



# **Market Report - The Brasil Group**

## **Palo Alto, CA**

REPORT FOR 8/1/2021

Single-Family Homes



Presented by Vinicius Brasil

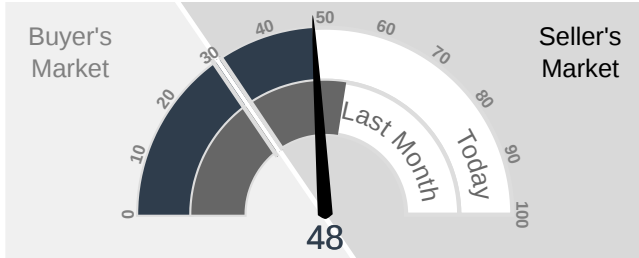
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This week the median list price for Palo Alto, CA is \$3,849,000 with the market action index hovering around 48. This is less than last month's market action index of 55. Inventory has increased to 92.

**MARKET ACTION INDEX**

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



**Strong Seller's Market**

The market has been cooling off consistently for several weeks, as more homes are available and demand is less. We have begun to see prices move lower as a result. If the MAI falls into the Buyer's zone, it is likely that prices continue their downward trend until we see some turnaround in Market Action.

**REAL-TIME MARKET PROFILE**

Median List Price		\$3,849,000
Median Price of New Listings		\$3,300,000
Per Square Foot		\$1,661
Average Days on Market		61
Median Days on Market		28
Price Decreased		14%
Price Increased		2%
Relisted		3%
Inventory		92
Median Rent		\$5,950
Market Action		48

**Strong Seller's Market**

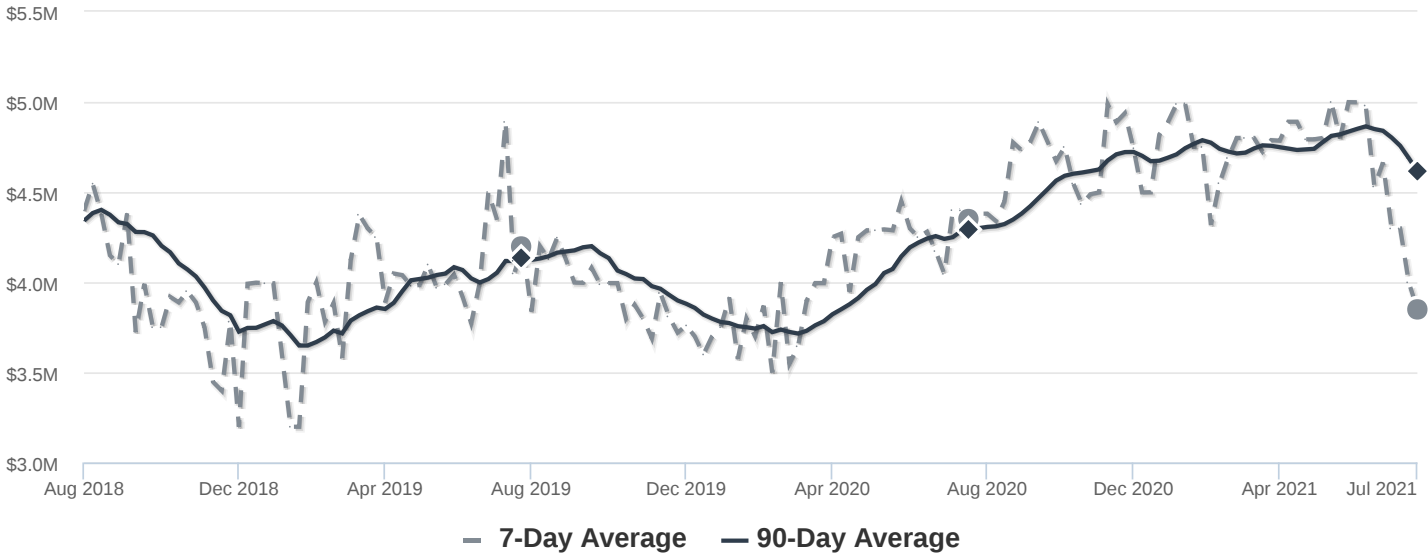
**MARKET SEGMENTS**

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

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$9,250,000	5,202	0.25 - 0.5 acre	5	5	45	3	0	49
\$4,663,250	2,910	6,500 - 8,000 sqft	5	4	29	7	0	35
\$3,298,000	2,033	6,500 - 8,000 sqft	4	3	66	9	0	7
\$2,600,000	1,677	4,500 - 6,500 sqft	3	2	69	6	0	7

