

Sunday August 15, 2010

Real-Time Market Profile		Trend
Median List Price	\$ 335,000	↓↓
Asking Price per Square Foot	\$ 169	↓↓
Average Days on Market	242	↓↓
Percent of Properties with Price Decrease	31 %	
Percent Relisted (reset DOM)	12 %	
Percent Flip (price increased)	4 %	
Median House Size (sq ft)	2,037	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	
Market Action Index*	Cold! Buyer's Market 12	↓↓

* see below for details on the Market Action Index

THIS WEEK

The median single family home price in NAPLES this week is \$335,000.

Inventory has been trending down and days-on-market is falling. But demand as measured by the Market Action Index is also trending down. The market is not giving strong up or down signals from these data.

PRICE

The market has been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.

SUPPLY AND DEMAND

Local conditions are currently quite strongly in the Buyer's Market zone (below 30). The 90-day Market Action Index stands at 12. With several months of inventory available at the current sales rate, buyers should find ample choice.

QUARTILES

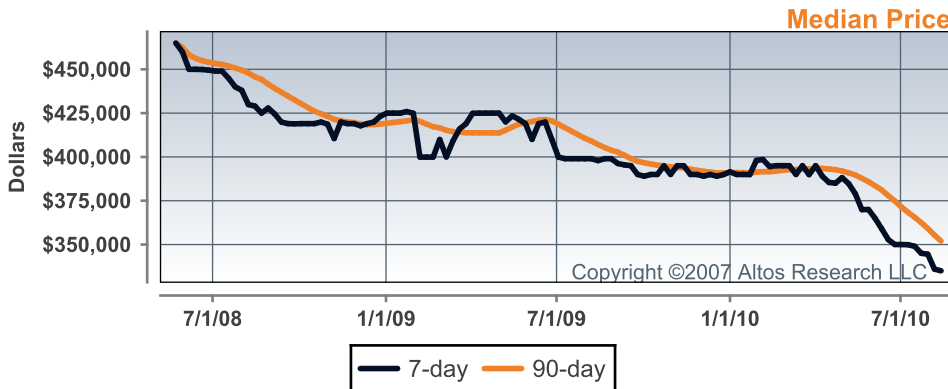
Investigate the market in quartiles—where each quartile is 25% of the homes listed.

Most expensive 25% of homes

Upper-middle 25% of homes

Lower-middle 25% of homes

Least expensive 25% of homes



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.

Characteristics per Quartile

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 1,550,000	3,700	0.25 - 0.50 acre	4.0	4.0	8	1182	40	37	337
2	\$ 474,500	2,308	0.25 - 0.50 acre	3.0	2.5	10	1182	35	28	256
3	\$ 249,000	1,751	0.25 - 0.50 acre	3.0	2.0	13	1182	44	36	203
4	\$ 124,900	1,413	0.25 - 0.50 acre	3.0	2.0	18	1183	55	55	175

About Altos Research Corporation

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