

## Laguna Beach Real Estate Magazine

August 2020 | [Edition #62]



**SOLD MEDIAN** \$2,425,000 + 225,000 | **\$ PER SQ FT** \$1,035 - 10 | **SUPPLY** 3.8 MONTHS - .8 | **30-YEAR JUMBO** 3.20% - .05

### **Laguna Price Records Shattered**

#### **Escrow Activity at 4 Year High | Time to List**

If Laguna Beach real estate was a stock, I would say it is about to go parabolic.

On an impressive 54 closings – median sold prices rallied \$225,000 finishing at a record \$2,425,000. With the YTD now at \$2,000,000, 2020 will likely be another year for the record books (charts page 7). The median \$ per square foot finished at \$1,035 (chart page 8). The median price reduction was \$195,000 or 6.8%.

The August supply of homes – at 3.8 months – is the lowest I have ever documented and is a definite seller's market (chart page 9). The \$2-3M segment

supply at 3.4 months is especially impressive, down from 14 months in May. All market segment supply charts are on page 10.

As of September 1st, escrow activity - at 74 open escrows - is the highest I have ever seen. Expect current trends to continue.

Do not miss my special \$10M+ report on page 4 and Go - Fund - Michael on page 6.

Go to LagunaGalleryRealEstate.com for all reports, charts, and videos.

Stay safe. Have an excellent September.

