

REALTOR® REPORT

October/November, 2011

The Official Publication of Southland Regional Association of REALTORS®



Don't "Fall" Into a Bottomless Pit

Tips from Risk Management pg.2

Get Your REALTOR® Badge
pg. 3

zipForms® Mobile Edition
pg. 3

SRAR Ambassador Program
pg. 4

Must-Have Smartphone Apps
pg. 4

HOME WARRANTY PLANS: PROTECTION FOR ALL

Brokers often ask what they can do to avoid the bottomless pit of claims and lawsuits. They specifically ask if there is any one thing they can do to avoid falling into this bottomless pit. Unfortunately, there is no one thing that can be done. No matter how much dirt you throw into a bottomless pit, you cannot fill it up. With this in mind, there is no guarantee you will not fall into this pit.

What you can do, however, is create a series of safety nets to hopefully catch you should you fall into the pit. There is no certainty that any one of those safety nets will protect you. At the same time, there is hope that if you have enough of them in place, one will ultimately protect you from falling all the way through the pit to a judgment against you.

One of the better safety nets is a home warranty plan. Home warranty plans are one of the areas where the buyers and sellers, along with their agents, have an opportunity to protect themselves from the risks of defects and resulting claims.

As a general rule, for a modest annual fee, a home warranty company will agree to repair defects which arise in connection with the normal wear and tear of appliances, along with the property's major systems. These systems include electrical, plumbing, heating and air conditioning. In addition, most home protection companies provide the opportunity to purchase protection for other items such as swimming pools.

Home warranty plans provide benefits to the buyers by giving them a certain degree of security and predictability concerning the condition of the property they have purchased. For a modest co-payment, buyers can contact their home warranty

company whenever they have a problem with a covered appliance or system. The home warranty company will generally refer the matter to a qualified technician who will evaluate and repair the problem. In those cases in which the problem cannot be repaired, the home warranty company may even pay to replace the item(s).

Home warranty plans provide benefits to the sellers and the respective brokers, as well. Many lawsuits are the bi-product of a modest



problem with an appliance or a system. Perhaps the air conditioner is not working, or there is a problem with the dishwasher. Regardless of the specific problem, it will frequently evolve into a large claim. The buyers will go to their cousin Ernie, the attorney, to discuss the problem. Old Ernie will evaluate the problem and note that the damages are under \$1,000. He will pull out his abacus and start moving the beads to determine what his share will be on the claim. Ernie, being a clever and self-serving chap, will notice he is only getting \$300 worth of beads. This, in turn, will cause Ernie to find ways to inflate the case into a claim for tens of thousands of dollars.


If, on the other hand, there was a home warranty plan, then the buyers would have

an easy and efficient avenue to address their problem. They could call the home warranty company who would send a technician to attempt to correct the problem. This, in turn, would hopefully keep the abacus out of Ernie's hands.

Of course all of these benefits are greatly impacted by the choice of home warranty companies. In recommending a home warranty company, it is important to consider a number of issues. First, the company should be an established and respected entity. Second, it should have easy access for anyone to contact its representative. In this regard, the company should have someone available to handle calls at all times. Once the company receives the consumers call, it should be able to refer that consumer to an experienced, licensed and insured technician within a reasonable period after the call. In addition, the company should provide a clear statement of coverage and the costs within its plan and upon any call by a consumer. If a home warranty company meets these criteria, then it is likely to meet the needs of all parties.

As stated above, there is no way to guarantee that you will not step into the bottomless pit of litigation. With this said, anything you can do to keep Ernie's hands in his pockets, and not your pockets can be viewed as a safety net.

CONSUMER PRICE INDEXES						
AUGUST 2011						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		ONE MONTH ENDING
	AUG 2010	JUL 2011	AUG 2011	JUL 2011	AUG 2011	AUG 2011
Los Angeles - Riverside - Orange County	226.373	231.303	231.833	2.4	2.4	0.2



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

REALTOR® REPORT

The Official Publication of SRAR

President
Fred Sabine

President-Elect
Wendy Hale

Chief Executive Officer
Jim Link

Santa Clarita Valley Division
President
Sal Aranda

Main office:
7232 Balboa Blvd. • Van Nuys, CA 91406
Tel: (818) 786-2110 • Fax: (818) 786-4541
e-mail: info@srar.com

ETHICS HINTS

ARTICLE 2

REALTORS® shall avoid exaggeration, misrepresentation, or concealment of pertinent facts relating to the property or the transaction. REALTORS® shall not, however, be obligated to discover latent defects in the property, to advise on matters outside the scope of their real estate license, or to disclose facts which are confidential under the scope of agency or non-agency relationships as defined by state law.

ADVERTISEMENT

METRO RETROFITTING
RETROFITTING COMPLIANCE • REO & REHAB SERVICES

Retrofitting & Bank Rehabs

Competitive Prices
For Quality Work

General Contractor Since 1987
G.C. License #505706

800.450.3660

Call For A Bid Or Information
solutions@gometroretro.com

www.GoMetroRetro.com

**COMMERCIAL
DAY
IS COMING
JANUARY 24, 2012**

JUST SHOW THEM YOUR BADGE!

HOW DO YOU MAKE SURE YOU STANDOUT FROM OTHER REAL ESTATE LICENSEES?



With 58% of home buyers finding their agent online, you've got only one quick opportunity to make a good first impression. The REALTOR® Badge is a personalized website widget that verifies your REALTOR® status, your required DRE license number and displays your education, specialization and licensing information directly from C.A.R. and NAR.

The REALTOR® Badge is an easy way to add value to your reputation and online presence! Showcase how valuable you are by adding your additional designations and certifications. Place the badge on your website to give your current and prospective clients the assurance that you are more than a real estate agent, you are a REALTOR®! In addition to your website you can easily add it to your blog(s), property listing pages and more. Get the REALTOR® Badge in just three simple steps at www.realtorbadge.com.

1. Enter your NRDS id (NAR member number)
2. Select the size of badge
3. Copy the HTML code

Display your badge proudly and help buyers/sellers understand why a REALTOR® is critical to a successful transaction and why you're the REALTOR® they should choose!

CALIFORNIA ASSOCIATION OF REALTORS® 525 S. Virgil Avenue, Los Angeles, CA 90020

213-739-8200 | www.car.org



Tips to Succeed In The Current Real Estate Market

Thursday, Nov. 3, 2011
2:00 to 4:00pm

SRAR Auditorium
7232 Balboa Blvd.

Speakers Include:

Stephanie Vitacco, REALTOR®

Marcine Kline, Branch Manager/Sr Escrow Officer

Steve Anderson, Mortgage Consultant

To RSVP, contact Andre Buado at 818-947-2298
or via email at AndreB@srar.com

SRAR AMBASSADOR PROGRAM

As part of SRAR's commitment to diversity, the Equal Opportunity/Cultural Diversity Committee is recognizing Real Estate Professionals who have immigrated to the United States of America to create a new life and have built extraordinary success in the Real Estate Industry.

