

December 2019 / January 2020

# REALTOR® REPORT

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

**NANCY TROXELL CARNAHAN ELECTED  
2020 SRAR PRESIDENT...PG. 4**

**HOME PRICE SURGE DUE TO MISMATCH  
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**BUYERS' BEST FRIEND—LOW  
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**Photo Courtesy Of : Sydney Troxell**

**Volume 99 • Issue 12**



## TELFAIR ELEMENTARY CAME TO SANTA

Eighty kids can generate a whole lot of noise, especially when laughing, running, and having a good time. Perfect!

That's what was expected when more than six dozen students from Telfair Elementary School in Pacoima saw Santa Claus (cleverly played by SRAR President Dan Tresieras). Imelda Leano, the subcommittee chair, made a perfect magical elf. Many thanks to the Realtors who donated and made this year's Christmas party full of food, fun, presents, and, of course, a whole lot of laughter



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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

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### CONSUMER PRICE INDEXES

#### NOVEMBER 2019

	PERCENT CHANGE	
	ONE MONTH ENDING November 2019	12 MONTHS ENDING November 2019
Los Angeles - Riverside - Orange County	-0.3	3.2



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SOUTHLAND REGIONAL  
ASSOCIATION OF REALTORS®, INC.

## REALTOR® REPORT

*The Official Publication of SRAR*

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**President-Elect**  
**Nancy Troxell Carnahan**

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**Tim Johnson**

**Santa Clarita Valley Division**  
**Chairman**  
**Louisa Henry**

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

## SALES RISE EVEN AS HOME PRICE HITS RECORD HIGH

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS

The median price of single-family homes sold during October in the San Fernando Valley hit a record high \$755,000, up 11.4 percent from a year ago, the Southland Regional Association of Realtors reported Friday.

It handily beat the prior record of \$735,000 set in July and marked the fifth consecutive month with the median price above the once impenetrable benchmark of \$700,000.

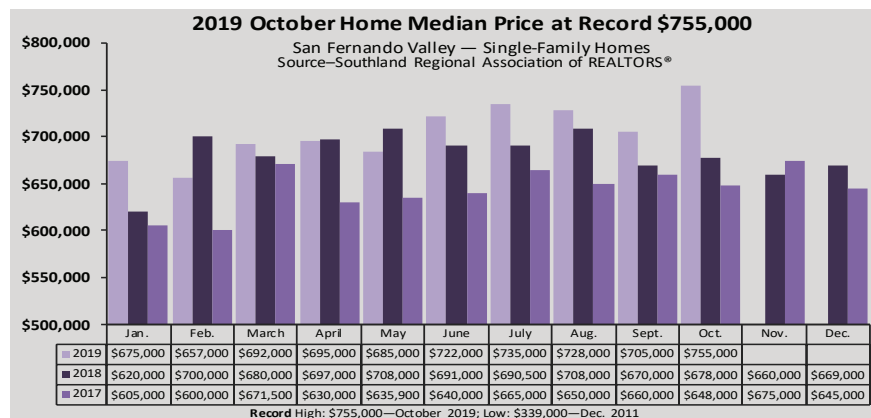
The median price is the midpoint of all sales, with half the homes sales posting a higher price and half lower.

"There's plenty of buyer resistance to higher prices, but truly motivated buyers understand that opportunities to buy are growing ever more scarce," said Dan Tresieras, president of the Southland Regional Association of Realtors. "Interest rates at their lowest point in three years help offset some of the impact of high prices, but we're once again starting to see a dwindling supply of properties for sale."

From August 2018 through May the inventory grew sometimes by more than 40 percent per month. But in June that trend reversed.

October was the fifth consecutive monthly drop in the number of homes listed for sale on the Association-operated Multiple Listing Service. The 1,100 active listings at the end of the month were down 31.3 percent from a year ago and represented a mere 1.7-month supply at the current pace of sales.

That total is closer to the record low of 819 listings reported in December 2017 than the record high 14,976 listings in July 1992.



## HOME PRICE SURGE DUE TO MISMATCH IN SUPPLY, DEMAND

Shrinking inventory stifled California home sales and added pressure on prices in October, the California Association of Realtors reported recently.

October's seasonally adjusted annualized rate of 404,240 sales was up 1.9 percent from October 2018's revised 396,720 closed escrows.

"The California housing market continued to see gradual improvement in recent months as the current mortgage environment remains favorable to those who want to buy a home," said 2020 C.A.R. President Jeanne Radsick. "Additionally, the condominium loan policies that went into effect mid-October could help buyers for whom single-family homes are out of reach."

The median price of \$605,280 in October was up 6.0 percent from \$571,070 in October 2018, marking the seventh consecutive month that the median price remained above the \$600,000 benchmark. The annual price gain was the largest since July 2018.

"The latest surge in home prices is the consequence of an ongoing mismatch between supply and demand," said Leslie Appleton-Young, C.A.R.'s senior vice president and chief economist. "While low interest rates will reduce borrowing costs for buyers and temporarily alleviate affordability concerns at the micro level, without an increase in housing supply — including new housing construction for sale or rent — fundamental issues remain at the macro level, which will worsen the affordability crisis down the road."

