

# REALTOR<sup>®</sup> REPORT

November/December, 2011

*The Official Publication of Southland Regional Association of REALTORS<sup>®</sup>*

## Your Phone will be Your eKEY & More

**Lockbox Exchange  
Begins December 12th**

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**Time Limit for Filing Ethical  
Complaints has Changed**  
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**TEXAS HOLD 'EM  
& CASINO NIGHT**

DECEMBER 3, 2011

6:00-10:00PM

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Volume 91 • Issue 11

# NEW LAWS TO GO INTO EFFECT 2012

OLGA MORETTI, SRAR RISK MANAGEMENT COMMITTEE 2011

The latest California legislative session passed several new laws that may affect Realtors. Following is a synopsis of some of the new laws involving licensing and expanded authority of the Department of Real Estate. The full text of a specific bill is available at [www.leginfo.ca.gov](http://www.leginfo.ca.gov).

**Brokers Designating Managers:** Under a law sponsored by C.A.R. effective July 1, 2012, an employing broker may appoint a licensee as a manager to supervise the licensed activities, clerical staff, and day-to-day operations of a branch office or division. An appointed manager who fails to properly supervise licensed activities will be subject to disciplinary action by the California Department of Real Estate (DRE). Appointing a manager, however, does not limit the employing broker's supervisory responsibilities. The appointment of a manager must be in a written agreement in which the manager accepts the delegated responsibility. The employing broker must notify the DRE when a manager has been appointed or terminated. A licensee cannot be an appointed manager if the licensee holds a restricted license, is or has been subject to a debarment order, or is a salesperson with less than two years of full-time real estate experience within the last five years. Senate Bill 510.

**Strengthening DRE Enforcement:** Effective January 1, 2012, the DRE will have greater disciplinary authority to achieve its highest priority of protecting the public. A licensee will be required to report to the DRE within 30 days of any of the following: (1) disciplinary action taken by another licensing entity in California or another state, or by a federal governmental agency; (2) an indictment or information charging a felony against the licensee; or (3) a conviction of a felony or misdemeanor, including a plea of guilty or no contest. Failure to comply with this reporting requirement will be cause for discipline. The DRE's broader disciplinary authority will also include, among other things, the ability to automatically suspend

the license of anyone incarcerated after a felony conviction. For disciplinary actions, the DRE can conclusively presume without a hearing that a licensee's conviction of murder, rape, lewd and lascivious acts, or a violation of dangerous drugs or controlled substances laws is substantially related to the licensee's qualifications, functions, or duties. The DRE will also be able to enter into a pre-prosecution settlement with a licensee or applicant instead of issuing an accusation or statement of issues, but the settlement shall be considered discipline. Additionally, the DRE can request that a disciplinary order requires the disciplined licensee to pay reasonable investigation and prosecution costs. Failure to pay can result in non-renewal of license. The DRE can also require that a restricted licensee pays the costs for monitoring the licensee and monetary restitution to any person who sustained damages caused by the licensee's misconduct. Again, failure to pay can result in non-renewal of license. Senate Bill 706.

**DRE Issuing Citations and Fines:** Starting January 1, 2012, the DRE can issue a citation and fine up to \$2,500 if, upon investigation, it has cause to believe that a licensee has violated the DRE rules, or a unlicensed person has engaged in licensed activities. The person cited can request a hearing within 30 days from receipt of the citation. The citation and fine will be in lieu of DRE disciplinary action for the offense cited, and the citation will not be reported as discipline. However, failure to comply with the terms of the citation or pay the fine within a reasonable time specified by the DRE shall result in disciplinary action and non-renewal of license. The DRE may also apply to a superior court for a judgment in the amount of the fine and an order compelling compliance. All administrative fines collected will be deposited into the Real Estate Recovery Fund, which has, under Senate Bill 706, been renamed the

Consumer Recovery Account. Additionally under this law, if the DRE delays the renewal of a license due to a pending disciplinary action, the license will not expire until the results of the disciplinary action are final or the license is voluntarily surrendered, whichever occurs first. This law also gives the DRE the authority to make public information confirming the fact of certain investigations or proceedings regarding a licensee, and to apply for a court order to enforce a subpoena if a licensee has refused to obey. Senate Bill 53.

CONTINUED ON PAGE 4


## ETHICAL COMPLAINTS:

# TIME LIMIT FOR FILING HAS CHANGED

Effective immediately, the time limit to file an ethical complaint against a member of Southland Regional Association of REALTORS® has been reduced to **180 days from the alleged violation**.

The previous was set at one year. If you have any further questions, please contact our Professional Standards Department at 818-947-2226 or you can download a copy of our complaint form and rules on [www.srar.com](http://www.srar.com).

CONSUMER PRICE INDEXES						
SEPTEMBER 2011						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		ONE MONTH ENDING
	SEPT 2010	AUG 2011	SEPT 2011	AUG 2011	SEPT 2011	SEPT 2011
Los Angeles - Riverside - Orange County	226.048	231.833	233.022	2.4	3.1	0.5



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

## REALTOR® REPORT

*The Official Publication of SRAR*

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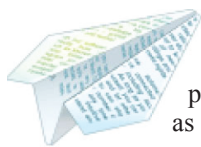
# "THERE'S AN APP FOR THAT" SRAR AND SUPRA ARE HOSTING A LOCKBOX EXCHANGE

## TapeMeasure



TapeMeasure is a GPS based measurement tool which gives you the ability to take measurements from a previous position to your current position. It displays the latitude, longitude, altitude, and accuracy of your current position, as well as shows you the current measurement being taken.

