

REALTOR® REPORT

December, 2013/January, 2014

The Official Publication of Southland Regional Association of REALTORS®

Commercial Day
2014
pg. 2/8

SRAR Kids
Holiday
Celebration
pg. 5

2014 WCR, SFV
Officers Installed
pg. 2

Avoid Late Fees:
Dues Due Jan. 31
pg. 5

New .REALTOR Domain
to Launch in 2014
pg. 4

Agent Visual Inspection
Disclosure Form (AVID)
pg. 7

2014 SRAR Leadership Announced **Roger Hance** Named 2014 President pg.3



SRAR's 94th
INAUGURAL
BALL
2014

pg.6

Volume 93 • Issue 12

Display Your CalBRE
License # Correctly
pg. 7

COMMERCIAL DAY

Richard Bozzi, 2013 chairman of the SRAR Commercial Investment Division, announced, the 4th annual Commercial Day will be held on Wednesday, January 22th in the SRAR auditorium. Richard said, "Our goal is to highlight and inform those who practice in the Commercial and Investment field of real estate." This year's theme is "Taking it to the Next Level" and will include speakers addressing various aspects involving commercial transactions. Topics will include: New Rules, Due Diligence, Leases and Leasing with a special presentation by the CREW Regional President.

Two important keynote speakers will be announced in upcoming weeks.

Registration begins at 7:45 with a buffet breakfast.



The event starts promptly 8:30 AM.

The event is free with advanced registration. Space is limited and was standing room only in previous years.

For more information call Valerie Biletsky. To reserve your seat send an RSVP email to commercialday2014@srar.com.

Women's Council of REALTORS® San Fernando Valley



Roger Hance, 2014 SRAR President, gave an empowering speech at Women's Council of REALTORS® San Fernando Valley Chapter of reaching our full potential by getting involved, work closely with SRAR and stamp out the apathy in the Real Estate Industry.

Wendy Furth, founding president of Women's Council of REALTORS® San Fernando Valley Chapter, was the emcee for the event. Erin Barry, Ca State WCR Regional Governor District 4 and Joyce Riskas, Past WCR SFV President provided inspiration. Tammy Newland, 2013 CA State Women's Council of REALTORS® installed the follow-

ing 2014 Line Officers on December 5:
President: Judy Ann Von Arb, JVATeam Elite Estates
President-Elect: Celestine Heathington, Advance Realty Network
VP Membership: Lita Guidotti, Star Realty Services, Inc
Secretary: Kathy McGouirk, Remax Olson & Assoc., Inc.
Treasurer: Allyson Haim, Agoura Hills Financial
The New Mission Statement for Women's Council of REALTORS®

"We are a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and the communities we serve."
Great meetings are planned for 2014:

January 30th Gov Hutchinson "Things you Should Know for 2014"
February 27th Keven Brown, C.A.R. President "2014 Real Estate Forecast"
March 27th Maurice DiMino, TEDtalks Speaker, "Your Million Dollar Message"
For more information, please contact Celeste Heathington, Pres-Elect

800-971-3421 or heathingtonc@yahoo.com

ADVERTISEMENT

METRO RETROFITTING

RETROFITTING COMPLIANCE • REO & REHAB SERVICES

Retrofitting &
Bank Rehabs
Competitive Prices
For Quality Work

General Contractor Since 1987
G.C. License #505706

800.450.3660

Call For A Bid Or Information

solutions@gometroretro.com

www.GoMetroRetro.com



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

CONSUMER PRICE INDEXES

OCTOBER 2013

\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	OCT 2012	SEP 2013	OCT 2013	SEP 2013	OCT 2013	OCT 2013
Los Angeles - Riverside - Orange County	240.111	239.611	239.940	0.6	-0.1	0.1

ROGER HANCE TO SERVE AS 2014 SRAR PRESIDENT



REALTOR Roger Hance was unanimously affirmed to serve as President of the Southland Regional Association of REALTORS for 2014; it was announced following the first meeting of the newly elected Board of Directors. Hance currently serves as the association's President-Elect.

Hance is well qualified to lead the 8,900 member association, one of the nation's largest. He has a long and distinguished career of service to the real estate industry and the association. He joined SRAR as a sales associate in 1974 and opened his own firm in 1978.

His association leadership involvement began in 1980 when he was appointed to the Grievance Committee, a position he held for three years. Since then he has served in numerous capacities including the MLS Committee, Strategic Planning Committee, Rules and Compliance Committee, Fair Real Estate Practices Committee, Nominating Committee and Technology Committee.

Hance is completing his sixth year on the Board of Directors and has served on the Executive Committee for two years. He has been a director of the California Association

of REALTORS since 2010 and is a member of the CAR MLS Committee. Roger also serves on the Rules Committee of California Real Estate Technology Services, Inc. (CARETS), an organization that provides data aggregation services to multiple listing services encompassing most of Southern California.

Serving on the 2014 Board of Directors with Hance are Gaye Rainey, President-Elect, Jerry Ascencio, Robert Banuelos, Sharon Barron, Tom Carnahan, Ana Maria Colon, Winnie Davis, Wendy Furth, Jeff Kahn, Erika Kauzlarich-Bird, Bob Khalsa, Rana Linka, Bud Mauro, Alice McCain, Patti Petralia, Daniel Tresieras, Nancy Troxell, Gina Uzunyan, Gary Washburn, Steve White, Chris Williams, Pat A. Zicarelli.

The 2014 officers and directors assume office on January 1, 2014. They will be installed at the association's annual installation gala on January 18, 2014 at the Sheraton Universal Hotel. All members are encouraged to contact Karen Marten karenm@srar.com for reservations and information.

GAYE RAINEY NAMED SRAR 2014 PRESIDENT-ELECT



REALTOR Gaye Rainey was elected to the office of President-Elect of the Southland Regional Association of REALTORS; it was announced following the first meeting of the 2014 Board of Directors. As per association bylaws, Rainey will serve as SRAR President in 2015.

Rainey has an outstanding resume of service to the real estate industry and the association. A member since 1978, she has served in numerous capacities including a total of 13 years on the Board of Directors, four years on the Executive Committee and a total of 11 years as a director of the California Association of REALTORS. In 1991 she was the recipient of the REALTOR-Associate of the Year award in recognition of her service to the association and community.

Her committee experience includes

MLS, Finance, Ethics and Arbitration, Education, Grievance, ByLaws, and Education. She was chairperson of several of these. She also was elected to the board of trustees of the SRAR Charitable Foundation and served as its chairperson in 2012.

