



Market Report

Santa Monica, CA

REPORT FOR 10/13/2020

Single-Family Homes

CHARTWELL
ESCROW

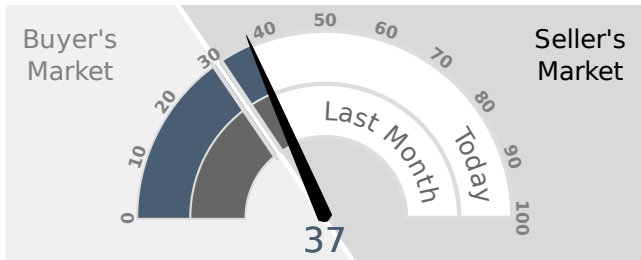
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Beverly Hills • Brentwood • Calabasas • Hollywood • Malibu • Newport Beach • Old Town
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Village

This week the median list price for Santa Monica, CA is \$3,200,000 with the market action index hovering around 37. This is about the same as last month's market action index of 37. Inventory has held steady at or around 85.

MARKET ACTION INDEX

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



Slight Seller's Advantage

In the last few weeks the market has achieved a relative stasis point in terms of sales to inventory. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up, prices are likely to resume an upward climb.

REAL-TIME MARKET PROFILE

Median List Price		\$3,200,000
Per Square Foot		\$1,169
Days on Market		115
Price Decreased		34%
Price Increased		0%
Relisted		20%
Inventory		85
Median Rent		\$8,775
Most Expensive		\$18,500,000
Least Expensive		\$899,000
Market Action		37

Slight Seller's Advantage

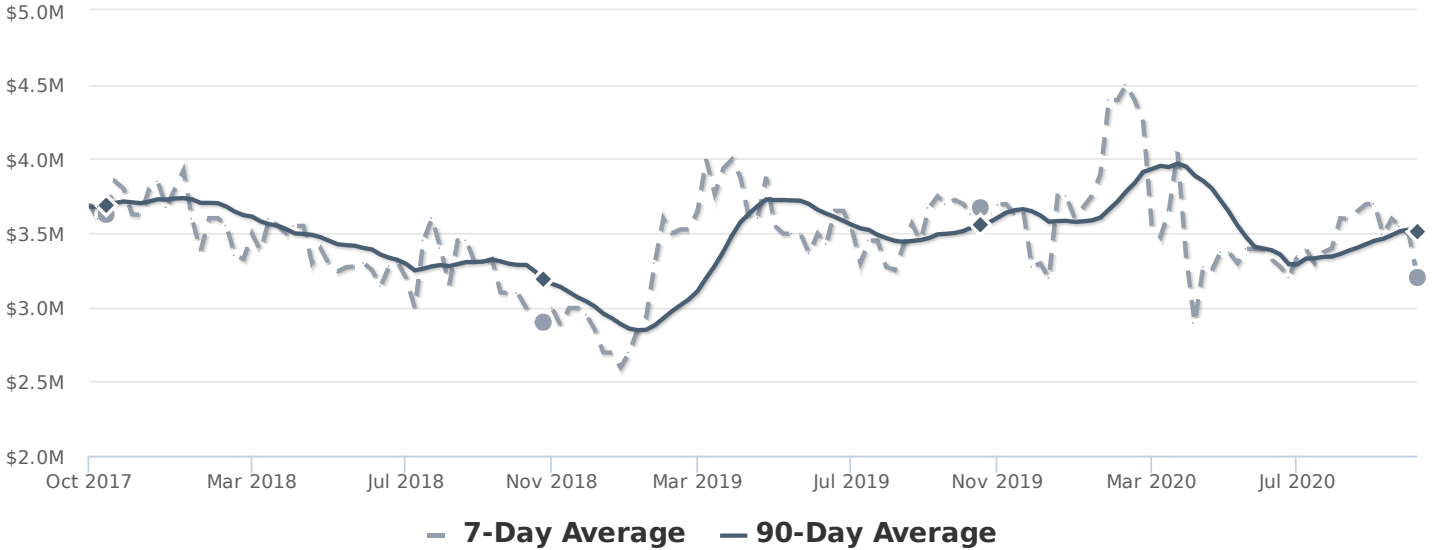
MARKET SEGMENTS

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

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$7,395,000	6,138	8,000 - 10,000 sqft	5	6	15	1	2	119
\$4,495,000	4,057	6,500 - 8,000 sqft	4	5	28	1	2	74
\$2,600,000	1,936	6,500 - 8,000 sqft	3	3	70	3	1	156
\$1,847,500	1,523	4,500 - 6,500 sqft	3	2	72	3	3	109

