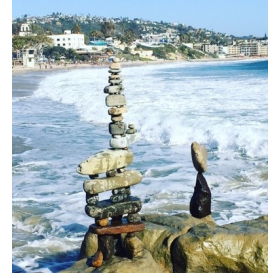


Laguna Beach Real Estate Magazine

July 2021 | [Edition #73]



SOLD MEDIAN \$2,500,000 - 189,000 | **\$ PER SQ FT** \$1,233 - 18 | **SUPPLY** 2.1 MONTHS + .3 | **30-YEAR JUMBO** 2.75% - .37

Historic Parabolic Move

Laguna Beach Up \$1.025,000 Since Shutdown Lows

May 5, 2020, well into the shutdown, you heard it here first. Reporting on what turned out to be the exact low (in my April 2020 Broker’s Take on the April 2020 market), this rapporteur said, “with the pending median \$920,000 higher than April’s print prices should rally soon.” Then 4 months later on September 17th I said, “if Laguna Beach real estate was a stock, I would say it is about to go parabolic.”

Evidenced by the 1-month, 3-month, 6-month, 12-month, and yearly price charts – starting on page 5 – that is exactly what happened.

What now? And is this parabolic move different?

I will never forget the 1989 spike and the subsequent crash the following year. Classic manic buying was fol-

lowed by a cacophony of economic dislocations the next year: interest rates between 12 and 14%, the Savings and Loan Crisis, and a recession. The market did not start going up again until 1997.

Then in 2007 – after appreciating two-fold - the mortgage market seized up and we had the sharpest economic implosion since the 1930s. Not surprisingly, prices crashed again.

I am not saying this time is different, but the foundation of this 2021 market is solid: we did just come out of a mini depression, the government is throwing trillions of dollars into the economy, mortgage underwriting is solid, and mortgage rates are well below 3%.

No matter your outlook, call me for all your real estate needs. Stay safe and have an excellent August.



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 8
- ⇒ Demand Charts P 9
- ⇒ \$ Per SQ Foot Charts . P 10
- ⇒ Sector Charts P 11

Laguna Beach Real Estate Magazine

Established February 2016

Publisher Boyd Roberts

CA Broker’s License 01354788

Copyright 2021 | All Rights Reserved

www.LagunaGalleryRealEstate.com

Laguna Gallery Real Estate | Boyd Roberts | DRE 01438788

949-463-9152

July Closing Detail

	Address	Date	Original Price	Closing Price	Reduction	% Reducti	\$ Sq Ft	DOM
1	2745 Laguna Canyon Road Unit#C, Laguna Beach, CA 92651	7/1/2021	\$ 1,260,000	\$ 1,090,000	\$ 170,000	13.5%	\$ 844	106
2	1025 Park Avenue, Laguna Beach, CA 92651	7/1/2021	\$ 1,899,000	\$ 1,600,000	\$ 299,000	15.7%	\$ 913	48
3	1179 Katella Street, Laguna Beach, CA 92651	7/1/2021	\$ 3,995,000	\$ 3,540,000	\$ 455,000	11.4%	\$ 827	24
4	444 Ashton Drive, Laguna Beach, CA 92651	7/2/2021	\$ 5,995,000	\$ 5,625,000	\$ 370,000	6.2%	\$ 1,730	163
5	1136 Catalina, Laguna Beach, CA 92651	7/6/2021	\$ 1,997,000	\$ 1,885,000	\$ 112,000	5.6%	\$ 1,281	27
6	721 Marlin Drive, Laguna Beach, CA 92651	7/6/2021	\$ 4,399,000	\$ 4,650,000	\$ (251,000)	-5.7%	\$ 989	2
7	2660 Pala Way, Laguna Beach, CA 92651	7/7/2021	\$ 1,695,000	\$ 1,720,000	\$ (25,000)	-1.5%	\$ 1,908	4
8	1149 Noria Street, Laguna Beach, CA 92651	7/7/2021	\$ 1,799,000	\$ 1,865,000	\$ (66,000)	-3.7%	\$ 1,005	6
9	1219 Cerritos Drive, Laguna Beach, CA 92651	7/7/2021	\$ 2,875,000	\$ 2,675,000	\$ 200,000	7.0%	\$ 921	28
10	444 Flora Street, Laguna Beach, CA 92651	7/7/2021	\$ 2,895,000	\$ 2,725,000	\$ 170,000	5.9%	\$ 1,184	21
11	3059 Nestall Road, Laguna Beach, CA 92651	7/8/2021	\$ 2,395,000	\$ 2,295,000	\$ 100,000	4.2%	\$ 1,197	16
12	32033 Point Place, Laguna Beach, CA 92651	7/8/2021	\$ 3,900,000	\$ 3,500,000	\$ 400,000	10.3%	\$ 2,138	357
13	232 La Brea Street, Laguna Beach, CA 92651	7/9/2021	\$ 1,999,000	\$ 1,700,000	\$ 299,000	15.0%	\$ 1,189	35
14	3121 Bern Drive, Laguna Beach, CA 92651	7/9/2021	\$ 2,295,000	\$ 1,900,000	\$ 395,000	17.2%	\$ 909	141
15	1435 Temple Hills Drive, Laguna Beach, CA 92651	7/9/2021	\$ 2,695,000	\$ 2,675,000	\$ 20,000	0.7%	\$ 1,186	17
16	2920 Alexander Road, Laguna Beach, CA 92651	7/12/2021	\$ 1,350,000	\$ 1,650,000	\$ (300,000)	-22.2%	\$ 1,178	13
17	1884 Upper Rim Rock Road, Laguna Beach, CA 92651	7/12/2021	\$ 1,695,000	\$ 1,800,100	\$ (105,100)	-6.2%	\$ 1,092	4
18	3280 Rimcrest Circle, Laguna Beach, CA 92651	7/12/2021	\$ 2,895,000	\$ 2,565,000	\$ 330,000	11.4%	\$ 694	44
19	837 Manzanita Drive, Laguna Beach, CA 92651	7/12/2021	\$ 3,440,000	\$ 2,950,000	\$ 490,000	14.2%	\$ 967	307
20	876 Van Dyke Drive, Laguna Beach, CA 92651	7/12/2021	\$ 4,543,000	\$ 4,543,000	\$ -	0.0%	\$ 1,407	4
21	112 S La Senda Drive, Laguna Beach, CA 92651	7/12/2021	\$ 9,950,000	\$ 9,015,000	\$ 935,000	9.4%	\$ 1,810	5
22	448 Linden Street, Laguna Beach, CA 92651	7/14/2021	\$ 2,499,000	\$ 2,500,000	\$ (1,000)	0.0%	\$ 1,297	5
23	2616 Victoria Drive, Laguna Beach, CA 92651	7/14/2021	\$ 3,595,000	\$ 3,515,000	\$ 80,000	2.2%	\$ 1,673	9
24	2 S Portola, Laguna Beach, CA 92651	7/14/2021	\$ 4,195,000	\$ 4,250,000	\$ (55,000)	-1.3%	\$ 1,681	8
25	10 Smithcliffs Road, Laguna Beach, CA 92651	7/14/2021	\$ 5,249,000	\$ 4,700,000	\$ 549,000	10.5%	\$ 1,043	252
26	31630 2nd Avenue, Laguna Beach, CA 92651	7/15/2021	\$ 1,649,000	\$ 1,585,000	\$ 64,000	3.9%	\$ 1,188	10
27	1090 Baja Street, Laguna Beach, CA 92651	7/16/2021	\$ 2,195,000	\$ 2,100,000	\$ 95,000	4.3%	\$ 1,338	35
28	1970 Temple Hills Drive, Laguna Beach, CA 92651	7/16/2021	\$ 2,395,000	\$ 2,395,000	\$ -	0.0%	\$ 1,723	22
29	1142 Catalina, Laguna Beach, CA 92651	7/19/2021	\$ 1,775,000	\$ 1,657,500	\$ 117,500	6.6%	\$ 1,441	210
30	507 Canyon Acres Drive, Laguna Beach, CA 92651	7/19/2021	\$ 2,000,000	\$ 1,930,000	\$ 70,000	3.5%	\$ 1,236	5
31	1 N Stonington Road, Laguna Beach, CA 92651	7/19/2021	\$ 3,950,000	\$ 3,900,000	\$ 50,000	1.3%	\$ 1,041	21
32	2663 Solana Way, Laguna Beach, CA 92651	7/20/2021	\$ 2,349,000	\$ 2,165,000	\$ 184,000	7.8%	\$ 1,226	20
33	64 Blue Lagoon, Laguna Beach, CA 92651	7/20/2021	\$ 2,295,000	\$ 2,300,000	\$ (5,000)	-0.2%	\$ 1,453	2
34	2495 Temple Hills Drive, Laguna Beach, CA 92651	7/20/2021	\$ 3,200,000	\$ 2,800,000	\$ 400,000	12.5%	\$ 957	203
35	520 High, Laguna Beach, CA 92651	7/21/2021	\$ 4,295,000	\$ 3,995,000	\$ 300,000	7.0%	\$ 1,401	1872
36	31555 Eagle Rock Way, Laguna Beach, CA 92651	7/22/2021	\$ 3,188,000	\$ 3,200,000	\$ (12,000)	-0.4%	\$ 1,415	7
37	21572 Treetop Lane, Laguna Beach, CA 92651	7/23/2021	\$ 1,825,000	\$ 1,750,000	\$ 75,000	4.1%	\$ 836	65
38	465 Hill Street, Laguna Beach, CA 92651	7/23/2021	\$ 1,800,000	\$ 1,800,000	\$ -	0.0%	\$ 1,125	13
39	476 Arroyo Chico, Laguna Beach, CA 92651	7/26/2021	\$ 3,375,000	\$ 3,197,200	\$ 177,800	5.3%	\$ 1,776	14
40	1121 Coast View Drive, Laguna Beach, CA 92651	7/26/2021	\$ 3,100,000	\$ 3,461,250	\$ (361,250)	-11.7%	\$ 1,297	7
41	520 Cliff Drive Unit#104, Laguna Beach, CA 92651	7/27/2021	\$ 1,425,000	\$ 1,200,000	\$ 225,000	15.8%	\$ 1,000	476
42	615 Wilcox Way, Laguna Beach, CA 92651	7/29/2021	\$ 1,995,000	\$ 1,800,000	\$ 195,000	9.8%	\$ 1,082	184
43	31401 Ceanothus Drive, Laguna Beach, CA 92651	7/29/2021	\$ 3,299,000	\$ 3,200,000	\$ 99,000	3.0%	\$ 1,489	71
44	31623 Coast Highway, Laguna Beach, CA 92651	7/29/2021	\$ 5,199,000	\$ 4,500,000	\$ 699,000	13.4%	\$ 1,233	59
45	21712 Wesley Drive Unit#5, Laguna Beach, CA 92651	7/30/2021	\$ 889,000	\$ 870,000	\$ 19,000	2.1%	\$ 934	17

