

A close-up portrait of Sharon Barron, a woman with blonde, wavy hair and blue eyes, smiling. She is wearing a black blazer over a bright blue collared shirt and a small pendant necklace. The background is a soft, out-of-focus grey.

# REALTOR® REPORT

December, 2012 / January, 2013

*The Official Publication of Southland Regional Association of REALTORS®*

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## 2013 SRAR

## Leadership Announced

# *Sharon Barron*

**Named 2013 President**



# ETHICS CORNER

BY HERB LAMBERT, 2012 CHAIRMAN, PROFESSIONAL STANDARDS COMMITTEE

As Realtors, our Code of Ethics helps set us apart from other real estate licensees. Helping to set SRAR apart from some other associations is our elaborate professional standards system which promotes adherence to the Code's standards. This system includes three volunteer committees: Grievance; Hearing Panelists; Ethics and Arbitration Policy; along with volunteer Ombudsmen, Ethics Advocates, and Mediators, and a hard working Association staff. Here's an overview of how it works.

When the Professional Standards Department receives a written complaint about the practice and conduct of one of our members, it is sent to the Grievance Committee to be reviewed thoroughly to determine if an ethics hearing should be held. A Reviewer interviews the Complainant and compiles evidence related to the grievance. After the review, a recommendation is made to the full committee who decides whether to dismiss the complaint or forward it to a hearing based on the possibility that a member or members had violated an article of the Code of Ethics or MLS or Membership rule. The Grievance Committee also names the specific article(s) and rule(s) to be considered by the Hearing Panel. An Ethics Advocate would also be assigned if either the complaining or responding party (or both) request one. Each party is entitled to their own volunteer Advocate to help guide them through the process.

When a hearing has been recommended, the Professional Standards Administrator selects three panelists plus one or two alternates to serve on the Hearing Panel, avoiding possible conflicts of interest in the selection. If one of the parties to the hearing is represented by their attorney, then the Association's attorney will participate, as well.

Prior to the hearing date, staff members coordinate the processing of paperwork which could include volumes of evidence

submitted by each party. The panelists review all documents that are submitted in preparation for the hearing. The Hearing Panel Chairperson discusses the file with the other panelists prior to the hearing to be sure all are prepared and clear about the issues to be presented by the parties.

Each side may bring witnesses, an attorney and their volunteer Advocate to the hearing provided they have given sufficient notice of who will attend. The Chairperson of the Panel conducts the session in a manner to give each party ample opportunity to present their cases. When the hearing concludes, the panelists continue to meet in deliberation until agreement is reached to determine if a violation(s) has been committed and if so, what disciplinary action will be taken. The panelists collaborate on a report called "Findings of Fact" which is provided to the Complainant and Respondent as an explanation of the panel's decision.

If a violation(s) has been found, the member(s) in violation has 20 days to appeal the decision to the Board of Directors who will decide if there is just cause for an Appeals Hearing. If no appeal is granted, the Directors will affirm the Panel's decision and it will be enforced as written. When an appeal is granted, an Appeals Panel, made up of members of the Board of Directors, will determine if the Hearing Panel's decision should be upheld or overturned, or if the case should be heard again by a newly selected Hearing Panel.

In addition to handling ethical complaints, the Association also handles Realtor vs. Realtor arbitrations concerning disputes over commissions. When a member files for arbitration, both parties meet with a volunteer mediator to try to settle the monetary dispute. Most cases do settle but when one doesn't, an Arbitration Hearing is held before a panel of three arbitrators who will decide whether or not the Realtor who filed for arbitration will receive a monetary

award from the Respondent. There is no appeal process – the Arbitration Panel's decision is final unless it can be proven that a procedural error had been made, which is very rare.

CONTINUED ON PAGE 4

## HOLIDAY SCHEDULE

The Association will be closed

**MONDAY, DECEMBER 24<sup>TH</sup>**

**TUESDAY DECEMBER 25<sup>TH</sup>**

**DECEMBER 31, 2012**

**AND**

**JANUARY 1, 2013**

*Happy Holidays  
from the  
Officers and Staff  
of the  
Southland Regional  
Association of Realtors*

## COMMERCIAL DAY

A special event will salute the commercial real estate specialist this coming January. Richard Bozzi, chair of the C&I Committee of SRAR, announced the date of January 23, 2013 for "Commercial Day". This is the third year for this event and he warned everyone to register early. The first two events were sold out to a standing room only audience. The theme for this event is "Traits of a Successful Commercial Agent".

The program will feature speakers addressing the business of an agent in this specialized field. Mr. Mike Zugsmith, Chairman of NAI Capital, will be the keynote speaker. His topic is "What makes a winner in today's market". The program will start at 8:30 am in the SRAR auditorium. Both breakfast and lunch will be served. The event is free but you must register to guarantee a seat. Email your RSVP to [commercialday2013@srar.com](mailto:commercialday2013@srar.com)



SOUTHLAND REGIONAL  
ASSOCIATION OF REALTORS®, INC.

## REALTOR® REPORT

The Official Publication of SRAR

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President-Elect  
**Sharon Barron**

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# SHARON BARRON TO SERVE AS 2013 SRAR PRESIDENT



REALTOR Sharon Barron was unanimously affirmed to serve as President of the Southland Regional Association of REALTORS for 2013, it was announced following the first meeting of the newly elected Board of Directors. Barron currently serves as the association's President-Elect.

Ms. Barron is well qualified to lead the 8,900 member association, one of the nation's largest. She is completing her sixth year on the SRAR board of directors and is a member of the 2012 Executive Committee.

She has a long and distinguished history of service to the association. A member since 1989, she has served three years on the MLS Committee, two years on the Grievance Committee and five years on the Professional Standards Committee. She was the Professional Standards vice chair in 2005 and chair in 2006.

She has also served on the Technology Committee, Governmental Affairs Committee, Finance Committee and Ethics and Arbitration Committee.

A California Association of REALTORS director since 2009, Sharon has served on the CAR MLS Committee, Professional Standards Committee and Risk Management Committee. She is a California "Golden R" member as a contributor to the REALTORS Action Fund.

She also serves on the board of directors of the California Real Estate Technology Services (CARETS), an organization of seven regional multiple listing services providing access to data throughout most of Southern California.

An avid golfer, Sharon is the past president of the Lakeside Country Club Ladies Golf Association, active in the Toluca Lake Home Owners Association and other civic organizations. She has been married to husband Bob for 25 years and their family includes step daughter Shalin, her husband Steve, and grandchildren Haley, Kylie and Chaz. The Barrons are long time resident of Toluca Lake.

Serving with President Barron on the 2013 Board of Directors will be President-Elect Roger Hance, Robert Banuelos, Tom Carnahan, Ana Maria Colon, Gina Covello, Winnie Davis, Wendy Hale, Loren Hansen, Debbie Hawkins, Jeff Kahn, Bob Khalsa, Rana Linka, Bud Mauro, Alice McCain, Gaye Rainey, Nancy Starczyk, Daniel Treserras, Nancy Troxell, Gina Uzunyan, Gary Washburn, Chris Williams and Pat A. Zicarelli.

The 2013 officers and directors assume office on January 1, 2013. They will be installed at the association's annual installation gala on January 19, 2013 at the Sheraton Universal Hotel. All members are invited to contact Karen Marten karenm@srar.com for ticket pricing and reservations.

## ROGER HANCE NAMED 2013 PRESIDENT-ELECT

REALTOR Roger Hance was elected to the office of President-Elect of the Southland Regional Association of REALTORS; it was announced following the first meeting of the 2013 Board of Directors. As per association bylaws, Hance will serve as the SRAR President in 2014.

President-Elect Hance has a long and distinguished career of service to the association and real estate industry. He joined SRAR as a sales associate in 1974 and opened his own firm in 1978. He was appointed to the Grievance Committee in 1980, a position he held for three years. Since then he has served in numerous capacities including the MLS Committee, Strategic Planning Committee, Rules and Compliance Committee, Fair Real Estate Practices Committee, Nominating Committee and Technology Committee.

