# REALTOR® REPORT

The Official Publication of Southland Regional Association of REALTORS®



#### PAT PORTER SELECTED AS HONORARY PRESIDENT

#### BUD MAURO NAMED REALTOR® OF THE YEAR

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

Two of the regions most distinguished real estate professionals were selected to receive the highest awards granted by the Southland Regional Association of Realtors®, one of the largest local trade associations in the nation.

REALTOR® Bud Mauro was named the 2010 REALTOR® of the Year, while REALTOR® Pat Porter became only the 13th professional given the title of Honorary President in the 90-year history of the Southland Regional Association of REALTORS®. The Association also bestowed on attorney Steve Spile the honor of 2010 Affiliate of the Year, while Brian Hatkoff was the Association's Service Award winner.

"These are the type of professionals who make the Southland Regional Association of Realtors® one of the most respected organizations in the nation," said SRAR President Patti Petralia. "If it wasn't for all of the high quality volunteers really driving this machine, we wouldn't go anywhere."

Petralia thanked the dozens of volunteers and professionals who keep SRAR moving at a recent awards luncheon intended to single out extraordinary individual contributions.

Petralia had singular praise for Jim Link, the Association's chief executive officer, noting that "excellence truly does matter." She said her year as president was "one of the most rewarding experiences of my real estate career," in large measure because of "the fantastic man at the helm of SRAR."

Petralia also praised the unstinting dedication of Mary Lou Williams, the Association's assistant executive vice president, and applauded the accomplishments of more than a dozen executive staff members who support a wealth of programs and services for a myriad of committees and projects that benefit the Association's 11,000 members, plus the clients and communities they serve.

She extended special thanks to Pat "Ziggy" Zicarelli, an SRAR past president who served as the Award Gala's master of ceremonies.

"We should all be so lucky to have someone like Ziggy in our life," Petralia said. "He always has a nice word. He was my guiding light."

Winnie Davis, an SRAR past president and the 2009 recipient of the REALTOR® of the Year award, made the presentation to

Mauro, who also served as president in 1998 and continues to be thoroughly involved in the Association. Mauro came to California in 1959, was graduated from Santa Monica College in 1971 and earned his real estate license in 1972.

"This person of many gifts and interests could have been anything, but he chose to be a Realtor®," Davis said. Mauro, who



BUD MAURO, LEFT, WAS SELECTED AS REALTOR OF THE YEAR, BRIAN HATKOFF, CENTER, ASSOCIATION SERVICE AWARD WINNER, STEVE SPILE, WAS NAMED THE 2010 AFFILIATE OF THE YEAR, AND PAT PORTER JOINED AN ELITE CLUB AS SRAR HONORARY PRESIDENT.

has three children, four grandchildren and has been married for 49 years, said he was "overwhelmed" by the honor. "This is just fantastic," he said.

Petralia noted that it was the highest privilege for her to announce the selection of Porter as Honorary SRAR President. For Petralia and many other Realtors, Porter has served as a beacon of professionalism, flawless customer service, and tireless dedication to her profession and community since launching her real estate career in 1967.

Spile and Hatkoff were humbled to be named Affiliate of the Year and Service Award winner. "You guys are my friends," Spile said. "This honor means more to me than I have words to express it."

Petralia recognized the 2010 SRAR directors, including: Ana Maria Colon, Gina Covello, Winnie Davis, Jim Ezell, Wendy Hale, Loren Hansen, Debbie Hawkins, Jeff Kahn, Bud Mauro, Alice McCain, Olga Moretti, Gaye Rainey, Fred Sabine, the 2011 SRAR president, Bonnie Strassman, Dan Tresierras, Gina Uzunyan, Andy Walter, Gary Washburn, Steve White and Pat. A Zicarelli.

Andy Walter, president of the Association's Santa Clarita Val-ley Division, praised the efforts of the Division's directors, including Sal Aranda, Jim Bevis, Carolyn Braun, Phyllis Grekin, Debbie Hawkins, Erika Bird, Bob Khalsa, Mary McCormick, Nancy Starczyk and Dawn Zirbel.

Sabine will be the 2011 president of the Southland Regional Association of

Realtors while Aranda will assume to top leadership post of the Santa Clarita Valley Division.

The Santa Clarita Valley Division selected Erika Bird, affiliates committee, Ted Norris, MLS committee, and Jim Bevis, governmental affairs, as the outstanding committee members of 2010.

SRAR honored the following committee members for their exemplary service: Arnie Garfinkel, commercial investment; Susan Miller, education; Em Roberts, equal opportunity; Gary Warschaw, events; Pauline Tallent, governmental affairs; Sandra McDuffie, grievance; Dulce Vazquez, housing and community relations; Bud Mauro, MLS; Herb Lambert, professional standards; Tracey Thomas, technology; and Doris Casas Salas, young REALTORS® committee.



The Official Publication of SRAR

President Patti Petralia

President-Elect Fred Sabine

Chief Executive Officer
Jim Link

Santa Clarita Valley Division President Andrew Walter

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# INSTALLATION DINNER TICKETS AVAILABLE

SRAR members are invited to attend the 91st Annual Installation and Dinner Dance being held on Saturday, January 22, 2011 at the Sheraton Universal Hotel where 2011 SRAR President Fred Sabine and the 2011 Board of Directors will be installed.

Cocktails and complimentary hors d'oeuvres will be available beginning at 6:30 p.m., followed by a gourmet dinner. Music and dancing entertainment will be provided throughout the evening.

Tickets for the black tie optional affair are \$100 each and may be ordered by sending in the flier in this issue of REALTOR Report. Reserved tables of ten may be purchased. Seating for purchases of less than ten cannot be reserved.

We look forward to sharing this exciting evening with you.



www.srar.com

# ARANDA TAKES OATH AS SANTA CLARITA PRESIDENT

BY PATTI PETRALIA, 2010 PRESIDENT SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

Sal Aranda, an attorney, accomplished businessman and award-winning Realtor was sworn into office recently as the 2011 president of the Santa Clarita Valley Division of the Southland Regional Association of Realtors®.



SAL ARANDA, WHO WAS SWORN IN RECENTLY AS THE 2011 PRESIDENT OF SRAR'S SANTA CLARITA VALLEY DIVISION, IS PICTURED ABOVE WITH HIS WIFE, XOCHITL, WHO IS A LICENSED ENGINEER.

Erika Kauzlarich-Bird took the oath of office as president-elect, and was the recipient of the Division's President's award, which was presented for her unstinting service to the association, her peers and her community.

The Santa Clarita Valley Division also presented several other special awards:

- Leah Pollack was selected as Member of the Year;
- Affiliate of the year honors went to

Michael Marinelli:

• And, the Mike Davis Humanity Award was awarded to Chris Davis, widow of Mike Davis, who was a respected and prominent leader of the local real estate community.

In addition to Aranda's and Kauzlarich-



PRESIDENT'S AWARD WENT TO ERIKA KAUZLARICH-BIRD, PICTURED WITH ANDREW WALTER, THE 2010 PRESIDENT OF THE SANTA CLARITA VALLEY DIVISION.

Bird's installation, other Santa Clarita Valley Division directors sworn into office included governing committee members Jim Bevis, Carole Cuthbert, Sarah Darabi, Phyllis Grekin, Bob Khalsa, Mary McCormick, Michael Regilio, Kathy Salisbury, Nancy Starczyk, and Andy Walter, who served as president of the division in 2010. The Santa Clarita Division's Governmental Affairs committee in 2011 will be chaired by Nancy Starczyk, with committee members including: Sal Aranda, Jim Bevis, Carole Cuthbert, Sarah Darabi, Phyllis Grekin, Perry Jones, Erika Kauzlarich-Bird, Bob Khalsa, Mary McCormick, Kathy Salisbury, Dean Vincent, Andrew Walter, Betty Wright, and Dawn Zirbel.

Zirbel will also serve as the chair of the affiliates' commit-tee.

In remarks following his installation, Aranda dedicated the ceremony to his wife, Xochitl, who is a licensed engineer, and his three sons.

