

REALTOR® REPORT

August 3 - August 16, 2010

The Official Publication of Southland Regional Association of



Low Cost, Incredible Golf Course, Great Cause! pg.3

**Buyers Adjusting to the
New 'Normal' Market**
pg. 2

**Santa Clarita Valley Home Sales
Up 110% from the Bottom
of the Market**
pg. 4

**Proactive Owners Can Avoid Foreclosure,
Limit Damage**
pg. 3

Introducing
SRAR
Webinars!
pg. 3



**In Memory of
Buddy Bernard
1989 SRAR President
1923-2010**
pg. 4

BUYERS ADJUSTING TO THE NEW 'NORMAL' MARKET

The pulse of the local home resale market is growing stronger even with the continued presence of short sales and a tight inventory that restrained sales during June, the Southland Regional Association of Realtors reported.

Active listings increased slightly last month, but not enough to enlarge the supply to meet demand. A total of 649 homes sold during June, down 16.3 percent from a year ago and 4.4 percent below this May's tally. Even with the decline, the June total was a 101 percent improvement from the 323 sales posted in January 2008, the month the local market hit bottom and started to rebound.

"Buyers are slowly accepting that today's market may be with us for the foreseeable future," said Patti Petralia, president of the Southland Regional Association of Realtors. "Instead of only pursuing problem properties in pursuit of the lowest price, a growing number of buyers realize that buying from a traditional seller often offers benefits and an easier, smoother, faster transaction than a foreclosure or short sale.

"Traditional sellers must disclose flaws and make repairs while banks typically sell a property 'as is,' which leaves it to buyers to do the repair work," Petralia said. "Today's buyers understand that the lowest price is not always the best choice."

Sales of existing condominiums have rebounded even more dramatically than single-family homes. Condo sales during June hit the highest level since July 2007 with the 262 condo closed escrows up 11.0 percent from a year ago and 23.0 percent higher than this May. Condo sales have increased 150 percent from the record low of 105 sales set in January of 2008.

"Since the market hit bottom, we've seen a steady, slow increase in activity," said Jim Link, the Association's chief executive officer. "We have a long way to go with short sales still a major factor, but the pulse is getting stronger."

Link and Petralia said resale prices remain well below the record highs of the recent boom market, yet prices also are gradually climbing. "Prices are keeping up with inflation or maybe a little ahead," Link said. "Combine attractive prices with interest rates on home loans in the 4 percent range and it's easy to see why we have more buyers than we have properties to sell."

Since hitting the record low for this recession of \$339,900 in February 2009, the median has increased 13.3 percent. The median price of single-family homes sold during June was \$385,000, up 2.7 percent from a year ago.

Likewise, the condo median price of \$230,000 was up 1.8 percent from June 2009. While bouncing up and down along the way, condo resale prices have been moving higher - up 21.1 percent - since the low point of \$190,000 of January 2009.

"Too often we focus on what was lost to the economic collapse while ignoring the progress made as we recover from that historic downturn," Link said. "Owners who bought at the height of the boom market fully understand and are still suffering because of the economic collapse. Yet today's prospective buyers could benefit if they shift their focus to how much the market has recovered since hitting bottom."

A total of 3,618 properties were listed for sale throughout the San Fernando Valley at the end of June, up 7.7 percent from a year ago. Of that total, the 2,670 single family listings represented a 4.1-month supply at the current pace of sales. The condominium inventory of 948 active listings was a 3.6-month supply. Pending escrows, a measure of future resale activity, continued to fall during June with 1,083 open escrows reported at the end of the month, down 22.6 percent from a year ago.

CONSUMER PRICE INDEXES						
JUNE 2010						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		ONE MONTH ENDING
	JUN 2009	MAY 2010	JUNE 2010	MAY 2010	JUNE 2010	JUNE 2010
Los Angeles - Riverside - Orange County	223.906	226.438	225.877	1.8	0.9	-0.2



**PRESENTS
"PAPERLESS
TRANSACTIONS"
BRING YOUR REAL ESTATE
SKILLS INTO THE
21ST CENTURY**

**LEARN PAPERLESS
ELECTRONIC REAL ESTATE
AUGUST 24, 2010
12:30 P.M. - 2:30 P.M.**

**SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS
7232 Balboa Blvd.
Van Nuys, CA 91406**

THIS FREE CLASS WILL COVER:

- MAKING PDFS
- RELAY
- DIGITAL SIGNATURES
- WIRELESS TECHNOLOGY
- SCANNING, EMAILING DOCUMENTS
- AND MUCH, MUCH MORE!



**Find us on
Facebook**

facebook.com?RETech

For more information contact the Education
Department @ 818-786-2110



**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

SANTA CLARITA VALLEY HOME SALES UP 110% FROM THE BOTTOM OF THE MARKET

Traditional sales are starting to pick up as home buyers in the Santa Clarita Valley accept the current market realities and move to capture favorable prices and low interest rates, the Southland Regional Association of Realtors reported.

While some regions experienced a slowdown in sales, June activity in the Santa Clarita Valley posted increases in resales of existing single-family homes and condominiums.

A total of 208 homes changed owners, up 3.0 percent from a year ago. It was the second highest total since July of 2009, behind only the 215 sales posted this May. The 208 home sales in June were up 110 percent from the 99 sales posted in January 2008, the lowest monthly total of this economic downturn.

A total of 91 condominiums also changed owners last month, up 2.2 percent from a year ago. Condo sales have been inching toward the 100-sale benchmark since the low point of 31 closed escrows was reported in January 2008. June condo activity was nearly 200 percent above that low point.

"While they have no sense of urgency, there are a large number of buyers who want

to take advantage of today's low home prices and even lower interest rates," said Andrew Walter, president of the Association's Santa Clarita Valley Division. "The numbers of buyers we're seeing are reminiscent of what we saw in the late 90's. 'Their general feeling about the market is that it is gradually improving,' Walter said. "We are seeing more and more regular sales as prospective buyers and current owners see this as the perfect time to jump in or to move up."

The median price of homes sold last month was \$400,000, down 2.4 percent from a year ago. While 37.8 percent below the record high, the June single-family median was up 4 percent from December 2008 when the median plunged to \$385,000.

The condo median price of \$230,000 was down 1.1 percent from a year ago and off 4.2 percent from this May. It was 42.1 percent below the record high, but the June condo median has increased 15.3 percent from the record-low median price of \$199,500 reported in March 2009.

"Keeping perspective is difficult when we still have owners losing their homes and short sales remain a major part of sales," said

Jim Link, the Association's chief executive officer. "Yet, since the market hit bottom, we've seen a steady, slow increase in activity. We have a long way to go, but the pulse is getting stronger."

Link and Walter said sales would have been even higher except for an exceptionally tight inventory, which typically yields multiple offers on all properly-priced properties.

The total active inventory increased 14.6 percent during June to total of 1,021 active listings. Even with the increase, the inventory was a 3.4-month supply at the current pace of sales. A balanced market - where neither buyers nor sellers have an advantage - appears when there is a 5- to 6-month supply.

The single-family inventory of 771 listings was a 3.7-month supply while the condo supply is even tighter - a mere 250 condo listings for a 2.7-month supply at the current pace of sales. Pending escrows - a measure of future resale activity - were off 13.7 percent from a year ago. The Association reported a total of 409 open escrows at the end of June compared to 474 reported a year ago.

LOW COST, INCREDIBLE GOLF COURSE, GREAT CAUSE!

After a one-year hiatus, the Southland Regional Association of Realtors' Charity Golf Classic is back! This year's tournament will be held on Monday, Aug. 23, at Wood Ranch Golf Club, located at 301 Wood Ranch Parkway, Simi Valley.

The golf classic is the SRAR Charitable Foundation's largest fund raiser of the year, with proceeds from this year's event funding first-time home buyer grants for local police, firefighters and paramedics. This worthy program is already underway thanks to matching funds received from the California Association of Realtors' Housing Affordability Fund. (For an application and details on the grant program, go to www.SRAR.com.)

Each registration fee and sponsorship dollar provides a great day of golf, plus a tax-deductible donation, while also helping the professionals who protect and serve all residents and the community.

