



# MICROMARKETREPORT

January 2010 | Single Family Homes | LA County



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# WHAT IS A MICRO MARKET

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As the economy and real estate markets continue to change, the nuances between different areas and different neighborhoods are becoming **increasingly magnified**.

One neighborhood may show a **sales increase**, while another neighborhood just blocks away may be experiencing a dramatic drop in sales from the previous year.

While the **media publishes its statistics based on** national, state, and county trends, this distorts the public's perception of what could actually be happening in their own neighborhood. We at Teles Properties have observed that **our local micro markets are often behaving quite differently**.



# WHY SHOULD I CARE

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## **Our observations reveal that:**

Neighboring markets may be performing very differently from each other and national averages.

In a tough lending environment, knowing specific market trends in the neighborhood you are considering is crucial for a successful transaction.

What is actually happening in your market is often different from what you might think or feel.

## **Don't mistake feelings for facts.**

Whether you are considering a purchase or sale in the high end of the market or the entry level of the market, having **all of the facts** will help you make an informed decision.



# BEL AIR - HOLMBY HILLS

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## JANUARY 2009

Total Sold Dollar Volume:.....	\$6,460,000
Average Selling Price:.....	\$3,230,000
Average List Price:.....	\$3,399,000
Average Sales Price / Average List Price:...	95.00%
Median Price: .....	\$3,230,000
Average Days on Market:.....	74
Number of Listings Sold:.....	2

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days: .....		0
61 - 90 Days: .....		2
91 - 120 Days: .....		0
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$29,201,750	+352.04%
Average Selling Price:.....	\$3,244,638	+0.45%
Average List Price:.....	\$3,853,222	+13.36%
Average Sales Price / Average List Price:...	84.20%	-11.37%
Median Price: .....	\$1,550,000	-52.01%
Average Days on Market:.....	97	+31.08%
Number of Listings Sold:.....	9	+350.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		1	+100.00%
31 - 60 Days: .....		3	+300.00%
61 - 90 Days: .....		2	0.00%
91 - 120 Days: .....		0	0.00%
Over 120 Days: .....		3	+300.00%



# BEVERLY CENTER - MIRACLE MILE

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$11,799,250
Average Selling Price:.....	\$1,072,659
Average List Price:.....	\$1,144,672
Average Sales Price / Average List Price:...	93.70%
Median Price: .....	\$1,010,000
Average Days on Market:.....	69
Number of Listings Sold:.....	11

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		3
31 - 60 Days: .....		2
61 - 90 Days: .....		2
91 - 120 Days: .....		3
Over 120 Days: .....		1

## JANUARY 2010

Total Sold Dollar Volume:.....	\$11,716,500	-0.70%
Average Selling Price:.....	\$976,375	-8.98%
Average List Price:.....	\$1,020,000	-10.89%
Average Sales Price / Average List Price:...	95.70%	+2.13%
Median Price: .....	\$913,000	-9.60%
Average Days on Market:.....	71	+2.90%
Number of Listings Sold:.....	12	+9.09%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		5	+66.67%
31 - 60 Days: .....		1	-50.00%
61 - 90 Days: .....		3	+50.00%
91 - 120 Days: .....		2	-33.33%
Over 120 Days: .....		1	0.00%



# BEVERLY HILLS

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$4,827,000
Average Selling Price:.....	\$2,413,500
Average List Price:.....	\$2,672,000
Average Sales Price / Average List Price:...	90.30%
Median Price: .....	\$2,413,500
Average Days on Market:.....	85
Number of Listings Sold:.....	2

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days: .....		0
61 - 90 Days: .....		2
91 - 120 Days: .....		0
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$15,780,100	+226.91%
Average Selling Price:.....	\$1,972,512	-18.27%
Average List Price:.....	\$2,642,999	-1.09%
Average Sales Price / Average List Price:...	74.60%	-17.39%
Median Price: .....	\$1,687,500	-30.08%
Average Days on Market:.....	98	+15.29%
Number of Listings Sold:.....	8	+300.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		1	+100.00%
31 - 60 Days: .....		2	+200.00%
61 - 90 Days: .....		2	0.00%
91 - 120 Days: .....		1	+100.00%
Over 120 Days: .....		2	+200.00%



# BEVERLY HILLS P.O.

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$10,552,126
Average Selling Price:.....	\$2,638,031
Average List Price:.....	\$2,821,249
Average Sales Price / Average List Price:...	93.50%
Median Price: .....	\$2,676,063
Average Days on Market:.....	44
Number of Listings Sold:.....	4

