

REALTOR® REPORT

September/October, 2013

The Official Publication of Southland Regional Association of REALTORS®



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

★ ★ V O T E ★ ★

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"SIGNS, SIGNS, EVERYWHERE THERE'S SIGNS"

BY JOEY LEWIS — DIRECTOR, MEMBER & COMMUNITY RELATIONS
SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®



Signs of an improving market are all over the place – including the numerous open house signs you see on every street corner each weekend. While we all want to see the return of a good market, seeing multiple signs on one street corner obstructing walkways, etc. can become somewhat of a nuisance. But who regulates these signs? And who do you contact when they become a problem? Do you call your local Association? No! The City of Los Angeles (311) actually regulates the usage of signs in public areas, including open house signs. SRAR does not have any authority to enforce any such regulations for real estate signage in public areas.

In fact, according to **Section 28.04 of the Los Angeles Municipal Code**, placing hand-bills or signs in any public area of the City is actually against the law. But don't panic just yet! According to Gary Harris, (Chief of Investigation and Enforcement for the City of Los Angeles, Bureau of Street Services), the City of Los Angeles entered into an agreement with California REALTORS® in the early 90's that allows REALTORS® the privilege of placing signs in public areas as long as they agree to abide by certain rules:

1. All agents placing signs in public areas adjacent to any other private or public property **MUST** obtain permission from that property owner prior to placing their signs.
2. Signs must **NEVER** be placed in areas that obstruct vehicle or pedestrian traffic, including roadway medians, or in areas that block access ramps for the disabled.
3. Signs must be displayed in a considerate manner that does not clutter walkways, public easements, street corners, etc.
4. All signs **MUST** be removed immediately following the close of the open house.

The City of Los Angeles, according to Harris, would like to continue the cooperative working agreement it has with the REALTORS® of Los Angeles. However, complaints have started to come in on a pretty regular basis.

Therefore, Harris has requested that local Associations within the City of LA help spread the word about the importance of respecting the City's cooperative agreement it has with the REALTOR community regarding public signage. If the above guidelines continue to be misused and complaints continue to filter into the City, the law could be enforced that would not allow signs in public areas at all.

We don't want that to happen. So do your part and be sure to follow the above guidelines when placing signs in public areas. If in doubt, just don't do it! Be respectful of not only your fellow REALTORS®, but also the community in which your signs are placed. Be sure to get proper permission before placing your signs. And by all means, remove your signs at the end of the day. If we all do our part, we can ensure that the cooperative agreement we have with the City on signs in public areas continues.

NOTE: The above information pertains to the public display of signs within the City of Los Angeles ONLY. Different cities, like Santa Clarita, West Hollywood, Beverly Hills, and Burbank, have their own regulations on this issue. Be sure to check with the City in which you are placing signs to be sure you are following the law accordingly.

City of Los Angeles – 311

City of Santa Clarita – (661) 259-2489

City of West Hollywood - (323) 848-6400

City of Burbank - (818) 238-3950

City of Beverly Hills – (310) 285-1119

CONSUMER PRICE INDEXES						
JULY 2013						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	JULY 2012	JUNE 2013	JULY 2013	JUNE 2013	JULY 2013	JULY 2013
Los Angeles - Riverside - Orange County	235.776	239.223	239.223	1.4	1.3	-0.1

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SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

REALTOR® REPORT

The Official Publication of SRAR

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VOTE!!! BOARD OF DIRECTORS ELECTION

Voting for the 2014 SRAR Board of Directors will begin September 23, 2013 and remain open through NOON on October 8, 2013. Members will elect twelve (12) directors from fifteen (15) candidates included on the ballot. Directors will be elected for a two-year term commencing January 1, 2014 and ending December 31, 2015.

The primary method of voting is electronic. Members need only go to the association's website at www.srar.com, click on the election button and follow the instructions. Voting is fast, simple, secure and confidential.

All REALTOR® members in good standing are eligible to vote. Members who do not have internet access may request a written ballot by contacting Donna at (818) 947-2253. All members may vote only once; therefore, members who request a written ballot will be blocked from voting online.

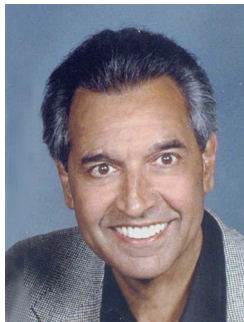
Take an active role in the future of your association by exercising your right to vote for the individuals who will lead the association for the next two years.



BOB KHALSA

YEARS OF SRAR MEMBERSHIP: 12

At SRAR, I have served on the Grievance Committee from 2009 till 2011 becoming its Vice Chair in 2011, Commercial & Investment Committee from 2009 till 2013 becoming its Vice Chair in 2012 and Director Liaison in 2013, Ethics and Arbitration Committee in 2011 and Board Member in 2013. In SRAR's SCV Division I am a Council Member since 2009, President Elect in 2012 and President in 2013. As a Certified Commercial Investment Member (CCIM) I also host the monthly North LA Commercial & Networking Forum since 2011. My background of residential sales and leasing, commercial property sales and leasing, business opportunities and land development gives me a unique ability to take a comprehensive and holistic approach to any real estate issue and be in a better position to serve our real estate community. Rest assured I will continue to serve our Association to the best of my abilities.



PAT "ZIGGY" ZICARELLI

YEARS OF SRAR MEMBERSHIP: 37

The issues and concerns of our members are a priority in representing YOU. I hold CRS and GRI Designations. Pro-Advantage SRAR instructor teaching contracts, listing/selling techniques, and negotiating skills. SRAR Past President. Two terms as President of Tarzana Chamber of Commerce. Senatorial appointee to the Small Business Advisory Commission for the State of California – 4 years. Served on many SRAR committees as Chair, Vice Chair and/or member. Named 1996 SRAR "Realtor of the Year". CAR Director since 1978; 2004 CAR "Director for Life". Chaired many CAR committees including Legislative, Political Affairs, IMPAC Trustees, Convention, Strategic Planning and Finance, and the 2013 Executive Committee. NAR "Golden R" since 2000 and NAR President's Circle. Candidate for 2016 CAR President. My goal is to promote the REALTOR image and continue to protect private property rights. I would like Your Vote to continue as a VOICE for all SRAR members' best interests.



PATTI PETRALIA

YEARS OF SRAR MEMBERSHIP: 36

I began my service to the Association in 1990. First serving on Grievance and Professional Standards (Chair and Vice Chair) as well as every committee at the Association over the next 23 years. I was proud to serve on the Board of Directors for 10 years and as President in 2010. After my Presidency I continued to serve as Chair of the Governmental Affairs Committee for 2011 and 2012. I have been a CAR Director since 2005 and a NAR Director since 2011, serving on numerous committees and as Regional Rep for Legislative and Pro Standards. I am a Key Contact for Scott Wilk and currently serve a 3 year term on HAF appointed by Chris Kutskey, President Elect for CAR. I am the Vice President and Sales Manager in Woodland Hills and Porter Ranch offices overseeing 200+ agents. I am also an active REALTOR representing buyers and sellers as well, in the trenches with my agents. It would be an honor to serve the Association once again as a Director and I respectfully ask for your support.



ALICE MCCAIN

YEARS OF SRAR MEMBERSHIP: 35

Current member of Board of Directors 2010-2013. Past President 1993-1994. REALTOR OF THE YEAR. CAR Director for 30 years. Chair of Governmental Affairs Committee twice. On Committee 30 years. BOPAC/LCRC Committee 24 years, Chair 2007 and 2013. Board of Directors 1989-1996 and currently. CAR Committees: Chair of Political Affairs, Credentials. Vice Chair of Political Affairs, Convention and Taxation committees. Regional Chairs. FPC for Congressman Bielsenson 1990-1992 and Congressman Brad Sherman 1993 to current. Member of Taxation committee 17 years and Federal Issues 23 years. CREPAC Trustees 4 years and IMPAC Trustees 6 years. Land Use 1 year and Transaction and Regulatory 1 year. NAR Director 5 years: Federal Taxation Committee 2 years, Political Communications Committee: 6 years. Elected Director of Northridge East Neighborhood Council 2005 to present.



TOM CARNAHAN

YEARS OF SRAR MEMBERSHIP: 37

I have been involved at SRAR my whole Real Estate career. I have served on (I think) every committee and have chaired most of them. I have served on the Board of Directors for numerous years and served as President twice. I feel that I can still be relevant to the needs of our members as I still actively list and sell Real Estate on a daily basis. I would like to continue to serve and help direct the Association in these times where we as an industry are being attacked from a lot of different situations.



