

April/May, 2011

REALTOR® REPORT

The Official Publication of Southland Regional Association of REALTORS®

FREE Basic Websites! Basic IDX! Basic Mobile IDX! **Member Benefits!**



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Attention All CRISNet members!

CRISNet is proud to announce:

Your NEW MEMBER BENEFITS!

As a member of the CRISNet MLS you will have access to the following New Member Benefits:



FREE Basic Website!

The perfect website solution for agents new to the business, as well as experienced agents new to incorporating the internet into their businesses.



FREE Basic IDX!

Every active listing from CRISNet MLS, right on your website! A clean user-friendly interface; easily integrated into any website.



FREE Basic Mobile IDX!

Never lose a potential customer at an Open House again! Now your clients can search CRISNet MLS on the go. It works on all smart phones with no download or installation!

In this internet day and age it's **no longer an option to be online; but a necessity**. In the interest of helping you to satisfy this need for your business, CRISNet MLS and RealtyTech, Inc. have partnered together to give you a helping hand with getting online. So whether you are new to the business or new to incorporating the internet into your business, the New Member Benefits and the classes we will be offering are sure to help you to bring your business into the 21st century!

To get started, just go to **www.SRAR.com** and click on the "New Member Benefit" banner or join us at our upcoming class on **April 26, 2011 @ 2:00 PM**.

****Please Note:** The New Member Benefits may not be applicable to current RealtyTech clients. Please contact your Account Managers for further questions.**



POWERED BY: RealtyTech

BROKER INVOLVEMENT PROGRAM

A major component of the REALTOR® Party theme of Vote, Act, Invest, includes the Broker Involvement Program. The success of the Broker Involvement Program has clearly demonstrated that when Broker Owners/Managers alert their agents to key issues, agents listen and take action. NAR's Broker Involvement Program provides you, the Broker, with a quick and effective tool to rally your agents and send a clear united voice to our Congressional leaders on critical legislative issues affecting our industry.

Calls for Action response rates are significantly higher when agents receive their message from you, their Broker. You're important! In a recent 2010 CFA nearly 42% of all responses were from agents in the Broker Involvement Program.

REALTORS® not only represent a diverse cross section of America, but also interact with clients from all walks of life in every community and every Congressional District. Working together we have the opportunity to bring our strong and united REALTOR® voice to Members of Congress on issues of concern to the REALTOR® community, your real estate business and private property rights.

The Broker Involvement Program Offers Brokers and Their Agents:

- An effective approach to increase REALTOR® influence on important legislation and help shape legislation that can affect your bottom line.
- The Broker's message and Call for Action (CFA) e-mail has your name and company logo, placing you in the position of leadership and knowledge for your agents.
- NAR keeps you abreast of the legislative impact, changes and final outcomes for each CFA.
- A program that requires only a small

amount of your time with no costs involved.

- NAR does most of the work for you and tracks your company's CFA response rate online.

Challenges Needing Your Involvement:

Mortgage Interest Deduction/Capital Gains: Aggressively oppose any and all proposals that would reduce the value of the mortgage interest deduction or that would erode the \$250,000/\$500,000 capital gains exclusion on the sale of a principal residence.

Fannie Mae/Freddie Mac Restructuring/FHA Insurance Program/Loan Limits/Financial Services Regulatory Reform/FHA Condominium Rules: Advocate policies that would ensure that there is adequate liquidity in the mortgage market while providing for the safety and soundness of the Government Sponsored Enterprises (GSEs).

Short Sales: Continue efforts to improve the short sales process; monitor implementation of the Home Affordable Foreclosure Avoidance Program (HAFA) that incorporates NAR's suggestions for a uniform process, standard forms, and deadlines.

Commercial Real Estate Lending: Urge the adoption of federal policies that promote increased lending and access to credit in commercial mortgage markets.

Participation in the Broker Involvement Program is Easy

Simply enroll your company into the Broker Program and verify your contact information, number of offices, agent count and send your company logo to either Jackie Zaporowski or Erin Murphy.

Complete the online form at: www.realtoractioncenter.com/brokersjoin.

MISSING MANNERS

BEATY REYNOLDS (BEATYRE@MSN.COM) IS A FREELANCE REAL ESTATE WRITER AND AUTHOR.

Agents report that professional courtesies are as rare as no-doc loans
Is there room for manners in tough times, when foreclosed and REO properties are the norm? The line between etiquette and ethics, of course, is a fine one. And when one agent's thoughtlessness impinges on another's livelihood, the line is even blurrier. What do you call rudeness that increases another's workload?


Roberta Murphy, broker-owner of San Diego Previews, boils it down to one word: "unprofessionalism." The kind of slipshod way of doing business that has taken root over the last few years really rankles Murphy. "Good etiquette," she observes, "means returning another agent's phone calls, updating your information on the MLS, keeping time frames as tight as possible." She points to the lack of MLS accuracy as a sign that more and more agents have almost no regard for anyone beyond themselves.

"So much depends on those listings being accurate—your time, your client's time, your reputation. Yet," she laments, laughing a bit ruefully, "if you based your business on what's on the MLS, you could be showing a client a property and not even know the seller has already accepted an offer on it."

According to Murphy, the REO properties and short sales have exacerbated the problem in the San Diego area. Lenders now routinely hand over such listings to agents who live in other counties. These agents have never seen the property and know nothing about the neighborhood beyond what is written on paper. "The odds of

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CONSUMER PRICE INDEXES						
FEBRUARY 2011						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		ONE MONTH ENDING
	FEB 2010	JAN 2011	FEB 2011	JAN 2010	FEB 2011	FEB 2011
Los Angeles - Riverside - Orange County	224.620	228.652	229.729	1.8	2.3	0.5



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

REALTOR REPORT

The Official Publication of SRAR

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MARS (MORTGAGE ASSISTANCE RELIEF SERVICES)

In an effort to further protect consumers from unscrupulous mortgage relief scams, the Federal Trade Commission (FTC) which is the nation's consumer protection agency, has issued a rule to "issued a Rule to curb unfair and deceptive practices associated with mortgage assistance relief services. If you offer mortgage assistance relief services – or work with companies that do – it's wise to know about the provisions of the Mortgage Assistance Relief Services (MARS) Rule. For any of you that do short sales, offer mortgage assistance relief services or work with anyone who does, it is a necessary to know the Rule. Who does it apply to? The rule applies to any business that is a for-profit provider of mortgage assistance relief services. There are Bona fide non-profit organizations that are not covered but make sure that they are legitimately un-profit, because there are companies that falsely claim non-profit status. "Mortgage assistance relief service" is defined as a service, plan, or program that is represented, expressly or by implication, to help homeowners prevent or postpone foreclosure or help them get other kinds of relief, like loan modifications, forbearance agreements, short sales, deeds-in-lieu of foreclosure, or extensions of time to cure defaults or reinstate loans. The Rule applies whether you work directly with consumers' lenders or servicers to get mortgage relief or you offer services to help consumers do it on their own (for example, by conducting a "forensic audit" or other review of consumers' loan documents). How does the Rule apply to businesses in the mortgage industry?

