



# Laguna Beach Real Estate Magazine

April 2024 | Edition #105



**SOLD MEDIAN** \$3,075,000 - 20,000 | **\$ PER SQ FT** \$1,596 + 58 | **SUPPLY** 5.1 MONTHS + .8 | **CLOSING RATIO** 64% - 28

## Sold Median Up \$510K

SPSF Up \$ 458 YTD | \$10M+ Sector Surging | Higher Prices in Forecast

Laguna Beach real estate prices edged down in March. The monthly sold median declined \$20,000 finishing at \$3,075,000.

Year-to-date market action is impressive. The sold median has surged \$510,000. The sold dollars per square foot has risen \$458. Active inventory has improved 18%. Escrow activity has soared 54%. And the number of closed sales – although still historically low – is up 54% from January.

Prices – with a 90 to 91% probability – will rise further this month. The Price Indicator and the Spread Indicator are both forecasting higher prices for April.

\$10M+ buyers have reappeared in Laguna Beach. As of April 15th, there have been 6 closed sales so far this year. Three more are in escrow. For context there have been 170 closed

sales over \$10,000,000, all time, in Laguna Beach. Only twelve transferred in 2023.

As of the 1st the supply of \$10M+ homes imploded to just 13 months. Notably, July's print was 99 months. Though still a buyer's market, this luxury segment is now off life support and very much alive.

The first review of my special 9 page \$10M+ All Transactions Report is in. A Wall Street money manager overseeing \$30,000,000,000+ texted me "Thanks, Boyd - I think it is excellent! Because the real estate market at the high end is so illiquid, small changes in supply or demand (or both) can make a big difference in valuations."

If you are looking to buy or sell Laguna's high end, my report is a must. Call 949-463-9152 and I will get it right out to you.

## This Issue:

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



Laguna Beach Real Estate Magazine

Established February 2016

**Publisher Boyd Roberts**

Copyright 2024 | All Rights Reserved



**Betsey Unger**  
1 review

### 3 Lagunita Drive Seller Review

★★★★★ 2 days ago **NEW**

Besides being very personable and enthusiastic, Boyd has earned 5 stars in so many ways: research-driven, knows the Laguna market, informative and realistic, reliable, hard-working, detail-oriented and thorough, as well as always giving us excellent/accurate feedback on prospects and from open houses. Boyd has a wealth of experience and knowledge which makes for a successful partnership. Thank you, Boyd! 5 stars all the way!!!

