

# REALTOR® REPORT

July/August, 2014

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

## FHA / VA CONDO APPROVAL CRISIS

*How You Can Help*

pg.3

C.A.R. To Publish Ethics Violators  
pg. 2

Mortgage Demand Rising, Fannie Mae  
says; Freddie says Rates Unchanged  
pg. 8

Are You Misusing Federal Trademarks?  
pg. 4

Vote for Your Favorites: REALTOR of  
the Year; Association Service Award;  
Affiliate of the Year  
pg. 5-7

Commercial Real Estate Forum  
pg. 8



# C.A.R. TO PUBLISH ETHICS VIOLATORS

In an effort to make ethics violations and the disciplinary process more transparent, starting August 1, 2014, C.A.R. will be publishing the names - and the other information listed below - of members who are found in violation of the Code of Ethics. If a member is found in violation of the Code, and the discipline is anything other than a letter of warning or stand-alone education, the following information will be published by C.A.R.:

*1) The name and photo of the member found in violation. If the member's name is similar to another member's, their real estate license number and/or office address may also be included in the publication*

*2) A list of the Articles of the Code of Ethics that were violated and possibly the applicable standards of practice*

*3) A brief factual synopsis of the matter, with the names of other parties removed*

*4) The discipline imposed*

*5) The effective date and duration of discipline imposed*

*6) The hearing Panel's rationale for the discipline imposed, if applicable.*

The name of the real estate firm will not be published. The name of the responsible broker will be published if the broker was also named and found in violation. This information will be published on the members-only section of car.org and local associations will be free to publish the information in their local members-only publications. Local associations will begin requiring respondents named in an ethics complaint to submit a photo at the time of filing a response to the complaint, or allow their picture to be taken before the hearing begins.

CONSUMER PRICE INDEXES						
FEBRUARY 2014						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	MAY 2013	APR 2014	MAY 2014	APR 2013	MAY 2014	MAY 2014
Los Angeles - Riverside - Orange County	239.346	242.437	243.362	1.4	1.7	0.4

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## REALTOR® REPORT

*The Official Publication of SRAR*

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# MORTGAGE DEMAND RISING, FANNIE MAE SAYS; FREDDIE SAYS RATES UNCHANGED

BY E. SCOTT RECKARD

Consumer demand for home loans has strengthened modestly this year as the economy improved, a trend expected to continue, according to a Fannie Mae survey of senior mortgage lending executives.

The demand was met by a slight easing of credit standards during the second quarter at large lenders, the survey showed, echoing recent remarks by executives at No. 1 home lender Wells Fargo & Co. and a separate survey by a trade association.

The picture was different, though, at smaller lenders, according to Fannie Mae, which said in a report Thursday that they

tended to tighten their lending standards during the quarter.

What's more, the report said, the mortgage executives were much more likely than consumers to say it is difficult for a borrower to get a loan these days. And the demand for mortgages, though improved, was far from robust.

"These results are broadly in line with other major indicators released recently, including the pickup in home sales in May," said Fannie Mae chief economist Doug Duncan.

Duncan said the findings "support our expectations of a steady but unspectacular

rebound for housing during the second half of this year."

Mortgage shoppers continue to enjoy rates that are near their lows for the year.

Freddie Mac's weekly survey of lenders, also released Thursday, showed that lenders were offering 30-year fixed loans to solid borrowers at an average of 4.13%, unchanged from last week.

The Freddie Mac survey showed the average 30-year rate, which was less than 4% during the first half of last year, had risen to about 4.5% as this year began.

## FHA / VA APPROVALS FOR CONDOS

JOEY LEWIS – DIRECTOR, MEMBER & COMMUNITY RELATIONS

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

Since 2010, HUD has started enforcing their long-standing and strict regulations on condominium approvals, including the rule of being re-certified every two years. Prior to 2010, the HUD's strict guidelines were not heavily enforced.

Today, all condominium projects are held to the same level of restrictions and the entire project must be certified as a whole, as opposed to the once allowed, "spot approvals", whereby an individual unit in a non-FHA project could be approved if it met certain qualifications. And all condo communities must go through the rigorous process of re-certification, which is the same (paperwork and all) as the initial approval process, every two years.

Because of this, many condo communities have allowed their FHA approval status to expire without re-certifying.

The downside to this not only affects those who wish to purchase using an FHA loan, but it also adversely affects the condo community since the pool of potential buyers becomes limited; therefore, the selling prices are often lowered in order to move the property.

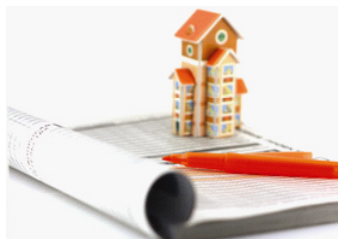
In addition to the rigorous paperwork involved with becoming FHA approved, many condo HOA's and boards have a false impression that buyers using FHA financing are often of a "lower class" and feel that having non-FHA buyers is better.

First of all, this is not an accurate assumption. Many first-time buyers use FHA because of the low down-payment option and condos typically attract first-time buyers

because they are usually more affordable than a standalone single-family dwelling.

But it's not just first-time buyers that utilize FHA lending. Many seniors utilize FHA lending in reverse mortgages, which is a crucial resource for those on a very fixed income to tap into their equity for assistance in retirement years. According to Ken Harney, an award-winning columnist and author on the housing industry, FHA lending accounts for an estimated 90 to 95 percent of all reverse mortgages. Without this resource, many seniors lack the financial resources to keep up their property or livelihood.

For a few years, NAR was strongly urging



HUD to bring back its "spot approval" process, but HUD has made it clear that there were too many risks involved and they will only approve FHA lending if the entire community is approved.

NAR has also been pressuring HUD to streamline the FHA approval process and possibly making it an electronic filing system. HUD has stated that they are in the process of streamlining the process, but has yet to shift it to an all-electronic system.

In the meantime, the urge is to get non-FHA approved condo projects to bite the bullet, get their ducks in a row, and become approved. Despite any misconceptions, this will help move properties for sale by

opening them up to a whole new pool of buyers, therefore increasing the demand and driving up prices. HOA Boards of Directors, with the help of their community managers, can do the work themselves and become approved, or they can hire an independent FHA Approval Facilitator to do the job for them.

### VA Condo Approvals

VA approval for condo projects is a very similar issue to FHA condo approvals; however, there are even fewer condominium projects that are approved for VA lending. Many eligible and highly-qualified buyers wish to move into these condo projects and utilize their well-earned VA benefits, but cannot because of the projects' lack of approval.

While the issue of approval is very similar to FHA lending, VA loans differ from FHA in a couple of ways: First, the approval process is different, but once the project is VA approved it is certified for a lifetime. FHA requires the project to be re-approved every two years. And often times VA approval can be obtained at the same time as FHA approval for a low, additional cost.

History has shown that there are less defaults on VA loans than traditional lending. So urge condo projects to show their support for our troops by becoming VA approved today.

For more information on actions being taken by the National Association of REALTORS® on streamlining the FHA approval process, visit <http://www.realtor.org/topics/condominiums>

For a complete list of condos already approved for FHA lending, visit <https://entp.hud.gov/idapp/html/condlook.cfm>

# ARE YOU MISUSING FEDERAL TRADEMARKS?

JOEY LEWIS – DIRECTOR, MEMBER & COMMUNITY RELATIONS

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

Did you know the terms REALTOR®, REALTORS®, and REALTOR-ASSOCIATE® (marks) are all trademarks owned by the National Association of REALTORS® (NAR) and protected by federal law? Use of the term REALTOR® is a valuable membership benefit that distinguishes members of NAR from other real estate agents. And because it is a valuable trademark, it's imperative that members use the term appropriately, as trademark violations can be very costly.

