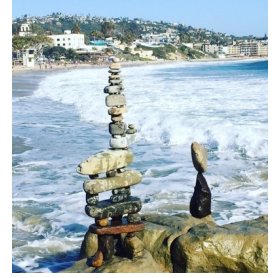


# Laguna Beach Real Estate Magazine

August 2021 | [Edition #74]



**SOLD MEDIAN** \$2,592,000 + 92,000 | **\$ PER SQ FT** \$1,132 - 101 | **SUPPLY** 1.9 MONTHS - .2 | **30-YEAR JUMBO** 2.75% - NC

## Laguna to Rally Thru 2022

Market up \$1.1M Since Shutdown | Listing Crisis Looms

**T**he sold median was up \$92,000 while the \$ per square foot fell \$101 in August. The supply of homes remained tight at just under 2 months. The supply of homes below \$1,500,000 imploded to under a quarter of one month. Charts pages 5, 6, and 9.

**Listing Crisis.** As of September 1<sup>st</sup>, the number of active listings came in at just 111 – the lowest print in my 5+ years tracking Laguna Beach real estate. The average of the last 5 September 1<sup>st</sup> prints is 257 listings. Three things. There were 56 closings in Laguna in August. There are 56 deals currently in escrow. Active inventory is cyclical. It always declines from September 1<sup>st</sup> to January 1<sup>st</sup>. In the last 5 years the average decline was 82 active listings. Charts page 6.

**Two predictions.** First, the monthly median sold price will rise in September. With the active median at \$4,395,000 and the August sold median at \$2,592,000 – a difference of \$1,803,000 - it is a near certainty that September will be up (no guarantees). In fact, every time in the past that this difference has exceeded \$1,400,000, Laguna has always been up that month. Chart page 5.

Second, the yearly median sold price for 2022 will be higher than 2021. Since 1999 every year with 350, or more, closings has been followed by an up year (except for 2015). Year-to-date we have already had 400 closings, so 2022 should be up. Again, no guarantees. Chart page 5.

Call me to take advantage of this market.



## 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
- ⇒ Demand Charts . . . . . P 7
- ⇒ \$ Per SQ Foot Chart . P 8
- ⇒ Sector Charts . . . . . P 9

