

October/November 2019

# REALTOR® REPORT

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

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REALTOR OF THE YEAR  
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A collage of several small photographs showing children and adults in various settings, likely related to the 'Sponsor a Child in Need' campaign. The largest photo at the bottom shows a young girl with curly hair holding a pink gift box. The text 'SPONSOR A CHILD IN NEED' is prominently displayed in the center of the collage.

**SPONSOR A  
CHILD IN NEED**

**\$25**  
Make a Child's Holiday  
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**SPONSOR A CHILD IN  
NEED..PG.8**

**Volume 99 • Issue 10**

## Santa Clarita Valley

# July Sales Rise 22%

A total of 263 single-family homes changed owners in Santa Clarita during July, an increase of 22.3 percent from a year ago and the highest monthly total since June 2018, the Southland Regional Association of Realtors reported recently.

The total was up 11.0 percent from this June and reflected the fact that interest rates on home loans are at their lowest point in more than three years.

"Buyers know that rates have been low for months," said Amanda Etcheverry, the 2019 chair of the Santa Clarita Valley Division of the Southland Regional Association of Realtors. "What's remarkable is that they appear to be holding steady and in recent weeks dipped even lower, offering buyers an unprecedented window of opportunity."

"The low rates offset some of the impact of prices that have risen to a point where affordability concerns complicate most sales and shrink the pool of prospective buyers at nearly every price point," she said.

Condominium sales totaled 81 during July, down 10.0 percent from a year ago, yet up 11.0 percent from

this June.

The median price of condos that changed owners last month came in at \$409,500, up 8.0 percent from July 2018, yet below the record high of \$415,000 that was set this June.



Amanda Etcheverry,  
Chair, Santa Clarita  
Division, SRAR

The single-family median price — meaning half sold for more and half for less — was \$630,000. That was up 5.0 percent from July 2018, yet was 2.0 percent below the record high of \$643,000, which came in April 2006.

"Good thing low interest rates are giving buyers a strong incentive," said Tim Johnson, the Association's chief executive officer, "because the local inventory has tightened again after showing signs earlier this year it might grow." July was the first month to show a drop in the inventory after 13 consecutive monthly increases compared to the prior year. A total of 606 homes and condominiums were listed for sale at the end of July, down 9.8 percent from a year ago.

At the current pace of sales, that total represented a 1.8-month supply, the lowest level since June 2018.



## ADVERTISING



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**edu** : educational classes, training and risk management

**whatsup** : social/networking events like mixers, expos and multicultural events

**involve** : community involvement and charity drives

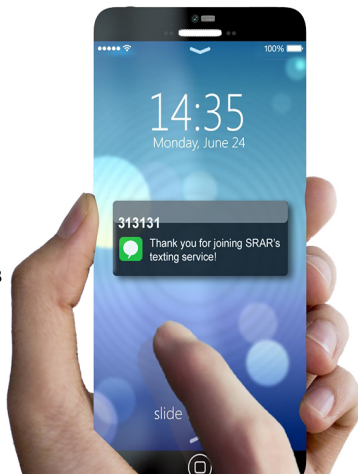
**pol** : updates on real estate issues, political events and receptions with local officials

**future** : leadership opportunities and committee involvement

**com** : commercial events and classes

**whatsnew** : new member services and benefits

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CONSUMER PRICE INDEXES		
SEPTEMBER 2019		
	PERCENT CHANGE	
	ONE MONTH ENDING September 2019	12 MONTHS ENDING September 2019
Los Angeles - Riverside - Orange County	0.5	3.0



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# REALTOR® REPORT

The Official Publication of SRAR

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Roberts, Leano Honored

# GINA UZUNYAN NAMED REALTOR OF THE YEAR

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

Gina Uzunyan — a lifelong real estate professional, a past president, and a perpetual motion advocate for housing — was selected recently as the 2019 Realtor of the Year by the 10,300-member Southland Regional Association of Realtors.

Uzunyan, pictured holding a bouquet of flowers while being congratulated, turned emotional as her name was announced at the Association's annual awards gala.

"I thank you so much. I've been in this business since I was 16," she said through tears. "I love what I do. I love being a Realtor. Thank you."

Also honored by the Southland Regional Association of Realtors, which serves the San Fernando and Santa Clarita valleys, were two high energy, high impact volunteers.

Imelda Leano, pictured on the left below, was selected as SRAR's Affiliate of the Year, and Emelinda "Em" Roberts won the annual Association Service Award.

"I do love every one of you," the 30-year real estate veteran Leano said. "I'm really shocked. I'm truly honored."

Roberts was equally shocked at being selected, noting that it was a "big surprise."

Dan Tresieras, SRAR president, also acknowledged the many volunteers who keep 15 committees moving forward and advocating for property rights while also providing the skills and training needed by each new generation of real estate

professionals.

Committee chairs honored for their unstinting service included:

- Heather Boren, commercial investment;



- Irene Reinsdorf, communications, foundation, and professional standards;
- Melanie McShane, education;
- Lela Leong, equal opportunity;
- Wendy Furth, ethics and arbitration;
- Noli Reyes, events and community relations;
- Jim Ezell, finance;
- Nancy Starczyk, governmental affairs;
- Jeff Phillips, Multiple Listing Service;
- Steve Spile, risk management;
- Louisa Henry, Santa Clarita Valley governmental affairs;
- Rhona Jukes and Imelda Leano, Santa Clarita Valley affiliates; and
- Rich Pisani, grievance.

Current leaders of the Southland Regional Association of Realtors also took time to honor the upcoming generation of real estate professionals. Seventeen graduates of SRAR's Leadership Institute were presented with their certificates.

The recipients, some of whom will go on to assume leadership roles, included: Santos Aleman, Bryan Almeida, Anthony Bedgood, Justin Bonney, Paul Bowyer, Filip

Crispino, Starr James, Saby Lengyel, Audra Lorenzo, Patricia Luca, Cheryl Manansala, Teresita Perez, Carmen Sarkis, and Rose Scott.



# LOWEST RATES IN 3 YEARS BOOST SALES STATEWIDE

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

The lowest mortgage interest rates in nearly three years helped jump start California's housing market during July to post the first year-over-year sales gain and highest sales level in 15 months, the California Association of Realtors reported recently.

Home sales statewide during July totaling 411,630 were up 5.6 percent from this June and 1.1 percent higher than a year ago July.

"Mortgage rates that dipped to the lowest level in nearly three years helped reduce monthly mortgage payments for the past five consecutive months, giving buyers more purchasing power," said C.A.R. President Jared Martin. "The boost in demand gave the housing market its first yearly gain since April 2018."

After setting record prices for the past three months straight, the median price pulled back from June's \$610,720, but still registered higher than the previous year. July's median price was \$607,990, down 0.4 percent from June and up 2.8 percent from \$591,230 in July 2018, marking the fourth straight month that the median price remained above \$600,000.