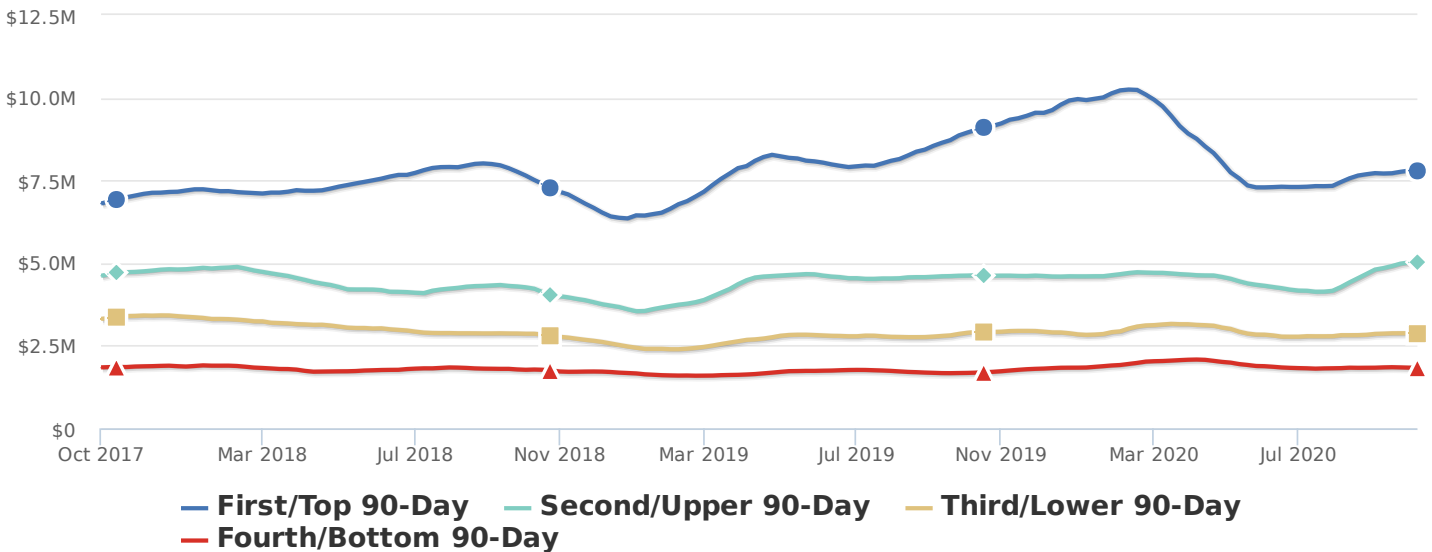
MEDIAN LIST PRICE

The market seems to have paused around this plateau. The Market Action Index is a good leading indicator for the durability of this trend.



