



MICROMARKETREPORT

July 2010 | Condominiums | LA County



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

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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

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

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

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

JULY 2009

| | |
|-------------------------------------|------|
| Median Price | N/A |
| Average Price per Square Foot | N/A |
| Properties Sold | 0 |
| Properties Pending Sale | 0 |
| Properties For Sale | 2 |
| Days on Market (Pending Sale) | N/A |
| Month's Supply of Inventory | N/A |
| Percent Under Contract | 0.0% |

JULY 2010

| | | |
|-------------------------------------|------|-----|
| Median Price | N/A | N/A |
| Average Price per Square Foot | N/A | N/A |
| Properties Sold | 0 | N/C |
| Properties Pending Sale | 0 | N/C |
| Properties For Sale | 2 | N/C |
| Days on Market (Pending Sale) | N/A | N/A |
| Month's Supply of Inventory | N/A | N/A |
| Percent Under Contract | 0.0% | N/C |

% CHANGE



BEVERLY CENTER - MIRACLE MILE

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$505,000 |
| Average Price per Square Foot | \$396 |
| Properties Sold | 9 |
| Properties Pending Sale | 5 |
| Properties For Sale | 72 |
| Days on Market (Pending Sale) | 146 |
| Month's Supply of Inventory | 11.2 |
| Percent Under Contract | 6.9% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$573,500 | 13.6% |
| Average Price per Square Foot | \$395 | -0.3% |
| Properties Sold | 10 | 11.1% |
| Properties Pending Sale | 12 | 140.0% |
| Properties For Sale | 74 | 2.8% |
| Days on Market (Pending Sale) | 18 | -87.7% |
| Month's Supply of Inventory | 3.9 | -65.2% |
| Percent Under Contract | 16.2% | 134.8% |

% CHANGE



BEVERLY HILLS

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$655,500 |
| Average Price per Square Foot | \$465 |
| Properties Sold | 6 |
| Properties Pending Sale | 5 |
| Properties For Sale | 117 |
| Days on Market (Pending Sale) | 52 |
| Month's Supply of Inventory | 19.4 |
| Percent Under Contract | 4.3% |

JULY 2010

| | | |
|-------------------------------------|-------------|--------|
| Median Price | \$1,046,250 | 59.6% |
| Average Price per Square Foot | \$961 | 106.7% |
| Properties Sold | 6 | 0.0% |
| Properties Pending Sale | 5 | 0.0% |
| Properties For Sale | 99 | -15.4% |
| Days on Market (Pending Sale) | 247 | 375.0% |
| Month's Supply of Inventory | 16.4 | -15.5% |
| Percent Under Contract | 5.1% | 18.6% |

% CHANGE



BEVERLY HILLS P.O.

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

JULY 2009

| | |
|-------------------------------------|-----|
| Median Price | N/A |
| Average Price per Square Foot | N/A |
| Properties Sold | 0 |
| Properties Pending Sale | 0 |
| Properties For Sale | 0 |
| Days on Market (Pending Sale) | N/A |
| Month's Supply of Inventory | N/A |
| Percent Under Contract | N/A |

JULY 2010

| | | |
|-------------------------------------|-----|-----|
| Median Price | N/A | N/A |
| Average Price per Square Foot | N/A | N/A |
| Properties Sold | 0 | N/C |
| Properties Pending Sale | 0 | N/C |
| Properties For Sale | 0 | N/C |
| Days on Market (Pending Sale) | N/A | N/A |
| Month's Supply of Inventory | N/A | N/A |
| Percent Under Contract | N/A | N/A |

% CHANGE



BEVERLYWOOD

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$522,000 |
| Average Price per Square Foot | \$370 |
| Properties Sold | 10 |
| Properties Pending Sale | 4 |
| Properties For Sale | 46 |
| Days on Market (Pending Sale) | 155 |
| Month's Supply of Inventory | 9.2 |
| Percent Under Contract | 8.7% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$550,000 | 5.4% |
| Average Price per Square Foot | \$483 | 30.5% |
| Properties Sold | 7 | -30.0% |
| Properties Pending Sale | 5 | 25.0% |
| Properties For Sale | 50 | 8.7% |
| Days on Market (Pending Sale) | 122 | -21.3% |
| Month's Supply of Inventory | 6.2 | -32.6% |
| Percent Under Contract | 10.0% | 14.9% |

