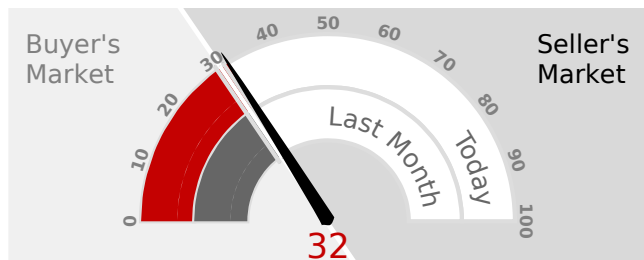


Dana Point, CA 92629

This week the median list price for Dana Point, CA 92629 is \$3,235,000 with the market action index hovering around 32. This is an increase over last month's market action index of 31. Inventory has decreased to 42.

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 Action Index has resumed a climb. Despite the fact that we're in a Seller's market, prices have not yet resumed upward momentum. However, it is likely that given these conditions, prices will at least level off very soon. If the increasing trend continues, expect that prices could shift higher quickly.

Real-Time Market Profile

Median List Price		\$3,235,000
Median Price of New Listings		\$2,837,500
Per Square Foot		\$1,431
Average Days on Market		124
Median Days on Market		63
Price Decreased		31%
Price Increased		0%
Relisted		7%
Inventory		42
Median Rent		\$8,500
Market Action		32

Slight Seller's Advantage

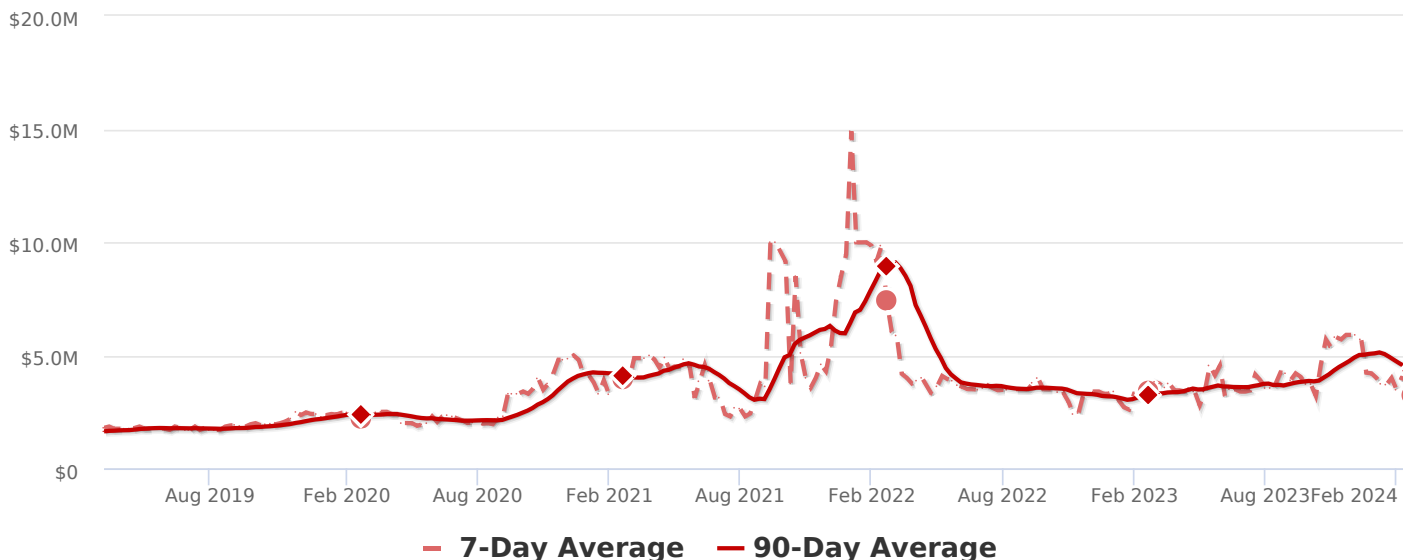
Market Segments

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	178
\$7,875,000	2,991	0.25 - 0.5 acre	3	3.8	56	1	6	31
\$2,588,000	2,395	4,500 - 6,500 sqft	3	3	34	3	1	77
\$1,780,000	1,800	4,500 - 6,500 sqft	3	3	40	0	2	35