## PrinterShare



With PrinterShare® you can print documents and photos on other people's printers as easily as on the one connected to your machine. No special technical knowledge is required from both - printer owner and user. It just works!

## Brightest Flashlight Free!



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\* Screen at Bright Maximum\* Keyboard Backlight at Maximum\* Soft Keys Backlight at Maximum\* Notification LED at Maximum\* Automatic Timer Exits Application after 2 Minutes\*

## Glympse



Is the easy way to safely share your location in realtime. No social network to manage. Send a Glympse to anyone via email, SMS, Facebook, Twitter.



**"COMMERCIAL DAY 2012 IS COMING"**

It's Free to exchange your old blue lockboxes for new Bluetooth iBoxes. You will also have the opportunity to upgrade to the eKEY. Lockboxes are exchanged one for one. There will be four locations available for the exchange during the week of December 12th. An email will be sent to every Active Member giving dates and times of the exchanges. You may choose the location nearest you. Be sure to watch your emails!

Temple Ahavat Shalom – 18200 Rinaldi Pl. Northridge, CA 91326

Temple Adat Ari El – 12020 Burbank Blvd. Valley Village, CA 91607

Temple Aliyah – 6025 Valley Circle Woodland Hills, CA 91367

Soledad Plaza Shopping Center – 20655 Soledad Cyn, Santa Clarita, 91351

Important Notice: A Keybox must be registered to you in the SRAR Supra system prior to being exchanged. Members will only be able to exchange those boxes that are registered. You will receive an email within the next week that will give you a list of your registered boxes. If you have purchased boxes from another Agent, you must bring that box and a letter stating the purchase into the Association office to have it registered. Unregistered boxes cannot be exchanged. The boxes must be put on the programming base to register so must be brought into the Association office.

Make your Smartphone your lockbox key and carry only one device! eKEY is an 'app' that turns your Smartphone into your Lockbox Key. To see if your Smartphone is on the list of accepted devices, please go to [www.supraekey.com](http://www.supraekey.com) and click on "Certified eKey Devices" on the right vertical menu. To download the eKEY 'app':

**iPhone** – Select 'App Store' icon, select Search and search for Supra eKEY, select the app, & tap Install

**Android** – Select 'Market' icon, select Search and search for Supra eKEY, select the app, & tap Install

**BlackBerry** – On your phone, open the internet browser, type [www.ekeymobile.com](http://www.ekeymobile.com) and download.

If you plan to upgrade your service to eKey Basic or eKey Professional, please be sure to download the 'app' prior to attending the Exchange event.

## Why exchange?

- A larger key container stores 5+ keys or 2+ gate cards and 2 keys
- Stores last 100 accesses
- Long-life lithium batteries that never need replacing



• Shackle comes totally off for easier placement on properties

• Communication range of 3' for Bluetooth

• Communication range of 1" for Infrared

• Smartphones can communicate directly with Supra's iBox BT via Bluetooth. No additional hardware is required. iPhone adapter fob still required.

Be sure to keep your fob in case you encounter an older Keybox from another Association.

Please bring with you to the exchange event:

• Your SRAR Membership Card or a government issued photo ID

• Your old blue lockboxes for a one-for-one exchange. You should exchange all boxes registered to you. If you have a large number of boxes out on listings, you may attend the exchange more than one time.

• If upgrading to the optional eKEY Basic or Pro to use your smartphone as your lockbox key, bring your ActiveKEY and your smartphone with the 'app' downloaded

• Payment for the iPhone adapter or fob in forms of: American Express, Discover, MasterCard, or Visa. Adapters or fobs may also be purchased at the Association stores in Van Nuys or Santa Clarita.

• Assistants may exchange keyboxes with a letter from the Responsible Agent. Assistant must have a photo ID.

What happens if I can't get to a location during the week of December 12th? The Exchange will continue for a period of 30 days with the locations being moved back to the Van Nuys and Santa Clarita offices. Keyboxes can be exchanged during business hours at either Association location. However, there will be no appointments made and limited staff will be available. There may be lines as Members will be taken on a first come, first served basis. If at all possible and for faster service, please make every effort to exchange your Keyboxes at one of the four locations during the week of December 12th.

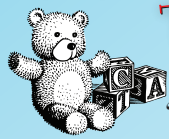
# NEW LAWS TO GO INTO EFFECT 2012

CONTINUED FROM PAGE 2

**Reporting Broker-Owned Escrows and Securities Qualification Exemptions:** Starting July 1, 2012, a broker who conducts escrow activities for five or more transactions in a calendar year under the broker exemption from the Escrow Law, or whose escrow activities are \$1 million or more in a calendar year, must file with the DRE an annual report of the number of escrows and dollar volume. The report must be filed within 60 days after the end of a calendar year in which the threshold is met. A failure to submit the report will be penalized at \$50 per day for the first 30 days and \$100 per day thereafter, up to \$10,000. A broker who fails to pay the penalty may be subject to license suspension or revocation. All penalties collected will be deposited into the Consumer Recovery Account under the Real Estate Recovery Program. Effective January 1, 2012, this law also requires a broker who files certain information with the DRE for an exemption from securities qualification to submit a copy of that information to any investor who gives funds to the broker in connection with a transaction involving the sale of a series of notes (or undivided interests in a note) secured by real property under section 10237 of the California Business and Professions Code. Senate Bill 53.