First, the term REALTOR® is not a job title or a profession. REALTOR® actually means = member of the National Association of REALTORS®. Your profession or job title is real estate agent, real estate professional, etc.

NAR states, "Members may use the REALTOR® marks only in the context of identifying themselves as members of NAR. To maintain the value of the marks, it's important that they be recognized by the public as identifiers of NAR members, and never used generically to denote a vocation or a business. Members are licensed to use the marks only in connection with their real estate business and in connection with the place of business with which their membership is associated." However, non-members are NEVER allowed to use the REALTOR® trademarks "in reference to or in connection with their businesses or themselves."

But don't panic! As long as you are a member in good standing of an NAR member association, like SRAR, you can use the REALTOR® mark as long as you are using it in accordance with NAR's trademark guidelines.

For example, if you use the mark on a business card or any other marketing piece, you should note the following:

1. The term should always be written in all CAPITAL letters.

2. A separating punctuation, such as a comma or a dash, should always be used between the agent's name or firm name (i.e. John Doe, REALTOR® or John Doe Realty

– REALTORS®) even if the mark is written on a separate line, such as:

John Doe,                      John Doe Realty,  
REALTOR®      or      REALTORS®

3. The registered trademark symbol® must always be used after the marks (REALTOR®, REALTORS®, or REALTOR-ASSOCIATE®). A keyboard shortcut to create the registered trademark symbol in Microsoft® Word® is to type beginning parenthesis then the letter "r" and then end parenthesis – (R). Word® will automatically convert this to the registered trademark symbol.

## Use of the REALTOR® Trademarks with Business/Firm Names

All real estate firm names must be registered with the California Bureau of Real Estate (CalBRE). While the marks can be used in conjunction with a firm name, provided it follows the proper guidelines (i.e. John Doe Realty, REALTORS®), the official, registered name itself CANNOT contain any of the NAR marks. In other words, the example shown above should be registered with CalBRE as "John Doe Realty" (not including any of the marks). Then, any marketing/business materials, including signage, can include the marks as long as they follow the proper guidelines.

You should note that CalBRE does NOT govern the NAR trademark guidelines. If an improper name is registered with CalBRE, it is very likely that you will get slapped with a trademark violation at some point. Therefore, it is YOUR responsibility to be sure your firm name complies.

## Use of the REALTOR® Trademarks on the Internet

For purposes of domain names and email address, the REALTOR® mark does not need to appear in all capital letters and does not need to be separated by punctuation from the member's name or real estate business name, as it does in all other cases. However, use of the marks must be in connection with a member's name or a broker's firm name.

The term REALTOR® may not EVER be used with descriptive words or phrases (i.e. bestrealtor.com, numberonerealtor.com, yourlocalrealtor.com, etc.) or with words that describe a specific geographic region



(i.e. sanfernandorealtors.com, cityrealtors.com, vannuysrealtors.com, etc.)

## Proper Use in Conjunction with Other Business Functions

If you or your firm offers more than just real estate services, be sure to follow the proper guidelines in using the REALTOR® trademarks in conjunction with other business functions. The REALTOR® mark must NEVER be on the same line as any other business function. For example, if you are a real estate agent who is a member of NAR and also a professional stager, your signature line, etc., should look like this:

John Doe, REALTOR® (*notice the comma after the agent's name*)

Real Estate Agent/Stager (*the professional, descriptive titles are on a separate line from the trademark*)

## NAR Trademark and Logo Guidelines

For a complete list of trademark and logo usage from the National Association of REALTORS®, visit [www.realtor.org/logos-and-trademark-rules](http://www.realtor.org/logos-and-trademark-rules) or call NAR at 800-874-6500 and ask for the "Trademark" department. You can also email any questions or concerns to [trademark@realtors.org](mailto:trademark@realtors.org).

Additionally, NAR provided a very informative animated video on how members can help protect the REALTOR® trademarks. See the video online at <http://www.realtor.org/logos-and-trademark-rules/make-our-marks-remarkable>

*REALTOR® is a federally registered collective membership mark which identifies a real estate professional who is a Member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.*





SOUTHLAND REGIONAL  
ASSOCIATION OF REALTORS®, INC.

## 2014 Realtor of the Year

It's time for the coveted "REALTOR® of the Year" Award nominations. The Awards Committee needs your nomination for members who have made significant contributions to our Association through their years of volunteer service and commitment to the real estate industry.

### Eligibility Requirements

1. Active and in good standing for the past ten years or more. (San Fernando & Santa Clarita Valleys)
2. Reputation for ethical conduct with the public and fellow members.
3. Faithful adherence to SRAR policies and NAR Code of Ethics.
4. Service above and beyond the ordinary to the Association.
5. Service to the community that promotes the Association.

### Past Recipients

2013 Ana Maria Colon	2010 Bud Mauro	2007 Jim Ezell	2004 Wendy Furth
2012 Olga Moretti	2009 Winnie Davis	2006 Irene Reinsdorf	2003 Mary Funk
2011 Lynn Rinker	2008 Steve White	2005 Beth Pearce	2002 John Maquar

Please fill out the nomination information below. RETURN BY SEPTEMBER 3, 2014 to the SRAR AWARDS COMMITTEE, Valerie Biletsky, 7232 Balboa Blvd., Van Nuys, CA 91406, Fax: 818-786-4541, [valerieb@srar.com](mailto:valerieb@srar.com)

Name of Nominee: \_\_\_\_\_

Company: \_\_\_\_\_

Reason for nomination: \_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_

Submitted by: \_\_\_\_\_

Company: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

You may submit any additional pertinent information with this form.

THANK YOU

# 2014 SRAR Affiliate of the Year Nomination

You are invited to participate in identifying candidates for the coveted "AFFILIATE of the Year" Award. The Affiliate of the Year Award Committee would appreciate your recommendations for Affiliate members who have made significant contributions to our Association through their years of volunteer service and commitment to the real estate industry.

All nominations submitted will be reviewed by the AFFILIATE of the Year Award Committee and judged according to the following qualifications:

## Eligible Candidates:

Active Affiliate members in good standing of the Southland Regional Association of REALTORS  
(San Fernando and Santa Clarita Valleys)

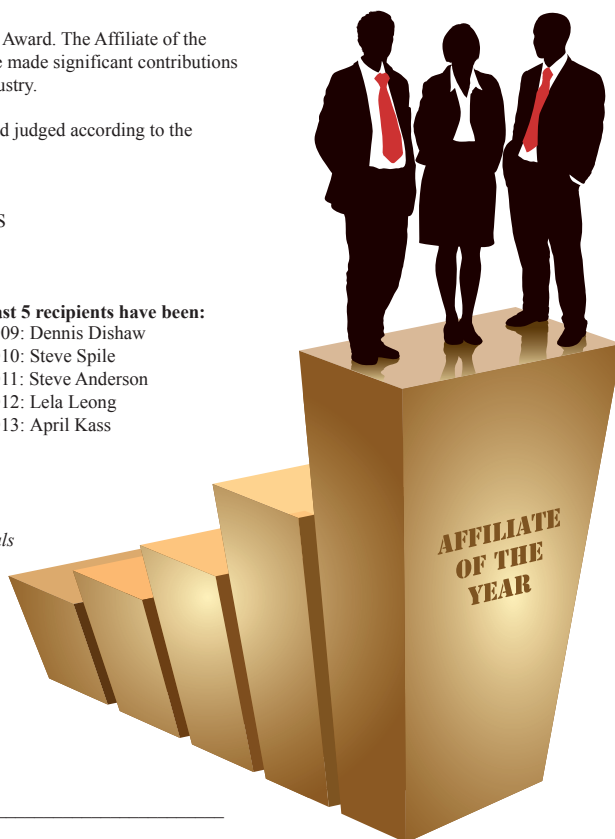
## Qualifications:

1. Affiliate member in good standing.
2. Significant contribution to Association through committee service, for a minimum of at least 3 years, with special consideration for leadership positions held.
3. High business standards:
  - a. Demonstrates a high degree of cooperation with Association members.
  - b. Maintains high ethical standards.
4. Recipient may not be someone who has previously been selected within the past 5 years.

