

Zip Code: 92037



Daniel "Dan" Tolan
Sales Associate

<http://www.californiamoves.com/Daniel.Tolan>
Daniel.Tolan@coldwellbanker.com



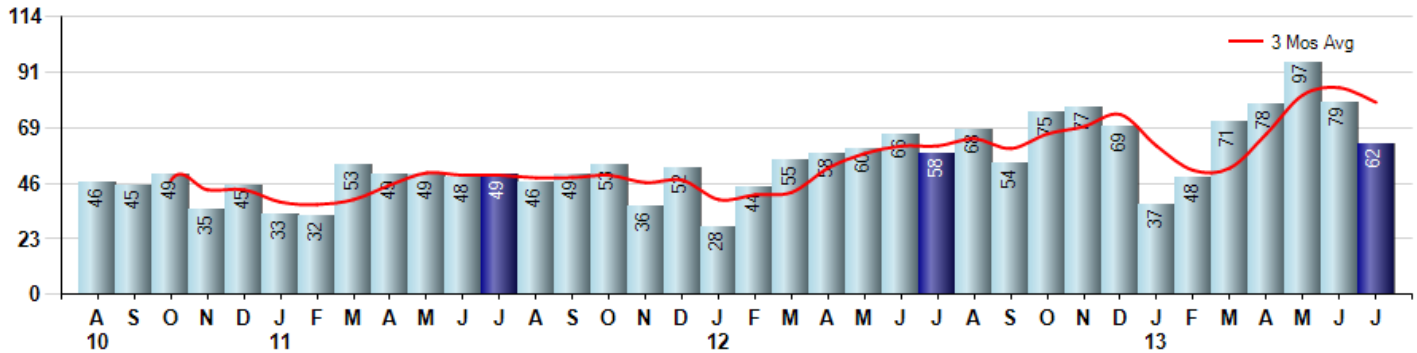
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Trending Versus*:					Trending Versus*:		
	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,625,000	-4%		29%				
Average List Price of all Current Listings	\$2,850,313	-3%		24%				
July Median Sales Price	\$875,500	-19%	-13%	0%	-3%	\$975,000	5%	8%
July Average Sales Price	\$1,179,588	-15%	-5%	21%	-1%	\$1,216,276	5%	2%
Total Properties Currently for Sale (Inventory)	334	10%		-13%				
July Number of Properties Sold	62	-22%		7%			28%	
July Average Days on Market (Solds)	38	-37%	-27%	-62%	-58%	58	-41%	-36%
Asking Price per Square Foot (based on New Listings)	\$696	-1%	-1%	6%	8%	\$699	9%	9%
July Sold Price per Square Foot	\$547	-12%	-6%	13%	2%	\$567	9%	6%
July Month's Supply of Inventory	5.4	41%	34%	-19%	-16%	4.6	-40%	-29%
July Sale Price vs List Price Ratio	97.4%	1.0%	3%	2%	4.9%	95.2%	2.1%	2.5%

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

Property Sales

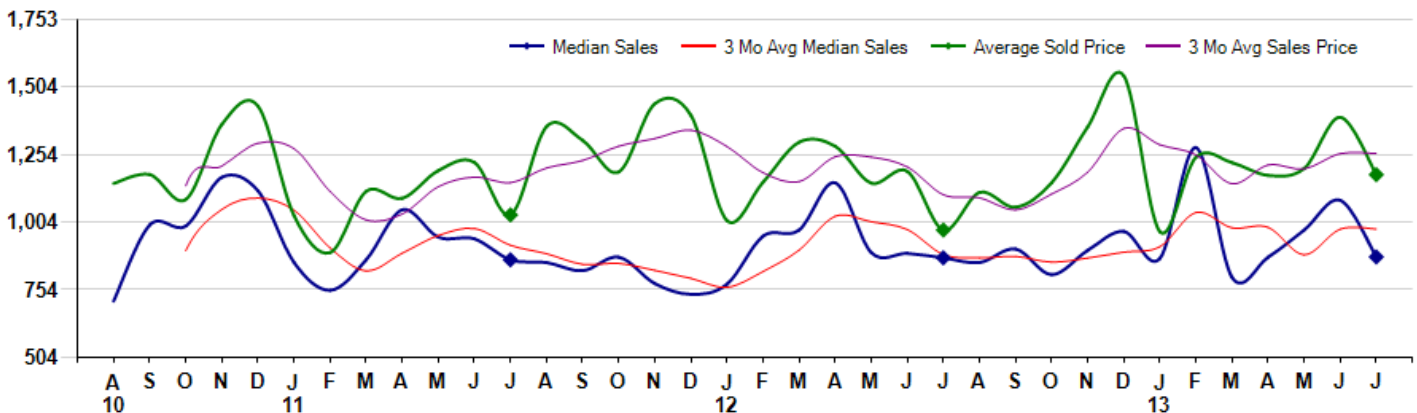
July Property sales were 62, up 6.9% from 58 in July of 2012 and -21.5% lower than the 79 sales last month. July 2013 sales were at their highest level compared to July of 2012 and 2011. July YTD sales of 472 are running 27.9% ahead of last year's year-to-date sales of 369.



