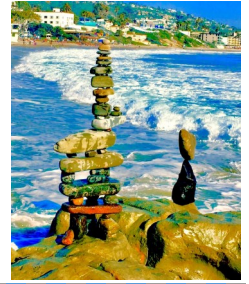




Laguna Beach Real Estate Magazine

October 2023 | [Edition #99]



SOLD MEDIAN \$2,575,000 - 400,000 | **\$ PER SQ FT** \$1,418 - 305 | **SUPPLY** 4.9 MONTHS -.3 | **CLOSING RATIO** 103% + 11

Laguna Set to Surge Huge

Escrow Activity Low | 3 Month \$PSF Near High

With a 90% certainty Laguna Beach median prices will rise in October. Likely the move will be huge. More on this below.

Sold prices – despite last month’s prediction to the contrary – fell in September. The median was down \$400,000. Dollars per square foot settled at \$1,418. The 3 month \$PSF finished at \$1,583 - just \$39 off the highest print ever. Days on market was 46 days. Charts pages 5 & 7

Laguna’s macro supply of homes declined to 4.9 months – a seller’s market, but not the full story. The six micro sectors are revealing: under \$3,000,000 Laguna is a strong seller’s market, between three and five million, the market

is balanced, over \$5,000,000 is a buyer’s market. Over ten million dollars – at 52 months – is an extreme buyer’s market. Buyers at this price point should call me, I have a plan you will like. Charts page 6

Back to the headline. Pending prices lead. The median pending price, as of the 1st, just surged \$705,000, closing out at \$3,500,000 or \$925,000 higher than September’s sold median. In the frame work of the short-term Pending Indicator, this means there is a 96% probability of higher prices this month. Chart page 5

The short-term Spread Indicator, with a 90% probability is also forecasting higher prices for October.

This Issue:

- ⇒ My Take P 1
- ⇒ Closing Detail. P 2
- ⇒ Reader Comments. P 3
- ⇒ Sales Data P 4
- ⇒ Price Forecasts. P 4
- ⇒ Price Charts P 5
- ⇒ Supply Charts. P 6
- ⇒ \$PSF Charts. P 7



Laguna Beach Real Estate Magazine

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Publisher Boyd Roberts

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B Betsey
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!!!

