

REALTOR[®] REPORT

May 25 - June 7, 2010

The Official Publication of Southland Regional Association of REALTORS[®]

REALTOR[®] Expo 2010

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Upcoming Events

Lunch & Learn
June 17

SCV Golf Tournament
June 21

SCV GA Breakfast
June 22

Avoiding Foreclosure
June 24

REALTOR[®] Expo
June 24

www.srar.com/calendar

TIME TO APPLY FOR THE 2011 BOARD OF DIRECTORS

For those members interested in being considered for a two year term as a SRAR Board of Director by the Board Nominating Committee must submit an **Application** and return it to: SRAR Board Nominating Committee, Donna Davis, 7232 Balboa Blvd., Van Nuys, CA 91406. Applications are contained in this issue, on the srar.com website or by contacting Donna at the Association office – (818) 947-2253 DonnaD@srar.com **APPLICATIONS MUST BE RETURNED BY MONDAY, JUNE 14, 2010. No applications will be accepted after the Nominating Committee has recommended the "Slate of Candidates".**

Outlined below is criteria for qualification as a Director:

SRAR Bylaws, Article X, Section 3 (g):

No person is eligible for Director who has not satisfied the following requirements prior to the date of nominations:

1) The individual must have been a

member of the Association for at least three years immediately preceding the date of election.

2) The individual must have served a minimum of two years on a standing Association committee or committees and must have met the committee attendance requirements.

3) The individual must agree to attend any educational course or other training prescribed by the Board of Directors for all Directors. Acceptance of the office of Director will constitute the agreement by the individual. If any Director fails to satisfy these requirements after election, he or she shall not be eligible for further election to the Board of Directors until the requirements are met.

4) In the event of a merger, an individual's committee service with his/her former Association shall count toward the eligibility requirements.

MEASURE WILL PROTECT CONSUMERS FROM UNSCRUPULOUS LENDERS

C.A.R. CALLS FOR PASSAGE OF SB 1178 EXTENDING ANTI-DEFICIENCY PROTECTION

The CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) is calling on California state senators to vote "yes" and approve SB 1178 (D-Corbett), which will extend anti-deficiency protection for consumers who have refinanced their original mortgage loans and now are facing foreclosure. C.A.R. is the sponsor of the legislation.

"Most homeowners don't know that when they refinanced their original loan they lost critical legal protections and now may be personally liable for the difference between the value of their foreclosed property and the amount they owe the lender," said C.A.R. President Steve Goddard. "If a foreclosed home's market value is \$250,000 and the balance on the refinanced loan is \$350,000, the homeowner is personally liable for the \$100,000 difference under existing law."

Currently, if a homeowner defaults on a mortgage used to purchase his or her home -- known as a "purchase money mortgage" -- the homeowner's liability on the mortgage is limited to the property itself. The law has worked well since the 1930s to protect borrowers, ensure the quality of loan underwriting, and allow

borrowers brought down by financial crisis to get back on their feet. Unfortunately, the original law did not extend the purchase money protection to loans that refinance the original purchase debt, even if the refinance only was to obtain a lower interest rate.

Although California has protected borrowers from so-called "deficiency" liability on their home mortgages since the 1930s, the evolution of mortgage finance requires that the statute be updated.

"Current events demonstrate there has been no shortage of inadequate underwriting by mortgage lenders, the banking industry, and others preying on unsuspecting and uninformed consumers," Goddard said. "Passage of SB 1178 will force lenders to underwrite refinance loans at least as carefully as purchase money mortgages."

"If lenders are allowed to look beyond the property actually being taken as security, incentive to make certain that the loan "pencils out" and has adequate security," he said. "If a lender only can look to the value of the home being financed, the underwriter will be more careful about the value of the asset. The same

CONTINUED ON PAGE 5

HOMEBUYER GRANTS OFFERED TO EMERGENCY RESPONDERS

A limited number of \$4,000 grants are being offered to police officers, sheriff's deputies, firefighters, California Highway Patrol officers and emergency medical technicians who purchase their first home in the San Fernando or Santa Clarita Valleys.

The Southland Regional Association of Realtors makes the grants available, which will be funded upon the close of escrow and need not be repaid, as part of the Housing Affordability Fund created by the California Association of Realtors.

Applicants must use a Realtor member of SRAR and provide proof of employment as an emergency responder by the cities of Los Angeles, Santa Clarita or San Fernando or the CHP.

Applicants must attend the Los Angeles Neighborhood Housing Services' First-Time Homebuyer seminar and must prove the successful completion of the seminar. Income limits apply.

Details of the program and qualification requirements are available at www.SRAR.com/grants or by calling Michelle Gerhard at 818-947-2298.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

REALTOR® REPORT

The Official Publication of SRAR

President
Patti Petralia

President-Elect
Fred Sabine

Chief Executive Officer
Jim Link

Santa Clarita Valley Division

President
Andrew Walter

Main office:

7232 Balboa Blvd. • Van Nuys, CA 91406
Tel: (818) 786-2110 • Fax: (818) 786-4541
e-mail: info@srar.com

TIGHT INVENTORY, END OF FEDERAL TAX CREDITS RESTRICT APRIL HOME SALES

An unusually limited inventory restricted single-family home sales during April throughout the San Fernando Valley, the Southland Regional Association of REALTORS® reported.

The 644 homes that closed escrow were 6.8 percent lower compared to a year ago also because of the end of the federal tax credit for first-time and repeat homebuyers. However, due largely seasonal patterns, April sales were up 8.4 percent over the total reported this March.

"There are some great opportunities to buy for people who have the ability to qualify for a loan," said Patti Petralia, president of the Southland Regional Association of Realtors.

"More people can qualify in the lower price ranges than just a short time ago," she said. "Interest rates are still very low, and while there is intense competition for properly-priced properties, traditional buyers can still land a bargain." Petralia expected California's \$10,000 tax credit to offset the loss of the federal credits, which should keep the market's recovery going.

Petralia and Jim Link, the Association's chief executive officer, agreed that while there are fewer short sales and foreclosures on the market compared to a year ago, distressed properties nonetheless represent 50-60 percent of all listings.

"Distressed properties and economic uncertainty are still the dark clouds on the horizon," Link said. "A truly healthy market will not fully emerge until people get back to work and distressed properties work their way through the system."

Noting an increase in condominium sales, Link agreed with Petralia that despite the limited inventory of condos there are still opportunities for buyers.

Until recently, buyers were focused on purchasing a single-family home, which are more affordable than at any time in many years. Yet as single-family options dwindle, buyers are turning to condos. A total of 217 condos changed owners during April, up 3.3 percent from a year ago and 2.8 percent higher than this March.

There were 3,137 active single-family and condominium listings throughout the San

Fernando Valley at the end of April. That was down 19.0 percent from a year ago.

The current inventory represents a 3.6-month supply at the current pace of sales, which suggests that the market favors sellers. Last April the supply was enough to last 4.3 months - still below the 24-year average of a 5.6-month supply that would indicate a balanced market. For comparison, at the height of the buyers' market in the early 1990s, the monthly average listing total was 13,300 properties, which was a 23-month supply at the then current pace of sales.

With fierce competition for properties priced under \$500,000 still attracting multiple offers, Link said buyers would find fewer competitors and a wider range of opportunities the higher a buyer can go in price ranges.

"Most of the activity is concentrated in the median and low price ranges," Link said, "but as lenders get more comfortable making jumbo loans buyers will discover the best resale prices in many years. Just be ready to jump many hurdles to win lender approval because it's still very difficult to land a jumbo loan."

The single-family median price of \$379,000 was up 6.8 percent compared to April 2009. Prices have been volatile, but trending higher since the low point of February 2009.

The condominium median price of \$250,000 was 12.2 percent higher than April 2009.

It was the highest condo median price reported since condo prices hit their low point of \$185,000 in May 2009. "We have a trend," Petralia said. "While still bouncing up and down from mont

SANTA CLARITA VALLEY HOME SALES SLOW

Single-family home sales in the Santa Clarita Valley during April fell 10.3 percent compared to a year ago as the effects of a limited supply of properties listed for sale and the end of federal tax credits combined to slow activity, the Southland Regional Association of REALTORS® reported. A total of 192 homes changed owners, 22 fewer sales than in April 2009.

"I'm very optimistic, but I know the market would look much better if more properties were available," said Andrew Walter, president of the Association's Santa Clarita Valley Division. "The key to capturing today's opportunities is to make decisions based on the best information available today."

"Owners thinking about moving up need to be creative, realizing that the trade-offs they make on one side of a transaction most likely will be offset by gains on the other end," Walters said. "There are some great values out there. Just be sure to buy a home for the right reasons - the quality of life benefits, the advantages of owning versus renting, the tax benefits and the long-term cost effectiveness."

The real estate industry is in a virtually

constant state of flux with the rules changing on almost a daily basis, he said. That won't change until distressed properties move through the system.

Still, Walters and Jim Link, the Association's chief executive officer, said there are more buyers than properties up for sale partly because many people realize that homes that not long ago were out of reach now are affordable, even as prices again begin to rise.

