



Priority Title Market Reports:

Unlock the insights hiding in your weekly market report.

Understanding market trends
Applying Data to your Business
Winning with Real-Time Insights



Real Data. Real Confidence.



In today's real estate market, data isn't just helpful—it's essential. Whether you're pricing a new listing, advising a buyer, or preparing for a negotiation, your clients expect you to know exactly what's going on. But with the market shifting week to week and neighborhood to neighborhood, it's tough to stay ahead of the curve without the right tools.

That's where the Priority Title Market Reports, powered by Altos Research, come in.

These reports are packed with real-time market data, giving you a clear picture of what's happening now—not just last month. You'll see trends in inventory, pricing, demand, and more—broken down in a way that's actually useful in conversations with clients, during listing appointments, or when planning your next move.

This guide will walk you through each part of the report—what the numbers mean, why they matter, and how to use them. Whether you're a seasoned agent or new to the business, this e-book is designed to give you the confidence to speak like a market expert and make faster, smarter decisions.

Why This Matters for You (and Your Clients)

Let's face it—your clients can pull listings from the internet just like you can. What they can't do is interpret the market. They can't read the subtle signals in median price trends or know what it means when the Days on Market suddenly shifts. They don't know when inventory is tightening or how relisting rates could signal a slowdown.

With Priority Title Market Reports, you gain access to live, local data that helps you stay two steps ahead of the competition. No guesswork. No outdated monthly reports. Just a clear view of the market so you can guide your clients with confidence.

This e-book is your guide to unlocking that value.



From Info to Action: Making the Market Work for You

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Priority Title Market Report Overview

The Market Action Index

An at-a-glance answer to "How's the market?", Altos' proprietary index lets you know if it's a buyer's or seller's market and which way the market is headed.

Real-Time Market Profile
All of today's key market indicators in one, easy-to-read chart, with trend lines to see how the indicator has changed over the past three months

Search Any City or Zip Code:

ENCINO, CA

Mon Mar 17 2025

This week the median list price for Encino, CA is \$3,679,500 with the market action index hovering around 34. This is about the same as last month's market action index of 34. Inventory has increased to 144. [Click here to stay informed with the Encino market!](#)

MARKET ACTION INDEX

MARKET NARRATIVE

In the last few weeks the market has achieved a relative stasis point in terms of sales to inventory. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up, prices are likely to resume an upward climb.

REAL-TIME MARKET PROFILE

Encino, CA 3/17/2025

Median List Price	\$3,679,500
Median Price of New Listings	\$3,599,000
Per Square Foot	\$876
Average Days on Market	125
Median Days on Market	56
Price Decreased	35%
Price Increased	3%
Relisted	24%
Inventory	144
Median Rent	\$10,500
Market Action	34

Slight Seller's Advantage

MEDIAN LIST PRICE

Market Segments

Click and drag in the plot area to zoom in.

Despite this week's up tic, the market seems to have paused around this plateau. The Market Action Index is a good leading indicator for the durability of this shift.

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
\$8,973,500	8,573	0.5 - 1 acre	6	7.8	5	3	0	91
\$4,485,000	5,178	0.25 - 0.5 acre	5	5.8	47	3	3	56
\$2,974,500	3,551	0.25 - 0.5 acre	4	4	61	2	0	84
\$1,798,950	2,030	6,500 - 8,000 sqft	4	3	72	5	4	45

Market Narrative
What do all these numbers mean? We break it down in plain English for buyers and sellers.

Market Segments
The high end of the market often behaves differently than the low end. See the trends at all the price points in your market.

Detailed Trends Chart
Run multi-year trend charts for 8 different market stats and compare how the market is performing in different price segments

Stats & Signals

Key stats and how to interpret them.

