

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
August 31, 2015

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PICKFORD ESCROW COMPANY

This Week

- The median list price in PASADENA, CA this week is \$875,000. The 196 properties have been on the market for an average of 76 days.

Even though the days-on-market is trending higher, so is the Market Action Index at these inventory levels, providing a neutral outlook for the 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	\$ 875,000	↔↔
Average List Price	\$ 1,647,951	↔↔
Asking Price Per Square Foot	\$ 499	↑
Average Days on Market (DoM)	76	↔↔
Inventory of Properties Listed	196	
Most Expensive Listing	\$ 30,000,000	
Least Expensive Listing	\$ 239,000	
Average Age of Listing	66	
Percent of Properties with Price Decrease	40 %	
Percent Relisted (reset DOM)	36 %	
Percent Flip (price increased)	4 %	
Median House Size (sq ft)	1995	
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 45.0 ↓↓

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:

↑↑ Strong upward trend ↓↓ Strong downward trend
 ↔ No change ↑ 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	\$ 2,750,000	4382	0.50 - 1.0 acre	5.0	5.0	50	49	8	4	108
Upper/Second	\$ 1,148,000	2289	8,001 - 10,000 sqft	3.0	3.0	67	49	5	12	66
Lower/Third	\$ 795,000	1765	6,501 - 8,000 sqft	3.0	3.0	72	49	3	14	57
Bottom/Fourth	\$ 590,000	1320	6,501 - 8,000 sqft	2.0	2.0	90	49	12	21	71

Most expensive 25% of properties

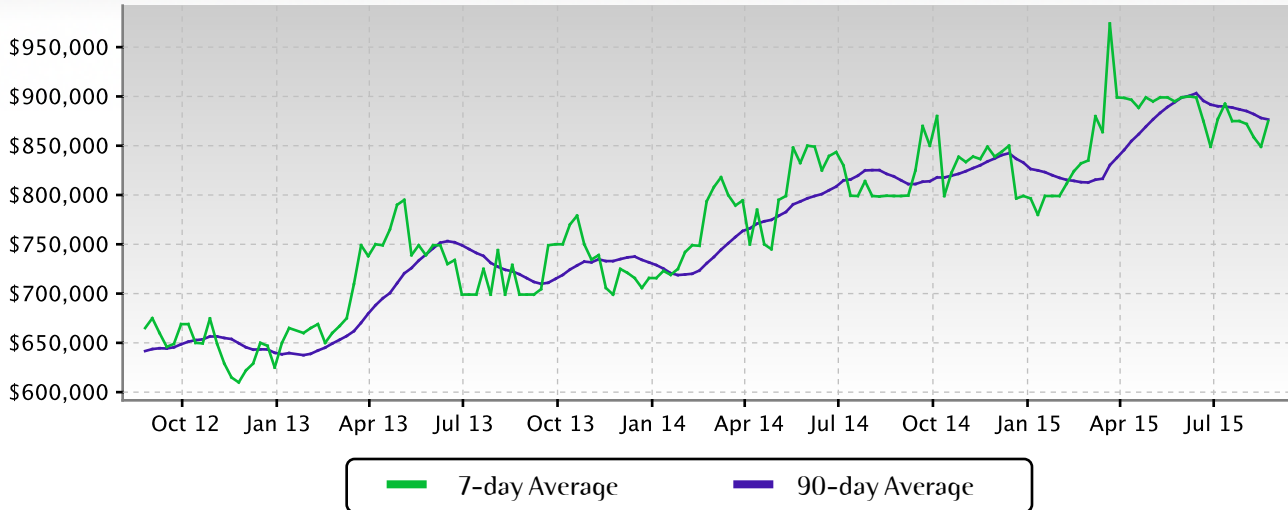
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

