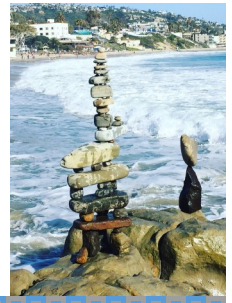




Laguna Beach Real Estate Magazine

September 2020 | [Edition #63]



SOLD MEDIAN \$2,195,000 - 230,000 | **\$ PER SQ FT** \$1,120 + 85 | **SUPPLY** 3.1 MONTHS -.7 | **30-YEAR JUMBO** 3.50% + .30

Laguna Goes Parabolic

YTD at Record Pace | Supply Collapses | Time to List

Laguna Beach median sold prices did fall \$230,000 in September, settling at \$2,195,000. That said, the 3-month, 6-month, and 12-month moving medians – on huge volume – have all exploded to the upside. Go to www.LagunaGalleryRealEstate.com/Charts to see all 24 Laguna Beach real estate charts.

With only 195 actively listed homes on October 1st and 61 closings in September, the supply of homes - at 13 months in May – has imploded to just 3.1 months. There is only a 1.6 months supply of homes under \$1,500,000. The

supply of 5-10,000,000 homes – at 75 month last year – is now just 5.1 months. Be sure to catch my analysis of the \$5-10M segment starting on page 5. All market segment supply charts are on page 10.

So far, we have raised \$1,415 for Michael, our greeter. Thank you! Go to GoFundMe.com type in “Help Laguna Beach Greeter Michael Minutoli.” More P 3.



4% Listing P7

Publishers P7



This Issue:

- ⇒ My Take P 1
- ⇒ Closing Detail. P 2
- ⇒ Sales Data P 4
- ⇒ Segment Breakdowns . P 4
- ⇒ Price Projections P 4
- ⇒ \$5-10M+ Report P 5
- ⇒ Yearly Sold Chart P 8
- ⇒ 6 Month Chart P 8
- ⇒ \$ Per Sq Ft Chart.P 9
- ⇒ Supply Chart P 9
- ⇒ Sector Supply Charts. . P10