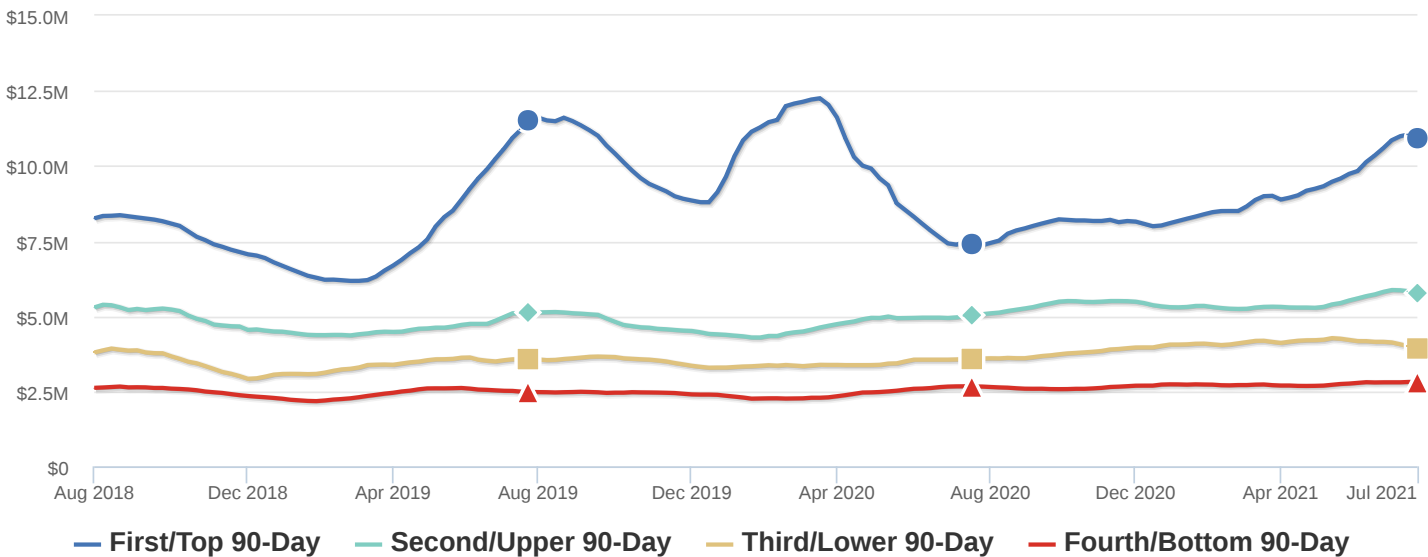
MEDIAN LIST PRICE

Again this week we see a downward notch for prices. Pricing has been weak in recent weeks and versus their absolute-high level. The Market Action Index is a good leading indicator for the durability of this trend.



