

REALTOR® REPORT

October 26 - November 8, 2010

The Official Publication of Southland Regional Association of REALTORS®



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REALTOR® ASSOCIATIONS STRONGLY SUPPORT JOHN NOGUEZ FOR COUNTY ASSESSOR

Surrounded by the leadership of the REALTOR® Community throughout the Los Angeles County Region and the State of California, John Noguez accepted their endorsement and support for his race to become the next Los Angeles County Assessor.

"One of the most exciting experiences of my run to be the next Los Angeles County Assessor has been the overwhelming support I have received from the Realtor community," stated Noguez. "REALTORS® are uniquely qualified to appreciate the importance of the Assessors office and what it takes to run this critical operation. It is an honor and a compliment that so many of you have chosen me as your candidate."

REALTOR® Associations from across the region strongly endorsed John Noguez for County Assessor. These groups include the Beverly Hills Greater Los Angeles Association of REALTORS®, the South Bay Association of REALTORS®, Rancho Southeast Association of REALTORS®, Inglewood Board of REALTORS®, Pacific West Association of REALTORS®, Southland Regional Association of REALTORS®, Southwest Association of REALTORS®, the Citrus Valley Association of REALTORS®, the Downey Association, Malibu Association of REALTORS®, Montebello Association of

REALTORS® and the Tri Counties Association of REALTORS®.

Showing John's breadth of support statewide were representatives from the California Association of REALTORS® including Steve Goddard, 2010 President LeFrancis Arnold, 2011 President-Elect, and Irma Vargas, 2010 Chair, CREPAC Trustees.

"With 25 years on the job, John has gained a remarkable understanding of the assessment process affecting several million homes and businesses. He does not need on the job training," stated Steve Goddard, California Association of REALTORS® President. "John Noguez will not only hit the ground running but continue the work he has already done to serve the taxpayers of Los Angeles County well ensuring they are treated fairly and with dignity," said President Goddard.

Los Angeles County Deputy Assessor John R. Noguez will ensure accurate and fair assessments. He played a key role in lowering assessments and creating property tax savings for over 300,000 homeowners.

As Huntington Park Mayor and Councilman, John led the fight for the city's first Ethics Reform Law and helped reduce elected official salaries.

These are just some of the many reasons why Democrats, Republicans, and Independents all agree John Noguez is the right candidate for Los Angeles County Assessor.

GRANTS FOR PUBLIC SAFETY RESPONDERS HAVE BECOME EASIER TO OBTAIN

Did your clients find our 2010 Grant Program to be a little difficult with all the stipulations they had to fulfill? Well, we have great news! We have removed some of those stipulations to make it easier for your clients to obtain the grant funds.

Applicants must still use a Realtor member of Southland Regional Association of REALTORS®, provide proof of employment as a public safety responder by the City of Los Angeles, Santa Clarita or San Fernando or CHP. They are still required to be within certain income limits and show proof of income, and still must attend a First-Time Homebuyer class offered through the Los Angeles Neighborhood Housing Services. So what has changed? They are no longer required to go through one of the other lending assistance programs offered by the City, which has proved to create roadblocks for many applicants.

For further details of the program and qualification requirements, visit www.srar.com/grants or call Michelle Gerhard at 818-947-2298.

Southland Regional Association of REALTORS® makes the grants available, with further funding provided by California Association of REALTORS®' Housing Affordability Fund.

VEGAS COMES TO SRAR

No need to drive to Vegas...party and gamble Vegas-style in Van Nuys...and all for a good cause! On Saturday November 13th, from 6:00-10:00pm the SRAR Auditorium will



be transformed into a Vegas-style Casino with a Texas Hold'em Poker Tournament, Blackjack and Roulette, open bar, appetizers and complimentary Valet.

To participate in the poker tournament, there is a \$100 buy-in with re-buys and add-ons available.

Prizes will awarded to 1st, 2nd and 3rd place. If poker is not your

thing, \$50 gets

you \$25k in

poker chips to play other games. At the end of the night, trade in your chips for raffle tickets for wonderful and exciting prizes. All of the proceeds from the event will be donated to C.A.R.'s Housing Affordability Fund. Get your tickets NOW because they're going fast!!!

For more information or to buy tickets please visit www.srar.com or contact Kit Young at 818-947-2236



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

REALTOR® REPORT

The Official Publication of SRAR

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RESALE PRICES CONTINUE TO RISE EVEN AS HOME SALES SLOW

Even with ongoing favorable conditions, limited home sales during September throughout the San Fernando Valley threaten to make the traditionally down winter months more sluggish than usual, the Southland Regional Association of REALTORS® reported.

A total of 581 homes and 194 condos changed owners last month, off 15.1 percent and 23.3 percent, respectively, from a year ago. However, home sales were up 7.8 percent from August, marking the first rise in the month-to-month figure after three consecutive months of declines. For perspective, even with the current slow down, the September figure was still up 79.9 percent from the record low for this cycle, which came in January 2008.

