

March/April 2020

REALTOR® REPORT

The Official Publication of Southland Regional Association of Realtors®

2020 FIRST-TIME HOMEBUYER GRANTS...PG.2

MINORITY OWNERSHIP LAGS

OWNERSHIP UP TO 65% IN 4TH QUARTER 2019...PG.3

IN THE AGE OF COVID-19

TECH SOLUTIONS, INGENUITY MAY BOLSTER R.E....PG.4

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Southland Regional Association of REALTORS®*

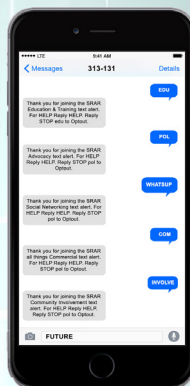


How to Opt In:



*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.*

Information on... Pg.11



THE FOLLOWING LINKS ARE PROVIDED FOR GENERAL INFORMATION: [NAR'S CORONAVIRUS: A GUIDE FOR REALTORS®](#), [CDC WEBSITE](#), [C.A.R. COVID UPDATES](#), [C.A.R. LEGAL UPDATE \(LOGIN REQUIRED\)](#), [C.A.R. HOUSING IMPACT PODCAST](#), [LOS ANGELES COUNTY](#), [LOS ANGELES CITY](#), [CITY OF SANTA CLARITA](#)

OUR NUMBER ONE CONCERN CONTINUES TO BE THE HEALTH AND SAFETY OF OUR MEMBERS AND STAFF. UPDATES WILL BE PROVIDED VIA WEBPAGE [SRRAR.COM/CORONAVIRUS](https://srrar.com/coronavirus).

Volume 100 • Issue 3

ADVERTISING



SRAR Texting Service

Sign up to get updates straight to your cell phone.

Get updates and reminders on your phone to stay in-the-know on all that's happening at Southland Regional Association of REALTORS®

Text _____ to 313131

edu : educational classes, training and risk management

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

involve : community involvement and charity drives

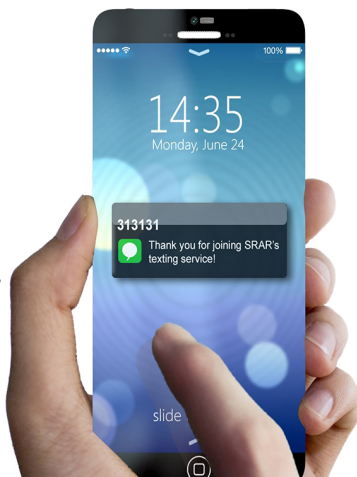
pol : updates on real estate issues, political events and receptions with local officials

future : leadership opportunities and committee involvement

com : commercial events and classes

whatsnew: new member services and benefits

It's easy to sign up and you can unsubscribe at any time, just send a text message with only the word 'STOP' in the reply from any message from us. Message and Data Rates May Apply.



2020 First-Time Homebuyer Grants Available



The Charitable Foundation of the Southland Regional Association of Realtors, in partnership with the Housing Affordability Fund of the California Association of Realtors, is offering a limited number of individual grants of \$2,000 to first-time homebuyers who meet certain criteria.

The grants, awarded on a first-come, first-served basis, must be applied toward the downpayment or closing costs in the purchase of a home in the San Fernando or Santa Clarita valleys. Applicants may not exceed certain income limits and must complete a first-time homebuyer educational course. Applications are being accepted now. Escrow must have been opened on or after March 1. The program will run until all grant funds are awarded. For more information including instructions, rules, and an application form, contact Jodi Preece or Kathryn Voght at 818-947-2250.



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SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

REALTOR® REPORT

The Official Publication of SRAR

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Minority Ownership Lags

OWNERSHIP UP TO 65% IN 4TH QUARTER 2019

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

The United States homeownership rate rebounded to 65.1 percent in the fourth quarter of 2019, up from a low of 62.9 percent in the second quarter of 2016.

While the increase in the overall homeownership rate is encouraging, there continues to be a significant racial homeownership gap in America that needs to be addressed.

The National Association of Realtors recently released its Snapshot of Race & Home Buying in America report.

Nationwide, the ownership rate for non-Hispanic White Americans has been consistently above 71 percent from 2016 to 2019.

In the same period, the homeownership rate for Black Americans has been 30 percentage points less — above 41 percent.

For Hispanic Americans, the homeownership rate has held above 45 percent, and for Asian Americans, it has been above 53% over the same time period.

Here in California, the percentages are markedly different, which is not surprising given the high cost of housing and the severe shortage of affordable housing.

The report pegged the homeownership rate for Caucasians in California at 59 percent, while Black/African Americans were 34 percent, Latinos 44 percent, and Asian Americans 59 percent.

The report examined the homeownership rate among each race in 2018 using American Community Survey data by state.

The report also examined the change in the homeownership rate among African Americans from 2008 to 2018 using American Community Survey data.

Finally, using the Profile of Home Buyers and Sellers data from 2019, the report looks into the characteristics of who purchases homes, why they purchase, what they purchase, and the financial background for buyers based on race.

View NAR's Snapshot of Race & Home Buying in America report online at: <https://www.nar.realtor/research-and-statistics/>

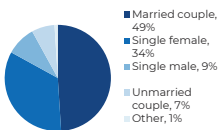
[researchreports/ a-snapshot-of-race-and-homebuying- in-america.](https://www.nar.realtor/research-reports/a-snapshot-of-race-and-homebuying-in-america)

Last month, NAR announced the passage of a new Fair Housing Action Plan designed to ensure America's 1.4 million Realtors are doing everything possible to protect the rights of people of all backgrounds to purchase, own, and transfer ownership of property in America. Learn more about NAR's ACT Plan – Accountability, Culture Change, and Training – at: <https://www.nar.realtor/fair-housing/new-fairhousing-action-plan>.

