



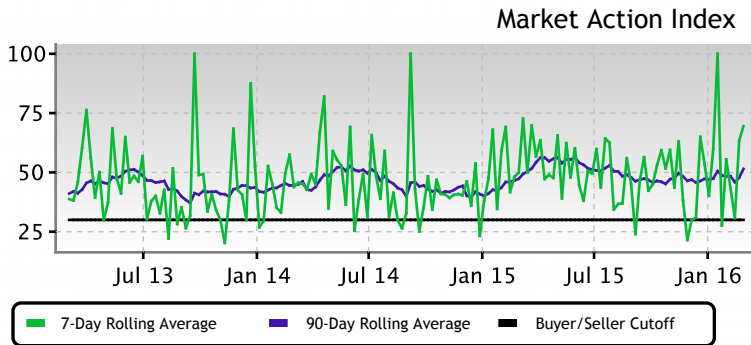
This Week

The median list price in PLACENTIA, CA 92870 this week is \$735,000.

Demand measured by the Market Action Index is increasing and days-on-market is trending downward. Even as more properties come available, these are positive trends for the market.

Supply and Demand

- Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.



The Market Action Index answers the question "How's the Market?" by measuring the current rate of sale versus the amount of the inventory. Index above 30 implies Seller's Market conditions. Below 30, conditions favor the buyer.

Quartiles

Characteristics per Quartile

Investigate the market in quartiles - where each quartile is 25% of homes ordered by price.

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 1,049,495	3400	6,501 - 8,000 sqft	5.0	4.2	16	10	2	1	76	Most expensive 25% of properties
Upper/Second	\$ 834,450	2684	6,501 - 8,000 sqft	4.0	3.0	40	10	3	4	43	Upper-middle 25% of properties
Lower/Third	\$ 704,495	2129	6,501 - 8,000 sqft	4.0	3.5	42	10	2	3	32	Lower-middle 25% of properties
Bottom/Fourth	\$ 575,000	1500	6,501 - 8,000 sqft	3.0	2.0	44	11	3	3	35	Least expensive 25% of properties

Real-Time Market Profile		Trend
Median List Price	\$ 735,000	↔↔
Asking Price Per Square Foot	\$ 319	↔↔
Average Days on Market (DOM)	46	↓↓
Percent of Properties with Price Decrease	39 %	
Percent Relisted (reset DOM)	5 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	2429	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	
Market Action Index	Strong Seller's 51.5	↑↑

- ↔↔ No change
- ↑↑ Strong upward trend
- ↓↓ Strong downward trend
- ↑ Slight upward trend
- ↓ Slight downward trend

Price

- We continue to see prices in this zip code bounce around this plateau. Look for a persistent down-shift in the Market Action Index before we see prices deviate from these levels.