The median price of single-family homes sold last month came in at \$420,000, up 2.4 percent from a year ago and 5.0 percent higher than this March. The single-family median is down 34.7 percent from its record high of \$643,000 set in April 2006, but has been steadily climbing higher from its low point.

"The April median price was the highest it's been since the recession began and the median fell to its low of \$385,000 in December 2009," Link said. "Recovery clearly is underway, even as distressed properties make up the majority of homes listed for sale."

2011 C.A.R. DIRECTOR APPLICATIONS AVAILABLE

Any member wishing to apply as a 2011 C.A.R. Director may obtain an application form by contacting Karen Marten, karenm@srar.com or (818) 947-2254. All applications must be returned no later than Friday, June 18, 2010.

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SRAR'S OWN MARK GONZALES WINS SPOT IN REALTOR® MAGAZINE'S 2009 '30 UNDER 30' LIST



Mark Gonzales, REALTOR® member and 2010 Chair of Young Real Estate Pros (YREP), was chosen as one of REALTOR® Magazine's Class of 2009, in their influential "30 Under 30" national competition. He is one of the youngest winning finalists. Winners were featured in a special edition of the magazine published in June 2009. Mark will also appear in the magazine this June for the centennial issue of Realtor Magazine's "30 Under 30" where he participated in a photo shoot on location in Chicago's Historical Union Station with other winners from the past 10 years.

The contest seeks out the most promising and innovative 30 Realtors in the nation, all under the age of 30. These are REALTORS® who embody youthful success in real estate. They are chosen based on their future potential, business acumen, leadership within their industry and community, as well as innovation and

creativity in marketing.

Mark, 27, is a Realtor at Keller Williams Realty in Encino, CA. He holds a Bachelor's Degree in Business & Real Estate from California State University, Northridge, where he also became specialized in Real Estate & Business Law, Real Estate Finance, Business Communication, and Economics.

In the summer of 2009 he was featured on an episode of the national HGTV series 'Good Buy/Bad Buy,' where he provided a buyer with solid real estate advice. He has also been featured in various publications as a result of winning the award and due to his expertise.

Mark also has strong roots in his Filipino-American community. He credits his success to his parents' hard work and perseverance in this country. They immigrated to America over twenty years ago.

Winners were chosen by REALTOR® Magazine and through online voting by the public. We are proud to have Mark as an SRAR member and congratulate him on all his success.

For more information on REALTOR® Magazine's "30 Under 30", visit www.realtor.org.

SCV HOME SALES SLOW

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The condominium median price of \$221,000 was off 11.6 percent from a year ago when it stood at \$250,000, the highest figure seen since the recession began. Attractive interest rates on home loans, federal tax credits and low condo prices have attracted more interest from buyers, especially as the supply of single-family homes dwindles.

Condo sales during April increased 25.4 percent from a year ago. Realtors closed 74 condo escrows last month, up 15 transactions from the prior year.

"April sales would have been much higher except for the lack of inventory," Walters said. "The \$8,000 federal tax credit gave the market momentum, which likely will continue now that the state's \$10,000 credit is in place. Hopefully, the state's funds, which were used up very quickly last year, will hold out long enough to ensure the market maintains its momentum."

Pending escrows - a measure of future resale activity - suggest the market will pick up in the months ahead. There were 489 open escrows at the end of April, up 18.7 percent from a year ago.

"But to keep the recovery going, we need more inventory," Link said, "which is likely to remain very tight at least until traditional sellers again start listing their homes for sale."

The inventory of 909 active listings at the end of April throughout the Santa Clarita Valley was down 18.8 percent from a year ago. At the current pace of sales, the inventory is a mere 3.4-month supply, well below the desired 5- to 6-month supply that would indicate a balanced market. A year ago this indicator of market health stood at a 4.1-month supply.

"Real estate, while not as volatile, is somewhat like the stock market in that it's an equity investment," Walters said. "A lot of its health is based on the public's perception, on emotional factors, which may or may not be based on facts. Even if most of the current conditions are favorable enough to make owners willing to list properties for sale, that won't happen if they remain uncomfortable, unsure of what's ahead."

"It's a fact that the market is improving," Walter said. "Yet recovery will be slow, until the public truly believes that fact."

FREE TO THE PUBLIC

HOME RETENTION SEMINAR (OPTIONS TO AVOID FORECLOSURE) LEARN FROM PROFESSIONALS ABOUT:

- * Housing Affordable Foreclosure Alternatives (HAFA)
- * Refinancing Options
- * Short Sales
- * Loan Modifications
- * Foreclosure Scams

Reserve a seat now at a free seminar designed to help homeowners keep their home and avoid fore-closure. The seminar, offered by the Southland Regional Association of REALTORS®, will be held from 10 a.m. to noon on Saturday, June 5, at the association's headquarters in Van Nuys, located at 7232 Balboa Blvd., just north of Sherman Way.

Real estate professionals and an array of resources will help beleaguered homeowners navigate the often treacherous waters of loan modification, cash for keys, short sale and foreclosure. For more information and to reserve a seat, contact Michelle Gerhard at 818-947-2298 or write via email to MichelleG@srar.com.

REALTORS® OPTIMISTIC ABOUT FUTURE

BY PATTI PETRALIA, PRESIDENT, SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

With the real estate market improving, three-quarters of REALTORS® are very certain they will remain active in the market and are bolstering their skills and training to better serve future clients, the 2010 National Association of Realtors Member Profile found. Only 8 percent were uncertain about their future.

The study, released last week, found that the typical NAR member has 10 years of experience while many have increased their training, Web presence and use of social media over the past year. More than half use social networking sites, up from 35 percent in 2009.

Analysis of data shows the number of active real estate licensees in the U.S. fell 7.5 percent last year from 2.0 million in 2008. The number of licensees who are not REALTORS® was 750,000 in 2009, down 14.8 percent in 2008. At the same time, NAR membership fell only 0.7 percent.

NAR President Vicki Cox Golder, of Tucson, Ariz., said these comparisons mark a sharp contrast between licensees and REALTORS®.

REALTORS® are much more likely to remain

active in the business than real estate agents or brokers who are not NAR members," she said. "REALTORS® are helped by the support and benefits they receive from NAR, as well as their local and state REALTOR® associations. Many members take advantage of down time to improve their skills and training to better serve future clients, but there also are intangible benefits that come from networking and membership in the nation's largest trade association."

In addition, many REALTORS® are diversified in their business practices. While eight in 10 members specialize in residential sales, 97 percent of REALTORS® also have secondary areas of focus. Twenty-two percent of respondents also offer commercial brokerage, 21 percent are in relocation, 18 percent residential property management, 15 percent counseling and 13 percent land development. Smaller percentages were also in commercial property management, residential appraisal, international, auction and commercial appraisal.

Although home sales rose modestly in 2009,

lower values hit the bottom line. The national median income of REALTORS® fell 3 percent to \$35,700 last year, which followed a 14 percent decline in 2008. Members licensed as brokers earned a median of \$49,100 in 2009, while sales agents earned \$26,600. REALTORS® in the business for two years or less earned a median of \$8,800, while those in the business for 16 years or more earned \$52,300.

"The longer you're in the real estate business, the more you make based on growth in referrals and repeat clients from serving their long-term interests," Golder said. "Real estate is constantly changing, which is why continuing education is so important."

A median of 20 percent of all NAR members' business is from referrals from past clients, ranging from 2 percent for newcomers in the business for two years or less, to 23 percent for respondents with at least 16 years of experience.

The survey shows the typical NAR member is 54 years old and works 40 hours per week; 57 percent are women. Women account for 51 percent of brokers and 63 percent of sales agents. Four percent of all REALTORS® are under 30 years old while another 5 percent are 30 to 34 years old; 17 percent are 65 or over.

Only 11 percent of REALTORS® work fewer than 20 hours per week, 30 percent work 20 to 39 hours per week, and 60 percent work at least 40 hours per week.

MARK YOUR CALENDARS FOR THE SRAR REALTOR® EXPO 2010 — "THINK GLOBAL...ACT LOCAL"

Southland Regional Association of REALTORS® invites you to attend one of its most popular events. Each year our Expo grows in popularity and attendance. And with this year's focus being on such hot topics as short sales and REO Properties, the latest in Real Estate Technology, and "Doing Business with Different Cultures", we're expecting a bigger crowd than ever.

Marc Souza will be one of the key presenters and will share with you his expertise on short sales and REO properties. Marc has been active in the Real Estate profession. His experience ranges from mortgage lending to asset management and loss mitigation. He is currently the short sale manager for the REO division of Wachovia Bank. He has worked in a variety of capacities at World Bank, Wachovia and Wells Fargo. Marc's presentation will be from 9:00 A.M. to 10:30 A.M. — arrive early to secure your seat!

Mikhail Leznick will be sharing his expertise in all the latest Real Estate technology. Mikhail is the technology expert for Keller Williams Encino-Sherman Oaks. He will describe the best approach for creating a listing presentation from start to finish, utilizing all the most popular technology tools available to SRAR members. Mikhail's presentation will be from 10:30 A.M. to 12:00 P.M.

