



This Week

The median list price in SANTA CRUZ, CA this week is \$1,295,000.

Even though the days-on-market is trending higher, so is the Market Action Index at these inventory levels, providing a neutral outlook for the market.

Supply and Demand

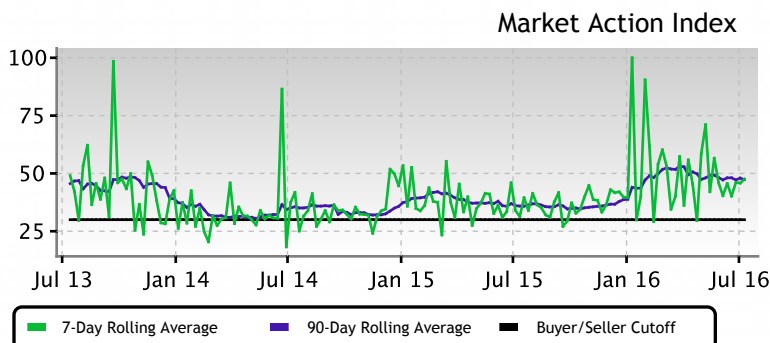
- The market has not shown strong directional trends in terms of supply and demand. However, inventory is sufficiently low to keep us in the Seller's Market zone and prices have been moving upward as evidence.

Real-Time Market Profile			Trend
Median List Price	\$ 1,295,000		↑↑
Asking Price Per Square Foot	\$ 591		↑↑
Average Days on Market (DOM)	76		↑
Percent of Properties with Price Decrease	28 %		
Percent Relisted (reset DOM)	0 %		
Percent Flip (price increased)	2 %		
Median House Size (sq ft)	2291		
Median Lot Size	8,001 - 10,000 sqft		
Median Number of Bedrooms	3.0		
Median Number of Bathrooms	2.5		
Market Action Index	Strong Seller's	47.3	↔

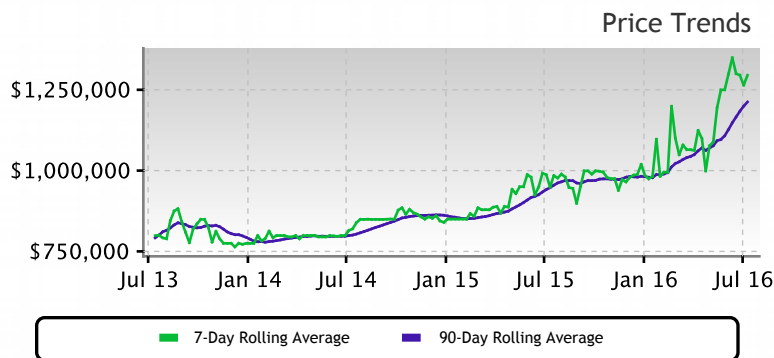
↔ No change ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↑ Slight upward trend ↓ Slight downward trend

Price

- Prices are climbing and we're nearing the market's all time high. A persistent drop of the Market Action Index into the Buyer's zone will be a leading indicator of the price strength subsiding.



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	\$ 2,395,000	2893	0.25 - 0.50 acre	4.0	3.5	26	25	3	1	113	Most expensive 25% of properties
Upper/Second	\$ 1,398,000	2754	8,001 - 10,000 sqft	3.0	2.5	33	25	2	3	97	Upper-middle 25% of properties
Lower/Third	\$ 980,000	2044	0.25 - 0.50 acre	3.0	2.0	45	25	2	4	64	Lower-middle 25% of properties
Bottom/Fourth	\$ 772,175	1450	4,501 - 6,500 sqft	3.0	2.0	61	26	10	8	33	Least expensive 25% of properties