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**Fund Michael P6** 



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		Laguna Beach Real Estate										
				August Closing Detail								
	Address	Date	O	riginal Price	C	losing Price	Re	duction	% Reduct	\$	Sq Ft	DOM
1	28732 Top Of The World Drive	8/3/2020	\$	2,695,000	\$	2,035,000	\$	660,000	24.4%	\$	565	416
2	545 Diamond Street, Laguna Be	8/3/2020	\$	12,995,000	\$	11,000,000	\$	1,995,000	15.3%	\$	2,459	62
3	2538 Glenneyre Street, Laguna	8/4/2020	\$	1,595,000	\$	1,485,000	\$	110,000	6.8%	\$	1,612	354
4	1440 Catalina, Laguna Beach, C	8/4/2020	\$	3,500,000	\$	3,400,000	\$	100,000	2.8%	\$	1,593	216
5	691 Mystic Way, Laguna Beach	8/5/2020	S	2,750,000	\$	2,450,000	\$	300,000	10.9%	\$	1,256	108
6	3 Shreve Drive, Laguna Beach,	8/5/2020	\$	8,000,000	\$	8,000,000	S	-	0.0%	\$	2,755	0
7	2101 Crestview Drive, Laguna	8/6/2020	S	3,900,000	\$	3,800,000	\$	100,000	2.5%	\$	1,054	44
8	3009 Dorn Court, Laguna Beac	8/6/2020	S	1,550,000	\$	1,550,000	S	-	0.0%	\$	941	0
9	2101 Crestview Drive, Laguna	8/6/2020	\$	3,900,000	\$	3,800,000	\$	100,000	2.5%	\$	1,054	44
10	628 San Nicholas Court Unit#62	8/7/2020	s	655,000	\$	645,000	\$	10,000	1.5%	\$	486	42
11	2050 San Remo Drive, Laguna	8/7/2020		1,795,000	s	1,695,000	s	100,000	5.5%	\$	816	94
12	613 Catalina, Laguna Beach, CA	8/7/2020		2,195,000	s	1,900,000	s	295,000	13.4%	S	1,471	139
13	31071 Monterey Street, Laguna	8/7/2020		3,450,000	-	2,900,000	s	550,000	15.9%		1.054	101
14	808 Quivera Street, Laguna Be			1,599,000	-	1,485,000	s	114,000	7.1%	s	990	60
15	730 Fontana Way, Laguna Beac			2,199,000		2,240,000	s	(41,000)		s		8
16	802 Rembrandt Drive, Laguna 1			3,849,500		3,775,000	\$	745,000	1.9%		1,540	29
17	1065 Katella Street, Laguna Be			1,450,000	\$		\$	25,000	1.7%	\$	791	39
	656 Oak St, Laguna Beach, CA			1,795,000			\$	25,000	1.7%		1,930	39
18	_				\$		-					
19	316 Emerald Bay, Laguna Beac			6,295,000	\$	5,650,000	\$	745,000	11.8%		1,184	85
20	3213 Tyrol Drive, Laguna Beac			2,199,000		2,199,000	\$	-	0.0%	S	666	9
21	355 Center Street, Laguna Bea			2,199,000		2,215,000	\$	(16,000)			1,870	7
22	2230 Park Ave, Laguna Beach,			2,950,000		2,500,000	\$	450,000	15.2%	\$		294
23	510 Blumont Street, Laguna Be			2,795,000		2,500,000	\$	295,000	10.5%	_	1,361	54
24	2318 Crestview Drive, Laguna			3,250,000		3,115,000	\$	135,000	4.1%	\$		43
25	405 El Camino Del Mar, Lagun			3,350,000	\$	3,250,000	\$	100,000	2.9%	\$	1,192	436
26	1712 Thurston Drive, Laguna E	8/14/2020	\$	4,888,000	\$	4,100,000	\$	788,000	16.1%	\$		135
27	31885 Circle Drive, Laguna Be	8/14/2020	\$	8,695,000	\$	8,500,000	S	195,000	2.2%	\$	2,487	53
28	31881 Circle Drive, Laguna Be	8/15/2020	\$	5,900,000	\$	5,650,000	\$	250,000	4.2%	\$	2,260	130
29	1267 Fairywood Lane, Laguna I	8/17/2020	\$	875,000	\$	700,000	\$	175,000	20.0%	\$	1,162	463
30	484 Cliff Drive Unit#18, Laguna	8/17/2020	\$	1,239,000	\$	1,185,000	\$	54,000	4.3%	\$	972	55
31	574 Cliff Drive, Laguna Beach,	8/17/2020	S	2,995,000	\$	3,000,000	S	(5,000)		10000000	1,374	5
32	31105 Holly Drive, Laguna Bea			4,995,000	\$	4,400,000	\$	595,000	11.9%	en contra	STATE VALUE OF STATE	347
33	835 Quivera Street, Laguna Be			2,750,000	\$	1,845,000	\$	905,000	32.9%	\$	670	586
34	2009 Glenneyre Street, Laguna			2,500,000	\$	2,045,000	\$	455,000	18.2%	\$	988	132
35	31293 Ceanothus Drive, Lagun			4,698,000	S	4,500,000	\$	198,000	4.2%		1,023	13
36	1414 Mar Vista Way, Laguna B			2,649,000	Contract Contract	2,425,000	\$	224,000	8.4%	S	840	117
37	31151 Ceanothus Drive, Lagun			4,995,000		4,600,000	\$	395,000	7.9%	S	994	137
38	5 Encinitas Court, Laguna Beac			772,000	\$	765,000	S	7,000	0.9%	S	593 1,014	119
39 40	746 Summit Drive, Laguna Bea 5 Encinitas Court, Laguna Beac			1,995,000	\$ \$	765,000	S	7,000	9.7% 0.9%	<b>S</b>	593	118
41	746 Summit Drive, Laguna Bea			772,000 1,995,000	\$	765,000 1,800,000	S	7,000 195,000	9.7%	_	1,014	118
	1155 Gaviota Drive, Laguna Be			8,199,000	\$	7,500,000	S	699,000	8.5%		3,125	142
43	6 Blue Lagoon, Laguna Beach,			1,325,000	\$	1,262,500	\$	62,500	4.7%	\$	-	11
44	519 Emerald Bay, Laguna Beac			5,300,000	_	5,300,000	S	-	0.0%		1,990	0
45	1864 Upper Rim Rock Road, La			3,895,000		3,450,000	\$	445,000	11.4%		1,150	113
46	988 Acapulco, Laguna Beach, C			2,450,000	\$		\$	491,112	20.0%	\$		503
47	420 El Camino Del Mar, Lagun			3,595,000		3,500,000	\$	95,000	2.6%		1,251	150
48	388 Pinecrest Drive, Laguna Bo			3,349,000		3,150,000	\$	199,000	5.9%	\$		227
49	30642 Marilyn Drive, Laguna B	8/28/2020	\$	2,399,900	\$	2,170,000	\$	229,900	9.5%	\$	1,130	54
50	32101 Coast Highway, Laguna l	8/28/2020	\$	9,500,000	\$	8,500,000	\$	1,000,000	10.5%	\$	1,812	43
51	31945 Coast Highway, Laguna l	8/28/2020	\$	9,500,000	\$	9,500,000	S	-	0.0%	\$	1,881	0
52	1260 Cortez, Laguna Beach, CA			1,500,000		1,390,000	\$	110,000	7.3%	\$	868	94
53	1140 La Mirada Street, Laguna			2,150,000		2,060,000	\$	90,000	4.1%	\$		34
54	2661 Victoria Drive, Laguna Be	8/31/2020	\$	15,975,000	\$	12,500,000	\$	3,475,000	21.7%	\$	1,923	762
55										NI DESIGNATION OF THE PERSON O	gresses esta	610)010)0222
56	Not used in all calculations			Median	S	2,425,000	S	195,000	6.8%	S	1,035	94

