

July/August
2015

REALTOR® REPORT

The Official Publication of Southland Regional Association of Realtors®

56 Safety Tips for REALTORS® Pg. 4-5

**Realtor® 'Service' More Essential than
Ever Before Pg. 6**



August 21, 2015
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Multicultural Mixer Pg.10

**Realtor® of the Year
Nomination Form Pg. 11**
**2015 Srar Affiliate of the Year
Nomination Form Pg. 12**
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Nomination Form Pg. 13**

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REASONS
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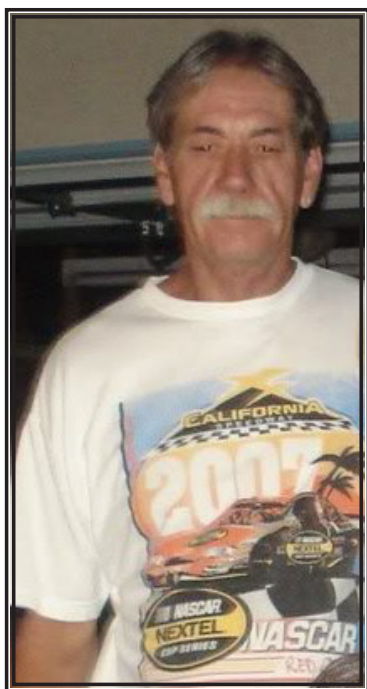
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IN MEMORIAM



DANIEL (DANNY) F. NOVAK

Daniel (Danny) F. Novak, age 57, of Canoga Park, CA formerly of Stratford, passed away suddenly on June 15, 2015 in his residence. Dan was born in Bridgeport on September 15, 1957 and was the son of the late Frank and Muriel Timmons Novak. Dan was the owner of One Call Maintenance, a service maintenance company in California for many years. He enjoyed cooking and was an avid Nascar fan, known as Nascar Dan to many of his friends in his adopted home of California. He attended many Nascar races over the years, but his passion was attending the Sprint Cup Race at the Auto Club Raceway in Fontana, CA. Dan is survived by, two brothers, Robert Novak and his wife Bonnie of Fitzwilliam, NH and Douglas Novak and wife Dee of Milford, eight nieces and nephews, Troy, Greg, Nadine, Sara, Jessica, Frank, Thomas and Shannon, several aunts, uncles, cousins and dear friends, Annette Howell, Dave (The Pollock) and Lori Lewandowski of CA. In addition to his beloved parents, Dan was also predeceased by his loving sister, Muriel Ann (Moo) Novak Atkins. A Memorial Service will be held on Thursday, July 9, 2015 from 5:00 -7:00 PM at the Galello-Luchansky Funeral Home, 2220 Main Street, Stratford. Inurnment will be private. Arrangements have been entrusted to the Galello-Luchansky Funeral Home 2220 Main Street Stratford. To celebrate a life, please visit us at www.galellofuneralhome.com

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**SOUTHLAND REGIONAL
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REALTOR® REPORT

The Official Publication of SRAR

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CONSUMER PRICE INDEXES

MAY 2015

\$	INDEXES			PERCENT CHANGE		
				YEAR ENDING		
	JUN 2014	MAY 2014	JUN 2015	MAY 2014	JUN 2015	JUN 2015
Los Angeles - Riverside - Orange County	243.528	246.093	245.459	1.1	0.8	-0.3

56 SAFETY TIPS FOR REALTORS®

SHARE KNOWLEDGE, AWARENESS, AND EMPOWERMENT WITH YOUR MEMBERS YEAR-ROUND



Keep a strong focus on REALTOR® Safety throughout the year when you share these safety tips with your members every week. You can post them on your website, add them to your newsletters, or email them directly to your members.

Feel free to re-arrange the tips if you like. Regardless of when you send them, these weekly tips will help remind our members of the tenets of REALTOR® Safety: knowledge, awareness, and empowerment.

All tips are taken from NAR's REALTOR® Safety Resource Kit. Direct your members to your own association website or to NAR's safety web pages at www.REALTOR.org/Safety for more information on the important topic of REALTOR® safety.

Tip #1 Keep it light

Show properties before dark. If you are going to be working after hours, advise your associate or first-line supervisor of your schedule. If you must show a property after dark, turn on all lights as you go through, and don't lower any shades or draw curtains or blinds.

Tip #2 Checking-in

When you have a new client, ask him/her to stop by your office and complete a Prospect Identification Form (Find a copy online at www.REALTOR.org/Safety). Also, photocopy their driver's license and retain this information at your office. Be certain to properly discard this personal information when you no longer need it.

Tip #3 Don't be too public

Limit the amount of personal information you share. Consider advertising without using your photograph, home phone number and/or home address in the newspaper or on business cards. Don't use your full name with middle name or initial. Use your office address—or list no address at all. Giving out too much of the wrong information can make you a target.

Tip #4 Touch base

Always let someone know where you are going and when you will be back; leave the name and phone number of the client you are meeting and schedule a time for your office to call you to check in.

Tip #5 Open house safety

Open house: it ain't over till it's over. Don't assume that everyone has left the premises at the end of an open house. Check all of the rooms and the backyard prior to locking the doors. Be prepared to defend yourself, if necessary.

Tip #6 Stranger danger

Tell your clients not to show their home by themselves. Alert them that not all agents, buyers and sellers are who they say they are. Predators come in all shapes and sizes. We tell our children not to talk to strangers. Tell your sellers not to talk to other agents or buyers, and to refer all inquiries to you.

Tip #7 Sturdy doors are key to home safety

Make sure that all your home's doors to the outside are metal or solid, 1 3/4" hardwood, and have good, sturdy locks.

Tip #8 Block identity theft

Contact the fraud department of any of the three consumer reporting companies—Equifax®, ExperianSM and Trans Union®—to place a fraud alert on your credit report. The fraud alert automatically lets credit card companies and other creditors know they must contact you before opening any new accounts or making any changes to your existing accounts.

Tip #9 Keep track of colleagues

Have a check-out employee board at your office, listing your name, destination, customer name, date and expected return time.

Tip #10 Wear your REALTOR® ID

Always wear visible company identification such as a badge. It is also best to drive a vehicle clearly marked with your company name. These will be invaluable for identification if you need to get assistance.

Tip #11 Bring up the rear

When showing a home, always have your prospect walk in front of you. Don't lead them, but rather, direct them from a position slightly behind them. You can gesture for them to go ahead of you and say, for example, "The master suite is in the back of the house."

Tip #12 Pick up some self-defense skills

The best way to find a good self-defense class is to learn what is available, and then make a decision. Many health clubs, martial arts studios and community colleges offer some type of class. You can also ask your peers, friends and family if they have taken a self-defense class that they would recommend.

Tip #13 You take the wheel

Whenever possible, take your own car to a showing. When you leave your car, lock it.

Tip #14 Shield your computer from e-mail viruses

Computer viruses can impair and seriously damage your computer. Viruses are often distributed via attachments in e-mail spam. Never open an attachment from someone you don't know, and, if you receive a strange or impersonal-sounding message from a familiar address, check with that person to make sure that they really sent it.

Tip #15 Got cell service, everywhere?

When you're showing commercial property, thick walls and/or remote locations may interfere with mobile phone reception. Check in advance to be sure your phone is serviceable in the area in which you are showing the property.

Tip #16 Choose flight over fight

While every real estate agent should take a basic self-defense course, the primary goal in any threatening situation is to escape from immediate danger and call for help.

Tip #17 "Who's calling?"

Install caller I.D. on your telephone, which should automatically reject calls from numbers that have been blocked. This will provide you with immediate information about the source of the call.

Tip #18 Your trash is another man's treasure

Just bought a new entertainment system? A bunch of empty boxes out by the curb triggers an alarm to would-be thieves. Instead of putting boxes out in plain sight, cut them down, and stuff them in trash bags.

Tip #19 Hide personal information

Tell your sellers: DON'T leave personal information like mail or bills out in the open where anyone can see it. Be sure to lock down your computer and lock up your laptop and any other expensive, easy-to-pocket electronics, like iPods, before your showing.

Tip #20 Agree on an office distress code

Create a voice distress code, a secret word or phrase that is not commonly used but can be worked into any conversation for cases where you feel that you are in danger. Use this if the person you are with can overhear the conversation, but you don't want to alarm them. Example: "Hi, this is Jennifer. I'm with Mr. Henderson at the Elm Street listing. Could you email me the RED FILE?"

Tip #21 Have your excuse ready

Part of being prepared to deal with a threatening situation is having "an out." Prepare a scenario in advance so that you can leave—or you can encourage someone who makes you uncomfortable to leave. Examples: Your cell phone or pager

went off and you have to call your office, you left some important information in your car, or another agent with buyers is on his way.

Tip #22 Take two seconds when you arrive at your destination to check out potential dangers:

- Is there any questionable activity in the area?
- Are you parked in a well-lit, visible location?
- Can you be blocked in the driveway by another vehicle?

