

REALTOR® REPORT

February 16 - March 15, 2011

The Official Publication of Southland Regional Association of REALTORS®

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DON'T LET THOSE FLIERS GET AWAY FROM YOU

BY STEVEN SPILE, SRAR. RISK MANAGEMENT COMMITTEE CHAIR

Fliers and advertisements are perhaps the most customary marketing devices used by realtors in their efforts to attract interest in the properties they list. Unfortunately, as the old saying goes: "Anything you say can and will be used against you in a court of law." For this reason, considerable thought and care should go into the representations contained in all fliers, advertisements, and other marketing materials.

There are a number of representations, commonly included in marketing materials, which are particularly vulnerable to legal claims of false representations. The following is intended to identify some examples, along with means for mitigating your risks.

Marketing materials often include statements concerning square footage. It is important that disclaimers accompany any mention of square footage. These disclaimers should include: 1) the source of the information; 2) the fact that the amount stated is only an approximation which has not been verified by the realtor; and 3) a warning to all potential buyers to have the square footage independently verified. In addition, the square footage specified should always be rounded down to at least the next lowest one hundred feet. This gives you a little cushion for error should an issue arise concerning square footage.

The choice of wording used in marketing materials is also critical. First, you should be careful when using brand names which in the public's mind have become generic. An example of this would be "jacuzzi." Many call all hot tubs "jacuzzis." In reality, "jacuzzi" is a specific brand. If you advertise a hot tub as a "jacuzzi" and it turns out to be another brand, you could be sued for a false representation.

Another example is the use of adjectives to describe some element of the property. It is dangerous to use absolute terms such as "best," "finest," "greatest," and "new." An unscrupulous attorney could make an

argument that such a representation led the buyer to purchase the property under the belief that the item(s) were the "best" or "new." Rather than using absolutes like "best" it is safer to use terms like

RISK MANAGEMENT TIPS

Do your best to verify all information used in advertisement.

State in writing that information is not verified and potential buyers should use due diligence in assuring information accuracy.

Have clients review copies of all marketing materials and sign as "reviewed and approved."

"beautiful," "great," and "nice." These types of terms are subjective, and allow for the possibility that may be something better. Similarly, since an argument can always be made that something is not "new" (i.e., it may be a day, a week or a month old), it is better to use words such as "newer," which allow for such distinctions.

Specifying a value for fixtures or other items at the property will create additional risks. There is no certainty as to the measure of value. Is the value based upon the purchase price? Is it based upon its resale price? Who provided the estimate? For these reasons, it is dangerous to include such statements as "sale includes a chandelier worth \$2,000."

With respect to all representations contained in the marketing materials, it is prudent to take steps to independently verify all information. In addition, you should consider including a disclaimer similar to: "The information contained in this flyer is unverified. Potential buyers should take all steps necessary to satisfy themselves

regarding the information contained herein." With this type of disclaimer, you will have at least shifted some of the burden to the buyers in the event a claim arises regarding one or more of the representations contained in the marketing material.

As a final consideration, you should always have your clients, the sellers, sign a copy of all marketing materials before they are disseminated. In this regard, have them write in their handwriting: "I have reviewed this document. I verify the information contained herein and approve the dissemination of this to the public." This will protect you on two levels. First, it will help to defeat any claim that your client may make regarding your marketing materials. Second, it will provide strong evidence that you acted in good faith in obtaining the information which you used to market the property.


By integrating the foregoing measures into your marketing efforts, you can successfully market your properties, without taking unnecessary risks in the process.



HOLIDAY SCHEDULE

In observance of
President's Day
the Association office
will be closed
February 21, 2011

CONSUMER PRICE INDEXES						
DECEMBER 2010						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		ONE MONTH ENDING
	DEC 2009	NOV 2010	DEC 2010	NOV 2010	DEC 2010	DEC 2010
Los Angeles - Riverside - Orange County	223.643	225.941	226.639	0.7	1.3	0.3



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

REALTOR® REPORT

The Official Publication of SRAR

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HOUSING RECOVERY STALLS DURING 2010; ANNUAL MEDIAN PRICE UP 5%

After two consecutive years of annual increases in home resale activity, the recovery of the local housing market slowed slightly during 2010 as the number of single-family homes and condominiums sold decreased, the Southland Regional Association of REALTORS® reported.

REALTORS® closed escrow on 9,287 homes and condominiums during 2010, generating nearly \$4 billion in home sales for homebuyers and sellers and the economy of the San Fernando Valley. That's down 9.7 percent from 10,287 properties sold in 2009.

Single-family sales totaling 6,815 were off 12.5 percent while condominium sales of 2,472 units fared better, dropping less than 1 percent.

"While 2011 will not be fantastic — a word we won't use for two or three more years — the market shows signs of improving," said Fred Sabine, the 2011 president of the Southland Regional Association of REALTORS®. "The housing recovery was doing just fine through 2009 and the first half of 2010, before the home buying tax credits expired. But activity tapered off due to ongoing consumer uncertainty, continuing difficulties landing home loans, and the 'robo-signing' problems at banks, which froze foreclosures and left lots of short sales in limbo." Sabine said he believes lenders are slowly adapting to the new market realities. He expects loans, even jumbo loans on high-priced homes which have been generally unavailable, to be more

accessible this year. "It's all about jobs. As people get back to work, the housing market will do just fine," he said.

Sabine and Jim Link, the Association's chief executive officer, agreed that there is pent-up demand for housing and that today's low interest rate on home loans encourage buyers to jump into the market. "Those who keep waiting will miss a rare opportunity," Link said. "There won't be a lot of appreciation in 2011, yet housing prices already are up 21 percent from the record low. Typically, buyers wait until they see interest rates start ticking higher, but by then the best opportunities are gone."

"The 2010 annual median price of single-family homes sold in the San Fernando Valley was \$390,000, up 4.7 percent from 2009. It was the first annual increase after two consecutive years of declines, including drops of 28.6 percent and 14.6 percent in 2008 and 2009, respectively. The \$412,000 median price posted in December was the highest monthly median since December 2008. It was up 7.0 percent over a year ago and was 21.2 percent higher than the record-low median of \$339,900 set in February 2009.

The condo annual median price also posted an increase in 2010. The \$224,250 annual median was up 2.6 percent over 2009. It was the first annual gain after three consecutive years of price declines. The December condo median of \$222,000 was down 7.5 percent from a year ago, but nonetheless up 16.8 percent from the record low for this cycle of \$190,000, which came in January 2009.

The total active inventory increased during December by 27.8 percent to 3,409 listings. At the current pace of sales, that represents a 4.3-month supply — just under the desired 5- to 6-month supply representing a balanced market.

Reflecting typical seasonal patterns combined with ongoing consumer uncertainty, pending escrows — a measure of future resale activity — suggest the market will be slow through the early part of this year. There were 865 open escrows at the end of the year, down 8.0 percent from a year ago December.

SANTA CLARITA VALLEY HOUSING RECOVERY SLOWS DURING 2010, YET SIGNS POINT TO STRONGER 2011

Ongoing difficulty landing home loans and consumer uncertainty about the economy combined with the end midyear of the federal housing tax credits led to slower home sales during the second half of 2010 and the first drop in the annual total since the local housing recovery began in 2008, the Southland Regional Association of REALTORS® reported.

REALTORS® throughout the Santa Clarita Valley closed escrow during 2010 011 2,917 properties - generating more than \$1.1 billion in single-family home and condominium sales for the local economy. That's down 6.8 percent from the 3,080 sales in 2009, which were valued at \$1.16 billion.

"I fully expect the housing recovery to gain momentum this year, perhaps more so in the Santa Clarita Valley than other regions throughout Southern California," said Sal Aranda, the 2011 president of the Association's Santa Clarita Valley Division. "It's getting easier to obtain home loans from the two main lenders in the region. Plus, we have industries investing locally, including the construction of a new studio facility that means new construction jobs and new permanent jobs, which will increase demand for housing."

Additionally, Aranda said, it's encouraging to note that new home construction is underway again in the Valley with sonic properties priced in the prime \$400,000 and \$500,000 range already available.

"Condos are doing very well with some priced as low as \$60,000 and \$70,000, which is amazing given the desirability of the local community," Aranda said. "Santa Clarita is a newer city, a safe city, a city that is investing in green technology, with great schools and great opportunities."

A total of 2,076 single-family homes closed escrow in the Santa Clarita Valley last year, down 8.1 percent from 2009. It was the first year the annual tally declined after two consecutive years of increases. After the national economy plunged into recession, the local market hit bottom in 2007 with 1,993 annual home sales.

Reflecting the pent-up demand for affordable housing, annual condominium sales fared better - increasing for the second consecutive year during 2010. Realtors closed escrow on 870 condos throughout the Santa Clarita Valley, up 3.6 percent from 2009. The end of the recession for condos came in 2008 with 836 sales. Since then, the condo tally has been steadily climbing.

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1.8 MILLION GET LOANS MODIFIED DURING 2010

BY FRED, SABINE, PRESIDENT, AND DAVID WALKER, SRAR MEDIA CONSULTANT

It may be slim consolation to local owners who are underwater or struggling to hold onto their home, yet the national housing crisis is abating as loans are being modified, slowly and surely.

It's estimated that over 3 million permanent loan modifications have been completed over the last two years throughout the nation. Hope Now, a voluntary private-sector alliance — that includes loan servicers, investors, mortgage insurers, and non-profit counselors — reported on Feb. 2 that an estimated 1.76 million home owners received permanent, affordable loan modifications from mortgage servicers during 2010. That was the result of the combined efforts of mortgage servicers and the federal government's Home Affordable

Modification Program. The 1.76 million modifications in 2010 compares to 1.24 million total loan modifications reported in 2009.

Progress is being made, yet California Realtors are pushing for faster processing of loan modifications and short sales. Too often months-long delays leave owners dangling or result in buyers walking away from transactions that would be in the best interest of all parties to complete.

Of particular note, the December 2010 data indicated that 60-plus day delinquencies decreased 30 percent over the December 2009 — 2.87 million from 4.13 million.

That's remarkable progress, though again it's slim consolation knowing that "only" 2.87 million households are in crisis.

Here are some of additional highlights of the 2020 data:

- Loan modifications with reduced principal and interest payments accounted for approximately 81 percent — 1 million — of all proprietary modifications.
- Fixed-rate modifications (with an initial fixed period of five years or more) accounted for 84 percent — 609,000 — of all proprietary modifications.
- Completed foreclosure sales were approximately 1.07 million, compared with 947,000 in 2009.

"Hope Now's data continues to support the fact that significant strides have been made to avail homeowners of all options before going to foreclosure," said Faith Schwartz, executive director. "Our top priority in 2011 will be to advance execution and implementation of these options, while focusing on improving the customer experience for home owners who are going through the foreclosure prevention process."

