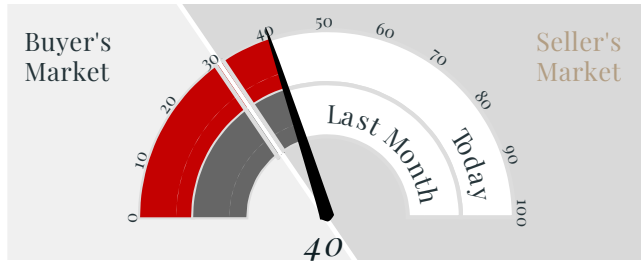




This week the median list price for Dana Point, CA 92629 is \$5,899,000 with the market action index hovering around 40. This is about the same as last month's market action index of 40. Inventory has decreased to 37.

Market Action Index

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



Slight Seller's Advantage

The market has not shown strong directional trends in terms of supply and demand. However, inventory is sufficiently low to keep us in the Seller's Market zone and prices have been moving upward as evidence.

Real-Time Market Profile

Median List Price		\$5,899,000
Median Price of New Listings		\$2,898,000
Per Square Foot		\$1,658
Average Days on Market		133
Median Days on Market		84
Price Decreased		32%
Price Increased		3%
Relisted		14%
Inventory		37
Median Rent		\$7,000
Market Action		40

Slight Seller's Advantage

Market Segments

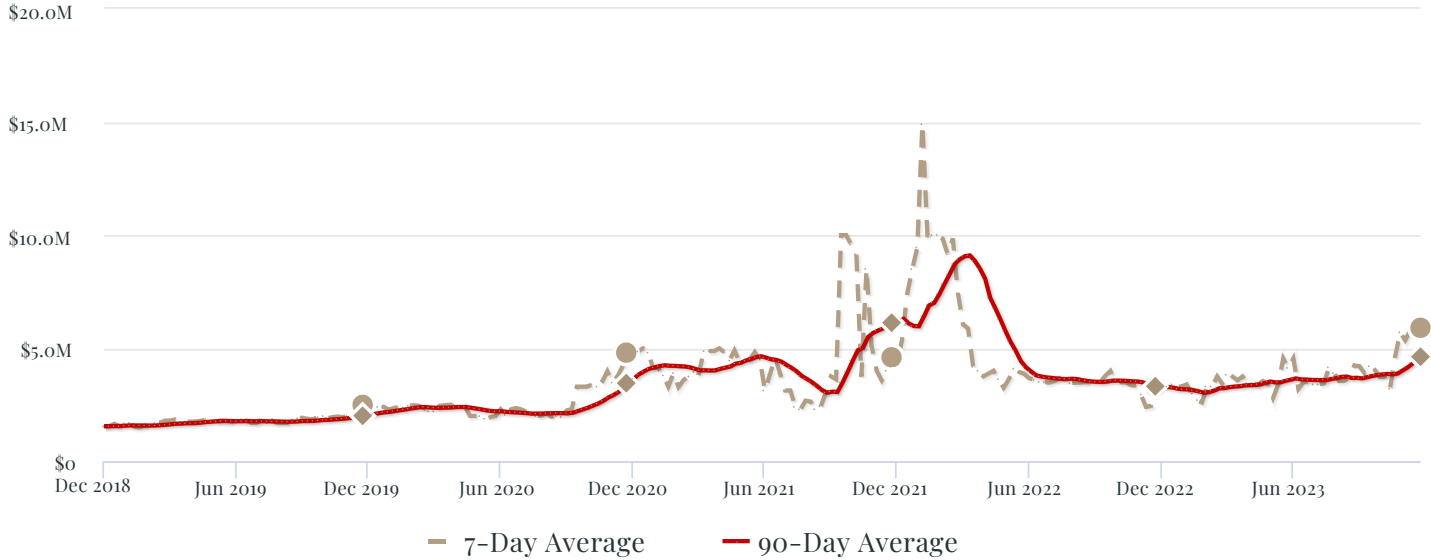
Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$16,995,000	7,717	0.25 - 0.5 acre	5	7	56	0	0	126
\$8,475,000	3,595	0.25 - 0.5 acre	4	5	58	0	0	63
\$3,999,000	4,067	0.25 - 0.5 acre	4	3	38	1	0	161
\$2,170,000	2,070	4,500 - 6,500 sqft	4	3	45	1	4	63



