

TELES



Micro Market Report

Single Family Homes

PROPERTIES

www.telesproperties.com



MICRO MARKET UPDATES - OCTOBER 2008

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WHAT IS A MICRO MARKET?

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** over 2007, 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**.

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WHY SHOULD YOU CARE?

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.

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OCTOBER PERFORMANCE REPORT

It's Official! A couple of weeks ago the U.S. Government announced we have officially been in a recession since December 2007. We are sure that does not seem like a surprise to many people. And while the headlines continue to reflect poor economic news on many fronts our local Westside real estate markets are weathering the storm better than most of the national stories you are reading and hearing in the media.

The average median sales price for the year for all our local Westside real estate markets is \$1,049,272. This compares to \$1,184,372 for the same time period in 2007. This is a decrease of 11.2% in overall prices so far in 2008. Digging a little deeper you will see that most of the price declines are coming in homes under \$1,000,000 and over \$5,000,000. The segment of the market between \$1,000,000 and \$5,000,000 is virtually unchanged for the year in terms of price.

| | 2008 | 2007 | Change |
|------------------------------------|-------------|-------------|--------|
| Average Median Sales Price Overall | \$1,049,272 | \$1,184,372 | -11.2% |
| Homes under \$1,000,000 | \$691,268 | \$757,363 | -9% |
| Homes \$1,000,000 - \$2,499,999 | \$1,499,581 | \$1,437,681 | +4.3% |
| Homes \$2,500,000 - \$4,999,999 | \$3,224,590 | \$3,234,626 | -.04% |
| Homes over \$5,000,000 | \$6,542,000 | \$6,744,680 | -3% |

On the surface these numbers look very strong to what one might expect given all the negative reports that have been in the news. Yet it is crucial to note that prices have been steadily declining since June, inventory has been building in homes priced over a million dollars and the time it takes to sell a home has also been increasing. In other words the trends are not good as we go through this Holiday season.

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OCTOBER PERFORMANCE REPORT

Here are some other interesting facts to consider:

Year over year 2008 vs. 2007 the number of homes sold in our West Los Angeles area has declined by 30%. This correlates almost perfectly with the fact that 30% less buyers are qualifying for loans in today's market as compared to the market before the whole Countrywide Mortgage meltdown began in August 2006.

In November of this year 59% of the homes sales in our local markets were in homes priced below \$1,000,000. This compares to 48% for all of 2008 and 40% for 2007 Jan. - Nov.

In November of this year 27% of the sales were in homes priced between \$1,000,000 and \$2,499,999. This compares to 36% for all of 2008 and 44% for 2007 Jan. - Nov.

In November of this year 11% of the sales were in homes priced between \$2,500,000 and \$4,999,999. This compares to 12% for all of 2008 and 12% for 2007 Jan. - Nov.

In November of this year 3% of the sales were in homes priced \$5,000,000 and above. This compares to 4% for all of 2008 and 4% for 2007 Jan. - Nov.

In terms of the length of time it takes to sell a home here are the facts:

Year to date it has taken 75 days on average to sell a home as compared to 66 days in 2007.

35% of the listings that sell, sell within the first 30 days of being listed. This number is down from 40+% earlier in the year. On the other hand, 22% of the listings that sell are taking 120 days or longer.

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OCTOBER PERFORMANCE REPORT

The following is a quick recap of the individual Micro Markets covered in this report. For a detailed analysis of each Micro Market, click on the area of your choice:

OCTOBER 2008 VS. OCTOBER 2007

Bel Air –Holmby Hills: Sales Activity down, Prices up

Beverly Hills: Sales Activity down, Prices down

Beverly Hills Post Office: Sales Activity down, Prices down

Beverlywood: Sales Activity up, Prices down

Brentwood: Sales Activity down, Prices flat

Cheviot Hills: Sales Activity down, Prices down

Culver City: Sales Activity down, Prices up

Hancock Park: Sales Activity up, Prices down

Hollywood Hills East: Sales Activity down, Prices down

Los Feliz: Sales Activity down, Prices down

Malibu: Sales Activity down, Prices flat

Malibu Beach: no sales in Oct. 2008

Marina Del Rey: Sales Activity flat, Prices up

Pacific Palisades: Sales Activity up, Prices down

Palms - Mar Vista: Sales Activity down, Prices down

Santa Monica: Sales Activity up, Prices up

Sherman Oaks: Sales Activity up, Prices down

(REO's impacting market)