SCV HOUSING RECOVERY SLOWS DURING 2010

CONTINUED FROM PAGE 3

The national financial crisis generated thousands of foreclosures and short sales, with distressed properties accounting for two-thirds of local home sales through 2008 and 2009," said Jim Link, the Association's chief executive officer. "Bank owned properties and short sales started to diminish last year, so that now they account for about one-third of sales.

"The housing tax credits definitely got buyers off the fence and helped tremendously," Link said. "Yet when the credits ended midyear, activity slowed down as people had to adjust to a new reality.

"Even though we have at least three more years before short sales move through the system," Link said, "the region is highly desirable, offering affordable options For first-time buyers, especially with today's low interest rates."

The single-family annual median price of \$406,408 came in only slightly lower than the 2009 annual median - down 0.2 percent. It was the smallest decline in the annual median price since it started sliding in 2007. Since hitting the record low of \$385,000 in December 2008, resale prices have been fluctuating wildly - going as high as \$420,000 in July - but now appear to be stabilizing.

"The annual condominium median price posted the first increase during 2010 after

three consecutive years of decline. 'The condo annual median of \$227,667 was up 0.5 percent from a year ago. 'The December-condo median of \$213,000 was down 5.3 percent from the prior year, but up 3.9 percent from the record low of \$205,000 set in January 2009.

There were 1,243 properties listed for sale throughout the Santa Clarita Valley at the end of December. That was 68.4 percent higher from a year ago when the inventory stood at 738 listings. Based on the current pace of sales, the 1,243 listings represents a 5.8-month supply, right in the 5- to 6-month range believed to represent a balanced market. A year ago the inventory was a mere 2.7-month supply.

Pending escrows - a measure of future resale activity - indicate the market will continue to slow through the coming months, a typical pattern for this time of year.

December ended with single-family sales up 10.1 percent from November, a typically pattern as buyers sought to close escrow before the end of the year-. The 163 closed escrows were down 8.4 percent from December 2009, yet even with the decline, the total was up 64.5 pet-cent from the record low set in 2008.

The 50 condos sold during December-were 46.8 percent below a year ago, but up 61.3 percent from the record low set in January 2008.

CALIFORNIA REALTORS® URGE HAFA REFORMS

In response to the ongoing challenges Realtors face in working with short-sale transactions and HAFA — Home Affordable Foreclosure Alternatives — the California Association of Realtors recently sent letters to officials at the U.S. Dept. of the Treasury, Federal Housing Finance Agency, Fannie Mae, and Freddie Mac requesting immediate changes to the HAFA program and recommending solutions so the program can succeed.

In the letters, C.A.R. made the following recommendations:

- Require servicers to comply with HAFA timelines
- Increase monetary incentives to senior and subordinate lien holders
- Enforce other HAFA rules
- Provide uniform guidelines for all HAFA programs
- Mandate lenders to approve and complete HAFA short sales

The full text of the letter is available at www.car.org. A response is expected shortly and C.A.R. intends to ramp up its efforts in early 2011 to address the concerns of members and their clients related to short-sale transactions.

SABINE TO LEAD LOCAL REALTORS®

Fred Sabine was sworn in as the 2011 president of the 10,000-member Southland Regional Association of Realtors at the group's recent 91st annual installation banquet.

Wendy Hale took the oath of office of president-elect.

Members of the Association's board of directors also were sworn into office, including: Sal Aranda, Sharon Barron, Gina Covello, Roger Hance, Loren Hansen, Debbie Hawkins, Jeff Kahn, Rana Linka, Bud Mauro, Alice McCain, Susan Miller, Patti Petralia, Gaye Rainey, Bonnie Strassmann, Daniel Tresieras, Nancy Troxell, Gina Uzunyan, Andy Walter, Gary Washburn, Steve White and Chris Williams.

After several difficult years for the economy and especially residential real estate, the prospects for home buyers, sellers and Realtors are "getting better," Sabine said in his installation speech. Using a football analogy, Sabine said that his biggest goal this year is "not necessarily to make a touchdown, but to move the ball

forward," to see gradual improvement, even if it comes slowly. The objective is to not go backward, "to not leave the ball on the scrimmage line, but to move it forward a few yards at a time.

"I believe we are accomplishing that in real estate," Sabine said.

Pattia Petralia, the Association's 2010 president, was showered with praise for her work last year. Numerous legislators attended with several presenting Petralia with commemorative plaques, which listed some of the projects undertaken during her term, including stunningly successful charity drives and implementation of a new MLS system that yielded not only improved functionality for all parties, but a reduction of dues for members of the Association.

Petralia praised the efforts of the 2010 Board and volunteer leaders and members of 16 committees. She had special praise for the SRAR staff and Jim Link, SRAR's chief executive officer.

It was a privilege to work with you," Petralia said about Link and the staff. "Thank you for taking the journey with me."

Legislators present to honor Sabine and Petralia included: State Assemblyman Felipe Feuntes, D-39th District; Michael Tou, representing Assemblyman Brad Sherman, D-40th District; Los Angeles County Assessor John Noguez; Los Angeles City Council members Wendy Greuel, Paul Krekorian, Jan Perry, and Bernard Parks; and Santa Clarita City Councilman Bob Kellar.

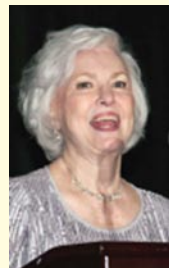
Also present were Beth Pearce, a past SRAR president and the current president of the 165,000-member California Association of Realtors, along with Joel Singer, CEO of the statewide association. The installation also served as a platform to honor four of SRAR's most distinguished leaders: attorney Steve Spile, the 2010 Affiliate of the Year; Brian Hatkoff, 2010 Association Service Award Winner; Pat Porter, selected as only the 13th honorary president in SRAR's 91-year history; and Bud Mauro, the 2010 Realtor of the year.

Sabine expressed special thanks to the sponsors of the event, including: Johnny Kim, Bank of America; Art Carter, CRMLS; Melene Ziglar, Los Angeles Daily News; Steve White, Keller Williams Realty; Hovik Shahinian, Prospect Mortgage; Collin St. Johns, Shapell Construction; Steve Spile, Spile Siegal, Leff & Goor; Bill Love, GE Security; Roger Noujeim, Point 2 Technologies; and Karen Crosby, Wells Fargo Encino Private Mortgage Banking.



THE 2011 BOARD OF DIRECTORS OF THE SOUTHLAND REGIONAL ASSOCIATION OF REALTORS TAKES THE OATH OF OFFICE AT THE RECENT INSTALLATION BANQUET. BETH PEARCE, SECOND FROM LEFT, AS PRESIDENT OF THE CALIFORNIA ASSOCIATION OF REALTORS, ADMINISTERED THE OATH OF OFFICE TO THE NEW DIRECTORS. DIRECTORS, FROM LEFT TO RIGHT, ARE: CHRIS WILLIAMS, BUD MAURO, SUSAN MILLER, GARY WASHBURN, JEFF KAHN, ROGER HANCE, RANA LINKA, DAN TRESIERAS, GINA COVELLO, PATTI PETRALIA, LOREN HANSEN, WENDY HALE, SHARON BARRON, GINA UZUNYAN, SAL ARANDA, NANCY TROXELL, DEBBIE HAWKINS, GAYE RAINEY, ALICE MCCAIN, AND STEVE WHITE. NOT PICTURED: PRESIDENT FRED SABINE, AND DIRECTORS BONNIE STRASSMANN AND ANDY WALTER.

AWARD RECIPIENTS



SRAR THRIVES DUE TO THE UNSTINTING CONTRIBUTIONS OF ITS VOLUNTEER LEADERSHIP. TAPPED FOR SPECIAL HONORS IN 2010 WERE, FROM TOP LEFT, GOING CLOCK-WISE: BUD MAURO, 2010 REALTOR OF THE YEAR; BRIAN HATKOFF, RECIPIENT OF THE 2010 ASSOCIATION SERVICE AWARD; PAT PORTER, SELECTED AS ONLY THE 13TH SRAR HONORARY PRESIDENT IN ITS 91-YEAR HISTORY; AND ATTORNEY STEVE SPILE, THE 2010 AFFILIATE OF THE YEAR.

Designated Corner

"Designated Corner" is a designed to provide information on the various CAR & NAR Designations and Certifications that are currently available to the real estate professional.

NAR's GREEN DESIGNATION

- Two days of live lecture, plus a six-hour elective completed online are required for this NAR designation.
- The core curriculum includes green building principles and practices, as well as regulatory issues.
- Upon completion of a six-hour online elective course (Residential, Commercial, or Business), the Green Resource Council will issue certificates to REALTORS® who have successfully completed both the core course and the elective.
- This 2-day course is Department of Real Estate (DRE) accredited for 12 hours of Continuing Education (CE) in Consumer Service.

For more information on NAR's Green Designation, visit www.greenresourcecouncil.org

HELP US HELP YOU CLOSE TRANSACTIONS, ON TIME!

FRED ARNOLD, CERTIFIED MORTGAGE CONSULTANT, PAST PRESIDENT OF THE CALIFORNIA ASSOCIATION OF MORTGAGE PROFESSIONALS (CAMP)

Without question, the majority of REALTORS® I've worked with lately are feeling much more encouraged about the progress that the housing market is making toward recovery. However, that's not to imply that there aren't still major obstacles making your jobs much harder than they need to be. As mortgage professionals, we're in the same boat. The delays in closings frustrate us equally as much as they frustrate you and your clients. But, since there is nothing we can do about the guideline and regulation changes implemented by HUD, our best choice of action is to try and make the most of these difficult days by setting reasonable expectations. There are several key ways you can help us so that we can all feel less frustrated.

The new Good Faith Estimate (GFE) requires that certain fees be guaranteed. Moreover, other fees must be within certain tolerances. For example, consider that Title and Escrow fees must now be guaranteed within 10%. Although that may seem like a generous tolerance level, the fact remains that it can take several days to obtain these fees (including seller's, transfer tax and title).

If that weren't bad enough, as mortgage originators, if we provide a GFE without accuracy on these figures, we can be held personally responsible for the fees. As such, we're not inclined to estimate fees without a guarantee that our figures will be accurate. Obviously this slows things down. This is one area where you can help us tremendously. Your relationships with Escrow and Title companies are more often than not much stronger than ours. So, by using the rapport you've built with your Escrow and Title reps to encourage them to provide us with fees as quickly as possible, we can speed up this process.

Coupled with the fact that we need to have an accurate GFE in order to issue the Truth in Lending (TIL) statement and the TIL must be obtained before the appraisal can be ordered (in a brokered loan), it becomes increasingly difficult to facilitate a transaction with, for example, a 17 day escrow. The fact that appraisals now take much longer to obtain also slows the process down.

