

MAXINE & MARTI GELLENS'S MARKET UPDATE

LA JOLLA, CA

- **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**
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This Week

- The median list price in LA JOLLA, CA this week is \$2,250,000. The 233 properties have been on the market for an average of 210 days.

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

- 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		Trend
Median List Price	\$ 2,250,000	↓↓
Average List Price	\$ 3,871,223	
Asking Price Per Square Foot	\$ 806	↔
Average Days on Market (DoM)	210	↓↓
Inventory of Properties Listed	233	↑↑
Most Expensive Listing	\$ 33,900,000	
Least Expensive Listing	\$ 749,000	
Average Age of Listing	32	
Percent of Properties with Price Decrease	29 %	
Percent Relisted (reset DOM)	10 %	
Percent Flip (price increased)	1 %	
Median House Size (sq ft)	3202	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.5	

Altos Research Value Statistics			
Market Action Index	Strong Buyer's	14.5	↑↑

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.

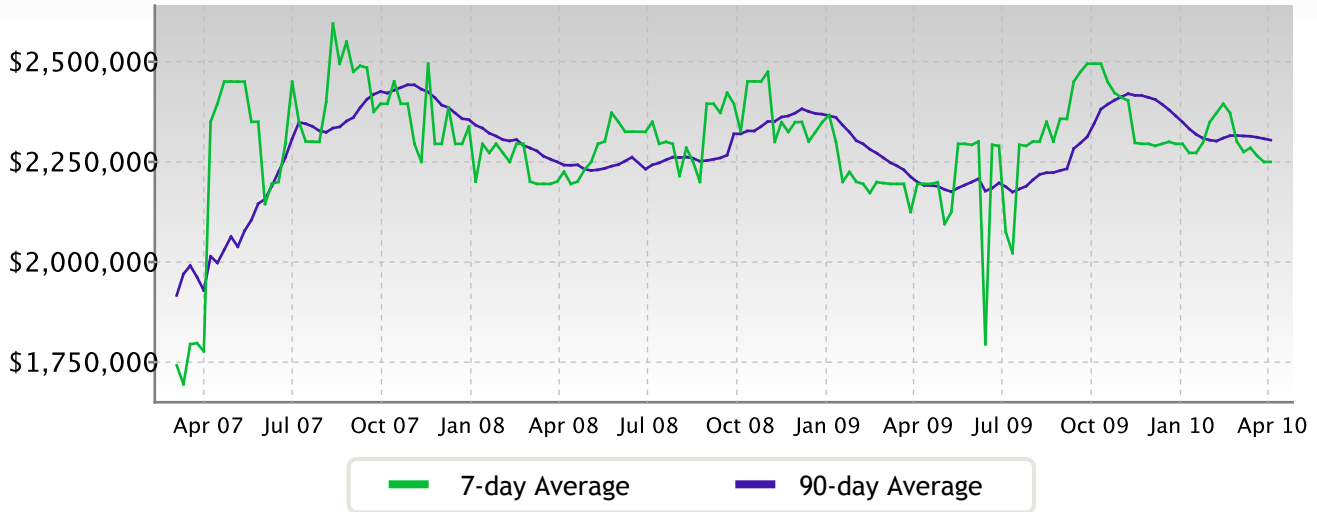
Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↔ No change ↑ Slight upward trend ↓ Slight downward trend

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 6,872,500	5905	0.25 - 0.50 acre	5.0	5.5	10	58	3	3	254	Most expensive 25% of properties
Upper/Second	\$ 2,995,000	3650	0.25 - 0.50 acre	4.0	4.0	21	58	4	4	213	Upper-middle 25% of properties
Lower/Third	\$ 1,750,000	2741	0.25 - 0.50 acre	4.0	3.2	38	58	5	3	202	Lower-middle 25% of properties
Bottom/Fourth	\$ 1,175,000	1861	4,501 - 6,500 sqft	3.0	2.0	40	59	2	5	172	Least expensive 25% of properties

