

Laguna Beach Real Estate

July 2019 Sales Report

Boyd Roberts | Broker | Gallery Real Estate

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All Videos, Reports, and Charts at www.LagunaGalleryRealEstate.com

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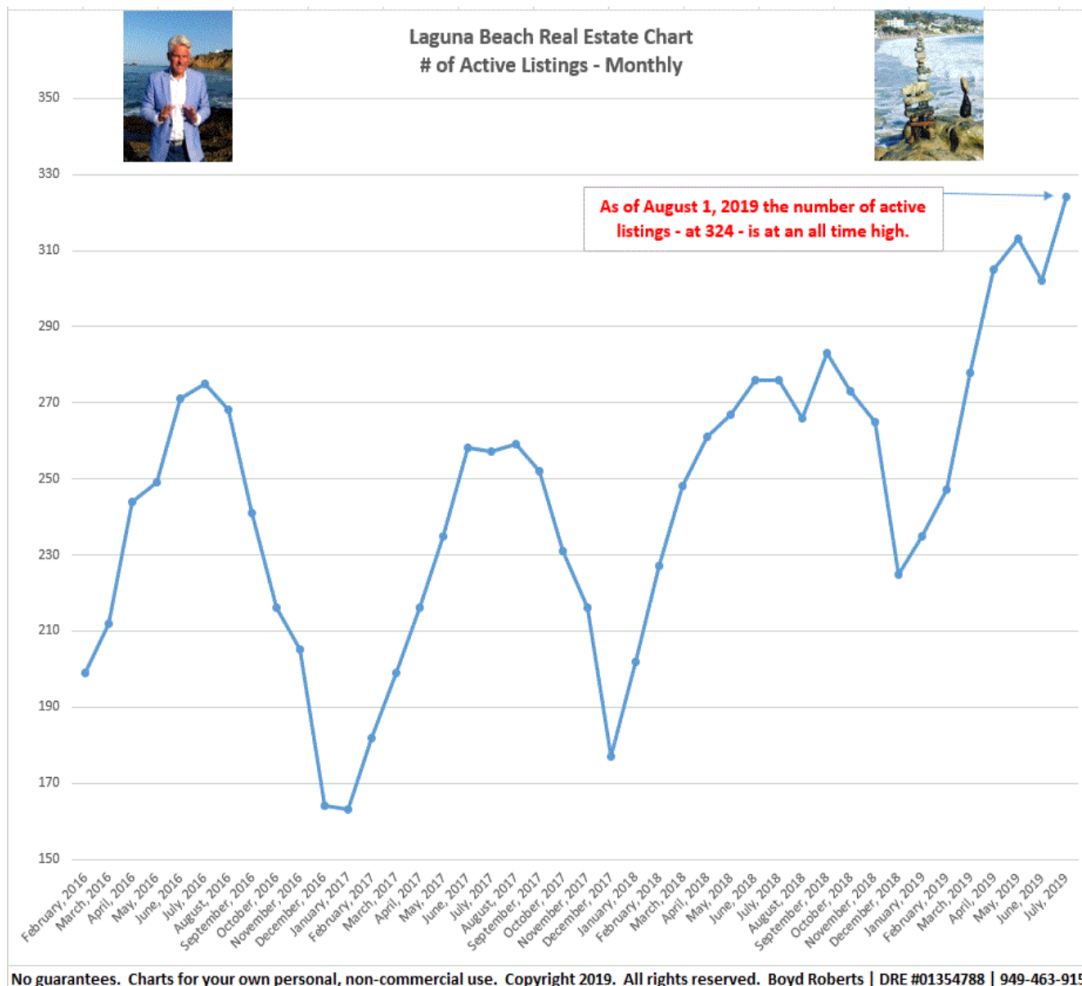
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My Take

This Laguna Beach real estate market is probably the healthiest I have ever seen. On very decent volume sold median prices were up \$55,000 in July finishing at \$1,950,000. The median price reduction was \$195,000.

2019 is looking quite positive. With the year-to-date well into record territory at \$1,925,000, my short-term pending indicator has just projected an imminent move to the upside. Also, of note: the 12-month sold median just set another record print at \$1,900,000. It looks like these puppies are not done going up.

Buyers and sellers, you will not want to miss my upcoming Laguna Beach view ordinance report. For all of my videos, reports, and charts go to my website www.LagunaGalleryRealEstate.com.