As we receive nominees for the SRAR Ambassador, we will feature articles in our REALTOR® Report. It's easy to nominate someone - or nominate yourself! The requirement is that you have immigrated to the United States of America, you are a Real Estate professional and your membership at SRAR is currently in good standing.

SRAR IS PROUD TO INTRODUCE ANGELA PAREKH AS AN SRAR AMBASSADOR.

Being born in El Salvador, Angela was raised in a close and very warm family.

The primary reason for her immigration was educational. Angela was in her third year of college studying Psychology at the National University of El Salvador when the civil unrest became so severe that the El Salvadorian government issued her a Diplomatic Visa so that she could come to the United States of America and finish her schooling. Never anticipating that the United States would become her home, Angela and her mother arrived on US soil when she was 21 years old.

While there were many things to adjust to in her new home, the first major challenge was conquering the English language. Secondly, in El Salvador it is common for an elder parent or parents to live with the younger family members until their death; in the United States this is not the common practice. Finally, in her native El Salvadore the lines between classes are very distinct whereas in the United States although there are different economic statuses, a waiter at one point could become a lawyer at another point. The opportunity to become better educated, to earn a better living; to enjoy better financial stability is entirely dependant upon how motivated you are.

Soon after Angela graduated from college, she got a job in the entertainment field doing casting for television shows and then soon

made a career move to a bank where she met her future husband. In 1982 Angela married her husband Ashwin and soon had two children, it was during this time that Angela decided to get into Real Estate. She wanted to work and help the family, but also wanted to be available for her children. In 1994 Angela became a Realtor and has become a well respected leader in her field becoming a top producer in her office. She has enjoyed Real Estate throughout the years because of the flexible hours, the pleasure of seeing the look on client's faces when they find their dream home and the opportunity to meet many kinds of people from all walks of life.

Coupled with her duties as mother and her career Angela has been an active and refreshing voice on several committees at SRAR throughout the years.

During her journey here Angela has grown to love her new country. She loves the diversity of culture. She values the freedoms that she has in the United States, freedoms that include freedom of speech, religion and the opportunity to achieve your potential. She believes that her values have actually become stronger because of her experiences here.

SRAR is proud to recognize Angela as an Ambassador. We look forward to hearing much more about her and wish her success in her future endeavors.

zipForms® Mobile Edition

zipForm Mobile for iPhone™ is an extension of your zipForm 6 Professional (online version) account that allows you to keep important transaction information readily accessible.

Hailed as the industry's first mobile application for real estate forms, zipForm Mobile is available for purchase in the Apple® iTunes store for \$9.99. Search for the App called zipForms

More information is available at <http://www.zipform.com/zfmobile/>

A FEW MUST-HAVE SMARTPHONE APPS RECOMMENDED BY SRAR'S REAL ESTATE TECHNOLOGY COMMITTEE



A very useful task management tool and is one of the top GTD (Getting Things

Done) apps. With integration that ties directly into Gmail and Google Calendar, it syncs directly online to provide flawless operation. With many features that allow you to add and organize tasks. Real estate agents will find completing tasks to be a snap



EVERNOTE A robust notepad app that will come in handy when reviewing real estate properties with your clients. With a free Evernote account, keeping track of numerous properties and buyer information will be much easier. Just as the company's catchphrase states, "Remember Everything," you'll be able to remember the information you need the most with the use of the Evernote app.



AppBrain Find the best Android apps. Discover the best Android apps via search, rankings and categories Easily install and manage your apps directly from the web browser and on the phone with our free Android app



slydial® voice messaging connects you directly to someone's mobile voicemail



Tungle.me Your public profile lets you easily share your availability, and invite others to request meetings with you. When synced with your calendar, Tungle keeps your availability up to date without compromising privacy - your calendar details are kept private and only free/busy information is displayed.

REALTORS® Conference & Expo

**NOVEMBER
11-14
2011**

ANAHEIM, CA

SUPRA BLUETOOTH IBOXES ARE COMING

KEYBOX EXCHANGE SCHEDULE TO START

DECEMBER 12TH

SRAR has contracted with Supra to do a one-for-one Keybox exchange. Members will be able to bring in their current electronic boxes and walk out with new Bluetooth iBoxes. The new boxes will provide:



- **Notification of showing activity via email, often while the showing is still in progress.**
- **Feedback about the market's reaction to a listing.**
- **Tools that keep Clients up to date – email a customizable showing report that includes listing agent's photo and sent from a desktop or smartphone.**
- **Ability to send listing changes easily in SupraWEB to agents who have shown the listing.**
- **Roomier key container which accommodates gate cards.**
- **Direct communication with Smartphones. Additional hardware is required only for iPhones.**
- **Both Display and ActiveKeys work with the iBox BT so box will work with existing keys from all surrounding MLS's.**

Information regarding Exchange locations, dates and times will be emailed to all members. The Exchange is schedule to start December 12th, so watch your email for your location, your reserved date and time.

RESPONSIBLE REALTOR® APPLICANTS

FIRST POSTING

Aroyan, Armen
Select Real Estate Service, Inc.
330 N. Brand Blvd. Suite 225
Glendale, CA. 91203

Carrington, Gary William
Gary William Carrington
5844 Colfax Ave.
North Hollywood, CA. 91601

Contreras, Jose Alex
Jose A. Contreras Broker
20555 Devonshire St. #283
Chatsworth, CA. 91311

Corcoran, Daniel
CAPRE
28069 Lake's Edge
Lake Arrowhead, CA. 92352

Dandy, Sharon
Sharon Dandy
25379 Wayne Mills Pl. #115
Valencia, CA. 91355

Engle, Scott A.
Realty Source
365 Broadway #102
El Cajon, CA. 92021

Escoto, Roland E.
Roland E. Escoto
22111 Calvert St. #C-220
Woodland Hills, CA. 91367-3515

Huang, James
BRC Advisors
700 S. Flower St., Ste. 1400
Los Angeles, CA. 90017

Lee, You-Chieh
Ken Lee Homes
29320 Via Estancia
Santa Clarita, CA. 91354

Nazari, Shahriar
S & K Realty
9800 Topanga Canyon Blvd. #215
Chatsworth, CA. 91311

Rahimzadeh, Reza
Realty America Group
23875 Ventura Blvd. #104
Calabasas, CA. 91303

Robinson, Terance
Making A Difference R.E.
6601 Center Drive West Suite 500
Los Angeles, CA. 90045

Rogowski, Leonard
LJR Co.
22817 Ventura Blvd. #406
Woodland Hills, CA. 91364

Romero, Edward Sergio
Ed Romero
4652 Fulton Ave.
Sherman Oaks, CA. 91423

Stewart, Raymond
LP Equity Resources II Inc.
P.O. Box 8159
Calabasas, CA. 91372

Vardi, Debra
Debra G. Vardi
4607 Lakeview Cyn. Rd. #228
Westlake Village, CA. 91361

