

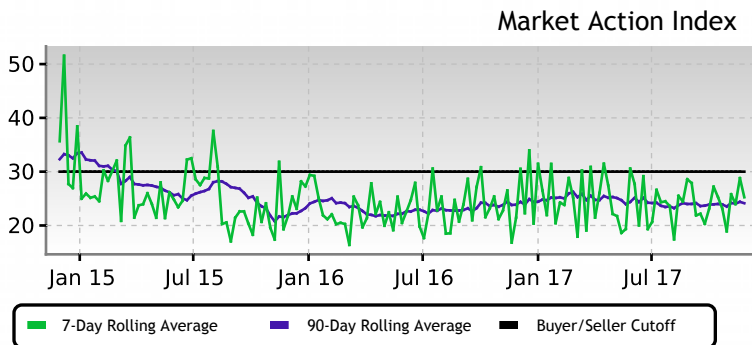
This Week

The median list price in RANCHO SANTA FE, CA 92067 this week is \$3,670,000.

Inventory has been lightening lately and the Market Action Index has been trending up. Though days-on-market is increasing, these are mildly positive indications for the market.

Supply and Demand

- Home sales have begun exceeding new inventory. This is a Buyer's market so prices are not yet moving higher as excess inventory is consumed. If the tightening continues and the market moves into the Seller's zone, we may see upward 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

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 7,800,000	10375	2.5 - 5.0 acres	6.0	7.5	18	43	2	3	224	Most expensive 25% of properties
Upper/Second	\$ 4,595,000	7800	2.5 - 5.0 acres	5.0	6.0	18	43	1	2	227	Upper-middle 25% of properties
Lower/Third	\$ 2,991,944	5986	1.0 - 2.5 acres	5.0	5.5	26	44	1	2	212	Lower-middle 25% of properties
Bottom/Fourth	\$ 1,920,000	3851	1.0 - 2.5 acres	4.0	3.8	28	44	1	2	140	Least expensive 25% of properties

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

Real-Time Market Profile		Trend
Median List Price	\$ 3,670,000	↔↔
Asking Price Per Square Foot	\$ 564	↔↔
Average Days on Market (DOM)	200	↑↑
Percent of Properties with Price Decrease	35 %	
Percent Relisted (reset DOM)	17 %	
Percent Flip (price increased)	3 %	
Median House Size (sq ft)	6633	
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 24.1	↑

- ↔↔ 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.