At the CAR level, she has served on the MLS Policy, REALTOR/Consumer Protection, Education Services Advisory, Local Governmental Relations and Professional Standards committees. She currently is completing her second year as a director of California Real Estate Technology Services, Inc., representing SRAR.

Rainey's extensive experience in real estate sales, management and association activities make her well qualified to lead SRAR into the future.

NEW .REALTOR DOMAIN TO LAUNCH IN 2014

Home buyers, sellers and investors may soon find it easier to locate trusted and valued real estate information, resources and services online. The National Association of Realtors®, through its wholly owned subsidiary, the Realtors® Information Network (RIN), has applied for the branded .Realtor top-level domain (TLD) as an alternative to the familiar and commonly used .com or .org. Applications have also been submitted for .realestate and .home.

What is a top-level domain (TLD)?

Every domain name around the world ends with a top-level domain (TLD); these are the 2 or more letters that come after the dot. There are currently two types of TLDs: generic top-level domain (gTLDs) such as .com, .mobi, and .info, and country code top-level domains (ccTLDs) such as .uk, .br, and .cn. A gTLD or a ccTLD is managed by a registry operator, an organization that maintains the registry database, including the nameserver information for names registered in the TLD.

Why is this important to REALTORS®?

When a consumer visits a .REALTOR domain in the future we want them to be assured that the registrant is a credible, trusted information source and real estate professional. In the U.S. only real estate licensees, who are members of NAR and subscribe to NAR's strict Code of Ethics can call themselves REALTORS®. REALTORS® are the most trusted, valued source for real estate related information, and the .REALTOR TLD will extend that trust on-line. In Canada the same will be true for CREA members and the CREA Code of Ethics. The top-level domain will also deliver additional branding and marketing value to REALTOR® members and affiliates.

How and when can I reserve a web address for my site with a .REALTOR TLD?

Once approved, anticipated to be sometime in Q1 2014, NAR plans to distribute additional information on how and when domains in the new extensions will be made available. For now, members can sign-up now at www.SignUpForDotREALTOR.com to receive advance email notification for priority registration of their .REALTOR domain(s) one day prior to general release. To be eligible to participate and receive advance notification, you must sign-up before **Dec. 31, 2013**.

What are the key benefits of doing this?

REALTORS® and consumers will benefit in the following ways:

1. The .REALTOR TLD will bring order and consistency to the currently disorganized real estate space on the Internet.
2. Establishes a branded destination for consumers, ensuring they're dealing with a REALTOR®.
3. Empowers NAR to set standards of professionalism and use that differentiates the .REALTOR domain from all others.
4. Builds a TLD that establishes .REALTOR as the trusted source when searching for real estate information on-line.
5. Provides an Internationally recognizable brand to differentiate REALTORS® and the organized real estate community from others.
6. Positions REALTORS® with a competitive edge in the on-line real estate space, potentially enabling future creation of a search engine making it easier for consumers to locate REALTORS® and real estate services.
7. Offers individual REALTORS® a unique solution to further leverage their on-line brand, with the added support of a stronger REALTOR® brand.
8. Strengthens and supports existing broker and franchise brands, while concurrently leveraging the REALTOR® brand.

Where can I learn more?

Additional information will be distributed at www.REALTOR.org/domain as it becomes available.

Again, members can sign-up now at SignUpForDotREALTOR.com to receive advance email notification for priority registration of their .REALTOR domain(s) one day prior to general release. But you must sign-up before **Dec. 31, 2013**



Happy Hanukkah and A VERY MERRY CHRISTMAS TO ALL!



Christmas, Donkey put on a caroling Christmas "Shrek-tacular," and Hiccup and Toothless unveil an explosive holiday Dragons surprise.

To the events committee and all the volunteers who assisted at the party ... Thank you!

Eighty-one kids enjoyed an unexpected "snow" storm, a movie, time with Santa, and a very early Christmas surprise courtesy of the Southland Regional Association of Realtors and very generous contributors like you.

The recent holiday party was shared by kids from Chase Street and Liggett Street Elementary Schools, both of which are located in Panorama City, with students from kindergarten through fifth grade.

The celebration included lunch, presents from Santa Claus, and a special viewing of the Dreamworks Holiday Classic. It was as if the kids were at the movies watching the wacky animals of Madagascar save



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 19th 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, HomesConnect, Rate Plug, REALTORS Property Resource (RPR), RealistTax, TransUnion SmartMove, SmartDocs, Listingbook, and Proxio - a B2B platform that enables you to connect with global buyers, while translating all your information into more than 13 different languages.

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





SRAR's 94th INAUGURAL BALL 2014

Honoring
"Great Careers" & "Rising Stars"
in the Industry
As well as Installing President Roger Hance
along with the 2014 Officers & Directors

Saturday, January 18, 2014

Sheraton Universal Hotel
Grand Ballroom
333 Universal Hollywood Drive
Universal City

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

Black Tie Optional



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

RSVP by January 6, 2014

Please send _____ Inaugural Ball tickets at \$100 each

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

Please check one: ☐ Check ☐ Visa ☐ Mastercard ☐ AmEx ☐ Discover

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

Expiration Date: _____ / _____ Authorized Signature: _____

Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Deadline: Please return this form no later than **January 6, 2014** so that ticket orders may be processed accordingly.
For further information, contact Karen Marten: (818) 947-2256 or KarenM@srar.com

AGENT VISUAL INSPECTION DISCLOSURE FORM (AVID)

BY JEFF KAHN, RISK MANAGEMENT COMMITTEE

While this particular CAR form is not required by law, it is an excellent idea to complete the Agent Visual Inspection Disclosure form on all one to four unit residential properties, whether you represent buyer or seller. It is not sufficient for you to sign off on the other agent's disclosure without doing your own. This form should be completed and delivered to the buyer at the outset of the transaction so they have an opportunity to review this during their inspection contingency period.

It is very important that you fill out this form properly. In filling out the form you must go through the entire property, both inside and outside. You are required to check out the reasonably accessible areas of the property. You should go from room to room indicating on the form any items

requiring disclosure. If you see nothing of note in a particular room, you should write "nothing noted" on the appropriate line rather than leaving a blank line. You should only write down what you see, not what you might believe to be the cause of any disclosure item. For example, if you see a stain on the ceiling in the living room, you should state that rather than stating that there is a leak in the roof or what you believe the cause of that stain might be. Please do not use adjectives to describe things. If there are cracks in the driveway, the appropriate verbiage would be "cracks noted in driveway" rather than major cracks, minor cracks, settling cracks, etc.

