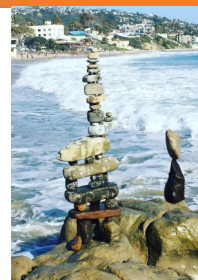




Laguna Beach Real Estate

September 2019 Sales Report



Boyd Roberts | Broker | Gallery Real Estate

949-463-9152

All Videos, Reports, and Charts at www.LagunaGalleryRealEstate.com

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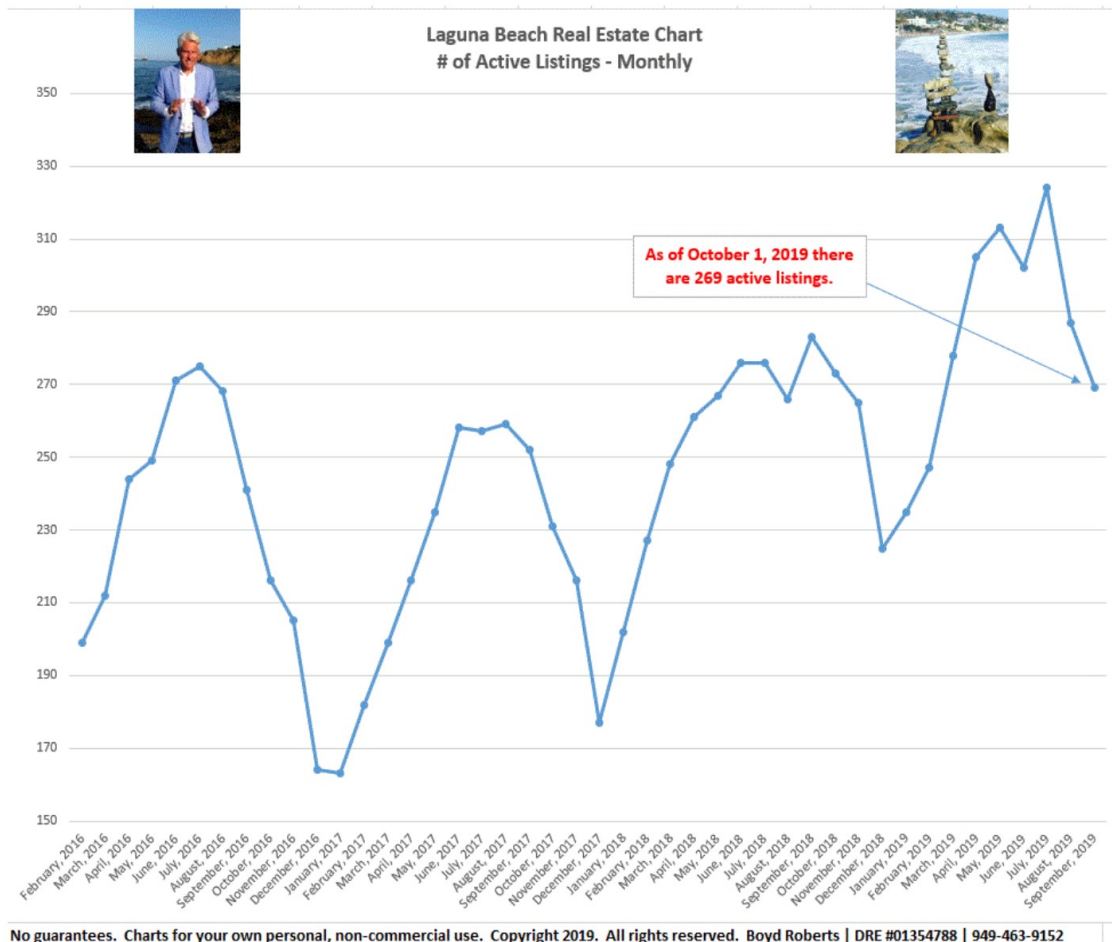
****Chart of the Month****

My Take

As I predicted last month, prices did fall. The sold median finished at \$1,750,000 down \$350,000 – a 16% drop (page 6). For those of you keeping track, that is the 19th time in a row that I have accurately predicted a short-term Laguna Beach price movement (Pending Indicator chart on my website).

But make no mistake, this is the best of times. The supply of homes – at 6.4 months – is at an 18-month low (page 10). Despite September's plunge, the 12-month moving median remains at a record \$1,900,000 (page 7). Likely, 2019 will be a record year.

Check out my Laguna Beach View Ordinance video on my website www.LagunaGalleryRealEstate.com.



