



# MICROMARKETREPORT

FEBRUARY 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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$4,140,000
Average Selling Price .....	\$1,035,000
Average List Price .....	\$1,154,500
Average Sales Price / Average List Price ..	91.00%
Sold Price / Sq. Ft. ....	\$718.26
Average Days on Market .....	101
Number of Listings Sold .....	4

DOM Number of Units	No. Of Units
1 - 30 Days .....	2
31 - 60 Days .....	0
61 - 90 Days .....	0
91 - 120 Days .....	0
121 - 180 Days .....	0
Over 180 Days .....	12

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$1,715,888	-58.55%
Average Selling Price .....	\$857,944	-17.11%
Average List Price .....	\$874,500	-24.25%
Average Sales Price / Average List Price ..	98.00%	+7.69%
Sold Price / Sq. Ft. ....	\$685.30	-4.59%
Average Days on Market .....	215	+112.87%
Number of Listings Sold .....	2	-50.00%

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



# CORONA DEL MAR - SPYGLASS

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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$18,763,992
Average Selling Price .....	\$2,084,888
Average List Price .....	\$2,339,999
Average Sales Price / Average List Price ..	89.00%
Sold Price / Sq. Ft. ....	\$581.91
Average Days on Market .....	80
Number of Listings Sold .....	9

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

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$14,932,935	-20.42%
Average Selling Price .....	\$1,659,215	-20.42%
Average List Price .....	\$1,911,160	-18.33%
Average Sales Price / Average List Price ..	91.00%	+2.25%
Sold Price / Sq. Ft. ....	\$366.61	-37.00%
Average Days on Market .....	146	+82.50%
Number of Listings Sold .....	9	0.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days .....	1	-50.00%
31 - 60 Days .....	0	-100.00%
61 - 90 Days .....	3	+300.00%
91 - 120 Days .....	1	-50.00%
121 - 180 Days .....	1	0.00%
Over 180 Days .....	3	+200.00%





# EAST BLUFF - HARBOR VIEW

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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$6,225,000
Average Selling Price .....	\$778,125
Average List Price .....	\$1,172,000
Average Sales Price / Average List Price ..	83.00%
Sold Price / Sq. Ft. ....	\$374.54
Average Days on Market .....	113
Number of Listings Sold .....	8

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

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$16,755,144
Average Selling Price .....	\$1,396,262
Average List Price .....	\$1,497,816
Average Sales Price / Average List Price ..	94.00%
Sold Price / Sq. Ft. ....	\$491.38
Average Days on Market .....	154
Number of Listings Sold .....	12

DOM Number of Units	No. Of Units
1 - 30 Days .....	3
31 - 60 Days .....	1
61 - 90 Days .....	0
91 - 120 Days .....	0
121 - 180 Days .....	1
Over 180 Days .....	7

## % CHANGE

+169.16%
+79.44%
+27.80%
+13.25%
+31.20%
+36.28%
+50.00%
+50.00%
+100.00%
0.00%
-100.00%
-50.00%
+250.00%



# EAST COSTA MESA

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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$5,534,000
Average Selling Price .....	\$691,750
Average List Price .....	\$716,987
Average Sales Price / Average List Price ..	96.00%
Sold Price / Sq. Ft. ....	\$236.25
Average Days on Market .....	78
Number of Listings Sold .....	8

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

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$6,656,892	+20.29%
Average Selling Price .....	\$605,172	-12.52%
Average List Price .....	\$625,263	-12.79%
Average Sales Price / Average List Price ..	96.00%	0.00%
Sold Price / Sq. Ft. ....	\$367.45	+55.53%
Average Days on Market .....	64	-17.95%
Number of Listings Sold .....	11	+37.50%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days .....	4	+100.00%
31 - 60 Days .....	3	+50.00%
61 - 90 Days .....	0	-100.00%
91 - 120 Days .....	1	-50.00%
121 - 180 Days .....	0	0.00%
Over 180 Days .....	1	0.00%



# 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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$18,877,500
Average Selling Price .....	\$2,097,500
Average List Price .....	\$2,272,333
Average Sales Price / Average List Price ..	94.00%
Sold Price / Sq. Ft. ....	\$463.14
Average Days on Market .....	110
Number of Listings Sold .....	9

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

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$13,872,551	-26.51%
Average Selling Price .....	\$1,981,793	-5.52%
Average List Price .....	\$2,251,685	-0.91%
Average Sales Price / Average List Price ..	93.00%	-1.06%
Sold Price / Sq. Ft. ....	\$481.07	+3.87%
Average Days on Market .....	152	+38.18%
Number of Listings Sold .....	7	-22.22%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days .....	2	0.00%
31 - 60 Days .....	1	0.00%
61 - 90 Days .....	0	-100.00%
91 - 120 Days .....	1	+100.00%
121 - 180 Days .....	2	+100.00%
Over 180 Days .....	1	-66.67%



# LAGUNA BEACH (ALL AREAS)

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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$6,915,000
Average Selling Price .....	\$1,383,000
Average List Price .....	\$1,516,800
Average Sales Price / Average List Price ..	91.00%
Sold Price / Sq. Ft. ....	\$658.92
Average Days on Market .....	119
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 .....	1
121 - 180 Days .....	1
Over 180 Days .....	1

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$46,995,400	+579.62%
Average Selling Price .....	\$2,349,770	+69.90%
Average List Price .....	\$2,683,260	+76.90%
Average Sales Price / Average List Price ..	89.00%	-2.20%
Sold Price / Sq. Ft. ....	\$684.26	+3.85%
Average Days on Market .....	154	+29.41%
Number of Listings Sold .....	20	+300.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days .....	6	+500.00%
31 - 60 Days .....	2	+100.00%
61 - 90 Days .....	3	+300.00%
91 - 120 Days .....	0	-100.00%
121 - 180 Days .....	1	0.00%
Over 180 Days .....	8	+700.00%