*Please fill out and return the nomination form along with the resume and other pertinent materials on your nominee. RETURN TO SRAR BY September 3, 2014 to the AFFILIATE of the Year Award Committee, c/o Jason Arancibia at SRAR, 7232 Balboa Blvd., Van Nuys, CA 91406, Fax 818 786- 4541 or Email [jasona@srar.com](mailto:jasona@srar.com) .*

## Past 5 recipients have been:

2009: Dennis Dishaw  
2010: Steve Spile  
2011: Steve Anderson  
2012: Lela Leong  
2013: April Kass



## NOMINATION FORM

Name of AFFILIATE NOMINATED: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

The nominee's record of SRAR & CAR service will be on file at the association:

Community Service:

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Honors & Awards:

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Reasons for nominating this candidate:

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Signature of Nominator: \_\_\_\_\_

Company: \_\_\_\_\_

Telephone Numbers: \_\_\_\_\_

You can attach any other pertinent information





# 2014 Association Service Award

The Awards Committee asks for your nomination of members who have made significant contribution through their year of involvement.

## Eligible Candidates

All active members in good standing for a minimum of five years are eligible for this award. (San Fernando and Santa Clarita Valleys)

## Qualifications

1. Major Association involvement.
2. Reputation for ethical conduct with the public and fellow members.
3. Faithful adherence to SRAR policies and N.A.R. Code of Ethics.

## **Past Recipients**

2013 Vic Viereck  
2012 Gary Washburn  
2011 Nancy Starczyk  
2010 Brian Hatkoff  
2009 Olga Moretti  
2008 Rodney Gallman  
2007 Sally Collom

Please fill out the nomination information below.  
RETURN BY SEPTEMBER 3, 2014 to the SRAR AWARDS COMMITTEE  
Valerie Biletsky, 7232 Balboa Blvd., Van Nuys, CA 91406  
Fax: 818-786-4541, [valerieb@srar.com](mailto:valerieb@srar.com)

Name of Nominee: \_\_\_\_\_

Company: \_\_\_\_\_

Reason for nomination: \_\_\_\_\_

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\_\_\_\_\_

Submitted by: \_\_\_\_\_

Company: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

You may submit any additional  
pertinent information with this form

THANK YOU



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**HOW COMMERCIAL REAL ESTATE IMPACTS THE RESIDENTIAL ECONOMY**

**KEYNOTE SPEAKER**



**Lawrence Yun**  
National Association of Realtors  
*Chief Economist*

**SCHEDULE OF EVENTS:**

8:00 am–9:00 am – Registration, Breakfast  
9:00 am–10:00am – Keynote Address : Laurence Yun  
10:00 am–10:15 am – **NETWORKING BREAK**  
10:15 am–11:15 am – **PANEL DISCUSSION**  
11:15 am –12:00 pm – **NETWORKING**

**PANEL DISCUSSION**



**Moderated by:**  
**Jean Maday**  
National Association of Realtors  
*Director, Commercial Development*



**Fred Sands**  
Vintage Capital Group  
*Chairman*



**Jan Perry**  
City of Los Angeles  
*Economic Development Dept.*



**Lawrence Yun**  
N.A.R.  
*Chief Economist*



**Greg McWilliams**  
Newhall Land & Development  
*President*

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Email: \_\_\_\_\_ Phone#: \_\_\_\_\_

(Visa/MC/AMEX/Discover) Card#: \_\_\_\_\_ Exp: \_\_\_\_\_

CC Signature Authorization: \_\_\_\_\_





SOUTHLAND REGIONAL  
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# CHARITY GATSBY

*party*

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- \* Acknowledged as "Silver Sponsor" during event

For more information or to sponsor, contact  
Jason Arancibia at [Jason@srar.com](mailto:Jason@srar.com) or 818-947-2298

The following Real Estate Brokers have applied for REALTOR® membership. If you have any objections to an applicant's admittance, the objection should be submitted in writing to the Membership Committee at once. In the event a qualified complainant is received, the complaint will be forwarded to the Chairman of the Membership Committee to ascertain that the complaint comes within the purview of the 7 point criteria established by the National Association of Realtors®. If it does not, the complainant is notified and the applicant is admitted to membership. If it does, the Membership Committee Chairman shall appoint a panel of 3 members from the committee to interview the applicant. The Panel shall make its recommendation to the Membership Committee, which shall then forward its recommendation to the Board of Directors. If the committee recommends disapproval of the application, the Board of Directors will review the recommendation and render a final decision.

## FIRST POSTING

Araya, Jeri Lynn  
Jeri Araya Broker  
5570 N. Cedarhaven Dr.  
Agoura Hills, CA. 91301

Berkovitz, David Arthur  
David Arthur Berkovitz, Broker  
2625 Townsgate Road #330  
Westlake Village, CA. 91361

Castillo, Lorenzo Fernando  
Exit Castillo Realty  
418 W. 3rd St.  
Oxnard, CA. 93030

Corbero, Ricardo A.  
Alpha Realtors & Financial Grp.  
19600 Mayall St.  
Northridge, CA. 91324

Crawford, Andre  
GHC Mortgage/Realtors  
500 E. Carson St. #107  
Carson, CA. 90745

Field, Gregg Allen  
Gregg A Field  
9601 Robin Ave.  
Westminster, CA. 92683

Fischman, Jason Stuart  
Jason Fischman  
9966 Clybourn Ave.  
Shadow Hills, CA. 91040

Jones, Kevin  
Realty Professionals  
150 South Glenoaks Blvd. #9128  
Burbank, CA. 91502

Kim, Tricia  
Tricia Kim, Broker  
22534 Skipping Stone Dr.  
Santa Clarita, CA. 91350

## RESPONSIBLE REALTOR® APPLICANTS

## SECOND POSTING

Bowman, Althea Bonita  
B&B Investments  
3580 Wilshire Blvd. #1715

Los Angeles, CA. 90010  
Cruz Arevalo, Adonis  
Emerita Real Estate & Mortgage Inc.  
5535 Balboa Blvd. #212  
Encino, CA. 91316

Curtis, Jeff  
Keller Williams Realty  
2100 Main Street, #350  
Huntington Beach, CA. 92648

Galang, LaDonna Montajes  
LaDonna Galang, Broker  
26080 Media Ct.  
Santa Clarita, CA. 91350

