

November/December 2019

REALTOR® REPORT

The Official Publication of Southland Regional Association of Realtors®

ECOMMERCE
UP, YET RETAIL
STILL THRIVING... PG. 3

RISING WEALTH, LOW RATES
LIFT VACATION HOME DEMAND,
PRICES... PG. 3

HELPING RENTERS
ACHIEVE
THE DREAM... PG. 4

HOW TO FIND
(OR KEEP)
FIRE INSURANCE... PGS. 6, 7, 8



SPONSOR A CHILD IN NEED

To donate, contact via email KathrynC@srar.com.

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

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

You can help spread the Holiday cheer by sponsoring one of these children. Take a moment to sponsor a child today!

Your sponsorship is tax deductible. SRAR Charitable Foundation 501c3 #95-4323748

\$25
Make a Child's Holiday
Dream Come True

Volume 99 • Issue 11

Get Quake Ready!



ADVERTISING



SRAR Texting Service

Sign up to get updates straight to your cell phone.

Get updates and reminders on your phone to stay in-the-know on all that's happening at Southland Regional Association of REALTORS®

Text _____ to 313131

- edu** : educational classes, training and risk management
- whatsup** : social/networking events like mixers, expos and multicultural events
- involve** : community involvement and charity drives
- pol** : updates on real estate issues, political events and receptions with local officials
- future** : leadership opportunities and committee involvement
- com** : commercial events and classes
- whatsnew**: new member services and benefits

It's easy to sign up and you can unsubscribe at any time, just send a text message with only the word 'STOP' in the reply from any message from us. Message and Data Rates May Apply.



CONSUMER PRICE INDEXES		
OCTOBER 2019		
	PERCENT CHANGE	
	ONE MONTH ENDING October 2019	12 MONTHS ENDING October 2019
Los Angeles - Riverside - Orange County	0.7	3.2



METRO RETROFITTING™

CERTIFIED RETROFITTING COMPLIANCE SERVICES
gometroretro.com



CERTIFIED RETROFITTING COMPLIANCE SERVICES

Since 1996

- Water Conserving Toilets & Fixtures
- Automatic Seismic Gas Shut-Off Valves
- Smoke & Carbon Monoxide Alarms
- Water Heater Strapping
- Sliding Door Safety Glazing

CONTACT US TODAY!
www.gometroretro.com
800.450.3660

[CLICK HERE](#)



SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®, INC.

REALTOR® REPORT

The Official Publication of SRAR

President
Dan Tresieiras

President-Elect
Nancy Troxell Carnahan

Chief Executive Officer
Tim Johnson

Santa Clarita Valley Division
Chairman
Amanda Ethceverry

Main office:
7232 Balboa Blvd. • Lake Balboa, CA 91406
Tel: (818) 786-2110 • Fax: (818) 786-4541
e-mail: info@srar.com

Commercial Real Estate

ECOMMERCE UP, YET RETAIL STILL THRIVING

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

BY DAN TRESIERRAS, PRESIDENT, AND DAVID WALKER

The rise of eCommerce and fast, cheap home delivery is forcing owners of retail space to reconfigure and store managers to rethink their business, but retail is far from dead. Indeed, its future is bright, especially with today's advantage of real-time data.

"Ninety percent of worldwide retail sales are still done in physical stores," said Sanford D. Sigal, president and CEO of NewMark Merrill Companies, Inc. What is dead are boring retail experiences.

There is no room for mediocrity in retail anymore, Sigal said. Millennials, if treated properly, become very loyal shoppers, but all shoppers need a reason to go to a store.

"Convenience, value, and service are key components," Sigal said, noting that "people are six times more likely to buy with a positive, emotional experience. In fact, people are willing to pay more for an experience."

Sigal was a keynote speaker at the annual Commercial Day organized by the Commercial/Investment Division of the Southland Regional Association of Realtors.

Ryan Patap, director of L.A. market analytics for CoStar Group, focused on trends impacting the San Fernando Valley commercial markets.

Other speakers included Gina Uzunyan, a past SRAR president and the 2019 Realtor of the Year, who offered the more than 120 attendees an update on legislative issues confronting real estate.

Bob Khalsa spoke about opportunity zones, and Heather Boren, chair of the commercial division, moderated a panel on due diligence.

Panel members included: Jon Gardner,

Barry Judis, Jose Mendoza, Cynthia Moller, Jenny Redlin, and John Shamoun. Arnie Garfinkel moderated Commercial Day 2019.

There's no doubt that the rise of on-line shopping has had a profound impact on retail stores and retail real estate properties.

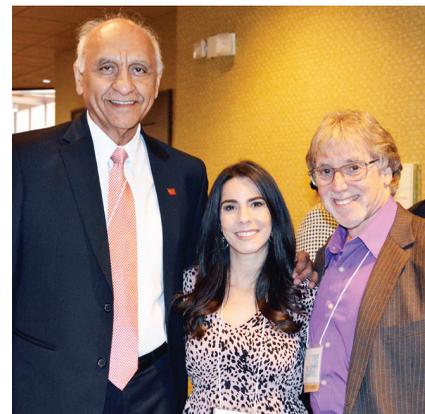


Ryan Patap



Sandy Sigal

Yet Sigal believes "it's overstated, over dramatized."



Bob Khalsa, left, Heather Boren, Arnie Garfinkel



Left to right: Jon Gardner, Barry Judis, Jose Mendoza, Cynthia Moller, Jenny Redlin, John Shamoun

What's happening, instead, is a transition, an evolution from one type of retail experience to something entirely new, perhaps even exciting.

"In transitions," Sigal said, "there's a lot of opportunity."

As an example, he pointed to Be Buy, saying that the company is doing better now than ever before. Why? Because leadership implemented clear strategies to offset the impact of online shopping.

Not only are some on-line retailers opening physical stores, but many companies are immersed in deep-dive data analysis.

Successful companies today use real time data to track movements of people throughout stores, which provides information on everything from the best placement of store directory kiosks to offering strategies that help struggling stores do better.

In his properties, Sigal said, he knows if foot traffic is up or down in any center at any time of the day.

"In the end," he said, "the future of retail is the future of human interaction."

Patap said the San Fernando Valley commercial real estate office market is "looking very good. ... It's a landlord friendly market now."

Fears of a recession are overblown, he said, though a slowdown in rent growth is happening as businesses sort through the impacts of on-line retail.

The Valley's apartment market is even tighter than Los Angeles simply because it's a bit less expensive. Apartment growth is concentrated in Warner Center and North Hollywood, though not nearly enough to offer relief for renters anytime soon.

RISING WEALTH, LOW RATES LIFT VACATION HOME DEMAND, PRICES

The median sale price of vacation homes sold nationwide between 2013 and 2018 increased at a slightly higher pace compared to existing and new home sales, an increase that spanned expensive and inexpensive properties.

The increase in prices was fueled as buyers gained additional financial wealth and with the availability of low mortgage rates, with both boosting the demand for and price of vacation homes, according to a study released recently.

The National Association of Realtors 2019 U.S. Vacation Home Counties Report found a 5 percent difference between traditional home sale prices at 31 percent and vacation homes at 36 percent. The counties with the highest price increases during this five-year

span were in three states: Pennsylvania, which includes Pike and Monroe counties; Wisconsin, which contains Price and Washburn counties; and Massachusetts, which includes Nantucket. Nantucket, emerged as the most expensive vacation home county in 2018, with the median sales price at \$1 million.

"As of 2018, household net worth reached an all-time high of \$100.3 trillion—that's nearly double from a decade ago when wealth declined during the recession," said Lawrence Yun, NAR's chief economist.

A portion of homeowners purchase a second home expecting to use it as a general family vacation spot, as a tenant rental, a means to gain equity, or—upon retirement—a future primary residence.

The NAR report uses the U.S. Census Bureau's American Community Survey data to examine "vacation home counties." These areas are counties where the vacant housing for seasonal, recreational or occasional use, made up 20 percent or more of the

county's total housing stock. Of 3,141 counties, 206 counties or 6.6 percent were identified as vacation home counties.

"Some people may visualize the common popular vacation destinations in the U.S. when considering a vacation home, such as counties in Florida or California," says Yun. "And although those locations have their share of vacation properties, we see that other homeowners prefer counties, including those in Massachusetts and New Jersey. These areas are often known for harsh weather conditions, but are popular nonetheless."

For the complete study and list of the top 26 vacation home counties, go to: <https://www.nar.realtor/research-and-statistics/research-reports/us-vacation-homecounties>

Ownership Is Possible

HELPING RENTERS ACHIEVE THE DREAM

BY GARY WASHBURN, PRESIDENT, AND DAVID WALKER
SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

Even in a real estate market with sky-high prices and limited inventory, hanging around Jesse Ibarra long enough could turn a sceptic into a believer of his mantra: "Ownership is possible."

Ibarra, who is assistant vice president and director of business development for Neighborhood Housing Services of Los Angeles County, was an enthusiastic cheerleader for the housing opportunities NHS offers.