Fund Michael P3

www.LagunaGalleryRealEstate.com

Boyd Roberts | 949-463-9152 | Boyd@LagunaGalleryRealEstate.com

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Laguna Beach Real Estate

September Closing Detail

	Address	Date	Original Price	Closing Price	Reduction	% Reduct	S Sq Ft	DOM
1	31012 Aliso Circle, Laguna Beach	9/1/2020	\$ 2,579,000	\$ 2,325,000	\$ 254,000	9.8%	\$ 1,010	7
2	2466 Riviera Drive, Laguna Beach	9/1/2020	\$ 9,750,000	\$ 9,750,000	\$ -	0.0%	\$ 3,353	0
3	1428 Glenneyre Street, Laguna Beach	9/1/2020	\$ 1,995,000	\$ 1,870,000	\$ 125,000	6.2%	\$ 1,833	5
4	775 Kendall Drive, Laguna Beach	9/1/2020	\$ 2,999,000	\$ 2,888,000	\$ 111,000	3.7%	\$ 683	38
5	1052 La Mirada Street, Laguna Beach	9/1/2020	\$ 1,995,000	\$ 2,000,000	\$ (5,000)	-0.2%	\$ 800	121
6	489 Jasmine Street, Laguna Beach	9/2/2020	\$ 1,395,000	\$ 1,275,000	\$ 120,000	8.6%	\$ 1,607	4
7	2865 Rounsevel, Laguna Beach	9/2/2020	\$ 1,999,000	\$ 1,960,000	\$ 39,000	1.9%	\$ 997	45
8	20352 Sun Valley Drive, Laguna Beach	9/2/2020	\$ 1,375,000	\$ 1,215,000	\$ 160,000	11.6%	\$ 801	46
9	1074 Flamingo Road, Laguna Beach	9/3/2020	\$ 3,250,000	\$ 3,300,000	\$ 50,000	1.5%	\$ 712	50
10	31423 26 Coast Unit#26, Laguna Beach	9/3/2020	\$ 1,950,000	\$ 1,800,000	\$ 150,000	7.6%	\$ 1,565	89
11	1772 Ocean Way, Laguna Beach	9/4/2020	\$ 6,875,000	\$ 6,745,000	\$ 130,000	1.8%	\$ 1,600	10
12	237 Calliope Street #6, Laguna Beach	9/4/2020	\$ 999,000	\$ 935,000	\$ 64,000	6.4%	\$ 644	12
13	941 Temple Terrace, Laguna Beach	9/4/2020	\$ 3,795,000	\$ 3,717,000	\$ 78,000	2.0%	\$ 1,581	14
14	2535 Juanita Way, Laguna Beach	9/4/2020	\$ 3,095,000	\$ 2,915,000	\$ 180,000	5.8%	\$ 1,116	22
15	430 Radcliffe Court, Laguna Beach	9/4/2020	\$ 1,299,000	\$ 1,275,000	\$ 24,000	1.8%	\$ 1,130	30
16	2825 Zell Drive, Laguna Beach	9/4/2020	\$ 4,850,000	\$ 4,250,000	\$ 600,000	12.3%	\$ 739	139
17	12 S Stonington Road, Laguna Beach	9/4/2020	\$ 3,600,000	\$ 3,250,000	\$ 350,000	9.7%	\$ 1,050	209
18	320 Emerald Bay, Laguna Beach	9/5/2020	\$ 6,350,000	\$ 4,800,000	\$ 1,550,000	24.4%	\$ 1,340	413
19	1936 Cortez, Laguna Beach, CA	9/9/2020	\$ 1,749,000	\$ 1,685,000	\$ 64,000	3.6%	\$ 806	12
20	484 Nyes Place, Laguna Beach	9/9/2020	\$ 2,348,000	\$ 2,285,000	\$ 63,000	2.6%	\$ 810	18
21	31711 Seacliff Drive, Laguna Beach	9/9/2020	\$ 8,775,000	\$ 7,575,000	\$ 1,200,000	13.6%	\$ 4,066	394
22	135 Crescent Bay Drive, Laguna Beach	9/10/2020	\$ 3,295,000	\$ 2,925,000	\$ 370,000	11.2%	\$ 705	75
23	702 Emerald Bay, Laguna Beach	9/10/2020	\$ 5,850,000	\$ 5,500,000	\$ 350,000	5.9%	\$ 2,156	217
24	940 Temple Hills Drive, Laguna Beach	9/11/2020	\$ 2,340,000	\$ 2,240,000	\$ 100,000	4.2%	\$ 1,120	115
25	677 Mystic Way, Laguna Beach	9/14/2020	\$ 4,999,000	\$ 4,850,000	\$ 149,000	2.9%	\$ 1,076	243
26	2190 Temple Hills Drive, Laguna Beach	9/15/2020	\$ 3,299,000	\$ 3,250,000	\$ 49,000	1.4%	\$ 717	8
27	485 Cress Street, Laguna Beach	9/15/2020	\$ 2,045,000	\$ 1,860,000	\$ 185,000	9.0%	\$ 1,596	23
28	1116 La Mirada Street, Laguna Beach	9/15/2020	\$ 1,775,000	\$ 1,600,000	\$ 175,000	9.8%	\$ 825	55
29	31622 Scenic Drive, Laguna Beach	9/15/2020	\$ 1,895,000	\$ 1,665,000	\$ 220,000	11.6%	\$ 1,579	98
30	320 Cajon Terrace, Laguna Beach	9/16/2020	\$ 4,475,000	\$ 3,850,000	\$ 625,000	13.9%	\$ 1,211	475
31	1056 Dyer Place, Laguna Beach	9/17/2020	\$ 1,175,000	\$ 1,175,000	\$ -	0.0%	\$ 1,412	7
32	31707 Seacliff Drive, Laguna Beach	9/17/2020	\$ 2,395,000	\$ 2,385,000	\$ 10,000	0.4%	\$ 1,192	28
33	360 Aster Street, Laguna Beach	9/17/2020	\$ 2,999,900	\$ 2,880,000	\$ 119,000	3.9%	\$ 800	360
34	3116 Alta Laguna Boulevard, Laguna Beach	9/18/2020	\$ 1,950,000	\$ 1,900,000	\$ 50,000	2.5%	\$ 1,307	7
35	1179 Temple Hills Drive, Laguna Beach	9/18/2020	\$ 12,500,000	\$ 10,650,000	\$ 1,850,000	14.8%	\$ 1,713	17
36	675 Balboa Avenue, Laguna Beach	9/18/2020	\$ 3,788,000	\$ 3,172,500	\$ 615,500	16.2%	\$ 947	335
37	31863 Seaview Street, Laguna Beach	9/18/2020	\$ 1,350,000	\$ 1,100,000	\$ 250,000	18.5%	\$ 754	387
38	2847 Alta Laguna Boulevard, Laguna Beach	9/21/2020	\$ 2,499,999	\$ 2,400,000	\$ 99,999	3.9%	\$ 1,027	1
39	1585 S Coast Unit#66, Laguna Beach	9/21/2020	\$ 2,200,000	\$ 2,139,120	\$ 60,880	2.7%	\$ 1,852	30
40	2430 Monaco Drive, Laguna Beach	9/22/2020	\$ 8,350,000	\$ 8,350,000	\$ -	0.0%	\$ 2,008	0
41	31423 S Coast Highway #57, Laguna Beach	9/22/2020	\$ 1,499,000	\$ 1,360,000	\$ 139,000	9.2%	\$ 1,182	22
42	411 Poplar Street, Laguna Beach	9/22/2020	\$ 2,985,000	\$ 2,714,821	\$ 270,179	9.0%	\$ 1,546	148
43	271 Center Street, Laguna Beach	9/22/2020	\$ 1,695,000	\$ 1,475,000	\$ 220,000	12.9%	\$ 1,172	177
44	387 Cypress Drive #6, Laguna Beach	9/22/2020	\$ 639,000	\$ 580,000	\$ 59,000	9.2%	\$ 1,160	211
45	817 Buena Vista Way, Laguna Beach	9/23/2020	\$ 2,730,000	\$ 2,650,000	\$ 80,000	2.9%	\$ 1,229	0