"The Santa Clarita Valley is rated among one of the nation's best and safest

December 21, 2010 - January 19, 2011

**CONTINUED ON PAGE 5** 

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	NOV 2009	OCT 2010	NOV 2010	OCT 2010	NOV 2010	NOV 2010
Los Angeles - Riverside - Orange County	224.317	226.794	225.941	0.7	0.7	-0.4

#### 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 BEN SALEM - SRAR'S GOOD SAMARITAN** OF THE MONTH!

Southland Regional Association of REALTORS® is proud to have Ben Salem nominated as December's Good Samaritan. Ben has been a member of SRAR since 2003. Throughout this time, he has been committed to providing compassionate relocation assistance to struggling homeowners. Because of this dedication, Eric Billingsly of Rodeo Realty in Sherman Oaks, has nominated Ben.

Working under the umbrella of Rodeo Realty, Ben Salem Properties donates 2% of every closed transaction to various charities. His colleagues have recognized him for his work educating industry professionals in the area of REO evictions and best practices. Ben has donated his time on a variety of panels that have been focused on borrowers' rights; the difference between personal property and debris; techniques for occupancy determination; and how to break the ice with occupants.

In addition to the education he provides to his client base and peer group, Ben has become very active in an organization called "No Paws Left Behind". "No Paws" is an organization that helps to care for abandoned animals that are victims of the current surge in foreclosures. They also work directly with families in foreclosure, providing assistance with vet bills, food, and help in finding pet-friendly alternative housing and money to cover deposits. Ben teamed

up with "No Paws" founder, Cheryl Lang to help raise awareness and funds to care for these animals by providing shelter until they can be transitioned into new homes. Lang estimates that nearly one million pets including dogs, cats, birds, horses and other animals are at risk as the foreclosure crisis mounts.

In April of this year, Ben and his Elite REO Team helped organize a Casino Night in Palm Springs that raised roughly \$25,000.00 for "No Paws". Funds raised for this event will cover costs including the care of pets left behind, support of local animal shelters, adoption, spaying, neutering and vaccinations. In many cases families are forced into choosing between buying groceries and caring for their pet.

We are very proud to have Ben Salem nominated as an SRAR Good Samaritan. We congratulate him on the work he has done and wish him every success in the future. You can contact Ben at 310-882-2265 or by email at ben@bensalemproperties.

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.

A new event was announced by Peter Divris,

Chairman of the SRAR Commercial Investment

committee last week. The first annual Commercial

Day will be held on January 25th at the SRAR auditorium. Peter said, "Our goal is to salute and

support those who work in this specialized field of real estate". The program will include speakers

addressing various aspects involving commercial

transactions. Legal, lending, environmental and

then move to break out tables led by experienced

#### **COMMERCIAL REAL ESTATE DAY TO PROVIDE** TOP PROBLEM-SOLVING TOOLS



HOWARD, PAULINE, ARNIE, DENNIS, MARKETING value issues will be discussed. The audience will COMMITTEE

practitioners in various building types. These discussions will provide problem solving

for actual transactions of the attendees. A buffet lunch will be served.

Registration starts at 8:30 a.m. with juice and coffee. Speakers begin at 9 a.m.

The event is free but attendees must register for the lunch. Email your RSVP to commercialday@srar.com



PRESENTS:

zipVault & Digital Ink by



Southland Regional Association of REALTORS® 7232 Balboa Blvd., Van Nuys, CA 91406 January 18, 2011 12:30 pm ~ 2:30 pm

#### **Digital Ink**

The most secure way to get a signature! The zipLogix Digital Ink solution offers the security and comfort of superior non-repudiation which means that a party in a dispute cannot refute the integrity of a digitally signed document. Learn to use this newest CAR member benefit and revolutionize the customer service experience for your clients while reducing time, lowering costs and increasing compliance rates. Send documents to buyers & sellers without printing faxing or driving across town. Easily serve outof-town customers. Reduce/eliminating signing mistakes. Protect your customer's confidential data. Easily track the status of every transaction. Automatically route documents to each signer. Easily send reminders. Go-Green and save tremendous amounts of paper.

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zipVault allows users to securely store files created both inside & outside of zipForm6. Tabbed interface for easy navigation. Add files to transactions PDF, DOC, XLS, JPG & more. Add different versions of previously stored documents to show how the documents have changed. Create folders to better organize the documents. Rename files & folders anytime. Fax all documents and transactions right from zipForm 6. Add documents to a zipForm 6 transaction via fax or email. Import/Export archives of transaction with documents. Manage storage space by setting expiration dates for documents. "Go Green" with Electronic Document Storage.

**CONTACT VINCE CAFFEY, @ 818-**947-2268 TO RESERVE YOUR SEAT

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#### SRAR MAKES KIDS' HOLIDAYS BRIGHTER



The smiles on the kids' faces were as plentiful as the ornaments on the Christmas tree at the Realtors' recent holiday party for local students.

Every year the Southland Regional Association of Realtors organizes a grand party for dozens of local children – piling on gifts and food and drinks and cake and cookies and anything that could make a kid happy.

This year the Association's events committee, chaired by Em Roberts, arranged for a bus to transport 81 5th grade students from Plummer Elementary School on Noble Street in North Hills to the Association's headquarters in Van Nuys.

Instead of reindeer and a sleigh, Santa Claus arrived atop a Los Angeles fire truck – sirens a-blaring and lights a-flashing. Whether naughty or nice, students swarmed around Santa, eager to be the first for a hug, a smile, a gift and a chance to make a wish for the New Year. Santa dip into his bag to offer candy and fire hats for all.

The students wielded crayons, scissors and glue to decorate ornaments that they hung on SRAR's Christmas tree. They devoured treats, watched a movie, sang songs and made enough of a ruckus that it probably was heard all the way downtown.

In other words, great fun — all around.

Prodded by their principal and teachers, the kids produced a magnificent "Thank You" poster that brought applause from the board of director members who attended and the volunteers who made the party possible.

For some, it reminded them of when they were kids and of so many wonderful Christmases past, and it made them smile, too.

Merry Christmas, Happy Hanukkah, Happy Kwanzaa and very Happy New Year!

# NEW MULTIPLE LISTING SERVICES TO BEGIN JANUARY 11TH

California Regional Multiple Listing Services, Inc. (CRMLS) and Southland Regional Association of REALTORS®, Inc. (SRAR) have entered into an agreement whereby CRMLS will provide multiple listing services and products to SRAR. The new MLS system (Matrix) will go LIVE Tuesday, January 11, 2011 at 7:00AM.

#### **DATES & TIMES TO NOTE:**

**Wednesday, January 5th** – No new clients or prospects will be accepted in the current system. Please add all new clients and prospects before January 5th.

Friday, January 7th – Add/edit capabilities will be shut off at 5:30PM. All new listings, changes to current listings, open houses, etc. MUST be done prior to this time.

**Tuesday, January 11th** – The new Matrix MLS system will go LIVE at 7:00AM. After the system goes live, it is

advised that ALL MLS members log into the system (usernames & passwords will remain the same) to review and update their information as needed, and add photos, etc.

**Tuesday, January 25th** – The current Tempo system will be shut off at 5:00PM.

Training classes and Webinars for the new MLS are available now and will continue to be offered throughout the rollout process. To view all training dates and times, visit our training calendar at www.srar.com/calendar. Downloadable training materials are also available at www.srar.com in the "Hot Topix" section, including a PowerPoint Presentation, Handouts, and a Video Tutorial. Onsite training sessions are available to large offices by contacting our technical trainers, The "J" Team, at 818-947-2228.

For further information about the new MLS system, please visit www.srar.com.

#### ARANDA TAKES OATH

**CONTINUED FROM PAGE 3** 



LEAH POLLACK, 2010 MEMBER OF THE YEAR, SANTA CLARITA VALLEY DIVISION OF THE SOUTHLAND REGIONAL ASSOCIATION OF REALTORS, IS PICTURED ABOVE WITH HER HUSBAND, JASON.

communities to live in, "Aranda said. "The uniqueness of its demo-graphics, social environment, and the quality of life that it offers should always be a privilege to be preserved."