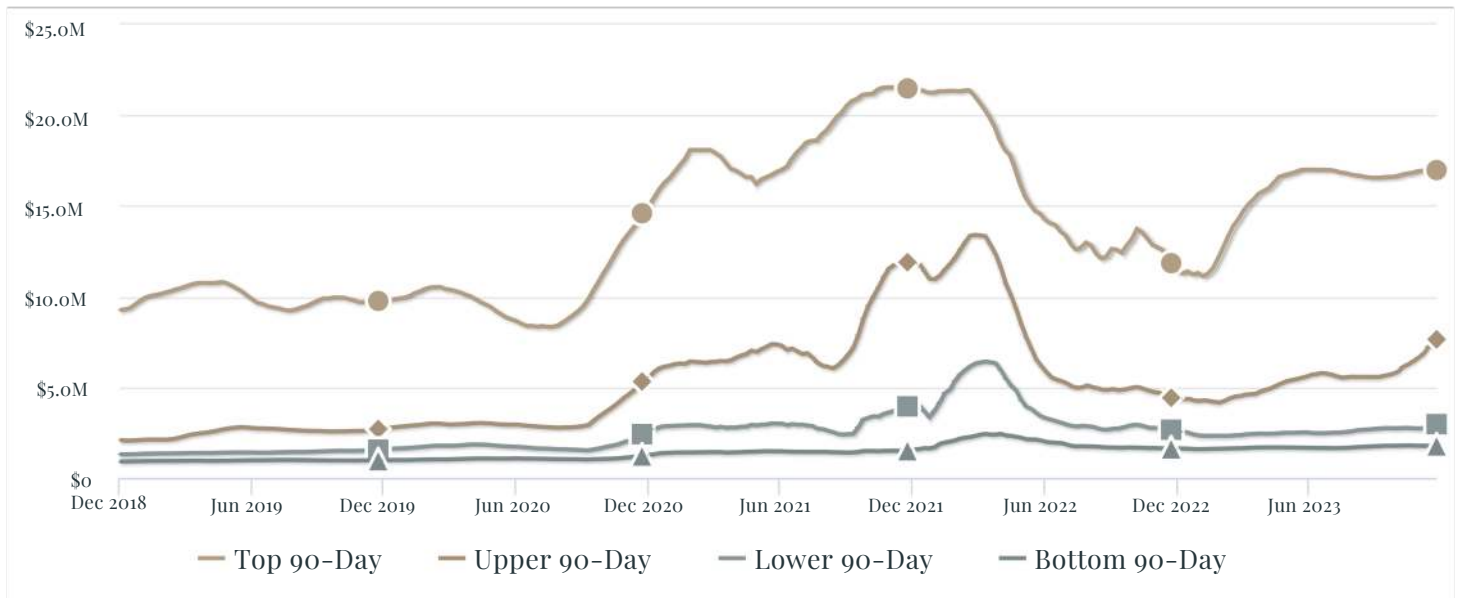
Median List Price

The market for this zip code continues its bounce again this week. We're a long way from the market's high point so watch the Market Action Index to predict how long this trend will last.



