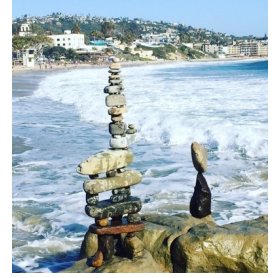


Laguna Beach Real Estate Magazine

September 2021 | [Edition #75]



SOLD MEDIAN \$2,737,000 + 145,000 | **\$ PER SQ FT** \$1,282 + 150 | **SUPPLY** 1.9 MONTHS - NC | **30-YEAR JUMBO** 2.75% - NC

Laguna's Surge Resumes

Listings Crisis Worsens | Further Gains In Forecast

As I predicted last month, median Laguna Beach prices did rally, but it was not pretty. The sold median was up \$145,000 and finished at \$2,737,000 – the second highest print ever. The active and pending medians finished at their highest levels ever \$4,490,000 and \$2,995,000, respectively. The median price reduction, however, more than tripled from \$45,000 to \$150,000. Lagunians sold at near record highs, but only after they tempered their original price expectations.

The listing crisis worsened. As of October 2nd, the number of active listings plunged to 99, a 70% reduction since August 2019 and a 55% reduction

since August 2020. Simultaneously, the 12-month number of closings has soared to 579, a 70% increase since August 2019 and a 50% increase since August 2020. With 50 closings for the month, the September supply of homes came in at 1.9 months, an 81% collapse since August 2019 and a 47% implosion since August 2020. Until these trends change, expect higher prices.

Not coincidentally, both of my proprietary short-term price indicators – the Spread Indicator and the Pending Indicator – are now forecasting higher prices for October.

Call me at 949-463-9152.



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
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- ⇒ Sector Charts P 9

Laguna Beach Real Estate Magazine

Established February 2016

Publisher Boyd Roberts

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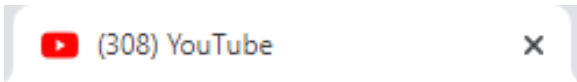
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September Closing Detail

