

# REALTOR® REPORT

January / February, 2013

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

## SOMETHING For FREE?

**Get 12 FREE Hours  
Online CE Credits  
from C.A.R.**

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**AVOID LATE FEES  
Membership Dues  
Due by  
January 31**

Volume 93 • Issue 1



# AUDITS BY THE DEPARTMENT OF REAL ESTATE

## 2013 SRAR RISK MANAGEMENT COMMITTEE

An internal directive has been issued by the California Department of Real Estate ("DRE") to begin conducting broker office surveys. These surveys, which are effectively an audit of the brokerages activities and files, are schedule to commence in early 2013. The broker office surveys will involve unannounced and unscheduled visit to brokers' offices at which time the DRE will ask to see records from random transactions. Amongst other things, the DRE is expected to investigate transaction files, trust fund handling, record keeping methods, and a host of the procedures and documents.

While it has always been a good idea for a real estate brokerage to have an outside source conduct an Advisory Audit of its policies and files, given the aforementioned internal directive by the DRE, it is particularly advantageous to have such an audit this year.

In addition to checking a broker's trust fund records and trust log, an independent Advisory Audit can also provide guidance with regard to DRE record retention rules. It is important that the brokerage properly maintain transaction files and follow the rules relative to electronic file storage. There are mechanisms for converting paper files to electronic files, and then destroying the originals, but such actions should be handled properly to avoid potential regulatory and civil risks.

Since Standard Forms used in real estate are constantly changing, an Advisory Audit can also verify that the brokerage is using the most current forms available and can provide a list of recommended forms for the various types of real estate transactions.

In addition, an independent audit could review agent personnel files to verify that the Independent Contractor Agreements and related Addendums are in compliance with current law and provide protection for the brokerage as well as its agents.

With all the various forms of insurance needed to effectively run a real estate company, an Advisory Audit can provide important information regarding available sources of Errors and Omissions Insurance, General Liability Insurance, Worker's Compensation Insurance, and the all too seldom purchased Employment Practices Insurance.

All brokerages should have an Office Policy Manual and all agents should have a copy of this Manual. The Advisory Audit can review your current Office Policy Manual and make any appropriate recommendations for updating or revising said Policy Manual.

Recently, Senate Bill 510 was passed pertaining to the Appointment of Branch Managers for a brokerage with multiple offices. There are specific procedures and forms recommended for usage that would assist the Responsible Broker in properly supervising the operation of the company. An Advisory Audit could provide recommendations in this area as well.

In addition to the above, an Advisory Audit could provide guidelines for compliance with the Federal Do Not Call law, Fair Housing Compliance Issues, required Sexual Harassment training and other matters relating to the day to day operation of the brokerage.

While such an Advisory Audit cannot assure a brokerage that it is fully protected from risks related to the areas reviewed, it can certainly help management to more successfully manage the risks and resulting hardships related to the areas being reviewed. In addition to minimizing risk, an Advisory Audit can maximize both the efficiency of the brokerage as well as the quality of services that brokerage provides to its agents and clients. This is a great example of the axiom that an ounce of prevention is worth a pound of cure.

# SRAR RECEIVES ACE AWARD




NAR Commercial has selected the Southland Regional Association of REALTORS® to be one of the first 6 recipients of the new ACE Award, for Accredited Commercial Excellence, in recognition of extraordinary leadership in delivering commercial programs that are engaging

REALTORS® and strengthening the community.

NAR has recognized SRAR for demonstrating how committed the staff team is to providing services and programs for the commercial side of the industry and membership. The local leadership's commitment to excellence and raising the bar and efforts over the last several years have demonstrated the care SRAR has for its commercial real estate members and community at large.

Quote from me if needed "It's with great pride that I was able to personally present this recognition award, and see firsthand what it means to be part of the SRAR experience. NAR Commercial applauds you for your excellence."

CONSUMER PRICE INDEXES						
DECEMBER 2012						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	DEC 2011	NOV 2012	DEC 2012	NOV 2012	DEC 2012	DEC 2012
Los Angeles - Riverside - Orange County	231.567	237.675	236.042	2.1	1.9	-0.7



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

## REALTOR® REPORT

*The Official Publication of SRAR*

**President**  
**Sharon Barron**

**President-Elect**  
**Roger Hance**

**Chief Executive Officer**  
**Jim Link**

**Santa Clarita Valley Division**  
**President**  
**Bob Khalsa**

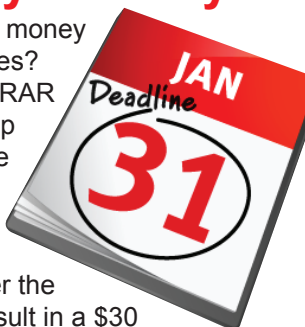
**Main office:**  
7232 Balboa Blvd. • Van Nuys, CA 91406  
Tel: (818) 786-2110 • Fax: (818) 786-4541  
e-mail: [info@srar.com](mailto:info@srar.com)

## AVOID LATE FEES Membership Dues Due by January 31

Why waste money  
with late fees?

Pay your SRAR  
membership  
dues before  
January 31  
and avoid  
extra fees.

Paying after the  
31st will result in a \$30  
late fee added to your total. Those  
who have not paid their dues by  
February 20th will be shut off and  
forced to pay a reinstatement fee,  
in addition to the late fee and dues -  
YIKES!!!



For your convenience, we offer  
several options to pay your dues:  
online in the Members Only section,  
by mail or pay in person at either of  
SRAR's two locations (Van Nuys or  
Santa Clarita).

As a reminder, members of SRAR  
are offered an array of benefits that  
are included in your dues. To name  
a few, there's CloudCMA, immobel  
REALTORS Property Resource  
(RPR), RealistTax, immobel,  
TransUnion SmartMove, WeVideo,  
and recently added to the list is IDX  
Home Search on Facebook.

To learn more about these, and all  
your member benefits, visit us at  
[www.srar.com](http://www.srar.com) or contact Director,  
Member & Community Services,  
Joey Lewis at 818-947-2256 or via  
email at [joeyl@srar.com](mailto:joeyl@srar.com)



## HOLIDAY SCHEDULE

In observance of  
Martin Luther King  
The Association  
will be closed

**MONDAY, JANUARY 21, 2013**

# STATEWIDE HOME PRICE JUMPS 27%

SHARON BARRON, PRESIDENT, AND DAVID R. WALKER SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

2012 ended on a high note with December  
home sales up and the statewide median  
price posting a double-digit increase for the  
sixth consecutive month.

