



MICROMARKETREPORT

July 2010 | Single Family Homes | LA 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

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	\$1,430,000
Average Price per Square Foot	\$800
Properties Sold	15
Properties Pending Sale	10
Properties For Sale	213
Days on Market (Pending Sale)	96
Month's Supply of Inventory	19.6
Percent Under Contract	4.7%

JULY 2010

Median Price	\$1,450,000	1.4%
Average Price per Square Foot	\$483	-39.6%
Properties Sold	11	-26.7%
Properties Pending Sale	22	120.0%
Properties For Sale	178	-16.4%
Days on Market (Pending Sale)	48	-50.0%
Month's Supply of Inventory	6.2	-68.4%
Percent Under Contract	12.4%	163.8%

% 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	\$812,500
Average Price per Square Foot	\$425
Properties Sold	17
Properties Pending Sale	7
Properties For Sale	108
Days on Market (Pending Sale)	104
Month's Supply of Inventory	12.6
Percent Under Contract	6.5%

JULY 2010

Median Price	\$885,000	8.9%
Average Price per Square Foot	\$486	14.4%
Properties Sold	15	-11.8%
Properties Pending Sale	14	100.0%
Properties For Sale	99	-8.3%
Days on Market (Pending Sale)	44	-57.7%
Month's Supply of Inventory	5.1	-59.5%
Percent Under Contract	14.1%	116.9%

% 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	\$1,950,000
Average Price per Square Foot	\$735
Properties Sold	11
Properties Pending Sale	9
Properties For Sale	193
Days on Market (Pending Sale)	52
Month's Supply of Inventory	19.1
Percent Under Contract	4.7%

JULY 2010

Median Price	\$1,890,000	-3.1%
Average Price per Square Foot	\$826	12.4%
Properties Sold	10	-9.1%
Properties Pending Sale	19	111.1%
Properties For Sale	167	-13.5%
Days on Market (Pending Sale)	67	28.8%
Month's Supply of Inventory	6.7	-64.9%
Percent Under Contract	11.4%	142.6%

% 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	\$2,000,000
Average Price per Square Foot	\$595
Properties Sold	9
Properties Pending Sale	11
Properties For Sale	231
Days on Market (Pending Sale)	100
Month's Supply of Inventory	17.7
Percent Under Contract	4.8%

JULY 2010

Median Price	\$1,738,063	-13.1%
Average Price per Square Foot	\$523	-12.1%
Properties Sold	10	11.1%
Properties Pending Sale	14	27.3%
Properties For Sale	179	-22.5%
Days on Market (Pending Sale)	68	-32.0%
Month's Supply of Inventory	9.7	-45.2%
Percent Under Contract	7.8%	62.5%

% 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	\$745,000
Average Price per Square Foot	\$493
Properties Sold	18
Properties Pending Sale	11
Properties For Sale	85
Days on Market (Pending Sale)	47
Month's Supply of Inventory	5.8
Percent Under Contract	12.9%

JULY 2010

Median Price	\$687,500	-7.7%
Average Price per Square Foot	\$386	-21.7%
Properties Sold	12	-33.3%
Properties Pending Sale	17	54.5%
Properties For Sale	82	-3.5%
Days on Market (Pending Sale)	42	-10.6%
Month's Supply of Inventory	3.2	-44.8%
Percent Under Contract	20.7%	60.5%

% 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	\$2,725,000
Average Price per Square Foot	\$850
Properties Sold	21
Properties Pending Sale	18
Properties For Sale	229
Days on Market (Pending Sale)	92
Month's Supply of Inventory	10.3
Percent Under Contract	7.9%

JULY 2010

Median Price	\$1,707,000	-37.4%
Average Price per Square Foot	\$674	-20.7%
Properties Sold	18	-14.3%
Properties Pending Sale	17	-5.6%
Properties For Sale	182	-20.5%
Days on Market (Pending Sale)	54	-41.3%
Month's Supply of Inventory	7.8	-24.3%
Percent Under Contract	9.3%	17.7%

% 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	\$1,417,000
Average Price per Square Foot	\$545
Properties Sold	11
Properties Pending Sale	14
Properties For Sale	65
Days on Market (Pending Sale)	56
Month's Supply of Inventory	3.4
Percent Under Contract	21.5%