NHS, which is a nonprofit, is dedicated to strengthening communities through the development and maintenance of quality affordable housing, creation and preservation of affordable homeownership opportunities, support of local leaders, providing financial education, and increasing the financial independence of families and people in need.

Since 1984, NHS has developed and rehabilitated over 21,260 housing and commercial units, placed 4.4 million families on the road to homeownership, created 225 block clubs, employed over 232 neighborhood youth, and invested more than \$5.35 billion back into some of Los Angeles County's toughest neighborhoods.

NHS, working with the 10,300-member

Southland Regional 10,300-member Southland Regional Association of Realtors, recently offered two classes at the Association's headquarters in Van Nuys.

One of the sessions met with more than 100 real estate professionals who wanted to learn about how they and their clients could take advantage of NHS services.

The second session drew 60 San Fernando Valley residents who were eager to learn more about how they, too,

could achieve the American Dream of homeownership.

"If an employer wants to educate employees about housing possibilities," Ibarra said, "NHS can do those types of partnerships."

He urged Realtors to think of NHS as a "lender of first resort" for clients who live and work in local neighborhoods.

"We want to be competitive," he said. "We can offer 3 percent minimum downpayment and most of our rates are lower than other lenders. Plus, we can access further downpayment assistance, layering different programs together.

"We want all your buyer," he said, "not just those with problems."

NHS currently has 28 properties for sale and half of those are already in escrow, Ibarra noted.

Real estate agents can join a network where referrals are made and referrals fees are possible.

"We're looking for a network of brokers and agents in neighborhoods throughout Los Angeles County," he said.

"The Valley has been so hot ... I need people like yesterday. We have a lot of prospective buyers in the \$400,000 range."

While NHS services are open to anyone, the organization's primary mission is to assist medium-to-low-income families.

"We can paint a house for free. plant trees. Clean up," he said.

"Maybe there's a sign that needs to go up. Or a corner that poses public safety issues." Services includes buying properties, to sell properties, educating Realtor clients about the process and getting them prequalified for a loan.

"Whatever we can do," he said, "we will do it."



BUY - FIX - KEEP - SELL

Neighborhood Housing Services helps families of modest means become homeowners.

It also helps struggling families obtain affordable loans for needed home repairs, which preserve neighborhoods. And it helps families avoid foreclosure through mortgage assistance programs.

Whether trying to buy, fix, keep or sell a home, NHS is here to help.

NHS provides services to families every day through:

- Financial Education and Counseling
- Affordable Mortgage Lending
- Construction Management Services
- Mission-Driven Real Estate Services
- Neighborhood Revitalization and Advocacy

Affordability, Disruption, Rising Rates Top R.E. Issues

Housing affordability, disruptive technology and rising interest rates lead the top ten issues confronting real estate as 2018 winds down and a new year approaches.

Those were among the conclusions of the industry's leading professionals, the Counselors of Real Estate. The CRE designation goes to prominent real estate practitioners who are recognized for their expertise, experience, and ethics in providing advice that influences real estate decisions.

Each year CRE members pool their research, analysis and information to develop a Top Ten Issues Affecting Real Estate list and the substantiation that validates it.

The list identifies the most pressing trends and challenges that will impact the housing and commercial real estate market now and in the years to come.

"Real estate touches every American, from every

part of the country and every walk of life," said panelist Hugh Kelly at a recent meeting in Boston of the National Association of Realtors. "The concerns facing the real estate industry are our common concerns."

CRE divided the list into two categories — issues the organization believes the industry needs to be thinking about in the coming year and issues that will be important over the next 10 years.

Top Ten Impacts on Real Estate 2018-2019

Current Issues

1. Interest Rates and the Economy
2. Politics and Political Uncertainty
3. Housing Affordability
4. Generational Change/Demographics
5. E-commerce and Logistics

Longer-term Issues

1. Infrastructure
2. Disruptive Technology
3. Natural Disasters, Climate Change
4. Immigration
5. Energy and Water

"When it comes to politics, CRE tries to illuminate rather than advocate," Kelly said.

"However, we think it is obvious that the dysfunctional state of our political discourse and our unwillingness to compromise on issues stand in the way of problem-solving — problems like the ones on this list."

That's especially true for longterm issues that emerge over the course of decades.

For example, it is widely accepted and documented that as infrastructure deteriorates, so do the local neighborhoods and communities.

Yet panelist Julie Melander

note that the inverse is true, too.

"In regions where infrastructure is invested in," she said. "We see a growth in population, an increase in business investment, and a rise in property values."

2020 COMMERCIAL & INVESTMENT DIVISION EDUCATION SERIES



JANUARY CLASSES FREE TO ATTEND!!

The ABC's of Commercial Real Estate
An introduction to the practical applications of Commercial Real Estate.
January 22, 2020
9:00am - 10:30am

Introduction to Leasing
An introduction to leasing retail, office and industrial properties
January 29, 2020
9:00am - 10:30am

All Classes Listed Below Are Held On Wednesdays 9:00am - 12:00pm
SRAR Auditorium: 7232 Balboa Blvd. Lake Balboa, CA 91406
\$25 Each - Take 5 Or More & Receive a Certificate of Completion

February 19, 2020
Effective Commercial Purchase Agreements

March 4, 2020
Overview of Commercial Real Estate Investment Analysis

April 8, 2020
Keys to Financing Commercial Real Estate

May 6, 2019
Deferring Capital Gains Through 1031 Exchange

May 27, 2020
Realtors Property Resource® (RPR) Overview

June 24, 2020
Overview of Commercial Real Estate Investment Analysis

July 29, 2020
Tax & Legal Impact on Real Estate

August 26, 2020
Effective Commercial Lease Agreement

September 23, 2020
Due Diligence in Commercial Real Estate Transactions

October 21, 2020
Overview of Commercial Real Estate Investment Analysis

November 18, 2020
Property Management for Investment Real Estate

PRE- REGISTER & PAY FOR 5 CLASSES AND GET 1 CLASS FREE (Free classes not eligible)

Make Checks Payable to SRAR and Return with the bottom portion to SRAR, 7232 Balboa Blvd. Lake Balboa, CA 91406
\$25 Per Class - Except January 22nd & January 29th *certificate of completion does not provide continuing education credits

Contact Education Department for more information 818-947-2268 or VinceC@srar.com

Complete if Paying by Credit Card & Fax to 818-786-4541 or email to VinceC@srar.com

Full Name _____ Telephone # _____

VISA/MC/AMEX/DISC# _____ Exp. Date ____ / ____ CVV _____

of Classes _____ @ \$25 each \$ _____ Signature _____

Email Address _____ (please print legibly)



HOW TO FIND (OR KEEP) FIRE INSURANCE

After several years of record-breaking California wildfires, insurance companies have responded by imposing huge premium increases on property owners, or even worse, flat-out denying coverage and canceling policies. Here are some tips to help property owners maintain their current insurance plan or, if necessary, find a new one.



TIPS FOR
HOMEOWNERS
IN WILDFIRE
ZONES



1

KNOW YOUR RIGHTS!

If your insurance company is not going to renew the policy on your home, they must notify you in writing at least 45 days before the expiration date. If you didn't receive the proper notice, contact the California Department of Insurance (DOI) at **1-800-927-HELP** or online at **www.insurance.ca.gov**. Check to see if your policy has a guaranteed renewal provision. You may also be entitled to a renewal under laws applicable to homes that are lost in a declared disaster.

2

CONTACT YOUR INSURANCE COMPANY IMMEDIATELY

If you receive notice of a rate increase or non-renewal, get in touch ASAP to see if there are fire-hardening steps you can take to change the company's decision.

3

START SHOPPING FOR INSURANCE EARLY!

Filling out applications and getting quotes takes time. Working with an insurance agent can speed things up. The DOI website (Consumers section) has a tool to help you find insurance agents and brokers near you. Check to see if the agent works exclusively with one insurance company or has access to multiple carriers. Keep track of which insurance companies are being contacted to make sure you're conducting a thorough search of all options.

4

CHECK FOR POLICIES WRITTEN BY ADMITTED INSURANCE COMPANIES

Admitted insurance companies are backed by the California Insurance Guarantee Association (CIGA), which provides protections if the carrier becomes insolvent. Check the **Residential Insurance Contact List** on the DOI website for a list of admitted insurance companies.

5

MAKE SURE YOU ARE NOT UNDERINSURED

Before selecting a policy, make sure it will cover the likely cost to rebuild your home in compliance with current building codes. Consider insuring your property for replacement cost value, not just depreciated actual cash value.

6

COMPARE TYPES OF COVERAGE AND LIMITS

If you have any questions, ask your insurance agent. For example: Will the policy cover the cost of rebuilding your home to its pre-loss condition? Does it cover demolition and debris removal? Is there a coverage limit on temporary rent and expenses while the home is being repaired? What causes of loss are **not** covered?

7

CHECK SURPLUS LINES INSURANCE OPTIONS IF NECESSARY

Surplus lines (aka "non-admitted") carriers do not have CIGA protection, but they often have more flexible offerings and may be the best solution. If you can't obtain insurance from an admitted carrier, consider a surplus lines one; just make sure to investigate the overall financial strength by checking A.M. Best at **www.ambest.com** or a similar service.

