

REALTOR® REPORT

January/February, 2014

The Official Publication of Southland Regional Association of REALTORS®

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Volume 94 • Issue 1

TEN MINUTES INVESTED IN THIS PLAN CAN HELP YOU REACH A 2014 GOAL.

News from realtor.com®

Author: Guest Contributor

Submitted: 01/15/2014

Submitted by: RE Technology



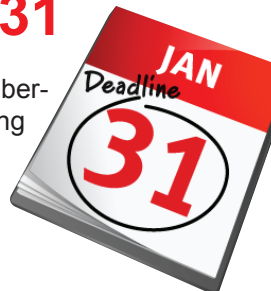
Try realtor.com®'s new online business planning tool! It takes 5-10 minutes and immediately calculates the key activities and daily actions you will need to take -- based on your specific objective.

We worked with top agents who consistently set and achieve higher goals and enlisted their help to build this. It considers how many new prospective customers these power agents need to get to at least one closing per month. We also learned how they were handling leads and the number of follow-up calls they make each day to reach ambitious but attainable new business objectives. The result is a realistic, manageable activity plan customized for you — and it includes links to free tools, webinars, downloadable applications and more help to get you to your goal.

Try it and see how easy it is to break down a big task into manageable activities in this simple but effective plan. [Start Here.](#)

AVOID LATE FEES: Membership Dues Due by January 31

Why waste money with late fees? Pay your SRAR membership dues before January 31 and avoid extra fees. Paying after the 31st will result in a \$30 late fee added to your total. Those who have not paid their dues by February 20th will be shut off and forced to pay a reinstatement fee, in addition to the late fee and dues -YIKES!!!



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

As a reminder, members of SRAR are offered an array of benefits that are included in your dues. To name a few, there's CloudCMA, Proxio Pro, REALTORS Property Resource (RPR), RealistTax, TransUnion SmartMove, HomesConnect, and RatePlug.

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

CONSUMER PRICE INDEXES

NOVEMBER 2013

\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	NOV 2012	OCT 2013	NOV 2013	OCT 2013	NOV 2013	NOV 2013
Los Angeles - Riverside - Orange County	237.675	239.940	238.677	-0.1	0.4	-0.5

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ASSOCIATION OF REALTORS®, INC.

REALTOR® REPORT

The Official Publication of SRAR

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SOLAR PANELS AND OTHER SYSTEMS -ARE THEY LEASED OR OWNED?

SUBMITTED BY KATHY MEHRINGER -2014 RISK MANAGEMENT COMMITTEE

Trending indicates that homeowners are opting to lease many of the property systems (water softeners, water purification, property alarms, integrated phones. etc.) rather than purchase them. For that reason you will find that I have re-posted this message regarding Solar Panels and other leased systems insofar as they impact the real estate transaction!

Whether or not the seller owns or leases all “Property Systems” including energy savings solar panels is an important factor in the contract negotiations between buyers and sellers. In order to assist in the facilitation of this discussion/negotiation you may wish to review

While you will note that the example below is geared toward solar panels the discussion points are similar irrespective of the type of “Property System.” What is most important is communication, whether the brokerage firm represents buyer, seller or is acting as dual agent, engaging in frank and open discussion regarding any and all matters affecting the property is a wise course of action. Enjoy the read!

1) Listing agents: When listing a property with solar panels (or other systems) ASK the seller if they are owned or leased.

a. If these systems are leased request a copy of the lease agreement.

b. Provide the lease agreement and the terms of the agreement to the buyer by way of an attachment to a counter offer or contract addendum.

c. Amend Paragraph 8 “Items Included In And Excluded >From Purchase Price” of the Residential Purchase Agreement to state that the seller does not own the solar panels or other leased systems.

d. In addition. include verbiage that requires the buyer to both qualify for (within the timeframe specified in paragraph 14B of the Residential Purchase Agreement) and to assume the existing lease agreement(s) unless

otherwise agreed in writing between the parties.

e. Advise the seller that the buyer may ask for a price concession equaling the remaining balance on the lease OR ask that the lease be paid off.

f. Bear in mind the buyer’s lender will factor in any solar panel lease agreement obligations when calculating ratios.

2) Buyer’s agents: When selling a property with solar panels or other systems, ASK the listing agent if they are owned or leased.

a. If the agent says they are owned include language in the purchase agreement requesting proof of ownership.

b. If the agent says they are leased include a request for a copy of the lease agreement as a term/condition of the purchase agreement.

c. If leased the buyer should provide the lender with a copy of the lease to determine whether or not the payments will affect the buyer’s debt/income ratio.

d. Buyer should be advised to contact the leasing company to determine what, if any, steps need to be taken in order to qualify for the lease.

e. Buyers may wish to negotiate a lease pay-off as a condition of the purchase agreement or some other concession.



f. Buyer should consult with their lender with respect their obligations under an assumed lease agreement.

3) The buyer should contact the leasing company directly for additional information.

For example: (i) “In the event wood pest fumigation is required and should the integrity of the solar panels be compromised would warranty be negatively impacted?” (ii) “Will the leasing company inspect the panels prior to close and after the fumigation to insure everything is in good working order?” (iii) “If there is damage to the solar panels, which party is to be deemed responsible for any necessary repairs/replacement?”



ACTIVITY SURGES AS DISTRESSED SALES PLUMMET

BY ROGER HANCE, PRESIDENT, AND DAVID WALKER
SOUTHLAND REGIONAL ASSOCIATION OF REALTORS

Just as the Santa Monica Mountains are parched and desperate for rain, the local housing market appears poised to surge forward as distressed sales vanish and owners and buyers prepare to kick home sales into a higher gear.



REALTOR® ROGER HANCE
2014 SRAR PRESIDENT

With interest rates expected to still be favorable, albeit higher than a year ago, all that's needed for the San Fernando Valley market to expand is the belief, willingness, and confidence on the part of owners that this Spring is the right time to list their home for sale so they can move up, move down, or simply improve the quality of their home. Unquestionably, more sales will follow as buyers, who remain plentiful, have a wider selection. Despite new rules that test a buyer's ability to repay a loan and may slow sales while make it harder for some families to win financing, the extremely tight inventory remains the primary constraint on local and statewide home sales.