#### August 2020 Sales Data

Active Median (A: of 9/1/2020)	\$ 2,995,000	209 Listings								
Days on Market (DOM) Median \$ per Square Foot Median		70 Days \$ 1,295								
Pending Median (Az of 9/1/2020)	\$ 2,280,000	74 Listings								
DOM Median \$ per Square Foot Median		48 Days \$ 1,042								
Sold Median July 2020	\$ 2,425,000	54 Sales								
Price Reduction Median DOM Median \$ Per Square Foot Median	\$ 195,000	6.8 % 94 Days \$ 1,035								
Sold 3 Month Median (6/1/2020 - 8/31/2020)	\$ 2,200,000	138 Sales								
\$ Per Square Foot Median		\$ 1,014								
Sold 6 Month Median (3/1/2020 - 8/31/2020)	\$ 2,060,000	202 Sales								
Sold 12 Month Median (9/1/2019 - 8/31/2020)	\$ 1,900,000	387 Sales								
Price Reduction Median DOM Median \$ Per Square Foot Median	\$ 175,000	8.1 % 83 Days \$ 1,008								
Sold 2019 Median Sold YTD Median	\$ 1,895,000 \$ 2,000,000	383 Sales 250 Sales								
The Spread (Active - Sold) The Pending Indicator (Pending - Sold)		+ \$ 570,000 - \$ 145,000								
August Supply	3.8 Months	Seller's Mkt								
Market Segment Breakdowns										
August Adjusted Supply (6/1/2020 - 8/31/2020)	4.5 Months	Seller's Mkt								
\$1,499,999 -	2.5 Months	Seller's Mkt								
\$1,500,000 - \$1,999,999	5.5 Months	Balanced Mkt*								
\$2,000,000 - \$2,999,999	3.4 Months	Seller's Mkt								

\$10,000,000 +

\$3,000,000 - \$4,999,999

\$5,000,000 - \$9,999,999

#### Current Price Projections

5.5 Months

6.0 Months

20 Months

Short Term Pending Indicator projection (Az of 9/1/2020)	No Signal
Long-Term Price Indicator (Az of 1/1/2020) Projection for 2020	Up

Balanced Mkt\*

Balanced Mkt\*

Buyer's Mkt

<sup>\*</sup>Balanced Market 5 to 7.9 Months

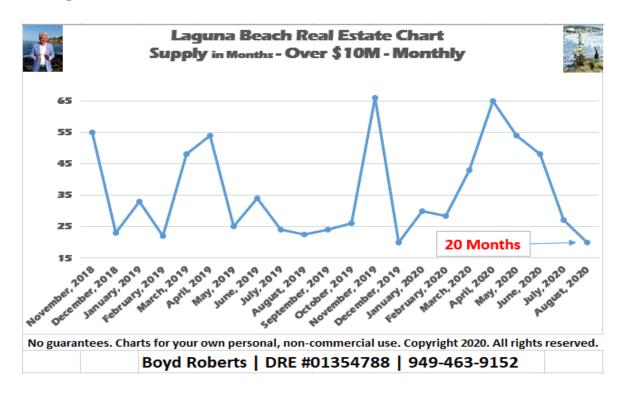
## \$10M+ Report | Last 50 Closings

Covid 19 has collapsed the supply of \$10M+homes in Laguna Beach to just 20 months — down from 65 months in April. Looking at the most recent 50 sales, the median \$ per square foot was \$2,626. The median days on market was 222 days. The median price reduction was \$2,850,000 or 19.6%.

