

REALTOR® REPORT

September 28 - October 11, 2010

The Official Publication of Southland Regional Association of REALTORS®



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REPORTING INCORRECT CITY IN THE MLS CAN BE RISKY BUSINESS

BY OLGA MORETTI, DIRECTOR LIAISON TO THE SRAR RISK MANAGEMENT/REDUCTION COMMITTEE

It has recently come to the attention of the Risk Management Committee and the SRAR Board of Directors that some listing agents are intentionally reporting inaccurate city information in the MLS. For example, agents may indicate that a property is in "Lake Balboa" when actually it is in Van Nuys. City areas such as "Lake Balboa," "Valley Village," "Toluca Lake," etc. can only be assigned by the LA City Council. When an agent lists a property in the wrong area, they are doing a great disservice to themselves, other brokers, and the seller to whom they owe a fiduciary duty.

On the surface it may not seem like a "big deal," and some agents are even willing to accept an MLS fine because they feel the additional exposure gained by listing the property in a more desirable area is worth it. However, they are placing themselves in jeopardy of being found guilty of ethical violations, as well as legal ramifications for both themselves and their seller.

Examples of the ethical violations would be violations of Article 1, failing to treat all parties honestly, and Article 12, failing to present a true picture in advertising. Article 12 may apply to all advertising, such as emails, marketing flyers, websites and print ads. This practice can also represent serious legal issues in terms of false

advertising, misrepresentation, and fraud in the inducement. This liability may even extend to the principal, the seller, through your agency relationship.

Essentially, the liability is no different from intentionally advertising the wrong square footage, lot size, or permit status. If a property is placed in the wrong area, even if only across the street from the designated area, it can affect the price a buyer is willing to pay for the property. Once escrow closes and the buyer finds that he was misled as to the accurate city name of the property he was buying, he may choose to recover his damages from the listing agent, the selling agent, and the seller.

Remember, we as agents have a duty to best represent our client; it cannot include misrepresenting or placing false information in the MLS.

SRAR has recently implemented a link on the SRAR website where members can obtain accurate maps based upon information provided by the LA City Council and the Department of Neighborhood Empowerment. To locate the maps, go to www.srar.com, click on the MLS tab at the top of the homepage, and look under "Neighborhood Boundaries." Additionally the 3 page SRAR addendum has been updated by adding a paragraph regarding Community Boundaries. Please use these helpful aids to avoid potential legal problems.



VOTE !!

BOARD OF DIRECTORS ELECTION

Voting for the 2011 SRAR Board of Directors is underway. Members will elect ten (10) directors from eleven (11) candidates included on the ballot. Directors will be elected for a two-year term commencing January 1, 2011 and ending December 31, 2012.

The primary method of voting is electronic. Members need only go to the association's website @ srar.com, click on the election button and follow the instructions. Voting is fast, simple, 100 percent secure and confidential.

All REALTOR® members in good standing are eligible to vote. Members who do not have internet access may request a written ballot by contacting Valerie at (818) 947-2255. All members may vote only once, therefore, members who request a written ballot will be blocked from voting on-line.

Take an active role in the future of your association by exercising your right to vote for the individuals who will lead the association for the next two years. Voting will be open until NOON, Tuesday, October 12.

| CONSUMER PRICE INDEXES | | | | | | |
|---|----------|----------|----------|----------------|----------|------------------|
| AUGUST 2010 | | | | | | |
| \$ | INDEXES | | | PERCENT CHANGE | | |
| | | | | YEAR ENDING | | ONE MONTH ENDING |
| | AUG 2009 | JUL 2010 | AUG 2010 | JUL 2010 | AUG 2010 | AUG 2010 |
| Los Angeles - Riverside - Orange County | 224.507 | 225.991 | 226.373 | 0.9 | 0.8 | 0.2 |



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

REALTOR® REPORT

The Official Publication of SRAR

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NEW FEDERAL PROGRAMS COULD BOLSTER HOUSING MARKET

Recently unveiled government programs are likely to bolster the ongoing recovery of the home resale market, yet the end of federal and state tax credits mixed with consumer hesitation and seasonal trends yielded the third consecutive month of declining local home sales, the Southland Regional Association of Realtors reported.

Sales during August throughout the San Fernando Valley fell 19.6 percent from a year ago for a total of 539 closed escrows. Condominium sales were off 9.6 percent. Even with the declines, single-family sales nonetheless were up 66.9 percent and condo sales have risen 98.1 percent from the low points of this recession.

Industry leaders saw the current phase as a transitional period that may well yield more activity come Spring 2011 along with a transformed and stabilized market.

"Sales always taper off with the end of summer and the beginning of the school

year as families want to stay in place, yet the loss of the federal and state first-time buyer credits truly had a impact," said Patti Petralia, president of the Southland Regional Association of Realtors. "With the inventory growing slightly and with interest rates at historic lows, the only other explanation for slower sales is a simple one - a psychological factor, there's a fear factor. People question if their jobs are secure."

Petralia and Jim Link, the Association's chief executive officer, agreed that programs recently implemented by the federal government designed to aid current owners and prospective buyers will go a long way toward bolstering consumer confidence.

The "Keep Your Home" program, which extends aid to unemployed owners at risk of foreclosure, and "First Look," which levels the playing field by giving owner-occupant buyers 15 days before investors can make an offer, are expected to stabilize and boost the residential resale market, which is the

engine that typically leads the economy out of recession.

This slowdown in activity is merely the prelude to the new normal, Link said.

"The reality is that every component of the real estate market is in transition, especially when it comes to financing," Link said. "Lenders overreacted to an era of no limits by imposing impossible rules. Yet already there are signs that lenders are moving toward reasonable lending standards that are likely to yield long-term stability and predictability."

Link and Petralia said they expect to see a growing number of lenders hold onto home loans longer before packaging them for sale on the secondary mortgage market, a move that would ensure that loans are sustainable and profitable for the lender while guaranteeing that borrowers could truly afford the loan and make monthly payments over an extended period.

Until this transition phase ends - marked by the demise of foreclosures and short sales - the market is likely to remain volatile. Link and Petralia expect sales to be stronger in 2011.

The August slowdown eased the pressure on the inventory with the 3,921 active listings reported at the end of the month up 28.8 percent from a year ago. Even with the increase in listings, the inventory represented a mere 5.2-month supply at the current pace of sales. That's a distinct improvement from the 3.4-month supply reported a year ago. A 5- to 6-month supply represents a balanced market.

Local resale prices held up better than in other communities throughout Southern California with the \$400,000 median price of single-family homes sold during August up 2.8 percent from year ago levels. The condo median of \$230,000 was unchanged from August 2009 while the single-family and condo medians posted gains from this July. The single-family median is up 17.7 percent and the condominium median price rose 21.1 percent from the low points of this recession.

Not surprisingly, given seasonal factors and ongoing consumer uncertainty, pending escrows, a measure of future resale activity, were down 15.3 percent.

CONSUMER UNCERTAINTY CAUSE OF DECLINE IN SANTA CLARITA VALLEY HOME SALES

Sales of existing single-family homes fell for the second consecutive month throughout the Santa Clarita Valley during August as a result of the end of federal and state tax credits, seasonal patterns and ongoing consumer uncertainty, the Southland Regional Association of REALTORS® reported.

REALTORS® closed escrow on 186 homes during August, down 9.7 percent from a year ago, but up 5.7 percent compared to this July. The 68 condos that changed owners last month were down 10.5 percent from August 2009. Even with the declines, home sales were up 87.9 percent and condo sales up 119.4 percent from the record-low points for this recession.

"Buyers who understand that this is a favorable time to purchase a home, due to the combination of low prices and incredibly low interest rates, are making great deals," said Andrew Walter, president of the Association's Santa Clarita Valley Division. "Yet too many prospective buyers say ongoing concerns about the health of the economy and the security of their jobs are making them hesitate.

"That's a shame," he said, "because this

is a transitional market and this window of opportunity will soon close."

Recently unveiled programs by the federal government to help unemployed owners keep their home and give buyers who are first-time owner-occupants an advantage over investors in the purchase of a home are expected to strength the economy, bolster consumer confidence, further lower the rate of foreclosure and boost local residential resale markets.

Jim Link, the Association's chief executive officer, also said lenders are slowly developing lending guidelines that should open the door to more home purchases while yielding long-term stability for communities and financial markets.

"Look for lending guidelines that ensure that home loans go to families who truly qualify and can afford the monthly payments over many years," Link said. "As today's uncertainty, foreclosures and short sales disappear, what will be left is a strong, consistent market that will encourages families to treat home ownership like the long-term investment it was always meant to be."

CONTINUED ON PAGE 4

BUYERS—WHAT ARE YOU WAITING FOR?

CONSUMER UNCERTAINTY....

BY PATTI PETRALIA, PRESIDENT, AND DAVID R. WALKER, SRAR MEDIA CONSULTANT

It's extremely rare when all planets perfectly align to produce an ideal time to buy a house, yet conditions are so favorable today that one question must be posed to anyone who wants a home in the San Fernando or Santa Clarita Valleys — What are you waiting for?

Interest rates on home loans are at historic lows, hovering around 4.4 percent. Will they go lower? They may fluctuate slightly yet appear likely to remain low for a while, but we're at or near rock bottom while sometime in the not-to-distant future they are likely to move up.