In short, it's time for existing owners to purge any lingering uncertainty from Great Recession, driving it out at the same speed that distressed sales are falling lower and lower with each passing month. Foreclosures Valleywide fell during 2013 by 50 percent compared to the prior year, which also came in half again lower than 2011. Rising resale prices buoyed thousands of local owners above water, giving them positive equity when just months earlier they owed more than the then current resale value of their home. Higher resale prices also translated into few owners falling behind on loan payments while encouraging others to begin long-delayed

IN SHORT, IT'S TIME FOR EXISTING OWNERS TO PURGE ANY LINGERING UNCERTAINTY FROM GREAT RECESSION

improvement projects. Foreclosures and short sales are quickly falling off the radar screen with the December statewide shortsale tally half of what it was in 2012 to the lowest levels since January 2009. Conversely, as distressed sales plummet, traditional sales surge. While local standard sales had fallen to as low as 40 percent of total transactions in September 2012, by fourth

quarter 2013 each month saw traditional buyers capture 80 percent and higher of total closed escrows. Rising resale prices helped underwater owners, but they also limited interest of investors, many of whom snapped up bargain-basement priced properties with all-cash offers. As investors pulled back, that cleared the way for traditional buyers, thus speeding the return of today's new normal. 2014 will see resale prices move higher, although the double-digit price increases of 2012 and 2013 will slow to single-digit gains. Inventory is not expected to expand dramatically, yet any increase will be welcome. It will mean the troubles of the past have receded deeper into memory and that buyers and sellers understand the new realities. Housing is nearly back to where it should have been all along — a place to raise a family, plant a garden, make friends, and build community. Welcome home!



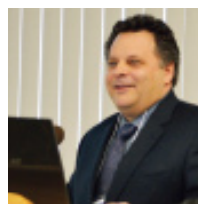
4th Annual Commercial Day

KNOWLEDGE, EXPERIENCE REMOVES THE TARGET ON COMMERCIAL BROKERS

Commercial real estate transactions have always been complex, complicated affairs, yet in this modern age only knowledge, experience and paying strict attention to due diligence can protect owners, buyers, investors and commercial brokers. The price for overlooking a single detail can be devastating.

Take, for example, the purchase of a building in downtown Los Angeles, said Ralph Odierna, a veteran broker who spoke at the fourth annual commercial day presented by the Commercial & Investment Division of the Southland Regional Association of Realtors. The educational event is designed to propel commercial brokers to the next level of expertise. The program was moderated by Dennis Dishaw. Additional speakers included: Heidi Prosser, Jeffrey Shore, Joyce Soriano-McDowell, Matt Kuczkowski, and Gary A. Aminoff. More than 120 real estate professionals and investors attended. In Odierna's example, a buyer for a downtown building appeared with \$75 million cash, which in a prior era would have meant a quick sale. In today's post-9/11 age and with illicit drug money rampant, the brokers had made a fatal mistake — they failed to verify the source of the cash. "Thirteen months later Homeland Security would not release the funds. They couldn't prove where the money came from," Odierna said. "It's a different world today. Terrorism and the source of funds is the number one concern of Homeland Security. They will track where every dollar comes from." Not

only must the source of huge sums be verified, brokers also must know that transactions emanating from some countries are prohibited. Fines for dealing with banned countries can be crippling. "Not all foreign buyers can be your clients," Odierna said. "There's so much money on the street from foreign clients, but be cautious. Know that almost all cash deals out of Mexico get red flagged." Commercial brokers who make mistakes can expect one outcome, he said — A lawsuit. "Brokers have a target on their breast," Odierna said. "They are sued the most in California, even more than doctors." Avoiding problems for all parties means performing due diligence research on commercial transactions, which was the focus of Matthew Rodda, another expert speaker at the educational event. Changes in rules and regulations that went into effect in November require file reviews and certain tests when specific types of commercial property are involved. "Ninety-nine percent of lenders require a Phase I ESA report," Rodda said. "Most buyers know about it, but if they don't it's your job to tell them. If the buyer later wants to refinance or flip the property, they will need it. ... Even in a cash deal, a Phase I is critical."



Ralph Odierna

The report researches a property's history, sometimes reaching back to the late 1800s. It's particularly critical to complete in Los Angeles, he said. Many corner commercial lots once had gasoline stations; plus, the city sits atop about 28 oil fields. Depending on the proposed new usage, the lot may require expensive, extensive

remediation, especially if there's a chance gasses



Matthew Rodda

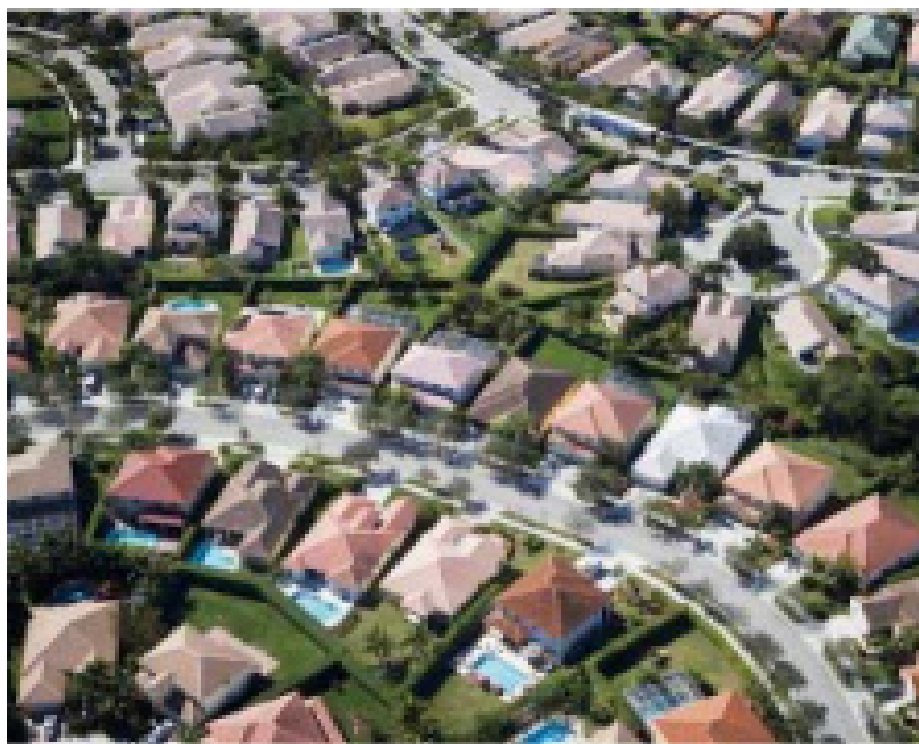
or vapors could leach up to the surface or down into groundwater. Testing is wise, but "don't be dragged into investigations that are not necessary," Rodda said. "If ground water is at 15 feet, it's a concern, but maybe not if it's at 50 or 75 or 100 feet." Vapor intrusion is the issue de jour that is complicating a lot of commercial projects, Rodda said. "As a landowner you have a responsibility to protect inhabitants of that structure. ... It cannot be dangerous to tenants or employees." The tougher standards are not necessarily a "deal killer," he said. Yet the extent of the risk can be determined only by considering the source and scope of the contamination and understanding the make up of the property and surroundings. For example, oil wells once were prolific throughout Los Angeles, with some wells still pumping. Building above an oil field, which is generally contained, is less a concern than the possibility of a methane gas leak, a frequent by-product of an oil well. Commercial brokers need to know where oil fields are located and they must understand the mitigation rules required by Los Angeles City and County. It's a lot to learn. "Take commercial broker classes," Odierna advised commercial brokers. "You have to have the knowledge to know what you're doing."

