

REALTOR® REPORT

August/September, 2014

The Official Publication of Southland Regional Association of REALTORS®

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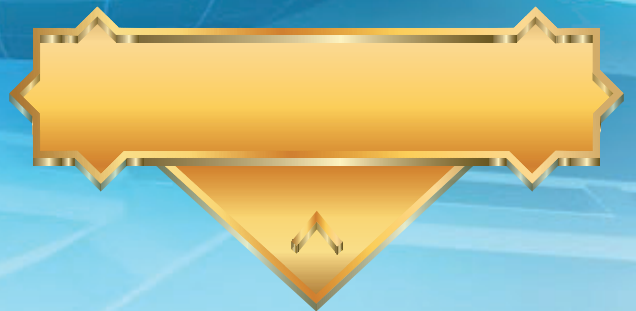
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JULY HOME SALES HIGHEST IN 14 MONTHS

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

With the selection of homes listed for sale steadily expanding, buyers during July closed escrow on the highest number of single-family home sales in 14 months, the Southland Regional Association of Realtors reported today.



Realtor® Roger Hance
2014 SRAR President

A total of 562 homes changed owners during July, up 7.3 percent over a year ago and 7.0 percent ahead of this June's tally.

The 197 condominiums that sold during July were down 19.3 percent compared to a year ago, but up 11.9 percent from

this June.

"The fact that single-family home sales have increased signals that we've transitioned into a normal market," said Roger Hance, president of the Southland Regional Association of Realtors. "Last year the market was busier, but that was driven by the presence of distressed properties, which have largely vanished, and all-cash buyers, who are few in number and highly selective now that prices are higher and the bargains are gone."

The median price of single-family homes came in at \$520,000, up a modest 3.0 percent, yet off by the the same percentage from the June median, which was the highest since December 2007.

The condominium median price of \$309,000 was off 6.4 percent from July 2013 and 4.9 percent lower than the June 2014 median. Home and condominium median prices have increased 53.4 percent and 67.0 percent from their respective record lows for this cycle yet both are still well short—20.6 percent and 25.6 percent respectively—of their record highs.

Hance and Jim Link, the Association's chief executive officer, agreed that prices are

flattening and unlikely to soar near record heights anytime soon, which is another signal that the market is settling into a newfound stability.

"It's back to basics, in that negotiating is again standard. No more bidding wars with over list price offers," Link said.

"Sellers asking too much see little or no activity. Instead of multiple offers over list price, which were common a year ago, offers below asking price are spreading now, which keeps prices in check."

An expanding inventory gives buyers more choices and leverage in negotiations, yet the number of homes on the market remains well short of what the market needs.

A total of 1,874 active listings were reported at the end of July, up 27.5 percent from a year ago and the largest inventory since March 2012. At the current pace of sales that represents a 2.5-month supply compared to the 1.4-month inventory of July 2013. A 6-month supply is desired. Hance and Link also said that recent changes in how FICO credit scores are calculated may expand the pool of prospective buyers, especially if lenders, as expected, pull back from overly strict lending guidelines.

"We sure do not want another run up in prices or another market meltdown," Link said. "Hopefully, the new guidelines that are emerging will be reflective of a borrower's true ability to repay the loan, not some unattainable standard."

Distressed sales continued to fade away with foreclosure-related and short sales combined capturing 10.6 percent of total residential activity. There were 21 Real Estate Owned foreclosure sales and 59 short sales during July. For comparison, April 2013 saw 77 REOs and 146 short sales, capturing 29.6 percent of total sales.

Standard sales, involving traditional buyers and sellers, cornered 88.0 percent of July sales. In January 2013 standard sales made up 65.0 percent of total activity.

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REALTOR® REPORT

The Official Publication of SRAR

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CONSUMER PRICE INDEXES

JUNE 2014

| \$ | INDEXES | | | PERCENT CHANGE | | |
|---|-----------|----------|-----------|----------------|-----------|-----------|
| | | | | YEAR ENDING | | |
| | JUNE 2013 | MAY 2014 | JUNE 2014 | MAY 2013 | JUNE 2014 | JUNE 2014 |
| Los Angeles - Riverside - Orange County | 239.223 | 243.362 | 243.528 | 1.7 | 1.8 | 0.1 |

NAR ANNOUNCES LAUNCH OF .REALTOR TOP-LEVEL DOMAIN

MEDIA CONTACT: JANE DOLLINGER / 202-383-1042 / EMAIL

WASHINGTON (August 18, 2014) –The National Association of Realtors®’ new .REALTOR top-level domain will be available October 23, 2014 to members of NAR and the Canadian Real Estate Association.

The Internet is undergoing vast changes with the creation of over 1,900 new top-level domains, and with nine out of 10 recent buyers beginning their home search online, it has become even more critical for Realtors® to create a branded space online.

The .REALTOR domain will help Realtors® stand apart from other real estate professionals, creating a more positive online experience for consumers who are searching for information on buying or selling property. Having a .REALTOR domain will inform consumers that they are working with a Realtor®, a trusted real estate professional who subscribes to NAR’s strict Code of Ethics.

“This is truly an exciting time for NAR members to be on the cutting edge of Internet technology,” said NAR President Steve Brown, co-owner of Irongate, Inc. Realtors® in Dayton, Ohio. “NAR is one of the first associations to be approved to offer a top-level domain for its membership, demonstrating our organization’s commitment to its members and showcasing the value of the Realtor® brand. When consumers visit a .REALTOR website they will know that they have reached a source of comprehensive and accurate real estate information as well as someone with unparalleled insight into the local market.”

CREA, the owner of the Realtor® mark in Canada, is NAR’s exclusive marketing partner for the new .REALTOR domain in Canada. “We are excited to offer this new and unique branding opportunity to our members,” said CREA President Beth Crosbie, sales associate at Coldwell Banker Pro Co. in St. John’s, Newfoundland. “A .REALTOR domain communicates the positive attributes of trust, professionalism and community that consumers associate with the Realtor® name.”

The top-level domain will be made available only to real estate professionals who are Realtors®, members of NAR or CREA. The domain will also be made available to state and local Realtor® associations, association multiple listing services, affiliated institutes, societies and councils and NAR strategic business partners.

NAR began the application process for the top-level domain seven years ago through the Internet Corporation for Assigned Names and Numbers, the organization that coordinates domains and Internet Protocol addresses around the world. Throughout the application, review and development process, NAR has worked closely with Second Generation subsidiary Real Estate Domains, LLC, an investment firm and registry operator for the top-level domain .JOBS.

“We are so pleased to help our partner, NAR, build a new future on the Internet,” said Tom Embrescia, chairman of Second Generation, Ltd. “Applying for a top-level-domain is extremely complex and intricate, but all that work has resulted in an amazing benefit for Realtors®.”

NAR will provide the first 500,000 members who register for a .REALTOR domain with a free one-year license, and CREA will provide 10,000 free domains to members on a first-come, first-serve basis. For more information, visit www.about.REALTOR.

[The National Association of Realtors®](http://www.about.REALTOR) “The Voice for Real Estate®,” is America’s largest trade association, representing 1 million members involved in all aspects of the residential and commercial real estate industries.

[The Canadian Real Estate Association \(CREA\)](http://www.about.REALTOR) is one of Canada’s largest single-industry trade associations, representing more than 111,000 Realtors® working through some 90 real estate boards and associations.