The 30-year, fixed-rate mortgage interest rate averaged 3.69 percent in October, down from 4.83 percent in October 2018, according to Freddie Mac. It was the largest decline in any 12-month period since November 2009. The five-year, adjustable mortgage interest rate was an average of 3.38 percent, compared to 4.08 percent in October 2018.

## Characteristics of Homesellers

The typical homeseller nationwide this year was 57 years old, with a median household income of \$102,900, and had lived in the home for 10 years before selling it, which was an increase from the historical tenure of six years, a study reported recently.

Home sellers said they ultimately sold their homes for a median of \$60,000 more than their original purchase price. For all sellers, the most frequently cited reason for selling, according to 16 percent of those surveyed, was a desire to move closer to family and friends, which is the first time this has been the top-cited reason in the history of the annual "Profile of Home Buyers and Sellers" produced by the National Association of Realtors. The next most common reason was that the home was too small, and the third was job relocation at 11 percent.

**Sixty-six percent of sellers reported being "very satisfied" with the overall selling process.**

Only 8 percent of recently sold homes were for-sale-by-owner sales, or FSBO. This total is near the lowest share recorded since the NAR began collecting records in 1981. **FSBOs typically sell for less than other residences**, selling last year at a median of \$200,000, while agent-assisted homes sold at a median at \$280,000.

**Forty-eight percent of all sellers said they bought a home that was newer than their previous home**, while 28 percent purchased a home of the same age and 24 percent said they purchased a home that was older.

**Forty-four percent of sellers said they "traded-up"** and purchased a home that was more expensive than the one they just sold. Thirty percent purchased a less expensive home and 26 percent purchased a home that was similar in cost. Sellers who are 64 years of age and younger generally bought a more expensive home than the one they just sold.

Those aged 18 to 34 purchased the most expensive trade-ups in 2019, recording an increase of \$110,000. Conversely, sellers aged 65 and over typically bought a less expensive home.

### 2019 PROFILE OF HOME BUYERS AND SELLERS





## BUYERS' BEST FRIEND—LOW INTEREST RATES

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

High prices and competition from prospective buyers, make buying a home difficult, yet current low interest rates are a buyer's not-so-secret weapon.

For example, the median price of condominiums that changed owners during November in the San Fernando Valley was \$450,000. That was up 5.5 percent or \$23,500 from the \$426,500 median reported 12 months ago.

Despite that increase, the income needed to buy a condominium dropped by 5.8 percent — thanks to interest rates that are at their lowest in three years.

A year ago the national average rate on a 30-year loan was 4.99 percent.

This November it came in at 3.70 percent. Since July, every month has been below 4.0 percent with the lowest of 3.61 percent reported in September.

And, the income needed to qualify for an 80 percent loan has been down compared to a year ago for every month going back to April.

That means that while the condo median price is higher than November 2018, the

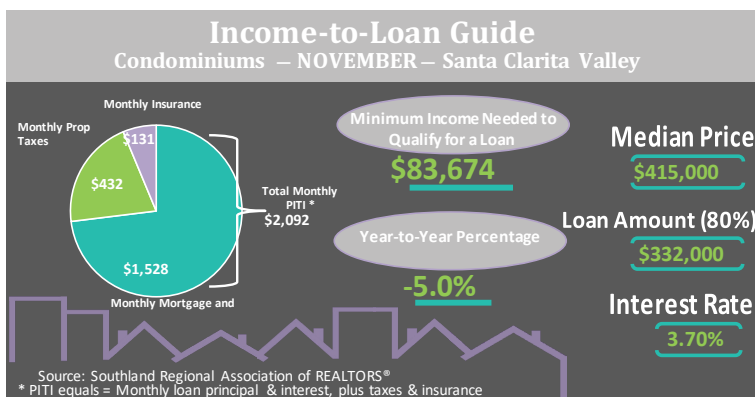
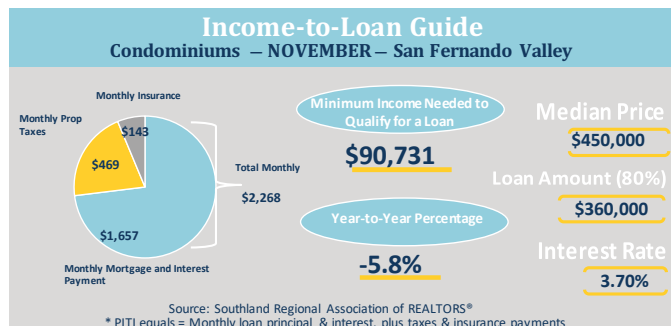
monthly PITI — principal and interest, taxes and insurance — payment is lower: \$2,268 this year compared to \$2,409 a year ago.

And the benefits of low interest rates cross regional borders, benefitting our neighbors in the Santa Clarita Valley to the north. The income needed to land an 80 percent loan in Santa Clarita was \$83,674, down 5.8 percent from \$88,109 a year ago.

