

# The 3 Oceans Market Report

## market update

**PORTOLA VALLEY**

Current prices for homes on the market  
Trends in pricing  
Current levels of supply and demand  
Value metrics

Report for the week of  
2009-01-02

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# City Overview

Real-Time Market Profile		Trend
Median List Price	\$ 1,879,000	↓ ↓
Average List Price	\$ 2,481,524	
Least Expensive Listing	\$ 990,000	
Most Expensive Listing	\$ 7,950,000	
Asking Price per Square Foot	\$ 737	↓ ↓
Average Days on Market	144	↓ ↓
Total Inventory	21	↓ ↓
Absorbed This Week*	0	
Percent of Properties with Price Decrease	38 %	
Percent Relisted (reset DOM)	5 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	2,765	
Median Lot Size	0.50 - 1.0 acre	
Median Number of Bedrooms	3.9	
Median Number of Bathrooms	3.0	
Median Age	51	

Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's</b>	12 ↑ ↑

Altos Research calculates the Market Action Index which measures available supply relative to the current level of demand. Index value above 30 indicates conditions favor the seller. See the section below for full details.

Trend Key

Last Month's Trend  
 Last Quarter's  
 No Clear Monthly/Quarterly

\*Metric "Absorbed this Week" covers properties sold and those taken off the market for other reasons. Since sales sometimes take months to close, it is impossible to discern in real-time exactly which properties sold.

## Characteristics per Quartile

Quart	Median Price	Med. Sqft.	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 3,950,000	5,450	1.0 - 2.5 acres	4.0	4.0	48	5	0	0	151
2	\$ 2,950,000	2,930	1.0 - 2.5 acres	4.0	3.0	42	5	0	0	109
3	\$ 1,797,000	2,620	0.25 - 0.50 acre	4.0	3.0	51	5	0	0	141
4	\$ 1,222,500	1,620	0.25 - 0.50 acre	3.0	2.0	50	6	0	0	170

## PORTOLA VALLEY

### THIS WEEK

The median single family home price in PORTOLA VALLEY this week is \$1,879,000. The 21 homes have been on the market for an average of 144 days.

Inventory is tightening and days-on-market is falling. The Market Action Index shows demand heating up. These are relatively bullish signs for prices.

### QUARTILES

To get a tightly targeted understanding of homes in the market, we break each locale into quartiles. Each quartile is 25% of the homes listed.

