

## This Week

The median list price in LADERA RANCH, CA this week is \$360,000.

Demand measured by the Market Action Index is increasing and days-on-market is holding steady. With more properties coming available, conditions are mildly positive.

## Supply and Demand

- Home sales have been exceeding new inventory for several weeks. While still a Buyer's market, prices seem to have responded by moving upward. If the demand trends continue, expect prices to keep marching upward, especially once we see a Seller's Market.

### Real-Time Market Profile

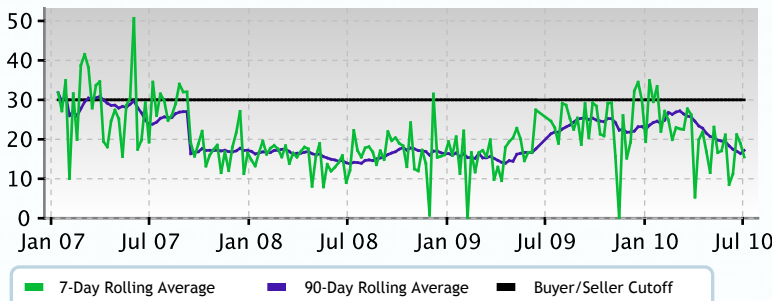
|   |                     | Trend |
|---|---------------------|-------|
| Median List Price                         | \$ 360,000          | ↑↑    |
| Asking Price Per Square Foot              | \$ 231              | ↑↑    |
| Average Days on Market (DOM)              | 130                 | ↔↔    |
| Percent of Properties with Price Decrease | 34 %                |       |
| Percent Relisted (reset DOM)              | 3 %                 |       |
| Percent Flip (price increased)            | 12 %                |       |
| Median House Size (sq ft)                 | 1550                |       |
| Median Number of Bedrooms                 | 3.0                 |       |
| Median Number of Bathrooms                | 2.5                 |       |
| Market Action Index                       | Strong Buyer's 17.2 | ↑↑    |

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

## Price

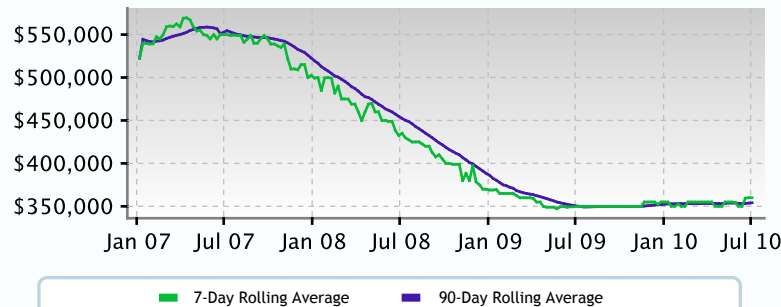
- This week saw relatively little price change from last week. However, prices continue demonstrate a nice up trend in general over the last several weeks.

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 | Square Feet | Beds | Baths | Age | Inventory | New | Absorbed | DOM |                                   |
|---------------|--------------|-------------|------|-------|-----|-----------|-----|----------|-----|-----------------------------------|
| Top/First     | \$ 459,500   | 2000        | 3.0  | 2.5   | 6   | 34        | 3   | 1        | 105 | Most expensive 25% of properties  |
| Upper/Second  | \$ 391,125   | 1600        | 3.0  | 2.5   | 7   | 34        | 2   | 2        | 125 | Upper-middle 25% of properties    |
| Lower/Third   | \$ 340,000   | 1493        | 2.5  | 2.5   | 7   | 34        | 2   | 2        | 133 | Lower-middle 25% of properties    |
| Bottom/Fourth | \$ 300,000   | 1350        | 2.0  | 2.5   | 7   | 35        | 1   | 2        | 155 | Least expensive 25% of properties |