- Lenders are slowly feeling more comfortable writing loans. Many mortgage providers now actively court owner-occupants instead of investors, who too often pushed families aside from the best bargains while contributing little to a community's long-term stability.

- The median resale price of \$399,000 in the San Fernando Valley is the lowest since 2003. Even with fewer sales, prices have been steadily rising, up 17.4 percent from the record low for this cycle. Condo prices have jumped 15.8 percent since hitting bottom in January 2008.

- Sellers are eager and willing to negotiate. That's true whether it's traditional owners, bank-owned properties or short sales.

With stocks up 50 percent from their March 2009 low and commodities rising dramatically, some analysts believe that leaves real estate as the only asset class still under valued.

- While they still occur, there are not nearly as many examples of multiple offers, even on properly priced, perfectly located and handsomely maintained homes.

- Local buyers have a forever-desirable location — sunny Southern California! Some people may leave, but more keep coming to the Golden State. That's unlikely to change.

- An improving local jobs outlook. The Valley is emerging faster from recession and took a much softer blow than the hardest-hit communities nationwide or even elsewhere in California, communities that suffered even steeper declines in home sales and prices.

- The national and state economies are rebounding, albeit somewhat haltingly.

- And, with stocks up 50 percent from their March 2009 low and various commodities rising dramatically, some analysts believe that leaves real estate as the only asset class still under valued.

Despite these advantages and reasons to buy, the local residential real estate market has gone flat.

That's partly due to the end of federal and state home-buying tax credits and a limited inventory.

But, just like the stimulus package, it's virtually 100 percent certain that the home buyer tax credits will not be renewed. Obama administration officials even said as much recently, preferring instead to roll out a new FHA refinancing program targeted at underwater borrowers and an emergency loan program aimed at helping unemployed borrowers keep their homes.

But Realtors report that the decline in activity is for a much more basic reason than the loss of tax credits: Buyers simply lack faith that the economy is truly on the mend.

Call it the curse of the dreaded "double-dip" recession, the fear of another economic downturn which economist now generally dismiss as unlikely to occur. Call it the curse of the dreaded "double-dip" recession, the fear of another economic downturn which economist now generally dismiss as unlikely to occur.

Or, the effect of the "phantom inventory," which trades on rumors that banks are about to dump a vast inventory of foreclosed properties on the market, which defies logic because banks would wind up the biggest loser.

Still, nobody likes to be the chump who buys low when a short while later others buy even lower. Yet who can time any market?

Keep in mind, however, that even with sales slowing down compared to a year ago, recent single-family home resale activity was nonetheless up 82.4 percent from the record low for this market cycle, which came in January 2008.

And, despite fewer sales and a slight rise in inventory, which remains too low to satisfy pent-up demand, prices continue a steady upward march. What seems certain about prices is that a 2-4 percent annual increase in prices is likely to be the reality for years to come.

So, the advice is simple to any prospective buyer who is playing the waiting game — stop playing and get moving.

Even assuming the worst-case scenario, this market cannot go much lower while waiting assures one certain outcome: Once the herd gets wind of the new environment, changes direction and joins the fray, the best opportunities to buy will vanish overnight.

When that happens, today's wide-open window of opportunity will once again slam shut for many years to come.

Who will be the chump then?

CONTINUED FROM PAGE 3

Even with the sales slowdown, the single-family median price of \$415,000 was up 4.3 percent from August 2009. It dropped 1.3 percent from the \$420,400 median posted this July, but that was the highest median recorded since the market hit bottom.

The condominium median price of \$215,000 was down 6.5 percent from a year ago and off 2.3 percent from July. While off 45.8 percent from the record high, the condo median nonetheless was up 4.9 percent from its low point for this cycle.

Buyers willing to navigate today's market will have a slightly wider selection to choose from in the Santa Clarita Valley. The total active inventory of 1,180 listings was up 56.9 percent from a year ago.

At the current pace of sales, the inventory represents a 4.6-month supply, a considerable improvement from the 2.7-month supply posted a year ago. A balanced market, where neither buyers nor sellers hold a clear advantage, emerges when the supply hovers between a 5- and 6-month inventory.

Pending sales, a measure of future resale activity, followed seasonal patterns by falling 5.6 percent from a year ago. Home sales typically tumble at the end of summer and the beginning of the school year.

SRAR BLOOD DRIVE: FRIDAY OCTOBER 15, 2010

Did you know that one pint of blood can help three people! Giving blood is a simple way to help those who are in need and help save lives.

Why Donate Blood?

- It feels GREAT to donate!
- You get FREE juice and cookies.
- It's something you can spare — most people have blood to spare and yet, there is still not enough to go around.

- YOU will help ensure that blood is on the shelf when needed most.

- YOU will be someone's HERO.
- Enjoy a partnership where everyone wins.

- It feels good to be a part of helping to save lives.

On Friday October 15, 2010 from 9:00 a.m. to 2:00 p.m. SRAR and Kaiser Permanente® will host a blood drive in the SRAR auditorium located at 7232 Balboa Blvd., Van Nuys.

You can walk in or contact Kit Young at 818-997-2236 or kathleeny@srar.com to schedule an appointment. Do your part! GIVE BLOOD!!!



CHARITY CLASSIC RAISES NEAR RECORD!

Even with temperatures (and too many golf scores) in the 100s, the Southland Regional Association of Realtors' Annual Golf Classic lifted spirits, forged friendships and produced smiles as it raised a near record total for charity. Thanks are in order to the more than 130 participants and to the dozens of sponsors who made this stunning event possible.

Presented by Bank of America, the tournament raised funds for SRAR's Charitable Foundation. Proceeds this year go to first-time hombuyer grants of \$4,000 each for local police, firefighters and paramedics. (For an application and details on the grant program, go to www.SRAR.com.) The team consisting of Michael Frank, Todd Fisher, Danny Chan and Darren Humphrey capture first place for the golf tournament.

Closest to the pin for the men was Scott Ange, whose shot was 6'3" from the cup, while Sharon Barron won with 10'5". The longest drive honor for the men went to Greg Cox and Nancy Troxell drove the farthest among the women.

Special thanks go to Wood Ranch Golf Club in Simi Valley, where the event was held, and hole-in-one sponsors Galpin Ford and Hamer Toyota. Thank you to all sponsors for making the 2010 Charity Classic a stunning success!

Sponsors included:

Eagle Sponsors—CRES Insurance Services, CRES HISCO, Carlson Law Group, Spile, Siegal, Leff & Goor, LLP, Shane, DiGiuseppe & Rodgers, LLP, GE Security, Supra, and Escrow of the West.

Birdie Sponsors—Daily News, Old Republic, Regal Realty of California, Point2, and Technologies.

Hole Sponsors—SoCal MLS, Dee Sign Company, Nordhagen & Daughters, Altera Real Estate, Wine & Liquor Depot, First American Home Buyers, Protection Corporation, Empower Capital Group, LLC, Lulu's Restaurant, and REMAX Olson & Associates.



SRAR GOOD SAMARITAN

The SRAR Good Samaritan program is designed to feature REALTORS® that have made a difference in their community through charitable and/or volunteer endeavors. Not only are the monthly recipients featured in the REALTOR® Report, but their name is also added to the Good Samaritan plaque, which is hanging in the front lobby of SRAR.

MEET EMELINDA ROBERTS – SRAR'S GOOD SAMARITANS OF THE MONTH!

Southland Regional Association of REALTORS® is proud to have Emelinda “Em” Salinas-Roberts nominated as October's Good Samaritan. Em has been in real estate since 1989 and joined SRAR as a sales agent in 1991. In 2009, Em joined as an affiliate after starting her own business, “Team Empower and Partners of World Financial Group”. Em has been nominated by Doris Casas-Salas of Keller Williams R.R. Gable in Northridge.

Em has had many diverse and challenging philanthropic endeavors throughout the years.

From 1993 to 1997, Em was involved with the “Toys for Tots” Program (the U.S. Marine Corps' toy collection program). Her efforts for this program earned her an award of recognition for the most number of toys collected to benefit a charitable organization. Em has spent countless hours volunteering her services for such organizations as the Motion Picture Home for the Elderly, AIDS walk, and MS Walk. She serves on the Pastoral Council at St. Mel's Church in Woodland Hills and is also a Lector and Eucharistic Minister. Em has contributed her time to the Guadalupe Center and is currently serving on the Board of Directors for Hope of the Valley (formerly the Valley Rescue Mission), whose purpose is to provide food and shelter to the homeless. Em has also participated as a speaker for Hands for Hope in North Hollywood – an organization that provides an after school program for under-privileged children helping to address the “latchkey child” syndrome.

Of all the community based charities Em has dedicated her time to and expertise in, the charity she holds closest to her heart is Gawad Kalinga (Give Care) Project. This program aims to build homes and villages for hundreds of homeless and destitute people in the Philippines. Em is not just a member of this organization, she also serves as a partner and an advocate in bringing public attention to the reality of homelessness and demanding action on the part of companies to do their share as good

corporate citizens. Not only has Em been instrumental in the building of homes in the Philippines, but she has played a major roll in building a school and water well in India. She is also currently involved in building a school and church in Ghana, Africa. It is Em's passion to reach out as an advocate for the poor and the helpless.