- Mortgage Brokers. The Rule covers mortgage brokers who promote loan origination or refinancing transactions as a way for homeowners to avoid foreclosure. Mortgage brokers who don't promote their services this way generally aren't covered by the Rule.

- Real Estate Agents. The Rule covers real estate agents who promote their services as a way to help consumers to avoid foreclosure, for example, by getting a lender's approval for a short sale. However, the Rule doesn't cover real estate agents who don't promote their services this way, and who only

SUPRA ACTIVE KEYS NOW AVAILABLE FOR AFFILIATE MEMBERS



In either case, there is a one-time activation fee of \$80.00. If you choose to use your Smartphone, the monthly access fee is \$14.36. The cost for the ActiveKey is \$80.10 with a prorated annual membership fee, the amount of which will depend on when you subscribe.

For information on how you can obtain a Supra ActiveKey or begin using your Smartphone with Supra Lockboxes, contact our Membership Department today at 818-947-2201.

provide services to help people in buying or selling homes – like listing homes for sale, showing homes, or finding homes that meet buyers' needs. Even if you don't provide mortgage assistance relief services, you still may have obligations under the Rule. It's illegal to provide "substantial assistance" to someone if you know – or consciously avoid knowing – that they're violating the Rule.

1. What amounts to substantial assistance depends on the facts. Activities like procuring leads (the contact information of potential customers) for MARS providers,

2. helping a MARS provider with its back-room operations, reviewing customer files, processing customers' payments,

3. or contacting customers' servicers are just a few examples. If you work with MARS providers, review their policies, procedures, and operations to make sure they're complying with the Rule because willful ignorance on your part simply isn't a defense.

1. The Rule spells out several key pieces of information you must disclose clearly and prominently to consumers in advertising as well as disclosures to be made before entering into contracts with individual clients. Some disclosures must be made in all advertising for general audiences.

2. Other disclosures must be made in

Did you know that certain Affiliate Members can now have their own Supra ActiveKey to access listed properties? No longer will you have to wait time waiting for someone to let you in. Supra ActiveKeys are only available to Affiliate Members who require access to properties as part of their business practice.

To sign up for a Supra ActiveKey, visit our Membership Department. You can either choose to subscribe using an actual ActiveKey, or with an approved Smartphone that works with Supra Lockboxes (Android, BlackBerry, iPhone, Windows Mobile, or Palm Centro).

one-on-one communications you have with prospective customers, like telephone calls, letters, or email.

3. A third type of disclosure must be made when you give a customer an offer of mortgage relief from his or her lender or servicer. The Rule also requires that if you ever tell a customer that he or she should stop making timely mortgage payments, you must tell them, using these words, "If you stop paying your mortgage, you could lose your home and damage your credit rating." The MARS rules took effect on Jan. 31, 2011. Consult with your broker or attorney to insure you are complying with the MARS rules and use the C.A.R. standard forms listed below.

- MARSSN: Mortgage Assistance Relief Services Short Sale Negotiation Notice

- MARSMRN: Mortgage Assistance Relief Services Offer of Mortgage Relief Notice

TIPS

Even if you don't provide mortgage assistance relief services, you still may have obligations under the Rule.

It's illegal to provide "substantial assistance" to someone if you know – or consciously avoid knowing – that they're violating the Rule.

Referrals can be considered "substantial assistance".



GET NOTICED!!!

SRAR now offers **FULL PAGE ads**, as well as *interspersed ads. No longer are your ads confined to the back of REALTOR® REPORT. You can take out ads in just about any place in the book...including the **inside front and back covers. PLUS, all ads include a rotating ad on the SRAR website. AND website ads are now clickable, meaning your website can be accessed just by clicking on your ad when it is displaying in rotation.

REALTORS®, we're also very proud to announce the return of classified ads for properties. For just \$50, you can place a 3" x 1.5" ad featuring your listed properties.



5 BD, 3 BTH BEAUTY

1234 Anywhere Street, Encino
This stunner is priced to sell...
DON'T WAIT!
Features inground pool, tennis court, gourmet kitchen, and 3 fireplaces.

For information, contact Jane Doe Realtor at 818-555-1234 or visit www.YourWebsite.com

For information on all advertising opportunities with SRAR, visit us online at www.srar.com and click on 'Advertise with Us' under the Services tab. Or contact our Print/Art Department at 818-947-2244.



**SOUTHLAND REGIONAL
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*Placement of interspersed ads is at the discretion of the SRAR art department

**Inside front and back covers are only available for full page ads.



getting any information about a home from one of them is very slim," she says.

Renee Grubb, broker-owner of Village Properties in Santa Barbara, credits community involvement for helping to offset the effects of bad agent behavior in her area. "Santa Barbara County has a very strong REALTOR® association," says Grubb, "and its board of directors has been consistently effective at organizing community enhancement efforts." She notes that through the association, agents are involved in a wide array of projects, from keeping the beaches clean to mentoring kids in the local public schools, a program she herself participates in. Every year the association picks a different charity and organizes fund raisers around it, enabling everyone to work together in a competition-free environment. Although Grubb concedes that Santa Barbara has not entirely been spared the displays of agent-to-agent rudeness witnessed in other areas, she notes that the behavior has been very limited. "In fact," she says, "just a few individuals were the source of most of the rudeness here." Grubb recalls how it was impossible to get any information from those individuals, because they would not return phone calls from other agents. "No one is interested in doing business with them. Those are the ramifications of not treating your fellow agents in a respectful manner." Grubb emphasizes that these agents were the exception, adding that "Overall, I believe the agents in our area do a very admirable job of representing their clients and also of working together as a community."