Silver Lake – Echo Park: Sales Activity up, Prices down

(REO's impacting market)

Studio City: Sales Activity up, Price flat

Sunset Strip – Hollywood Hills: Sales Activity down, Prices up

Venice: Sales Activity up, Prices up

West Hollywood: Sales Activity up, Prices up

Westwood – Century City: Sales Activity up, Prices down

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OCTOBER 2008 over SEPTEMBER 2008 Summary

| | New Listings | | Sales Volume | | Median Sales Price | |
|-------------------------------------|-----------------|-------------------|-----------------|-------------------|--------------------|-------------------|
| | 2008 OCTOBER | 2008 SEPTEMBER | 2008 OCTOBER | 2008 SEPTEMBER | 2008 OCTOBER | 2008 SEPTEMBER |
| Bel Air - Holmby Hills | 19 | 30 | \$17,481,000 | \$23,893,050 | \$2,300,000 | \$1,112,500 |
| Beverly Hills | 24 | 23 | \$15,810,000 | \$11,075,000 | \$2,005,000 | \$4,650,000 |
| Beverly Hills P.O. | 25 | 28 | \$7,835,000 | \$46,004,365 | \$2,187,500 | \$1,115,000 |
| Beverlywood | 21 | 19 | \$10,079,000 | \$11,028,500 | \$740,000 | \$685,000 |
| Brentwood | 53 | 38 | \$14,748,000 | \$23,512,000 | \$2,454,000 | \$2,132,250 |
| Cheviot Hills - Rancho Park | 11 | 12 | \$629,000 | \$6,863,000 | \$629,000 | \$1,387,500 |
| Culver City | 16 | 18 | \$5,243,000 | \$11,093,725 | \$776,000 | \$672,500 |
| Hancock Park - Wilshire | 33 | 40 | \$17,109,000 | \$20,023,200 | \$877,500 | \$1,170,000 |
| Hollywood Hills East | 14 | 24 | \$4,782,500 | \$8,194,000 | \$925,000 | \$827,500 |
| Los Feliz | 37 | 29 | \$15,382,500 | \$16,759,350 | \$830,000 | \$1,400,000 |
| Malibu | 47 | 46 | \$21,225,000 | \$22,258,0219 | \$970,000 | \$3,019,109 |
| Malibu Beach | 7 | 12 | \$0 | \$1,650,000 | \$0 | \$1,650,000 |
| Marina del Rey | 10 | 8 | \$5,935,000 | \$0 | \$1,522,500 | \$0 |
| Pacific Palisades | 60 | 44 | \$48,035,980 | \$25,692,500 | \$2,485,000 | \$2,327,500 |
| Palms - Mar Vista | 26 | 32 | \$16,500,400 | \$24,692,300 | \$749,000 | \$759,000 |
| Santa Monica | 43 | 32 | \$25,616,500 | \$39,920,400 | \$1,637,500 | \$1,615,000 |
| Sherman Oaks | 24 | 38 | \$18,986,391 | \$14,686,000 | \$975,000 | \$886,000 |
| Silver Lake - Echo Park | 26 | 26 | \$12,573,167 | \$8,126,215 | \$527,500 | \$745,000 |
| Studio City | 26 | 22 | \$21,844,252 | \$11,228,000 | \$1,062,500 | \$1,000,000 |
| Sunset Strip - Hollywood Hills West | 75 | 89 | \$34,835,000 | \$39,391,900 | \$1,650,000 | \$1,254,000 |
| Venice | 39 | 26 | \$20,075,775 | \$18,683,000 | \$1,320,000 | \$950,000 |
| West Hollywood | 15 | 14 | \$7,673,000 | \$4,697,500 | \$1,175,000 | \$1,105,000 |
| Westwood - Century City | 27 | 27 | \$24,796,163 | \$24,012,031 | \$1,500,563 | \$1,340,000 |

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*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.