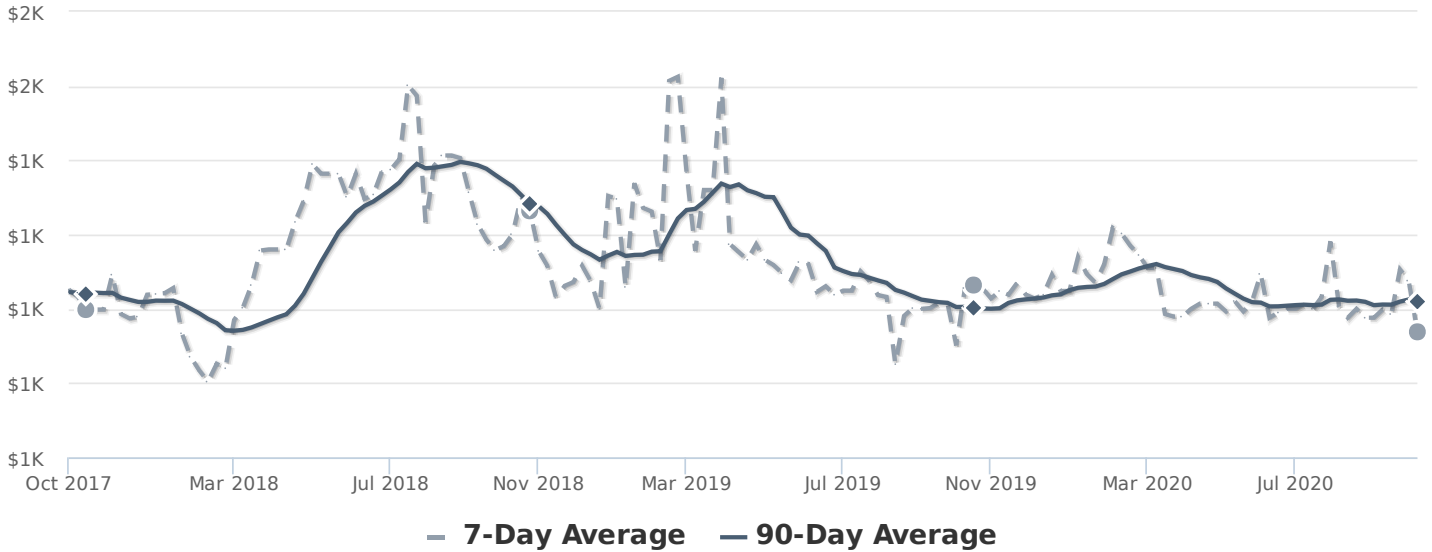
SEGMENTS

Prices have generally settled at a plateau, although Quartile 2 is on a bit of an up trend 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.



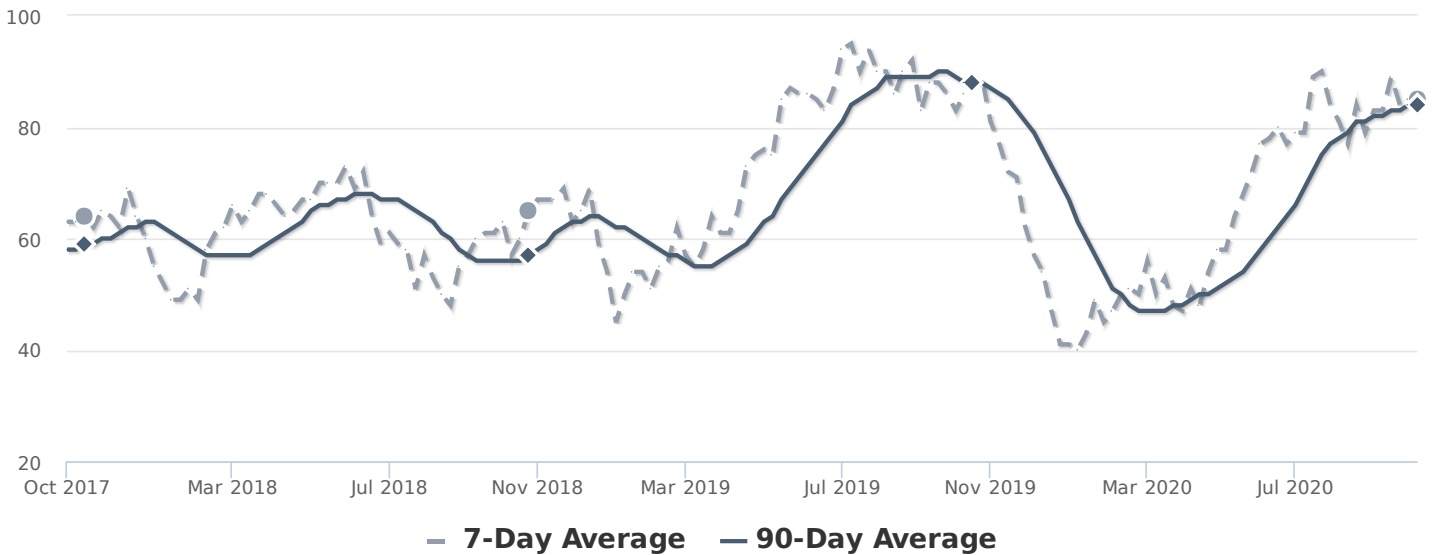
PRICE PER SQUARE FOOT

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.