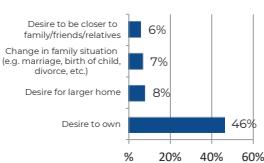


Black/African-American

Household Composition



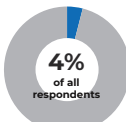
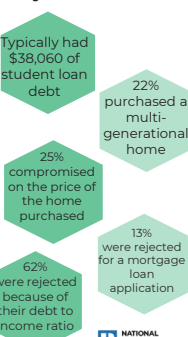
Reasons to Purchase Home



Buyer Facts

- Median Age: 48
- Median Income: \$75,000
- 51% are first-time buyers
- 77% are buyers of previously owned homes
- 88% bought through an agent/broker
- Median square feet of home purchased: 1,800
- Median home price: \$228,000

Unique to these buyers:

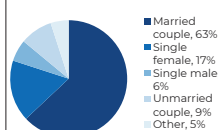


Type of Home Purchased

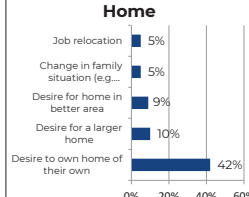
- Detached single-family: 79%
- Townhouse/row house: 10%
- Duplex/apartment/condo: 2%
- Other: 10%

Hispanic/Latino/Mexican/Puerto Rican

Household Composition



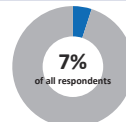
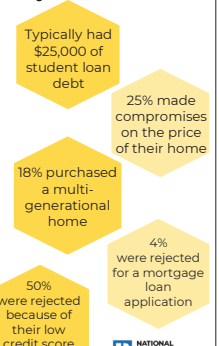
Reasons to Purchase Home



Buyer Facts

- Median Age: 41
- Median Income: \$81,250
- 54% are first-time buyers
- 87% are buyers of previously owned homes
- 90% bought through an agent/broker
- Median square feet of home purchased: 1,790
- Median home price: \$255,000

Unique to these buyers:

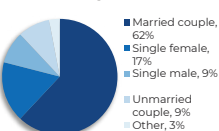


Type of Home Purchased

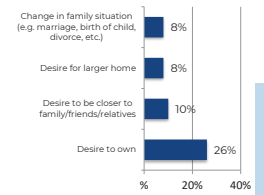
- Detached single-family: 81%
- Townhouse/row house: 7%
- Duplex/apartment/condo: 6%
- Other: 7%

White/Caucasian

Household Composition



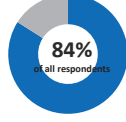
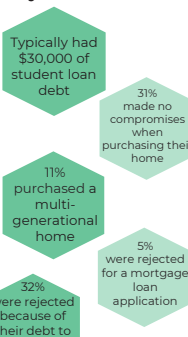
Reasons to Purchase Home



Buyer Facts

- Median Age: 48
- Median Income: \$94,550
- 30% are first-time buyers
- 87% are buyers of previously owned homes
- 89% bought through an agent/broker
- Median square feet of home purchased: 1,900
- Median home price: \$255,000

Unique to these buyers:

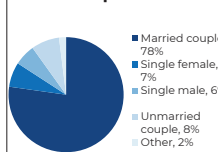


Type of Home Purchased

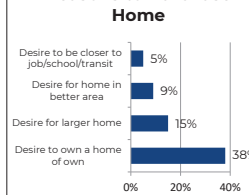
- Detached single-family: 83%
- Townhouse/row house: 6%
- Duplex/apartment/condo: 5%
- Other: 6%

Asian/Pacific Islander

Household Composition



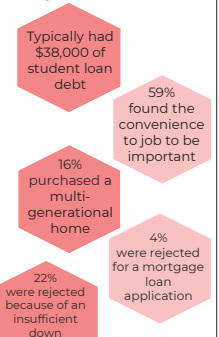
Reasons to Purchase Home



Buyer Facts

- Median Age: 38
- Median Income: \$111,770
- 51% are first-time buyers
- 79% are buyers of previously owned homes
- 80% bought through an agent/broker
- Median square feet of home purchased: 2,060
- Median home price: \$435,000

Unique to these buyers:



Type of Home Purchased

- Detached single-family: 84%
- Townhouse/row house: 7%
- Duplex/apartment/condo: 4%
- Other: 4%

In the Age of COVID-19

TECH SOLUTIONS, INGENUITY MAY BOLSTER R.E.

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

Even as conditions on the ground changing literally every minute, the Southland Regional Association of Realtors continues to provide the services and support our 10,300 members need to assist their clients as Los Angeles comes together to survive the coronavirus pandemic.

The immediate focus is to save lives, and to ensure the health and ongoing safety of clients, real estate licensees and Association staff.

Only after all parties have implemented the recommended life-saving social distancing rules could attention return to house hunting or real estate investments.

When that moment arrives — and it will arrive, even if we're now unsure when — the Association's goal is to be there so that our members can deliver first-class services to San Fernando and Santa Clarita valley home sellers and buyers.

Make no mistake, COVID-19 will impact the local housing market and, as a result, lead to changes and innovations in the way real estate services are delivered to the public.

Indeed, some of those changes may be improvements from the ways of the past and open the door to greater collaboration between home buyers and sellers and the professionals who represent them.

In the face of the coronavirus pandemic,

but before directions to shelter in place were ordered, our member Realtors already were improving the time-tested home marketing tool — the Open House.

Everyone benefits from improved hygiene and following health safety measures outlined by the Centers for Disease Control.

Adding those rules to an open house strategy ensures the health, safety, and security of all clients.

Plus, COVID-19 may prompt development of a “new norm”, where ingenuity coupled with technology may drive sales so that experienced Realtors' performance will exceed client expectations.

At the end of the day, whether it's the current global pandemic or other challenges, I believe Realtors are in the business of protecting and promoting the interests of clients.

We must adapt to, and leverage, market realities, no matter the circumstances, and use our knowledge, negotiating skills, and technology to treat all parties fairly, get deals done quickly, and help keep our local economies strong.

According to a recent survey from the National Association of Realtors, nearly one-in-four homesellers nationwide are changing how their home is viewed while the home remains on the market.

Some Realtors report using technologies to host “virtual showings” like video chat on their mobile phone. That way, clients can experience an open house as if they were there in person.

When this crisis passes and open houses return, don't be surprised if some sellers still require potential buyers to wash their hands or use a hand sanitizer or ask buyers to remove shoes or to wear slip-on shoe covers

before entering a home.

We're all in this together and it's important that our members are working responsibly to ensure the safety and service of each other and their clients.

Here are just a few of the steps local Realtors are taking to protect and promote the interests of clients:

- **Ongoing Updates** — Throughout the day, Realtors are checking with their local, state, and national associations to see if there are any government announcements impacting day-to-day operations.

- **Communicating with Clients**

—Realtors are keeping clients abreast of business protocols, and also inquiring about the health and well-being of their clients, their families, and their wants and needs moving forward under the coronavirus reality.