Focus on Civility

The sub prime meltdown and recession have taken a toll on agents' patience, but there may be external reasons—but not excuses—for the erosion of civility. For starters, the "rat race" has been replaced by the race track, and real estate professionals are on it, wirelessly connected and multitasking every step of the way. Recent scientific research suggests that the more we multi task, the more likely we are to make mistakes, forget information, and be unable to engage in critical thinking, and practice mindful thinking. Fresno broker Carole Jacoby says

she's witnessed a recent trend: No one can be bothered with lifting a finger for anyone else. Although she admits that the state of real estate in California is behind a lot of it, she believes it is a trend that shows signs of getting worse. "Everyone's in a panic," she says, "which in some quarters makes it OK to think only about yourself." Jacoby believes some agents justify their selfishness as a survival technique. Unfortunately, she notes, they're sacrificing their credibility in the process. "I've gotten to the point where I just assume I'll be doing all of the paperwork relating to a sale," she says, "regardless of which party of the sale I'm representing. And why is that? Because they're too busy to take care of trivialities like contracts and deadlines." Jacoby often finds herself having to communicate with both the seller and the buyer over such issues as inspections and appraisals. "Just because you make a phone call to another agent doesn't mean they will return it," she observes. Rather than wait around to see if they will, she dives into whatever needs doing herself. Common courtesies are another casualty of the times, according to Jacoby. "It's not out of the ordinary for an agent to forget

to inform you that your client's offer was presented." She reports having encountered a flip attitude about appointments to show her listings, with agents arriving 90 minutes late for a showing without calling. Others will show a property and forget to leave a business card. One time she gave an agent specific instructions for an alarm system at a property. An hour after the agent left, she received a hysterical call from her seller. The agent had forgotten to turn the alarm on and a rear door hadn't been locked. Although she can laugh at most of these agent foibles, she finds it really difficult to accept the waning of proper follow-through. "When people have pride in their work, they want to see it finished properly. But the focus now is on running off to make the next sale. Let someone else handle the details." Jacoby sees this behavior in all age groups; more experience doesn't necessarily equate with better behavior. "By the same token," she says, "some of the young agents are the most conscientious and respectful. It's not an age or experience thing."

Reprinted from California Real Estate Magazine



The San Fernando Valley Chapter of Women's Council of Realtors...Invites you to our Monthly Business Resource Meeting/Luncheon

We are a network of successful REALTORS®. Empowering women to exercise their potential as entrepreneurs and industry leaders.

CAR

Legislative & Economic Forecast

Speaker: Stella Ling, Managing Senior Council

Date: May 16, 2011

Time: 11:30 am - 1:00 pm

Place: BJ's Restaurant

6424 Canoga Avenue, Woodland Hills
(just south of Victory Blvd.)

Members: \$20.00 • Non-members: \$25.00

A reservation made, is a reservation paid!

Parking is \$1 w/validation for self or valet

Pay online at: www.wcrsfv.org

or Contact Catherine da Gama (818)-883-8577

IN MEMORIAM

The Association is saddened to report the passing of Alan Flans, March 29th, and Rachel Campbell, April 2nd. Alan is survived by Elaine, wife for 60 years, 2 daughters, Laurie and Jamie; 7 grandchildren & 12 great grandchildren. He was a Veteran from World War 2, and was in real estate for 20 years. Rachel was in real estate since 1999. Deepest sympathy is extended to both families.

Alert LA County

Alert.lacounty.gov

that will be used to contact County residents and businesses via recorded phone messages, text messages or e-mail messages in case of emergency.

The system, called Alert LA County,

LA COUNTY IMPLEMENTS REVERSE 911 SYSTEM

Los Angeles County has implemented an emergency mass notification system

will be used by the County's Emergency Operations Center to notify residents and businesses of emergencies or critical situations and provide information regarding necessary actions, such as evacuations.

The system utilizes the telephone companies' 911 database and is already able to contact land-line telephone numbers, whether listed or unlisted. If the call is picked up by an answering machine, the

system will leave a recorded message. If the number called is busy or does not answer, the system will re-dial the number in an attempt to deliver the message. The system is also TTY/TDD compatible.

Because the Alert LA County system uses the 911 database, only land-line numbers are automatically included in the system. If you have a cellular or Voice over IP number and would like to be notified on that device, or if you would like an e-mail notification, you must register those telephone numbers and/or e-mail address by completing the registration form found on this website <http://portal.lacounty.gov/wps/portal/alertla>. Scroll down to the bottom of the page and sign in if you are already registered. If not already registered, click the link for New Users.

Because the Alert LA County system uses geomapping, each telephone number and/or e-mail address can only be associated with one street address in the system.

Each telephone number and e-mail address registered will be contacted only when the street address it is associated with is impacted by a disaster or emergency.

View the Frequently Asked Questions for more information.

San Fernando Valley rebarcamp

Cutting Edge Technology Symposium for the Real Estate Community

Thursday, April 21st
LA Valley College
5800 Fulton Ave.
Valley Glen, CA 91401
9 am-3 pm

To Register for BarCamp
www.rebarcampsrar.com

RETech
 SRAR's Real Estate Technology Committee



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Los Angeles Times
latimes.com/realestate

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April 20 - May 17, 2011

Los Angeles Public Art Opportunities for Artists

Artist workshops will be presented by staff of four Los Angeles public art programs to inform artists about upcoming public art opportunities and how to apply for them. The workshops are free and open to all.

The same workshop will be presented at four locations:

6pm - Public Art Program

Introductions and upcoming artist opportunities

7pm - Town Meeting

Expanding our public art ideas

7:30pm - One on One (10 minutes max)

Artists may sign up to speak with art administrators. Artists may bring their portfolios, resumes and past letter of interests.

8:30 - Conclude evening

> April 12, 6pm

Warner Grand Theatre, San Pedro
478 West 6th St.
San Pedro, CA 90731

> April 21, 6pm

Museum of African American Art
Macy's 3rd Floor
4005 Crenshaw Blvd, LA, CA 90008

> April 14, 6pm

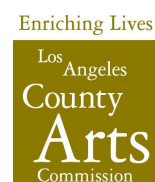
Gateway Building (week of April 18)
Board Room, 3rd Floor
One Gateway Plaza, LA, CA 90012

> April 28, 6pm

Canoga Park Youth Arts Center
7222 Remmet Ave. Canoga Park, CA 91303

For information regarding submittal requirements, visit metro.net/art and click on "Artist Opportunities" or call 213.922.4ART.

