

Zip Code: 92109



Daniel "Dan" Tolan

Sales Associate

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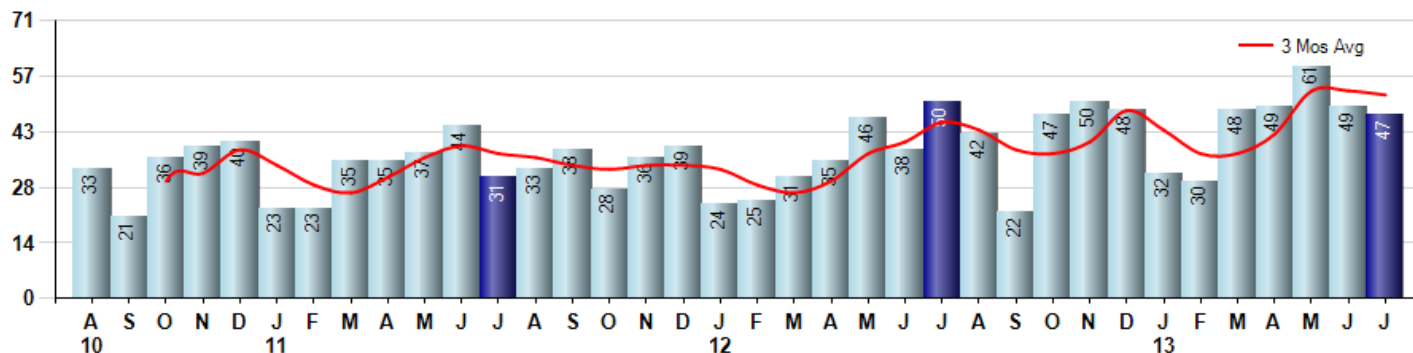
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				Trending Versus*:		
		LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$799,700	0%		9%				
Average List Price of all Current Listings	\$1,188,666	0%		9%				
July Median Sales Price	\$498,900	-24%	-22%	-23%	0%	\$621,250	29%	24%
July Average Sales Price	\$638,780	-5%	-9%	-8%	7%	\$675,891	15%	13%
Total Properties Currently for Sale (Inventory)	190	4%		-19%				
July Number of Properties Sold	47	-4%		-6%			27%	
July Average Days on Market (Solds)	39	-11%	-24%	-61%	-54%	55	-44%	-35%
Asking Price per Square Foot (based on New Listings)	\$624	3%	1%	-3%	11%	\$613	11%	9%
July Sold Price per Square Foot	\$527	5%	-2%	22%	21%	\$508	20%	17%
July Month's Supply of Inventory	4.0	8%	19%	-13%	-31%	3.6	-44%	-39%
July Sale Price vs List Price Ratio	97.1%	-1.6%	1%	1%	1.7%	95.7%	0.1%	0.2%