- **Screening Measures** — Realtors will ask questions such as “Is anyone in your household currently sick with a fever and/or a cough?” Or “Has anyone in your household been exposed to a person who has or is suspected of having the corona virus?”

- **Fair Housing Measures** —

Realtors will continue to abide by the Fair Housing Act and not discriminate against any segment of the population.



Interest Rates Extraordinarily Low

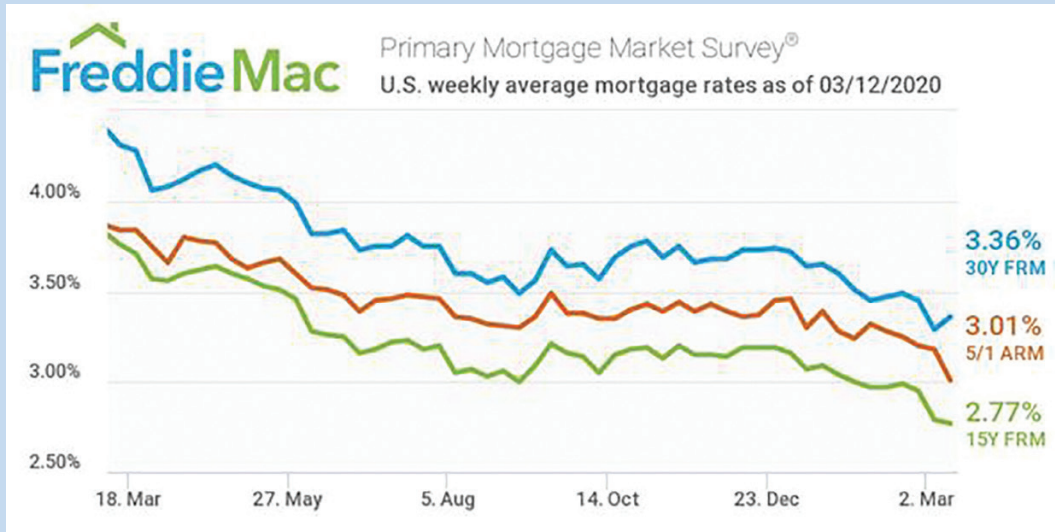
A survey of 30-year, fixed-rate mortgages came in with an average of 3.36 percent, up slightly from the prior week

yet still near historical lows. “As refinance applications continue to surge and lenders work to manage capacity, the 30-year fixed-rate mortgage ticked up from the prior week's all-time low,” said Sam Khater, Freddie Mac's

chief economist. Mortgage rates remain at extraordinary levels and many homeowners are smartly weighing their options to refinance, potentially saving themselves money.”

A year ago at this time, the 30-year FRM averaged 4.31 percent.

The 15-year fixed-rate mortgage averaged 2.77 percent compared to a year ago when it averaged 3.76 percent.



Wednesday, April 8, 2020 | 9:00am—12:00pm

KEYS TO FINANCING COMMERCIAL REAL ESTATE



Register online at: SRAR.com/CIclassApril2020

Class #3 of 11 in the 2020 C&I Series



Arnie Garfinkel
All Star Group

- ◆ *How Does Commercial Lending Differ from Residential Lending?*
- ◆ *How are Lending Amounts Decided?*
- ◆ *What Loan Information Can Be Included in Listings?*
- ◆ *Different Types of Loans*
- ◆ *How to Obtain Prequalification*
- ◆ *Establish Yourself as An Expert!*

All Classes Taught by Professional Practitioners are held at the Association Office
Located At: SRAR Auditorium - 7232 Balboa Blvd, Van Nuys, CA, 91406

For More Information on The 2020 CI Series Visit: Commercial.SRAR.com

April 8, 2020 - Keys to Financing Commercial Real Estate ~ \$25

Make Checks Payable to SRAR & Return With This Bottom Portion to:
SRAR, 7232 Balboa Blvd. Van Nuys, CA, 91406 (Att'n Educ. Dept)

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

*Certificate of Completion does not provide continuing education credits

Full Name _____ Telephone # _____

VISA/MC/AMEX/DISC# _____ Exp. Date ____/____/____ CVV _____

\$ Amount _____ Signature _____

Email Address _____ (please print legibly)



3rd Tuesday of Each Month
**Commercial Investment
Network Meeting**

Tuesday, April 21, 2020

8:15 a.m. - Networking & Breakfast
8:30 a.m. - Introductions
8:45 a.m. - Speaker
9:15 am - Haves/Wants
9:30 am - Meeting Adjourns



**Kit Young, Manager
CRIS - SRAR**

How Do You Get Great Commercial Data to Establish Value

A free service for Commercial Realtors for commercial transactions to obtain great data are now available through NAR. This is a service that can prove to be invaluable to your establishing value for your listings or determining what your buyer should pay for a property. Analyze spending data within a drive time, radius, or general area to help business owners find the best location. Determine which business types are over or under represented in a particular area. Don't miss this important meeting and take advantage of this great tool which will give the commercial agent credibility with their client.

Don't miss this one

Promote your listings & wants. PowerPoint provided
Continental Breakfast Free Parking

SRAR Auditorium
7232 Balboa Blvd. Van Nuys, CA
1 Block north of Sherman Way
Send PowerPoint Presentations to arnie@allstargroup.com



For additional information contact:
Brian J. Hatkoff, CCIM (818) 701-7789 or
Arnie Garfinkel (818) 532-7660

2020 - Preparing Tomorrow's Leaders Today!



Date: _____

First Name: _____ Last Name: _____

Mailing Address: _____ City: _____ Zip Code: _____

Phone (Best Number to Reach You): _____

E-Mail Address: _____

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

2020 COMMERCIAL & INVESTMENT DIVISION EDUCATION SERIES

2020
Commercial
Real
Estate
Education
Series

JANUARY CLASSES FREE TO ATTEND!!

