



MICROMARKETREPORT

JANUARY 2010 | Single Family Homes | Orange County



TABLE OF CONTENTS

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

What is a Micro Market:	03	East Bluff - Harbor View:	08	Newport Beach (All Areas):	13
		East Costa Mesa:	09	Newport Coast:	14
				Newport Heights:	15
Balboa Peninsula:	05	Irvine (Turtle Ridge, Turtle Rock):	10		
				West Bay - Santa Ana Heights:	16
Corona del Mar - Spyglass:	06	Laguna Beach (All Areas):	11	West Newport - Lido:	17
Crystal Cove:	07	Lower Newport Bay - Balboa Island:	12		



WHAT IS A MICRO MARKET

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

Welcome to Teles Properties' Micro Market Report for Orange County. The report is in response to our observation that the media's focus, headlines, and articles revolve around housing data at a macro level and generalize all markets as the same. We think this is very misleading for our clients in making one of their largest financial decisions.

We decided to launch our own research department in order to drill down into each unique market. This idea came from the study of other industries such as investment firms, law firms and accounting firms. Those industries seemed to provide data from exhaustive research and study. We thus began to study the market in specific neighborhoods, or as we call them, Micro Markets.

[back to table of contents](#)



WHAT IS A MICRO MARKET

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

We compare each month to the same month of the previous year and we provide statistics that we think are significant for our clients in making good purchasing and selling decisions. Our goal is to provide monthly reports, quarterly reports and year-end reports. As our research department grows and develops we will continue to develop the data and its presentation to our customers.

Your LA neighbors to the North have been receiving these reports for the past two years and have used them as a resource for their real estate transactions. We sincerely hope you enjoy the same.

[back to table of contents](#)



BALBOA PENINSULA

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:.....	\$3,723,999
Average Selling Price:.....	\$1,241,333
Average List Price:.....	\$1,329,000
Average Sales Price / Average List Price:...	93.00%
Sold Price / Sq. Ft. :.....	\$792.34
Average Days on Market:.....	177
Number of Listings Sold:.....	3

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		0
31 - 60 Days:.....		0
61 - 90 Days:.....		1
91 - 120 Days:.....		0
121 - 180 Days:.....		0
Over 180 Days:.....		2

JANUARY 2010

Total Sold Dollar Volume:.....	\$8,724,999	+134.29%
Average Selling Price:.....	\$2,908,333	+134.29%
Average List Price:.....	\$2,922,999	+119.94%
Average Sales Price / Average List Price:...	98.00%	+5.38%
Sold Price / Sq. Ft. :.....	\$1,099.09	+38.71%
Average Days on Market:.....	89	-49.72%
Number of Listings Sold:.....	3	0.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		1	0.00%
31 - 60 Days:.....		1	+100.00%
61 - 90 Days:.....		0	0.00%
91 - 120 Days:.....		0	0.00%
121 - 180 Days:.....		0	0.00%
Over 180 Days:.....		1	+200.00%



CORONA DEL MAR - SPYGLASS

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:.....	\$18,949,995
Average Selling Price:.....	\$2,105,555
Average List Price:.....	\$2,479,333
Average Sales Price / Average List Price:...	87.00%
Sold Price / Sq. Ft. :.....	\$487.95
Average Days on Market:.....	90
Number of Listings Sold:.....	9

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		1
31 - 60 Days:.....		2
61 - 90 Days:.....		1
91 - 120 Days:.....		1
121 - 180 Days:.....		3
Over 180 Days:.....		0

JANUARY 2010

Total Sold Dollar Volume:.....	\$15,356,500
Average Selling Price:.....	\$1,535,650
Average List Price:.....	\$1,653,600
Average Sales Price / Average List Price:...	93.00%
Sold Price / Sq. Ft. :.....	\$634.69
Average Days on Market:.....	116
Number of Listings Sold:.....	10

