

August/September 2019

REALTOR® REPORT

The Official Publication of Southland Regional Association of Realtors®

Vote



SRAR

BOARD NOMINATING COMMITTEE

2020 Board of Directors Slate... pg.2



Real Estate Signs

CUSTOM MADE

OFFICE: 818.947.2244



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.



**YOUR PHOTO
AND LOGO**

12 inch x 18 inch size

More Information...Pg.10

**SAN FERNANDO VALLEY
HOME, CONDO
PRICES HIT RECORD
HIGH...PG.4**

**SANTA CLARITA VALLEY
CONDOMINIUM
PRICE SETS
RECORD...PG.4**

**LOW RATES EASE HIT OF
HIGH PRICES...PG.3**

**CALIFORNIA 2ND MOST
POPULAR STATE
CHINESE HOME PURCHASES
DOWN 56%...PG.3**

Volume 99 • Issue 8

BOARD NOMINATING COMMITTEE 2020 BOARD OF DIRECTORS SLATE

Below is the Slate of Nominees recommended by the Board Nominating Committee to serve on the 2020/2021 Board of Directors.
Fourteen will be elected to serve a two year term on the Board of Directors.

Election Day is October 8th:

Neal C. Adler, Eugenia A. (Gina) Aguilar, Winnie Davis, Amanda Etcheverry, Jeffrey Kahn, Kristen Kalski, Howard M. Katchen, Vilma Letosky, Melanie McShane, Jeffery Robert Phillips, Richard (Rich) Pisani, Gaye Rainey, Noli Macatangay Reyes, Emelinda M. Roberts, Nicole Stinson & Diane Shiela Sydel.

Vote ✓

Vote ✓

Vote ✓

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

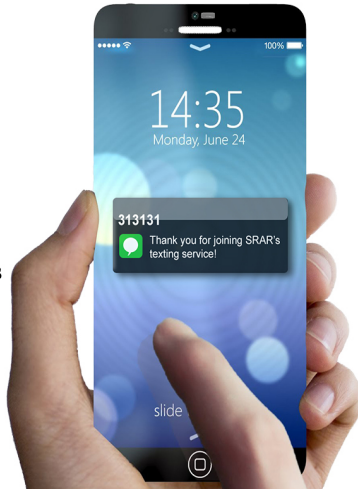
pol : updates on real estate issues, political events and receptions with local officials

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

JULY 2019

PERCENT CHANGE

	ONE MONTH ENDING July 2019	12 MONTHS ENDING July 2019
Los Angeles - Riverside - Orange County	0.1	3.3



ADVERTISEMENT

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 Etcheverry

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

LOW RATES EASE HIT OF HIGH PRICES

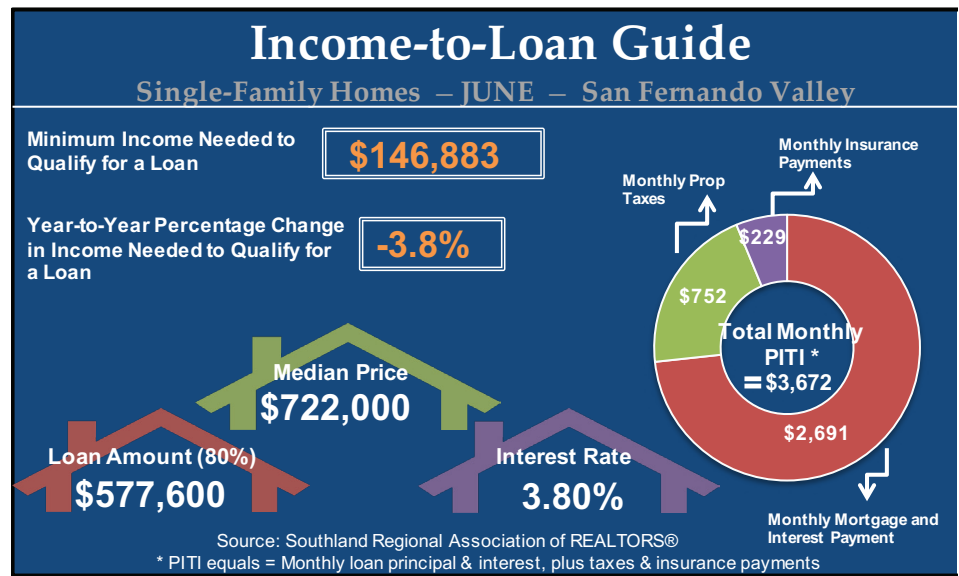
BY DAN TRESIERRAS, PRESIDENT, AND DAVID WALKER
SOUTHLAND REGIONAL ASSOCIATION OF REALTORS

The median price of homes sold in the San Fernando Valley during June hit a record high, yet falling interest rates on home loans offset some of the impact with the minimum income needed to qualify for a loan falling in June for the third consecutive month, the Southland Regional Association of Realtors reported.

June saw the home and condo median prices come in at \$722,000 and \$455,000, respectively. Both were record highs.

While prices have been rising, interest rates on home loans have been falling, peaking in November at 4.99 percent and falling every month since to June's 3.80 percent on a 30-year, fixed-rate loan, according to Freddie Mac.

Even with a record high home price, the minimum income needed to qualify for a loan fell 3.85 percent compared to June



2018 to \$146,883. Keep in mind that half of homes sell for more and half sell for less than the median price.

The total PITI — principal, interest, taxes and insurance — payment on an 80 percent loan of \$577,600 comes to \$3,672. That breaks down to a loan principal and interest payment of \$2,691, monthly property tax of \$752, and home insurance of \$229. Since April the minimum income needed

to qualify for a loan has fallen every month due primarily to plunging interest rates. It peaked in May 2018 at \$156,107.

The same trend appeared with San Fernando Valley condominium purchases: the minimum income needed to qualify for a loan came in at \$92,565, down 4.4 percent from a year ago, which was the third consecutive monthly drop. The peak was \$98,462 reported in October.

California 2nd Most Popular State

CHINESE HOME PURCHASES DOWN 56%

A decline in global economic growth and low housing inventory contributed to a drop in foreign investment in U.S. residential real estate over the past year.

For the seventh consecutive year, China exceeded all other countries in terms of dollar volume of purchases, buying an estimated \$13.4 billion worth of residential property. That was down 56 percent from the prior year, according to the recently released report on international buyers developed by the National Association of Realtors. Following China, the next top foreign buyer was Canada at \$8.0 billion.

While Chinese investors and Canadian investors tied concerning the number of purchases, on average, Chinese buyers

bought properties at a higher price point. Therefore, China ranked ahead of Canada in terms of dollar volume.