His pride in his community will serve as the foundation of activities and initiatives launched next year by the division, he said.

"We must implement a proactive approach to reach out to our local membership, to offer them more educational opportunities, and to promote a closer relationship between our Realtors, affiliates, and the community as a whole, the 2011 Santa Clarita Valley Division's president said. "I seek to serve with excellence the residents and future generations of this great valley."

Prior to creating his own real estate company in 2009, Aranda was an award-winning real estate agent. He received his real estate license in 2005, shortly after moving to Southern California from El Paso, Texas, in 2004. Aranda had previously practiced law in Mexico as a licensed attorney in all 31 states. He also served as a foreign legal consultant in Texas, specializing in business formation

of satellite offices for major corporations.

Aranda is an active member of the Santa Clarita Valley Bar Association, and several other prominent business and civic organizations, including the Santa Clarita Valley Chamber of Commerce, the Better Business Bureau,

Aranda lives in the Santa Clarita Valley with his wife and young sons, Salvatore, Franco, and Giovanni.

#### **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

Gerritsen, Sandra Sandra Gerritsen 15047 Devonshire St. Mission Hills, CA. 91345

Perry, Jean Ellen Visionary Real Estate Development 44599 Valley Central Way Lancaster, CA. 93536

Pratt, Dale R. First Vision Financial, Inc. 7141 Valjean Ave., Ste. 200 Van Nuys, CA. 91406 Sheppard, Crystal Elaine Crystal Sheppard, Broker 14318 Platt Court Canyon Country, CA. 91387

Shively, Richard Ryan Richard Ryan Shively 6515 Costello Ave. Van Nuys, CA. 91401

Teng, Yen-Li Johnny Yen-Li J. Teng 5051 Kelvin Ave. Woodland Hills, CA. 91364

#### SECOND POSTING

Chernyavsky, Leon R. Leon R. Chernyavsky 13636 Ventura Blvd. #459 Sherman Oaks, CA. 91423

Goodman, Joseph L. Hayden & Bach 11271 Ventura Blvd. #341 Studio City, CA. 91604

Hogstrom, Frank Exit Realty SCV 23734 Valencia Blvd. #307 Valencia, CA. 91355

Napolitano, Michael Dilbeck Realtors 1030 Foothill Blvd. La Canada, CA. 91011 Nazaryan, Genrik New Generation Mortgage & R.E. 19641 Parthenia St. #203 Northridge, CA. 91324

Ruben, Rubino George Aramax California Realty 10722 Arrow Route #216 Rancho Cucamonga, CA. 91730

Severino, John City Lights Financial Express, Inc. 29134 Roadside Drive, Suite 106 Agoura Hills, CA. 91307

Stripling, Roy Anthony Meridian Capital AV 38345 30th St. E. Suite B-1A Palmdale, CA. 93550

#### **REALTOR® APPLICANTS**

Ahdot, Farhad / Century 21 Valley Properties / West Hills
Akram, Khurram David / Century 21 All Moves / Granada Hills
Alcroft, James B. / Keller Williams / Westlake Village
Altizer, Dominique Christine / Century 21 Valley Properties / West Hills
Barash, Natalie / Keller Williams / Burbank
Burns III, Ernest Jewel / Rodeo Realty / Sherman Oaks
Castillo, Guillermo / Real Estate eBroker / Vista
Chen, John Ming Hung / Coldwell Banker / Calabasas
Crockham, Sheila Denise / Rodeo Realty, Inc. / Encino
Flores, Elijah Blu / Help-U-Sell / Los Angeles
Healey, Donovan Patrick / Rodeo Realty / Studio City
Herring, Gladys B / Dilbeck Realtors / Sherman Oaks
Kwan, Fianne / Weichert Realtors / Valencia
Larsen, Carmenza P. / Greenfield Properties, Inc. / Van Nuys

Lieberman, Jill / Coldwell Banker / Calabasas
Mayall, Maggie / Ewing & Assoc. Sotheby's Int'l Rlty / Calabasas
Minassian, Edit Tina / Gadish Properties / Los Angeles
Navarro, Youngju K. / Best Realty & Investment, Inc. / Granada Hills
Newberry, Liliana / General Realty Group, Inc. / Sherman Oaks
Nof, Haya / Real Value Properties, Inc. / Burbank
Pettersen, Connie / Realty Executives / Newhall
Petrosian, Sevan K. / Prudential Calif. Realty / Studio City
Ramm, Brian Michael / Coldwell Banker / Studio City
Snyder, Shanna / Pinnacle Estate Properties / Encino
Sokoloff Jr., Michael / Keller Williams VIP / Valencia
Sterling, Joshua / Realty Executives / Canyon Country
Vakili Bigar, Zahra Marjan / Coldwell Banker Residential Brokerage / Calabasas
Wriaht, Jeffrey Dale / Woodbridae Estates / Studio City

