



MICROMARKETREPORT

November 2009 | Single Family Homes



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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

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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$7,731,000
Average Selling Price:.....	\$1,932,750
Average List Price:.....	\$2,251,000
Average Sales Price / Average List Price:...	85.90%
Median Price:	\$1,962,500
Average Days on Market:.....	51
Number of Listings Sold:.....	4

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

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$6,959,000	-9.99%
Average Selling Price:.....	\$1,391,800	-27.99%
Average List Price:.....	\$1,542,200	-31.49%
Average Sales Price / Average List Price:...	90.20%	+5.01%
Median Price:	\$992,000	-49.45%
Average Days on Market:.....	137	+168.63%
Number of Listings Sold:.....	5	+25.00%

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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$7,662,000
Average Selling Price:.....	\$1,094,571
Average List Price:.....	\$1,148,642
Average Sales Price / Average List Price:...	95.30%
Median Price:	\$945,000
Average Days on Market:.....	64
Number of Listings Sold:.....	7

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

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$9,171,000	+19.69%
Average Selling Price:.....	\$917,100	-16.21%
Average List Price:.....	\$921,461	-19.78%
Average Sales Price / Average List Price:...	99.50%	+4.41%
Median Price:	\$877,500	-7.14%
Average Days on Market:.....	43	-32.81%
Number of Listings Sold:.....	10	+42.86%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:		7	+250.00%
31 - 60 Days:		2	-33.33%
61 - 90 Days:		0	-100.00%
91 - 120 Days:.....		0	0.00%
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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$19,265,000
Average Selling Price:.....	\$4,816,250
Average List Price:.....	\$5,235,000
Average Sales Price / Average List Price:...	92.00%
Median Price:	\$4,525,000
Average Days on Market:.....	66
Number of Listings Sold:.....	4

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

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$19,405,284	+0.73%
Average Selling Price:.....	\$2,156,142	-55.23%
Average List Price:.....	\$2,312,611	-55.82%
Average Sales Price / Average List Price:...	93.20%	+1.30%
Median Price:	\$1,900,000	-58.01%
Average Days on Market:.....	84	+27.27%
Number of Listings Sold:.....	9	+125.00%

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



BEVERLY HILLS P.O.

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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$14,570,000
Average Selling Price:.....	\$2,428,333
Average List Price:.....	\$2,505,666
Average Sales Price / Average List Price:...	96.90%
Median Price:	\$2,367,500
Average Days on Market:.....	34
Number of Listings Sold:.....	6

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

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$5,825,000	-60.02%
Average Selling Price:.....	\$1,456,250	-40.03%
Average List Price:.....	\$1,560,625	-37.72%
Average Sales Price / Average List Price:...	93.30%	-3.72%
Median Price:	\$1,437,500	-39.28%
Average Days on Market:.....	165	+385.29%
Number of Listings Sold:.....	4	-33.33%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:		2	-33.33%
31 - 60 Days:		0	-100.00%
61 - 90 Days:		1	0.00%
91 - 120 Days:		0	0.00%
Over 120 Days:		1	100.00%



BEVERLYWOOD

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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$4,695,000
Average Selling Price:.....	\$782,500
Average List Price:.....	\$856,983
Average Sales Price / Average List Price:...	91.30%
Median Price:	\$760,000
Average Days on Market:.....	132
Number of Listings Sold:.....	6

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

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$7,864,500	+67.51%
Average Selling Price:.....	\$983,062	+25.63%
Average List Price:.....	\$996,500	+16.28%
Average Sales Price / Average List Price:...	98.70%	+8.11%
Median Price:	\$986,250	+29.77%
Average Days on Market:.....	54	-59.09%
Number of Listings Sold:.....	8	+33.33%

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



BRENTWOOD

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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$20,770,000
Average Selling Price:.....	\$2,077,000
Average List Price:.....	\$2,343,790
Average Sales Price / Average List Price:...	88.60%
Median Price:	\$1,520,000
Average Days on Market:.....	22
Number of Listings Sold:.....	10

DOM	Number of Units	No. Of Units
1 - 30 Days:		8
31 - 60 Days:		2
61 - 90 Days:		0
91 - 120 Days:		0
Over 120 Days:		0