SECOND POSTING

Badesha, Rattanpreet K.
Rattanpreet K. Badesha
8229 Corbin Ave.
Winnetka, CA. 91306

Baron, Omer
Omer Baron, Broker
10833 Wilshire Blvd. #608
Los Angeles, CA. 90024

Dreicer, Benjamin
Big Ben Enterprises, Inc.
16456 Royal Hills Dr. #101
Encino, CA. 91436

Hatch, Annette
Annette Hatch
8471 Melvin Ave.
Northridge, CA. 91324

Kutsevol, Alina
Alina Kutsevol
4413 Matilija Ave.
Sherman Oaks, CA. 91423

Meneshian, Gregory
Valley State Realty
8620 Hillcroft
West Hills, CA. 91304

Tahmasbi, Fereidoun
American Management Services
19313 Starlight Dr.
Tarzana, CA. 91356

Walker, Temmy
Temmy Walker, Inc.
5026 Veloz Ave.
Tarzana, CA. 91356

Yi, Gina
Gina Yi, Broker
25852 Mc Bean Pkwy #424
Valencia, CA. 91355

REALTOR® APPLICANTS

Aron, Barbara Cook / Rodeo Realty, Inc. / Sherman Oaks
Beitmirza, Eduard / Allied Realty, Inc. / Northridge
Brashear, Kenneth Charles / SFV Properties / North Hollywood
Campos, Oscar Alberto / The Real Estate Plaza / Granada Hills
Castillo, Sergio / J. C. Real Estate Company / North Hollywood
Cecena, Jennifer Rose / Real Estate eBroker, Inc. / Carlsbad
Ciceri, Lene / Oak Tree Estate / Woodland Hills
Cleveland, Julie R. / Centennial Realty / Canyon Country
Cohen, Vera Rose / Rodeo Realty / Westlake Village
Copano Jr., Francisco / Miaccso Properties / Los Angeles
Corso, William Anthony / Pantera Real Estate / Northridge
Covenant, Casey J. / Woodbridge Estates / Studio City
Cruz, Alonzo / Realty Executives / Valencia
Deckman, Jason Harvey / White House Properties / Woodland Hills
Deitell, Glen E. / Pinnacle Estate Properties, Inc. / Encino
Edwards, Deon Delarish / Rodeo Realty / Woodland Hills
Fernandes II, Philip Leslie / Pinnacle Estate Properties / Northridge
Flaig, Donald W. / RE/MAX of Valencia / Valencia
Gallmeier, Nathalie / Ewing Sotheby's I.R. / Sherman Oaks
Golbas, Edmond / Park Regency Realty / Granada Hills
Golchin, Kianoush / Coldwell Banker Quality Properties / Northridge
Gold, Kathleen Marie / Real Estate eBroker, Inc. / Carlsbad
Goodrich, Michael Mark / 3888 Corporation / Encino
Grant, Damien Lamar / Keller Williams Realty Calabasas / Calabasas
Gutierrez, Gregorio A. / Prudential Calif. Realty / Sherman Oaks
Haklili, Myra Barbara / Panorex Realty / Woodland Hills
Harrison, Brettany Lurie / LRS Realty & Management, Inc. / Chatsworth
Hashemi, Dean / Meridian Capital Real Estate / Rancho Cucamonga
Herrera, Ruben Chris / Valley View Realty, Inc. / Mission Hills
Hicks, Christopher / RE/MAX Olson & Associates / Northridge
Houranpy, Maryam / Rodeo Realty / Calabasas
House, Nora Marie / Realty Executives / Valencia
Hoyos, Andres G. / A-Team Realty, Inc. / Woodland Hills
Iliescu, Brian / Realty Executives / Newhall
Imbornone, Dominique / Rodeo Realty / Woodland Hills
Ishoo, Daniel / Realty World Legends / Valencia
Israel, Aren Roui / Rodeo Realty / Sherman Oaks
Jehn-Johnson, Sibylla / Realty Executives / Valencia
Jimenez, Jose Henry / Century 21 La Hacienda / North Hills
Krygier, David / Prudential Calif. Realty / Encino
Kutylo, Trudy Marie / Realty Executives / Newhall

La Fayette, Richard Tamotsu / CLPM, Inc. / Simi Valley
Lawrence, Carolyn Jean / Bill Toth & Associates / Burbank
Le Coq, Joan / Rodeo Realty / Beverly Hills
Lee, Kenneth David / Realty Executives / Newhall
Levi, Moshe Mark / Woodbridge Estates, Inc. / Valley Village
Maadani, Susan Harout / Global Realty / Arcadia
Madhwani, Ravindra N. / RE/MAX Lifestyles / West Hills
Madison, Lisa Gaye / Dilbeck Realtors / Studio City
Magers, Mark / Coldwell Banker Greater Valleys / Granada Hills
Mandato, Vito Gerard / Prudential Calif. Realty / Studio City
McNulty, Nadine Winifred / Century 21 All Moves / Granada Hills
Merkley, Deborah A. / Coldwell Banker / Calabasas
Miller, Heather / Skyblue Funding / Newhall
Ngeru, Julius Gacoka / Valley View Realty, Inc. / Mission Hills
Nguyen, Long Dinh / White House Properties / Woodland Hills
Noghrey, Bahram / Coast to Coast Realty / Encino
Orellana, Eduardo Antonio / Keller Williams Realty North Valley / Granada Hills
Paz, Nir / Exclusive Estate Properties, Inc. / North Hollywood
Pearson, LaNae / Keller Williams North Valley / Granada Hills
Phillips, Morgan Forbes / Keller Williams Encino - Sherman Oaks / Encino
Radovich, Kathleen / RE/MAX Olson & Associates / Northridge
Rae, Marlene / Pinnacle Estate Properties, Inc. / Northridge
Reynoso, William Erwin / Keller Williams North Valley / Granada Hills
Rivas, Cindi / Bill Toth & Associates / Burbank
Rodriguez Anguiano, Janeth V. / Keller Williams North Valley / Granada Hills
Sanchez, Esteban / Exit Realty / Granada Hills
Sanchez, Patricia E. / Keller Williams Realty / Northridge
Santos, Joriel P. / Keller Williams World Media Center / Burbank
Simon, James Allen / Exit Platinum Realty / Woodland Hills
Smith, Ola M. / Prudential California Realty / Chatsworth
Stewart-Ruiz, Lynn / CLPM, Inc. / Simi Valley
Thompson, Ashley Elizabeth / Regal Realty of California / Valencia
Toubian, Behzad Ben / Schaefer Financial Services, Inc. / Sherman Oaks
Turkin, Gregg Lawrence / Citadel Estate Properties / Woodland Hills
Turner, Patricia Jeanne / Realty Executives / Valencia
Tyson, Candice Erin / Realty World Legends / Valencia
Vargas, Esther / Keller Williams VIP Properties / Valencia
Webb, Nicholas J. / RE/MAX Lifestyles / West Hills
Wright, Loren K. / Citadel Ventures, Inc. / Woodland Hills
Yahoodain, Navid / Schaefer Financial Services, Inc. / Sherman Oaks
Yvette, Betancourt / Keller Williams Encino-Sherman Oaks / Encino