Laguna Beach Real Estate

September Closing Detail

Address	Date	Original Price	Closing Price	Reduction	% Reduc	\$ Sq Ft	DOM
1025 Capistrano Avenue	9/3/2019	\$ 2,450,000	\$ 2,350,000	\$ 100,000	4.0%	\$ 972	89
438 Holly Street	9/3/2019	\$ 1,775,000	\$ 1,840,000	\$ (65,000)	-3.6%	\$ 1,533	4
59 Lagunita Drive	9/4/2019	\$ 4,250,000	\$ 3,975,000	\$ 275,000	6.4%	\$ 1,531	146
15 La Costa Court	9/5/2019	\$ 859,000	\$ 830,000	\$ 29,000	3.3%	\$ 498	52
605 Glomstad Lane	9/5/2019	\$ 1,495,000	\$ 1,173,200	\$ 321,800	21.5%	\$ 1,470	467
1046 Santa Ana Street	9/5/2019	\$ 1,400,000	\$ 1,225,000	\$ 175,000	12.5%	\$ 773	141
3083 Cresta Way	9/5/2019	\$ 1,475,000	\$ 1,600,000	\$ (125,000)	-8.4%	\$ 963	7
31461 West Street	9/5/2019	\$ 1,820,000	\$ 1,775,000	\$ 45,000	2.4%	\$ 1,234	20
420 Bent Street	9/6/2019	\$ 2,500,000	\$ 1,625,000	\$ 875,000	35.0%	\$ 1,160	310
2035 Catalina Street	9/6/2019	\$ 1,259,000	\$ 1,359,000	\$ (100,000)	-7.9%	\$ 1,508	12
397 Weymouth Place	9/9/2019	\$ 7,750,000	\$ 7,370,000	\$ (20,000)	-0.2%	\$ 1,489	349
1575 Santa Cruz Street	9/9/2019	\$ 2,350,000	\$ 1,825,000	\$ 525,000	22.3%	\$ 1,181	48
1255 Pacific Avenue	9/9/2019	\$ 9,200,000	\$ 5,675,000	\$3,525,000	38.3%	\$ 722	328
850 Wendt Terrace	9/10/2019	\$ 2,745,000	\$ 2,610,000	\$ 135,000	4.9%	\$ 1,198	73
31423 Coast Unit P5	9/10/2019	\$ 5,588,800	\$ 5,075,000	\$ 513,800	9.1%	\$ 2,668	54
28822 Alta Laguna Boulevard	9/12/2019	\$ 1,595,000	\$ 1,350,000	\$ 245,000	15.3%	\$ 814	51
31562 Monterey Street	9/12/2019	\$ 1,500,000	\$ 1,625,000	\$ (125,000)	-8.3%	\$ 836	25
2561 Park Avenue	9/17/2019	\$ 3,099,000	\$ 2,800,000	\$ 299,000	9.6%	\$ 743	444
31755 Coast Unit 304	9/17/2019	\$ 2,118,000	\$ 2,098,000	\$ 20,000	0.9%	\$ 1,986	1
1214 Miramar Street	9/18/2019	\$ 1,495,000	\$ 1,375,000	\$ 120,000	8.0%	\$ 1,137	76
956 Meadowlark Drive	9/18/2019	\$ 1,699,000	\$ 1,425,000	\$ 274,000	16.1%	\$ 1,065	148
1047 Summit Way	9/18/2019	\$ 3,795,000	\$ 3,685,000	\$ 110,000	2.8%	\$ 978	20
1950 Temple Hills Drive	9/18/2019	\$ 3,200,000	\$ 2,330,000	\$ 870,000	27.1%	\$ 754	123
2851 Ridge Drive	9/19/2019	\$ 2,799,000	\$ 2,700,000	\$ 99,000	3.5%	\$ 769	1
520 Cliff Drive, #202	9/19/2019	\$ 1,250,000	\$ 1,050,000	\$ 200,000	16.0%	\$ 807	129
1465 Pacific Avenue	9/19/2019	\$ 3,595,000	\$ 3,100,000	\$ 495,000	13.7%	\$ 703	142
1193 Miramar Street	9/19/2019	\$ 1,625,000	\$ 1,395,000	\$ 230,000	14.1%	\$ 901	249
843 La Vista Drive	9/20/2019	\$ 1,899,000	\$ 1,900,000	\$ (1,000)	-0.1%	\$ 1,086	3
290 Arch Street	9/20/2019	\$ 2,500,000	\$ 2,100,000	\$ 400,000	16.0%	\$ 696	31
234 Cliff Drive #9	9/25/2019	\$ 895,000	\$ 900,000	\$ (5,000)	0.5%	\$ 948	3
567 Dunnegan Place	9/25/2019	\$ 3,995,000	\$ 3,900,000	\$ 95,000	2.3%	\$ 1,857	0
385 Monterey Drive	9/25/2019	\$ 1,849,000	\$ 1,700,000	\$ 149,000	8.0%	\$ 1,496	116
2636 Pala Way	9/25/2019	\$ 2,300,000	\$ 1,900,000	\$ 400,000	17.3%	\$ 1,107	200
31423 Coast Unit #54	9/25/2019	\$ 1,649,000	\$ 1,325,000	\$ 324,000	19.6%	\$ 1,152	206
1507 Emerald Bay	9/26/2019	\$ 5,250,000	\$ 5,000,000	\$ 250,000	4.7%	\$ 1,533	70
1575 Via Capri Unit #7	9/26/2019	\$ 889,900	\$ 875,000	\$ 14,900	1.6%	\$ 923	78
101 Santa Rosa Court	9/27/2019	\$ 614,900	\$ 605,000	\$ 9,900	1.6%	\$ 456	8
3143 Bonn Drive	9/27/2019	\$ 1,750,000	\$ 1,750,000	\$ -	0.0%	\$ 850	5
243 Calliope St # 1	9/30/2019	\$ 998,000	\$ 835,000	\$ 163,000	16.3%	\$ 618	363
2925 Rounsevel Terrace	9/30/2019	\$ 1,385,000	\$ 1,150,000	\$ 235,000	16.9%	\$ 958	41
380 Agate Street	9/30/2019	\$ 1,699,000	\$ 1,500,000	\$ 199,000	11.7%	\$ 1,302	98
27 N Vista De La Luna	9/30/2019	\$ 2,799,000	\$ 2,200,000	\$ 599,000	21.4%	\$ 1,011	132
Not used in all calculations		Median	\$ 1,750,000	\$ 175,000	8.0%	\$ 978	76