Goldfarb, Marcia L.  
Marcia L. Goldfarb  
407 So. Spalding Dr. #7  
Beverly Hills, CA. 90212

Graziano, Caroline May  
Lemarc Investments Inc.  
28122 Lookout Point Ln.  
Sun City, CA. 92585

Greenberg, Loretta A.  
Loretta Greenberg  
22515 Marilla St.  
Chatsworth, CA. 91311

Greer, Peter Collins  
Strategic Realty Inc.  
27489 Agoura Road  
Agoura Hills, CA. 91376

Hakimi, Farzaneh  
Hakimi Realty  
23071 Mulholland Dr.  
Woodland Hills, CA. 91364

Kerrigan, John David  
John Kerrigan  
14900 Magnolia Blvd. #5670  
Sherman Oaks, CA. 91413

Lieshman, Bryan Nicholas  
Bryan Leishman  
11661 San Vicente Blvd. #510  
Los Angeles, CA. 90049

Morraveji, Mehdi Eddie  
Fortune Properties  
445 Rosewood Ave. Unit K  
Camarillo, CA. 93012

Penich, Joseph  
Joe Penich Company Realtors  
5850 Canoga Ave. 4th Floor  
Woodland Hills, CA. 91367

Wright, Edward A.  
Aviara Real Estate  
2555 Townsgate Rd. #200  
Westlake Village, CA. 91361

## REALTOR® APPLICANTS

Aguirre, Mila Pelaez / ZipRealty / Emeryville  
Alexon, Ani / Keller Williams VIP Properties / Valencia  
Alvarado, Stacy / Berkshire Hathaway HomeServices California Properties / Encino  
Arredondo, Jorge David Rodriguez / Multihomelistings.com / Sherman Oaks  
Arellano, Alicia M. / Barcode Properties / Beverly Hills  
Azer, Nagib Albert / Property Center Inc. / Woodland Hills  
Balian, Christina / Pinnacle Estate Properties / Northridge  
Basail, Donna Mc Cord / Realty Executives / Agua Dulce  
Bedard, Bethany Ann / HomeSmart NCG / Newhall  
Bollinger, Rachel Lean / Rodeo Realty / Encino  
Bonnerville, Peggy S. / Triple D Realty / Stevenson Ranch  
Buenacama, John S. / Realty Executives / Newhall  
Cano, Maricela / L.A. Valley Realty, Inc. / Van Nuys  
Carrillo, Emelito / All/Pro Home Realty / Valencia  
Colin, Joel / Pinnacle Estate Properties / Northridge  
Crispino, Filip Sapiandante / Keller Williams Realty North Valley / Porter Ranch  
Crosby, William Patterson / ReMax City Lights Estates / Agoura Hills  
Cueva-Diaz, Daniel Israel / Rodeo Realty / Calabasas  
Dastjerdi, Homayon / Zip Realty / Emeryville  
Dastyar, Fereshieh / Evergreen Realty / Irvine  
Dillin-Fontana, Bonnee / Realty Executives / Valencia  
Dorovich, Inna / Angeles Living Realty / Encino  
Eddy, Alexander Rainey / Dilbeck Realtors / Calabasas  
Elgablawy, Sherry / Berkshire Hathaway HomeServices California Properties / Northridge  
Elimelech, Sivan / Coldwell Banker / Sherman Oaks  
Favela, Mitsuo H. / RealWorks / Sherman Oaks  
Feldman, Natalie / Rodeo Realty / Encino  
Frutos Jr., Ralph / Realty Executives / San Fernando  
Garcia, Armando / Progressive Realtors / San Fernando  
Garcia, Linda Lopez / Pinnacle Estate Properties / Northridge  
Garcia, Raul Antonio / North American Realty / Sherman Oaks  
Gibson, Jennifer Lynne / Newcastle Realty / Santa Monica  
Goines, Michael Alan / Keller Williams Realty / Westlake Village  
Gonzalez, Gabriel / Dilbeck Realtors / Studio City  
Goodarzi, Niloufar / Coldwell Banker Calabasas / Calabasas

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Hartley, Lindsay Nicole / Rodeo Realty / Sherman Oaks  
Heibeck, Nathan William / Dilbeck Realtors / Calabasas  
Howell, Nancy / Mills Realty of California / Toluca Lake  
Jacobs, Tameka / Coldwell Banker / Calabasas  
Johnson, Collin Robert / RE/MAX Olson & Associates, Inc. / Porter Ranch  
Jones, Gabriel Matthew / Keller Williams Realty Calabasas / Calabasas  
Kapadia, Sandip / Superior Realty / Winnetka  
Keselbrener, Ilya / American Capital Realty / Sherman Oaks  
Koujmanian, Aury / Keller Williams North Valley / Porter Ranch  
Leach, Andrew Edward / Realty One Group Summit / Ventura  
Lee, Michelle Y. / White House Properties / Westlake Village  
Lewis, Kaye Martin / Keller Williams Realty / Northridge  
Licario, Adriana / Park Regency / Granada Hills  
Llontop, Marlyn Elizabeth / Century 21 Vision Realty / Bakersfield  
Maghsodi, Shahriar Sean / Pinnacle Estate Properties, Inc. / Calabasas  
Maloney, Christopher Thomas / Realty One Group Solutions / Santa Clarita  
Markazi, Taraneh / Pinnacle Estate Properties, Inc. / Encino  
Mathews, Brian S. / Real Innovate Realty / Carlsbad  
McLaughlin, Daniel Gregory / Coldwell Banker / Sherman Oaks  
Meinel, Lois E. / Keller Williams Realty / Westlake Village  
Mendoza, Olinda Fabiola / Strategic Realty / Agoura Hills  
Moran, Alejandra / Pinnacle Estate Properties / Saugus  
Mossiah, Audrey Mae / Calloway Real Estate Service Inc. / Woodland Hills  
Munoz, Beatriz / Coldwell Banker Greater Valleys / Granada Hills  
Nazer, Soha / Keller Williams Realty Calabasas / Calabasas  
O'Connor, Carrie Sue / Pinnacle Estate Properties / Northridge  
Ogimachi, Krystle / Reliant Realty, Inc. / Sherman Oaks  
Ortega, Maria Elena / Park Regency Realty / Granada Hills  
Parham, Joel A. / Strategic Realty / Agoura Hills  
Piere, Colleen Marie / Troop Real Estate, Inc. / Valencia  
Quan, Rebecca / HomeSmart NCG / Newhall  
Rahman, Muhammad Mashuri / Real Estate eBroker Inc. / Oceanside  
Recinos, David / Century 21 All Moves / Granada Hills  
Rich, Charlene / Interro Real Estate Services / Valencia  
Rico, Robert / Keller Williams Realty / Los Angeles