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949-463-9152

# August Closing Detail

	Address	Date	Original Price	Closing Price	Reduction	% Reducti	S Sq Ft	DOM
1	13 N Stonington Road, Laguna Beach, CA 92651	8/1/2021	\$ 4,495,000	\$ 4,400,000	\$ 95,000	2.1%	\$ 1,471	11
2	465 Osgood Court, Laguna Beach, CA 92651	8/2/2021	\$ 1,595,000	\$ 1,595,000	\$ -	0.0%	\$ 1,501	5
3	3 Stickley Drive, Laguna Beach, CA 92651	8/2/2021	\$ 6,995,000	\$ 6,250,000	\$ 745,000	10.7%	\$ 2,187	64
4	31912 Homewood Place, Laguna Beach, CA 92651	8/3/2021	\$ 1,195,000	\$ 1,000,000	\$ 195,000	16.3%	\$ 1,515	59
5	31755 Coast Hwy #106, Laguna Beach, CA 92651	8/3/2021	\$ 3,099,000	\$ 2,700,000	\$ 399,000	12.9%	\$ 2,626	185
6	206 Santa Rosa Court, Laguna Beach, CA 92651	8/4/2021	\$ 669,000	\$ 695,000	\$ (26,000)	-3.9%	\$ 524	3
7	490 Hilledge Drive, Laguna Beach, CA 92651	8/4/2021	\$ 3,250,000	\$ 2,595,000	\$ 655,000	20.2%	\$ 1,109	115
8	261 Highland Road, Laguna Beach, CA 92651	8/4/2021	\$ 3,590,000	\$ 3,680,000	\$ (90,000)	-2.5%	\$ 717	247
9	31521 Summit Road, Laguna Beach, CA 92651	8/4/2021	\$ 1,149,000	\$ 1,045,000	\$ 104,000	9.1%	\$ 1,492	80
10	1388 Capistrano Avenue, Laguna Beach, CA 92651	8/6/2021	\$ 1,200,000	\$ 1,300,000	\$ (100,000)	-8.3%	\$ 1,129	0
11	358 Flora St, Laguna Beach, CA 92651	8/6/2021	\$ 2,350,000	\$ 2,250,000	\$ 100,000	4.3%	\$ 1,388	0
12	908 Quivera Street, Laguna Beach, CA 92651	8/6/2021	\$ 3,499,999	\$ 3,650,000	\$ (150,001)	-4.3%	\$ 1,007	296
13	21692 Ocean Vista #C, Laguna Beach, CA 92651	8/6/2021	\$ 949,000	\$ 949,000	\$ -	0.0%	\$ 949	18
14	766 Bolsana, Laguna Beach, CA 92651	8/10/2021	\$ 2,850,000	\$ 2,830,000	\$ 20,000	0.7%	\$ 1,093	8
15	1415 Coral Drive, Laguna Beach, CA 92651	8/10/2021	\$ 4,350,000	\$ 3,875,000	\$ 475,000	10.9%	\$ 1,139	67
16	1124 Catalina Street, Laguna Beach, CA 92651	8/11/2021	\$ 2,150,000	\$ 2,200,000	\$ (50,000)	-2.3%	\$ 1,797	4
17	520 Cliff Drive Unit#101, Laguna Beach, CA 92651	8/11/2021	\$ 1,350,000	\$ 1,400,000	\$ (50,000)	-3.7%	\$ 999	4
18	31412 Holly Drive, Laguna Beach, CA 92651	8/11/2021	\$ 2,995,000	\$ 3,500,000	\$ (505,000)	-16.9%	\$ 1,419	10
19	108 Santa Rosa Court, Laguna Beach, CA 92651	8/12/2021	\$ 669,000	\$ 675,000	\$ (6,000)	-0.9%	\$ 488	7
20	1487 Catalina, Laguna Beach, CA 92651	8/12/2021	\$ 2,450,000	\$ 2,222,350	\$ 227,650	9.3%	\$ 1,098	17
21	2679 Victoria Drive, Laguna Beach, CA 92651	8/12/2021	\$ 14,000,000	\$ 9,750,000	\$ 4,250,000	30.4%	\$ 2,635	573
22	1631 Louise Street, Laguna Beach, CA 92651	8/12/2021	\$ 2,975,000	\$ 2,600,000	\$ 375,000	12.6%	\$ 1,145	139
23	2949 Alexander Road, Laguna Beach, CA 92651	8/13/2021	\$ 3,495,000	\$ 2,750,000	\$ 745,000	21.3%	\$ 871	66
24	530 Cliff Drive Unit#203, Laguna Beach, CA 92651	8/13/2021	\$ 1,795,000	\$ 1,820,000	\$ (25,000)	-1.4%	\$ 1,592	12
25	224 Viejo Street, Laguna Beach, CA 92651	8/13/2021	\$ 1,998,500	\$ 2,000,000	\$ (1,500)	-0.1%	\$ 1,484	25
26	2568 Bonita Way, Laguna Beach, CA 92651	8/16/2021	\$ 1,899,000	\$ 1,800,000	\$ 99,000	5.2%	\$ 1,000	28
27	31099 Coast, Laguna Beach, CA 92651	8/16/2021	\$ 6,200,000	\$ 6,750,000	\$ (550,000)	-8.9%	\$ 1,883	10
28	552 Temple Hills Drive, Laguna Beach, CA 92651	8/17/2021	\$ 3,695,000	\$ 3,586,750	\$ 108,250	2.9%	\$ 1,210	7
29	1339 Dunning Drive, Laguna Beach, CA 92651	8/17/2021	\$ 4,475,000	\$ 4,475,000	\$ -	0.0%	\$ 932	19
30	733 Pelican Drive, Laguna Beach, CA 92651	8/18/2021	\$ 2,998,000	\$ 2,775,000	\$ 223,000	7.4%	\$ 724	87
31	414 Bluebird Canyon, Laguna Beach, CA 92651	8/18/2021	\$ 3,000,000	\$ 3,000,000	\$ -	0.0%	\$ 1,271	11
32	21641 Wesley Dr. #B, Laguna Beach, CA 92651	8/18/2021	\$ 735,000	\$ 740,000	\$ (5,000)	-0.7%	\$ 896	8
33	2 La Senda Place, Laguna Beach, CA 92651	8/18/2021	\$ 3,495,000	\$ 3,150,000	\$ 345,000	9.9%	\$ 1,631	76
34	20431 Sun Valley Drive, Laguna Beach, CA 92651	8/19/2021	\$ 1,895,000	\$ 1,825,000	\$ 70,000	3.7%	\$ 758	93
35	422 Cypress Dr. #422, Laguna Beach, CA 92651	8/19/2021	\$ 1,049,000	\$ 1,069,000	\$ (20,000)	-1.9%	\$ 1,132	6
36	913 Summit Way, Laguna Beach, CA 92651	8/19/2021	\$ 3,295,000	\$ 3,295,000	\$ -	0.0%	\$ 1,098	3
37	1565 Via Majorca, Laguna Beach, CA 92651	8/19/2021	\$ 4,995,000	\$ 4,150,000	\$ 845,000	16.9%	\$ 1,107	121
38	719 Emerald Bay, Laguna Beach, CA 92651	8/19/2021	\$ 4,385,000	\$ 4,350,000	\$ 35,000	0.8%	\$ 1,867	216
39	590 Cress Street, Laguna Beach, CA 92651	8/20/2021	\$ 3,999,999	\$ 3,700,000	\$ 299,999	7.5%	\$ 1,541	115
40	2 S Stonington Road, Laguna Beach, CA 92651	8/20/2021	\$ 2,790,000	\$ 2,592,000	\$ 198,000	7.1%	\$ 2,248	31
41	402 San Nicholas Court, Laguna Beach, CA 92651	8/23/2021	\$ 689,000	\$ 699,000	\$ (10,000)	-1.5%	\$ 505	10
42	1495 Regatta Road, Laguna Beach, CA 92651	8/23/2021	\$ 1,200,000	\$ 1,200,000	\$ -	0.0%	\$ 514	0
43	1315 Pitcairn Place, Laguna Beach, CA 92651	8/23/2021	\$ 4,100,000	\$ 4,595,000	\$ (495,000)	-12.1%	\$ 926	30
44	81 Emerald Bay, Laguna Beach, CA 92651	8/23/2021	\$ 12,250,000	\$ 11,750,000	\$ 500,000	4.1%	\$ 1,809	183
45	21712 Wesley Drive #7, Laguna Beach, CA 92651	8/23/2021	\$ 1,195,000	\$ 1,250,000	\$ (55,000)	-4.6%	\$ 1,357	21

