

City: *Pacifica*



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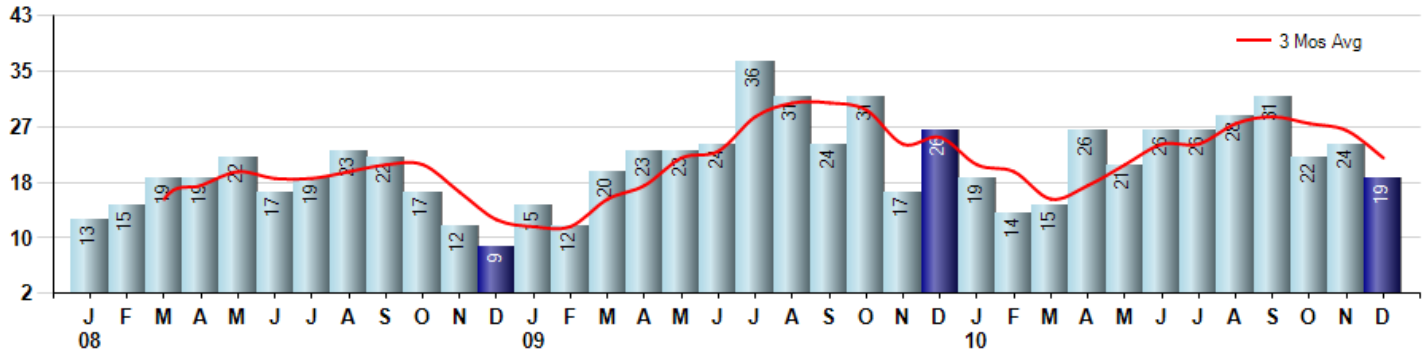
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$527,000	3%		-7%				
Average List Price of all Current Listings	\$595,953	6%		-10%				
December Median Sales Price	\$510,000	-1%	-1%	-3%	-3%	\$520,000	0%	-1%
December Average Sales Price	\$498,237	-3%	-5%	-7%	-10%	\$550,257	1%	0%
Total Properties Currently for Sale (Inventory)	80	-22%		27%				
December Number of Properties Sold	19	-21%		-27%		271	-4%	
December Average Days on Market (Solds)	76	23%	7%	77%	41%	58	9%	7%
Asking Price per Square Foot (based on New Listings)	\$438	16%	12%	-6%	9%	\$390	-3%	-3%
December Sold Price per Square Foot	\$367	-2%	-3%	-9%	-6%	\$384	-2%	-2%
December Month's Supply of Inventory	4.2	-2%	-10%	74%	10%	4.8	26%	26%
December Sale Price vs List Price Ratio	97.0%	-0.1%	-1%	-4%	-1.2%	98.1%	-0.3%	-0.1%

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

Property Sales

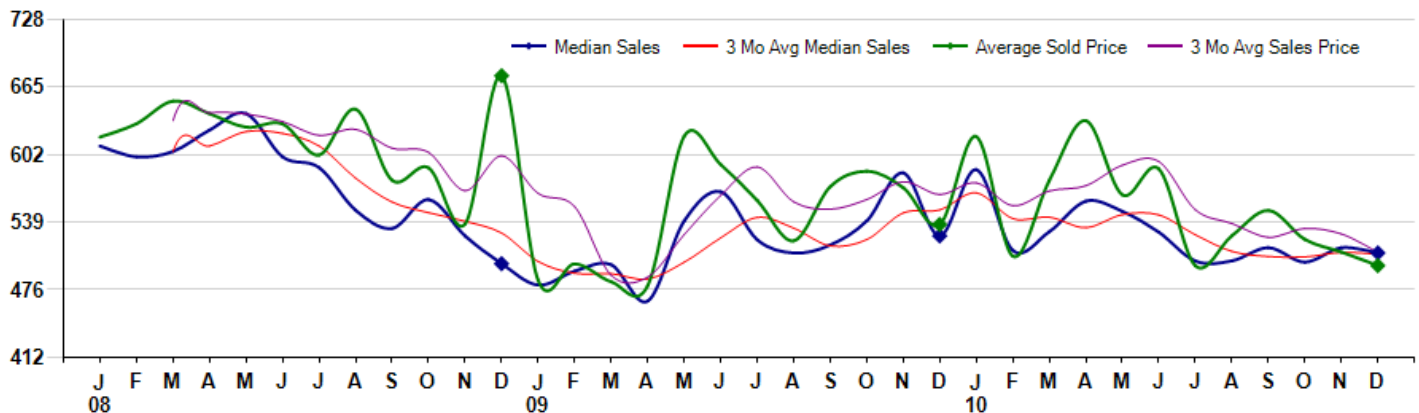
December Property sales were 19, down -26.9% from 26 in December of 2009 and -20.8% lower than the 24 sales last month. December 2010 sales were at a mid level compared to December of 2009 and 2008. December YTD sales of 271 are running -3.9% behind last year's year-to-date sales of 282.