BEL AIR - HOLMBY HILLS

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$17,481,000 |
| Average Selling Price: | \$2,497,285 |
| Average List Price: | \$2,847,714 |
| Average Sales Price / Average List Price: | 87.70% |
| Median Price: | \$2,300,000 |
| Average Days on Market: | 110 |
| Number of Listings Sold: | 7 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 1 |
| 31 - 60 Days: | 0 |
| 61 - 90 Days: | 3 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 3 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$26,287,593 |
| Average Selling Price: | \$3,285,949 |
| Average List Price: | \$3,411,750 |
| Average Sales Price / Average List Price: | 96.30% |
| Median Price: | \$1,746,297 |
| Average Days on Market: | 98 |
| Number of Listings Sold: | 8 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 2 |
| 31 - 60 Days: | 0 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 3 |
| Over 120 Days: | 2 |

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BEVERLY HILLS

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$15,810,000 |
| Average Selling Price: | \$2,635,000 |
| Average List Price: | \$3,002,166 |
| Average Sales Price / Average List Price: | 87.80% |
| Median Price: | \$2,005,000 |
| Average Days on Market: | 77 |
| Number of Listings Sold: | 6 |

DOM Number of Units

| | |
|----------------------|---|
| 1 - 30 Days: | 1 |
| 31 - 60 Days: | 0 |
| 61 - 90 Days: | 4 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 1 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$36,879,000 |
| Average Selling Price: | \$3,687,900 |
| Average List Price: | \$3,871,300 |
| Average Sales Price / Average List Price: | 95.30% |
| Median Price: | \$3,300,000 |
| Average Days on Market: | 81 |
| Number of Listings Sold: | 10 |

DOM Number of Units

| | |
|----------------------|---|
| 1 - 30 Days: | 4 |
| 31 - 60 Days: | 3 |
| 61 - 90 Days: | 0 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 2 |

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BEVERLY HILLS P.O.

October 2008

vs

October 2007

| | |
|---|-------------|
| Total Sold Dollar Volume: | \$7,835,000 |
| Average Selling Price: | \$1,958,750 |
| Average List Price: | \$2,332,000 |
| Average Sales Price / Average List Price: | 84.00% |
| Median Price: | \$2,187,500 |
| Average Days on Market: | 52 |
| Number of Listings Sold: | 4 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 1 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 0 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 0 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$33,491,000 |
| Average Selling Price: | \$4,784,428 |
| Average List Price: | \$4,970,000 |
| Average Sales Price / Average List Price: | 96.30% |
| Median Price: | \$3,700,000 |
| Average Days on Market: | 97 |
| Number of Listings Sold: | 7 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 1 |
| 31 - 60 Days: | 1 |
| 61 - 90 Days: | 2 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 3 |

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BEVERLYWOOD

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$11,729,000 |
| Average Selling Price: | \$781,933 |
| Average List Price: | \$806,420 |
| Average Sales Price / Average List Price: | 97.00% |
| Median Price: | \$775,000 |
| Average Days on Market: | 53 |
| Number of Listings Sold: | 15 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 8 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 3 |
| Over 120 Days: | 1 |

| | |
|---|-------------|
| Total Sold Dollar Volume: | \$8,272,900 |
| Average Selling Price: | \$919,211 |
| Average List Price: | \$915,961 |
| Average Sales Price / Average List Price: | 100.40% |
| Median Price: | \$815,000 |
| Average Days on Market: | 31 |
| Number of Listings Sold: | 9 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 6 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 0 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 1 |

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BRENTWOOD

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$14,748,000 |
| Average Selling Price: | \$2,458,000 |
| Average List Price: | \$2,689,166 |
| Average Sales Price / Average List Price: | 91.40% |
| Median Price: | \$2,454,000 |
| Average Days on Market: | 118 |
| Number of Listings Sold: | 6 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 2 |
| 31 - 60 Days: | 0 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 3 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$30,990,250 |
| Average Selling Price: | \$3,873,781 |
| Average List Price: | \$3,984,875 |
| Average Sales Price / Average List Price: | 97.20% |
| Median Price: | \$2,425,000 |
| Average Days on Market: | 54 |
| Number of Listings Sold: | 8 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 3 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 1 |