Prices

The Median Sales Price in July was \$875,500, up 0.4% from \$872,269 in July of 2012 and down -19.3% from \$1,085,000 last month. The Average Sales Price in July was \$1,179,588, up 21.0% from \$975,126 in July of 2012 and down -15.3% from \$1,392,034 last month. July 2013 ASP was at highest level compared to July of 2012 and 2011.

Median means Middle (the same # of properties sold above and below Median) (000's)



Zip Code: 92037



Daniel "Dan" Tolan
Sales Associate

<http://www.californiamoves.com/Daniel.Tolan>
Daniel.Tolan@coldwellbanker.com



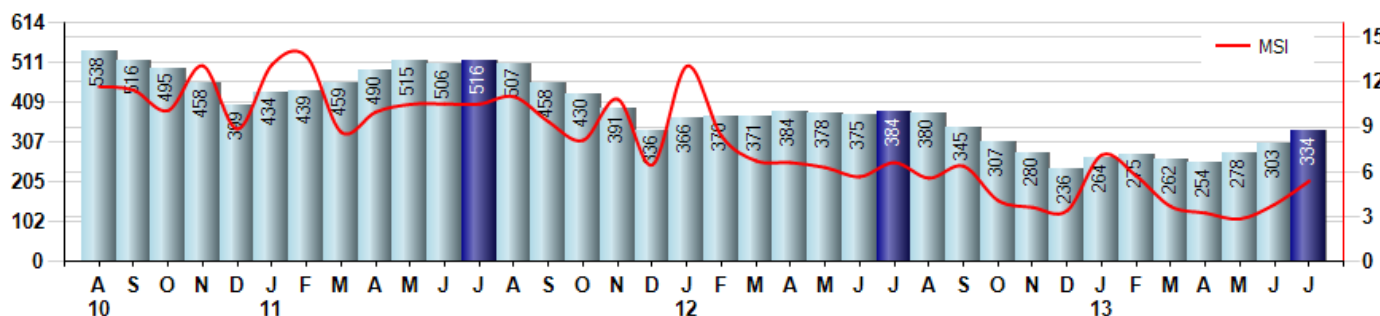
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Inventory & MSI

The Total Inventory of Properties available for sale as of July was 334, up 10.2% from 303 last month and down -13.0% from 384 in July of last year. July 2013 Inventory was at the lowest level compared to July of 2012 and 2011.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2013 MSI of 5.4 months was at its lowest level compared with July of 2012 and 2011.

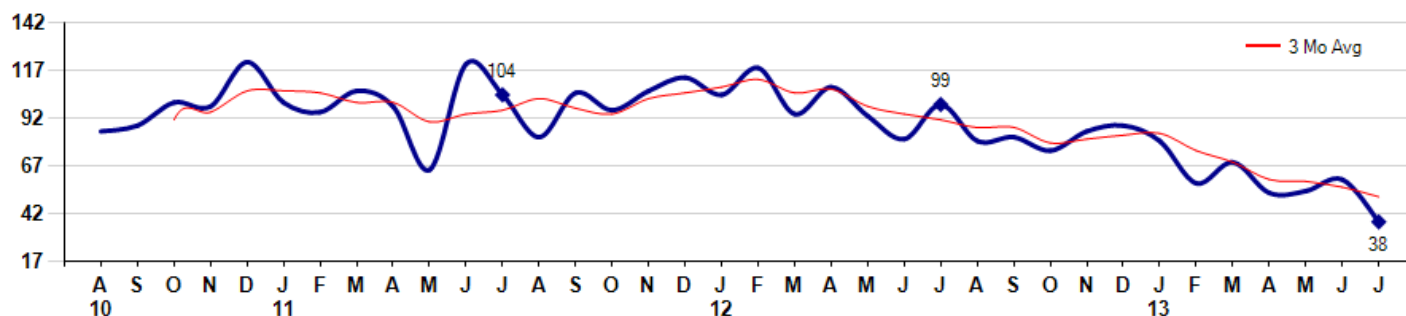
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