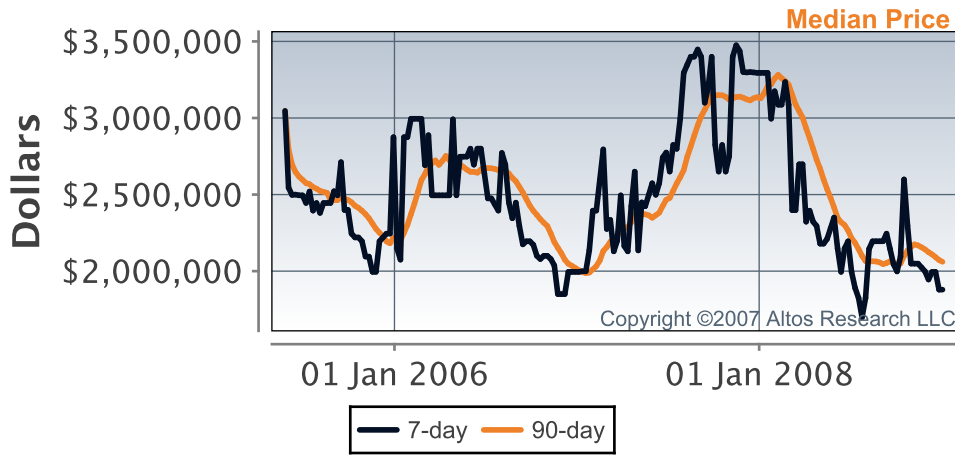
Most expensive 25% of homes

Upper-middle 25% of homes

Lower-middle 25% of homes

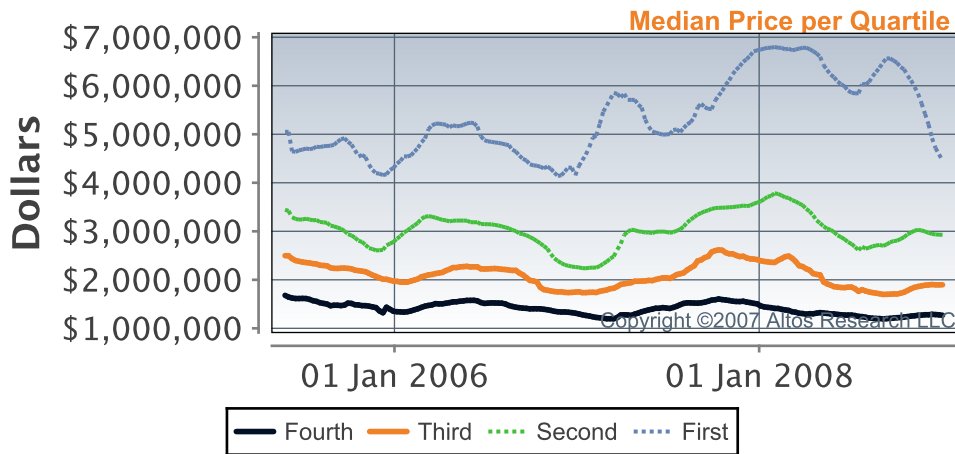
Least expensive 25% of homes

We'll refer to the quartiles in the trend graphs below.



### PRICE

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



### QUARTILE PRICES

Often, we find insights by watching pricing trends within the quartile segments.

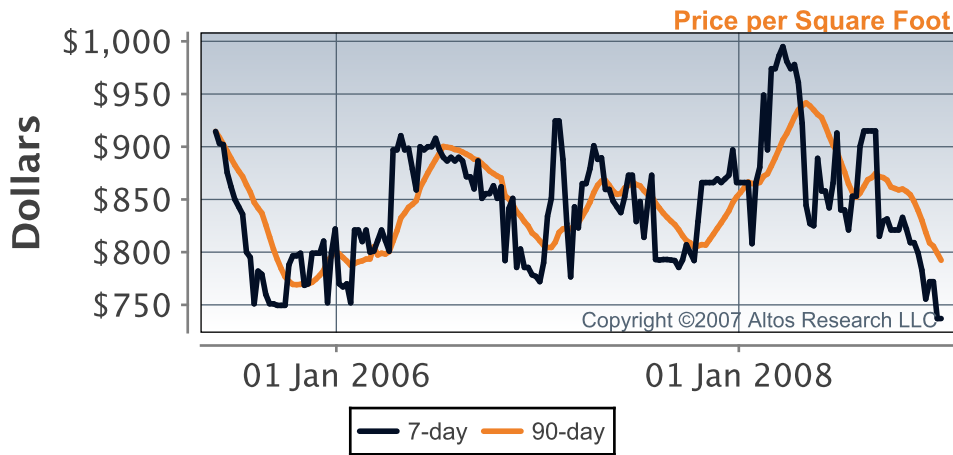
Prices at the upper end of the market have been showing weakness. While there is enough demand in the low end (Quartiles 3 and 4) to keep prices flat, unless there is a persistent up-shift in the Market Action Index, the entire market may resume a down trend soon.

### PRICE AND VALUE

The market's downward trends are shared across both price and value. People are recently placing less value on homes (you can see the recent declines in price per square foot as evidence.) Look for significant changes in the Market Action Index as a precursor to price and value changes, possibly as inflection points for good investment opportunities.

### INVENTORY

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Market zone for a long period, prices are likely in for a downward correction.



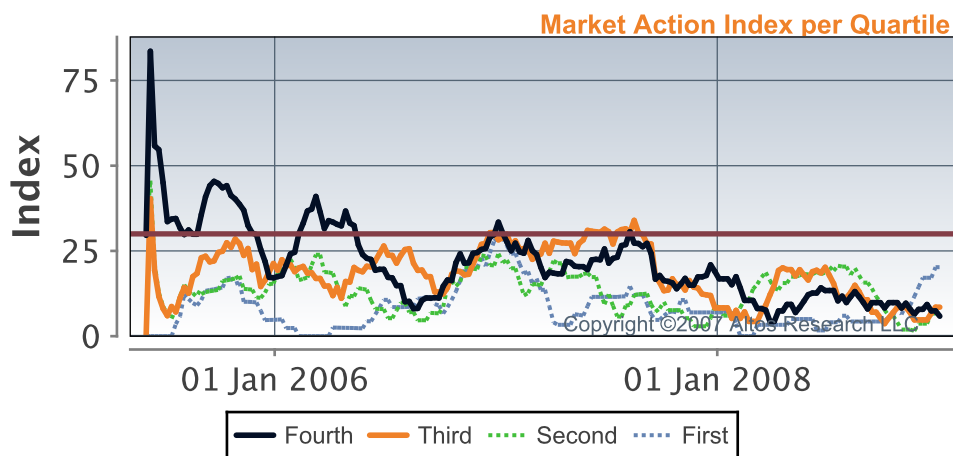
The Market Action Index (MAI) illustrates the balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