EXPERTS PREDICT 2014 HOUSING MARKET

DEC 6, 2013 | BY: MICHELE LERNER | STORY PROVIDED BY REALTOR.COM

The U.S. real estate market made a robust comeback in 2013, surpassing expectations of many economists, as the combination of low inventories and historically low interest rates caused home prices to rise and even helped fuel bidding wars in some markets, surpassing the expectations of many economists. While positive trends, such as increasing home values, are expected to continue into 2014, mortgage rates are also expected to rise in the coming year and could put a damper on home buyers' abilities to afford new homes.

Looking back at some 2013 data can give us a hint of the year ahead:



1. Inventory Should Gradually Stabilize and Return to Traditional Seasonal Levels

The beginning of 2013 could be characterized as the “year of low inventory” as buyer demand ramped up and homeowners waited for further price increases and evidence of a solid economic recovery before putting their homes on the market. The year began with a significant shortage of inventory (reported by realtor.com®), and then as early as February the level of shortages started to decline slowly. As 2013 comes to a close, inventory is approximately the same as a year ago. However, homes are selling faster than in 2012, with the median age of the inventory down by 11 percent.

2. More Homeowners Are Likely to Return to Positive Equity

Rising prices helped 2.5 million homeowners who were previously underwater regain positive equity status during the second quarter of 2013. However, approximately 7.1 million homes were still in negative equity at that time and an estimated 10 million homeowners, or about 21.1 percent of all homeowners with a mortgage, remained “under-equited,” with less than 20 percent in home equity. The good news is that prices are expected to continue rising in 2014, which will lift more homeowners into positive territory. According to realtor.com®, median list prices for homes in October rose 7.57 percent above the same month of 2012.

3. Mortgage Rates Are Expected to Rise

Mortgage rates increased approximately 100 basis points in 2013 and are likely to rise in 2014. The new chairman-designate of the Federal Reserve, Janet Yellen, is expected to continue the policies of Chairman Ben Bernanke, including keeping mortgage rates low by buying blocks of mortgage-backed securities. However, the Fed has considered tapering its bond-buying activity as the economy improves, which could lead to a slight increase in interest rates.

4. Foreclosure Activity Is Expected to Slow

Foreclosure sales are likely to play a minimal role in the housing market in 2014. September 2013 was the 36th consecutive month with a year-over-year decrease in foreclosure activity. Foreclosure inventory has dropped to multi-year lows, down nearly 33 percent since the end of 2012. Foreclosure starts were down 39 percent in the third quarter of 2013 to the lowest level since the second quarter of 2006.

5. Further Declines in Home Affordability Are Expected

The National Association of REALTORS®' Home Affordability Index, which compares home prices with income, dropped to a five-year low in 2013 as price increases outpaced income growth. If the U.S. economy begins to grow at a faster pace and incomes begin to rise, though, the affordability index will slide further from rising mortgage rates.

While no one can predict with certainty what the housing market holds in store for 2014, a constant in real estate is always that local markets vary widely in their performance. National numbers can tell a story about the economy in general, but home prices, inventory and foreclosure activity depend on local market conditions. Contact a Realtor® in your community for the most up-to-date information about your market.



7 TIPS TO GROW YOUR REAL ESTATE COMPANY USING SOCIAL MEDIA

JAN 7, 2014 | BY: SUZANNE ROY | STORY PROVIDED BY REALTOR.COM

GUEST POST BY DAVE KERPER, CEO OF LIKEABLE LOCAL

Gone are the days of using the Yellow Pages, Valpak and direct mail to successfully market your company. Today, savvy realtors use search marketing, search engine optimization and various social media platforms to market their companies.

More than 1 billion people in the world are on Facebook, including over 175 million Americans—that is, every 1 in 2 American adults. Twitter recently surpassed 400 million accounts. LinkedIn boasts over 200 million users. Many REALTORS® are trying to take advantage of these trends, by using social networks to promote themselves and broadcast their messages, but few are fully reaping the rewards.

If you stop thinking like a marketer and start thinking like a customer, you'll understand the secret to social media is in the "social" more than in the "media." It's in being human, and being the sort of person at a cocktail party who listens attentively, tells great stories, shows interest in others and is authentic and honest. To put it simply, the secret is to be likeable.

Here are seven tips to be more likeable and ensure great success using social media:



1. Listen first and never stop listening

Before your first tweet, search Twitter for people talking about your company and your competitors. Search using words that your prospective customers would say as well. For example, realtors

should use Twitter and Facebook to search for people using the words "looking for a realtor" or "need to find a good house" in your town. You'll be surprised how many people are already looking for you.

