

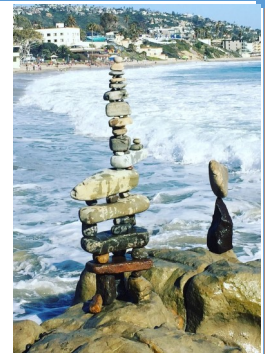


Laguna Beach Real Estate

August 2017 Sales Report

Boyd Roberts

Gallery Real Estate 949-463-9152



August video at www.LagunaGalleryRealEstate.com

Thou it was not pretty, as predicted, median Laguna Beach prices were up just over \$150,000 to an even \$1,700,000. 77% of all sales were at a reduced price. The average price reduction was just over \$208,000 or 7.1 percent.

With pending deals at just over \$1,800,000, likely we will be sideways slightly up in the near term. Year to date, at \$1,849,000 we are still on track for a record 2017.

Overly optimistic sellers loom over Laguna. They want almost \$1.3M more for their homes than August buyers were willing to pay. Buyers need knowledge and experience to help you negotiate this market. As a broker with over 14 years of experience, over 800 transactional sides, over \$1/4B in sales, and the most comprehensive, by far, monthly Laguna Beach market information, I can help. Call me today or go to my website www.lagunagalleryrealestate.com for all of my reports and videos.

ACTIVEs (As of September 1, 2017)

Median Price	\$ 2,975,000
Total	259 Listings
Median DOM	88 Days
Median Price per Square Foot	\$ 1,199

PENDINGs/Under Contract (P/U) (As of September 1, 2017)

Median Price	\$ 1,815,000
Total	50 Listings
Median DOM	92 Days
Median Price per Square Foot	\$ 930

SOLDs (August 2017)

Median Price	\$ 1,700,000
Total	35 Closings
Total Requiring a Price Reduction	27 Closings
% of Closings at a Reduced Price	77 %
Average Price Reduction	\$ 208,742

Average Price Reduction as a %	7.1%
Median DOM	41 Days
Median Price per Square Foot	\$ 927

Total Supply of Actives at this Rate of Sales	7.4 Months
Difference Between Active Median Price and P/U Median Price	+ \$ 1,160,000
Difference Between Active Median Price and Sold Median Price	+ \$ 1,275,000
Difference Between P/U Median Price and Sold Median Price	+ \$ 115,000

Most Recent 3 Full Calendar Months: 6/1/2016 – 8/31/2017)

Total	105 Closings
Total Requiring a Price Reduction	80 Closings
Median Price	\$ 1,675,000
Median DOM	45 Days
Median Price per Square Foot	\$ 992
Total Supply of Actives at this Rate of Sales	7.4 Months

Most Recent 6 Full Calendar Months (3/1/2017 – 8/31/2017): \$1,850,000 Median 211 Sales

Most Recent 12 Full Calendar Months (9/1/2016 – 8/31/2017): \$1,850,000 Median 377 Sales

<u>Year</u>	<u>Median Price</u>	<u># of Sales</u>	<u>Year</u>	<u>Median Price</u>	<u># of Sales</u>
2000	\$ 665,000	562	2009	\$1,185,000	274
2001	\$ 775,000	437	2010	\$1,200,000	334
2002	\$ 785,000	527	2011	\$1,100,000	329
2003	\$ 971,000	542	2012	\$1,250,000	435
2004	\$1,275,000	514	2013	\$1,525,000	422
2005	\$1,505,000	428	2014	\$1,785,000	411
2006	\$1,625,000	322	2015	\$1,700,000	384
2007	\$1,629,000	281	2016	\$1,800,000	370
2008	\$1,535,000	204	2017 (YTD)	\$1,849,000	266

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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 in excess of a \$1/4 billion.

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