

# REALTOR® REPORT

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

## 2014 Annual Median

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Most Popular  
Loan Product  
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Highlight  
5th Annual  
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# 2014 ANNUAL MEDIAN PRICE HITS \$518,000

BY GAYE RAINEY, PRESIDENT, AND DAVID WALKER  
SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

**Home resale activity increased during December—boding well for 2015—while 2014 went into the history books as the year when investors and distressed sales vanished, lenders relaxed loan underwriting standards, traditional buyers returned, and consumers adjusted to new realities, including a moderate 9.0 percent increase in the annual median price.**



Realtor® Gaye Rainey  
2015 President, SRAR

Realtors throughout the San Fernando Valley negotiated \$4.6 billion in home and condominium sales during 2014, the Southland Regional Association of Realtors reported will report Monday. That total does not include the additional tens of millions of dollars

home sales generate for the local economy in related transactions, including appliance and furniture sales or landscaping and remodeling projects.

The annual median price of singlefamily homes sold increased for the third consecutive year, yet the 9.0 percent increase to \$518,833 was well below the 24.1 percent jump in 2013 when investors pushed prices higher in an intense but short-lived bidding war following the price collapse caused by the national recession. 2014 was the first year since 2007 that the annual median home price came in higher than \$510,000. The annual median reported in 2007 was a record high \$611,933.

“What we saw during 2014 was a return to normal,” said Gaye Rainey, the 2015 president of the 9,100-member Southland Regional Association of Realtors. “We’re completely finished with 20 percent annual

price inflation and back to a world where home ownership is a long-term proposition with moderate annual price increases.”

Rainey and Jim Link, the Association’s chief executive officer, agreed that 2015 will be the first entirely truly normal year since the recession.

“We weathered the storm of distressed sales and investors bidding up prices,” Link said. “Now the market has calmed down. We expect an increase in sales in 2015, especially now that regulators are relaxing overly-tight underwriting standards and consumers have growing confidence in the economy and their financial future.”

The condominium annual median price increase also moderated during 2014, coming in at \$319,667, up 4.9 percent over 2013. It was the third consecutive year the annual condominium median price increased, yet the single-digit gain in 2014 was welcome after a 30.9 percent leap in 2013. “I was concerned about first-time buyers, especially millennial buyers who truly understand the value of starting on the ownership ladder with a condo or townhome,” Rainey said. “Huge price increases limit the pool of prospective buyers, yet the slower price increases resulted from savvy buyers pushing back, refusing to pay over-inflated prices, and that’s a really good thing.”

Rainey and Link do not expect prices to return to the record highs posted during the last decade.

With investors and distressed sales largely out of the picture, the annual home sale total came in at a record-low 5,643, down 6.9 percent from 2013. The annual sales total has been trending lower since the post-recession peak of 7,793 closed escrows reported by the Association in 2009.

Condominium resales fell 19.6 percent to a total of 1,983 units. It was the largest percentage annual drop since the 33.2 percent plummet of the crash in 2007, but followed an 11.9 percent increase in 2013.

CONTINUED ON PAGE 3

CONSUMER PRICE INDEXES						
NOVEMBER 2014						
\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	DEC 2013	NOV 2014	DEC 2014	NOV 2013	DEC 2014	DEC 2014
Los Angeles - Riverside - Orange County	238.742	241.753	240.475	1.3	0.7	-0.5

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ASSOCIATION OF REALTORS®, INC.**

## REALTOR® REPORT

*The Official Publication of SRAR*

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## 2014 ANNUAL MEDIAN PRICE HITS \$518,000

“Traditional buyers and sellers stood on the sidelines while distressed sales worked their way through the market and price increases gave owners additional equity,” Link said. “Many consumers had been squeezed out by investors, but now there’s renewed optimism that those buyers and sellers will jump back into the market, leading to a gradual rise in inventory and additional resale activity.”

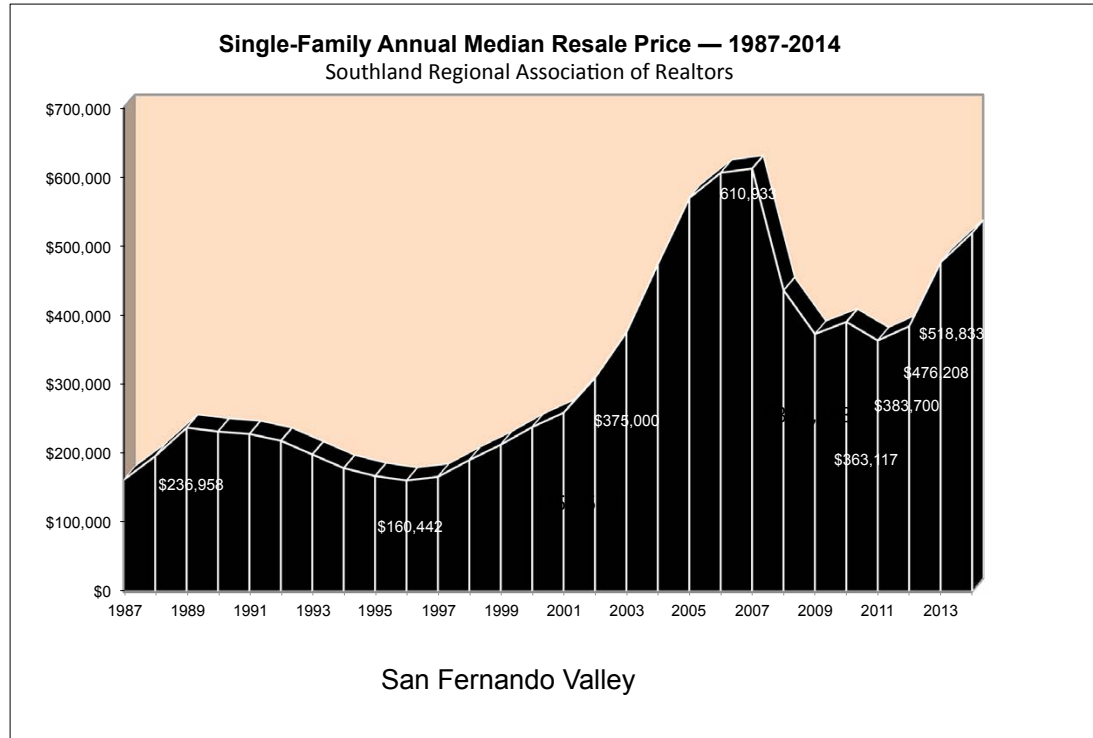
Properly priced homes still attract multiple offers and sell quickly, Rainey said, noting that homes are selling at or slightly over list price, but today’s buyers, while unafraid of competition, will stop bidding simply because they know what a house is worth.

“If they can’t find what they want at the price they want, buyers and sellers will stay where they are,” Rainey said, estimating that more than 50 percent of sales she monitors are contingent on the seller finding a replacement home. “Escrows take longer,” she said, “but they do tend to succeed.”