Continued next page



# August Closing Detail

Continued

	Address	Date	Original Price	Closing Price	Reduction	% Reducti	\$ Sq Ft	DOM
46	1228 Anacapa Way, Laguna Beach, CA 92651	8/25/2021	\$ 2,288,000	\$ 2,100,000	\$ 188,000	8.2%	\$ 1,449	73
47	2025 Crestview Drive, Laguna Beach, CA 92651	8/25/2021	\$ 2,695,000	\$ 2,550,000	\$ 145,000	5.4%	\$ 1,055	9
48	2985 Mountain View Dr., Laguna Beach, CA 92651	8/26/2021	\$ 1,995,000	\$ 2,200,000	\$ (205,000)	-10.3%	\$ 1,047	12
49	990 Santa Ana Street, Laguna Beach, CA 92651	8/26/2021	\$ 2,400,000	\$ 2,305,000	\$ 95,000	4.0%	\$ 1,061	70
50	253 Emerald Bay, Laguna Beach, CA 92651	8/26/2021	\$ 7,500,000	\$ 7,000,001	\$ 499,999	6.7%	\$ 1,480	46
51	1060 N Coast, Laguna Beach, CA 92651	8/27/2021	\$ 1,895,000	\$ 1,850,000	\$ 45,000	2.4%	\$ 1,197	138
52	2980 Zurich Court, Laguna Beach, CA 92651	8/30/2021	\$ 4,595,000	\$ 4,500,000	\$ 95,000	2.1%	\$ 1,117	4
53	321 San Nicholas Court, Laguna Beach, CA 92651	8/31/2021	\$ 715,000	\$ 735,000	\$ (20,000)	-2.8%	\$ 554	9
54	274 Upland Road, Laguna Beach, CA 92651	8/31/2021	\$ 2,995,000	\$ 2,499,000	\$ 496,000	16.6%	\$ 1,912	122
55	586 Nyes Place, Laguna Beach, CA 92651	8/31/2021	\$ 3,375,000	\$ 3,450,000	\$ (75,000)	-2.2%	\$ 906	7
56	1360 Circle Way, Laguna Beach, CA 92651	8/31/2021	\$ 4,500,000	\$ 4,500,000	\$ -	0.0%	\$ 2,222	0
57								
58	Not used in calculations		Median	\$ 2,592,000	\$ 45,000	2.1%	\$ 1,132	25



## 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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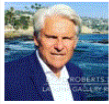
## August 2021 Sales Data

<b>Active Median</b> (As of 9/1/2021)	<b>\$ 4,395,000</b>	<b>111 Listings</b>
<b>Days on Market (DOM) Median</b>		<b>72 Days</b>
<b>\$ per Square Foot Median</b>		<b>\$ 1,490</b>
<b>Pending Median</b> (As of 9/1/2021)	<b>\$ 2,599,999</b>	<b>56 Listings</b>
<b>DOM Median</b>		<b>27 Days</b>
<b>\$ per Square Foot Median</b>		<b>\$ 1,254</b>
<b>Sold Median August 2021</b>	<b>\$ 2,592,000</b>	<b>56 Sales</b>
<b>Price Reduction Median</b>	<b>\$ 45,000</b>	<b>2.1 %</b>
<b>DOM Median</b>		<b>25 Days</b>
<b>\$ Per Square Foot Median</b>		<b>\$ 1,132</b>
<b>Sold 3 Month Median</b>	<b>\$ 2,595,000</b>	<b>171 Sales</b>
<b>\$ Per Square Foot Median</b>		<b>\$ 1,210</b>
<b>Sold 6 Month Median</b>	<b>\$ 2,600,000</b>	<b>328 Sales</b>
<b>Sold 12 Month Median</b>	<b>\$ 2,350,000</b>	<b>590 Sales</b>
<b>Price Reduction Median</b>	<b>\$ 100,000</b>	<b>4.4 %</b>
<b>DOM Median</b>		<b>42 Days</b>
<b>\$ Per Square Foot Median</b>		<b>\$ 1,178</b>
<b>Sold 2020 Median</b>	<b>\$ 2,000,000</b>	<b>443 Sales</b>
<b>Sold YTD</b>	<b>\$ 2,521,596</b>	<b>398 Sales</b>
<b>PENDING INDICATOR (Pending - Sold)</b>		<b>+ \$ 7,999</b>
<b>SPREAD (Active - Sold)</b>		<b>+ \$1,803,000</b>
<b>July Supply</b>	<b>1.9 Months</b>	<b>Seller's Market</b>
<b>July 3 Month Supply</b>	<b>1.9 Months</b>	<b>Seller's Market</b>
<b>\$1,499,999 -</b>	<b>.23 Months</b>	<b>Seller's Market</b>
<b>\$1,500,000 - \$1,999,999</b>	<b>.64 Months</b>	<b>Seller's Market</b>
<b>\$2,000,000 - \$2,999,999</b>	<b>1.4 Months</b>	<b>Seller's Market</b>
<b>\$3,000,000 - \$4,999,999</b>	<b>2.0 Months</b>	<b>Seller's Market</b>
<b>\$5,000,000 - \$9,999,999</b>	<b>5.0 Months</b>	<b>Balanced Market</b>
<b>\$10,000,000 +</b>	<b>13 Months</b>	<b>Buyer's Market</b>

