



MICROMARKETREPORT

July 2010 | Single Family Homes | Orange County



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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

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.

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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

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.

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BALBOA PENINSULA

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	75
Days on Market (Pending Sale)	153
Month's Supply of Inventory	69
Percent Under Contract	1.3%

JULY 2010

Median Price	\$2,447,500	N/A
Average Price per Square Foot	\$1,478	N/A
Properties Sold	2	0 to 2
Properties Pending Sale	5	400.0%
Properties For Sale	78	4.0%
Days on Market (Pending Sale)	124	-19.0%
Month's Supply of Inventory	13.2	-80.9%
Percent Under Contract	6.4%	392.3%

% CHANGE



CORONA DEL MAR - SPYGLASS

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

JULY 2009

Median Price	\$1,750,000
Average Price per Square Foot	\$738
Properties Sold	11
Properties Pending Sale	8
Properties For Sale	164
Days on Market (Pending Sale)	100
Month's Supply of Inventory	17.6
Percent Under Contract	4.9%

JULY 2010

Median Price	\$1,842,500	5.3%
Average Price per Square Foot	\$1,003	35.9%
Properties Sold	12	9.1%
Properties Pending Sale	11	37.5%
Properties For Sale	141	-14.0%
Days on Market (Pending Sale)	176	76.0%
Month's Supply of Inventory	10.7	-39.2%
Percent Under Contract	7.8%	59.2%

% CHANGE



CRYSTAL COVE

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	3
Properties For Sale	60
Days on Market (Pending Sale)	296
Month's Supply of Inventory	16.3
Percent Under Contract	5.0%

JULY 2010

Median Price	\$5,750,000	N/A
Average Price per Square Foot	\$945	N/A
Properties Sold	2	0 to 2
Properties Pending Sale	2	-33.3%
Properties For Sale	38	-36.7%
Days on Market (Pending Sale)	118	-60.1%
Month's Supply of Inventory	15	-8.0%
Percent Under Contract	5.3%	6.0%

% CHANGE



EAST BLUFF - HARBOR VIEW

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

JULY 2009

Median Price	\$1,660,000
Average Price per Square Foot	\$543
Properties Sold	16
Properties Pending Sale	14
Properties For Sale	191
Days on Market (Pending Sale)	115
Month's Supply of Inventory	11.4
Percent Under Contract	7.3%

JULY 2010

Median Price	\$1,650,000	-0.6%
Average Price per Square Foot	\$490	-9.8%
Properties Sold	16	0.0%
Properties Pending Sale	12	-14.3%
Properties For Sale	146	-23.6%
Days on Market (Pending Sale)	66	-42.6%
Month's Supply of Inventory	9.7	-14.9%
Percent Under Contract	8.2%	12.3%

% CHANGE



EAST COSTA MESA

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

JULY 2009

Median Price	\$587,500
Average Price per Square Foot	\$336
Properties Sold	14
Properties Pending Sale	19
Properties For Sale	100
Days on Market (Pending Sale)	84
Month's Supply of Inventory	3.8
Percent Under Contract	19.0%

JULY 2010

Median Price	\$629,500	7.1%
Average Price per Square Foot	\$375	11.6%
Properties Sold	10	-28.6%
Properties Pending Sale	9	-52.6%
Properties For Sale	72	-28.0%
Days on Market (Pending Sale)	66	-21.4%
Month's Supply of Inventory	6.2	63.2%
Percent Under Contract	12.5%	-34.2%

% CHANGE



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

JULY 2009

Median Price	\$712,000
Average Price per Square Foot	\$375
Properties Sold	82
Properties Pending Sale	86
Properties For Sale	441
Days on Market (Pending Sale)	75
Month's Supply of Inventory	3.8
Percent Under Contract	19.5%

JULY 2010

Median Price	\$747,000	4.9%
Average Price per Square Foot	\$365	-2.7%
Properties Sold	71	-13.4%
Properties Pending Sale	87	1.2%
Properties For Sale	524	18.8%
Days on Market (Pending Sale)	59	-21.3%
Month's Supply of Inventory	4.2	10.5%
Percent Under Contract	16.6%	-14.9%

% CHANGE



LAGUNA BEACH (ALL AREAS)

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

JULY 2009

Median Price	\$1,300,000
Average Price per Square Foot	\$517
Properties Sold	23
Properties Pending Sale	125
Properties For Sale	420
Days on Market (Pending Sale)	125
Month's Supply of Inventory	12.7
Percent Under Contract	6.7%

JULY 2010

Median Price	\$1,375,000	5.8%
Average Price per Square Foot	\$711	37.5%
Properties Sold	19	-17.4%
Properties Pending Sale	114	-8.8%
Properties For Sale	404	-3.8%
Days on Market (Pending Sale)	114	-8.8%
Month's Supply of Inventory	12.3	-3.1%
Percent Under Contract	6.7%	0.0%