% CHANGE



BRENTWOOD

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$540,000 |
| Average Price per Square Foot | \$438 |
| Properties Sold | 13 |
| Properties Pending Sale | 7 |
| Properties For Sale | 135 |
| Days on Market (Pending Sale) | 52 |
| Month's Supply of Inventory | 15.9 |
| Percent Under Contract | 5.2% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$675,000 | 25.0% |
| Average Price per Square Foot | \$431 | -1.6% |
| Properties Sold | 11 | -15.4% |
| Properties Pending Sale | 9 | 28.6% |
| Properties For Sale | 135 | 0.0% |
| Days on Market (Pending Sale) | 89 | 71.2% |
| Month's Supply of Inventory | 12 | -24.5% |
| Percent Under Contract | 6.7% | 28.8% |

% CHANGE



CHEVIOT HILLS - RANCHO PARK

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$500,000 |
| Average Price per Square Foot | N/A |
| Properties Sold | 1 |
| Properties Pending Sale | 1 |
| Properties For Sale | 2 |
| Days on Market (Pending Sale) | 117 |
| Month's Supply of Inventory | 0 |
| Percent Under Contract | 50.0% |

JULY 2010

| | | |
|-------------------------------------|-----|---------|
| Median Price | N/A | N/A |
| Average Price per Square Foot | N/A | N/A |
| Properties Sold | 0 | -100.0% |
| Properties Pending Sale | 0 | -100.0% |
| Properties For Sale | 0 | -100.0% |
| Days on Market (Pending Sale) | N/A | N/A |
| Month's Supply of Inventory | N/A | N/A |
| Percent Under Contract | N/A | N/A |

% CHANGE



CULVER CITY

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$347,000 |
| Average Price per Square Foot | \$332 |
| Properties Sold | 22 |
| Properties Pending Sale | 16 |
| Properties For Sale | 85 |
| Days on Market (Pending Sale) | 42 |
| Month's Supply of Inventory | 40 |
| Percent Under Contract | 18.8% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$392,000 | 13.0% |
| Average Price per Square Foot | \$338 | 1.8% |
| Properties Sold | 16 | -27.3% |
| Properties Pending Sale | 14 | -12.5% |
| Properties For Sale | 82 | -3.5% |
| Days on Market (Pending Sale) | 38 | -9.5% |
| Month's Supply of Inventory | 4.3 | -89.3% |
| Percent Under Contract | 17.1% | -9.0% |

% CHANGE



HANCOCK PARK - WILSHIRE

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$452,500 |
| Average Price per Square Foot | \$302 |
| Properties Sold | 14 |
| Properties Pending Sale | 7 |
| Properties For Sale | 161 |
| Days on Market (Pending Sale) | 167 |
| Month's Supply of Inventory | 20.6 |
| Percent Under Contract | 4.3% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$420,000 | -7.2% |
| Average Price per Square Foot | \$306 | 1.3% |
| Properties Sold | 9 | -35.7% |
| Properties Pending Sale | 17 | 142.9% |
| Properties For Sale | 90 | -44.1% |
| Days on Market (Pending Sale) | 81 | -51.5% |
| Month's Supply of Inventory | 3.1 | -85.0% |
| Percent Under Contract | 18.9% | 339.5% |

% CHANGE



HOLLYWOOD

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$520,000 |
| Average Price per Square Foot | \$396 |
| Properties Sold | 9 |
| Properties Pending Sale | 12 |
| Properties For Sale | 105 |
| Days on Market (Pending Sale) | 80 |
| Month's Supply of Inventory | 7.2 |
| Percent Under Contract | 11.4% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$492,000 | -5.4% |
| Average Price per Square Foot | \$390 | -1.5% |
| Properties Sold | 12 | 33.3% |
| Properties Pending Sale | 8 | -33.3% |
| Properties For Sale | 57 | -45.7% |
| Days on Market (Pending Sale) | 54 | -32.5% |
| Month's Supply of Inventory | 4.8 | -33.3% |
| Percent Under Contract | 14.0% | 22.8% |

