

REALTOR[®] REPORT

October/November, 2012

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

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FILE RETENTION

BY: STEVEN D. SPILE, ESQ., SPILE, LEFF & GOOR, LLP, 2012 RISK MANAGEMENT COMMITTEE

Over the years, one issue that is often discussed is how to handle the retention and storage of files. Some of the questions involve: How long must I retain my file? Who should maintain the file? In what format should I store my file? Where should I store my file? We examine some of these issues in this month's risk management article.

How long should files be maintained?

Some folks say three years. Some folks say five years. Some folks say forever. The true answer is as long as possible. The primary reason for long term retention of files is to properly address questions and claims by a party or investigation by the Department of Real Estate. There are various lengths of time for a claimant to file an action before it is time barred. Unfortunately, for certain causes of action such as fraud, the time does not begin until a reasonable person would have discovered the fraud. As such, it is possible that a claim could be raised ten or more years after the close of escrow if the problem were not to have been discovered by a reasonable person until years afterward. It is for this reason, among others, that files should be retained as long as possible.

Who should maintain the files?

Often parts of files are maintained by the agent and other parts by the brokerage. Sometimes duplicate copies are maintained by each. As a general rule, the files should be maintained by the broker. There are a variety of reasons for this. First it gives the brokerage a central location for the file with less risk of loss. Second, often agents store files in less than secure places (can anyone say "garage") where damage can result or sensitive materials can get in the wrong hands. Third, if files are stored in multiple places or in sub-parts, there is a risk for a gap in what is being maintained. Fourth, at the end of the day, the brokerage is the entity ultimately responsible for the file so it should maintain the file. This is not to say an agent

cannot have a duplicate copy of the entire file, although the brokerage should make sure it is kept in a secure location.

In what format should files be maintained?

In our new technological world, maintaining files in electronic form is both acceptable and in fact desirable. It enables files to be kept most securely and efficiently. In fact, the notion of keeping files indefinitely is far more manageable if they are stored on a disk as opposed to four storage boxes. Many in the industry have moved toward paperless transactions. The California Association of Realtors has been a trend-setter in this regard. So naturally, if you are handling a transaction electronically, it is easy to maintain the file in the same fashion. Conversion to such a system has many advantages, from ease of handling the transaction to having a sensitivity to the environment.

Even those who are more comfortable with paper transactions have the ability to scan their files into an electronic format after the fact. If a brokerage has such a policy, it can also destroy the hard copy of the file; although they should have a document, executed by the client, agreeing to having the file converted to an electronic file and the physical file being destroyed.

Where should files be maintained?

As noted above, files should be maintained in a secure location. This security consideration should address protection from loss, damage and from materials getting into the hands of third parties. With paper files, maintaining files for some period at the office is a wise idea as easy access may be needed. Long term, having an arrangement with a business storage company which has a secure environment and appropriate insurance is a good option.

With respect to electronic files, it is a good idea to have these downloaded to

discs which are stored in a location which is free from risks of destruction or loss. Storing exclusively on a computer or a server poses the risk of loss in the event the system crashes. The best option is to have the files maintained on the company computer server, but have that downloaded to discs on a regular basis, such as weekly, and have those discs stored off-site in a secure location. This way, there is ease of access at the office, but also a back-up in case there are any problems such as fires or thefts at that office.

With a reasonable amount of effort, every real estate professional can have a safe and efficient policy for maintaining their files. For individual brokers, this can be handled very efficiently with a personal computer system and a disc containing copies of all the files. Likewise, if using paper files, finding a safe location which offers long term reasonable storage options can avoid potential problems. For large brokerages, having a clear document retention policy which is made clear to all agents and uniformly enforced will save the brokerage and its agents from significant risks. This is truly one of those examples: an ounce of prevention can provide a pound of cure.

CONSUMER PRICE INDEXES						
AUGUST 2012						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	AUG 2011	JUL 2012	AUG 2012	JUL 2012	AUG 2012	AUG 2012
Los Angeles - Riverside - Orange County	231.833	235.776	237.222	1.9	2.3	0.6



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

REALTOR® REPORT

The Official Publication of SRAR

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NEW SRAR MEMBER BENEFITS

**AnnounceMyNe
& AnnounceMyListing
are now LIVE on Matrix!**



AnnounceMyNews is the ultimate social marketing tool for you to easily share news, events, and other PR. Engaging your clients or fan base electronically is becoming vital to any small business. But as busy professionals, it can be daunting to engage in new social media methods. With this easy-to-use web-based product, it makes it simple to build brand awareness through personalized announcements that get passed on (...and on...) through your contacts.

No need to know complex computer codes either, AnnounceMyNews does it all for you.

AnnounceMyListing is a viral marketing tool which auto-generates two Listing Announcements directly from CRISNet MLS - one for the Agent and one for the Seller. Because AnnounceMyListing is connected directly to the CRISNet database, it creates an automatic data-feed system that you can use with ease!

Get connected to your seller's family and friends while driving traffic to your listing! Leverage the power of social networking sites such as Facebook and LinkedIn. Reconnect with your past clients and prospects... all with one simple program!

You can access your AnnounceMyNews & AnnounceMyListing accounts by logging into Matrix and clicking on Links (scroll to the bottom of the Links page), then clicking on either AnnounceMyNews or AnnounceMyListing to get started.

