

# The Keen Team's **market update**

**DECATUR**  
**30030**

Current prices for homes on the market  
Trends in pricing  
Current levels of supply and demand  
Value metrics

Report for the week of  
2008-02-29

Presented by The Keen Team  
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RealSource Brokers  
<http://www.realsourcebrokers.com>

# City Overview

Real-Time Market Profile		Trend
Median List Price	\$ 139,900	← →
Average List Price	\$ 203,761	
Least Expensive Listing	\$ 33,000	
Most Expensive Listing	\$ 1,699,900	
Asking Price per Square Foot	null	← →
Average Days on Market	109	↓ ↓
Total Inventory	1534	↓ ↓
Absorbed This Week*	57	
Percent of Properties with Price Decrease	50 %	
Percent Relisted (reset DOM)	32 %	
Percent Flip (price increased)	20 %	
Median House Size (sq ft)	1,899	
Median Lot Size	0.50 - 1.0 acre	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	
Median Age	48	

Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's</b>	11 ↑

Altos Research calculates the Market Action Index which measures available supply relative to the current level of demand. Index value above 30 indicates conditions favor the seller. See the section below for full details.

Trend Key

Last Month's Trend  
 Last Quarter's  
 No Clear Monthly/Quarterly

\*Metric "Absorbed this Week" covers properties sold and those taken off the market for other reasons. Since sales sometimes take months to close, it is impossible to discern in real-time exactly which properties sold.

## Characteristics per Quartile

Quart	Median Price	Med. Sqft.	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 365,000	N/A	0.50 - 1.0 acre	4.0	2.5	53	383	22	12	103
2	\$ 169,900	N/A	0.50 - 1.0 acre	3.0	2.0	43	383	21	13	114
3	\$ 119,000	N/A	0.50 - 1.0 acre	3.0	2.0	44	384	14	10	116
4	\$ 71,900	N/A	0.50 - 1.0 acre	3.0	1.5	52	384	26	22	104

## DECATUR

### THIS WEEK

The median single family home price in DECATUR this week is \$139900. The 1534 homes have been on the market for an average of 109 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.

### QUARTILES

To get a tightly targeted understanding of homes in the market, we break each locale into quartiles. Each quartile is 25% of the homes listed.