Second Generation Ltd (“Second Gen”), headquartered in Cleveland, Ohio, is an Embrescia family investment firm that actively works with talented management teams to develop businesses that have potential for significant growth and long-term value. For over three decades, Second Gen and its affiliates have owned and operated FCC licensed radio and television properties super serving markets throughout the United States as well as investing in manufacturing, real estate and medical innovations. Among its diverse investments, Second Gen is the owner of the .JOBS top-level domain on the Internet sponsored by the Society for Human Resource Management.

A TALE OF TWO RECOVERIES

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

**THE RULE OF THUMB USED TO BE THAT
COMMERCIAL REAL ESTATE RECOVERED
TWO YEARS AFTER THE BROADER
ECONOMY STARTED IMPROVING. NOT
THIS TIME.**



"DR. LAWRENCE YUN, CHIEF ECONOMIST
OF THE NATIONAL ASSOCIATION OF REALTORS"

The recovery continues at a languid, inconsistent pace well below historical standards—with GDP under 3 percent for nine straight years.

Yet within that tepid improvement there have been some clear winners.

Surprisingly, "California is number ten on the list of fastest growing states. That's what the data says," said Dr. Lawrence Yun, the chief economist of the National Association of Realtors and the keynote speaker at Tuesday's Commercial Real Estate Forum presented by the Commercial Real Estate Division of the Southland Regional Association of Realtors. Jan Perry, general manager of L.A. Economic and Workforce Development Department, and Greg McWilliams, president of Newhall Land and Farming Co., were the two other panelists.

"But job creation," Yun continued, "has been principally in the Bay Area," driven by the "high skill set of the employees."

From 2010 to 2014, Northern California created enough jobs to fill four stadiums. Los Angeles, by comparison, is well along the recovery path, but it's a much slower slog.

Nationally, the economy has added 8 million jobs, enough to make up what was lost, but not enough to meet demand of new graduates. What's happening in commercial real estate is not all that different from the issues hampering a more robust recovery of the general economy. Northern Cal does fine; SoCal limps along. Big banks, awash in cash, fund mammoth commercial real estate purchase, but home builders cannot get construction loans. Small lenders and local credit units are frozen in place, like so many deer in headlights, fearful of a visit from a regulator, aware that only half of the Dodd-Frank regulations have been implemented. Huge corporations have stashes of cash, like so many "Breaking Bad" dealers, with easy access to inexpensive loans, while mom and

pop bakers can't get bucks for a new oven. Big commercial real estate brokers sell \$430 billion worth of properties priced over \$2.5 million, which investors from around the world covet; small commercial brokers can barely cobble a deal together for properties under \$2 million.

Then there are the usual tropes: the 1 percent compete for the largest yacht; the working poor can't pay rent on minimum wage, while the middle class wonder if the class even exists. It truly is a tale of two recoveries. If this recovery had followed previous patterns, Yun said, each of us might be \$4,700 richer, and that would have gone a long way toward pumping up the economy. That's the \$1.3 trillion difference between having a GDP consistently above 3 percent, as in past recoveries, and not the below 3 percent of the past nine years.

It's also why, Yun said, some parents believe their kids, who are drowning under student loans, will not have the same opportunities they had, even though household net worth is at an all-time high.

"The good news for commercial real estate," Yun said, "is that you're in the sixth and seventh year and prices are turning positive."

Big commercial real estate deals peaked in 2007 at \$571 billion, then plunged to 67 billion at the depth of the Great Recession. Last year it was at \$355 billion, and Yun projects it will rise to \$430 billion by 2016.

Even small commercial brokers said in a survey during the first quarter of this year that they were more optimistic. Sales volumes were up 11 percent, prices posted a positive number—albeit 1 percent is nothing to rave about—leasing was up 5 percent, and rental rates rose 2 percent. As vacancy rates continue to fall, rents and prices will rise.

Office vacancy rates have stayed high as employers cram more workers into smaller spaces, but Yun said, the trend that has 30 workers stuffed into space once reserved for one has hit its limits.

"Rather than giving a cubicle, even residential real estate firms are giving agents a \$100 computer bag that is their portable office for use in a common space. But soon they will need more space."

Higher density and micro-living spaces also may gain popularity in Los Angeles as rents continue to rise, with the average apartment rent around \$1,500, and the vacancy rate at 3 percent and dropping lower.

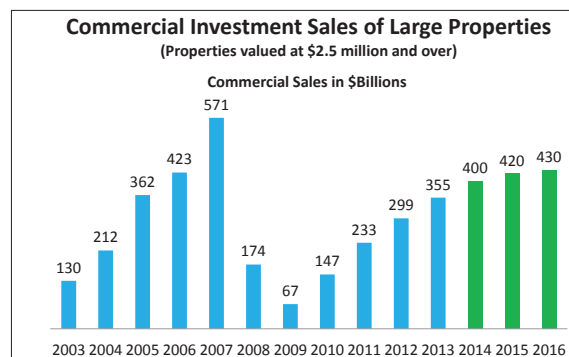
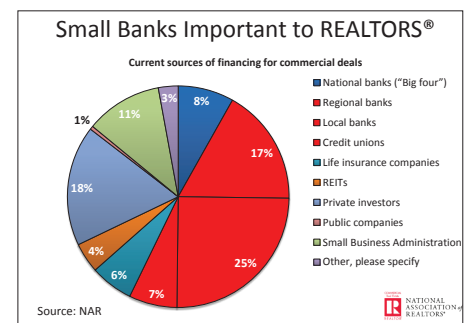
"Owners can charge higher rent because tenants have nowhere to go," Yun said, noting that California historically has had a housing shortage with nothing in sight to alleviate it.

Yun said the future for commercial real estate is relatively bright, even with the persistent dichotomies—except for one black cloud on the horizon, the one over Washington, D.C.

The linkage between commercial and residential real estate is more than jobs, which generates home sales. It's time, Yun said, for residential brokers to throw their political weight in with their far fewer commercial brethren in an effort to stave off potentially devastating legislative changes—such

as the proposed elimination of 1031 tax-deferred exchanges, and the need to preserve terrorism insurance for commercial structures.

"Realtors underestimate the power of their interest group," Yun said, insisting that has to change. Everyone has an interest they want preserved, he said, except the dead.





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SOUTHLAND REGIONAL
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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

Name of Nominee: _____

Company: _____

Reason for nomination: _____

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)

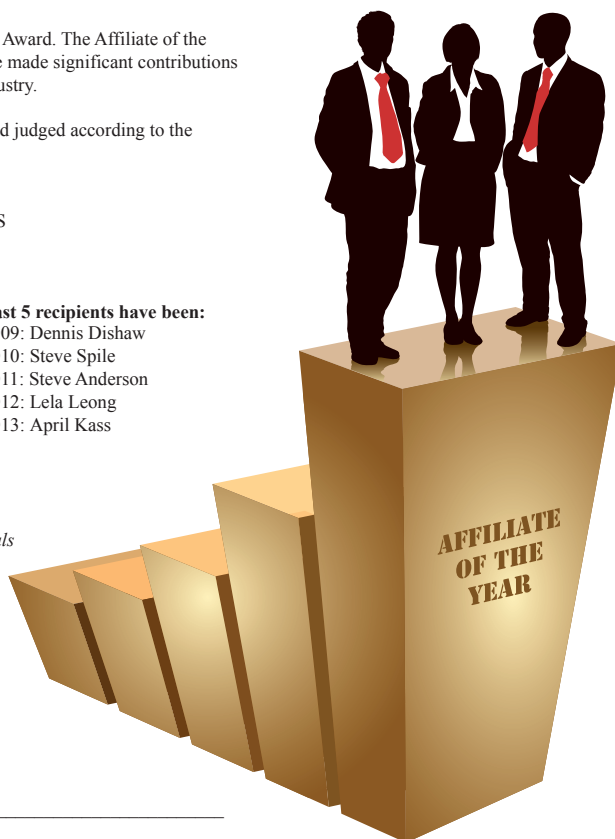
Qualifications:

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 .