Sales in December were up 0.9 percent  
from December 2011 while the statewide  
median price of an existing, single-family  
detached homes climbed 27 percent  
compared to December 2011 to \$366,930,  
the California Association of Realtors  
reported Tuesday.

The rise marked the tenth consecutive  
month of annual price increases and the  
sixth consecutive month of double-digit  
annual gains.

The substantial jump was due in large part  
to the mix of sales, especially a significant  
increase in sales of higher-priced properties.  
Plus, an exception-ally limited inventory  
continued to constrict sales of lower-priced  
homes, pushing prices higher, while the  
strong presence of all-cash buyers further  
contributed to the increase.

However, price increases — particularly  
at a 27 percent pace — are not expected to  
continue into 2013. Tighter underwriting  
rules by lenders limit the risk of another

real estate bubble developing while much  
of the increased activity in the final months  
of 2012 was the result of uncertainty over  
federal tax policy, especially as it related to  
capital gains taxes.

"A rush to complete sales of higher-priced  
homes by the end of the year to avoid an  
expected increase in capital gains due to  
the "fiscal cliff" pushed up sales of homes  
priced \$500,000 and above by nearly 42  
percent from December 2011," said C.A.R.  
President Don Fought.

However, even with that influence on sales,  
the positive fundamentals in the housing  
sector attracted potential homeowners and  
investors, said Leslie Appleton-Young,  
C.A.R. vice president and chief economist.

"That resulted in strong housing sales in  
the fourth quarter," she said, noting that sales  
for 2012 rose 5.4 percent, slightly above our  
projection."

"With sales in the higher-end market  
remaining strong throughout the year, the  
price gain at the state level surpassed our  
expectations, increasing 11.6 percent from  
\$286,040 in 2011 to a \$319,340 in 2012."

## SRAR LOSES A PERFECT PRO, A FRIEND, AS WILLIAMS RETIRES

She rejected the first job offer in 1983,  
then later reconsidered, only to stay for  
nearly three decades. Mary Lou Williams,  
the number two officer at the Southland  
Regional Association of Realtors, retired  
recently, to the dismay of the staff that loved  
her, but the joy of her family who wanted  
her at home more.

"It will be hard  
to live without  
you," said Jim  
Link, SRAR's  
CEO, pictured  
with Williams  
in the upper left  
photo. Williams,  
whose smile could light up a room, was  
called the "consummate professional," the  
"SRAR encyclopedia," and simply "one of  
the family" at a party held in her honor.

Bob Kellar, Mayor of the City of Santa  
Clarita and a Realtor, pictured with Williams  
in the top center photo, said Williams did so  
much for Realtors in the Association's Santa  
Clarita Valley Division. "The smartest thing  
Santa Clarita ever did was become part of  
SRAR," Kellar said.



As a testimony  
of the affection for  
Williams and the  
years of friendly  
sports rivalry,  
Realtor Pauline  
Tallent, upper  
right photo, gave  
Williams a prized

foul ball she caught in 1944 during WW II  
when Tallent was part of the British military.  
It was signed by all of the Washington  
Senators. "You have all been so special,"  
Williams said, surrounded by her family.

"Our staff is special, part of  
my family. I'll miss coming  
to work every day, but I  
won't miss getting up at 6  
a.m." Tim Johnson has been  
hired to replace William.  
He will be SRAR's chief  
operat-ing officer.

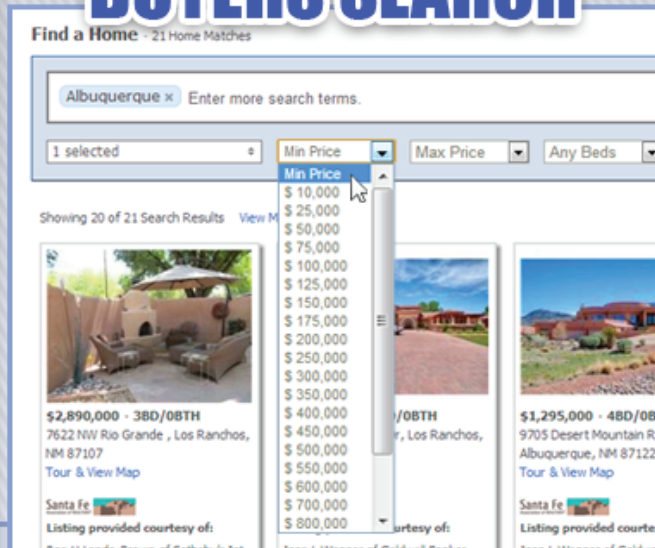




# IDX HOME SEARCH

ON FACEBOOK

## BUYERS SEARCH



## YOU CONNECT



**ACTIVATE TODAY**  
no contract, cancel at any time

## NEW! IDX Home Search on Facebook via CRISNET

For the first time ever, CRISNET listings are now available on Facebook. IDX Home Search, a service provided by the Real Estate Agent Directory on Facebook, gives CRISNET members the ability to add an IDX-compliant home search directly on their Facebook business pages.

You can activate IDX Home Search on your Facebook business page with just a few clicks. Upon activation, your MLS listings will be automatically imported to your 'Featured Listings.' Consumers can search for a home on your business page, view listings details and contact you for more information or a showing.

Referred to as the next "Best New Technology" at the CMLS 2012 Conference, N-Play's IDX Home Search is a revolutionary tool for real estate agents wanting to enhance their real estate business socially.



**IDX Home Search can be easily activated on your Facebook Page by following these steps:**

1. Log in to Facebook and use this link <http://bit.ly/R29pG5> to activate
2. Register and complete your MLS Setup
3. Your IDX Home Search will be active upon CRISNET's approval

**For any questions and/or support issues, contact N-Play Customer Service directly at 904-800-1811 or [cs@n-play.com](mailto:cs@n-play.com).**



Stop kidding, Bob...  
No one gives away  
12 FREE hours  
of online continuing  
education classes!



## C.A.R. Does!

In 2013, C.A.R. will provide all members with 12 FREE hours of online continuing education (CE) courses as part of their membership dues.

All courses offered from C.A.R. Education are approved by the DRE and offer the highest quality of real estate education available.