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$86,093,870	314.51%
Average Selling Price:.....	\$3,311,302	59.43%
Average List Price:.....	\$3,543,230	51.18%
Average Sales Price / Average List Price:...	93.50%	5.53%
Median Price:	\$2,900,000	90.79%
Average Days on Market:.....	98	345.45%
Number of Listings Sold:.....	26	160.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:		9	12.50%
31 - 60 Days:		2	0.00%
61 - 90 Days:		5	500.00%
91 - 120 Days:		1	100.00%
Over 120 Days:		8	800.00%



CHEVIOT HILLS - RANCHO PARK

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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$2,935,000
Average Selling Price:.....	\$978,333
Average List Price:.....	\$1,034,333
Average Sales Price / Average List Price:...	94.60%
Median Price:	\$725,000
Average Days on Market:.....	49
Number of Listings Sold:.....	3

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

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$8,352,500	184.58%
Average Selling Price:.....	\$1,044,062	6.72%
Average List Price:.....	\$1,092,250	5.60%
Average Sales Price / Average List Price:...	95.60%	1.06%
Median Price:	\$972,500	34.14%
Average Days on Market:.....	83	69.39%
Number of Listings Sold:.....	8	166.67%

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



CULVER CITY

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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$3,359,500
Average Selling Price:.....	\$671,900
Average List Price:.....	\$704,580
Average Sales Price / Average List Price:...	95.40%
Median Price:	\$749,000
Average Days on Market:.....	77
Number of Listings Sold:.....	5

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:.....		1

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$7,022,500	109.03%
Average Selling Price:.....	\$780,277	16.13%
Average List Price:.....	\$789,222	12.01%
Average Sales Price / Average List Price:...	98.90%	3.67%
Median Price:	\$795,000	6.14%
Average Days on Market:.....	24	-68.83%
Number of Listings Sold:.....	9	80.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:		7	600.00%
31 - 60 Days:		1	-50.00%
61 - 90 Days:		0	-100.00%
91 - 120 Days:.....		1	100.00%
Over 120 Days:.....		0	-100.00%



HANCOCK PARK - WILSHIRE

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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$16,027,000
Average Selling Price:.....	\$1,602,700
Average List Price:.....	\$1,747,380
Average Sales Price / Average List Price:...	91.70%
Median Price:	\$945,000
Average Days on Market:.....	92
Number of Listings Sold:.....	10

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

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$11,656,700	-27.27%
Average Selling Price:.....	\$1,059,700	-33.88%
Average List Price:.....	\$1,106,809	-36.66%
Average Sales Price / Average List Price:...	95.70%	4.36%
Median Price:	\$815,000	-13.76%
Average Days on Market:.....	90	-2.17%
Number of Listings Sold:.....	11	10.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:		3	-25.00%
31 - 60 Days:		2	100.00%
61 - 90 Days:		4	300.00%
91 - 120 Days:		0	-100.00%
Over 120 Days:		2	-33.33%



HOLLYWOOD

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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$487,450
Average Selling Price:.....	\$487,450
Average List Price:.....	\$499,900
Average Sales Price / Average List Price:...	97.50%
Median Price:	\$487,450
Average Days on Market:.....	21
Number of Listings Sold:.....	1

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

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$1,222,500	150.79%
Average Selling Price:.....	\$611,250	25.40%
Average List Price:.....	\$649,475	29.92%
Average Sales Price / Average List Price:...	94.10%	-3.49%
Median Price:	\$611,250	25.40%
Average Days on Market:.....	92	338.10%
Number of Listings Sold:.....	2	100.00%

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



HOLLYWOOD HILLS EAST

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

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$2,835,000
Average Selling Price:.....	\$945,000
Average List Price:.....	\$984,600
Average Sales Price / Average List Price:...	96.00%
Median Price:	\$660,000
Average Days on Market:.....	77
Number of Listings Sold:.....	3

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

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$10,646,500	275.54%
Average Selling Price:.....	\$967,863	2.42%
Average List Price:.....	\$1,008,809	2.46%
Average Sales Price / Average List Price:...	95.90%	-0.10%
Median Price:	\$905,000	37.12%
Average Days on Market:.....	104	35.06%
Number of Listings Sold:.....	11	266.67%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:		2	200.00%
31 - 60 Days:		2	100.00%
61 - 90 Days:		2	100.00%
91 - 120 Days:		4	300.00%
Over 120 Days:		1	100.00%