Continued

September Closing Detail Continued

46	203 Santa Rosa Ct, Laguna Bea	9/23/2020	\$ 590,000	\$ 591,000	\$ (1,000)	-0.1%	\$ 436	31
47	114 Santa Rosa Court, Laguna	9/25/2020	\$ 594,900	\$ 582,988	\$ 11,902	2.0%	\$ 421	31
48	31561 Table Rock Drive Unit#3	9/25/2020	\$ 2,995,000	\$ 2,750,000	\$ 245,000	8.1%	\$ 1,839	136
49	31872 Circle Drive, Laguna Be	9/28/2020	\$ 2,399,000	\$ 2,250,000	\$ 149,000	6.2%	\$ 1,875	125
50	251 Highland Road, Laguna Be	9/28/2020	\$ 1,950,000	\$ 1,560,000	\$ 390,000	20.0%	\$ 1,040	317
51	235 Calliope Unit#5, Laguna Be	9/28/2020	\$ 1,100,000	\$ 965,000	\$ 135,000	12.2%	\$ 665	425
52	985 La Mirada Street, Laguna I	9/29/2020	\$ 1,475,000	\$ 1,410,000	\$ 65,000	4.4%	\$ 675	3
53	32025 Virginia Way, Laguna Be	9/29/2020	\$ 1,695,000	\$ 1,800,000	\$ (105,000)	-6.1%	\$ 916	5
54	8 Encinitas Court, Laguna Bea	9/29/2020	\$ 729,000	\$ 720,000	\$ 9,000	1.2%	\$ 694	25
55	32146 Coast, Laguna Beach, CA	9/30/2020	\$ 1,768,000	\$ 1,875,000	\$ (107,000)	6.0%	\$ 1,250	4
56	31904 9th Avenue, Laguna Bea	9/30/2020	\$ 1,695,000	\$ 1,250,000	\$ 445,000	26.2%	\$ 759	93
57	339 Poplar Street, Laguna Bea	9/30/2020	\$ 1,895,000	\$ 1,875,000	\$ 20,000	1.0%	\$ 1,778	112
58	480 Cress Street, Laguna Bea	9/30/2020	\$ 2,990,000	\$ 2,790,000	\$ 200,000	6.6%	\$ 1,262	158
59	15 Smithcliffs Road, Laguna Be	9/30/2020	\$ 10,700,000	\$ 7,900,000	\$ 2,800,000	26.1%	\$ 1,095	229
60	31423 Coast Unit#31, Laguna E	9/30/2020	\$ 2,495,000	\$ 2,195,000	\$ 300,000	12.0%	\$ 1,390	253
61	705 Marlin, Laguna Beach, CA	9/30/2020	\$ 2,795,000	\$ 2,095,000	\$ 700,000	25.0%	\$ 543	271
62								
63	Not used in calculations		Median \$ 2,195,000	\$ 130,000	6.2%	\$ 1,120	46	

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 and started a Go-Fund-Me page for him. A couple of weeks ago he said he was going to see the doctor.

So far, we have raised \$1,415. To contribute go to [GoFundMe.com](https://www.gofundme.com/help-laguna-beach-greeter-michael-minutoli) type in "Help Laguna Beach Greeter Michael Minutoli."

I post on Instagram @Roberts.Boyd with more frequent updates. Thank you for your support.



September 2020 Sales Data

Active Median (As of 10/1/2020)	\$ 3,250,000	195 Listings
Days on Market (DOM) Median		82 Days
\$ per Square Foot Median		\$ 1,309
Pending Median (As of 10/1/2020)	\$ 2,175,000	61 Listings
DOM Median		66 Days
\$ per Square Foot Median		\$ 1,004
Sold Median September 2020	\$ 2,195,000	61 Sales
Price Reduction Median	\$ 130,000	6.2 %
DOM Median		46 Days
\$ Per Square Foot Median		\$ 1,120
Sold 3 Month Median (7/1/2020 – 9/30/2020)	\$ 2,240,000	163 Sales
\$ Per Square Foot Median		\$ 1,068
Sold 6 Month Median (4/1/2020 – 9/30/2020)	\$ 2,170,000	232 Sales
Sold 12 Month Median (10/1/2019 – 9/30/2020)	\$ 1,960,000	407 Sales
Price Reduction Median	\$ 160,000	8.0 %
DOM Median		77 Days
\$ Per Square Foot Median		\$ 1,027
Sold 2019 Median	\$ 1,895,000	383 Sales
Sold YTD Median (thru 9/30/2020)	\$ 2,045,000	312 Sales
The Spread (Active - Sold)		+ \$ 1,055,000
The Pending Indicator (Pending - Sold)		- \$ 20,000
September Supply	3.1 Months	Seller's Mkt

Market Segment Breakdowns

September Adjusted Supply (7/1/2020 – 9/30/2020)	3.5 Months	Seller's Mkt
\$1,499,999 -	1.6 Months	Seller's Mkt
\$1,500,000 - \$1,999,999	3.7 Months	Seller's Mkt
\$2,000,000 - \$2,999,999	2.5 Months	Seller's Mkt
\$3,000,000 - \$4,999,999	4.8 Months	Seller's Mkt
\$5,000,000 - \$9,999,999	5.1 Months	Balanced Mkt
\$10,000,000 +	16 Months	Buyer's Mkt

Balanced Market 5 to 7.9 Months

Current Price Projections

Short Term Pending Indicator projection (As of 10/1/2020)	No Signal
Long-Term Price Indicator (As of 1/1/2020) Projection for 2020	Up

\$5-10M Report | Last 50 Closings

May 24, 2019 to September 30, 2020

The supply of \$5-10M homes imploded to 5.1 months in September, down from 79 months in June 2019. Very notably, there has not been a single distressed sale since July. Time to list. In the last 50 closed sales the median \$ per square foot

was \$1,600, the median days on market was 132 days, and the median price reduction was \$699,000 or 9.1%. (Supply chart below). (Last 50 closings detailed next page: distressed sales in red, non-distressed sales in blue, off-market sales in yellow).

ACTIVE (As of October 2, 2020)

Median Days on Market (DOM)
Total with DOM Greater than 365 Days
Median Price per Square Foot

31 Listings

95 Days
2
\$ 1,901

PENDING (As of October 2, 2020)

3 Listings

SOLD | Last 50 Closings (May 24, 2019 to September 30, 2020)

Median Price Reduction
Median Price Reduction %
Median DOM
Median \$ Per Square Foot

