

# REALTOR® REPORT

October/November, 2014

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

**SRAR**  
Recognizes

## Outstanding Members

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# HOME SALES TO RISE IN 2015, PRICES FLATTEN

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

**TRADITIONAL BUYERS WILL RETURN TO CALIFORNIA'S HOME RESALE MARKET IN 2015, PUSHING HOME SALES UP NEARLY 6 PERCENT, WHILE PRICES WILL FLATTEN.**



Realtor® Roger Hance  
2014 SRAR President

Inventory will continue to grow, offering expanded options for traditional buyers, while the market will see even fewer investors, who are retreating as prices rise, the California Association of Realtors reported in its recently released 2015 California Housing Forecast.

The C.A.R. forecast sees an increase in existing home sales of 5.8 percent next year. 2014 will end with sales down about 8.2 percent from 2013.

"Stringent underwriting guidelines and double-digit home price increases over the past two years have significantly impacted housing affordability in California, forcing some buyers to delay their home purchase," said C.A.R. President Kevin Brown.

"However, next year, home price gains will slow, allowing would-be buyers who have been saving for a down payment to be in a better financial position to make a home purchase.

"Prospective buyers should know that it's a misperception that a 20 percent down payment is always required to buy a home," he said. "There are numerous programs available that allow consumers to buy a home with less down payment, including FHA loans, which lets buyers put down as

little as 3.5 percent."

C.A.R.'s forecast projects growth in the U.S. Gross Domestic Product of 3 percent in 2015, after a projected gain of 2.2 percent in 2014. With nonfarm job growth of 2.2 percent in California, the state's unemployment rate should decrease to 5.8 percent in 2015 from 6.2 percent in 2014 and 7.4 percent in 2013.

The average for 30-year fixed mortgage interest rates will rise only slightly to 4.5 percent, but will still remain at historically low levels.

The California median home price is forecast to increase 5.2 percent to \$478,700 in 2015, following a projected 11.8 percent increase in 2014 to \$455,000. This is the slowest rate of price appreciation in four years.

"With the U.S. economy expected to grow more robustly than it has in the past five years and housing inventory continuing to improve, California housing sales and prices will see a modest upward trend in 2015," said C.A.R. Vice President and Chief Economist Leslie Appleton-Young. "While the Fed will likely end its quantitative easing program by the end of this year, it has had minimal impact on interest rates, which should only inch up slightly and remain low throughout 2015. This should help moderate the decline in housing affordability we saw occur over the past two years."

Additionally, the state will continue to see a bifurcated market, with the San Francisco Bay Area outperforming other regions, thanks to a more vigorous job market and tighter housing supply, she said.

Appleton-Young presented the forecast during C.A.R.'s recent annual trade show at the Anaheim Convention Center. The trade show attracts nearly 8,000 attendees and is the largest state real estate trade show in the nation.

## 2015 California Housing Forecast

	2011	2012	2013	2014p	2015f
SFH Resales (000s)	422.6	439.8	414.3	380.5	402.5
% Change	1.40%	4.10%	-5.80%	-8.20%	5.80%
Median Price (\$000s)	\$286.00	\$319.30	\$407.20	\$455.00	\$478.70
% Change	-6.20%	11.60%	27.50%	11.80%	5.20%
Housing Affordability Index	53%	51%	36%	30%	27%
30-Yr FRM	4.50%	3.70%	4.00%	4.30%	4.50%

p = projected  
f = forecast

Source: California Association of Realtors

### CONSUMER PRICE INDEXES

JULY 2014

\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	AUG 2013	JULY 2014	AUG 2014	JULY 2013	AUG 2014	AUG 2014
Los Angeles - Riverside - Orange County	239.219	243.727	243.556	2.0	1.8	-0.1

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SOUTHLAND REGIONAL  
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## REALTOR® REPORT

*The Official Publication of SRAR*

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# SRAR RECOGNIZES MEMBERS



2014 SRAR Present, Roger Hance poses for a photo with REALTOR of the Year, Patti Petralia; Gary Washburn presents Diana Macintyre with Association Service Award; April Kass presenting Arnie Garfinkel with Affiliate of the Year award

Universal City, CA - October 21, 2014 - SRAR celebrated its members and awarded top-honors to three well-deserving individuals.

Each year, SRAR holds a Gala Awards Luncheon to recognize those who have served on committees throughout the year. This is also the time when the Association awards its top recognitions in real estate - Affiliate of the Year, Association Service Award, and REALTOR of the Year.

This year's top-honor went to Patti Petralia as the 2014 REALTOR of the Year. Petralia was presented the award by 2013 REALTOR of the Year, Ana Maria Colon - both are past presidents of SRAR and have outstanding careers in the real estate industry.

"I was so surprised when they called my name," Petralia said. "It was such an honor to be named REALTOR of the Year and to have my family there with me as I accepted the award."

The honor of Association Service Award went to Diana Macintyre, which was presented by 2012 recipient of the same award, Gary Washburn.

The Association Service Award recognizes REALTOR members who have had

major involvement at the Association level, a reputation for ethical conduct with the public and fellow members, and demonstrates faithful adherence to SRAR policies and the NAR Code of Ethics.

Macintyre's commitment to SRAR and the NAR Code of Ethics is like none other. She is a true pro in the field of MLS rules and teaches a monthly class on How to Avoid Assessments at SRAR.

Affiliate of the Year for 2014 was awarded to Arnie Garfinkel. A commercial lender, Garfinkel has been an active member of SRAR since 2002. He has shown outstanding commitment to the industry and has been an invaluable asset to the Commercial & Investment Division of SRAR.

Garfinkel was presented the award by 2013 Affiliate of the Year, April Kass.

Our sincerest congratulations to each of these outstanding members. Your recognition is well-deserved and we thank you for your service to SRAR and the real estate industry.

## Election Results: 2015 Leadership Announced

Congratulations to the following members on being voted to serve a two-year term on the SRAR Board of Directors, to commence January 1, 2015 (alphabetical order):

**Petricia Beltran**  
**Rana Linka**  
**Fred Sabine**  
**Nancy Starczyk,**  
**Nancy Troxell**  
**Gina Uzunyan**  
**Dean Vincent**  
**Gary Washburn**

The following members will complete their second year of the two-year term: **Jerry Ascencio, Tom Carnahan, Ana Maria Colon, Winnie Davis, Wendy Furth, Roger Hance, Bob Khalsa, Bud Mauro, Alice McCain, Daniel Tresieras, Steve White, and Ziggy Zicarelli.**

Also for 2015, Gaye Rainey was affirmed as the new President for SRAR, with Gina Uzunyan serving as the President-Elect.

The Santa Clarita Division of SRAR also held an election for their 2015 Council. The winners of that election are:

**Bob Kellar**  
**Marty Kovacs**  
**Mark Jenkins**

Congratulations to all and thank you for your service and dedication to SRAR and its membership.



## DELINQUENCIES LOWEST IN 6 YEARS

THE SERIOUS DELINQUENCY RATE NATIONWIDE ON SINGLE FAMILY MORTGAGE LOANS FOR AUGUST WAS THE LOWEST IT HAS BEEN IN SIX YEARS, ACCORDING TO FANNIE MAE'S MOST RECENT MONTHLY SUMMARY.