8

USE THE FAIR PLAN AS A LAST RESORT

If you're out of options, contact California FAIR Plan at **1-800-339-4099**. The FAIR Plan policy can be expensive, and it only covers certain losses by fire and smoke so you will need to buy Differences in Conditions (DIC) insurance to cover other perils such as theft and liability.

HOW TO PROTECT YOURSELF FROM SCAM ARTISTS FOLLOWING WILDFIRE DAMAGE

Unfortunately, natural disasters present opportunities for scammers to take advantage of people when they're at their most vulnerable. If your house suffers damage from a wildfire, take the following steps to ensure anyone offering grant money or anyone hired to work on repairs is legitimate.

TO MAKE SURE YOUR HOME INSPECTOR IS LEGITIMATE:

- If a housing inspector comes by and claims to represent the Federal Emergency Management Administration (FEMA) or the Small Business Administration (SBA), ask to see the inspector's identification badge, which all federal employees and contractors are required to carry.
- Remember that FEMA and SBA staff will never ask to see your banking information or charge you for disaster assistance. Do not give out your personal information.
- Know that FEMA housing inspectors will not hire specific contractors to fix your damage.

TO MAKE SURE YOUR CONTRACTOR IS LEGITIMATE:

- Deal only with licensed contractors. Ask to see physical verification of the person's license.
- Check that the license is valid by calling the Contractor's State License Board toll-free at **1-800-321-2752**, or by visiting **cslb.ca.gov**.
- Ask for references.
- Get a written contract, and make sure it contains everything you've talked about in person. If it's not in the contract, the contractor can't be held accountable for making it happen.
- Don't pay in cash, and never pay for the entire project before the work is completed.

TO MAKE SURE YOU'RE NOT A VICTIM – OR PERPETRATOR – OF PRICE GOUGING:

- Price gouging laws prohibit raising rental housing costs by more than 10 percent following the declaration of a state of emergency. Please note that price gouging is a complicated issue – for more details, visit the California Attorney General's website at **oag.ca.gov/consumers/pricegougingduringdisasters**.
- You can check to see if a declaration of emergency is in effect by visiting **gov.ca.gov**.
- If you feel you're experiencing price gouging following a wildfire, you can file a complaint with the Attorney General's office by calling **1-800-952-5225**. You can also get a referral for a lawyer by contacting the State Bar at **866-442-2529** or visiting **calbar.ca.gov**.



Sources: "Don't Get Burned After a Disaster." California Department of Insurance. January 2019.
"Beware of Post-Wildfire Scams." Federal Emergency Management Agency. December 14, 2018.
"FAQs on Price Gouging." State of California Department of Justice.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

SPONSOR A CHILD IN NEED



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

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

You can help spread the Holiday cheer by sponsoring one of these children. Take a moment to sponsor a child today!

Your sponsorship is tax deductible. SRAR Charitable Foundation 501c3 #95-4323748

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

Phone #: _____ Email: _____

Do you prefer to sponsor anonymously? YES NO

Do you prefer to sponsor a child in someone's name? YES NO

If yes, please provide the name: _____

To sponsor by credit card, complete the information below. Checks may be made to "SRAR Foundation"

and sent to TheresaG@srar.com at 7232 Balboa Blvd. Lake Balboa, CA, 91406

CC #: _____ Expiration Date: _____

Name as it Appears on Card: _____ Total Amount to be Charged: _____

Signature to Authorized Charge: _____

Completed forms with credit card information may be faxed to 818-786-4541.

If sponsoring by check, please send form along with check by mail or send through email to TheresaG@srar.com.

CUSTOM SIGNS

Made to Your Specifications Made In-House

Bus: (818) 947-2244 • Fax: (818) 786-0404

Email: grahamw@srar.com

Your Company
Other Info



Your Name
Your Information
818-000-0000



FOR SALE

OPEN HOUSE
YOUR REALTY COMPANY
OFFICE: 818.000.0000

For Sale



YOUR
COMPANY
LOGO
HERE



AGENT NAME

12 inch x 18 inch size

Sign Sizes		
	One Sided	Two Sided
4.75 x 18 inches Sign Riders	\$6.00 + tax each	\$9.00 + tax each
11 x 17 inches	\$11.98 + tax each	\$23.96 + tax each
12 x 18 inches	\$12.00 + tax each	\$24.00 + tax each
18 x 24 inches	\$17.10 + tax each	\$34.00 + tax each
24 x 36 inches	\$26.25 + tax each	\$52.50 + tax each
Wire Sign Stakes \$1.80 + tax each		

Your Name
And Information
Here



Your Realty Company
Your Message
Here

OPEN

818-000-0000



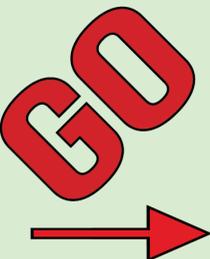
SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

OPEN HOUSE
AGENT NAME
OFFICE: 818.000.0000

Photo Logo

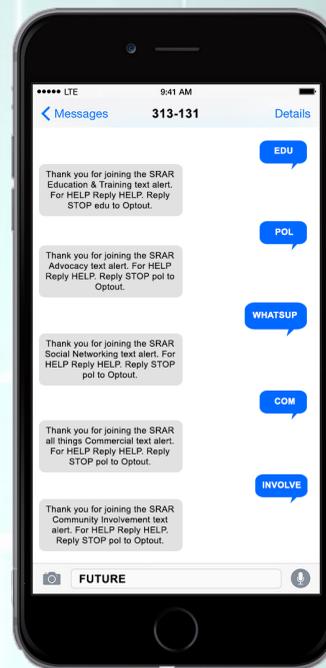


SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

 <p>For REALTORS® and Affiliates</p>	<p>3rd Tuesday of Every Month Commercial/Investment Network</p> <p>SRAR Auditorium 7232 Balboa Blvd, Lake Balboa, CA, 91406</p> <p>8:15am - 9:30am</p> <p>Contact: Brian Hatkoff at 818-701-7789 www.CommercialDataExchange.com</p>	<p>REAL ESTATE PROFESSIONALS IN THE SAN FERNANDO AND SANTA CLARITA VALLEYS</p>	
<p>2nd & 4th Wed. of Every Month South East Area</p> <p>IHOP 19100 Ventura Blvd, Tarzana, CA 91356</p> <p>11:45am - 1:30pm</p> <p>Contact: Filip Crispino at 818-635-6743</p>		<p>1st Thursday of Every Month East North Meeting</p> <p>Lulu's Restaurant 16900 Roscoe Blvd, Van Nuys, CA 91406</p> <p>8:30am - 10:00am</p> <p>Contact: Rudy H. Leon at 818-642-7839</p>	<p>PITCHES, EDUCATION, NETWORKING, GUEST SPEAKERS AND MORE!!</p>
	<p>Every Friday Real Estate Network</p> <p>El Cariso Golf Course Restaurant 13100 Eldridge Ave, Sylmar, CA, 91342</p> <p>8:30am - 10:00am</p> <p>Contact: Bud Mauro & Filip Crispino at 818-635-6743</p>	<p>2nd & 4th Friday of Every Month Santa Clarita Valley Caravan</p> <p>Santa Clarita Sports Complex 20880 Centre Pointe Pkwy, Santa Clarita, CA, 91350</p> <p>8:45am - 10:30am</p> <p>Contact: Nicole Stinson at 661-816-4234</p>	<p>Every Friday Outwest Marketing</p> <p>Weiler's Deli 22323 Sherman Way, Canoga Park, CA, 91303</p> <p>8:00am - 9:30am</p> <p>Contact: Ron Henderson at 818-999-3981 www.OutwestMarketing.com</p>

SIGN UP TO RECEIVE UPDATES ON YOUR MOBILE PHONE

Get updates & reminders straight to your phone and stay in-the-know on all that is happening at Southland Regional Association of REALTORS®



How to Opt In:



*Text the keyword of your desired category to the number **313131**. If you would like to opt into multiple categories, please send in separate text messages with each keyword.*

KEYWORD:

CATEGORY DESCRIPTION:

WHAT YOU'LL RECEIVE

EDU >>	Educational Classes, Training, Risk Management	Lunch & Learn, Risk Management, RPR Classes, etc. (2-4 times a month)
COM >>	Commercial Day & Commercial Classes	Twice a month notice of Class Schedule, Commercial Networking Meetings & Commercial Day.
INVOLVE >>	Community Involvement & Charity Drives	Toy Drive, Backpack Drive, Blood Drive, Charity Golf Tournament, etc. (6-8 times a year)
FUTURE >>	Leadership Institute & Committee Application	(Sept.) Notice of Committee Applications, (Feb.) notice of Leadership Institute Class, etc.
WHATSUP >>	Social & Networking Events	YPN (Young Professional Network) Mixers, Golf Tournament, EXPO, Area Networking Meetings, etc. (2-4 times a month)
POL >>	Updates on Real Estate Related Issues, Political Events & Receptions	Call to Actions, Legislative Panels, Legislative Day, etc. (6-8 times a year)
WHATSNOW >>	New Member Benefits & Product Services	Alerts on new benefits and services offered at SRAR.



SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®, INC.

Note: Some cell phone services may require you to call your provider and grant permission to receive messages from 313131.

*It is easy to sign up & you can unsubscribe at any time, just send a text message with only the word "STOP" when you reply to any message from us. **Message & Data Rates May Apply!***

Statistics

Market Snapshot (October 2019):

SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®
MARKET SNAPSHOT
SAN FERNANDO VALLEY
OCTOBER 2019

NEW LISTINGS VS. CLOSED SALES



The median sale price for single family homes **increased by 11%** from this time last year

SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®
MARKET SNAPSHOT
SANTA CLARITA VALLEY
OCTOBER 2019

NEW LISTINGS VS. CLOSED SALES



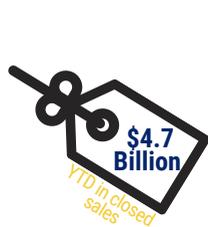
The median sale price for single family homes **increased by 2.5%** from this time last year

NEW & BROKER ADDED
Brokers added **157**
FEWER new listings to the database last month compared to October 2018, while there was **41** **MORE** closed sales

Category	2018	2019
New Listings	885	728
Closed Sales	588	629

NEW & BROKER ADDED
Brokers added **52**
FEWER listings to the database last month compared to October 2018, and there was **20** **MORE** closed sales

Category	2018	2019
New Listings	314	262
Closed Sales	248	268



The total dollar value of year to date sales **decreased \$72,195,000** from October 2018



The total dollar value of year to date sales **increased \$29,392,000** from October 2018

AVAILABLE INVENTORY

In October there were **1,100** active listings in the database which is a **24% INCREASE** from the previous year

At the current rate of sales, the ACTIVE listings represent a **1.75**-month supply

AVAILABLE INVENTORY

In October there were **467** active listings in the database which is a **28.6% DECREASE** from the previous year

At the current rate of sales, the ACTIVE listings represent a **1.74**-month supply



City Sign Ordinances

SAN FERNANDO AND SANTA CLARITA VALLEY

Listed below for your reference, are the specific municipal regulations, along with the regulations for L.A. and Ventura Counties that apply in unincorporated areas or those cities without specific municipal codes. SRAR highly advises REALTORS® to check the current laws, and follow these best practices as they will help preserve our rights as REALTORS® to use temporary signs:

1. Only post temporary signs (directional or open house) when you have an open house.
2. Always observe time and placement restrictions for signage.
3. Always obtain a property owner's permission before placing a temporary sign on someone's property whether their property is residential or commercial.
4. Never place temporary signs in the medians or rights of way - meaning along the streets or sidewalk and observe Americans with Disabilities Act regulations.
5. Decrease visual clutter by "piggy backing" off of other directional signs, placing your directional signs only when your directions divert from other directions.

The following are the regulations from each municipality in areas where our members frequently work:

shall be used

Agoura Hills:

For Sale - 1 sign per unit, shall not exceed 6 square ft. in area and 6 ft. in height

Open House/Directional - Maximum of 4 signs, size may not exceed 3 square ft. in area or 4 ft. in height

Other - No flags, balloons or banners, Signs can not be located on a public right-of-way

Beverly Hills:

For Sale - 1 - 150 square in. sign including riders

Open House/Directional - Not allowed

Other - Must obtain annual sign permit sticker from city

Burbank:

For Sale - Sign shall not exceed 7 square feet including riders. Maximum of 2 riders

Open House/Directional - Maximum of 4 signs, size may not exceed 24" x 24" in area or 3ft. in height

Other - See municipal code for details

Calabasas:

For Sale - 1 - 6 square ft. sign

Open House/Directional - Maximum of 2 signs, size may not exceed 3 square ft. in area.

Other - Signs can not be located on a public right-of-way

Hidden Hills:

For Sale - Not allowed

Open House/Directional - Not allowed

Other - Call for details

Los Angeles City:

For Sale - 1 or more unlighted signs. Total area of signs not to exceed 12 square ft.

Open House/Directional - Not specified

Other - See municipal code for details

Malibu:

For Sale - 1 sign per unit, shall not exceed 6 square ft. in area and 6 ft. in height

Open House/Directional - Signs can not exceed 3 square ft. in area or 4 ft. above ground level

Other - No more than 2 pole flags not exceeding 2 square ft. or 5 ft. in height

San Fernando:

For Sale - Sign shall not exceed 6 square ft. in area and 6 ft. in height. Rider no larger than 6" X 24"

Open House/Directional - Permitted between 9am and sunset

Other - See municipal code for details

Santa Clarita:

For Sale - Maximum height of 6ft

Open House/Directional - Not permitted on sidewalks, parkways or medians.

Other - Price information prohibited

Simi Valley:

For Sale - Sign shall not exceed 12 square ft. and 6 ft. in height

Open House/Directional - Not permitted on sidewalks or medians

Other - See municipal code for details

West Hollywood:

For Sale - 1 - 432 square inch sign per frontage & 2 - 76 square inch riders

Open House/Directional - 1 per corner, 4 per intersection 18" X 24" Tue., Sat. & Sun. 11am to 7pm

Other - 4 flags per open house. See municipal code for details

Westlake Village:

For Sale - 1 sign per unit, shall not exceed 6 square ft. in area and 5 ft. in height

Open House/Directional - 1 open house sign on property. No directional signs permitted in community

Other - See municipal code for details

Los Angeles County: (unincorporated areas, and municipalities without regulations)

For Sale - 1 or more unlighted signs. Total area of signs not to exceed 12 square ft. **Open House/Directional** - No ordinance

Other - See municipal code for details

Ventura County: (unincorporated areas, and municipalities without regulations)

For Sale - 1 free standing sign that does not exceed 12 square ft. or 8 ft. in height

Open House/Directional - 1- 3 square foot sign per frontage not to exceed 4 ft. in height

Other - See municipal code for details

RESIDENTIAL PROPERTIES LISTED
1,417

RESIDENTIAL PROP ESCROW OPENED
1,228

RESIDENTIAL PROP ESCROW CLOSED
1,160

OCTOBER 2019 SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
ACTIVE INVENTORY:								
NEW LISTINGS	106	140	140	148	194	728	689	1,417
TOTAL ACTIVE LISTINGS	132	236	216	191	325	1,100	1,352	2,452
AVERAGE DAYS ON MARKET	64	70	72	58	69	67	82	76
AVERAGE LIST PRICE IN THOUSANDS	560.8	1,282.7	1,267.9	866.5	1,458.6	1,172.9	686.2	910.1
MEDIAN LIST PRICE IN THOUSANDS	515.0	875.0	739.9	750.0	919.0	779.7	429.0	590.0
BOWMS	22	26	27	26	50	151	133	284
AVERAGE BOM PRICE IN THOUSANDS	558.8	814.0	608.7	743.8	870.7	747.0	546.5	653.1
BOM TO SALE RATIO	24.2	24.3	22.3	19.4	22.3	24.0	25.0	24.5
EXPIRATIONS	14	28	21	11	19	93	111	204
PENDING SALES:								
NEW ESCROWS OPENED	85	139	114	146	173	657	571	1,228
TOTAL YTD ESCROWS OPENED	907	1,175	1,058	1,457	1,567	6,164	5,428	11,592
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	37	38	36	38	41	38	51	44
NEW OPEN ESCROWS AVERAGE LIST PRICE	497.0	1,049.3	1,075.2	692.2	934.9	872.8	528.2	712.6
CLOSED SALES:								
NEW ESCROWS CLOSED	91	107	121	134	176	629	531	1,160
TOTAL YTD ESCROWS CLOSED	855	1,094	998	1,378	1,471	5,796	5,082	10,878
VOLUME OF NEW SALE DOLLARS IN MILLIONS	45,440	107,991	105,309	100,842	165,023	524,605	263,261	787,866
VOLUME OF TOTAL YTD SALES IN MILLIONS	424,203	1,042,261	930,788	962,236	1,336,625	4,696,113	2,557,949	7,254,062
AVERAGE SALE PRICE IN THOUSANDS	499.3	1,009.3	870.3	752.6	937.6	834.0	485.8	679.2
MEDIAN SALE PRICE IN THOUSANDS	500.0	760.0	622.0	675.0	765.0	660.0	380.0	550.0
COOP SALES	78	92	99	113	154	536	454	990
PERCENT OF COOP SALES	85.7	86.0	81.8	84.3	87.5	85.2	85.5	85.3
AVERAGE DAYS ON MARKET	27	34	39	28	42	35	47	40
SALES AT LIST PRICE	62	54	48	328	82	328	299	627
PERCENT OF SALES AT LIST PRICE	68.1	50.5	39.7	61.2	46.6	52.1	56.3	54.1
SALES TO LISTING INVENTORY RATIO	68.9	45.3	56.0	70.2	57.2	57.2	39.3	47.3
FINAL SALE TO NEW LISTING RATIO	85.8	76.4	86.4	90.5	90.7	86.4	77.1	81.9
CLOSED SALES TYPE								
FORECLOSURE/REO	2	0	1	2	1	6	5	11
SELLER CONCESSIONS	0	0	0	0	0	0	0	0
SHORT SALE	1	0	0	0	0	1	3	4
STANDARD	87	105	119	129	173	613	509	1,122
OTHER	1	2	1	3	2	9	13	22