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CHEVIOT HILLS - RANCHO PARK

October 2008

vs

October 2007

| | | | |
|---|-----------|---|--------------|
| Total Sold Dollar Volume: | \$629,000 | Total Sold Dollar Volume: | \$15,689,500 |
| Average Selling Price: | \$629,000 | Average Selling Price: | \$1,568,950 |
| Average List Price: | \$649,000 | Average List Price: | \$1,618,799 |
| Average Sales Price / Average List Price: | 96.90% | Average Sales Price / Average List Price: | 96.90% |
| Median Price: | \$629,000 | Median Price: | \$1,584,750 |
| Average Days on Market: | 2 | Average Days on Market: | 25 |
| Number of Listings Sold: | 1 | Number of Listings Sold: | 10 |
| DOM Number of Units | | DOM Number of Units | |
| 1 - 30 Days: | 1 | 1 - 30 Days: | 7 |
| 31 - 60 Days: | 0 | 31 - 60 Days: | 3 |
| 61 - 90 Days: | 0 | 61 - 90 Days: | 0 |
| 91 - 120 Days: | 0 | 91 - 120 Days: | 0 |
| Over 120 Days: | 0 | Over 120 Days: | 0 |

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CULVER CITY

October 2008

vs

October 2007

| | |
|---|-------------|
| Total Sold Dollar Volume: | \$5,243,000 |
| Average Selling Price: | \$749,000 |
| Average List Price: | \$764,835 |
| Average Sales Price / Average List Price: | 97.90% |
| Median Price: | \$776,000 |
| Average Days on Market: | 73 |
| Number of Listings Sold: | 7 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 3 |
| 31 - 60 Days: | 1 |
| 61 - 90 Days: | 0 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 2 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$10,549,000 |
| Average Selling Price: | \$753,500 |
| Average List Price: | \$760,214 |
| Average Sales Price / Average List Price: | 99.10% |
| Median Price: | \$742,500 |
| Average Days on Market: | 54 |
| Number of Listings Sold: | 14 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 7 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 2 |
| Over 120 Days: | 2 |

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HANCOCK PARK - WILSHIRE

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$17,929,000 |
| Average Selling Price: | \$1,195,266 |
| Average List Price: | \$1,266,503 |
| Average Sales Price / Average List Price: | 94.40% |
| Median Price: | \$825,000 |
| Average Days on Market: | 77 |
| Number of Listings Sold: | 15 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 6 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 5 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$12,363,250 |
| Average Selling Price: | \$1,236,325 |
| Average List Price: | \$1,281,000 |
| Average Sales Price / Average List Price: | 96.50% |
| Median Price: | \$1,255,000 |
| Average Days on Market: | 56 |
| Number of Listings Sold: | 10 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 5 |
| 31 - 60 Days: | 1 |
| 61 - 90 Days: | 2 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 1 |

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HOLLYWOOD HILLS EAST

October 2008

vs

October 2007

| | | | |
|---|-------------|---|--------------|
| Total Sold Dollar Volume: | \$4,782,500 | Total Sold Dollar Volume: | \$19,059,388 |
| Average Selling Price: | \$956,500 | Average Selling Price: | \$1,361,384 |
| Average List Price: | \$1,034,579 | Average List Price: | \$1,368,857 |
| Average Sales Price / Average List Price: | 92.50% | Average Sales Price / Average List Price: | 99.50% |
| Median Price: | \$925,000 | Median Price: | \$1,270,000 |
| Average Days on Market: | 60 | Average Days on Market: | 60 |
| Number of Listings Sold: | 5 | Number of Listings Sold: | 14 |
| DOM Number of Units | | DOM Number of Units | |
| 1 - 30 Days: | 1 | 1 - 30 Days: | 7 |
| 31 - 60 Days: | 2 | 31 - 60 Days: | 1 |
| 61 - 90 Days: | 1 | 61 - 90 Days: | 1 |
| 91 - 120 Days: | 1 | 91 - 120 Days: | 2 |
| Over 120 Days: | 0 | Over 120 Days: | 2 |

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LOS FELIZ

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$16,622,500 |
| Average Selling Price: | \$1,108,166 |
| Average List Price: | \$1,127,866 |
| Average Sales Price / Average List Price: | 98.30% |
| Median Price: | \$850,000 |
| Average Days on Market: | 85 |
| Number of Listings Sold: | 15 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 5 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 3 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 3 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$21,854,500 |
| Average Selling Price: | \$1,365,906 |
| Average List Price: | \$1,409,993 |
| Average Sales Price / Average List Price: | 96.90% |
| Median Price: | \$1,380,000 |
| Average Days on Market: | 44 |
| Number of Listings Sold: | 16 |

| | |
|----------------------|----|
| DOM Number of Units | |
| 1 - 30 Days: | 10 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 2 |