September 2023 Closing Detail

	Address	Date	Original Price	Closing Price	Reduction	% Reduc	\$ Sq Ft	DOM
1	31844 Coast, Laguna Beach, CA 92651	9/1/2023	\$ 3,790,000	\$ 3,600,000	\$ 190,000	5.0%	\$ 1,385	86
2	336 Locust Street Unit#1, Laguna Beach, CA 92651	9/1/2023	\$ 3,499,000	\$ 3,300,000	\$ 199,000	5.7%	\$ 1,621	21
3	525 Bluebird Canyon Drive, Laguna Beach, CA 92651	9/7/2023	\$ 2,725,000	\$ 1,950,000	\$ 775,000	28.4%	\$ 1,836	157
4	478 Saint Anns Drive, Laguna Beach, CA 92651	9/7/2023	\$ 1,799,000	\$ 1,425,000	\$ 374,000	20.8%	\$ 2,761	146
5	1044 Noria Street, Laguna Beach, CA 92651	9/8/2023	\$ 2,995,000	\$ 2,750,000	\$ 245,000	8.2%	\$ 1,004	46
6	1108 Keller Way, Laguna Beach, CA 92651	9/11/2023	\$ 1,620,000	\$ 1,200,000	\$ 420,000	25.9%	\$ 626	166
7	3250 Rimcrest Circle, Laguna Beach, CA 92651	9/12/2023	\$ 2,795,000	\$ 2,600,000	\$ 195,000	7.0%	\$ 1,062	8
8	2805 Chillon Way, Laguna Beach, CA 92651	9/12/2023	\$ 2,495,000	\$ 2,450,000	\$ 45,000	1.8%	\$ 1,492	88
9	868 Hillcrest Drive, Laguna Beach, CA 92651	9/15/2023	\$ 7,495,000	\$ 7,300,000	\$ 195,000	2.6%	\$ 2,164	33
10	21692 Ocean Vista Drive Unit#F, Laguna Beach, CA 92651	9/18/2023	\$ 1,340,000	\$ 1,110,000	\$ 230,000	17.2%	\$ 1,198	232
11	239 Viejo, Laguna Beach, CA 92651	9/18/2023	\$ 1,699,000	\$ 1,540,000	\$ 159,000	9.4%	\$ 1,458	69
12	599 Diamond Street, Laguna Beach, CA 92651	9/19/2023	\$ 3,049,000	\$ 2,900,000	\$ 149,000	4.9%	\$ 1,447	61
13	45 La Costa Court, Laguna Beach, CA 92651	9/19/2023	\$ 1,285,000	\$ 1,285,000	\$ -	0.0%	\$ 1,665	2
14	557 Blumont Street, Laguna Beach, CA 92651	9/20/2023	\$ 4,495,000	\$ 4,080,000	\$ 415,000	9.2%	\$ 1,353	35
15	733 Bolsana, Laguna Beach, CA 92651	9/21/2023	\$ 2,995,000	\$ 2,950,000	\$ 45,000	1.5%	\$ 1,007	0
16	601 Glomstad Lane, Laguna Beach, CA 92651	9/22/2023	\$ 2,449,000	\$ 2,400,000	\$ 49,000	2.0%	\$ 998	38
17	386 Canyon Acres Drive, Laguna Beach, CA 92651	9/22/2023	\$ 2,400,000	\$ 2,400,000	\$ -	0.0%	\$ 1,418	5
18	1369 Bluebird Canyon Drive, Laguna Beach, CA 92651	9/25/2023	\$ 2,895,000	\$ 2,575,000	\$ 320,000	11.1%	\$ 955	260
19	283 Dolphin Way, Laguna Beach, CA 92651	9/25/2023	\$ 2,995,000	\$ 3,150,000	\$ (155,000)	-5.2%	\$ 958	34
20	411 Emerald Bay, Laguna Beach, CA 92651	9/26/2023	\$ 7,495,000	\$ 6,500,000	\$ 995,000	13.3%	\$ 2,256	249
21	1065 Tia Juana Street, Laguna Beach, CA 92651	9/28/2023	\$ 2,495,000	\$ 2,118,000	\$ 377,000	15.1%	\$ 947	268
22	31451 ALTA LOMA DRIVE, Laguna Beach, CA 92651	9/28/2023	\$ 3,999,888	\$ 3,900,000	\$ 99,888	2.5%	\$ 1,143	13
23	1570 Via Capri Unit#8, Laguna Beach, CA 92651	9/29/2023	\$ 1,198,000	\$ 1,198,000	\$ -	0.0%	\$ 1,198	7
24	1003 Van Dyke, Laguna Beach, CA 92651	9/29/2023	\$ 2,845,000	\$ 2,400,000	\$ 445,000	15.6%	\$ 1,514	140
25	580 Seaview Street, Laguna Beach, CA 92651	9/29/2023	\$ 4,395,000	\$ 4,150,000	\$ 245,000	5.6%	\$ 2,024	14
26	439 Thalia Street, Laguna Beach, CA 92651	9/29/2023	\$ 2,500,000	\$ 2,500,000	\$ -	0.0%	\$ 2,134	0
27	155 Thalia Unit#3, Laguna Beach, CA 92651	9/29/2023	\$ 4,400,000	\$ 4,240,000	\$ 160,000	3.6%	\$ 2,508	46
28	856 Cliff Drive, Laguna Beach, CA 92651	9/29/2023	\$ 4,000,000	\$ 3,725,000	\$ 275,000	6.9%	\$ 2,685	127
29								
30	Not used in calculations		Median	\$ 2,575,000	\$ 195,000	5.7%	\$ 1,418	46

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The world is your oyster. Laguna Beach Real Estate Magazine (LBREM) is seeking a dynamic, driven partner to join our upstart publication. As we reach 10,000 Laguna residents and businesses every month, this is a unique opportunity to make your mark in our special coastal community. If you're passionate about real estate, marketing, and publishing, I would like to hear from you. You will be a key player in shaping LBREM's future success, with room for growth and profit-sharing. Ready to dive into the vibrant world of Laguna Beach real estate? Call today.

Boyd Roberts

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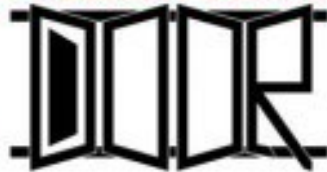
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Reader Comments

Received your magazine Boyd. Very impressive. In a sea of real estate mediocrity, you stand out as a professional who gets real estate. We are not looking to sell our Laguna Beach home, but if we ever do, I will reach out to you.