He has served on the Board of Directors for a total of five years and has served on the Executive Committee. He has been a California Association of REALTORS director for two years and serves on the CAR MLS Committee.

Roger's experience in real estate brokerage, escrow and as an innovator in technology tools for the real estate industry make him uniquely qualified to lead SRAR into the future.



*SRAR Annual Inaugural Ball*  
*January 19, 2013*

# INAUGURAL BALL TICKETS AVAILABLE

SRAR members are invited to attend the 93rd Inaugural Ball being held on Saturday, January 19, 2013 at the Sheraton Universal Hotel where 2013 SRAR President Sharon Barron and the 2013 Board of Director will be installed.

Cocktails and complimentary hors d'oeuvres will be available beginning at 6:30 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.

## 10 Holiday Tips

- 1 Buy Safe Toys** If you plan to buy toys for the kids in your life, choose age-appropriate toys and look for labels with safety advice.
- 2 Celebrate on a Budget** The holidays can be expensive, but you don't have to break the bank to celebrate. Decide how much you can afford and stick to it.
- 3 Give the Gift of Service** Sometimes the greatest gift you can give to others is service. Read to a child; volunteer at a food bank; collect toys for needy children.
- 4 Find Seasonal Employment** Even in a tough economy, businesses need extra help around the holidays. Seasonal work can help supplement your income.
- 5 Get Through the Holiday Blues** The holidays can bring stress and feelings of loneliness. Exercise, focus on positive relationships, & things you find rewarding.
- 6 Be Safe & Save Money with LED Lights** Electricity bills can grow during the holidays. Consider using LED lights to help conserve energy and money.
- 7 Pay Attention to Food Portions & Physical Activity** Enjoy holiday treats, but use portion-control & keep up your exercise routine to avoid the extra pounds.
- 8 Pack for Hassle-Free Air Travel** Don't pack liquids in carry-on bags. Wear little-to-no metal items when going through security. Wear shoes that can be easily removed and put back on.
- 9 Reduce Holiday Waste** The holiday season includes many opportunities to reduce waste, recycle, and reuse items.
- 10 Keep Food Safe** Keep your holiday foods safe, cook them thoroughly; use shallow containers; never leave them sitting out for more than two hours.

## IN MEMORIAM

Annette Levine, Realtor passed away November 23, 2012. She began her real estate career in 1966 with Schauer Realty. She was one of the first ground-breaking female Realtors of that time, who averaged 100 sales per year for several years. She worked for other firms, and concluded her career at White House Properties, where she worked from 1994-2005, when she retired. She is survived by her son Shane Levine, himself a Realtor, daughter Fran Flevotomos, stepson Frank Levine, 6 grandchildren, and 3 great-grandchildren.

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## ETHICS CORNER

CONTINUED FROM PAGE 2

This year, the Ombudsman program was introduced which provides for a volunteer Ombudsman to be assigned when two parties in dispute try to settle their differences without going through the process of filing a formal complaint. The program has been very successful in resolving disputes between members of the public and Realtors as well as disagreements between Realtor members.

Another service that is organized by the Professional Standards staff is the Public Mediation Panel which handles disputes between members of the public who try to resolve differences that arise out of their real estate transactions through mediation before filing for arbitration or a court proceeding. The participants pay for this service which is initially processed by the staff with the actual mediation being conducted by one of the professional mediators on the panel. The settlement success rate is excellent and those who have used this service have expressed great satisfaction with the results.

Our Association's Professional Standards system is designed to ensure that complaints are handled in a manner that guarantees all parties receive due process and a fair hearing. Procedures are in place to avoid conflicts of interest every step of the way, and the volunteer members and staff are absolutely clear about performing their duties in an unbiased, objective and confidential manner. The Ethics and Arbitration Policy Committee continually reviews policy, procedures and changes in the law and ethical standards that may occur with evolving technology and industry practices; making recommendations to the Board of Directors to help ensure that we are current in the proper handling of grievance issues.

SRAR's Professional Standards Department always welcomes qualified volunteers. The first step is to volunteer for the Grievance Committee after which there is opportunity to serve as a Hearing Panelist, Ethics Advocate, Ombudsman and/or Mediator. As someone who first volunteered in 1985, I highly recommend getting involved to anyone who seeks the education, intellectual stimulation and reward of helping to maintain our profession's ethical standards. The experience will almost certainly benefit your career. I know how much it has benefitted mine.

To volunteer or for more information, contact Michelle or Debra at (818) 947-2200 or email [Michelled@srar.com](mailto:Michelled@srar.com) or [Debrah@srar.com](mailto:Debrah@srar.com)



# SAN FERNANDO VALLEY HOME SALES SURGE, PRICES RISE

BY GREGORY J. WILCOX, STAFF WRITER, DAILY NEWS LOS ANGELES, STORY PRINTED COURTESY OF SUE CHADWICK, MBA

The San Fernando Valley's housing market roared to life in October, with sales surging 25 percent from a year ago and the median price increasing 10 percent.

It looks like the rebound has morphed into more than a mirage, too.

Since April, sales have increased by more than 10 percent from a year earlier every month except September, according to the San Fernando Valley Economic Research Center at California State University, Northridge.

Last month, 1,510 new and previously owned houses and condominiums changed owners, an increase of 305 from October 2011 and 223 more than in October 2012.

Economist William W. Roberts, the center's director, said that September was an anomaly and that the 2012 market should end on a strong note.

"I think we'll see decent numbers in November and December," Roberts said. "Twelve months ago the market was a bit artificial because the government stimulus had stopped and the market wasn't going much of anywhere. Now it's more of a traditional market."

CSUN's report, based on statistics from market tracker DataQuick, said sales were up in all areas from Glendale through Calabasas.

The increases ranged from 8.5 percent in the foothills south of Ventura Boulevard to 41 percent in the Northwest Valley.

Wendy Silver-Hale, president of the Van Nuys-based Southland Regional Association of Realtors, said that the market's surge started in February.

"Now we are at the point where the greatest percentage of sales are equity sales. The (foreclosures) have been drying up," she said.

Last month, foreclosures fell 21 percent to 294 properties from 371 a year earlier. There were 20 more foreclosures in October than in September.

But the number of mortgage holders falling seriously behind in their loan payments plunged 49 percent.

Last month lenders issued 560 notices of default on Valley properties, down from 1,111 in October 2011. And there were 20 fewer notices issued in October than September.

During the market slump in the 1990s, foreclosures averaged about 600 a quarter for about three years after hitting bottom in 1996, Roberts said.

The Valley is closer to the end of that trend now than the beginning.

"Assuming that housing recovery follows the late 1990s trend and with continuing high unemployment, we expect foreclosures to continue between 200 and 300 per month through most of next year," Roberts said.

The median price of a previously owned house in October was \$391,500, up from \$355,000 in October 2011. It was down from \$402,750 in September.

Prices seem to have stabilized, Roberts said, and have been bouncing up and down for about five months.

The bottom for this cycle was \$347,500 in March of 2009.

Realtor Silver-Hale said that near-record low inventory is helping drive prices up. And buyers are entering the market.

"It seems that people have finally gotten the message that this is really the best time to buy even with prices going up. They have realized we've kind of hit the bottom," she said.

## 2013 Association Dues Billing

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**Southland Regional Association of Realtors®**

## **93<sup>rd</sup> Annual Inaugural Ball**

**Join us in celebrating the Installation of**

**PRESIDENT SHARON BARRON**  
**and the 2013 Officers and Directors**

**Saturday the Nineteenth of January**  
**Two Thousand and Thirteen**

**Sheraton Universal Hotel**  
**Grand Ballroom**  
**333 Universal Hollywood Drive**  
**Universal City**

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

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

**Attire: Black Tie Optional**

Please send \_\_\_\_\_ Installation Dinner Dance tickets at \$100.00 Each

**SRAR Inaugural Ball, Attention: Karen Marten, 7232 Balboa Blvd., Van Nuys, CA 91406**

Please Check One: ☐ Check ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

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Phone Number \_\_\_\_\_ E-mail \_\_\_\_\_

**Deadline:** Please return this form by **January 4, 2013** so that ticket orders may be processed accordingly.

**For further information, contact Karen Marten: (818) 947-2254; KarenM@srar.com**



# REALTORS® HOLIDAY GIVING

## 82 CHILDREN'S HOLIDAY SEASON MADE BRIGHTER



On Thursday, December 6th, 82 children from Sara Coughlin Elementary School were treated to a day of holiday fun and cheer at the Southland Regional Association of REALTOR®.

