

August/September 2015

# REALTOR® REPORT

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

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TIME TO  
**SHINE**  
**HERE**

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REASONS  
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BE HERE  
THIS  
FALL

Get tips ranging from safety to new technologies to listing presentations. Plus, hear regulatory updates and economic forecasts from Lawrence Yun, NAR's chief economist.

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# "SIGNS, SIGNS, EVERYWHERE THERE'S SIGNS"



Signs of an improving market are all over the place – including the numerous open house signs you see on every street corner each

weekend. While we all want to see the return of a good market, seeing multiple signs on one street corner obstructing walkways, etc. can become somewhat of a nuisance. But who regulates these signs? And who do you contact when they become a problem? Do you call your local Association? No! The City of Los Angeles (311) actually regulates the usage of signs in public areas, including open house signs. SRAR does not have any authority to enforce any such regulations for real estate signage in public areas.

In fact, according to **Section 28.04 of the Los Angeles Municipal Code**, placing hand-bills or signs in any public area of the City is actually against the law. But don't panic just yet! According to Gary Harris, (Chief of Investigation and Enforcement for the City of Los Angeles, Bureau of Street Services), the City of Los Angeles entered into an agreement with California REALTORS® in the early 90's that allows REALTORS® the privilege of placing signs in public areas as long as they agree to abide by certain rules:

1. All agents placing signs in public areas adjacent to any other private or public property

MUST obtain permission from that property owner prior to placing their signs.

2. Signs must NEVER be placed in areas that obstruct vehicle or pedestrian traffic, including roadway medians, or in areas that block access ramps for the disabled.

3. Signs must be displayed in a considerate manner that does not clutter walkways, public easements, street corners, etc.

4. All signs MUST be removed immediately following the close of the open house.

The City of Los Angeles, according to Harris, would like to continue the cooperative working agreement it has with the REALTORS® of Los Angeles. However, complaints have started to come in on a pretty regular basis.

Therefore, Harris has requested that local Associations within the City of LA help spread the word about the importance of respecting the City's cooperative agreement it has with the REALTOR community regarding public signage. If the above guidelines continue to be misused and complaints continue to filter into the City, the law could be enforced that would not allow signs in public areas at all.

We don't want that to happen. So do your part and be sure to follow the above guidelines when placing signs in public areas. If in doubt, just don't do it! Be respectful of not only your fellow REALTORS®, but also the community in which your signs are placed. Be sure to get proper permission before placing your signs. And by all means, remove your signs at the end of the day. If we all do our part, we can ensure that the cooperative agreement we have with the City on signs in public areas continues.

**NOTE: The above information pertains to the public display of signs within the City of Los Angeles ONLY. Different cities, like Santa Clarita, West Hollywood, Beverly Hills, and Burbank, have their own regulations on this issue. Be sure to check with the City in which you are placing signs to be sure you are following the law accordingly.**

*City of Los Angeles – 311*

*City of Santa Clarita – (661) 259-2489*

*City of West Hollywood – (323) 848-6400*

*City of Burbank – (818) 238-3950*

*City of Beverly Hills – (310) 285-1119*

## NOMINATING COMMITTEE ANNOUNCES 2016 BOARD OF DIRECTORS SLATE

The Board of Directors election will be held on October 13. There are thirteen openings for Directors. The following members are recommended by the Board Nominating Committee to serve on the Directorate for a two year term commencing January 1, 2016:

**Tom Carnahan, Celeste Heathington, Jeff Kahn, Howard Katchen, Erika Kauzlarich-Bird, Bob Khalsa, Marty Kovacs, Paul Marks, Melanie McShane, Patti Petralia, Diane Sydel, Judy Ann Von Arb and Steve White.**

\*\*\*\*\*

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

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**REALTOR® REPORT**

*The Official Publication of SRAR*

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BY ANTONIO VAZIRI, 2015 TECHNOLOGY COMMITTEE

## POYNT Description

Poynt lets you find and connect with businesses, movies, restaurants, people and events near you whenever and wherever you need them. Then, with

a single swipe, share your results with friends. Poynt allows you to interact with your search through placing calls to businesses, mapping directions, viewing showtimes and movie trailers or reserving a table at a local restaurant.

\* **Movies** – search by theater, movie, top 10 or genre; sort by name or rating; view trailers; view movie rankings; add to calendar; send details to contacts; buy movie tickets

\* **Restaurants** – Search by name, cuisine type or nearby; click-to-call; get directions; view website; view hours and prices; reserve a table

\* **Gas Prices (US/Canada/UK ONLY)** – view best prices by grade or stations nearby; click-to-call; get directions; view station amenities; send details to contacts

\* **Events** – search by category, venue, performer, event or nearby; get directions; send details to contacts; add events to calendar

\* **People** – lookup by name or reverse lookup by phone number or address; click-to-call; get directions; send details to contacts

\* **Businesses** – search by name; get directions; click to call; add details to contacts

\* **Messaging** – syncs to your address book to find your Poynt friends; integrated chat history; search within messaging; invite any contact; search user by email or phone number

\* **In-App Search** – while chatting, tap to reveal the search wheel and a new world of content: media, people, restaurants, movies, videos, events, and gas stations

\* **Sharing** – share any search result with your chat friends via a simple finger swipe to the right; share to Facebook, Twitter or via SMS and email

*Happy Poynting!*



## Home Buyers Learn the Basics!

More than 35 prospective buyers took a big step toward owning home by gaining insight into what drives the current housing market at a free seminar offered by the Southland Regional Association of Realtors.

Attendees heard from Jacqueline Molina who detailed Los Angeles City and state housing programs that offer assistance in securing down payment as-

## HOME BUYER SEMINAR



sistance, including California Home Buyers Down Payment Assistance Program.

Steven Roy reviewed the top three tax credits home buyers can take advantage of when filing their annual personal income tax return.

Michelle West covered the key topic of a prospective buyer's credit history, listing the steps prospective buyers can take to prepare for a home purchase.

And, Realtor Patricia Beltran gave an overview of current market dynamics, the different types of sales possible, and why it is critically important to work with a licensed, experienced real estate professional!



## Pending Sales Rise for 7th Month

Pending home sales in the San Fernando Valley during July jumped 16 percent over a year ago, a trend seen statewide as open escrows registered seven consecutive months of increases and the fifth consecutive month of double-digit gains.

California pending sales increased 12.5 percent on an annual basis. A shortage of available homes limited local pending sales in June, which nonetheless came in 9.7 percent ahead of a year ago. The share of sales closing below asking price increased to 43 percent in June, up from 40 percent in May, but down from the highest point of 55 percent in January 2015. More than a third of homes—33 percent—closed over asking price, and 24 percent closed at asking price. For the one in three homes that sold over asking price, the premium paid suggested increased market competition among home buyers in some local markets. Homes that sold above asking price went for an average of 11 percent above asking price, the California Association of Realtors said.



# C.A.R. 2015 HOME BUYERS SURVEY FINDINGS

## IMPROVING ECONOMY AND JOB GROWTH DRAW BUYERS BACK TO HOUSING MARKET, FORMING MORE HOUSEHOLDS, REALTOR® SURVEY FINDS

LOS ANGELES (July 6) – With an improving economy and job market over the past year, home buyers have started forming households again, and buyers who previously experienced a foreclosure or short sale are back in the housing market, according to the CALIFORNIA ASSOCIATION OF REALTORS®' (C.A.R.) "2015 Survey of California Home Buyers."

