

November/December 2017

# REALTOR® REPORT

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

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## **HOLIDAY TOY DRIVE**

*Collect new, unwrapped toys for needy children*

**November 1, 2017 through December 15, 2017**

**Benefiting: Spark of Love**

**Volume 97 • Issue 11**

# IN MEMORIAM

Aileen Pickering

Passed away on October 11th just shy of her 92nd birthday at home in Palm Desert surrounded by loved ones. Born and raised in San Pedro, Ca. in 1925 to Norma and Allan Pickering. She then moved to Studio City where she became a Real Estate Agent/Broker and a long time member of SRAR. She last worked at King Realty when she retired to play golf 5 days a week. She leaves behind her daughter, also an agent at Dilbeck Real Estate, Studio City, Dale Duncan (Montano) Beck, Grandsons Martin and Michael Montano, Great Grandaughters, Gabrielle, Chloe, Brianna, Madison and Zoe Montano. Pre-deceased by her Grandson Brian (1963-1988).

Please go to [www.tributes.com](http://www.tributes.com) to read the full story of the life of this adventurous woman.



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### CONSUMER PRICE INDEXES

SEPTEMBER 2017

#### PERCENT CHANGE

	ONE MONTH ENDING	12 MONTHS ENDING
	Oct 2017	Oct 2017
Los Angeles - Riverside - Orange County	0.4	3.1



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## REALTOR® REPORT

The Official Publication of SRAR

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# SHARON BARRON NAMED REALTOR OF THE YEAR

BY NANCY STARCZYK, PRESIDENT, AND DAVID R. WALKER  
SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

The 9,800-member Southland Regional Association of Realtors recently bestowed its top honors on three distinguished real estate professionals, with Encino Realtor Sharon Barron selected as the 2017 Realtor of the Year.

Barron, with more than two-and-a-half decades of real estate experience, was the Association's president in 2013 and has served in virtually every capacity for an organization that ranks as one of the largest and finest local trade associations in the nation.

"I'm truly honored to be selected by my peers," Barron said at the annual awards luncheon. "Truly thankful to all who voted for me, and all who did not."

"I'm grateful to be part of a great organization like SRAR," she said. Herb Lambert, the 2016 Realtor of the Year, in announcing Barron's selection, said that the native of Philadelphia "brought teamwork and responsibility to roles on multiple committees."

The Association also voted to bestow its annual Service Award to Porter Ranch Realtor Philip W. Baron, while title insurance executive Sabrina Meyer was selected as the Affiliate of the Year.

Jessica Baca, the 2016 Affiliate honoree, said "getting to know Sabrina is to love her," noting that Meyer brought unflagging enthusiasm and fun to the Association's events committee.

Regarding the Service Award recipient,

last year's winner Michael Regilio said Baron, who was unable to attend the luncheon, "is in the forefront" of the profession.

"Peers, clients, and the community look to him for advice," Regilio said of Baron. "He's truly committed to our profession."

Nancy Starczyk, the 2017 president of SRAR, said the Association is a "wonderful source of leaders," noting that in the audience was Pat "Ziggy" Zicarelli, a past



Sharon Barron, left, was selected 2017 Realtor of the year. SRAR President Nancy Starczyk presented the honor to Barron.

president of SRAR and the California Association of Realtors. Also present was Steve White, who is a past SRAR president and C.A.R.'s current president-elect.

Starczyk said she was "honored" to have collaborated with so many stellar professionals who always "worked to make it better, to find a way to say 'Yes!'"

She thanked committee members

and chairs, including: John Shamoun, commercial investment; Nancy Troxell Carnahan, communications; Kristen Kalski, education; Lela Leong, equal opportunity; Gina Aguilera, ethics and arbitration; Gary Warschaw, events/community relations; Pat "Ziggy" Zicarelli, finance; Jim Ezell, charitable foundation; Gina Uzunyan, governmental affairs; Linda Susan Fox, grievance; Rich Pisani, MLS committee; Neal Adler, professional standards; Steve Spile, risk management;



Realtor Phil Baron honored with 2017 Association Service Award



Sabrina Meyer, left, received SRAR's Affiliate of the Year award from Jessica Baca, the 2016 recipient.



Graduates of the 2017 class of the Southland Regional Association of Realtors Leadership Academy are picture above.



2017 leadership and committee chairs of the Southland Regional Association of Realtors are picture above.

Olivia Chavez, YPN; Dean Vincent, Santa Clarita Valley governmental affairs; and Imelda Leono, Santa Clarita affiliates.

The awards luncheon also offered an opportunity to praise the next generation of leaders—real estate professionals who recently completed SRAR's Leadership Academy, including: Meny Atias, Ray Calnan, Ken Dorfman, Eleanor Dullas, Tracy Elman, Jayson Hooshmand, Kimberly Kemsley, Gerardo Lopez, Sammy Lopolo, Victoria Orozco-Reynoso, Ed Parada, Rafael Requena, Noli Reyes, Moises Salais, Dana Shine, Alyson Silverman, Nancy Starczyk, Hosep Stepanian, Diane Sydel, and Terri Weeks. Bob Kellar, a Realtor and councilmember for the City of Santa Clarita, served as MC of the luncheon.



## Call for Action:

### Protect Middle-Class Homeowners

Congress is threatening incentives for homeowners by eliminating tax rules that allow deduction of mortgage interest and state and local property tax payments on annual federal tax returns.

These incentives are critical for a strong housing market, which creates jobs and builds stable local communities. The average California homeowner could end up paying \$3,000 more a year in taxes under the current proposal. The mortgage interest deduction is one of the best on a list of reasons to buy a home, yet this incentive appears to be on the chopping block!

Eliminate the deduction and “sales volume will drop ... along with a very detrimental effect on the economy,” said Jamie Gregory, the deputy chief lobbyist for the National Association of Realtors. An estimated 2.5 million private-sector jobs are generated by the housing industry in an average year. “Once Congress hears from homeowners — the 75 million homeowners out there — things may change,” Gregory said.

“They would shrink the middle class and raise taxes on hundreds of thousands of California homeowners,” said Geoff McIntosh, president of the California Association of Realtors. “Homeownership has and continues to be the best way for families to grow wealth and increase the middle class. Congress should look at ways to incentivize and increase homeownership rates, not increase taxes on families wanting to buy a home.”

Act now! Call your local representative. Voice your opinion!



### Update Homes, Even in Sellers' Market

Some home sellers settle for a lower price or miss an opportunity when they fail to heed the advice of their Realtor regarding needed upgrades.



Realtor® Marty Kovacs,  
Chairman, Santa Clarita  
Valley Division, SRAR

That kernel of wisdom came in a recent press release from the Southland Regional Association of Realtors reporting home and condominium sales during September in the Santa Clarita Valley, which is served by Association members along with the San Fernando Valley.

