

November/December 2019

# REALTOR® REPORT

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

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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.

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**involve** : community involvement and charity drives

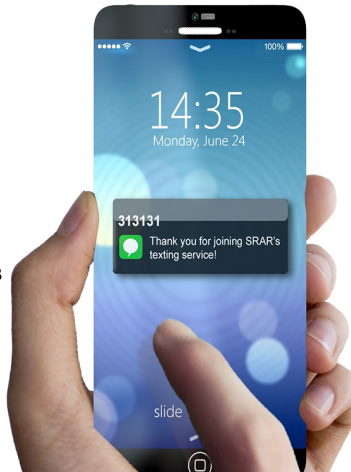
**pol** : updates on real estate issues, political events and receptions with local officials

**future** : leadership opportunities and committee involvement

**com** : commercial events and classes

**whatsnew** : new member services and benefits

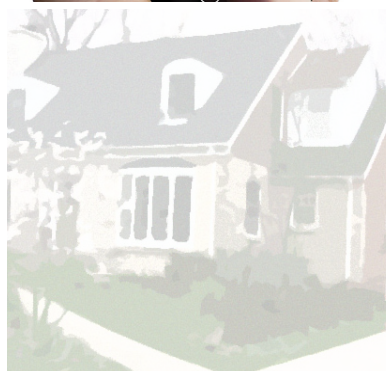
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#### OCTOBER 2019

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



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## REALTOR® REPORT

*The Official Publication of SRAR*

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## Commercial Real Estate

# ECOMMERCE UP, YET RETAIL STILL THRIVING

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS®

BY DAN TRESIERRAS, PRESIDENT, AND DAVID WALKER

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

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

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

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

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

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

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

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

Panel members included: Jon Gardner,

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

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



Ryan Patap

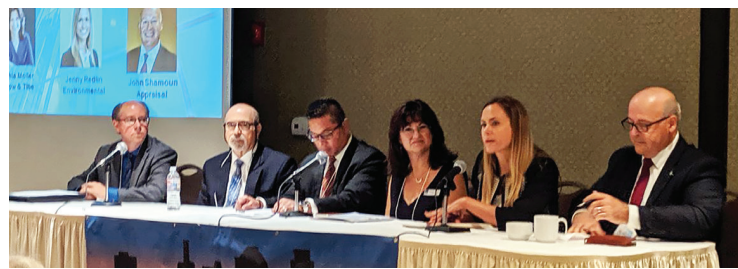


Sandy Sigal

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



Bob Khalsa, left, Heather Boren, Arnie Garfinkel



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

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

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

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

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

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

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

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

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

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

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

## RIISING WEALTH, LOW RATES LIFT VACATION HOME DEMAND, PRICES

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

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

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

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

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

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

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

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

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

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

## HELPING RENTERS ACHIEVE THE DREAM

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

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

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

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

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

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

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

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

could achieve the American Dream of homeownership.

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

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

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

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

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

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

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

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

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

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

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

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



## BUY - FIX - KEEP - SELL

Neighborhood Housing Services helps families of modest means become homeowners.

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

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

NHS provides services to families every day through:

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

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

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

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

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

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

"Real estate touches every American, from every

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

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

### Top Ten Impacts on Real Estate 2018-2019

#### Current Issues

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

#### Longer-term Issues

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

"When it comes to politics, CRE tries to illuminate rather than advocate," Kelly said. "However, we think it is obvious that the dysfunctional state of our political discourse and our unwillingness to compromise on issues stand in the way of problem-solving — problems like the ones on this list."

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

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

Yet panelist Julie Melander

note that the inverse is true, too.

