

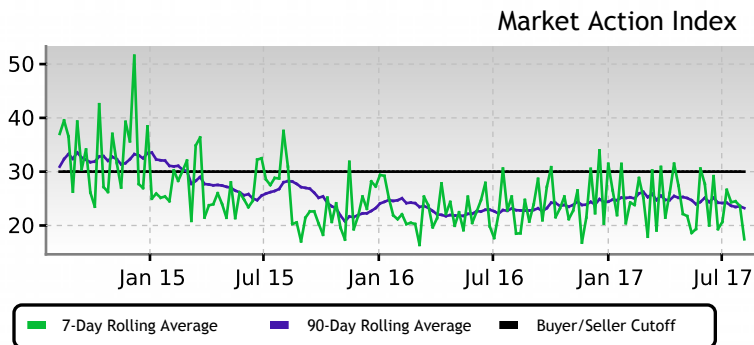
This Week

The median list price in RANCHO SANTA FE, CA 92067 this week is \$3,299,000.

The Market Action index has been trending down lately, while days-on-market is climbing, providing mostly bearish signs for the market.

Supply and Demand

- The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward pressure on pricing.



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	\$ 6,995,000	9978	2.5 - 5.0 acres	6.0	7.5	16	53	3	1	192	Most expensive 25% of properties
Upper/Second	\$ 3,995,000	7515	1.0 - 2.5 acres	5.0	6.0	19	53	1	0	204	Upper-middle 25% of properties
Lower/Third	\$ 2,995,000	5878	2.5 - 5.0 acres	5.0	5.5	24	53	0	0	168	Lower-middle 25% of properties
Bottom/Fourth	\$ 2,125,000	4130	1.0 - 2.5 acres	4.0	4.5	27	53	2	1	164	Least expensive 25% of properties

Real-Time Market Profile		Trend
Median List Price	\$ 3,299,000	↔↔
Asking Price Per Square Foot	\$ 560	↔↔
Average Days on Market (DOM)	182	↑↑
Percent of Properties with Price Decrease	33 %	
Percent Relisted (reset DOM)	16 %	
Percent Flip (price increased)	11 %	
Median House Size (sq ft)	6682	
Median Lot Size	2.5 - 5.0 acres	
Median Number of Bedrooms	5.0	
Median Number of Bathrooms	5.5	
Market Action Index	Buyer's Advantage 23.2	↓↓

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

Price

- In the last few weeks we've seen prices in this zip code bouncing around this plateau. Look for a persistent down-shift in the Market Action Index before we see prices deviate from these levels.