*(Information provided by C.A.R. go to [car.org](http://car.org) for additional new laws which may affect Realtors and their clients.*

## SRAR's 2011 Kids Holiday Toy Drive



benefiting  
"Spark of Love"

Collect new, unwrapped toys for needy children!

Collection begins NOW through December 16, 2011

To obtain a collection box for your office, contact Andre Buado at 818-947-2298 or [andreb@srar.com](mailto:andreb@srar.com)

Bring all collected toys to the SRAR office by December 16, 2011.

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Chatsworth | Santa Monica | Simi Valley | Thousand Oaks | Valencia | Warner Center



SOUTHLAND REGIONAL  
ASSOCIATION OF REALTORS®, INC.

## TEXAS HOLD 'EM & CASINO NIGHT

**DECEMBER 3, 2011  
6:00-10:00PM**  
IN THE SRAR AUDITORIUM  
7232 BALBOA BLVD. - VAN NUYS, CA 91406

**Play in the Texas Hold 'Em Tournament**

- \* \$100 Buy-in with re-buys and add-ons available
- \* Prizes awarded for 1st, 2nd, & 3rd place
- \* Texas Hold 'Em limited to first 40 playing spots

**Or just come for the gambling & the fun!**

- \* \$50 General Admission, gets you \$25K in chips
- \* Gaming includes Blackjack, Roulette, & Craps
- \* Win tickets to enter raffles for amazing prizes

**Open bar, Appetizers,  
Amazing prizes,  
Great fun  
...and all for a good cause.**

*All proceeds will be donated to C.A.R.'s  
Housing Affordability Fund (HAF)*

For more information, contact: Andre Buado, 818-947-2298 or [andreb@srar.com](mailto:andreb@srar.com)

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Figueroa, Rafael Raford Management Co. 6345 Balboa Blvd. Suite #312 Encino, CA. 91316	Sanders, David David E. Sanders 22101 Gresham St. West Hills, CA. 91304
Garces-Cardozo, Ingrid Viviana Skycrown, Inc. 6851 Alta Loma Los Angeles, CA. 90068	Tapia, Marina Marina Tapia Broker 28119 Oaklar Dr. Santa Clarita, CA. 91350
Gibson, Richard Carl Richard Carl Gibson 21900 Burbank Blvd. #300 Woodland Hills, CA. 91367	Vladimirskaia, Zoya Zoya Vladimirskaia 7111 Winnetka Ave. #17 Winnetka, CA. 91306
Jannone, Marc Marc Jannone 5133 Beeman Ave. Valley Village, CA. 91607	Zeitouni, Zeina IrentToOwn Corp. 500 3rd Street San Francisco, CA. 94107

### SECOND POSTING

Aroyan, Armen Select Real Estate Service, Inc. 330 N. Brand Blvd. Suite 225 Glendale, CA. 91203	Lee, You-Chieh Ken Lee Homes 29320 Via Estancia Santa Clarita, CA. 91354
Carrington, Gary William Gary William Carrington 5844 Colfax Ave. North Hollywood, CA. 91601	Nazari, Shahriar S & K Realty 9800 Topanga Canyon Blvd. #215 Chatsworth, CA. 91311
Contreras, Jose Alex Jose A. Contreras Broker 20555 Devonshire St. #283 Chatsworth, CA. 91311	Rahimzadeh, Reza Realty America Group 23875 Ventura Blvd. #104 Calabasas, CA. 91303
Corcoran, Daniel CAPRE 28069 Lake's Edge Lake Arrowhead, CA. 92352	Robinson, Terance Making A Difference R.E. 6601 Center Drive West Suite 500 Los Angeles, CA. 90045
Dandy, Sharon Sharon Dandy 25379 Wayne Mills Pl. #115 Valencia, CA. 91355	Rogowski, Leonard LJR Co. 22817 Ventura Blvd. #406 Woodland Hills, CA. 91364
Engle, Scott A. Realty Source 365 Broadway #102 El Cajon, CA. 92021	Romero, Edward Sergio Ed Romero 4652 Fulton Ave. Sherman Oaks, CA. 91423
Escoto, Roland E. Roland E. Escoto 22111 Calvert St. #C-220 Woodland Hills, CA. 91367-3515	Stewart, Raymond LP Equity Resources II Inc. P.O. Box 8159 Calabasas, CA. 91372
Huang, James BRC Advisors 700 S. Flower St., Ste. 1400 Los Angeles, CA. 90017	Vardi, Debra Debra G. Vardi 4607 Lakeview Cyn. Rd. #228 Westlake Village, CA. 91361