Rojas, Erik / RE/MAX Olson & Associates, Inc. / Porter Ranch  
Sabbagh, Lamice Joseph / North American Realty / Sherman Oaks  
Saenz, Christine Marie / Rodeo Realty / Woodland Hills  
Samson, Arthur Richard / Calloway Real Estate Services Inc / Woodland Hills  
Sandoval, Alejandro / San Fernando Realty, Inc. / San Fernando  
Saperstein, Abbi / Standard Realty / Tarzana  
Santler, Jeannette Raquel / Coldwell Banker Quality Properties / Northridge  
Sayers, Ian Patrick / Pinnacle Estate Properties / Northridge  
Sayers, Patsy Rochelle / Pinnacle Estate Properties / Northridge  
Schulman, Antoinette / Coldwell Banker / Calabasas  
Seal, Alana Dadds / Keller Williams Realty Calabasas / Calabasas  
Sells, Ashly Rachelle / JMJ Realty Group / Tarzana  
Sheldon, Colleen Sue / Southern Oaks Realty / Valencia  
Soibatian, David A. / L.A. Valley Realty / Granada Hills  
Sontag, Erin Patricia / Pinnacle Estate Properties, Inc. / Northridge  
Stel, Aaron Michael / ReMax City Lights Estates / Agoura Hills  
Stratton, Suzanne Elyse / Keller Williams VIP Properties / Valencia  
Suh, Lina Kim / HomeBased Realty / Valencia  
Sumrow, Christopher Lee / Keller Williams World Media Center / Burbank  
Tanner, Jordan / Realty Executives / Valencia  
Theobald, Brian James / North American Realty / Sherman Oaks  
Thomas, Melody Anne / Troop Real Estate, Inc. / Valencia  
Tuchfeld, Marcy / Rodeo Realty / Encino  
Valencia, Monica E. / Exclusive Estate Properties Inc / Toluca Lake  
Vartanian, Jassik Markusian / Berkshire Hathaway HomeServices California Properties / Sherman Oaks  
Venneri, Rebekah Hailey Faith / iRealty / Valencia  
Webber, Jeffrey Blake / Troop Real Estate, Inc. / Simi Valley  
White, Eric Steven / RE/MAX of Valencia / Valencia  
White, Hailie Svetlana / Keller Williams Realty Encino-Sherman Oaks / Encino  
Wilner, Michelle Heather / Southern Oaks Realty / Valencia  
Wong, Simon Lam / Berkshire Hathaway HomeServices California Properties / Northridge



RESIDENTIAL  
PROPERTIES LISTED  
1,711

JUNE SFV RESIDENTIAL MLS SUMMARY  
MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP.  
ESCROW OPENED  
1,155

RESIDENTIAL PROP.  
ESCROW CLOSED  
1,086

ACTIVE INVENTORY:

EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	146	228	182	243	1,033	678	1,711
TOTAL ACTIVE LISTINGS	248	368	324	383	1,808	1,350	3,158
AVERAGE DAYS ON MARKET	78	64	61	66	66	63	73
AVERAGE LIST PRICE IN THOUSANDS	368.6	863.7	870.4	620.6	855.1	525.5	714.2
MEDIAN LIST PRICE IN THOUSANDS	369.9	589.0	550.0	540.0	549.0	350.0	469.0
BOMS	36	37	28	38	190	109	299
AVERAGE BOM PRICE IN THOUSANDS	349.4	709.2	619.4	485.4	618.8	366.8	534.2
BOM TO SALE RATIO	35.3	25.7	22.4	25.2	27.1	28.3	27.5
EXPIRATIONS	10	28	22	26	117	106	223

PENDING SALES:

NEW ESCROWS OPENED	133	155	112	166	734	421	1,155
TOTAL YTD ESCROWS OPENED	670	827	655	860	3,985	2,279	6,264
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	36	33	38	36	40	51	44
NEW OPEN ESCROWS AVERAGE LIST PRICE	349.5	718.2	641.6	541.9	602.2	440.9	543.4

CLOSED SALES:

NEW ESCROWS CLOSED	102	144	125	151	701	385	1,086
TOTAL YTD ESCROWS CLOSED	574	771	613	743	3,563	2,031	5,594
VOLUME OF NEW SALE DOLLARS IN MILLIONS	34.762	95.732	82.909	80.380	411.923	162.355	574.279
VOLUME OF TOTAL YTD SALES IN MILLIONS	190.588	523.279	402.022	390.344	599.471	820.662	2,926.365
AVERAGE SALE PRICE IN THOUSANDS	340.8	664.8	663.3	532.3	587.6	421.7	528.8
MEDIAN SALE PRICE IN THOUSANDS	350.0	510.0	473.8	480.0	485.0	321.0	425.0
COOP SALES	74	113	100	117	551	296	847
PERCENT OF COOP SALES	72.5	78.5	80.0	77.5	78.6	76.9	78.0
AVERAGE DAYS ON MARKET	116	86	90	85	93	126	105
SALES AT LIST PRICE	68	87	60	62	341	190	531
PERCENT OF SALES AT LIST PRICE	41.1	39.1	38.6	39.4	38.8	49.4	48.9
SALES TO LISTING INVENTORY RATIO	69.9	63.2	68.7	64.5	67.9	56.8	63.5
FINAL SALE TO NEW LISTING RATIO							

CLOSED SALES TYPE

FORECLOSURE/REO	6	2	6	5	21	22	43
SELLER CONCESSIONS	0	0	0	0	0	3	3
SHORT SALE	12	11	6	9	49	55	104
STANDARD	83	131	111	137	625	298	923
OTHER	0	0	1	0	4	7	11

SELLING PRICE RANGE:

AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000	58	45	13	36407
100,000 TO 109,999	126	10	0	5040
110,000 TO 119,999	17	16	2	8750
120,000 TO 129,999	79	58	17	1571
130,000 TO 139,999	65	57	17	6201
140,000 TO 149,999	68	66	14	5818
150,000 TO 159,999	77	75	26	5885
160,000 TO 169,999	37	111	30	5885
170,000 TO 179,999	59	206	87	5813
180,000 TO 189,999	55	237	67	550
190,000 TO 199,999	33	196	91	3100
200,000 TO 209,999	41	263	66	1961
210,000 TO 219,999	43	251	114	90881
220,000 TO 229,999	33	220	94	13832
230,000 TO 239,999	66	34	155	1045
240,000 TO 249,999	41	169	57	14024
250,000 TO 259,999	35	264	90	19490
260,000 TO 269,999	48	157	27	24024
270,000 TO 279,999	42	108	30	30010
280,000 TO 289,999	54	78	18	39891
290,000 TO 299,999	44	332	76	52481
300,000 TO 309,999	60	168	19	86028
310,000 TO 319,999	44	3176	623	21279

2014 RMLS TOTAL - \$ VOLUME

\$2,926,365,000

LISTINGS

9,158

SALES

5,714

THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



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

**SAN FERNANDO VALLEY**  
**COMPARABLE SALES ANALYSIS 2008 - 2014**  
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)  
TOTAL MONTH BY MONTH

	2009					2010					2011					2012					2013					2014				
	LIST	SALES	\$ VOL MIL.	% SALES TO LIST		LIST	SALES	\$ VOL MIL.	% SALES TO LIST		LIST	SALES	\$ VOL MIL.	% SALES TO LIST		LIST	SALES	\$ VOL MIL.	% SALES TO LIST		LIST	SALES	\$ VOL MIL.	% SALES TO LIST		LIST	SALES	\$ VOL MIL.	% SALES TO LIST	
<b>JAN</b>	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		1,338	786	393.2	58.7	
<b>FEB</b>	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		1,388	732	375.5	52.7	
<b>MAR</b>	2004	1,148	428.6	57.3		2,231	1,131	523.3	50.7		1,875	1,050	430.7	56		1,515	1,085	427.4	71.6		1,377	1,337	470.8	77.8		1,565	903	473.0	57.7	
<b>APR</b>	1956	1,275	487.5	65.2		2,212	1,188	526.9	53.7		1,740	1,052	394.2	60.5		1,387	1,140	448.8	82.2		1,549	1,114	559.3	71.9		1,548	1,124	589.4	72.6	
<b>MAY</b>	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		1,608	1,083	582.2	67.4	
<b>JUNE</b>	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		1,711	1,086	574.2	63.5	
<b>JUL</b>	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						
<b>AUG</b>	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						
<b>SEPT</b>	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						
<b>OCT</b>	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						
<b>NOV</b>	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						
<b>DEC</b>	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	1,263	534.9	163.8		818	1,091	536	133.4						
<b>TOTAL</b>	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		16,407	13,177	6,315.3	80.71						
<b>AVG. SALE PRICE</b>			<b>\$417,181</b>					<b>\$429,200</b>					<b>\$395,470</b>					<b>\$392,470</b>					<b>\$479,270</b>							



## SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR JUNE

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
<b>ACTIVE INVENTORY</b>								
New Listings	114	155	127	181	196	773	562	1,335
Total Active Listings	184	242	232	305	398	1,361	1,125	2,486
Average Days on Market	70	63	63	69	64	66	76	70
Average List Price in Thousands	400.2	1,089.2	1,066.1	680.6	1,456.5	1,008.0	545.8	798.8
Median List Price in Thousands	380.0	765.0	699.0	599.0	800.0	649.0	329.0	525.0
BOMS	26	24	19	29	42	140	83	223
Average BOM Price in Thousands	381.5	860.1	747.4	536.3	955.8	717.6	395.9	597.9
BOM to Sale Ratio	34.7	23.1	20.9	25.2	30.0	26.7	28.7	27.4
Expirations	6	15	16	20	25	82	81	163
<b>PENDING SALES</b>								
New Escrows Opened	98	103	79	132	134	546	342	888
Total YTD Escrows Opened	504	571	464	661	764	2,964	1,835	4,799
New Open Escrows Average Days on Market	31	30	33	36	52	37	52	43
New Open Escrows Average List Price	381.6	846.4	782.7	597.7	815.8	686.1	439.8	591.3
<b>CLOSED SALES:</b>								
New Escrows Closed	75	104	91	115	140	525	289	814
Total YTD Escrows Closed	424	530	435	562	670	2,621	1,611	4,232
Volume of New Sales Dollars in Millions	27.814	79.837	72.748	66.746	103.519	350.664	126.072	476.735
Volume of total YTD Sales in Millions	152.692	426.196	339.608	325.812	527.672	1,771.980	661.907	2,433.886
Average Sale price in Thousands	370.9	767.7	799.4	580.4	739.4	667.9	436.2	585.7
Median Sale Price in Thousands	375.0	640.0	580.0	552.2	580.0	536.0	310.0	462.0
Coop Sales	56	81	70	85	118	410	226	636
Percent of Coop Sales	74.7	77.9	76.9	73.9	84.3	78.1	78.2	78.1
Average Days on Market	102	80	95	87	91	90	120	101
Sales at List Price	52	66	44	49	50	261	142	403
Percent of Sales at List Price	69.3	63.5	48.4	42.6	35.7	49.7	49.1	49.5
Sales to Listing Inventory Ratio	40.8	43.0	39.2	37.7	35.2	38.6	25.7	32.7
Final Sale to New Listing Ratio	65.8	67.1	71.7	63.5	71.4	67.9	51.4	61.0
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO	5	0	3	5	1	14	18	32
Seller Concessions	0	0	0	0	0	0	3	3
Short Sale	6	8	5	8	6	33	38	71
Standard	63	96	81	102	130	472	225	697
Other	0	0	1	0	3	4	5	9

## SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR JUNE

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
<b>ACTIVE INVENTORY</b>								
New Listings	32	73	55	53	47	260	116	376
Total Active Listings	64	126	92	78	87	447	225	672
Average Days on Market	102	67	56	54	69	68	120	85
Average List Price in Thousands	277.7	430.6	377.0	386.2	428.5	389.5	423.9	401.0
Median List Price in Thousands	235.0	399.0	319.9	365.0	359.5	355.0	359.9	355.9
BOMS	10	13	9	9	9	50	26	76
Average BOM Price in Thousands	265.8	430.7	349.3	321.3	314.5	342.4	357.6	347.6
BOM to Sale Ratio	37.0	32.5	26.5	25.0	23.1	28.4	27.1	27.9
Expirations	4	13	6	6	6	35	25	60
<b>PENDING SALES</b>								
New Escrows Opened	35	52	33	34	34	188	79	267
Total YTD Escrows Opened	166	256	191	199	209	1,021	444	1,465
New Open Escrows Average Days on Market	48	40	49	38	59	46	46	46
New Open Escrows Average List Price	259.7	464.3	303.9	325.3	385.0	358.6	445.7	384.4
<b>CLOSED SALES:</b>								
New Escrows Closed	27	40	34	36	39	176	96	272
Total YTD Escrows Closed	150	241	178	181	192	942	420	1,362
Volume of New Sales Dollars in Millions	6.948	15.895	10.161	13.634	14.621	61.260	36.284	97.543
Volume of total YTD Sales in Millions	37.896	97.083	62.414	64.532	71.800	333.724	158.755	492.479
Average Sale price in Thousands	257.3	397.4	298.9	378.7	374.9	348.1	378.0	358.6
Median Sale Price in Thousands	245.0	382.0	250.0	350.0	308.0	325.0	329.0	327.5
Coop Sales	18	32	30	32	29	141	70	211
Percent of Coop Sales	66.7	80.0	88.2	88.9	74.4	80.1	72.9	77.6
Average Days on Market	157	102	75	81	115	104	141	117
Sales at List Price	16	21	16	13	14	80	48	128
Percent of Sales at List Price	59.3	52.5	47.1	36.1	35.9	45.5	50.0	47.1
Sales to Listing Inventory Ratio	42.2	31.7	37.0	46.2	44.8	39.4	42.7	40.5
Final Sale to New Listing Ratio	84.4	54.8	61.8	67.9	83.0	67.7	82.8	72.3
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO	1	2	3	0	1	7	4	11
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	6	3	1	1	5	16	17	33
Standard	20	35	30	35	33	153	73	226
Other	0	0	0	0	0	0	2	2

## SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR JUNE

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	11	6	57	29	23	62	18	79	285	77	362
Total Active Listings	37	22	102	47	46	103	33	131	521	168	689
Average Days on Market	86	118	61	78	65	67	63	53	67	75	69
Average List Price in Thousands	551.5	856.1	680.3	589.3	657.8	577.8	737.0	737.4	666.1	364.5	592.6
Median List Price in Thousands	519.0	725.0	500.0	524.0	549.0	569.0	725.0	599.9	575.0	269.0	525.0
BOMS	4	1	19	1	5	4	5	15	54	16	70
Average BOM Price in Thousands	451.0	399.0	548.3	424.9	848.7	425.0	578.8	610.5	574.8	258.5	502.5
BOM to Sale Ratio	33.3	33.3	51.4	3.8	41.7	8.5	55.6	34.1	28.4	30.8	28.9
Expirations	1	1	4	2	1	5	7	4	25	9	34

### PENDING SALES

New Escrows Opened	3	9	52	28	14	46	14	52	218	45	263
Total YTD Escrows Opened	53	31	257	147	88	260	58	289	1,183	288	1,471
New Open Escrows Average Days on Market	116	48	49	34	42	55	45	42	47	49	47
New Open Escrows Average List Price	583.8	421.7	473.2	468.8	480.2	505.8	676.5	609.1	524.8	317.2	489.3