Finally, join our panel of experts who will discuss "Doing Business with Different Cultures". Each speaker on the panel will represent different cultures and share with you the things you need to know when doing business with a client of the same ethnic background. This panel is made up of some of the top leaders in the Real Estate industry:

Winnie Davis — Chinese; Harna Hartouni — Armenian and Persian; Jerry Ascensio — Hispanic; Dave Parich — Indian; Emelinda Roberts — Filipino. Not only have these panelists been involved in the Real Estate industry for many years, they have also been heavily involved with SRAR as members of various committees, the Board of Directors and one is even a past President of SRAR and REALTOR® of the Year for 2009.

This is a panel you will NOT want to miss! "Doing Business with Different Cultures" will start at 12:30 P.M. until 2:00 P.M.

The EXPO Event is free and open to everyone! While the seminars are also free, they are limited to members of SRAR only.

If you are interested in purchasing a booth for the Expo, contact Kit Young for details at 818-947-2236 or via email at kathleeny@srar.com ...but HURRY, booths are limited and are going fast!

C.A.R. CALLS FOR PASSAGE OF SB 1178

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reasoning should apply to refinanced loans. Without SB 1178's protections in place, if the borrower has any other assets, the lender can go after the borrower and demand a deficiency.

"Cash out refinances deserve more limited protections," Goddard said. "C.A.R.'s bill will extend these critical protections only to loans that refinance the existing debt as well as additional debt used to improve the property -- not for loan amounts used for other consumer expenses."

C.A.R. has rejected proposed amendments to the bill by the lending industry that would restrict the legislation from applying to loans originated prior to 2011.

"The people that really need protection are the folks who refinanced in 2005 and didn't know its effect, not the folks who will get loans next year," Goddard said. "Lenders also tried to limit the legislation so that it applied to only the paid down balance of the loan that was refinanced, which C.A.R. staunchly opposed. That wouldn't take into account 'cash out' loans where the proceeds went to improve the property, and therefore increase the property value."

BOARD OF DIRECTORS APPLICATION

Please **TYPE** in 150 words or less your **2006-2010** committee service to the Association, C.A.R. and N.A.R., real estate related community service, educational background and why you want to be a Director. This information, excluding company information, will be published as your "Candidate Biography" and as an insert with the official election ballot.

Outlined below is criteria for qualification as a Director:

SRAR Bylaws, Article X, Section 3 (g):

No person is eligible for Director who has not satisfied the following requirements prior to the date of nominations:

- 1) The individual must have been a member of the Association for at least three years immediately preceding the date of election.
- 2) The individual must have served a minimum of two years on a standing Association committee or committees and must have met the committee attendance requirements.
- 3) The individual must agree to attend any educational course or other training prescribed by the Board of Directors for all Directors. Acceptance of the office of Director will constitute the agreement by the individual. If any Director fails to satisfy these requirements after election, he or she shall not be eligible for further election to the Board of Directors until the requirements are met.
- 4) In the event of a merger, an individual's committee service with his/her former Association shall count toward the eligibility requirements.

All candidates **MUST** complete this form and submit it to the Board Nominating Committee, attention: Donna Davis, with a **RECENT** photo by **JUNE 14, 2010**.

NAME: _____
CO. NAME: _____
STREET ADDRESS: _____
CITY, ZIP CODE: _____
PHONE: (____) _____ FAX: (____) _____
E-Mail: _____
YEAR JOINED ASSOCIATION: _____

You may TYPE a summary of your service without referring to specific dates.

[illegible]

WORD TOTAL

Posting

The following Real Estate Brokers have applied for REALTOR® membership. If you have any objections to an applicant's admittance, the objection should be submitted in writing to the Membership Committee at once. In the event a qualified complaint is received, the complaint will be forwarded to the applicant and to the Chairman of the Membership Committee to ascertain that the complaint comes within the purview of the 7 point criteria established by the National Association of REALTORS®. If it does not, the complainant is notified and the applicant is admitted to membership. If it does, the Membership Committee Chairman shall appoint a panel of 3 members from the committee to interview the applicant. The Panel shall make its recommendation to the Membership Committee, which shall then forward its recommendation to the Board of Directors. If the committee recommends disapproval of the application, the Board of Directors will review the recommendation and render a final decision.

RESPONSIBLE REALTOR® APPLICANTS

FIRST POSTING

| | |
|---|--|
| Firouzman, Tomer Elite Equity Consultants, Inc. 11601 Wilshire Blvd. #500 Los Angeles, CA. 90025 | Ortiz-Wayland, Elvis A. Re/Max Time Realty 10535 Foothill Blvd., Ste. 100 Rancho Cucamonga, CA. 91730 |
| Homan, William Eugene William Eugene Homan 29084 Lily Glen Canyon Country, CA. 91387 | Schultz, Perry Antony City Lights Financial Express, Inc. 29134 Roadside Dr. #106 Agoura Hills, CA. 91301 |
| Mazzie, Toby James Toby Mazzie 1711 N. Spring Street Los Angeles, CA. 90012 | Vivante, Robert J. Action Loan Funding 16501 Ventura Blvd. Suite 610 Encino, CA. 91436 |

SECOND POSTING

| | |
|---|--|
| Nowroozzadeh, Maryam Metropolitan Properties, Inc. 15720 Ventura Blvd., #415 Encino, CA. 91436 | Salvador, Alex T. Star Realty Services 21000 Devonshire St., Ste. 201 Chatsworth, CA. 91311 |
| Olivas, Armando Navistar Real Estate 8301 Florence Ave., Ste. 203A Downey, CA. 90240 | Straw, Kenneth Joe Realty Benefit 22691 Lambert St., Ste. 502 Lake Forest, CA. 92630 |
| Salimi, Mohammad Ali Mohammad Ali Salimi 6150 Canoga Ave. #328 Woodland Hills, CA. 91367 | |

REALTOR® APPLICANTS

| | |
|---|---|
| Arnaldes, Avigail / Keller Williams / Calabasas | Isbell, Janine Lynn / Prudential California Realty / Chatsworth |
| Arutyunyan, Stephan / Titus Realty, Inc. / Glendale | Iso, Christine / Keller Williams Commercial / Studio City |
| Baca, Yazmani / Golden Oak Realty / Santa Clarita | Kessler, Debby Lynn / Keller Williams R.R. Gable / Northridge |
| Bates, Thomas Neal / Zip Realty, Inc. / Emeryville | Koshet, Michael Ben / Keller Williams / Studio City |
| Beck, Debora / ERA Cusick Realty / Ventura | Luzinda, Juliet Annette / Coldwell Banker Greater Valleys / Granada Hills |
| Brooks, Jonathan Burton / Action Loan Funding / Encino | Markarian, Artour Mathew / Dilbeck Real Estate / La Cananda Flintridge |
| Chilingaryan, Petros / Real Estate By Raymond / Granada Hills | Meyers, Janet / Allied Realty Services / Chatsworth |
| Contreras, Susan / SCV Home Buyer / Valencia | Nugent, Yukie / Re/Max Life Styles / West Hills |
| Crispino, Michael / Trademark Properties, Inc. / Valencia | Olsen, David Brian / Ewing Realty Group, Inc. / Calabasas |
| De Quiros, Francis Bolina / Get Assured, Inc. / Burbank | Patel, Sonalben R. / Keller Williams Encino-Sherman Oaks / Encino |
| Douglas, Ronald / John Aaroe Group / Sherman Oaks | Rocco, Nicholas / Keller Williams VIP Properties / Valencia |
| Dugum, Ramzi / Century 21 All Moves / Granada Hills | Rubinstein, Marian Ruth / Keller Williams Realty / Calabasas |
| Eliszewski, Tina Nichole / Pinnacle Estate Properties / Northridge | Sanchez, Santiago Reytez / Rodeo Realty / Woodland Hills |
| Gonzalez, Herbert Noel / Zip Realty, Inc. / Emeryville | Schindelheim, Jean A. / Troop Real Estate / Valencia |
| Gonzalez Jr., Froylan Orozco / Pantera R.E., Inc. / Northridge | Sforza, June L. / SCV Home Buyer / Valencia |
| Gonzalves, Lolita Reyes / Ryse Real Estate / Northridge | Shamaoun, Soumia Najjar / Dilbeck Realtors / Valencia |
| Gould, Kathy / Realty Executives / Newhall | Shrewsbury, Jeffrey James / Dilbeck GMAC Real Estate / Valencia |
| Haffey, Shane / Intero Real Estate Services of Santa Clarita / Valencia | Spiess Jr., Raymond Eric / Keller Williams / Encino |
| Hernandez, Mario Albert / Realty Executives / Chatsworth | Tal, Ella / Century 21 The Elite Group / Simi Valley |
| Hernandez, Cindy / Tandem Mortgage, Inc. / Northridge | Valinotti, Theresa Lynn / Zip Realty, Inc. / Emeryville |
| Ignacio, Josie / Re-Max Life Styles / West Hills | Yim, Kimly Yip / Prudential California Realty / Valencia |