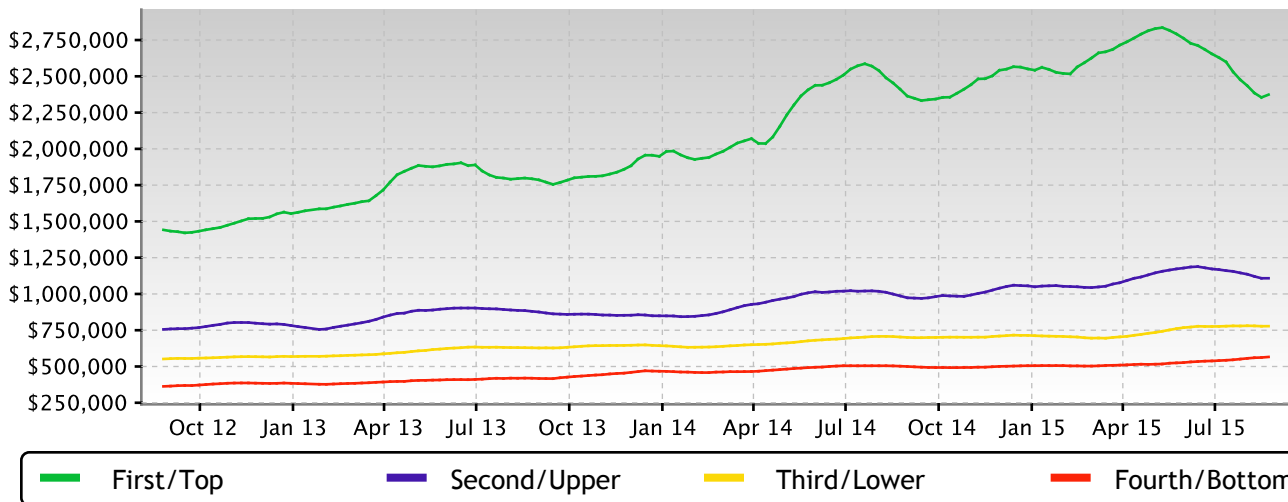
Median Price

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.



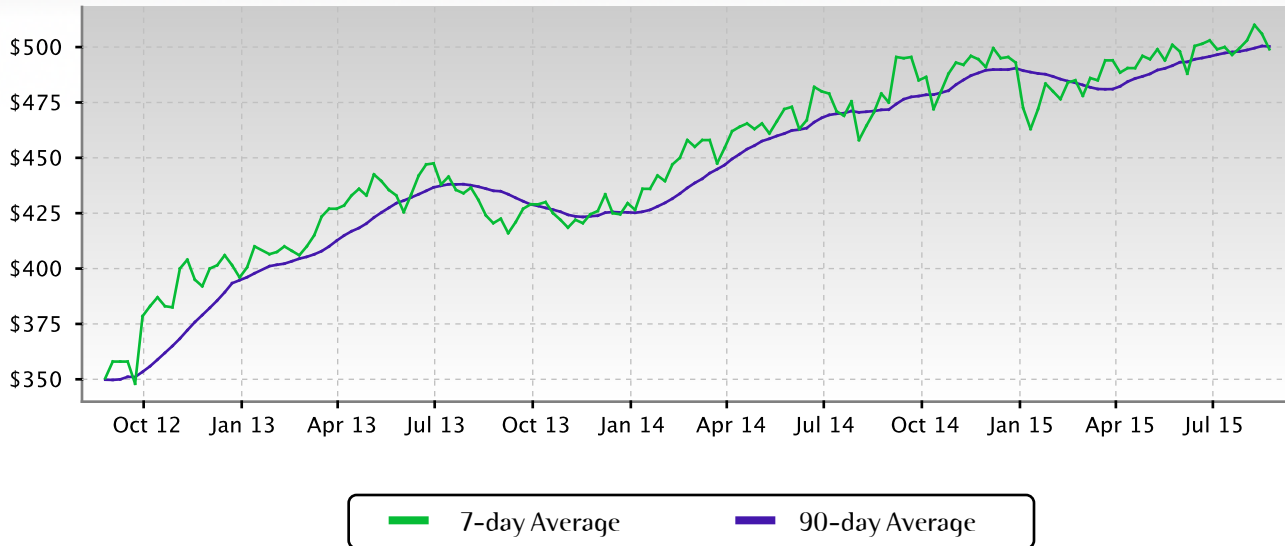
Quartile Prices

Prices have generally settled at a plateau, although Quartile 1 has been trending a bit downward in recent weeks. We'll need to see a persistent shift in the Market Action Index before we see prices across the board move from these levels.