Thanks to Councilmember Richard Alarcon's office, the children were bused in from their Pacoima school to enjoy the holiday festivities.

Once they arrived at the SRAR office in Van Nuys, the children were treated to a bountiful buffet of kid-friendly cuisine that included chicken fingers, mini-burgers, mac-n-cheese, and cookies.

After lunch, the children were asked to step outside where they were amazed to see snow falling from the sky (fake snow, of course) and greeted by Santa Claus, who arrived on a fire truck, thanks to the Los Angeles Fire Department.

Back inside, the children got the opportunity to meet Santa Claus as he called each child by name and handed them a bag full of age-/gender-appropriate gifts.

President, Wendy Hale and members of the Board of Directors joined in on the fun and greeted the children as they opened their gifts.

This day was made possible by the generous support of our members who

were given the opportunity to sponsor a child by making a contribution of \$25 or more. Additional support was provided by the SRAR Charitable Foundation.

We would like to thank our volunteer members (Sylvia Hanna, Lela Leong, Rana Linka, Angela & Ashwin Parekh, Robin Peterson, Em Roberts, & Gary Warschaw) for taking the time to shop for toys and help out during the event. This day would not have been possible without your help.





# SHORT SALE POP QUIZ - ANSWERS

COURTESY OF: KATHY MEHRINGER, SRAR RISK MANAGEMENT COMMITTEE

1) A "Short Sale" occurs when lien holder(S) agree to accept less than the borrowers debt:

True or False

2) In the event a junior lien holder(s) refuses to cooperate in a "Short Sale" by accepting less than what is owed on the note, the transaction cannot proceed:

True or False

3) The term "Short Sale" was coined because the lien holder requires a "short" escrow period, usually no more than fifteen days or less:

True or False

4) "Short Sale" lien holders are required to indicate their approval by adding their signatures offers and counter offers:

True or False

5) Once a borrower submits a hardship explanation for the lien holder's consideration the lien holder must respond within 10 days of receipt:

True or False

6) The "Short Sale" lien holder may compare the original loan application to the borrower's short sale request:

True or False

7) Real Estate Licensees should not make guarantees or give assurances to borrower with respect to tax, credit or other consequences of a "Short Sale:"

True or False

8) Borrowers who request "Short Sale" approval from the lien holder should always seek legal and tax advice from qualified professionals:

True or False

9) Borrowers should consider all available options including but not limited to: Bankruptcy, Deed in Lieu, Foreclosure, Short Sale or Loan Workout, Forbearance, Refinance or Deed for Lease™:

True or False

10) "Short Sale" transactions provide an exemption from statutorily prescribed disclosures:

True or False

11) In a "Short Sale" the lien holder often negotiates brokerage commissions:

True or False

12) Real Estate Owned ("REO") and Short Sale transactions are essentially the same:

True or False

13) Borrowers who have submitted an offer for "Short Sale" lien holder approval may continue to market the property for sale, entertain and submit back-up offers to lien holder:

True or False

14) All "Short Sale" lien holders have the same policy and procedures for processing offers to purchase:

True or False

15) Lien holders may require a ratified offer from "ready, willing and able buyer" before processing a borrowers request for a "Short Sale:"

True or False

16) A Buyer who submits an offer "subject to lien holder approval" must carefully consider the difficulties associated with "Short Sale" transactions:

True or False

17) Buyers may be forced to contribute funds toward expenses of sale, such as: HOA delinquencies, junior lien holders, repairs and/or closing costs

True or False

18) All real estate licensees involved in a "Short Sale" transaction should closely monitor public records for Notice of Default and Trustee Sale notifications:

True or False

19) Lien holder REO and "Short Sale" departments work in concert to avoid problems and delays:

True or False

20) Using appropriate "Short Sale" addenda for both listings and sales is very important in negotiating these transactions:

True or False

21) Real estate licensees who undertake to represent Buyers and Sellers in "Short Sale" transactions should be:

- a. Well trained
- b. Skillful negotiators
- c. Aware of pitfalls

d. Happy and content because these transactions are so simple

e. a, b and c

f. All of the above

22) A lien holder may consider a borrower's request for a short sale in order to save the time and expense of foreclosure

True or False

23) Borrowers who are applying for a short sale consideration from their lien holder(s) must carefully think about both tax and credit consequences:

a) Before listing the property for sale

b) Before accepting an offer to purchase

c) Before accepting the lien holders final approval

d) All of the above

24) Servicer / Lender Arm's Length Affidavits are:

g. A nuisance

h. Signed under penalty of perjury

i. Binding as to buyer and seller and real estate licenses

j. Required on the majority of short sale transactions

k. b, c, and d

25) Knowingly violating an Arm's Length Affidavit can subject those who do so to:

l. Criminal prosecution

m. Fines and/or monetary damages

n. Imprisonment

o. Civil liability

p. All of the above

26) Many servicer / lender Approval Letters require receipt of the final HUD-1 48 to 72 hours PRIOR closing

True or False



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# Commercial Day

**Wednesday, January 23, 2013**

## **Traits of the Successful Commercial Agent**

Sponsored by First Citizens Bank

7:45 AM -	Doors Open
7:45 - 8:30 AM	Registration/Breakfast
8:30 AM	Welcome Remarks
8:50 AM	Keynote - What Makes a Winner In Today's Market?
9:20 AM	Are You Running Your Desk As A Business?
9:50 AM	Are You In The 21st Century?
9:55 AM	Social Media
10:25 AM	Overcoming Objections
11:00 AM	Time Management
11:30 AM	First Citizen's Bank
11:40 AM	Buffet Lunch
12:00 PM	Luncheon Speaker - Relationship Brokerage
12:30 PM	Table Discussions/Networking
2:00 PM	Event Adjourns



**Seating is Limited  
Email Your RSVP To  
[commercialday2013@srar.com](mailto:commercialday2013@srar.com)**



## RESPONSIBLE REALTOR® APPLICANTS

### FIRST POSTING

Amerinouri, Behnoosh  
Behnoosh Amerinouri  
23540 Lull St.  
West Hills, CA. 91304

Garcia, Linda L.  
Linda Garcia, Broker  
11100 Strathern St. #1  
Sun Valley, CA. 91352

Goel, Dalia  
Dalia Goel  
14555 Erwin Street  
Van Nuys, CA. 91411

Halim, Maher Moses  
Maher Halim, Broker  
4024 Prestwick Ln.  
Palmdale, CA. 93551

Isaac, Marcello  
Isaacs Realty Group  
1000 E. Cypress St.  
Covina, CA. 91724

Kerrigan, John David  
John Kerrigan  
15130 Dickens St. #305  
Sherman Oaks, CA. 91403

Kozma, Ramez C.  
Ramez Kozma  
413 View Park Ct.  
Oak Park, CA. 91377

Middleton, Christian  
CMH Properties  
10906 Independence Ave.  
Chatsworth, CA. 91311

Panossian, Jonathan Robert  
Jonathan Robert Panossian  
207 W. Los Angeles Ave. #211  
Moorpark, CA. 93021

Park, Jung Im  
PRI Park Realty & Investment  
7449 Eva Place  
Van Nuys, CA. 91406

Sidov, Amit  
So Cal Hercules Realty  
14051 Burbank Blvd. #309  
Van Nuys, CA. 91401

Watkins, Edward A.  
Ed Watkins, Broker  
37362 95th Street East  
Little Rock, CA. 93543

### SECOND POSTING

Call, Ryan Lucero  
Twelvestone Realty Services, Inc.  
27240 Turnberry Lane #200  
Valencia, CA. 91355

Collins, Patricia Jean  
Advantage Real Estate  
11063 Darling Rd.  
Santa Clarita, CA. 91390

