

# 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  
2009-01-09

Presented by Kevin Boer

650.387.2860

3 Oceans Real Estate, Inc.

<http://3OceansRealEstate.com> | [kevin@3OceansRealEstate.com](mailto:kevin@3OceansRealEstate.com)



# City Overview

Real-Time Market Profile		Trend
Median List Price	\$ 1,799,000	↓ ↓
Average List Price	\$ 2,351,524	
Least Expensive Listing	\$ 990,000	
Most Expensive Listing	\$ 7,950,000	
Asking Price per Square Foot	\$ 772	← →
Average Days on Market	157	↓ ↓
Total Inventory	21	↓ ↓
Absorbed This Week*	1	
Percent of Properties with Price Decrease	38 %	
Percent Relisted (reset DOM)	10 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	2,745	
Median Lot Size	0.50 - 1.0 acre	
Median Number of Bedrooms	3.8	
Median Number of Bathrooms	3.0	
Median Age	51	

Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's</b>	13 ↑ ↑

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	\$ 3,495,000	4,400	1.0 - 2.5 acres	4.0	3.0	48	5	0	1	157
2	\$ 2,049,000	2,800	0.50 - 1.0 acre	4.0	3.0	40	5	0	0	113
3	\$ 1,699,000	2,420	0.25 - 0.50 acre	4.0	3.0	52	5	0	0	155
4	\$ 1,200,000	1,455	0.25 - 0.50 acre	2.5	2.0	42	6	0	0	195

## PORTOLA VALLEY

### THIS WEEK

The median single family home price in PORTOLA VALLEY this week is \$1,799,000. The 21 homes have been on the market for an average of 157 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

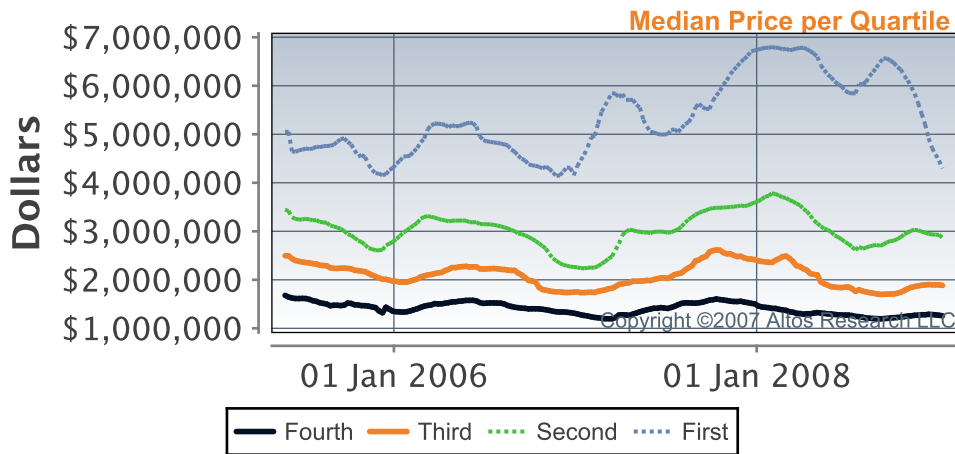
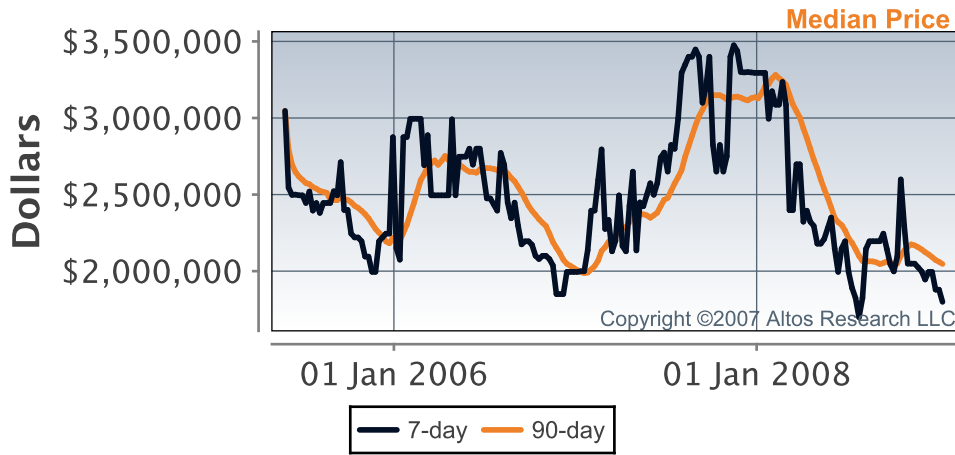
We'll refer to the quartiles in the trend graphs below.

