



# **Coastal Real Estate Guide**

## **Dana Point, CA 92629**

REPORT FOR 7/26/2024  
Single-Family Homes

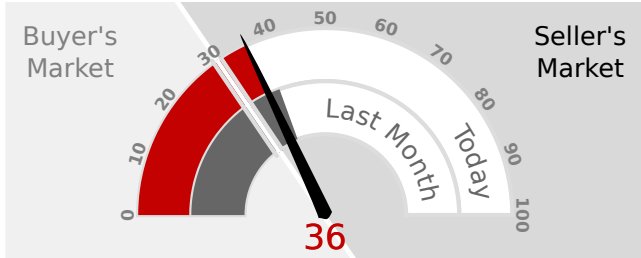
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Presented by Steve Zepezauer  
949-715-4100  
info@firebrandmediainc.com

This week the median list price for Dana Point, CA 92629 is \$4,149,950 with the market action index hovering around 36. This is less than last month's market action index of 39. Inventory has increased to 64.

**MARKET ACTION INDEX**

This answers "How's the Market?" by comparing rate of sales versus inventory.



**Slight Seller's Advantage**

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 on prices.

**MARKET SEGMENTS**

Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$15,972,500	6,090	0.25 - 0.5 acre	5	7	10	1	1	178
\$6,497,500	3,650	0.25 - 0.5 acre	4	4	54	2	1	84
\$2,850,000	2,469	4,500 - 6,500 sqft	3	3	52	1	0	31
\$2,087,500	2,057	0 - 4,500 sqft	3	3	46	1	5	42

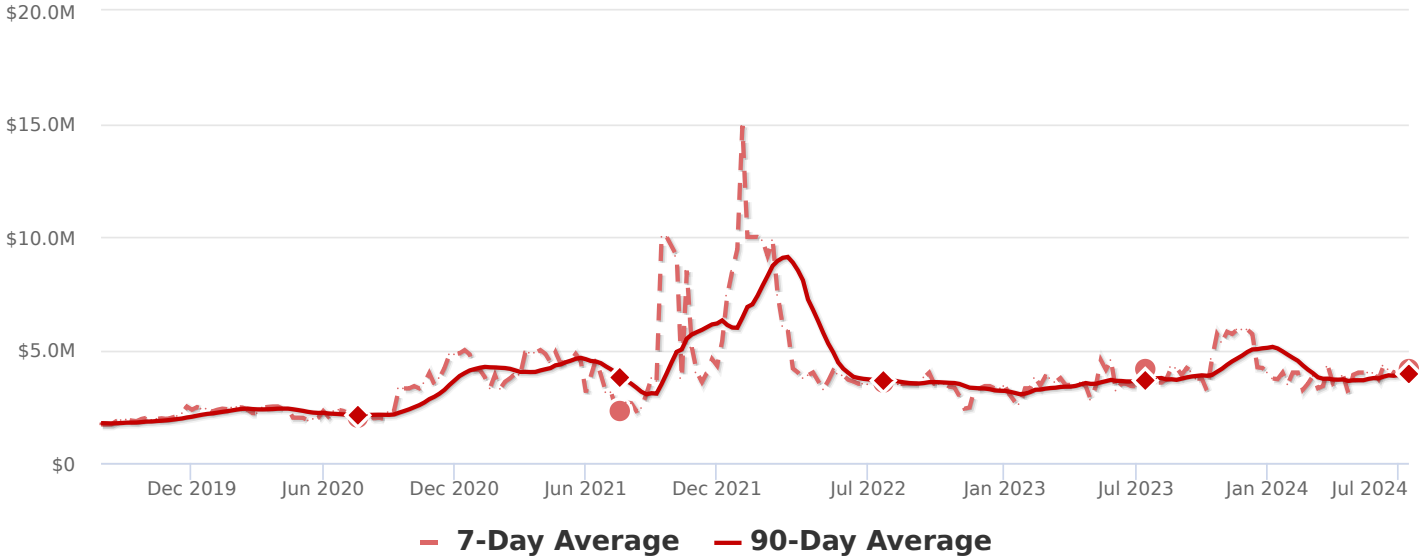
**REAL-TIME MARKET PROFILE**

Median List Price		\$4,149,950
Median Price of New Listings		\$5,495,000
Per Square Foot		\$1,478
Average Days on Market		124
Median Days on Market		60
Price Decreased		38%
Price Increased		2%
Relisted		3%
Inventory		64
Median Rent		\$8,500
Market Action		<b>36</b>