In 2015, more households were formed as the share of buyers who previously lived with their parents increased to 12 percent – the highest in the survey's history, up from 2 percent in 2014. Additionally, the share of those who previously rented dipped from 40 percent in 2014 to 39 percent in 2015, and those who previously owned fell from 59 percent in 2014 to 47 percent in 2015.

With distressed sales at record lows, California is returning to a more normal housing market, with those who previously went through a foreclosure or short sale returning to the market and purchasing homes again. More than one in five home buyers (22 percent) experienced a distressed sale, most of which occurred after 2007. A further indication of this return to normalcy is reflected in the share of buyers who were previously "underwater" on their homes, which increased to 23 percent in 2015, up from 4 percent in 2014.

Additional findings from C.A.R.'s "2015 Survey of California Home Buyers" include:

- In what could further exacerbate a future

housing inventory shortage, buyers in 2015 indicated they plan to keep their home longer than ever – an average of 20 years – substantially longer than the six years cited by home buyers in 2013.

- Buyers cited "tired of renting" (15 percent), "wanted a place to live" (14 percent), "desired larger home" (12 percent), "changed jobs/relocated" (11 percent), and "desired better/other location" (8 percent) as the top reasons for purchasing a home. In looking specifically at first-time buyers, "tired of renting" was the top reason for purchasing a home (21 percent), followed by "wanted a place to live" (19 percent).

- Despite the recent run up in home prices, the vast majority (85 percent) felt that their home was worth the price they paid, while 14 percent said the price was too high, and 1 percent said the price was too low.

- While the majority of buyers (75 percent) were satisfied with their home purchase, one-fourth made compromises, with 13 percent saying they selected the best house given the limited supply in their desired neighborhood, and 12 percent who said they selected the best house in an affordable neighborhood because prices were too high in their preferred neighborhood.

- Buyers put an average of 24 percent down on their home purchase in 2015, down from 28 percent in 2014, and 25 percent in 2013, but more than what has been the traditional 20 percent since 2009.

- The primary source of down payment for first-time buyers was personal savings, cited by 49 percent of first-time buyers, followed by "borrowed or gift," cited by 33 percent

of first-time buyers. The primary sources of down payment for repeat buyers were personal savings (34 percent) and proceeds from sale of previous residence (34 percent).

- Buyers spent an average of 18 weeks considering buying a home before contacting a real estate agent in 2015, down from an average of 19 weeks in 2014 and a high of an average of 24 weeks in 2013. They spent an average of 14 weeks investigating homes and neighborhoods before contacting an agent in 2015, down from an average of 21 weeks in 2014 and a high of an average 29 weeks in 2013.

- In 2015, it took home buyers an average of 12 weeks to look for a home, the longest since C.A.R. began the survey. It took an average of 10 weeks in 2014 and 2013 for home buyers to find a home. In a sign of less market competition, buyers made fewer offers in 2015 compared to previous years – an average of 2.6 offers, down from an average of 3.6 offers in 2014, and an average of 3 offers in 2013.



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# SFV JUNE HOME SALES RISE 10%, CONDOS UP 19%

**SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®**  
**THE TYPICALLY BUSY SUMMER HOME BUYING SEASON HIT FULL STRIDE DURING JUNE WITH HOME AND CONDO SALES UP, RESALE PRICES RISING, BUT AT A MORE MODERATE PACE, BUYERS OUT IN FORCE, EAGER TO PURCHASE BEFORE INTEREST RATES RISE, AND A STILL-TOO-TIGHT INVENTORY PREVENTING THE SAN FERNANDO VALLEY MARKET FROM OVERHEATING, THE SOUTHLAND REGIONAL ASSOCIATION OF REALTORS REPORTED FRIDAY.**

A total of 576 single-family homes changed owners during June, up 9.7 percent over a year ago. June marked the fourth consecutive month above the 500-sale benchmark with the first half of 2015 suggesting the year has a chance to beat 2009, which holds the post-recession high-water mark to date.

Realtors also closed escrow on 210 condominium sales, up 19.3 percent over a year ago and 28.8 percent ahead of this May. It was the first time in 16 months that condo sales came in above 200 closed escrows, making it the highest monthly tally since August 2013.

“The market is fantastic, filled with renewed energy,” said Gaye Rainey, president of the 9,200-member Southland Regional Association of Realtors. “Today’s buyers, sellers and Realtors make up a sophisticated, educated, realistic housing market where detailed, specific local knowledge equals power.

“When you know what you’re talking about,” Rainey said, “you come from a position of strength.”

Perhaps more than in any other preceding housing market, today’s buyers and sellers need guidance from a knowledgeable Realtor, she stressed.

“The opportunities are awesome, yet today’s transactions are not smooth,” Rainey said. “To succeed, everyone needs to follow strict guidelines. They require a lot of due diligence, promptly attending to inspections, full disclosures and a willingness to negotiate. Most importantly, they need a strong guiding hand.”

Rainey and Jim Link, the Association’s chief executive officer, cautioned sellers not to overestimate their strength in today’s sellers’ market by pricing their home too high, which is the top mistake sellers are making.

“It’s definitely still a sellers’ market, so

much so that sellers cannot under-price a property in this market,” Link said. “A home will sell at the value it’s worth. But an over-priced property will attract little interest, which may lead to a lost opportunity.”

Link also said the current lack of inventory, which triggers multiple offers on many properties, has resulted from a combination of factors: owners staying in their homes longer; younger households delaying a home purchase to retain flexibility to change jobs and locations swiftly; investors holding onto properties while they benefit from hikes in resale prices and rapidly rising rents; and financial constraints, such as a weak or flawed credit history or an inability to save for a down payment.

“The lack of inventory results from a lot factors,” Link said, “including a decision by some owners to refinance while rates are still low rather than try to trade to a bigger or even a smaller home, which could well lead to higher property taxes given today’s resale prices.”

The single-family median price of \$562,000 was up 4.9 percent from a year ago June, but off 0.5 percent from this May, which was the highest since October 2007.

The condominium median price of \$352,000 was up 8.3 percent over a year ago and 2.6 percent higher than this May. It was the highest monthly median since January 2008. After months of double-digit increases, home and condo prices are rising at a single-digit pace, restrained by limits on affordability.

Rainey noted that many buyers think they overpaid, only to try to “steal” concessions or force price reductions during escrow.

“In essence, they are using escrow to renegotiate, asking for advantages they could not secure when there was a lineup of other buyers presenting similar offers,” she said. “Yet that strategy can backfire, resulting in a strong back-up offer winning the home.”

The 1,791 active listings were down 0.9 percent from a year ago, representing a 2.3-month supply. A 6-month supply is best.

## California Sales at Highest Level in Two Years

Sales of existing, single-family homes in June reached the highest level in two years and experienced the first double-digit increase since May 2012.

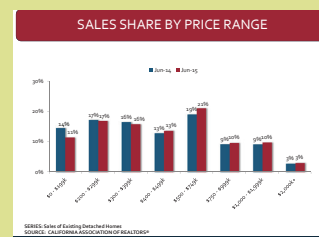
Home sales in the state have risen year

over year for five straight months. The June figure increased 3.3 percent from May and 11 percent compared with home sales in June 2014. “Home prices continue to improve but at a more moderate rate,” said Chris Kutzkey, president of the California Association of Realtors. “However, in areas ... where tight inventory is fueling stiff competition and generating multiple offers, home prices are still rising at or near double-digit rates, and creating a challenging environment for potential

buyers in the region.”