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION	%
SELLING PRICE RANGE:						
LESS THAN 100,000	52	16	2	2	385,000	47.6
100,000 TO 109,999	0	3	0	0	N/A	0.0
110,000 TO 119,999	11	3	0	0	N/A	0.0
120,000 TO 139,999	30	13	3	1	9,500	6.8
140,000 TO 159,999	31	22	6	5	38,590	15.2
160,000 TO 179,999	106	19	6	5	5,592	3.1
180,000 TO 199,999	61	31	6	3	9,580	4.4
200,000 TO 249,999	46	112	42	25	12,471	4.8
250,000 TO 299,999	38	187	104	52	7,992	1.9
300,000 TO 349,999	45	163	87	39	4,254	0.7
350,000 TO 399,999	39	183	93	49	7,457	1.6
400,000 TO 449,999	49	146	76	44	7,221	6.3
450,000 TO 499,999	43	119	61	34	15,241	2.6
500,000 TO 549,999	37	108	84	38	8,767	1.2
550,000 TO 599,999	35	136	82	33	505	0.1
600,000 TO 699,999	33	222	120	56	2,097	6.3
700,000 TO 799,999	30	170	89	42	5,996	0.3
800,000 TO 899,999	40	127	76	49	25,016	2.6
900,000 TO 999,999	36	92	53	35	31,971	2.8
1,000,000 TO 1,999,999	45	393	130	99	63,828	4.2
MORE THAN 2,000,000	61	187	35	31	179,434	5.8
TOTALS	40	2,452	1,159	642	22,002	0.8

LISTINGS 15,451 **2019 RMLS TOTAL - \$ VOLUME \$7,254,062,000** **SALES 10,962**

EN: Arleta, Kagel Canyon, Pacoima, Panorama City, San Fernando, Sun Valley, Sylmar, ES: Cahuenga Pass, Lake Hollywood, North Hollywood, Sherman Oaks, Studio City, Toluca Lake, Valley Glen, Valley Village, Van Nuys
 CS: Encino, Lake Balboa, Reseda, Tarzana, Van Nuys WN: Chatsworth, Granada Hills, Mission Hills, North Hills, Northridge WS: Bell Canyon, Calabasas, Canoga Park, Hidden Hills, Monte Nido, West Hills, Winnetka, Woodland Hills
 *THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

SAN FERNANDO VALLEY
COMPARABLE SALES ANALYSIS 2014-2019
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

	2014				2015				2016				2017				2018				2019			
	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	1,338	786	393.2	58.7	1,445	743	387.5	51.4	1,257	760	448.4	60.5	1,255	886	572.0	70.6	1,393	821	539.4	58.9	1,502	750	475.0	42.0
FEB	1,388	732	375.5	52.7	1,397	786	397.8	56.3	1,402	730	433.9	52.1	1,256	804	505.4	64.0	1,370	740	498.2	54.0	1,202	697	420.2	48.4
MAR	1,565	903	473.0	57.7	1,634	1,080	603.7	66.1	1,552	1,050	640.1	67.7	1,732	1,167	739.9	67.4	1,577	1,095	793.1	69.4	1,659	980	650.7	59.1
APR	1,548	1,124	589.4	72.6	1,733	1,168	657.4	67.4	1,656	1,111	658.9	67.1	1,580	1,116	697.6	70.6	1,251	878	655.5	57.9	1,653	1,192	793.7	72.1
MAY	1,608	1,083	582.2	67.4	1,593	1,153	680.7	72.4	1,633	1,169	680.5	71.6	1,794	1,317	862.1	73.4	1,801	1,244	841.7	69.1	1,847	1,264	838.9	43.8
JUNE	1,711	1,086	574.2	63.5	1,820	1,266	733.9	69.6	1,742	1,299	785.0	74.6	1,734	1,481	955.8	85.4	1,776	1,262	848.0	71.1	1,605	1,263	855.0	78.1
JUL	1,673	1,165	600.3	69.6	1,686	1,321	770.6	78.4	1,644	1,163	745.4	70.7	1,726	1,177	784.5	68.2	1,651	1,170	779.7	70.9	1,670	1,177	815.2	70.5
AUG	1,146	999	536.8	66.3	1,695	1,228	692	72.4	1,687	1,201	740.9	71.2	1,687	1,414	889.4	83.8	1,871	1,284	897.3	56.7	1,645	1,304	901.6	51.8
SEPT	1,432	1,065	536.8	74.4	1,437	1,230	678.5	85.6	1,504	1,243	782.6	82.6	1,455	1,274	786	85.3	1,592	945	617.3	54.0	1,145	1,185	795.2	82.0
OCT	1,524	1,033	553	67.8	1,418	1,124	632.9	79.3	1,406	1,099	647.9	78.2	1,306	1,213	757.2	92.9	1,628	1,068	751.2	65.6	1,417	1,160	787.8	81.9
NOV	1,102	905	463.6	82.1	1,054	990	526.5	93.9	1,119	1,028	624.0	92.2	1,066	1,095	723.5	102.7	1,272	946	616.1	74.4				
DEC	867	1,105	581.4	127.5	801	1,111	615	138.7	759	1,152	692.3	151.8	685	1,088	651.8	158.8	703	959	616.5	136.4				
TOTAL	16,902	11,726	6,161.6	69.3	17,713	13,200	7,376.5	74.5	1,7361	13,005	7,787.9	74.9	17,276	14,032	8,925.2	82	17,885	12,412	8,454	69.86				
AVG. SALE PRICE		\$525,464				\$558,825				\$605,843				\$636,060				\$681,115						

SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR OCTOBER 2019

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	74	92	92	109	149	516	547	1,063
Total Active Listings	92	155	134	139	252	772	1,056	1,828
Average Days on Market	72	64	70	64	64	66	85	77
Average List Price in Thousands	628.1	1,619.1	1,718.9	995.9	1,736.4	1,444.4	726.1	1,029.5
Median List Price in Thousands	560.0	1,250.0	1,125.0	868.0	1,150.0	959.0	422.0	664.8
BOMS	18	9	15	17	39	98	112	210
Average BOM Price in Thousands	603.0	1,227.3	746.9	830.5	982.3	872.8	575.4	714.2
BOM to Sale Ratio	30.0	11.4	19.0	15.7	28.7	21.2	25.5	23.3
Expirations	6	19	12	9	14	60	84	144
PENDING SALES								
New Escrows Opened	59	96	83	111	141	490	481	971
Total YTD Escrows Opened	649	808	727	1,164	1,230	4,578	4,288	8,866
New Open Escrows Average Days on Market	39	37	34	38	44	39	52	45
New Open Escrows Average List Price	546.6	1,276.6	1,309.5	757.3	1,033.0	1,006.5	533.6	772.2
CLOSED SALES:								
New Escrows Closed	60	79	79	108	136	462	440	902
Total YTD Escrows Closed	626	754	673	1,117	1,146	4,316	3,997	8,313
Volume of New Sales Dollars in Millions	32.519	92.142	85.973	88.994	145.474	445.102	223.280	668.382
Volume of total YTD Sales in Millions	334.787	853.849	775.693	834.875	1,179.024	3,978.229	2,039.140	6,017.369
Average Sale price in Thousands	542.0	1,166.4	1,088.3	824.0	1,069.7	963.4	507.5	741.0
Median Sale Price in Thousands	535.0	920.0	710.0	753.0	855.0	755.0	380.0	610.0
Coop Sales	50	68	64	89	118	389	376	765
Percent of Coop Sales	83.3	86.1	81.0	82.4	86.8	84.2	85.5	84.8
Average Days on Market	28	35	40	27	42	35	48	41
Sales at List Price	40	35	29	63	63	230	248	478
Percent of Sales at List Price	66.7	44.3	36.7	58.3	46.3	49.8	56.4	53.0
Sales to Listing Inventory Ratio	65.2	51.0	59.0	77.7	54.0	59.8	41.7	49.3
Final Sale to New Listing Ratio	81.1	85.9	85.9	99.1	91.3	89.5	80.4	84.9
CLOSED SALES TYPE								
Foreclosure/REO	1	0	1	2	1	5	4	9
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	0	0	0	0	0	0	2	2
Standard	58	78	77	103	134	450	421	871
Other	1	1	1	3	1	7	12	19

