



Market Report - The Brasil Group

Campbell, CA 95008

REPORT FOR 2/28/2021

Single-Family Homes



Presented by Vinicius Brasil

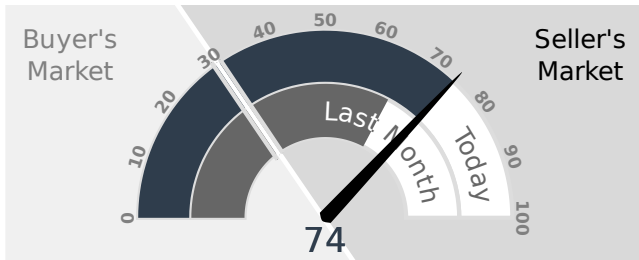
408-582-3272

info@thebrasilgroup.com

This week the median list price for Campbell, CA 95008 is \$1,900,000 with the market action index hovering around 74. This is an increase over last month's market action index of 66. Inventory has held steady at or around 15.

MARKET ACTION INDEX

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



Strong Seller's Market

The market continues to get hotter. More sales demand and fewer homes listed have contributed to a relatively long run of increasing prices

REAL-TIME MARKET PROFILE

Median List Price		\$1,900,000
Per Square Foot		\$894
Days on Market		7
Price Decreased		20%
Price Increased		0%
Relisted		0%
Inventory		15
Median Rent		\$3,248
Most Expensive		\$6,688,888
Least Expensive		\$1,050,000
Market Action		74

Strong Seller's Market

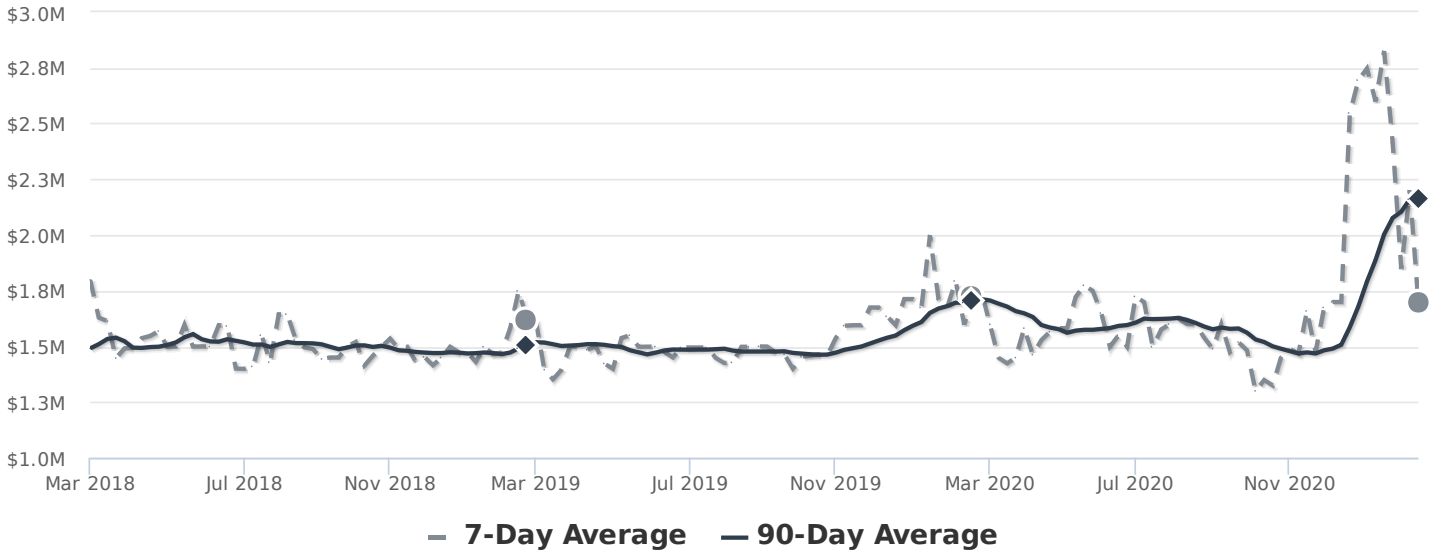
MARKET SEGMENTS

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

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$3,450,000	2,572	0.25 - 0.5 acre	4	3	70	1	1	84
\$2,198,950	2,315	6,500 - 8,000 sqft	4	3	56	1	1	17
\$1,672,500	2,179	6,500 - 8,000 sqft	4	3	79	2	3	3
\$1,362,500	1,925	6,500 - 8,000 sqft	3	2	63	2	2	3