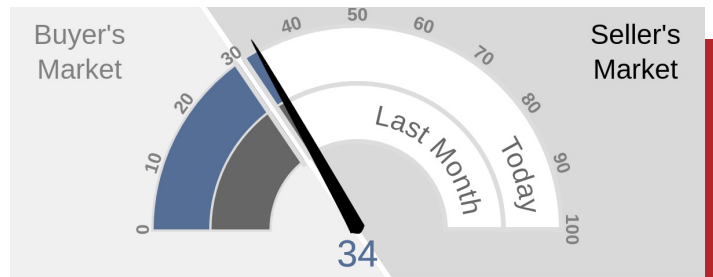
STAT	DESCRIPTION	SIGNAL
MARKET ACTION INDEX (MAI)	A proprietary Altos stat that provides a quick snapshot of supply and demand and overall market competitiveness.	Tells us whether it's a buyer's or seller's market, or if the market is heating up or cooling off. Helps us quickly see where prices are going to go in the future.
Median List Price	The median price of all homes currently for sale in the market.	Highly correlated with the eventual sales price of homes in 1-6 months and a leading indicator of home values in the future. Look at Median List Price as a barometer of sellers' current confidence levels, as current individual pricing decisions are based on recent pending and closed transactions.
Median Price of New Listings	The median price of homes that are just hitting the market.	An early indicator of home values trending forward, because it leads the Median List Price by several weeks (and leads transaction prices by 1-6 months).
Inventory	Tells you how many homes are for sale.	Watch the inventory count for early indicators that sellers are returning to the market, and how fast. Rising inventory typically favors buyers, while tightening inventory favors sellers.
Median/ Average Days on Market (DOM)	A measure of transaction velocity – how long it takes homes to sell.	A non-seasonal increase in DOM could indicate some softness in the market; a drop in DOM points to a market that's heating up.
% Price Decreased	The percent of active listings that have received a price decrease is a measure of demand.	30-35% is normal for price decreases. Above average points to slowing demand; below average means demand is rising.
% Price Increased	The percent of active listings that have received a price increase is a measure of demand.	1-5% is normal for price increases. When price increases are above average or climbing, it's likely a sign of investor activity in a market, especially flips.
Percent Relisted	Points to deals falling through or listings expiring. In a normal market, we typically see Percent Relisted under 10%	As Percent Relisted increases, it tells us that weakening competition is creating opportunity for buyers. Run this number for different price segments, as the market for higher-priced homes may behave differently.
New Listings Count vs. Absorbed Count	Points to the velocity of the market: how fast properties are getting snapped up after they're listed. The market tends to move more quickly in the first half of the year.	Compares new listings entering the market versus homes being sold. If absorption exceeds new listings, demand is high, and inventory is tightening. If new listings exceed absorption, inventory builds up, favoring buyers.



Key Stats to Watch

The Market Action Index – A Key Market Signal

Market Action Index (MAI) answers the question “How’s the market?” by comparing the current rate of sales versus inventory plus additional demand metrics. It’s an indicator of supply and demand and overall market competitiveness; i.e. whether it’s a buyer’s or seller’s market, or if the market is heating up or cooling off. This index serves as a barometer of real estate supply and demand, offering insights into market competitiveness and potential price trends.



How it Works

The MAI is based on a scale from 0 to 100, with 30 as the key Threshold

- **Low 20's or below - Buyer's market**, with more supply than demand and prices declining in the future.
- **Below 30 - Buyer's Market** (Inventory exceeds demand, putting downward pressure on prices.)
- **A MAI of around 30 - Balanced Market**, with just enough supply to meet demand
- **Above 30 - Seller's Market** (Demand is outpacing supply, leading to rising home prices.)
- **A MAI of 35 or more - Seller's Market**, with demand outpacing supply and prices starting to rise.
- **A MAI of 45 or more - Seller's Market** - inventory is very tight, demand is high, and prices are likely climbing.

📌 Why It's Important

Quickly assess market conditions - Help real estate professionals and clients make informed decisions.

Predict market shifts - Since MAI updates weekly it can signal upcoming changes before traditional reports catch up.

Benchmark different markets - Compare how different areas or price segments are performing.

How to Use MAI in Your Business

Real Estate Agents - Use the MAI to educate buyers and sellers about market conditions.

Home Buyers - Help to determine if it's a good time to buy or if waiting for more inventory is better.

Sellers - Decide on listing strategies based on whether the market is heating up or cooling down.

Real-Time Market Profile: Your Market at a Glance.

Get the full picture—in seconds.