Peter Ashworth

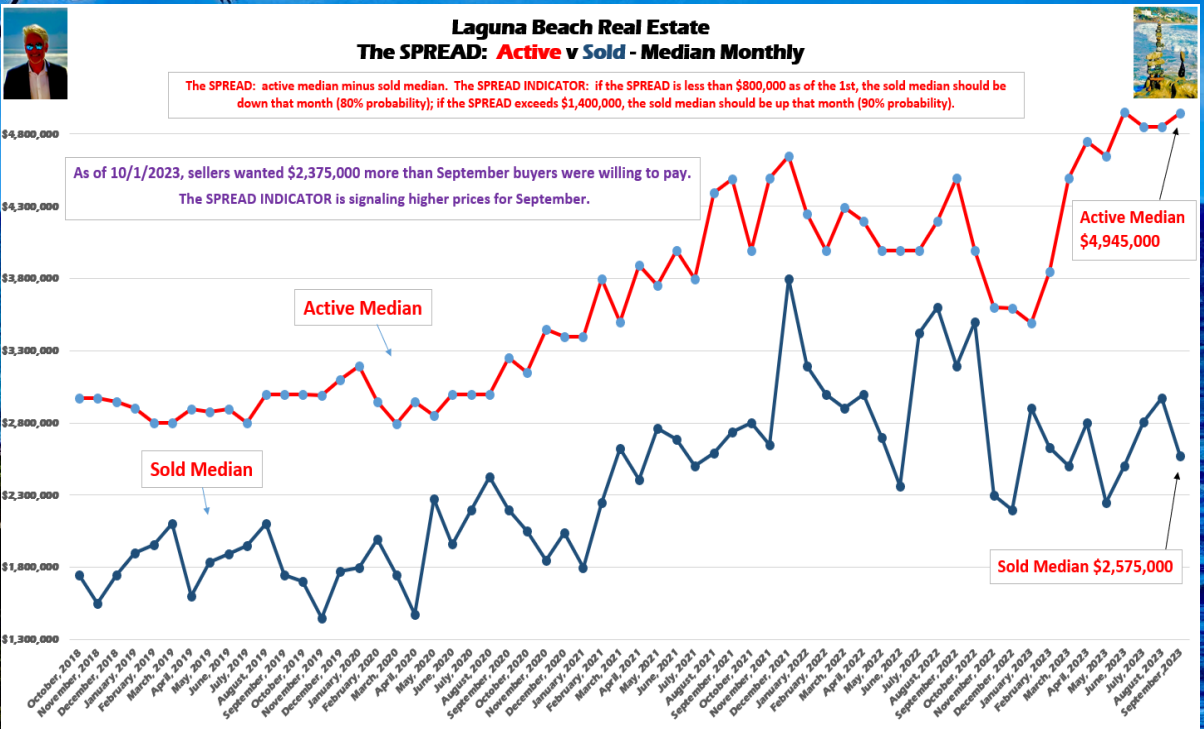
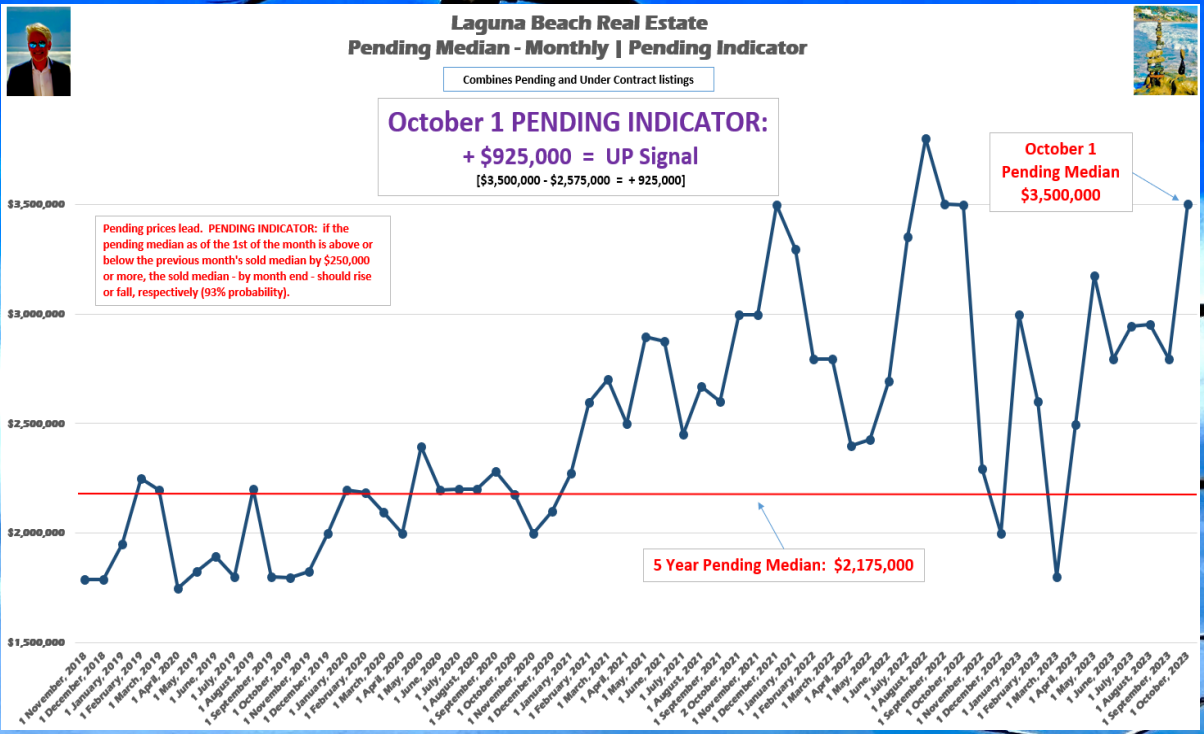
September 2023 Sales Data