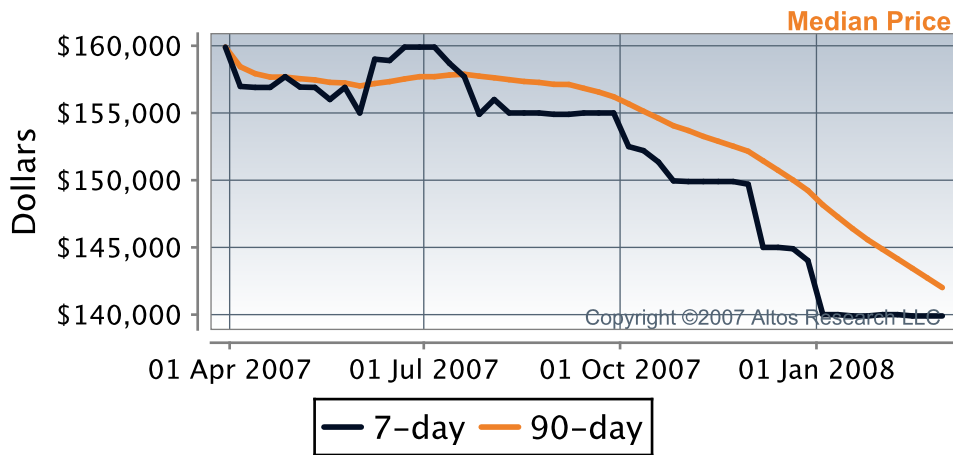
Most expensive 25% of homes

Upper-middle 25% of homes

Lower-middle 25% of homes

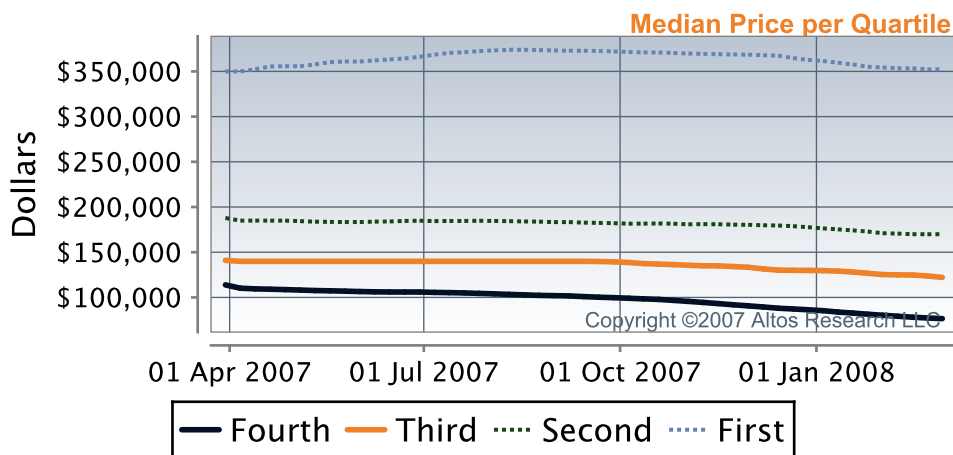
Least expensive 25% of homes

We'll refer to the quartiles in the trend graphs below.



### 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.

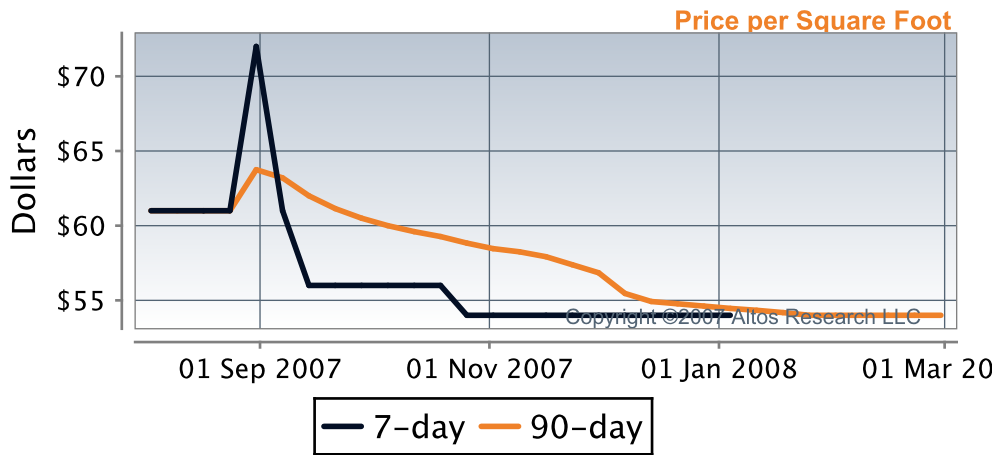


### QUARTILE PRICES

Often, we find insights by watching pricing trends within the quartile segments. Prices have been mixed-to-negative trends in recent weeks. Quartile 4 is down, while the rest of the market is basically flat. Look to the Market Action Index to determine if this plateau is the stage for a prolonged price decline.

