

March/April, 2015

REALTOR® REPORT

The Official Publication of Southland Regional Association of Realtors®

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Don't be left out.
Sign up today!
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TECHNOLOGY REPORT-GOOGLE VOICE

BY TECH COMMITTEE MEMBER MICHAEL L. KAUFMAN

It sure looks easy on all those real estate television shows that have become staples on HGTV and Bravo. Hang a sign, show a house and WOW....a huge commission check. If only. The reality every REALTOR® can attest to is the other financial side of the coin: The costs of doing business. They're all out of pocket. The REALTOR's® pocket.

As sure as death and taxes, each REALTOR® is going to have to spend money, often without any assurance of the next commission check, to cover the costs of marketing, advertising, photocopying, phone calls, fuel, key fobs, and a whole bunch of others, including membership in your local regional association. It adds up. Quickly.

When I became a full-time REALTOR® eighteen months ago, I looked for any possible way I could to keep costs down. After all, I knew I might go weeks (months!) living on savings.

I also knew I was going to need a dedicated cell phone just for business, but I really didn't want to spend \$60 per month on another contract, and I really wanted to keep my personal cell phone, well, personal. The solution: Google Voice.

Google Voice is a virtual phone service provided by technology innovator and Internet giant, Google. With Google Voice, you can make outgoing calls, receive incoming calls, send and receive text messages, receive voice mail messages, and do just about anything you can do with your real phone. The best part? It's free.

To get started, you'll need a Google account. You can use a Gmail address. That's also free.

Here's a tip: If you already have Gmail, I would suggest getting a second address. Google Voice records all your voice mail messages, text messages, and records of missed calls to your Gmail Inbox, which is a great feature for future reference but can be a little harrowing when you're scrolling through all your email messages on a smart phone.

Next, go to the Google Voice web site and follow the prompts to choose a phone

number, create a PIN, and enter a forwarding number for the device you want to receive calls (this would most likely be your cell phone), and set up a voice mail.

Finally, download the Google Voice app to your smart phone. Congratulations! You now have a new, dedicated telephone number for your real estate business with all the features of a regular phone. And it's free.

So, how does it work? You put your new contact number on your web site, Facebook, Twitter, realtor.com, Zillow, Trulia, Redfin, and any other site you use.

You put your new phone number on your open house directional signs. You put your new phone number on your business cards and give them out to everyone you meet. (Yes, people actually still do that.) You give your new phone number out in any way you think will attract new business.

When someone calls your new phone number, it rings in your smartphone, just like a real call. When you answer, you have a real conversation. When you don't, it goes to your new voicemail.

When you want to make an outgoing phone call, just tap the Dialer icon in the Google Voice app, and place your phone call. Your Google Voice telephone number will appear in the recipient's caller ID. Same goes for text messages. Your existing smartphone has now become a two-phone line device. And none of your business calls will ever have access your personal cell phone number.

Google Voice does have some quirks to it. The icons are a little finicky. It's easy to accidentally tap the Dialer or Inbox icon when trying to respond to a text message. Or maybe that's just my fat fingers. Also, the Quick Dial isn't as clean an interface as, say, the iPhone's.

I've been using Google Voice for the past eighteen months and I'm completely satisfied with it. If I had signed a contract for a new cell phone at \$60 per month, I would have spent \$1,080 to date. Google Voice allows me to hold on to more of my commission dollars and keep them right where they belong. With my cell phone. IN pocket.


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**SOUTHLAND REGIONAL
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REALTOR® REPORT

The Official Publication of SRAR

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CONSUMER PRICE INDEXES						
JANUARY 2015						
\$	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

PENDING SALES JUMP POINTS TO BETTER MARKET

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

During the fourth quarter of last year the vast majority of Realtors said in a survey they expected the home resale market to improve in 2015 and an increase in December pending sales suggests they may just be right.



Realtor® Gaye Rainey
2015 President, SRAR

For the first time in nearly two years, pending home sales—a measure of future sales activity—posted higher on a year-over-year basis. It was the first time that happened since January 2013. With the expectation of a more vibrant economy in the new year, greater job growth, and increasing household formations, the California Association of Realtors' new Market Pulse Survey found widespread confidence among real estate professionals throughout state.

Pending sales, while down as expected from November due to seasonal effects, nonetheless came in 2.6 percent better than December 2013. The optimism for the market in California also held true from coast to coast. Existing home sales nationwide during 2015 are expected to come in 6.6 percent ahead of 2014, said Lawrence Yun, the chief economist for the National Association of Realtors.

"With interest rates at lows not seen since early 2013," he said, "the strength in existing-sales in upcoming months will largely depend on the willingness of current homeowners to realize their equity gains from the past couple years and trade up."

More jobs, increasing consumer confidence, less expensive mortgage insurance, and new low down payment programs coming into the marketplace will likely lead to more demand from first-time buyers, he said. In the fourth quarter of 2014, the vast majority—87 percent—of Realtor expected market conditions to either improve or stay the same over the next year, the C.A.R. survey found.

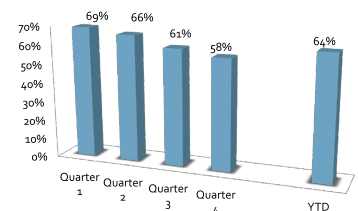
Plus, 61 percent of Realtors closed a transaction in the fourth quarter of 2014, up from the first quarter when 53 percent closed an escrow.

In an indication of stabilizing home prices, fewer homes, about 24 percent, sold above asking price in the fourth quarter of 2014, compared to 46 percent in the first quarter.

Homes selling below asking price rose from 19 percent in the first quarter of 2014 to 48 percent in the fourth quarter, indicating home sellers' expectations moved more in line with buyers' expectations toward the end of the year, plus there was an increase in competition among sellers attempting to appeal to affordability strapped home buyers. More than half, 58 percent, of properties received multiple offers in the fourth quarter of 2014, down from 69 percent in the first quarter.

IN AN INDICATION OF STABILIZING HOME PRICES, FEWER HOMES SOLD ABOVE ASKING PRICE

Fewer Properties Receiving Multiple Offers



Q: How many offers did your last closed transaction receive?

More Homes Selling Below Asking Price



Q: Compared to last year, home in your market area this year are generally selling ... ?

"MULLIGAN MAN TO EMCEE"

Register Now for 2015 Charity Classic

Hope of the Valley Rescue Mission and Genesis House will be beneficiaries of the Southland Regional Association of Realtors' 2015 Charity Golf Classic, which will be held Monday, April 13, at a private championship course — the Wood Ranch Golf Club in Simi Valley.

Player registration is now open. The tournament typically sells out quickly 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

This year's tournament promises to be the best ever with a new format, more contests, more prizes and lots more fun. It will be emceed by none other than Eric Tracy, aka "the Mulligan Man". Many will know of Tracy 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!



The SRAR Charity Golf Classic is the largest fund raiser for the Association's Charitable Foundation—a 501c3 non-profit organization. The event includes a terrific day of golf, a delicious dinner, and amazing raffle prizes, with the odds in favor of attendees. A few opportunities to sponsor the tournament remain, ranging from a title sponsor to raffle sponsors. All sponsorships for the SRAR Charity Golf Tournament are 100 percent tax-deductible. If interested, contact Jason Arancibia at 818-947-2298 or write via email to JasonA@srar.com.

GAYE RAINY INSTALLED AS PRESIDENT

Renewing her commitment to the two key attributes of a successful professional— service and knowledge—Realtor Gaye Rainey was sworn in as the 2015 President of the 9,100-member Southland Regional Association of Realtors.