**PRICE**

Again this week we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high levels. The Market Action Index is a good leading indicator for the durability of this trend.

**QUARTILE PRICES**

Often, we find insights by watching pricing trends within the quartile segments. Price weakness is evident across the board. Quartiles 1, 2, and 4 have been in price decline in recent weeks, with Quartile 3 remaining basically flat. Look to the Market Action Index as a leading indicator of the bottom of the market.

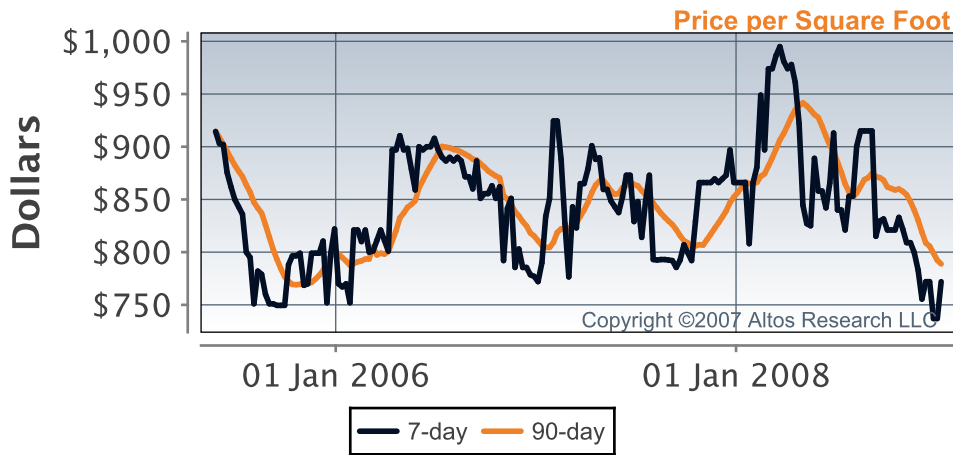


### PRICE AND VALUE

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.



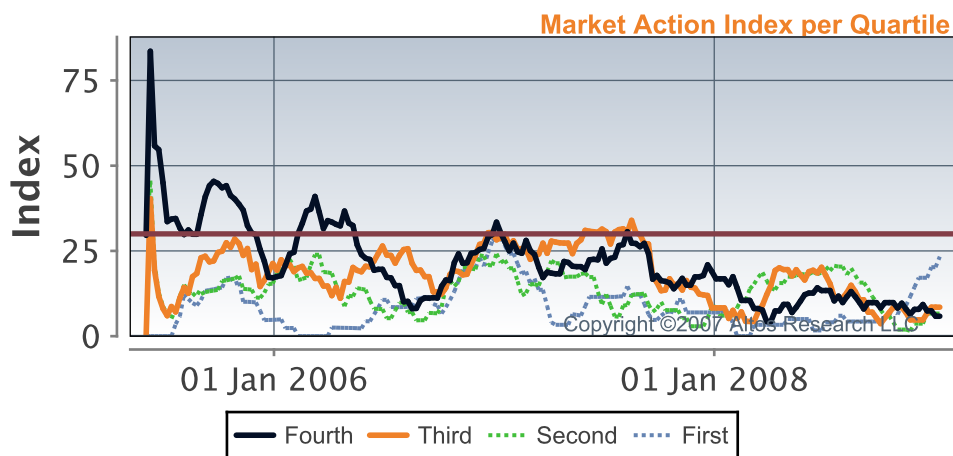
The Market Action Index (MAI) illustrates the balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

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 13. With several months of inventory available at the current sales rate, buyers should find ample choice.