September 2019 Sales Data

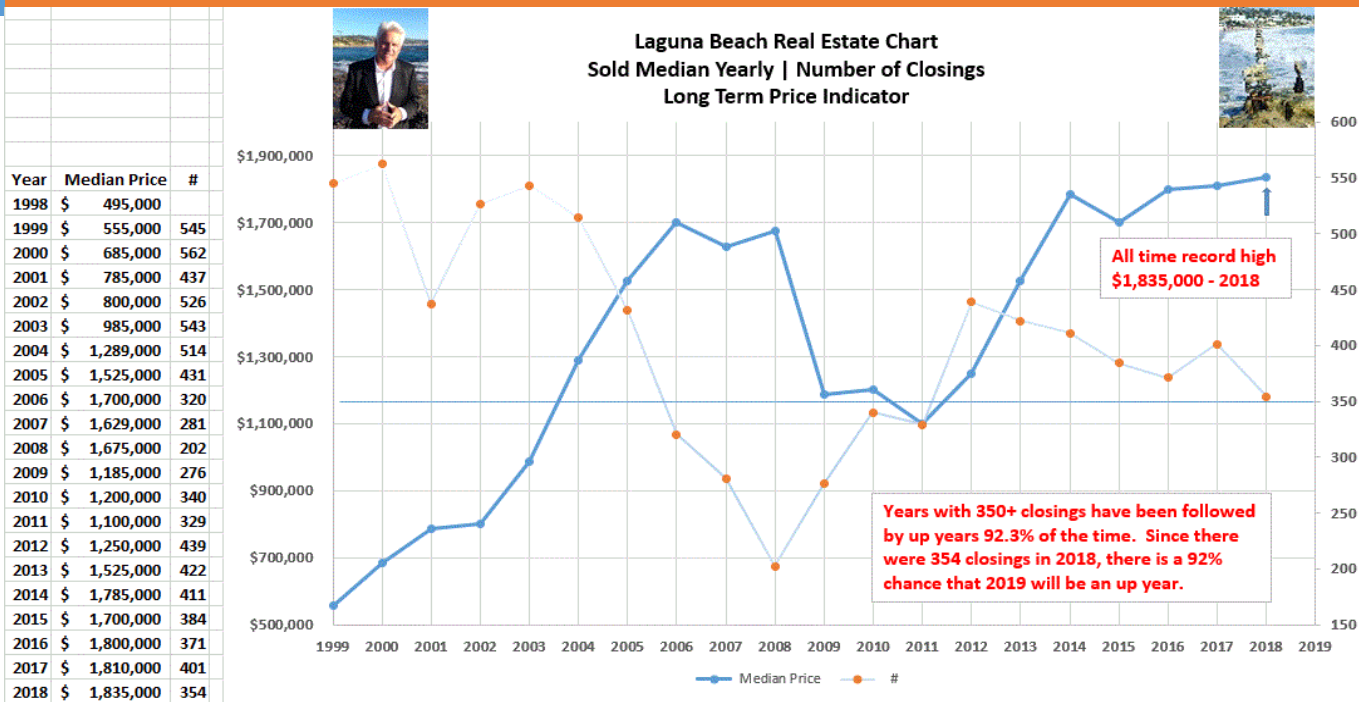
Active Median (As of 10/1/2019)	\$ 2,995,000	269 Listings
Days on Market (DOM) Median		127 Days
\$ per Square Foot Median		\$ 1,178
Pending Median (As of 10/1/2019)	\$ 1,799,000	59 Listings
DOM Median		103 Days
\$ per Square Foot Median		\$ 1,102
Sold Median August 2019	\$ 1,750,000	42 Sales
Price Reduction Median	\$ 175,000	8 %
DOM Median		76 Days
\$ Per Square Foot Median		\$ 978
Sold 3 Month Median (7/1/2019 – 9/30/2019)	\$ 1,915,000	104 Sales
DOM Median		73 Days
\$ Per Square Foot Median		\$ 1,011
Sold 2018 Median	\$ 1,835,000	354 Sales
Sold YTD Median	\$ 1,900,000	287 Sales
Sold 6 Month Median (4/1/2019 – 9/30/2019)	\$ 1,885,000	212 Sales
Sold 12 Month Median (10/1/2018 – 9/30/2019)	\$ 1,900,000	352 Sales
Price Reduction Median	\$ 200,000	9.6 %
DOM Median		77 Days
\$ Per Square Foot Median		\$ 1,012
Supply 3 Month Adjusted Supply	6.4 Months	7.7 Months
The Spread (Active - Sold) Median		+ \$ 1,245,000
The Short-Term Pending Indicator (Pending - Sold) Median		+ \$ 49,000

Market Segment Analysis

MARKET SEGMENT	ACTIVE (As of 10/1/2019)	SOLD (last 3 Months)	SUPPLY (Adj 3 Months)	TYPE
\$1,499,999-	15.6%	28.5%	4.2 Months	Seller's Mkt
\$1,500,000 - \$1,999,999	13.3%	23.8%	4.3 Months	Seller's Mkt
\$2,000,000 - \$2,999,999	23.0%	18.0%	9.7 Months	Neutral Mkt
\$3,000,000 - \$4,999,999	21.1%	16.1%	10 Months	Neutral Mkt
\$5,000,000 - \$9,999,999	15.9%	9.5%	12 Months	Neutral Mkt
\$10,000,000+	11.8%	3.8%	24 Months	Buyer's Mkt

Current Price Projections

The Short-Term Pending Indicator (As of 10/1/2019) Projection for Short Term	No Signal
The Long-Term Price Indicator (As of 1/1/2019) Projection for 2019	Up