That's a good number due to low rates even though the median price of a condo in Santa Clarita was \$415,000 — up 6.4 percent from the \$390,000 median price reported 12 months ago.

That makes the PITI in Santa Clarita \$2,092 for a median priced condominium. Even that was down from a year ago when it stood at \$2,203.

It's also important for prospective homebuyers to keep in mind that a 20 percent downpayment is no longer required to purchase a home. Lenders and government programs offer a variety of options for lower downpayments. Some programs come with an additional mortgage insurance that will be added to monthly payments, but that fee can be eliminated once 20 percent of the home's value is paid down.



## NANCY TROXELL CARNAHAN ELECTED 2020 SRAR PRESIDENT

SRAR CELEBRATES 100 YEARS

### LEADERSHIP IN AN ERA OF CHANGE

A high energy, focused leader will take the reins of the 10,300-member Southland Regional Association of Realtors in 2020 as it celebrates its 100th anniversary and navigates an era of unprecedented change washing over the residential real estate industry.

"This 100-year anniversary comes at a time that private property rights are being legislatively challenged, traditional industry models disrupted, and the cooperative nature of the MLS exploited," said Nancy Troxell Carnahan, who will serve in 2020 as the Association's president. "More than ever, Realtors need to educate consumers of the value of buyer representation. 2020 cannot and should not be real estate as usual."

Carnahan urged real estate professionals to "roll up your sleeves" and get involved at this time of pivotal change.



Nancy Troxell Carnahan, SRAR  
2019 President-Elect



Diane Sydel, SRAR 2020  
President-Elect

Realtor Diane Sydel will serve as president-elect and Tim Johnson, as the Association's chief executive officer.

The 2020 SRAR Board of Directors includes: Neal Adler, Eugenia "Gina" Aguilar, Liliana Alfonso, Winnie Davis, Louisa Henry, Robert Johnson, Jeff Kahn, Kristen Kalski, Howard M. Katchen, Vilma Letosky, Rana Linka, Melanie McShane, Jeff Phillips, Rich Pisani, Gaye Rainey, Michael Regilio, Nicole Stinson, Diane Sydel, Dan Tresieras, Gina Uzunyan, Dean Vincent, and Cindy Wu.

Louisa Henry will serve as the chair of the Santa Clarita Valley Division of SRAR. Santa Clarita Council members include: Diana Arias, Anthony Bedgood, Sarah Darabi, Phyllis Grekin, Richard Hall, Bob Kellar, Bob Khalsa, Michael Regilio, Nancy Starczyk, Nicole Stinson, and M. Dean Vincent.



SOUTHLAND REGIONAL ASSOCIATION OF REALTORS  
INVITES YOU TO SHARE IN THE

# 100<sup>TH</sup> ANNUAL INAUGURAL BALL

CELEBRATING THE INSTALLATION OF

*President Nancy  
Troxell Carnahan*

AND THE 2020 OFFICERS & DIRECTORS

SATURDAY, JANUARY 18, 2020

SHERATON UNIVERSAL HOTEL  
GRAND BALLROOM  
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UNIVERSAL CITY

COCKTAILS: 6:00PM  
DINNER: 7:00PM  
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Email: \_\_\_\_\_ Phone # (\_\_\_\_) \_\_\_\_\_

I would like to purchase \_\_\_\_\_ ticket(s) at a \$125 per person, for a total amount of \$ \_\_\_\_\_

VISA/MC/AMEX/Discover # \_\_\_\_\_ Exp date: \_\_\_\_\_

CVV Code: \_\_\_\_\_ Signature \_\_\_\_\_

Deadline: Please return this form by January 6, 2020. For further information, contact Karen Marten: 818-947-2254

# 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

---





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](http://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](http://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.

**C** 2020  
Commercial  
Real  
Estate  
Education  
Series

# FREE COMMERCIAL CLASSES IN JANUARY 2020



All Classes Taught by Professional Practitioners and held at the Southland Association of REALTORS®  
Van Nuys office located at: 7232 Balboa Blvd, Lake Balboa, CA 91406



**Brian Hatkoff, CCIM**

## The ABC's of Commercial Real Estate

**January 22, 2020  
9:00am - 10:30am**

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



**Heather Boren**

## Introduction to Leasing

**January 29, 2020  
9:00am - 10:30am**

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

**For More Information on The 2020 CI Series Visit: [www.Commercial.srar.com](http://www.Commercial.srar.com)**

**Or call Vince at (818) 947-2268 to register**



**ABC's of Commercial  
Real Estate**



**Introduction to  
Leasing**

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Call Education Department for More Information 818-947-2268**

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# 2020 COMMERCIAL & INVESTMENT DIVISION EDUCATION SERIES

**2020**  
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**R**eal  
**E**state  
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**S**eries

**JANUARY CLASSES FREE TO ATTEND!!**

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

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

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

☐ **February 19, 2020**  
Effective Commercial Purchase Agreements

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

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

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

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

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

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

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

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

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

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

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\$25 Per Class - Except January 22nd & January 29th \*certificate of completion does not provide continuing education credits

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

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# of Classes \_\_\_\_\_ @ \$25 each \$ \_\_\_\_\_ Signature \_\_\_\_\_