## March 2024 Closing Detail

	Address	Date	Original Price	Closing Price	Reduction	% Reduc	S Sq Ft	DOM
1	221 Santa Rosa Court, Laguna Beach, CA 92651	3/1/2024	\$ 854,000	\$800,000	\$ 54,000	6.3%	\$ 604	38
2	138 Sunset Terrace, Laguna Beach, CA 92651	3/1/2024	\$ 4,500,000	\$4,250,000	\$ 250,000	5.6%	\$ 2,125	72
3	1260 Anacapa Way, Laguna Beach, CA 92651	3/4/2024	\$ 4,495,000	\$3,850,000	\$ 645,000	14.3%	\$ 1,149	77
4	23 Castle Rock Road, Laguna Beach, CA 92651	3/4/2024	\$ 1,876,000	\$1,400,000	\$ 476,000	25.4%	\$ 718	129
5	1041 Santa Ana Street, Laguna Beach, CA 92651	3/5/2024	\$ 1,950,000	\$1,700,000	\$ 250,000	12.8%	\$ 1,040	39
6	400 Poplar Street, Laguna Beach, CA 92651	3/5/2024	\$ 2,795,000	\$2,600,000	\$ 195,000	7.0%	\$ 2,133	156
7	31562 Mar Vista Avenue, Laguna Beach, CA 92651	3/6/2024	\$ 5,799,000	\$4,000,000	\$ 1,799,000	31.0%	\$ 1,158	248
8	604 Anita Street, Laguna Beach, CA 92651	3/12/2024	\$ 2,925,000	\$2,750,000	\$ 175,000	6.0%	\$ 2,184	47
9	2409 Glenneyre Street, Laguna Beach, CA 92651	3/14/2024	\$ 4,495,000	\$4,200,000	\$ 295,000	6.6%	\$ 849	68
10	474 Oak Street, Laguna Beach, CA 92651	3/15/2024	\$ 3,500,000	\$3,180,000	\$ 320,000	9.1%	\$ 1,263	136
11	2975 Alpine Way, Laguna Beach, CA 92651	3/19/2024	\$ 3,995,000	\$3,750,000	\$ 245,000	6.1%	\$ 1,596	30
12	2767 Victoria Drive, Laguna Beach, CA 92651	3/19/2024	\$ 3,599,000	\$3,375,000	\$ 224,000	6.2%	\$ 2,423	163
13	245 Calliope Street #2, Laguna Beach, CA 92651	3/20/2024	\$ 1,599,990	\$1,610,000	\$ (10,010)	-0.6%	\$ 1,072	1
14	640 Temple Hills Drive, Laguna Beach, CA 92651	3/20/2024	\$ 6,400,000	\$5,800,000	\$ 600,000	9.4%	\$ 1,833	102
15	1354 Morningside Drive, Laguna Beach, CA 92651	3/22/2024	\$ 3,200,000	\$2,175,000	\$ 1,025,000	32.0%	\$ 772	91
16	721 Manzanita Drive, Laguna Beach, CA 92651	3/25/2024	\$ 4,495,000	\$4,400,000	\$ 95,000	2.1%	\$ 2,572	9
17	594 Brooks Street, Laguna Beach, CA 92651	3/26/2024	\$ 2,395,000	\$2,338,000	\$ 57,000	2.4%	\$ 2,862	43
18	30632 Marilyn Drive, Laguna Beach, CA 92651	3/26/2024	\$ 2,750,000	\$2,575,000	\$ 175,000	6.4%	\$ 2,299	53
19	31401 Ceanothus Drive, Laguna Beach, CA 92651	3/26/2024	\$ 4,295,000	\$3,225,000	\$ 1,070,000	24.9%	\$ 1,501	127
20	488 Mountain Road, Laguna Beach, CA 92651	3/27/2024	\$ 2,499,999	\$2,555,000	\$ (55,001)	-2.2%	\$ 3,131	5
21	2850 Zell Drive, Laguna Beach, CA 92651	3/27/2024	\$ 4,690,000	\$3,605,000	\$ 1,085,000	23.1%	\$ 904	251
22	540 Brooks Street, Laguna Beach, CA 92651	3/29/2024	\$ 2,300,000	\$2,475,000	\$ (175,000)	-7.6%	\$ 2,335	6
23	34 Smithcliffs Road, Laguna Beach, CA 92651	3/29/2024	\$ 10,750,000	\$10,000,000	\$ 750,000	7.0%	\$ 1,848	38
24	31964 10th Avenue, Laguna Beach, CA 92651	3/29/2024	\$ 3,495,000	\$3,075,000	\$ 420,000	12.0%	\$ 1,898	55
25								
26	Not used in calculations		Median	\$ 3,075,000	\$ 250,000	6.6%	\$ 1,596	55

**READERS:** If you like Laguna Beach Real Estate Magazine, you will love LagunaGallery-RealEstate.com. The Charts page has 29 Laguna Beach real estate charts and tables updated monthly. All past LBREM issues - and the corresponding YouTube videos - are available on the Videos/Reports page. Please note the Videos/Reports page loads slowly and is only fully accessible from desktop computers.



### Architects, Builders, Contractors, Designers, and Local Businesses

Laguna Beach Real Estate Magazine is the world's foremost authority on the Laguna Beach real estate market. It feeds Laguna Beach homeowner's price information addiction like no other publication. Period.

