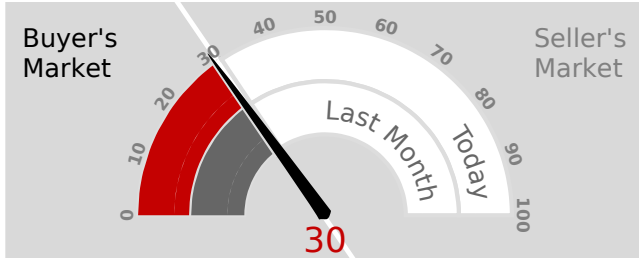


# Dana Point, CA 92629

This week the median list price for Dana Point, CA 92629 is \$3,995,000 with the market action index hovering around 30. This is less than last month's market action index of 31. Inventory has increased to 49.

## Market Action Index

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



### Slight Seller's Advantage

The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward pressure on pricing.

## Real-Time Market Profile

Median List Price	\$3,995,000
Median Price of New Listings	\$2,198,000
Per Square Foot	\$1,280
Average Days on Market	124
Median Days on Market	84
Price Decreased	24%
Price Increased	2%
Relisted	8%
Inventory	49
Median Rent	\$7,700
Market Action	30

### Slight Seller's Advantage

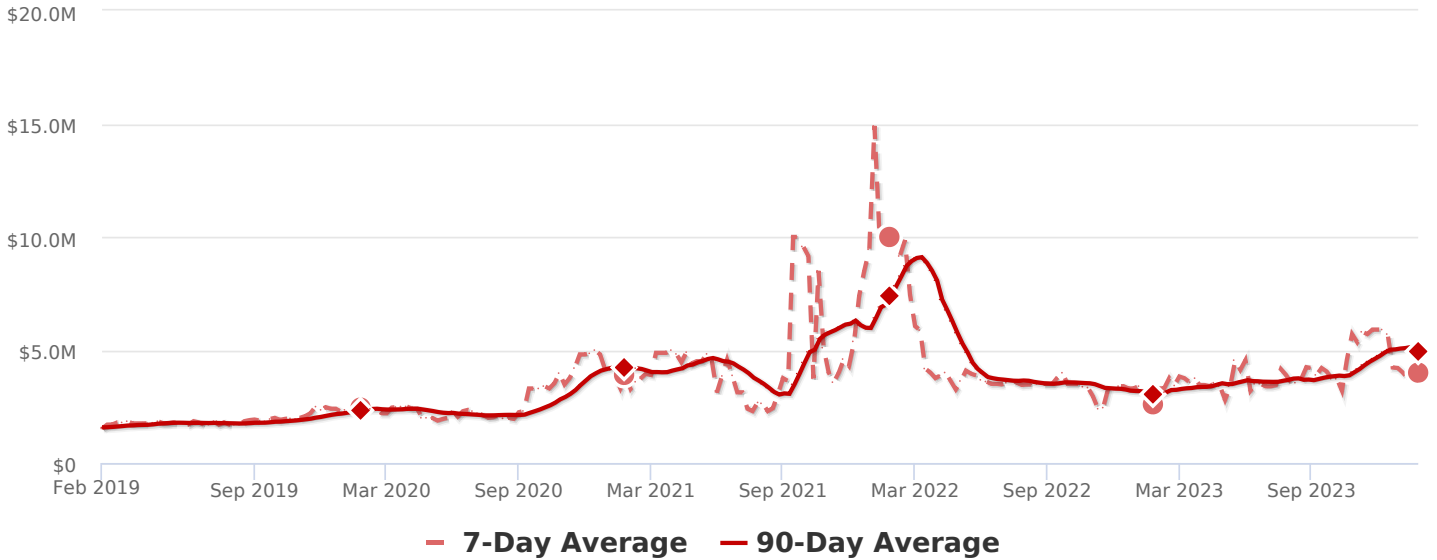
## Market Segments

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

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$16,699,000	6,275	0.25 - 0.5 acre	4	7	9	0	0	168
\$6,087,000	3,305	0.25 - 0.5 acre	4	3.3	40	1	2	80
\$2,680,999	2,523	6,500 - 8,000 sqft	4	3	34	1	2	63
\$1,799,000	1,789	4,500 - 6,500 sqft	3	3	45	2	4	28