The highest price reductions correlated highly with the longest time on the market: 77% of sales in the highest quintile of price reductions were also in the highest quintile for the longest time on the market. The lowest price reductions, also, correlated highly with the shortest time on the market: 77% of sales in the lowest quintile of price reductions were also in the lowest quintile of time on market. It would appear, over pricing makes a home illiquid, wastes time, and ends up netting the seller less even in luxury markets.

ACTIVE (Az of September 1, 2020)	20 Listings	
Median Days on Market (DOM) Total with DOM Greater than 365 Days Median Price per Square Foot	114 Days 6 \$ 3,202	
PENDING (Az of September 1, 2020)		1 Listings
SOLD   Last 50 Closings (November 20, 2015 to August 31, 2020	0)	
Median Price Reduction Median Price Reduction % Median DOM Median \$ Per Square Foot		\$ 2,850,000* 19.6 %* 222 Days* \$ 2,626
Number of Sales Last 90 Days   Rate of Sales August Supply August Adjusted Supply (6/1/2020 - 8/31/2020)	3 sales 20 Months 20 Months	l Per Month Buyer's Mkt Buyer's Mkt

<sup>\*</sup>Off market listings excluded from some calculations.



				Last 50 \$1	0M	+ Closings						
	Address	Date	O	riginal Price	Cl	osing Price	Re	duction	% Reduc	\$	Sq Ft	DOM
1	2475 S. Coast Highway	11/20/2015	\$	29,995,000	\$	17,500,000	\$	12,495,000	41.6%	\$	1,750	584
2	1101 Marine Drive	2/2/2016	\$	75,000,000	\$	45,000,000	\$	30,000,000	40.0%	\$	19,497	257
3	102 Emerald Bay	3/23/2016	\$	29,995,000	\$	19,125,000	\$	10,870,000	36.2%	\$	10,013	887
4	845 Cliff Drive	5/6/2016	\$	11,950,000	\$	10,900,000	\$	1,050,000	8.7%	\$	3,303	33
5	101 Emerald Bay	7/13/2016		14,250,000	\$	10,500,000	\$	3,750,000	26.3%	S	1,810	825
6	17 Lagunita Drive	8/10/2016	\$	16,900,000	\$	12,200,000	\$	4,700,000	27.8%	S	2,487	191
7	1885 Ocean Way	8/31/2016		16,500,000	\$	16,000,000	\$	500,000	3.0%	\$	2,831	44
8	39 Smithcliffs Road	2/6/2017	\$	18,995,000	\$	10,000,000	\$	8,995,000	47.3%	\$	1,538	643
9	33 Smithcliffs Road	3/16/2017		32,000,000	\$	12,500,000	\$	19,500,000	60.9%	\$	1,236	981
10	160 Saint Anns Drive	5/19/2017		15,695,000	\$	13,000,000	\$	2,695,000	17.1%	\$	1,911	210
11	1225 Cliff Drive	5/24/2017		10,350,000	\$	10,350,000	S	-	0.0%		3,371	0
12	2480 Monaco	7/24/2017		11,995,000	\$	10,000,000	\$	1,995,000	16.6%	\$	2,380	67
13	21 Montage Way	10/16/2017		29,500,000	\$	18,000,000	\$	11,500,000	38.9%	\$	2,395	744
14	114 S La Senda Drive	12/20/2017	\$	12,495,000	\$	10,500,000	\$	1,995,000	15.9%	\$	2,457	222
15	90 S La Senda Drive	1/2/2018		14,995,000	\$	12,900,000	\$	2,095,000	13.9%	\$	1,871	70
16	967 Gaviota Drive	4/18/2019		13,500,000	\$	13,500,000	S	-	0.0%		2,774	0
17	990 Ocean Front	2/8/2018	\$	14,000,000	\$	12,000,000	S	2,000,000	14.2%	\$	3,000	166
18	671 Sleepy Hollow Lane	4/2/2018	\$	12,900,000	\$	10,050,000	S	2,850,000	22.0%	\$	1,675	238