Deppen, Daniel L.  
Sell 4 Less Real Estate  
22647 Ventura Blvd. Ste. 450  
Woodland Hills, CA. 91364

Evans, Carole J G  
CJ Evans Realty  
7918 Fairchild Ave.  
Winnetka, CA. 91306

Gomez, Yolanda B.  
Reliable Friend  
16250 Ventura Blvd. #255  
Encino, CA. 91436

Karimi-Paydar, Mitrasadat  
Crestico Realty  
2050 South Bundy Drive, Suite 288  
West Los Angeles, CA. 90025

Keisari, Ben G.  
Ben Keisari  
7445 Topanga Cyn. Blvd.  
Canoga Park, CA. 91303

Ridenour, Britton  
Britton Ridenour  
382 N. Lemon Ave. Suite 134  
Walnut, CA. 91789

Virula, Ronay Noel  
Golden Global Realty, Inc.  
5504 Quakertown Ave. #13A  
Woodland Hills, CA. 91364

## REALTOR® APPLICANTS

Acrie, Olga Eugenie / Keller Williams Realty Calabasas / Calabasas  
Avalos, Jeannette / Keller Williams Realty Encino-Sherman Oaks / Encino  
Belter, Laura Michelle / Realty World Legends / Valencia  
Benavides-Restrepo, Marisol / Park Regency Realty / Granada Hills  
Bennett, Loren Jennifer / Redfin Corporation / Long Beach  
Bernal, Matthew / Pantera Real Estate, Inc. / Simi Valley  
Blunt, Michael Ray / Pinnacle Estate Properties, Inc. / Valencia  
Boguslavsky, Michael / Fair Realty / Encino  
Brown, Daphne M. / Prudential California Realty / Northridge  
Bruce, Georgann / Keller Williams Realty / Simi Valley  
Cardenas, Frances Marie / Century 21 All Moves / Granada Hills  
Castellanos, Edgar H. / Keller Williams Realty - Studio City / Studio City  
Cha, Catherine / New Star Realty & Investment / Stevenson Ranch  
Chapman, Josh Ryan / Keller Williams Realty - Studio City / Studio City  
Chrislu, Tonya Jeanne / Bella Terra Realty / Santa Clarita  
Corona, Ernest / American State Properties / Panorama City  
Craven, Olga A. / Fair Realty / Encino  
Dabbs, Hyatt / Re/Max Olson Estates / Woodland Hills  
Dimagiba, Elvie Noceda / Realty Executives Premiere / North Hollywood  
Elguea, Peony N. / Century 21 Hilltop / Simi Valley  
Elikuchukyan, Anna / Calco Funding, Inc. / Sherman Oaks  
Felix, Junco Sato / Felix & Associates / Los Angeles  
Fisher, Ying Chen / Intero Real Estate Services / Valencia  
Fishman, Terry / Capital Pacific Real Estate / Newport Beach  
Fooks, Felix / Umbrella Real Estate Group Inc. / Lake Balboa  
Gabrielzadeh, Gady / Benjamin Allen Realty / Calabasas  
Galieote, Laura Amparo / Pinnacle Estate Properties, Inc. / Northridge  
Galstyan, Hasmik / Century 21 All Moves / Granada Hills  
Garcia, Angel Fernando / Park Regency Realty / Granada Hills  
Gilstrap, Geoffrey / Viking Realty / Encino  
Goldstein, Diana Marie / Lifestyles Fine Homes & Estates, Inc. / Simi Valley  
Gomez, Edgardo / SFV Associates / San Fernando  
Gould, Douglas James / Realty Executives / Valencia  
Hairapetian, Anthony Vartan / Prudential Calif. Realty / Calabasas  
Hampton, Christopher Aaron / Prudential California Realty / Chatsworth  
Hayes, Maria Louisa / Pinnacle Estate Properties / Calabasas  
Hermann, Mark Richard / Keller Williams Realty / Northridge  
Hidalgo, Eugene / Exit Realty Granada / Granada Hills

Ivey, Ashley / Keller Williams VIP Properties / Valencia  
Juneja, Preeti Payal / Sapphire Investment Properties, Inc. / Studio City  
Khan, Sofia / Keller Williams VIP Properties / Valencia  
Kim, Wonmin / Keller Williams Realty Calabasas / Calabasas  
Kraiser, Rohale Rahel / E-RealtyHomes.com / Tarzana  
Lewellen, Lisa Michelle / R.R. Gable, Inc. / Simi Valley  
MacReady, David / ZipRealty / Emeryville  
Manuel, Ardon Caesar Garcia / Exit Realty Granada / Granada Hills  
McConnon, Mavis / Scott Brokers / Calabasas  
Nguyen, Nguyen Anh / Keller Williams Realty / Northridge  
Odenigbo, Ifeanyinayo / Keller Williams Realty / Northridge  
Odierna, Ralph C. / Keller Williams Realty / Northridge  
Park, Grace E. / PRI Park Realty & Investment / Van Nuys  
Paskell, Jack Christopher / Zip Realty / Emeryville  
Pate, Caleb Lydell / Rodeo Realty / Sherman Oaks  
Pyrbyla, Many Monique / Centennial Realty / Santa Clarita  
Puckett, Justin Trevor / Prudential Calif. Realty / Calabasas  
Rafailzadeh, Nahid / Atlantic & Pacific Real Estate / Thousand Oaks  
Rivas, William L. / WG Financial / Winnetka  
Rodriguez, Irene / SCV Home Buyer / Valencia  
Rojo, Eder George / Greater Valley Realty / Chatsworth  
Salas, Karla Mariana / JLM Properties, Inc. / Valencia  
Sandoval, Randy / Coldwell Banker Greater Valleys / Granada Hills  
Sargsyan, Vardan / Titus Realty, Inc. / Glendale  
Savitch, Jon / Intero Real Estate Services / Valencia  
Selig, Gustavo Gabriel / Pinnacle Estate Properties / Northridge  
Shatravka, Anna Viktorovna / Rodeo Realty / Northridge  
Shebroe, Sara B. / Century 21 All Moves / Granada Hills  
Shemesh, Rozalin / Coldwell Banker / Calabasas  
Sinha, Pritam / Keller Williams Realty / Northridge  
Stein, Art Gary / Prudential California Realty / Northridge  
Stephens, Erin Elizabeth / Keller Williams Encino - Sherman Oaks / Encino  
Vinger, Deborah / Keller Williams VIP Properties / Valencia  
Weiss, Barry B. / Coldwell Banker Residential Brokerage / Studio City  
Wolfe, Dwight / Keller Williams VIP Properties / Valencia  
Yeshua, Angela / Keller Williams Realty / Studio City  
Young, Sandra Chuang / Cal-Center Realty / Northridge  
Zelener, Mikhail / Pinnacle Estate Properties / Northridge

RESIDENTIAL PROPERTIES LISTED

1,087

NOVEMBER SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP ESCROW OPENED

1,167

RESIDENTIAL PROP ESCROW CLOSED

1,114

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	120	151	103	135	178	687	400	1,087
TOTAL ACTIVE LISTINGS	201	260	185	192	312	1,150	877	2,027
AVERAGE DAYS ON MARKET	117	106	98	99	99	103	129	115
AVERAGE LIST PRICE IN THOUSANDS	266.9	733.8	873.2	585.8	957.2	710.5	526.3	630.8
MEDIAN LIST PRICE IN THOUSANDS	250.0	559.9	649.0	449.9	599.9	470.0	289.9	383.0
BOMS	40	34	27	42	46	189	101	290
AVERAGE BOM PRICE IN THOUSANDS	267.3	494.7	591.1	472.2	613.9	484.3	391.3	452.0
BOM TO SALE RATIO	29.4	21.5	23.7	26.9	25.6	25.4	27.3	26.0
EXPIRATIONS	14	23	21	7	25	90	84	174

PENDING SALES:

NEW ESCROWS OPENED	147	163	107	146	184	747	420	1,167
TOTAL YTD ESCROWS OPENED	1,698	1,822	1,424	1,825	2,075	8,844	4,692	13,536
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	261.4	498.5	540.5	419.6	576.7	461.7	356.1	423.7