Fannie Mae reported the serious delinquency rate for August to be 1.99 percent, which is its lowest level since October 2008 – a month after Fannie Mae's conservatorship began under the Federal Housing Finance Agency. The August rate was down from the 2.00 percent that was reported for July and down from 2.61 percent reported in August 2013.

The serious delinquency rate reached its peak of 5.59 percent in February 2010.

Analysts say the rate could fall below the "normal" level of 1.0 percent by 2016, although declines have come at a slower pace in recent months.

Fannie Mae reported that 9,365 permanent loan modifications were completed in August, making a total of 88,231 loan modifications year-to-date through Aug. 31.

Seriously delinquent mortgage loans are defined as those that are either three months or more behind on their payments or are in foreclosure.

The report also stated that in August, Fannie Mae's Book of Business decreased at a compound annualized rate of 4.0 percent while the GSE's Gross Mortgage Portfolio declined at a compound annualized rate of 16.7 percent for the month.

## NEW ERA DAWNING ON THE INTERNET

A NEW ERA FOR REAL ESTATE DAWNS ON THE INTERNET THIS THURSDAY, OCT. 23, AS REGISTRATION BEGINS FOR A UNIQUE TOP-LEVEL DOMAIN NAME — .REALTOR.

The domain will be used exclusively by members of the National Association of Realtors and its affiliated business partners. The first 500,000 NAR and 10,000 CREA members to register will receive a free one-year license on a first-come, first-serve basis. For detailed information, visit [www.about.realtor](http://www.about.realtor). NAR also won the rights to another top-level domain — .realestate — which is expected to have wider business applications.

Combined, the two will bring order and consistency to currently disorganized real estate information on the Internet, while providing NAR members with tools that help brand them as the most trusted, valued source of real estate information.

NAR applied for the top-level domains through the Internet Corporation for Assigned Names and Numbers, or ICANN, the organization that directs domains and IP addresses for the Internet.

"Obtaining the .realestate toplevel domain

along with .Realtor will solidify NAR and our members' standing as groundbreakers in the rapidly changing real estate environment," said Bob Goldberg, NAR senior vice president of marketing. "It will change how the Internet is used to educate and connect with consumers, not only today, but in the future."

Consumers get a branded destination, ensuring that they are dealing with a Realtor and receiving accurate, current real estate information from a trusted on-line source. In the anarchy and confusion that is the current Internet, real estate information too often is dated, incomplete, misleading, or flat-out wrong.

A top-level domain provides an internationally recognizable brand that will differentiate Realtors and the organized real estate community from others. NAR believes the new domain name will create a more positive experience for consumers who are seeking expert information and services and want to ensure they are working with a Realtor, a real estate professional committed to abide by a strict Code of Ethics.

## RULE CHANGE LIKELY TO EASE BUYER CREDIT

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

SIX FEDERAL AGENCIES LAST WEEK ANNOUNCED PLANS TO LOOSEN OVERLY STRICT HOME LENDING RULES SO THAT MORE PEOPLE CAN PURCHASE A HOME, A MOVE THAT SHOULD BOOST THE NATION'S STILL-RECOVERING HOUSING MARKET.



Realtor® Roger Hance  
2014 SRAR President

The Federal Deposit Insurance Corp. was the first of six regulators to release the final version of the long-awaited qualified mortgage rule, which was mandated in the major 2010 banking reform legislation the government enacted

following the financial crisis.

"Importantly, the final rule relies on sound and responsible underwriting rather than on

an onerous down payment requirement to qualify as a QRM loan," said Steve Brown, president of the National Association of Realtors. "Realtors strongly opposed earlier versions of the rule that included 20 and 30 percent down payment requirements, which would have denied millions of

**'... THE FINAL RULE RELIES ON SOUND AND RESPONSIBLE UNDERWRITING ... '**

Americans access to the lowest cost and safest mortgages."

Instead, the new rule provides ability-to-repay standards for safe and affordable loans, whether or not they are securities for sale to investors. Under the QRM rule, as under the QM rule, loans are generally considered qualified if the borrower's debt-to-income ratio is 43 percent. There is no onerous down payment requirement, which regulators had talked about including

and which Realtors and coalition partners strongly opposed.

The rule will take effect in 12 months, which will give lenders time to align their internal processing systems with the requirements. Since lenders have already been aligning their systems to the QM rule, the process can be expected to go smoothly.

For lenders, having the two rules in alignment provides clarity that they've long been asking for. One result of this new clarity could be a widening and deepening of loan availability, which has been one of the main stumbling blocks to increased home sales.

At a press conference Tuesday, NAR Chief Economist Lawrence Yun said the alignment of the two rules could help make credit more available and boost sales.

"Certainly," Yun said, "this is a victory for consumers."



# CLAIM YOUR .REALTOR DOMAIN NOW

The National Association of Realtors®' new .REALTOR top-level domain was made available on 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](http://www.about.REALTOR).

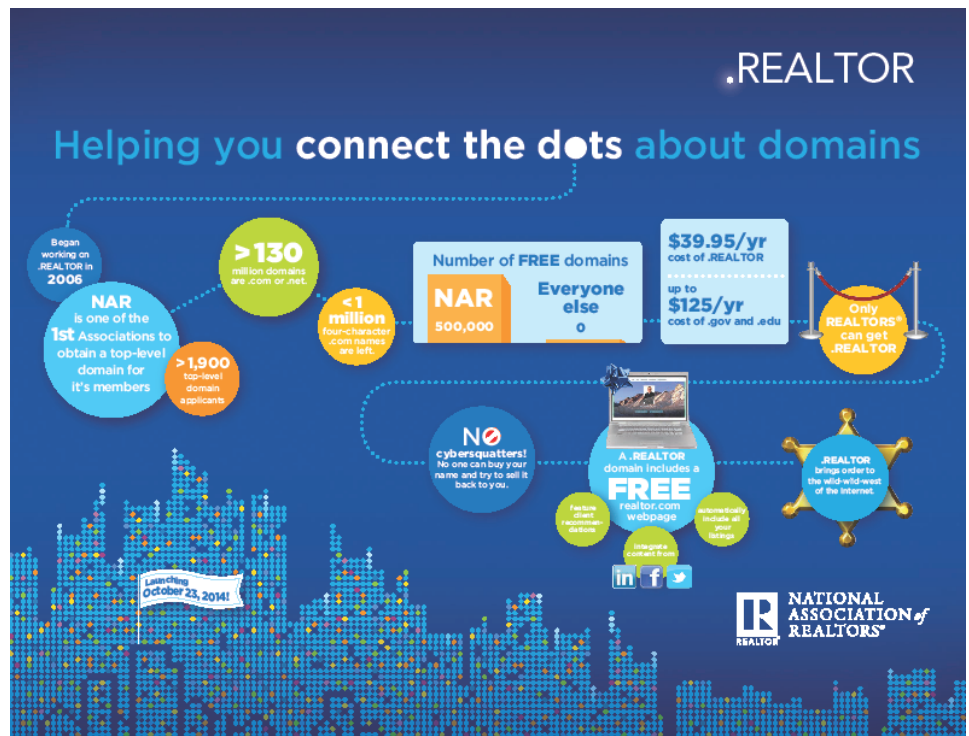
The National Association of Realtors®

"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) 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.