You may take your courses anytime and anywhere you have an Internet connection, 24/7, even from most tablet devices.

## What your 12 FREE hours of online CE courses includes:

- Timely topics to help you maneuver today's real estate landscape
- Mandatory topics such as: Agency, Ethics, Fair Housing, Risk Management and Trusts
- Electives needed in the categories of Consumer Protection and Consumer Service
- New, exciting and informative courses will be added in 2013

***This Member Benefit must be used in 2013!  
So don't delay!***

Get your 12 FREE online credit hours courtesy of C.A.R. today!

Scan the QR code or type in the link below to view eligible courses and get your FREE 12 hours of CE credits NOW!



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p?affil=0031](http://www.car.org/accessComponents/ssoCES.js?p?affil=0031)



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## IN MEMORIAM

The Association is saddened to report the passing of Gloria Chase, an agent in Encino since 1958. She passed away on December 6th, 2012. She had an incredibly successful career until she retired in 1996. The services will be at 2pm, Saturday, December 15th, at Pacific View, 3500 Pacific View Drive, Corona Del Mar, Ca.

## SAVE THE DATE!

**RISK MANAGEMENT  
BROKER/OWNER/  
MANAGER  
MEETING**

**MARCH 12, 2013**

**1:00 – 3:00 PM.**





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

**Made Possible  
Through A  
Generous Grant By**



**A FREE Event  
Presented By  
The 2013  
SRAR Commercial  
Investment Committee**



Breakfast Sponsored by :

**ACI CAPITAL**

Apartments - Commercial - Industrial



# Commercial Day

**Wednesday, January 23, 2013**

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

Sponsored by First Citizens Bank

SRAR Auditorium - 7232 Balboa Blvd., Van Nuys 91406

7:45 AM Doors Open ~ Event Concludes at 2:00 PM

### KEYNOTE SPEAKER:

***"What makes a Winner in Today's Market?"***

Mr. MICHAEL ZUGSMITH, Chairman NAI Capital

***"Are you running your desk as a Business?"***

Ms. DANIELLE HOSTON, Managing Director KW Commercial

***Social Media "Your tool for new Business"***

Mr. JOSHUA SWANSON, CEO "Go to my apartment"

***Overcoming Objections. "I want to think about it"***

Mr. DAVID RICHMAN, Principal Butterfield Enterprises

***"Managing your Day"***

Mr. BOB LAZARINNI, MBA – Professor Antioch University

### LUNCHEON SPEAKER:

***"Relationship Brokerage"***

Mr. ROBERT SCULLIN, CEO NAI Capital Commercial



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



**Series of Commercial Classes Scheduled for 2013**  
**Take 5 or More Classes and Earn a Certificate of Completion**

- |   |                        |
|---|------------------------|
| • Overview of Commercial Real Estate Investment Analysis        | [ ] January 30, 2013   |
| • Deferring Capital Gains Through 1031 Tax Deferred Exchanges   | [ ] February 20, 2013  |
| • Keys to Financing Commercial Real Estate-Case Studies         | [ ] March 13, 2013     |
| • How to Write a Good Commercial RE Lease Agreement             | [ ] April 24, 2013     |
| • Property Management for Apartment Buildings                   | [ ] May 15, 2013       |
| • Tax and Legal Impact on Commercial Real Estate Vesting        | [ ] June 5, 2013       |
| • Small Property Investment Brokerage                           | [ ] July 17, 2013      |
| • Overview of Commercial Real Estate Investment Analysis        | [ ] August 21, 2013    |
| • *Overview of Commercial Real Estate Investment Analysis (SCV) | [ ] September 18, 2013 |
| • How to Write a Good Commercial RE Purchase Agreement          | [ ] October 2, 2013    |
| • Effects of Bankruptcy on Tenants and Owners                   | [ ] November 13, 2013  |

**All Classes are Held Wednesdays 9:00 am ~ 12:00 pm**  
**SRAR Auditorium ~ 7232 Balboa Blvd., Van Nuys, CA 91406 ~ 818-947-2268**  
**\*Except (SCV) to be held @ 20655 Soledad Cyn Rd., #33, Canyon Country CA 91361**

**Register for One or More of These Informative Classes**  
**Each Class is \$25.**

**Pre-registration Strongly Encouraged**  
**Return this form by Fax to 818-786-4541**

**Call The Education Dept. for More Information 818-947-2268**



Facebook.com/commercialdataexchange

NAME: \_\_\_\_\_

PHONE#: (    ) \_\_\_\_\_

EMAIL: \_\_\_\_\_ # of Classes @ \$25 Each \_\_\_\_\_ Total \$ \_\_\_\_\_

AMEX/VISA/MC/DISC CC#: \_\_\_\_\_

CC EXP: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_



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 complainant is received, the complainant 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 Chairman shall appoint a panel of 3 members from the committee to interview the applicant. The Panel shall make its recommendation to the Membership Committee, which shall then forward its recommendation to the Board of Directors. If the committee recommends disapproval of the application, the Board of Directors will review the recommendation and render a final decision.

## RESPONSIBLE REALTOR® APPLICANTS

### FIRST POSTING

Childress, Stacy Rene  
Stacy Childress, Broker  
22647 Ventura Blvd.  
Woodland Hills, CA. 91364

Cisneros, Karla R.  
Nansco Management Inc.  
20656 Ventura Blvd.  
Woodland Hills, CA. 91364

Cole, Larry David  
Markland Real Estate  
4642 Willis Ave. #209  
Sherman Oaks, CA. 91403

Delune, Michael  
Multihomelistings.com  
4329 Woodman Ave. #2  
Sherman Oaks, CA. 91423

Gagne, Christopher Michael  
RPM Executives  
22777 Lyons Ave. Ste. 211-B  
Newhall, CA. 91321

Gardian, Sam Albert  
Sam Gardian, Broker  
25213 Anza Dr.