STEVE WHITE

YEARS OF SRAR MEMBERSHIP: 26

SRAR Director for 13 of 15 years since the Santa Clarita Valley and Southland Regional Associations of REALTORS® merged in 1997. SRAR 2006 President, 2008 REALTOR® of the Year and 2002 REALTOR®-Associate of the Year. SRAR Representative as 2008-2009 CARETS Director. Chair and Director of CRIS-Net Regional MLS. CAR Director for 19 years including current Vice-Chair of CREPAC (CAR's political action committee) as well as past Chair of CAR's Legislative, Housing Opportunity, IMPAC (Issues PAC) and EXPO Advisory Committees. NAR Director for 9 years including current Executive Committee Member as well as past Chair of Risk Management & License Law Forum and Member of Meeting & Conference, Issues Mobilization, Risk Management, Conventional Finance Committees.

VOTE!!! BOARD OF DIRECTORS ELECTION



JOSEPH A. "BUD" MAURO

YEARS OF SRAR MEMBERSHIP: 40

Chaired Committees: Finance, By-Laws, MLS. Several co-chairmanships. Past President SRAR; REALTOR® EMERITUS, National Association of REALTORS®; Real Estate Certificate Institute (R.E.C.I.). Joined the Association in 1972; Obtained Real Estate Broker License in 1974; Chair of the Real Estate Network meeting for past 14 years; Member of SRAR Board Of Directors. Served as C.A.R. Director for 8 years. Served on SRAR Nominating Committee; Served on Grievance and Professional Standards, Budget

& Finance and Ethics and Arbitration committees. Served on numerous sub-committees. I enjoy serving organized real estate, contributing my experience and assisting our members in their daily routines. As "your" Director "I WILL BE HERE TO REPRESENT YOU - OUR MEMBERS". Vote For Experience-Vote For Bud Mauro. I appreciate your vote.



ANA MARIA COLON

YEARS OF SRAR MEMBERSHIP: 38

I have been a member since 1975 and started volunteering in 1980. Through the years I have served on many committees from Equal Opportunity to Foundation Trustees, a member of the Board of Directors for many years and most recently from 2003 thru today. I was honored in 1992 as "REALTOR-ASSOCIATE of the Year". My highest privilege and honor was in 2009, when I was chosen as your President. I am a working broker and a company owner. I can relate to you on every level. I would appreciate your vote. Thank you.



WENDY FURTH

YEARS OF SRAR MEMBERSHIP: 27

SRAR REALTOR® of the Year: 2004, President 2001. Committees: Ethics and Arbitration (Chair), Professional Standards, Governmental Affairs (Chair), Projects/Events (Chair), Foundation (Chair), By-Laws, Grievance, Finance, Commercial & Investment, Executive, Board of Directors, Equal Opportunity (Chair), Affiliates, Housing Needs, Multi-Cultural, 99 Club, MLS, Marketing (Chair) CAR Director 1994-Present. Committees:

Legislative (Chair), REALTOR® Action Fund (Chair), CREPAC Trustee, Federal Issues (VC), Liaison to Committees, EXPO (Chair), International (VC), Equal Opportunity (Chair), Common Interest Development, Land Use and Environmental, Membership, Region 18 Chairman. NAR Director 2001-Present. Committees: RPAC Trustee, RPAC Fundraising Forum (Chair), Liaison to Housing and Diversity Committees, SmartGrowth PAG, Equal Opportunity (Chair), Equal Opportunity Forum (Chair), PPCC Council of Residential Specialists, National. Committees: Executive, Strategic Planning, Finance, Nominating, Editorial (Chair), Diversity (Chair) State CRS Chapter 2002 President. WCR SFV Chapter 1997 Founding President. Ethics Speaker for Orientation training at SRAR.



DIANE S. SYDELL

YEARS OF SRAR MEMBERSHIP: 14

Voting Member: Grievance Committee (2009-2011) Vice Chair: Grievance Committee (2012) Chairperson: Grievance Committee (2013) Voting Member: Ethics & Arbitration Committee (2012-2013) My educational background is a Doctorate in Psychology and Hypnotherapy. I would like to become a member of the Board of Directors to grow my knowledge of our Association's procedures and contribute to its growth.



DANIEL TRESIERRAS JR.

YEARS OF SRAR MEMBERSHIP: 35

Now that I am on my fourth year on Board of Directors, I am even more humbled by the level of service that many of the Board of Directors and Staff contributes. It is my desire to serve again and be part of this great organization. I have 35 years of experience as a full time REALTOR with a wealth of transactional experience to bring to the table. I served on Grievance Committee for 2 years, Pro Standards, Director Liaison for Equal Opportunity 2009, Director Liaison for Events Committee, Chair for Blood Drive 2011, and NAR Nominating Committee 2011, Director Liaison for Commercial Division 2011, Committee member on Commercial Division (currently), and serving on the Executive Committee (currently). I have volunteered for "Project Living Hope" fundraiser for kids, and a member of "American Legion"-San Fernando Chapter for 11 years. Cal State Northridge Alumni. A native of San Fernando Valley, born and raised. Served in the U.S. Navy for 4 years as a Hospital Corpsman attached to the Marine Corp.



WINNIE DAVIS

YEARS OF SRAR MEMBERSHIP: 30+

For over 30 yrs I have been actively listing & selling real estate. I am hands on in my operation of managing & marketing traditional seller, buyer, short sale & REO transactions daily. I realized the need for active participation in the real estate community & have served on numerous committees @ SRAR, among them; Equal Opportunity, Housing, Governmental Affairs, Projects & Events, Captain for Political Action

Funds, BOPAC. I served as SRAR President 2007 & served on BOD plus 6 yrs on Executive Committee. I chaired 2007 Executive & BOD.; currently I chair 2013 Budget & Finance Committee, Liaison for Governmental Affairs 2012 & 2013, and Executive & BOD 2013. Continue to be active serving on the Asian Real Estate Association of America Advisory Board, National Committees & BOD for Valley Economic Alliance 2013. Recipient of the SRAR Service Award 2004 & SRAR REALTOR OF THE YEAR 2009. I would like your vote to continue as a voice for all SRAR members' best interests.



BRIAN HATKOFF

YEARS OF SRAR MEMBERSHIP: 35

REALTOR® since 1978. Hold a CCIM and CRS designation. Previous committees, Grievance, Marketing, Education, Commercial. Moderate the monthly Commercial networking meeting. Chair the Commercial education program with 10 classes a year. Teach commercial real estate to residential agents. Previous Board of Director. Involved in other charity organizations outside of the Association. I will represent the interests of the membership. I would appreciate your vote.

VOTE!!! BOARD OF DIRECTORS ELECTION



LUIS GARCIA

YEARS OF SRAR MEMBERSHIP: 13

In 2009 and 2010 I served on both Grievance Committee and Young Real Estate Professionals (YREP). 2011-2013 Member of Professional Standards Committee. I have been involved with many of our Association committees since 2008. I believe serving on our Board of Directors is a positive step I can take to further give back to our Members specifically as well as the Real Estate industry that I have benefitted greatly from in developing my career.



GERARDO "JERRY" ASCENCIO

YEARS OF SRAR MEMBERSHIP: 24

Broker-Owner, GRI, CRS, D-REO, CDPE, Served and Chaired the Grievance Committee, Professional Standards Committee, Ethics and Arbitration Committee over the last years. Immediate past chair for E & A and currently on Pro Standards currently handling many files and cases as a Arbitrator, Mediator, Ethics Advocate, Ombudsman, Inter Board Arbitrations with C.A.R., Code of Ethics Speaker-Trainer for SRAR new member Orientation, filmed Spanish

PSA (Public Service Announcement) for C.A.R., and was a speaker at C.A.R.'s recent home buyer's fair. I have served as a NAR Director and addressed 14,000+ REALTORS in last year's "Homeownership Matters" at the Washington Monument in DC. As the immediate past National President for NAHREP (National Association of Hispanic Real Estate Professionals) as well as founding President of the current San Fernando-Santa Clarita NAHREP Chapter. I have served my community and promoted the fundamental REALTOR values. I have listed and sold real estate for almost a 1/4 of a century so I understand the needs of the real estate community in the Valleys and surrounding areas.

POCKET LISTINGS

HERB LAMBERT, PROFESSIONAL STANDARDS

HERB LAMBERT HAS BEEN A VALUABLE PROFESSIONAL STANDARDS COMMITTEE MEMBER FOR OVER 25 YEARS.

We've been in a Sellers' Market for several months and listings are "golden." They're so valuable that it's especially tempting to try to double "pop" the listing you just got or are going to get before other agents have a chance to show it or even know about it. Haven't you seen other agents do that and asked, maybe I should, too? Before you advise a seller to give you a "pocket listing" or try to sell your listing without putting it into MLS, it would be wise to consider what truly is in the seller's best interest and whether or not you could defend your actions if that seller makes a claim against you if the property sells for below market value.