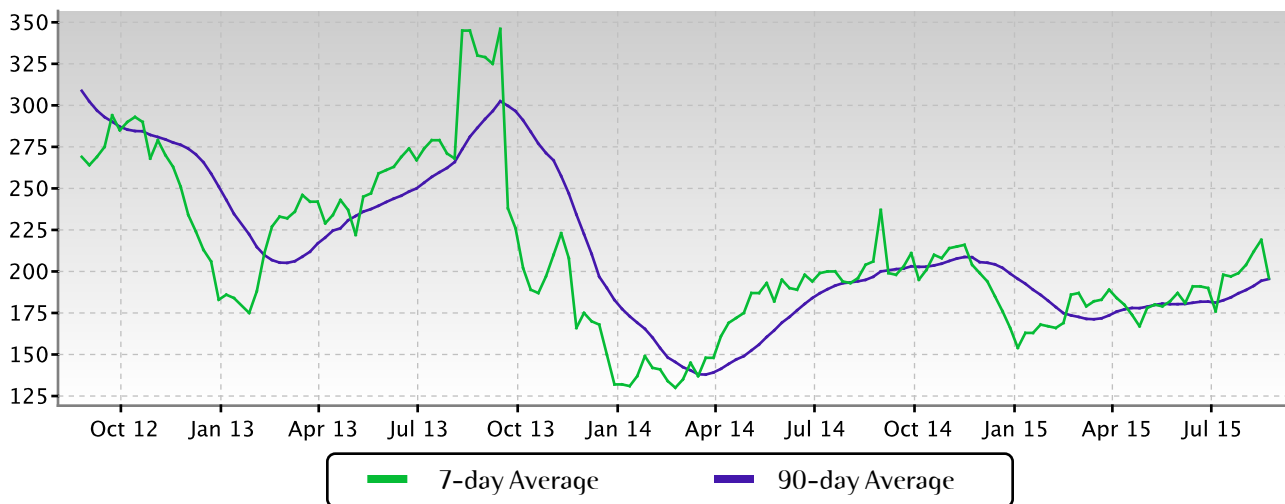
Price per Square Foot

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.



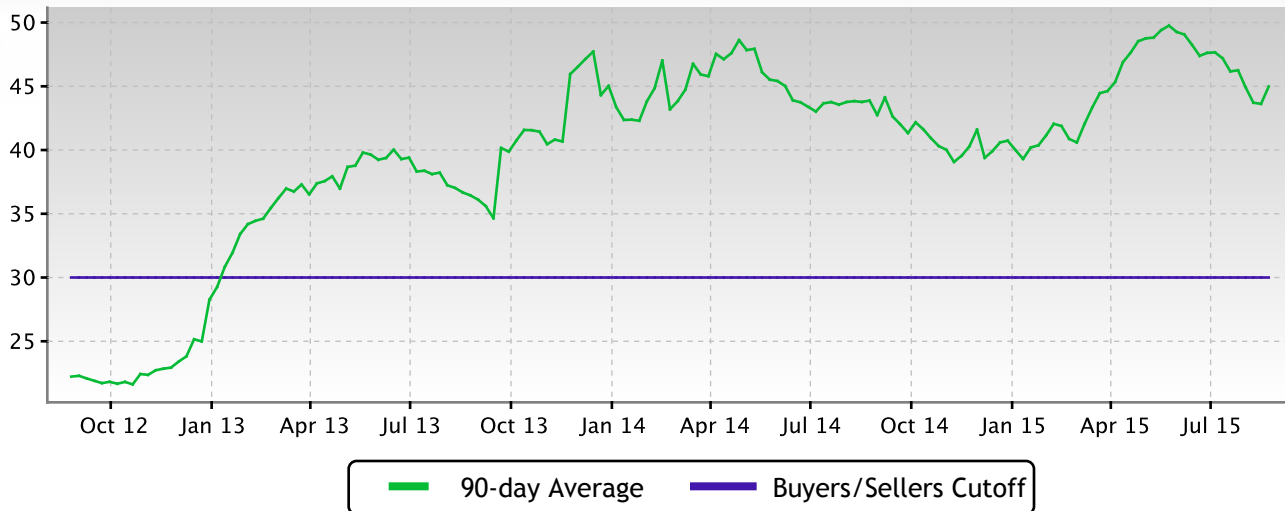
Inventory of Properties Listed for Sale

Inventory has been relatively steady around these levels in recent weeks.