An MAI value greater than 30 typically indicates a "Seller's Market" (a.k.a. "Hot Market") because demand is high enough to quickly gobble up available supply. A hot market will typically cause prices to rise. MAI values below 30 indicate a "Buyer's Market" (a.k.a. "Cold Market") where the inventory of already-listed homes is sufficient to last several months at the current rate of sales. A cold market will typically cause prices to fall.

### MARKET ACTION INDEX

The PORTOLA VALLEY market is 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.

Home sales have been exceeding new inventory for several weeks. However because of excess inventory, prices have not yet stopped falling. Should the sales trend continue, expect prices to level off soon and potentially to resume their climb from there. Watch prices as the market transitions from a Buyer's market to a Seller's market.



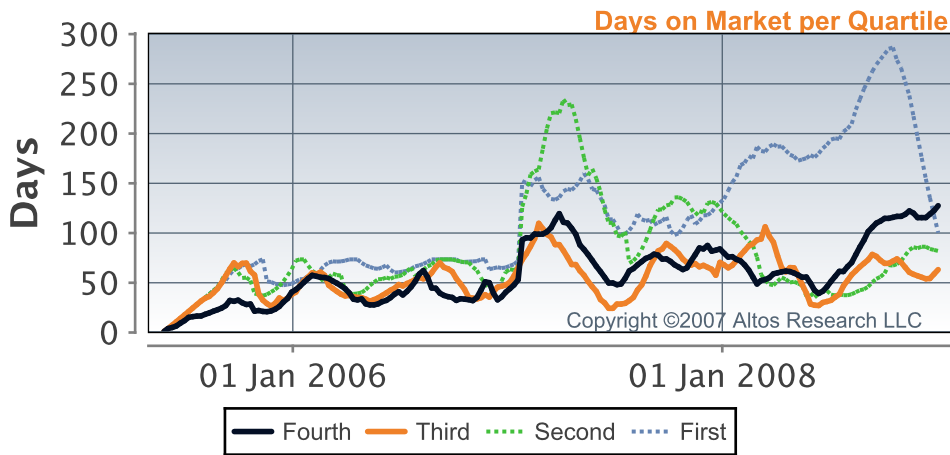
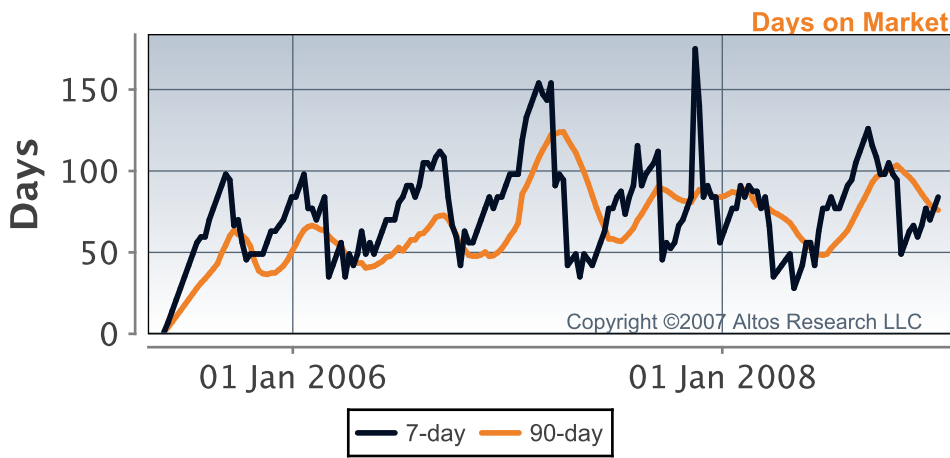
The quartiles can help you answer the question, "How hot is the market for homes in my price range?"

### MARKET ACTION

Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low end) will improve and signal a strengthening market before the whole group changes.