Tip #23 You are not alone

If you encounter an individual while working late or alone in your office, indicate to that person that you are not alone. Say something like, "Let me check with my supervisor to see whether she's able to see you now."

Tip #24 Your email is public

Don't send any vital or private information via email. Keep in mind that unlike websites, email is never secure.

Tip #25 Don't get lost

If you are in an unfamiliar area, make mental notes of landmarks, points of interest and intersections. And always know the exact address of where you are going. If you must use a GPS, then pull over and stop in a safe place first.

Tip #26 Careful with cash deposits!

If you periodically carry large deposits to the bank, be especially aware of any strangers lurking around the office parking lot. If you must transport cash deposits, use the buddy system or arrange for a security service or police escort.

Tip #27 Lock up client keys

Be sure to use the lockbox property-key procedure that has been established to improve real estate agent safety. A reliable, secure lockbox system such as those made by NAR REALTOR Benefits® Partner SentiLock ensures that keys don't fall into the wrong hands.

Tip #28 Shop online safely

When shopping online, check out a website before entering your credit card number or other personal information. Enter this information only on secure web pages with addresses that start with "https" and have a closed padlock symbol at the bottom of the browser window. These are signs that your information will be encrypted or scrambled, protecting it from hackers.

Tip #29 Nothing personal...

When talking to clients and prospects, be friendly but still keep your personal information private. This means avoiding mention of where you live, your after-work or vacation plans, and similar details.

Tip #30 Take two seconds as you walk towards your destination to check out potential risks.

- Are people coming and going or is the area unusually quiet?
- Do you observe any obstacles or hiding places in the parking lot or along the street?

- Is anyone loitering in the area?

Tip #31 Be careful with keys

Don't hand out house keys to friends, even if they are trustworthy. Know the location of all your house keys all the time. Never use hide-a-keys or leave the key under the doormat, above the door, in a flowerpot, or anywhere outside the house. You may think you're being clever, but experienced thieves know all the tricks. Also, keep your car keys and house keys on a different ring if you ever use valet parking or leave your keys with parking lot attendants or even at a repair garage.

Tip #32 From dawn till dusk

When showing a vacant commercial site, be aware of the time of day you meet a client. Showing a property at dusk or after dark, with no electricity on in the space you are showing, is not advisable.

Tip #33 Thwart thieves

Remind your clients that strangers will be walking through their home during showings or open houses. Tell them to hide

CONTINUED ON PAGE 5

any valuables in a safe place. For security's sake, remember to remove keys, credit cards, jewelry, crystal, furs and other valuables from the home or lock them away during showings. Also remove prescription drugs. Some seemingly honest people wouldn't mind getting their hands on a bottle of Viagra, uppers or downers.

Tip #34 Long-term thinking

If you think it may be some time before a property sells (and you may, therefore, be showing it often), get acquainted with a few of the immediate neighbors. You will feel better knowing they know your vehicle, and they will feel better about the stranger (you) who frequently visits their neighborhood.

Tip #35 Don't dial and drive!

Using a cell phone while driving can cause an accident. For driving safety, purchase a hands-free phone kit for your vehicle. And never attempt to take notes while driving – pull over and stop in a safe place first.

Tip #36 Carry less

If you carry a purse, lock it in your car trunk before arriving at an appointment. Carry only non-valuable business items (except for your cell phone), and do not wear expensive jewelry or watches, or appear to be carrying large sums of money.

Tip #37 Don't get parked-in

When showing property or meeting someone, park your car in front of the property rather than in the driveway. You will avoid having your car blocked in, you'll have an easier time escaping in your vehicle, and you will attract lots of attention running and screaming to your car at the curb area.

Tip #38 Monitor your financial accounts

Open your credit card bills and bank statements right away. Check for any unauthorized charges or withdrawals and report them immediately. Call if bills don't arrive on time. It may mean that someone has changed contact information to hide fraudulent charges.

Tip #39 Take two seconds to pause and look around as you enter your destination.

- Does anything seem out of place?
- Is anyone present who shouldn't be there or who isn't expected?

Tip #40 Plan ahead with escape routes

Upon entering an open house property for the first time, check each room and determine at least two "escape" routes. Make sure all deadbolt locks are unlocked for easy access to the outside.

Tip #41 Keep it professional

All of your marketing materials should be polished and professional. Don't use alluring or provocative photography in

advertising, on the Web or on your business cards. There are many documented cases of criminals actually circling photographs of their would-be victims in newspaper advertisements.

Tip #42 Best practices for model home showings

When a person comes through the office to view a model home, have them complete a guest register that includes their full name, address, phone number, email, and vehicle information.

Tip #43 Safe apartment living

Moving into an apartment? Have the locks changed when you move in. (The maintenance crew can simply swap lock cylinders with a random vacant apartment, a project that is free and takes only a few minutes.) And just use your last name, or if necessary last name and first initial, on your door or mailbox. This keeps strangers from knowing your gender or how many people live in your apartment.

Tip #44 Rely on good neighbors

Inform a neighbor that you will be hosting an open house, and ask if he or she would keep an eye and ear open for anything out of the ordinary.

Tip #45 Be prepared: pre-program!

To best prepare for an emergency, pre-program important numbers into your cell phone. These may include your office, your roadside assistance service or garage, and 9-1-1.

Tip #46 Beware of "phishers"

Don't respond to emails requesting personal or private information such as passwords, credit card numbers or bank account numbers. Even if a message appears to be from your bank or a trusted vendor, credible companies never request private information this way.

Tip #47 Scam alert!

At an open house, be alert to visitors' comings and goings, especially near the end of showing hours. Police have reported groups of criminals that target open houses, showing up en masse near the end of the afternoon. While several "clients" distract the agent, others go through the house and steal anything they can quickly take.

Tip #48 Make your clients your "safety partners"

Inform clients who are selling that while you are taking safety precautions, and that you've checked and locked the home before leaving, they should immediately double-check all locks and scout for missing items immediately upon their return, in case you've missed any less-than-obvious means of entry.

Tip #49 Don't use the "v word"

When describing a listing, never say that a property is "vacant." This may be an invitation to criminals.

Tip #50 Check suspicious emails

Before you act on an email request, check a list of the latest

email scams on the Federal Trade Commission's website at <http://www.ftc.gov/bcp/menu-internet.htm>.

Tip #51 When in doubt, shred!

Thoroughly shred all papers with personal information before you throw them away. Shred unwanted credit card applications and "convenience checks" that come in the mail, credit card receipts with your account number, outdated financial papers and papers containing your clients' personal information.

Tip #52 Public transportation should be for the public... not from the public

If you plan on using public transportation, whether it's from a convention or to an open house, Make sure that you are riding in a registered taxi (before entry). Be aware that people may be soliciting rides using their own vehicles. Ask yourself some questions before entering.

- Can you definitively indicate that the vehicle you are about to enter is a registered form of public transportation? (Look for signs, symbols, or a phone number on the car to confirm its validity)

- If in doubt, stay out

Tip #53 Be in charge

Whenever possible, be sure your cell phone has a full battery charge or is in the process of charging. This is critical, especially if you plan on leaving the house/venue.

Tip #54 People are not who they say they are

Even with the help of caller I.D., you can never be too sure you know who you are talking to. For example, if someone who claims to know you gives you a call and starts to make unusual requests on your behalf, then STOP TALKING. Scammers feed of your reactions in order to compile additional information. Hint: If the caller has no recollection of previous conversations, then they are not who they say they are.

Tip #55 Have a lifeline

If you find yourself to be the last one in an open house and your car is not in the immediate vicinity of the venue, then make a phone call as you walk. Assailants will be less willing to attack if you are in mid conversation with another person. Give your best friend a call; they would love to hear about your day.

Tip #56 Be aware of adware and malware

Be sure that you don't click on error messages with unfamiliar logos that state "your computer has been infected with a virus" or "Trojan found" These messages with unfamiliar logos will tell you there is something wrong with your computer and to download their protection service, when in actuality you are downloading a virus and setting yourself up for information loss.

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REALTOR 'SERVICE' MORE ESSENTIAL THAN EVER BEFORE

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

SAVVY HOME BUYERS AND SELLERS UNDERSTAND THEY NEED A TOP-FLIGHT, EXPERIENCED REALTOR NOT TO FIND A HOME—ANYBODY CAN DO THAT IN THIS AGE OF THE INTERNET!—BUT TO PROVIDE A SERVICE, TO FACILITATE THE TRANSACTION, TO ENSURE THAT A COMPLEX PROCESS PROCEEDS SMOOTHLY WITH FEW OR, IDEALLY, ZERO PERSONAL, LEGAL OR FINANCIAL COMPLICATIONS.

That was one of the central points made in a panel presentation at the Southland Regional Association of Realtors recent Realtor Expo that urged real estate professionals to build risk management practices into their business model.

Realtors must know and explain what each contract says, while also understanding the implications of the peripheral issues that inevitably arise in every transaction.

"When Realtors can blend it all together ... you wind up with happier clients," said Kathy Mehringer, who was one of the panelists. "People can find their own home without me, but what they need me for is to facilitate the transactions, which keeps Realtors central."