#### THE SOUTHLAND REGIONAL ASSOCIATION OF REALTORS

Cordially invites you to attend our

91st <mark>Annual</mark> Installation Dinner Dance

<mark>Featuri</mark>ng the Installation of

Fred Sabine, President and the 2011 Officers and Directors

Sheraton Universal Hotel 333 Universal Hollywood Drive Universal City

Saturday, January 22, 2011

Cocktails at six thirty Dinner at seven thirty

Black Tie Optional Only tables of ten (10) will be reserved

Please send	Installation Dinner I	I have enclosed my ch	eck payabl	e to: Blvd., Van Nuys, CA 91406.	
Please charge:	Visa	Mastercard		American Express	Discover
Card Number:	/	//	_ /	Amount: \$	<del></del>
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Mailing Address:					
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SAN FERNANDO VALLEY	SINGLE	E FAMIL	Y SALES	S STATIS	TICS F	OR NOVE	MBEK	
ACTIVE INVENTORY	<u>EN</u>	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings								
Total Active Listings	441	581	345	578	687	2,632	1,342	3,974
Average Days on Market	100	104	121	110	118	110	124	115
Average Days on Market Average List Price in Thousands	297.2	692.0	855.2	536.6	931.2	675.6	445.2	597.8
Median List Price in Thousands	275.0	529.0	518.0	449.0	575.0	449.9	275.0	399.0
BOMS								
Average BOM Price in Thousands								
BOM to Sale Ratio	22.0	21.2	15.5	17.3	18.6	19.1	18.9	19.1
Expirations	16	29	16	29	33	123	54	177
PENDING SALES								
New Escrows Opened	111	162	0.4	152	150	706	222	020
Total YTD Escrows Opened	1 /50	100 1 //60		100 1 522	1JZ 1 5/19		252 2 655	0 501
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New Open Escrows Average Days on Market New Open Escrows Average List Price		00	00	/ 0	9Z	1 Z 400 A	02	
	209.4	503.4	022.0	439.3	033.3	490.4	3/4.9	401.0
CLOSED SALES:								
New Escrows Closed	91	99	58	104	118	470	169	639
Total YTD Escrows Closed								
Volume of New Sales Dollars in Millions								
Volume of total YTD Sales in Millions	351.826	727.776	475.878	643.226	902.321	3,101.028	1,046.709	4,147.737
Average Sale price in Thousands	277.5	620.2	560.4`	466.7	589.7	504.8	373.7	470.2
Median Sale Price in Thousands	276.0	482.0	382.0	400.0	450.0	385.0	270.0	360.0
Coop Sales	63	80	47	89	96	375	134	509
Percent of Coop Sales	69.2	80.8	81.0	85.6	81.4	79.8	79.3	79.7
Average Days on Market	121	113	117	124	117	118	128	121
Sales at List Price	55	42	20	35	36	188	85	273
Percent of Sales at List Price	60.4	42 4	34.5	33 7	30.5	40.0	50.3	42 7
Sales to Listing Inventory Ratio	20.6	17.0	16.8	18.0	17.2	17.9	12.6	16.1
Final Sale to New Listing Ratio	59 1	61.5	70.7	63.0	80.3	66.3	50.0	61.0
	CONDC	MINIUN	/I SALES	S STATIS	TICS F	OR NOVE	EMBER	
ACTIVE INVENTORY	EN	ES	CS	WN	ws	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY New Listings	<b>EN</b> 51	<b>ES</b> 85	<b>CS</b> 54	<b>WN</b> 45	<b>WS</b> 50	<b>SFV TOTAL</b> 285	<b>EXT</b> 99	<b>TOTAL</b>
ACTIVE INVENTORY  New Listings  Total Active Listings	<b>EN</b> 51 166	<b>ES</b> 85	<b>CS</b> 54 193	<b>WN</b> 45 186	<b>WS</b> 50 196	<b>SFV TOTAL</b> 285 1,053	<b>EXT</b> 99 404	<b>TOTAL</b> 3841,457
ACTIVE INVENTORY  New Listings  Total Active Listings  Average Days on Market	<b>EN</b> 51 166 114	<b>ES</b> 85 312 123	<b>CS</b> 54 193 104	<b>WN</b> 45 186 110	<b>WS</b> 50 196 133	<b>SFV TOTAL</b> 285 1,053 118	<b>EXT</b> 99404142	<b>TOTAL</b> 3841,457124
ACTIVE INVENTORY  New Listings  Total Active Listings  Average Days on Market  Average List Price in Thousands	51 166 114 182.7	ES85 312 123 377.5	<b>CS</b> 54 .193 .104 .271.7	<b>WN</b>	<b>WS</b> 50 196 133 255.2	285	99404142303.4	<b>TOTAL</b> 3841,457124287.1
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ACTIVE INVENTORY  New Listings	EN51166	ES85	54 193 104 271.7 235.0 4	WN 45	<b>WS</b> 50 196 133 255.2 195.0 9	285	99	<b>TOTAL</b> 3841,457124287.1250.0
ACTIVE INVENTORY  New Listings	EN51	ES	54 193 104 271.7 235.0 4 224.7	WN 45	ws 50196133255.2195.09	285	99	TOTAL3841,457287.1250.043220.5
ACTIVE INVENTORY  New Listings	EN51	ES	54 193 104 271.7 235.0 4 224.7 16.7	WN	ws 50196133255.2195.09 9267.433.3.	285	99	TOTAL3841,457287.1250.043220.519.1
ACTIVE INVENTORY  New Listings	EN51	ES	54 193 104 271.7 235.0 4 224.7 16.7	WN	ws 50196133255.2195.09 9267.433.3.	285	99	TOTAL3841,457287.1250.043220.519.1
ACTIVE INVENTORY  New Listings	EN51	ES	54 193 104 271.7 235.0 4 224.7 16.7	WN	ws 50196133255.2195.09 9267.433.3.	285	99	TOTAL3841,457287.1250.043220.519.1
ACTIVE INVENTORY  New Listings	EN51	ES85	54 193 104 271.7 235.0 4 224.7 16.7	WN	ws 50	285	99	
ACTIVE INVENTORY  New Listings	EN51	ES	54 54 104 271.7 235.0 4 16.7 10	WN	ws 50	285	99	TOTAL3841,457250.043220.519.155
ACTIVE INVENTORY  New Listings	51 51 166 114 182.7 159.9 9 9 41 41 465	ES	54 54 104 271.7 235.0 4 16.7 10 37 448	WN	ws 50	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519	99	TOTAL3841,457250.043220.519.155
ACTIVE INVENTORY  New Listings	51 51 166 114 182.7 159.9 9 9 41 465 41	ES	54 54 104 271.7 235.0 4 16.7 10 37 448 76	WN	ws 50	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79	99	TOTAL3841,457250.043220.519.1553133,32679
ACTIVE INVENTORY  New Listings	51 51 166 114 182.7 159.9 9 9 41 465 41	ES	54 54 104 271.7 235.0 4 16.7 10 37 448 76	WN	ws 50	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79	99	TOTAL3841,457250.043220.519.1553133,32679
ACTIVE INVENTORY  New Listings	EN	ES	54 54 104 271.7 235.0 4 224.7 16.7 10 37 448 213.7	WN	ws 50	285		TOTAL3841,457250.043220.519.1553133,3267925.2
ACTIVE INVENTORY  New Listings	EN	ES	54 193 104 271.7 235.0 4 224.7 16.7 10 37 448 76 213.7	WN	ws 50196133255.2195.09 267.433.3666	285		TOTAL
ACTIVE INVENTORY  New Listings		## 123 ##		WN	ws 50196133255.2195.09 267.433.36666	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79  249.1  178  2,257		TOTAL3841,457250.043220.519.1553133,3267925.2
ACTIVE INVENTORY  New Listings		## 123	54 54 104 271.7 235.0 4 16.7 10 10 37 448 76 213.7 24 393 5.847	WN	ws	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79  249.1  178  2,257  43.916		TOTAL
ACTIVE INVENTORY  New Listings		## 123	54 54 104 271.7 235.0 4 16.7 10 37 448 76 213.7 24 393 5.847 93.411	WN	ws	285		TOTAL
ACTIVE INVENTORY  New Listings		## 123	54 54 104 271.7 235.0 4 16.7 10 37 448 76 213.7 24 393 5.847 93.411 243.6	WN	WS50196133255.2195.09267.433.3666	285		TOTAL
ACTIVE INVENTORY  New Listings		## 123		WN	ws	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79  249.1  178  2,257  43.916  587.534  246.7  210.0	99	TOTAL
ACTIVE INVENTORY  New Listings		## 123		WN	ws	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79  249.1  178  2,257  43.916  587.534  246.7  210.0  145	99	TOTAL
ACTIVE INVENTORY  New Listings		## 123		WN	WS50196133255.2195.09267.433.3666	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79  249.1  178  2,257  43.916  587.534  246.7  210.0  145  81.5	99	TOTAL
ACTIVE INVENTORY  New Listings		## 185		WN	WS50196	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79  249.1  178  2,257  43.916  587.534  246.7  210.0  145  81.5  135	99	TOTAL
ACTIVE INVENTORY  New Listings		## 185		WN	WS50196	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79  249.1  178  2,257  43.916  587.534  246.7  210.0  145  81.5  135	99	TOTAL
ACTIVE INVENTORY  New Listings		## 185		WN	WS5019613396999	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79  249.1  178  2,257  43.916  587.534  246.7  210.0  145  81.5  135	99	TOTAL
ACTIVE INVENTORY  New Listings		## 185		WN	WS50196133255.2195.09267.433.3666	\$FV TOTAL  285  1,053  118  280.9  249.0  35  221.9  19.7  35  242  2,519  79  249.1  178  2,257  43.916  587.534  246.7  210.0  145  81.5  135  83  46.6	99	TOTAL

