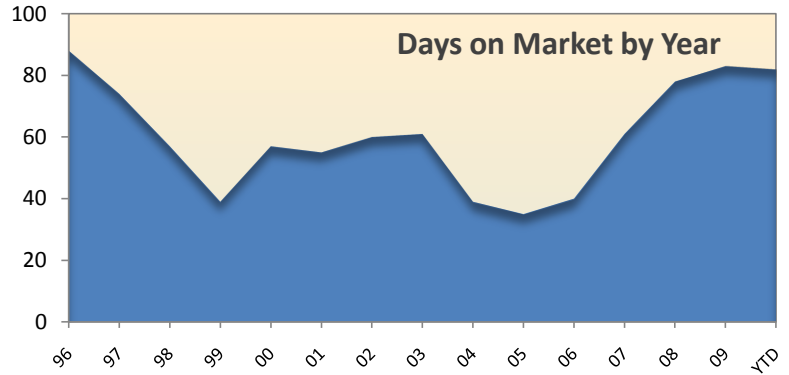
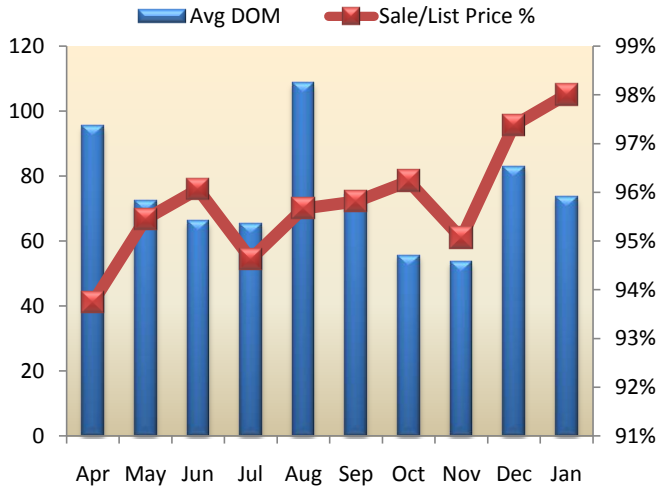
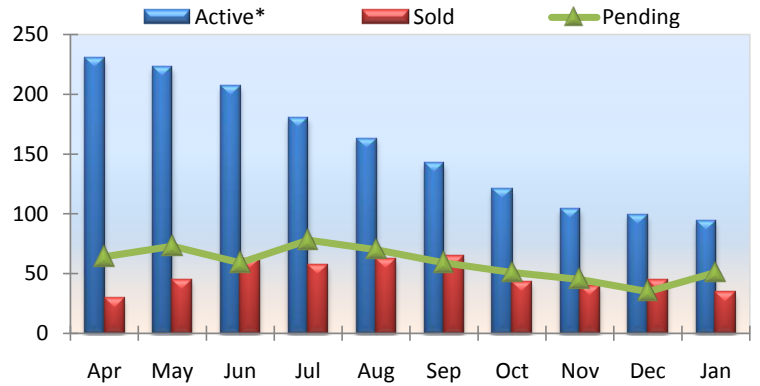


# Market Analysis: Pleasanton

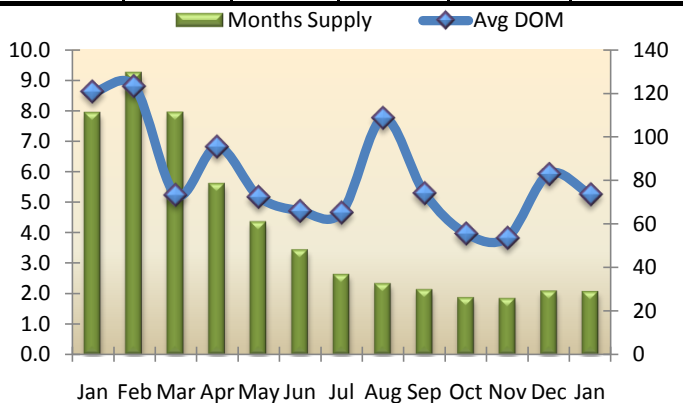
January-10

Days on Market (DOM) for the Pleasanton area year-to-date is around 82. The median attached home price in Pleasanton for January was \$703,500. As of the last day of January there were 94 active homes in Pleasanton. At current selling rates this means there is approximately 2 months of inventory in Pleasanton remaining.



## Summary Analysis (Single Family Residential)

	Active*	Pending	Sold	Months Supply	Avg List Price Sold	Median Sale Price	Avg Sale Price	Average DOM	Avg \$ Sqft List	Avg \$ Sqft Sold	Sale Price/List Price
Jan 09	212	32	21	7.9	\$958,682	\$760,000	\$896,586	121	\$368	\$348	93.52%
Feb 09	231	23	16	9.2	\$1,037,437	\$752,107	\$955,760	123	\$374	\$352	92.13%
Mar 09	246	45	24	7.9	\$1,090,356	\$830,236	\$1,066,885	73	\$382	\$359	97.85%
Apr 09	230	64	29	5.6	\$1,023,915	\$665,000	\$959,786	95	\$359	\$338	93.74%
May 09	223	73	45	4.4	\$896,013	\$720,000	\$855,226	72	\$359	\$345	95.45%
Jun 09	207	59	62	3.4	\$808,179	\$681,000	\$776,345	66	\$353	\$343	96.06%
Jul 09	180	78	57	2.6	\$893,103	\$688,000	\$845,132	65	\$355	\$342	94.63%
Aug 09	163	70	62	2.3	\$895,001	\$706,500	\$856,199	109	\$394	\$375	95.66%
Sep 09	142	59	64	2.1	\$855,400	\$685,000	\$819,582	74	\$353	\$342	95.81%
Oct 09	121	51	43	1.9	\$793,279	\$685,000	\$763,351	56	\$356	\$345	96.23%
Nov 09	104	45	39	1.8	\$986,152	\$670,000	\$937,413	54	\$371	\$359	95.06%
Dec 09	99	35	44	2.1	\$814,257	\$654,000	\$792,857	83	\$372	\$365	97.37%
Jan 10	94	51	34	2.1	\$832,110	\$703,500	\$815,524	74	\$348	\$345	98.01%
Month to Month	Sold	%Change	Avg list	% Change	Median Sale Price	% Change	Avg Sale Price	% Change	Avg DOM	% Change	Sale Price/List Price
Jan 10	34	61.90%	\$832,110	-13.20%	\$703,500	-7.43%	\$815,524	-9.04%	74	-38.99%	98.01%
Jan 09	21	10.53%	\$958,682	-18.48%	\$760,000	-11.11%	\$896,586	-20.03%	121	22.97%	93.52%
Jan 08	19	-48.65%	\$1,175,957	28.18%	\$855,000	14.00%	\$1,121,211	25.88%	98	56.57%	95.34%



YTD Sold Summary					
	2010	2009	2008	2007	2006
Range	# listings	# listings	# listings	# listings	# listings
< 300k	1				
\$300k-399k	1				
\$400k-499k	2	2			
\$500k-599k	4	1	3	1	
\$600k-699k	8	6	3	12	5
\$700k-799k	4	2	1	11	11
\$800k-899k	3	4	3		9
\$900k-999k	4	1		3	1
\$1m-1.5m	5	4	4	8	8
\$1.5m-2.0m	2	3	4	1	2
\$2m +			1	1	3

\*as of the last day of the month at 11:59 pm PST \*\*reflects change from 2005