The report found that foreign buyers purchased fewer U.S. existing homes from April 2018 through March 2019. Global economic growth, which increased in 2016 to 2017, slowed to 3.6 percent in 2018 and is on pace to taper to 3.3 percent in 2019.

"A confluence of many factors — slower economic growth abroad, tighter capital controls in China, a stronger U.S. dollar and a low inventory of homes for sale — contributed to the pullback of foreign buyers," said Lawrence Yun, NAR chief economist.

"However, the magnitude of the decline is quite striking, implying less confidence in owning a property in the U.S."

Following historical trends, Florida was at

the epicenter of foreign investment.

The state attracted 20 percent of foreign buyers. Forty-two percent of Canadians purchased property in Florida.

"Many Canadians and other foreigners found Florida so enticing because of its lenient tax laws," Yun said. "Additionally, many Florida metro areas have an inventory of cheaper properties, relatively speaking — a combination which makes the state a very popular destination."

California followed Florida, accounting for 12 percent of international purchases. Thirty-four percent of Chinese buyers purchased property in California, which represents a decline from one year ago.

The third most popular destination among international buyers was

Texas, 10 percent, particularly desirable among Indian and Mexican buyers.

Market Forecast Revised Upward

Home sales statewide during June were down 5.1 percent from a year ago, but the forecast for sales and prices for the balance of 2019 has been revised upward primarily due to the impact of low interest rates.

"With low rates supporting sales and elevating home prices in the last few months, the market outlook has shown some improvement since the first quarter," said Leslie Appleton-Young, senior vice-president and chief economist for the California Association of Realtors. "As such, we have revised our 2019 forecast upward for home sales to reach 385,460 and for the median price to hit \$593,000, from the previous forecast of 375,100 and \$568,800, respectively."

June's sales figure was down 5.1 percent from home

sales in June 2018 of 410,800. Sales fell below the 400,000 benchmark again after rebounding in May. Sales have been under the benchmark for 10 of the last 11 months.

"With softer price growth and interest rates at the lowest levels in nearly three years, monthly mortgage payments on a median-priced home have fallen for four straight months," said C.A.R. President Jared Martin. "This allows homebuyers to save hundreds of dollars a month on the same home or to potentially consider a slightly more expensive home for the same monthly cost. Combined with the long-term benefits of homeownership on personal wealth and quality of life, 2019 is a good time to purchase a home for the long haul."

June's statewide median price was \$611,420, up 1.4 percent from \$602,770 in June 2018. June Sales fell 8.4 percent in the Los Angeles Metropolitan Area.

San Fernando Valley

HOME, CONDO PRICES HIT RECORD HIGH

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS

BY DAN TRESIERRAS, PRESIDENT, AND DAVID WALKER

The median prices of existing homes and condominiums that closed escrow during June hit record highs even as sales slowed largely because of a limited inventory, the Southland Regional Association of Realtors reported Thursday.

A total of 487 single-family homes changed owners last month, down 14.7 percent from a year ago. It was the lowest total for the month of June since the Association began keeping the statistic in 1984.

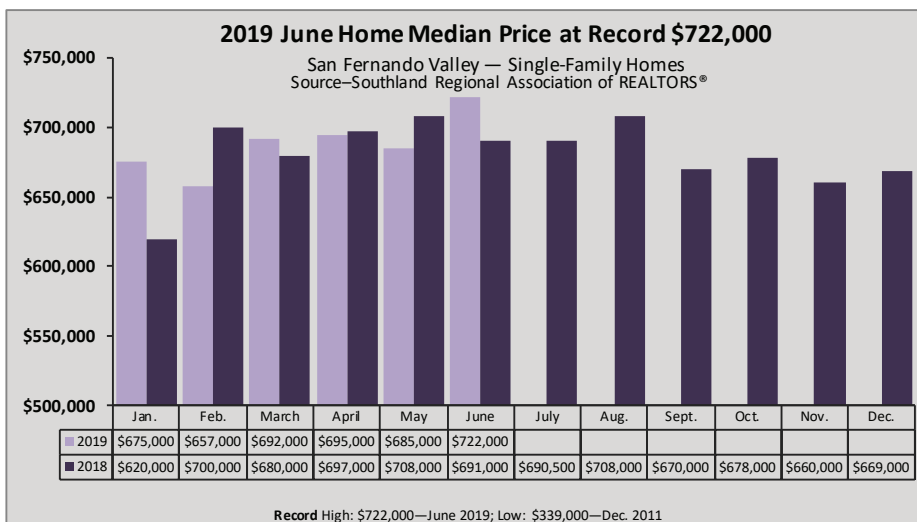
Realtors also assisted the sale of 158 condominiums during June, which was down 16.0 percent from a year ago, the third lowest tally for any June going back 35 years.

“Low interest rates on home loans translated into greater buying power, which kept more prospective buyers in the hunt for a home,” said Dan Tresieras, president of the 10,300-member Southland Regional Association of Realtors. “Yet that wound up pushing resale prices higher as inventory peaked earlier this year and has posted smaller monthly gains until June’s drop.”

“Prices have risen to a point where affordability issues combined with limited availability constrain buyer choices,” Tresieras said.

June was the first month since July 2018 to post a smaller inventory than the prior year.

A total of 1,352 homes and condominiums were listed for sale at the end of June, down



1.2 percent from June 2018. Local Valley inventory hit a record low in December 2017 with 819 active listings yet had been trending higher since then.

This December saw the year-to-year increases peak with a 42.4 percent gain. Since then the increases have steadily slowed, a pattern that is appearing in other Southern California communities and nationwide.

“Lower interest rates help buyers get more house for their dollars,” said Tim Johnson, the Association’s chief executive officer, “yet it also brings out more prospective buyers, which translates into additional upward pressure on prices.”

The 487 single-family homes that changed owners in June had a median price — meaning half were lower and half were higher — of \$722,000. That was up 4.5 percent from a year ago, smashing through the prior record of \$708,000 recorded in May and August of 2018. That compares to the \$339,000 median recorded in December 2011, which was the low point of local prices since the Great Recession of last decade.

Similarly, San Fernando Valley buyers pushed the 158 condominiums that closed escrow in June to a record \$455,000 median price, up 3.9 percent from a year ago and 145.9 percent ahead of the recession low point of \$185,000 recorded in May 2009.

Pending escrows, a measure of future closed escrows, were down 15.0 percent to a total of 645.