The **Real-Time Market Profile**, found at the top of each Priority Title Market Report, is your snapshot of current market dynamics. Powered by Altos Research, this section delivers live, local data across key indicators, giving you an instant read on pricing, demand, and market speed—all in one place.

You'll find sparkline visuals next to each metric, showing short-term movement so you can quickly spot upward or downward trends. These aren't lagging statistics pulled from last month's closings—this is what's happening right now, based on active listings in your market.

Each data point tells a story:

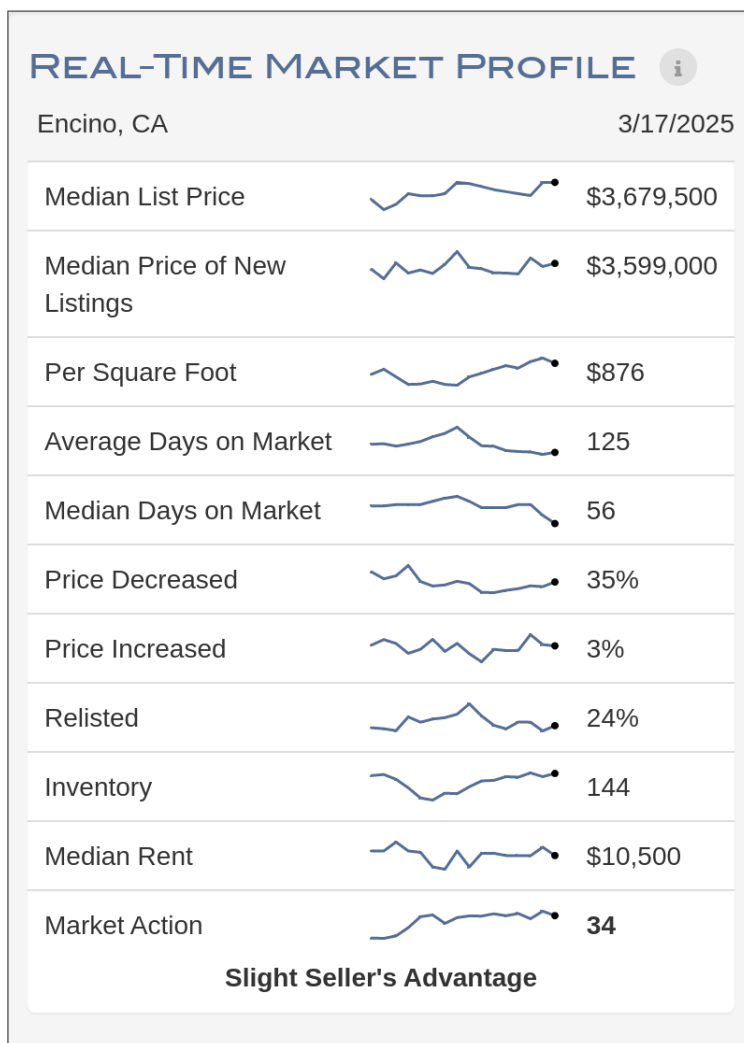
Is inventory tightening or expanding?

Are sellers cutting prices—or increasing them?

How quickly are homes moving?

Are we in a buyer's market, or a seller's?

Knowing how to interpret this dashboard gives you an edge in every client conversation.



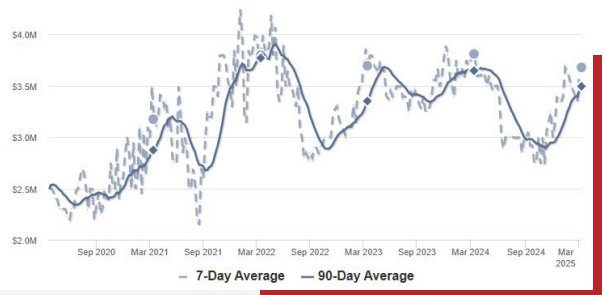
What Comes Next

In the pages ahead, we'll break down each of these key market signals—what they measure, what they mean, and how to use them to inform your strategy. Whether you're helping a buyer make a confident offer or advising a seller on pricing, these insights are your market superpower.

Let's dive in.

