

Imperial

City · CA · California > Imperial County

BUYER'S MARKET

\$414K

MEDIAN SALE PRICE

-10.0%

1-YR CHANGE

195

SALES (12 MO)

\$444K

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 28 / 100



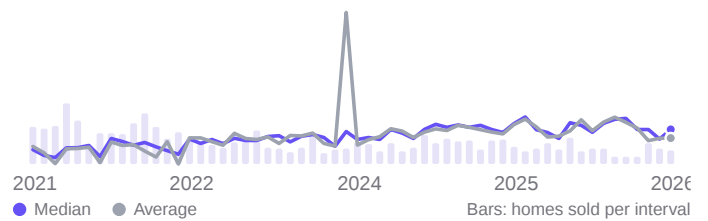
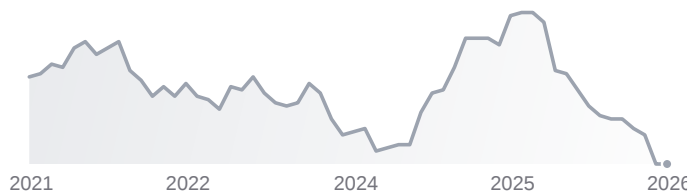
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

28 / 100

Sale prices

Median \$430K · Average \$387K

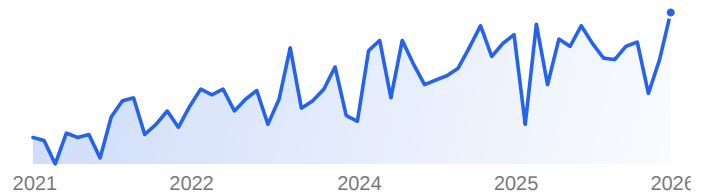
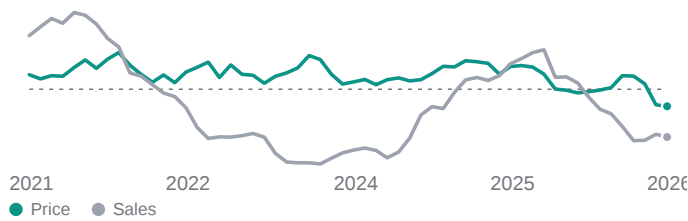


Growth (year over year)

Price -10.0% · Sales -28.0%

Price per square foot

\$283/ft²

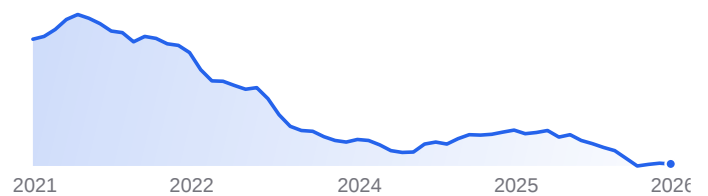
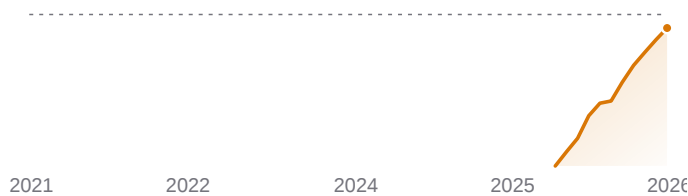


Sale premium vs estimated value

-0.4%

Annual turnover (share of homes sold)

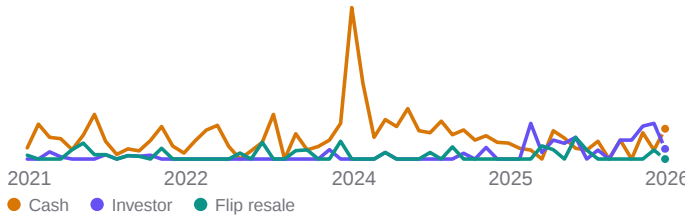
2.7%



BUYERS & OUTCOMES

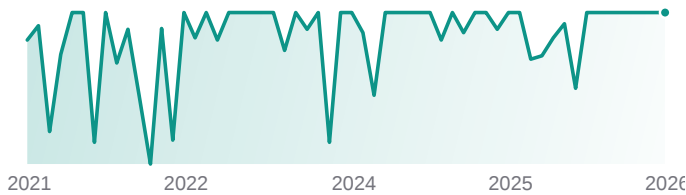
Buyer mix

Cash 20% · Investor 6.7% · Flip resale 0%



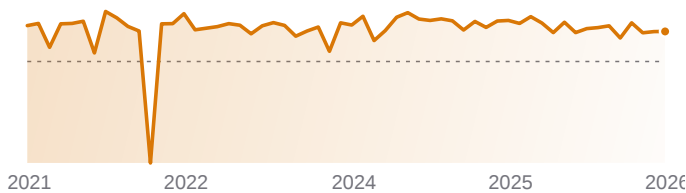
Sellers who sold at a gain

100%

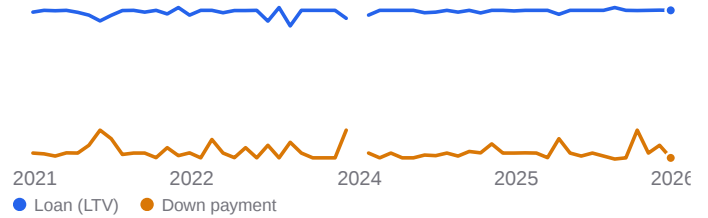


Median annualized return at resale

+5.9%

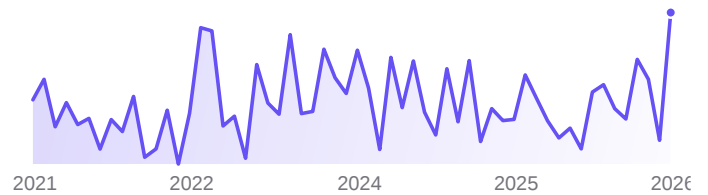


Financing (share of purchase price) Loan (LTV) 98% · Down payment 1.8%



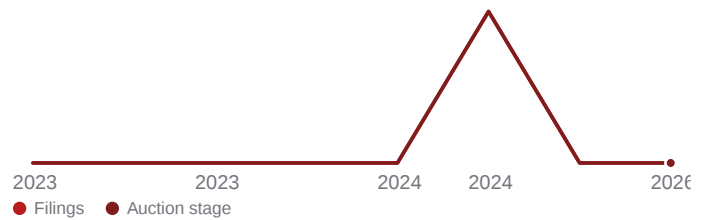
Typical hold before selling

14.7 yrs



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	7,094
Median value (AVM)	\$444K
Median size	1,634 ft²
Median bedrooms	3
Median year built	2005
Single family	92%
Condos	2.9%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	49%
Underwater (LTV 125% or more)	0.6%
Owner occupied	83%
Company owned	11%
Median loan-to-value	51%

Typical ownership tenure

10.3 yrs

COMMUNITY

Population	20,512
Density	3,261 / mi ²
Median household income	\$80K
Average household income	\$91K
Crime index (US avg 100)	57
Air pollution index (US avg 100)	103
Earthquake index (US avg 100)	515
Homes occupied	97%
Bachelor's or higher	17%
Poverty rate	13.0%
Unemployment	5.3%
Average temp	73°F
Annual precip	3 in
Sunshine	68%

Market metrics are derived from recorded arms-length deeds through June 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.