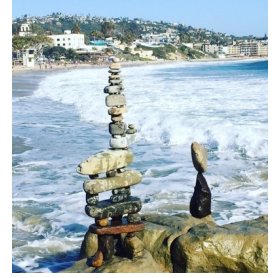


Laguna Beach Real Estate Magazine

June 2021 | [Edition #72]



SOLD MEDIAN \$2,689,000 - 76,000 | **\$ PER SQ FT** \$1,251 + 12 | **SUPPLY** 1.8 MONTHS - .5 | **30-YEAR JUMBO** 3.12% - .12

Laguna Up \$1.2M

Listings Plunge on Record Volume | Supply Implodes

Median Laguna Beach sold prices are up \$521,000 year to date, \$729,000 year over year, and \$1,214,000 since the shutdown. Chart page 6.

In terms of \$ per square foot (3-month) we are up 16% since December and 40% year over year. Chart page 9.

The five-year median number of active listings is 227. Historically, the supply increases approximately 100 listings from January 1st into the summer months and declines 100 listings through the end of the year - except this last year. We started 2021 with only 136 listings. On July

1st when there are typically 250 to 300 active listings, we were at only 117 – a multiyear low. Chart page 7.

The 5-year median number of monthly closings is 32. June’s number was 64 closings, a multiyear high. Chart page 8.

If you divide the July 1st number of active listings (117) by the June rate of sales (64) you can estimate the number of months (1.82) that it would take to sell all actively listed homes. The 5-year median is 7.2 months. Notice that the May 2020 supply was 13.2 months and has now collapsed by 86%. How high does the price have to go before sellers list their home for sale? Chart page 7.



This Issue:

- ⇒ My Take P 1
- ⇒ Closing Detail P 2
- ⇒ Sales Data. P 4
- ⇒ Price Forecasts. P 4
- ⇒ \$10M+ Report. P 5
- ⇒ Price Charts. P 6
- ⇒ Supply Charts. P 7
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- ⇒ 3 Month \$PSF Chart . . . P 9
- ⇒ Sector Supply Charts . P 10