- ◆ 105 online editions spanning February 2016 to April 2024.
- ◆ In print and in full circulation from August 2023.
- ◆ Circulation 10,000. Delivered USPS bulk mail. 92651 zip code.

### Call to Advertise

Boyd Roberts | Publisher | 949-463-9152 | [www.LagunaGalleryRealEstate.com](http://www.LagunaGalleryRealEstate.com) | DRE 01354788

# WANT OUT, BUT DO NOT WANT TO PAY TAXES? TIRED of VACANCIES, TENANTS, and PROBLEMS?

**YOU MAY BE ABLE TO SELL FOR TOP DOLLAR WITHOUT PAYING TAXES\***

1. You may be able to exit your primary home or investment property without a taxable event.\*
2. Your heirs may be able to receive a stepped up cost basis and pay zero capital gains tax.\*
3. You may be able to add depreciation and other tax write offs.\*
4. You may be able to diversify into more liquid, less regulated, higher cash flow US markets.\*

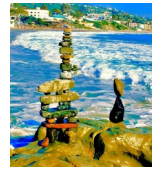
**Boyd Roberts | Broker | 949-463-9152 | DRE 01354788**

\* Boyd Roberts is a real estate broker and is not a tax or securities professional. Call to set up a free consultation with the appropriate professionals and find out what is possible.



## 4% Listing

3% if I represent both sides



**2.5% Paid to Buyers Agent | Full Service | Open Houses**

**Boyd Roberts | Broker | 949-463-9152 | DRE 01354788**

## HOUSE RICH & CASH POOR?

### OFFERING

- 1 Cash-Out 1sts - For Maximum Liquidity.
- 2 Cash-Out 2nds - Leave Your Low-Interest 1st in Place.
- 3 Cash-Out Reverse 2nds - Leave Your Low-Interest 1st in Place.
- 4 Cash-Out Reverse - No Payments.