Coupled with her philanthropic works, Em has made numerous contributions in her professional arena as well. She is currently on the Board of Directors for the Regional Area of the United Chamber of Commerce; she also serves as a Board member for the Filipino-American Chamber of Commerce and on the Encino-Tarzana Rotary Club. She is a member of the Asian-American 11 Nation Chamber of Commerce and was a founder of the Encino Toastmaster Professionals.

Because of her many diverse involvements, she has been invited to join the prestigious National Association of Female Executives (NAFE) – a conglomeration of women executives who call the shots and make things happen in companies and boardrooms across the country. Em is a byword in the real estate industry, particularly in the San Fernando Valley.

Em has also shared her talents with SRAR by serving on several of its committees throughout the years, including the Events and Community Relations Committee, the Equal Opportunity Cultural Diversity Committee, Grievance Committee and the Professional Standards Committee. Em has been awarded Best Committee Member more than once for her volunteer work on SRAR committees.

Em Roberts has been a steady voice in the community for over 20 years, and will continue to be an advocate for those in need. We are proud to have Emelinda “Em” Salinas-Roberts nominated as an SRAR Good Samaritan and wish her all the best in her future work. Em can be reached at “Team Empower & Partners of World Financial Group” at 818-854-5459 or by email at emroberts64@yahoo.com.

If you would like to nominate someone for the SRAR Good Samaritan award, visit us online at www.srar.com, click on the Events tab and download the nomination form. Or stop in the front lobby of SRAR to pick on up. Submit completed nomination forms to Kit Young at kathleeny@srar.com.

SPONSORS SOUGHT FOR 2010 MULTICULTURAL MIXER:

“CULTURAL FRIENDSHIP DAY”

The Equal Opportunity Cultural Diversity Committee is looking ahead to once again host one of the most successful and well attended events of the year – its fabulous Mixer! This year's Multicultural Mixer is scheduled for Thursday, October 14, 2010 from 5:30–7:30 p.m. and will be held on SRAR parking grounds. Em Roberts, the 2010 mixer chair, announced this year's theme to be, “Cultural Friendship Day”. Attendance continues to grow with this amazing event year-after-year, and this year will be no exception!

All SRAR Affiliates and real estate offices are invited to participate as a Global (paid) or International Food Table Sponsor (free). We are currently seeking 2 additional Global Sponsors for this event. Global Sponsors will have their company name appear on all promotional materials and event publicity. Global Sponsors are also invited to have a company banner be displayed on the SRAR building during the event. And each Global Sponsor will receive a recognition award to be presented the day of the event. The cost for a Global sponsorship is just \$400.

International Food Table Sponsorships will go on a first-come/first-serve basis. Table Sponsors will be provided with a space, which includes a 6-foot table and two chairs at no cost. Table sponsors are responsible for selecting a country of their choice, decorating their table and providing food (for 75 -100 people – appetizer portions) that is representative of that particular country. This is a great way to mix and mingle with members and advertise your company or product. You may also conduct your own table prize drawing. The rest is up to your imagination and creativity!

Theme prizes will also be awarded for best table decorations and best costume. So dress to match your table's country theme or break out your wackiest costume to make us laugh.

This is a great opportunity for an office event! Sponsorships are limited, so respond now and reserve your spot!

Special guests and local legislators are also invited to attend the Mixer.

For more information on Global or International Food Table sponsorships, contact Michelle Gerhard at 818-947-2298 or via email at michelleg@srar.com.

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

Arikat, Samih M.
Arikat
2392 31st Ave.
San Francisco, CA. 94116

Arzubiaga, Alfredo T.
Alfredo Arzubiaga
11603 Blix St.
North Hollywood, CA. 91602

Bonawitz, Earl
RealEstate.com Realtors
42314 Oregon Trail
Murrieta, CA. 92562

Daniyelyan, Pavel
Blueprints Realty, Inc.
13532 Lull St.
Panorama City, CA. 91402

Donaty, Jill Elizabeth
The Donaty Group
4525 Sherman Oaks Ave. #100
Sherman Oaks, CA. 91403

Mihosseini, Seyedmorteza
America The Beauty
22549 Friar St.
Woodland Hills, CA. 91367

Rowe, Steven Dale
Keller Williams Realty
340 N. Westlake Blvd., Ste. 100
Westlake Village, CA. 91362

Sollof, Stuart Lawrence
ADS Properties
10153 1/2 Riverside Dr. #220
Toluca Lake, CA. 91602

SECOND POSTING

Billing, Barbara
Clearview Investments, Inc.
3870 Cresthaven Dr.
Westlake Village, CA. 91362

Gold, Richard Steven
NAI Capital, Inc.
16001 Ventura Blvd. #200
Encino, CA. 91436

Kim, Phillip
Phillip Kim
19600 Turtle Springs Way
Northridge, CA. 91326

Martin, Trisia Margrethe
The Giving Tree Realty
17715 Chatsworth St., Suite 203
Granada Hills, CA. 91344

Quintos, Elvira Esquejo
Access Southland Real Estate, Inc.
541 N. Main Street #104-228
Corona, CA. 92880

Perkins, Andrew Daniel
Perkins Realty Group
16345 Gledhill St.
North Hills, CA. 91343

Robbie, Paul
Paul Robbie
19123 Hamlin Street #6
Reseda, CA. 91335

REALTOR® APPLICANTS

Abano, Alvin / Quartz Realty / Santa Ana
Allage, Nahideh / White House Properties / Woodland Hills
Ayala, Roxana Jeannette / Pinnacle Estate Properties / Mission Hills
Belfiore, Anthony / SCV Home Buyers / Valencia
Blair, Thomas Landon / First State Lending, Inc. / Woodland Hills
Buehler, Patience Anne / Jennings Realty / Pine Mountain
Caynan, Rene Clarence / Century 21 Valley Properties / West Hills
Chapman, Steven David / Keller Williams Encino-Sherman Oaks / Encino
Charon, Ronit / Century 21 Hilltop / Simi Valley
Creed, William Christian / Pacific West Real Estate & Associates / Beverly Hills
Deane, Sharon T. / WG Financial / Van Nuys
Dibble, Rock Allen / Century 21 All Moves / Granada Hills
Dixon-Meske, Chesni / Mile High Properties / Pine Mountain Club
Edwards, Roy / Intero Real Estate Services / Valencia
Eigler, Micah Jacob / Pinnacle Estate Properties / Northridge
Epstein, Marielle / San Fernando Realty / San Fernando
Franco, Alecia / Realty Executives / Canyon Country
Freeman, Justin Ashley / Rodeo Realty, Inc. / Woodland Hills
Garcia, Elvia Patricia / Dilbeck Realtors / Valencia
Gourji, Dalia / ADS Properties / Toluca Lake
Haidermota, Misbah Zain / Century 21 Adobe Realty / Agoura Hills

Jamei, Roshanak Saheb / Royal Rep / Woodland Hills
Loredo, Jorge Enrique / R & G Real Estate, Inc. / Chatsworth
Mason, Matt / Keller Williams VIP Properties / Valencia
Meske, David / Mile High Properties / Pine Mountain Club
Nakachian, Sevag Toros / Pinnacle Estate Properties / Northridge
Nix, Lindsey Lee / Dilbeck Realtors / Studio City
Nocero, John / Keller Williams Realty — Antelope Valley / Palmdale
O'kane-Barkley, Helen / Kellar-Davis, Inc. / Santa Clarita
Olson, Heidi Christine / Re/Max Olson / Northridge
Ortiz, Julian Simon / Bifafora Real Estate / Northridge
Pezeshkifar, Arman / Atlantic & Pacific Real Estate, Inc. / Santa Ana
Rayas, Daniel / iLoan Real Estate Co., Inc. / North Hollywood
Richard, Bryce Lynn / Jose Diaz / Mission Hills
Rivas-Brady, Mariam Jennette / Re/Max Olson / Northridge
Schulte, Steve / Keller Williams / Burbank
Shamalian, Nora / Titus Realty / Panorama City
Stanzione, Maria Alejandra / LPF Homes, Inc. / Agoura Hills
Taylor II, Frederick B. / Michael Delahoussaye & Associates / Los Angeles
Thatphitakkul, Sutin / General Realty Group / Sherman Oaks
Torres, Carlos M. / Equity Builder's Realty and Investments / Los Angeles
Watson, Catherine / Aaroe Williamson / Sherman Oaks

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR OCTOBER

| ACTIVE INVENTORY | EN | ES | CS | WN | WS | SFV TOTAL | EXT | TOTAL |
|---------------------------------|-------|-------|-------|-------|-------|-----------|-------|-------|
| New Listings | 163 | 219 | 120 | 177 | 208 | 887 | 362 | 1,249 |
| Total Active Listings | 415 | 602 | 364 | 595 | 741 | 2,717 | 1,317 | 4,034 |
| Average Days on Market | 94 | 95 | 110 | 103 | 111 | 103 | 117 | 107 |
| Average List Price in Thousands | 298.3 | 701.4 | 855.1 | 537.7 | 935.2 | 688.3 | 487.2 | 622.7 |
| Median List Price in Thousands | 275.0 | 525.0 | 500.0 | 449.9 | 569.0 | 450.0 | 279.0 | 400.0 |
| BOMS | 16 | 15 | 12 | 18 | 18 | 79 | 28 | 107 |
| Average BOM Price in Thousands | 248.9 | 584.7 | 555.5 | 430.3 | 489.8 | 455.4 | 281.3 | 409.8 |
| BOM to Sale Ratio | 15.1 | 14.2 | 18.2 | 13.4 | 15.0 | 14.8 | 20.4 | 16.0 |
| Expirations | 14 | 31 | 29 | 29 | 46 | 149 | 72 | 221 |

