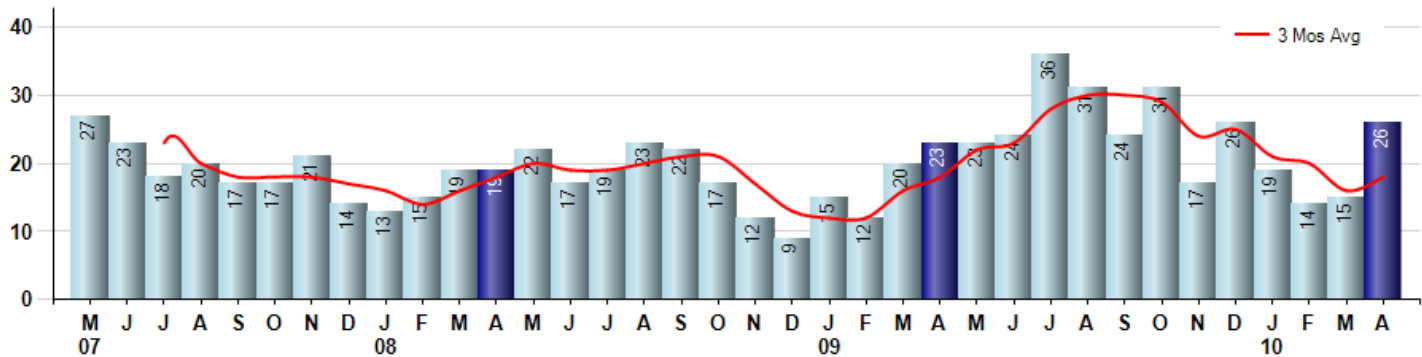


Market Profile & Trends Overview	Trending Versus*:					Trending Versus*:		
	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$569,900	5%	0%	-5%	0%		0%	
Average List Price of all Current Listings	\$654,080	7%	0%	-3%	0%		0%	
April Median Sales Price	\$558,500	5%	4%	20%	6%	\$535,750	11%	2%
April Average Sales Price	\$633,846	10%	7%	32%	15%	\$594,699	23%	8%
Total Properties Currently for Sale (Inventory)	93	12%	0%	5%	0%		0%	
April Number of Properties Sold	26	73%	0%	13%	0%	55	0%	0%
April Average Days on Market (Solds)	32	-43%	-48%	-39%	0%	61	5%	13%
Asking Price per Square Foot (based on New Listings)	\$424	3%	6%	9%	6%	\$402	3%	0%
April Sold Price per Square Foot	\$402	1%	3%	6%	3%	\$391	3%	0%
April Month's Supply of Inventory	3.6	-35%	-25%	-8%	-47%	4.5	-20%	-33%
April Sale Price vs List Price Ratio	98.2%	-2.2%	0.6%	-0.8%	97.6%	0.9%	-0.6%	

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

Property Sales

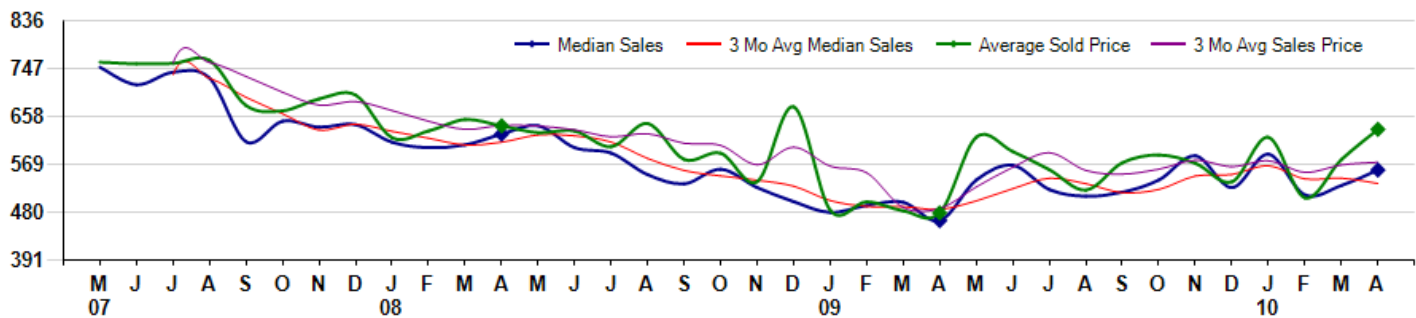
April Property sales were 26, up 13.0% from 23 in April of 2010 and 73.3% higher than the 15 sales last month. April 2010 sales were at their highest level compared to April of 2009 and 2008. April YTD sales of 74 are running 5.7% ahead of last year's year-to-date sales of 70.