### RAY BLINDAUER

VP of Mortgage Lending  
Arcstone Financial, Inc.  
NMLS# 230213

ray@arcstoneinc.com  
**949-945-4850**



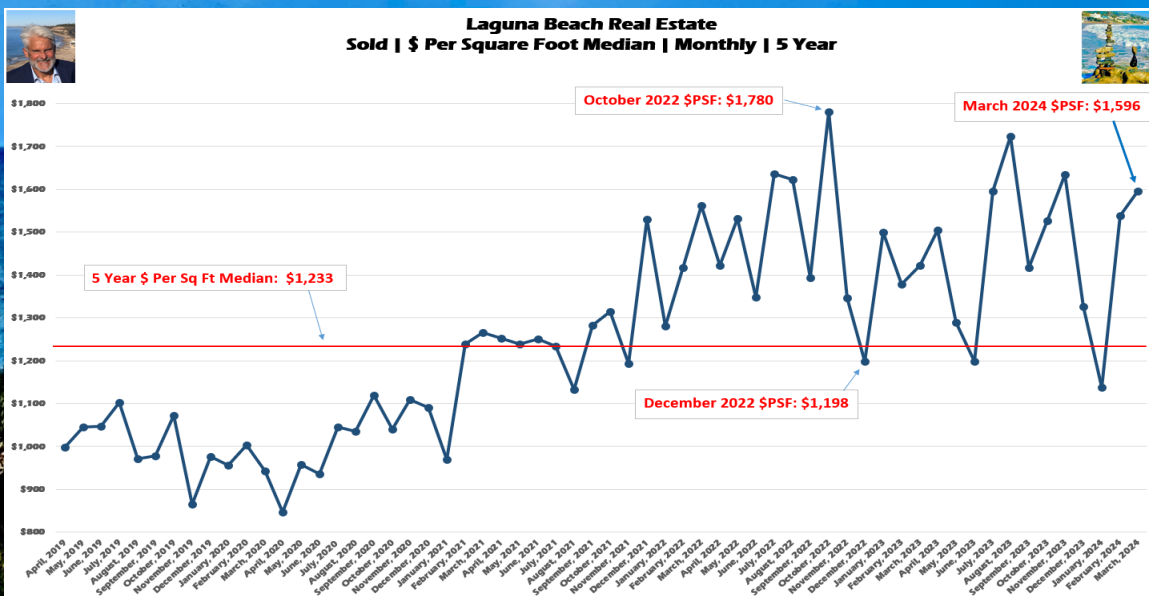
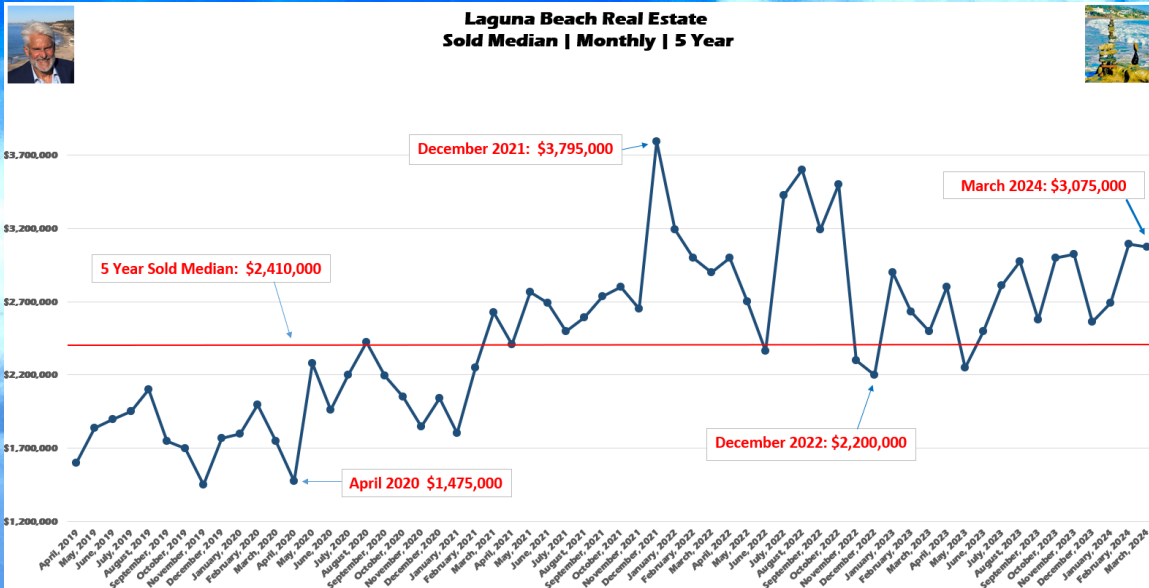
# March 2024 Sales Data