"The market is much more stable than two years ago, yet there's no question that buyers are hesitant, unsure about their jobs, the economy and what will happen as a result of the coming mid-term election," said Patti Petralia, president of the Southland Regional Association of Realtors. "Yet home prices continue to inch higher because the people who are active understand that today's advantageous conditions will not last long - favorable pricing, incredibly low interest rates, a slightly rising inventory, and sellers who are willing to negotiate."

The median price of the 581 homes sold last month came in at \$395,000, up 3.9 percent over a year ago, a pattern that has been virtually unbroken since last November. Resale prices are down 39.7 percent from their record high, yet have rising 16.2 percent from

the February 2009 low of \$339,900.

Similarly, the condo median of \$220,000 was off 12.0 percent from a year ago. That was down 47.0 percent from the record high of February 2006, yet has climbed 15.8 percent higher than the low point of \$190,000 in January 2009.

"Even though it's a great time to buy, the last two months have been disappointing," said Jim Link, the Association's chief executive officer. "The federal homebuyer tax credits pulled some sales earlier in the year. Yet the drop in activity since credits expired is nothing compared to the free fall of 2007 and 2008."

What was a rising market earlier this year is likely to remain sluggish through winter or until a sense of urgency prompts buyers, who are still coming out in great numbers, to get busy, Link said.

There were 3,793 active listings throughout the Valley at the end of September, down 29.8 percent from a year ago. That's a 4.9-month supply at the current pace of sales with a 5- to 6-month supply indicating a balanced market. The highest the inventory climbed during this downturn was 7,730 listings for a 16.0-month supply.

The record-high inventory came in July 1992 with 14,976 listings, a 17.6-month supply at the then current pace of sales.

Pending escrows, a measure of future activity, suggests that the market may slow further in the coming months. There were 1,045 open escrows at the end of September, down 39.1 percent from a year ago.

SCV HOMES SALES SLOW, BUT CONDOS UP 9%

Prices held steady as sales during September of existing single-family homes fell for the third consecutive month throughout the Santa Clarita Valley with consumer uncertainty likely to be an ongoing drag on the market as the traditionally slow holiday seasons approach, the Southland Regional Association of REALTORS® reported.

A total of 167 single-family homes closed escrow last month, down 6.2 percent from a year ago. Even with the slow down, home sales are up 68.7 percent and condo sales are 129.0 percent above the low points for this cycle, which came in January 2008.

"Uncertainty has consumers frozen in place," said Andrew Walter, president of the Association's Santa Clarita Valley Division. "But the buyers who are active in the market

today are taking advantage of the great prices, low interest rates and limited competition."

Walter said the end of the federal and state tax credits earlier this year produced a surge in activity, yet ongoing concerns over the economy and jobs make current home buyers hesitate.

The one exception was in condominium sales, which posted a 9.2 percent increase in sales with a total of 71 closed escrows. Condos sales also were up 4.4 percent over this August.

"Condo sales are doing better because obtaining a loan is somewhat easier in the lower price ranges, while jumbo loans are still difficult to come by," said Jim Link,

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WELCOME 2011 BOARD OF DIRECTORS!

The S.R.A.R. 2011 Board of Directors' election is complete. The following members will serve on the B.O.D. for a two year term beginning January 1, 2011:

Sharon Barron

Wendy Hale

Roger Hance

Jeff Kahn

Rana Linka

Susan Miller

Nancy Troxell

Gina Uzunyan

Andrew Walter

Chris Williams.

The following Directors will complete their second year:

Gina Covello

Loren Hansen

Debbie Hawkins

Bud Mauro

Alice McCain

Patti Petralia

Gaye Rainey

Fred Sabine

Bonnie Strassmann

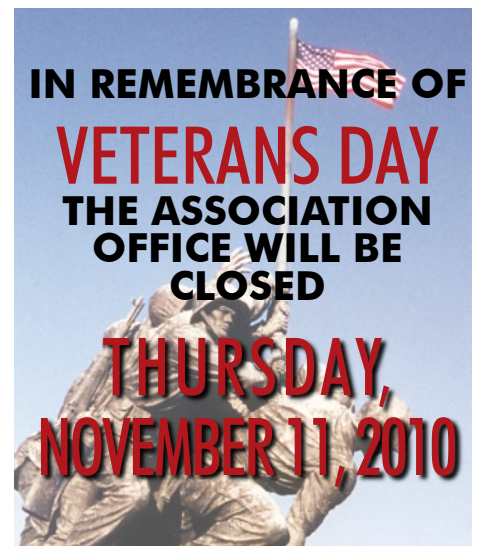
Daniel Tresieras

Gary Washburn

Steve White

The SRAR Santa Clarita Valley Division representative serving on the Board is Sal Aranda.

Congratulations 2011 SRAR Board of Directors!



80% STILL BELIEVE BUYING A HOME MAKES SENSE

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

Despite consumer uncertainty related to the ongoing economic recovery, nearly eight out of ten respondents to a national survey believe that buying a home is a good financial decision.

The eighth annual Housing Opportunity Pulse Survey conducted by the National Association of Realtors also found that job layoffs and unemployment are a big problem, with 80 percent citing these issues as a barrier to home ownership.