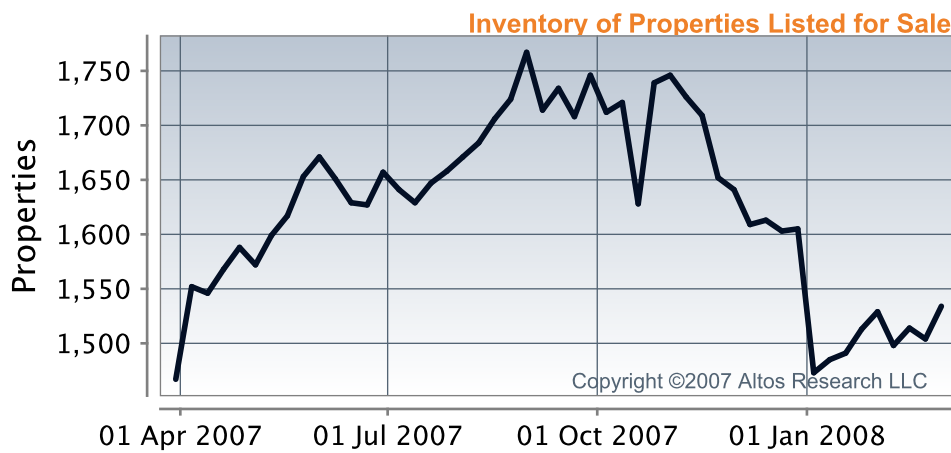
### PRICE AND VALUE

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 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.



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 Market zone for a long period, prices are likely in for a downward correction.



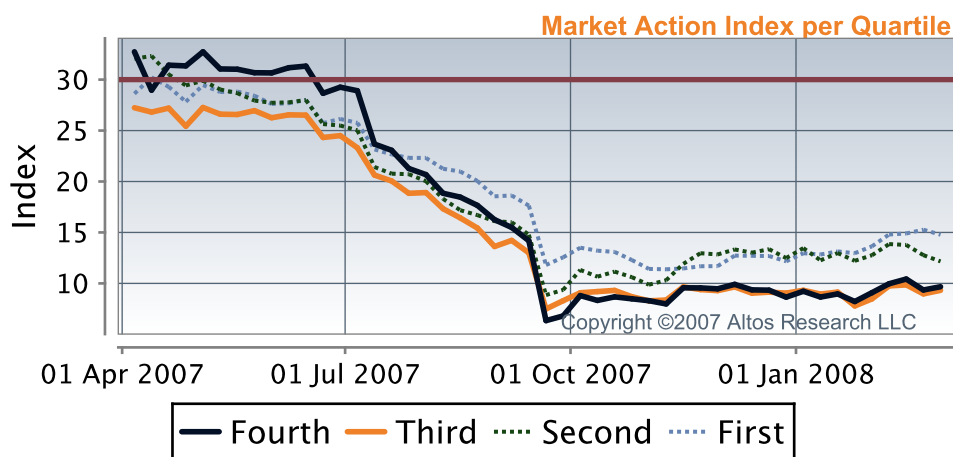
The Market Action Index (MAI) illustrates the balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

An MAI value greater than 30 typically indicates a "Seller's Market" (a.k.a. "Hot Market") because demand is high enough to quickly gobble up available supply. A hot market will typically cause prices to rise. MAI values below 30 indicate a "Buyer's Market" (a.k.a. "Cold Market") where the inventory of already-listed homes is sufficient to last several months at the current rate of sales. A cold market will typically cause prices to fall.

### MARKET ACTION INDEX

The DECATUR market is currently quite strongly in the Buyer's Market zone (below 30). The 90-day Market Action Index stands at 11. With several months of inventory available at the current sales rate, buyers should find ample choice.

Home sales have begun exceeding new inventory. This is a Buyer's market so prices are not yet moving higher as excess inventory is consumed. If the tightening continues and the market moves into the Seller's zone, we may see upward pressure on pricing.