Marty Kovacs, chairman of the Santa Clarita Valley Division of the Southland Regional Association of Realtors, noted that with the market tightening additional homes could have sold if only owners had updated their property.

“Sellers would be wise to understand that they need to adopt new strategies as the pool of prospective buyers shrinks due to rising prices,” Kovacs said. “People who decide to sell their home need to take

an honest look at the condition of their property.”

Kovacs said that in his experience he sees well-priced homes that would have sold if only the owner had updated the property.

“It’s invaluable information a seller must listen to when a buyer’s Realtor tells the seller that their client was interested, but didn’t make an offer because of needed improvements,” Kovacs said, “and then they went on to purchase a comparable property that did have the upgrades.”

Rather than missing an opportunity, quick fixes could yield tremendous results. Why not hire a home inspector before listing a home? Patch holes and cracks in ceilings and walls. Fix broken appliances and HVAC units. Silence leaky faucets. Clean stained or replace worn carpets. Fix cracked windows. Repaint dirty walls. Resolve roof issues.

Even in a market with multiple offers, eliminating obvious problems before listing could be cheaper than waiting and yield enormous benefits.

### Bring Light Rail to the East Valley

Realtors and readers — indeed, all residents of the San Fernando Valley — are encouraged to learn about and support construction in the East Valley of a planned light rail project instead of a bus transit option.

Public input is essential for this major mass transit project that would operate in the center or curb-lane along Van Nuys Boulevard from the Van Nuys Metro Orange Line Station north to San Fernando Road. At that juncture it would proceed northwest along San Fernando Road to the Sylmar/San Fernando Metrolink station—a distance of 9.2 miles.

Preliminary studies found: Van Nuys Boulevard has the second highest transit boardings in the San Fernando Valley, following the Metro Orange Line; On an average weekday, there are nearly 25,000 boardings on Metro buses operating on Van Nuys Boulevard; Approximately 50 percent of the Boulevard’s boardings occur along a 2.8 mile stretch, between the Metro Orange Line and Roscoe Boulevard, the same segment where transit users experience the slowest bus speeds of 10 mph during the afternoon rush hours. Light rail would run at 30 mph, minimum.

Send comments today via email to [customerRelations@metro.net](mailto:customerRelations@metro.net). For details and to find and fill out a comment form go online to: <https://www.metro.net/projects/east-sfv/>



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## SUPPLY SHORTAGE FRUSTRATES FIRST-TIME BUYERS

BY NANCY STARCZYK, PRESIDENT, AND DAVID R. WALKER  
SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

2017 will be remembered as the year when first-time homebuyers were eager and conditions were favorable, but the statewide, indeed nationwide, shortage of homes for sale stopped them cold.

Despite solid interest in buying a home – sparked by steady job gains, record low mortgage rates and soaring rents – the severe drought in housing supply in much of the country over the past year accelerated price growth and kept many first-time buyers out of the market.

This was a key finding in the 2017 Profile of Home Buyers and Sellers, which was recently released by the National Association of Realtors.

The survey identified numerous current consumer and housing trends that impacted buying and selling decision, including:

- The impact of mounting student debt balances and smaller down payments;

- The rise of single female and trade-up buyers;

- The growing occurrence of buyers paying the list price or higher;

- And the fact that nearly all respondents use a real estate agent to buy or sell a home, which kept for-sale-by-owner transactions at an alltime low of 8 percent for the third straight year.

In this year's

survey, the share of sales to first-time homebuyers inched backward to 34 percent, which was the fourth lowest share since 1981. In the 36-year history of NAR's survey, the long-term average of first-time buyer transactions was 39 percent.

"The dreams of many aspiring first-time buyers were unfortunately dimmed over the past year by persistent inventory shortages, which undercut their ability to become homeowners," said Lawrence Yun, NAR chief economist. "With the lower end of the market seeing the worst of the supply crunch, house hunters faced mounting odds in finding their first home. Multiple offers were a common occurrence, investors paying in cash had the upper hand, and prices kept climbing, which yanked homeownership out of reach for countless would-be buyers."

Solid economic conditions and millennials in

their prime buying years should be translating to a lot more sales to first-timers.

"But the unfortunate reality is that the nation's homeownership rate will remain suppressed until entry-level supply conditions increase enough to improve overall affordability," Yun said. Other key findings included:

- Sixty-five percent of recent buyers were married couples, 18 percent were single females, seven percent were single males, and eight percent were unmarried couples.

- Thirteen percent of homebuyers purchased a multigenerational home, to take care of aging parents, for cost savings, and because of children

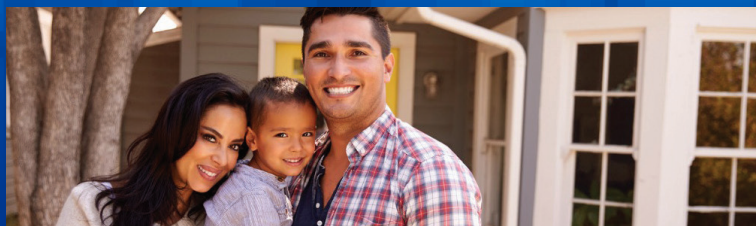
**'Ownership will remain suppressed until entry-level supply conditions increase enough to improve overall affordability'**

over the age of 18 moving back home.

- Eighty-nine percent of recent home buyers identified as heterosexual, three percent as gay or lesbian, one percent as bisexual, and seven percent preferred not to answer.

- Eighteen percent of recent homebuyers were veterans and three percent were active-duty service members.

- At 30 percent, the primary reason for purchasing a home was the desire to own a home of their own.



## 2017 Profile of Home Buyers and Sellers



# HOME SALES SLOWING AS TEPID SUMMER ENDS

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

Summer temperatures were scorchingly hot, yet the local housing market yielded tepid numbers due to a systemic shortage of homes for sale and prices rising too high for many would-be buyers, the Southland Regional Association of Realtors reported.

Realtors guided the closing of escrow on 542 single-family homes and 195 condominiums during September. Both numbers were down 3.6 percent and 4.4 percent, respectively.

“Prices are near pre-recession highs, or even higher, in some areas,” said Nancy Starczyk, president of the Association. “Some experts believe prices may have peaked, but there are those who feel they could go higher.

“Most real estate economists are predicting a strong year ahead. They forecast solid, steady growth—as much as 5 percent,” she said. “Homebuyers will need to be creative in matching their income and buying power to the lofty prices we see locally.”

The median price of the 542 homes that sold came in at \$660,000, up 6.5 percent from a year ago and just 1.7 percent below the record high of \$671,500, which was set this March.

The condominium median price of \$419,900 was up 12 percent from a year ago—a mere \$100 below the record high set this June.