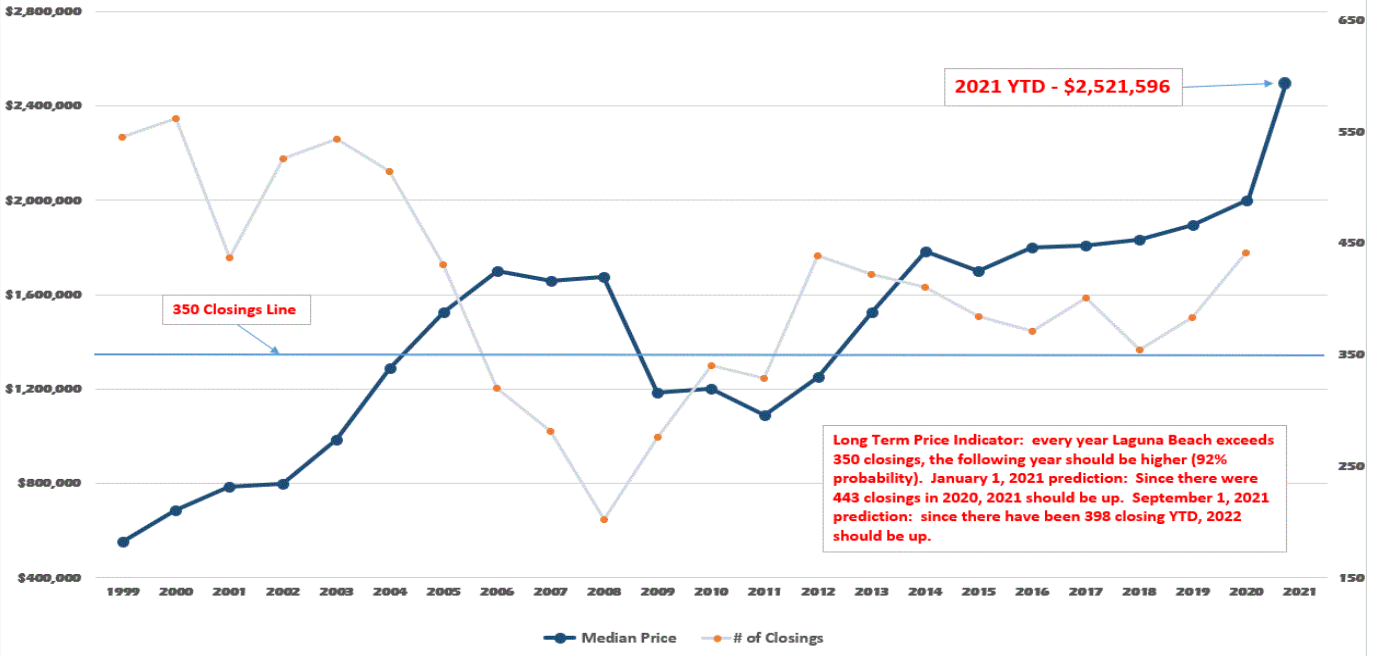
Balanced Market 5 to 7.9 Months

### Price Forecasts

<b>Short-Term PENDING INDICATOR Forecast for September</b>	<b>No Signal</b>
<b>Short-Term SPREAD INDICATOR Forecast for September</b>	<b>UP</b>
<b>Long-Term PRICE INDICATOR Forecast for 2021</b> (As of 11/1/2020)	<b>UP</b>
<b>Long-Term PRICE INDICATOR Forecast for 2022</b> (As of 9/1/2021)	<b>UP</b>

