

# 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 03, 2015

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PICKFORD ESCROW COMPANY

## This Week

- The median list price in PASADENA, CA this week is \$875,000. The 199 properties have been on the market for an average of 66 days.

Demand measured by the Market Action Index is increasing and days-on-market is holding steady. With more properties coming available, conditions are mildly positive.

## 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	\$ 1,310,092	↔
Asking Price Per Square Foot	\$ 500	↔
Average Days on Market (DoM)	66	↔
Inventory of Properties Listed	199	↑↑
Most Expensive Listing	\$ 7,888,500	
Least Expensive Listing	\$ 209,000	
Average Age of Listing	69	
Percent of Properties with Price Decrease	31 %	
Percent Relisted (reset DOM)	9 %	
Percent Flip (price increased)	4 %	
Median House Size (sq ft)	1940	
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 Strong Seller's 46.3 ↓↓

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	\$ 2,100,000	3584	0.25 - 0.50 acre	4.0	3.5	64	49	9	7	107
Upper/Second	\$ 1,049,500	2109	8,001 - 10,000 sqft	3.0	2.0	67	50	7	8	43
Lower/Third	\$ 786,500	1700	6,501 - 8,000 sqft	3.0	2.0	77	50	11	10	48
Bottom/Fourth	\$ 564,000	1250	4,501 - 6,500 sqft	3.0	1.2	89	50	12	12	67

Most expensive 25% of properties

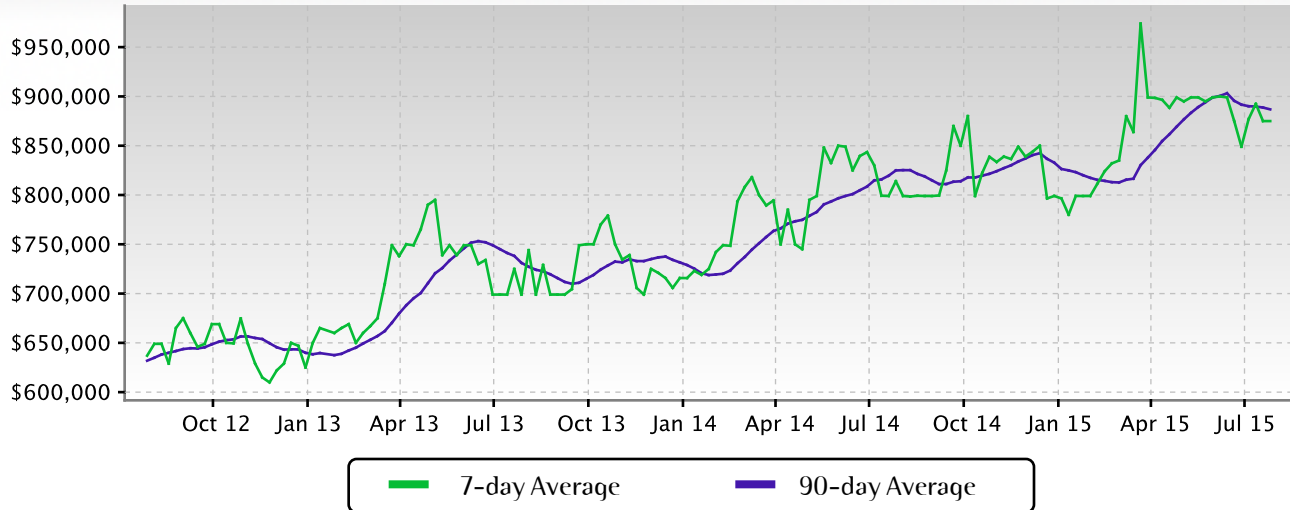
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