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**FOR SALE**

---

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*For Sale*

YOUR  
COMPANY  
LOGO  
HERE

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
12 x 18 inches	\$12.00 + tax each	\$24.00 + tax each
18 x 24 inches	\$17.10 + tax each	\$34.00 + tax each
24 x 36 inches	\$26.25 + tax each	\$52.50 + tax each
Wire Sign Stakes \$1.80 + tax each		

Your Name  
And Information  
Here

Your Realty Company  
Your Message  
Here

**OPEN**

818-000-0000



**OPEN HOUSE**  
AGENT NAME  
OFFICE: 818.000.0000

Photo Logo



<p><b>For REALTORS® and Affiliates</b></p>	<p><b>3<sup>rd</sup> Tuesday of Every Month Commercial/Investment Network</b></p> <p>SRAR Auditorium 7232 Balboa Blvd, Lake Balboa, CA, 91406</p> <p>8:15am - 9:30am</p> <p>Contact: Brian Hatkoff at 818-701-7789 <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>IHOP 19100 Ventura Blvd, Tarzana, CA 91356</p> <p>11:45am - 1:30pm</p> <p>Contact: Filip Crispino at 818-635-6743</p>		<p><b>1<sup>st</sup> Thursday of Every Month East North Meeting</b></p> <p>Lulu's Restaurant 16900 Roscoe Blvd, Van Nuys, CA 91406</p> <p>8:30am - 10:00am</p> <p>Contact: Rudy H. Leon at 818-642-7839</p>	<p><b>PITCHES, EDUCATION, NETWORKING, GUEST SPEAKERS AND MORE!!</b></p>
	<p><b>Every Friday Real Estate Network</b></p> <p>El Cariso Golf Course Restaurant 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>Santa Clarita Sports Complex 20880 Centre Pointe Pkwy, Santa Clarita, CA, 91350</p> <p>8:45am - 10:30am</p> <p>Contact: Nicole Stinson at 661-816-4234</p>	<p><b>Every Friday Outwest Marketing</b></p> <p>Weiler's Deli 22323 Sherman Way, Canoga Park, CA, 91303</p> <p>8:00am - 9:30am</p> <p>Contact: Ron Henderson at 818-999-3981 <a href="http://www.OutwestMarketing.com">www.OutwestMarketing.com</a></p>



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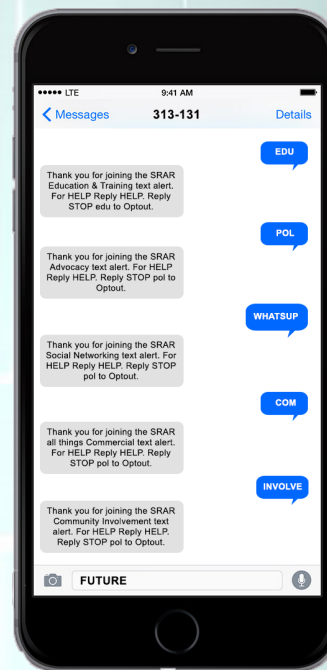
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### KEYWORD:

### 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.

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# Statistics

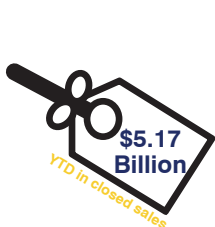
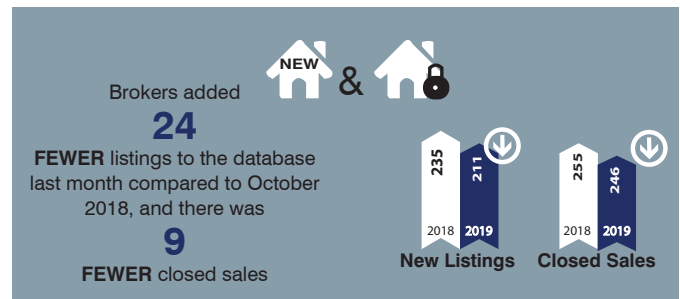
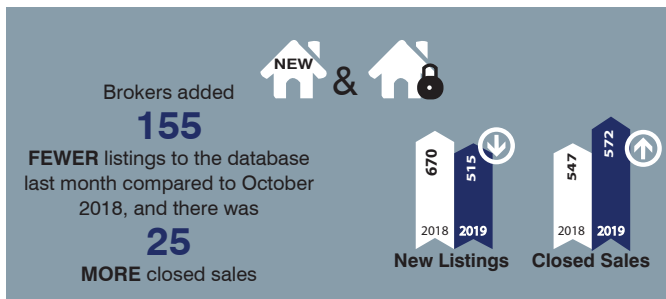
## Market Snapshot (November 2019):



The median sale price for  
single family homes  
increased by  
**12%**  
from this time last year



