



REALTOR[®] REPORT

January/February, 2012

The Official Publication of Southland Regional Association of REALTORS[®]

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PERCEPTION OR REALITY?

SUBMITTED BY 2012 RISK MANAGEMENT COMMITTEE



In these hectic days it may seem easier said than done; but the truth is we all have the power within to be effective problem solvers. After all, complex negotiation is part of what we Realtors® do every day!

It's important to remember that in most cases disputes arise because the parties have a difference of opinion or see things from an opposing perspective. Often the smallest issues lead to significant problems if unresolved. After all it's all about perception; they say "perception is reality."

The path to resolution begins when we become the calming influence rather than fanning flames! If we avoid standing on principle in a contentious position of advocacy and stop looking for someone to blame, the likelihood of achieving a resolution is greatly enhanced. Supporting a position is fine however; overly aggressive advocacy can do more harm than good.

Try these simple tips, you will find them helpful:

1) When a difficult situation arises, rather than focus on "the why" seek the solution:

- Resist the urge to over analyze the issue
- Keep your eye on what can be done to resolve it

2) Separate the person from the problem:

- Keep your personal feelings about the person out of the equation

3) Listen carefully before weighing in:

- Remember, there are at least three sides to every story
- Don't jump to conclusions or take sides before you have all the facts

4) Avoid pointing fingers:

- Looking for a scapegoat minimizes the level of trust the parties have for each other
- Remain focused on the end game, finding the solution

5) Look for ways to "calm the waters:"

- When things go awry some tend to agitate situations making things far more difficult
- Seek peaceful discussion and debate even in the face of anger
- Be still say nothing
- Let the storm run its course
- Often the angry person wants to provoke
- Don't argue, its ineffective and raises barriers

6) It can be difficult, but try not to deny or defend:

- This can easily incite others to be even more intractable
- Without admitting wrong probe for information that you can use to solve the issues

7) Ask questions and take notes:

- Everyone wants to feel important, taking notes shows that you are listening and are interested

CONTINUED ON PAGE 4

CONSUMER PRICE INDEXES						
NOVEMBER 2011						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		ONE MONTH ENDING
	NOV 2010	OCT 2011	NOV 2011	OCT 2011	NOV 2011	NOV 2011
Los Angeles - Riverside - Orange County	225.941	233.049	232.731	2.8	3.0	-0.1

INSTALLATION DINNER TICKETS AVAILABLE


SRAR members are invited to attend the 92nd Annual Installation and Dinner Dance being held on Saturday, February 4, 2012 at the Sheraton Universal Hotel where 2012 SRAR President Wendy Hale and the 2012 Board of Directors will be installed.

Cocktails and complimentary hors d'oeuvres will be available beginning at 6:00 p.m., followed by a gourmet dinner. Music and dancing entertainment will be provided throughout the evening.

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

We look forward to sharing this exciting evening with you.





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

REALTOR® REPORT

The Official Publication of SRAR

President
Wendy Hale

President-Elect
Sharon Barron

Chief Executive Officer
Jim Link

**Santa Clarita Valley Division
President**
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HAVE YOU EXCHANGED YOUR SUPRA KEYBOXES?

The Keybox Exchange will end on February 1, 2012. AND the warranty on the current Supra iBoxes will also end on February 1, 2012. That means if you experience any issues with your current box, like a dead battery or any other malfunction, you will be financially responsible for replacing it with a new box at a cost of \$113.10. So be sure to turn in your current box and make a free one-for-one exchange for the new iBox BT BEFORE February 1st.

After February 1st, you will have to pay for all new boxes, regardless of whether or not you turn in your old ones.

Keybox exchanges are being held at both Association offices – Santa Clarita Valley at 20655 Soledad Canyon Rd., #34, Canyon Country or San Fernando Valley at 7232 Balboa Blvd., Van Nuys. The Exchanges open at 9:00 am each morning and close at

4:00 pm. No appointment is necessary. Just bring in your current boxes and replace them with the new iBox BT.

With the new iBox BT, you also have the option of making your smartphone



your lockbox key with the eKey app, so you only have to carry one device. See the smartphone Certified Device List on www.supraekey.com for more information.

There are two versions of the eKey available – eKey Basic and eKey Professional (prices will vary). If you plan to use either eKey on your smartphone, be sure to load the ‘app’ prior to coming to the Exchange.

The following smartphones have eKey available:

- iPhone: select ‘App Store’ icon, select Search and search for Supra eKEY, select the app and tap Install.

- Android: Select Market icon, select Search and search for SupraeKey, select the app and tap Install.

- Blackberry: on your phone, open the internet browser, type www.ekeymobile.com and download.

Please bring with you to the exchange event:

- Your SRAR Membership Card or a government issued photo ID.

- If you purchased Keyboxes from another Agent, you MUST have a letter from that Agent acknowledging the sale.

- Your old 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’ already downloaded.

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

USE OF THE SUPRA KEY IS A PRIVILEGE – DON’T LOSE THAT PRIVILEGE!

A number of Supra key violations have recently been reported. This is a very serious violation, one that threatens the security of our Keybox system. All members should be aware of the Key/Keybox rules contained in our MLS Rules and Regulations. Fines, starting at \$250.00 and going up from there, can be assessed. Key/Keybox privileges can be lost and with continued violations, MLS privileges can be lost. Be sure you know these rules.

13.2 Key Use and Service. Keys may not be used under any circumstances by anyone other than the key holder, including, but not limiting to, lending, borrowing or sharing keys with others. *(This includes spouses, assistants and partners. We’ve had reports of Agents giving the Supra Key to a buyer and telling them to go look at listings).* The AOR/MLS is not obligated to provide service on keys or lockboxes to an individual who is not the registered lessee or owner of the component. The key will only be used for the purpose of facilitating the sale/lease of a property.

13.3 Accountability. Key holders must account for keys upon request by the AOR/

MLS. Key holders who cease to participate or subscribe to the MLS shall return all keys in their possession to the MLS.