CLOSED SALES:

NEW ESCROWS CLOSED	136	158	114	156	180	744	370	1,114
TOTAL YTD ESCROWS CLOSED	1,519	1,691	1,329	1,663	1,900	8,102	4,179	12,281
VOLUME OF NEW SALE DOLLARS IN MILLIONS	35.261	82,038	56,685	64,203	98,211	336,397	116,344	452,741
VOLUME OF TOTAL YTD SALES IN MILLIONS	364,277	811,132	609,628	674,595	1,016,254	3,475,886	1,345,048	4,820,934
AVERAGE SALE PRICE IN THOUSANDS	259.3	519.2	497.2	411.6	545.6	452.1	314.4	406.4
MEDIAN SALE PRICE IN THOUSANDS	255.0	415.0	379.9	380.0	409.0	360.0	250.5	330.0
COOP SALES	86	114	88	110	130	528	260	788
PERCENT OF COOP SALES	63.2	72.2	77.2	70.5	72.2	71.0	70.7	70.7
AVERAGE DAYS ON MARKET	134	110	108	116	128	120	133	124
SALES AT LIST PRICE	74	80	56	84	74	368	196	564
PERCENT OF SALES AT LIST PRICE	54.4	50.6	49.1	53.8	41.1	49.5	53.0	50.6
SALES TO LISTING INVENTORY RATIO	67.7	60.8	61.6	61.3	57.7	64.7	42.2	55.0
FINAL SALE TO NEW LISTING RATIO	113.3	104.6	110.7	115.6	101.1	108.3	92.5	102.5

CLOSED SALES TYPE

FORECLOSURE/REO	19	17	12	13	20	81	58	139
SELLER CONCESSIONS	1	1	0	1	1	4	1	5
SHORT SALE	32	21	17	35	34	139	107	246
STANDARD	76	103	75	93	112	459	169	628
NOT SPECIFIED	6	6	8	11	9	40	24	64

SELLING PRICE RANGE:

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION	%
LESS THAN 100,000	104	86	39	21	3996	1.8
100,000 TO 109,999	62	17	11	6	6422	5.0
110,000 TO 119,999	143	34	13	5	4550	2.9
120,000 TO 139,999	50	63	24	11	605	0.4
140,000 TO 159,999	46	68	29	8	8353	3.7
160,000 TO 179,999	41	55	25	9	2596	0.6
180,000 TO 199,999	52	71	24	11	8388	2.8
200,000 TO 249,999	80	172	93	42	6272	1.3
250,000 TO 299,999	54	210	138	53	4214	7.8
300,000 TO 349,999	45	157	118	47	3673	N/A
350,000 TO 399,999	36	149	115	49	4613	0.5
400,000 TO 449,999	46	94	80	43	7229	0.6
450,000 TO 499,999	33	92	57	36	15686	2.8
500,000 TO 549,999	43	61	44	27	18712	2.8
550,000 TO 599,999	46	100	38	21	20115	2.9
600,000 TO 699,999	69	134	58	39	27466	3.5
700,000 TO 799,999	38	81	37	25	34939	4.2
800,000 TO 899,999	41	62	21	14	32979	3.4
900,000 TO 999,999	36	61	16	11	52659	3.7
1,000,000 TO 1,999,999	63	180	44	33	82938	5.3
MORE THAN 2,000,000	62	92	9	7	722	N/A
TOTALS	53	2039	1033	518	14201	0.4

LISTINGS

14,961

2012 RMLS TOTAL - \$ VOLUME

\$4,820,930,000

SALES

12,836

\*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.\*





## 2007

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## SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR NOVEMBER

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	83	108	87	101	141	520	309	829
Total Active Listings	140	201	154	148	252	895	676	1,571
Average Days on Market	126	104	95	92	99	103	119	110
Average List Price in Thousands	279.3	839.2	922.4	643.9	1,071.1	798.9	567.3	699.3
Median List Price in Thousands	270.0	669.9	699.0	519.0	679.0	560.0	295.0	429.0
BOMS	29	25	20	34	35	143	68	211
Average BOM Price in Thousands	285.3	536.4	677.7	513.1	688.0	536.8	459.1	511.8
BOM to Sale Ratio	28.2	21.6	24.4	29.6	24.6	25.6	24.4	25.2
Expirations	10	17	20	7	22	76	61	137
<b>PENDING SALES</b>								
New Escrows Opened	109	118	77	113	139	556	304	860
Total YTD Escrows Opened	1,273	1,233	979	1,415	1,604	6,504	3,478	9,982
New Open Escrows Average Days on Market	48	43	40	44	53	46	53	48
New Open Escrows Average List Price	285.9	567.9	652.9	442.5	645.6	518.3	381.2	469.9
<b>CLOSED SALES:</b>								
New Escrows Closed	103	116	82	115	142	558	279	837
Total YTD Escrows Closed	1,154	1,163	918	1,298	1,484	6,017	3,130	9,147
Volume of New Sales Dollars in Millions	30.665	67.918	48.684	52.114	88.359	287.740	90.926	378.666
Volume of total YTD Sales in Millions	302.366	647.317	507.352	577.375	908.274	2,942.685	1,047.123	3,989.808
Average Sale Price in Thousands	297.7	585.5	593.7	453.2	622.2	515.7	325.9	452.4
Median Sale Price in Thousands	270.0	460.0	429.0	405.0	460.0	399.0	265.0	365.0
Coop Sales	74	84	65	84	105	412	195	607
Percent of Coop Sales	71.8	72.4	79.3	73.0	73.9	73.8	69.9	72.5
Average Days on Market	126	105	101	116	127	116	125	119
Sales at List Price	61	57	43	59	54	274	149	423
Percent of Sales at List Price	59.2	49.1	52.4	51.3	38.0	49.1	53.4	50.5
Sales to Listing Inventory Ratio	73.6	57.7	53.2	77.7	56.3	62.3	41.3	53.3
Final Sale to New Listing Ratio	124.1	107.4	94.3	113.9	100.7	107.3	90.3	101.0
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO	15	13	6	9	18	61	48	109
Seller Concessions	1	1	0	0	0	2	0	2
Short Sale	16	11	11	26	21	85	76	161
Standard	65	79	57	71	92	364	129	493
Not Specified	5	3	6	6	7	27	17	44

## SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR NOVEMBER

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	37	43	16	34	37	167	91	258
Total Active Listings	61	59	31	44	60	255	201	456
Average Days on Market	95	111	114	120	99	106	162	131
Average List Price in Thousands	238.4	374.6	628.7	390.59	478.5	400.1	388.6	395.0
Median List Price in Thousands	185.0	315.3	375.0	279.0	349.0	293.0	269.0	275.0
BOMS	11	9	7	8	11	46	33	79
Average BOM Price in Thousands	219.9	379.1	343.7	298.5	378.0	321.3	251.6	292.2
BOM to Sale Ratio	33.3	21.4	21.9	19.5	28.9	24.7	36.3	28.5
Expirations	4	6	1	0	3	14	23	37
<b>PENDING SALES</b>								
New Escrows Opened	38	45	30	33	45	191	116	307
Total YTD Escrows Opened	425	589	445	410	471	2,340	1,214	3,554
New Open Escrows Average Days on Market	39	51	62	32	54	48	51	49
New Open Escrows Average List Price	190.9	316.5	252.0	340.8	363.9	296.8	290.2	294.3
<b>CLOSED SALES:</b>								
New Escrows Closed	33	42	32	41	38	186	91	277
Total YTD Escrows Closed	365	528	411	365	416	2,085	1,049	3,134
Volume of New Sales Dollars in Millions	4.596	14.120	8.000	12.089	9.852	48.657	25.418	74.075
Volume of total YTD Sales in Millions	61.911	163.815	102.276	97.220	107.980	533.201	297.925	831.126
Average Sale price in Thousands	139.3	336.2	250.0	294.9	259.3	261.6	279.3	267.4
Median Sale Price in Thousands	123.0	289.9	212.0	270.0	250.0	244.9	230.0	240.0
Coop Sales	12	30	23	26	25	116	65	181
Percent of Coop Sales	36.4	71.4	71.9	63.4	65.8	62.4	71.4	65.3
Average Days on Market	162	125	125	116	129	130	158	139
Sales at List Price	13	23	13	25	20	94	47	141
Percent of Sales at List Price	39.4	54.8	40.6	61.0	52.6	50.5	51.6	50.9
Sales to Listing Inventory Ratio	54.1	71.2	103.2	93.2	63.3	72.9	45.3	60.7
Final Sale to New Listing Ratio	89.2	97.7	200.0	120.6	102.7	111.4	100.0	107.4
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO	4	4	6	4	2	20	10	30
Seller Concessions	0	0	0	1	1	2	1	3
Short Sale	16	10	6	9	13	54	31	85
Standard	11	24	18	22	20	95	40	135
Not Specified	1	3	2	5	2	13	7	20



## SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR NOVEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	11	6	35	15	11	37	9	36	160	45	205
Total Active Listings	25	21	63	17	33	40	14	54	267	76	343
Average Days on Market	78	247	108	148	140	113	92	84	118	114	117
Average List Price in Thousands	504.8	823.0	612.4	519.8	645.3	545.4	601.2	722.8	628.8	362.4	569.7
Median List Price in Thousands	435.0	750.0	449.0	429.0	569.9	472.0	549.0	525.0	489.0	250.0	450.0
BOMS	1	4	11	6	1	6	4	10	43	13	56
Average BOM Price in Thousands	210.0	428.8	405.6	329.8	343.7	382.1	586.9	446.6	414.3	223.5	370.0
BOM to Sale Ratio	33.3	100.0	20.8	30.0	7.1	19.4	44.4	30.3	25.7	30.2	26.7
Expirations	3	1	6	0	0	3	0	8	21	5	26

### PENDING SALES

New Escrows Opened	4	8	45	29	9	43	11	45	194	54	248
Total YTD Escrows Opened	84	55	587	252	163	464	139	580	2,324	457	2,781
New Open Escrows Average Days on Market	117	45	44	38	37	53	51	43	47	42	46
New Open Escrows Average List Price	266.0	416.2	368.8	367.8	543.3	415.7	599.8	442.0	417.1	224.1	375.0

### CLOSED SALES:

New Escrows Closed	3	4	53	20	14	31	9	33	167	43	210
Total YTD Escrows Closed	75	48	499	221	158	393	118	483	1,995	388	2,383
Volume of New Sales Dollars in Millions	1,369	2,088	17,763	7,201	5,694	12,051	4,058	14,987	65,211	11,099	76,311
Volume of total YTD Sales in Millions	24,639	21,209	171,235	77,567	64,147	152,770	65,349	226,630	803,546	112,775	916,320
Average Sale price in Thousands	456.3	522.0	335.1	360.1	406.7	388.7	450.9	454.2	390.5	258.1	363.4
Median Sale Price in Thousands	419.9	465.0	309.0	360.0	353.0	335.0	440.0	430.0	360.0	206.6	335.0
Coop Sales	1	3	39	16	9	20	6	23	117	28	145
Percent of Coop Sales	33.3	75.0	73.6	80.0	64.3	64.5	66.7	69.7	70.1	65.1	69.0
Average Days on Market	85	150	147	147	169	119	124	158	144	144	144
Sales at List Price	2	1	35	14	8	17	6	21	104	28	132
Percent of Sales at List Price	66.7	25.0	66.0	70.0	57.1	54.8	66.7	63.6	62.3	65.1	62.9
Sales to Listing Inventory Ratio	12.0	19.0	84.1	117.6	42.4	77.5	64.3	61.1	62.5	56.6	61.2
Final Sale to New Listing Ratio	27.3	66.7	151.4	133.3	127.3	83.8	100.0	91.7	104.4	95.6	102.4

### CLOSED SALES TYPE

Foreclosure/REO	0	0	7	4	3	5	1	3	23	8	31
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	1	2	22	11	5	9	4	12	66	21	87
Standard	2	2	21	4	6	17	3	15	70	12	82
Not Specified	0	0	0	0	0	0	0	0	0	1	1

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR NOVEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	1	0	19	1	13	11	5	20	70	8	78
Total Active Listings	2	0	12	2	16	8	2	23	65	17	82
Average Days on Market	34	0	164	107	92	126	119	84	106	113	107
Average List Price in Thousands	525.0	0	297.5	317.0	216.2	226.8	268.0	393.0	309.2	413.5	330.9
Median List Price in Thousands	439.9	0	289.9	299.0	169.2	199.5	249.0	310.0	257.5	349.0	265.0
BOMS	0	0	5	2	2	5	1	6	21	1	22
Average BOM Price in Thousands	0	0	185.2	202.5	187.5	196.8	225.0	309.3	227.2	399.0	235.0
BOM to Sale Ratio	0	0	25.0	100.0	13.3	55.6	33.3	20.7	26.9	10.0	25.0
Expirations	0	0	1	2	0	1	0	1	5	1	6

### PENDING SALES

New Escrows Opened	0	0	27	2	21	15	4	20	89	8	97
Total YTD Escrows Opened	7	0	269	14	198	168	56	313	1,025	123	1,148
New Open Escrows Average Days on Market	0	0	83	216	38	20	3	27	49	81	51
New Open Escrows Average List Price	0	0	193.6	488.5	201.4	244.2	334.8	291.6	239.0	322.3	245.8

### CLOSED SALES:

New Escrows Closed	0	0	20	2	15	9	3	29	78	10	88
Total YTD Escrows Closed	5	0	223	10	173	147	46	253	857	109	966
Volume of New Sales Dollars in Millions	0	0	3,627	412	2,924	1,988	757	7,022	16,730	2,973	19,703
Volume of Total YTD Sales in Millions	1,627	0	35,478	2,291	25,109	31,694	11,833	64,676	172,709	26,271	198,980
Average Sale price in Thousands	0	0	181.4	206.0	195.0	220.8	252.4	242.1	214.5	297.3	223.9
Median Sale Price in Thousands	0	0	145.0	152.0	160.0	210.0	260.0	240.0	197.0	200.0	198.5
Coop Sales	0	0	14	0	8	7	3	22	54	8	62
Percent of Coop Sales	0	0	70.0	0	53.3	77.8	100.0	75.9	69.2	80.0	70.5
Average Days on Market	0	0	149	249	200	163	246	156	169	154	168
Sales at List Price	0	0	15	1	12	7	3	22	60	5	65
Percent of Sales at List Price	0	0	75.0	50.0	80.0	77.8	100.0	75.9	76.9	50.0	73.9
Sales to Listing Inventory Ratio	0	0	166.7	100.0	93.8	112.5	150.0	126.1	120.0	58.8	107.3
Final Sale to New Listing Ratio	0	0	105.3	200.0	115.4	81.8	60.0	145.0	111.4	125.0	112.8

### CLOSED SALES TYPE

Foreclosure/REO	0	0	1	0	2	0	0	2	5	2	7
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	13	0	8	6	2	18	47	4	51
Standard	0	0	6	1	5	3	1	8	24	4	28
Not Specified	0	0	0	1	0	0	0	0	1	0	1