SEPTEMBER 2011

SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED
1,512RESIDENTIAL PROP.
ESCROW OPENED
1,381RESIDENTIAL PROP.
ESCROW CLOSED
1,048

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	193	223	198		227	1,066	446	1,512
TOTAL ACTIVE LISTINGS	560	678	489	645	744	3,116	1,602	4,718
AVERAGE DAYS ON MARKET	101	99	95	103	108	102	121	108
AVERAGE LIST PRICE IN THOUSANDS	252.8	550.5	603.7	438.2	810.1	544.1	426.8	504.3
MEDIAN LIST PRICE IN THOUSANDS	249.0	375.0	349.5	379.0	495.0	350.0	279.0	333.0
BOMS	76	54	41	55	60	286	110	396
AVERAGE BOM PRICE IN THOUSANDS	228.1	387.1	406.0	365.6	447.1	356.0	303.5	341.4
BOM TO SALE RATIO	63.3	37.2	31.5	32.7	34.3	38.8	35.5	37.8
EXPIRATIONS	33	65	46	44	47	235	99	334
PENDING SALES:								
NEW ESCROWS OPENED	208	187	169	219	196	979	402	1,381
TOTAL YTD ESCROWS OPENED	1,322	1,436	1,162	1,522	1,655	7,097	2,925	10,022
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	69	74	68	69	81	72	80	75
NEW OPEN ESCROWS AVERAGE LIST PRICE	230.4	469.5	479.3	381.9	530.8	413.1	336.3	390.7
CLOSED SALES:								
NEW ESCROWS CLOSED	120	145	130	168	175	738	310	1,048
TOTAL YTD ESCROWS CLOSED	1,160	1,309	992	1,323	1,476	6,260	2,514	8,774
VOLUME OF NEW SALE DOLLARS IN MILLIONS	28.967	65.469	58.836	66.880	95.939	316.091	114.368	430.458
VOLUME OF TOTAL YTD SALES IN MILLIONS	276.877	601.768	449.028	523.916	760.131	2,611.721	880.538	3,492.259
AVERAGE SALE PRICE IN THOUSANDS	241.4	451.5	452.6	398.1	548.2	428.3	368.9	410.7
MEDIAN SALE PRICE IN THOUSANDS	250.0	349.9	315.0	350.0	375.0	325.0	275.0	315.0
COOP SALES	85	122	104	135	148	594	242	836
PERCENT OF COOP SALES	70.8	84.1	80.0	80.4	84.6	80.5	78.1	79.8
AVERAGE DAYS ON MARKET	123	135	147	131	129	133	145	136
SALES AT LIST PRICE	65	51	47	65	76	304	149	453
PERCENT OF SALES AT LIST PRICE	54.2	35.2	36.2	38.7	43.4	41.2	48.1	43.2
SALES TO LISTING INVENTORY RATIO	21.4	21.4	26.6	26.0	23.5	23.7	19.4	22.2
FINAL SALE TO NEW LISTING RATIO	62.2	65.0	65.7	74.7	77.1	69.2	69.5	69.3

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	87	189	34	24	5869%
100,000 TO 109,999	87	44	5	3	50460
110,000 TO 119,999	76	69	20	13	13383
120,000 TO 139,999	93	137	35	22	4034
140,000 TO 159,999	72	167	39	28	17079
160,000 TO 179,999	63	164	39	25	19618
180,000 TO 199,999	73	182	27	17	18409
200,000 TO 249,999	74	477	111	74	269574
250,000 TO 299,999	72	598	161	109	22211
300,000 TO 349,999	64	496	134	85	20901
350,000 TO 399,999	72	447	94	62	26916
400,000 TO 449,999	86	233	52	36	28162
450,000 TO 499,999	82	235	52	41	148553
500,000 TO 549,999	82	160	34	26	47607
550,000 TO 599,999	93	157	39	30	36922
600,000 TO 699,999	73	247	50	40	41328
700,000 TO 799,999	65	156	41	28	44066
800,000 TO 899,999	59	103	25	19	68691
900,000 TO 999,999	35	74	9	7	41100
1,000,000 TO 1,999,999	87	280	36	29	785882
MORE THAN 2,000,000	61	111	9	8	519723
TOTALS	73	4726	1046	726	89958

LISTINGS

15,352

2011 RMLS TOTAL - \$ VOLUME

\$3,492,259,000

SALES

9,194

*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		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		1,740	1052	394.2	60.5	
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		1,732	1,023	422.3	59.1	
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		1,752	1,114	439.1	63.6	
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		1,592	1,033	422.7	64.9	
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		1,707	1,145	452.6	67.1	
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		1,512	1,048	430.4	69.3	
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 SEPTEMBER

ACTIVE INVENTORY

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	140	132	135	180	173	760	317	1,077
Total Active Listings	415	424	335	515	579	2,268	1,189	3,457
Average Days on Market	99	103	97	100	106	102	123	109
Average List Price in Thousands.....	273.4	689.5	763.8	481.6	956.8	645.4	454.3	579.6
Median List Price in Thousands.....	264.9	500.0	469.0	400.0	559.0	400.0	294.9	370.0
BOMS.....	50	39	25	47	41	202	77	279
Average BOM Price in Thousands.....	259.1	451.4	548.7	396.8	567.7	426.8	314.1	395.7
BOM to Sale Ratio.....	56.2	41.9	28.1	35.1	30.1	37.3	33.0	36.0
Expirations.....	22	35	31	35	36	159	75	234

PENDING SALES

New Escrows Opened	148	119	125	177	139	708	290	998
Total YTD Escrows Opened	997	974	779	1,188	1,229	5,167	2,148	7,315
New Open Escrows Average Days on Market.....	72	75	65	71	84	74	80	75
New Open Escrows Average List Price	255.3	549.9	575.7	414.4	622.0	473.2	350.8	437.6

CLOSED SALES:

New Escrows Closed	89	93	89	134	136	541	233	774
Total YTD Escrows Closed	875	901	652	1,041	1,110	4,579	1,858	6,437
Volume of New Sales Dollars in Millions	23.408	50.543	48.258	57.412	86.422	266.044	92.760	358.804
Volume of total YTD Sales in Millions.....	231.704	476.942	367.773	450.403	670.514	2,197.336	690.736	2,888.072
Average Sale price in Thousands.....	263.0	543.5	542.2	428.5	635.5	491.8	398.1	463.6
Median Sale Price in Thousands.....	270.0	473.0	360.0	380.0	448.0	360.0	295.0	350.0
Coop Sales	64	78	70	111	114	437	178	615
Percent of Coop Sales.....	71.9	83.9	78.7	82.8	83.8	30.8	76.4	79.5
Average Days on Market	113	124	146	125	130	128	141	132
Sales at List Price	48	30	35	52	61	226	112	338
Percent of Sales at List Price.....	53.9	32.3	39.3	38.8	44.9	41.8	48.1	43.7
Sales to Listing Inventory Ratio	21.4	21.9	26.6	26.0	23.5	23.9	19.6	22.4
Final Sale to New Listing Ratio	63.6	70.5	65.9	74.4	78.6	71.2	73.5	71.9

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR SEPTEMBER

ACTIVE INVENTORY

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	53	91	63	45	54	306	129	435
Total Active Listings	145	254	154	130	165	848	413	1,261
Average Days on Market	108	92	90	116	113	102	114	106
Average List Price in Thousands.....	193.9	318.4	255.5	266.0	295.3	273.2	347.8	297.6
Median List Price in Thousands.....	170.0	299.0	219.0	229.9	245.0	232.5	250.0	239.9
BOMS.....	26	15	16	8	19	84	33	117
Average BOM Price in Thousands.....	168.3	219.8	183.2	182.2	186.8	185.8	278.8	212.1
BOM to Sale Ratio.....	83.9	28.8	39.0	23.5	48.7	42.6	42.9	42.7
Expirations.....	11	30	15	9	11	76	24	100

PENDING SALES

New Escrows Opened	60	68	44	42	57	271	112	383
Total YTD Escrows Opened	325	462	383	334	426	1,930	777	2,707
New Open Escrows Average Days on Market.....	62	73	75	59	73	69	80	72
New Open Escrows Average List Price	169.2	328.8	205.2	244.8	308.3	256.1	298.7	268.5

CLOSED SALES:

New Escrows Closed	31	52	41	34	39	197	77	274
Total YTD Escrows Closed	285	408	340	282	366	1,681	656	2,337
Volume of New Sales Dollars in Millions	5.559	14.926	10.578	9.468	9.517	50.047	21.607	71.654
Volume of total YTD Sales in Millions.....	45.173	124.826	81.255	73.514	89.167	414.385	189.802	604.187
Average Sale price in Thousands.....	179.3	287.0	258.0	278.5	244.0	254.0	280.67	261.5
Median Sale Price in Thousands.....	154.0	295.0	190.0	258.0	239.0	235.0	245.0	235.0
Coop Sales	21	44	34	24	34	157	64	221
Percent of Coop Sales.....	67.7	84.6	82.9	70.6	87.2	79.7	83.1	80.7
Average Days on Market	152	153	148	153	127	147	157	150
Sales at List Price	17	21	12	13	15	78	37	115
Percent of Sales at List Price.....	54.8	40.4	29.3	38.2	38.5	39.6	48.1	42.0
Sales to Listing Inventory Ratio	21.4	20.5	26.6	26.3	23.6	23.2	18.6	21.7
Final Sale to New Listing Ratio	58.5	57.1	65.1	75.6	72.2	64.4	59.7	63.0

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR SEPTEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	15	8	62	27	12	47	13	56	240	122	362
Total Active Listings.....	43	34	190	75	73	128	35	171	749	405	1,154
Average Days on Market.....	109	161	105	101	130	100	114	113	111	118	114
Average List Price in Thousands.....	497.1	735.6	491.1	403.3	529.5	430.6	593.5	619.5	521.3	280.3	436.7
Median List Price in Thousands.....	435.0	569.0	335.0	360.0	405.0	360.0	550.0	475.0	399.9	189.0	340.0
BOMS.....	2	2	20	13	6	16	2	18	79	24	103
Average BOM Price in Thousands.....	354.5	564.4	301.6	406.2	561.6	354.7	420.0	464.6	397.5	246.4	362.3
BOM to Sale Ratio.....	50.0	0	46.5	72.2	46.2	44.4	12.5	52.9	48.2	26.7	40.6
Expirations.....	3	0	7	5	6	8	2	17	48	28	76

PENDING SALES

New Escrows Opened.....	13	2	67	22	13	45	17	66	245	98	343
Total YTD Escrows Opened.....	59	27	455	195	129	355	128	456	1,804	737	2,541
New Open Escrows Average Days on Market.....	73	300	67	113	68	113	70	119	96	79	91
New Open Escrows Average List Price.....	324.4	420.0	331.3	377.7	328.0	401.2	544.8	422.9	388.0	201.9	334.8

CLOSED SALES:

New Escrows Closed.....	4	0	43	18	13	36	16	34	164	90	254
Total YTD Escrows Closed.....	41	26	369	165	104	294	106	375	1,480	656	2,136
Volume of New Sales Dollars in Millions.....	1.320	0	15.301	6.240	5.790	14.030	8.995	15.321	66.997	18.536	85.533
Volume of total YTD Sales in Millions.....	12.620	10.269	133.059	60.408	44.318	115.676	59.330	174.049	609.729	143.341	753.069
Average Sale price in Thousands.....	330.0	0	355.8	346.7	445.4	389.7	562.2	450.6	408.5	206.0	336.7
Median Sale Price in Thousands.....	285.0	0	330.0	315.0	410.0	359.0	555.0	385.0	360.0	182.0	315.0
Coop Sales.....	4	0	36	12	11	32	12	27	134	72	206
Percent of Coop Sales.....	100.0	0	83.7	66.7	84.6	88.9	75.0	79.4	81.7	80.0	81.1
Average Days on Market.....	113	0	169	197	115	103	92	127	136	122	131
Sales at List Price.....	2	0	22	14	9	18	9	20	94	48	142
Percent of Sales at List Price.....	50.0	0	51.2	77.8	69.2	50.0	56.3	58.8	57.3	53.3	55.9
Sales to Listing Inventory Ratio.....	9.3	0	22.6	24.0	17.8	28.1	45.7	19.9	21.9	22.2	22.0
Final Sale to New Listing Ratio.....	26.7	0	69.4	66.7	108.3	76.6	123.1	60.7	68.3	73.8	70.2

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR SEPTEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	0	0	29	0	25	18	10	39	121	22	143
Total Active Listings.....	1	0	96	6	87	53	16	85	344	79	423
Average Days on Market.....	75	0	113	60	113	117	96	104	110	92	106
Average List Price in Thousands.....	450.0	0	185.9	184.8	154.5	230.5	255.4	282.7	212.8	218.3	213.8
Median List Price in Thousands.....	450.0	0	160.0	180.0	127.7	220.0	239.9	249.0	192.0	188.0	190.0
BOMS.....	0	0	12	0	5	5	2	10	34	6	40
Average BOM Price in Thousands.....	0	0	148.8	0	170.7	268.0	284.5	218.6	198.1	231.4	203.1
BOM to Sale Ratio.....	0	0	63.2	0	100.0	83.3	33.3	34.5	51.5	37.5	48.8
Expirations.....	1	0	4	1	4	3	0	7	20	3	23