Attorney Steven Spile stressed the importance of all parties maintaining a record at each step of a home purchase or sale.

"The key takeaway," he said, "is to make sure to document it in writing, sending regular emails summarizing what's been done." Olga Moretti, a Realtor, attorney and past SRAR president, focused on use of two new disclosure forms that go into effect on Aug. 1. Realtors will not be responsible for filling out the forms, yet they must anticipate delays and ensure that changes to documents do not trigger additional three-day waiting periods.

Realtor and attorney Jeff Kahn reviewed

legal issues and updates from the California Association of Realtors.

Mehringer outlined six "best practices" geared toward avoiding disputes. Avoiding conflicts is the best way to guard against claims:

- Present all offers—In too many instances, Mehringer said, offers from all buyers do not make it to the seller.

"There are listing agents who feel when they have an offer on the table they are not under an obligation to present other offers," she said. "But they are under an ethical obligation to present all offers, unless otherwise directed, in writing, by the seller." Sellers are under no obligation to make a counter offer, but presenting all offers is very important.

"If 21 offers are presented," she said, "get 21 sets of initials as proof that all 21 were presented."

- Realtors need to always treat people not on who they are, but what their needs are, Mehringer said.

- Avoid off market listings. "I'm personally not a big advocate of off-market listings," Mehringer said, "because too often sellers later claim they did not fully understand the ramifications of such a sale." At a minimum, Realtors need to get written authorization from sellers that acknowledges the listing will not be available on the local MLS. "Make sure it's the seller's strategy and not yours," she cautioned real estate professionals.

- Realtors can act as a dual agent in California, so long as they confirm it and document every step.

- Realtors need to convey information yet never act as a client. "Convey information promptly and objectively to the client, then let them make the decisions."

- Realtors have an obligation to counsel and advise their clients, which means they need to have something in writing showing they had discussions. Rather than allowing automatic messages telling clients to simply language to tell clients they are available to answer questions and explain what each section of a contract means.

"My recommendation," Spile said, "is to go to the property, sit down with the client, and go through every document."

Inventory Statewide Still Limited

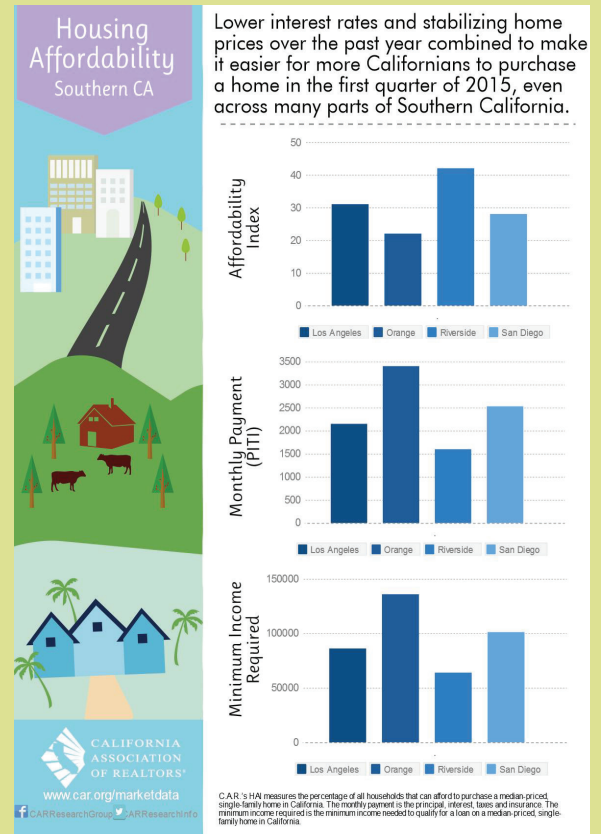
Median Price Highest Since 2007

California's housing market momentum continued to be solid during May with higher year-over-year home sales and prices for the fourth consecutive month, the California Association of Realtors reported Tuesday.

And, not since October 2013 have home sales risen above the 400,000 mark for two consecutive months, putting sales at the second highest level in nearly two years. Closed escrows statewide of existing, single-family detached homes totaled a seasonally adjusted annualized rate of 423,360 units in May.

The May figure was up 8.9 percent from a year ago and statewide sales so far this year have outpaced last year by more than 5 percent.

"The spring home-buying season continues to be strong, especially in areas where



insufficient housing supply is less of an issue," said C.A.R. President Chris Kutzkey. "With mortgage interest rates edging up recently and an imminent increase in rates by the Federal Reserve, housing affordability concerns will be heightened, but may also prompt prospective buyers to feel a sense of urgency to enter the market."

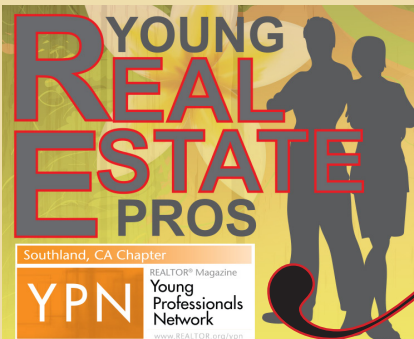
The median price of an existing, single-family detached California home edged up in May from both the previous month and year for the fourth consecutive month. The median home price was up 4.4 percent to \$485,830 in May from a year ago; it's at the highest level since November 2007.

"A healthy growth rate in home prices is an essential ingredient to a sustainable housing market recovery," said C.A.R. Vice President and Chief Economist Leslie Appleton-Young. "With the statewide median price increasing at a pace more in line with the historical norms since late 2014, regional markets across the state are finally showing sales improvements this year."

2015 Realtor Expo—Risk Management Panel



The "Risk Management" panel at SRAR's recent 2015 Realtor Expo included, from left to right, attorney Steven Spile, Realtor Olga Moretti, who is also an attorney and a past president of the Southland Regional Association of Realtors, and Realtors Kathy Mehringer and Jeff Kahn.



August 21, 2015

• 6:00 to 9:00 PM

Mixer

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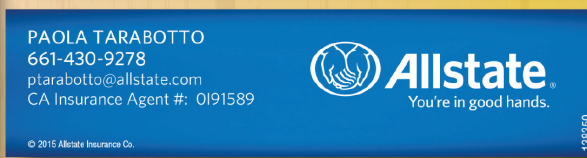
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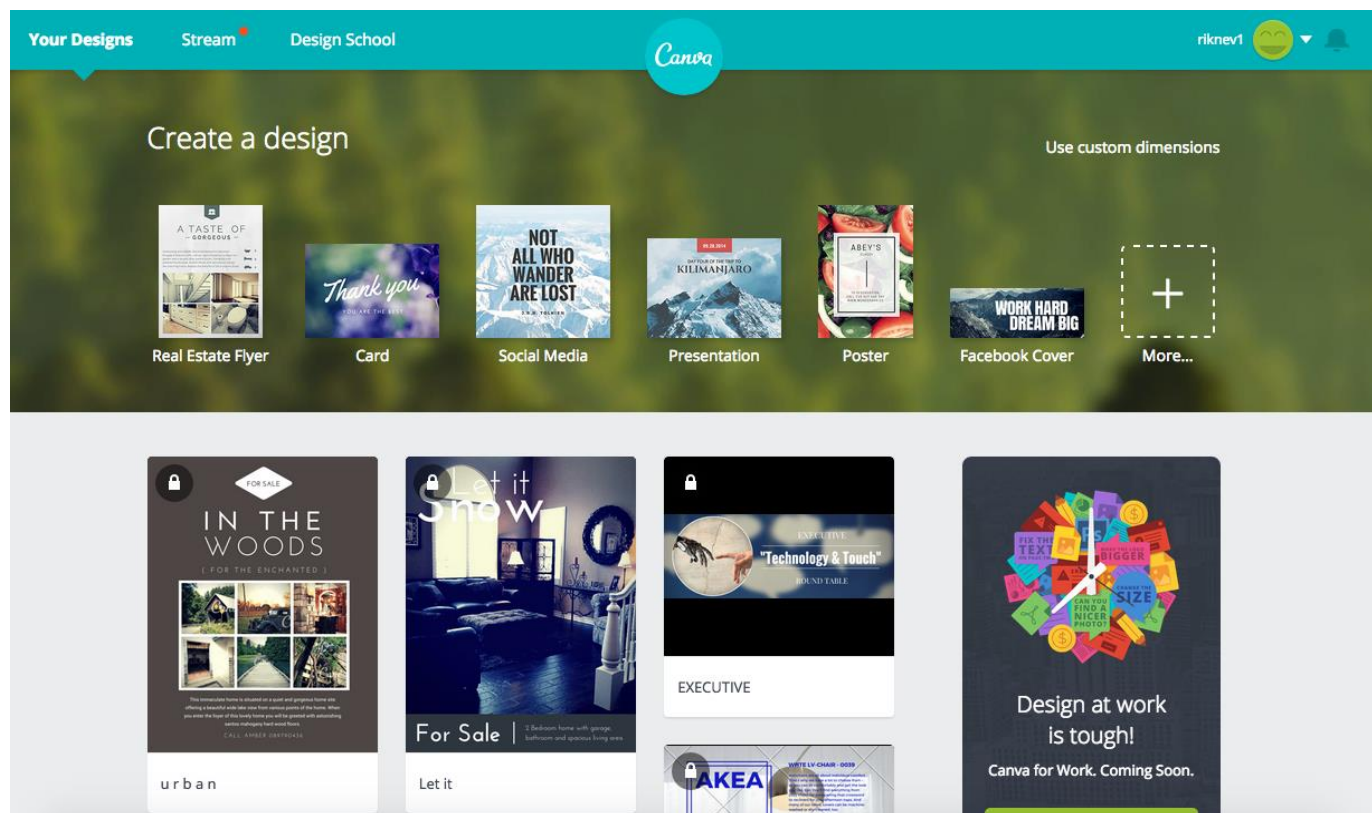
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CANVA: A Free and Easy to Use Design Tool