"While it's encouraging that home sales crept higher in July, the market will continue to be challenged by an overarching affordability issue, especially in high cost areas such as the Bay Area, which requires a minimum annual income well into the six figures to purchase a home," said C.A.R. Senior Vice President and Chief Economist Leslie Appleton-Young.

*Other key points from C.A.R.'s July 2019 resale housing report include:*

- Median home prices at the regional level continued to inch up in Southern California and the Central Valley regions, while the Central Coast and Bay Area declined slightly from a year ago.

- In the Southern California region, median home prices grew in every county, while most Bay Area region counties continued to experience price softening on a year-over-year basis.

- The decrease in active listings and an increase in home sales contributed to a yearover- year decline in unsold inventory for the first time in 15 months.

The 30-year, fixed-mortgage interest rate averaged 3.77 percent in July, down from 4.53 percent in July 2018, according to Freddie Mac. The fiveyear, adjustable mortgage interest rate was an average of 3.47 percent, compared to 3.84 percent in July 2018.



## Wilson Tapped for TVEA Top Honor

Realtor Mel Wilson was honored recently for a career of service and dedication to Los Angeles by The Valley Economic Alliance, an organization Wilson helped found 25 years ago.

Wilson has been a president of the 10,300-member Southland Regional Association of Realtors and has served for two and a half decades as the Association's legislative housing advocate. He also was tapped for terms on the L.A. County Planning Commission, the Metropolitan Transportation Authority, and the L.A. City Fire Commission.

Wilson graduated from California State University, Northridge. He was the first player in CSUN history to gain All-American Football honors. He went on to play professional football before launching a career of service. Subsequently, Wilson served on CSUN's President's Advisory Board under four university presidents.

Other TVEA honorees included: Actors Cybil Shepherd and Bruce Boxleitner, plus Morphe, LLC, and Age of Learning.



Howard Marcus, left, had high praise for the accomplishments of his protegee, Mel Wilson, as he introduced the recipient of TVEA's Humanitarian Award. Marcus, 84, was Wilson's football coach in 1970 at San Fernando High School. Wilson, who regards Marcus as his "surrogate dad," went on to play professional football, and become a leader in real estate and the local business and government communities.

## Register Now for CIPS Course

Realtors can register early for a special 5-day course to earn the coveted Certified International Property Specialist designation.

The CIPS course will be offered at the headquarters of the Southland Regional Association of Realtors from Monday, Oct. 28 through Friday, Nov. 1. Seating is limited and advance registration is required.

Write via email for details to [TheresaG@srar.com](mailto:TheresaG@srar.com) or call 818-947-2298.

The course leader will be Ginni Field, a certified CIPS instructor. The CIPS course

curriculum offers real estate professionals hands-on experience with international real estate transactions, along with five full days of study focusing on the critical aspects of transnational purchases, which include: Currency and exchange rate issues; Cross-cultural relationships; Regional market conditions; Investment performance; and Tax Issues.





Yet One-Third Don't Shop

## HOMEBUYERS WHO HUNT FOR A LOAN SAVE MONEY

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

If the purchase of a home is the largest financial transaction most people make in their life, then why do some buyers not shop around for the best loan possible, saving potentially tens of thousands of dollars?

The good news is that two-thirds of homebuyers do comparison shop and, in turn, said they experienced more financially favorable terms than those who did not seek multiple quotes.

That still leaves one-third of buyers who, according to a recent survey conducted by Fannie Mae, did not shop around before selecting their mortgage lender.

Fannie Mae's National Housing Survey concluded that the choice to not compare quotes among different lenders appears to be explained in part by the influence of nonfinancial priorities.

Typically, consumers are keen to compare prices before buying ordinary goods or services — about three-in-four say they like to shop before making a<sup>s</sup> purchase.

When it comes to getting a mortgage, the stakes are generally much higher.

But comparison shopping for a mortgage can be a much more complicated and time-consuming endeavor.

Simply evaluating the “price” of a mortgage involves looking at multiple interrelated components — including rates, fees, and points — and making an assumption about how long a borrower will stay in that mortgage.

Credit history, downpayment, and the ratio of monthly debt payments to income are typically given the most weight in determining a mortgage offer. While some online sites bill

themselves as one-stop-comparison-shopping tools, a homebuyer's unique information needs to be provided to a lender to get a true quote, and each lender's pricing can vary daily. Plus, many homebuyers have the added time pressure of a home purchase contract.

Some recent homebuyers who received only one quote reported doing so because they were more comfortable with that particular lender. Non-shoppers also reported much less concern with competitive terms when selecting a lender, citing other non-financial priorities, such as customer service/responsiveness and having a preexisting account with a lending institution. Individual households may have good reasons for accepting that trade off.

Homebuyers who did get multiple

quotes were more likely than others to say that online resources were an influential source of advice for them. Although homebuyers who received only one quote didn't usually express regret, most still reported trying to negotiate mortgage terms with somewhat less success than those who did shop around.

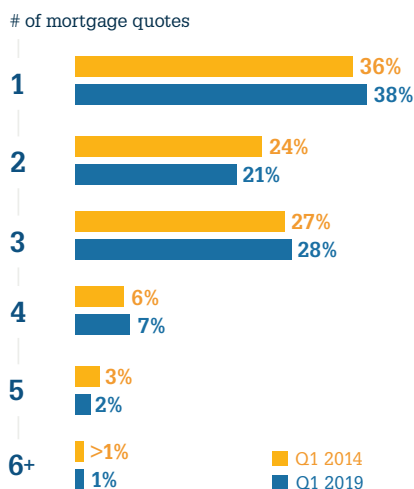
“By not shopping around to gain leverage when negotiating their mortgage, some homebuyers are leaving money on the table,” said Doug Duncan, Fannie Mae's chief economist. “Competition only works if consumers assess their options.”

Simply knowing that a buyer can save thousands of dollars by getting multiple mortgage quotes may motivate more homebuyers to comparison shop.

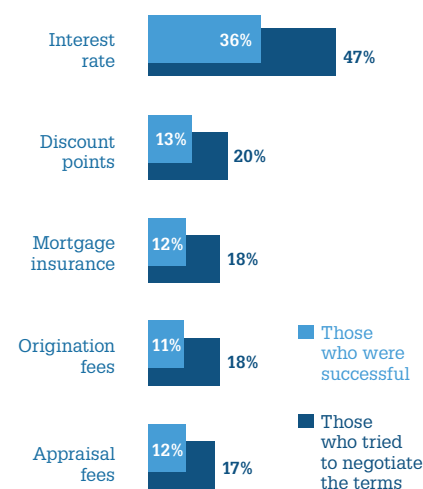
## Shopping around for a mortgage pays off

According to our National Housing Survey®, more than one-third of homebuyers said they didn't shop around for a mortgage, frequently citing greater interest in non-financial priorities, such as customer service, trustworthiness, and lender familiarity. The two-thirds of homebuyers who *did* obtain multiple quotes were more likely to have negotiated loan terms like interest rates and discount points — **and** to have succeeded in those negotiations.