Active Median (As of 10/1/2023)	\$ 4,945,000	138 Listings
\$ per Square Foot Median		\$ 1,819
Pending Median (As of 10/1/2023)	\$ 3,500,000	17 Listings
\$ per Square Foot Median		\$ 1,617
Sold September 2023 Median	\$ 2,575,000	28 Sales
Price Reduction Median	\$ 195,000	5.7 %
Days on Market Median		46 Days
\$ Per Square Foot Median		\$ 1,418
Sold 3 Month Median	\$ 2,800,000	74 Sales
\$ Per Square Foot Median		\$ 1,583
Sold 6 Month Median	\$ 2,800,000	149 Sales
Sold 12 Month Median	\$ 2,800,000	246 Sales
Price Reduction Median	\$ 223,000	7 %
\$ Per Square Foot Median		\$ 1,499
Sold 2022 Median	\$ 3,000,000	322 Sales
Sold 2023 YTD	\$ 2,800,000	200 Sales
PENDING INDICATOR (Pending - Sold)		+ \$ 925,000
SPREAD INDICATOR (Active - Sold)		+ \$2,375,000
September Absorption (Sold to Active Ratio)		20 %
September Pending Absorption (Pending to Active Ratio)		12 %
September Closing Ratio (Pending to Sold)		103 %
September Supply	4.9 Months	Seller's Market
September 3 Month Supply	5.5 Months	Balanced Market
\$1,499,999 -	1.1 Months	Seller's Market
\$1,500,000 - \$1,999,999	2.6 Months	Seller's Market
\$2,000,000 - \$2,999,999	2.4 Months	Seller's Market
\$3,000,000 - \$4,999,999	6.2 Months	Balanced Market
\$5,000,000 - \$9,999,999	8.7 Months	Buyer's Market
\$10,000,000 +	52 Months	Buyer's Market