| Address | Date | July Closing Detail | | Reduction | % Reduc | \$ Sq Ft | DOM |
|------------------------------|-----------|---------------------|---------------|--------------|---------|----------|-----|
| | | Original Price | Closing Price | | | | |
| 1572 Skyline Drive | 7/1/2019 | \$ 3,195,000 | \$ 3,079,000 | \$ 116,000 | 3.6% | \$ 892 | 14 |
| 31755 Coast Unit 201 | 7/2/2019 | \$ 1,375,000 | \$ 1,340,000 | \$ 35,000 | 2.5% | \$ 1,121 | 2 |
| 2538 Monaco Drive | 7/3/2019 | \$ 14,800,000 | \$ 13,000,000 | \$ 1,800,000 | 12.1% | \$ 4,262 | 41 |
| 1037 Glenneyre Street | 7/5/2019 | \$ 1,395,000 | \$ 1,395,000 | \$ - | 0.0% | \$ 1,073 | 13 |
| 910 Emerald Bay | 7/8/2019 | \$ 4,000,000 | \$ 3,925,000 | \$ 75,000 | 1.8% | \$ 1,121 | 36 |
| 651 Nyes Place | 7/8/2019 | \$ 3,850,000 | \$ 3,250,000 | \$ 600,000 | 15.5% | \$ 1,043 | 7 |
| 345 Hawthorne Road | 7/8/2019 | \$ 1,800,000 | \$ 1,641,630 | \$ 158,370 | 8.7% | \$ 1,227 | 1 |
| 247 Emerald Bay | 7/10/2019 | \$ 4,695,000 | \$ 4,225,000 | \$ 470,000 | 10.0% | \$ 1,656 | 166 |
| 2526 Encina Way | 7/11/2019 | \$ 2,595,000 | \$ 1,915,000 | \$ 680,000 | 26.2% | \$ 698 | 380 |
| 888 Van Dyke Drive | 7/11/2019 | \$ 3,595,000 | \$ 3,150,000 | \$ 445,000 | 12.3% | \$ 651 | 102 |
| 3018 Bern Drive | 7/12/2019 | \$ 1,895,000 | \$ 1,850,000 | \$ 45,000 | 2.3% | \$ 968 | 14 |
| 276 La Brea Street | 7/12/2019 | \$ 849,000 | \$ 1,300,000 | \$ (451,000) | -53.1% | \$ 2,708 | 24 |
| 925 Park Avenue | 7/15/2019 | \$ 2,399,000 | \$ 1,900,000 | \$ 499,000 | 20.8% | \$ 756 | 439 |
| 21 Lagunita Drive | 7/15/2019 | \$ 12,995,000 | \$ 11,750,000 | \$ 1,245,000 | 9.5% | \$ 3,139 | 108 |
| 1295 Dunning Drive | 7/18/2019 | \$ 1,495,000 | \$ 1,370,000 | \$ 125,000 | 8.3% | \$ 695 | 244 |
| 435 Agate Street | 7/18/2019 | \$ 4,335,000 | \$ 4,225,000 | \$ 110,000 | 2.5% | \$ 1,536 | 21 |
| 750 Alta Vista Way | 7/19/2019 | \$ 2,995,000 | \$ 2,325,000 | \$ 670,000 | 22.3% | \$ 710 | 320 |
| 594 Cliff Drive | 7/19/2019 | \$ 6,995,000 | \$ 6,400,000 | \$ 595,000 | 8.5% | \$ 1,677 | 109 |
| 21641 Wesley Drive Unit B | 7/19/2019 | \$ 658,000 | \$ 665,000 | \$ (7,000) | -1.0% | \$ 806 | 10 |
| 715 Mystic Way | 7/22/2019 | \$ 4,695,000 | \$ 4,500,000 | \$ 195,000 | 4.1% | \$ 1,329 | 78 |
| 371 Myrtle Street | 7/22/2019 | \$ 1,799,000 | \$ 1,750,000 | \$ 49,000 | 2.7% | \$ 1,463 | 11 |
| 904 Miramar Street | 7/23/2019 | \$ 2,485,000 | \$ 1,950,000 | \$ 535,000 | 21.5% | \$ 922 | 313 |
| 31051 Coast Highway | 7/23/2019 | \$ 11,950,000 | \$ 9,900,000 | \$ 2,050,000 | 17.1% | \$ 3,193 | 311 |
| 28871 Top of the World Drive | 7/24/2019 | \$ 1,937,000 | \$ 1,797,000 | \$ 140,000 | 7.2% | \$ 630 | 97 |
| 31618 2nd Avenue | 7/24/2019 | \$ 1,099,000 | \$ 909,000 | \$ 190,000 | 17.2% | \$ 1,103 | 95 |
| 21711 Westly Drive Unit B | 7/25/2019 | \$ 669,000 | \$ 655,000 | \$ 14,000 | 2.0% | \$ 727 | 3 |
| 2641 Solana Way | 7/25/2019 | \$ 1,199,000 | \$ 1,100,000 | \$ 99,000 | 8.2% | \$ 1,294 | 5 |
| 841 Fen Way | 7/29/2019 | \$ 3,595,000 | \$ 3,100,000 | \$ 495,000 | 13.7% | \$ 1,226 | 78 |
| 10 Bay Drive | 7/30/2019 | \$ 6,900,000 | \$ 5,335,000 | \$ 1,565,000 | 22.6% | \$ 1,560 | 357 |
| 686 Holly Street | 7/30/2019 | \$ 2,250,000 | \$ 2,030,000 | \$ 220,000 | 9.7% | \$ 1,230 | 118 |
| 3119 Alta Laguna Boulevard | 7/30/2019 | \$ 1,690,000 | \$ 1,613,950 | \$ 76,050 | 4.5% | \$ 984 | 6 |
| 908 Quivera Street | 7/30/2019 | \$ 3,695,000 | \$ 2,575,000 | \$ 1,120,000 | 30.3% | \$ 710 | 437 |
| 687 Catalina | 7/31/2019 | \$ 2,200,000 | \$ 1,925,000 | \$ 275,000 | 12.5% | \$ 847 | 32 |
| 254 Wave Street | 7/31/2019 | \$ 2,750,000 | \$ 2,490,315 | \$ 259,685 | 9.4% | \$ 1,206 | 77 |
| | | | | | | | |
| | | Median | \$ 1,950,000 | \$ 195,000 | 8.7% | \$ 1,103 | 77 |