% CHANGE



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

JULY 2009

Median Price	\$2,264,500
Average Price per Square Foot	\$1,809
Properties Sold	7
Properties Pending Sale	2
Properties For Sale	86
Days on Market (Pending Sale)	300
Month's Supply of Inventory	39.5
Percent Under Contract	2.3%

JULY 2010

Median Price	\$2,600,000	14.8%
Average Price per Square Foot	\$1,409	-22.1%
Properties Sold	3	-57.1%
Properties Pending Sale	5	150.0%
Properties For Sale	68	-20.9%
Days on Market (Pending Sale)	213	-29.0%
Month's Supply of Inventory	11.4	-71.1%
Percent Under Contract	7.4%	221.7%

% CHANGE



NEWPORT BEACH (ALL AREAS)

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

JULY 2009

Median Price	\$1,595,000
Average Price per Square Foot	\$825
Properties Sold	41
Properties Pending Sale	37
Properties For Sale	594
Days on Market (Pending Sale)	136
Month's Supply of Inventory	13.6
Percent Under Contract	6.2%

JULY 2010

Median Price	\$1,495,000	-6.3%
Average Price per Square Foot	\$653	-20.8%
Properties Sold	37	-9.8%
Properties Pending Sale	43	16.2%
Properties For Sale	527	-11.3%
Days on Market (Pending Sale)	104	-23.5%
Month's Supply of Inventory	9.9	-27.2%
Percent Under Contract	8.2%	32.3%

% CHANGE



NEWPORT COAST

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

JULY 2009

Median Price	\$1,975,000
Average Price per Square Foot	\$607
Properties Sold	10
Properties Pending Sale	10
Properties For Sale	152
Days on Market (Pending Sale)	97
Month's Supply of Inventory	12.3
Percent Under Contract	6.6%

JULY 2010

Median Price	\$1,640,000	-17.0%
Average Price per Square Foot	\$539	-11.2%
Properties Sold	11	10.0%
Properties Pending Sale	16	60.0%
Properties For Sale	128	-15.8%
Days on Market (Pending Sale)	123	26.8%
Month's Supply of Inventory	6	-51.2%
Percent Under Contract	12.5%	89.4%

% CHANGE



NEWPORT HEIGHTS

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

JULY 2009

Median Price	\$1,650,000
Average Price per Square Foot	\$576
Properties Sold	5
Properties Pending Sale	7
Properties For Sale	63
Days on Market (Pending Sale)	141
Month's Supply of Inventory	6.9
Percent Under Contract	11.1%

JULY 2010

Median Price	\$1,352,500	-18.0%
Average Price per Square Foot	\$467	-18.9%
Properties Sold	4	-20.0%
Properties Pending Sale	3	-57.1%
Properties For Sale	58	-7.9%
Days on Market (Pending Sale)	29	-79.4%
Month's Supply of Inventory	15.7	127.5%
Percent Under Contract	5.2%	-53.2%

% CHANGE



SHADY CANYON

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

JULY 2009

Median Price	\$4,287,500
Average Price per Square Foot	\$577
Properties Sold	4
Properties Pending Sale	4
Properties For Sale	40
Days on Market (Pending Sale)	299
Month's Supply of Inventory	8
Percent Under Contract	10.0%

JULY 2010

Median Price	\$2,800,000	-34.7%
Average Price per Square Foot	\$622	7.8%
Properties Sold	1	-75.0%
Properties Pending Sale	1	-75.0%
Properties For Sale	30	-25.0%
Days on Market (Pending Sale)	77	-74.2%
Month's Supply of Inventory	24	200.0%
Percent Under Contract	3.3%	-67.0%

% CHANGE



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

JULY 2009

Median Price	\$866,500
Average Price per Square Foot	\$384
Properties Sold	8
Properties Pending Sale	8
Properties For Sale	82
Days on Market (Pending Sale)	114
Month's Supply of Inventory	8.2
Percent Under Contract	9.8%

JULY 2010

Median Price	\$1,239,000	43.0%
Average Price per Square Foot	\$510	32.8%
Properties Sold	6	-25.0%
Properties Pending Sale	9	12.5%
Properties For Sale	78	-4.9%
Days on Market (Pending Sale)	121	6.1%
Month's Supply of Inventory	6.4	-22.0%
Percent Under Contract	11.5%	17.3%

% CHANGE



WEST NEWPORT - LIDO

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

JULY 2009

Median Price	\$1,287,500
Average Price per Square Foot	\$943
Properties Sold	6
Properties Pending Sale	6
Properties For Sale	98
Days on Market (Pending Sale)	146
Month's Supply of Inventory	13.5
Percent Under Contract	6.1%

JULY 2010

Median Price	\$1,601,000	24.3%
Average Price per Square Foot	\$879	-6.8%
Properties Sold	6	0.0%
Properties Pending Sale	9	50.0%
Properties For Sale	97	-1.0%
Days on Market (Pending Sale)	92	-37.0%
Month's Supply of Inventory	8.7	-35.6%
Percent Under Contract	9.3%	52.5%

% 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.

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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