	Address	Date	Original Price	Closing Price	Reduction	% Reducti	S Sq Ft	DOM
1	530 Emerald Bay, Laguna Beach, CA 92651	9/2/2021	\$ 6,795,000	\$ 6,000,000	\$ 795,000	11.7%	1316	126
2	541 Agate Street, Laguna Beach, CA 92651	9/3/2021	\$ 2,499,000	\$ 2,499,000	\$ -	0.0%	1413	17
3	2995 Alpine Way, Laguna Beach, CA 92651	9/3/2021	\$ 2,699,000	\$ 2,699,000	\$ -	0.0%	978	5
4	259 Fairview Street, Laguna Beach, CA 92651	9/3/2021	\$ 3,395,000	\$ 3,025,000	\$ 370,000	10.9%	1198	143
5	193 Emerald Bay, Laguna Beach, CA 92651	9/3/2021	\$ 16,750,000	\$ 13,100,000	\$ 3,650,000	21.8%	1688	69
6	326 Ruby Street, Laguna Beach, CA 92651	9/7/2021	\$ 4,295,000	\$ 4,610,000	\$ (315,000)	-7.3%	1691	2
7	31847 8th Avenue, Laguna Beach, CA 92651	9/8/2021	\$ 2,695,000	\$ 2,800,000	\$ (105,000)	-3.9%	1388	9
8	36 Carmel Court, Laguna Beach, CA 92651	9/8/2021	\$ 800,000	\$ 854,000	\$ (54,000)	-6.8%	512	35
9	3200 Alta Laguna Blvd, Laguna Beach, CA 92651	9/9/2021	\$ 1,998,000	\$ 2,375,000	\$ (377,000)	-18.9%	826	36
10	110 Santa Rosa Court, Laguna Beach, CA 92651	9/9/2021	\$ 675,000	\$ 700,000	\$ (25,000)	-3.7%	528	7
11	461 Linden Street, Laguna Beach, CA 92651	9/9/2021	\$ 3,250,000	\$ 3,250,000	\$ -	0.0%	1714	5
12	31786 5th Avenue, Laguna Beach, CA 92651	9/9/2021	\$ 1,995,000	\$ 1,830,000	\$ 165,000	8.3%	1092	48
13	21651 Wesley Dr. #A, Laguna Beach, CA 92651	9/10/2021	\$ 785,000	\$ 785,000	\$ -	0.0%	923	34
14	22161 Paseo Del Sur, Laguna Beach, CA 92651	9/10/2021	\$ 2,100,000	\$ 1,700,000	\$ 400,000	19.0%	1603	52
15	239 Chiquita Street, Laguna Beach, CA 92651	9/13/2021	\$ 2,833,000	\$ 2,685,000	\$ 148,000	5.2%	1826	192
16	407 Pinecrest Drive, Laguna Beach, CA 92651	9/13/2021	\$ 5,295,000	\$ 4,695,000	\$ 600,000	11.3%	1425	516
17	31935 Coast Highway, Laguna Beach, CA 92651	9/13/2021	\$ 5,999,995	\$ 5,100,000	\$ 899,995	15.0%	2430	113
18	264 San Joaquin Street, Laguna Beach, CA 92651	9/15/2021	\$ 2,698,000	\$ 2,900,000	\$ (202,000)	-7.5%	1260	13
19	2730 Solana Way, Laguna Beach, CA 92651	9/15/2021	\$ 3,300,000	\$ 3,150,000	\$ 150,000	4.5%	863	36
20	748 Bolsana Drive, Laguna Beach, CA 92651	9/15/2021	\$ 4,300,000	\$ 4,050,000	\$ 250,000	5.8%	1002	9
21	31853 8th Ave, Laguna Beach, CA 92651	9/15/2021	\$ 2,995,000	\$ 2,569,000	\$ 426,000	14.2%	1116	24
22	675 Thalia Street, Laguna Beach, CA 92651	9/16/2021	\$ 2,187,000	\$ 1,883,200	\$ 303,800	13.9%	1504	199
23	26 Encinitas Court, Laguna Beach, CA 92651	9/17/2021	\$ 950,000	\$ 945,000	\$ 5,000	0.5%	733	7
24	154 Cliff Drive, Laguna Beach, CA 92651	9/17/2021	\$ 2,450,000	\$ 2,400,000	\$ 50,000	2.0%	1476	176
25	2512 Gleneyre Street, Laguna Beach, CA 92651	9/17/2021	\$ 4,295,000	\$ 4,230,000	\$ 65,000	1.5%	1551	9
26	575 Blumont Street, Laguna Beach, CA 92651	9/17/2021	\$ 2,200,000	\$ 1,900,000	\$ 300,000	13.6%	1553	33
27	20 Bay Drive, Laguna Beach, CA 92651	9/17/2021	\$ 5,800,000	\$ 5,400,000	\$ 400,000	6.9%	2942	32
28	1028 Marine Drive, Laguna Beach, CA 92651	9/20/2021	\$ 6,000,000	\$ 7,500,000	\$ (1,500,000)	-25.0%	1856	42
29	845 Katella Street, Laguna Beach, CA 92651	9/20/2021	\$ 2,795,000	\$ 2,900,000	\$ (105,000)	-3.8%	1231	6
30	2875 Bernard Court, Laguna Beach, CA 92651	9/20/2021	\$ 3,650,000	\$ 3,650,000	\$ -	0.0%	1205	0
31	2943 Alexander Rd., Laguna Beach, CA 92651	9/20/2021	\$ 2,599,999	\$ 2,400,000	\$ 199,999	7.7%	1273	14
32	604 Allview Place, Laguna Beach, CA 92651	9/20/2021	\$ 5,250,000	\$ 5,000,000	\$ 250,000	4.8%	1282	17
33	1305 Coral Drive, Laguna Beach, CA 92651	9/21/2021	\$ 3,595,000	\$ 3,600,000	\$ (5,000)	-0.1%	1998	0
34	31423 Coast Unit#75, Laguna Beach, CA 92651	9/21/2021	\$ 1,500,000	\$ 1,500,000	\$ -	0.0%	1549	0
35	1433 Temple Hills Drive, Laguna Beach, CA 92651	9/21/2021	\$ 3,200,000	\$ 3,000,000	\$ 200,000	6.3%	1145	21
36	31561 Table Rock #208, Laguna Beach, CA 92651	9/21/2021	\$ 2,850,000	\$ 2,400,000	\$ 450,000	15.8%	2112	2
37	2841 Ridge Drive, Laguna Beach, CA 92651	9/22/2021	\$ 2,930,000	\$ 2,700,000	\$ 230,000	7.8%	613	191
38	465 Hilledge Drive, Laguna Beach, CA 92651	9/23/2021	\$ 4,750,000	\$ 4,425,000	\$ 325,000	6.8%	1718	65
39	2260 Park Avenue, Laguna Beach, CA 92651	9/23/2021	\$ 6,749,000	\$ 5,975,000	\$ 774,000	11.5%	1086	154
40	606 San Nicholas Court, Laguna Beach, CA 92651	9/24/2021	\$ 829,000	\$ 875,000	\$ (46,000)	-5.5%	573	4
41	277 Pearl Street, Laguna Beach, CA 92651	9/24/2021	\$ 3,795,000	\$ 3,179,000	\$ 616,000	16.2%	1154	225
42	138 Emerald Bay, Laguna Beach, CA 92651	9/24/2021	\$ 6,875,000	\$ 6,200,000	\$ 675,000	9.8%	1807	101
43	17 N Vista De La Luna, Laguna Beach, CA 92651	9/27/2021	\$ 2,100,000	\$ 2,737,000	\$ (637,000)	-30.3%	1983	23
44	845 Summit Drive, Laguna Beach, CA 92651	9/27/2021	\$ 3,700,000	\$ 3,300,000	\$ 400,000	10.8%	1031	180
45	660 Anita Street, Laguna Beach, CA 92651	9/28/2021	\$ 1,999,950	\$ 2,000,000	\$ (50)	0.0%	1596	3
46	727 Kendall Drive, Laguna Beach, CA 92651	9/29/2021	\$ 3,990,000	\$ 3,800,000	\$ 190,000	4.8%	1194	0
47	511 Anita Street, Laguna Beach, CA 92651	9/30/2021	\$ 1,599,000	\$ 1,725,000	\$ (126,000)	-7.9%	1701	5
48	403 El Bosque, Laguna Beach, CA 92651	9/30/2021	\$ 2,495,000	\$ 2,540,000	\$ (45,000)	-1.8%	1823	8
49	600 Loretta Drive, Laguna Beach, CA 92651	9/30/2021	\$ 2,495,000	\$ 2,500,000	\$ (5,000)	-0.2%	856	52
50	912 Santa Ana Street, Laguna Beach, CA 92651	9/30/2021	\$ 2,300,000	\$ 2,080,000	\$ 220,000	9.6%	987	95
51								
52	Not used in calculations		Median	\$ 2,737,000	\$ 150,000	4.8%	\$ 1,282	33