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		0
31 - 60 Days:.....		1
61 - 90 Days:.....		2
91 - 120 Days:.....		3
121 - 180 Days:.....		3
Over 180 Days:.....		1

% CHANGE

-18.96%
-27.07%
-33.30%
+6.90%
+30.07%
+28.89%
+11.11%

-100.00%
-50.00%
+100.00%
+200.00%
0.00%
+100.00%



CRYSTAL COVE

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:.....	\$3,200,000
Average Selling Price:.....	\$3,200,000
Average List Price:.....	\$3,495,000
Average Sales Price / Average List Price:...	92.00%
Sold Price / Sq. Ft. :.....	\$790.12
Average Days on Market:.....	295
Number of Listings Sold:.....	1

DOM Number of Units	No. Of Units
1 - 30 Days:.....	0
31 - 60 Days:.....	0
61 - 90 Days:.....	0
91 - 120 Days:.....	0
121 - 180 Days:.....	0
Over 180 Days:.....	1

JANUARY 2010

Total Sold Dollar Volume:.....	\$10,199,900	+218.75%
Average Selling Price:.....	\$5,099,950	+59.37%
Average List Price:.....	\$5,497,500	+57.30%
Average Sales Price / Average List Price:...	92.00%	0.00%
Sold Price / Sq. Ft. :.....	\$921.05	+16.57%
Average Days on Market:.....	36	-87.80%
Number of Listings Sold:.....	2	+100.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....	1	+100.00%
31 - 60 Days:.....	0	0.00%
61 - 90 Days:.....	1	+100.00%
91 - 120 Days:.....	0	0.00%
121 - 180 Days:.....	0	0.00%
Over 180 Days:.....	0	-100.00%



EAST BLUFF - HARBOR VIEW

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:.....	\$5,970,000
Average Selling Price:.....	\$1,194,000
Average List Price:.....	\$1,229,760
Average Sales Price / Average List Price:...	96.00%
Sold Price / Sq. Ft. :.....	\$550.98
Average Days on Market:.....	108
Number of Listings Sold:.....	5

DOM Number of Units	No. Of Units
1 - 30 Days:.....	2
31 - 60 Days:.....	0
61 - 90 Days:.....	2
91 - 120 Days:.....	0
121 - 180 Days:.....	0
Over 180 Days:.....	1

JANUARY 2010

Total Sold Dollar Volume:.....	\$25,679,766	+330.15%
Average Selling Price:.....	\$1,222,846	+2.42%
Average List Price:.....	\$1,325,652	+7.80%
Average Sales Price / Average List Price:...	94.00%	-2.08%
Sold Price / Sq. Ft. :.....	\$462.69	-16.02%
Average Days on Market:.....	103	-4.63%
Number of Listings Sold:.....	21	+320.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....	5	+150.00%
31 - 60 Days:.....	3	+300.00%
61 - 90 Days:.....	4	+100.00%
91 - 120 Days:.....	1	+100.00%
121 - 180 Days:.....	3	+300.00%
Over 180 Days:.....	5	+400.00%



EAST COSTA MESA

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:.....	\$2,272,000
Average Selling Price:.....	\$568,000
Average List Price:.....	\$627,200
Average Sales Price / Average List Price:...	93.00%
Sold Price / Sq. Ft. :.....	\$386.45
Average Days on Market:.....	51
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:.....	1
121 - 180 Days:.....	0
Over 180 Days:.....	0

JANUARY 2010

Total Sold Dollar Volume:.....	\$3,371,998	+48.42%
Average Selling Price:.....	\$481,714	-15.19%
Average List Price:.....	\$490,528	-21.79%
Average Sales Price / Average List Price:...	101.00%	+8.60%
Sold Price / Sq. Ft. :.....	\$324.99	-15.90%
Average Days on Market:.....	99	+94.12%
Number of Listings Sold:.....	7	+75.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....	2	0.00%
31 - 60 Days:.....	1	+100.00%
61 - 90 Days:.....	0	-100.00%
91 - 120 Days:.....	0	-100.00%
121 - 180 Days:.....	0	0.00%
Over 180 Days:.....	3	+300.00%