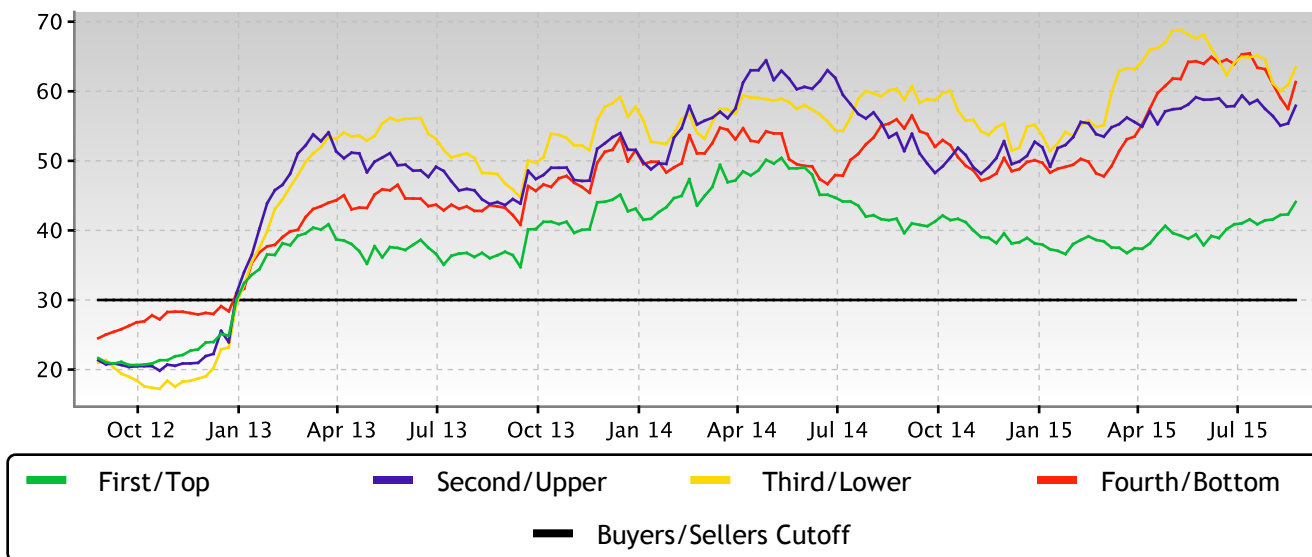
Market Action Index

The PASADENA market is currently in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 44.99 which indicates that demand is strong and available supply of homes gets snapped up relatively quickly.



Market Action Index per Quartile

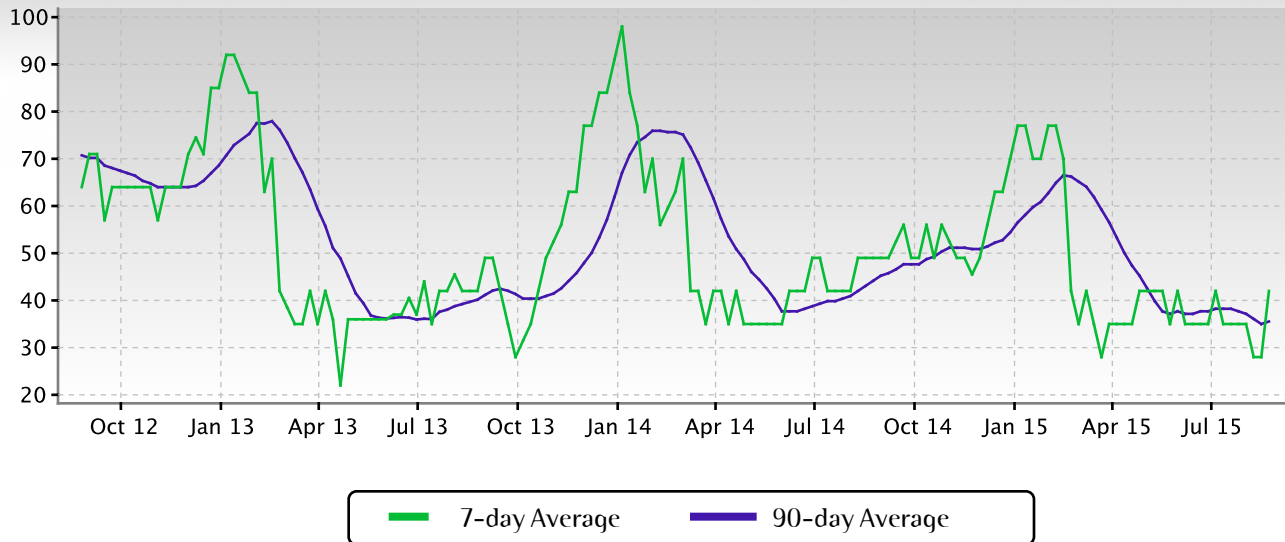
Not surprisingly, all segments in the market are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



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.