“The key in 2018 and beyond is all about finding ways to increase inventory,” said Tim Johnson, the Association’s chief executive officer.

“Recent housing bills signed by Governor Brown are steps in the right direction,” he said. “However, we need to create more paths for people who wish to buy or to sell, and for developers to build. Most importantly, we have to keep our eye on the ball ... and that is creating more inventory.”



## Building a ‘Platinum Green’ Home

By Julie Jacobson, Chair, San Fernando Valley Branch  
U.S. Green Building Council—Los Angeles Chapter

“Platinum Green” homes rarely are open to the public, yet actor Ed Begley Jr. and his wife Rachel were eager and proud to display their stylish, gorgeous abode to visitors interested in learning how to create a “net zero” house.

In an ongoing campaign to educate Realtors and the public about homes that produce at least as much energy as they consume, the Partners in Conservation subcommittee of the Equal Opportunity Committee of the 9,800-member Southland Regional Association of Realtors recently toured the Begleys’ 3,800-square-foot LEED Platinum home.

Only steps from Ventura Boulevard, the home is in a peaceful pocket of Studio City on a large lot studded with majestic, mature oak trees

and stylish. LEED Platinum is the highest green rating a building can receive from the U.S. Green Building Council, but as the attendees could attest, no creature comforts were lacking. Energy saving features included extra insulation throughout all wall cavities, dual-paned windows, a roof panel with insulating foam, plentiful natural lighting, LED bulbs throughout, and solar hot water heating—all of which contributed to making the home “net zero.” In fact, the Begleys pay a pittance to charge their electric car.

Some of the exterior green features included an organic garden—both are vegan—a 10,000 gallon rainwater cistern and a grey water capture tank, with pumps at the rear

of the property, native low-water landscaping, a large hidden roof solar array, a composting area, and permeable hardscaping. The prior home on the lot was sensitively deconstructed, not merely demolished, allowing for conservation of



Pictured from left to right: Julie Jacobson, Terri Weeks, Oscar Sol, Diane and Ed Begley Jr., Nuntawan Gerhard, and Sylvia Hanna.

materials. The entire process was documented in a web series that detailed the process from beginning to LEED green. To add a final exclamation point to an already remarkable day, the Begleys embraced their guests with



# PLANNED TAX REFORM HITS OWNERS HARD

BY NANCY STARCZYK, PRESIDENT

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

There's a reason homeownership is still considered the "American Dream." A home is a place to create memories, a means for building wealth, and a pathway to strength and stability in the communities we all call home.

Here in the San Fernando and Santa Clarita Valleys, things are no different, and that's something for lawmakers to remember as Congress embarks on an effort for comprehensive tax reform.

Middle-class families have built wealth for centuries through homeownership and real estate investment. Homeownership allows families to protect themselves against rising rents and inflation, while offering an opportunity to build equity over time.

Let's face it: most families can't get a loan to purchase stocks or invest in a mutual fund, but they can get a safe mortgage product at competitive rates to invest in a home. It's a tremendous mechanism for building wealth that shouldn't be taken away.

Best of all, homeowners aren't the only

ones who benefit. For every two homes sold, a job is created. In all, home sales support an average of more than 2.5 million private-sector jobs every year. At almost \$3 trillion, real estate accounts for more than 16 percent of the U.S. gross domestic product. At the state level it accounts for more than 20 percent of the



GDP.

That's a big part of why, for over a century, the American tax code has incentivized homeowners. The country's leaders acknowledge that a strong, stable housing market is good for everyone, which is why it deserves support.

Important tax incentives such as the mortgage interest deduction and the state and local tax deduction are a part of the tax code to ensure all creditworthy families have a fighting chance at the American Dream.

If those incentives went away, homebuyers would see their dream

pushed further out of reach, while current homeowners would have the welcome mat pulled right out from under them.

Comprehensive tax reform is a worthy goal, and lawmakers should be applauded for their ambitious approach.

But the proposed legislation includes a cap on mortgage interest deduction at \$500K for new mortgages, limits on the exemption on Capital Gains Tax from the sale of a primary residence, elimination of the deduction for state and local income or sales taxes, elimination of the Mortgage Interest Deduction for second homes, elimination of the deduction for moving expenses, elimination of the deduction for personal casualty losses, such as from earthquakes or wildfires, elimination of the deduction on interest on student loans and

elimination of the deduction for medical expenses, even for the elderly. All this from a bill that is supposed to improve the current system.

That could mean the average California homebuyer could end up paying \$3,000 more a year in taxes under the current proposal.

As Congress continues working through this process, however, the incentives that put homeownership within reach for millions of Americans deserve full support from both sides of the aisle.

Take action now! Contact Congress today to oppose this reform.

## Survey Reveals Home Buyer, Seller Desires

Building on last week's story, here are more insights on home buyer and seller trends and desires from the recent nationwide survey offered by the National Association of Realtors.

- Buyers of new homes made up 15 percent and buyers of previously owned homes made up 85 percent.
- Most recent buyers who purchased new homes were looking to avoid renovations and problems with plumbing or electricity at 36 percent. Buyers who purchased previously-owned homes were most often considering a better price at 32 percent.
- Detached single-family homes continue to be the most common home type for recent buyers at 83 percent, followed by seven percent of buyers choosing townhomes or row houses.
- Senior-related housing stayed the same this year at 13 percent, with 16 percent of buyers typically purchasing condos and six percent purchasing a townhouse.
- There was a median of only 15 miles between the homes that recent buyers purchased and the homes that they moved from.
- Heating and cooling costs were the most important environmental features for recent home buyers, with 85 percent finding these features at least somewhat important.
- Overall, buyers expect to live in their homes for a median of 15 years, while 18 percent say that they are never moving.

## Homebuyer Grants Available for Recent College Graduates

Grants of \$2,500 will be awarded to qualifying first-time homebuyers who are recent college graduates as part of the Southland Regional Association of Realtors' Charitable Foundation's 2017 Homebuyer Grant Program.



The grants are offered in partnership with the California Association of Realtors' Housing Affordability Fund. Each grant can be used to defray closing costs in the purchase of a home using the services of a member of the Southland Regional Association of Realtors.

SRAR and C.A.R. each year offer multiple grants to qualified prospective homebuyers who meet specific qualifications.

For more details, go to [www.srar.com/grants](http://www.srar.com/grants). There are a limited number of grants, which will be awarded to applicants on a first-come, first-serve basis.



More than 50 people eager for their piece of the American Dream attended one of the recent, regularly scheduled free seminars for prospective homebuyers offered by the Southland Regional Association of Realtors. Every phase of the buying process was covered by speakers, including: Realtor Patricia Beltran; tax expert Steven Roy; credit and finance expert Jacqueline Molina; and Ira Hart, who spoke about the need for hazard insurance.