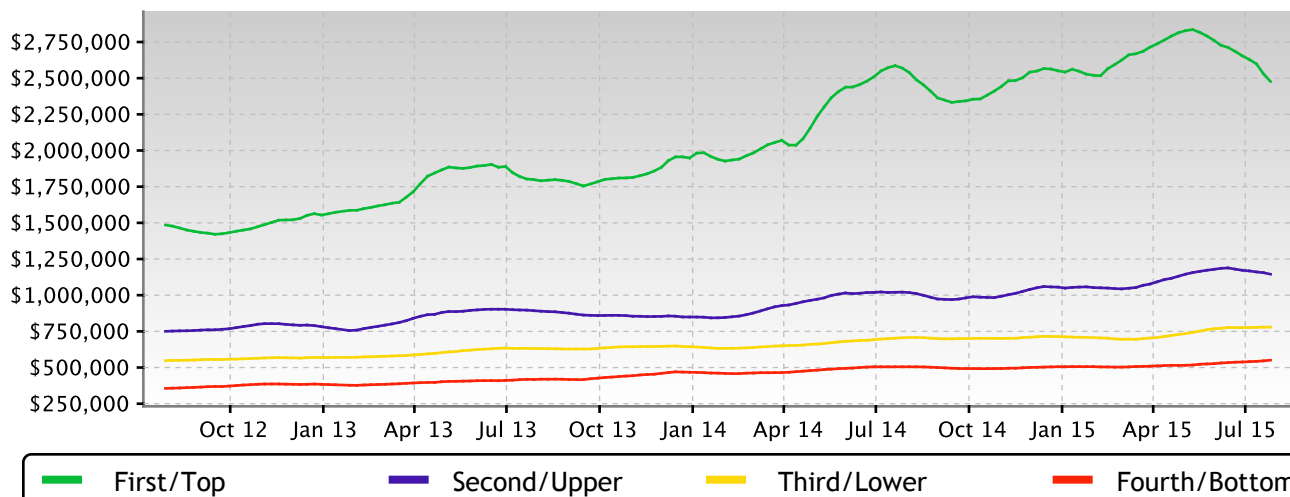
## Median Price

The market is hovering around this plateau. Look for a persistent change in the Market Action Index before we see prices deviate from these levels.



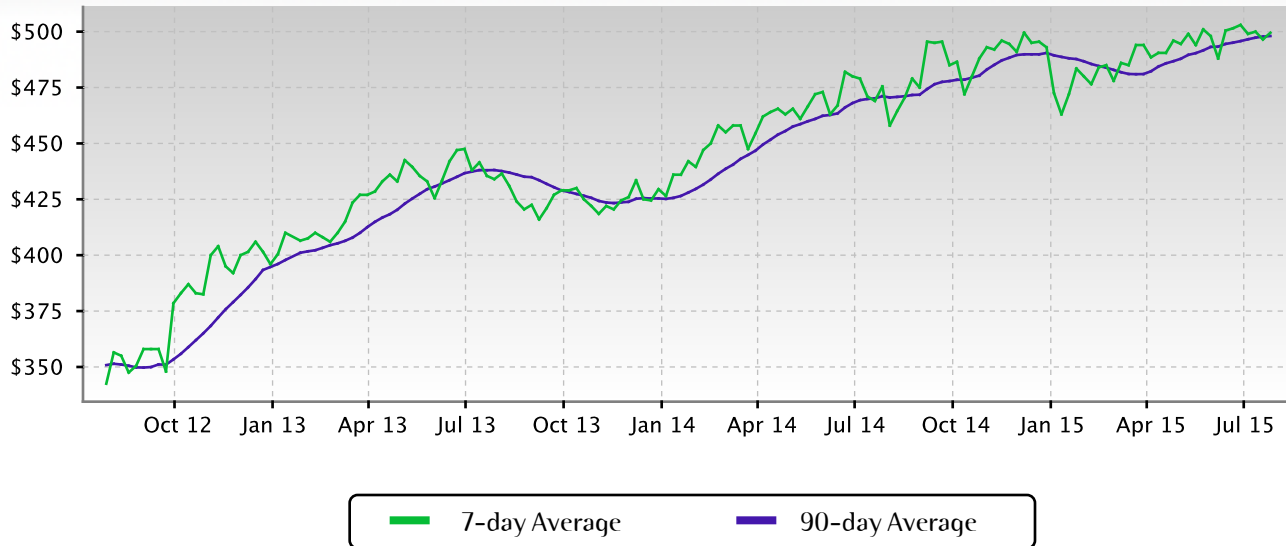
## Quartile Prices

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.