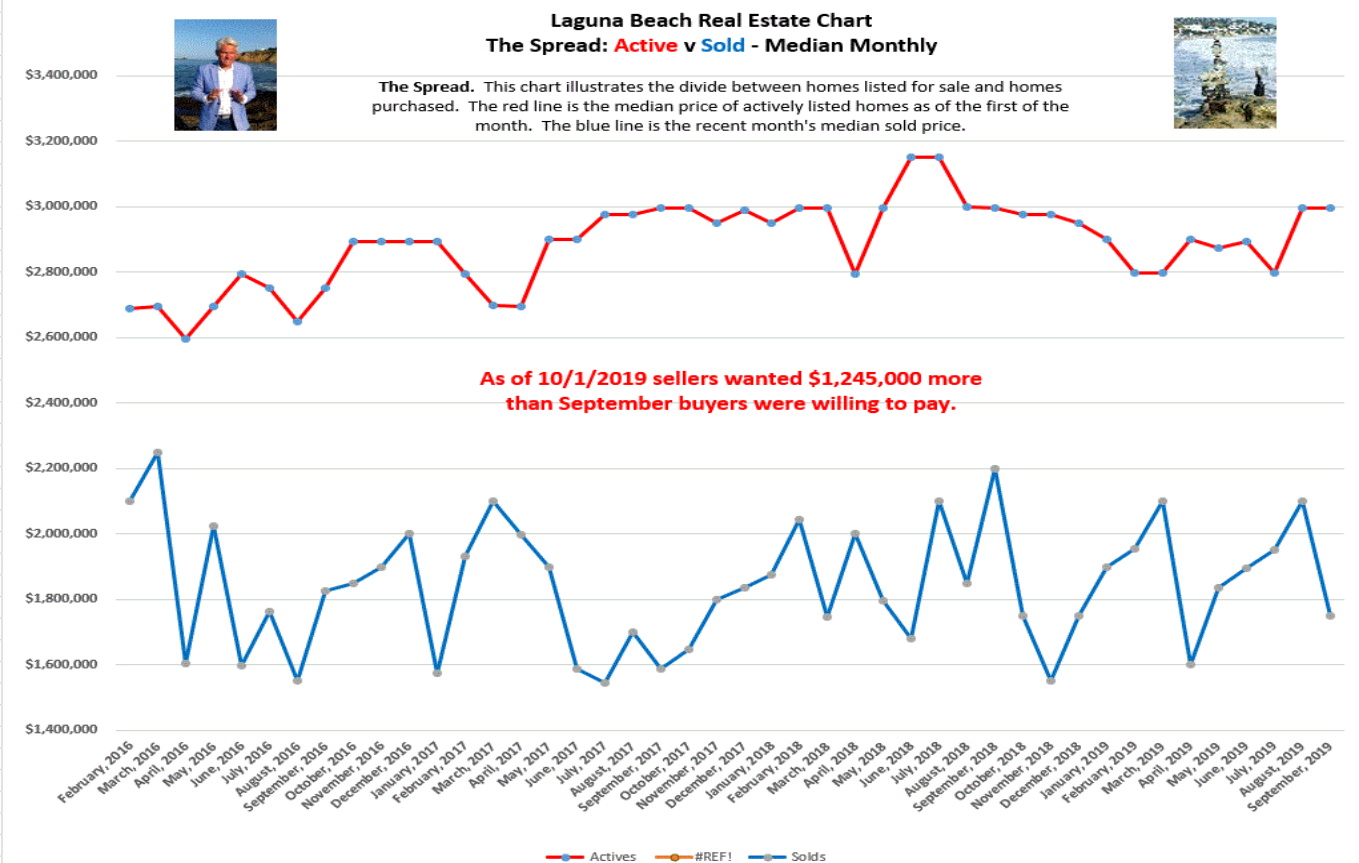


350 annual closings seems to be the sweet spot. Looking at the years with at least 350 closings (1999, 2000, 2001, 2002, 2003, 2004, 2005, 2012, 2013, 2014, 2015, 2016, and 2017), every following year – except for 2015 – was an up year. The reverse is not as predictive. 2006, 2007, 2008, 2009, 2010, and 2011 all recorded less than 350 closing. Three of the following years (2007, 2009, and 2011) were down. Why? Lagunans tend to sell when they think the price is high enough. When it is not, they simply withdrawal from the market. Volume over 350 closings seems to be the only indicator of an up market. Boyd Roberts is solely responsible for all content/statements/opinions/and conclusions. He is a licensed broker and

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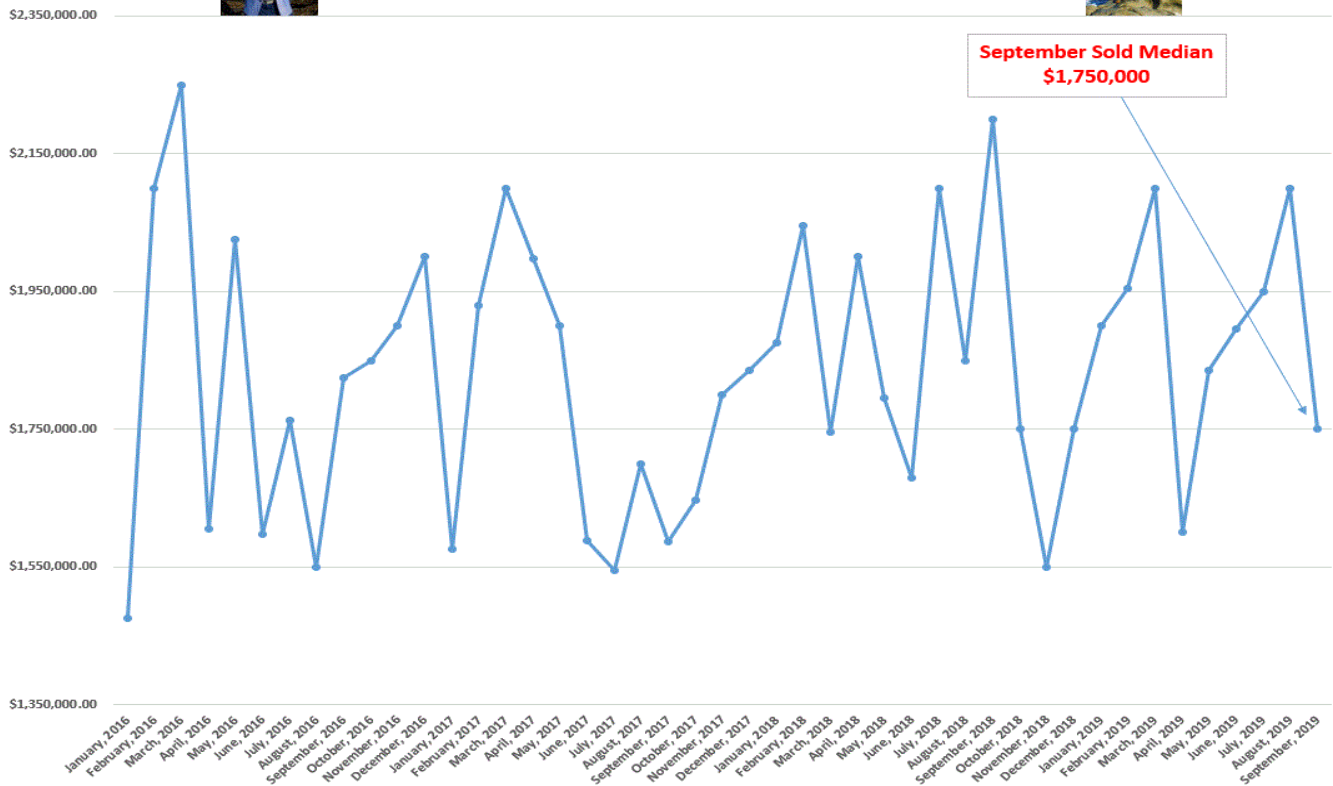
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Laguna Beach Real Estate Chart Sold Median - Monthly