Market Time

The average Days On Market(DOM) shows how many days the average Property is on the Market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for July was 38, down -36.7% from 60 days last month and down -61.6% from 99 days in July of last year. The July 2013 DOM was at its lowest level compared with July of 2012 and 2011.

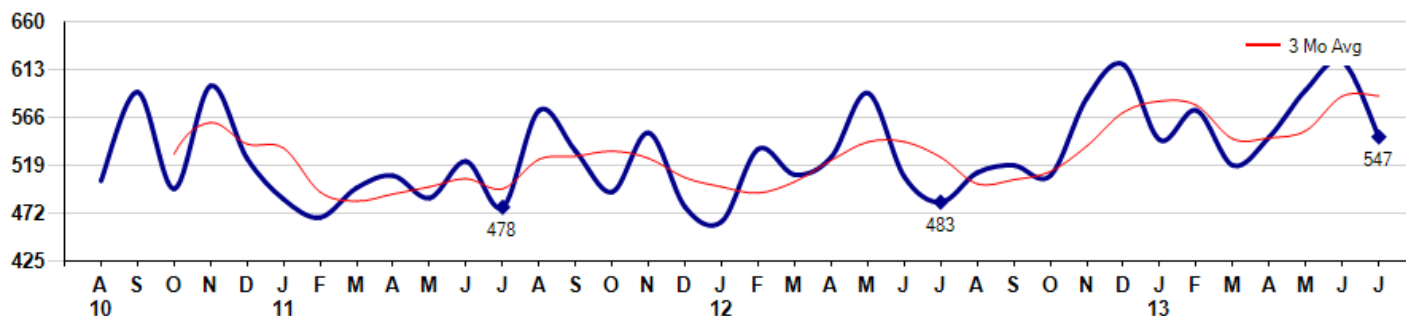
Average Days on Market(Listing to Contract) for properties sold during the month



Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The July 2013 Selling Price per Square Foot of \$547 was down -11.9% from \$621 last month and up 13.3% from \$483 in July of last year.

Average Selling Price per Square Foot for properties that sold during the month



Zip Code: 92037



Daniel "Dan" Tolan
Sales Associate

<http://www.californiamoves.com/Daniel.Tolan>
Daniel.Tolan@coldwellbanker.com

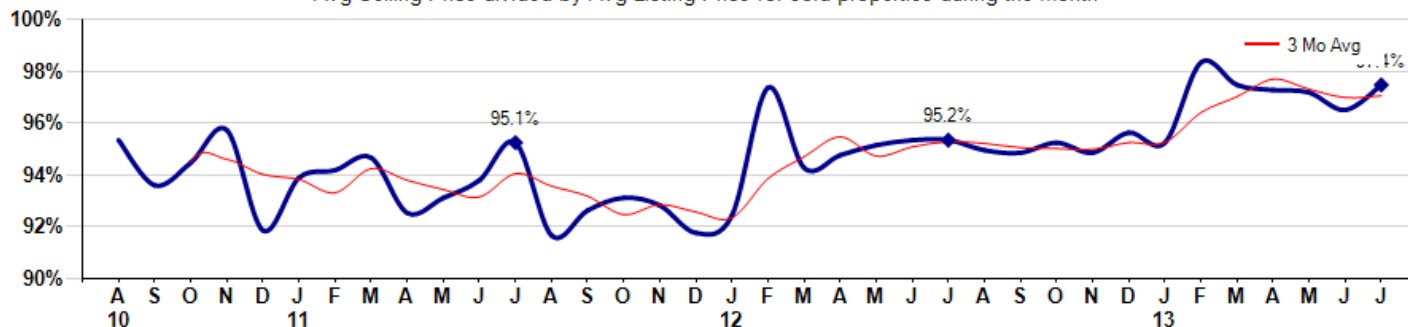


Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Selling Price vs Listing Price