19	2345/2381 S Coast Hwy	4/13/2018	\$	17,998,000	\$	15,500,000	\$	2,498,000	13.8%	S	4,589	256
20	156 Emerald Bay	5/1/2018	\$	35,000,000	\$	23,000,000	\$	12,000,000	34.2%	\$	5,867	859
21	168 Emerald Bay	5/14/2018	\$	19,495,000	\$	18,333,000	\$	1,162,000	5.9%	\$	3,133	57
22	141 Emerald Bay	6/8/2016	\$	12,600,000	\$	10,750,000	\$	1,850,000	14.6%	\$	6,046	63
23	124 Riviera Way	6/19/2018	\$	14,000,000	\$	14,000,000	S	-	0.0%	S	3,798	0
24	114 Riviera Way	7/19/2018	\$	11,800,000	\$	11,800,000	S	-	0.0%	\$	2,875	3
25	2475 S. Coast Highway	7/24/2018	\$	37,500,000	\$	32,000,000	\$	5,500,000	14.6%	S	3,200	395
26	24 Lagunita Drive	7/25/2018	\$	19,995,000	\$	15,000,000	\$	4,995,000	24.9%	\$	2,753	571
27	2165 Temple Hills Drive	7/26/2018	\$	12,750,000	\$	10,250,000	\$	2,500,000	19.6%	S	1,640	160
28	2566 Monaco Drive	7/27/2018	\$	12,000,000	\$	12,000,000	S	_	0.0%	S	2,424	0
29	2471 Riviera Drive	8/7/2018	\$	34,999,000	\$	35,820,000	S	(821,000)	-2.3%	S	6,512	55
30	2585 Riviera Drive	9/12/2018		38,900,000	\$	32,700,000	S	6,200,000	15.9%	S	3,435	0
31	170 Emerald Bay	10/15/2018		19,800,000	S	15,554,000	S	4,246,000	21.4%		2,597	563
32	25 Montage Way	12/3/2018		29,995,000	S	17,500,000	\$	12,495,000	41.6%		2,104	1558
33	40 N La Senda Drive	12/14/2018		19,900,000	S	10,147,500	\$	9,842,500	49.4%		2,862	32
34	3 Montage Way	12/21/2018		25,995,000	S	19,000,000	S	6,995,000	26.9%		2,415	333
35	92 Emerald Way	1/15/2019		35,000,000	\$	21,000,000	\$	14,000,000	40.0%		3,437	926
36	199 Emerald Bay	3/9/2019		17,950,000	\$	16,050,000	\$	1,900,000	10.5%		2,267	276
-	1570 Fayette Place	4/8/2019		10,995,000	\$	10,375,000	S	620,000	5.6%		1,844	0
38	188 Emerald Bay	5/10/2019		24,750,000	S	24,250,000	S	500,000	2.0%		4,273	0
39	165 Emerald Bay	5/31/2019		18,995,000	S	13,600,000	\$	5,395,000	28.4%		1,989	719
40	2538 Monaco Drive	7/3/2019		14,800,000	\$	13,000,000	S	1,800,000	12.1%		4,262	41
41	21 Lagunita Drive	7/15/2019		12,995,000	\$	11,750,000	S	1,245,000	9.5%		3,139	108
42	17 Montage Way	8/15/2019		23,995,000	\$	19,000,000	\$	4,995,000	20.8%		2,384	140
	31791 Coast Highway	8/20/2019	\$	13,995,000	\$	13,495,000	S	500,000	3.5%		2,775	33
44	2566 Monaco Drive	10/22/2019	\$	13,995,000	\$	10,000,000	\$	3,995,000	28.5%		2,046	192
45	191 Emerald Bay	12/2/2019		12,500,000	\$	11,500,000	S	1,000,000	8.0%	\$	4,049	109
46	1715 Ocean Way	12/27/2019	\$	11,995,000	\$	10,000,000	\$	1,995,000	16.6%		3,333	361
47	2529 S Coast Highway	5/28/2020		29,500,000	\$	12,500,000	\$	17,000,000	57.6%	95055555	1,549	972
48	992 Ocean Front	7/20/2020	\$	11,500,000	\$	11,500,000	S	-	0.0%	S	2,626	4
49	545 Diamond Street	8/3/2020	\$	12,995,000	\$	11,000,000	\$	1,995,000	15.3%	\$	2,459	62
50	2661 Victoria Drive, Lag	8/31/2020	\$	15,975,000	S	12,500,000	\$	3,475,000	21.7%	\$	1,923	762
51	Sold Off Market (not inclu	ded in highligh	ted	calulations)								
52	Highest Quintile											
50	Lowest Quintile				M	edian	S	2,850,000	19.6%	S	2,626	222

