

January/February 2020

# REALTOR® REPORT

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



2020 National Market Forecast

**Real Estate on Firm Ground....Pg.3**

**Low Interest Rates, Tight Supply  
Bolster Housing Market Statewide....Pg.3**

Insight Study Shows

**Child Care Costs Limit Ability  
To Buy A Home....Pg.4**

Housing Shortage Affordability Crisis

**Realtors Urge Swift Passage  
of Housing Bill....Pg.4**

San Fernando Valley

**2019 Prices Hit Record Highs,  
Supply Vanishes....Pg.5**



**Volume 100 • Issue 1**



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Mistakes happen! Yet why not avoid conflict by learning where others went wrong? Brief 1- to 2-minute videos on multiple common real estate pitfalls are available at [www.srar.com](http://www.srar.com).

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

**involve** : community involvement and charity drives

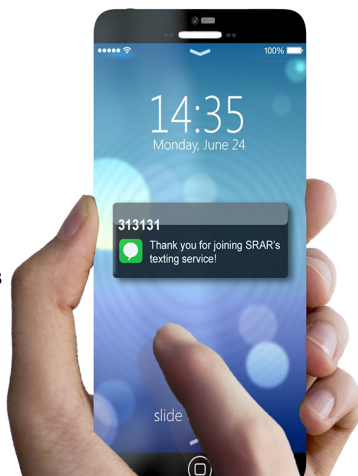
**pol** : updates on real estate issues, political events and receptions with local officials

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CONSUMER PRICE INDEXES		
DECEMBER 2019		
	PERCENT CHANGE	
	ONE MONTH ENDING December 2019	12 MONTHS ENDING December 2019
Los Angeles - Riverside - Orange County	-0.6	3.0



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SOUTHLAND REGIONAL  
ASSOCIATION OF REALTORS®, INC.

## REALTOR® REPORT

*The Official Publication of SRAR*

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## 2020 National Market Forecast

# REAL ESTATE ON FIRM GROUND

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS

BY DAN TRESIERRAS, PRESIDENT, AND DAVID WALKER

A group of top economists said they believe the U.S. economy will continue to expand in 2020 while also projecting that a recession remains unlikely.

The economists gathered recently in Washington, D.C., at the headquarters of the National Association of Realtors for the first-ever real estate forecast summit.

They expect the U.S. economy to continue expanding next year while projecting real estate prices will rise and reiterating that a recession remains unlikely.

These economists predicted a 29 percent probability of a recession in 2020 with forecasted Gross Domestic Product growth

of 2.0 percent next year and 1.9 percent in 2021.

The group expects a nationwide annual unemployment rate of 3.7 percent next year with a small rise to 3.9 percent in 2021.

Sixty-nine percent of the economists said they expect that the Federal Open Market Committee will not change the federal funds rate in 2020.

Thirty-one percent said they expected the committee will lower the rate next year.

The average annual 30-year fixed mortgage rates of 3.8 percent and 4.0 percent are expected for 2020 and 2021, respectively.

Annual median home prices are forecasted to increase by 3.6 percent in 2020 and by 3.5 percent in 2021.

"Real estate is on firm ground with little chance of price declines," said NAR's Chief Economist Lawrence Yun.

"However, in order for the market to be healthier," he said, "more supply is needed

to assure home prices as well as rents do not consistently outgrow income gains."

Apartment rents are expected to rise 3.8 percent and 3.6 percent, respectively, in 2020 and 2021.

According to the group of economists, annual commercial real estate prices will climb 3.6% in 2020 and 3.4% in 2021.

"Residential and commercial real estate investment remains attractive as we approach the start of a new decade," said Vince Malta, president of the National Association of Realtors. "Increased home building can serve as a stimulator for the overall economy, and we strongly encourage more homes to be built as buyer demand remains strong."

The 2019 NAR Real Estate Forecast Summit consensus forecasts are compiled as averages of the responses of 14 leading economists who participated during the summit. The survey was conducted from Dec. 2-5.

## Low Interest Rates, Tight Supply Bolster Housing Market Statewide

Statewide home sales and prices retreated in November, though the median price recorded its largest year-over-year price gain in nearly a year and a half, the California Association of Realtors reported recently.

"While statewide home sales and prices eased back slightly as the housing market continued to move into the off season, a favorable lending environment continues to draw interest from buyers who want to take advantage of low rates," said Jeanne Radsick, the 2020 president of the California Association of Realtors.

"The upper end of the market, in particular," she said, "is showing some welcomed improvement in recent months as both sales and prices posted mild growth from a year ago in November."

The median price decreased 2.6 percent from October's \$605,280 to \$589,770 in November, marking the first time in seven months that the median price was under \$600,000. November's median price was up 6.4 percent

We're seeing a more robust market ... driven primarily by low interest rates

## We're seeing a more robust market ... driven primarily by low interest rates

from \$554,240 in November 2018. The year-over-year price increase was the largest since July 2018.

"We're seeing a more robust market in the second half of the year, driven primarily by the lowest interest rates in nearly three years," said C.A.R. Senior Vice President and Chief Economist Leslie Appleton-Young. "While uncertainties and supply constraints will continue to dictate the market outlook in 2020, the California housing market will likely wrap up 2019 in slightly better shape than previously thought."

With prices rising faster in recent months while supply continued to shrink, home sellers' optimism improved both month-over-month and year-over-year. According to a monthly Google poll conducted by C.A.R. in December, 51 percent of owners believe it is a good time to sell, up from 47 percent a month ago, and up from 46 percent a year ago.

Buyers, however, remain uncertain about the current housing market conditions as 24 percent believe that it is a good time to buy now, lower than last year when it was 25 percent and interest rates were more than 100 basis points higher.

The 30-year, fixed-mortgage interest rate averaged 3.70 percent in November, down from 4.87 percent in November 2018, according to Freddie Mac. The five-year, adjustable mortgage interest rate was an average of 3.41 percent.

## Realtors Praise Effort to Lift Limit on State, Local Tax Deductions

The recent passage by the U.S. House of Representatives of H.R. 5377, a bill that temporarily eliminates the cap on state and local tax deductions for 2020 and 2021, drew praise from Realtors statewide.

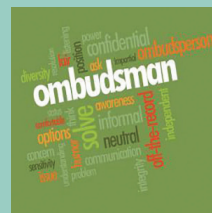
The Restoring Tax Fairness for States and Localities Act also would increase the cap to \$20,000 for married couples for 2019. It passed the House on Dec. 19 and now heads to the U.S. Senate where its fate is uncertain, at best.

"We are pleased that the House has passed a bill to temporarily eliminate the cap on the amount of state and local tax that taxpayers can deduct on their federal tax returns," said Jeanne Radsick, president of the California Association of Realtors. "The combined hit of a reduction in the mortgage interest deduction and current \$10,000 SALT cap in the tax law has disproportionately hurt taxpayers and real estate in California."

Radsick said that ensuring the tax code incentivizes housing and real estate will continue to be a top priority. C.A.R. also thanked the many California Congressional members who supported easing the double taxation penalty that harms an estimated 88,000 Californians.