If you have questions, please call the CRISNet Tech Support lines at 818-947-2202 or 661-295-7117. Tech Support is available Monday through Friday from 8:30 am until 6:00 pm and Saturday, from 8:00 am to 5:00 pm.

WEVIDEO

Give your listings the POWER OF VIDEO and the REACH OF YouTube!



Coming November 1st SRAR will launch WeVideo, giving members the tools to produce HD real estate videos without the need for complicated software or expensive hardware.

SRAR is the first real estate association in the country to tap into WeVideo's powerful, yet easy to use, editing platform. WeVideo real estate tours save buyers and sellers countless hours in preview appointments and open houses. Life-like video walk-throughs gives buyers a true sense of the property's size and flow. Offering video tours gives your clients the ability to preview your listings before they schedule an appointment. Real Estate Videos not only showcase the home but can also capture the neighborhood and surrounding environment.

Signing up for WeVideo gives members a FREE 3 month introduction to the platform. WeVideo's first Webinar is scheduled for November 1st at 12 noon. Invite your staff to join us as we take you step by step through the WeVideo process and answer any questions about the product and how we can assist in your marketing efforts.

Look for more details to follow from SRAR and SRAR.com.

Perhaps you want to learn about these products in a live workshop? Janelle Odishoo is the co-founder of the products AnnouncMyListing and AnnounceMyNews. She will be doing a workshop in our SCV office on Thursday, November 8th from 10:00 am – 11:30 am and in the Van Nuys Office 2:00 pm – 3:30 pm. Seating is limited! Be sure to register for the workshop, and bring your computer! To RSVP for the Van Nuys class, call 818-947-2268 and for the SCV class, call 661-299-2930.

WELCOME 2013 BOARD OF DIRECTORS!

The S.R.A.R. 2013 Board of Directors' election is complete. The following members will serve on the B.O.D. for a two year term beginning January 1, 2013:

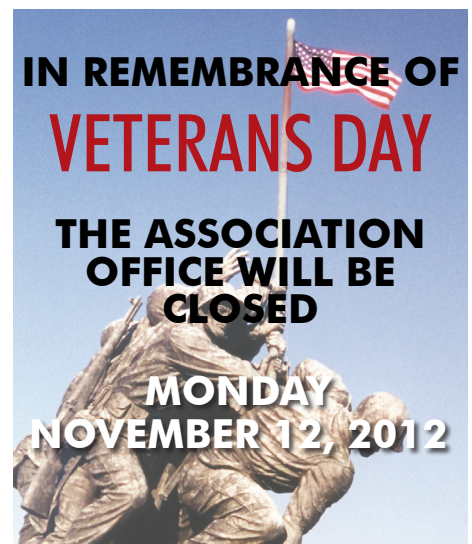
**Roger Hance
Jeff Kahn
Rana Linka
Susan Miller
Gaye Rainey
Nancy Troxell
Gina Uzunyan
Gary Washburn
Chris Williams**

The following Directors will complete their second year:

**Sharon Barron
Tom Carnahan
Ana Maria Colon
Gina Covello
Winnie Davis
Wendy Hale
Loren Hansen
Debbie Hawkins
Bud Mauro
Alice McCain
Nancy Starczyk
Dan Tresieras
Pat "Ziggy" Zicarelli.**

The SRAR Santa Clarita Valley Division representative serving on the Board is Bob Khalsa.

Congratulations 2013 SRAR Board of Directors!



SRAR MEMBERS GET POLITICAL WITH HOLLYWOOD



2012 SRAR PRESIDENT, WENDY HALE WITH ACTOR, ED BEGLEY, JR.



Did
You
Know

That "Commercial Day"
Is Coming This January?

SRAR Members Winnie Davis, Alice McCain, Gary Washburn, Steve While, and Pat A. "Ziggy" Zicarelli, along with 2012 President, Wendy Hale, and 2012 President-Elect, Sharon Barron attended a fundraising reception for Congressman Brad Sherman at the home of actor, Ed Begley, Jr., at his home in Studio City on October 15, 2012. Begley is most known for his role on the television series St. Elsewhere as well as his "green" lifestyle.

Congressman Sherman is currently in the running for the congressional seat in the 30th district of Los Angeles against fellow Democrat, Howard Berman. The two veteran lawmakers were subsequently wrangled into the same district after California political boundaries were changed by an independent panel. The 30th district congressional seat is one of eight in California with same-party nominees on the ballot for the November elections.

Sherman has been a long-time friend of real estate and is supported by the REALTOR® Party as the congressional candidate for the 30th district seat.



PICTURED, FROM LEFT-TO-RIGHT: ALICE MCCAIN; 2012 SRAR PRESIDENT, WENDY HALE; WINNIE DAVIS; CONGRESSMAN BRAD SHERMAN; PAT A. "ZIGGY" ZICARELLI; 2012 PRESIDENT-ELECT, SHARON BARRON; STEVE WHITE; AND GARY WASHBURN

Women's Council of REALTORS®

San Fernando Valley Chapter

www.wcrsfv.org

Events RSVP: www.sfvwcr.eventbrite.com

(818) 900-2927

sfvwcr@gmail.com

Locations:

Monthly Business Resource Luncheon:
Warner Ctn. Marriott

Monthly Board Meeting: SRAR

CALENDAR

NOVEMBER

2nd Member Appreciation Event

7-11 WCR National Conference
WCR Headquarters: Hilton
Orlando
6001 Destination Parkway
Orlando Florida

6th Board Meeting - SRAR
11:30 a.m. - 1:00 p.m.