PENDING SALES

| | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|
| New Escrows Opened | 175 | 170 | 110 | 154 | 147 | 756 | 262 | 1,018 |
| Total YTD Escrows Opened | 1,362 | 1,343 | 877 | 1,420 | 1,434 | 6,436 | 2,503 | 8,939 |
| New Open Escrows Average Days on Market | 66 | 76 | 81 | 72 | 69 | 72 | 97 | 79 |
| New Open Escrows Average List Price | 266.9 | 538.9 | 531.2 | 470.6 | 626.4 | 477.9 | 387.1 | 454.6 |

CLOSED SALES:

| | | | | | | | | |
|---|---------|---------|---------|---------|---------|-----------|---------|-----------|
| New Escrows Closed | 106 | 106 | 66 | 134 | 120 | 532 | 137 | 669 |
| Total YTD Escrows Closed | 1,191 | 1,177 | 791 | 1,282 | 1,297 | 5,738 | 2,212 | 7,950 |
| Volume of New Sales Dollars in Millions | 28.684 | 57.276 | 37.535 | 61.943 | 79.740 | 265.178 | 54.330 | 319.508 |
| Volume of total YTD Sales in Millions | 327.144 | 666.891 | 443.015 | 598.439 | 832.379 | 2,867.867 | 982.037 | 3,849.904 |
| Average Sale price in Thousands | 270.6 | 540.3 | 568.7 | 462.3 | 664.5 | 498.5 | 396.6 | 477.6 |
| Median Sale Price in Thousands | 270.0 | 425.0 | 390.0 | 410.0 | 555.0 | 385.0 | 290.0 | 375.0 |
| Coop Sales | 80 | 90 | 51 | 106 | 101 | 428 | 113 | 541 |
| Percent of Coop Sales | 75.5 | 84.9 | 77.3 | 79.1 | 84.2 | 80.5 | 82.5 | 80.9 |
| Average Days on Market | 118 | 140 | 133 | 132 | 123 | 129 | 135 | 130 |
| Sales at List Price | 62 | 42 | 24 | 60 | 32 | 220 | 68 | 288 |
| Percent of Sales at List Price | 58.5 | 39.6 | 36.4 | 44.8 | 26.7 | 41.4 | 49.6 | 43.0 |
| Sales to Listing Inventory Ratio | 25.5 | 17.6 | 18.1 | 22.5 | 16.2 | 19.6 | 10.4 | 16.6 |
| Final Sale to New Listing Ratio | 65.0 | 48.4 | 55.0 | 75.7 | 57.7 | 60.0 | 37.8 | 53.6 |

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR OCTOBER

| ACTIVE INVENTORY | EN | ES | CS | WN | WS | SFV TOTAL | EXT | TOTAL |
|---------------------------------|-------|-------|-------|-------|-------|-----------|-------|-------|
| New Listings | 48 | 77 | 65 | 63 | 64 | 317 | 111 | 428 |
| Total Active Listings | 155 | 317 | 181 | 167 | 192 | 1,012 | 401 | 1,413 |
| Average Days on Market | 120 | 114 | 108 | 91 | 119 | 111 | 136 | 118 |
| Average List Price in Thousands | 185.1 | 365.3 | 271.9 | 244.9 | 261.4 | 281.4 | 320.0 | 292.3 |
| Median List Price in Thousands | 155.0 | 355.0 | 240.0 | 220.0 | 210.0 | 250.0 | 264.9 | 250.0 |
| BOMS | 8 | 14 | 6 | 7 | 4 | 39 | 10 | 49 |
| Average BOM Price in Thousands | 203.8 | 299.3 | 184.5 | 220.3 | 186.5 | 236.3 | 280.2 | 245.3 |
| BOM to Sale Ratio | 20.5 | 26.4 | 26.1 | 30.4 | 13.3 | 23.2 | 21.7 | 22.9 |
| Expirations | 8 | 17 | 7 | 10 | 7 | 49 | 22 | 71 |

PENDING SALES

| | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|
| New Escrows Opened | 61 | 86 | 44 | 54 | 46 | 291 | 96 | 387 |
| Total YTD Escrows Opened | 444 | 701 | 431 | 374 | 420 | 2,370 | 767 | 3,137 |
| New Open Escrows Average Days on Market | 106 | 80 | 71 | 81 | 65 | 82 | 83 | 82 |
| New Open Escrows Average List Price | 160.1 | 328.1 | 270.0 | 247.8 | 215.1 | 251.3 | 260.5 | 253.6 |

CLOSED SALES:

| | | | | | | | | |
|---|--------|---------|--------|--------|--------|---------|---------|---------|
| New Escrows Closed | 39 | 53 | 23 | 23 | 30 | 168 | 46 | 214 |
| Total YTD Escrows Closed | 386 | 627 | 369 | 324 | 370 | 2,076 | 646 | 2,722 |
| Volume of New Sales Dollars in Millions | 6.013 | 17.537 | 5.640 | 5.236 | 7.193 | 41.618 | 10.862 | 52.481 |
| Volume of total YTD Sales in Millions | 65.547 | 217.511 | 87.565 | 80.658 | 92.164 | 543.445 | 212.047 | 755.491 |
| Average Sale price in Thousands | 154.2 | 330.9 | 245.2 | 227.6 | 239.8 | 247.7 | 236.1 | 245.2 |
| Median Sale Price in Thousands | 144.9 | 337.0 | 220.0 | 230.0 | 200.0 | 220.0 | 230.0 | 220.0 |
| Coop Sales | 33 | 44 | 20 | 20 | 26 | 143 | 42 | 185 |
| Percent of Coop Sales | 84.6 | 83.0 | 87.0 | 87.0 | 86.7 | 85.1 | 91.3 | 86.4 |
| Average Days on Market | 142 | 138 | 104 | 116 | 111 | 126 | 138 | 129 |
| Sales at List Price | 19 | 24 | 7 | 11 | 13 | 74 | 22 | 96 |
| Percent of Sales at List Price | 48.7 | 45.3 | 30.4 | 47.8 | 43.3 | 44.0 | 47.8 | 44.9 |
| Sales to Listing Inventory Ratio | 25.2 | 16.7 | 12.7 | 13.8 | 15.6 | 16.6 | 11.5 | 15.1 |
| Final Sale to New Listing Ratio | 81.3 | 68.8 | 35.4 | 36.5 | 46.9 | 53.0 | 41.4 | 50.0 |

AUGUST 2010

SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED
1,993RESIDENTIAL PROP.
ESCROW OPENED
1,595RESIDENTIAL PROP.
ESCROW CLOSED
1,029

ACTIVE INVENTORY:

| | EN | ES | CS | WN | WS | SFV TOT | EXT | TOTAL |
|---------------------------------|-------|-------|-------|-------|-------|---------|-------|-------|
| NEW LISTINGS | 275 | 318 | 202 | 310 | 317 | 1,422 | 571 | 1,993 |
| TOTAL ACTIVE LISTINGS | 630 | 959 | 578 | 779 | 775 | 3,921 | 2,114 | 6,035 |
| AVERAGE DAYS ON MARKET | 100 | 98 | 109 | 93 | 111 | 102 | 121 | 109 |
| AVERAGE LIST PRICE IN THOUSANDS | 264.0 | 624.3 | 727.5 | 491.7 | 858.5 | 613.5 | 586.3 | 604.0 |
| MEDIAN LIST PRICE IN THOUSANDS | 260.0 | 450.0 | 399.0 | 419.0 | 529.0 | 399.9 | 325.0 | 380.0 |
| BOMS | 27 | 27 | 23 | 22 | 20 | 119 | 54 | 173 |
| AVERAGE BOM PRICE IN THOUSANDS | 213.0 | 466.8 | 460.0 | 361.3 | 792.5 | 443.7 | 615.5 | 497.3 |
| BOM TO SALE RATIO | 18.4 | 16.3 | 19.7 | 13.8 | 12.7 | 15.9 | 19.1 | 16.8 |
| EXPIRATIONS | 25 | 40 | 29 | 30 | 34 | 158 | 87 | 245 |

PENDING SALES:

| | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|--------|
| NEW ESCROWS OPENED | 220 | 240 | 169 | 255 | 224 | 1,107 | 487 | 1,595 |
| TOTAL YTD ESCROWS OPENED | 1,493 | 1,707 | 1,125 | 1,512 | 1,576 | 7,413 | 2,977 | 10,390 |
| NEW OPEN ESCROWS AVERAGE DAYS ON MARKET | 58 | 69 | 76 | 69 | 60 | 66 | 79 | 70 |
| NEW OPEN ESCROWS AVERAGE LIST PRICE | 234.5 | 444.6 | 483.6 | 440.2 | 581.8 | 435.9 | 431.7 | 434.4 |

