

JASON RICHARDS'S MARKET UPDATE

SOLANA BEACH, CA
92075

- **Current Real Estate Market Conditions for Single Family Homes**
- **Trends in Pricing**
- **Current Levels of Supply and Demand**
- **Value Metrics**

- **Report for the week of
April 14, 2014**

- **Presented by Jason Richards**
San Diego Coastal Homes
www.noviproperty.com - jason@noviproperty.com
619-417-1658



This Week

- The median list price in SOLANA BEACH, CA 92075 this week is \$1,575,000. The 25 properties have been on the market for an average of 135 days.

The Market Action Index has been climbing lately while days-on-market are trending down, these point to a positive near-term outlook for the market.

Supply and Demand

- In the last few weeks the market has achieved a relative stasis point in terms of sales to inventory. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up, prices are likely to resume an upward climb.

Real-Time Market Profile

		Trend
Median List Price	\$ 1,575,000	↔
Average List Price	\$ 2,269,780	
Asking Price Per Square Foot	\$ 579	↓↓
Average Days on Market (DoM)	135	↓↓
Inventory of Properties Listed	25	↔
Most Expensive Listing	\$ 10,500,000	
Least Expensive Listing	\$ 760,000	
Average Age of Listing	30	
Percent of Properties with Price Decrease	20 %	
Percent Relisted (reset DOM)	20 %	
Percent Flip (price increased)	12 %	
Median House Size (sq ft)	3038	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	

Altos Research Value Statistics

Market Action Index Seller's Advantage 36.8 ↔

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 a seller's advantage. Below 30, conditions give the advantage to the buyer.

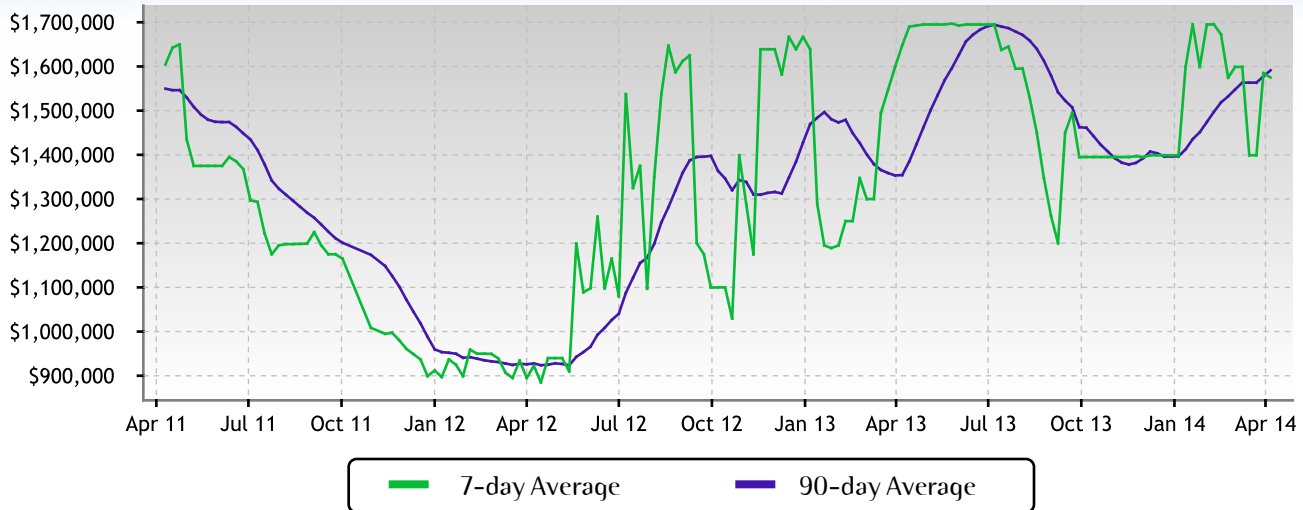
Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↔ No change ↑ Slight upward trend ↓ Slight downward trend

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 3,722,500	4552	8,001 - 10,000 sqft	4.0	4.5	12	6	0	0	159	Most expensive 25% of properties
Upper/Second	\$ 2,124,750	3644	8,001 - 10,000 sqft	4.5	4.2	24	6	0	0	184	Upper-middle 25% of properties
Lower/Third	\$ 1,387,000	2928	0.25 - 0.50 acre	3.5	3.0	22	6	1	2	136	Lower-middle 25% of properties
Bottom/Fourth	\$ 1,100,000	2288	0.25 - 0.50 acre	3.0	2.5	41	7	2	2	70	Least expensive 25% of properties