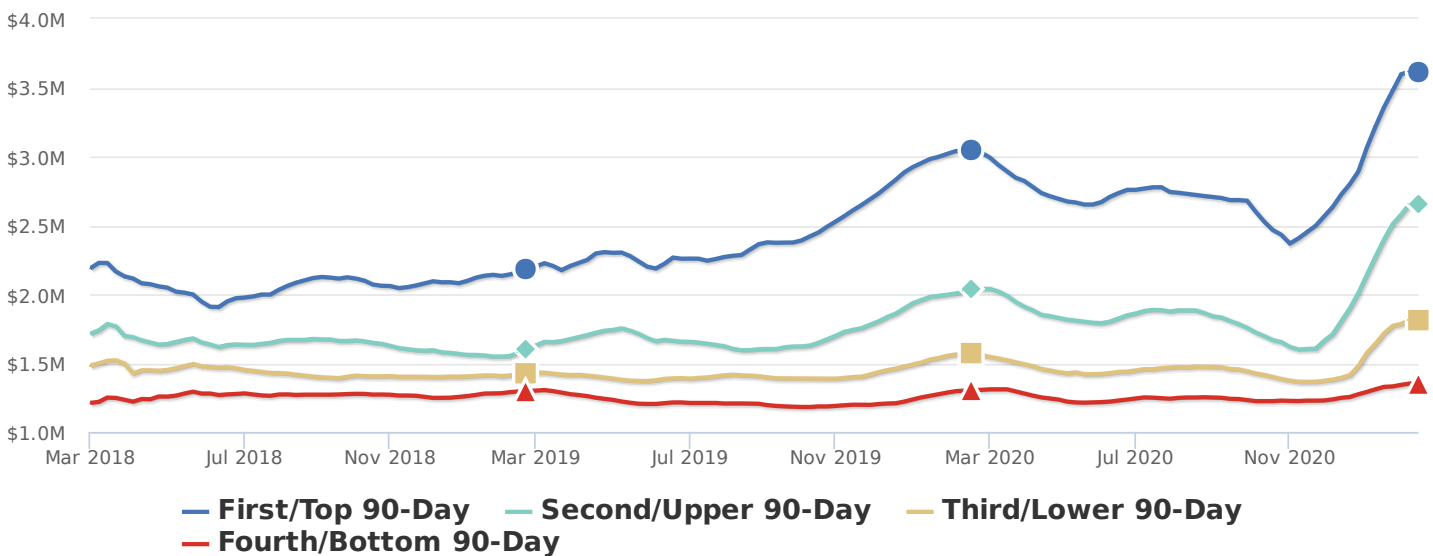
MEDIAN LIST PRICE

In this zip code this week saw relatively little price change from last week. However, we continue to demonstrate a nice up trend over the last several weeks.



