

# PICKFORD ESCROW MARKET UPDATE

SOUTH PASADENA, CA

- **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  
May 30, 2016**

- **Presented by Pickford Escrow - Los Angeles**  
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### This Week

- The median list price in SOUTH PASADENA, CA this week is \$1,368,000. The 17 properties have been on the market for an average of 75 days.

Demand measured by the Market Action Index is increasing and days-on-market is trending downward. Even as more properties come available, these are positive trends for the market.

### Supply and Demand

- Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.

#### Real-Time Market Profile

		Trend
Median List Price	\$ 1,368,000	↔
Average List Price	\$ 1,647,635	
Asking Price Per Square Foot	\$ 552	↔
Average Days on Market (DoM)	75	↓↓
Inventory of Properties Listed	17	↑↑
Most Expensive Listing	\$ 3,738,000	
Least Expensive Listing	\$ 849,000	
Average Age of Listing	75	
Percent of Properties with Price Decrease	35 %	
Percent Relisted (reset DOM)	12 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	2531	
Median Lot Size	6,501 - 8,000 sqft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	2.0	

#### Altos Research Value Statistics

Market Action Index	Strong Seller's	53.3	↑↑
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	\$ 3,087,500	5274	0.50 - 1.0 acre	5.0	5.0	72	4	1	0	80
Upper/Second	\$ 1,460,000	2196	6,501 - 8,000 sqft	4.0	2.5	92	4	0	2	173
Lower/Third	\$ 1,312,500	2560	6,501 - 8,000 sqft	3.5	2.8	70	4	1	0	26
Bottom/Fourth	\$ 1,100,000	2086	6,501 - 8,000 sqft	3.0	1.0	95	5	2	0	31

Most expensive 25% of properties

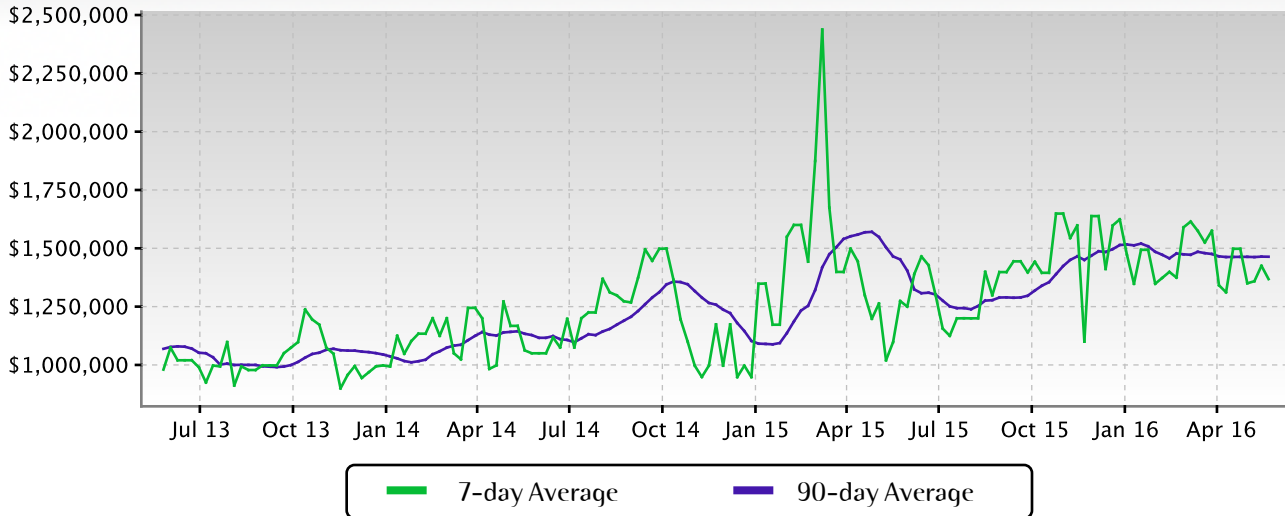
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