12th Business Resource Luncheon
11:00 a.m. - 1:00 p.m.

DECEMBER

3rd or 4th 2013 Installation

HAPPY HOLIDAYS!

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DON'T FORGET TO



November 6, 2012 is Election Day. Regardless of which side of the political spectrum you lean towards, voting is a vital role of all American people, especially in an election with so much at stake. Not only is this a U.S. Presidential Election, but there are also several local measures, as well as the following California state ballot measures:

Proposition 30

Temporary Taxes to Fund State Programs

Proposition 31

State Budget

Proposition 32

Political Contributions by Payroll Deduction

Proposition 33

Auto Insurance Prices

Proposition 34

Death Penalty

Proposition 35

Human Trafficking Penalties

Proposition 36

Revision of the Three Strikes Law

Proposition 37

Labeling Genetically Engineered Foods

Proposition 38

Tax to Fund Education and Early Childhood Programs

Proposition 39

Tax Treatment for Multistate Businesses

Proposition 40

California State Senate Redistricting

Become familiar with each ballot measure and make your voice heard by voting! To find your polling place, visit <http://www.lavote.net/locator>. If you have not yet registered to vote, you may do so by visiting <http://registertovote.ca.gov/>. Just remember, your registration must be postmarked or hand-delivered to your county elections office at least 15 days before the election.

SRAR'S VIC VIERECK RECEIVES UCC'S 2012 SMALL BUSINESS AWARD



VIC VIERECK PICTURED ABOVE WITH 2012 PRESIDENT-ELECT, SHARON BARRON

SRAR member Vic Viereck was selected as the United Chambers of Commerce's Small Business Award recipient from the Universal City/North Hollywood Chamber. Each year, a small business owner is selected by each chamber within the United Chambers based on their commitment to the chamber and involvement within the community.

Viereck is a CPA as well as a past president, government affairs chair, and co-chair of the United Chambers Government Affairs Committee. Vic has also served on more than 35 committees at SRAR since 1992, including Grievance, Professional

Standards, and Governmental Affairs.

"Vic, active in many civic organizations, has been a voice for businesses through the years, alerting us to issues that affect us and leading the way for business-friendly policies" (UCNH, 2012).

The awards ceremony was held on June 1st of this year at the Beverly Garland Hotel in North Hollywood. Vic was presented his award by the Universal City/North Hollywood President, Kirk Jaffey.

We, at SRAR, congratulate Vic on his well-deserved award and wish to thank him for his many years of committed service to his community, the chambers, and SRAR.

IN MEMORIAM



SRAR is saddened to report the passing of REALTOR® Herb Lightfoot on October 7, 2012. He was 96 years of age.

Lightfoot joined the San Fernando Valley Board of REALTORS® (now SRAR) in 1954. He served many years on the board of directors and executive committee eventually being elected association President in 1973. In 1974, Lightfoot was named REALTOR® of the Year for his dedication and service to the industry.

Very active in community affairs, Lightfoot received the prestigious Fernando Award in 1970, the highest honor given for civic involvement in the San Fernando Valley.

Herb and wife Liz had six children, 11 grandchildren and five great grandchildren. Private funeral services were held. Deepest sympathy is extended to the Lightfoot family.

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**Available
November 1st**
Introductory Webinar
Thursday 11/1 at 12 noon



SOUTHLAND REGIONAL
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Sponsor a Child in Need

SRAR's Kids' Holiday Party



For just \$25, you could make a child's Holiday dreams come true!

Each year, with support of the SRAR Charitable Foundation, SRAR selects children from a local school in a low-income area of the San Fernando Valley to give them a memorable and happy Holiday. This year's school is Sara Coughlin Elementary School in Pacoima.

On Thursday, December 6th, 80 children from Sara Coughlin will come to the SRAR office in Van Nuys where they will be treated to a delicious lunch, a visit from Santa Claus, and presents that they can share with their family.

You can help spread the Holiday cheer by sponsoring one of the children from Sara Coughlin Elementary school. Take a moment to sponsor a child today! Your sponsorship is tax deductible.

Name: _____ # of Children to Sponsor at \$25 each: _____

Tel #: _____ Email: _____

Do you prefer to sponsor a child anonymously? ☐ YES ☐ NO

Do you prefer to sponsor a child in someone else's name? ☐ YES ☐ NO

If yes, please provide the name: _____

To sponsor by credit card, complete the information below. Checks may be made to 'SRAR Foundation' and sent to Jason Arancibia at 7232 Balboa Blvd. Van Nuys, CA 91406.

CC#: _____ Expiration Date: _____

Name as it appears on card: _____ Total Amt to be Charged: _____

Signature to authorize charge: _____

Completed forms with credit card information may be faxed to 818-786-4541. If sponsoring by check, please send form, along with check, by mail.



**SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.
SANTA CLARITA DIVISION**



**AND
OUR TITLE SPONSOR
WELLS FARGO
HOME MORTGAGE**

Present
***THE 5TH ANNUAL
EDUCATIONAL SUMMIT***



Our presenter will be Mimi Donaldson

Date: October 30th.

Time: 5:00 pm - 10:00 pm

Location: Canyon Theatre Guild

24242 Main St., Newhall 91321

Price: \$10 includes Food & Drink

Seating is limited

R.S.V.P. To scvevents@srar.com

We will also have Trick Or Treat stations!



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 Gaur, Sanjeev Kumar / Coldwell Banker Quality Properties / Northridge
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 Gomez, Mario Alejandro / Re/Max Olson Estates / Woodland Hills
 Gratzl, Agnes / Bill Toth & Associates / Burbank
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 Zheng, Hong / Keller Williams VIP Properties / Valencia
 Zhou, Jianqin / Keller Williams Encino-Sherman Oaks / Encino

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

Posting

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR SEPTEMBER

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY								
New Listings	102	124	97	122	150	595	359	954
Total Active Listings	186	237	183	191	327	1,124	776	1,900
Average Days on Market	103	105	104	90	101	101	116	107
Average List Price in Thousands	282.1	795.8	976.6	589.1	1,064.5	783.3	590.9	704.7
Median List Price in Thousands	275.0	629.0	765.0	469.9	649.0	510.0	310.0	425.0
BOMS	34	23	27	31	38	153	87	240
Average BOM Price in Thousands	269.1	555.3	746.0	420.3	577.4	503.5	379.7	458.6
BOM to Sale Ratio	37.8	22.5	32.1	29.8	30.4	30.3	35.2	31.9
Expirations	16	15	13	15	22	81	69	150
PENDING SALES								
New Escrows Opened	99	134	89	137	160	619	345	964
Total YTD Escrows Opened	1,064	1,026	833	1,196	1,334	5,453	2,945	8,398
New Open Escrows Average Days on Market	61	46	57	60	66	58	69	52
New Open Escrows Average List Price	276.8	655.1	584.9	468.8	631.5	537.2	351.8	470.8
CLOSED SALES:								
New Escrows Closed	90	102	84	104	125	505	247	752
Total YTD Escrows Closed	945	935	750	1,043	1,194	4,867	2,565	7,432
Volume of New Sales Dollars in Millions	23.958	55.063	44.948	50.883	73.484	248.336	87.397	335.732
Volume of total YTD Sales in Millions	243.060	508.387	414.423	460.822	730.676	2,357.367	855.500	3,212.867
Average Sale price in Thousands	266.2	539.8	535.1	489.3	587.9	491.8	353.8	446.5
Median Sale Price in Thousands	260.0	420.0	405.0	450.3	452.0	390.0	270.0	356.5
Coop Sales	58	81	71	85	95	390	200	590
Percent of Coop Sales	64.4	79.4	84.5	81.7	76.0	77.2	81.0	78.5
Average Days on Market	135	124	132	117	123	126	143	132
Sales at List Price	56	57	41	55	52	251	135	386
Percent of Sales at List Price	62.2	46.1	48.8	52.9	41.6	49.7	54.7	51.3
Sales to Listing Inventory Ratio	48.4	43.0	45.9	54.5	38.2	44.9	31.8	39.6
Final Sale to New Listing Ratio	88.2	82.3	86.6	85.2	83.3	84.9	68.8	78.8
CLOSED SALES TYPE								
Foreclosure/REO	21	8	6	18	12	65	30	95
Seller Concessions	0	1	0	0	0	1	2	3
Short Sale	11	14	13	11	26	75	60	135
Standard	35	43	41	32	48	199	59	258
Not Specified	22	36	23	42	39	162	98	260

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR SEPTEMBER

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY								
New Listings	47	57	30	31	50	215	107	322
Total Active Listings	73	96	67	57	66	359	243	602
Average Days on Market	91	102	94	123	110	103	148	121
Average List Price in Thousands	196.2	393.5	332.2	345.9	384.5	332.7	397.5	358.9
Median List Price in Thousands	150.0	319.9	249.0	299.0	270.0	260.0	275.0	269.0
BOMS	9	13	13	10	9	54	28	82
Average BOM Price in Thousands	168.8	302.9	238.2	336.7	317.2	273.6	248.1	264.9
BOM to Sale Ratio	27.3	23.6	30.2	31.3	23.7	26.9	26.7	26.8
Expirations	3	5	5	3	3	19	18	37
PENDING SALES								
New Escrows Opened	43	58	40	45	45	231	109	340
Total YTD Escrows Opened	353	500	377	337	403	1,970	1,041	3,011
New Open Escrows Average Days on Market	76	45	46	88	48	60	66	52
New Open Escrows Average List Price	186.6	311.9	236.0	238.6	318.7	262.5	314.5	279.1
CLOSED SALES:								
New Escrows Closed	33	55	43	32	38	201	105	306
Total YTD Escrows Closed	284	446	343	293	350	1,716	876	2,592
Volume of New Sales Dollars in Millions	6.165	18.407	10.344	9.119	9.086	53.122	30.899	84.021
Volume of total YTD Sales in Millions	47.256	138.702	85.927	76.638	89.750	438.275	246.716	684.991
Average Sale price in Thousands	186.8	334.7	240.6	285.0	239.1	264.3	294.3	274.6
Median Sale Price in Thousands	146.0	295.0	215.0	262.5	197.0	235.0	212.0	230.0
Coop Sales	25	41	33	21	23	143	81	224
Percent of Coop Sales	75.8	74.5	76.7	65.6	60.5	71.1	77.1	73.2
Average Days on Market	135	144	152	156	141	146	137	143
Sales at List Price	17	25	25	20	17	104	64	168
Percent of Sales at List Price	51.5	45.5	58.1	62.5	44.7	51.7	61.0	54.9
Sales to Listing Inventory Ratio	45.2	57.3	64.2	56.1	57.6	56.0	43.2	50.8
Final Sale to New Listing Ratio	70.2	96.5	143.3	103.2	76.0	93.5	98.1	95.0
CLOSED SALES TYPE								
Foreclosure/REO	7	1	5	1	3	17	13	30
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	4	11	13	11	13	52	28	80
Standard	8	25	19	10	13	75	22	97
Not Specified	14	18	6	10	9	57	41	98