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

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

All Classes Listed Below Are Held On Wednesdays 9:00am - 12:00pm
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 # _____

VISA/MC/AMEX/DISC# _____ Exp. Date ____/____/____ CVV _____

of Classes _____ @ \$25 each \$ _____ Signature _____

Email Address _____ (please print legibly)



CUSTOM SIGNS

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Made In-House

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Email: grahamw@srar.com

Your Company
Other Info

Logo

Your Name
Your Information
818-000-0000

FOR SALE

OPEN HOUSE
YOUR REALTY COMPANY
OFFICE: 818.000.0000

For Sale

YOUR COMPANY
LOGO
HERE

AGENT NAME

12 inch x 18 inch size

Sign Sizes		
	One Sided	Two Sided
4.75 x 18 inches Sign Riders	\$6.00 + tax each	\$9.00 + tax each
11 x 17 inches	\$11.98 + tax each	\$23.96 + tax each
12 x 18 inches	\$12.00 + tax each	\$24.00 + tax each
18 x 24 inches	\$17.10 + tax each	\$34.00 + tax each
24 x 36 inches	\$26.25 + tax each	\$52.50 + tax each
Wire Sign Stakes \$1.80 + tax each		

Your Name
And Information
Here

Your Realty Company
Your Message
Here

OPEN

818-000-0000



OPEN HOUSE
AGENT NAME
OFFICE: 818.000.0000

Photo Logo



<p>For REALTORS® and Affiliates</p>	<p>3rd Tuesday of Every Month Commercial/Investment Network</p> <p>SRAR Auditorium 7232 Balboa Blvd, Lake Balboa, CA, 91406</p> <p>8:15am - 9:30am</p> <p>Contact: Brian Hatkoff at 818-701-7789 www.CommercialDataExchange.com</p>	<p>REAL ESTATE PROFESSIONALS IN THE SAN FERNANDO AND SANTA CLARITA VALLEYS.</p>	
<p>2nd & 4th Wed. of Every Month South East Area</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>1st Thursday of Every Month East North Meeting</p> <p>Lulu's Restaurant 16900 Roscoe Blvd, Van Nuys, CA 91406</p> <p>8:30am - 10:00am</p> <p>Contact: Rudy H. Leon at 818-642-7839 or Daniel Villegas at 818-858-8397</p>	<p>PITCHES, EDUCATION, NETWORKING, GUEST SPEAKERS AND MORE!!</p>
	<p>Every Friday Real Estate Network</p> <p>El Cariso Golf Course Restaurant 13100 Eldridge Ave, Sylmar, CA, 91342</p> <p>8:30am - 10:00am</p> <p>Contact: Bud Mauro & Filip Crispino at 818-635-6743</p>	<p>2nd & 4th Friday of Every Month Santa Clarita Valley Caravan</p> <p>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>Every Friday Outwest Marketing</p> <p>Weiler's Deli 22323 Sherman Way, Canoga Park, CA, 91303</p> <p>8:00am - 9:30am</p> <p>Contact: Ron Henderson at 818-999-3981 www.OutwestMarketing.com</p>

SIGN UP TO RECEIVE UPDATES ON YOUR MOBILE PHONE

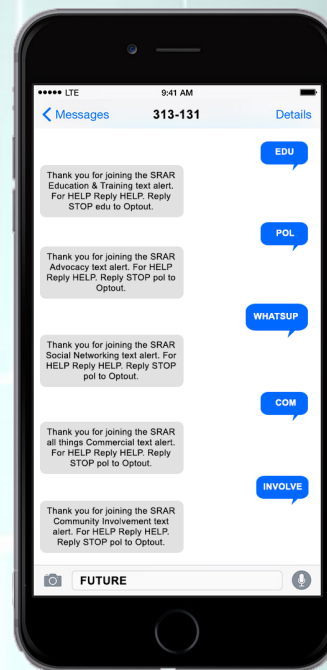
*Get updates & reminders straight to your phone
and stay in-the-know on all that is happening at
Southland Regional Association of REALTORS®*



How to Opt In:



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



KEYWORD:

CATEGORY DESCRIPTION:

WHAT YOU'LL RECEIVE

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



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

Note: Some cell phone services may require you to call your provider and grant permission to receive messages from 313131.

*It is easy to sign up & you can unsubscribe at any time, just send a text message with only the word "STOP" when you reply to any message from us. **Message & Data Rates May Apply!***

Statistics

Market Snapshot (February 2020):



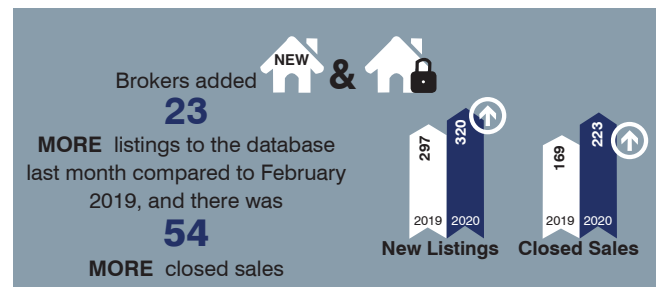
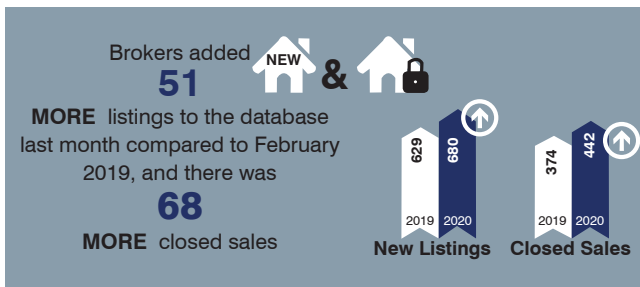
Medium
Sale Price
\$740,000

The median sale price for
single family homes
increased by
12.6%
from this time last year



Medium
Sale Price
\$610,000

The median sale price for
single family homes
increased by
3.3%
from this time last year



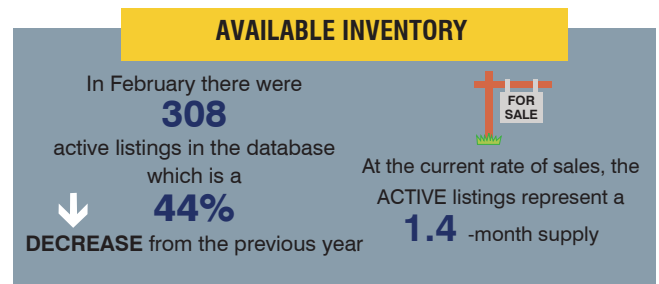
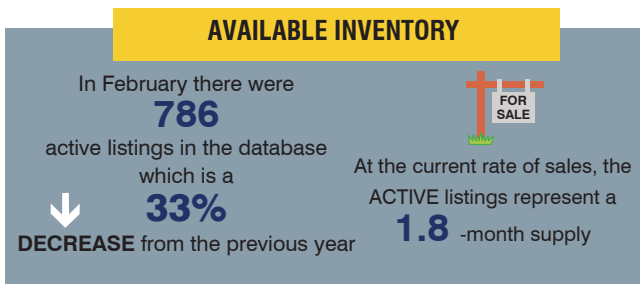
\$730.7
Million
YTD in closed sales

