

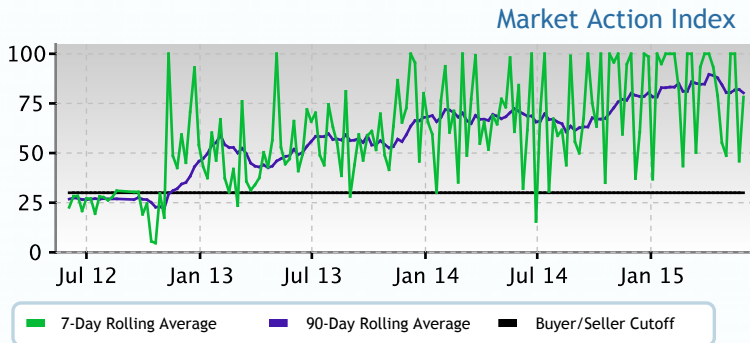
This Week

The median list price in CAMPBELL, CA 95008 this week is \$995,000.

Inventory has been lightening lately and the Market Action Index has been trending up. Though days-on-market is increasing, these are mildly positive indications for the market.

Supply and Demand

- In the last few weeks, the market has been at a stasis point in terms of sales to inventory. However, prices seem to have been falling a bit recently. Technically supply levels indicate this is a Seller's market so it is likely that the downward pricing pressure will be light or variable. Watch for an up-shift in the MAI before price stability is achieved.



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	\$ 1,599,000	2400	0.25 - 0.50 acre	3.0	2.0	59	5	2	1	31	Most expensive 25% of properties
Upper/Second	\$ 1,174,500	1720	0.25 - 0.50 acre	4.0	2.0	56	6	2	1	23	Upper-middle 25% of properties
Lower/Third	\$ 973,994	1680	6,501 - 8,000 sqft	3.5	2.0	52	6	3	2	5	Lower-middle 25% of properties
Bottom/Fourth	\$ 874,500	1339	6,501 - 8,000 sqft	3.0	2.0	58	6	3	3	7	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	\$ 995,000	↓
Asking Price Per Square Foot	\$ 688	↑↑
Average Days on Market (DOM)	16	↑↑
Percent of Properties with Price Decrease	9 %	
Percent Relisted (reset DOM)	0 %	
Percent Flip (price increased)	4 %	
Median House Size (sq ft)	1659	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	
Market Action Index	Strong Seller's 80.3	↔

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

Price

- Again this week we see a downward notch for prices in this zip code. Pricing has been weak recently 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.