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR APRIL

| ACTIVE INVENTORY | EN | ES | CS | WN | WS | SFV TOTAL | EXT | TOTAL |
|---|---------|---------|---------|---------|---------|-----------|---------|-----------|
| New Listings | 205 | 259 | 150 | 250 | 266 | 1,130 | 532 | 1,662 |
| Total Active Listings | 353 | 508 | 370 | 501 | 588 | 2,320 | 1,550 | 3,870 |
| Average Days on Market | 95 | 86 | 108 | 85 | 101 | 94 | 111 | 101 |
| Average List Price in Thousands | 306.9 | 775.3 | 1,023.4 | 581.2 | 1,118.5 | 788.7 | 719.0 | 760.8 |
| Median List Price in Thousands | 285.0 | 619.0 | 599.0 | 479.9 | 650.0 | 499.9 | 379.9 | 459.0 |
| BOMS | 5 | 12 | 2 | 16 | 22 | 57 | 49 | 106 |
| Average BOM Price in Thousands | 278.3 | 500.8 | 682.0 | 440.2 | 605.9 | 511.2 | 575.8 | 541.1 |
| BOM to Sale Ratio | 4.0 | 9.5 | 2.1 | 10.7 | 15.0 | 8.9 | 18.8 | 11.7 |
| Expirations | 17 | 22 | 24 | 22 | 28 | 113 | 68 | 181 |
| PENDING SALES | | | | | | | | |
| New Escrows Opened | 208 | 182 | 150 | 205 | 233 | 978 | 428 | 1,406 |
| Total YTD Escrows Opened | 637 | 599 | 439 | 657 | 736 | 3,068 | 1,320 | 4,388 |
| New Open Escrows Average Days on Market | 57 | 51 | 73 | 60 | 67 | 61 | 67 | 63 |
| New Open Escrows Average List Price | 276.1 | 557.3 | 545.7 | 474.7 | 592.3 | 486.7 | 412.9 | 464.3 |
| CLOSED SALES: | | | | | | | | |
| New Escrows Closed | 125 | 126 | 96 | 150 | 147 | 644 | 261 | 905 |
| Total YTD Escrows Closed | 455 | 430 | 309 | 461 | 529 | 2,184 | 900 | 3,084 |
| Volume of New Sales Dollars in Millions | 34,359 | 77,170 | 51,378 | 69,336 | 89,093 | 321,336 | 120,266 | 441,602 |
| Volume of total YTD Sales in Millions | 123,602 | 252,062 | 166,855 | 212,999 | 333,255 | 1,088,773 | 420,226 | 1,508,999 |
| Average Sale price in Thousands | 274.9 | 612.5 | 535.2 | 462.2 | 606.1 | 499.0 | 460.8 | 488.0 |
| Median Sale Price in Thousands | 280.0 | 485.0 | 361.0 | 405.0 | 480.0 | 379.0 | 366.0 | 378.0 |
| Coop Sales | 93 | 104 | 74 | 116 | 125 | 512 | 216 | 728 |
| Percent of Coop Sales | 74.4 | 82.5 | 77.1 | 77.3 | 85.0 | 79.5 | 82.8 | 80.4 |
| Average Days on Market | 114 | 108 | 117 | 90 | 113 | 108 | 131 | 114 |
| Sales at List Price | 84 | 63 | 42 | 83 | 80 | 352 | 126 | 478 |
| Percent of Sales at List Price | 67.2 | 50.0 | 43.8 | 55.3 | 54.4 | 54.7 | 48.3 | 52.8 |
| Sales to Listing Inventory Ratio | 35.4 | 24.8 | 25.9 | 29.9 | 25.0 | 27.8 | 16.8 | 23.4 |
| Final Sale to New Listing Ratio | 61.0 | 48.6 | 64.0 | 60.0 | 55.3 | 57.0 | 49.1 | 54.5 |

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR APRIL

| ACTIVE INVENTORY | EN | ES | CS | WN | WS | SFV TOTAL | EXT | TOTAL |
|---|--------|--------|--------|--------|--------|-----------|--------|---------|
| New Listings | 62 | 127 | 72 | 59 | 76 | 396 | 154 | 550 |
| Total Active Listings | 131 | 273 | 149 | 112 | 152 | 817 | 397 | 1,214 |
| Average Days on Market | 104 | 96 | 123 | 94 | 93 | 101 | 110 | 104 |
| Average List Price in Thousands | 176.8 | 391.7 | 331.4 | 299.5 | 331.4 | 322.4 | 396.4 | 346.6 |
| Median List Price in Thousands | 150.0 | 385.0 | 239.9 | 297.0 | 250.0 | 282.0 | 330.0 | 299.0 |
| BOMS | 6 | 9 | 4 | 4 | 6 | 29 | 6 | 35 |
| Average BOM Price in Thousands | 256.2 | 296.4 | 161.5 | 211.5 | 273.5 | 253.0 | 269.1 | 255.8 |
| BOM to Sale Ratio | 16.2 | 11.5 | 14.3 | 12.9 | 14.0 | 13.4 | 9.1 | 12.4 |
| Expirations | 2 | 9 | 2 | 6 | 8 | 27 | 14 | 41 |
| PENDING SALES | | | | | | | | |
| New Escrows Opened | 77 | 115 | 67 | 62 | 78 | 399 | 124 | 523 |
| Total YTD Escrows Opened | 236 | 354 | 214 | 189 | 238 | 1,231 | 392 | 1,623 |
| New Open Escrows Average Days on Market | 57 | 62 | 94 | 77 | 84 | 73 | 76 | 74 |
| New Open Escrows Average List Price | 171.5 | 344.7 | 213.6 | 247.4 | 262.6 | 258.1 | 326.8 | 274.4 |
| CLOSED SALES: | | | | | | | | |
| New Escrows Closed | 37 | 78 | 28 | 31 | 43 | 217 | 66 | 283 |
| Total YTD Escrows Closed | 151 | 252 | 141 | 125 | 156 | 825 | 234 | 1,059 |
| Volume of New Sales Dollars in Millions | 6,979 | 29,920 | 6,807 | 8,466 | 10,359 | 62,531 | 22,796 | 85,327 |
| Volume of total YTD Sales in Millions | 26,387 | 91,384 | 33,903 | 31,504 | 36,340 | 219,519 | 74,259 | 293,779 |
| Average Sale price in Thousands | 188.6 | 383.6 | 243.1 | 273.1 | 240.9 | 288.2 | 345.4 | 301.5 |
| Median Sale Price in Thousands | 155.0 | 380.0 | 210.0 | 285.0 | 240.0 | 250.0 | 325.0 | 275.0 |
| Coop Sales | 34 | 61 | 26 | 22 | 35 | 178 | 57 | 235 |
| Percent of Coop Sales | 91.9 | 78.2 | 92.9 | 71.0 | 81.4 | 82.0 | 86.4 | 83.0 |
| Average Days on Market | 136 | 118 | 133 | 122 | 111 | 122 | 137 | 126 |
| Sales at List Price | 27 | 39 | 15 | 17 | 25 | 123 | 31 | 154 |
| Percent of Sales at List Price | 73.0 | 50.0 | 53.6 | 54.8 | 58.1 | 56.7 | 47.0 | 54.4 |
| Sales to Listing Inventory Ratio | 28.2 | 28.6 | 18.8 | 27.7 | 28.3 | 26.6 | 16.6 | 23.3 |
| Final Sale to New Listing Ratio | 59.7 | 61.4 | 38.9 | 52.5 | 56.6 | 54.8 | 42.9 | 51.5 |

APRIL 2010

SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED

2,212

RESIDENTIAL PROP.
ESCROW OPENED

1,929

RESIDENTIAL PROP.
ESCROW CLOSED

1,188

ACTIVE INVENTORY:

| | EN | ES | CS | WN | WS | SFV TOT | EXT | TOTAL |
|---------------------------------|-------|-------|-------|-------|-------|---------|-------|-------|
| NEW LISTINGS | 267 | 386 | 222 | 309 | 342 | 1,526 | 686 | 2,212 |
| TOTAL ACTIVE LISTINGS | 484 | 781 | 519 | 613 | 740 | 3,137 | 1,947 | 5,084 |
| AVERAGE DAYS ON MARKET | 97 | 89 | 112 | 87 | 99 | 96 | 111 | 102 |
| AVERAGE LIST PRICE IN THOUSANDS | 271.7 | 641.2 | 824.7 | 529.8 | 956.8 | 667.2 | 653.2 | 661.9 |
| MEDIAN LIST PRICE IN THOUSANDS | 255.0 | 480.0 | 439.0 | 449.0 | 549.0 | 429.0 | 365.0 | 400.0 |
| BOMS | 11 | 21 | 6 | 20 | 28 | 86 | 55 | 141 |
| AVERAGE BOM PRICE IN THOUSANDS | 266.3 | 413.2 | 335.0 | 394.5 | 534.7 | 424.1 | 542.4 | 470.3 |
| BOM TO SALE RATIO | 6.8 | 10.3 | 4.8 | 11.0 | 14.7 | 10.0 | 16.8 | 11.9 |
| EXPIRATIONS | 19 | 31 | 26 | 28 | 36 | 140 | 82 | 222 |

