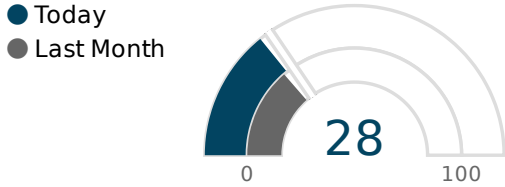


LA JOLLA, CA 92037  
Single-Family Homes

This week the median list price for La Jolla, CA 92037 is \$2,950,000 with the market action index hovering around 28. This is an increase over last month's market action index of 27. Inventory has held steady at or around 147.

MARKET ACTION INDEX

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.



Slight Buyer's Advantage

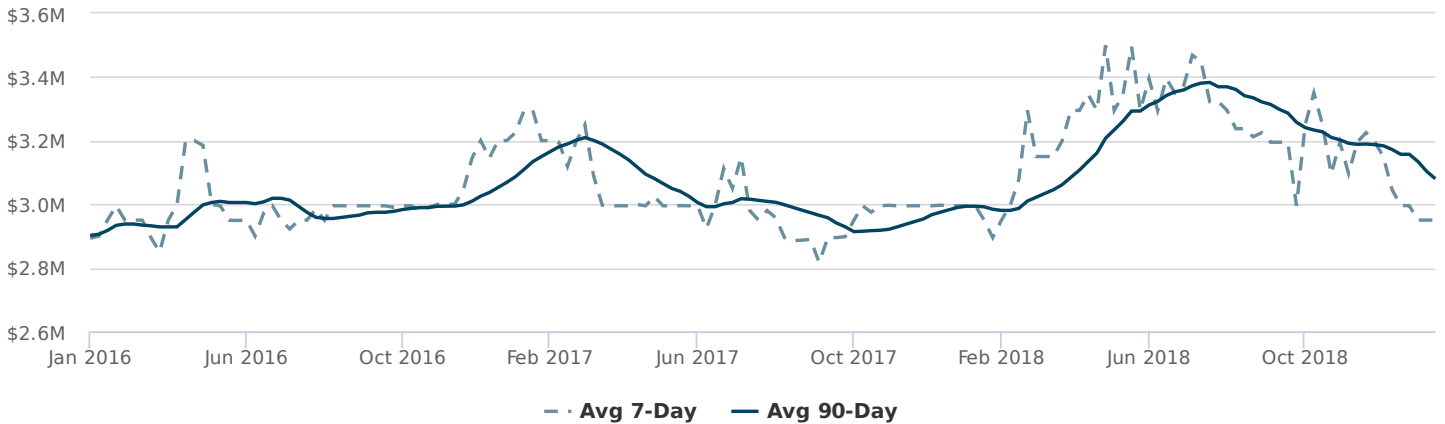
Home sales have been exceeding new inventory for several weeks. Since this is a Buyer's market, prices are not yet moving higher as excess inventory is consumed. However, as the supply and demand trends continue, the market moves into the Seller's zone, and we are likely to see upward pressure on pricing.

REAL-TIME MARKET PROFILE

Median List Price	\$2,950,000
Per Square Foot	\$878
Days on Market	155
Price Decreased	38%
Price Increased	3%
Relisted	22%
Inventory	147
Median House Rent	\$3,425
Most Expensive	\$30,000,000
Least Expensive	\$949,000
Market Action Index	28

**Slight Buyer's Advantage**

MEDIAN LIST PRICE



MARKET SEGMENTS

Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$6,747,000	6,242	0.25 - 0.5 acre	5	6	15	3	4	228
\$3,685,000	4,210	0.25 - 0.5 acre	4	4	16	2	1	164
\$2,495,000	3,060	0.25 - 0.5 acre	4	3	41	2	5	129
\$1,648,000	2,123	6,500 - 8,000 sqft	3	2	42	6	4	103