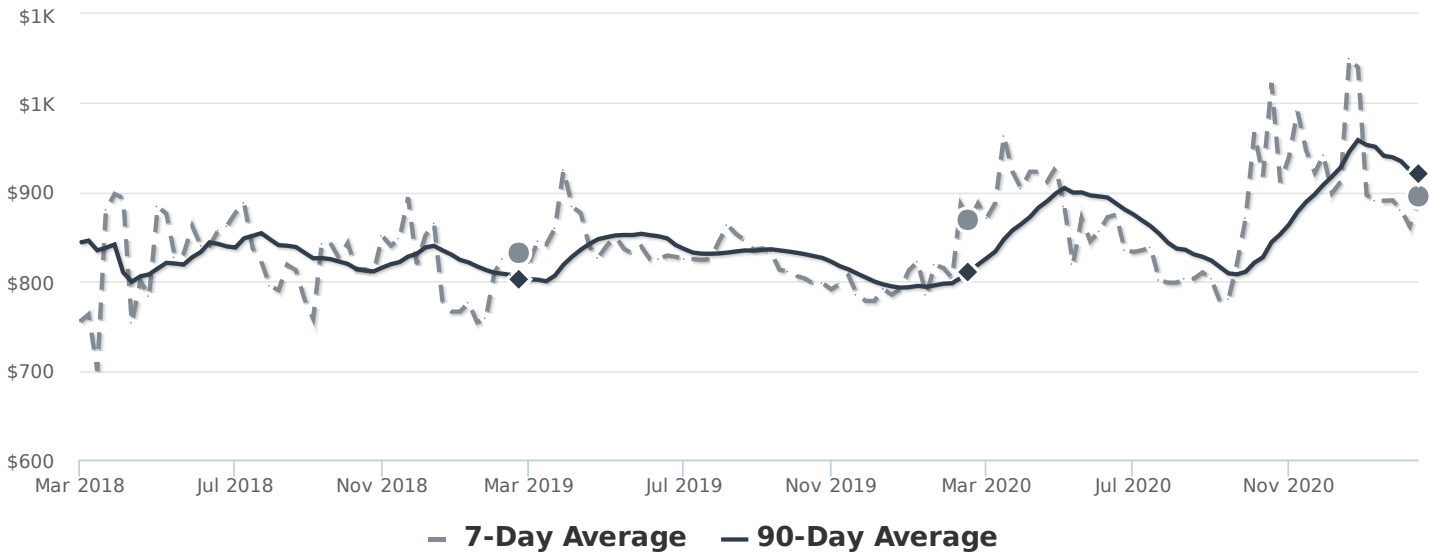
SEGMENTS

In the quartile market segments, we see the upper end of the market in this zip code showing signs of strength. While this strength hasn't percolated through to Quartiles 3 and 4 yet, expect the low end of the market to follow up, should the upper-end strength continue.



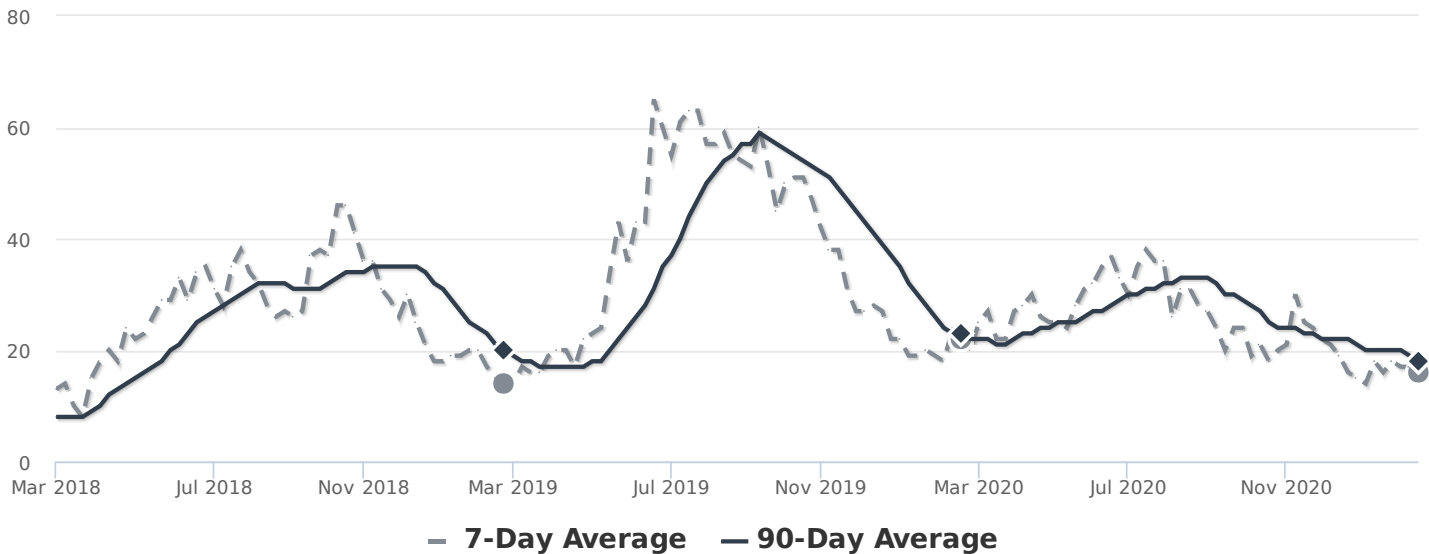
PRICE PER SQUARE FOOT

This is a market where watching the value metrics (like price per square foot) can provide insight that you don't get at first glance. Despite the fact that home prices are rising fairly consistently, the price per square foot of homes listed is declining a bit. Often this can be attributed to new and remodeled homes on the market. Buyers in the area are paying more but also getting more for their money.