The median price of an existing, single-family detached California home edged up in June from both the previous month and year for the fifth consecutive month. The median home price was up 0.8 percent from \$485,830 in May to \$489,560 in June, the highest level since November 2007. June’s median price was 7 percent higher than the revised \$457,700 recorded in June 2014.

“The housing market remained solid in June as the economy continued





# 'KNOW BEFORE YOU OWE' TAKES EFFECT OCT. 1

BY GAYE RAINEY, PRESIDENT, AND DAVID R. WALKER  
SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®  
**THE CONSUMER FINANCIAL PROTECTION  
BUREAU RECENTLY ISSUED A FINAL RULE  
MOVING THE EFFECTIVE DATE OF THE  
"KNOW BEFORE YOU OWE" MORTGAGE  
DISCLOSURE RULE TO SATURDAY, OCT. 3.**

The rule—also called the TILA-RESPA Integrated Disclosures—requires easier-to-use mortgage disclosure forms that clearly lay out the terms of a mortgage for a home buyer.

The Bureau issued the change to correct an administrative error.

The Bureau also believes that moving the effective date may benefit both industry and consumers with a smoother transition to the new rule. Scheduling the effective date on a Saturday may facilitate implementation by giving the lending and real estate industries time over the weekend to launch new systems configurations and to test systems.

Some of the new compliance requirements could prove daunting.

For example, the CFPB is requiring the closing disclosure be given to the buyer three days before closing to allow consumers time to look carefully at any deviations from the original estimates, rather than make them consider the changes while the closing is underway.

That's a positive change for consumers, but real estate professionals will need to plan ahead to accommodate the new rule.

Any changes to the loan product or the interest rate once the closing disclosure has been given to the buyer could trigger a new three-day waiting period.

Other changes requiring lender approval could add even more time to the waiting period. The additional holding period can be waived in certain emergency situations. These timing issues make it important to complete paperwork and have it fully reviewed by all parties well before the parties get to the closing table.

Ideally, Realtors need to give

themselves a seven-day cushion before closing to get everything done. To that end, buyers need to have seen the paperwork at least a week before a scheduled closing.

It will be imperative that sellers do nothing at the last minute that could derail a transaction, like removing a light fixture that they agreed in the sales contract to leave in the house.

Buyer walkthroughs need to be done well before the closing date so if anything is amiss issues can be worked out in advance.

Given the possibility of changes triggering another waiting period or a last-minute change requiring lender approval, Realtors should assume it will take an additional 15 days to complete a closing. That means if closings typically take 30 days, allow 45 days. Over time, as the industry adjusts to the changes, those additional days may no longer be necessary. But for now, plan for a longer process.

## Settle Real Estate Disputes Quickly

Parties to real estate transactions can settle disputes quickly and informally by using a unique, free Ombudsman service provided by the Southland Regional Association of Realtors.

For more information, contact Michelle Gerhard, SRAR's Professional Standards administrator, at 818-947-2226 or via email at [michelleg@srar.com](mailto:michelleg@srar.com).

## Commercial R.E. Luncheon—Aug. 25

### Sharing Pivotal Steps to Success

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



**Drew Arvay**  
DTZ  
San Jose

Drew Arvay, one of the five top speakers at the luncheon, is considered one of the preeminent authorities and strategic thinkers in the commercial real estate industry, both locally and nationally. As a principal of Cassidy Turley located in San Jose, Arvay has handled some of the most complex transactions over his 37 years as a leasing and sales specialist. His insights have been said to shape Wall Street's view of Silicon Valley.

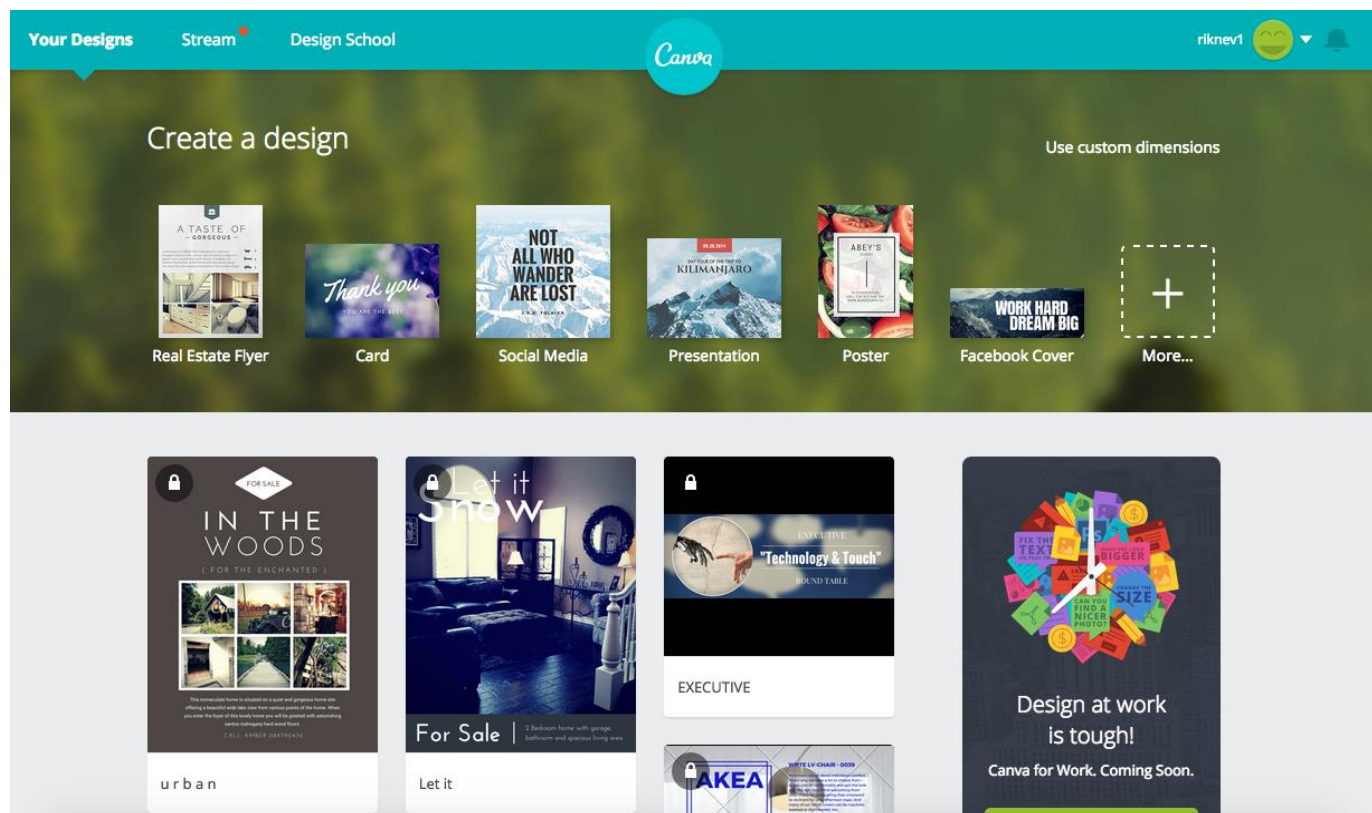
Other speakers include: Alan X. Reay, Newport Beach; Laurie Lustig-Bower, CBRE Los Angeles; John Jennings, Cushman & Wakefield San Diego; and Jared Grant, Grant & Lewis Bakersfield.

