

Vinicius Brasil's market update

SANTA CLARA
95054

Current prices for condominiums, townhomes, TICs on the market
Trends in pricing
Current levels of supply and demand
Value metrics

Report for the week of
2009-03-20

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RESIDENTIAL BROKERAGE

City Overview

Real-Time Market Profile		Trend
Median List Price	\$ 380,000	↓ ↓
Average List Price	\$ 420,511	
Least Expensive Listing	\$ 99,000	↓ ↓
Most Expensive Listing	\$ 798,000	
Asking Price per Square Foot	\$ 347	↑ ↑
Average Days on Market	124	
Total Inventory	110	↑ ↓
Absorbed This Week	6	
Percent of Properties with Price Reductions	55 %	
Percent Relisted (reset DOM)	8 %	
Percent Flip (price increased)	1 %	
Median Size (sq ft)	1,158	
Median Number of Bedrooms	2.0	
Median Number of Bathrooms	2.0	
Median Age	29	

Altos Research Value Statistics		
Market Action Index	Cold! Buyer's	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

Quartile	Median Price	Med. Sqft	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 648,000	1,588	3.0	2.0	5	27	1	0	82
2	\$ 449,999	1,261	2.0	2.0	27	27	3	4	138
3	\$ 326,250	1,109	2.0	1.0	31	28	3	1	140
4	\$ 264,950	822	1.5	1.0	38	28	2	1	136

SANTA CLARA

THIS WEEK

The median condominium price in SANTA CLARA this week is \$380,000. The 110 condos have been on the market for an average of 124 days.

Inventory has been tightening and days-on-market increasing recently. The Market Action Index has been basically flat, not providing strong indication for market conditions.

QUARTILES

To get a tightly targeted understanding of properties on the market, we break each locale into quartiles. Each quartile is 25% of the condos listed.