Only two single-family homes in the Valley changed owners during June as a result of a foreclosure, the Southland Regional Association of Realtors reported. That represented a 0.3 percent share of the combined 645 homes and condominiums sold. An additional three homes closed escrow during June via a short sale — where the lender agrees to a sale price that is less than the outstanding loan balance — yet that was only a 0.5 percent share of the market. Reflecting the limited inventory and the generally lower price points, none of the 158 Valley condominiums that changed hands during June went via foreclosure or a short sale.

Santa Clarita Valley

CONDOMINIUM PRICE SETS RECORD

The median price of condominiums sold during June in the Santa Clarita Valley registered a record high \$415,000, up 6.4 percent from a year ago, the Southland Regional Association of Realtors reported Thursday.

It broke the prior record of \$410,000 that was set in April 2018 and again this April. Single-family homes sold during June had a median pricing of \$605,000. That was 0.8 percent below a year ago and lower than the \$615,000 median reported in May 2018, which is the highest in this real estate boom cycle. The record high single-family median price of \$643,000 set in April 2006 has yet to be surpassed.

“Somehow prices keep getting pushed higher, although we’re at the point where the pool of buyers who can afford these

prices keeps getting smaller and smaller,” said Amanda Etcheverry, the 2019 chair of the Santa Clarita Division of the Southland Regional Association of Realtors. “The inventory continues to expand, but at a much slower pace and not nearly fast enough or large enough to ease pressure off prices.”

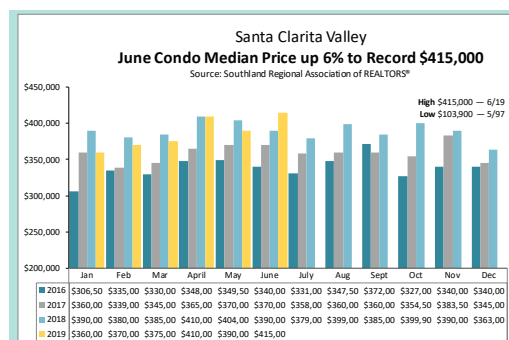
Even with low interest rates, rising prices and a tight inventory translate to fewer sales, she said.

A total of 237 single-family homes changed owners during June. That was down 41 sales or 14.7 percent from a year ago and followed two consecutive months of sales gains. Realtors also assisted 73 condominium closed escrows, a number that was 29.1 percent lower than a year ago.

Inventory came close to a record low in December 2017 and has been trending upward since, though the pace of increases has slowed dramatically

this year, opening in January with a 58.5 percent increase over the prior year, then steadily falling to June’s supply increase of 8.4 percent.

At the end of June there were 656 active listing, which represented a 2.1-month supply at the current pace of sales. A 5-month supply is regarded as an indicator of a market favoring neither buyers nor sellers.



Thursday, September 12, 2019

SRAR Auditorium: 7232 Balboa Blvd. Lake Balboa, CA 91406
5:00pm—7:30pm



SRAR
Charitable
Foundation, Inc.

BINGO NIGHT

Fundraiser



\$25 Advanced Registration & \$35 at the Door
(Includes bingo cards, 2 non-alcoholic drinks, raffle ticket & dinner)

Group Discount —\$80 for 4

Wine/Beer, extra bingo cards and raffles are all available for purchase so, don't forget to bring cash!!

*SRAR members may register online at www.srar.com/bingonight2019

Contact for more information: TheresaG@srar.com



**Don't forget
your tax
deduction!**

Tax ID:
95-4323748



SPONSORSHIP OPPORTUNITY \$400



MULTI-CULTURAL
EVENT
THUR. OCT. 3, 2019
5:00PM - 7:00PM

SRAR AUDITORIUM: 7232 BALBOA BLVD. LAKE BALBOA, CA, 91406

SPONSORSHIPS



INCLUDED IN YOUR SPONSORSHIP:

1. You will be provided a 6ft Table and 2 chairs at the event to decorate and serve 75 –100 people of appetizer portions from any culture (decorations and food provided by sponsor).
2. Promotional advertising (e.g. fliers, REALTOR Report; SRAR blast emails; and srar.com).
3. Pre/Post publicity in the real estate section of the following newspapers: Los Angeles Times, Daily News, and the Santa Clarita Signal.
4. 1-2 minutes speaking opportunity
5. Sponsor verbal recognition
6. Sponsors will also receive a recognition award to be presented the day of the event
7. Send your company logo (PDF, JPG or EPS) to TheresaG@srar.com

For more information please call/email Theresa Gonzales at 818-947-2298 / theresag@srar.com

Company Name: _____

First Name: _____ Last Name: _____

Phone Number: (____) _____ Email Address: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Credit Card Number: _____ Exp Date: _____ CVV: _____

Signature: _____ (Make checks payable to: SRAR)

Please fax form to Theresa Gonzales at 818-786-4541 or email to TheresaG@srar.com
Questions? call Theresa at 818-947-2298

Be A Part Of Our Global Day Experience!

SPONSORSHIP OPPORTUNITY



GLOBAL DAY
THUR. OCT. 3, 2019
9:00AM - 2:00PM

SRAR AUDITORIUM: 7232 BALBOA BLVD. LAKE BALBOA, CA, 91406



Sponsorship Tiers

\$500

1. Exposure On All Marketing And Event Promos
2. Sponsor Verbal Recognition

\$1000

1. Exposure on all marketing and event promos
2. Sponsor verbal recognition
3. 5 minutes speaking time
4. Logo will be on banner display
5. ½ table will be provided for all marketing materials

\$2000

1. Exposure on all marketing and event promos
2. Sponsor verbal recognition
3. 10 minutes speaking time
4. Logo will be on banner display
5. Table will be provided for all marketing materials

*For more info, call/email Theresa Gonzales at 818-947-2298
and TheresaG@srar.com*

Company Name: _____

First Name: _____ Last Name: _____

Phone Number: (____) _____ Email Address: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Credit Card Number: _____ Exp Date: _____ CVV: _____

Signature: _____ (Make checks payable to: SRAR)

*Please fax form to Theresa Gonzales at 818-786-4541 or email to TheresaG@srar.com
Questions? call Theresa at 818-947-2298*



**YOUNG
PROFESSIONALS
NETWORK**
Southland Regional Association of Realtors®

www.facebook.com/YoungRealEstatePros/

Be a Part of the YPN Experience! Sponsorship Opportunity Available \$250 - 1 YPN Mixer

YPN - Young Professional Network at SRAR sets goals to develop, connect and empower newer Real Estate Professionals by providing resources, tools and networking opportunities to enhance their professional development and business success within the community.