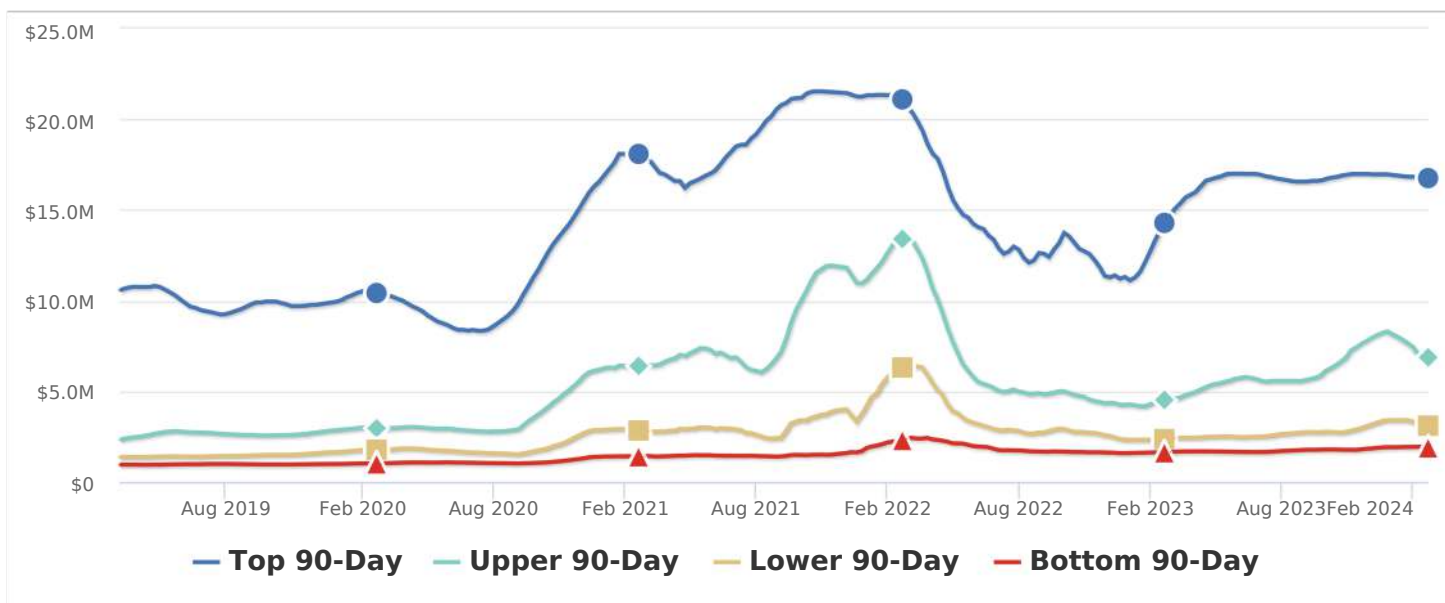
Median List Price

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.