In the best case scenario, let's say the appraisal can be done quickly (and these days that means 7-8 days). Unfortunately, there is the possibility that the appraisal will not match the estimated value of the home. This is where you can make another huge difference.

Whether you're the buyer's agent or the seller's agent, it is imperative that you meet with the appraiser to properly and professionally educate them on the comps in an area. Appraisers left to their own device may overlook the fact that, for example, a similar home in the neighborhood sold for tens if not hundreds of thousands of dollars less but only because the home was a short sale. Another item that may impact the appraisal could be that the images of a property online are misrepresentations of the current condition of a home. For example, consider that an appraiser is looking at comps in your area. They see a comp of a beautiful home. Unfortunately, that photo is outdated and the house has now fallen into disrepair. An out of balance appraisal will send us scrambling and will certainly mandate that we create another GFE, again slowing down the transaction. But you can be extremely helpful in reducing the likelihood of this happening through professionally educating appraisers.

In a perfect world, let's assume that every person involved in the transaction has done everything they need to do within 24 hours. It would seem as if a shorter escrow would be feasible, right? But, at this stage we still may not have received any conditions the lender may list prior to loan approval. Conditions, as we all know, can take a week or more to fulfill.

Finally, we have yet another issue to contend with. New HUD requirements necessitate that should a rate change of .125% or more come to fruition during the transaction, an entirely new GFE must be created. This will only eat up more time and, undoubtedly, frustrate you and your clients.

With all this bad news though, there is one simple remedy or preventative measure that we can take to eliminate some of the stress of the transaction. We must be patient. We must realize that even the most experienced and efficient loan agent working with the most experienced and efficient REALTOR® still needs a bit of a grace period. It's just unrealistic for everyone involved to try and push the deal through faster than new rules will allow. The upside though? Should your client choose a 45 day escrow only to find themselves moving into their new home two weeks ahead of schedule, you can be certain that they'll be referring you to everyone they know.

EAST VALLEY COMMERCIAL LOAN PROGRAM UNVEILED

The Community Redevelopment Agency of the City of Los Angeles, East Valley Region, recently announced the launch of a forgivable loan program designed to provide commercial property owners and commercial tenants with loans and feasibility assistance.

The intention is to attract, expand, and retain commercial businesses located in or relocating to the East Valley's three development project areas, including North Hollywood, Laurel Canyon, and Pacoima/Panorama City.

Business owners who are tenants could receive loans of up to \$75,000, while those owning their own property could receive up to \$249,000. Tenant loan terms would range from 3 to 10 years, have a 0% interest rate and be forgiven during the length of the loan term, if the tenant remains in business and maintains CRA/LA funded improvements. Business property owners would have ten-year loans with the same conditions, but loans larger than \$100,000 would require matching funds, and the creation or retention of one job for every \$35,000 in loan funds, plus maintenance of those jobs for two years.

Tenant and owner loans of less than \$100,000 will have the same job creation or retention goals. All loans may be used for interior and/or exterior construction/rehabilitation and may include feasibility assistance for technical analyses or assistance and/or entitlement processing.

Details of the program can be found by visiting: www.crala.org/eastvalley and clicking on "BAP".

IN MEMORIAM

The Association is saddened to report the passing of Diana Allen, 96. She is survived by her two sons, Mort and Barry, daughter-in-law, Sharon, 7 grandchildren, 14 great grandchildren & 1 great, great grandson. Services were held on February 9 in Hollywood Hills. Deepest sympathy is extended to the family.

RESPONSIBLE REALTOR® APPLICANTS

FIRST POSTING

Arefian, Artin
Artin Arefian
18511 Entrada Ct.
Northridge, CA. 91326

Bobrosky, David
David Bobrosky
3053 Kilaine Drive
Simi Valley, CA. 93063

Cooper, Bradley Neal
Realty World Estates
28364 Avenue Crocker
Valencia, CA. 91355

Donato, Jerry Cabanban
One West Realty
8340 Van Nuys Blvd., Ste. F
Panorama City, CA. 91402

Dullas, James
Cavalier Financial & Tax Services Corp.
17029 Chatsworth St. #100
Granada Hills, CA. 91344

Erhart, Cheryl Lynn
Closing Agents
914 N. Hollywood Way
Burbank, CA. 91505

Gasbarro, David Joseph
Gasbarro Investments, Inc.
4930 Abbeyville Ave.
Woodland Hills, CA. 91364

Knox, Eric Joseph
Eric Joseph Knox
16400 Ventura Blvd. #328
Encino, CA. 91436

Lynch, Kelly Patricia
Kelly Patricia Lynch
4348 Van Nuys Blvd. #200
Sherman Oaks, CA. 91403

Sadat, Sam
Global Finance Network
7741 Hayvenhurst Ave.
Van Nuys, CA. 91406

Segal, Nick
Partners Trust Real Estate Brokerage
11726 San Vicente Blvd., Suite 350
Los Angeles, CA. 90049

Trivedi, Ashish
Ashish Trivedi
8355 Sedan Ave.
West Hills, CA. 91304

Vargas, Jorge
Jorge Vargas
4605 Eagle St.
Los Angeles, CA. 90022

Zeladita, Victor Hugo
Victor Hugo Zeladita
8427 Nevada Avenue
West Hills, CA. 91304

SECOND POSTING

Aaron, Steven
Keller Williams Beverly Hills
439 N. Canon Dr., Ste. 300
Beverly Hills, CA. 90210

Guillermo, Eugenio Ochoa
Williams & Williams Realty Group, Inc.
14061 N. Carlton Lane
Sylmar, CA. 91342

Rabin, Liat
Liat Rabin
5605 Gentry Ave. #403
Valley Village, CA. 91607

Steven L. Feldman
Steve Feldman Real Estate
15760 Ventura Blvd., #1900
Encino, CA. 91436

REALTOR® APPLICANTS

Alves, Bridget / Full Service Real Estate Group, Inc. / Santa Clarita
Amram, Sharone / Rodeo Realty, Inc. / Encino
Arredondo, Arturo / Sellstate Horizons Realty / Encino
Artiga, Alexandra Lynn / Prudential California Realty / Chatsworth
Austin, Alan Gerald / LRS Realty & Management, Inc. / Canoga Park
Bonar, Johann C. / New Beginnings Realty / Newbury Park
Bowler, Paul Colemore / Millenium Real Estate Services / Calabasas
Cheang, Chanty / DSM Realty / Los Angeles
Cohen, Shailja Shelley / Keller Williams Encino-Sherman Oaks / Encino
Coll, Sandra / Ewing & Assoc. Sotheby's Int'l Realty / Calabasas
Dang, Dien Xuyen / Century 21 All Moves / Granada Hills
DeLa Cruz, Wilson / Cavalier Financial & Tax Services Corp. / Granada Hills
De Salay, Julian Paul / Rodeo Realty, Inc. / Bel Air
De Santiago, Edwin / Bencor Properties / San Fernando
Drewyer, Traci Lee / Bill Toth & Assoc. / Burbank
Eashai, Amjad / Financial Express, Inc. / Agoura Hills
Eguia, Rebecca / Keller Williams Realty VIP Properties / Valencia
Erhahon, Brian Eghosa / Keller William Realty A.V. / Palmdale
Forkel, Heather M. / Rodeo Realty / Woodland Hills
Forsberg, Karen Dee / Keller Williams / Studio City
Gansko, Timothy James / Keller Williams R.R. Gable / Northridge
Garcia, Sir Lawrence / Greater Valley Realty / Lake View Terrace
Garcia, Yolanda / Park Regency Realty / Granada Hills
Gevorkian, Karine / New Century N. H. Real Estate / North Hollywood
Giurich, Toni / Prudential Calif. Realty / Thousand Oaks
Gunther, Andrew John / Prudential Calif. Realty / Santa Clarita
Hoffman, Rita Melony / Coldwell Banker / Studio City
Hong, Joanne / New Star Realty / Stevenson Ranch
James, Diana K. / Realty Executives / Valencia
Kevorkian, Nayry Natalie / Unique Homes Realty / Northridge
Knox, Mia / Eric Joseph Knox / Encino
Lamont, Angela I. / ARESI, Inc. / Santa Clarita
LaPerche, Jennie / Keller Williams VIP Properties / Valencia
Ledesma, Martha D. / Pinnacle Estate Properties / Mission Hills
Lee, Jae / America Realty / Los Angeles
Lee, Misook / Newstar Realty / Van Nuys
Leonov, Aleksandr V. / Rodeo Realty, Inc. / Studio City
Leonov, Tatiana / Rodeo Realty, Inc. / Studio City
Lucas, Tracy T. / Altera Real Estate Mel Wilson and Assoc. / Northridge

Matzkin, Aaron / Pinnacle Estate Properties / Northridge
McFarland, Clayton W. / Century 21 All Moves / Granada Hills
McPherson, Matthew / Keller Williams R.R. Gable / Northridge
Megrabyan, Anahit Anna / Keller Williams / Glendale
Menapace, Jan R. / Pinnacle Estate Properties / Northridge
Mendez, Dana / Keller Williams Encino-Sherman Oaks / Encino
Modaberpour, Danny / Executive Realty & Company / Woodland Hills
Moss, Ben G. / Pinnacle Estate Properties / Northridge
Mutillo, Flavia / Prudential California Realty / Northridge
Nastasi Jr., Philip Anthony / Rodeo Realty / Northridge
Pauley, Christopher C. / Dilbeck Real Estate / Sherman Oaks
Perkins, Jason Timothy / Rodeo Realty / Calabasas
Quesada, Lawrence Tanglao / Coldwell Banker / Sherman Oaks
Reuveni, Sharon / Prudential Calif. Realty / Encino
Rosal Jr., Orlando A. / Cedar Grove Realty / Arleta
Rosenblum, Joan / Prudential California Realty / Chatsworth
Rubinstein, Vadim David / Bel Air Estates Realty / Los Angeles
Ruiz, Nancy S. / Keller Williams R.R. Gable / Northridge
Sabet, Sharzad Sherry / Century 21 Albert Foulad / Encino
Salvatier, Oscar / The Real Estate Plaza / Granada Hills
Samadi, Yama / Century 21 Palmieri / Newhall
Santana, David / Sunrise Dream Realty / Valencia
Shad, Samantha / Prudential Calif. Realty / Encino
Shalom, Nazila / Rodeo Realty / Northridge
Shirvanian, Razmik / Flat Fee, Inc. / Woodland Hills
Siembieda, Denyse Jean / Intero Real Estate Services / Valencia
Silverman, Heather Marie / Realty Executives / Valencia
Smith, Barry Phillip / Exit Realty SCV / Valencia
Talamantes, William / Keller Williams / Calabasas
Talanian, Catherine / Zip Realty, Inc. / Emeryville
Thompson, Cynthia / Zip Realty, Inc. / Emeryville
Thornton, Robin / Rodeo Realty / Calabasas
Truskowski, Ava Marie / Dilbeck Realtors / Valencia
Ubaldo, Evangeline E. / Cavalier Financial & Tax Service / Granada Hills
Vitale, Veronica / Keller Williams Realty / Studio City
Wiseman, Priscilla Ann / Pinnacle Estate Properties, Inc. / Calabasas
Yung, Lily Phu / Keller Williams VIP Properties / Valencia
Zarbo, Christopher / Omni-Fund, Inc. / Murrieta
Zeljikovic, Bogdan / Exclusive Estate Properties, Inc. / North Hollywood

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.