Thanks to the generous support of sponsors and the management of Wood Ranch Golf Club, the cost to play has been kept to a mere \$125 per golfer. That is the lowest fee for the golf classic since the mid-1990s, without compromising any of the benefits and fun! Registration includes: green fees with cart,

lunch, full dinner, on course snacks and beverages, all on-course contests, tee gifts, awards and prizes.

Wood Ranch is a private championship golf facility, generally recognized as one of the top-rated courses in Southern California. It has been the home of both Senior PGA and LPGA tour events. The prevailing guest fee at Wood Ranch with cart is \$115 so the tournament registration fee of \$125 is an absolute bargain!

Not a golfer, but would like to try it? Try the exciting "Rookie Package," which includes instruction from Wood Ranch's head golf professional. Learn the basics of the golf swing, putting and chipping in a fun, no pressure group environment. Cost for the Rookie Package is only \$50 per player and includes snacks, beverages and a full dinner.

Players and sponsors are still being accepted. Register today! A registration form can be found by visiting www.SRAR.com. No reservations will be held without full payment. For more information, contact Karen Marten at 818-947-2254 or e-mail karenm@SRAR.com. Tee time is 11 a.m. Registration opens at 9:30 a.m.



SRAR CHARITY GOLF CLASSIC PRESENTED BY

Bank of America 

Home Loans

Eagle

Spile, Siegal, Leff & Goor, LLP
Shane, DiGiuseppe & Rodgers, LLP
CRES Insurance Services

CRES Hisco

GE Security, Supra

Birdie

Daily News

Old Republic

Hole

SoCal MLS

Dee Sign Company

Nordhagen & Daughters

Altera Real Estate

PROACTIVE OWNERS CAN AVOID FORECLOSURE, LIMIT DAMAGE

BY PATTI PETRALIA, PRESIDENT, AND DAVID WALKER, SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

This is the third of three reports on the "Home Retention" seminar. Write via email, using the subject line "SRAR Home Retention Seminar," to DavidW@SRAR.com to request copies of the other installments.

Home owners facing financial troubles and possible foreclosure who are as proactive as possible may well help themselves, keep their home longer and minimize the damage to their credit.

That was the advice from an in-house attorney for a major real estate company at the Southland Regional Association of Realtors' recent seminar designed to help more than 70 attendees keep their homes.

The speakers included Zeeda Daniele, senior deputy director for the western region of Fannie Mae, Sharon Kohler, a certified instructor for short sales, and attorney Michael Kale.

"Nobody should go through this challenging process alone," said Don Bagwell, chairman of the Association's housing committee and a senior mortgage advisor. "The key is to know that you have options."

Attorney Kale urged owners to enlist the services of a Realtor who is intimately familiar with the short sale or foreclosure process and

is very current on the constantly evolving rules issued by lenders and regulators.

"Take advantage of all possible options," Kale said. "Loan modification, short sale, deed in lieu of foreclosure, bankruptcy ... anything, but don't put your head in the sand and believe foreclosure is not going to happen. The more proactive you are, the more likely you'll be able to stay in the house longer and the more likely it will be a better outcome for you."

For example, rather than be tempted to walk away if more is owned on a loan than a house is worth — an act which could have extreme repercussions, especially in light of new rules — contact the bank to see if the house could be surrendered through a "deed in lieu of foreclosure." When that procedure is used, the owner transfers ownership to the bank, which may or may not want to consider this tactic because it may or may not make sense — for either party. But a deed in lieu is an often-overlooked option.

Kale said too many people think that filing for bankruptcy protection is a quick fix. "Bankruptcy is no magic bullet," Kale said. "What it does is stop the foreclosure process, but the bank has the right to ask the

bankruptcy court to lift the stay so they can proceed with foreclosure."

If the house has equity — that is, if it is worth more than the amount owed — Kale said the court is unlikely to lift the stay, which gives the owner the benefit of the equity. In that instance, however, the owner must continue to make monthly mortgage payments or the court may order the owner to make specific minimum payments, thus protecting the equity. But if a house has no equity, the bankruptcy court is likely to allow the bank to proceed with foreclosure proceedings.

While new rules emerge regularly, here's a quick outline of the steps that go into a foreclosure, which in California can be done through the court or out of court, involving a trustee.

If an owner stops making payments on a loan, the bank will file a NOD — a notice of default. From that point, the borrower has 90 days to bring payments current or the lender would file a notice of sale, which could occur after 21 additional days.

"That's 111 days," Kale said, "after that they can sell property on the courthouse steps."

At least that used to be the shortest possible route to foreclosure, he said, until new rules were issued as a result of the economic meltdown.

Because of the financial crisis, the government added 30 days before a lender could file a NOD on a residential home.

During that time the lender had to contact the borrower by phone or in person, discuss the situation, strive for a resolution and demonstrate that they gave the owner references to a HUD-approved counseling agency.

Other programs gave owners additional time, but the reality is that the foreclosure process now takes about 151 days. However, banks are so overwhelmed, Kale said, "they are not acting quickly."

But once foreclosure occurs, he said, "if you're the owner, you need to get out of the house."

In Los Angeles, a bank cannot evict a tenant, but an owner will be given a three day notice to quit, to vacate the premises. To avoid problems, banks will give "cash for keys" — often about \$3,000 — to tenants once they physically vacate, but that won't happen for an owner.

If an owner refuses to vacate, a lock out occurs when the Sheriff posts a notice. "That's when you must be out of the house or they will literally lock you out," Kale said, urging owners to take action early in the process rather than ever letting a crisis go all the way to a lock out.

IN MEMORY OF BUDDY BERNARD

The association is deeply saddened to report the passing of SRAR past President Buddy Bernard on July 10. He was 87 years old.

Bernard first entered the real estate business in 1954 and joined the association in 1956. He became active in association affairs in 1974 when he was asked to serve on the multiple listing service committee and chair the Investment and Exchange marketing meeting. Under his leadership, that meeting grew from an attendance of less than 30 to well over 100 on a weekly basis. It was widely recognized as one of the best investment marketing meetings in the greater Los Angeles area.

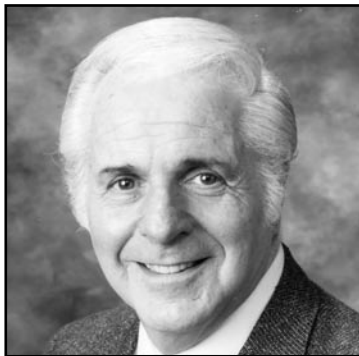
While continuing to chair that meeting, Buddy also served on the Marketing Committee, Education Committee, Public Relations, Speakers Bureau and many others. In 1980 he was elected to the Board of Directors where he served for 10 years. He was appointed to the Executive Committee several times and was elected the association President in 1989.

Buddy also served as a director of the California Association of REALTORS for four years and served on several CAR committees.

In more recent years, Buddy was well known and regarded as a speaker and mediator on real estate issues.

Buddy's entire career in real estate was one of a stellar professional. His mission was to improve the image of the entire industry and, in that regard, was always willing to serve as a counselor, mentor and friend to any fellow REALTORS who needed him.

Private services were held for the family. Deepest condolences are extended to his family and many friends.