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		1
31 - 60 Days: .....		2
61 - 90 Days: .....		1
91 - 120 Days: .....		0
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$19,026,000	+80.30%
Average Selling Price:.....	\$2,718,000	+3.03%
Average List Price:.....	\$2,980,000	+5.63%
Average Sales Price / Average List Price:...	91.20%	-2.46%
Median Price: .....	\$2,150,000	-19.66%
Average Days on Market:.....	92	+109.09%
Number of Listings Sold:.....	7	+75.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		0	-100.00%
31 - 60 Days: .....		3	+50.00%
61 - 90 Days: .....		2	+100.00%
91 - 120 Days: .....		0	0.00%
Over 120 Days: .....		2	+200.00%



# BEVERLYWOOD

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$6,058,400
Average Selling Price:.....	\$757,300
Average List Price:.....	\$785,087
Average Sales Price / Average List Price:...	96.50%
Median Price: .....	\$666,250
Average Days on Market:.....	106
Number of Listings Sold:.....	8

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days: .....		1
61 - 90 Days: .....		2
91 - 120 Days: .....		2
Over 120 Days: .....		3

## JANUARY 2010

Total Sold Dollar Volume:.....	\$6,341,000	+4.66%
Average Selling Price:.....	\$792,625	+4.66%
Average List Price:.....	\$821,674	+4.66%
Average Sales Price / Average List Price:...	96.50%	0.00%
Median Price: .....	\$900,000	+35.08%
Average Days on Market:.....	54	-49.06%
Number of Listings Sold:.....	8	0.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		3	+300.00%
31 - 60 Days: .....		2	+100.00%
61 - 90 Days: .....		0	-100.00%
91 - 120 Days: .....		3	+50.00%
Over 120 Days: .....		0	-100.00%



# BRENTWOOD

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$26,833,000
Average Selling Price:.....	\$3,833,285
Average List Price:.....	\$4,201,857
Average Sales Price / Average List Price:...	91.20%
Median Price: .....	\$1,715,000
Average Days on Market:.....	72
Number of Listings Sold:.....	7

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		3
31 - 60 Days: .....		0
61 - 90 Days: .....		1
91 - 120 Days: .....		1
Over 120 Days: .....		2

## JANUARY 2010

Total Sold Dollar Volume:.....	\$28,417,300	+5.90%
Average Selling Price:.....	\$2,185,946	-42.97%
Average List Price:.....	\$2,430,346	-42.16%
Average Sales Price / Average List Price:...	89.90%	-1.43%
Median Price: .....	\$2,052,500	+19.68%
Average Days on Market:.....	135	+87.50%
Number of Listings Sold:.....	13	+85.71%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		2	-33.33%
31 - 60 Days: .....		2	+200.00%
61 - 90 Days: .....		0	-100.00%
91 - 120 Days: .....		2	+100.00%
Over 120 Days: .....		7	+250.00%



# CHEVIOT HILLS - RANCHO PARK

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## JANUARY 2009

Total Sold Dollar Volume:.....	\$7,743,750
Average Selling Price:.....	\$1,548,750
Average List Price:.....	\$1,594,800
Average Sales Price / Average List Price:...	97.10%
Median Price: .....	\$1,725,000
Average Days on Market:.....	116
Number of Listings Sold:.....	5

DOM Number of Units	No. Of Units
1 - 30 Days: .....	1
31 - 60 Days: .....	0
61 - 90 Days: .....	1
91 - 120 Days: .....	0
Over 120 Days: .....	3

## JANUARY 2010

Total Sold Dollar Volume:.....	\$6,573,500	-15.11%
Average Selling Price:.....	\$1,643,375	+6.11%
Average List Price:.....	\$1,779,750	+11.60%
Average Sales Price / Average List Price:...	92.30%	-4.94%
Median Price: .....	\$1,540,000	-10.72%
Average Days on Market:.....	63	-45.69%
Number of Listings Sold:.....	4	-20.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....	1	0.00%
31 - 60 Days: .....	0	0.00%
61 - 90 Days: .....	1	0.00%
91 - 120 Days: .....	2	+200.00%
Over 120 Days: .....	0	-100.00%



# CULVER CITY

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$6,107,500
Average Selling Price:.....	\$610,750
Average List Price:.....	\$626,449
Average Sales Price / Average List Price:...	97.50%
Median Price: .....	\$612,500
Average Days on Market:.....	39
Number of Listings Sold:.....	10

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		5
31 - 60 Days: .....		3
61 - 90 Days: .....		1
91 - 120 Days: .....		1
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$3,914,000	-35.91%
Average Selling Price:.....	\$652,333	+6.81%
Average List Price:.....	\$668,500	+6.71%
Average Sales Price / Average List Price:...	97.60%	0.10%
Median Price: .....	\$650,000	+6.12%
Average Days on Market:.....	39	0.00%
Number of Listings Sold:.....	6	-40.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		3	-40.00%
31 - 60 Days: .....		1	-66.67%
61 - 90 Days: .....		2	+100.00%
91 - 120 Days: .....		0	-100.00%
Over 120 Days: .....		0	0.00%