Posting

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	136	148	78	143	137	642	323	965
Total Active Listings	418	527	319	514	634	2,412	1,279	3,691
Average Days on Market	105	104	127	109	125	114	125	117
Average List Price in Thousands	286.8	642.1	789.8	520.4	864.2	632.5	431.1	562.7
Median List Price in Thousands	269.0	499.0	460.0	439.0	549.0	425.0	270.0	375.0
BOMS	19	16	10	7	9	61	32	93
Average BOM Price in Thousands	272.5	520.3	566.5	388.4	386.7	415.8	312.0	380.1
BOM to Sale Ratio	17.0	11.6	11.4	5.6	7.4	10.4	17.0	12.0
Expirations	36	52	25	40	63	216	135	351

PENDING SALES

New Escrows Opened	146	125	78	139	133	619	529	880
Total YTD Escrows Opened	1,537	1,550	994	1,504	1,625	7,210	2,927	10,137
New Open Escrows Average Days on Market	77	91	91	90	95	88	83	87
New Open Escrows Average List Price	269.8	492.4	601.2	446.2	702.7	490.0	354.5	449.0

CLOSED SALES:

New Escrows Closed	112	138	88	126	122	586	188	774
Total YTD Escrows Closed	1,391	1,412	937	1,402	1,536	6,678	2,660	9,338
Volume of New Sales Dollars in Millions	32.059	78.559	49.714	62.265	72.217	294.814	63.78	358.595
Volume of total YTD Sales in Millions	383.565	805.823	525.172	672.252	973.434	3,360.246	1,133.79	4,494.044
Average Sale price in Thousands	286.2	569.3	564.9	494.2	591.9	503.1	339.3	463.3
Median Sale Price in Thousands	274.9	475.0	450.0	455.0	458.5	412.0	246.0	375.0
Coop Sales	84	112	72	106	95	469	144	613
Percent of Coop Sales	75.0	81.2	81.8	84.1	77.9	80.0	76.6	79.2
Average Days on Market	125	121	113	115	138	123	139	127
Sales at List Price	62	48	31	47	37	225	82	307
Percent of Sales at List Price	55.4	34.8	35.2	37.5	30.3	38.4	43.6	39.7
Sales to Listing Inventory Ratio	26.8	26.2	27.6	24.5	19.2	24.3	14.7	21.0
Final Sale to New Listing Ratio	82.4	93.2	112.8	88.1	89.1	91.3	58.2	80.2

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	51	55	46	40	39	231	102	333
Total Active Listings	146	293	192	183	183	997	367	1,364
Average Days on Market	109	134	118	108	137	123	145	129
Average List Price in Thousands	176.4	371.1	250.4	222.1	248.2	269.4	304.2	278.8
Median List Price in Thousands	150.0	350.0	220.0	186.9	213.0	239.0	250.0	240.0
BOMS	7	9	5	0	12	33	13	46
Average BOM Price in Thousands	182.4	254.4	214.0	0	179.2	205.7	243.9	216.5
BOM to Sale Ratio	21.9	14.8	11.6	0	28.6	15.6	21.7	17.0
Expirations	126	18	13	7	14	68	44	112

PENDING SALES

New Escrows Opened	59	58	52	30	48	246	84	331
Total YTD Escrows Opened	502	792	473	392	477	2,636	877	3,513
New Open Escrows Average Days on Market	104	101	83	86	94	95	69	88
New Open Escrows Average List Price	152.0	296.8	244.6	262.0	199.8	229.1	291.7	244.3

CLOSED SALES:

New Escrows Closed	32	61	43	33	42	211	60	271
Total YTD Escrows Closed	448	752	436	378	439	2,453	763	3,216
Volume of New Sales Dollars in Millions	5.253	21.461	10.968	8.703	8.456	54.842	17.838	72.680
Volume of total YTD Sales in Millions	75.033	259.471	104.379	94.293	106.204	639.381	244.118	883.499
Average Sale price in Thousands	164.2	351.8	255.1	263.7	201.3	259.9	297.3	268.2
Median Sale Price in Thousands	150.0	379.5	215.0	255.0	175.0	222.0	252.0	235.0
Coop Sales	25	48	40	28	33	174	51	225
Percent of Coop Sales	78.1	78.7	93.0	84.8	78.6	82.5	85.0	83.0
Average Days on Market	132	126	131	134	137	131	110	127
Sales at List Price	21	21	13	12	20	87	30	117
Percent of Sales at List Price	65.6	34.4	30.2	36.4	47.6	41.2	50.0	43.2
Sales to Listing Inventory Ratio	21.9	20.8	22.4	18.0	23.0	21.2	16.3	19.9
Final Sale to New Listing Ratio	62.7	110.9	93.5	82.5	107.7	91.3	58.8	81.4

DECEMBER 2010

SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED
1,298RESIDENTIAL PROP.
ESCROW OPENED
1,211RESIDENTIAL PROP.
ESCROW CLOSED
1,045

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	187	203	124	183	176	873	425	1,298
TOTAL ACTIVE LISTINGS	564	820	511	697	817	3,409	1,646	5,055
AVERAGE DAYS ON MARKET	106	115	123	109	128	116	129	121
AVERAGE LIST PRICE IN THOUSANDS	258.2	545.3	587.1	442.1	726.2	526.3	402.8	486.1
MEDIAN LIST PRICE IN THOUSANDS	250.0	415.0	340.0	379.5	450.0	360.0	269.0	334.9
BOMS	26	25	15	7	21	94	45	139
AVERAGE BOM PRICE IN THOUSANDS	248.3	424.6	449.0	388.4	268.1	342.1	292.3	326.0
BOM TO SALE RATIO	18.1	12.6	11.5	4.4	12.8	11.8	18.1	13.3
EXPIRATIONS	52	70	38	47	77	284	179	463

PENDING SALES:

NEW ESCROWS OPENED	205	183	130	169	181	865	343	1,211
TOTAL YTD ESCROWS OPENED	2,039	2,342	1,467	1,896	2,102	9,846	3,804	13,650
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	85	94	88	89	94	90	80	87
NEW OPEN ESCROWS AVERAGE LIST PRICE	235.9	430.4	458.6	413.5	569.4	415.8	339.1	393.1

CLOSED SALES:

NEW ESCROWS CLOSED	144	199	131	159	164	797	248	1,045
TOTAL YTD ESCROWS CLOSED	1,839	2,164	1,373	1,780	1,975	9,131	3,423	12,554
VOLUME OF NEW SALE DOLLARS IN MILLIONS	37.313	100.021	60.682	70.968	80.673	349.656	81.620	431.276
VOLUME OF TOTAL YTD SALES IN MILLIONS	458.598	1,065.295	629.551	766.545	1,079.639	3,999.627	1,377.915	5,377.542
AVERAGE SALE PRICE IN THOUSANDS	259.1	502.6	463.2	446.3	491.9	438.7	329.1	412.7
MEDIAN SALE PRICE IN THOUSANDS	260.0	439.0	330.0	415.0	400.0	360.0	252.0	340.0
COOP SALES	109	160	112	134	128	643	195	838
PERCENT OF COOP SALES	75.7	80.4	85.5	84.3	78.0	80.7	78.6	80.2
AVERAGE DAYS ON MARKET	127	123	119	119	138	125	132	127
SALES AT LIST PRICE	83	69	44	59	57	312	112	424
PERCENT OF SALES AT LIST PRICE	57.6	34.7	33.6	37.1	34.8	39.1	45.2	40.6
SALES TO LISTING INVENTORY RATIO	25.5	24.3	25.6	22.8	20.1	23.4	15.1	20.7
FINAL SALE TO NEW LISTING RATIO	77.0	98.0	105.6	86.9	93.2	91.3	58.4	80.5

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
SELLING PRICE RANGE:					
LESS THAN 100,000	894	184	25	17	16.77
100,000 TO 109,999	154	10	9	9	23.535
110,000 TO 119,999	57	64	18	14	10.229
120,000 TO 139,999	88	176	46	30	11.321
140,000 TO 159,999	72	188	38	25	14.359
160,000 TO 179,999	68	170	30	15	5.765
180,000 TO 199,999	64	218	25	18	16.239
200,000 TO 249,999	76	415	105	62	20.102
250,000 TO 299,999	73	635	130	87	24.243
300,000 TO 349,999	91	492	119	88	25.862
350,000 TO 399,999	70	429	94	66	21.396
400,000 TO 449,999	70	245	75	52	25.035
450,000 TO 499,999	83	211	67	52	39.950
500,000 TO 549,999	77	169	43	27	28.716
550,000 TO 599,999	71	210	42	32	42.799
600,000 TO 699,999	74	240	59	45	43.399
700,000 TO 799,999	61	162	41	33	24.3452
800,000 TO 899,999	103	109	20	16	80.159
900,000 TO 999,999	59	77	15	15	11.5876
1,000,000 TO 1,999,999	81	233	33	24	173.627
MORE THAN 2,000,000	88	92	7	6	287.543
TOTALS	77	4,751	1,044	733	43.182

LISTINGS

2010 RMLS TOTAL - \$ VOLUME

\$5,377,542,000**SALES**
12,617

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS® INC.