Segments

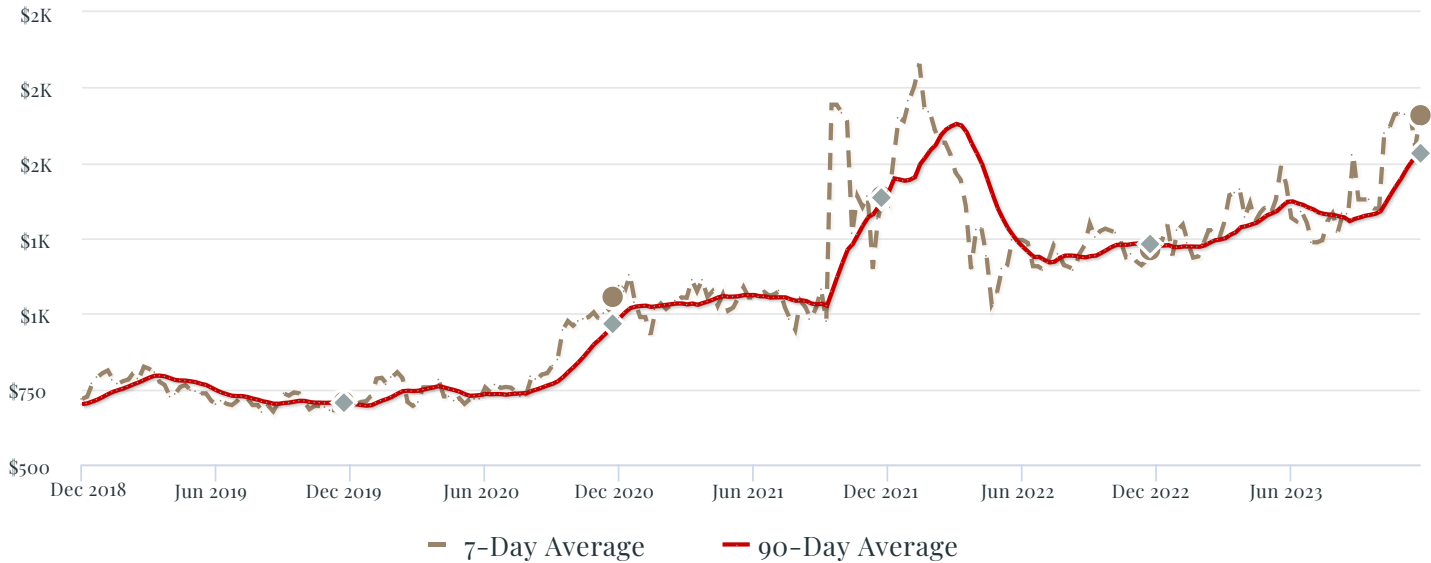
In the quartile market segments, we see the middle of the market in this zip code staying on an up trend lately, while Quartiles 1 and 4 are mixed. The Market Action Index for Quartiles 1 and 4 can tell us whether they are about to resume an upward price trend or whether we're at the beginning of a decline.





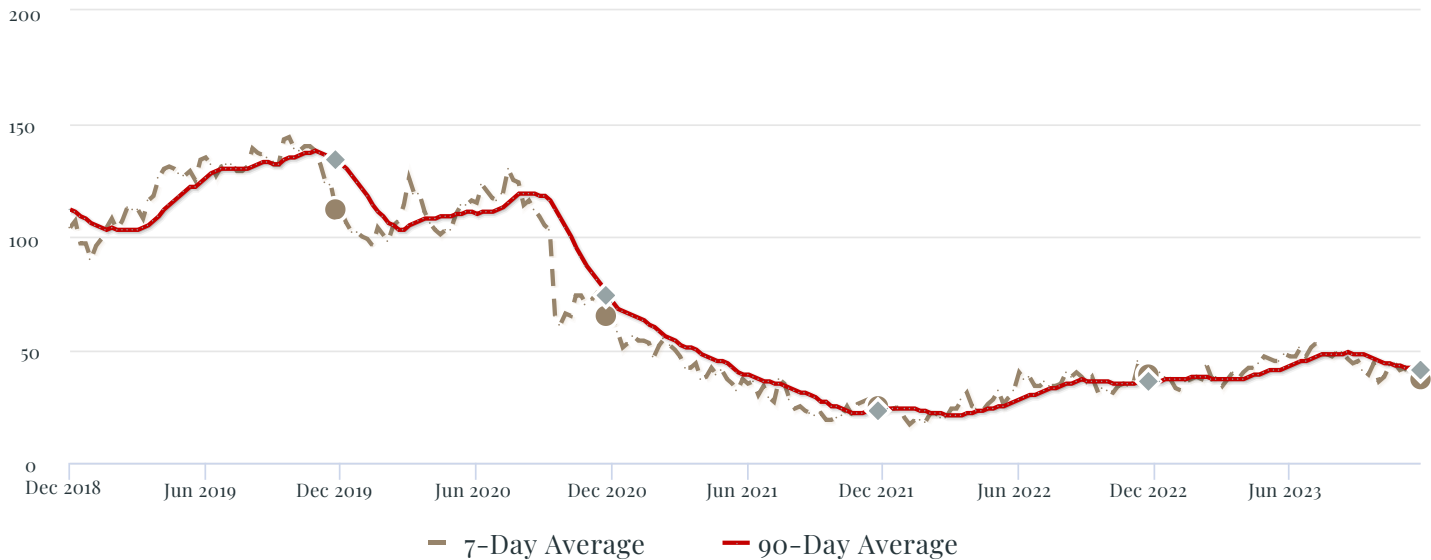
Price Per Square Foot

The market appears to be placing an increasing premium on homes. When list prices and price per square foot consistently increase in tandem, as they're doing now, you can often find short-term investment opportunities. Watch the Market Action Index for persistent changes as a leading indicator for these trends to flatten or drop.