Continued next page

July Closing Detail

Continued

	Address	Date	Original Price	Closing Price	Reduction	% Reducti	S Sq Ft	DOM
46	389 Oak Street, Laguna Beach, CA 92651	7/30/2021	\$ 1,625,000	\$ 1,652,625	\$ (27,625)	-1.7%	\$ 1,310	7
47	641 Lombardy Lane, Laguna Beach, CA 92651	7/30/2021	\$ 1,750,000	\$ 1,791,000	\$ (41,000)	-2.3%	\$ 2,163	6
48	2955 Alpine Way, Laguna Beach, CA 92651	7/30/2021	\$ 2,250,000	\$ 2,250,000	\$ -	0.0%	\$ 1,585	1
49	154 Pearl Street, Laguna Beach, CA 92651	7/30/2021	\$ 7,950,000	\$ 5,600,000	\$ 2,350,000	29.6%	\$ 1,750	575
50	1008 Emerald Bay, Laguna Beach, CA 92651	7/30/2021	\$ 5,400,000	\$ 5,650,000	\$ (250,000)	-4.6%	\$ 2,166	6
51	365 Pinecrest Drive, Laguna Beach, CA 92651	7/30/2021	\$ 6,400,000	\$ 6,400,000	\$ -	0.0%	\$ 1,795	0
52	525 Emerald Bay, Laguna Beach, CA 92651	7/30/2021	\$ 6,200,000	\$ 6,700,000	\$ (500,000)	-8.1%	\$ 1,544	17
53								
54	Not used in calculations		Median	\$ 2,500,000	\$ 95,000	4.1%	\$ 1,233	20



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**

A broker since 2004, Boyd Roberts has closed or overseen the closing of over 800 real estate and mortgage transactions exceeding \$1/4 Billion.

Boyd Roberts is responsible for all content, statements, opinions, and conclusions. He is a licensed broker and is not a professional statistician or economist. All data: has been taken from sources deemed reliable; is not guaranteed; may be subject to compilation errors, data source errors, and statistically invalid data sample sizes. All projections and opinions are not guaranteed. This report is for your personal, non-commercial use and may not be used for any other purpose. The intent of this report – for purposes of Laguna Beach Municipal Code 5.24.010 – is to function as a “newspaper.”