Pocket listings are an issue that is attracting a lot of attention from C.A.R., and rightfully so. After all, Article 1 of the Code of Ethics requires Realtors to protect and promote the interests of the client as their primary duty, and California law imposes on agents an "obligation of undivided service and loyalty" to the client, and forbids agents to use their position to their own advantage.

In April, 2013, C.A.R. Legal published a Q & A about Pocket Listings which can be found at <http://www.car.org/legal/mls-folder/PocketListings/>

I strongly recommend that you read the article but here are some of its salient points:

"Although pocket listings are legal they raise a number of legal and practical issues."

While there may be some sellers who opt for limiting the marketing of their property by not placing it in the MLS based on a desire for privacy or concerns about vandalism or theft, **the upside of a pocket listing for the broker is clear, especially the broker's ability to earn both sides of the commission.** As a precaution, the listing broker should be able to articulate why the seller chose to do a pocket listing in case there is a future claim by the seller that the broker violated their fiduciary duty by placing his or her desire for a higher commission above the client's best interests. **That claim could result in a lawsuit, a Realtor Association ethics violation, and MLS violation and discipline by the BRE with the possibility of loss or suspension of one's real estate license.**

The C.A.R. Q & A article also describes how **a pocket listing could create a risk of a fair housing violation** even if there is no intent to discriminate, if for example, the location of the property is in an area that is predominately made up of a certain racial or ethnic group and all of the advertising is directed to that group, resulting in a sale that reinforces the racial/ethnic character of the neighborhood.

As of July 29, there is a new C.A.R. Residential Listing Agreement that devotes almost an entire page to inform the seller of the benefits of using the MLS and the impact of opting out of the MLS. That portion of the new page requires initials of the seller

and broker. **You should use the CAR form "RLA Revised 7/13" to be in compliance with the current standard of care.**

Perhaps the old "Golden Rule" is the simplest guide for handling your next listing: "If you were selling your own house and wanted to net the most money from the sale, would you want only one broker to know that it's for sale or would you want as many brokers as possible with potential, qualified buyers to be aware of it? In this past year alone, how many times have you been surprised by a house selling for a much higher price than what you had anticipated? It's really just a matter of "doing the right thing."

Please refer to the following for more information:

CAR Q & A "Pocket Listings" <http://www.car.org/legal/mls-folder/PocketListings/>

NAR Code of Ethics, Article 1 and Standard of Practice 1-12

NAR Code of Ethics Article 3, Standard of Practice 3-10 (duty to cooperate with other Realtors)

MLS Rules 7.8 and 7.9 (Mandatory Submission)

CAR Form RLA - Revised 7/13 (Residential Listing Agreement)

CAR Form SELM (Seller Instruction to Exclude Listing from MLS)

POP-QUIZ MEDIATION

Submitted by Kathy Mehringer, 2013 SRAR Risk Management Committee

The difference between Mediation and Arbitration are often misunderstood. Each procedure has specific distinguishing features; this quiz was intended to highlight specific features of Mediation. The correct answers are posted below;
I know you scored 100%

1) The simplest definition of a mediation is:

- a) Group therapy on steroids
- b) Facilitated negotiations
- c) Waste of time
- d) A process that delivers speedy results

2) Mediation is a process wherein the participants can enjoy the benefit of confidentiality:

- a) True
- b) False

3) The best Mediators are those who:

- a) Are able to make swift decisions for the parties
- b) Have the ability to break an impasse
- c) Encourage parties to stand firm in their position
- d) Assist the parties in generating options

e) Both (b) and (d)

4) According the California Association of Realtors® Residential Purchase Agreement; Mediation is a precursor to arbitration:

- a) True
- b) False

5) Mediation has its roots in the 1960s era of natural foods, herbal teas and hot tubs:

- a) True
- b) False

6) To be effective a mediator must have technical and substantive experience in litigating the type of case being mediated:

- a) True
- b) False

7) Mediation discussions are confidential:

- a) True
- b) False

8) During the mediation process there comes a time when the mediator makes his or her position well known to the parties and takes a stand:

- a) True
- b) False

9) Mediation is considered to be non-adversarial:

- a) True
- b) False

10) A mediator strives to balance the power between the parties:

- a) True
- b) False

11) The mediator will always remain neutral:

- a) Unless he/she has already picked a winner
- b) Depending on which party selected his/her services
- c) Only if the parties request neutrality at the onset
- d) Regardless of his/her personal feelings

12) Mediation gives the participants control over the outcome:

- a) True
- b) False

13) Resolving disputes through mediation can save time and money:

- a) True
- b) False

14) Mediation can provide the participants with the ability to negotiate creative solutions beyond what the courts would allow:

- a) True
- b) False

15) A successful mediation will hinge on whether or not the participants are able to:

- a) Cooperate to meet goals
- b) Express their position in an aggressive and unyielding fashion
- c) Strike fear into the heart of any who oppose their position
- d) Share positive influence to act in ways that provide mutual benefit
- e) Identity and agree on the issues

f) (a) (d) and (e)

16) At some point every good mediator will impose a settlement on the participants:

- a) True
- b) False

17) Mediation is appropriate when:

- a) There is a need to maintain an ongoing relationship
- b) The participants share a common ground
- c) There is a balance of trade-off possibilities
- d) There is uncertainty about the outcome

e) All of the above

18) A successful mediator has learned how to:

- a) Ignore most of what the participants say
- b) Outtalk the participants
- c) Makes his/her opinions known in no uncertain terms
- d) Recognize a jerk when he meets one

e) Separate the people from the problems

19) To achieve the best results participants in the mediation process need to:

- a) Get to their point right away
- b) Avoid listening to the other side
- c) Be prepared for the process
- d) Be patient
- e) Expect emotional issues to be raised

f) (c) (d) and (e)

20) According to the California Residential Purchase Agreement if the Arbitration provision is NOT initialed by all parties to the Agreement; the obligation to mediate is not binding on the parties:

- a) True
- b) False

21) According to the California Residential Purchase Agreement the consequence of one party's refusal to mediate is:

- a) The refusing party is prohibited from filing a lawsuit
- b) The refusing party loses their right to recover attorney fees
- c) The underlying contract is automatically deemed null and void
- d) The brokerage commission is doubled
- e) Both (a) and (b)

22) The best thing about Mediation is the fact that lawyers are not permitted to attend:

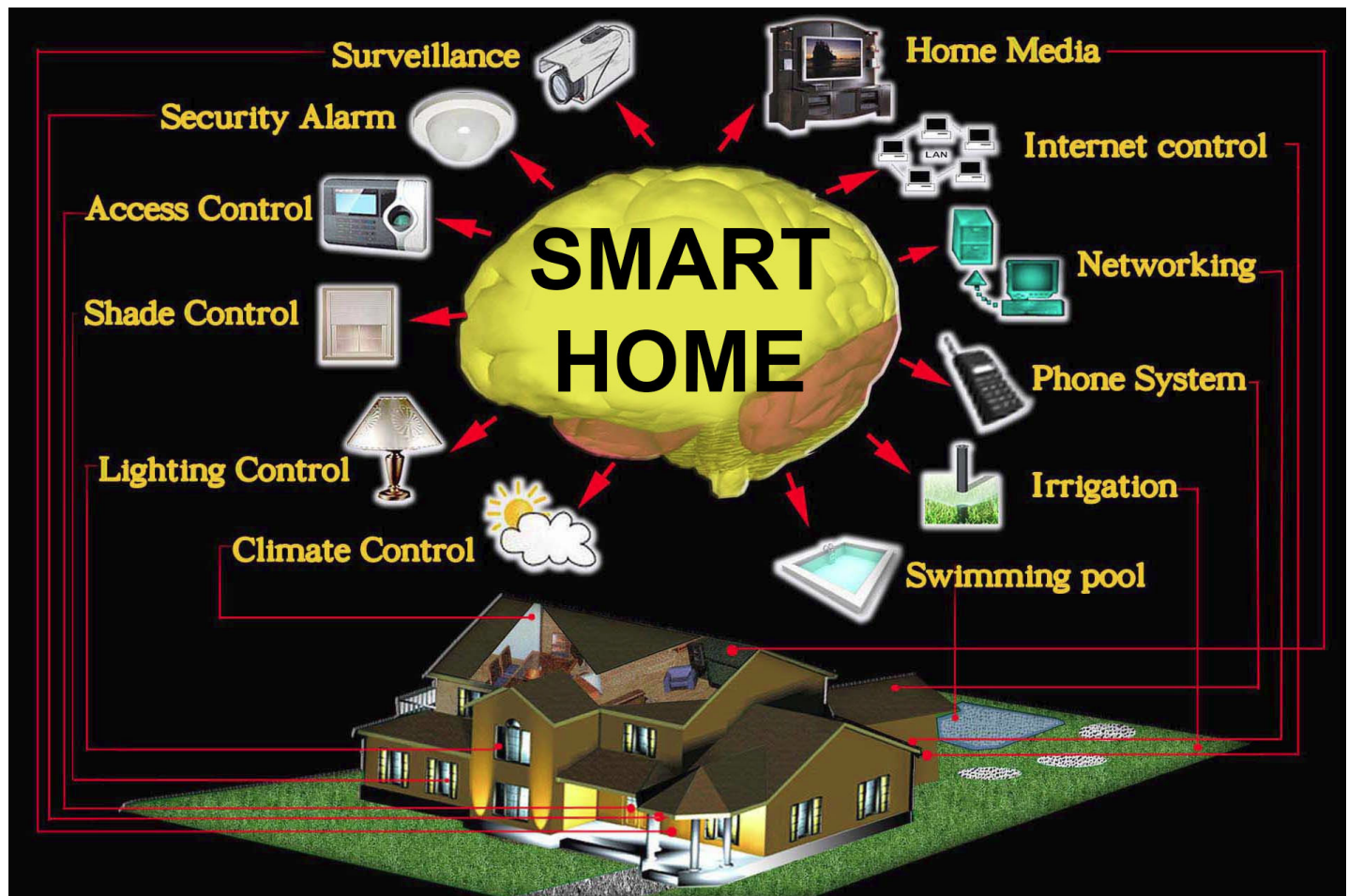
- a) True
- b) False

23) The cost of Mediation is:

- a) Outrageous
- b) Typically split between the parties
- c) Based on the Mediators hourly/flat rate
- d) Deducted from the brokers commission
- e) Both (b) and (c)

THE AGE OF SMART HOMES

BY JOEY LEWIS — DIRECTOR, MEMBER & COMMUNITY RELATIONS
SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®



What is a smart home? The very thought conjures up flashbacks of science-fiction and futuristic ideals as seen in *The Jetsons*. But what exactly does it mean to have a “smart home?”

Believe it or not, the idea of having an automated home system has actually been around since 1975. But advances in technology and wireless communication have made this service almost immediately available for anyone. A smart home is essentially a home that connects electronics, heating and air, entertainment and security systems, and cameras to one central device that can be controlled from any room or anywhere in the world via the Internet or phone.

No longer are the days that smart homes are only available for the wealthy. Nowadays, smart homes can be installed in one day. First, a central device is installed in the home. Then, any

electronics that you wish to control via the central device are plugged in through a special adapter that communicates with the device. Security systems and cameras are usually proprietary to the smart home service provider and installed specifically to communicate with their central device. Similarly, smoke detectors and thermostats that are to be controlled through the smart home device will need to be compatible with the provider’s service and may need to be specially installed.

Once installed, home owners can control everything from the lighting to the temperature of their home from practically anywhere in the world. Some smart home providers can even allow you to connect your entertainment systems where you can program to have your favorite song play for you the minute you walk in the door.

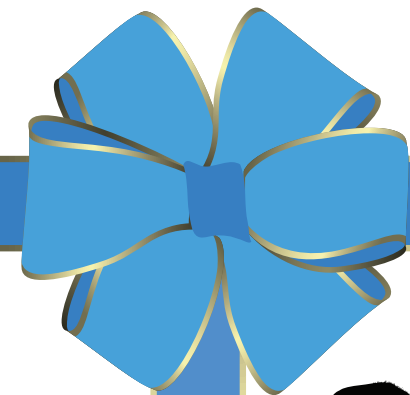
Through the camera systems, home owners can view just about any area of their home – inside or out – at any time from anywhere. Ever wonder what your pets do all day long when you’re not home? Now, with the touch of a button, you can check in on them at any time.

Smart homes are no longer just a futuristic ideal or a science-fiction invention. Smart homes are a reality and within reach for anyone with a modest budget.

Most Internet and cable or satellite providers offer smart home services. However, some of them do have limitations in what they are capable of doing. So shop around if you are interested in finding out how to turn your home into a smart home!

Sponsor a Child in Need

SRAR's Kids' Holiday Party



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

Each year, with support of the SRAR Charitable Foundation, SRAR selects children from a local school in a low-income area of the San Fernando Valley to give them a memorable and happy Holiday experience.

On Thursday, December 5th, up to 80 children will come to the SRAR office in Van Nuys where they will be treated to a delicious lunch, a visit from Santa Claus, and presented with gifts that they can share with their family.

You can help spread the Holiday cheer by sponsoring one of these children. Take a moment to sponsor a child today! Your sponsorship is tax deductible. SRAR Charitable Foundation 501c3 #95-4323748

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

Tel #: _____ Email: _____

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

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

If yes, please provide the name: _____

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

CC#: _____ Expiration Date: _____

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

Signature to authorize charge: _____

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

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS® 2013 RISK MANAGEMENT COMMITTEE PRESENTS:



A BROKER/OWNER/MANAGER/MEETING

SRAR Auditorium

October 29, 2013

FREE lunch: 12:15pm

Meeting 1-3pm



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

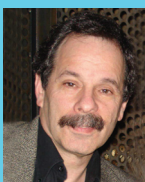
TOPICS/SPEAKERS



Olga Moretti
moderator



Kathy Mehringer
mediation tips and strategies



Jeff Khan
*proper way to complete the
AVID/Imputing listings in the
MLS/Handling offers*



Steven Spile
mediation/Dispute Resolution

RSVP to: RiskOctober2013@srar.com

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 complaint will be forwarded to the Chairman of the Membership Committee to ascertain that the complaint comes within the purview of the 7 point criteria established by the National Association of Realtors®. If it does not, the complainant is notified and the applicant is admitted to membership. If it does, the Membership Committee 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.

FIRST POSTING

Aletaha, Bonnie
Bonnie Aletaha
14423 Sylvan St.
Van Nuys, CA. 91401

Eshaya, Monica
JBE Realty, Inc.
4831 Biloxi Ave.
Toluca Lake, CA. 91601

Brentley, Kevin Orlander
Spartan Premier Properties
23734 Valencia Blvd.
Valencia, CA. 91355

John, Brindsley M.
Homebound Realty Services
21621 San Jose St.
Chatsworth, CA. 91311

Lafeuille, Sylvan De
Sylvan Blue Sky Realty
28201 Franklin Pkwy #334
Santa Clarita, CA. 91383

Lee, Cathy
Cathy Lee
23941 Windward Lane
Valencia, CA. 91355

RESPONSIBLE REALTOR® APPLICANTS

SECOND POSTING

Lugash, Spencer Brent
Big Block Realty
2820 Camino Del Rio South, Suite
314
San Diego, CA. 92108

Nasim, Mohammad Naser
California Realty Pros
5530 Corbin Ave. #275
Tarzana, CA. 91356

Ruano, Carlos E.
Carlos Ruano
7379 Telegraph Road
Montebello, CA. 90640

Rubinstein, Todd David
Rubinstein Group
4930 Balboa Blvd.
Encino, CA. 91426

Ushella, Giancarlo
Giancarlo Ushella
23901 Civic Center Way #158
Malibu, CA. 90265

Zamora, Arturo B.
Arturo Zamora
13241 Gladstone Ave.
Sylmar, CA. 91342

Bendersky, Michelle
MLU
17609 Ventura Blvd. #208
Encino, CA. 91316

Benshaw, Natalia
Certified Mortgage Solutions Inc.
23945 Calabasas Rd. #109
Calabasas, CA. 91302

Caro Jr., Ananias
Crest Financial & Investment
10312 Saddlewood Lane
Northridge, CA. 91326

Figueroa, Gary
Gary Figueroa Realty
8809 Rincon Ave.
Sun Valley, CA. 91352

Harris, Gregory Adam
Harris Capital Investments, Inc.
4924 Balboa Blvd. #101
Encino, CA. 91316

Joslyn, Peggy
West Orient Investments, Inc.
24273 Park Granada
Calabasas, CA. 91302

Moschetti, Matthew Tilden
Matthew Tilden Moschetti
23371 Mulholland Dr. #270
Woodland Hills, CA. 91364

Olshan, Sid
Olshan Realty
7017 Erica Circle
West Hills, CA. 91307

Porciuncula, Peter Daniel Marquez
TIC Brokerage
14640 Victory Blvd. Ste. 207 A
Van Nuys, CA. 91411

Raich, Jonathan
Short Modify
26149 Shadow Rock Lane
Valencia, CA. 91381

Rector, Valentina
Evergreen Realty
9901 Irvine Center Dr.
Irvine, CA. 92618

Slavett, Lawrence D.
Lawrence D. Slavett
20335 Ventura Blvd. #430
Woodland Hills, CA. 91364

Soriano, Lydia Francisco
MSM Realty Depot
17150 Norwalk Blvd. #102-B
Cerritos, CA. 90703

Thibault, Richard
Omega Investment Capital
9004 Dicks Street
West Hollywood, CA. 90069