# HANCOCK PARK - WILSHIRE

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## JANUARY 2009

Total Sold Dollar Volume:.....	\$11,391,900
Average Selling Price:.....	\$1,265,766
Average List Price:.....	\$1,334,877
Average Sales Price / Average List Price:...	94.80%
Median Price: .....	\$869,900
Average Days on Market:.....	90
Number of Listings Sold:.....	9

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		3
31 - 60 Days: .....		1
61 - 90 Days: .....		1
91 - 120 Days: .....		1
Over 120 Days: .....		3

## JANUARY 2010

Total Sold Dollar Volume:.....	\$18,350,151	+61.08%
Average Selling Price:.....	\$1,223,343	-3.35%
Average List Price:.....	\$1,285,293	-3.71%
Average Sales Price / Average List Price:...	95.20%	+0.42%
Median Price: .....	\$945,000	+8.63%
Average Days on Market:.....	91	+1.11%
Number of Listings Sold:.....	15	+66.67%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		8	+166.67%
31 - 60 Days: .....		0	-100.00%
61 - 90 Days: .....		0	-100.00%
91 - 120 Days: .....		2	+100.00%
Over 120 Days: .....		5	+66.67%



# HOLLYWOOD

micromarketreport.com

## JANUARY 2009

Total Sold Dollar Volume:.....	\$0
Average Selling Price:.....	\$0
Average List Price:.....	\$0
Average Sales Price / Average List Price:...	0.00%
Median Price: .....	\$0
Average Days on Market:.....	
Number of Listings Sold:.....	0

DOM Number of Units	No. Of Units
1 - 30 Days: .....	0
31 - 60 Days:.....	0
61 - 90 Days:.....	0
91 - 120 Days:.....	0
Over 120 Days:.....	0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$1,320,000	N/A
Average Selling Price:.....	\$440,000	N/A
Average List Price:.....	\$463,733	N/A
Average Sales Price / Average List Price:...	94.90%	N/A
Median Price: .....	\$500,000	N/A
Average Days on Market:.....	28	N/A
Number of Listings Sold:.....	3	N/A

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....	1	N/A
31 - 60 Days:.....	0	N/A
61 - 90 Days:.....	1	N/A
91 - 120 Days:.....	0	N/A
Over 120 Days:.....	0	N/A

\*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.



# HOLLYWOOD HILLS EAST

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## JANUARY 2009

Total Sold Dollar Volume:.....	\$4,073,500
Average Selling Price:.....	\$1,018,375
Average List Price:.....	\$1,090,500
Average Sales Price / Average List Price:...	93.40%
Median Price: .....	\$971,750
Average Days on Market:.....	44
Number of Listings Sold:.....	4

DOM Number of Units	No. Of Units
1 - 30 Days: .....	1
31 - 60 Days: .....	2
61 - 90 Days: .....	1
91 - 120 Days:.....	0
Over 120 Days:.....	0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$5,200,750	+27.67%
Average Selling Price:.....	\$866,791	-14.88%
Average List Price:.....	\$922,166	-15.44%
Average Sales Price / Average List Price:...	94.00%	+0.64%
Median Price: .....	\$780,375	-19.69%
Average Days on Market:.....	41	-6.82%
Number of Listings Sold:.....	6	+50.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....	2	+100.00%
31 - 60 Days: .....	2	0.00%
61 - 90 Days: .....	2	+100.00%
91 - 120 Days:.....	0	0.00%
Over 120 Days:.....	0	0.00%



# LOS FELIZ

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$7,068,000
Average Selling Price:.....	\$1,009,714
Average List Price:.....	\$1,073,128
Average Sales Price / Average List Price:...	94.10%
Median Price: .....	\$1,087,000
Average Days on Market:.....	46
Number of Listings Sold:.....	7

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		1
31 - 60 Days: .....		4
61 - 90 Days: .....		2
91 - 120 Days:.....		0
Over 120 Days:.....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$8,753,575	+23.85%
Average Selling Price:.....	\$1,250,510	+23.85%
Average List Price:.....	\$1,295,000	+20.68%
Average Sales Price / Average List Price:...	96.60%	+2.66%
Median Price: .....	\$759,000	-30.17%
Average Days on Market:.....	37	-19.57%
Number of Listings Sold:.....	7	0.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		4	+300.00%
31 - 60 Days: .....		2	-50.00%
61 - 90 Days: .....		0	-100.00%
91 - 120 Days:.....		0	0.00%
Over 120 Days:.....		1	+100.00%