2. Don't tell your customers to "Like" you and "Follow" you, tell them why and how they should

Everywhere you turn, you see "Like us on Facebook" and "Follow us on Twitter." Huh? Why? How? Give your customers a reason to connect with you on social networks, answering the question "What's in it for me?" and then make it incredibly easy to do so. Note the difference

between these two calls to action: "Like our page on Facebook" vs. "Get answers to your real estate questions on our Facebook page."

3. Be authentic

Your customers don't want to read impersonal posts about the importance of keeping in touch with their REALTOR®. Instead, be human and be yourself. Are you sponsoring a Little League team in your town? Share it with your fans! Know a few real estate jokes? Tell them! Imagine how much positive feedback you would get if you asked: "Why didn't the hipster realtor show the oceanside mansion? ... It was too current." Write posts that show your company's personality and watch your online community begin to engage and grow.

4. Why ask questions?

Wondering why nobody's responding to your posts on Facebook? It's probably because you're not asking questions. Social media is about engagement and having a conversation, not about self-promotion. If a realtor posts on Facebook, "Come in and see what's on the market today," nobody will comment and nobody will call to make an appointment. If that realtor posts a question as simple as "What's your favorite shutter style?" people will be more likely to comment online and engage with the company. Better yet, if the realtor asks "What's the best part about home shopping?" think of the number of people who will comment on the post and bring attention to the company.

5. Surprise and delight your customers

Want to bring more attention to your company's social media pages and become more likeable over all? Learn ways to surprise and delight your customers on a regular basis. Offer contests and raffles or encourage your community to join the conversation for a chance to win local gift cards that show off a town's personality. Remember, free is like magic and a delighted customer will share their experience with friends and family.

6. Share pictures and videos to tell stories

People love photos. The biggest reason Facebook went from zero to 1 billion users in nearly 10

years (yes, Facebook will be celebrating its tenth year this February!) is photos. Photos and videos tell stories about you in ways a text alone cannot. You don't need a big production budget, either. Use your smartphone to take pictures and short videos of customers and cool things around town. Then upload them directly to Facebook, Twitter and LinkedIn. A picture of a young couple in front of their new home is Facebook gold. Try a video featuring testimonials from your happy customers! A picture really is

worth a thousand words — and a video is worth a thousand pictures.

7. Spend at least 30 minutes a day and use our new storytellit app to help!

Storytellit is a tool created by Likeable Local which gives you great suggestions for highly engaging posts and then automate and schedule them to Facebook, Twitter, LinkedIn and Tumblr. If you bought a newspaper ad or radio ad, you wouldn't spend five minutes on it or relegate it to interns, so don't do it with social media. Not to mention, there's a lot to learn, and

every week, new tools and opportunities across social networks emerge. Spend real time each day reading and learning, listening and responding, and truly joining the conversation. The more time and effort you put in to social media, the more benefits your company will receive.

The tips listed above are critical to maintain and grow an online community, but before you even consider social media — I tell Likeable customers — consider this: Facebook will help magnify and multiply the conversations about your company. Will you be happy about the nature of those conversations?

Before you get involved with external communications — online marketing, advertising and social media — look internally at your company. **The secret to the most effective marketing is so simple — just be likeable.**

What do your customers say when they talk about YOUR company with their friends and family? Do they rave about easy communication, effective listening and great results? Or, will they have less than savory things to say?

Is your customer service immaculate? Are there displays of community awards? What about your company is remarkable? **What about your business is likeable?**

Remember to follow the golden rule: Would you yourself click the "Like" button, the Follow

button, or Retweet button if you saw your company or your content here? Would you want to be friends with your company at a cocktail party? Just how likeable is your company?



Another great opportunity
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For all SRAR opportunities
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Professional Advant-Edge Series

A series of four classes taught
by industry professionals that are *essential* to all REALTORS!

Class	Date	Time
1. Prospecting, Listings, & Marketing	Saturday, March 1st	9:00am to 1:00pm
2. Buyers, Offers, & Financing	Tuesday, March 4th	5:30pm to 9:30pm
3. "Contracts" featuring R.P.A.	Thursday, March 6th	1:00pm to 5:00pm
4. Risk Management	Wednesday, March 12th	1:00pm to 4:00pm

All classes held in the SRAR Van Nuys Auditorium

Take one course in the series or take them all and receive a bulk discount!
Pre-register and pay advance for the entire series to save more money!!!

Yes! Please sign me up for the "Professional Advant-Edge" classes March 1st - March 12th

- ☐ I am a member of SRAR pre-registering in advance at \$65.00 for the entire series.
- ☐ I am a non SRAR member pre-registering in advance at \$85.00 for the entire series.
- ☐ I wish to register for the classes individually and I will attend the class or classes checked below.

**** NOTE:** Pre-registration ends on Tuesday February 25th at 5:00pm. ****** ALL Registrations received AFTER February 25th will be the "at the door" price.
SRAR Members can pay for individual classes at \$25 each (pre-registration) - \$30 each (at the door)
Non - Members can pay for individual classes at \$30 each (pre-registration) - \$35 each (at the door)

☐ **"Prospecting, Listings & Marketing"**
Saturday, March 1st 9:00am to 1:00pm

☐ **"Buyers, Offers & Financing"**
Tuesday, March 4th 5:30pm to 9:30pm

☐ **"Contracts" (featuring the R.P.A.)**
Thursday, March 6th 1:00pm to 5:00pm

☐ **"Risk Management"**
Wednesday, March 12th 1:00pm to 4:00pm

Make check payable to SRAR & mail with registration form to: SRAR 7232 Balboa Blvd Van Nuys, CA 91406 Attn: Vince

Call Vince at (818) 947-2268 to confirm receipt of your paid registration.

Print Name _____ Member # _____

Address _____ City _____ Zip _____ Phone (____) _____

TO PAY WITH CREDIT CARD FILL OUT THIS FORM WITH YOUR CREDIT CARD NUMBER & FAX IT TO (818) 786-4541

VISA / MC / AMEX / DISCOVER # _____ Expiration Date ____ / ____ (Mo. Yr.)