% CHANGE



HOLLYWOOD HILLS EAST

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$222,500 |
| Average Price per Square Foot | \$405 |
| Properties Sold | 1 |
| Properties Pending Sale | 2 |
| Properties For Sale | 16 |
| Days on Market (Pending Sale) | 12 |
| Month's Supply of Inventory | 7 |
| Percent Under Contract | 12.5% |

JULY 2010

| | | |
|-------------------------------------|-------|---------|
| Median Price | N/A | N/A |
| Average Price per Square Foot | N/A | N/A |
| Properties Sold | 0 | -100.0% |
| Properties Pending Sale | 4 | 100.0% |
| Properties For Sale | 13 | -18.8% |
| Days on Market (Pending Sale) | 122 | 916.7% |
| Month's Supply of Inventory | 1.8 | -74.3% |
| Percent Under Contract | 30.8% | 146.4% |

% CHANGE



LOS FELIZ

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$520,000 |
| Average Price per Square Foot | \$327 |
| Properties Sold | 1 |
| Properties Pending Sale | 1 |
| Properties For Sale | 15 |
| Days on Market (Pending Sale) | 49 |
| Month's Supply of Inventory | 10 |
| Percent Under Contract | 6.7% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$350,000 | -32.7% |
| Average Price per Square Foot | \$431 | 31.8% |
| Properties Sold | 1 | 0.0% |
| Properties Pending Sale | 3 | 200.0% |
| Properties For Sale | 22 | 46.7% |
| Days on Market (Pending Sale) | 62 | 26.5% |
| Month's Supply of Inventory | 5.3 | -47.0% |
| Percent Under Contract | 13.6% | 103.0% |

% CHANGE



MALIBU

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

JULY 2009

| | |
|-------------------------------------|-------------|
| Median Price | \$1,225,000 |
| Average Price per Square Foot | \$565 |
| Properties Sold | 1 |
| Properties Pending Sale | 2 |
| Properties For Sale | 70 |
| Days on Market (Pending Sale) | 74 |
| Month's Supply of Inventory | 31 |
| Percent Under Contract | 2.9% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$420,000 | -65.7% |
| Average Price per Square Foot | \$275 | -51.3% |
| Properties Sold | 2 | 100.0% |
| Properties Pending Sale | 1 | -50.0% |
| Properties For Sale | 29 | -58.6% |
| Days on Market (Pending Sale) | 55 | -25.7% |
| Month's Supply of Inventory | 25 | -19.4% |
| Percent Under Contract | 3.4% | 17.2% |

% CHANGE



MALIBU BEACH

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

JULY 2009

| | |
|-------------------------------------|-------------|
| Median Price | \$1,210,000 |
| Average Price per Square Foot | \$1,107 |
| Properties Sold | 2 |
| Properties Pending Sale | 0 |
| Properties For Sale | 42 |
| Days on Market (Pending Sale) | N/A |
| Month's Supply of Inventory | N/A |
| Percent Under Contract | 0.0% |

JULY 2010

| | | |
|-------------------------------------|------|------------|
| Median Price | N/A | N/A |
| Average Price per Square Foot | N/A | N/A |
| Properties Sold | 0 | -100.0% |
| Properties Pending Sale | 1 | 0 to 1 |
| Properties For Sale | 27 | -35.7% |
| Days on Market (Pending Sale) | 312 | N/A |
| Month's Supply of Inventory | 23 | N/A |
| Percent Under Contract | 3.7% | 0% to 3.7% |



MARINA DEL REY

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$550,000 |
| Average Price per Square Foot | \$409 |
| Properties Sold | 22 |
| Properties Pending Sale | 25 |
| Properties For Sale | 254 |
| Days on Market (Pending Sale) | 75 |
| Month's Supply of Inventory | 8.5 |
| Percent Under Contract | 9.8% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$607,500 | 10.5% |
| Average Price per Square Foot | \$487 | 19.1% |
| Properties Sold | 20 | -9.1% |
| Properties Pending Sale | 20 | -20.0% |
| Properties For Sale | 215 | -15.4% |
| Days on Market (Pending Sale) | 44 | -41.3% |
| Month's Supply of Inventory | 8.8 | 3.5% |
| Percent Under Contract | 9.3% | -5.1% |

