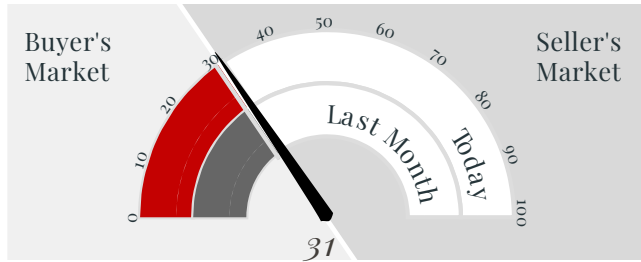




This week the median list price for Laguna Beach, CA 92651 is \$4,750,000 with the market action index hovering around 31. This is about the same as last month's market action index of 31. Inventory has decreased to 113.

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 been at a stasis point in terms of sales to inventory. However, prices seem to have been falling a bit recently. Technically supply levels indicate this is a Seller's market so it is likely that the downward pricing pressure will be light or variable. Watch for an up-shift in the MAI before price stability is achieved.

Real-Time Market Profile

Median List Price		\$4,750,000
Median Price of New Listings		\$3,892,500
Per Square Foot		\$1,721
Average Days on Market		124
Median Days on Market		91
Price Decreased		39%
Price Increased		0%
Relisted		7%
Inventory		113
Median Rent		\$10,250
Market Action		31

Slight Seller's Advantage

Market Segments

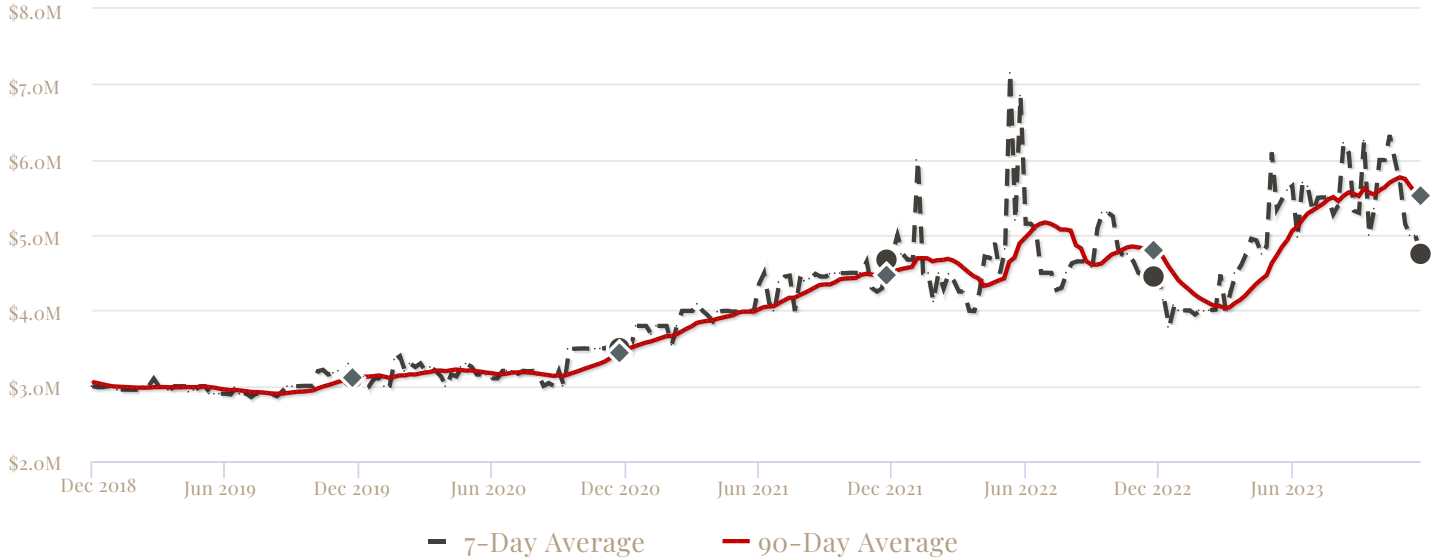
Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$20,225,000	5,050	0.25 - 0.5 acre	4	5.5	68	1	4	199
\$6,447,500	3,398	6,500 - 8,000 sqft	4	4	60	1	2	108
\$3,900,000	2,761	4,500 - 6,500 sqft	3	3	61	3	1	52
\$2,399,000	1,800	0 - 4,500 sqft	3	3	57	1	1	42