The total dollar value of
to date sales **increased**
\$157,200,000
from February 2019



\$228
Million
YTD in closed sales

The total dollar value of
to date sales **increased**
\$177,371,000
from February 2019



City Sign Ordinances

SAN FERNANDO AND SANTA CLARITA VALLEY

Listed below for your reference, are the specific municipal regulations, along with the regulations for L.A. and Ventura Counties that apply in unincorporated areas or those cities without specific municipal codes. SRAR highly advises REALTORS® to check the current laws, and follow these best practices as they will help preserve our rights as REALTORS® to use temporary signs:

1. Only post temporary signs (directional or open house) when you have an open house.
2. Always observe time and placement restrictions for signage.
3. Always obtain a property owner's permission before placing a temporary sign on someone's property whether their property is residential or commercial.
4. Never place temporary signs in the medians or rights of way - meaning along the streets or sidewalk and observe Americans with Disabilities Act regulations.
5. Decrease visual clutter by "piggy backing" off of other directional signs, placing your directional signs only when your directions divert from other directions.

The following are the regulations from each municipality in areas where our members frequently work:

Agoura Hills:

For Sale - 1 sign per unit, shall not exceed 6 square ft. in area and 6 ft. in height
Open House/Directional - Maximum of 4 signs, size may not exceed 3 square ft. in area or 4 ft. in height
Other - No flags, balloons or banners, Signs can not be located on a public right-of-way

Beverly Hills:

For Sale - 1 - 150 square in. sign including riders
Open House/Directional - Not allowed
Other - Must obtain annual sign permit sticker from city

Burbank:

For Sale - Sign shall not exceed 7 square feet including riders. Maximum of 2 riders
Open House/Directional - Maximum of 4 signs, size may not exceed 24" x 24" in area or 3ft. in height
Other - See municipal code for details

Calabasas:

For Sale - 1 - 6 square ft. sign
Open House/Directional - Maximum of 2 signs, size may not exceed 3 square ft. in area.
Other - Signs can not be located on a public right-of-way

Hidden Hills:

For Sale - Not allowed
Open House/Directional - Not allowed
Other - Call for details

Los Angeles City:

For Sale - 1 or more unlighted signs. Total area of signs not to exceed 12 square ft.
Open House/Directional - Not specified
Other - See municipal code for details

Malibu:

For Sale - 1 sign per unit, shall not exceed 6 square ft. in area and 6 ft. in height
Open House/Directional - Signs can not exceed 3 square ft. in area or 4 ft. above ground level
Other - No more than 2 pole flags not exceeding 2 square ft. or 5 ft. in height

shall be used

San Fernando:

For Sale - Sign shall not exceed 6 square ft. in area and 6 ft. in height. Rider no larger than 6" X 24"
Open House/Directional - Permitted between 9am and sunset
Other - See municipal code for details

Santa Clarita:

For Sale - Maximum height of 6ft
Open House/Directional - Not permitted on sidewalks, parkways or medians.
Other - Price information prohibited

Simi Valley:

For Sale - Sign shall not exceed 12 square ft. and 6 ft. in height
Open House/Directional - Not permitted on sidewalks or medians
Other - See municipal code for details

West Hollywood:

For Sale - 1 - 432 square inch sign per frontage & 2 - 76 square inch riders
Open House/Directional - 1 per corner, 4 per intersection 18" X 24" Tue., Sat. & Sun. 11am to 7pm
Other - 4 flags per open house. See municipal code for details

Westlake Village:

For Sale - 1 sign per unit, shall not exceed 6 square ft. in area and 5 ft. in height
Open House/Directional - 1 open house sign on property. No directional signs permitted in community
Other - See municipal code for details

Los Angeles County: (unincorporated areas, and municipalities without regulations)

For Sale - 1 or more unlighted signs. Total area of signs not to exceed 12 square ft.
Open House/Directional - No ordinance
Other - See municipal code for details

Ventura County: (unincorporated areas, and municipalities without regulations)

For Sale - 1 free standing sign that does not exceed 12 square ft. or 8 ft. in height
Open House/Directional - 1- 3 square foot sign per frontage not to exceed 4 ft. in height
Other - See municipal code for details

RESIDENTIAL PROPERTIES LISTED

1,231

RESIDENTIAL PROP. ESCROW OPENED

1,147

RESIDENTIAL PROP. ESCROW CLOSED

775

FEBRUARY 2020 SFV RESIDENTIAL MLS SUMMARY

MONTHLY RESIDENTIAL SALES STATISTICS

ACTIVE INVENTORY

NEW LISTINGS	96	144	118	137	185	680	551	1,231
TOTAL ACTIVE LISTINGS	84	169	154	128	251	786	872	1,658
AVERAGE DAYS ON MARKET	85	54	60	70	69	66	86	76
AVERAGE LIST PRICE IN THOUSANDS	664.3	1,413.9	1,471.9	926.7	2,028.7	1,462.2	841.5	1,135.7
MEDIAN LIST PRICE IN THOUSANDS	565.0	1,100.0	800.0	760.0	1,200.0	850.0	440.0	649.0
BOMS	18	25	22	21	34	120	90	210
AVERAGE BOM PRICE IN THOUSANDS	527.7	1,168.2	1,205.0	687.7	976.1	940.4	559.4	777.1
BOM TO SALE RATIO	24.3	22.7	42.3	24.4	28.3	27.1	27.0	27.1
EXPIRATIONS	9	11	15	10	17	62	60	122

PENDING SALES

NEW ESCROWS OPENED	98	122	95	138	151	604	543	1,147
TOTAL YTD ESCROWS OPENED	187	238	160	238	281	1,104	984	2,088
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	34	34	43	27	36	41	48	41
NEW OPEN ESCROWS AVERAGE LIST PRICE	548.0	1,019.7	1,028.3	691.1	872.8	832.7	569.3	708.0