<div> <div> RESIDENTIAL PROPERTIES LISTED 1,276 </div> <div> SEPTEMBER 2012 SFV RESIDENTIAL MLS SUMMARY MONTHLY RESIDENTIAL SALES STATISTICS </div> <div> RESIDENTIAL PROP. ESCROW OPENED 1,304 </div> <div> RESIDENTIAL PROP. ESCROW CLOSED 1,058 </div> </div>									
ACTIVE INVENTORY:									
NEW LISTINGS	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL	
TOTAL ACTIVE LISTINGS	149	181	127	153	200	810	466	1,276	
AVERAGE DAYS ON MARKET	259	333	250	248	393	1,483	1,019	2,502	
AVERAGE LIST PRICE IN THOUSANDS	100	104	101	98	102	101	124	110	
MEDIAN LIST PRICE IN THOUSANDS	257.9	679.9	803.9	533.2	950.3	674.2	544.8	621.5	
BOMS	255.0	499.0	549.0	424.9	599.0	425.0	299.9	377.0	
AVERAGE BOM PRICE IN THOUSANDS	43	36	40	41	47	207	115	322	
BOM TO SALE RATIO	248.1	464.2	581.0	399.9	527.6	443.5	347.6	409.3	
EXPIRATIONS	35.0	22.9	31.5	30.1	28.8	29.3	32.7	30.4	
	19	20	18	18	25	100	87	187	
PENDING SALES:									
NEW ESCROWS OPENED	142	192	129	182	205	850	454	1,304	
TOTAL YTD ESCROWS OPENED	1,417	1,526	1,210	1,533	1,737	7,423	3,986	11,409	
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	65	46	53	67	62	59	68	62	
NEW OPEN ESCROWS AVERAGE LIST PRICE	249.5	551.4	476.7	411.8	562.8	462.5	342.8	420.8	
CLOSED SALES:									
NEW ESCROWS CLOSED	123	157	127	136	163	706	352	1,058	
TOTAL YTD ESCROWS CLOSED	1,229	1,381	1,093	1,336	1,544	6,583	3,441	10,024	
VOLUME OF NEW SALE DOLLARS IN MILLIONS	30.123	73.470	55.292	60.002	82.570	301.458	118.296	419.753	
VOLUME OF TOTAL YTD SALES IN MILLIONS	290.316	647.089	500.350	537.480	820.426	2,795.642	1,102.216	3,897.858	
AVERAGE SALE PRICE IN THOUSANDS	244.9	488.0	435.4	441.2	506.6	427.0	336.1	396.7	
MEDIAN SALE PRICE IN THOUSANDS	250.0	385.0	340.0	402.0	402.0	345.0	250.0	320.0	
COOP SALES	83	122	104	106	118	533	281	814	
PERCENT OF COOP SALES	67.5	77.7	81.9	77.9	72.4	75.5	79.8	76.9	
AVERAGE DAYS ON MARKET	135	131	139	127	127	131	141	135	
SALES AT LIST PRICE	73	72	66	75	69	355	199	554	
PERCENT OF SALES AT LIST PRICE	59.3	45.9	52.0	55.1	42.3	50.3	56.5	52.4	
SALES TO LISTING INVENTORY RATIO	47.5	47.1	50.8	54.8	41.5	47.6	34.5	42.3	
FINAL SALE TO NEW LISTING RATIO	82.6	86.7	100.0	88.9	81.5	87.2	75.5	82.9	
CLOSED SALES TYPE									
FORECLOSURE/REO	28	9	11	19	15	82	43	125	
SELLER CONCESSIONS	0	1	0	0	0	1	2	3	
SHORT SALE	15	25	26	22	39	127	88	215	
STANDARD	43	68	60	42	61	274	81	355	
NOT SPECIFIED	36	54	29	52	48	219	139	358	
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	79	113	46	28	7857	6.4			
100,000 TO 109,999	78	26	16	6	1246	.6			
110,000 TO 119,999	105	31	19	10	12307	7.8			
120,000 TO 139,999	68	78	44	20	706	2			
140,000 TO 159,999	94	71	36	18	3047	2			
160,000 TO 179,999	71	65	33	17	8323	2.4			
180,000 TO 199,999	60	88	41	23	5855	2.4			
200,000 TO 249,999	88	202	108	51	9428	2.5			
250,000 TO 299,999	78	308	124	60	12907	3.6			
300,000 TO 349,999	52	199	130	72	10414	2.2			
350,000 TO 399,999	53	186	96	490	4925	.9			
400,000 TO 449,999	36	132	65	34	5463	.8			
450,000 TO 499,999	54	119	52	33	10330	8.2			
500,000 TO 549,999	53	84	61	39	21119	2.8			
550,000 TO 599,999	59	97	31	20	24846	3.7			
600,000 TO 699,999	52	148	50	30	20223	N/A			
700,000 TO 799,999	46	110	30	19	64262	6.9			
800,000 TO 899,999	50	78	21	16	47460	5.1			
900,000 TO 999,999	116	67	17	14	47332	4.4			
1,000,000 TO 1,999,999	49	212	35	20	52971	3.1			
MORE THAN 2,000,000	66	106	5	4	255250	6.9			
TOTALS	64	2520	1060	583	15623	2.0			
LISTINGS									
2012 RMLS TOTAL - \$ VOLUME						SALES			
\$3,897,858,000						10,476			