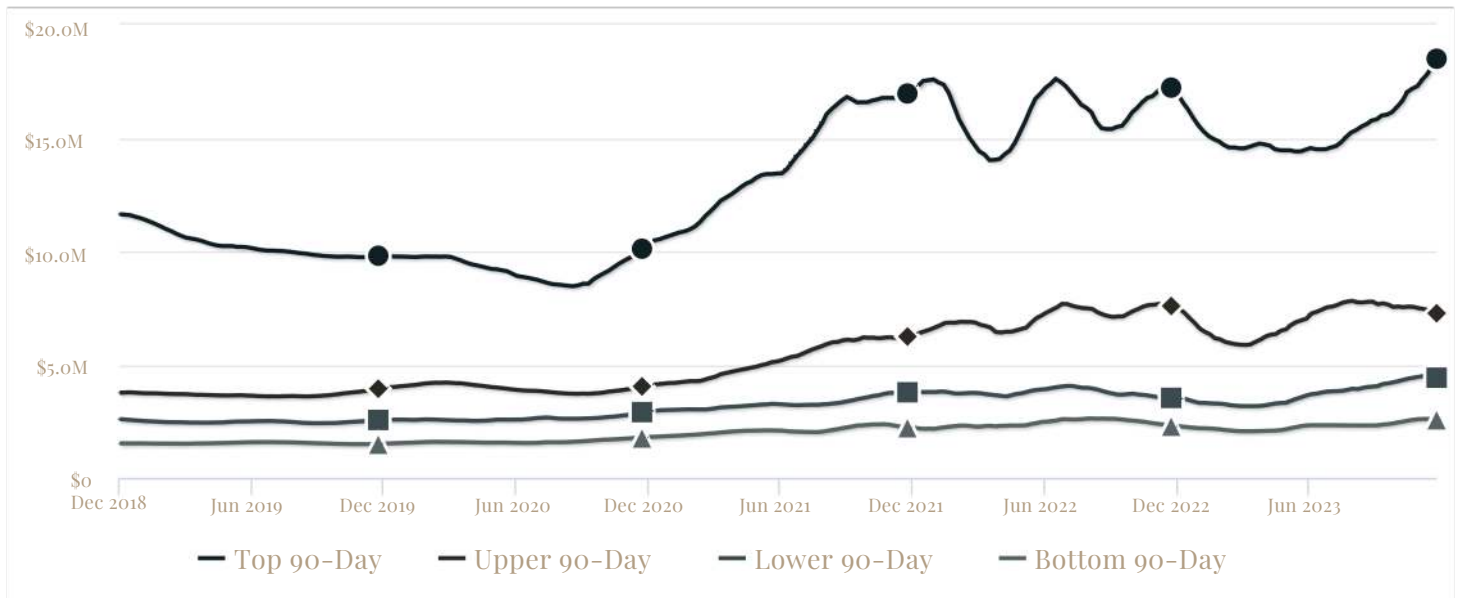
Median List Price

Prices in this zip code been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle. Watch the Market Action Index for any signs of demand increasing.



Segments

In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 1 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.