Claim your domain now at  
[CLAIM.REALTOR](http://CLAIM.REALTOR)



# MIXER OFFERS POLITICS AT ITS GRASSROOTS BEST

JUST LIKE REAL ESTATE, ALL POLITICS IS LOCAL, WHICH IS WHY 19 ELECTED LEADERS, THEIR REPRESENTATIVES, AND CANDIDATES FOR ELECTED OFFICE TURNED OUT RECENTLY TO RUB SHOULDERS WITH MORE THAN 200 CONSTITUENTS FROM THE SAN FERNANDO AND SANTA CLARITA VALLEYS.

## ELECTED OFFICIALS OR REPRESENTATIVES IN ATTENDANCE

U.S. CONGRESSMAN BRAD SHERMAN

- CALIF. STATE SENATOR STEVE KNIGHT – REPRESENTED BY DANTE ACOSTA
- CALIF. STATE SENATOR FRAN PAVLEY – REPRESENTED BY ROSALBA GONZALEZ
  - CALIFORNIA ASSEMBLYMAN MATT DABABNEH
- ASSEMBLYMAN SCOTT WILK – REPRESENTED BY PATSY AYALA AND ANDRE HOLLINGS
  - ASSEMBLYMAN ADRIN NAZARIAN – REPRESENTED BY BRIAN STEDGE
- L.A. COUNTY SUPERVISOR MICHAEL ANTONOVICH – REPRESENTED BY DAVE PERRY
- L.A. CITY COUNCILMEMBER BOB BLUMENFIELD AND HIS REPRESENTATIVE JENNY PORTILLO
  - MONICA RODRIGUEZ, L.A. CITY V.P. OF PUBLIC WORKS
  - SANTA CLARITA CITY COUNCILMEMBER DANTE ACOSTA
  - SANTA CLARITA CITY COUNCILMEMBER TIMBEN BOYDSEN
    - SANTA CLARITA CITY COUNCILMEMBER BOB KELLAR
  - GARY MARTIN, DIRECTOR, CASTAIC LAKE WATER AGENCY

## CANDIDATES FOR U.S. CONGRESS

- TONY STRICKLAND
- STEVE KNIGHT – REPRESENTED BY DANTE ACOSTA
  - BRAD SHERMAN
  - MARK REED
- JOHN MORRIS, CANDIDATE FOR LOS ANGELES COUNTY ASSESSOR
- GARY MARTIN, CANDIDATE FOR CASTAIC LAKE WATER AGENCY DIRECTOR



Attendees at the first legislative mixer organized by the 8,900-member Southland Regional Association of Realtors included U.S. Congressman Brad Sherman and John Morris, candidate for Los Angeles County Assessor, plus California State Senators, Assemblymembers, and L.A. and Santa Clarita City Councilmembers.

“This was a great first step in our campaign to bring the mortgage financing, housing, and community concerns of local residents to elected leaders,” said Roger Hance, president of the Southland Regional Association of Realtors. “There’s little room for apathy or failing to vote when citizens meet the passionate, skilled people working for them at all levels government.”

The legislative mixer attracted local residents and professionals from throughout the local real estate communities.

# Sponsor a Child in Need

## SRAR's Kids' Holiday Party



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

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

On Thursday, December 4th, up to 80 children will come to the SRAR office in Van Nuys where they will be treated to a delicious lunch, a visit from Santa Claus, and presented with gifts that they can share with their family.

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

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

Tel #: \_\_\_\_\_ Email: \_\_\_\_\_

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

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# FREE HOMEBUYER FREE SEMINAR

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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.

## RESPONSIBLE REALTOR® APPLICANTS

### FIRST POSTING

Abrishami, Arian  
Arian Abrishami  
1262 Beryl St. #43  
Redondo Beach, CA. 90277-4228

Andrade, Carlos  
Carlos Andrade  
8810 Memory Park Ave. #202  
North Hills, CA. 91343

Aprahamian, Norair  
PWR Properties  
7979 W. Sunset Blvd.  
Los Angeles, CA. 90046

Bonyadi, Vazrik  
Hall & Chambers  
2300 W. Magnolia Blvd.  
Burbank, CA. 91506

Chung, Paul  
Paul Chung  
11812 Preston Trails Ave.  
Porter Ranch, CA. 91326

Dadourian, Alex A.  
Alex Dadourian  
9249 Reseda Blvd. #101  
Northridge, CA. 91324

Escobar, Ronald O.  
Century 21 Select  
5651 W. Pico Blvd. #203  
Los Angeles, CA. 90019

Floig, Donald  
Primestar Properties  
5707 Corsa Ave. Suite 104  
Westlake Village, CA. 91362

Goldberg, Paul  
Freedom Financial Options  
25008 Smokewood Way  
Stevenson Ranch, CA. 91381

Graham, Marcella Antonia Hansen  
Probate Property Specialists  
433 N. Camden Dr., 6th Floor  
Beverly Hills, CA. 90210

Guzman, Jesse  
Global Premier Properties, Inc.  
15545 Devonshire St. #103  
Mission Hills, CA. 91342

Hanes, Howard Bruce  
Hanes Investment Realty, Inc.  
4500 E. Thousand Oaks Blvd. #103  
Westlake Village, CA. 91362

Landon, Kathryn Marie  
Re/Max Estates  
30495 Canwood St. #101  
Agoura Hills, CA. 91301

Leakas, Sophia Koulakis  
Sophia Koulakis Leakas  
15635 Cobalt St. Unit B  
Sylmar, CA. 91342

Moore, Tanya Elizabeth  
Tanya Moore  
23914 Lakeside Rd.  
Valencia, CA. 91355

Norouzi, Arvin  
Sunrise Realty Group  
9852 Lasaine Ave.  
Northridge, CA. 91325

Offshack, Wendy  
ARESI, Inc.  
27943 Seco Cyn. Rd. #531  
Santa Clarita, CA. 91350

Pinto, Maria J.  
Pinto Real Estate Services  
17430 San Fernando Mission Blvd.  
Granada Hills, CA. 91344

Sullwold, Shaye L.  
Shaye Sullwold  
8335 W. Sunset  
Los Angeles, CA. 90069

Tarlow, Linda Beth  
Linda Tarlow Real Estate  
12400 Ventura Blvd., Suite 1275  
Studio City, CA. 91604

Yahiayan, Margarit  
West Coast Financial & Realty, Inc.  
1811 W. Glenoaks Blvd., Ste. C  
Glendale, CA. 91201

### SECOND POSTING

Bellah, Anthony James  
Anthony Bellah, Broker  
23566 Lyons Ave. #209  
Santa Clarita, CA. 91321