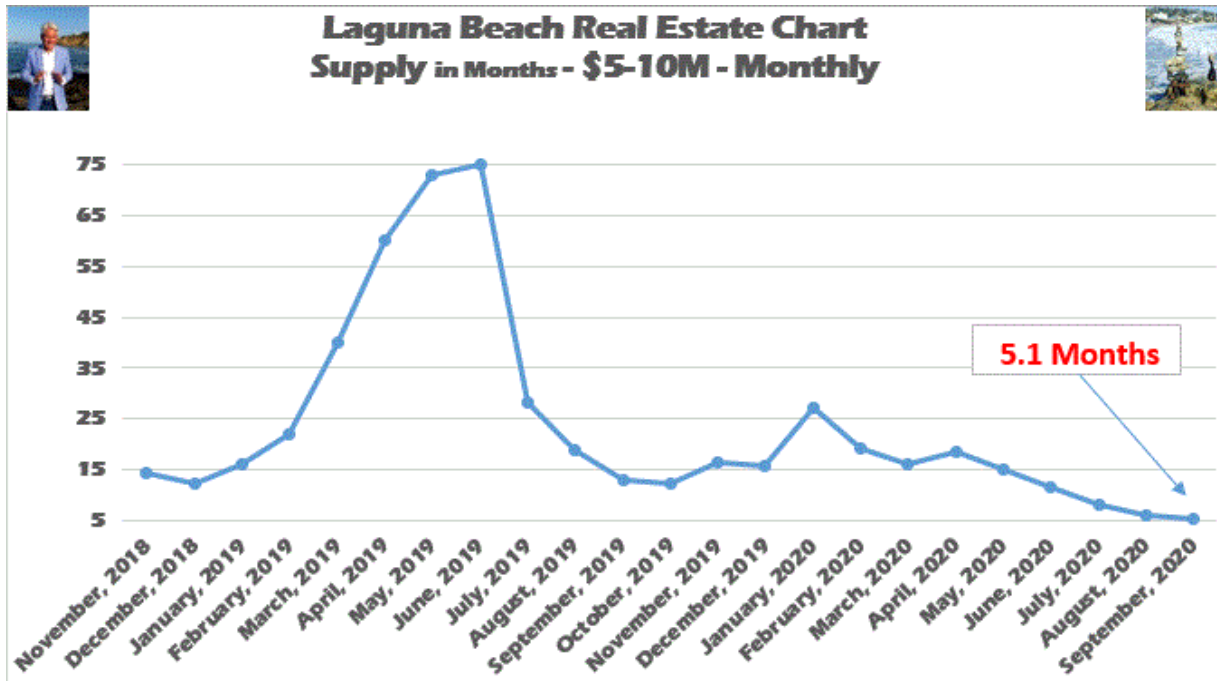
\$ 699,000*
9.1 %*
132 Days*
\$ 1,600

Number of Sales Last 90 Days | Rate of Sales
September Adjusted Supply (7/1/2020 – 9/30/2020)

18 sales
5.1 Months

6 Per Month
Seller's Mkt

*Off market listings excluded from calculations.