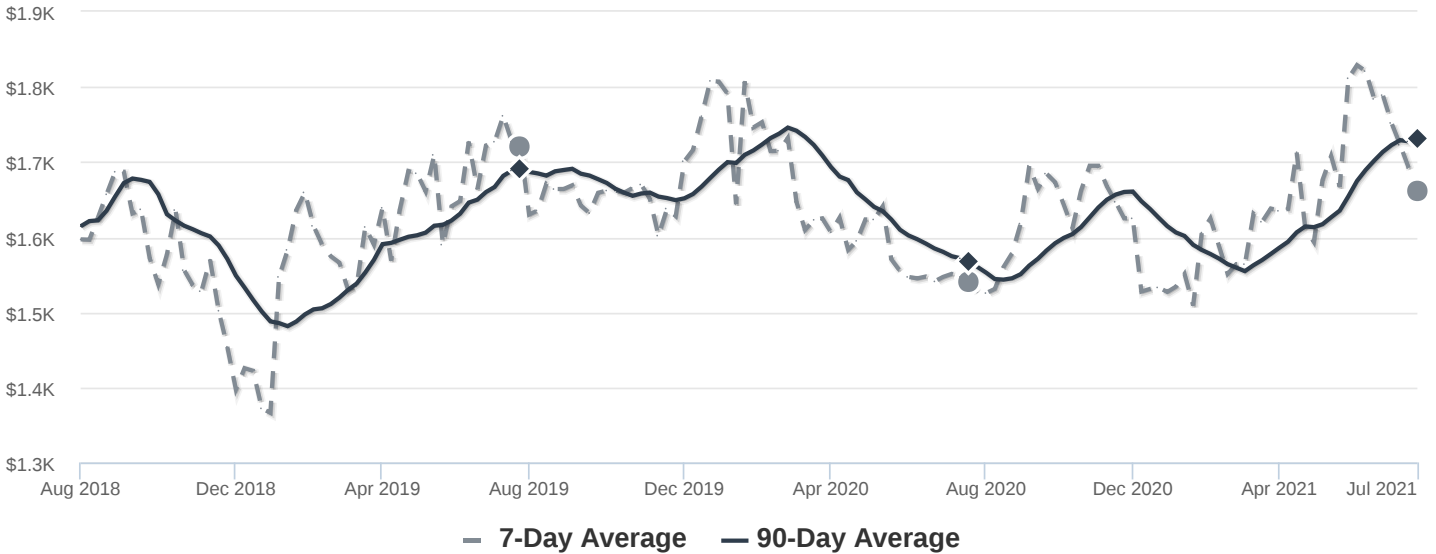
SEGMENTS

Prices have generally settled at a plateau, although Quartile 3 has been declining 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.



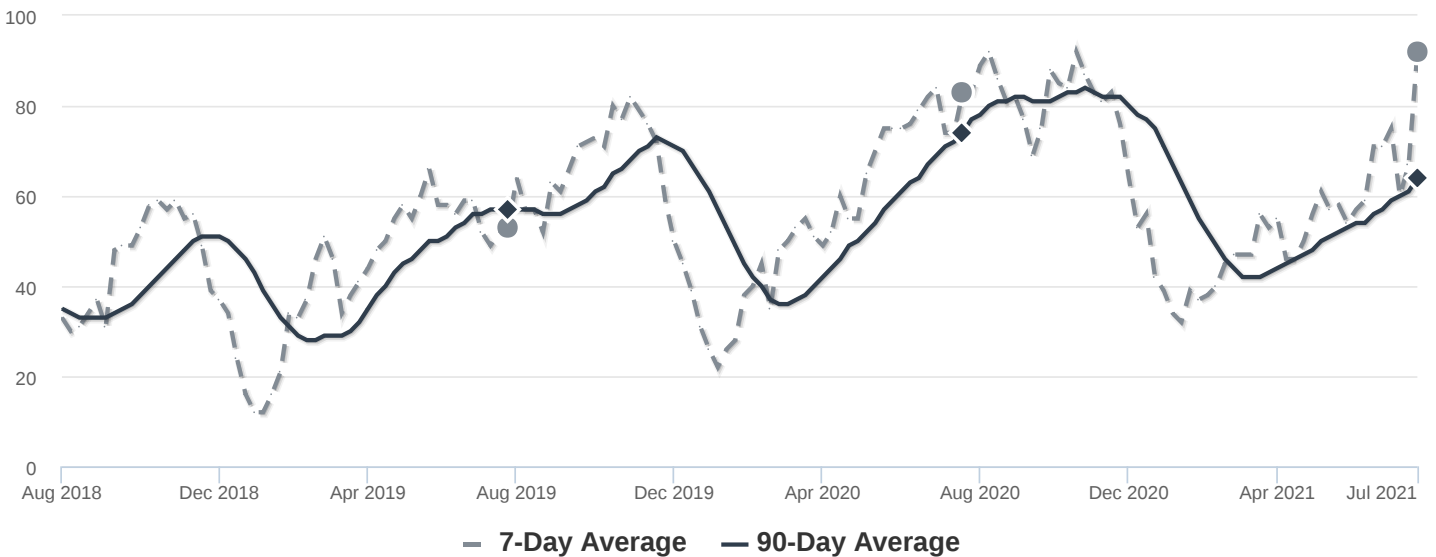
PRICE PER SQUARE FOOT

Despite recently falling prices, the price per square foot has stayed reasonably flat. This implies that there's a portion of the market being priced at a premium. You can investigate this condition in the quartile details.



