



This Week

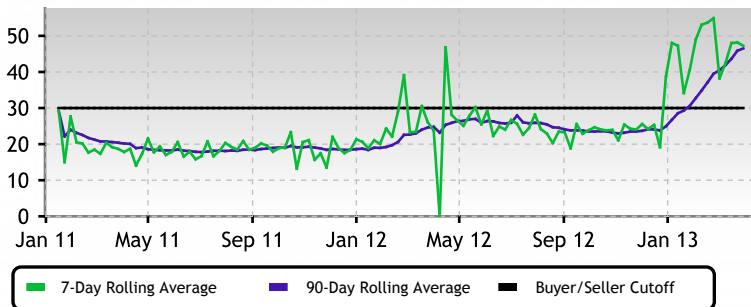
The median list price in REDDING, CA this week is \$259,900.

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

- Home sales have been exceeding new inventory for several weeks. However prices have not yet stopped falling. Since the market is already in the Seller's zone, expect prices to level off very soon. Should the sales trend continue expect that prices could climb from there.

Market Action Index



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 Seller's Market conditions. Below 30, conditions favor the buyer.

Quartiles

Characteristics per Quartile

Investigate the market in quartiles - where each quartile is 25% of homes ordered by price.

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 525,000	3149	1.0 - 2.5 acres	4.0	3.1	15	61	7	5	223	Most expensive 25% of properties
Upper/Second	\$ 299,950	1986	0.25 - 0.50 acre	3.0	2.0	15	62	7	5	89	Upper-middle 25% of properties
Lower/Third	\$ 210,000	1584	8,001 - 10,000 sqft	3.0	2.0	23	62	10	14	83	Lower-middle 25% of properties
Bottom/Fourth	\$ 146,950	1241	0.25 - 0.50 acre	3.0	2.0	50	62	15	16	56	Least expensive 25% of properties

THE PARSONS GROUP - SERVING SHASTA COUNTY & THE REDDING AREA

Real-Time Market Profile

		Trend
Median List Price	\$ 259,900	↓↓↓
Asking Price Per Square Foot	\$ 146	↓↓↓
Average Days on Market (DOM)	112	↔↔
Percent of Properties with Price Decrease	32 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	6 %	
Median House Size (sq ft)	1815	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.0	
Market Action Index	Strong Seller's 46.5	↑↑

- ↔↔ No change
- ↑↑ Strong upward trend
- ↓↓ Strong downward trend
- ↑ Slight upward trend
- ↓ Slight downward trend

Price

- This week prices bumped up a bit but the trend of recent weeks is generally downward. The Market Action Index is a good leading indicator for the durability of this trend.

Price Trends