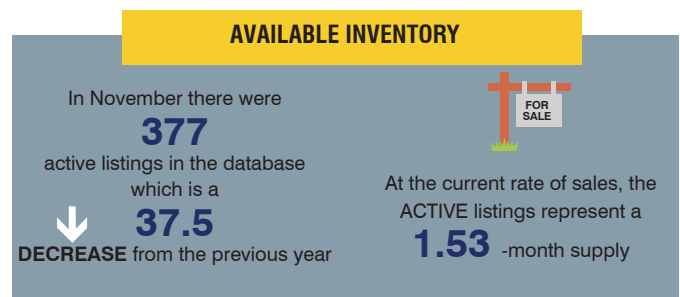
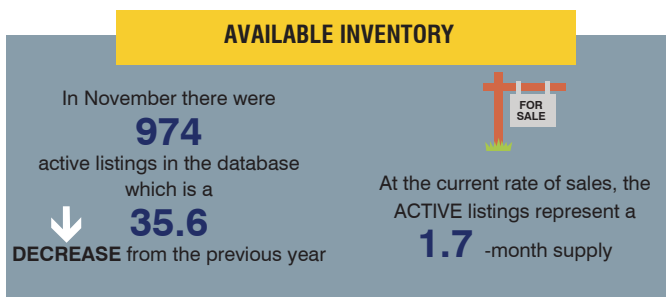
The median sale price for  
single family homes  
increased by  
**11.6%**  
from this time last year



The total dollar value of year  
to date sales increased  
**\$23,316,000**  
from November 2018



The total dollar value of year  
to date sales increased  
**\$34,087,000**  
from November 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







## SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR NOVEMBER 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 .....	64	57	68	78	109	376	373	749
Total Active Listings .....	93	143	110	116	227	689	933	1,622
Average Days on Market .....	79	70	77	74	70	73	93	85
Average List Price in Thousands .....	651.1	1,695.8	1,874.0	989.7	1,711.6	1,469.6	735.7	1,047.4
Median List Price in Thousands .....	565.0	1,357.0	1,349.0	855.0	1,100.0	950.0	417.0	675.0
BOMS .....	15	14	17	17	28	91	88	179
Average BOM Price in Thousands .....	566.6	1,096.9	1,187.9	793.0	967.4	929.9	512.4	724.7
BOM to Sale Ratio .....	25.9	17.7	23.9	16.2	25.5	21.5	22.3	21.9
Expirations .....	5	17	18	7	23	70	99	169
<b>PENDING SALES</b>								
New Escrows Opened .....	63	52	66	89	104	374	374	748
Total YTD Escrows Opened .....	705	854	787	1,250	1,320	4,916	4,623	9,539
New Open Escrows Average Days on Market .....	31	50	36	34	40	38	48	43
New Open Escrows Average List Price .....	552.9	1,145.2	1,159.2	781.8	1,143.5	961.0	545.7	753.3
<b>CLOSED SALES:</b>								
New Escrows Closed .....	58	79	71	105	110	423	394	817
Total YTD Escrows Closed .....	682	833	745	1,224	1,257	4,741	4,391	9,132
Volume of New Sales Dollars in Millions .....	32.186	89.890	89.925	78.192	106.691	396.883	209.025	605.908
Volume of total YTD Sales in Millions .....	365.984	944.132	866.124	915.503	1,287.006	4,378.749	2,249.087	6,627.836
Average Sale price in Thousands .....	554.9	1,137.8	1,266.5	744.7	969.9	938.3	530.5	741.6
Median Sale Price in Thousands .....	560.0	991.0	755.0	705.0	844.0	739.0	385.0	612.5
Coop Sales .....	49	66	58	88	94	355	338	693
Percent of Coop Sales .....	84.5	83.5	81.7	83.8	85.5	83.9	85.8	84.8
Average Days on Market .....	37	37	35	33	50	39	48	44
Sales at List Price .....	36	36	43	70	41	226	218	444
Percent of Sales at List Price .....	62.1	45.6	60.6	66.7	37.3	53.4	55.3	54.3
Sales to Listing Inventory Ratio .....	62.4	55.2	64.5	90.5	48.5	61.4	42.2	50.4
Final Sale to New Listing Ratio .....	90.6	138.6	104.4	134.6	100.9	112.5	105.6	109.1
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO .....	0	0	0	0	1	1	5	6
Seller Concessions .....	0	0	0	0	0	0	0	0
Short Sale .....	1	0	0	0	0	1	1	2
Standard .....	57	78	71	102	105	413	379	792
Other .....	0	1	0	3	4	8	9	17

## SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR NOVEMBER 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 .....	24	37	24	28	26	139	95	234
Total Active Listings .....	36	75	66	49	59	285	255	540
Average Days on Market .....	62	92	99	55	108	87	84	86
Average List Price in Thousands .....	375.8	610.5	503.3	522.3	464.1	510.5	610.4	557.7
Median List Price in Thousands .....	350.0	549.0	399.9	479.9	411.0	439.0	447.5	440.0
BOMS .....	3	10	3	3	11	30	26	56
Average BOM Price in Thousands .....	336.6	582.1	392.6	502.7	641.4	552.4	447.8	503.9
BOM to Sale Ratio .....	9.1	27.0	9.7	9.4	68.8	20.1	27.7	23.0
Expirations .....	3	6	3	4	3	19	17	36
<b>PENDING SALES</b>								
New Escrows Opened .....	25	36	25	30	36	152	105	257
Total YTD Escrows Opened .....	282	399	359	321	369	1,730	1,237	2,967
New Open Escrows Average Days on Market .....	37	47	44	32	47	42	53	46
New Open Escrows Average List Price .....	367.7	564.7	555.7	593.6	524.4	527.0	490.0	511.9
<b>CLOSED SALES:</b>								
New Escrows Closed .....	33	37	31	32	16	149	94	243
Total YTD Escrows Closed .....	262	377	355	294	343	1,631	1,182	2,813
Volume of New Sales Dollars in Millions .....	12.379	20.959	16.991	14.556	7.474	72.358	42.925	115.283
Volume of total YTD Sales in Millions .....	101.794	209.371	171.681	142.301	165.900	791.047	563.086	1,354.133
Average Sale price in Thousands .....	375.1	566.5	548.1	454.9	467.1	485.6	456.6	474.1
Median Sale Price in Thousands .....	350.0	580.0	450.0	450.0	435.0	450.0	400.0	444.2
Coop Sales .....	29	33	23	30	15	130	88	218
Percent of Coop Sales .....	87.9	89.2	74.2	93.8	93.8	87.2	93.6	89.7
Average Days on Market .....	26	33	55	45	39	39	48	43
Sales at List Price .....	24	17	20	18	9	88	44	132
Percent of Sales at List Price .....	72.7	45.9	64.5	56.3	56.3	59.1	46.8	54.3
Sales to Listing Inventory Ratio .....	91.7	49.3	47.0	65.3	27.1	52.3	36.9	45.0
Final Sale to New Listing Ratio .....	137.5	100.0	129.2	114.3	61.5	107.2	98.9	103.8
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO .....	0	0	0	0	0	0	2	2
Seller Concessions .....	0	0	0	0	0	0	0	0
Short Sale .....	1	0	1	0	0	2	0	2
Standard .....	31	37	30	32	16	146	92	238
Other .....	1	0	0	0	0	1	0	1



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

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	13	4	32	12	10	26	5	46	148	50	198
Total Active Listings	43	23	58	28	14	45	5	60	276	122	398
Average Days on Market	131	132	111	115	65	78	80	70	99	83	94
Average List Price in Thousands	646.2	1,361.0	696.6	747.5	921.4	783.8	857.0	860.1	813.3	582.5	742.6
Median List Price in Thousands	580.0	825.0	619.9	650.0	799.0	634.0	785.0	725.0	674.5	410.0	615.0
BOMS	1	1	9	3	1	6	0	7	28	11	39
Average BOM Price in Thousands	589.0	799.9	534.8	822.9	365.0	629.2	0.0	652.0	620.5	373.4	550.8
BOM to Sale Ratio	16.7	20.0	23.1	16.7	5.9	17.1	0.0	14.6	15.9	19.6	16.8
Expirations	2	3	11	2	3	9	2	8	40	5	45

### PENDING SALES

New Escrows Opened	16	1	38	17	16	45	5	48	186	47	233
Total YTD Escrows Opened	128	36	482	221	173	539	103	580	2,262	649	2,911
New Open Escrows Average Days on Market	78	127	35	40	75	65	25	27	48	47	48
New Open Escrows Average List Price	653.8	549.9	575.0	709.2	761.0	633.5	808.0	666.8	654.0	434.9	609.8

### CLOSED SALES:

New Escrows Closed	6	5	39	18	17	35	8	48	176	56	232
Total YTD Escrows Closed	114	40	464	219	159	500	100	551	2,147	620	2,767
Volume of New Sales Dollars in Millions	3.839	3.301	23.392	10.456	11.099	23.823	6.080	32.372	114.362	25.250	139.611
Volume of total YTD Sales in Millions	65.465	31.326	279.476	124.348	104.873	319.084	85.327	380.143	1,390.042	270.287	1,660.329
Average Sale price in Thousands	639.8	660.2	599.8	580.9	652.9	680.7	759.9	674.4	649.8	450.9	601.8
Median Sale Price in Thousands	550.0	693.0	575.0	511.0	600.0	665.0	748.0	665.0	625.0	365.0	592.0
Coop Sales	5	5	38	13	12	34	7	38	152	49	201
Percent of Coop Sales	83.3	100.0	97.4	72.2	70.6	97.1	87.5	79.2	86.4	87.5	86.6
Average Days on Market	95	154	78	64	89	106	87	83	88	106	92
Sales at List Price	1	4	26	11	11	17	1	25	96	32	128
Percent of Sales at List Price	16.7	80.0	66.7	61.1	64.7	48.6	12.5	52.1	54.5	57.1	55.2
Sales to Listing Inventory Ratio	14.0	21.7	67.2	64.3	121.4	77.8	160.0	80.0	63.8	45.9	58.3
Final Sale to New Listing Ratio	46.2	125.0	121.9	150.0	170.0	134.6	160.0	104.3	118.9	112.0	117.2