Berlin, Fred  
M.F. Clean, Inc.  
19327 Espinosa St.  
Tarzana, CA. 91356

Cravello, Victor Allen  
AKT American Capital Inc  
2121 Rosecrans Ave. 6th Floor  
El Segundo, CA. 90245

DeBruno, Christopher  
United Real Estate & Auction Co.  
18401 Burbank Blvd., Ste. 121  
Tarzana, CA. 91356

Gross, Dale  
Dale Gross  
4726 Almidor St.  
Woodland Hills, CA. 91364

Kechabashyan, Caroline  
City Realtors  
601 S. Glenoaks Blvd. Ste. 206  
Burbank, CA. 91502

Lopez, Victor Manuel  
Connect Real Estate & Mortgage Lending  
10922 Encino Ave.  
Granada Hills, CA. 91344

Manshoory, David  
David Manshoory  
2120 San Ysidro Dr.  
Beverly Hills, CA. 90210

Midolo, Julio  
Sky Homes and Estates  
9040 Telegraph Rd. #204  
Downey, CA. 90240

Milman, Ella  
Ella Milman  
23679 Calabasas Rd. #1005  
Calabasas, CA. 91302

Naraghi, Hamid B.  
Hamid Naraghi  
16530 Ventura Blvd. #405  
Encino, CA. 91436

Nomair, Ajmal  
Ajmal Nomair  
17103 W. Summer Maple Way  
Canyon Country, CA. 91387

Pieroni, Kyle Lou  
Old Oak Investments, Inc.  
1690 Thousand Oaks Blvd.  
Thousand Oaks, CA. 91361

Pincherli, Peter A.  
Peter Pincherli  
14001 Houston St.  
Sherman Oaks, CA. 91423

Shamon, Sam S.  
America Star Real Estate  
19010 Ingomar St.  
Reseda, CA. 91335

## REALTOR® APPLICANTS

Abercrombie Jr., John Donally / Keller Williams VIP Properties / Valencia  
Aguilar, Carlos Humberto / Pinnacle Estate Properties / Northridge  
Andrews, Kathleen / Pinnacle Estate Properties / Northridge  
Antikyan, Oganes / Keller Williams North Valley / Porter Ranch  
Antoon, Jonathan E. / Century 21 All Moves / Granada Hills  
Avila, Sonia V. / Keller Williams Realty / Northridge  
Boer, Nathan E. / Peter Pincherli / Sherman Oaks  
Baghi, Nikki / Mickie Ardi Realty / Granada Hills  
Bantolvi, George / Rodeo Realty / Studio City  
Barakat, Ahmad A. / Century 21 Hilltop / Simi Valley  
Barnett, Kimberly Kelly / MCD Realty, Inc. / Simi Valley  
Beard, Richard L. / Crown Realty & Financial Corp. / Torrance  
Bekian, Sonia Wendi / Oliva Real Estate / Calabasas  
Bosworth, Sarah Lyn / Berkshire Hathaway HomeServices California Properties / Calabasas  
Brown, Jason Alan / Pinnacle Estate Properties, Inc. / Calabasas  
Buondelmonte, Erika A. / Pinnacle Estate Properties, Inc. / Encino  
Calogannini, Elysee / Coldwell Banker Residential Brokerage / Calabasas  
Chamberlain, Elizabeth W. / Berkshire Hathaway HomeServices California Properties / Northridge  
Chavez, Inessa / Realty One Group Solutions / Santa Clarita  
Cheffy, Jason Grant / Sellstate Preferred Properties / Encino  
Chernukha, Alexandra / Keller Williams Realty Calabasas / Calabasas  
Clark, Christopher Lee / HomeSmart NCG / Newhall  
Clark, James Lee / Berkshire Hathaway HomeServices California Properties / Calabasas  
Clark, Jennifer Lynn / HomeSmart NCG / Newhall  
Conrad, Lynn Lorraine / Park Regency Realty / Granada Hills  
Cruz, Jose Carlos / Keller Williams Realty / Northridge  
Cucciarrella, Lucian / Berkshire Hathaway HomeServices California Properties / San Diego  
Danielyan, Naira E. / Titus Realty, Inc. / Panorama City  
Davis, Patrick Lee / RE/MAX of Santa Clarita / Santa Clarita  
Denham, Elaine Beth / Berkshire Hathaway HomeServices California Properties / Cerritos  
Donley, Cher E. / RE/MAX of Santa Clarita / Santa Clarita  
Donovan, Sandra Samantha / Re/Max Olson & Associates / Northridge  
Erickson, Brittany / Century 21 All Moves / Granada Hills  
Federovsky, Esteban / The Real Estate Plaza, Inc. / Granada Hills  
Feldman, Johnny / RE/MAX Olson & Associates, Inc. / Porter Ranch  
Filus, Drew / Berkshire Hathaway HomeServices California Properties / Sherman Oaks  
Fitzpatrick, Robert Eugene / Rodeo Realty / Sherman Oaks  
Foley, Logan / Keller Williams VIP Properties / Valencia  
Fontenette, Deborah Anne / Hillcrest Properties / Burbank  
Frank, Jonathan / Keller Williams VIP Properties / Valencia  
Frazier, Marjorie Judy / Keller Williams North Valley / Porter Ranch  
Goano, Michael / Century 21 Albert Fouad Realty / Encino  
Geisz, Benitez, Monika / HomeSmart NCG / Newhall

George, David Ronald / A-Team Realty, Inc. / Woodland Hills  
Giacalone, Benito / Rodeo Realty / Encino  
Goldman, Kristina / Keller Williams Realty Calabasas / Calabasas  
Gonzalez, Hanh / Realty Executives / Newhall  
Gonzalez Torres, Noyeli Guadalupe / Century 21 All Moves / Granada Hills  
Granados, Elizabeth / Metro Pacific Real Estate / Valencia  
Graulon, Argentina / Rodeo Realty / Studio City  
Hashmi, Thuho / Coldwell Banker Quality Properties / Northridge  
Hernandez, Juan G. / The Real Estate Plaza / Granada Hills  
Herrera, Alexander L. / Wish Sotheby's International Realty / Sherman Oaks  
Hosseini, Moigan Alsah / Keller Williams Realty / Simi Valley  
Hostetter, Soraya / Pinnacle Estate Properties, Inc. / Calabasas  
Houser, William H. / Mountain Properties Corp. / Frazier Park  
Jackson, Kevin Alan / Rodeo Realty / Calabasas  
Jacobs, Christopher Kumar / Michael A. Jones, Inc. / Santa Clarita  
Jaramillo, Mary Elizabeth / Realty Executives / Newhall  
Joffred, Lou / Keller Williams Realty / Westlake Village  
Johnson, Lori Lee / Frazier Mt. Real Estate / Frazier Park  
Karabian, Hovig / Maha Haddad / Chatsworth  
Kho, Ton Phat / Thrive Home and Estates / Calabasas  
Khoja, Noshin Muneer / Smart Mortgage & Investments / Studio City  
Khouri, Daniel / Maha Haddad / Chatsworth  
Khouri, Peter / Maha Haddad / Chatsworth  
Kim, Hanvid / Best Realty & Investment, Inc. / Granada Hills  
Kohl, Alan Isaac / Rodeo Realty / Sherman Oaks  
Korman, Ken B. / Keller Williams Realty / Northridge  
Koval, George / Aken Financial Network / Oxnard  
Laber, Rachelle Baila / Keller Williams Realty Calabasas / Calabasas  
Lepisto, Sharilyn Maxine / Keller Williams VIP Properties / Valencia  
Lousteau, Chastity McLain / AKT American Capital Inc / El Segundo  
Lozano, Engracia M. / TIC Brokerage / Van Nuys  
Maloney, Thomas Carl / The Real Estate Plaza / Granada Hills  
Mamikonyan, Gabriyel / Brookfield Partners, Inc. / Tarzana  
McNulty, Brenda / Keller Williams VIP Properties / Valencia  
Megrabayan, Jasmine Suzanne / Keller Williams Realty Calabasas / Calabasas  
Melgoza, Steve Albert / Rodeo Realty / Northridge  
Mitchell, Darlynn / Pinnacle Estate Properties, Inc. / Valencia  
Mitchell, Darren J. / Berkshire Hathaway HomeServices California Properties / Encino  
Mitchell, Vera / Rodeo Realty / Encino  
Mordekhai, Esther Esthi / A-Team Realty, Inc. / Woodland Hills  
Navarro, Brittany Marilyn / RE/MAX Olson & Associates / Porter Ranch  
Nelson, Tracey Leis / Dilbeck Realtors / Studio City  
O'Kane, Shararsh / Coldwell Banker Residential Brokerage / Studio City