You should never use the words good, excellent or any other such descriptive terms on this form. Stating that the house is in excellent condition or good condition can lead to liability in the event that it turns

out there are issues with the property. As indicated, a simple "nothing noted" is the appropriate language if you do not see any issues in a particular location of the property.

This form should not be used by the agent to indicate whether or not appliances are functional. This is the job of the home inspector, not the agent. In addition, this form should not be used to describe the type of materials used in the property. You should not indicate that the floors are hard wood or that the windows are doubling paned, for example.

Please take the time necessary to do a professional job when filling out this form. It is an important disclosure item and, if filled out properly, indicates that you did your due diligence in inspecting the property.

DISPLAY YOUR CalBRE LICENSE # CORRECTLY

Department of Real Estate (DRE) is now the Bureau of Real Estate (BRE)

As per CAR & BRE, the correct way to display your Bureau of Real Estate license number on all printed* and/or electronic materials is:

CalBRE License # 12345678

Font size must be no smaller than the smallest font on the material.

SRAR Print Shop can help with all your print needs:

Business cards, Flyers, Post cards and More.

818 947-2244 or GrahamW@srar.com



More on this issue:

Due to the July 1st transition of the Department of Real Estate (DRE) to the Bureau of Real Estate (BRE), the department has received inquiries from licensees requesting guidance on the use of solicitation materials that reference DRE - a reference needed to comply with various provisions of the Real Estate law.

Specifically, licensees have expressed concerns over the use of solicitation materials, such as business cards and the like, that have been mass produced and would be costly or wasteful to reproduce just to change the DRE reference to BRE.

***Although it is recommended that, on and after July 1st, licensees use "BRE", "Bureau", or "Bureau of Real Estate" and no longer include references to "Department" on solicitation and marketing materials, the Bureau of Real Estate will not be citing licensees solely based on the use of solicitation materials that reference DRE.**

However, licensees should make every reasonable effort to exhaust their existing stock over the upcoming months and make the appropriate changes when re-ordering or creating new solicitation materials.

Commercial Day 2014

"Taking It To The Next Level"

Wednesday, January 22, 2014

SRAR Auditorium, 7232 Balboa Blvd, Van Nuys, 91406

Event Sponsored by First Citizens Bank



- 7:45 a.m. *Registration/Breakfast*
- 8:30 a.m. *Opening Remarks*
- 8:45 a.m. *Keynote Speaker*
- 9:20 a.m. *New Rules*
- 9:45 a.m. *Due Diligence*
- 10:30 a.m. *Leasing and Leases*
- 11:30 a.m. *Resources and Designations*
- 12:00 p.m. *First Citizens Bank*
- 12:20 p.m. *Lunch*
- 12:25 p.m. *Certificate Presentations*
- 12:30 p.m. *Luncheon Speaker*
- 1:10 p.m. *Event Concludes*

SEATING IS LIMITED!
Email Your Required
RSVP To:

commercialday2014@srar.com

A Free Event Presented
by the 2014 SRAR
Commercial Investment
Division



&
Southland Regional
Association of REALTORS®

Breakfast Sponsored By





3rd Tuesday of Each Month

Commercial Investment Network Meeting

Tuesday, January 21, 2014

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



Ronald A. Flate

Law Offices of Ronald A. Flate

The Potential Aftermath of a Commercial Real Estate Transaction

- As commercial brokers, what do we need to look for in the transaction to protect our client?
- Do we need to think differently depending on who we represent?
- Is it different for sale transactions than it is for leases?
- Should we plan on a lawsuit coming from left field?
- What do we need to look for to protect ourselves?
- Are the preprinted forms sufficient for all transactions?
- When is the right time to get advise from an attorney?
- Come listen to an attorney whose practice specializes in real estate litigation.

Promote your listings & wants. PowerPoint provided

Continental Breakfast Free Parking

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

Send PowerPoint Presentations to arnieg@allstargroup.com



For additional information contact:
Brian J. Hatkoff, CCIM (818) 701-7789 or
Arnie Garfinkel (818) 532-7660

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.

RESPONSIBLE REALTOR® APPLICANTS

FIRST POSTING

Jeknavorian, George Lawrence
George Lawrence Jeknavorian
22704 Ventura Blvd. #528
Woodland Hills, CA. 91364

Pazooki, Arash S.
Arash Pazooki
14400 Valerio St. #112
Van Nuys, CA. 91405

Wilson, Douglas Alan
Hamptons West
24226 Ventura Blvd. #105
Woodland Hills, CA. 91364

Lanoy, Venancio Duran
Realty Visions
10653 Dilo St.
El Monte, CA. 91731

Pihlgren, James
James Pihlgren
5237 Whitecap St.
Oxnard, CA. 93035

Yano, Gary K.
GKY Realty
15303 Ventura Blvd. Suite 900
Sherman Oaks, CA. 91403

Leon, Raul
Raul Leon
926 7th St.
San Fernando, CA. 91340

Simha, Gal
GMAX Properties Inc.
13008 Montero Ave.
Sylmar, CA. 91342

Zapata, Daniel J.
California Home Sales
520 N. Brookhurst St. 118
Anaheim, CA. 92801

Love, Herbert Franklin
TDC/Pacific Properties
4223 Glencoe Ave.
Marina Del Rey, CA. 90292

Talai Shahir, Shirin
Shirin Talai Shahir
21900 Burbank Bl. #300
Woodland Hills, CA. 91367

Zlich, Rachel
First Capital Real Estate Group
21241 Ventura Blvd. #174
Woodland Hills, CA. 91364

Nofal, Rosa Isela
2020 Realty Inc.
28481 Rancho California Rd. #109
Temecula, CA. 92590

Vera, John Joe
John J. Vera
10931 Chimineas Ave.
Northridge, CA. 91326

Orillo, Marc Romulus Santiago
West Coast Realty Group
209 W. Alameda Ave. #203
Burbank, CA. 91502

SECOND POSTING

Bogdanov, Vadim
Utmost Realty
6047 Tampa Ave. #105
Tarzana, CA. 91356

Leibovitch, Lisa
Lisa Leibovitch Realty
4445 Alta Tupelo Dr.
Calabasas, CA. 91302

Shokouhi, James
James Shokouhi
17327 Martha St.
Encino, CA. 91316

Fathi, Katayon
Nima Investment Company, Inc.
23586 Calabasas Road #203
Calabasas, CA. 91361

