

County: San Diego



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Price Range: All | Properties: SFH - Condo - TwnHm

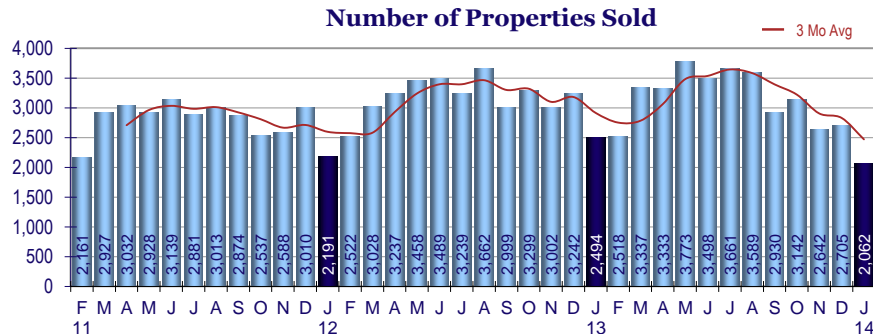
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$479,000	3%		22%				
Average List Price of all Current Listings	\$905,057	1%		13%				
January Median Sales Price	\$408,000	-3%	-2%	15%	1%	\$408,000	15%	1%
January Average Sales Price	\$536,947	-1%	1%	22%	4%	\$536,947	22%	4%
Total Properties Currently for Sale (Inventory)	7,433	6%		-4%				
January Number of Properties Sold	2,062	-24%		-17%		2,062	-17%	
January Average Days on Market (Solds)	54	-4%	6%	-23%	6%	54	-23%	6%
Asking Price per Square Foot (based on New Listings)	\$338	3%	2%	10%	5%	\$338	10%	5%
January Sold Price per Square Foot	\$307	3%	2%	24%	6%	\$307	24%	6%
January Month's Supply of Inventory	3.6	39%	15%	16%	36%	3.6	16%	36%
January Sale Price vs List Price Ratio	97.5%	-5%	.8%	-1.3%	-0%	96.3%	-1.0%	-1.2%

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2013) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

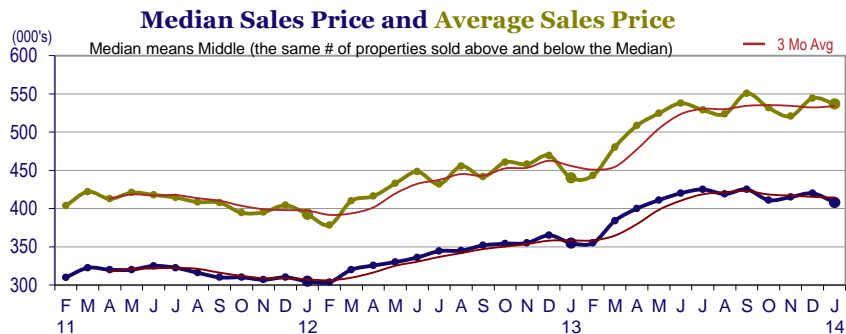
Property Sales

January Property sales were 2,062, down 17.3% from 2,494 in January of 2013 and 23.8% lower than the 2,705 sales last month. January 2014 sales were at their lowest level compared to January of 2013 and 2012. January YTD sales of 2,062 are running 17.3% behind last year's year-to-date sales of 2,494.



Prices

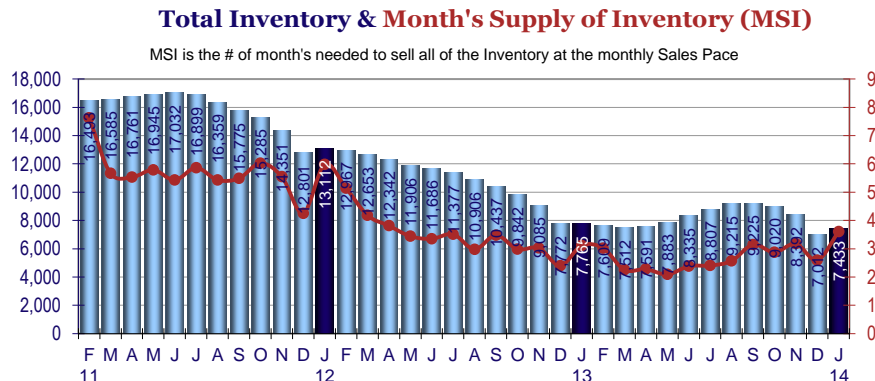
The Median Sales Price in January was \$408,000, up 14.9% from \$355,000 in January of 2013 and down 2.8% from \$419,900 last month. The Average Sales Price in January was \$536,947, up 22.0% from \$440,083 in January of 2013 and down 1.3% from \$544,200 last month. January 2014 ASP was at the highest level compared to January of 2013 and 2012.