# MALIBU

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$5,551,140
Average Selling Price:.....	\$1,850,380
Average List Price:.....	\$1,990,000
Average Sales Price / Average List Price:...	93.00%
Median Price: .....	\$1,687,000
Average Days on Market:.....	47
Number of Listings Sold:.....	3

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		1
31 - 60 Days: .....		1
61 - 90 Days: .....		0
91 - 120 Days: .....		1
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$14,475,000	+160.76%
Average Selling Price:.....	\$1,809,375	-2.22%
Average List Price:.....	\$1,972,500	-0.88%
Average Sales Price / Average List Price:...	91.70%	-1.40%
Median Price: .....	\$1,642,500	-2.64%
Average Days on Market:.....	188	+300.00%
Number of Listings Sold:.....	8	+166.67%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		0	-100.00%
31 - 60 Days: .....		2	+100.00%
61 - 90 Days: .....		1	+100.00%
91 - 120 Days: .....		0	-100.00%
Over 120 Days: .....		5	+500.00%



# MALIBU BEACH

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$8,525,000
Average Selling Price:.....	\$4,262,500
Average List Price:.....	\$4,995,000
Average Sales Price / Average List Price:...	85.30%
Median Price: .....	\$4,262,500
Average Days on Market:.....	282
Number of Listings Sold:.....	2

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days: .....		0
61 - 90 Days: .....		0
91 - 120 Days: .....		0
Over 120 Days: .....		2

## JANUARY 2010

Total Sold Dollar Volume:.....	\$7,900,000	-7.33%
Average Selling Price:.....	\$3,950,000	-7.33%
Average List Price:.....	\$4,845,000	-3.00%
Average Sales Price / Average List Price:...	81.50%	-4.45%
Median Price: .....	\$3,950,000	-7.33%
Average Days on Market:.....	474	+68.09%
Number of Listings Sold:.....	2	0.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		0	0.00%
31 - 60 Days: .....		0	0.00%
61 - 90 Days: .....		0	0.00%
91 - 120 Days: .....		0	0.00%
Over 120 Days: .....		2	0.00%

\*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.



# MARINA DEL REY

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$0
Average Selling Price:.....	\$0
Average List Price:.....	\$0
Average Sales Price / Average List Price:...	0.00%
Median Price: .....	\$0
Average Days on Market:.....	
Number of Listings Sold:.....	0

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days: .....		0
61 - 90 Days: .....		0
91 - 120 Days:.....		0
Over 120 Days:.....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$0	N/A
Average Selling Price:.....	\$0	N/A
Average List Price:.....	\$0	N/A
Average Sales Price / Average List Price:...	0.00%	N/A
Median Price: .....	\$0	N/A
Average Days on Market:.....		N/A
Number of Listings Sold:.....	0	N/A

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		0	N/A
31 - 60 Days: .....		0	N/A
61 - 90 Days: .....		0	N/A
91 - 120 Days:.....		0	N/A
Over 120 Days:.....		0	N/A



# MID LOS ANGELES

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$4,532,050
Average Selling Price:.....	\$348,619
Average List Price:.....	\$381,100
Average Sales Price / Average List Price:...	91.50%
Median Price: .....	\$338,000
Average Days on Market:.....	93
Number of Listings Sold:.....	13

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		4
31 - 60 Days: .....		2
61 - 90 Days: .....		3
91 - 120 Days:.....		2
Over 120 Days:.....		2

## JANUARY 2010

Total Sold Dollar Volume:.....	\$6,688,999	+47.59%
Average Selling Price:.....	\$352,052	+0.98%
Average List Price:.....	\$352,560	-7.49%
Average Sales Price / Average List Price:...	99.90%	+9.18%
Median Price: .....	\$317,000	-6.21%
Average Days on Market:.....	43	-53.76%
Number of Listings Sold:.....	19	+46.15%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		13	+225.00%
31 - 60 Days: .....		3	+50.00%
61 - 90 Days: .....		1	-66.67%
91 - 120 Days:.....		0	-100.00%
Over 120 Days:.....		2	0.00%

\*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.