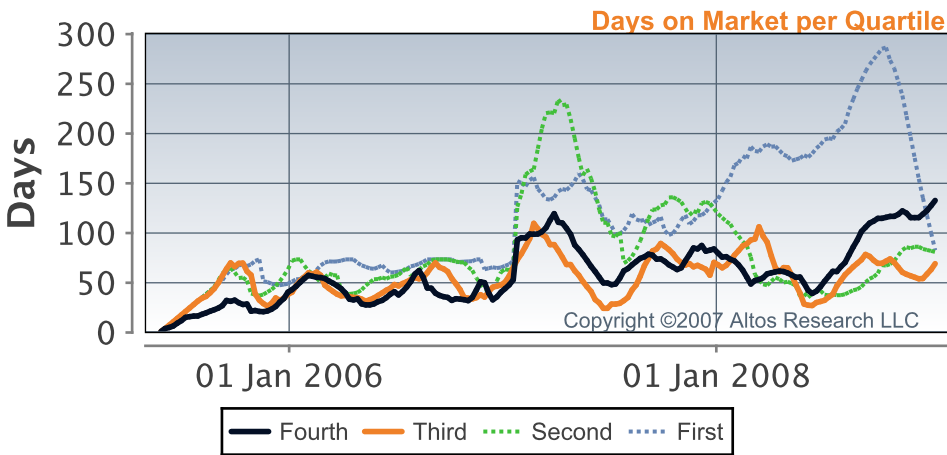
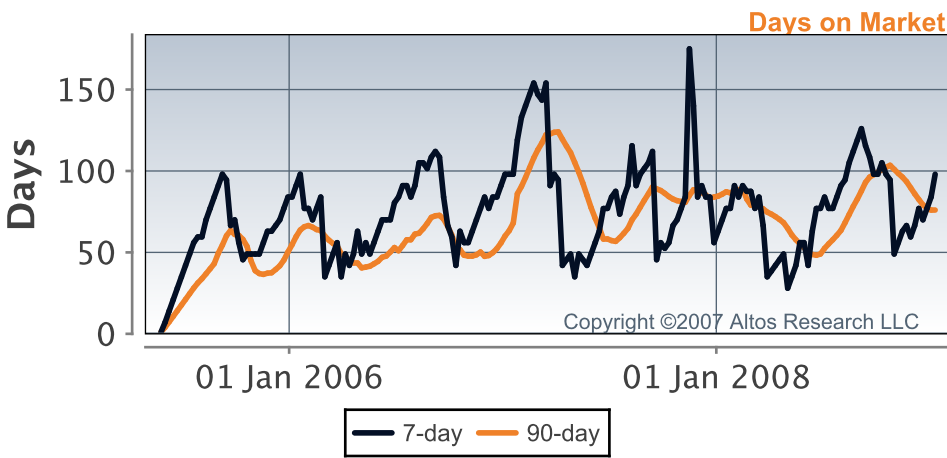
Home sales have been exceeding new inventory for several weeks. However because of excess inventory, prices have not yet stopped falling. Should the sales trend continue, expect prices to level off soon and potentially to resume their climb from there. Watch prices as the market transitions from a Buyer's 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 157 days. Half of the listings have come newly on the market in the past 98 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

Real-Time Market Profile		Trend
Median List Price	\$ 1,799,000	↓ ↓
Average List Price	\$ 2,351,524	
Least Expensive Listing	\$ 990,000	
Most Expensive Listing	\$ 7,950,000	
Asking Price per Square Foot	\$ 772	
Average Days on Market	157	↓ ↓
Total Inventory	21	
Absorbed This Week	1	
Median House Size (sq ft)	2,745	
Median Lot Size	0.50 - 1.0 acre	
Median Number of Bedrooms	3.8	
Median Number of Bathrooms	3.0	
Median Age	51	
Altos Research Value Statistics		
Market Action Index	<span style="border: 1px solid blue; padding: 2px;">Cold! Buyer's</span>	13 ↑ ↑