% CHANGE



MID LOS ANGELES

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

JULY 2009

| | |
|-------------------------------------|-------|
| Median Price | N/A |
| Average Price per Square Foot | N/A |
| Properties Sold | 0 |
| Properties Pending Sale | 2 |
| Properties For Sale | 8 |
| Days on Market (Pending Sale) | 20 |
| Month's Supply of Inventory | 3 |
| Percent Under Contract | 25.0% |

JULY 2010

| | | |
|-------------------------------------|------|---------|
| Median Price | N/A | N/A |
| Average Price per Square Foot | N/A | N/A |
| Properties Sold | 0 | N/C |
| Properties Pending Sale | 0 | -100.0% |
| Properties For Sale | 6 | -25.0% |
| Days on Market (Pending Sale) | N/A | N/A |
| Month's Supply of Inventory | N/A | N/A |
| Percent Under Contract | 0.0% | -100.0% |

% CHANGE



MID WILSHIRE

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$310,000 |
| Average Price per Square Foot | \$267 |
| Properties Sold | 11 |
| Properties Pending Sale | 9 |
| Properties For Sale | 153 |
| Days on Market (Pending Sale) | 74 |
| Month's Supply of Inventory | 15.1 |
| Percent Under Contract | 5.9% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$356,500 | 15.0% |
| Average Price per Square Foot | \$284 | 6.4% |
| Properties Sold | 24 | 118.2% |
| Properties Pending Sale | 17 | 88.9% |
| Properties For Sale | 129 | -15.7% |
| Days on Market (Pending Sale) | 135 | 82.4% |
| Month's Supply of Inventory | 5.5 | -63.6% |
| Percent Under Contract | 13.2% | 123.7% |

% CHANGE



NORTH HOLLYWOOD

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$228,000 |
| Average Price per Square Foot | \$215 |
| Properties Sold | 3 |
| Properties Pending Sale | 1 |
| Properties For Sale | 23 |
| Days on Market (Pending Sale) | 12 |
| Month's Supply of Inventory | 16 |
| Percent Under Contract | 4.3% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$230,000 | 0.9% |
| Average Price per Square Foot | \$192 | -10.7% |
| Properties Sold | 3 | N/C |
| Properties Pending Sale | 6 | 500.0% |
| Properties For Sale | 26 | 13.0% |
| Days on Market (Pending Sale) | 17 | 41.7% |
| Month's Supply of Inventory | 3 | -81.3% |
| Percent Under Contract | 23.1% | 437.2% |

% CHANGE



PACIFIC PALISADES

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$645,000 |
| Average Price per Square Foot | \$419 |
| Properties Sold | 5 |
| Properties Pending Sale | 5 |
| Properties For Sale | 51 |
| Days on Market (Pending Sale) | 94 |
| Month's Supply of Inventory | 8.4 |
| Percent Under Contract | 9.8% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$764,300 | 18.5% |
| Average Price per Square Foot | \$427 | 1.9% |
| Properties Sold | 6 | 20.0% |
| Properties Pending Sale | 3 | -40.0% |
| Properties For Sale | 39 | -23.5% |
| Days on Market (Pending Sale) | 86 | -8.5% |
| Month's Supply of Inventory | 9.7 | 15.5% |
| Percent Under Contract | 7.7% | -21.4% |

% CHANGE



PALMS - MAR VISTA

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$470,000 |
| Average Price per Square Foot | \$349 |
| Properties Sold | 13 |
| Properties Pending Sale | 10 |
| Properties For Sale | 54 |
| Days on Market (Pending Sale) | 30 |
| Month's Supply of Inventory | 3.9 |
| Percent Under Contract | 18.5% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$440,000 | -6.4% |
| Average Price per Square Foot | \$328 | -6.0% |
| Properties Sold | 3 | -76.9% |
| Properties Pending Sale | 2 | -80.0% |
| Properties For Sale | 52 | -3.7% |
| Days on Market (Pending Sale) | 90 | 200.0% |
| Month's Supply of Inventory | 20.5 | 425.6% |
| Percent Under Contract | 3.8% | -79.5% |

