

# MAXINE & MARTI GELLENS 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**  
September 06, 2010

- Presented by Maxine & Marti Gellens  
Prudential California Realty  
[www.gellens.com](http://www.gellens.com) - [sold@gellens.com](mailto:sold@gellens.com)  
O: 858-551-6630



### This Week

- The median list price in LA JOLLA, CA this week is \$2,200,000. The 307 properties have been on the market for an average of 173 days.

Inventory has been lightening lately and the Market Action Index has been trending up. Though days-on-market is increasing, these are mildly positive indications 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	\$ 2,200,000	↔
Average List Price	\$ 3,535,923	
Asking Price Per Square Foot	\$ 776	↔
Average Days on Market (DoM)	173	↑↑
Inventory of Properties Listed	307	↓↓
Most Expensive Listing	\$ 0	
Least Expensive Listing	\$ 650,000	
Average Age of Listing	33	
Percent of Properties with Price Decrease	42 %	
Percent Relisted (reset DOM)	10 %	
Percent Flip (price increased)	2 %	
Median House Size (sq ft)	3059	
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	11.7 ↑↑

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.

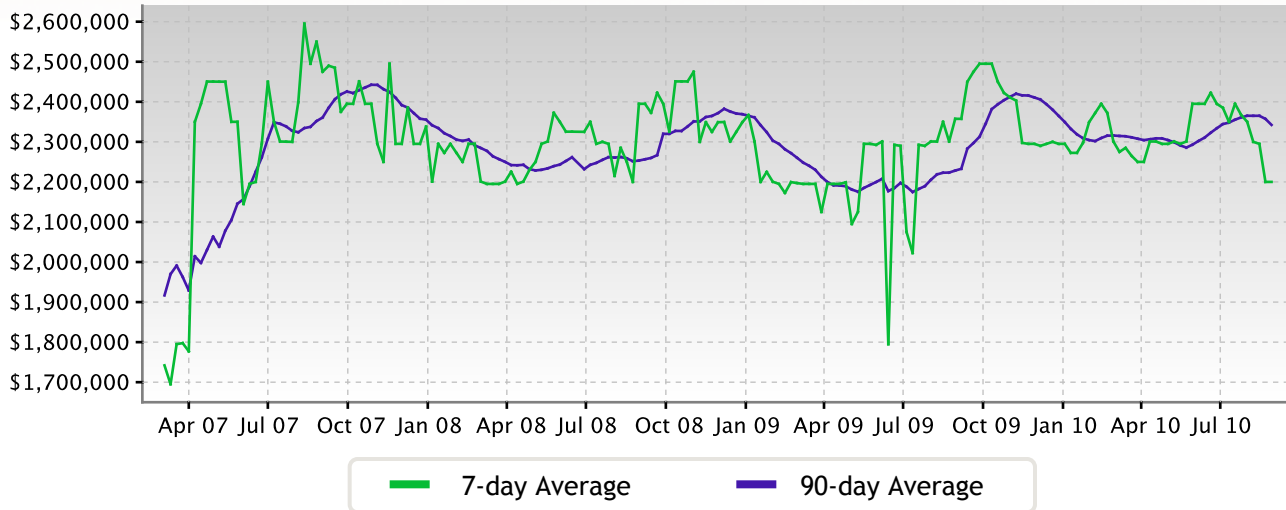
Trend Key:      ↑↑ Strong upward trend    ↓↓ Strong downward trend  
 ↔ No change      ↑ Slight upward trend    ↓ Slight downward trend

### Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 5,675,000	5323	0.50 - 1.0 acre	5.0	5.0	20	76	1	3	230	Most expensive 25% of properties
Upper/Second	\$ 2,800,000	3640	0.25 - 0.50 acre	4.0	4.0	34	77	0	2	160	Upper-middle 25% of properties
Lower/Third	\$ 1,749,000	2422	8,001 - 10,000 sqft	4.0	3.0	40	77	1	6	156	Lower-middle 25% of properties
Bottom/Fourth	\$ 1,195,000	2288	8,001 - 10,000 sqft	3.0	2.5	37	77	3	6	146	Least expensive 25% of properties