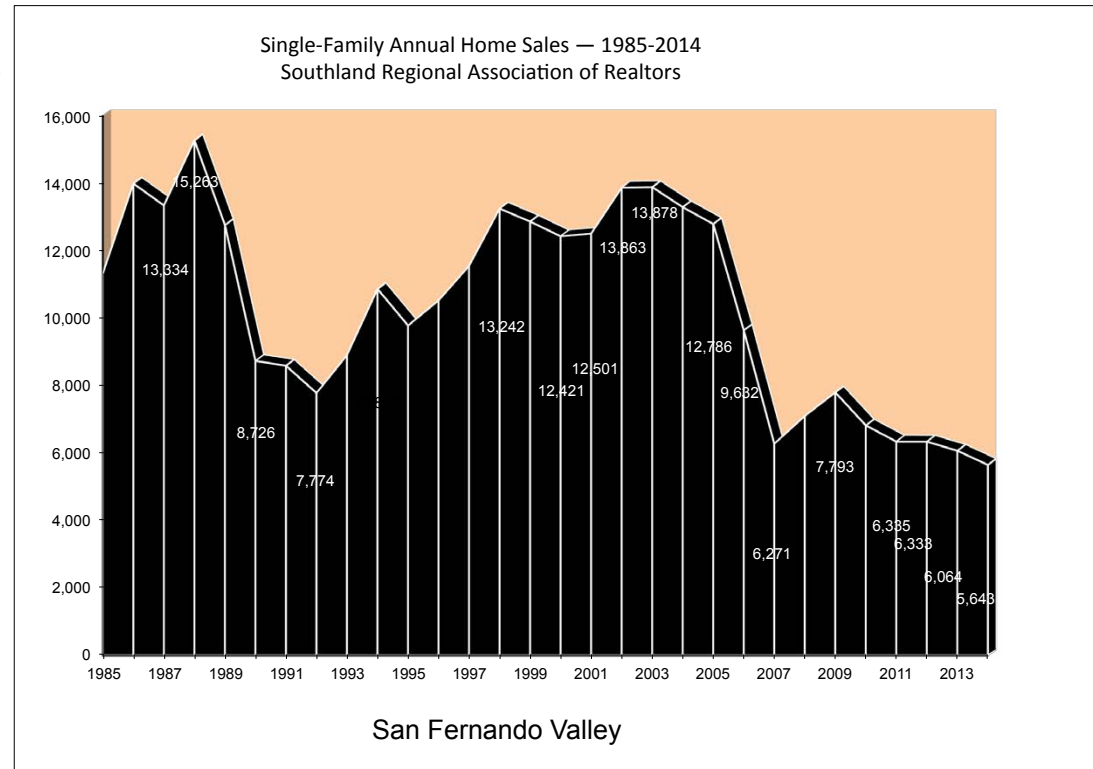
2014 ended with December sales of 522 single-family homes up 3.2 percent over a year ago and 24.3 percent ahead of November. Condo sales of 174 units fell 16.3 percent from December 2013, yet rose 13.0 percent over last November.

The total active inventory of 1,390 listings was up 13.6 percent over a year ago, for a 2.0-month supply, which was well short of the desired 6-month supply. Pending escrows, a measure of future resale activity, increased 15.1 percent, suggesting the 2015 home buying season is off to a solid start.

Year	Annual Median	Percent Change
1987	\$161,582	
1988	\$195,708	21.1%
1989	\$236,958	21.1%
1990	\$231,358	-2.4%
1991	\$227,825	-1.5%
1992	\$217,958	-4.3%
1993	\$198,117	-9.1%
1994	\$178,417	-9.9%
1995	\$166,958	-6.4%
1996	\$160,441	-3.9%
1997	\$165,833	3.4%
1998	\$190,117	14.6%
1999	\$212,292	11.7%
2000	\$237,792	12.0%
2001	\$258,583	8.7%
2002	\$309,175	19.6%
2003	\$375,000	21.3%
2004	\$473,750	26.3%
2005	\$569,208	20.1%
2006	\$605,917	6.4%
2007	<b>\$611,933</b>	1.0%
2008	\$435,958	<b>-28.6%</b>
2009	\$372,483	-14.6%
2010	\$390,000	4.7%
2011	\$363,117	-6.9%
2012	\$383,700	5.7%
2013	\$476,208	24.1%
2014	\$518,833	9.0%



Year	Total	Percent Change
1985	11,322	
1986	13,985	<b>23.5%</b>
1987	13,334	-4.7%
1988	<b>15,263</b>	14.5%
1989	12,753	-16.4%
1990	8,726	-31.6%
1991	8,585	-1.6%
1992	7,774	-9.4%
1993	8,899	14.5%
1994	10,860	22.0%
1995	9,775	-10.0%
1996	10,519	7.6%
1997	11,545	9.8%
1998	13,242	14.7%
1999	12,858	-2.9%
2000	12,421	-3.4%
2001	12,501	0.6%
2002	13,863	10.9%
2003	13,878	0.1%
2004	13,283	-4.3%
2005	12,786	-3.7%
2006	9,632	-24.7%
2007	6,271	-34.9%
2008	7,094	13.1%
2009	7,793	9.9%
2010	6,815	-12.5%
2011	6,335	-7.0%
2012	6,333	0.0%
2013	6,064	-4.2%
2014	<b>5,643</b>	-6.9%



# HYBRID ARMS MOST POPULAR LOAN PRODUCT

BY GAYE RAINEY, PRESIDENT, AND DAVID WALKER  
SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

**Hybrid Adjustable Rate Mortgages continued to be the most popular loan product offered by lenders and chosen by ARM borrowers.**



Freddie Mac recently released the results of its 31st Annual ARM Survey of prime loan offerings, which was conducted Jan. 5 to Jan. 8, showing ARM initial-period rates have decreased since last year and hybrids dominate lenders' ARM offerings.

Hybrid ARMs have an extended initial fixed-rate period — generally three to ten years — and then adjust annually thereafter.

Nearly all of the ARM lenders participating in the survey offered a hybrid. The 5/1 hybrid — a five-year fixed-rate initial period before the rate resets annually — was by far the most common, followed by the 7/1, 3/1 and 10/1.

Far less common were ARMs where the repricing frequency was fixed for the life of loan, such as a one-year

adjustable, a 3/3 ARM, which adjusts once every three years, or a 5/5 ARM, which adjusts every fifth year.

- Interest Rates Lower — The initial interest rate was lower for all ARM products compared to last year.

For example, for a one-year, 5/1 or 10/1 Treasury-indexed ARM, the

## **'TODAY'S LOW MORTGAGE RATES WILL NOT BE AROUND FOREVER.'**

average initial rate was 2.39 percent, 2.98 percent, and 3.71 percent, respectively, down 0.2 percentage points for the one-year and 5/1 products and 0.3 percentage points for the 10/1 ARM.

The larger decline for the 10/1 ARM reflects the drop in longer-term interest rates over the past year.

- Substantial Payment Savings During

Initial Years. — In early January 2015, the interest rate savings for the 5/1 hybrid ARM with a 30-year term — the most common ARM offered in today's market — compared to the 30-year fixed-rate mortgage amounted to 0.75 percentage points.

For a \$250,000 loan, the monthly principal and interest payment on a 5/1

hybrid would be about \$103 less than on the 30-year fixed-rate loan over the first five years of the loan.

"Today's low mortgage rates will not be around forever. Even a majority of the Federal Reserve's policy-making committee expect interest rates to rise by year-end," said Frank Nothaft, vice president and chief economist at Freddie Mac. "Higher rates on both ARM and fixed-rate products, and further gains in home values, could lead more borrowers to opt for an ARM."