Toji, Hedy
SCV Property Management Inc.
26650 The Old Road #300
Santa Clarita, CA. 91381

Yang, Young Jin
Young Jin Yang
6825 Gloria Ave.
Van Nuys, CA. 91406

REALTOR® APPLICANTS

Ahmed, Fareeduddin Qureshi / Brightstone Estate Properties / Winnetka
Aletomah, Reza / Wemby's Realty / West Hills
Alicer, Teresa / Exit Realty Granada / Granada Hills
Allchin, Dolores D. / T.N.G. Real Estate Consultants / Brea
Alton, Michael / Keller Williams Realty-Studio City / Studio City
Amayo, Graciela / Champion Realty / San Fernando
Baruelos, Julissa / L.A. Valley Realty, Inc. / Van Nuys
Barba, Amanda Joy / Kenneth B. Dorfman / North Hollywood
Barbour, Zachary Langley / Real Estate eBroker, Inc. / Carlsbad
Barnes, Lisa Anne / Pantera Real Estate, Inc. / Simi Valley
Bassett, Cheryl Nicole / Realty Executives / Valencia
Bhakjion, Tina Tallor / Rodeo Realty / Northridge
Benyoung, Linda June / Barbara Simmons / Westlake Village
Berry, Kathleen / RE/MAX of Valencia / Valencia
Burghardt, Richard Michael / Dilbeck Realtors / Studio City
Campos, David Alexander / Pantera Real Estate, Inc. / Simi Valley
Chavarria, Jerry Noel / Bankers Realty Exclusive, Inc. / Westlake Village
Ching, Ingrid Paola / Century 21 Valley Properties / West Hills
Chivichin, Sarkis / Leading Bee Inc. / North Hollywood
Colon-Alvarenga, Annette / Coldwell Banker Greater Valleys / Granada Hills
Cruz, Mirna / Pinnacle Estate Properties, Inc. / Mission Hills
Davlatov, Narine / Unique Home Realty / Northridge
Dyer, April Lisa / Viking Realty / Encino
Esmali, Amir / Dilbeck Realtors / Calabasas
Espinoza, Miriam S. / C.R.A. Inc. / San Fernando
Farfan, Mauro A. / The Real Estate Plaza / Granada Hills
Farum, Valerie Gloria / Troop Real Estate, Inc. / Simi Valley
Fernandez, Yvette / Sellstate Pacific Realty / Sherman Oaks
Ferreira, Rosalind Ann / Cobalt Realty Group / Valencia
Florentin, Michael / Peak Realty Co. / Woodland Hills
Fowlkes, Kimberly Joy / RE/MAX of Valencia / Valencia
Freeberg, Mark / Seven Palms Real Estate Services / Canoga Park
Freeman, Katherine / ZipRealty / Emeryville
Fritz, Marlene Patricia / Transworld Group Inc. / Sherman Oaks

Fujishima, Masaki / Rodeo Realty / Northridge
Galindo, Laura Leticia / San Fernando Realty, Inc. / San Fernando
Garate, Irma / Keller Williams North Valley / Porter Ranch
Garrison, Jeanne R. / Keller Williams Realty Calabasas / Calabasas
Genilo, Gifile / Coldwell Banker Greater Valleys / Granada Hills
Gil, Aleida / The Real Estate Plaza / Granada Hills
Goldbeck, Cynthia Ruth / On The House Homes and Loans / West Hills
Graft Tepelidis, Lynda R. / Pinnacle Estate Properties, Inc. / Encino
Grande, Henry T. / New Beginnings Realty / Newbury Park
Gregory, Peter Hugh / Keller Williams VIP Properties / Valencia
Greenfield, Nathan / Pacific Inter Capital Investment Solutions / Tarzana
Guentner, John Vincent / Dilbeck Realtors / Studio City
Guiliani, Mitra Ebrahimi / Prudential Calit. Realty / Encino
Heilbrun, Donald E. / Knollwood Realty, Inc. / Granada Hills
Herman, Carrie / RE/MAX of Santa Clarita / Santa Clarita
Hernandez, Cesar Oswaldo / Century 21 O.J. Realty / North Hollywood
Herrington, Gail / Realty Executives / Newhall
Hoose, Susan / RE/MAX of Santa Clarita / Santa Clarita
Jimenez, Vanessa M. / Mel Wilson & Associates / Northridge
Karnadoski, Ira / Red Blue Realty / Westlake Village
Kaufman, Michael Lawrence / Prudential California Realty / Chatsworth
Kerns, Marsha R. / AJ Real Estate / Valencia
Khalepari, Katrin / Keller Williams Realty Calabasas / Calabasas
Khorshidian, Farzad / Rodeo Realty / Calabasas
Koutouras, Jennifer Lynn / Keller Williams Realty Calabasas / Calabasas
Kountouris, Soulla / Rodeo Realty / Calabasas
Lebental, David / Prudential Calit. Realty / Sherman Oaks
Ledodom, Susana / Keller Williams VIP Properties / Valencia
Leschinsky, Victoria / Keller Williams Realty Calabasas / Calabasas
Lidhtenstein, Linda / White House Properties / Woodland Hills
Lusby, Scott / Keller Williams Realty-Studio City / Studio City
Mackay, Heidi Jean / Sotheby's International Realty / Sherman Oaks
Magona, Manuel Martinez / Keller Williams Realty / Northridge
Mance, Jamie Katherine / Pinnacle Estate Properties, Inc. / Encino

Manukyan, Zaven / JohnHard Corp. / Glendale
Marlow, Richard Scott / Keller Williams Realty Calabasas / Calabasas
Martinez, Javier Caja / Arturo Zamora / Sylmar
Martinez, Lorenzo J. / Red Blue Realty / Westlake Village
McMahon, Craig B. / McMahon Real Estate / Bakersfield
Mendoza, Archie Joseph / L.A. Home Search / Torrance
Moran, Elizabeth Jan / Exclusive Estate Properties Inc. / Toluca Lake
Nassib, Emad G. / Prime Realty / Glendale
Nova, Eduardo Jesus / Keller Williams North Valley / Porter Ranch
Norashkoyan, Nshan Mark / Citywide Estates, Inc. / North Hollywood
Ocampo, Edward J. / Keller Williams VIP Properties / Valencia
O'Connell, Kathleen Ann / Ashjian Realty / Encino
Oliphant, Stephanie Ann / Pinnacle Estate Properties, Inc. / Northridge
Ortiz, Ludy / Rodeo Realty, Inc. / Encino
Ort, Jordan David / Keller Williams Realty / Westlake Village
Padilla, Humberto Fernando / Pinnacle Estate Properties / Encino
Panossian, Misak / SoCal Real Estate Services / Valley Village
Peck, Raul / Coldwell Banker Vista Realty / Valencia
Peggs II, Michael Albert / Realty Executives / Valencia
Przybyla, Paul Christopher / Keller Williams Realty-Studio City / Studio City
Quezada, Ruth Mita / Sunrise Dream Realty / Valencia
Ramos, Robert Nichell / Coldwell Banker / Sherman Oaks
Rasson, Joseph Maurice / Keller Williams VIP Properties / Valencia
Reschke, Maria / Pinnacle Estate Properties, Inc. / Valencia
Revander, Joy Elise / Prudential California Realty / Northridge
Reznapi, Jevdet / CACT Realty / Los Angeles
Richards, Mark / Keller Williams Realty / Westlake Village
Roberts, Carmen Maria / Rodeo Realty / Northridge
Roberts, Elizabeth Ann / Coldwell Banker Quality Properties / Northridge
Robertson, John M. / Keller Williams Realty-Studio City / Studio City
Robinson, Robbie Marketer / ZipRealty / Emeryville
Rodarte, Yessenia Belinda / Rodeo Realty / Studio City
Rodriguez, David / Park Regency Realty / Granada Hills
Rodriguez, Jorge A. / B&Co Realty / Glendale