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

Property Sales

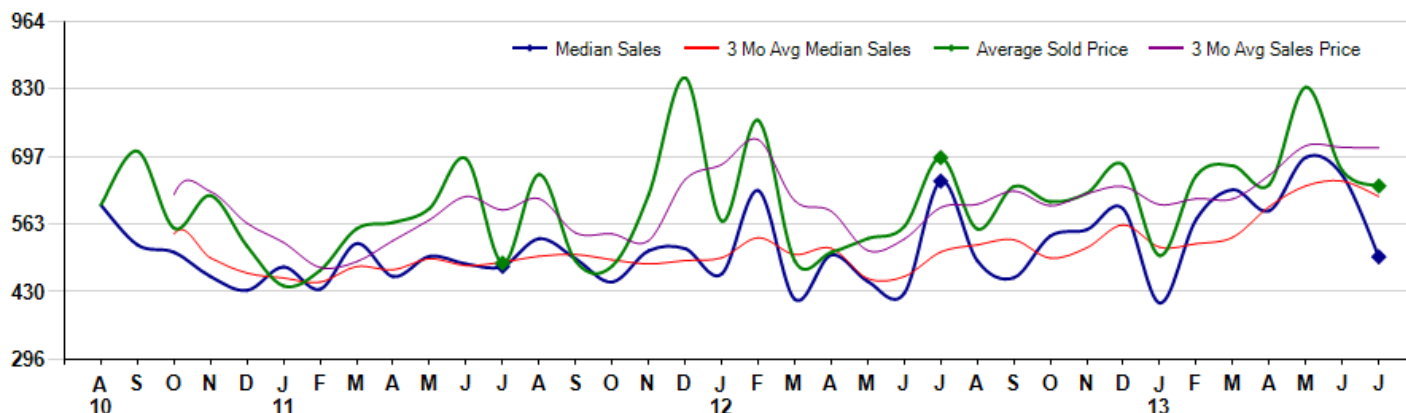
July Property sales were 47, down -6.0% from 50 in July of 2012 and -4.1% lower than the 49 sales last month. July 2013 sales were at a mid level compared to July of 2012 and 2011. July YTD sales of 316 are running 26.9% ahead of last year's year-to-date sales of 249.



Prices

The Median Sales Price in July was \$498,900, down -23.1% from \$648,500 in July of 2012 and down -24.4% from \$660,000 last month. The Average Sales Price in July was \$638,780, down -8.1% from \$694,894 in July of 2012 and down -4.5% from \$669,204 last month. July 2013 ASP was at a mid range compared to July of 2012 and 2011.

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



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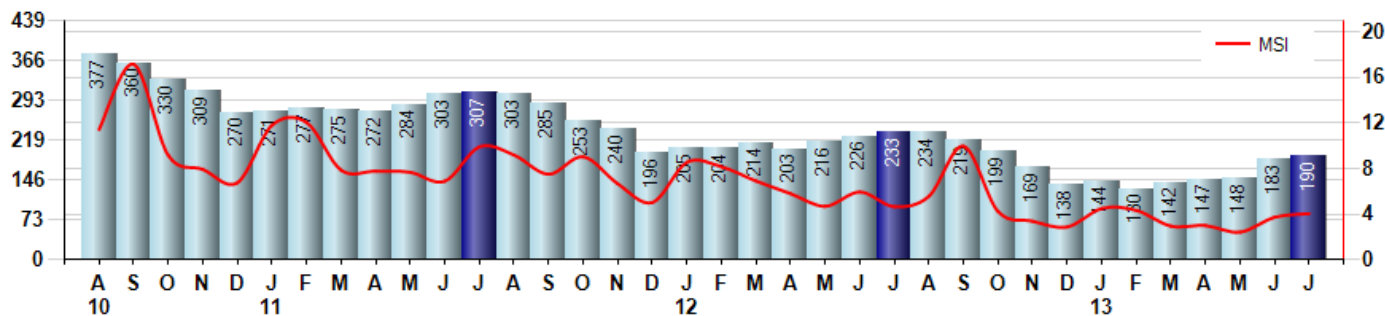
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Inventory & MSI

The Total Inventory of Properties available for sale as of July was 190, up 3.8% from 183 last month and down -18.5% from 233 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 4.0 months was at its lowest level compared with July of 2012 and 2011.