PENDING SALES:

| | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|
| NEW ESCROWS OPENED | 285 | 297 | 217 | 267 | 311 | 1,377 | 552 | 1,929 |
| TOTAL YTD ESCROWS OPENED | 873 | 953 | 653 | 846 | 974 | 4,299 | 1,712 | 6,011 |
| NEW OPEN ESCROWS AVERAGE DAYS ON MARKET | 57 | 55 | 79 | 64 | 71 | 65 | 69 | 66 |
| NEW OPEN ESCROWS AVERAGE LIST PRICE | 247.8 | 475.0 | 443.2 | 421.9 | 509.6 | 420.5 | 393.5 | 412.8 |

CLOSED SALES:

| | | | | | | | | |
|--|---------|---------|---------|---------|---------|-----------|---------|-----------|
| NEW ESCROWS CLOSED | 162 | 204 | 124 | 181 | 190 | 861 | 327 | 1,188 |
| TOTAL YTD ESCROWS CLOSED | 606 | 682 | 450 | 586 | 685 | 3,009 | 1,134 | 4,143 |
| VOLUME OF NEW SALE DOLLARS IN MILLIONS | 41.338 | 107.090 | 58.185 | 77.803 | 99.452 | 383.868 | 143.062 | 526.929 |
| VOLUME OF TOTAL YTD SALES IN MILLIONS | 149.989 | 343.447 | 200.759 | 244.503 | 369.595 | 1,308.293 | 494.485 | 1,802.778 |
| AVERAGE SALE PRICE IN THOUSANDS | 255.2 | 525.0 | 469.2 | 429.8 | 523.4 | 445.8 | 437.5 | 443.5 |
| MEDIAN SALE PRICE IN THOUSANDS | 259.9 | 415.0 | 350.0 | 382.5 | 412.0 | 359.0 | 350.0 | 359.0 |
| COOP SALES | 127 | 165 | 100 | 138 | 160 | 690 | 273 | 963 |
| PERCENT OF COOP SALES | 78.4 | 80.9 | 80.6 | 76.2 | 84.2 | 80.1 | 83.5 | 81.1 |
| AVERAGE DAYS ON MARKET | 119 | 112 | 121 | 95 | 113 | 111 | 132 | 117 |
| SALES AT LIST PRICE | 111 | 102 | 57 | 100 | 105 | 475 | 157 | 632 |
| PERCENT OF SALES AT LIST PRICE | 68.5 | 50.0 | 46.0 | 55.2 | 55.3 | 55.2 | 48.0 | 53.2 |
| SALES TO LISTING INVENTORY RATIO | 33.5 | 26.1 | 23.9 | 29.5 | 25.7 | 27.4 | 16.8 | 23.4 |
| FINAL SALE TO NEW LISTING RATIO | 60.7 | 52.8 | 55.9 | 58.6 | 55.6 | 56.4 | 47.7 | 53.7 |

SELLING PRICE RANGE:

| Selling Time | | | | | | |
|------------------------|-----|------|------|-----|--------|------|
| | 129 | 164 | 30 | 21 | 51532 | 22.9 |
| LESS THAN 100,000 | 70 | 36 | 7 | 3 | 17900 | 8.9 |
| 100,000 TO 109,999 | 89 | 48 | 13 | 8 | 15862 | 7.5 |
| 110,000 TO 119,999 | 73 | 101 | 30 | 15 | 10604 | 4.8 |
| 120,000 TO 139,999 | 67 | 156 | 33 | 12 | 9668 | 1.9 |
| 140,000 TO 159,999 | 121 | 120 | 28 | 17 | 31373 | 10.9 |
| 160,000 TO 179,999 | 69 | 139 | 40 | 15 | 554 | 2.2 |
| 180,000 TO 199,999 | 65 | 292 | 103 | 52 | 28486 | 3.6 |
| 200,000 TO 249,999 | 50 | 430 | 121 | 53 | 4499 | .6 |
| 250,000 TO 299,999 | 60 | 388 | 159 | 69 | 44784 | 1.1 |
| 300,000 TO 349,999 | 49 | 419 | 146 | 64 | 6692 | 1.0 |
| 350,000 TO 399,999 | 42 | 289 | 97 | 49 | 8282 | 1.5 |
| 400,000 TO 449,999 | 44 | 276 | 44 | 28 | 14013 | 4.6 |
| 450,000 TO 499,999 | 73 | 184 | 68 | 48 | 36965 | 4.7 |
| 500,000 TO 549,999 | 71 | 212 | 51 | 29 | 33999 | 4.8 |
| 550,000 TO 599,999 | 72 | 262 | 71 | 54 | 34105 | 4.3 |
| 600,000 TO 699,999 | 78 | 215 | 34 | 22 | 28635 | 2.9 |
| 700,000 TO 799,999 | 47 | 166 | 28 | 17 | 26104 | 2.1 |
| 800,000 TO 899,999 | 76 | 119 | 14 | 10 | 95996 | 8.6 |
| 900,000 TO 999,999 | 109 | 433 | 62 | 53 | 179342 | 10.9 |
| 1,000,000 TO 1,999,999 | 181 | 234 | 9 | 9 | 478011 | 15.4 |
| MORE THAN 2,000,000 | 66 | 4683 | 1188 | 648 | 36585 | 3.3 |
| TOTALS | | | | | | |

LISTINGS

8,053

2010 RMLS TOTAL - \$ VOLUME

\$1,802,778,000

SALES

4,154

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTH AND REGIONAL
ASSOCIATION OF REALTORS, INC.

SAN FERNANDO VALLEY
COMPARABLE SALES ANALYSIS 2005 - 2010
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

| | 2005 | | | | 2006 | | | | 2007 | | | | 2008 | | | | 2009 | | | | 2010 | | | |
|-----------------------|--------|--------|------------------|--------------------------|--------|--------|------------------|--------------------------|--------|--------|------------------|--------------------------|--------|--------|------------------|--------------------------|--------|--------|------------------|--------------------------|-------|-------|---------------|--------------------------|
| | LIST | SALES | \$ VOL MIL | % SALES TO LIST | LIST | SALES | \$ VOL MIL | % SALES TO LIST | LIST | SALES | \$ VOL MIL | % SALES TO LIST | LIST | SALES | \$ VOL MIL | % SALES TO LIST | LIST | SALES | \$ VOL MIL | % SALES TO LIST | LIST | SALES | \$ VOL MIL | % SALES TO LIST |
| JAN | 1,678 | 1,292 | 683.1 | 77.0 | 2346 | 895 | 560.0 | 38.2 | 2595 | 882 | 594.2 | 34 | 2335 | 574 | 329.3 | 19.6 | 2084 | 964 | 357.7 | 46.3 | 1,830 | 963 | 410 | 52.6 |
| FEB | 1,578 | 1,254 | 657.5 | 79.5 | 2373 | 971 | 602.1 | 40.9 | 2421 | 893 | 581.8 | 36.9 | 2633 | 654 | 405.7 | 24.8 | 1178 | 876 | 330.5 | 49.4 | 1,780 | 872 | 349.7 | 49 |
| MAR | 1,993 | 1,763 | 972.3 | 88.5 | 2818 | 1487 | 976.8 | 52.8 | 3521 | 1318 | 848.1 | 37.4 | 2878 | 792 | 429.0 | 27.5 | 2004 | 1,148 | 428.6 | 57.3 | 2,251 | 1,131 | 523.3 | 50.7 |
| APR | 2,160 | 1,772 | 998.2 | 79.7 | 2465 | 1441 | 911.4 | 53.5 | 3205 | 761 | 519.5 | 23.7 | 2949 | 983 | 538.1 | 33.3 | 1956 | 1275 | 487.5 | 65.2 | 2,212 | 1,188 | 526.9 | 53.7 |
| MAY | 2,134 | 1,676 | 1,018.2 | 78.5 | 3185 | 1434 | 903.9 | 45.0 | 3493 | 1151 | 804.7 | 33 | 2629 | 1165 | 626.4 | 44.3 | 1,855 | 1,300 | 530.1 | 63.7 | | | | |
| JUNE | 2,504 | 1,853 | 1,130 | 74.0 | 3111 | 1407 | 948.7 | 45.2 | 3163 | 1234 | 870 | 39 | 1549 | 1182 | 616.7 | 43.2 | 1,328 | 1,410 | 612 | 73.1 | | | | |
| JUL | 2,337 | 1780 | 1,132 | 74.3 | 2899 | 1322 | 825.1 | 45.6 | 3247 | 1157 | 835.7 | 35.6 | 2731 | 1263 | 672.9 | 46.2 | 1,322 | 1,322 | 581.7 | 68.8 | | | | |
| AUG | 2,764 | 1,830 | 1,166 | 66.2 | 3037 | 1256 | 816.4 | 41.8 | 3480 | 1057 | 767.0 | 30.4 | 2518 | 1181 | 594.7 | 46.9 | 1,820 | 1,259 | 553.7 | 63.2 | | | | |
| SEPT | 2,675 | 1,757 | 1,110 | 65.7 | 2807 | 1284 | 783.8 | 45.7 | 2753 | 796 | 506.3 | 26.7 | 2423 | 1181 | 533.4 | 48.7 | 1,751 | 1,205 | 548.1 | 63.6 | | | | |
| OCT | 2,416 | 1,529 | 964.2 | 63.3 | 2682 | 1194 | 756.7 | 44.5 | 2925 | 666 | 444.2 | 22.8 | 2389 | 1321 | 601.7 | 55.3 | 1,794 | 1,243 | 527.5 | 63.3 | | | | |
| NOV | 2,131 | 1,510 | 956.8 | 70.9 | 1948 | 1195 | 756.5 | 61.5 | 2342 | 701 | 438.4 | 29.9 | 1770 | 1121 | 470.9 | 63.3 | 1,505 | 1,095 | 452.1 | 72.8 | | | | |
| DEC | 1252 | 1354 | 863.9 | 108.1 | 1355 | 1263 | 812.3 | 93.2 | 1691 | 710 | 440.1 | 42 | 1483 | 1241 | 497.5 | 83.7 | 1,327 | 1,174 | 549.1 | 88.5 | | | | |
| TOTAL | 25,682 | 19,020 | 11,486.7 | 75.4 | 91,081 | 15,189 | 9,653 | 48.9 | 94,836 | 11,266 | 7,654.1 | 32.6 | 28,887 | 12,658 | 6,320.3 | 44.7 | 21,114 | 14,271 | 5,953.6 | 66.6 | | | | |
| AVG. SALE PRICE | | | \$603,927 | | | | \$635,578 | | | | \$679,398 | | | | \$499,313 | | | | \$417,181 | | | | | |