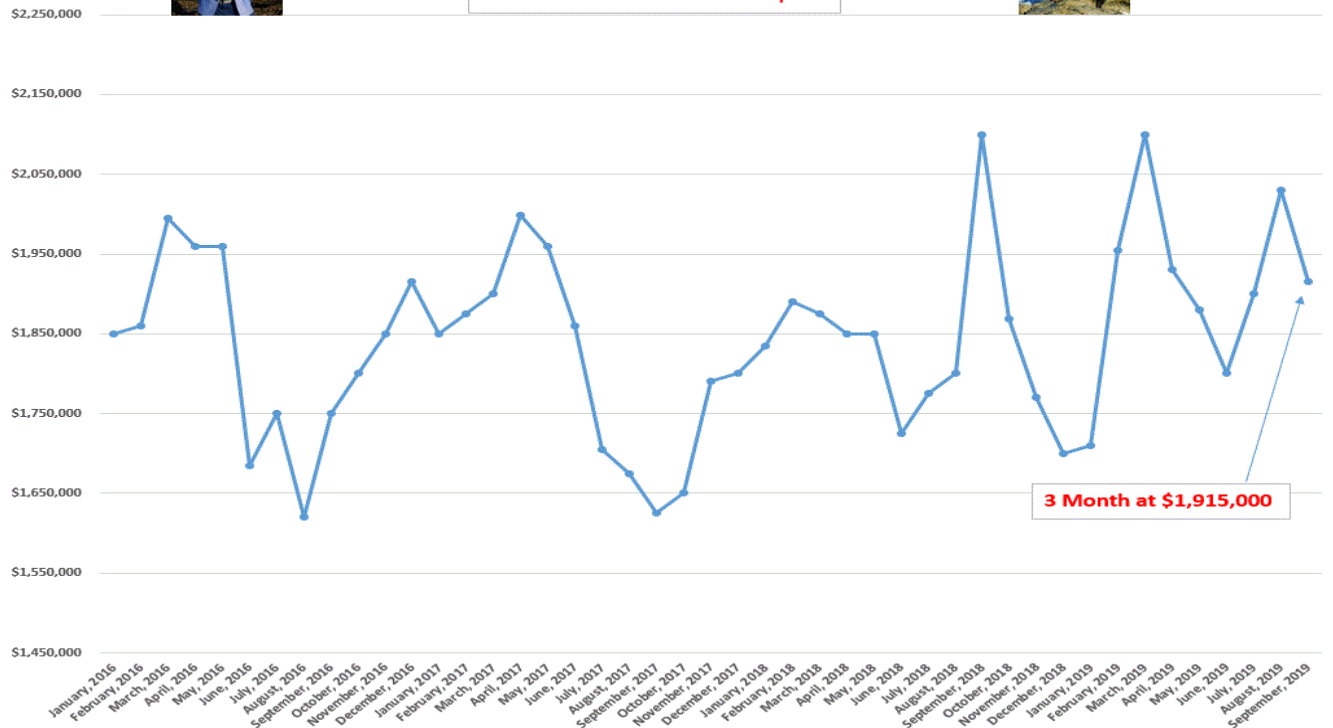


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Laguna Beach Real Estate Chart Sold - 3 Month Moving Median - Monthly

Data points calculated each month using
the most recent 3 full month median price.

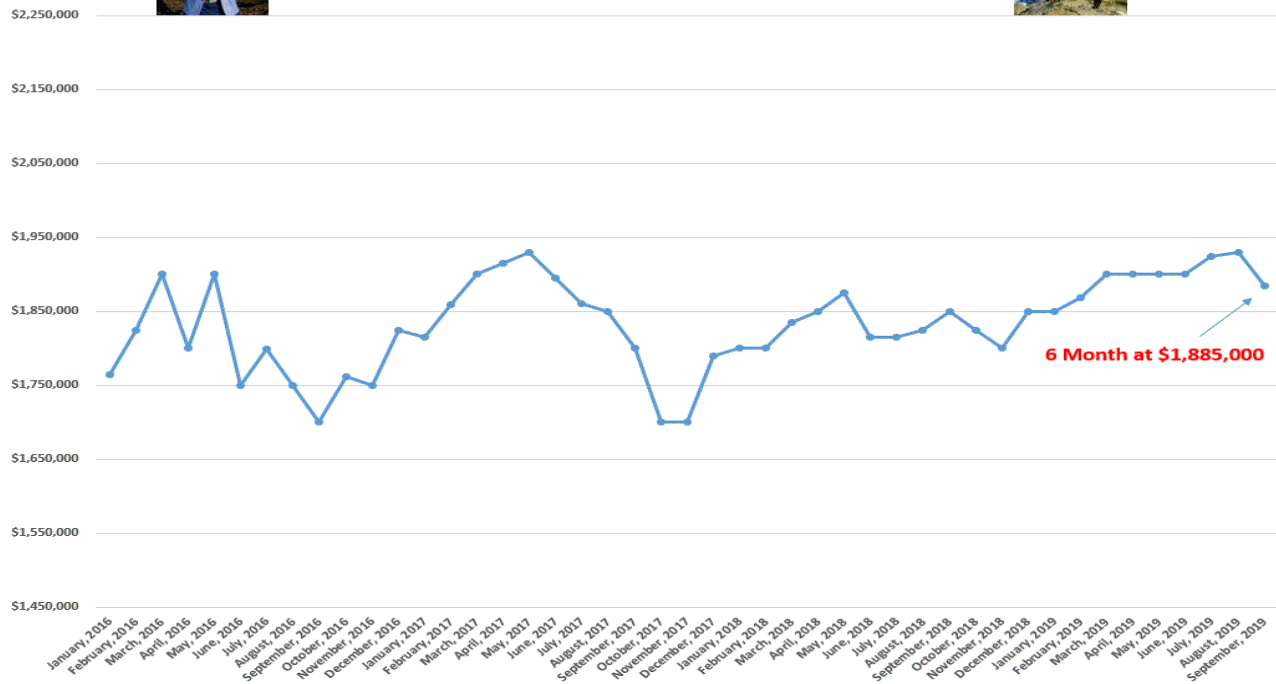


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Laguna Beach Real Estate Chart Sold - 6 Month Moving Median - Monthly

Data points calculated each month using the most recent 6 full month median price.