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR OCTOBER 2019

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	32	48	48	39	45	212	142	354
Total Active Listings	40	81	82	52	73	328	296	624
Average Days on Market	47	80	76	44	86	71	73	72
Average List Price in Thousands	406.1	638.9	531.0	520.6	499.6	533.8	589.7	560.3
Median List Price in Thousands	369.9	590.0	409.0	465.0	429.0	450.0	440.0	449.0
BOMS	4	17	12	9	11	53	21	74
Average BOM Price in Thousands	359.7	595.2	438.1	580.1	475.0	514.3	392.2	479.7
BOM to Sale Ratio	12.9	60.7	28.6	34.6	27.5	31.7	23.1	28.7
Expirations	8	9	9	2	5	33	27	60
PENDING SALES								
New Escrows Opened	26	43	31	35	32	167	90	257
Total YTD Escrows Opened	258	367	331	293	337	1,586	1,140	2,726
New Open Escrows Average Days on Market	32	41	42	40	27	37	43	39
New Open Escrows Average List Price	384.3	541.8	448.0	485.8	502.2	480.5	499.8	487.3
CLOSED SALES:								
New Escrows Closed	31	28	42	26	40	167	91	258
Total YTD Escrows Closed	229	340	325	261	325	1,480	1,085	2,565
Volume of New Sales Dollars in Millions	12.921	15.849	19.336	11.848	19.549	79.502	39.982	119.484
Volume of total YTD Sales in Millions	89.416	188.412	155.095	127.360	157.601	717.884	518.809	1,236.693
Average Sale price in Thousands	416.8	566.0	460.4	455.7	488.7	476.1	439.4	463.1
Median Sale Price in Thousands	370.0	549.5	385.0	437.0	413.0	435.0	389.0	420.0
Coop Sales	28	24	35	24	36	147	78	225
Percent of Coop Sales	90.3	85.7	83.3	92.3	90.0	88.0	85.7	87.2
Average Days on Market	26	32	38	30	43	35	42	37
Sales at List Price	22	19	19	19	19	98	51	149
Percent of Sales at List Price	71.0	67.9	45.2	73.1	47.5	58.7	56.0	57.8
Sales to Listing Inventory Ratio	77.5	34.6	51.2	50.0	54.8	50.9	30.7	41.3
Final Sale to New Listing Ratio	96.9	58.3	87.5	66.7	88.9	78.8	64.1	72.9
CLOSED SALES TYPE								
Foreclosure/REO	1	0	0	0	0	1	1	2
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	1	0	0	0	0	1	1	2
Standard	29	27	42	26	39	163	88	251
Other	0	1	0	0	1	2	1	3

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR OCTOBER 2019

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	10	3	40	22	16	36	5	54	186	58	244
Total Active Listings	50	23	78	35	26	73	9	71	365	127	492
Average Days on Market	118	125	101	94	99	77	80	56	90	77	87
Average List Price in Thousands	668.8	1,363.2	707.7	743.4	850.4	755.5	956.5	841.1	798.9	579.0	742.1
Median List Price in Thousands	619.9	820.0	600.0	650.0	699.9	679.0	899.9	729.9	679.0	389.0	635.0
BOMS	1	1	17	2	7	10	1	15	54	14	68
Average BOM Price in Thousands	579.5	735.0	500.8	1,274.5	695.7	734.1	899.9	705.0	667.8	605.3	655.0
BOM to Sale Ratio	7.1	16.7	45.9	18.2	38.9	27.8	7.1	27.3	28.3	25.5	27.6
Expirations	5	1	3	5	2	5	0	4	25	8	33
PENDING SALES											
New Escrows Opened	9	3	40	19	22	33	10	52	188	66	254
Total YTD Escrows Opened	112	35	446	206	157	492	99	536	2,083	606	2,689
New Open Escrows Average Days on Market	141	54	43	28	42	57	55	34	47	48	47
New Open Escrows Average List Price	532.7	629.6	708.6	562.3	625.3	678.0	772.8	722.9	676.4	583.4	652.2
CLOSED SALES:											
New Escrows Closed	14	6	37	11	18	36	14	55	191	55	246
Total YTD Escrows Closed	108	35	424	201	142	463	92	502	1,967	563	2,530
Volume of New Sales Dollars in Millions	8.208	6.389	23.969	5.804	11.254	22.251	13.473	38.346	129.693	24.208	153.901
Volume of total YTD Sales in Millions	61.576	28.025	255.617	113.892	93.774	294.125	79.247	347.116	1,273.372	244.480	1,517.853
Average Sale price in Thousands	586.3	1,064.8	647.8	527.6	625.2	618.1	962.4	697.2	679.0	440.1	625.6
Median Sale Price in Thousands	561.0	880.0	574.0	552.0	595.0	595.0	895.0	650.0	610.0	365.0	590.0
Coop Sales	10	5	33	10	17	33	12	49	169	49	218
Percent of Coop Sales	71.4	83.3	89.2	90.9	94.4	91.7	85.7	89.1	88.5	89.1	88.6
Average Days on Market	163	123	81	62	89	74	66	93	89	102	92
Sales at List Price	4	3	22	8	8	19	6	32	102	25	127
Percent of Sales at List Price	28.6	50.0	59.5	72.7	44.4	52.8	42.9	58.2	53.4	45.5	51.6
Sales to Listing Inventory Ratio	28.0	26.1	47.4	31.4	69.2	49.3	155.6	77.5	52.3	43.3	50.0
Final Sale to New Listing Ratio	140.0	200.0	92.5	50.0	112.5	100.0	280.0	101.9	102.7	94.8	100.8
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	0	0	0	0	0	0
Standard	14	6	37	11	18	36	14	54	190	53	243
Other	0	0	0	0	0	0	0	0	0	2	2

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR OCTOBER 2019

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	2	1	15	1	13	10	4	30	76	5	81
Total Active Listings	2	2	30	3	20	11	5	29	102	16	118
Average Days on Market	96	92	87	62	54	64	47	55	66	133	75
Average List Price in Thousands	602.3	875.0	330.7	559.6	367.3	378.1	480.4	506.8	423.1	529.0	437.5
Median List Price in Thousands	589.6	649.9	318.0	570.0	375.0	379.0	470.0	449.0	395.0	450.0	399.9
BOMS	0	0	6	1	5	6	0	2	20	2	22
Average BOM Price in Thousands	0.0	0.0	359.8	570.0	375.9	366.3	0.0	519.5	392.3	464.5	398.8
BOM to Sale Ratio	0.0	0.0	75.0	0.0	26.3	40.0	0.0	6.1	26.0	28.6	26.2
Expirations	0	0	1	0	1	2	0	5	9	2	11
PENDING SALES											
New Escrows Opened	0	0	7	0	19	14	7	35	82	7	89
Total YTD Escrows Opened	3	1	189	8	140	149	40	305	835	92	927
New Open Escrows Average Days on Market	0	0	26	0	33	39	32	44	38	29	37
New Open Escrows Average List Price	0.0	0.0	338.5	0.0	319.7	447.2	439.8	488.2	425.3	446.8	427.0
CLOSED SALES:											
New Escrows Closed	1	0	8	0	19	15	1	33	77	7	84
Total YTD Escrows Closed	4	1	196	9	134	140	34	285	803	90	893
Volume of New Sales Dollars in Millions	0.650	0.000	3.083	0.000	7.104	6.531	0.450	16.042	33.859	3.343	37.202
Volume of Total YTD Sales in Millions	2.461	0.870	70.988	3.871	48.163	59.371	15.399	129.041	330.164	42.762	372.926
Average Sale price in Thousands	650.0	0.0	385.3	0.0	373.9	435.4	450.0	486.1	439.7	477.5	442.9
Median Sale Price in Thousands	650.0	0.0	330.0	0.0	350.0	420.0	450.0	457.0	420.0	485.0	420.0
Coop Sales	1	0	8	0	17	14	1	28	69	6	75
Percent of Coop Sales	100.0	0.0	100.0	0.0	89.5	93.3	100.0	84.8	89.6	85.7	89.3
Average Days on Market	201	0	122	0	69	71	91	69	77	87	78
Sales at List Price	0	0	5	0	7	6	1	17	36	3	39
Percent of Sales at List Price	0.0	0.0	62.5	0.0	36.8	40.0	100.0	51.5	46.8	42.9	46.4
Sales to Listing Inventory Ratio	50.0	0.0	26.7	0.0	95.0	136.4	20.0	113.8	75.5	43.8	71.2
Final Sale to New Listing Ratio	50.0	0.0	53.3	0.0	146.2	150.0	25.0	110.0	101.3	140.0	103.7
CLOSED SALES TYPE											
Foreclosure / REO	0	0	0	0	0	0	0	0	0	0	0
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	0	0	0	0	0	0	0	0	0
Standard	1	0	7	0	19	15	1	33	76	7	83
Other	0	0	1	0	0	0	0	0	1	0	1

RESIDENTIAL PROPERTIES LISTED
325

OCTOBER 2019 SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED
343

RESIDENTIAL PROP. ESCROW CLOSED
330

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	12	4	55	23	29	46	9	84	262	63	325
TOTAL ACTIVE LISTINGS	52	25	108	38	46	84	14	100	467	143	610
AVERAGE DAYS ON MARKET	117	122	97	91	79	76	86	56	85	83	84
AVERAGE LIST PRICE IN THOUSANDS	666.3	1,324.2	602.9	728.9	640.4	706.1	786.5	744.1	716.8	573.4	683.2
MEDIAN LIST PRICE IN THOUSANDS	619.0	820.0	539.9	629.9	559.8	650.0	760.0	675.0	625.0	410.0	589.0
BOMs	1	1	23	3	12	16	1	17	74	16	90
AVERAGE BOM PRICE IN THOUSANDS	579.5	735.0	464.0	1,039.7	562.4	596.2	899.9	683.2	593.4	587.7	592.4
BOM TO SALE RATIO	6.7	16.7	51.1	27.3	31.4	31.4	6.7	19.3	27.6	25.8	27.3
EXPIRATIONS	5	1	4	5	3	7	0	9	34	10	44