"While a job recovery is what is needed to get the economy and housing market back on the right track, owning a home continues to be part of the American Dream and one of the best long-term investments in your future," said NAR President Vicki Cox Golder.

Some key results

- Three out of four Americans continue to believe that buying a home is a good financial decision (with 77 percent having a strong belief).
- More than two-thirds of respondents (68 percent) say that now is a good time to buy a home.
- Job insecurity and the lack of jobs

continue to be the primary obstacle to home ownership and market recovery. Respondents see the recession and job losses as the main reasons for the foreclosure problem, a shift from last year when they were more likely to blame homeowners who bought homes they could not afford.

- A majority of renters say that owning a home at some point in the future is either one of their highest priorities (39 percent) or a moderate priority (24 percent). Just 21 percent of renters say that owning a home is not a priority at all.

- Frustration with banks is up: a majority worry that banks have made it too difficult to qualify for a home mortgage loan.

- 51 percent of respondents say foreclosures remain a big or moderate problem in their area. While there has been a significant drop in the percentage of those surveyed who say foreclosures have increased, 51 percent say that the rate of foreclosures is about the same as it was last year.

- Most of those surveyed say that it is harder to sell a home in their neighborhood than it was a year ago.

- Looking forward, 70 percent expect real estate sales in their neighborhood to remain

about the same over the next few months. A nearly identical number (69 percent), also expect home values to remain the same.

- Nearly one-quarter (23 percent) are now very concerned about the number of homes and condos for sale in their area—a number that is up 7 points from last year.

- Most respondents are more concerned about the drop in home values than they are about home costs being too high. Still, cost remains the significant barrier to many who would otherwise like to buy a home.

The telephone survey of 1,209 urban and suburban adults in the top 25 metropolitan statistical areas was conducted by American Strategies and Myers Research & Strategic Services for NAR's Housing Opportunity Program.

That program was created in 2002 to encourage local Realtor Associations to build initiatives that help increase housing opportunities for consumers and make affordable housing more readily available in their communities.

SCV HOMES SALES

CONTINUED FROM PAGE 3

the Association's chief executive officer. "Buyers are eager to take advantage of home loans in the low 4 percent range and prices that are affordable, particularly compared to several years ago."

The median price of homes that closed escrow last month was \$410,000, unchanged from a year ago and down 1.2% from this August. The median price has been hovering above \$400,000 since February, going as high as \$420,000 in April and July. While down 36.2 percent from that record high, the current median price is up 6.5 percent from the record low of \$385,000, which appeared in December 2008.

The median price of condominiums sold last month in the Santa Clarita Valley was \$219,000, up 0.5 percent from September 2009 and 1.9 percent higher than the August median. The condo price is up 6.8 percent from the record low for this cycle.

Active listings increased 67.2 percent during September compared to the prior year. There were 1,249 active listings at the end of the month, up from 747 a year ago. While a dramatic increase, Walter noted that at the current pace of sales the inventory is a mere 5.2-month supply, in the low range of what experts believe represents a balanced market. A year ago the inventory stood at a 3.1-month supply.

Pending escrows - a measure of future sales activity - fell 17.3 percent.

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS SANTA CLARITA VALLEY DIVISION

*Invites You to Join Us As
SAL ARANDA
Is Installed as
2011 President
Santa Clarita Valley Division
at the
47th Annual Installation Dinner
Friday, November 12, 2010 - 6:00 P.M.
Tournament Players Club (TPC), Westbridge*

This event recognizes our Santa Clarita Valley representatives who volunteer their time to keep abreast of all issues affecting the Santa Clarita Valley and who often bring to light many potential problems that could affect our property values as well as our way of life. Your support of this event helps to insure the continuation of our local council.

Reservation Deadline: Wednesday, November 10, 2010

For more information call:

(661) 299-2930

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

Barash, Vadim
Vadim Barash
10066 Melinda Way, #3
Northridge, CA. 91325

Dietz, Laura Lee
Merlin Enterprises, Inc.
28494 Westinghouse Place, Suite 207
Valencia, CA. 91355

Eaton-Martinez, Christine Dustie
Christine Dustie Eaton-Martinez
10723 White Oak Ave.
Granada Hills, CA. 91344

Islam, Russel
Myriad Properties
6303 Owensmouth Ave. 10th FL.
Woodland Hills, CA. 91367

Johnson, Maureen G.
Maureen G. Johnson
3132 Glendon Avenue
Los Angeles, CA. 90034

SECOND POSTING

Batchan, Cyrus L.
Cyrus Batchan
6253 Hollywood Blvd. #501
Hollywood, CA. 90028

Brown, Sherrie A.
Sherrie Brown ARS
22122 Erwin St. #415
Woodland Hills, CA. 91367

Bustillo, Richard
Gateway Homes
1107 Fair Oaks Ave. #475
South Pasadena, CA. 91030

