

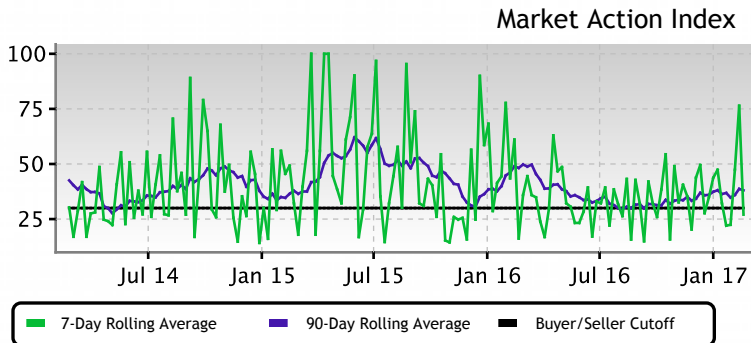
This Week

The median list price in SANTA BARBARA, CA 93109 this week is \$1,899,000.

Inventory is tightening and days-on-market is falling. The Market Action Index shows demand heating up. These are relatively bullish signs for prices.

Supply and Demand

- Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.



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

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 3,745,000	3102	1.0 - 2.5 acres	4.0	3.0	48	4	0	0	119	Most expensive 25% of properties
Upper/Second	\$ 2,275,000	2651	8,001 - 10,000 sqft	4.0	4.0	14	5	0	1	80	Upper-middle 25% of properties
Lower/Third	\$ 1,795,000	2686	not available	4.0	3.0	59	5	0	0	218	Lower-middle 25% of properties
Bottom/Fourth	\$ 1,250,000	1455	not available	3.0	1.0	59	5	0	0	108	Least expensive 25% of properties

Investigate the market in quartiles - where each quartile is 25% of homes ordered by price.

Real-Time Market Profile		Trend
Median List Price	\$ 1,899,000	↔↔
Asking Price Per Square Foot	\$ 792	↔↔
Average Days on Market (DOM)	132	↓
Percent of Properties with Price Decrease	42 %	
Percent Relisted (reset DOM)	5 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	2371	
Median Lot Size	1.0 - 2.5 acres	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	2.0	
Market Action Index	Seller's Advantage 38.0	↑↑

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

Price

- While the median price in this zip code hasn't moved much in the last few weeks, we are relatively close to the market's high-water mark. Watch for persistent downward shift in the Market Action Index into the Buyer's zone as a leading indicator of the price strength subsiding.