Valencia, CA. 91355 Kennedy, Rebecca S.  
Rebecca S. Kennedy  
4606 Lemon Ave.  
Sherman Oaks, CA. 91403

Khan, Ray  
The Realty Hut  
26500 West Agoura Rd. 102-787  
Calabasas, CA. 91302

Lambron, Georgia Alexandra  
Georgia A. Lambron  
P.O. Box 1813  
Studio City, CA. 91614

Levine, Debra  
Wall Street Capital Mortgage, Inc.  
23679 Calabasas Rd. #511  
Calabasas, CA. 91302

Mikhail, Anthony Oncy  
Anthony Oncy Mikhail  
21781 Ventura Blvd. #619  
Woodland Hills, CA. 91364

Osder, Stuart M.  
Stu Osder Real Estate  
22906 Bassett St.  
West Hills, CA. 91307

Ruta, Nicholas J.  
Nicholas Ruta  
20568 Ventura Blvd. #502  
Woodland Hills, CA. 91364

Shahandeh, Farhad  
Farhad Shahandeh  
18425 Burbank Blvd. #508  
Tarzana, CA. 91356

Sopher-Bagg, Judith  
Concord Realty  
22117 San Miguel St.  
Woodland Hills, CA. 91364

### SECOND 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

Panosian, Jonathan Robert  
Jonathan Robert Panosian  
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

## REALTOR® APPLICANTS

Alcaraz, Karina / Park Regency Realty / Granada Hills  
Alvarado, Mayra / Pinnacle Estate Properties, Inc. / Calabasas  
Arana, Jennifer / Keller Williams VIP Properties / Valencia  
Babineaux III, Wilbert Joseph / Dilbeck Real Estate / Valencia  
Bess, Alan / Re/Max Showcase / Sherman Oaks  
Bridgewater, Tamika Monique / Atlantic & Pacific Real Estate / Thousand Oaks  
Camacho, Alex Jose / Empire Realty Enterprise Inc. / Van Nuys  
Carter, Darlene Gail / Keller Williams VIP Properties / Valencia  
Corson, Laurent Marc / Wish Sotheby's International Realty / Sherman Oaks  
Cusick, Kelly Alison / Ewing & Associates Sotheby's I.R. / Calabasas  
Dagmi, Roey Leor / Exit Platinum Realty / Woodland Hills  
Darin, Hanna / Rodeo Realty / Northridge  
David, Cristian E. / Keller Williams Realty Calabasas Estates / Calabasas  
Demichele, Gaybriel / Rodeo Realty / Calabasas  
Farber, Itay / Sapphire Investment Properties, Inc. / Valley Village  
Feehan, Lexie / Realty Executives / Valencia  
Fenig, Shari Anne / Elite Residential Realty / Calabasas  
Flores, Elisa / Keller Williams VIP Properties / Valencia  
Foroodi, Mitra / Coldwell Banker Greater Valleys / Granada Hills  
Gamboa, Patrick Kenneth / Coldwell Banker Vista Realty / Valencia  
Glogovicean, Alin / Redfin Corporation / Long Beach  
Greene-Ramirez, Shannon Marie / Prellis Property Management / Granada Hills  
Hassan, Jalali / Re-Search Concept / Northridge  
Iraheta, Benjamin / Century 21 All Moves / Granada Hills  
Izenberg, Larry / Re/Max Showcase / Sherman Oaks  
Jalbuena, Maria Teresa Alcantara / Ryse Valley Real Estate And Mortgage Ser / Northridge  
Jones, Pauline / Keller Williams VIP Properties / Valencia

Khalil, Belita / Keller Williams Realty / Studio City  
Krouse, Chika / Rodeo Realty / Calabasas  
Lumbattis-Chalem, Elizabeth Jean / Keller Williams Realty / Studio City  
Malone, Tracy Marie / ZipRealty, Inc. / Emeryville  
Mansoor, Zabi A. / Century 21 All Moves / Granada Hills  
Mere, Bertha / Pinnacle Estate Properties, Inc. / Mission Hills  
Metelitz, Jeffrey Mark / Keller Williams VIP Properties / Valencia  
Michelle, Tara / Coldwell Banker Vista Realty / Valencia  
Nadir, Zeeshan / Keller Williams North Valley / Granada Hills  
Newton, Diana Rose / MSB Realty / Granada Hills  
Pacheco, Elisabeth Concepcion / La Hacienda Realty Inc. / North Hills  
Quizon, Marlene Santos / Get Assured Inc. / Burbank  
Ray, Penelope Rosina / Troop Real Estate, Inc. / Valencia  
Rios, Maria Elena / Royal Rep Realty / Woodland Hills  
Rojany, Eric David / Rodeo Realty / Encino  
Rotondo, Donna Ripley / Dilbeck Realtors / Studio City  
Shokouhi, James Jamshid / Elite Estates / Carlsbad  
Spiwak, Linda H. / White House Properties / Woodland Hills  
Stewart-Anthony, Jenna / Prudential Calif. Realty / Encino  
Strand, Oksana Alex / Fair Realty / Encino  
Teselsky, Daniel L. / Pacific Inter Capital Investment Solutions, Inc. / Tarzana  
Vasquez, Oscar / Keller Williams VIP Properties / Valencia  
Villanueva Ortiz, Oscar Rene / Brightstone Estate Properties / Winnetka  
Waxman, Michael Alan / Pinnacle Estate Properties, Inc. / Valencia  
Zabel, Leesa S. / Century 21 Hilltop / Simi Valley  
Zakharchuk, Olga / Century 21 All Moves / Granada Hills  
Zargarian, Vanik / Crestico Realty / West Los Angeles



RESIDENTIAL PROPERTIES LISTED  
771

DECEMBER SFV RESIDENTIAL MLS SUMMARY  
MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP.  
ESCROW OPENED  
926

RESIDENTIAL PROP.  
ESCROW CLOSED  
1,263

ACTIVE INVENTORY:

NEW LISTINGS.....	71	100	77	96	119	463	771
TOTAL ACTIVE LISTINGS.....	175	225	161	154	280	995	1,779
AVERAGE DAYS ON MARKET.....	123	120	114	114	104	114	123
AVERAGE LIST PRICE IN THOUSANDS.....	268.9	689.5	929.2	580.5	614.5	696.2	614.5
MEDIAN LIST PRICE IN THOUSANDS.....	250.0	515.0	575.0	440.0	576.5	440.0	375.0
BOMS.....	29	28	27	41	37	162	273
AVERAGE BOM PRICE IN THOUSANDS.....	252.5	545.9	476.0	428.1	520.6	446.1	421.1
BOM TO SALE RATIO.....	16.8	15.5	23.1	18.5	21.6	26.3	21.6
EXPIRATIONS.....	26	32	27	31	46	162	291

PENDING SALES:

NEW ESCROWS OPENED.....	101	121	94	131	133	580	926
TOTAL YTD ESCROWS OPENED.....	1,760	1,915	1,496	1,930	2,177	4,932	14,210
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET.....	51	57	55	44	55	59	54
NEW OPEN ESCROWS AVERAGE LIST PRICE.....	268.0	590.4	529.0	427.8	622.2	380.6	452.2

CLOSED SALES:

NEW ESCROWS CLOSED.....	173	181	117	170	200	841	1,263
TOTAL YTD ESCROWS CLOSED.....	1,686	1,866	1,443	1,824	2,095	4,583	13,497
VOLUME OF NEW SALE DOLLARS IN MILLIONS.....	44,605	88,862	69,426	69,413	101,815	374,121	534,965
VOLUME OF TOTAL YTD SALES IN MILLIONS.....	407,089	902,088	681,439	743,034	1,119,298	3,852,948	5,366,543
AVERAGE SALE PRICE IN THOUSANDS.....	257.8	491.0	593.4	408.3	509.1	444.9	381.1
MEDIAN SALE PRICE IN THOUSANDS.....	267.5	370.0	383.0	379.0	410.0	350.0	330.0
COOP SALES.....	111	127	88	129	143	598	901
PERCENT OF COOP SALES.....	64.2	70.2	75.2	75.9	71.5	71.1	71.3
AVERAGE DAYS ON MARKET.....	159	121	125	125	133	133	138
SALES AT LIST PRICE.....	108	105	49	100	93	455	715
PERCENT OF SALES AT LIST PRICE.....	62.4	58.0	41.9	58.8	46.5	54.1	61.6
SALES TO LISTING INVENTORY RATIO.....	98.9	80.4	72.7	110.4	71.4	84.5	56.6
FINAL SALE TO NEW LISTING RATIO.....	243.7	181.0	151.9	177.1	168.1	181.6	163.8

CLOSED SALES TYPE

FORECLOSURE/REO.....	30	23	15	20	25	113	166
SELLER CONCESSIONS.....	0	0	0	0	0	0	2
SHORT SALE.....	54	46	23	41	42	206	369
STANDARD.....	82	108	73	104	123	490	679
NOT SPECIFIED.....	5	3	6	5	8	27	36

SELLING PRICE RANGE:

AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %	
LESS THAN 100,000.....	110	78	19	109664	19.7
100,000 TO 109,999.....	88	23	7	3814	2.7
110,000 TO 119,999.....	87	25	17	13586	7.6
120,000 TO 139,999.....	56	61	56	1574	3.7
140,000 TO 159,999.....	66	55	50	10515	4.4
160,000 TO 179,999.....	64	52	20	9298	1.5
180,000 TO 199,999.....	73	71	15	7960	2.9
200,000 TO 249,999.....	64	155	122	4836	7.7
250,000 TO 299,999.....	65	184	74	37048	1.5
300,000 TO 349,999.....	56	146	57	7233	0.7
350,000 TO 399,999.....	40	116	57	3514	0.4
400,000 TO 449,999.....	45	93	51	11258	1.8
450,000 TO 499,999.....	49	91	40	10546	1.5
500,000 TO 549,999.....	48	66	27	15857	0.7
550,000 TO 599,999.....	23	77	13	1345	0.1
600,000 TO 699,999.....	49	106	33	16446	2.1
700,000 TO 799,999.....	51	74	22	36921	3.7
800,000 TO 899,999.....	83	57	24	51192	4.7
900,000 TO 999,999.....	26	42	6	15066	0.8
1,000,000 TO 1,999,999.....	67	139	40	88245	5.5
MORE THAN 2,000,000.....	70	77	11	162923	47.1
TOTALS.....	58	1788	626	17969	0.6

LISTINGS  
15,732

2012 RMLS TOTAL - \$ VOLUME  
\$5,366,543,000

SALES  
14,099

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



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

**SAN FERNANDO 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
<b>JAN</b>	2595	882	594.2	34	2935	574	329.3	19.6	2084	964	357.7	46.3	1,830	963	410	52.6	1,786	976	368.7	54.3	1,481	877	322.1	59.9
<b>FEB</b>	2421	893	581.8	36.9	2633	654	409.7	24.8	1178	876	330.5	49.4	1,780	872	349.7	49	1,646	753	303.5	45.7	1,458	856	262.9	57.9
<b>MAR</b>	3521	1318	848.1	37.4	2878	792	429.0	27.5	2004	1,148	428.6	57.3	2,231	1,131	523.3	50.7	1,875	1,050	430.7	56	1,515	1085	427.4	71.6
<b>APR</b>	3205	761	519.6	23.7	2949	983	538.1	33.3	1956	1275	487.5	65.2	2,212	1,188	526.9	53.7	1,740	1052	394.2	60.5	1,387	1,140	448.8	82.2
<b>MAY</b>	3493	1151	804.7	33	2629	1165	626.4	44.3	1,865	1,300	530.1	69.7	1,936	1,235	523.7	63.8	1,732	1,023	422.3	59.1	1,429	1,280	497.9	89.6
<b>JUNE</b>	3163	1234	870	39	1549	1182	616.7	43.2	1,928	1,410	612	73.1	2,051	1,269	563	61.9	1,752	1,114	439.1	63.6	1,367	1,216	484.0	89.0
<b>JUL</b>	3247	1157	839.7	35.6	2731	1263	672.9	46.2	1,922	1,322	581.7	68.8	2,153	1,104	484.5	51.3	1,592	1,033	422.7	64.9	1,314	1,266	515	96.3
<b>AUG</b>	3480	1057	767.0	30.4	2518	1181	594.7	46.9	1,820	1,259	553.7	69.2	1,993	1,029	443.8	51.6	1,707	1,145	452.6	67.1	1,308	1,273	508.3	97.3
<b>SEPT</b>	2753	736	506.3	26.7	2423	1181	533.4	48.7	1,731	1,205	543.1	69.6	1,726	1,034	430.4	59.9	1,512	1,048	430.4	69.3	1,276	1,058	419.7	82.9
<b>OCT</b>	2925	666	444.2	22.8	2389	1321	601.7	55.3	1,794	1,243	527.5	69.3	1,677	883	371.9	52.7	1,363	1,017	385.3	74.6	1,339	1,246	502.7	93.1
<b>NOV</b>	2342	701	438.4	29.9	1770	1121	470.9	63.3	1,505	1,095	452.1	72.8	1,431	864	356.8	60.4	1,273	985	382.2	77.4	1,087	1,114	452.9	102.5
<b>DEC</b>	1691	710	440.1	42	1483	1241	497.5	83.7	1,327	1,174	549.1	88.5	1,298	1,045	431.2	80.5	1,075	1,112	435.7	103.4	771	1263	534.9	163.8
<b>TOTAL</b>	34,836	11,266	7,654.1	32.6	28,887	12,658	6,320.3	44.7	21,114	14,271	5,953.6	66.6	22,318	12,617	5,415.2	55.6	19,053	12,308	4,867.4	66.3	15,732	13,674	5,366.5	87
<b>AVG. SALE PRICE</b>			<b>\$679,398</b>				<b>\$499,313</b>				<b>\$417,181</b>				<b>\$429,200</b>				<b>\$395,470</b>				<b>\$392,470</b>	



## SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR DECEMBER

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
<b>ACTIVE INVENTORY</b>								
New Listings	53	62	48	67	83	313	223	536
Total Active Listings	127	162	123	119	219	750	613	1,363
Average Days on Market	126	128	117	103	107	116	127	121
Average List Price in Thousands	282.6	819.5	997.1	626.0	1,079.8	803.0	544.1	686.6
Median List Price in Thousands	266.2	639.5	739.0	500.0	637.9	549.0	280.0	425.0
BOMS	15	20	14	31	27	107	82	189
Average BOM Price in Thousands	292.1	584.7	609.0	472.5	600.3	518.3	398.8	466.4
BOM to Sale Ratio	11.6	16.8	17.9	25.8	18.1	18.0	26.9	21.0
Expirations	21	22	20	26	34	123	96	219
<b>PENDING SALES</b>								
New Escrows Opened	67	82	65	89	100	403	244	647
Total YTD Escrows Opened	1,312	1,293	1,031	1,482	1,678	6,796	3,632	10,428
New Open Escrows Average Days on Market	53	59	50	37	60	52	56	53
New Open Escrows Average List Price	291.3	697.4	628.3	487.0	709.6	575.3	408.2	512.3
<b>CLOSED SALES:</b>								
New Escrows Closed	129	119	78	120	149	595	305	900
Total YTD Escrows Closed	1,281	1,277	996	1,413	1,628	6,595	3,419	10,014
Volume of New Sales Dollars in Millions	36.122	70.700	57.005	54.655	85.255	303.726	121.888	425.614
Volume of total YTD Sales in Millions	336.091	719.098	566.916	632.168	993.039	3,247.312	1,174.367	4,421.679
Average Sale Price in Thousands	279.9	594.1	730.8	455.5	572.2	510.5	399.6	472.9
Median Sale Price in Thousands	280.0	450.0	500.0	425.0	445.0	390.0	275.0	357.0
Coop Sales	81	82	57	97	116	433	212	645
Percent of Coop Sales	62.8	68.9	73.1	80.8	77.9	72.8	69.5	71.7
Average Days on Market	157	113	125	126	141	134	148	139
Sales at List Price	79	66	26	69	72	312	179	491
Percent of Sales at List Price	61.2	55.5	33.3	57.5	48.3	52.4	58.7	54.6
Sales to Listing Inventory Ratio	101.6	73.5	63.4	100.8	68.0	79.3	49.8	66.0
Final Sale to New Listing Ratio	243.4	191.9	162.5	179.1	179.5	190.1	136.8	167.9
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO	30	23	15	20	25	113	53	166
Seller Concessions	0	0	0	0	0	0	2	2
Short Sale	54	46	23	41	42	206	163	369
Standard	82	108	73	104	123	490	189	679
Not Specified	5	3	6	5	8	27	9	36

## SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR DECEMBER

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
<b>ACTIVE INVENTORY</b>								
New Listings	18	38	29	29	36	150	85	235
Total Active Listings	48	63	38	35	61	245	171	416
Average Days on Market	113	98	106	151	91	108	162	130
Average List Price in Thousands	232.6	355.1	483.6	425.6	388.4	369.4	391.2	378.3
Median List Price in Thousands	199.9	319.0	249.0	330.0	312.5	289.9	277.0	280.0
BOMS	14	8	13	10	10	55	29	84
Average BOM Price in Thousands	210.1	448.9	332.9	290.6	305.4	305.8	344.7	319.2
BOM to Sale Ratio	31.8	12.9	33.3	20.0	19.6	22.4	24.8	23.1
Expirations	5	10	7	5	12	39	33	72
<b>PENDING SALES</b>								
New Escrows Opened	34	39	29	42	33	177	102	279
Total YTD Escrows Opened	448	622	465	448	499	2,482	1,300	3,782
New Open Escrows Average Days on Market	47	54	33	58	40	48	65	54
New Open Escrows Average List Price	222.0	365.6	306.4	302.5	357.4	311.8	314.4	312.8
<b>CLOSED SALES:</b>								
New Escrows Closed	44	62	39	50	51	246	117	363
Total YTD Escrows Closed	405	589	447	411	467	2,319	1,164	3,483
Volume of New Sales Dollars in Millions	8.494	18.162	12.421	14.759	16.559	70.395	38.956	109.351
Volume of total YTD Sales in Millions	70.997	182.990	114.522	110.866	126.260	605.636	339.228	944.864
Average Sale price in Thousands	193.0	292.9	318.5	295.2	324.7	286.2	333.0	301.2
Median Sale Price in Thousands	155.0	250.0	227.0	290.0	272.0	249.0	248.0	249.0
Coop Sales	30	45	31	32	27	165	91	256
Percent of Coop Sales	68.2	72.6	79.5	64.0	52.9	67.1	77.8	70.5
Average Days on Market	168	137	124	123	111	132	150	138
Sales at List Price	29	39	23	31	21	143	81	224
Percent of Sales at List Price	65.9	62.9	59.0	62.0	41.2	58.1	69.2	61.7
Sales to Listing Inventory Ratio	91.7	98.4	102.6	142.9	83.6	100.4	68.4	87.3
Final Sale to New Listing Ratio	244.4	163.2	134.5	172.4	141.7	164.0	137.6	154.5
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO	9	7	11	9	7	43	16	59
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	20	19	8	13	14	74	49	123
Standard	14	33	18	26	27	118	48	166
Not Specified	1	3	2	2	2	10	3	13

## SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	12	9	28	16	7	31	11	26	140	22	162
Total Active Listings	28	24	52	18	24	40	10	41	237	73	310
Average Days on Market	67	201	103	137	164	124	97	94	119	122	120
Average List Price in Thousands	496.6	956.1	507.4	456.2	717.7	564.0	606.4	791.4	631.8	329.1	560.5
Median List Price in Thousands	435.0	680.0	420.0	380.0	560.0	460.0	549.0	569.9	485.0	242.1	449.0
BOMS	2	1	11	6	3	10	2	11	46	8	54
Average BOM Price in Thousands	274.5	379.0	346.6	335.3	364.7	351.9	479.0	460.6	378.0	214.7	353.8
BOM to Sale Ratio	25.0	25.0	20.0	21.4	27.3	19.2	12.5	15.1	18.6	19.0	18.7
Expirations	2	2	9	0	1	5	4	11	34	6	40

### PENDING SALES

New Escrows Opened	8	6	33	16	14	32	10	40	159	27	186
Total YTD Escrows Opened	89	59	605	262	171	484	147	602	2,419	472	2,891
New Open Escrows Average Days on Market	112	131	41	26	72	35	18	45	48	46	47
New Open Escrows Average List Price	270.4	386.0	320.1	357.1	540.8	418.8	619.3	485.2	423.5	265.8	400.6

### CLOSED SALES:

New Escrows Closed	8	4	55	28	11	52	16	73	247	42	289
Total YTD Escrows Closed	82	52	552	248	169	444	133	553	2,233	426	2,659
Volume of New Sales Dollars in Millions	3.104	1.394	19.451	10.718	6.425	21.395	9.006	35.759	107.251	9.122	116.373
Volume of total YTD Sales in Millions	27.347	22.602	190.451	87.780	70.573	173.747	74.029	261.280	907.809	120.782	1028.591
Average Sale price in Thousands	387.9	348.4	353.7	382.8	584.1	411.4	562.9	489.9	434.2	217.2	402.7
Median Sale Price in Thousands	370.0	330.0	330.0	360.0	610.0	400.0	532.0	455.0	403.5	195.0	370.0
Coop Sales	5	3	40	19	8	44	10	49	178	26	204
Percent of Coop Sales	62.5	75.0	72.7	67.9	72.7	84.6	62.5	67.1	72.1	61.9	70.6
Average Days on Market	224	206	147	129	219	138	168	179	161	155	160
Sales at List Price	5	3	32	20	3	36	13	44	156	29	185
Percent of Sales at List Price	62.5	75.0	58.2	71.4	27.3	69.2	81.3	60.3	63.2	69.0	64.0
Sales to Listing Inventory Ratio	28.6	16.7	105.8	155.6	45.8	130.0	160.0	178.0	104.2	57.5	93.2
Final Sale to New Listing Ratio	66.7	44.4	196.4	175.0	157.1	167.7	145.5	280.8	176.4	190.9	178.4

### CLOSED SALES TYPE

Foreclosure/REO	0	2	8	0	3	6	3	5	27	9	36
Seller Concessions	0	0	0	0	0	1	0	0	1	0	1
Short Sale	5	0	23	14	3	19	7	30	101	15	116
Standard	3	2	22	14	5	25	5	37	113	16	129
Not Specified	0	0	2	0	0	1	1	1	5	2	7

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	1	0	15	2	12	6	5	18	59	12	71
Total Active Listings	3	0	18	3	22	10	4	23	83	15	98
Average Days on Market	53	0	160	136	97	121	77	99	113	92	110
Average List Price in Thousands	454.6	0	231.9	239.5	202.2	218.4	272.0	419.8	284.7	340.8	293.3
Median List Price in Thousands	439.9	0	170.0	255.0	140.0	195.0	260.0	370.0	239.0	260.0	239.0
BOMS	1	0	4	0	6	2	1	3	17	1	18
Average BOM Price in Thousands	599.0	0	173.0	0	191.8	154.5	341.9	321.7	238.7	200.0	236.5
BOM to Sale Ratio	0	0	16.0	0	30.0	9.5	16.7	6.4	14.2	10.0	13.8
Expirations	0	0	0	1	0	0	0	2	3	3	6

### PENDING SALES

New Escrows Opened	0	0	14	1	11	8	4	21	59	10	69
Total YTD Escrows Opened	7	0	286	15	206	174	61	331	1,080	133	1,213
New Open Escrows Average Days on Market	0	0	31	0	79	63	14	29	42	94	49
New Open Escrows Average List Price	0	0	219.4	429.9	178.7	229.1	319.6	306.2	254.4	320.3	263.9

### CLOSED SALES:

New Escrows Closed	0	0	25	1	20	21	6	47	120	10	130
Total YTD Escrows Closed	5	0	248	11	194	166	53	299	976	119	1,095
Volume of New Sales Dollars in Millions	0.000	0.000	4.720	0.144	3.112	4.654	1.425	12.524	26.580	3.003	29.582
Volume of Total YTD Sales in Millions	1.627	0.000	40.062	2.435	28.493	35.789	13.583	76.984	198.973	29.274	228.247
Average Sale price in Thousands	0	0	188.8	144.0	155.6	221.6	237.4	266.5	221.5	300.3	227.6
Median Sale Price in Thousands	0	0	165.0	144.0	140.0	205.0	215.0	259.0	200.0	280.0	205.0
Coop Sales	0	0	20	1	15	16	3	36	91	9	100
Percent of Coop Sales	0	0	80.0	100.0	75.0	76.2	50.0	76.6	75.8	90.0	76.9
Average Days on Market	0	0	195	80	177	143	220	159	169	184	170
Sales at List Price	0	0	16	0	16	18	4	34	88	8	96
Percent of Sales at List Price	0	0	64.0	0	80.0	85.7	66.7	72.3	73.3	80.0	73.8
Sales to Listing Inventory Ratio	0	0	138.9	33.3	90.9	210.0	150.0	204.3	144.6	66.7	132.7
Final Sale to New Listing Ratio	0	0	166.7	50.0	166.7	350.0	120.0	261.1	203.4	83.3	183.1

### CLOSED SALES TYPE

Foreclosure/REO	0	0	7	1	5	1	0	7	21	3	24
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	7	0	5	11	3	23	49	5	54
Standard	0	0	6	0	7	8	3	17	41	1	42
Not Specified	0	0	4	0	2	0	0	0	6	1	7