Lucas, Joan Roberta
Merit Capital Real Estate
1365 W. Foothill Blvd., Suite 3
Upland, CA. 91786

Sipes, Michael Grant
RE/MAX Gold Coast
Realtors
5720 Ralston Street #100
Ventura, CA. 93003

Garcia, Georgianna Christine
Georgianna Garcia Realty
2121 Rosecrans Ave. 6th Floor
El Segundo, CA. 90245

Pattenaude, Thomas Patrick
Colgate Capital Inc.
21731 Ventura Blvd., Suite 205
Woodland Hills, CA. 91364

Thomaszadeh, Edmond
Edmond Thomaszadeh
21616 Hiawatha St.
Chatsworth, CA. 91311

Kalmanovich, Grigory
G-Pacific
15760 Ventura Blvd. 7th Flr.
Encino, CA. 91436

Rafeh, Said
Century 21 Hilltop
559 Century Club Dr.
Simi Valley, CA. 93065

Tolocenco, Alexandru
Alexandru Tolocenco
1229 N. Mansfield Ave.
#410
Los Angeles, CA. 90038

Khalatians, Seda
Seda Khalatians
11677 Seminole Circle
Porter Ranch, CA. 91326

Rappoport, Linda Ann
Priority Properties/Racing Green
Realty
11519 Decente Drive
Studio City, CA. 91604

Vasquez, Pamela J.
So Cal Realtors Platinum
116 South Robinson St.
Tehachapi, CA. 93561

Khurana, Rajiv
Vast Groups Inc.
10348 Gloria Ave.
Granada Hills, CA. 91344

Scott, Steven H.
Closing Agents
914 N. Hollywood Way
Burbank, CA. 91505

Velez, Isabel Cristina
Isabel Velez Real Estate
20433 Paseo Cresta
Porter Ranch, CA. 91326

Laughlin, Brian
Inet Realty
2450 Dupont Dr.
Irvine, CA. 92612

REALTOR® APPLICANTS

Acosta, Erica Ruby / Golden Stars Realty / Simi Valley
Aguilar, Christi Jo / Mountain Properties / Pine Mountain Club
Akhtari, Omar / Pinnacle Estate Properties / Northridge
Alonso, Jose / RE/MAX of Santa Clarita / Santa Clarita
Balzer, Charles Raymond / Realty One Group Solutions / Santa Clarita
Barkhordar, Tanya / Coldwell Banker / Calabasas
Baum, Larry S. / Park Regency Realty / Granada Hills
Borkgren, Sherrill Rose / Berkshire Hathaway HomeServices California Properties / Calabasas
Briones, Patty / Keller Williams World Medial Center / Burbank
Capone, Amber Shaye / Keller Williams Realty Calabasas / Calabasas
Carone, Victor / Realty Executives Santa Clarita / Newhall
Castelo, Lisa S. / Valley View Realty, Inc. / Mission Hills
East, Robert Bruce / Keller Williams Realty Encino-Sherman Oaks / Encino
Erpenbach, Gregory Alfred / Realty Executives / Newhall
Farahani, Catherine Elizabeth / Real Estate eBroker Inc. / Carlsbad
Fisher, Scott Roy / Keller Williams Realty / Northridge
Fox, James / 2020 Realty / Temecula
Frale, Karina Pamela / American HomeSellers Inc. / Westlake Village
Ginosyan, Liana / Thrive Estates Inc. / Calabasas
Hayrapetyan, Hayk / Titus Realty, Inc. / Panorama City
Huber-Reinoso, Linda Diane / Troop Real Estate, Inc. / Valencia
Kelly, Kimberly / Keller Williams VIP Properties / Valencia
Kevorkian, Nayry Natalie / Unique Homes Realty / Northridge
King, Joel Alexander Ray / Pinnacle Estate Properties / Northridge
Knauer, Sarah G. / Keller Williams Realty Calabasas / Calabasas
Kohanoff, Mojgan / Rodeo Realty / Encino
Kordonsky, Sergey / Pacific Integrated Capital / Arcadia
Loeff, Lorraine / Pinnacle Estate Properties, Inc. / Encino

Maggi, Aubrey Nicole / HomeSmart NCG / Newhall
Mann, Gabriel William / ZipRealty / Emeryville
Marinovich, Anna / Coldwell Banker / Calabasas
Mitsevic, Lana / Fair Realty / Encino
Perez Bravatti, Singris H. / Kenneth B. Dorfman R.E. / North Hollywood
Pierece, Michael / White House Properties / Woodland Hills
Rabbani, Michael / Berkshire Hathaway HomeServices California Properties / Calabasas
Rezai, Bobak / Coldwell Banker Quality Properties / Northridge
Rindenow, David / Rodeo Realty / Encino
Rosales, Jose Roberto / Century 21 O.J. Realty / Arleta
Santora, Kathleen / Keller Williams Realty Calabasas / Calabasas
Santos, Michael A. / Allied Realty Inc. / Woodland Hills
Selko, Kenneth / Tanya Salles, Broker / Lake Balboa
Solum, Anikka / Rodeo Realty / Calabasas
Starr, Nancy / Real Estate eBroker Inc. / Carlsbad
Tadevosyan, Ara / Coldwell Banker / Sherman Oaks
Uzair, Mohammed / Coldwell Banker Residential Brokerage / Studio City
Walker, Victor Manuel / Keller Williams Realty / Westlake Village
Wilkerson, Michael C. / Interio Real Estate Services / Valencia
Wilson, Francis Edward / Mel Wilson & Associates / Northridge
Yates, Terrance Marie / Barbara Simmons / Westlake Village
Zeid, Josleen Adel / Century 21 All Moves / Granada Hills
Zimmer, Fereshteh / Rodeo Realty / Westlake Village

RESIDENTIAL PROPERTIES LISTED

1,064

RESIDENTIAL PROP. ESCROW OPENED

1,026

RESIDENTIAL PROP. ESCROW CLOSED

985

NOVEMBER SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

NEW LISTINGS

TOTAL ACTIVE LISTINGS

AVERAGE DAYS ON MARKET

AVERAGE LIST PRICE IN THOUSANDS

MEDIAN LIST PRICE IN THOUSANDS

BOMS

AVERAGE BOM PRICE IN THOUSANDS

BOM TO SALE RATIO

EXPIRATIONS

PENDING SALES:

NEW ESCROWS OPENED

TOTAL YTD ESCROWS OPENED

NEW OPEN ESCROWS AVERAGE DAYS ON MARKET

NEW OPEN ESCROWS AVERAGE LIST PRICE

CLOSED SALES:

NEW ESCROWS CLOSED

TOTAL YTD ESCROWS CLOSED

VOLUME OF NEW SALE DOLLARS IN MILLIONS

VOLUME OF TOTAL YTD SALES IN MILLIONS

AVERAGE SALE PRICE IN THOUSANDS

MEDIAN SALE PRICE IN THOUSANDS

COOP SALES

PERCENT OF COOP SALES

AVERAGE DAYS ON MARKET

SALES AT LIST PRICE

PERCENT OF SALES AT LIST PRICE

SALES TO LISTING INVENTORY RATIO

FINAL SALE TO NEW LISTING RATIO

CLOSED SALES TYPE

FORECLOSURE/REO

SELLER CONCESSIONS

SHORT SALE

STANDARD

OTHER

SELLING PRICE RANGE:

LESS THAN 100,000

100,000 TO 109,999

110,000 TO 119,999

120,000 TO 139,999

140,000 TO 159,999

160,000 TO 179,999

180,000 TO 199,999

200,000 TO 249,999

250,000 TO 299,999

300,000 TO 349,999

350,000 TO 399,999

400,000 TO 449,999

450,000 TO 499,999

500,000 TO 549,999

550,000 TO 599,999

600,000 TO 699,999

700,000 TO 799,999

800,000 TO 899,999

900,000 TO 999,999

1,000,000 TO 1,999,999

MORE THAN 2,000,000

TOTALS

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

AVG. SELL TIME

ACTIVE NO. LISTINGS

TOTAL # SOLD

REDUCED \$

\$ AVERAGE PRICE REDUCTION %

LISTINGS

15,589

2013 RMLS TOTAL - \$ VOLUME

\$5,627,616,000

SALES

11,796

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		1,399	1,072	543.8	74.9	
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		1,446	1,106	556.1	76.5	
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		1,064	985	486.7	92.6	
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 NOVEMBER

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY								
New Listings	76	84	72	90	119	441	356	797
Total Active Listings	142	198	163	189	303	995	843	1,838
Average Days on Market	84	102	73	82	92	88	89	89
Average List Price in Thousands	372.6	1,039.0	1,002.0	716.9	1,405.3	988.2	560.9	792.2
Median List Price in Thousands	365.0	739.0	650.0	640.0	750.0	640.0	315.0	480.0
BOMS	21	25	16	21	30	113	70	183
Average BOM Price in Thousands	322.7	905.0	819.4	649.5	1,168.1	807.0	433.8	664.3
BOM to Sale Ratio	33.3	24.0	21.1	19.4	25.6	24.1	26.4	25.0
Expirations	7	4	10	10	22	53	66	119
PENDING SALES								
New Escrows Opened	88	97	73	102	120	480	267	747
Total YTD Escrows Opened	890	1,121	871	1,172	1,473	5,527	2,914	8,441
New Open Escrows Average Days on Market	44	41	52	51	50	48	57	51
New Open Escrows Average List Price	344.9	768.7	795.4	546.9	797.2	655.1	424.4	572.6
CLOSED SALES:								
New Escrows Closed	63	104	76	108	117	468	265	733
Total YTD Escrows Closed	870	1,096	855	1,176	1,444	5,441	2,823	8,264
Volume of New Sales Dollars in Millions	20.906	71.019	48.556	58.979	99.544	299.003	104.017	403.021
Volume of total YTD Sales in Millions	275.775	800.299	586.957	628.495	1,058.350	3,349.876	1,144.826	4,494.702
Average Sale Price in Thousands	331.8	682.9	638.9	546.1	850.8	638.9	392.5	549.8
Median Sale Price in Thousands	345.0	585.0	450.0	525.0	572.5	480.0	310.0	440.0
Coop Sales	41	76	51	83	85	336	205	541
Percent of Coop Sales	65.1	73.1	67.1	76.9	72.6	71.8	77.4	73.8
Average Days on Market	109	89	101	92	106	98	121	106
Sales at List Price	46	56	40	57	40	239	140	379
Percent of Sales at List Price	73.0	53.8	52.6	52.8	34.2	51.1	52.8	51.7
Sales to Listing Inventory Ratio	44.4	52.5	46.6	57.1	38.6	47.0	31.4	39.9
Final Sale to New Listing Ratio	82.9	123.8	105.6	120.0	98.3	106.1	74.4	92.0
CLOSED SALES TYPE								
Foreclosure/REO	2	2	3	5	4	16	20	36
Seller Concessions	0	0	0	0	0	0	2	2
Short Sale	11	10	5	13	14	53	51	104
Standard	49	92	68	88	99	396	186	582
Other	1	0	0	2	0	3	8	11

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR NOVEMBER

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY								
New Listings	28	56	42	30	33	189	78	267
Total Active Listings	73	111	97	64	70	415	266	681
Average Days on Market	96	80	87	83	73	84	136	104
Average List Price in Thousands	300.4	481.0	402.0	409.9	473.8	418.6	389.6	407.3
Median List Price in Thousands	270.0	399.0	325.0	349.0	345.0	335.0	309.9	329.0
BOMS	10	13	13	17	11	64	15	79
Average BOM Price in Thousands	301.2	458.7	295.4	333.0	468.2	369.2	389.3	373.0
BOM to Sale Ratio	32.3	32.5	46.4	60.7	26.8	38.1	17.9	31.3
Expirations	4	4	3	7	4	22	14	36
PENDING SALES								
New Escrows Opened	30	59	44	34	31	198	81	279
Total YTD Escrows Opened	358	576	406	373	491	2,204	1,032	3,236
New Open Escrows Average Days on Market	68	47	44	56	68	54	39	50
New Open Escrows Average List Price	234.0	412.7	389.8	363.3	431.0	374.9	395.7	381.0
CLOSED SALES:								
New Escrows Closed	31	40	28	28	41	168	84	252
Total YTD Escrows Closed	324	573	404	381	490	2,172	1,025	3,197
Volume of New Sales Dollars in Millions	8.445	15.368	9.418	8.888	15.154	57.273	26.435	83.708
Volume of total YTD Sales in Millions	73.375	229.707	142.658	139.171	184.835	769.745	363.169	1,132.914
Average Sale price in Thousands	272.4	384.2	336.3	317.4	369.6	340.9	314.7	332.2
Median Sale Price in Thousands	250.0	357.0	285.0	260.0	329.0	300.0	276.0	295.0
Coop Sales	20	29	22	20	33	124	63	187
Percent of Coop Sales	64.5	72.5	78.6	71.4	80.5	73.8	75.0	74.2
Average Days on Market	105	89	114	93	86	96	97	97
Sales at List Price	24	21	15	14	22	96	40	136
Percent of Sales at List Price	77.4	52.5	53.6	50.0	53.7	57.1	47.6	54.0
Sales to Listing Inventory Ratio	42.5	36.0	28.9	43.8	58.6	40.5	31.6	37.0
Final Sale to New Listing Ratio	110.7	71.4	66.7	93.3	124.2	88.9	107.7	94.4
CLOSED SALES TYPE								
Foreclosure/REO	1	1	2	2	3	9	3	12
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	5	8	3	2	5	23	13	36
Standard	23	31	23	23	33	133	67	200
Other	1	0	0	0	0	1	1	2