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SAN FERNANDO VALLEY
COMPARABLE SALES ANALYSIS 2007 - 2012
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

[illegible]

<div> <div> RESIDENTIAL PROPERTIES LISTED 314 </div> <div> SEPTEMBER 2012 SCV RESIDENTIAL MLS SUMMARY MONTHLY RESIDENTIAL SALES STATISTICS </div> <div> RESIDENTIAL PROP. ESCROW OPENED 406 </div> <div> RESIDENTIAL PROP. ESCROW CLOSED 337 </div> </div>											
ACTIVE INVENTORY:											
	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	8	8	68	25	35	42	20	64	270	44	314
TOTAL ACTIVE LISTINGS	26	22	103	35	59	52	21	94	412	107	519
AVERAGE DAYS ON MARKET	97	198	131	81	123	137	64	86	114	104	112
AVERAGE LIST PRICE IN THOUSANDS	475.5	792.8	489.6	442.5	500.1	477.1	526.6	589.0	525.4	396.3	498.8
MEDIAN LIST PRICE IN THOUSANDS	429.5	649.0	337.0	369.0	385.0	375.0	500.0	473.0	422.0	250.0	385.0
BOMS	3	0	14	11	10	15	4	21	78	14	92
AVERAGE BOM PRICE IN THOUSANDS	286.6	0	314.2	296.5	435.7	295.9	502.3	381.5	350.5	226.7	331.6
BOM TO SALE RATIO	33.3	0	20.0	55.0	40.0	24.6	30.8	27.3	27.8	25.0	27.3
EXPIRATIONS	1	1	7	1	1	8	0	7	26	7	33
PENDING SALES:											
NEW ESCROWS OPENED	7	7	80	32	48	66	24	89	353	53	406
TOTAL YTD ESCROWS OPENED	80	48	732	221	309	543	170	768	2,871	488	3,359
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	125	42	53	74	56	69	49	52	59	72	61
NEW OPEN ESCROWS AVERAGE LIST PRICE	390.7	367.1	270.8	318.4	344.7	345.3	531.1	405.9	355.1	259.4	342.7
CLOSED SALES:											
NEW ESCROWS CLOSED	9	6	70	20	25	61	13	77	281	56	337
TOTAL YTD ESCROWS CLOSED	67	42	575	192	256	447	132	615	2,326	399	2,725
VOLUME OF NEW SALE DOLLARS IN MILLIONS	2,810	2,130	20,989	7,155	6,903	21,347	6,271	33,358	100,964	17,259	118,223
VOLUME OF TOTAL YTD SALES IN MILLIONS	21,974	18,372	162,046	66,861	66,364	151,599	62,153	242,163	791,532	112,208	903,740
AVERAGE SALE PRICE IN THOUSANDS	312.2	355.0	279.0	357.8	276.1	350.0	482.4	433.2	359.3	308.2	350.8
MEDIAN SALE PRICE IN THOUSANDS	319.9	290.0	270.0	359.0	236.0	335.0	460.0	369.0	325.0	219.9	315.0
COOP SALES	9	6	56	13	18	47	12	58	219	37	256
PERCENT OF COOP SALES	100.0	100.0	80.0	65.0	72.0	77.0	92.3	75.3	77.9	66.1	76.0
AVERAGE DAYS ON MARKET	162	243	161	156	131	156	117	176	161	171	162
SALES AT LIST PRICE	5	2	40	10	9	40	8	36	150	28	178
PERCENT OF SALES AT LIST PRICE	55.6	33.3	57.1	50.0	36.0	65.6	61.5	46.8	53.4	50.0	52.8
SALES TO LISTING INVENTORY RATIO	34.6	27.3	68.0	57.1	42.4	117.3	61.9	81.9	68.2	52.3	64.9
FINAL SALE TO NEW LISTING RATIO	112.5	75.0	102.9	80.0	71.4	145.2	65.0	120.3	104.1	127.3	107.3
CLOSED SALES TYPE											
FORECLOSURE/REO	4	1	10	0	2	8	1	5	31	12	43
SELLER CONCESSIONS	0	0	0	0	0	0	0	0	0	0	0
SHORT SALE	2	1	30	8	5	21	3	22	92	20	112
STANDARD	0	2	17	6	14	7	7	31	98	11	98
NOT SPECIFIED	3	2	13	6	4	11	2	19	60	11	71
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	100	18	14	8	25857	166					
100,000 TO 109,999	13	6	3	3	16100	13.2					
110,000 TO 119,999	70	6	7	5	6700	3.9					
120,000 TO 139,999	106	22	12	5	4779	2.7					
140,000 TO 159,999	98	14	15	7	6946	3.9					
160,000 TO 179,999	54	14	8	3	2400	1					
180,000 TO 199,999	53	23	15	7	10529	4.8					
200,000 TO 249,999	103	28	39	21	10881	12.6					
250,000 TO 299,999	106	44	34	21	100016	7.6					
300,000 TO 349,999	66	45	46	23	6550	1.1					
350,000 TO 399,999	85	33	34	19	18356	3.7					
400,000 TO 449,999	98	36	25	17	15315	2.9					
450,000 TO 499,999	77	43	15	9	22007	4.0					
500,000 TO 549,999	54	13	12	8	3517	1.0					
550,000 TO 599,999	62	26	8	6	31886	4.8					
600,000 TO 699,999	52	23	7	6	42536	6.2					
700,000 TO 799,999	126	27	7	6	64917	7.6					
800,000 TO 899,999	49	13	7	6	16566	1.9					
900,000 TO 999,999	246	15	3	2	297450	20.1					
1,000,000 TO 1,999,999	238	30	5	4	361200	11.9					
MORE THAN 2,000,000	97	8	1	1	250000	10.9					
TOTALS	88	487	317	187	33162	2.4					
LISTINGS											
2012 RMLS TOTAL - \$ VOLUME										SALES	
\$903,740,000										3,361	