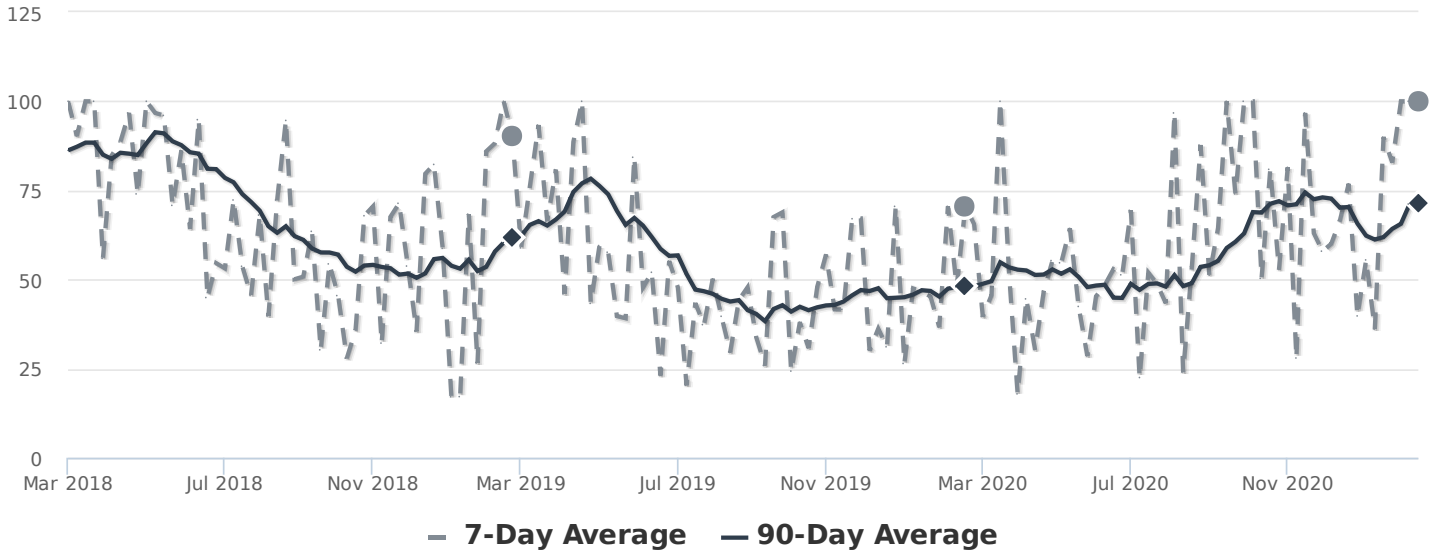
INVENTORY

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.