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR NOVEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	6	5	40	25	13	33	7	45	174	47	221
Total Active Listings	30	20	77	35	36	67	20	87	372	124	496
Average Days on Market	95	139	75	52	86	107	71	62	81	87	83
Average List Price in Thousands	510.6	693.1	597.0	606.8	631.5	546.4	753.4	672.6	616.5	377.3	556.7
Median List Price in Thousands	414.0	559.6	435.0	489.0	475.9	529.9	755.0	559.0	525.0	284.9	479.0
BOMS	1	1	11	5	2	10	2	14	46	16	62
Average BOM Price in Thousands	370.0	665.0	439.1	369.7	480.5	513.5	699.0	564.3	502.3	307.4	452.0
BOM to Sale Ratio	11.1	20.0	28.2	23.8	18.2	29.4	25.0	31.8	26.9	32.0	28.1
Expirations	3	2	9	2	0	7	1	4	28	10	38

PENDING SALES

New Escrows Opened	7	4	40	19	10	31	7	42	160	39	199
Total YTD Escrows Opened	91	40	481	208	138	401	106	516	1,981	475	2,456
New Open Escrows Average Days on Market	78	14	39	29	60	50	26	41	42	50	44
New Open Escrows Average List Price	447.0	352.1	462.3	446.1	417.5	480.1	613.3	514.6	478.0	279.9	439.1

CLOSED SALES:

New Escrows Closed	9	5	39	21	11	34	8	44	171	50	221
Total YTD Escrows Closed	89	48	494	218	140	407	112	502	2,010	448	2,458
Volume of New Sales Dollars in Millions	3.904	2.156	19.547	8.303	5.015	15.702	5.822	25.839	86.288	13.863	100.152
Volume of total YTD Sales in Millions	32.655	21.742	199.143	87.219	71.063	184.974	72.099	265.934	934.829	137.433	1,072.262
Average Sale price in Thousands	433.7	431.1	501.2	395.4	455.9	461.8	727.8	587.2	504.6	277.3	453.2
Median Sale Price in Thousands	390.0	493.0	449.0	399.0	425.0	438.8	680.0	475.0	445.0	220.0	427.5
Coop Sales	8	4	37	17	9	29	7	36	147	35	182
Percent of Coop Sales	88.9	80.0	94.9	81.0	81.8	85.3	87.5	81.8	86.0	70.0	82.4
Average Days on Market	125	118	103	130	117	110	95	98	108	90	104
Sales at List Price	5	2	17	14	8	17	3	17	83	26	109
Percent of Sales at List Price	55.6	40.0	43.6	66.7	72.7	50.0	37.5	38.6	48.5	52.0	49.3
Sales to Listing Inventory Ratio	30.0	25.0	50.6	60.0	30.6	50.7	40.0	50.6	46.0	40.3	44.6
Final Sale to New Listing Ratio	150.0	100.0	97.5	84.0	84.6	103.0	114.3	97.8	98.3	106.4	100.0

CLOSED SALES TYPE

Foreclosure / REO	0	1	4	0	1	1	0	1	8	2	10
Seller Concessions	0	0	1	0	0	0	0	0	1	0	1
Short Sale	1	1	7	4	1	2	0	3	19	13	32
Standard	8	3	27	17	9	30	8	40	142	33	175
Other	0	0	0	0	0	1	0	0	1	2	3

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR NOVEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	34	2	14	12	1	25	88	15	103
Total Active Listings	3	2	39	4	26	22	5	58	159	23	182
Average Days on Market	139	67	53	53	67	74	53	71	66	87	69
Average List Price in Thousands	478.3	569.5	239.9	638.2	236.2	321.0	410.0	341.7	311.7	429.9	326.6
Median List Price in Thousands	547.0	389.0	232.5	464.9	235.0	299.0	375.0	314.9	280.0	350.0	285.0
BOMS	0	0	10	0	3	5	1	10	29	2	31
Average BOM Price in Thousands	0	0	230.1	0	189.2	281.0	268.0	359.0	280.4	313.8	282.5
BOM to Sale Ratio	00	0	34.5	0	15.8	38.5	100.0	32.3	30.2	33.3	30.4
Expirations	0	0	2	0	1	0	0	1	4	1	5

PENDING SALES

New Escrows Opened	0	0	34	3	15	20	2	22	96	12	108
Total YTD Escrows Opened	5	3	275	28	189	154	46	346	1,046	130	1,176
New Open Escrows Average Days on Market	0	0	37	35	52	48	146	33	43	38	42
New Open Escrows Average List Price	0	0	237.0	385.0	264.3	318.9	274.1	346.4	288.8	398.8	301.0

CLOSED SALES:

New Escrows Closed	0	0	29	3	19	13	1	31	96	6	102
Total YTD Escrows Closed	6	3	259	27	188	150	51	351	1,035	121	1,156
Volume of New Sales Dollars in Millions	0.000	0.000	8.289	0.824	4.583	4.003	0.925	10.803	29.426	2.361	31.787
Volume of Total YTD Sales in Millions	2.617	1.240	62.352	10.301	39.983	42.562	18.867	116.080	294.003	42.270	336.272
Average Sale price in Thousands	0	0	285.8	274.7	241.2	307.9	925.0	348.5	306.5	393.5	311.6
Median Sale Price in Thousands	0	0	232.0	199.0	236.0	315.0	925.0	355.0	295.0	280.0	295.0
Coop Sales	0	0	24	2	18	12	1	25	82	5	87
Percent of Coop Sales	0	0	82.8	66.7	94.7	92.3	100.0	80.6	85.4	83.3	85.3
Average Days on Market	0	0	107	121	80	77	118	87	92	124	94
Sales at List Price	0	0	15	1	9	9	0	16	50	4	54
Percent of Sales at List Price	0	0	51.7	33.3	47.4	69.2	0	51.6	52.1	66.7	52.9
Sales to Listing Inventory Ratio	0	0	74.4	75.0	73.1	59.1	20.0	53.4	60.4	26.1	56.0
Final Sale to New Listing Ratio	0	0	85.3	150.0	135.7	108.3	100.0	124.0	109.1	40.0	99.0