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MALIBU

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$26,815,000 |
| Average Selling Price: | \$2,437,727 |
| Average List Price: | \$2,707,727 |
| Average Sales Price / Average List Price: | 90.00% |
| Median Price: | \$1,925,000 |
| Average Days on Market: | 144 |
| Number of Listings Sold: | 11 |

DOM Number of Units

| | |
|----------------------|---|
| 1 - 30 Days: | 0 |
| 31 - 60 Days: | 0 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 3 |
| Over 120 Days: | 6 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$30,737,500 |
| Average Selling Price: | \$3,073,750 |
| Average List Price: | \$3,355,200 |
| Average Sales Price / Average List Price: | 91.60% |
| Median Price: | \$1,950,000 |
| Average Days on Market: | 162 |
| Number of Listings Sold: | 10 |

DOM Number of Units

| | |
|----------------------|---|
| 1 - 30 Days: | 1 |
| 31 - 60 Days: | 0 |
| 61 - 90 Days: | 2 |
| 91 - 120 Days: | 3 |
| Over 120 Days: | 4 |

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MALIBU BEACH

October 2008

vs

October 2007

| | | | |
|---|------|---|--------------|
| Total Sold Dollar Volume: | \$0 | Total Sold Dollar Volume: | \$10,675,000 |
| Average Selling Price: | \$0 | Average Selling Price: | \$5,337,500 |
| Average List Price: | \$0 | Average List Price: | \$5,645,000 |
| Average Sales Price / Average List Price: | 0.0% | Average Sales Price / Average List Price: | 94.60% |
| Median Price: | \$0 | Median Price: | \$5,337,500 |
| Average Days on Market: | 0 | Average Days on Market: | 117 |
| Number of Listings Sold: | 0 | Number of Listings Sold: | 2 |
| DOM Number of Units | | DOM Number of Units | |
| 1 - 30 Days: | 0 | 1 - 30 Days: | 1 |
| 31 - 60 Days: | 0 | 31 - 60 Days: | 0 |
| 61 - 90 Days: | 0 | 61 - 90 Days: | 0 |
| 91 - 120 Days: | 0 | 91 - 120 Days: | 0 |
| Over 120 Days: | 0 | Over 120 Days: | 1 |

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MARINA DEL REY

October 2008

vs

October 2007

| | |
|---|-------------|
| Total Sold Dollar Volume: | \$5,935,000 |
| Average Selling Price: | \$1,493,750 |
| Average List Price: | \$1,585,725 |
| Average Sales Price / Average List Price: | 93.60% |
| Median Price: | \$1,522,500 |
| Average Days on Market: | 67 |
| Number of Listings Sold: | 4 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 1 |
| 31 - 60 Days: | 0 |
| 61 - 90 Days: | 2 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 0 |

| | |
|---|-------------|
| Total Sold Dollar Volume: | \$5,760,350 |
| Average Selling Price: | \$960,058 |
| Average List Price: | \$1,384,500 |
| Average Sales Price / Average List Price: | 69.30% |
| Median Price: | \$1,120,000 |
| Average Days on Market: | 69 |
| Number of Listings Sold: | 6 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 2 |
| 31 - 60 Days: | 0 |
| 61 - 90 Days: | 2 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 1 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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PACIFIC PALISADES

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$51,615,980 |
| Average Selling Price: | \$2,716,630 |
| Average List Price: | \$2,895,921 |
| Average Sales Price / Average List Price: | 93.80% |
| Median Price: | \$2,520,000 |
| Average Days on Market: | 87 |
| Number of Listings Sold: | 19 |

DOM Number of Units

| | |
|----------------------|---|
| 1 - 30 Days: | 6 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 0 |
| 91 - 120 Days: | 5 |
| Over 120 Days: | 6 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$32,304,937 |
| Average Selling Price: | \$2,692,078 |
| Average List Price: | \$2,795,500 |
| Average Sales Price / Average List Price: | 96.30% |
| Median Price: | \$2,770,900 |
| Average Days on Market: | 76 |
| Number of Listings Sold: | 12 |

DOM Number of Units

| | |
|----------------------|---|
| 1 - 30 Days: | 5 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 0 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 4 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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PALMS - MAR VISTA

