



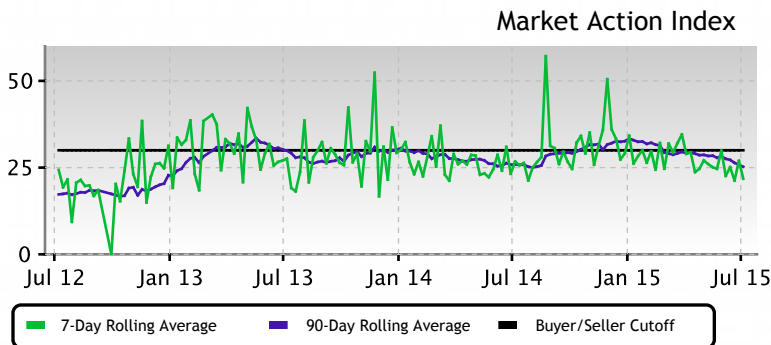
This Week

The median list price in LA JOLLA, CA 92037 this week is \$2,795,000.

Inventory is up and Market Action is trending down recently. While days-on-market appears to be trending lower, the overall conditions are weakening a bit.

Supply and Demand

- The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward 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

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	\$ 7,347,500	6550	0.25 - 0.50 acre	5.0	6.0	16	54	2	0	175	Most expensive 25% of properties
Upper/Second	\$ 3,750,000	4364	0.25 - 0.50 acre	5.0	4.0	24	54	3	3	144	Upper-middle 25% of properties
Lower/Third	\$ 2,322,498	2988	8,001 - 10,000 sqft	4.0	3.0	42	54	1	3	126	Lower-middle 25% of properties
Bottom/Fourth	\$ 1,410,000	2344	8,001 - 10,000 sqft	3.0	2.0	44	54	8	1	84	Least expensive 25% of properties

Real-Time Market Profile		Trend
Median List Price	\$ 2,795,000	↔↔
Asking Price Per Square Foot	\$ 817	↔↔
Average Days on Market (DOM)	132	↘↘
Percent of Properties with Price Decrease	41 %	
Percent Relisted (reset DOM)	16 %	
Percent Flip (price increased)	6 %	
Median House Size (sq ft)	3504	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	4.0	
Market Action Index	Buyer's Advantage 25.3	↘↘

↔↔ No change ↗↗ Strong upward trend ↘↘ Strong downward trend
 ↗ Slight upward trend ↘ Slight downward trend

Price

- In the last few weeks we've seen prices in this zip code bouncing around this plateau. Look for a persistent down-shift in the Market Action Index before we see prices deviate from these levels.