by Richard Neville, 2015 Technology Committee



Do you love to design your own marketing and property flyers? Well, unless you are a professional graphic designer and have thousands of dollars in design software, probably not. Canva (<http://canva.com>) is an easy to use web-based software and mobile app that will help turn your ideas into stunningly designed real estate flyers, event cards and social media images. This platform allows users to create stylish graphic designs for free and with ease. Canva has thousands of free stock images and typographical designs for you to use in your graphic designs. You are also able to upload your own images or use Canva's premium images for \$1 each. Canva revolves entirely around intuitive controls such as drag-and-drop, so adding, removing, and editing elements on your canvas is almost a no-brainer.

First, Canva's easy to use, real estate flyer templates. Canva currently has 30 pre-designed real estate flyer templates and roughly 100 blank template layouts. To begin, you choose to design a real estate flyer and then pick one of the layout templates Canva has available. Once you have chosen your layout, you can start customizing it with your property photos and details. Start by, upload you photos into Canva by clicking "Uploads" then click, "Upload your own photos" and select the images from your computer, now you are able just drag in your uploaded photos in the template and they will automatically replace the stock images. Editing the text is just as easy. Double-click the text in the design and start editing. You are also able to add pre-designed typography elements to your designs that are fully editable, if you need or want to add more text. Once you are finished with your designed template, you can download high quality PDF's for printing or as an image to post online.

Next, Canva has event card templates that you can use for Just Listed mailers, Open House mailers, Price Reduction mailers, Just Sold mailers, etc. The event templates are not necessary designed for real estate, but if you think out-of-the-box a little, use the templates for their layout and typography since they are fully editable. The event card work the same as the property flyers, you can upload a picture of your listing, then drag and drop it in place. Edit the text and then you are all set. There are several different template sizes, but you can also create a custom size if you need to make them a specific size for services like, USPS's Every Door Direct Mailer. Once again, you can download the finished product as a high quality PDF or as an image to share online.

Finally, Canva created layout templates for posting on the major social media sites that will give you clean, polished look. Whether you need a social media header/cover image, social media post or social media ad, Canva has you covered. The templates are made to the perfect size for each social media platform, leaving them crisp and without any pixilation. Canva has templates for: Facebook, Twitter, Pinterest, Instagram, YouTube and Google+. Once again, the templates are easy to use and great looking, just drag-and-drop your uploaded images, edit the text and download the finished template. If you fall in love one with the pre-made templates and want to use the photo that is in the template, you can, for \$1 per image. The \$1 per image is an amazing price for an image you can use over-and-over.

In Conclusion, Canva is an amazing tool for the clueless, and can come in handy for professionals too. It makes designing uniformly easy for everyone, but it's by no means aimed only at amateurs. The simplicity and richness of the tools will get you coming back to create real estate flyers, event cards and social media posts. According to Canva's developers, the current features are only 1% of what they have in store for us, and now you can request an invite for the new Canva For Work.

OWNER OPTIMISM AT 9-YEAR HIGH

BY GAYE RAINEY, PRESIDENT, AND DAVID R. WALKER

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

THE NUMBERS 21 AND 47 FLASH INTO PERSPECTIVE, BUT ONLY WHEN CONSIDERING THE NUMBER 709.

Those three numbers illustrate what's happening in the San Fernando Valley's residential resale market and, in most instances, in communities nationwide.

They also show why so many people are more optimistic about their futures than at any point since 2007.

The Federal Reserve Board's recent survey of the financial and economic conditions of American households found that individual overall perceptions of financial well being improved between 2013 and 2014, but their optimism about future financial prospects soared significantly.

And when people feel good about their financial prospects, that typically translates into additional home purchases, especially as renters grasp

the added value of owning a home.

Which leads us back to the numbers in the first paragraph: 21 represents the number for foreclosure-related sales during July throughout the San Fernando Valley,

47 the number of short sales, where a lender agreed to the sale of a property for less than the outstanding loan balance; and 709 the number of standard home

When people feel good... that typically translates into additional home purchases

sales, where homes or condominiums are purchased by households seeking a safe harbor to raise a family, have some fun, plant a garden, even as they enjoy tax benefits and modest increases in resale values. The first two numbers are close to the lowest they been while the third number is near its record high.

That's a far cry from the days when more than half of home sales were distressed sales, transactions where

owners had a simple choice—sell, often at a loss, or risk losing everything.

While the first two numbers represent the still-lingering effects of the Great Recession, the improvements keep coming fast and furious.

For example, “underwater” or “upside down” properties—where the current resale value of a property is less than what the owner owes the bank—are moving off the radar.

More than 250,000 homes nationwide regained equity during the first quarter of 2015. There are still 5.1 million homes with negative

equity, representing 10 percent of all mortgage properties, but rising prices are lifting more homes every day, and that's yet another reason why owners and buyers report optimism on the rise.



Disclosure Rules Delayed to Oct. 3

The Consumer Financial Protection Bureau recently proposed a revised effective date for new forms and rules regarding disclosures and closing practices of residential real estate transactions.

The CFPB initially proposed delaying the effective date of the TRID rule until Oct. 1. The most recent proposed effective date would be Oct. 3. The original effective date was Aug. 1.

The TRID rule requires additional mortgage disclosure forms and a more complex compliance apparatus for lenders.

The Bureau stated that it believes scheduling the effective date on a Saturday may facilitate implementation by giving industry a weekend to launch and test new systems.

Commercial R.E. Luncheon—Aug. 25

Leaders Share Steps to Success

Professionals will meet Tuesday, Aug. 25, to gain insight from a panel of industry leaders on how to successfully navigate complicated commercial real estate transactions.



Alan Reay
Atlas Hospitality
Newport Beach

The California Commercial Real Estate Luncheon and Expo is presented by the Commercial and Investment Division of the Southland Regional Association of Realtors and made possible by a grant from the National Association of Realtors.

One of the speakers is Alan X. Reay, president of Atlas Hospitality Group, a hospitality property brokerage. After several decades of experience in the hotel industry and in investment real estate brokerage, Reay put together a plan, a team, and established his own company. Before founding his own company, Reay was the top producing hotel broker for a national real estate brokerage firm based in California.

Other speakers include: Drew Arvay, DTZ San Jose; Laurie Lustig-Bower, CBRE Los Angeles; John Jennings, Cushman & Wakefield San Diego; and Jared Grant, Grant & Lewis Bakersfield.

For more information and a registration form go to www.commercialdataexchange.com. The registration fee is \$20. The Expo will be held from 10 a.m. to 1:45 p.m. on Tuesday, Aug. 25, at the Sportsman's Lodge Event Center in Studio City.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

2015 Multicultural Mixer

SRAR GOES
GLOBAL!

Bring a
non-perishable
food item or clothing
items to donate to
the less fortunate!!!



Thursday,
October 1, 2015
5:30-7:30PM

SRAR Back Parking Area
7232 Balboa Blvd.
Van Nuys, CA 91406

Enjoy **Food**
Drinks
Mix-N-Mingle
Dancing

Graciously
Sponsored By:

Live Entertainment



Realtor of the Year 2015

Nomination Form

Do you know a REALTOR® member of Southland Regional Association that has made significant contributions through their years of volunteer service and commitment to the real estate industry? If so, the 2015 Awards Committee needs to hear from you!

Eligibility Requirements

- Active and in good standing of SRAR for the past ten years or more
- Reputation for ethical conduct with the public and fellow members
- Faithful adherence to the SRAR policies and NAR Code of Ethics
- Service above and beyond the ordinary to the Association
- Service to the community that promotes the Association

Past Recipients

2014 Patti Petralia
2013 Ana Maria Colon
2012 Olga Moretti
2011 Lynn Rinker

2010 Bud Mauro
2009 Winnie Davis
2008 Steve White
2007 Jim Ezell

2006 Irene Reinsdorf
2005 Beth Peerce
2004 Wendy Furth
2003 Mary Funk

Please fill out the nomination information below and return by September 9, 2015 to Valerie Biletsky – valerieb@srar.com or fax 818-786-4541.