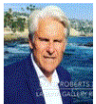


### Laguna Beach Real Estate Sold Median Yearly | Number of Closings Long Term Price Indicator

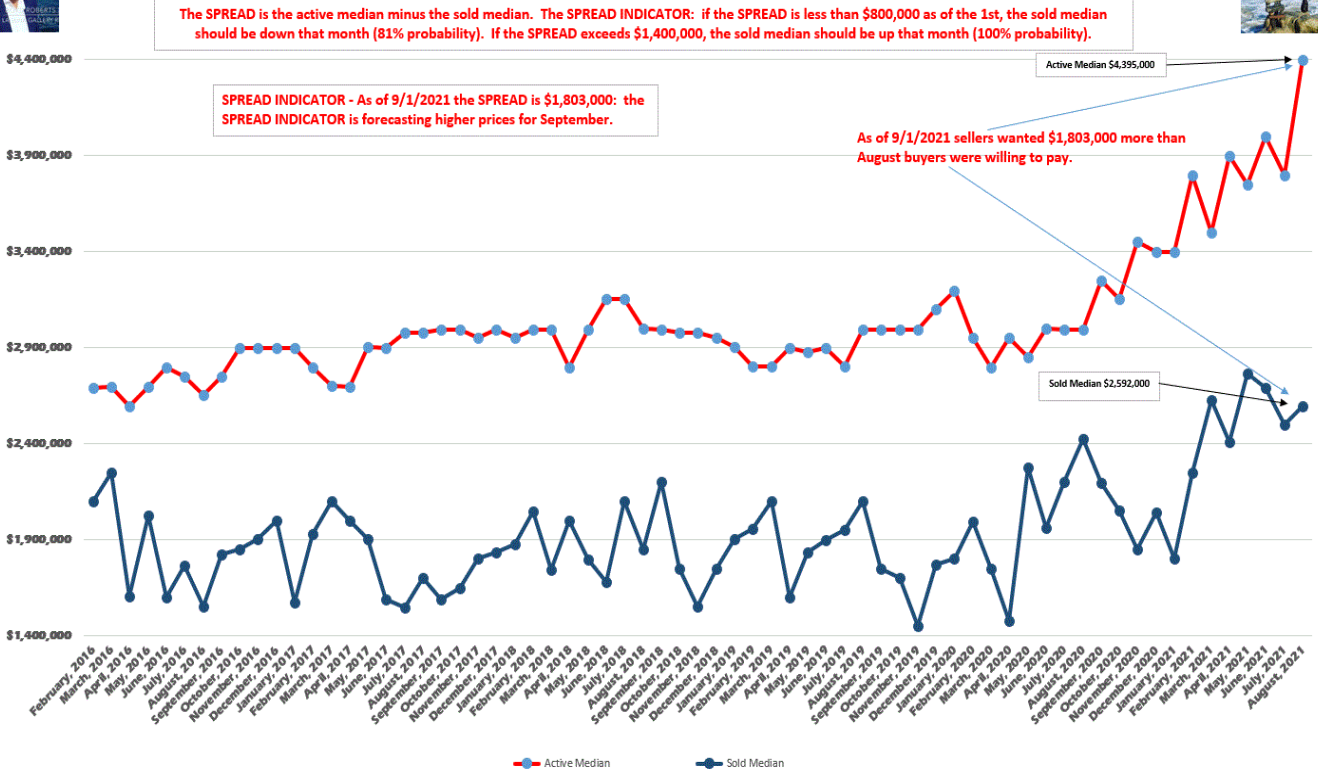


350 annual closings is the sweet spot. Years with at least 350 closings (1999, 2000, 2001, 2002, 2003, 2004, 2005, 2012, 2013, 2014, 2015, 2016, 2017, and 2018) have been followed by an up year except 2015. The reverse is not predictive: 2006, 2007, 2008, 2009, 2010, and 2011 all recorded less than 350 closings, but three of the following years (2007, 2009, and 2011) were down.

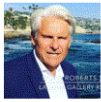
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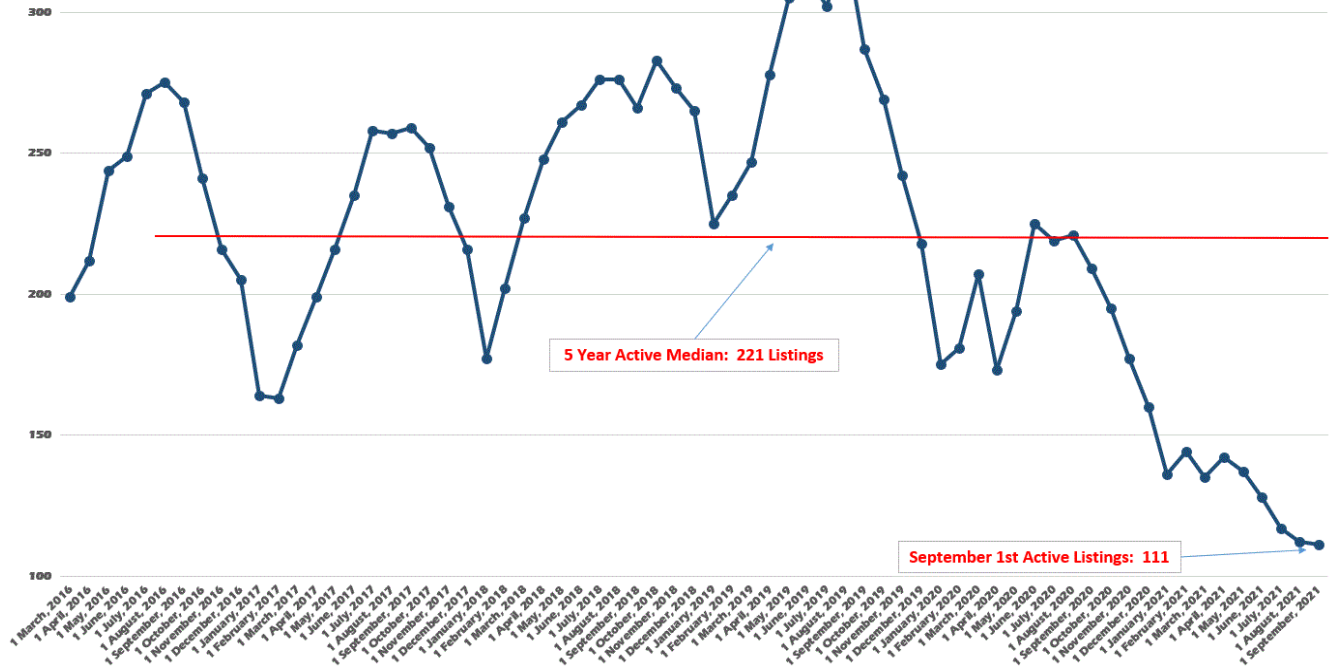
### Laguna Beach Real Estate The SPREAD: Active v Sold - Median Monthly