Rodriguez, Olga / Bill Toth and Associates / Burbank
Rome, Joyce Irene / Gerald Louis Rome / Van Nuys
Roney, Timothy P. / Keller Williams VIP Properties / Valencia
Rapon, Maria / Estates of Today / Tarzana
Ross, Debra Michelle / Century 21 Hilltop / Simi Valley
Saltzman, Scott Bradley / Realty Net / Torrance
Schaffer, George J. / Prudential Calit. Realty / Calabasas
Schmidt, Janet A. / Silver Creek Realty / Santa Clarita
Shack, Darren / Pinnacle Estate Properties, Inc. / Encino
Shah, Bobby / Keller Williams VIP Properties / Valencia
Shea, Mark William / First Corp. Realty, Inc. / Glendale
Shekhtman, Igor / Rodeo Realty, Inc. / Encino
Shepherd, Markus Steven / Discovery Properties / Northridge
Shorr, Beverly Doris / Keller Williams Realty Calabasas / Calabasas
Sidelnik, Alexander Gabriel / Options 4 You Financial Services Inc. / Encino
Siegel, Sarah Elizabeth / Ewing Sotheby's I.R. / Calabasas
Simmons, Craig Anthony / Keller Williams Realty Calabasas / Calabasas
Singh, Manvir / Keller Williams Realty-Studio City / Studio City
Skowronek, Gregory M. / A-Team Realty, Inc. / Woodland Hills
Smith, Brian / ZipRealty / Emeryville
Soriano, Vladimir Alex / Keller Williams North Valley / Porter Ranch
Tash, Rachel Joy / Coldwell Banker Residential Brokerage / Studio City
Thomas, Albritton / LRS Realty & Management, Inc. / Chatsworth
Torres, Eber Giovanni / Genesis Realty / Irvine
Vaziri, Antonio / Coldwell Banker / Calabasas
Wallace, Donald Mark / George Leonard Packer III / Woodland Hills
Washington, Masanya Maria / Keller Williams Realty / Northridge
Wezlar, Brittany E. / Pinnacle Estate Properties Inc. / Encino
Wolcott, Brett R. / Omni-Fund Inc. / Murrieta
Wong, Marcia Lynn / Ewing Sotheby's I.R. / Calabasas
Zavala, Rosa Maria / San Fernando Realty, Inc. / San Fernando
Zuniga, Christian Bernal / Keller Williams VIP Properties / Valencia

RESIDENTIAL PROPERTIES LISTED

1,581

RESIDENTIAL PROP. ESCROW OPENED

1,255

RESIDENTIAL PROP. ESCROW CLOSED

1,196

AUGUST SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

NEW LISTINGS

172

213

170

176

285

1,016

565

1,581

TOTAL ACTIVE LISTINGS

243

341

264

271

480

1,579

1,043

2,622

AVERAGE DAYS ON MARKET

78

78

68

63

69

71

97

81

AVERAGE LIST PRICE IN THOUSANDS

333.3

847.2

841.1

1,290.9

563.2

857.7

563.2

740.5

MEDIAN LIST PRICE IN THOUSANDS

325.0

624.9

529.0

519.0

739.0

519.0

349.0

450.0

BOMS

39

42

36

39

49

205

110

315

AVERAGE BOM PRICE IN THOUSANDS

341.5

692.7

541.4

511.6

964.4

629.8

412.8

554.0

BOM TO SALE RATIO

37.5

23.2

26.1

20.9

24.7

25.4

28.4

26.3

EXPIRATIONS

13

12

13

16

18

72

61

133

NEW ESCROWS OPENED

149

184

119

152

220

824

431

1,255

TOTAL YTD ESCROWS OPENED

919

1,285

976

1,181

1,512

5,873

3,021

8,894

NEW OPEN ESCROWS AVERAGE DAYS ON MARKET

38

35

35

39

36

37

52

42

NEW OPEN ESCROWS AVERAGE LIST PRICE

323.0

648.5

624.5

508.2

670.0

566.0

402.9

510.0

CLOSED SALES:

NEW ESCROWS CLOSED

104

181

138

187

198

808

388

1,196

TOTAL YTD ESCROWS CLOSED

849

1,213

941

1,172

1,443

5,618

2,820

8,438

VOLUME OF NEW SALE DOLLARS IN MILLIONS

32.106

112.031

75.264

103.657

142.435

465.493

158.121

623.614

VOLUME OF TOTAL YTD SALES IN MILLIONS

239.333

734.815

528.355

572.524

919.709

2,994.735

1,098.185

4,092.920

AVERAGE SALE PRICE IN THOUSANDS

308.7

619.0

545.4

554.3

719.4

576.1

407.5

521.4

MEDIAN SALE PRICE IN THOUSANDS

310.0

510.0

440.0

465.0

549.0

450.0

320.0

425.0

COOP SALES

67

139

108

153

150

617

304

921

PERCENT OF COOP SALES

64.4

76.8

78.3

81.8

75.8

76.4

78.4

77.0

AVERAGE DAYS ON MARKET

114

104

92

84

99

97

113

102

SALES AT LIST PRICE

77

114

90

125

111

517

244

761

PERCENT OF SALES AT LIST PRICE

74.0

63.0

65.2

66.8

56.1

64.0

63.6

61.6

SALES TO LISTING INVENTORY RATIO

42.8

53.1

52.3

69.0

43.0

51.2

37.2

45.6

FINAL SALE TO NEW LISTING RATIO

60.5

85.0

81.2

106.3

69.5

79.5

68.7

75.6

CLOSED SALES TYPE

FORECLOSURE/REO

11

8

5

9

6

39

38

77

SELLER CONCESSIONS

0

0

0

0

0

0

1

0

SHORT SALE

20

22

19

18

23

102

65

167

STANDARD

70

151

112

159

166

658

279

937

OTHER

3

0

2

1

3

9

7

16

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

AVG. SELL TIME

56

36

10

7

6

12

65999

26.5

ACTIVE NO. LISTINGS

56

10

18

12

6

12

9414

7.9

TOTAL # SOLD

22

7

7

12

2

6

140

1.0

REDUCED \$

12

2

1848

7604

2882

10901

300

41429

1.0

\$ AVERAGE PRICE REDUCTION %

26.5

7.9

1.0

8.9

4.8

8.4

1.2

1.2

SELLING PRICE RANGE:

LESS THAN 100,000

36

10

10

7

6

12

65999

26.5

100,000 TO 109,999

79

18

46

12

2

6

140

1.0

110,000 TO 119,999

27

46

29

30

11

11

1848

1.0

120,000 TO 139,999

54

49

55

27

12

12

7604

8.9

140,000 TO 159,999

28

63

63

30

7

7

2882

4.8

160,000 TO 179,999

29

63

185

27

34

34

10901

8.4

180,000 TO 199,999

47

185

93

93

300

300

300

1.2

200,000 TO 249,999

44

182

97

97

41

41

41429

1.0

250,000 TO 299,999

36

229

110

110

128

128

128

1.2

300,000 TO 349,999

29

229

113

113

31

31

1873

1.5

350,000 TO 399,999

37

185

118

118

42

42

1742

1.2

400,000 TO 449,999

24

171

88

88

29

29

1562

1.1

450,000 TO 499,999

31

107

69

69

30

30

2416

0.6

500,000 TO 549,999

37

127

63

63

25

25

11562

1.4

550,000 TO 599,999

27

184

89

89

44

44

4694

0.2

600,000 TO 699,999

28

140

60

60

26

26

9601

0.9

700,000 TO 799,999

30

100

45

45

24

24

16919

1.4

800,000 TO 899,999

48

53

24

24

14

14

43370

3.6

900,000 TO 999,999

48

315

80

80

48

48

104140

5.3

1,000,000 TO 1,999,999

59

134

15

15

12

12

883154

N/A

MORE THAN 2,000,000

36

2638

1198

498

1048

1048

2.6

LISTINGS

11,680

2013 RMLS TOTAL - \$ VOLUME

\$4,092,920

SALES

8,657

THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS® INC.

SAN FERNANDO VALLEY
COMPARABLE SALES ANALYSIS 2008 - 2013
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

		2008				2009				2010				2011				2012				2013			
		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		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	1,288	881	396.3	68.4
FEB		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	1,218	821	353.8	67.4
MAR		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	1,377	1,337	470.8	77.8
APR		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	1,549	1,114	559.3	71.9
MAY		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	1,506	1,265	630.6	84.0
JUNE		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	1,551	1,133	573.4	73.0
JUL		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	1,610	1,176	584.9	73.0
AUG		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	1,581	1,196	623.6	75.6
SEPT		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				
OCT		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				
NOV		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				
DEC		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				
TOTAL		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				
AVG. SALE PRICE			\$499,313				\$417,181				\$429,200				\$395,470				\$392,470						