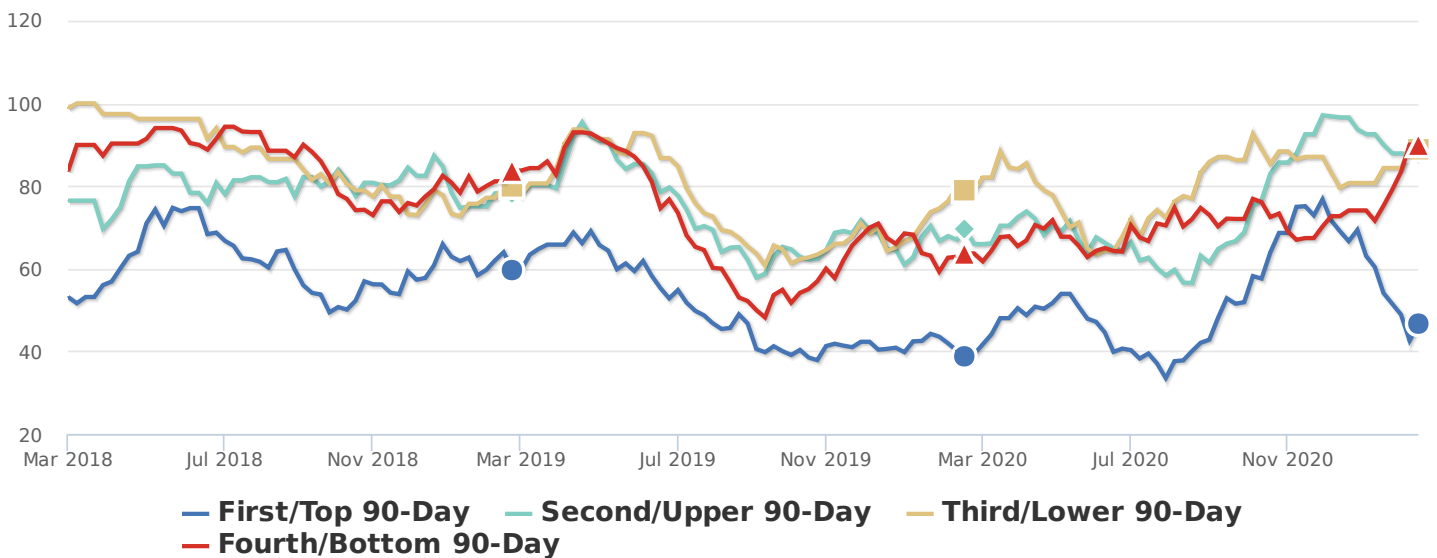
MARKET ACTION INDEX

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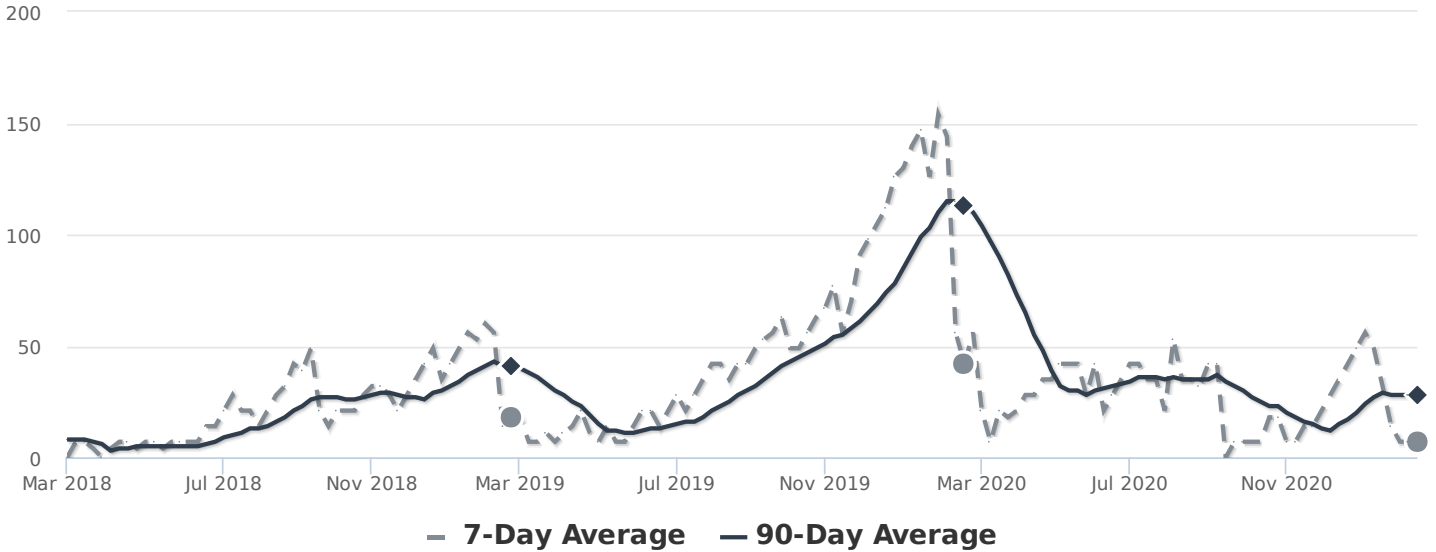
MARKET ACTION SEGMENTS

Not surprisingly, all segments in this zip code 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.



MEDIAN DAYS ON MARKET (DOM)

The properties have been on the market for an average of 51 days. Half of the listings have come newly on the market in the past 28 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.