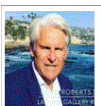
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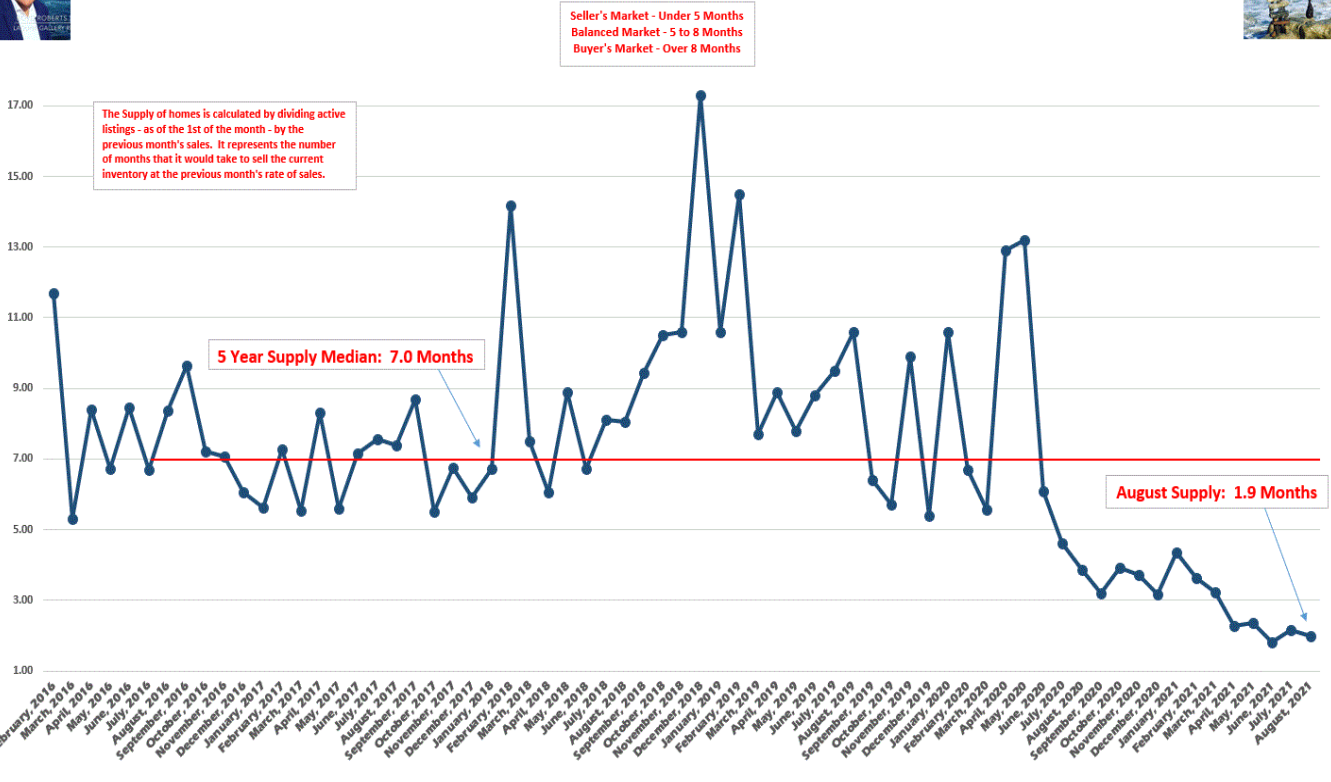
### Laguna Beach Real Estate Chart # of Active Listings - Monthly



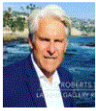
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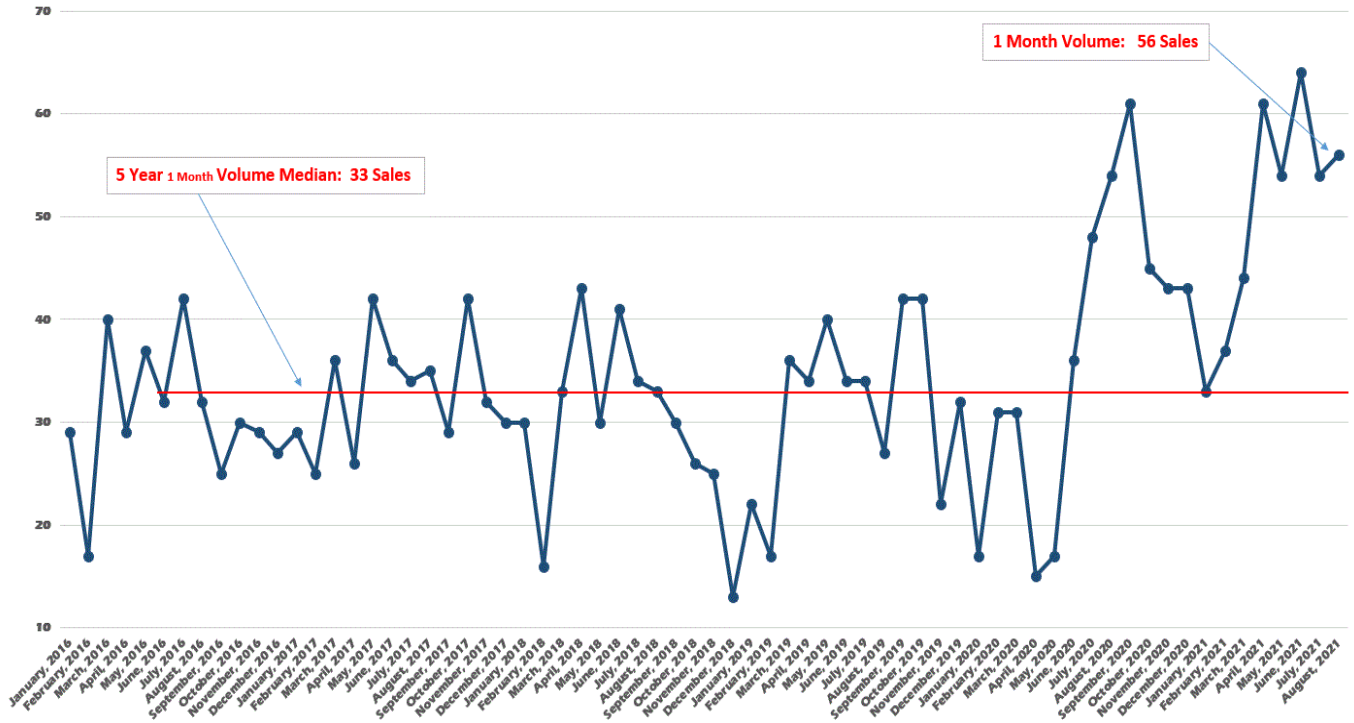
### Laguna Beach Real Estate Supply of Homes - in months - Monthly