## **Michael Needs Help**

We all know and love our greeter, Michael. I saw him on Monday August 24th. He said he was not doing well. He said it twice. Embarrassed, he asked me for money. I gave him all the cash that I had. Today – September 8, 2020 – I confirmed that he still needs help. He authorized me to start a GoFundMePage on his behalf. The link can be accessed from www.LagunaGalleryRealEstate.com.

Please help. All proceeds go to Michael.



Michael Minutoli May 2019



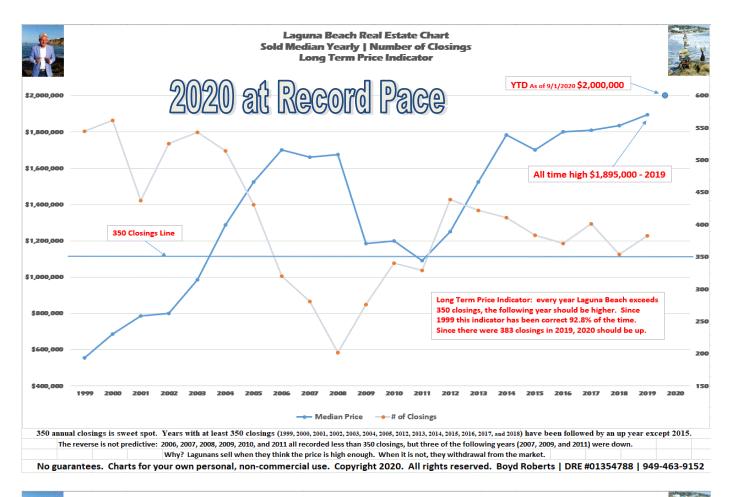
**Courtesy Rod Daley** 

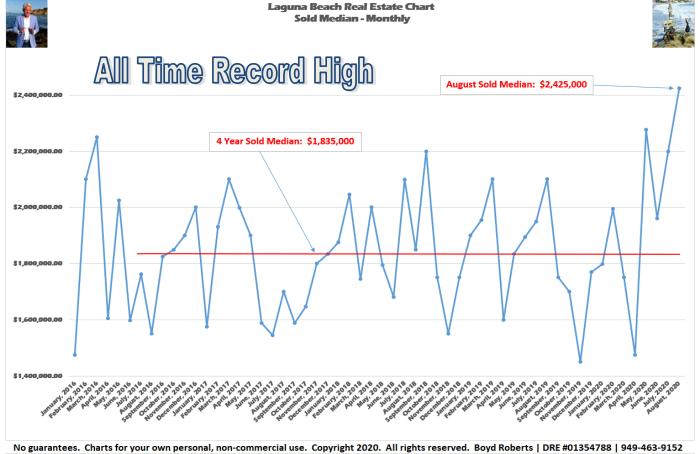
# 4% Listing

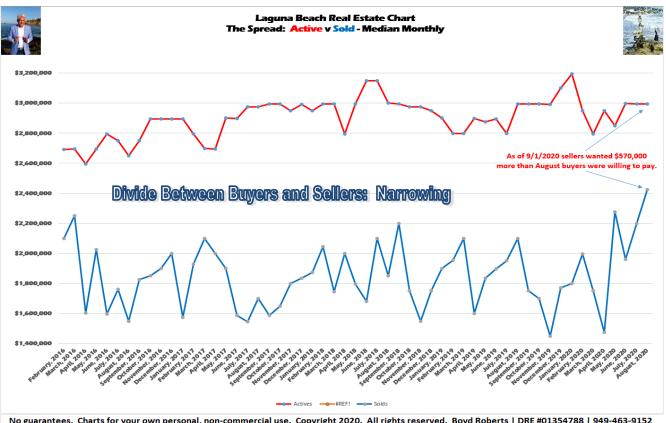
**Limited Time Offer** 

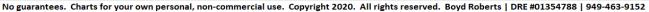
- ⋄ 2.5% Paid to the buyer's agent
- View Restoration Consulting
- **⋄** Full Service | Open Houses
- **♦ Call 949-463-9152 for Details**