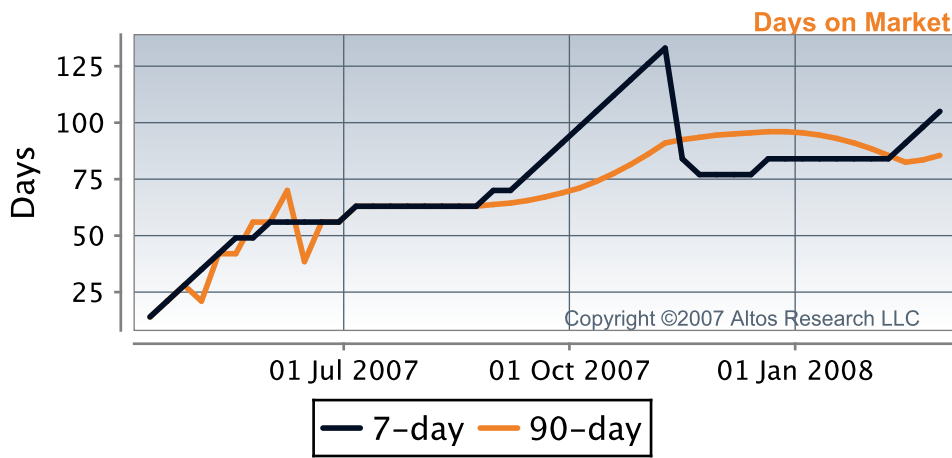
The quartiles can help you answer the question, "How hot is the market for homes in my price range?"

### MARKET ACTION

Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low end) will improve and signal a strengthening market before the whole group changes.

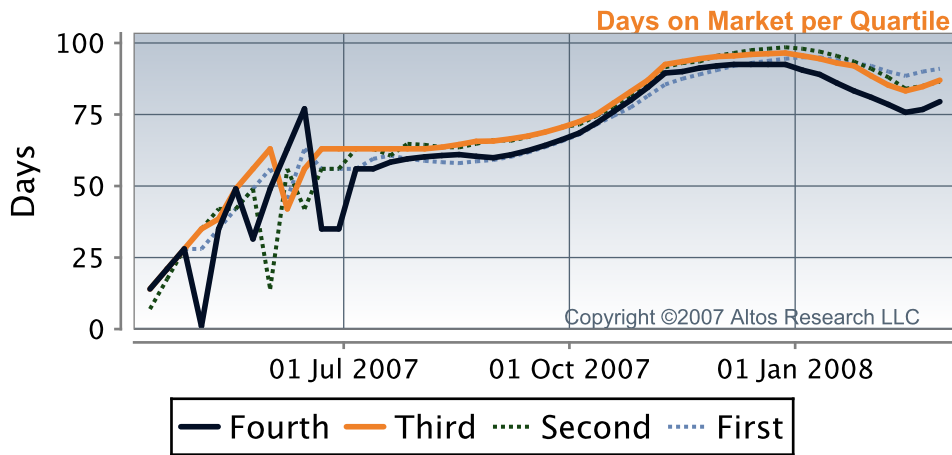
### DAYS ON MARKET (DOM)

The properties have been on the market for an average of 109 days. Half of the listings have come newly on the market in the past 105 or so days.



### DOM 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.



# Neighborhood Detail

**DECATUR**  
**30030**

Real-Time Market Profile		Trend
Median List Price	\$ 359,900	← →
Average List Price	\$ 426,298	
Least Expensive Listing	\$ 110,500	
Most Expensive Listing	\$ 1,500,000	
Asking Price per Square Foot	null	
Average Days on Market	94	← →
Total Inventory	219	
Absorbed This Week	7	
Median House Size (sq ft)	2,000	
Median Lot Size	0.50 - 1.0 acre	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	
Median Age	59	
Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's</b>	15 ↑ ↑