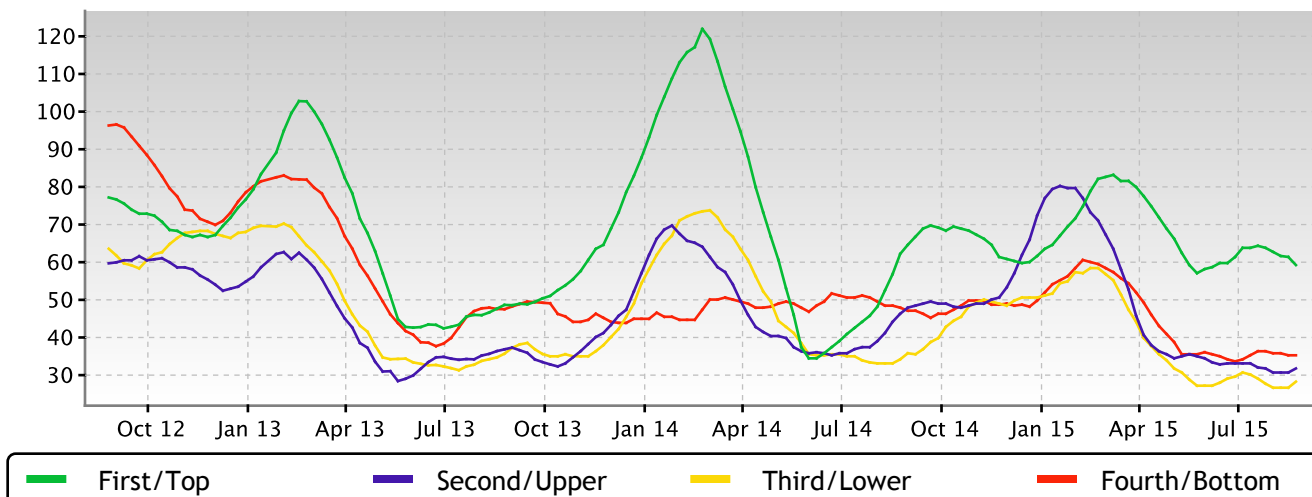
Days on Market

The properties have been on the market for an average of 76 days. Half of the listings have come newly on the market in the past 42 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.



This Week

- The median list price in PASADENA, CA 91106 this week is \$2,041,500. The 20 properties have been on the market for an average of 106 days.

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

- In the last few weeks, the market has been at a stasis point in terms of sales to inventory. However, prices seem to continue to fall a bit. Technically supply levels indicate this is a Seller's market so it is likely that the downward pricing pressure will be light or variable. Watch for an up-shift in the MAI before price stability is achieved.

Real-Time Market Profile

Median List Price	\$ 2,041,500	↓↓
Average List Price	\$ 2,646,319	
Asking Price Per Square Foot	\$ 722	↑↑
Average Days on Market (DoM)	106	↑↑
Inventory of Properties Listed	20	↓
Most Expensive Listing	\$ 6,900,000	
Least Expensive Listing	\$ 469,000	
Average Age of Listing	70	
Percent of Properties with Price Decrease	45 %	
Percent Relisted (reset DOM)	20 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	1996	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	4.0	

Trend

Altos Research Value Statistics

Market Action Index	Seller's Advantage	43.5	↔
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:

↗	Strong upward trend	↘	Strong downward trend
↔	No change	↗	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	\$ 5,800,000	6319	0.50 - 1.0 acre	6.0	5.0	52	5	0	0	140
Upper/Second	\$ 3,100,000	4300	0.25 - 0.50 acre	4.0	5.5	76	5	2	1	95
Lower/Third	\$ 985,000	1624	8,001 - 10,000 sqft	3.0	3.0	63	5	0	2	115
Bottom/Fourth	\$ 550,000	1320	6,501 - 8,000 sqft	3.0	2.0	104	5	0	2	73

Most expensive 25% of properties

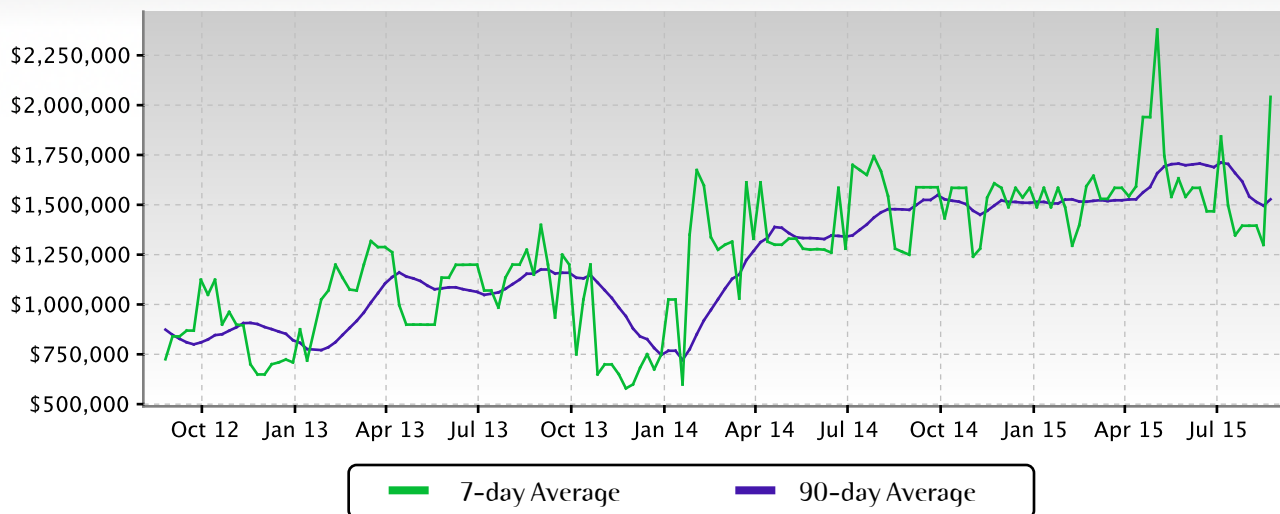
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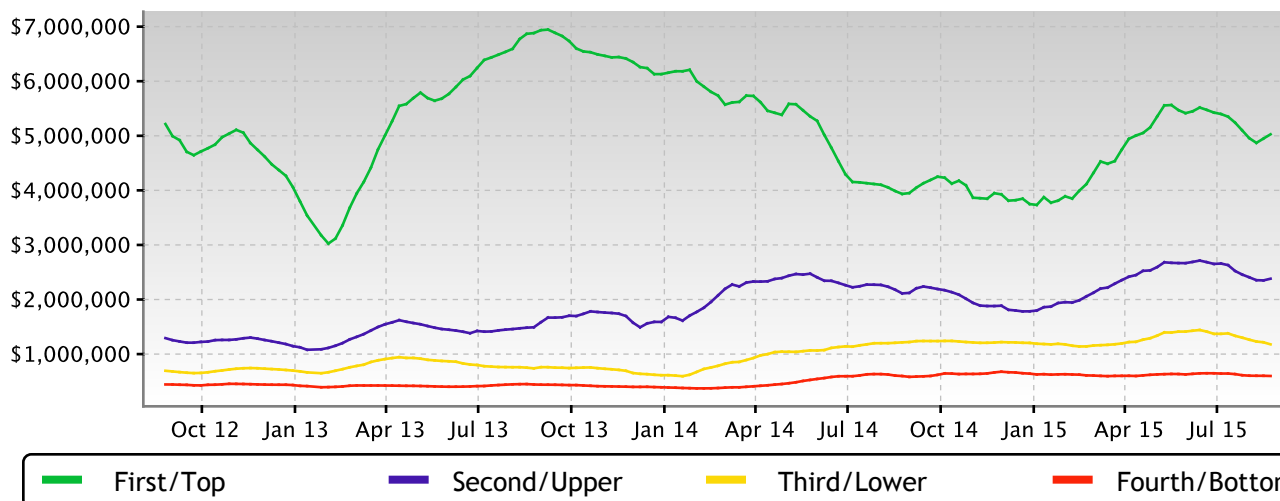
Median Price