IRVINE (TURTLE RIDGE, TURTLE ROCK)

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:.....	\$5,110,000
Average Selling Price:.....	\$1,277,500
Average List Price:.....	\$1,346,475
Average Sales Price / Average List Price:...	95.00%
Sold Price / Sq. Ft. :.....	\$453.43
Average Days on Market:.....	85
Number of Listings Sold:.....	4

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		1
31 - 60 Days:.....		0
61 - 90 Days:.....		1
91 - 120 Days:.....		1
121 - 180 Days:.....		1
Over 180 Days:.....		0

JANUARY 2010

Total Sold Dollar Volume:.....	\$15,177,492	+197.02%
Average Selling Price:.....	\$1,379,772	+8.01%
Average List Price:.....	\$1,429,718	+6.18%
Average Sales Price / Average List Price:...	97.00%	+2.11%
Sold Price / Sq. Ft. :.....	\$413.13	-8.89%
Average Days on Market:.....	99	+16.47%
Number of Listings Sold:.....	11	+175.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		3	+200.00%
31 - 60 Days:.....		2	+200.00%
61 - 90 Days:.....		1	0.00%
91 - 120 Days:.....		2	+100.00%
121 - 180 Days:.....		1	0.00%
Over 180 Days:.....		2	+200.00%



LAGUNA BEACH (ALL AREAS)

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:.....	\$23,379,120
Average Selling Price:.....	\$1,558,608
Average List Price:.....	\$1,683,380
Average Sales Price / Average List Price:...	94.00%
Sold Price / Sq. Ft. :.....	\$660.45
Average Days on Market:.....	101
Number of Listings Sold:.....	15

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		3
31 - 60 Days:.....		1
61 - 90 Days:.....		2
91 - 120 Days:.....		4
121 - 180 Days:.....		0
Over 180 Days:.....		4

JANUARY 2010

Total Sold Dollar Volume:.....	\$24,085,995	+3.02%
Average Selling Price:.....	\$1,605,733	+3.02%
Average List Price:.....	\$1,855,466	+10.22%
Average Sales Price / Average List Price:...	89.00%	-5.32%
Sold Price / Sq. Ft. :.....	\$546.19	-17.30%
Average Days on Market:.....	137	+35.64%
Number of Listings Sold:.....	15	0.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		2	-33.33%
31 - 60 Days:.....		2	+100.00%
61 - 90 Days:.....		3	+50.00%
91 - 120 Days:.....		1	-75.00%
121 - 180 Days:.....		4	+400.00%
Over 180 Days:.....		1	-75.00%



LOWER NEWPORT BAY - BALBOA ISLAND

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:.....	\$2,648,000
Average Selling Price:.....	\$1,324,000
Average List Price:.....	\$1,402,450
Average Sales Price / Average List Price:...	92.00%
Sold Price / Sq. Ft. :.....	\$535.53
Average Days on Market:.....	34
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
121 - 180 Days:.....		0
Over 180 Days:.....		0

JANUARY 2010

Total Sold Dollar Volume:.....	\$7,902,000	+198.41%
Average Selling Price:.....	\$1,580,400	+19.37%
Average List Price:.....	\$1,805,999	+28.77%
Average Sales Price / Average List Price:...	89.00%	-3.26%
Sold Price / Sq. Ft. :.....	\$629.72	+17.59%
Average Days on Market:.....	108	+217.65%
Number of Listings Sold:.....	5	+150.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		0	-100.00%
31 - 60 Days:.....		2	+200.00%
61 - 90 Days:.....		0	-100.00%
91 - 120 Days:.....		1	+100.00%
121 - 180 Days:.....		1	+100.00%
Over 180 Days:.....		1	+100.00%



NEWPORT BEACH (ALL AREAS)