**DAYS ON MARKET (DOM)**  
The properties have been on the market for an average of 144 days. Half of the listings have come newly on the market in the past 84 or so days.

**DOM PER QUARTILE**  
It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



# Neighborhood Detail

## PORTOLA VALLEY 94028

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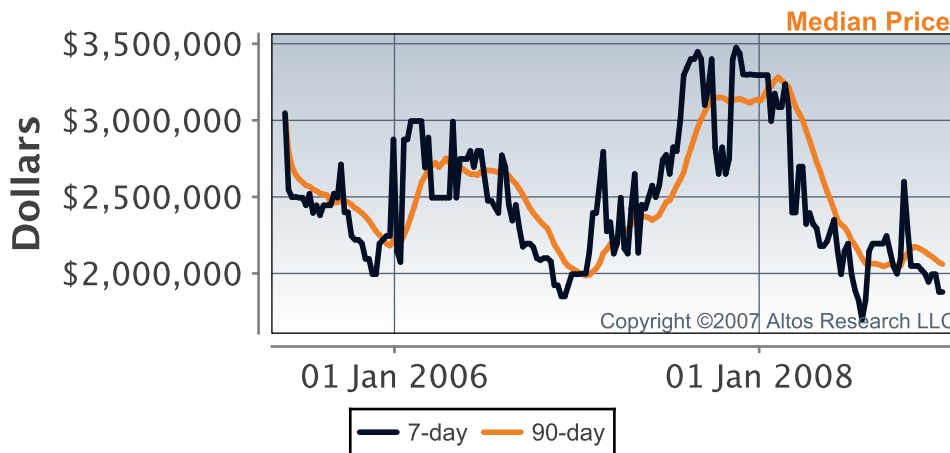
### THIS WEEK

The median single family home price in PORTOLA VALLEY 94028 this week is \$1,879,000.

Inventory is tightening and days-on-market is falling. The Market Action Index shows demand heating up. These are relatively bullish signs for prices.

### PRICE

Prices in this zip code have been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.



### PRICE PER QUARTILE

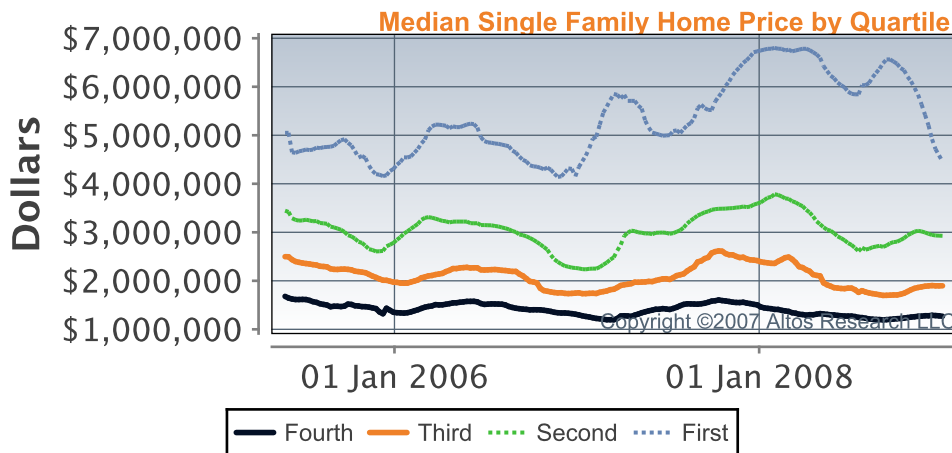
In the quartile market segments, we see the upper end of the market in this zip code showing weakness. While there is enough demand in the low end (Quartiles 3 and 4) to keep prices flat, unless there is a persistent up-shift in the Market Action Index, the entire market may resume a down trend soon.