Name of Nominee: _____

Company Name: _____

Reason for Nomination: _____

Your Name and Contact Information (optional): _____

2015 SRAR Affiliate of the Year Nomination

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

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

Eligible Candidates:

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

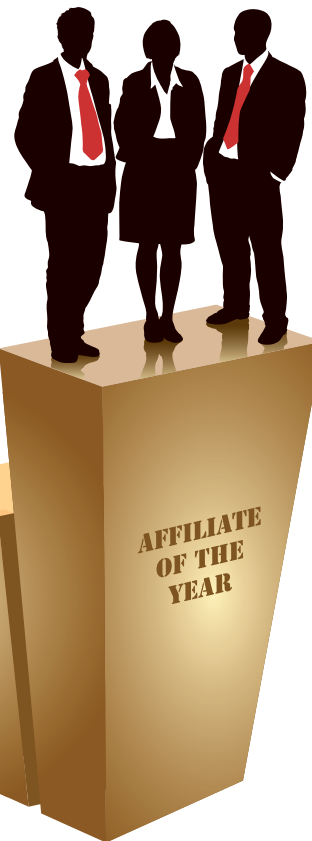
Qualifications:

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

Please fill out and return the nomination form along with the resume and other pertinent materials on your nominee. RETURN TO SRAR BY September 9, 2015 to the AFFILIATE of the Year Award Committee, c/o Michelle Gerhard at SRAR, 7232 Balboa Blvd., Van Nuys, CA 91406, Fax 818 786- 4541 or Email michelleg@srar.com .

Past 5 recipients have been:

2010: Steve Spile
2011: Steve Anderson
2012: Lela Leong
2013: April Kass
2014: Arnie Garfinkel



NOMINATION FORM

Name of AFFILIATE NOMINATED: _____

Company: _____

Address: _____

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

Community Service:

Honors & Awards:

Reasons for nominating this candidate:

Signature of Nominator: _____

Company: _____

Telephone Numbers: _____

You can attach any other pertinent information





Association Service Award 2015

The 2015 Awards Committee is interested in your nomination of members who have made significant contributions through their years of involvement.

All active members in good standing for a minimum of five (5) years are eligible for this award.

Qualifications:

- ❖ Major Association Involvement
- ❖ Reputation for Ethical Conduct
- ❖ Faithful Adherence to SRAR Policies and NAR and Code of Ethics

Past Recipients

2014 Diana MacIntyre
2013 Vic Viereck
2012 Gary Washburn
2011 Nancy Starczyk
2010 Brian Hatkoff

Please complete the following information and return by September 9, 2015 to Valerie Biletsky, valerieb@srar.com or Fax 818-786-4541.

Name of Nominee: _____

Company: _____

Reason for Nomination: _____

Your Name and Contact Information (optional): _____

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

FIRST POSTING

Anastasi, Scott
Scott Anastasi Realty
511 Torrance Blvd., Suite 101
Redondo Beach, CA. 90277

Bazikyan, Armine
Armine Bazikyan
2615 Canada Blvd. #313
Glendale, CA. 91208

Jimenez, Delia
Cobblestone Realty, Inc.
445 W. Palmdale Blvd., Ste. H
Palmdale, CA. 93551

Leung, Pak Yin
Star Max Universal, Inc.
10681 E. Foothill Blvd., Suite 210
Rancho Cucamonga, CA. 91730

Mitchell, Jill E.
Jill Mitchell
5767 Kanan Rd. #688
Agoura Hills, CA. 91301

RESPONSIBLE REALTOR® APPLICANTS

SECOND POSTING

Rose, William Victor
The Agency
331 Foothill Rd. #100
Beverly Hills, CA. 90210

Saab, Zack
Saab Properties
11141 Tampa Ave.
Porter Ranch, CA. 91326

Singh, Pritam
Super Realtors
9017 Reseda Blvd. #215
Northridge, CA. 91324

Yi, Kanguk
Kanguk Yi, Broker
19653 Crystal Ridge Lane
Porter Ranch, CA. 91326

Altman, Logan R.
Altman Apartments LLC
1059 S. Shendoah St. #301
Los Angeles, CA. 90035

Baker, James Robert
James Baker Realty
5557-D Reseda Blvd.
Tarzana, CA. 91356

Bartels, David Rodger
Help-U-Sell Conejo Valley
143 Triunfo Canyon #227
Westlake Village, CA. 91361

Brogliatti, Raymond
Raymond Haley Brogliatti
6770 Jefferson St.
Yountville, CA. 94599

Brooks, Fe V.
Fe V. Brooks
19213 Schoenborn St.
Northridge, CA. 91324

Castro, Martin
MCRES, INC.
425 E. Colorado Street, Suite 565
Glendale, CA. 91205

Curamen, Connie P.
Plan B Realty
17621 Victory Blvd.
Lake Balboa, CA. 91406

Fridkin, Gary Jay
Gary Jay Fridkin
9907 White Oak Ave. #123
Northridge, CA. 91325

Frisch, Ronald
California Real Estate Brokerage Services
26951 Ruether Ave. #82
Santa Clarita, CA. 91351

Gonzalez, Jose Luis
Cal 1 Realty
25876 The Old Road #12
Stevenson Ranch, CA. 91355

Gutierrez, Gregorio A.
Gregorio Gutierrez
26931 Canyon End Road
Canyon Country, CA. 91387

Hera, Christyne Zakey
AccuRealty Plus
14545 Friar St., #210
Van Nuys, CA. 91344

Herron, Howard Q.
Litchfield Asset Management, Inc.
14531 Delano St.
Van Nuys, CA. 91411

Isobe, Ryotaro
CM Percy Blake Inc.
1499 Huntington Dr. Ste. 500
South Pasadena, CA. 91030

Katz, Alex
Alex Katz Real Estate
4924 Balboa Blvd. #608
Encino, CA. 91316

Lerner, Agie Ungar
Agile Property Management & Inc.
808 N. Maple St.
Burbank, CA. 91505

REALTOR® APPLICANTS

Aliabadi, Yueh Li L. / Coldwell Banker Calabasas / Calabasas
Alonso, Kristin Elerding / Pinnacle Estate Properties, Inc. / Calabasas
Alpert, Joel S. / Coldwell Banker Residential Brokerage / Studio City
Alvarez, Sandra / Keller Williams Encino-Sherman Oaks / Encino
Anderson, Diana L. / Berkshire Hathaway HomeServices California Properties / Northridge
Aquino, Josefina / Metro Pacific Real Estate / Valencia
Baris, Julie Y. / Keller Williams Encino-Sherman Oaks / Encino
Baris, Philip Joseph / Keller Williams Encino-Sherman Oaks / Encino
Barsamyan, Manuk / New Wave Realty Group / Burbank
Bellissimo, Margaret / Estate Realty Group / Woodland Hills
Berg, Ryan / Keller Williams VIP Properties / Valencia
Bess, Catherine J. / Troop Real Estate, Inc. / Valencia
Blair, Eliot / Keller Williams VIP Properties / Valencia
Brady, Mary Alice / Mickie Ardi Realty / Granada Hills
Bragado, Michelle Anderson / Keller Williams Realty Calabasas / Calabasas
Browne, Michael D. / RE/MAX of Santa Clarita / Santa Clarita
Carbajal, Ana / Bona Real Estate Van Nuys / Van Nuys
Chowdhury, Moksudul John / Keller Williams Realty / Westlake Village
Chwai, Jamil Fouad / Realty Executives / Newhall
Comtois, Pierre / Rodeo Realty / Studio City
Crowder, Kristine / Pinnacle Estate Properties, Inc. / Valencia
Daghlian, Jamil Robert / Coldwell Banker Quality Properties / Northridge
Davis, Cindy Rae / Berkshire Hathaway HomeServices California Properties / Calabasas
Dermagerdichian, Tomik / Ramsey-Shilling Assoc. / Toluca Lake

Diaz, Maria Aracely / San Fernando Realty / San Fernando
Diaz, Oswaldo Antonio / Berkshire Hathaway HomeServices California Properties / Chatsworth
Doolan, Fiona / Home Base Realtors / Chatsworth
Falocco, Joseph Richard / Real Estate eBroker, Inc. / Oceanside
Famigletti, James William / Coldwell Banker Vista Realty / Valencia
Fasano, Teresa / Berkshire Hathaway HomeServices California Properties / Calabasas
Flanagan, Jim / RE/MAX of Santa Clarita / Santa Clarita
Flores, Marcos / RV Realty Enterprise / Van Nuys
Fontenot, Keon / Crown Realty & Financial Corp. / Torrance
Gallegos, Patricia H. / Strategic Realty / Agoura Hills
Garces, Maria / Rodeo Realty / Studio City
Gelson, Joseph Michael / Coldwell Banker Calabasas / Calabasas
Gonzalez, Ramiro Oliver / S&R Properties / Arleta
Gootman, Michal / Pinnacle Estate Properties, Inc. / Encino
Green III, Reginald Eugene / Pinnacle Estate Properties, Inc. / Mission Hills
Harris Green, Stacy Anne / Keller Williams Encino-Sherman Oaks / Encino
Hawkins, Ronald Wesley / Coldwell Banker Vista Realty / Valencia
Hazlet IV, John William / Irene Ramos, Broker / Palmdale
Hefets, Michael M. / Coldwell Banker Greater Valleys / Granada Hills
Herman, Abigail Crane / Capitol Realty, Inc. / Tarzana
Hewitt, Ryan / HomeSmart NCG Inc. / Valencia
Hinman, Joseph James / Berkshire Hathaway HomeServices California Properties / Chatsworth
Holmes, Sandra Maria / Keller Williams Realty Acton / Acton
Intal, Anna Marie De Castro / Keller Williams Realty / Northridge
Iannolo, Jamie Lynn / Century 21 Cosgrove / Woodland Hills
Ishak, Jessica Nady / Keller Williams Realty / Northridge