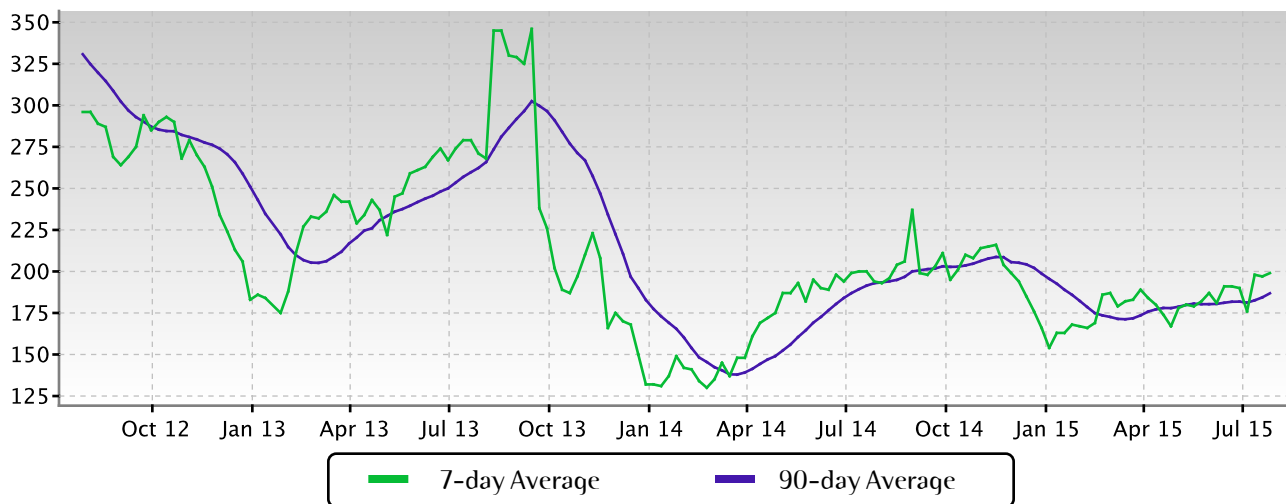
## Price per Square Foot

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.



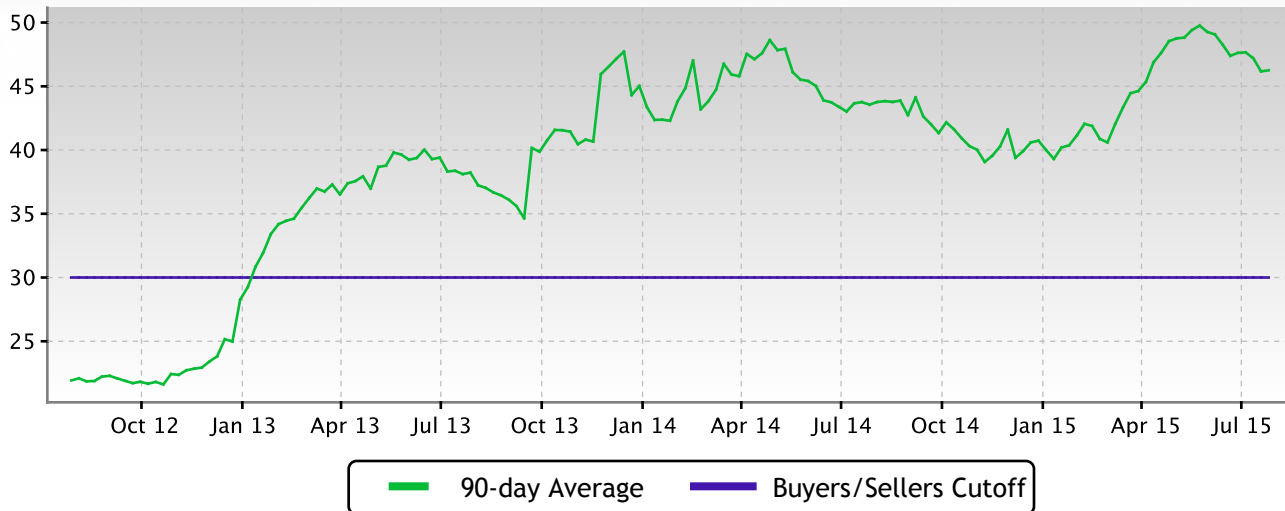
## Inventory of Properties Listed for Sale

Inventory has been 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.