Median List Price

Median List Price shows the current midpoint price of all homes listed in your market. It's one of the most immediate and accurate reflections of local home values—exactly what buyers are seeing right now.

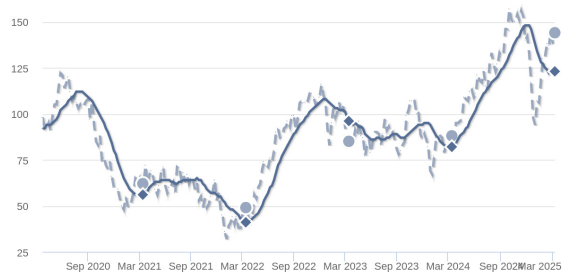


Why It Matters

- **Predicts Future Sales Price:** Median List Price often aligns with sales price 1-6 months out.
- **Track Seller Confidence:** When sellers list higher, it signals strong pricing confidence.
- **Guides Buyer & Seller Strategy:** Helps you price listings competitively and advise buyer's on timing.

Inventory

Inventory measures how many homes are for sale, offering valuable insights into market trends. Watching inventory levels can help predict shifts in supply and demand:



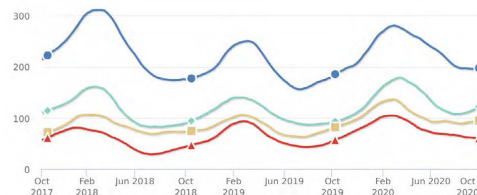
- 📈 **High Inventory:** More homes available ➔ **Favors buyers** (more choices, less competition).
- 📉 **Low Inventory:** Fewer homes available ➔ **Favors sellers** (higher prices, quicker sales).

Seasonal Trends

- Inventory typically peaks in **late June** as more sellers list their homes.
- Inventory dips in **January** due to fewer new listings during the holidays.
- Peak season markets may see both rising inventory and rising prices simultaneously.

Median Average Days on Market (DOM)

Days on Market (DOM) is a key indicator of how quickly homes sell. A rising DOM suggests the market is cooling, while a falling DOM indicates strong demand and a heating-up market.



Seasonal Trends in DOM

- **Spring & Summer:** DOM drops as buyer activity peaks from April to June.
- **Fall & Winter:** DOM rises as demand slows in the second half of the year.

Why It Matters

Shorter DOM: Hot market, sellers have pricing power.

Longer DOM: Market softening, buyers gain leverage.

Comparing past data: Helps define what's "normal" in your area.



Pro Tip: Review at least two years of DOM trends to better predict seasonal shifts and market opportunities. Both Median and Average DOM are provided to give a clearer picture.



% Price Decreases – A Key Market Signal

Tracking price reductions is a powerful way to gauge buyer demand. In a balanced market, 30-35% of sellers initially overprice their homes and later reduce prices to attract buyers. However, this percentage shifts based on market conditions:

- **Strong Demand:** <30% of listings see price reductions, indicating buyers are willing to pay prevailing prices.
 - **Moderate Demand:** Around 40% of listings see price drops, signaling a cooling market.
 - **Weak Demand:** In sluggish markets, >50% of listings reduce prices, highlighting declining buyer activity.
- ▶ **Fall:** More reductions as sellers adjust before the holidays
 - ▶ **Spring & Summer:** Fewer reductions due to stronger demand.

Why this Matters: Watching the % of listings with price drops helps you predict shifts before they make the news. If price reductions climb above 50%, expect a buyer's market.

REAL-TIME MARKET PROFILE

Never miss important changes in the Denver market.

Median List Price		\$650,000
Per Square Foot		\$344
Days on Market		60
Price Decreased		43%
Price Increased		3%
Relisted		8%

% Price Increased – A Key Market Signal

While price reductions signal cooling demand, price increases tell a different story. Typically, less than 5% of listings raise their prices. When this percentage climbs, it often indicates:

- **Investor Activity:** Increased flips and iBuyer purchases
- **High Buyer Demand:** Seller see an opportunity to raise prices.
- **Market Acceleration:** A bullish sign for rising home values

How to Use this Data

Price decreases follow seasonal patterns:

- **IF % Price Increased rise above 5%:** The market is heating up.
- **If it stays low (under 3%):** demand is stable or cooling

Pro Insight: A spike in price increases suggest buyers are competing for limited inventory- watch this metric for early signs of an appreciating market.