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Columb							PESIDEN	TIAI PPOP	ם מספן ואודואם מספס
FESTION TRAILS STATISTICS   FESTIVATION		RESID			IARY		ESCROW.	OF 1	ESCROW CLOSED
Peace   136	101,1	l.		ES STATISTICS			_	107	100
1982   1984   1987   1987   1988		Z	ES	CS	X	WS	SFV TOT	EXT	TOTAL
110   115   115   117	NEW LISTINGS	205	246	136	210	197	994	437	7,431
1982   2645   2645   26528   2414	AVERAGE DAYS ON MARKET	104	110	115	110	121	113	,, 128	117
## 1990   1949	AVERAGE LIST PRICE IN THOUSANDS	265.9	582.1	645.9	465.2	781.2	562.8	412.4	514.4
11/2	MEDIAN LIST PRICE IN THOUSANDS	255.0	439.0	350.0		480.0	384.0		349.0
17.7   15.9   17.0   21.4   19.1   19.1   19.1   23.2	AVERAGE BOM PRICE IN THOUSANDS	233.9	410.7	: ന	429.9	552.0	410.7	299.7	383.8
2.232 2.2322 2.23222 2.2322 2.2322 2.2322 2.23222 2.23222 2.2322 2.2322 2.23222 2.23222 2	BOM TO SALE RATIO	23.8	17.7	15.9	17.0	21.4	19.3	18.5	19.1
AVEN ESCRONS OF PREDICT 1915 2212 1301 1814 201 944 3302 1,252 1750 1750 1750 1750 1750 1750 1750 1750	DENDING SALES.	20	38		35	39	8c1	/4	
2212 1390 1,927 2,001 9,445 3,462 12,907 75,454 445 1011 11533 428 1351 7,11 1153 1153 428 1351 7,11 1153 1153 1153 11,11 11,11 11,1	NEW ESCROWS OPENED	185	238	131		210	948	303	1,251
164   80.0   13.5   13.5   14.5   14.8   14.8   11.5   13.5   14.8   11.5   14.8   11.5   14.8   11.5   14.8   11.5   14.8   11.5   14.8   11.5   14.8   11.5   14.8   11.5   14.8   11.5   14.8   11.5   14.8   14.8   11.5   15.5 (14.8   14.8   17.5 (14.8   14.8   17.5 (14.8   14.8   17.5 (14.8   14.8   17.5 (14.8   14	TOTAL YTD ESCROWS OPENED	1,915	2,212	1,390	1,927	2,001	4	3,462	12,907
164   82   135   145   848   849   8168   820   1243   125   145   848   820   8243   825   82	NEW OPEN ESCROWS AVERAGE DAYS ON MARKEL. NEW OPEN ESCROWS AVERAGE LIST PRICE	244.5	450	506.7	419 7	519.3	4288	351 7	410.1
164   1,82   1,35   1,864   1,864   1,865   1,864   1,865   1,864   1,865   1,864   1,865   1,864   1,865	CLOSED SALES:	)		)	:	)	)	)	
82.96	NEW ESCROWS CLOSED					145		216	864
965.786 589.789 731.336 1.000.111 3.688.522 1.1271.254 4.359.816 9.000.000.000.111 3.688.522 1.1271.254 4.359.816 9.000.000.000.000.111	TOTAL YTD ESCROWS CLOSED	1,699		1,243	1,737	1,813	8,458	3,075	11,533
5006         4477         4116         5199         4339         3502         4130           4000         3250         4710         4116         5199         4339         4110         3300           100         3250         4750         4050         3400         270         175         330           121         122         123         124         124         138         107         378           4 43.3         122         123         44         271         107         378           6 5         152         177         164         176         124         159           6 6         152         177         164         176         124         159           6 6         152         177         164         176         124         159           6 6         152         177         164         176         178         178           6 6         4         170         18 </td <td>VOLUME OF NEW SALE DOLLARS IN MILLIONS</td> <td>422.791</td> <td>965.786</td> <td>. 38.350</td> <td>731 153</td> <td>1.000.111</td> <td>3 688 562</td> <td>1 271 254</td> <td> 356.846 4 959.816</td>	VOLUME OF NEW SALE DOLLARS IN MILLIONS	422.791	965.786	. 38.350	731 153	1.000.111	3 688 562	1 271 254	356.846 4 959.816
136	AVERAGE SALE PRICE IN THOUSANDS	244.2	500.6	467.7	411.6	519.9	433.9	350.2	413.0
136	MEDIAN SALE PRICE IN THOUSANDS	255.0		325.0	375.0		340.0	270.0	330.0
12	COOP SALES	8877		67	115	114	520	175	60.
19   19   19   19   19   19   19   19	AVERAGE DAYS ON MARKET	133		120		120			124
43.3 40.2 35.6 30.3 41.8 49.5 13.8 40.5 65.7 66.7 12.4 15.9 66.7 12.4 15.9 66.7 12.4 15.9 16.4 11.5 12.4 15.2 16.4 17.3 16.4 17.5 16.4 17.5 16.4 17.5 16.4 17.5 16.4 17.5 16.4 17.5 17.8 17.8 17.8 17.8 17.8 17.8 17.8 17.8	SALES AT LIST PRICE	75	71	33	48	44	271	107	378
Color   Colo	PERCENT OF SALES AT LIST PRICE	61.5	43.3	40.2	35.6	30.3	41.8	49.5	43.8
46 TIME - PRICE CHANGE - PRICE REDUCTION           ACTIVE NO. LISTINGS         TOTAL # SOLD         REDUCED \$ \$ AVERAGE PRICE REDUCTION           ACTIVE NO. LISTINGS         TOTAL # SOLD         \$ \$ 30987         178           170         33         25         30987         178           170         33         22         37540         23           189         22         4         15         23           189         22         4         4         2           189         22         4         4         4           189         22         4         4         4           189         22         4         4         4           180         33         2         6         6           634         4         4         4         4           190         37         26         25238         4           191         38         26         26438         4           190         37         28         26         34033         1           102         22         22         22         40         1           103         32         24         25	SALES TO LISTING INVENTORY RATIO	20.1	18.4	15.2	17.7	73.6	17.6	12.4	15.9
NG PRICE RANGE    SELLING TIME   PRICE CHANGE   PRICE REDUCTION   NOG. DELL TIME   ACTIVE NO. LISTINGS   TOTAL # \$0LD   REDUCED\$ \$ \$ AVERAGE PRICE REDUCTION   17 8				:					
AVG. SELL TIME         ACTIVE NO. LISTINGS         TOTAL # SOLD         REDUCED \$ \$ \$ AVERAGE PRICE REDUCTION           5. THAN 1 00,0000         51         170         33         25         3740         17           5. THAN 1 00,0000         10         54         45         5         5         3740         17           5. THAN 1 00,000         10         59         55         17         37         4         5           0.00 10 159,999         85         191         11         11         14         5         3           0.00 10 159,999         86         191         20         34         5         3         4         5         3         4         5         3         4         5         3         4         5         3         4         5         3         4         5         3         4         5         3         4         5         4		SELL		NGE -	ICE REDUCTIO	Z	,	,	
5 HAND         91         170         33         25         30987         33         31540         33         31540         33         31540         33         31540         33         31540         33         31540         33         31540         32         31540         32         31540         32         31540         32         31540         32         31540         32         32         31540         32         32         31540         32         32         31540         32	SELLING PRICE RANGE: AVG. SE	T TIME	-	INGS	#		REDUCED \$	\$ AVERAGE	PRICE REDUCTION
Color   10   999	LESS THAN 100,000	.91	170		33		25	8608	77
100   1019,999   85   196   11769	100,000 OT 000,999	.55	45		9		5	3754	.023.4
1960   197,999	110,000 TO 119,999	. 62	61				e	9	7
1,000   10   179,999   157,499   10   11   11   11   11   11   11	120,000 10 139,999		191		24		15	1376	7.5
(000 TO 199) 999         71         190         34         23         15744           (000 TO 249) 999         81         634         1857         1887           (000 TO 249) 999         70         634         117         70         19756           (000 TO 349) 999         74         57         448         86         66         1471           (000 TO 349) 999         61         309         34         26         2348           (000 TO 499) 999         67         209         24         24           (000 TO 599) 999         65         209         24         24           (000 TO 599) 999         65         162         36         53601           (000 TO 599) 999         65         162         36         40158           (000 TO 599) 999         65         162         38         40158           (000 TO 599) 999         65         162         36         40158           (000 TO 599) 999         77         98         12         40158           (000 TO 1999) 999         77         290         84         568         568           (000 TO 1999) 999         73         29         5738         4568         568	140,000 TO 179,999	78			30		1.4	101	7.7
18857   1885	180,000 TO 199,999	71	1		34		23	1574	4
1,000 10 349,999	200,000 TO 249,999	.81	391		65		35	1885	75.4
()000 TO 399,999     86     60     14477       ()000 TO 399,999     61     309     65     46     25238       ()000 TO 449,999     61     30     246     253     343       ()000 TO 599,999     67     209     24     33     26     3343       ()000 TO 599,999     65     278     43     36     56931       ()000 TO 699,999     107     209     27     40     40185       ()000 TO 899,999     107     98     12     28     9     57238       ()000 TO 899,999     107     98     12     864     58306       ()000 TO 899,999     17     28     9     57238       ()000 TO 999,999     17     864     58306     6       ()00 TO 999,999     17     864     5830     6       ()00 TO 999,999     11     12     864     5830     6       ()00 TO 999,999     11     12     864     5830     6       ()00 TO 999,999     11     104985     9     58300       ()00 TO 999,999     11     5056     864     581     58020       ()00 TO 999,999     10     10     5056     9     4568T       ()00 TO 999,999     10	300,000 TO 349 999		504		129		70	7420	9.9
(000 TO 449,999     46     25238       (000 TO 449,999     25     246     25       (000 TO 599,999     61     209     24       (000 TO 599,999     67     209     24       (000 TO 599,999     45     56931       (000 TO 899,999     107     20     20       (000 TO 899,999     107     98     12       (000 TO 899,999     17     98     12       (000 TO 899,999     17     98     12       (000 TO 999,999     17     98     12       (000 TO 999,999     17     140158       (000 TO 999,999     11     104985       (000 TO 999,999     12     55238       (000 TO 999,999     37     56821       (000 TO 999,999     37     56821       (000 TO 999,999     37     5688       (000 TO 999,999     37     5688       (000 TO 999,999     37     5688       (000 TO 999,999     37     5881       (000 TO 999,999     37     5881       (000 TO 999,999     37     5881       (000 TO 999,999     38     5884       (000 TO 999,999     38     58       (000 TO 999,999     37     5881       (000 TO 999,999     38 </td <td>350,000 TO 399,999</td> <td>57</td> <td>448</td> <td></td> <td>86</td> <td></td> <td>90</td> <td>1447</td> <td>1 2 2</td>	350,000 TO 399,999	57	448		86		90	1447	1 2 2
1,000 10 499,999   22,403   37   22,6   23,403   37   38   22,6   23,403   38   22,6   23,403   38   22,6   23,403   38   22,6   23,403   38   22,2   23,403   38   22,2   23,403   38   22,2   23,403   38   38,403   38   38,4	400,000 TO 449,999	.61	ε		65		46	2523	84.6
(200 TO 599,999 65 65 65 65 65 65 65 65 65 65 65 65 65	450,000 IO 499,999	.59	2		37		26	2340	13 4.2
1,000 TO 699,999	550,000 TO 599,999	67	2		24		19	5360	7.7
100   0 /99,999   107   1088   1098	000,000 TO 699,999	. 65	278		43		36		1
(1000 TO 999, 999 00,000 TO 1,999,999 TE THAN 2,000,000 SETINGS  SOLOT TO 1,999,999 11,57	700,000 TO 799,999	. 45	162		28		20	4015	7. 4.9
37 37 32 456821	900,000 TO 999, 999	77	98		12		6	5773	5.7
RE THAN 2,000,000	1,000,000 TO 1,999,999	123	290		37		32	45682	1
SALES   SOLIO RMLS TOTAL - \$ VOLUME   SALES	RE THAN 2,000,000	148	120		8 7		9	58830	9.613.6
\$4,959,816,000 11,57		. / 3	ococ		004		1 00	7006	5.0
10,11 000,018,404,44 020,010,018,404,44 020,018,404,44	STING		2010 RML	፬	VOLUME				. 1
	70,		4 ኦ	<u>ر</u>	000′0				7/C'