### QUARTILES

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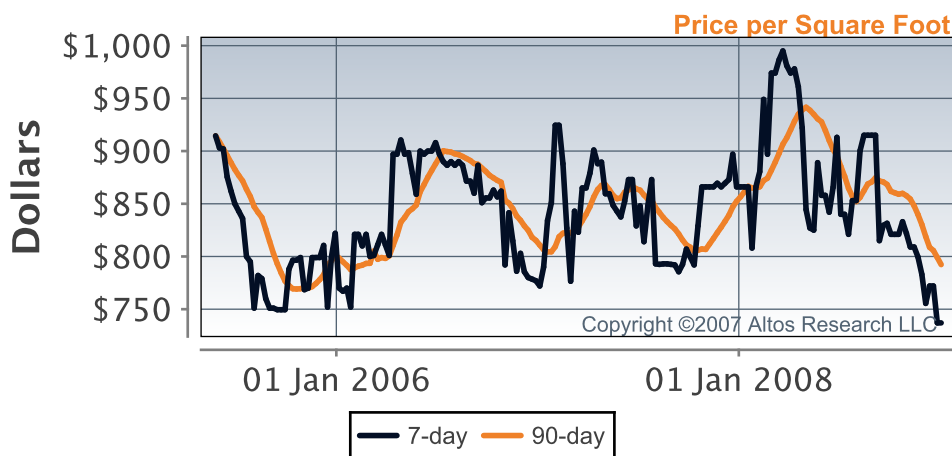
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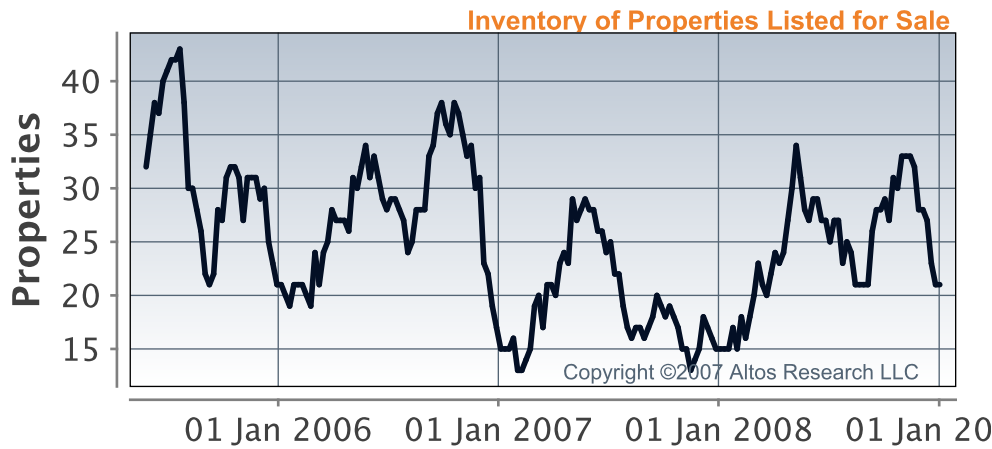
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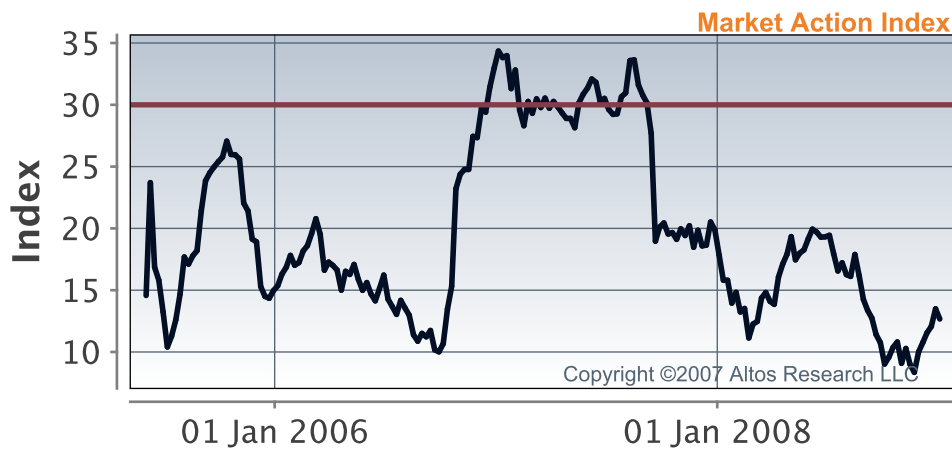
### INVENTORY

Inventory has been climbing lately with 21 properties available this week. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index to gauge whether buyer interest is keeping up with available supply.