## Swiftly Settle R.E. Disputes

Parties to real estate transactions can settle disputes quickly and informally by using a free, unique, Ombudsman Service provided by the Southland Regional Association of Realtors.



The ombudsman's role is one of communication and conciliation, not adjudication. Instead, the Ombudsman can help identify and resolve misunderstandings and disagreements before matters turn into a formal complaint.

For more information, contact Oscar Sol, SRAR's

Professional Standards administrator, at 818-947-2226 or via email at [Oscars@srar.com](mailto:Oscars@srar.com).

Ombudsmen are trained in and familiar with the Code of Ethics, state real estate regulations, and current real estate practices. They can respond to a wide variety of inquiries and complaints, including general questions about real estate practice, transaction details and ethical standards. If the Ombudsman is unable to facilitate a resolution for the parties, filing a formal complaint remains an option.



## Insight Study Shows

# CHILD CARE COSTS LIMIT ABILITY TO BUY A HOME

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS BY NANCY TROXELL CARNAHAN, PRESIDENT, AND DAVID WALKER

When it comes to buying a home, the negative impact of outstanding student loans has received all the attention, yet a new report suggests there's another even more potent limiter for families with children — the cost of child care.

Specifically, the research reported in Freddie Mac's recent Insight issue found that, adjusted for inflation, the real price of child care has increased by 49 percent over the last 25 years while the cost of housing nationwide has only increased by 14 percent in real terms from 1993 to 2018.

This has left prospective homebuyers with less money to buy or rent a home.

"The list of expenses for a family can be never-ending, and ... the cost of everyday life presents challenges for many looking to buy or rent," said Sam Khater, Freddie Mac's Chief Economist. "Our analysis finds that those families paying for child care generally are left with less money for housing. Specifically, we find they, on average, pay about half of the median mortgage payment and nearly 80 percent of the median rent."

### Highlights from the study include:

- Families spend, on average, \$715 a month on child care, with this figure rising to \$758 when the main parent with child care responsibilities — the mother in most cases — is employed. For families with younger children, the cost is steeper at \$948.

- Among those paying for care, the average child care expenditure for families with children under 5 years old represented 10.5 percent of their average income in 2011.

- Child care costs are more of a burden for lower income families than higher income families. For example, families making less than \$1,500 a month who have children under the age of 15 spend on average 40 percent of their income on child care, whereas families making over \$4,500 a month spend approximately 6.7 percent of their income on child care.

- The child care burden varies considerably by state. For families using centerbased and family day care, the burden ranged from 7.9 percent in Mississippi to 19.3 percent

in Washington, DC, and was highest in the Northeast and West Coast.

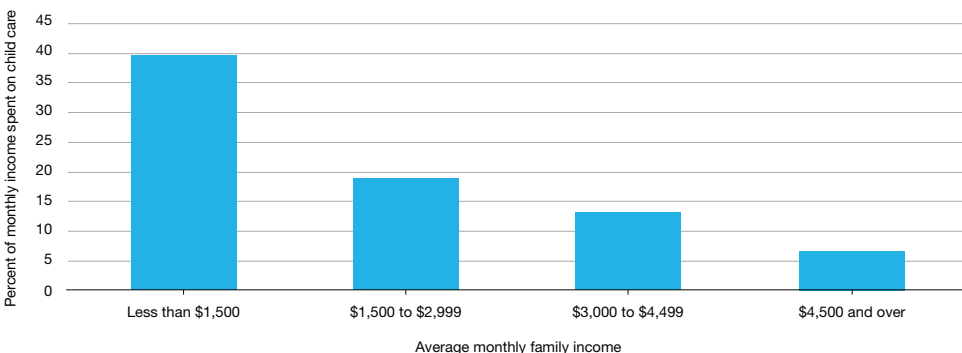
California ranked number one of all states having the least-affordable, center-based infant care at an annual cost of \$16,542. That gobbled up 18.6 percent for couple earning the state's median income of \$88,730, according to Child Care Aware of America.

- While other items such as student loans have received a lot of attention for their unprecedented level of growth, the budget of a family with children is largely consumed by child care. Student loan payments only amount to half of the overall cost of child care.

Income Quartile	Monthly Expenditures <sup>1</sup>			Burden (share of income)	
	1990	2011	% Change	1990	2011
0 to 25% income quartile	\$348	\$359	3.3%	16.5%	17.4%
25% to 75% income quartiles	\$386	\$449	16.2%	8.5%	10.8%
75% to 100% income quartile	\$541	\$808	49.4%	5.3%	7.8%
Entire sample	\$386	\$539	39.5%	9.3%	10.7%

### Percent of income spent on child care for children under 15 by income group (2011)

On average, low-income families with young children spend a large share of their income on child care.



## Housing Shortage Affordability Crisis

# Realtors Urge Swift Passage of Housing Bill

Realtors statewide joined other civic organizations and lawmakers on Jan. 7 to endorse passage of State Senate Bill 50, which would foster construction of apartment buildings and affordable housing near job and transit centers.

The California Association of Realtors joined the bill's authors, Sen. Scott Wiener, D-San Francisco, and Sen. Nancy Skinner, D-Berkeley, along with Oakland Mayor Libby Schaff, and housing advocates on the steps of Oakland City Hall to announce the amended SB 50.

Lawmakers have until Jan. 31 to pass bills introduced in 2019.

Other groups that attended the press conference in support of SB 50 were California YIMBY and the Nonprofit Housing Association of Northern California.

"If we're truly serious about increasing the supply of housing, SB 50 must be passed," said Jeanne Radsick, C.A.R. president. "A recent study found that SB 50's reforms could increase housing by 400 percent and increase affordable housing by 500 percent."

"Californians desperately need housing, and the time to act is now," Radsick said. "Bold and focused leadership is required to solve California's housing and affordability crisis, and 2020 can be the year we advance meaningful solutions that will result in a brighter housing future for all of us."

The bill would eliminate low-density housing near jobs and transit while also reducing or eliminating minimum parking requirements for new developments.

California has a 3.5 million home deficit, equal to the housing deficit of the other 49 states combined. California ranks 49 out of 50 states in homes per capita. Since the early 1960s, California population has almost tripled, while its housing production has declined by about 75 percent.





## San Fernando Valley

# 2019 PRICES HIT RECORD HIGHS, SUPPLY VANISHES

SOUTHLAND REGIONAL ASSOCIATION OF REALTORS  
BY NANCY TROXELL CARNAHAN, PRESIDENT, AND  
DAVID WALKER

The price of homes and condominiums sold in the San Fernando Valley during 2019 soared to record highs even as the inventory plunged to a record low and sales fell compared to 2018, the Southland Regional Association of Realtors reported today.

The annual price of single-family homes came in at \$709,250, breaking through the \$700,000 benchmark for the first time on record.

The annual price was up 4.2 percent from the prior year and well above the \$611,933 annual price reported in 2007 at the peak of last decade's sales boom.

Similarly, condominiums sold in the Valley during 2019 set a record high with an annual price of \$439,325, which was up 2.0 percent from 2018.

The condo annual price has been above \$410,000 for each of the last three years, with each surpassing last decade's highest annual price of \$394,917 reported in 2006.

