

This Week

The median list price in RANCHO SANTA FE, CA 92091 this week is \$2,547,500.

With inventory trending up but days-on-market trending down and the Market Action Index essentially flat recently, conditions do not seem to have strong up or down pull.

Supply and Demand

- The market has settled in at a relative stasis in inventory and sales conditions. It's a Buyer's market that has seen prices trend lower. Expect that consistent up trends in demand will be required before price trends change significantly.

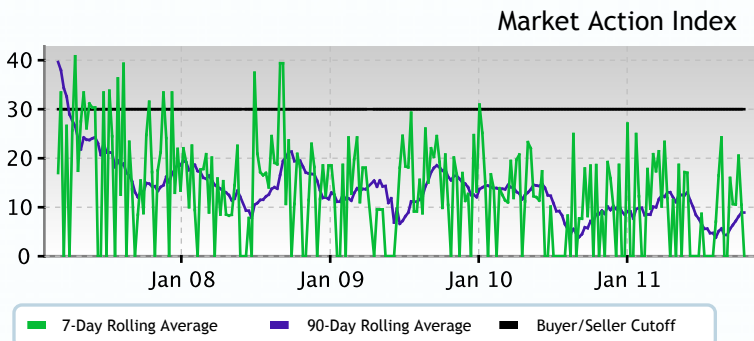
Real-Time Market Profile

Real-Time Market Profile		Trend
Median List Price	\$ 2,547,500	↓↓↓
Asking Price Per Square Foot	\$ 442	↓↓↓
Average Days on Market (DOM)	182	↓↓↓
Percent of Properties with Price Decrease	32 %	
Percent Relisted (reset DOM)	36 %	
Percent Flip (price increased)	4 %	
Median House Size (sq ft)	4362	
Median Lot Size	0.50 - 1.0 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	4.8	
Market Action Index	Strong Buyer's 8.9	↔↔

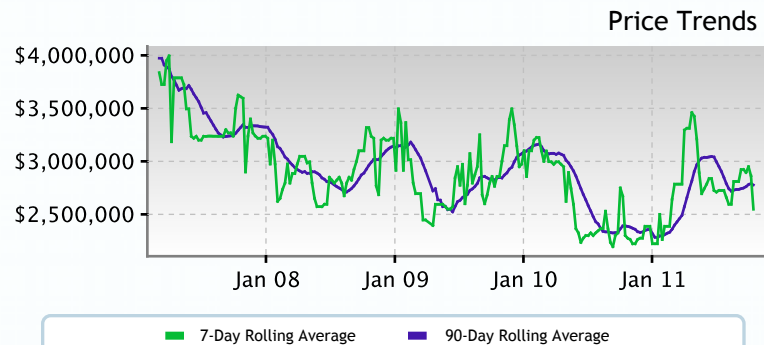
↔↔ No change ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↑ Slight upward trend ↓ Slight downward trend

Price

- Again this week in this zip code we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high level. At this point, we will be looking for a persistent upward shift in the Market Action Index as a leading indicator for a trough in prices.



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	Description
Top/First	\$ 3,995,000	8826	1.0 - 2.5 acres	5.0	6.0	8	12	2	0	180	Most expensive 25% of properties
Upper/Second	\$ 3,123,987	8120	0.50 - 1.0 acre	5.0	5.5	6	12	5	0	187	Upper-middle 25% of properties
Lower/Third	\$ 1,759,000	3371	0.25 - 0.50 acre	4.0	4.5	8	13	2	0	270	Lower-middle 25% of properties
Bottom/Fourth	\$ 729,000	2186	8,001 - 10,000 sqft	3.0	3.0	29	13	4	0	90	Least expensive 25% of properties