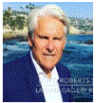
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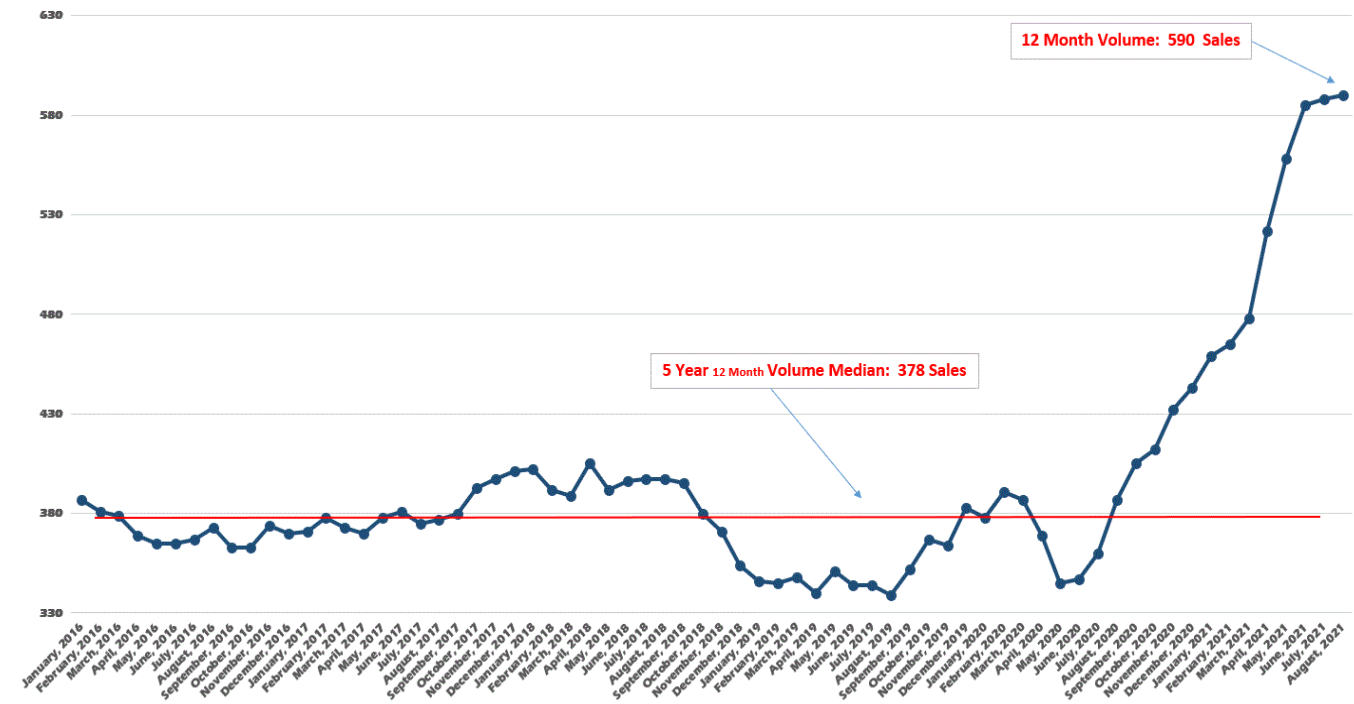
### Laguna Beach Real Estate Sold - 1 Month Volume (# of Sales) - Monthly



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



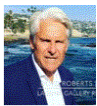
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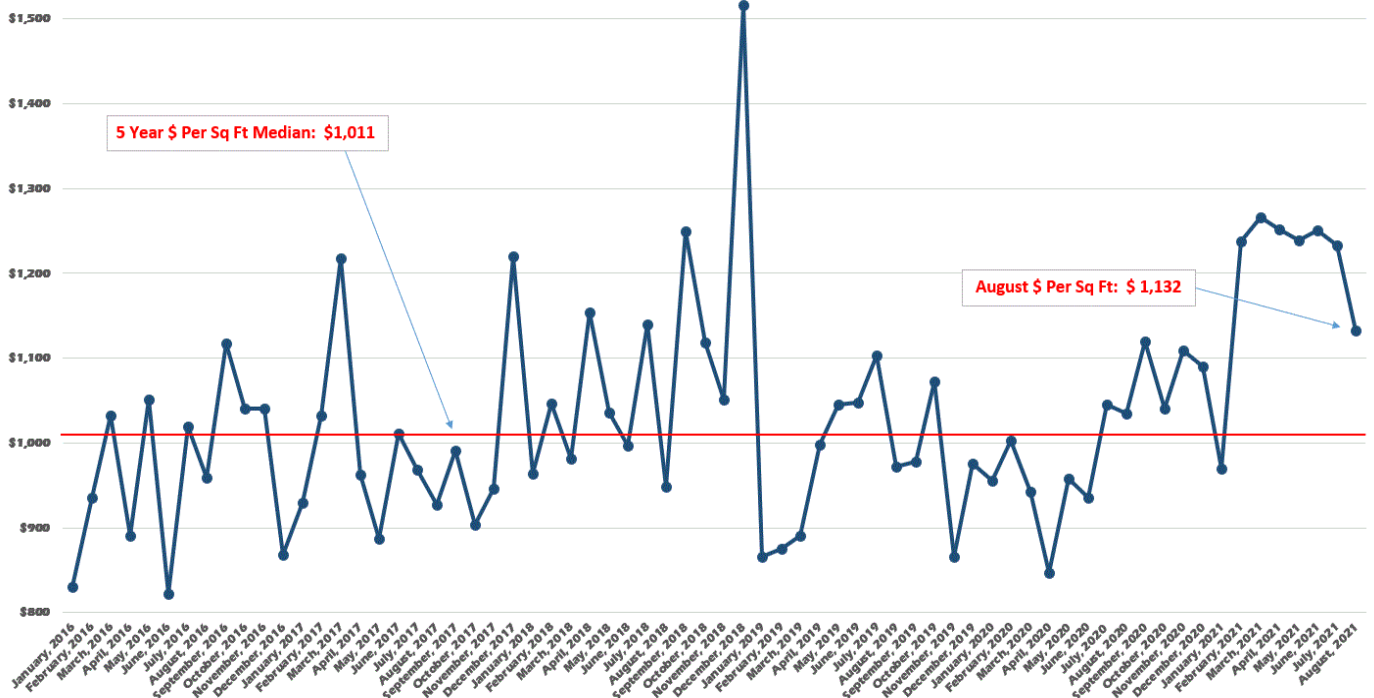
# Laguna Jumbo Financing