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Laguna Beach Real Estate

\$5,000,000 to \$9,999,999 | Last 50 Closings

May 24, 2019 to September 30, 2020

	Address	Date	Original Price	Closing Price	Reduction	% Reductio	S Per SqF	DOM
1	10 Vista De San Clemente	5/24/2019	\$ 8,295,000	\$ 7,800,000	\$ 495,000	5.9%	\$ 1,708	40
2	9 Shreve Drive	6/6/2019	\$ 7,400,000	\$ 7,400,000	\$ -	0.0%	\$ 2,500	0
3	594 Cliff Drive	7/19/2019	\$ 6,995,000	\$ 6,400,000	\$ 595,000	8.5%	\$ 1,677	109
4	31051 Coast Highway	7/23/2019	\$ 11,950,000	\$ 9,900,000	\$ 2,050,000	17.1%	\$ 3,193	311
5	10 Bay Drive	7/30/2019	\$ 6,900,000	\$ 5,335,000	\$ 1,565,000	22.6%	\$ 1,560	357
6	7 Camel Point Drive	8/5/2019	\$ 5,995,000	\$ 5,999,500	\$ (4,500)	-0.1%	\$ 2,905	132
7	1595 Via Corsica	8/5/2019	\$ 7,995,000	\$ 5,500,000	\$ 2,495,000	31.2%	\$ 1,340	383
8	365 Pinecrest Drive	8/15/2019	\$ 5,799,000	\$ 5,200,000	\$ 599,000	10.3%	\$ 1,459	41
9	1255 Pacific Avenue	9/9/2019	\$ 9,200,000	\$ 5,675,000	\$ 3,525,000	38.3%	\$ 722	328
10	397 Weymouth Place	9/9/2019	\$ 7,750,000	\$ 7,370,000	\$ (20,000)	-0.2%	\$ 1,489	349
11	31423 Coast Unit P5	9/10/2019	\$ 5,588,800	\$ 5,075,000	\$ 513,800	9.1%	\$ 2,668	54
12	1507 Emerald Bay	9/26/2019	\$ 5,250,000	\$ 5,000,000	\$ 250,000	4.7%	\$ 1,533	70
13	34 Smithcliffs Road	10/16/2019	\$ 5,378,000	\$ 5,100,000	\$ 278,000	5.1%	\$ 942	101
14	2321 S Coast	10/18/2019	\$ 14,995,000	\$ 7,500,000	\$ 7,495,000	49.9%	\$ 1,530	338
15	1123 Emerald Bay	10/22/2019	\$ 10,200,000	\$ 8,416,500	\$ 1,783,500	17.4%	\$ 1,234	215
16	32013 Point Place	12/20/2019	\$ 14,900,000	\$ 9,250,000	\$ 5,650,000	37.9%	\$ 1,745	988
17	1380 Moorea Way	12/27/2019	\$ 9,400,000	\$ 7,975,000	\$ 1,425,000	15.1%	\$ 725	362
18	1014 Emerald Bay	12/31/2019	\$ 5,850,000	\$ 5,485,000	\$ 365,000	6.2%	\$ 1,583	16
19	602 Vista Lane	1/9/2020	\$ 11,500,000	\$ 8,000,000	\$ 3,500,000	30.4%	\$ 1,194	432
20	104 S La Senda Drive	2/11/2020	\$ 9,495,000	\$ 8,750,000	\$ 745,000	7.8%	\$ 1,522	362
21	1295 Ocean Front	2/17/2020	\$ 6,800,000	\$ 6,400,000	\$ 400,000	5.8%	\$ 2,560	1
22	916 Emerald Bay	3/10/2020	\$ 7,295,000	\$ 6,627,500	\$ 667,500	9.1%	\$ 1,365	38
23	120 Irvine Cove Circle	3/30/2020	\$ 9,995,000	\$ 6,900,000	\$ 3,105,000	31.0%	\$ 1,080	171
24	102 Vista Del Sol, Laguna Beach	4/9/2020	\$ 5,844,000	\$ 5,020,000	\$ 824,000	14.0%	\$ 856	443
25	2 Mar Vista Lane, Laguna Beach	5/20/2020	\$ 12,995,000	\$ 9,475,000	\$ 3,520,000	27.0%	\$ 2,200	679
26	11 La Senda Place, Laguna Beach	5/21/2020	\$ 13,500,000	\$ 8,000,000	\$ 5,500,000	40.7%	\$ 2,000	610
27	107 S La Senda Drive, Laguna Beach	5/30/2020	\$ 8,495,000	\$ 7,675,000	\$ 820,000	9.6%	\$ 2,509	218
28	1000 Flamingo Road, Laguna Beach	6/8/2020	\$ 12,995,000	\$ 9,100,000	\$ 3,895,000	29.9%	\$ 892	458
29	360 Upland Rd, Laguna Beach	6/22/2020	\$ 7,395,000	\$ 6,400,000	\$ 995,000	13.4%	\$ 989	104
30	1121 Emerald Bay, Laguna Beach	6/22/2020	\$ 9,800,000	\$ 6,924,862	\$ 2,875,138	29.3%	\$ 1,348	179
31	2570 Park Ave Avenue, Laguna Beach	6/26/2020	\$ 5,500,000	\$ 5,000,000	\$ 500,000	9.0%	\$ 1,250	0
32	70 N La Senda Drive, Laguna Beach	6/30/2020	\$ 6,495,000	\$ 8,025,000	\$ (1,530,000)	-23.5%	\$ 3,646	5
33	112 S La Senda Drive, Laguna Beach	7/10/2020	\$ 10,995,000	\$ 7,255,000	\$ 3,740,000	34.0%	\$ 1,456	420
34	495 Arroyo Chico, Laguna Beach	7/15/2020	\$ 7,995,000	\$ 7,400,000	\$ 595,000	7.4%	\$ 1,660	48
35	1211 Emerald Bay, Laguna Beach	7/31/2020	\$ 7,999,000	\$ 7,000,000	\$ 999,000	12.4%	\$ 1,004	172
36	31597 Table Rock Drive, Laguna Beach	7/31/2020	\$ 9,750,000	\$ 8,288,900	\$ 1,461,100	14.9%	\$ 1,672	554
37	3 Shreve Drive, Laguna Beach	8/5/2020	\$ 8,000,000	\$ 8,000,000	\$ -	0.0%	\$ 2,755	0
38	316 Emerald Bay, Laguna Beach	8/12/2020	\$ 6,295,000	\$ 5,650,000	\$ 745,000	11.8%	\$ 1,184	85
39	31885 Circle Drive, Laguna Beach	8/14/2020	\$ 8,695,000	\$ 8,500,000	\$ 195,000	2.2%	\$ 2,487	53
40	31881 Circle Drive, Laguna Beach	8/15/2020	\$ 5,900,000	\$ 5,650,000	\$ 250,000	4.2%	\$ 2,260	130
41	1155 Gaviota Drive, Laguna Beach	8/25/2020	\$ 8,199,000	\$ 7,500,000	\$ 699,000	8.5%	\$ 3,125	142
42	519 Emerald Bay, Laguna Beach	8/27/2020	\$ 5,300,000	\$ 5,300,000	\$ -	0.0%	\$ 1,990	0
43	31945 Coast Highway, Laguna Beach	8/28/2020	\$ 9,500,000	\$ 9,500,000	\$ -	0.0%	\$ 1,881	0
44	32101 Coast Highway, Laguna Beach	8/28/2020	\$ 9,500,000	\$ 8,500,000	\$ 1,000,000	10.5%	\$ 1,812	43
45	2466 Riviera Drive, Laguna Beach	9/1/2020	\$ 9,750,000	\$ 9,750,000	\$ -	0.0%	\$ 3,353	0
46	1772 Ocean Way, Laguna Beach	9/4/2020	\$ 6,875,000	\$ 6,745,000	\$ 130,000	1.8%	\$ 1,600	10
47	31711 Seacliff Drive, Laguna Beach	9/9/2020	\$ 8,775,000	\$ 7,575,000	\$ 1,200,000	13.6%	\$ 4,066	394
48	702 Emerald Bay, Laguna Beach	9/10/2020	\$ 5,850,000	\$ 5,500,000	\$ 350,000	5.9%	\$ 2,156	217
49	2430 Monaco Drive, Laguna Beach	9/22/2020	\$ 8,350,000	\$ 8,350,000	\$ -	0.0%	\$ 2,008	0
50	15 Smithcliffs Road, Laguna Beach	9/30/2020	\$ 10,700,000	\$ 7,900,000	\$ 2,800,000	26.1%	\$ 1,095	229
51	Sold Off Market (not included in calculations)							
52	Highest Quintile							
53	Lowest Quintile							
				Median	\$ 699,000	9.1%	\$ 1,600	132

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Lagunans want to know more about their real estate market.

If the Laguna Beach Real Estate Magazine was delivered monthly to every door in Laguna, a world class demographic would read it, cover to cover. I am looking for a publisher, partners, and/or advertisers that agree. Call me. I have all of the numbers. We will make it happen.