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

	2005				2006				2007				2008				2009				2010			
	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST
JAN	1,678	1,292	689.1	77.0	2346	895	560.0	38.2	2595	882	594.2	34	2935	574	329.3	19.6	2084	964	357.7	46.3	1,830	963	410	52.6
FEB	1,578	1,254	657.5	79.5	2373	971	602.1	40.9	2421	893	581.8	36.9	2633	654	409.7	24.8	1178	876	330.5	49.4	1,780	872	349.7	49
MAR	1,993	1,763	972.3	88.5	2818	1487	976.8	52.8	3521	1318	848.1	37.4	2878	792	429.0	27.5	2004	1,148	428.6	57.3	2,231	1,131	523.3	50.7
APR	2,160	1,772	998.2	79.7	2465	1441	911.4	58.5	3205	761	519.6	23.7	2949	983	538.1	33.3	1956	1275	487.5	65.2	2,212	1,188	526.9	53.7
MAY	2,134	1,676	1,018.2	78.5	3185	1434	903.9	45.0	3493	1151	804.7	33	2629	1165	626.4	44.3	1,865	1,300	530.1	69.7	1,936	1,235	523.7	63.8
JUNE	2,504	1,853	1,130	74.0	3111	1407	948.7	45.2	3163	1234	870	39	1549	1182	616.7	43.2	1,928	1,410	612	73.1	2,051	1,269	563	61.9
JUL	2,397	1,780	1,132	74.3	2899	1322	825.1	45.6	3247	1157	839.7	35.6	2731	1263	672.9	46.2	1,922	1,322	581.7	68.8	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	69.6	1,726	1,034	430.4	59.9
OCT	2,416	1,529	964.2	63.3	2682	1194	756.7	44.5	2925	666	444.2	22.8	2389	1321	601.7	55.3	1,794	1,243	527.5	69.3	1,677	883	371.9	52.7
NOV	2,131	1,510	956.8	70.9	1943	1195	756.6	61.5	2342	701	438.4	29.9	1770	1121	470.9	63.3	1,505	1,095	452.1	72.8	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	1,298	1,045	431.2	80.5
TOTAL	25,682	19,020	11,486.7	75.4	31,081	15,189	9,653	48.9	34,836	11,266	7,654.1	32.6	28,887	12,658	6,320.3	44.7	21,114	14,271	5,953.6	66.6	22,318	12,617	5415.2	55.6
AVG. SALE PRICE			\$603,927				\$635,578				\$679,398				\$499,313				\$417,181				\$429,200	

JANUARY 2011

SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED

1,796

RESIDENTIAL PROP.
ESCROW OPENED

1,240

RESIDENTIAL PROP.
ESCROW CLOSED

976

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS.....	212	282	176	239	257	1,166	630	1,796
TOTAL ACTIVE LISTINGS.....	533	708	456	670	719	3,086	1,856	4,942
AVERAGE DAYS ON MARKET.....	104	108	111	106	119	110	114	111
AVERAGE LIST PRICE IN THOUSANDS.....	257.3	582.8	588.8	428.0	673.6	515.0	407.3	474.6
MEDIAN LIST PRICE IN THOUSANDS.....	250.0	405.0	340.0	365.0	450.0	350.0	265.0	325.0
BOMS.....	43	26	23	28	37	157	74	231
AVERAGE BOM PRICE IN THOUSANDS.....	212.4	499.9	826.4	326.3	581.7	457.3	417.1	444.4
BOM TO SALE RATIO.....	28.3	16.8	24.2	20.6	24.0	22.7	26.1	23.7
EXPIRATIONS.....	28	63	41	39	65	236	103	339

PENDING SALES:

NEW ESCROWS OPENED.....	164	179	132	180	203	858	382	1,240
TOTAL YTD ESCROWS OPENED.....	164	179	132	180	203	858	382	1,240
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET.....	77	84	82	71	87	80	95	85
NEW OPEN ESCROWS AVERAGE LIST PRICE.....	231.4	465.4	471.9	392.9	508.0	416.5	351.7	396.6

CLOSED SALES:

NEW ESCROWS CLOSED.....	152	155	95	136	154	692	284	976
TOTAL YTD ESCROWS CLOSED.....	152	155	95	136	154	692	284	976
VOLUME OF NEW SALE DOLLARS IN MILLIONS.....	36.317	57.880	46.826	53.386	81.175	275.584	93.171	368.755
VOLUME OF TOTAL YTD SALES IN MILLIONS.....	36.317	57.880	46.826	53.386	81.175	275.584	93.171	368.755
AVERAGE SALE PRICE IN THOUSANDS.....	238.9	373.94	492.9	392.5	527.1	398.2	328.1	377.8
MEDIAN SALE PRICE IN THOUSANDS.....	244.9	335.0	310.0	365.0	383.0	311.0	272.0	302.7
COOP SALES.....	99	100	75	96	107	477	172	649
PERCENT OF COOP SALES.....	65.1	64.5	78.9	70.6	69.5	68.9	60.6	66.5
AVERAGE DAYS ON MARKET.....	131	145	120	138	147	138	149	141
SALES AT LIST PRICE.....	86	66	37	67	50	306	135	441
PERCENT OF SALES AT LIST PRICE.....	56.6	42.6	38.9	49.3	32.5	44.2	47.5	45.2
SALES TO LISTING INVENTORY RATIO.....	28.5	21.9	20.8	20.3	21.4	22.4	15.3	19.7
FINAL SALE TO NEW LISTING RATIO.....	71.7	55.0	54.0	56.9	59.9	59.3	45.1	54.3

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
SELLING PRICE RANGE:					
LESS THAN 100,000.....	121	190	32	22	11.4
100,000 TO 109,999.....	98	38	19	7	3.17
110,000 TO 119,999.....	105	65	15	12	2.2
120,000 TO 139,999.....	59	180	35	15	10.9
140,000 TO 159,999.....	99	191	27	17	3
160,000 TO 179,999.....	92	203	38	26	8.2
180,000 TO 199,999.....	71	204	39	26	8.8
200,000 TO 249,999.....	74	468	119	73	7.4
250,000 TO 299,999.....	84	686	139	89	31.299
300,000 TO 349,999.....	83	523	131	85	25.24
350,000 TO 399,999.....	81	457	98	66	6.8
400,000 TO 449,999.....	62	254	63	40	4.8
450,000 TO 499,999.....	95	223	43	33	5.7
500,000 TO 549,999.....	69	163	30	20	4.5
550,000 TO 599,999.....	86	175	32	22	5.0
600,000 TO 699,999.....	83	255	30	22	5.7
700,000 TO 799,999.....	115	142	19	16	6.0
800,000 TO 899,999.....	51	119	13	9	9.2
900,000 TO 999,999.....	104	76	16	13	4.3
1,000,000 TO 1,999,999.....	106	237	24	20	13.6
MORE THAN 2,000,000.....	143	93	8	8	11.2
TOTALS.....	84	4942	970	641	12.4

LISTINGS

1,796

2011 RMLS TOTAL - \$ VOLUME

\$368,755,000

SALES

976

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS® INC.

SAN FERNANDO VALLEY
COMPARABLE SALES ANALYSIS 2006 - 2011
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

	2006				2007				2008				2009				2010				2011			
	LIST	SALES	\$ VOL. MIL.	% SALES TO LIST	LIST	SALES	\$ VOL. MIL.	% SALES TO LIST	LIST	SALES	\$ VOL. MIL.	% SALES TO LIST	LIST	SALES	\$ VOL. MIL.	% SALES TO LIST	LIST	SALES	\$ VOL. MIL.	% SALES TO LIST	LIST	SALES	\$ VOL. MIL.	% SALES TO LIST
JAN	2346	895	560.0	38.2	2595	882	594.2	34	2955	574	329.3	19.6	2084	964	357.7	46.3	1,830	963	410	52.6	1,786	976	368.7	54.3
FEB	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	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	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	3185	1434	903.9	45.0	3493	1151	804.7	33	2629	1165	626.4	44.3	1,865	1,300	530.1	69.7	1,936	1,235	523.7	63.8				
JUNE	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	2899	1322	825.1	45.6	3247	1157	839.7	35.6	2731	1263	672.9	46.2	1,922	1,322	581.7	68.8	2,153	1,104	484.5	51.3				
AUG	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	2807	1284	783.8	45.7	2753	736	506.3	26.7	2423	1181	533.4	48.7	1,731	1,205	543.1	69.6	1,726	1,034	430.4	59.9				
OCT	2682	1194	756.7	44.5	2925	666	444.2	22.8	2389	1321	601.7	55.3	1,794	1,243	527.5	69.3	1,677	883	371.9	52.7				
NOV	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	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	1,298	1,045	431.2	80.5				
TOTAL	31,081	15,189	9,653	48.9	34,836	11,266	7,654.1	32.6	28,887	12,658	6,320.3	44.7	21,114	14,271	5,953.6	66.6	22,318	12,617	5,415.2	55.6				
AVG. SALE PRICE			\$635,578				\$679,398				\$499,313				\$417,181				\$429,200					

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR JANUARY

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	162	177	118	176	205	838	468	1,306
Total Active Listings.....	386	446	291	469	559	2,151	1,378	3,529
Average Days on Market.....	97	98	110	105	114	105	114	109
Average List Price in Thousands.....	285.5	716.5	773.3	500.4	787.6	618.2	441.7	549.3
Median List Price in Thousands.....	270.0	525.0	449.9	420.0	539.0	419.9	273.0	360.0
BOMS.....	30	19	14	20	27	110	39	149
Average BOM Price in Thousands.....	248.2	590.1	1,191.9	374.6	729.4	568.5	572.7	569.6
BOM to Sale Ratio.....	26.1	18.6	22.2	17.5	25.7	22.0	20.0	21.5
Expirations.....	21	38	23	29	52	163	72	235

PENDING SALES

New Escrows Opened.....	116	131	82	129	144	602	278	880
Total YTD Escrows Opened.....	116	131	82	129	144	602	278	880
New Open Escrows Average Days on Market.....	82	82	81	72	83	80	95	85
New Open Escrows Average List Price.....	259.6	512.9	618.6	454.3	599.9	486.8	370.9	450.2

CLOSED SALES:

New Escrows Closed.....	115	102	63	114	105	499	195	694
Total YTD Escrows Closed.....	115	102	63	114	105	499	195	694
Volume of New Sales Dollars in Millions.....	30.737	43.016	39.366	46.993	69.368	229.479	68.236	297.715
Volume of total YTD Sales in Millions.....	30.737	43.016	39.366	46.993	69.368	229.479	68.236	297.715
Average Sale price in Thousands.....	267.3	421.7	624.9	412.2	660.6	459.9	349.9	429.0
Median Sale Price in Thousands.....	257.0	350.0	357.0	377.0	435.0	350.00	299.0	330.0
Coop Sales.....	75	61	47	81	77	341	120	461
Percent of Coop Sales.....	65.2	59.8	74.6	71.1	73.3	68.3	61.5	66.4
Average Days on Market.....	131	140	122	137	152	138	147	140
Sales at List Price.....	66	45	22	57	35	225	94	139
Percent of Sales at List Price.....	57.4	44.1	34.9	50.0	33.3	45.1	48.2	46.0
Sales to Listing Inventory Ratio.....	29.8	22.9	21.6	24.3	18.8	23.2	14.2	19.7
Final Sale to New Listing Ratio.....	71.0	57.6	53.4	64.8	51.2	59.5	41.7	53.1

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR JANUARY

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	50	105	58	63	52	328	162	490
Total Active Listings.....	147	262	165	201	160	935	478	1,413
Average Days on Market.....	122	125	114	111	136	121	112	118
Average List Price in Thousands.....	183.3	355.1	263.4	259.3	275.2	277.6	308.3	288.0
Median List Price in Thousands.....	160.0	325.0	225.0	225.0	225.0	249.0	245.0	249.0
BOMS.....	13	7	9	8	10	47	35	82
Average BOM Price in Thousands.....	129.8	255.1	257.9	205.4	183.1	197.2	243.8	217.1
BOM to Sale Ratio.....	35.1	13.2	28.1	36.4	20.4	24.4	39.3	29.1
Expirations.....	7	25	18	10	13	73	31	104