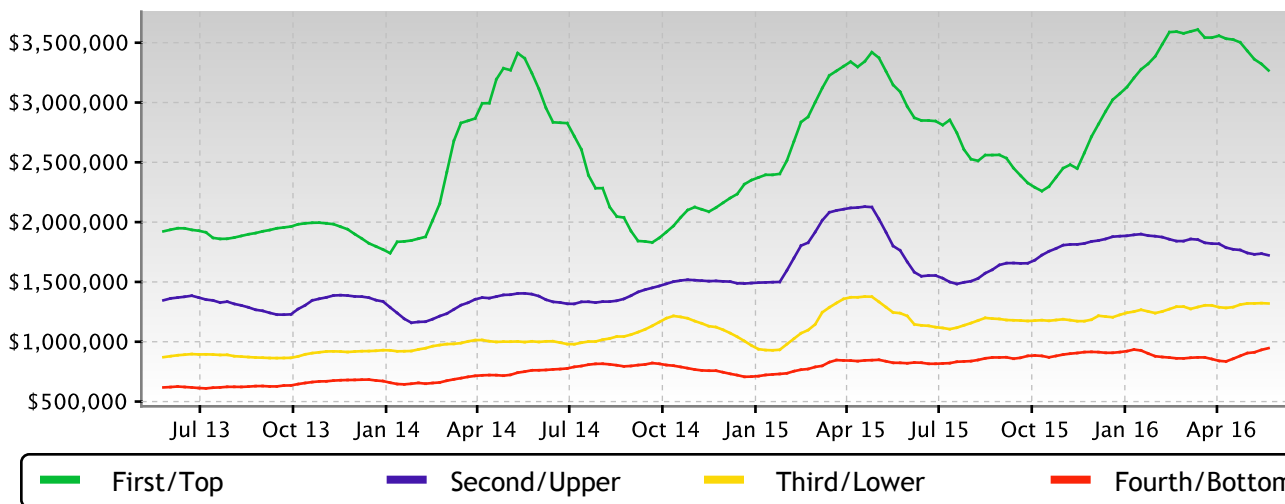
### Median Price

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.



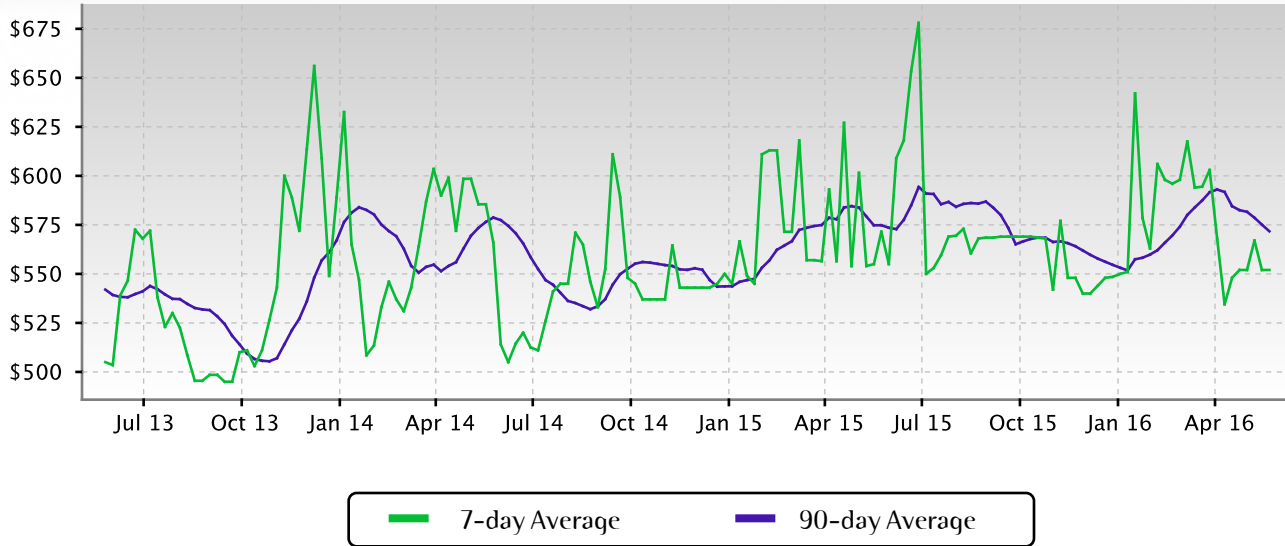
### Quartile Prices

Segmented into quartiles, We see the market showing mild price weakness. Quartiles 2 and 3 are basically flat while Quartile 1 is down in recent weeks. Notice however, that Quartile 4 at the low-end of the market is still on an up-trend. Buyers are focusing on the lowest price homes in the area.