% CHANGE



PLAYA DEL REY

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$475,000 |
| Average Price per Square Foot | \$391 |
| Properties Sold | 6 |
| Properties Pending Sale | 12 |
| Properties For Sale | 64 |
| Days on Market (Pending Sale) | 76 |
| Month's Supply of Inventory | 3.8 |
| Percent Under Contract | 18.8% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$455,000 | -4.2% |
| Average Price per Square Foot | \$364 | -6.9% |
| Properties Sold | 7 | 16.7% |
| Properties Pending Sale | 6 | -50.0% |
| Properties For Sale | 42 | -34.4% |
| Days on Market (Pending Sale) | 56 | -26.3% |
| Month's Supply of Inventory | 5.7 | 50.0% |
| Percent Under Contract | 14.3% | -23.9% |

% CHANGE



PLAYA VISTA

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$565,000 |
| Average Price per Square Foot | \$346 |
| Properties Sold | 11 |
| Properties Pending Sale | 10 |
| Properties For Sale | 65 |
| Days on Market (Pending Sale) | 70 |
| Month's Supply of Inventory | 4.8 |
| Percent Under Contract | 15.4% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$617,500 | 9.3% |
| Average Price per Square Foot | \$352 | 1.7% |
| Properties Sold | 4 | -63.6% |
| Properties Pending Sale | 8 | -20.0% |
| Properties For Sale | 40 | -38.5% |
| Days on Market (Pending Sale) | 50 | -28.6% |
| Month's Supply of Inventory | 3.8 | -20.8% |
| Percent Under Contract | 20.0% | 29.9% |

% CHANGE



SANTA MONICA

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$710,000 |
| Average Price per Square Foot | \$614 |
| Properties Sold | 41 |
| Properties Pending Sale | 28 |
| Properties For Sale | 236 |
| Days on Market (Pending Sale) | 71 |
| Month's Supply of Inventory | 6.6 |
| Percent Under Contract | 11.9% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$852,500 | 20.1% |
| Average Price per Square Foot | \$605 | -1.5% |
| Properties Sold | 38 | -7.3% |
| Properties Pending Sale | 36 | 28.6% |
| Properties For Sale | 263 | 11.4% |
| Days on Market (Pending Sale) | 79 | 11.3% |
| Month's Supply of Inventory | 5.1 | -22.7% |
| Percent Under Contract | 13.7% | 15.1% |

% CHANGE



SHERMAN OAKS

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$435,000 |
| Average Price per Square Foot | \$296 |
| Properties Sold | 5 |
| Properties Pending Sale | 6 |
| Properties For Sale | 35 |
| Days on Market (Pending Sale) | 73 |
| Month's Supply of Inventory | 4.3 |
| Percent Under Contract | 17.1% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$490,000 | 12.6% |
| Average Price per Square Foot | \$289 | -2.4% |
| Properties Sold | 4 | -20.0% |
| Properties Pending Sale | 3 | -50.0% |
| Properties For Sale | 32 | -8.6% |
| Days on Market (Pending Sale) | 124 | 69.9% |
| Month's Supply of Inventory | 7.3 | 69.8% |
| Percent Under Contract | 9.4% | -45.0% |

% CHANGE



SILVERLAKE - ECHO PARK

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$261,000 |
| Average Price per Square Foot | \$211 |
| Properties Sold | 1 |
| Properties Pending Sale | 1 |
| Properties For Sale | 21 |
| Days on Market (Pending Sale) | 11 |
| Month's Supply of Inventory | 20 |
| Percent Under Contract | 4.8% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$530,000 | 103.1% |
| Average Price per Square Foot | \$287 | 36.0% |
| Properties Sold | 3 | 200.0% |
| Properties Pending Sale | 5 | 400.0% |
| Properties For Sale | 14 | -33.3% |
| Days on Market (Pending Sale) | 69 | 527.3% |
| Month's Supply of Inventory | 1.6 | -92.0% |
| Percent Under Contract | 35.7% | 643.8% |