CLOSED SALES

NEW ESCROWS CLOSED	74	110	52	86	120	442	333	775
TOTAL YTD ESCROWS CLOSED	145	205	124	189	238	901	737	1,638
VOLUME OF NEW SALE DOLLARS IN MILLIONS	39.803	111.5378	45.390	62.936	108.474	367.439	167.92024	535.359
VOLUME OF TOTAL YTD SALES IN MILLIONS	75.640	198.3276	114.865	136.729	205.132	730.694	394.920	1,125.614
AVERAGE SALE PRICE IN THOUSANDS	537.9	1,014.0	872.9	723.7	903.9	831.3	504.3	690.8
MEDIAN SALE PRICE IN THOUSANDS	540.0	770.0	570.0	642.0	730.0	650.0	390.0	560.0
COOP SALES	63	93	36	67	103	362	279	641
PERCENT OF COOP SALES	85.1	84.5	69.2	77.9	85.8	81.9	83.8	82.7
AVERAGE DAYS ON MARKET	39	34	38	42	45	40	59	44
SALES AT LIST PRICE	50	65	31	53	61	260	181	441
PERCENT OF SALES AT LIST PRICE	67.6	59.1	59.6	61.6	50.8	58.8	54.4	56.9
SALES TO LISTING INVENTORY RATIO	88.1	65.1	33.8	67.2	47.8	56.2	38.2	46.7
FINAL SALE TO NEW LISTING RATIO	77.1	76.4	44.1	62.8	64.9	65.0	60.4	63.0

CLOSED SALES

FORCLOSURE/REO	2	1	0	0	0	3	6	9
SELLER CONCESSIONS	0	0	0	0	0	0	0	0
SHORT SALE	1	0	0	1	3	5	4	9
STANDARD	64	106	49	82	113	414	308	722
OTHER	7	3	3	3	4	20	15	35

SELLING PRICE RANGE

LESS THAN 100,000	18	8	2	1	302250	45.8
100,000 TO 109,999	206	0	1	0	-11000	-11.6
110,000 TO 119,999	103	2	1	0	0	0
120,000 TO 139,999	37	6	3	1	-500	-0.5
140,000 TO 159,999	70	12	6	2	7560	3.7
160,000 TO 179,999	63	17	3	3	18933	9.9
180,000 TO 199,999	45	29	8	7	38463	14.1
200,000 TO 249,999	52	31	7	16	13088	4
250,000 TO 299,999	50	108	45	25	6496	2
300,000 TO 349,999	66	108	59	30	5535	1.4
350,000 TO 399,999	58	101	64	35	8735	1.9
400,000 TO 449,999	51	97	52	28	6767	1.3
450,000 TO 499,999	47	79	40	19	4777	0.4
500,000 TO 549,999	44	57	56	20	-607	-0.5
550,000 TO 599,999	47	76	64	25	740	0.7
600,000 TO 699,999	38	135	101	44	6061	0.7
700,000 TO 799,999	65	113	62	27	-2618	-0.5
800,000 TO 899,999	35	71	31	13	10586	0.9
900,000 TO 999,999	54	71	33	17	77813	2.1
1,000,000 TO 1,999,999	46	305	82	51	49983	3
MORE THAN 2,000,000	64	191	28	18	62488	0.8
TOTALS	48	1658	775	382	16352	1.4

LISTINGS

2,435

2020 RMLS TOTAL - \$ VOLUME

\$1,125,614,000

SALES

1,638

EN: Arleta, Kagal Canyon, Pacoima, Panorama City, San Fernando, Sun Valley, Sylmar ES: Cahuenga 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, 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



SAN FERNANDO VALLEY SINGLE FAMILY SALES STATISTICS FOR FEBRUARY 2020

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SEV TOT	EXT	TOTAL
NEW LISTINGS	72	107	92	114	148	533	431	964
TOTAL ACTIVE LISTINGS	60	121	106	107	199	593	677	1,270
AVERAGE DAYS ON MARKET	91	57	56	70	67	66	89	78
AVERAGE LIST PRICE IN THOUSANDS	732.4	1,722.8	1,936.3	1,011.1	2,382.2	1,753.6	920.1	1,309.3
MEDIAN LIST PRICE IN THOUSANDS	585.0	1,475.0	1,439.0	799.9	1,299.0	1,129.0	439.9	750.0
BOMS	14	17	15	14	25	85	66	151
AVERAGE BOM PRICE IN THOUSANDS	579.7	1,491.2	1,523.0	802.0	1,184.5	1,142.9	608.9	909.5
BOM TO SALE RATIO	22.2	23.9	45.5	23.0	27.8	26.7	25.2	26.0
EXPIRATIONS	8	7	9	5	13	42	53	95
PENDING SALES								
NEW ESCROWS OPENED	69	83	67	105	111	435	429	864
TOTAL YTD ESCROWS OPENED	140	162	111	180	206	799	783	1,582
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	31	30	34	24	34	30	50	40
NEW OPEN ESCROWS AVERAGE LIST PRICE	612.3	1,253.1	1,272.3	762.7	1,029.3	978.9	588.4	785.0
CLOSED SALES								
NEW ESCROWS CLOSED	63	71	33	61	90	318	262	580
TOTAL YTD ESCROWS CLOSED	112	135	79	138	176	640	589	1,229
VOLUME OF NEW SALE DOLLARS IN MILLIONS	35.953	88.7716	36.354	47.697	94.969	303.743	136.71324	440.456
VOLUME OF TOTAL YTD SALES IN MILLIONS	63.595	156.5836	91.994	109.466	178.534	600.173	325.630	925.802
AVERAGE SALE PRICE IN THOUSANDS	570.7	1,250.3	1,101.6	781.9	1,055.2	955.2	521.8	759.4
MEDIAN SALE PRICE IN THOUSANDS	565.0	1,000.0	735.0	700.0	900.0	740.0	376.0	610.0
COOP SALES	54	59	23	47	79	262	216	478
PERCENT OF COOP SALES	85.7	83.1	69.7	77.0	87.8	82.4	82.4	82.4
AVERAGE DAYS ON MARKET	39	26	38	44	37	60	48	48
SALES AT LIST PRICE	41	42	21	40	47	191	148	339
PERCENT OF SALES AT LIST PRICE	65.1	59.2	63.6	65.6	52.2	60.1	56.5	58.4
SALES TO LISTING INVENTORY RATIO	105.0	58.7	31.1	57.0	45.2	53.6	38.7	45.7
FINAL SALE TO NEW LISTING RATIO	87.5	66.4	35.9	53.5	60.8	59.7	60.8	60.2
CLOSED SALES								
FORCLOSURE/REO	2	1	0	0	0	3	4	7
SELLER CONCESSIONS	0	0	0	0	0	0	0	0
SHORT SALE	1	0	0	1	2	4	3	7
STANDARD	53	67	30	58	84	292	242	534
OTHER	7	3	3	2	4	19	13	32