Laguna Beach Real Estate Magazine

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949-463-9152

June Closing Detail

	Address	Date	Original Price	Closing Price	Reduction	% Reducti	S Sq Ft	DOM
1	31712 Florence Avenue, Laguna Beach, CA 92651	6/1/2021	\$ 1,185,000	\$ 1,250,000	\$ (65,000)	-5.5%	\$ 1,974	13
2	744 Manzanita Drive, Laguna Beach, CA 92651	6/1/2021	\$ 2,750,000	\$ 2,750,000	\$ -	0.0%	\$ 1,944	0
3	916 Santa Ana Street, Laguna Beach, CA 92651	6/1/2021	\$ 1,899,000	\$ 1,821,500	\$ 77,500	4.1%	\$ 855	9
4	229 High Drive, Laguna Beach, CA 92651	6/1/2021	\$ 2,195,000	\$ 1,975,000	\$ 220,000	10.0%	\$ 1,319	72
5	33 Lagunita Dr, Laguna Beach, CA 92651	6/2/2021	\$ 4,000,000	\$ 3,950,000	\$ 50,000	1.3%	\$ 2,479	10
6	2100 Crestview Drive, Laguna Beach, CA 92651	6/2/2021	\$ 3,399,000	\$ 3,250,000	\$ 149,000	4.4%	\$ 1,110	54
7	2672 Pala Way, Laguna Beach, CA 92651	6/3/2021	\$ 1,995,000	\$ 2,000,000	\$ (5,000)	-0.3%	\$ 1,194	3
8	335 Alta Vista Way, Laguna Beach, CA 92651	6/4/2021	\$ 1,695,000	\$ 1,695,000	\$ -	0.0%	\$ 1,251	18
9	840 Canyon View Drive, Laguna Beach, CA 92651	6/4/2021	\$ 4,295,000	\$ 3,995,000	\$ 300,000	7.0%	\$ 1,125	172
10	121 Santa Rosa Court, Laguna Beach, CA 92651	6/7/2021	\$ 664,900	\$ 675,000	\$ (10,100)	-1.5%	\$ 488	21
11	4 Emerald Bay, Laguna Beach, CA 92651	6/7/2021	\$ 8,500,000	\$ 8,500,000	\$ -	0.0%	\$ 1,974	56
12	496 Cypress Drive, Laguna Beach, CA 92651	6/7/2021	\$ 2,499,999	\$ 2,370,000	\$ 129,999	5.2%	\$ 1,265	322
13	920 Quivera Street, Laguna Beach, CA 92651	6/7/2021	\$ 3,399,000	\$ 3,200,000	\$ 199,000	5.9%	\$ 941	42
14	31365 Monterey Street, Laguna Beach, CA 92651	6/8/2021	\$ 3,999,000	\$ 3,580,000	\$ 419,000	10.5%	\$ 946	214
15	2088 San Remo Drive, Laguna Beach, CA 92651	6/8/2021	\$ 3,200,000	\$ 2,780,000	\$ 420,000	13.1%	\$ 1,438	55
16	400 Los Robles, Laguna Beach, CA 92651	6/8/2021	\$ 4,199,000	\$ 3,570,000	\$ 629,000	15.0%	\$ 857	40
17	730 Kendall Drive, Laguna Beach, CA 92651	6/9/2021	\$ 2,495,000	\$ 2,500,000	\$ (5,000)	-0.2%	\$ 727	0
18	465 Monterey Drive, Laguna Beach, CA 92651	6/9/2021	\$ 2,495,000	\$ 2,400,000	\$ 95,000	3.8%	\$ 1,784	35
19	400 San Nicholas Court, Laguna Beach, CA 92651	6/10/2021	\$ 710,000	\$ 740,000	\$ (30,000)	-4.2%	\$ 518	8
20	2545 Iris Way, Laguna Beach, CA 92651	6/10/2021	\$ 2,895,000	\$ 2,900,000	\$ (5,000)	-0.2%	\$ 1,185	79
21	183 Acacia Drive, Laguna Beach, CA 92651	6/10/2021	\$ 1,375,000	\$ 1,375,000	\$ -	0.0%	\$ 1,904	5
22	775 Summit Drive, Laguna Beach, CA 92651	6/10/2021	\$ 3,595,000	\$ 2,790,000	\$ 805,000	22.4%	\$ 739	307
23	31521 Bluff Drive, Laguna Beach, CA 92651	6/10/2021	\$ 23,995,000	\$ 19,750,000	\$ 4,245,000	17.7%	\$ 3,992	58
24	560 Saint Anns Drive, Laguna Beach, CA 92651	6/11/2021	\$ 1,899,900	\$ 2,115,000	\$ (215,100)	-11.3%	\$ 1,374	13
25	57 La Costa Ct, Laguna Beach, CA 92651	6/11/2021	\$ 995,000	\$ 1,010,000	\$ (15,000)	-1.5%	\$ 783	12
26	21692 Ocean Vista Dr. #D, Laguna Beach, CA 92651	6/11/2021	\$ 949,000	\$ 805,000	\$ 144,000	15.2%	\$ 974	6
27	31382 Monterey Street, Laguna Beach, CA 92651	6/11/2021	\$ 4,375,000	\$ 3,700,000	\$ 675,000	15.4%	\$ 1,467	74
28	2780 Victoria Drive, Laguna Beach, CA 92651	6/11/2021	\$ 3,300,000	\$ 2,450,000	\$ 850,000	25.8%	\$ 1,165	228
29	390 Ruby Street, Laguna Beach, CA 92651	6/15/2021	\$ 2,250,000	\$ 2,150,000	\$ 100,000	4.4%	\$ 2,237	14
30	1545 Bluebird Canyon Drive, Laguna Beach, CA 92651	6/15/2021	\$ 2,975,000	\$ 2,875,000	\$ 100,000	3.4%	\$ 1,008	89
31	1355 Coral Drive, Laguna Beach, CA 92651	6/15/2021	\$ 4,499,000	\$ 4,300,000	\$ 199,000	4.4%	\$ 1,187	0
32	724 Davis Way, Laguna Beach, CA 92651	6/16/2021	\$ 4,650,000	\$ 4,575,000	\$ 75,000	1.6%	\$ 1,058	30
33	2780 Victoria Drive, Laguna Beach, CA 92651	6/16/2021	\$ 3,300,000	\$ 2,450,000	\$ 850,000	25.8%	\$ 1,165	228
34	21692 Ocean Vista Dr #E, Laguna Beach, CA 92651	6/17/2021	\$ 949,000	\$ 959,000	\$ (10,000)	-1.1%	\$ 959	28
35	234 Cliff Drive #8, Laguna Beach, CA 92651	6/17/2021	\$ 1,050,000	\$ 1,050,000	\$ -	0.0%	\$ 1,124	3
36	24 S Portola, Laguna Beach, CA 92651	6/17/2021	\$ 2,995,000	\$ 2,689,000	\$ 306,000	10.2%	\$ 3,519	71
37	8 Rockledge Road, Laguna Beach, CA 92651	6/17/2021	\$ 10,500,000	\$ 9,500,000	\$ 1,000,000	9.5%	\$ 1,938	231
38	2843 Chateau Way, Laguna Beach, CA 92651	6/18/2021	\$ 1,995,000	\$ 2,000,000	\$ (5,000)	-0.3%	\$ 1,023	16
39	604 Anita Street, Laguna Beach, CA 92651	6/18/2021	\$ 2,150,000	\$ 2,150,000	\$ -	0.0%	\$ 1,707	5
40	27 N Vista De La Luna, Laguna Beach, CA 92651	6/22/2021	\$ 4,295,000	\$ 3,850,000	\$ 445,000	10.4%	\$ 1,750	157
41	355 Camden Place, Laguna Beach, CA 92651	6/23/2021	\$ 5,995,000	\$ 5,890,000	\$ 105,000	1.8%	\$ 1,418	12
42	2991 Zurich Court, Laguna Beach, CA 92651	6/23/2021	\$ 3,475,000	\$ 3,012,500	\$ 462,500	13.3%	\$ 1,087	57
43	1100 Balboa Avenue, Laguna Beach, CA 92651	6/23/2021	\$ 9,900,000	\$ 8,700,000	\$ 1,200,000	12.1%	\$ 1,621	102
44	680 Catalina, Laguna Beach, CA 92651	6/24/2021	\$ 1,185,000	\$ 1,185,000	\$ -	0.0%	\$ 1,187	0
45	640 Mystic, Laguna Beach, CA 92651	6/24/2021	\$ 7,495,000	\$ 6,800,000	\$ 695,000	9.3%	\$ 1,435	212