"Flaws in the market allowed prices to rise during last decade's boom years even though there were thousands of listings available that should have kept prices in check," said Nancy Troxell Carnahan, the 2020 president of the 10,300-member Southland Regional Association of Realtors.

"A vanishing inventory last year along with exceptionally low interest rates pushed prices higher," she said, "even as the pool of qualified buyers in all price categories shrank and sales slowed."

Realtors assisted 5,174 singlefamily home and 1,826 condominium transactions throughout the San Fernando Valley in 2019. The annual home sales total was down 3.5 percent from 2018.

It was the lowest annual total reported since the Association started keeping the statistic in 1985. The record high annual total of 15,263 home sales came in 1988.

The condominium annual sales total for 2019 of 1,826 sales was down 1.2 percent from 2018. The record since the Association started keeping the statistic in 1985. The record high annual total of 15,263 home sales came in 1988.

The condominium annual sales total for

2019 of 1,826 sales was down 1.2 percent from 2018. The record low annual total of 1,591 was set in 1994 while the record high annual sales tally of 5,041 came in 2002.

December ended with the 770 active listings, the fewest of any month on record reaching back to 1985. The prior record

executive officer. "Lack of housing supply leads to rising prices and a shortage of affordable housing, which continues to push homeownership out of reach of a growing number of families.

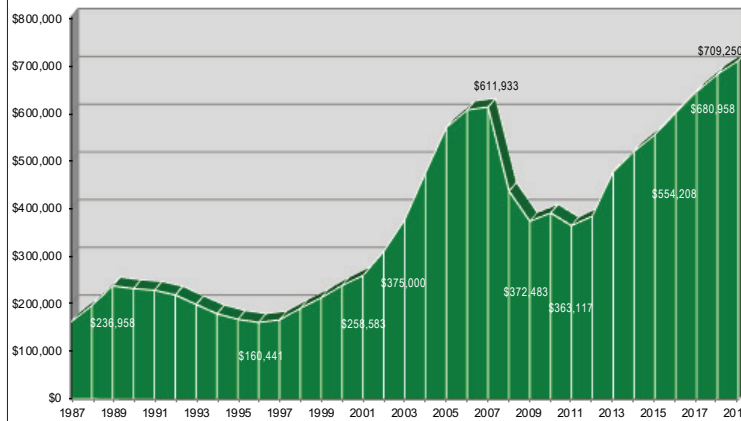
"Low interest rates on home loans help a percentage of prospective buyers," he said,

"but we've got a real affordability crisis when it takes a minimum annual income of \$146,000 to buy a local medianpriced home."

December ended with sales of homes and condominiums up 5.5 percent and 36.9 percent, respectively. The home and condominium median price rose in December by 8.1 percent and 3.5 percent while the inventory plunged 34.0 percent. Pending sales, a measure of future closed escrows, were up 9.1 percent.

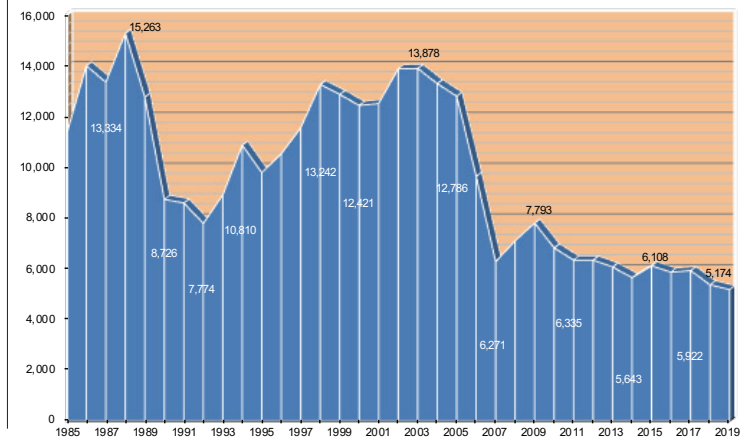
## Single-Family Annual Price Sets Record High at \$709,250

Source: Southland Regional Association of REALTORS®



## 2019 Annual Single-Family Home Sales Fall 4%

Source: Southland Regional Association of REALTORS®



low of 819 home and condominium listings came in December 2017 while the record high of 14,976 active listings was set in July 1992.

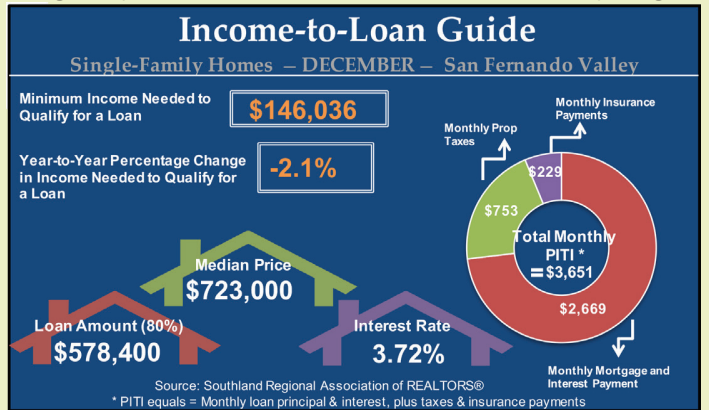
The active inventory has plunged for each of the last seven months with the last three months registering drops above 30 percent.

"The annual numbers confirm what we've known all along," said Tim Johnson, the Association's chief

## Low Rates Ease Pain of High Prices for Buyers

The national average interest rate on a home loan during December of 3.72 percent translated to a minimum income of \$146,036 needed to qualify for a local median priced home of \$723,000.

That was for an 80 percent, 30-year, fixed-rate loan of \$578,400. The PITI — principal and interest, property taxes and insurance — totaled \$3,651 per month, which breaks down to \$2,669 for principal and interest, \$753 for taxes, and \$229 for home insurance. The low interest rate meant the income needed was down 2.1 percent compared to a year ago, even though today's median price was up from \$669,000 reported a year ago.



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**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  
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**Introduction to  
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SRAR Member #: \_\_\_\_\_ Year You Started at SRAR: \_\_\_\_\_

Do you now or have you ever served on any committee(s) at SRAR? YES / NO

Have you ever belonged to any other REALTOR Association? YES / NO

If yes, please tell us which one: \_\_\_\_\_

Have you taken SRAR Leadership Institute previously? YES / NO If yes, which year? \_\_\_\_\_

How did you hear about SRAR Leadership?: \_\_\_\_\_

**Real Estate Specialty (circle all that apply):** Appraisal | Auction | Commercial | Counseling  
International | Land | Property Management | Relocation | Residential | Other

**Business/Professional Affiliations, if any (Please include local Association of REALTORS®, CAR and NAR):**

NAME OF GROUP PERIOD OF AFFILIATION POSITIONS HELD OR ASSIGNMENTS, IF ANY (I.E COMMITTEE MEMBER, ETC.)