NOVEMBER SCV RESIDENTIAL MLS SUMMARY												
MONTHLY RESIDENTIAL SALES STATISTICS												
<div> <div>RESIDENTIAL PROPERTIES LISTED 283</div> <div>RESIDENTIAL PROP. ESCROW OPENED 345</div> <div>RESIDENTIAL PROP. ESCROW CLOSED 298</div> </div>												
ACTIVE INVENTORY:												
	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL	
TOTAL LISTINGS	12	6	54	16	24	48	14	56	230	53	283	
TOTAL ACTIVE LISTINGS	27	21	75	19	49	48	16	77	332	93	425	
AVERAGE DAYS ON MARKET	75	247	117	144	124	115	96	84	115	114	115	
AVERAGE LIST PRICE IN THOUSANDS	506.3	823.0	562.0	498.5	505.2	492.3	559.5	624.3	566.2	371.7	523.6	
MEDIAN LIST PRICE IN THOUSANDS	439.9	750.0	399.0	401.0	400.0	415.0	469.0	484.1	450.0	259.9	409.0	
BOMS	1	4	16	8	3	11	5	16	64	14	78	
AVERAGE BOM PRICE IN THOUSANDS	210.0	428.8	336.7	298.0	239.5	297.9	514.5	395.1	352.9	236.1	331.9	
BOM TO SALE RATIO	33.3	100.0	21.9	36.4	10.3	27.5	41.7	25.8	26.1	26.4	26.2	
EXPIRATIONS	3	1	7	2	0	4	0	9	26	6	32	
PENDING SALES:												
NEW ESCROWS OPENED	4	8	72	31	30	58	15	65	283	62	345	
TOTAL YTD ESCROWS OPENED	91	55	856	266	361	632	195	893	3,349	560	3,929	
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	117	45	58	50	38	45	38	47	47	47	47	
NEW OPEN ESCROWS AVERAGE LIST PRICE	266.0	416.2	303.1	375.6	304.0	371.3	529.1	395.8	361.0	236.8	338.7	
CLOSED SALES:												
NEW ESCROWS CLOSED	3	4	73	22	29	40	12	62	245	53	298	
TOTAL YTD ESCROWS CLOSED	80	48	722	231	331	540	164	736	2,852	497	3,349	
VOLUME OF NEW SALE DOLLARS IN MILLIONS	1.369	2.088	21.390	7.613	8.618	14.039	4.815	22.009	81.941	14.072	96.013	
VOLUME OF TOTAL YTD SALES IN MILLIONS	26.266	21.209	206.713	79.858	89.256	184.464	77.182	291.306	976.254	139.046	1,115.300	
AVERAGE SALE PRICE IN THOUSANDS	456.3	522.0	293.0	346.0	297.2	351.0	401.3	355.0	334.5	265.5	322.2	
MEDIAN SALE PRICE IN THOUSANDS	419.9	465.0	279.0	350.0	325.5	330.0	396.0	330.0	325.5	206.6	310.0	
COOP SALES	1	3	53	16	17	27	9	45	171	36	207	
PERCENT OF COOP SALES	33.3	75.0	72.6	72.7	58.6	67.5	75.0	72.6	69.8	67.9	69.5	
AVERAGE DAYS ON MARKET	85	150	148	156	185	129	155	157	152	145	151	
SALES AT LIST PRICE	2	1	50	15	20	24	9	43	164	33	197	
PERCENT OF SALES AT LIST PRICE	66.7	25.0	68.5	68.2	69.0	60.0	75.0	69.4	66.9	62.3	66.1	
SALES TO LISTING INVENTORY RATIO	11.1	19.0	97.3	115.8	59.2	83.3	75.0	80.5	73.8	57.0	70.1	
FINAL SALE TO NEW LISTING RATIO	25.0	66.7	135.2	137.5	120.8	83.3	85.7	110.7	106.5	100.0	105.3	
CLOSED SALES TYPE												
FORECLOSURE/REO	0	0	8	4	5	5	1	5	28	10	38	
SELLER CONCESSIONS	0	0	0	0	0	0	0	0	0	0	0	
SHORT SALE	1	2	35	11	13	15	6	30	113	25	138	
STANDARD	2	2	27	5	27	20	4	94	23	16	110	
NOT SPECIFIED	0	0	0	1	0	0	0	0	0	1	1	
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	40	13	15	9	12035	9.8						
100,000 TO 109,999	233	8	3	2	22400	6.2						
110,000 TO 119,999	5	6	2	0	14500	14.6						
120,000 TO 139,999	63	15	13	4	1449	0.6						
140,000 TO 159,999	48	3	15	7	8815	4.7						
160,000 TO 179,999	106	9	10	6	5443	3.0						
180,000 TO 199,999	73	21	10	3	21337	3.1						
200,000 TO 249,999	63	21	28	12	1056	0.2						
250,000 TO 299,999	82	37	41	10	4128	2.4						
300,000 TO 349,999	37	38	43	16	19116	3.5						
350,000 TO 399,999	62	27	26	12	1516	0.1						
400,000 TO 449,999	68	30	23	12	17560	3.6						
450,000 TO 499,999	61	36	18	8	13552	2.4						
500,000 TO 549,999	65	16	7	5	18414	2.8						
550,000 TO 599,999	60	21	4	2	39967	5.8						
600,000 TO 699,999	58	22	7	5	29560	4.3						
700,000 TO 799,999	31	21	3	3	42300	5.3						
800,000 TO 899,999	188	13	4	3	175666	16.1						
900,000 TO 999,999	127	17	2	2	84500	7.8						
1,000,000 TO 1,999,999	197	30	2	2	246975	18.7						
MORE THAN 2,000,000	0	5	0	0	N/A	N/A						
TOTALS	66	409	276	123	14904	2.5						
LISTINGS												
2012 RMLS TOTAL - \$ VOLUME										SALES		
\$1,115,300,000										4,0067		

\*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	
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		317	347	121.2	109.5	
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		283	298	96	105.3	
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	1,299.4	60.3		6,128	4,083	1,286.5	67						
			<b>\$506,013</b>					<b>\$384,236</b>					<b>\$340,865</b>					<b>\$353,482</b>					<b>\$315,090</b>							

# REALTOR® RESOURCE CENTER

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## BUILDING REPAIRS & REMODELING

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

**QUICK PATCH, PLASTER & DRYWALL REPAIRS**  
Match all textures. Interior & exterior. Water damage.  
Lic. #293579..... (818) 781-6032  
Exp. #12 (12-13)

### CONSTRUCTION PROFESSIONALS

25 yrs. experienced. New drywall & painting. All trades repairs, installations. Free estimates. CSL #B717698.  
Cell (818) 309-9189 - (818) 368-6083  
Exp. #12 (12/13)

**HARDWOOD FLOOR, KITCHEN CABINETS, FINE FURNITURE REFINISHING. INSTALLATION, REPAIRS.**  
BILL.....(818) 481-4651  
Exp. #12 (12-13)

### GTC CONSTRUCTION LIC. 757990.

RENOVATION, DEMOLITION  
DOOR, & WINDOW REPLACEMENT  
PATCH & PAINTING, ROOFING, FLOORING, ELECT.,  
PLUMBING, REPAIRS & ETC.  
.....(818) 518-7397.....  
Exp. #12 (12-13)

## EMPLOYMENT

**KAUFMAN REALTY - WEST HILLS PROFESSIONAL OFFICE**  
**EXPERIENCED BROKER NOW HIRING.**  
**CALL FOR A CONFIDENTIAL INTERVIEW**  
**(818) 266-6294 (818) 888-4510 EX 101**  
**23759 ROSCOE BLVD. WEST HILLS**  
Exp. #12 (12/13)

### MUST HAVE SENSE OF HUMOR

REAL ESTATE/LOANS, FULL OR PART TIME O.K.  
SPLITS TO 90% Optional floor time, free training, NO  
Fees. Busy corner, 44 years at same location.  
Broker Nick .....(818) 734-9133  
Exp. #4 (4-2013)

## GARAGE DOORS & GATES

### ALL MAGIC GARAGE DOORS & GATES

Lic. #907916 Bonded & Insured  
**Repair & New Installations. Remote Controls, CCTV**  
Everything for garage doors & gates. Include fix  
openers. Free estimates. **Eddie..... (818) 399-9754**  
Exp. #12 (2012)

## MAINTENANCE & REPAIRS

**GARY SCHIFF PLUMBING**  
Owner operated, Roto Rooter, Main Line Drain Cleaning.  
Fast Reliable, inexpensive plumbing repairs. Water  
heaters, garbage disposals, faucets, pressure regulators  
and more. St Lic #683205.....(818) 700-1079  
Exp. #12(12/13)