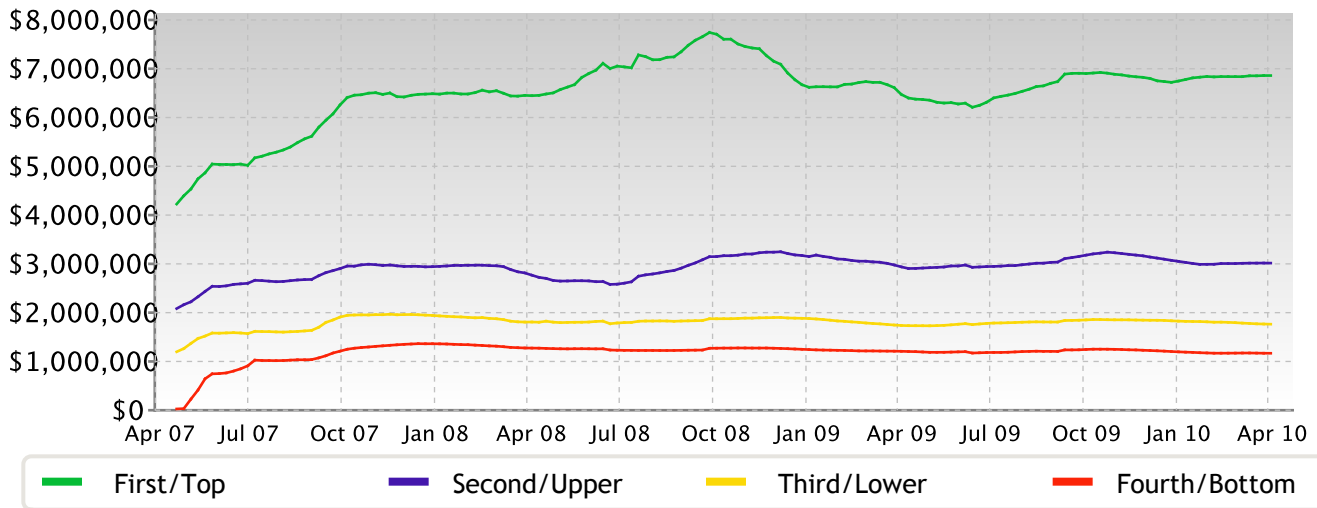
Median Price

The market has been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.



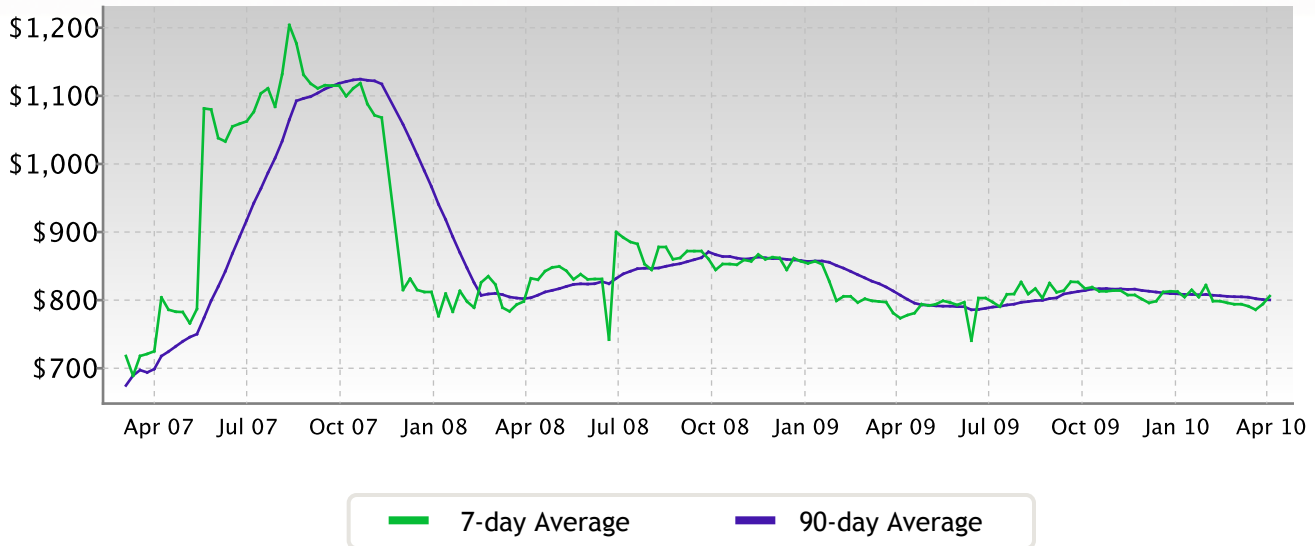
Quartile Prices

Prices have generally settled at a plateau, although Quartile 2 has been trending a bit downward 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.