For more information and a registration form go to [www.commercialdataexchange.com](http://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 Sportsmen's Lodge Event Center in Studio City.

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.

# 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.





SOUTHLAND REGIONAL  
ASSOCIATION OF REALTORS®, INC.

# Murder Mystery Charity Party



**Friday Oct 23, 2015**

**6:00 - 9:30 PM**

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## **SPONSOR OPPORTUNITIES**

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- \*Logo on screen as Silver Sponsor" during event
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# 2015 Multicultural Mixer

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# ***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 Pearce  
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](mailto: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)

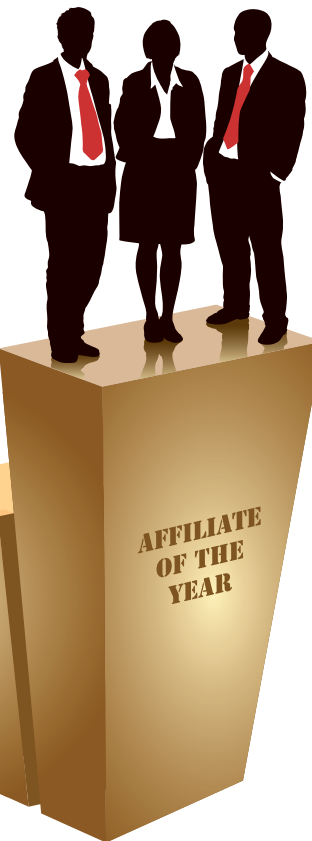
## Qualifications:

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](mailto: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.

## RESPONSIBLE REALTOR® APPLICANTS

### FIRST POSTING

Aleman, Santos Evelio  
Santos Aleman Real Estate  
10153 ½ Riverside Drive #207  
Toluca Lake, CA. 91602

Chorebanian, Christopher Paylag  
American Realty Centre, Inc.  
120 S. Glendale Avenue  
Glendale, CA. 91205

Edwards, Kathy Lynne  
Kathy Edwards  
5740 El Canon Avenue  
Woodland Hills, CA. 91367  
Katzman, Maor  
Maor Katzman  
5530 Corbin Ave. #320  
Tarzana, CA. 91356

Kohan, Omid Daniel  
Renaissance Realty And Investments  
19730 Ventura Blvd. #21  
Woodland Hills, CA. 91364

Mather, Larry Dean  
Larry Mather, Broker  
28255 Bakerton Ave.  
Canyon Country, CA. 91351

Nelson, Trevor Carl  
Pegasus Investment Real Estate Advisory  
4411 El Caballero Drive  
Tarzana, CA. 91356

O'Carroll, Michael Raymond  
Michael O'Carroll  
824 Niles St.  
Bakersfield, CA. 93305

Ruff, Mark Stephen  
Mark Ruff  
4175 Tujunga Ave. #5  
Studio City, CA. 91604

Silva, Cori Leigh  
Silva Realty  
25366 Splendido Ct.  
Stevenson Ranch, CA. 91381

Ting, Jimmy  
Jimmy Chi Min Ting  
7772 Santa Monica Blvd.  
West Hollywood, CA. 90046

Vartabetian, Ani  
Ani Vartabetian  
17529 San Jose St.  
Granada Hills, CA. 91344

### SECOND 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

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

## REALTOR® APPLICANTS

Agopian, Khatcher / Pinnacle Estate Properties, Inc. / Northridge  
Alberto, Carlomagno Santos / HomeBased Realty / Valencia  
Alexander, April / Realty Executives / Canyon Country  
Allen, Julie C. / Keller Williams VIP Properties / Valencia  
Apple, Robert Maxwell / Hollander & Company Real Estate / Northridge  
Arbuckle, Kyle P. / Exit Platinum Realty / Woodland Hills  
Arellano, Kenia C. / Red Blue Realty / Valencia  
Arya, Ryan Nima / Pinnacle Estate Properties, Inc. / Calabasas  
Ballard, Denise Allan / RE/MAX of Valencia / Valencia  
Bauman, Yaniv / Coldwell Banker / Sherman Oaks  
Bautista, Carla Azucena / GPC Realty Group / Panorama City  
Beeman, Scott Allen / Premier Financial / Oak Park  
Berberoglu, Allen K. / Rodeo Realty / Northridge  
Bice, Robert Tom / Twelve Stone Realty Services Inc. / Santa Clarita  
Bitan, Lior David / Keller Williams Realty Encino-Sherman Oaks / Encino  
Boutros, Naji / Realty One Group Solutions / Santa Clarita  
Brewster, Darren / Realty Executives / Newhall  
Bronston, Joseph Marc / Coldwell Banker Residential Brokerage / Studio City  
Bustillo, Richard / Gateway Homes / Pasadena  
Cherry, Jill Ann / Rodeo Realty / Calabasas  
Cohen, Howard John / Keller Williams Realty Calabasas / Calabasas  
Conley, Krista Lombard / Dwell California Real Estate & Investments / Tarzana  
Cordero, Maria E. / WestCo Realty / San Bernardino  
Danielyan, Hamlet / Keller Williams Realty / Northridge  
Davis, Carol S. / A-Team Realty, Inc. / Woodland Hills  
Davis, Collin Michael / RE/MAX of Santa Clarita / Santa Clarita  
Diaz, Enrique Angel / Berkshire Hathaway HomeServices California Properties / Chatsworth  
Donahoe, James Edward / Rodeo Realty / Westlake Village  
Etsten, Meg / Keller Williams Realty / Westlake Village  
Ferrigno, Dennis / Keller Williams VIP Properties / Valencia  
Flores, Eugenio Samio / Global Premier Properties Inc. / Mission Hills  
Gaines, Zachary Martin / Keller Williams Realty Calabasas / Calabasas  
Geffer, Vladimir / Real Estate eBroker, Inc. / Oceanside  
Gevorkian, Karine / Titus Realty, Inc. / Panorama City  
Gheewalla, Shazim Nizar / Mortgage Mavens Inc. / Woodland Hills  
Goldey, Danielle Joi / Re/Max Grand / Tarzana  
Gordon, Patricio Daniel / Tower Universal / Los Angeles  
Green, Meghan Maria / Rodeo Realty / Calabasas  
Henn, Robert William / Michael O'Carroll Realty / Bakersfield  
Henry, Kathleen M. / Rodeo Realty / Woodland Hills  
Hernandez, Sonia / Coldwell Banker Greater Valleys / Granada Hills