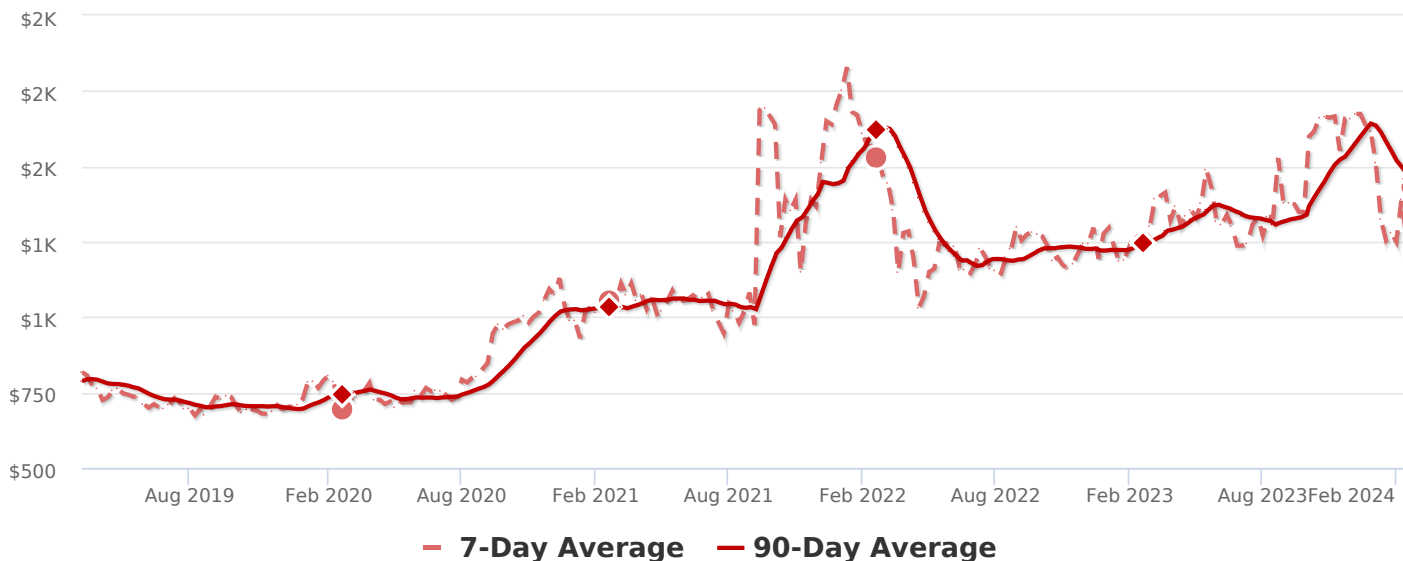
Segments

In the quartile market segments, we see prices across the quartiles of this zip code not tightly correlated recently. Prices in Quartile 1 and 4 have been mixed recently, while the rest of the market is trending downward. Look to a strong, persistent up shift in the Market Action Index as a leading indicator of the trough in the market.



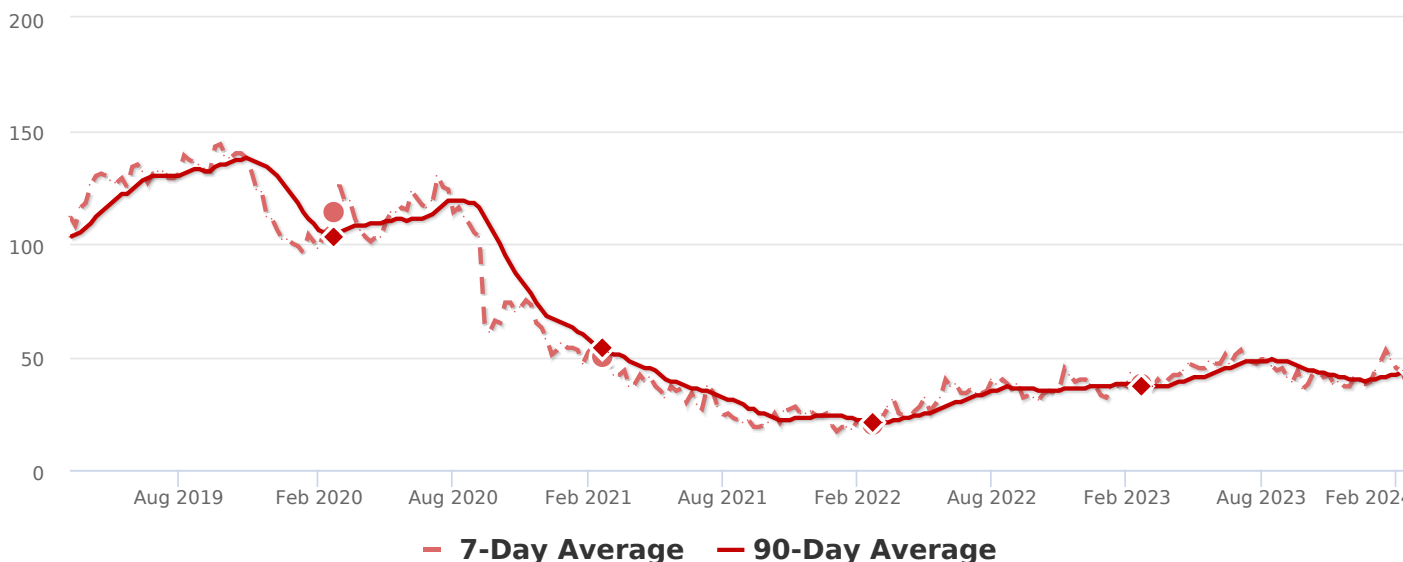
Price Per Square Foot

The market's downward trends are shared across both price and value. People are recently placing less value on homes (you can see the recent declines in price per square foot as evidence.) Look for significant changes in the Market Action Index as a precursor to price and value changes, possibly as inflection points for good investment opportunities.