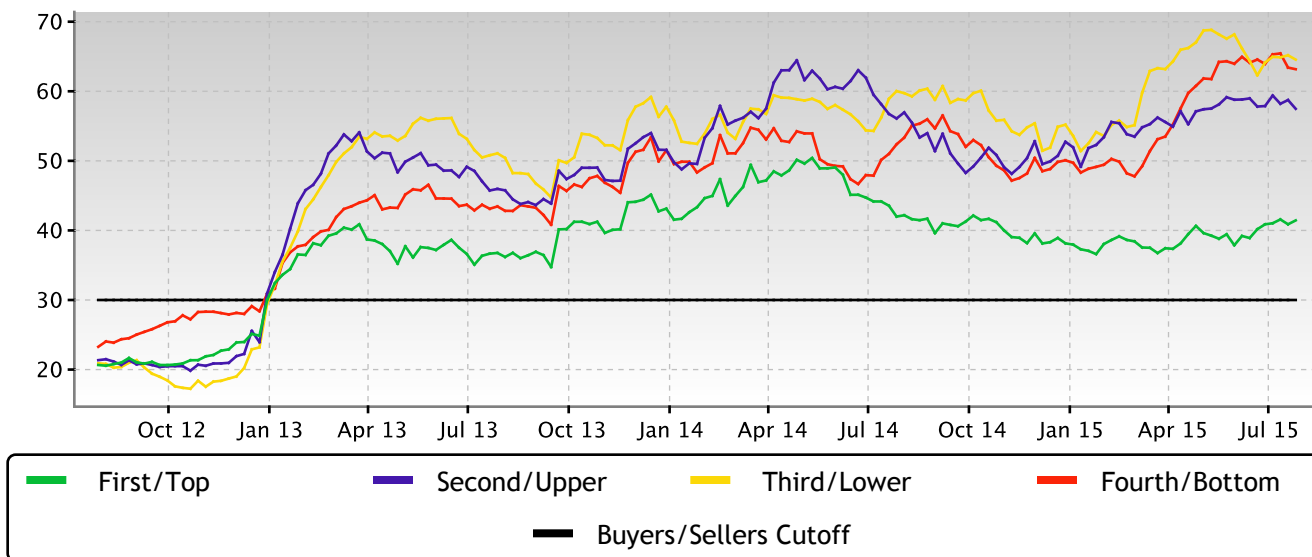
## Market Action Index

The PASADENA market is currently quite strongly in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 46.25; indicating very little supply relative to the demand.



## Market Action Index per Quartile

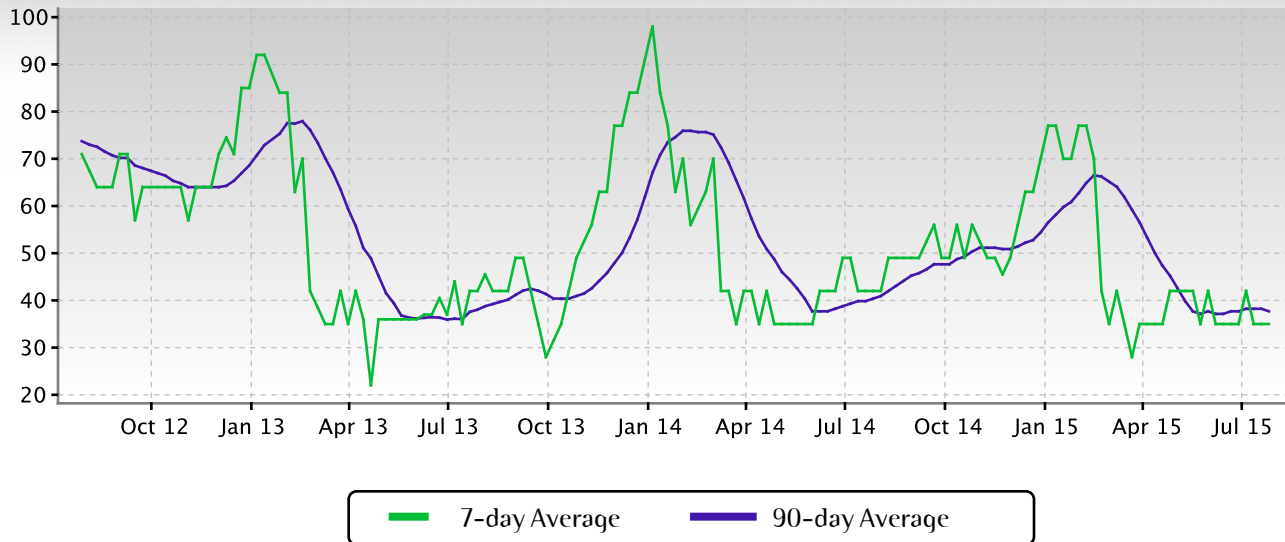
Not surprisingly, all segments in the market are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



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.