RESIDENTIAL PROPERTIES LISTED

233

DECEMBER SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP ESCROW OPENED

255

RESIDENTIAL PROP ESCROW CLOSED

419

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	13	9	43	18	19	37	16	44	199	34	233
TOTAL ACTIVE LISTINGS	31	24	70	21	46	50	14	64	320	88	408
AVERAGE DAYS ON MARKET	66	201	118	137	132	123	91	96	117	117	117
AVERAGE LIST PRICE IN THOUSANDS	492.5	956.1	436.6	425.2	471.2	494.9	510.8	457.8	541.8	331.1	496.4
MEDIAN LIST PRICE IN THOUSANDS	439.9	680.0	350.0	315.0	370.0	445.0	489.9	485.0	440.0	242.1	409.0
BOMS	3	1	15	6	9	12	3	14	63	9	72
AVERAGE BOM PRICE IN THOUSANDS	382.7	379.0	300.3	335.3	249.4	319.0	433.3	430.9	340.4	213.0	324.5
BOM TO SALE RATIO	37.5	25.0	18.8	20.7	29.0	16.4	13.6	11.7	17.2	17.3	17.2
EXPIRATIONS	2	2	9	1	1	5	4	13	37	9	46

PENDING SALES:

NEW ESCROWS OPENED	8	6	47	17	25	40	14	61	218	37	255
TOTAL YTD ESCROWS OPENED	96	59	891	277	377	658	208	933	3,499	605	4,104
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	112	131	38	24	75	40	17	40	46	59	48
NEW OPEN ESCROWS AVERAGE LIST PRICE	270.4	386.0	290.1	361.3	381.5	380.9	533.7	423.6	377.7	280.6	363.6

CLOSED SALES:

NEW ESCROWS CLOSED	8	4	80	29	31	73	22	120	367	52	419
TOTAL YTD ESCROWS CLOSED	87	52	800	259	363	610	186	852	3,209	545	3,754
VOLUME OF NEW SALE DOLLARS IN MILLIONS	3,104	1,394	24,172	10,862	9,538	26,049	10,430	48,283	133,831	12,125	145,955
VOLUME OF TOTAL YTD SALES IN MILLIONS	28,974	22,602	230,513	90,215	99,066	209,536	87,612	338,293	1,106,782	150,056	1,256,839
AVERAGE SALE PRICE IN THOUSANDS	387.9	348.4	302.1	374.6	307.7	356.8	474.1	402.4	364.7	233.2	348.3
MEDIAN SALE PRICE IN THOUSANDS	370.0	330.0	275.0	360.0	185.0	349.0	467.5	363.9	335.0	200.0	320.0
COOP SALES	5	3	60	20	23	60	13	85	269	35	304
PERCENT OF COOP SALES	62.5	75.0	75.0	69.0	74.2	82.2	59.1	70.8	73.3	67.3	72.6
AVERAGE DAYS ON MARKET	224	206	162	128	192	139	182	171	163	161	163
SALES AT LIST PRICE	5	3	48	20	19	54	17	78	244	37	281
PERCENT OF SALES AT LIST PRICE	62.5	75.0	60.0	69.0	61.3	74.0	77.3	65.0	66.5	71.2	67.1
SALES TO LISTING INVENTORY RATIO	25.8	16.7	114.3	138.1	67.4	146.0	157.1	187.5	114.7	59.1	102.7
FINAL SALE TO NEW LISTING RATIO	61.5	44.4	186.0	161.2	163.2	197.3	137.5	272.7	184.4	152.9	179.8

CLOSED SALES TYPE

FORECLOSURE/REO	0	2	15	1	8	7	3	12	48	12	60
SELLER CONCESSIONS	0	0	0	0	0	1	0	0	1	0	1
SHORT SALE	5	0	0	14	8	30	150	53	170	20	170
STANDARD	3	2	28	14	12	33	8	54	154	17	171
NOT SPECIFIED	0	0	6	0	2	1	1	1	11	3	14

SELLING PRICE RANGE:

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION	%
LESS THAN 100,000	49	16	12	2	1193	2.9
100,000 TO 109,999	3	6	3	0	9700	11.8
110,000 TO 119,999	93	8	8	5	18367	11.2
120,000 TO 139,999	45	14	16	6	4200	2.4
140,000 TO 159,999	49	10	17	7	13423	6.2
160,000 TO 179,999	26	11	9	3	657	0.2
180,000 TO 199,999	62	16	21	8	1096147	16.7
200,000 TO 249,999	54	22	45	14	9	1.0
250,000 TO 299,999	58	36	44	17	4521	1.2
300,000 TO 349,999	71	32	53	21	66470	2.8
350,000 TO 399,999	51	19	33	15	7429	1.3
400,000 TO 449,999	77	38	31	14	10973	2.3
450,000 TO 499,999	43	30	28	15	12923	2.2
500,000 TO 549,999	55	18	23	14	21129	3.0
550,000 TO 599,999	34	20	11	7	24966	4.1
600,000 TO 699,999	43	23	18	6	8771	0.9
700,000 TO 799,999	92	21	9	9	70989	8.3
800,000 TO 899,999	127	6	6	6	90183	9.1
900,000 TO 999,999	7	13	1	N/A	12100	1.3
1,000,000 TO 1,999,999	12	26	1	N/A	31000	3.1
MORE THAN 2,000,000	166	5	1	1	250000	11.1
TOTALS	58	390	390	170	25154	2.3

LISTINGS

4,630

2013 RMLS TOTAL - \$ VOLUME

\$1,256,839,000

SALES

3,754

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	233	419	145.9	179.8
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	4,360	4,278	1,356.5	99
AVG. SALE PRICE	\$506,013				\$384,236				\$340,865				\$353,482				\$315,090				\$317,090			



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## AREA MEETING ANNOUNCEMENTS

### **EAST NORTH**      **Thursdays**

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

### **OUTWEST**      **Fridays**

Chairperson: Larry Gutierrez  
Phone: (818) 416-7077  
Co-Chair: Steve Peterson  
Phone: (818) 914-2536  
Chairman Emeritus: Jim Bevis  
Phone: (818) 522-4113  
Location: Denny's - Garden Room  
8330 Topanga Cyn. 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**      **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](mailto:requality@aol.com)  
Time: 8:30am

### **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