13.9 Rules Violations. Failure to abide by rules relating to lockboxes as set forth in this section or failure to abide by the key lease agreement may result in discipline as provided in Sections 14 and 15 of these rules, in addition to loss of or restriction on all lockbox and key privileges. *(Sections 14 and 15 set forth assessments up to \$25000 fine or loss of Key and loss of MLS privileges. The Data Integrity Standards further outline these assessments and loss of privileges.)*

13.10 Right to Limit Access. The AOR/MLS reserves the right to refuse to issue a key or limit access to lockboxes if, in its sole discretion, it determines the security of the system would be compromised by issuing such keys or granting access to lockboxes.

If you know of agents “loaning” their key to anyone, please report that agent to the MLS. The only way we can preserve the use of Keyboxes and electronic keys is by insuring that your clients know the system is secure.

Member Benefits

Are you aware of all the benefits you receive with your SRAR membership?

Check ‘em out under the Membership section of srar.com

REALTOR® APPLICATIONS



REALTOR.com® App (iPad, iPhone, iPod Touch, Android, and Windows 7 Phone) Access the Internet's best resource for homes-for-sale listings. Follow the steps at <http://www.realtor.com/mobile> to make the most of the app for your iPad.



Connect Right Where You are with zipForm® Mobile Web Edition! zipLogix along with CALIFORNIA ASSOCIATION OF REALTORS® are proud to offer zipForm® Mobile Web Edition for the Apple® iPad™ and iPhone®, Blackberry®, and Android™ devices. The application that is changing the way real estate professionals conduct business. Immediately connect to important information contained in your zipForm® 6 Professional (online) account. Now managing transactions "on the go" has never been faster or easier. To learn more visit www.car.org/tools/zipForm6/zfmobile.



Foreclosures at your fingertips. A distressed properties smartphone app from ForeclosureRadar™ lets you preview upcoming REO properties and access the status of foreclosure properties from your mobile device. ForeclosureRadar™'s app is free for ForeclosureRadar™ subscribers and is available for download through the Apple iTunes store. A special C.A.R. member-

pricing discount allows C.A.R. members who purchase a ForeclosureRadar™ subscription to receive a 10-percent discount on the subscription and an extended trial period of seven days. Visit www.foreclosureradar.com/car.



As part of our S.M.A.R.T program, your property has been automatically configured with a mobile virtual flyer. Best of all - it's totally FREE for SRAR members. Printed flyers and sign riders only provide limited information, but the mobile virtual flyer can show unlimited photos, long descriptions, and even virtual video tours of a property - all from the buyer's mobile phone! Visit the website at http://www.srar.com/membership/?p=member_benefits&sub=s.m.a.r.t._app to learn more about this benefit.



AORNTOUCH is SRAR's FREE Mobile App for your smartphone. With this app, you can stay in touch with SRAR's events, news, videos, and even connect to CRIS-Net MLS directly from your smartphone. Visit [http://www.srar.com/membership/?p=member_benefits&sub=%3cfont%20color=blue%3e%3cb%3eAORNTOUCH%3c/b%3e%3c/font%3e\(srar_mobile_app\)](http://www.srar.com/membership/?p=member_benefits&sub=%3cfont%20color=blue%3e%3cb%3eAORNTOUCH%3c/b%3e%3c/font%3e(srar_mobile_app)) to learn more about AORNTOUCH and find out how to download it.

SRAR REMAINS THE LOW-COST, HIGH SERVICE PROVIDER

All SRAR members are reminded that the deadline to pay 2012 membership dues is January 31. Dues paid after January 31 are subject to a penalty. Dues billings were mailed to all members in November. Any member who did not receive a billing should contact the membership department at 818 947-2201 immediately. Members can pay dues via mail, FAX or online. To pay online, visit www.srar.com and click on the "pay dues" button.

In spite of misleading claims by some of our neighboring associations, SRAR remains the low cost, high service provider. One association sent a solicitation to SRAR members offering to waive application fees should members choose to join stating their dues remain the same as 2011 while SRAR has increased its dues for 2012" What the solicitation failed to mention is that their dues are more than 50% higher than SRAR's dues of \$150. In fact, SRAR's dues are substantially lower than all of our neighboring associations.

In addition, SRAR offers a wide array of membership services and benefits that are second to none. From essential business tools, free training and education, technology tools like free websites, free IDX and mobile IDX and discounts on a host of products, SRAR is the low-cost, high service provider.

For a full list of all the benefits and services available to you, click on the membership tab at www.srar.com. Also, come to our FREE luncheon on January 23rd to learn about all the various benefits offered to SRAR members.

Remember, dues are due January 31. Also, like our neighbors, SRAR welcomes new members and will waive application fees for a limited time. For any information regarding services or dues, call the membership department or e-mail contact.us@srar.com.

PERCEPTION OR REALITY? CONTINUED FROM PAGE 2

b. This practice also establishes a valuable business record should you need it later on.

8) It's okay to show that you care; it does not mean you agree:

a. Showing empathy does not mean you are taking sides

b. If you understand the other point of view you can attain better results

9) Genuinely consider the other person's point of view:

a. Imagine yourself in their shoes.

b. Never say "you're wrong."

c. Try hard to look for areas of agreement and build on them

10) Establish a spirit of trust, in so doing the parties can work together to develop a mutually acceptable solution:

a. Leave ego at the door

b. Work together toward a common goal

11) Most importantly, don't ignore a problem or a difficult situation; deal with it!

a. Don't put off for tomorrow what you can do today

b. Problems don't disappear they just grow fangs!

12) Rounding out the dozen a quote for the day:

a. "Seek first to understand, and then be understood." - Rumi

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SRAR'S EDUCATION & EVENTS CALENDAR

JANUARY/FEBRUARY, 2012

All classes & events are subject to change or cancellation. Please check the SRAR educational calendar online at www.srar.com/calendar for updated information.