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- ◇ **View Restoration Consulting**
- ◇ **Full Service | Open Houses**
- ◇ **Call [949-463-9152](tel:949-463-9152) for Details**

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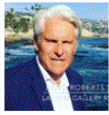
September 2021 Sales Data

Active Median (As of 10/2/2021)	\$ 4,490,000	99 Listings
Days on Market (DOM) Median		68 Days
\$ per Square Foot Median		\$ 1,574
Pending Median (As of 10/2/2021)	\$ 2,995,000	51 Listings
DOM Median		35 Days
\$ per Square Foot Median		\$ 1,356
Sold Median September 2021	\$ 2,737,000	50 Sales
Price Reduction Median	\$ 150,000	4.8 %
DOM Median		33 Days
\$ Per Square Foot Median		\$ 1,282
Sold 3 Month Median	\$ 2,665,000	158 Sales
\$ Per Square Foot Median		\$ 1,231
Sold 6 Month Median	\$ 2,675,000	335 Sales
Sold 12 Month Median	\$ 2,450,000	579 Sales
Price Reduction Median	\$ 100,000	4.4 %
DOM Median		37 Days
\$ Per Square Foot Median		\$ 1,191
Sold 2020 Median	\$ 2,000,000	443 Sales
Sold YTD	\$ 2,572,500	452 Sales
PENDING INDICATOR (Pending - Sold)		+ \$ 258,000
SPREAD (Active - Sold)		+ \$1,753,000
September Supply	1.9 Months	Seller's Market
September 3 Month Supply	1.8 Months	Seller's Market
\$1,499,999 -	1.1 Months	Seller's Market
\$1,500,000 - \$1,999,999	1.8 Months	Seller's Market
\$2,000,000 - \$2,999,999	1.1 Months	Seller's Market
\$3,000,000 - \$4,999,999	1.8 Months	Seller's Market
\$5,000,000 - \$9,999,999	3.5 Months	Seller's Market
\$10,000,000 +	31 Months	Buyer's Market

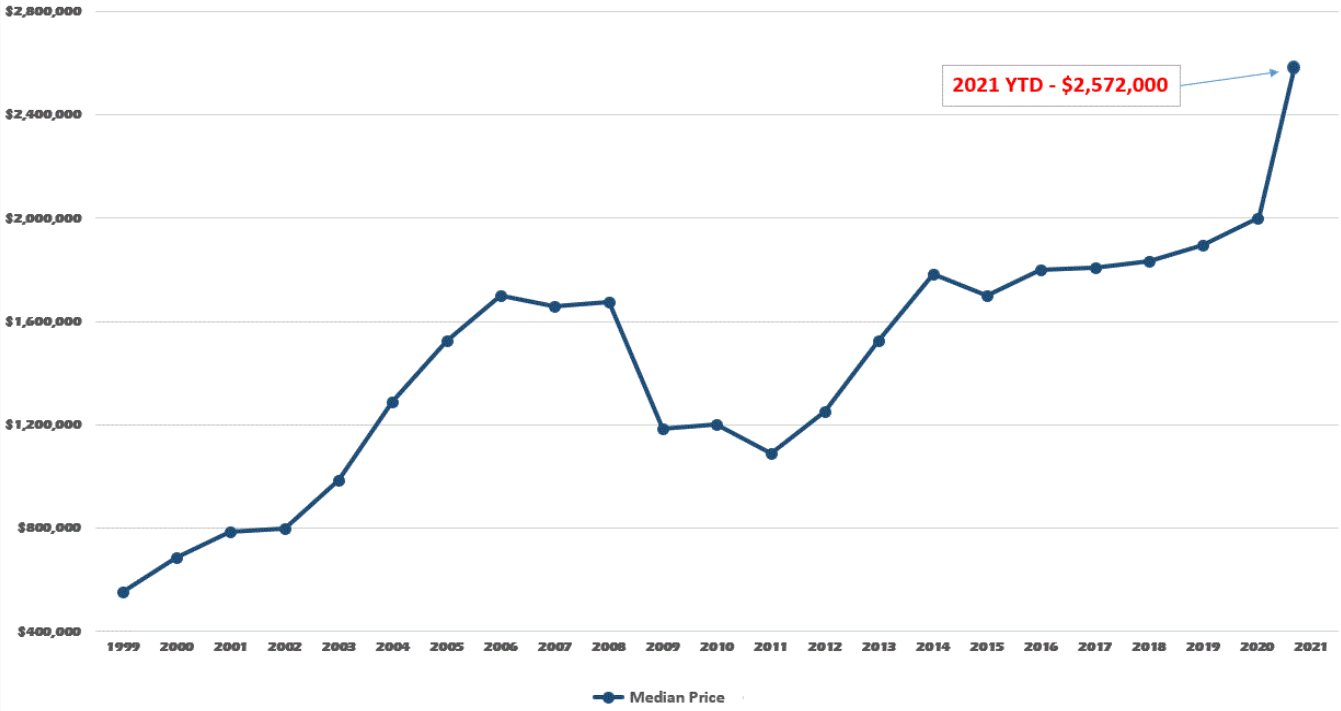
Balanced Market 5 to 7.9 Months

Price Forecasts

Short-Term PENDING INDICATOR Forecast for October	UP
Short-Term SPREAD INDICATOR Forecast for October	UP
Long-Term PRICE INDICATOR Forecast for 2021 (As of 11/1/2020)	UP
Long-Term PRICE INDICATOR Forecast for 2022 (As of 9/1/2021)	UP