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:

Honors & Awards:

Reasons for nominating this candidate:

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

Name of Nominee: _____

Company: _____

Reason for nomination: _____

Submitted by: _____

Company: _____

Telephone Number: _____

Email Address: _____

You may submit any additional
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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

Bell, David
David Bell-Broker
28005 Smyth Drive, Suite 198
Valencia, CA. 91355

Bell Jr., John Surry
Ala Carte Real Estate Solutions
21550 Oxnard Street, Suite 300
Woodland Hills, CA. 91367

Broussard, Anthony
Broussard Realty Inc.
22148 Ventura Blvd., Unit C
Woodland Hills, CA. 91364

De Martinis, Joseph Paul
Joseph De Martinis Real Estate Broker
12325 Tiera Street
Valley Village, CA. 91607

Fahimian, Nadia
Zara Equity Corp.
3454 Cloudcraft Dr.
Malibu, CA. 90265

Gatmaitan, Carlos
Platinum Group Realty, Inc.
18352 Kinzie St.
Northridge, CA. 91325

Karavas, John Daniel
Morgan Real Estate Group, Inc.
1308 S. Stanley Ave.
Los Angeles, CA. 90019

Kim, Jimmy
Homeside Funding
22125 Burbank Bl. Unit 4
Woodland Hills, CA. 91367

Langenbach, Matthew James
Matthew Langenbach
5422 Hermitage Ave. Apt. 206
Valley Village, CA. 91607

Leider, Aaron
AGL Brentwood, Inc.
11812 San Vicente Blvd. #100
Los Angeles, CA. 90049

Mafyan, Zhanna
Mafyan & Associates Inc.
2001 W. Magnolia Blvd. #B
Burbank, CA. 91506

Martinez Jr., Juan
Brookfield Partners, Inc.
18801 Ventura Blvd. #310
Tarzana, CA. 91356

Medina, Cecilia A.
Cecilia Medina
28511 Horseshoe Cir.
Santa Clarita, CA. 91390

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David Piotrowski, Broker
23504 Lyons Ave., Suite 402
Santa Clarita, CA. 91321

Potkin, Brian Edward
First Equity
14011 Ventura Blvd. #204E
Sherman Oaks, CA. 91423

Preston, Adam John
New Century Realty & Lending Inc.
4420 E. Mira Loma Ave. Ste. M
Anaheim, CA. 92807

Ray, Dennis C.
Contractors Funding Corporation
6320 Canoga Avenue, Suite 1500
Woodland Hills, CA. 91367

Saavedra, Luis Miguel
ADJ Realty
20341 Colina Drive
Santa Clarita, CA. 91351

Sabbah, Lionel
360 Realty
8383 Wilshire Blvd. #1030
Beverly Hills, CA. 90211

Siag, Danny
Danny Siag
14260 Ventura Blvd. #200
Sherman Oaks, CA. 91423

Tabak, Ami
Sandstone Realty, Inc.
28842 Consejo View Drive
Agoura Hills, CA. 91301

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

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David Arthur Berkovitz, Broker
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Westlake Village, CA. 91361

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

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Alpha Realtors & Financial Grp.
19600 Mayall St.
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Crawford, Andre
GHC Mortgage/Realtors
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Fischman, Jason Stuart
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Shadow Hills, CA. 91040

Jones, Kevin
Realty Professionals
150 South Glenoaks Blvd. #9128
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Tricia Kim, Broker
22534 Skipping Stone Dr.
Santa Clarita, CA. 91350

Kuytan, Marine
Marine Kuytan
13213 Saticoy St. #9
North Hollywood, CA. 91605

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21048 Constanos St.
Woodland Hills, CA. 91364

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Lucie Mahserejian
6633 Bianca Ave.
Lake Balboa, CA. 91406

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Quartz Hill, CA. 93536

Patatanyan, Vahe
Vahe Patatanyan
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Granada Hills, CA. 91344

Sangeorge, John Peter
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6659 Newcastle Ave.
Reseda, CA. 91335

Shields, James
Jamie Shields Realty
24631 Denis Ct.
Valencia, CA. 91355

Simmons, Barbara L.
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1008 W. Avenue M-14 Ste. A
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Davis, Louisa Jene / Re/Max Estates / Sherman Oaks
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Dutton, Anastasia Elizabeth / Keller Williams Realty-Studio City / Studio City
Elm, Leila / LRS Realty & Management Inc. / Chatsworth
Friedman, Elizabeth Susanna / Berkshire Hathaway HomeServices California Properties / Sherman Oaks
Gaines, Carlton Lee / Keller Williams North Valley / Porter Ranch
Gambourian, Asatur Art / Keller Williams Realty-Los Feliz / Los Angeles
Gandlin, Mark / Sellstate Preferred Properties / Encino
Gavin, William M. / Coldwell Banker Calabasas / Calabasas
Gonzalez, Maria Elena / Cal-Prime Realty / Valencia
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Grewal, Harmandeep / Wish Sotheby's International Realty / Sherman Oaks

Gutierrez, Alberto Jair / HomeSmart NCG / Newhall
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Haller, Andrew B. / Pinnacle Estate Properties, Inc. / Encino
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Hernandez, Erica Alexandra / Berkshire Hathaway HomeServices California Properties / Encino
Hill, Nena Albarico / HomeSmart NCG / Newhall
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Le, Alex / HNT Realty / Canoga Park
Li, Sha / Realty Executives / Newhall
Litinsky, Kevin / Boutique Realty / Tarzana
Litt, Amanda / Rodeo Realty / Studio City
Loveless, James Manuel / Century 21 Albert Foulad Realty / Encino
Luna, Elvia / Keller Williams Realty Calabasas / Calabasas
Lynch, Murphy C. / Coldwell Banker Greater Valleys / Granada Hills
Maoizadeh, Kourash / Pinnacle Estate Properties / Encino
Majarian, Mithran / The Virtual Realtors Group / Irvine
Martin, Craig Michael / Century 21 All Moves / Granada Hills
Marzbani, Nazi / Crestico Realty / Woodland Hills
Mayer-Bahr, John Robert Joseph / Lucy Nixon Realty / Santa Clarita
McComb, Gregory Wayne / Coldwell Banker Calabasas / Calabasas
McNeely, Sarah Suzanne / Melonas & Associates Inc. / Westlake Village
Messico, Alana Joe / A-Team Realty, Inc. / Woodland Hills
Messiah, Sameh Moris / Seven Stars Realty and Mortgage / Burbank
Messinger, Corinne Hind Issa / Rodeo Realty / Sherman Oaks
Moore, Chancellor Adam MacArthur / Coldwell Banker Residential Brokerage / Studio City
Mouradian, Arthur / Select Real Estate Services / Glendale
Nazari, Reza / Crestico Realty / Woodland Hills
Nogosek, Alexandra Mae / Realty Executives / Newhall
Oganesian, Inga / Blackstone Estates, Inc. / Glendale
Oh, David Kwang / Pirellis Property Management / Granada Hills
Olmos, Enriqueta / Century 21 All Moves / Granada Hills
Orellana, Fidel A. / Champion Realty / San Fernando