July 2021 Sales Data

Active Median (As of 8/1/2021)	\$ 3,795,000	112 Listings
Days on Market (DOM) Median		49 Days
\$ per Square Foot Median		\$ 1,485
Pending Median (As of 8/1/2021)	\$ 2,667,000	63 Listings
DOM Median		48 Days
\$ per Square Foot Median		\$ 1,161
Sold Median July 2021	\$ 2,500,000	54 Sales
Price Reduction Median	\$ 95,000	4.1 %
DOM Median		20 Days
\$ Per Square Foot Median		\$ 1,233
Sold 3 Month Median	\$ 2,720,000	169 Sales
\$ Per Square Foot Median		\$ 1,236
Sold 6 Month Median	\$ 2,590,000	309 Sales
Sold 12 Month Median	\$ 2,325,000	588 Sales
Price Reduction Median	\$ 119,000	5.1 %
DOM Median		47 Days
\$ Per Square Foot Median		\$ 1,167
Sold 2020 Median	\$ 2,000,000	443 Sales
Sold YTD	\$ 2,500,000	342 Sales
SPREAD (Active - Sold)		+ \$1,295,000
PENDING INDICATOR (Pending - Sold)		+ \$ 167,500
July Supply	2.1 Months	Seller's Market
July 3 Month Supply	1.9 Months	Seller's Market
\$1,499,999 -	.71 Months	Seller's Market
\$1,500,000 - \$1,999,999	.96 Months	Seller's Market
\$2,000,000 - \$2,999,999	1.6 Months	Seller's Market
\$3,000,000 - \$4,999,999	2.0 Months	Seller's Market
\$5,000,000 - \$9,999,999	2.8 Months	Seller's Market
\$10,000,000 +	10 Months	Buyer's Market

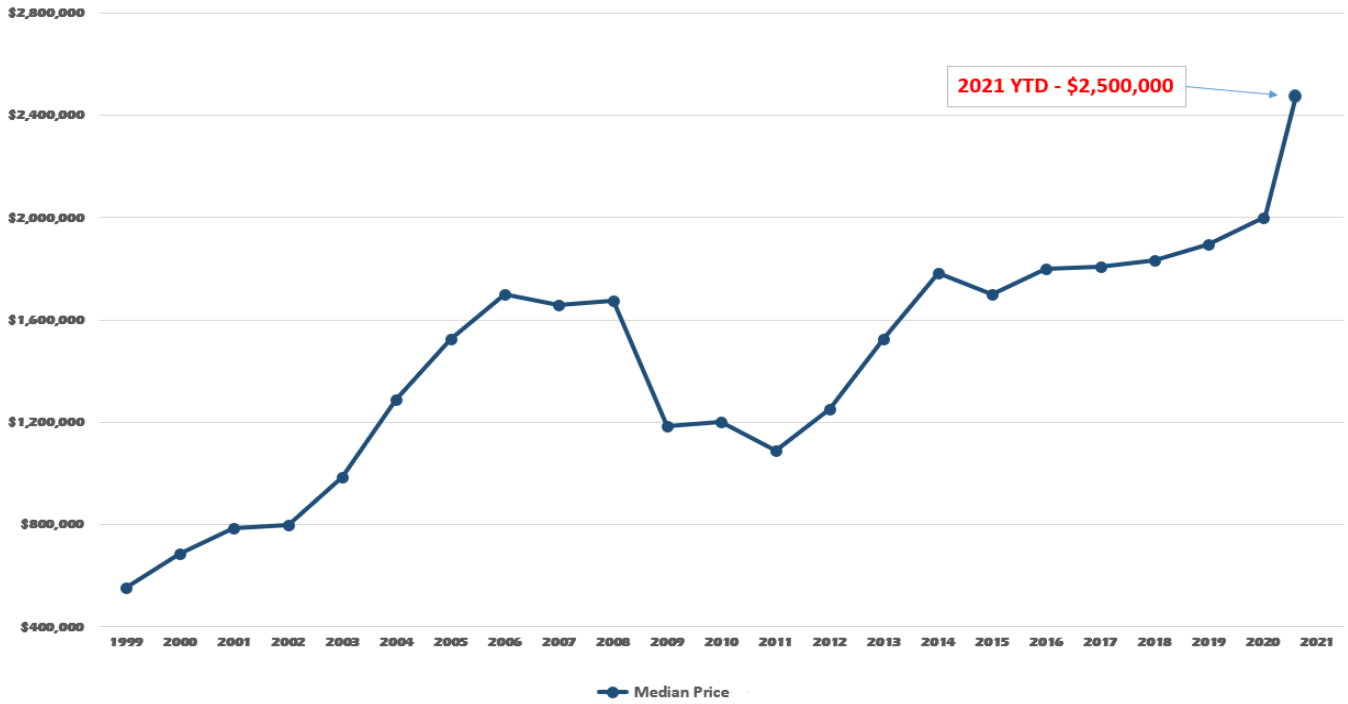
Balanced Market 5 to 7.9 Months

Price Forecasts

Short-Term PENDING INDICATOR Forecast for August (As of 8/1/2021) **No Signal**
Short-Term SPREAD INDICATOR Forecast for August (As of 8/1/2021) **No Signal**
Long-Term PRICE INDICATOR Forecast for 2021 (As of 11/1/2020) **Up**



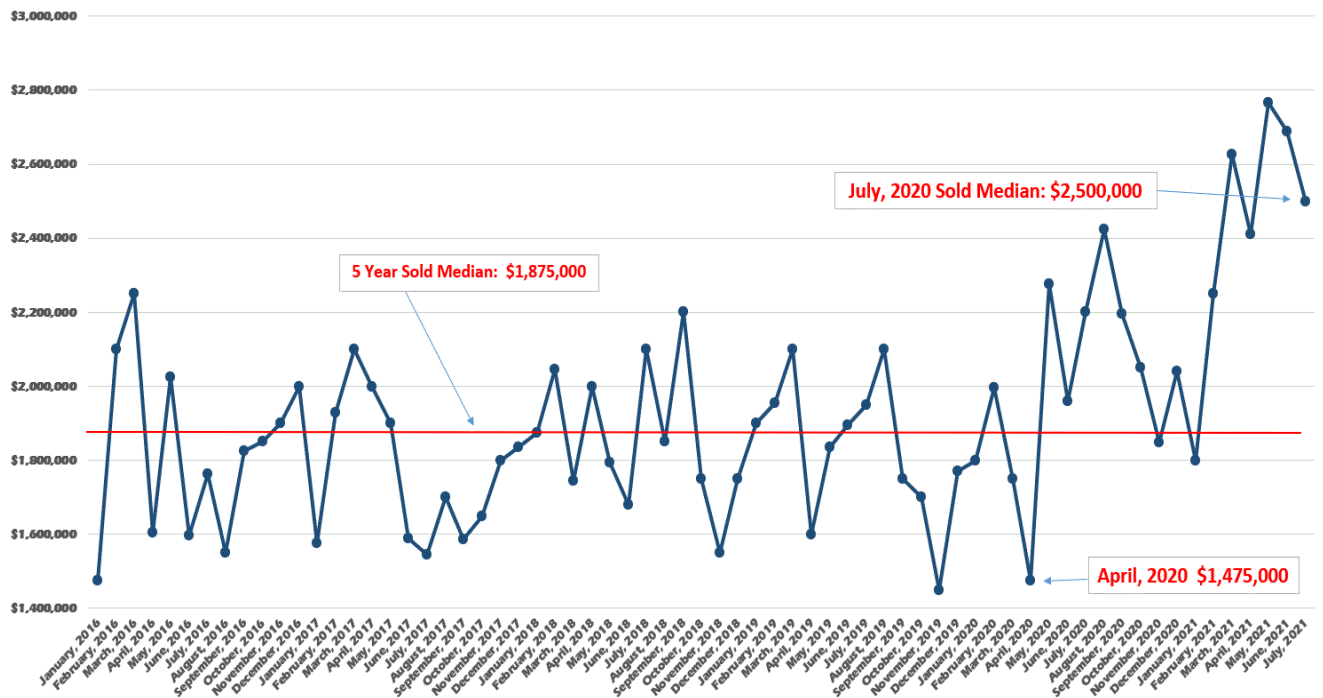
Laguna Beach Real Estate Sold Median Yearly