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR AUGUST

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	122	131	114	134	207	708	413	1,121
Total Active Listings	168	228	176	205	367	1,144	773	1,917
Average Days on Market	75	86	67	66	72	73	92	81
Average List Price in Thousands	358.9	992.8	980.3	681.8	1,473.2	996.2	605.0	838.5
Median List Price in Thousands	349.0	779.0	693.6	595.0	875.0	649.0	359.9	517.9
BOMS	28	21	21	28	39	137	90	227
Average BOM Price in Thousands	380.1	948.9	646.9	578.1	1,067.7	744.4	431.7	620.4
BOM to Sale Ratio	37.8	18.6	23.9	20.6	26.0	24.4	31.0	26.7
Expirations	9	8	12	13	13	55	53	108
PENDING SALES								
New Escrows Opened	114	116	74	110	165	579	313	892
Total YTD Escrows Opened	652	839	664	881	1,129	4,165	2,214	6,379
New Open Escrows Average Days on Market	38	32	26	34	37	34	52	41
New Open Escrows Average List Price	343.0	804.1	746.3	548.5	754.8	643.3	419.2	564.7
CLOSED SALES:								
New Escrows Closed	74	113	88	136	150	561	290	851
Total YTD Escrows Closed	620	796	636	874	1,072	3,998	2,066	6,064
Volume of New Sales Dollars in Millions	24.526	83.201	56.797	82.381	125.504	372.409	121.827	494.236
Volume of total YTD Sales in Millions	188.962	570.364	427.828	463.852	779.154	2,430.159	829.737	3,259.896
Average Sale price in Thousands	331.4	736.3	645.4	605.7	836.7	663.8	420.1	580.8
Median Sale Price in Thousands	325.0	609.0	502.0	490.0	600.0	510.0	325.0	465.0
Coop Sales	46	88	69	109	116	428	233	661
Percent of Coop Sales	62.2	77.9	78.4	80.1	77.3	76.3	80.3	77.7
Average Days on Market	120	102	88	87	98	98	119	105
Sales at List Price	52	65	63	93	84	357	176	533
Percent of Sales at List Price	70.3	57.5	71.6	68.4	56.0	63.6	60.7	62.6
Sales to Listing Inventory Ratio	44.0	49.6	50.0	66.3	40.9	49.0	37.5	44.4
Final Sale to New Listing Ratio	60.7	86.3	77.2	101.5	72.5	79.2	70.2	75.9
CLOSED SALES TYPE								
Foreclosure/REO	7	4	0	6	3	20	34	54
Seller Concessions	0	0	0	0	0	0	1	1
Short Sale	14	13	12	14	18	71	53	124
Standard	50	96	74	116	126	462	198	660
Other	3	0	2	0	3	8	6	14

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR AUGUST

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	50	82	56	42	78	308	152	460
Total Active Listings	75	113	88	66	93	435	270	705
Average Days on Market	84	61	70	56	57	65	110	82
Average List Price in Thousands	275.9	553.5	562.6	435.3	571.2	493.4	443.5	474.3
Median List Price in Thousands	250.0	425.0	300.0	375.0	379.0	356.0	329.0	349.0
BOMS	11	21	15	11	10	68	20	88
Average BOM Price in Thousands	243.0	436.5	393.8	342.6	561.3	398.9	327.7	382.8
BOM to Sale Ratio	36.7	30.9	30.0	21.6	20.8	27.5	20.4	25.5
Expirations	4	4	1	3	5	17	8	25
PENDING SALES								
New Escrows Opened	35	68	45	42	55	245	118	363
Total YTD Escrows Opened	267	446	312	300	383	1,708	807	2,515
New Open Escrows Average Days on Market	39	41	49	53	32	42	50	45
New Open Escrows Average List Price	258.1	383.2	424.4	402.5	415.4	383.4	359.8	375.8
CLOSED SALES:								
New Escrows Closed	30	68	50	51	48	247	98	345
Total YTD Escrows Closed	229	417	305	298	371	1,620	754	2,374
Volume of New Sales Dollars in Millions	7.580	28.830	18.467	21.276	16.930	93.084	36.294	129.378
Volume of total YTD Sales in Millions	50.371	164.451	100.527	108.672	140.555	564.577	268.447	833.024
Average Sale price in Thousands	252.7	424.0	369.3	417.2	352.7	376.9	370.3	375.0
Median Sale Price in Thousands	225.0	395.0	305.0	380.0	320.0	335.0	285.0	329.0
Coop Sales	21	51	39	44	34	189	71	260
Percent of Coop Sales	70.0	75.0	78.0	86.3	70.8	76.5	72.4	75.4
Average Days on Market	99	107	97	76	102	97	95	96
Sales at List Price	25	49	27	32	27	160	68	228
Percent of Sales at List Price	83.3	72.1	54.0	62.7	56.3	64.8	69.4	66.1
Sales to Listing Inventory Ratio	40.0	60.2	56.8	77.3	51.6	56.8	36.3	48.9
Final Sale to New Listing Ratio	60.0	82.9	89.3	121.4	61.5	80.2	64.5	75.0
CLOSED SALES TYPE								
Foreclosure/REO	4	4	5	3	3	19	4	23
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	6	9	7	4	5	31	12	43
Standard	20	55	38	43	40	196	81	277
Other	0	0	0	1	0	1	1	2

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR AUGUST

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	16	4	48	23	12	60	12	71	246	67	313
Total Active Listings	32	26	71	25	27	72	25	101	379	119	498
Average Days on Market	84	153	60	68	64	96	48	59	75	76	75
Average List Price in Thousands	531.3	855.0	639.0	603.7	613.2	542.5	701.1	720.9	648.1	370.2	581.7
Median List Price in Thousands	489.0	675.0	500.0	445.0	499.0	449.0	730.0	559.0	534.9	250.0	489.0
BOMS	2	1	7	4	3	9	1	12	39	14	53
Average BOM Price in Thousands	384.0	710.0	380.3	427.3	361.7	550.2	475.0	502.5	471.6	260.5	415.8
BOM to Sale Ratio	33.3	25.0	13.0	21.1	33.3	25.0	14.3	29.3	22.2	25.9	23.0
Expirations	0	0	3	4	0	2	0	3	12	4	16

PENDING SALES

New Escrows Opened	9	5	54	20	14	47	7	46	202	48	250
Total YTD Escrows Opened	72	31	369	159	107	302	78	385	1,503	353	1,856
New Open Escrows Average Days on Market	80	44	49	19	68	23	45	35	39	36	39
New Open Escrows Average List Price	442.6	382.6	440.1	420.7	450.3	486.1	653.4	532.0	476.6	246.6	432.4

CLOSED SALES:

New Escrows Closed	6	4	54	19	9	36	7	41	176	54	230
Total YTD Escrows Closed	70	37	369	164	105	293	83	369	1,490	318	1,808
Volume of New Sales Dollars in Millions	2.509	2.153	25.258	7.664	4.232	16.296	5.492	21.970	85.573	18.023	103.596
Volume of total YTD Sales in Millions	24.479	16.852	144.566	64.473	54.698	131.052	53.343	191.166	680.629	99.120	779.748
Average Sale price in Thousands	418.2	538.3	467.7	403.4	470.2	452.7	784.5	535.8	486.2	333.8	450.4
Median Sale Price in Thousands	350.0	580.0	420.0	430.0	475.0	435.0	825.0	487.5	450.0	253.0	432.5
Coop Sales	6	3	45	18	9	30	5	30	146	35	181
Percent of Coop Sales	100.0	75.0	83.3	94.7	100.0	83.3	71.4	73.2	83.0	64.8	78.7
Average Days on Market	120	334	104	118	141	77	87	81	101	96	100
Sales at List Price	3	1	35	11	5	29	5	26	115	34	149
Percent of Sales at List Price	50.0	25.0	64.8	57.9	55.6	80.6	71.4	63.4	65.3	63.0	64.8
Sales to Listing Inventory Ratio	18.8	15.4	76.1	76.0	33.3	50.0	28.0	40.6	46.4	45.4	46.2
Final Sale to New Listing Ratio	37.5	100.0	112.5	82.6	75.0	60.0	58.3	57.7	71.5	80.6	73.5

CLOSED SALES TYPE

Foreclosure / REO	0	0	3	3	0	0	0	1	7	8	15
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	2	0	11	5	2	6	2	5	33	10	43
Standard	4	4	40	11	7	30	5	35	136	36	172
Other	0	0	0	0	0	0	0	0	0	0	0

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR AUGUST

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	32	0	24	23	2	44	125	10	135
Total Active Listings	3	0	24	0	25	24	4	58	138	22	160
Average Days on Market	62	0	56	0	38	46	59	52	50	95	56
Average List Price in Thousands	384.3	0	266.9	0	252.3	368.2	463.5	342.7	322.0	489.8	345.1
Median List Price in Thousands	299.0	0	250.0	0	247.8	339.9	299.9	308.8	299.9	380.0	307.0
BOMS	0	0	9	1	5	5	2	11	33	5	38
Average BOM Price in Thousands	0	0	191.3	440.0	257.4	314.6	290.1	384.5	297.9	262.4	293.3
BOM to Sale Ratio	0	0	27.3	33.3	21.7	21.7	25.0	28.9	25.6	31.3	26.2
Expirations	0	0	0	0	1	1	1	2	5	1	6

PENDING SALES

New Escrows Opened	0	0	45	3	22	17	4	35	126	16	142
Total YTD Escrows Opened	4	4	206	24	147	117	42	263	807	107	914
New Open Escrows Average Days on Market	0	0	41	106	36	38	144	34	43	67	45
New Open Escrows Average List Price	0	0	274.2	318.0	240.6	309.1	328.0	325.8	290.1	270.4	287.9