# MID WILSHIRE

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$1,040,000
Average Selling Price:.....	\$346,666
Average List Price:.....	\$402,966
Average Sales Price / Average List Price:...	86.00%
Median Price: .....	\$375,000
Average Days on Market:.....	174
Number of Listings Sold:.....	3

DOM Number of Units	No. Of Units
1 - 30 Days: .....	0
31 - 60 Days: .....	1
61 - 90 Days: .....	0
91 - 120 Days: .....	0
Over 120 Days: .....	2

## JANUARY 2010

Total Sold Dollar Volume:.....	\$260,000	-75.00%
Average Selling Price:.....	\$260,000	-25.00%
Average List Price:.....	\$269,900	-33.02%
Average Sales Price / Average List Price:...	96.30%	+11.98%
Median Price: .....	\$260,000	-30.67%
Average Days on Market:.....	205	+17.82%
Number of Listings Sold:.....	1	-66.67%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....	0	0.00%
31 - 60 Days: .....	0	-100.00%
61 - 90 Days: .....	0	0.00%
91 - 120 Days: .....	0	0.00%
Over 120 Days: .....	1	-50.00%



# NORTH HOLLYWOOD

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$2,443,600
Average Selling Price:.....	\$305,450
Average List Price:.....	\$321,356
Average Sales Price / Average List Price:...	95.10%
Median Price: .....	\$309,950
Average Days on Market:.....	57
Number of Listings Sold:.....	8

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		3
31 - 60 Days: .....		2
61 - 90 Days: .....		1
91 - 120 Days: .....		1
Over 120 Days: .....		1

## JANUARY 2010

Total Sold Dollar Volume:.....	\$1,316,000	-46.15%
Average Selling Price:.....	\$329,000	+7.71%
Average List Price:.....	\$337,225	+4.94%
Average Sales Price / Average List Price:...	97.60%	+2.63%
Median Price: .....	\$317,500	+2.44%
Average Days on Market:.....	21	-63.16%
Number of Listings Sold:.....	4	-50.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		1	-66.67%
31 - 60 Days: .....		1	-50.00%
61 - 90 Days: .....		1	0.00%
91 - 120 Days: .....		0	-100.00%
Over 120 Days: .....		0	-100.00%



# PACIFIC PALISADES

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$26,332,500
Average Selling Price:.....	\$5,266,500
Average List Price:.....	\$6,030,000
Average Sales Price / Average List Price:...	87.30%
Median Price: .....	\$3,415,000
Average Days on Market:.....	276
Number of Listings Sold:.....	5

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days: .....		1
61 - 90 Days: .....		1
91 - 120 Days: .....		0
Over 120 Days: .....		3

## JANUARY 2010

Total Sold Dollar Volume:.....	\$60,734,518	+130.64%
Average Selling Price:.....	\$2,429,380	-53.87%
Average List Price:.....	\$2,639,080	-56.23%
Average Sales Price / Average List Price:...	92.10%	+5.50%
Median Price: .....	\$2,100,000	-38.51%
Average Days on Market:.....	132	-52.17%
Number of Listings Sold:.....	25	+400.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		4	+400.00%
31 - 60 Days: .....		4	+300.00%
61 - 90 Days: .....		2	+100.00%
91 - 120 Days: .....		3	+300.00%
Over 120 Days: .....		12	+300.00%



# PALMS - MAR VISTA

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$7,315,225
Average Selling Price:.....	\$731,522
Average List Price:.....	\$753,000
Average Sales Price / Average List Price:...	97.10%
Median Price: .....	\$667,500
Average Days on Market:.....	53
Number of Listings Sold:.....	10

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		4
31 - 60 Days: .....		3
61 - 90 Days: .....		1
91 - 120 Days: .....		1
Over 120 Days: .....		1

## JANUARY 2010

Total Sold Dollar Volume:.....	\$8,694,975	+18.86%
Average Selling Price:.....	\$869,497	+18.86%
Average List Price:.....	\$897,985	+19.25%
Average Sales Price / Average List Price:...	96.80%	-0.31%
Median Price: .....	\$787,988	+18.05%
Average Days on Market:.....	70	+32.08%
Number of Listings Sold:.....	10	0.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		1	-75.00%
31 - 60 Days: .....		5	+66.67%
61 - 90 Days: .....		2	+100.00%
91 - 120 Days: .....		0	-100.00%
Over 120 Days: .....		2	+100.00%



# PLAYA DEL REY

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$728,000
Average Selling Price:.....	\$728,000
Average List Price:.....	\$739,900
Average Sales Price / Average List Price:...	98.40%
Median Price: .....	\$728,000
Average Days on Market:.....	68
Number of Listings Sold:.....	1

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days: .....		0
61 - 90 Days: .....		1
91 - 120 Days: .....		0
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$4,392,000	+503.30%
Average Selling Price:.....	\$1,464,000	+101.10%
Average List Price:.....	\$1,549,000	+109.35%
Average Sales Price / Average List Price:...	94.50%	-3.96%
Median Price: .....	\$1,400,000	+92.31%
Average Days on Market:.....	141	+107.35%
Number of Listings Sold:.....	3	+200.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		0	0.00%
31 - 60 Days: .....		0	0.00%
61 - 90 Days: .....		0	-100.00%
91 - 120 Days: .....		0	0.00%
Over 120 Days: .....		3	+300.00%