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$16,500,400 |
| Average Selling Price: | \$750,018 |
| Average List Price: | \$767,842 |
| Average Sales Price / Average List Price: | 97.70% |
| Median Price: | \$749,000 |
| Average Days on Market: | 52 |
| Number of Listings Sold: | 22 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 9 |
| 31 - 60 Days: | 5 |
| 61 - 90 Days: | 3 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 3 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$27,865,500 |
| Average Selling Price: | \$1,071,750 |
| Average List Price: | \$1,087,461 |
| Average Sales Price / Average List Price: | 98.60% |
| Median Price: | \$962,500 |
| Average Days on Market: | 49 |
| Number of Listings Sold: | 26 |

| | |
|----------------------|----|
| DOM Number of Units | |
| 1 - 30 Days: | 17 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 3 |
| Over 120 Days: | 3 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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SANTA MONICA

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$30,391,500 |
| Average Selling Price: | \$1,787,735 |
| Average List Price: | \$1,914,529 |
| Average Sales Price / Average List Price: | 93.40% |
| Median Price: | \$1,600,000 |
| Average Days on Market: | 69 |
| Number of Listings Sold: | 17 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 4 |
| 31 - 60 Days: | 4 |
| 61 - 90 Days: | 3 |
| 91 - 120 Days: | 2 |
| Over 120 Days: | 3 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$22,935,378 |
| Average Selling Price: | \$1,638,241 |
| Average List Price: | \$1,663,357 |
| Average Sales Price / Average List Price: | 98.50% |
| Median Price: | \$1,463,000 |
| Average Days on Market: | 43 |
| Number of Listings Sold: | 14 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 8 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 1 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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SHERMAN OAKS

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$56,670,032 |
| Average Selling Price: | \$858,636 |
| Average List Price: | \$926,659 |
| Average Sales Price / Average List Price: | 92.70% |
| Median Price: | \$782,945 |
| Average Days on Market: | 46 |
| Number of Listings Sold: | 66 |

| | |
|----------------------|----|
| DOM Number of Units | |
| 1 - 30 Days: | 11 |
| 31 - 60 Days: | 1 |
| 61 - 90 Days: | 2 |
| 91 - 120 Days: | 4 |
| Over 120 Days: | 1 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$14,021,500 |
| Average Selling Price: | \$1,168,458 |
| Average List Price: | \$1,419,250 |
| Average Sales Price / Average List Price: | 82.30% |
| Median Price: | \$1,095,000 |
| Average Days on Market: | 35 |
| Number of Listings Sold: | 12 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 6 |
| 31 - 60 Days: | 3 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 1 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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SILVER LAKE - ECHO PARK

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$12,574,867 |
| Average Selling Price: | \$546,733 |
| Average List Price: | \$595,525 |
| Average Sales Price / Average List Price: | 91.80% |
| Median Price: | \$525,000 |
| Average Days on Market: | 79 |
| Number of Listings Sold: | 23 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 9 |
| 31 - 60 Days: | 3 |
| 61 - 90 Days: | 5 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 4 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$11,233,000 |
| Average Selling Price: | \$864,076 |
| Average List Price: | \$880,076 |
| Average Sales Price / Average List Price: | 98.20% |
| Median Price: | \$899,000 |
| Average Days on Market: | 61 |
| Number of Listings Sold: | 13 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 6 |
| 31 - 60 Days: | 3 |
| 61 - 90 Days: | 0 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 3 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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STUDIO CITY

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$46,753,309 |
| Average Selling Price: | \$1,140,324 |
| Average List Price: | \$1,197,795 |
| Average Sales Price / Average List Price: | 95.20% |
| Median Price: | \$1,015,000 |
| Average Days on Market: | 45 |
| Number of Listings Sold: | 41 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 4 |
| 31 - 60 Days: | 4 |
| 61 - 90 Days: | 4 |
| 91 - 120 Days: | 2 |
| Over 120 Days: | 5 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$38,579,050 |
| Average Selling Price: | \$1,377,823 |
| Average List Price: | \$1,532,023 |
| Average Sales Price / Average List Price: | 89.90% |
| Median Price: | \$1,011,775 |
| Average Days on Market: | 25 |
| Number of Listings Sold: | 28 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 2 |
| 31 - 60 Days: | 2 |
| 61 - 90 Days: | 5 |
| 91 - 120 Days: | 2 |
| Over 120 Days: | 0 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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SUNSET STRIP - HOLLYWOOD HILLS WEST