July 2019 Sales Data

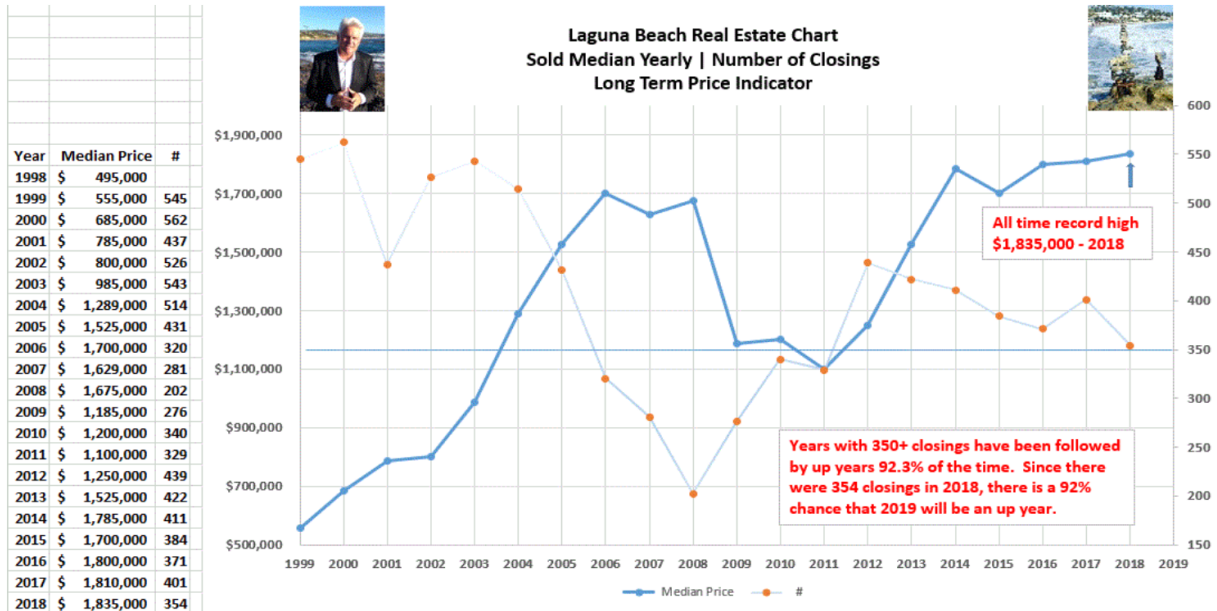
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|---|---------------------|---------------------|
| Active Median (As of 8/1/2019) | \$ 2,799,000 | 324 Listings |
| Days on Market (DOM) Median | | 100 Days |
| \$ per Square Foot Median | | \$ 1,208 |
| Pending Median (As of 8/1/2019) | \$ 2,200,000 | 52 Listings |
| DOM Median | | 101 Days |
| \$ per Square Foot Median | | \$ 1,147 |
| Sold Median July 2019 | \$ 1,950,000 | 34 Sales |
| Price Reduction Median | \$ 195,000 | 8.7 % |
| DOM Median | | 40 Days |
| \$ Per Square Foot Median | | \$ 1,049 |
| Sold 3 Month Median (5/1/2019 – 7/31/2019) | \$ 1,900,000 | 108 Sales |
| DOM Median | | 40 Days |
| \$ Per Square Foot Median | | \$ 1,049 |
| Sold 2018 Median | \$ 1,835,000 | 354 Sales |
| Sold YTD Median | \$ 1,925,000 | 217 Sales |
| Sold 6 Month Median (2/1/2019 – 7/31/2019) | \$ 1,925,000 | 195 Sales |
| Sold 12 Month Median (8/1/2018 – 7/31/2019) | \$ 1,900,000 | 344 Sales |
| Price Reduction Median | \$ 200,000 | 9.9 % |
| DOM Median | | 85 Days |
| \$ Per Square Foot Median | | \$ 1,027 |
| Supply 3 Month Adjusted Supply | 9.5 Months | 9.0 Months |
| The Spread (Actives – Solds) Median | | + \$ 849,000 |
| The Short-Term Pending Indicator (Pendings – Solds) Median | | + \$ 250,000 |

Market Segment Analysis

| MARKET SEGMENT | ACTIVE (As of 8/1/2019) | SOLD (last 3 Months) | SUPPLY (Adj 3 Months) | TYPE |
|----------------------------------|-----------------------------------|--------------------------------|---------------------------------|---------------------|
| \$1,499,999- | 16.9% | 27.7% | 5.5 Months | Seller's Mkt |
| \$1,500,000 - \$1,999,999 | 15.7% | 25.9% | 5.4 Months | Seller's Mkt |
| \$2,000,000 - \$2,999,999 | 23.1% | 19.4% | 10 Months | Neutral Mkt |
| \$3,000,000 - \$4,999,999 | 20.6% | 18.5% | 10 Months | Neutral Mkt |
| \$5,000,000 - \$9,999,999 | 14.8% | 4.6% | 28 Months | Buyer's Mkt |
| \$10,000,000+ | 10.1% | 3.7% | 24 Months | Buyer's Mkt |

Current Price Projections

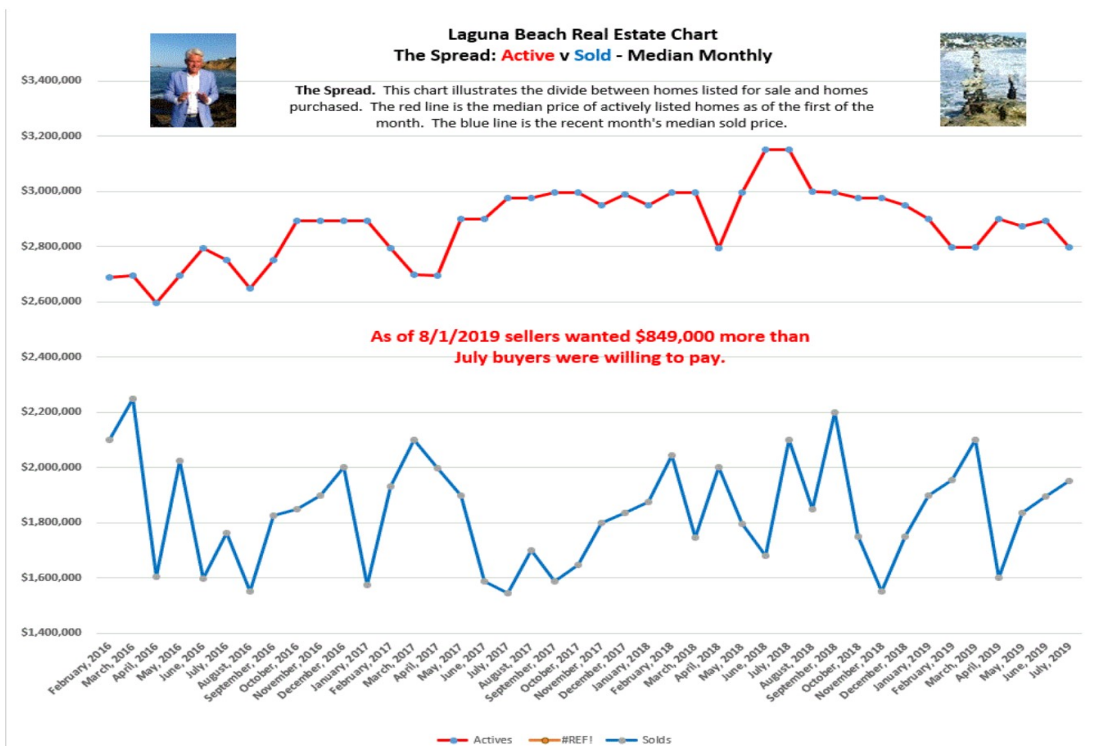
| | |
|--|-----------|
| The Short-Term Pending Indicator (As of 8/1/2019) Projection for Short Term | Up |
| The Long-Term Price Indicator (As of 1/1/2019) Projection for 2019 | Up |