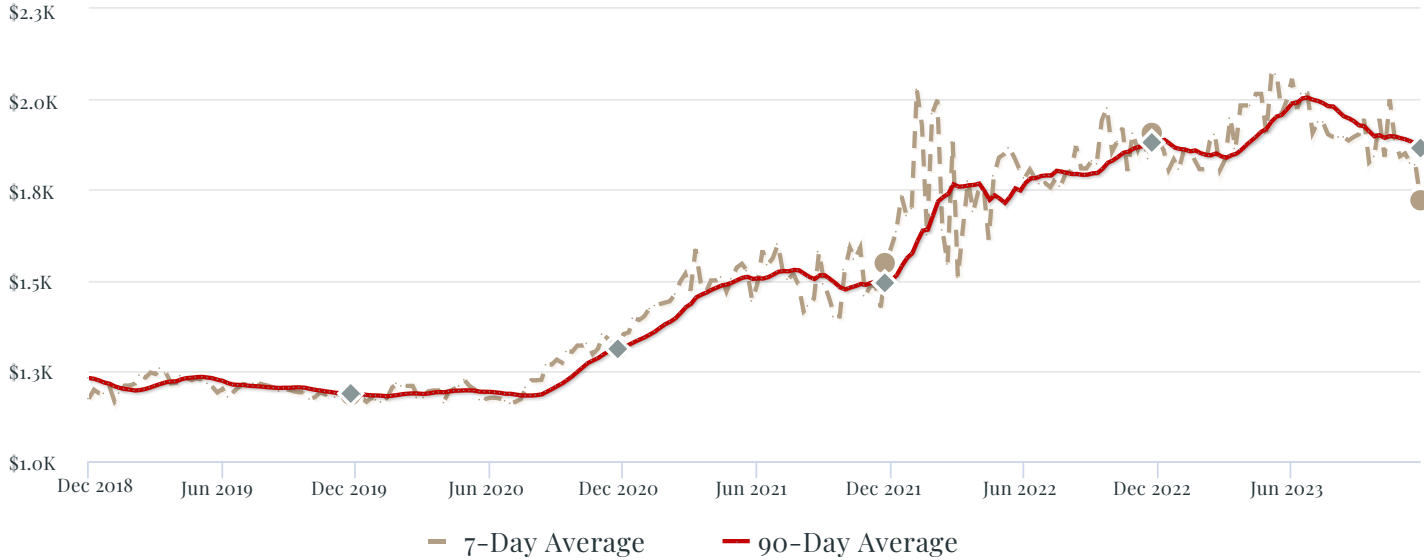


LAGUNA BEACH, CA

92651

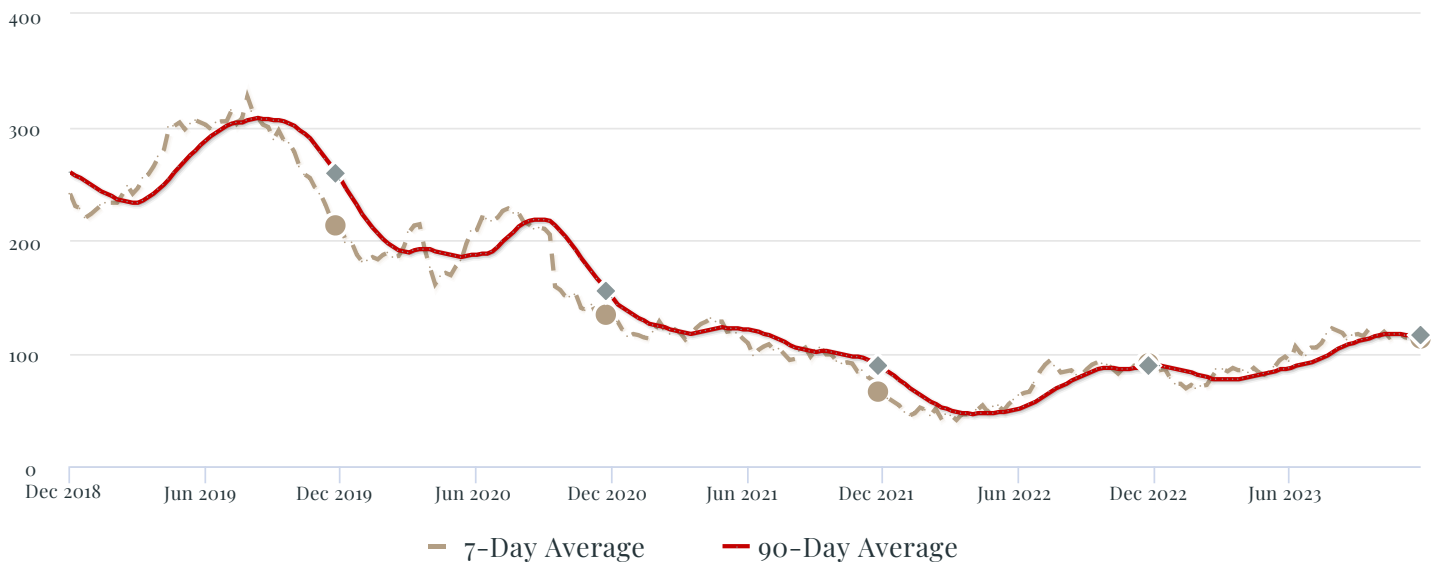
Price Per Square Foot

