

PICKFORD ESCROW MARKET UPDATE

PASADENA, CA 91106

- Current Real Estate Market Conditions for Single Family Homes
- Trends in Pricing
- Current Levels of Supply and Demand
- Value Metrics

- Report for the week of
September 28, 2015

- Presented by Pickford Escrow - Los Angeles
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PICKFORD ESCROW COMPANY

This Week

- The median list price in PASADENA, CA this week is \$854,500. The 220 properties have been on the market for an average of 78 days.

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 been cooling over time and prices plateaued for a while. Despite the consistent decrease in MAI, 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.

Real-Time Market Profile

Median List Price	\$ 854,500	↔
Average List Price	\$ 1,527,874	
Asking Price Per Square Foot	\$ 510	↑
Average Days on Market (DoM)	78	↑↑
Inventory of Properties Listed	220	↑↑
Most Expensive Listing	\$ 30,000,000	
Least Expensive Listing	\$ 282,500	
Average Age of Listing	69	
Percent of Properties with Price Decrease	36 %	
Percent Relisted (reset DOM)	37 %	
Percent Flip (price increased)	5 %	
Median House Size (sq ft)	1895	
Median Lot Size	8,001 - 10,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	

Trend

Altos Research Value Statistics

Market Action Index Seller's Advantage 41.2 ↓↓

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 a seller's advantage. Below 30, conditions give the advantage to the buyer.

Trend Key:

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

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 2,480,000	3880	0.50 - 1.0 acre	5.0	4.0	50	55	5	4	109
Upper/Second	\$ 1,049,000	2005	8,001 - 10,000 sqft	3.0	2.0	67	55	11	6	56
Lower/Third	\$ 765,000	1680	6,501 - 8,000 sqft	3.0	2.0	86	55	4	9	61
Bottom/Fourth	\$ 579,999	1292	6,501 - 8,000 sqft	3.0	2.0	89	55	9	8	84

Most expensive 25% of properties

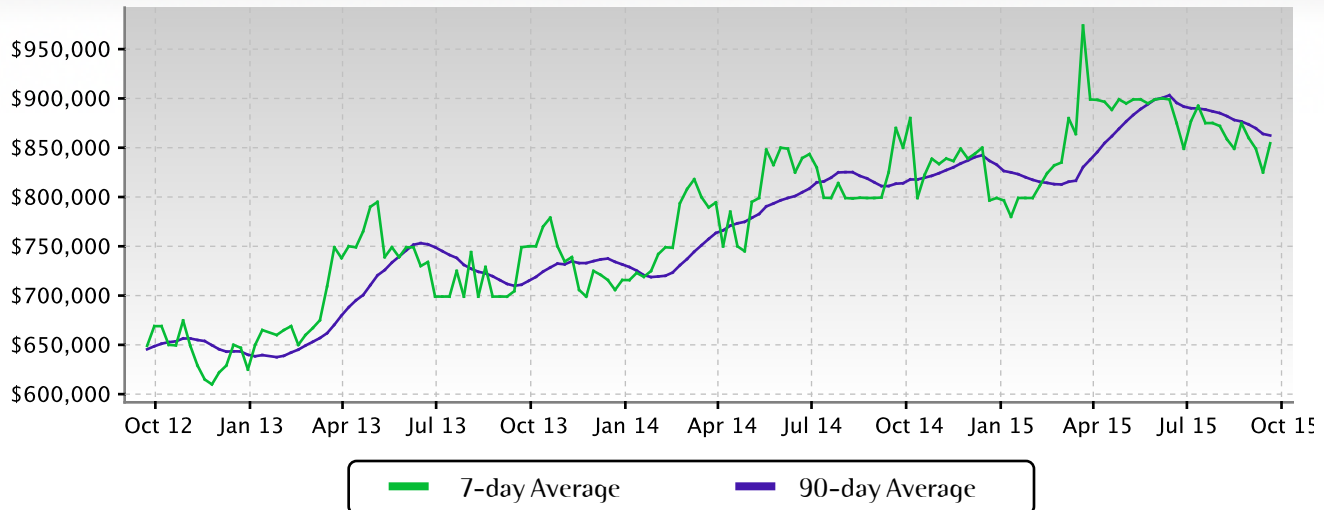
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

