Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.





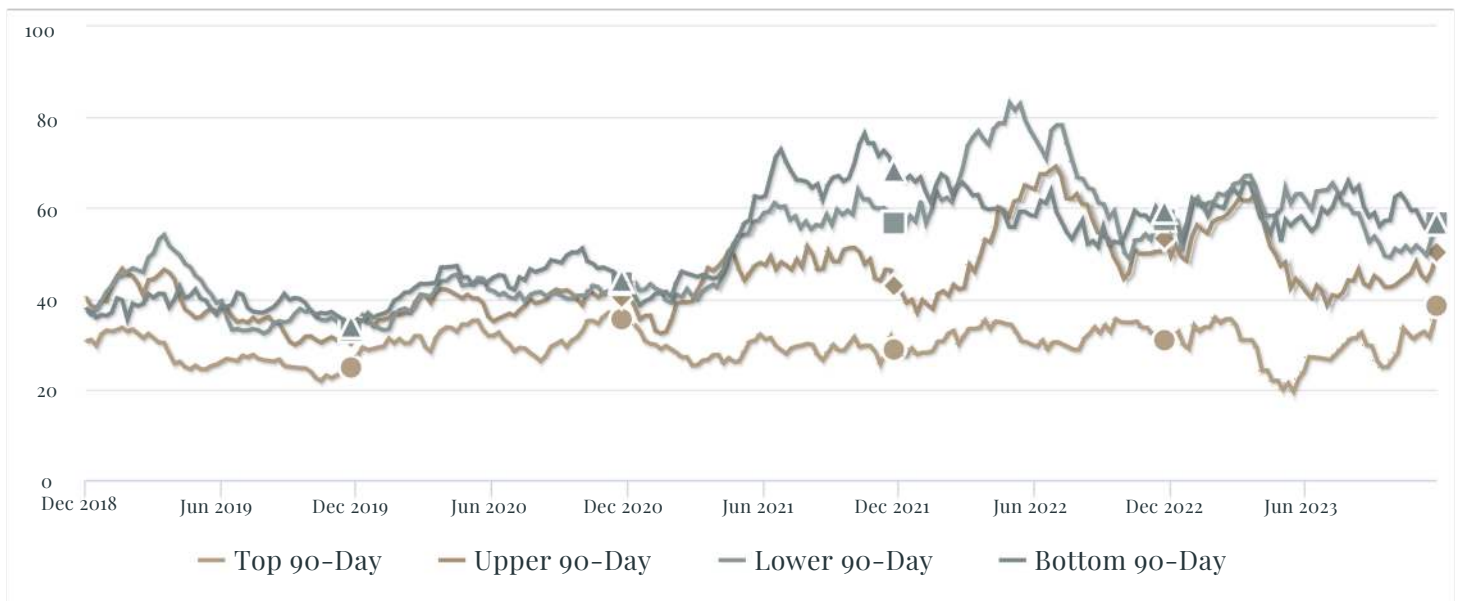
Market Action Index

Home sales have been exceeding new inventory for several weeks. However prices have not yet stopped falling. Since the market is already in the Seller's zone, expect prices to level off very soon. Should the sales trend continue expect that prices could climb from there.



Market Action Segments

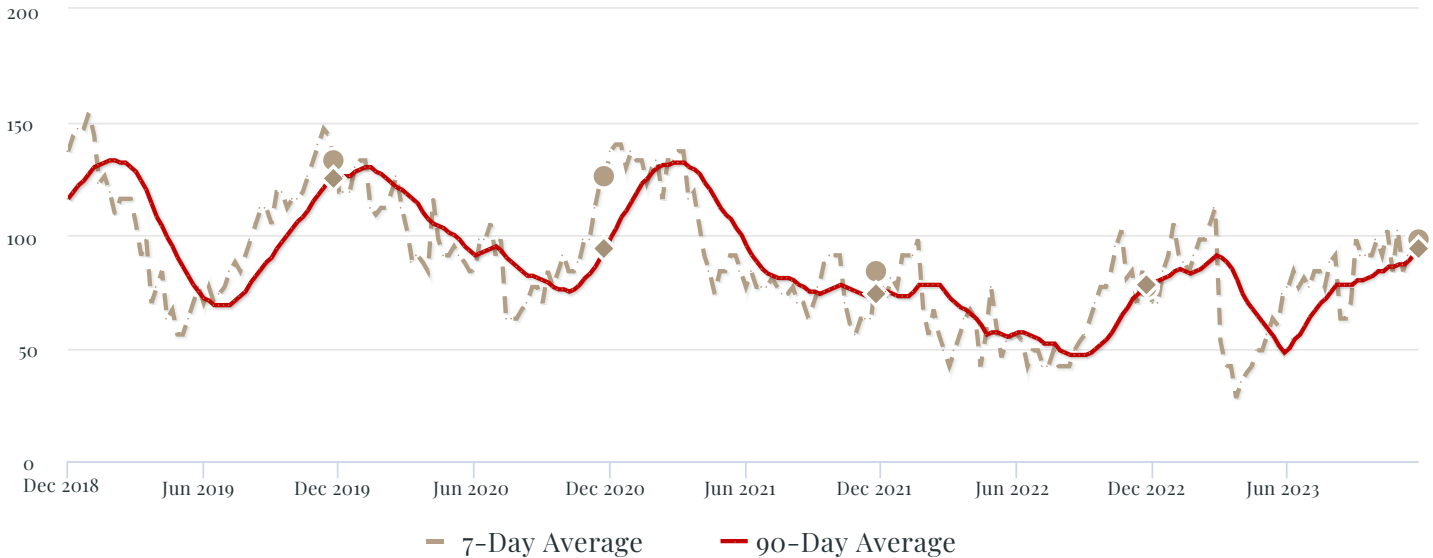
Not surprisingly, all segments in the market are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.





Median Days on Market (DOM)

The properties have been on the market for an average of 121 days. Half of the listings have come newly on the market in the past 94 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.