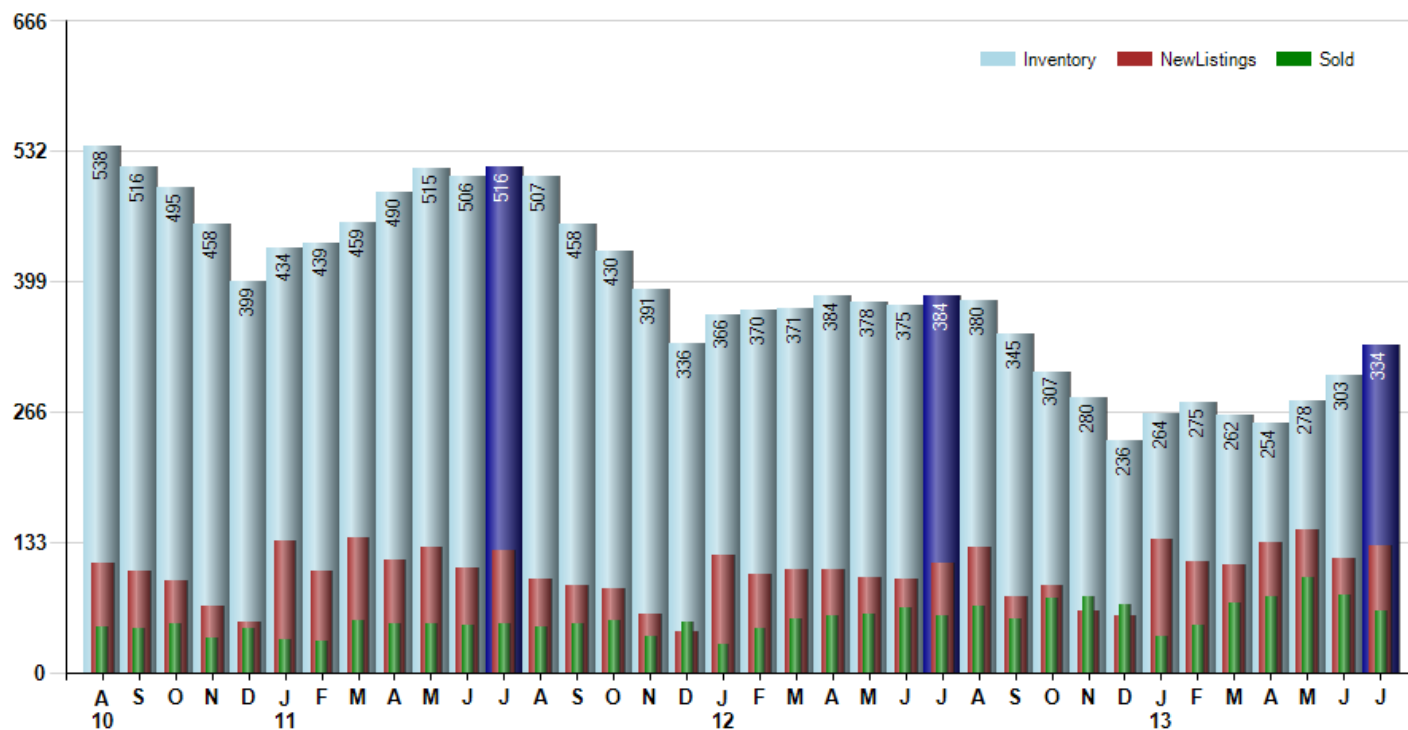
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2013 Selling Price vs List Price of 97.4% was up from 96.4% last month and up from 95.2% in July of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in July 2013 was 130, up 12.1% from 116 last month and up 16.1% from 112 in July of last year.