Oren, Efraim / Smart Homes Sales, Inc. / Sherman Oaks
Orsepyan, Susanna / Thrive Homes and Estates / Calabasas
Popielarski, Lorraine M. / Cobalt Realty Group / Santa Clarita
Quinlan, Vera Anne / Newcastle Realty / Santa Clarita
Ramin, Mitchell Louis / Exclusive Estate Properties Inc. / Toluca Lake
Ramirez, Giselle / Rodeo Realty / Sherman Oaks
Ravkina, Natasha / Boutique Realty / Tarzana
Rivera, Isidora / The Virtual Realtors Group / Irvine
Rocco, Tori Brienne / Keller Williams VIP Properties / Valencia
Ruiz Jr., Raymundo Martinez / Michael Green Realty & Inv. / Granada Hills
Salazar, Gonzalo J. / The Real Estate Plaza / Granada Hills
Senda, Olga / Park Regency Realty / Granada Hills
Senkowski, Stanley R. / Century 21 Hilltop / Simi Valley
Shapiro, Susan / Wish Sotheby's International Realty / Sherman Oaks
Siegrist, Jessica Denise / JohnHart Real Estate / Sherman Oaks
Sills, Bradley Andrew / Coldwell Banker / Sherman Oaks
Silvestri, Wesley Benjamin / HomeSmart NCG / Newhall
Singh, Bhupinder / East Lion Realty & Mortgage / Canoga Park
Soudin, Dayana Cindy / Century 21 Adobe / Agoura Hills
Soyangco, Robert R. / Gold Star Realty / Encino
Sreden, Matthew Philip / Realty Executives / Valencia
Tancredi, John / RE/MAX Olson & Associates / Woodland Hills
Thrall, Diane Martinez / Keller Williams Encino-Sherman Oaks / Encino
Tingling, Denise LaVerne / Rodeo Realty / Northridge
Topshy, Tony / Coldwell Banker Residential Brokerage / Sherman Oaks
Toumani, Steve / Coldwell Banker Residential Brokerage / Studio City
Tran, Quynh Mai / Century 21 All Moves / Granada Hills
Troost, Susan Marla / Keller Williams Realty-Studio City / Studio City
Van Dyk, Dana Lynn / Real Estate eBroker Inc. / Oceanside
Vidal, Benjamin / The Real Estate Plaza / Granada Hills
Waite, Caroline / Keller Williams Realty / Westlake Village
Walker, Allen Wade / Rite Choice Realty / Van Nuys
Wallace, Susan / Ready Properties / Calabasas
Ward, Barbara Regina / Keller Williams Realty / Northridge
Ward, Jonathan M. / Keller Williams Realty / Northridge
Weber, Anthony Robert / Genesis Realty / Irvine
Weiser, Jerry / Keller Williams Encino-Sherman Oaks / Encino
Xiang, Wenbin / Realty Executives / Newhall
Yanow, Dory / Keller Williams VIP Properties / Valencia
Yapir, Jorshari Bahareh / Castlerock Realty & Investments / Granada Hills

RESIDENTIAL PROPERTIES LISTED
1,673

RESIDENTIAL PROP. ESCROW OPENED
1,192

RESIDENTIAL PROP. ESCROW CLOSED
1,165

JULY SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

| EN | ES | CS | WN | WS | SFV TOT | EXT | TOTAL |
|--------------------------------------|-------|-------|-------|---------|---------|-------|-------|
| NEW LISTINGS..... | 134 | 251 | 161 | 245 | 1,030 | 643 | 1,673 |
| TOTAL ACTIVE LISTINGS..... | 264 | 395 | 320 | 499 | 1,874 | 1,435 | 3,309 |
| AVERAGE DAYS ON MARKET..... | 77 | 60 | 60 | 68 | 65 | 83 | 73 |
| AVERAGE LIST PRICE IN THOUSANDS..... | 364.5 | 858.4 | 849.4 | 1,240.3 | 838.4 | 537.3 | 707.8 |
| MEDIAN LIST PRICE IN THOUSANDS..... | 359.0 | 624.5 | 548.0 | 710.0 | 549.9 | 339.0 | 469.9 |
| BOMS..... | 37 | 34 | 30 | 34 | 160 | 107 | 267 |
| AVERAGE BOM PRICE IN THOUSANDS..... | 321.5 | 664.9 | 534.0 | 1,278.1 | 668.8 | 423.7 | 570.5 |
| BOM TO SALE RATIO..... | 22.7 | 25.2 | 25.2 | 19.8 | 21.1 | 22.9 | 22.9 |
| EXPIRATIONS..... | 11 | 23 | 26 | 39 | 122 | 104 | 226 |

PENDING SALES:

| | | | | | | | |
|--|-------|-------|-------|-------|-------|-------|-------|
| NEW ESCROWS OPENED..... | 119 | 175 | 123 | 195 | 785 | 407 | 1,192 |
| TOTAL YTD ESCROWS OPENED..... | 766 | 983 | 766 | 1,037 | 4,682 | 2,644 | 7,326 |
| NEW OPEN ESCROWS AVERAGE DAYS ON MARKET..... | 49 | 45 | 48 | 40 | 46 | 49 | 47 |
| NEW OPEN ESCROWS AVERAGE LIST PRICE..... | 348.1 | 732.9 | 645.9 | 536.1 | 599.9 | 431.2 | 542.3 |

CLOSED SALES:

| | | | | | | | |
|---|---------|---------|---------|---------|-----------|---------|-----------|
| NEW ESCROWS CLOSED..... | 132 | 150 | 119 | 186 | 759 | 406 | 1,165 |
| TOTAL YTD ESCROWS CLOSED..... | 705 | 917 | 726 | 923 | 4,296 | 2,420 | 6,716 |
| VOLUME OF NEW SALE DOLLARS IN MILLIONS..... | 44.419 | 108.218 | 74.082 | 101.212 | 439.338 | 161.041 | 600.379 |
| VOLUME OF TOTAL YTD SALES IN MILLIONS..... | 234.211 | 630.320 | 472.987 | 489.641 | 2,534.631 | 977.188 | 3,511.819 |
| AVERAGE SALE PRICE IN THOUSANDS..... | 336.5 | 721.5 | 622.5 | 544.2 | 578.8 | 396.7 | 515.3 |
| MEDIAN SALE PRICE IN THOUSANDS..... | 342.0 | 530.0 | 465.0 | 465.0 | 455.0 | 305.0 | 427.0 |
| COOP SALES..... | 91 | 116 | 97 | 155 | 599 | 319 | 918 |
| PERCENT OF COOP SALES..... | 68.9 | 77.3 | 81.5 | 83.3 | 78.9 | 78.6 | 78.8 |
| AVERAGE DAYS ON MARKET..... | 123 | 100 | 98 | 94 | 101 | 115 | 106 |
| SALES AT LIST PRICE..... | 79 | 73 | 61 | 99 | 393 | 218 | 611 |
| PERCENT OF SALES AT LIST PRICE..... | 59.8 | 48.7 | 51.3 | 53.2 | 51.8 | 53.7 | 52.4 |
| SALES TO LISTING INVENTORY RATIO..... | 50.0 | 38.0 | 37.2 | 47.0 | 40.5 | 28.3 | 35.2 |
| FINAL SALE TO NEW LISTING RATIO..... | 98.5 | 59.8 | 73.9 | 77.8 | 73.7 | 63.1 | 69.6 |