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:.....	\$23,066,000
Average Selling Price:.....	\$1,441,625
Average List Price:.....	\$1,546,106
Average Sales Price / Average List Price:...	93.00%
Sold Price / Sq. Ft. :.....	\$574.35
Average Days on Market:.....	125
Number of Listings Sold:.....	16

DOM Number of Units	No. Of Units
1 - 30 Days:.....	3
31 - 60 Days:.....	1
61 - 90 Days:.....	5
91 - 120 Days:.....	2
121 - 180 Days:.....	0
Over 180 Days:.....	5

JANUARY 2010

Total Sold Dollar Volume:.....	\$70,489,248
Average Selling Price:.....	\$1,468,526
Average List Price:.....	\$1,592,656
Average Sales Price / Average List Price:...	93.00%
Sold Price / Sq. Ft. :.....	\$537.59
Average Days on Market:.....	101
Number of Listings Sold:.....	48

DOM Number of Units	No. Of Units
1 - 30 Days:.....	14
31 - 60 Days:.....	8
61 - 90 Days:.....	6
91 - 120 Days:.....	4
121 - 180 Days:.....	5
Over 180 Days:.....	11

% CHANGE

+205.60%
+1.87%
+3.01%
0.00%
-6.40%
-19.20%
+200.00%

+366.67%
+700.00%
+20.00%
+100.00%
+500.00%
+120.00%



NEWPORT COAST

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:.....	\$28,593,996
Average Selling Price:.....	\$2,382,833
Average List Price:.....	\$2,607,033
Average Sales Price / Average List Price:...	91.00%
Sold Price / Sq. Ft. :.....	\$565.80
Average Days on Market:.....	135
Number of Listings Sold:.....	12

DOM Number of Units	No. Of Units
1 - 30 Days:.....	2
31 - 60 Days:.....	2
61 - 90 Days:.....	3
91 - 120 Days:.....	0
121 - 180 Days:.....	1
Over 180 Days:.....	4

JANUARY 2010

Total Sold Dollar Volume:.....	\$15,973,992
Average Selling Price:.....	\$1,774,888
Average List Price:.....	\$1,948,000
Average Sales Price / Average List Price:...	95.00%
Sold Price / Sq. Ft. :.....	\$514.38
Average Days on Market:.....	83
Number of Listings Sold:.....	9

DOM Number of Units	No. Of Units
1 - 30 Days:.....	3
31 - 60 Days:.....	2
61 - 90 Days:.....	1
91 - 120 Days:.....	0
121 - 180 Days:.....	2
Over 180 Days:.....	1

% CHANGE

-44.14%
-25.51%
-25.28%
+4.40%
-9.09%
-38.52%
-25.00%
+50.00%
0.00%
-66.67%
0.00%
+100.00%
-75.00%



NEWPORT HEIGHTS

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:.....	\$699,000
Average Selling Price:.....	\$699,000
Average List Price:.....	\$699,000
Average Sales Price / Average List Price:...	100.00%
Sold Price / Sq. Ft. :.....	\$514.35
Average Days on Market:.....	35
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
121 - 180 Days:.....		0
Over 180 Days:.....		0

JANUARY 2010

Total Sold Dollar Volume:.....	\$9,073,998
Average Selling Price:.....	\$1,008,222
Average List Price:.....	\$1,101,311
Average Sales Price / Average List Price:...	94.00%
Sold Price / Sq. Ft. :.....	\$402.13
Average Days on Market:.....	101
Number of Listings Sold:.....	9

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		4
31 - 60 Days:.....		0
61 - 90 Days:.....		2
91 - 120 Days:.....		1
121 - 180 Days:.....		0
Over 180 Days:.....		2

% CHANGE

Total Sold Dollar Volume:.....	+1198.14%
Average Selling Price:.....	+44.24%
Average List Price:.....	+57.56%
Average Sales Price / Average List Price:...	-6.00%
Sold Price / Sq. Ft. :.....	-21.82%
Average Days on Market:.....	+188.57%
Number of Listings Sold:.....	+800.00%