SAN FERNANDO VALLEY CONDOMINIUM SALES STATISTICS FOR FEBRUARY 2020

ACTIVE INVENTORY	EN	ES	CS	WN	WS	SEV TOT	EXT	TOTAL
NEW LISTINGS	24	37	26	23	37	147	120	267
TOTAL ACTIVE LISTINGS	24	48	48	21	52	193	195	388
AVERAGE DAYS ON MARKET	69	46	68	71	75	65	73	69
AVERAGE LIST PRICE IN THOUSANDS	494.1	635.0	446.6	496.8	676.0	566.6	568.2	567.4
MEDIAN LIST PRICE IN THOUSANDS	425.0	539.0	389.0	449.0	415.0	449.0	449.9	449.9
BOMS	4	8	7	7	9	35	24	59
AVERAGE BOM PRICE IN THOUSANDS	345.7	481.6	523.6	459.3	397.4	448.4	423.1	438.1
BOM TO SALE RATIO	36.4	20.5	36.8	28.0	30.0	28.2	33.8	30.3
EXPIRATIONS	1	4	6	5	4	20	7	27
PENDING SALES								
NEW ESCROWS OPENED	29	39	28	33	40	169	114	283
TOTAL YTD ESCROWS OPENED	47	76	49	58	75	305	201	506
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	43	42	64	37	42	45	39	43
NEW OPEN ESCROWS AVERAGE LIST PRICE	395.2	522.9	444.3	463.0	438.7	456.3	497.4	472.9
CLOSED SALES								
NEW ESCROWS CLOSED	11	39	19	25	30	124	71	195
TOTAL YTD ESCROWS CLOSED	33	70	45	51	62	261	148	409
VOLUME OF NEW SALE DOLLARS IN MILLIONS	3.850	22.7666	9.036	14.539	13.504	63.696	31.20724	94.902
VOLUME OF TOTAL YTD SALES IN MILLIONS	12.045	41.7446	22.871	27.263	26.598	130.521	69.290	199.811
AVERAGE SALE PRICE IN THOUSANDS	350.0	583.7	475.6	581.6	450.1	513.7	439.5	486.7
MEDIAN SALE PRICE IN THOUSANDS	365.0	542.5	385.0	470.0	430.0	450.0	420.0	445.0
COOP SALES	9	34	13	20	24	100	63	163
PERCENT OF COOP SALES	81.8	87.2	68.4	80.0	80.0	80.6	88.7	83.6
AVERAGE DAYS ON MARKET	40	60	52	49	47	54	49	49
SALES AT LIST PRICE	9	23	10	13	14	69	33	102
PERCENT OF SALES AT LIST PRICE	81.8	59	52.6	52	46.7	55.6	46.5	52.3
SALES TO LISTING INVENTORY RATIO	45.8	81.3	39.6	119.0	57.7	64.2	36.4	50.3
FINAL SALE TO NEW LISTING RATIO	45.8	105.4	73.1	108.7	81.1	84.4	59.2	73.0
CLOSED SALES								
FORCLOSURE/REO	0	0	0	0	0	0	2	2
SELLER CONCESSIONS	0	0	0	0	0	0	0	0
SHORT SALE	0	0	0	0	1	1	1	2
STANDARD	11	39	19	24	29	122	66	188
OTHER	0	0	0	1	0	1	2	3

SANTA CLARITA VALLEY SINGLE FAMILY SALES STATISTICS FOR FEBRUARY 2020

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOT	EXT	TOTAL
NEW LISTINGS	9	4	48	25	14	41	10	64	215	57	272
TOTAL ACTIVE LISTINGS	31	14	51	24	17	41	7	51	236	80	316
AVERAGE DAYS ON MARKET	151	132	44	78	61	55	37	42	69	77	71
AVERAGE LIST PRICE IN THOUSANDS	621.2	1,691.2	683.9	753.3	985.7	736.0	857.1	831.8	810.4	566.4	748.6
MEDIAN LIST PRICE IN THOUSANDS	549.0	729.0	639.9	660.0	705.0	645.0	825.0	675.0	669.9	415.0	639.9
BOMS	5	1	11	1	0	6	0	8	32	17	49
AVERAGE BOM PRICE IN THOUSANDS	626.6	890.0	661.9	495.0	0.0	644.7	0.0	787.0	686.3	390.4	583.7
BOM TO SALE RATIO	50.0	100.0	30.6	6.3	0.0	26.1	0.0	19.5	22.2	43.6	26.8
EXPIRATIONS	1	1	3	3	0	4	0	4	16	7	23
PENDING SALES											
NEW ESCROWS OPENED	14	10	54	21	8	35	7	69	218	64	282
TOTAL YTD ESCROWS OPENED	23	13	92	41	18	62	13	117	379	106	485
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	58	143	27	16	24	27	9	31	34	50	37
NEW OPEN ESCROWS AVERAGE LIST PRICE	651.5	754.8	633.0	649.0	688.3	657.3	923.6	725.7	685.9	472.5	637.5
CLOSED SALES											
NEW ESCROWS CLOSED	10	1	36	16	13	23	4	41	144	39	183
TOTAL YTD ESCROWS CLOSED	19	3	60	27	21	55	8	70	263	74	337
VOLUME OF NEW SALE DOLLARS IN MILLIONS	6.312	0.6996	21.491	9.248	8.638	14.209	4.152	27.421	92.170	18.77924	110.948
VOLUME OF TOTAL YTD SALES IN MILLIONS	11.536	1.7876	36.851	16.458	15.156	34.974	7.315	50.017	174.094	34.650	208.744
AVERAGE SALE PRICE IN THOUSANDS	631.2	699.0	597.0	578.0	664.4	617.8	1,038.0	668.8	640.1	481.5	606.3
MEDIAN SALE PRICE IN THOUSANDS	579.5	699.0	565.0	574.0	647.0	590.0	879.0	655.0	610.0	391.0	589.0
COOP SALES	9	1	27	15	10	20	3	40	125	35	160
PERCENT OF COOP SALES	90.0	100.0	75.0	93.8	76.9	87.0	75.0	97.6	86.8	89.7	87.4
AVERAGE DAYS ON MARKET	130	38	26	57	49	20	35	47	57	49	49
SALES AT LIST PRICE	2	0	24	10	5	18	4	23	86	18	104
PERCENT OF SALES AT LIST PRICE	20	0	66.7	62.5	38.5	78.3	100	56.1	59.7	46.2	56.8
SALES TO LISTING INVENTORY RATIO	32.3	7.1	70.6	66.7	76.5	56.1	57.1	80.4	61.0	48.8	57.9
FINAL SALE TO NEW LISTING RATIO	111.1	25.0	75.0	64.0	92.9	56.1	40.0	64.1	67.0	68.4	67.3
CLOSED SALES											
FORCLOSURE/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	1	0	0	0	0	1	2	0	2
STANDARD	10	1	34	16	13	23	3	35	135	37	172
OTHER	0	0	1	0	0	0	1	5	7	0	9