\$250 YPN Mixer Sponsorship (Maximum 6 Sponsors Per Event)

Benefits of Working With Our YPN:

1. Establish new business contacts
2. Strengthen current client relationships
3. Network with REALTORS & Members of SRAR
4. Gain opportunities to expand industry knowledge
5. Gain knowledge about Organized Real Estate



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

Included in Your Sponsorship:

1. 2 tickets to event
2. Exposure on all marketing and event promotional materials with FULL LOGO placement (i.e. Flyer, Facebook, Website, etc.)
3. Ability to exhibit posters and/or distribute promotional materials at each event
4. Sponsor badge and verbal recognition at event
5. 1-2 minutes speaking opportunity at event

**To Sponsor or for more information, please contact
Theresa Gonzales at TheresaG@srar.com or call 818-947-2298**

Southland Regional Association of REALTORS®
7232 Balboa Blvd, Lake Balboa, CA, 91406



CERTIFIED INTERNATIONAL PROPERTY SPECIALIST (CIPS) DESIGNATION 5 DAY COURSE



\$450.00
Per Person
(Includes all 5 Days)

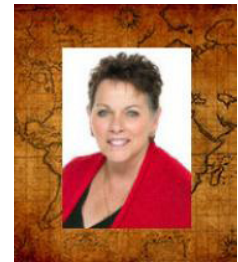
Instructor:

**Ginni Field - REBAC Hall
of Fame and certified
CIPS instructor**

8:00am - 5:00pm

Seating is Limited!

Advanced Registration is Required!



The CIPS course curriculum offers you hands-on experience with international real estate transactions, as well as five full days of study focusing on the critical aspects of transnational transactions, including:

- Currency and exchange rate issues • Cross-cultural relationships • Regional market conditions
- Investment performance • Tax issues • And more!

YOU MUST ATTEND ALL COURSES TO OBTAIN DESIGNATION

- Monday, October 28, 2019: Global Real Estate: Local Markets
- Tuesday, October 29, 2019: Global Real Estate: Transaction Tools
- Wednesday, October 30, 2019: Asia/Pacific & International Real Estate
- Thursday, October 31, 2019: Europe & International Real Estate
- Friday, November 1, 2019: The Americas & International Real Estate.

TO LEARN MORE ABOUT THE CIPS DESIGNATION, PLEASE VISIT :

<https://www.nar.realtor/education/designations-and-certifications/cips-designation>

Seating is limited and advanced registration is required!! Fill out the registration form below and fax it to (818) 786-4541 or scan it and email it to **TheresaG@srar.com**.

To pay by check see instructions on form. Call **Theresa at (818) 947-2298** with any questions.

Register no later than Friday, September 27, 2019.

First Name: _____	Last Name: _____
Phone Number: (____) _____	Email Address: _____
Address: _____	City: _____ State: _____ Zip Code: _____
Credit Card Number: _____	Exp Date: _____ CVV: _____
Signature: _____	

To pay with check, make it payable to
SRAR and mail to the address above
Attention: Theresa Gonzales

No refunds after Friday, October 11, 2019

SRAR reserves the right to cancel/reschedule any course. (2019 CIPS)

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

Logo

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

	<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>Every Tuesday The Breakfast Club</p> <p>Uncle Bernie's Delicatessen 17615 Ventura Blvd, Encino, CA, 91316</p> <p>8:30am - 9:30am</p> <p>Contact: Scott of Escrow of The West at 805-443-1804</p>	
<p>1st & 3rd Wed. of Every Month South East Area</p> <p>Corkys Restaurant & The Cork Lounge 5043 Van Nuys Blvd. Sherman Oaks, CA 91403</p> <p>11:45am - 1:30pm</p> <p>Contact: Filip Crispino at 818-635-6743</p>	<p>NETWORKING MEETINGS</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

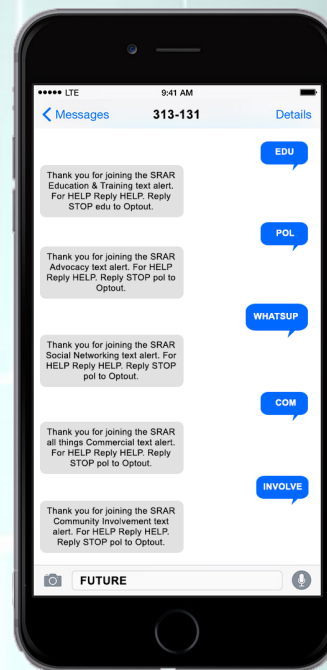
*Get updates & reminders straight to your phone
and stay in-the-know on all that is happening at
Southland Regional Association of REALTORS®*



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)
WHATSNEW >>	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

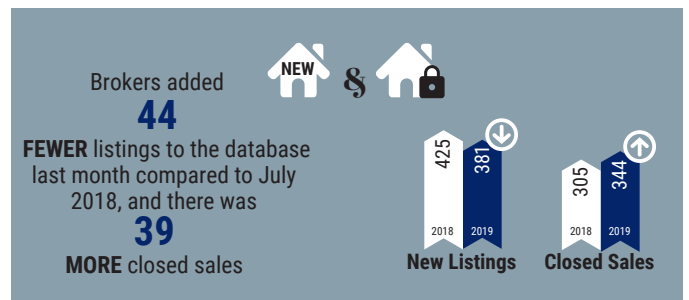
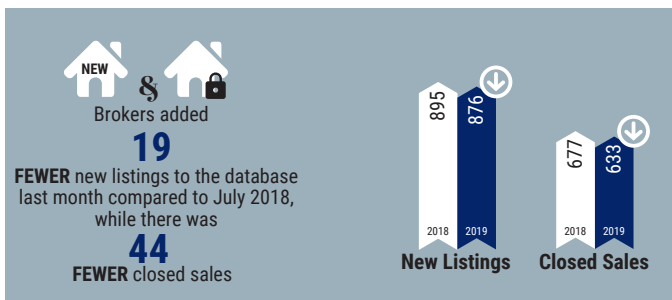
Market Snapshot (July 2019):



The median sale price
for single family homes
increased by
6.4%
from this time last year



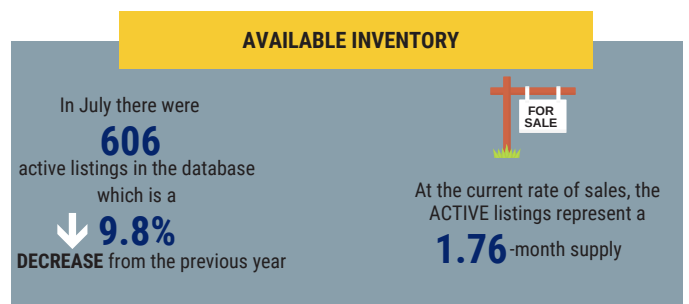
The median sale price
for single family homes
increased by
5%
from this time last year



