

This Week

The median list price in LADERA RANCH, CA this week is \$614,900.

Demand measured by the Market Action Index is increasing and days-on-market is trending downward. Even as more properties come available, these are positive trends 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.

Real-Time Market Profile

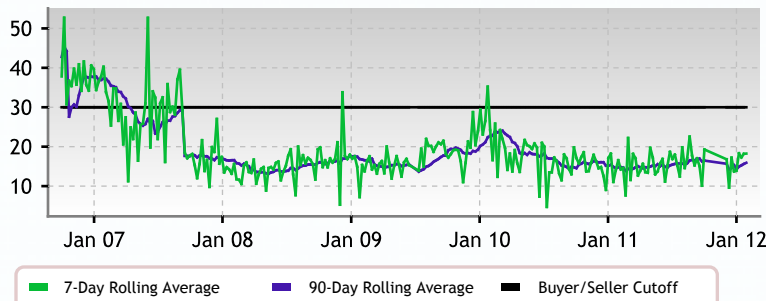
Real-Time Market Profile		Trend
Median List Price	\$ 614,900	±+
Asking Price Per Square Foot	\$ 244	=
Average Days on Market (DOM)	165	≠
Percent of Properties with Price Decrease	39 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	5 %	
Median House Size (sq ft)	2577	
Median Lot Size	4,501 - 6,500 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	
Market Action Index	Strong Buyer's 15.9	=

±+ No change == Strong upward trend ≠ Strong downward trend
= Slight upward trend ≠ Slight downward trend

Price

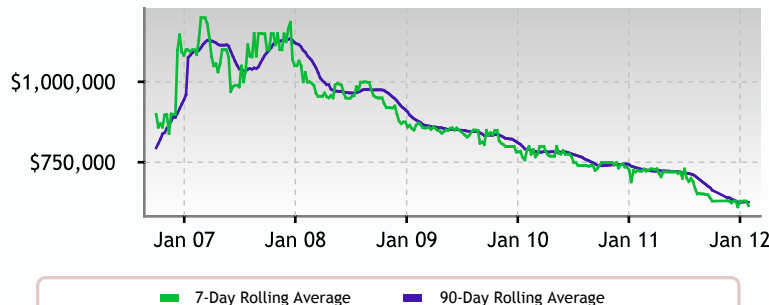
- Despite this week's down tic, the market seems to have paused around this plateau. The Market Action Index is a good leading indicator for the durability of this shift.

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.

Price Trends



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	\$ 1,270,000	4401	0.25 - 0.50 acre	5.0	5.0	6	34	3	3	179	Most expensive 25% of properties
Upper/Second	\$ 789,500	3200	4,501 - 6,500 sqft	4.0	3.5	9	34	4	3	192	Upper-middle 25% of properties
Lower/Third	\$ 553,000	2275	Less than 4,500 sqft	4.0	3.0	10	34	0	4	131	Lower-middle 25% of properties
Bottom/Fourth	\$ 414,500	1800	Less than 4,500 sqft	3.0	2.5	9	35	7	0	159	Least expensive 25% of properties