While more than one-third said they didn't shop around for a mortgage, the average homebuyer obtained two mortgage quotes.



Homebuyers who obtained multiple quotes were more likely to negotiate on terms and more likely to say they saved money.



### TAKEAWAY

We've learned through our [previous research](#) that consumers of all backgrounds lack knowledge about mortgage basics. Continuing to build consumer knowledge about the mortgage process not only improves access to credit but is also likely to save homebuyers money.

Led by Senior Vice President and Chief Economist Doug Duncan, our Economic & Strategic Research (ESR) Group studies current data, analyzes historical and emerging trends, and conducts surveys of consumer and mortgage lender groups to provide forecasts and analyses on the economy, housing, and mortgage markets.

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Hear more from our [research team](#), or read the [full findings of our Survey](#).



Fannie Mae®

## Condo Price Ties Record

# LOW LOAN RATES BOOST SALES, INVENTORY FALLING

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS

Single-family home sales broke through the 500-sale benchmark for the first time this year while condo sales increased 1.1 percent from a year ago as low interest rates prompted buyers to jump into the market during August, the Southland Regional Association of Realtors reported Friday.

The rush for affordable property pushed the median price of the 190 condominiums that changed owners last month to \$455,000, which tied the record high set this June.

“Resale prices remain high, hovering at or just below record levels,” said Dan Tresieras, president of the 10,300-member Southland Regional Association of Realtors. “Yet low interest rates lower the cost of borrowing for homebuyers and, in some instances,

means less income is needed to buy than a year ago.”

SRAR’s “Income-to-Loan Guide” for August showed that the mini-mum income needed to qualify for a loan on the San Fernando Valley’s median-priced home during August of \$728,000 was \$145,731.

That income minimum was down 5.5 percent from a year ago — largely because of lower interest rates.

In recent weeks rates have jumped higher in reaction to economic and international events, though most experts believe low rates will return at some point this year.

The Association’s Income-to-Loan Guide found that an 80 percent loan, assuming a 20 percent downpayment, of \$582,400 was

available during August at a national average of 3.62 percent, according to Freddie Mac.

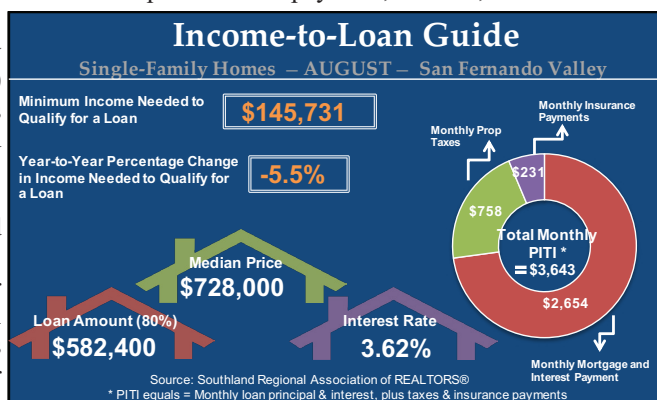
That yields a monthly payment of \$2,654 for interest and principal, \$758 for property taxes, and \$231 for home insurance, with total housing costs per month coming in at \$3,643.

Realtors assisted 520 single-family home sales during August, off 1.5 percent from a year ago. It was the first time this year that the sales total came in above the 500-sale mark.

With only one exception, the inventory of properties listed for sale had improved every month since May 2018, following more than three years of consistent monthly declines.

Beginning this June, the supply started falling, tumbling from 1,352 active listings in June to the August total of 1,286. At the current pace of sales that represents a 1.8-month supply — well short of what is needed to meet demand.

Pending escrows, a measure of future sales activity, came in with 727 home and condominium open escrows at the end of August, which was up 7.2 percent from a year ago.



## TOOLS HELP BUYERS STICK TO BUDGET

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

“How much house can I afford?” is one of the major questions confronting every prospective homebuyer, regardless of the budget or where they want to live.

To answer that key question, Realtor.com recently announced an industry-first monthly payment filter that helps buyers stick to their budget.

It hides homes that exceed a target monthly payment, and includes two new calculators that help take the financial guesswork out of homebuying.

“We go beyond listings search to help people figure out which homes are right for both their lifestyle and budget,” said Chung Meng Cheong, chief product officer at realtor.com.

“The fear of overextending themselves financially is one of the biggest concerns for today’s homebuyers,” he said. “Our new cost calculators give buyers deep insights into what specific home prices mean for their bottomline, while our new monthly payment filter prevents them from seeing

homes outside their monthly budget so they can stay on track financially.”

The new features include a “How Much Home Can I Afford?” calculator for iOS, Android, and Web that helps estimate the ideal home budget.

Simply click “More” on the realtor.com iOS app or “Mortgage” on the Android app. Enter an annual income, monthly debt, desired down payment, and location and realtor.com will calculate a target home price and estimated monthly payment based on current interest rates. Results include the full range of homes a buyer can afford and allows them to customize their budget to be more conservative or more aggressive.

“Monthly Cost Calculator” for iOS and Android provides buyers with a detailed and transparent look at the estimated monthly payments

on a new home.

After determining how much home fits into monthly expenses, the realtor.com monthly payment filter can help buyers stick to a budget by filtering out all the homes that are estimated to exceed a specific range.

For more information about these tools, please visit: <https://www.realtor.com/homemade/finding-the-right-home-and-the-right-price-for-you/>

**Know how much you can afford**

We'll help you estimate how much you can afford to spend on a home & monthly payment



## Annual Forecast:

# LOW RATES HELP, BUT AFFORDABILITY WILL LIMIT 2020

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

Continuation of today's low mortgage interest rates will keep California's housing market chugging along in 2020, but economic uncertainty and affordability issues will mute growth of single-family home sales.

That's the verdict from economists at the California Association of Realtors in their annual housing and economic forecast that was released recently.

The Association's crystal ball shows a small uptick in existing single-family home sales of 0.8 percent next year to reach 393,500 units — up from the projected 2019 sales total of 390,200.

The 2019 figure is 3.1 percent lower compared with the pace of 402,800 home sales set in 2018.

The California median home price was forecast to increase 2.5 percent to \$607,900 in 2020, following a projected 4.1 percent increase from last year to \$593,200 in 2019.

"With interest rates expected to remain

near three-year lows, buyers have more purchasing power than in years past, but they may be reluctant to get off the sidelines because of economic and market uncertainties," said C.A.R. President Jared Martin.

"Additionally, an affordability crunch will cut into demand in some regions such as the Bay Area, where affordability is significantly below state and national levels. These factors together will subdue sales growth next year."

C.A.R.'s forecast projected growth in the U.S. gross domestic product of 1.6 percent in 2020, after a projected gain of 2.2 percent in 2019.

With California's 2020 nonfarm job growth rate at 1.0 percent, down from a projected 1.5 percent in 2019, the state's unemployment rate will tick up to 4.5

historical standards.