Continued next page

June Closing Detail

Continued

	Address	Date	Original Price	Closing Price	Reduction	% Reducti	\$ Sq Ft	DOM
46	994 La Mirada Street, Laguna Beach, CA 92651	6/25/2021	\$ 1,700,000	\$ 1,725,000	\$ (25,000)	-1.5%	\$ 889	7
47	437 Canyon Acres Drive, Laguna Beach, CA 92651	6/25/2021	\$ 1,150,000	\$ 1,110,000	\$ 40,000	3.5%	\$ 1,165	13
48	31561 Table Rock Drive Unit#418, Laguna Beach, C	6/25/2021	\$ 1,695,000	\$ 1,571,625	\$ 123,375	7.3%	\$ 1,431	79
49	84 S La Senda Drive, Laguna Beach, CA 92651	6/25/2021	\$ 10,495,000	\$ 10,250,000	\$ 245,000	2.3%	\$ 2,342	0
50	33 Emerald Bay, Laguna Beach, CA 92651	6/25/2021	\$ 13,995,000	\$ 12,689,220	\$ 1,305,781	9.3%	\$ 2,114	124
51	2240 Hillview Drive, Laguna Beach, CA 92651	6/28/2021	\$ 2,975,000	\$ 2,915,000	\$ 60,000	2.0%	\$ 906	65
52	30661 Marilyn Drive, Laguna Beach, CA 92651	6/28/2021	\$ 2,500,000	\$ 2,200,000	\$ 300,000	12.0%	\$ 1,417	66
53	31642 Jewel Avenue, Laguna Beach, CA 92651	6/29/2021	\$ 1,995,000	\$ 2,125,000	\$ (130,000)	-6.5%	\$ 1,254	7
54	2660 Pala Way, Laguna Beach, CA 92651	6/29/2021	\$ 1,695,000	\$ 1,720,000	\$ (25,000)	-1.5%	\$ 1,908	4
55	1053 Katella Street, Laguna Beach, CA 92651	6/29/2021	\$ 2,295,000	\$ 2,300,000	\$ (5,000)	-0.2%	\$ 1,352	37
56	1029 Baja Street, Laguna Beach, CA 92651	6/29/2021	\$ 1,400,000	\$ 1,400,000	\$ -	0.0%	\$ 866	0
57	2492 Gleneyre Street, Laguna Beach, CA 92651	6/29/2021	\$ 4,950,000	\$ 4,950,000	\$ -	0.0%	\$ 1,137	1
58	1585 S Coast Highway #55, Laguna Beach, CA 9265	6/29/2021	\$ 2,498,000	\$ 2,448,000	\$ 50,000	2.0%	\$ 1,547	107
59	31371 Coast, Laguna Beach, CA 92651	6/29/2021	\$ 15,995,000	\$ 14,450,000	\$ 1,545,000	9.7%	\$ 3,532	31
60	20 N Vista De Catalina, Laguna Beach, CA 92651	6/30/2021	\$ 4,750,000	\$ 4,750,000	\$ -	0.0%	\$ 1,315	0
61	631 Virginia Park Drive, Laguna Beach, CA 92651	6/30/2021	\$ 3,750,000	\$ 3,734,000	\$ 16,000	0.4%	\$ 1,659	3
62	1060 Gleneyre Street, Laguna Beach, CA 92651	6/30/2021	\$ 2,999,000	\$ 2,900,000	\$ 99,000	3.3%	\$ 1,306	45
63	2820 Park Place, Laguna Beach, CA 92651	6/30/2021	\$ 2,899,000	\$ 2,757,500	\$ 141,500	4.9%	\$ 982	58
64	390 Saint Anns Drive, Laguna Beach, CA 92651	6/30/2021	\$ 2,000,000	\$ 1,810,000	\$ 190,000	9.5%	\$ 919	45
65								
66	Not used in calculations		Median	\$ 2,689,000	\$ 100,000	3.8%	\$ 1,251	42



4% Listing

- ◇ 2.5% Paid to the buyer's agent
- ◇ View Restoration Consulting
- ◇ Full Service | Open Houses
- ◇ Call [949-463-9152](tel:949-463-9152) for Details

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June 2021 Sales Data

Active Median (As of 7/1/2021)	\$ 3,995,000	117 Listings
Days on Market (DOM) Median		58 Days
\$ per Square Foot Median		\$ 1,592
Pending Median (As of 7/1/2021)	\$ 2,450,000	66 Listings
DOM Median		35 Days
\$ per Square Foot Median		\$ 1,161
Sold Median June 2021	\$ 2,689,000	64 Sales
Price Reduction Median	\$ 100,000	3.8 %
DOM Median		42 Days
\$ Per Square Foot Median		\$ 1,251
Sold 3 Month Median	\$ 2,689,000	178 Sales
\$ Per Square Foot Median		\$ 1,254
Sold 6 Month Median	\$ 2,521,596	291 Sales
Sold 12 Month Median	\$ 2,275,000	585 Sales
Price Reduction Median	\$ 125,000	5.4 %
DOM Median		53 Days
\$ Per Square Foot Median		\$ 1,137
Sold 2020 Median	\$ 2,000,000	443 Sales
Sold YTD	\$ 2,521,596	291 Sales
SPREAD (Active - Sold)		+ \$1,306,000
PENDING INDICATOR (Pending - Sold)		- \$ 239,000
June Supply	1.8 Months	Seller's Market
June 3 Month Supply	1.9 Months	Seller's Market
\$1,499,999 -	.96 Months	Seller's Market
\$1,500,000 - \$1,999,999	.75 Months	Seller's Market
\$2,000,000 - \$2,999,999	1.3 Months	Seller's Market
\$3,000,000 - \$4,999,999	2.0 Months	Seller's Market
\$5,000,000 - \$9,999,999	3.3 Months	Seller's Market
\$10,000,000 +	11 Months	Buyer's Market

Balanced Market 5 to 7.9 Months

Price Forecasts

Short-Term PENDING INDICATOR Forecast for July (As of 7/1/2021)	No Signal
Short-Term SPREAD INDICATOR Forecast for July (As of 7/1/2021)	No Signal
Long-Term PRICE INDICATOR Forecast for 2021 (As of 11/1/2020)	Up

