

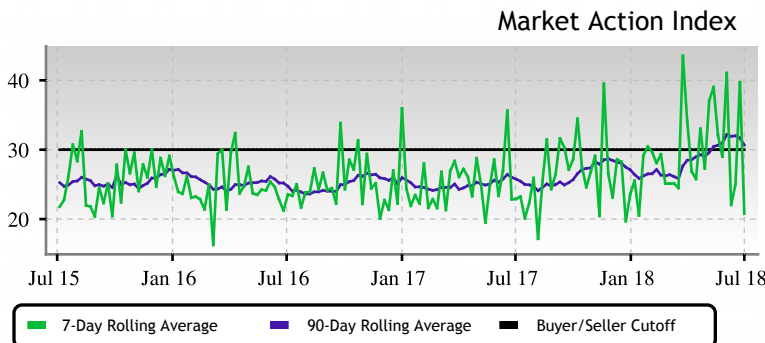
This Week

The median list price in LA JOLLA, CA 92037 this week is \$3,468,500.

The Market Action Index has been trending down lately, while inventory and days-on-market are climbing. The trends imply a weakening market.

Supply and Demand

- The market has started cooling and prices have recently plateaued. Since we're in the Seller's zone, watch for changes in MAI. If the MAI resumes its climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.



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	\$ 7,800,000	6448	0.25 - 0.50 acre	5.0	6.5	15	43	1	1	146	Most expensive 25% of properties
Upper/Second	\$ 4,388,000	4728	0.25 - 0.50 acre	5.0	4.5	28	43	1	0	172	Upper-middle 25% of properties
Lower/Third	\$ 2,995,000	3194	8,001 - 10,000 sqft	4.0	3.5	30	44	1	2	112	Lower-middle 25% of properties
Bottom/Fourth	\$ 1,785,000	2252	6,501 - 8,000 sqft	4.0	2.8	41	44	2	2	93	Least expensive 25% of properties

Real-Time Market Profile		Trend
Median List Price	\$ 3,468,500	↔
Asking Price Per Square Foot	\$ 944	↔
Average Days on Market (DOM)	130	↑↑
Percent of Properties with Price Decrease	40 %	
Percent Relisted (reset DOM)	18 %	
Percent Flip (price increased)	5 %	
Median House Size (sq ft)	3750	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	4.0	
Market Action Index Seller's Advantage	30.7	↓

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

Price

- While the median price in this zip code hasn't moved much in the last few weeks, we are relatively close to the market's high-water mark. Watch for persistent downward shift in the Market Action Index into the Buyer's zone as a leading indicator of the price strength subsiding.