"California's housing market will be challenged by changing migration patterns as buyers search for more affordable housing markets, particularly by first-time buyers, who are the hardest hit, moving out of state," said Leslie Appleton-Young, C.A.R.'s senior vice president and chief economist.

"With California's job and population growth rates tapering," she said, "the state's affordability crisis is having a negative impact on the state economically as we lose the workers we need most, such as service and construction workers, and teachers."

In fact, according to C.A.R.'s 2019 State of the Housing Market Study, 30 percent of those sellers who planned on repurchasing said that they will buy their next home in another state outside of California — the highest level since 2005.

	2015	2016	2017	2018	2019-p	2020-f
<b>Single-Family Home Resales</b>	409,400	417,700	424,900	402,800	390,200	393,500
<b>Percent Change</b>	7.0%	2.0%	1.7%	-5.2%	-3.1%	0.8%
<b>Single-Family Median Price</b>	\$476,300	\$502,300	\$537,900	\$570,000	\$593,200	\$607,900
<b>Percent Change</b>	6.6%	5.4%	7.1%	6.0%	4.1%	2.5%
<b>Housing Affordability Index*</b>	31%	31%	29%	28%	32%	32%

\* = Percent of households that can afford median-priced home

p = projected

f = forecast

percent in 2020 from 2019's 4.3 projected figure.

The average for 30-year, fixed mortgage interest rates will dip to 3.7 percent in 2020, down from 3.9 percent in 2019 and 4.5 percent in 2018 and will remain low by

Older generations were more likely to buy outside of California as 37 percent of baby boomers and silent generation planned on repurchasing in another state, but only 30 percent of Millennial sellers planned to do the same.



A Southland Association of Realtors' suggestion on how to "reimagine" registration at the California Association of Realtors annual trade show won \$1,000, which SRAR will split between Bridge to Home in the Santa Clarita Valley and Hope of the Valley Rescue Mission. Hope of the Valley provides 290,000 meals annually and 92,000 nights of safe shelter to the needy in the San Fernando Valley. Accepting the award are Nancy Troxell Carnahan, the 2019 president-elect, and Dan Tresieras, SRAR's 2019 president.



SRAR leadership met recently with Los Angeles City Councilman David Ryu, 4th District, which spans from Sherman Oaks to Hollywood, Griffith Park to the Miracle Mile. Topics discussed included six housing projects that are underway; Measures H and HHH; Ryu's three-pronged homeless points; his motion on an "Empty Homes Penalty Tax," and assistance that local, state, and national Realtor associations can provide. SRAR's delegation included: Seated, left to right, Nancy Starczyk, SRAR governmental affairs chair, Councilman Ryu, Wendy Furth. Back Row: Director Howard M. Katchen, Director Judy Ann Von Arb, Elizabeth de Carteret, SRAR industry and community relations director, Dan Tresieras, SRAR president, and Jodi Francisco, a member of the Governmental Affairs committee.



SOUTHLAND REGIONAL  
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Make a Child's Holiday  
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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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**Completed forms with credit card information may be faxed to 818-786-4541.**

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OFFICE: 818.000.0000

Photo Logo



	<p><b>3<sup>rd</sup> Tuesday of Every Month</b> <b>Commercial/Investment Network</b></p> <p><b>SRAR Auditorium</b> 7232 Balboa Blvd, Lake Balboa, CA, 91406</p> <p>8:15am - 9:30am</p> <p>Contact: Brian Hatkoff at 818-701-7789 <a href="http://www.CommercialDataExchange.com">www.CommercialDataExchange.com</a></p>	<p><b>REAL ESTATE PROFESSIONALS IN THE SAN FERNANDO VALLEY</b></p>	
<p><b>1<sup>st</sup> &amp; 3<sup>rd</sup> Wed. of Every Month</b> <b>South East Area</b></p> <p><b>IHOP</b> 19100 Ventura Blvd, Tarzana, CA 91356</p> <p>11:45am - 1:30pm</p> <p>Contact: Filip Crispino at 818-635-6743</p>	<p><b>NETWORKING MEETINGS</b></p>	<p><b>1<sup>st</sup> Thursday of Every Month</b> <b>East North Meeting</b></p> <p><b>Lulu's Restaurant</b> 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><b>PITCHES, EDUCATION, NETWORKING, GUEST SPEAKERS AND MORE!!</b></p>
	<p><b>Every Friday</b> <b>Real Estate Network</b></p> <p><b>El Cariso Golf Course Restaurant</b> 13100 Eldridge Ave, Sylmar, CA, 91342</p> <p>8:30am - 10:00am</p> <p>Contact: Bud Mauro &amp; Filip Crispino at 818-635-6743</p>	<p><b>2<sup>nd</sup> &amp; 4<sup>th</sup> Friday of Every Month</b> <b>Santa Clarita Valley Caravan</b></p> <p><b>Santa Clarita Sports Complex</b> 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><b>Every Friday</b> <b>Outwest Marketing</b></p> <p><b>Weiler's Deli</b> 22323 Sherman Way, Canoga Park, CA, 91303</p> <p>8:00am - 9:30am</p> <p>Contact: Ron Henderson at 818-999-3981 <a href="http://www.OutwestMarketing.com">www.OutwestMarketing.com</a></p>



# SIGN UP TO RECEIVE UPDATES ON YOUR MOBILE PHONE

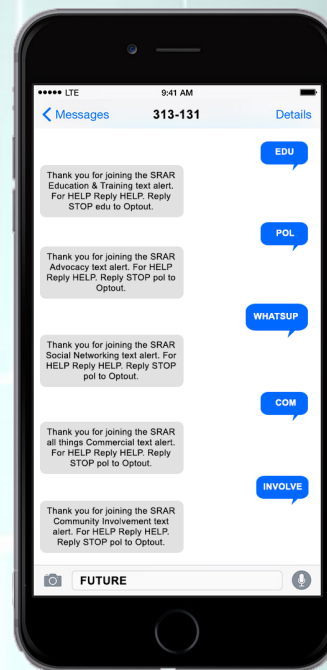
*Get updates & reminders straight to your phone  
and stay in-the-know on all that is happening at  
Southland Regional Association of REALTORS®*



## 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

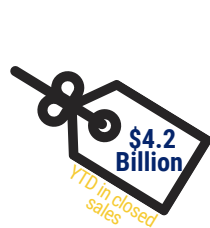
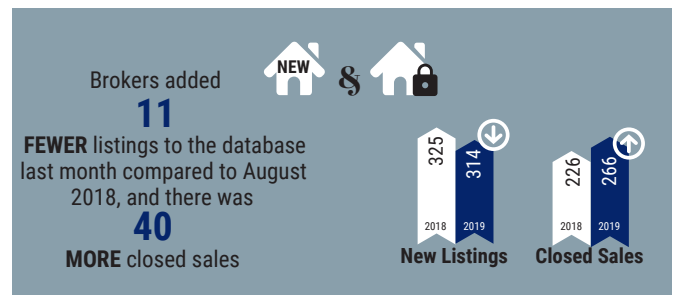
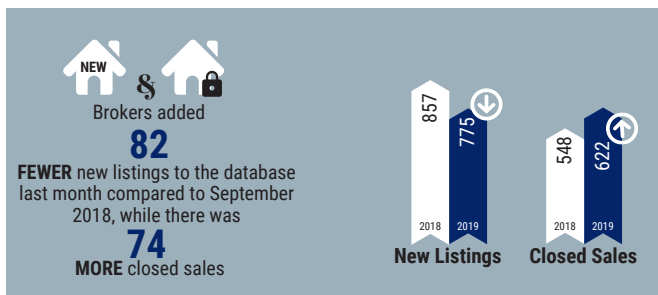
## Market Snapshot (September 2019):



