



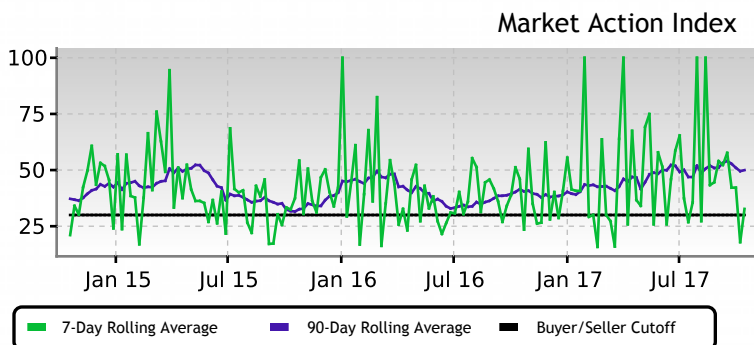
## This Week

The median list price in HALF MOON BAY, CA 94019 this week is \$1,765,000.

The Market Action Index has been trending down lately, while inventory and days-on-market are climbing. The trends imply a weakening market.

## Supply and Demand

- The market has started cooling and prices have been flat for several weeks. Since we're in the Seller's zone, watch for changes in MAI. If the MAI resumes its climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.



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

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 2,872,500	3986	8,001 - 10,000 sqft	5.0	3.5	10	6	0	0	26	Most expensive 25% of properties
Upper/Second	\$ 1,965,000	3425	8,001 - 10,000 sqft	4.0	3.2	10	6	0	1	111	Upper-middle 25% of properties
Lower/Third	\$ 1,675,000	2975	6,501 - 8,000 sqft	4.0	3.5	21	6	0	0	49	Lower-middle 25% of properties
Bottom/Fourth	\$ 1,395,000	2150	6,501 - 8,000 sqft	4.0	2.5	28	7	0	1	50	Least expensive 25% of properties

Investigate the market in quartiles - where each quartile is 25% of homes ordered by price.

### Real-Time Market Profile

		Trend
Median List Price	\$ 1,765,000	↔
Asking Price Per Square Foot	\$ 612	↓
Average Days on Market (DOM)	59	↑↑
Percent of Properties with Price Decrease	12 %	
Percent Relisted (reset DOM)	0 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	3060	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.0	
Market Action Index	Strong Seller's 50.0	↓

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

## Price

- Prices in this zip code seem to have settled around a plateau. Look for a persistent down-shift in the Market Action Index before we see prices deviate from these levels.