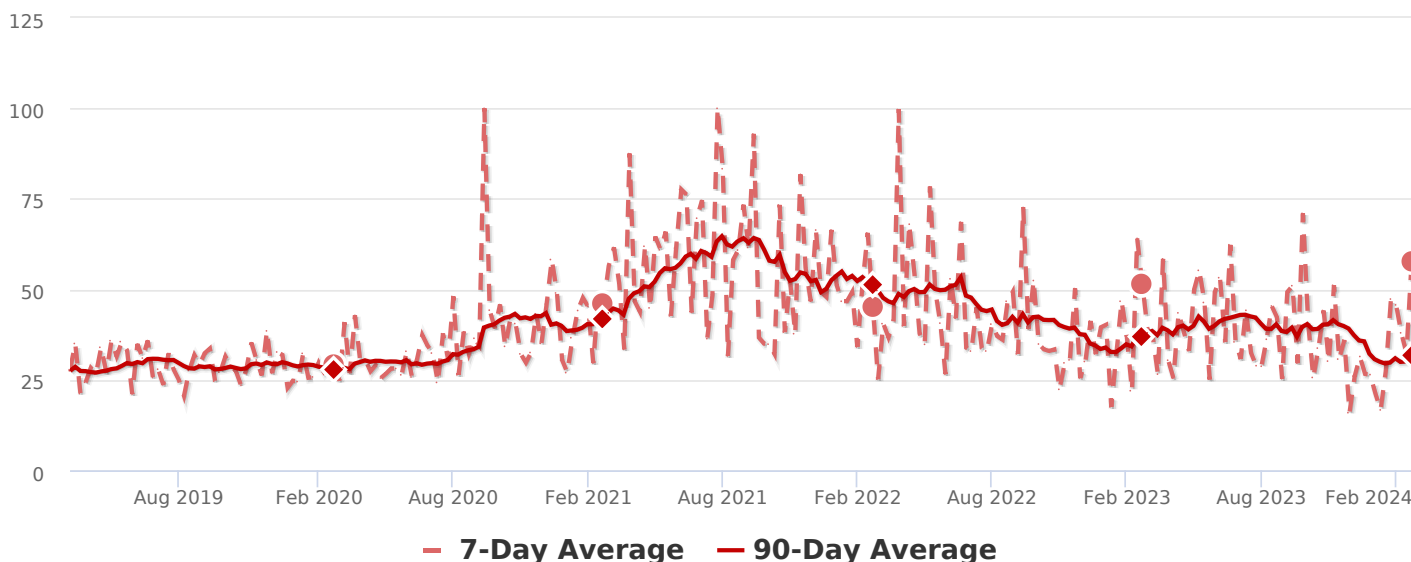
Inventory

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.