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



# 2020 COMMERCIAL & INVESTMENT DIVISION EDUCATION SERIES

2020  
Commercial  
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Series

## JANUARY CLASSES FREE TO ATTEND!!

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

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

All Classes Listed Below Are Held On Wednesdays 9:00am - 12:00pm  
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☐ **February 19, 2020**  
Effective Commercial Purchase Agreements

☐ **March 4, 2020**  
Overview of Commercial Real Estate Investment Analysis

☐ **April 8, 2020**  
Keys to Financing Commercial Real Estate

☐ **May 6, 2019**  
Deferring Capital Gains Through 1031 Exchange

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

☐ **June 24, 2020**  
Overview of Commercial Real Estate Investment Analysis

☐ **July 29, 2020**  
Tax & Legal Impact on Real Estate

☐ **August 26, 2020**  
Effective Commercial Lease Agreement

☐ **September 23, 2020**  
Due Diligence in Commercial Real Estate Transactions

☐ **October 21, 2020**  
Overview of Commercial Real Estate Investment Analysis

☐ **November 18, 2020**  
Property Management for Investment Real Estate

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# HOW TO FIND (OR KEEP) FIRE INSURANCE

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



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TIPS FOR  
HOMEOWNERS  
IN WILDFIRE  
ZONES

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1

**KNOW YOUR RIGHTS!**

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

2

**CONTACT YOUR INSURANCE COMPANY IMMEDIATELY**

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

3

**START SHOPPING FOR INSURANCE EARLY!**

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

4

**CHECK FOR POLICIES WRITTEN BY ADMITTED INSURANCE COMPANIES**

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

5

**MAKE SURE YOU ARE NOT UNDERINSURED**

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

6

**COMPARE TYPES OF COVERAGE AND LIMITS**

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

7

**CHECK SURPLUS LINES INSURANCE OPTIONS IF NECESSARY**

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

8

**USE THE FAIR PLAN AS A LAST RESORT**

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

# HOW TO PROTECT YOURSELF FROM SCAM ARTISTS FOLLOWING WILDFIRE DAMAGE

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

## TO MAKE SURE YOUR HOME INSPECTOR IS LEGITIMATE:

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

## TO MAKE SURE YOUR CONTRACTOR IS LEGITIMATE:

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

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

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



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





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**\$25**

Make a Child's Holiday  
Dream Come True

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

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

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

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

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

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

CC #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

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

Signature to Authorized Charge: \_\_\_\_\_

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

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

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YOUR COMPANY  
LOGO  
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AGENT NAME

12 inch x 18 inch size

Sign Sizes		
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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
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24 x 36 inches	\$26.25 + tax each	\$52.50 + tax each
Wire Sign Stakes \$1.80 + tax each		

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And Information  
Here

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**OPEN HOUSE**  
AGENT NAME  
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<p><b>For REALTORS® and Affiliates</b></p>	<p><b>3<sup>rd</sup> Tuesday of Every Month 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 AND SANTA CLARITA VALLEYS</b></p>	
<p><b>2<sup>nd</sup> &amp; 4<sup>th</sup> Wed. of Every Month 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 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 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 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 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>



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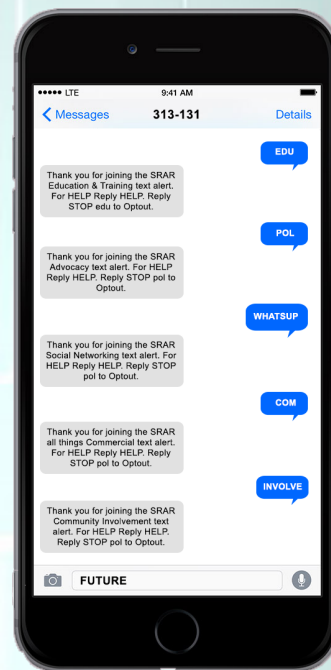
*Get updates & reminders straight to your phone  
and stay in-the-know on all that is happening at  
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## How to Opt In:



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

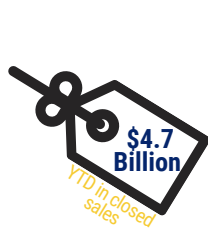
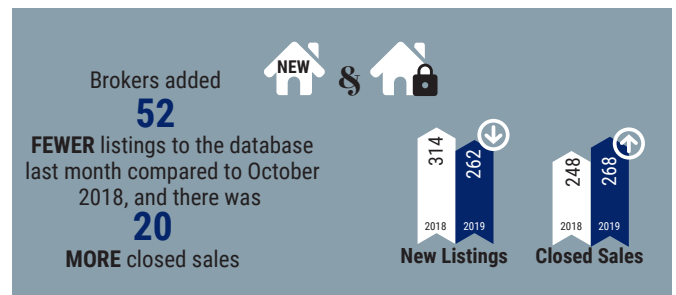
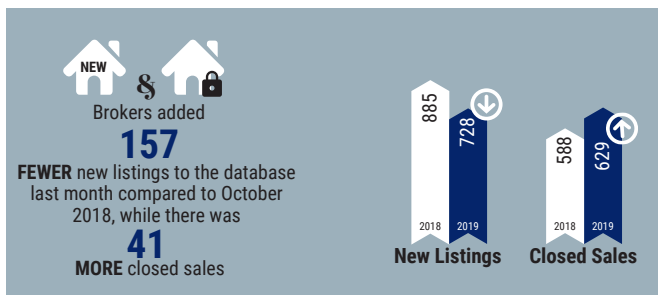
## Market Snapshot (October 2019):



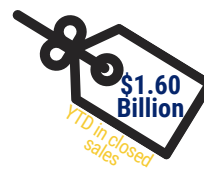
The median sale price  
for single family homes  
**increased by**  
**11%**  
from this time last year



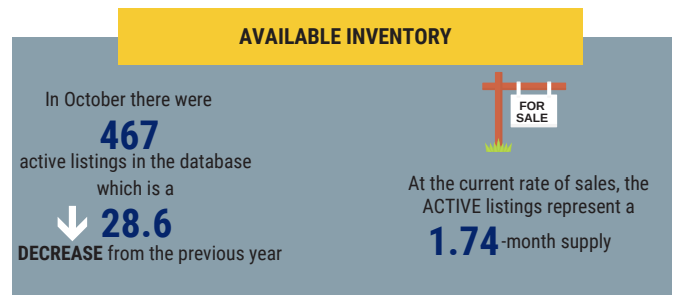
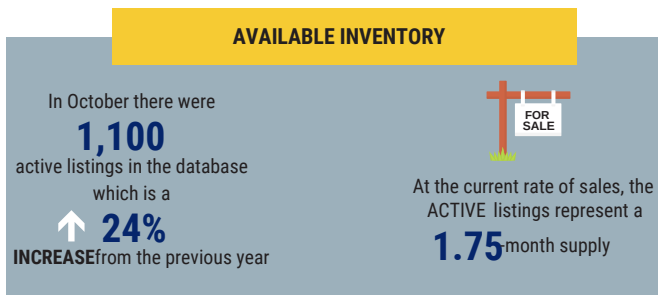
The median sale price for  
single family homes  
**increased by**  
**2.5%**  
from this time last year



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



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





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

#### Beverly Hills:

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

**Open House/Directional** - Not allowed

**Other** - Must obtain annual sign permit sticker from city

#### Burbank:

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

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

**Other** - See municipal code for details

#### Calabasas:

**For Sale** - 1 - 6 square ft. sign

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

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

#### Hidden Hills:

**For Sale** - Not allowed

**Open House/Directional** - Not allowed

**Other** - Call for details

#### Los Angeles City:

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

**Open House/Directional** - Not specified

**Other** - See municipal code for details

#### Malibu:

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

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

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

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  
1,417

OCTOBER 2019 SFV RESIDENTIAL MLS SUMMARY  
MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED  
1,228