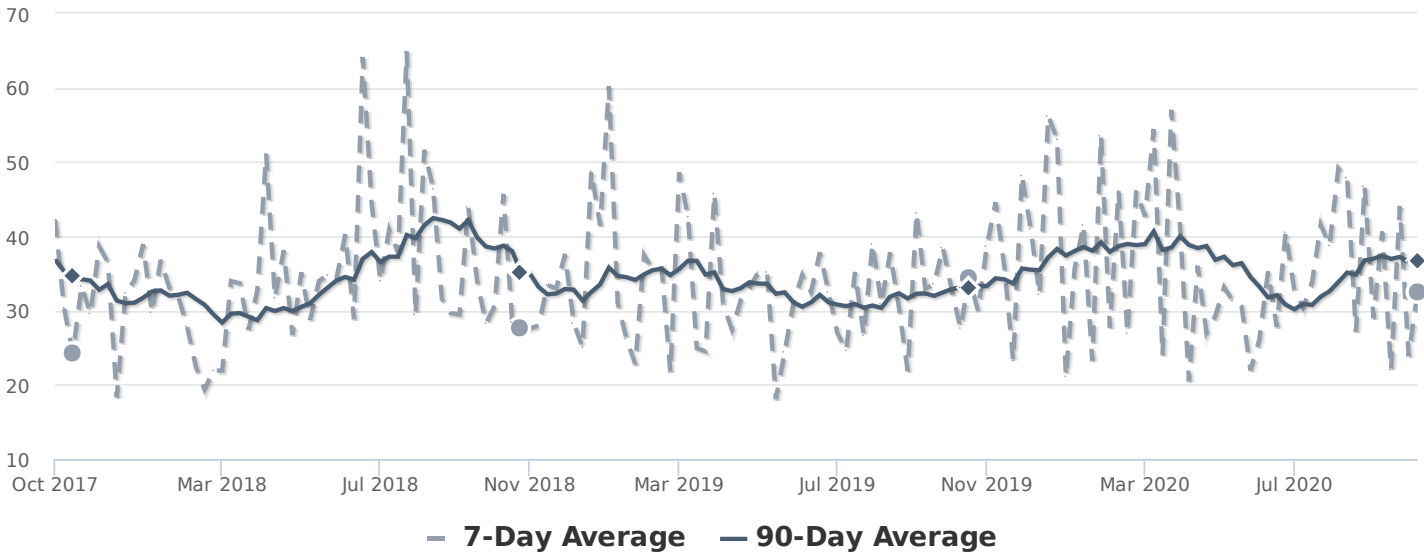
INVENTORY

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.



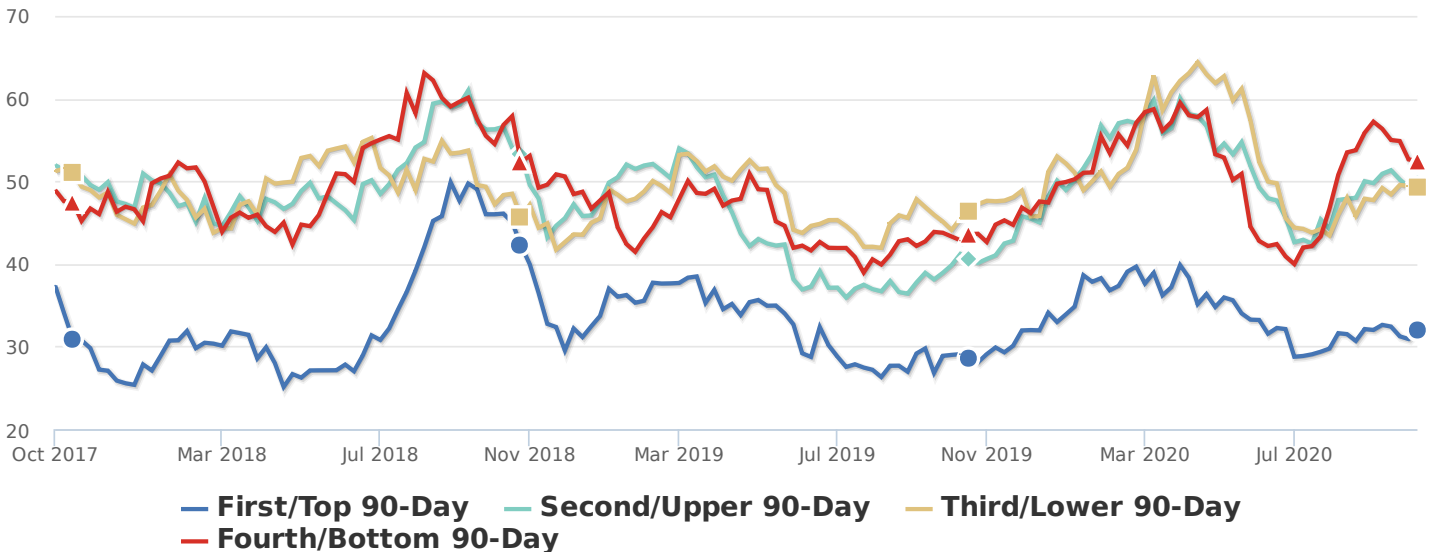
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MARKET ACTION SEGMENTS

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.



AVERAGE DAYS ON MARKET (DOM)

The properties have been on the market for an average of 106 days. Half of the listings have come newly on the market in the past 57 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.