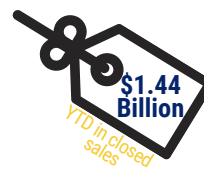
The median sale price  
for single family homes  
**increased by**  
**5.2%**  
from this time last year



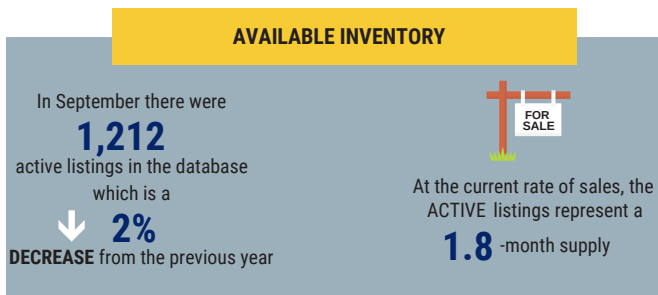
The median sale price for  
single family homes  
**increased by**  
**4%**  
from this time last year



The total dollar value of year  
to date sales **decreased**  
**\$101,320,000**  
from September  
2018



The total dollar value of year  
to date sales **increased**  
**\$5,245,000**  
from September 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  
1,445

SEPTEMBER 2019 SFV RESIDENTIAL MLS SUMMARY  
MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED  
1,216

RESIDENTIAL PROP. ESCROW CLOSED  
1,185

ACTIVE INVENTORY:

NEW LISTINGS	EN	ES	CS	WN	WS	SFV TOT	EXT	TOTAL
TOTAL ACTIVE LISTINGS	112	170	137	159	197	775	670	1,445
AVERAGE DAYS ON MARKET	124	288	236	210	354	1,212	1,413	2,625
AVERAGE LIST PRICE IN THOUSANDS	76	63	70	57	65	65	82	74
MEDIAN LIST PRICE IN THOUSANDS	542.0	1,206.9	1,273.6	849.6	1,461.3	1,164.3	695.6	912.0
BOMS	510.0	899.0	769.0	699.0	949.0	796.9	425.0	595.0
AVERAGE BOM PRICE IN THOUSANDS	23	22	20	24	46	135	140	275
BOM TO SALE RATIO	507.3	874.1	728.0	621.7	976.7	780.1	530.2	652.9
EXPIRATIONS	22.3	17.7	19.0	17.4	30.3	21.7	24.9	23.2
	22	20	30	19	35	126	129	255

PENDING SALES:

NEW ESCROWS OPENED	104	107	115	156	180	662	554	1,216
TOTAL YTD ESCROWS OPENED	834	1,041	952	1,326	1,409	5,562	4,902	10,464
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	30	41	37	41	44	40	47	43
NEW OPEN ESCROWS AVERAGE LIST PRICE	497.1	937.6	955.9	729.2	948.7	825.5	522.4	687.4

CLOSED SALES:

NEW ESCROWS CLOSED	103	124	105	138	152	622	563	1,185
TOTAL YTD ESCROWS CLOSED	771	994	886	1,249	1,298	5,198	4,580	9,778
VOLUME OF NEW SALE DOLLARS IN MILLIONS	53,014	110,731	89,286	99,382	127,830	480,244	315,015	795,259
VOLUME OF TOTAL YTD SALES IN MILLIONS	382,492	939,586	630,186	865,740	1,176,576	4,194,561	2,320,179	6,514,760
AVERAGE SALE PRICE IN THOUSANDS	514.7	893.0	850.3	720.2	841.0	772.1	559.5	671.1
MEDIAN SALE PRICE IN THOUSANDS	508.0	730.0	590.0	670.0	699.0	643.0	400.0	550.0
COOP SALES	80	100	80	117	118	495	472	967
PERCENT OF COOP SALES	77.7	80.6	76.2	84.8	77.6	79.6	83.8	81.6
AVERAGE DAYS ON MARKET	32	35	35	32	35	34	44	39
SALES AT LIST PRICE	66	61	60	78	69	302	302	636
PERCENT OF SALES AT LIST PRICE	64.1	49.2	57.1	56.5	45.4	53.7	53.6	53.7
SALES TO LISTING INVENTORY RATIO	83.1	43.1	44.5	65.7	42.9	51.3	39.8	45.1
FINAL SALE TO NEW LISTING RATIO	92.0	72.9	76.6	86.8	77.2	80.3	84.0	82.0

CLOSED SALES TYPE

FORECLOSURE/REO	0	0	2	0	0	2	8	10
SELLER CONCESSIONS	0	0	0	0	0	0	0	0
SHORT SALE	3	0	2	0	1	6	9	15
STANDARD	97	124	99	135	149	604	528	1132
OTHER	3	0	2	3	2	10	18	28

SELLING TIME - PRICE CHANGE - PRICE REDUCTION

AVG. SELL TIME	ACTIVE NO. LISTINGS		TOTAL # SOLD		REDUCED \$	\$ AVERAGE PRICE REDUCTION %	
LESS THAN 100,000	47	17	7	6	17,038	17.1	17.1
100,000 TO 109,999	45	1	1	1	21,000	16.2	16.2
110,000 TO 119,999	7	4	1	1	3,900	3.4	3.4
120,000 TO 139,999	29	7	5	3	14,475	3.5	3.5
140,000 TO 159,999	60	22	3	3	44,300	18.6	18.6
160,000 TO 179,999	71	22	10	9	12,370	6.1	6.1
180,000 TO 199,999	91	34	12	9	26,263	10.1	10.1
200,000 TO 249,999	55	121	48	31	16,966	10.5	10.5
250,000 TO 299,999	46	169	78	41	15,462	4.3	4.3
300,000 TO 349,999	37	183	95	43	22,011	0.2	0.2
350,000 TO 399,999	32	207	89	40	23,355	0.2	0.2
400,000 TO 449,999	32	147	74	40	7,980	1.6	1.6
450,000 TO 499,999	43	137	58	22	4,799	2.1	2.1
500,000 TO 549,999	40	116	99	55	11,992	1.9	1.9
550,000 TO 599,999	34	134	94	45	11,501	1.7	1.7
600,000 TO 699,999	34	235	152	72	4,786	0.0	0.0
700,000 TO 799,999	34	170	90	53	20,638	2.2	2.2
800,000 TO 899,999	32	140	77	38	21,164	2.0	2.0
900,000 TO 999,999	33	96	48	31	36,133	3.2	3.2
1,000,000 TO 1,999,999	42	442	112	75	17,519	4.4	4.4
MORE THAN 2,000,000	49	201	32	19	30,627	46.7	46.7
TOTALS	39	2,625	1,185	637	197,49	0.2	0.2