# COMPARABLE SALES ANALYSIS 2005 - 2010 (COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)

BINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO TOTAL MONTH BY MONTH



		2005	05			2006	9(			2007	7			2008	80			2009	61			2010	10	
	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	ISI	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO TIST	LIST	SALES	\$ VOL MIL.	% SALES TO TIST	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	260.0	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	2'69	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	825.1	45.6	3247	1157	839.7	35.6	2731	1263	672.9	46.2	1,922	1,322	581.7	8.89	2,153	1,104	484.5	51.3
AUG	2.764	1,830	1,166	66.2	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	1,993	1,029	443.8	51.6
SEPT	2,675	1,757	1,110	65.7	2807	1284	783.8	45.7	2753	736	506.3	26.7	2423	1181	533.4	48.7	1,731	1,205	543.1	9.69	1,726	1,034	430.4	59.9
OCT	2,416	1,529	964.2	63.3	2682	1194	7.95.7	44.5	2925	999	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
NON	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	1,431	864	356.8	60.4
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	7,654.1	32.6	28,887 1	12,658   6	6,320.3	44.7	21,114	14,271	5,953.6	9.99				
AVG. SALE PRICE		\$603,927	,927		•	\$635,578	578			\$679,398	398			\$499,313	,313			\$417,181	181				-	

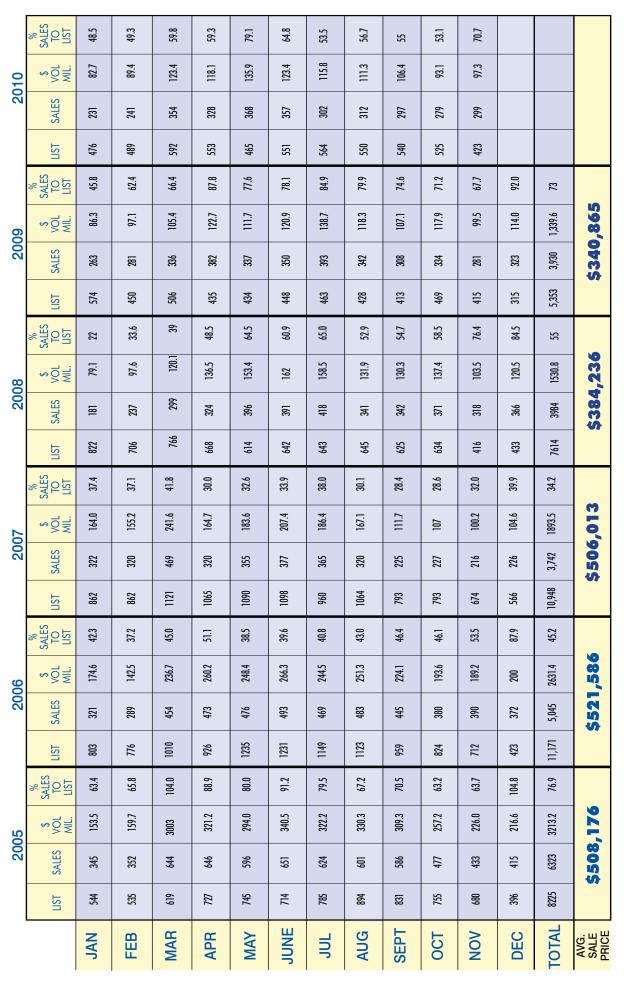
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RESIDENTIAL		NON	NOVEMBER	3 2010			_	RESIDENTIAL PROP	RESIDEN	TIAI PROP
LISTED	<b>SCV RESIDE</b>	NTIAL	S S I W	SUMMA	RY			ESCROW OPENED	ESCROV	ESCROW CLOSED
423	MONTHLY RE	RESIDENTIAL S.	SALES STATI	STATISTICS				140	\ _	
ACTIVE INVENTORY:	AC ADUI	S	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGSTOTAL ACTIVE LISTINGS	157	338	33	39	52	12	308	311	112	1.776
AVERAGE DAYS ON MARKET	122176	121	115	143	106	119	122	,122	116	120
AVERAGE LIST PRICE IN THOUSANDS	457.1738.3	368.9	355.2349.5	397.0	350.0	479.0	470.9	349.0	294.3	314.9
BOMS	20	5	, ,	1	4	1000	6	23	6	32
BOM TO SALE RATIO	405.00	238.98.8.	466.5	235.04.3	333./10.5	800.0	408.0	3/0.1	166.3	312.8
EXPIRATIONS	0	8	3	5	6	3		36	28	64
NEW ESCROWS OPENED	7	36	28	24	44	20	79	296	95	391
TOTAL YTD ESCROWS OPENED		754	257	291	488	178	865	2,949		3,713
NEW OPEN ESCROWS AVERAGE LIST PRICE		319.4	306.6	327.3	402.7	462.9	394.6	360.0	254.8	334.5
CLOSED SALES:	7	7.7	CC	cc	00	51	07	Coc	7	000
NEW ESCROWS CLOSED	6538	701	240	285	456	163	782	2,730	632	3,362
VOLUME OF NEW SALE DOLLARS IN MILLIONS	2.658448	14.177	7.054	6.550	13.193	6.266	. 27.193	 	19.806	97,344
VOLUME OF IOIAL YID SALES IN MILLIONS	379.7 447.5	248.7	320.6	284.8	347.2	82.625	337.725	337.1	287.0	1194.862
MEDIAN SALE PRICE IN THOUSANDS	430.0447.5	240.0	300.0	219.0	335.0	495.0	349.0	0	214.9	300.0
COOP SALES  PERCENT OF COOP SALES	57 1 100 0	75.4	59.1	78.3	34	84.6	85.5	79.6	75.4	78.6
AVERAGE DAYS ON MARKET	154314	119	123	92	115	112	117		122	
SALES AT LIST PRICE	30	51	50 1	11	20	30.8	30.1	109	36	145 18 5
SALES TO LISTING INVENTORY RATIO	15.23.2			15.0	16.5	16.0	22.4	17.7	14.4	16.8
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LESS THAN 1000,000	54	7	72		6			. 7	6992	9.6
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140,000 TO 159,999	51	9	57		15				7033	3.9
180,000 TO 199,999	26	9	53		6			3	471	0.0
200,000 TO 249,999	50 ······	71	7.5		35			22	17595	5.7
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\*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