% CHANGE



STUDIO CITY

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$416,750 |
| Average Price per Square Foot | \$280 |
| Properties Sold | 2 |
| Properties Pending Sale | 2 |
| Properties For Sale | 46 |
| Days on Market (Pending Sale) | 50 |
| Month's Supply of Inventory | 21.5 |
| Percent Under Contract | 4.3% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$442,500 | 6.2% |
| Average Price per Square Foot | \$311 | 11.1% |
| Properties Sold | 4 | 100.0% |
| Properties Pending Sale | 1 | -50.0% |
| Properties For Sale | 37 | -19.6% |
| Days on Market (Pending Sale) | 66 | 32.0% |
| Month's Supply of Inventory | 29 | 34.9% |
| Percent Under Contract | 2.7% | -37.2% |

% CHANGE



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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$412,000 |
| Average Price per Square Foot | \$452 |
| Properties Sold | 2 |
| Properties Pending Sale | 1 |
| Properties For Sale | 64 |
| Days on Market (Pending Sale) | 83 |
| Month's Supply of Inventory | 57 |
| Percent Under Contract | 1.6% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$318,250 | -22.8% |
| Average Price per Square Foot | \$385 | -14.8% |
| Properties Sold | 6 | 200.0% |
| Properties Pending Sale | 5 | 400.0% |
| Properties For Sale | 62 | -3.1% |
| Days on Market (Pending Sale) | 148 | 78.3% |
| Month's Supply of Inventory | 9.6 | -83.2% |
| Percent Under Contract | 8.1% | 406.3% |

% CHANGE



TOLUCA LAKE

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$300,000 |
| Average Price per Square Foot | \$250 |
| Properties Sold | 1 |
| Properties Pending Sale | 2 |
| Properties For Sale | 7 |
| Days on Market (Pending Sale) | 130 |
| Month's Supply of Inventory | 2 |
| Percent Under Contract | 28.6% |

JULY 2010

| | | |
|-------------------------------------|------|---------|
| Median Price | N/A | N/A |
| Average Price per Square Foot | N/A | N/A |
| Properties Sold | 0 | -100.0% |
| Properties Pending Sale | 0 | -100.0% |
| Properties For Sale | 1 | -85.7% |
| Days on Market (Pending Sale) | N/A | N/A |
| Month's Supply of Inventory | N/A | N/A |
| Percent Under Contract | 0.0% | -100.0% |

% CHANGE



VALLEY VILLAGE

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$350,000 |
| Average Price per Square Foot | \$244 |
| Properties Sold | 3 |
| Properties Pending Sale | 1 |
| Properties For Sale | 10 |
| Days on Market (Pending Sale) | 74 |
| Month's Supply of Inventory | 6 |
| Percent Under Contract | 10.0% |

JULY 2010

| | | |
|-------------------------------------|------|---------|
| Median Price | N/A | N/A |
| Average Price per Square Foot | N/A | N/A |
| Properties Sold | 0 | -100.0% |
| Properties Pending Sale | 0 | -100.0% |
| Properties For Sale | 7 | -30.0% |
| Days on Market (Pending Sale) | N/A | N/A |
| Month's Supply of Inventory | N/A | N/A |
| Percent Under Contract | 0.0% | -100.0% |

% CHANGE



VENICE

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$700,000 |
| Average Price per Square Foot | \$484 |
| Properties Sold | 5 |
| Properties Pending Sale | 2 |
| Properties For Sale | 58 |
| Days on Market (Pending Sale) | 16 |
| Month's Supply of Inventory | 20 |
| Percent Under Contract | 3.4% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$975,000 | 39.3% |
| Average Price per Square Foot | \$454 | -6.2% |
| Properties Sold | 3 | -40.0% |
| Properties Pending Sale | 8 | 300.0% |
| Properties For Sale | 41 | -29.3% |
| Days on Market (Pending Sale) | 48 | 200.0% |
| Month's Supply of Inventory | 3.6 | -82.0% |
| Percent Under Contract | 19.5% | 473.5% |