Sponsors



RESPONSIBLE REALTOR® APPLICANTS

FIRST POSTING

Albarian, Gabriel A.
Metropolis Realty Group, Inc.
21243 Ventura Blvd. #115
Woodland Hills, CA. 91364

Arabi, Brian
Sterling Residential Brokerage
22514 Cass Ave.
Woodland Hills, CA. 91364

Barth, Joseph
TREO Capital Group, Inc.
11620 Wilshire Blvd. 10th Floor
Los Angeles, CA. 90025

Berlyant, Viktoriya Mya
Dream Key Realty
5535 Canoga Ave.
Woodland Hills, CA. 91367

Brackin, Gregory Jim
Alpine Village Realty
16215 Pine Valley Ln. #103
Pine Mtn. Club, CA. 93222-658

Colocho, Jorge
Alliance Realty
1543 E. Palmdale Blvd. #R
Palmdale, CA. 93550

Duran, Marty
Top Properties
22777 Lyons Ave. #213A
Newhall, CA. 91321

Faller, Daniel
AOA Commercial Brokerage
6445 Sepulveda Blvd. #300
Van Nuys, CA. 91411

Kohanoff, Siavash Jason
Siavash Jason Kohanoff
20121 Ventura Blvd. #307
Woodland Hills, CA. 91364

Mulhearn, Bruce
Prudential California Realty
21049 Devonshire St.
Chatsworth, CA. 91311

Munive, Christian
New Century Real Estate, Inc.
10535 Foothill Blvd., Suite 390
Rancho Cucamonga, CA. 91730

Naylon, Chris William
Naylon & Associates, Inc.
5850 Canoga Ave., Suite 206
Woodland Hills, CA. 91367

Pham, Jason
Financial Choice Services
7452 Lindley Ave.
Reseda, CA. 91335

Pineda, Susie
Pineda Realty & Financial Services, Inc.
3423 East Chapman Ave., Suite F
Orange, CA. 92869

Rochel, Fereshteh Sadiky
Rochel & Associates
18300 Vanowen St. #6
Reseda, CA. 91335

Siddiqi, Amir Pervaiz
Lloyds Real Estate & Investment
14241 Ventura Blvd. #210
Sherman Oaks, CA. 91423

Tulua, Ilaise M.
Ilaise Liza Tulua
13351 D. Riverside Dr. #487
Sherman Oaks, CA. 91423

Valenzuela, Valerie Danielle
Golden Stars Realty
458 N. Maclay
San Fernando, CA. 91340

Zapata, Daniel
California Home Sales
520 N. Brookhurst St. 118
Anaheim, CA. 92801

SECOND POSTING

Ansari, Michael
Michael Ansari
5530 Corbin Ave., Suite 327
Tarzana, CA. 91356

Castillo, Joaquin
JC Real Estate Co.
7717 Agnes Ave.
North Hollywood, CA. 91605

Costello, Gena M.
Griffin Real Estate
110 N. Lincoln Ave. #100
Corona, CA. 92882

Gattas, Hector Adolfo
Miaceso Properties
2414 Daly St.
Los Angeles, CA. 90031

Gholiano, Navid Antonio
Navid Antonio Gholiano
311 N. Robertson Blvd. #428
Beverly Hills, CA. 90211

Hassan, Mohamed H.
Mahamed Hassan Hassan
15165 Ventura Blvd. #225
Sherman Oaks, CA. 91403

Krupovlyanskaya, Kira M.
Kira Krupovlyanskaya
20929 Ventura Blvd. #34
Woodland Hills, CA. 91364

Lomeli, Jose
Sylmar Homes Realty
13862 Paddock St.
Sylmar, CA. 91342

Maghen, Justin N.
Justin Maghen
4040 Jill Place
Encino, CA. 91436

Mehlman, Scott Matthew
Scott Matthew Mehlman
21450 Burbank Blvd. #302
Woodland Hills, CA. 91367

Paley, Jonathan Matthew
Paley Commercial Real Estate
22033 Clarendon Street
Woodland Hills, CA. 91367

Robinson, Natasha
Elite Estate
3314 Griffith Park Blvd., Suite 1
Los Angeles, CA. 90027

Sack, David
Sack Associates
1000 Universal Center Dr. #146
Universal City, CA. 91608

Santamaria, Mario A.
E Realty +
11702 Vanport Ave.
Lake View Terrace, CA. 91401

Shokati, Sasan
Shokati, Inc.
7137 Shoup Ave.
West Hills, CA. 91307

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Alchadeff, Natalie / Rodeo Realty / Sherman Oaks
Armani, Alan / Keller Williams VIP Properties / Valencia
Artis, Nir / Century 21 Valley Properties / West Hills
Bacsalomasi, John Aladar / Woodbridge Estates Real Estates Inc. / Studio City
Bekerian, George Yeghya / Century 21 Valley Properties / West Hills
Bernard, Anthony W. / Pinnacle Estate Properties / Northridge
Blake, Martha A. / Century 21 All Moves / Granada Hills
Bland, Ryan / Century 21 Palmieri / Newhall
Bour, Linda Gina / Keller Williams VIP Properties / Valencia
Brady, Dwayne A. / Rodeo Realty / Sherman Oaks
Cadiz, Victor / Troop Real Estate, Inc. / Valencia
Carrasco, Gabriela Danielle / Keller Williams North Valley / Granada Hills
Carrión, Fernando Daniel / Re/Max Grand Central / Tarzana
Cervantes, Susie Ruth / Rockwood Realty / Westlake Village
Cohen, Hayley Lauren / General Realty Group, Inc. / Sherman Oaks
Dawtyan, Levon / Century 21 All Moves / Granada Hills
Delancy, Elena / Keller Williams / Studio City
Delwarte, Tammy Lynn / Coldwell Banker Quality Properties / Northridge
Dimas, Yerebin Sayonara / Dilbeck Real Estate / Studio City
Edwards, Vance Orlando / Keller Williams Encino-Sherman Oaks / Encino
Fahlstrom, Nancy Hope / Realty World Legends / Valencia
Felton, Charity Ann / Keller Williams Encino-Sherman Oaks / Encino
Fersht, Daniel / Exclusive Estate Properties Inc. / North Hollywood
Field, Kevin Bruce / Prudential Calif. Realty / Studio City
Fullam III, Linwood Frederick / Rodeo Realty / Studio City
Gutierrez, Yvonne Rubena / Miaceso Properties / Los Angeles
Hakobian, Vatche H. / Villa Group Real Estate and Mortgage / Visalia
Hattorff, Nicholas Eugene / Jennings Realty / Pine Mountain Club
Hayes, Aran / Coldwell Banker Quality Properties / Northridge
Hite, Lorna M. / Coldwell Banker Greater Valleys / Granada Hills
Hochman, David Lincoln / Vallarta Realty / Northridge
Hong, Justin Kyungjin / Proline Realty / Granada Hills