Hirani, Sofia / Coldwell Banker Greater Valleys / Granada Hills  
Hughes, Justine Ashley / Keller Williams Encino-Sherman Oaks / Encino  
Hulett, Tamela / Troop Real Estate, Inc. / Westlake Village  
Isaacs, Adam / Keller Williams Realty Calabasas / Calabasas  
Isaacs, Joseph / White House Properties / Woodland Hills  
Jafari, Eamon / California Dream Homes / Woodland Hills  
Javed, Haroon A. / Devanhaar Real Estate / Northridge  
Kapil, Sheetal Jyot / Rattanpreet K. Badesha / Winnetka  
Karczewski, Sophia S. / Rodeo Realty / Westlake Village  
Landis, Tara Gardner / Re/Max Traditions / Simi Valley  
Levy, Lisa Deborah / Barry Sylvan Company / Los Angeles  
Lewis, Joseph Allen / Keller Williams Realty Studio City / Studio City  
Lomeli, Maria Elena / Bona Real Estate Advantage / Los Angeles  
Luce, Brian L. / Atomic Ranch Realty / Murrieta  
Mantor, Shawn Patrick / Rodeo Realty / Calabasas  
Mah, Edward / Malibu Funding, Inc. / Malibu  
Melik-Bakchian, Michael / Standard Home Realty / Studio City  
Noonan, Jennifer M. / Thrive California / Calabasas  
Olson, Ole F. / Felix & Associates / Los Angeles  
Ormsby III, William Robert / Realty Executives / Valencia  
Osorio Alvarez, Jocelyn Paz / Dilbeck Real Estate / Studio City  
Pavlovits-Walters, Petra / Leland Properties / Studio City  
Perrin, Stephanie Marie / RE/MAX Olson & Associates, Inc. / Porter Ranch  
Powell, Catherine Salazar / Coldwell Banker Greater Valleys / Granada Hills  
Rabizadeh, Amir / Paul Korb, Realtor / Winnetka  
Reynoso, Yesenia B. / Century 21 All Moves / Granada Hills  
Richards, Gabriela / Realty Source / San Diego  
Richie, Tatiana Alexa / Twelvestone Realty Services Inc. / Santa Clarita  
Rodriguez, Keila Jeannette / Brightstone Estate Properties / Winnetka  
Sanchez, Roy / Bombino and Associates / Sherman Oaks  
Schulze, Lisa / Bill Toth and Associates / Burbank  
Settle, James Myron / Pinnacle Estate Properties, Inc. / Northridge  
Singh, Arman / Allied Realty Inc. / Woodland Hills  
Sokoloff Jr., Michael / Stacey Havener, Broker / Pine Mountain Club  
Stasytyte, Laura / Berkshire Hathaway HomeServices California Properties / Calabasas  
Swanson, Andrea K. / Thrive California / Calabasas  
Sydney, Ruth / Nationwide Real Estate Executives / Los Angeles  
Valdez, Lianna Naomi / Pinnacle Estate Properties, Inc. / Northridge  
Valdez Zamora, Rodolfo / Realty Smart / Calabasas  
Vega, Jorge E. / Lux Realty / Woodland Hills  
Veiga, Shane / Troop Real Estate, Inc. / Simi Valley



RESIDENTIAL  
PROPERTIES LISTED  
1,686

JULY 2015 SFV RESIDENTIAL MLS SUMMARY  
MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP.  
ESCROW OPENED  
1,387

RESIDENTIAL PROP.  
ESCROW CLOSED  
1,321

ACTIVE INVENTORY:

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	175	219	189	252	247	1,082	604	1,686
TOTAL ACTIVE LISTINGS	274	349	336	418	478	1,855	1,328	3,183
AVERAGE DAYS ON MARKET	73	72	59	63	73	68	91	77
AVERAGE LIST PRICE IN THOUSANDS	381.0	939.9	1,040.6	729.0	1,414.6	950.4	590.5	800.2
MEDIAN LIST PRICE IN THOUSANDS	389.9	650.0	629.0	615.0	835.0	599.0	365.0	500.0
BOMS	29	41	41	49	57	217	136	353
AVERAGE BOM PRICE IN THOUSANDS	361.3	758.6	877.8	558.1	931.0	728.0	438.6	616.5
BOM TO SALE RATIO	27.4	23.7	23	29.7	31.8	26.7	26.3	26.7
EXPIRATIONS	9	23	23	15	33	103	94	197

PENDING SALES:

NEW ESCROWS OPENED	132	194	123	201	207	857	530	1,387
TOTAL YTD ESCROWS OPENED	784	1,111	845	1,177	1,270	5,187	3,125	8,312
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	41	38	43	36	40	39	50	43
NEW OPEN ESCROWS AVERAGE LIST PRICE	377.9	730.3	851.3	579.3	734.8	659.0	461.9	583.7

CLOSED SALES:

NEW ESCROWS CLOSED	106	173	138	207	179	803	518	1,321
TOTAL YTD ESCROWS CLOSED	684	994	768	1,056	1,141	4,643	2,759	7,402
VOLUME OF NEW SALE DOLLARS IN MILLIONS	37.441	123.120	105.839	123.052	139.931	529.382	241.293	770.675
VOLUME OF TOTAL YTD SALES IN MILLIONS	244.666	736.741	537.725	583.864	864.915	2,967.911	1,223.185	4,191.096
AVERAGE SALE PRICE IN THOUSANDS	353.2	711.7	766.9	594.5	781.7	659.3	465.8	583.4
MEDIAN SALE PRICE IN THOUSANDS	358.0	575.0	515.0	520.0	625.0	520.0	335.0	468.0
COOP SALES	82	145	119	166	140	652	418	1,070
PERCENT OF COOP SALES	77.4	83.8	86.2	80.2	78.2	81.2	80.7	81.0
AVERAGE DAYS ON MARKET	111	83	92	88	82	89	102	94
SALES AT LIST PRICE	61	97	59	102	81	400	257	657
PERCENT OF SALES AT LIST PRICE	57.5	56.1	42.8	49.3	45.3	49.8	49.6	49.7
SALES TO LISTING INVENTORY RATIO	38.7	49.6	41.1	43.3	37.4	39.0	41.5	41.5
FINAL SALE TO NEW LISTING RATIO	60.6	79.0	73.0	82.1	72.5	74.2	85.8	78.4

CLOSED SALES TYPE

FORECLOSURE/REO	4	1	2	5	4	16	26	42
SELLER CONCESSIONS	1	0	0	0	0	1	1	2
SHORT SALE	3	2	1	8	3	17	27	44
STANDARD	98	165	134	190	169	756	456	1,212
OTHER	0	5	1	4	3	13	8	21

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	66	32	11	9	15290	20.6
100,000 TO 109,999	48	5	3	2	7450	6.6
110,000 TO 119,999	93	11	5	5	14310	10.9
120,000 TO 129,999	59	30	13	9	11983	7.4
130,000 TO 139,999	64	39	16	6	5877	64.5
140,000 TO 149,999	43	57	25	15	4874	2.6
150,000 TO 159,999	42	54	14	9	10371	5.0
160,000 TO 169,999	75	123	50	28	806	1.4
170,000 TO 179,999	48	125	60	29	4443	1.3
180,000 TO 189,999	54	108	51	30	3805	0.5
190,000 TO 199,999	36	163	62	31	5270	0.9
200,000 TO 209,999	33	128	83	32	6206	0.9
210,000 TO 219,999	33	193	94	47	7022	1.2
220,000 TO 229,999	35	134	68	38	13241	2.0
230,000 TO 239,999	37	137	58	29	13001	1.7
240,000 TO 249,999	35	188	102	52	8150	0.6
250,000 TO 259,999	39	184	85	51	18538	2.2
260,000 TO 269,999	33	114	65	41	19794	1.4
270,000 TO 279,999	40	86	28	18	36452	3.2
280,000 TO 289,999	52	358	103	71	72415	3.8
290,000 TO 299,999	30	225	26	20	120459	4.0
MORE THAN 2,000,000	42	2494	1022	572	19568	1.0
TOTALS						