Rainey, pictured to the right, was installed recently as the 95th president of the local trade association, which serves the San Fernando and Santa Clarita Valleys.

Gina Uzunyan also took the oath of office as the Association's 2015 President-Elect.

Other officers and directors installed included: Jerry Ascencio, Patricia Beltran, Tom Carnahan, Ana Maria Colon, Winnie Davis, Wendy Furth, Roger Hance, Bob Khalsa, Rana Linka, Bud Mauro, Alice McCain, Patti Petralia, Fred Sabine, Nancy Starczyk, Dan Treserras, Nancy Troxell, Dean Vincent, Gary Washburn, Steve White, and Pat A. Zicarelli. Zicarelli, a SRAR past president and the 2015 President-Elect of the 165,000-member California Association of Realtors, issued the oath of office to Rainey. Realtor Jeff Kahn served as the evening's master of ceremonies.

The inaugural ball focused special praise on Patti Petralia, pictured to the far right, who was selected as the 2014 Realtor of the Year, Diana MacIntyre, the 2014 Association Service Award recipient, and Arnie Garfinkel, pictured on the far right, who was named 2014 Affiliate of the Year.

Also on hand to congratulate Rainey and honor Roger Hance, SRAR's 2014 President, were multiple leaders of Realtor associations from throughout the state, along with a list of elected officials and dignitaries, including: Los Angeles City Councilmen Paul Koretz, Mitch Englander and Paul Krekorian; California Assemblywoman Jacqui Irwin; L.A. City Controller Ron Galperin; and



Santa Clarita City Councilman Bob Kellar. Scott Abrams attended representing U.S. Congressman Brad Sherman, while Marc Berkman was there on behalf of Assemblyman Matt Deabneh.

Many of the officials presented resolutions and plaques commending Hance for his service to his profession and the community during the year that he was president

Realtors Neal Wachtel, center, and Mike Volante for careers studded with remarkable sales achievements while setting high standards for ethics and service to hundreds of clients. "Real Estate is the greatest vehicle available to us to have our own business," Wachtel said.

Hance noted that Volante is the "epitome of the perfect Realtor. The man is amazing."

Rainey said in her acceptance speech that two emotions washed over her as she took the reins of one of the largest local trade associations in the nation.

"I have great joy tonight," she said. This is the culmination of 37 years being part of a great organization."

Yet Rainey said she also was humbled by the challenges and tasks ahead.

"I hope I can keep the momentum going," she said, while also recruiting young professionals into leadership positions.

"I want to pass the torch on to a new generation of Realtors," Rainey said.

The theme of the evening was "Then and Now," showing the leaders of past decades and how volunteers and staff have changed over they years.

Yet no matter how big the change, no matter how much residential real estate has evolved with the creation of

the Internet and specialized web tools, the "same things were needed then and now," she stressed.

"We need to keep the focus on service," she said, "and the deep knowledge that we provide to our clients."

All the Internet search engines and applications in the world cannot replace or substitute for those two cornerstones of residential real estate.



of the Southland Regional Association of Realtors.

Hance, pictured in bottom photo on the left, presented the 2015 Icon Awards to veteran

REVISED RESIDENTIAL PURCHASE AGREEMENT (RPA) – “PERSPECTIVE”

KATHY MEHRINGER – COLDWELL BANKER RESIDENTIAL BROKERAGE

RPA STUDY GROUP CHAIRPERSON

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS® 2015 RISK MANAGEMENT COMMITTEE

In October 2012 the California Association of Realtors® leadership team appointed a Study Group to assess the current **Residential Purchase Agreement** and submit recommendations for revisions.

The Study Group was comprised of practitioners, attorneys, brokers and managers with representation from both Southern and Northern California. Over a two year period nearly one thousand comments and suggestions were reviewed and analyzed, dozens of meetings and conference calls were held and then, in 2014, the California Association of Realtors® Standard Forms Advisory Committee approved the implementation of a newly revised **Residential Purchase Agreement** which was released in November 2014.

In many ways the language in this revised purchase agreement is intended to alter the way real estate sales are negotiated in California, establishing greater consistency throughout the state. For example, all of the Buyer investigations and due diligence are facilitated in the same manner; the appropriate professional is usually selected, hired and paid by the Buyer.

To accommodate this change, the Allocation of Cost provision no longer includes pre-printed reference to: sewage disposal systems, domestic wells, or wood pest inspections. In addition, the **Wood Pest Allocation of Cost Addendum** was retired; the intent of these changes is to eliminate the practice of pre-allocating costs for Section 1 and 2 corrective work. The Purchase Agreement now intends that these items are to be negotiated after all inspections are ordered by the Buyer (or Seller) and received by all Parties.

A Buyer may certainly request correction of Section 1 or Section 2 items; the recommended vehicle to make such requests is the **C.A.R. Form Request for Repairs** which allows both Buyer and Seller to make educated decisions after all inspections and reports are available for review.

Some companies and/or their agents have opted to create their own “homemade” versions of a Wood Pest Allocation of Cost Addendum; that decision may prove to be risky and should be carefully evaluated by management and brokerage counsel.

When representing Sellers it is important that they be advised of the risks associated with agreeing to any repair costs prior to understanding the true financial impact. The Sales Associate has a duty to counsel and advise clients as to the pros and cons of their decisions. Whether a Seller is asked to correct wood pest defects or other property conditions, they should first be aware of the full scope of work and the financial impact of such decisions. This is one of most significant reasons the “pre-allocation” concept was eliminated. Sellers ought to understand that they have the right to “counter out” any terms or addenda that pre-allocate unknown costs. Sellers who are considering accepting responsibility for pre-allocated and unknown expenditures are well served by consulting with legal counsel prior to forming such an agreement.

The talking points below may be useful when discussing any repair requests with Buyers and Sellers:

- A pre-allocation of any cost, when an amount has not been specifically determined, amounts to a blank check and could result in an expense far greater than anticipated.

- A Seller who commits in advance to correcting Section 1 and/or Section 2 defects may not fully understand the scope of work required including but not limited to fumigation which can entail a double move. For that reason it may better serve the Seller’s interest to wait until the Wood Pest Inspection and Report is received and reviewed PRIOR to making a decision

- A Buyer who commits in advance to accepting responsibility for correcting Section 1 and/or Section 2 defects may not fully understand the scope of work required. For that reason, it may better

serve the Buyer’s interest to wait until the Wood Pest Inspection and Report is received and reviewed PRIOR to making a decision

- A Seller may wish to authorize the Listing Broker to arrange for a Wood Pest Inspection and Report prior to receiving an Offer because they may wish to anticipate what costs would be associated with any subsequent repair request from the Buyer. In that case, the Seller needs to understand that the Inspection Report, regardless of findings, must be provided to the Buyer.

The delivery of any reports, investigations, or other inspections is best documented by using the **C.A.R. Receipt for Reports**. This form includes language whereby the Buyer acknowledges receipt of report(s), document(s) or disclosure(s) (“Reports”) while making it clear that the broker has not verified the Reports with respect to their adequacy, completeness, or the performance of the person preparing such inspections or Reports. In addition, paragraph L. states: *“These Reports should not be considered as a substitute for obtaining your own inspections and Reports covering the same items and any other matter affecting the value and desirability of the property.”* <https://realogy.box.com/s/erq28yrxxzxisbj6rl1tlz16pclq9ugb>

- When Buyers select and hire their own qualified inspectors they not only have the benefit of choice but they can act in reliance on those choices.

- C.A.R. Form **Request for Repairs** has been revised and now affords Buyers the opportunity to request correction of Section 1 and/or Section 2 recommendations along with any other corrective action relating to the property.