CLOSED SALES TYPE

Foreclosure / REO	0	0	3	0	3	0	0	0	6	0	6
Seller Concessions	0	0	0	0	1	0	0	0	1	0	1
Short Sale	0	0	8	1	1	2	0	4	16	0	16
Standard	0	0	18	2	14	11	1	27	73	6	79
Other	0	0	0	0	0	0	0	0	0	0	0

RESIDENTIAL PROPERTIES LISTED

324

NOVEMBER SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED

307

RESIDENTIAL PROP. ESCROW CLOSED

323

ACTIVE INVENTORY:												
	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL	
NEW LISTINGS	6	5	74	27	27	45	8	70	262	62	324	
TOTAL ACTIVE LISTINGS	33	22	116	39	62	89	25	145	531	147	678	
AVERAGE DAYS ON MARKET	99	132	68	52	78	99	67	66	77	87	79	
AVERAGE LIST PRICE IN THOUSANDS	507.7	681.9	477.0	610.1	465.7	490.7	684.8	540.3	525.2	385.6	494.9	
MEDIAN LIST PRICE IN THOUSANDS	429.0	559.6	369.0	489.0	399.0	469.0	739.9	473.9	449.0	294.0	414.9	
BOMS	1	1	21	5	5	15	3	24	75	18	93	
AVERAGE BOM PRICE IN THOUSANDS	370.0	665.0	339.6	369.7	305.7	436.0	555.3	478.7	416.5	308.1	395.5	
BOM TO SALE RATIO	11.1	20.0	30.8	20.8	16.7	31.9	33.3	32.0	28.1	32.0	28.8	
EXPIRATIONS	3	2	11	2	1	7	1	5	32	11	43	
PENDING SALES:												
NEW ESCROWS OPENED	7	4	74	22	25	51	9	64	256	51	307	
TOTAL YTD ESCROWS OPENED	96	43	756	236	327	555	152	862	3,027	605	3,632	
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	78	14	38	29	55	49	53	38	43	47	43	
NEW OPEN ESCROWS AVERAGE LIST PRICE	447.0	352.1	358.8	437.7	325.6	416.9	537.9	456.8	407.0	307.9	390.6	
CLOSED SALES:												
NEW ESCROWS CLOSED	9	5	68	24	30	47	9	75	267	56	323	
TOTAL YTD ESCROWS CLOSED	95	51	753	245	328	557	163	853	3,045	569	3,614	
VOLUME OF NEW SALE DOLLARS IN MILLIONS	3.904	2,156	27,836	9,127	9,598	19,706	6,747	36,642	115,714	16,224	131,939	
VOLUME OF TOTAL YTD SALES IN MILLIONS	35,272	22,982	261,495	97,521	111,046	227,536	90,966	382,015	1,228,832	179,703	1,408,534	
AVERAGE SALE PRICE IN THOUSANDS	433.7	431.1	409.4	380.3	319.9	419.3	749.7	488.6	433.4	289.7	408.5	
MEDIAN SALE PRICE IN THOUSANDS	390.0	493.0	367.0	385.0	280.0	410.0	722.0	435.0	405.0	221.0	385.0	
COOP SALES	8	4	61	19	27	41	8	61	229	40	269	
PERCENT OF COOP SALES	88.9	80.0	89.7	79.2	90.0	87.2	88.9	81.3	85.8	71.4	83.3	
AVERAGE DAYS ON MARKET	125	118	105	129	93	101	98	93	102	94	101	
SALES AT LIST PRICE	5	2	32	15	17	26	3	33	133	30	163	
PERCENT OF SALES AT LIST PRICE	55.6	40.0	47.1	62.5	56.7	55.3	33.3	44.0	49.8	53.6	50.5	
SALES TO LISTING INVENTORY RATIO	27.3	22.7	58.6	61.5	48.4	52.8	36.0	51.7	50.3	47.6	47.6	
FINAL SALE TO NEW LISTING RATIO	150.0	100.0	91.9	88.9	111.1	104.4	112.5	107.1	101.9	90.3	99.7	
CLOSED SALES TYPE												
FORECLOSURE/REO	0	1	7	0	4	1	0	1	14	2	16	
SELLER CONCESSION	0	0	1	0	1	0	0	0	2	0	2	
SHORTSALE	1	1	15	5	2	4	0	7	35	13	48	
STANDARD	8	3	45	19	23	41	9	67	215	39	254	
OTHER	0	0	0	0	0	1	0	0	1	2	3	
SELLING TIME - PRICE CHANGE - PRICE REDUCTION												
	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION	%						
SELLING PRICE RANGE:												
LESS THAN 100,000	11	12	4	0	18367	35.6						
100,000 TO 109,999	71	2	3	2	40300	16.2						
110,000 TO 119,999	335	2	1	0	51200	85.3						
120,000 TO 139,999	43	7	6	4	16247	9.3						
140,000 TO 159,999	33	14	11	5	3601	1.4						
160,000 TO 179,999	35	15	8	5	12913	6.1						
180,000 TO 199,999	26	21	6	5	11400	5.4						
200,000 TO 249,999	39	59	33	15	1833	0.8						
250,000 TO 299,999	48	64	23	12	1742	0.8						
300,000 TO 349,999	39	48	29	14	3971	0.6						
350,000 TO 399,999	43	75	41	23	8716	2.1						
400,000 TO 449,999	22	50	43	20	4447	0.6						
450,000 TO 499,999	35	52	21	16	14195	2.7						
500,000 TO 549,999	41	34	17	11	42829	6.5						
550,000 TO 599,999	32	32	8	5	18550	3.1						
600,000 TO 699,999	60	58	17	10	18092	2.5						
700,000 TO 799,999	56	32	9	6	46406	5.5						
800,000 TO 899,999	84	18	8	8	54997	5.8						
900,000 TO 999,999	110	9	5	5	70000	6.9						
1,000,000 TO 1,999,999	40	32	5	3	4100	1.4						
MORE THAN 2,000,000	34	5	1	1	50000	2.2						
TOTALS	42	641	299	170	13257	1.5						
2013 RMLS TOTAL - \$ VOLUME												
1,408,534,000												
SALES 3,700												