Imperial, Susan / Realty Executives / Valencia
Jonz, Norma-Jean / Prudential Calif. Realty / Studio City
Karatavukyan, Zograb / Pinnacle Estate Properties / Encino
Kasra, Amir / City Lights Financial Express, Inc. / Agoura Hills
Kasra, Tamara Ann / City Lights Financial Express, Inc. / Agoura Hills
Kim, Meehee R. / Keller Williams R.R. Gable / Northridge
Larsen, Judi Alder / Keller Williams VIP Properties / Valencia
Lee, Arlene Sundiman / Keller Williams R.R. Gable / Northridge
Lee, John / Century 21 All Moves / Granada Hills
Lerman, Oren / Pinnacle Estate Properties, Inc. / Encino
Lopez, Hector / Valley View Realty / Mission Hills
Lopezsalas, Erick Martin / Villa Group Real Estate & Mortgage / Visalia
Manzella, Dale Hugh / Silver Creek Realty / Santa Clarita
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Mazzarella, Laurie Ann / Ewing Sotheby's I.R. / Sherman Oaks
McKaughan, Maureen Teresa / Keller Williams VIP Properties / Valencia
Metzger, Andrew Kirk / Hammond & Hammond, Inc. / Chatsworth
Milder, Shannon / Royal Rep Realty / Woodland Hills
Mitchell, Jill E. / Century 21 Hilltop / Simi Valley
Morris Durzi, Debra / Park Regency Realty / Granada Hills
Munera, Michelle / Realty Executives / Canyon Country
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Nava, Jose / 1st Realty / Los Angeles
Neilson, Robert Douglas / Pinnacle Estate Properties / Calabasas
Newsom, Caroyne E. / Keller Williams Encino-Sherman Oaks / Encino
Nikzad, Tamara / Prudential Calif. Realty / Encino
Nozoe, Naomi / Summit Realty Group / Newport Beach
Perez, Danny / Seward Real Estate & Financial, Inc. / La Crescenta
Pierce, Brian Thomas / Re/Max Coast & Valley / Simi Valley
Pledaloe, Paula Estela / Keller Williams Realty / Studio City
Polanco, Edward Martin / Pinnacle Estate Properties / Mission Hills
Ponce, Iris Marie / Onest Realty / Panorama City

Portillo, Christian / Prudential Calif. Realty / Calabasas
Pratt, Monique Marie / Pinnacle Estate Properties / Northridge
Quaddus, Azfar / Prudential Calif. Realty / Calabasas
Quijano, Nelly Moreno / Solution Realty / Van Nuys
Raddavong, Lisa / Ramsey-Shilling Assoc. / Hollywood Hills
Radloff, Edith J. / Rodeo Realty / Sherman Oaks
Ramirez, Luis Alfredo / Coldwell Banker Greater Valleys / Granada Hills
Randall, Robert R. / Atlantic & Pacific Real Estate / Thousand Oaks
Riendeau, Jessica / Re/Max Olson Estates / Woodland Hills
Rodriguez, Cynthia / Keller Williams North Valley / Granada Hills
Schaefer III, Samuel / R.R. Gable, Inc. / Simi Valley
Schmidt, Joe / Pantera Real Estate, Inc. / Northridge
Seidensticker, Lorri / Prudential California Realty / Chatsworth
Selby, Joanna Jane / Prudential Calif. Realty / Studio City
Shirafkan, Asefeh / B.J. Enterprises / Woodland Hills
Silver, Kevin / Keller Williams Realty / Studio City
Singerman, Nelida Leonor / Rodeo Realty / Sherman Oaks
Smatov, Ruslan / Fidelity International Realty Inc. / Los Angeles
Stennette, Irasema / Pinnacle Estate Properties / Northridge
Taibi, Jeffrey A. / Realty Executives / Valencia
Tepel, Debra Lee / Sellstate / Encino
Tiede, Eric / Rodeo Realty / Studio City
Vartanian, Vida A. / Rodeo Realty, Inc. / Northridge
Villaflor, Fidel J. / Coldwell Banker Greater Valleys / Granada Hills
Wessels, Julie R. / Ewing Sotheby's I.R. / Calabasas
Weston, Steven Michael / Griffin Real Estate / Corona
White, Stacy Ann / Keller Williams VIP Properties / Valencia
Wilson, Marcel L. / ALTERA Real Estate Mel Wilson & Assoc. / Northridge
Yang, Joshua J. / Bella Casa Financial & Real Estate / Northridge
Yeh, Ammy / Pinnacle Estate Properties, Inc. / Valencia
Zuniga, Oscar Alejandro / C-21 Albert Foulad / Encino

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 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.

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR MARCH

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	177	144	185	217	252	975	409	1,384
Total Active Listings.....	398	331	441	465	550	2,185	1,296	3,481
Average Days on Market.....	88	101	95	88	95	93	109	99
Average List Price in Thousands.....	280.0	879.7	701.6	496.7	928.6	665.3	437.6	580.6
Median List Price in Thousands.....	269.9	639.0	400.0	419.9	559.0	414.9	265.0	365.0
BOMS.....	39	24	29	25	36	153	64	217
Average BOM Price in Thousands.....	283.3	745.5	641.4	429.7	603.1	522.9	546.2	529.7
BOM to Sale Ratio.....	38.6	27.9	29.6	20.7	26.1	28.1	29.6	28.6
Expirations.....	31	22	31	29	48	161	103	264

PENDING SALES

New Escrows Opened.....	149	121	138	193	188	789	296	1,085
Total YTD Escrows Opened.....	343	299	344	438	460	1,884	745	2,629
New Open Escrows Average Days on Market.....	71	58	61	73	76	69	92	75
New Open Escrows Average List Price.....	266.8	570.2	502.6	431.2	613.0	477.3	365.8	446.9

CLOSED SALES:

New Escrows Closed.....	101	86	98	121	138	544	216	760
Total YTD Escrows Closed.....	266	221	263	306	330	1,386	535	1,921
Volume of New Sales Dollars in Millions.....	26.486	47.932	57.391	52.724	82.312	266.845	90.657	357.501
Volume of total YTD Sales in Millions.....	70.251	119.816	141.844	131.554	203.846	667.310	208.026	875.336
Average Sale price in Thousands.....	262.2	557.3	585.6	435.7	596.5	490.5	419.7	470.4
Median Sale Price in Thousands.....	250.0	485.0	334.0	390.0	465.0	370.0	295.0	355.0
Coop Sales.....	76	71	76	99	114	436	148	584
Percent of Coop Sales.....	75.2	82.6	77.6	81.8	82.6	80.1	68.5	76.8
Average Days on Market.....	148	126	136	124	141	135	132	134
Sales at List Price.....	58	35	44	52	48	237	110	347
Percent of Sales at List Price.....	57.4	40.7	44.9	43.0	34.8	43.6	50.9	45.7
Sales to Listing Inventory Ratio.....	25.4	26.0	22.2	26.0	25.1	24.9	16.7	21.8
Final Sale to New Listing Ratio.....	57.1	59.7	53.0	55.8	54.8	55.8	52.8	54.9

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR MARCH

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	52	80	81	53	64	330	161	491
Total Active Listings.....	129	216	213	150	166	874	439	1,313
Average Days on Market.....	108	106	92	108	127	107	104	106
Average List Price in Thousands.....	191.1	363.4	264.7	283.5	277.6	283.9	322.1	296.7
Median List Price in Thousands.....	165.0	349.9	240.0	260.0	244.9	259.0	250.0	255.0
BOMS.....	10	15	16	11	12	64	22	86
Average BOM Price in Thousands.....	183.0	345.1	207.0	202.7	274.6	247.5	249.4	248.0
BOM to Sale Ratio.....	23.8	34.9	29.6	30.6	30.0	29.8	29.3	29.7
Expirations.....	14	18	9	41	15	97	26	123

PENDING SALES

New Escrows Opened.....	47	64	67	48	61	287	111	398
Total YTD Escrows Opened.....	118	137	177	128	148	708	281	989
New Open Escrows Average Days on Market.....	62	102	83	101	93	89	90	89
New Open Escrows Average List Price.....	163.3	360.9	253.2	251.7	224.4	256.1	284.1	263.9

CLOSED SALES:

New Escrows Closed.....	42	43	54	36	40	215	75	290
Total YTD Escrows Closed.....	111	98	138	87	112	546	213	759
Volume of New Sales Dollars in Millions.....	6.456	15.487	12.449	9.362	10.865	54.619	18.671	73.290
Volume of total YTD Sales in Millions.....	16.778	34.925	31.670	23.780	26.549	133.701	62.623	196.324
Average Sale price in Thousands.....	153.7	360.2	230.5	260.0	271.6	254.0	248.9	252.7
Median Sale Price in Thousands.....	137.0	363.0	208.4	235.0	185.0	220.0	230.0	220.0
Coop Sales.....	31	36	44	29	30	170	57	227
Percent of Coop Sales.....	73.8	83.7	81.5	80.6	75.0	79.1	76.0	78.3
Average Days on Market.....	161	125	135	137	140	139	146	141
Sales at List Price.....	22	11	20	19	21	93	42	135
Percent of Sales at List Price.....	52.4	25.6	37.0	52.8	52.5	43.3	56.0	46.6
Sales to Listing Inventory Ratio.....	32.6	19.9	25.4	24.0	24.1	24.6	17.1	22.1
Final Sale to New Listing Ratio.....	80.8	53.8	66.7	67.9	62.5	65.2	46.6	59.1

MARCH 2011

SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED
1,875RESIDENTIAL PROP.
ESCROW OPENED
1,483RESIDENTIAL PROP.
ESCROW CLOSED
1,050

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	229	224	266	270	316	1,305	570	1,875
TOTAL ACTIVE LISTINGS	527	547	654	615	716	3,059	1,735	4,794
AVERAGE DAYS ON MARKET	93	103	94	93	102	97	108	101
AVERAGE LIST PRICE IN THOUSANDS	258.2	675.8	559.3	444.7	777.7	556.3	408.4	502.8
MEDIAN LIST PRICE IN THOUSANDS	250.0	449.0	349.0	385.6	450.0	359.0	259.9	330.0
BOMS	49	39	45	36	48	217	86	303
AVERAGE BOM PRICE IN THOUSANDS	262.8	591.5	487.0	360.4	521.0	441.7	470.3	449.8
BOM TO SALE RATIO	34.3	30.2	29.6	22.9	27.0	28.6	29.6	28.9
EXPIRATIONS	45	40	40	70	63	258	129	387

PENDING SALES:

NEW ESCROWS OPENED	196	185	205	241	249	1,076	407	1,483
TOTAL YTD ESCROWS OPENED	461	436	521	566	608	2,592	1,026	3,618
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	69	73	68	79	80	74	91	79
NEW OPEN ESCROWS AVERAGE LIST PRICE	242.0	497.8	421.1	395.4	517.8	418.3	343.5	397.8

CLOSED SALES:

NEW ESCROWS CLOSED	143	129	152	157	178	759	291	1,050
TOTAL YTD ESCROWS CLOSED	377	319	401	393	442	1,932	748	2,680
VOLUME OF NEW SALE DOLLARS IN MILLIONS	32.942	63.419	69.840	62.085	93.178	321.464	109.327	430.791
VOLUME OF TOTAL YTD SALES IN MILLIONS	87.028	154.740	173.514	155.334	230.395	801.012	270.648	1,071.660
AVERAGE SALE PRICE IN THOUSANDS	230.4	491.6	459.5	395.4	523.5	423.5	375.7	410.3
MEDIAN SALE PRICE IN THOUSANDS	228.8	420.0	299.5	356.0	425.0	335.0	270.0	321.3
COOP SALES	107	107	120	128	144	606	205	811
PERCENT OF COOP SALES	74.8	82.9	78.9	81.5	80.9	79.8	70.4	77.2
AVERAGE DAYS ON MARKET	152	126	136	127	141	136	136	136
SALES AT LIST PRICE	80	46	64	71	69	330	152	482
PERCENT OF SALES AT LIST PRICE	55.9	35.7	42.1	45.2	38.8	43.5	52.2	45.9
SALES TO LISTING INVENTORY RATIO	27.1	23.6	23.2	25.5	24.9	24.8	16.8	21.9
FINAL SALE TO NEW LISTING RATIO	62.4	57.6	57.1	58.1	56.3	58.2	51.1	56.0