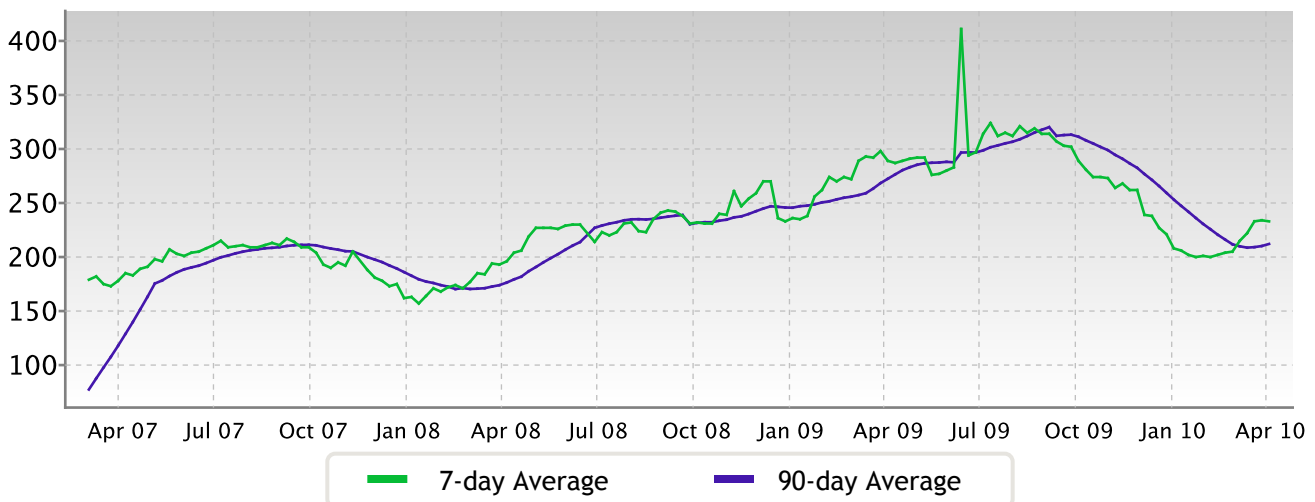
Price per Square Foot

Despite recently falling prices, the price per square foot has stayed reasonably flat. This implies that there's a portion of the market being priced at a premium. You can investigate this condition in the quartile details.



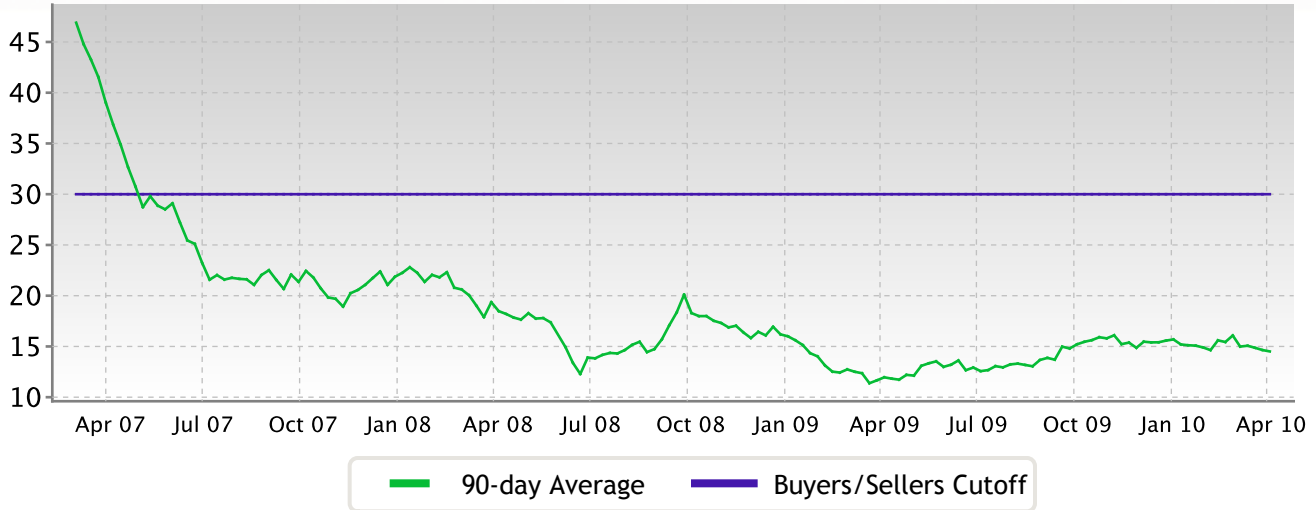
Inventory of Properties Listed for Sale

Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.