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

SANTA CLARITA VALLEY
COMPARABLE SALES ANALYSIS 2007 - 2012
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

	2007					2008					2009					2010					2011					2012				
	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	LIST	SALES	\$ VOL MIL.	% SALES TO LIST		
JAN	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	470	276	83.8	58.7						
FEB	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	447	275	78.7	61.5						
MAR	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	460	348	107.9	75.7						
APR	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	427	364	109	85.2						
MAY	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	456	384	118	84.2						
JUNE	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	413	432	135.0	104.6						
JUL	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	388	392	122.6	101						
AUG	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	422	406	120.2	96.2						
SEPT	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	314	337	118.2	107.3						
OCT	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	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	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	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										
	\$506,013					\$384,236					\$340,865					\$353,482					\$315,090									

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR SEPTEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	6	8	52	24	20	34	16	44	204	39	243
Total Active Listings	23	22	78	31	41	46	15	66	322	89	411
Average Days on Market	102	198	117	81	142	132	50	88	114	98	111
Average List Price in Thousands	489.8	792.8	572.3	447.6	637.5	516.5	612.9	708.4	599.6	406.8	557.8
Median List Price in Thousands	447.4	649.0	409.0	380.0	560.0	388.0	559.0	525.0	469.0	250.0	430.0
BOMS	3	0	11	10	10	10	3	11	58	9	67
Average BOM Price in Thousands	286.6	0	358.3	301.2	435.7	358.5	584.7	507.4	398.1	220.3	374.2
BOM to Sale Ratio	37.5	0	23.9	50.0	100.0	21.7	37.5	23.9	30.5	21.4	28.9
Expirations	1	1	5	1	1	6	0	5	20	6	26

PENDING SALES

New Escrows Opened	7	7	56	31	28	49	20	57	255	43	298
Total YTD Escrows Opened	75	48	500	211	140	394	123	494	1,985	378	2,363
New Open Escrows Average Days on Market	125	42	43	68	58	59	47	54	56	76	59
New Open Escrows Average List Price	390.7	367.1	322.0	320.7	460.7	389.7	588.1	484.2	410.3	246.8	386.7

CLOSED SALES:

New Escrows Closed	8	6	46	20	10	46	8	46	190	42	232
Total YTD Escrows Closed	64	42	393	186	117	321	92	407	1,622	308	1,930
Volume of New Sales Dollars in Millions	2,606	2,130	16,739	7,155	4,727	18,099	4,859	23,640	79,954	13,520	93,474
Volume of total YTD Sales in Millions	20,995	18,372	133,712	65,742	46,979	124,811	51,762	189,552	651,925	91,015	742,940
Average Sale price in Thousands	325.7	355.0	363.9	357.0	472.7	393.4	607.4	513.9	420.8	321.9	402.9
Median Sale Price in Thousands	319.9	290.0	300.0	359.0	440.0	360.0	545.0	430.0	730.0	219.9	359.0
Coop Sales	8	6	37	13	9	34	7	35	149	26	175
Percent of Coop Sales	100.0	100.0	80.4	65.0	90.0	73.9	87.5	76.1	78.4	61.9	75.4
Average Days on Market	170	243	160	156	111	165	100	184	164	163	164
Sales at List Price	4	2	25	10	4	30	4	21	100	22	122
Percent of Sales at List Price	50.0	33.3	54.3	50.0	40.0	65.2	50.0	45.7	52.6	52.4	52.6
Sales to Listing Inventory Ratio	34.8	27.3	59.0	64.5	24.4	100.0	53.3	69.7	59.0	47.2	56.4
Final Sale to New Listing Ratio	133.3	75.0	88.5	83.3	50.0	135.3	50.0	104.5	93.1	107.7	95.5