JULY 2010

Median Price	\$1,242,500	-12.3%
Average Price per Square Foot	\$577	5.9%
Properties Sold	6	-45.5%
Properties Pending Sale	8	-42.9%
Properties For Sale	42	-35.4%
Days on Market (Pending Sale)	48	-14.3%
Month's Supply of Inventory	3.2	-5.9%
Percent Under Contract	19.0%	-11.6%

% 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	\$670,000
Average Price per Square Foot	\$512
Properties Sold	19
Properties Pending Sale	10
Properties For Sale	56
Days on Market (Pending Sale)	35
Month's Supply of Inventory	4.2
Percent Under Contract	17.9%

JULY 2010

Median Price	\$660,000	-1.5%
Average Price per Square Foot	\$445	-13.1%
Properties Sold	13	-31.6%
Properties Pending Sale	11	10.0%
Properties For Sale	59	5.4%
Days on Market (Pending Sale)	26	-25.7%
Month's Supply of Inventory	4.1	-2.4%
Percent Under Contract	18.6%	3.9%

% 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	\$873,600
Average Price per Square Foot	\$474
Properties Sold	11
Properties Pending Sale	21
Properties For Sale	162
Days on Market (Pending Sale)	21
Month's Supply of Inventory	5.7
Percent Under Contract	13.0%

JULY 2010

Median Price	\$740,500	-15.2%
Average Price per Square Foot	\$346	-27.0%
Properties Sold	12	9.1%
Properties Pending Sale	19	-9.5%
Properties For Sale	137	-15.4%
Days on Market (Pending Sale)	19	-9.5%
Month's Supply of Inventory	5.4	-5.3%
Percent Under Contract	13.9%	6.9%

% 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	\$476,450
Average Price per Square Foot	\$235
Properties Sold	2
Properties Pending Sale	3
Properties For Sale	34
Days on Market (Pending Sale)	81
Month's Supply of Inventory	9.3
Percent Under Contract	8.8%

JULY 2010

Median Price	\$253,500	-46.8%
Average Price per Square Foot	\$207	-11.9%
Properties Sold	2	0.0%
Properties Pending Sale	7	133.3%
Properties For Sale	26	-23.5%
Days on Market (Pending Sale)	52	-35.8%
Month's Supply of Inventory	2.6	-72.0%
Percent Under Contract	26.9%	205.7%

% 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	\$1,010,000
Average Price per Square Foot	\$486
Properties Sold	11
Properties Pending Sale	14
Properties For Sale	111
Days on Market (Pending Sale)	77
Month's Supply of Inventory	6.4
Percent Under Contract	12.6%

JULY 2010

Median Price	\$945,000	-6.4%
Average Price per Square Foot	\$737	51.6%
Properties Sold	9	-18.2%
Properties Pending Sale	11	-21.4%
Properties For Sale	102	-8.1%
Days on Market (Pending Sale)	104	35.1%
Month's Supply of Inventory	7.3	14.1%
Percent Under Contract	10.8%	-14.3%

% 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	\$752,000
Average Price per Square Foot	\$486
Properties Sold	16
Properties Pending Sale	11
Properties For Sale	130
Days on Market (Pending Sale)	32
Month's Supply of Inventory	10
Percent Under Contract	8.5%

JULY 2010

Median Price	\$1,130,000	50.3%
Average Price per Square Foot	\$433	-10.9%
Properties Sold	13	-18.8%
Properties Pending Sale	19	72.7%
Properties For Sale	92	-29.2%
Days on Market (Pending Sale)	40	25.0%
Month's Supply of Inventory	3.3	-67.0%
Percent Under Contract	20.7%	143.5%

% 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	\$1,395,000
Average Price per Square Foot	\$637
Properties Sold	11
Properties Pending Sale	9
Properties For Sale	395
Days on Market (Pending Sale)	219
Month's Supply of Inventory	39.7
Percent Under Contract	2.3%

JULY 2010

Median Price	\$1,400,000	0.4%
Average Price per Square Foot	\$586	-8.0%
Properties Sold	15	36.4%
Properties Pending Sale	14	55.6%
Properties For Sale	291	-26.3%
Days on Market (Pending Sale)	168	-23.3%
Month's Supply of Inventory	16.5	-58.4%
Percent Under Contract	4.8%	108.7%