CLOSED SALES TYPE

| AVG. SELL TIME | ACTIVE NO. LISTINGS | TOTAL # SOLD | REDUCED \$ | \$ AVERAGE PRICE REDUCTION % | | | |
|-------------------------|---------------------|--------------|------------|------------------------------|----|-------|------|
| FORECLOSURE/REO..... | 9 | 2 | 6 | 15 | 12 | 4656 | 2.1 |
| SELLER CONCESSIONS..... | 0 | 0 | 0 | 2 | 1 | 33500 | 24.2 |
| SHORT SALE..... | 17 | 12 | 9 | 9 | 8 | 9913 | 7.8 |
| STANDARD..... | 105 | 134 | 101 | 169 | 13 | 7533 | 2.9 |
| OTHER..... | 1 | 2 | 3 | 1 | 7 | 5793 | 1.8 |

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

| AVG. SELL TIME | ACTIVE NO. LISTINGS | TOTAL # SOLD | REDUCED \$ | \$ AVERAGE PRICE REDUCTION % | | | |
|-----------------------------|---------------------|--------------|------------|------------------------------|-----|--------|------|
| LESS THAN 100,000..... | 91 | 41 | 12 | 15 | 50 | 1271 | 11.1 |
| 100,000 TO 109,999..... | 27 | 8 | 1 | 2 | 52 | 85 | 1.3 |
| 110,000 TO 119,999..... | 33 | 18 | 8 | 9 | 45 | 2863 | 9.6 |
| 120,000 TO 139,999..... | 88 | 57 | 13 | 22 | 47 | 7650 | 1.4 |
| 140,000 TO 159,999..... | 65 | 64 | 17 | 31 | 42 | 9887 | 1.5 |
| 160,000 TO 179,999..... | 52 | 76 | 14 | 35 | 102 | 11831 | 1.7 |
| 180,000 TO 199,999..... | 78 | 104 | 17 | 76 | 128 | 14282 | 10.3 |
| 200,000 TO 249,999..... | 39 | 228 | 39 | 85 | 41 | 28220 | 3.1 |
| 250,000 TO 299,999..... | 54 | 258 | 50 | 96 | 18 | 14762 | 1.5 |
| 300,000 TO 349,999..... | 49 | 230 | 37 | 68 | 19 | 49800 | 4.2 |
| 350,000 TO 399,999..... | 34 | 268 | 45 | 109 | 50 | 67365 | 3.9 |
| 400,000 TO 449,999..... | 32 | 241 | 16 | 128 | 13 | 243969 | 92.2 |
| 450,000 TO 499,999..... | 31 | 254 | 63 | 89 | 63 | 9811 | 2.8 |
| 500,000 TO 549,999..... | 39 | 154 | 42 | 73 | 20 | 41 | 41 |
| 550,000 TO 599,999..... | 37 | 172 | 37 | 68 | 1 | 3 | 4 |
| 600,000 TO 699,999..... | 53 | 276 | 45 | 77 | 59 | 108 | 108 |
| 700,000 TO 799,999..... | 37 | 173 | 41 | 64 | 668 | 998 | 998 |
| 800,000 TO 899,999..... | 26 | 104 | 18 | 32 | 10 | 8 | 8 |
| 900,000 TO 999,999..... | 45 | 88 | 19 | 26 | 21 | 21 | 21 |
| 1,000,000 TO 1,999,999..... | 40 | 339 | 50 | 73 | 330 | 330 | 330 |
| MORE THAN 2,000,000..... | 61 | 176 | 13 | 16 | 68 | 68 | 68 |
| TOTALS..... | 43 | 3329 | 634 | 1169 | 8 | 8 | 8 |

LISTINGS

10,831

2014 RMLS TOTAL - \$ VOLUME

\$3,511,819,000

SALES

6,879

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS

*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 | |
| JAN | 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 | |
| FEB | 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 | |
| MAR | 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 | |
| APR | 1956 | 1275 | 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 | |
| MAY | 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 | |
| JUNE | 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 | |
| JUL | 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 | | 1,673 | 1,165 | 600.3 | 69.6 | |
| AUG | 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 | 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 | 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 | 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 | 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 | | | | | | |
| TOTAL | 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 | | | | | | |
| AVG. SALE PRICE | | | \$417,181 | | | | | \$429,200 | | | | | \$395,470 | | | | | \$392,470 | | | | | \$479,270 | | | | | | | |

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR JULY

| | EN | ES | CS | WN | WS | SFV TOTAL | EXT | TOTAL |
|---|---------|---------|---------|---------|---------|-----------|---------|-----------|
| ACTIVE INVENTORY | | | | | | | | |
| New Listings | 92 | 170 | 108 | 178 | 200 | 748 | 541 | 1,289 |
| Total Active Listings | 183 | 266 | 226 | 310 | 417 | 1,402 | 1,204 | 2,606 |
| Average Days on Market | 77 | 58 | 60 | 69 | 65 | 65 | 76 | 70 |
| Average List Price in Thousands | 410.5 | 1,076.1 | 1,041.7 | 675.6 | 1,395.2 | 990.0 | 554.1 | 788.6 |
| Median List Price in Thousands | 394.9 | 799.0 | 679.0 | 599.9 | 799.0 | 649.0 | 325.0 | 515.0 |
| BOMS | 19 | 22 | 21 | 19 | 24 | 105 | 92 | 197 |
| Average BOM Price in Thousands | 384.3 | 814.0 | 632.9 | 592.9 | 1,622.4 | 844.8 | 412.2 | 642.8 |
| BOM to Sale Ratio | 19.6 | 21.6 | 24.1 | 13.6 | 17.6 | 18.7 | 28.3 | 22.2 |
| Expirations | 7 | 11 | 19 | 20 | 32 | 89 | 87 | 176 |
| PENDING SALES | | | | | | | | |
| New Escrows Opened | 94 | 117 | 79 | 146 | 130 | 566 | 329 | 895 |
| Total YTD Escrows Opened | 584 | 677 | 536 | 792 | 883 | 3,472 | 2,131 | 5,603 |
| New Open Escrows Average Days on Market | 46 | 44 | 50 | 37 | 51 | 45 | 46 | 45 |
| New Open Escrows Average List Price | 375.0 | 887.8 | 816.9 | 601.9 | 789.9 | 696.5 | 431.3 | 599.0 |
| CLOSED SALES: | | | | | | | | |
| New Escrows Closed | 97 | 102 | 87 | 140 | 136 | 562 | 325 | 887 |
| Total YTD Escrows Closed | 521 | 631 | 517 | 697 | 800 | 3,166 | 1,923 | 5,089 |
| Volume of New Sales Dollars in Millions | 35.230 | 86.765 | 61.917 | 85.485 | 100.397 | 369.793 | 123.156 | 492.949 |
| Volume of total YTD Sales in Millions | 187.921 | 512.551 | 398.647 | 409.477 | 625.210 | 2,133.806 | 781.124 | 2,914.930 |
| Average Sale price in Thousands | 363.2 | 850.6 | 711.7 | 610.6 | 738.2 | 658.0 | 378.9 | 555.7 |
| Median Sale Price in Thousands | 360.0 | 635.0 | 530.0 | 515.0 | 585.0 | 520.0 | 285.0 | 450.0 |
| Coop Sales | 69 | 76 | 70 | 116 | 112 | 443 | 251 | 694 |
| Percent of Coop Sales | 71.1 | 74.5 | 80.5 | 82.9 | 82.4 | 78.8 | 77.2 | 78.2 |
| Average Days on Market | 115 | 80 | 96 | 91 | 99 | 96 | 114 | 103 |
| Sales at List Price | 58 | 46 | 46 | 73 | 65 | 288 | 180 | 468 |
| Percent of Sales at List Price | 59.8 | 45.1 | 52.9 | 52.1 | 47.8 | 51.2 | 55.4 | 52.8 |
| Sales to Listing Inventory Ratio | 53.0 | 38.3 | 38.5 | 45.2 | 32.6 | 40.1 | 27.0 | 34.0 |
| Final Sale to New Listing Ratio | 105.4 | 60.0 | 80.6 | 78.7 | 68.0 | 75.1 | 60.1 | 68.8 |
| CLOSED SALES TYPE | | | | | | | | |
| Foreclosure/REO | 5 | 2 | 3 | 0 | 3 | 13 | 19 | 32 |
| Seller Concessions | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 3 |
| Short Sale | 13 | 6 | 8 | 11 | 6 | 44 | 36 | 80 |
| Standard | 78 | 94 | 73 | 128 | 124 | 497 | 262 | 759 |
| Other | 1 | 0 | 3 | 1 | 3 | 8 | 8 | 16 |