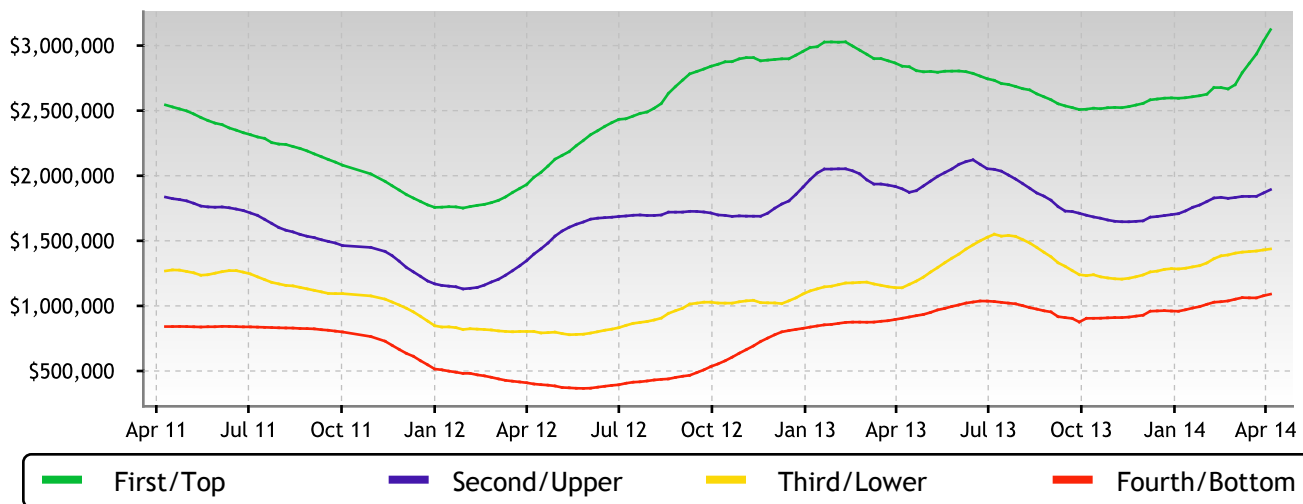
Median Price

We continue to see prices in this zip code bounce around this plateau. Look for a persistent down-shift in the Market Action Index before we see prices deviate from these levels.



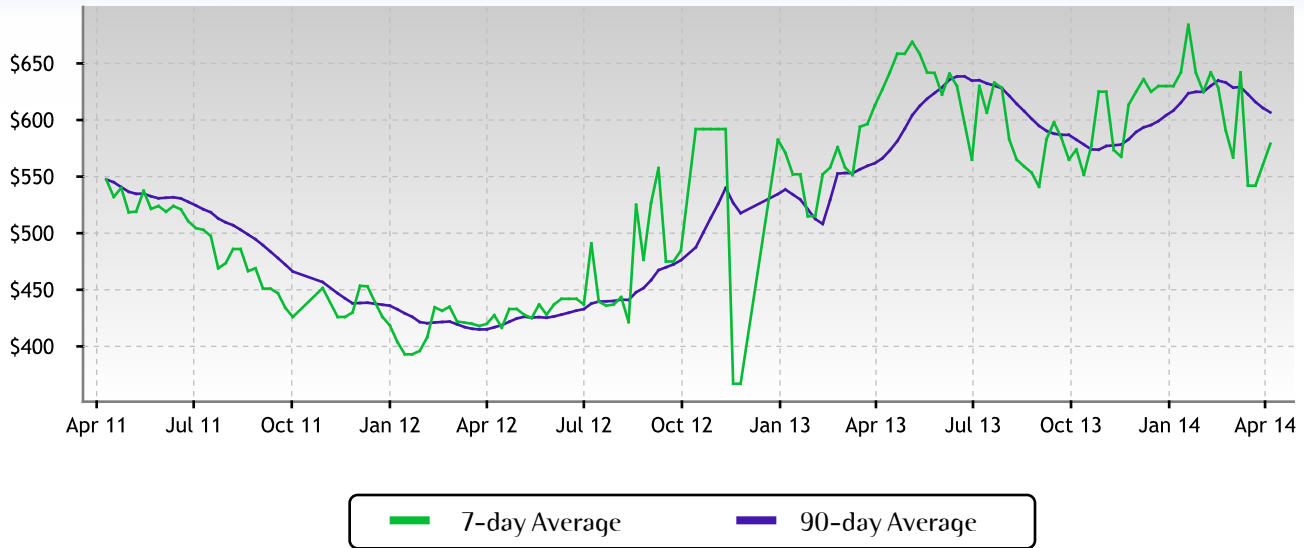
Quartile Prices

In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 1 is on a bit of an up trend in recent weeks. We'll need to see a persistent shift in the Market Action Index before we see prices across the board move from these levels.