Leibovici, Simone
Simone Leibovici
24725 Avenida Asoleada
Calabasas, CA. 91302

Paladin, John
John Paladin, Broker
24307 Magic Mountain Pkwy #38
Valencia, CA. 91355

Rice, Donelle Marie
Rice Realty Associates
22112 Schoolcraft
Canoga Park, CA. 91303

Tuthill, Mark
Mark Tuthill-Broker
26485 Bouquet Canyon Road
Santa Clarita, CA. 91350

REALTOR® APPLICANTS

Afa-Comstock, Elsa / Woodbridge Estates, Inc. / Studio City	Jin, Michael / Mid Valley Realty, Inc. / Calabasas
Allen, Ana M. / Brightstone Estate Properties / Winnetka	Karapetian, Meritxell Capdet / Pinnacle Estate Properties / Mission Hills
Baranik Moreno, Annmarie / Bill Toth Associates / Burbank	Ketabshi, Ali / Keller Williams / Studio City
Chana, Manjeet / C-21 All Moves / Granada Hills	Lucibello, Christopher James / Prudential California Realty / Encino
Claitman, Jon Elaine / Dilbeck Real Estate, Inc. / Santa Clarita	Miranda, Valerie Bea / Rodeo Realty / Calabasas
Codner, Corina / Bona Real Estate / Van Nuys	Morrow, Mari / Running Realty / Studio City
Coren, Patricia Christine / Provincy, Inc. / Sherman Oaks	Najar Jr., Bernardino / Troop Real Estate, Inc. / Valencia
Doma, Tsering / Imagine Real Estate / Westlake Village	Ozhekim, Tatiana / Troop Real Estate / Valencia
Evans, Paula / Silver Creek Realty / Santa Clarita	Richard II, Joe Lee / Joe Berry R.E. Co. / Culver City
Fry, Alyssa L. / Century 21 Edva Realty / Tarzana	Ruff, Mark Stephen / Keller Williams / Studio City
Goldstein, Marcia Kay / Real Value Properties, Inc. / Burbank	Stein, Cami / Joe Berry R.E. Co. / Culver City
Holman, Jessica Christian / Keller Williams Encino-Sherman Oaks / Encino	Trinh, Terry Minh-Quan / Coldwell Banker / Sherman Oaks
Hwang, Geon Bae / Best Realty & Investment, Inc. / Granada Hills	Van Nguyen, Tiffany Thi / HNT Realty / Canoga Park
	Wolfe, Avi / Weichert Realtors — Hoshaw & Associates / Valencia

SEPTEMBER 2010

SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

 RESIDENTIAL
PROPERTIES LISTED

1,726

 RESIDENTIAL PROP.
ESCROW OPENED

1,363

 RESIDENTIAL PROP.
ESCROW CLOSED

1,034

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	225	307	177	261	271	1,241	485	1,726
TOTAL ACTIVE LISTINGS	596	931	573	766	927	3,793	1,709	5,502
AVERAGE DAYS ON MARKET	97	96	106	92	108	100	120	106
AVERAGE LIST PRICE IN THOUSANDS	267.1	588.4	694.0	484.6	837.9	593.9	465.8	554.1
MEDIAN LIST PRICE IN THOUSANDS	260.0	439.0	379.9	400.0	513.0	399.0	289.5	364.9
BOMS	19	13	22	20	25	99	42	141
AVERAGE BOM PRICE IN THOUSANDS	219.3	526.1	306.7	412.6	452.9	377.0	283.0	349.0
BOM TO SALE RATIO	13.9	7.2	18.6	11.2	15.5	12.8	16.2	13.6
EXPIRATIONS	17	42	37	34	48	178	105	283

PENDING SALES:

NEW ESCROWS OPENED	238	218	133	222	234	1,045	318	1,363
TOTAL YTD ESCROWS OPENED	1,651	1,854	1,188	1,668	1,732	8,093	3,049	11,142
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	69	74	76	76	79	75	69	73
NEW OPEN ESCROWS AVERAGE LIST PRICE	246.6	491.5	428.2	390.8	527.4	414.3	329.1	394.4

CLOSED SALES:

NEW ESCROWS CLOSED	137	180	118	179	161	775	259	1,034
TOTAL YTD ESCROWS CLOSED	1,430	1,643	1,073	1,453	1,518	7,117	2,678	9,795
VOLUME OF NEW SALE DOLLARS IN MILLIONS	34.486	83.969	58.062	76.170	85.294	337.981	92.456	430.437
VOLUME OF TOTAL YTD SALES IN MILLIONS	357.467	809.394	487.815	613.300	838.035	3,106.011	1,130.570	4,236.581
AVERAGE SALE PRICE IN THOUSANDS	251.7	466.5	492.1	425.5	529.8	436.1	357.0	416.3
MEDIAN SALE PRICE IN THOUSANDS	255.0	385.0	350.0	403.0	442.0	360.0	270.0	340.0
COOP SALES	102	145	104	149	137	637	207	844
PERCENT OF COOP SALES	74.5	80.6	88.1	83.2	85.1	82.2	79.9	81.6
AVERAGE DAYS ON MARKET	101	112	124	110	121	113	130	117
SALES AT LIST PRICE	86	80	46	72	59	343	129	472
PERCENT OF SALES AT LIST PRICE	62.8	44.4	39.0	40.2	36.6	44.3	49.8	45.6
SALES TO LISTING INVENTORY RATIO	23.0	19.3	20.6	23.4	17.4	20.4	15.2	18.8
FINAL SALE TO NEW LISTING RATIO	60.9	58.6	66.7	68.6	59.4	62.4	53.4	59.9