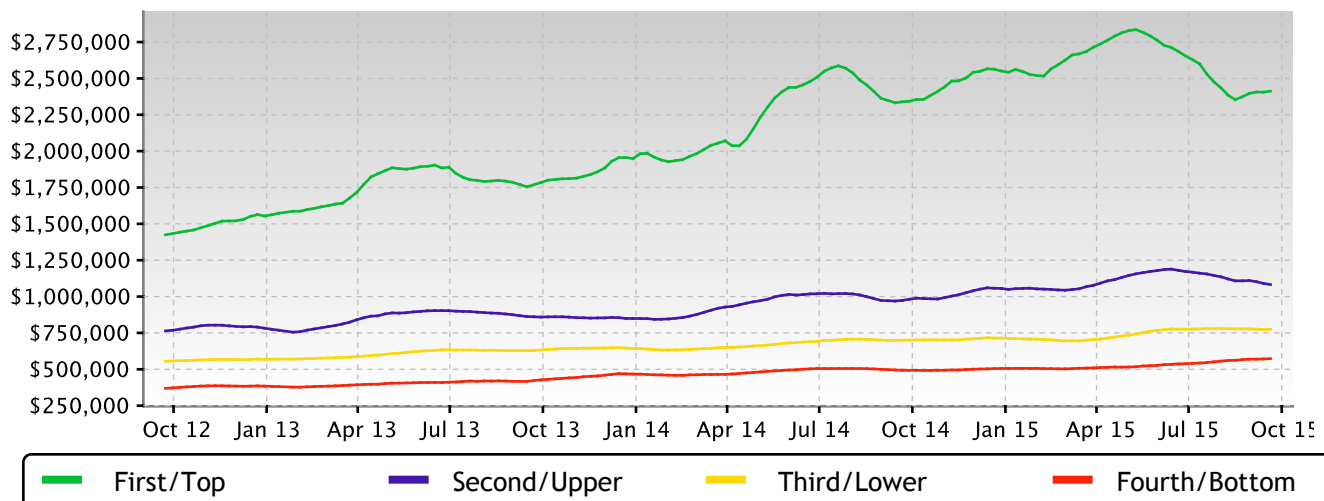
Median Price

The market appears to be hovering around this plateau. Look for a persistent change in the Market Action Index before we see prices deviate significantly from here.