Prices

The Median Sales Price in April was \$558,500, up 20.1% from \$465,000 in April of 2009 and up 5.4% from \$530,000 last month. The Average Sales Price in April was \$633,846, up 32.3% from \$479,242 in April of 2009 and up 9.7% from \$577,883 last month. April 2010 ASP was at a mid range compared to April of 2009 and 2008.

Median means Middle (the same # of properties sold above and below Median) (000's)

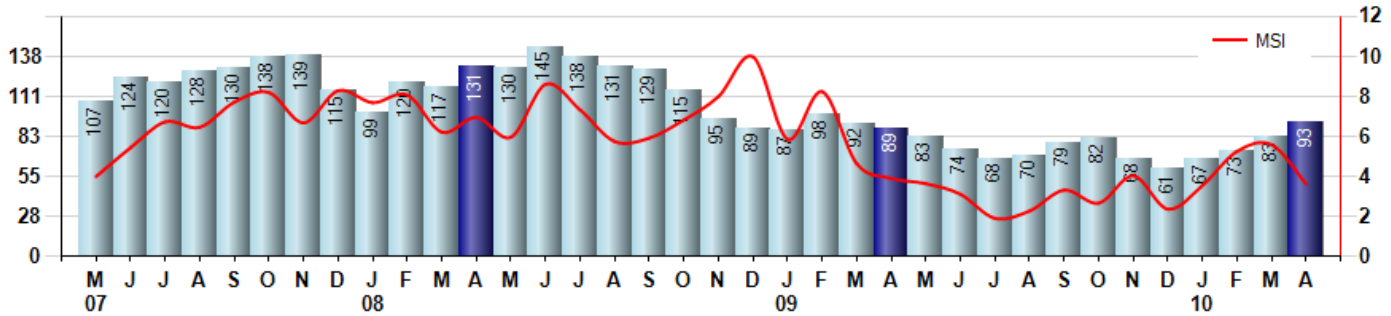


Inventory & MSI

The Total Inventory of Properties available for sale as of April was 93, up 12.0% from 83 last month and up 4.5% from 89 in April of last year. April 2010 Inventory was at a mid range compared to April of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The April 2010 MSI of 3.6 months was at its lowest level compared with April of 2009 and 2008.

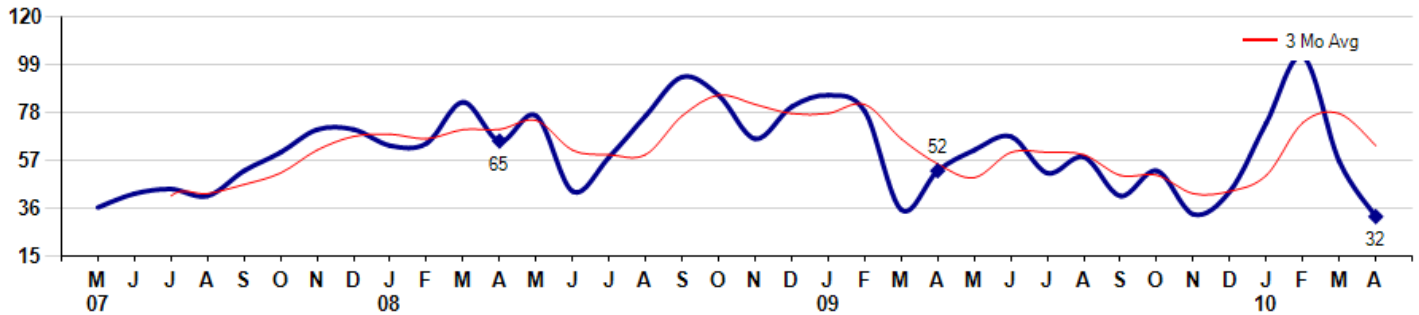
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



Market Time

The average Days On Market(DOM) shows how many days the average Property is on the Market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for April was 32, down -42.9% from 56 days last month and down -38.5% from 52 days in April of last year. The April 2010 DOM was at its lowest level compared with April of 2009 and 2008.