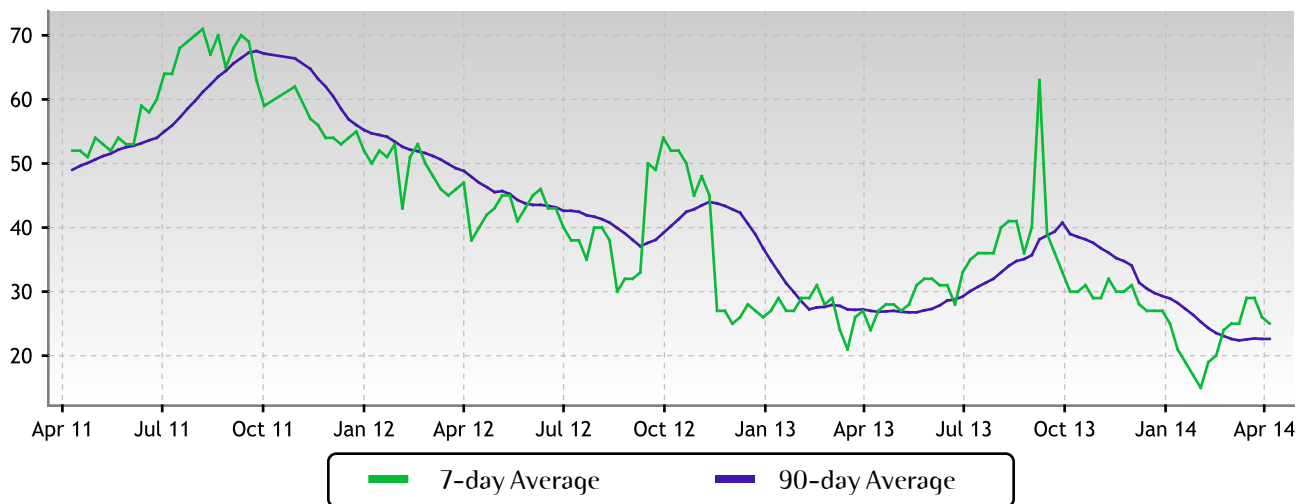
Price per Square Foot

While prices have been basically flat, the price per square foot has been heading downward. While not a sign of broad strength in a market, larger homes are coming more available and buyers are tending to get more home for their money.



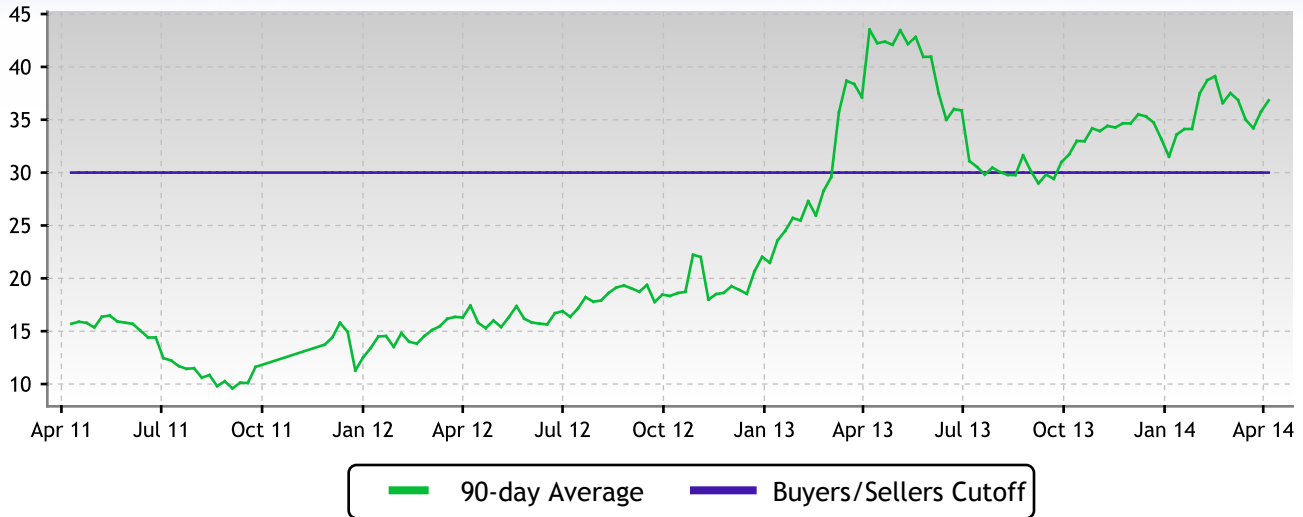
Inventory of Properties Listed for Sale

Inventory has been relatively steady around these levels in recent weeks.