APRIL 2010

RESIDENTIAL
PROPERTIES LISTED
553RESIDENTIAL PROP.
ESCROW OPENED
603RESIDENTIAL PROP.
ESCROW CLOSED
328

SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

| | AC | ADUL | CC | CA | NE | SAU | SR | VAL | SCV TOTAL | EXT | TOTAL |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-----------|-------|-------|
| NEW LISTINGS | 16 | 11 | 120 | 27 | 52 | 70 | 25 | 123 | 444 | 109 | 553 |
| TOTAL ACTIVE LISTINGS | 43 | 35 | 216 | 79 | 123 | 145 | 49 | 219 | 909 | 290 | 1,199 |
| AVERAGE DAYS ON MARKET | 100 | 104 | 104 | 111 | 121 | 86 | 120 | 88 | 101 | 115 | 104 |
| AVERAGE LIST PRICE IN THOUSANDS | 569.4 | 709.2 | 411.2 | 487.4 | 508.4 | 414.8 | 578.4 | 570.5 | 497.9 | 365.3 | 465.8 |
| MEDIAN LIST PRICE IN THOUSANDS | 479.5 | 649.0 | 329.0 | 399.0 | 377.0 | 400.0 | 575.0 | 449.9 | 405.0 | 250.0 | 375.0 |
| BOMS | 1 | 1 | 9 | 1 | 3 | 3 | 0 | 3 | 21 | 6 | 27 |
| AVERAGE BOM PRICE IN THOUSANDS | 549.0 | 545.0 | 362.9 | 289.0 | 254.6 | 371.0 | 0 | 283.0 | 351.2 | 355.8 | 352.2 |
| BOM TO SALE RATIO | 33.3 | 33.3 | 12.7 | 4.3 | 12.5 | 81 | 4.3 | 3.5 | 7.9 | 9.7 | 8.2 |
| EXPIRATIONS | 1 | 3 | 8 | 0 | 4 | 6 | 2 | 7 | 31 | 11 | 42 |

PENDING SALES:

| | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| NEW ESCROWS OPENED | 7 | 7 | 127 | 36 | 47 | 79 | 34 | 152 | 489 | 114 | 603 |
| TOTAL YTD ESCROWS OPENED | 23 | 21 | 386 | 122 | 139 | 248 | 88 | 410 | 1,437 | 332 | 1,769 |
| NEW OPEN ESCROWS AVERAGE DAYS ON MARKET | 98 | 54 | 64 | 78 | 75 | 93 | 82 | 69 | 74 | 76 | 74 |
| NEW OPEN ESCROWS AVERAGE LIST PRICE | 323.3 | 539.4 | 305.8 | 402.3 | 307.5 | 342.3 | 446.9 | 439.3 | 373.9 | 242.6 | 349.1 |

CLOSED SALES:

| | | | | | | | | | | | |
|--|-------|-------|--------|--------|--------|--------|--------|---------|---------|--------|---------|
| NEW ESCROWS CLOSED | 3 | 3 | 71 | 23 | 24 | 37 | 19 | 86 | 266 | 62 | 328 |
| TOTAL YTD ESCROWS CLOSED | 15 | 18 | 257 | 83 | 96 | 158 | 55 | 259 | 941 | 208 | 1,149 |
| VOLUME OF NEW SALE DOLLARS IN MILLIONS | 1.240 | 1.463 | 20.039 | 8.622 | 8.314 | 14.498 | 8.679 | 40.751 | 103.555 | 14.576 | 118.131 |
| VOLUME OF TOTAL YTD SALES IN MILLIONS | 6.015 | 8.834 | 81.006 | 31.112 | 32.532 | 60.292 | 28.490 | 113.269 | 361.550 | 50.292 | 411.842 |
| AVERAGE SALE PRICE IN THOUSANDS | 413.2 | 487.8 | 282.2 | 374.9 | 346.4 | 391.8 | 454.2 | 473.8 | 389.3 | 235.1 | 360.2 |
| MEDIAN SALE PRICE IN THOUSANDS | 444.5 | 420.0 | 266.0 | 390.0 | 339.0 | 375.0 | 425.0 | 417.0 | 375.0 | 170.0 | 350.0 |
| COOP SALES | 3 | 2 | 57 | 22 | 23 | 31 | 14 | 66 | 218 | 46 | 264 |
| PERCENT OF COOP SALES | 100.0 | 66.7 | 80.3 | 95.7 | 95.8 | 83.8 | 73.7 | 76.7 | 82.0 | 74.2 | 80.5 |
| AVERAGE DAYS ON MARKET | 136 | 154 | 106 | 119 | 123 | 106 | 160 | 102 | 112 | 123 | 114 |
| SALES AT LIST PRICE | 1 | 0 | 46 | 15 | 15 | 22 | 11 | 40 | 150 | 32 | 182 |
| PERCENT OF SALES AT LIST PRICE | 33.3 | 0 | 64.8 | 65.2 | 62.5 | 59.5 | 57.9 | 46.5 | 56.4 | 51.6 | 55.5 |
| SALES TO LISTING INVENTORY RATIO | 7.0 | 8.6 | 32.9 | 29.1 | 19.5 | 25.5 | 38.8 | 39.3 | 29.3 | 21.4 | 27.4 |
| FINAL SALE TO NEW LISTING RATIO | 18.8 | 27.3 | 59.2 | 85.2 | 46.2 | 52.9 | 76.0 | 69.9 | 59.9 | 56.9 | 59.3 |

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

| | AVG. SELL TIME | ACTIVE NO. LISTINGS | TOTAL #SOLD | REDUCE \$ | \$ AVERAGE PRICE REDUCTION % |
|------------------------|----------------|---------------------|-------------|-----------|------------------------------|
| SELLING PRICE RANGE: | | | | | |
| LESS THAN 100,000 | 49 | 27 | 21 | 12 | 43832 |
| 100,000 TO 109,999 | 27 | 2 | 2 | 1 | 500 |
| 110,000 TO 119,999 | 38 | 11 | 6 | 1 | 3200 |
| 120,000 TO 139,999 | 70 | 30 | 9 | 4 | 12757 |
| 140,000 TO 159,999 | 83 | 37 | 14 | 5 | 3638 |
| 160,000 TO 179,999 | 114 | 36 | 11 | 5 | 9922 |
| 180,000 TO 199,999 | 68 | 32 | 11 | 5 | 11456 |
| 200,000 TO 249,999 | 51 | 75 | 27 | 11 | 40 |
| 250,000 TO 299,999 | 104 | 105 | 24 | 16 | 26079 |
| 300,000 TO 349,999 | 82 | 118 | 37 | 21 | 11192 |
| 350,000 TO 399,999 | 58 | 95 | 39 | 15 | 10101 |
| 400,000 TO 449,999 | 74 | 101 | 43 | 20 | 7675 |
| 450,000 TO 499,999 | 55 | 98 | 27 | 17 | 22925 |
| 500,000 TO 549,999 | 34 | 56 | 16 | 8 | 8479 |
| 550,000 TO 599,999 | 44 | 41 | 8 | 5 | 19857 |
| 600,000 TO 699,999 | 84 | 58 | 13 | 12 | 40121 |
| 700,000 TO 799,999 | 57 | 37 | 8 | 4 | 12886 |
| 800,000 TO 899,999 | 89 | 27 | 5 | 4 | 38600 |
| 900,000 TO 999,999 | 71 | 13 | 4 | 2 | 25642 |
| 1,000,000 TO 1,999,999 | 129 | 57 | 3 | 3 | 259015 |
| MORE THAN 2,000,000 | 0 | 15 | 0 | 0 | N/A |
| TOTALS | 69 | 1077 | 328 | 171 | 17655 |

LISTINGS

2010 RMLS TOTAL - VOLUME

\$411,842,000

SALES

1,154

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHERN REGIONAL
ASSOCIATION OF REALTORS, INC.