**Slight Seller's Advantage**

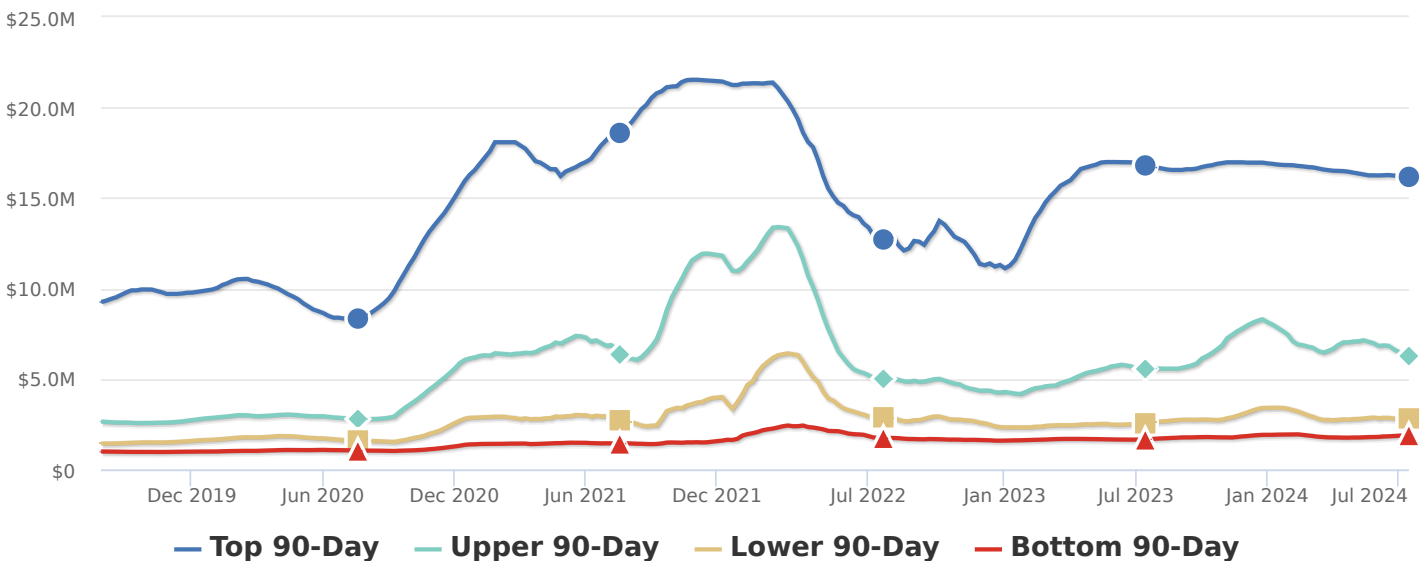
MEDIAN LIST PRICE

We continue to see prices in this zip code bouncing around this plateau. Look for a persistent up-shift in the Market Action Index before we see prices move from these levels.