Inventory

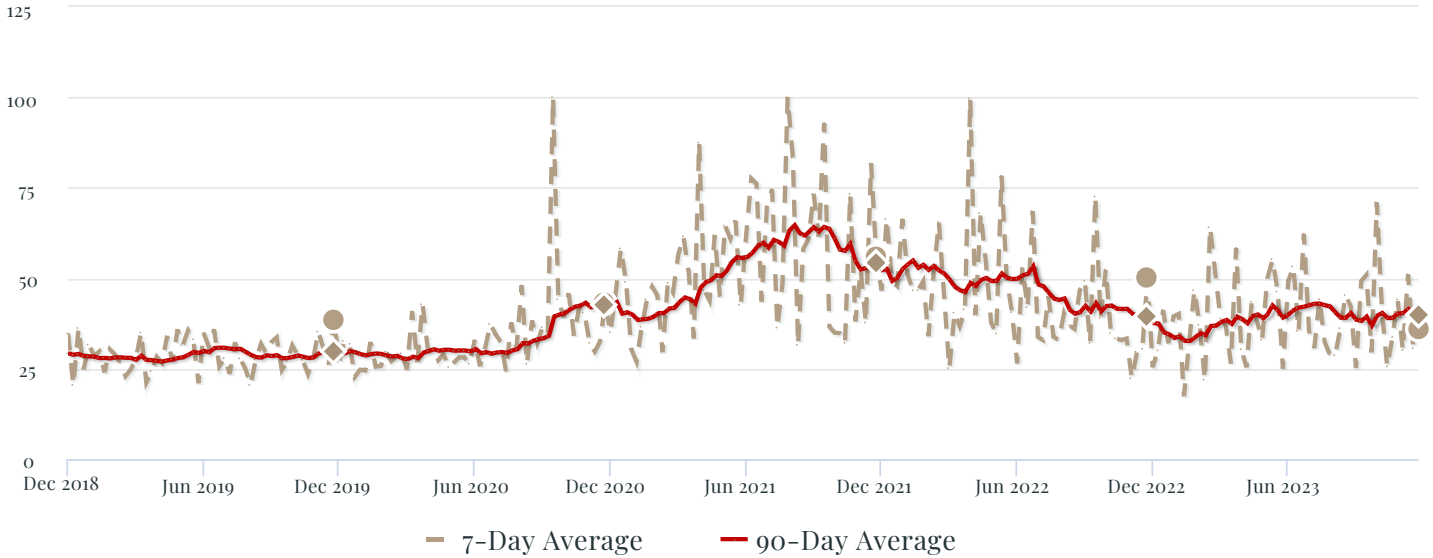
Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.