- C.A.R. Form **Seller Response and Buyer Reply to Request for Repair** provides Seller the options of performing the requested repairs, issuing credits or agreeing to price concessions; remembering that financial credits are to be disclosed to and approved by Buyer’s lender.

ONE THIRD OF FOREIGN BUYERS ARE FROM CHINA

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

More than one third — 36 percent — of foreign buyers who purchased a home in the California during 2014 hailed from China.



That was up from 35 percent in 2013, according to the California Association of Realtors' 2014 International Home Buyer Survey. Canada came in second at 11 percent, although that was down from 14 percent in 2013.

Mexico, the United Kingdom, and India filled out the top five, with Mexican buyers accounting for 9.1 percent of purchases and the U.K. and India each grabbing 4.7 percent, up from 3.5 percent and 3.8 percent, respectively in 2013.

While sales to California residents were sluggish last year, international home buying activity continued its momentum.

The survey found that one of six, or 14 percent, of participating Realtors closed a transaction with an international client. That percentage was unchanged from the previous year.

Many of the buyers from China sweetened their purchases with very cash-strong offers.

Indeed, 66 percent of international buyers paid all cash, down slightly from 69 percent in 2013. Two-thirds of those who purchased homes below \$500,000 had the greatest tendency to pay all cash, compared to those who purchased homes costing \$500,000 to \$1 million, 57 percent.

Being more affluent than the average California home buyer, overseas buyers

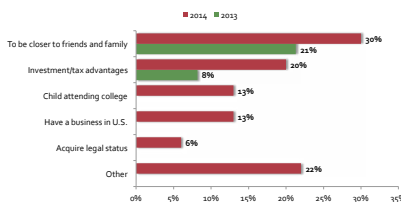
purchased more expensive homes at a median price of \$490,000, compared to 2014's singlefamily median home price of \$447,000.

Those who purchased homes below \$500,000 had the highest percentage of investment purchases at 40 percent, compared to those who purchased homes between \$500,000 and \$1 million, 17 percent for investment, or those who purchased homes over \$1 million, 34 percent for investment reasons).

Other findings from C.A.R.'s 2014 International Home Buyers Survey include:

- Nearly half of overseas buyers purchased a home in the suburbs. The percentage who purchased in a city center or urban area declined from 38 percent in 2013 to 33 percent in 2014, while purchases in small towns/rural areas increased from 9 percent

WHY THE UNITED STATES?

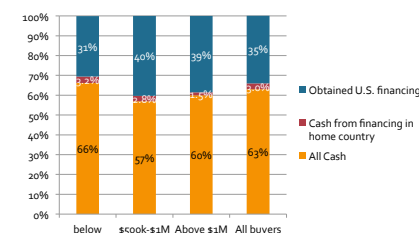


Q: Why did your last international buyer choose to purchase in the U.S.?
SERIES: 2014 International Home Buyer Survey
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

to 10 percent over the same period.

- Of international buyers who obtained financing in the U.S., 85 percent said the source of their down payment came from their personal savings; 11 percent cited proceeds from a sale of a previous property; 7 percent received a gift; and 5 percent from the sale of personal assets, excluding real property.

MORE BUYERS PURCHASING PROPERTIES BELOW \$500K PAID CASH



SERIES: 2014 International Home Buyer Survey
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Indeed, 66% of international buyers paid all cash, down slightly from 69% in 2013

- Two-thirds of international buyers bought single-family detached homes, and 23 percent purchased a condominium or townhome.

- International buyers in 2014 intend to keep their property for a median of 7 years, compared to 5 years in 2013.

- The percentage of first-time international buyers in the U.S. declined from 59 percent in 2013 to 54 percent in 2014.

- Three-fourths, 75 percent, of overseas buyers said they considered buying in the U.S., primarily to be closer to family and friends, for investment and tax reasons, or because of a child attending college in the U.S.

- Those who purchased homes over \$1 million bought primarily for investment/ tax advantages, because they have a business in the U.S., or because they have children in school here.

Those who purchased homes under \$1 million bought primarily to be closer to family and friends.

R.E. Drone Use Discouraged Without FAA Exemption

The Federal Aviation Administration recently issued preliminary rules regarding use of drones that may clear the way for their use in residential real estate.

The National Association of Realtors "plans to submit comments to the agency and will continue to work with its members to educate them about the future safe, responsible and legal uses of Unmanned Aerial Vehicles," said Chris Polychron, NAR president. "However, until the final rule is published, NAR discourages Realtors from using UAV photography or video for commercial purposes without an FAA exemption."

Polychron said the rules for the commercial use of UAVs are good news for property owners and Realtors who desire to embrace cutting-edge technology to enhance the process of buying and selling real estate with images gathered by unmanned aerial

vehicles.

"Realtors support the proposed federal regulation," he said, "which would allow for commercial use of UAV technology by the real estate industry for the purposes of marketing real estate."

California Affordability Inches Up

The percentage of home buyers who could afford to purchase a median-priced, existing single-family home in California in fourth-quarter 2014 edged up to 31 percent from the 30 percent recorded in the third quarter of 2014.

However, it was down from a revised 32 percent in fourth-quarter 2013, according to the California Association of Realtors. This is the seventh consecutive quarter that the index was below 40 percent and is near the mid-2008 level of 29 percent. California's housing affordability index hit a peak of 56 percent in the first quarter of 2012.

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 or in REALTOR Report. Please note: No reservations will be held without payment. For more information, contact Jason Arancibia at (818) 947-2298 or e-mail jasona@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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SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

*Charity Golf
Classic*

Master of Ceremonies



**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

Name as it appears on card: _____

Card Number: _____ - _____ - _____

CVV Code: (_____) Expiration Date: _____ / _____

Authorizing Signature: _____



*A premier event to benefit The Genesis House,
a residential program of Hope of the Valley
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: JasonA@srar.com.

Return this registration form to Jason Arancibia

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: Jason Arancibia
7232 Balboa Blvd.
Van Nuys, CA 91046



If paying by credit card, complete below and fax to 818-786-4541 or Email to JasonA@srar.com.

Name as it appears on card: _____

Credit card # _____

CVV () Exp. Date: _____

Signature: _____

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

Berger, Aaron
Equitable Realty & Services
4338 1/2 Laurel Canyon Blvd.
Studio City, CA. 91604

Betancourt, Yvette
Betancourt Real Estate Group
15506 Moorpark St. #104
Encino, CA. 91436

Davis, Jeffrey
Jeffrey Lee Davis
6454 Van Nuys Blvd. #150
Van Nuys, CA. 91401

Dickman, Shayne Shurack
Shayne Shurack Dickman
20701 De Forest St.
Woodland Hills, CA. 91364

Frid, Maxim
Maxim Frid
8159 Santa Monica #200
West Hollywood, CA. 90046

Gallagher, Amy
Century 21 Hometown Realty
102 Bridge Street
Arroyo Grande, CA. 93420

Garabedian, Hirma
Hirma Garabedian
17338 Bullock St.
Encino, CA. 91316

Haan, Kenneth Taeho
Haan & Haan Investments and Properties Inc
3699 Wilshire Blvd. #860
Los Angeles, CA. 90010

Lewis, Kaye M.
Kaye Lewis
6750 Whitsett Ave. #113
North Hollywood, CA. 91606

Mohad, Hamida
Mohad Hamida
7423 Pomelo Dr.
West Hills, CA. 91304

Montalvan, Angel Renato
A. Montalvan
17605 Wren Dr.
Canyon Country, CA. 91387

O'shea, Laurent George
Elite Mortgage Funding, Inc.
23733 Malibu Rd. #500
Malibu, CA. 90265