Courtesy Rod Daley

4% Listing

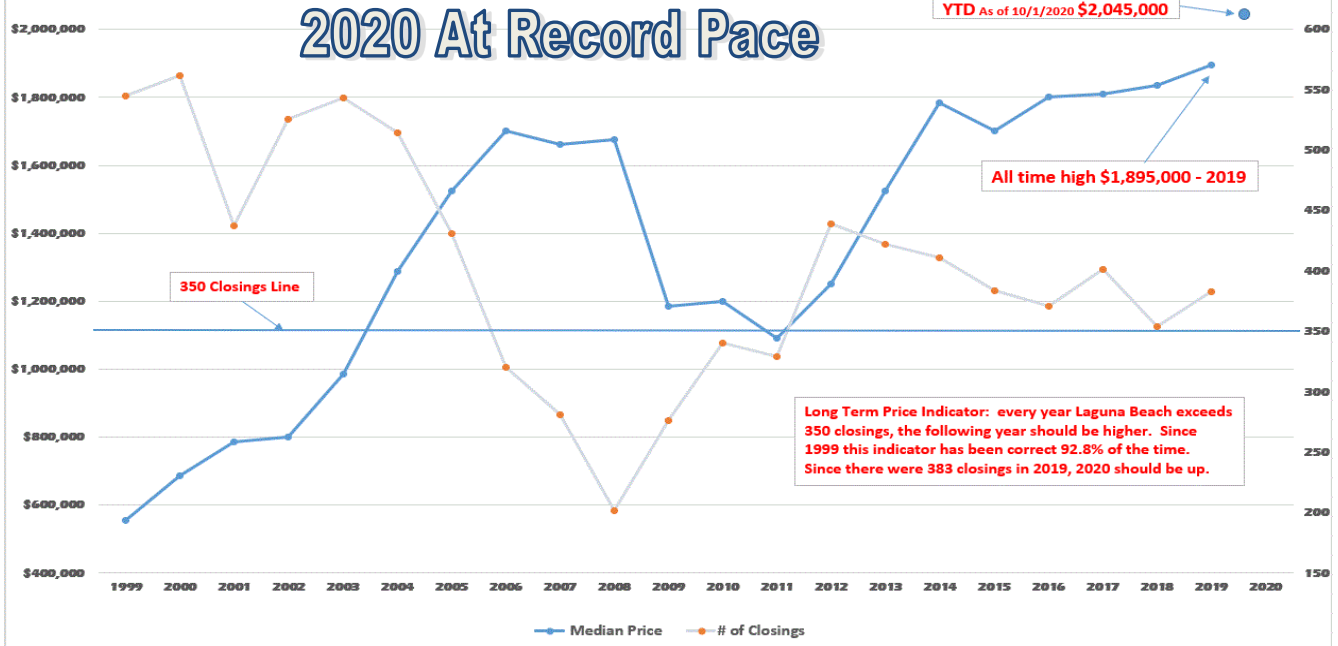
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Licensed as a salesperson in 2002 and as a broker in 2004, Boyd Roberts, individually and as a broker has closed or overseen the closings of over 800 real estate and mortgage transactions totaling more than a \$1/4 Billion.



Laguna Beach Real Estate Chart
Sold Median Yearly | Number of Closings
Long Term Price Indicator