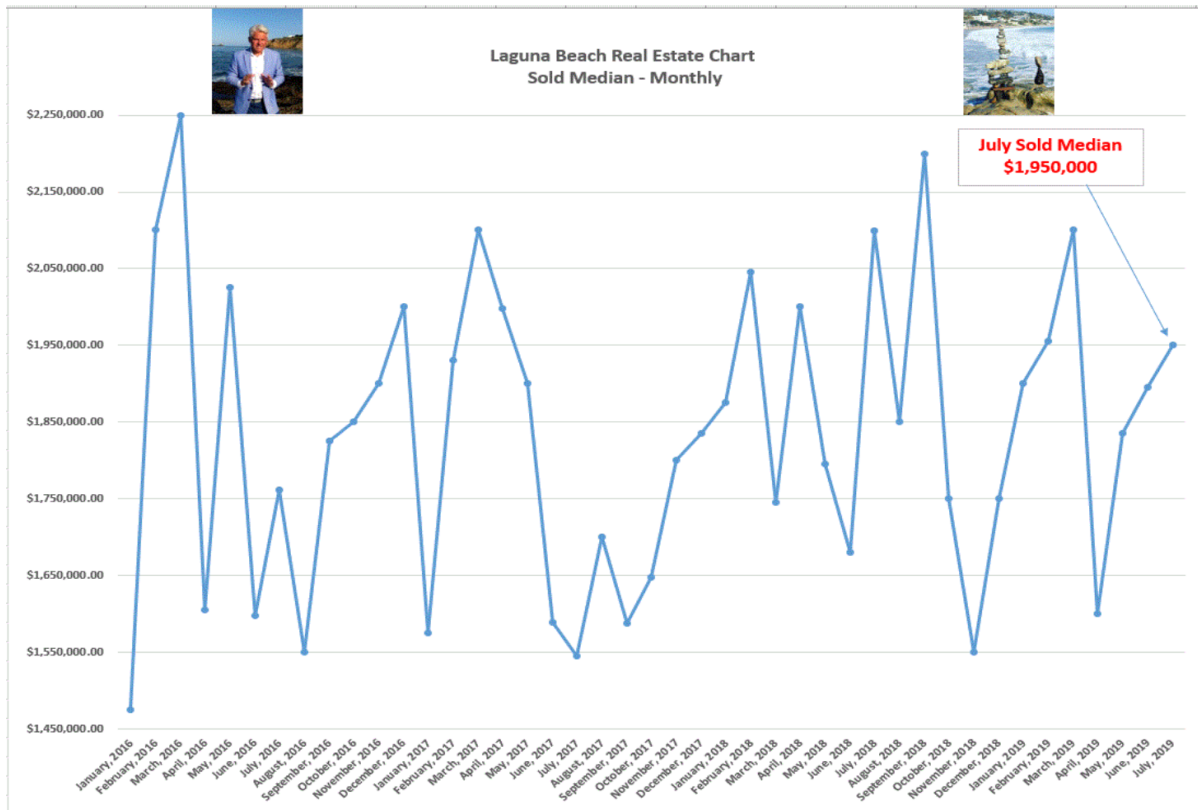
350 annual closings seems to be the sweet spot. Looking at the years with at least 350 closings (1999, 2000, 2001, 2002, 2003, 2004, 2005, 2012, 2013, 2014, 2015, 2016, and 2017), every following year – except for 2015 – was an up year. The reverse is not as predictive. 2006, 2007, 2008, 2009, 2010, and 2011 all recorded less than 350 closing. Three of the following years (2007, 2009, and 2011) were down. Why? Lagunans tend to sell when they think the price is high enough. When it is not, they simply withdrawal from the market. Volume over 350 closings seems to be the only indicator of an up market. Boyd Roberts is solely responsible for all content/statements/opinions and conclusions. He is a licensed broker and