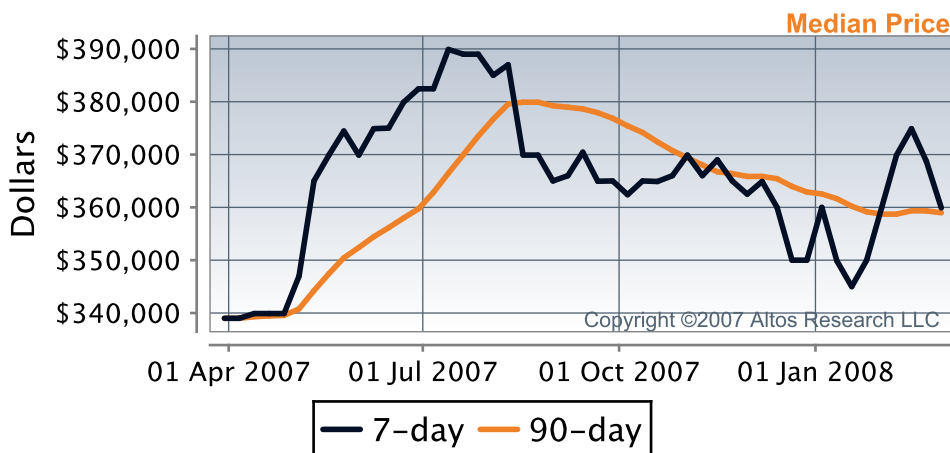
## THIS WEEK

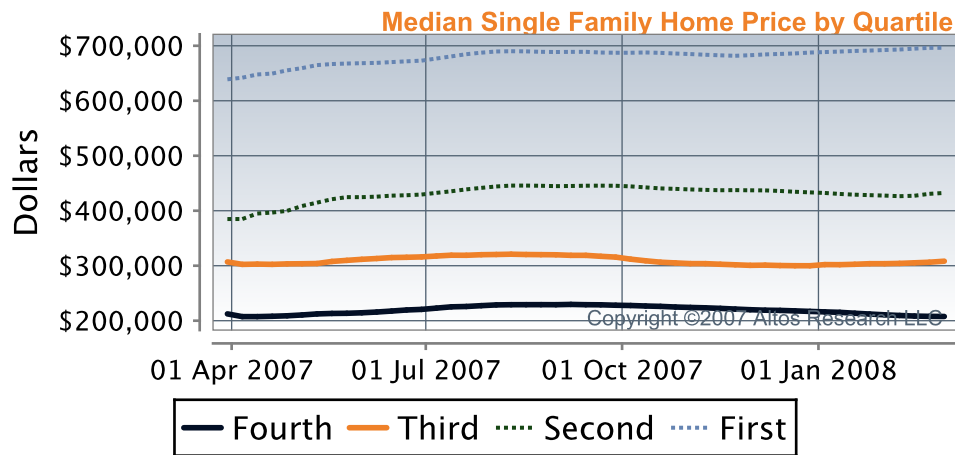
The median single family home price in DECATUR 30030 this week is \$359900.

Inventory has been lightening lately and the Market Action Index has been trending up. These are mildly positive indications for the market.

## PRICE

We continue to see prices in this zip code at a plateau even though prices dipped this week. Look for a persistent change in the Market Action Index (up or down) before we see prices significantly deviate from these levels.





## PRICE PER QUARTILE

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.

## Characteristics per Quartile

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 696,500	N/A	0.50 - 1.0 acre	4.0	3.5	65	54	0	2	117
2	\$ 450,000	N/A	0.50 - 1.0 acre	4.0	2.5	62	55	6	2	74
3	\$ 318,000	N/A	0.50 - 1.0 acre	3.0	2.0	60	55	4	2	91
4	\$ 208,000	N/A	0.50 - 1.0 acre	3.0	1.0	58	55	3	1	95