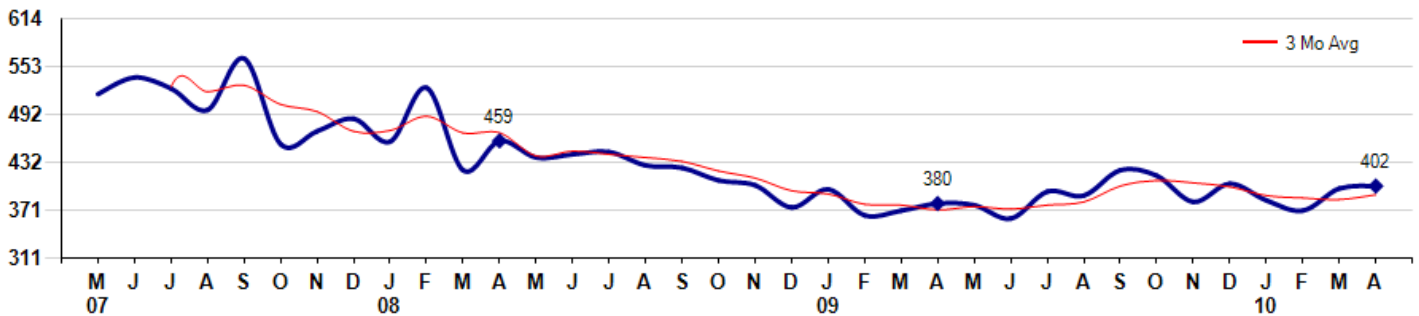
Average Days on Market(Listing to Contract) for properties sold during the month



Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The April 2010 Selling Price per Square Foot of \$402 was up 0.8% from \$399 last month and up 5.8% from \$380 in April of last year.

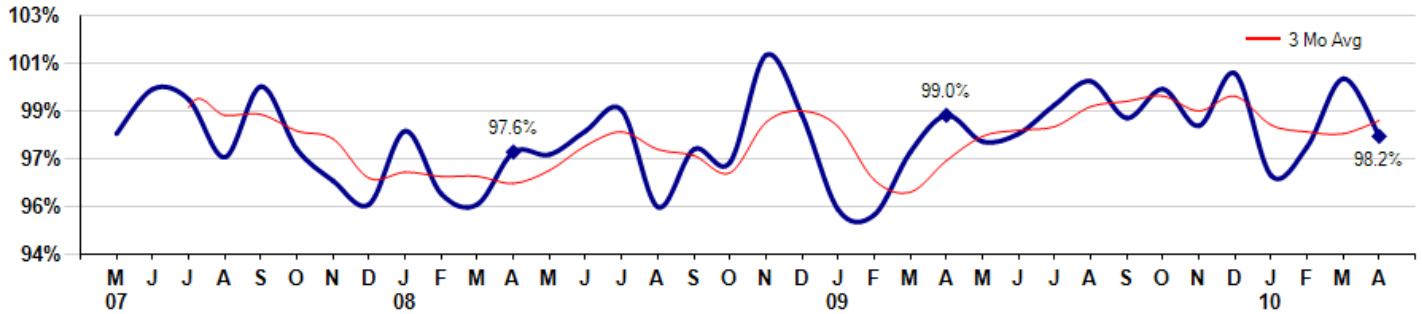
Average Selling Price per Square Foot for properties that sold during the month



Selling Price vs Original Listing Price

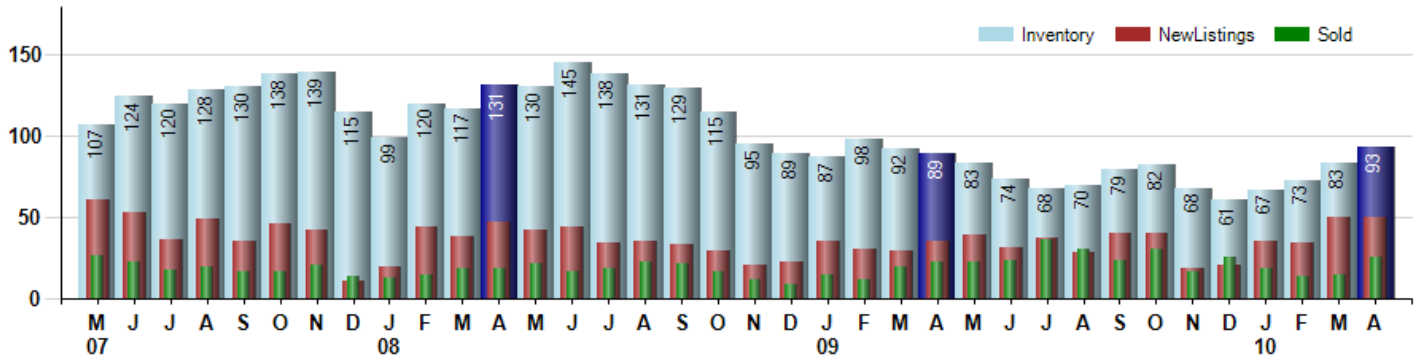
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The April 2010 Selling Price vs Original List Price of 98.2% was down from 100.4% last month and down from 99.0% in April of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in April 2010 was 50, equal to 50 last month and up 42.9% from 35 in April of last year.