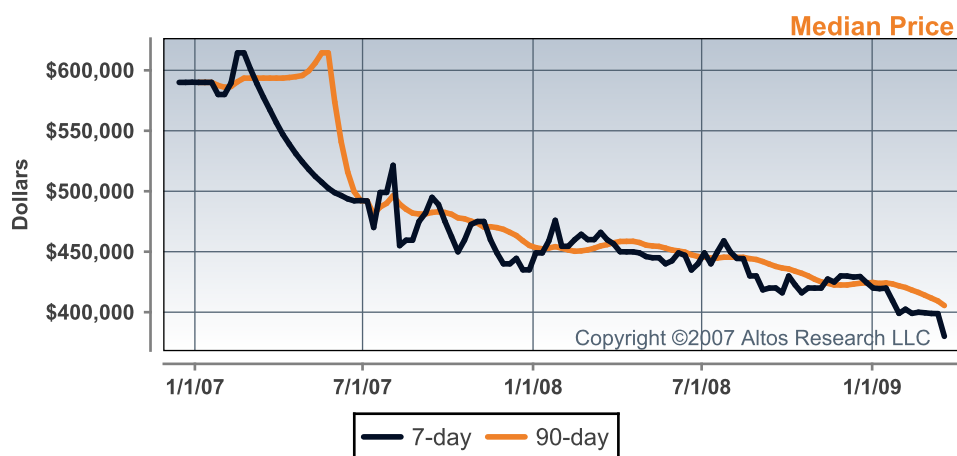
Most expensive 25% of condos

Upper-middle 25% of condos

Lower-middle 25% of condos

Least expensive 25% of condos

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

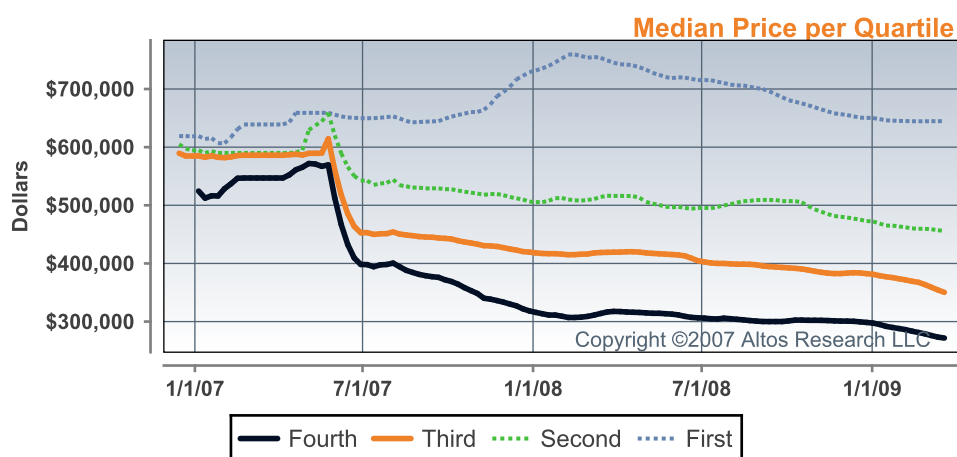


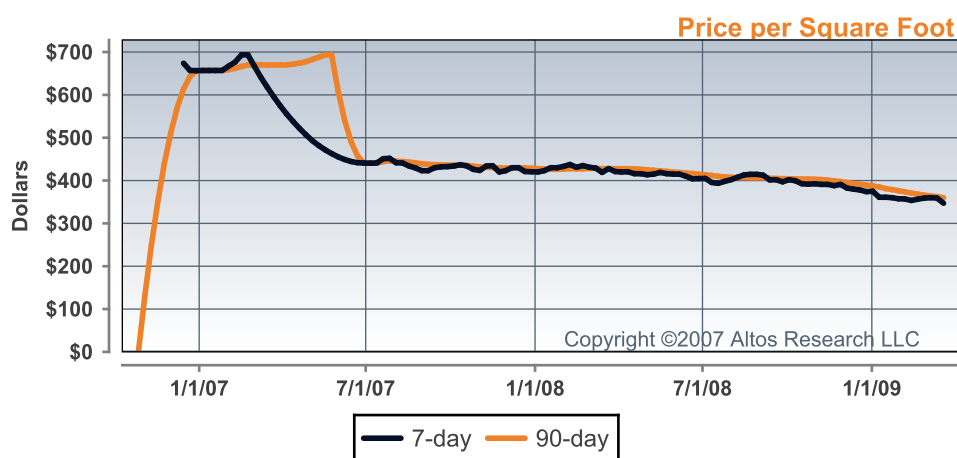
PRICE

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

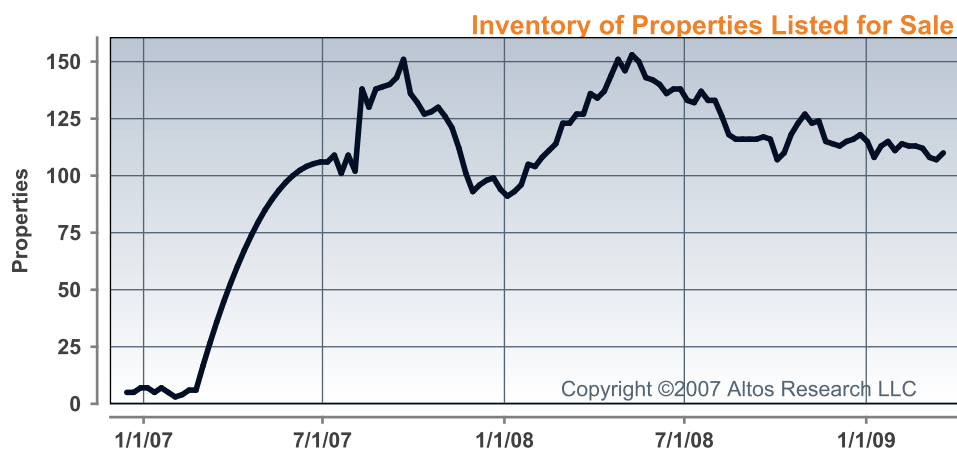
Often, we find insights by watching pricing trends within the quartile segments. Price weakness is evident almost across the board. Quartiles 2, 3, and 4 have been in price decline in recent weeks, with Quartile 1 remaining basically flat. Look to the Market Action Index as a leading indicator of the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

Property 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.