## QUARTILES

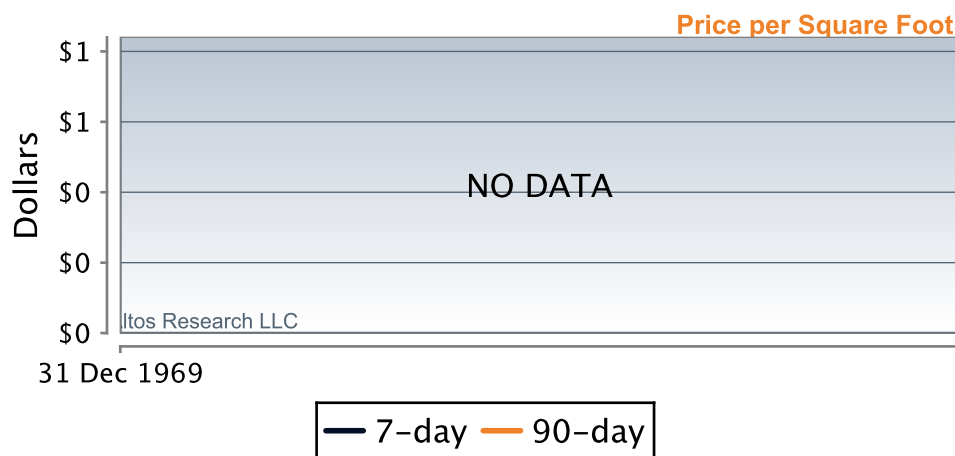
Most expensive 25% of homes

Upper-middle 25% of homes

Lower-middle 25% of homes

Least expensive 25% of homes

## PRICE AND VALUE



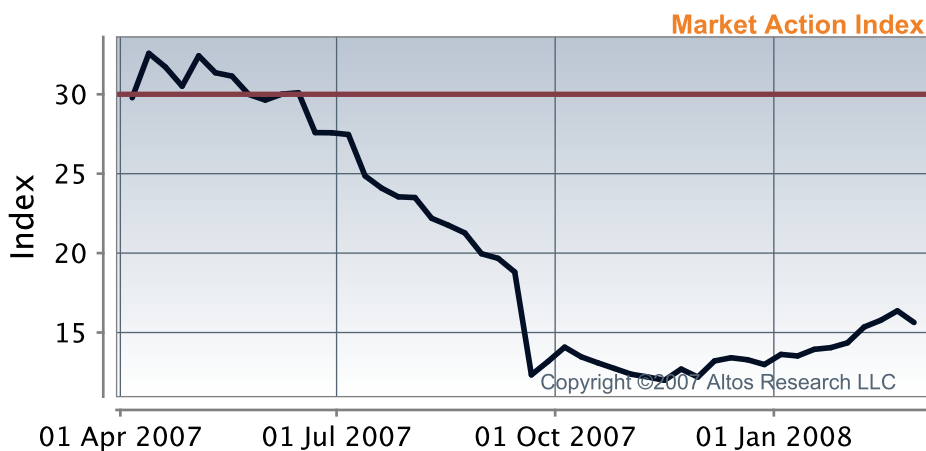
### INVENTORY

Inventory has been climbing lately with 219 properties available this week. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index to gauge whether buyer interest is keeping up with available supply.