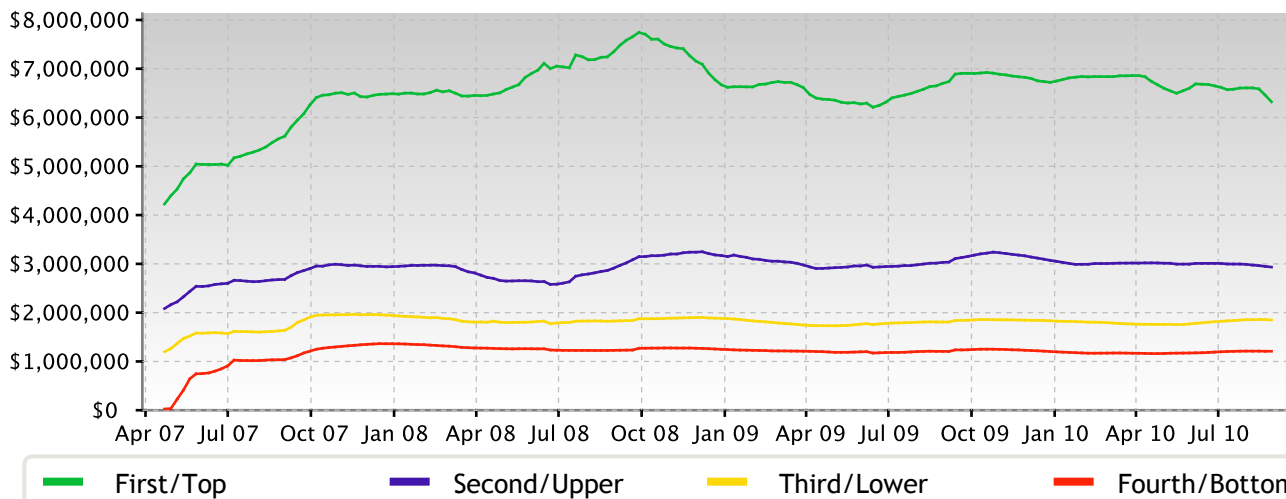
## Median Price

The market seems to have paused around this plateau. The Market Action Index is a good leading indicator for the durability of this trend.



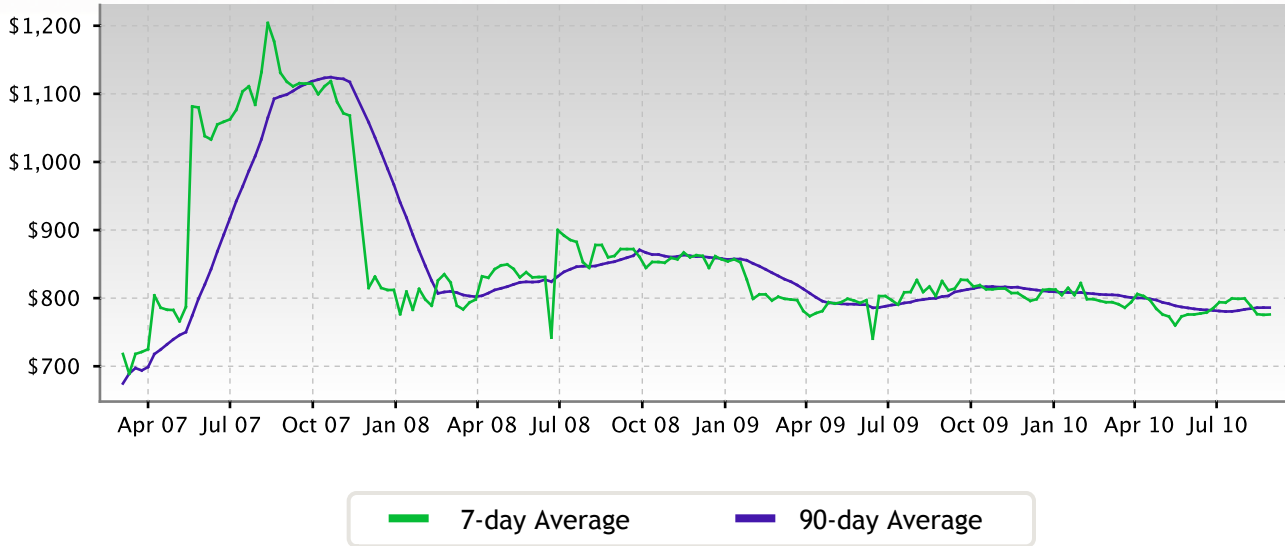
## Quartile Prices

While prices in the upper half of the market has shown essentially mixed pricing lately, the lower half of the market is trending lower. Quartiles 3 and 4 have been in price decline in recent weeks, with Quartiles 1 and 2 remaining basically flat. Look to the Market Action Index as a leading indicator of the bottom of the market.



