

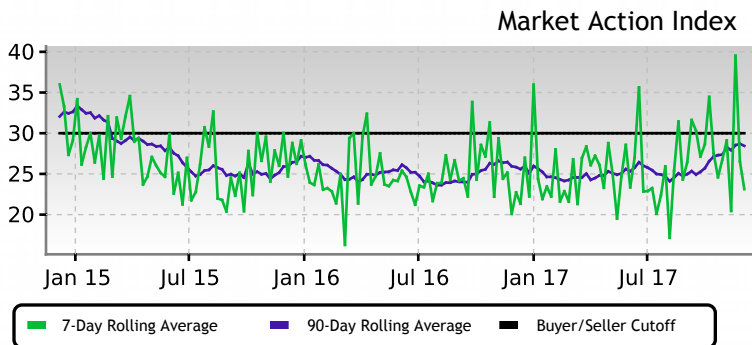
## This Week

The median list price in LA JOLLA, CA 92037 this week is \$2,995,000.

Inventory is tightening and days-on-market is falling. But demand as measured by the Market Action Index is also trending down. The market is not giving strong up or down signals from these data.

## Supply and Demand

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.



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	\$ 5,995,000	5497	0.25 - 0.50 acre	5.0	5.5	14	41	1	0	281	Most expensive 25% of properties
Upper/Second	\$ 3,749,000	3790	0.25 - 0.50 acre	5.0	4.5	27	41	0	1	233	Upper-middle 25% of properties
Lower/Third	\$ 2,590,000	2913	0.25 - 0.50 acre	4.0	3.5	27	41	0	2	166	Lower-middle 25% of properties
Bottom/Fourth	\$ 1,597,500	2679	8,001 - 10,000 sqft	4.0	3.0	39	42	6	4	120	Least expensive 25% of properties

Real-Time Market Profile		Trend
Median List Price	\$ 2,995,000	↔↔
Asking Price Per Square Foot	\$ 953	↑↑
Average Days on Market (DOM)	200	↓
Percent of Properties with Price Decrease	40 %	
Percent Relisted (reset DOM)	19 %	
Percent Flip (price increased)	2 %	
Median House Size (sq ft)	3397	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	4.0	
Market Action Index	Buyer's Advantage 28.4	↔↔

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

## Price

- Prices in this zip code seem to have settled around a plateau. Look for a persistent down-shift in the Market Action Index before we see prices deviate from these levels.