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 Anderson, Michael D. / Keller Williams VIP Properties / Valencia  
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 Argueta, Daniel O. / Re-Search Concepts / Northridge  
 Ash, David / Access Southland Real Estate, Inc. / Corona  
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 De Guzman, April Arlene / Exit Realty Granada / Granada Hills  
 Dullas, Eleanor Z. / Exit Realty Granada / Granada Hills  
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 Ortiz Olivares, Christian Ivan / Keller Williams Realty North Valley / Granada Hills  
 Perry, Jennifer Ann / Rodeo Realty / Encino  
 Powell, Danielle / Classic Real Estate, Inc. / Valencia  
 Powers, Sylvia Marta / Rodeo Realty / Woodland Hills  
 Quintero, Anthony Jesus / Panorama Realty Services / Panorama City  
 Rebeck, Colin / E-Realtyhomes.com / Tarzana  
 Reese, Louisa Marie / Rodeo Realty / Northridge  
 Ritz, Rebecca / Exit Realty Granada / Granada Hills  
 Rojo, Eder George / Coast Pointe Real Estate Group / Woodland Hills  
 Rubino, Joanne / White House Properties / Woodland Hills  
 Sanchez, Gina Marie / Pinnacle Estate Properties, Inc. / Northridge  
 Santana, Pedro Juan / Quantum Realtors / Los Angeles  
 Smith, Mark De Andre / SCV Home Buyer / Valencia  
 Snedeker, Tiffany / Pinnacle Estate Properties / Valencia  
 Snyder, Lisa Marie / Keller Williams Encino-Sherman Oaks / Encino  
 Sussan, Arie / E-Realtyhomes.com / Tarzana  
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 Tarzi, Mina / Coldwell Banker Quality Properties / Northridge  
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The following Real Estate Brokers have applied for REALTOR® membership. If you have any objections to an applicant's admittance, the objection should be submitted in writing to the Membership Committee at once. In the event a qualified complaint is received, the complaint will be forwarded to the applicant and to the Chairman of the Membership Committee to ascertain that the complaint comes within the purview of the 7 point criteria established by the National Association of Realtors®. If it does not, the complainant is notified and the applicant is admitted to membership. If it does, the Membership Committee Chairman shall appoint a panel of 3 members from the committee to interview the applicant. The Panel shall make its recommendation to the Membership Committee, which shall then forward its recommendation to the Board of Directors. If the committee recommends disapproval of the application, the Board of Directors will review the recommendation and render a final decision.

## SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR OCTOBER

### ACTIVE INVENTORY

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	127	139	96	152	155	669	354	1,023
Total Active Listings.....	382	411	324	496	526	2,139	1,170	3,309
Average Days on Market.....	103	105	109	105	109	106	119	111
Average List Price in Thousands.....	269.7	676.2	716.6	487.1	971.0	638.4	442.6	569.2
Median List Price in Thousands.....	259.0	500.0	430.0	400.0	549.0	399.9	275.0	365.0
BOMS.....	43	27	49	47	50	216	95	311
Average BOM Price in Thousands.....	262.4	558.8	528.5	365.4	554.0	449.7	314.6	408.4
BOM to Sale Ratio.....	34.4	29.7	56.3	37.9	52.1	41.3	46.6	42.8
Expirations.....	21	24	26	30	51	152	77	229

### PENDING SALES

New Escrows Opened.....	153	115	93	154	156	671	298	969
Total YTD Escrows Opened.....	1,123	1,064	854	1,298	1,347	5,686	2,371	8,057
New Open Escrows Average Days on Market.....	73	74	66	82	85	77	82	78
New Open Escrows Average List Price.....	264.0	565.3	611.8	420.2	586.0	474.6	357.0	438.4

### CLOSED SALES:

New Escrows Closed.....	125	91	87	124	96	523	204	727
Total YTD Escrows Closed.....	994	984	736	1,158	1,204	5,076	2,051	7,127
Volume of New Sales Dollars in Millions.....	29,990	51,090	54,583	53,97	50,104	238,865	69,222	308,086
Volume of total YTD Sales in Millions.....	260,119	524,863	420,672	501,071	719,972	2,426,697	747,490	3,174,187
Average Sale price in Thousands.....	239.9	561.4	627.4	428.2	521.9	456.7	339.3	423.8
Median Sale Price in Thousands.....	240.0	459.0	415.0	395.0	410.0	350.0	300.0	335.0
Coop Sales.....	84	77	71	99	75	406	158	564
Percent of Coop Sales.....	67.2	84.6	81.6	79.8	78.1	77.6	77.5	77.6
Average Days on Market.....	129	119	116	117	126	122	141	127
Sales at List Price.....	63	29	37	52	31	212	88	300
Percent of Sales at List Price.....	50.4	31.9	42.5	41.9	32.3	40.5	43.1	41.3
Sales to Listing Inventory Ratio.....	32.7	22.1	26.9	25.0	18.3	24.5	17.4	22.0
Final Sale to New Listing Ratio.....	98.4	65.5	90.6	81.6	61.9	78.2	57.6	71.1

## SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR OCTOBER

### ACTIVE INVENTORY

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	40	69	33	43	51	236	104	340
Total Active Listings.....	134	240	138	127	164	803	429	1,232
Average Days on Market.....	108	99	116	116	118	110	132	118
Average List Price in Thousands.....	174.3	312.7	263.0	270.1	286.3	268.9	332.2	290.9
Median List Price in Thousands.....	157.0	299.0	217.5	242.0	232.5	230.0	260.0	240.0
BOMS.....	16	18	13	10	17	74	32	106
Average BOM Price in Thousands.....	157.8	285.4	215.1	297.7	247.2	238.3	297.1	256.1
BOM to Sale Ratio.....	35.6	31.0	37.1	28.6	38.6	34.1	43.8	36.6
Expirations.....	7	14	9	8	9	47	17	64

### PENDING SALES

New Escrows Opened.....	51	55	51	36	56	249	87	336
Total YTD Escrows Opened.....	361	505	418	364	464	2,112	820	2,932
New Open Escrows Average Days on Market.....	105	84	79	96	78	88	100	91
New Open Escrows Average List Price.....	184.9	257.8	250.6	251.5	246.5	237.9	312.5	257.2