<b>Active Median</b> (As of 4/1/2024)	<b>\$ 4,495,000</b>	<b>123 Listings</b>
<b>\$ per Square Foot Median</b>		<b>\$ 1,805</b>
<b>Pending Median</b> (As of 4/1/2024)	<b>\$ 3,399,000</b>	<b>37 Listings</b>
<b>\$ per Square Foot Median</b>		<b>\$ 1,550</b>
<b>Sold February 2024 Median</b>	<b>\$ 3,075,000</b>	<b>24 Sales</b>
<b>Price Reduction Median</b>	<b>\$ 250,000</b>	<b>6.6 %</b>
<b>Days on Market Median</b>		<b>55 Days</b>
<b>\$ Per Square Foot Median</b>		<b>\$ 1,596</b>
<b>Sold 3 Month Median</b>	<b>\$ 3,000,000</b>	<b>64 Sales</b>
<b>\$ Per Square Foot Median</b>		<b>\$ 1,550</b>
<b>Sold 6 Month Median</b>	<b>\$ 3,000,000</b>	<b>122 Sales</b>
<b>Sold 12 Month Median</b>	<b>\$ 2,900,000</b>	<b>272 Sales</b>
<b>Price Reduction Median</b>	<b>\$ 222,090</b>	<b>7.3 %</b>
<b>\$ Per Square Foot Median</b>		<b>\$ 1,515</b>
<b>Sold 2022 Median</b>	<b>\$ 3,000,000</b>	<b>322 Sales</b>
<b>Sold 2023 Median</b>	<b>\$ 2,850,000</b>	<b>257 Sales</b>
<b>PENDING INDICATOR (Pending - Sold)</b>		<b>+ \$ 324,000</b>
<b>SPREAD INDICATOR (Active - Sold)</b>		<b>+ \$1,420,000</b>
<b>March Absorption (Sold to Active Ratio)</b>		<b>19 %</b>
<b>March Pending Absorption (Pending to Active Ratio)</b>		<b>30 %</b>
<b>March Closing Ratio (Pending to Sold)</b>		<b>64 %</b>
<b>March Supply</b>	<b>5.1 Months</b>	<b>Balanced Market</b>
<b>March 3 Month Supply</b>	<b>5.7 Months</b>	<b>Balanced Market</b>
<b>\$1,499,999 -</b>	<b>1.5 Months</b>	<b>Seller's Market</b>
<b>\$1,500,000 - \$1,999,999</b>	<b>6.0 Months</b>	<b>Balanced Market</b>
<b>\$2,000,000 - \$2,999,999</b>	<b>3.1 Months</b>	<b>Seller's Market</b>
<b>\$3,000,000 - \$4,999,999</b>	<b>4.8 Months</b>	<b>Seller's Market</b>
<b>\$5,000,000 - \$9,999,999</b>	<b>14 Months</b>	<b>Buyer's Market</b>
<b>\$10,000,000 +</b>	<b>13 Months</b>	<b>Buyer's Market</b>

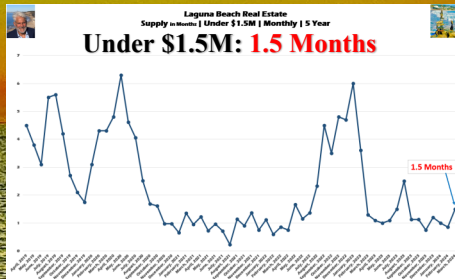
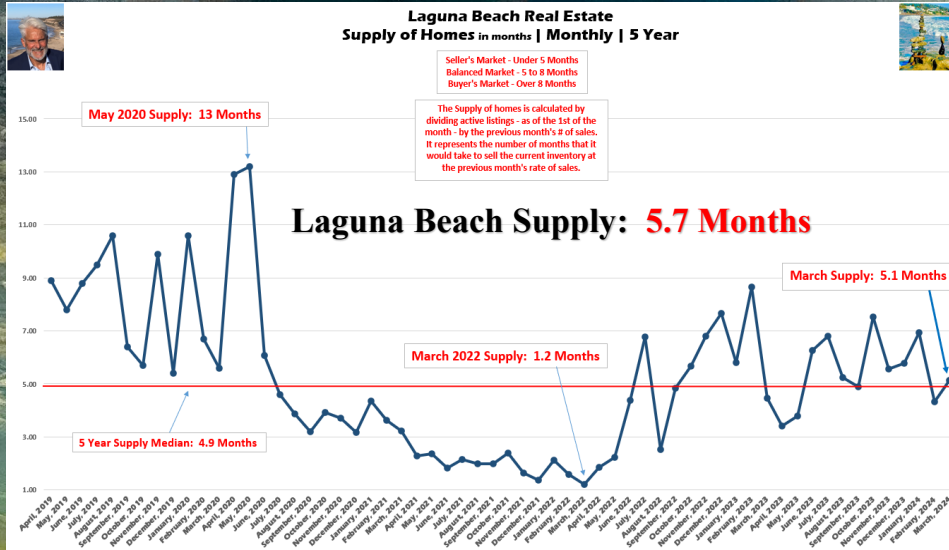
Balanced Market 5 to 7.9 Months

## Price Forecasts

<b>Short-Term PENDING INDICATOR Forecast for April</b>	<b>UP Signal</b>
<b>Short-Term SPREAD INDICATOR Forecast for April</b>	<b>UP Signal</b>
<b>Long-Term PRICE INDICATOR Forecast for 2024</b>	<b>NO Signal</b>



# 5 Year Supply Charts



BY REQUEST ONLY

Laguna Beach \$10M+ | All Transactions

October 25, 2004 to March 29, 2024

The single report that could rebound millions of dollars to your bottom line.