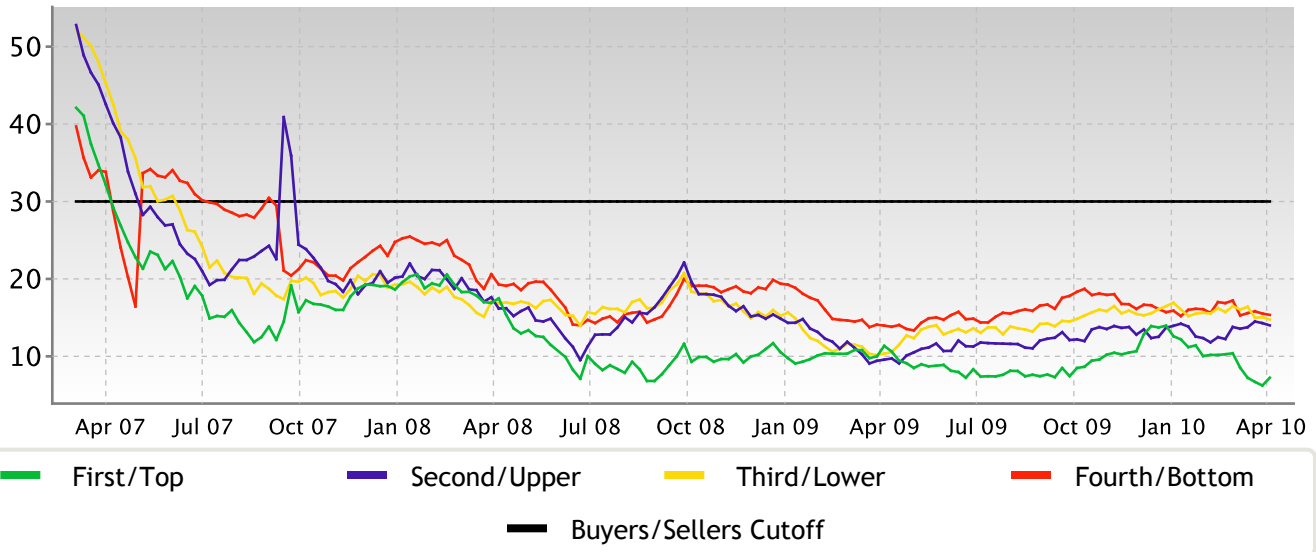
Market Action Index

The LA JOLLA market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 14.51. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low end) will improve and signal a strengthening market before the whole group

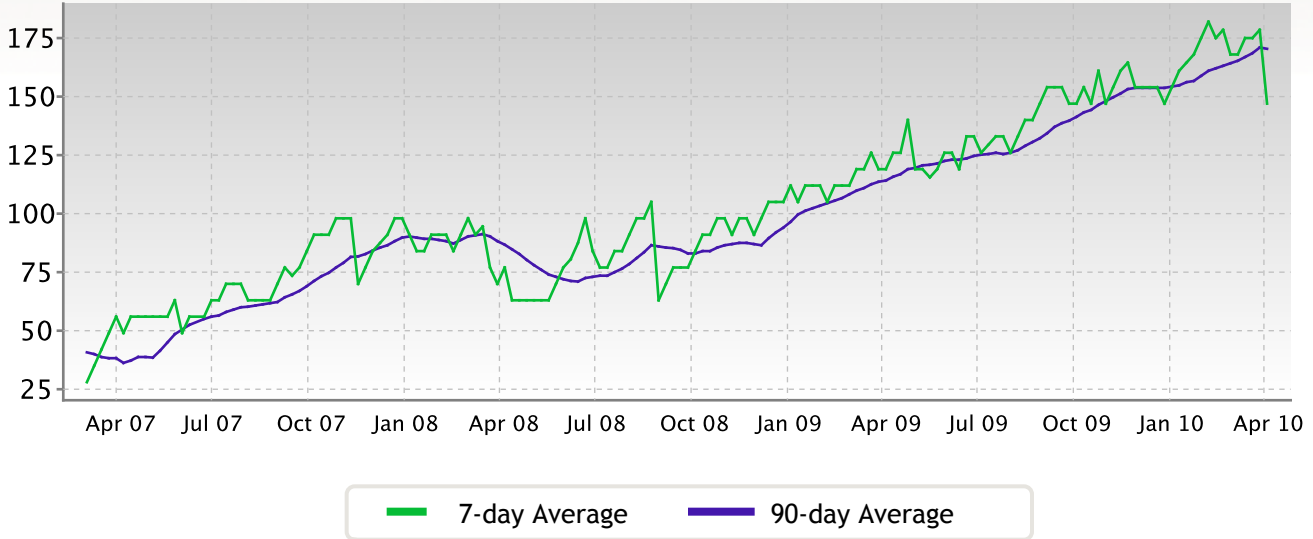


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

Days on Market

The properties have been on the market for an average of 210 days. Half of the listings have come newly on the market in the past 147 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.