Parikh, Sagar Paresh
Dream House Investments, Inc.
6404 Wilshire Blvd. Ste. 650
Los Angeles, CA. 90048

Rai, Samir
Keystone Realty Group
2729 Saturn St. #A
Brea, CA. 92821

Rydman, Roger Lee
2020 Realty Inc.
1711 Harbor Bluff Cir #B
Huntington Beach, CA. 92649

Stever, Mitchell
Mitchell Stever, Broker
1816 Stanford Ave.
Redondo Beach, CA. 90278

Terpanjian, Edward
Terpanjian Realty Group
11467 Tampa Ave. Unit 155
Porter Ranch, CA. 91326

SECOND POSTING

Al-Haidari, Ariej Noori
Ariej Al-Haidari
8913 National Blvd.
Los Angeles, CA. 90034

Bernstein, Morton Edward
Encore Properties
990 Indiana Ave.
Venice, CA. 90291

Chata, Mariness Favero
Mariness Chata Broker
26377 Rainbow Glen Dr.
Newhall, CA. 91321

Dudheker, Ashish
Keller Williams Newport Estates
800 Newport Center Drive, #150
Newport Beach, CA. 92660

Gholami, Hamid
Hamid Gholami Broker
3702 Avenida Collada
Calabasas, CA. 91302

Jarquín, Rosio
Rosio Jarquín
18570 Sherman Way Suite A
Reseda, CA. 91335

Jovel, Delmy Carolina
JT Realty & Associates, Inc.
15165 Ventura Blvd.
Sherman Oaks, CA. 91403

Kraemer, Samuel
John Aaroe Group
150 S. Rodeo Dr. #100
Beverly Hills, CA. 90212

Lomeli, Haro Jose
Jose Lomeli Haro
13862 Paddock St.
Sylmar, CA. 91342

Maldonado, Carlos
Save By Owner Real Estate
4212 E. Los Angeles Avenue #3692
Simi Valley, CA. 93063

Meinhardt, Jeff Allan
JamLam Investments
6210 Watertree Ct.
Agoura Hills, CA. 91301

Morel, Danny
Intero Real Estate Services
10803 Foothill Blvd. #112
Rancho Cucamonga, CA. 91730

Moshiri, Nina
NM Realty
5420 Collingwood Cir.
Calabasas, CA. 91302

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

Porntheppirapeng, Proparpun
Taurus Financial
7035 Atoll Ave.
North Hollywood, CA. 91605

Rebeck, Colin
Royal Financial Services, Inc.
18732 Lull St.
Reseda, CA. 91335

Reuveni, Eric
Los Angeles Real Estate Group, Inc.
10591 Bloomfield St.
Los Alamitos, CA. 90720

Rubin, Cynthia Lee
Century 21 Masters
1169 Fairway #100
Walnut, CA. 91789

Singh, Monika
All Choice Realty
8624 Reseda Blvd.
Northridge, CA. 91324

Spantman-Fall, Roya
Royas Realty
6200 De Soto Ave. #36407
Woodland Hills, CA. 91367

Yates, Krista Leanne
Krista-Leanne Yates Broker
6319 Melvin Ave.
Tarzana, CA. 91335

REALTOR® APPLICANTS

Adizadeh, Koorosh Christopher / Nationwide Real Estate Executives / Los Angeles

Alietti, Gisella / Coloso Properties / Van Nuys

Alvarez, Fiona Linley / Estate Realty Group / Woodland Hills

Anguiano, Martha Isela / Park Regency Realty / Granada Hills

Arey, Tonio Phyllis Henrietta / Keller Williams Realty / Westlake Village

Atwood, Timothy Bryan / Keller Williams Realty / Northridge

Awendano, Jesse Adrian / San Fernando Realty, Inc. / San Fernando

Azarsourah, Negin / Rodeo Realty / Studio City

Barrios, Wendy Fernanda / Keller Williams VIP Properties / Valencia

Benaymin, Shabin / Re/Max Grand / Tarzana

Booth, Julie / Rodeo Realty / Northridge

Boren, Jo Ann / Century 21 Valley Properties, Inc. / West Hills

Bourque-Belson, Denise Diane / Re/Max Estates / Sherman Oaks

Brinkman, Kent David / Coldwell Banker Calabasas / Calabasas

Brown, Ebony / Dwell California Real Estate & Investment, Inc. / Tarzana

Butala, Neal Sundee / Data Prop. Mgmt. Inc. / Chatsworth

Butler, Gregg Wilkinson / Pacific Shores R. E. / Mission Viejo

Byers, Jesse / Berkshire Hathaway HomeServices California Properties / Northridge

Byington, Cameron / Kenneth B. Dorfman Real Estate / North Hollywood

Callis, Nikkolene L. / Minthe Stever, Broker / Redondo Beach

Care, Darlene L. / Group One Investments Inc. / Valencia

Chaimporon, Lisa Renee / On The House Homes / Chatsworth

Cordova, Steve / Century 21 All Moves / Granada Hills

Covington Jr., Brock Elliott / Keller Williams Realty / Westlake Village

Craig, Shannoin / Berkshire Hathaway HomeServices California Properties / Northridge

Cross, Julie Ann / JohnHart Corp. / Glendale

Daniels, Anita Louise / Cabott Realty Group / Valencia

Dominic Jr., Fernando Dossin / Dilbeck Real Estate / Valencia

Doumanian, Vrej / Keller Williams VIP Properties / Valencia

Durst, Laura / Realty Executives / Newhall

Elliott, Joel Charles / Old Oak Investments / Thousand Oaks

Fescke, Thomas / Dilbeck Real Estate / Valencia

Fedio, Joseph P. / Berkshire Hathaway HomeServices California Properties / Sherman Oaks