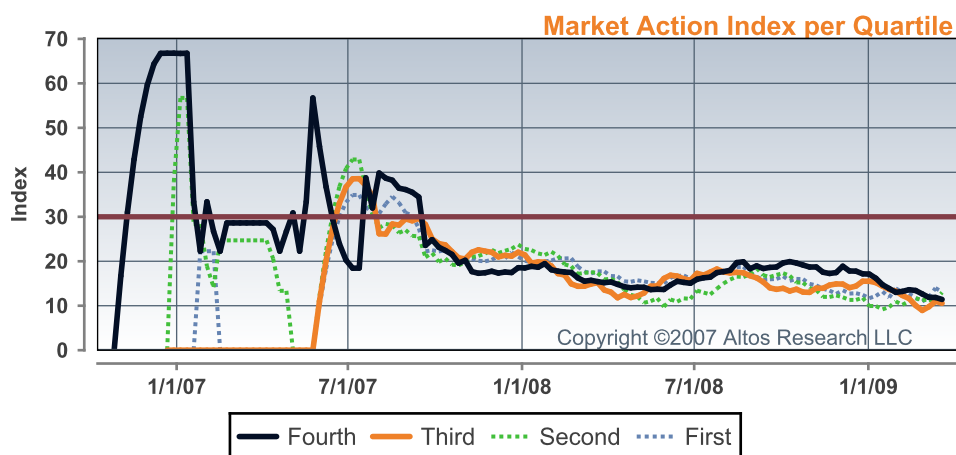
The Market Action Index (MAI) illustrates the balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

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

MARKET ACTION

The condo market in SANTA CLARA is currently quite strongly in the Buyer's 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.

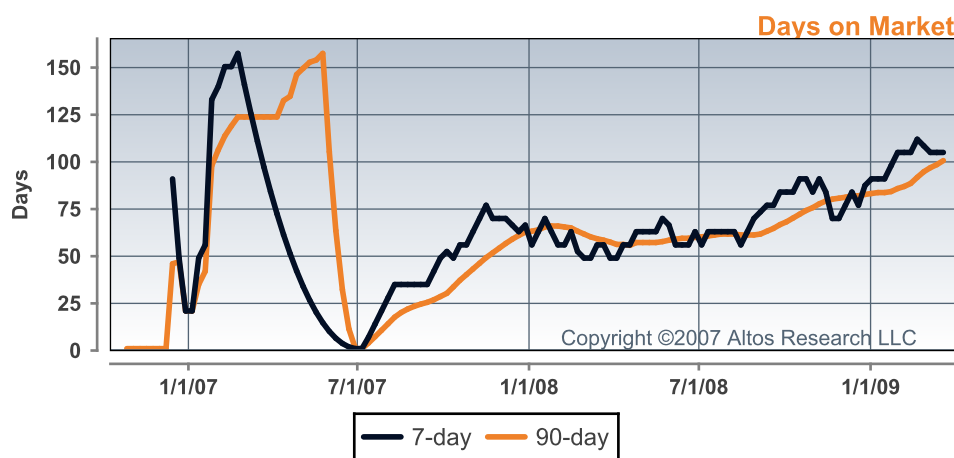
The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.



The quartiles can help you answer the question, "How hot is the market for homes in my price range?"