### CLOSED SALES:

New Escrows Closed.....	45	58	35	35	44	217	73	290
Total YTD Escrows Closed.....	329	463	370	314	409	1,885	722	2,607
Volume of New Sales Dollars in Millions.....	8,408	17,952	7,720	8,679	14,471	57,231	20,026	77,257
Volume of total YTD Sales in Millions.....	53,452	142,105	88,216	81,098	104,080	468,951	208,108	677,059
Average Sale price in Thousands.....	186.9	309.5	220.6	248.0	328.9	263.7	274.3	266.4
Median Sale Price in Thousands.....	160.0	300.0	207.0	225.5	229.9	225.0	250.0	230.0
Coop Sales.....	30	45	32	34	35	176	54	230
Percent of Coop Sales.....	66.7	77.6	91.4	97.1	79.5	81.1	74.0	79.3
Average Days on Market.....	117	137	119	132	109	123	162	133
Sales at List Price.....	22	20	17	18	18	95	23	118
Percent of Sales at List Price.....	48.9	34.5	48.6	51.4	40.9	43.8	31.5	40.7
Sales to Listing Inventory Ratio.....	33.6	24.2	25.4	27.6	26.8	27.0	17.0	23.5
Final Sale to New Listing Ratio.....	112.5	84.1	106.1	81.4	86.3	91.9	70.2	85.3



## OCTOBER 2011

## SFV RESIDENTIAL MLS SUMMARY

## MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL  
PROPERTIES LISTED  
**1,363**RESIDENTIAL PROP.  
ESCROW OPENED  
**1,305**RESIDENTIAL PROP.  
ESCROW CLOSED  
**1,017**

## ACTIVE INVENTORY:

NEW LISTINGS .....  
 TOTAL ACTIVE LISTINGS .....  
 AVERAGE DAYS ON MARKET .....  
 AVERAGE LIST PRICE IN THOUSANDS .....  
 MEDIAN LIST PRICE IN THOUSANDS .....  
 BOMS .....  
 AVERAGE BOM PRICE IN THOUSANDS .....  
 BOM TO SALE RATIO .....  
 EXPIRATIONS.....

EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
167	208	129	195	206	905	458	1,363
516	651	462	623	690	2,942	1,599	4,541
105	103	111	107	111	107	123	113
244.9	542.2	581.1	442.8	808.3	537.5	413.0	493.7
242.0	375.0	348.0	375.0	479.0	350.0	269.0	329.0
59	45	62	57	67	290	127	417
234.1	449.4	462.8	353.5	476.1	395.8	310.2	369.7
34.7	30.2	50.8	35.8	47.9	39.2	45.8	41.0
28	38	35	38	60	199	94	293

## PENDING SALES:

NEW ESCROWS OPENED .....  
 TOTAL YTD ESCROWS OPENED .....  
 NEW OPEN ESCROWS AVERAGE DAYS ON MARKET .....  
 NEW OPEN ESCROWS AVERAGE LIST PRICE .....

204	170	144	190	212	920	385	1,305
1,484	1,569	1,272	1,662	1,811	7,798	3,191	10,989
81	77	71	85	83	80	86	82
244.2	465.8	483.9	388.2	496.3	410.5	346.9	391.8

## CLOSED SALES:

NEW ESCROWS CLOSED .....  
 TOTAL YTD ESCROWS CLOSED .....  
 VOLUME OF NEW SALE DOLLARS IN MILLIONS .....  
 VOLUME OF TOTAL YTD SALES IN MILLIONS .....  
 AVERAGE SALE PRICE IN THOUSANDS .....  
 MEDIAN SALE PRICE IN THOUSANDS .....  
 COOP SALES .....  
 PERCENT OF COOP SALES .....  
 AVERAGE DAYS ON MARKET .....  
 SALES AT LIST PRICE .....  
 PERCENT OF SALES AT LIST PRICE .....  
 SALES TO LISTING INVENTORY RATIO .....  
 FINAL SALE TO NEW LISTING RATIO .....

170	149	122	159	140	740	277	1,017
1,323	1,447	1,106	1,472	1,613	6,961	2,773	9,734
38,398	69,042	62,303	61,777	64,575	296,095	89,248	385,343
313,572	666,968	508,888	582,169	824,052	2,895,648	955,598	3,851,246
225.9	463.4	510.7	388.5	461.3	400.1	322.2	378.9
230.0	350.0	310.0	350.0	367.0	309.9	285.0	300.0
114	122	103	133	110	582	212	794
67.1	81.9	84.4	83.6	78.6	78.6	76.5	78.1
126	126	117	120	121	122	146	129
85	49	54	70	49	307	111	418
50.0	32.9	44.3	44.0	35.0	41.5	40.1	41.1
32.9	22.9	26.4	25.5	20.3	25.2	17.3	22.4
101.8	71.6	94.6	81.5	68.0	81.8	60.5	74.6

