

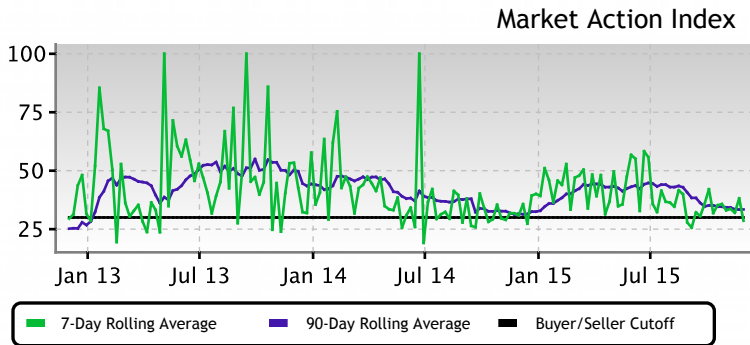
## This Week

The median list price in HOLLISTER, CA 95023 this week is \$515,000.

Inventory is up and Market Action is trending down recently. While days-on-market appears to be trending lower, the overall conditions are weakening a bit.

## Supply and Demand

- The market has been cooling off consistently for several weeks, as more homes are available and demand is less. We have begun to see prices move lower as a result. If the MAI falls into the Buyer's zone, it is likely that prices continue their downward trend until we see some turnaround in Market Action.



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	\$ 889,000	3000	5.0 - 10 acres	4.0	3.0	16	29	1	2	158	Most expensive 25% of properties
Upper/Second	\$ 599,000	2474	0.25 - 0.50 acre	4.0	2.5	18	29	3	1	67	Upper-middle 25% of properties
Lower/Third	\$ 465,000	1727	6,501 - 8,000 sqft	3.0	2.0	26	29	2	3	45	Lower-middle 25% of properties
Bottom/Fourth	\$ 401,500	1324	4,501 - 6,500 sqft	3.0	2.0	30	30	2	1	46	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	\$ 515,000	↓
Asking Price Per Square Foot	\$ 270	↔↔
Average Days on Market (DOM)	79	↓↓
Percent of Properties with Price Decrease	31 %	
Percent Relisted (reset DOM)	3 %	
Percent Flip (price increased)	3 %	
Median House Size (sq ft)	1934	
Median Lot Size	8,001 - 10,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	
Market Action Index Seller's Advantage	33.4	↓↓

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

## Price

- Again this week we see a downward notch for prices in this zip code. We continue to pull back from the market's highs. 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.