PENDING SALES

New Escrows Opened.....	48	48	50	51	59	256	104	360
Total YTD Escrows Opened.....	48	48	50	51	59	256	104	360
New Open Escrows Average Days on Market.....	64	90	84	71	95	81	96	86
New Open Escrows Average List Price.....	163.5	335.6	231.4	237.7	283.5	251.5	300.5	265.6

CLOSED SALES:

New Escrows Closed.....	37	53	32	22	49	193	89	282
Total YTD Escrows Closed.....	37	53	32	22	49	193	89	282
Volume of New Sales Dollars in Millions.....	5.581	14.864	7.460	6.394	11.807	46.105	24.935	71.040
Volume of total YTD Sales in Millions.....	5.581	14.864	7.460	6.394	11.807	46.105	24.935	71.040
Average Sale price in Thousands.....	150.8	280.5	233.1	290.6	241.0	238.9	280.2	251.9
Median Sale Price in Thousands.....	135.0	275.0	215.0	220.0	185.0	200.0	235.0	212.0
Coop Sales.....	24	39	28	15	30	136	52	188
Percent of Coop Sales.....	64.9	73.6	87.5	68.2	61.2	70.5	58.4	66.7
Average Days on Market.....	131	155	117	142	137	138	153	143
Sales at List Price.....	20	21	15	10	15	81	41	122
Percent of Sales at List Price.....	54.1	39.6	46.9	45.5	30.6	42.0	46.1	43.3
Sales to Listing Inventory Ratio.....	25.2	20.2	19.4	10.9	30.6	20.6	18.6	20.0
Final Sale to New Listing Ratio.....	74.0	50.5	55.2	34.9	94.2	58.8	54.9	57.6

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	4	6	62	19	18	30	12	35	186	105	291
Total Active Listings.....	44	34	210	93	72	162	47	189	851	408	1,259
Average Days on Market.....	142	146	114	133	137	121	117	124	124	116	122
Average List Price in Thousands.....	413.3	679.5	434.9	352.9	562.6	384.2	611.7	560.9	473.5	279.1	410.5
Median List Price in Thousands.....	380.0	529.8	325.0	350.0	400.0	360.0	599.0	449.9	389.0	188.0	347.5
BOMS.....	2	0	5	3	1	3	1	4	19	11	30
Average BOM Price in Thousands.....	449.5	0	372.3	309.0	715.0	299.0	499.0	471.2	404.4	226.1	339.0
BOM to Sale Ratio.....	40.0	0	12.5	13.0	10.0	11.5	10.0	8.0	11.3	17.2	12.9
Expirations.....	3	3	17	6	6	4	7	18	64	50	114

PENDING SALES

New Escrows Opened.....	5	3	39	17	11	31	8	34	148	65	213
Total YTD Escrows Opened.....	67	40	472	237	158	357	120	574	2,025	668	2,693
New Open Escrows Average Days on Market.....	60	45	71	73	109	104	94	163	103	70	93
New Open Escrows Average List Price.....	286.4	334.9	386.4	333.4	464.0	423.1	541.9	467.4	416.3	226.3	358.3

CLOSED SALES:

New Escrows Closed.....	5	4	40	23	10	26	10	50	168	64	232
Total YTD Escrows Closed.....	67	40	460	243	162	358	119	551	2,000	614	2,614
Volume of New Sales Dollars in Millions.....	1.226	1.283	16.055	7.547	4.481	11.031	6.119	23.137	70.879	16.165	87.044
Volume of total YTD Sales in Millions.....	24.576	18.221	176.114	94.440	66.303	151.009	72.184	277.924	880.771	156.871	1,037.642
Average Sale price in Thousands.....	245.2	320.7	401.4	328.1	448.1	424.3	611.9	462.7	421.9	252.6	375.2
Median Sale Price in Thousands.....	214.0	250.0	337.9	342.0	370.0	372.3	595.0	418.0	387.0	170.0	347.0
Coop Sales.....	4	3	34	17	8	21	10	39	136	46	182
Percent of Coop Sales.....	80.0	75.0	85.0	73.9	80.0	80.8	100.0	78.0	81.0	71.9	78.4
Average Days on Market.....	60	222	128	169	216	116	142	145	143	130	139
Sales at List Price.....	1	2	20	10	4	12	3	24	76	35	111
Percent of Sales at List Price.....	20.0	50.0	50.0	43.5	40.0	46.2	30.0	48.0	45.2	54.7	47.8
Sales to Listing Inventory Ratio.....	11A.4	11.8	19.0	24.7	13.9	16.0	21.3	26.5	19.7	15.7	18.4
Final Sale to New Listing Ratio.....	125.0	66.7	64.5	121.1	55.6	86.7	83.3	142.9	90.3	61.0	79.7

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	0	1	32	3	14	13	4	26	93	23	116
Total Active Listings.....	3	1	106	8	80	57	27	111	393	76	469
Average Days on Market.....	257	16	125	49	147	113	152	125	129	113	126
Average List Price in Thousands.....	555.0	224.9	193.7	284.1	198.6	245.4	311.4	283.1	240.2	283.1	247.2
Median List Price in Thousands.....	529.9	224.9	170.0	194.5	175.0	235.0	259.9	265.0	220.0	212.0	219.9
BOMS.....	0	0	4	0	0	2	0	1	7	2	9
Average BOM Price in Thousands.....	0	0	162.5	0	0	177.5	0	223.0	175.4	97.5	158.1
BOM to Sale Ratio.....	0	0	14.8	0	0	28.6	0	11.1	12.7	10.5	12.2
Expirations.....	1	0	28	2	8	12	3	12	66	5	71

PENDING SALES

New Escrows Opened.....	0	0	24	3	5	16	7	20	75	20	95
Total YTD Escrows Opened.....	2	2	288	17	129	139	63	290	930	129	1,059
New Open Escrows Average Days on Market.....	0	0	80	73	117	113	104	94	95	72	90
New Open Escrows Average List Price.....	0	0	183.4	166.3	207.4	247.3	291.6	298.2	238.7	205.3	231.6

CLOSED SALES:

New Escrows Closed.....	0	0	27	2	7	7	3	9	55	19	74
Total YTD Escrows Closed.....	1	2	294	17	139	126	56	289	924	108	1,032
Volume of New Sales Dollars in Millions.....	0	0	4.517	515	1.267	2.048	828	2.774	11.949	3.671	15.620
Volume of Total YTD Sales in Millions.....	160	900	58.253	4.084	28.724	32.770	16.972	85.012	226.875	26.579	253.453
Average Sale price in Thousands.....	0	0	167.3	257.5	181.0	292.5	276.0	308.2	217.2	193.2	211.1
Median Sale Price in Thousands.....	0	0	155.0	209.9	170.0	297.5	285.0	290.0	213.0	173.0	200.0
Coop Sales.....	0	0	25	2	5	6	3	8	49	15	64
Percent of Coop Sales.....	0	0	92.6	100.0	71.4	85.7	100.0	88.9	89.1	78.9	86.5
Average Days on Market.....	0	0	129	76	132	198	209	129	141	91	128
Sales at List Price.....	0	0	18	2	4	6	1	6	37	13	50
Percent of Sales at List Price.....	0	0	66.7	100.0	57.1	85.7	33.3	66.7	67.3	68.4	67.6
Sales to Listing Inventory Ratio.....	0	0	25.5	25.0	8.8	12.3	11.1	8.1	14.0	25.0	15.8
Final Sale to New Listing Ratio.....	0	0	84.4	66.7	50.0	53.8	75.0	34.6	59.1	82.6	63.8

DECEMBER 2010

SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS.....	4	7	94	22	32	43	16	61	279	128	407
TOTAL ACTIVE LISTINGS.....	47	35	316	101	152	219	74	300	1,244	484	1,728
AVERAGE DAYS ON MARKET.....	149	142	118	127	142	119	130	124	126	115	123
AVERAGE LIST PRICE IN THOUSANDS.....	422.4	666.5	354.0	347.5	371.0	348.1	502.1	458.1	399.8	279.7	366.2
MEDIAN LIST PRICE IN THOUSANDS.....	385.0	529.8	285.0	349.9	279.9	335.0	490.0	380.0	337.3	191.0	300.0
BOMS.....	2	0	9	3	1	5	1	5	26	13	39
AVERAGE BOM PRICE IN THOUSANDS.....	449.5	0	279.1	309.0	715.0	250.4	499.0	421.6	342.7	206.3	297.3
BOM TO SALE RATIO.....	40.0	0	13.4	12.0	5.9	15.2	7.7	8.5	11.7	15.7	12.7
EXPIRATIONS.....	4	3	45	8	14	16	10	30	130	55	185

PENDING SALES:

NEW ESCROWS OPENED.....	5	3	63	20	16	47	15	54	223	85	308
TOTAL YTD ESCROWS OPENED.....	69	42	760	254	287	496	183	864	2,955	797	3,752
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET.....	60	45	74	73	112	107	99	138	100	71	92
NEW OPEN ESCROWS AVERAGE LIST PRICE.....	286.4	334.9	309.0	308.4	383.8	363.3	425.1	404.7	356.6	221.3	139.3

CLOSED SALES:

NEW ESCROWS CLOSED.....	5	4	67	25	17	33	13	59	223	83	306
TOTAL YTD ESCROWS CLOSED.....	68	42	754	260	301	484	175	840	2,924	722	3,646
VOLUME OF NEW SALE DOLLARS IN MILLIONS.....	1,226	1,283	20,572	8,062	5,748	13,079	6,946	25,911	82,827	19,836	102,664
VOLUME OF TOTAL YTD SALES IN MILLIONS.....	24,736	19,121	234,367	98,524	95,026	183,780	89,156	362,936	1,107,646	183,450	1,291,095
AVERAGE SALE PRICE IN THOUSANDS.....	245.2	320.7	307.0	322.5	338.1	396.3	534.3	439.2	371.4	239.0	335.5
MEDIAN SALE PRICE IN THOUSANDS.....	214.0	250.0	270.0	335.0	322.0	367.5	555.0	410.0	345.0	173.0	305.0
COOP SALES.....	4	3	59	19	13	27	13	47	185	61	246
PERCENT OF COOP SALES.....	80.0	75.0	88.1	76.0	76.5	81.8	100.0	79.7	83.0	73.5	80.4
AVERAGE DAYS ON MARKET.....	60	222	129	162	181	134	157	143	143	121	137
SALES AT LIST PRICE.....	1	2	38	12	8	18	4	30	113	48	161
PERCENT OF SALES AT LIST PRICE.....	20.0	50.0	56.7	48.0	47.1	54.5	30.8	50.8	50.7	57.8	52.6
SALES TO LISTING INVENTORY RATIO.....	10.6	11.4	21.2	24.8	11.2	15.1	17.6	19.7	17.9	17.1	17.7
FINAL SALE TO NEW LISTING RATIO.....	125.0	57.1	71.3	113.6	53.1	76.7	81.3	96.7	79.9	64.8	75.2