Ottenbreit, Maria Theresa / Pinnacle Estate Properties / Northridge  
Panussi, Dona / Pinnacle Estate Properties / Northridge  
Pashapour, Silvana / Real Estate By Raymond / Granada Hills  
Petrosyan, Kristina / American Realty / North Hollywood  
Pierre, Jean Enock / Exclusive Estate Properties / Toluca Lake  
Poulin, Cynthia Patricia / Christopher Poulin / Calabasas  
Przygoda, Karina Anita / Rodeo Realty / Encino  
Quillen, Lynn Holly / Keller Williams / Studio City  
Rabadi, Danielle / RE/MAX Olson & Associates / Porter Ranch  
Ramirez, Oscar Rene / Realty Executives / Newhall  
Ramirez, Raul / Skyler Realty / Sylmar  
Ramos, Andres / Keller Williams VIP Properties / Valencia  
Rankin, Andrew Stuart / Blue Sky Realty / Mission Hills  
Rasmussen, Makenzie Linn / Kenneth Management Group Inc / Westlake Village  
Reyes, Gregory Reynolds / Mel Wilson & Associates / Northridge  
Rhoades, Maria Jo / Coldwell Banker Greater Valleys / Granada Hills  
Robertshaw, Simon / Re/Max Traditions / Simi Valley  
Rodriguez, Kelly Edith / North America Realty / Sherman Oaks  
Rouse, Kevin Anthony / Personal Touch Properties / Lancaster  
Saffie, Amy / Keller Williams Realty Calabasas / Calabasas  
Salas, Miguel A. / Keller Williams Encino-Sherman Oaks / Encino  
Sanchez Jr., Armando / Century 21 All Moves / Granada Hills  
Sandler, Linda Alicia / Rodeo Realty / Calabasas  
Shemesh, Sagie / Keller Williams Realty / Northridge  
Shirazu, Niloutar / Coldwell Banker Calabasas / Calabasas  
Slade, Gayle Louise / Berkshire Hathaway HomeServices California Properties / Encino  
Sugay, Jose Mauricio Callejo / Coldwell Banker Greater Valleys / Granada Hills  
Sullivan, Tamara M. / Keller Williams / Northridge  
Susan Jr., Generoso / Global Realty / Arcadia  
Sutherland, Tracie Eileen / Keller Williams VIP Properties / Valencia  
Tang, Jennifer / Century 21 All Moves / Granada Hills  
Taylor, Megan Kelly / Rodeo Realty / Studio City  
Turner, Alison Graubard / Berkshire Hathaway HomeServices California Properties / Sherman Oaks  
Uriarte, Lilia / Keller Williams Realty / Northridge  
Villanueva, Esmeralda / The Real Estate Plaza / Granada Hills  
White, Lauren Danielle Rose / Dilbeck Real Estate Real Living / Sherman Oaks  
Yadegar, Benjamin / Keller Williams Realty / Northridge  
Zawado, Yoshiko Ueno / LA Valley Realty Inc. / Van Nuys



RESIDENTIAL PROPERTIES LISTED

1,432

SEPTEMBER 2014 SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED

1,123

RESIDENTIAL PROP. ESCROW CLOSED

1,065

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	136	188	148	174	220	866	566	1,432
TOTAL ACTIVE LISTINGS	274	383	323	358	514	1,852	1,471	3,323
AVERAGE DAYS ON MARKET	80	69	70	83	74	75	94	84
AVERAGE LIST PRICE IN THOUSANDS	376.3	876.3	841.0	876.3	1,183.3	832.2	525.0	696.2
MEDIAN LIST PRICE IN THOUSANDS	360.0	600.0	530.0	550.0	699.0	310.0	454.0	454.0
BOMS	25	48	29	45	56	203	114	317
AVERAGE BOM PRICE IN THOUSANDS	366.3	766.8	625.7	510.8	651.3	608.7	528.2	579.7
BOM TO SALE RATIO	22.3	33.8	28.4	27.6	40.6	30.9	29.8	29.8
EXPIRATIONS	15	34	24	23	36	132	135	267

PENDING SALES:

NEW ESCROWS OPENED	118	142	110	169	159	698	425	1,123
TOTAL YTD ESCROWS OPENED	954	1,247	936	1,331	1,418	5,886	3,398	9,284
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	63	44	44	48	51	50	57	53
NEW OPEN ESCROWS AVERAGE LIST PRICE	346.6	629.9	677.7	572.8	819.2	618.8	430.6	547.6

CLOSED SALES:

NEW ESCROWS CLOSED	112	142	102	163	138	657	408	1,065
TOTAL YTD ESCROWS CLOSED	914	1,190	929	1,231	1,323	5,587	3,156	8,743
VOLUME OF NEW SALE DOLLARS IN MILLIONS	38,131	98,809	64,248	87,349	103,341	391,877	177,916	569,793
VOLUME OF TOTAL YTD SALES IN MILLIONS	304,359	822,296	609,157	650,039	919,838	3,305,689	1,290,800	4,596,489
AVERAGE SALE PRICE IN THOUSANDS	340.5	695.8	629.9	535.9	748.8	506.5	436.1	535.0
MEDIAN SALE PRICE IN THOUSANDS	350.0	548.0	460.0	460.0	554.0	469.9	327.5	425.0
COOP SALES	86	121	82	133	102	524	328	852
PERCENT OF COOP SALES	76.8	85.2	80.4	81.6	73.9	79.8	80.4	80.0
AVERAGE DAYS ON MARKET	106	87	89	99	102	97	106	100
SALES AT LIST PRICE	70	57	37	67	55	286	173	459
PERCENT OF SALES AT LIST PRICE	62.5	40.1	36.3	41.1	39.9	43.5	42.4	43.1
SALES TO LISTING INVENTORY RATIO	40.9	37.1	31.6	45.5	26.8	35.5	32.0	32.0
FINAL SALE TO NEW LISTING RATIO	82.4	75.5	68.9	93.7	62.7	75.9	72.1	74.4