- 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



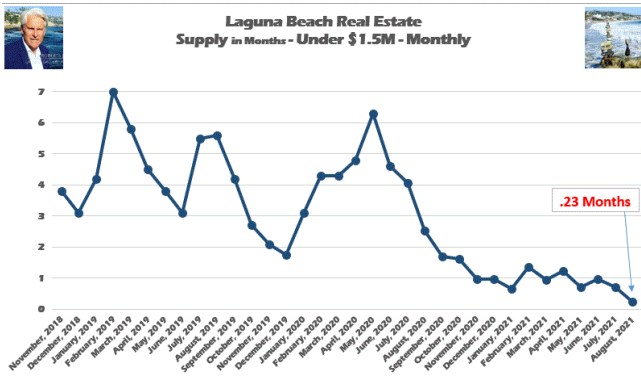
**Laguna Beach Real Estate  
Sold - \$ Per Square Foot Median - Monthly**



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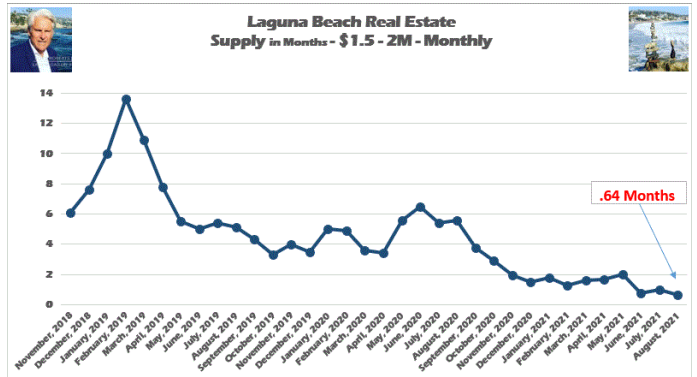


# Sector Supply Charts



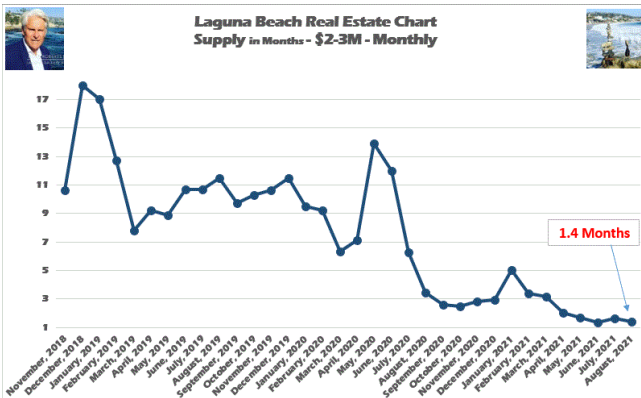
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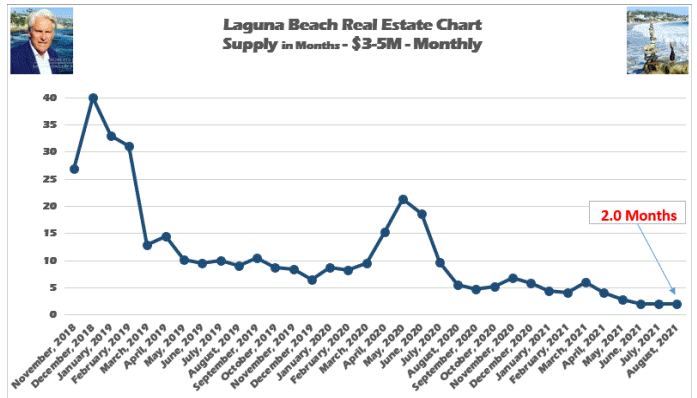
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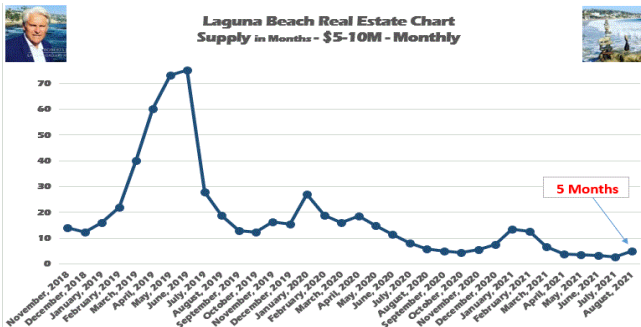
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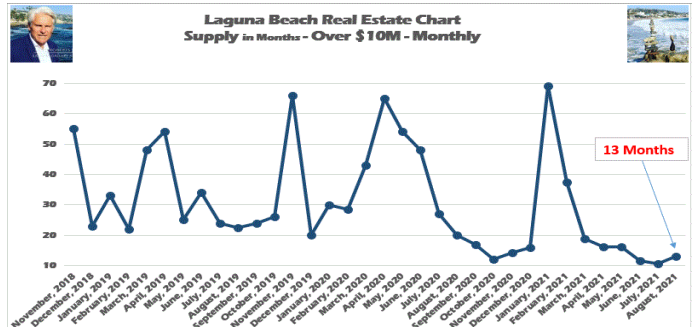
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**Seller's Market - Under 5 Months | Balanced Market - 5 to 8 Months | Buyer's Market - Over 8 Months**

More Laguna Beach Charts at

[www.LagunaGalleryRealEstate.com](http://www.LagunaGalleryRealEstate.com)