No guarantees. Charts for your own personal, non-commercial use. Copyright 2021. All rights reserved. Boyd Roberts | DRE #01354788 | 949-463-9152



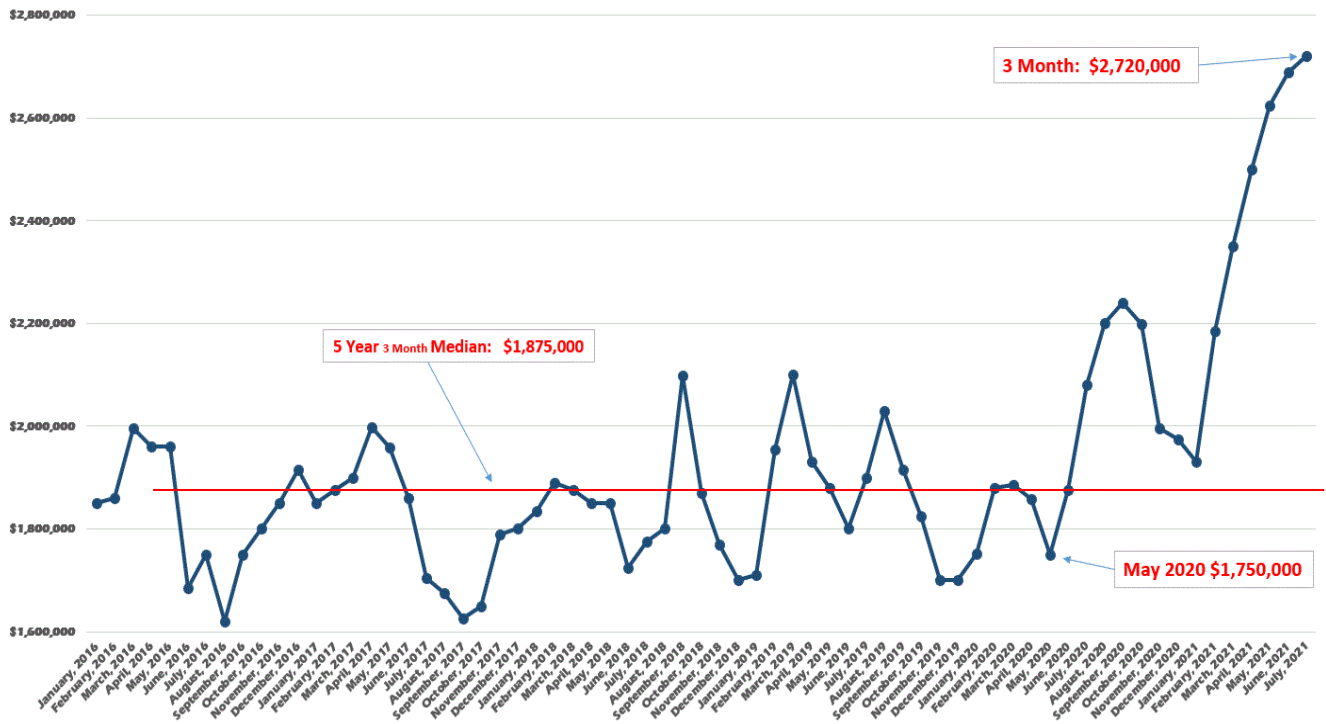
Laguna Beach Real Estate Sold Median - Monthly



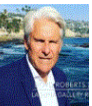
No guarantees. Charts for your own personal, non-commercial use. Copyright 2021. All rights reserved. Boyd Roberts | DRE #01354788 | 949-463-9152



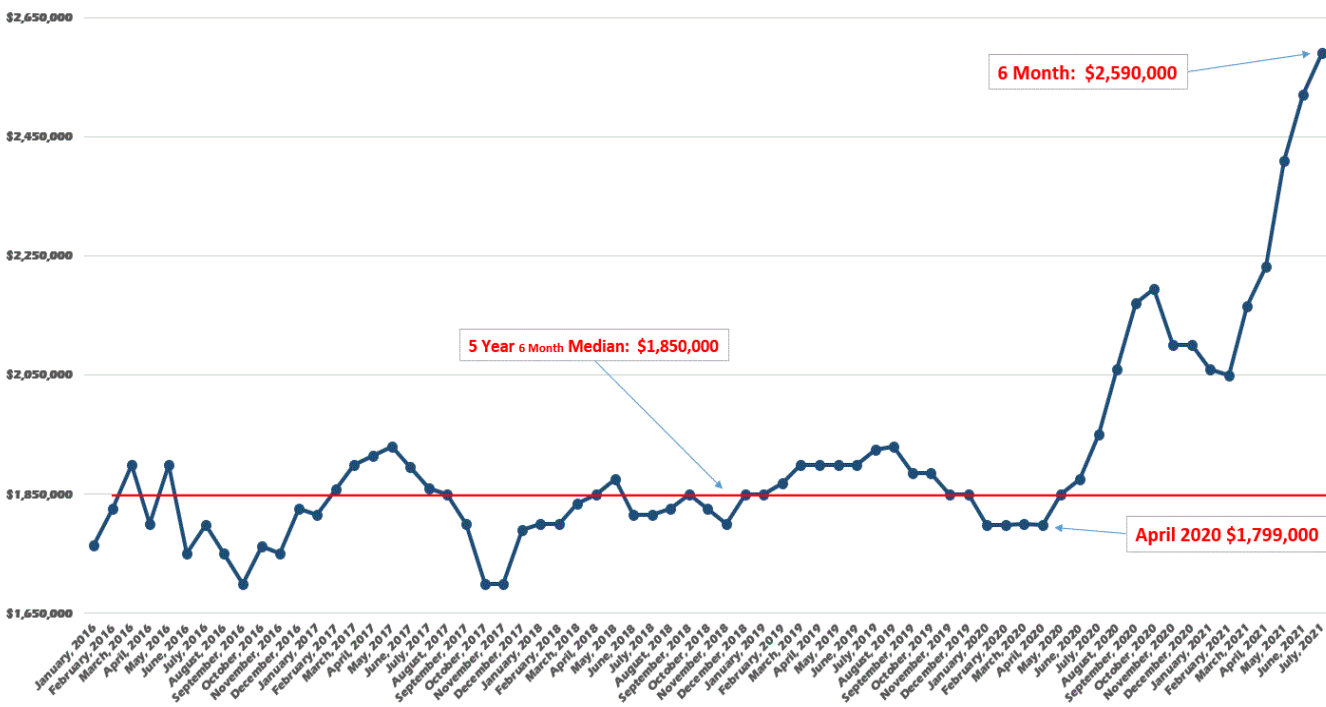
Laguna Beach Real Estate Sold - 3 Month Median - Monthly