January	Class/Event	Time	Location	Cost	Overview
17	Commercial Investment Network Meeting	8:15AM to 9:30AM	Van Nuys Office	Free	Is there Social Media for Commercial Real Estate? What works and how do we find out about it? Facebook, LinkedIn, Twitter... these and other questions will be answered at this very important meeting.
17	Hone your Map Search Skills & More (Hands-On)	2:00PM to 4:00PM	Van Nuys Office	Free	Learn how to get Comps using Matrix map search tools and other tips. This class will take place in the SRAR Computer Lab at 7232 Balboa Blvd Van Nuys, Ca. 91406. NOTE: Seating for this class is extremely limited and you MUST have a reservation, you MUST know basic Windows and how to use a mouse. To RSVP for this class call Vince at (818) 947-2268.
19	Matrix Beyond Basic (Hands-On)	5:00PM to 7:00PM	Van Nuys Office	Free	This Class covers the Speed bar, Carts, Hot sheets, Custom displays, Smart Fax and more. This class will take place in the SRAR Computer Lab at 7232 Balboa Blvd Van Nuys, Ca. 91406. NOTE: Seating for this class is extremely limited and you MUST have a reservation, you MUST know basic Windows and how to use a mouse. To RSVP for this class call Vince at (818) 947-2268.
20	Listing Management (Lecture)	12:00PM to 2:00PM	Van Nuys Office	Free	This class will give an overview of Listing Book , an online communication, search and client servicing system that allows you to manage and deliver an unprecedented level of service to your clients. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
23	SRAR Free Member Benefits Luncheon	11:30AM to 1:00PM	Van Nuys Office	Free	Come join us for a FREE lunch to learn about all the ways you can maximize your membership dues! There are DOZENS of benefits that are included with your SRAR membership...and many of them are FREE!!! Find out what you get with your membership dues! This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268
24	Commercial Day 2012	8:30AM to 1:00PM	Van Nuys Office	Free with RSVP	Join other practitioners in the commercial real estate field as they discuss Appraisal, Lending, Short Sale/reeo and More! Networking and lunch included.
25	Matrix Searching (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	This class covers how to get comps, new listings, search by map, email reports and other useful tips. This class will take place in the SRAR Computer Lab at 7232 Balboa Blvd Van Nuys, Ca. 91406. NOTE: Seating for this class is extremely limited and you MUST have a reservation. To RSVP for this class call Vince at (818) 947-2268.
26	Listing Management (Lecture)	10:00AM to 12:00PM	Santa Clarita Office	Free	This class covers how to input and make changes to your own listings in the Matrix System. This class will take place at the Santa Clarita Office on 20655 Soledad Canyon Rd #34 Canyon Country, Ca 91351. To RSVP for this class call the Santa Clarita Office at (661) 299-2930.
26	Matrix Searching (Lecture)	1:00PM to 3:00PM	Santa Clarita Office	Free	This class covers how to get comps, new listings, search by map, email reports and other useful tips. This class will take place at the Santa Clarita Office on 20655 Soledad Canyon Rd #34 Canyon Country, Ca 91351. To RSVP for this class call the Santa Clarita Office at (661) 299-2930.
27	Matrix CMA Wizard (Hands-On)	2:00PM to 4:00PM	Van Nuys Office	Free	Comparative Market Analysis for Buyers and Sellers. Searches, Reports and Maps. This class will take place in the SRAR Computer Lab at 7232 Balboa Blvd Van Nuys, Ca. 91406. NOTE: Seating for this class is extremely limited and you MUST have a reservation, you MUST know basic Windows and how to use a mouse. To RSVP for this class call Vince at (818) 947-2268.
30	Listing Management (Lecture)	2:00PM to 4:00PM	Van Nuys Office	Free	This class covers how to input and make changes to your own listings in the Matrix System. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
31	Matrix Beyond Basic (Lecture)	10:00AM to 12:00PM	Van Nuys Office	Free	This Class covers the Speed bar, Carts, Hot sheets, Custom displays, Smart Fax and more. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
31	Web Marketing & Leads (Lecture & Demo)	2:00PM to 4:00PM	Van Nuys Office	Free	This class covers FREE member benefits-the Basic Website, Basic IDX, and Basic Mobile IDX (for Smartphone viewing). Also, how to take advantage of the internet and specifically working with internet leads. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this seminar, please call Realty Tech at (818) 889-0064
February	Class/Event	Time	Location	Cost	Overview
1	Introduction to Commercial Real Estate	9:00AM to 12:00PM	Van Nuys Office	\$25	Thinking of breaking into the Commercial Real Estate arena? If so - this is a must take session! Come learn about Cap Rates, Gross Rent Multiplier, Cash-On-Cash and much much more!
15	MLS Rules "How to Avoid Paying Assessments"	2:00PM to 4:00PM	Van Nuys Office	Free	MLS Rules Class "How To Avoid Paying Assessments" Diana MacIntre will be reviewing the following subjects. Responsibility for accuracy, expiration, extension and renewal of listings, mandatory listings, exempted listings and much more. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca. 91406. To RSVP for this class call Vince at (818) 947-2268.
16	RPR Class (Lecture)	9:00AM to 10:30AM	Van Nuys Office	Free	RPR (a free member benefit) is a national database of over 147 million property records built from public records & assessment info with MLS data & additional layers of data that can help you become the expert your clients need. This class will take place in the SRAR Auditorium at 7232 Balboa Blvd Van Nuys, Ca 91406. To RSVP for this class, call Vince at (818) 947-2268.
22	ZipLogix Digital Ink	2:00PM to 4:00PM	Van Nuys Office	Free	Free training on New CAR Member Benefits - ZipLogix Digital Ink and ZipVault. Learn how to - Access ZipLogix Digital Ink and ZipVault; Modify documents for electronic signature; Upload and save transaction documents for up to 5 years; Fax and email directly into ZipForm 6 Professional and MUCH MORE!

Cordially invites you to attend our

*92nd
Annual Installation
Dinner Dance*

*Featuring the Installation of
Wendy Hale, President
and the
2012 Officers and Directors*

*Sheraton Universal Hotel
333 Universal Hollywood Drive
Universal City*

Saturday, February 4, 2012

*Cocktails at 6:30 p.m.
Dinner at 7:30 p.m.*

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



Please send _____ Installation Dinner Dance tickets at \$100.00 each.

I have enclosed my check payable to:

SRAR Installation, Attention: Karen Marten, 7232 Balboa Blvd., Van Nuys, CA 91406.