# 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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$0
Average Selling Price .....	\$0
Average List Price .....	\$0
Average Sales Price / Average List Price ..	0.00%
Sold Price / Sq. Ft. ....	\$0.00
Average Days on Market .....	0
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
121 - 180 Days .....	0
Over 180 Days .....	0

## FEBRUARY 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
Sold Price / Sq. Ft. ....	\$0.00	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
121 - 180 Days .....	0	N/A
Over 180 Days .....	0	N/A



# NEWPORT BEACH (ALL AREAS)

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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$24,220,890
Average Selling Price .....	\$897,070
Average List Price .....	\$1,120,810
Average Sales Price / Average List Price ..	87.00%
Sold Price / Sq. Ft. ....	\$438.24
Average Days on Market .....	127
Number of Listings Sold .....	27

DOM	Number of Units	No. Of Units
1 - 30 Days .....		7
31 - 60 Days .....		1
61 - 90 Days .....		2
91 - 120 Days .....		2
121 - 180 Days .....		5
Over 180 Days .....		8

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$33,934,263
Average Selling Price .....	\$1,028,311
Average List Price .....	\$1,100,243
Average Sales Price / Average List Price ..	95.00%
Sold Price / Sq. Ft. ....	\$474.52
Average Days on Market .....	144
Number of Listings Sold .....	33

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

## % CHANGE

+40.10%
+14.63%
-1.84%
+9.20%
+8.28%
+13.39%
+22.22%
-14.29%
+300.00%
+150.00%
-50.00%
-80.00%
+75.00%



# NEWPORT COAST

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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$15,105,000
Average Selling Price .....	\$1,510,500
Average List Price .....	\$2,078,500
Average Sales Price / Average List Price ..	84.00%
Sold Price / Sq. Ft. ....	\$500.84
Average Days on Market .....	116
Number of Listings Sold .....	10

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

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$31,692,990
Average Selling Price .....	\$2,112,866
Average List Price .....	\$2,239,866
Average Sales Price / Average List Price ..	94.00%
Sold Price / Sq. Ft. ....	\$556.86
Average Days on Market .....	162
Number of Listings Sold .....	15

DOM	Number of Units	No. Of Units
1 - 30 Days .....		1
31 - 60 Days .....		2
61 - 90 Days .....		2
91 - 120 Days .....		2
121 - 180 Days .....		1
Over 180 Days .....		7

## % CHANGE

+109.82%
+39.88%
+7.76%
+11.90%
+11.19%
+39.66%
+50.00%

0.00%
+100.00%
0.00%
0.00%
-50.00%
+250.00%



# NEWPORT HEIGHTS

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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$4,065,996
Average Selling Price .....	\$677,666
Average List Price .....	\$756,998
Average Sales Price / Average List Price ..	90.00%
Sold Price / Sq. Ft. ....	\$445.63
Average Days on Market .....	99
Number of Listings Sold .....	6

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

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$3,025,800	-25.58%
Average Selling Price .....	\$605,160	-10.70%
Average List Price .....	\$608,000	-19.68%
Average Sales Price / Average List Price ..	99.00%	+10.00%
Sold Price / Sq. Ft. ....	\$392.19	-11.99%
Average Days on Market .....	159	+60.61%
Number of Listings Sold .....	5	-16.67%

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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$3,389,900
Average Selling Price .....	\$847,475
Average List Price .....	\$904,225
Average Sales Price / Average List Price ..	94.00%
Sold Price / Sq. Ft. ....	\$325.52
Average Days on Market .....	203
Number of Listings Sold .....	4

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

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$4,840,440	+42.79%
Average Selling Price .....	\$806,740	-4.81%
Average List Price .....	\$845,490	-6.50%
Average Sales Price / Average List Price ..	97.00%	+3.19%
Sold Price / Sq. Ft. ....	\$353.75	+8.67%
Average Days on Market .....	125	-38.42%
Number of Listings Sold .....	6	+50.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days .....	0	0.00%
31 - 60 Days .....	1	+100.00%
61 - 90 Days .....	3	+300.00%
91 - 120 Days .....	1	0.00%
121 - 180 Days .....	0	0.00%
Over 180 Days .....	1	-66.67%



# WEST NEWPORT - LIDO

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

## FEBRUARY 2009

Total Sold Dollar Volume .....	\$6,400,000
Average Selling Price .....	\$1,280,000
Average List Price .....	\$1,621,800
Average Sales Price / Average List Price ..	84.00%
Sold Price / Sq. Ft. ....	\$397.46
Average Days on Market .....	143
Number of Listings Sold .....	5

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

## FEBRUARY 2010

Total Sold Dollar Volume .....	\$7,647,000	+19.48%
Average Selling Price .....	\$955,875	-25.32%
Average List Price .....	\$1,059,037	-34.70%
Average Sales Price / Average List Price ..	93.00%	+10.71%
Sold Price / Sq. Ft. ....	\$541.05	+36.13%
Average Days on Market .....	117	-18.18%
Number of Listings Sold .....	8	+60.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days .....	1	0.00%
31 - 60 Days .....	2	+200.00%
61 - 90 Days .....	2	+200.00%
91 - 120 Days .....	0	0.00%
121 - 180 Days .....	0	-100.00%
Over 180 Days .....	1	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