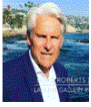
No guarantees. Charts for your own personal, non-commercial use. Copyright 2021. All rights reserved. Boyd Roberts | DRE #01354788 | 949-463-9152



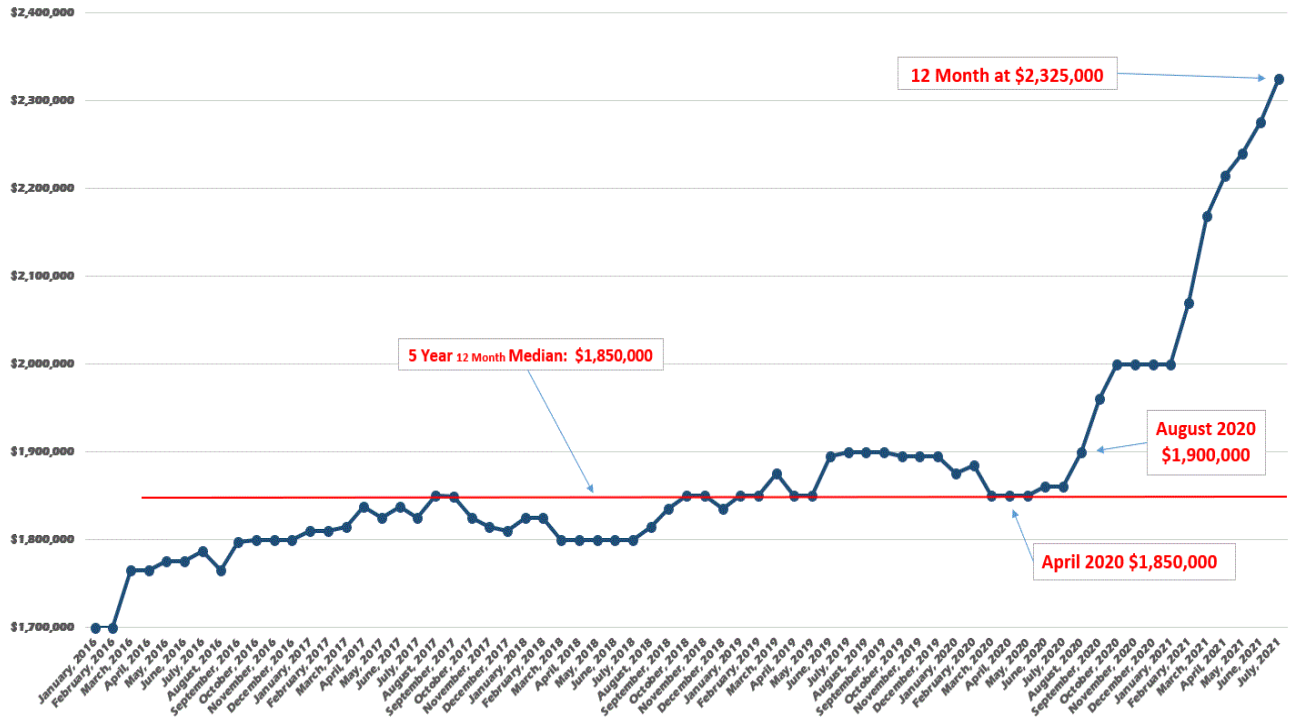
Laguna Beach Real Estate Sold - 6 Month Median - Monthly



No guarantees. Charts for your own personal, non-commercial use. Copyright 2021. All rights reserved. Boyd Roberts | DRE #01354788 | 949-463-9152



Laguna Beach Real Estate Sold - 12 Month Median - Monthly

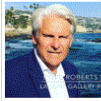


No guarantees. Charts for your own personal, non-commercial use. Copyright 2021. All rights reserved. Boyd Roberts | DRE #01354788 | 949-463-9152