SANTA CLARITA VALLEY
COMPARABLE SALES ANALYSIS 2005 - 2010
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

| | 2005 | | | | 2006 | | | | 2007 | | | | 2008 | | | | 2009 | | | | 2010 | | | |
|-----------------|------|-----------|-------------|-----------------|--------|-----------|-------------|-----------------|--------|-----------|-------------|-----------------|------|-----------|-------------|-----------------|-------|-----------|-------------|-----------------|------|-------|-------------|-----------------|
| | LIST | SALES | \$ VOL MIL. | % SALES TO LIST | LIST | SALES | \$ VOL MIL. | % SALES TO LIST | LIST | SALES | \$ VOL MIL. | % SALES TO LIST | LIST | SALES | \$ VOL MIL. | % SALES TO LIST | LIST | SALES | \$ VOL MIL. | % SALES TO LIST | LIST | SALES | \$ VOL MIL. | % SALES TO LIST |
| JAN | 544 | 345 | 153.5 | 68.4 | 809 | 321 | 174.6 | 42.3 | 862 | 322 | 164.0 | 57.4 | 822 | 181 | 79.1 | 22 | 574 | 263 | 66.3 | 45.8 | 476 | 231 | 82.7 | 48.5 |
| FEB | 535 | 352 | 159.7 | 65.8 | 776 | 289 | 142.5 | 37.2 | 862 | 320 | 155.2 | 57.1 | 706 | 237 | 97.6 | 33.6 | 450 | 281 | 97.1 | 62.4 | 489 | 241 | 81.4 | 49.3 |
| MAR | 619 | 644 | 300.0 | 104.0 | 1010 | 454 | 236.7 | 45.0 | 1121 | 469 | 241.6 | 41.8 | 766 | 299 | 120.1 | 39 | 506 | 336 | 105.4 | 66.4 | 592 | 354 | 123.4 | 59.8 |
| APR | 727 | 646 | 321.2 | 88.9 | 926 | 479 | 260.2 | 51.1 | 1065 | 320 | 164.7 | 50.0 | 668 | 324 | 136.5 | 48.5 | 435 | 382 | 122.7 | 87.8 | 553 | 328 | 118.1 | 59.3 |
| MAY | 745 | 596 | 294.0 | 80.0 | 1235 | 476 | 248.4 | 38.5 | 1090 | 355 | 185.6 | 32.6 | 614 | 386 | 158.4 | 64.5 | 434 | 337 | 111.7 | 77.6 | | | | |
| JUNE | 714 | 651 | 340.5 | 91.2 | 1231 | 489 | 266.3 | 39.6 | 1098 | 377 | 207.4 | 33.9 | 642 | 391 | 162 | 60.9 | 448 | 350 | 120.9 | 78.1 | | | | |
| JUL | 785 | 624 | 322.2 | 79.5 | 1149 | 489 | 244.5 | 40.8 | 960 | 365 | 186.4 | 38.0 | 643 | 418 | 158.5 | 65.0 | 463 | 393 | 138.7 | 84.9 | | | | |
| AUG | 844 | 601 | 330.3 | 67.2 | 1123 | 483 | 251.3 | 43.0 | 1064 | 320 | 167.1 | 30.1 | 645 | 341 | 131.9 | 52.9 | 428 | 342 | 118.3 | 79.9 | | | | |
| SEPT | 831 | 536 | 309.3 | 70.5 | 959 | 445 | 224.1 | 46.4 | 793 | 225 | 111.7 | 28.4 | 625 | 342 | 138.3 | 54.7 | 413 | 308 | 107.1 | 74.6 | | | | |
| OCT | 755 | 477 | 257.2 | 63.2 | 824 | 380 | 193.6 | 46.1 | 793 | 227 | 107 | 28.6 | 634 | 371 | 137.4 | 58.5 | 469 | 334 | 117.9 | 71.2 | | | | |
| NOV | 680 | 433 | 226.0 | 63.7 | 712 | 390 | 189.2 | 53.5 | 674 | 216 | 100.2 | 32.0 | 416 | 318 | 103.5 | 76.4 | 415 | 231 | 99.5 | 67.7 | | | | |
| DEC | 396 | 415 | 216.6 | 104.8 | 423 | 372 | 200 | 87.9 | 566 | 226 | 104.6 | 39.9 | 433 | 366 | 128.5 | 84.5 | 315 | 323 | 114.0 | 92.0 | | | | |
| TOTAL | 8225 | 6323 | 3218.2 | 76.9 | 11,171 | 5,045 | 2631.4 | 45.2 | 10,948 | 3,742 | 1893.5 | 34.2 | 7614 | 3984 | 1530.8 | 55 | 5,353 | 3,930 | 1,589.6 | 73 | | | | |
| AVG. SALE PRICE | | \$508,176 | | | | \$521,586 | | | | \$506,013 | | | | \$384,236 | | | | \$340,865 | | | | | | |

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR APRIL

| ACTIVE INVENTORY | AC | ADUL | CC | CA | NE | SAU | SR | VAL | SCVTOT | EXT | TOTAL |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|
| New Listings | 16 | 11 | 72 | 26 | 28 | 54 | 17 | 89 | 313 | 101 | 414 |
| Total Active Listings | 43 | 35 | 149 | 77 | 77 | 109 | 40 | 162 | 692 | 264 | 956 |
| Average Days on Market | 100 | 104 | 104 | 110 | 143 | 81 | 113 | 88 | 102 | 119 | 107 |
| Average List Price in Thousands | 569.4 | 709.2 | 506.7 | 491.8 | 696.3 | 468.8 | 643.0 | 656.3 | 576.1 | 373.9 | 520.3 |
| Median List Price in Thousands | 479.5 | 649.0 | 379.9 | 399.0 | 499.0 | 429.9 | 614.9 | 499.0 | 454.9 | 249.9 | 424.9 |
| BOMS | 1 | 1 | 6 | 1 | 2 | 2 | 0 | 2 | 15 | 6 | 21 |
| Average BOM Price in Thousands | 549.0 | 545.0 | 434.0 | 289.0 | 292.5 | 409.0 | 0 | 360.0 | 407.3 | 355.8 | 392.6 |
| BOM to Sale Ratio | 33.3 | 33.3 | 13.3 | 5.0 | 14.3 | 6.7 | 0 | 3.2 | 7.8 | 10.2 | 8.4 |
| Expirations | 1 | 3 | 5 | 0 | 2 | 6 | 2 | 6 | 25 | 10 | 35 |

PENDING SALES

| | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| New Escrows Opened | 7 | 6 | 79 | 34 | 23 | 49 | 20 | 108 | 326 | 100 | 426 |
| Total YTD Escrows Opened | 23 | 19 | 237 | 118 | 75 | 179 | 54 | 275 | 980 | 299 | 1,279 |
| New Open Escrows Average Days on Market | 98 | 33 | 71 | 81 | 108 | 82 | 89 | 71 | 77 | 73 | 76 |
| New Open Escrows Average List Price | 323.3 | 539.3 | 384.3 | 406.5 | 415.4 | 405.9 | 565.2 | 508.2 | 445.7 | 249.7 | 399.7 |

CLOSED SALES:

| | | | | | | | | | | | |
|---|-------|-------|--------|--------|--------|--------|--------|--------|---------|--------|---------|
| New Escrows Closed | 3 | 3 | 45 | 20 | 14 | 30 | 15 | 62 | 192 | 59 | 251 |
| Total YTD Escrows Closed | 15 | 18 | 167 | 77 | 58 | 125 | 40 | 166 | 666 | 193 | 859 |
| Volume of New Sales Dollars in Millions | 1.240 | 1.463 | 15.444 | 8.202 | 5.932 | 12.827 | 7.589 | 33.921 | 86.618 | 13.771 | 100.389 |
| Volume of total YTD Sales in Millions | 6.015 | 8.834 | 63.725 | 29.894 | 24.594 | 52.219 | 24.240 | 86.715 | 296.236 | 46.530 | 342.766 |
| Average Sale price in Thousands | 413.2 | 487.8 | 343.2 | 410.1 | 423.7 | 427.6 | 505.9 | 547.1 | 451.1 | 233.4 | 400.0 |
| Median Sale Price in Thousands | 444.5 | 420.0 | 340.0 | 404.0 | 440.0 | 390.0 | 435.0 | 465.0 | 420.0 | 164.0 | 397.0 |
| Coop Sales | 3 | 2 | 37 | 19 | 14 | 25 | 11 | 49 | 160 | 44 | 204 |
| Percent of Coop Sales | 100.0 | 66.7 | 82.2 | 95.0 | 100.0 | 83.3 | 73.3 | 79.0 | 83.3 | 74.6 | 81.3 |
| Average Days on Market | 136 | 154 | 94 | 116 | 110 | 108 | 145 | 94 | 105 | 122 | 109 |
| Sales at List Price | 1 | 0 | 28 | 14 | 8 | 19 | 7 | 28 | 105 | 31 | 136 |
| Percent of Sales at List Price | 33.3 | 0 | 62.2 | 70.0 | 57.1 | 63.3 | 46.7 | 45.2 | 54.7 | 52.5 | 54.2 |
| Sales to Listing Inventory Ratio | 7.0 | 8.6 | 30.2 | 26.0 | 18.2 | 27.5 | 37.5 | 38.3 | 27.7 | 22.3 | 26.3 |
| Final Sale to New Listing Ratio | 18.8 | 27.3 | 62.5 | 76.9 | 50.0 | 55.6 | 88.2 | 69.7 | 61.3 | 58.4 | 60.6 |