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.....	70	80	12	10	28010
100,000 TO 109,999.....	68	14	6	6	16298
110,000 TO 119,999.....	74	28	6	2	9067
120,000 TO 139,999.....	52	84	8	6	10121
140,000 TO 159,999.....	62	81	24	14	16325
160,000 TO 179,999.....	79	79	10	6	4616
180,000 TO 199,999.....	53	75	9	6	14806
200,000 TO 249,999.....	48	185	32	20	11302
250,000 TO 299,999.....	99	206	27	22	30568
300,000 TO 349,999.....	134	178	38	28	24376
350,000 TO 399,999.....	85	160	27	18	22415
400,000 TO 449,999.....	81	113	23	15	13989
450,000 TO 499,999.....	36	67	9	9	15958
500,000 TO 549,999.....	59	51	14	11	21400
550,000 TO 599,999.....	63	55	9	8	38737
600,000 TO 699,999.....	63	39	6	2	12117
700,000 TO 799,999.....	128	48	5	5	63290
800,000 TO 899,999.....	118	29	5	5	67400
900,000 TO 999,999.....	584	14	2	2	350000
1,000,000 TO 1,999,999.....	82	39	2	1	67000
MORE THAN 2,000,000.....	10	11	1	1	149999
TOTALS.....	82	1636	281	197	26881

LISTINGS

2010 RMLS TOTAL - VOLUME

6,135

SALES

2,674

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

RESIDENTIAL
PROPERTIES LISTED
407

RESIDENTIAL PROP.
ESCROW OPENED
308

RESIDENTIAL PROP.
ESCROW CLOSED
306



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

	2005				2006				2007				2008				2009				2010			
	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST
JAN	544	345	153.5	63.4	803	321	174.6	42.3	862	322	164.0	37.4	822	181	79.1	22	574	263	86.3	45.8	476	231	82.7	48.5
FEB	535	352	159.7	65.8	776	289	142.5	37.2	862	320	155.2	37.1	706	237	97.6	33.6	450	281	97.1	62.4	489	241	89.4	49.3
MAR	619	644	3003	104.0	1010	454	236.7	45.0	1121	469	241.6	41.8	766	299	120.1	39	506	336	105.4	66.4	592	354	123.4	59.8
APR	727	646	321.2	88.9	926	473	260.2	51.1	1065	320	164.7	30.0	668	324	136.5	48.5	435	382	122.7	87.8	553	328	118.1	59.3
MAY	745	596	294.0	80.0	1235	476	248.4	38.5	1090	355	183.6	32.6	614	396	153.4	64.5	434	337	111.7	77.6	465	368	135.9	79.1
JUNE	714	651	340.5	91.2	1231	493	266.3	39.6	1098	377	207.4	33.9	642	391	162	60.9	448	350	120.9	78.1	551	357	123.4	64.8
JUL	785	624	322.2	79.5	1149	469	244.5	40.8	960	365	186.4	38.0	643	418	158.5	65.0	463	393	138.7	84.9	564	302	115.8	53.5
AUG	894	601	330.3	67.2	1123	483	251.3	43.0	1064	320	167.1	30.1	645	341	131.9	52.9	428	342	118.3	79.9	550	312	111.3	56.7
SEPT	831	586	309.3	70.5	959	445	224.1	46.4	793	225	111.7	28.4	625	342	130.3	54.7	413	308	107.1	74.6	540	297	106.4	55
OCT	755	477	257.2	63.2	824	380	193.6	46.1	793	227	107	28.6	634	371	137.4	58.5	469	334	117.9	71.2	525	279	93.1	53.1
NOV	680	433	226.0	63.7	712	390	189.2	53.5	674	216	100.2	32.0	416	318	103.5	76.4	415	281	99.5	67.7	423	299	97.3	70.7
DEC	396	415	216.6	104.8	423	372	200	87.9	566	226	104.6	39.9	433	366	120.5	84.5	315	323	114.0	92.0	407	308	102.6	75.2
TOTAL	8225	6323	3213.2	76.9	11,171	5,045	2631.4	45.2	10,948	3,742	1893.5	34.2	7614	3984	1530.8	55	5,353	3,930	1,339.6	73	6,135	3,676	1,299.4	60.3
AVG. SALE PRICE	\$508,176				\$521,586				\$506,013				\$384,236				\$340,865				\$353,482			

JANUARY 2011

SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED
519RESIDENTIAL PROP.
ESCROW OPENED
389RESIDENTIAL PROP.
ESCROW CLOSED
241

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	9	5	101	33	39	61	28	105	381	138	519
TOTAL ACTIVE LISTINGS	40	29	298	103	145	190	68	289	1,162	485	1,647
AVERAGE DAYS ON MARKET	148	166	107	113	139	120	107	121	120	113	118
AVERAGE LIST PRICE IN THOUSANDS	433.9	696.7	343.4	338.8	358.4	352.6	501.5	459.8	396.5	276.8	361.3
MEDIAN LIST PRICE IN THOUSANDS	384.0	559.1	289.0	334.9	284.0	330.0	490.0	380.0	335.0	185.9	299.9
BOMS	2	1	11	5	7	8	1	15	50	17	67
AVERAGE BOM PRICE IN THOUSANDS	165.0	900.0	276.9	355.6	268.4	267.9	259.9	352.4	312.4	216.5	288.1
BOM TO SALE RATIO	33.3	25.0	25.6	38.5	53.8	27.6	10.0	31.9	30.3	22.4	27.8
EXPIRATIONS	5	2	18	3	5	12	3	13	61	31	92

PENDING SALES:

NEW ESCROWS OPENED	8	7	80	15	27	62	23	87	309	80	389
TOTAL YTD ESCROWS OPENED	8	7	80	15	27	62	23	87	309	80	389
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	84	109	78	123	78	84	106	81	85	73	83
NEW OPEN ESCROWS AVERAGE LIST PRICE	275.9	573.4	329.9	388.0	371.4	318.1	491.0	416.9	374.6	229.8	344.8

CLOSED SALES:

NEW ESCROWS CLOSED	6	4	43	13	13	29	10	47	165	76	241
TOTAL YTD ESCROWS CLOSED	6	4	43	13	13	29	10	47	165	76	241
VOLUME OF NEW SALE DOLLARS IN MILLIONS	1.327	1.509	14.422	3.844	4.054	9.963	4.119	18.401	57.639	17.596	75.235
VOLUME OF TOTAL YTD SALES IN MILLIONS	1.327	1.509	14.422	3.844	4.054	9.963	4.119	18.401	57.639	17.596	75.235
AVERAGE SALE PRICE IN THOUSANDS	221.2	377.3	335.4	295.7	311.8	343.6	411.9	391.5	349.3	231.5	312.2
MEDIAN SALE PRICE IN THOUSANDS	192.0	330.0	305.0	288.0	304.5	355.0	331.7	341.5	324.0	184.0	290.0
COOP SALES	4	3	31	10	10	23	7	42	130	49	179
PERCENT OF COOP SALES	66.7	75.0	72.1	76.9	76.9	79.3	70.0	89.4	78.8	64.5	74.3
AVERAGE DAYS ON MARKET	144	102	166	143	143	158	127	161	155	123	145
SALES AT LIST PRICE	2	2	19	10	7	13	4	21	78	48	126
PERCENT OF SALES AT LIST PRICE	33.3	50.0	44.2	76.9	53.8	44.8	40.0	44.7	47.3	63.2	52.3
SALES TO LISTING INVENTORY RATIO	15.0	13.8	14.4	12.6	9.0	15.3	14.7	16.3	14.2	15.7	14.6
FINAL SALE TO NEW LISTING RATIO	66.7	80.0	42.6	39.4	33.3	47.5	35.7	44.8	43.3	55.1	46.4

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	80	71	15	5	10462
100,000 TO 109,999	50	11	5	1	4900
110,000 TO 119,999	214	26	3	1	13750
120,000 TO 139,999	49	83	5	1	4900
140,000 TO 159,999	33	79	11	5	663
160,000 TO 179,999	37	84	8	4	7650
180,000 TO 199,999	64	77	12	7	16208
200,000 TO 249,999	90	177	20	14	37293
250,000 TO 299,999	105	196	38	28	15488
300,000 TO 349,999	86	159	34	22	17297
350,000 TO 399,999	107	151	23	15	25502
400,000 TO 449,999	110	111	16	14	37357
450,000 TO 499,999	101	63	11	10	23220
500,000 TO 549,999	144	44	6	4	35000
550,000 TO 599,999	97	44	8	7	32600
600,000 TO 699,999	60	40	3	3	36317
700,000 TO 799,999	82	48	2	2	27000
800,000 TO 899,999	241	30	1	1	174000
900,000 TO 999,999	0	13	0	0	N/A
1,000,000 TO 1,999,999	50	34	4	3	241300
MORE THAN 2,000,000	0	10	0	0	N/A
TOTALS	90	1551	225	147	25033

LISTINGS

2011 RMLS TOTAL - VOLUME

\$75,235,000

SALES

241

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SANTA CLARITA VALLEY

	2006				2007				2008				2009				2010				2011			
	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	LIST	SALES	\$ VOL MIL.	% SALES TO LIST
JAN	803	321	174.6	42.3	862	322	164.0	37.4	822	181	79.1	22	574	263	86.3	45.8	476	231	82.7	48.5	519	241	75.2	46.4
FEB	776	289	142.5	37.2	862	320	155.2	37.1	706	237	97.6	33.6	450	281	97.1	62.4	489	241	89.4	49.3				
MAR	1010	454	236.7	45.0	1121	469	241.6	41.8	766	299	120.1	39	506	336	105.4	66.4	592	354	123.4	59.8				
APR	926	473	260.2	51.1	1065	320	164.7	30.0	668	324	136.5	48.5	435	382	122.7	87.8	553	328	118.1	59.3				
MAY	1235	476	248.4	38.5	1090	355	183.6	32.6	614	396	153.4	64.5	434	337	111.7	77.6	465	368	135.9	79.1				
JUNE	1231	493	266.3	39.6	1098	377	207.4	33.9	642	391	162	60.9	448	350	120.9	78.1	551	357	123.4	64.8				
JUL	1149	469	244.5	40.8	960	365	186.4	38.0	643	418	158.5	65.0	463	393	138.7	84.9	564	302	115.8	53.5				
AUG	1123	483	251.3	43.0	1064	320	167.1	30.1	645	341	131.9	52.9	428	342	118.3	79.9	550	312	111.3	56.7				
SEPT	959	445	224.1	46.4	793	225	111.7	28.4	625	342	130.3	54.7	413	308	107.1	74.6	540	297	106.4	55				
OCT	824	380	193.6	46.1	793	227	107	28.6	634	371	137.4	58.5	469	334	117.9	71.2	525	279	93.1	53.1				
NOV	712	390	189.2	53.5	674	216	100.2	32.0	416	318	103.5	76.4	415	281	99.5	67.7	423	299	97.3	70.7				
DEC	423	372	200	87.9	566	226	104.6	39.9	433	366	120.5	84.5	315	323	114.0	92.0	407	308	102.6	75.2				
TOTAL	11,171	5,045	2631.4	45.2	10,948	3,742	1893.5	34.2	7614	3984	1530.8	55	5,353	3,930	1,339.6	73	6,135	3,676	1299.4	60.3				
	\$521,586				\$506,013				\$384,236				\$340,865				\$353,482							