Confidential Report
Laguna Beach \$10M+ | All Transactions
October 25, 2004 to March 29, 2024

REDUCTION MED \$2,995,000 or 18% | SPSP MEDIAN \$3,192 | MARCH SUPPLY 86%
\$10M+ Supply Plunges 86%
Buyers Reappear | Pay More | Demand Greater Concessions
High-end buyers have reappeared in Laguna Beach. Year-to-date there have already been 5 closed sales. There are more in escrow. For context there were only 12 sales in 2023.

COVID \$10M+ HIGHLIGHTS
151,850,000 or 11% | SPSP MEDIAN \$2,294 | SUPPLY AVERAGE 21 weeks | DOM 91 Days | PSC 30%
Largest price reduction: 61% | 133 Southchiffs Road sold for \$12,500,000 on March 16, 2017.
Largest price reduction: 57% | 2888 Riviera Drive, sold for \$4,000,000 on August 20, 2015.

All \$10M+ HIGHLIGHTS
500,000 or 17% | SPSP MEDIAN \$2,782 | DOM MEDIAN 213 Days | PSC 53%
Largest price reduction: 61% | 133 Southchiffs Road sold for \$12,500,000 on March 16, 2017.
Largest price reduction: 57% | 2888 Riviera Drive, sold for \$4,000,000 on August 20, 2015.



CALL NOW

Laguna Beach \$10M+ | All Transactions
October 25, 2004 to March 29, 2024

Table with columns: Date, Original Price, Closing Price, Reduction %, % of Per Sq Ft, DOM. Lists individual property transactions.

each \$10M+ | All Transactions
October 25, 2004 to March 29, 2024

Table with columns: Date, Original Price, Closing Price, Reduction %, % of Per Sq Ft, DOM. Lists individual property transactions.

Laguna Beach \$10M+ | All Transactions
October 25, 2004 to March 29, 2024

Table with columns: Date, Original Price, Closing Price, Reduction %, % of Per Sq Ft, DOM. Lists individual property transactions.

Laguna Beach \$10M+ | All Transactions
October 25, 2004 to March 29, 2024

Advertisement for a broker, including a photo and text: 'I've been a broker since 2004, I'd be a broker if I had to choose between real estate and a commodities...'

Boyd Roberts | Broker | Laguna Gallery Real Estate | DRE 01354788 | 949-463-9152

**SOLD**

**SOLD**

**SOLD**



**3 LAGUNITA DRIVE, LAGUNA BEACH | REPRESENTED BUYER AND SELLER | \$4,700,000**



**32171 PEPPERTREE BEND, SJC | \$4,150,000**



**23011 BARTOLOME, LMV | \$3,495,000**



**31451 ALTA LOMA, LAGUNA BEACH | \$3,900,000**



**26656 GALILEA #12, LMV | \$1,807,000**

PRSRT STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM  
GARDEN GROVE, CA  
PERMIT NO. 333

ECRWSS  
RESIDENTIAL CUSTOMER



**4% Listing**

3% if I represent both sides

- ◆ 2.5% Paid to Buyers Agent
- ◆ Full Page Display in LBREM
- ◆ Full Service | Open Houses
- ◆ Call **949-463-9152**

**Longtime Laguna Beach Resident**

**Laguna Beach Expert | BA Economics**

Broker since 2004 | Over 800 real estate and mortgage transactions closed exceeding \$500,000,000.