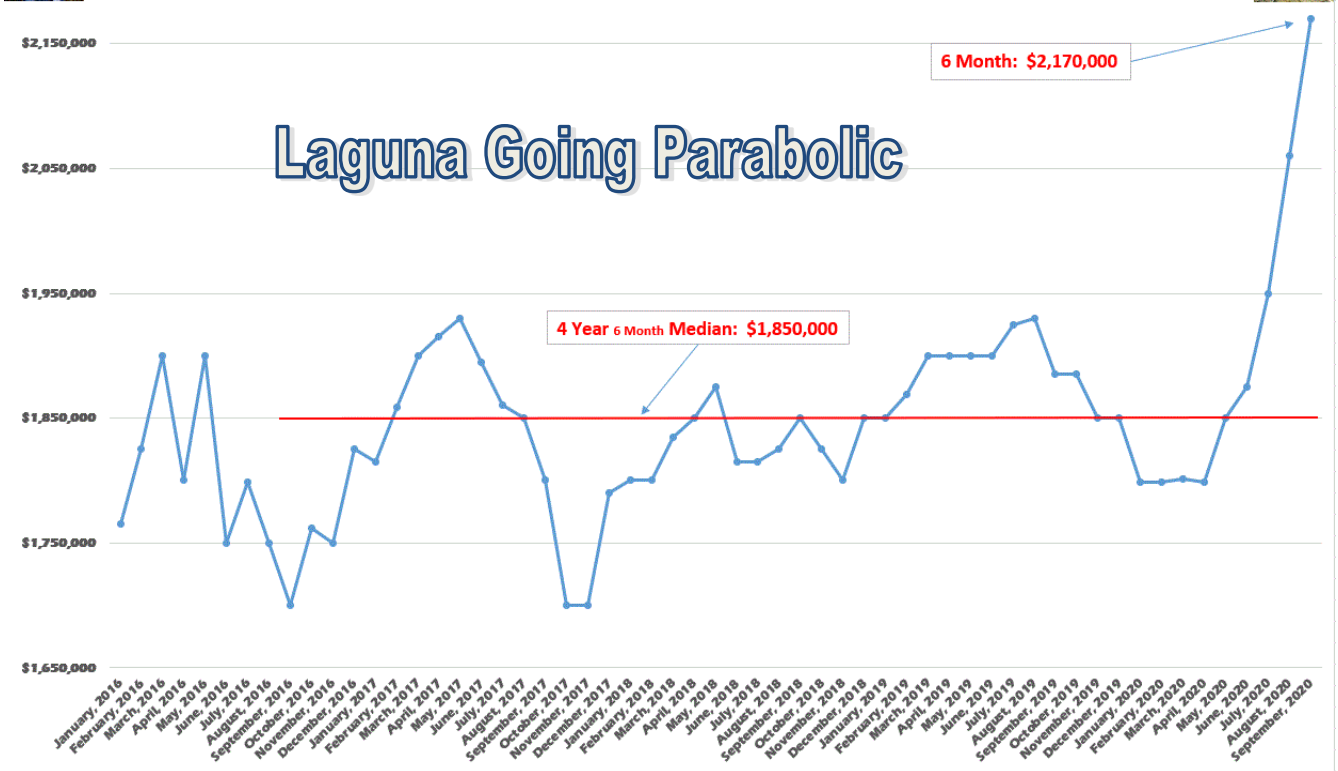


350 annual closings is the sweet spot. Years with at least 350 closings (1999, 2000, 2001, 2002, 2003, 2004, 2005, 2012, 2013, 2014, 2015, 2016, 2017, and 2018) have been followed by an up year except 2015. The reverse is not predictive: 2006, 2007, 2008, 2009, 2010, and 2011 all recorded less than 350 closings, but three of the following years (2007, 2009, and 2011) were down. Why? Lagunans sell when they think the price is high enough. When it is not, they withdrawal from the market.

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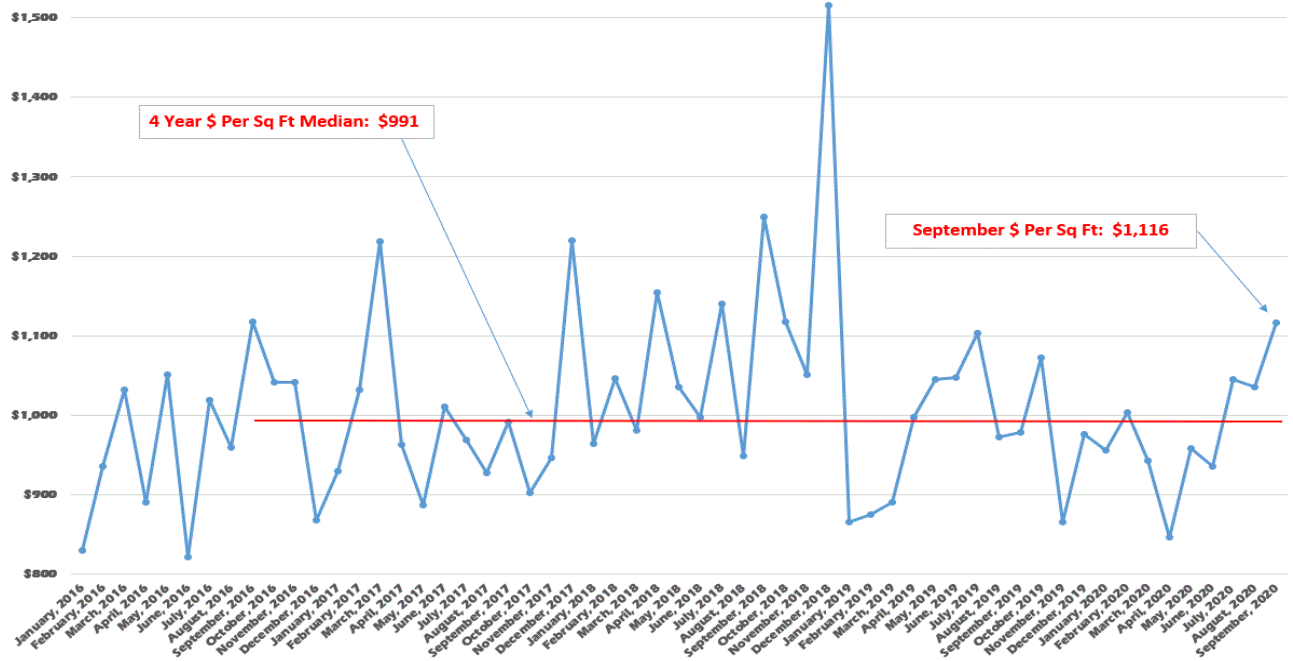
Laguna Beach Real Estate Chart
Sold - 6 Month Median - Monthly