# PLAYA VISTA

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$0
Average Selling Price:.....	\$0
Average List Price:.....	\$0
Average Sales Price / Average List Price:...	0.00%
Median Price: .....	\$0
Average Days on Market:.....	
Number of Listings Sold:.....	0

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days: .....		0
61 - 90 Days: .....		0
91 - 120 Days: .....		0
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$0	N/A
Average Selling Price:.....	\$0	N/A
Average List Price:.....	\$0	N/A
Average Sales Price / Average List Price:...	0.00%	N/A
Median Price: .....	\$0	N/A
Average Days on Market:.....		N/A
Number of Listings Sold:.....	0	N/A

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		0	N/A
31 - 60 Days: .....		0	N/A
61 - 90 Days: .....		0	N/A
91 - 120 Days: .....		0	N/A
Over 120 Days: .....		0	N/A

\*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.



# SANTA MONICA

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$6,472,242
Average Selling Price:.....	\$1,618,060
Average List Price:.....	\$1,777,500
Average Sales Price / Average List Price:...	91.00%
Median Price: .....	\$1,545,121
Average Days on Market:.....	54
Number of Listings Sold:.....	4

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days: .....		3
61 - 90 Days: .....		0
91 - 120 Days:.....		1
Over 120 Days:.....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$22,411,375	+246.27%
Average Selling Price:.....	\$1,600,812	-1.07%
Average List Price:.....	\$1,713,221	-3.62%
Average Sales Price / Average List Price:...	93.40%	+2.64%
Median Price: .....	\$1,543,500	-0.10%
Average Days on Market:.....	75	+38.89%
Number of Listings Sold:.....	14	+250.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		5	+500.00%
31 - 60 Days: .....		1	-66.67%
61 - 90 Days: .....		3	+300.00%
91 - 120 Days:.....		2	+100.00%
Over 120 Days:.....		3	+300.00%



# SHERMAN OAKS

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$5,657,500
Average Selling Price:.....	\$942,916
Average List Price:.....	\$1,003,733
Average Sales Price / Average List Price:...	93.90%
Median Price: .....	\$641,250
Average Days on Market:.....	58
Number of Listings Sold:.....	6

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		2
31 - 60 Days: .....		2
61 - 90 Days: .....		1
91 - 120 Days: .....		0
Over 120 Days: .....		1

## JANUARY 2010

Total Sold Dollar Volume:.....	\$6,745,000	+19.22%
Average Selling Price:.....	\$963,571	+2.19%
Average List Price:.....	\$1,027,985	+2.42%
Average Sales Price / Average List Price:...	93.70%	-0.21%
Median Price: .....	\$940,000	+46.59%
Average Days on Market:.....	72	+24.14%
Number of Listings Sold:.....	7	+16.67%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		0	-100.00%
31 - 60 Days: .....		3	+50.00%
61 - 90 Days: .....		3	+200.00%
91 - 120 Days: .....		0	0.00%
Over 120 Days: .....		1	0.00%

\*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.



# SILVERLAKE - ECHO PARK

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$9,735,185
Average Selling Price:.....	\$572,657
Average List Price:.....	\$595,876
Average Sales Price / Average List Price:...	96.10%
Median Price: .....	\$580,000
Average Days on Market:.....	44
Number of Listings Sold:.....	17

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		6
31 - 60 Days: .....		7
61 - 90 Days: .....		0
91 - 120 Days:.....		1
Over 120 Days:.....		2

## JANUARY 2010

Total Sold Dollar Volume:.....	\$5,087,000	-47.75%
Average Selling Price:.....	\$423,916	-25.97%
Average List Price:.....	\$405,150	-32.01%
Average Sales Price / Average List Price:...	104.60%	+8.84%
Median Price: .....	\$437,000	-24.66%
Average Days on Market:.....	46	+4.55%
Number of Listings Sold:.....	12	-29.41%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		6	0.00%
31 - 60 Days: .....		3	-57.14%
61 - 90 Days: .....		0	0.00%
91 - 120 Days:.....		0	-100.00%
Over 120 Days:.....		2	0.00%



# STUDIO CITY

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$3,290,000
Average Selling Price:.....	\$822,500
Average List Price:.....	\$847,199
Average Sales Price / Average List Price:...	97.10%
Median Price: .....	\$568,000
Average Days on Market:.....	57
Number of Listings Sold:.....	4