During 2014, ARMs comprised about 10 percent of home-purchase loans in the conventional market, according to the Federal Housing Finance Agency.

If fixed-rate loans become more expensive and home values rise further, Freddie Mac expects more consumers to take another look at ARMs. Freddie Mac projects the ARM share rising to 12 percent of the conventional home-purchase market in 2015.

On a \$400,000 loan, a family would save about \$9,000 during the first five years of a 5/1 hybrid compared with a 30-year fixed rate-loan, based on interest rates collected in the Freddie Mac survey.

## **'Pearls of Wisdom' Highlight 5th Annual Commercial Day**

**A capacity crowd turned out to learn the numbers, the different formulas, the mathematics that determine if this commercial investment is a guaranteed loser or that apartment complex is a moneymaking prized possession.**

What attendees got were pearls of wisdom from one investor who transformed a \$130,000 investment in a duplex thirty years ago into a real estate empire encompassing 88 apartment complexes. They also gleaned deep insight into how different players in a commercial transaction come up with different conclusions about the same set of numbers.

That's why the theme of the fifth annual Commercial Day presented by the Commercial and Investment Division of the Southland Regional Association of Realtors was "Do the Math."

The different perspectives on the numbers were detailed by Chuck Weinhardt, Union Bank, who focused on the mathematics of apartment loans. Edward Padilla, Opus Bank, targeted commercial real estate math, while Vlad Ballesteros, First Citizens Bank, which sponsored the event, explored the numerical pros and cons of owner/user commercial loans.

But the mistress of math turned out to be Carmela Ma, an internationally renowned broker and CCIM senior faculty member. Ma, pictured in the far right photo, delved deeply into the three phases in every commercial real estate investment's life cycle—acquisition, ownership, disposition. Miscal-

culate, or even worse fail to calculate, key numbers in each phase greatly reduces the odds of success. Top commercial real estate professionals complete over 150 hours of education delving into the numbers that Ma tossed around with the greatest of ease.

Yet the surprise of the morning seminar were the nuggets of information that emerged from a modest yet highly successful investor, Paul Ling, pictured on the right in the photo to the left. Over three decades Ling transformed a \$130,000 tax shelter into ownership of 88 apartment buildings, some of them initially managed by Ling, so that he'd deeply understand the numbers behind each investment. "When we get bigger, we hire a manager," he said, noting that loyalty means a lot to him as he uses different professionals and several property management companies consistently. He says he can tell within the first minute of a conversation if an investment is a good one, and he can receive five or six calls a day from brokers pitching a multitude of local properties.

Gaye Rainey, SRAR president, pictured bottom left with Dennis Dishaw, who moderated the program, noted that of the 9,100 members of SRAR, about 1,000 specialize in commercial real estate. "SRAR's commercial and investment division is one of six nationally recognized associations in the nation," Rainey said. "A seminar on doing the math illustrates how we're adding to our members' knowledge and expanding awareness."





# SIGN UP NOW FOR 2015 SRAR CHARITY GOLF CLASSIC

**Attention golfers!** Registration is now open for the 2015 SRAR Charity Golf Classic. This year's tournament will be held Monday, April 13, 2015 at Wood Ranch Golf Club, 301 Wood Ranch Parkway, Simi Valley. Registration will open at 8:30 am with a shotgun start at 11:00 am.

**Wood Ranch** is a private championship golf facility, generally recognized as one of the top rated courses in Southern California. It has been the site of both PGA Champions Tour and LPGA Tour events.

**This year's tournament** will be the best ever with a new format, more contests, more prizes and lots more fun. The tournament will be emceed by none other than Eric Tracy, aka "the Mulligan Man". Many will know of Eric as a L.A. area radio personality but he also serves as an on-course host and master of ceremonies. He makes sure participants of all skill levels have a great time!

**Thanks to the generous support** of our sponsors, the cost per player is only \$175. Registration includes:

- Green fee with cart
- BBQ lunch

- Full dinner
- On-course snacks and beverages
- Hole-in-one and accurate drive contests
- Tee gifts
- Awards and prizes



**The golf classic is the SRAR Charitable Foundation's** largest fundraiser of the year. The proceeds from the classic will benefit Genesis House, a project of the Hope of the Valley Rescue Mission. Genesis House is a facility that provides housing and counseling for homeless mothers with children from the San Fernando and Santa Clarita valleys. Your registration fee or sponsorship dollars not only provide a great day of golf but help the less fortunate and are **tax deductible**.

**The tournament** usually sells out within a few weeks but, as an added incentive to register early, each player in a **fully paid foursome** received by March 16 will get a special early bird gift with a retail value of over \$35. Registration forms can be found by visiting the SRAR website [www.srar.com](http://www.srar.com) or in REALTOR Report. Please note: No reservations will be held without payment. For more information, contact Karen Marten at (818) 947-2254 or e-mail [karenm@srar.com](mailto:karenm@srar.com).

Sponsorship opportunities are still available. Check out the packages included in the flyer. And, remember, registration and sponsorships are tax deductible. Payments should be made to the SRAR Charitable Foundation, a 501C3 corporation.

***Don't be left out. Sign up today!***

## Each month the 2015 Technology Committee

will feature a "Tech Tip" section highlighting a useful service/product or technology to help enhance your business.

This month is a screencast provided by 2015 Technology Committee Chairman Nancy Troxell on Google Drive. So follow the link below and turn your speakers up!

<https://www.youtube.com/watch?v=exT-aJMdCGw&feature=youtu.be>

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**TUESDAY MARCH 10, 2015**



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SRAR – Van Nuys

7232 Balboa Blvd 91406

Tuesday March 10, 2015

9:30am – 10:30am

RSVP 818 947 2268

SRAR – Santa CLarita

20655 Soledad Cyn Rd., #33

Tuesday March 10, 2015

2:00pm – 3:00pm

RSVP 661 299 2930

## **AGENTS and BROKERS:**

SRAR – Van Nuys

Tuesday March 10, 2015

11:00am – 12:00pm

RSVP 818 947 2268

SRAR – Santa Clarita

Tuesday March 10, 2015

3:30pm – 4:30pm

RSVP 661 299 2930





SRAR 2015 Education Committee Presents:

# Contracts

Taught by Jeff Kahn  
(Featuring the New Residential Purchase Agreement)

Wednesday February 25th, 2015

1:00pm to 5:00pm

SRAR Auditorium

7232 Balboa Blvd.

Van Nuys, Ca. 91406



Don't miss this opportunity to get a line by line review of the new Residential Purchase Agreement !

\$25.00 For SRAR Members

\$35.00 For Non-Members

Seating is Extremely Limited!! You must register in advance.

To pay by check make payable to SRAR and mail to SRAR 7232 Balboa Blvd. Van Nuys, Ca. 91406 (ATT'N Educ. Dept.). Or fax this form with credit card information and signature to (818) 786-4541 , or email it to vincec@srar.com

**Class Room Style seating is extremely limited. If registering late, please call first to check availability. Call Vince at (818) 947-2268 to check for availability.**

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24-hours notice prior to course date. No refunds honored on or after course date. A \$10.00 administration fee will be charged on all cancellations. SRAR reserves the right to cancel / reschedule any course. If SRAR cancellation occurs, a full refund will be issued. (February 25th 2015 Contracts)

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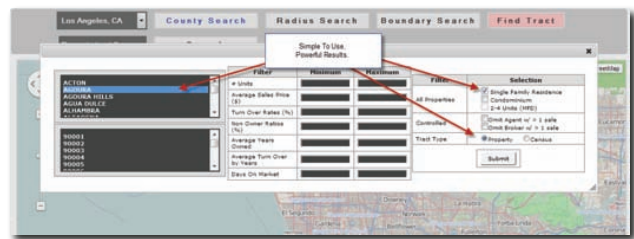


  
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## A Powerful Member Benefit!