CLOSED SALES:

| | | | | | | | | |
|--|---------|---------|---------|---------|---------|-----------|-----------|-----------|
| NEW ESCROWS CLOSED | 147 | 166 | 117 | 160 | 157 | 747 | 282 | 1,029 |
| TOTAL YTD ESCROWS CLOSED | 1,291 | 1,463 | 952 | 1,273 | 1,359 | 6,338 | 2,419 | 8,757 |
| VOLUME OF NEW SALE DOLLARS IN MILLIONS | 36.427 | 84.706 | 51.232 | 65.879 | 91.941 | 330.186 | 113.622 | 443.808 |
| VOLUME OF TOTAL YTD SALES IN MILLIONS | 322.635 | 725.364 | 429.169 | 536.664 | 753.283 | 2,767.116 | 1,037.645 | 3,804.761 |
| AVERAGE SALE PRICE IN THOUSANDS | 247.8 | 510.3 | 437.9 | 411.7 | 585.6 | 442.0 | 402.9 | 431.3 |
| MEDIAN SALE PRICE IN THOUSANDS | 250.0 | 415.0 | 335.0 | 380.0 | 435.0 | 355.0 | 330.0 | 350.0 |
| COOP SALES | 97 | 139 | 97 | 130 | 137 | 600 | 234 | 834 |
| PERCENT OF COOP SALES | 66.0 | 83.7 | 82.9 | 81.3 | 87.3 | 80.3 | 83.0 | 81.0 |
| AVERAGE DAYS ON MARKET | 114 | 117 | 130 | 116 | 125 | 120 | 130 | 123 |
| SALES AT LIST PRICE | 78 | 64 | 63 | 79 | 69 | 353 | 127 | 480 |
| PERCENT OF SALES AT LIST PRICE | 53.1 | 38.6 | 53.8 | 49.4 | 43.9 | 47.3 | 45.0 | 46.6 |
| SALES TO LISTING INVENTORY RATIO | 23.3 | 17.3 | 20.2 | 20.5 | 16.1 | 19.1 | 13.3 | 17.1 |
| FINAL SALE TO NEW LISTING RATIO | 53.5 | 52.2 | 57.9 | 51.6 | 49.5 | 52.5 | 49.4 | 51.6 |

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 | 116 | 200 | 30 | 15 | 7535 |
| 100,000 TO 109,999 | 44 | 39 | 9 | 6 | 23531 |
| 110,000 TO 119,999 | 71 | 67 | 13 | 7 | 5836 |
| 120,000 TO 129,999 | 102 | 178 | 21 | 14 | 10124 |
| 130,000 TO 139,999 | 66 | 148 | 36 | 16 | 8781 |
| 140,000 TO 149,999 | 47 | 174 | 33 | 16 | 5531 |
| 150,000 TO 159,999 | 58 | 204 | 31 | 12 | 3231 |
| 160,000 TO 169,999 | 76 | 378 | 97 | 52 | 14966 |
| 170,000 TO 179,999 | 82 | 580 | 126 | 82 | 19721 |
| 180,000 TO 189,999 | 55 | 557 | 116 | 60 | 9765 |
| 190,000 TO 199,999 | 54 | 505 | 105 | 69 | 15453 |
| 200,000 TO 209,999 | 63 | 337 | 85 | 55 | 26249 |
| 210,000 TO 219,999 | 74 | 309 | 59 | 46 | 39922 |
| 220,000 TO 229,999 | 73 | 221 | 50 | 42 | 47023 |
| 230,000 TO 239,999 | 59 | 269 | 27 | 17 | 31952 |
| 240,000 TO 249,999 | 68 | 365 | 63 | 44 | 34828 |
| 250,000 TO 259,999 | 82 | 273 | 37 | 30 | 56774 |
| 260,000 TO 269,999 | 119 | 146 | 18 | 15 | 74917 |
| 270,000 TO 279,999 | 119 | 111 | 14 | 13 | 100838 |
| 280,000 TO 289,999 | 73 | 427 | 55 | 47 | 159018 |
| 290,000 TO 299,999 | 148 | 215 | 3 | 2 | 411667 |
| 300,000 TO 309,999 | 71 | 5703 | 1028 | 660 | 32642 |
| TOTALS | | | | | |

LISTINGS

16,186

2010 RMLS TOTAL - \$ VOLUME

\$3,804,761,000

SALES

8,791

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



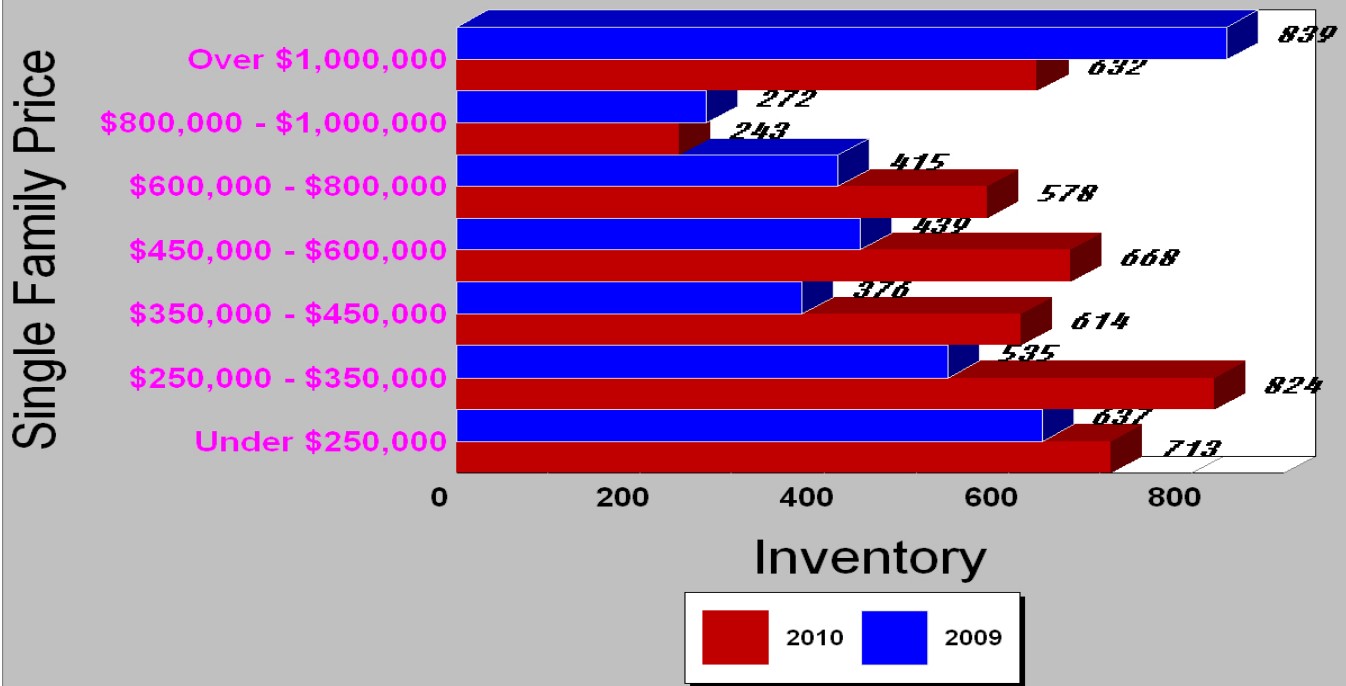
SOUTH AND REGIONAL
ASSOCIATION OF REALTORS, INC.

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 | 689.1 | 77.0 | 2346 | 895 | 560.0 | 38.2 | 2595 | 882 | 594.2 | 34 | 2935 | 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 | 58.5 | 3205 | 761 | 519.6 | 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 | 1,865 | 1,300 | 530.1 | 69.7 | 1,936 | 1,235 | 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 | 2,397 | 1780 | 1,132 | 74.3 | 2899 | 1322 | 835.1 | 45.6 | 3247 | 1157 | 839.7 | 35.6 | 2731 | 1263 | 672.9 | 46.2 | 1,922 | 1,322 | 581.7 | 68.8 | 2,153 | 1,104 | 484.5 | 51.3 |
| AUG | 2,764 | 1,890 | 1,166 | 68.2 | 3097 | 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 | 1,933 | 1,029 | 443.8 | 51.6 |
| SEPT | 2,675 | 1,757 | 1,110 | 65.7 | 2807 | 1284 | 783.8 | 45.7 | 2759 | 796 | 506.3 | 26.7 | 2423 | 1181 | 533.4 | 48.7 | 1,731 | 1,205 | 543.1 | 69.6 | 1,726 | 1,034 | 430.4 | 59.9 |
| OCT | 2,416 | 1,529 | 964.2 | 63.3 | 2682 | 1194 | 756.7 | 44.5 | 2525 | 666 | 444.2 | 22.8 | 2389 | 1321 | 601.7 | 55.3 | 1,794 | 1,243 | 527.5 | 69.3 | 1,677 | 883 | 371.9 | 52.7 |
| 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 | 869.9 | 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 | | | | | |