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

Manchester, Angela G.
Angela Manchester, Broker
25926 Matel Rd.
Valencia, CA. 91355

Wyrzykowski, Michael
Brandon Realty
225 S. Lake Ave.
Pasadena, CA. 91101

SECOND POSTING

Green, Connie Ragen
Greenhouse Property
19530 Castille Ln.
Santa Clarita, CA. 91350

Hasani, Bekim
Bekim Hasani
17550 Burbank Blvd. #115
Encino, CA. 91316

Jaisinghani, Manisha Parvin
SFR 4 Sale Realty Services
20804 Vercelli Way
Northridge, CA. 91326

Lopez, Eduardo Lorenzo
Access Group Realty, Inc.
6837 Hayvenhurst Ave.
Van Nuys, CA. 91406

Oganyan, Sara Zarui
Stand United Realty & Finance, Inc.
15333 Sherman Way, Suite O
Van Nuys, CA. 91406

Raja, Umer
Westco Realty
13107 ½ Lakewood Blvd.
Downey, CA. 90242

Shafran, Zevi
Platinum Globe
4139 Ventura Canyon Ave.
Sherman Oaks, CA. 91423

REALTOR® APPLICANTS

Buery, Gabriela / Sur Realty / Van Nuys
Cisneros, Karla R. / ADR/Preferred Bus. Prop / Woodland Hills
Han, Robert J. / Best Realty / Granada Hills
Hojjat, Bizha / Pinnacle Estate Properties / Encino
Kinzler, Debilyn Kasi / Century 21 All Moves / Granada Hills
Krashinsky, Charlotte / Ewing & Associates Sotheby's / Sherman Oaks
Lai, Cong Ngoc / Bankers Realty Exclusive, Inc. / Westlake Village
Lile, Amanda / Keller Williams / Calabasas
Montes, Anabel / Sukasa Dreams Trust Realty / Van Nuys
Mooberry, Bruce / Coldwell Banker / Studio City
Navarro, Emercedita Esguerra / Prudential California Realty / Chatsworth
Nguyen, Dennis / Pro Estate Realty / Northridge
Park, Joyce / Zip Realty / Emeryville

Partin, Michaela / Rodeo Realty / Sherman Oaks
Paulino, Marja / Koenig Properties / Valley Village
Reed, Cami / Realty Executives / Newhall
Rios, Saul / Keller Williams R.R. Gable / Northridge
Rivers, Joseph Daniel / Keller Williams R.R. Gable / Northridge
Sahakian, Arvin / Executive Realty & Company / Woodland Hills
Segev, Uri / Integrity Real Estate & Loan / Tarzana
Sinclair, Kelly Beth / Ewing & Assoc. Sotheby's / Agoura Hills
Smith, Michael / Lee & Associates / Sherman Oaks
Thompson, Diiehma M. / Zip Realty / Emeryville
Ursino, Holly / RealEstate.com Realtors / San Diego
Waring, Regina / Zip Realty / Emeryville



**SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.**



***You may submit any additional
pertinent information with this
form.***

THANK YOU

2010 REALTOR® OF THE YEAR

It's time for the coveted "REALTOR® of the Year" Award nominations. The Awards Committee needs your nomination for members who have made significant contributions to our Association through their years of volunteer service and commitment to the real estate industry.

Eligibility Requirements

1. Active and in good standing for the past ten years or more.
(San Fernando & Santa Clarita Valleys)
2. Reputation for ethical conduct with the public and fellow members.
3. Faithful adherence to SRAR policies and NAR Code of Ethics.
4. Service above and beyond the ordinary to the Association.
5. Service to the community that promotes the Association.

Past Recipients

2009 Winnie Davis	2004 Wendy Furth
2008 Steve White	2003 Mary Funk
2007 Jim Ezell	2002 John Maquar
2006 Irene Reinsdorf	2001 R.E. "Mitch" Davis
2005 Beth Pearce	2000 Pauline Tallent

Please fill out the nomination information below. **RETURN BY SEPTEMBER 8 2010** to the SRAR AWARDS COMMITTEE, Valerie Biletsky, 7232 Balboa Blvd., Van Nuys, CA 91406, Fax: 818-786-4541, valerieb@srar.com

Name of Nominee: _____

Company: _____

Reason for nomination: _____

Submitted by: _____

Company: _____

Telephone Number: _____

Email Address: _____



**SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.**

2010 Association Service Award

The Awards Committee asks for your nomination of members who have made significant contribution through their year of involvement.

Eligible Candidates

All active members in good standing for a minimum of five years are eligible for this award. (San Fernando and Santa Clarita Valleys)

Qualifications

1. Major Association involvement.
2. Reputation for ethical conduct with the public and fellow members.
3. Faithful adherence to SRAR policies and N.A.R. Code of Ethics.

Past Recipients

2009 Olga Moretti
2008 Rodney Gallman
2007 Sally Colom
2006 Emily Link
2005 Alan Kassan
2004 Winnie Davis

Please fill out the nomination information below. RETURN BY SEPTEMBER 8 2010 to the SRAR AWARDS COMMITTEE, Valerie Biletsky, 7232 Balboa Blvd., Van Nuys, CA 91406, Fax: 818-786-4541, valerieb@srar.com

Name of Nominee: _____

Company: _____

Reason for nomination: _____

Submitted by: _____

Company: _____

Telephone Number: _____

Email Address: _____

***You may submit any additional
pertinent information with this
form***

THANK YOU

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR JUNE

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	201	234	141	220	248	1,044	481	1,525
Total Active Listings	395	605	404	570	696	2,670	1,600	4,270
Average Days on Market	100	96	114	100	101	102	113	106
Average List Price in Thousands	303.1	776.6	1,044.6	578.3	1,088.3	786.0	692.7	751.0
Median List Price in Thousands	280.0	599.0	649.0	479.0	650.0	500.0	380.0	469.0
BOMS	15	12	12	18	19	76	35	111
Average BOM Price in Thousands	277.8	681.9	1,049.1	454.9	671.5	603.8	445.0	553.7
BOM to Sale Ratio	9.8	8.7	12.9	14.0	14.0	11.7	12.5	11.9
Expirations	13	26	17	18	26	100	90	190
PENDING SALES								
New Escrows Opened	166	170	109	194	150	788	356	1,145
Total YTD Escrows Opened	885	862	603	919	982	4,251	1,824	6,075
New Open Escrows Average Days on Market	46	65	58	63	66	50	75	64
New Open Escrows Average List Price	260.9	570.6	624.6	472.6	707.9	515.6	436.2	490.4
CLOSED SALES:								
New Escrows Closed	153	138	93	129	136	649	281	930
Total YTD Escrows Closed	746	717	491	749	802	3,505	1,436	4,941
Volume of New Sales Dollars in Millions	41,879	73,890	60,253	63,703	88,951	328,676	128,078	456,754
Volume of total YTD Sales in Millions	205,019	411,732	274,206	347,677	505,525	1,744,159	653,640	2,397,99
Average Sale price in Thousands	273.7	535.4	647.9	493.8	654.1	506.4	455.8	491.1
Median Sale Price in Thousands	270.0	435.0	445.0	423.0	495.0	385.0	360.0	375.0
Coop Sales	116	108	81	104	112	521	237	758
Percent of Coop Sales	75.8	78.3	87.1	80.6	82.4	80.3	84.3	81.5
Average Days on Market	119	97	112	106	130	113	127	117
Sales at List Price	93	81	43	66	65	348	138	486
Percent of Sales at List Price	60.8	58.7	46.2	51.2	47.8	53.6	49.1	52.3
Sales to Listing Inventory Ratio	38.7	22.8	23.0	22.6	19.5	24.3	17.6	21.8
Final Sale to New Listing Ratio	76.1	59.0	66.0	58.6	54.8	62.2	58.4	61.0