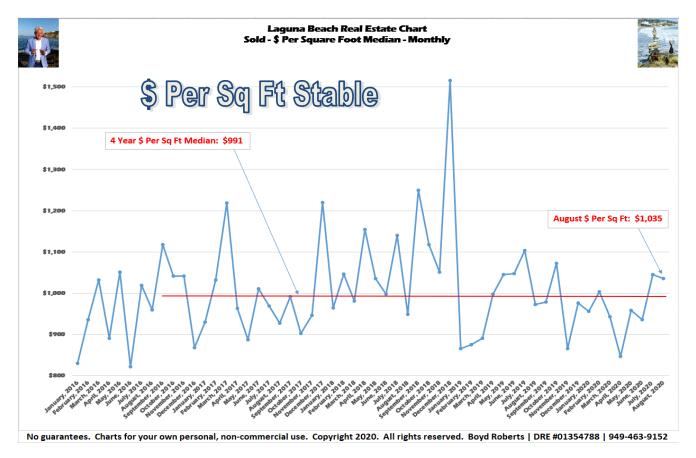
Licensed as a salesperson in 2002 and as a broker in 2004, Boyd Roberts, individually and as a broker has closed or overseen the closings of over 800 real estate and mortgage transactions totaling more than a \$1/4 Billion.



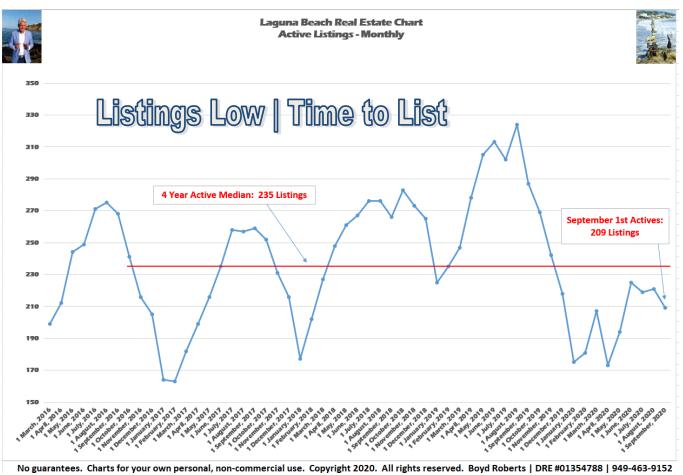


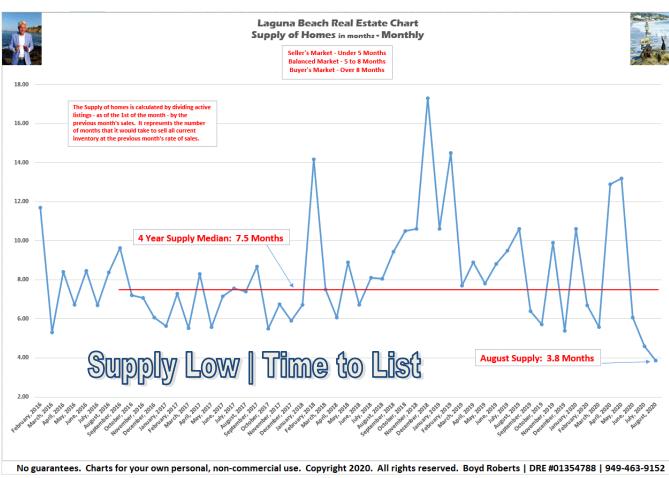






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## Market Segment Supply Charts











- \$10M+ Supply Chart P 4
- \$10M+ Report P 4
- Last 50 \$10M+ Deals P 5