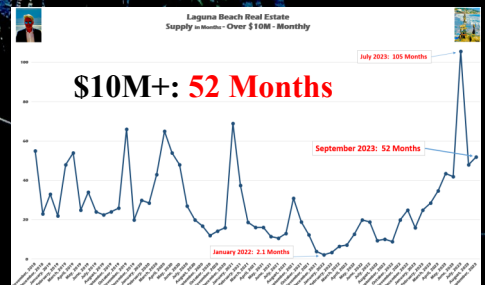
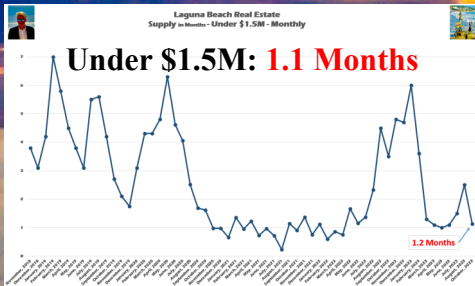
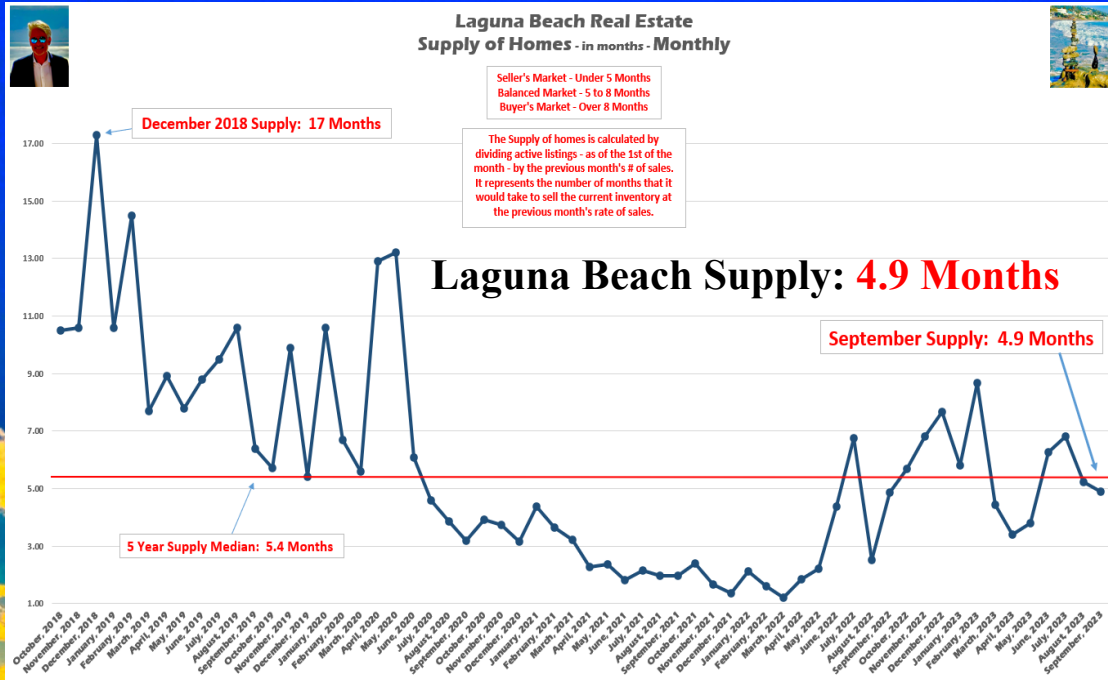
Balanced Market 5 to 7.9 Months

Price Forecasts

Short-Term PENDING INDICATOR Forecast for October	UP Signal
Short-Term SPREAD INDICATOR Forecast for October	UP Signal
Long-Term PRICE INDICATOR Forecast for 2023	No Signal