LISTINGS  
14,034

2019 RMLS TOTAL - \$ VOLUME  
\$6,514,760,000

SALES  
9,802

EN: Arleta, Kagel Canyon, Pacoima, Panorama City, San Fernando, Sun Valley, Sylmar, ES: Calhenga Pass, Lake Hollywood, North Hollywood, Sherman Oaks, Studio City, Toluca Lake, Valley Glen, 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	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	1,253	855.0	78.1						
JUL	1,673	1,165	600.3	69.6	1,686	1,321	770.6	78.4	1,644	1,163	745.4	70.7	1,726	1,177	784.5	68.2	1,651	1,170	779.7	70.9	1,670	1,177	815.2	70.5						
AUG	1,146	999	536.8	66.3	1,695	1,228	692	72.4	1,687	1,201	740.9	71.2	1,687	1,414	889.4	83.8	1,871	1,284	897.3	56.7	1,645	1,304	901.6	51.8						
SEPT	1,432	1,065	536.8	74.4	1,437	1,230	678.5	85.6	1,504	1,243	782.6	82.6	1,455	1,274	786	85.3	1,592	945	617.3	54.0	1,145	1,185	795.2	82.0						
OCT	1,524	1,033	553	67.8	1,418	1,124	632.9	79.3	1,406	1,099	647.9	78.2	1,306	1,213	757.2	92.9	1,628	1,068	751.2	65.6										
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 SEPTEMBER 2019

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings .....	75	119	87	112	157	550	526	1,076
Total Active Listings .....	80	198	151	155	282	866	1,131	1,997
Average Days on Market .....	86	54	63	62	62	63	84	75
Average List Price in Thousands .....	610.1	1,490.7	1,708.2	963.0	1,699.0	1,420.7	715.7	1,021.4
Median List Price in Thousands .....	549.9	1,250.0	1,175.0	829.9	1,170.0	985.0	419.0	670.0
BOMS .....	15	12	14	18	35	94	120	214
Average BOM Price in Thousands .....	568.4	1,124.7	847.3	694.2	1,144.0	919.4	543.1	708.4
BOM to Sale Ratio .....	19.5	14.3	20.9	15.8	31.5	20.8	27.1	23.9
Expirations .....	15	15	22	14	29	95	101	196
<b>PENDING SALES</b>								
New Escrows Opened .....	68	71	78	122	150	489	443	932
Total YTD Escrows Opened .....	598	713	650	1,063	1,103	4,127	3,845	7,972
New Open Escrows Average Days on Market .....	29	41	40	41	43	40	46	43
New Open Escrows Average List Price .....	549.0	1,130.2	1,141.8	810.3	1,051.0	947.1	541.0	754.1
<b>CLOSED SALES:</b>								
New Escrows Closed .....	77	84	67	114	111	453	442	895
Total YTD Escrows Closed .....	570	680	599	1,013	1,012	3,874	3,578	7,452
Volume of New Sales Dollars in Millions .....	42.152	87.296	69.639	86.454	106.085	391.626	259.144	650.769
Volume of total YTD Sales in Millions .....	304.628	765.563	692.483	749.931	1,038.180	3,550.785	1,837.757	5,388.542
Average Sale price in Thousands .....	547.4	1,039.2	1,039.4	758.4	955.7	864.5	586.3	727.1
Median Sale Price in Thousands .....	530.0	829.0	675.0	699.0	785.0	705.0	395.0	600.0
Coop Sales .....	60	63	49	98	82	352	370	722
Percent of Coop Sales .....	77.9	75.0	73.1	86.0	73.9	77.7	83.7	80.7
Average Days on Market .....	30	30	37	29	33	32	45	38
Sales at List Price .....	53	45	34	69	48	249	240	489
Percent of Sales at List Price .....	68.8	53.6	50.7	60.5	43.2	55.0	54.3	54.6
Sales to Listing Inventory Ratio .....	96.3	42.4	44.4	73.5	39.4	52.3	39.1	44.8
Final Sale to New Listing Ratio .....	102.7	70.6	77.0	101.8	70.7	82.4	84.0	83.2
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO .....	0	0	1	0	0	1	8	9
Seller Concessions .....	0	0	0	0	0	0	0	0
Short Sale .....	3	0	1	0	1	5	8	13
Standard .....	72	84	63	111	108	438	413	851
Other .....	2	0	2	3	2	9	13	22

## SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR SEPTEMBER 2019

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SFV TOTAL	EXT	TOTAL
New Listings .....	37	51	50	47	40	225	144	369
Total Active Listings .....	44	90	85	55	72	346	282	628
Average Days on Market .....	58	81	82	43	77	72	73	72
Average List Price in Thousands .....	418.2	582.5	501.6	529.9	530.5	522.5	615.0	564.1
Median List Price in Thousands .....	370.0	550.0	399.0	465.0	439.9	450.0	430.0	449.0
BOMS .....	8	10	6	6	11	41	20	61
Average BOM Price in Thousands .....	392.9	573.4	449.6	404.0	444.5	460.7	452.9	458.1
BOM to Sale Ratio .....	30.8	25.0	15.8	25.0	26.8	24.3	16.5	21.0
Expirations .....	7	5	8	5	6	31	28	59
<b>PENDING SALES</b>								
New Escrows Opened .....	36	36	37	34	30	173	111	284
Total YTD Escrows Opened .....	236	328	302	263	306	1,435	1,057	2,492
New Open Escrows Average Days on Market .....	32	40	32	42	50	39	49	43
New Open Escrows Average List Price .....	399.0	557.9	564.0	438.0	437.1	481.6	447.9	468.5
<b>CLOSED SALES:</b>								
New Escrows Closed .....	26	40	38	24	41	169	121	290
Total YTD Escrows Closed .....	201	314	287	236	286	1,324	1,002	2,326
Volume of New Sales Dollars in Millions .....	10.862	23.435	19.647	12.928	21.746	88.618	55.872	144.490
Volume of total YTD Sales in Millions .....	77.865	174.023	137.703	115.809	138.395	643.795	482.422	1,126.218
Average Sale price in Thousands .....	417.8	585.9	517.0	538.7	530.4	524.4	461.7	498.2
Median Sale Price in Thousands .....	375.0	550.0	400.0	441.0	450.0	440.0	410.0	429.9
Coop Sales .....	20	37	31	19	36	143	102	245
Percent of Coop Sales .....	76.9	92.5	81.6	79.2	87.8	84.6	84.3	84.5
Average Days on Market .....	35	46	32	44	39	39	42	40
Sales at List Price .....	13	16	26	9	21	85	62	147
Percent of Sales at List Price .....	50.0	40.0	68.4	37.5	51.2	50.3	51.2	50.7
Sales to Listing Inventory Ratio .....	59.1	44.4	44.7	43.6	56.9	48.8	42.9	46.2
Final Sale to New Listing Ratio .....	70.3	78.4	76.0	51.1	102.5	75.1	84.0	78.6
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO .....	0	0	1	0	0	1	0	1
Seller Concessions .....	0	0	0	0	0	0	0	0
Short Sale .....	0	0	1	0	0	1	1	2
Standard .....	25	40	36	24	41	166	115	281
Other .....	1	0	0	0	0	1	5	6



## SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR SEPTEMBER 2019

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	17	4	51	25	15	47	10	64	233	78	311
Total Active Listings	55	23	79	40	33	80	15	81	406	155	561
Average Days on Market	118	120	87	89	78	74	62	50	82	70	78
Average List Price in Thousands	648.3	1,353.6	758.4	672.3	829.1	737.6	876.8	786.7	780.4	585.2	726.5
Median List Price in Thousands	599.0	735.0	625.0	619.9	715.0	679.0	829.0	695.0	674.9	390.0	625.0
BOMS	2	3	10	1	7	11	0	9	43	17	60
Average BOM Price in Thousands	626.0	741.3	626.8	439.9	739.3	788.1	0.0	700.3	705.4	415.4	623.2
BOM to Sale Ratio	25.0	100.0	23.8	5.6	100.0	20.0	0.0	18.4	22.2	27.4	23.4
Expirations	5	1	7	2	2	9	4	4	34	11	45

### PENDING SALES

New Escrows Opened	14	7	46	12	19	46	14	53	211	58	269
Total YTD Escrows Opened	105	32	415	187	140	463	89	484	1,915	542	2,457
New Open Escrows Average Days on Market	132	132	33	14	44	37	29	36	44	69	50
New Open Escrows Average List Price	645.1	1,004.9	539.1	565.0	653.5	663.6	913.1	698.9	665.4	485.5	626.7

### CLOSED SALES:

New Escrows Closed	8	3	42	18	7	55	12	49	194	62	256
Total YTD Escrows Closed	94	29	388	190	124	430	79	447	1,781	509	2,290
Volume of New Sales Dollars in Millions	4.989	2.251	24.520	11.832	4.233	35.098	9.608	36.040	128.572	25.896	154.468
Volume of total YTD Sales in Millions	53.368	21.636	232.160	108.088	82.520	273.841	66.950	308.770	1,147.334	220.667	1,368.001
Average Sale price in Thousands	623.6	750.3	583.8	657.4	604.7	638.1	800.7	735.5	662.7	417.7	603.4
Median Sale Price in Thousands	615.0	765.0	565.0	570.0	605.0	623.0	785.0	640.0	623.0	350.0	590.0
Coop Sales	7	3	38	16	6	50	11	44	175	53	228
Percent of Coop Sales	87.5	100.0	90.5	88.9	85.7	90.9	91.7	89.8	90.2	85.5	89.1
Average Days on Market	134	108	64	105	86	87	81	95	88	93	89
Sales at List Price	4	2	23	8	4	28	6	18	93	35	128
Percent of Sales at List Price	50.0	66.7	54.8	44.4	57.1	50.9	50.0	36.7	47.9	56.5	50.0
Sales to Listing Inventory Ratio	14.5	13.0	53.2	45.0	21.2	68.8	80.0	60.5	47.8	40.0	45.6
Final Sale to New Listing Ratio	47.1	75.0	82.4	72.0	46.7	117.0	120.0	76.6	83.3	79.5	82.3

### CLOSED SALES TYPE

Foreclosure / REO	0	0	1	1	0	0	0	1	3	0	3
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	1	0	0	1	0	1	3	1	4
Standard	8	3	39	17	7	54	12	47	187	59	246
Other	0	0	1	0	0	0	0	0	1	2	3

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR SEPTEMBER 2019

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	11	0	22	13	7	28	81	12	93
Total Active Listings	1	1	21	1	24	14	8	43	113	21	134
Average Days on Market	151	125	86	40	37	52	28	68	61	99	67
Average List Price in Thousands	589.6	1,100.0	329.6	629.9	335.5	449.3	428.7	521.2	437.4	510.2	448.8
Median List Price in Thousands	589.6	1,100.0	315.0	629.9	325.0	415.0	415.9	469.0	414.9	450.0	414.9
BOMS	0	0	5	0	1	5	1	9	21	2	23
Average BOM Price in Thousands	0.0	0.0	370.7	0.0	320.0	448.9	468.9	530.3	460.0	482.9	462.0
BOM to Sale Ratio	0.0	0.0	27.8	0.0	9.1	41.7	33.3	34.6	29.2	28.6	29.1
Expirations	0	0	0	0	1	0	1	2	4	1	5

### PENDING SALES

New Escrows Opened	1	0	13	1	16	19	1	32	83	9	92
Total YTD Escrows Opened	3	1	186	9	122	139	33	273	766	87	853
New Open Escrows Average Days on Market	153	0	51	55	26	29	63	32	35	56	37
New Open Escrows Average List Price	665.0	0.0	363.3	577.0	360.8	413.5	450.0	475.6	424.9	482.2	430.5

### CLOSED SALES:

New Escrows Closed	0	0	18	2	11	12	3	26	72	7	79
Total YTD Escrows Closed	3	1	188	9	114	125	33	252	725	84	809
Volume of New Sales Dollars in Millions	0.000	0.000	6.410	0.910	3.727	4.994	1.337	10.835	28.213	3.491	31.704
Volume of Total YTD Sales in Millions	1.811	0.870	67.906	3.871	40.822	52.841	14.949	112.999	296.068	39.894	335.962
Average Sale price in Thousands	0.0	0.0	356.1	455.0	338.9	416.2	445.5	416.7	391.8	498.7	401.3
Median Sale Price in Thousands	0.0	0.0	329.0	200.0	335.0	430.0	460.0	405.0	374.0	475.0	375.0
Coop Sales	0	0	18	1	11	10	3	24	67	6	73
Percent of Coop Sales	0.0	0.0	100.0	50.0	100.0	83.3	100.0	92.3	93.1	85.7	92.4
Average Days on Market	0	0	76	87	80	79	51	65	72	99	75
Sales at List Price	0	0	12	1	10	6	2	18	49	3	52
Percent of Sales at List Price	0.0	0.0	66.7	50.0	90.9	50.0	66.7	69.2	68.1	42.9	65.8
Sales to Listing Inventory Ratio	0.0	0.0	85.7	200.0	45.8	85.7	37.5	60.5	63.7	33.3	59.0
Final Sale to New Listing Ratio	0.0	0.0	163.6	0.0	50.0	92.3	42.9	92.9	88.9	58.3	84.9