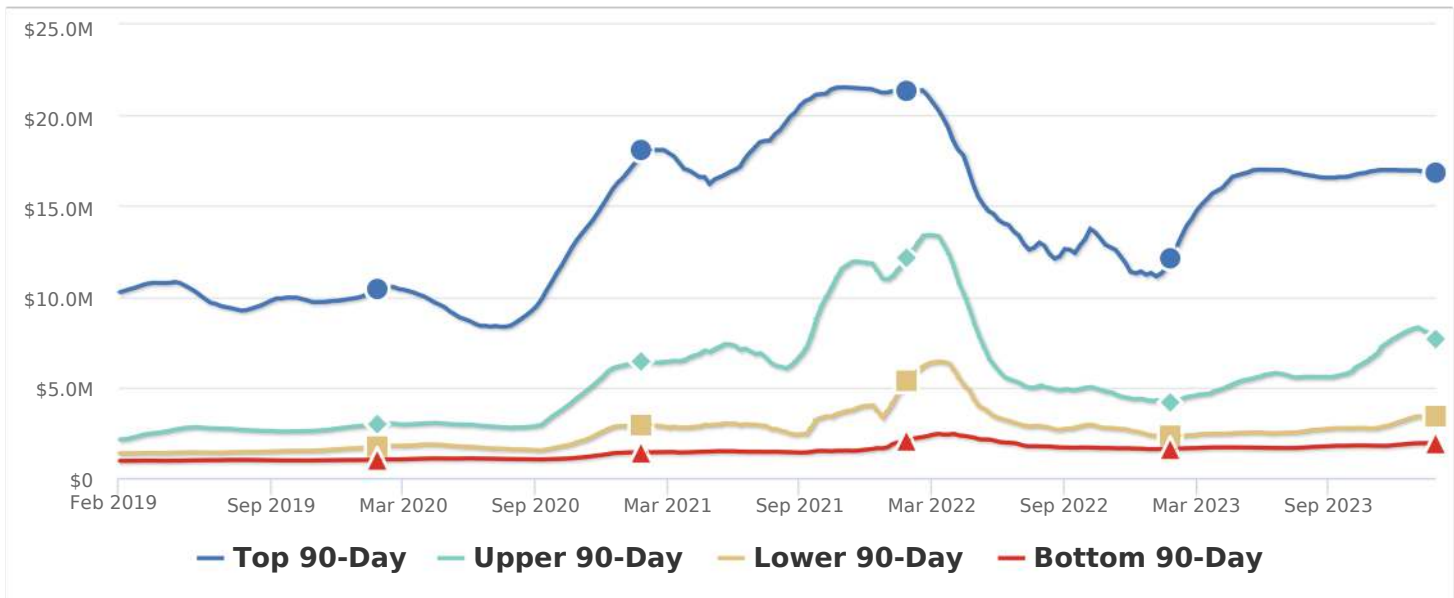
Median List Price

Recently prices in this zip have settled at a plateau even though they dipped this week. Look for a persistent up-shift in the Market Action Index before we see prices significantly move from these levels.



