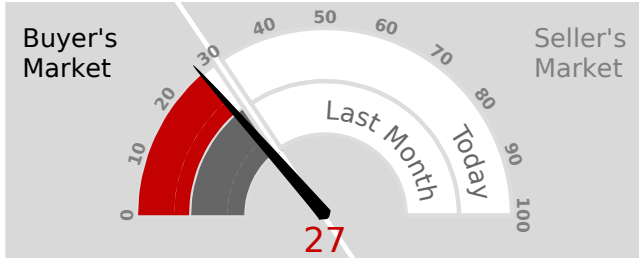


Laguna Beach, CA 92651

This week the median list price for Laguna Beach, CA 92651 is \$4,850,000 with the market action index hovering around 27. This is less than last month's market action index of 29. Inventory has increased to 119.

Market Action Index

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



Slight Buyer's Advantage

The market has been consistently cool for several weeks. Demand level are low relative to the available inventory. It's a Buyer's market and prices continue to fall. Look for a persistent shift in Market Action before prices plateau or begin to rise again.

Real-Time Market Profile

Median List Price		\$4,850,000
Median Price of New Listings		\$4,595,000
Per Square Foot		\$1,876
Average Days on Market		158
Median Days on Market		119
Price Decreased		26%
Price Increased		1%
Relisted		7%
Inventory		119
Median Rent		\$11,873
Market Action		27

Slight Buyer's Advantage

Market Segments

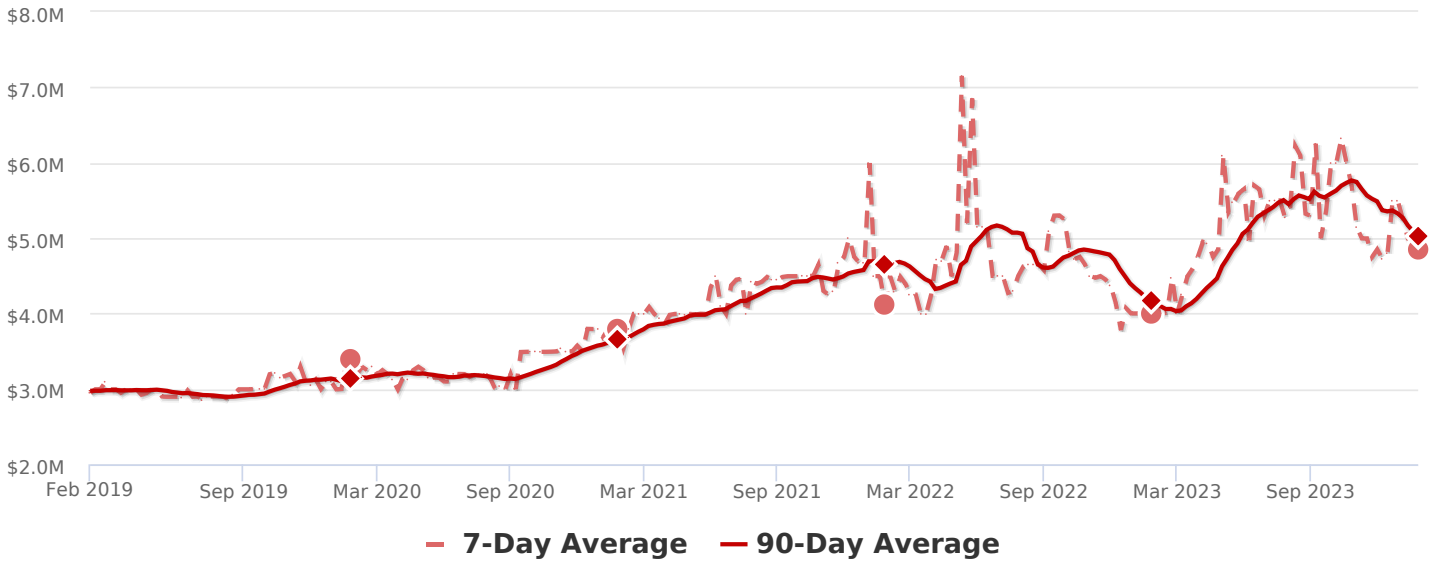
Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New Absorbed	DOM	
\$18,950,000	5,000	0.25 - 0.5 acre	4	5	43	1	0	266
\$6,946,500	3,593	8,000 - 10,000 sqft	4	4.5	22	2	2	154
\$3,925,000	2,431	4,500 - 6,500 sqft	3	3	59	1	1	94
\$2,395,000	1,675	0 - 4,500 sqft	3	2	58	3	0	45