### 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	0	0	18	2	11	12	3	26	72	7	79
Other	0	0	0	0	0	0	0	0	0	0	0

RESIDENTIAL PROPERTIES LISTED

404

SEPTEMBER 2019 SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED

361

RESIDENTIAL PROP. ESCROW CLOSED

335

ACTIVE INVENTORY:

	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	17	4	62	25	37	60	17	92	314	90	404
TOTAL ACTIVE LISTINGS	56	24	100	41	57	94	23	124	519	176	695
AVERAGE DAYS ON MARKET	119	120	87	71	61	71	50	56	77	76	76
AVERAGE LIST PRICE IN THOUSANDS	647.2	1,343.1	668.3	671.3	621.2	694.7	721.0	694.6	705.0	576.3	672.9
MEDIAN LIST PRICE IN THOUSANDS	589.9	735.0	580.0	624.9	564.9	669.0	750.0	638.0	625.0	399.9	580.0
BOMS	2	3	15	1	8	16	1	18	64	19	83
AVERAGE BOM PRICE IN THOUSANDS	626.0	741.3	541.4	439.9	666.9	682.1	468.9	615.3	624.8	422.5	578.5
BOM TO SALE RATIO	25.0	100.0	25.0	5.0	3.3	9.9	6.7	24.0	24.1	27.5	24.8
EXPIRATIONS	5	1	7	2	3	9	5	6	38	12	50

PENDING SALES:

NEW ESCROWS OPENED	15	7	59	13	35	65	15	85	294	67	361
TOTAL YTD ESCROWS OPENED	108	33	601	196	262	602	122	757	2,681	629	3,310
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	133	132	37	17	36	35	31	35	42	68	46
NEW OPEN ESCROWS AVERAGE LIST PRICE	646.4	1,004.9	500.4	565.9	519.7	590.5	882.2	614.9	597.5	485.1	576.7

CLOSED SALES:

NEW ESCROWS CLOSED	8	3	60	20	18	67	15	75	266	69	335
TOTAL YTD ESCROWS CLOSED	97	30	576	199	238	555	112	699	2,506	593	3,099
VOLUME OF NEW SALE DOLLARS IN MILLIONS	4.989	2.251	30.990	12.742	7.960	40.092	10.944	46.876	156.785	29.387	186.172
VOLUME OF TOTAL YTD SALES IN MILLIONS	55.179	22.506	300.065	111.959	123.342	326.682	81.899	421.769	1,443.402	260.562	1,703.964
AVERAGE SALE PRICE IN THOUSANDS	623.6	750.3	515.5	637.1	442.2	598.4	729.6	625.0	589.4	425.9	555.7
MEDIAN SALE PRICE IN THOUSANDS	615.0	765.0	530.0	570.0	371.0	575.0	762.0	585.0	570.0	365.0	540.0
COOP SALES	7	3	56	17	17	60	14	68	242	59	301
PERCENT OF COOP SALES	87.5	100.0	93.3	85.0	94.4	89.6	93.3	90.7	91.0	85.5	89.9
AVERAGE DAYS ON MARKET	134	108	68	103	82	86	75	85	84	94	86
SALES AT LIST PRICE	4	2	35	9	14	34	8	36	142	38	180
PERCENT OF SALES AT LIST PRICE	50.0	66.7	58.3	45.0	77.8	50.7	53.3	48.0	53.4	55.1	53.7
SALES TO LISTING INVENTORY RATIO	14.3	12.5	60.0	48.8	31.6	71.3	65.2	60.5	51.3	39.2	48.2
FINAL SALE TO NEW LISTING RATIO	47.1	75.0	96.8	80.0	48.6	111.7	88.2	81.5	84.7	76.7	82.9

CLOSED SALES TYPE

FORECLOSURE/REO	0	0	1	1	0	0	0	1	3	0	3
SELLER CONCESSIONS	0	0	0	0	0	0	0	0	0	0	0
SHORT SALE	0	0	1	0	0	1	0	1	3	1	4
STANDARD	8	3	57	19	18	66	15	73	259	66	325
OTHER	0	0	1	0	0	0	0	0	1	2	3

SELLING PRICE RANGE:

	AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %
LESS THAN 100,000	0	0	0	0	N/A
100,000 TO 109,999	0	0	0	0	N/A
110,000 TO 119,999	0	0	0	0	N/A
120,000 TO 139,999	98	1	1	1	47425
140,000 TO 159,999	0	0	0	0	N/A
160,000 TO 179,999	42	3	5	1	44668
180,000 TO 199,999	146	4	3	2	58050
200,000 TO 249,999	73	25	4	1	217
250,000 TO 299,999	46	37	27	14	1734
300,000 TO 349,999	41	38	23	11	5193
350,000 TO 399,999	26	46	26	13	155184
400,000 TO 449,999	44	40	16	11	250285
450,000 TO 499,999	29	48	31	8	2962
500,000 TO 549,999	27	60	36	22	14922
550,000 TO 599,999	31	69	36	20	7448
600,000 TO 699,999	42	113	62	40	16815
700,000 TO 799,999	44	81	30	22	20547
800,000 TO 899,999	76	37	19	14	67580
900,000 TO 999,999	75	22	5	4	76583
1,000,000 TO 1,999,999	47	61	9	7	52788
MORE THAN 2,000,000	58	9	2	2	185000
TOTALS	42	695	335	193	41817

LISTINGS

4,047

2019 RMLS TOTAL - \$ VOLUME

\$1,703,964,000

SALES

3,095

THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.

\*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	392	427	238.1	55.7
SEPT	454	341	145.9	75.1	415	368	167.2	88.7	480	406	201.2	84.6	462	401	211.4	86.8	431	308	168.6	53.6	404	335	186.2	82.9
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	4,742	1,961.5	81.6	5,314	4,041	2132.8	76.0	5,277	4,581	2,503.9	86.8	5,319	4,085	2,213.6	76.1				
AVG. SALE PRICE			<b>\$421,369</b>				<b>\$462,399</b>				<b>\$527,790</b>				<b>\$546,583</b>				<b>\$541,884</b>					

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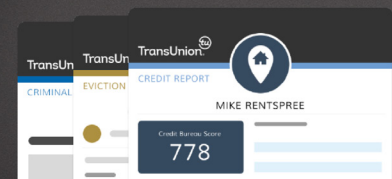
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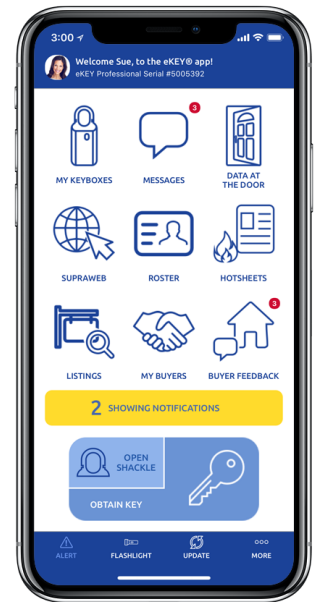


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