## SELLING TIME - PRICE CHANGE - PRICE REDUCTION

SELLING PRICE RANGE:	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %	
LESS THAN 100,000	122	212	37	29	47168	26.5
100,000 TO 109,999	100	47	10	6	19033	13.4
110,000 TO 119,999	50	85	16	9	4268	2.9
120,000 TO 139,999	92	145	31	21	20331	12.0
140,000 TO 159,999	72	149	30	24	19296	10.3
160,000 TO 179,999	82	152	38	27	13847	14.7
180,000 TO 199,999	70	188	42	29	21068	8.6
200,000 TO 249,999	72	464	133	84	26046	7.7
250,000 TO 299,999	60	575	154	101	20647	6.1
300,000 TO 349,999	71	470	123	93	28323	6.3
350,000 TO 399,999	66	418	96	71	21480	4.0
400,000 TO 449,999	53	224	56	44	20076	11.3
450,000 TO 499,999	69	220	42	28	29898	5.6
500,000 TO 549,999	83	158	34	23	41661	6.7
550,000 TO 599,999	60	148	30	21	99888	6.3
600,000 TO 699,999	79	211	55	44	60136	7.7
700,000 TO 799,999	77	157	24	17	53969	6.0
800,000 TO 899,999	56	102	17	13	39157	4.2
900,000 TO 999,999	60	69	8	7	96356	8.9
1,000,000 TO 1,999,999	58	247	37	28	86596	21.2
MORE THAN 2,000,000	118	107	2	2	360000	10.2
TOTALS	71	4548	1015	721	31997	3.8

## LISTINGS

**16,715**

## 2011 RMLS TOTAL - \$ VOLUME

**\$3,851,246,00**

## SALES

**10,211**

\*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



# SAN FERNANDO VALLEY

2011



## OCTOBER 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	14	11	87	41	43	61	22	94	373	118	491
TOTAL ACTIVE LISTINGS	53	38	282	76	159	178	64	256	1,106	459	1,565
AVERAGE DAYS ON MARKET	112	152	121	83	125	113	102	110	115	118	116
AVERAGE LIST PRICE IN THOUSANDS	464.7	665.6	378.2	368.5	362.2	386.3	465.3	500.0	423.8	265.7	377.4
MEDIAN LIST PRICE IN THOUSANDS	415.0	548.0	279.0	329.8	235.0	315.0	449.0	375.0	329.9	189.0	289.0
BOMS	3	1	37	10	15	22	12	40	140	37	177
AVERAGE BOM PRICE IN THOUSANDS	266.0	399.0	303.0	294.2	383.7	325.1	484.4	345.5	342.0	218.5	316.2
BOM TO SALE RATIO	33.3	33.3	52.1	62.5	46.9	56.4	70.6	54.1	53.6	43.5	51.2
EXPIRATIONS	4	3	11	3	9	7	5	20	62	41	103
PENDING SALES:											
NEW ESCROWS OPENED	6	4	101	44	34	66	13	94	362	127	489
TOTAL YTD ESCROWS OPENED	61	29	720	240	269	525	183	759	2,786	947	3,733
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	78	96	77	101	101	81	78	89	86	91	88
NEW OPEN ESCROWS AVERAGE LIST PRICE	409.7	371.0	271.9	357.5	293.9	331.0	491.9	365.5	330.7	218.9	301.7
CLOSED SALES:											
NEW ESCROWS CLOSED	9	3	71	16	32	39	17	74	261	85	346
TOTAL YTD ESCROWS CLOSED	51	29	595	190	226	433	167	648	2,339	852	3,191
VOLUME OF NEW SALE DOLLARS IN MILLIONS	2.823	1.185	20.962	4.782	6.963	16.782	7.934	28.229	89.661	16.889	106.550
VOLUME OF TOTAL YTD SALES IN MILLIONS	15.863	11.453	180.574	66.800	68.362	155.073	80.004	258.881	837.009	181.923	1,018.932
AVERAGE SALE PRICE IN THOUSANDS	313.7	395.0	295.2	298.9	217.6	430.3	466.7	381.5	343.5	198.7	307.9
MEDIAN SALE PRICE IN THOUSANDS	335.0	449.9	257.9	294.9	184.0	350.0	450.0	337.5	300.0	157.5	264.0
COOP SALES	8	3	61	13	30	35	14	65	229	61	290
PERCENT OF COOP SALES	88.9	100.0	85.9	81.3	93.8	89.7	82.4	87.8	87.7	71.8	83.8
AVERAGE DAYS ON MARKET	139	89	133	161	182	136	146	144	145	128	141
SALES AT LIST PRICE	7	2	37	5	19	18	7	30	125	40	165
PERCENT OF SALES AT LIST PRICE	77.8	66.7	52.1	31.3	59.4	46.2	41.2	40.5	47.9	47.1	47.7
SALES TO LISTING INVENTORY RATIO	17.0	7.9	25.2	21.1	20.1	21.9	26.6	28.9	23.6	18.5	22.1
FINAL SALE TO NEW LISTING RATIO	64.3	27.3	81.6	39.0	74.4	63.9	77.3	78.7	70.0	72.0	70.5

## 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	68	109	29	21	25402
100,000 TO 109,999	121	23	5	5	41221
110,000 TO 119,999	75	52	7	5	31040
120,000 TO 139,999	63	70	19	11	9594
140,000 TO 159,999	110	62	14	14	23471
160,000 TO 179,999	116	78	17	12	16490
180,000 TO 199,999	71	65	12	7	12109
200,000 TO 249,999	66	184	49	41	28288
250,000 TO 299,999	92	169	38	30	21513
300,000 TO 349,999	80	116	33	23	22353
350,000 TO 399,999	52	110	31	17	17669
400,000 TO 449,999	83	87	24	13	12809
450,000 TO 499,999	84	70	15	7	17312
500,000 TO 549,999	114	47	13	11	57051
550,000 TO 599,999	52	61	3	3	31817
600,000 TO 699,999	35	43	6	4	41121
700,000 TO 799,999	102	38	3	3	113333
800,000 TO 899,999	52	27	3	3	84063
900,000 TO 999,999	104	21	3	2	151908
1,000,000 TO 1,999,999	90	45	3	3	138333
MORE THAN 2,000,000	14	13	1	0	N/A
TOTALS	78	1490	329	235	15593