Laguna Beach Real Estate Sold Median Yearly



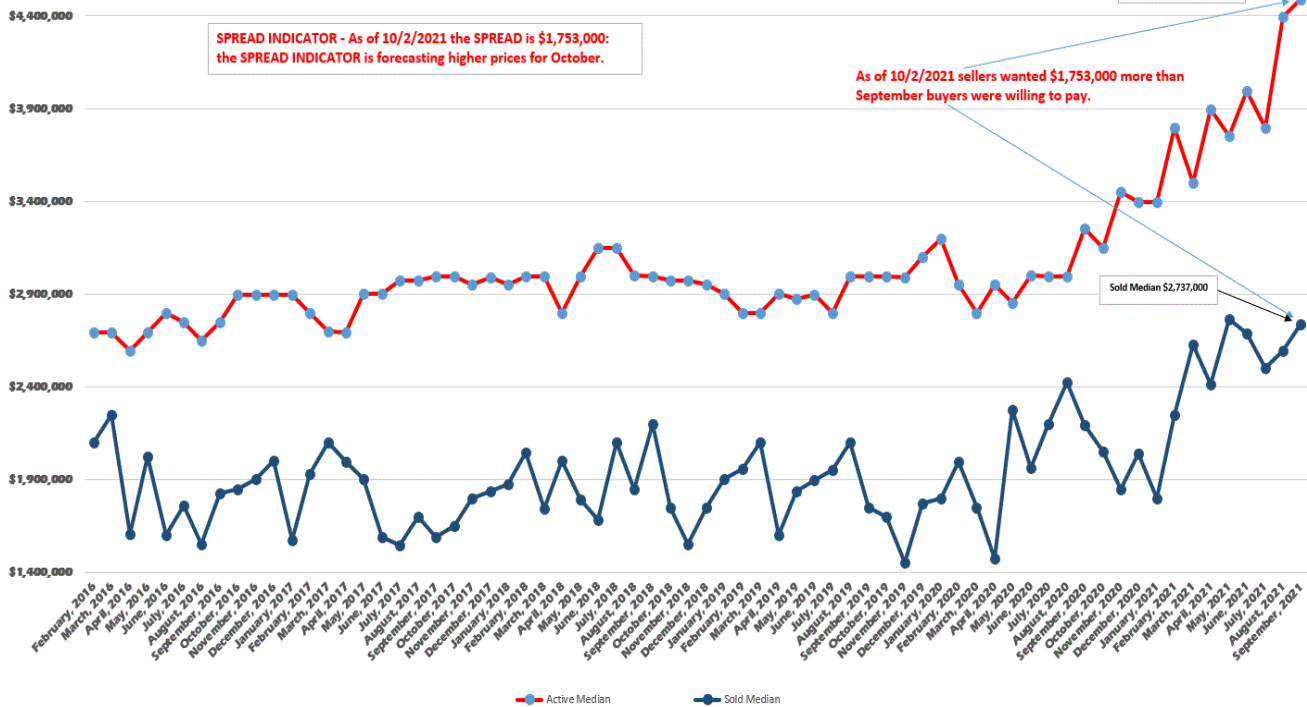
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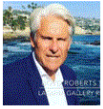
Laguna Beach Real Estate The SPREAD: Active v Sold - Median Monthly