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000	99	211	37	21	10642
100,000 TO 109,999	11	38	13	12	18339
110,000 TO 119,999	122	88	11	10	26327
120,000 TO 139,999	74	162	35	22	9473
140,000 TO 159,999	96	152	36	21	16737
160,000 TO 179,999	77	174	55	33	21491
180,000 TO 199,999	86	184	35	23	15596
200,000 TO 249,999	74	467	102	77	26611
250,000 TO 299,999	88	621	132	86	23206
300,000 TO 349,999	80	510	133	87	22185
350,000 TO 399,999	67	438	109	73	23801
400,000 TO 449,999	62	259	77	55	36413
450,000 TO 499,999	72	223	37	25	31597
500,000 TO 549,999	72	135	44	29	24594
550,000 TO 599,999	59	152	33	22	29825
600,000 TO 699,999	79	246	44	33	52032
700,000 TO 799,999	104	161	30	24	62078
800,000 TO 899,999	74	111	29	20	53402
900,000 TO 999,999	66	83	19	13	100319
1,000,000 TO 1,999,999	123	258	30	27	208542
MORE THAN 2,000,000	103	121	8	6	N/A
TOTALS	80	4794	1049	719	20590

LISTINGS

5,317

2011 RMLS TOTAL - \$ VOLUME

\$1,071,660,000

SALES

2,779

*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. MML.	% SALES TO LIST	LIST	SALES	\$ VOL. MML.	% SALES TO LIST	LIST	SALES	\$ VOL. MML.	% SALES TO LIST	LIST	SALES	\$ VOL. MML.	% SALES TO LIST	LIST	SALES	\$ VOL. MML.	% SALES TO LIST	LIST	SALES	\$ VOL. MML.	% SALES TO LIST	LIST	SALES	\$ VOL. MML.	% SALES TO LIST	LIST	% SALES TO LIST
JAN	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	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	1,646	753	303.5	45.7						
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	1,875	1,050	430.7	56						
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											

MARCH 2011

SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	11	4	106	34	47	76	22	117	417	168	585
TOTAL ACTIVE LISTINGS	43	26	304	90	153	192	72	286	1,166	469	1,635
AVERAGE DAYS ON MARKET	140	184	107	111	127	111	104	110	114	110	113
AVERAGE LIST PRICE IN THOUSANDS	443.2	830.0	367.1	352.9	338.9	369.6	489.9	465.7	407.6	270.0	368.1
MEDIAN LIST PRICE IN THOUSANDS	394.5	545.0	295.5	334.9	239.0	325.9	519.0	383.5	335.0	194.4	299.0
BOMS	3	2	23	4	4	18	12	25	91	23	114
AVERAGE BOM PRICE IN THOUSANDS	280.0	429.9	249.9	291.0	247.2	325.2	409.3	407.2	335.7	202.0	308.7
BOM TO SALE RATIO	50.0	50.0	41.1	17.4	22.2	45.0	57.1	35.2	38.1	32.4	36.8
EXPIRATIONS	1	1	14	8	8	10	4	21	67	34	101
PENDING SALES:											
NEW ESCROWS OPENED	9	4	104	39	33	81	28	110	408	138	546
TOTAL YTD ESCROWS OPENED	20	11	231	84	78	169	62	258	913	301	1,214
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	118	72	67	83	118	86	74	88	84	69	80
NEW OPEN ESCROWS AVERAGE LIST PRICE	274.8	384.9	317.5	348.7	354.5	331.1	521.8	410.4	364.9	225.1	329.6
CLOSED SALES:											
NEW ESCROWS CLOSED	6	4	56	23	18	40	21	71	239	71	310
TOTAL YTD ESCROWS CLOSED	14	11	143	47	47	98	44	158	562	200	762
VOLUME OF NEW SALE DOLLARS IN MILLIONS	1.687	1.562	20.074	8.160	7.038	13.682	9.746	26.717	88.665	15.348	104.013
VOLUME OF TOTAL YTD SALES IN MILLIONS	3.657	4.126	47.313	15.747	15.912	34.400	19.920	63.446	204.520	45.134	249.654
AVERAGE SALE PRICE IN THOUSANDS	281.2	390.5	358.5	354.8	391.0	342.0	464.1	376.3	371.0	216.2	335.5
MEDIAN SALE PRICE IN THOUSANDS	185.0	275.0	285.0	379.9	345.0	331.0	432.0	344.0	335.0	177.0	308.0
COOP SALES	4	3	48	18	14	31	14	58	190	59	249
PERCENT OF COOP SALES	66.7	75.0	85.7	78.3	77.8	77.5	66.7	81.7	79.5	83.1	80.3
AVERAGE DAYS ON MARKET	183	205	141	158	133	161	128	118	139	115	134
SALES AT LIST PRICE	2	1	24	11	7	23	9	36	113	37	150
PERCENT OF SALES AT LIST PRICE	33.3	25.0	42.9	47.8	38.9	57.5	42.9	50.7	47.3	52.1	48.4
SALES TO LISTING INVENTORY RATIO	14.0	15.4	18.4	25.6	11.8	20.8	29.2	24.8	20.5	15.1	19.0
FINAL SALE TO NEW LISTING RATIO	54.5	100.0	52.8	67.6	38.3	52.6	95.5	60.7	57.3	42.3	53.0

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL #SOLD	REDUCE \$	\$ AVERAGE PRICE REDUCTION %
SELLING PRICE RANGE:					
LESS THAN 100,000	96	66	11	8	30550
100,000 TO 109,999	40	21	5	3	5494
110,000 TO 119,999	97	28	4	4	17800
120,000 TO 139,999	56	91	8	4	1171
140,000 TO 159,999	77	82	18	12	16546
160,000 TO 179,999	55	79	15	10	15181
180,000 TO 199,999	80	68	13	10	19505
200,000 TO 249,999	79	186	32	20	22167
250,000 TO 299,999	64	179	37	29	23217
300,000 TO 349,999	83	159	43	29	991835
350,000 TO 399,999	123	140	25	19	25606
400,000 TO 449,999	94	99	17	10	29229
450,000 TO 499,999	49	71	18	8	11852
500,000 TO 549,999	78	52	12	7	3136
550,000 TO 599,999	53	53	5	5	26880
600,000 TO 699,999	107	51	11	11	76336
700,000 TO 799,999	78	36	7	6	59050
800,000 TO 899,999	137	28	3	2	30150
900,000 TO 999,999	124	13	1	1	129000
1,000,000 TO 1,999,999	90	41	1	1	45000
MORE THAN 2,000,000	127	9	1	0	N/A
TOTALS	80	1552	287	199	157214