Amount \$ _____ Mandatory Signature _____

REFUND POLICY

24 - hours notice prior to course date. No refunds honored on or after course date. A \$10 administration fee will be charged on all cancellations.
SRAR reserves the right to cancel/reschedule any course. If SRAR cancellation occurs, a full refund will be issued. (Pro Adv. 03 2014)

Like us on [Facebook.com/SouthlandRegional](https://www.facebook.com/SouthlandRegional) & follow us on [Twitter.com/SouthlandAOR](https://twitter.com/SouthlandAOR) for all the latest SRAR happenings!



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

Broker/Owner/Manager Meeting

2014 RISK MANAGEMENT COMMITTEE

February 24, 2014 | 1-3pm

SRAR AUDITORIUM

Refreshments served

RSVP TO: RiskFebruary2014@srar.com

SPEAKERS



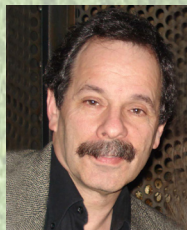
Kathy Mehringer:

Reducing risk and avoiding conflicts

Steven Spile



Jeff Kahn



Olga Moretti:

New Laws



RESPONSIBLE REALTOR® APPLICANTS

FIRST POSTING

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6360 Van Nuys Blvd. Ste. 237
Van Nuys, CA. 91401

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Baker, Jeffrey / Rodeo Realty, Inc. / Encino
Bondale, Satish B. / Keller Williams Realty / Northridge
Carrasco, Antonio / Keller Williams North Valley / Porter Ranch
Casagrande, Julie / Strategic Realty Inc. / Agoura Hills
Cesar, Enrique Soler / Sunrise Dream Realty / Valencia
Choo, Helen / Viking Realty / Encino
Costino, Alsia Lorena / Rodeo Realty / Studio City
Dean, Kevin Patrick / Warner Center Realty / Calabasas
Dubron, Kerstin / iRealty / Valencia
Fluker, Shawn / Troop Real Estate, Inc. / Valencia
Gaspard, Marc / Keller Williams Realty / Northridge
Healy, Christine / Valencia Homes Realty / Valencia
Herrman, Fred Ordonez / Bill Toth & Associates / Burbank
Hix Jr., Ronald Duane / C-21 Albert Foulad / Encino
Idroos, Ahamed Feraz / Prudential California Realty / Chatsworth
Jacobson, Julie Sadigursky / Redfin Corporation / Long Beach
Julian, Steve / Century 21 All Moves / Granada Hills
Lim, Daniel Sanjava / Pinnacle Estate Properties / Northridge
Luco, Irene Y. / Genesis Realty / Irvine
Mallasch, Steven Phillip / Coldwell Banker / Calabasas
Marino, Patrice Marissa / Thrive Homes and Estates / Calabasas
Martinez, Ana Beatriz / Strategic Realty, Inc. / Agoura Hills

Milkovich, Lindsay Michelle / Redfin Corporation / Long Beach
Morrow, Janice Brenda / Bill Toth & Associates / Burbank
Munoz, Sandra A. / Century 21 All Moves / Granada Hills
Nasser, Charles Martin / Visionary Real Estate Development, Inc. / Lancaster
Nielson, Yeisy Maghiana / The Real Estate Plaza / Granada Hills
Pastor, Alex Abraham / Casablanca Realtors & Investments / Northridge
Polanco, Victor Hugo Flores / The Real Estate Plaza, Inc. / Granada Hills
Porcell, Angela M. / Sapphire Investment Properties, Inc. / Valley Village
Portman, Nida / Coldwell Banker Greater Valleys / Granada Hills
Puorro, Jennifer L. / Sunset Group Realty / Encino
Richman, Ira Zin / Prudential California Realty / Chatsworth
Smith, Janet / Redfin Corporation / Long Beach
Stevens, Judy / Prudential California Realty / Northridge
Stevens, Steve Songsak / Prudential California Realty / Northridge
Thomas, Christine / Realty One Group Summit / Ventura
Timnak, Farahnaz / Troop Real Estate / Valencia
Tribe, Robert Keith / Rodeo Realty / Studio City
Vaysman, Larisa / Gold Star Realty / Encino
Washington, Yvonne Maudlin Boulton / 1st United Realty / Riverside
Williams, Clarence Olander / Dilbeck Realtors / Calabasas
Williams, William Wythe / Keller Williams Realty-Studio City / Studio City
Wood, Tara / HomeSmart NGG / Newhall

The following Real Estate Brokers have applied for REALTOR® membership. If you have any objections to an applicant's admittance, the objection should be submitted in writing to the Membership Committee at once. In the event a qualified complaint is received, the complaint will be forwarded to the Chairman of the Membership Committee to ascertain that the complaint comes within the purview of the 7 point criteria established by the National Association of Realtors®. If it does not, the complainant is notified and the applicant is admitted to membership. If it does, the Membership Committee 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.

Posting

RESIDENTIAL PROPERTIES LISTED

818

DECEMBER SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED

794

RESIDENTIAL PROP. ESCROW CLOSED

1,091

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	91	102	87	111	99	490	328	818
TOTAL ACTIVE LISTINGS	199	260	212	238	315	1,224	997	2,221
AVERAGE DAYS ON MARKET	91	94	64	85	96	91	111	100
AVERAGE LIST PRICE IN THOUSANDS	362.7	892.5	778.6	604.2	1,244.9	821.3	522.1	687.0
MEDIAN LIST PRICE IN THOUSANDS	359.9	599.5	485.0	500.0	679.0	499.9	309.9	425.0
BOMS	31	26	31	30	28	146	101	247
AVERAGE BOM PRICE IN THOUSANDS	334.9	801.5	465.2	661.3	696.9	582.2	471.8	537.0
BOM TO SALE RATIO	23.1	18.3	29.2	20.5	15.1	20.4	26.8	22.6
EXPIRATIONS	21	39	43	25	49	177	146	323

PENDING SALES:

NEW ESCROWS OPENED	86	107	92	93	111	489	305	794
TOTAL YTD ESCROWS OPENED	1,305	1,788	1,362	1,623	2,047	8,125	4,230	12,355
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	63	47	54	58	67	58	60	59
NEW OPEN ESCROWS AVERAGE LIST PRICE	303.0	634.3	530.7	526.9	716.8	554.8	377.3	486.7

CLOSED SALES:

NEW ESCROWS CLOSED	134	142	106	146	186	714	377	1,091
TOTAL YTD ESCROWS CLOSED	1,321	1,805	1,366	1,698	2,117	8,307	4,245	12,552
VOLUME OF NEW SALE DOLLARS IN MILLIONS	41.057	84.440	68.841	70.156	131.114	395.609	140.394	536.003
VOLUME OF TOTAL YTD SALES IN MILLIONS	388.425	1,109.271	798.521	836.189	1,372.811	4,505.218	1,655.874	6,161.092
AVERAGE SALE PRICE IN THOUSANDS	306.4	594.6	649.4	480.5	704.9	554.1	372.4	491.3
MEDIAN SALE PRICE IN THOUSANDS	325.0	465.0	409.4	448.9	510.0	420.0	305.5	390.0
COOP SALES	91	111	86	113	152	553	293	846
PERCENT OF COOP SALES	67.9	78.2	81.1	77.4	81.7	77.5	77.7	77.5
AVERAGE DAYS ON MARKET	121	93	100	109	113	108	126	114
SALES AT LIST PRICE	90	78	49	70	82	369	203	572
PERCENT OF SALES AT LIST PRICE	67.2	54.9	46.2	47.9	44.1	51.7	53.8	52.4
SALES TO LISTING INVENTORY RATIO	67.3	54.6	50.0	61.3	59.0	58.3	37.8	49.1
FINAL SALE TO NEW LISTING RATIO	147.3	139.2	121.8	131.5	187.9	145.7	114.9	133.4

CLOSED SALES TYPE

	AVG. SELL TIME	SELLING TIME - PRICE CHANGE - PRICE REDUCTION			REDUCED \$		\$ AVERAGE PRICE REDUCTION %	
		AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD				
FORECLOSURE/REO	14	7	3	3	8	35	29	64
SELLER CONCESSIONS	0	0	0	0	1	1	4	5
SHORT SALE	24	13	15	38	20	110	70	180
STANDARD	93	120	88	104	156	561	258	819
OTHER	3	2	0	1	1	7	17	24

SELLING PRICE RANGE:

LESS THAN 100,000	44	54	26	15	9111	15	9111	4.6
100,000 TO 109,999	113	10	5	0	10777	0	10777	11.8
110,000 TO 119,999	72	13	12	10	15017	10	15017	10.6
120,000 TO 139,999	24	50	17	7	2569	7	2569	1.1
140,000 TO 159,999	58	55	19	10	3959	10	3959	1.6
160,000 TO 179,999	43	69	33	14	5037	14	5037	1.5
180,000 TO 199,999	70	69	34	14	3077	14	3077	4.1
200,000 TO 249,999	44	161	76	40	12629	40	12629	3.3
250,000 TO 299,999	44	185	103	47	4793	47	4793	0.4
300,000 TO 349,999	59	184	109	42	2833	42	2833	10.4
350,000 TO 399,999	42	219	127	53	2102	53	2102	0.2
400,000 TO 449,999	41	154	116	59	510	59	510	2.5
450,000 TO 499,999	40	151	73	48	19444	48	19444	3.5
500,000 TO 549,999	36	102	61	36	9230	36	9230	1.2
550,000 TO 599,999	45	80	52	34	15514	34	15514	2.3
600,000 TO 699,999	41	175	72	48	23963	48	23963	3.2
700,000 TO 799,999	64	80	44	27	42440	27	42440	4.4
800,000 TO 899,999	54	80	33	20	23592	20	23592	1.0
900,000 TO 999,999	63	45	16	12	36093	12	36093	3.2
1,000,000 TO 1,999,999	73	201	46	31	28075	31	28075	2.7
MORE THAN 2,000,000	75	107	17	15	299003	15	299003	7.1
TOTALS	49	2244	1091	582	6894	582	6894	0.2

LISTINGS
16,407

2013 RMLS TOTAL - \$ VOLUME
\$6,161,092,000

SALES
12,887

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		818	1,091	536	133.4	
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	5,566.5	87		16,407	13,177	6,315.3	80.71	
AVG. SALE PRICE			\$499,313					\$417,181					\$429,200					\$395,470					\$392,470					\$479,270		

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR DECEMBER

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY								
New Listings	69	70	64	88	79	370	279	649
Total Active Listings	140	169	140	181	255	885	776	1,661
Average Days on Market	85	98	80	80	99	90	94	92
Average List Price in Thousands	383.1	1,112.5	988.3	668.4	1,424.6	976.6	555.7	779.9
Median List Price in Thousands	365.0	799.0	649.0	589.0	775.0	624.5	300.0	475.0
BOMS	25	21	18	24	23	111	78	189
Average BOM Price in Thousands	352.6	908.9	587.0	695.7	748.5	652.1	476.0	579.4
BOM to Sale Ratio	28.7	23.9	27.3	19.8	16.0	21.9	27.0	23.8
Expirations	14	26	32	22	42	136	121	257
PENDING SALES								
New Escrows Opened	54	70	57	71	85	337	244	581
Total YTD Escrows Opened	923	1,180	926	1,232	1,535	5,796	3,145	8,941
New Open Escrows Average Days on Market	53	55	50	57	70	58	60	59
New Open Escrows Average List Price	337.1	738.1	662.0	584.0	843.0	654.9	388.1	542.9
CLOSED SALES:								
New Escrows Closed	87	88	66	121	144	506	289	795
Total YTD Escrows Closed	953	1,181	921	1,295	1,585	5,935	3,130	9,065
Volume of New Sales Dollars in Millions	29.064	62.480	56.373	61.064	115.767	324.749	107.627	432.375
Volume of total YTD Sales in Millions	303.771	858.599	642.790	688.666	1,172.657	3,666.483	1,258.771	4,925.254
Average Sale Price in Thousands	334.1	710.0	854.1	504.7	803.9	641.8	372.4	543.9
Median Sale Price in Thousands	335.0	520.0	540.0	462.5	577.0	475.0	311.0	425.0
Coop Sales	59	63	53	94	116	385	231	616
Percent of Coop Sales	67.8	71.6	80.3	77.7	80.6	76.1	79.9	77.5
Average Days on Market	119	93	98	107	114	107	133	117
Sales at List Price	62	48	32	54	64	260	149	409
Percent of Sales at List Price	71.3	54.5	48.5	44.6	44.4	51.4	51.6	51.4
Sales to Listing Inventory Ratio	62.1	52.1	47.1	66.9	56.5	57.2	37.2	47.9
Final Sale to New Listing Ratio	126.1	125.7	103.1	137.5	182.3	136.8	103.6	122.5
CLOSED SALES TYPE								
Foreclosure/REO	10	7	1	2	8	28	24	52
Seller Concessions	0	0	0	0	1	1	3	4
Short Sale	15	8	10	28	17	78	55	133
Standard	60	71	55	90	117	393	191	584
Other	2	2	0	1	1	6	17	23