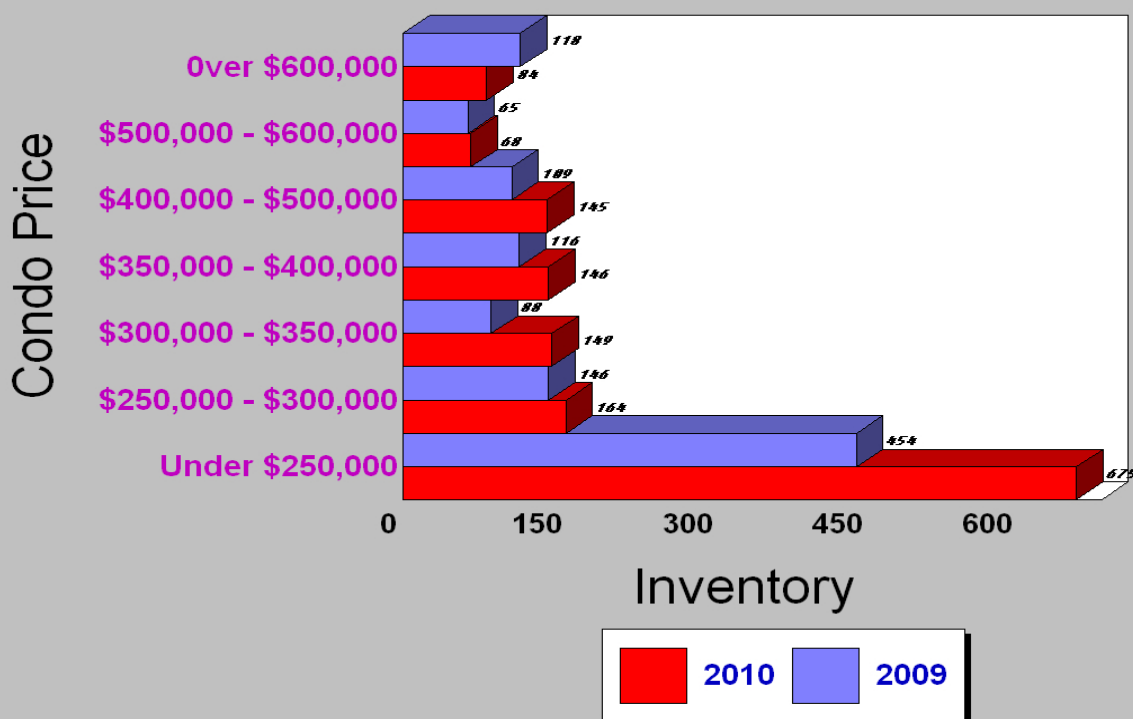
SINGLE FAMILY INVENTORY BY PRICE

SRAR SFV DIVISION AUGUST 2010



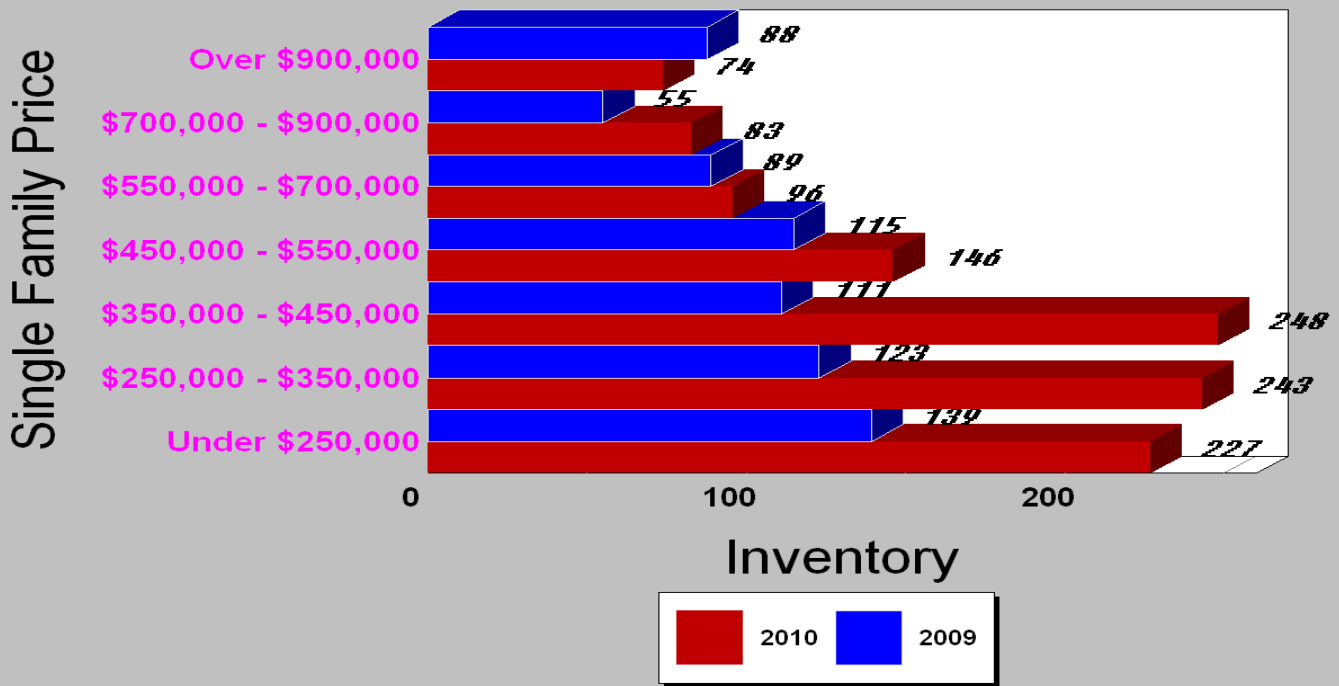
CONDO INVENTORY BY PRICE

SRAR SFV DIVISION AUGUST 2010



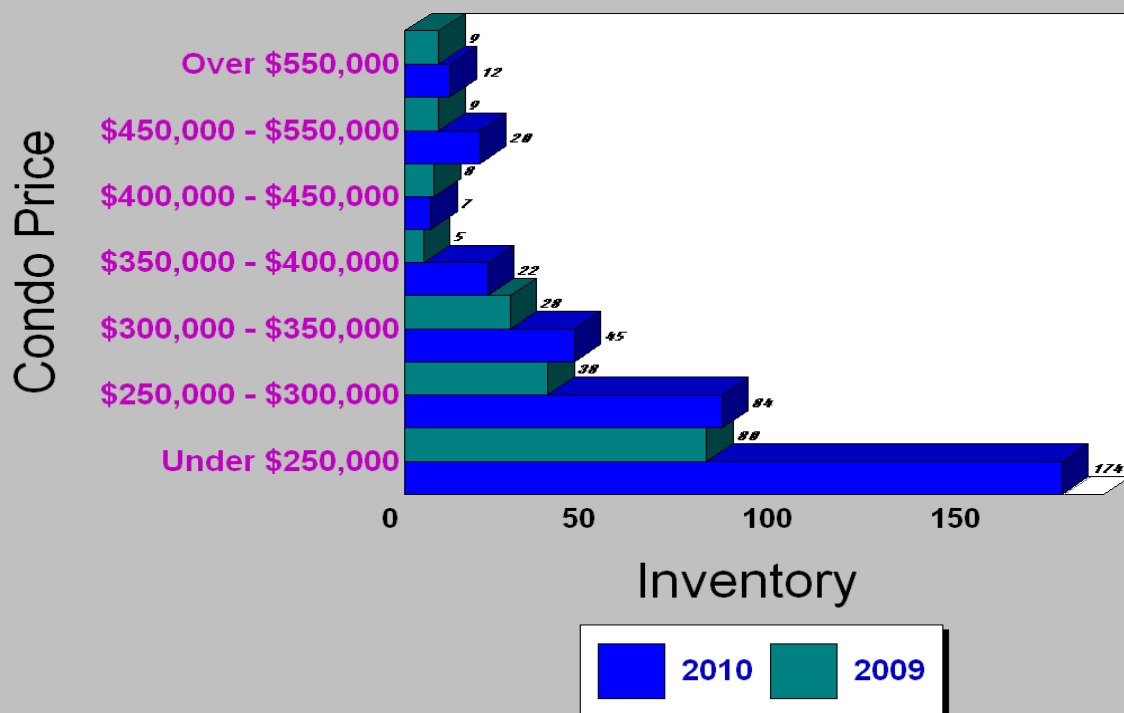
SINGLE FAMILY INVENTORY BY PRICE

SRAR SCV DIVISION AUGUST 2010



CONDO INVENTORY BY PRICE

SRAR SCV DIVISION AUGUST 2010



AUGUST 2010

SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED
550RESIDENTIAL PROP
ESCROW OPENED
470RESIDENTIAL PROP
ESCROW CLOSED
312

ACTIVE INVENTORY:

| | AC | ADUL | CC | CA | NE | SAU | SR | VAL | SCV TOTAL | EXT | TOTAL |
|--------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-----------|-------|-------|
| NEW LISTINGS..... | 7 | 9 | 84 | 29 | 53 | 73 | 25 | 124 | 404 | 146 | 550 |
| TOTAL ACTIVE LISTINGS..... | 48 | 39 | 281 | 89 | 152 | 187 | 71 | 313 | 1,180 | 399 | 1,579 |
| AVERAGE DAYS ON MARKET..... | 131 | 148 | 111 | 110 | 131 | 94 | 111 | 97 | 109 | 116 | 111 |
| AVERAGE LIST PRICE IN THOUSANDS..... | 547.8 | 592.7 | 384.2 | 424.2 | 412.2 | 390.0 | 516.8 | 496.5 | 443.1 | 351.5 | 419.9 |
| MEDIAN LIST PRICE IN THOUSANDS..... | 439.9 | 545.0 | 309.9 | 375.0 | 315.0 | 365.0 | 489.0 | 418.8 | 365.0 | 239.0 | 345.0 |
| BOMS..... | 0 | 1 | 9 | 5 | 6 | 4 | 2 | 8 | 35 | 12 | 47 |
| AVERAGE BOM PRICE IN THOUSANDS..... | 0 | 499.0 | 299.7 | 403.1 | 201.0 | 433.0 | 317.5 | 705.3 | 412.2 | 198.3 | 357.6 |
| BOM TO SALE RATIO..... | 0 | 25.0 | 17.0 | 18.5 | 19.4 | 9.8 | 12.5 | 10.8 | 13.8 | 20.7 | 15.1 |
| EXPIRATIONS..... | 0 | 1 | 8 | 0 | 0 | 7 | 5 | 7 | 28 | 26 | 54 |