© 2013 Coldwell Banker Real Estate LLC. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Coldwell Banker Residential Brokerage is operated by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC. BRE # 00616212

Based on information from SANDICOR, Inc. for the period 8/1/2010 through 7/31/2013. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



MARKET ACTION REPORT

July 2013

Zip Code: 92037



Daniel "Dan" Tolan
Sales Associate

<http://www.californiamoves.com/Daniel.Tolan>
Daniel.Tolan@coldwellbanker.com



Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Homes Sold	46	45	49	35	45	33	32	53	49	49	48	49	46	49	53	36	52	28	44	55	58	60	66	58	68	54	75	77	69	37	48	71	78	97	79	62
3 Mo. Roll Avg			47	43	43	38	37	39	45	50	49	49	48	48	49	46	47	39	41	42	52	58	61	61	64	60	66	69	74	61	51	52	66	82	85	79

	(000's) A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Median Sale Price	713	994	990	1,170	1,120	855	753	865	1,050	949	943	865	855	825	875	778	738	775	953	975	1,150	892	889	872	855	905	810	900	970	870	1,280	800	875	975	1,085	876
3 Mo. Roll Avg			899	1,051	1,093	1,048	909	824	889	955	981	919	888	848	852	826	797	763	822	901	1,026	1,006	977	884	872	877	857	872	893	913	1,040	983	985	883	978	979

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Inventory	538	516	495	458	399	434	439	459	490	515	506	516	507	458	430	391	336	366	370	371	384	378	375	384	380	345	307	280	236	264	275	262	254	278	303	334
MSI	12	11	10	13	9	13	14	9	10	11	11	11	11	9	8	11	6	13	8	7	7	6	6	7	6	6	4	4	3	7	6	4	3	3	4	5

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Days On Market	85	88	100	98	121	100	95	106	98	65	120	104	82	105	96	106	113	104	118	94	108	93	81	99	80	82	75	85	88	80	58	69	53	54	60	38
3 Mo. Roll Avg			91	95	106	106	105	100	100	90	94	96	102	97	94	102	105	108	112	105	107	98	94	91	87	87	79	81	83	84	75	69	60	59	56	51

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Price per Sq Ft	504	591	496	597	526	486	468	497	509	487	523	478	573	533	493	551	478	464	535	510	527	590	508	483	512	519	509	585	618	544	573	519	547	593	621	547
3 Mo. Roll Avg			530	561	540	536	493	484	491	498	506	496	525	528	533	526	507	498	492	503	524	542	542	527	501	505	513	538	571	582	578	545	546	553	587	587

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Sale to List Price	0.952	0.934	0.943	0.956	0.916	0.937	0.940	0.945	0.923	0.929	0.936	0.951	0.914	0.924	0.929	0.926	0.915	0.922	0.973	0.941	0.946	0.950	0.952	0.952	0.948	0.947	0.951	0.947	0.955	0.951	0.983	0.974	0.972	0.971	0.964	0.974
3 Mo. Roll Avg			0.943	0.944	0.938	0.936	0.931	0.941	0.936	0.932	0.929	0.939	0.934	0.930	0.922	0.926	0.923	0.921	0.937	0.945	0.953	0.946	0.949	0.951	0.951	0.949	0.949	0.948	0.951	0.951	0.963	0.969	0.976	0.972	0.969	0.970

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
New Listings	111	103	93	67	51	135	104	137	114	127	107	125	95	89	85	60	41	119	100	105	105	97	95	112	127	77	89	63	58	136	113	110	133	146	116	130
Inventory	538	516	495	458	399	434	439	459	490	515	506	516	507	458	430	391	336	366	370	371	384	378	375	384	380	345	307	280	236	264	275	262	254	278	303	334
Sales	46	45	49	35	45	33	32	53	49	49	48	49	46	49	53	36	52	28	44	55	58	60	66	58	68	54	75	77	69	37	48	71	78	97	79	62

	(000's) A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Avg Sale Price	1,147	1,181	1,088	1,366	1,434	1,028	892	1,118	1,092	1,195	1,225	1,031	1,358	1,307	1,190	1,442	1,400	1,010	1,152	1,300	1,285	1,149	1,192	975	1,114	1,060	1,150	1,356	1,545	969	1,244	1,224	1,177	1,203	1,392	1,180
3 Mo. Roll Avg			1,139	1,211	1,296	1,276	1,118	1,013	1,034	1,135	1,171	1,150	1,205	1,232	1,285	1,313	1,344	1,284	1,187	1,154	1,246	1,244	1,209	1,105	1,094	1,050	1,108	1,189	1,350	1,290	1,253	1,146	1,215	1,201	1,257	1,258

© 2013 Coldwell Banker Real Estate LLC. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Coldwell Banker Residential Brokerage is operated by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC. BRE # 00616212

Based on information from SANDICOR, Inc. for the period 8/1/2010 through 7/31/2013. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.