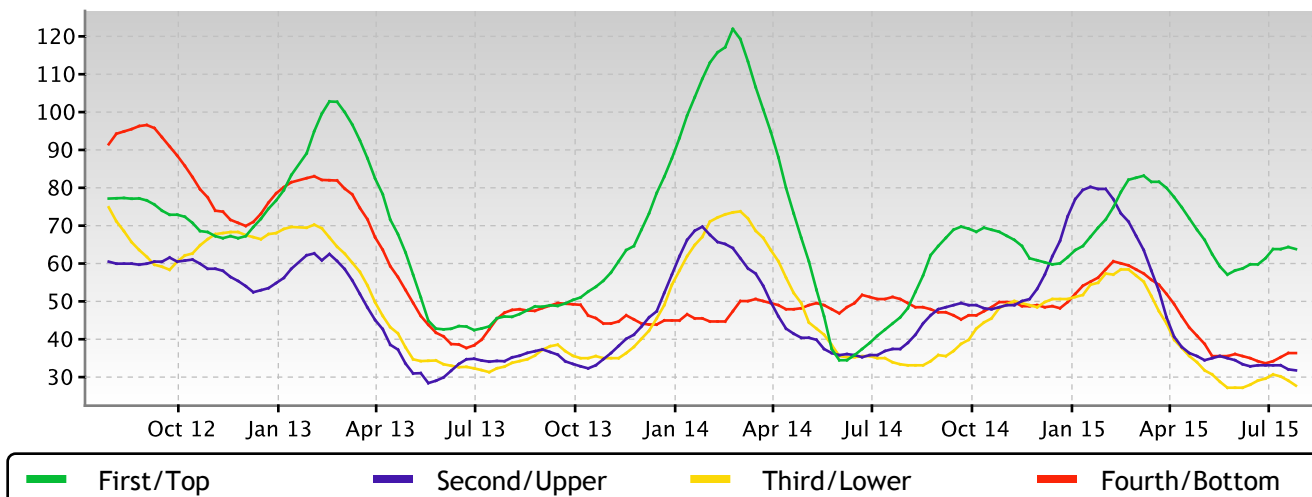
## Days on Market

The properties have been on the market for an average of 66 days. Half of the listings have come newly on the market in the past 35 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 \$1,395,000. The 23 properties have been on the market for an average of 84 days.

Inventory is tightening and days-on-market is falling. The Market Action Index shows demand heating up. These are relatively bullish signs for prices.

## 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.

### Real-Time Market Profile

Median List Price	\$ 1,395,000	↓
Average List Price	\$ 2,042,517	↓↓
Asking Price Per Square Foot	\$ 586	↓↓
Average Days on Market (DoM)	84	↓
Inventory of Properties Listed	23	↓
Most Expensive Listing	\$ 6,900,000	
Least Expensive Listing	\$ 352,000	
Average Age of Listing	78	
Percent of Properties with Price Decrease	26 %	
Percent Relisted (reset DOM)	0 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	2212	
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	43.3	↓↓
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.			

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↕↕ Strong upward trend	↓↓ Strong downward trend
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## Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 4,650,000	5390	0.50 - 1.0 acre	5.0	5.0	41	5	1	0	104
Upper/Second	\$ 1,842,500	2898	0.25 - 0.50 acre	4.0	3.2	84	6	0	1	136
Lower/Third	\$ 1,198,000	1858	6,501 - 8,000 sqft	3.0	2.0	98	6	0	1	38
Bottom/Fourth	\$ 530,000	1333	6,501 - 8,000 sqft	3.0	2.0	100	6	2	2	60

Most expensive 25% of properties

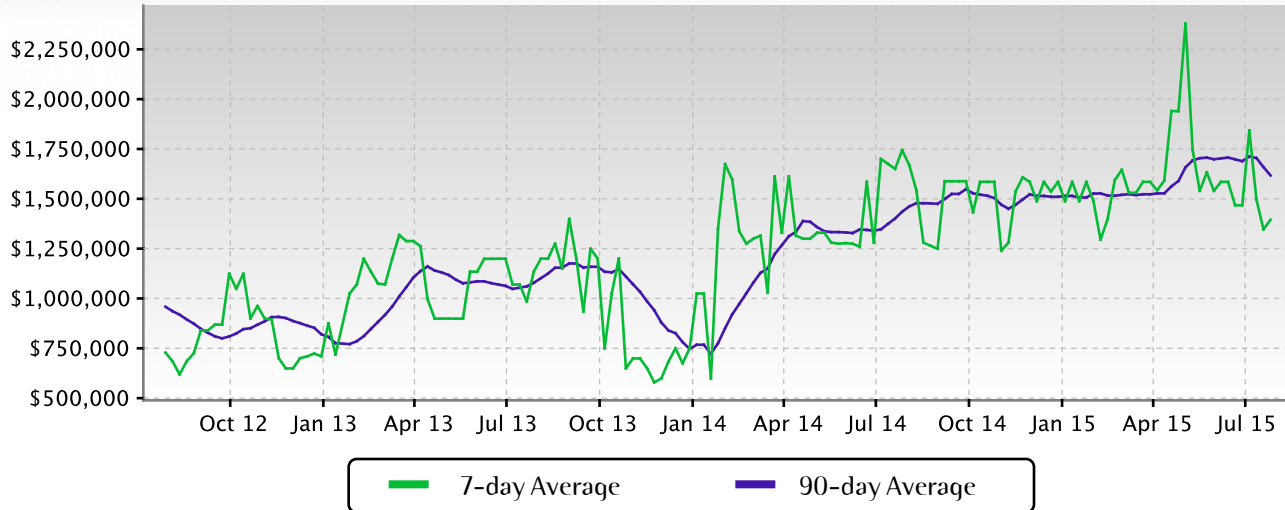
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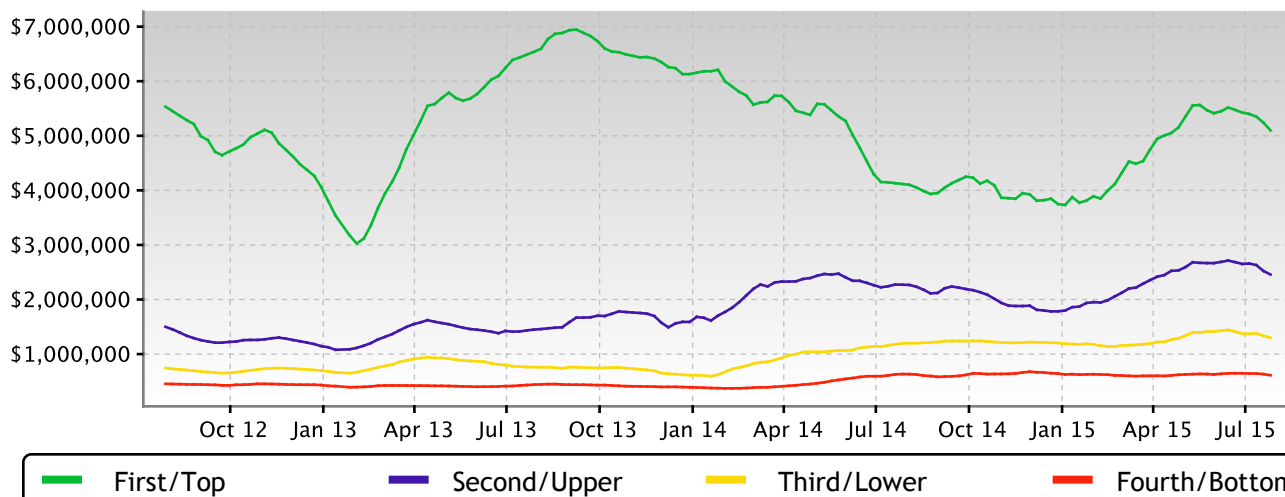
## Median Price