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000	102	180	39	29	8400
100,000 TO 109,999	77	37	10	6	11233
110,000 TO 119,999	115	58	11	6	29643
120,000 TO 139,999	76	150	32	19	6458
140,000 TO 159,999	79	159	40	18	8499
160,000 TO 179,999	55	157	40	26	20715
180,000 TO 199,999	43	205	31	18	10233
200,000 TO 249,999	65	363	86	56	16586
250,000 TO 299,999	65	591	117	65	15967
300,000 TO 349,999	66	556	120	61	12027
350,000 TO 399,999	57	504	115	74	20939
400,000 TO 449,999	76	332	78	57	27807
450,000 TO 499,999	63	284	58	43	29411
500,000 TO 549,999	54	186	48	36	34627
550,000 TO 599,999	67	208	35	25	36379
600,000 TO 699,999	48	310	58	48	41644
700,000 TO 799,999	88	199	35	29	64064
800,000 TO 899,999	53	146	18	13	30317
900,000 TO 999,999	78	90	15	12	129207
1,000,000 TO 1,999,999	93	327	38	32	195285
MORE THAN 2,000,000	126	154	9	154	258700
TOTALS	68	5196	1034	682	32882

LISTINGS

17,912

2010 RMLS TOTAL - \$ VOLUME

\$4,236,581,000

SALES

9,825

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR SEPTEMBER

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	179	210	124	181	209	903	368	1,271
Total Active Listings	435	582	399	598	748	2,762	1,300	4,062
Average Days on Market	88	91	110	94	107	98	116	104
Average List Price in Thousands	297.1	715.5	867.2	545.4	974.4	704.8	515.5	644.2
Median List Price in Thousands	278.0	545.0	500.0	450.0	590.0	460.0	299.0	415.0
BOMS	11	10	11	16	15	63	32	95
Average BOM Price in Thousands	292.8	584.5	371.2	464.3	592.2	467.6	292.9	408.8
BOM to Sale Ratio	10.2	8.5	13.8	10.9	11.6	10.8	16.6	12.3
Expirations	15	34	27	30	38	144	83	227

PENDING SALES

New Escrows Opened	179	154	81	175	181	770	232	1,002
Total YTD Escrows Opened	1,239	1,217	789	1,332	1,339	5,916	2,350	8,266
New Open Escrows Average Days on Market	68	73	79	72	79	74	70	73
New Open Escrows Average List Price	276.8	569.7	557.6	436.9	618.9	481.7	362.1	454.0

CLOSED SALES:

New Escrows Closed	108	117	80	147	129	581	193	774
Total YTD Escrows Closed	1,082	1,069	727	1,150	1,178	5,206	2,078	7,284
Volume of New Sales Dollars in Millions	30.293	62.432	49.486	68.369	77.615	288.194	74.639	362.834
Volume of total YTD Sales in Millions	297.755	609.420	405.996	537.148	753.063	2,603.652	929.398	3,533.050
Average Sale price in Thousands	280.5	533.6	618.6	465.1	601.7	496.0	386.7	468.8
Median Sale Price in Thousands	280.0	437.0	400.0	435.0	495.0	395.0	285.0	380.0
Coop Sales	81	94	71	121	107	474	149	623
Percent of Coop Sales	75.0	80.3	88.8	82.3	82.9	81.6	77.2	80.5
Average Days on Market	98	99	125	105	119	108	129	113
Sales at List Price	66	56	31	54	43	250	92	342
Percent of Sales at List Price	61.1	47.9	38.8	36.7	33.3	43.0	47.7	44.2
Sales to Listing Inventory Ratio	24.8	20.1	20.1	24.6	17.2	21.0	14.8	19.1
Final Sale to New Listing Ratio	60.3	55.7	64.5	81.2	61.7	64.3	52.4	60.9

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR SEPTEMBER

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	46	97	53	80	62	338	117	455
Total Active Listings	161	349	174	168	179	1,031	409	1,440
Average Days on Market	121	105	96	83	113	104	132	112
Average List Price in Thousands	186.1	376.3	297.0	268.5	267.2	296.7	307.7	299.8
Median List Price in Thousands	155.0	379.9	235.0	259.0	213.0	270.0	260.0	269.0
BOMS	8	3	11	4	10	36	10	46
Average BOM Price in Thousands	118.3	331.3	242.3	205.6	243.9	218.5	251.5	225.7
BOM to Sale Ratio	27.6	4.8	28.9	12.5	31.3	18.6	15.2	17.7
Expirations	2	8	10	4	10	34	22	56