MARKET ACTION REPORT

April 2010

City: Pacifica



Property Type: Single Family Home, Townhome, Condo | Price 0 to 99999000

	M 07	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A
Homes Sold	27	23	18	20	17	17	21	14	13	15	19	19	22	17	19	23	22	17	12	9	15	12	20	23	23	24	36	31	24	31	17	26	19	14	15	26
3 Mo. Roll Avg			23	20	18	18	18	17	16	14	16	18	20	19	19	20	21	21	17	13	12	12	16	18	22	23	28	30	30	29	24	25	21	20	16	18

	(000's) M 07	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A
Median Sale Price	749	717	740	729	611	649	638	643	610	600	605	625	641	600	590	550	533	560	526	500	480	493	499	465	540	567	522	510	518	540	585	526	588	513	530	559
3 Mo. Roll Avg			735	728	693	663	633	643	630	618	605	610	624	622	610	580	558	548	540	529	502	491	491	486	501	524	543	533	517	523	548	550	566	542	544	534

	M 07	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A
Inventory	107	124	120	128	130	138	139	115	99	120	117	131	130	145	138	131	129	115	95	89	87	98	92	89	83	74	68	70	79	82	68	61	67	73	83	93
MSI	4	5	7	6	8	8	7	8	8	8	6	7	6	9	7	6	6	7	8	10	6	8	5	4	4	3	2	2	3	3	4	2	4	5	6	4

	M 07	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A
Days On Market	36	42	44	41	52	60	70	70	63	64	82	65	76	43	58	76	93	85	66	80	85	78	35	52	61	67	51	58	41	52	33	43	73	102	56	32
3 Mo. Roll Avg			41	42	46	51	61	67	68	66	70	70	74	61	59	59	76	85	81	77	77	81	66	55	49	60	60	59	50	50	42	43	50	73	77	63

	M 07	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A
Price per Sq Ft	518	539	525	498	563	455	471	487	458	526	422	459	438	442	445	428	425	409	403	375	398	365	371	380	378	361	395	390	422	415	382	405	384	371	399	402
3 Mo. Roll Avg			527	521	529	505	496	471	472	490	469	469	440	446	442	438	433	421	412	396	392	379	378	372	376	373	378	382	402	409	406	401	390	387	385	391

	M 07	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A
Sale to List Price	0.983	1.000	0.996	0.974	1.001	0.977	0.965	0.956	0.984	0.960	0.956	0.976	0.975	0.984	0.992	0.955	0.977	0.972	1.013	0.990	0.954	0.952	0.976	0.990	0.980	0.983	0.994	1.003	0.989	1.000	0.986	1.006	0.967	0.978	1.004	0.982
3 Mo. Roll Avg			0.993	0.990	0.990	0.984	0.981	0.966	0.968	0.967	0.967	0.964	0.969	0.978	0.984	0.977	0.975	0.968	0.987	0.992	0.986	0.965	0.961	0.973	0.982	0.984	0.986	0.993	0.995	0.997	0.992	0.997	0.986	0.984	0.983	

	M 07	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A
New Listings	61	53	36	49	35	46	42	11	20	44	38	47	42	44	34	35	33	30	21	23	35	31	30	35	39	32	37	29	40	40	19	21	35	34	50	50
Inventory	107	124	120	128	130	138	139	115	99	120	117	131	130	145	138	131	129	115	95	89	87	98	92	89	83	74	68	70	79	82	68	61	67	73	83	93
Sales	27	23	18	20	17	17	21	14	13	15	19	19	22	17	19	23	22	17	12	9	15	12	20	23	23	24	36	31	24	31	17	26	19	14	15	26

	(000's) M 07	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A
Avg Sale Price	758	755	756	761	678	668	690	697	618	631	652	640	628	631	602	645	578	590	537	676	484	500	483	479	619	593	559	521	572	587	571	537	619	507	578	634
3 Mo. Roll Avg			756	758	732	703	679	685	669	649	634	641	640	633	620	626	608	604	568	601	566	553	489	487	527	564	590	558	551	560	577	565	576	554	568	573

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