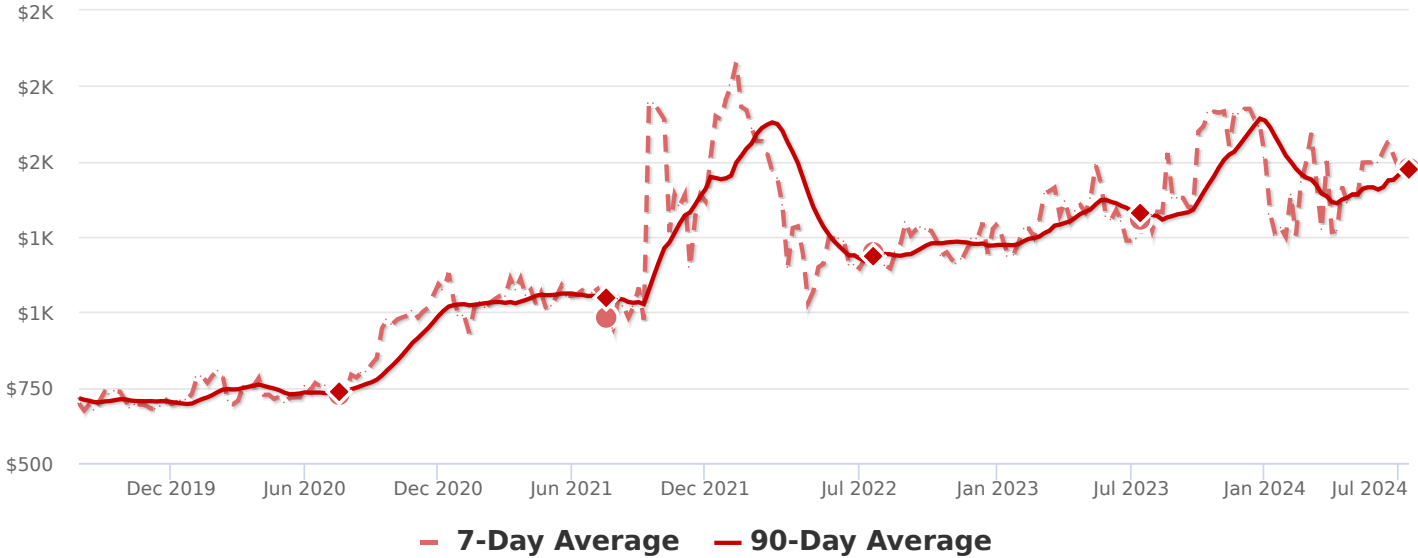
SEGMENTS

In the quartile market segments of this zip code, we see mild price weakness lately. Quartiles 1 and 3 are basically flat while Quartile 2 is down in recent weeks. Notice however, that Quartile 4 at the low-end of the market is still on an up-trend. Often this condition happens in markets where demand has fallen (due to economic pressures perhaps) but supply is still relatively short. Buyers are focusing on the lowest price homes in the area.



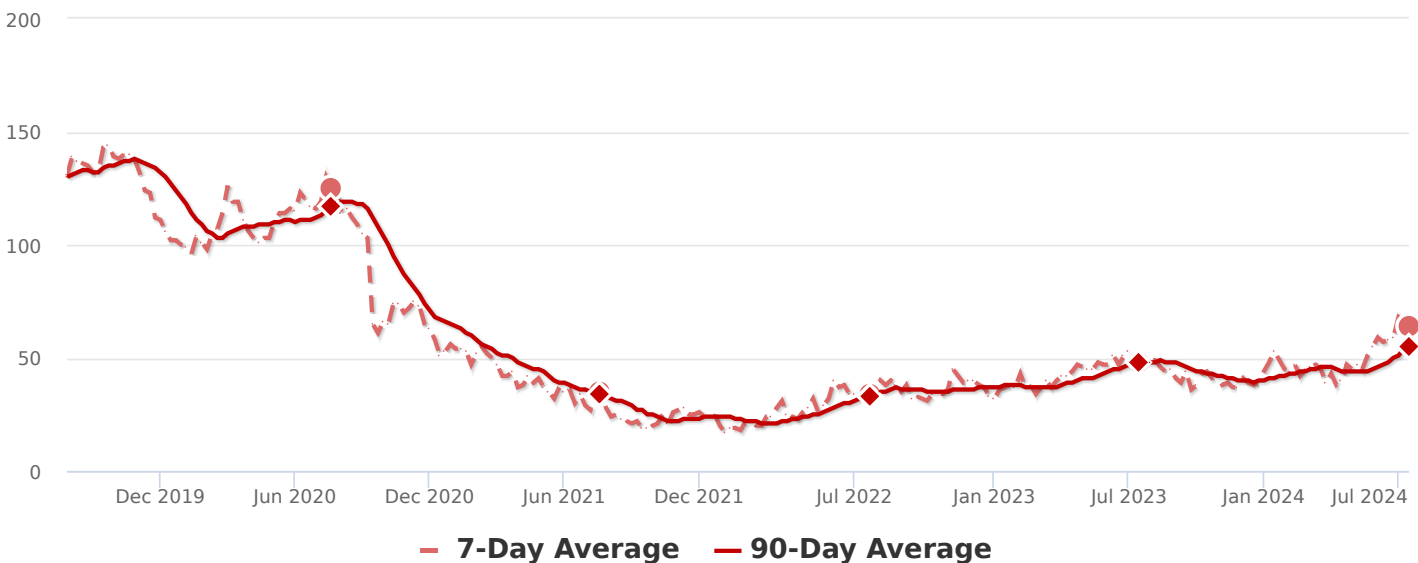
PRICE PER SQUARE FOOT

The value placed on homes continues to increase, despite the fact that prices in general have been basically flat recently. These conditions can arise when inventory is light and more, smaller homes have more influence on overall prices.