Please charge: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Card Number: _____ / _____ / _____ / _____ Amount: \$ _____

Expiration Date: _____ / _____ Authorized Signature: _____

NAME _____

Mailing Address: _____

Phone Number _____ E-mail _____

RESPONSIBLE REALTOR® APPLICANTS

FIRST POSTING

Belton, Jeffrey
Belton Realty
1811 Edgewood Dr.
Simi Valley, CA. 93063

Brody, Scott Arnold
Scott Properties Group, Inc.
1640 5th Street
Santa Monica, CA. 90401

Cruz, Romeo
Brightstone Estate Properties
20201 Sherman Way #102
Winnetka, CA. 91306

Galaviz, Horacio
Global Executives Realty
15515 San Fernando Mission Blvd. #8
Mission Hills, CA. 91345

Mirolla, Michael
Michael Mirolla
9503 Orion Ave.
North Hills, CA. 91343

Mousavi, Ben Behroz
Ben Behroz Mousavi
6320 Canoga Ave., Suite 1500
Woodland Hills, CA. 91367

Nguyen, Dong
Realty & More
8700 Reseda Bl., #215
Northridge, CA. 91324

Singh, Gurjeet
Gurjeet Singh
21550 Oxnard St. #300
Woodland Hills, CA. 91367

Stalter, Dean Clark
Prudential California Realty
12544 High Bluff Drive, Ste. 100
San Diego, CA. 92130

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Shoreline Realtors
2110 Artesia Blvd., #821
Redondo Beach, CA. 90278

Woo Wang, Paulina S.
Summit Realty
18333 Hatteras Street #113
Tarzana, CA. 91356

SECOND POSTING

Banks, Jean
Accountax Financial Services
13001 Killion St.
Sherman Oaks, CA. 91401

Brazil Jr., Richard Harold
Millenium One Realty
152 Via Olivera
Camarillo, CA. 93012

Coler, Scott Nathan
Capital Pacific Real Estate
4100 MacArthur Blvd., Ste. 300
Newport Beach, CA. 92660

Cordero, Eva Bocalan
EC Realty Network Services
22251 Summit View Lane
Woodland Hills, CA. 91367

Gankin, Gennady
Gennady Gankin — Broker
5929 Chimineas Ave.
Tarzana, CA. 91356

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Emelin Khachian
1010 N. Central Avenue
Glendale, CA. 91202

Matthews, Christine Osier
Crisi Matthews Real Estate — CMRE
108 Birmingham Ct.
Discovery Bay, CA. 94505

Pham, Peter Minh
Peter M. Pham
824 Hillside Ave.
Albany, CA. 94706

Santagata, Joan
Grand California Properties Inc.
18001 Ventura Blvd. #C
Encino, CA. 91316-3526

REALTOR® APPLICANTS

Acapulco, Jess Plata / Keller Williams Realty / Northridge
Acosta, Monica / Strategic Realty / North Hollywood
Acree, Cheryl Esther / Dilbeck Realtors / Studio City
Andries, Jerry Joseph / Atlantic & Pacific Real Estate / Santa Ana
Arriaga, Magnolia / Keller Williams North Valley / Granada Hills
Atef, Mirna / Heller Properties / Chatsworth
Azarmi, Farahnaz / Alternative Realty Group / Agoura Hills
Ball-Ward, Cynthia / Century 21 All Moves / Granada Hills
Bielskis, Caroline M. / Prudential Calif. Realty / Sherman Oaks
Brooks, Margaret R. / Keller Williams VIP Properties / Valencia
Butler-Ruimy, Ellen / Rodeo Realty / Calabasas
Carnahan, Nancy / Carnahan & Assoc. / Woodland Hills
Cedeno, Toni Eduardo / San Fernando Realty, Inc. / San Fernando
Chambless, Kathie Darlane / Prudential California Realty / Calabasas
Constantine, Jessalyn / Coldwell Banker Quality Properties / Northridge
Cruz, Alvaro / Century 21 O.J. Realty / North Hollywood
Davia, Raul Del Prado / Keller Williams Encino-Sherman Oaks / Encino
Delwarte, Tammy / Rodeo Realty / Northridge
Dergan, Rick / Keller Williams Realty / Studio City
Eliszewski, Livena / Pinnacle Estate Properties / Northridge
Gambund, Mori Michael / Prime Banker Realty / Los Angeles
Gonzalez, Oswaldo / Keller Williams North Valley / Granada Hills
Halaby, Pamela / Classic Real Estate / Valencia
Hever, Ron / Coldwell Banker / Calabasas
Hodnett, Cynthia / Realty Source / El Cajon
Howse, Meredith / Prudential Calif. Realty / Sherman Oaks

Ilagan, Cheryl Cort / R.R. Gable, Inc. / Simi Valley
Johnson, Deborah L. / Centennial Realty / Canyon Country
Kalinowsky, Jane C. / Keller Williams Realty / Westlake Village
Katsenis, Kristina / PROVI63 Real Estate Group / Chatsworth
Khachikian, Nej / Crisi Matthews Real Estate-CMRE / Discovery Bay
Knudsen, Donne Mai / Cal State Realty Services / San Diego
Landon, Judith / The Giving Tree Realty / Granada Hills
Lowe, Mirinda D. / Real Estate eBroker, Inc. / Carlsbad
Marion, Kathryn / Realty Executives / Newhall
Mattevosian, Matt V. / Crisi Matthews Real Estate / Discovery Bay
Nouri, Ali Reza / Pinnacle Estate Properties / Encino
Pantos, Heather / Keller Williams Realty / Westlake
Pitackul, Asiana / Century 21 Valley Properties / West Hills
Rodriguez, Vanessa Ann / Sunshine Realty & Associates / Palmdale
Rojas, Cecilia / The Real Estate Plaza / Granada Hills
Russo, Jason Arthur / Coldwell Banker Quality Properties / Northridge
Ruta Jr., Nicholas J. / Rodeo Realty / Calabasas
Schebeck, William / Gold Star Realty / Encino
Schomberg, Philip Sheldon / Rodeo Realty / Calabasas
Singh, Harmandip / Superior Realty / Winnetka
Stam, Allen / Scott Properties Group, Inc. / Santa Monica
Succa-Ruston, Rene / Coldwell Banker Residential Brokerage / Studio City
Sullwold, Shaye L. / GE A / Woodland Hills
Toukhajian, Arthur / New Wave Realty Group / North Hollywood
Vendetta, Joel / Prudential Calif. Realty / Sherman Oaks
Vidaauri, Jaime Benjamin / West Co Realty / Norwalk

Posting

The following Real Estate Brokers have applied for REALTOR® membership. If you have any objections to an applicant's admittance, the objection should be submitted in writing to the Membership Committee at once. In the event a qualified complaint is received, the complaint will be forwarded to the applicant and to the Chairman of the Membership Committee to ascertain that the complaint comes within the purview of the 7 point criteria established by the National Association of Realtors®. If it does not, the complainant is notified and the applicant is admitted to membership. If it does, the Membership Committee Chairman shall appoint a panel of 3 members from the committee to interview the applicant. The Panel shall make its recommendation to the Membership Committee, which shall then forward its recommendation to the Board of Directors. If the committee recommends disapproval of the application, the Board of Directors will review the recommendation and render a final decision.