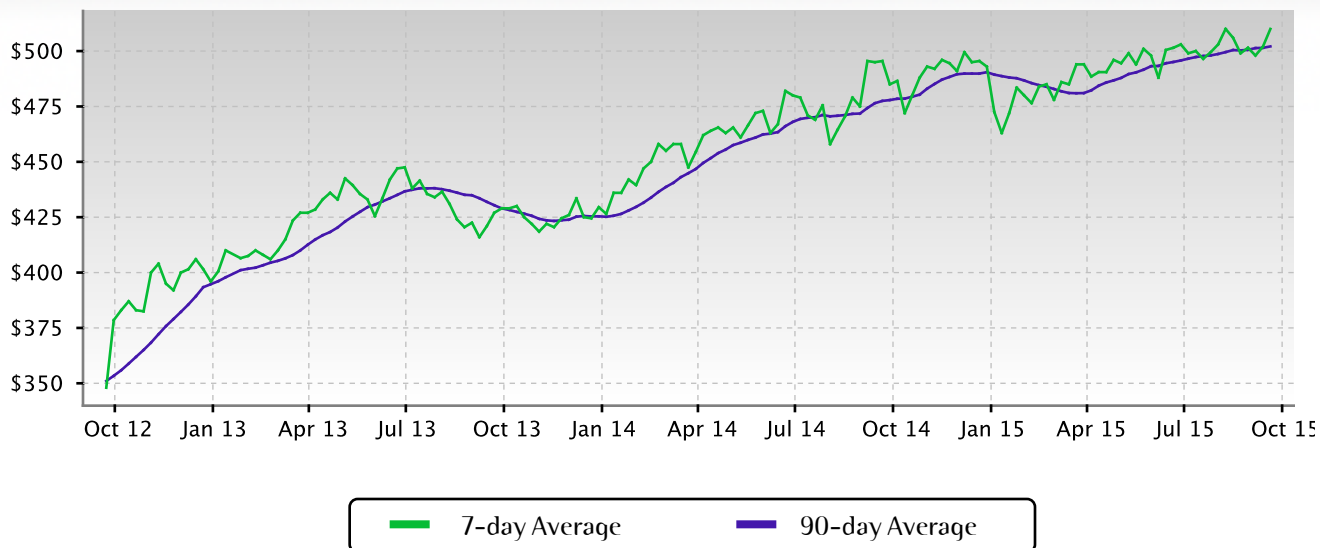
Quartile Prices

Prices have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



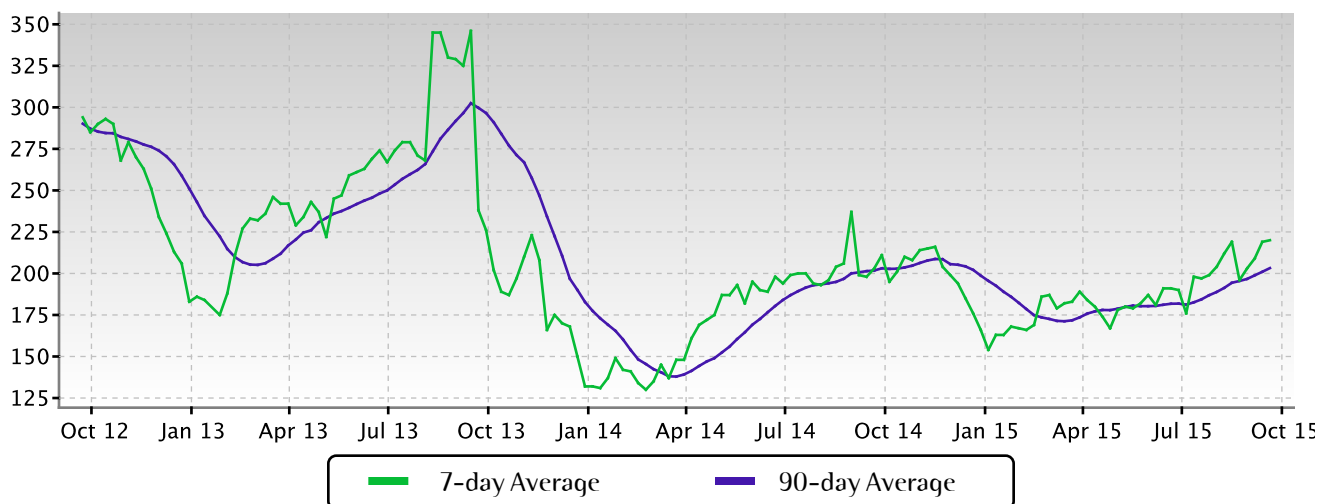
Price per Square Foot

The value placed on homes appears to be on the upswing, despite the fact that prices in general have remained basically flat. These conditions can arise when inventory is light and more, smaller homes have more influence on overall prices.



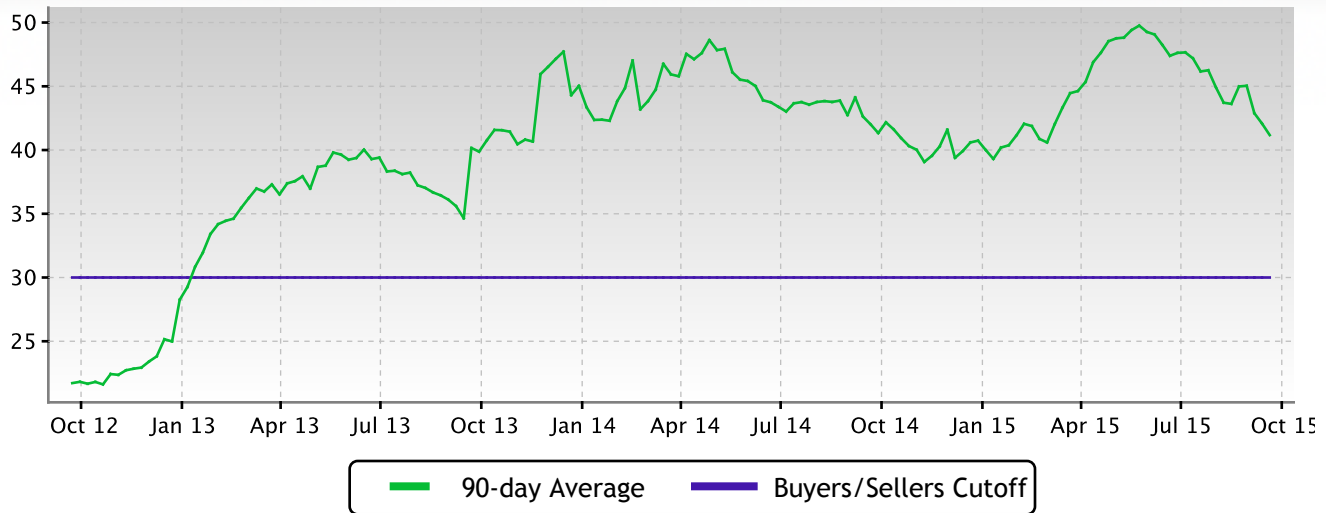
Inventory of Properties Listed for Sale

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.



