

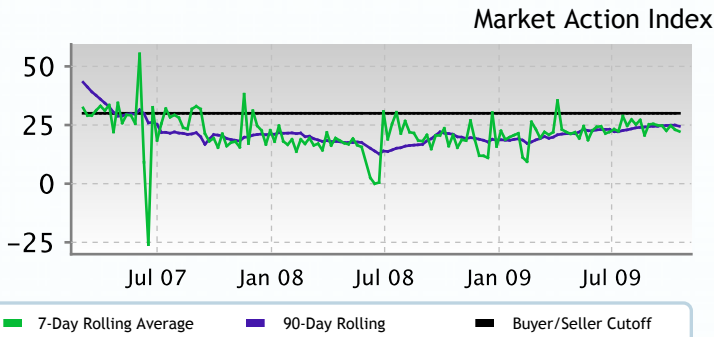
This Week

The median list price in ESCONDIDO, CA this week is \$404,500.

With inventory and days-on-market basically unchanged and the Market Action Index decreasing, the market is not sending strong directional signal for the near-term outlook.

Supply and Demand

- The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward pressure on pricing.



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	\$ 858,400	3552	1.0 - 2.5 acres	4.0	3.5	20	96	13	5	170	Most expensive 25% of properties
Upper/Second	\$ 496,350	2605	0.50 - 1.0 acre	4.0	2.5	23	96	14	3	155	Upper-middle 25% of properties
Lower/Third	\$ 310,000	1756	8,001 - 10,000 sqft	3.0	2.5	28	96	15	14	131	Lower-middle 25% of properties
Bottom/Fourt	\$ 219,950	1346	6,501 - 8,000 sqft	3.0	2.0	38	96	7	8	140	Least expensive 25% of properties

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Real-Time Market Profile

Real-Time Market Profile	Trend
Median List Price	\$ 404,500 ↔
Asking Price Per Square Foot	\$ 187 ↔
Average Days on Market (DOM)	149 ↔
Percent of Properties with Price Decrease	22 %
Percent Relisted (reset DOM)	6 %
Percent Flip (price increased)	5 %
Median House Size (sq ft)	2103
Median Lot Size	0.25 - 0.50 acre
Median Number of Bedrooms	4.0
Median Number of Bathrooms	2.5
Market Action	Buyer's 24.5 ↘↘

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

Price

- We continue to see prices in this zip code hovering around these current levels, even though they bumped up a bit this week. Look for a persistent up-shift in the Market Action Index before we see prices move significantly from here.