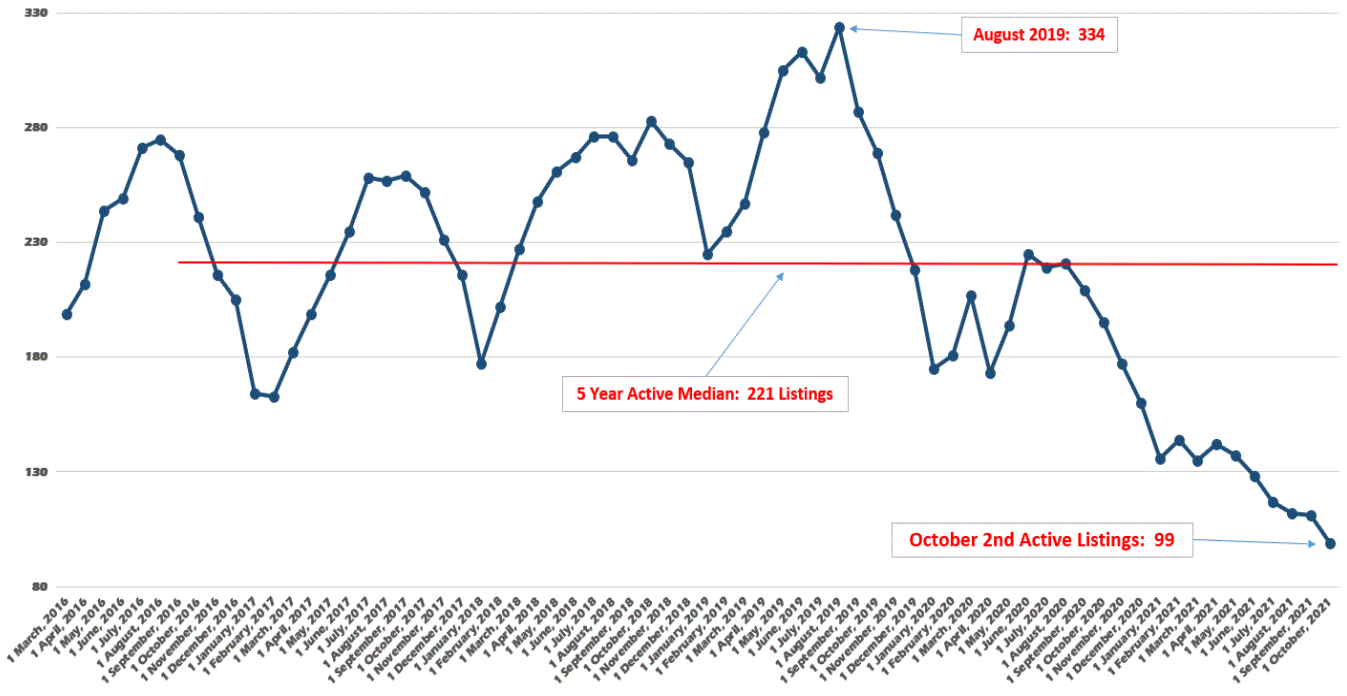
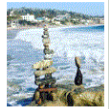
The SPREAD is the active median minus the sold median. The SPREAD INDICATOR: if the SPREAD is less than \$800,000 as of the 1st, the sold median should be down that month (81% probability). If the SPREAD exceeds \$1,400,000, the sold median should be up that month (100% probability).



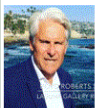
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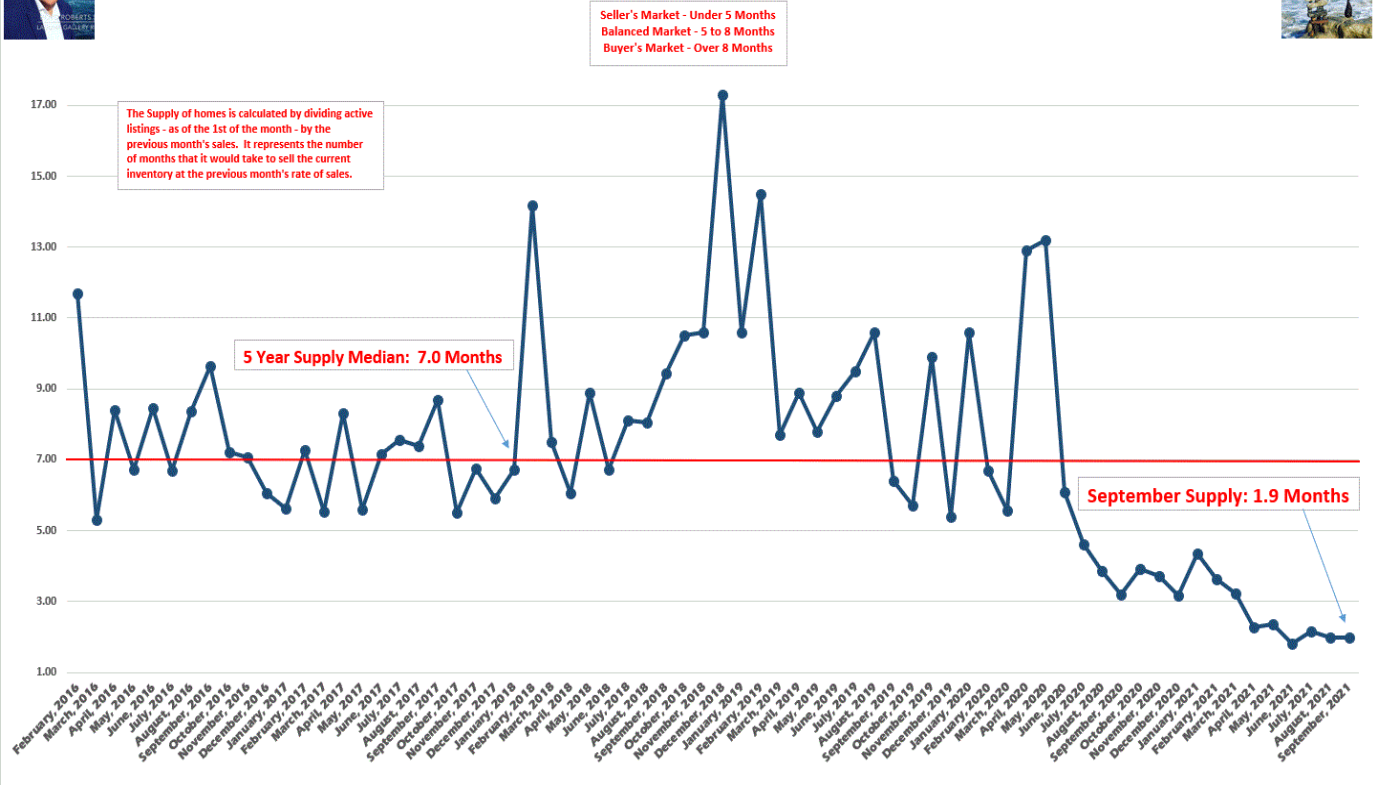
Laguna Beach Real Estate Chart # of Active Listings - Monthly