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	91	101	76	112	119	499	286	785
Total Active Listings.....	342	332	274	396	451	1,795	1,097	2,892
Average Days on Market.....	108	119	124	110	130	118	124	120
Average List Price in Thousands.....	265.7	659.6	699.3	492.9	920.4	619.4	428.4	546.9
Median List Price in Thousands.....	250.0	499.0	425.0	400.0	539.0	399.0	269.0	350.0
BOMS.....	52	25	25	40	44	186	71	257
Average BOM Price in Thousands.....	246.2	504.8	463.9	421.9	580.5	427.1	317.3	396.8
BOM to Sale Ratio.....	39.4	22.9	32.1	29.2	35.2	32.0	29.8	31.4
Expirations.....	35	43	27	34	53	192	141	333

PENDING SALES

New Escrows Opened.....	118	114	78	137	149	596	279	875
Total YTD Escrows Opened.....	1,295	1,226	973	1,523	1,574	6,591	2,777	9,368
New Open Escrows Average Days on Market.....	78	72	88	85	62	76	99	83
New Open Escrows Average List Price.....	244.8	470.9	523.4	404.6	602.9	450.8	336.6	414.4

CLOSED SALES:

New Escrows Closed.....	132	109	78	137	125	581	238	819
Total YTD Escrows Closed.....	1,220	1,171	888	1,405	1,435	6,119	2,479	8,598
Volume of New Sales Dollars in Millions.....	35.435	55.546	39.010	59.532	71.575	261.098	97.881	358.979
Volume of total YTD Sales in Millions.....	322.644	623.131	501.754	606.761	849.305	2,903.596	907.287	3,810.882
Average Sale price in Thousands.....	268.4	509.6	500.1	434.5	572.6	449.4	411.3	438.3
Median Sale Price in Thousands.....	250.0	384.0	325.0	358.0	440.0	339.0	265.0	325.0
Coop Sales.....	88	88	57	112	101	446	195	641
Percent of Coop Sales.....	66.7	80.7	73.1	81.8	80.8	76.8	81.9	78.3
Average Days on Market.....	136	153	151	137	139	142	143	142
Sales at List Price.....	76	41	28	50	43	238	105	343
Percent of Sales at List Price.....	57.6	37.6	35.9	36.5	34.4	41.0	44.1	41.9
Sales to Listing Inventory Ratio.....	38.6	32.8	28.5	34.6	27.7	32.4	21.7	28.3
Final Sale to New Listing Ratio.....	145.1	107.9	102.6	122.3	105.0	116.4	83.2	104.3

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings.....	28	44	33	30	45	180	110	290
Total Active Listings.....	135	183	112	104	133	667	401	1,068
Average Days on Market.....	119	119	111	145	128	123	130	126
Average List Price in Thousands.....	177.6	301.1	285.5	303.6	288.9	271.4	334.1	295.0
Median List Price in Thousands.....	157.0	264.9	220.0	245.0	199.9	220.0	270.0	234.4
BOMS.....	11	14	16	16	12	69	26	95
Average BOM Price in Thousands.....	193.7	234.8	154.2	229.6	181.0	199.0	340.0	237.6
BOM to Sale Ratio.....	28.2	21.9	42.1	53.3	27.9	32.2	32.9	32.4
Expirations.....	10	32	17	9	4	72	45	117

PENDING SALES

New Escrows Opened.....	34	49	52	46	44	225	96	321
Total YTD Escrows Opened.....	405	587	480	424	542	2,438	956	3,394
New Open Escrows Average Days on Market.....	89	88	82	80	85	84	84	84
New Open Escrows Average List Price.....	173.9	265.1	216.5	255.5	240.9	233.4	294.6	251.7

CLOSED SALES:

New Escrows Closed.....	39	64	38	30	43	214	79	293
Total YTD Escrows Closed.....	402	551	434	377	498	2,262	865	3,127
Volume of New Sales Dollars in Millions.....	6.703	18.432	8.565	8.387	10.222	52.309	24.432	76.741
Volume of total YTD Sales in Millions.....	65.970	168.427	104.268	98.427	128.237	565.330	258.852	824.181
Average Sale price in Thousands.....	171.9	288.0	225.4	279.6	237.7	244.4	309.3	261.9
Median Sale Price in Thousands.....	140.0	283.0	198.0	230.0	225.0	219.0	229.0	220.0
Coop Sales.....	31	48	32	21	30	162	60	222
Percent of Coop Sales.....	79.5	75.0	84.2	70.0	69.8	75.7	75.9	75.8
Average Days on Market.....	175	139	165	159	134	152	170	157
Sales at List Price.....	17	22	17	14	18	88	28	116
Percent of Sales at List Price.....	43.6	34.4	44.7	46.7	41.9	41.1	35.4	39.6
Sales to Listing Inventory Ratio.....	28.9	35.0	33.9	28.8	32.3	32.1	19.7	27.4
Final Sale to New Listing Ratio.....	139.3	145.5	115.2	100.0	95.6	118.9	71.8	101.0