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		2
31 - 60 Days: .....		1
61 - 90 Days: .....		0
91 - 120 Days: .....		0
Over 120 Days: .....		1

## JANUARY 2010

Total Sold Dollar Volume:.....	\$10,131,380	+207.94%
Average Selling Price:.....	\$1,125,708	+36.86%
Average List Price:.....	\$1,153,222	+36.12%
Average Sales Price / Average List Price:...	97.60%	+0.51%
Median Price: .....	\$1,149,000	+102.29%
Average Days on Market:.....	25	-56.14%
Number of Listings Sold:.....	9	+125.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		6	+200.00%
31 - 60 Days: .....		2	+100.00%
61 - 90 Days: .....		1	+100.00%
91 - 120 Days: .....		0	0.00%
Over 120 Days: .....		0	-100.00%



# SUNSET STRIP - HOLLYWOOD HILLS WEST

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$17,508,500
Average Selling Price:.....	\$1,250,607
Average List Price:.....	\$1,341,671
Average Sales Price / Average List Price:...	93.20%
Median Price: .....	\$1,075,000
Average Days on Market:.....	80
Number of Listings Sold:.....	14

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		5
31 - 60 Days: .....		0
61 - 90 Days: .....		3
91 - 120 Days: .....		3
Over 120 Days: .....		3

## JANUARY 2010

Total Sold Dollar Volume:.....	\$53,594,851	+206.11%
Average Selling Price:.....	\$2,552,135	+104.07%
Average List Price:.....	\$2,815,416	+109.84%
Average Sales Price / Average List Price:...	90.60%	-2.79%
Median Price: .....	\$1,565,000	+45.58%
Average Days on Market:.....	136	+70.00%
Number of Listings Sold:.....	21	+50.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		3	-40.00%
31 - 60 Days: .....		3	+300.00%
61 - 90 Days: .....		5	+66.67%
91 - 120 Days: .....		1	-66.67%
Over 120 Days: .....		9	+200.00%



# TOLUCA LAKE

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$0
Average Selling Price:.....	\$0
Average List Price:.....	\$0
Average Sales Price / Average List Price:...	0.00%
Median Price: .....	\$0
Average Days on Market:.....	
Number of Listings Sold:.....	0

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days:.....		0
61 - 90 Days:.....		0
91 - 120 Days:.....		0
Over 120 Days:.....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$0	N/A
Average Selling Price:.....	\$0	N/A
Average List Price:.....	\$0	N/A
Average Sales Price / Average List Price:...	0.00%	N/A
Median Price: .....	\$0	N/A
Average Days on Market:.....	0	N/A
Number of Listings Sold:.....	0	N/A

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		0	N/A
31 - 60 Days:.....		0	N/A
61 - 90 Days:.....		0	N/A
91 - 120 Days:.....		0	N/A
Over 120 Days:.....		0	N/A



# VALLEY VILLAGE

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$1,404,000
Average Selling Price:.....	\$468,000
Average List Price:.....	\$446,466
Average Sales Price / Average List Price:...	104.80%
Median Price: .....	\$455,000
Average Days on Market:.....	67
Number of Listings Sold:.....	3

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		1
31 - 60 Days: .....		1
61 - 90 Days: .....		0
91 - 120 Days: .....		0
Over 120 Days: .....		1

## JANUARY 2010

Total Sold Dollar Volume:.....	\$1,675,000	19.30%
Average Selling Price:.....	\$837,500	78.95%
Average List Price:.....	\$854,500	91.39%
Average Sales Price / Average List Price:...	98.00%	-6.49%
Median Price: .....	\$837,500	84.07%
Average Days on Market:.....	33	-50.75%
Number of Listings Sold:.....	2	-33.33%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		1	0.00%
31 - 60 Days: .....		1	0.00%
61 - 90 Days: .....		0	0.00%
91 - 120 Days: .....		0	0.00%
Over 120 Days: .....		0	



# VENICE

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$3,070,000
Average Selling Price:.....	\$1,535,000
Average List Price:.....	\$1,619,950
Average Sales Price / Average List Price:...	94.80%
Median Price: .....	\$1,535,000
Average Days on Market:.....	53
Number of Listings Sold:.....	2

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		1
31 - 60 Days: .....		0
61 - 90 Days: .....		0
91 - 120 Days: .....		1
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$12,136,500	+295.33%
Average Selling Price:.....	\$1,517,062	-1.17%
Average List Price:.....	\$1,605,718	-0.88%
Average Sales Price / Average List Price:...	94.50%	-0.32%
Median Price: .....	\$1,325,000	-13.68%
Average Days on Market:.....	117	+120.75%
Number of Listings Sold:.....	8	+300.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		1	0.00%
31 - 60 Days: .....		0	0.00%
61 - 90 Days: .....		5	+500.00%
91 - 120 Days: .....		0	-100.00%
Over 120 Days: .....		2	+200.00%