**Community involvement, including civic, religious, governmental, social or other activities.**

*Do not include business/professional activities.*

ORGANIZATION ASSIGNMENT/POSITION DESCRIBE RESPONSIBILITIES

**Please briefly explain why you are interested in participating in SRAR's Leadership Institute Program and why you should be chosen:** \_\_\_\_\_

*(NOTE: Completion of the Leadership Institute does not guarantee a leadership position within SRAR or any other organization.)*



## **Program Outline**

### **Governmental Affairs & Advocacy**

Friday, April 10, 2020

11AM-2:30PM

This course will teach participants the importance of advocacy and give an introduction to Governmental Affairs outreach done at the Association. The course will also cover, Realtor Action Fund, Governmental Affairs Director Role, and an overview of Government. History of organized Real Estate. Lunch will be provided. (Opportunity to attend Legislative Day in Sacramento on Tuesday, April 28, 2020.)

### **Mechanics of an AOR**

Friday, May 15, 2020

11AM-2:30PM

This course will cover the relationship with C.A.R. (California Association of Realtors) and NAR (National Association of Realtors), the SRAR Strategic Plan, an introduction to committees, the roles of leadership on committees, and member benefits. Lunch will be provided.

### **Optional Meeting - REALTOR® EXPO**

Tuesday, June 2, 2020

### **Danger Report / Industry Threats**

Friday, July 7, 2020

11AM-2:30PM

Lunch will be provided.

### **Professional Standards & Ethics/Arbitration**

Friday, August 7, 2020

11AM-2:30PM

This course covers professional standards guidelines and procedures, the National Association of Realtors Code of Ethics, advertising guidelines and Procuring Cause/Arbitration. Lunch will be provided.

### **MLS/Technology**

Friday, September 18, 2020

11AM-2:30PM

This course covers the rules of CRISNet MLS, assessment schedule and hearing panels for violations, as well as tips on how to avoid assessments. Additionally, the course will cover MLS technology, listing syndication, IDX, public websites and understanding listing data. Lunch will be provided.

### **Optional Field Trip - Bus to CAR Expo in Long Beach**

Wednesday, October 14, 2020

8:00AM to 5:00PM

A chartered bus will pick you up at the Association where you will be driven to the C.A.R. Expo in Long Beach, CA. You will have the opportunity to walk the expo hall, attend the expo sessions, and attend expo events and luncheons. A lunch stipend will be provided.

\_\_\_\_\_  
REALTOR® Applicant (initial here)

I understand the purpose of the SRAR Leadership Institute Program; and, if I am selected, I will devote the time and resources necessary to complete all 5 required courses of the program. I understand the fee for the program is \$99 and, upon successful completion of all 5 required courses of the program, SRAR will refund \$50 of my fee after the final course. I understand that if I do not successfully complete all 5 required courses of the program, I will forfeit the \$50 I would have otherwise been refunded. I further understand that once I have been accepted into the program and have paid the \$99 fee, no refunds will be given other than the one described above under the conditions described above. I understand the above commitments and agree to be bound by them in signing this application.

Applicant's Printed Name: \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **Send completed applications and \$99 payment by April 1st, 2020 to:**

SRAR- Southland Regional Association of Realtors®  
Attn: Kathryn Voght  
7232 Balboa Blvd. Lake Balboa, CA 91406 or Fax to 818-786-4541 or Email to [kathrync@srar.com](mailto:kathrync@srar.com)

# 2020 COMMERCIAL & INVESTMENT DIVISION EDUCATION SERIES

**2020**  
**C**ommercial  
**R**eal  
**E**state  
**E**ducation  
**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

### PRE- REGISTER & PAY FOR 5 CLASSES AND GET 1 CLASS FREE (Free classes not eligible)

Make Checks Payable to SRAR and Return with the bottom portion to SRAR, 7232 Balboa Blvd. Lake Balboa, CA 91406  
\$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

Complete if Paying by Credit Card & Fax to 818-786-4541 or email to VinceC@srar.com

Full Name \_\_\_\_\_ Telephone # \_\_\_\_\_

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12 x 18 inches	\$12.00 + tax each	\$24.00 + tax each
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OFFICE: 818.000.0000

Photo Logo



<p>For REALTORS® and Affiliates</p>	<p><b>3<sup>rd</sup> Tuesday of Every Month</b> <b>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</b> <b>IN THE SAN FERNANDO</b> <b>AND SANTA CLARITA VALLEYS.</b></p>	
<p><b>2<sup>nd</sup> &amp; 4<sup>th</sup> Wed. of Every Month</b> <b>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>NETWORKING MEETINGS</b></p>	<p><b>1<sup>st</sup> Thursday of Every Month</b> <b>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,</b> <b>NETWORKING,</b> <b>GUEST SPEAKERS</b> <b>AND MORE!!</b></p>
	<p><b>Every Friday</b> <b>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</b> <b>Santa Clarita Valley Caravan</b></p> <p>Black 'N Blue Lounge 24300 Town Center Dr. Ste. 110 Valencia, CA, 91355</p> <p>8:45am - 10:30am</p> <p>Contact: Nicole Stinson at 661-816-4234</p>	<p><b>Every Friday</b> <b>Outwest Marketing</b></p> <p>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>



# SIGN UP TO RECEIVE UPDATES ON YOUR MOBILE PHONE

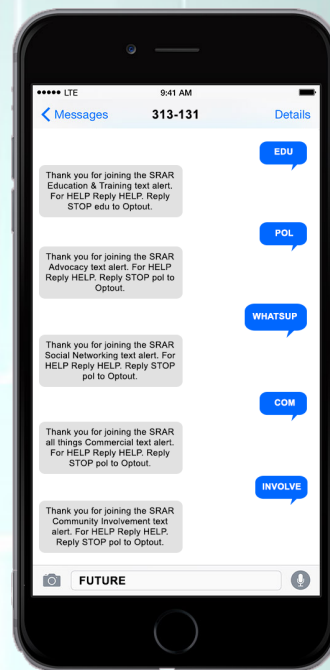
*Get updates & reminders straight to your phone  
and stay in-the-know on all that is happening at  
Southland Regional Association of REALTORS®*



## How to Opt In:



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



### KEYWORD:

### CATEGORY DESCRIPTION:

### WHAT YOU'LL RECEIVE

EDU >>	Educational Classes, Training, Risk Management	Lunch & Learn, Risk Management, RPR Classes, etc. (2-4 times a month)
COM >>	Commercial Day & Commercial Classes	Twice a month notice of Class Schedule, Commercial Networking Meetings & Commercial Day.
INVOLVE >>	Community Involvement & Charity Drives	Toy Drive, Backpack Drive, Blood Drive, Charity Golf Tournament, etc. (6-8 times a year)
FUTURE >>	Leadership Institute & Committee Application	(Sept.) Notice of Committee Applications, (Feb.) notice of Leadership Institute Class, etc.
WHATSUP >>	Social & Networking Events	YPN (Young Professional Network) Mixers, Golf Tournament, EXPO, Area Networking Meetings, etc. (2-4 times a month)
POL >>	Updates on Real Estate Related Issues, Political Events & Receptions	Call to Actions, Legislative Panels, Legislative Day, etc. (6-8 times a year)
WHATSNOW >>	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