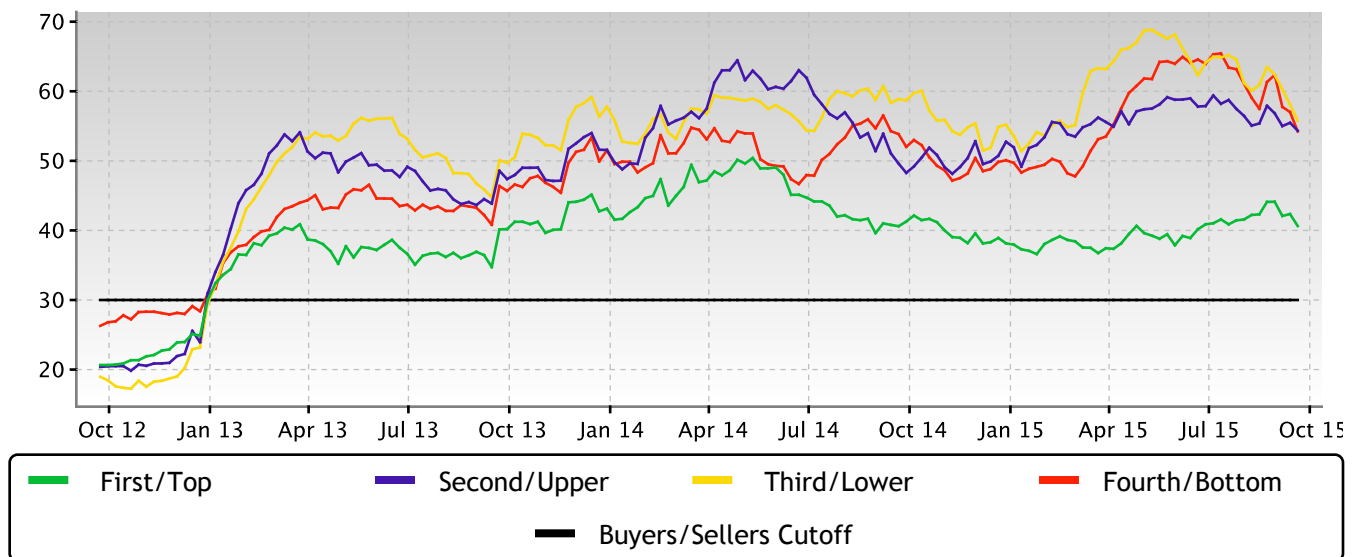
Market Action Index

The PASADENA market is currently in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 41.17 which indicates that demand is strong and available supply of homes gets snapped up relatively quickly.



Market Action Index per Quartile

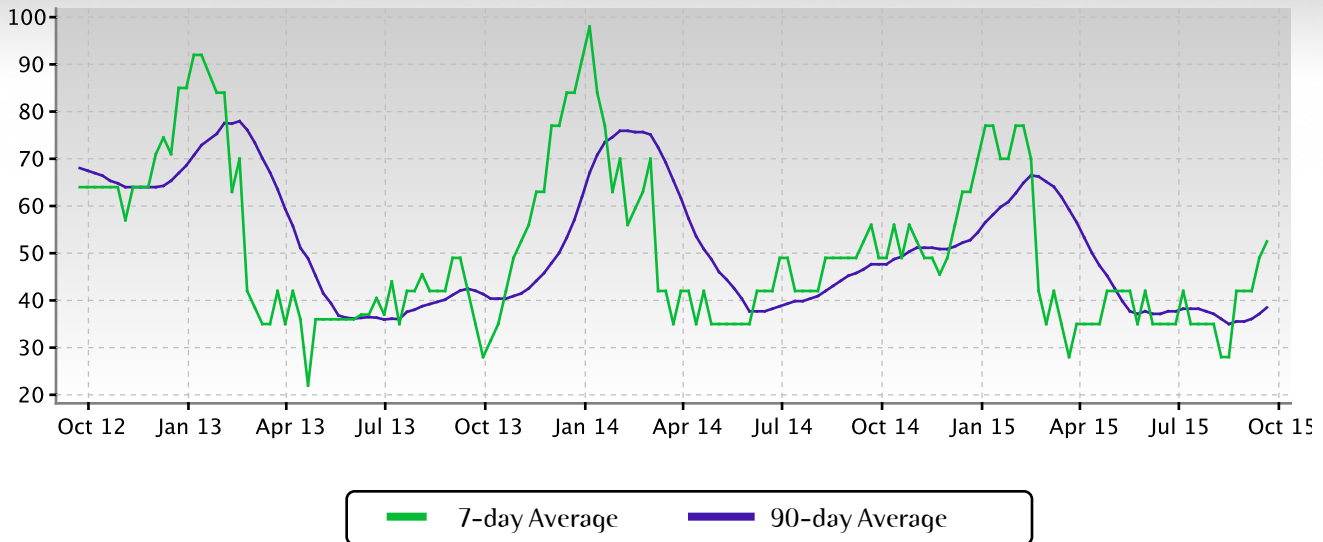
Not surprisingly, all segments in the market are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



Residential house 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 Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