CLOSED SALES TYPE

Foreclosure/REO	3	1	7	0	0	5	1	3	20	9	29
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	2	1	18	8	2	14	0	13	58	13	71
Standard	0	2	14	6	5	18	6	22	73	11	84
Not Specified	3	2	7	65	3	9	1	8	39	9	48

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR SEPTEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	2	0	16	1	15	8	4	20	66	5	71
Total Active Listings	3	0	25	4	18	6	6	28	90	18	108
Average Days on Market	61	0	174	85	79	176	100	81	114	132	117
Average List Price in Thousands	365.7	0	231.7	403.0	187.2	175.3	130.8	307.6	260.0	344.5	274.1
Median List Price in Thousands	399.0	0	185.0	305.0	165.0	195.0	255.0	220.0	199.5	219.5	200.0
BOMS	0	0	3	1	0	5	1	10	20	5	25
Average BOM Price in Thousands	0	0	152.5	249.0	0	170.8	255.0	243.2	212.3	238.2	217.5
BOM to Sale Ratio	0	0	12.5	0	0	33.3	20.0	32.3	22.0	35.7	23.8
Expirations	0	0	2	0	0	2	0	2	6	1	7

PENDING SALES

New Escrows Opened	0	0	24	1	20	17	4	32	98	10	108
Total YTD Escrows Opened	5	0	232	10	169	149	47	274	886	110	996
New Open Escrows Average Days on Market	0	0	76	255	53	98	57	49	67	54	66
New Open Escrows Average List Price	0	0	151.4	249.0	182.4	217.3	246.0	266.5	211.6	313.8	221.1

CLOSED SALES:

New Escrows Closed	1	0	24	0	15	15	5	31	91	14	105
Total YTD Escrows Closed	3	0	182	6	139	126	40	208	704	91	795
Volume of New Sales Dollars in Millions	204	0	4,251	0	2,177	3,249	1,412	9,718	21,010	3,739	24,749
Volume of Total YTD Sales in Millions	979	0	28,333	1,120	19,386	26,788	10,391	52,611	139,607	21,193	160,800
Average Sale price in Thousands	203.9	0	177.1	0	145.1	216.6	282.4	313.5	230.9	267.1	235.7
Median Sale Price in Thousands	203.9	0	147.0	0	125.0	209.0	255.0	250.0	203.9	215.0	209.0
Coop Sales	1	0	19	0	9	13	5	23	70	11	81
Percent of Coop Sales	100.0	0	79.2	0	60.0	86.7	100.0	74.2	76.9	78.6	77.1
Average Days on Market	98	0	162	0	144	128	144	165	153	195	158
Sales at List Price	1	0	15	0	5	10	4	15	50	6	56
Percent of Sales at List Price	100.0	0	62.5	0	33.3	66.7	800.0	48.4	54.9	42.9	53.3
Sales to Listing Inventory Ratio	33.3	0	96.0	0	83.3	250.0	83.3	110.7	101.1	77.8	97.2
Final Sale to New Listing Ratio	50.0	0	150.0	0	100.0	187.5	125.0	155.0	137.9	280.0	147.9

CLOSED SALES TYPE

Foreclosure/REO	1	0	3	0	2	3	0	2	11	3	14
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	12	0	3	7	3	9	34	7	41
Standard	0	0	3	0	9	3	1	9	25	2	27
Not Specified	0	0	6	0	1	2	1	11	21	2	23

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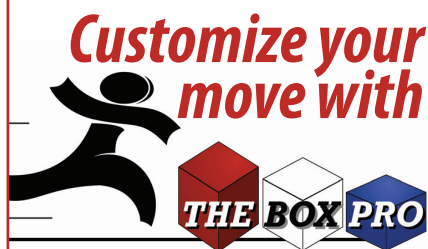
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Chairperson: Doc Holladay
Phone: (818) 987-9500
Co-Chair: Rudy Leon
Phone: (818) 642-7839
Location: Lulu's Restaurant - 16900 Roscoe Blvd., Van Nuys
Time: 8:45am

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. Blvd.
(Corner of Roscoe and Topanga)
Time: 8:30 A.M. - 9:30 A.M.
Topic: MLS Pitches, Caravan, Guest Speakers

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

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

Chairperson(S): Harvey Osherenko
Phone: 522-7592 - Harveyok2@yahoo.com
Location: SRAR - Time: 9:00 A.M.

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 **2nd & 4th Fridays**

Location: SRAR SCV Division
20655 Soledad Canyon Rd #33, Canyon Country 91351
Chairperson: Erika Kauzlarich-Bird
661-259-4663 or requality@aol.com
Time: 8:30am

October 26 - MLS	December 7
Nov 2	December 14 - No Mtg.
Nov 9 - MLS	December 21
Nov 16	December 28 - No Mtg.
Nov 23 - No meeting	
November 30	

NORTH L.A. COMMERCIAL REAL ESTATE FORUM **4th Thursday of each month**

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