- Price trends in this zip code continued their recent uptrend this week. While still below the market's high point, we've seen a nice run recently.



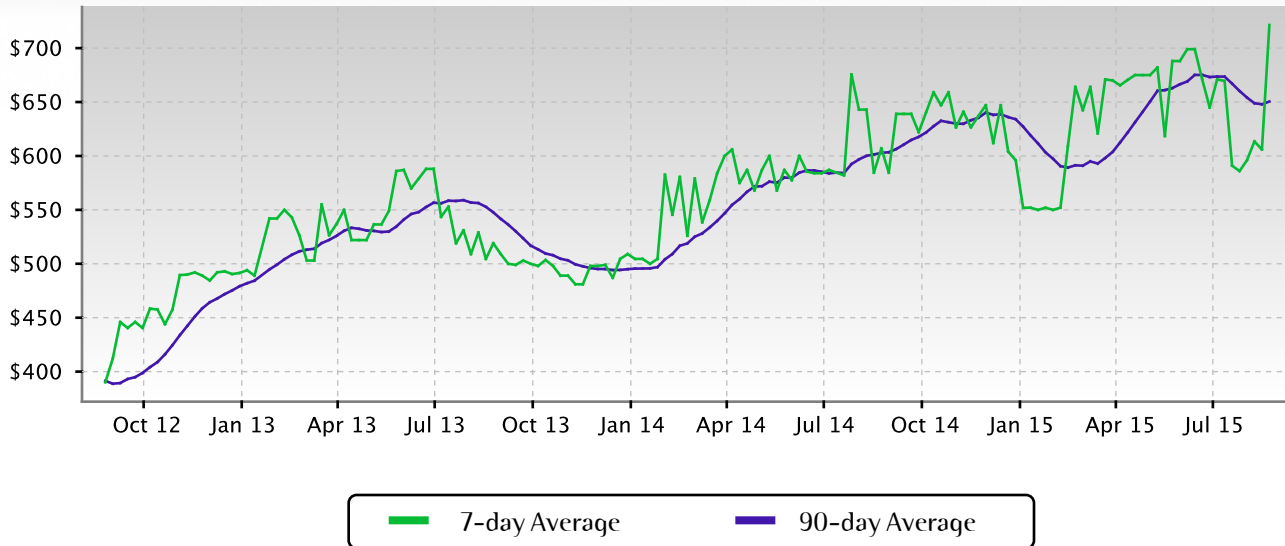
Quartile Prices

- In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 3 has been declining in recent weeks. We'll need to see a persistent shift in the Market Action Index before we see prices across the board move from these levels.