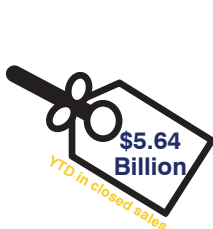
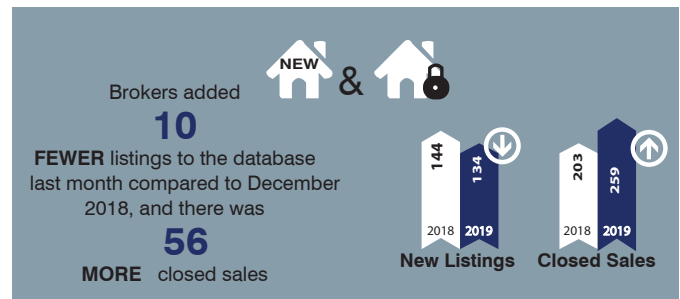
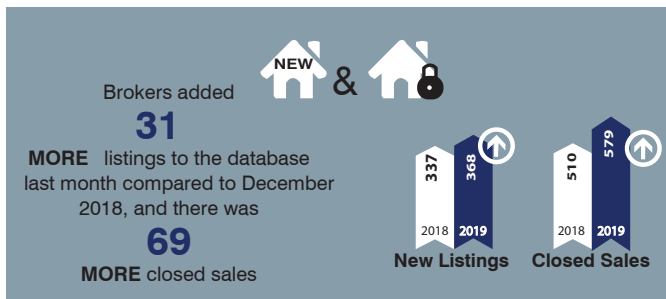
## Market Snapshot (December 2019):



The median sale price for single family homes **increased by 8%** from this time last year



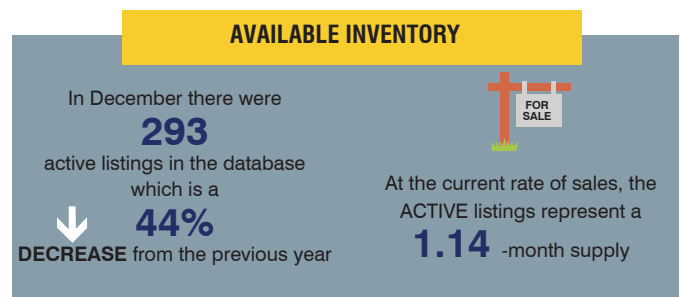
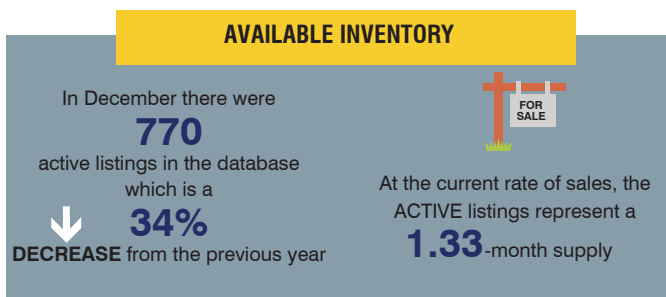
The median sale price for single family homes **increased by 3.7%** from this time last year



The total dollar value of year to date sales **increased \$59,480,000** from December 2018



The total dollar value of year to date sales **increased \$73,019,000** from December 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

677

DECEMBER 2019 SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

RESIDENTIAL PROP.  
ESCROW OPENED

826

RESIDENTIAL PROP.  
ESCROW CLOSED

1,064

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

47  
100  
99  
598.7  
539.0  
16  
503.3  
18.0  
18

86  
167  
88  
1,298.7  
929.0  
19  
763.4  
17.8  
26

ES  
107  
1,340  
90  
31  
910.4

CS  
58  
128  
96  
1,385.4  
775.0  
15  
809.4  
15.2  
13

WN  
77  
128  
84  
871.8  
735.0  
24  
17.9  
21

WS  
100  
235  
88  
1,571.9  
955.0  
35  
1,058.7  
23.3  
33

SFV TOT  
368  
770  
90  
1,236.0  
785.0  
109  
826.2  
111

EXT  
309  
971  
104  
714.5  
416.0  
77  
463.2  
15.9  
162

TOTAL  
677  
1,741  
98  
945.1  
575.0  
186  
676.0  
17.5  
273

PENDING SALES:

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

71  
1,053  
38  
505.9

90  
1,340  
31  
910.4

77  
1,215  
59  
1,017.1

102  
1,794  
36  
683.0

117  
1,794  
49  
941.3

457  
7,062  
42  
822.7

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

89  
1,030  
44,379  
511,007  
498.6  
505.0  
61  
68.5  
36  
64  
71.9  
89.0  
189.4

107  
1,317  
97,081  
1,251,160  
907.3  
723.0  
84  
78.5  
43  
49  
45.8  
64.1  
124.4

99  
1,199  
105,551  
1,139,966  
1,066.2  
687.0  
81  
81.8  
37  
55  
55.6  
70.7  
170.7

134  
1,648  
90,909  
1,146,611  
678.4  
648.0  
113  
84.3  
40  
77  
57.5  
104.7  
174.0

150  
1,746  
145,119  
1,596,101  
967.5  
690.0  
123  
82.0  
39  
72  
48.0  
63.8  
150.0

579  
6,940  
483,039  
5,644,865  
834.3  
645.0  
462  
79.8  
39  
317  
54.7  
75.2  
157.3

485  
6,057  
254,938  
3,064,868  
525.6  
405.0  
398  
82.1  
51  
270  
55.7  
49.9  
157.0

80.8  
45  
45  
55.2  
61.1  
157.2

CLOSED SALES TYPE

FORECLOSURE/REO  
SELLER CONCESSIONS  
SHORT SALE  
STANDARD  
OTHER

0  
0  
0  
88  
1

0  
0  
0  
105  
2

0  
0  
0  
97  
1

0  
0  
0  
131  
2

2  
2  
2  
146  
0

2  
2  
2  
567  
6

7  
0  
0  
483  
13

9  
0  
0  
1030  
19

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

76  
0  
175  
91  
57  
26  
69  
63  
53  
45  
41  
50  
38  
33  
36  
34  
39  
35  
35  
58  
74  
45

AVG. SELL TIME

12  
1  
4  
10  
16  
15  
25  
90  
137  
129  
121  
120  
78  
76  
83  
142  
119  
73  
67  
270  
153  
1741

2  
0  
1  
2  
7  
2  
10  
50  
81  
78  
73  
59  
66  
84  
151  
97  
45  
42  
107  
33  
1064

REDUCED \$

\$336,600  
N/A  
10,000  
9,500  
8,757  
6,000  
15,107  
4,841  
11,401  
9,129  
6,163  
10,797  
2816  
818  
5,245  
157  
20,377  
17,581  
4,6304  
8,8905  
26,6981  
24,573

PRICE REDUCTION %

91.1  
0.0  
8.0  
41.5  
5.4  
3.3  
6.5  
1.1  
2.5  
1.8  
30.7  
2.1  
0.7  
0.6  
0.5  
0.3  
2.2  
1.7  
4.1  
4.9  
7.0  
0.2