# **COMPARABLE SALES ANALYSIS 2005 - 2010** SANTA CLARITA VALLEY

(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO) TOTAL MONTH BY MONTH





SANTA CLARITA \	/ALLEY	' SING	ILE FA	MILY	SALES	STATIS	STICS	FOR N	<b>IOVEME</b>	BER	·
ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings											
Total Active Listings											
Average Days on Market	124	176	121	118	149	105	117 .	128 .	123.	120	122
Average List Price in Thousands											
Median List Price in Thousands											
BOMS											
Average BOM Price in Thousands	405.0	0	317.3	466.5	0	403.3	800.0 .	4/4.4.	442.8.	1/8.3	354.6
BOM to Sale Ratio	28.6	0	9.7	4.5		12.0	11.1 .	14.0 .	10.8.	12.3	11.3
Expirations		0	b	3	პ	5	3 .	4	24.	28	52
PENDING SALES	_	_									
New Escrows Opened	7	8	61	27	14	37	15 .	55 .	224.	81	305
Total YTD Escrows Opened											
New Open Escrows Average Days on Market	38	148	85	112	135	88	83 .	6/	88.	68	83
New Open Escrows Average List Price	240.5	353.5	3/6./	312.1	431.2	433.1	526.3 .	450.0 .	404.5.	269.5	368.7
CLOSED SALES:											
New Escrows Closed	7	1	31	22	10	25	9 .	43 .	148.	65	213
Total YTD Escrows Closed											
Volume of New Sales Dollars in Millions	2.658	448	10.022	7.054	4.317	10.128	5.061 .	19.959.	59.646.	19.049	78.695
Volume of total YTD Sales in Millions	24.305	17.338	169.799	90.673	63.932	147.033	69.103 .	264.294 .	846.477.	. 141.757	988.233
Average Sale price in Thousands	3/9./	447.5	323.3	320.6	431./	405.1	562.3 .	464.2	403.0.	293.1	369.5
Median Sale Price in Thousands	430.0	447.5	325.0	300.0	369.9	410.0	510.0 .	415.0 .	390.0.	214.9	349.0
Coop Sales	4	1	22	13	10	23	8 .	35 .	116.	48	164
Percent of Coop Sales	5/.1	100.0	/1.0	59.1	100.0	92.0	88.9 .	81.4	/8.4.	/3.8	/ / .0
Average Days on Market	154	314	131	123	100	105	115 .	125 .	123.	119	122
Sales at List Price	3		16	13		13	2 .	12		36	100
Percent of Sales at List Price	42.9	U	51.0	59.1	50.0	52.0		27.9 .	43.2.		
Sales to Listing Inventory RatioFinal Sale to New Listing Ratio	15.9	3.Z	14.Z	21.4 60.0	13./ 	14.8	. 17.0	۲۱.۷	10.3.	15.b	10.2
CANITA OLABITA I	///	/ CON	DOM	N 111 1 1 N /I	CALEC	СТАТІ	CTICC	FOD A	IOVENII	DED	
SANTA CLARITA \											TOTAL
ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	<b>TOTAL</b>
ACTIVE INVENTORY New Listings	<u>AC</u>	<b>ADUL</b>	<b>CC</b>	<b>CA</b>	<b>NE</b> 22	<b>SAU</b> 17	<b>SR</b> 5.	<b>VAL</b>	<b>SCVTOT</b>	<b>EXT</b>	117
ACTIVE INVENTORY  New Listings Total Active Listings	<b>AC</b> 1	<b>ADUL</b> 00	<b>CC</b> 25	<b>CA</b> 1.	<b>NE</b> 22 .80	<b>SAU</b> 17 61	<b>SR</b> 5	<b>VAL</b> 28 103	<b>SCVTOT</b> 99 401	<b>EXT</b> 18 64	117
ACTIVE INVENTORY  New Listings  Total Active Listings  Average Days on Market	<b>AC</b> 1297	<b>ADUL</b> 0000	<b>CC</b> 25119120	<b>CA</b> 6.	<b>NE</b>	<b>SAU</b> 1761109	<b>SR</b> 530122	<b>VAL</b> 28103109	99401 118	<b>EXT</b> 186490	117 465 114
ACTIVE INVENTORY  New Listings  Total Active Listings  Average Days on Market  Average List Price in Thousands	<b>AC</b> 1297604.5	<b>ADUL</b> 00000	25119120209.2	<b>CA</b> 663151.2	NE	<b>SAU</b> 17 61 109 237.3.	<b>SR</b> 530122277.9	VAL28	99401118237.4	<b>EXT</b> 186490298.0	117 465 114 245.7
ACTIVE INVENTORY  New Listings	<b>AC</b> 1297604.5489.0	ADUL 0	<b>CC</b> 25119120209.2188.9	<b>CA</b>	NE 22 80 138 196.0 182.5				99401118237.4234.9	<b>EXT</b> 186490298.0244.1	117 465 114 245.7 235.0
ACTIVE INVENTORY  New Listings		ADUL 0	25119120209.2188.92	<b>CA</b> 1663151.284.90	NE	SAU 17	\$R	28	99	EXT18	117 465 114 245.7 235.0
ACTIVE INVENTORY  New Listings	1	ADUL 0	25119120209.2188.92	<b>CA</b>	NE	SAU	\$R	VAL	99	EXT186490298.0244.11	117 465 114 245.7 235.0 8 187.3
ACTIVE INVENTORY  New Listings		ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	25	<b>CA</b> 1663151.284.900.	NE	\$AU1761109237.3249.91125.07.7	\$R	VAL 28103109288.3278.53275.311.5	99	EXT186490298.0244.11	117 465 114 245.7 235.0 8 187.3
ACTIVE INVENTORY  New Listings		ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	25	<b>CA</b> 1663151.284.900.	NE	\$AU1761109237.3249.91125.07.7	\$R	VAL 28103109288.3278.53275.311.5	99	EXT186490298.0244.11	117 465 114 245.7 235.0 8 187.3
ACTIVE INVENTORY  New Listings		ADUL 0	25	CA	NE	\$AU1761109237.3249.91125.07.74	\$R	VAL  28  103  109  288.3  278.5  3  275.3  11.5  4	\$CVTOT	EXT186490298.0244.11	117 465 114 245.7 235.0 8 187.3 9.3
ACTIVE INVENTORY  New Listings		ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	25	<b>CA</b> 1	NE	\$AU17	\$R	VAL  28  103  109  288.3  278.5  3  275.3  11.5  4	\$CVTOT	EXT186490298.0244.11	117 465 114 245.7 235.0 8 187.3 9.3 12
ACTIVE INVENTORY  New Listings		ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	25	CA	NE	\$AU17	\$R	VAL  28  103  109  288.3  278.5  3  275.3  11.5  4  24  269	\$CVTOT	EXT18	117 465 114 245.7 235.0 8 187.3 9.3 12
ACTIVE INVENTORY  New Listings		ADUL 0		CA	NE	\$AU17	\$R		\$CVTOT	EXT18	117 465 114 245.7 235.0 8 187.3 9.3 12
ACTIVE INVENTORY  New Listings		ADUL 0		CA	NE	\$AU17	\$R		\$CVTOT	EXT18	117 465 114 245.7 235.0 8 187.3 93 12
ACTIVE INVENTORY  New Listings		ADUL 0	25	CA	NE  22	\$AU17	\$R		\$CVTOT  99	EXT 186490298.0244.11	117 465 114 245.7 235.0 8 187.3 93 12
ACTIVE INVENTORY  New Listings		ADUL 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	25	CA	NE  22. 80. 138. 196.0 182.5 1. 235.0 7.7 2 10. 127. 104. 181.9 13.	\$AU17	\$R	28	\$CVTOT	EXT 186490298.0244.11	117 465 114 245.7 235.0 8 187.3 12 12 86 950 84 213.0
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ACTIVE INVENTORY  New Listings		ADUL 0	25	CA	NE  22	\$AU17	\$R		\$CVTOT	EXT 18	117 465 114 245.7 235.0 8 187.3 12 86 950 84 213.0
ACTIVE INVENTORY  New Listings		ADUL 0	25	CA	NE  22	\$AU17	\$R		\$CVTOT	EXT18	117 465 114 245.7 235.0 8 187.3 12 86 950 84 213.0
ACTIVE INVENTORY  New Listings		ADUL	25	CA	NE  22	\$AU17	\$R		\$CVTOT	EXT18	
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ACTIVE INVENTORY  New Listings		ADUL		CA	NE  22. 80. 138. 196.0. 182.5. 1. 235.0. 7.7. 2. 10. 127. 104. 181.9. 13. 22.33. 25.657. 171.8. 88. 61.5. 87. 6. 46.2.	\$AU	\$R	28	\$\begin{array}{c} \text{SCVTOT} & \text{.99} & \text{.401} & \text{.118} & \text{.237.4} & \text{.234.9} & \text{.7} & \text{.204.1} & \text{.8.5} & \text{.12} & \text{.22} & \text{.857} & \text{.91} & \text{.221.6} & \text{.82} & \text{.812} & \text{.17.892} & \text{.18.9402} & \text{.218.2} & \text{.210.0} & \text{.67} & \text{.81.7} & \text{.106} & \text{.45} & \text{.45} & \text{.45} & \text{.9}	EXT 18	
New Listings		ADUL		CA	NE  22. 80. 138. 196.0. 182.5. 1. 235.0. 7.7. 2. 10. 127. 104. 181.9. 13. 22.33. 25.657. 171.8. 88. 61.5. 87. 6. 46.2. 16.3.	\$AU  17	\$R	28	\$\begin{align*} \text{SCVTOT} & \text{.99} & \text{.401} & \text{.118} & \text{.237.4} & \text{.234.9} & \text{.7} & \text{.204.1} & \text{.8.5} & \text{.12} & \text{.221.6} & \text{.221.6} & \text{.221.6} & \text{.221.6} & \text{.221.6} & \text{.231.6}	EXT 18	