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR DECEMBER

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY								
New Listings	22	32	23	23	20	120	49	169
Total Active Listings	59	91	72	57	60	339	221	560
Average Days on Market	105	87	91	100	81	92	167	122
Average List Price in Thousands	314.2	483.8	370.8	400.3	481.2	415.8	404.2	411.2
Median List Price in Thousands	275.0	399.0	325.0	339.5	349.5	345.0	320.0	339.0
BOMS	6	5	13	6	5	35	23	58
Average BOM Price in Thousands	261.2	350.7	296.6	523.6	459.8	360.5	457.7	399.0
BOM to Sale Ratio	12.8	9.3	32.5	24.0	11.9	16.8	26.1	19.6
Expirations	7	13	11	3	7	41	25	66
PENDING SALES								
New Escrows Opened	32	37	35	22	26	152	61	213
Total YTD Escrows Opened	382	608	436	391	512	2,329	1,085	3,414
New Open Escrows Average Days on Market	79	33	59	59	54	56	62	58
New Open Escrows Average List Price	245.6	437.9	317.0	342.4	304.4	332.9	334.3	333.3
CLOSED SALES:								
New Escrows Closed	47	54	40	25	42	208	88	296
Total YTD Escrows Closed	368	624	445	403	532	2,372	1,115	3,487
Volume of New Sales Dollars in Millions	11.933	21.959	12.468	9.092	15.347	70.860	32.768	103.628
Volume of total YTD Sales in Millions	84.655	250.672	155.731	147.523	200.154	838.734	397.103	1,235.838
Average Sale price in Thousands	255.2	406.7	311.7	363.7	365.4	340.7	372.4	350.1
Median Sale Price in Thousands	241.0	365.0	295.0	325.0	320.0	310.0	290.0	305.0
Coop Sales	32	48	33	19	36	168	62	230
Percent of Coop Sales	68.1	88.9	82.5	76.0	85.7	80.8	70.5	77.7
Average Days on Market	125	92	103	117	109	108	106	107
Sales at List Price	28	30	17	16	18	109	54	163
Percent of Sales at List Price	59.6	55.6	42.5	64.0	42.9	52.4	61.4	55.1
Sales to Listing Inventory Ratio	79.7	59.3	55.6	43.9	70.0	61.4	39.8	52.9
Final Sale to New Listing Ratio	213.6	168.8	173.9	108.7	210.0	173.3	179.6	175.1
CLOSED SALES TYPE								
Foreclosure/REO	4	0	2	1	0	7	5	12
Seller Concessions	0	0	0	0	0	0	1	1
Short Sale	9	5	5	10	3	32	15	47
Standard	33	49	33	14	39	168	67	235
Other	1	0	0	0	0	1	0	1

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	9	5	33	20	8	30	7	22	134	21	155
Total Active Listings	29	21	64	35	31	68	14	72	334	101	435
Average Days on Market	96	120	67	61	107	118	76	82	90	103	93
Average List Price in Thousands	544.8	697.4	593.7	583.1	658.2	516.7	722.8	742.3	622.6	393.2	569.4
Median List Price in Thousands	467.0	598.5	435.0	495.0	475.9	480.0	735.0	629.0	525.0	267.5	475.9
BOMS	3	2	9	2	5	7	2	9	39	7	46
Average BOM Price in Thousands	306.5	519.5	465.0	442.5	430.2	439.0	810.0	655.3	506.9	271.2	471.1
BOM to Sale Ratio	30.0	66.7	13.2	8.7	38.5	15.2	22.2	12.5	16.0	15.9	16.0
Expirations	1	5	6	3	4	3	11	8	41	8	49

PENDING SALES

New Escrows Opened	7	1	41	17	9	23	6	32	136	27	163
Total YTD Escrows Opened	97	40	521	224	147	421	110	550	2,110	475	2,585
New Open Escrows Average Days on Market	72	364	61	35	34	53	32	42	52	90	58
New Open Escrows Average List Price	368.2	149.9	431.2	423.3	418.3	519.4	694.5	470.7	459.9	347.6	441.3

CLOSED SALES:

New Escrows Closed	10	3	68	23	13	46	9	72	244	44	288
Total YTD Escrows Closed	99	51	564	241	153	453	121	580	2,262	467	2,729
Volume of New Sales Dollars in Millions	3.919	1.330	30.342	9.682	5.483	22.036	6.406	37.583	116.781	13.519	130.299
Volume of total YTD Sales in Millions	36.573	23.071	230.443	96.902	76.436	207.010	78.505	306.834	1055.774	142.751	1198.525
Average Sale price in Thousands	391.9	443.2	446.2	421.0	421.8	479.0	711.8	522.0	478.6	307.2	452.4
Median Sale Price in Thousands	350.0	365.5	397.5	430.0	400.0	445.0	635.0	475.0	440.0	245.0	420.0
Coop Sales	8	2	53	17	10	32	8	59	189	35	224
Percent of Coop Sales	80.0	66.7	77.9	73.9	76.9	69.6	88.9	81.9	77.5	79.5	77.8
Average Days on Market	174	90	150	126	154	164	98	142	147	119	142
Sales at List Price	3	3	30	13	7	23	1	42	122	28	150
Percent of Sales at List Price	30.0	100.0	44.1	56.5	53.8	50.0	11.1	58.3	50.0	63.6	52.1
Sales to Listing Inventory Ratio	34.5	14.3	106.3	65.7	41.9	67.6	64.3	100.0	73.1	43.6	66.2
Final Sale to New Listing Ratio	11.1	60.0	206.1	115.0	162.5	153.3	128.6	327.3	182.1	209.5	185.8