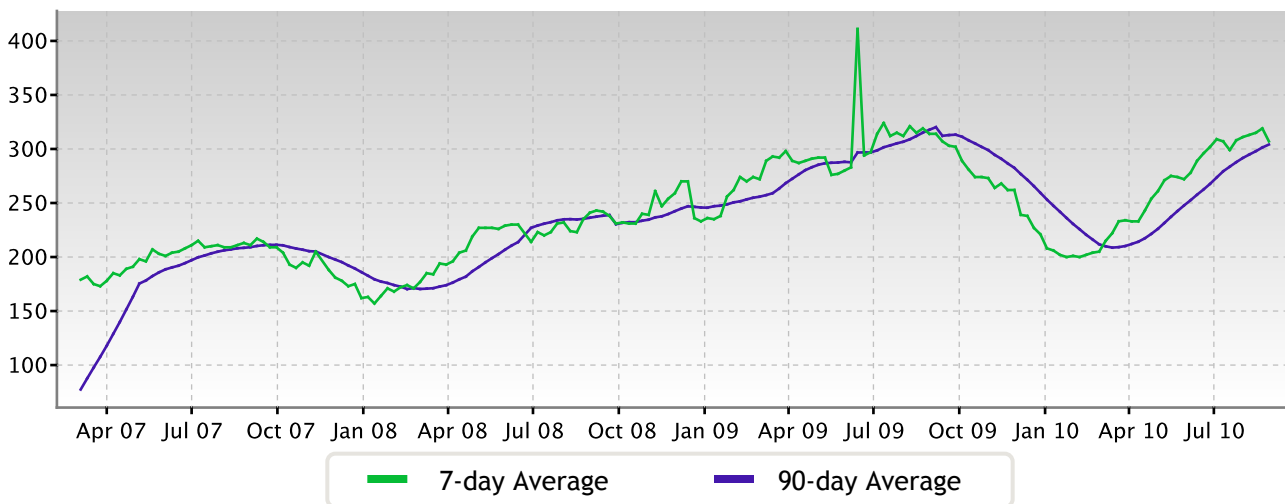
# Price per Square Foot

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.



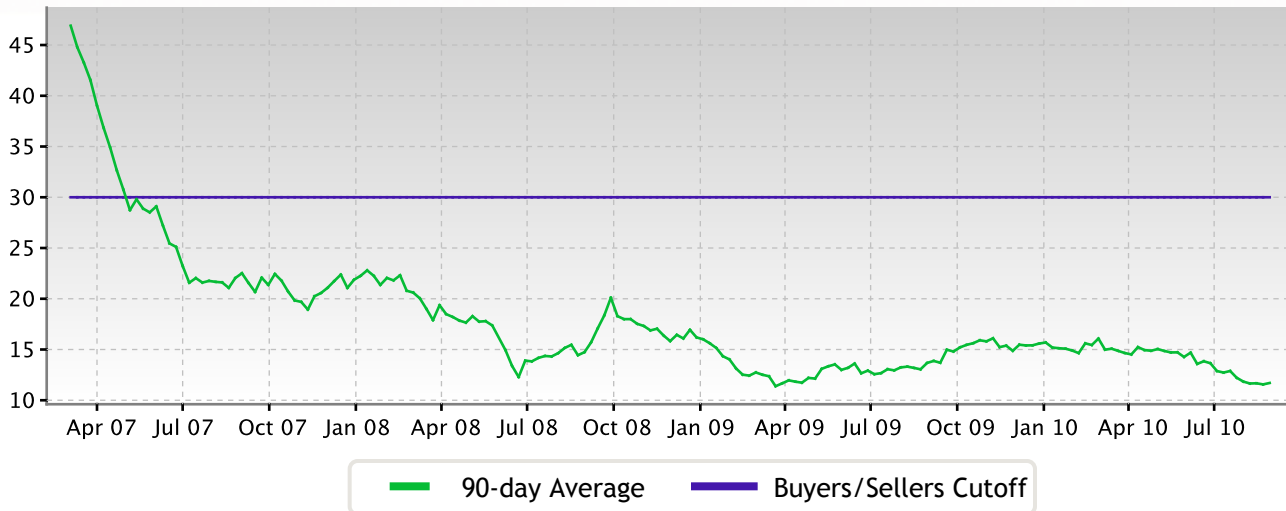
# Inventory of Properties Listed for Sale