Prices

The Median Sales Price in December was \$510,000, down -3.0% from \$526,000 in December of 2009 and down -1.0% from \$515,000 last month. The Average Sales Price in December was \$498,237, down -7.2% from \$536,673 in December of 2009 and down -2.5% from \$510,875 last month. December 2010 ASP was at the lowest level compared to December of 2009 and 2008.

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



Based on information from RE Infolink for the period 1/1/2008 through 12/31/2010. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



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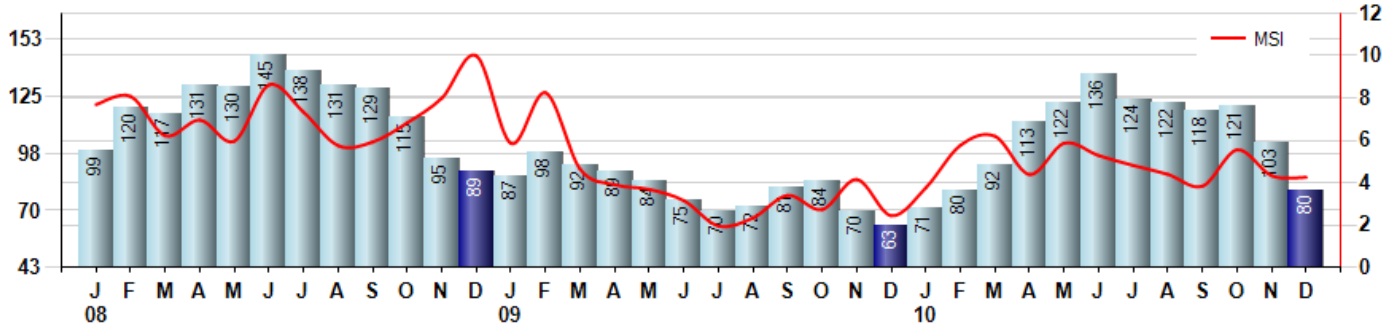
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Inventory & MSI

The Total Inventory of Properties available for sale as of December was 80, down -22.3% from 103 last month and up 27.0% from 63 in December of last year. December 2010 Inventory was at a mid range compared to December of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2010 MSI of 4.2 months was at a mid range compared with December of 2009 and 2008.

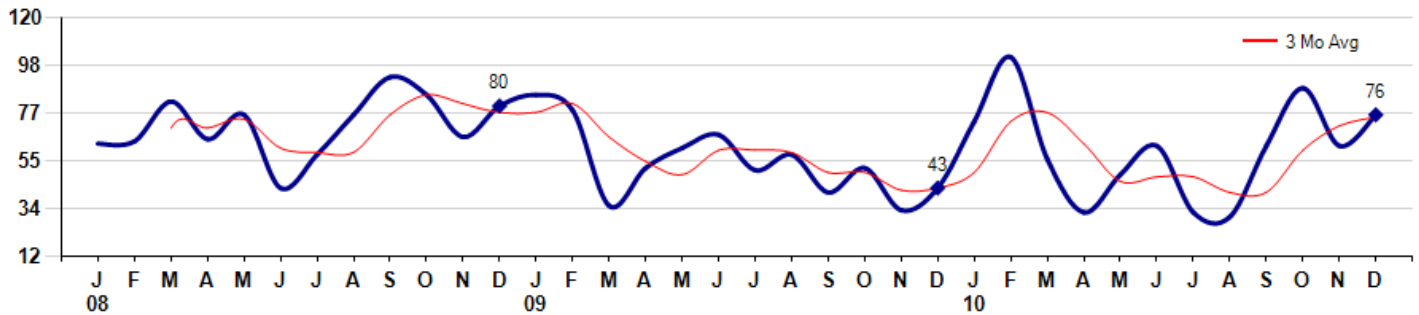
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 December was 76, up 22.6% from 62 days last month and up 76.7% from 43 days in December of last year. The December 2010 DOM was at a mid range compared with December of 2009 and 2008.