\$10,000,000+ Market - Special Report

Last 50 Sales | February 8, 2018 to June 29, 2021

\$ PER SQ FT \$2,775 | **JUNE SUPPLY** 11 Months | **PRICE REDUCTION** \$2,498,000 | **DAYS ON MARKET** 140 Days

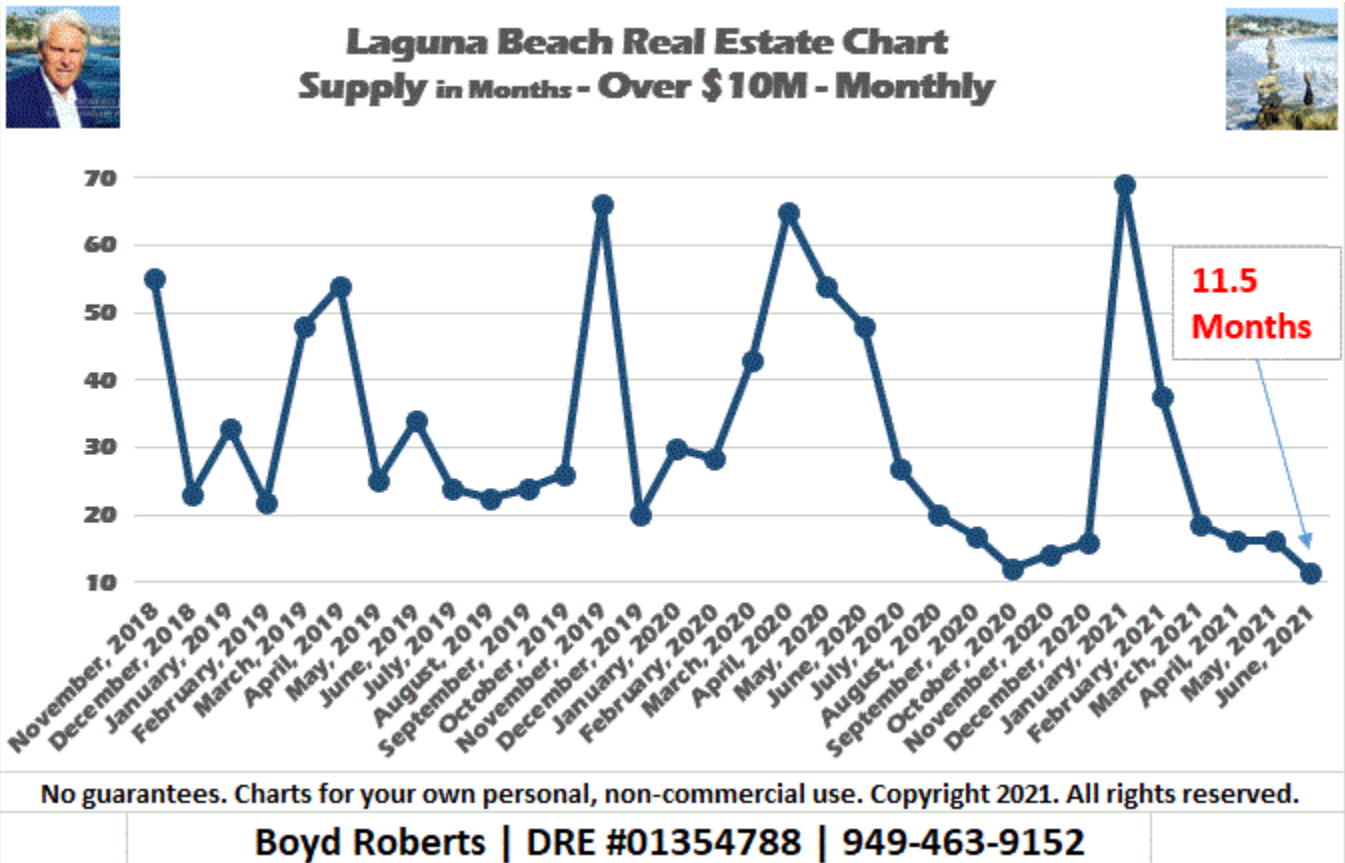
Despite Historic Buying - Over \$10M - Laguna is Still a Buyer's Market

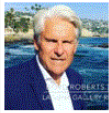
Although the supply of properties exceeding \$10,000,000 or more, imploded from 69 months in January to just 11 months in June, overpricing, extended time on market, and huge price reductions remain endemic features of Laguna's ultra-high end. In the last 50 closings, the median \$ per square foot was \$2,775, the median price reduction was \$2,498,000 or 15.3%, while the median days on market was 140 days.

with the longest time on the market: 66% of sales in the highest quintile of price reductions were also in the highest quintile for the longest time on the market. The lowest price reductions, also, correlated highly with the shortest time on the market: 44% of sales in the lowest quintile of price reductions were also in the lowest quintile of time on market. It would appear, over pricing makes a home illiquid, wastes time, and ends up netting the seller less even in luxury markets.

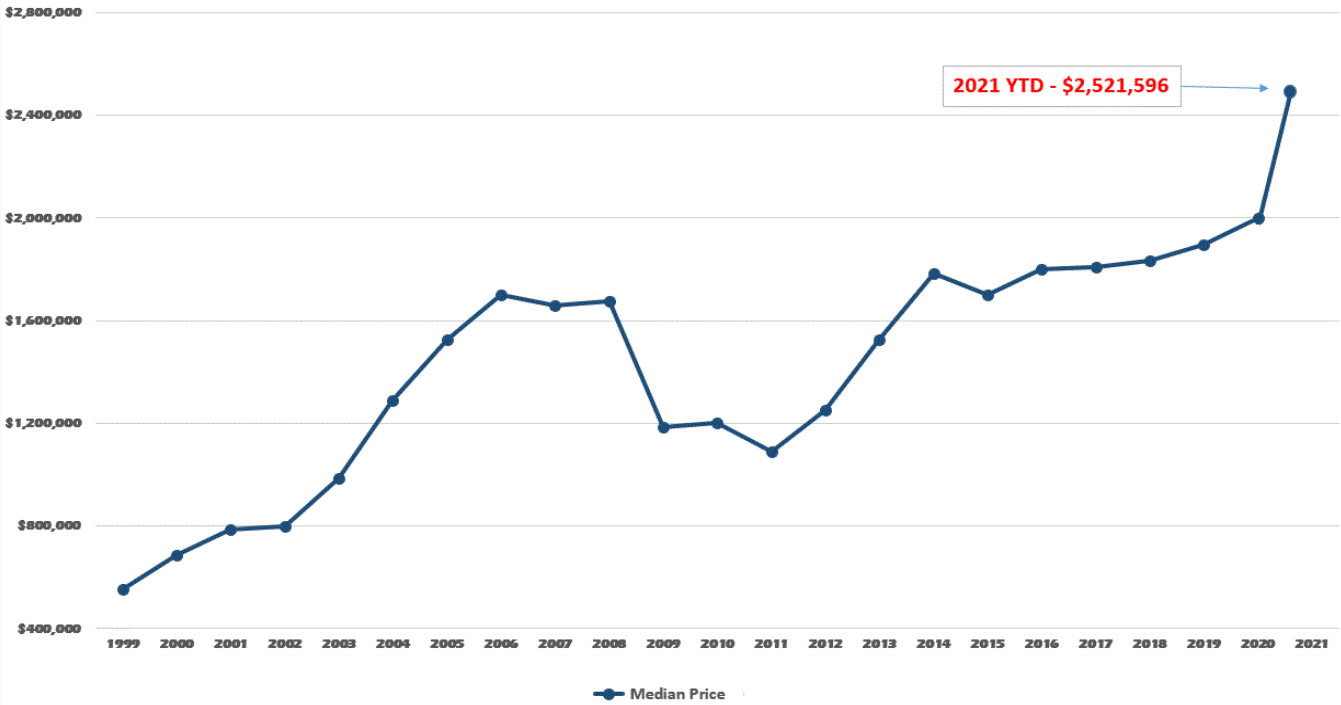
The highest price reductions correlated highly

Call me to take full advantage of this market.