SANTA CLARITA VALLEY CONDOMINIUM SALES STATISTICS FOR FEBRUARY 2020

ACTIVE INVENTORY	AC	ADUL	CC	CA	NE	SAU	SR	VAL	SCV TOT	EXT	TOTAL
NEW LISTINGS	0	0	27	5	12	15	8	38	105	11	116
TOTAL ACTIVE LISTINGS	0	0	18	3	12	12	5	22	72	16	88
AVERAGE DAYS ON MARKET	0	0	87	21	48	29	56	47	54	105	63
AVERAGE LIST PRICE IN THOUSANDS	0.0	0.0	440.4	409.6	363.1	475.2	459.4	597.0	481.2	621.0	506.6
MEDIAN LIST PRICE IN THOUSANDS	0.0	0.0	325.0	385.0	325.0	465.0	439.0	480.0	414.5	529.9	425.0
BOMS	0	0	3	2	2	1	0	3	11	0	11
AVERAGE BOM PRICE IN THOUSANDS	0.0	0.0	345.0	373.9	367.5	425.0	0.0	521.7	409.8	0.0	409.8
BOM TO SALE RATIO	0.0	0.0	20.0	200.0	9.5	5.3	0.0	15.0	13.9	0.0	13.1
EXPIRATIONS	0	0	0	0	2	0	0	2	4	2	6
PENDING SALES											
NEW ESCROWS OPENED	0	0	31	1	12	12	4	42	102	9	111
TOTAL YTD ESCROWS OPENED	0	0	49	2	31	34	7	66	189	12	201
NEW OPEN ESCROWS AVERAGE DAYS ON MARKET	0	0	23	139	21	27	6	20	23	23	23
NEW OPEN ESCROWS AVERAGE LIST PRICE	0.0	0.0	358.2	479.0	376.7	392.4	501.2	479.4	421.1	451.9	423.6
CLOSED SALES											
NEW ESCROWS CLOSED	0	0	15	1	21	19	3	20	79	5	84
TOTAL YTD ESCROWS CLOSED	0	0	35	1	30	24	4	39	133	12	145
VOLUME OF NEW SALE DOLLARS IN MILLIONS	0.000	0.0006	4.980	0.390	8.232	7.973	1.569	9.309	32.452	2.53524	34.987
VOLUME OF TOTAL YTD SALES IN MILLIONS	0.000	0.0006	12.396	0.390	11.132	9.926	2.054	18.006	53.903	6.096	59.999
AVERAGE SALE PRICE IN THOUSANDS	0.0	0.0	332.0	390.0	392.0	419.6	523.0	465.4	410.8	507.0	416.5
MEDIAN SALE PRICE IN THOUSANDS	0.0	0.0	320.0	390.0	399.0	430.0	414.0	435.0	405.5	525.0	405.5
COOP SALES	0	0	15	1	19	17	1	16	69	4	73
PERCENT OF COOP SALES	0.0	0.0	100.0	100.0	90.5	89.5	33.3	80.0	87.3	80.0	86.9
AVERAGE DAYS ON MARKET	0	35	14	32	25	20	33	31	21	30	30
SALES AT LIST PRICE	0	0	7	0	15	15	1	14	52	2	54
PERCENT OF SALES AT LIST PRICE	0	0	46.7	0	71.4	78.9	33.3	70	65.8	40	64.3
SALES TO LISTING INVENTORY RATIO	0.0	0.0	83.3	33.3	175.0	158.3	60.0	90.9	109.7	31.3	95.5
FINAL SALE TO NEW LISTING RATIO	0.0	0.0	55.6	20.0	175.0	126.7	37.5	52.6	75.2	45.5	72.4
CLOSED SALES											
FORCLOSURE/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	0	0	0	0	0	0
STANDARD	0	0	13	1	20	19	3	19	75	5	80
OTHER	0	0	1	0	1	0	0	1	3	0	3

***THE ASSOCIATION DOES NOT VERIFY ACTUAL CLOSED ESCROWS.**



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SANTA CLARITA VALLEY
COMPARABLE SALES ANALYSIS 2014-2019
(COMBINED RESIDENTIAL SALES, SINGLE FAMILY & CONDO)
TOTAL MONTH BY MONTH

	2015				2016				2017				2018				2019				2020			
	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	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	357	214	122.293	59.9
FEB	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	388	267	145.9	68.8
MAR	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	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	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	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	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	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	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	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	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	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	5,197	4,242	1,961.5	81.6	5,314	4,041	2,132.8	76.0	5,277	4,581	2,503.9	86.8	5,319	4,085	2,213.6	76.1	4,813	4,083	2,259.5	84.8				
AVG. SALE PRICE			\$462,399			\$527,790				\$546,583				\$541,884				\$553,392						

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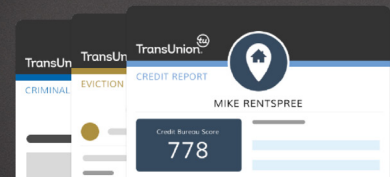
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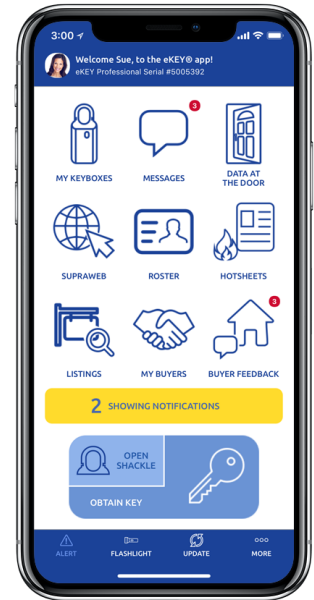


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