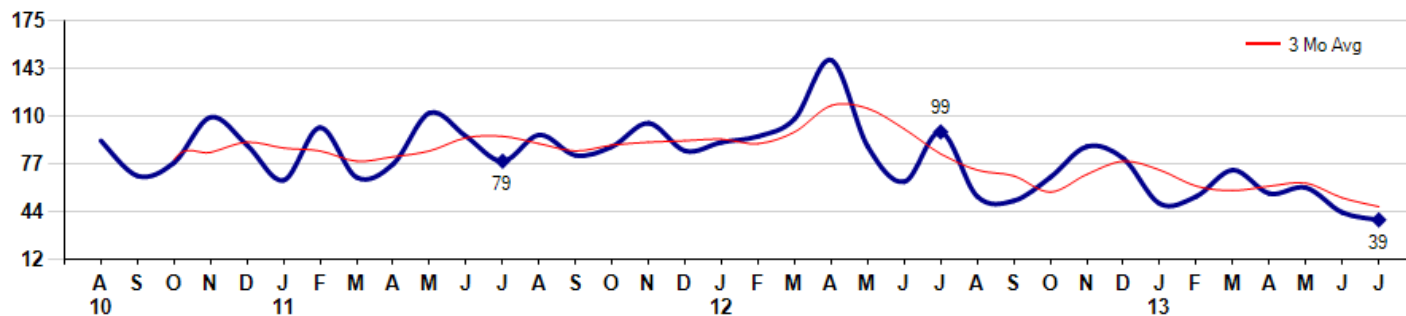
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 39, down -11.4% from 44 days last month and down -60.6% from 99 days in July of last year. The July 2013 DOM was at its lowest level compared with July of 2012 and 2011.

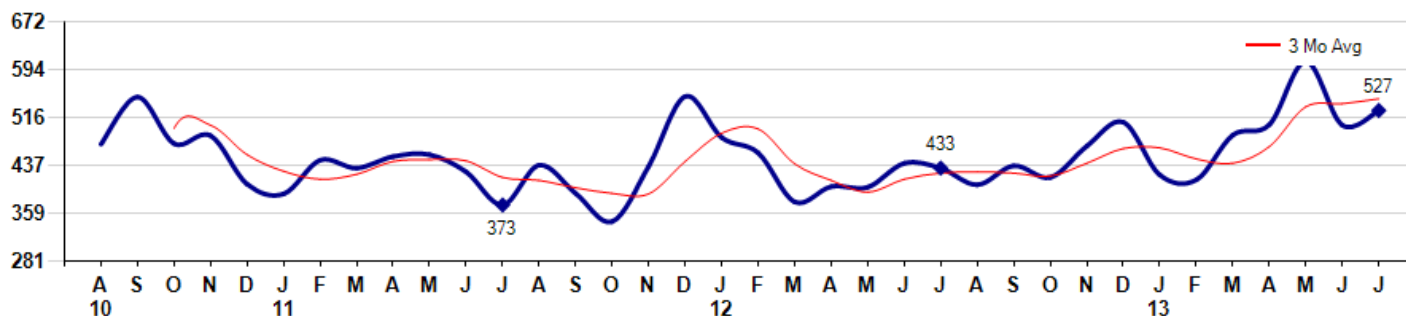
Average Days on Market(Listing to Contract) for properties sold during the month



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 \$527 was up 4.8% from \$503 last month and up 21.7% from \$433 in July of last year.

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



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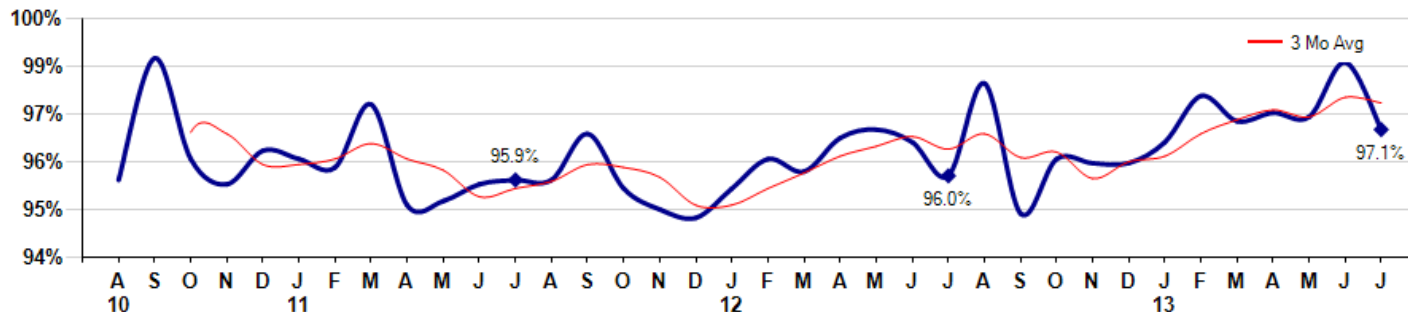