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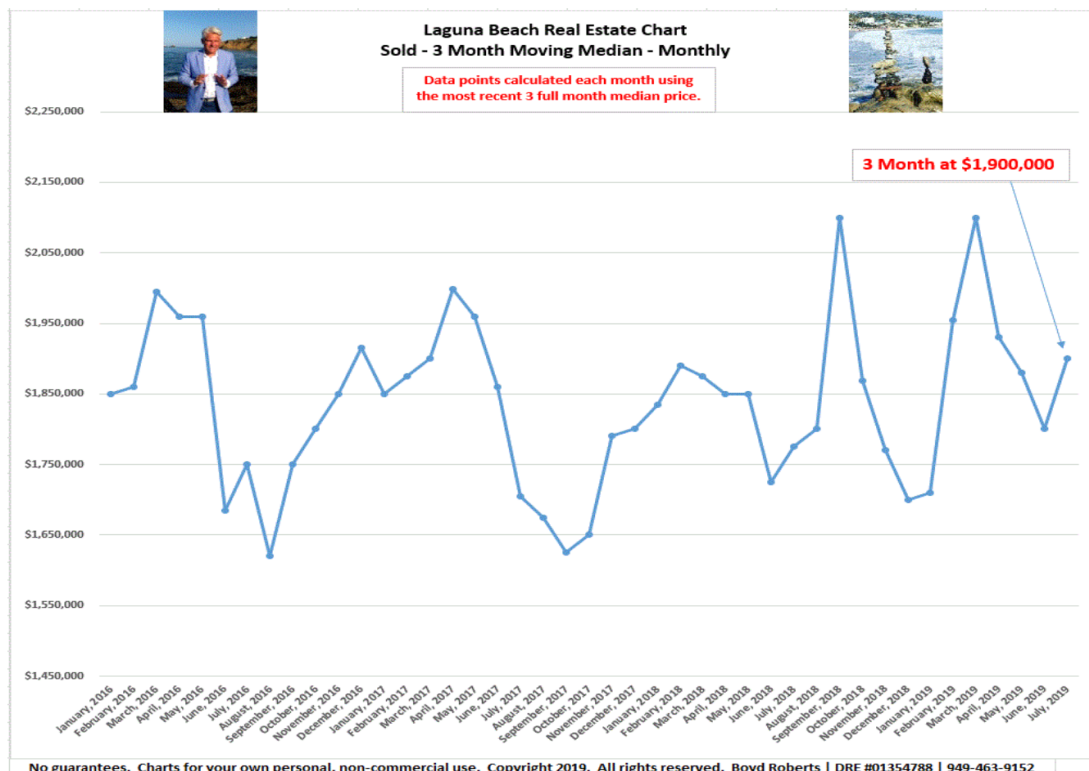
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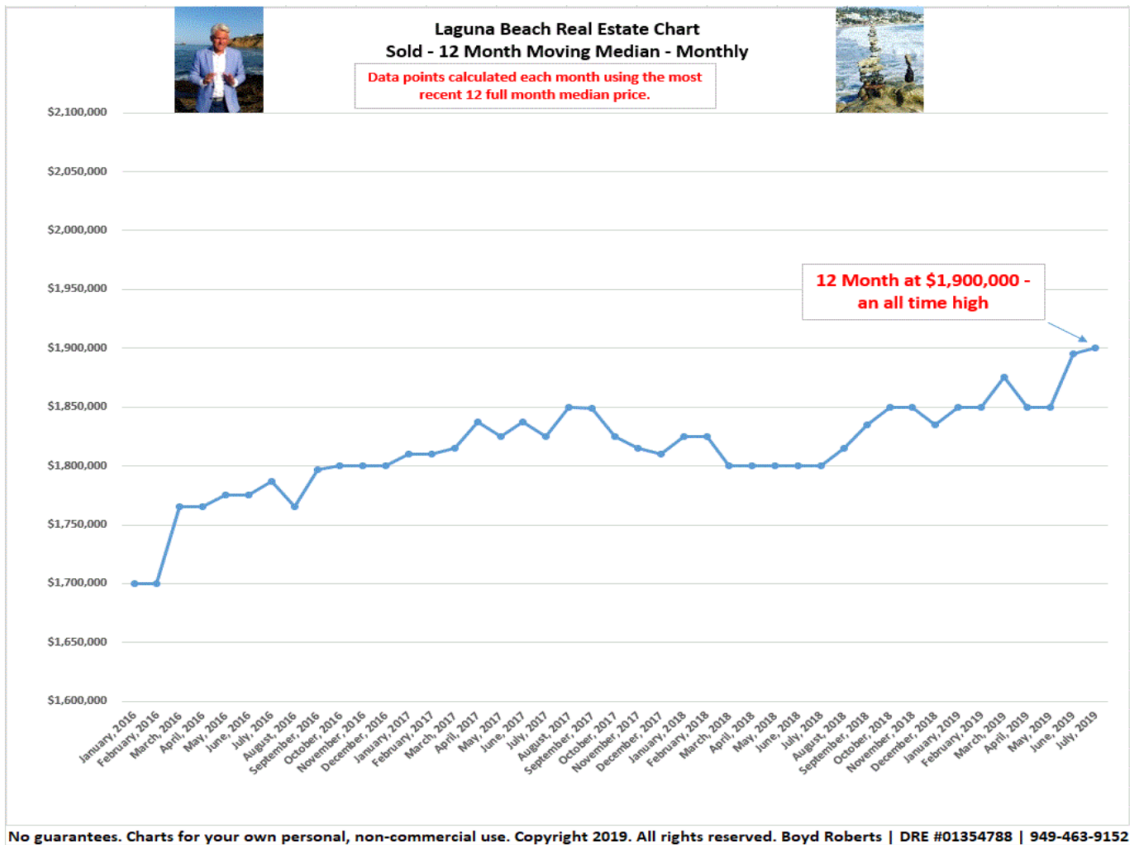