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR APRIL

| ACTIVE INVENTORY | AC | ADUL | CC | CA | NE | SAU | SR | VAL | SCVTOT | EXT | TOTAL |
|---------------------------------|----|------|-------|-------|-------|-------|-------|-------|--------|-------|-------|
| New Listings | 0 | 0 | 48 | 1 | 24 | 16 | 8 | 34 | 131 | 8 | 139 |
| Total Active Listings | 0 | 0 | 67 | 2 | 46 | 36 | 9 | 57 | 217 | 26 | 243 |
| Average Days on Market | 0 | 0 | 104 | 156 | 84 | 101 | 148 | 90 | 98 | 76 | 96 |
| Average List Price in Thousands | 0 | 0 | 198.8 | 319.5 | 210.7 | 251.3 | 291.6 | 326.8 | 248.6 | 278.1 | 251.8 |
| Median List Price in Thousands | 0 | 0 | 199.9 | 199.0 | 199.5 | 255.0 | 295.0 | 325.0 | 245.0 | 250.0 | 247.5 |
| BOMS | 0 | 0 | 3 | 0 | 1 | 1 | 0 | 1 | 6 | 0 | 6 |
| Average BOM Price in Thousands | 0 | 0 | 220.7 | 0 | 179.0 | 295.0 | 0 | 129 | 210.8 | 0 | 210.8 |
| BOM to Sale Ratio | 0 | 0 | 11.5 | 0 | 10.0 | 14.3 | 0 | 4.2 | 8.1 | 0 | 7.8 |
| Expirations | 0 | 0 | 3 | 0 | 2 | 0 | 0 | 1 | 6 | 1 | 7 |

PENDING SALES

| | | | | | | | | | | | |
|---|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| New Escrows Opened | 0 | 1 | 48 | 2 | 24 | 30 | 14 | 44 | 163 | 14 | 177 |
| Total YTD Escrows Opened | 0 | 2 | 149 | 4 | 64 | 69 | 34 | 135 | 457 | 33 | 490 |
| New Open Escrows Average Days on Market | 0 | 182 | 51 | 35 | 43 | 110 | 72 | 66 | 67 | 95 | 69 |
| New Open Escrows Average List Price | 0 | 540.0 | 176.7 | 330.0 | 204.1 | 238.4 | 277.9 | 270.1 | 230.1 | 191.9 | 227.1 |

CLOSED SALES:

| | | | | | | | | | | | |
|---|---|---|--------|-------|-------|-------|-------|--------|--------|-------|--------|
| New Escrows Closed | 0 | 0 | 26 | 3 | 10 | 7 | 4 | 24 | 74 | 3 | 77 |
| Total YTD Escrows Closed | 0 | 0 | 90 | 6 | 38 | 33 | 15 | 93 | 275 | 15 | 290 |
| Volume of New Sales Dollars in Millions | 0 | 0 | 4.595 | 420 | 2.382 | 1.671 | 1.040 | 6.829 | 16.937 | 805 | 17.742 |
| Volume of Total YTD Sales in Millions | 0 | 0 | 17.280 | 1.218 | 7.939 | 8.074 | 4.250 | 26.554 | 65.314 | 3.762 | 69.076 |
| Average Sale price in Thousands | 0 | 0 | 176.7 | 140.0 | 238.2 | 238.7 | 260.0 | 284.6 | 228.9 | 268.3 | 230.4 |
| Median Sale Price in Thousands | 0 | 0 | 159.0 | 175.0 | 200.0 | 264.0 | 255.0 | 282.0 | 221.0 | 248.0 | 225.0 |
| Coop Sales | 0 | 0 | 20 | 3 | 9 | 6 | 3 | 17 | 58 | 2 | 60 |
| Percent of Coop Sales | 0 | 0 | 76.9 | 100.0 | 90.0 | 85.7 | 75.0 | 70.8 | 78.4 | 66.7 | 77.9 |
| Average Days on Market | 0 | 0 | 129 | 139 | 141 | 97 | 219 | 121 | 130 | 146 | 131 |
| Sales at List Price | 0 | 0 | 18 | 1 | 7 | 3 | 4 | 12 | 45 | 1 | 46 |
| Percent of Sales at List Price | 0 | 0 | 69.2 | 33.3 | 70.0 | 42.9 | 100.0 | 50.0 | 60.8 | 33.3 | 59.7 |
| Sales to Listing Inventory Ratio | 0 | 0 | 38.8 | 150.0 | 21.7 | 19.4 | 44.4 | 42.1 | 34.1 | 11.5 | 31.7 |
| Final Sale to New Listing Ratio | 0 | 0 | 54.2 | 300.0 | 41.7 | 43.8 | 50.0 | 70.6 | 56.5 | 37.5 | 55.4 |

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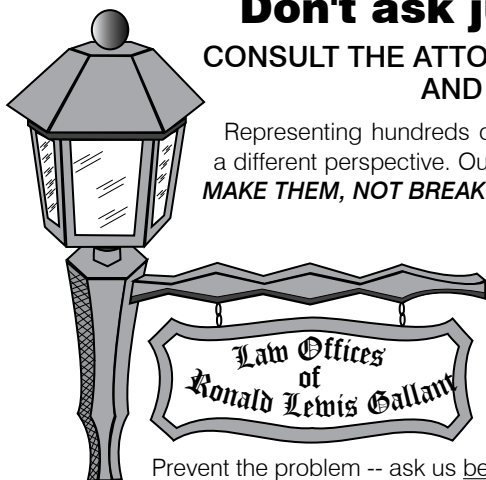
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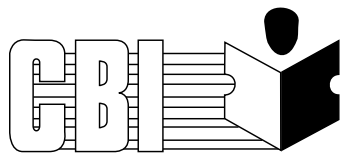
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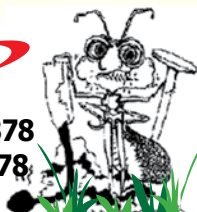
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AREA MEETING ANNOUNCEMENTS

EAST NORTH

Thursdays

Chairperson: Doc Holladay

Phone: (818) 705-7575

Location: Lulu's Restaurant - 16900 Roscoe Blvd.,
Van Nuys

Time: 8:45am

COMM. INVST. PROP.

3rd Tues of mo.

Chairperson: Brian Hatkoff, CCIM

Phone: (818) 701-7789

Web: www.c-rex.org

Time: 8:30 A.M.

Location: SRAR Auditorium-7232 Balboa Blvd.,
Van Nuys

R.E. NETWORK

Fridays (expt. holidays)

Contact For Information: Bud Mauro

Phone: (818) 349-9997

Location: El Cariso Golf Club Restaurant, "The
19th Hole". 13100 Eldridge Ave., Sylmar CA. Exit
210 Frwy at Hubbard, N. to Eldridge, E. to Golf
Club Entrance. [TG-482 D 3]

Time: 8:30 – 9:30 A.M. - EVERY FRIDAY

SCV CARAVAN

1st and 3rd Fridays

Location: Home Town Buffet- 23154 W. Valencia
Blvd., Santa Clarita Valley

Date: 1st & 3rd Friday's

Time: 8:30am

Topic: MLS Marketing Meeting

MAY 27 – Castaic - ECAS, HASC, HILC, HSHL,
LOAK, NCAS, NLAKE, PRKR, VVER

Newhall - DNEW, NEW1, NEW5, PLAC

Stevenson Ranch - SOSR, STEV

Valencia - VAL1, VALW, VSUM, VWES

JUNE 4 – Acton, Agua Dulce - AC, ADUL

Canyon Country - CAN 1, CAN2, CAN3, RBGL,
SAND

Newhall - NEW4

Saugus - BOUQ, CJRC, COPN, PLUM

Valencia - BCRO, CRSD, NBRG, NPRK, TSRO,
VALB, VALC, VALN, VLWC

OUTWEST

2nd & 4th Thurs of Mo.

Chairperson(s): Jim Bevis, Chairman

Louis Mowbray, Vice Chairman

Larry Gutierrez, Membership

Phone: Jim – (818) 522-4113

Email: jabevis@ca.rr.com

Phone: Lou – (818) 703-7209

Email: lmowbray@pacbell.net

Phone: Larry – (818) 645-8224

Location: Denny's, 8330 Topanga Cyn. Blvd.

Time: 8:30am – 10:00am

BUSINESS OPPORTUNITY

4th Tues of mo.

Chairperson(S): Harvey Osherenko

Phone: 522-7592

Location: SRAR – **Time: 9:00 A.M.**

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