The total dollar value of year
to date sales **decreased**
\$194,939,000
from July 2018



The total dollar value of year
to date sales **decreased**
\$38,408,000
from July 2018



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:

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

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 shall be used

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
1,670

JULY 2019 SFV RESIDENTIAL MLS SUMMARY
MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED
1,363

RESIDENTIAL PROP. ESCROW CLOSED
1,177

ACTIVE INVENTORY:

NEW LISTINGS	116	166	168	194	232	876	794	1,670
TOTAL ACTIVE LISTINGS	148	248	271	241	401	1,309	1,532	2,841
AVERAGE DAYS ON MARKET	84	62	68	59	67	67	76	72
AVERAGE LIST PRICE IN THOUSANDS	562.3	1,194.7	1,308.0	906.3	1,483.2	1,181.9	724.4	935.2
MEDIAN LIST PRICE IN THOUSANDS	525.0	889.0	825.0	764.5	975.0	800.0	440.0	599.9
BOMS	21	16	21	33	37	128	158	286
AVERAGE BOM PRICE IN THOUSANDS	469.0	888.7	866.2	696.4	930.3	778.6	516.8	633.9
BOM TO SALE RATIO	27.3	12.8	20.0	20.9	22.0	20.2	29.0	24.3
EXPIRATIONS	10	23	19	12	26	90	100	190

PENDING SALES:

NEW ESCROWS OPENED	107	138	114	179	189	727	636	1,363
TOTAL YTD ESCROWS OPENED	628	810	731	1,031	1,081	4,281	3,814	8,095
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	36	34	37	35	37	36	45	40
NEW OPEN ESCROWS AVERAGE LIST PRICE	509.8	973.1	930.2	711.8	930.1	822.7	515.0	679.1

CLOSED SALES:

NEW ESCROWS CLOSED	77	125	105	158	168	633	544	1,177
TOTAL YTD ESCROWS CLOSED	569	724	670	930	958	3,851	3,399	7,250
VOLUME OF NEW SALE DOLLARS IN MILLIONS	42,026	124,059	111,477	110,453	148,983	536,998	278,297	815,295
VOLUME OF TOTAL YTD SALES IN MILLIONS	281,350	688,155	637,947	641,786	869,814	3,119,053	1,685,827	4,804,880
AVERAGE SALE PRICE IN THOUSANDS	545.8	992.5	1,061.7	699.1	848.3	692.7	511.6	692.7
MEDIAN SALE PRICE IN THOUSANDS	535.0	762.5	721.0	676.0	700.0	675.0	379.9	570.0
COOP SALES	62	103	90	133	138	526	467	993
PERCENT OF COOP SALES	80.5	82.4	85.7	84.2	82.1	83.1	85.8	84.4
AVERAGE DAYS ON MARKET	37	26	36	27	37	32	46	38
SALES AT LIST PRICE	47	66	46	96	79	302	302	636
PERCENT OF SALES AT LIST PRICE	61.0	52.8	43.8	60.8	47.0	52.8	55.5	54.0
SALES TO LISTING INVENTORY RATIO	52.0	50.4	38.7	65.6	41.9	48.4	35.5	41.4
FINAL SALE TO NEW LISTING RATIO	66.4	75.3	62.5	81.4	72.4	72.3	68.5	70.5

CLOSED SALES TYPE

FORECLOSURE/REO	1	2	1	0	0	4	9	13
SELLER CONCESSIONS	0	0	0	0	0	0	0	0
SHORT SALE	0	1	0	2	0	3	6	9
STANDARD	76	119	101	155	167	618	507	1,125
OTHER	0	3	3	1	1	8	22	30

SELLING PRICE RANGE:

LESS THAN 100,000	136	10	10	2	1	3,100	34.8	34.8
100,000 TO 109,999	266	0	0	3	3	2,160	17.0	17.0
110,000 TO 119,999	21	2	2	4	3	9250	7.2	7.2
120,000 TO 139,999	4	15	1	1	0	105500	N/A	N/A
140,000 TO 159,999	51	25	25	3	2	7800	4.5	4.5
160,000 TO 179,999	27	26	26	8	6	20086	8.5	8.5
180,000 TO 199,999	59	29	29	15	9	14078	6.3	6.3
200,000 TO 249,999	46	132	132	47	27	6237	2.3	2.3
250,000 TO 299,999	47	193	193	79	42	7780	2.5	2.5
300,000 TO 349,999	34	171	171	97	35	3441	0.8	0.8
350,000 TO 399,999	41	206	206	91	35	4464	0.6	0.6
400,000 TO 449,999	34	164	164	59	28	4292	0.7	0.7
450,000 TO 499,999	34	139	139	64	32	4466	0.0	0.0
500,000 TO 549,999	34	153	153	78	40	6157	0.2	0.2
550,000 TO 599,999	34	162	162	37	37	1480	1.0	1.0
600,000 TO 699,999	38	247	247	147	80	12172	1.5	1.5
700,000 TO 799,999	34	171	171	115	75	14400	1.5	1.5
800,000 TO 899,999	29	167	167	65	28	3860	0.1	0.1
900,000 TO 999,999	43	128	128	41	27	26939	2.3	2.3
1,000,000 TO 1,999,999	39	485	485	135	83	190086	3.2	3.2
MORE THAN 2,000,000	47	216	216	37	27	133325	3.4	3.4
TOTALS	38	2841	2841	1177	630	33094	0.1	0.1

LISTINGS
10,944

2019 RMLS TOTAL - \$ VOLUME
\$4,804,880,000

SALES
7,313

EN: Arleta, Kagel Canyon, Pacoima, Panorama City, San Fernando, Sun Valley, Sylmar, ES: Calhuenaga 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				
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				
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				
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 JULY 2019