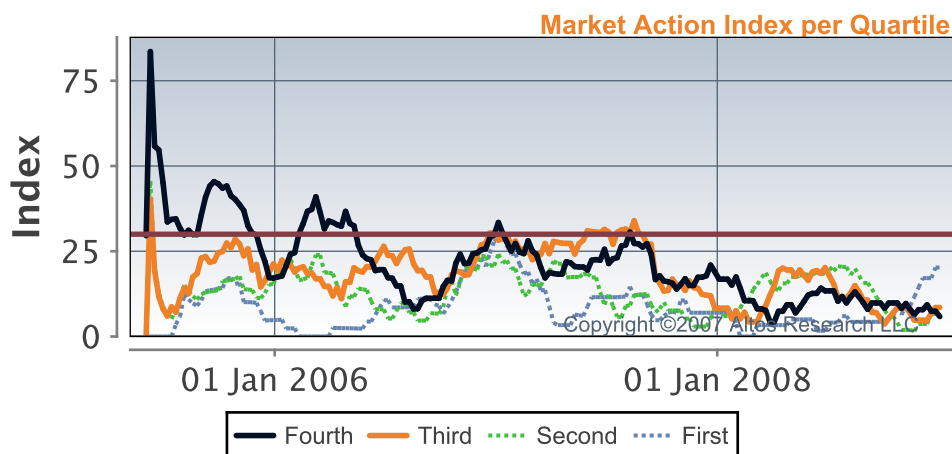
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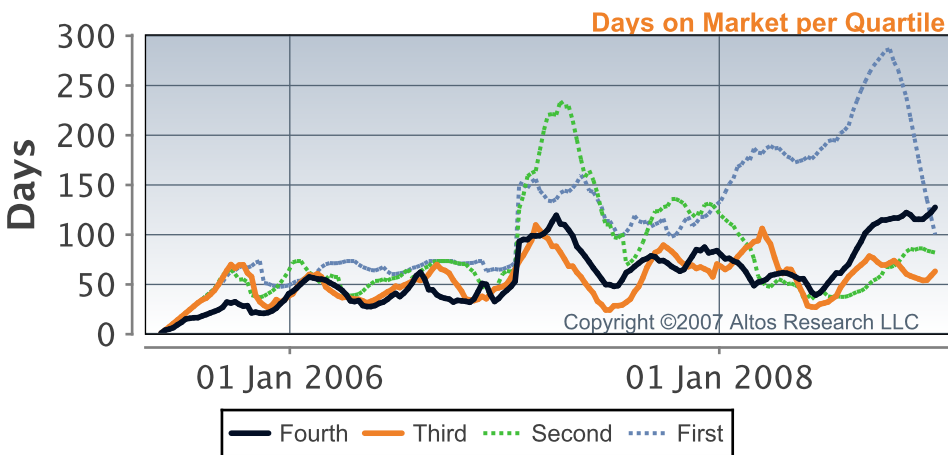
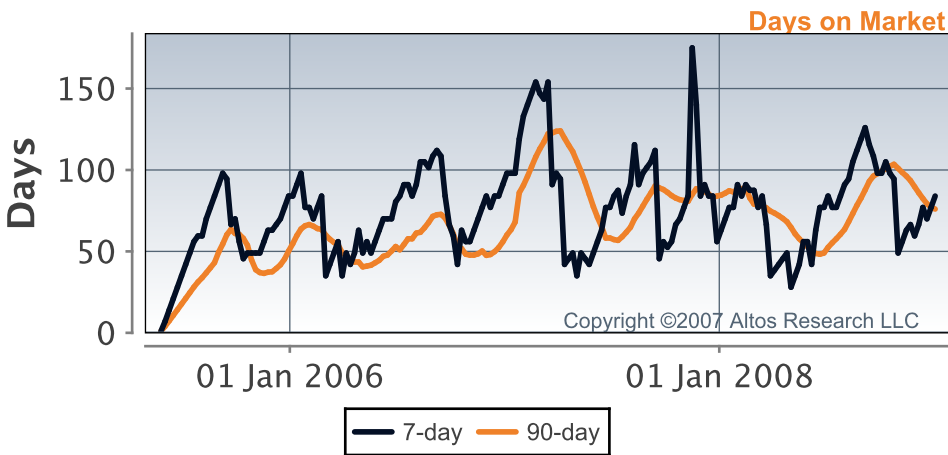
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The properties have been on the market for an average of 144 days. Half of the listings have come newly on the market in the past 84 or so days. Watch the 90-day DOM trend for signals of a changing market.

**DAYS ON MARKET**

It is not uncommon for the higher priced homes in an area (Quartiles 1 and 2) to take longer to sell than those in the lower quartiles.

**About Altos Research Corporation**

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