ReboGateway's Tract Utility is provided to you as a Member Benefit by SRAR. It offers a data system for real estate brokers and agents looking to grow their business by acquiring more real estate listings. ReboGateway's Tract Utility tool provides turnover (sales) rates that can be associated with much higher level of home sales. Knowing where the housing tracts or census tracts are located that have higher levels of sales (turnover rate) occurring gives an agent a very real and very distinct edge. This turnover rate data allows you to focus your efforts on the housing or census tracts that are more likely to sell... saving you time and money in acquiring new listings.

The Southland Regional Association of REALTORS® is the "Voice For Real Estate" in the San Fernando and Santa Clarita valleys. Our mission is to provide products and services to our members so that they may successfully pursue the real estate profession with fairness, competency and high ethical standards, and, through collective action, promote the preservation of real property rights.



### How to Gain Access to ReboGateway's Tract Utility:

1. SRAR Member's go to [srar.rebogateway.com](http://srar.rebogateway.com) (do not put [www.rebogateway.com](http://www.rebogateway.com) before [srar.rebogateway.com](http://srar.rebogateway.com)).
2. Click on the red "Login" button
3. Above the box, click on: Current member of the SRAR? Click here to get your password.
4. Enter the email address you have on file with SRAR (they must match), click "Retrieve Login Information".
5. A password will be emailed to you.
6. Use the same email address and the emailed password to gain access to this powerful Tract Utility.

### Simple Instructions:

1. Choose the county you wish to find turnover rates within.
2. Click on the pink button "Find Tract"
3. Select the city or zip code you want to find turnover rates in.
4. Select the property types you wish to evaluate (SFR's, Condo's, or MFR's.)
5. Select the grouping: Housing Tract or Census Tracts
6. Click Submit
7. The tracts will be returned from the highest turnover rate to the lowest turnover rate.
8. Click on the tract you want to see, and you will be provided with all of the data on the tract.
9. Enjoy!

### About Tracts:

**Housing Tract** – not all homes are part of a housing tract, but most are. The tract number and lot number are recorded if the home is built within a housing tract. These are normally smaller groups of homes, from 20 – 200 homes within a tract.

**Census Tract** – is a geographic region defined for the purpose of taking a census. All homes are parts of census tracts and are usually larger groups of homes, from 200 – 2000 homes.

You have the choice within ReboGateway's Tract Utility to group homes by smaller Housing Tracts or by larger Census Tracts to view turnover rates.

**[www.rebogateway.com](http://www.rebogateway.com) + [SRAR.rebogateway.com](http://SRAR.rebogateway.com)**





SOUTHLAND REGIONAL  
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**Monday,  
April 13, 2015**

**Wood Ranch Golf Club  
301 Wood Ranch Parkway  
Simi Valley, CA 93065**

**8:30 a.m. Registration  
11:00 a.m. Shotgun Start**



# Player Sign-Up Form

**GOLFERS - \$175 per golfer. Full payment for all players must accompany this form.**

Fee Includes: \*Golf with Cart \*Tee Gifts \*On-Course Contests \*Awards and Prizes  
\*Lunch/Drinks/Snacks on Course \*Awards Buffet Dinner

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

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

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

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

## Contact Information:

Name: \_\_\_\_\_

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

E-Mail \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell \_\_\_\_\_

## Method of Payment:

\_\_\_\_ Credit Card

\_\_\_\_ Check (Please make checks payable to SRAR Foundation, Inc., a 501(c)3 non-profit corporation. Tax I.D. # 95-4323748)

Credit Card Type: \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ Discover \_\_\_\_\_ Amex

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Authorizing Signature: \_\_\_\_\_



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Rescue Mission that provides housing  
& resources for homeless moms & kids in the  
San Fernando & Santa Clarita Valleys.*

SRAR 7232 Balboa Blvd. - Van Nuys, CA 91406

FAX: (818)786-4541 | Email: KarenM@srar.com.

**Return this registration form to Karen Marten**

## 2015 Golf Classic Sponsorship Opportunities

Monday, April 13, 2015

8:30 a.m. Registration | 11:00 a.m. Shotgun Start

TITLE - \$10,000

- Company Name/Logo displayed as "Presenting Sponsor" on all tournament materials and advertising
- Eight playing spots in the tournament
- Eight additional tickets to awards dinner (total of 16)
- Special recognition in the L.A. Times and Daily News prior to and after the tournament
- Primary advertising on all on-site tournament materials
- Tee and green signage
- Promotional banner at registration and awards dinner
- Full page advertisement in the tournament program
- Right to have on-course personnel at assigned tees and/or greens
- Special recognition gift and participation at awards dinner

ACE - \$5,000

- Four playing spots in the tournament
- Four additional tickets to the awards dinner
- Prominent listing in all pre and post tournament publicity
- Primary advertising on all on-site tournament materials
- Tee and green signage
- Ability to have a representative at a designated hole
- Full page advertisement in tournament program
- Acknowledgement and recognition at awards dinner

EAGLE - \$2,500

- Four playing spots in the tournament
- Two additional tickets to the awards dinner
- Listing in all pre and post tournament publicity
- Advertising on all on-site tournament materials
- Tee and green signage
- Ability of have a representative at a designated hole
- Half page advertisement in tournament program
- Acknowledgement and recognition at awards dinner

BIRDIE - \$1,500

- Two playing spots in tournament
- Listing on all pre and post tournament publicity
- Listing on all tournament materials
- Tee and green signage
- Quarter page advertisement in tournament program
- Acknowledgement and recognition at awards dinner

HOLE OR CONTEST - \$1,000

- Two tickets to awards dinner
- Signage and representative at designated hole or contest
- Listing on all tournament materials and advertising
- Acknowledgement in tournament program
- Acknowledgement at awards dinner



### Wood Ranch Golf Club

301 Wood Ranch Parkway, Simi Valley, CA 93065

Please indicate your sponsor level (all sponsorships are tax deductible):

☐ TITLE \$10,000 ☐ ACE \$5,000 ☐ EAGLE \$2,500 ☐ BIRDIE \$1,500 ☐ HOLE OR CONTEST \$1,000

Sponsor Name: \_\_\_\_\_

Contact: \_\_\_\_\_

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

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

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

Make checks payable to 'SRAR Foundation, Inc.' (Tax I.D. #95-4323748)

SRAR

Attention: Karen Marten

7232 Balboa Blvd.

Van Nuys, CA 91046



If paying by credit card, complete below and fax to 818-786-4541.