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR JUNE

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	63	110	82	57	64	376	150	526
Total Active Listings	154	329	167	141	157	948	458	1,406
Average Days on Market	112	104	103	92	97	102	114	106
Average List Price in Thousands	182.4	394.0	302.7	283.5	307.4	312.8	335.3	320.1
Median List Price in Thousands	150.0	385.9	229.0	282.0	259.0	279.9	269.9	275.0
BOMS	5	8	5	6	7	31	16	47
Average BOM Price in Thousands	136.0	261.7	229.8	279.3	185.3	222.4	356.6	268.1
BOM to Sale Ratio	9.8	10.8	10.4	14.3	14.9	11.8	20.8	13.9
Expirations	9	12	5	3	10	39	24	63
PENDING SALES								
New Escrows Opened	58	84	61	45	47	295	99	394
Total YTD Escrows Opened	322	479	302	234	301	1,638	517	2,155
New Open Escrows Average Days on Market	66	75	78	70	61	71	87	75
New Open Escrows Average List Price	165.1	319.2	211.6	242.7	267.1	246.7	389.7	282.6
CLOSED SALES:								
New Escrows Closed	51	74	48	42	47	262	77	339
Total YTD Escrows Closed	243	385	230	199	243	1,300	399	1,699
Volume of New Sales Dollars in Millions	9,201	26,102	12,470	10,688	13,267	71,728	34,583	106,310
Volume of total YTD Sales in Millions	42,365	138,444	55,705	50,112	59,766	346,392	140,359	486,751
Average Sale price in Thousands	180.4	352.7	259.8	254.5	282.3	273.8	449.1	313.6
Median Sale Price in Thousands	162.5	359.0	204.0	225.0	250.0	230.0	310.0	265.0
Coop Sales	38	54	39	32	38	201	69	270
Percent of Coop Sales	74.5	73.0	81.3	76.2	80.9	76.7	89.6	79.6
Average Days on Market	126	118	94	130	116	117	131	120
Sales at List Price	37	31	27	24	21	140	35	175
Percent of Sales at List Price	72.5	41.9	56.3	57.1	44.7	53.4	45.5	51.6
Sales to Listing Inventory Ratio	33.1	22.5	28.7	29.8	29.9	27.6	16.8	24.1
Final Sale to New Listing Ratio	81.0	67.3	58.5	73.7	73.4	69.7	51.3	64.4

JUNE 2010

SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED
2,051RESIDENTIAL PROP.
ESCROW OPENED
1,539RESIDENTIAL PROP.
ESCROW CLOSED
1,269

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS.....	264	344	223	277	312	1,420	631	2,051
TOTAL ACTIVE LISTINGS.....	549	934	571	711	853	3,618	2,058	5,676
AVERAGE DAYS ON MARKET.....	104	98	111	99	101	102	113	106
AVERAGE LIST PRICE IN THOUSANDS.....	269.2	641.8	827.6	519.8	944.6	662.0	613.1	644.3
MEDIAN LIST PRICE IN THOUSANDS.....	259.0	475.0	449.0	429.0	575.0	425.0	340.0	399.0
BOMS.....	20	20	17	24	26	107	51	158
AVERAGE BOM PRICE IN THOUSANDS.....	242.4	513.8	808.1	411.0	540.6	493.3	417.3	468.8
BOM TO SALE RATIO.....	9.8	9.4	12.1	14.0	14.2	11.7	14.2	12.5
EXPIRATIONS.....	22	38	22	21	36	139	114	253

PENDING SALES:

NEW ESCROWS OPENED.....	224	254	170	239	197	1,083	455	1,539
TOTAL YTD ESCROWS OPENED.....	1,207	1,341	905	1,153	1,283	5,889	2,341	8,230
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET.....	51	68	65	64	65	63	77	67
NEW OPEN ESCROWS AVERAGE LIST PRICE.....	236.1	487.4	476.4	429.3	602.8	442.3	426.1	437.2

CLOSED SALES:

NEW ESCROWS CLOSED.....	204	212	141	171	183	911	358	1,269
TOTAL YTD ESCROWS CLOSED.....	989	1,102	721	948	1,045	4,805	1,835	6,640
VOLUME OF NEW SALE DOLLARS IN MILLIONS.....	51.080	99.992	72.722	74.392	102.218	400.404	162.661	563.065
VOLUME OF TOTAL YTD SALES IN MILLIONS.....	247.384	550.176	329.911	397.789	565.291	2,090.55	793.999	2,884.550
AVERAGE SALE PRICE IN THOUSANDS.....	250.4	471.7	515.8	435.0	558.6	439.5	454.4	443.7
MEDIAN SALE PRICE IN THOUSANDS.....	247.5	399.0	363.0	395.0	435.0	350.0	339.0	350.0
COOP SALES.....	154	162	120	136	150	722	306	1,028
PERCENT OF COOP SALES.....	75.5	76.4	85.1	79.5	82.0	79.3	85.5	81.0
AVERAGE DAYS ON MARKET.....	120	104	106	112	127	114	128	118
SALES AT LIST PRICE.....	130	112	70	90	86	488	173	661
PERCENT OF SALES AT LIST PRICE.....	63.7	52.8	49.6	52.6	47.0	53.6	48.3	52.1
SALES TO LISTING INVENTORY RATIO.....	37.2	22.7	24.7	24.1	21.5	25.2	17.4	22.4
FINAL SALE TO NEW LISTING RATIO.....	77.3	61.6	63.2	61.7	58.7	64.2	56.7	61.9

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
SELLING PRICE RANGE:					
LESS THAN 100,000.....	109	184	29	16	14473
100,000 TO 109,999.....	115	43	8	4	5575
110,000 TO 119,999.....	81	60	10	6	6440
120,000 TO 139,999.....	96	132	32	20	16602
140,000 TO 159,999.....	43	147	45	13	2640
160,000 TO 179,999.....	51	144	49	25	13010
180,000 TO 199,999.....	65	158	43	18	3393
200,000 TO 249,999.....	60	331	108	49	8177
250,000 TO 299,999.....	68	553	152	71	15666
300,000 TO 349,999.....	81	463	149	68	13590
350,000 TO 399,999.....	59	473	141	71	10322
400,000 TO 449,999.....	53	303	110	75	24967
450,000 TO 499,999.....	68	294	58	40	25352
500,000 TO 549,999.....	67	197	48	31	28232
550,000 TO 599,999.....	74	222	47	36	28033
600,000 TO 699,999.....	70	332	63	44	47160
700,000 TO 799,999.....	55	266	62	43	29007
800,000 TO 899,999.....	95	161	31	24	38304
900,000 TO 999,999.....	71	123	16	13	74741
1,000,000 TO 1,999,999.....	91	486	53	34	110813
MORE THAN 2,000,000.....	115	231	15	14	364547
TOTALS.....	69	5303	1269	715	27097

LISTINGS

2010 RMLS TOTAL - \$ VOLUME

12,040**\$2,884,550,000**

SALES

6,658

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

**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	689.1	77.0	2346	895	560.0	38.2	2595	882	594.2	34	2395	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	409.7	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	2,231	1,131	523.3	50.7
APR	2,160	1,772	998.2	79.7	2465	1441	911.4	53.5	3205	761	519.6	23.7	2949	983	588.1	33.3	1956	1275	487.5	65.2	2,212	1,188	526.9	53.7
MAY	2,194	1,676	1,018.2	78.5	3185	1434	903.9	45.0	3493	1151	804.7	33	2629	1165	626.4	44.3	1,865	1,300	530.1	63.7	1,956	1,295	523.7	63.8
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	1,928	1,410	612	73.1	2,051	1,269	563	61.9
JUL	2,337	1780	1,132	74.3	2899	1322	825.1	45.6	3247	1157	839.7	35.6	2731	1263	672.9	46.2	1,922	1,322	581.7	68.8				
AUG	2,764	1,830	1,166	66.2	3057	1296	816.4	41.8	3480	1057	767.0	30.4	2518	1181	594.7	46.9	1,820	1,259	553.7	69.2				
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	1,731	1,205	543.1	69.6				
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	1943	1195	756.6	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	31,081	15,189	9,653	48.9	34,836	11,266	7,554.1	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					

JUNE 2010

SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED
551RESIDENTIAL PROP.
ESCROW OPENED
491RESIDENTIAL PROP.
ESCROW CLOSED
357

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS.....	19	10	116	43	29	72	35	129	453	98	551
TOTAL ACTIVE LISTINGS.....	47	36	237	83	125	163	73	257	1,021	314	1,335
AVERAGE DAYS ON MARKET.....	92	127	99	91	135	91	63	91	98	127	104
AVERAGE LIST PRICE IN THOUSANDS.....	543.2	616.8	425.6	463.0	449.4	408.9	605.2	523.8	478.6	372.7	453.7
MEDIAN LIST PRICE IN THOUSANDS.....	450.0	599.0	325.0	385.0	339.0	389.0	614.9	439.9	399.9	250.0	365.0
BOMS.....	0	0	10	3	5	7	2	4	31	9	40
AVERAGE BOM PRICE IN THOUSANDS.....	0	0	292.8	255.7	211.2	406.5	454.5	355.0	320.2	196.5	292.4
BOM TO SALE RATIO.....	0	0	12.0	15.0	12.8	12.7	15.4	5.2	10.4	15.5	11.2
EXPIRATIONS.....	0	2	4	1	6	3	4	10	30	17	47