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Selling Price vs Listing Price

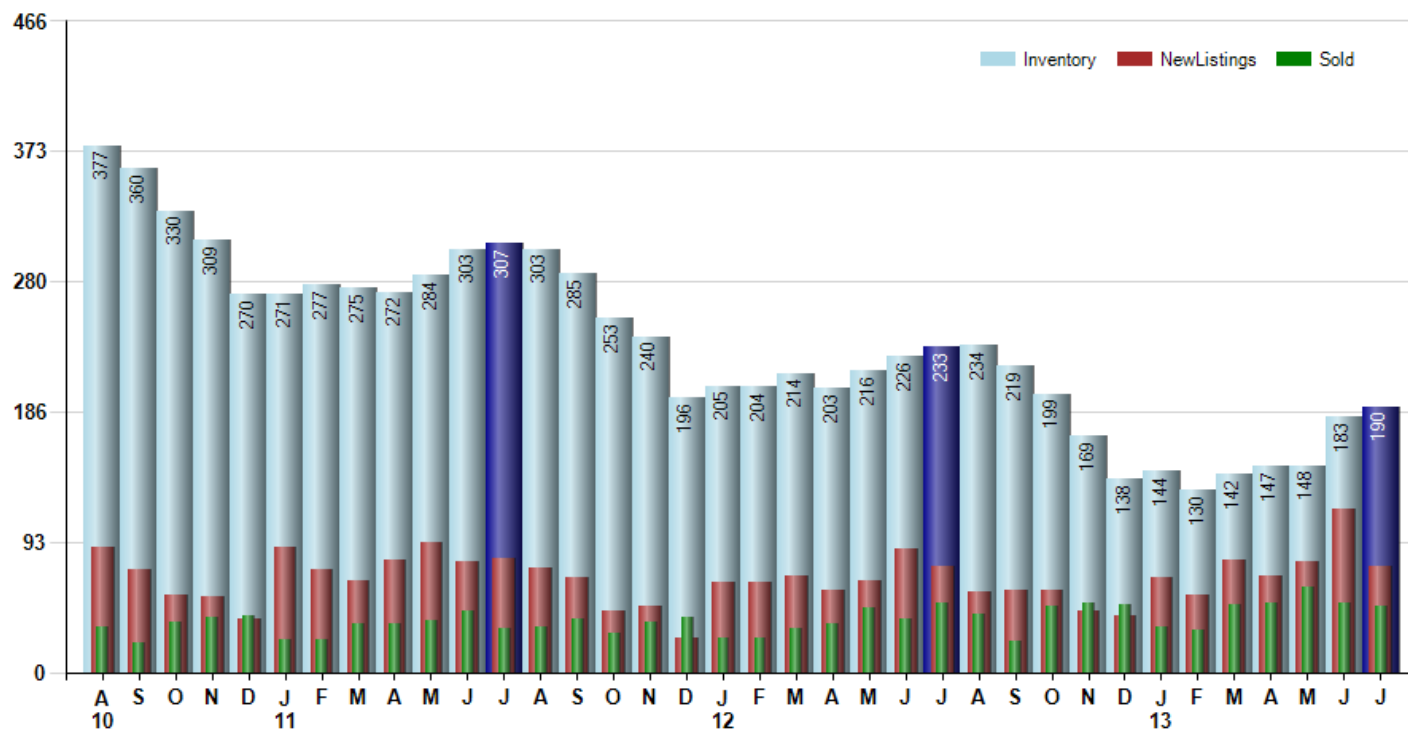
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2013 Selling Price vs List Price of 97.1% was down from 98.7% last month and up from 96.0% 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 76, down -35.0% from 117 last month and equal to 76 in July of last year.