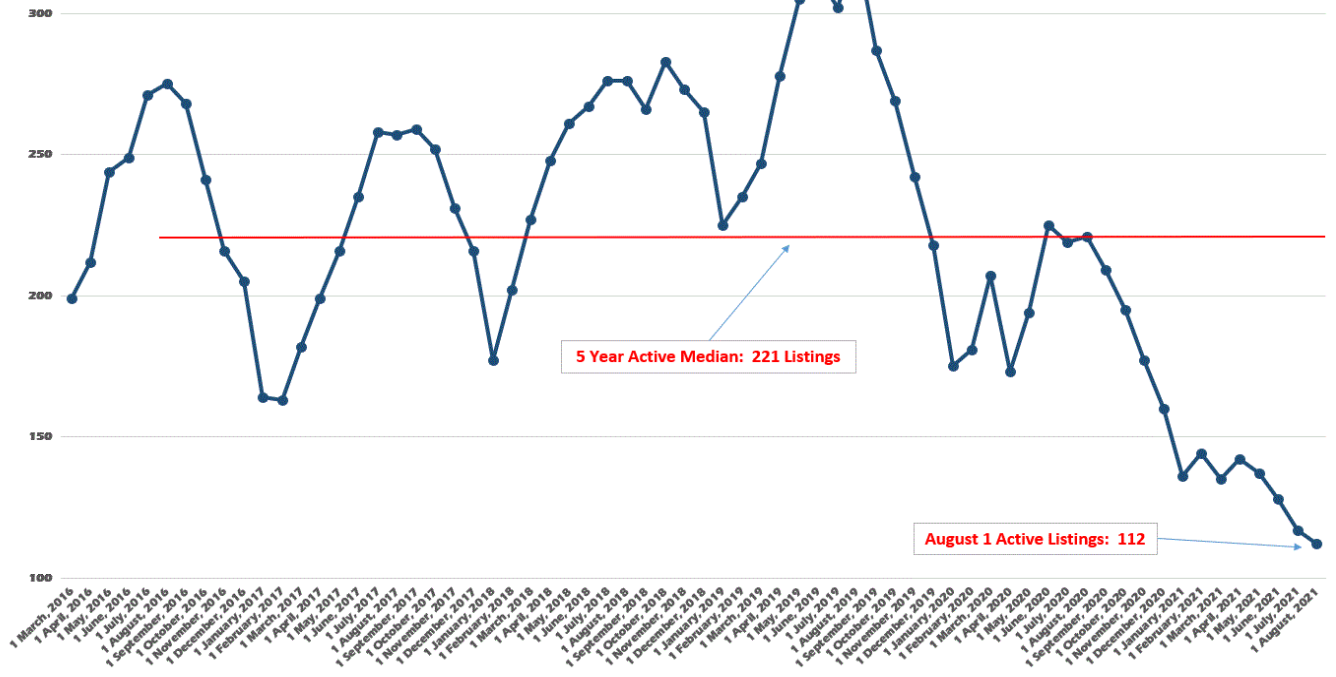
YOUR AD HERE

CALL

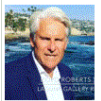
Boyd Roberts 949-463-9152



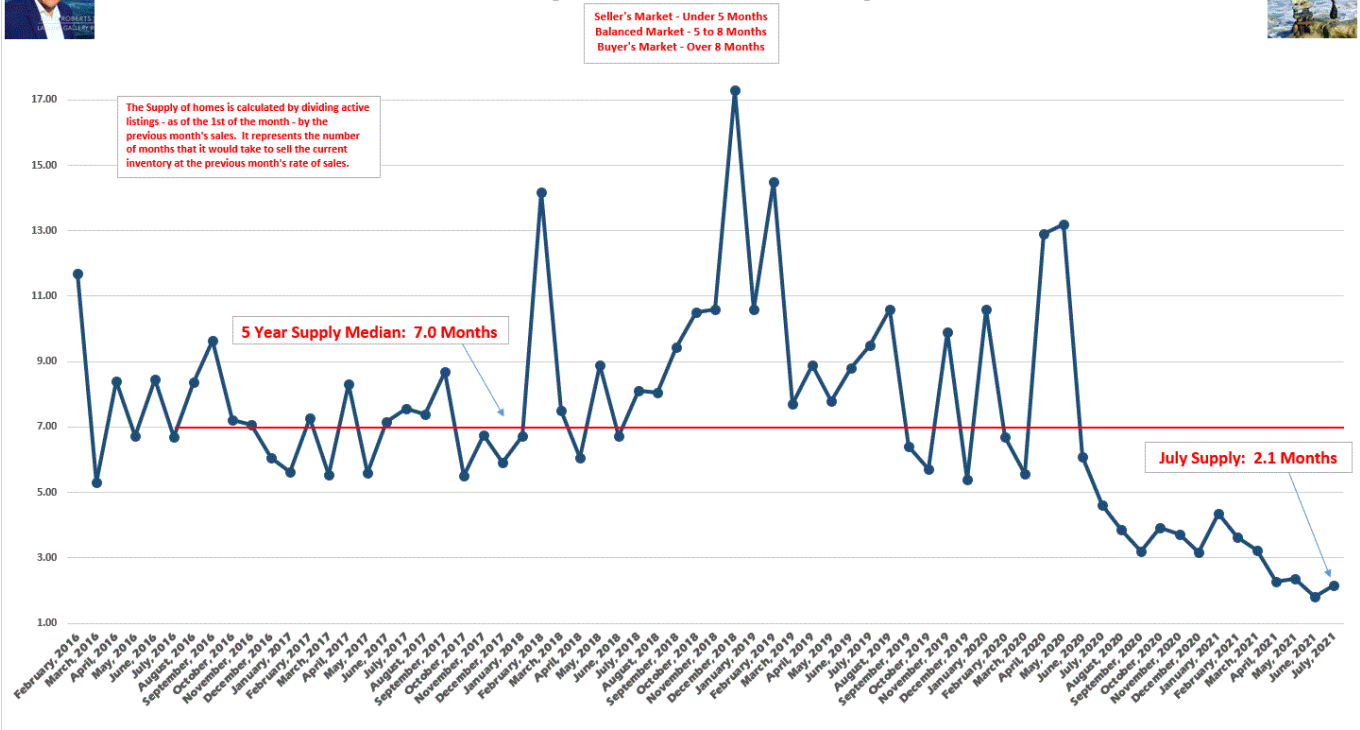
Laguna Beach Real Estate Chart # of Active Listings - Monthly



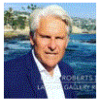
No guarantees. Charts for your own personal, non-commercial use. Copyright 2021. All rights reserved. Call Boyd Roberts | DRE #01354788 | 949-463-9152



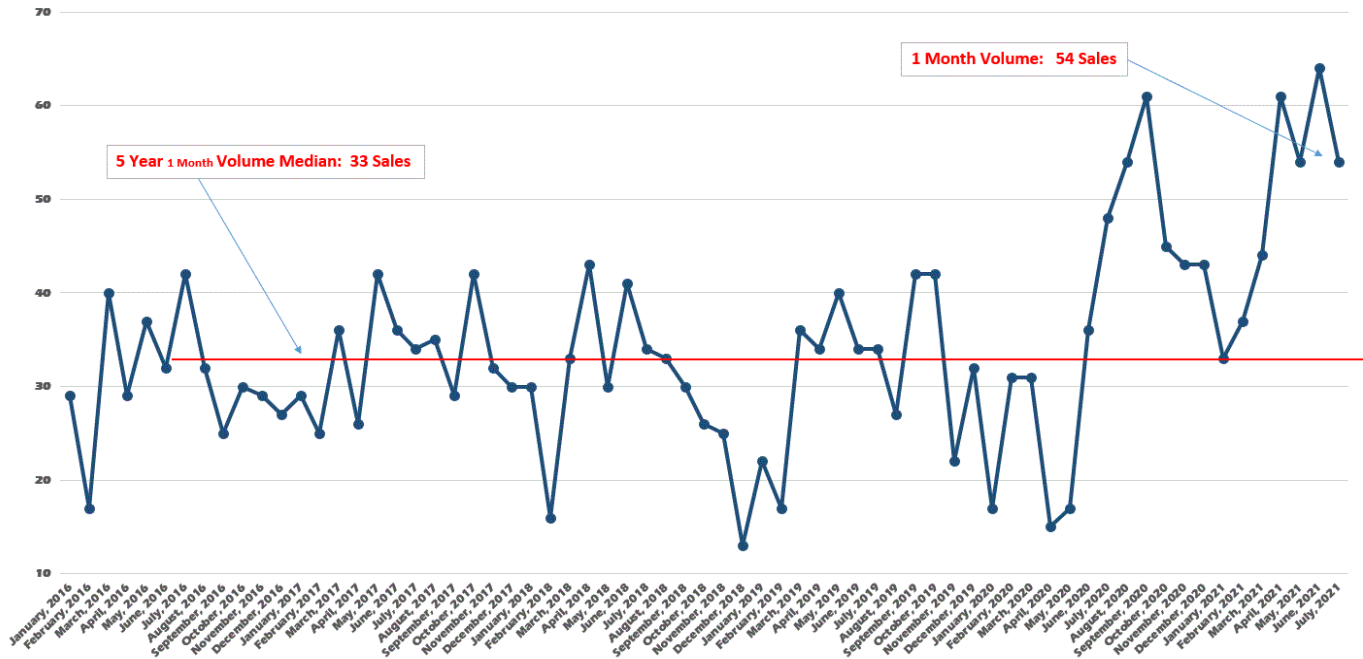
Laguna Beach Real Estate Supply of Homes - in months - Monthly