PENDING SALES:

NEW ESCROWS OPENED.....	13	3	97	37	36	82	24	117	409	82	491
TOTAL YTD ESCROWS OPENED.....	47	28	511	171	184	344	121	561	1,967	437	2,404
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET.....	40	209	66	60	66	84	62	64	69	78	70
NEW OPEN ESCROWS AVERAGE LIST PRICE.....	401.8	388.0	335.5	396.7	292.4	386.3	510.4	417.4	383.6	250.3	361.3

CLOSED SALES:

NEW ESCROWS CLOSED.....	7	5	83	20	39	55	13	77	299	58	357
TOTAL YTD ESCROWS CLOSED.....	29	26	421	135	161	261	88	427	1,548	326	1,874
VOLUME OF NEW SALE DOLLARS IN MILLIONS.....	2,397	2,498	27,604	7,591	12,177	19,818	5,690	32,523	110,298	13,126	123,425
VOLUME OF TOTAL YTD SALES IN MILLIONS.....	11,380	12,808	132,549	52,218	52,627	98,945	43,175	188,271	591,973	79,424	671,397
AVERAGE SALE PRICE IN THOUSANDS.....	342.4	499.5	332.6	379.5	312.2	360.3	437.7	422.4	368.9	226.3	345.7
MEDIAN SALE PRICE IN THOUSANDS.....	360.0	415.0	305.0	374.9	300.0	356.0	440.0	385.0	343.0	187.0	325.0
COOP SALES.....	7	3	70	18	31	62	11	62	249	47	296
PERCENT OF COOP SALES.....	100.0	60.0	84.3	90.0	79.5	85.5	84.6	80.5	83.3	81.0	82.9
AVERAGE DAYS ON MARKET.....	105	189	105	102	103	129	90	115	112	122	114
SALES AT LIST PRICE.....	4	2	53	15	22	31	9	34	170	36	206
PERCENT OF SALES AT LIST PRICE.....	57.1	40.0	63.9	75.0	56.4	56.4	69.2	44.2	56.9	62.1	57.7
SALES TO LISTING INVENTORY RATIO.....	14.9	13.9	35.0	24.1	31.2	33.7	17.8	30.0	29.3	18.5	26.7
FINAL SALE TO NEW LISTING RATIO.....	36.8	50.0	71.6	46.5	134.5	76.4	37.1	59.7	66.0	59.2	64.8

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.....	113	33	11	7	7.3
100,000 TO 109,999.....	40	10	2	1	8800
110,000 TO 119,999.....	39	13	6	3	5622
120,000 TO 139,999.....	62	25	10	4	2400
140,000 TO 159,999.....	62	39	12	5	2012
160,000 TO 179,999.....	80	41	16	6	51.68
180,000 TO 199,999.....	31	38	12	4	1079
200,000 TO 249,999.....	68	108	28	11	503
250,000 TO 299,999.....	82	133	44	16	4458
300,000 TO 349,999.....	63	137	60	32	9278
350,000 TO 399,999.....	64	118	39	18	6427
400,000 TO 449,999.....	55	120	39	26	22712
450,000 TO 499,999.....	40	101	29	17	17487
500,000 TO 549,999.....	66	51	23	16	23047
550,000 TO 599,999.....	86	44	8	6	48957
600,000 TO 699,999.....	40	53	8	7	28393
700,000 TO 799,999.....	65	50	5	4	28500
800,000 TO 899,999.....	204	36	1	1	159000
900,000 TO 999,999.....	273	16	1	1	331000
1,000,000 TO 1,999,999.....	15	50	3	2	36633
MORE THAN 2,000,000.....	0	13	0	0	N/A
TOTALS.....	65	1229	357	187	12761

LISTINGS

2010 RMLS TOTAL - VOLUME

3,126

SALES

1,879

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTH AND CENTRAL
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	63.4	803	321	174.6	42.3	862	322	164.0	57.4	822	181	79.1	22	574	293	86.3	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	231	97.1	62.4	489	241	89.4	49.3	
MAR	619	644	3003	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	473	260.2	51.1	1065	320	164.7	30.0	668	324	136.5	48.5	435	332	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	183.6	32.6	614	396	153.4	64.5	434	337	111.7	77.6	465	368	135.9	79.1	
JUNE	714	651	340.5	91.2	1231	469	266.3	39.6	1098	377	207.4	33.9	642	391	162	60.9	448	350	120.9	78.1	551	357	123.4	64.8	
JUL	785	624	322.2	79.5	1149	469	244.5	40.8	940	365	186.4	38.0	643	418	158.5	65.0	463	393	138.7	84.9					
AUG	894	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	586	309.3	70.5	959	445	224.1	46.4	793	225	111.7	28.4	625	342	133.3	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	630	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	123.5	84.5	315	323	114.0	92.0					
TOTAL	8225	6323	3213.2	76.9	11,171	5,045	2631.4	45.2	10,948	3,742	1893.5	34.2	7614	3984	1530.8	55	5,359	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 JUNE

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	17	10	73	40	15	55	27	87	324	85	409
Total Active Listings	45	36	163	80	72	124	62	189	771	272	1,043
Average Days on Market	95	127	106	91	157	89	60	93	100	135	109
Average List Price in Thousands	548.7	616.8	530.1	466.6	620.6	455.2	660.2	592.2	550.7	382.2	506.8
Median List Price in Thousands	450.0	599.0	399.0	385.0	439.0	419.9	645.0	459.9	449.0	249.9	415.0
BOMS	0	0	5	3	1	5	2	3	19	7	26
Average BOM Price in Thousands	0	0	391.8	255.7	339.0	451.4	454.5	371.7	386.6	229.1	344.2
BOM to Sale Ratio	0	0	8.9	15.0	5.0	11.4	28.6	6.0	9.1	14.9	10.2
Expirations	0	2	3	1	4	1	0	7	18	15	33

PENDING SALES

New Escrows Opened	13	2	63	33	20	57	16	81	285	72	357
Total YTD Escrows Opened	47	26	318	164	104	251	77	376	1,363	389	1,752
New Open Escrows Average Days on Market	40	240	61	64	67	85	41	66	67	82	70
New Open Escrows Average List Price	401.8	457.0	410.7	417.8	383.3	449.3	635.6	482.7	450.3	247.7	409.5

CLOSED SALES:

New Escrows Closed	7	4	56	20	20	44	7	50	208	47	255
Total YTD Escrows Closed	29	25	271	129	92	206	60	281	1,093	294	1,387
Volume of New Sales Dollars in Millions	2.397	1.998	22.192	7.591	8.257	17.536	3.908	25.037	88.915	10.698	99.613
Volume of total YTD Sales in Millions	11.380	12.308	103.428	51.000	37.965	85.680	35.200	147.347	484.310	72.343	556.653
Average Sale price in Thousands	342.4	499.4	396.3	379.5	412.8	398.6	558.3	500.7	427.5	227.6	390.6
Median Sale Price in Thousands	360.0	388.5	341.0	374.9	385.0	375.0	530.0	435.0	400.0	178.0	375.0
Coop Sales	7	2	46	18	14	37	5	42	171	38	209
Percent of Coop Sales	100.0	50.0	82.1	90.0	70.0	84.1	71.4	84.0	82.2	80.9	82.0
Average Days on Market	105	175	110	102	106	108	76	101	106	123	109
Sales at List Price	4	2	36	15	10	25	4	18	114	30	144
Percent of Sales at List Price	57.1	50.0	64.3	75.0	50.0	56.8	57.1	36.0	54.8	63.8	56.5
Sales to Listing Inventory Ratio	15.6	11.1	34.4	25.0	27.8	35.5	11.3	26.5	27.0	17.3	24.4
Final Sale to New Listing Ratio	41.2	40.0	76.7	50.0	133.3	80.0	25.9	57.5	64.2	55.3	62.3