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Laguna Beach Real Estate Chart Sold - 12 Month Moving Median - Monthly

Data points calculated each month using the most recent 12 full month median price.



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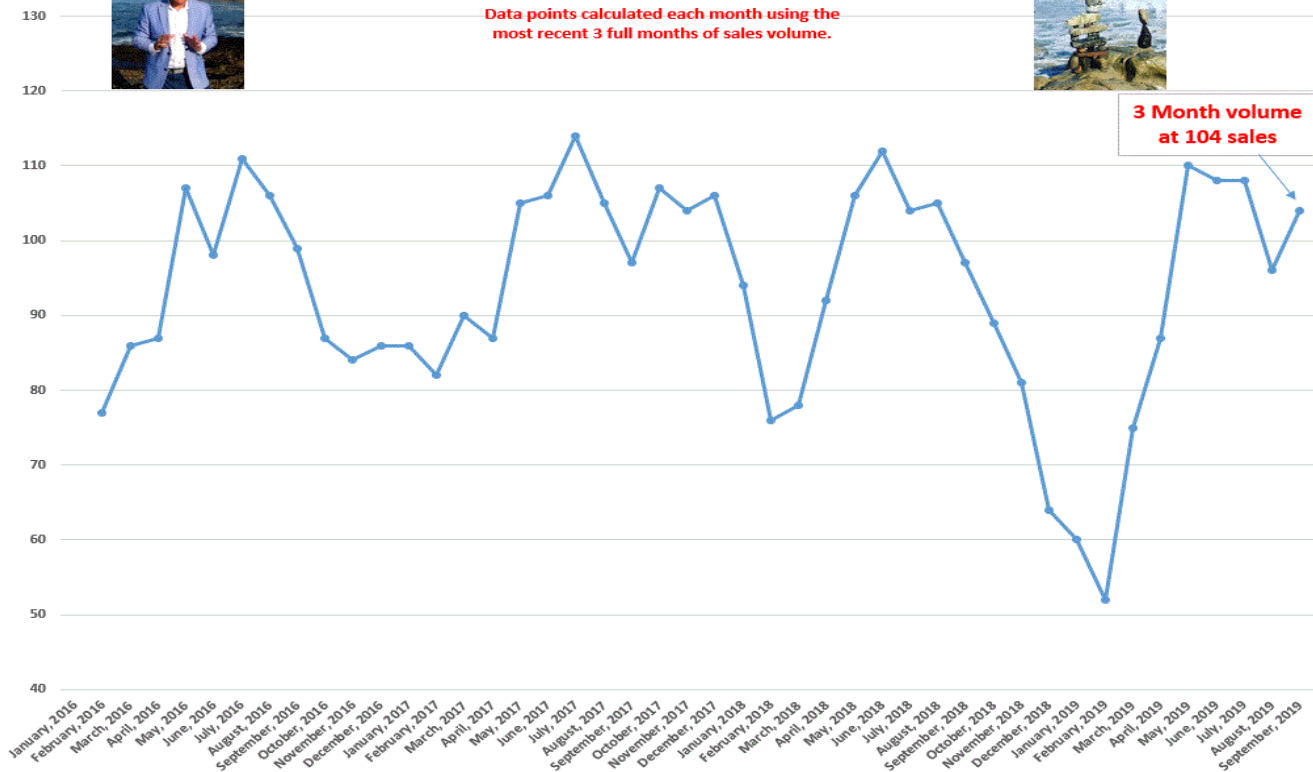


Laguna Beach Real Estate Chart Sold 3 Month Volume - Monthly

Data points calculated each month using the most recent 3 full months of sales volume.



3 Month volume
at 104 sales



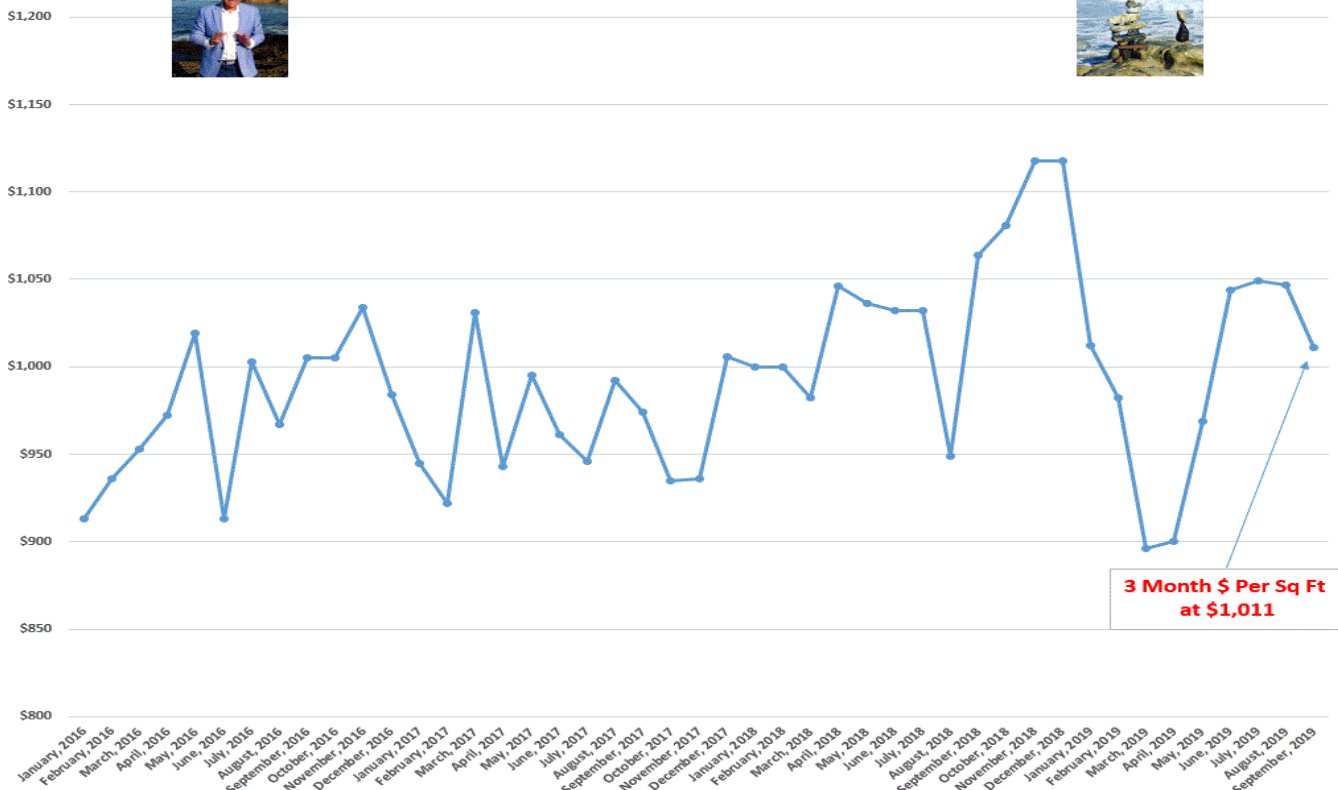
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Laguna Beach Real Estate Chart Sold - \$ Per Sq Ft - 3 Month Moving Median - Monthly