CLOSED SALES TYPE

FORECLOSURE/REO	10	4	3	8	1	26	21	47
SELLER CONCESSIONS	1	0	0	0	0	1	3	4
SHORT SALE	8	4	3	12	10	37	34	71
STANDARD	93	133	96	141	125	588	340	928
OTHER	0	1	0	0	1	2	9	11

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION	%
SELLING PRICE RANGE:						
LESS THAN 100,000	53	39	10	9	10530	8.4
100,000 TO 109,999	114	11	4	3	33333	23.2
110,000 TO 119,999	18	21	7	5	10448	8.1
120,000 TO 139,999	78	59	17	11	8132	3.9
140,000 TO 159,999	72	81	18	11	12575	7.6
160,000 TO 179,999	88	89	26	18	16164	6.8
180,000 TO 199,999	40	112	31	20	5678	2.6
200,000 TO 249,999	44	257	83	41	5360	0.9
250,000 TO 299,999	44	260	72	44	13642	3.4
300,000 TO 349,999	49	228	98	59	9616	0.3
350,000 TO 399,999	48	261	114	75	13191	2.7
400,000 TO 449,999	33	219	111	69	9556	1.6
450,000 TO 499,999	37	255	82	51	23205	4.3
500,000 TO 549,999	45	150	63	45	23200	3.7
550,000 TO 599,999	51	188	54	38	24942	3.8
600,000 TO 699,999	32	221	79	50	11496	0.6
700,000 TO 799,999	39	174	57	37	22893	2.6
800,000 TO 899,999	50	103	28	20	58197	4.1
900,000 TO 999,999	54	93	22	11	53608	4.5
1,000,000 TO 1,999,999	46	344	66	49	316162	6.4
MORE THAN 2,000,000	72	158	23	17	78339	29.0
TOTALS	46	3323	1065	683	36771	2.2

LISTINGS

13,769

2014 RMLS TOTAL - \$ VOLUME

\$4,596,489,000

SALES

8,943

\*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		1,673	1,165	600.3	69.6	
<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		1,146	999	536.8	66.3	
<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		1,432	1,065	536.8	74.4	
<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 SEPTEMBER 2014

## ACTIVE INVENTORY

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	110	127	103	142	177	659	488	1,147
Total Active Listings	209	257	221	274	425	1,386	1,249	2,635
Average Days on Market	79	70	70	84	73	75	86	80
Average List Price in Thousands	413.9	1,090.5	1,066.3	691.4	1,345.2	983.8	546.7	776.6
Median List Price in Thousands	389.0	799.0	699.0	599.9	786.5	649.9	300.0	499.0
BOMS	19	32	16	32	45	144	92	236
Average BOM Price in Thousands	412.3	938.1	876.9	584.6	736.9	720.5	558.5	657.3
BOM to Sale Ratio	22.9	33.0	23.2	24.8	39.8	29.3	27.7	28.7
Expirations	13	24	19	22	27	105	118	223

## PENDING SALES

New Escrows Opened	84	99	71	138	134	526	356	882
Total YTD Escrows Opened	723	858	651	1,035	1,118	4,385	2,763	7,148
New Open Escrows Average Days on Market	49	43	48	46	52	48	57	51
New Open Escrows Average List Price	385.7	747.7	856.3	614.0	910.7	711.0	433.7	599.1

## CLOSED SALES:

New Escrows Closed	83	97	69	129	113	491	332	823
Total YTD Escrows Closed	675	810	652	940	1,031	4,108	2,523	6,631
Volume of New Sales Dollars in Millions	30.977	80.488	52.951	76.150	94.408	334.974	146.856	481.830
Volume of total YTD Sales in Millions	244.724	665.595	513.648	548.426	814.018	2,786.411	1,038.126	3,824.537
Average Sale price in Thousands	373.2	829.8	767.4	590.3	835.5	682.2	442.3	585.5
Median Sale Price in Thousands	367.0	680.0	555.0	554.0	610.0	535.0	315.0	453.0
Coop Sales	60	81	54	102	82	379	265	644
Percent of Coop Sales	72.3	83.5	78.3	79.1	72.6	77.2	79.8	78.3
Average Days on Market	97	83	93	102	104	96	107	101
Sales at List Price	53	40	27	53	48	221	147	368
Percent of Sales at List Price	63.9	41.2	39.1	41.1	42.5	45.0	44.3	44.7
Sales to Listing Inventory Ratio	39.7	37.7	31.2	47.1	26.6	35.4	26.6	31.2
Final Sale to New Listing Ratio	75.5	76.4	67.0	90.8	63.8	74.5	68.0	71.8

## CLOSED SALES TYPE

Foreclosure/REO	7	1	3	7	1	19	21	40
Seller Concessions	1	0	0	0	0	1	3	4
Short Sale	3	4	2	11	10	30	23	53
Standard	72	92	64	110	101	439	277	716
Other	0	0	0	0	1	1	7	8

# SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR SEPTEMBER 2014

## ACTIVE INVENTORY

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	26	61	45	32	43	207	78	285
Total Active Listings	65	126	102	84	89	466	222	688
Average Days on Market	84	67	72	78	81	75	140	96
Average List Price in Thousands	255.6	439.5	352.9	394.5	410.5	381.2	402.6	388.1
Median List Price in Thousands	240.0	415.0	299.9	375.0	359.0	349.0	335.0	345.0
BOMS	6	16	13	13	11	59	22	81
Average BOM Price in Thousands	220.8	423.8	316.5	329.3	301.4	335.9	401.2	353.6
BOM to Sale Ratio	20.7	35.6	39.4	38.2	44.0	35.5	28.9	33.5
Expirations	2	10	5	1	9	27	17	44

## PENDING SALES

New Escrows Opened	34	43	39	31	25	172	69	241
Total YTD Escrows Opened	231	389	285	296	300	1,501	635	2,136
New Open Escrows Average Days on Market	97	46	38	59	48	57	57	57
New Open Escrows Average List Price	249.9	358.7	352.4	389.2	328.5	336.9	414.8	359.2