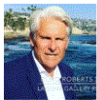
No guarantees. Charts for your own personal, non-commercial use. Copyright 2021. All rights reserved. Boyd Roberts | DRE #01354788 | 949-463-9152



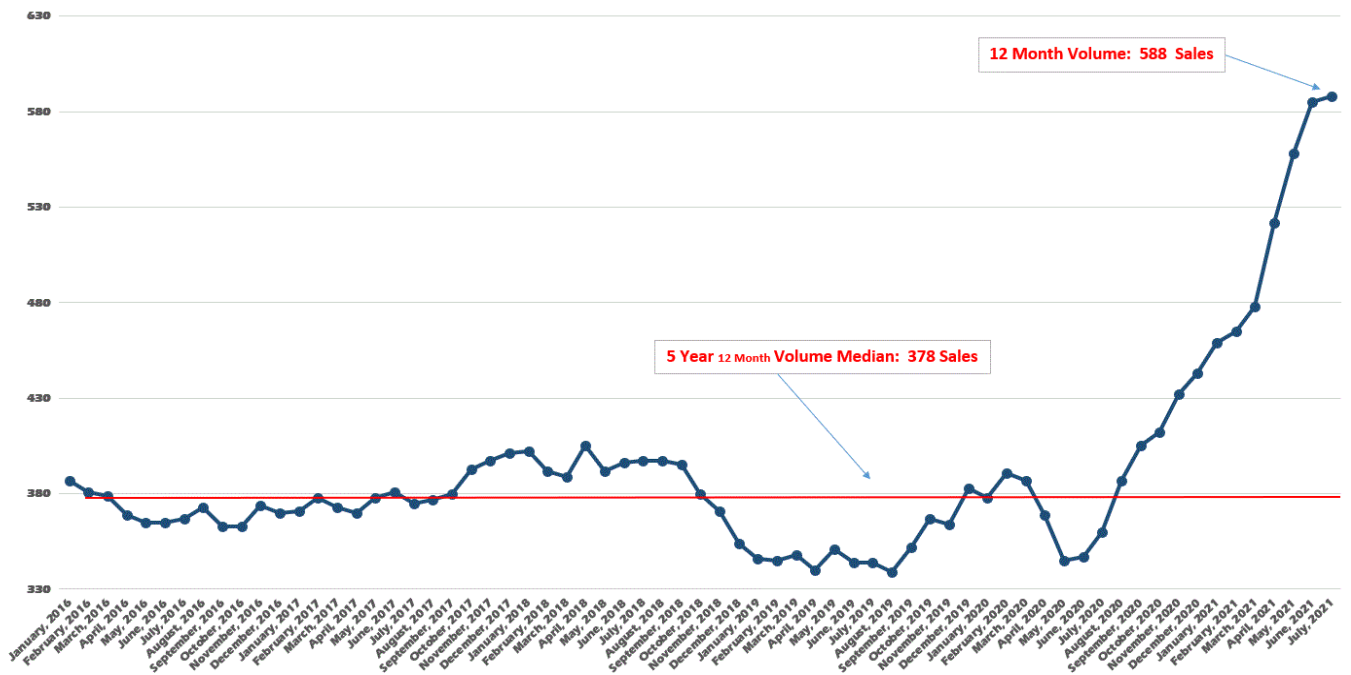
Laguna Beach Real Estate Sold - 1 Month Volume (# of Sales) - Monthly



No guarantees. Charts for your own personal, non-commercial use. Copyright 2021. All rights reserved. Boyd Roberts | DRE #01354788 | 949-463-9152



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



No guarantees. Charts for your own personal, non-commercial use. Copyright 2021. All rights reserved. Boyd Roberts | DRE #01354788 | 949-463-9152