Garcia, Julio Esteban / RE/MAX of Santa Clarita / Santa Clarita

Garcia, Claudia V. Garcia / Barcade Properties / Beverly Hills

Glogov, Steve / Realty Executives / Valencia

Gomez, Alfonso Grihalua / Company California / Granada Hills

Gomez, Kelly Therese / Troop Real Estate, Inc. / Valencia

Green, Ute Keller / Elite Mortgage Funding, Inc. / Malibu

Grogg, James Andrew / Pantera Real Estate, Inc. / Northridge

Grogg, Jennifer Louise / Pantera Real Estate, Inc. / Northridge

Gurwell, Catherine / JohnHart Real Estate / Burbank

Haan, Karen Baksoo / Haan & Haan Investment and Properties Inc. / Los Angeles

Hatmaker, Daniel R. / Genesis Realty / Irvine

Heinemann-Guta, Heidi Anne / Exit Platinum Realty / Woodland Hills

Helmandi, Ahmad / Century 21 Valley Properties, Inc. / West Hills

Hernandez, Gricel L. / Keller Williams VIP Properties / Valencia

Hernandez, Laura Marie / RV Realty Enterprise / Panorama City

Hiett, Karen L. / Keller Williams Realty Calabasas / Calabasas

Hill, Candy Lee / Coldwell Banker Quality Properties / Northridge

Hittelman, Katherine / Coldwell Banker Residential Brokerage / Studio City

Huggins, Pamela / JNU Realty Group / Tarzana

Hughel, Rachael Ann / Centennial Realty Group / Canyon Country

Hunsaker, Donald Lee / Keller Williams North Valley / Porter Ranch

Jackson Jr., Timothy James / East Lion Realty & Mortgage / Canoga Park

Johnson, Crystal / Realty Executives / Canyon Country

Johnson, Kenneth Christopher / Ewing Sotheby's I.R. / Agoura Hills

Jurgenson, Christopher A. / White House Properties / Woodland Hills

Kalule, Elsie Rukia / The Real Estate Plaza / Granada Hills

Kessee, Carol E. / Keller Williams VIP Properties / Valencia

Kessler, Iliana / Re/Max Grand / Tarzana

Khan, Samir Mohammed / Westhoven Lending & Realty / Los Angeles

Kim, Stan Bongkwan / Sang Kim Realty / Granada Hills

Kupersmid, Pablo L. / Index Real Estate Investments, Inc. / Van Nuys

Laplante, Tammy Rose / Pinnacle Estate Properties / Northridge

La Rue, Joseph Barry / Keller Williams North Valley / Porter Ranch

Lawson, David Edward / Pinnacle Estate Properties / Northridge

Lechadores, Chester / Century 21 All Moves / Granada Hills

Lee, Joseph Jay / Rodeo Realty / Studio City

Lee, Toyora Georgeette / Pinnacle Estate Properties / Northridge

Leibsker, Ronald N. / Realty Executives / Canyon Country

Lezometo, Juan C. / Keller Williams North Valley / Porter Ranch

Lucas, Frank Aleman / Keller Williams VIP Properties / Valencia

Mazcalupo, Mark Aaron / Keller Williams Realty-Studio City / Studio City

Magnone, Anthony Joseph / Keller Williams Realty / Westlake Village

Mallach, Brian / Coldwell Banker Calabasas / Calabasas

Marquez, Pedro / San Fernando Realty, Inc. / San Fernando

Martinez, Gabriela / Rodeo Realty / Encino

McGrath, Maurice James / RE/MAX of Santa Clarita / Santa Clarita

Medina, Deanna Lesette / Realty Executives / San Fernando

Melikian, Mais / Hall & Chambers Real Estate / Glendale

Menjivar, Gregory Andrew / Realty Executives / Canyon Country

Merado, Lourdes Carlos / Realty Executives / Newhall

Melo Jr., Ponciano Cortes / Prime Finance, Inc. / Culver City

Metz, Katie Suzanne / Rodeo Realty / Sherman Oaks

Miranda, Rosa Maria / Park Regency Realty / Granada Hills

Morales, Silvia / Valley View Realty, Inc. / Mission Hills

Myers, Kelly / Coldwell Banker / Sherman Oaks

Nersesian, Lucine Fatima / Rodeo Realty / Woodland Hills

Navri, Sheri / Elite Residential Realty / Calabasas

Pacheco, Nuri Adelayda / Keller Williams Realty / Northridge

Pacheco, Xochitl A. / Pinnacle Estate Properties, Inc. / Mission Hills

Panameno, Angela M. / Summit View Estates / Northridge

Pastorino, Lori Lynn / Centennial Realty Group / Canyon Country

Paz, Henry Armando / Realty Executives United / Granada Hills

Pekier, Sunny Lou / Keller Williams Realty-Studio City / Studio City

Periville, Anita Marie / HomeSmart NCS, Inc. / Valencia

Perez, Dian / Danny Sing / Sherman Oaks

Peterson-Beckles, Linda Lee / Realty Executives / Newhall

Petrosian, Alex / First Realty Group / Glendale

Phillips, Gwendolyn Deanne / Meridian Capital Real Estate / Upland

Pickering, Mariana Guadalupe / Nick Pacheco Realty / Mission Hills

Ramirez, Christopher Yuri / Keller Williams VIP Properties / Valencia

Ramirez, Hector Leopoldo / Premier Choice Mortgage, Inc. / North Hills

Rastegar, Todd / Rodeo Realty / Westlake Village

Reese, Paul H. / Keller Williams VIP Properties / Valencia

Reynosa-Duran, Susana Priscilla / Sunrise Dream Realty, Inc. / Valencia

Rivas, Angela / San Fernando Realty, Inc. / San Fernando

Rodriguez, Mirleydis Del Carmen / Pinnacle Estate Properties, Inc. / Mission Hills

Rotstein, David Ray / Crestico Realty / Woodland Hills

Rozovsky, Alexander / Keller Williams Realty-Studio City / Studio City

Saghian, Orna / Pinnacle Estate Properties, Inc. / Encino

Sanders, Wendi Kathleen / Coldwell Banker Greater Valleys / Granada Hills

Satterlee, Mark Alan / General Realty Group, Inc. / Sherman Oaks

Say, Andrew La / Realty One Group Solutions / Santa Clarita

Schiffman, Simee Ho / Berkshire Hathaway HomeServices California Properties / Northridge

Schwartz-Bernstein, Gail / LBS Realty & Management Inc. / Chatsworth

Sedam, Melanie Lee / Oak Tree Realty / Valencia

Sedra, Dulia / Dilbeck Real Estate / Valencia

Shahar, Karen / Rodeo Realty / Sherman Oaks

Shahi, Jamshid Ghazan / Pacific Inter Capital Investment Solutions, Inc. / Tarzana

Shivarts, Tatiana / Mountain Properties / Pine Mt. Club

Spicher, Denise Ann / Cabott Realty Group / Valencia

Stoker, Debra Jo / Valley View Properties / Mission Hills

Telford, Melba / Realty Executives / Newhall

Temesen, Kenneth Lee / Troop Real Estate, Inc. / Valencia

Teramoto, Daniel Kazuto / Rodeo Realty / Northridge

Tualla, Grace Shelley Francisco / Berkshire Hathaway HomeServices California Properties / Sherman Oaks

Tupia-Cadiz, Michaela T. / Nelson Shelton & Assoc. / Beverly Hills

Ulloa, Olivia / Global Premier Properties, Inc. / Mission Hills

Varnos, Shari Arthur / Re/Max Grand / Tarzana

Ventura, Mauricio / Bona Real Estate Pasadena / Pasadena

Wali, Kelly / Keller Williams Realty-Studio City / Studio City

Weiner, Jason Michael / Rodeo Realty / Sherman Oaks

Westbach, Leonard Rudi / Gold Star Realty / Encino

Williams, Dean / Keller Williams Realty / Simi Valley

Willis, De Andre B. / Keller Williams Realty Calabasas / Calabasas

Zaldano, Robert / Metro Pacific Real Estate / Valencia

RESIDENTIAL PROPERTIES LISTED
1,397

RESIDENTIAL PROP. ESCROW OPENED
1,220

RESIDENTIAL PROP. ESCROW CLOSED
786

FEBRUARY 2015 SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

NEW LISTINGS	135	187	151	158	226	857	540	1,397
TOTAL ACTIVE LISTINGS	230	291	252	232	388	1,393	1,268	2,661
AVERAGE DAYS ON MARKET	79	73	70	79	74	75	101	88
AVERAGE LIST PRICE IN THOUSANDS	364.5	889.2	1,102.5	716.3	1,364.7	944.8	557.5	760.2
MEDIAN LIST PRICE IN THOUSANDS	370.0	629.0	660.0	570.0	729.0	570.0	304.9	459.0
BOMS	24	28	30	36	44	162	102	264
AVERAGE BOM PRICE IN THOUSANDS	331.1	578.8	726.5	479.3	634.1	562.4	376.7	490.6
BOM TO SALE RATIO	30.8	24.6	42.9	32.7	35.5	32.7	35.2	33.6
EXPIRATIONS	12	23	19	22	39	115	95	210

PENDING SALES:

NEW ESCROWS OPENED	142	153	128	167	181	771	449	1,220
TOTAL YTD ESCROWS OPENED	243	289	212	300	317	1,361	811	2,172
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	48	43	50	55	54	50	60	54
NEW OPEN ESCROWS AVERAGE LIST PRICE	359.9	779.1	586.7	583.6	770.4	625.6	435.1	555.4

CLOSED SALES:

NEW ESCROWS CLOSED	78	114	70	110	124	496	290	786
TOTAL YTD ESCROWS CLOSED	146	212	148	203	223	932	590	1,522
VOLUME OF NEW SALE DOLLARS IN MILLIONS	27,006	81,069	44,289	56,226	73,169	281,758	116,074	397,833
VOLUME OF TOTAL YTD SALES IN MILLIONS	50,977	145,758	100,163	100,865	136,866	534,630	247,483	782,112
AVERAGE SALE PRICE IN THOUSANDS	346.2	711.1	632.7	511.1	590.1	568.1	400.3	506.1
MEDIAN SALE PRICE IN THOUSANDS	343.0	560.0	460.5	477.0	508.0	460.5	295.0	425.0
COOP SALES	55	83	56	85	97	376	232	608
PERCENT OF COOP SALES	70.5	72.8	80.0	77.3	78.2	75.8	80.0	77.4
AVERAGE DAYS ON MARKET	122	111	103	112	110	110	120	113
SALES AT LIST PRICE	43	48	26	41	38	196	118	314
PERCENT OF SALES AT LIST PRICE	55.1	42.1	37.1	37.3	30.6	39.5	40.7	39.9
SALES TO LISTING INVENTORY RATIO	33.9	39.2	27.8	47.4	32.0	35.6	22.9	29.5
FINAL SALE TO NEW LISTING RATIO	57.8	61.0	46.4	69.6	54.9	57.9	53.7	56.3

CLOSED SALES TYPE

FORECLOSURE/REO	4	3	1	3	2	13	0	13
SELLER CONCESSIONS	0	0	0	0	0	0	0	0
SHORT SALE	7	8	3	6	7	31	0	31
STANDARD	67	102	65	101	115	450	0	450
OTHER	0	1	1	0	0	2	0	2

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000	50	40	10	7	2400
100,000 TO 109,999	221	12	2	0	42000
110,000 TO 119,999	78	20	5	3	1730
120,000 TO 139,999	105	48	16	12	11403
140,000 TO 159,999	86	54	12	6	12218
160,000 TO 179,999	47	81	13	10	19209
180,000 TO 199,999	47	98	24	12	6540
200,000 TO 249,999	57	235	83	54	4833
250,000 TO 299,999	51	224	59	35	14697
300,000 TO 349,999	71	160	62	43	18551
350,000 TO 399,999	64	182	67	40	13300
400,000 TO 449,999	73	147	82	61	13101
450,000 TO 499,999	53	185	68	50	17076
500,000 TO 549,999	47	115	47	27	18777
550,000 TO 599,999	57	123	34	25	9301
600,000 TO 699,999	67	193	57	34	26731
700,000 TO 799,999	49	148	41	28	27777
800,000 TO 899,999	50	94	22	19	59136
900,000 TO 999,999	84	69	22	15	80397
1,000,000 TO 1,999,999	57	261	54	37	N/A
MORE THAN 2,000,000	42	172	6	5	108200
TOTALS	61	2661	786	523	264313

LISTINGS
2,735

2015 RMLS TOTAL - \$ VOLUME
\$782,112,000

SALES
1,572

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS® INC.

SAN FERNANDO VALLEY
COMPARABLE SALES ANALYSIS 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	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	
FEB	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		1,397	786	397.8	56.3	
MAR	2,231	1,131	523.3	50.7		1,875	1,050	430.7	56		1,515	1,085	427.4	71.6		1,377	1,337	470.8	77.8		1,565	903	473.0	57.7						
APR	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						
MAY	1,936	1,235	523.7	63.8		1,732	1,023	422.3	59.1		1,429	1,280	497.9	89.6		1,506	1,265	630.6	84.0		1,608	1,083	582.2	67.4						
JUNE	2,051	1,269	563	61.9		1,752	1,114	439.1	63.6		1,367	1,216	484.0	89.0		1,551	1,133	573.4	73.0		1,711	1,086	574.2	63.5						
JUL	2,153	1,104	484.5	51.3		1,592	1,033	422.7	64.9		1,314	1,266	515	96.3		1,610	1,176	584.9	73.0		1,673	1,165	600.3	69.6						
AUG	1,993	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						
SEPT	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						
OCT	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						
NOV	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						
DEC	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						
TOTAL	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						
AVG. SALE PRICE			\$429,200					\$395,470					\$392,470					\$479,270					\$525,464							

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR FEBRUARY 2015

ACTIVE INVENTORY

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	105	126	105	134	194	664	444	1,108
Total Active Listings	162	200	178	186	328	1,054	1,089	2,143
Average Days on Market	76	70	66	70	73	71	95	83
Average List Price in Thousands	407.9	1,103.9	1,414.8	785.3	1,539.5	1,128.8	568.3	844.0
Median List Price in Thousands	387.5	780.0	1,049.0	599.0	799.0	695.0	299.0	499.9
BOMS	17	18	19	30	35	119	92	211
Average BOM Price in Thousands	386.7	662.9	963.9	510.7	701.0	644.3	369.0	524.3
BOM to Sale Ratio	29.3	25.4	38.0	36.1	42.2	34.5	36.9	35.5
Expirations	10	15	13	20	32	90	87	177

PENDING SALES

New Escrows Opened	114	103	79	139	143	578	379	957
Total YTD Escrows Opened	188	179	140	241	241	989	683	1,672
New Open Escrows Average Days on Market	49	46	42	58	51	50	62	55
New Open Escrows Average List Price	387.4	943.8	752.2	624.0	884.6	716.3	434.4	604.7

CLOSED SALES:

New Escrows Closed	58	71	50	83	83	345	249	594
Total YTD Escrows Closed	110	128	102	144	165	649	501	1,150
Volume of New Sales Dollars in Millions	21.882	61.767	37.710	47.639	56.637	225.634	99.452	325.086
Volume of total YTD Sales in Millions	41.831	108.914	85.170	81.557	114.679	432.150	210.572	642.722
Average Sale Price in Thousands	377.3	870.0	754.2	574.0	682.4	654.0	399.4	547.3
Median Sale Price in Thousands	360.0	735.0	505.0	520.0	627.0	525.0	290.0	450.0
Coop Sales	37	49	40	64	60	250	198	448
Percent of Coop Sales	63.8	69.0	80.0	77.1	72.3	72.5	79.5	75.4
Average Days on Market	128	102	105	106	111	110	121	115
Sales at List Price	34	31	18	30	27	140	100	240
Percent of Sales at List Price	58.6	43.7	36.0	36.1	32.5	40.6	40.2	40.4
Sales to Listing Inventory Ratio	35.8	35.5	28.1	44.6	25.3	32.7	22.9	27.7
Final Sale to New Listing Ratio	55.2	56.3	47.6	61.9	42.8	52.0	56.1	53.6

CLOSED SALES TYPE

Foreclosure/REO	2	1	0	1	1	5	0	5
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	5	4	2	4	5	20	0	20
Standard	51	66	47	78	77	319	0	319
Other	0	0	1	0	0	1	0	1