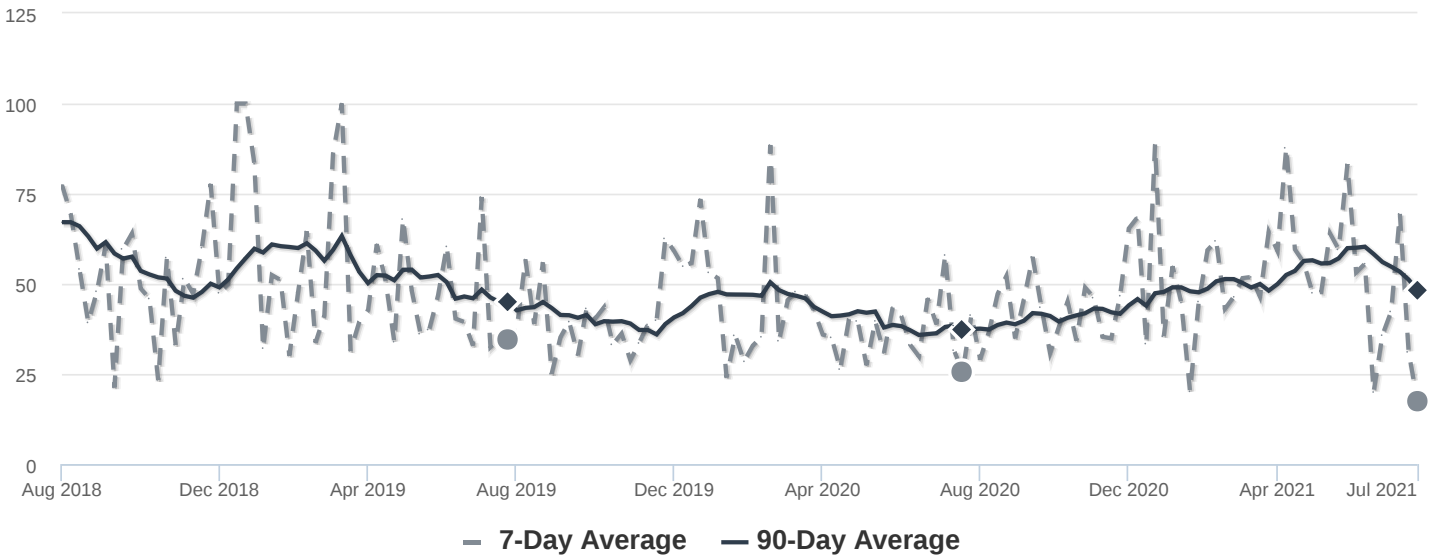
INVENTORY

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.