LISTINGS 4.509

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]

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for Realtors® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

ADVERTISING



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

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

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



EMPLOYMENT

MUST HAVE A SENSE OF HUMOR

Real Estate / Loans / Escrow, FULL OR PART TIME, LICENSED OR NOT
SPLITS TO 90%, ARE YOU MISERABLE ? OPTIONAL FLOOR TIME
FREE SEMINARS AND TRAINING, 44 YEARS AT SAME LOCAL
WHY NOT JOIN A HAPPY OFFICE?
NICK THE BROKER (818) 734-9133
Exp. #4 (4-2014)

MAINTENANCE & REPAIRS

Green Cleaning Service

20 Years of Experience For Vacant Homes
September Specials Call
818-916-9802 OFFICE 818-851-1571
Exp. #10 (11-13)

PROFESSIONAL SERVICES

NEED PHOTOS? PHOTOS FOR NEW LISTINGS IS \$120. PORTRAIT IS \$80.
WILL BE READY FOLLOWING DAY
EMAIL: benclee194@hotmail.com
Exp. #10 (10-17-14)

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

PERMIT PLAN PERMIT PLAN

LEGALIZE ROOM ADDITION. BUILDING CODE
VIOLATION ALEX(818) 497-3799
Exp. #2 (2-2014)

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

TERMITE INSPECTION & FUMIGATION

NORDHAGEN AND DAUGHTERS

EXTERMINATING
COMPANY INC.

SRAR 2002 " AFFILIATE OF THE YEAR"

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

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

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

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

TERMITE INSPECTIONS & FUMIGATIONS

REAL ESTATE

(818) 755-0002

Confidential Interview

Call For a
Concept To A New Level!

Taking the 100%

www.ExclusiveEstatePro.com

Exclusive
Estate Properties, Inc.



Are you ready to keep
more of your commission?

www.srar.com

REAL ESTATE

Congratulations To Rodney & Nelly Gonzalez



RODNEY & NELLY GONZALEZ

Park Regency would like to congratulate the Gonzalez's for their accomplishments this year. Rodney and Nelly are consistent top producers with the company and currently have an impressive streak of closing escrows in 41 consecutive months. They are on track to increase their sales by over 50% from last year and are likely to eclipse the \$15 million dollar mark in production.



www.ParkRegency.com/AgentCenter

Facebook.com/ParkRegency

818-363-6116 / 10146 Balboa Blvd., Granada Hills, CA 91344



REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for Realtors® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

MARKETING

It's so much more than just a website...



It's a complete online marketing toolkit.

- ✓ Customizable Websites
- ✓ Unlimited Listing Syndication
- ✓ Single Property Sites
- ✓ Reports & Detailed Statistics
- ✓ Automated Email Campaigns
- ✓ Prospecting Tools

Experience Point2 Agent - Start your free 30-day trial today!

Sign up at: www.Point2Agent.com
Call toll free: 1.888.277.9779

Point2

REAL ESTATE

\$39 per month

**100%
COMMISSION**



GOLD STAR REALTY

We Offer:

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

(818) 757-4567

20 YEARS IN BUSINESS

17815 Ventura Blvd., Suite 205, Encino

REAL ESTATE

After having been in business for 51 years, I decided to retire and Sell my Real Estate company.

My office handles REOs for the nation's largest lender, as their agent in the East Valley.

You can either purchase or lease-option this well established business.

Call me in the office at **818-767-9332**, or home at **818-780-0421**

Martin de Haas



CA BRE License No: 00409774
dehaasreality@gmail.com

ADVERTISING

**ADVERTISE
IN THE
REALTOR® REPORT**

**Make your ad
POP!
With Color!**

*Place a display ad and see your Company advertised on our website!

visit the "print shop" link for more information at:
www.srar.com

or call

(818) 947-2244

*Ads on srar.com may vary from display ad in content and form. Web ads are designed by the SRAR Graphics Department. Southland Regional does not constitute endorsement of the products or services advertised in our publication, REALTOR REPORT, or on www.srar.com.

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for Realtors® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

LEGAL

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



ENCINO
(818) 986-3147



- Guaranteed rapid filings
- No office visit required
- Free telephone consultations
- More experience than any other law firm
- Lockout Management service available

FULL COLLECTION SERVICES
FREE FORMS AND
TELEPHONE CONSULTATIONS

Open Monday through Saturday

Call after hours for our informational hotline
including free forms

OTHER AREA OFFICES:

LOS ANGELES VALLEY VILLAGE
323-938-2868 818-432-1980

TOLL FREE
800-77EVICT

www.evict123.com

HOME MORTGAGE

WELLS
FARGO

HOME
MORTGAGE

Ready to buy a home?

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

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

Call your local Wells Fargo Home Mortgage office today!

San Fernando Branch, 818-838-2146

Encino on the Boulevard, 818-808-1038

Woodland Hills, 866-983-6777

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

Wells Fargo Home Mortgage is a division of Wells Fargo Bank, N.A.

© 2012 Wells Fargo Bank, N.A. All rights reserved. NMLSR ID 399801.
AS952112 5/12-8/12



PRINTING

Southland Regional
Association of Realtors® Inc.

(818) 947-2246

PRINT SHOP & GRAPHIC DESIGN SERVICES

Make Us Your Choice For All Your Printing Needs!

Our in-house graphic design team is standing by, so call today!



- ANNOUNCEMENTS
- BROCHURES
- BUSINESS CARDS
- NCR FORMS
- DOOR HANGERS
- ENVELOPES
- FLYERS
- POST CARDS
- LABELS
- LETTERHEAD
- COLOR COPIES

Fast Turn Around! Competitive Pricing!



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

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

Regular mail not fast enough?

Read REALTOR® Report on-line at www.srar.com

AREA MEETING ANNOUNCEMENTS

EAST NORTH

Thursdays

Chairperson: Doc Holladay
Phone: (818) 987-9500

Co-Chair: Rudy Leon
Phone: (818) 642-7839

Location: Lulu's Restaurant - 16900 Roscoe
Blvd., Van Nuys

Time: 8:45am

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

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

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

BUSINESS OPPORTUNITY 4th Tues of mo.

"No Meeting for November and December"