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR JULY

| | EN | ES | CS | WN | WS | SFV TOTAL | EXT | TOTAL |
|---|--------|---------|--------|--------|--------|-----------|---------|---------|
| ACTIVE INVENTORY | | | | | | | | |
| New Listings | 42 | 81 | 53 | 61 | 45 | 282 | 102 | 384 |
| Total Active Listings | 81 | 129 | 94 | 86 | 82 | 472 | 231 | 703 |
| Average Days on Market | 76 | 62 | 59 | 47 | 84 | 65 | 122 | 84 |
| Average List Price in Thousands | 260.7 | 409.6 | 386.9 | 415.1 | 452.6 | 388.0 | 449.8 | 408.3 |
| Median List Price in Thousands | 245.0 | 400.0 | 317.5 | 380.0 | 359.9 | 345.0 | 375.0 | 349.5 |
| BOMS | 18 | 12 | 9 | 6 | 10 | 55 | 15 | 70 |
| Average BOM Price in Thousands | 255.1 | 391.3 | 303.0 | 293.7 | 451.7 | 332.6 | 493.8 | 367.2 |
| BOM to Sale Ratio | 51.4 | 25.0 | 28.1 | 13.0 | 27.8 | 27.9 | 18.5 | 25.2 |
| Expirations | 4 | 12 | 7 | 3 | 7 | 33 | 17 | 50 |
| PENDING SALES | | | | | | | | |
| New Escrows Opened | 25 | 58 | 44 | 49 | 43 | 219 | 78 | 297 |
| Total YTD Escrows Opened | 182 | 306 | 230 | 245 | 247 | 1,210 | 513 | 1,723 |
| New Open Escrows Average Days on Market | 61 | 49 | 43 | 50 | 41 | 48 | 62 | 52 |
| New Open Escrows Average List Price | 246.7 | 420.4 | 338.9 | 340.1 | 338.1 | 350.0 | 430.7 | 371.2 |
| CLOSED SALES: | | | | | | | | |
| New Escrows Closed | 35 | 48 | 32 | 46 | 36 | 197 | 81 | 278 |
| Total YTD Escrows Closed | 184 | 286 | 209 | 226 | 225 | 1,130 | 497 | 1,627 |
| Volume of New Sales Dollars in Millions | 9.189 | 21.454 | 12.165 | 15.728 | 11.009 | 69.544 | 37.885 | 107.429 |
| Volume of total YTD Sales in Millions | 46.290 | 117.770 | 74.340 | 80.164 | 82.261 | 400.825 | 196.065 | 596.889 |
| Average Sale price in Thousands | 262.5 | 446.9 | 380.2 | 341.9 | 305.8 | 353.0 | 467.7 | 386.4 |
| Median Sale Price in Thousands | 268.0 | 365.0 | 309.0 | 311.0 | 285.0 | 309.0 | 362.0 | 319.0 |
| Coop Sales | 22 | 40 | 27 | 39 | 28 | 156 | 68 | 224 |
| Percent of Coop Sales | 62.9 | 83.3 | 84.4 | 84.8 | 77.8 | 79.2 | 84.0 | 80.6 |
| Average Days on Market | 146 | 143 | 101 | 104 | 79 | 116 | 117 | 116 |
| Sales at List Price | 21 | 27 | 15 | 26 | 16 | 105 | 38 | 143 |
| Percent of Sales at List Price | 60.0 | 56.3 | 46.9 | 56.5 | 44.4 | 53.3 | 46.9 | 51.4 |
| Sales to Listing Inventory Ratio | 43.2 | 37.2 | 34.0 | 53.5 | 43.9 | 41.7 | 35.1 | 39.5 |
| Final Sale to New Listing Ratio | 83.3 | 59.3 | 60.4 | 75.4 | 80.0 | 69.9 | 79.4 | 72.4 |
| CLOSED SALES TYPE | | | | | | | | |
| Foreclosure/REO | 4 | 0 | 3 | 1 | 0 | 8 | 1 | 9 |
| Seller Concessions | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 |
| Short Sale | 4 | 6 | 1 | 3 | 1 | 15 | 13 | 28 |
| Standard | 27 | 40 | 28 | 41 | 35 | 171 | 68 | 239 |
| Other | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 2 |

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR JULY

| ACTIVE INVENTORY | AC | ADUL | CC | CA | NE | SAU | SR | VAL | SCVTOT | EXT | TOTAL |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|
| New Listings | 19 | 7 | 59 | 30 | 24 | 64 | 14 | 73 | 290 | 75 | 365 |
| Total Active Listings | 42 | 22 | 103 | 54 | 47 | 103 | 28 | 139 | 538 | 170 | 708 |
| Average Days on Market | 68 | 110 | 69 | 80 | 62 | 76 | 56 | 63 | 70 | 72 | 71 |
| Average List Price in Thousands | 572.1 | 843.0 | 653.5 | 564.3 | 624.5 | 578.8 | 733.6 | 726.5 | 652.1 | 353.1 | 580.3 |
| Median List Price in Thousands | 525.0 | 739.5 | 524.9 | 499.0 | 525.0 | 547.0 | 729.0 | 590.0 | 559.0 | 275.0 | 515.0 |
| BOMS | 2 | 0 | 9 | 3 | 2 | 5 | 3 | 13 | 37 | 11 | 48 |
| Average BOM Price in Thousands | 454.5 | 0.0 | 469.7 | 464.9 | 502.4 | 577.0 | 686.1 | 802.6 | 619.3 | 339.0 | 555.0 |
| BOM to Sale Ratio | 20.0 | 0.0 | 20.0 | 8.8 | 14.3 | 11.1 | 23.1 | 28.3 | 17.5 | 20.4 | 18.0 |
| Expirations | 1 | 3 | 4 | 2 | 2 | 4 | 2 | 5 | 23 | 7 | 30 |

PENDING SALES

| | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| New Escrows Opened | 9 | 4 | 51 | 23 | 20 | 59 | 15 | 59 | 240 | 60 | 300 |
| Total YTD Escrows Opened | 62 | 34 | 303 | 167 | 105 | 317 | 73 | 339 | 1,400 | 347 | 1,747 |
| New Open Escrows Average Days on Market | 49 | 51 | 35 | 33 | 58 | 42 | 74 | 41 | 43 | 67 | 48 |
| New Open Escrows Average List Price | 422.5 | 525.0 | 450.0 | 479.9 | 565.0 | 494.6 | 722.3 | 597.7 | 526.9 | 323.2 | 486.2 |