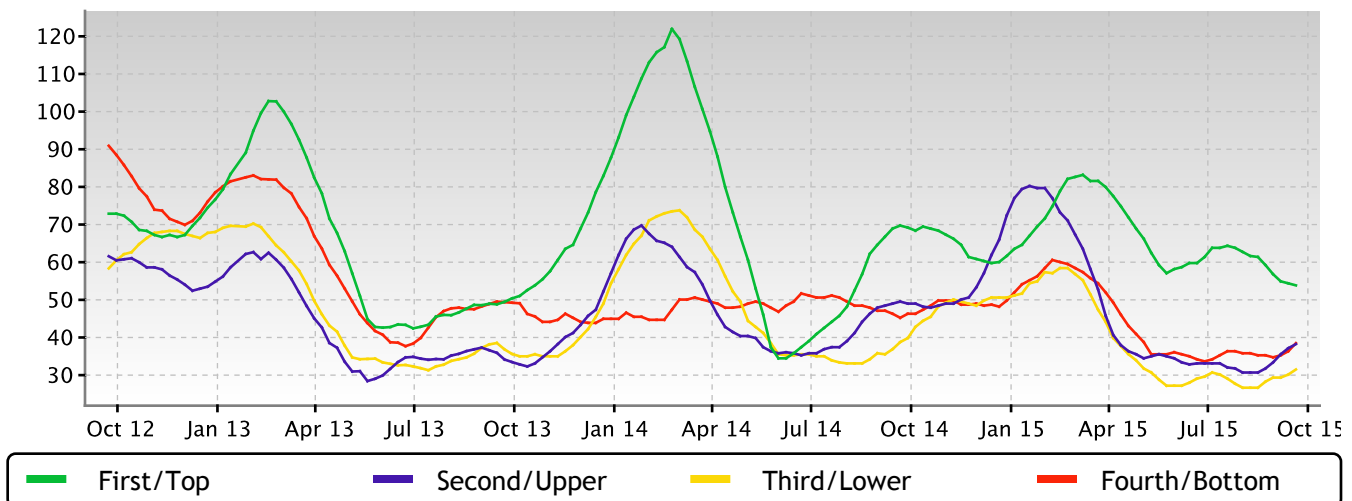
Days on Market

The properties have been on the market for an average of 78 days. Half of the listings have come newly on the market in the past 52 or so days.



Days on Market 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

PICKFORD ESCROW | WWW.PICKFORDESCROW.COM

SINGLE FAMILY HOMES IN

PASADENA, CA
91106

This Week

- The median list price in PASADENA, CA 91106 this week is \$1,199,000. The 23 properties have been on the market for an average of 82 days.

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 over time and prices have recently flattened. Despite the consistent decrease in Market Action Index (MAI), we're in a Seller's Market (where significant demand leaves little inventory available). If the MAI begins to climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure

Real-Time Market Profile

Median List Price	\$ 1,199,000	↔
Average List Price	\$ 2,146,295	
Asking Price Per Square Foot	\$ 673	↓
Average Days on Market (DoM)	82	↓↓
Inventory of Properties Listed	23	↑
Most Expensive Listing	\$ 6,900,000	
Least Expensive Listing	\$ 469,000	
Average Age of Listing	82	
Percent of Properties with Price Decrease	35 %	
Percent Relisted (reset DOM)	35 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	1781	
Median Lot Size	8,001 - 10,000 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	3.0	

Trend

Altos Research Value Statistics

Market Action Index Seller's Advantage 42.0 ↓↓

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Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 4,980,000	6319	0.50 - 1.0 acre	5.0	5.0	67	5	0	0	71
Upper/Second	\$ 2,142,500	2468	8,001 - 10,000 sqft	4.5	3.0	86	6	0	1	105
Lower/Third	\$ 937,000	1702	4,501 - 6,500 sqft	2.5	1.8	90	6	1	0	34
Bottom/Fourth	\$ 599,000	1210	6,501 - 8,000 sqft	2.0	2.0	105	6	1	1	117