This week prices in this zip code bumped up a bit but the trend of recent weeks is generally downward. A pickup in demand will be reflected in the Market Action Index, so watch that chart to try to identify a trough in the market.



## Quartile Prices

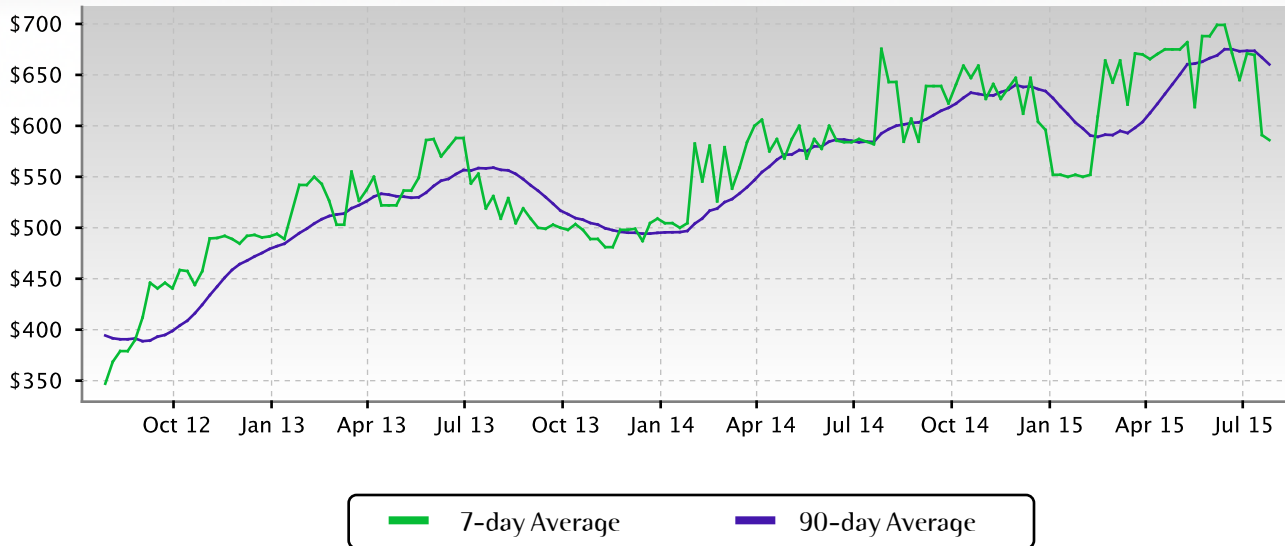
In the quartile market segments, we see the market's price weakness evident across the board. All four quartiles have been in price decline in recent weeks. Look to the Market Action Index as a leading indicator of the bottom of the market.