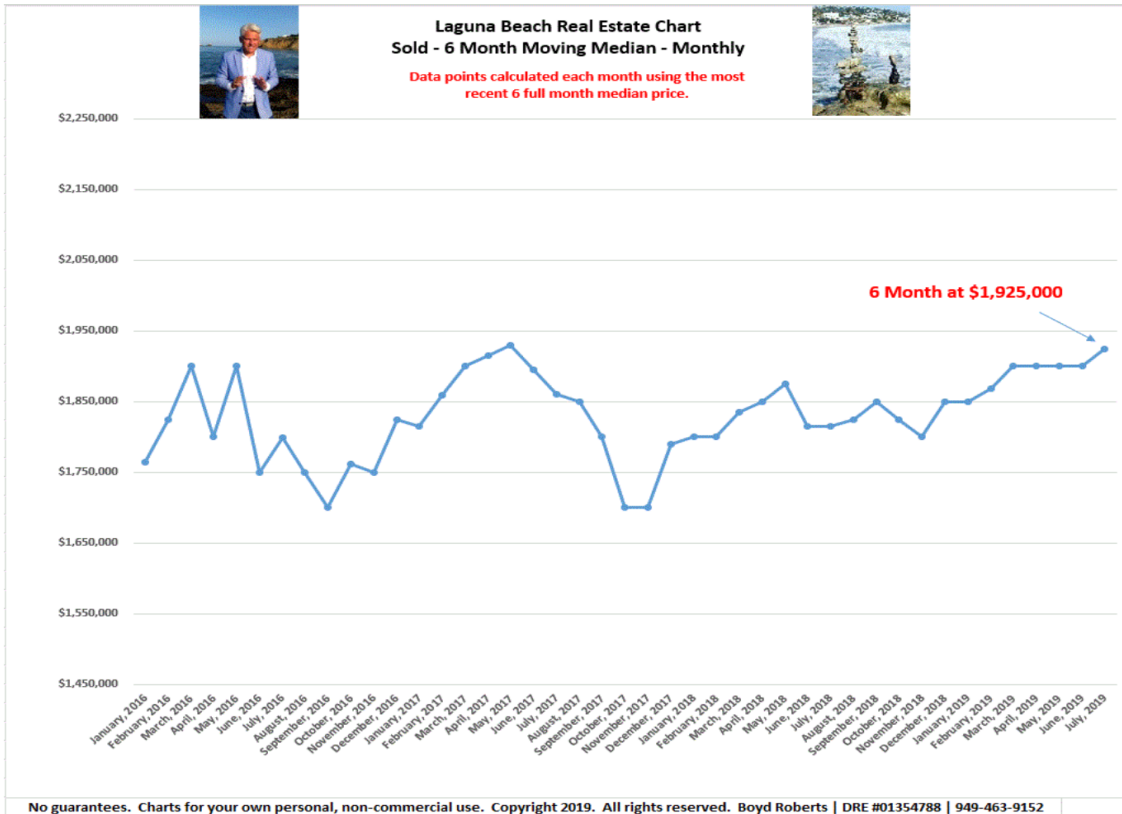
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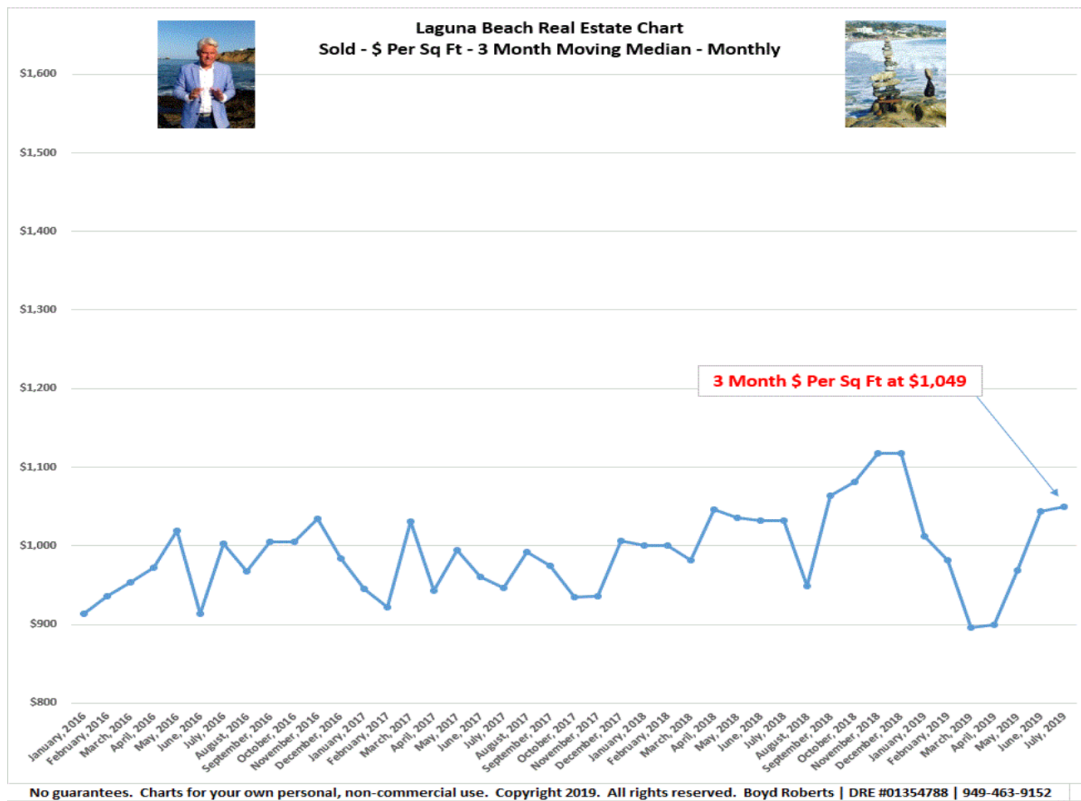
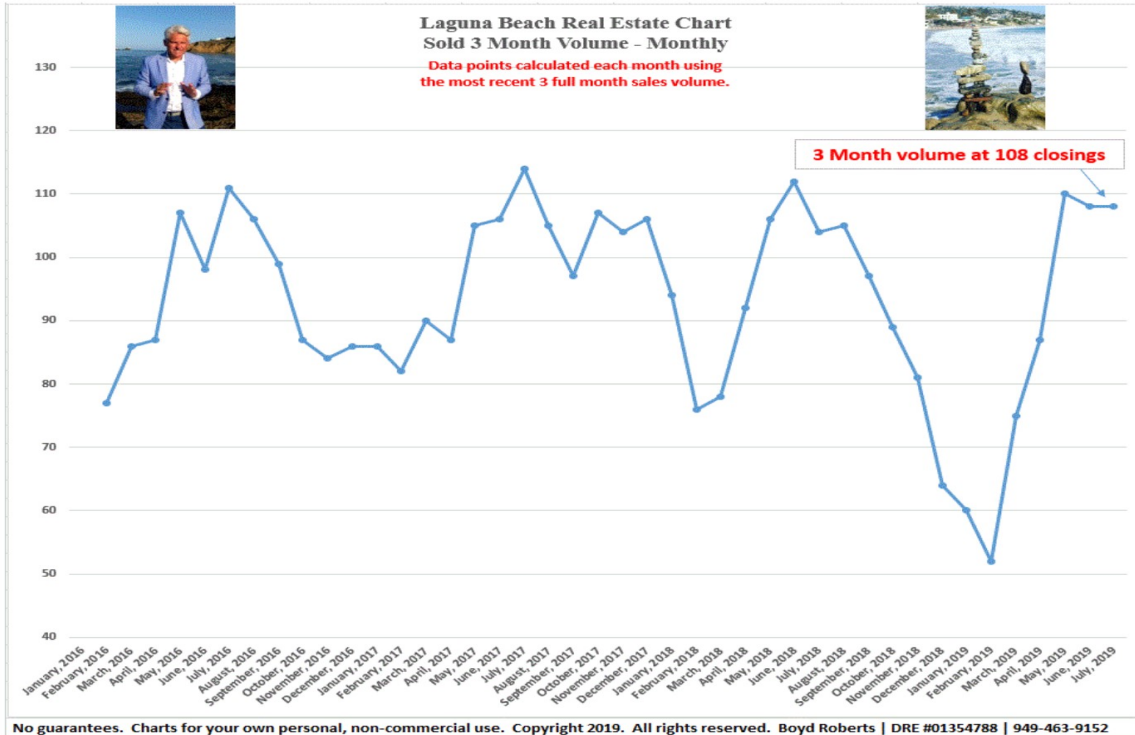