RESIDENTIAL PROP. ESCROW CLOSED  
1,160

ACTIVE INVENTORY:  
NEW LISTINGS  
TOTAL ACTIVE LISTINGS  
AVERAGE DAYS ON MARKET  
AVERAGE LIST PRICE IN THOUSANDS  
MEDIAN LIST PRICE IN THOUSANDS  
BOMS  
AVERAGE BOM PRICE IN THOUSANDS  
BOM TO SALE RATIO  
EXPIRATIONS

106  
140  
236  
70  
1,282.7  
875.0  
26  
814.0  
24.3  
28

ES  
140  
216  
72  
1,267.9  
739.9  
27  
609.7  
22.3  
21

CS  
140  
216  
72  
1,267.9  
739.9  
27  
609.7  
22.3  
21

WN  
148  
216  
58  
866.5  
750.0  
26  
743.8  
19.4  
11

WS  
194  
325  
69  
1,458.6  
919.0  
50  
870.7  
28.4  
19

SFV TOT  
728  
1,100  
67  
1,172.9  
779.7  
151  
747.0  
24.0  
93

EXT  
689  
1,352  
82  
686.2  
429.0  
133  
546.5  
25.0  
111

TOTAL  
1,417  
2,452  
76  
910.1  
590.0  
284  
653.1  
24.5  
204

PENDING SALES:  
NEW ESCROWS OPENED  
TOTAL YTD ESCROWS OPENED  
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET  
NEW OPEN ESCROWS AVERAGE LIST PRICE

85  
907  
37  
497.0

ES  
139  
1,175  
38  
1,049.3

CS  
114  
1,058  
36  
1,075.2

WN  
146  
1,457  
38  
692.2

WS  
173  
1,567  
41  
934.9

SFV TOT  
657  
6,164  
38  
872.8

EXT  
571  
5,428  
51  
528.2

TOTAL  
1,228  
11,592  
44  
712.6

CLOSED SALES:  
NEW ESCROWS CLOSED  
TOTAL YTD ESCROWS CLOSED  
VOLUME OF NEW SALE DOLLARS IN MILLIONS  
VOLUME OF TOTAL YTD SALES IN MILLIONS  
AVERAGE SALE PRICE IN THOUSANDS  
MEDIAN SALE PRICE IN THOUSANDS  
COOP SALES  
PERCENT OF COOP SALES  
AVERAGE DAYS ON MARKET  
SALES AT LIST PRICE  
PERCENT OF SALES AT LIST PRICE  
SALES TO LISTING INVENTORY RATIO  
FINAL SALE TO NEW LISTING RATIO

91  
855  
45,440  
424,203  
499.3  
500.0  
78  
85.7  
27  
62  
68.1  
68.9  
85.8