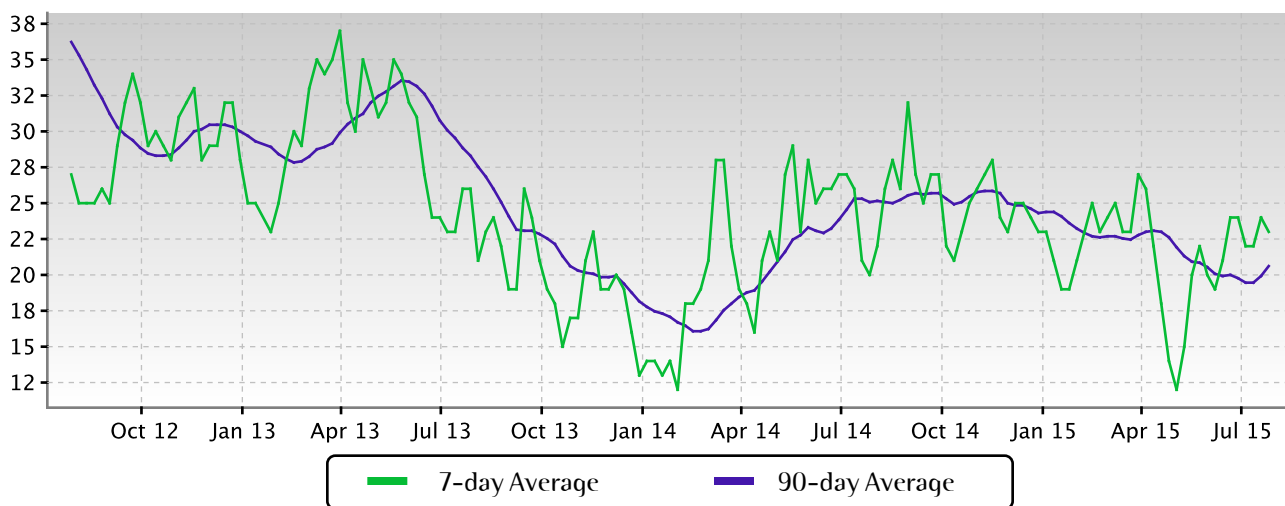
## Price per Square Foot

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.



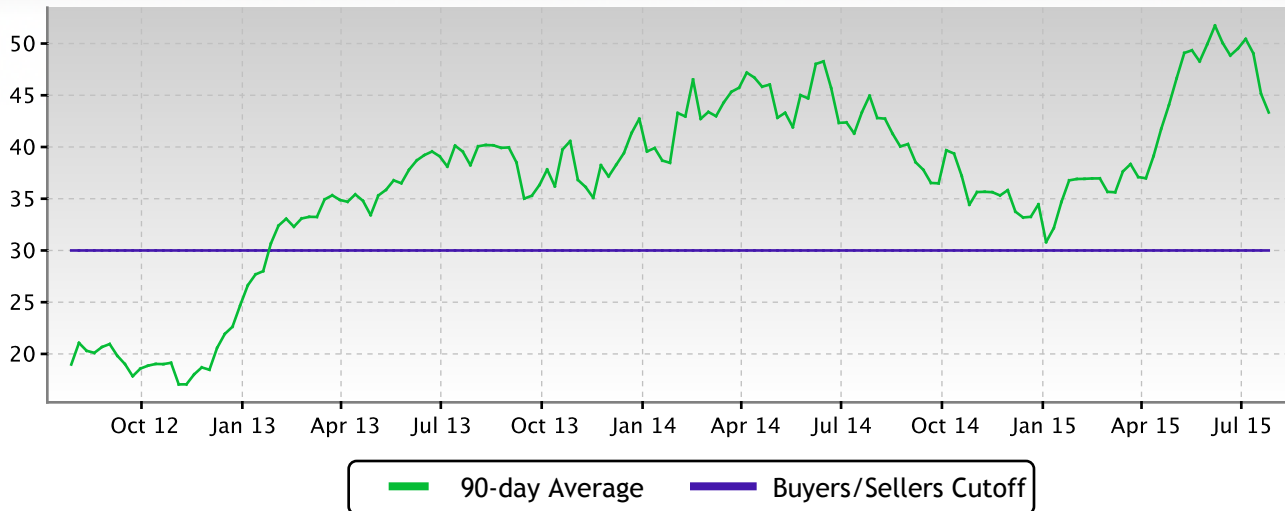
## Inventory of Properties Listed for Sale

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.