LISTINGS  
11,201

2015 RMLS TOTAL - \$ VOLUME  
\$4,191,096,000

SALES  
7,560

THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



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

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

	2010					2011					2012					2013					2014					2015				
	LIST	SALES	\$ VOL MIL.	% SALES TO LIST		LIST	SALES	\$ VOL MIL.	% SALES TO LIST		LIST	SALES	\$ VOL MIL.	% SALES TO LIST		LIST	SALES	\$ VOL MIL.	% SALES TO LIST		LIST	SALES	\$ VOL MIL.	% SALES TO LIST		LIST	SALES	\$ VOL MIL.	% SALES TO LIST	
<b>JAN</b>	1,830	963	410	52.6		1,786	976	368.7	54.3		1,481	877	322.1	59.9		1,288	881	396.3	68.4		1,338	786	393.2	58.7		1,445	743	387.5	51.4	
<b>FEB</b>	1,780	872	349.7	49		1,646	753	303.5	45.7		1,458	856	262.9	57.9		1,218	821	353.8	67.4		1,388	732	375.5	52.7		1,397	786	397.8	56.3	
<b>MAR</b>	2,231	1,131	523.3	50.7		1,875	1,050	430.7	56		1,515	1,085	427.4	71.6		1,377	1,337	470.8	77.8		1,565	903	473.0	57.7		1,634	1,080	603.7	66.1	
<b>APR</b>	2,212	1,188	526.9	53.7		1,740	1,052	394.2	60.5		1,367	1,140	448.8	82.2		1,549	1,114	559.3	71.9		1,548	1,124	589.4	72.6		1,733	1,168	657.4	67.4	
<b>MAY</b>	1,936	1,235	523.7	63.8		1,732	1,023	422.3	59.1		1,429	1,280	497.9	89.6		1,506	1,265	630.6	84.0		1,608	1,083	582.2	67.4		1,593	1,153	680.7	72.4	
<b>JUNE</b>	2,051	1,269	563	61.9		1,752	1,114	439.1	63.6		1,367	1,216	484.0	89.0		1,551	1,133	573.4	73.0		1,711	1,086	574.2	63.5		1,820	1,266	733.9	69.6	
<b>JUL</b>	2,153	1,104	484.5	51.3		1,592	1,033	422.7	64.9		1,314	1,266	515	96.3		1,610	1,176	584.9	73.0		1,673	1,165	600.3	69.6		1,686	1,321	770.6	78.4	
<b>AUG</b>	1,993	1,029	443.8	51.6		1,707	1,145	452.6	67.1		1,308	1,273	508.3	97.3		1,581	1,196	623.6	75.6		1,146	999	536.8	66.3						
<b>SEPT</b>	1,726	1,034	430.4	59.9		1,512	1,048	430.4	69.3		1,276	1,058	419.7	82.9		1,399	1,072	543.8	74.9		1,432	1,065	536.8	74.4						
<b>OCT</b>	1,677	883	371.9	52.7		1,363	1,017	385.3	74.6		1,339	1,246	502.7	93.1		1,446	1,106	556.1	76.5		1,524	1,033	553	67.8						
<b>NOV</b>	1,431	864	356.8	60.4		1,273	985	382.2	77.4		1,087	1,114	452.9	102.5		1,064	985	486.7	92.6		1,102	905	463.6	82.1						
<b>DEC</b>	1,298	1,045	431.2	80.5		1,075	1,112	435.7	103.4		771	1,263	534.9	163.8		818	1,091	536	133.4		867	1,105	581.4	127.5						
<b>TOTAL</b>	22,318	12,617	5415.2	55.6		19,053	12,308	4867.4	66.3		15,732	13,674	5366.5	87		16,407	13,177	6,315.3	80.71		16,902	11,726	6,161.6	69.3						
<b>AVG. SALE PRICE</b>			<b>\$429,200</b>					<b>\$395,470</b>					<b>\$392,470</b>					<b>\$479,270</b>					<b>\$525,464</b>							



# SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR JULY 2015

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	129	138	133	194	191	785	471	1,256
Total Active Listings	188	226	237	338	398	1,387	1,107	2,494
Average Days on Market	69	77	61	64	73	69	88	77
Average List Price in Thousands	424.5	1,130.4	1,301.8	798.7	1,596.2	1,116.8	607.5	890.8
Median List Price in Thousands	415.0	880.0	980.0	689.9	929.0	720.0	360.0	570.0
BOMS	16	27	32	39	48	162	116	278
Average BOM Price in Thousands	413.6	900.3	1,031.5	616.2	1,041.8	851.6	437.0	678.6
BOM to Sale Ratio	21.9	23.5	32.7	22.0	34.3	26.9	27.7	27.2
Expirations	6	18	18	10	30	82	84	166
PENDING SALES								
New Escrows Opened	93	135	94	164	160	646	430	1,076
Total YTD Escrows Opened	590	738	583	970	993	3,874	2,609	6,483
New Open Escrows Average Days on Market	40	39	43	36	42	40	52	45
New Open Escrows Average List Price	412.5	845.0	997.6	626.9	837.8	747.8	453.4	630.1
CLOSED SALES:								
New Escrows Closed	73	115	98	177	140	603	419	1,022
Total YTD Escrows Closed	524	650	523	854	897	3,448	2,304	5,752
Volume of New Sales Dollars in Millions	28.842	98.365	92.903	111.124	125.007	456.242	197.995	654.237
Volume of total YTD Sales in Millions	202.791	588.800	457.099	510.150	772.561	2,531.402	1,029.301	3,560.703
Average Sale Price in Thousands	395.1	855.3	948.0	627.8	892.9	756.6	472.5	640.2
Median Sale Price in Thousands	380.0	740.0	615.0	570.0	699.0	600.0	325.0	511.0
Coop Sales	56	92	84	142	113	487	337	824
Percent of Coop Sales	76.7	80.0	85.7	80.2	80.7	80.8	80.4	80.6
Average Days on Market	110	85	86	84	83	87	106	95
Sales at List Price	39	64	45	90	60	298	213	511
Percent of Sales at List Price	53.4	55.7	45.9	50.8	42.9	49.4	50.8	50.0
Sales to Listing Inventory Ratio	38.8	50.9	41.4	52.4	35.2	43.5	37.9	41.0
Final Sale to New Listing Ratio	56.6	83.3	73.7	91.2	73.3	76.8	89.0	81.4
CLOSED SALES TYPE								
Foreclosure/REO	1	1	1	4	2	9	22	31
Seller Concessions	1	0	0	0	0	1	1	2
Short Sale	2	2	0	5	1	10	20	30
Standard	69	109	96	165	136	575	371	946
Other	0	3	1	3	1	8	5	13

# SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR JULY 2015

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	46	81	56	58	56	297	133	430
Total Active Listings	86	123	99	80	80	468	221	689
Average Days on Market	81	64	54	59	71	65	104	78
Average List Price in Thousands	285.8	589.8	415.4	434.6	511.3	457.1	505.2	472.5
Median List Price in Thousands	264.9	455.0	365.0	399.9	375.0	369.9	394.0	375.0
BOMS	13	14	9	10	9	55	20	75
Average BOM Price in Thousands	296.9	485.3	331.3	331.6	340.4	363.9	447.7	386.3
BOM to Sale Ratio	39.4	24.1	22.5	33.3	23.1	27.5	20.2	25.1
Expirations	3	5	5	5	3	21	10	31
PENDING SALES								
New Escrows Opened	39	59	29	37	47	211	100	311
Total YTD Escrows Opened	194	373	262	207	277	1,313	516	1,829
New Open Escrows Average Days on Market	45	37	43	38	34	39	37	38
New Open Escrows Average List Price	295.4	467.7	377.2	368.4	383.9	498.6	423.1	
CLOSED SALES:								
New Escrows Closed	33	58	40	30	39	200	99	299
Total YTD Escrows Closed	160	344	245	202	244	1,195	455	1,650
Volume of New Sales Dollars in Millions	8.599	24.755	12.936	11.927	14.924	73.141	43.298	116.438
Volume of total YTD Sales in Millions	41.875	147.940	80.626	73.714	92.353	436.509	193.883	630.393
Average Sale price in Thousands	260.6	426.8	323.4	397.6	382.7	365.7	437.4	389.4
Median Sale Price in Thousands	260.0	425.0	310.0	380.0	370.0	350.0	379.0	355.0
Coop Sales	26	53	35	24	27	165	81	246
Percent of Coop Sales	78.8	91.4	87.5	80.0	69.2	82.5	81.8	82.3
Average Days on Market	114	78	107	116	79	96	89	93
Sales at List Price	22	33	14	12	21	102	44	146
Percent of Sales at List Price	66.7	56.9	35.0	40.0	53.8	51.0	44.4	48.8
Sales to Listing Inventory Ratio	38.4	47.2	40.4	37.5	48.8	42.7	44.8	43.4
Final Sale to New Listing Ratio	71.7	71.6	71.4	51.7	69.6	67.3	74.4	69.5
CLOSED SALES TYPE								
Foreclosure/REO	3	0	1	1	2	7	4	11
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	1	0	1	3	2	7	7	14
Standard	29	56	38	25	33	181	85	266
Other	0	2	0	1	2	5	3	8

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

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	14	7	59	33	30	73	30	74	320	93	413
Total Active Listings	39	31	121	57	52	93	49	113	555	170	725
Average Days on Market	103	144	76	85	69	52	42	63	72	78	74
Average List Price in Thousands	583.7	772.5	733.0	579.6	682.1	601.6	738.1	794.0	695.0	379.8	621.1
Median List Price in Thousands	550.0	700.0	599.0	450.0	599.0	600.0	710.0	629.0	600.0	312.0	564.9
BOMS	3	0	15	4	5	16	6	12	61	14	75
Average BOM Price in Thousands	343.0	0.0	648.1	462.0	565.9	521.5	667.4	568.5	567.2	337.4	524.3
BOM to Sale Ratio	27.3	0.0	26.3	14.8	38.5	22.5	42.9	21.1	23.9	23.7	23.9
Expirations	2	3	3	3	4	1	3	5	24	11	35

### PENDING SALES

New Escrows Opened	12	6	46	19	20	72	22	64	261	63	324
Total YTD Escrows Opened	65	35	327	179	113	362	109	413	1,603	384	1,987
New Open Escrows Average Days on Market	100	42	64	27	37	39	50	31	44	44	44
New Open Escrows Average List Price	498.3	747.0	534.8	440.7	644.3	526.0	752.7	585.0	567.8	362.2	527.8

### CLOSED SALES:

New Escrows Closed	11	5	57	27	13	71	14	57	255	59	314
Total YTD Escrows Closed	52	31	299	158	103	305	81	358	1,387	333	1,720
Volume of New Sales Dollars in Millions	5.268	3.027	27.680	13.189	7.029	37.679	10.709	35.101	139.682	21.767	161.449
Volume of total YTD Sales in Millions	24.877	18.398	148.684	73.767	56.672	160.569	60.416	215.360	758.743	109.332	868.075
Average Sale price in Thousands	478.9	605.4	485.6	488.5	540.7	530.7	764.9	615.8	547.8	368.9	514.2
Median Sale Price in Thousands	499.0	688.0	465.0	449.9	480.0	502.0	769.0	582.0	509.5	275.0	485.0
Coop Sales	10	5	50	20	10	62	12	43	212	45	257
Percent of Coop Sales	90.9	100.0	87.7	74.1	76.9	87.3	85.7	75.4	83.1	76.3	81.8
Average Days on Market	152	75	91	69	80	91	69	85	88	119	94
Sales at List Price	3	3	33	15	7	36	3	27	127	30	157
Percent of Sales at List Price	27.3	60.0	57.9	55.6	53.8	50.7	21.4	47.4	49.8	50.8	50.0
Sales to Listing Inventory Ratio	28.2	16.1	47.1	47.4	25.0	76.3	28.6	50.4	45.9	34.7	43.3
Final Sale to New Listing Ratio	78.6	71.4	96.6	81.8	43.3	97.3	46.7	77.0	79.7	63.4	76.0

### CLOSED SALES TYPE

Foreclosure / REO	0	0	0	0	0	1	0	0	1	1	2
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	4	1	0	2	0	2	9	7	16
Standard	11	5	53	26	13	67	14	52	241	51	292
Other	0	0	0	0	0	1	0	3	4	0	4

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR JULY 2015

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	23	1	27	17	4	49	121	12	133
Total Active Listings	0	0	22	3	25	17	5	62	134	22	156
Average Days on Market	0	0	82	80	58	41	64	48	56	88	61
Average List Price in Thousands	0.0	0.0	286.9	375.5	276.0	391.2	378.9	383.5	348.2	393.0	354.5
Median List Price in Thousands	0.0	0.0	249.9	424.0	244.0	330.0	365.0	364.0	339.0	340.0	339.0
BOMS	0	0	6	0	5	7	1	14	33	6	39
Average BOM Price in Thousands	0.0	0.0	307.0	0.0	285.5	312.7	360.0	394.1	343.5	344.7	343.7
BOM to Sale Ratio	0.0	0.0	21.4	0.0	35.7	35.0	16.7	27.5	27.7	66.7	30.5
Expirations	0	0	2	0	2	0	0	3	7	4	11

### PENDING SALES

New Escrows Opened	0	0	26	1	28	17	7	56	135	11	146
Total YTD Escrows Opened	0	0	158	4	135	99	40	275	711	66	777
New Open Escrows Average Days on Market	0	0	11	20	35	19	58	43	33	45	34
New Open Escrows Average List Price	0.0	0.0	283.2	589.0	269.7	329.0	378.1	359.7	325.1	321.2	324.8

### CLOSED SALES:

New Escrows Closed	0	0	28	0	14	20	6	51	119	9	128
Total YTD Escrows Closed	0	0	138	3	108	90	33	227	599	50	649
Volume of New Sales Dollars in Millions	0.000	0.000	7.194	0.000	3.824	7.106	2.216	20.456	40.796	3.103	43.899
Volume of Total YTD Sales in Millions	0.000	0.000	35.248	0.705	27.682	30.040	11.522	83.219	188.415	18.002	206.417
Average Sale price in Thousands	0.0	0.0	256.9	0.0	273.1	355.3	369.3	401.1	342.8	344.8	343.0
Median Sale Price in Thousands	0.0	0.0	245.0	0.0	255.0	350.0	344.9	375.0	330.0	372.0	330.0
Coop Sales	0	0	26	0	12	16	5	42	101	9	110
Percent of Coop Sales	0.0	0.0	92.9	0.0	85.7	80.0	83.3	82.4	84.9	100.0	85.9
Average Days on Market	0	0	72	0	76	84	93	83	80	74	80
Sales at List Price	0	0	14	0	7	14	2	24	61	5	66
Percent of Sales at List Price	0.0	0.0	50.0	0.0	50.0	70.0	33.3	47.1	51.3	55.6	51.6
Sales to Listing Inventory Ratio	0.0	0.0	127.3	0.0	56.0	117.6	120.0	82.3	88.8	40.9	82.1
Final Sale to New Listing Ratio	0.0	0.0	121.7	0.0	51.9	117.6	150.0	104.1	98.3	75.0	96.2