## CLOSED SALES:

New Escrows Closed	29	45	33	34	25	166	76	242
Total YTD Escrows Closed	239	380	277	291	292	1,479	633	2,112
Volume of New Sales Dollars in Millions	7.154	18.321	11.296	11.199	8.932	56.903	31.060	87.963
Volume of total YTD Sales in Millions	59.635	156.701	95.509	101.613	105.820	519.278	252.675	771.953
Average Sale price in Thousands	246.7	407.1	342.3	329.4	357.3	342.8	408.7	363.5
Median Sale Price in Thousands	230.0	419.0	312.5	310.0	305.0	315.0	369.0	339.0
Coop Sales	26	40	28	31	20	145	63	208
Percent of Coop Sales	89.7	88.9	84.8	91.2	80.0	87.3	82.9	86.0
Average Days on Market	134	95	80	87	96	97	101	99
Sales at List Price	17	17	10	14	7	65	26	91
Percent of Sales at List Price	58.6	37.8	30.3	41.2	28.0	39.2	34.2	37.6
Sales to Listing Inventory Ratio	44.6	35.7	32.4	40.5	28.1	35.6	34.2	35.2
Final Sale to New Listing Ratio	111.5	73.8	73.3	106.3	58.1	80.2	97.4	84.9

## CLOSED SALES TYPE

Foreclosure/REO	3	3	0	1	0	7	0	7
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	5	0	1	1	0	7	11	18
Standard	21	41	32	31	24	149	63	212
Other	0	1	0	0	0	1	2	3



## SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR SEPTEMBER 2014

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	16	11	42	29	24	60	13	62	257	94	351
Total Active Listings	41	29	115	57	51	106	27	113	539	180	719
Average Days on Market	68	81	79	89	71	65	79	69	74	67	72
Average List Price in Thousands	559.2	953.8	650.8	572.2	600.7	556.6	735.9	674.5	637.8	415.4	582.1
Median List Price in Thousands	549.8	774.5	519.9	505.0	500.0	524.9	727.0	589.0	549.9	318.0	500.0
BOMS	3	2	10	4	6	10	1	4	40	15	55
Average BOM Price in Thousands	396.1	533.8	411.2	498.5	554.3	468.5	859.0	500.6	480.8	383.4	454.3
BOM to Sale Ratio	42.9	66.7	26.3	14.3	50.0	28.6	8.3	7.7	21.4	25.4	22.4
Expirations	4	3	7	4	4	10	5	9	46	9	55

### PENDING SALES

New Escrows Opened	7	4	34	20	14	59	3	57	198	53	251
Total YTD Escrows Opened	79	42	360	207	137	408	86	440	1,759	449	2,208
New Open Escrows Average Days on Market	82	70	65	51	52	45	11	55	54	51	53
New Open Escrows Average List Price	399.5	493.2	431.8	470.0	503.1	496.9	696.3	665.6	531.5	282.0	478.8

### CLOSED SALES:

New Escrows Closed	7	3	38	28	12	35	12	52	187	59	246
Total YTD Escrows Closed	72	35	344	198	121	346	83	401	1,600	411	2,011
Volume of New Sales Dollars in Millions	3.198	1.117	18.056	13.208	5.484	18.096	8.357	30.290	97.806	20.964	118.770
Volume of total YTD Sales in Millions	29.821	16.603	161.225	93.218	58.569	171.218	56.946	240.861	828.462	134.254	962.716
Average Sale price in Thousands	456.9	372.3	475.1	471.7	457.0	517.0	696.4	582.5	523.0	355.3	482.8
Median Sale Price in Thousands	420.0	330.0	440.0	450.0	475.0	505.0	689.0	515.0	490.0	259.0	460.0
Coop Sales	5	0	35	22	11	28	10	47	158	54	212
Percent of Coop Sales	71.4	0.0	92.1	78.6	91.7	80.0	83.3	90.4	84.5	91.5	86.2
Average Days on Market	110	78	92	90	81	95	125	97	96	114	100
Sales at List Price	1	0	20	18	6	21	3	11	80	26	106
Percent of Sales at List Price	14.3	0.0	52.6	64.3	50.0	60.0	25.0	21.2	42.8	44.1	43.1
Sales to Listing Inventory Ratio	17.1	10.3	33.0	49.1	23.5	33.0	44.4	46.0	34.7	32.8	34.2
Final Sale to New Listing Ratio	43.8	27.3	90.5	96.6	50.0	58.3	92.3	83.9	72.8	62.8	70.1

### CLOSED SALES TYPE

Foreclosure / REO	1	0	2	0	0	0	0	1	4	6	10
Seller Concessions	0	0	0	1	0	0	0	0	1	0	1
Short Sale	1	0	2	1	1	2	1	3	11	7	18
Standard	5	3	34	26	11	33	11	48	171	45	216
Other	0	0	0	0	0	0	0	0	0	0	0

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR SEPTEMBER 2014

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	20	1	10	9	2	54	96	7	103
Total Active Listings	0	0	33	0	21	26	10	77	167	20	187
Average Days on Market	0	0	91	0	69	64	88	61	70	63	70
Average List Price in Thousands	0.0	0.0	296.6	0.0	260.2	340.0	363.9	368.3	335.9	359.4	338.4
Median List Price in Thousands	0.0	0.0	240.0	0.0	244.9	339.9	337.0	360.0	330.0	414.9	335.0
BOMS	0	0	8	0	5	5	3	6	27	2	29
Average BOM Price in Thousands	0.0	0.0	220.4	0.0	202.8	379.2	372.0	329.9	287.7	439.0	298.2
BOM to Sale Ratio	0.0	0.0	25.8	0.0	55.6	41.7	75.0	17.6	29.0	100.0	30.5
Expirations	0	0	2	0	0	3	0	3	8	0	8

### PENDING SALES

New Escrows Opened	0	0	32	1	18	15	3	37	106	7	113
Total YTD Escrows Opened	0	0	207	10	150	124	38	291	820	70	890
New Open Escrows Average Days on Market	0	0	54	11	51	37	51	38	45	55	46
New Open Escrows Average List Price	0.0	0.0	253.9	215.0	254.5	309.5	377.0	346.4	297.3	331.1	299.4

### CLOSED SALES:

New Escrows Closed	0	0	31	3	9	12	4	34	93	2	95
Total YTD Escrows Closed	0	0	193	10	140	115	37	266	761	64	825
Volume of New Sales Dollars in Millions	0.000	0.000	7.772	0.979	1.972	3.604	1.772	10.708	26.807	0.390	27.197
Volume of Total YTD Sales in Millions	0.000	0.000	47.499	2.578	33.277	33.066	12.951	88.425	217.796	22.165	239.962
Average Sale price in Thousands	0.0	0.0	250.7	326.2	219.1	300.4	443.0	314.9	288.3	195.0	286.3
Median Sale Price in Thousands	0.0	0.0	250.0	216.0	215.0	310.0	337.0	320.0	280.0	130.0	277.0
Coop Sales	0	0	27	2	9	10	3	31	82	1	83
Percent of Coop Sales	0.0	0.0	87.1	66.7	100.0	83.3	75.0	91.2	88.2	50.0	87.4
Average Days on Market	0	0	124	53	101	77	193	73	98	127	98
Sales at List Price	0	0	16	1	3	6	3	22	51	2	53
Percent of Sales at List Price	0.0	0.0	51.6	33.3	33.3	50.0	75.0	64.7	54.8	100.0	55.8
Sales to Listing Inventory Ratio	0.0	0.0	93.9	0.0	42.9	46.2	40.0	44.2	55.7	10.0	50.8
Final Sale to New Listing Ratio	0.0	0.0	155.0	300.0	90.0	133.3	200.0	63.0	96.9	28.6	92.2