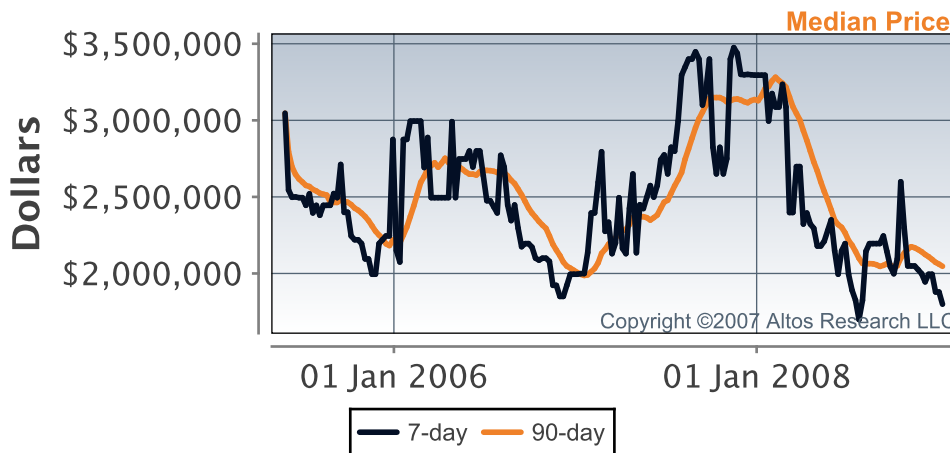
### THIS WEEK

The median single family home price in PORTOLA VALLEY 94028 this week is \$1,799,000.

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

Again this week in this zip code we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high level. At this point, we will be looking for a persistent upward shift in the Market Action Index as a leading indicator for a trough in prices.



### PRICE PER QUARTILE

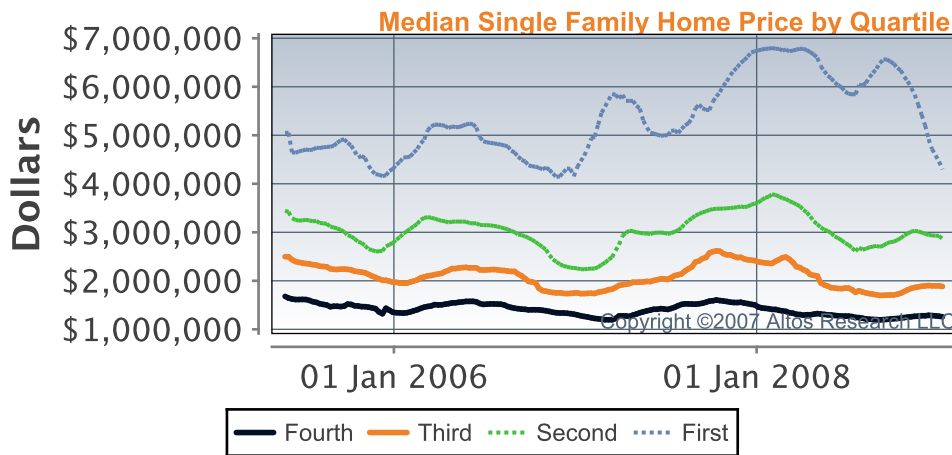
In the quartile market segments, we see the market's price weakness evident across the board. Quartiles 1, 2, and 4 have been in price decline in recent weeks, with Quartile 3 remaining basically flat. Look to the Market Action Index as a leading indicator of the bottom of the market.

### QUARTILES

- Most expensive 25% of homes
- Upper-middle 25% of homes
- Lower-middle 25% of homes
- Least expensive 25% of homes