# WEST HOLLYWOOD

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$3,150,000
Average Selling Price:.....	\$1,575,000
Average List Price:.....	\$1,647,450
Average Sales Price / Average List Price:...	95.60%
Median Price: .....	\$1,575,000
Average Days on Market:.....	43
Number of Listings Sold:.....	2

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		1
31 - 60 Days: .....		0
61 - 90 Days: .....		1
91 - 120 Days: .....		0
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$11,977,000	+280.22%
Average Selling Price:.....	\$1,197,700	-23.96%
Average List Price:.....	\$1,358,000	-17.57%
Average Sales Price / Average List Price:...	88.20%	-7.74%
Median Price: .....	\$1,012,500	-35.71%
Average Days on Market:.....	179	+316.28%
Number of Listings Sold:.....	10	+400.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		1	0.00%
31 - 60 Days: .....		0	0.00%
61 - 90 Days: .....		1	0.00%
91 - 120 Days: .....		2	+200.00%
Over 120 Days: .....		6	+600.00%



# WEST LOS ANGELES

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$750,000
Average Selling Price:.....	\$750,000
Average List Price:.....	\$825,000
Average Sales Price / Average List Price:...	90.90%
Median Price: .....	\$750,000
Average Days on Market:.....	55
Number of Listings Sold:.....	1

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		0
31 - 60 Days: .....		1
61 - 90 Days: .....		0
91 - 120 Days: .....		0
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$1,400,000	+86.67%
Average Selling Price:.....	\$700,000	-6.67%
Average List Price:.....	\$722,000	-12.48%
Average Sales Price / Average List Price:...	97.00%	+6.71%
Median Price: .....	\$700,000	-6.67%
Average Days on Market:.....	74	+34.55%
Number of Listings Sold:.....	2	+100.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		0	0.00%
31 - 60 Days: .....		1	0.00%
61 - 90 Days: .....		0	0.00%
91 - 120 Days: .....		1	+100.00%
Over 120 Days: .....		0	0.00%

\*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.



# WESTCHESTER

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$6,399,000
Average Selling Price:.....	\$639,900
Average List Price:.....	\$655,900
Average Sales Price / Average List Price:...	97.60%
Median Price: .....	\$630,000
Average Days on Market:.....	110
Number of Listings Sold:.....	10

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		3
31 - 60 Days: .....		1
61 - 90 Days: .....		0
91 - 120 Days: .....		2
Over 120 Days: .....		4

## JANUARY 2010

Total Sold Dollar Volume:.....	\$5,930,500	-7.32%
Average Selling Price:.....	\$741,312	+15.85%
Average List Price:.....	\$747,375	+13.95%
Average Sales Price / Average List Price:...	99.20%	+1.64%
Median Price: .....	\$689,500	+9.44%
Average Days on Market:.....	41	-62.73%
Number of Listings Sold:.....	8	-20.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		5	+66.67%
31 - 60 Days: .....		1	0.00%
61 - 90 Days: .....		1	+100.00%
91 - 120 Days: .....		1	-50.00%
Over 120 Days: .....		0	-100.00%



# WESTWOOD - CENTURY CITY

m i c r o m a r k e t r e p o r t . c o m

## JANUARY 2009

Total Sold Dollar Volume:.....	\$8,770,000
Average Selling Price:.....	\$1,252,857
Average List Price:.....	\$1,330,700
Average Sales Price / Average List Price:...	94.20%
Median Price: .....	\$1,150,000
Average Days on Market:.....	51
Number of Listings Sold:.....	7

DOM	Number of Units	No. Of Units
1 - 30 Days: .....		3
31 - 60 Days: .....		0
61 - 90 Days: .....		4
91 - 120 Days: .....		0
Over 120 Days: .....		0

## JANUARY 2010

Total Sold Dollar Volume:.....	\$6,051,000	-31.00%
Average Selling Price:.....	\$1,512,750	+20.74%
Average List Price:.....	\$1,543,000	+15.95%
Average Sales Price / Average List Price:...	98.00%	+4.03%
Median Price: .....	\$1,182,500	+2.83%
Average Days on Market:.....	24	-52.94%
Number of Listings Sold:.....	4	-42.86%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days: .....		3	0.00%
31 - 60 Days: .....		1	+100.00%
61 - 90 Days: .....		0	-100.00%
91 - 120 Days: .....		0	0.00%
Over 120 Days: .....		0	0.00%