PENDING SALES

New Escrows Opened.....	0	0	33	1	19	18	10	32	113	19	132
Total YTD Escrows Opened.....	1	0	197	12	114	117	53	239	733	119	852
New Open Escrows Average Days on Market.....	0	0	84	119	100	124	51	77	89	58	84
New Open Escrows Average List Price.....	0	0	154.4	139.9	148.7	223.6	290.4	238.7	200.3	233.3	205.0

CLOSED SALES:

New Escrows Closed.....	0	0	19	1	5	6	6	29	66	16	82
Total YTD Escrows Closed.....	2	0	155	9	91	100	44	201	602	118	720
Volume of New Sales Dollars in Millions.....	0	0	2.736	135	773	1.093	1.387	8.038	14.161	3.707	17.868
Volume of total YTD Sales in Millions.....	660	0	26.557	1.610	17.451	22.728	12.739	57.196	138.942	23.546	162.488
Average Sale price in Thousands.....	0	0	144.0	135.0	154.6	182.2	231.1	277.2	214.6	231.7	217.9
Median Sale Price in Thousands.....	0	0	134.9	135.0	131.3	145.0	232.5	272.5	195.0	180.0	194.9
Coop Sales.....	0	0	18	1	5	6	6	24	60	13	73
Percent of Coop Sales.....	0	0	94.7	100.0	100.0	100.0	100.0	82.8	90.9	81.3	89.0
Average Days on Market.....	0	0	139	175	97	134	221	146	146	145	146
Sales at List Price.....	0	0	14	0	2	3	4	8	31	11	42
Percent of Sales at List Price.....	0	0	73.7	0	40.0	50.0	66.7	27.6	47.0	68.8	51.2
Sales to Listing Inventory Ratio.....	0	0	19.8	16.7	5.7	11.3	37.5	34.1	19.2	20.3	19.4
Final Sale to New Listing Ratio.....	0	0	65.5	0	20.0	33.3	60.0	74.4	54.5	72.7	57.3

SEPTEMBER 2011

SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED
505RESIDENTIAL PROP.
ESCROW OPENED
475RESIDENTIAL PROP.
ESCROW CLOSED
336

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS.....	15	8	91	27	37	65	23	95	361	144	505
TOTAL ACTIVE LISTINGS.....	44	34	286	81	160	181	51	256	1,093	484	1,577
AVERAGE DAYS ON MARKET.....	108	161	107	98	121	105	108	110	111	114	112
AVERAGE LIST PRICE IN THOUSANDS.....	496.0	735.6	388.7	387.1	325.6	372.0	487.4	507.7	424.2	270.2	376.9
MEDIAN LIST PRICE IN THOUSANDS.....	435.0	569.0	285.0	331.9	235.0	324.9	479.0	369.9	328.8	188.9	285.9
BOMS.....	2	2	32	13	11	21	4	28	113	30	143
AVERAGE BOM PRICE IN THOUSANDS.....	354.5	564.4	244.3	406.2	383.9	334.1	352.3	376.8	337.5	243.4	317.7
BOM TO SALE RATIO.....	50.0	0	51.6	68.4	61.1	50.0	18.2	44.4	49.1	28.3	42.6
EXPIRATIONS.....	4	0	11	6	10	11	2	24	68	31	99

PENDING SALES:

NEW ESCROWS OPENED.....	13	2	100	23	32	63	27	98	358	117	475
TOTAL YTD ESCROWS OPENED.....	60	27	652	207	243	472	181	695	2,537	856	3,393
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET.....	73	300	73	113	87	116	63	106	94	76	89
NEW OPEN ESCROWS AVERAGE LIST PRICE.....	324.4	420.0	272.9	367.4	221.6	350.5	450.6	362.7	328.7	207.0	298.7

CLOSED SALES:

NEW ESCROWS CLOSED.....	4	0	62	19	18	42	22	63	230	106	336
TOTAL YTD ESCROWS CLOSED.....	43	26	524	174	195	394	150	576	2,082	774	2,856
VOLUME OF NEW SALE DOLLARS IN MILLIONS.....	1,320	0	18,037	6,375	6,563	15,123	10,381	23,359	81,159	22,243	103,401
VOLUME OF TOTAL YTD SALES IN MILLIONS.....	13,280	10,269	159,617	62,017	61,769	138,405	72,069	231,246	748,671	166,886	915,557
AVERAGE SALE PRICE IN THOUSANDS.....	330.0	0	290.9	335.5	364.6	360.1	471.9	370.8	352.9	209.8	307.7
MEDIAN SALE PRICE IN THOUSANDS.....	285.0	0	260.0	315.0	303.7	335.0	515.0	340.0	329.9	182.0	288.4
COOP SALES.....	4	0	54	13	16	38	18	51	194	85	279
PERCENT OF COOP SALES.....	100.0	0	87.1	68.4	88.9	90.5	81.8	81.0	84.3	80.2	83.0
AVERAGE DAYS ON MARKET.....	113	0	160	196	110	108	127	135	139	125	134
SALES AT LIST PRICE.....	2	0	36	14	11	21	13	28	125	59	184
PERCENT OF SALES AT LIST PRICE.....	50.0	0	58.1	73.7	61.1	50.0	59.1	44.4	54.3	55.7	54.8
SALES TO LISTING INVENTORY RATIO.....	9.1	0	21.7	23.5	11.3	23.2	43.1	24.6	21.0	21.9	21.3
FINAL SALE TO NEW LISTING RATIO.....	26.7	0	68.1	70.4	48.6	64.6	95.7	66.3	63.7	73.6	66.5

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	95	20	13	12925
100,000 TO 109,999	53	24	5	4	17438
110,000 TO 119,999	91	54	9	5	16550
120,000 TO 139,999	89	80	22	14	16791
140,000 TO 159,999	101	75	12	7	15218
160,000 TO 179,999	39	68	13	7	15475
180,000 TO 199,999	66	58	20	15	13184
200,000 TO 249,999	73	189	41	25	13628
250,000 TO 299,999	97	176	36	29	30147
300,000 TO 349,999	59	133	40	24	12925
350,000 TO 399,999	60	117	31	18	22108
400,000 TO 449,999	39	70	16	9	14581
450,000 TO 499,999	31	67	12	7	4945
500,000 TO 549,999	179	52	12	8	139030
550,000 TO 599,999	51	49	12	10	68465
600,000 TO 699,999	70	41	10	10	36520
700,000 TO 799,999	18	44	2	2	22000
800,000 TO 899,999	6	25	1	0	N/A
900,000 TO 999,999	210	18	1	1	155000
1,000,000 TO 1,999,999	97	49	4	3	89011
MORE THAN 2,000,000	0	14	0	0	N/A
TOTALS	73	1498	319	211	25539