DECEMBER 2011

SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL
PROPERTIES LISTED

1,075

RESIDENTIAL PROP.
ESCROW OPENED

1,196

RESIDENTIAL PROP.
ESCROW CLOSED

1,112

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS.....	119	145	109	142	164	679	396	1,075
TOTAL ACTIVE LISTINGS.....	477	515	386	500	584	2,462	1,498	3,960
AVERAGE DAYS ON MARKET.....	111	119	120	117	129	120	125	122
AVERAGE LIST PRICE IN THOUSANDS.....	240.7	532.2	579.2	453.5	76.6	525.1	403.2	479.0
MEDIAN LIST PRICE IN THOUSANDS.....	235.0	365.0	345.0	369.9	460.0	340.0	269.9	316.8
BOMS.....	63	39	41	56	56	255	97	352
AVERAGE BOM PRICE IN THOUSANDS.....	237.0	407.9	343.1	367.0	494.9	365.4	323.4	353.8
BOM TO SALE RATIO.....	36.8	22.5	35.3	33.5	33.3	32.1	30.6	31.7
EXPIRATIONS.....	45	75	44	43	57	264	186	450

PENDING SALES:

NEW ESCROWS OPENED.....	152	163	130	183	193	821	375	1,196
TOTAL YTD ESCROWS OPENED.....	1,700	1,813	1,453	1,947	2,116	9,029	3,733	12,762
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET.....	81	77	86	84	67	78	95	83
NEW OPEN ESCROWS AVERAGE LIST PRICE.....	229.0	409.0	400.7	367.1	520.4	391.2	325.8	370.7

CLOSED SALES:

NEW ESCROWS CLOSED.....	171	173	116	167	168	795	317	1,112
TOTAL YTD ESCROWS CLOSED.....	1,622	1,722	1,322	1,782	1,933	8,381	3,344	11,725
VOLUME OF NEW SALE DOLLARS IN MILLIONS.....	42.138	73.978	47.575	67.920	81.797	313.407	122.313	435.720
VOLUME OF TOTAL YTD SALES IN MILLIONS.....	388.614	791.558	606.023	705.188	977.542	3,468.925	1,166.138	4,635.064
AVERAGE SALE PRICE IN THOUSANDS.....	246.4	427.6	410.1	406.7	486.9	394.2	385.8	391.8
MEDIAN SALE PRICE IN THOUSANDS.....	239.0	355.0	290.0	341.1	386.0	310.0	245.0	295.5
COOP SALES.....	119	136	89	133	131	608	255	863
PERCENT OF COOP SALES.....	69.6	78.6	76.7	79.6	78.0	76.5	80.4	77.6
AVERAGE DAYS ON MARKET.....	145	148	156	141	138	145	150	146
SALES AT LIST PRICE.....	93	63	45	64	81	326	133	459
PERCENT OF SALES AT LIST PRICE.....	54.4	36.4	38.8	38.3	36.3	41.0	42.0	41.3
SALES TO LISTING INVENTORY RATIO.....	35.8	33.6	30.1	33.4	28.8	32.3	21.2	28.1
FINAL SALE TO NEW LISTING RATIO.....	143.7	119.3	106.4	117.6	102.4	117.1	80.1	103.4

SELLING PRICE RANGE:

	AVG. SELL TIME	ACTIVE NO. LISTINGS	PRICE REDUCTION	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000.....	113	209	51	31	31	23689
100,000 TO 109,999.....	50	48	9	5	5	7013
110,000 TO 119,999.....	91	86	17	10	10	23282
120,000 TO 139,999.....	63	145	36	25	25	17663
140,000 TO 159,999.....	91	152	44	32	32	27371
160,000 TO 179,999.....	82	131	41	32	32	14250
180,000 TO 199,999.....	83	168	35	23	23	21445
200,000 TO 249,999.....	74	425	156	102	102	20406
250,000 TO 299,999.....	78	517	174	126	126	24453
300,000 TO 349,999.....	84	372	130	93	93	25315
350,000 TO 399,999.....	79	310	91	71	71	30323
400,000 TO 449,999.....	62	210	73	56	56	37249
450,000 TO 499,999.....	65	191	50	38	38	26032
500,000 TO 549,999.....	71	117	33	22	22	45099
550,000 TO 599,999.....	85	118	25	21	21	42394
600,000 TO 699,999.....	78	184	41	35	35	55828
700,000 TO 799,999.....	92	129	26	21	21	75002
800,000 TO 899,999.....	97	84	19	7	7	123863
900,000 TO 999,999.....	39	67	7	31	31	69000
1,000,000 TO 1,999,999.....	78	206	43	80	80	150544
MORE THAN 2,000,000.....	68	101	4	N/A	N/A	136000
TOTALS.....	79	3970	1113	804	804	35533

LISTINGS

19,063

2011 RMLS TOTAL - \$ VOLUME

\$4,635,064,000

SALES

12,308

*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	1,363	1,017	385.3	74.6
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	1,273	985	382.2	77.4
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	1,075	1,112	435.7	103.4
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	5415.2	55.6	19,053	12,308	4867.4	66.3
AVG. SALE PRICE			\$635,578				\$679,398				\$499,313				\$417,181				\$429,200				\$395,470	

DECEMBER 2011

SCV RESIDENTIAL MLS SUMMARY

RESIDENTIAL
PROPERTIES LISTED
307RESIDENTIAL PROP.
ESCROW OPENED
372RESIDENTIAL PROP.
ESCROW CLOSED
415

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS.....	2	5	52	23	29	38	10	72	231	76	307
TOTAL ACTIVE LISTINGS.....	41	29	254	67	135	153	43	239	961	393	1,354
AVERAGE DAYS ON MARKET.....	149	214	132	102	147	128	116	107	127	139	131
AVERAGE LIST PRICE IN THOUSANDS.....	440.9	664.3	361.4	370.5	384.2	380.6	463.6	496.9	419.1	274.8	377.2
MEDIAN LIST PRICE IN THOUSANDS.....	349.9	499.1	289.9	330.0	248.9	325.0	445.0	365.0	329.9	189.9	289.9
BOMS.....	2	2	28	7	10	13	6	22	90	35	125
AVERAGE BOM PRICE IN THOUSANDS.....	465.0	292.5	212.2	412.5	233.6	319.8	398.0	337.9	296.2	186.8	265.6
BOM TO SALE RATIO.....	25.0	33.3	33.7	25.9	28.6	23.2	40.0	23.9	28.0	37.6	30.1
EXPIRATIONS.....	3	2	22	6	9	15	5	17	79	49	128

PENDING SALES:

NEW ESCROWS OPENED.....	8	5	66	25	29	47	20	78	278	94	372
TOTAL YTD ESCROWS OPENED.....	78	39	825	279	322	592	210	865	3,210	1,088	4,298
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET.....	151	73	83	66	130	123	111	116	106	76	98
NEW OPEN ESCROWS AVERAGE LIST PRICE.....	357.7	412.9	268.7	308.8	265.7	320.8	436.6	367.2	325.7	228.7	301.2

CLOSED SALES:

NEW ESCROWS CLOSED.....	8	6	83	27	35	56	15	92	322	93	415
TOTAL YTD ESCROWS CLOSED.....	68	36	748	244	279	535	194	794	2,898	1,034	3,932
VOLUME OF NEW SALE DOLLARS IN MILLIONS.....	2,265	2,440	20,297	8,905	9,240	17,831	6,905	34,231	102,115	20,797	122,912
VOLUME OF TOTAL YTD SALES IN MILLIONS.....	21,221	14,292	221,176	84,918	81,678	185,237	91,881	314,067	1,014,470	220,207	1,234,677
AVERAGE SALE PRICE IN THOUSANDS.....	283.1	406.7	244.5	329.8	264.0	318.4	460.4	372.1	317.1	223.6	296.2
MEDIAN SALE PRICE IN THOUSANDS.....	225.0	425.0	239.9	355.0	246.5	294.9	450.0	326.0	300.0	188.0	275.0
COOP SALES.....	6	3	73	26	32	46	13	80	279	77	356
PERCENT OF COOP SALES.....	75.0	50.0	88.0	96.3	91.4	82.1	86.7	87.0	86.6	82.8	85.8
AVERAGE DAYS ON MARKET.....	115	62	152	150	141	152	162	150	148	142	147
SALES AT LIST PRICE.....	3	3	41	13	16	31	5	42	154	45	199
PERCENT OF SALES AT LIST PRICE.....	37.5	50.0	49.4	48.1	45.7	55.4	33.3	45.7	47.8	48.4	48.0
SALES TO LISTING INVENTORY RATIO.....	19.5	20.7	32.7	40.3	25.9	36.6	34.9	38.5	33.56	23.7	30.6
FINAL SALE TO NEW LISTING RATIO.....	400.0	120.0	159.6	117.4	120.7	147.4	150.0	127.8	139.4	122.4	135.2

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL #SOLD	REDUCE \$	\$ AVERAGE PRICE REDUCTION %
SELLING PRICE RANGE:					
LESS THAN 1,000,000.....	58	95	27	22	19117
100,000 TO 109,999.....	141	22	5	3	23130
110,000 TO 119,999.....	89	42	6	6	10071
120,000 TO 139,999.....	130	51	19	16	24661
140,000 TO 159,999.....	67	50	14	9	11473
160,000 TO 179,999.....	141	62	13	9	21300
180,000 TO 199,999.....	97	75	25	22	22995
200,000 TO 249,999.....	61	151	55	39	28668
250,000 TO 299,999.....	76	140	54	38	25799
300,000 TO 349,999.....	63	117	59	36	12424
350,000 TO 399,999.....	75	106	29	21	18343
400,000 TO 449,999.....	110	85	26	18	24333
450,000 TO 499,999.....	58	62	12	9	35360
500,000 TO 549,999.....	73	38	11	9	29153
550,000 TO 599,999.....	90	37	8	7	21763
600,000 TO 699,999.....	109	32	9	7	40563
700,000 TO 799,999.....	41	39	4	4	43250
800,000 TO 899,999.....	20	18	2	2	25450
900,000 TO 999,999.....	80	36	1	1	64500
1,000,000 TO 1,999,999.....	48	36	3	2	215292
MORE THAN 2,000,000.....	0	14	0	0	N/A
TOTALS.....	79	1290	387	280	23717

LISTINGS

2011 RMLS TOTAL - VOLUME

\$1,234,677,000**6,128**

SALES

4,083

*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

	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	368	354	104.8	96.2
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	307	415	122.9	135.2
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	6,128	4,083	1286.5	67
	\$521,586				\$506,013				\$384,236				\$340,865				\$353,482				\$315,090			

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	2	5	36	19	15	27	9	51	164	61	225
Total Active Listings.....	38	29	174	60	66	109	30	161	667	327	994
Average Days on Market.....	152	214	126	106	158	125	99	107	127	144	132
Average List Price in Thousands.....	448.1	664.3	442.1	387.7	618.2	451.3	556.6	602.6	510.0	289.6	437.5
Median List Price in Thousands.....	349.0	499.1	330.0	345.0	434.9	379.0	510.0	447.0	396.0	192.0	345.0
BOMS.....	2	2	17	7	6	9	4	17	64	25	89
Average BOM Price in Thousands.....	465.0	292.5	258.5	412.5	320.8	375.5	466.2	372.3	348.3	195.6	305.4
BOM to Sale Ratio.....	25.0	40.0	34.0	28.0	31.6	21.4	33.3	30.4	29.5	31.6	30.1
Expirations.....	3	2	11	6	4	11	3	15	55	39	94

PENDING SALES

New Escrows Opened.....	8	5	39	24	18	30	13	54	191	76	267
Total YTD Escrows Opened.....	77	38	564	267	170	437	149	561	2,263	927	3,190
New Open Escrows Average Days on Market.....	151	73	78	64	125	127	114	107	102	71	93
New Open Escrows Average List Price.....	357.7	412.9	342.0	315.4	371.4	365.7	536.5	428.1	385.2	225.5	339.8

CLOSED SALES:

New Escrows Closed.....	8	5	50	25	19	42	12	56	217	79	296
Total YTD Escrows Closed.....	66	35	524	232	146	405	135	515	2,058	879	2,937
Volume of New Sales Dollars in Millions.....	2.265	2.100	15.144	8.690	6.889	14.849	6.250	24.568	80.756	18.097	98.853
Volume of total YTD Sales in Millions.....	20.5161	13.952	183.849	82.959	58.018	156.447	75.292	236.811	827.890	188.905	1016.795
Average Sale price in Thousands.....	283.1	420.1	302.9	347.6	362.6	353.6	520.9	438.7	372.1	229.1	334.0
Median Sale Price in Thousands.....	225.0	525.0	278.5	360.0	330.0	335.0	455.0	382.0	340.0	180.0	315.0
Coop Sales.....	6	3	41	24	17	35	10	51	187	66	253
Percent of Coop Sales.....	75.0	60.0	82.0	96.0	89.5	83.3	83.3	91.1	86.2	83.5	85.5
Average Days on Market.....	115	59	141	146	128	141	172	162	145	144	145
Sales at List Price.....	3	2	25	12	10	23	4	27	106	39	145
Percent of Sales at List Price.....	37.5	40.0	50.0	48.0	52.6	54.8	33.3	48.2	48.8	49.4	49.0
Sales to Listing Inventory Ratio.....	21.1	17.2	28.7	41.7	28.8	38.5	40.0	34.8	32.5	24.2	29.8
Final Sale to New Listing Ratio.....	400.0	100.0	138.9	131.6	126.7	155.6	133.3	109.8	132.3	129.5	131.6

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings.....	0	0	16	4	14	11	1	21	67	15	82
Total Active Listings.....	3	0	80	7	69	44	13	78	294	66	360
Average Days on Market.....	110	0	146	66	137	134	157	105	129	114	127
Average List Price in Thousands.....	349.6	0	185.9	222.4	160.4	205.5	249.1	278.9	212.8	201.0	210.7
Median List Price in Thousands.....	399.9	0	159.0	180.0	132.0	210.0	248.7	239.0	189.0	174.9	189.0
BOMS.....	0	0	11	0	4	4	2	5	26	10	36
Average BOM Price in Thousands.....	0	0	140.7	0	102.7	194.7	261.5	221.0	167.9	164.7	167.0
BOM to Sale Ratio.....	0	0	33.3	0	25.0	28.6	66.7	13.9	24.8	71.4	30.3
Expirations.....	0	0	11	0	5	4	2	2	24	10	34

PENDING SALES

New Escrows Opened.....	0	0	27	1	11	17	7	24	87	18	105
Total YTD Escrows Opened.....	1	1	261	12	152	155	61	304	947	161	1,108
New Open Escrows Average Days on Market.....	0	0	91	107	139	115	106	135	115	99	112
New Open Escrows Average List Price.....	0	0	163.0	149.9	92.7	241.5	251.0	230.2	194.9	242.0	203.0

CLOSED SALES:

New Escrows Closed.....	0	1	33	2	16	14	3	36	105	14	119
Total YTD Escrows Closed.....	2	1	224	12	133	130	59	279	840	155	995
Volume of New Sales Dollars in Millions.....	0	340	5.153	215	2.351	2.981	655	9.664	21.359	2.700	24.059
Volume of Total YTD Sales in Millions.....	660	340	37.327	1.960	23.659	28.790	16.589	77.256	186.580	31.302	217.882
Average Sale price in Thousands.....	0	340.0	156.2	107.5	146.9	212.9	218.3	268.4	203.4	192.8	202.2
Median Sale Price in Thousands.....	0	340.0	139.0	70.0	135.0	219.9	208.0	267.0	203.8	190.0	197.0
Coop Sales.....	0	0	32	2	15	11	3	29	92	11	103
Percent of Coop Sales.....	0	0	97.0	100.0	93.8	78.6	100.0	80.6	87.6	78.6	86.6
Average Days on Market.....	0	80	169	198	156	184	125	131	154	132	152
Sales at List Price.....	0	1	16	1	6	8	1	15	48	6	54
Percent of Sales at List Price.....	0	100.0	48.5	50.0	37.5	57.1	33.3	41.7	45.7	42.9	45.4
Sales to Listing Inventory Ratio.....	0	0	41.3	28.6	23.2	31.8	23.1	46.2	35.7	21.2	33.1
Final Sale to New Listing Ratio.....	0	0	206.3	50.0	114.3	127.3	300.0	171.4	156.7	93.3	145.1



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

7232 Balboa Blvd.
Van Nuys, CA 91406
Main Auditorium

Schedule of Events:

8:30 a.m. — 9:00 a.m.	Registration
9:00 a.m. — 9:15 a.m.	Welcome & Introductions
9:15 a.m. — 9:10:55 a.m.	Vesting (How To Hold Title)
	Property Inspection
	Commercial Real Estate Terminology
	Appraisal
	Property Management
	REO/Short Sales Note Purchase
11:00 a.m. — 12:00 p.m.	Round Tables (Open Format)
12:00 p.m.	Lunch & Networking



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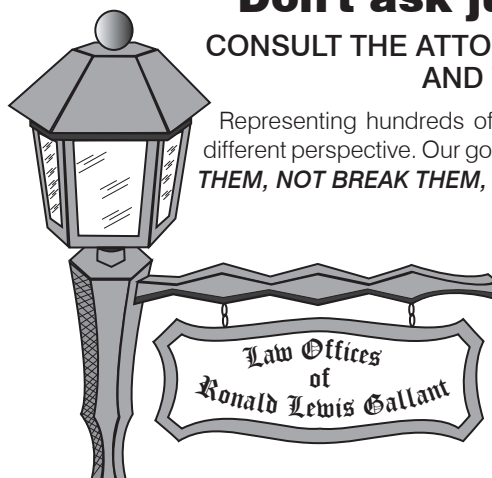
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AREA MEETING ANNOUNCEMENTS

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

OUTWEST

Fridays

Chairperson: Larry Gutierrez
Phone: (818) 416-7077

Co-Chair: Steve Peterson
Phone: (818) 914-2536

Chairman Emeritus: Jim Bevis
Phone: (818) 522-4113

Location: Denny's - Garden Room
8330 Topanga Cyn. Bhlvd.
(Corner of Roscoe and Topanga)

Time: 8:30 A.M. - 9:30 A.M.

Topic: MLS Pitches, Caravan, Guest
Sepakers

COMM. INVEST. 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

Tuesday, February 21, 2012

David Newman, CPA

How Do You Plan Your Business When the Tax
Laws are in Flux?

BUSINESS OPPORTUNITY 4th Tues of mo.

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

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Reservations or Information: Harvey at
harveyok2@yahoo.com

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

February 28, 2012 - 11 A.M. - 1 P.M.

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