Most expensive 25% of properties

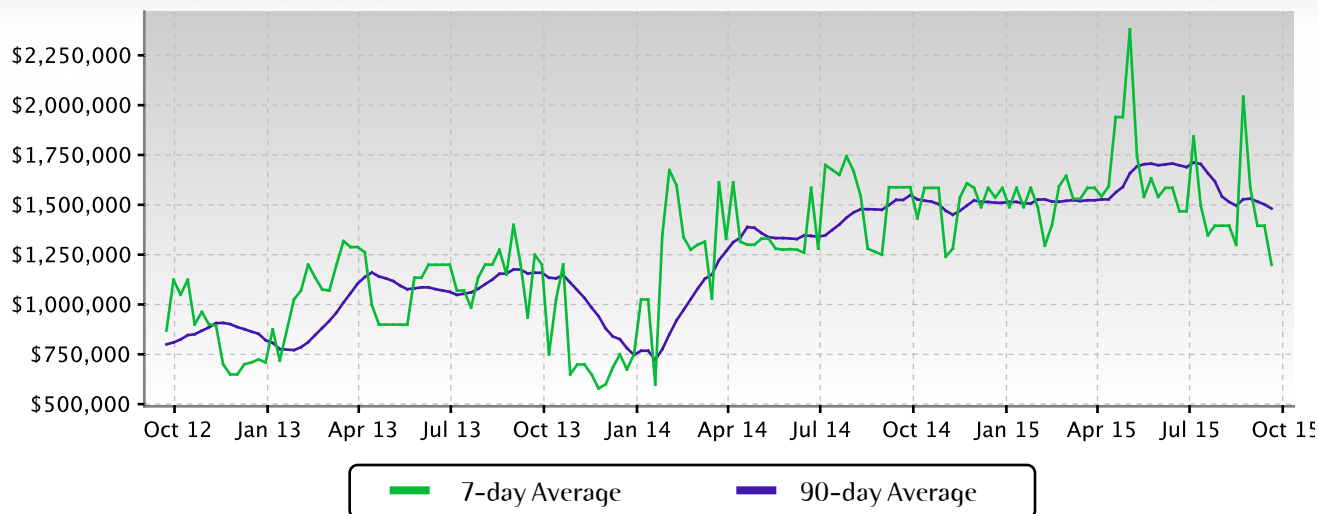
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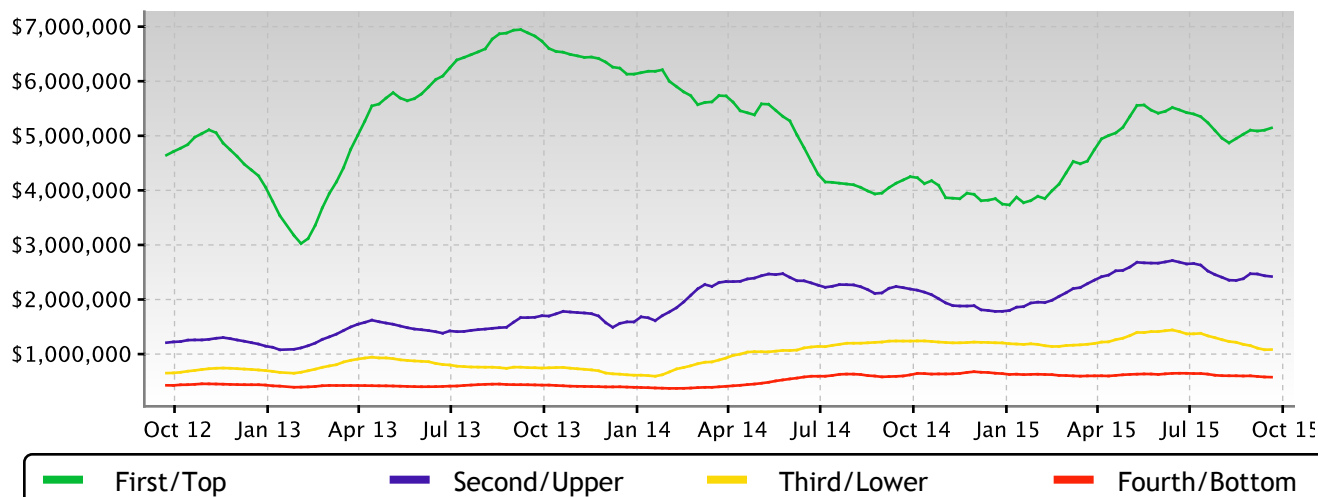
Median Price

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.



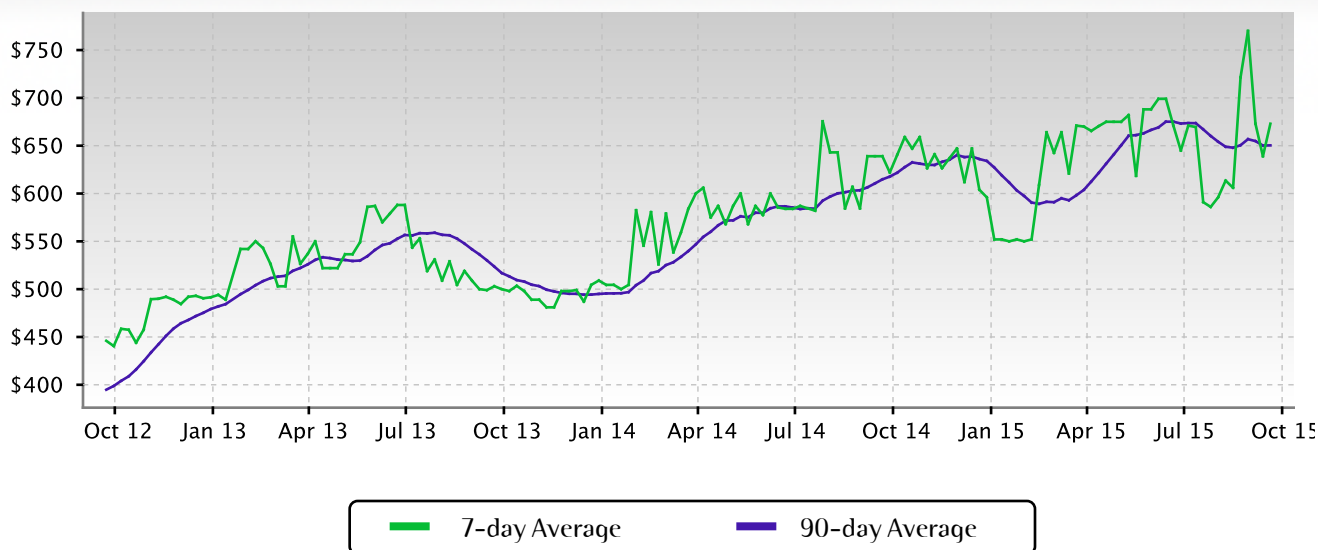
Quartile Prices

In the quartile market segments, we see while the lower-half of the market has seen negative price pressures lately, prices in the upper-half of the market have been mixed. Quartiles 3 and 4 have been in price decline in recent weeks, with Quartiles 1 and 2 remaining basically flat. Look to the Market Action Index as a leading indicator of the bottom of the market.