% CHANGE



WEST HOLLYWOOD

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$464,000 |
| Average Price per Square Foot | \$471 |
| Properties Sold | 31 |
| Properties Pending Sale | 24 |
| Properties For Sale | 314 |
| Days on Market (Pending Sale) | 108 |
| Month's Supply of Inventory | 11 |
| Percent Under Contract | 7.6% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$511,000 | 10.1% |
| Average Price per Square Foot | \$418 | -11.3% |
| Properties Sold | 27 | -12.9% |
| Properties Pending Sale | 32 | 33.3% |
| Properties For Sale | 251 | -20.1% |
| Days on Market (Pending Sale) | 90 | -16.7% |
| Month's Supply of Inventory | 5.7 | -48.2% |
| Percent Under Contract | 12.7% | 67.1% |

% CHANGE



WEST LOS ANGELES

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$403,000 |
| Average Price per Square Foot | \$417 |
| Properties Sold | 8 |
| Properties Pending Sale | 16 |
| Properties For Sale | 94 |
| Days on Market (Pending Sale) | 79 |
| Month's Supply of Inventory | 4.5 |
| Percent Under Contract | 17.0% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$540,750 | 34.2% |
| Average Price per Square Foot | \$424 | 1.7% |
| Properties Sold | 10 | 25.0% |
| Properties Pending Sale | 7 | -56.3% |
| Properties For Sale | 95 | 1.1% |
| Days on Market (Pending Sale) | 57 | -27.8% |
| Month's Supply of Inventory | 9.6 | 113.3% |
| Percent Under Contract | 7.4% | -56.5% |

% CHANGE



WESTCHESTER

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

JULY 2009

| | |
|-------------------------------------|-------|
| Median Price | N/A |
| Average Price per Square Foot | N/A |
| Properties Sold | 0 |
| Properties Pending Sale | 1 |
| Properties For Sale | 6 |
| Days on Market (Pending Sale) | 174 |
| Month's Supply of Inventory | 5 |
| Percent Under Contract | 16.7% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$323,500 | N/A |
| Average Price per Square Foot | \$325 | N/A |
| Properties Sold | 2 | 0 to 2 |
| Properties Pending Sale | 6 | 500.0% |
| Properties For Sale | 20 | 233.3% |
| Days on Market (Pending Sale) | 16 | -90.8% |
| Month's Supply of Inventory | 2.3 | -54.0% |
| Percent Under Contract | 30.0% | 79.6% |

% CHANGE



WESTWOOD - CENTURY CITY

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

JULY 2009

| | |
|-------------------------------------|-----------|
| Median Price | \$579,442 |
| Average Price per Square Foot | \$419 |
| Properties Sold | 30 |
| Properties Pending Sale | 39 |
| Properties For Sale | 445 |
| Days on Market (Pending Sale) | 82 |
| Month's Supply of Inventory | 9.6 |
| Percent Under Contract | 8.8% |

JULY 2010

| | | |
|-------------------------------------|-----------|--------|
| Median Price | \$576,250 | -0.6% |
| Average Price per Square Foot | \$412 | -1.7% |
| Properties Sold | 26 | -13.3% |
| Properties Pending Sale | 25 | -35.9% |
| Properties For Sale | 385 | -13.5% |
| Days on Market (Pending Sale) | 60 | -26.8% |
| Month's Supply of Inventory | 12.3 | 28.1% |
| Percent Under Contract | 6.5% | -26.1% |

% CHANGE



GLOSSARY OF TERMS

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

Median Price:

A value that separates the upper half of prices from the lower half of prices. It can be interpreted like an average, however the extreme prices (high and low) don't hold undue influence.

Average Price per Square Foot:

The price of each property divided by their respective square footage then averaged across all properties sold in the area for a given time period.

Properties Sold:

The number of property transactions that closed and transferred ownership.

Properties Pending Sale:

The number of properties that entered escrow in preparation for sale.

Properties For Sale:

The number of properties on the market and seeking buyers.

Days of Market (Pending Sale):

The number of days that properties currently in escrow were on the market.

Month's Supply of Inventory:

The number of months it would take to sell all the properties listed for sale at the current pace of sales and if no new listings entered the market.

Percent Under Contract:

The ratio of properties for sale to properties pending sale.