### CLOSED SALES:

New Escrows Closed	12	3	37	26	12	47	9	44	190	52	242
Total YTD Escrows Closed	50	23	215	118	79	216	40	249	990	255	1,245
Volume of New Sales Dollars in Millions	5.166	1.659	17.754	13.664	5.767	22.680	6.762	29.958	103.410	19.009	122.419
Volume of total YTD Sales in Millions	20.138	11.127	102.412	55.640	38.072	105.584	27.644	146.781	507.398	83.937	591.335
Average Sale price in Thousands	430.5	553.0	479.8	525.5	480.5	482.6	751.3	680.9	544.3	365.6	505.9
Median Sale Price in Thousands	417.5	549.0	450.0	434.0	445.0	470.0	750.0	579.0	481.0	230.0	454.9
Coop Sales	10	2	31	23	12	38	7	35	158	41	199
Percent of Coop Sales	83.3	66.7	83.8	88.5	100.0	80.9	77.8	79.5	83.2	78.8	82.2
Average Days on Market	92	70	89	111	124	109	133	81	99	100	99
Sales at List Price	3	2	20	14	3	28	1	20	91	24	115
Percent of Sales at List Price	25.0	66.7	54.1	53.8	25.0	59.6	11.1	45.5	47.9	46.2	47.5
Sales to Listing Inventory Ratio	32.4	13.6	36.3	55.3	26.1	45.6	27.3	33.6	36.5	31.0	35.1
Final Sale to New Listing Ratio	109.1	50.0	64.9	89.7	52.2	75.8	50.0	55.7	66.7	67.5	66.9

### CLOSED SALES TYPE

Foreclosure / REO	0	0	3	0	0	1	0	0	4	3	7
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	7	1	0	6	0	1	15	7	22
Standard	12	3	27	24	12	39	8	43	168	42	210
Other	0	0	0	1	0	1	1	0	3	0	3

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR JUNE

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	36	4	20	16	6	38	120	11	131
Total Active Listings	1	0	61	3	27	22	12	59	185	21	206
Average Days on Market	360	0	70	29	57	48	86	69	67	49	65
Average List Price in Thousands	289.0	0.0	241.0	346.3	258.5	297.3	361.7	385.3	306.0	308.7	306.3
Median List Price in Thousands	289.0	0.0	235.0	375.0	235.0	302.5	342.0	360.0	292.0	300.0	295.0
BOMS	0	0	10	0	1	0	2	7	20	4	24
Average BOM Price in Thousands	0.0	0.0	210.4	0.0	239.0	0.0	322.4	289.3	250.6	387.0	273.4
BOM to Sale Ratio	0.0	0.0	76.9	0.0	5.9	0.0	33.3	18.4	20.6	80.0	23.5
Expirations	0	0	0	0	0	0	0	3	3	2	5

### PENDING SALES

New Escrows Opened	0	0	23	2	23	14	8	30	100	7	107
Total YTD Escrows Opened	0	0	119	6	110	87	30	191	543	52	595
New Open Escrows Average Days on Market	0	0	39	16	43	37	45	29	37	44	37
New Open Escrows Average List Price	0.0	0.0	257.8	390.0	245.0	307.7	337.5	356.9	300.6	433.4	309.3

### CLOSED SALES:

New Escrows Closed	0	0	13	0	17	23	6	38	97	5	102
Total YTD Escrows Closed	0	0	110	5	91	79	20	176	481	43	524
Volume of New Sales Dollars in Millions	0.000	0.000	2.850	0.000	3.935	6.924	2.134	13.547	29.390	1.402	30.792
Volume of total YTD Sales in Millions	0.000	0.000	26.759	1.097	21.489	22.442	6.844	57.371	136.002	14.833	150.835
Average Sale price in Thousands	0.0	0.0	219.2	0.0	231.5	301.1	355.6	356.5	303.0	280.4	301.9
Median Sale Price in Thousands	0.0	0.0	219.9	0.0	233.0	322.5	345.0	340.0	290.0	270.0	289.9
Coop Sales	0	0	10	0	15	21	5	31	82	5	87
Percent of Coop Sales	0.0	0.0	76.9	0.0	88.2	91.3	83.3	81.6	84.5	100.0	85.3
Average Days on Market	0	0	73	0	108	123	94	93	100	73	99
Sales at List Price	0	0	8	0	9	11	2	15	45	4	49
Percent of Sales at List Price	0.0	0.0	61.5	0.0	52.9	47.8	33.3	39.5	46.4	80.0	48.0
Sales to Listing Inventory Ratio	0.0	0.0	21.3	0.0	63.0	104.5	50.0	64.4	52.4	23.8	49.5
Final Sale to New Listing Ratio	0.0	0.0	36.1	0.0	85.0	143.8	100.0	100.0	80.8	45.5	77.9

### CLOSED SALES TYPE

Foreclosure / REO	0	0	2	0	1	0	0	2	5	0	5
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	1	0	3	5	0	2	11	1	12
Standard	0	0	10	0	13	18	6	33	80	4	84
Other	0	0	0	0	0	0	0	1	1	0	1

RESIDENTIAL PROPERTIES LISTED

493

RESIDENTIAL PROP. ESCROW OPENED

370

RESIDENTIAL PROP. ESCROW CLOSED

344

JUNE SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	11	6	93	33	43	78	24	117	405	88	493
TOTAL ACTIVE LISTINGS	38	22	163	50	73	125	45	190	706	189	895
AVERAGE DAYS ON MARKET	94	118	65	75	62	64	69	58	72	72	68
AVERAGE LIST PRICE IN THOUSANDS	544.6	856.1	515.9	574.8	510.1	528.5	636.9	628.1	571.7	358.3	526.7
MEDIAN LIST PRICE IN THOUSANDS	510.0	725.0	399.9	499.0	459.0	529.0	699.5	539.0	499.0	275.0	460.0
BOMS	4	1	29	1	6	4	7	22	74	20	94
AVERAGE BOM PRICE IN THOUSANDS	451.0	399.0	431.8	424.9	747.1	425.0	505.5	508.3	487.2	284.2	444.0
BOM TO SALE RATIO	33.3	33.3	58.0	3.8	20.7	5.7	46.7	26.8	25.8	35.1	27.3
EXPIRATIONS	1	1	4	2	1	5	7	7	28	11	39

PENDING SALES:

NEW ESCROWS OPENED	3	9	75	30	37	60	22	82	318	52	370
TOTAL YTD ESCROWS OPENED	53	31	376	153	198	347	88	480	1,726	340	2,066
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	116	48	46	32	43	51	45	37	44	48	44
NEW OPEN ESCROWS AVERAGE LIST PRICE	583.8	421.7	407.2	463.5	334.0	459.6	553.2	516.8	454.3	332.9	437.3

CLOSED SALES:

NEW ESCROWS CLOSED	12	3	50	26	29	70	15	82	287	57	344
TOTAL YTD ESCROWS CLOSED	50	23	325	123	170	295	60	425	1,471	298	1,769
VOLUME OF NEW SALE DOLLARS IN MILLIONS	5,166	1,659	20,604	13,664	9,701	29,605	8,895	43,505	132,800	20,411	153,211
VOLUME OF TOTAL YTD SALES IN MILLIONS	20,138	11,127	129,172	56,737	59,561	128,026	34,488	204,152	643,401	98,769	742,170
AVERAGE SALE PRICE IN THOUSANDS	430.5	553.0	412.1	525.5	334.5	422.9	593.0	530.6	462.7	358.1	445.4
MEDIAN SALE PRICE IN THOUSANDS	417.5	549.0	385.0	434.0	285.0	419.9	615.0	450.0	425.0	238.0	412.5
COOP SALES	10	2	41	23	27	59	12	66	240	46	286
PERCENT OF COOP SALES	83.3	66.7	82.0	88.5	93.1	84.3	80.0	80.5	83.6	80.7	83.1
AVERAGE DAYS ON MARKET	92	70	85	111	114	114	117	86	99	98	99
SALES AT LIST PRICE	3	2	28	14	12	39	3	35	136	28	164
PERCENT OF SALES AT LIST PRICE	25.0	66.7	56.0	53.8	41.4	55.7	20.0	42.7	47.4	49.1	47.7
SALES TO LISTING INVENTORY RATIO	31.6	13.6	30.7	52.0	33.7	56.0	39.7	40.7	40.7	38.4	38.4
FINAL SALE TO NEW LISTING RATIO	109.1	50.0	53.8	78.8	67.4	89.7	62.5	70.1	70.9	64.8	69.8

CLOSED SALES TYPE

FORECLOSURE/REO	0	0	5	0	1	1	0	2	9	3	12
SELLER CONCESSIONS	0	0	0	0	0	0	0	0	0	0	0
SHORT SALE	0	0	8	1	3	11	0	3	26	8	34
STANDARD	12	3	37	24	25	57	14	76	248	46	294
NOT SPECIFIED	0	0	0	1	0	1	1	1	4	0	4

SELLING PRICE RANGE:

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION	%
LESS THAN 100,000	32	13	5	4	13625	12.6
100,000 TO 109,999	2	0	1	1	7700	6.7
110,000 TO 119,999	9	4	1	1	4000	3.4
120,000 TO 139,999	87	13	7	5	19025	11.4
140,000 TO 159,999	51	14	8	5	5601	3.4
160,000 TO 179,999	59	18	12	7	17549	8.1
180,000 TO 199,999	71	19	8	5	353	3.3
200,000 TO 249,999	37	82	19	7	6419	4.8
250,000 TO 299,999	49	34	34	21	16777	5.0
300,000 TO 349,999	34	53	27	15	1827	0.3
350,000 TO 399,999	31	67	31	14	883	0.1
400,000 TO 449,999	41	78	42	23	7463	0.8
450,000 TO 499,999	30	76	34	17	184380	5.2
500,000 TO 549,999	27	58	21	8	337114	0.9
550,000 TO 599,999	24	62	16	12	11174	1.9
600,000 TO 699,999	44	82	24	15	307580	6.6
700,000 TO 799,999	76	56	8	8	25844	3.3
800,000 TO 899,999	53	30	9	6	35421	4.0
900,000 TO 999,999	53	15	1	1	50000	5.3
1,000,000 TO 1,999,999	39	44	9	5	41857	2.8
MORE THAN 2,000,000	12	9	1	1	45000	1.6
TOTALS	41	845	318	181	68305	2.5

2014 RMLS TOTAL - \$ VOLUME

\$742,170,000

SALES

1,793

LISTINGS

2,776

THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.





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Fast Reliable, inexpensive plumbing repairs. Water  
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(661)298-2084 JOHN/JUNECARPETSHAMPOO (818)929-9242  
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**PERMIT PLAN PERMIT PLAN**  
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VIOLATION ALEX .. (818) 497-3799  
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CIEC, CMRS, WRT ASB-BI/MP 818-707-7725  
Exp. #1 (1-2015)

**SWIMMING POOL INSPECTIONS**  
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THE POOLWORKS 805-577-6822  
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Exp. #10 (9-14)

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WILL BE READY FOLLOWING DAY  
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Exp. #10 (10-17-14)

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Josh Salem 818-371-7295  
Exp. #8 (8-1-14)

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LOT LINES, LOT LINE ADJUSTMENT,  
ARCHITECTURAL SURVEY,  
CERT OF COMPLIANCE, FEMA ELEV CERT.  
DAN MAY.....661-776-5554  
Exp. #1 (1-1-15)

INVESTOR SEEKING ONGOING RELATIONSHIP WITH REALTORS  
THAT HAVE FSBO, POCKET LISTINGS, FIXERS ETC.  
YOU WILL REPRESENT ME AND WORK WITH ME AFTER FIX-UP.  
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- Fast report (fax or e-mail)
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- All works fully guaranteed
- We will beat or meet other bid

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  - Shower head
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**#1  
OFFICE**

- In Listings Sold
- In Listings Sold Vol.



### Congratulations to the Entire Team.

Based on information from the Southland Regional/Association Board of Realtors (Alternatively, from the SO/CAL REGIONAL MLS) for the time frame of January 1, 2014 through May 31, 2014. Greater San Fernando Valley area Latitude, Longitude is around 34.24, 118.47.



WWW.PARKREGENCY.COM/AGENTCENTER

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818-363-6116 \ 10146 BALBOA BLVD., GRANADA HILLS, CA 91344  
BRE #01231306



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- Emergency Preservation
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- Carpet - Vinyl - tile
- Exterior Paint

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www.stylnconstruction.com

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Fax: (818) 407-1462

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100%  
COMMISSION



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**7232 Balboa Blvd.  
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**Read REALTOR® Report on-line at [www.srar.com](http://www.srar.com)**

## AREA MEETING ANNOUNCEMENTS

### **EAST NORTH**

**Thursdays**

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

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

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

Time: 8:45am

### **OUTWEST**

**Fridays**

Chairperson: Larry Gutierrez  
Phone: (818) 416-7077

Co-Chair: Steve Peterson  
Phone: (818) 914-2536

Education Chairman: Ron Henderson  
Phone: (818) 999-2945

Location: Coco's Restaurant  
22200 Sherman Way  
Canoga Park, CA 91303

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

Affiliate Networking, MLS Pitches, Caravan,  
Guest Speakers

### **COMM. INVST. PROP.**

**3<sup>rd</sup> Tues of mo.**

Chairperson: Brian Hatkoff, CCIM

Phone: (818) 701-7789

Web: [www.commercialdataexchange.com](http://www.commercialdataexchange.com)

Time: 8:30 A.M.

Location: SRAR Auditorium  
7232 Balboa Blvd., Van Nuys

### **BUSINESS OPPORTUNITY**

**4<sup>th</sup> Tues of mo.**

Chairperson: Havery Osherenko

Phone: 818-522-7592 - [harveyok2@yahoo.com](mailto:harveyok2@yahoo.com)

Location: SRAR Auditorium, 7232 Balboa Blvd.,  
Van Nuys, CA 91406

Time: 9:00 a.m.

### **R.E. NETWORK**

**Fridays (expt. holidays)**

Contact For Information: Bud Mauro

Phone: (818) 349-9997

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

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

### **SCV CARAVAN**

**2nd & 4th Fridays**

Chairperson: Dean Vincent

818-802-8856 or [MDeanVincent@RealtyExecutives.com](mailto:MDeanVincent@RealtyExecutives.com)

Location: SRAR SCV Division

20655 Soledad Canyon Rd #33, Canyon Country 91351

Dates: 2<sup>nd</sup> and 4<sup>th</sup> Fridays of the month

Time: 8:30am

Upcoming Meetings:

August	22	September	26
September	12	October	10