### CLOSED SALES TYPE

Foreclosure / REO	0	0	1	0	0	1	0	0	2	0	2
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	5	0	0	1	1	0	7	1	8
Standard	0	0	23	3	9	10	3	34	82	1	83
Other	0	0	1	0	0	0	0	0	1	0	1

<div> <div> RESIDENTIAL PROPERTIES LISTED  <b>454</b> </div> <div> <b>SEPTEMBER 2014 SCV RESIDENTIAL MLS SUMMARY</b>  MONTHLY RESIDENTIAL SALES STATISTICS </div> <div> RESIDENTIAL PROP. ESCROW OPENED  <b>364</b> </div> <div> RESIDENTIAL PROP. ESCROW CLOSED  <b>341</b> </div> </div>											
ACTIVE INVENTORY:											
	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS.....	16	11	62	30	34	69	15	116	353	101	454
TOTAL ACTIVE LISTINGS.....	41	29	148	57	72	132	37	190	706	200	906
AVERAGE DAYS ON MARKET.....	68	81	82	89	70	65	81	66	73	66	71
AVERAGE LIST PRICE IN THOUSANDS.....	559.2	953.8	571.8	572.2	501.3	513.9	635.4	550.4	566.4	409.8	531.8
MEDIAN LIST PRICE IN THOUSANDS.....	549.8	774.5	458.0	505.0	465.0	479.3	674.9	475.0	479.3	324.9	465.0
BOMS.....	3	2	18	4	11	15	4	10	67	17	84
AVERAGE BOM PRICE IN THOUSANDS.....	396.1	533.8	326.4	498.5	394.5	438.7	493.7	398.2	403.0	389.9	400.4
BOM TO SALE RATIO.....	42.9	66.7	26.1	12.9	52.4	31.9	25.0	11.6	23.9	27.9	24.6
EXPIRATIONS.....	4	3	9	4	4	13	5	12	54	9	63
PENDING SALES:											
NEW ESCROWS OPENED.....	7	4	66	21	32	74	6	94	304	60	364
TOTAL YTD ESCROWS OPENED.....	79	42	587	217	287	532	124	731	2,579	519	3,098
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET.....	82	70	60	49	51	43	31	48	51	52	51
NEW OPEN ESCROWS AVERAGE LIST PRICE.....	399.5	493.2	345.6	457.8	363.3	458.9	536.6	540.0	449.9	287.7	423.1
CLOSED SALES:											
NEW ESCROWS CLOSED.....	7	3	69	31	21	47	16	86	280	61	341
TOTAL YTD ESCROWS CLOSED.....	72	35	537	208	261	461	120	667	2,361	475	2,836
VOLUME OF NEW SALE DOLLARS IN MILLIONS.....	3.196	1.117	25.828	14.186	7.456	21.701	10.129	40.998	124.613	21.354	145.968
VOLUME OF TOTAL YTD SALES IN MILLIONS.....	29.821	16.603	208.724	95.796	91.847	204.283	69.897	329.287	1,046.258	156.420	1,202.678
AVERAGE SALE PRICE IN THOUSANDS.....	456.9	372.3	374.3	457.6	355.0	461.7	633.1	476.7	445.0	350.1	428.1
MEDIAN SALE PRICE IN THOUSANDS.....	420.0	330.0	355.0	450.0	399.0	451.0	617.5	450.0	430.0	259.0	412.0
COOP SALES.....	5	0	62	24	20	38	13	78	240	55	295
PERCENT OF COOP SALES.....	71.4	0.0	89.9	77.4	95.2	80.9	81.3	90.7	85.7	90.2	86.5
AVERAGE DAYS ON MARKET.....	110	78	106	110	90	87	142	90	96	115	100
SALES AT LIST PRICE.....	1	0	36	19	9	27	6	33	131	28	159
PERCENT OF SALES AT LIST PRICE.....	14.3	0.0	52.2	61.3	42.9	57.4	37.5	38.4	46.8	45.9	46.6
SALES TO LISTING INVENTORY RATIO.....	17.1	10.3	46.6	54.4	29.2	35.6	43.2	45.3	39.7	30.5	37.6
FINAL SALE TO NEW LISTING RATIO.....	43.8	27.3	111.3	103.3	61.8	66.1	106.7	74.1	79.3	60.4	75.1
CLOSED SALES TYPE											
FORECLOSURE/REO.....	1	0	3	0	0	1	0	1	6	6	12
SELLER CONCESSIONS.....	0	0	0	1	0	0	0	0	1	0	1
SHORT SALE.....	1	0	7	1	1	3	2	3	18	8	26
STANDARD.....	5	3	57	29	20	43	14	82	253	46	299
OTHER.....	0	0	1	0	0	0	0	0	1	0	1
SELLING TIME - PRICE CHANGE - PRICE REDUCTION											
	AVG. SELL TIME	PRICE CHANGE		PRICE REDUCTION		REDUCED \$		\$ AVERAGE PRICE REDUCTION		%	
		ACTIVE NO. LISTINGS	TOTAL # SOLD								
SELLING PRICE RANGE:											
LESS THAN 100,000.....	10	7	3			3		6800		9.2	
100,000 TO 109,999.....	16	3	1			1		17000		13.6	
110,000 TO 119,999.....	256	4	1			1		20000		15.4	
120,000 TO 139,999.....	72	8	6			4		5950		4.6	
140,000 TO 159,999.....	59	11	3			3		17933		10.5	
160,000 TO 179,999.....	82	15	8			6		4166		1.6	
180,000 TO 199,999.....	35	12	11			7		8910		4.1	
200,000 TO 249,999.....	51	60	32			14		6039		1.7	
250,000 TO 299,999.....	57	41	28			20		10975		3.4	
300,000 TO 349,999.....	35	68	26			10		2750		2.3	
350,000 TO 399,999.....	37	84	33			18		11934		2.7	
400,000 TO 449,999.....	29	101	35			21		10070		2.2	
450,000 TO 499,999.....	46	93	32			25		16798		3.3	
500,000 TO 549,999.....	38	63	32			23		19603		3.4	
550,000 TO 599,999.....	48	60	27			21		29486		4.7	
600,000 TO 699,999.....	56	72	16			12		27204		3.4	
700,000 TO 799,999.....	95	55	7			7		41785		5.3	
800,000 TO 899,999.....	51	32	1			1		24900		2.8	
900,000 TO 999,999.....	34	13	2			1		33000		3.4	
1,000,000 TO 1,999,999.....	126	39	4			3		104635		6.9	
MORE THAN 2,000,000.....	158	9	2			1		N/A		N/A	
TOTALS.....	48	850	310			202		3663		0.1	
<div> <div> LISTINGS  <b>4,171</b> </div> <div> 2014 RMLS TOTAL - \$ VOLUME  <b>\$1,202,678,000</b> </div> <div> SALES  <b>2,869</b> </div> </div>											

\*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**

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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: Weiler's Deli  
22323 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:  

September	12	September	26
October	10	October	24