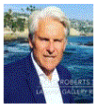
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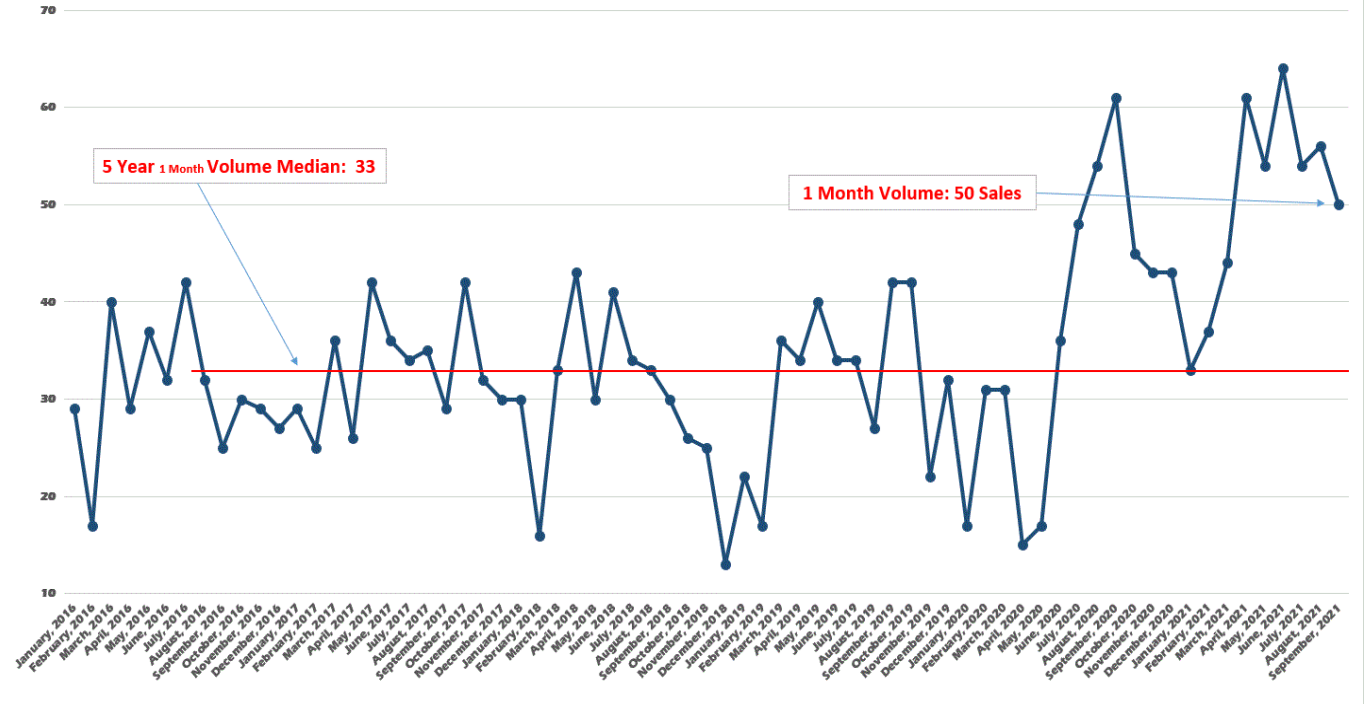
Laguna Beach Real Estate Supply of Homes - in months - Monthly