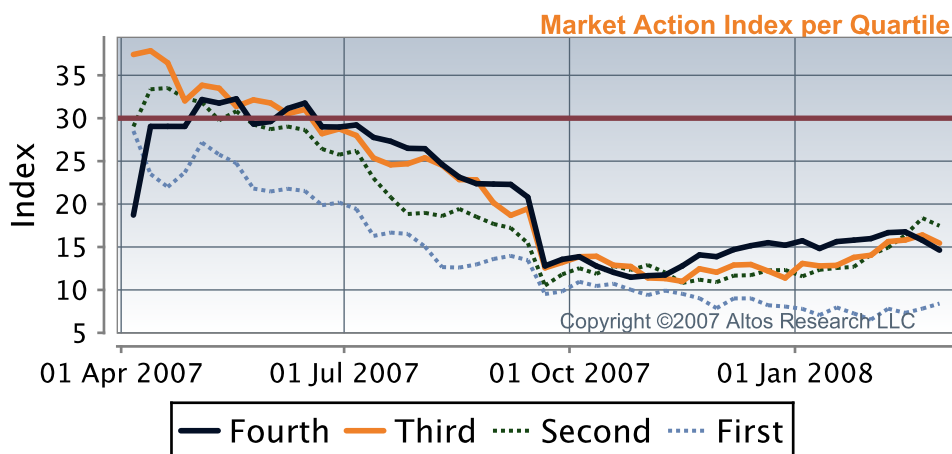
### MARKET ACTION INDEX

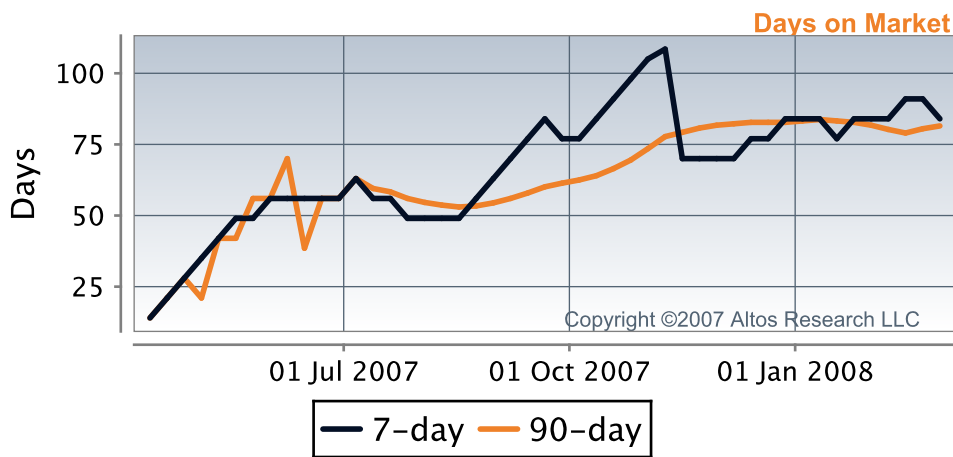
The DECATUR 30030 is quite strongly in the Buyer's Market zone. The 90-day Market Action Index stands at 15. With several months of inventory available at the current sales rate, buyers should find ample choice.



### MARKET ACTION

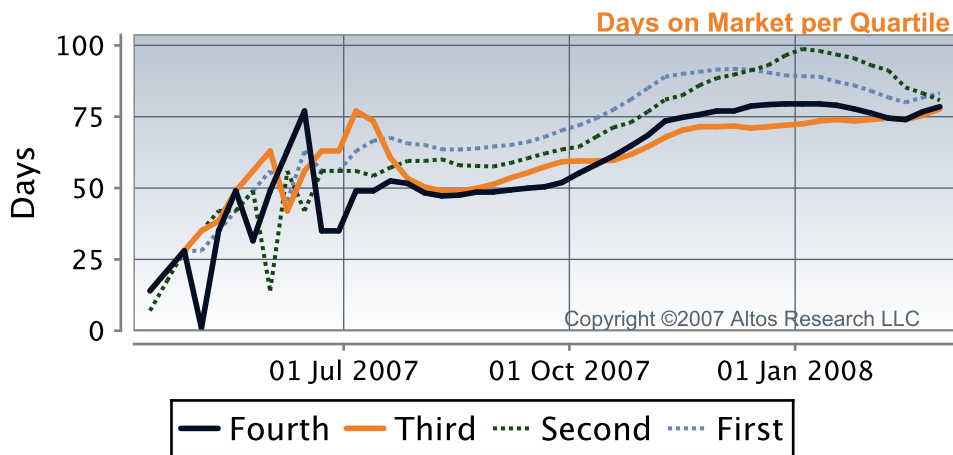
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.





### DAYS ON MARKET

The properties have been on the market for an average of 94 days. Half of the listings have come newly on the market in the past 84 or so days. Watch the 90-day DOM trend for signals of a changing market.



### DAYS ON MARKET

It is not uncommon for the higher priced homes in an area (Quartiles 1 and 2) to take longer to sell than those in the lower quartiles.

## About Altos Research Corporation

Altos Research Corp. reports real-time analysis of the residential real estate market in local markets across the country. All information contained herein is based on properties currently listed for sale and available publicly through services like the local multiple listing service. When evaluating a particular property, make sure you use comparable sales data in addition to the market trend information available in this report. The data presented in this report is accurate to the best of our knowledge, but cannot be guaranteed as such. Use this report as one input in the real estate decision making process, but do not rely on it for accuracy. Nothing in this report or any other Altos Research publication is a recommendation to buy or to sell real estate. We recommend you work with a licensed real estate agent or broker.