LISTINGS

17,111

2019 RMMLS TOTAL - \$ VOLUME

\$8,709,733,000

SALES

13,086

EN: Arleta, Kagel Canyon, Pacoima, Panorama City, San Fernando, Sun Valley, Sylmar, ES: Calhuenaga Pass, Lake Hollywood, North Hollywood, Sherman Oaks, Studio City, Toluca Lake, Valley Glen, Valley Village, Van Nuys

CS: Encino, Lake Balboa, Reseda, Tarzana, Van Nuys WN: Chatsworth, Granada Hills, Mission Hills, North Hills, Northridge WS: Bell Canyon, Calabasas, Canoga Park, Hidden Hills, Monte Nido, West Hills, Winnetka, Woodland Hills

\*THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS



**SOUTHLAND REGIONAL**  
**ASSOCIATION OF REALTORS®, INC.**

	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.	LIST	% 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	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	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	1,659	980	650.7	59.1
APR	1,548	1,124	589.4	72.6	1,733	1,168	657.4	67.4	1,656	1,111	658.9	67.1	1,580	1,116	697.6	70.6	1,251	878	655.5	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	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	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	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	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	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	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	983	1,060	721.2	107.8
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	677	1,064	737.98	157.2
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	17,005	13,086	8,792.5	76.9
AVG. SALE PRICE		\$525,464				\$558,825				\$605,843				\$636,060				\$681,115			\$671,901		

## SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR DECEMBER 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 .....	33	66	35	56	70	260	246	506
Total Active Listings .....	76	111	89	91	182	549	779	1,328
Average Days on Market .....	109	72	82	89	81	85	106	97
Average List Price in Thousands .....	659.4	1,638.4	1,925.7	1,006.3	1,860.8	1,518.4	735.3	1,059.0
Median List Price in Thousands .....	574.9	1,357.0	1,349.0	855.0	1,219.0	969.9	400.0	649.9
BOMS .....	13	11	6	18	26	74	65	139
Average BOM Price in Thousands .....	537.6	973.7	1,286.1	939.8	1,246.4	1,010.0	483.4	763.7
BOM to Sale Ratio .....	23.2	16.4	8.1	19.1	23.6	18.5	16.8	17.6
Expirations .....	10	18	7	19	24	78	127	205
<b>PENDING SALES</b>								
New Escrows Opened .....	51	58	46	71	90	316	283	599
Total YTD Escrows Opened .....	753	912	826	1,309	1,399	5,199	4,876	10,075
New Open Escrows Average Days on Market .....	37	29	67	33	46	41	50	46
New Open Escrows Average List Price .....	547.0	1,100.9	1,357.6	764.5	1,098.8	972.7	552.8	774.3
<b>CLOSED SALES:</b>								
New Escrows Closed .....	56	67	74	94	110	401	387	788
Total YTD Escrows Closed .....	737	900	819	1,317	1,364	5,137	4,777	9,914
Volume of New Sales Dollars in Millions .....	31.563	74.829	92.776	71.961	126.110	397.238	205.854	603.092
Volume of total YTD Sales in Millions .....	396.982	1,019.558	955.509	986.264	1,411.422	4,769.735	2,452.351	7,222.085
Average Sale price in Thousands .....	563.6	1,116.8	1,253.7	765.5	1,146.5	990.6	531.9	765.3
Median Sale Price in Thousands .....	545.0	825.0	765.0	690.0	765.0	723.0	400.0	610.0
Coop Sales .....	38	50	56	82	90	316	322	638
Percent of Coop Sales .....	67.9	74.6	75.7	87.2	81.8	78.8	83.2	81.0
Average Days on Market .....	35	42	36	42	39	39	51	45
Sales at List Price .....	40	30	42	56	53	221	215	436
Percent of Sales at List Price .....	71.4	44.8	56.8	59.6	48.2	55.1	55.6	55.3
Sales to Listing Inventory Ratio .....	73.7	60.4	83.1	103.3	60.4	73.0	49.7	59.3
Final Sale to New Listing Ratio .....	169.7	101.5	211.4	167.9	157.1	154.2	157.3	155.7
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO .....	0	0	0	0	2	2	4	6
Seller Concessions .....	0	0	0	0	0	0	0	0
Short Sale .....	0	0	1	1	1	3	1	4
Standard .....	55	65	72	92	107	391	371	762
Other .....	1	2	1	1	0	5	11	16

## SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR DECEMBER 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 .....	14	20	23	21	30	108	63	171
Total Active Listings .....	24	56	51	37	53	221	192	413
Average Days on Market .....	67	119	121	70	112	104	97	100
Average List Price in Thousands .....	406.5	625.2	442.6	540.8	579.8	534.3	630.1	578.8
Median List Price in Thousands .....	360.0	575.0	389.9	449.9	400.0	435.0	447.5	439.9
BOMS .....	3	8	9	6	9	35	12	47
Average BOM Price in Thousands .....	354.8	420.3	414.9	418.1	516.7	437.7	353.9	416.3
BOM to Sale Ratio .....	9.1	20.0	36.0	15.0	22.5	19.7	12.2	17.0
Expirations .....	8	8	6	2	9	33	35	68
<b>PENDING SALES</b>								
New Escrows Opened .....	20	32	31	31	27	141	86	227
Total YTD Escrows Opened .....	300	428	389	351	395	1,863	1,319	3,182
New Open Escrows Average Days on Market .....	40	36	48	43	57	45	55	49
New Open Escrows Average List Price .....	401.2	565.3	512.0	496.1	416.3	486.6	467.4	479.3
<b>CLOSED SALES:</b>								
New Escrows Closed .....	33	40	25	40	40	178	98	276
Total YTD Escrows Closed .....	293	417	380	331	382	1,803	1,280	3,083
Volume of New Sales Dollars in Millions .....	12.816	22.252	12.776	18.948	19.010	85.801	49.084	134.884
Volume of total YTD Sales in Millions .....	114.025	231.622	184.457	160.347	184.679	875.130	612.517	1,487.647
Average Sale price in Thousands .....	388.4	556.3	511.0	473.7	475.2	482.0	500.9	488.7
Median Sale Price in Thousands .....	345.0	539.0	447.5	435.0	420.0	439.9	415.0	435.0
Coop Sales .....	23	34	25	31	33	146	76	222
Percent of Coop Sales .....	69.7	85.0	100.0	77.5	82.5	82.0	77.6	80.4
Average Days on Market .....	40	44	39	37	39	40	53	44
Sales at List Price .....	24	19	13	21	19	96	55	151
Percent of Sales at List Price .....	72.7	47.5	52.0	52.5	47.5	53.9	56.1	54.7
Sales to Listing Inventory Ratio .....	137.5	71.4	49.0	108.1	75.5	80.5	51.0	66.8
Final Sale to New Listing Ratio .....	235.7	200.0	108.7	190.5	133.3	164.8	155.6	161.4
<b>CLOSED SALES TYPE</b>								
Foreclosure/REO .....	0	0	0	0	0	0	3	3
Seller Concessions .....	0	0	0	0	0	0	0	0
Short Sale .....	0	0	0	0	1	1	1	2
Standard .....	33	40	25	39	39	176	92	268
Other .....	0	0	0	1	0	1	2	3



