



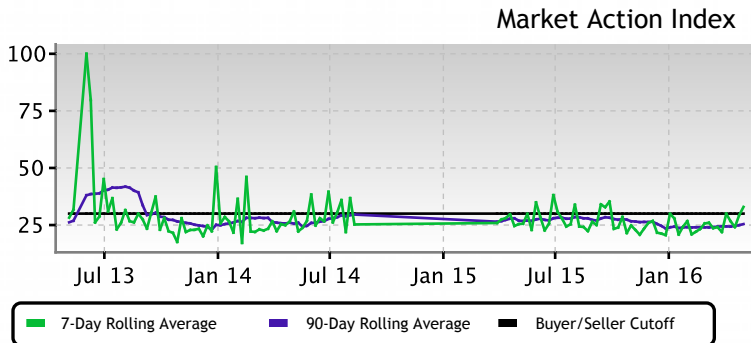
This Week

The median list price in RANCHO MIRAGE, CA 92270 this week is \$827,000.

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 have been exceeding new inventory for several weeks. Since this is a Buyer's market, prices are not yet moving higher as excess inventory is consumed. However, as the supply and demand trends continue, the market moves into the Seller's zone, and we are likely to see upward pressure on pricing.



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	\$ 2,300,000	5049	0.50 - 1.0 acre	4.0	5.0	12	109	2	6	241	Most expensive 25% of properties
Upper/Second	\$ 1,095,000	3686	0.25 - 0.50 acre	4.0	4.0	14	109	3	14	176	Upper-middle 25% of properties
Lower/Third	\$ 689,000	2957	0.25 - 0.50 acre	3.0	3.0	16	109	6	9	154	Lower-middle 25% of properties
Bottom/Fourth	\$ 459,000	2281	6,501 - 8,000 sqft	3.0	3.0	28	109	10	10	140	Least expensive 25% of properties

Real-Time Market Profile		Trend
Median List Price	\$ 827,000	↔↔
Asking Price Per Square Foot	\$ 264	↔↔
Average Days on Market (DOM)	178	↓
Percent of Properties with Price Decrease	44 %	
Percent Relisted (reset DOM)	11 %	
Percent Flip (price increased)	3 %	
Median House Size (sq ft)	3256	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	3.5	
Market Action Index	Buyer's Advantage 25.4	↑↑

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

Price

- We continue to see prices in this zip code bounce around this plateau. Look for a persistent down-shift in the Market Action Index before we see prices deviate from these levels.