Days on Market		60
Price Decreased		3%
Price Increased		3%
Relisted		8%
Inventory		729

New Listings Count vs. Absorbed Count – A Sign of Market Velocity

New Listings vs. Absorbed Count helps you measure how quickly homes are selling. This is a key indicator of market demand and buyer urgency.

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
\$3,350,000	5,284	0.25 - 0.5 acre	4	3	26	2	4	202
\$1,850,000	3,452	0.25 - 0.5 acre	4	3	46	4	3	148
\$1,100,000	2,868	8,000 - 10,000 sqft	4	2	51	4	5	107
\$739,450	2,037	6,500 - 8,000 sqft	3	2	51	7	10	60

What It Means

- **Strong Demand:** If the Absorbed Count (homes sold or taken off the market) is higher than or close to the New Listings Count, inventory is tightening.
- **Balanced Market:** When new listings and absorbed listings are roughly equal, supply and demand are steady.
- **Cooling Market:** If new listings outpace absorbed homes, inventory is bullish.

Why It Matters

Faster absorption = Buyers need to act quickly

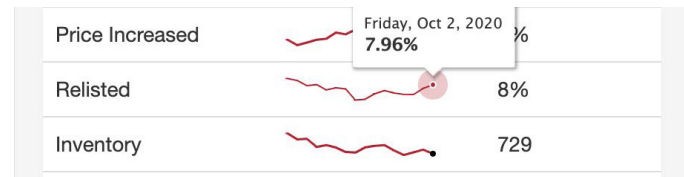
Slower absorption = Seller may need to adjust pricing.

Tighter inventory = Potential for rising home prices.

Pro Tip: If absorbed listings consistently outpace new listings, expect rising prices and increased competition.

Percent Relisted – A Sign of Market Stability

Percent Relisted tracks how many listings are withdrawn and put back on the market, often with a new agent. This can signal deals falling through, expired listings, or seller uncertainty.



What It Means

- **Healthy Market:** Less than 10% relisted is typical.
- **Hot Market:** Just a few %- buyers are active, Contracts are much less likely to fall through or listings to be withdrawn when the buyers are most active.

Why It Matters

- A climbing relist rate can indicate a cooling market or seller mispricing.
- A sharp rise (as seen in 2006) may be an early signal of a correction.
- Always check across price segments—luxury listings may behave differently.

Reading the Rhythm: Multi-Year Market



One of the most powerful tools in your Altos arsenal is the ability to run multi-year trend charts across eight different market indicators. These charts do more than track movement—they reveal the market’s rhythm, seasonality, and buyer/seller momentum over time.

Compare Key Stats Over Time

With just a few clicks, you can visualize how the market has behaved over the past 3+ years for critical indicators like:

- ▶ Median List Price
- ▶ Average and Median Days on Market
- ▶ Inventory
- ▶ Price Per Square Foot
- ▶ % Price Increase
- ▶ % Price Decrease
- ▶ % Relisted
- ▶ Market Action Index



These long-term charts help you:

- Understand when the market tends to heat up or cool down
- Spot emerging trends in pricing and demand
- Compare today’s conditions to “normal” for this time of year

Use Market Segments for More Precision

Activate the **Market Segments** view to break down trends by price tier. Each of the four lines on the chart represents a different 25% segment of the market, from entry-level to luxury.

MEDIAN LIST PRICE ▾ ⓘ

Market Segments

Click and drag in the plot area to zoom in.