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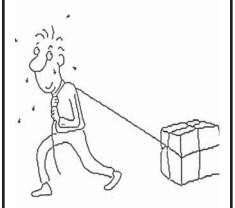
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www.srar.com REALTOR® Report December 21, 2010 - January 19, 2011

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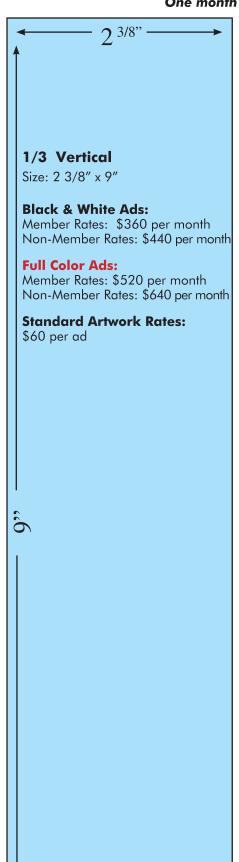
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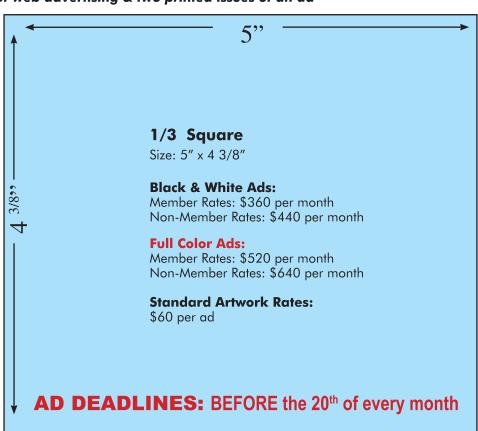
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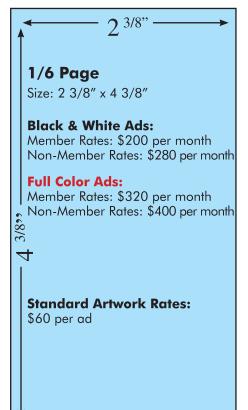
#### **DISPLAY ADVERTISING RATES & SPECIFICATIONS**

#### \*\*RATES PRICED ON A 4 WEEK BASIS:

One month of web advertising & two printed issues of an ad







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Our NEW AND IMPROVED REALTOR® REPORT display advertising options Now publishes ads in both print and online.

#### **Display Advertising Mechanical Requirements**

Digital advertisements (for printed version only) are accepted in PC format (InDesign, Photoshop, Illustrator) with all supporting files (images & fonts), or you may supply the ad as a high-resolution PDF (PDFx1a). PageMaker, Microsoft Word or Freehand files will NOT be accepted.

Ads can be submitted on CD or e-mailed to printshop@srar.com. No hard copy will be accepted.

Proofs or hard copy sample must be supplied for all ads. PDFs are acceptable as long as color is not critical.

Display ads should employ line screens no finer than 120. Material should be prepared allowing for approximately 30% gain on press. Any screen that will not be acceptable if printed as a solid should be held below 85%.

REALTOR® Report is printed in 4-color process (CMYK). All colors MUST be in process CMYK. SRAR is not responsible for missing portions of ads due to customer design error.



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

#### **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

#### **OUTWEST** 2nd & 4th Thurs of Mo.

Chairperson(s): Jim Bevis, Chairman Louis Mowbray, Membership Larry Gutierrez, Listings and Caravan

Phone: Jim – (818) 522-4113 Email: jabevis@ATT.net 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

#### **COMM. INVST. PROP.** 3<sup>rd</sup> 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

#### **BUSINESS OPPORTUNITY** 4th Tues of mo.

Chairperson(S): Harvey Osherenko

Phone: 522-7592

Location: SRAR - Time: 9:00 A.M.

No meetings in December due to the

hollidays.

#### **Next meeting January 25th**

We will be having special guest speakers and a light lunch.

On the following subjects:

IRC 1031 Tax Deferred Exchanges Exchange

what you do not want for

what you want, and Business Opportunities How to increase your FICO SCORE.

How to buy at pre-foreclosure and Trust Deed sales.

How to use the Cusip number to get your stolen property back.

#### 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

#### HAPPY HOLIDAYS