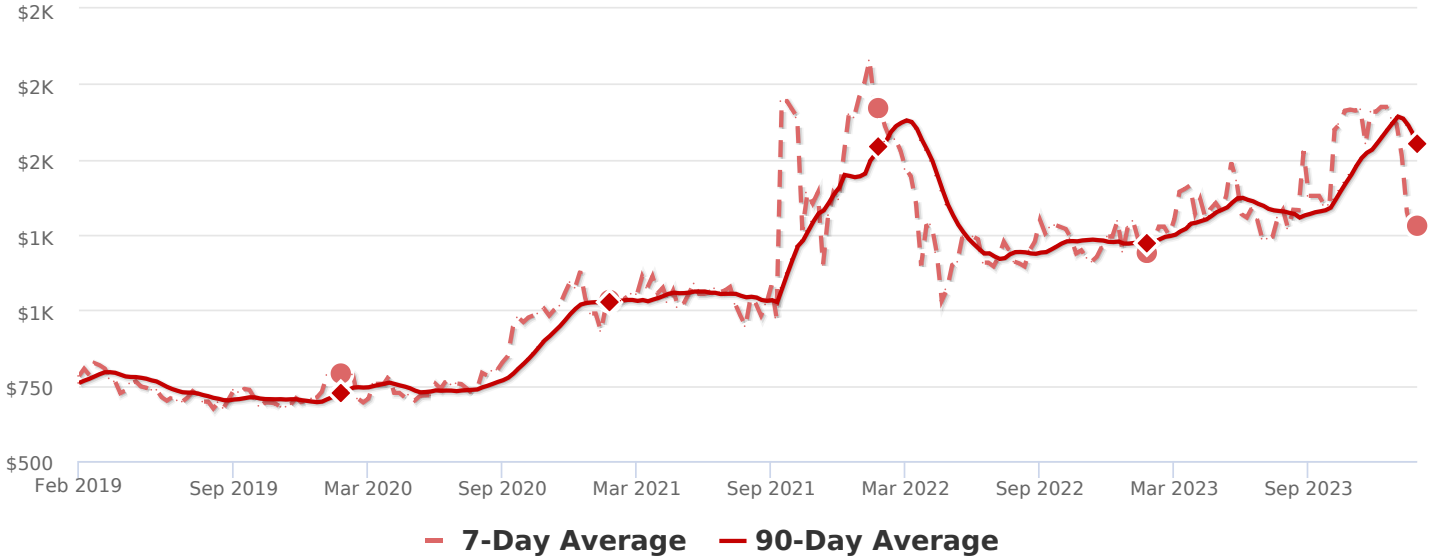
Segments

In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 2 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.



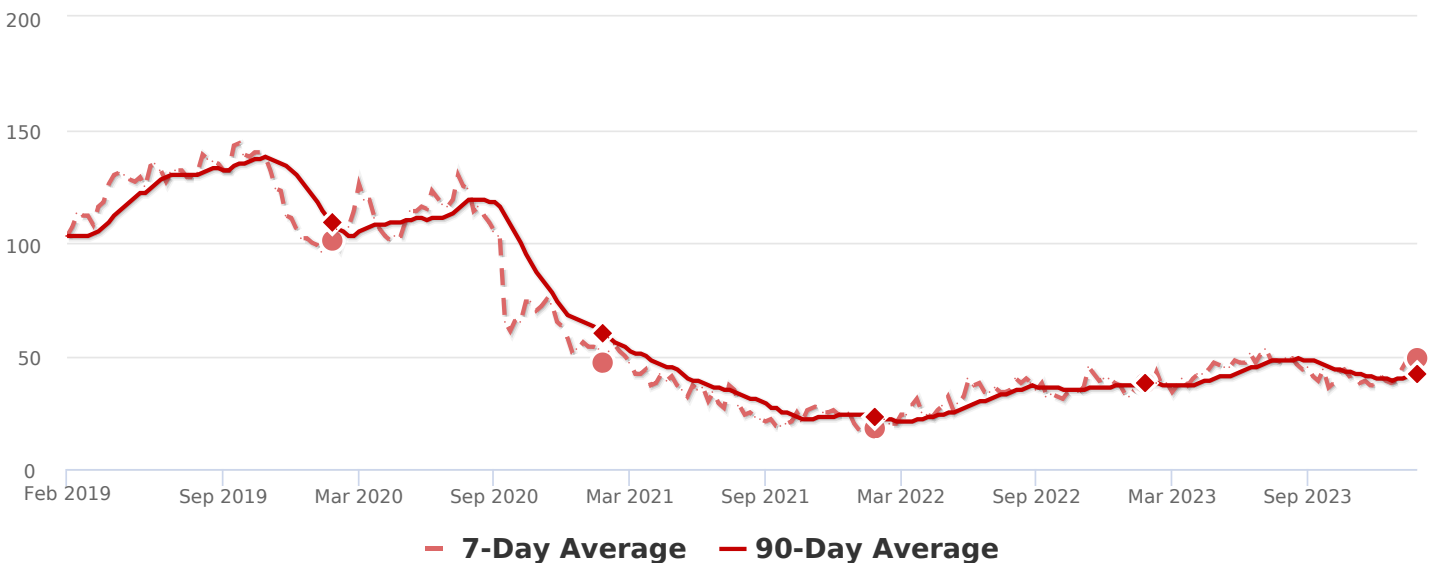
### Price Per Square Foot

While prices have been basically flat, the price per square foot has been heading downward. While not a sign of broad strength in a market, larger homes are coming more available and buyers can see more home for their money.