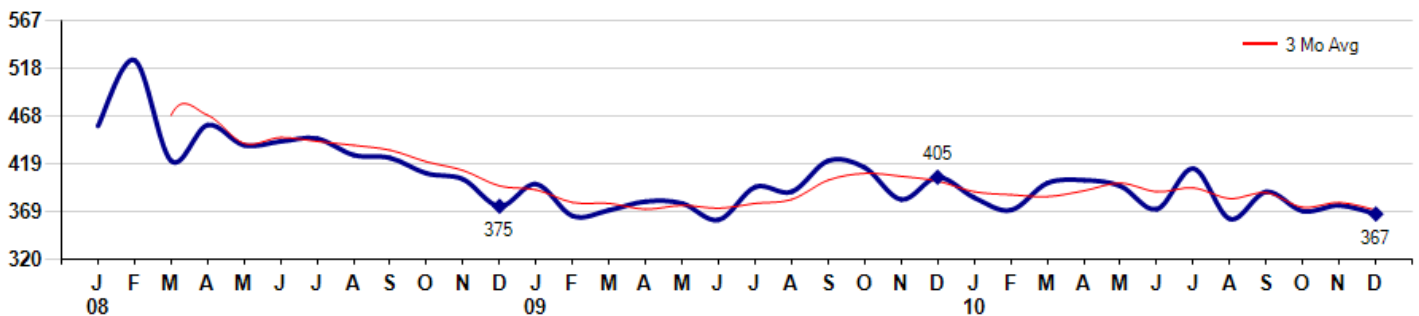
Average Days on Market (Listing to Contract) for properties sold during the month



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 December 2010 Selling Price per Square Foot of \$367 was down -2.4% from \$376 last month and down -9.4% from \$405 in December of last year.

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



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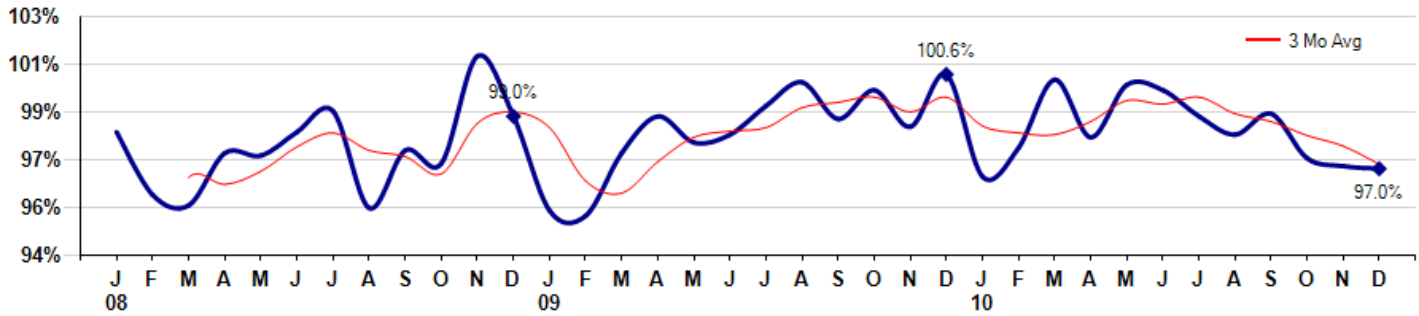


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Selling Price vs Original Listing Price