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	80	120	122	154	171	647	637	1,284
Total Active Listings	92	172	187	198	317	966	1,221	2,187
Average Days on Market	91	51	60	61	64	63	79	72
Average List Price in Thousands	645.9	1,467.3	1,669.8	986.1	1,732.2	1,416.6	768.2	1,054.6
Median List Price in Thousands	565.0	1,199.0	1,245.0	840.0	1,155.0	975.0	449.0	689.0
BOMS	7	12	17	24	31	91	122	213
Average BOM Price in Thousands	536.4	1,002.9	987.2	769.3	988.6	897.6	535.1	689.9
BOM to Sale Ratio	11.5	14.1	22.7	18.9	23.8	19.0	29.1	23.7
Expirations	8	19	15	10	20	72	83	155
PENDING SALES								
New Escrows Opened	78	100	80	141	136	535	499	1,034
Total YTD Escrows Opened	462	554	498	830	845	3,189	2,968	6,157
New Open Escrows Average Days on Market	33	32	36	37	36	35	46	40
New Open Escrows Average List Price	545.3	1,130.5	1,126.9	769.8	1,093.5	940.2	519.4	737.1
CLOSED SALES:								
New Escrows Closed	61	85	75	127	130	478	419	897
Total YTD Escrows Closed	424	490	458	761	758	2,891	2,660	5,551
Volume of New Sales Dollars in Millions	35.145	100.912	96.936	94.753	131.052	458.798	219.547	678.345
Volume of total YTD Sales in Millions	225.182	560.164	537.116	561.506	775.864	2,659.832	1,325.349	3,985.181
Average Sale price in Thousands	576.2	1,187.2	1,292.5	746.1	1,008.1	959.8	524.0	756.2
Median Sale Price in Thousands	550.0	907.0	926.0	710.0	750.0	735.0	377.0	628.0
Coop Sales	48	68	62	109	106	393	362	755
Percent of Coop Sales	78.7	80.0	82.7	85.8	81.5	82.2	86.4	84.2
Average Days on Market	31	27	37	28	38	32	46	39
Sales at List Price	37	42	28	75	62	244	233	477
Percent of Sales at List Price	60.7	49.4	37.3	59.1	47.7	51.0	55.6	53.2
Sales to Listing Inventory Ratio	66.3	49.4	40.1	64.1	41.0	49.5	34.3	41.0
Final Sale to New Listing Ratio	76.3	70.8	61.5	82.5	76.0	73.9	65.8	69.9
CLOSED SALES TYPE								
Foreclosure/REO	1	1	1	0	0	3	8	11
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	0	1	0	1	0	2	1	3
Standard	60	81	72	125	129	467	394	861
Other	0	2	2	1	1	6	16	22

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR JULY 2019

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings	36	46	46	40	61	229	157	386
Total Active Listings	56	76	84	43	84	343	311	654
Average Days on Market	72	86	87	51	78	78	65	71
Average List Price in Thousands	424.9	577.9	502.6	538.6	543.4	521.1	552.7	536.1
Median List Price in Thousands	369.5	550.0	400.0	499.9	440.0	449.9	439.9	440.0
BOMS	14	4	4	9	6	37	36	73
Average BOM Price in Thousands	435.3	546.0	352.3	502.0	629.0	485.9	454.7	470.5
BOM to Sale Ratio	87.5	10.0	13.3	29.0	15.8	23.9	28.8	26.1
Expirations	2	4	4	2	6	18	17	35
PENDING SALES								
New Escrows Opened	29	38	34	38	53	192	137	329
Total YTD Escrows Opened	166	256	233	201	236	1,092	846	1,938
New Open Escrows Average Days on Market	46	40	40	27	40	38	44	41
New Open Escrows Average List Price	414.5	558.7	467.4	496.4	510.9	495.2	499.2	496.9
CLOSED SALES:								
New Escrows Closed	16	40	30	31	38	155	125	280
Total YTD Escrows Closed	145	234	212	169	200	960	739	1,699
Volume of New Sales Dollars in Millions	6.881	23.147	14.541	15.700	17.932	78.201	58.750	136.950
Volume of total YTD Sales in Millions	56.168	127.991	100.832	80.280	93.950	459.221	360.478	819.699
Average Sale price in Thousands	430.0	578.7	484.7	506.5	471.9	504.5	470.0	489.1
Median Sale Price in Thousands	345.0	532.5	415.0	468.0	450.0	450.0	411.0	431.0
Coop Sales	14	35	28	24	32	133	105	238
Percent of Coop Sales	87.5	87.5	93.3	77.4	84.2	85.8	84.0	85.0
Average Days on Market	61	23	33	24	33	32	44	37
Sales at List Price	10	24	18	21	17	90	69	159
Percent of Sales at List Price	62.5	60.0	60.0	67.7	44.7	58.1	55.2	56.8
Sales to Listing Inventory Ratio	28.6	52.6	35.7	72.1	45.2	45.2	40.2	42.8
Final Sale to New Listing Ratio	44.4	87.0	65.2	77.5	62.3	67.7	79.6	72.5
CLOSED SALES TYPE								
Foreclosure/REO	0	1	0	0	0	1	1	2
Seller Concessions	0	0	0	0	0	0	0	0
Short Sale	0	0	0	1	0	1	5	6
Standard	16	38	29	30	38	151	113	264
Other	0	1	1	0	0	2	6	8

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR JULY 2019

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	16	6	68	30	13	68	7	63	271	99	370
Total Active Listings	67	21	90	31	35	108	20	104	476	167	643
Average Days on Market	125	107	84	117	67	61	53	62	80	73	78
Average List Price in Thousands	658.3	1,509.5	854.5	812.8	935.7	782.1	954.5	808.2	836.7	547.4	761.6
Median List Price in Thousands	625.0	929.9	650.0	685.0	749.0	679.0	857.0	725.0	699.0	414.9	650.0
BOMS	4	0	13	4	3	11	0	22	57	14	71
Average BOM Price in Thousands	535.0	0.0	597.1	494.5	638.0	572.2	0.0	788.1	657.2	471.8	620.6
BOM to Sale Ratio	26.7	0.0	22.8	14.8	15.8	16.9	0.0	33.8	21.7	20.0	21.3
Expirations	2	1	8	4	1	2	0	3	21	4	25

PENDING SALES

New Escrows Opened	11	5	55	37	16	63	12	60	259	81	340
Total YTD Escrows Opened	77	26	323	163	116	372	62	374	1,513	421	1,934
New Open Escrows Average Days on Market	73	49	26	34	31	43	36	34	37	31	35
New Open Escrows Average List Price	725.2	1,000.6	565.0	560.2	627.2	641.7	905.8	715.4	652.7	409.7	594.8

CLOSED SALES:

New Escrows Closed	15	2	57	27	19	65	13	65	263	70	333
Total YTD Escrows Closed	74	25	293	142	101	316	55	335	1,341	368	1,709
Volume of New Sales Dollars in Millions	7.643	2.175	38.124	15.365	13.156	40.561	12.609	44.942	174.575	29.981	204.557
Volume of total YTD Sales in Millions	40.549	18.530	175.886	79.407	68.143	201.438	47.226	225.829	857.009	161.661	1018.670
Average Sale price in Thousands	509.5	1,087.5	668.8	569.1	692.4	624.0	969.9	691.4	663.8	428.3	614.3
Median Sale Price in Thousands	520.0	725.0	590.0	568.0	659.0	620.0	885.0	675.0	630.0	350.0	595.0
Coop Sales	12	1	55	25	18	53	12	53	229	65	294
Percent of Coop Sales	80.0	50.0	96.5	92.6	94.7	81.5	92.3	81.5	87.1	92.9	88.3
Average Days on Market	86	74	99	81	75	77	81	84	85	96	87
Sales at List Price	6	1	24	11	12	29	6	30	119	46	165
Percent of Sales at List Price	40.0	50.0	42.1	40.7	63.2	44.6	46.2	46.2	45.2	65.7	49.5
Sales to Listing Inventory Ratio	22.4	9.5	63.3	87.1	54.3	60.2	65.0	62.5	55.3	41.9	51.8
Final Sale to New Listing Ratio	93.8	33.3	83.8	90.0	146.2	95.6	185.7	103.2	97.0	70.7	90.0

CLOSED SALES TYPE

Foreclosure / REO	0	0	0	0	0	0	0	2	2	0	2
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	1	56	26	19	64	13	62	255	69	324
Other	1	1	1	1	0	1	0	1	6	1	7

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR JULY 2019

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	21	1	10	23	9	46	110	8	118
Total Active Listings	2	1	31	2	14	22	7	51	130	23	153
Average Days on Market	100	64	62	23	53	46	15	43	48	89	55
Average List Price in Thousands	632.5	1,100.0	415.7	393.0	370.8	445.2	433.3	512.7	463.1	466.1	463.5
Median List Price in Thousands	599.9	1,100.0	329.0	199.0	311.0	412.9	410.0	470.0	428.0	449.9	429.0
BOMS	0	0	9	0	1	2	0	5	17	1	18
Average BOM Price in Thousands	0.0	0.0	401.9	0.0	328.0	387.5	0.0	366.9	385.6	535.0	393.9
BOM to Sale Ratio	0.0	0.0	50.0	0.0	6.7	11.8	0.0	20.0	21.0	10.0	19.8
Expirations	0	0	0	0	2	1	0	0	3	3	6

PENDING SALES

New Escrows Opened	0	0	26	2	12	22	5	31	98	6	104
Total YTD Escrows Opened	2	1	152	7	94	110	30	217	613	68	681
New Open Escrows Average Days on Market	0	0	31	60	17	19	14	31	26	28	26
New Open Escrows Average List Price	0.0	0.0	352.2	556.0	357.6	448.4	469.8	478.6	424.6	381.4	422.1

CLOSED SALES:

New Escrows Closed	1	0	18	2	15	17	3	25	81	10	91
Total YTD Escrows Closed	3	1	140	6	88	93	26	192	549	70	619
Volume of New Sales Dollars in Millions	0.590	0.000	6.520	0.400	6.117	7.800	1.409	11.659	34.495	5.132	39.627
Volume of Total YTD Sales in Millions	1.811	0.870	49.826	2.576	31.779	38.919	11.805	85.811	223.396	33.163	256.560
Average Sale price in Thousands	590.0	0.0	362.2	200.0	407.8	458.8	469.7	466.4	425.9	513.2	435.5
Median Sale Price in Thousands	590.0	0.0	341.9	190.0	355.0	462.5	460.0	455.0	409.5	388.0	409.5
Coop Sales	0	0	17	2	14	16	2	22	73	10	83
Percent of Coop Sales	0.0	0.0	94.4	100.0	93.3	94.1	66.7	88.0	90.1	100.0	91.2
Average Days on Market	42	0	64	104	74	59	48	61	64	102	68
Sales at List Price	1	0	14	1	8	11	3	15	53	1	54
Percent of Sales at List Price	100.0	0.0	77.8	50.0	53.3	64.7	100.0	60.0	65.4	10.0	59.3
Sales to Listing Inventory Ratio	50.0	0.0	58.1	100.0	107.1	77.3	42.9	49.0	62.3	43.5	59.5
Final Sale to New Listing Ratio	0.0	0.0	85.7	200.0	150.0	73.9	33.3	54.3	73.6	125.0	77.1

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	18	2	15	17	3	25	81	10	91
Other	0	0	0	0	0	0	0	0	0	0	0

RESIDENTIAL PROPERTIES LISTED
488

JULY 2019 SCV RESIDENTIAL MLS SUMMARY
MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED
444