# HOLIDAY TOY DRIVE

*Collect new, unwrapped toys for needy children*



**November 1, 2017  
through  
December 15, 2017**

*Bring all collected toys to the SRAR Van Nuys Office  
by the 15th so we can deliver to the Fire Department  
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SOUTHLAND REGIONAL  
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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!

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**\$25**

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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 Debra Howard at 7232 Balboa Blvd. Van Nuys, CA, 91406

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Brian Hatkoff, CCIM

## ABC's of Commercial Real Estate

Wednesday, January 31, 2018  
9:00 am - 10:30 am

*An Introduction to the practical applications of Commercial Real Estate and how it differs from Residential Real Estate*



Heather Boren

## Introduction to Leasing

Wednesday, February 7, 2018  
9:00 am - 10:30 am

*An introduction to leasing of Commercial properties which touches upon the different types of properties including Retail, Office and Industrial*

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RESIDENTIAL PROPERTIES LISTED

1,306

OCTOBER 2017 SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED

1,233

RESIDENTIAL PROP. ESCROW CLOSED

1,213

ACTIVE INVENTORY:

EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
NEW LISTINGS	114	170	132	177	204	797	1,306
TOTAL ACTIVE LISTINGS	182	239	219	268	338	1,080	2,326
AVERAGE DAYS ON MARKET	81	71	65	63	74	70	79
AVERAGE LIST PRICE IN THOUSANDS	530.9	1,131.3	1,250.3	798.1	1,587.1	1,116.5	972.5
MEDIAN LIST PRICE IN THOUSANDS	499.0	849.0	777.0	670.0	850.0	699.0	595.0
BOMS	18	28	30	39	40	155	266
AVERAGE BOM PRICE IN THOUSANDS	470.3	889.5	868.3	655.2	852.1	768.1	649.9
BOM TO SALE RATIO	18.4	21.1	23.6	22.0	24.4	21.9	21.9
EXPIRATIONS	7	20	12	15	32	86	160

PENDING SALES:

NEW ESCROWS OPENED	96	144	127	182	210	759	1,233
TOTAL YTD ESCROWS OPENED	1,055	1,461	1,231	1,632	1,804	7,183	12,199
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	38	32	37	30	46	37	41
NEW OPEN ESCROWS AVERAGE LIST PRICE	471.4	861.0	807.9	653.2	857.3	752.0	650.3

CLOSED SALES:

NEW ESCROWS CLOSED	98	133	127	177	164	699	1,213
TOTAL YTD ESCROWS CLOSED	1,010	1,427	1,204	1,542	1,706	6,899	11,731
VOLUME OF NEW SALE DOLLARS IN MILLIONS	45,009	108,254	103,279	110,134	131,913	498,590	757,206
VOLUME OF TOTAL YTD SALES IN MILLIONS	438,687	1,176,958	1,014,220	970,138	1,398,883	4,998,886	7,478,271
AVERAGE SALE PRICE IN THOUSANDS	459.3	813.9	813.2	622.2	804.3	713.3	624.2
MEDIAN SALE PRICE IN THOUSANDS	475.0	675.0	570.0	603.8	645.0	585.0	520.0
COOP SALES	78	107	104	145	141	437	1,012
PERCENT OF COOP SALES	79.6	80.5	81.9	81.9	86.0	83.3	83.4
AVERAGE DAYS ON MARKET	32	32	35	35	55	39	40
SALES AT LIST PRICE	72	69	65	105	68	379	662
PERCENT OF SALES AT LIST PRICE	73.5	51.9	51.2	59.3	41.5	54.2	54.6
SALES TO LISTING INVENTORY RATIO	53.8	55.6	58.0	66.0	48.5	56.1	52.1
FINAL SALE TO NEW LISTING RATIO	86.0	78.2	96.2	100.0	80.4	87.7	92.9

CLOSED SALES TYPE

FORECLOSURE/REO	0	0	1	3	0	4	16
SELLER CONCESSIONS	0	0	0	0	0	0	0
SHORT SALE	5	3	2	1	0	6	17
STANDARD	91	128	122	169	163	673	1,157
OTHER	2	2	2	4	1	11	23

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %	
LESS THAN 100,000	11	4	1	15483	31.1
100,000 TO 109,999	198	9	3	36999	22.6
110,000 TO 119,999	64	7	1	4900	4.1
120,000 TO 139,999	94	8	2	569500	49.7
140,000 TO 159,999	141	18	3	1600	0.4
160,000 TO 179,999	55	15	7	7415	2.8
180,000 TO 199,999	44	29	11	19036	7.4
200,000 TO 249,999	39	59	29	7262	2.6
250,000 TO 299,999	37	164	98	38	1.0
300,000 TO 349,999	43	123	111	50	0.6
350,000 TO 399,999	41	139	78	37	1.9
400,000 TO 449,999	33	127	73	30	0.8
450,000 TO 499,999	34	165	91	44	1.8
500,000 TO 549,999	45	142	106	54	0.3
550,000 TO 599,999	34	154	91	47	8.1
600,000 TO 699,999	34	215	152	80	1.8
700,000 TO 799,999	33	151	85	56	0.9
800,000 TO 899,999	59	126	44	31	1.9
900,000 TO 999,999	34	88	38	22	2.3
1,000,000 TO 1,999,999	39	345	114	79	4.0
MORE THAN 2,000,000	73	187	25	16	63.9
TOTALS	40	2326	641	15439	0.8

LISTINGS

15,525

2017 RMLS TOTAL - \$ VOLUME

\$7,477,157,000

SALES

11,816

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 2011-2017**  
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)  
TOTAL MONTH BY MONTH

	2012				2013				2014				2015				2016				2017			
	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	1,481	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	1,257	760	448.4	60.5	1,255	886	572.0	70.6
FEB	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	1,402	730	433.9	52.1	1,256	804	505.4	64.0
MAR	1,515	1085	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	1,552	1,050	640.1	67.7	1,732	1,167	739.9	67.4
APR	1,387	1,140	448.8	82.2	1,549	1,114	559.3	71.9	1,548	1,124	589.4	72.6	1,733	1,168	657.4	67.4	1,656	1,111	658.9	67.1	1,580	1,116	697.6	70.6
MAY	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	1,633	1,169	680.5	71.6	1,794	1,317	862.1	73.4
JUNE	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	1,742	1,299	785.0	74.6	1,734	1,481	955.8	85.4
JUL	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	1,644	1,163	745.4	70.7	1,726	1,177	784.5	68.2
AUG	1,308	1,273	508.3	97.3	1,581	1,196	623.6	75.6	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
SEPT	1,276	1,058	419.7	82.9	1,399	1,072	543.8	74.9	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	1,2741	786	85.3
OCT	1,339	1,246	502.7	93.1	1,446	1,106	556.1	76.5	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
NOV	1,087	1,114	452.9	102.5	1,064	985	486.7	92.6	1,102	905	463.6	82.1	1,054	990	526.5	93.9	1,119	1,028	624.0	92.2				
DEC	771	1,263	534.9	163.8	818	1,091	536	133.4	867	1,105	581.4	127.5	801	1,111	615	138.7	759	1,152	692.3	151.8				
TOTAL	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	17,713	13,200	7,376.5	74.5	1,7361	1,3005	787.9	74.9				
AVG. SALE PRICE			<b>\$392,470</b>				<b>\$479,270</b>				<b>\$525,464</b>				<b>\$558,825</b>				<b>\$605,843</b>					



## SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR OCTOBER 2017

<b>ACTIVE INVENTORY</b>	<b>EN</b>	<b>ES</b>	<b>CS</b>	<b>WN</b>	<b>WS</b>	<b>SFV TOTAL</b>	<b>EXT</b>	<b>TOTAL</b>
New Listings .....	88	135	92	141	158	614	402	1,016
Total Active Listings .....	145	197	166	215	282	1,005	903	1,908
Average Days on Market .....	81	64	62	64	75	69	92	80
Average List Price in Thousands .....	574.8	1,251.1	1,466.4	869.3	1,802.6	1,262.2	863.2	1,073.3
Median List Price in Thousands .....	519.9	949.0	1,099.0	699.5	950.0	789.0	429.0	639.9
BOMS .....	14	14	18	25	36	107	90	197
Average BOM Price in Thousands .....	521.4	1,138.6	1,127.9	744.8	893.6	881.6	499.8	707.2
BOM to Sale Ratio .....	20.0	16.5	21.7	17.9	28.1	21.1	22.4	21.7
Expirations .....	2	17	7	12	29	67	60	127
<b>PENDING SALES</b>								
New Escrows Opened .....	72	102	75	145	164	558	379	937
Total YTD Escrows Opened .....	767	941	831	1,264	1,386	5,189	3,953	9,142
New Open Escrows Average Days on Market .....	35	29	33	29	49	36	48	41
New Open Escrows Average List Price .....	510.8	991.9	1,080.0	700.4	966.9	858.6	500.4	713.7
<b>CLOSED SALES:</b>								
New Escrows Closed .....	70	85	83	140	128	506	402	908
Total YTD Escrows Closed .....	741	917	818	1,192	1,300	4,968	3,804	8,772
Volume of New Sales Dollars in Millions .....	35.256	78.655	83.081	94.081	116.664	407.736	206.779	614.515
Volume of total YTD Sales in Millions .....	346.687	916.647	844.786	816.288	1,206.982	4,131.391	2,000.412	6,131.803
Average Sale price in Thousands .....	503.7	925.3	1,001.0	672.0	911.4	805.8	514.4	676.8
Median Sale Price in Thousands .....	485.9	800.0	680.0	635.0	710.0	648.0	350.0	565.0
Coop Sales .....	55	67	65	115	111	413	337	750
Percent of Coop Sales .....	78.6	78.8	78.3	82.1	86.7	81.6	83.8	82.6
Average Days on Market .....	32	30	34	38	55	39	40	40
Sales at List Price .....	51	42	45	75	50	263	224	487
Percent of Sales at List Price .....	72.9	49.4	54.2	53.6	39.1	52.0	55.7	53.6
Sales to Listing Inventory Ratio .....	48.3	43.1	50.0	65.1	45.4	50.3	44.5	47.6
Final Sale to New Listing Ratio .....	79.5	63.0	90.2	99.3	81.0	82.4	100.0	89.4
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO .....	0	0	1	3	0	4	12	16
Seller Concessions .....	0	0	0	0	0	0	0	0
Short Sale .....	3	3	1	0	0	7	5	12
Standard .....	67	80	79	133	128	487	373	860
Other .....	0	2	2	4	0	8	12	20

## SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR OCTOBER 2017

<b>ACTIVE INVENTORY</b>	<b>EN</b>	<b>ES</b>	<b>CS</b>	<b>WN</b>	<b>WS</b>	<b>SFV TOTAL</b>	<b>EXT</b>	<b>TOTAL</b>
New Listings .....	26	35	40	36	46	183	107	290
Total Active Listings .....	37	42	53	53	56	241	177	418
Average Days on Market .....	79	101	76	58	69	75	71	73
Average List Price in Thousands .....	358.6	569.5	573.4	509.6	501.7	509.0	516.4	512.2
Median List Price in Thousands .....	345.0	499.0	460.0	449.0	418.0	425.0	429.9	425.0
BOMS .....	4	14	12	14	4	48	21	69
Average BOM Price in Thousands .....	291.1	640.5	479.0	495.1	478.1	515.1	420.5	486.3
BOM to Sale Ratio .....	14.3	29.2	27.3	37.8	11.1	24.9	18.8	22.6
Expirations .....	5	3	5	3	3	19	14	33
<b>PENDING SALES</b>								
New Escrows Opened .....	24	42	52	37	46	201	95	296
Total YTD Escrows Opened .....	288	520	400	368	418	1,994	1,063	3,057
New Open Escrows Average Days on Market .....	47	40	42	36	37	40	39	40
New Open Escrows Average List Price .....	353.1	543.3	415.5	468.4	466.6	456.2	436.1	449.7
<b>CLOSED SALES:</b>								
New Escrows Closed .....	28	48	44	37	36	193	112	305
Total YTD Escrows Closed .....	269	510	386	350	406	1,921	1,038	2,959
Volume of New Sales Dollars in Millions .....	9.753	29.600	20.198	16.053	15.249	90.853	51.837	142.691
Volume of total YTD Sales in Millions .....	92.000	260.311	169.434	153.849	191.901	867.496	477.858	1,345.354
Average Sale price in Thousands .....	348.3	616.7	459.1	433.9	423.6	470.7	462.8	467.8
Median Sale Price in Thousands .....	320.0	535.0	390.0	425.0	356.0	415.0	410.0	410.0
Coop Sales .....	23	40	39	30	30	162	100	262
Percent of Coop Sales .....	82.1	83.3	88.6	81.1	83.3	83.9	89.3	85.9
Average Days on Market .....	31	35	36	23	56	36	50	41
Sales at List Price .....	21	27	20	30	18	116	59	175
Percent of Sales at List Price .....	75.0	56.3	45.5	81.1	50.0	60.1	52.7	57.4
Sales to Listing Inventory Ratio .....	75.7	114.3	83.0	69.8	64.3	80.1	63.3	73.0
Final Sale to New Listing Ratio .....	107.7	137.1	110.0	102.8	78.3	105.5	104.7	105.2
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO .....	0	0	0	0	0	0	0	0
Seller Concessions .....	0	0	0	0	0	0	0	0
Short Sale .....	2	0	1	1	0	4	1	5
Standard .....	24	48	43	36	35	186	111	297
Other .....	2	0	0	0	1	3	0	3

## SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR OCTOBER 2017

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	12	6	37	27	11	42	11	47	193	66	259
Total Active Listings	46	22	94	47	35	70	18	70	402	140	542
Average Days on Market	112	110	82	62	84	67	89	57	78	85	80
Average List Price in Thousands	685.4	888.8	662.4	682.3	744.5	726.6	853.5	837.3	737.1	610.0	704.3
Median List Price in Thousands	625.0	790.0	585.0	588.5	629.0	630.0	798.0	695.0	649.0	399.9	615.0
BOMS	2	1	16	7	4	12	2	4	48	19	67
Average BOM Price in Thousands	369.8	275.0	510.7	517.7	528.5	523.6	1,112.5	670.0	544.0	495.0	530.1
BOM to Sale Ratio	40.0	25.0	39.0	35.0	28.6	26.1	18.2	7.4	24.6	30.6	26.1
Expirations	3	0	3	3	2	2	1	5	19	7	26

### PENDING SALES

New Escrows Opened	8	4	44	27	19	51	11	41	205	69	274
Total YTD Escrows Opened	103	47	483	260	163	493	115	529	2,193	697	2,890
New Open Escrows Average Days on Market	74	71	46	48	69	40	36	37	46	40	45
New Open Escrows Average List Price	747.7	650.0	639.7	591.2	546.9	581.3	838.0	731.3	643.6	419.9	587.2

### CLOSED SALES:

New Escrows Closed	5	4	41	20	14	46	11	54	195	62	257
Total YTD Escrows Closed	102	45	464	249	148	468	107	514	2,097	676	2,773
Volume of New Sales Dollars in Millions	2.670	2.148	21.931	11.478	8.538	26.356	10.216	39.876	123.214	27.399	150.612
Volume of total YTD Sales in Millions	51.369	28.612	255.584	136.933	88.958	283.131	88.663	346.417	1,279.666	291.452	1,571.118
Average Sale price in Thousands	534.0	537.0	534.9	573.9	609.9	573.0	928.7	738.5	631.9	441.9	586.0
Median Sale Price in Thousands	550.0	463.0	515.0	580.0	570.0	540.0	855.0	652.0	580.0	336.0	565.0
Coop Sales	5	3	35	18	12	39	10	44	166	56	222
Percent of Coop Sales	100.0	75.0	85.4	90.0	85.7	84.8	90.9	81.5	85.1	90.3	86.4
Average Days on Market	110	146	85	76	72	76	83	90	84	82	84
Sales at List Price	2	1	21	10	7	22	6	25	94	32	126
Percent of Sales at List Price	40.0	25.0	51.2	50.0	50.0	47.8	54.5	46.3	48.2	51.6	49.0
Sales to Listing Inventory Ratio	10.9	18.2	43.6	42.6	40.0	65.7	61.1	77.1	48.5	44.3	47.4
Final Sale to New Listing Ratio	41.7	66.7	110.8	74.1	127.3	109.5	100.0	114.9	101.0	93.9	99.2

### 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	1	0	1	0	1	0	1	4	3	7
Standard	5	3	41	19	13	44	11	53	189	59	248
Other	0	0	0	0	1	1	0	0	2	0	2

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR OCTOBER 2017

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	26	0	15	13	7	30	91	11	102
Total Active Listings	2	0	21	1	14	10	5	25	78	17	95
Average Days on Market	137	0	42	162	65	43	35	60	56	88	61
Average List Price in Thousands	617.5	0.0	342.3	375.0	285.0	408.8	513.8	514.9	414.3	440.4	419.0
Median List Price in Thousands	575.0	0.0	339.0	375.0	275.0	395.0	429.0	455.0	375.0	454.9	380.0
BOMS	0	0	4	0	5	5	2	3	19	3	22
Average BOM Price in Thousands	0.0	0.0	326.8	0.0	342.9	402.3	510.0	428.0	386.1	557.7	409.5
BOM to Sale Ratio	0.0	0.0	21.1	0.0	20.0	33.3	200.0	77.1	18.8	18.8	18.8
Expirations	0	0	0	1	2	1	0	1	5	1	6

### PENDING SALES

New Escrows Opened	0	0	19	0	16	13	5	40	93	15	108
Total YTD Escrows Opened	3	0	241	14	179	143	55	377	1,012	120	1,132
New Open Escrows Average Days on Market	0	0	35	0	18	18	36	21	24	29	25
New Open Escrows Average List Price	0.0	0.0	343.9	0.0	322.1	407.4	531.6	413.1	388.9	420.9	393.3

### CLOSED SALES:

New Escrows Closed	2	0	19	0	25	15	1	39	101	16	117
Total YTD Escrows Closed	3	0	238	15	174	135	52	363	980	114	1,094
Volume of New Sales Dollars in Millions	1.279	0.000	5.975	0.000	7.647	6.168	0.450	15.807	37.326	7.594	44.920
Volume of Total YTD Sales in Millions	1.769	0.000	78.278	6.229	53.427	52.735	21.886	150.292	364.616	49.128	413.745
Average Sale price in Thousands	639.5	0.0	314.5	0.0	305.9	411.2	450.0	405.3	369.6	474.6	383.9
Median Sale Price in Thousands	599.0	0.0	315.0	0.0	325.0	389.0	450.0	389.0	354.5	415.0	364.9
Coop Sales	2	0	17	0	22	11	1	33	86	14	100
Percent of Coop Sales	100.0	0.0	89.5	0.0	88.0	73.3	100.0	84.6	85.1	87.5	85.5
Average Days on Market	106	0	64	0	64	62	72	62	64	71	65
Sales at List Price	1	0	15	0	16	9	1	19	61	8	69
Percent of Sales at List Price	50.0	0.0	78.9	0.0	64.0	60.0	100.0	48.7	60.4	50.0	59.0
Sales to Listing Inventory Ratio	100.0	0.0	90.5	0.0	178.6	150.0	20.0	156.0	129.5	94.1	123.2
Final Sale to New Listing Ratio	0.0	0.0	73.1	0.0	166.7	115.4	14.3	130.0	111.0	145.5	114.7

### CLOSED SALES TYPE

Foreclosure / REO	0	0	1	0	0	0	0	0	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	2	0	18	0	23	15	1	39	98	16	114
Other	0	0	0	0	2	0	0	0	2	0	2



RESIDENTIAL PROPERTIES LISTED

361

RESIDENTIAL PROP. ESCROW OPENED

382

RESIDENTIAL PROP. ESCROW CLOSED

374

OCTOBER 2017 SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY:

AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
12	6	63	27	26	55	18	77	284	77	361
48	22	115	48	49	80	23	95	480	157	637
113	110	75	64	79	64	77	58	75	85	77
682.5	888.8	603.9	675.9	613.2	686.9	779.6	752.5	684.6	591.6	661.7
625.0	790.0	540.0	575.0	537.5	615.0	789.0	664.9	610.0	400.0	575.0
2	1	20	7	9	17	4	7	67	22	89
369.8	275.0	473.9	517.7	425.4	487.9	811.2	566.3	499.2	503.5	500.3
28.6	25.0	33.3	35.0	23.1	27.9	33.3	7.5	22.6	28.2	23.8
3	0	3	4	4	3	1	6	24	8	32

PENDING SALES:

8	4	63	27	35	64	16	81	298	84	382
106	47	724	274	342	636	170	906	3,205	817	4,022
747.7	650.0	550.5	591.2	444.2	546.0	742.3	574.2	564.1	420.1	532.4

CLOSED SALES:

7	4	60	20	39	61	12	93	296	78	374
105	45	702	264	322	603	159	877	3,077	790	3,867
3,949	2,148	27,906	11,478	16,185	32,524	10,666	55,684	160,540	34,993	195,532
53,138	28,612	333,862	143,162	142,384	335,867	110,549	496,709	1,644,283	340,580	1,984,863
564.1	537.0	465.1	573.9	415.0	533.2	888.8	598.8	542.4	448.6	522.8
550.0	463.0	480.0	580.0	361.0	525.0	780.0	569.0	525.0	375.0	505.0
7	3	52	18	34	50	11	77	252	70	322
100.0	75.0	86.7	90.0	87.2	82.0	91.7	82.8	85.1	89.7	86.1
109	146	78	76	67	73	82	78	77	80	78
3	1	36	10	23	31	7	44	155	40	195
42.9	25.0	60.0	50.0	59.0	50.8	58.3	47.3	52.4	51.3	52.1
14.6	18.2	52.2	41.7	79.6	76.3	62.2	97.9	61.7	58.7	58.7
58.3	66.7	95.2	74.1	150.0	110.9	66.7	120.8	104.2	101.3	103.6

CLOSED SALES TYPE

FORECLOSURE/REO	0	0	1	0	0	0	0	1	0	1
SELLER CONCESSIONS	0	0	0	0	0	0	0	0	0	0
SHORT SALE	0	1	0	1	1	0	1	4	3	7
STANDARD	7	3	59	19	36	12	92	287	75	362
OTHER	0	0	0	0	3	0	0	4	0	4

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION	%
LESS THAN 100,000	102	2	2	108695	47.9
100,000 TO 109,999	0	0	0	N/A	0.0
110,000 TO 119,999	0	0	0	N/A	0.0
120,000 TO 139,999	45	1	1	25000	16.7
140,000 TO 159,999	11	1	1	500	0.3
160,000 TO 179,999	23	3	3	9495	4.8
180,000 TO 199,999	18	5	3	3725	1.9
200,000 TO 249,999	18	20	9	16877	4.7
250,000 TO 299,999	20	19	8	3924	0.9
300,000 TO 349,999	27	31	10	2605	0.6
350,000 TO 399,999	26	37	20	9473	1.4
400,000 TO 449,999	17	38	13	4884	1.0
450,000 TO 499,999	35	59	15	6066	0.9
500,000 TO 549,999	28	55	47	8525	1.5
550,000 TO 599,999	31	58	23	15076	3.4
600,000 TO 699,999	41	108	52	17169	2.5
700,000 TO 799,999	31	69	21	10279	1.0
800,000 TO 899,999	34	23	4	42994	3.9
900,000 TO 999,999	37	4	4	32814	3.4
1,000,000 TO 1,999,999	56	61	12	44261	3.5
MORE THAN 2,000,000	497	12	1	350250	13.0
TOTALS	32	637	205	14311	2.2

LISTINGS

4,740

2017 RMLS TOTAL - \$ VOLUME

\$1,984,863,000

SALES

3,882

\*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

[illegible]



# 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.

## PROFESSIONAL SERVICES

### DECLUTTER • ORGANIZE

Open Houses - Moves - Photos  
Janet Fishman, Organizer  
818-349-6330/213-359-0389  
www.janetfishmanorganizer.com

Exp. #1 (1-1-18)

## ADVERTISING



Who would've thought something so small could say so much about you?

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.



## PROFESSIONAL SERVICES

### MICROBIAL TESTING

Mold • Lead • Abestos • Soil  
Pamela Silver, CEP, QCM  
818-822-6815  
www.pristineaire.net

Exp. #1 (1-1-18)

UNDERCOVER HOME INSPECTIONS  
RESIDENTIAL AND COMMERCIAL  
INSPECTIONS COMPLETE AND THOROUGH  
818-692-1965

Exp. #1 (1-1-18)

RETROFITTING HOME INSPECTION  
CROWN CONSTRUCTION G.C. B850720  
818-635-9910 G. 818-290-3015 ADAM  
PAINTING PLUMBING MASONRY AND ALL

Exp. #1 (1-1-18)

### 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.

### VACANT HOME CLEANING SPECIALIST

APPLE CLEANING/PAINT. FORECLOSURES, HAULING.  
(661)298-2084 JOHN/JUNECARPETSHAMP00(818)929-9242  
REGULAR WK/LY

Exp. #12 (12-17)

### 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.

## TERMITE INSPECTION

### Termite Inspection Retrofitting Inspection

#### Termite Inspection

- Fast report (fax or e-mail)
- Bill to escrow
- Free inspection if competitive bid
- All works fully guaranteed
- We will beat or meet other bid

#### Retrofitting Inspection

- Gas shut-off valve
- Water conservation
  - Ultra low flow toilet
  - Shower head
  - Certificate of compliance
- Smoke detector
- Window safety glazing
- Carbon Monoxide Detector

#### 'ECO HOME SAFE, INC'.

Call: (818) 886-7378  
(310) 328-7378



Get two inspections for one call

## ADVERTISE IN THE REALTOR® REPORT

Make your ad  
**POP!**  
With Color!

\*Place a display ad and see your Company advertised on our website!

visit the "print shop" link for more information at:

www.srar.com

or call

(818) 947-2244

\*Ads on srar.com may vary from display ad in content and form. Web ads are designed by the SRAR Graphics Department. Southland Regional does not constitute endorsement of the products or services advertised in our publication, REALTOR REPORT, or on www.srar.com.

## REAL ESTATE

### Free Workshops

You are invited to stop in any weekday morning, Monday through Friday, and experience one of our workshops that focus on motivation, attitude and training. These workshops are designed to benefit all of us. Come experience the Park Regency difference.