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR JUNE

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	2	0	43	3	14	17	8	42	129	13	142
Total Active Listings	2	0	74	3	53	39	11	68	250	42	292
Average Days on Market	8	0	84	100	106	98	81	85	90	75	88
Average List Price in Thousands	419.0	0	195.3	366.3	216.7	261.8	295.7	333.6	256.1	311.1	264.0
Median List Price in Thousands	349.0	0	180.0	440.0	215.0	260.0	294.9	299.9	245.0	255.0	247.5
BOMS	0	0	5	0	4	2	0	1	12	2	14
Average BOM Price in Thousands	0	0	193.8	0	179.2	294.5	0	305.0	215.0	82.5	196.0
BOM to Sale Ratio	0	0	18.5	0	21.1	18.2	0	3.7	13.2	18.2	13.7
Expirations	0	0	1	0	2	2	4	3	12	2	14

PENDING SALES

New Escrows Opened	0	1	34	4	16	25	8	36	124	10	134
Total YTD Escrows Opened	0	2	193	7	80	93	44	185	604	48	652
New Open Escrows Average Days on Market	0	147	74	20	66	84	103	60	72	49	70
New Open Escrows Average List Price	0	250.0	196.3	222.4	178.8	242.5	260.0	270.5	230.3	269.0	233.2

CLOSED SALES:

New Escrows Closed	0	1	27	0	19	11	6	27	91	11	102
Total YTD Escrows Closed	0	1	150	6	69	55	28	146	455	32	487
Volume of New Sales Dollars in Millions	0	500	5.412	0	3.920	2.282	1.782	7.487	21.383	2.428	23.811
Volume of Total YTD Sales in Millions	0	500	29.121	1.218	14.662	13.265	7.975	40.924	107.664	7.080	114.744
Average Sale price in Thousands	0	500.0	200.5	0	206.3	207.5	297.0	277.3	235.0	220.7	233.4
Median Sale Price in Thousands	0	500.0	200.0	0	190.0	200.0	290.0	275.0	230.0	205.0	226.0
Coop Sales	0	1	24	0	17	10	6	20	78	9	87
Percent of Coop Sales	0	100.0	88.9	0	89.5	90.9	100.0	74.1	85.7	81.8	85.3
Average Days on Market	0	245	95	0	100	213	106	141	126	119	125
Sales at List Price	0	0	17	0	12	6	5	16	56	6	62
Percent of Sales at List Price	0	0	63.0	0	63.2	54.5	83.3	59.3	61.5	54.5	60.8
Sales to Listing Inventory Ratio	0	0	36.5	0	35.8	28.2	54.5	39.7	36.4	26.2	34.9
Final Sale to New Listing Ratio	0	0	62.8	0	135.7	64.7	75.0	64.3	70.5	84.6	71.8

Player Sign-Up Form



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

Charity Golf Classic

Monday, August 23, 2010
Wood Ranch Golf Club
301 Wood Ranch Parkway
Simi Valley, CA 93065

9:30 am Registration
11:00 am Shotgun Start



A premier event
to benefit the
SRAR Charitable
Foundation &
Public Safety
Responders

Registrations will be processed in the order received.

GOLFERS \$125 per golfer: (Payment for ALL GOLFERS must accompany reservation)

Fee Includes:

*Golf with Cart *Tee Gifts *On-Course Contests *Awards and Prizes

*Lunch/Drinks/Snacks on Course *Awards Buffet Dinner

Player Name: _____ Phone: _____

Player Name: _____ Phone: _____

Player Name: _____ Phone: _____

Player Name: _____ Phone: _____

ROOKIE PACKAGE - \$50/Person

Fee includes group instruction with head golf professional, fun "no pressure" contests, snacks, beverages and Awards Dinner.

_____ Rookie Packages @ \$50 Each. Total Amount Enclosed: \$ _____

Player Name: _____ Phone: _____

Player Name: _____ Phone: _____

CONTACT INFORMATION:

Name: _____

Address: _____

E-Mail: _____

Phone Number: _____ Cell: _____

Method of

payment: _____ Credit Card

_____ Check (Please make checks payable to SRAR Foundation, Inc.)

Credit Card Type: _____ MasterCard _____ VISA _____ Discover _____ Amex

Name as it appears on card: _____

Card Number: _____ - _____ - _____

Expiration Date: _____ / _____

Authorizing Signature: _____

Return this registration form to Karen Marten

SRAR

7232 Balboa Blvd.

Van Nuys, CA 91406

or FAX (818)786-4541 or email KarenM@srar.com.

Sponsor Opportunity Form



Charity Golf Classic

Monday, August 23, 2010
Wood Ranch Golf Club
301 Wood Ranch Parkway
Simi Valley, CA 93065

ACE \$5,000

- * Eight playing spots in the tournament
- * Four additional tickets to the awards dinner
- * Prominent listing in all pre and post tournament publicity
- * Primary advertising on all on-site tournament materials
- * Tee and green signage
- * Ability to have a representative at a designated hole
- * Full page advertisement in tournament program
- * Acknowledgement and recognition at awards dinner

EAGLE \$2,500

- * Four playing spots in the tournament
- * Two additional tickets to the awards dinner
- * Listing in all pre and post tournament publicity
- * Advertising on all on-site tournament materials
- * Tee and green signage
- * Ability to have a representative at a designated hole
- * Half page advertisement in tournament program
- * Acknowledgement and recognition at awards dinner

BIRDIE \$1,500

- * Two playing spots in the tournament
- * One additional ticket to awards dinner
- * Listing on all pre and post tournament publicity
- * Listing on all tournament materials
- * Tee and green signage
- * Quarter page advertisement in tournament program
- * Acknowledgement and recognition at awards dinner

Snack and Beverage Sponsor \$1,000

- * Two tickets to awards dinner
- * Signage at all snack and beverage stations on the course
- * Listing on all tournament materials and advertising
- * Acknowledgement in tournament program
- * Acknowledgement at awards dinner

Please indicate your sponsor level (all sponsors are tax deductible):

☐ ACE \$5,000 ☐ EAGLE \$2,500 ☐ BIRDIE \$1,500 ☐ Snack & Beverage \$1,000

Sponsor Name: _____

Contact: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____

Make checks payable to 'SRAR Foundation, Inc.' (Tax I.D. #95-4323748)

SRAR
Attention: Golf Committee
7232 Balboa Blvd.
Van Nuys, CA 91046

If paying by credit card, complete below and fax to 818-786-4541.

Name as it appears on card: _____

Credit card # _____

Exp. Date: _____

Signature: _____

A premier event to benefit the SRAR Charitable Foundation & Public Safety Responders

This year's Charity Golf Classic will help fund SRAR's First Homebuyer Assistance Program for Public Safety Responders in the San Fernando and Santa Clarita Valleys. The program is designed to assist firefighters, paramedics, police officers and deputy sheriffs with the purchase of their first home within the San Fernando and Santa Clarita Valleys with a \$4,000 grant per recipient.

For more information on this year's grant program, visit www.srar.com/grants



REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for REALTOR® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

BUILDING REPAIRS & REMODELING

A/C & HEAT INSPECTIONS
REPAIR & INSTALLATION
818-599-6756.....LIC. #802169
Exp. #17-8-17

GAMBINO ELECTRIC
Corrections Troubleshooting
Lic. 315797 Cell (818) 468-8456 (818) 718-1922
Exp. #7-3-29

A1 PAINTING & Decorating. 30 yrs exp. Int & Ext.
Wallpaper & popcorn ceiling removal. Smoothing &
texturing of drywall, plaster or stucco. All repairs. Free
estimates (818) 368-6083. Cell 309-9189. CSL #717698.
Exp. #19-9-14

GTC CONSTRUCTION. Lic. 757990. We Do It All.
Maintenance, and repairs at hourly time and materials.
For commercial and agency establishments.
.....Call (818) 518-7387.....
Exp. #23-11-9

FINANCIAL SERVICES

**DO YOU HAVE IRS PROBLEMS? UNFILED TAX
RETURNS? OWE BACK TAXES?** Call Lawrence J.
Danny, CPA, Former IRS agent.(818) 632-2053
WWW.CPAFORMERIRSAGENT.COM
Exp. #16-9-3

MAINTENANCE & REPAIRS

VACANT HOMES SPECIALIST. Cleaning, painting, repairs.
Everything. 18 years exp. References. Lic. #575890
(818) 895-3050.....(818) 605-2822
Exp. #16-8-3

REAL ESTATE

ATTENTION ALL REALTORS®

"I am Jeff Schermer of Carnahan & Associates - a company who's name has been around the San Fernando Valley since 1946 and is owned and operated by Tom Carnahan - 2 time President of SRAR."