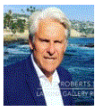




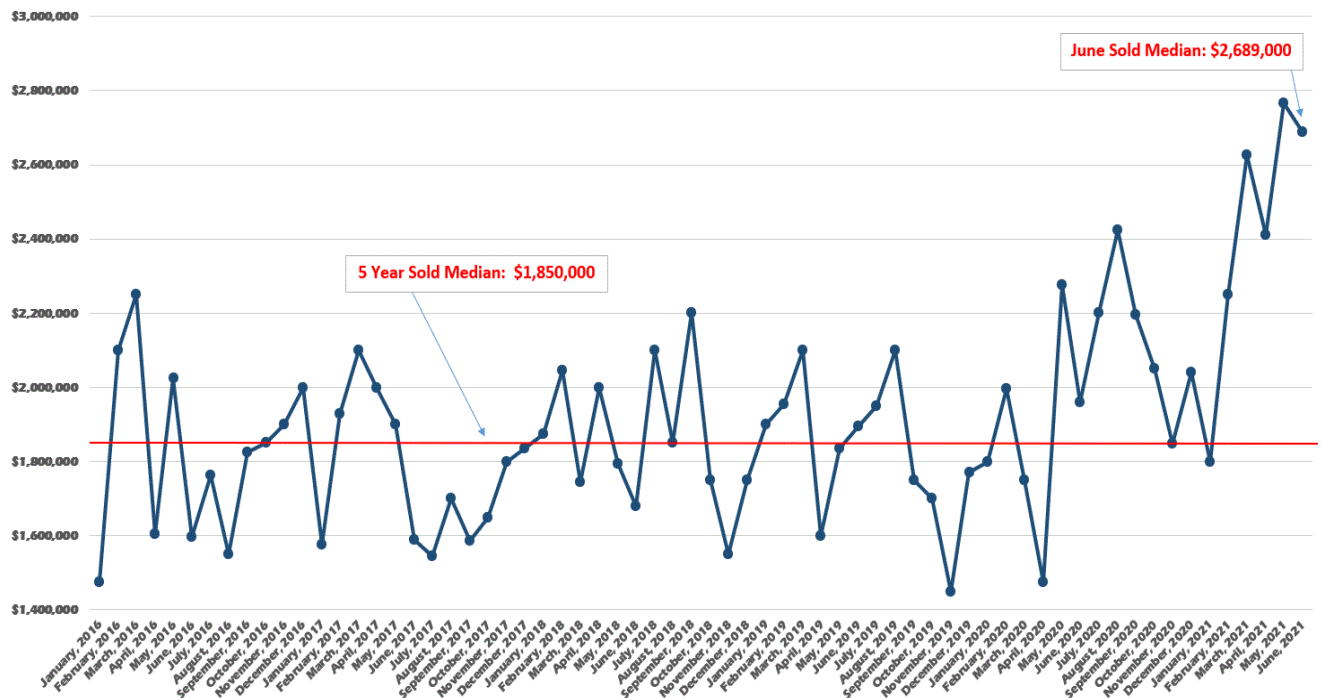
Laguna Beach Real Estate Sold Median Yearly



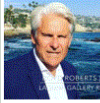
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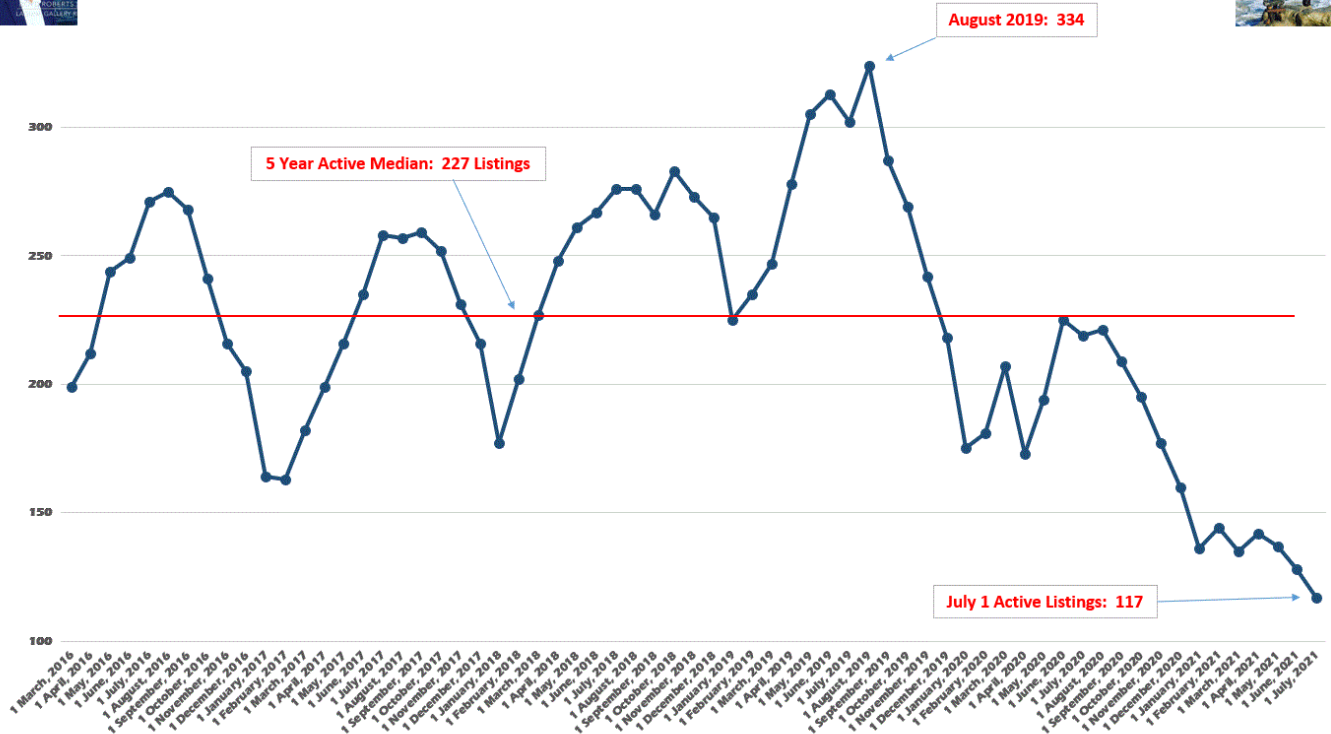
Laguna Beach Real Estate Sold Median - Monthly