% 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	\$6,837,500
Average Price per Square Foot	\$2,268
Properties Sold	4
Properties Pending Sale	0
Properties For Sale	87
Days on Market (Pending Sale)	N/A
Month's Supply of Inventory	N/A
Percent Under Contract	0.0%

JULY 2010

Median Price	\$3,250,000	-52.5%
Average Price per Square Foot	\$1,806	-20.4%
Properties Sold	1	-75.0%
Properties Pending Sale	2	0 to 2
Properties For Sale	97	11.5%
Days on Market (Pending Sale)	319	N/A
Month's Supply of Inventory	42.5	N/A
Percent Under Contract	2.1%	0% to 2.1%

% CHANGE



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	\$1,700,000
Average Price per Square Foot	\$445
Properties Sold	5
Properties Pending Sale	1
Properties For Sale	43
Days on Market (Pending Sale)	89
Month's Supply of Inventory	40
Percent Under Contract	2.3%

JULY 2010

Median Price	\$1,737,500	2.2%
Average Price per Square Foot	\$479	7.6%
Properties Sold	4	-20.0%
Properties Pending Sale	3	200.0%
Properties For Sale	32	-25.6%
Days on Market (Pending Sale)	23	-74.2%
Month's Supply of Inventory	8.3	-79.3%
Percent Under Contract	9.4%	308.7%

% 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	\$304,500
Average Price per Square Foot	\$194
Properties Sold	24
Properties Pending Sale	24
Properties For Sale	141
Days on Market (Pending Sale)	59
Month's Supply of Inventory	4.4
Percent Under Contract	17.0%

JULY 2010

Median Price	\$318,500	4.6%
Average Price per Square Foot	\$207	6.7%
Properties Sold	18	-25.0%
Properties Pending Sale	19	-20.8%
Properties For Sale	112	-20.6%
Days on Market (Pending Sale)	68	15.3%
Month's Supply of Inventory	4.1	-6.8%
Percent Under Contract	17.0%	N/C

% 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	\$500,000
Average Price per Square Foot	\$273
Properties Sold	1
Properties Pending Sale	4
Properties For Sale	29
Days on Market (Pending Sale)	30
Month's Supply of Inventory	5.5
Percent Under Contract	13.8%

JULY 2010

Median Price	\$481,000	-3.8%
Average Price per Square Foot	\$183	-33.0%
Properties Sold	3	200.0%
Properties Pending Sale	7	75.0%
Properties For Sale	25	-13.8%
Days on Market (Pending Sale)	62	106.7%
Month's Supply of Inventory	2.3	-58.2%
Percent Under Contract	28.0%	102.9%

% 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	\$325,000
Average Price per Square Foot	\$229
Properties Sold	13
Properties Pending Sale	12
Properties For Sale	43
Days on Market (Pending Sale)	39
Month's Supply of Inventory	2.2
Percent Under Contract	27.9%

JULY 2010

Median Price	\$352,000	8.3%
Average Price per Square Foot	\$241	5.2%
Properties Sold	7	-46.2%
Properties Pending Sale	7	-41.7%
Properties For Sale	34	-20.9%
Days on Market (Pending Sale)	29	-25.6%
Month's Supply of Inventory	3.1	40.9%
Percent Under Contract	20.6%	-26.2%

% 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	\$2,012,500
Average Price per Square Foot	\$753
Properties Sold	34
Properties Pending Sale	17
Properties For Sale	280
Days on Market (Pending Sale)	120
Month's Supply of Inventory	14
Percent Under Contract	6.1%

JULY 2010

Median Price	\$1,775,000	-11.8%
Average Price per Square Foot	\$678	-10.0%
Properties Sold	26	-23.5%
Properties Pending Sale	15	-11.8%
Properties For Sale	192	-31.4%
Days on Market (Pending Sale)	131	9.2%
Month's Supply of Inventory	9.6	-31.4%
Percent Under Contract	7.8%	27.9%

% 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	\$732,500
Average Price per Square Foot	\$544
Properties Sold	18
Properties Pending Sale	26
Properties For Sale	127
Days on Market (Pending Sale)	51
Month's Supply of Inventory	3.4
Percent Under Contract	20.5%

JULY 2010

Median Price	\$785,000	7.2%
Average Price per Square Foot	\$459	-15.6%
Properties Sold	23	27.8%
Properties Pending Sale	18	-30.8%
Properties For Sale	128	0.8%
Days on Market (Pending Sale)	46	-9.8%
Month's Supply of Inventory	4.7	38.2%
Percent Under Contract	14.1%	-31.2%