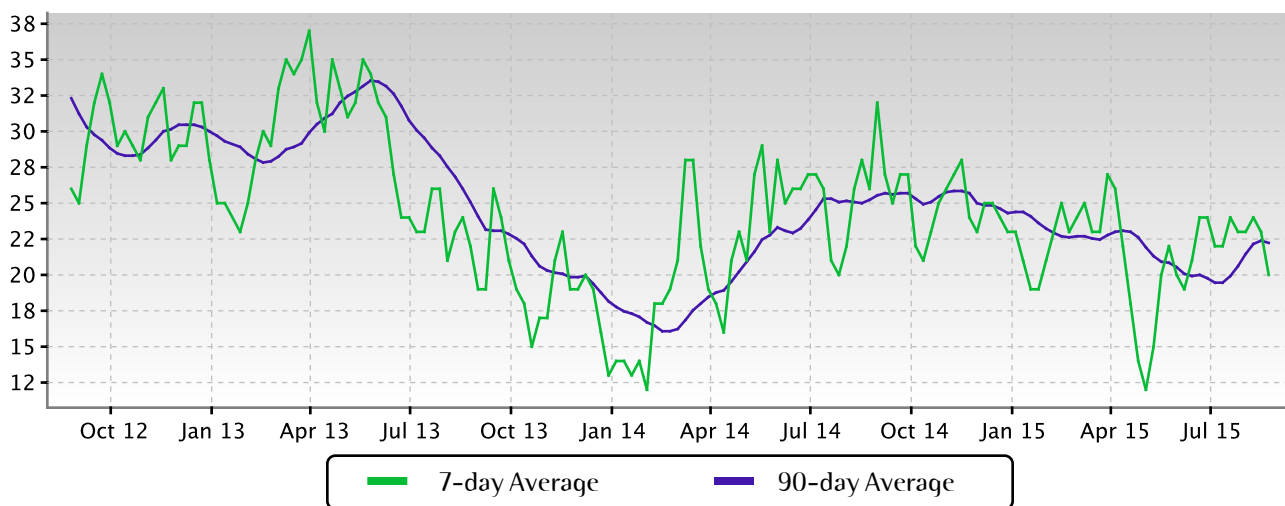
Price per Square Foot

The market appears to be placing an increasing premium on homes. When list prices and price per square foot consistently increase in tandem, as they're doing now, you can often find short-term investment opportunities. Watch the Market Action Index for persistent changes as a leading indicator for these trends to flatten or drop.



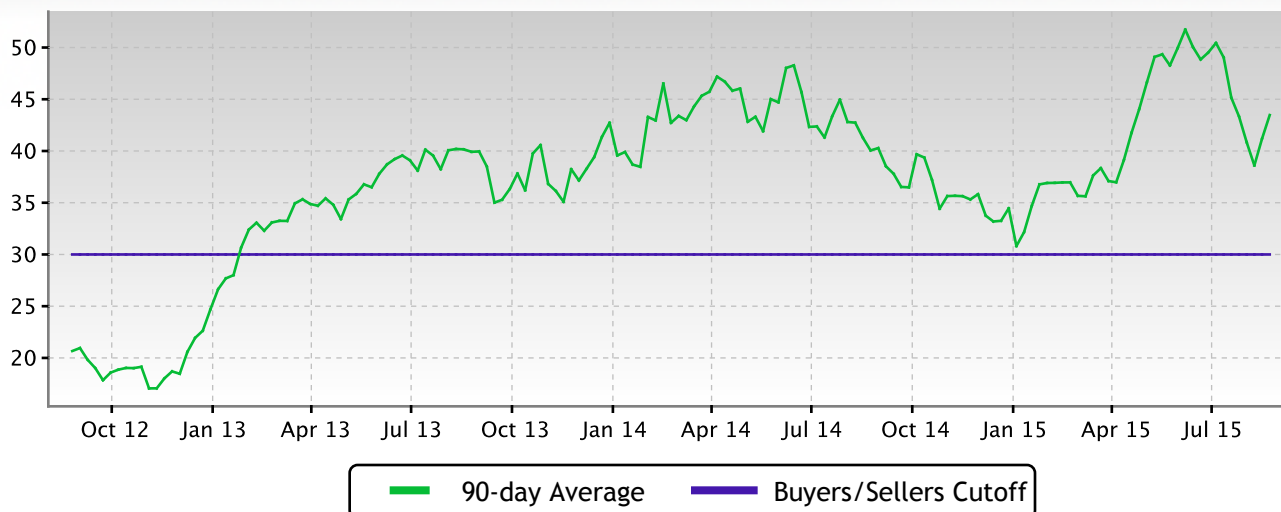
Inventory of Properties Listed for Sale

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.



