



This Week

The median list price in SANTA CRUZ, CA this week is \$1,370,000.

The Market Action Index has been trending down lately, while inventory is climbing. These trends imply a weakening 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 and prices have recently resumed upward pressure.

Real-Time Market Profile

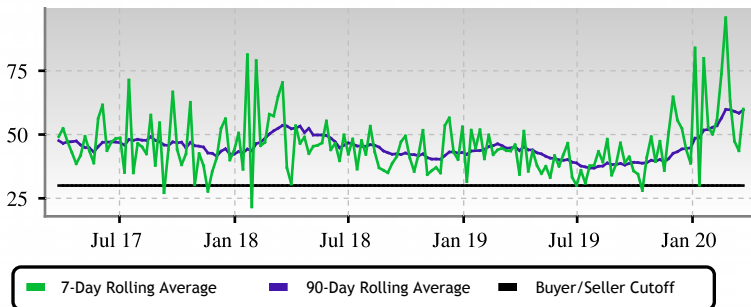
Real-Time Market Profile		Trend
Median List Price	\$ 1,370,000	↑
Asking Price Per Square Foot	\$ 746	↔↔
Average Days on Market (DOM)	65	↔↔
Percent of Properties with Price Decrease	37 %	
Percent Relisted (reset DOM)	6 %	
Percent Flip (price increased)	2 %	
Median House Size (sq ft)	2071	
Median Lot Size	8,001 - 10,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	3.0	
Market Action Index	Strong Seller's 59.6	↔↔

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

Price

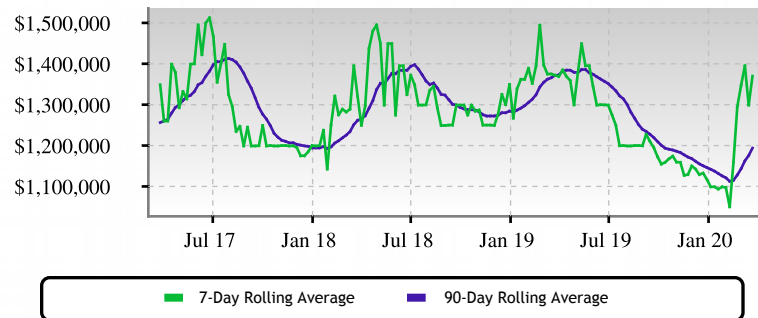
The market continues its bounce again this week. We're a long way from the market's high point so watch the Market Action Index as a leading indicator for how long this trend will last.

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.

Price Trends



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	\$ 3,485,000	4240	1.0 - 2.5 acres	4.5	4.5	26	12	0	2	158	Most expensive 25% of properties
Upper/Second	\$ 1,574,000	2516	8,001 - 10,000 sqft	4.0	3.0	60	12	6	3	43	Upper-middle 25% of properties
Lower/Third	\$ 1,192,500	1850	6,501 - 8,000 sqft	3.0	3.0	48	12	3	3	18	Lower-middle 25% of properties
Bottom/Fourth	\$ 899,000	1100	4,501 - 6,500 sqft	3.0	2.0	72	13	2	3	43	Least expensive 25% of properties