\$12.5M

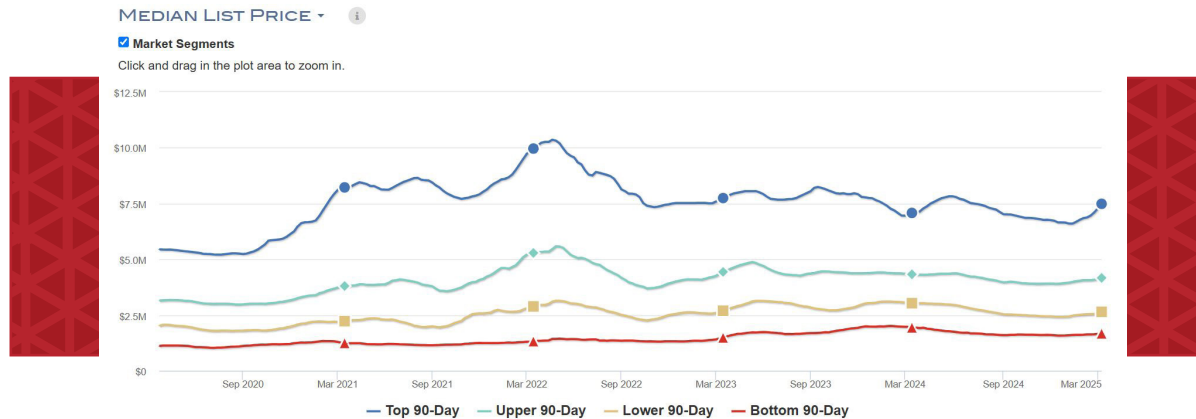


Pro Tip: The Chart You Set is the Chart That Prints

When you generate a Single Page PDF from your Altos dashboard, it will include the chart you currently have displayed. So if you're focused on Days on Market by segment, or 3-year price trends, make sure that's selected before you hit export.

This means you can customize your handouts to fit the context—whether you're heading to a listing appointment, prepping for an open house, or following up with a data-savvy buyer.

Working With Market Segments



Why Market Segments Matter

Not every part of the market moves the same way. The high end may be cooling off while entry-level homes are flying off the shelf—or vice versa. That’s why one of the most powerful tools in your Priority Title Market Report is the Market Segments view.

Every report breaks the local market into four equal quartiles, each representing 25% of current inventory—from the lowest-priced homes to the most expensive. This lets you pinpoint how different parts of the market are performing based on price range, so your advice is always relevant and precise.

Here’s why that’s a game-changer:

- ▶ **Precision Pricing:** Show sellers how homes in their price range are performing—not just the overall average—so they can price competitively from the start.
- ▶ **Spot Opportunities:** Identify which segments are slowing down or heating up, helping buyers and investors move with confidence and speed.
- ▶ **Informed Conversations:** Whether you're advising a buyer on how long a home might sit or helping a seller understand why their \$2M home isn't flying off the market, segmented data backs your insights with facts.
- ▶ **Say more than “It’s a seller’s market.”** With segmentation, you can say: “It’s a seller’s market under \$800K, but above \$1.5M, inventory is rising and DOM is stretching out.”

That’s not just market knowledge—it’s market mastery.

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
\$8,973,500	8,573	0.5 - 1 acre	6	7.8	5	3	0	91
\$4,485,000	5,178	0.25 - 0.5 acre	5	5.8	47	3	3	56
\$2,974,500	3,551	0.25 - 0.5 acre	4	4	61	2	0	84
\$1,798,950	2,030	6,500 - 8,000 sqft	4	3	72	5	4	45



Pro Tip: Just because the overall Market Action Index (MAI) shows a seller’s market doesn’t mean all price points are acting like one. Some segments may still be in buyer territory—and that’s the kind of nuance that builds your credibility and sets you apart.

Conclusion

You're not just reading the market—you're leading it.

Congratulations on making it to the end of the guide! By now, you've gained a clear understanding of how to read, interpret, and put real-time market data into action. You've unlocked the tools to price more precisely, respond faster to shifts in demand, and communicate with confidence in every client conversation.

But this isn't the end. This is where it starts to work for you.

By incorporating Priority Title's Market Reports, powered by Altos Research, into your daily business, you're giving yourself an edge—one rooted in facts, clarity, and strategy. You're no longer reacting to the market; you're reading the signals ahead of the curve and guiding your clients with the confidence of a true market expert.

You now have more than data—you have a system for turning that data into action, results, and relationships that last.

Thanks for coming on this journey with us. We can't wait to see how you put this knowledge to work.

Let's grow together.

—The Priority Title Team