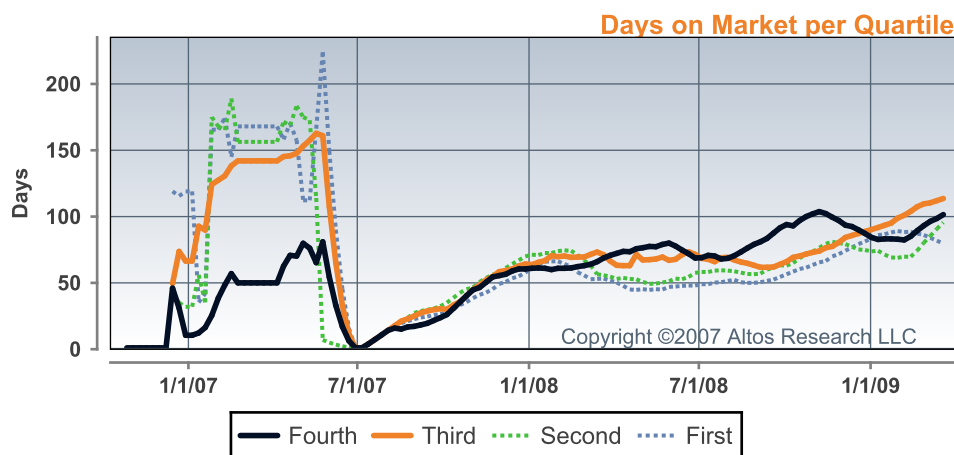
MARKET ACTION

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 137 days. Half of the listings have come newly on the market in the past 105 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

SANTA CLARA 95054

Real-Time Market Profile		Trend
Median List Price	\$ 522,500	↓ ↓
Average List Price	\$ 503,724	
Least Expensive Listing	\$ 289,950	↑ ↑
Most Expensive Listing	\$ 760,000	
Asking Price per Square Foot	\$ 356	
Average Days on Market	131	
Total Inventory	42	
Absorbed This Week	2	
Median Size (sq ft)	1,389	
Median Number of Bedrooms	2.4	
Median Number of Bathrooms	2.0	
Median Age	6	
Altos Research Value Statistics		
Market Action Index	Cold! Buyer's	11

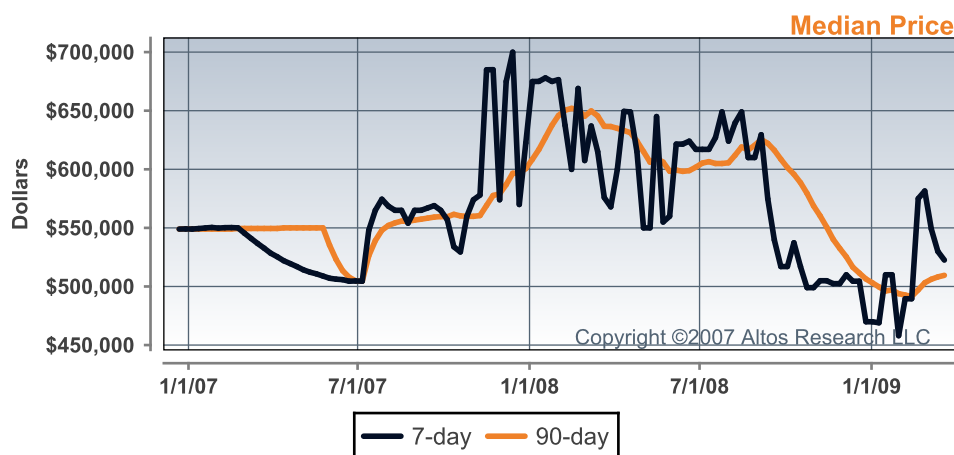
THIS WEEK

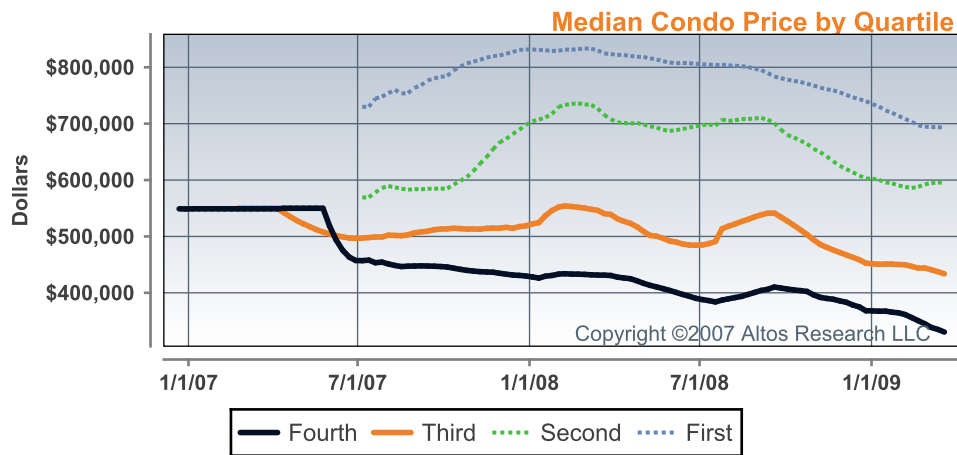
The median condominium price in SANTA CLARA 95054 this week is \$522,500.