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



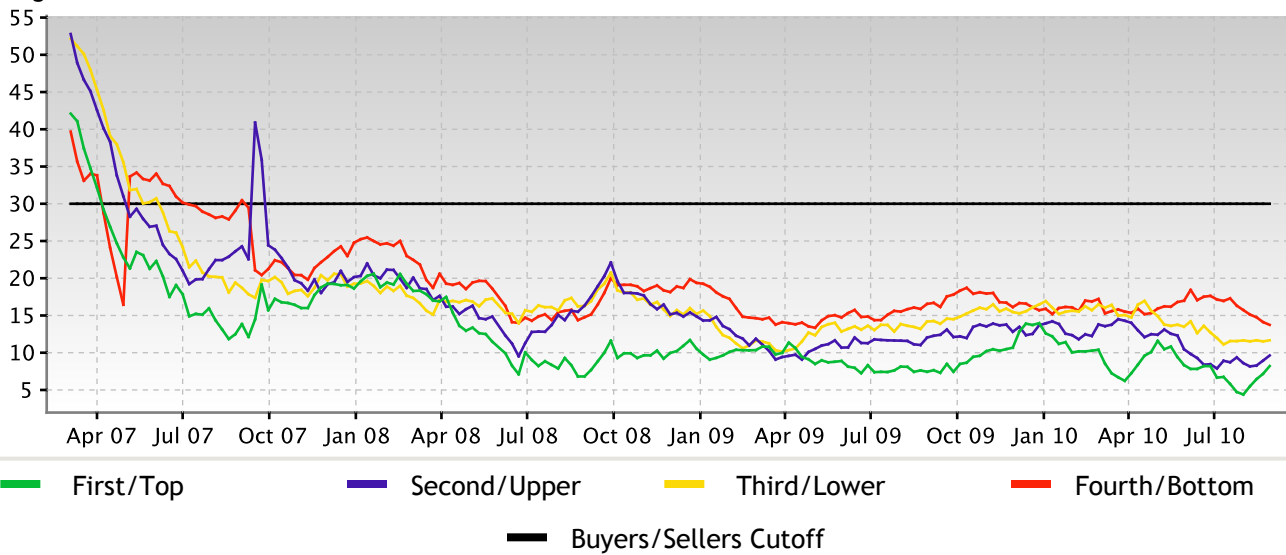
## Market Action Index

The LA JOLLA market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 11.70. 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 changes.

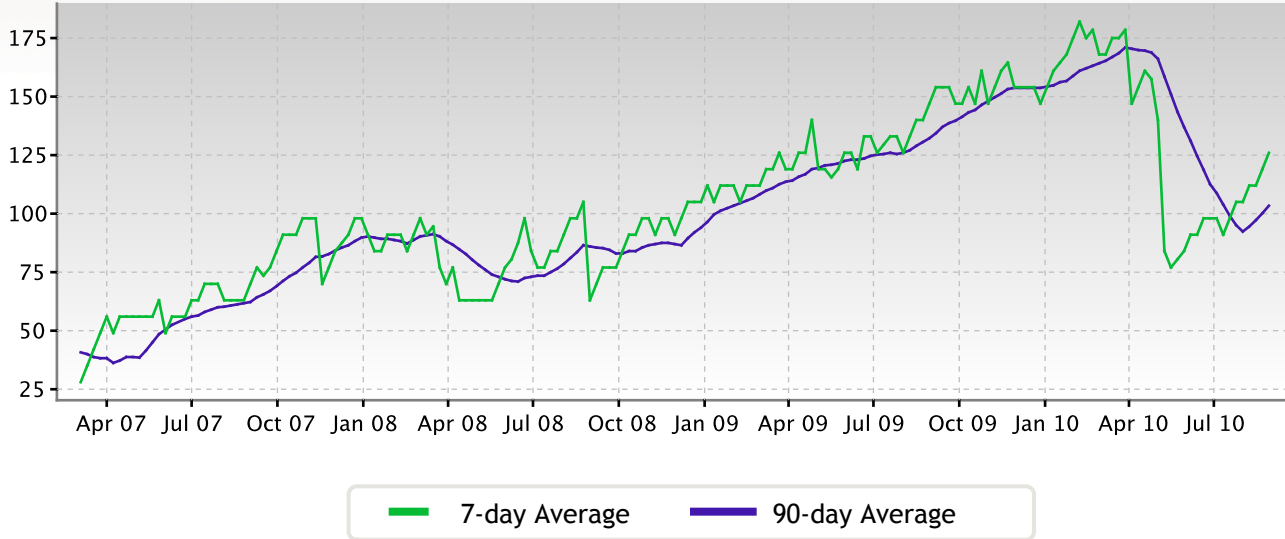


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

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 173 days. Half of the listings have come newly on the market in the past 126 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.