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	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	33	21	36	39	40	23	23	35	35	37	44	31	33	38	28	36	39	24	25	31	35	46	38	50	42	22	47	50	48	32	30	48	49	61	49	47
3 Mo. Roll Avg			30	32	38	34	29	27	31	36	39	37	36	34	33	34	34	33	29	27	30	37	40	45	43	38	37	40	48	43	37	37	42	53	53	52

	(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	601	523	508	460	433	479	435	525	460	500	485	480	535	495	449	511	515	465	630	415	503	450	427	649	492	458	540	553	594	408	574	632	590	696	660	499
3 Mo. Roll Avg			544	497	467	457	449	480	473	495	482	488	500	503	493	485	492	497	537	503	516	456	460	509	522	533	496	517	562	518	525	538	598	639	649	618

	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	377	360	330	309	270	271	277	275	272	284	303	307	303	285	253	240	196	205	204	214	203	216	226	233	234	219	199	169	138	144	130	142	147	148	183	190
MSI	11	17	9	8	7	12	12	8	8	8	7	10	9	8	9	7	5	9	8	7	6	5	6	5	6	10	4	3	3	5	4	3	3	2	4	4

	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	93	69	78	109	90	66	102	68	77	112	96	79	97	83	89	105	86	92	96	108	148	89	65	99	55	52	68	89	81	50	55	73	57	61	44	39
3 Mo. Roll Avg			80	85	92	88	86	79	82	86	95	96	91	86	90	92	93	94	91	99	117	115	101	84	73	69	58	70	79	73	62	59	62	64	54	48

	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	472	549	473	486	407	391	446	433	452	455	427	373	438	392	346	436	550	483	458	378	403	402	441	433	406	437	418	469	508	422	414	487	504	607	503	527
3 Mo. Roll Avg			498	503	455	428	415	423	444	447	445	418	413	401	392	391	444	490	497	440	413	394	415	425	427	425	420	441	465	466	448	441	468	533	538	546

	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	0.959	0.988	0.964	0.958	0.966	0.964	0.962	0.977	0.953	0.954	0.958	0.959	0.959	0.970	0.957	0.952	0.950	0.957	0.964	0.961	0.969	0.971	0.968	0.960	0.982	0.951	0.964	0.963	0.963	0.968	0.979	0.973	0.975	0.974	0.987	0.971
3 Mo. Roll Avg			0.970	0.970	0.963	0.963	0.964	0.968	0.964	0.961	0.955	0.957	0.959	0.963	0.962	0.960	0.953	0.953	0.957	0.961	0.965	0.967	0.969	0.966	0.970	0.964	0.966	0.959	0.963	0.965	0.970	0.973	0.976	0.974	0.979	0.977

	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	89	74	55	54	38	90	74	65	80	93	79	81	75	68	44	47	25	64	64	69	59	65	88	76	58	59	59	44	40	68	55	80	69	79	117	76
Inventory	377	360	330	309	270	271	277	275	272	284	303	307	303	285	253	240	196	205	204	214	203	216	226	233	234	219	199	169	138	144	130	142	147	148	183	190
Sales	33	21	36	39	40	23	23	35	35	37	44	31	33	38	28	36	39	24	25	31	35	46	38	50	42	22	47	50	48	32	30	48	49	61	49	47

	(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	602	708	556	620	520	441	472	554	567	595	693	486	662	490	481	621	853	570	769	491	508	535	559	695	554	638	608	625	680	501	660	679	642	834	669	639
3 Mo. Roll Avg			622	628	565	527	478	489	531	572	618	591	614	546	544	531	652	681	730	610	589	511	534	596	603	629	600	623	638	602	614	613	660	718	715	714

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