### CLOSED SALES TYPE

Foreclosure / REO	0	0	1	0	0	0	0	0	1	0	1
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	0	0	0	2	0	0	2	0	2
Standard	6	5	38	18	17	33	8	48	173	56	229
Other	0	0	0	0	0	0	0	0	0	0	0

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR NOVEMBER 2019

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	17	0	8	12	1	25	63	10	73
Total Active Listings	1	0	27	2	19	14	2	36	101	16	117
Average Days on Market	39	0	76	87	51	65	74	60	64	146	75
Average List Price in Thousands	615.0	0.0	402.5	524.5	366.3	397.9	394.3	483.0	428.1	570.4	447.5
Median List Price in Thousands	615.0	0.0	324.9	479.0	358.0	350.0	389.5	435.0	395.0	515.0	400.0
BOMS	0	0	0	0	2	1	1	7	11	1	12
Average BOM Price in Thousands	0.0	0.0	0.0	0.0	395.0	400.0	490.0	492.6	466.2	458.0	465.5
BOM to Sale Ratio	0.0	0.0	0.0	0.0	18.2	6.3	25.0	22.6	15.7	10.0	15.0
Expirations	0	1	2	0	1	1	0	0	5	3	8

### PENDING SALES

New Escrows Opened	0	1	16	1	8	9	4	20	59	7	66
Total YTD Escrows Opened	3	2	204	9	148	157	43	323	889	99	988
New Open Escrows Average Days on Market	0	30	36	79	62	39	60	29	40	16	37
New Open Escrows Average List Price	0.0	649.9	358.2	629.9	378.2	377.3	467.2	463.8	416.6	422.8	417.2

### CLOSED SALES:

New Escrows Closed	0	0	8	0	11	16	4	31	70	10	80
Total YTD Escrows Closed	4	1	204	9	146	155	38	316	873	101	974
Volume of New Sales Dollars in Millions	0.000	0.000	2.955	0.000	3.842	7.090	1.770	14.343	29.998	4.620	34.619
Volume of Total YTD Sales in Millions	2.461	0.870	73.947	3.871	52.320	66.155	17.168	143.383	360.175	47.709	407.884
Average Sale price in Thousands	0.0	0.0	369.4	0.0	349.2	443.1	442.4	462.7	428.5	462.0	432.7
Median Sale Price in Thousands	0.0	0.0	350.0	0.0	350.0	425.0	415.0	445.0	415.0	446.5	415.0
Coop Sales	0	0	7	0	10	16	2	24	59	9	68
Percent of Coop Sales	0.0	0.0	87.5	0.0	90.9	100.0	50.0	77.4	84.3	90.0	85.0
Average Days on Market	0	0	83	0	82	75	55	75	76	85	77
Sales at List Price	0	0	5	0	7	10	3	13	38	5	43
Percent of Sales at List Price	0.0	0.0	62.5	0.0	63.6	62.5	75.0	41.9	54.3	50.0	53.8
Sales to Listing Inventory Ratio	0.0	0.0	29.6	0.0	57.9	114.3	200.0	86.1	69.3	62.5	68.4
Final Sale to New Listing Ratio	0.0	0.0	47.1	0.0	137.5	133.3	400.0	124.0	111.1	100.0	109.6

### 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	1	1
Standard	0	0	8	0	11	16	4	31	70	9	79
Other	0	0	0	0	0	0	0	0	0	0	0

RESIDENTIAL PROPERTIES LISTED

271

NOVEMBER 2019 SCV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP. ESCROW OPENED

299

RESIDENTIAL PROP. ESCROW CLOSED

312

ACTIVE INVENTORY:

AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
13	4	49	12	18	38	6	71	211	60	271
44	23	85	30	33	59	7	96	377	138	515
128	100	132	113	57	75	78	66	90	90	
645.5	1,361.0	603.2	732.7	601.8	692.2	724.8	710.1	710.1	581.1	675.6
580.0	825.0	559.0	649.0	459.9	599.3	765.0	623.9	599.3	424.9	565.0
BOMS										
1	1	9	3	3	7	1	14	39	12	51
599.0	799.9	534.8	822.9	385.0	596.5	490.0	572.3	577.0	380.5	530.8
BOM TO SALE RATIO										
16.7	20.0	19.1	16.7	10.7	13.7	8.3	17.7	15.9	18.2	16.3
EXPIRATIONS										
2	4	13	2	4	10	2	8	45	8	53

PENDING SALES:

16	2	54	18	24	54	9	68	245	54	299
131	38	686	230	321	696	146	903	3,151	748	3,899
78	79	35	42	71	61	40	27	46	43	45
653.8	599.9	510.8	704.8	633.4	590.8	656.5	607.1	596.8	433.3	567.3

CLOSED SALES:

6	5	47	18	28	51	12	79	246	66	312
118	41	668	228	305	655	138	867	3,020	721	3,741
3,839	3,301	26,347	10,456	14,940	30,913	7,849	46,715	144,360	29,870	174,230
67,926	32,196	353,423	128,219	157,193	385,238	102,495	523,526	1,750,217	317,996	2,068,213
639.8	600.2	560.6	580.9	533.6	606.1	654.1	591.3	586.6	452.6	558.4
550.0	693.0	560.0	511.0	555.0	619.5	650.0	587.0	575.0	375.0	555.0
COOP SALES										
5	5	45	13	22	50	9	62	211	58	269
PERCENT OF COOP SALES										
83.3	100.0	95.7	72.2	78.6	98.0	75.0	78.5	85.8	87.9	86.2
AVERAGE DAYS ON MARKET										
95	154	79	64	86	96	76	80	84	103	88
SALES AT LIST PRICE										
1	4	31	11	18	27	4	38	134	37	171
PERCENT OF SALES AT LIST PRICE										
16.7	80.0	66.0	61.1	64.3	52.9	33.3	48.1	54.5	56.1	54.8
SALES TO LISTING INVENTORY RATIO										
13.6	21.7	55.3	60.0	84.8	86.4	171.4	82.3	65.3	47.8	60.6
FINAL SALE TO NEW LISTING RATIO										
46.2	125.0	95.9	150.0	155.6	134.2	200.0	111.3	116.6	110.0	115.1

CLOSED SALES TYPE

0	0	1	0	0	0	0	0	1	0	1
FORECLOSURE/REO										
SELLER CONCESSIONS										
0	0	0	0	0	0	0	0	0	0	0
SHORT SALE										
0	0	0	0	0	2	0	0	2	1	3
STANDARD										
6	5	46	18	28	49	12	79	243	65	308
OTHER										
0	0	0	0	0	0	0	0	0	0	0

SELLING PRICE RANGE:

AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %	
13	0	1	0	6500	13.3
LESS THAN 100,000					
0	0	0	0	N/A	0.0
100,000 TO 109,999					
0	0	0	0	N/A	0.0
110,000 TO 119,999					
0	0	0	0	N/A	0.0
120,000 TO 139,999					
0	1	0	0	N/A	0.0
140,000 TO 159,999					
0	1	0	0	N/A	0.0
160,000 TO 179,999					
0	6	0	0	N/A	0.0
180,000 TO 199,999					
0	6	0	0	N/A	0.0
200,000 TO 249,999					
76	16	7	5	6650	2.8
250,000 TO 299,999					
52	30	19	7	11972	3.7
300,000 TO 349,999					
37	37	15	5	5693	1.6
350,000 TO 399,999					
33	31	23	31	1071	0.3
400,000 TO 449,999					
94	34	28	18	15498	3.0
450,000 TO 499,999					
39	38	23	14	13019	2.5
500,000 TO 549,999					
37	43	31	19	9610	1.6
550,000 TO 599,999					
28	54	45	21	6289	0.9
600,000 TO 699,999					
40	67	40	23	16650	2.3
700,000 TO 799,999					
44	42	36	25	3084	24.2
800,000 TO 899,999					
62	32	12	9	66800	6.6
900,000 TO 999,999					
43	14	3	2	27633	2.0
1,000,000 TO 1,999,999					
96	57	8	7	118700	8.7
MORE THAN 2,000,000					
0	6	0	0	N/A	0.0
TOTALS	43	312	183	14933	1.0

LISTINGS

4,643

2019 RMLS TOTAL - \$ VOLUME

\$2,068,213,000

SALES

3,737

\*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	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	271	312	174.2	115.1
DEC	227	365	161.9	160.8	220	403	175.2	183.2	232	345	169.9	148.7	210	373	196.4	177.6	204	261	142.4	127.9				
TOTAL	5020	3098	1642.5	77.6	5197	4742	1961.5	81.6	5314	4041	2132.8	76.0	5277	4581	2503.9	86.8	5319	4085	2213.6	76.1				
AVG. SALE PRICE			<b>\$421,369</b>				<b>\$462,399</b>				<b>\$527,790</b>				<b>\$546,583</b>				<b>\$541,884</b>					



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Exp. #1 (1-20)

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Wear your REALTOR® pin with pride.*

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

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



PARK REGENCY

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With Color!**

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**(818) 947-2244**

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

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YOU DEMAND THE BEST...  
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**100%  
COMMISSION**



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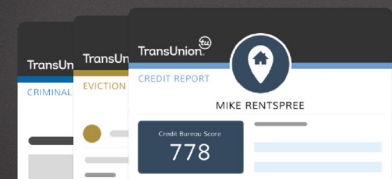
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## ADVERTISING



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

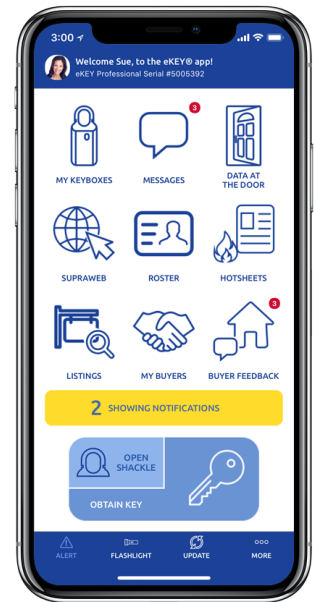
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Streamline your process.

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- Coaching and Professional Development
- Engel & Völkers Listing Presentation
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