YOUR LOCAL EXECUTIVE SUMMARY

Monday January 10, 2011

SAN DIEGO, CA 92106 SINGLE FAMILY HOMES



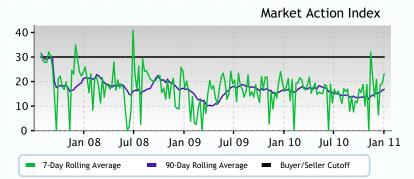
This Week

The median list price in SAN DIEGO, CA 92106 this week is \$825,000.

Inventory has been lightening lately and the Market Action Index has been trending up. Though days-on-market is increasing, these are mildly positive indications for the market.

Supply and Demand

 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.



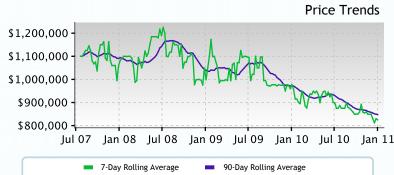
The Market Action Index answers the question "How's the Market?" by measuring the current rate of sale versus the amount of the inventory. Index above 30 implies Seller's Market conditions. Below 30, conditions favor the buyer.

Quartiles

	Real-Time Market Profile	Trend	
	Median List Price	\$ 825,000	+ +
	Asking Price Per Square Foot	\$ 429	* *
	Average Days on Market (DOM)	167	††
	Percent of Properties with Price Decrease	e 42 %	
	Percent Relisted (reset DOM)	16 %	
	Percent Flip (price increased)	6 %	
	Median House Size (sq ft)	2056	
	Median Lot Size 6,50	01 - 8,000 sqft	
	Median Number of Bedrooms	3.0	
	Median Number of Bathrooms	3.0	
	Market Action Index Strong Buyer's	16.8	**
I	No change	_	

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.



Characteristics per Quartile

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

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed DON		
Top/First	\$ 1,687,000	2925	0.25 - 0.50 acre	4.0	4.0	52	20	0	2	216	Most expensive 25% of properties
Upper/Second	\$ 929,000	2297	6,501 - 8,000 sqft	4.0	3.0	59	21	3	4	156	Upper-middle 25% of properties
Lower/Third	\$ 735,000	1970	4,501 - 6,500 sqft	3.0	3.0	58	21	2	3	158	Lower-middle 25% of properties
Bottom/Fourth	\$ 539,000	1315	4,501 - 6,500 sqft	3.0	2.0	62	21	2	2	139	Least expensive 25% of properties

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