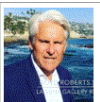
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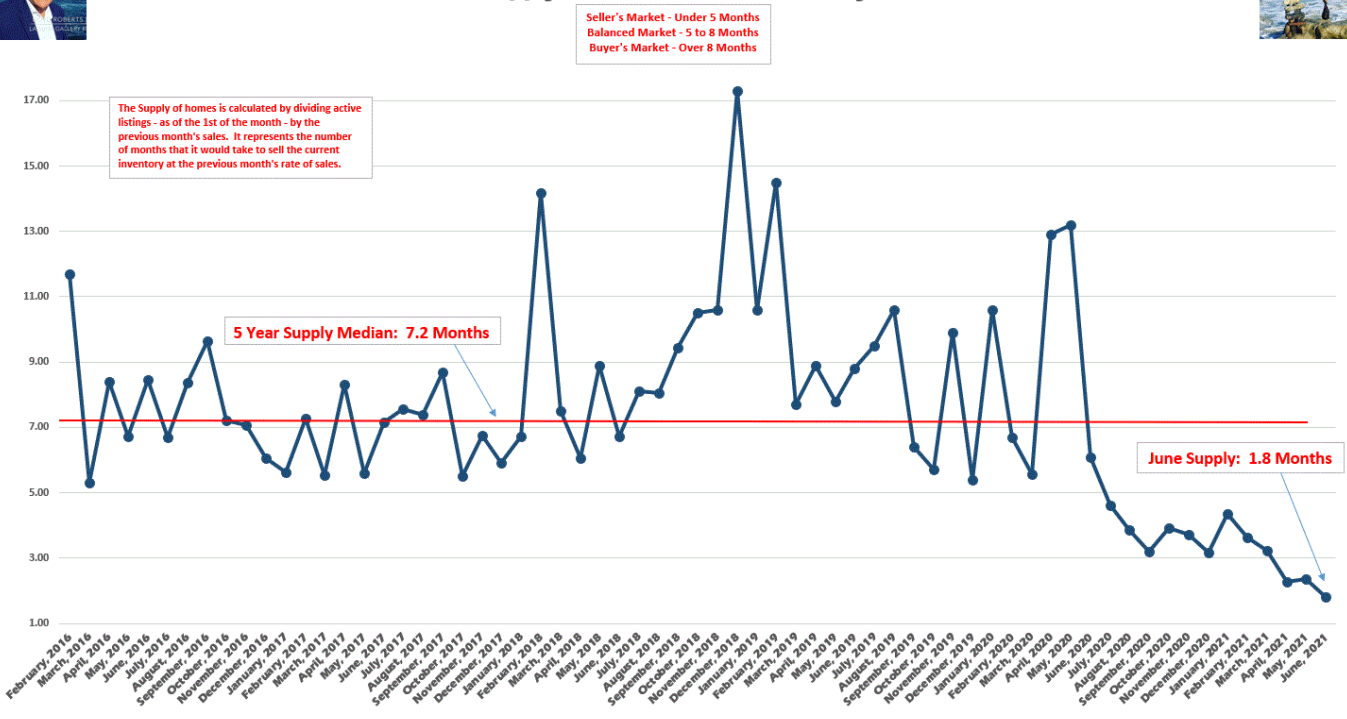
Laguna Beach Real Estate Chart # of Active Listings - Monthly



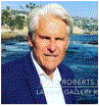
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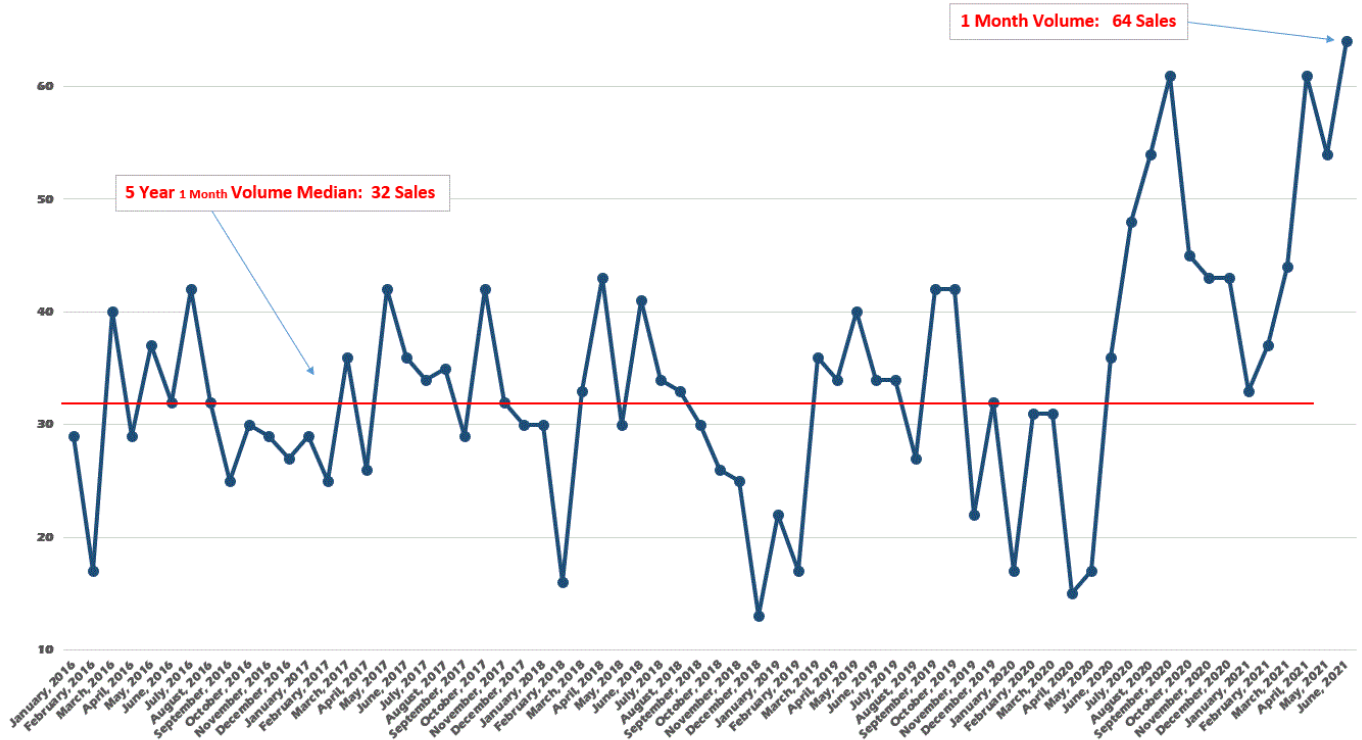
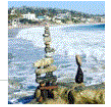
Laguna Beach Real Estate Supply of Homes - in months - Monthly