Inventory and days-on-market are both trending higher recently. However, the improving Market Action Index implies some increased demand will temper the negative trends.

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 that while the lower half of the market has seen negative price trends lately, the upper half has not. Quartile 2 has been trending up recently, but unless we see a persistent up-shift in the Market Action Index, it will likely resume the trend of the rest of the market.

Characteristics per Quartile

Quartile	Median Price	Med. Sqft	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 698,500	1,716	3.0	2.0	5	10	1	0	129
2	\$ 599,000	1,586	3.0	2.0	4	10	0	0	61
3	\$ 419,000	1,195	2.0	2.0	7	11	0	1	153
4	\$ 299,900	1,215	2.0	1.0	30	11	2	1	174

QUARTILES

Most expensive 25% of condos

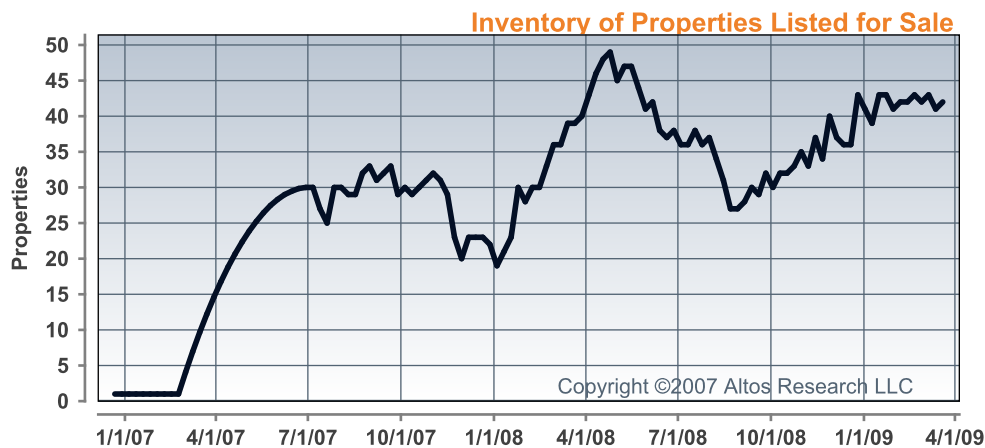
Upper-middle 25% of condos

Lower-middle 25% of condos

Least expensive 25% of condos

INVENTORY

Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.