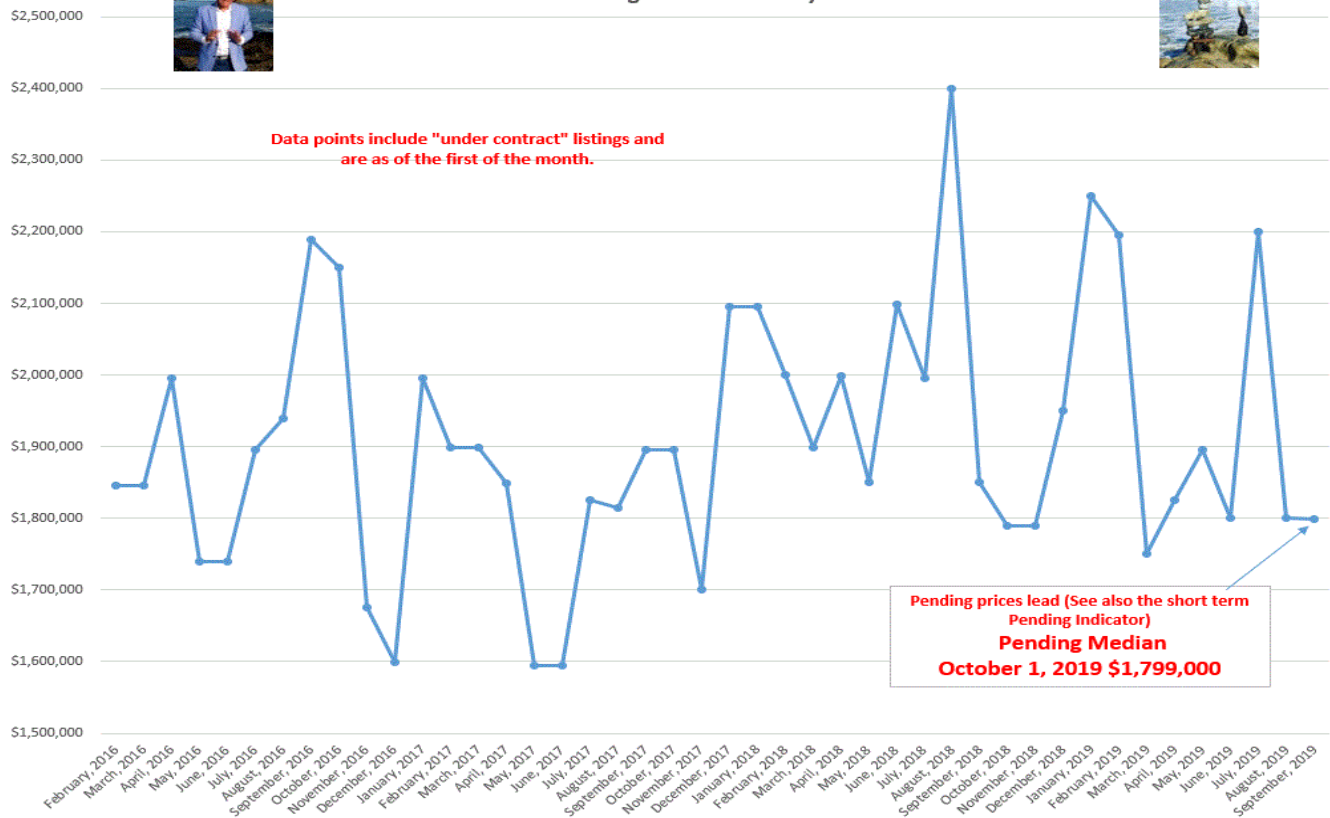
3 Month \$ Per Sq Ft
at \$1,011



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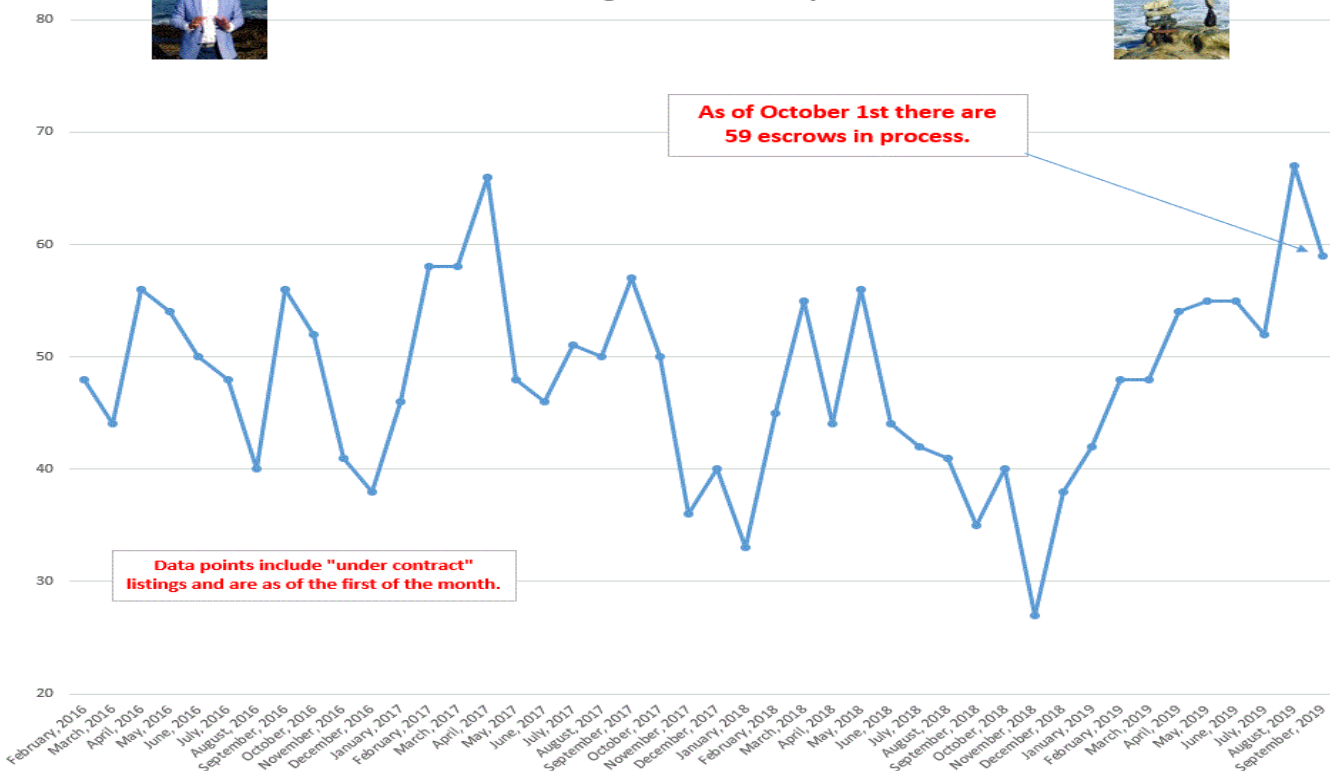
Laguna Beach Real Estate Chart Pending Median Monthly



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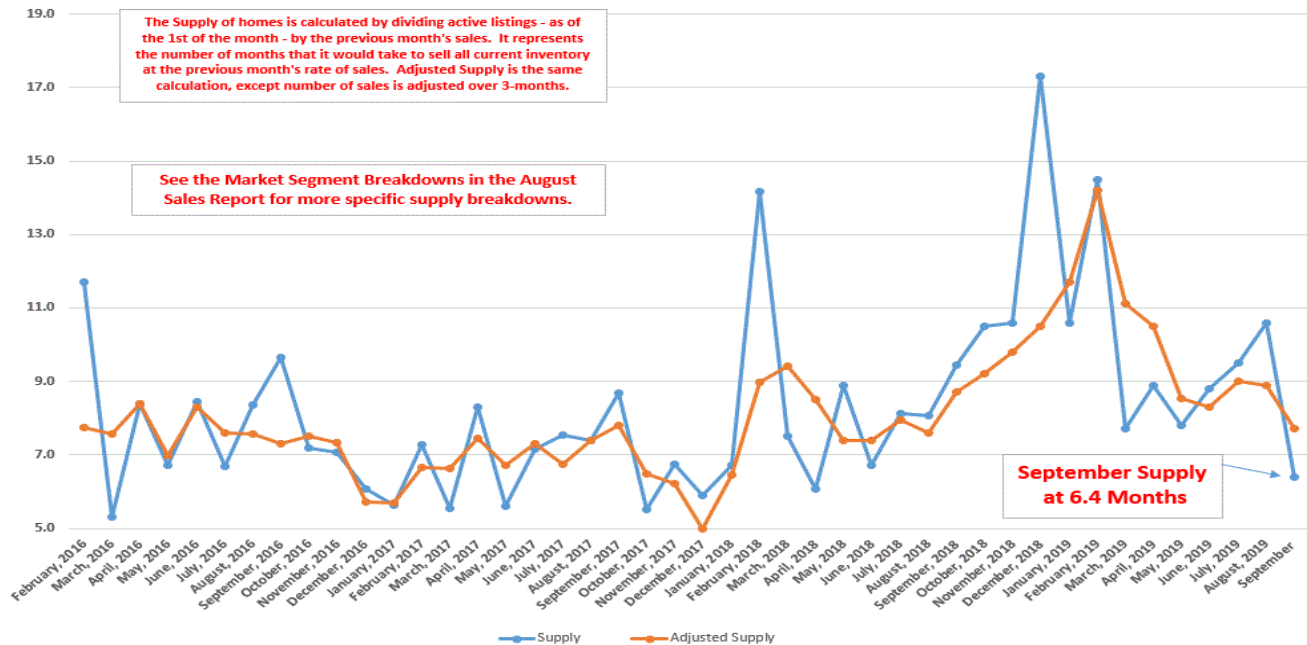
Laguna Beach Real Estate Chart Pending Volume - Monthly



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Laguna Beach Real Estate Chart Supply of Homes | 3 Month Adjusted Supply - Monthly



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Short Term Pending Indicator. When the current month pending median (as of the 1st) is \$250,000 or more plus/minus the previous month's sold median, the short-term Pending Indicator issues an up/down signal. It has had 18 up/down signals since February 2016. All 18 of those signals accurately projected the short-term price movement. Seventeen of these moves occurred within 1 month. One signal took 2 months. The average move was 15%. Past performance is not indicative of future results.

Long Term Price Indicator. When there are 350 or more closings at the end of a calendar year, the Long-Term Price Indicator projects that the following year will be up in price. Since 1999 this methodology has accurately projected every up year since 1999 (2015 is the exception). Past performance is not indicative of future results.

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 totaling more than a \$1/4 billion. Call him for outstanding service.

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