Jacobson, Paul Brian / Gold Star Realty / Encino
James, Jennifer / Regal Realty / Valencia
Johnson, William Joseph Michael / Keller Williams VIP Properties / Santa Clarita
Kalantari, Arash / Coldwell Banker / Sherman Oaks
Kleyman, Galit / Keller Williams Realty Calabasas / Calabasas
LaMartina, Joseph Vladimir / Innovate Realty / Winnetka
Lee, Lawrence Chun Kit / Real Estate eBroker Inc. / Oceanside
Mangassarain, Raffi / Realty Executives / Newhall
Marquez, Sherwin A. / Century 21 All Moves, Inc. / Granada Hills
Matheney, Beverly A. / Exclusive Estate Properties, Inc. / Toluca Lake
Matzkin, Aaron Michael / Keller Williams Westlake Village / Westlake Village
Mabarez, Firouz / Thrive California / Calabasas
Moran, Hector Alexis / Financing Realty Center / Granada Hills
Nalboudian, Michael / Standard Home Realty / Studio City
Nalls, April Renee / Rodeo Realty, Inc. / Encino
Narakulchai, Thanaboon / Rodeo Realty / Northridge
Navarro, Randy / J & V Real Estate Group Inc. / Chatsworth
Obasohan, Armod Rashad / Agents of LA Inc. / Los Angeles
Olmos, Miguel Angel / Keller Williams Realty / Northridge
Padgett, Shannon Marie / Pinnacle Estate Properties, Inc. / Calabasas
Padilla, Sherri Lynn / Rodeo Realty / Northridge
Paul, Craig E. / Keller Williams Westlake Village / Westlake Village
Perez, Danielle Mazal / Ramsey-Shilling Associates / Hollywood Hills
Pogossian, George Gevork / Pinnacle Estate Properties / Northridge
Pozzi, Robert / Realty Executives / Newhall
Puthanpurayil, Ajith Anijyan / Agents of LA / Oak Park

Quintana, Maria / Intero Real Estate Services / Rancho Cucamonga
Ritchie, Rut / Keller Williams Realty Encino-Sherman Oaks / Encino
Robbins, Charlotte Nicole / Forrest Properties / Oak Park
Rodriguez, Ursula C. / Keller Williams VIP Properties / Valencia
Rougie, Kimberly / Berkshire Hathaway HomeServices California Properties / Calabasas
Sabac, Sharon B. / Century 21 All Moves / Granada Hills
Saleh, Sana Mary / Rodeo Realty / Northridge
Sanchez, Martha / Century 21 Hilltop / Simi Valley
Schoffman, Yishai / Lenny Calun Realty / Sherman Oaks
Shirzadi, Pejman / Transition Realty Group / Reseda
Snelling, David William / Real Estate eBroker Inc. / Oceanside
Stroud, Jeannie / Keller Williams VIP Properties / Valencia
Swinehart, Christina / Scott Anastasi Realty / Redondo Beach
Toven, Iral Ann / Coldwell Banker / Sherman Oaks
Trovanti, Steve / JohnHart Real Estate / Sherman Oaks
Trinkle, Virginia Lee / Keller Williams Realty Encino-Sherman Oaks / Encino
Vanderleek, Ana Cecilia / Gold Keys Realty / Valencia
Vanitburg, Nicole Janet / Amerimax / Tarzana
Verduzo, Maria Elena / Nationwide Real Estate Executives / Los Angeles
Winter, Juanita Dianne / John Aaroe Group / Sherman Oaks
Yamamura, Georgia Kay / Re/Max Olson & Associates / Northridge
Yousefzadeh, Tara Sarah / Keller Williams Realty / Studio City
Zepeda, Erika Vianey / Pinnacle Estate Properties, Inc. / Northridge

RESIDENTIAL PROPERTIES LISTED

1,820

JUNE 2015 SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED

1,379

RESIDENTIAL PROP. ESCROW CLOSED

1,266

ACTIVE INVENTORY:

EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	170	245	211	286	1,169	651	1,820
TOTAL ACTIVE LISTINGS	245	360	302	497	1,791	1,331	3,122
AVERAGE DAYS ON MARKET	74	68	61	70	66	88	76
AVERAGE LIST PRICE IN THOUSANDS	381.0	942.0	1,164.7	1,344.5	968.6	586.7	815.0
MEDIAN LIST PRICE IN THOUSANDS	389.0	650.0	679.0	785.0	624.9	364.9	515.0
BOMS	38	44	45	58	232	128	360
AVERAGE BOM PRICE IN THOUSANDS	367.2	712.7	639.5	743.9	623.4	484.0	566.7
BOM TO SALE RATIO	36.9	26.2	34.1	29.5	29.5	26.7	28.4
EXPIRATIONS	16	25	24	23	108	123	231

PENDING SALES:

NEW ESCROWS OPENED	126	195	139	194	849	530	1,379
TOTAL YTD ESCROWS OPENED	677	933	737	1,087	4,431	2,677	7,108
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	34	35	38	40	37	51	43
NEW OPEN ESCROWS AVERAGE LIST PRICE	350.7	701.5	776.2	779.0	654.2	454.9	577.6

CLOSED SALES:

NEW ESCROWS CLOSED	103	168	132	192	786	480	1,266
TOTAL YTD ESCROWS CLOSED	584	823	631	963	3,855	2,250	6,105
VOLUME OF NEW SALE DOLLARS IN MILLIONS	38.395	131.841	88.958	104.286	511.486	222.457	733.943
VOLUME OF TOTAL YTD SALES IN MILLIONS	209.415	615.417	427.970	463.917	2,442.797	985.988	3,428.785
AVERAGE SALE PRICE IN THOUSANDS	372.8	784.8	673.9	770.9	650.7	463.5	579.7
MEDIAN SALE PRICE IN THOUSANDS	375.0	550.0	485.0	566.2	505.0	330.0	460.0
COOP SALES	76	138	105	160	634	387	1,021
PERCENT OF COOP SALES	73.8	82.1	79.5	83.3	80.7	80.6	80.6
AVERAGE DAYS ON MARKET	103	84	87	90	93	111	100
SALES AT LIST PRICE	61	106	80	63	435	235	670
PERCENT OF SALES AT LIST PRICE	59.2	63.1	60.6	43.2	55.3	49.0	52.9
SALES TO LISTING INVENTORY RATIO	42.0	46.7	43.7	38.6	43.9	40.6	40.6
FINAL SALE TO NEW LISTING RATIO	60.6	68.6	62.6	67.1	67.2	73.7	69.6

CLOSED SALES TYPE

FORECLOSURE/REO	2	2	4	6	21	23	44
SELLER CONCESSIONS	1	0	1	0	3	0	3
SHORT SALE	7	9	9	15	47	30	77
STANDARD	91	154	118	170	709	421	1,130
OTHER	2	3	0	0	6	6	12

SELLING PRICE RANGE:

AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION	%
LESS THAN 100,000	104	40	7	84,450	20.4
100,000 TO 109,999	3	7	0	16,000	19.8
110,000 TO 119,999	94	15	5	14,950	11.7
120,000 TO 139,999	44	40	8	769	4.0
140,000 TO 159,999	54	49	7	9,718	4.2
160,000 TO 179,999	93	62	20	7,776	2.7
180,000 TO 199,999	73	84	21	10,503	4.3
200,000 TO 249,999	49	184	86	3,877	1.3
250,000 TO 299,999	35	222	40	2,154	0.5
300,000 TO 349,999	38	169	90	5,205	1.1
350,000 TO 399,999	38	210	51	5,860	1.0
400,000 TO 449,999	58	191	48	6,27	6.3
450,000 TO 499,999	39	251	114	5,329	0.8
500,000 TO 549,999	30	170	98	3,283	0.3
550,000 TO 599,999	40	173	64	13,097	1.8
600,000 TO 699,999	38	244	102	17,417	1.9
700,000 TO 799,999	37	199	86	19,735	2.2
800,000 TO 899,999	34	121	57	8,870	15.3
900,000 TO 999,999	57	91	24	11,273	1.7
1,000,000 TO 1,999,999	40	372	50	33,393	8.6
MORE THAN 2,000,000	51	228	27	23,821	5.9
TOTALS	44	3,122	643	15,123	0.7