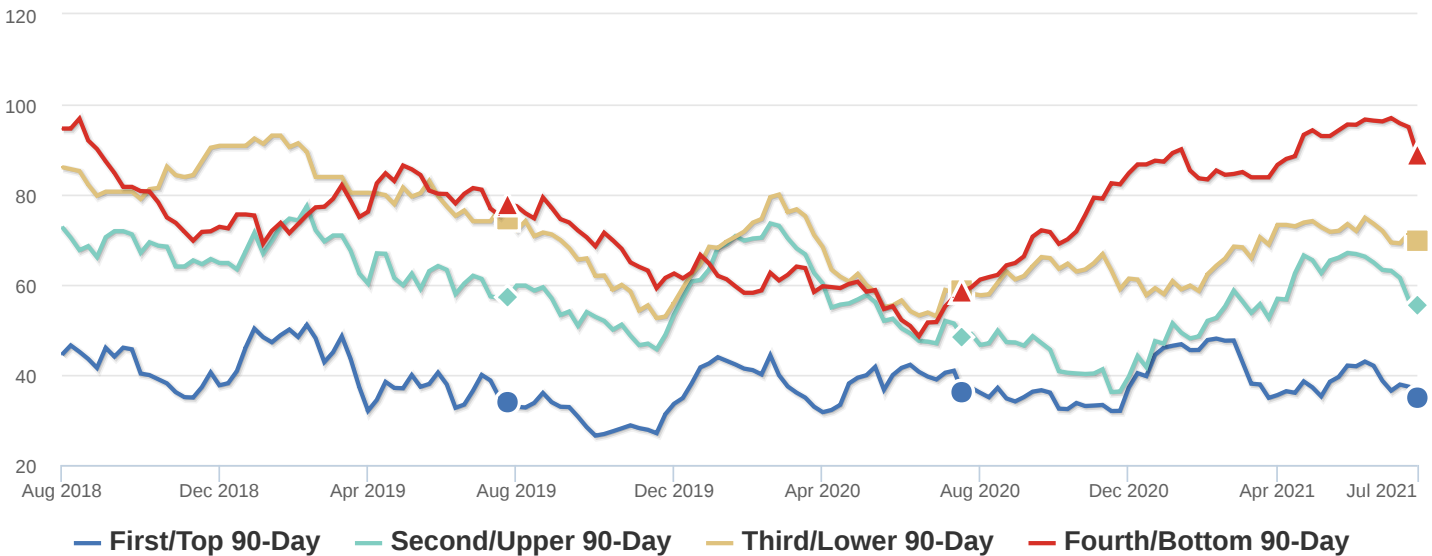
MARKET ACTION INDEX

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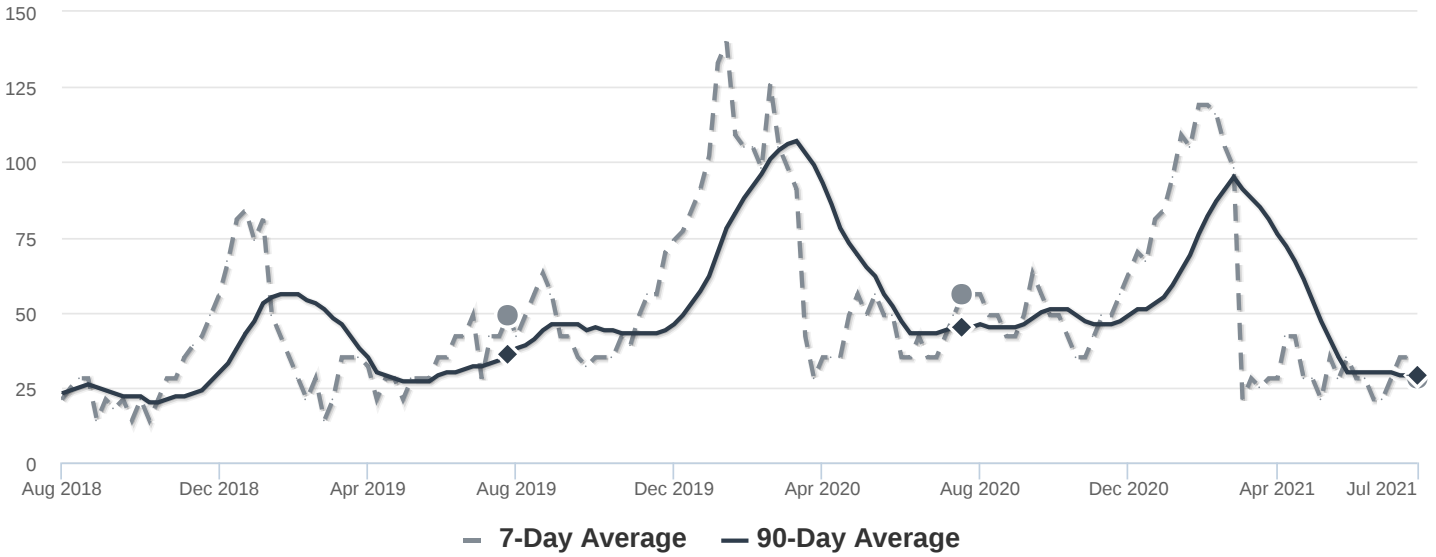
MARKET ACTION SEGMENTS

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.



MEDIAN DAYS ON MARKET (DOM)

The properties have been on the market for an average of 83 days. Half of the listings have come newly on the market in the past 29 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.