"Are you curious why I've spent the last 22 of my 32 years in the business with this company? Are you curious how a small (currently 30 agents) boutique office can meet all your needs in growing your business in this challenging market?"

"16 consecutive years as Agent of the Year."

Call or email me if you want answers
jeffs@carnahanrealty.com,
818.884-1500 ext. 151



**CARNAHAN
& ASSOCIATES**

a real estate corporation

MAINTENANCE & REPAIRS

GARY SCHIFF PLUMBING
Owner operated, Fast Reliable and Inexpensive. Plumbing
repair, water heaters, garbage disposals, toilets, faucets
and more. License #683205
.....(818) 700-1079.....
Exp. #20-9-28

VACANT HOME CLEANING SPECIALIST
APPLE CLEANING/PAINT. FORECLOSURES, HAULING.
(661)298-2084JOHN/JUNECARPETSHAMP00(818)993-5102
Exp. #16-8-16

BILL HOLT'S HANDYMAN SERVICE
Plumbing, electrical, painting, drywall repair. no job too
small. All work guaranteed. Small Pool & Spa Repair.
(818) 576-1041
Exp. #26-12-21

COMPLETE CLEANING SERVICES! Vacant Homes/
Offices. Window washing, carpet steam & shampoo.
Kitch/Bath Clean. Free estimates. ABA Crystal Clean, Inc.
.....(818) 625-1171.....
Exp. #24-11-23

HERNANDEZ PAINTING & DECORATING
LOW PRICES 20 YEARS EXPERIENCE. LIC. #575890.
QUALITY WORK. FAST SERVICE.
(818) 895-3050.....(818) 605-2822
Exp. #16-8-3

PROFESSIONAL SERVICES

ROOFING Inspection withih 24 hrs. 1-818-772-7500
ROOFING OCTAGON ROOFING CO. Fast serv.
ROOFING Certification-all types repaired & installed
ROOFING Insured & CA Lic. #767713
ROOFING with over 20 years experience.
Exp. #18-8-31

HOME WARRANTY

People Helping People



**HOME
WARRANTY
COVERAGE
YOU CAN**

Rely on!

www.orhp.com

1-800-445-6999

PROFESSIONAL SERVICES

ATTENTION BROKERS
Are you newly licensed or downsizing your office?
Are you interested in renting desk space under your
own company name? Are you in the need of having a
commercial location and a place to receive your mail?
Then why wait?
Contact Mitchell Kaufman at 818-888-4510 Ext 101
to have a commercial address location. The office is
located at: 23759 Roscoe Blvd., West Hills, CA 91304
Exp. #16-8-3

**MORTGAGE LOAN ORIGINATORS
EXAM PREP FOR SAFE ACT.**
(818) 715-0088
Exp. #19-9-14

MOLD INSPECTION
ESCROW MOLD SCREENING / INVESTIGATIONS
Professional Property Inspections. LLC / Environmental
Services. Certified Environmental Professionals. CIEC,
CIE, CMRS, CMR, CRMA, WRT.....(818) 707-7725
Exp. #23-11-9

LICENSED LAND SURVEYOR
LOT LINES, CERT OF COMPLIANCE,
LOT LINE ADJUSTMENT
DAN MAY.....661-297-2667
Exp. #26-12-21

LEAD PAINT TESTING
CERTIFIED INSPECTOR/ASSESSOR. STATE OF CA LIC.
CADPH 14773. CAL LIC. 518509. (818) 407 5942
Exp. #21-10-12

REO LOCKSMITH. NEALS KEY SERVICE
QUICK ON TIME SERVICE FOR REOS & EVICTIONS.
CONVENIENT BILLING.
.....(818) 363-8010.....
Exp. #17-8-17

FORECLOSURES



Foreclosure Processing
For Five Western States
AR, CA, NV, OR, & WA

(800) 616-SELL
7 3 5 5

(818) 878-0254

www.foreclosureexpress.com
mirzaian@earthlink.net

- Lowest Fees Guaranteed
- Free Initial Consultation
- No Fees to Start
- Overnight Recording
- Assessment Liens
- Reconveyances
- Forbearances

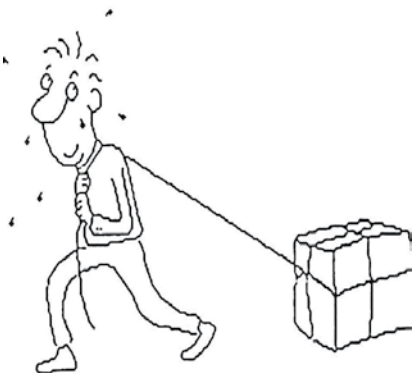
Loan Servicing at it's Best

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for REALTOR® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

HOTEL

TOO MANY DECISIONS???



Recommend us to your clients for
relocating or short/ long term stays

ST. GEORGE MOTOR INN

19454 Ventura Blvd.
Tarzana, CA 91356

818.345.6911

800.845.8919

- Guest Laundry Room
- Daily / Extended Stay Rates
- Suites & Jr. Suites w/ Full Kitchens
- Standards w/ Microwaves & Fridge
- Heated Pool / Spa
- Free coffee & donuts
- Free Wireless Internet
- Free Cable TV

Chamber of Commerce Discounts

CONSTRUCTION



STYL'N CONSTRUCTION, INC.

R.E.O. / Foreclosures

Email: Styl'n@earthlink.net

Hey Brokers - We Do It All!

- Trash-Outs
- Initial Yard Clean-Up
- Initial Cleaning
- Emergency Preservation
- Pool Clean-Ups
- Monthly Services
- Lead Bids
- Retrofitting Bids
- FHA - HUD Lender Requirements
- Interior Paint
- Carpet - Vinyl - tile
- Exterior Paint

No One Has Our Experience Or Billing Terms!

STYL'N CONSTRUCTION INC.
9939 Canoga Avenue Unit "J"
Chatsworth, CA 91311
www.broker-solutions.com

Office: (818) 407-1327

Fax: (818) 407-1462

Licensed • Bonded & Insured • Lic. #806623

REAL ESTATE



Realtors®/Brokers
we have one of the best programs
available in the valley.

We offer
90%, 95% and 100%
programs.....

Full time Broker.....not a big corp.
fees.... you close today,
you get paid today..

We are simple and clear with our fees...
No Monthly Fees..

You can put more money in
your pocket that simple...

Call Rene Bautista at

(818) 335-0960

or email
Realestate1880@yahoo.com

TERMITE INSPECTION

Termite & Retrofitting

Termite Inspection

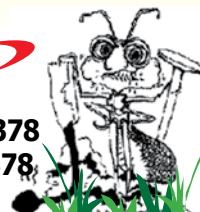
- Fast report (fax or e-mail)
- Bill to escrow
- Free inspection if competitive bid
- All works fully guaranteed
- We will beat or meet other bid

Retrofitting Inspection

- Gas shut-off valve
- Water conservation
 - Ultra low flow toilet
 - Shower head
 - Certificate of compliance
- Smoke detector
- Window safety glazing



Call: (818) 886-7378
(310) 328-7378



Get two inspections for one call

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for REALTOR® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

SIGNS

ARTO SIGN CO.
DIGITAL & SILK SCREEN PRINTING
www.ArtoSign.com

Customized, Personalized RE Signs
For Sale Sign Panel Size 36" 30" x 24" Open House panel Size 24" x 18"
Material: 0.093" Styrene, 10mm Coroplast, 1/4" MDF Hardboard-more...