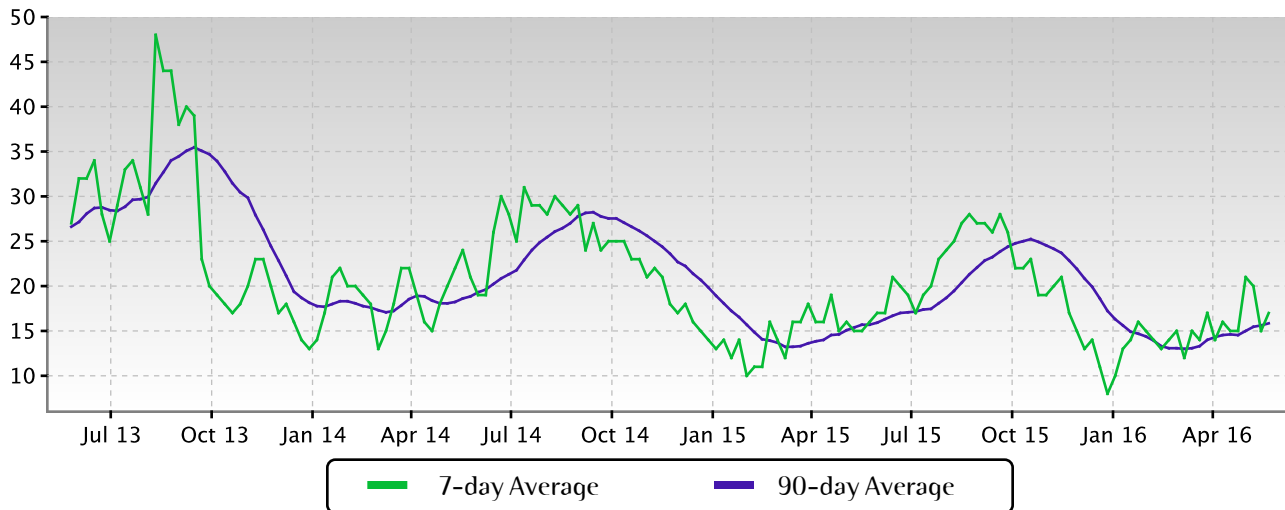
### Price per Square Foot

Despite recently falling prices, the price per square foot has stayed reasonably flat. This implies that there's a portion of the market being priced at a premium. You can investigate this condition in the quartile details.



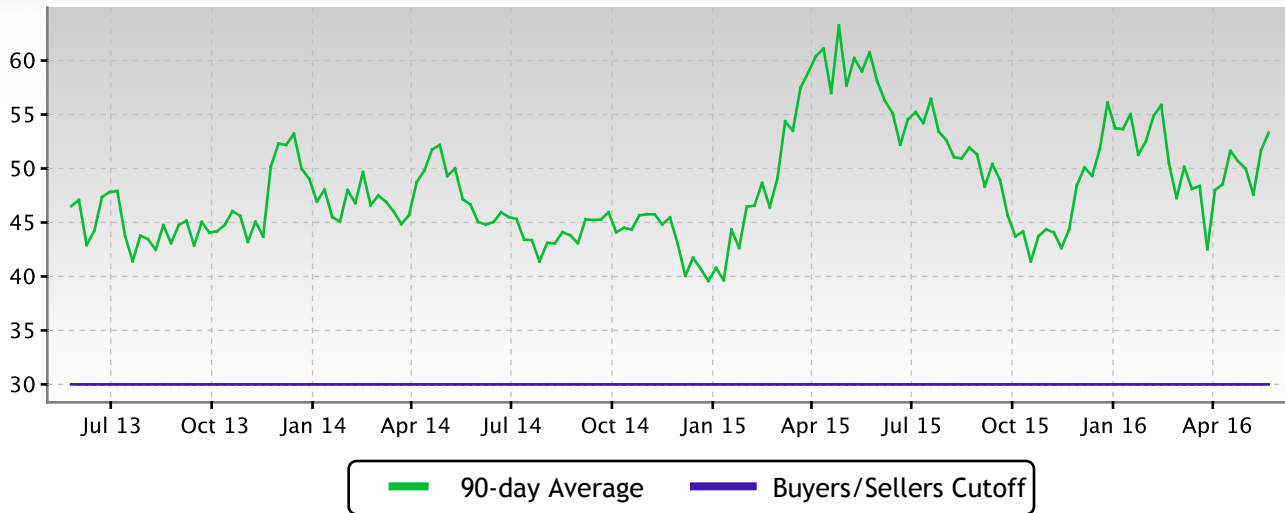
### Inventory of Properties Listed for Sale

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.