CLOSED SALES:

| | | | | | | | | | | | |
|---|--------|--------|---------|--------|--------|---------|--------|---------|---------|---------|---------|
| New Escrows Closed | 10 | 5 | 45 | 34 | 14 | 45 | 13 | 46 | 212 | 54 | 266 |
| Total YTD Escrows Closed | 60 | 27 | 259 | 153 | 93 | 261 | 53 | 295 | 1,201 | 308 | 1,509 |
| Volume of New Sales Dollars in Millions | 4.058 | 1.929 | 20.677 | 16.346 | 6.646 | 22.443 | 8.589 | 26.968 | 107.655 | 17.667 | 125.322 |
| Volume of total YTD Sales in Millions | 24.195 | 12.276 | 122.675 | 72.466 | 44.718 | 128.022 | 36.233 | 173.749 | 614.333 | 101.453 | 715.787 |
| Average Sale price in Thousands | 405.8 | 385.8 | 459.5 | 480.8 | 474.7 | 498.7 | 660.7 | 586.3 | 507.8 | 327.2 | 471.1 |
| Median Sale Price in Thousands | 415.0 | 385.0 | 439.0 | 458.0 | 442.9 | 450.5 | 650.0 | 530.0 | 465.5 | 259.9 | 450.5 |
| Coop Sales | 9 | 4 | 37 | 29 | 11 | 38 | 9 | 37 | 174 | 40 | 214 |
| Percent of Coop Sales | 90.0 | 80.0 | 82.2 | 85.3 | 78.6 | 84.4 | 69.2 | 80.4 | 82.1 | 74.1 | 80.5 |
| Average Days on Market | 137 | 114 | 86 | 105 | 86 | 88 | 88 | 83 | 92 | 102 | 94 |
| Sales at List Price | 6 | 2 | 26 | 12 | 9 | 24 | 7 | 22 | 108 | 30 | 138 |
| Percent of Sales at List Price | 60.0 | 40.0 | 57.8 | 35.3 | 64.3 | 53.3 | 53.8 | 47.8 | 50.9 | 55.6 | 51.9 |
| Sales to Listing Inventory Ratio | 23.8 | 22.7 | 43.7 | 63.0 | 29.8 | 43.7 | 46.4 | 33.1 | 39.4 | 31.8 | 37.6 |
| Final Sale to New Listing Ratio | 52.6 | 71.4 | 76.3 | 113.3 | 58.3 | 70.3 | 92.9 | 63.0 | 73.1 | 72.0 | 72.9 |

CLOSED SALES TYPE

| | | | | | | | | | | | |
|--------------------|---|---|----|----|----|----|----|----|-----|----|-----|
| Foreclosure / REO | 0 | 0 | 4 | 2 | 1 | 2 | 0 | 0 | 9 | 3 | 12 |
| Seller Concessions | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Short Sale | 2 | 0 | 6 | 2 | 0 | 2 | 0 | 0 | 12 | 4 | 16 |
| Standard | 8 | 5 | 35 | 29 | 13 | 41 | 13 | 46 | 190 | 45 | 235 |
| Other | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 2 | 3 |

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR JULY

| ACTIVE INVENTORY | AC | ADUL | CC | CA | NE | SAU | SR | VAL | SCVTOT | EXT | TOTAL |
|---------------------------------|-----|------|-------|-------|-------|-------|-------|-------|--------|-------|-------|
| New Listings | 0 | 0 | 33 | 3 | 14 | 21 | 7 | 50 | 128 | 7 | 135 |
| Total Active Listings | 0 | 0 | 61 | 4 | 20 | 27 | 10 | 66 | 188 | 20 | 208 |
| Average Days on Market | 0 | 0 | 68 | 44 | 59 | 39 | 61 | 54 | 57 | 55 | 57 |
| Average List Price in Thousands | 0.0 | 0.0 | 255.1 | 303.5 | 246.0 | 317.8 | 382.5 | 368.5 | 310.8 | 313.8 | 311.0 |
| Median List Price in Thousands | 0.0 | 0.0 | 247.0 | 215.0 | 229.0 | 341.9 | 369.0 | 350.0 | 310.0 | 340.0 | 310.0 |
| BOMS | 0 | 0 | 8 | 0 | 4 | 0 | 1 | 6 | 19 | 2 | 21 |
| Average BOM Price in Thousands | 0.0 | 0.0 | 237.7 | 0.0 | 227.5 | 0.0 | 330.0 | 335.8 | 271.4 | 282.5 | 272.5 |
| BOM to Sale Ratio | 0.0 | 0.0 | 32.0 | 0.0 | 17.4 | 0.0 | 16.7 | 21.4 | 19.6 | 20.0 | 19.6 |
| Expirations | 1 | 0 | 4 | 0 | 1 | 3 | 1 | 6 | 16 | 2 | 18 |

PENDING SALES

| | | | | | | | | | | | |
|---|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| New Escrows Opened | 0 | 0 | 31 | 3 | 19 | 12 | 7 | 34 | 106 | 9 | 115 |
| Total YTD Escrows Opened | 0 | 0 | 148 | 7 | 126 | 99 | 36 | 221 | 637 | 58 | 695 |
| New Open Escrows Average Days on Market | 0 | 0 | 57 | 28 | 49 | 29 | 23 | 35 | 42 | 56 | 43 |
| New Open Escrows Average List Price | 0.0 | 0.0 | 229.3 | 334.7 | 247.8 | 275.8 | 331.1 | 370.5 | 292.9 | 286.9 | 292.4 |

CLOSED SALES:

| | | | | | | | | | | | |
|---|-------|-------|--------|-------|--------|--------|-------|--------|---------|--------|---------|
| New Escrows Closed | 0 | 0 | 25 | 0 | 23 | 15 | 6 | 28 | 97 | 10 | 107 |
| Total YTD Escrows Closed | 0 | 0 | 135 | 4 | 114 | 93 | 26 | 203 | 575 | 53 | 628 |
| Volume of New Sales Dollars in Millions | 0.000 | 0.000 | 6.381 | 0.000 | 5.166 | 4.473 | 1.997 | 10.092 | 28.107 | 3.689 | 31.796 |
| Volume of Total YTD Sales in Millions | 0.000 | 0.000 | 33.140 | 0.617 | 26.654 | 26.715 | 8.841 | 67.293 | 163.260 | 18.521 | 181.781 |
| Average Sale price in Thousands | 0.0 | 0.0 | 255.2 | 0.0 | 224.6 | 298.2 | 332.8 | 360.4 | 289.8 | 368.9 | 297.2 |
| Median Sale Price in Thousands | 0.0 | 0.0 | 230.0 | 0.0 | 210.0 | 295.0 | 325.0 | 347.0 | 285.0 | 280.0 | 285.0 |
| Coop Sales | 0 | 0 | 18 | 0 | 20 | 12 | 4 | 23 | 77 | 7 | 84 |
| Percent of Coop Sales | 0.0 | 0.0 | 72.0 | 0.0 | 87.0 | 80.0 | 66.7 | 82.1 | 79.4 | 70.0 | 78.5 |
| Average Days on Market | 0 | 0 | 114 | 0 | 86 | 84 | 83 | 79 | 91 | 129 | 94 |
| Sales at List Price | 0 | 0 | 16 | 0 | 7 | 10 | 3 | 15 | 51 | 7 | 58 |
| Percent of Sales at List Price | 0.0 | 0.0 | 64.0 | 0.0 | 30.4 | 66.7 | 50.0 | 53.6 | 52.6 | 70.0 | 54.2 |
| Sales to Listing Inventory Ratio | 0.0 | 0.0 | 41.0 | 0.0 | 115.0 | 55.6 | 60.0 | 42.4 | 51.6 | 50.0 | 51.4 |
| Final Sale to New Listing Ratio | 0.0 | 0.0 | 75.8 | 0.0 | 164.3 | 71.4 | 85.7 | 56.0 | 75.8 | 142.9 | 79.3 |