LISTINGS

9,515

2015 RMLS TOTAL - \$ VOLUME

\$3,428,785,000

SALES

6,239

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	387.5	51.4	
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		1,634	1,080	603.7	66.1	
APR	2,212	1,188	526.9	53.7		1,740	1,052	394.2	60.5		1,387	1,140	448.8	82.2		1,549	1,114	559.3	71.9		1,548	1,124	589.4	72.6		1,733	1,168	657.4	67.4	
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		1,593	1,153	680.7	72.4	
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		1,820	1,266	733.9	69.6	
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 JUNE 2015

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY								
New Listings	115	150	156	220	227	868	524	1,392
Total Active Listings	168	248	226	323	417	1,382	1,128	2,510
Average Days on Market	74	70	63	55	72	66	85	75
Average List Price in Thousands	422.2	1,104.2	1,422.3	786.6	1,503.6	1,119.6	592.3	882.6
Median List Price in Thousands	400.0	795.0	1,030.0	695.0	894.0	728.0	349.9	565.0
BOMS	27	33	29	41	46	176	107	283
Average BOM Price in Thousands	413.2	799.1	821.2	608.8	856.3	714.2	472.6	622.8
BOM to Sale Ratio	36.5	29.2	33.7	26.6	30.9	30.6	26.2	28.7
Expirations	12	17	21	14	18	82	99	181
PENDING SALES								
New Escrows Opened	89	127	94	169	151	630	443	1,073
Total YTD Escrows Opened	504	617	499	824	854	3,298	2,251	5,549
New Open Escrows Average Days on Market	28	38	35	37	40	36	55	44
New Open Escrows Average List Price	384.5	834.3	969.4	620.9	888.2	746.6	457.3	627.1
CLOSED SALES:								
New Escrows Closed	74	113	86	154	149	576	409	985
Total YTD Escrows Closed	455	537	425	681	758	2,856	1,892	4,748
Volume of New Sales Dollars in Millions	30.061	108.289	73.292	90.069	132.318	434.030	191.574	625.604
Volume of total YTD Sales in Millions	175.584	492.331	359.814	401.949	648.655	2,078.333	834.803	2,913.136
Average Sale Price in Thousands	406.2	958.3	852.2	584.9	888.0	753.5	468.4	635.1
Median Sale Price in Thousands	379.0	680.0	549.0	555.0	700.0	562.0	319.9	505.0
Coop Sales	56	92	69	126	120	463	331	794
Percent of Coop Sales	75.7	81.4	80.2	81.8	80.5	80.4	80.9	80.6
Average Days on Market	111	90	77	107	88	95	108	100
Sales at List Price	43	71	50	84	66	314	209	523
Percent of Sales at List Price	58.1	62.8	58.1	54.5	44.3	54.5	51.1	53.1
Sales to Listing Inventory Ratio	44.0	45.6	38.1	47.7	35.7	41.7	36.3	39.2
Final Sale to New Listing Ratio	64.3	75.3	55.1	70.0	65.6	66.4	78.1	70.8
CLOSED SALES TYPE								
Foreclosure/REO	1	2	3	6	5	17	20	37
Seller Concessions	1	0	1	0	1	3	0	3
Short Sale	6	5	3	9	6	29	24	53
Standard	64	105	79	139	136	523	359	882
Other	2	1	0	0	1	4	6	10

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR JUNE 2015

	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
ACTIVE INVENTORY								
New Listings	55	95	55	37	59	301	127	428
Total Active Listings	77	112	76	64	80	409	203	612
Average Days on Market	74	64	56	74	61	65	107	79
Average List Price in Thousands	290.9	582.9	398.6	441.3	515.0	458.2	568.7	494.9
Median List Price in Thousands	269.0	442.5	365.0	409.0	379.9	379.0	415.0	390.0
BOMS	11	11	16	6	12	56	21	77
Average BOM Price in Thousands	254.2	453.2	310.1	406.1	312.8	338.1	419.8	360.4
BOM to Sale Ratio	37.9	20.0	34.8	16.2	27.9	26.7	29.6	27.4
Expirations	4	8	3	6	5	26	24	50
PENDING SALES								
New Escrows Opened	37	68	45	25	44	219	87	306
Total YTD Escrows Opened	173	316	238	173	233	1,133	426	1,559
New Open Escrows Average Days on Market	48	30	46	45	42	40	35	39
New Open Escrows Average List Price	269.3	453.4	372.9	389.3	404.5	388.6	442.7	404.0
CLOSED SALES:								
New Escrows Closed	29	55	46	37	43	210	71	281
Total YTD Escrows Closed	129	286	206	173	205	999	358	1,357
Volume of New Sales Dollars in Millions	8.334	23.551	15.666	14.217	15.688	77.456	30.883	108.340
Volume of total YTD Sales in Millions	33.831	123.086	68.156	61.967	77.424	364.464	151.185	515.649
Average Sale price in Thousands	287.4	428.2	340.6	384.2	364.8	368.8	435.0	385.6
Median Sale Price in Thousands	265.0	416.0	337.0	370.0	353.0	352.0	410.0	360.0
Coop Sales	20	46	36	29	40	171	56	227
Percent of Coop Sales	69.0	83.6	78.3	78.4	93.0	81.4	78.9	80.8
Average Days on Market	82	73	108	91	96	90	126	99
Sales at List Price	18	35	30	21	17	121	26	147
Percent of Sales at List Price	62.1	63.6	65.2	56.8	39.5	57.6	36.6	52.3
Sales to Listing Inventory Ratio	37.7	49.1	60.5	57.8	53.8	51.3	35.0	45.9
Final Sale to New Listing Ratio	52.7	57.9	83.6	100.0	72.9	69.8	55.9	65.7
CLOSED SALES TYPE								
Foreclosure/REO	1	0	1	0	2	4	3	7
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	1	4	6	6	1	18	6	24
Standard	27	49	39	31	40	186	62	248
Other	0	2	0	0	0	2	0	2

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR JUNE 2015

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	15	9	73	35	29	69	27	71	328	63	391
Total Active Listings	42	33	112	42	44	104	42	112	531	143	674
Average Days on Market	108	135	73	82	68	60	40	58	71	84	74
Average List Price in Thousands	560.3	826.9	721.8	570.1	730.0	587.2	743.3	740.6	683.5	366.0	616.2
Median List Price in Thousands	525.0	729.0	579.0	475.0	644.8	560.0	699.0	634.0	600.0	300.0	559.9
BOMS	7	0	14	9	3	16	9	12	70	20	90
Average BOM Price in Thousands	309.1	0.0	531.1	433.4	486.7	537.6	752.5	615.9	538.9	282.5	482.0
BOM to Sale Ratio	77.8	0.0	24.1	28.1	15.0	31.4	52.9	19.0	27.7	29.4	28.0
Expirations	5	1	8	3	6	2	1	6	32	5	37

PENDING SALES

New Escrows Opened	14	4	61	32	16	66	21	61	275	53	328
Total YTD Escrows Opened	55	29	287	162	96	293	90	353	1,365	328	1,693
New Open Escrows Average Days on Market	72	29	39	25	41	30	40	36	36	65	41
New Open Escrows Average List Price	437.8	689.2	510.6	478.8	521.4	536.1	779.6	611.1	555.4	450.0	538.4

CLOSED SALES:

New Escrows Closed	9	3	58	32	20	51	17	63	253	68	321
Total YTD Escrows Closed	41	26	243	131	90	234	67	302	1,134	276	1,410
Volume of New Sales Dollars in Millions	4.558	1.698	32.381	15.348	11.758	26.653	12.483	35.372	140.251	23.417	163.668
Volume of total YTD Sales in Millions	19.609	15.372	121.353	60.577	49.643	122.890	49.707	180.658	619.809	88.011	707.820
Average Sale price in Thousands	506.5	566.0	558.3	479.6	587.9	522.6	734.3	561.5	554.4	344.4	509.9
Median Sale Price in Thousands	535.0	504.0	475.0	482.0	560.0	510.0	695.0	540.0	521.0	265.0	495.0
Coop Sales	9	3	51	28	14	46	15	54	220	59	279
Percent of Coop Sales	100.0	100.0	87.9	87.5	70.0	90.2	88.2	85.7	87.0	86.8	86.9
Average Days on Market	183	156	82	99	110	89	83	77	91	88	91
Sales at List Price	3	1	36	16	10	31	3	42	142	39	181
Percent of Sales at List Price	33.3	33.3	62.1	50.0	50.0	60.8	17.6	66.7	56.1	57.4	56.4
Sales to Listing Inventory Ratio	21.4	9.1	51.8	76.2	45.5	49.0	40.5	56.3	47.6	47.6	47.6
Final Sale to New Listing Ratio	60.0	33.3	79.5	91.4	69.0	73.9	63.0	88.7	77.1	107.9	82.1