Name as it appears on card: \_\_\_\_\_

Credit card # \_\_\_\_\_

CVV ( \_\_\_\_\_ ) Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

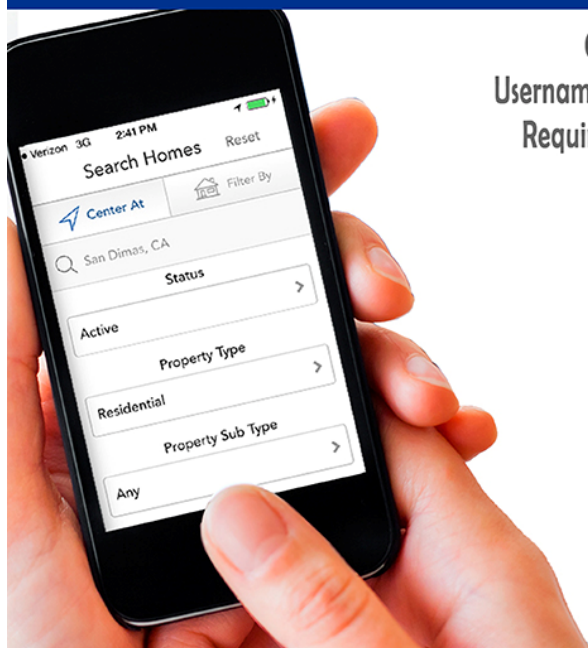


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Now, enjoy the power of CRISNet in the palm of your hands with the new CRMLS iPhone and Android mobile app – available for free download at the [Apple Store](#) and [Google Play](#). You can also find the mobile app by doing a search for the term “CRMLS” in both the Apple Store and Google Play or by scanning either of the QR Codes in the image below.

The CRMLS mobile app, designed for agents who are members of the CRISNet MLS, provides convenient access to the CRISNet MLS Matrix platform. Your CRISNet MLS Matrix username and password are required to log-in to the app.

## DOWNLOAD THE CRMLS APP



CRMLS Matrix  
Username & Password  
Required for Log-in



iPhone



Android

Through the CRMLS mobile app you will have valuable access that you currently have in the CRISNet Matrix platform including:

- Search capabilities that include:
  - City
  - Zip
  - Address
  - MLS#
  - Status
  - Property Type
  - Property Sub Type
  - Price
  - Square Feet
  - Lot Size
  - Year Built
  - Bedrooms
  - Bathrooms
  - Price reduced in last 7 days
  - Open Houses
- Your saved searches
- Your full list of contacts
- Your custom property type carts
- Your portfolio of listings
- The C.A.R.E.T.S Agent Roster

Additional features of the CRMLS app include:

- HomeSpotter™ Tool – whether you are standing in front of a house or sitting in your office, simply point your phone in the direction you desire to find homes and instantly receive full listing details on your mobile device screen
- Draw Tool - Looking for homes in a specific area? Simply draw a circle on the map to see properties in the selected area.

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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.

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Atamian, Juliette / Metro Pacific Real Estate / Valencia  
Babiracki, Jon / Pacific Shores Real Estate, Inc. / Mission Viejo  
Barazani, Daniel Cole / Coldwell Banker Residential Brokerage / Studio City  
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De La Rosa, Arthur P. / West Coast Realty Group / Glendale  
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Garofalo-Rodriguez, Christina Marie / Strategic Realty, Inc. / Agoura Hills

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Giron, Leonel E. / American State Properties / Panorama City  
Goldring, Maxine / Rodeo Realty / Woodland Hills  
Goldsmith, Brett Robert / Lux Realty / Woodland Hills  
Gomez, Albert / Valley Crest Investments / Tarzana  
Gonzaga, Robert R. / Century 21 O.J. Realty / North Hollywood  
Greene, Samuel William / Intero Real Estate Services / Valencia  
Haakenson, Rachel Natalie / Rodeo Realty / Sherman Oaks  
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Morales, Moises Aurelio / The Real Estate Plaza / Granada Hills  
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Nalbandian, Zara / Keller Williams North Valley / Porter Ranch  
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Uriarte, Hilda / Keller Williams North Valley / Porter Ranch  
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Withers, Sarah Magana / Realty Executives / San Fernando  
Wyban, Joseph Michael / Peter Pincherli / Sherman Oaks  
Yaker, Jonathan Asher / Keller Williams Realty / Westlake Village  
Yesayan, Gohar / Pinnacle Estate Properties / Northridge  
Yosef, Jonathan Haim / Oak Brook Realty / Encino  
Zadok, Shai / Keller Williams Realty-Studio City / Studio City



RESIDENTIAL PROPERTIES LISTED

1,445

RESIDENTIAL PROP. ESCROW OPENED

1,011

RESIDENTIAL PROP. ESCROW CLOSED

743

JANUARY 2015 SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	148	191	143	175	220	877	568	1,445
TOTAL ACTIVE LISTINGS	75	288	250	259	394	1,453	1,290	2,743
AVERAGE DAYS ON MARKET	75	82	78	78	85	80	104	92
AVERAGE LIST PRICE IN THOUSANDS	367.9	831.8	960.1	960.0	1,258.8	858.6	512.4	695.8
MEDIAN LIST PRICE IN THOUSANDS	375.0	598.0	524.9	550.0	685.0	529.0	299.9	429.9
BOMS	30	29	34	21	36	150	88	238
AVERAGE BOM PRICE IN THOUSANDS	340.5	718.0	710.3	531.4	756.7	623.9	392.6	538.4
BOM TO SALE RATIO	43.5	29.0	43.6	22.3	36.4	34.1	29.0	32.0
EXPIRATIONS	22	28	22	29	33	134	105	239

PENDING SALES:

NEW ESCROWS OPENED	105	140	91	142	144	622	389	1,011
TOTAL YTD ESCROWS OPENED	105	140	91	142	144	622	389	1,011
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	48	51	57	57	55	54	64	58
NEW OPEN ESCROWS AVERAGE LIST PRICE	345.7	725.9	618.3	523.1	679.8	589.0	403.1	517.5

CLOSED SALES:

NEW ESCROWS CLOSED	69	100	78	94	99	440	303	743
TOTAL YTD ESCROWS CLOSED	69	100	78	94	99	440	303	743
VOLUME OF NEW SALE DOLLARS IN MILLIONS	24.147	66.492	55.875	44.820	63.698	255.031	132.542	387.573
VOLUME OF TOTAL YTD SALES IN MILLIONS	24.147	66.492	55.875	44.820	63.698	255.031	132.542	387.573
AVERAGE SALE PRICE IN THOUSANDS	350.0	664.9	716.3	476.8	643.4	579.6	437.4	521.6
MEDIAN SALE PRICE IN THOUSANDS	350.0	515.0	459.0	450.0	499.9	450.0	325.0	416.0
COOP SALES	51	83	63	76	84	357	237	594
PERCENT OF COOP SALES	73.9	83.0	80.8	80.9	84.8	81.1	78.2	79.9
AVERAGE DAYS ON MARKET	109	99	105	103	122	108	122	114
SALES AT LIST PRICE	38	34	30	49	27	178	126	304
PERCENT OF SALES AT LIST PRICE	55.1	34.0	38.5	52.1	27.3	40.5	41.6	40.9
SALES TO LISTING INVENTORY RATIO	26.3	34.7	31.2	36.3	25.1	30.3	27.1	30.3
FINAL SALE TO NEW LISTING RATIO	46.6	52.4	54.5	53.7	45.0	50.2	53.3	51.4

CLOSED SALES TYPE

FORECLOSURE/REO	1	5	3	2	5	16	0	16
SELLER CONCESSIONS	0	0	0	0	0	0	0	0
SHORT SALE	5	3	2	9	6	25	0	25
STANDARD	62	91	73	83	88	397	0	397
OTHER	1	1	0	0	0	2	0	2