PENDING SALES:

NEW ESCROWS OPENED	9	3	47	19	41	47	17	87	270	73	343
TOTAL YTD ESCROWS OPENED	115	36	635	214	297	641	139	841	2,918	698	3,616
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	141	54	40	28	38	51	45	38	44	47	45
NEW OPEN ESCROWS AVERAGE LIST PRICE	532.7	629.6	653.4	562.3	483.6	609.2	635.7	628.5	600.1	570.3	593.8

CLOSED SALES:

NEW ESCROWS CLOSED	15	6	45	11	37	51	15	88	268	62	330
TOTAL YTD ESCROWS CLOSED	112	36	620	210	276	603	126	787	2,770	653	3,423
VOLUME OF NEW SALE DOLLARS IN MILLIONS	8,858	6,389	27,051	5,804	18,358	28,792	13,923	54,388	163,553	27,551	191,103
VOLUME OF TOTAL YTD SALES IN MILLIONS	64,037	28,895	326,605	117,763	141,937	353,497	94,646	476,157	1,603,536	287,242	1,890,779
AVERAGE SALE PRICE IN THOUSANDS	590.5	1,064.8	601.1	527.6	496.2	564.4	928.2	618.0	610.3	444.4	579.1
MEDIAN SALE PRICE IN THOUSANDS	610.0	880.0	550.0	552.0	450.0	548.0	895.0	580.0	574.0	365.0	555.0
COOP SALES	11	5	41	10	34	47	13	77	238	55	293
PERCENT OF COOP SALES	73.3	83.3	91.1	90.9	91.9	92.2	86.7	87.5	88.8	88.7	88.8
AVERAGE DAYS ON MARKET	165	123	88	62	79	73	68	84	85	100	88
SALES AT LIST PRICE	4	3	27	8	15	25	7	49	138	28	166
PERCENT OF SALES AT LIST PRICE	26.7	50.0	60.0	72.7	40.5	49.0	46.7	55.7	51.5	45.2	50.3
SALES TO LISTING INVENTORY RATIO	28.8	24.0	41.7	28.9	80.4	60.7	107.1	88.0	57.4	43.4	54.1
FINAL SALE TO NEW LISTING RATIO	125.0	150.0	81.8	47.8	127.6	110.9	166.7	104.8	102.3	98.4	101.5

CLOSED SALES TYPE

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
FORECLOSURE/REO	0	0	0	0	0.0
SELLER CONCESSIONS	0	0	0	0	0.0
SHORT SALE	0	0	0	0	0.0
STANDARD	15	6	44	87	266
OTHER	0	1	0	0	1

SELLING PRICE RANGE:

SELLING PRICE RANGE:	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000	0	1	0	0	N/A
100,000 TO 109,999	0	0	0	0	0.0
110,000 TO 119,999	0	0	0	0	0.0
120,000 TO 139,999	0	1	0	0	N/A
140,000 TO 159,999	54	1	1	1	10500
160,000 TO 179,999	29	7	1	1	20000
180,000 TO 199,999	29	8	3	1	16700
200,000 TO 249,999	50	16	10	9	13370
250,000 TO 299,999	41	32	12	6	7086
300,000 TO 349,999	44	34	20	14	9482
350,000 TO 399,999	36	40	26	17	5834
400,000 TO 449,999	22	32	28	10	3850
450,000 TO 499,999	38	37	22	8	9069
500,000 TO 549,999	39	49	35	19	9103
550,000 TO 599,999	29	60	46	60	152730
600,000 TO 699,999	56	41	61	41	21934
700,000 TO 799,999	36	31	22	22	22221
800,000 TO 899,999	79	33	12	10	82975
900,000 TO 999,999	69	19	7	7	60214
1,000,000 TO 1,999,999	60	67	12	9	75435
MORE THAN 2,000,000	115	6	3	2	62963
TOTALS	43	610	330	194	38254

LISTINGS
4,372

2019 RMLS TOTAL - \$ VOLUME
\$1,890,779,000

SALES
3,425

*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS, INC.

**SANTA CLARITA VALLEY
COMPARABLE SALES ANALYSIS 2014-2019**
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

	2014				2015				2016				2017				2018				2019								
	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	LIST	SALES	\$ VOL MIL.	% SALES TO LIST	
JAN	391	238	96.2	60.9	406	200	84.3	49.3	391	209	95.6	53.5	375	253	120.5	67.5	416	263	140.6	63.2	368	199	104.5	54.1	368	199	104.5	54.1	
FEB	417	214	88.2	51.3	407	219	95.6	53.8	451	244	114.3	54.1	349	259	121.3	74.2	404	250	126.8	61.9	374	220	117.0	45.5	374	220	117.0	45.5	
MAR	491	261	103.2	53.2	487	327	155	67.1	527	342	160.6	64.9	520	412	198.1	79.2	481	375	201.5	78.0	465	313	166.0	67.3	465	313	166.0	67.3	
APR	484	369	155.5	76.2	561	376	213.2	67.0	515	405	189.7	78.6	571	339	164.3	59.4	451	261	147.7	62.9	503	375	205.6	74.6	503	375	205.6	74.6	
MAY	500	367	157.6	73.4	495	381	167.9	77	506	425	210.3	84.0	568	445	380.1	78.3	554	431	237.7	77.8	533	429	235.5	53.1	533	429	235.5	53.1	
JUNE	493	344	153.2	69.8	542	443	203.4	81.7	552	479	235.6	86.8	544	537	290.1	98.7	595	464	254.0	78.0	520	373	205.8	71.7	520	373	205.8	71.7	
JUL	500	373	157.1	74.6	546	442	205.3	81	499	402	198.1	80.6	497	429	223.8	86.3	542	387	214.2	71.4	488	444	244.1	86.9	488	444	244.1	86.9	
AUG	441	362	159.9	82.1	446	439	205.7	98.4	498	409	203.2	82.1	493	433	231.1	87.8	524	445	238.0	56.0	392	427	238.1	55.7	392	427	238.1	55.7	
SEPT	454	341	145.9	75.1	415	368	167.2	88.7	480	406	201.2	84.6	462	401	211.4	86.8	431	308	168.6	53.6	404	335	186.2	82.9	404	335	186.2	82.9	
OCT	366	356	149.6	97.3	372	358	161.1	96.2	384	367	180.9	95.6	361	374	195.5	103.6	407	312	164.5	76.7	325	330	191.1	101.5	325	330	191.1	101.5	
NOV	256	308	136.8	120.3	300	286	127.7	95.3	279	353	173.4	126.5	327	326	171.3	99.7	310	328	177.6	105.8									
DEC	227	365	161.9	160.8	220	403	175.2	183.2	232	345	169.9	148.7	210	373	196.4	177.6	204	261	142.4	127.9									
TOTAL	5020	3898	1642.5	77.6	5197	4742	1961.5	81.6	5314	4041	2132.8	76.0	5277	4581	2503.9	86.8	5319	4085	2213.6	76.1									
AVG. SALE PRICE			\$421,369				\$462,399				\$527,790				\$546,583				\$541,884										

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for Realtors® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

EMPLOYMENT

HIRING EXPERIENCED REAL ESTATE AGENTS
Contact Michael Kaufman for a Confidential Interview
KAUFMAN REALTY DRE#01443773
818-266-6294

Exp. #1 (1-20)

PROFESSIONAL SERVICES

VACANT HOME CLEANING SPECIALIST
APPLE CLEANING/PAINT. FORECLOSURES, HAULING.
(661)298-2084 JOHN/JUNECARPETSHAMPOO(818)929-9242
REGULAR WK/LY

Exp. #7 (7-19)

DAVID I. KARP, MEDIATION SERVICES
Mediation of Real Estate and Business Disputes
818-515-9361, davidikarp@karpmediation.com
www.Karpmediation.Com

Exp. #9 (9-19)

ADVERTISERS: DON'T BE LEFT OUT!

It's Your Responsibility as an Advertiser to Keep Track of Your Ad's Expiration Date. Send in Your Renewal One Week Prior to Expiration Date to Guarantee Continued Exposure and Results From Your REALTOR® Report Classified Ads.