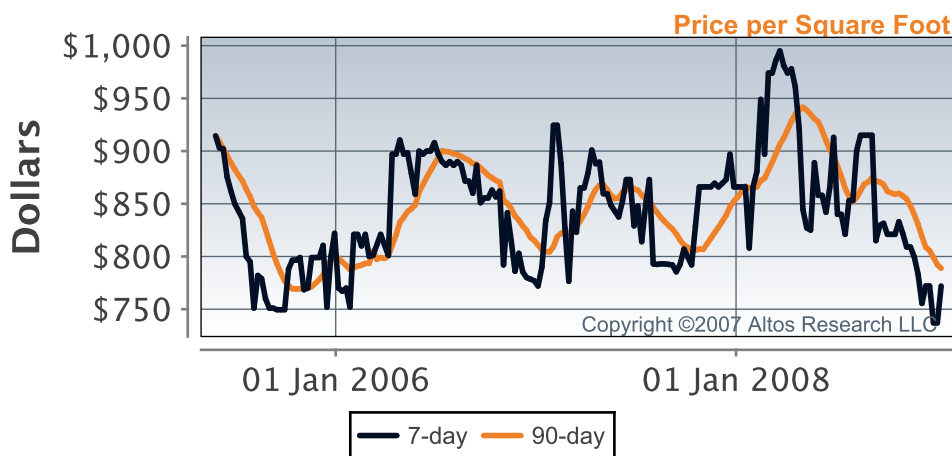
### PRICE AND VALUE

Despite recently falling prices, the price per square foot has stayed reasonably flat. This implies that there's a portion of the market being priced at a premium. You can investigate this condition in the quartile details.



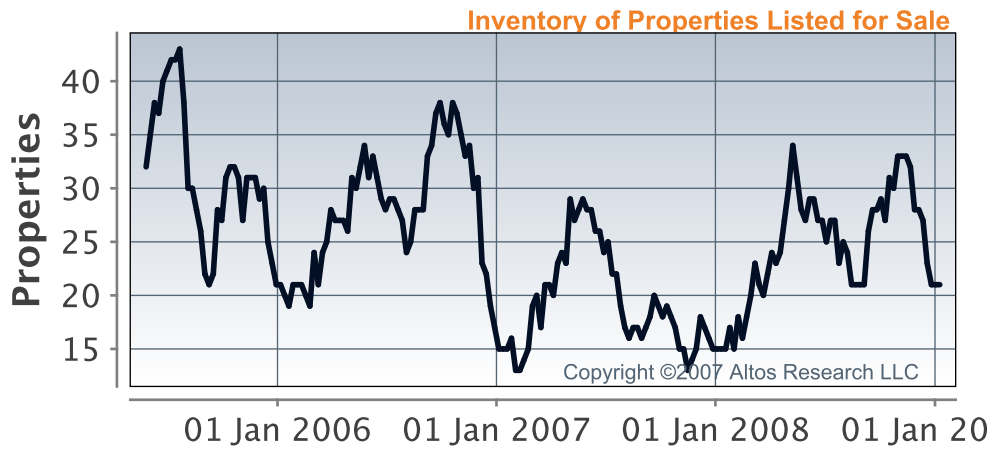
### Characteristics per Quartile

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 3,495,000	4,400	1.0 - 2.5 acres	4.0	3.0	48	5	0	1	157
2	\$ 2,049,000	2,800	0.50 - 1.0 acre	4.0	3.0	39	5	0	0	113
3	\$ 1,699,000	2,420	0.25 - 0.50 acre	4.0	3.0	52	5	0	0	155
4	\$ 1,200,000	1,455	0.25 - 0.50 acre	2.5	2.0	42	6	0	0	195