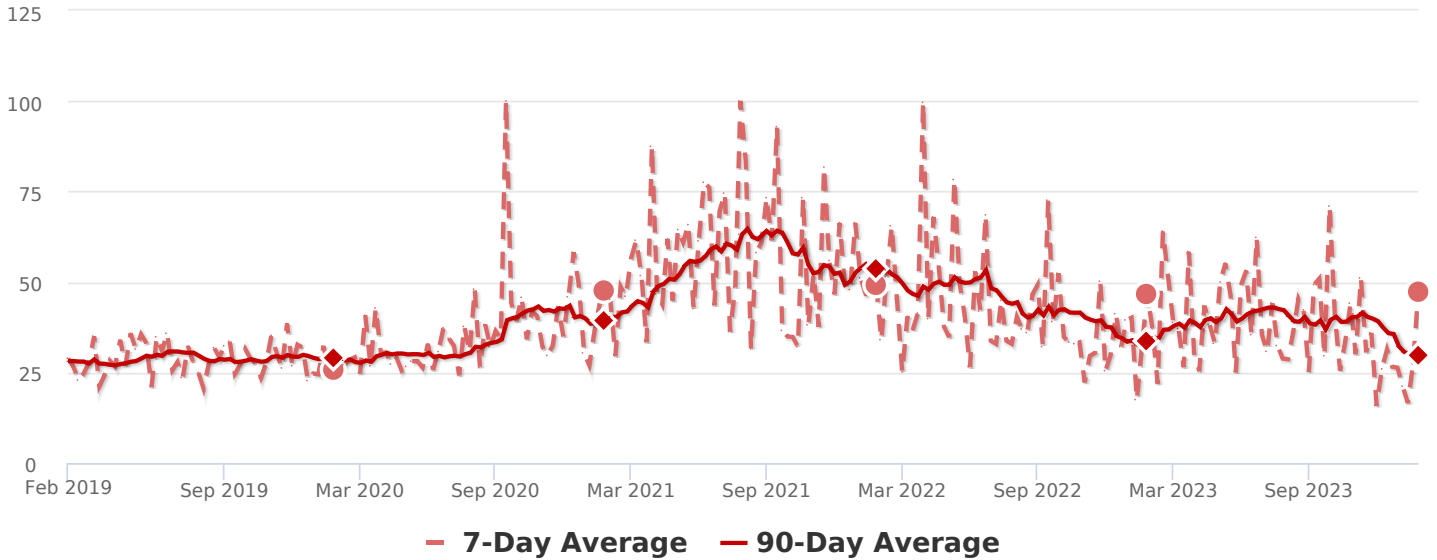
### Inventory

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

The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward pressure on pricing.



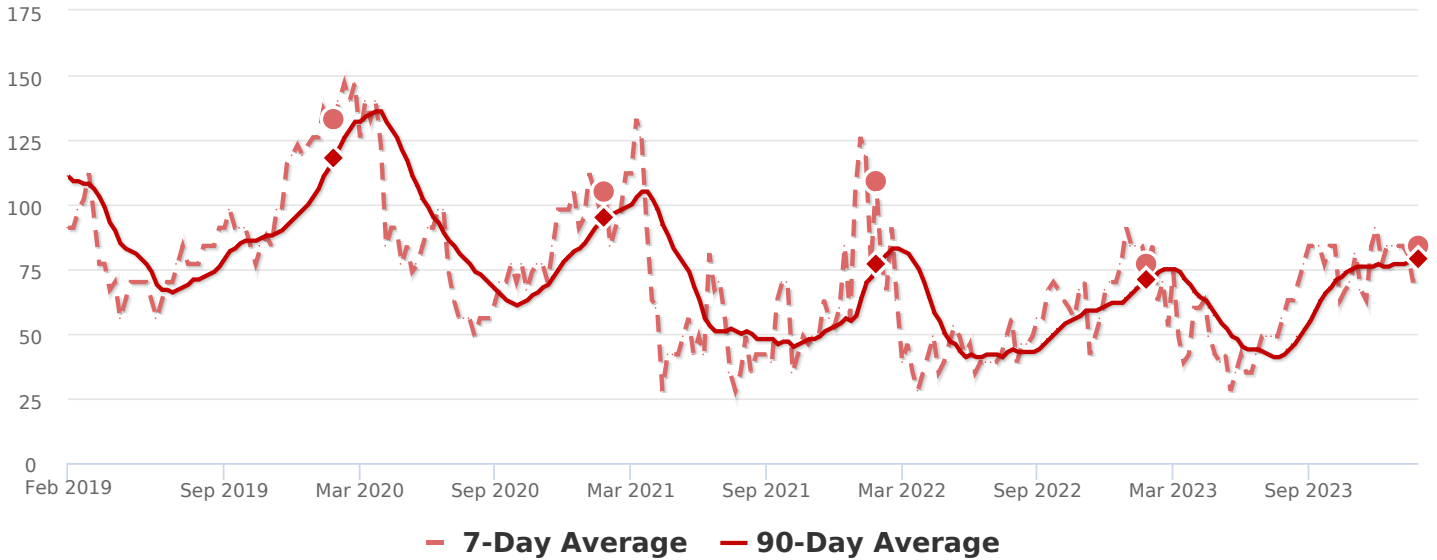
Market Action Segments

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 123 days. Half of the listings have come newly on the market in the past 79 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.