CLOSED SALES TYPE

Foreclosure / REO	1	0	1	1	1	0	0	0	4	2	6
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	2	0	3	1	2	3	0	4	15	2	17
Standard	6	3	54	30	17	45	16	59	230	64	294
Other	0	0	0	0	0	3	1	0	4	0	4

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR JUNE 2015

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	28	1	25	23	3	61	141	10	151
Total Active Listings	0	0	28	3	34	14	7	71	157	21	178
Average Days on Market	0	0	64	59	64	19	64	45	51	86	55
Average List Price in Thousands	0.0	0.0	265.6	391.8	264.6	349.0	383.3	363.1	324.6	359.0	328.6
Median List Price in Thousands	0.0	0.0	250.0	424.0	245.0	339.0	369.0	345.0	319.9	365.0	320.0
BOMS	0	0	0	0	4	2	3	11	20	1	21
Average BOM Price in Thousands	0.0	0.0	0.0	0.0	333.6	325.0	403.0	359.0	357.1	275.0	353.2
BOM to Sale Ratio	0.0	0.0	0.0	0.0	16.7	13.3	50.0	23.4	18.2	8.3	17.2
Expirations	0	0	1	0	0	3	0	7	11	0	11

PENDING SALES

New Escrows Opened	0	0	26	0	14	24	5	53	122	18	140
Total YTD Escrows Opened	0	0	135	3	105	85	34	225	587	60	647
New Open Escrows Average Days on Market	0	0	23	0	27	31	59	37	32	42	34
New Open Escrows Average List Price	0.0	0.0	275.1	0.0	286.7	357.9	363.0	380.1	342.0	363.6	344.7

CLOSED SALES:

New Escrows Closed	0	0	17	1	24	15	6	47	110	12	122
Total YTD Escrows Closed	0	0	110	3	94	70	27	177	481	41	522
Volume of New Sales Dollars in Millions	0.000	0.000	4.346	0.250	6.124	4.506	1.971	17.694	34.891	4.923	39.814
Volume of Total YTD Sales in Millions	0.000	0.000	28.054	0.705	23.858	22.934	9.306	63.333	148.189	14.899	163.088
Average Sale price in Thousands	0.0	0.0	255.7	250.0	255.1	300.4	328.5	376.5	317.2	410.3	326.3
Median Sale Price in Thousands	0.0	0.0	245.0	250.0	245.0	315.0	329.0	355.0	315.0	400.0	319.9
Coop Sales	0	0	15	1	19	14	6	38	93	11	104
Percent of Coop Sales	0.0	0.0	88.2	100.0	79.2	93.3	100.0	80.9	84.5	91.7	85.2
Average Days on Market	0	0	75	63	57	99	58	83	77	66	76
Sales at List Price	0	0	10	1	13	7	2	19	52	6	58
Percent of Sales at List Price	0.0	0.0	58.8	100.0	54.2	46.7	33.3	40.4	47.3	50.0	47.5
Sales to Listing Inventory Ratio	0.0	0.0	60.7	33.3	70.6	107.1	85.7	66.2	70.1	57.1	68.5
Final Sale to New Listing Ratio	0.0	0.0	60.7	100.0	96.0	65.2	200.0	77.0	78.0	120.0	80.8

CLOSED SALES TYPE

Foreclosure / REO	0	0	0	0	0	0	0	1	1	0	1
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	0	0	0	1	0	2	3	0	3
Standard	0	0	17	1	23	14	6	44	105	12	117
Other	0	0	0	0	1	0	0	0	1	0	1

RESIDENTIAL PROPERTIES LISTED

542

JUNE 2015 SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP ESCROW OPENED

468

RESIDENTIAL PROP ESCROW CLOSED

443

ACTIVE INVENTORY:

NEW LISTINGS	15	9	101	36	54	92	30	132	469	73	542	
TOTAL ACTIVE LISTINGS	42	33	140	45	78	118	49	163	688	164	852	
AVERAGE DAYS ON MARKET	108	135	71	81	66	55	53	67	601.6	365.1	556.1	
AVERAGE LIST PRICE IN THOUSANDS	560.3	826.9	630.5	558.3	527.1	558.9	691.8	594.1	529.9	310.0	490.0	
MEDIAN LIST PRICE IN THOUSANDS	525.0	729.0	489.0	475.0	480.0	529.0	688.0	499.9	530.0	310.0	490.0	
BOMS	7	0	14	9	7	18	12	23	90	21	111	
AVERAGE BOM PRICE IN THOUSANDS	309.1	0.0	531.1	433.4	399.2	514.0	665.1	493.0	498.5	282.2	457.6	
BOM TO SALE RATIO	77.8	0.0	18.7	27.3	15.9	27.3	52.2	25.9	24.8	26.3	25.1	
EXPIRATIONS	5	1	9	3	6	5	1	13	43	5	48	

PENDING SALES:

NEW ESCROWS OPENED	14	4	87	32	30	90	26	114	397	71	468	
TOTAL YTD ESCROWS OPENED	55	29	422	165	201	378	124	578	1,952	388	2,340	
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	72	29	34	25	34	30	43	36	35	59	39	
NEW OPEN ESCROWS AVERAGE LIST PRICE	437.8	689.2	440.2	478.8	411.9	488.6	699.5	503.7	489.8	428.1	480.5	

CLOSED SALES:

NEW ESCROWS CLOSED	9	3	75	33	44	66	23	110	363	80	443	
TOTAL YTD ESCROWS CLOSED	41	26	353	134	184	304	94	479	1,615	317	1,932	
VOLUME OF NEW SALE DOLLARS IN MILLIONS	4,558	1,698	36,727	15,598	17,881	31,158	14,454	53,066	175,142	28,340	203,482	
VOLUME OF TOTAL YTD SALES IN MILLIONS	19,609	15,372	149,407	61,282	73,501	145,824	59,012	243,990	767,999	102,910	870,908	
AVERAGE SALE PRICE IN THOUSANDS	506.5	566.0	489.7	472.7	406.4	472.1	628.4	482.4	482.5	354.3	459.3	
MEDIAN SALE PRICE IN THOUSANDS	535.0	504.0	432.8	482.0	330.0	469.0	590.0	466.5	460.0	274.0	442.0	
COOP SALES	9	3	66	29	33	60	21	92	313	70	383	
PERCENT OF COOP SALES	100.0	100.0	88.0	87.9	75.0	90.9	91.3	83.6	86.2	87.5	86.5	
AVERAGE DAYS ON MARKET	183	156	81	98	81	91	77	80	87	85	86	
SALES AT LIST PRICE	3	1	46	17	23	38	5	61	194	45	239	
PERCENT OF SALES AT LIST PRICE	33.3	33.3	61.3	51.5	52.3	57.6	21.7	55.5	53.4	56.3	54.0	
SALES TO LISTING INVENTORY RATIO	21.4	9.1	53.6	73.3	56.4	55.9	46.9	60.1	52.8	48.8	52.0	
FINAL SALE TO NEW LISTING RATIO	60.0	33.3	74.3	91.7	81.5	71.7	76.7	83.3	77.4	109.6	81.7	

CLOSED SALES TYPE

FORECLOSURE/REO	1	0	1	1	1	0	0	1	5	2	7	
SELLER CONCESSIONS	0	0	0	0	0	0	0	0	0	0	0	
SHORT SALE	2	0	3	2	2		4	6	18	2	20	
STANDARD	6	3	71	31	40	59	22	103	335	76	411	
OTHER	0	0	0	0	1	3	1	0	5	0	5	

SELLING PRICE RANGE:

AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000	8	2	1	11500
100,000 TO 109,999	1	2	1	3000
110,000 TO 119,999	2	0	0	N/A
120,000 TO 139,999	6	3	2	4163
140,000 TO 159,999	10	6	2	5575
160,000 TO 179,999	11	5	3	1860
180,000 TO 199,999	15	8	6	6998
200,000 TO 249,999	58	33	14	3882
250,000 TO 299,999	49	30	17	6546
300,000 TO 349,999	33	40	23	7742
350,000 TO 399,999	53	38	15	1159
400,000 TO 449,999	55	52	27	11253
450,000 TO 499,999	66	41	17	6248
500,000 TO 549,999	88	40	21	3939
550,000 TO 599,999	48	37	24	20066
600,000 TO 699,999	58	33	19	12192
700,000 TO 799,999	110	18	10	23387
800,000 TO 899,999	70	8	6	38117
900,000 TO 999,999	28	4	2	11633
1,000,000 TO 1,999,999	23	10	6	78119
MORE THAN 2,000,000	45	0	0	N/A
TOTALS	809	410	216	11085

LISTINGS

2,883

2015 RMLS TOTAL - \$ VOLUME

\$870,908,000

SALES

1,984

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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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.

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Guest Speakers

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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

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Fridays (expt. holidays)

Co Chairman: Bud Mauro Realtor®

Phone: (818) 349-9997 CELL: (818) 681-7343

Co Chairman: Valerie B. Miranda

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:

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