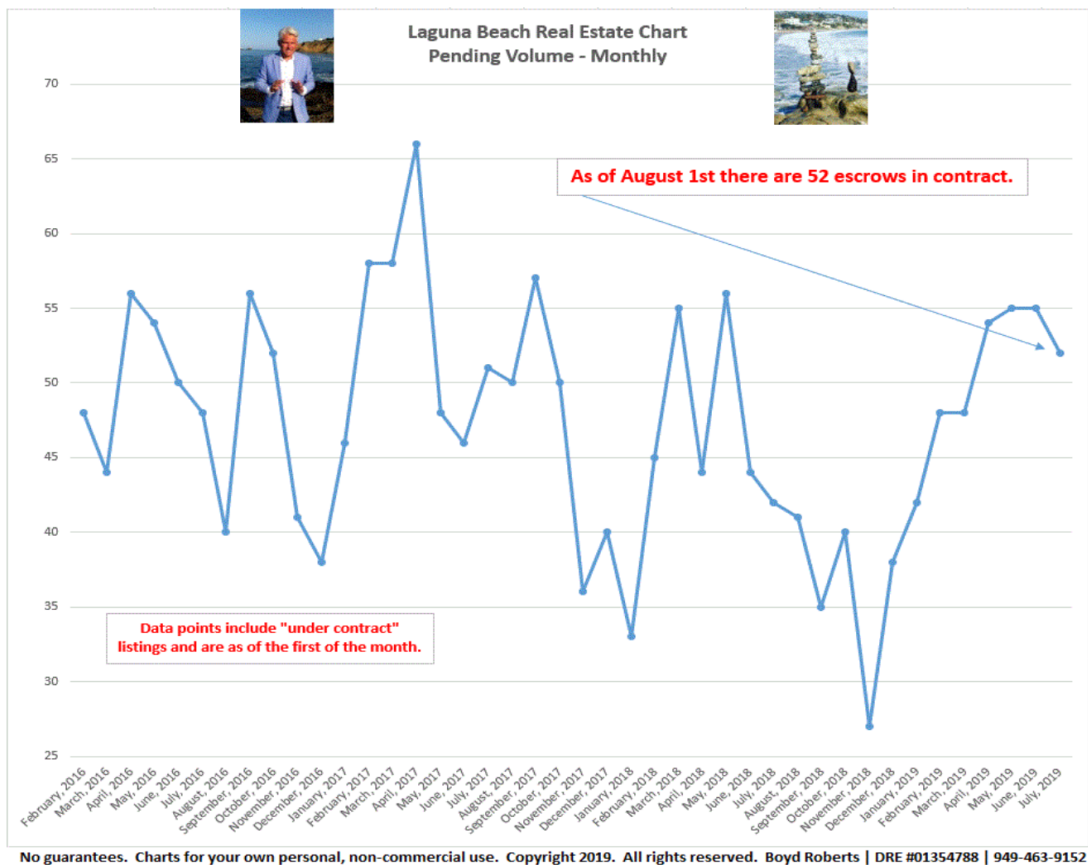
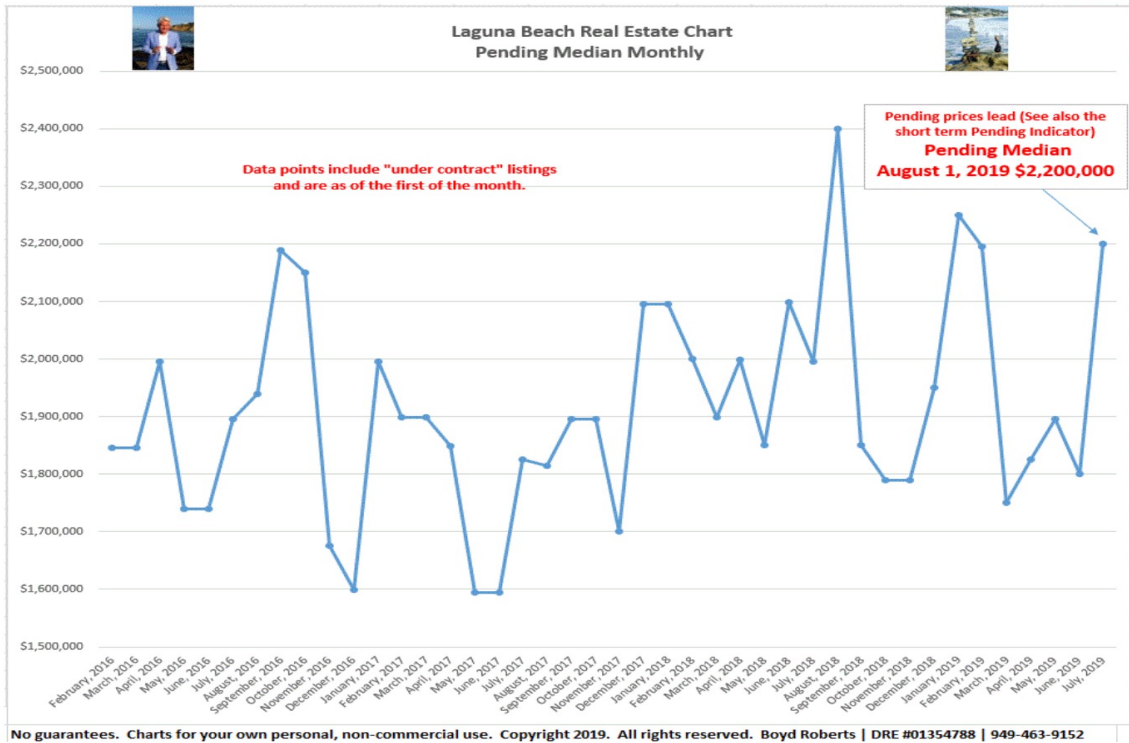
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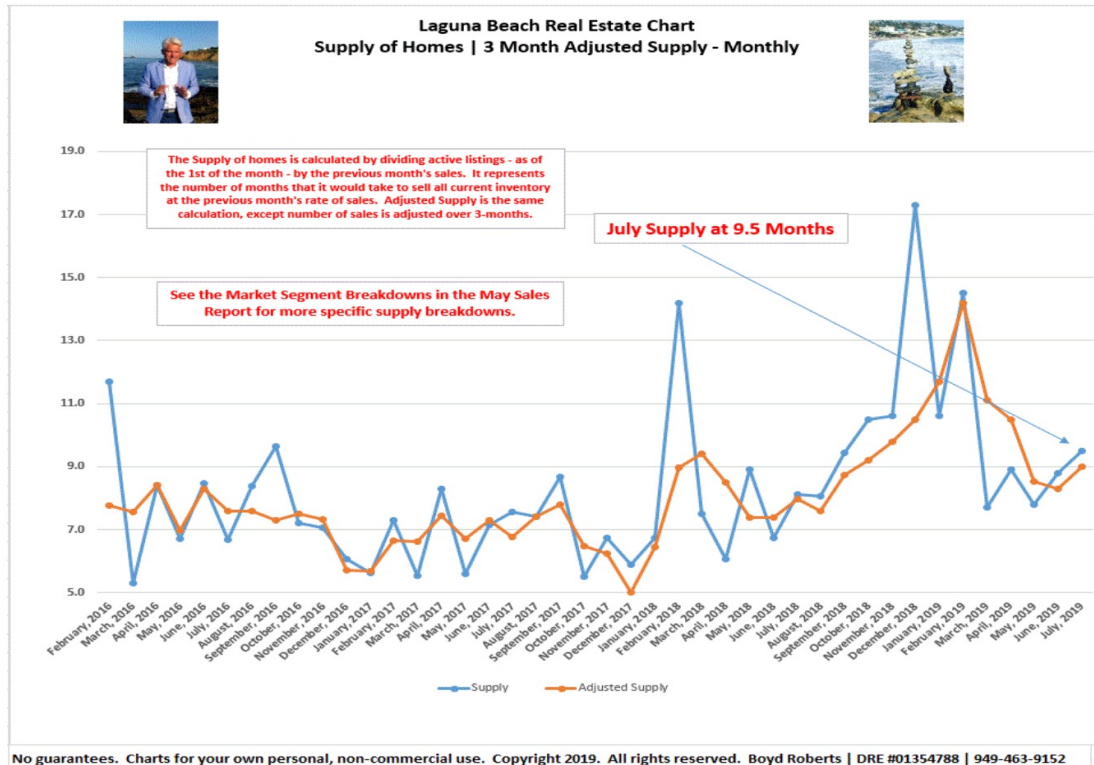


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Short Term Pending Indicator. When the current month pending median (as of the 1st) is \$250,000 or more plus/minus the previous month's sold median, the short-term Pending Indicator issues an up/down signal. It has had 17 up/down signals since February 2016. All 17 of those signals accurately projected the short-term price movement. Sixteen of these moves occurred within 1 month. One signal took 2 months. The average move was 15%. Past performance is not indicative of future results.

Long Term Price Indicator. When there are 350 or more closings at the end of a calendar year, the Long-Term Price Indicator-projects that the following year will be up in price. Since 1999 this methodology has accurately projected every up year since 1999 (2015 is the exception). Past performance is not indicative of future results.

Boyd Roberts was licensed as a salesperson in 2002 and as a broker in 2004. Individually and as a broker he has closed or overseen the closings of over 800 real estate and real estate loan transactions totaling more than a \$1/4 billion. Call him for outstanding service.

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