

## This Week

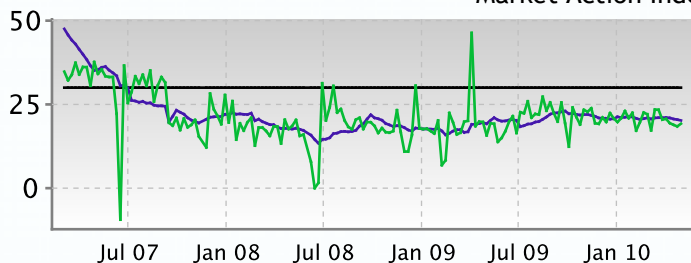
The median list price in CARLSBAD, CA this week is \$798,000.

The Market Action Index has been trending down lately, while inventory and days-on-market are climbing. The trends imply a weakening market.

## Supply and Demand

- In terms of supply and demand, the market is getting cooler - more supply is coming on the market relative to the sales demand. However, in recent weeks prices have been moving higher. Since it is technically a Buyer's market, this price trend may be a result of improved quality (newer, larger homes) of the homes being listed. Look at the descriptive statistics where you may notice the homes being listed are larger and younger than they have been in the past.

Market Action Index



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	\$ 1,375,000	4030	0.25 - 0.50 acre	5.0	4.5	8	106	6	2	182	Most expensive 25% of properties
Upper/Second	\$ 869,450	3240	0.25 - 0.50 acre	4.0	3.5	8	106	11	7	127	Upper-middle 25% of properties
Lower/Third	\$ 719,000	2719	8,001 - 10,000 sqft	4.0	3.0	11	106	10	9	119	Lower-middle 25% of properties
Bottom/Fourth	\$ 550,000	1940	8,001 - 10,000 sqft	4.0	2.5	24	106	9	15	129	Least expensive 25% of properties

PICKFORD ESCROW AND THE ESCROW FIRM

### Real-Time Market Profile

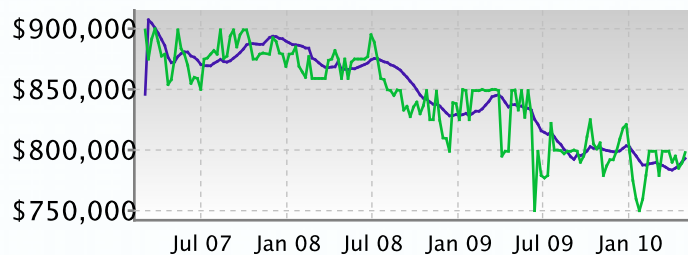
		Trend
Median List Price	\$ 798,000	↑↑
Asking Price Per Square Foot	\$ 290	↔
Average Days on Market (DOM)	139	↑↑
Percent of Properties with Price Decrease	36 %	
Percent Relisted (reset DOM)	13 %	
Percent Flip (price increased)	8 %	
Median House Size (sq ft)	2850	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	
Market Action Index	Strong Buyer's 20.2	↓↓

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

## Price

- Prices continue their climb again this week. We're a long way from the market's price high-point so watch the Market Action Index as an indicator of how long this trend will last.

Price Trends



7-Day Rolling Average    90-Day Rolling Average