SELLING PRICE RANGE:

AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000	86	7	6	58317
100,000 TO 109,999	97	6	6	16125
110,000 TO 119,999	29	2	2	9250
120,000 TO 139,999	70	11	5	4025
140,000 TO 159,999	77	21	13	5505
160,000 TO 179,999	75	19	12	11258
180,000 TO 199,999	58	22	15	8603
200,000 TO 249,999	46	113	33	1987
250,000 TO 299,999	67	56	43	14634
300,000 TO 349,999	60	61	37	10611
350,000 TO 399,999	46	76	51	13956
400,000 TO 449,999	54	82	54	10687
450,000 TO 499,999	61	61	46	24229
500,000 TO 549,999	56	41	31	23990
550,000 TO 599,999	42	28	22	24162
600,000 TO 699,999	57	53	39	30315
700,000 TO 799,999	55	34	19	24061
800,000 TO 899,999	50	18	13	45609
900,000 TO 999,999	64	16	10	70384
1,000,000 TO 1,999,999	61	56	44	77915
MORE THAN 2,000,000	105	10	9	249295
TOTALS	59	743	510	26090

2014 RMLS TOTAL - \$ VOLUME

\$387,573,000

LISTINGS

1,445

SALES

743

THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



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

**SAN FERNANDO VALLEY**  
**COMPARABLE SALES ANALYSIS 2010-2015**  
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)  
TOTAL MONTH BY MONTH

	2010					2011					2012					2013					2014					2015				
	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>	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		1,445	743	320.4	49.3	
<b>FEB</b>	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>	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>	2,212	1,188	526.9	53.7		1,740	1,052	394.2	60.5		1,367	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>	1,936	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>	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>	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>	1,993	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>	1,726	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>	1,677	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		1,524	1,033	553	67.8						
<b>NOV</b>	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		1,102	905	463.6	82.1						
<b>DEC</b>	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		867	1,105	581.4	127.5						
<b>TOTAL</b>	22,318	12,617	5415.2	55.6		19,053	12,308	4867.4	66.3		15,732	13,674	5366.5	87		16,407	13,177	6,315.3	80.71		16,902	11,726	6,161.6	69.3						
<b>AVG. SALE PRICE</b>			<b>\$429,200</b>					<b>\$395,470</b>					<b>\$392,470</b>					<b>\$479,270</b>					<b>\$525,464</b>							

# SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR JANUARY 2015

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
<b>ACTIVE INVENTORY</b>								
New Listings	113	120	102	138	166	639	496	1,135
Total Active Listings	191	198	168	209	326	1,092	1,119	2,211
Average Days on Market	75	76	72	80	84	78	96	88
Average List Price in Thousands	406.9	1,019.0	1,266.7	739.9	1,448.7	1,024.9	524.3	771.6
Median List Price in Thousands	390.0	749.0	850.0	584.0	775.0	630.0	295.0	469.5
BOMS	22	18	22	19	29	110	73	183
Average BOM Price in Thousands	371.4	927.6	935.0	554.5	865.8	737.1	403.3	604.0
BOM to Sale Ratio	42.3	30.5	42.3	30.6	35.4	35.8	28.9	32.7
Expirations	14	19	12	27	25	97	97	194
<b>PENDING SALES</b>								
New Escrows Opened	79	79	64	107	105	434	326	760
Total YTD Escrows Opened	79	79	64	107	105	434	326	760
New Open Escrows Average Days on Market	48	56	59	53	57	54	60	57
New Open Escrows Average List Price	372.5	929.6	736.3	587.5	801.4	684.3	405.0	564.5
<b>CLOSED SALES:</b>								
New Escrows Closed	52	59	52	62	82	307	253	560
Total YTD Escrows Closed	52	59	52	62	82	307	253	560
Volume of New Sales Dollars in Millions	19.949	48.949	47.460	34.384	58.042	208.784	111.265	320.049
Volume of total YTD Sales in Millions	19.949	48.949	47.460	34.384	58.042	208.784	111.265	320.049
Average Sale Price in Thousands	383.6	829.7	912.7	554.6	707.8	680.1	439.8	571.5
Median Sale Price in Thousands	365.0	640.0	570.0	510.0	530.0	510.0	295.0	447.0
Coop Sales	39	51	39	49	71	249	197	446
Percent of Coop Sales	75.0	86.4	75.0	79.0	86.6	81.1	77.9	79.6
Average Days on Market	111	89	105	93	126	106	123	114
Sales at List Price	27	16	17	31	26	117	107	224
Percent of Sales at List Price	51.9	27.1	32.7	50.0	31.7	38.1	42.3	40.0
Sales to Listing Inventory Ratio	27.2	29.8	31.0	29.7	25.2	28.1	22.6	25.3
Final Sale to New Listing Ratio	46.0	49.2	51.0	44.9	49.4	48.0	51.0	49.3
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO	1	2	1	1	5	10	0	10
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	4	1	1	6	6	18	0	18
Standard	46	55	50	55	71	277	0	277
Other	1	1	0	0	0	2	0	2

# SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR JANUARY 2015

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
<b>ACTIVE INVENTORY</b>								
New Listings	35	71	41	37	54	238	72	310
Total Active Listings	71	90	82	50	68	361	171	532
Average Days on Market	77	95	92	70	86	85	156	108
Average List Price in Thousands	263.0	420.0	332.1	419.0	348.1	355.5	434.6	380.9
Median List Price in Thousands	239.9	415.0	288.0	349.7	300.0	305.0	330.0	319.9
BOMS	8	11	12	2	7	40	15	55
Average BOM Price in Thousands	255.6	374.9	298.3	312.0	304.7	312.6	340.5	320.2
BOM to Sale Ratio	47.1	26.8	46.2	6.3	41.2	30.1	30.0	30.1
Expirations	8	9	10	2	8	37	8	45
<b>PENDING SALES</b>								
New Escrows Opened	26	61	27	35	39	188	63	251
Total YTD Escrows Opened	26	61	27	35	39	188	63	251
New Open Escrows Average Days on Market	48	44	53	70	50	52	83	60
New Open Escrows Average List Price	264.5	462.1	338.5	326.0	352.5	368.9	393.4	375.1
<b>CLOSED SALES:</b>								
New Escrows Closed	17	41	26	32	17	133	50	183
Total YTD Escrows Closed	17	41	26	32	17	133	50	183
Volume of New Sales Dollars in Millions	4.198	17.543	8.415	10.436	5.655	46.247	21.277	67.524
Volume of total YTD Sales in Millions	4.198	17.543	8.415	10.436	5.655	46.247	21.277	67.524
Average Sale price in Thousands	246.9	427.9	323.7	326.1	332.7	347.7	425.5	369.0
Median Sale Price in Thousands	248.0	360.0	300.0	335.0	335.0	329.0	370.0	335.0
Coop Sales	12	32	24	27	13	108	40	148
Percent of Coop Sales	70.6	78.0	92.3	84.4	76.5	81.2	80.0	80.9
Average Days on Market	102	115	104	123	103	112	116	113
Sales at List Price	11	18	13	18	1	61	19	80
Percent of Sales at List Price	64.7	43.9	50.0	56.3	5.9	45.9	38.0	43.7
Sales to Listing Inventory Ratio	23.9	45.6	31.7	64.0	25.0	36.8	29.2	34.4
Final Sale to New Listing Ratio	48.6	57.7	63.4	86.5	31.5	55.9	69.4	59.0
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO	0	3	2	1	0	6	0	6
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	1	2	1	3	0	7	0	7
Standard	16	36	23	28	17	120	0	120
Other	0	0	0	0	0	0	0	0



## SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR JANUARY 2015

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	12	3	63	24	12	54	15	61	244	66	310
Total Active Listings	43	21	95	53	33	81	14	78	418	149	567
Average Days on Market	100	176	89	112	84	65	90	67	88	102	92
Average List Price in Thousands	530.8	1,000.2	684.8	537.7	676.4	565.7	746.5	784.4	663.1	373.4	587.0
Median List Price in Thousands	490.0	750.0	519.0	519.9	639.0	539.9	699.5	619.9	560.0	296.0	519.9
BOMS	1	1	9	2	3	8	3	8	35	12	47
Average BOM Price in Thousands	650.0	495.0	425.7	288.5	545.0	473.6	825.0	556.5	511.5	400.5	483.2
BOM to Sale Ratio	20.0	50.0	32.1	16.7	37.5	30.8	100.0	33.3	32.4	36.4	33.3
Expirations	0	1	6	0	2	11	1	4	25	11	36

### PENDING SALES

New Escrows Opened	4	7	32	20	13	31	13	60	180	40	220
Total YTD Escrows Opened	4	7	32	20	13	31	13	60	180	40	220
New Open Escrows Average Days on Market	101	141	37	41	100	45	75	45	54	84	60
New Open Escrows Average List Price	383.7	623.2	456.1	464.5	545.5	528.7	672.9	544.1	525.9	296.4	484.1

### CLOSED SALES:

New Escrows Closed	5	2	28	12	8	26	3	24	108	33	141
Total YTD Escrows Closed	5	2	28	12	8	26	3	24	108	33	141
Volume of New Sales Dollars in Millions	3.058	1.128	12.775	5.173	4.284	13.401	2.145	13.310	55.274	11.250	66.524
Volume of total YTD Sales in Millions	3.058	1.128	12.775	5.173	4.284	13.401	2.145	13.310	55.274	11.250	66.524
Average Sale price in Thousands	611.5	564.2	456.3	431.1	535.5	515.4	715.0	554.6	511.8	340.9	471.8
Median Sale Price in Thousands	475.0	555.0	435.0	430.5	505.0	464.0	665.0	530.0	480.0	282.0	450.0
Coop Sales	4	2	25	10	7	24	2	22	96	28	124
Percent of Coop Sales	80.0	100.0	89.3	83.3	87.5	92.3	66.7	91.7	88.9	84.8	87.9
Average Days on Market	156	63	107	88	120	112	113	118	111	103	109
Sales at List Price	2	0	17	6	3	9	1	4	42	11	53
Percent of Sales at List Price	40.0	0.0	60.7	50.0	37.5	34.6	33.3	16.7	38.9	33.3	37.6
Sales to Listing Inventory Ratio	11.6	9.5	29.5	22.6	24.2	32.1	21.4	30.8	25.8	22.1	24.9
Final Sale to New Listing Ratio	41.7	66.7	44.4	50.0	66.7	48.1	20.0	39.3	44.3	50.0	45.5

### CLOSED SALES TYPE

Foreclosure / REO	0	0	0	1	0	0	0	0	1	0	1
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	2	0	4	2	1	2	0	1	12	0	12
Standard	3	2	24	9	7	24	3	23	95	0	95
Other	0	0	0	0	0	0	0	0	0	0	0

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR JANUARY 2015

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	26	0	13	7	5	32	83	13	96
Total Active Listings	0	0	37	0	22	16	8	53	136	17	153
Average Days on Market	0	0	65	0	56	97	84	76	73	40	69
Average List Price in Thousands	0.0	0.0	261.5	0.0	249.9	320.6	366.1	370.7	315.3	294.1	312.9
Median List Price in Thousands	0.0	0.0	249.9	0.0	239.0	339.0	350.0	350.0	309.9	310.0	310.0
BOMS	0	0	2	0	2	0	1	11	16	1	17
Average BOM Price in Thousands	0.0	0.0	258.5	0.0	277.5	0.0	359.6	370.7	344.3	550.0	356.4
BOM to Sale Ratio	0.0	0.0	15.4	0.0	22.2	0.0	50.0	50.0	28.1	50.0	28.8
Expirations	0	0	2	0	1	0	1	4	8	1	9

### PENDING SALES

New Escrows Opened	0	0	17	0	12	9	6	24	68	7	75
Total YTD Escrows Opened	0	0	17	0	12	9	6	24	68	7	75
New Open Escrows Average Days on Market	0	0	60	0	63	64	47	47	55	55	55
New Open Escrows Average List Price	0.0	0.0	275.9	0.0	245.3	351.5	358.7	354.5	315.5	325.4	316.5

### CLOSED SALES:

New Escrows Closed	0	0	13	0	9	11	2	22	57	2	59
Total YTD Escrows Closed	0	0	13	0	9	11	2	22	57	2	59
Volume of New Sales Dollars in Millions	0.000	0.000	3.131	0.000	1.887	3.740	0.685	7.762	17.204	0.632	17.836
Volume of Total YTD Sales in Millions	0.000	0.000	3.131	0.000	1.887	3.740	0.685	7.762	17.204	0.632	17.836
Average Sale price in Thousands	0.0	0.0	240.8	0.0	209.6	340.0	342.3	352.8	301.8	316.0	302.3
Median Sale Price in Thousands	0.0	0.0	235.0	0.0	230.0	335.0	329.5	342.0	315.0	233.0	315.0
Coop Sales	0	0	11	0	8	7	2	18	46	2	48
Percent of Coop Sales	0.0	0.0	84.6	0.0	88.9	63.6	100.0	81.8	80.7	100.0	81.4
Average Days on Market	0	0	136	0	113	123	133	95	114	199	117
Sales at List Price	0	0	4	0	0	3	1	11	19	1	20
Percent of Sales at List Price	0.0	0.0	30.8	0.0	0.0	27.3	50.0	50.0	33.3	50.0	33.9
Sales to Listing Inventory Ratio	0.0	0.0	35.1	0.0	40.9	68.8	25.0	41.5	41.9	11.8	38.6
Final Sale to New Listing Ratio	0.0	0.0	50.0	0.0	69.2	157.1	40.0	68.8	68.7	15.4	61.5

### CLOSED SALES TYPE

Foreclosure / REO	0	0	0	0	1	0	0	0	1	0	1
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	3	0	0	2	0	1	6	0	6
Standard	0	0	9	0	8	9	2	21	49	0	49
Other	0	0	1	0	0	0	0	0	1	0	1