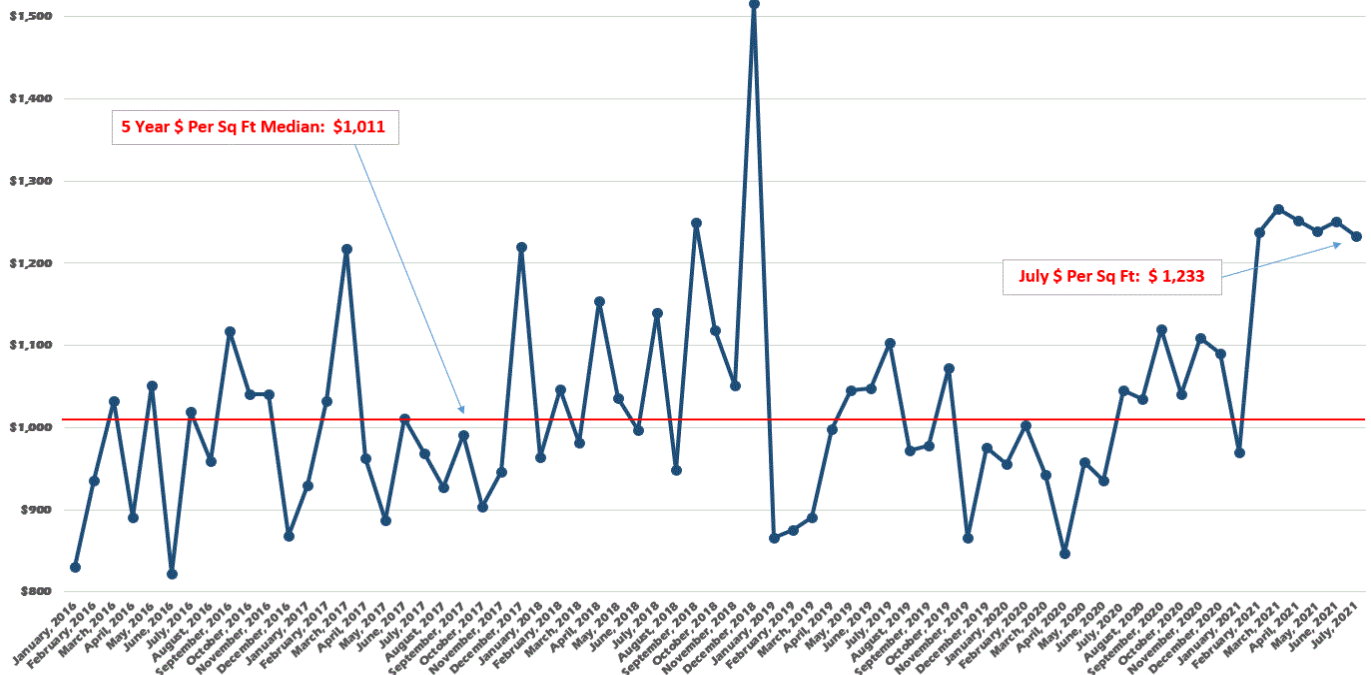
Laguna Jumbo Financing

- 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

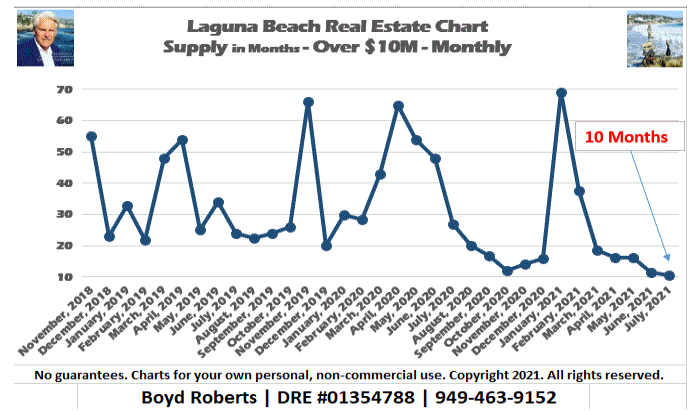
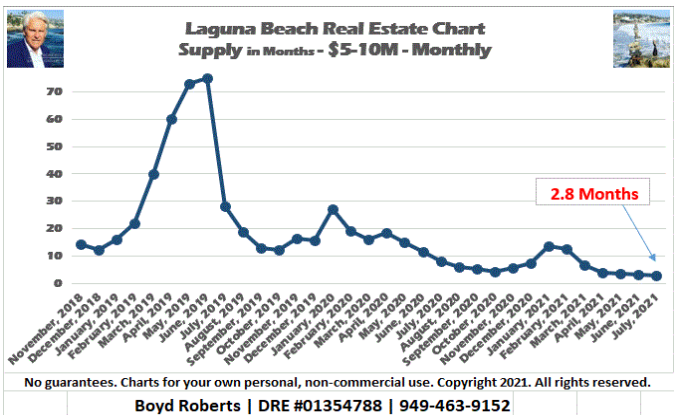
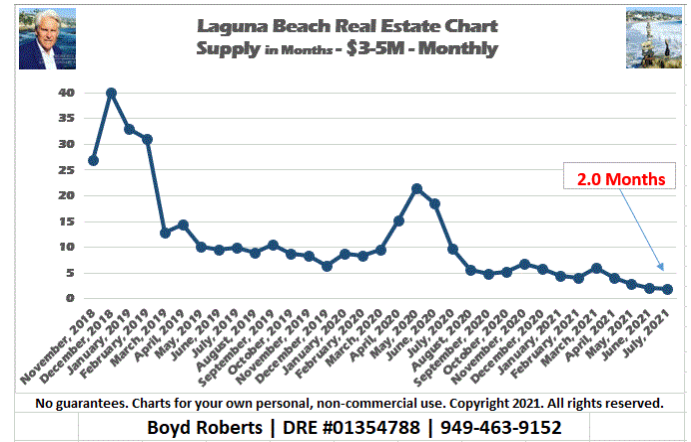
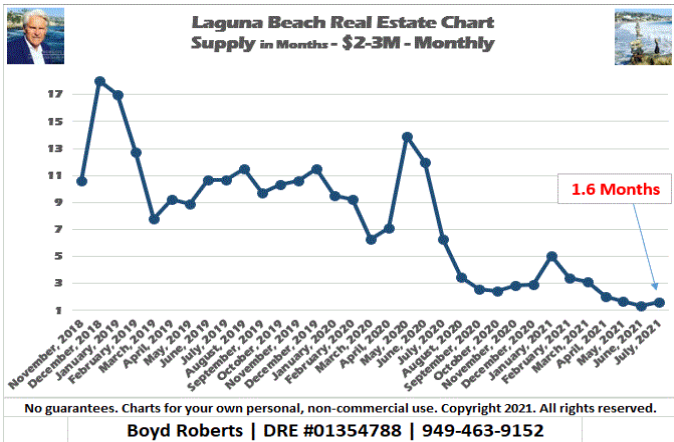
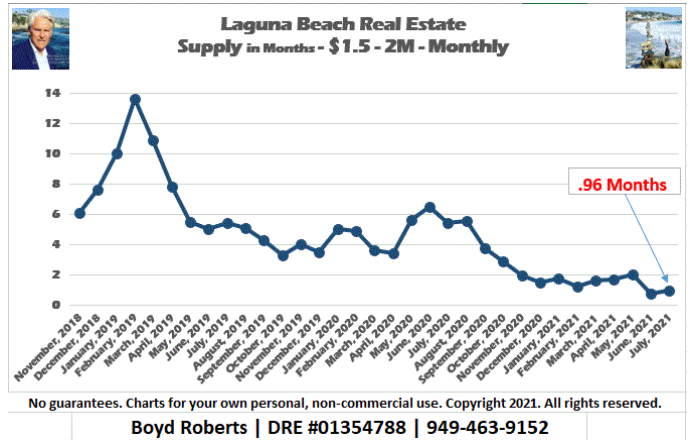
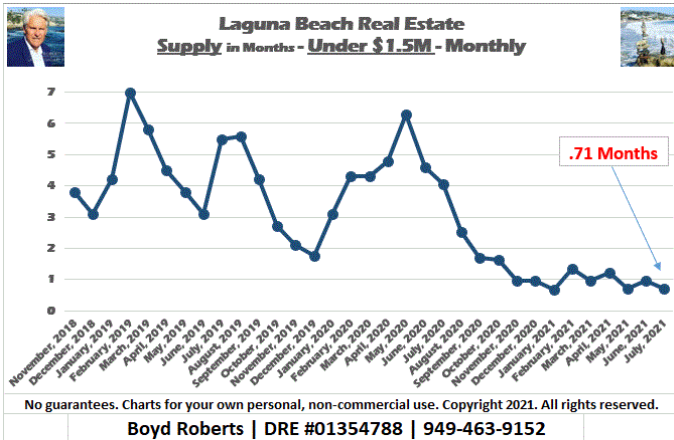


**Laguna Beach Real Estate
Sold - \$ Per Square Foot Median - Monthly**



No guarantees. Charts for your own personal, non-commercial use. Copyright 2021. All rights reserved. Boyd Roberts | DRE #01354788 | 949-463-9152

Sector Supply Charts



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