LISTINGS

1629

2011 RMLS TOTAL - VOLUME

\$249,654,000

SALES

773

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

RESIDENTIAL
PROPERTIES LISTED
585RESIDENTIAL PROP.
ESCROW OPENED
546RESIDENTIAL PROP.
ESCROW CLOSED
310



2006

www.srar.com

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR MARCH

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	10	4	71	33	22	54	19	74	287	150	437
Total Active Listings.....	38	26	207	85	66	135	50	186	793	394	1,187
Average Days on Market.....	130	184	109	113	147	112	90	111	116	109	114
Average List Price in Thousands.....	438.3	830.0	441.8	358.4	541.3	424.7	593.2	573.0	491.1	275.6	419.6
Median List Price in Thousands.....	379.9	545.0	340.0	345.0	399.9	361.8	575.0	480.0	399.0	194.4	349.9
BOMS.....	3	2	16	4	1	14	6	17	63	19	82
Average BOM Price in Thousands.....	280.0	429.9	292.6	291.0	450.0	346.2	568.3	495.0	391.6	200.3	347.2
BOM to Sale Ratio.....	50.0	50.0	40.0	17.4	9.1	48.3	42.9	44.7	38.2	31.7	36.4
Expirations.....	1	1	10	8	2	6	3	15	46	30	76

PENDING SALES

New Escrows Opened.....	8	4	78	37	16	53	20	70	286	119	405
Total YTD Escrows Opened.....	19	11	169	79	43	118	41	165	645	252	897
New Open Escrows Average Days on Market.....	131	72	67	80	132	85	79	99	86	72	82
New Open Escrows Average List Price.....	262.3	384.9	370.7	358.7	483.3	385.2	617.8	460.4	414.6	219.4	357.2

CLOSED SALES:

New Escrows Closed.....	6	4	40	23	11	29	14	38	165	60	225
Total YTD Escrows Closed.....	14	11	98	43	28	72	26	95	387	163	550
Volume of New Sales Dollars in Millions.....	1.687	1.562	17.522	8.160	5.735	11.141	7.556	16.989	70.352	13.686	84.038
Volume of total YTD Sales in Millions.....	3.657	4.126	38.348	15.045	12.041	28.437	13.518	45.118	160.291	38.191	198.481
Average Sale price in Thousands.....	281.2	390.5	438.0	354.8	521.4	384.2	539.7	447.1	426.4	228.1	373.5
Median Sale Price in Thousands.....	185.0	275.0	309.0	379.9	485.0	350.0	505.0	411.9	376.0	187.0	339.0
Coop Sales.....	4	3	32	18	9	24	9	34	133	48	181
Percent of Coop Sales.....	66.7	75.0	80.0	78.3	81.8	82.8	64.3	89.5	80.6	80.0	80.4
Average Days on Market.....	183	205	148	158	155	166	131	119	147	120	140
Sales at List Price.....	2	1	16	11	4	16	4	19	73	30	103
Percent of Sales at List Price.....	33.3	25.0	40.0	47.8	36.4	55.2	28.6	50.0	44.2	50.0	45.8
Sales to Listing Inventory Ratio.....	15.8	15.4	19.3	27.1	16.7	21.5	28.0	20.4	20.8	15.2	19.0
Final Sale to New Listing Ratio.....	60.0	100.0	56.3	69.7	50.0	53.7	73.7	51.4	57.5	40.0	51.5

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR MARCH

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	1	0	35	1	25	22	3	43	130	18	148
Total Active Listings.....	5	0	97	5	87	57	22	100	373	75	448
Average Days on Market.....	220	0	101	73	111	109	136	107	109	114	110
Average List Price in Thousands.....	481.0	0	207.7	260.2	185.4	239.0	255.1	266.0	230.1	240.2	231.8
Median List Price in Thousands.....	450.0	0	169.9	250.0	179.0	239.9	245.0	250.0	219.0	192.1	210.0
BOMS.....	0	0	7	0	3	4	6	8	28	4	32
Average BOM Price in Thousands.....	0	0	152.1	0	179.6	251.8	250.3	220.6	209.9	210.3	209.9
BOM to Sale Ratio.....	0	0	43.8	0	42.9	36.4	85.7	24.2	37.8	36.4	37.6
Expirations.....	0	0	4	0	6	4	1	6	21	4	25

PENDING SALES

New Escrows Opened.....	1	0	26	2	17	28	8	40	122	19	141
Total YTD Escrows Opened.....	1	0	62	5	35	51	21	93	268	49	317
New Open Escrows Average Days on Market.....	19	0	66	146	104	87	62	68	77	49	74
New Open Escrows Average List Price.....	374.0	0	157.7	164.0	233.2	228.8	281.8	322.7	248.6	260.7	250.3

CLOSED SALES:

New Escrows Closed.....	0	0	16	0	7	11	7	33	74	11	85
Total YTD Escrows Closed.....	0	0	45	4	19	26	18	63	175	37	212
Volume of New Sales Dollars in Millions.....	0.000	0.000	2.552	0.000	1.303	2.541	2.190	9.727	18.313	1.662	19.975
Volume of Total YTD Sales in Millions.....	0.000	0.000	8.964	702	3.871	5.963	6.402	18.328	44.230	6.943	51.173
Average Sale price in Thousands.....	0	0	159.5	0	186.1	231.0	312.8	294.8	247.5	151.1	235.0
Median Sale Price in Thousands.....	0	0	158.0	0	162.0	245.0	275.0	260.0	235.0	142.5	223.0
Coop Sales.....	0	0	16	0	5	7	5	24	57	11	68
Percent of Coop Sales.....	0	0	100.0	0	71.4	63.6	71.4	72.7	77.0	100.0	80.0
Average Days on Market.....	0	0	124	0	98	147	121	117	121	92	118
Sales at List Price.....	0	0	8	0	3	7	5	17	40	7	47
Percent of Sales at List Price.....	0	0	50.0	0	42.9	63.6	71.4	51.5	54.1	63.6	55.3
Sales to Listing Inventory Ratio.....	0	0	16.5	0	8.0	19.3	31.8	33.0	19.8	14.7	19.0
Final Sale to New Listing Ratio.....	0	0	45.7	0	28.0	50.0	233.3	76.7	56.9	61.1	57.4

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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

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

NORTH L.A. COMMERCIAL REAL ESTATE FORUM

Location: IHop Restaurant
24737 Pico Cyn. Rd., Stevenson Ranch
Chairperson: Bob Khalsa, CCIM
661-513-4433

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

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

Chairperson(S): Harvey Osherenko
Phone: 522-7592
Location: SRAR – Time: 9:00 A.M.