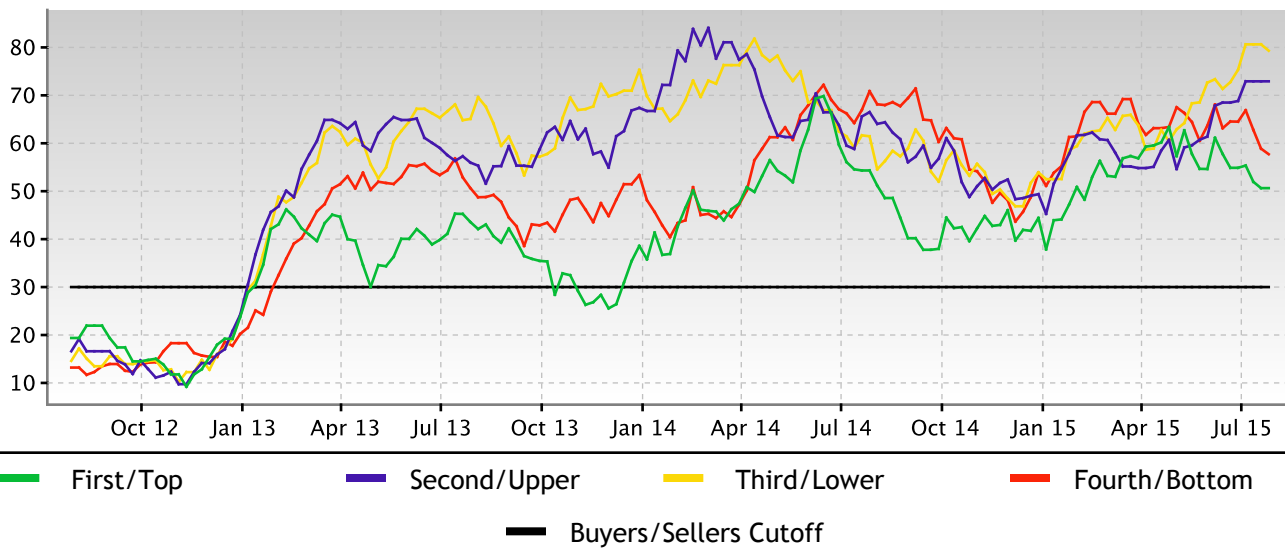
## Market Action Index

The PASADENA, 91106 market is currently in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 43.34 which indicates that demand is strong and available supply of homes gets snapped up relatively quickly.



## Market Action Index per Quartile

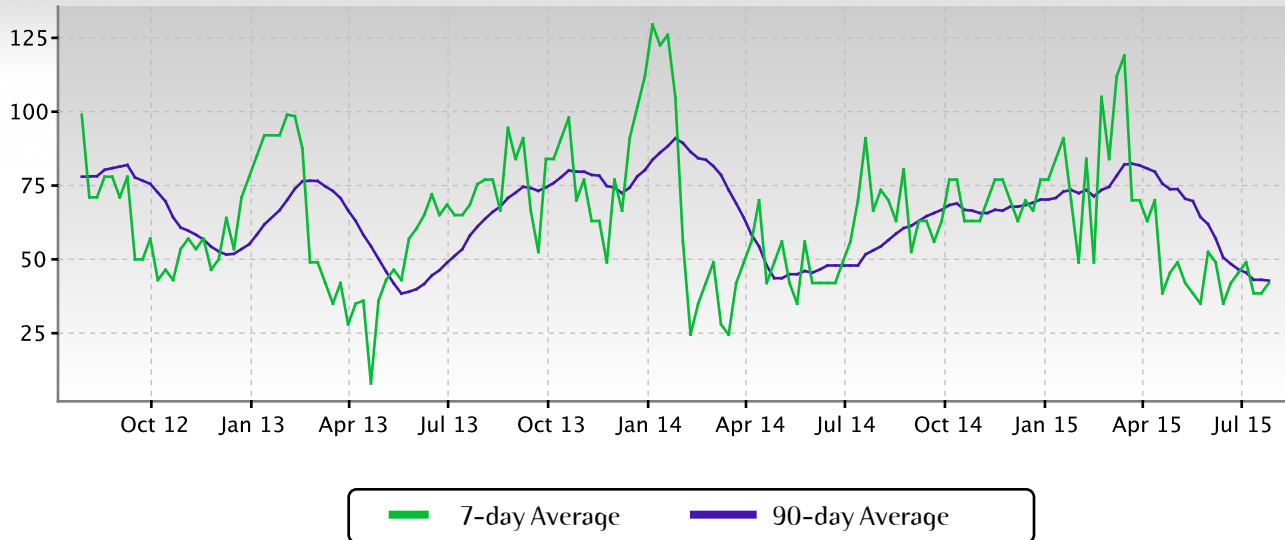
Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



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