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

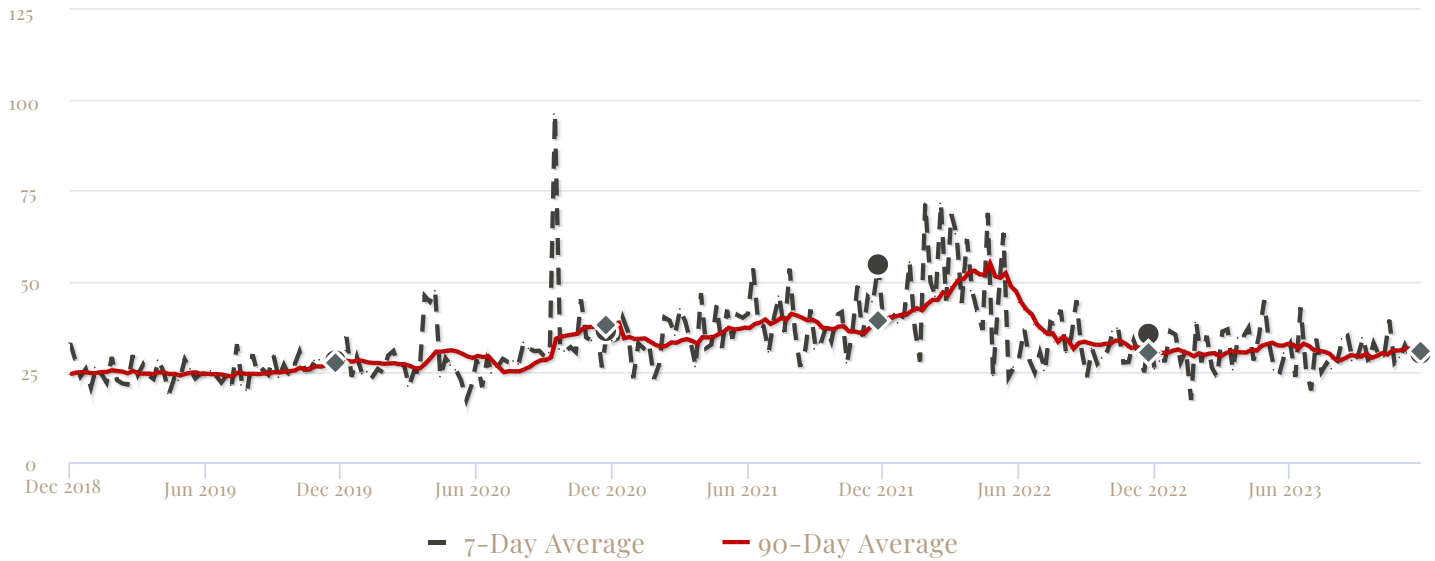
Inventory has been relatively steady around these levels in recent weeks.