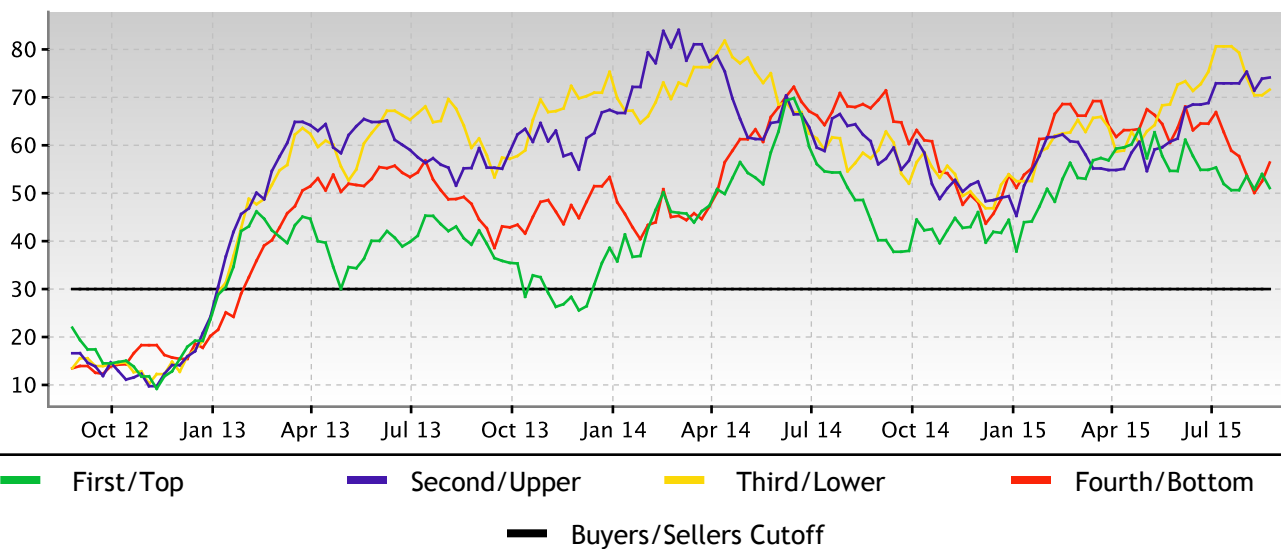
Market Action Index

The PASADENA, 91106 market is currently in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 43.48 which indicates that demand is strong and available supply of homes gets snapped up relatively quickly.



Market Action Index per Quartile

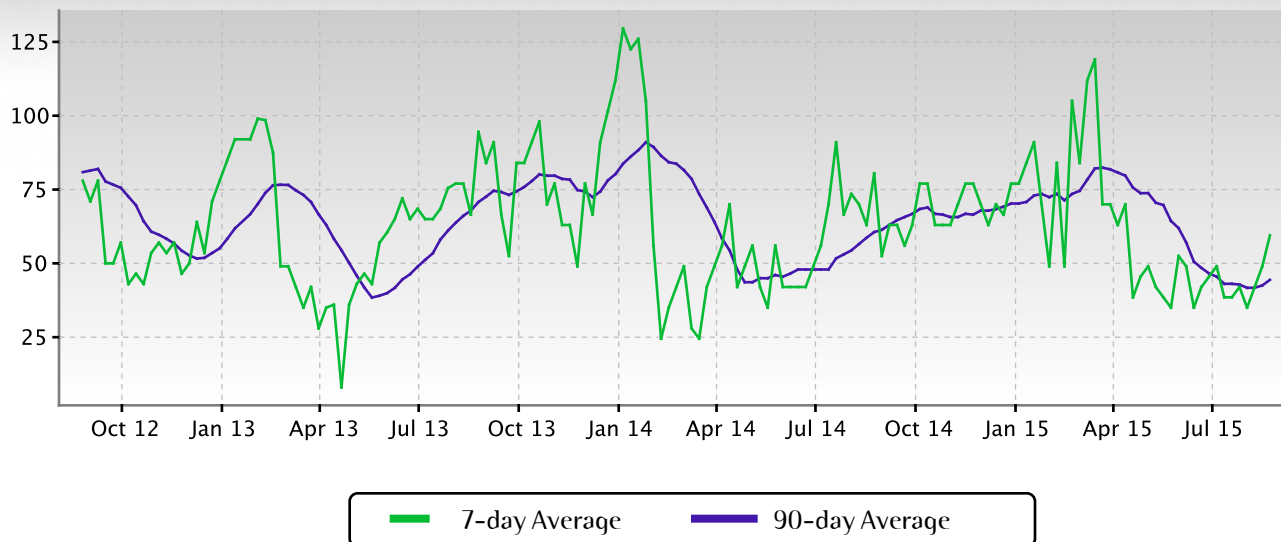
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