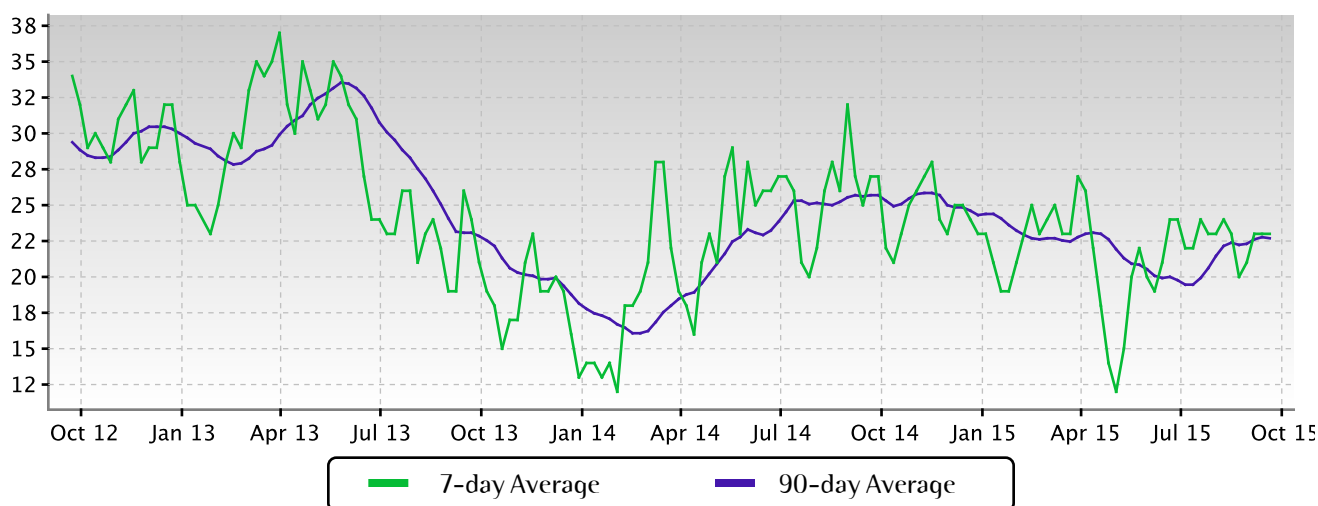
Price per Square Foot

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.