% 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	\$865,000
Average Price per Square Foot	\$412
Properties Sold	5
Properties Pending Sale	4
Properties For Sale	36
Days on Market (Pending Sale)	28
Month's Supply of Inventory	7
Percent Under Contract	11.1%

JULY 2010

Median Price	\$973,750	12.6%
Average Price per Square Foot	\$350	-15.0%
Properties Sold	2	-60.0%
Properties Pending Sale	1	-75.0%
Properties For Sale	29	-19.4%
Days on Market (Pending Sale)	16	-42.9%
Month's Supply of Inventory	22	214.3%
Percent Under Contract	3.4%	-69.4%

% 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	N/A
Average Price per Square Foot	N/A
Properties Sold	0
Properties Pending Sale	0
Properties For Sale	9
Days on Market (Pending Sale)	N/A
Month's Supply of Inventory	N/A
Percent Under Contract	0.0%

JULY 2010

Median Price	\$1,050,000	N/A
Average Price per Square Foot	\$276	N/A
Properties Sold	1	0 to 1
Properties Pending Sale	0	N/C
Properties For Sale	5	-44.4%
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



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	\$1,500,000
Average Price per Square Foot	\$785
Properties Sold	17
Properties Pending Sale	27
Properties For Sale	186
Days on Market (Pending Sale)	76
Month's Supply of Inventory	5.5
Percent Under Contract	14.5%

JULY 2010

Median Price	\$1,675,013	11.7%
Average Price per Square Foot	\$736	-6.2%
Properties Sold	20	17.6%
Properties Pending Sale	30	11.1%
Properties For Sale	165	-11.3%
Days on Market (Pending Sale)	53	-30.3%
Month's Supply of Inventory	3.6	-34.5%
Percent Under Contract	18.2%	25.5%

% 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	\$820,000
Average Price per Square Foot	\$413
Properties Sold	13
Properties Pending Sale	8
Properties For Sale	119
Days on Market (Pending Sale)	100
Month's Supply of Inventory	12.4
Percent Under Contract	6.7%

JULY 2010

Median Price	\$872,500	6.4%
Average Price per Square Foot	\$390	-5.6%
Properties Sold	16	23.1%
Properties Pending Sale	15	87.5%
Properties For Sale	112	-5.9%
Days on Market (Pending Sale)	33	-67.0%
Month's Supply of Inventory	5.3	-57.3%
Percent Under Contract	13.4%	100.0%

% 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	\$754,500
Average Price per Square Foot	\$446
Properties Sold	16
Properties Pending Sale	20
Properties For Sale	120
Days on Market (Pending Sale)	41
Month's Supply of Inventory	4.3
Percent Under Contract	16.7%

JULY 2010

Median Price	\$570,000	-24.5%
Average Price per Square Foot	\$516	15.7%
Properties Sold	12	-25.0%
Properties Pending Sale	15	-25.0%
Properties For Sale	93	-22.5%
Days on Market (Pending Sale)	23	-43.9%
Month's Supply of Inventory	4.4	2.3%
Percent Under Contract	16.1%	-3.6%

% 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	\$1,260,000
Average Price per Square Foot	\$422
Properties Sold	11
Properties Pending Sale	9
Properties For Sale	114
Days on Market (Pending Sale)	88
Month's Supply of Inventory	10.4
Percent Under Contract	7.9%

JULY 2010

Median Price	\$775,000	-38.5%
Average Price per Square Foot	\$379	-10.2%
Properties Sold	7	-36.4%
Properties Pending Sale	6	-33.3%
Properties For Sale	70	-38.6%
Days on Market (Pending Sale)	98	11.4%
Month's Supply of Inventory	9.5	-8.7%
Percent Under Contract	8.6%	8.9%

% 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	\$1,234,000
Average Price per Square Foot	\$752
Properties Sold	27
Properties Pending Sale	26
Properties For Sale	452
Days on Market (Pending Sale)	67
Month's Supply of Inventory	14.8
Percent Under Contract	5.8%

JULY 2010

Median Price	\$995,000	-19.4%
Average Price per Square Foot	\$555	-26.2%
Properties Sold	19	-29.6%
Properties Pending Sale	29	11.5%
Properties For Sale	336	-25.7%
Days on Market (Pending Sale)	62	-7.5%
Month's Supply of Inventory	8.7	-41.2%
Percent Under Contract	8.6%	48.3%