Inventory & MSI

The Total Inventory of Properties available for sale as of January was 7,433, up 6.0% from 7,012 last month and down 4.3% from 7,765 in January of last year. January 2014 Inventory was at its lowest level compared with January of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The January 2014 MSI of 3.6 months was at a mid level compared with January of 2013 and 2012.



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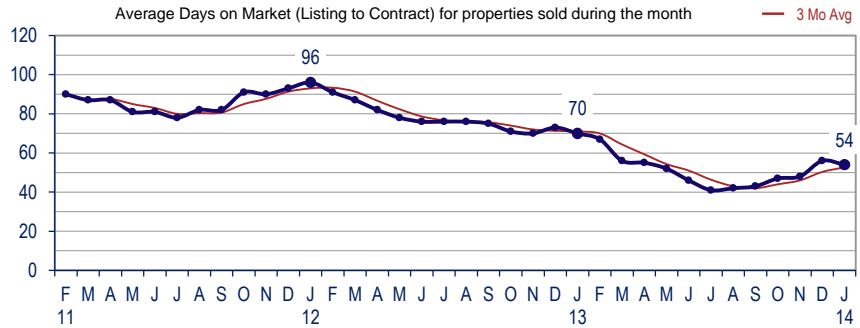
RESIDENTIAL BROKERAGE

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Market Time

The average Days On Market (DOM) shows how many days the average Property is on the market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for January was 54, down 3.6% from 56 days last month and down 22.9% from 70 days in January of last year. The January 2014 DOM was at its lowest level compared with January of 2013 and 2012.

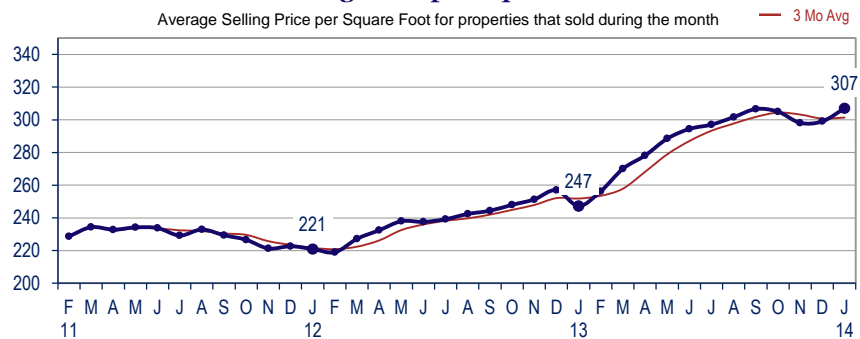
Days On Market for Sold Properties



Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The January 2014 Selling Price per Square Foot of \$307 was up 2.7% from \$299 last month and up 24.2% from 247 in January of last year.

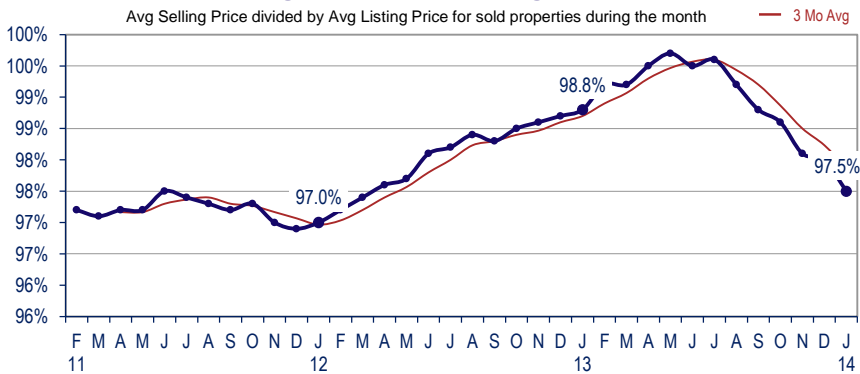
Selling Price per Square Foot



Selling Price vs Original Listing Price

The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The January 2014 Selling Price vs Original List Price of 97.5% was down from 98.0% last month and down from 98.8% in January of last year.