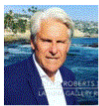
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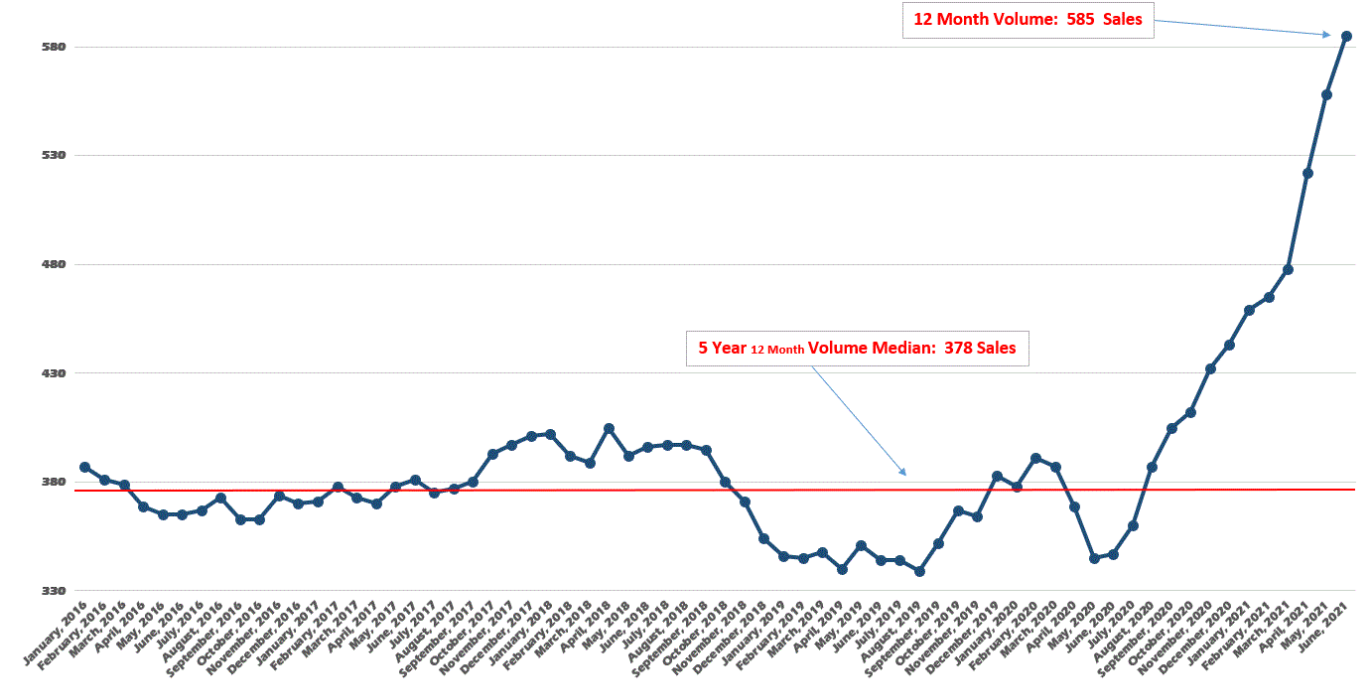
Laguna Beach Real Estate Sold - 1 Month Volume (# of Sales) - Monthly



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Laguna Beach Real Estate Sold - 12 Month Volume (# of Sales) - Monthly

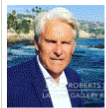


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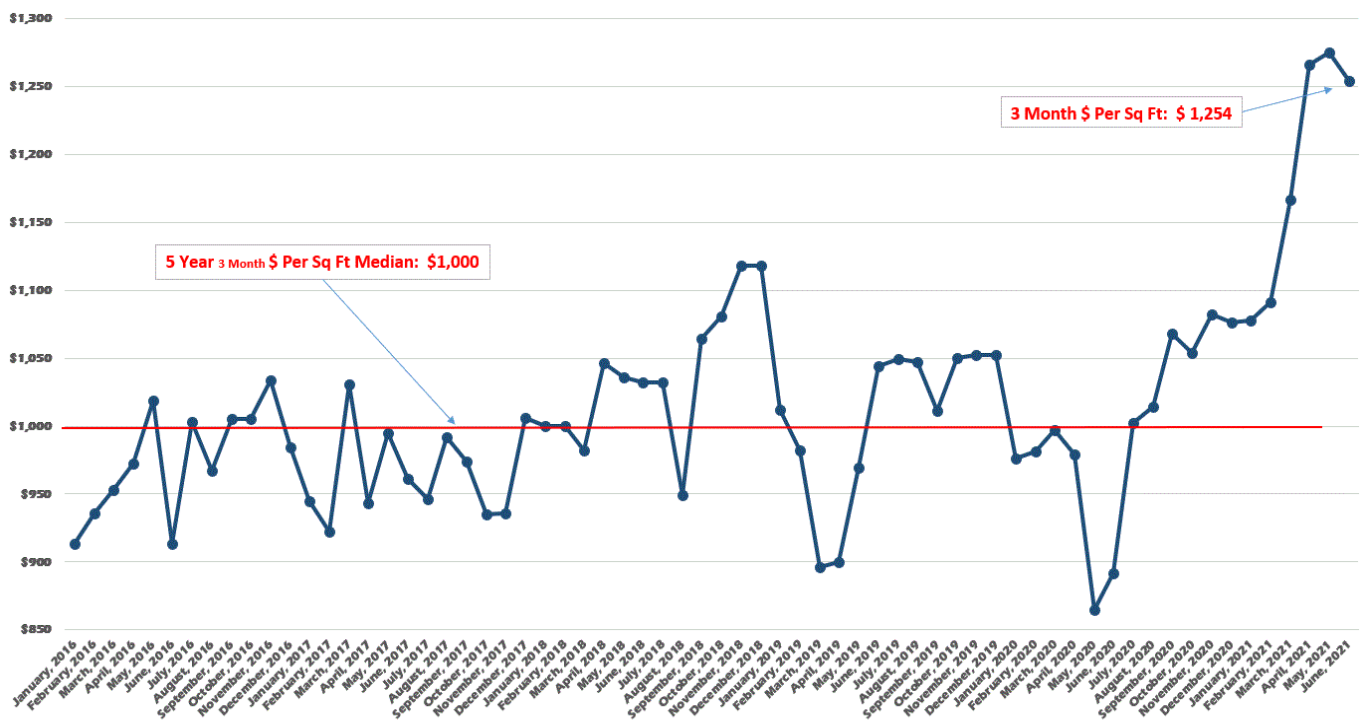
Laguna Jumbo Financing