RESIDENTIAL PROP. ESCROW CLOSED
424

ACTIVE INVENTORY:													
NEW LISTINGS	16	6	89	31	23	91	16	109	381	107	TOTAL		
TOTAL ACTIVE LISTINGS	69	22	121	33	49	130	27	155	606	190	796		
AVERAGE DAYS ON MARKET	124	105	78	112	63	58	43	56	73	75	74		
AVERAGE LIST PRICE IN THOUSANDS	657.5	1,490.9	742.0	787.4	774.3	725.1	819.4	711.0	756.5	537.5	704.3		
MEDIAN LIST PRICE IN THOUSANDS	625.0	929.9	590.0	679.0	632.0	649.0	810.0	649.0	618.0	424.9	618.0		
BOMS	4	0	22	4	4	13	0	27	74	15	89		
AVERAGE BOM PRICE IN THOUSANDS	535.0	0.0	517.2	494.5	560.5	546.4	0.0	710.1	594.8	476.0	574.8		
BOM TO SALE RATIO	25.0	0.0	29.3	13.8	11.8	15.9	0.0	30.0	21.5	16.8	21.0		
EXPIRATIONS	2	1	8	4	3	3	0	3	24	7	31		
PENDING SALES:													
NEW ESCROWS OPENED	11	5	81	39	28	85	17	91	357	87	444		
TOTAL YTD ESCROWS OPENED	79	27	475	170	210	482	92	591	2,126	489	2,615		
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	725.2	1,000.6	496.7	560.0	511.6	591.6	777.6	634.7	590.1	407.7	554.3		
CLOSED SALES:													
NEW ESCROWS CLOSED	16	2	75	29	34	82	16	90	344	80	424		
TOTAL YTD ESCROWS CLOSED	77	26	433	148	189	409	81	527	1,890	438	2,328		
VOLUME OF NEW SALE DOLLARS IN MILLIONS	8,233	2,175	44,645	15,765	19,273	48,361	14,018	56,601	209,071	35,113	244,184		
VOLUME OF TOTAL YTD SALES IN MILLIONS	42,360	19,400	225,713	81,983	99,922	240,357	59,031	311,640	1,080,406	194,824	1,275,230		
AVERAGE SALE PRICE IN THOUSANDS	514.6	1,087.5	595.3	543.6	566.9	589.8	876.1	628.9	607.8	438.9	575.9		
MEDIAN SALE PRICE IN THOUSANDS	520.0	725.0	552.0	545.0	530.0	599.0	799.9	619.0	580.0	359.9	555.0		
COOP SALES	12	1	72	27	32	69	14	75	302	75	377		
PERCENT OF COOP SALES	75.0	50.0	96.0	93.1	94.1	84.1	87.5	83.3	87.8	93.8	88.9		
AVERAGE DAYS ON MARKET	83	74	91	83	74	73	75	77	80	97	83		
SALES AT LIST PRICE	7	1	38	12	20	40	9	45	172	47	219		
PERCENT OF SALES AT LIST PRICE	43.8	50.0	50.7	41.4	58.8	48.8	56.3	50.0	50.0	58.8	51.7		
SALES TO LISTING INVENTORY RATIO	23.2	9.1	62.0	87.9	69.4	63.1	69.4	58.1	56.8	42.1	53.3		
FINAL SALE TO NEW LISTING RATIO	100.0	33.3	84.3	93.5	147.8	90.1	100.0	82.6	90.3	74.8	86.9		
CLOSED SALES TYPE													
FORECLOSURE/REO	0	0	0	0	0	0	0	2	2	0	2		
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	15	1	74	28	34	81	16	87	336	79	415		
OTHER	1	1	1	1	0	1	0	1	6	1	7		
SELLING TIME - PRICE CHANGE - PRICE REDUCTION													
AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$		\$ AVERAGE PRICE REDUCTION %								
LESS THAN 100,000	0	0	0	0	0	0.0							
100,000 TO 109,999	0	0	0	0	0	N/A							
110,000 TO 119,999	0	0	0	0	0	N/A							
120,000 TO 139,999	109	2	2	0	5	0.0							
140,000 TO 159,999	6	1	1	0	20005	16.7							
160,000 TO 179,999	46	8	2	1	12700	6.9							
180,000 TO 199,999	38	5	2	1	4250	1.8							
200,000 TO 249,999	49	23	8	5	6083	1.9							
250,000 TO 299,999	38	35	21	9	4284	1.3							
300,000 TO 349,999	40	43	30	13	1169	0.3							
350,000 TO 399,999	56	40	32	18	9944	2.4							
400,000 TO 449,999	19	48	26	11	3629	0.5							
450,000 TO 499,999	22	40	37	17	2172	0.3							
500,000 TO 549,999	35	42	59	28	8653	1.6							
550,000 TO 599,999	32	78	50	26	11336	1.7							
600,000 TO 699,999	29	139	77	43	10985	1.6							
700,000 TO 799,999	52	104	44	32	20831	2.6							
800,000 TO 899,999	61	51	20	14	38122	3.9							
900,000 TO 999,999	11	24	11	6	64620	6.1							
1,000,000 TO 1,999,999	53	83	19	11	69153	4.5							
MORE THAN 2,000,000	0	13	0	0	N/A	0.0							
TOTALS	39	796	424	237	14595	1.8							
2019 RMLS TOTAL - \$ VOLUME			SALES										
\$1,275,230,000			2,333										

*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
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
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
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
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
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
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
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
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				
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				
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				
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	3098	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)298-2084JOHN/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 Iloulian
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

Why Marketing Matters

In today's market, if you want to simply put a listing on the MLS it may sell quickly. The question is, for how much?



We at Park Regency Realty believe that if you market your client's listing properly you can attract more buyers and sell it for top dollar. That's why last year alone, our two full-time Marketing Directors produced nearly 2 million marketing materials at little or no cost to our agents and have the capability of designing and producing the orders within a few hours. The end result is numbers don't lie and Park Regency Realty is consistently the #1 listings sold office in the San Fernando Valley. Come experience The Park Regency Difference.



PARK REGENCY

WWW.GROWWITHPARKREGENCY.COM



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.

REAL ESTATE

come home to a
smarter loan



JEFF BEADNELL
Manager-
Real Estate Lending
NMLS No. 459550

Call Jeff Today!

CELL: 661.209.8737

DIRECT: 818.565.2188

jbeadnell@lfcu.com

www.lfcu.com/jeffbeadnell

Logix mortgage
lending

- Purchases ■ Refinances
- Fixed 2nds
- Home equity Lines of Credit

MARKETING

GET **more** LEADS

THE PREMIERE ONLINE MARKETING SOLUTION
FOR REAL ESTATE AGENTS & BROKERS



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

Point2

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

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

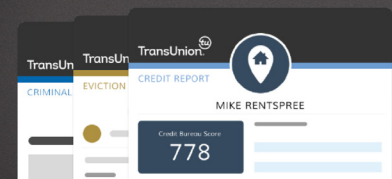
REAL ESTATE

rentspreE PRO

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

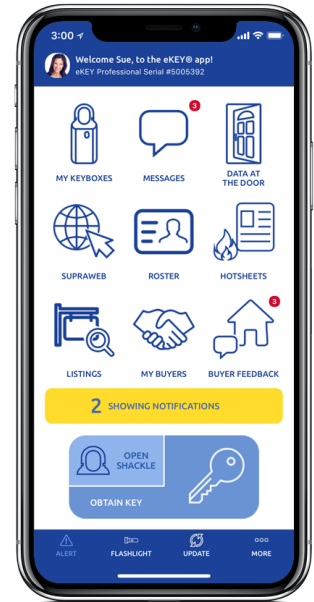


info@laroccainspections.com

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?

**PILLAR
TOPOST**

818.788.1244



AMERICA'S
HOME #1
INSPECTION
FRANCHISE

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

**CLICK NOW
FOR MORE INFO!**

INSURANCE



Cristal Villanueva
Farmers Insurance
8921 De Soto Ave
Suite # 209
Canoga Park, CA 91304
License #0LA9714
818-200-1899 (Office)
818-836-4607 (Mobile)
cvillanueva1@farmersagent.com
www.farmersagent.com/cvillanueva1



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



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



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

Position yourself above the rest.



JOIN A CULTURE OF
SUCCESS

Realtors who represent Engel & Völkers are providing a premium level of quality, service and expertise that is higher than anywhere else. Gain more than great marketing, technology, and tools - belong to a culture of success.

We are looking for the best.

Now Hiring

Competitive Commission Structure

Top Class Training, Coaching, Lead Generation

Email or Call Today to Schedule your Confidential Interview!

shermanoaks@evrealestate.com | +1 818 474 2275

#ThisIsUs

Engel & Völkers Sherman Oaks | Encino
16200 Ventura Blvd. Suite 101, Encino CA 91436
P: +1 818 474 2275 | E: shermanoaks@evrealestate.com



ENGEL & VÖLKERS®