LISTINGS

4,962

2011 RMLS TOTAL - VOLUME

\$915,557,000

SALES

2,968

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



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

[illegible]

REALTOR® RESOURCE CENTER

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

BUILDING REPAIRS & REMODELING

GAMBINO ELECTRIC
Corrections Troubleshooting
Lic. 315797 Cell (818) 468-8456 (818) 718-1922
Exp. #12 (12-14)

JIMMY'S HAULING
Yard, garage, construction clean up, trash out, small demo, concrete removal and hauling. Free estimate CA Lic. #764219.
.....(818) 882-2339...Cell (818) 535-8489.....
Exp. #1 (1-19-12)

QUICK PATCH, PLASTER & DRYWALL
Repairs match all textures. Interior & Exterior. Water damage. Lic. #293579.....(818) 7781-6032
Exp. #12 (12-14)

**A/C & HEAT INSPECTIONS
REPAIR & INSTALLATION**
818-599-6756.....LIC. #802169
Exp. #11 (11-16)

**HARDWOOD FLOOR, KITCHEN CABINETS, FINE
FURNITURE REFINISHING. INSTALLATION, REPAIRS.**
BILL.....(818) 481-4651
Exp. #12 (12-14)

A PERFECT CONNECTION, INC.
Licensed Electrical Contractor #879206
**Electrical corrections, trouble shooting and
repairs.** Free Estimates. We Show Up.
Major Credit Cards Accepted.
(323) 257-2724
Exp. #1 (2-12)

REAL ESTATE

WANTED

**12 Ugly, in need of repair,
Single Family Homes
in the San Fernando Valley
(and surrounding areas).**

**We PURCHASE (ALL CASH)
IN 7 DAYS**

OUR PROMISE:
All Agents that find them will
List Properties for Sale
upon rehabbing them.

Send us a deal today!

David Gutierrez, Mgr. of MI, LLC

Direct
(818) 922-5997

david@oldmissionfinance.com

EMPLOYMENT

RUBICON, 40 yrs same location, fullor part time, no fees, free training, splits to 90%, must have sense of humor. Very busy locaiton. Easy parking, no office charges, real estate or loans, in-house escrow, optional floor time. Weekly optional fun meetings, stocks, health. Nick the Broker (818) 734-9133. A Smile Can Go a Mile.
Exp. #11 (11-16)

FINANCIAL SERVICES

Private Money Loans! For all types of property!
Commercial, Industrial, Rehab/Fixers, Residential
* * Fast Funding * *

Competitive Terms/Conditions
David at Gasbarro Investments, Inc. @ 818 223-0190
Broker/Lender ~ DRE# 01151838 ~ NMLS# 360421
Exp. #12 (12-14)

MAINTENANCE & REPAIRS

LIC. ELECTRICIAN. Security lights, maintenance, Pool/spa repairs, remodel. Troubleshooting (all prices negotiable) Lic. #956157.....(818) 518-5177
Exp. #11 (11-16)

VACANT HOME CLEANING SPECIALIST
APPLE CLEANING/PAINT. FORECLOSURES, HAULING.
(661)298-2084JOHN/JUNECARPETSHAMPOO(818)993-5102
Exp. #10 (10-19)

QUALIFIED HANDYMAN SERVICES. All kinds of jobs. Immediately response. Free estimates. Ask for Alberto or Andy (818) 347-8765.....Fax (323-588-1490. Lic. 750345
Exp. #1 (1-2012)

PROFESSIONAL SERVICES

GARY SCHIFF PLUMBING
Owner operated, Roto Rooter, Main Line Drain Cleaning. Fast Reliable, inexpensive plumbing repairs. Water heaters, garbage disposals, faucets, pressure regulators and more. St Lic #683205.....(818) 700-1079
Exp. #11-11-16

POOL CLEAN UPS/REO SPECIALIST
DRAINING, ACID WASHING, REPAIR & INSTALL PUMPS, FILTERS HEATERS. PLASTER, TILE, PLUMBING & ELECTRICAL REPAIRS. POOL INSPECTIONS: \$175. C-53 LICENSED CONTRACTOR #610398. SFV, SIMI, SANTA CLARITA. **THE POOL WORKS.....805-577-6822**
Exp. #2 (2012)

WIZE CHOICE
TILE & GROUT CLEANING SEALING COMPANY
LICENSED SEALER **(818) 378-6360** FREE ESTIMATE.
PROFESSIONAL PRESSURE WASHING SERVICES.
Exp. #12 (12-14)

\$\$ Avoid I.R.S. Penalties \$\$
Tax Preparation: Individual, Business, Corporation
Need to File Current Returns, Or Late Filings?
Gary M. Martin Enrolled Agent, Lic. #41838
Office: (818) 709-2500
GARYMARTIN@SOCAL.RR.COM
Exp. #4 (4-2012)

MOLD INSPECTIONS
Escrow mold screening/investigation, visual inspection, moisture assessment, sampling, recommendations. Initial consultation/inspections by experienced certified professional CIEC/CMRS starting at \$110.00 Visit our website at PPIENVIRO.com or call today to speak with our environmental professional. PPI L.L.C/Environmental Services.....(818) 707-7725
Exp. #2 (2012)

REAL ESTATE

Meet Rodney and Nelly Gonzalez...

Another Park Regency Success



Rodney & Nelly Gonzalez

Park Regency Realty provided Rodney and Nelly Gonzalez the opportunity to learn the real estate business as newcomers. Now, several years later, they've gleaned enough to become Park Regency's fourth leading producer in 2010, with just under \$10 million in sales and are on track to exceed those numbers in 2011. Their rapid accomplishments in real estate have opened a lot of eyes, theirs included. "Park Regency's philosophy of developing good, well-rounded individuals, not just salespeople, has taught us a lot about life," says Rodney. "We've learned to look at the bigger picture, and it's made us happier as well as more successful. With a positive attitude and persistence, there's no limit to what you can achieve." Insight, focus and inspiration – at Park Regency, it's more than a pep talk. It's a winning outlook.



Facebook.com/ParkRegency

818-363-6116 • www.ParkRegency.com
10146 Balboa Blvd. Granada Hills, CA 91344



REALTOR® RESOURCE CENTER

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

PROFESSIONAL SERVICES

LICENSED LAND SURVEYOR
LOT LINES, CERT OF COMPLIANCE,
LOT LINE ADJUSTMENT
DAN MAY.....661-297-2667
Exp. #12 (1-19-12)

REVERSE MORTGAGE FOR HOME PURCHASE

JERRY T. COHEN
WELLS FARGO HOME MORTGAGE.
Tel (818) 316-0863.....Cell (818) 631-1110
jerry.t.cohen@wellsfargo.com
www.wfhm.com/jerry-cohen
Exp. #11 (11-16)

HATE SHORT SALES?