CLOSED SALES:

New Escrows Closed	1	0	33	3	23	23	8	38	129	16	145
Total YTD Escrows Closed	5	3	174	21	135	107	40	263	748	93	841
Volume of New Sales Dollars in Millions	0.500	0.000	9.655	1.065	5.386	7.027	2.754	12.739	39.126	4.755	43.881
Volume of Total YTD Sales in Millions	2.211	1.240	39.616	7.947	28.821	28.955	14.320	88.865	211.975	32.030	244.005
Average Sale price in Thousands	500.0	0	292.6	355.0	234.2	305.5	344.2	335.2	303.3	297.2	302.6
Median Sale Price in Thousands	500.0	0	272.0	340.0	220.0	295.0	336.7	310.0	295.0	277.5	295.0
Coop Sales	1	0	23	1	20	18	5	30	98	11	109
Percent of Coop Sales	100.0	0	69.7	33.3	87.0	78.3	62.5	78.9	76.0	68.8	75.2
Average Days on Market	337	0	90	162	56	91	98	76	84	106	86
Sales at List Price	1	0	24	1	16	21	6	28	97	11	108
Percent of Sales at List Price	100.0	0	72.7	33.3	69.6	91.3	75.0	73.7	75.2	68.8	74.5
Sales to Listing Inventory Ratio	33.3	0	137.5	0	92.0	95.8	200.0	65.5	93.5	72.7	90.6
Final Sale to New Listing Ratio	0	0	103.1	0	95.8	100.0	400.0	86.4	103.2	160.0	107.4

CLOSED SALES TYPE

Foreclosure / REO	0	0	1	0	1	1	0	3	6	0	6
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	1	0	6	3	2	4	2	6	24	7	31
Standard	0	0	26	0	20	18	6	29	99	9	108
Other	0	0	0	0	0	0	0	0	0	0	0

RESIDENTIAL PROPERTIES LISTED
448

AUGUST SCV RESIDENTIAL MLS SUMMARY
MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED
392

RESIDENTIAL PROP. ESCROW CLOSED
375

ACTIVE INVENTORY:

NEW LISTINGS

16

4

80

23

36

83

14

115

371

77

448

TOTAL ACTIVE LISTINGS

35

26

95

25

29

96

29

159

517

141

658

AVERAGE DAYS ON MARKET

82

153

59

68

52

84

49

57

68

79

70

AVERAGE LIST PRICE IN THOUSANDS

518.7

855.0

545.0

603.7

439.7

498.9

668.3

582.9

561.1

388.8

524.2

MEDIAN LIST PRICE IN THOUSANDS

489.0

675.0

420.0

445.0

330.0

450.0

710.0

475.0

469.0

280.0

438.0

BOMS

2

1

16

5

8

14

3

23

72

19

91

AVERAGE BOM PRICE IN THOUSANDS

364.0

710.0

274.0

429.6

296.5

466.0

351.7

446.1

392.0

261.0

364.6

BOM TO SALE RATIO

28.6

25.0

18.4

22.7

25.0

23.7

20.0

29.1

23.6

27.1

24.3

EXPIRATIONS

0

0

3

4

1

3

1

5

17

5

22

PENDING SALES:

NEW ESCROWS OPENED

9

5

99

23

36

64

11

81

328

64

392

TOTAL YTD ESCROWS OPENED

76

35

575

183

254

419

120

648

2,310

460

2,770

NEW OPEN ESCROWS AVERAGE DAYS ON MARKET

80

44

45

31

49

27

81

35

41

44

41

NEW OPEN ESCROWS AVERAGE LIST PRICE

442.6

382.6

364.7

407.3

322.1

439.1

535.1

442.9

405.0

252.6

380.1

CLOSED SALES:

NEW ESCROWS CLOSED

7

4

87

22

32

59

15

79

305

70

375

TOTAL YTD ESCROWS CLOSED

75

40

543

185

240

400

123

632

2,238

411

2,649

VOLUME OF NEW SALE DOLLARS IN MILLIONS

3.009

2.153

34.913

8.729

9.618

23.323

8.245

34.709

124.699

22.778

147.477

VOLUME OF TOTAL YTD SALES IN MILLIONS

26.690

18.092

184.182

72.420

83.519

160.007

67.663

280.031

892.604

131.150

1,023.753

AVERAGE SALE PRICE IN THOUSANDS

429.9

538.3

401.3

396.8

300.6

395.3

549.7

439.3

408.8

325.4

393.3

MEDIAN SALE PRICE IN THOUSANDS

480.0

580.0

388.0

425.0

225.0

399.0

465.0

412.0

395.0

267.0

374.0

COOP SALES

7

3

68

19

29

48

10

60

244

46

290

PERCENT OF COOP SALES

100.0

75.0

78.2

86.4

90.6

81.4

66.7

75.9

80.0

65.7

77.3

AVERAGE DAYS ON MARKET

151

334

99

124

80

83

93

78

94

98

95

SALES AT LIST PRICE

4

1

59

12

21

50

11

54

212

45

257

PERCENT OF SALES AT LIST PRICE

57.1

25.0

67.8

54.5

65.6

84.7

73.3

68.4

69.5

64.3

68.5

SALES TO LISTING INVENTORY RATIO

20.0

15.4

91.6

88.0

51.5

61.5

49.7

59.0

59.0

49.6

57.0

FINAL SALE TO NEW LISTING RATIO

43.8

100.0

108.8

95.7

88.9

71.1

107.1

68.7

82.2

90.9

83.7

CLOSED SALES TYPE

FORECLOSURE/REO

0

0

4

3

1

1

0

4

13

8

21

SELLER CONCESSION

0

0

0

0

0

0

0

0

0

0

0

SHORTSALE

3

0

17

8

4

10

4

11

57

17

74

STANDARD

4

4

66

11

27

48

11

64

235

45

280

OTHER

0

0

0

0

0

0

0

0

0

0

0

SELLING PRICE RANGE:

LESS THAN 100,000

25

13

7

4

5990

6.8

100,000 TO 109,999

0

2

0

0

N/A

0

110,000 TO 119,999

51

0

2

0

14100

14.1

120,000 TO 139,999

76

0

6

3

475

0.3

140,000 TO 159,999

30

13

12

1

5163

3.8

160,000 TO 179,999

23

17

5

1

8100

5.3

180,000 TO 199,999

14

20

11

1

11186

8.1

200,000 TO 249,999

20

41

37

7

4506

2.4

250,000 TO 299,999

24

57

37

12

5986

3.1

300,000 TO 349,999

21

49

35

6

5801

2.0

350,000 TO 399,999

25

59

50

16

4692

1.7

400,000 TO 449,999

24

57

42

12

1524

0.8

450,000 TO 499,999

33

50

35

17

8692

1.2

500,000 TO 549,999

35

42

27

10

203

0.3

550,000 TO 599,999

66

36

18

12

14086

1.8

600,000 TO 699,999

80

53

11

9

24326

3.4

700,000 TO 799,999

35

34

5

2

6325

1.2

800,000 TO 899,999

24

21

4

0

114033

21.2

900,000 TO 999,999

3

20

3

2

7217

0.8

1,000,000 TO 1,999,999

67

35

6

5

103980

7.2

MORE THAN 2,000,000

0

6

0

0

N/A

0

TOTALS

31

634

353

120

131

1.2

2013 RMLS TOTAL - \$ VOLUME

1,023,753,000

LISTINGS

3,363

SALES

2,710

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SANTA CLARITA VALLEY
COMPARABLE SALES ANALYSIS 2008 - 2013
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

[illegible]

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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. B.Hlvd.
(Corner of Roscoe and Topanga)

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

Topic: MLS Pitches, Caravan, Guest
Speakers

COMM. INVEST. PROP. 3rd Tues of mo.

Chairperson: Brian Hatkoff, CCIM

Phone: (818) 701-7789

Web: www.commercialdataexchange.com

Time: 8:30 A.M.

Location: SRAR Auditorium
7232 Balboa Blvd., Van Nuys

BUSINESS OPPORTUNITY 4th Tues of mo.

Chairperson(S): Harvey Osherenko

Phone: 522-7592 - Harveyok2@yahoo.com

Location: SRAR – Time: 9:00 A.M.

R.E. NETWORK Fridays (expt. holidays)

Contact For Information: Bud Mauro

Phone: (818) 349-9997

Location: El Cariso Golf Club Restaurant, "The 19th
Hole". 13100 Eldridge Ave., Sylmar CA. Exit 210
Frwy at Hubbard, N. to Eldridge, E. to Golf Club
Entrance. [TG-482 D 3]

Time: 8:30 – 9:30 A.M. - EVERY FRIDAY

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