PENDING SALES

New Escrows Opened	59	64	52	47	53	275	86	361
Total YTD Escrows Opened	412	637	399	336	393	2,177	699	2,876
New Open Escrows Average Days on Market	69	76	72	91	81	77	66	75
New Open Escrows Average List Price	154.9	303.1	226.5	219.3	215.1	225.6	240.2	229.1

CLOSED SALES:

New Escrows Closed	29	63	38	32	32	194	66	260
Total YTD Escrows Closed	348	574	346	303	340	1,911	600	2,511
Volume of New Sales Dollars in Millions	4.194	21.537	8.576	7.802	7.680	49.787	17.817	67.604
Volume of total YTD Sales in Millions	59.712	199.974	81.819	75.882	84.972	502.359	201.172	703.531
Average Sale price in Thousands	144.6	341.9	225.7	243.8	240.0	256.6	269.9	260.0
Median Sale Price in Thousands	145.0	331.4	185.0	220.0	240.0	220.0	206.0	220.0
Coop Sales	21	51	33	28	30	163	58	221
Percent of Coop Sales	72.4	81.0	86.8	87.5	93.8	84.0	87.9	85.0
Average Days on Market	113	137	120	134	129	128	133	130
Sales at List Price	20	24	15	18	16	93	37	130
Percent of Sales at List Price	69.0	38.1	39.5	56.3	50.0	47.9	56.1	50.0
Sales to Listing Inventory Ratio	18.0	18.1	21.8	19.0	17.9	18.8	16.1	18.1
Final Sale to New Listing Ratio	63.0	64.9	71.7	40.0	51.6	57.4	56.4	57.1

SEPTEMBER 2010

SCV RESIDENTIAL MLS SUMMARY

RESIDENTIAL
PROPERTIES LISTED
540RESIDENTIAL PROP
ESCROW OPENED
446RESIDENTIAL PROP
ESCROW CLOSED
297

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	12	3	94	35	31	76	27	111	389	151	540
TOTAL ACTIVE LISTINGS	48	33	322	102	149	203	77	315	1,249	431	1,680
AVERAGE DAYS ON MARKET	113	181	109	109	140	100	94	102	111	103	109
AVERAGE LIST PRICE IN THOUSANDS	536.1	741.9	385.3	376.2	412.8	382.4	496.5	479.3	433.2	325.7	405.6
MEDIAN LIST PRICE IN THOUSANDS	425.0	579.0	299.0	344.9	305.0	359.9	485.0	400.0	350.0	224.0	325.0
BOMS	0	1	5	3	2	6	1	5	23	9	32
AVERAGE BOM PRICE IN THOUSANDS	0	500.0	237.8	456.3	237.5	326.6	610.0	318.8	334.6	205.5	298.3
BOM TO SALE RATIO	0	20.0	7.8	16.7	10.5	13.3	8.3	7.2	9.7	15.3	10.8
EXPIRATIONS	3	0	8	1	6	7	4	9	38	17	55

PENDING SALES:

NEW ESCROWS OPENED	7	7	64	27	33	68	22	116	344	102	446
TOTAL YTD ESCROWS OPENED	61	41	644	221	254	441	157	752	2,571	636	3,207
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	78	112	104	93	80	59	136	72	83	67	79
NEW OPEN ESCROWS AVERAGE LIST PRICE	274.6	465.3	296.3	385.5	253.4	363.8	467.6	421.6	368.7	239.6	339.2

CLOSED SALES:

NEW ESCROWS CLOSED	6	5	64	18	19	45	12	69	238	59	297
TOTAL YTD ESCROWS CLOSED	54	36	586	199	235	387	137	648	2,282	503	2,785
VOLUME OF NEW SALE DOLLARS IN MILLIONS	2.387	2.186	20.192	8.168	5.965	16.698	6.068	27.935	89.597	16.813	106.410
VOLUME OF TOTAL YTD SALES IN MILLIONS	20.468	17.079	185.167	78.091	75.436	147.700	70.539	284.120	878.600	127.276	1,005.875
AVERAGE SALE PRICE IN THOUSANDS	397.8	437.2	315.5	453.8	313.9	371.1	505.6	404.8	376.5	285.0	358.3
MEDIAN SALE PRICE IN THOUSANDS	410.0	480.0	312.0	390.0	240.0	375.0	452.0	362.0	367.5	237.4	345.9
COOP SALES	2	5	57	16	13	39	11	60	203	44	247
PERCENT OF COOP SALES	33.3	100.0	89.1	88.9	68.4	86.7	91.7	87.0	85.3	74.6	83.2
AVERAGE DAYS ON MARKET	250	136	120	125	125	133	147	114	126	120	125
SALES AT LIST PRICE	4	3	35	9	6	25	5	47	134	30	164
PERCENT OF SALES AT LIST PRICE	66.7	60.0	54.7	50.0	31.6	55.6	41.7	68.1	56.3	50.8	55.2
SALES TO LISTING INVENTORY RATIO	12.5	15.2	19.9	17.6	12.8	22.2	15.6	21.9	19.1	13.7	17.7
FINAL SALE TO NEW LISTING RATIO	50.0	166.7	68.1	51.4	61.3	59.2	44.4	62.2	61.2	39.1	55.0