RESIDENTIAL PROPERTIES LISTED  
406

RESIDENTIAL PROP. ESCROW OPENED  
295

RESIDENTIAL PROP. ESCROW CLOSED  
200

JANUARY 2015 SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	12	3	89	24	25	61	20	93	327	79	406
TOTAL ACTIVE LISTINGS	43	21	132	53	55	97	22	131	554	166	720
AVERAGE DAYS ON MARKET	100	176	82	112	73	70	88	71	85	96	87
AVERAGE LIST PRICE IN THOUSANDS	530.8	1,000.2	566.2	537.7	505.8	525.3	608.2	617.0	577.7	365.3	528.7
MEDIAN LIST PRICE IN THOUSANDS	490.0	750.0	433.5	519.9	496.0	520.0	629.9	490.0	499.0	298.9	449.9
BOMS	1	1	11	2	5	8	4	19	51	13	64
AVERAGE BOM PRICE IN THOUSANDS	65.0	495.0	395.3	288.5	438.0	473.6	708.6	448.9	459.1	412.0	449.5
BOM TO SALE RATIO	20.0	50.0	26.8	16.7	29.4	21.6	80.0	41.3	30.9	37.1	32.0
EXPIRATIONS	0	1	8	0	3	11	2	8	33	12	45
PENDING SALES:											
NEW ESCROWS OPENED	4	7	49	20	25	40	19	84	248	47	295
TOTAL YTD ESCROWS OPENED	4	7	49	20	25	40	19	84	248	47	295
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	101	141	45	41	82	50	66	46	55	80	59
NEW OPEN ESCROWS AVERAGE LIST PRICE	383.7	623.2	393.6	464.5	401.4	488.8	573.7	489.9	468.2	300.7	441.5
CLOSED SALES:											
NEW ESCROWS CLOSED	5	2	41	12	17	37	5	46	165	35	200
TOTAL YTD ESCROWS CLOSED	5	2	41	12	17	37	5	46	165	35	200
VOLUME OF NEW SALE DOLLARS IN MILLIONS	3.058	1.128	15.906	5.173	6.171	17.141	2.830	21.072	72.478	11.882	84.360
VOLUME OF TOTAL YTD SALES IN MILLIONS	3.058	1.128	15.906	5.173	6.171	17.141	2.830	21.072	72.478	11.882	84.360
AVERAGE SALE PRICE IN THOUSANDS	611.5	564.2	388.0	431.1	363.0	463.3	565.9	458.1	439.3	339.5	421.8
MEDIAN SALE PRICE IN THOUSANDS	475.0	555.0	399.9	430.5	249.0	440.0	660.0	440.0	435.0	292.0	415.0
COOP SALES	4	2	36	10	15	31	4	40	142	30	172
PERCENT OF COOP SALES	80.0	100.0	87.8	83.3	88.2	83.8	80.0	87.0	86.1	85.7	86.0
AVERAGE DAYS ON MARKET	156	63	116	88	117	115	121	107	112	109	112
SALES AT LIST PRICE	2	0	21	6	3	12	2	15	61	12	73
PERCENT OF SALES AT LIST PRICE	40.0	0.0	51.2	50.0	17.6	32.4	40.0	32.6	37.0	34.3	36.5
SALES TO LISTING INVENTORY RATIO	11.6	9.5	31.1	22.6	30.9	38.1	22.7	35.1	29.8	21.1	27.8
FINAL SALE TO NEW LISTING RATIO	41.7	66.78	46.1	50.0	68.0	60.7	25.0	49.5	50.5	44.3	49.3
CLOSED SALES TYPE											
FORECLOSURE/REO	0	0	0	1	1	0	0	0	2	0	2
SELLER CONCESSIONS	0	0	0	0	0	0	0	0	0	0	0
SHORT SALE	2	0	7	2	1	4	0	2	18	0	18
STANDARD	3	2	33	9	15	33	5	44	144	0	144
OTHER	0	0	1	0	0	0	0	0	1	0	1
SELLING TIME - PRICE CHANGE - PRICE REDUCTION											
AVG. SELL TIME	25	59	8	12	15	14	17	7	24	18750	103
ACTIVE NO. LISTINGS	9	1	3	8	12	15	14	17	24	1450	8.7
TOTAL # SOLD	1	1	0	2	2	2	1	2	1	18700	0.0
REDUCED \$	1	0	0	2	4	4	4	7	15	14725	7.1
\$ AVERAGE PRICE REDUCTION	9600	10000	N/A	18750	1450	18700	14725	10543	4176	23547	4.1
PRICE REDUCTION %	10.3	8.7	0.0	11.7	0.9	7.1	4.1	3.6	1.2	5.4	1.2

\*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHLAND REGIONAL  
ASSOCIATION OF REALTORS®, INC.

**SANTA CLARITA VALLEY**  
**COMPARABLE SALES ANALYSIS 2010-2015**  
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)  
TOTAL MONTH BY MONTH

	2010					2011					2012					2013					2014					2015				
	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	476	231	82.7	48.5		519	241	75.2	46.4		470	276	83.8	58.7		355	248	84.2	69.9		391	238	96.2	60.9		406	200	83.4	49.3	
FEB	489	241	89.4	49.3		525	222	74.2	42.3		447	275	78.7	61.5		370	255	89.7	68.9		417	214	88.2	51.3						
MAR	592	354	123.4	59.8		585	310	104	53		460	348	107.9	75.7		383	345	132	90.1		491	261	103.2	53.2						
APR	553	328	118.1	59.3		618	329	106	53.2		427	364	109	85.2		417	364	139.1	87.3		484	369	155.5	76.2						
MAY	465	368	135.9	79.1		588	363	115.8	61.7		456	384	118	84.2		430	373	140.1	86.7		500	367	157.6	73.4						
JUNE	551	357	123.4	64.8		578	397	128	68.7		413	432	135.0	104.6		471	346	142.7	73.5		493	344	153.2	69.8						
JUL	564	302	115.8	53.5		512	364	115.7	71.1		388	392	122.6	101		489	404	163.7	82.6		500	373	157.1	74.6						
AUG	550	312	111.3	56.7		532	406	130	76.3		422	406	120.2	96.2		448	375	147.4	83.7		441	362	159.9	82.1						
SEPT	540	297	106.4	55		505	336	103.4	66.5		314	337	118.2	107.3		412	332	129.1	80.6		454	341	145.9	75.1						
OCT	525	279	93.1	53.1		491	346	106.5	70.5		317	347	121.2	109.5		410	335	131.9	81.7		366	356	149.6	97.3						
NOV	423	299	97.3	70.7		368	354	104.8	96.2		283	298	96	105.3		324	323	131.9	99.7		256	308	136.8	120.3						
DEC	407	308	102.6	75.2		307	415	122.9	135.2		233	419	145.9	179.8		214	407	165.2	109.2		227	365	161.9	160.8						
TOTAL	6,135	3,676	1299.4	60.3		6,128	4,083	1286.5	67		4360	4278	1356.5	99		4723	4107	1597	84.5		5020	3898	1642.5	160.8						
AVG. SALE PRICE	\$353,482					\$315,090					\$317,090					\$388,850					\$421,369									



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### STYL'N CONSTRUCTION, INC.

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## AREA MEETING ANNOUNCEMENTS

### EAST NORTH

Thursdays

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

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

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

Time: 8:45am

### 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. INVEST. 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 POSTPONED

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

2<sup>nd</sup> & 4<sup>th</sup> 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: Networking Starts at 8:15am

Meeting Starts at 8:45am

Upcoming Meetings:

February	13	February	27
March	13	March	27
April	10	April	24
May	8	May	22
June	12	June	26
July	10	July	24
August	14	August	28
September	11	September	25
October	9	October	23
November	13	November	Happy Thanksgiving
December	11	December	Happy Holidays