- No Limit Cash Out
- \$2,500,000 Loan Amounts
- 89% Loan to Value
- 1 Appraisal
- 680 FICO
- DU "like" Approval
- Primary, Secondary, Investment
- Rates Starting Under 3%

Primary Capital | 949-463-9152 | NMLS 2074564 | DRE 01354788

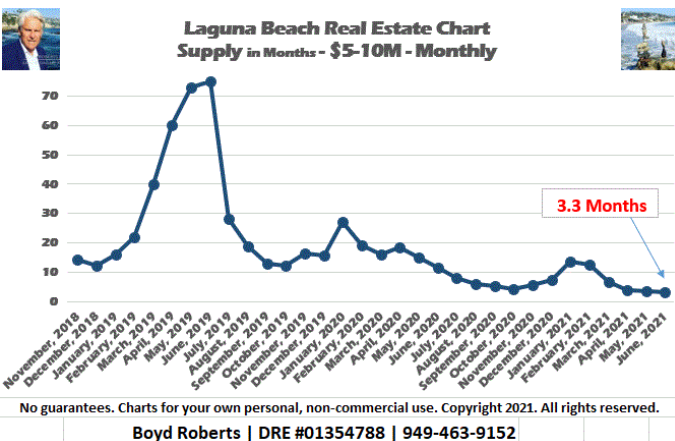
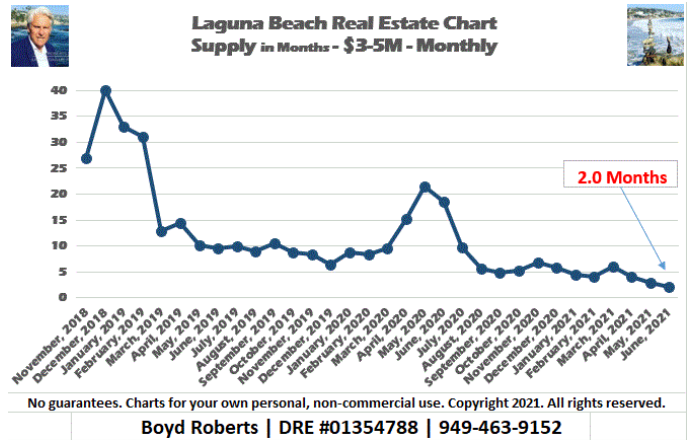
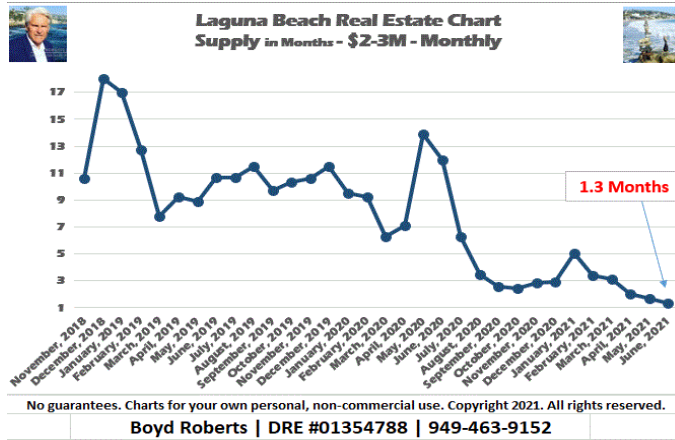
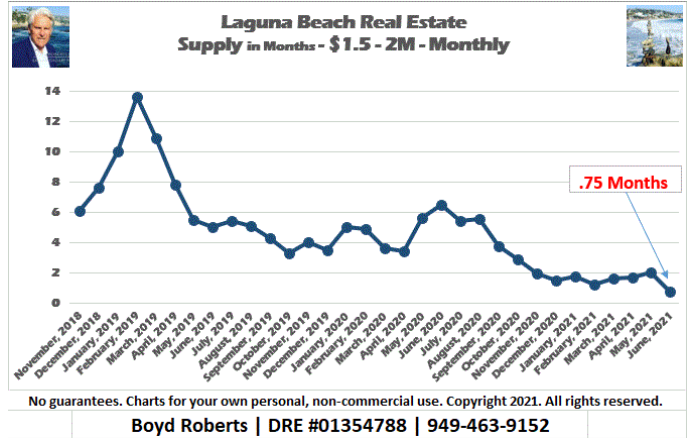
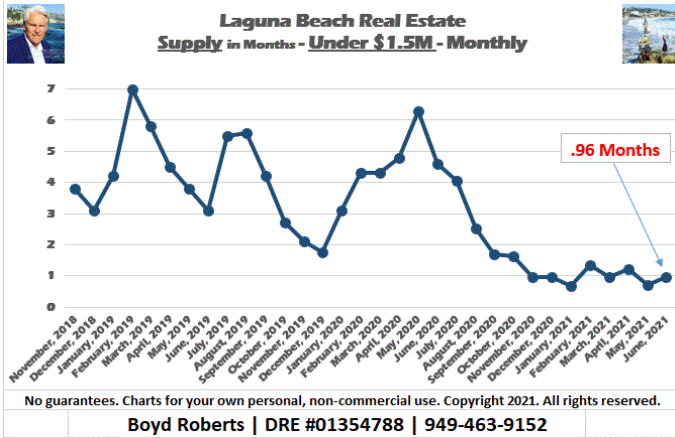


Laguna Beach Real Estate Sold - \$ Per Sq Ft - 3 Month Median - Monthly



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Sector Supply Charts



See Special Report on Page 5

Seller's Market - Under 5 Months | Balanced Market - 5 to 8 Months | Buyer's Market - Over 8 Months



More Laguna Beach Charts at
www.LagunaGalleryRealEstate.com/Charts