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	86	49	9	6	7.0
100,000 TO 109,999	0	12	0	0	N/A
110,000 TO 119,999	50	14	3	0	5.6
120,000 TO 139,999	98	56	6	2	816
140,000 TO 159,999	27	64	7	2	6383
160,000 TO 179,999	99	57	16	10	9621
180,000 TO 199,999	44	59	11	6	5375
200,000 TO 249,999	58	152	34	18	4331
250,000 TO 299,999	109	235	26	10	10238
300,000 TO 349,999	74	194	38	23	20942
350,000 TO 399,999	79	141	44	30	13215
400,000 TO 449,999	90	130	27	19	32076
450,000 TO 499,999	74	105	28	17	17048
500,000 TO 549,999	65	51	16	9	381807
550,000 TO 599,999	112	50	5	3	44450
600,000 TO 699,999	64	59	10	9	44086
700,000 TO 799,999	64	42	10	9	57922
800,000 TO 899,999	47	35	6	4	23980
900,000 TO 999,999	0	7	0	0	N/A
1,000,000 TO 1,999,999	134	50	1	1	300000
MORE THAN 2,000,000	0	17	0	0	N/A
TOTALS	76	1579	297	178	36837

LISTINGS

4,780

2010 RMLS TOTAL - VOLUME

\$1,005,875,000

SALES

2,790

*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**

[illegible]

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR SEPTEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	12	3	64	33	18	60	19	72	281	134	415
Total Active Listings	47	33	207	99	78	155	52	205	876	380	1,256
Average Days on Market	113	181	111	111	150	90	88	110	112	106	110
Average List Price in Thousands	537.1	741.9	482.3	382.1	605.0	423.3	598.9	573.0	512.3	333.1	458.1
Median List Price in Thousands	425.0	579.0	355.0	350.0	419.0	395.0	599.0	459.0	415.0	225.0	374.9
BOMS	0	1	3	3	1	4	1	2	15	9	24
Average BOM Price in Thousands	0	500.0	273.3	456.3	325.0	362.4	610.0	424.8	394.9	205.5	323.8
BOM to Sale Ratio	0	20.0	7.1	16.7	10.0	11.8	12.5	4.5	9.0	17.3	11.0
Expirations	3	0	7	1	3	3	4	6	27	14	41

PENDING SALES

New Escrows Opened	7	7	40	27	13	50	14	78	236	88	324
Total YTD Escrows Opened	61	39	405	213	139	324	104	512	1,797	559	2,356
New Open Escrows Average Days on Market	78	112	111	93	83	66	123	75	86	69	81
New Open Escrows Average List Price	274.6	465.3	376.0	385.5	360.2	408.4	571.9	485.8	430.6	217.3	372.7

CLOSED SALES:

New Escrows Closed	6	5	42	18	10	34	8	44	167	52	219
Total YTD Escrows Closed	54	35	378	189	135	300	98	437	1,626	450	2,076
Volume of New Sales Dollars in Millions	2.387	2.186	15.965	8.168	4.134	14.419	4.981	21.143	73.383	14.283	87.666
Volume of total YTD Sales in Millions	20.468	16.579	144.830	76.038	54.793	126.626	59.632	225.309	724.276	114.556	838.832
Average Sale price in Thousands	397.8	437.2	380.1	453.8	413.4	424.1	622.6	480.5	439.4	274.7	400.3
Median Sale Price in Thousands	410.0	480.0	350.0	390.0	364.0	412.0	650.0	435.0	410.0	230.0	389.9
Coop Sales	2	5	38	16	8	30	7	39	145	38	183
Percent of Coop Sales	33.3	100.0	90.5	88.9	80.0	88.2	87.5	88.6	86.8	73.1	83.6
Average Days on Market	250	136	108	125	124	128	95	117	122	112	120
Sales at List Price	4	3	20	9	1	16	2	28	83	28	111
Percent of Sales at List Price	66.7	60.0	47.6	50.0	10.0	47.1	25.0	63.6	49.7	53.8	50.7
Sales to Listing Inventory Ratio	12.8	15.2	20.3	18.2	12.8	21.9	15.4	21.5	19.1	13.7	17.4
Final Sale to New Listing Ratio	50.0	166.7	65.6	54.5	55.6	56.7	42.1	61.1	59.4	38.8	52.8

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR SEPTEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	30	2	13	16	8	39	108	17	125
Total Active Listings	1	0	115	3	71	48	25	110	373	51	424
Average Days on Market	93	0	104	29	129	135	107	89	108	78	104
Average List Price in Thousands	489.0	0	210.8	181.1	201.7	250.1	283.5	304.7	247.2	270.7	250.0
Median List Price in Thousands	489.0	0	190.0	199.5	189.0	249.9	280.0	285.0	249.0	209.9	245.0
BOMS	0	0	2	0	1	2	0	3	8	0	8
Average BOM Price in Thousands	0	0	184.5	0	150.0	255.0	0	248.2	221.7	0	221.7
BOM to Sale Ratio	0	0	9.1	0	11.1	18.2	0	12.0	11.3	0	10.3
Expirations	0	0	1	0	3	4	0	3	11	3	14