ES  
107  
1,094  
107,991  
1,042,261  
1,009.3  
760.0  
92  
86.0  
34  
54  
50.5  
45.3  
76.4

CS  
121  
998  
105,309  
930,788  
870.3  
622.0  
99  
81.8  
39  
48  
39.7  
56.0  
86.4

WN  
134  
1,378  
100,842  
962,236  
752.6  
675.0  
113  
84.3  
28  
54  
61.2  
70.2  
90.5

WS  
176  
1,471  
165,023  
1,336,625  
937.6  
765.0  
154  
87.5  
42  
328  
46.6  
54.2  
90.7

SFV TOT  
629  
5,796  
524,605  
4,696,113  
860.0  
536  
85.2  
35  
52.1  
57.2  
86.4

EXT  
531  
5,082  
263,261  
2,557,949  
495.8  
380.0  
454  
85.5  
47  
627  
56.3  
39.3  
77.1

TOTAL  
1,160  
10,878  
787,866  
7,254,062  
679.2  
550.0  
990  
85.3  
40  
627  
54.1  
47.3  
81.9

CLOSED SALES TYPE  
FORECLOSURE/REO  
SELLER CONCESSIONS  
SHORT SALE  
STANDARD  
OTHER

2  
0  
1  
87  
1

ES  
0  
0  
0  
105  
2

CS  
1  
0  
0  
119  
1

WN  
2  
0  
0  
129  
3

WS  
1  
0  
0  
173  
2

SFV TOT  
6  
0  
1  
613  
9

EXT  
5  
0  
3  
509  
13

TOTAL  
11  
0  
4  
1122  
22

SELLING PRICE RANGE:  
LESS THAN 100,000  
100,000 TO 109,999  
110,000 TO 119,999  
120,000 TO 139,999  
140,000 TO 159,999  
160,000 TO 179,999  
180,000 TO 199,999  
200,000 TO 249,999  
250,000 TO 299,999  
300,000 TO 349,999  
350,000 TO 399,999  
400,000 TO 449,999  
450,000 TO 499,999  
500,000 TO 549,999  
550,000 TO 599,999  
600,000 TO 699,999  
700,000 TO 799,999  
800,000 TO 899,999  
900,000 TO 999,999  
1,000,000 TO 1,999,999  
MORE THAN 2,000,000  
TOTALS

52  
0  
11  
30  
31  
106  
61  
46  
36  
45  
39  
49  
43  
37  
35  
33  
30  
40  
36  
45  
61  
40

AVG. SELL TIME  
16  
3  
13  
22  
19  
31  
112  
187  
163  
183  
146  
119  
108  
136  
222  
170  
127  
92  
393  
187  
2452

ACTIVE NO. LISTINGS  
2  
0  
3  
6  
5  
3  
6  
25  
52  
39  
49  
34  
38  
82  
120  
89  
76  
53  
130  
35  
1159

TOTAL # SOLD  
2  
0  
2  
3  
5  
5  
3  
42  
104  
87  
95  
76  
61  
84  
36  
222  
170  
40  
92  
393  
187  
2452

REDUCED \$  
385000  
N/A  
N/A  
9500  
38590  
5592  
9580  
12471  
7992  
4254  
7457  
7221  
15241  
8767  
505  
2097  
5996  
25016  
31971  
63828  
179434  
22002

\$ AVERAGE PRICE REDUCTION %  
47.6  
0.0  
0.0  
6.8  
15.2  
3.1  
4.4  
4.8  
1.9  
0.7  
1.6  
6.3  
2.6  
1.2  
0.1  
6.3  
0.3  
2.6  
2.8  
4.2  
5.8  
0.8

LISTINGS  
15,451

2019 RMLS TOTAL - \$ VOLUME  
\$7,254,062,000

SALES  
10,962

EN: Arleta, Kagel Canyon, Pacoima, Panorama City, San Fernando, Sun Valley, Sylmar, ES: Calhenga 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	638.9	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	1,417	1,160	787.8	81.9
NOV	1,102	905	463.6	82.1	1,054	990	526.5	93.9	1,119	1,028	624.0	92.2	1,066	1,095	723.5	102.7	1,272	946	616.1	74.4				
DEC	867	1,105	581.4	127.5	801	1,111	615	138.7	759	1,152	692.3	151.8	685	1,088	651.8	158.8	703	959	616.5	136.4				
TOTAL	16,902	11,726	6,161.6	69.3	17,713	13,200	7,376.5	74.5	1,7361	13,005	7,787.9	74.9	17,276	14,032	8,925.2	82	17,885	12,412	8,454	69.86				
AVG. SALE PRICE			<b>\$525,464</b>				<b>\$558,825</b>				<b>\$605,843</b>				<b>\$636,060</b>				<b>\$681,115</b>					

## SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR OCTOBER 2019

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

## SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR OCTOBER 2019

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



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

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	10	3	40	22	16	36	5	54	186	58	244
Total Active Listings	50	23	78	35	26	73	9	71	365	127	492
Average Days on Market	118	125	101	94	99	77	80	56	90	77	87
Average List Price in Thousands	668.8	1,363.2	707.7	743.4	850.4	755.5	956.5	841.1	798.9	579.0	742.1
Median List Price in Thousands	619.9	820.0	600.0	650.0	699.9	679.0	899.9	729.9	679.0	389.0	635.0
BOMS	1	1	17	2	7	10	1	15	54	14	68
Average BOM Price in Thousands	579.5	735.0	500.8	1,274.5	695.7	734.1	899.9	705.0	667.8	605.3	655.0
BOM to Sale Ratio	7.1	16.7	45.9	18.2	38.9	27.8	7.1	27.3	28.3	25.5	27.6
Expirations	5	1	3	5	2	5	0	4	25	8	33

### PENDING SALES

New Escrows Opened	9	3	40	19	22	33	10	52	188	66	254
Total YTD Escrows Opened	112	35	446	206	157	492	99	536	2,083	606	2,689
New Open Escrows Average Days on Market	141	54	43	28	42	57	55	34	47	48	47
New Open Escrows Average List Price	532.7	629.6	708.6	562.3	625.3	678.0	772.8	722.9	676.4	583.4	652.2

### CLOSED SALES:

New Escrows Closed	14	6	37	11	18	36	14	55	191	55	246
Total YTD Escrows Closed	108	35	424	201	142	463	92	502	1,967	563	2,530
Volume of New Sales Dollars in Millions	8.208	6.389	23.969	5.804	11.254	22.251	13.473	38.346	129.693	24.208	153.901
Volume of total YTD Sales in Millions	61.576	28.025	255.617	113.892	93.774	294.125	79.247	347.116	1,273.372	244.480	1,517.853
Average Sale price in Thousands	586.3	1,064.8	647.8	527.6	625.2	618.1	962.4	697.2	679.0	440.1	625.6
Median Sale Price in Thousands	561.0	880.0	574.0	552.0	595.0	595.0	895.0	650.0	610.0	365.0	590.0
Coop Sales	10	5	33	10	17	33	12	49	169	49	218
Percent of Coop Sales	71.4	83.3	89.2	90.9	94.4	91.7	85.7	89.1	88.5	89.1	88.6
Average Days on Market	163	123	81	62	89	74	66	93	89	102	92
Sales at List Price	4	3	22	8	8	19	6	32	102	25	127
Percent of Sales at List Price	28.6	50.0	59.5	72.7	44.4	52.8	42.9	58.2	53.4	45.5	51.6
Sales to Listing Inventory Ratio	28.0	26.1	47.4	31.4	69.2	49.3	155.6	77.5	52.3	43.3	50.0
Final Sale to New Listing Ratio	140.0	200.0	92.5	50.0	112.5	100.0	280.0	101.9	102.7	94.8	100.8

### CLOSED SALES TYPE

Foreclosure / REO	0	0	0	0	0	0	0	1	1	0	1
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	0	0	0	0	0	0	0	0	0
Standard	14	6	37	11	18	36	14	54	190	53	243
Other	0	0	0	0	0	0	0	0	0	2	2

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR OCTOBER 2019

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	2	1	15	1	13	10	4	30	76	5	81
Total Active Listings	2	2	30	3	20	11	5	29	102	16	118
Average Days on Market	96	92	87	62	54	64	47	55	66	133	75
Average List Price in Thousands	602.3	875.0	330.7	559.6	367.3	378.1	480.4	506.8	423.1	529.0	437.5
Median List Price in Thousands	589.6	649.9	318.0	570.0	375.0	379.0	470.0	449.0	395.0	450.0	399.9
BOMS	0	0	6	1	5	6	0	2	20	2	22
Average BOM Price in Thousands	0.0	0.0	359.8	570.0	375.9	366.3	0.0	519.5	392.3	464.5	398.8
BOM to Sale Ratio	0.0	0.0	75.0	0.0	26.3	40.0	0.0	6.1	26.0	28.6	26.2
Expirations	0	0	1	0	1	2	0	5	9	2	11