PENDING SALES:

| | | | | | | | | | | | |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| NEW ESCROWS OPENED..... | 11 | 6 | 91 | 36 | 46 | 64 | 20 | 100 | 374 | 96 | 470 |
| TOTAL YTD ESCROWS OPENED..... | 58 | 36 | 618 | 207 | 237 | 409 | 144 | 681 | 2,390 | 562 | 2,952 |
| NEW OPEN ESCROWS AVERAGE DAYS ON MARKET..... | 80 | 110 | 66 | 80 | 90 | 97 | 83 | 88 | 84 | 60 | 79 |
| NEW OPEN ESCROWS AVERAGE LIST PRICE..... | 318.5 | 400.7 | 322.3 | 372.1 | 337.8 | 362.7 | 456.0 | 384.1 | 360.7 | 238.0 | 335.7 |

CLOSED SALES:

| | | | | | | | | | | | |
|---|--------|--------|---------|--------|--------|---------|--------|---------|---------|---------|---------|
| NEW ESCROWS CLOSED..... | 8 | 4 | 53 | 27 | 31 | 41 | 16 | 74 | 254 | 58 | 312 |
| TOTAL YTD ESCROWS CLOSED..... | 48 | 31 | 523 | 181 | 216 | 342 | 126 | 579 | 2,046 | 443 | 2,489 |
| VOLUME OF NEW SALE DOLLARS IN MILLIONS..... | 2,552 | 1,810 | 17,307 | 10,154 | 9,805 | 14,710 | 8,946 | 32,644 | 97,927 | 13,454 | 111,381 |
| VOLUME OF TOTAL YTD SALES IN MILLIONS..... | 18,082 | 14,893 | 165,305 | 69,948 | 69,481 | 131,003 | 65,176 | 256,285 | 790,173 | 110,237 | 900,410 |
| AVERAGE SALE PRICE IN THOUSANDS..... | 319.0 | 452.5 | 326.5 | 376.1 | 316.3 | 358.8 | 559.1 | 441.1 | 385.5 | 232.0 | 357.0 |
| MEDIAN SALE PRICE IN THOUSANDS..... | 309.0 | 425.0 | 319.0 | 350.5 | 252.5 | 370.0 | 572.0 | 399.9 | 355.0 | 174.0 | 335.0 |
| COOP SALES..... | 5 | 3 | 48 | 21 | 25 | 37 | 12 | 55 | 206 | 44 | 250 |
| PERCENT OF COOP SALES..... | 62.5 | 75.0 | 90.6 | 77.8 | 80.6 | 90.2 | 75.0 | 74.3 | 81.1 | 75.9 | 80.1 |
| AVERAGE DAYS ON MARKET..... | 131 | 120 | 106 | 162 | 140 | 125 | 84 | 108 | 119 | 147 | 124 |
| SALES AT LIST PRICE..... | 3 | 3 | 34 | 15 | 14 | 28 | 6 | 33 | 136 | 35 | 171 |
| PERCENT OF SALES AT LIST PRICE..... | 37.5 | 75.0 | 64.2 | 55.6 | 45.2 | 68.3 | 37.5 | 44.6 | 53.5 | 60.3 | 54.8 |
| SALES TO LISTING INVENTORY RATIO..... | 16.7 | 10.3 | 18.9 | 30.3 | 20.4 | 21.9 | 22.5 | 23.6 | 21.5 | 14.5 | 19.8 |
| FINAL SALE TO NEW LISTING RATIO..... | 114.3 | 44.4 | 63.1 | 93.1 | 58.5 | 56.2 | 64.0 | 59.7 | 62.9 | 39.7 | 56.7 |

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..... | 34 | 49 | 11 | 7 | 8525 |
| 100,000 TO 109,999..... | 32 | 9 | 2 | 2 | 16200 |
| 110,000 TO 119,999..... | 135 | 14 | 2 | 0 | 3000 |
| 120,000 TO 129,999..... | 127 | 48 | 10 | 4 | 15400 |
| 130,000 TO 139,999..... | 68 | 44 | 12 | 7 | 13323 |
| 140,000 TO 149,999..... | 112 | 54 | 15 | 13 | 19622 |
| 150,000 TO 159,999..... | 91 | 59 | 17 | 12 | 20147 |
| 160,000 TO 169,999..... | 54 | 124 | 20 | 9 | 8997 |
| 170,000 TO 179,999..... | 84 | 181 | 29 | 14 | 8890 |
| 180,000 TO 189,999..... | 80 | 191 | 44 | 25 | 19714 |
| 190,000 TO 199,999..... | 79 | 158 | 33 | 20 | 14877 |
| 200,000 TO 209,999..... | 57 | 119 | 34 | 19 | 4269 |
| 210,000 TO 219,999..... | 57 | 108 | 25 | 18 | 14259 |
| 220,000 TO 229,999..... | 86 | 58 | 15 | 9 | 6306 |
| 230,000 TO 239,999..... | 80 | 45 | 9 | 6 | 54113 |
| 240,000 TO 249,999..... | 81 | 56 | 11 | 7 | 15730 |
| 250,000 TO 259,999..... | 55 | 56 | 9 | 7 | 42539 |
| 260,000 TO 269,999..... | 27 | 32 | 3 | 1 | 7034 |
| 270,000 TO 279,999..... | 15 | 13 | 1 | 1 | 20000 |
| 280,000 TO 289,999..... | 52 | 48 | 5 | 5 | 59860 |
| 290,000 TO 299,999..... | 0 | 15 | 0 | 0 | N/A |
| 300,000 TO 309,999..... | 74 | 1481 | 312 | 186 | 15941 |
| TOTALS..... | | | | | 3.7 |

LISTINGS

2010 RMLS TOTAL - VOLUME

\$900,410,000

SALES

2,493

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



**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 | 842 | 322 | 164.0 | 57.4 | 822 | 181 | 73.1 | 22 | 574 | 263 | 86.3 | 45.8 | 476 | 231 | 82.7 | 48.5 |
| FEB | 535 | 352 | 159.7 | 65.8 | 776 | 289 | 142.5 | 37.2 | 842 | 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 | 489 | 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 | 494 | 337 | 111.7 | 77.6 | 465 | 368 | 135.9 | 79.1 |
| JUNE | 714 | 651 | 340.5 | 91.2 | 1231 | 439 | 266.3 | 39.6 | 1098 | 377 | 207.4 | 33.9 | 642 | 391 | 142 | 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 | 345 | 186.4 | 38.0 | 643 | 418 | 153.5 | 65.0 | 463 | 393 | 138.7 | 84.9 | 564 | 302 | 115.8 | 53.5 |
| 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 | 550 | 312 | 111.3 | 56.7 |
| SEPT | 831 | 536 | 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 | 540 | 237 | 106.4 | 55 |
| OCT | 755 | 477 | 257.2 | 63.2 | 824 | 330 | 193.6 | 46.1 | 793 | 227 | 107 | 28.6 | 634 | 371 | 137.4 | 58.5 | 469 | 334 | 117.9 | 71.2 | 525 | 279 | 93.1 | 53.1 |
| 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 | 3213.2 | 76.9 | 11,171 | 5,045 | 2631.4 | 45.2 | 10,948 | 3,742 | 1893.5 | 34.2 | 7814 | 3984 | 1530.8 | 55 | 5,353 | 3,930 | 1,339.6 | 73 | | | | |
| AVG. SALE PRICE | | \$508,176 | | | | \$521,586 | | | | \$506,013 | | | | \$384,236 | | | | \$340,865 | | | | | | |

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR OCTOBER

| ACTIVE INVENTORY | AC | ADUL | CC | CA | NE | SAU | SR | VAL | SCVTOT | EXT | TOTAL |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|
| New Listings | 8 | 6 | 71 | 33 | 18 | 51 | 17 | 64 | 268 | 122 | 390 |
| Total Active Listings | 37 | 34 | 223 | 96 | 74 | 169 | 60 | 196 | 889 | 415 | 1,304 |
| Average Days on Market | 116 | 180 | 112 | 122 | 153 | 101 | 101 | 111 | 116 | 111 | 114 |
| Average List Price in Thousands | 471.1 | 708.5 | 459.2 | 389.6 | 641.5 | 421.4 | 603.2 | 562.9 | 502.3 | 319.0 | 443.9 |
| Median List Price in Thousands | 437.9 | 545.0 | 349.0 | 369.0 | 418.5 | 399.9 | 590.0 | 459.0 | 400.0 | 215.0 | 369.0 |
| BOMS | 0 | 3 | 7 | 5 | 0 | 2 | 2 | 2 | 21 | 11 | 32 |
| Average BOM Price in Thousands | 0 | 825.0 | 367.1 | 326.2 | 0 | 354.5 | 584.5 | 315.0 | 437.3 | 228.8 | 365.6 |
| BOM to Sale Ratio | 0 | 300.0 | 20.6 | 25.0 | 0 | 9.1 | 25.0 | 5.0 | 14.6 | 22.9 | 16.7 |
| Expirations | 2 | 4 | 6 | 4 | 0 | 7 | 1 | 4 | 28 | 16 | 44 |