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

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	3	2	24	6	4	14	4	21	78	31	109
Total Active Listings	35	18	36	17	12	26	7	49	200	99	299
Average Days on Market	143	148	154	88	83	103	61	84	115	92	107
Average List Price in Thousands	646.2	1,521.5	734.4	813.9	924.8	759.1	875.4	857.1	846.2	611.4	768.4
Median List Price in Thousands	579.5	825.0	647.0	654.9	685.0	615.0	799.0	730.0	679.7	410.0	619.0
BOMS	2	0	5	0	2	3	0	4	16	11	27
Average BOM Price in Thousands	532.5	0.0	523.8	0.0	672.5	606.3	0.0	817.0	632.2	507.7	581.5
BOM to Sale Ratio	14.3	0.0	11.1	0.0	18.2	6.3	0.0	7.3	8.0	17.5	10.3
Expirations	5	3	7	3	4	8	2	9	41	14	55

### PENDING SALES

New Escrows Opened	7	4	38	15	5	29	1	26	125	41	166
Total YTD Escrows Opened	135	40	517	235	176	565	104	604	2,376	687	3,063
New Open Escrows Average Days on Market	104	161	48	104	51	48	6	34	58	59	58
New Open Escrows Average List Price	626.3	768.5	568.8	638.9	821.8	639.5	610.0	667.8	634.3	463.5	592.1

### CLOSED SALES:

New Escrows Closed	14	0	45	19	11	48	8	55	200	63	263
Total YTD Escrows Closed	128	40	508	237	170	549	107	606	2,345	680	3,025
Volume of New Sales Dollars in Millions	8.148	0.000	27.083	12.388	7.471	30.895	6.193	36.515	128.693	35.885	164.578
Volume of total YTD Sales in Millions	73.613	31.326	305.529	136.248	112.344	350.704	90.776	416.658	1,517.198	305.110	1,822.308
Average Sale price in Thousands	582.0	0.0	601.8	652.0	679.2	643.7	774.1	663.9	643.5	569.6	625.8
Median Sale Price in Thousands	570.0	0.0	550.0	620.0	690.0	632.5	765.0	650.0	622.0	440.0	585.0
Coop Sales	11	0	40	17	9	41	7	49	174	58	232
Percent of Coop Sales	78.6	0.0	88.9	89.5	81.8	85.4	87.5	89.1	87.0	92.1	88.2
Average Days on Market	137	0	83	92	81	3,299	94	78	859	89	674
Sales at List Price	2	0	26	8	8	18	2	38	102	32	134
Percent of Sales at List Price	14.3	0.0	57.8	42.1	72.7	37.5	25.0	69.1	51.0	50.8	51.0
Sales to Listing Inventory Ratio	40.0	0.0	125.0	111.8	91.7	184.6	114.3	112.2	100.0	63.6	88.0
Final Sale to New Listing Ratio	466.7	0.0	187.5	316.7	275.0	342.9	200.0	261.9	256.4	203.2	241.3

### 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	13	0	45	19	11	48	8	55	199	61	260
Other	1	0	0	0	0	0	0	0	1	2	3

## SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR DECEMBER 2019

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCVTOT	EXT	TOTAL
New Listings	0	0	17	0	9	9	1	20	56	5	61
Total Active Listings	1	0	32	1	15	16	3	25	93	14	107
Average Days on Market	70	0	86	82	56	58	79	61	69	121	76
Average List Price in Thousands	615.0	0.0	369.0	479.0	338.0	433.7	392.8	505.8	416.5	568.4	436.4
Median List Price in Thousands	615.0	0.0	320.0	479.0	325.0	400.0	390.0	439.9	364.9	529.0	375.0
BOMS	0	0	5	0	3	1	0	0	9	1	10
Average BOM Price in Thousands	0.0	0.0	314.4	0.0	403.0	323.0	0.0	0.0	344.9	345.0	344.9
BOM to Sale Ratio	0.0	0.0	50.0	0.0	33.3	12.5	0.0	0.0	15.3	25.0	15.9
Expirations	1	0	1	0	2	1	0	3	8	2	10

### PENDING SALES

New Escrows Opened	0	0	15	0	11	4	0	25	55	6	61
Total YTD Escrows Opened	3	2	215	9	158	162	43	348	940	104	1,044
New Open Escrows Average Days on Market	0	0	39	0	51	50	0	25	36	100	42
New Open Escrows Average List Price	0.0	0.0	378.1	0.0	349.1	397.2	0	435.9	400.0	465.8	406.4

### CLOSED SALES:

New Escrows Closed	0	1	10	1	9	8	5	25	59	4	63
Total YTD Escrows Closed	4	2	214	10	155	163	43	341	932	105	1,037
Volume of New Sales Dollars in Millions	0.000	0.649	3.762	0.620	3.205	3.002	2.156	12.124	25.516	1.282	26.798
Volume of Total YTD Sales in Millions	2.461	1.519	77.708	4.491	55.524	69.156	19.324	155.507	385.691	48.991	434.683
Average Sale price in Thousands	0.0	649.0	376.2	620.0	356.1	375.2	431.2	485.0	432.5	320.5	425.4
Median Sale Price in Thousands	0.0	649.0	355.0	620.0	339.0	370.0	425.0	460.0	415.0	275.0	412.5
Coop Sales	0	1	10	1	8	6	5	23	54	4	58
Percent of Coop Sales	0.0	100.0	100.0	100.0	88.9	75.0	100.0	92.0	91.5	100.0	92.1
Average Days on Market	0	68	76	114	117	88	92	89	91	58	89
Sales at List Price	0	0	8	0	4	4	3	16	35	2	37
Percent of Sales at List Price	0.0	0.0	80.0	0.0	44.4	50.0	60.0	64.0	59.3	50.0	58.7
Sales to Listing Inventory Ratio	0.0	0.0	31.3	100.0	60.0	50.0	166.7	100.0	63.4	28.6	58.9
Final Sale to New Listing Ratio	0.0	0.0	58.8	0.0	100.0	88.9	500.0	125.0	105.4	80.0	103.3

### CLOSED SALES TYPE

Foreclosure / REO	0	1	0	0	0	0	0	0	1	0	1
Seller Concessions	0	0	0	0	0	0	0	0	0	0	0
Short Sale	0	0	0	0	0	0	0	1	1	0	1
Standard	0	0	10	1	9	8	5	24	57	4	61
Other	0	0	0	0	0	0	0	0	0	0	0