BUILDING REPAIRS & REMODELING

RETROFITTING // HOME INSPECTION
CROWN CONSTRUCTION G.C. B850720
818-635-9910 ADAM REMODELING
PAINTING PLUMBING LISTING PREP

Exp. # 1 (1-20)

MAINTENANCE & REPAIRS

HERNANDEZ PAINTING DECORATING 860435
PROPERTY RENOVATION, FOR ALL YOUR NEEDS
PAINTING, DRYWALL, WOODWORK REPAIR,
YARDWORK, HOUSE CLEANING, HANDYMAN JOBS
OVER 18 YEARS EXPERIENCE, REFERENCES
FAST SERVICE 818-895-3050, 818-916-0268, 213-214-6291

Exp. #1 (1-20)

Law Office of Jacob Houlian
Evictions, Easement Issues, Buyer/Seller Disputes
Broker/Agent Liability, Quiet Title, and more
Call 818-639-2626

Exp. #1 (01/20)

ADVERTISING



As a REALTOR®, you belong to the most knowledgeable and trustworthy group of professionals the industry has to offer. But how do you let clients know that?

Tell them. Show them.
Wear your REALTOR® pin with pride.



Only REALTORS® are members of the National Association of REALTORS®

LEGAL

DENNIS P. BLOCK & ASSOCIATES

The Number One Law Firm Specializing in

TENANT EVICTIONS

UNLAWFUL DETAINER



800 77 EVICT
(38428)



- Guaranteed rapid filings
- No office visit required
- Free telephone consultations
- More experience than any other law firm
- Lockout Management service available

FULL COLLECTION SERVICES

Open Monday through Saturday

\$150 (uncontested plus costs)

www.evict123.com

LEGAL

The Law Offices of

SL&G

Spile, Leff & Goor, LLP

16501 Ventura Boulevard
#610
Encino, Ca 91436

818.784.6899
www.spilelaw.com

REAL ESTATE

Park Regency Proudly Welcomes



Charles Twagira
CalBRE license # 02084969



PARK REGENCY

WWW.GROWWITHPARKREGENCY.COM

f FACEBOOK.COM/PARKREGENCY

818-363-6116 \ 10146 BALBOA BLVD., GRANADA HILLS, CA 91344
BRE #01231306



REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for Realtors® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

INSURANCE



FARMERS INSURANCE AGENCY OWNER OPPORTUNITY

OWN YOUR FUTURE

**UP TO 300% MONTHLY
BONUSES ON TOP
OF REGULAR
COMMISSIONS**

SAN FERNANDO VALLEY

jmoreano@farmersagent.com
farmersagent.com/jmoreano

Contact Us
(818) 564-4561



MARKETING

GET **more** LEADS

THE PREMIERE ONLINE MARKETING SOLUTION
FOR REAL ESTATE AGENTS & BROKERS



CALL TOLL-FREE **888-277-9779** VISIT **Point2.com**



TERMITE INSPECTION & FUMIGATION

NORDHAGEN AND DAUGHTERS

EXTERMINATING
COMPANY INC.

TERMITE INSPECTIONS & FUMIGATIONS

SRAR 2002 "AFFILIATE OF THE YEAR"

YOU'VE TRIED THE REST...
YOU DEMAND THE BEST...
PUT US TO THE TEST !!!

- ◆ We do our OWN fumigations (No Sub-Contractor)
- ◆ Salaried inspectors (NO COMMISSIONS)
- ◆ FREE inspection if competitive bid
- ◆ Computer generated, emailed reports
- ◆ Recommended repairs performed by our company
- ◆ Licensed, insured and bonded

800-933-7378 800-649-1922 FAX
818-886-3454 661-255-1902 FAX
661-254-2133

Affiliate member SRAR
Affiliate member REOMAC
Member PCOC (Pest Control Operators of California)
CA Reg. #PR 2861

REAL ESTATE

\$39 per month

**100%
COMMISSION**



GOLD STAR REALTY

We Offer:

- Full Time Experienced Broker
- Equipped Offices & Conference Rooms
- Most Southland MLS Services
- Friendly and Helpful staff

(818) 757-4567

20 YEARS IN BUSINESS

17815 Ventura Blvd., Suite 205, Encino

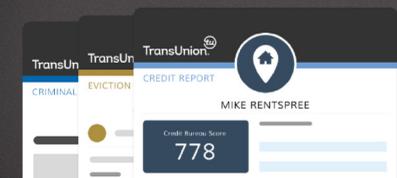
REAL ESTATE



Free Pro Version

(\$120/yr) for SRAR members only

- ✓ Completed Application
- ✓ TransUnion Credit Report
- ✓ TransUnion Score
- ✓ Criminal Background Check
- ✓ Eviction Check
- ✓ Document Upload
- ✓ Reference Checks



Exclusive Code: **SRARPro1Yr**
<http://SRAR.rentspree.com>

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for Realtors® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

HOME INSPECTION



One call checks them all.



General Physical Check



Chimney Check



Sewerline Check



Moisture & Mold Check

(818) 951-1795

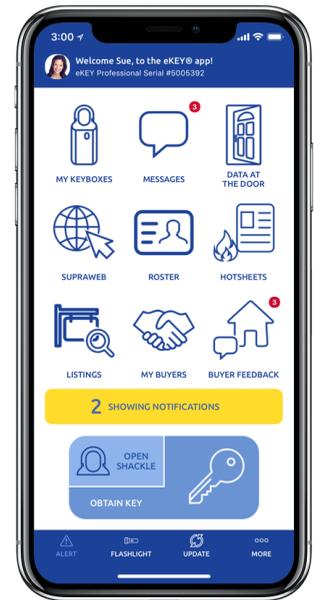


info@laroccainspections.com

ADVERTISING

New Year!
New Supra® eKEY® app!
New Apple Watch® compatibility!

More value than ever before...



supraekey.com



800-547-0252 • © 2018 United Technologies Corporation. All rights reserved. Supra is a part of UTC Climate, Controls & Security, a unit of United Technologies Corporation.

HOME INSPECTION

NEED A HOME INSPECTION?



818.788.1244



AMERICA'S HOME #1 INSPECTION FRANCHISE

john.schroeder@pillartopost.com
schroederteam.pillartopost.com

CLICK NOW FOR MORE INFO!

REAL ESTATE

PINNACLE
ESTATE PROPERTIES, INC.
WOODLAND HILLS OFFICE

For a Confidential discussion about your career call Armando.

818.715.0088

TIRED OF FRANCHISE FEES?

WANT MORE TRAINING?

WANT BETTER SPLITS?

BUILDING A TEAM?

JOIN PINNACLE ESTATE PROPERTIES

- Best Agent Splits
- New Agent Training
- True Collaborative Environment
- No Annual E&O Fee
- No Monthly Fees
- Team Opportunities
- In House Marketing
- Over 9 Office Locations Available to You



ARMANDO OLIVA
"THE REALTY PROFESSOR"
CalDRE#01345824
BOOK YOUR MEETING TODAY
818.715.0088

REALTOR® RESOURCE CENTER

These advertisements are published as a convenience for Realtors® Report readers. The publication of an advertisement is not intended as an endorsement or recommendation of the services offered.

The easiest way to track your expenses.



[Learn More](#)

Realtyzam - 25% Discount for SRAR Members

Realtyzam is a super easy accounting app built exclusively for real estate agents. If you've been looking for a simple tool to track your expenses, log your mileage, store your receipts, and instantly generate the report you need for your taxes, then you'll love Realtyzam. **SRAR members save 25%!**

[Click here](#) to learn more.

PRINTING

Southland REGIONAL Association of REALTORS

PRINT SHOP SERVICES

CALL US AT **818.947.2246**

Make Us Your Choice For All Your Printing Needs!

- Announcements
- Flyers
- Brochures
- Postcards
- Business Cards
- Labels
- NCR Forms
- Letterhead
- Door Hangers
- Color Copies
- Envelopes



REAL ESTATE & MORTGAGE



CRESTICO.com
All Things Real Estate & Mortgage

Experience

the Difference

Join Our Team

Helping You:

Get more business done.
Streamline your process.

We Offer:

Mentorship programs.
Advertising help desk.
Marketing help desk.

- Exceptionally competitive and flexible compensation.
- Training that emphasizes success strategies for you.
- Leadership in applying technology to your business.
- Ongoing training to keep you at forefront of industry.

(818) 784-2929



DRE # 01861921



FROM AGENT TO ADVISOR: GROW YOUR CAREER

WE ARE ENGEL & VÖKERS.

Your professional growth is our focus. Engel & Völkers provides every real estate professional in our network with access to a suite of resources and technology to grow their skill set -- and their business.

We want to be more than just another agent. As an Engel & Völkers advisor, we invest in you both at the brand and brokerage level, and you are never seen as “just a number”. Through our Advisor Business Planning Program and more than 120 live and on-demand courses and events, our network has access to proprietary educational programs taught by industry professionals and fellow advisors that focus on important topics, such as:

- Market Specialization
- Coaching and Professional Development
- Engel & Völkers Listing Presentation
- Growing Your Brand and Marketing
- Targeted Lead Generation
- Latest Technology That Drives Business

HOW CAN WE HELP YOU REACH AND EXCEED YOUR PROFESSIONAL GOALS?

NOW HIRING
EMAIL OR CALL TODAY FOR A CONFIDENTIAL INTERVIEW
SHERMANOAKS @EVREALESTATE.COM | +1 818-474-2275



ENGEL & VÖLKERS®