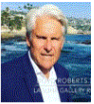
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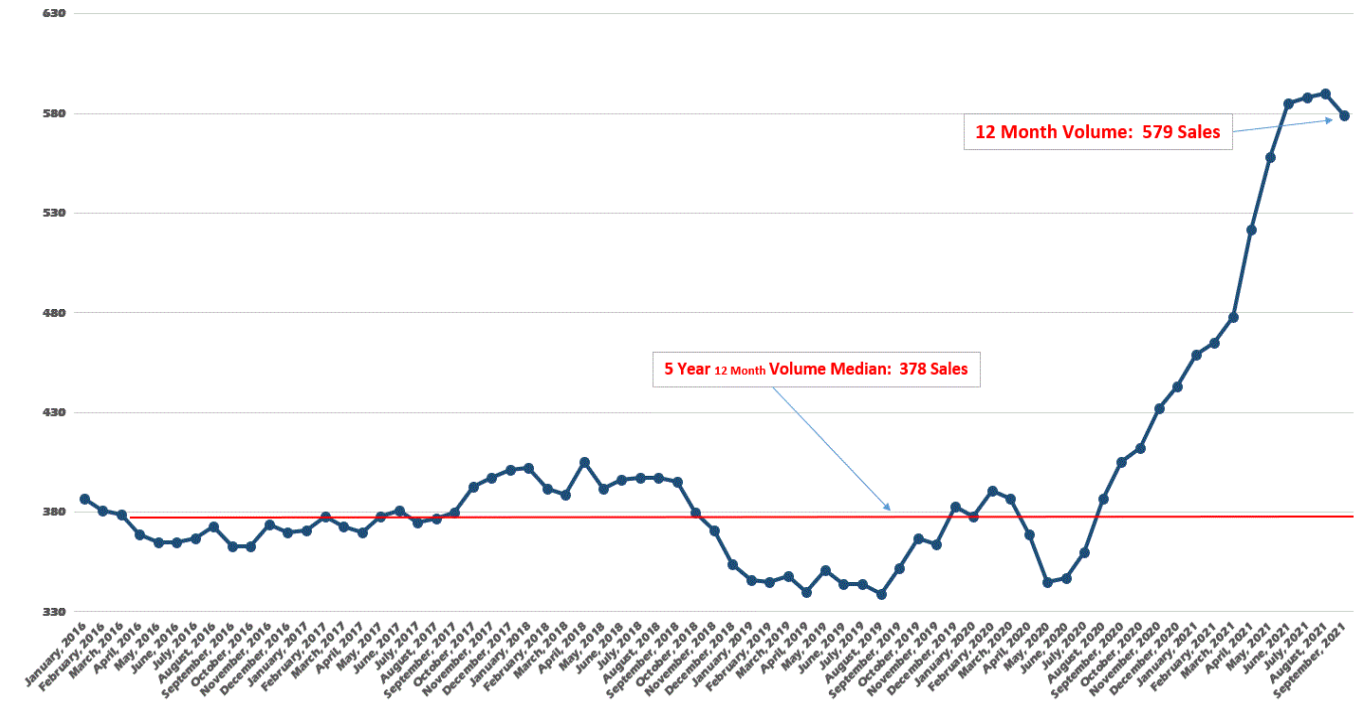
Laguna Beach Real Estate Sold - 1 Month Volume (# of Sales) - Monthly



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

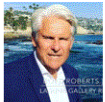


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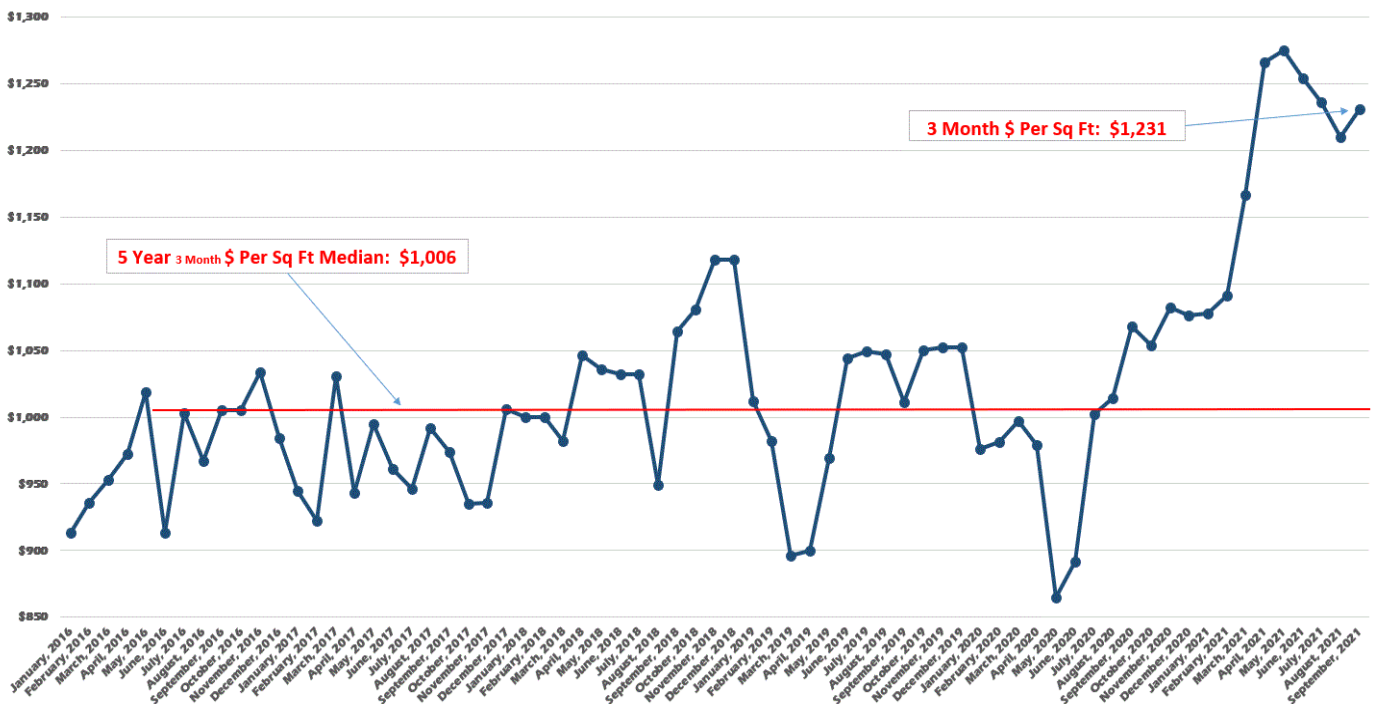
Laguna Jumbo Financing