PENDING SALES

New Escrows Opened	0	0	24	0	20	18	8	38	108	14	122
Total YTD Escrows Opened	0	2	239	8	115	117	53	240	774	77	851
New Open Escrows Average Days on Market	0	0	93	0	78	37	157	67	76	60	74
New Open Escrows Average List Price	0	0	163.5	0	184.0	239.9	285.0	289.8	233.5	380.2	250.3

CLOSED SALES:

New Escrows Closed	0	0	22	0	9	11	4	25	71	7	78
Total YTD Escrows Closed	0	1	208	10	100	87	39	211	656	53	709
Volume of New Sales Dollars in Millions	0	0	4.227	0	1.831	2.278	1.087	6.792	16.214	2.530	18.744
Volume of Total YTD Sales in Millions	0	500	40.337	2.053	20.643	21.074	10.907	58.810	154.324	12.719	167.043
Average Sale price in Thousands	0	0	192.1	0	203.5	207.1	271.8	271.7	228.4	361.4	240.3
Median Sale Price in Thousands	0	0	180.0	0	200.0	215.0	270.0	271.5	219.0	323.0	220.0
Coop Sales	0	0	19	0	5	9	4	21	58	6	64
Percent of Coop Sales	0	0	86.4	0	55.6	81.8	100.0	84.0	81.7	85.7	82.1
Average Days on Market	0	0	143	0	126	148	250	109	136	178	139
Sales at List Price	0	0	15	0	5	9	3	19	51	2	53
Percent of Sales at List Price	0	0	68.2	0	55.6	81.8	75.0	76.0	71.8	28.6	67.9
Sales to Listing Inventory Ratio	0	0	19.1	0	12.7	22.9	16.8	22.7	19.0	13.7	18.4
Final Sale to New Listing Ratio	0	0	73.3	0	69.2	68.8	50.0	64.1	65.7	41.2	62.4

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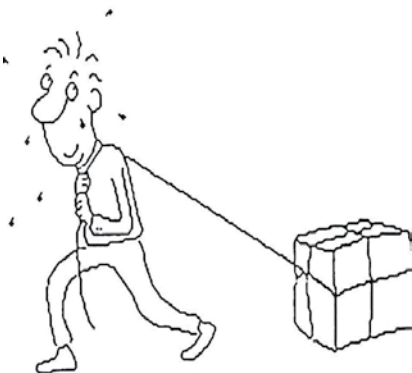
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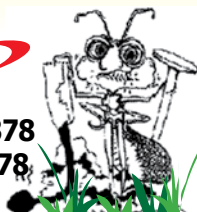
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ASSOCIATION OF REALTORS®, INC.

The Southland Regional Association of REALTORS® is the "Voice For Real Estate" in the San Fernando and Santa Clarita valleys. Our mission is to provide products and services to our members so that they may successfully pursue the real estate profession with fairness, competency and high ethical standards, and, through collective action, promote the preservation of real property rights.

Founded in 1920, SRAR has grown to over 12,500 members and is one of the largest local REALTOR® associations in the country. All members of SRAR are members of the California Association of REALTORS® and National Association of REALTORS® and subscribe to a strict Code of Ethics.

The association operates two locations:

Main Office:
7232 Balboa Blvd. Van Nuys, California 91406
Telephone (818) 786-2110 Fax: (818) 786-4541

Santa Clarita Valley Office:
20655 Soledad Canyon Road, Suite 34
Canyon Country, California 91351
Telephone: (661) 299-2930 Fax: (661) 299-2940

For general information, send email to: contact.us@srar.com

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AREA MEETING ANNOUNCEMENTS

EAST NORTH

Thursdays

Chairperson: Doc Holladay
Phone: (818) 987-9500

Co-Chair: Rudy Leon
Phone: (818) 642-7839

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

**Thursday, October 28, 2010
5:30PM to 08:30PM**

Cost: \$20-\$40

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BUSINESS OPPORTUNITY

4th Tues of mo.

Chairperson(S): Harvey Osherenko
Phone: 522-7592

Location: SRAR – **Time:** 9:00 A.M.

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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@](mailto:harveyok2@yahoo.com)
yahoo.com

R.E. NETWORK

Fridays (expt. holidays)

Contact For Information: Bud Mauro
Phone: (818) 349-9997

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

Time: 8:30 – 9:30 A.M. - EVERY FRIDAY

SCV CARAVAN

1st and 3rd Fridays

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

Date: 1st & 3rd Friday's

Time: 8:30am

Topic: MLS Marketing Meeting

NOVEMBER 5

Acton, Agua Dulce
Canyon Country
Newhall
Saugus
Valencia

NOVEMBER 19

Castaic
Newhall
Stevenson Ranch
Valencia