## LISTINGS

2011 RMLS TOTAL - VOLUME

\$1,018,932,000

## SALES

3,314

\*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

RESIDENTIAL  
PROPERTIES LISTED  
491RESIDENTIAL PROP.  
ESCROW OPENED  
489RESIDENTIAL PROP.  
ESCROW CLOSED  
346



**SANTA CLARITA 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	803	321	174.6	42.3		862	322	164.0	37.4		822	181	79.1	22		574	263	86.3	45.8		476	231	82.7	48.5		519	241	75.2	46.4	
FEB	776	289	142.5	37.2		862	320	155.2	37.1		706	237	97.6	33.6		450	281	97.1	62.4		489	241	89.4	49.3		525	222	74.2	42.3	
MAR	1010	454	236.7	45.0		1121	469	241.6	41.8		766	299	120.1	39		506	336	105.4	66.4		592	354	123.4	59.8		585	310	104	53	
APR	926	473	260.2	51.1		1065	320	164.7	30.0		668	324	136.5	48.5		435	382	122.7	87.8		553	328	118.1	59.3		618	329	106	53.2	
MAY	1235	476	248.4	38.5		1090	355	183.6	32.6		614	396	153.4	64.5		434	337	111.7	77.6		465	368	135.9	79.1		588	363	115.8	61.7	
JUNE	1231	493	266.3	39.6		1098	377	207.4	33.9		642	391	162	60.9		448	350	120.9	78.1		551	357	123.4	64.8		578	397	128	68.7	
JUL	1149	469	244.5	40.8		960	365	186.4	38.0		643	418	158.5	65.0		463	393	138.7	84.9		564	302	115.8	53.5		512	364	115.7	71.1	
AUG	1123	483	251.3	43.0		1064	320	167.1	30.1		645	341	131.9	52.9		428	342	118.3	79.9		550	312	111.3	56.7		532	406	130	76.3	
SEPT	959	445	224.1	46.4		793	225	111.7	28.4		625	342	130.3	54.7		413	308	107.1	74.6		540	297	106.4	55		505	336	103.4	66.5	
OCT	824	380	193.6	46.1		793	227	107	28.6		634	371	137.4	58.5		469	334	117.9	71.2		525	279	93.1	53.1		491	346	106.5	70.5	
NOV	712	390	189.2	53.5		674	216	100.2	32.0		416	318	103.5	76.4		415	281	99.5	67.7		423	299	97.3	70.7						
DEC	423	372	200	87.9		566	226	104.6	39.9		433	366	120.5	84.5		315	323	114.0	92.0		407	308	102.6	75.2						
TOTAL	11,171	5,045	2631.4	45.2		10,948	3,742	1893.5	34.2		7614	3984	1530.8	55		5,353	3,930	1,339.6	73		6,135	3,676	1299.4	60.3						
	\$521,586					\$506,013					\$384,236					\$340,865					\$353,482									



## SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR OCTOBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	14	10	58	39	24	39	16	59	259	98	357
Total Active Listings.....	51	38	184	70	78	120	44	164	749	379	1,128
Average Days on Market.....	113	152	112	85	129	107	101	117	113	122	116
Average List Price in Thousands.....	470.2	665.6	479.9	384.3	584.7	465.6	560.5	623.6	524.5	277.1	441.4
Median List Price in Thousands.....	415.0	548.0	330.0	339.0	435.0	384.9	525.0	489.0	400.0	188.9	350.0
BOMS.....	3	1	25	10	11	15	9	23	97	33	130
Average BOM Price in Thousands.....	266.0	399.0	378.4	294.2	475.0	387.7	551.4	430.4	407.3	218.0	359.2
BOM to Sale Ratio.....	33.3	33.3	51.0	66.7	78.6	50.0	90.0	50.0	55.1	46.5	52.6
Expirations.....	4	3	9	3	3	6	5	16	49	38	87

### PENDING SALES

New Escrows Opened.....	6	3	68	42	21	46	8	62	256	107	363
Total YTD Escrows Opened.....	60	28	501	228	142	392	128	497	1,976	816	2,792
New Open Escrows Average Days on Market.....	78	126	83	98	109	76	89	87	88	94	90
New Open Escrows Average List Price.....	409.7	381.3	331.3	369.4	380.4	380.2	635.9	423.3	384.6	219.3	335.8

### CLOSED SALES:

New Escrows Closed.....	9	3	49	15	14	30	10	46	176	71	247
Total YTD Escrows Closed.....	49	29	418	180	117	324	116	420	1,653	720	2,373
Volume of New Sales Dollars in Millions.....	2.823	1.185	17.934	4.647	4.226	15.077	6.048	21.216	73.156	13.774	86.930
Volume of total YTD Sales in Millions.....	15.203	11.453	150.989	65.055	48.174	130.729	65.378	194.80	681.872	155.202	837.074
Average Sale price in Thousands.....	313.7	395.0	366.0	309.8	301.8	502.6	604.8	461.2	415.7	194.0	351.9
Median Sale Price in Thousands.....	335.0	449.9	310.0	295.0	300.0	375.0	510.0	385.0	364.0	157.5	324.9
Coop Sales.....	8	3	43	12	14	27	7	38	152	51	203
Percent of Coop Sales.....	88.9	100.0	87.8	80.0	100.0	90.0	70.0	82.6	86.4	71.8	82.2
Average Days on Market.....	139	89	142	161	188	133	103	139	142	131	139
Sales at List Price.....	7	2	25	5	10	15	6	20	90	31	121
Percent of Sales at List Price.....	77.8	66.7	51.0	33.3	71.4	50.0	60.0	43.5	51.1	43.7	49.0
Sales to Listing Inventory Ratio.....	17.6	7.9	26.6	21.4	17.9	25.0	22.7	28.0	23.5	18.7	21.9
Final Sale to New Listing Ratio.....	64.3	30.0	84.5	38.5	58.3	76.9	62.5	78.0	68.0	72.4	69.2