CLOSED SALES TYPE

Foreclosure / REO	0	0	2	1	0	2	0	0	5	1	6
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	2	0	19	5	3	12	0	16	57	15	72
Standard	8	3	47	17	10	31	9	56	181	27	208
Other	0	0	0	0	0	1	0	0	1	1	2

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR DECEMBER

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	1	11	2	12	11	2	15	54	5	59
Total Active Listings	2	3	32	4	26	19	6	46	138	21	159
Average Days on Market	150	71	67	66	88	73	55	78	76	111	81
Average List Price in Thousands	418.0	622.8	267.1	666.7	253.6	321.1	372.4	323.7	316.9	335.9	319.4
Median List Price in Thousands	289.0	729.5	242.0	599.0	248.0	309.0	365.0	329.8	289.0	325.0	290.0
BOMS	0	0	4	1	4	4	0	5	18	4	22
Average BOM Price in Thousands	0	0	272.0	464.9	262.5	301.9	0	348.8	308.6	300.0	307.0
BOM to Sale Ratio	0	0	13.8	50.0	19.0	21.1	0	16.1	17.3	26.7	18.5
Expirations	1	0	6	1	3	5	1	10	27	7	34

PENDING SALES

New Escrows Opened	0	0	13	2	12	11	0	21	59	3	62
Total YTD Escrows Opened	5	3	284	30	197	162	46	353	1,080	128	1,208
New Open Escrows Average Days on Market	0	0	48	44	31	35	0	58	45	28	45
New Open Escrows Average List Price	0	0	220.2	430.0	262.2	316.6	0	314.4	287.3	273.3	286.7

CLOSED SALES:

New Escrows Closed	1	0	29	2	21	19	1	31	104	15	119
Total YTD Escrows Closed	7	3	285	29	208	168	52	375	1,127	135	1,262
Volume of New Sales Dollars in Millions	0.330	0.000	6.407	0.715	5.696	5.956	0.275	10.185	29.563	5.388	34.951
Volume of Total YTD Sales in Millions	2.947	1.240	67.664	11.016	45.250	48.148	19.142	122.594	318.000	47.458	365.458
Average Sale price in Thousands	330.0	0	220.9	357.5	271.3	313.4	275.0	328.5	284.3	359.2	293.7
Median Sale Price in Thousands	330.0	0	223.8	200.0	241.0	300.0	275.0	329.0	255.0	300.0	265.0
Coop Sales	1	0	22	2	16	13	1	24	79	12	91
Percent of Coop Sales	100.0	0	75.9	100.0	76.2	68.4	100.0	77.4	76.0	80.0	76.5
Average Days on Market	146	0	104	199	124	172	210	134	133	122	131
Sales at List Price	0	0	15	1	11	12	0	18	57	10	67
Percent of Sales at List Price	0	0	51.7	50.0	52.4	63.2	0	58.1	54.8	66.7	56.3
Sales to Listing Inventory Ratio	50.0	0	90.6	50.0	80.8	100.0	16.7	67.4	75.4	71.4	74.8
Final Sale to New Listing Ratio	0	0	263.6	100.0	175.0	172.7	50.0	206.7	192.6	300.0	201.7

CLOSED SALES TYPE

Foreclosure / REO	0	0	0	0	1	0	0	1	2	0	2
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	1	0	5	1	3	6	1	8	25	7	32
Standard	0	0	23	1	17	13	0	22	76	7	83
Other	0	0	1	0	0	0	0	0	1	1	2

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



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

SANTA CLARITA 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	822	181	79.1	22	574	263	86.3	45.8	476	231	82.7	48.5	519	241	75.2	46.4	470	276	83.8	58.7	355	248	84.2	69.9
FEB	706	237	97.6	33.6	450	281	97.1	62.4	489	241	89.4	49.3	525	222	74.2	42.3	447	275	78.7	61.5	370	255	89.7	68.9
MAR	766	299	120.1	39	506	336	105.4	66.4	592	354	123.4	59.8	585	310	104	53	460	348	107.9	75.7	383	345	132	90.1
APR	668	324	136.5	48.5	435	382	122.7	87.8	553	328	118.1	59.3	618	329	106	53.2	427	364	109	85.2	417	364	139.1	87.3
MAY	614	396	153.4	64.5	434	337	111.7	77.6	465	368	135.9	79.1	588	363	115.8	61.7	456	384	118	84.2	430	373	140.1	86.7
JUNE	642	391	162	60.9	448	350	120.9	78.1	551	357	123.4	64.8	578	397	128	68.7	413	432	135.0	104.6	471	346	142.7	73.5
JUL	643	418	158.5	65.0	463	393	138.7	84.9	564	302	115.8	53.5	512	364	115.7	71.1	388	392	122.6	101	489	404	163.7	82.6
AUG	645	341	131.9	52.9	428	342	118.3	79.9	550	312	111.3	56.7	532	406	130	76.3	422	406	120.2	96.2	448	375	147.4	83.7
SEPT	625	342	130.3	54.7	413	308	107.1	74.6	540	297	106.4	55	505	336	103.4	66.5	314	337	118.2	107.3	412	332	129.1	80.6
OCT	634	371	137.4	58.5	469	334	117.9	71.2	525	279	93.1	53.1	491	346	106.5	70.5	317	347	121.2	109.5	410	335	131.9	81.7
NOV	416	318	103.5	76.4	415	281	99.5	67.7	423	299	97.3	70.7	368	354	104.8	96.2	283	298	96	105.3	324	323	131.9	99.7
DEC	433	366	120.5	84.5	315	323	114.0	92.0	407	308	102.6	75.2	307	415	122.9	135.2	233	419	145.9	179.8	214	407	165.2	109.2
TOTAL	7614	3984	1530.8	55	5353	3930	1,339.6	73	6,135	3,676	1299.4	60.3	6,128	4,083	1286.5	67	4360	4278	1356.5	99	4723	4107	1597	84.5
AVG. SALE PRICE	\$384,236				\$340,865				\$353,482				\$315,090				\$317,090				\$388,850			

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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

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"