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR FEBRUARY 2015

ACTIVE INVENTORY

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	30	61	46	24	32	193	96	289
Total Active Listings	68	91	74	46	60	339	179	518
Average Days on Market	87	81	82	113	83	87	138	105
Average List Price in Thousands	261.1	417.3	351.4	437.3	408.8	372.8	491.7	413.9
Median List Price in Thousands	239.9	415.0	299.0	390.0	338.0	325.0	385.0	339.9
BOMS	7	10	11	6	9	43	10	53
Average BOM Price in Thousands	195.9	427.4	316.4	322.6	374.3	335.6	447.9	356.8
BOM to Sale Ratio	35.0	23.3	55.0	22.2	22.2	28.5	24.4	27.6
Expirations	2	8	6	2	7	25	8	33

PENDING SALES

New Escrows Opened	28	50	49	28	38	193	70	263
Total YTD Escrows Opened	55	110	72	59	76	372	128	500
New Open Escrows Average Days on Market	45	37	65	39	64	51	47	50
New Open Escrows Average List Price	247.9	439.8	319.8	383.1	340.7	353.8	438.5	376.3

CLOSED SALES:

New Escrows Closed	20	43	20	27	41	151	41	192
Total YTD Escrows Closed	36	84	46	59	58	283	89	372
Volume of New Sales Dollars in Millions	5.124	19.302	6.579	8.588	16.532	56.124	16.622	72.747
Volume of total YTD Sales in Millions	9.146	36.845	14.994	19.307	22.187	102.479	36.911	139.390
Average Sale price in Thousands	256.2	448.9	328.9	318.1	403.2	371.7	405.4	378.9
Median Sale Price in Thousands	230.0	429.0	285.0	330.0	360.0	345.0	326.0	340.0
Coop Sales	18	34	16	21	37	126	34	160
Percent of Coop Sales	90.0	79.1	80.0	77.8	90.2	83.4	82.9	83.3
Average Days on Market	104	126	95	132	87	109	112	110
Sales at List Price	9	17	8	11	11	56	18	74
Percent of Sales at List Price	45.0	39.5	40.0	40.7	26.8	37.1	43.9	38.5
Sales to Listing Inventory Ratio	29.4	47.3	27.0	58.7	68.3	44.5	22.9	37.1
Final Sale to New Listing Ratio	66.7	70.5	43.5	112.5	128.1	78.2	42.7	66.4

CLOSED SALES TYPE

Foreclosure/REO	2	2	1	2	1	8	0	8
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	2	4	1	2	2	11	0	11
Standard	16	36	18	23	38	131	0	131
Other	0	1	0	0	0	1	0	1

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR FEBRUARY 2015

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	6	10	56	32	22	49	13	54	242	60	302
Total Active Listings	38	27	95	46	37	73	17	67	400	151	551
Average Days on Market	137	144	82	92	76	58	39	63	82	92	85
Average List Price in Thousands	551.0	839.3	680.1	543.9	659.5	587.8	793.3	763.1	662.9	380.9	585.6
Median List Price in Thousands	499.0	669.0	549.0	450.0	590.0	559.0	795.0	625.0	575.0	280.0	520.0
BOMS	4	1	7	6	3	5	2	10	38	20	58
Average BOM Price in Thousands	441.2	769.9	512.1	439.8	496.0	506.6	665.0	510.0	505.5	303.1	435.7
BOM to Sale Ratio	100.0	20.0	25.9	33.3	25.0	20.8	40.0	21.3	26.8	83.3	34.9
Expirations	3	1	5	6	2	10	0	2	29	10	39

PENDING SALES

New Escrows Opened	12	3	48	33	17	52	11	65	241	57	298
Total YTD Escrows Opened	15	9	79	50	27	80	22	119	401	88	489
New Open Escrows Average Days on Market	64	129	37	63	58	48	80	45	51	73	55
New Open Escrows Average List Price	421.3	694.9	504.0	451.6	596.2	509.7	725.1	654.8	553.6	318.5	508.6

CLOSED SALES:

New Escrows Closed	4	5	27	18	12	24	5	47	142	24	166
Total YTD Escrows Closed	8	7	55	30	20	50	8	71	249	57	306
Volume of New Sales Dollars in Millions	1.076	2.743	12.236	8.515	6.438	12.565	3.348	26.456	73.376	6.131	79.507
Volume of total YTD Sales in Millions	3.674	3.871	25.012	13.687	10.722	25.966	5.493	39.766	128.190	17.376	145.566
Average Sale price in Thousands	269.0	548.6	453.2	473.0	536.5	523.5	669.5	562.9	516.7	255.5	479.0
Median Sale Price in Thousands	210.0	504.9	450.0	432.0	530.0	500.0	700.0	500.9	490.0	225.0	464.6
Coop Sales	4	4	26	15	7	22	4	40	122	19	141
Percent of Coop Sales	100.0	80.0	96.3	83.3	58.3	91.7	80.0	85.1	85.9	79.2	84.9
Average Days on Market	143	102	117	94	135	134	96	101	113	132	115
Sales at List Price	1	2	13	6	7	11	2	16	58	8	66
Percent of Sales at List Price	25.0	40.0	48.1	33.3	58.3	45.8	40.0	34.0	40.8	33.3	39.8
Sales to Listing Inventory Ratio	10.5	18.5	28.4	39.1	32.4	32.9	29.4	70.1	35.5	15.9	30.1
Final Sale to New Listing Ratio	66.7	50.0	48.2	56.3	54.5	49.0	38.5	87.0	58.7	40.0	55.0

CLOSED SALES TYPE

Foreclosure / REO	0	0	1	1	0	0	0	3	5	0	5
Seller Concessions	0	0	0	0	0	1	0	0	1	0	1
Short Sale	0	0	1	1	4	3	0	2	11	0	11
Standard	4	5	25	15	8	20	5	42	124	0	124
Other	0	0	0	1	0	0	0	0	1	0	1

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR FEBRUARY 2015

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	27	0	15	8	4	42	96	9	105
Total Active Listings	0	0	41	0	21	10	5	55	132	20	152
Average Days on Market	0	0	66	0	62	87	44	59	63	40	60
Average List Price in Thousands	0.0	0.0	266.1	0.0	307.9	315.4	341.0	383.7	328.3	287.0	322.9
Median List Price in Thousands	0.0	0.0	250.0	0.0	249.0	314.9	350.0	369.9	314.9	299.0	310.0
BOMS	0	0	5	0	4	1	2	3	15	1	16
Average BOM Price in Thousands	0.0	0.0	252.5	0.0	243.5	330.0	414.0	383.3	303.0	90.0	289.6
BOM to Sale Ratio	0.0	0.0	35.7	0.0	57.1	14.3	100.0	17.6	31.9	16.7	30.2
Expirations	0	0	1	0	0	2	1	3	7	0	7

PENDING SALES

New Escrows Opened	0	0	23	0	18	12	7	34	94	7	101
Total YTD Escrows Opened	0	0	38	0	28	21	12	59	158	13	171
New Open Escrows Average Days on Market	0	0	30	0	44	52	80	59	50	58	50
New Open Escrows Average List Price	0.0	0.0	258.0	0.0	231.6	340.8	375.4	343.5	303.2	345.0	306.1

CLOSED SALES:

New Escrows Closed	0	0	14	0	7	7	2	17	47	6	53
Total YTD Escrows Closed	0	0	27	0	16	18	4	39	104	8	112
Volume of New Sales Dollars in Millions	0.000	0.000	3.230	0.000	1.863	2.400	0.630	5.916	14.038	2.063	16.101
Volume of Total YTD Sales in Millions	0.000	0.000	6.361	0.000	3.749	6.140	1.315	13.678	31.242	2.695	33.937
Average Sale price in Thousands	0.0	0.0	230.7	0.0	266.1	342.8	315.0	348.0	298.7	343.8	303.8
Median Sale Price in Thousands	0.0	0.0	214.0	0.0	240.0	340.0	305.0	328.0	300.0	335.0	305.0
Coop Sales	0	0	13	0	7	6	2	13	41	5	46
Percent of Coop Sales	0.0	0.0	92.9	0.0	100.0	85.7	100.0	76.5	87.2	83.3	86.8
Average Days on Market	0	0	61	0	54	95	53	121	86	93	87
Sales at List Price	0	0	7	0	3	4	1	4	19	4	23
Percent of Sales at List Price	0.0	0.0	50.0	0.0	42.9	57.1	50.0	23.5	40.4	66.7	43.4
Sales to Listing Inventory Ratio	0.0	0.0	34.1	0.0	33.3	70.0	40.0	30.9	35.6	30.0	34.9
Final Sale to New Listing Ratio	0.0	0.0	51.9	0.0	46.7	87.5	50.0	40.5	49.0	66.7	50.5

CLOSED SALES TYPE

Foreclosure / REO	0	0	1	0	1	0	0	1	3	0	3
Seller Concessions	0	0	0	0	1	0	0	0	1	0	1
Short Sale	0	0	0	0	0	0	0	1	1	0	1
Standard	0	0	13	0	5	6	2	14	40	0	40
Other	0	0	0	0	0	1	0	1	2	0	2

RESIDENTIAL PROPERTIES LISTED
407

RESIDENTIAL PROP. ESCROW OPENED
399

RESIDENTIAL PROP. ESCROW CLOSED
219

FEBRUARY 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	6	10	83	32	37	57	17	96	338	69	407
TOTAL ACTIVE LISTINGS	38	27	136	46	58	83	22	122	532	171	703
AVERAGE DAYS ON MARKET	137	144	77	92	71	62	40	61	78	86	80
AVERAGE LIST PRICE IN THOUSANDS	551.0	839.3	555.3	543.9	532.2	555.0	690.5	592.0	579.9	369.9	528.8
MEDIAN LIST PRICE IN THOUSANDS	499.0	669.0	449.0	450.0	490.0	539.0	690.0	479.5	499.0	289.0	459.5
BOMS	4	1	12	6	7	6	4	13	53	21	74
AVERAGE BOM PRICE IN THOUSANDS	441.2	769.9	403.9	439.8	351.7	477.1	539.5	480.7	448.2	293.0	404.1
BOM TO SALE RATIO	100.0	20.0	29.3	33.3	36.8	19.4	57.1	20.3	28.0	70.0	33.8
EXPIRATIONS	3	1	6	6	2	12	1	5	36	10	46

PENDING SALES:

NEW ESCROWS OPENED	12	3	71	33	35	64	18	99	335	64	399
TOTAL YTD ESCROWS OPENED	15	9	117	50	55	101	34	178	559	101	660
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	64	129	35	63	51	49	80	50	51	71	54
NEW OPEN ESCROWS AVERAGE LIST PRICE	421.3	694.9	424.3	451.6	408.7	478.1	589.1	547.9	483.3	321.4	457.4

CLOSED SALES:

NEW ESCROWS CLOSED	4	5	41	18	19	31	7	64	189	30	219
TOTAL YTD ESCROWS CLOSED	8	7	82	30	36	68	12	110	353	65	418
VOLUME OF NEW SALE DOLLARS IN MILLIONS	1.076	2.743	15.466	8.515	8.301	14.965	3.978	32.372	87.414	8.194	95.608
VOLUME OF TOTAL YTD SALES IN MILLIONS	3.674	3.871	31.372	13.687	14.471	32.106	6.807	53.444	159.432	20.071	179.503
AVERAGE SALE PRICE IN THOUSANDS	269.0	548.6	377.2	473.0	436.9	482.7	568.2	505.8	462.5	273.1	436.6
MEDIAN SALE PRICE IN THOUSANDS	210.0	504.9	393.0	432.0	459.0	485.0	500.0	465.0	454.9	250.0	435.0
COOP SALES	4	4	39	15	14	28	6	53	163	24	187
PERCENT OF COOP SALES	100.0	80.0	95.1	83.3	73.7	90.3	85.7	82.8	86.2	80.0	85.4
AVERAGE DAYS ON MARKET	143	102	98	94	105	125	83	106	106	124	109
SALES AT LIST PRICE	1	2	20	6	10	15	3	20	77	12	89
PERCENT OF SALES AT LIST PRICE	25.0	40.0	48.8	33.3	52.6	48.4	42.9	31.3	40.7	40.0	40.6
SALES TO LISTING INVENTORY RATIO	10.5	18.5	30.1	39.1	32.8	37.3	31.8	52.5	35.5	17.5	31.2
FINAL SALE TO NEW LISTING RATIO	66.7	50.0	49.4	56.3	51.4	54.4	41.2	66.7	55.9	43.5	53.8

CLOSED SALES TYPE

FORECLOSURE/REO	0	0	2	1	1	0	0	4	8	0	8
SELLER CONCESSIONS	0	0	0	0	1	1	0	0	2	0	2
SHORT SALE	0	0	1	1	4	3	0	3	12	0	12
STANDARD	4	5	38	15	13	26	7	56	164	0	164
OTHER	0	0	0	1	0	1	0	1	3	0	3

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	49	9	2	0	3000	4.0
100,000 TO 109,999	225	2	1	1	14000	11.8
110,000 TO 119,999	0	4	0	0	N/A	0.0
120,000 TO 139,999	48	4	5	5	11278	7.7
140,000 TO 159,999	0	10	0	0	N/A	0.0
160,000 TO 179,999	43	15	8	5	4341	2.1
180,000 TO 199,999	43	13	3	2	22967	9.4
200,000 TO 249,999	39	57	15	7	3935	1.3
250,000 TO 299,999	52	50	14	10	5481	1.9
300,000 TO 349,999	65	54	21	12	6868	1.7
350,000 TO 399,999	58	48	16	12	12943	3.1
400,000 TO 449,999	48	55	21	13	6034	1.3
450,000 TO 499,999	46	57	31	21	19735	3.8
500,000 TO 549,999	64	39	17	14	22981	4.0
550,000 TO 599,999	62	57	18	11	26282	3.9
600,000 TO 699,999	54	58	18	11	16033	2.3
700,000 TO 799,999	21	4	4	4	12488	1.7
800,000 TO 899,999	55	18	3	2	41000	4.7
900,000 TO 999,999	96	16	2	2	132450	11.4
1,000,000 TO 1,999,999	44	39	2	1	72350	3.5
MORE THAN 2,000,000	0	5	0	0	N/A	0.0
TOTALS	53	658	201	133	16052	3.1

LISTINGS

798

2015 RMLS TOTAL - \$ VOLUME
\$179,503,000

SALES

457

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



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

[illegible]

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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. 3rd Tues of mo.

Chairperson: Brian Hatkoff, CCIM

Phone: (818) 701-7789

Web: www.commercialdataexchange.com

Time: 8:30 A.M.

Location: SRAR Auditorium
7232 Balboa Blvd., Van Nuys

R.E. NETWORK Fridays (expt. holidays)

Contact For Information: Bud Mauro

Phone: (818) 349-9997

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

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

SCV CARAVAN

2nd & 4th Fridays

Chairperson: Dean Vincent

818-802-8856 or MDeanVincent@RealtyExecutives.com

Location: SRAR SCV Division

20655 Soledad Canyon Rd #33, Canyon Country 91351

Dates: 2nd and 4th Fridays of the month

Time: Networking Starts at 8:15am

Meeting Starts at 8:45am

Upcoming Meetings:

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