MARKET ACTION INDEX

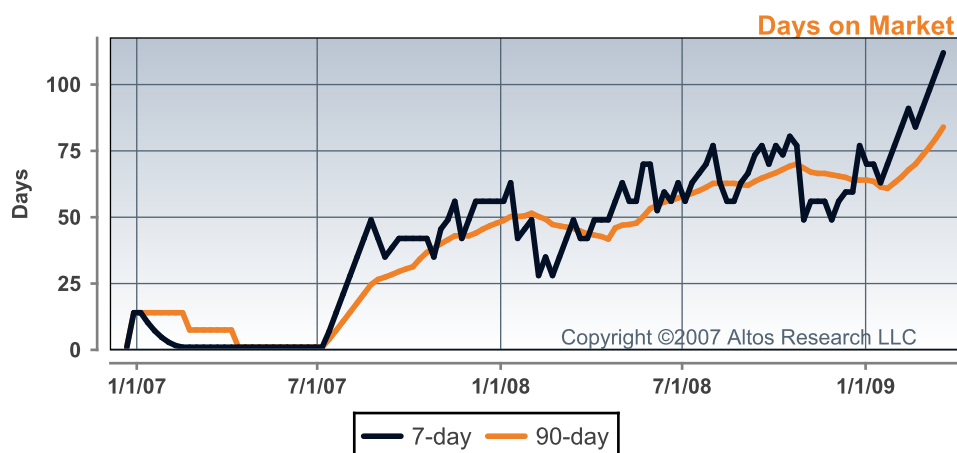
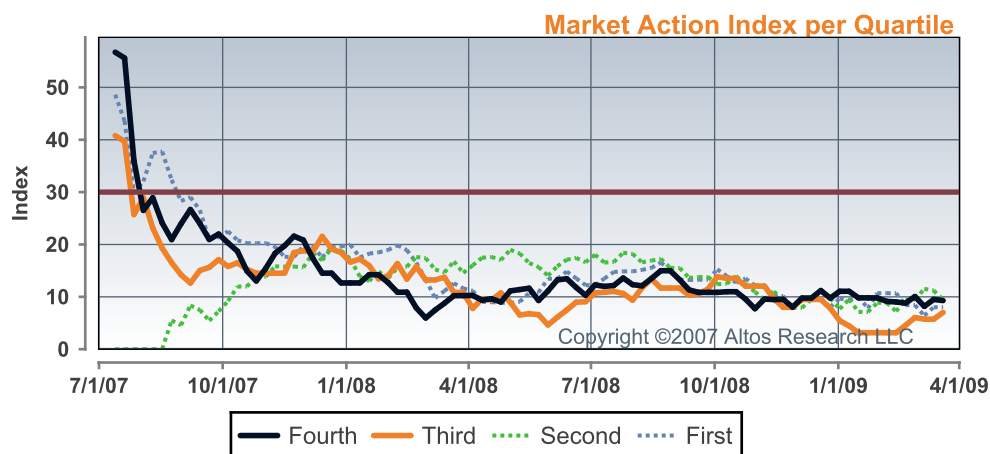
The SANTA CLARA 95054 is quite strongly in the Buyer's Market zone. The 90-day Market Action Index stands at 11. With several months of inventory available at the current sales rate, buyers should find ample choice.

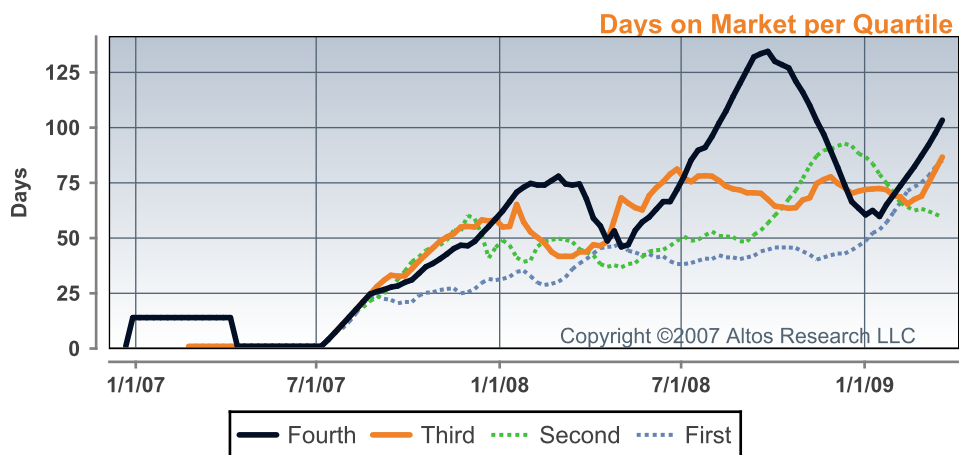
MARKET ACTION

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.

DAYS ON MARKET

The properties have been on the market for an average of 130 days. Half of the listings have come newly on the market in the past 112 or so days. Watch the 90-day DOM trend for signals of a changing market.





DAYS ON MARKET

It is not uncommon for the higher priced properties in an area (Quartiles 1 and 2) to take longer to sell than those in the lower quartiles.

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.

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