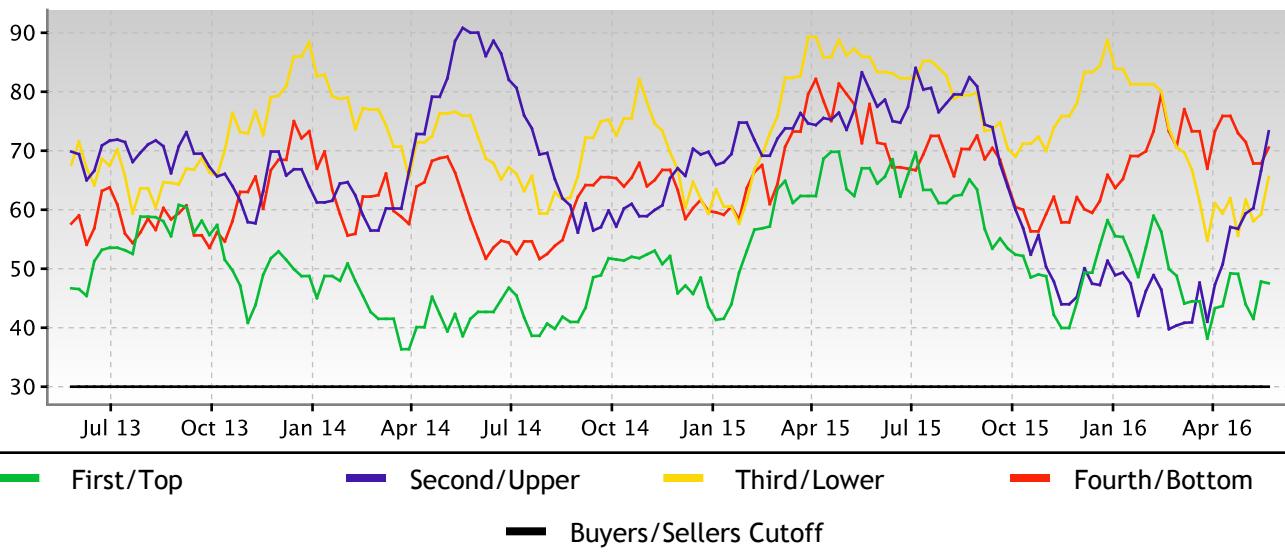
## Market Action Index

The SOUTH PASADENA market is currently quite strongly in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 53.32; indicating very little supply relative to the demand.



## Market Action Index per Quartile

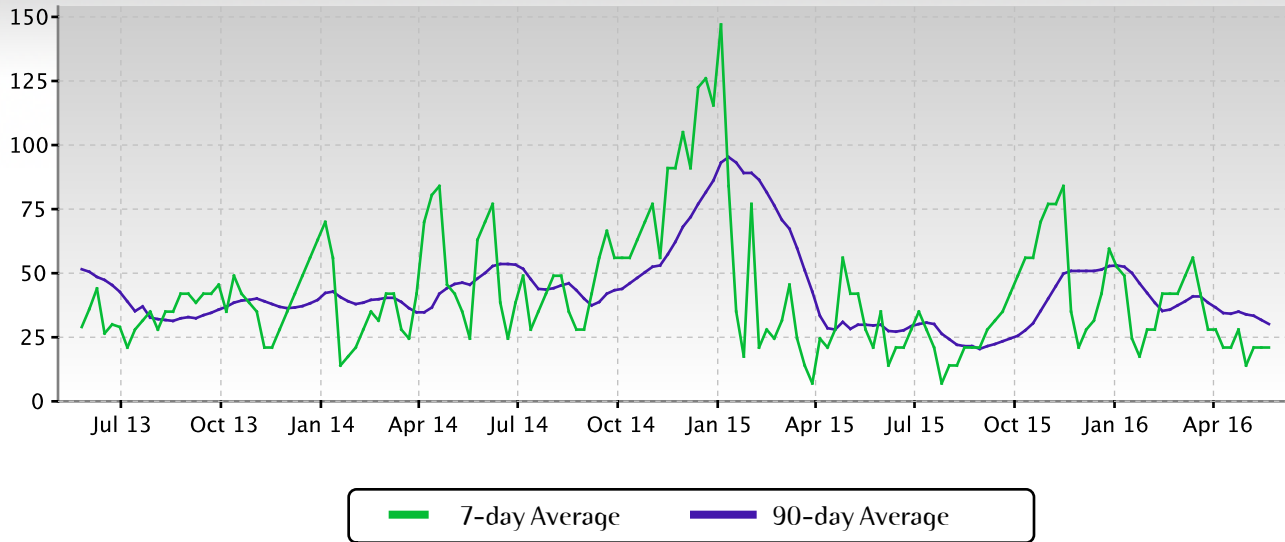
Not surprisingly, all segments in the market are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



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 75 days. Half of the listings have come newly on the market in the past 21 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.