REFER THEM

You get 30% of gross listing commission. I do the work.
Experience Short Sale Realtor. Raul Aponte, CDPE, SFR,
R.E. Broker. DRE Lic. #011858209
Direct(818) 262-1662
Exp. #3 (3-2012)

PERMIT PLAN PERMIT PLAN

LEGALIZE ROOM ADDITION
BUILDING CODE VIOLATION

ALEX.....(818) 497-3799
Exp. #3 (3-2012)

ROOFING Inspection within 24 hrs. 1-818-772-7500
ROOFING OCTAGON ROOFING CO. Fast serv.
ROOFING Certification-all types repaired & installed
ROOFING Insured & CA Lic. #767713
ROOFING with over 20 years experience.
Exp. #12 12-20-13

REO LOCKSMITH NEALS KEY SERVICE
Quick on time service for REOs & evictions. Convenient
billing.....(818) 363-8010
Exp. #1 (1-12)

LEGAL

THE LAW FIRM OF KATZ & BLOCK
DENNIS P. BLOCK & ASSOCIATES
The Number One Law Firm Specializing in
TENANT EVICTIONS
UNLAWFUL DETAINER



ENCINO
(818) 986-3147



- Guaranteed rapid filings
- No office visit required
- Free telephone consultations
- More experience than any other law firm
- Lockout Management service available

FULL COLLECTION SERVICES
FREE FORMS AND
TELEPHONE CONSULTATIONS

Open Monday through Saturday

Call after hours for our informational hotline
including free forms

OTHER AREA OFFICES:
LOS ANGELES VALLEY VILLAGE
323-938-2868 818-432-1980

TOLL FREE
800-77EVICT

www.evict123.com

REAL ESTATE

\$39 per month

**100%
COMMISSION**



GOLD STAR REALTY

We Offer:

Full Time Experienced Broker
Equipped Offices & Conference Rooms
Most Southland MLS Services
Friendly and Helpful staff

(818) 757-4567

20 YEARS IN BUSINESS

17815 Ventura Blvd., Suite 205, Encino

TERMITE INSPECTION & FUMIGATION

**NORDHAGEN AND
DAUGHTERS**

EXTERMINATING
COMPANY INC.

TERMITE INSPECTIONS & FUMIGATIONS

SRAR 2002 "AFFILIATE OF THE YEAR"

YOU'VE TRIED THE REST...

YOU DEMAND THE BEST...

PUT US TO THE TEST !!!

- ◆ We do our OWN fumigations (No Sub-Contractor)
- ◆ Salaried inspectors (NO COMMISSIONS)
- ◆ FREE inspection if competitive bid
- ◆ Computer generated, emailed reports
- ◆ Recommended repairs performed by our company
- ◆ Licensed, insured and bonded

800-933-7378 800-649-1922 FAX
818-886-3454 661-255-1902 FAX
661-254-2133

Affiliate member SRAR
Affiliate member REOMAC
Member PCOC (Pest Control Operators of California)
CA Reg. #PR 2861

PROPERTY INSPECTION



California General
Building Contractors
Lic. No. 305021



JERRY CARLISLE
PROPERTY INSPECTIONS

MASTER CREIA INSPECTOR
AS DESIGNATED BY THE CALIFORNIA REAL
ESTATE INSPECTION ASSOCIATION

Member
AMERICAN SOCIETY OF
HOME INSPECTORS

Over twenty years of property inspection experience

Single Family Residences
Condos
Townhouses
Apartment Buildings
Commercial/Industrial Buildings

(818) 880-9195

(310) 478-8039

20929 Ventura Blvd. Suite 47-148
Woodland Hills, CA. 91364

HomeInspectJerry@aol.com
www.PropertyInspector.CityMax.com

REALTOR® RESOURCE CENTER

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

REAL ESTATE

(818) 755-0002

Confidential Interview

Call For a

Concept To A New Level!

Taking the 100%

www.ExclusiveEstatePro.com

Exclusive
Estate Properties, Inc.



Are you ready to keep
more of your commission?

TERMITE INSPECTION

Termite & Retrofitting

Termite Inspection

- Fast report (fax or e-mail)
- Bill to escrow
- Free inspection if competitive bid
- All works fully guaranteed
- We will beat or meet other bid

Retrofitting Inspection

- Gas shut-off valve
- Water conservation
 - Ultra low flow toilet
 - Shower head
 - Certificate of compliance
- Smoke detector
- Window safety glazing



Call: (818) 886-7378
(310) 328-7378



Get two inspections for one call

PROPERTY INSPECTION



**"Property Inspectors
You Can Count On!"**

April Kass
818-951-1795

LaRoccaInspect.com

CONSTRUCTION



STYL'N CONSTRUCTION, INC.

R.E.O. / Foreclosures

Email: Styl'n@earthlink.net

Hey Brokers - We Do It All!

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

No One Has Our Experience Or Billing Terms!

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

Office: (818) 407-1327

Fax: (818) 407-1462

Licensed • Bonded & Insured • Lic. #806623

SIGNS

ARTO SIGN CO.
DIGITAL & SILK SCREEN PRINTING
www.ArtoSign.com

Customized, Personalized RE Signs

For Sale/Yard Signs: Panel Size 30"x24", 1/4" MDF Hardboard, Two sided
PVC A-Frame With 24"x18" Open House Sign, panel 1/8" Masonite Hardboard

For Sale JULIE HSU (626) 202-2221

OPEN HOUSE HEATHER HUNSENGER (310) 387-2267

OPEN HOUSE JOE COHAN (618) 235-9777

NEW Ask For Big PVC A-Frame 24"x24" 34"Height

Call Extra Low Pricing QTY. 6 ea. \$37.95 Toll Free 877-871-6175 Full Color, Digital Printing

ARMANDO SANDOVAL 818-822-1198

SEA LION TAMMY HOLDEN (818) 285-0200

BANNERS, CANVAS, CAR MAGNETS, RIDERS, FLAGS, METAL A-FRAME, BROCHURE BOX, FRAMES, POSTER 24"x24" 34"Height

TEL: 818-500-9111 800.644.9994

5838 SAN FERNANDO RD. #C, GLENDALE CA 91202 Prices subject to change without notifications



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

**7232 Balboa Blvd.
Van Nuys CA 91406**

PRESORTED
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

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

OUTWEST

2nd 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.

Business Opportunity Marketing and
IRC 1030 Exchanging
Bring copies of your Haves and Wants
How to Value a business!
Learn about 4x Trading

Followed by a light lunch.

Reservations or Information: Harvey at
harveyok2@yahoo.com

SCV CARAVAN 1st and 3rd Fridays

Location: Home Town Buffet- 23154 W.
Valencia Blvd., Santa Clarita Valley
Date: 1st & 3rd Friday's
Time: 8:30am
Topic: MLS Marketing Meeting

NORTH L.A. COMMERCIAL REAL ESTATE FORUM

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