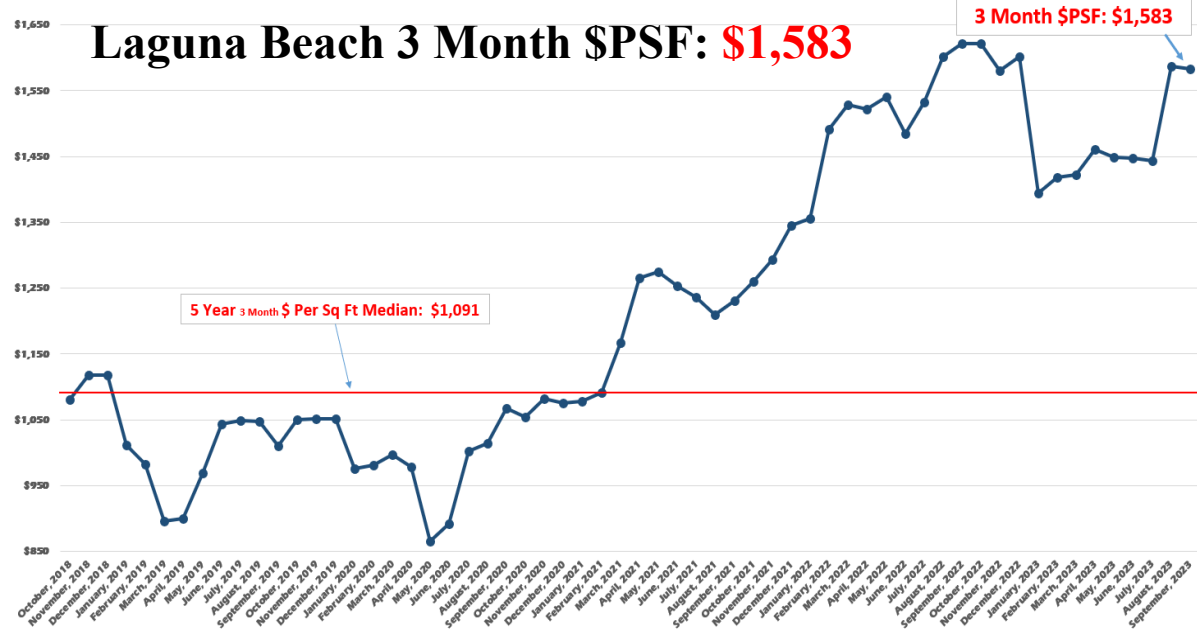


Supply Charts

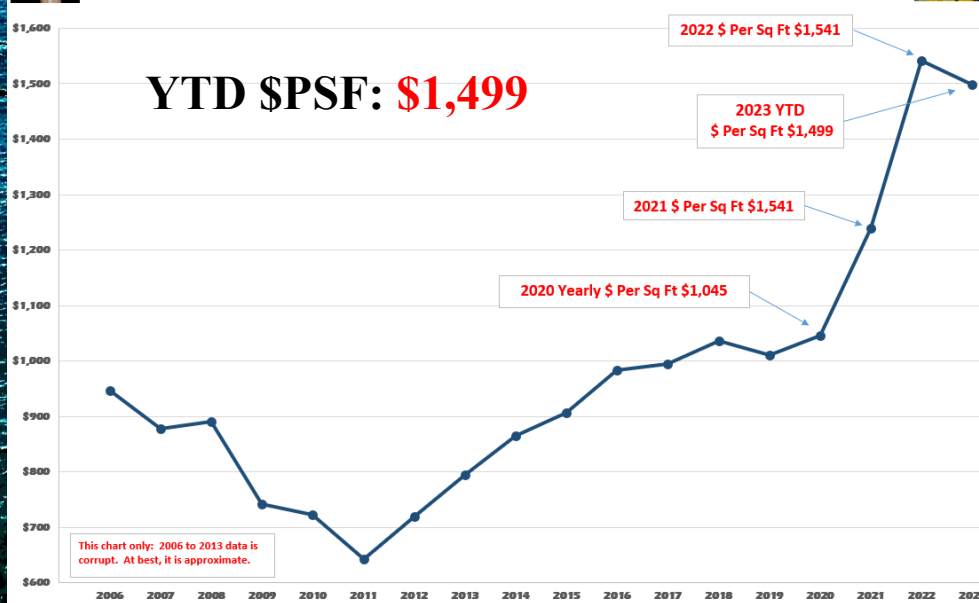




Laguna Beach Real Estate
Sold - \$ Per Sq Ft - 3 Month Median - Monthly



Laguna Beach Real Estate
Sold - \$ Per Square Foot - Median Yearly



All charts at www.LagunaGalleryRealEstate.com/charts



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Need Help?

I wish everybody would want to look great feel great be great and I love helping people achieve those goals usually it's in the way they carry themselves by their fashion the things that they bring into their home and office to bring style and design I love to re-create what people have to give him a new sense of himself there's always something new you can do wherever you go you can feel new you don't have to be in the past with all things because we have opportunities to change that every day and I'd love to be

part of that creative process of change and beauty and Transforming I know people go through a lot internally also and I have always shared great gifts that I have myself that help me pull through the dark times into the light every day because there is so much good and so much light and so much to be grateful and appreciative for I'd like to focus and help other people focus on those attributes that we all have.

Who is my perfect customer somebody who knows specifically what they want and what they need they just don't know how to get it where do I find my clients I find them from people that share my expertise with them and they shared me with the next I love referrals it's a much better platform for me

And how do I work I always consult on face time or in their home office or closets

I always go in and I make a clear plan so that my special person I'm helping really sees that I'm getting the job done in the time that we have allotted For the job

What kind of jobs have I finished the last two years?

One client has to travel for business and I help her put many many outfits together for her trips I help her pack pick out her accessories clothing etc.

Another was in her gigantic closet for her and her husband and it took months and months to organize things but she is so happy and has sent me four clients donated recreating many outfits so she can shop in her own closet.

Call Simone 949-500-1537