Go Color
Extra Low Pricing
Yard Sign ea. \$39.95
Full Color, Digital Printing

ARMANDO SANDOVAL
Call For Special Special
285-0200

sunny yi
800.644.9994
www.SunnyYi.com

**BANNERS, CANVAS, CAR MAGNETS, RIDERS, FLAGS,
METAL A-FRAME, BROCHURE BOX, FRAMES, POSTER**

TEL: 818-500-9111
5838 SAN FERNANDO RD. #C, GLENDALE CA 91202

REAL ESTATE

Meet Steven Green...

A Park Regency Performance Leader



Steven Green

Park Regency retains its quality sales professionals for many years. Steven Green, a perennial top producer with the company, proudly displays nearly 25 years of service. His sales performance in 2010 is on pace to place him among Park Regency's Top 10 sales associates, which he has consistently been. He's also expanded his expertise with certification as an expert in distressed property and in short sales.

Why does Steven Green achieve such impressive results every year? "Our management team instills a tremendous amount of confidence in our sales staff," says Steven. "And they support us completely in real estate matters as well as in our personal lives. This leads to a really strong, positive atmosphere."

Consistency, perseverance and a lot of confidence – it pays off for Park Regency professionals like Steven Green who find that success is not that difficult when you're part of a winning team.

818-363-6116

www.ParkRegency.com

10146 Balboa Blvd. Granada Hills, CA 91344



PROPERTY INSPECTION

California General Building Contractors
Lic. No. 305021

JERRY CARLISLE
PROPERTY INSPECTIONS

MASTER CREIA INSPECTOR
AS DESIGNATED BY THE CALIFORNIA REAL ESTATE INSPECTION ASSOCIATION

Member
AMERICAN SOCIETY OF HOME INSPECTORS

Over twenty years of property inspection experience

Single Family Residences
Condos
Townhouses
Apartment Buildings
Commercial/Industrial Buildings

(818) 880-9195
(310) 478-8039

20929 Ventura Blvd. Suite 47-148
Woodland Hills, CA. 91364

HomeInspectJerry@aol.com
www.PropertyInspector.CityMax.com

TERMITE INSPECTION & FUMIGATION

NORDHAGEN AND DAUGHTERS
EXTERMINATING COMPANY INC.

SRAR 2002 "AFFILIATE OF THE YEAR"
YOU'VE TRIED THE REST...
YOU DEMAND THE BEST...
PUT US TO THE TEST !!!

◆ We do our OWN fumigations (No Sub-Contractor)
◆ Salaried inspectors (NO COMMISSIONS)
◆ FREE inspection if competitive bid
◆ Computer generated, emailed reports
◆ Recommended repairs performed by our company
◆ Licensed, insured and bonded

800-933-7378 800-649-1922 FAX
818-886-3454 661-255-1902 FAX
661-254-2133

Affiliate member SRAR
Affiliate member REOMAC
Member PCOC (Pest Control Operators of California)
CA Reg. #PR 2861

LEGAL

THE LAW FIRM OF KATZ & BLOCK DENNIS P. BLOCK & ASSOCIATES The Number One Law Firm Specializing in **TENANT EVICTIONS** **UNLAWFUL DETAINER**



ENCINO
(818) 986-3147



- Guaranteed rapid filings
- No office visit required
- Free telephone consultations
- More experience than any other law firm
- Lockout Management service available

FULL COLLECTION SERVICES
FREE FORMS AND
TELEPHONE CONSULTATIONS
Open Monday through Saturday

Call after hours for our informational hotline
including free forms

OTHER AREA OFFICES:
LOS ANGELES 323-938-2868 **VALLEY VILLAGE 818-432-1980**

TOLL FREE
800-77EVICT

www.evict123.com

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for REALTOR® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

REAL ESTATE

\$39 per month
**100%
COMMISSION**



GOLD STAR REALTY

We Offer:

Full Time Experienced Broker
Equipped Offices & Conference Rooms
Most Southland MLS Services
Friendly and Helpful staff

(818) 757-4567

20 YEARS IN BUSINESS

17815 Ventura Blvd., Suite 205, Encino

ADVERTISING

Showcase of Homes

New Advertiser
Discounts Available -
Just Ask!

Packages
start as low as
\$49 per week.

Saturday or Sunday only **\$49**
or Buy 3 weeks get 1 FREE only **\$147***

1. Photo ad on Sunday
2. 30 day featured listing on www.zillow.com
3. 7 day featured listing on www.dailynews.com/homes
4. 7 days ad posted on www.dailynews.com (under this weeks ad)
5. 10 line classified for Friday, Saturday and Sunday

Reach a huge, dynamic and affluent audience!

- Over 506,000 Sunday readers; 85% exclusive (unduplicated)
- Over 8.9 million monthly page views online; 2.4 million monthly unique visitors
- Average HH: \$94,303
- Over 72% of readers own homes

ORDER NOW go to
http://lang.dailynews.com/socal/showcase_homes/index.asp

Contact Cibeli Tregembo
at (818) 713-3347 or
cibeli.tregembo@dailynews.com

Daily News

www.dailynews.com

*Same property must be featured for 30 days, no changes beside price and open house.
Source: 2009 Scarborough Research Report; 2009 ABC Audit; Omniture 4th Qtr Avg 2009.

RETROFITTERS

A1 RETROFITTERS

A1 Retrofitters is Licensed (527682),
Bonded, & Insured.

We bill escrow for your convenience.

Retrofitting

E.Q. Gas Shut Off Valves
Ultra Low Flow Toilets
Smoke Detectors
Water Heater Strapping
Window Safety Glazing

**REO / Foreclosure Repairs
Buyers List's**

Call Today! We Can Do It All!

(818) 360-4259

(866) 738-7734

www.a1retrofitters.com

REAL ESTATE

 **GENERAL**
REALTY GROUP, INC.

Celebrating
14 Years in
Business

100%
Commission

EARN MORE KEEP MORE

Only \$69/Month

- Residential
- Commercial
- Investments
- Mortgages
- Business Ops
- Industrial

Also Ask About ...

- ☒ New Annual Plan
- ☒ Branch Licensing

For a Confidential Interview...
contact **Dean Dana - Broker**

office: 818-778-1112 ext. 49
e-mail: dean@generalrealty.com

www.generalrealty.com

each office is independently owned and operated

CONSULTING & TESTING

818.470.5942
ASBESTOS? MOLD?
LEAD? RADON?

General Building Contractor

State of California Lic. #518509-B1, Asbestos,
Hazardous)

Asbestos Testing

State of California - Certified Asbestos Consultant
(08-4431)

Lead Testing

State of California Department of Health Services
- Certified Lead Inspector #14733

Mold Testing

American Indoor Air Quality Council - Certified
Microbial Consultant

Radon Testing

American Association of Radon Scientists and
Technologists - Certified Measurement Professional
#1281

Koonce Consulting & Testing

Chuck Koonce is licensed and certified for all general building and
environmental testing. Serving the REALTORS® of the San Fernando
and Santa Clarita Valley's for over 20 years.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

**7232 Balboa Blvd.
Van Nuys CA 91406**

**Regular mail not fast enough?
Read REALTOR® Report on-line at www.srar.com**

PRESORTED
STANDARD
U.S. POSTAGE
PAID
VAN NUYS, CA
PERMIT NO. 1088

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. INVEST. PROP.

3rd Tues of mo.

Chairperson: Brian Hatkoff, CCIM

Phone: (818) 701-7789

Web: www.commercialdataexchange.com

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

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.**

IRC 1031 Tax Deferred Exchanges
and Business Opportunities. If you can
not sell it exchange it!!!. Exchange what
you do not want for what you want.
Special work shop: Short Pays "Getting
paid without doing all the work" We are
making arrangements for a light lunch,
for reservations harveyok2@yahoo.com

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

AUGUST 6

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

AUGUST 20

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

Newhall - DNEW, NEW1, NEW5, PLAC

Stevenson Ranch - SOSR, STEV

Valencia - VAL1, VALW, VSUM, VWES