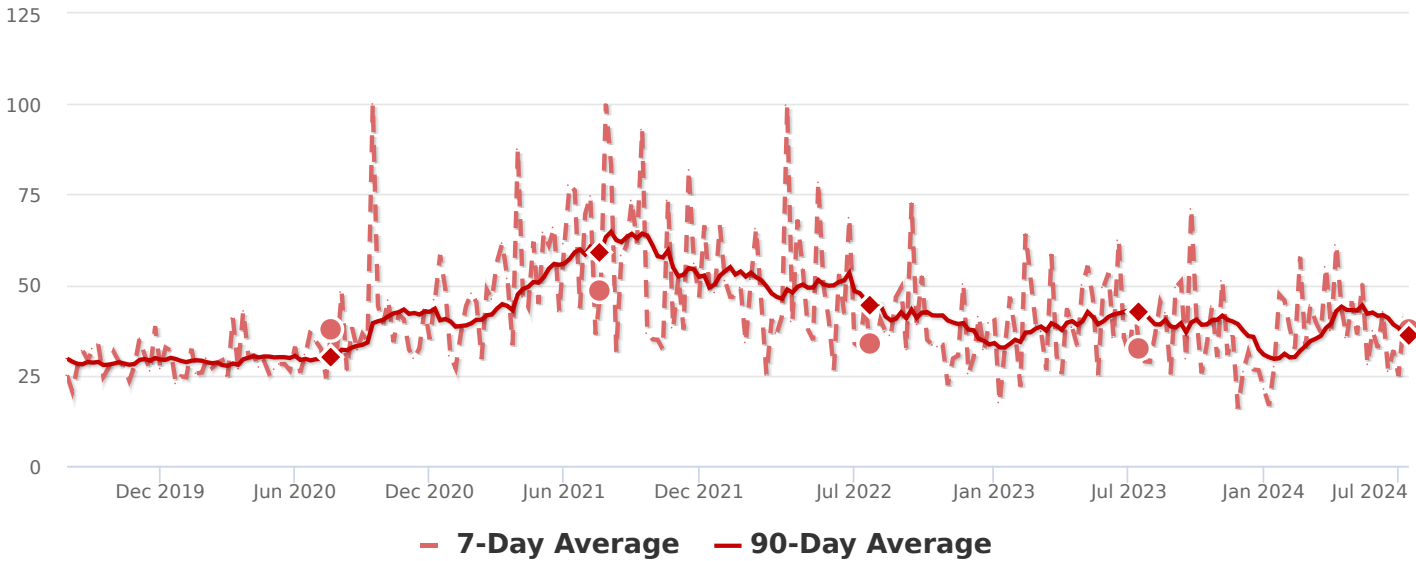
INVENTORY

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.