Monday	Tuesday	Wednesday	Thursday	Friday
<b>9am-10am:</b> Motivational Mindset Message from Joe Alexander, President	<b>9am-10am:</b> Scott Green Action Planning  <b>10am-11am:</b> Contracts Class (As Scheduled)	<b>9am-10am:</b> Ken Engeron Time Management & Accountability	<b>8:30am-9am:</b> Joe Alexander Coaching  <b>9am-10am:</b> Steve Neuman & Scott Green Script & Accountability Training	<b>9am-10am:</b> General Sales Meeting



WWW.GROWWITHPARKREGENCY.COM

f FACEBOOK.COM/PARKREGENCY

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

BRE #01231306



# REALTOR® RESOURCE CENTER

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## MARKETING

GET **more** LEADS

THE PREMIERE ONLINE MARKETING SOLUTION  
FOR REAL ESTATE AGENTS & BROKERS

GET MORE  
START YOUR FREE  
30-DAY TRIAL  
TODAY



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

**Point2**

## REAL ESTATE

Is your Client ...  
**BUYING OR SELLING  
A SOLAR HOME?**



**SOLARHAWK**  
will  
**MAXIMIZE  
YOUR SUCCESS!**

We help Realtors  
assess the True Value of  
any Solar deal so ...

**YOUR CLIENT  
ALWAYS WINS!**

Help Us Help You!



**SOLARHAWK**  
Residential Commercial Energy Broker  
www.TheSolarHawk.com  
818-402-4166

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**DENNIS P. BLOCK & ASSOCIATES**  
The Number One Law Firm Specializing in  
**TENANT EVICTIONS**  
**UNLAWFUL DETAINER**

MasterCard 800 77 EVICT (38428) DISCOVER VISA

- 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

**\$125 (uncontested plus costs)**

**www.evict123.com**

## 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

## TERMITE INSPECTION & FUMIGATION

**NORDHAGEN AND  
DAUGHTERS**  
EXTERMINATING  
COMPANY INC.

**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

**TERMITE INSPECTIONS & FUMIGATIONS**

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



# REALTOR® RESOURCE CENTER

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## FINANCIAL

### CRESTICO Realty + Funding



**Helping you:**  
Get more business done.  
Streamline your process.

**We Offer:**  
Mentorship programs.  
Advertising help desk.  
Marketing help desk.

Join Our Team



CRESTICO



CRESTICO



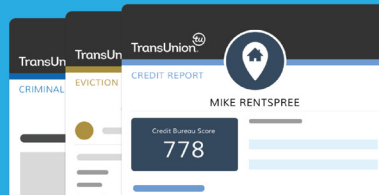
www.crestico.com

## REAL ESTATE



### FREE TOOL FOR AGENTS & BROKERS

### SCREEN TENANTS COLLECT APPLICATIONS



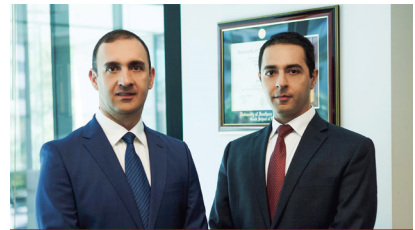
What's included?

1. Rental Application
2. Credit Report
3. Criminal Background
4. Eviction Report

**GET STARTED TODAY**

<http://srar.rentspree.com>

## LEGAL



THE  
**MARGARIAN** | LAW  
FIRM

From Real Estate  
& Business Litigation  
to Defective Vehicles  
(Lemon Law)

**THE ONLY LAW FIRM  
YOU WILL EVER NEED**

11 Years | 9 Attorneys  
1 LAW FIRM

(818)553-1000

## PRINTING

Southland Regional  
Association of Realtors® Inc.

(818) 947-2246

PRINT SHOP & GRAPHIC DESIGN SERVICES

**Make Us Your Choice For All Your Printing Needs!**

Our in-house graphic design team is standing by, so call today!



- ANNOUNCEMENTS
- BROCHURES
- BUSINESS CARDS
- NCR FORMS
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- ENVELOPES
- FLYERS
- POST CARDS
- LABELS
- LETTERHEAD
- COLOR COPIES

**Fast Turn Around! Competitive Pricing!**

## PROFESSIONAL SERVICES

— HOW WILL YOU —  
Be Remembered?

**BEST  
PERSONALIZED  
CLOSING GIFT**

**SNEAK A PEEK**



**ouzzwarmers**  
Be Remembered

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## AREA MEETING ANNOUNCEMENTS

### OUTWEST

Fridays

Chairperson: Cameron Byington  
Phone: (818) 987-4149

Co-Chair: Ron Henderson  
Phone: (818) 999-3981

Education Chairman: Ian Mayer  
Phone: (818) 298-3405

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

Meet & Greet 8:00 A.M. - 8:15 A.M.

Time: 8:15 A.M. - 9:30 A.M.

Affiliate Networking, MLS Pitches, Caravan,  
Guest Speakers

<http://www.outwestmarketing.com/>

[www.facebook.com/OutwestMarketingMeeting/](http://www.facebook.com/OutwestMarketingMeeting/)

### 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

**Now Includes Business Opportunities**

### East North 1st Thursday of mo.

Chairperson: Rudy H. Leon  
Phone: 818-642-7839

Co-Chair: Daniel Villegas  
Phone: 818-585-8397

Location: Lulu's Restaurant  
16900 Roscoe Blvd.  
Van Nuys, CA 91406 in the back room

Time: 8:30 A.M. – 10:00 A.M.  
Affiliate Networking, MLS Pitches,  
Guest Speakers

### REAL ESTATE NETWORK meeting

Every Friday - Except Holidays

Chairman:

Joseph A. "Bud" Mauro, REALTOR®

Location: El Cariso Golf Course restaurant  
13100 Eldridge Ave, Sylmar, CA 91342

Directions: Exit the 210 Fwy at Hubbard St,  
North to Eldridge Ave, East to the Golf Course  
Thomas Guide: TG - 482 D 3

### SCV CARAVAN 2nd & 4th Fridays

SCV Networking Meeting

Co-Chairperson: Dean Vincent-dean@deanvincent.com

Co-Chairperson: Louisa Henry  
661-607-1684 or louisahenry8@gmail.com

Affiliate Chair: Imelda Leano- imelda.leano@movement.com

Location: Santa Clarita Sports Complex  
20880 Centre Pointe Pkwy, Santa Clarita 91350

Dates: 2nd and 4th Fridays of the month

Time: 8:15 am Networking 8:45am Meeting

Cities: Group 1- 2nd Friday- Canyon Country, Newhall, Saugus  
Group 2 - 4th Friday- Castaic, Stevenson Ranch, Valencia