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR JANUARY

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	9	5	73	30	19	41	19	63	259	103	362
Total Active Listings.....	38	29	201	95	66	139	43	174	785	399	1,184
Average Days on Market.....	138	166	105	118	147	120	100	123	120	116	119
Average List Price in Thousands.....	426.9	696.7	416.3	345.6	548.4	387.8	624.1	570.4	470.2	280.1	406.1
Median List Price in Thousands.....	380.0	559.1	329.9	349.0	402.9	369.0	619.0	470.0	389.0	185.0	345.0
BOMS.....	2	1	9	5	3	3	0	9	32	15	47
Average BOM Price in Thousands.....	165.0	900.0	311.8	355.6	381.3	349.2	0	392.6	360.6	197.7	308.6
BOM to Sale Ratio.....	33.3	25.0	30.0	45.5	37.5	13.6	0	27.3	27.4	24.6	26.4
Expirations.....	5	2	11	3	1	11	3	7	43	25	68

PENDING SALES

New Escrows Opened.....	8	7	57	15	17	40	15	63	222	67	289
Total YTD Escrows Opened.....	8	7	57	15	17	40	15	63	222	67	289
New Open Escrows Average Days on Market.....	84	109	80	123	59	97	111	89	90	79	87
New Open Escrows Average List Price.....	275.9	573.4	388.2	388.0	481.8	369.7	593.7	469.0	430.6	243.6	387.2

CLOSED SALES:

New Escrows Closed.....	6	4	30	11	8	22	3	33	117	61	178
Total YTD Escrows Closed.....	6	4	30	11	8	22	3	33	117	61	178
Volume of New Sales Dollars in Millions.....	1.327	1.509	11.550	3.557	2.574	8.347	1.372	14.666	44.901	14.178	59.079
Volume of total YTD Sales in Millions.....	1.327	1.509	11.550	3.557	2.574	8.347	1.372	14.666	44.901	14.178	59.079
Average Sale price in Thousands.....	221.2	377.3	385.0	323.3	321.7	379.4	457.2	444.4	383.8	232.4	331.9
Median Sale Price in Thousands.....	192.0	330.0	325.0	305.0	321.0	375.0	410.0	372.0	346.0	183.0	315.0
Coop Sales.....	4	3	22	8	6	16	2	30	91	37	128
Percent of Coop Sales.....	66.7	75.0	73.3	72.7	75.0	72.7	66.7	90.9	77.8	60.7	71.9
Average Days on Market.....	144	102	170	138	134	153	94	165	154	120	143
Sales at List Price.....	2	2	14	9	3	9	1	13	53	37	90
Percent of Sales at List Price.....	33.3	50.0	46.7	81.8	37.5	40.9	33.3	39.4	45.3	60.7	50.6
Sales to Listing Inventory Ratio.....	15.8	13.8	14.9	11.6	12.1	15.8	7.0	19.0	14.9	15.3	15.0
Final Sale to New Listing Ratio.....	66.7	80.0	41.1	36.7	42.1	53.7	15.8	52.4	45.2	59.2	49.2

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR JANUARY

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	0	0	28	3	20	20	9	42	122	35	157
Total Active Listings.....	2	0	97	8	79	51	25	115	377	86	463
Average Days on Market.....	329	0	110	58	132	119	121	120	120	102	116
Average List Price in Thousands.....	567.5	0	192.3	259.0	199.7	256.7	290.6	292.4	243.0	261.9	246.5
Median List Price in Thousands.....	415.0	0	174.9	189.0	175.0	250.0	260.0	269.0	225.0	186.9	220.0
BOMS.....	0	0	2	0	4	5	1	6	18	2	20
Average BOM Price in Thousands.....	0	0	120.0	0	183.7	219.2	259.9	292.1	226.8	358.0	240.0
BOM to Sale Ratio.....	0	0	15.4	0	80.0	71.4	14.3	42.9	37.5	13.3	31.7
Expirations.....	0	0	7	0	4	1	0	6	18	6	24

PENDING SALES

New Escrows Opened.....	0	0	23	0	10	22	8	24	87	13	100
Total YTD Escrows Opened.....	0	0	23	0	10	22	8	24	87	13	100
New Open Escrows Average Days on Market.....	0	0	75	0	110	61	97	61	74	41	69
New Open Escrows Average List Price.....	0	0	185.5	0	183.8	224.4	298.5	280.0	231.6	159.2	222.2

CLOSED SALES:

New Escrows Closed.....	0	0	13	2	5	7	7	14	48	15	63
Total YTD Escrows Closed.....	0	0	13	2	5	7	7	14	48	15	63
Volume of New Sales Dollars in Millions.....	0	0	2.872	288	1.480	1.617	2.748	3.735	12.739	3.417	16.156
Volume of Total YTD Sales in Millions.....	0	0	2.872	288	1.480	1.617	2.748	3.735	12.739	3.417	16.156
Average Sale price in Thousands.....	0	0	220.9	143.8	296.0	231.0	392.5	266.8	265.4	227.8	256.4
Median Sale Price in Thousands.....	0	0	210.0	52.5	239.0	260.0	313.0	265.0	254.0	193.5	250.0
Coop Sales.....	0	0	9	2	4	7	5	12	39	12	51
Percent of Coop Sales.....	0	0	69.2	100.0	80.0	100.0	71.4	85.7	81.3	80.0	81.0
Average Days on Market.....	0	0	156	169	158	173	142	152	156	134	151
Sales at List Price.....	0	0	5	1	4	4	3	8	25	11	36
Percent of Sales at List Price.....	0	0	38.5	50.0	80.0	57.1	42.9	57.1	52.1	73.3	57.1
Sales to Listing Inventory Ratio.....	0	0	13.4	25.0	6.3	13.7	28.0	12.2	12.7	17.4	13.6
Final Sale to New Listing Ratio.....	0	0	46.4	66.7	25.0	35.0	77.8	33.3	39.3	42.9	40.1

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323-938-2868 **818-432-1980**
TOLL FREE
800-77EVICT

www.evict123.com

REALTOR® RESOURCE CENTER

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

CONSTRUCTION



STYL'N CONSTRUCTION, INC.

R.E.O. / Foreclosures

Email: Styl'n@earthlink.net

Hey Brokers - We Do It All!

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

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

Office: (818) 407-1327

Fax: (818) 407-1462

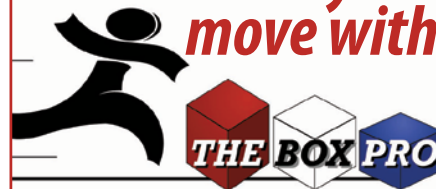
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FLAGS**



818.340.7989

Most Orders in 3 Days!



Monday-Friday 8:00am to 5:00pm

www.EyeLevelAdvertising.com

Display Ad Rates

Member Rates

Color Ads

1/3 5" x 4 3/8" or 2 3/8" x 9" \$520

1/6 2 3/8" x 4 3/8" \$320

Black & White

1/3 5" x 4 3/8" or 2 3/8" x 9" \$360

1/6 2 3/8" x 4 3/8" \$200

Non-Member Rates

Color Ads

1/3 5" x 4 3/8" or 2 3/8" x 9" \$640

1/6 2 3/8" x 4 3/8" \$400

Black & White

1/3 5" x 4 3/8" or 2 3/8" x 9" \$440

1/6 2 3/8" x 4 3/8" \$280

Display Ad Artwork

\$70

Website Ad

150 PI x 300 PI

File format: PNG, GIF, JPEG

Classified Ad

Members*

\$2 per line

Non-Members*

\$2.50 per line

Box Around the Ad

Additional \$3*

Color Background

Additional \$4*

Box and Background

Additional \$6*

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.

****PLEASE NOTE****

AD SPACE IS LIMITED.

Ads are taken on a first come first served basis.

The Advertising and Editorial policy of REALTOR® Report is to refuse any material which directly or by inference suggests that any offer of employment, housing or services, will in any way discriminate against any person or class of persons based on race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status, sex or age.

The Southland Regional Association of REALTORS® reserves the right to accept or reject all advertising. charged at the short rate.

ADS PLACED THROUGH AD AGENCIES MUST BE PAID UPON RECEIPT AND DO NOT QUALIFY FOR MEMBER DISCOUNT RATE. MEMBERS MUST PLACE THEIR ADS DIRECTLY WITH THE SRAR TO RECEIVE MEMBER DISCOUNT RATE AND BILLING PRIVILEGE. NO TEAR SHEETS SUPPLIED.

Advertisers and advertising agencies assume liability for all contents of advertisements printed and for any claims on the Southland Regional Association of REALTORS® arising therefrom.

Advertisers and advertising agencies agree that the Southland Regional Association of REALTORS® shall be under no liability whatsoever by reason of any error or omission for which the REALTOR® REPORT may be responsible in any advertisement beyond the cost of the space actually occupied by the error.

Billing date for monthly rate ads is on or before the 5th of the month following the first issue. (Example: July issue advertising will be billed by July 5th). Account is past due on the 1st of the following month. (Example: July issue advertising is past due on August 1st).

DEADLINE FOR DISPLAY ADS IS THE 30th OF THE MONTH



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

7232 Balboa Blvd.
Van Nuys CA 91406

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

Regular mail not fast enough?

Read REALTOR® Report on-line at www.srar.com

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. INVST. 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

BUSINESS OPPORTUNITY

4th Tues of mo.

Chairperson(S): Harvey Osherenko

Phone: 522-7592

Location: SRAR – **Time:** 9:00 A.M.

DATE: Feb 22, 2011

We will be having several speakers to learn:
HOW DO YOU KNOW:

1. How to price a business.
2. How to buy at TD sale or before:
3. How to find legal help
4. How to fix you or your clients credit.
5. How to use the Cusip number to get your stolen property back.

Followed by a light lunch.

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

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