PENDING SALES

| | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| New Escrows Opened | 10 | 2 | 55 | 30 | 20 | 39 | 15 | 72 | 243 | 89 | 332 |
| Total YTD Escrows Opened | 70 | 36 | 443 | 229 | 155 | 348 | 116 | 562 | 1,959 | 619 | 2,578 |
| New Open Escrows Average Days on Market | 118 | 105 | 95 | 57 | 99 | 66 | 82 | 99 | 87 | 67 | 82 |
| New Open Escrows Average List Price | 334.0 | 539.0 | 366.4 | 332.9 | 406.7 | 413.0 | 606.2 | 466.6 | 417.6 | 242.4 | 370.7 |

CLOSED SALES:

| | | | | | | | | | | | |
|---|--------|--------|---------|--------|--------|---------|--------|---------|---------|---------|---------|
| New Escrows Closed | 4 | 1 | 34 | 20 | 15 | 22 | 8 | 40 | 144 | 48 | 192 |
| Total YTD Escrows Closed | 58 | 36 | 414 | 207 | 149 | 323 | 106 | 476 | 1,769 | 499 | 2,268 |
| Volume of New Sales Dollars in Millions | 1.179 | 312 | 14,153 | 7,929 | 5,396 | 9,809 | 4,140 | 19,133 | 62,320 | 9,676 | 71,997 |
| Volume of total YTD Sales in Millions | 21.647 | 16,891 | 159,776 | 83,369 | 59,864 | 136,905 | 64,042 | 243,830 | 786,324 | 124,443 | 910,767 |
| Average Sale price in Thousands | 294.6 | 312.0 | 416.3 | 396.4 | 359.8 | 445.9 | 551.3 | 478.3 | 432.8 | 201.6 | 375.0 |
| Median Sale Price in Thousands | 305.0 | 312.0 | 360.0 | 375.0 | 335.0 | 420.0 | 535.0 | 400.0 | 390.0 | 185.0 | 340.0 |
| Coop Sales | 4 | 1 | 28 | 18 | 14 | 18 | 8 | 33 | 124 | 34 | 158 |
| Percent of Coop Sales | 100.0 | 100.0 | 82.4 | 90.0 | 93.3 | 81.8 | 100.0 | 82.5 | 86.1 | 70.8 | 82.3 |
| Average Days on Market | 155 | 84 | 141 | 121 | 139 | 107 | 217 | 108 | 128 | 111 | 123 |
| Sales at List Price | 0 | 0 | 17 | 8 | 9 | 11 | 3 | 24 | 72 | 27 | 99 |
| Percent of Sales at List Price | 0 | 0 | 50.0 | 40.0 | 60.0 | 50.0 | 37.5 | 60.0 | 50.0 | 56.3 | 51.6 |
| Sales to Listing Inventory Ratio | 10.8 | 2.9 | 15.2 | 20.8 | 20.3 | 13.0 | 13.3 | 20.4 | 16.2 | 11.6 | 14.7 |
| Final Sale to New Listing Ratio | 50.0 | 16.7 | 47.9 | 60.6 | 83.3 | 43.1 | 47.1 | 62.5 | 53.7 | 39.3 | 49.2 |

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR OCTOBER

| ACTIVE INVENTORY | AC | ADUL | CC | CA | NE | SAU | SR | VAL | SCVTOT | EXT | TOTAL |
|---------------------------------|-------|------|-------|-------|-------|-------|-------|-------|--------|-------|-------|
| New Listings | 1 | 0 | 38 | 4 | 17 | 19 | 6 | 27 | 112 | 23 | 135 |
| Total Active Listings | 2 | 0 | 130 | 5 | 74 | 53 | 29 | 112 | 405 | 61 | 466 |
| Average Days on Market | 67 | 0 | 107 | 38 | 139 | 103 | 96 | 101 | 109 | 77 | 105 |
| Average List Price in Thousands | 604.5 | 0 | 204.8 | 143.7 | 197.7 | 244.3 | 281.2 | 285.8 | 237.8 | 309.1 | 247.1 |
| Median List Price in Thousands | 489.0 | 0 | 188.5 | 159.0 | 178.5 | 265.0 | 274.9 | 275.0 | 232.0 | 250.0 | 234.9 |
| BOMS | 0 | 0 | 4 | 0 | 2 | 1 | 0 | 1 | 8 | 1 | 9 |
| Average BOM Price in Thousands | 0 | 0 | 151.2 | 0 | 162.5 | 155.0 | 0 | 349.9 | 179.3 | 310.0 | 193.8 |
| BOM to Sale Ratio | 0 | 0 | 18.2 | 0 | 14.3 | 12.5 | 0 | 4.0 | 10.8 | 7.7 | 10.3 |
| Expirations | 0 | 0 | 4 | 0 | 3 | 3 | 0 | 2 | 12 | 3 | 15 |

PENDING SALES

| | | | | | | | | | | | |
|---|---|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| New Escrows Opened | 0 | 0 | 27 | 2 | 13 | 13 | 3 | 27 | 85 | 9 | 94 |
| Total YTD Escrows Opened | 0 | 2 | 251 | 10 | 122 | 125 | 53 | 257 | 820 | 79 | 899 |
| New Open Escrows Average Days on Market | 0 | 0 | 78 | 20 | 56 | 114 | 181 | 82 | 84 | 74 | 83 |
| New Open Escrows Average List Price | 0 | 0 | 166.8 | 252.0 | 203.2 | 237.7 | 294.6 | 298.8 | 231.7 | 182.9 | 227.0 |

CLOSED SALES:

| | | | | | | | | | | | |
|---|---|-----|--------|-------|--------|--------|--------|--------|---------|--------|--------|
| New Escrows Closed | 0 | 0 | 22 | 0 | 14 | 8 | 5 | 25 | 74 | 13 | 87 |
| Total YTD Escrows Closed | 0 | 1 | 230 | 10 | 114 | 95 | 44 | 236 | 730 | 66 | 796 |
| Volume of New Sales Dollars in Millions | 0 | 0 | 3,709 | 0 | 2,781 | 1,934 | 1,400 | 7,604 | 17,428 | 3,751 | 21,178 |
| Volume of Total YTD Sales in Millions | 0 | 500 | 44,046 | 2,053 | 23,424 | 22,773 | 12,307 | 66,397 | 171,500 | 16,470 | 187,90 |
| Average Sale price in Thousands | 0 | 0 | 168.6 | 0 | 198.6 | 241.7 | 280.0 | 304.1 | 235.5 | 288.5 | 243.4 |
| Median Sale Price in Thousands | 0 | 0 | 149.0 | 0 | 185.0 | 247.9 | 270.0 | 306.0 | 239.0 | 170.5 | 225.0 |
| Coop Sales | 0 | 0 | 18 | 0 | 11 | 7 | 3 | 19 | 58 | 11 | 69 |
| Percent of Coop Sales | 0 | 0 | 81.8 | 0 | 78.6 | 87.5 | 60.0 | 76.0 | 78.4 | 84.6 | 79.3 |
| Average Days on Market | 0 | 0 | 134 | 0 | 95 | 105 | 153 | 91 | 110 | 98 | 109 |
| Sales at List Price | 0 | 0 | 13 | 0 | 6 | 4 | 0 | 15 | 38 | 6 | 44 |
| Percent of Sales at List Price | 0 | 0 | 59.1 | 0 | 42.9 | 50.0 | 0 | 60.0 | 51.4 | 46.2 | 50.6 |
| Sales to Listing Inventory Ratio | 0 | 0 | 16.9 | 0 | 18.9 | 15.1 | 17.2 | 22.3 | 18.3 | 21.3 | 18.7 |
| Final Sale to New Listing Ratio | 0 | 0 | 57.9 | 0 | 82.4 | 42.1 | 83.3 | 92.6 | 66.1 | 56.5 | 64.4 |

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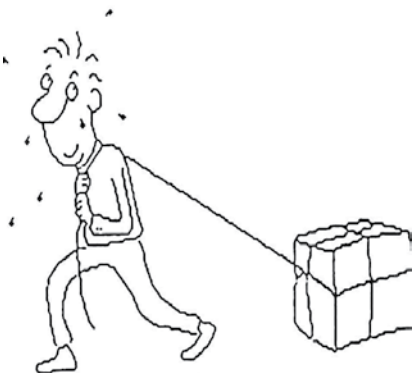
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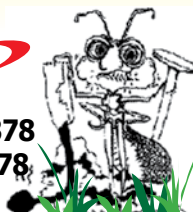
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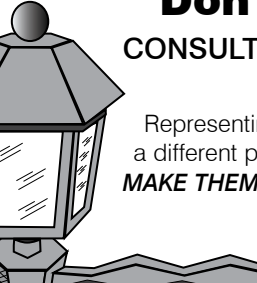
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Phone: (818) 349-9997

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

OCTOBER 1

Acton,
Agua Dulce,
Newhall
Saugus
Valencia

OCTOBER 15

Castaic
Newhall
Stevenson
Valencia