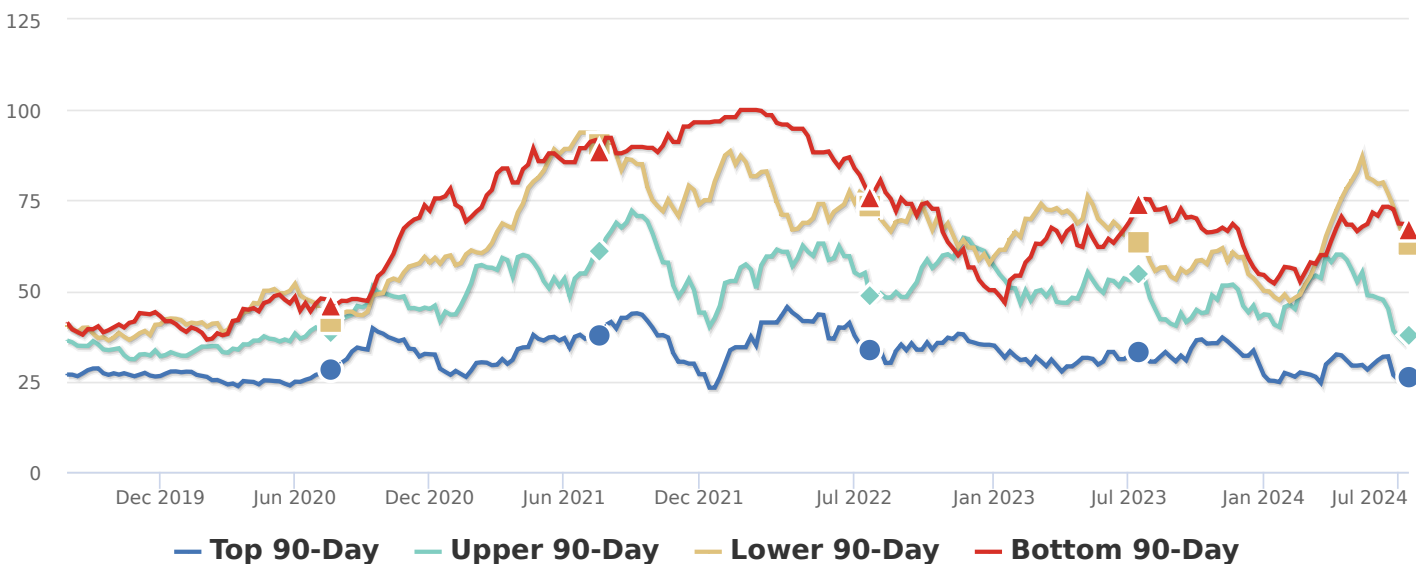
**MARKET ACTION INDEX**

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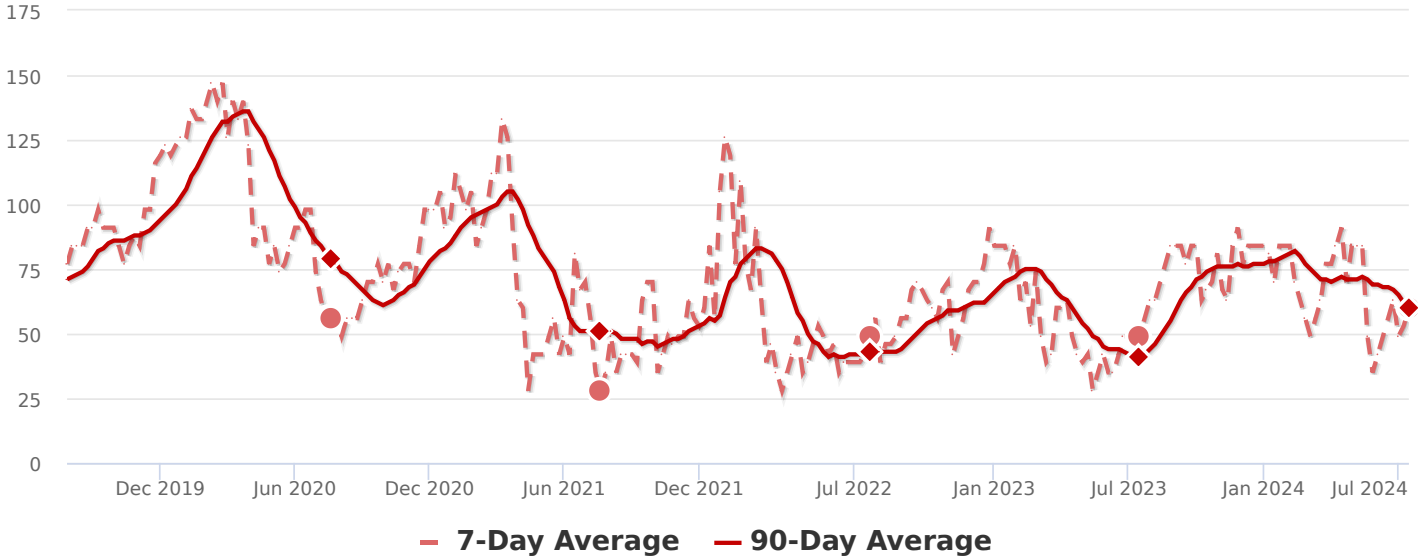
**MARKET ACTION SEGMENTS**

Three of the four quartiles of this zip code are in the Seller's Market zone with relatively low amounts of inventory given the current levels of demand. It's not uncommon that the premium segment of the market takes longer to sell than the rest of the group.



**MEDIAN DAYS ON MARKET (DOM)**

The properties have been on the market for an average of 123 days. Half of the listings have come newly on the market in the past 60 or so days. Watch the 90-day DOM trend for signals of a changing market.



**SEGMENTS**

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.

