



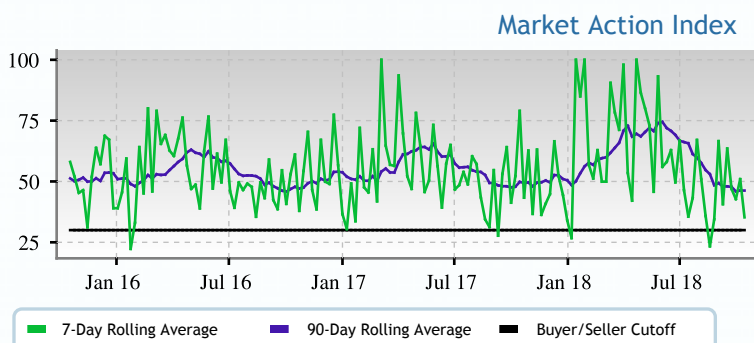
This Week

The median list price in PLEASANTON, CA 94566 this week is \$1,349,000.

Inventory is up and Market Action is trending down recently. While days-on-market appears to be trending lower, the overall conditions are weakening a bit.

Supply and Demand

- The market has been cooling off a bit in recent weeks, as more homes are available and demand is less. We're already seeing prices move lower as a result. Expect this trend to continue especially if the index falls to the Buyer's zone. Watch for a persistent up-turn in Market Action to signal prices rising again.



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	\$ 3,131,500	6182	0.50 - 1.0 acre	5.0	4.0	16	18	2	2	91	Most expensive 25% of properties
Upper/Second	\$ 1,799,000	3104	0.25 - 0.50 acre	4.0	3.0	26	18	3	3	28	Upper-middle 25% of properties
Lower/Third	\$ 1,184,750	2006	6,501 - 8,000 sqft	3.5	2.5	46	18	3	1	48	Lower-middle 25% of properties
Bottom/Fourth	\$ 899,000	1383	Less than 4,500 sqft	3.0	2.0	30	19	4	2	49	Least expensive 25% of properties

Real-Time Market Profile		Trend
Median List Price	\$ 1,349,000	↓↓
Asking Price Per Square Foot	\$ 568	↔
Average Days on Market (DOM)	54	↓
Percent of Properties with Price Decrease	40 %	
Percent Relisted (reset DOM)	21 %	
Percent Flip (price increased)	1 %	
Median House Size (sq ft)	2372	
Median Lot Size	8,001 - 10,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	
Market Action Index	Strong Seller's 46.3	↓↓

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

Price

- Again this week in this zip code we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high level. At this point, we will be looking for a persistent upward shift in the Market Action Index as a leading indicator for a trough in prices.