DECEMBER 2019 SCV RESIDENTIAL MLS SUMMARY										
MONTHLY RESIDENTIAL SALES STATISTICS										
RESIDENTIAL PROPERTIES LISTED										
170										
RESIDENTIAL PROP. ESCROW OPENED										
227										
RESIDENTIAL PROP. ESCROW CLOSED										
326										
ACTIVE INVENTORY:										
AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOTAL	EXT	TOTAL
NEW LISTINGS	3	2	41	13	23	5	41	134	36	170
TOTAL ACTIVE LISTINGS	36	18	68	27	42	10	74	283	113	406
AVERAGE DAYS ON MARKET	141	148	122	88	86	66	76	99	95	100
AVERAGE LIST PRICE IN THOUSANDS	645.3	1,521.5	562.5	598.8	635.2	730.6	738.4	709.8	606.0	680.9
MEDIAN LIST PRICE IN THOUSANDS	579.5	825.0	385.0	449.9	579.0	765.0	679.0	595.0	425.0	550.5
BOMS	2	0	10	5	4	0	4	25	12	37
AVERAGE BOM PRICE IN THOUSANDS	532.5	0.0	419.1	510.8	535.5	0.0	817.0	528.8	494.1	517.5
BOM TO SALE RATIO	14.3	0.0	18.2	25.0	7.1	0.0	5.0	9.7	17.9	11.3
EXPIRATIONS	6	3	8	6	9	2	12	49	16	65
PENDING SALES:										
NEW ESCROWS OPENED	7	4	53	16	33	1	51	180	47	227
TOTAL YTD ESCROWS OPENED	138	42	732	334	727	147	952	3,316	791	4,107
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	104	161	45	51	48	6	30	51	64	54
NEW OPEN ESCROWS AVERAGE LIST PRICE	626.3	768.5	514.8	496.8	610.1	610.0	554.1	562.7	463.8	542.2
CLOSED SALES:										
NEW ESCROWS CLOSED	14	1	55	20	56	13	80	259	67	326
TOTAL YTD ESCROWS CLOSED	132	42	722	325	712	150	947	3,277	785	4,062
VOLUME OF NEW SALE DOLLARS IN MILLIONS	8.148	0.649	30.844	13.008	33.897	8.349	48.639	154.209	37.167	191.376
VOLUME OF TOTAL YTD SALES IN MILLIONS	76.074	32.845	383.237	140.739	419.860	110.100	572.166	1,902.889	354.101	2,256.990
AVERAGE SALE PRICE IN THOUSANDS	582.0	649.0	560.8	650.4	605.3	642.2	608.0	595.4	554.7	587.0
MEDIAN SALE PRICE IN THOUSANDS	570.0	649.0	525.0	620.0	620.0	635.0	595.0	576.0	424.0	560.0
COOP SALES	11	1	50	17	47	12	72	228	62	290
PERCENT OF COOP SALES	78.6	100.0	90.9	85.0	83.9	92.3	90.0	88.0	92.5	89.0
AVERAGE DAYS ON MARKET	137	68	82	94	284.0	93	82	684	88	561
SALES AT LIST PRICE	2	0	34	12	22	5	54	137	34	171
PERCENT OF SALES AT LIST PRICE	14.3	0.0	61.8	40.0	39.3	38.5	67.5	52.9	50.7	52.5
SALES TO LISTING INVENTORY RATIO	38.9	5.6	80.9	111.1	133.3	130.0	88.4	80.3	59.3	80.3
FINAL SALE TO NEW LISTING RATIO	466.7	50.0	134.1	153.8	243.5	260.0	195.1	193.3	186.1	191.8
CLOSED SALES TYPE										
FORECLOSURE/REO	0	1	0	0	0	0	0	1	0	1
SELLER CONCESSIONS	0	0	0	0	0	0	0	0	0	0
SHORT SALE	0	0	0	0	0	0	0	0	0	0
STANDARD	13	0	55	20	56	13	79	256	65	321
OTHER	1	0	0	0	0	0	0	1	2	3
SELLING TIME - PRICE CHANGE - PRICE REDUCTION										
AVG. SELL TIME	ACTIVE NO. LISTINGS	TOTAL # SOLD	REDUCED \$	\$ AVERAGE PRICE REDUCTION %						
LESS THAN 100,000	0	0	0	0	N/A	0.0	0.0	N/A	0.0	0.0
100,000 TO 109,999	0	0	0	0	N/A	0.0	0.0	N/A	0.0	0.0
110,000 TO 119,999	0	0	0	0	N/A	0.0	0.0	N/A	0.0	0.0
120,000 TO 129,999	0	0	0	0	N/A	0.0	0.0	N/A	0.0	0.0
130,000 TO 139,999	0	0	0	0	N/A	0.0	0.0	N/A	0.0	0.0
140,000 TO 149,999	64	3	2	2	N/A	0.0	0.0	N/A	0.0	0.0
150,000 TO 159,999	100	1	1	1	14999	7.3	1	14999	7.3	1
160,000 TO 169,999	55	5	3	3	4300	1.8	3	4300	1.8	3
170,000 TO 179,999	45	14	6	6	5417	1.7	6	5417	1.7	6
180,000 TO 189,999	34	11	11	11	8533	2.4	11	8533	2.4	11
190,000 TO 199,999	44	27	18	18	10567	2.5	18	10567	2.5	18
200,000 TO 209,999	34	28	22	22	10542	2.3	22	10542	2.3	22
210,000 TO 219,999	49	21	16	16	7212	1.4	16	7212	1.4	16
220,000 TO 229,999	38	33	17	17	6253	1.1	17	6253	1.1	17
230,000 TO 239,999	40	40	27	27	8822	1.4	27	8822	1.4	27
240,000 TO 249,999	47	41	27	27	15815	2.3	27	15815	2.3	27
250,000 TO 259,999	47	41	36	36	23973	2.9	36	23973	2.9	36
260,000 TO 269,999	81	25	11	11	32150	3.4	11	32150	3.4	11
270,000 TO 279,999	52	10	4	4	66350	6.3	4	66350	6.3	4
280,000 TO 289,999	62	48	9	9	54625	4.1	9	54625	4.1	9
290,000 TO 299,999	41	5	1	1	N/A	14.3	1	N/A	14.3	1
300,000 TO 309,999	45	406	325	325	18084	2.2	325	18084	2.2	325
TOTALS	45	406	325	325	18084	2.2	325	18084	2.2	325
LISTINGS										
2019 RMLS TOTAL - \$ VOLUME										
\$2,256,990,000										
SALES										
4,813										
4,063										

\*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	170	326	191.38	191.8
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	4813	4083	2259.5	84.8
AVG. SALE PRICE			<b>\$421,369</b>				<b>\$462,399</b>				<b>\$527,790</b>				<b>\$546,583</b>				<b>\$541,884</b>				<b>\$553,392</b>	



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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> Top Producer Interviews Starting January 23rd	<b>9am-10am:</b> General Sales Meeting



PARK REGENCY

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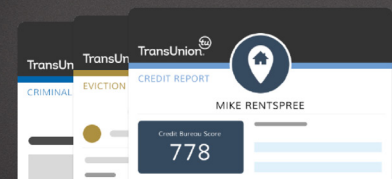
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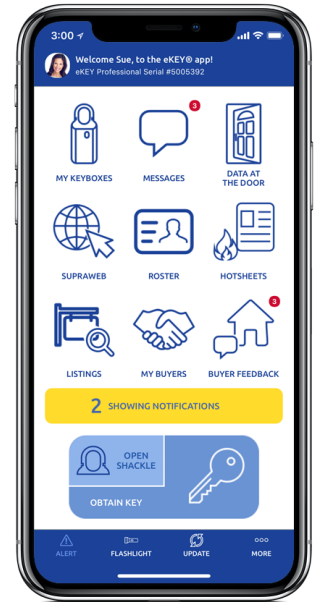
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