% 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	N/A
Average Price per Square Foot	N/A
Properties Sold	0
Properties Pending Sale	2
Properties For Sale	24
Days on Market (Pending Sale)	108
Month's Supply of Inventory	9
Percent Under Contract	8.3%

JULY 2010

Median Price	\$1,080,000	N/A
Average Price per Square Foot	\$514	N/A
Properties Sold	2	0 to 2
Properties Pending Sale	0	-100.0%
Properties For Sale	11	-54.2%
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	\$469,500
Average Price per Square Foot	\$328
Properties Sold	2
Properties Pending Sale	5
Properties For Sale	20
Days on Market (Pending Sale)	32
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	-100.0%
Properties Pending Sale	2	-60.0%
Properties For Sale	16	-20.0%
Days on Market (Pending Sale)	32	N/C
Month's Supply of Inventory	5	66.7%
Percent Under Contract	12.5%	-50.0%

% 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	\$855,000
Average Price per Square Foot	\$731
Properties Sold	15
Properties Pending Sale	6
Properties For Sale	164
Days on Market (Pending Sale)	70
Month's Supply of Inventory	24.7
Percent Under Contract	3.7%

JULY 2010

Median Price	\$856,000	0.1%
Average Price per Square Foot	\$501	-31.5%
Properties Sold	13	-13.3%
Properties Pending Sale	15	150.0%
Properties For Sale	131	-20.1%
Days on Market (Pending Sale)	33	-52.9%
Month's Supply of Inventory	6.5	-73.7%
Percent Under Contract	11.5%	210.8%

% 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	\$855,000
Average Price per Square Foot	\$687
Properties Sold	6
Properties Pending Sale	3
Properties For Sale	88
Days on Market (Pending Sale)	263
Month's Supply of Inventory	25
Percent Under Contract	3.4%

JULY 2010

Median Price	\$800,000	-6.4%
Average Price per Square Foot	\$541	-21.3%
Properties Sold	4	-33.3%
Properties Pending Sale	2	-33.3%
Properties For Sale	56	-36.4%
Days on Market (Pending Sale)	67	-74.5%
Month's Supply of Inventory	22.5	-10.0%
Percent Under Contract	3.6%	5.9%

% 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	\$718,000
Average Price per Square Foot	\$457
Properties Sold	11
Properties Pending Sale	3
Properties For Sale	39
Days on Market (Pending Sale)	18
Month's Supply of Inventory	10.3
Percent Under Contract	7.7%

JULY 2010

Median Price	\$575,000	-19.9%
Average Price per Square Foot	\$462	1.1%
Properties Sold	4	-63.6%
Properties Pending Sale	5	66.7%
Properties For Sale	38	-2.6%
Days on Market (Pending Sale)	57	216.7%
Month's Supply of Inventory	5	-51.5%
Percent Under Contract	13.2%	71.4%

% 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	\$707,500
Average Price per Square Foot	\$402
Properties Sold	16
Properties Pending Sale	21
Properties For Sale	79
Days on Market (Pending Sale)	41
Month's Supply of Inventory	2.6
Percent Under Contract	26.6%

JULY 2010

Median Price	\$640,000	-9.5%
Average Price per Square Foot	\$459	14.2%
Properties Sold	19	18.8%
Properties Pending Sale	20	-4.8%
Properties For Sale	94	19.0%
Days on Market (Pending Sale)	23	-43.9%
Month's Supply of Inventory	3.2	23.1%
Percent Under Contract	21.3%	-19.9%

% 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	\$1,197,500
Average Price per Square Foot	\$548
Properties Sold	14
Properties Pending Sale	16
Properties For Sale	118
Days on Market (Pending Sale)	54
Month's Supply of Inventory	5.9
Percent Under Contract	13.6%

JULY 2010

Median Price	\$1,299,000	8.5%
Average Price per Square Foot	\$641	17.0%
Properties Sold	13	-7.1%
Properties Pending Sale	9	-43.8%
Properties For Sale	104	-11.9%
Days on Market (Pending Sale)	43	-20.4%
Month's Supply of Inventory	8.3	40.7%
Percent Under Contract	8.7%	-36.0%

% 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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