### PENDING SALES

New Escrows Opened	0	0	7	0	19	14	7	35	82	7	89
Total YTD Escrows Opened	3	1	189	8	140	149	40	305	835	92	927
New Open Escrows Average Days on Market	0	0	26	0	33	39	32	44	38	29	37
New Open Escrows Average List Price	0.0	0.0	338.5	0.0	319.7	447.2	439.8	488.2	425.3	446.8	427.0

### CLOSED SALES:

New Escrows Closed	1	0	8	0	19	15	1	33	77	7	84
Total YTD Escrows Closed	4	1	196	9	134	140	34	285	803	90	893
Volume of New Sales Dollars in Millions	0.650	0.000	3.083	0.000	7.104	6.531	0.450	16.042	33.859	3.343	37.202
Volume of Total YTD Sales in Millions	2.461	0.870	70.988	3.871	48.163	59.371	15.399	129.041	330.164	42.762	372.926
Average Sale price in Thousands	650.0	0.0	385.3	0.0	373.9	435.4	450.0	486.1	439.7	477.5	442.9
Median Sale Price in Thousands	650.0	0.0	330.0	0.0	350.0	420.0	450.0	457.0	420.0	485.0	420.0
Coop Sales	1	0	8	0	17	14	1	28	69	6	75
Percent of Coop Sales	100.0	0.0	100.0	0.0	89.5	93.3	100.0	84.8	89.6	85.7	89.3
Average Days on Market	201	0	122	0	69	71	91	69	77	87	78
Sales at List Price	0	0	5	0	7	6	1	17	36	3	39
Percent of Sales at List Price	0.0	0.0	62.5	0.0	36.8	40.0	100.0	51.5	46.8	42.9	46.4
Sales to Listing Inventory Ratio	50.0	0.0	26.7	0.0	95.0	136.4	20.0	113.8	75.5	43.8	71.2
Final Sale to New Listing Ratio	50.0	0.0	53.3	0.0	146.2	150.0	25.0	110.0	101.3	140.0	103.7

### CLOSED SALES TYPE

Foreclosure / REO	0	0	0	0	0	0	0	0	0	0	0
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	0	0	0	0	0	0	0	0	0
Standard	1	0	7	0	19	15	1	33	76	7	83
Other	0	0	1	0	0	0	0	0	1	0	1





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	325	330	191.1	101.5
NOV	256	308	136.8	120.3	300	286	127.7	95.3	279	353	173.4	126.5	327	326	171.3	99.7	310	328	177.6	105.8				
DEC	227	365	161.9	160.8	220	403	175.2	183.2	232	345	169.9	148.7	210	373	196.4	177.6	204	261	142.4	127.9				
TOTAL	5020	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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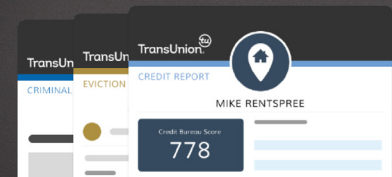
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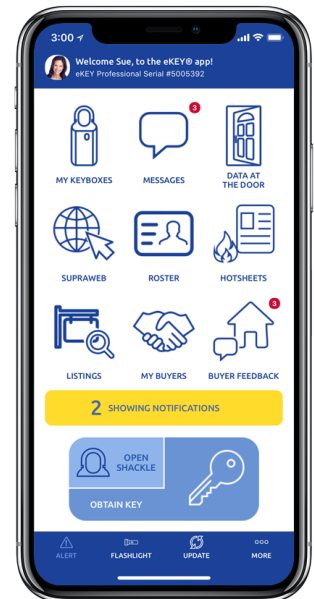


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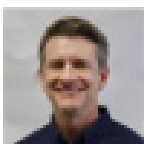


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