CLOSED SALES TYPE

| | | | | | | | | | | | |
|--------------------|---|---|----|---|----|----|---|----|----|---|----|
| Foreclosure / REO | 0 | 0 | 3 | 0 | 1 | 0 | 0 | 0 | 4 | 0 | 4 |
| Seller Concessions | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 2 |
| Short Sale | 0 | 0 | 4 | 0 | 1 | 1 | 0 | 1 | 7 | 2 | 9 |
| Standard | 0 | 0 | 18 | 0 | 19 | 13 | 6 | 27 | 83 | 8 | 91 |
| Other | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 |

RESIDENTIAL PROPERTIES LISTED

500

JULY SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP ESCROW OPENED

415

RESIDENTIAL PROP ESCROW CLOSED

373

ACTIVE INVENTORY:

NEW LISTINGS

19

7

92

33

38

85

21

123

418

82

500

TOTAL ACTIVE LISTINGS

42

22

164

58

67

130

38

205

726

190

916

AVERAGE DAYS ON MARKET

68

110

69

78

61

69

57

60

67

71

68

AVERAGE LIST PRICE IN THOUSANDS

572.1

843.0

505.4

546.3

511.5

524.6

641.2

500.0

563.7

349.0

519.2

MEDIAN LIST PRICE IN THOUSANDS

525.0

739.5

399.9

489.0

480.0

500.0

689.0

500.0

495.0

279.9

459.0

BOMS

2

0

17

3

6

5

4

19

56

13

69

AVERAGE BOM PRICE IN THOUSANDS

454.5

0.0

360.5

464.9

319.1

577.0

597.1

655.2

501.2

330.3

469.0

BOM TO SALE RATIO

20.0

0.0

24.3

8.8

16.2

25.3

21.1

16.2

18.1

20.3

18.5

EXPIRATIONS

2

3

8

2

3

7

3

11

39

9

48

PENDING SALES:

NEW ESCROWS OPENED

9

4

82

26

39

71

22

93

346

69

415

TOTAL YTD ESCROWS OPENED

62

34

451

174

231

416

109

560

2,037

405

2,442

NEW OPEN ESCROWS AVERAGE DAYS ON MARKET

62

51

43

33

54

40

58

39

43

66

47

NEW OPEN ESCROWS AVERAGE LIST PRICE

422.5

525.0

366.5

463.2

410.4

457.6

597.9

514.6

455.2

318.5

432.5

CLOSED SALES:

NEW ESCROWS CLOSED

10

5

70

34

37

60

19

74

309

84

373

TOTAL YTD ESCROWS CLOSED

60

27

394

157

207

354

79

498

1,776

361

2,137

VOLUME OF NEW SALE DOLLARS IN MILLIONS

4.058

1.929

27.057

16.346

11.812

26.916

10.586

37.059

135.763

21.355

157.118

VOLUME OF TOTAL YTD SALES IN MILLIONS

24.195

12.276

155.815

73.083

71.373

154.736

45.074

241.042

777.593

119.975

897.568

AVERAGE SALE PRICE IN THOUSANDS

405.8

385.8

386.5

480.8

319.2

448.6

557.1

500.8

439.4

333.7

421.2

MEDIAN SALE PRICE IN THOUSANDS

415.0

385.0

385.0

458.0

285.0

432.0

620.0

469.0

430.0

260.0

415.0

COOP SALES

9

4

55

29

31

50

13

60

251

47

298

PERCENT OF COOP SALES

90.0

80.0

78.6

85.3

83.8

83.3

68.4

81.1

81.2

73.4

79.9

AVERAGE DAYS ON MARKET

137

114

96

105

86

87

87

81

92

106

94

SALES AT LIST PRICE

6

2

42

12

16

34

10

37

159

37

196

PERCENT OF SALES AT LIST PRICE

60.0

40.0

60.0

35.3

43.2

56.7

52.6

50.0

51.5

57.8

52.5

SALES TO LISTING INVENTORY RATIO

23.8

22.7

42.7

58.6

55.2

46.2

50.5

36.1

42.6

33.7

40.7

FINAL SALE TO NEW LISTING RATIO

52.6

71.4

76.1

103.0

97.4

70.6

90.5

60.2

73.9

78.0

74.6

CLOSED SALES TYPE

FORECLOSURE/REO

0

0

7

2

2

2

0

0

13

3

16

SELLER CONCESSIONS

0

0

0

0

1

1

0

0

2

0

2

SHORT SALE

2

0

10

2

1

3

0

1

19

6

25

STANDARD

8

5

53

29

32

54

19

73

273

53

326

NOT SPECIFIED

0

0

0

1

1

0

0

0

2

2

4

SELLING PRICE RANGE:

LESS THAN 100,000

26

12

5

2

575

1.6

100,000 TO 109,999

121

1

1

1

40100

26.7

110,000 TO 119,999

26

3

2

2

8200

6.7

120,000 TO 139,999

46

4

4

4

7048

5.2

140,000 TO 159,999

50

16

9

5

4143

2.4

160,000 TO 179,999

63

18

11

5

1231

2.5

180,000 TO 199,999

33

21

14

6

4730

2.2

200,000 TO 249,999

42

79

28

17

4312

32.9

250,000 TO 299,999

37

49

34

18

4513

1.4

300,000 TO 349,999

58

61

22

9

2806

0.7

350,000 TO 399,999

37

69

33

20

6709

1.7

400,000 TO 449,999

33

76

50

22

7348

1.4

450,000 TO 499,999

25

92

29

15

7835

1.5

500,000 TO 549,999

37

57

23

15

10836

1.9

550,000 TO 599,999

42

62

22

13

2850

0

600,000 TO 699,999

51

79

30

20

22480

29

700,000 TO 799,999

54

58

14

8

16460

1.9

800,000 TO 899,999

28

35

3

1

50000

5.9

900,000 TO 999,999

18

14

1

1

228000

19.0

1,000,000 TO 1,999,999

66

37

5

4

100750

8.2

MORE THAN 2,000,000

N/A

N/A

N/A

N/A

N/A

N/A

TOTALS

41

858

340

188

9275

1.3

2014 RMLS TOTAL - \$ VOLUME

\$897,568,000

SALES

2,166

LISTINGS

3,276

THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SANTA CLARITA VALLEY
COMPARABLE SALES ANALYSIS 2008 - 2014
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

[illegible]

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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. **3rd Tues of mo.**

Chairperson: Brian Hatkoff, CCIM
Phone: (818) 701-7789
Web: www.commercialdataexchange.com
Time: 8:30 A.M.
Location: SRAR Auditorium
7232 Balboa Blvd., Van Nuys

BUSINESS OPPORTUNITY **4th Tues of mo.**

Chairperson: Havery Osherenko
Phone: 818-522-7592 - 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
Location: SRAR SCV Division
20655 Soledad Canyon Rd #33, Canyon Country 91351
Dates: 2nd and 4th Fridays of the month
Time: 8:30am
Upcoming Meetings:
October 24 November 14
December 5