- 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

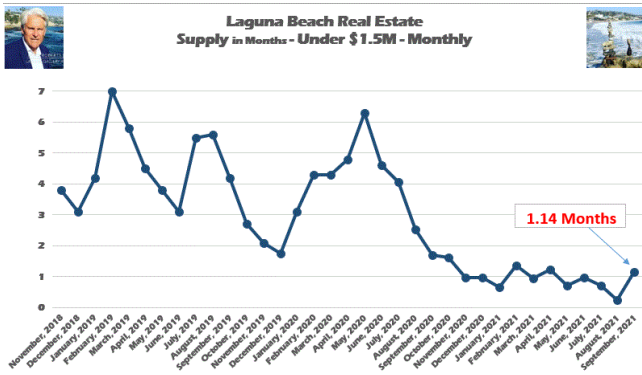


Laguna Beach Real Estate Sold - \$ Per Sq Ft - 3 Month Median - Monthly



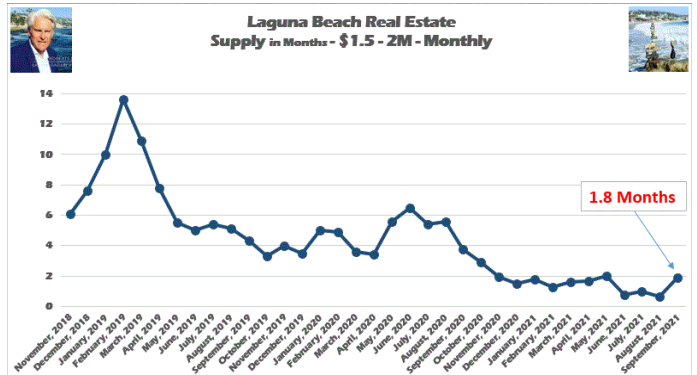
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Sector Supply Charts



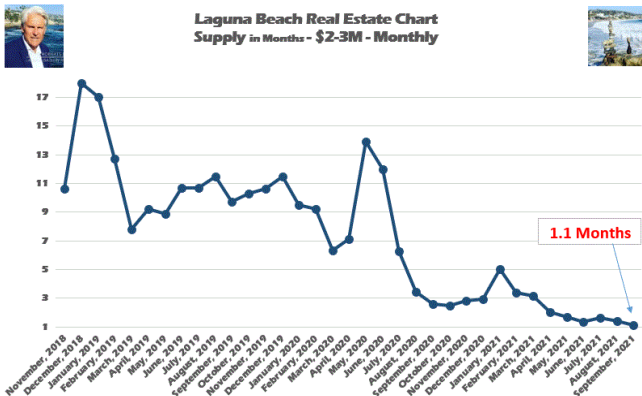
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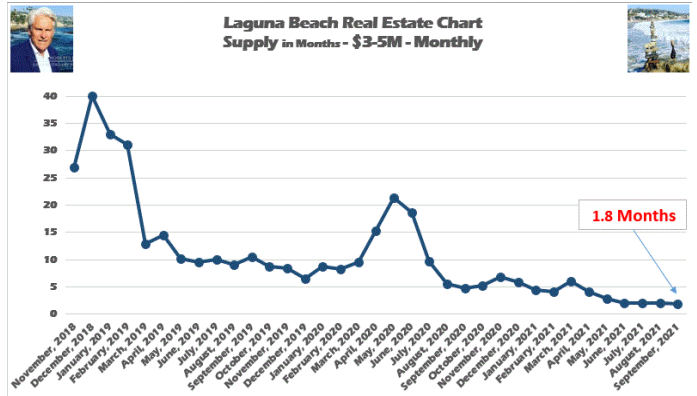
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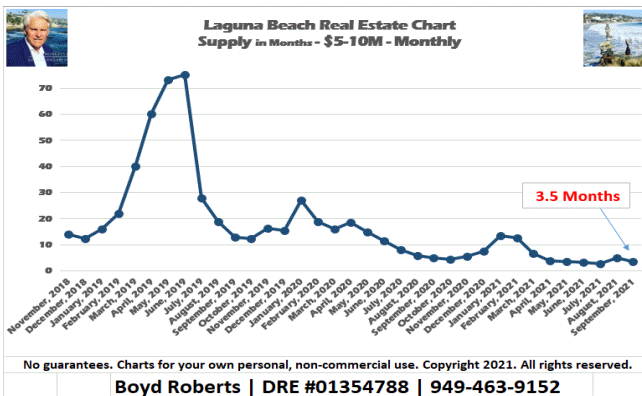
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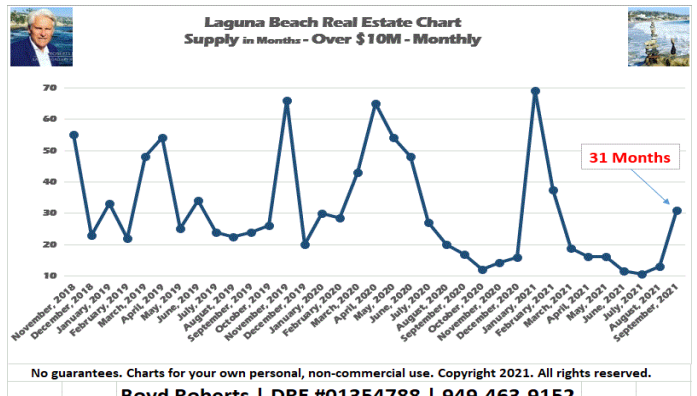
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Seller's Market - Under 5 Months | Balanced Market - 5 to 8 Months | Buyer's Market - Over 8 Months



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