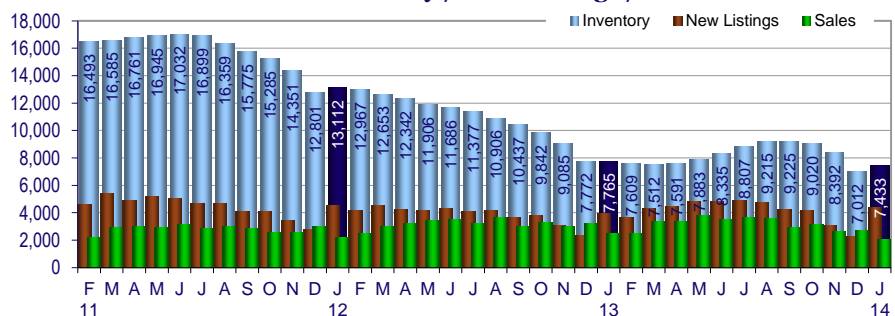
Selling Price versus Listing Price Ratio



Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in January 2014 was 4,364, up 95.3% from 2,234 last month and up 10.8% from 3,937 in January of last year.

Inventory / New Listings / Sales



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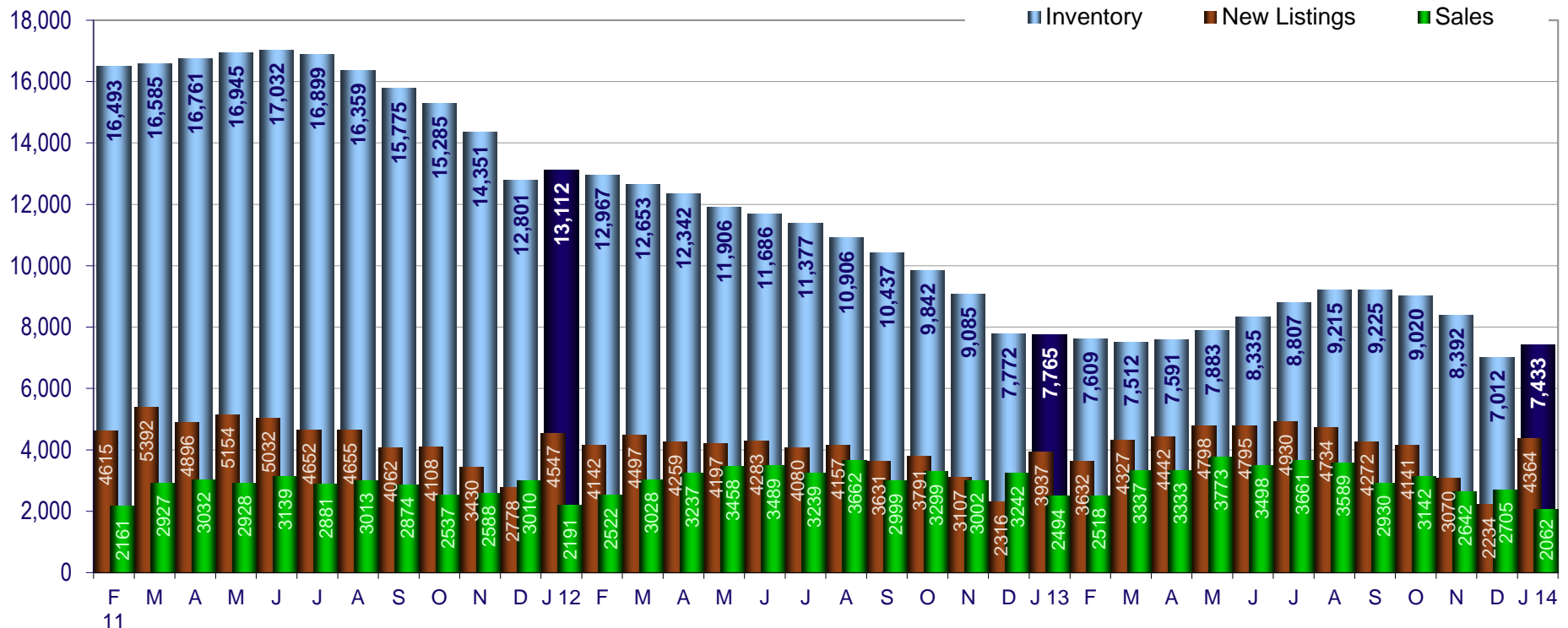
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January 2014



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