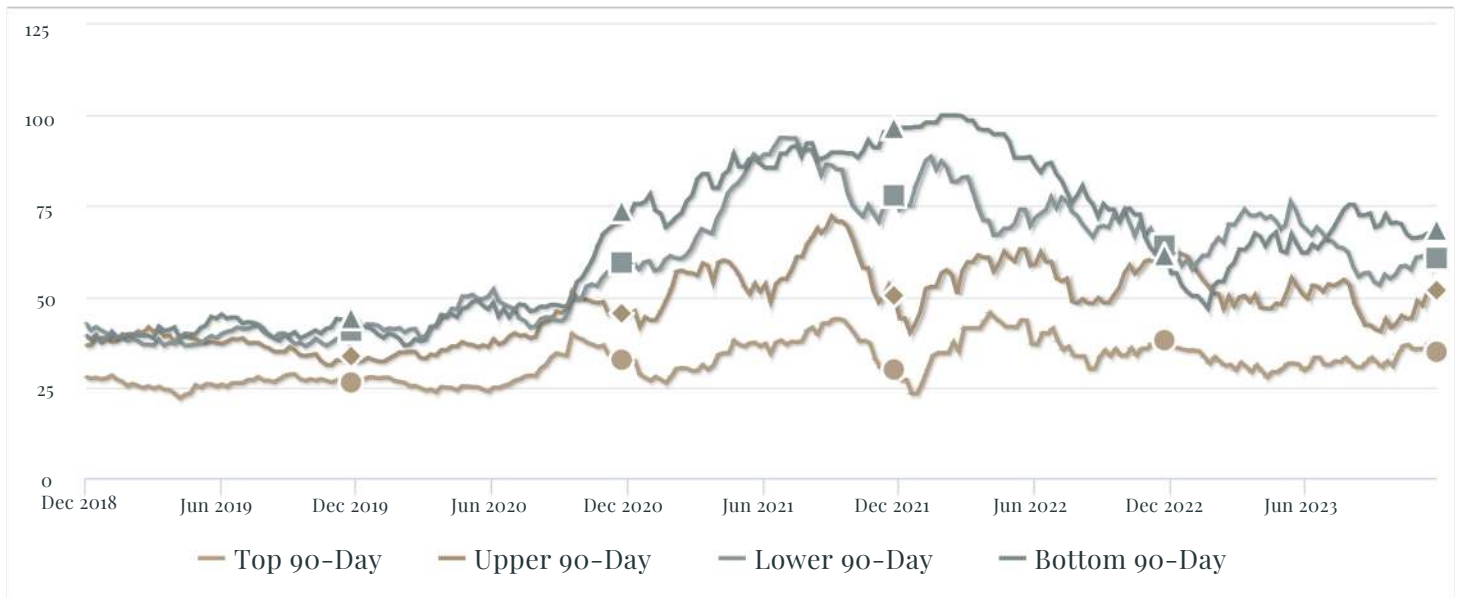
Market Action Index

The market has not shown strong directional trends in terms of supply and demand. However, inventory is sufficiently low to keep us in the Seller's Market zone and prices have been moving upward as evidence.



Market Action Segments

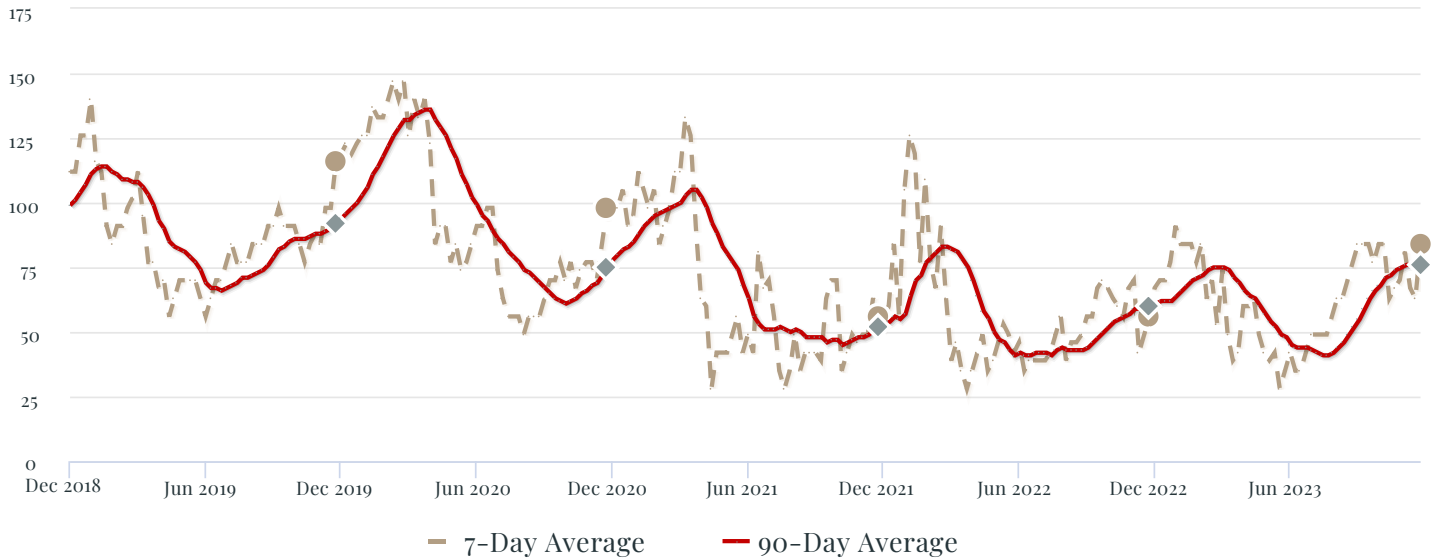
Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.





Median Days on Market (DOM)

The properties have been on the market for an average of 117 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.