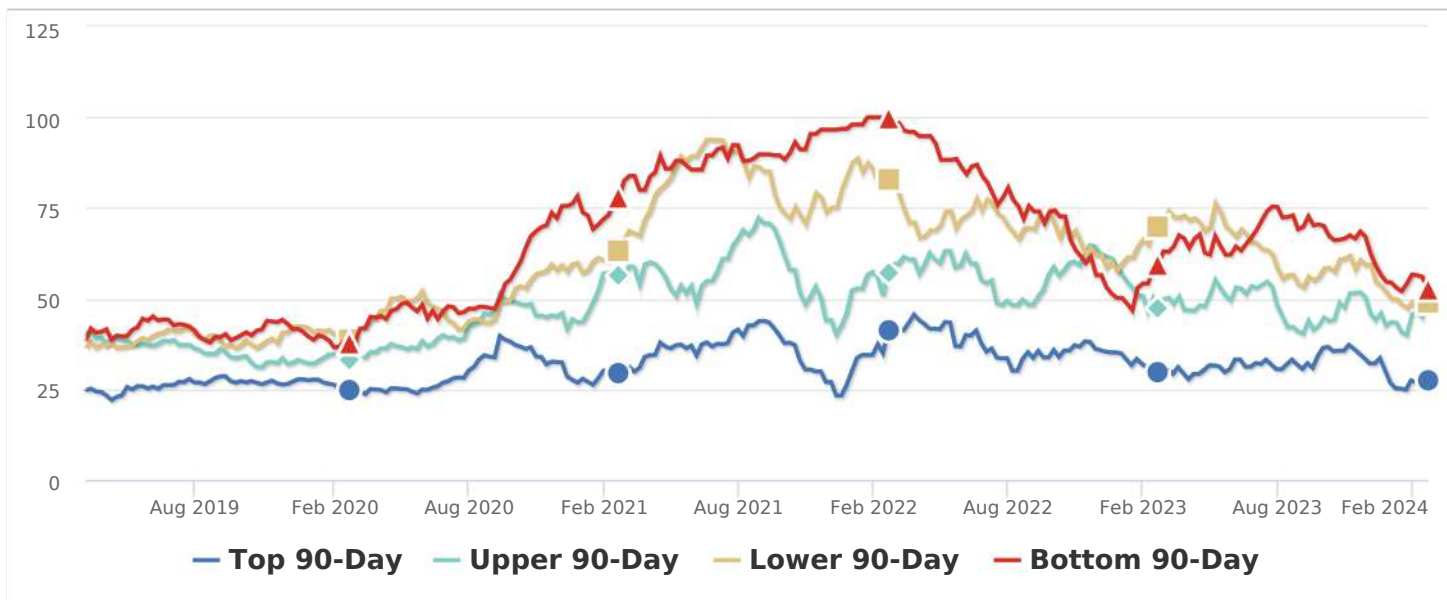
Market Action Index

In the last few weeks, the Market Action Index has resumed a climb. Despite the fact that we're in a Seller's market, prices have not yet resumed upward momentum. However, it is likely that given these conditions, prices will at least level off very soon. If the increasing trend continues, expect that prices could shift higher quickly.



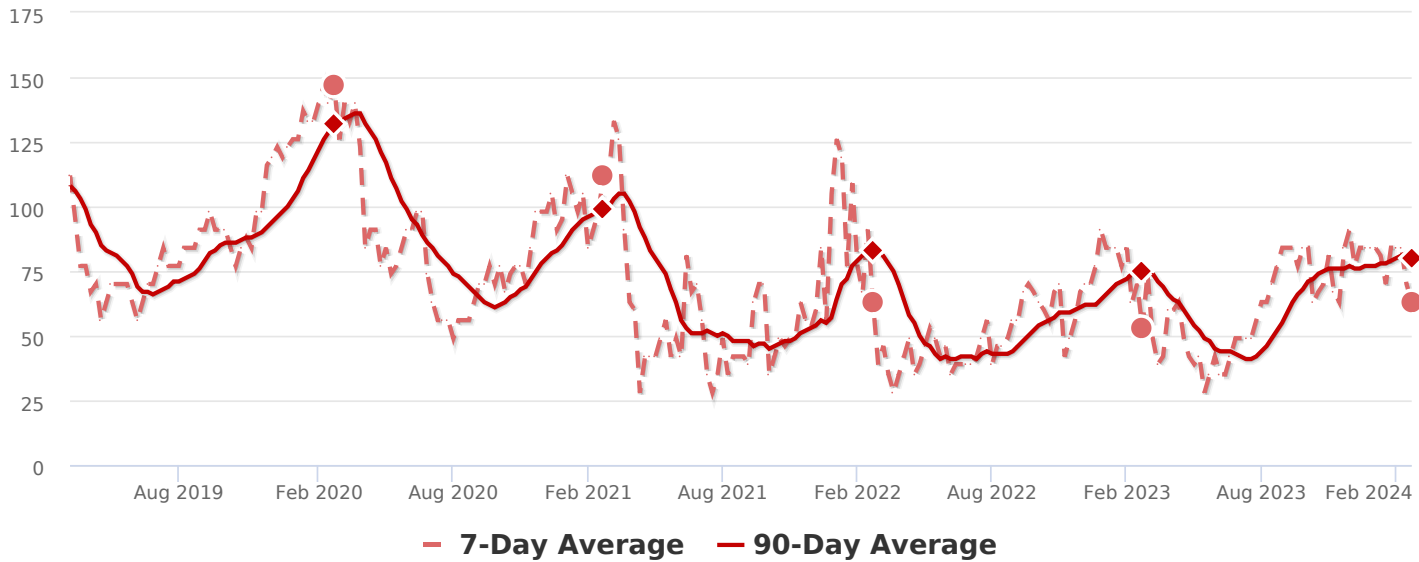
Market Action Segments

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 126 days. Half of the listings have come newly on the market in the past 80 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.