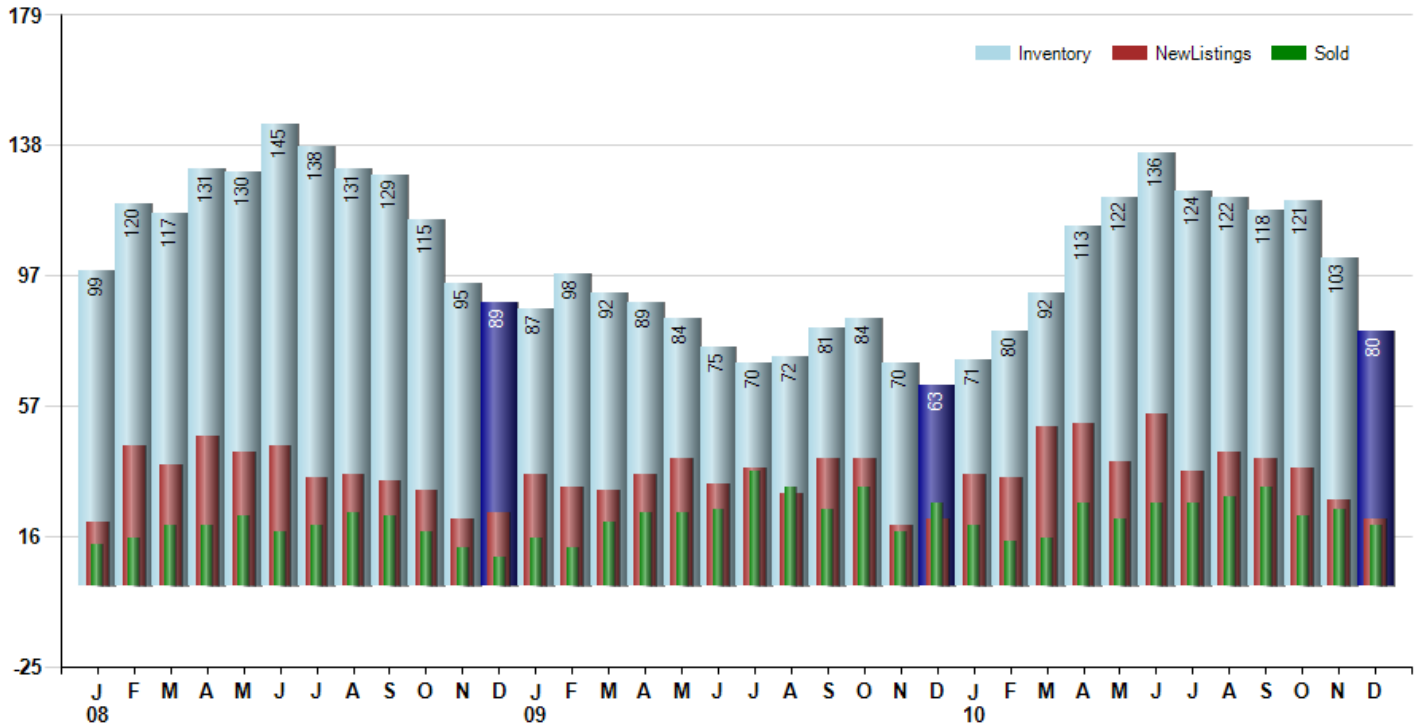
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The December 2010 Selling Price vs Original List Price of 97.0% was down from 97.1% last month and down from 100.6% in December 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 December 2010 was 21, down -22.2% from 27 last month and equal to 21 in December of last year.



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Homes Sold	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	21	26	26	28	31	22	24	19
3 Mo. Roll Avg			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	21	24	24	27	28	27	26	22

	(000's) 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	M	J	J	A	S	O	N	D
Median Sale Price	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	549	530	503	503	515	502	515	510
3 Mo. Roll Avg			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	546	546	527	512	507	506	511	509

	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	M	J	J	A	S	O	N	D
Inventory	99	120	117	131	130	145	138	131	129	115	95	89	87	98	92	89	84	75	70	72	81	84	70	63	71	80	92	113	122	136	124	122	118	121	103	80
MSI	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	6	6	4	6	5	5	4	4	6	4	4

	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	M	J	J	A	S	O	N	D
Days On Market	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	49	62	32	30	62	88	62	76
3 Mo. Roll Avg			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	46	48	48	41	41	60	71	75

	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	M	J	J	A	S	O	N	D
Price per Sq Ft	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	396	372	414	362	390	370	376	367
3 Mo. Roll Avg			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	399	390	394	383	389	374	379	371

	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	M	J	J	A	S	O	N	D
Sale to List Price	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	1.002	1.000	0.990	0.983	0.991	0.974	0.971	0.970
3 Mo. Roll Avg			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	0.988	0.996	0.995	0.997	0.991	0.988	0.983	0.979	0.972

	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	M	J	J	A	S	O	N	D
New Listings	20	44	38	47	42	44	34	35	33	30	21	23	35	31	30	35	40	32	37	29	40	40	19	21	35	34	50	51	39	54	36	42	40	37	27	21
Inventory	99	120	117	131	130	145	138	131	129	115	95	89	87	98	92	89	84	75	70	72	81	84	70	63	71	80	92	113	122	136	124	122	118	121	103	80
Sales	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	21	26	26	28	31	22	24	19

	(000's) 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	M	J	J	A	S	O	N	D
Avg Sale Price	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	564	589	498	526	550	523	511	498
3 Mo. Roll Avg			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	592	596	550	538	525	533	528	511