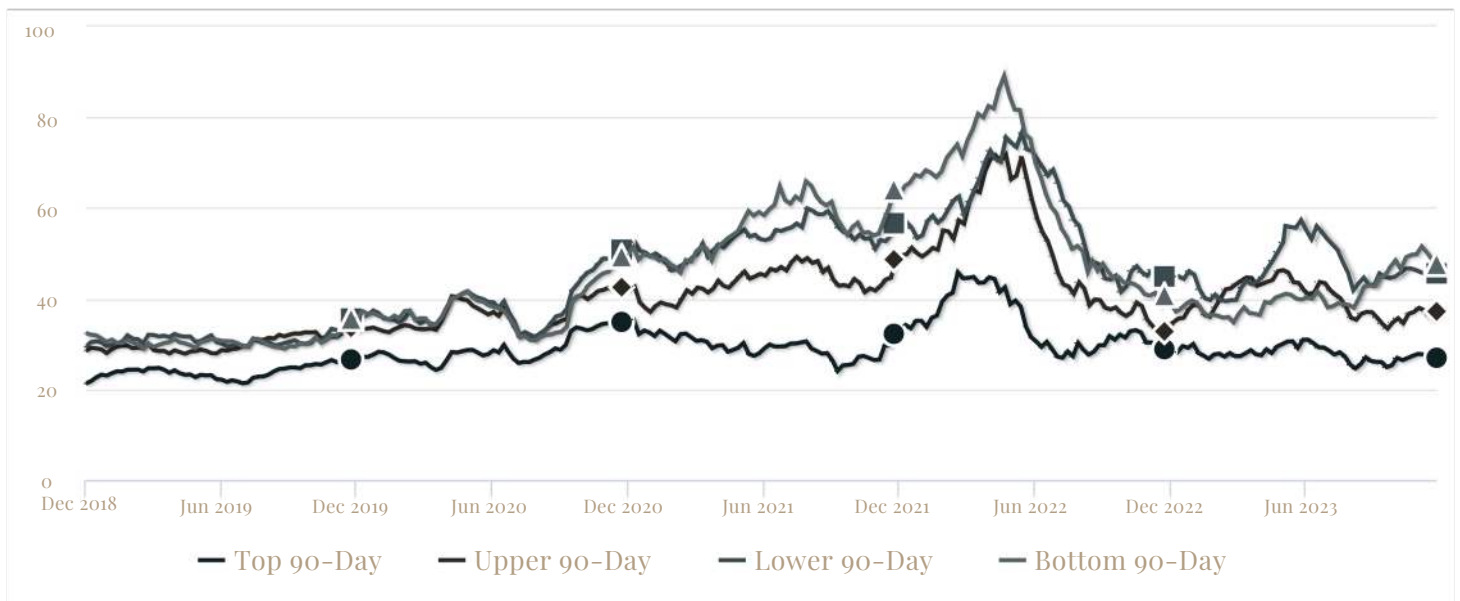
Market Action Index

In the last few weeks, the market has been at a stasis point in terms of sales to inventory. However, prices seem to have been falling a bit recently. Technically supply levels indicate this is a Seller's market so it is likely that the downward pricing pressure will be light or variable. Watch for an up-shift in the MAI before price stability is achieved.



Market Action Segments

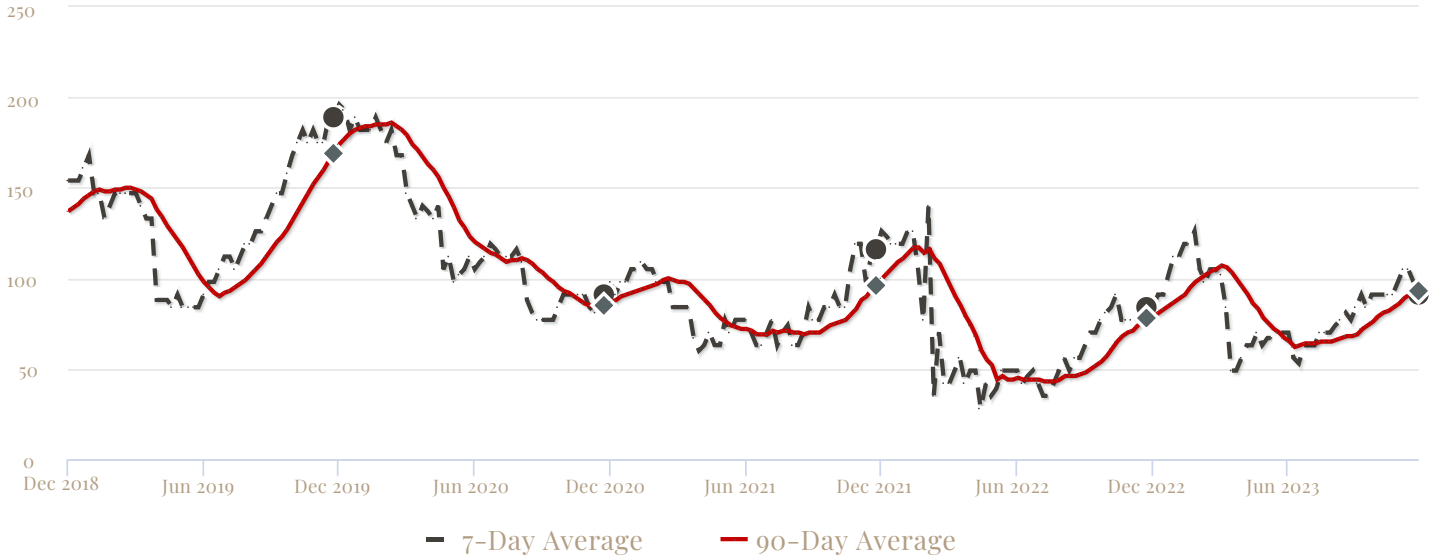
Three of the four quartiles of this zip code are in the Seller's Market zone with relatively low amounts of inventory given the current levels of demand. It's not uncommon that the premium segment of the market takes longer to sell than the rest of the group.





Median Days on Market (DOM)

The properties have been on the market for an average of 133 days. Half of the listings have come newly on the market in the past 93 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.

