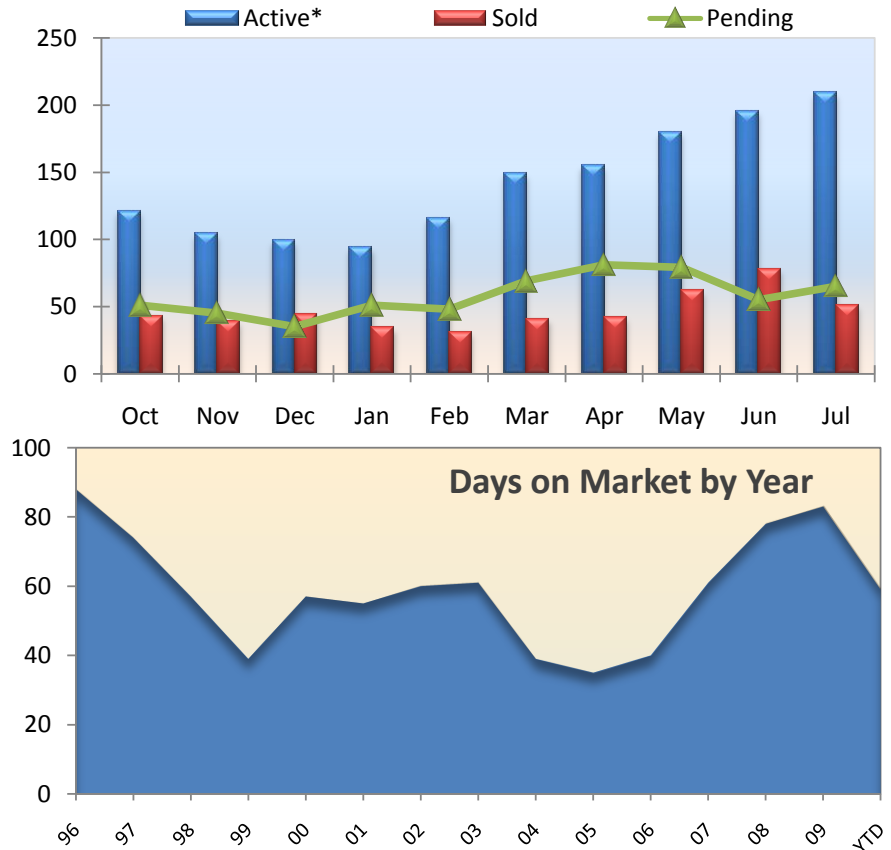
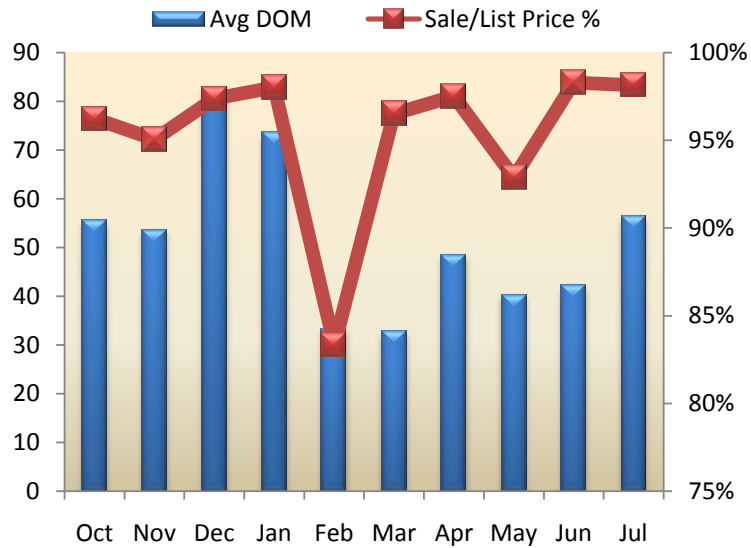


Market Analysis: Pleasanton

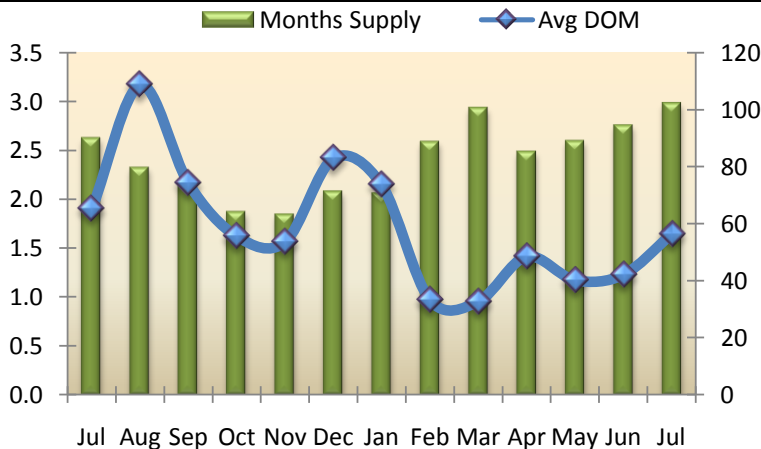
July-10

Days on Market (DOM) for the Pleasanton area year-to-date is around 59. The median detached home price in Pleasanton for July was \$785,000. As of the last day of July there were 209 active homes in Pleasanton. At current selling rates this means there is approximately 3 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
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%
Feb 10	116	48	31	2.6	\$1,104,795	\$745,000	\$920,508	33	\$373	\$346	83.32%
Mar 10	149	69	41	2.9	\$930,566	\$723,000	\$898,105	33	\$349	\$342	96.51%
Apr 10	155	81	42	2.5	\$934,053	\$751,000	\$910,858	48	\$357	\$354	97.52%
May 10	180	79	62	2.6	\$897,265	\$722,500	\$833,338	40	\$357	\$354	92.88%
Jun 10	196	55	78	2.8	\$972,530	\$822,500	\$955,840	42	\$356	\$351	98.28%
Jul 10	209	65	51	3.0	\$949,065	\$785,000	\$931,365	56	\$368	\$362	98.14%
Month to Month	Sold	%Change	Avg list	% Change	Median Sale Price	% Change	Avg Sale Price	% Change	Avg DOM	% Change	Sale Price/List Price
Jul 10	51	-10.53%	\$949,065	6.27%	\$785,000	14.10%	\$931,365	10.20%	56	-13.77%	98.14%
Jul 09	57	-3.39%	\$893,103	-15.36%	\$688,000	-18.58%	\$845,132	-17.06%	65	-7.91%	94.63%
Jul 08	59	-7.81%	\$1,055,197	-5.61%	\$845,000	-3.10%	\$1,018,981	-5.60%	71	47.36%	96.57%



YTD Sold Summary					
	2010	2009	2008	2007	2006
Range	# listings	# listings	# listings	# listings	# listings
< 300k	3	1	1		
\$300k-399k	5	1			
\$400k-499k	11	20	5		2
\$500k-599k	48	54	25	10	5
\$600k-699k	80	51	40	66	34
\$700k-799k	59	40	46	94	86
\$800k-899k	33	21	42	90	89
\$900k-999k	27	9	15	34	32
\$1m-1.5m	70	38	46	67	82
\$1.5m-2.0m	19	21	31	26	31
\$2m +	11	8	14	30	27

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