Laguna Beach, CA 92651

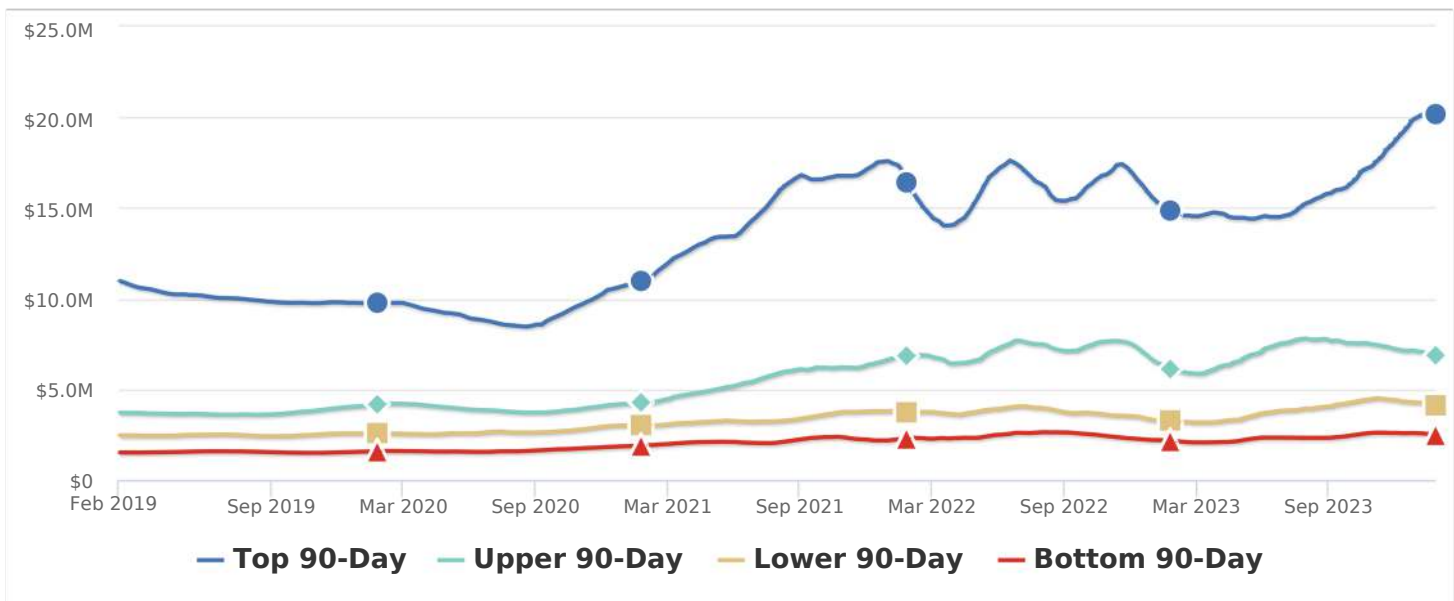
Median List Price

Again this week in this zip code we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high level. At this point, we will be looking for a persistent upward shift in the Market Action Index as a leading indicator for a trough in prices.



Segments

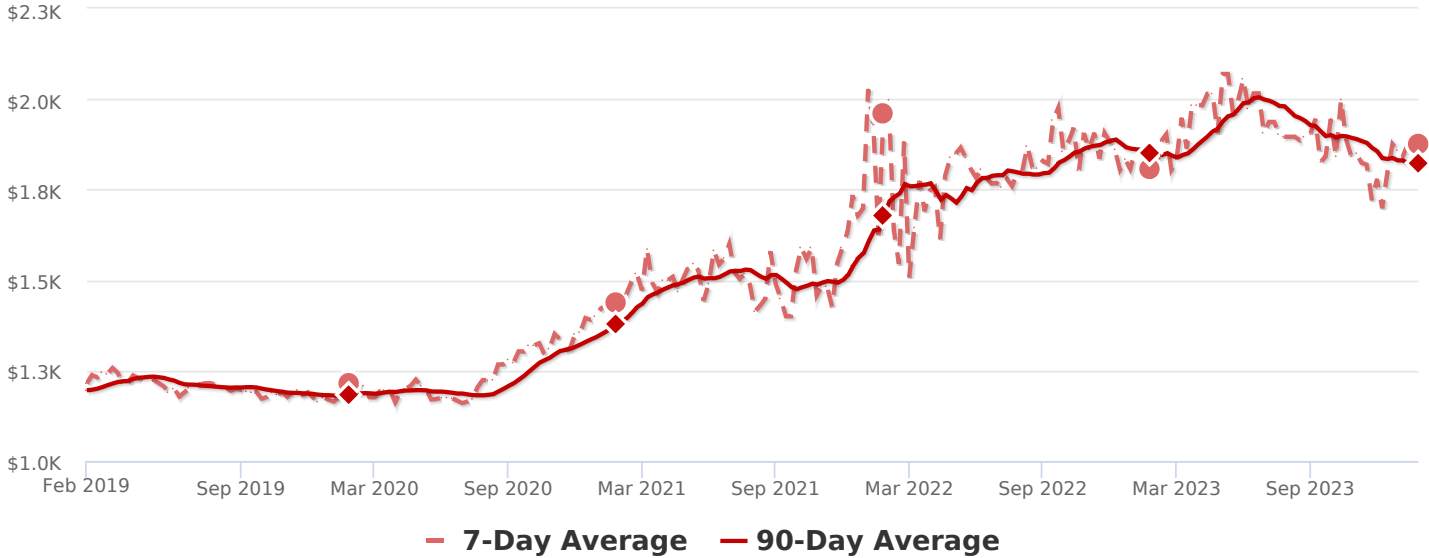
In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 3 has been declining in recent weeks. We'll need to see a persistent shift in the Market Action Index before we see prices across the board move from these levels.