### HARDY PLUMBING, INC.: PLUMBING REPAIRS

Residential And Apartments: Remodels, Re-Pipes.  
Water Heaters / Tank-Less Water Heaters. Lic. #C36-691140  
Nick Hardy (818) 581-5226 Or Plumbernick3@yahoo.com  
Exp. #12(12-13)

### MAGIC ROOFING

No leak over \$200.00. Same day repairs. Work  
guaranteed. Free Estimated. ....Call (818) 401-5635  
Exp. #1 (1-2013)

## MAINTENANCE & REPAIRS

### VACANT HOME CLEANING SPECIALIST

APPLE CLEANING/PAINT. FORECLOSURES, HAULING.  
**(661)298-2084JOHN/JUNECARPETSHAMP00(818)993-5102**  
Exp. #2 (2-13)

**Affordable Concrete Driveway**  
Better Curb Appeal With New Concrete Driveway  
Sell At Higher Price & Faster. Cesar 310-497-0460  
Contractors Lic# 947307  
Exp. #6 6-20-13

## PROFESSIONAL SERVICES

**NEED PHOTO?** Portrait with 4 or 5 poses is \$80.  
Will come to your place w/camera equip.  
House photo of inside and outside for MLS with 30 or  
more shots is \$125. ....(818) 472-7245 Ben Lee  
Exp. #1 (2013)

**LICENSED LAND SURVEYOR**  
LOT LINES, LOT LINE ADJUSTMENT,  
ARCHITECTURAL SURVEY,  
CERT OF COMPLIANCE, FEMA ELEV CERT.  
DAN MAY.....661-297-2667  
Exp. #12 (1-19-13)

### PERMIT PLAN PERMIT PLAN

LEGALIZE ROOM ADDITION. BUILDING CODE  
VIOLATION ALEX .....(818) 497-3799  
Exp. #5 5-16 -13

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

## REAL ESTATE

## It's A Matter Of Facts



- ✓ Last month our agents received over 100,000 marketing pieces at little or no cost to them.
- ✓ 58 out of 72 properties were listings sold in our office last month.
- ✓ We host daily workshops designed to create a more positive attitude for our agents.
- ✓ We have weekly Mike Ferry workshops teaching you what to say, when to say it and how to say it which directly affects agent's production.
- ✓ We have a broker with over 40 years of continuous experience whose only objective is to help you succeed.

 [Facebook.com/ParkRegency](https://www.facebook.com/ParkRegency)



visit  
[www.ParkRegency.com/AgentCenter](http://www.ParkRegency.com/AgentCenter)

818-363-6116

10146 Balboa Blvd., Granada Hills, CA 91344



## TERMITE INSPECTION & FUMIGATION

## NORDHAGEN AND DAUGHTERS

EXTERMINATING  
COMPANY INC.

SRAR 2002 "AFFILIATE OF THE YEAR"

YOU'VE TRIED THE REST...  
YOU DEMAND THE BEST...  
**PUT US TO THE TEST !!!**

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

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

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



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## REAL ESTATE

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Confidential Interview  
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Concept To A New Level!  
Taking the 100%  
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Exclusive  
Estate Properties, Inc.



Are you ready to keep  
more of your commission?

## REAL ESTATE VIDEOS

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real estate  
videos  
made easy



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

## LEGAL

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



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- Lockout Management service available

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**FREE FORMS AND**  
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Open Monday through Saturday

Call after hours for our informational hotline  
including free forms

**OTHER AREA OFFICES:**  
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**323-938-2868** **818-432-1980**

**TOLL FREE**  
**800-777EVICT**

[www.evict123.com](http://www.evict123.com)

## HOME MORTGAGE

**WELLS  
FARGO**

**HOME  
MORTGAGE**

### Ready to buy a home?

*House-hunt with confidence using a **PriorityBuyer®** preapproval*

If you're planning to take advantage of today's historically low interest rates and attractive home prices, start with a **PriorityBuyer®** preapproval from Wells Fargo Home Mortgage. We'll help you pinpoint your price range before you begin your search.<sup>1</sup> This shows sellers and real estate agents that you are credit-checked and ready to buy and allows you to house-hunt with confidence.

**Call your local Wells Fargo Home Mortgage office today!**

**San Fernando Branch, 818-838-2146**

**Encino on the Boulevard, 818-808-1038**

**Woodland Hills, 866-983-6777**

1. A **PriorityBuyer®** preapproval is based on our preliminary review of credit information only and is not a commitment to lend. We will be able to offer a loan commitment upon verification of application information, satisfying all underwriting requirements and conditions, and providing an acceptable property, appraisal, and title report. Not available on nonconforming products or for certain FHA transactions.

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AS952112 5/12-8/12



## PRINTING

**Southland REGIONAL  
Association of REALTORS**

**PRINT SHOP SERVICES**

**CALL US AT 818.947.2246**

**Make Us Your Choice For  
All Your Printing Needs!**

- Announcements
- Brochures
- Business Cards
- NCR Forms
- Door Hangers
- Envelopes
- Flyers
- Postcards
- Labels
- Letterhead
- Color Copies



# REALTOR® RESOURCE CENTER

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## REAL ESTATE

\$39 per month  
**100%  
COMMISSION**



**GOLD STAR REALTY**

We Offer:

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

**(818) 757-4567**

**20 YEARS IN BUSINESS**

17815 Ventura Blvd., Suite 205, Encino

## ADVERTISING



As a REALTOR®, you belong to the most knowledgeable and trustworthy group of professionals the industry has to offer. But how do you let clients know that?

*Tell them. Show them.  
Wear your REALTOR® pin  
with pride.*



Only REALTORS® are members of the National Association of REALTORS®



*3rd Tuesday of Each Month*

## Commercial Investment Network Meeting

**Tuesday, December 18, 2012**

Win a 32 in HDTV  
for  
\$10.00!\*

Donated by ACI Capital

\*To enter Drawing bring an unwrapped gift  
valued at \$10 or a check to your favorite  
charity for \$10

8:15 a.m. - Networking & Breakfast  
8:30 a.m. - Introductions  
8:45 a.m. - Speaker  
9:15 am - Haves/Wants  
9:30 am - Meeting Adjourns



### Year End Sale on Commercial Real Estate

Moderated by:

**Brian J. Hatkoff, CCIM**

• What deals can be done before the end of the year?

This will be a meeting of brainstorming for your clients needs and how to prepare for 2013. Share some real examples of how deals were put together to learn from. We'll get to talk to each other and find out where the deals are and what deals are being done. Special added attraction of How do you find the commercial property for your buyers.

Price of admission for this meeting is an unwrapped toy valued at \$10 or more or a check to your favorite charity for \$10 or more

**Promote your listings & wants. PowerPoint provided  
Continental Breakfast Free Parking**

SRAR Auditorium  
7232 Balboa Blvd. Van Nuys, CA  
1 Block north of Sherman Way

Send PowerPoint Presentations to [arnieg@allstargroup.com](mailto:arnieg@allstargroup.com)

For additional information contact:  
Brian J. Hatkoff, CCIM (818) 701-7789 or  
Arnie Garfinkel (323) 728-7700







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

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

PRESORTED  
STANDARD  
U.S. POSTAGE  
**PAID**  
VAN NUYS, CA  
PERMIT NO. 1088

**Regular mail not fast enough?**  
**Read REALTOR® Report on-line at [www.srar.com](http://www.srar.com)**

## AREA MEETING ANNOUNCEMENTS

### **EAST NORTH**      **Thursdays**

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

### **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.**      **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

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

Chairperson(S): Harvey Osherenko  
Phone: 522-7592 - [Harveyok2@yahoo.com](mailto: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**      **2<sup>nd</sup> & 4<sup>th</sup> Fridays**

Location: SRAR SCV Division  
20655 Soledad Canyon Rd #33, Canyon Country 91351  
Chairperson: Erika Kauzlarich-Bird  
661-259-4663 or [requality@aol.com](mailto:requality@aol.com)  
Time: 8:30am  
December 7  
December 14 - No Mtg.  
December 21  
December 28 - No Mtg.

### **NORTH L.A. COMMERCIAL REAL ESTATE FORUM** **4<sup>th</sup> Thursday of each month**

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