### 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.



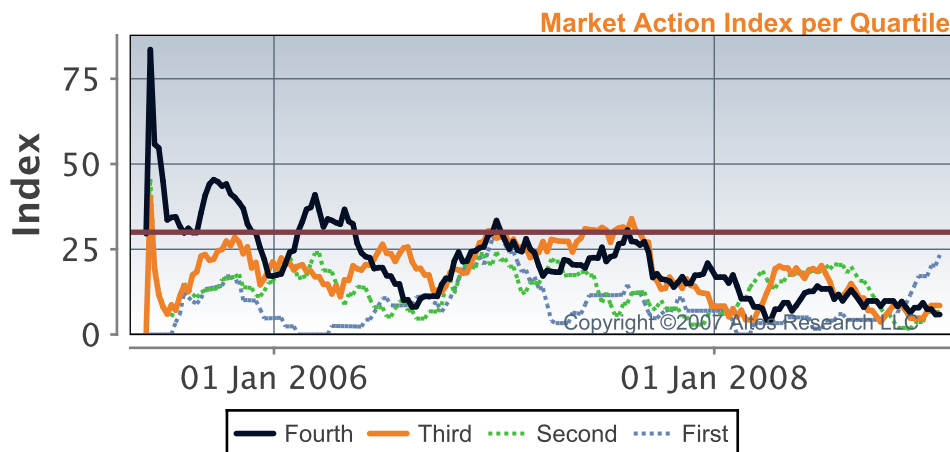
### MARKET ACTION INDEX

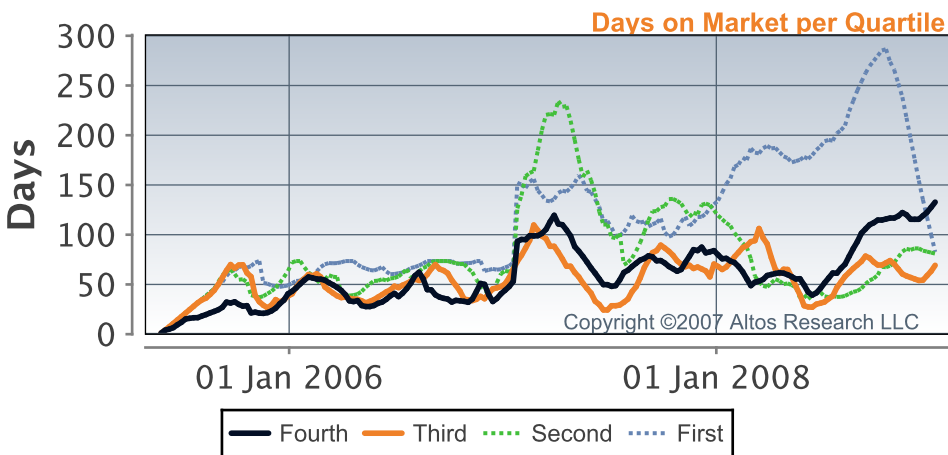
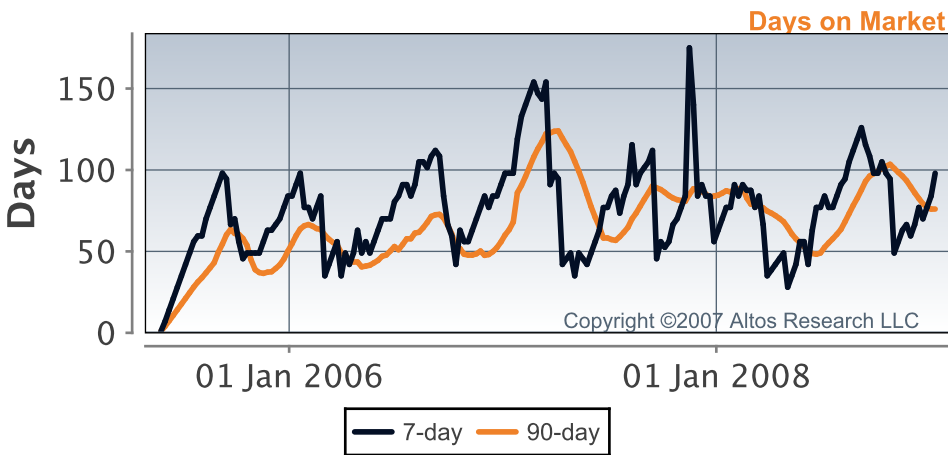
The PORTOLA VALLEY 94028 is quite strongly in the Buyer's Market zone. The 90-day Market Action Index stands at 13. With several months of inventory available at the current sales rate, buyers should find ample choice.



### MARKET ACTION

Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.





### About Altos Research Corporation

Altos Research Corp. reports real-time analysis of the residential real estate market in local markets across the country. All information contained herein is based on properties currently listed for sale and available publicly. When evaluating a particular property, make sure you use comparable sales data in addition to the market trend information available in this report. The data presented in this report is accurate to the best of our knowledge, but cannot be guaranteed as such. Use this report as one input in the real estate decision making process, but do not rely on it for accuracy. Nothing in this report or any other Altos Research publication is a recommendation to buy or to sell real estate. We recommend you work with a licensed real estate agent or broker.