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$34,835,000 |
| Average Selling Price: | \$1,935,277 |
| Average List Price: | \$2,069,188 |
| Average Sales Price / Average List Price: | 93.50% |
| Median Price: | \$1,650,000 |
| Average Days on Market: | 81 |
| Number of Listings Sold: | 18 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 7 |
| 31 - 60 Days: | 3 |
| 61 - 90 Days: | 2 |
| 91 - 120 Days: | 2 |
| Over 120 Days: | 4 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$47,703,000 |
| Average Selling Price: | \$1,834,730 |
| Average List Price: | \$1,922,653 |
| Average Sales Price / Average List Price: | 95.40% |
| Median Price: | \$1,530,000 |
| Average Days on Market: | 59 |
| Number of Listings Sold: | 26 |

| | |
|----------------------|----|
| DOM Number of Units | |
| 1 - 30 Days: | 12 |
| 31 - 60 Days: | 4 |
| 61 - 90 Days: | 2 |
| 91 - 120 Days: | 5 |
| Over 120 Days: | 3 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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VENICE

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$20,075,775 |
| Average Selling Price: | \$1,544,290 |
| Average List Price: | \$1,639,769 |
| Average Sales Price / Average List Price: | 94.20% |
| Median Price: | \$1,320,000 |
| Average Days on Market: | 63 |
| Number of Listings Sold: | 13 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 4 |
| 31 - 60 Days: | 1 |
| 61 - 90 Days: | 6 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 2 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$13,100,001 |
| Average Selling Price: | \$1,871,428 |
| Average List Price: | \$2,021,857 |
| Average Sales Price / Average List Price: | 92.60% |
| Median Price: | \$1,260,000 |
| Average Days on Market: | 45 |
| Number of Listings Sold: | 7 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 4 |
| 31 - 60 Days: | 1 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 0 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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WEST HOLLYWOOD

October 2008

vs

October 2007

| | |
|---|-------------|
| Total Sold Dollar Volume: | \$7,673,000 |
| Average Selling Price: | \$1,096,142 |
| Average List Price: | \$1,151,357 |
| Average Sales Price / Average List Price: | 95.20% |
| Median Price: | \$1,175,000 |
| Average Days on Market: | 62 |
| Number of Listings Sold: | 7 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 2 |
| 31 - 60 Days: | 3 |
| 61 - 90 Days: | 0 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 2 |

| | |
|---|-------------|
| Total Sold Dollar Volume: | \$6,480,000 |
| Average Selling Price: | \$1,080,000 |
| Average List Price: | \$1,096,333 |
| Average Sales Price / Average List Price: | 98.50% |
| Median Price: | \$1,090,000 |
| Average Days on Market: | 22 |
| Number of Listings Sold: | 6 |

| | |
|----------------------|---|
| DOM Number of Units | |
| 1 - 30 Days: | 5 |
| 31 - 60 Days: | 0 |
| 61 - 90 Days: | 1 |
| 91 - 120 Days: | 0 |
| Over 120 Days: | 0 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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WESTWOOD - CENTURY CITY

October 2008

vs

October 2007

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$24,769,163 |
| Average Selling Price: | \$1,653,077 |
| Average List Price: | \$1,692,133 |
| Average Sales Price / Average List Price: | 97.70% |
| Median Price: | \$1,500,563 |
| Average Days on Market: | 51 |
| Number of Listings Sold: | 15 |

DOM Number of Units

| | |
|----------------------|---|
| 1 - 30 Days: | 7 |
| 31 - 60 Days: | 3 |
| 61 - 90 Days: | 3 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 1 |

| | |
|---|--------------|
| Total Sold Dollar Volume: | \$21,995,150 |
| Average Selling Price: | \$1,999,559 |
| Average List Price: | \$2,024,363 |
| Average Sales Price / Average List Price: | 98.80% |
| Median Price: | \$1,650,000 |
| Average Days on Market: | 30 |
| Number of Listings Sold: | 11 |

DOM Number of Units

| | |
|----------------------|---|
| 1 - 30 Days: | 9 |
| 31 - 60 Days: | 0 |
| 61 - 90 Days: | 0 |
| 91 - 120 Days: | 1 |
| Over 120 Days: | 1 |

*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.

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