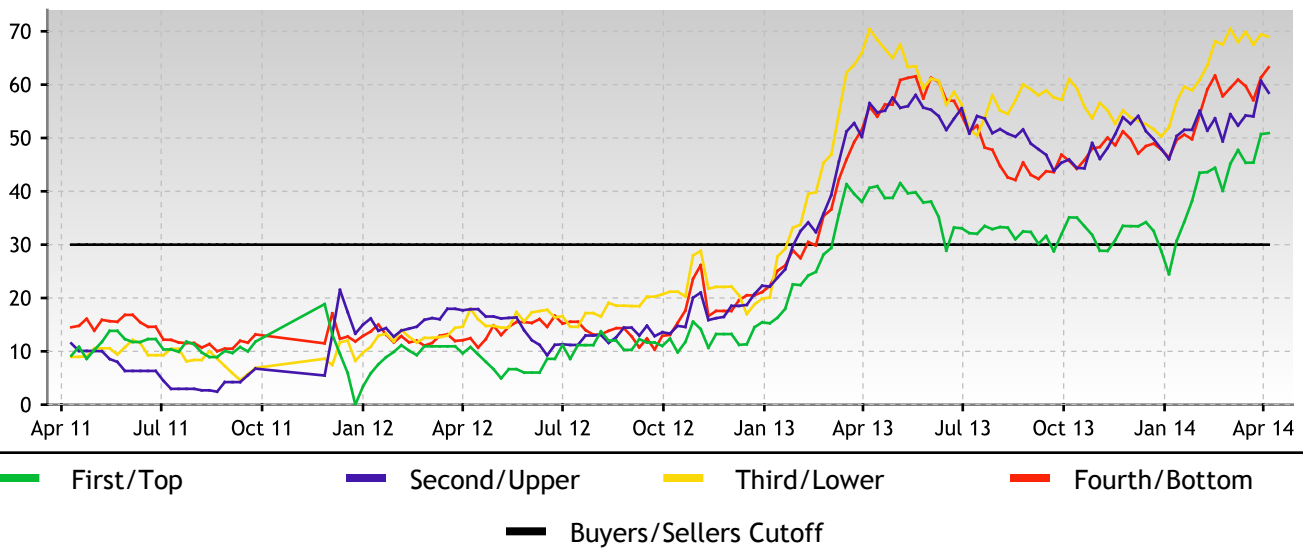
Market Action Index

The SOLANA BEACH, 92075 market is currently in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 36.84 which indicates that demand is strong and available supply of homes gets snapped up relatively quickly.



Market Action Index per Quartile

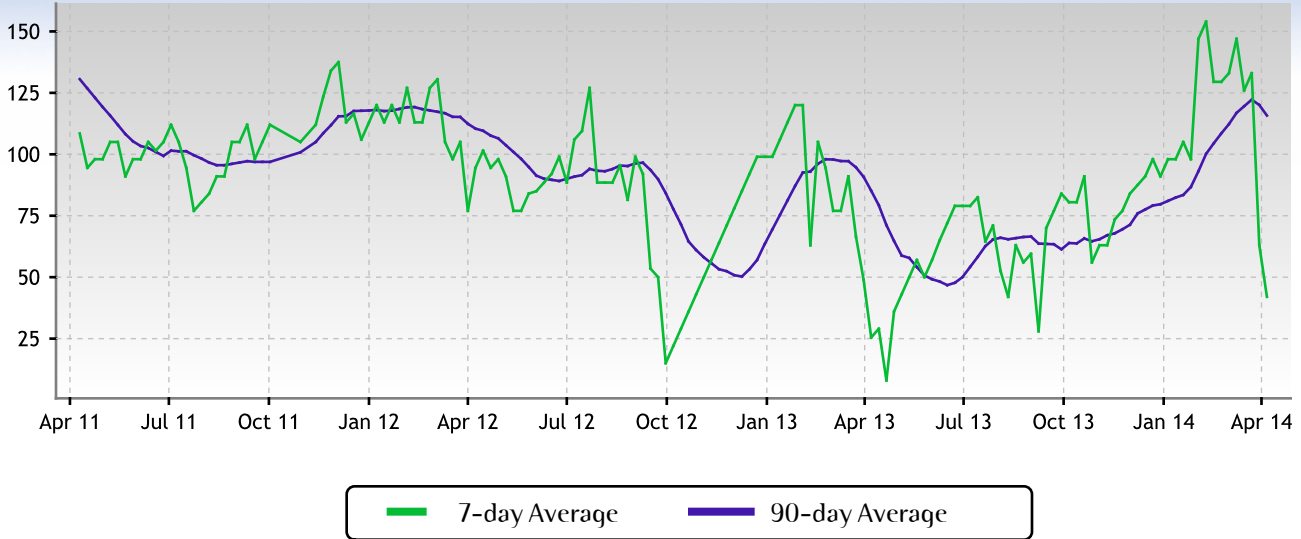
Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

Days on Market

The properties have been on the market for an average of 135 days. Half of the listings have come newly on the market in the past 42 or so days.



Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.