Laguna Beach, CA 92651

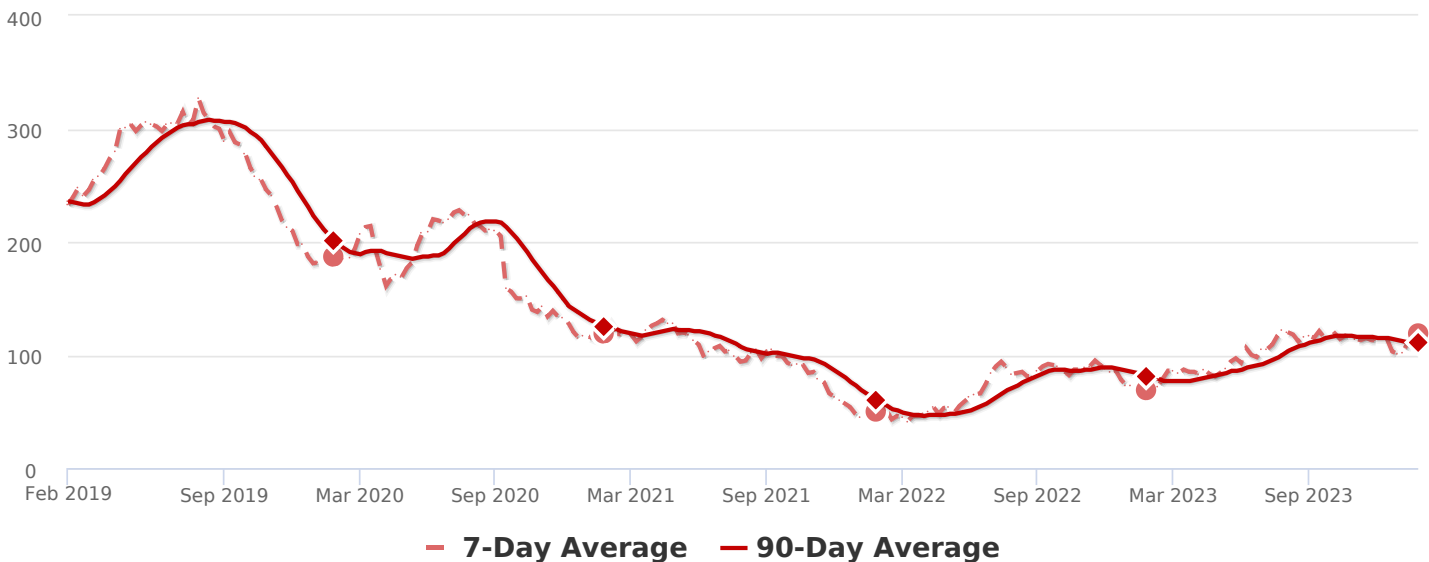
Price Per Square Foot

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

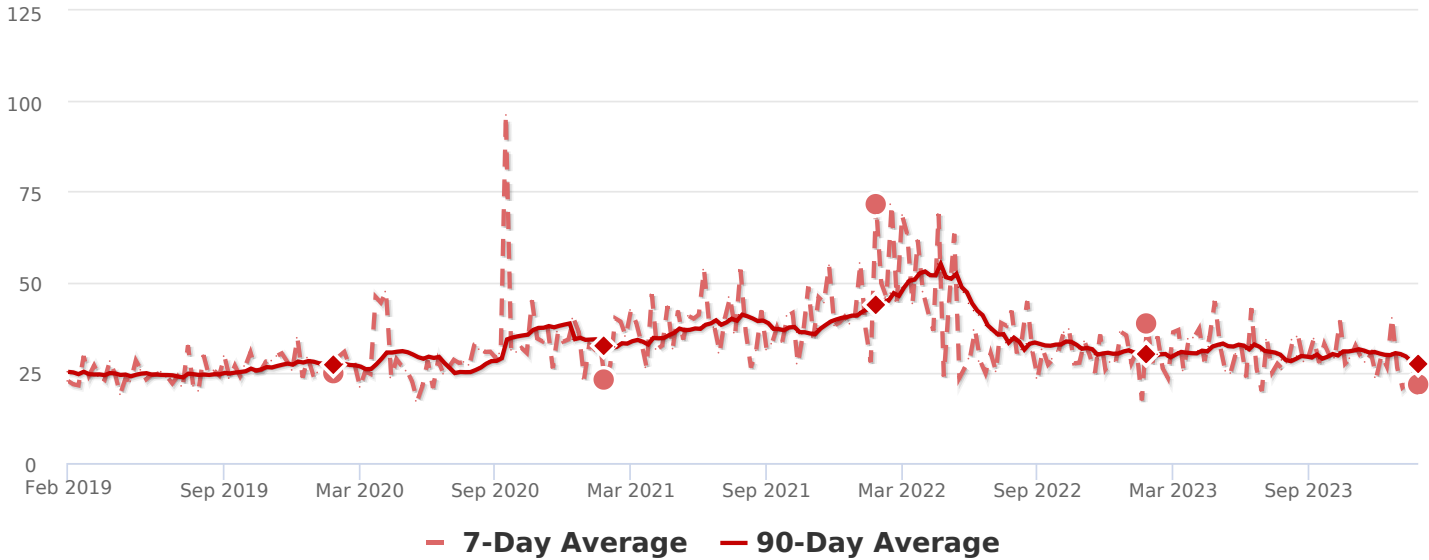
Inventory has been relatively steady around these levels in recent weeks.



Laguna Beach, CA 92651

Market Action Index

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Market Action Segments

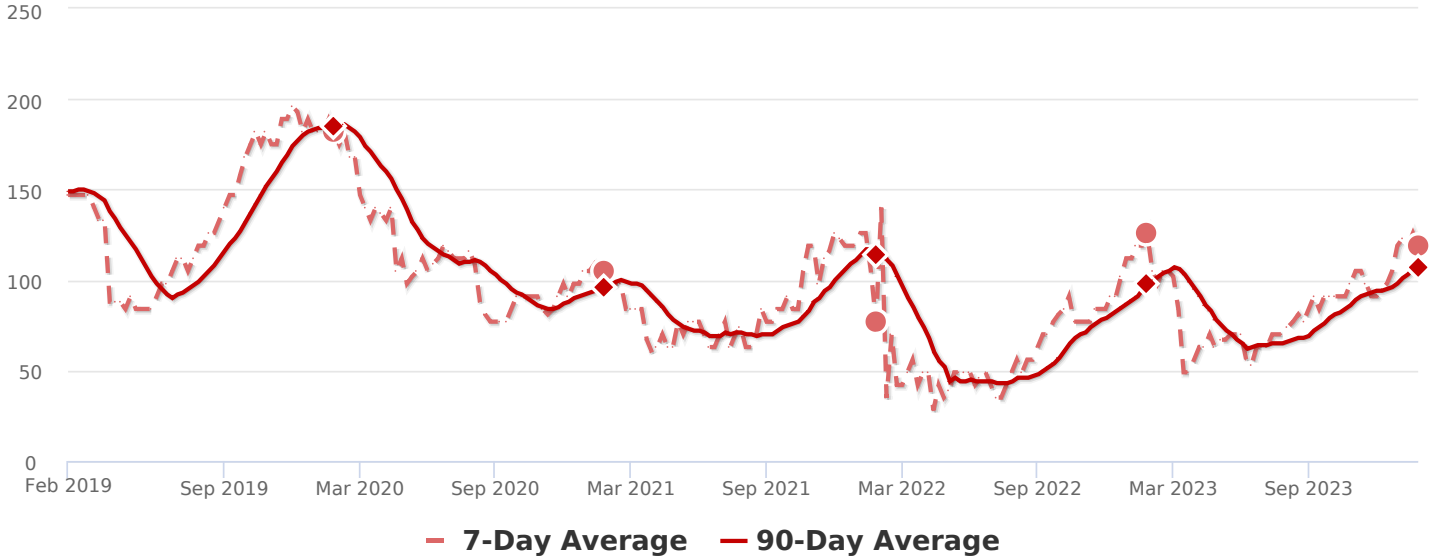
Three of the four quartiles of this zip code are in the Seller's Market zone with relatively low amounts of inventory given the current levels of demand. It's not uncommon that the premium segment of the market takes longer to sell than the rest of the group.



Laguna Beach, CA 92651

Median Days on Market (DOM)

The properties have been on the market for an average of 145 days. Half of the listings have come newly on the market in the past 107 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.