### CLOSED SALES TYPE

Foreclosure / REO	0	0	0	0	2	0	0	0	2	0	2
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	0	0	1	2	0	1	4	1	5
Standard	0	0	27	0	11	18	6	50	112	8	120
Other	0	0	1	0	0	0	0	0	1	0	1



RESIDENTIAL PROPERTIES LISTED

546

RESIDENTIAL PROP. ESCROW OPENED

470

RESIDENTIAL PROP. ESCROW CLOSED

442

JULY 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	14	7	82	34	57	90	34	123	441	105	546
TOTAL ACTIVE LISTINGS	39	31	143	60	77	110	54	175	689	192	881
AVERAGE DAYS ON MARKET	103	144	77	103	66	50	45	58	69	79	71
AVERAGE LIST PRICE IN THOUSANDS	583.7	772.5	664.4	569.4	569.1	569.1	704.9	648.6	627.6	381.3	573.9
MEDIAN LIST PRICE IN THOUSANDS	550.0	700.0	525.0	450.0	500.0	549.0	699.0	560.0	550.0	319.5	515.0
BOMS	3	0	21	4	10	23	7	26	94	20	114
AVERAGE BOM PRICE IN THOUSANDS	343.0	0.0	550.6	462.0	425.7	457.9	623.5	474.6	488.6	339.6	462.5
BOM TO SALE RATIO	27.3	0.0	24.7	14.8	0.0	25.3	35.0	24.1	25.1	29.4	25.8
EXPIRATIONS	2	3	5	3	6	1	3	8	31	15	46

PENDING SALES:

NEW ESCROWS OPENED	12	6	72	20	48	89	29	120	396	74	470
TOTAL YTD ESCROWS OPENED	65	35	485	183	248	461	149	688	2,314	450	2,764
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	100	42	45	27	36	35	52	37	40	44	41
NEW OPEN ESCROWS AVERAGE LIST PRICE	498.3	747.0	444.0	448.1	425.8	488.4	662.3	479.9	485.1	356.1	464.7

CLOSED SALES:

NEW ESCROWS CLOSED	11	5	85	27	27	91	20	108	374	68	442
TOTAL YTD ESCROWS CLOSED	52	31	437	161	211	395	114	585	1,986	383	2,369
VOLUME OF NEW SALE DOLLARS IN MILLIONS	5.268	3.027	34.874	13.189	10.853	44.785	12.925	55.557	180.478	24.870	205.348
VOLUME OF TOTAL YTD SALES IN MILLIONS	24.877	18.398	183.932	74.472	84.354	190.609	71.937	298.578	947.158	127.334	1,074.492
AVERAGE SALE PRICE IN THOUSANDS	478.9	605.4	410.3	488.5	402.0	492.1	646.2	514.4	482.6	365.7	464.6
MEDIAN SALE PRICE IN THOUSANDS	499.0	688.0	415.0	449.9	375.0	480.0	665.0	465.0	455.7	286.0	440.0
COOP SALES	10	5	76	20	22	78	17	85	313	54	367
PERCENT OF COOP SALES	90.9	100.0	89.4	74.1	81.5	85.7	85.0	78.7	83.7	79.4	83.0
AVERAGE DAYS ON MARKET	152	75	85	69	78	90	76	84	86	113	90
SALES AT LIST PRICE	3	3	47	15	14	50	5	51	188	35	223
PERCENT OF SALES AT LIST PRICE	27.3	60.0	55.3	55.6	51.9	54.9	25.0	47.2	50.3	51.5	50.5
SALES TO LISTING INVENTORY RATIO	28.2	16.1	59.4	45.0	35.1	82.7	37.0	61.7	54.3	35.4	50.2
FINAL SALE TO NEW LISTING RATIO	78.6	71.4	103.7	79.4	47.4	101.1	58.8	87.8	84.8	64.8	81.0

CLOSED SALES TYPE

FORECLOSURE/REO	0	0	0	0	2	1	0	0	3	1	4
SELLER CONCESSIONS	0	0	0	0	0	0	0	0	0	0	0
SHORT SALE	0	0	4	1	1	4	0	3	13	8	21
STANDARD	11	5	80	26	24	85	20	102	353	59	412
OTHER	0	0	1	0	0	1	0	3	5	0	5

SELLING PRICE RANGE:

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION	%
LESS THAN 100,000	25	6	2	1	3000	13.2
100,000 TO 109,999	0	1	0	0	N/A	0.0
110,000 TO 119,999	57	2	3	2	20445	14.8
120,000 TO 139,999	56	7	1	1	14500	9.7
140,000 TO 159,999	89	4	1	1	14950	8.8
160,000 TO 179,999	32	7	3	2	3948	2.3
180,000 TO 199,999	45	9	4	3	1723	0.8
200,000 TO 249,999	73	26	16	5	8453	2.5
250,000 TO 299,999	80	23	5	3	30380	8.7
300,000 TO 349,999	111	26	12	8	6289	1.1
350,000 TO 399,999	52	31	12	6	6002	1.3
400,000 TO 449,999	25	50	45	24	4960	1.0
450,000 TO 499,999	35	69	46	23	8089	1.6
500,000 TO 549,999	43	47	32	18	16671	2.9
550,000 TO 599,999	26	60	32	22	16510	2.7
600,000 TO 699,999	45	112	45	33	22063	3.2
700,000 TO 799,999	33	77	14	6	13122	1.6
800,000 TO 899,999	58	28	12	7	25388	2.8
900,000 TO 999,999	69	21	3	3	55933	5.4
1,000,000 TO 1,999,999	45	56	3	3	131650	8.7
MORE THAN 2,000,000	1	6	1	0	N/A	0.0
TOTALS	43	668	287	171	14813	2.4

LISTINGS

3,429

2015 RMLS TOTAL - \$ VOLUME

\$1,074,492,000

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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## AREA MEETING ANNOUNCEMENTS

### OUTWEST

Fridays

Chairperson: Larry Gutierrez  
Phone: (818) 416-7077

Co-Chair: Steve Peterson  
Phone: (818) 914-2536

Education Chairman: Ron Henderson  
Phone: (818) 999-2945

Location: Weiler's Deli  
22323 Sherman Way  
Canoga Park, CA 91303

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

Affiliate Networking, MLS Pitches, Caravan,  
Guest Speakers

### COMM. INVEST. PROP. 3<sup>rd</sup> Tues of mo.

Chairperson: Brian Hatkoff, CCIM  
Phone: (818) 701-7789  
Web: [www.commercialdataexchange.com](http://www.commercialdataexchange.com)  
Time: 8:30 A.M.  
Location: SRAR Auditorium  
7232 Balboa Blvd., Van Nuys  
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### R.E. NETWORK 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](mailto:MDeanVincent@RealtyExecutives.com)  
Location: SRAR SCV Division  
20655 Soledad Canyon Rd #33, Canyon Country 91351  
Dates: 2<sup>nd</sup> and 4<sup>th</sup> Fridays of the month  
Time: Networking Starts at 8:15am  
Meeting Starts at 8:45am  
Upcoming Meetings:

August	28	September	25
September	11	October	23
October	9	November	Happy Thanksgiving
November	13	December	Happy Holidays
December	11		