1 - 30 Days:.....	+400.00%
31 - 60 Days:.....	-100.00%
61 - 90 Days:.....	+200.00%
91 - 120 Days:.....	+100.00%
121 - 180 Days:.....	0.00%
Over 180 Days:.....	+200.00%



WEST BAY - SANTA ANA HEIGHTS

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:.....	\$2,750,000
Average Selling Price:.....	\$1,375,000
Average List Price:.....	\$1,524,000
Average Sales Price / Average List Price:...	91.00%
Sold Price / Sq. Ft. :.....	\$562.75
Average Days on Market:.....	113
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:.....		2
121 - 180 Days:.....		0
Over 180 Days:.....		0

JANUARY 2010

Total Sold Dollar Volume:.....	\$4,767,500
Average Selling Price:.....	\$1,191,875
Average List Price:.....	\$1,191,500
Average Sales Price / Average List Price:...	100.00%
Sold Price / Sq. Ft. :.....	\$524.37
Average Days on Market:.....	36
Number of Listings Sold:.....	4

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		3
31 - 60 Days:.....		0
61 - 90 Days:.....		0
91 - 120 Days:.....		1
121 - 180 Days:.....		0
Over 180 Days:.....		0

% CHANGE

	+73.36%
	-13.32%
	-21.82%
	+9.89%
	-6.82%
	-68.14%
	+100.00%
	+300.00%
	0.00%
	0.00%
	-50.00%
	0.00%
	0.00%



WEST NEWPORT - LIDO

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:.....	\$7,275,000
Average Selling Price:.....	\$2,425,000
Average List Price:.....	\$2,683,333
Average Sales Price / Average List Price:...	90.00%
Sold Price / Sq. Ft. :.....	\$448.95
Average Days on Market:.....	198
Number of Listings Sold:.....	3

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		0
31 - 60 Days:.....		0
61 - 90 Days:.....		1
91 - 120 Days:.....		0
121 - 180 Days:.....		0
Over 180 Days:.....		2

JANUARY 2010

Total Sold Dollar Volume:.....	\$8,791,000
Average Selling Price:.....	\$1,758,200
Average List Price:.....	\$2,067,400
Average Sales Price / Average List Price:...	86.00%
Sold Price / Sq. Ft. :.....	\$465.96
Average Days on Market:.....	160
Number of Listings Sold:.....	5

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		1
31 - 60 Days:.....		1
61 - 90 Days:.....		0
91 - 120 Days:.....		0
121 - 180 Days:.....		1
Over 180 Days:.....		2

% CHANGE

	+20.84%
	-27.50%
	-22.95%
	-4.44%
	+3.79%
	-19.19%
	+66.67%
	+100.00%
	+100.00%
	-100.00%
	0.00%
	+100.00%
	0.00%

micromarketreport.com

Balboa Peninsula Corona del Mar Spyglass
Crystal Cove East Bluff Harbor View East
Costa Mesa Irvine Laguna Beach Newport
Bay Balboa Island Newport Beach Newport
Coast Newport Heights West Bay Santa
Ana Heights West Newport Lido Balboa
Peninsula Corona del Mar Spyglass Crystal
Cove East Bluff Harbor View East Costa
Mesa Irvine Laguna Beach Newport Bay
Balboa Island Newport Beach Newport
Coast Newport Heights West Bay Santa
Ana Heights West Newport Lido Balboa
Peninsula Corona del Mar Spyglass Crystal
Cove East Bluff Harbor View East Costa
Mesa Irvine Laguna Beach Newport Bay
Balboa Island Newport Beach Newport
Coast Newport Heights West Bay Santa
Ana Heights West Newport Lido Balboa
Peninsula Corona del Mar Spyglass Crystal
Cove East Bluff Harbor View East Costa
Mesa Irvine Laguna Beach Newport Bay
Balboa Island Newport Beach Newport
Coast Newport Heights West Bay Santa
Ana Heights West Newport Lido