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR OCTOBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	0	1	29	2	19	22	6	35	114	20	134
Total Active Listings.....	2	0	98	6	81	58	20	92	357	80	437
Average Days on Market.....	83	0	138	68	121	125	103	97	118	102	115
Average List Price in Thousands.....	324.5	0	187.3	183.4	148.0	222.3	255.8	279.8	212.5	211.6	212.3
Median List Price in Thousands.....	199.0	0	159.0	178.2	125.0	210.0	248.7	239.9	190.0	189.9	190.0
BOMS.....	0	0	12	0	4	7	3	17	43	4	47
Average BOM Price in Thousands.....	0	0	145.7	0	132.4	190.8	283.3	230.6	195.0	222.5	197.3
BOM to Sale Ratio.....	0	0	54.5	0	22.2	77.8	42.9	60.7	50.6	28.6	47.5
Expirations.....	0	0	2	0	6	1	0	4	13	3	16

### PENDING SALES

New Escrows Opened.....	0	1	33	2	13	20	5	32	106	20	126
Total YTD Escrows Opened.....	1	1	219	12	127	133	55	262	810	131	941
New Open Escrows Average Days on Market.....	0	6	64	153	87	91	60	92	81	78	81
New Open Escrows Average List Price.....	0	340.0	149.5	107.5	154.1	217.9	261.6	253.5	200.7	216.9	203.2

### CLOSED SALES:

New Escrows Closed.....	0	0	22	1	18	9	7	28	85	14	99
Total YTD Escrows Closed.....	2	0	177	10	109	109	51	228	686	132	818
Volume of New Sales Dollars in Millions.....	0	0	3.028	135	2.737	1.705	1.886	7.013	16.505	3.115	19.619
Volume of Total YTD Sales in Millions.....	660	0	29.585	1.745	20.188	24.344	14.625	63.991	155.138	26.721	181.858
Average Sale price in Thousands.....	0	0	137.6	135.0	152.1	189.5	269.4	250.5	194.2	222.5	198.2
Median Sale Price in Thousands.....	0	0	127.6	135.0	155.0	150.0	241.0	242.5	186.9	155.0	184.0
Coop Sales.....	0	0	18	1	16	8	7	27	77	10	87
Percent of Coop Sales.....	0	0	81.8	100.0	88.9	88.9	100.0	96.4	90.6	71.4	87.9
Average Days on Market.....	0	0	114	151	177	147	207	153	152	115	146
Sales at List Price.....	0	0	12	0	9	3	1	10	35	9	44
Percent of Sales at List Price.....	0	0	54.5	0	50.0	33.3	14.3	35.7	41.2	64.3	44.4
Sales to Listing Inventory Ratio.....	0	0	22.4	16.7	22.2	15.5	35.0	30.4	23.8	17.5	22.7
Final Sale to New Listing Ratio.....	0	0	75.9	50.0	94.7	40.9	116.7	80.0	74.6	70.0	73.9

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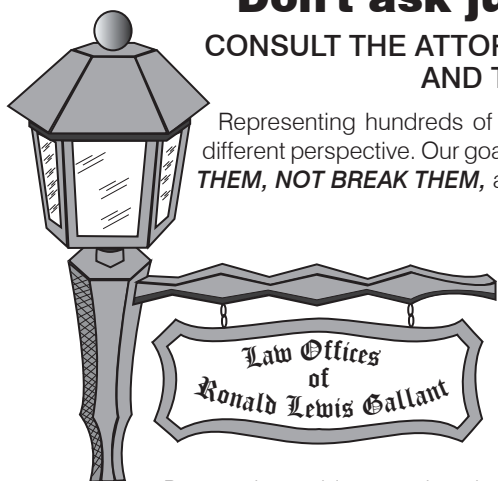
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REALTOR® is a registered collective membership mark which identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.

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## AREA MEETING ANNOUNCEMENTS

### **EAST NORTH**

**Thursdays**

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

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

Location: Lulu's Restaurant - 16900 Roscoe  
Blvd., Van Nuys

Time: 8:45am

### **COMM. INVEST. PROP. 3<sup>rd</sup> Tues of mo.**

Chairperson: Brian Hatkoff, CCIM  
Phone: (818) 701-7789  
Web: [www.commercialdataexchange.com](http://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](mailto:jabevis@ATT.net)

Phone: Lou – (818) 703-7209

Email: [lmowbray@pacbell.net](mailto:lmowbray@pacbell.net)

Phone: Larry – (818) 645-8224

Location: Denny's, 8330 Topanga Cyn.  
Blvd.

Time: 8:30am – 10:00am

### **BUSINESS OPPORTUNITY 4<sup>th</sup> Tues of mo.**

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

Business Opportunity Marketing and  
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Learn about 4x Trading

Followed by a light lunch.

Reservations or Information: Harvey at  
[harveyok2@yahoo.com](mailto: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