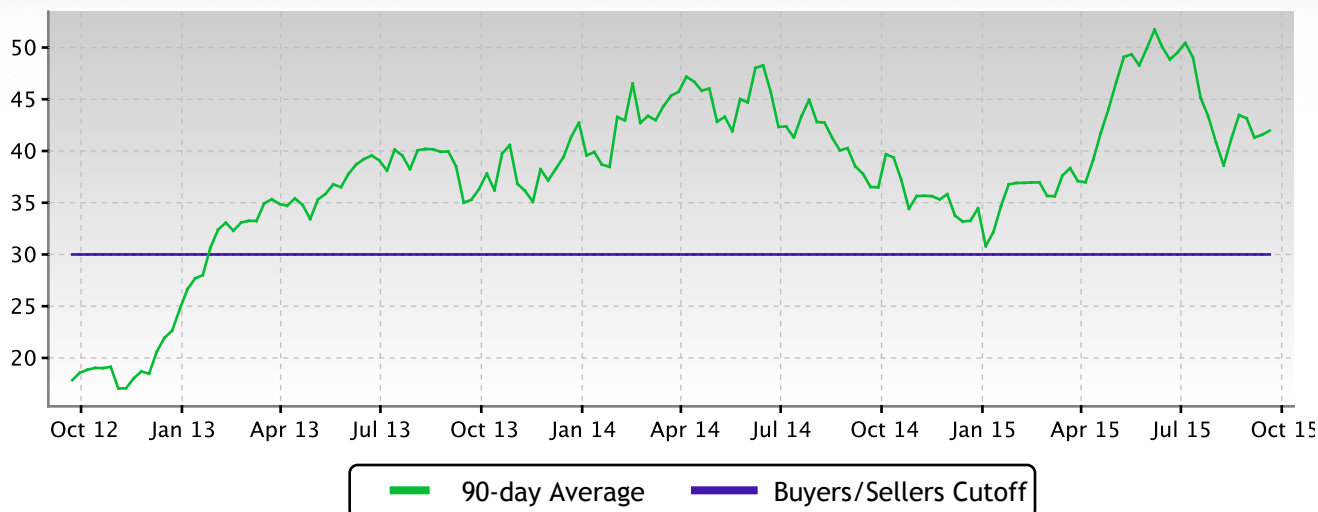
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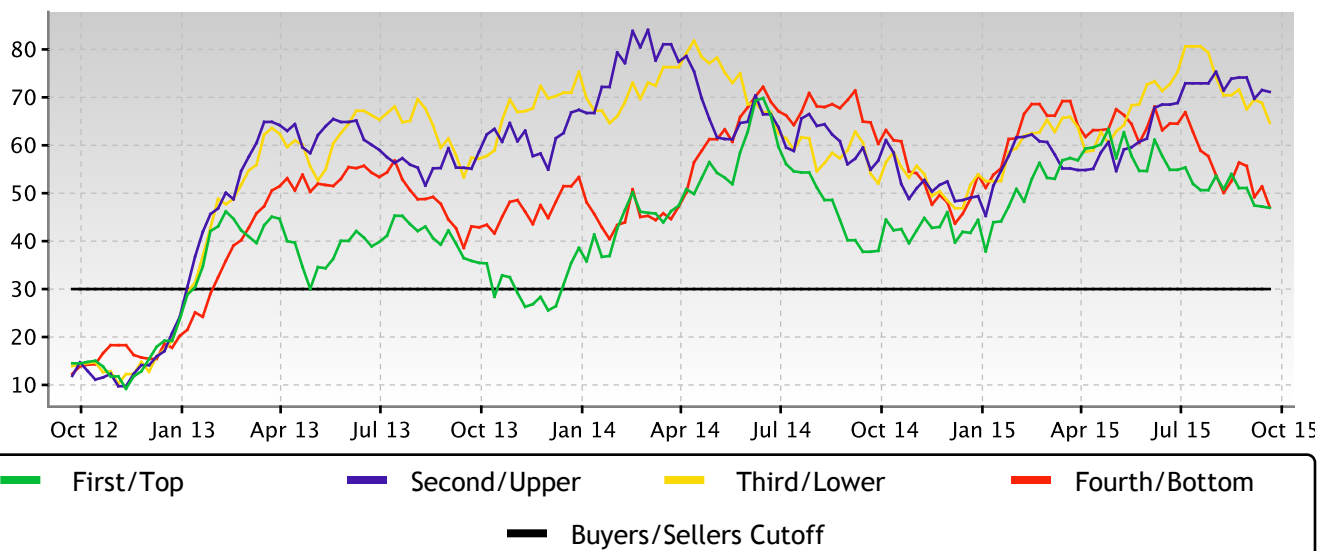
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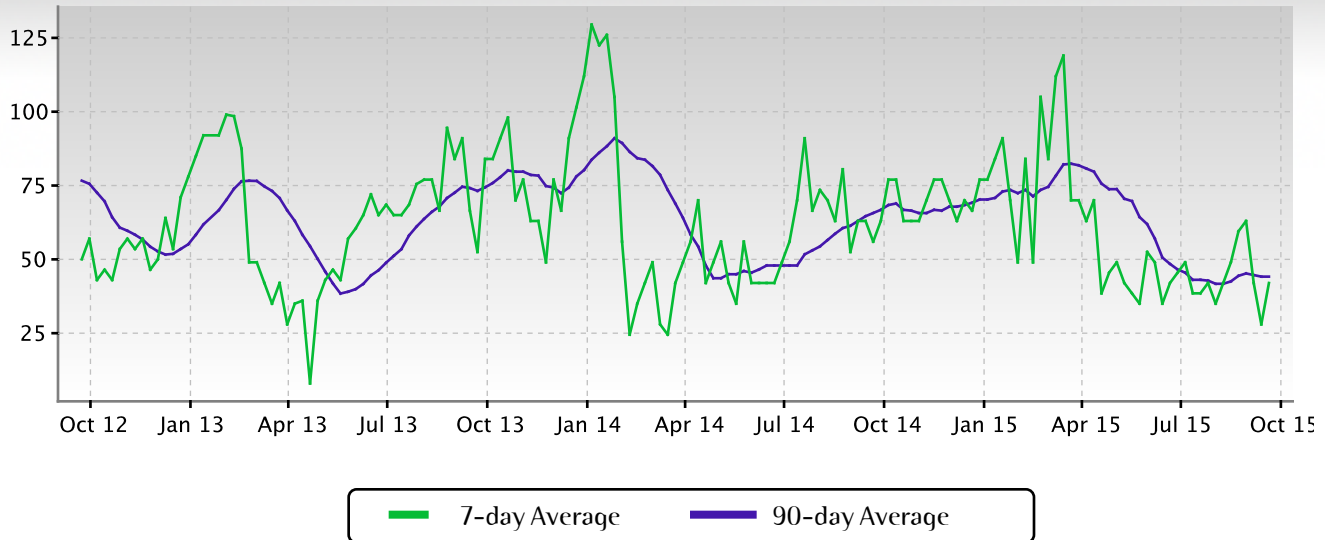
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