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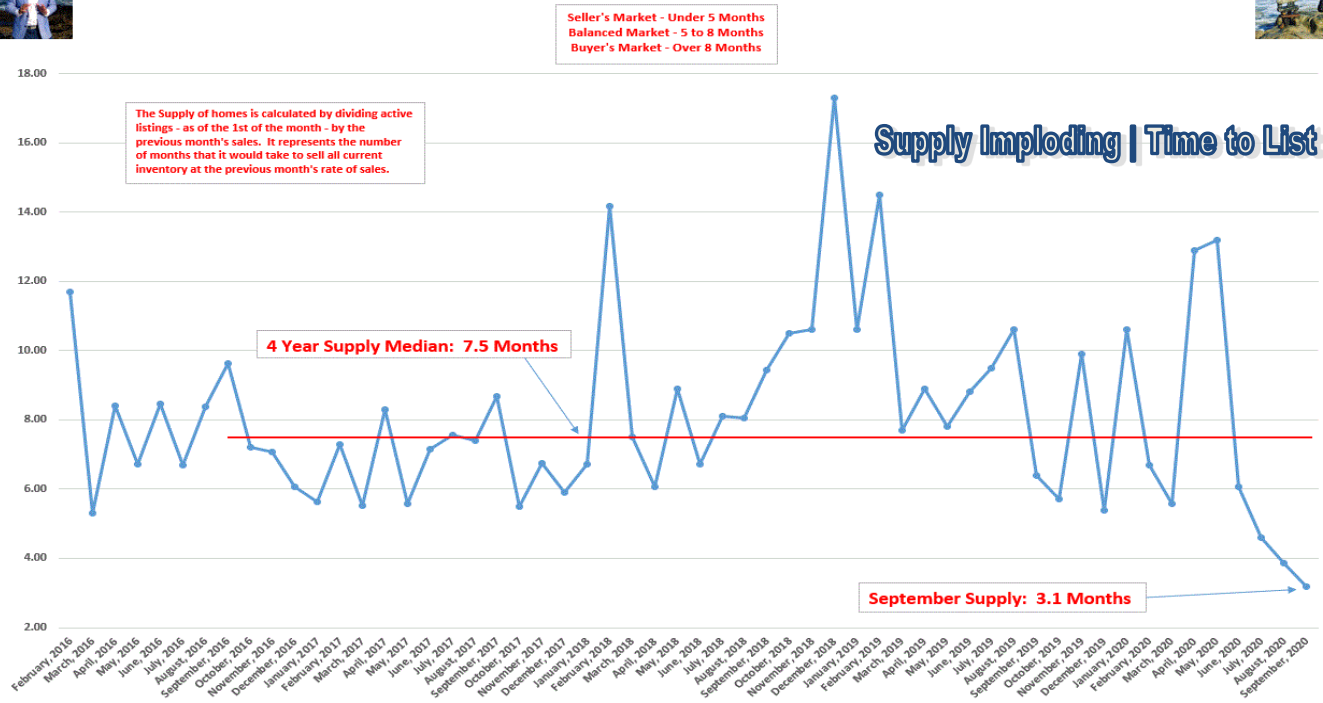
Laguna Beach Real Estate Chart Sold - \$ Per Square Foot Median - Monthly



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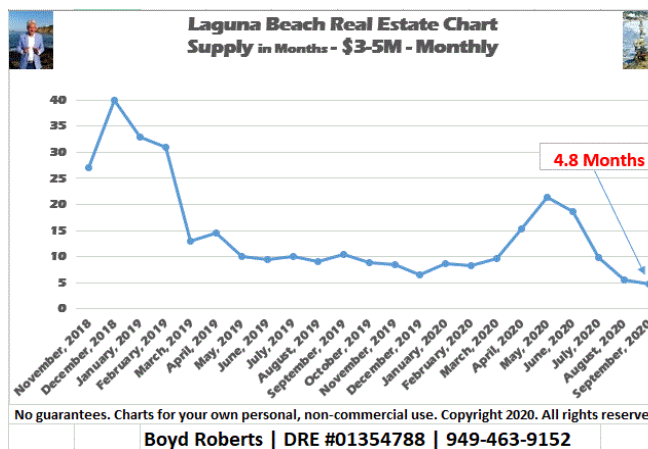
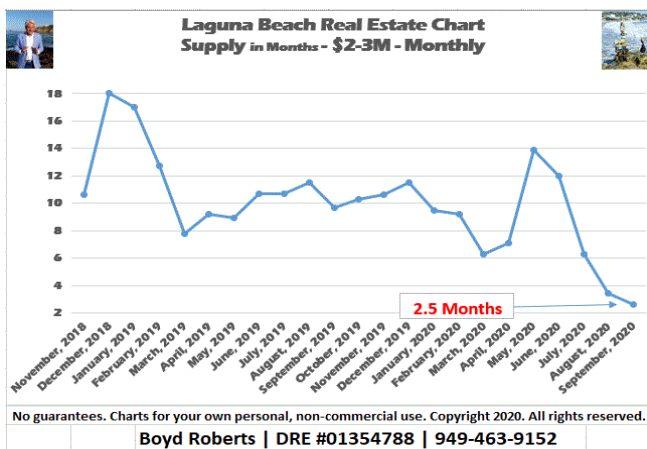
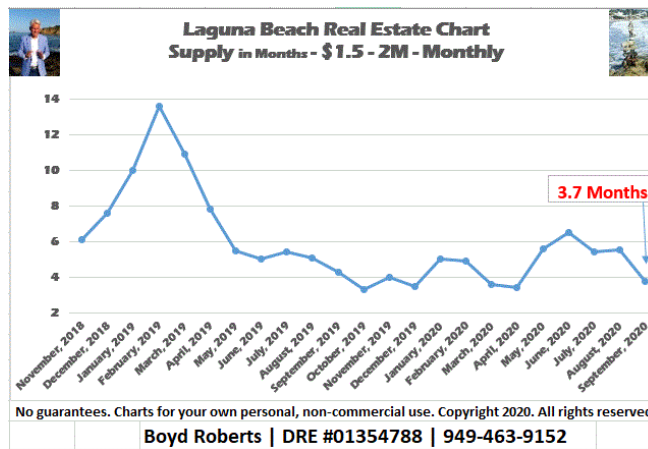
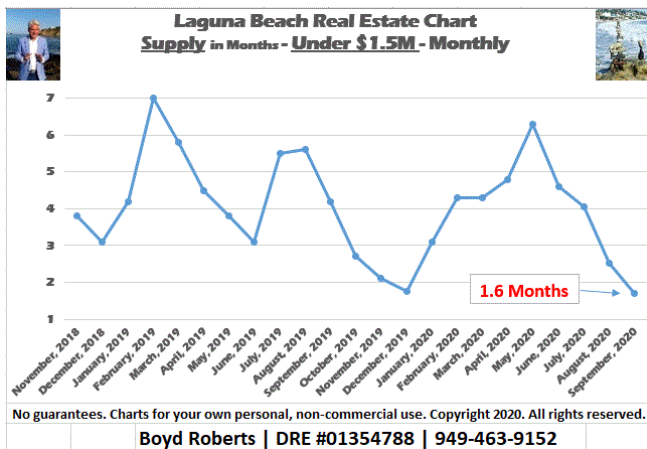
Laguna Beach Real Estate Chart Supply of Homes in months - Monthly



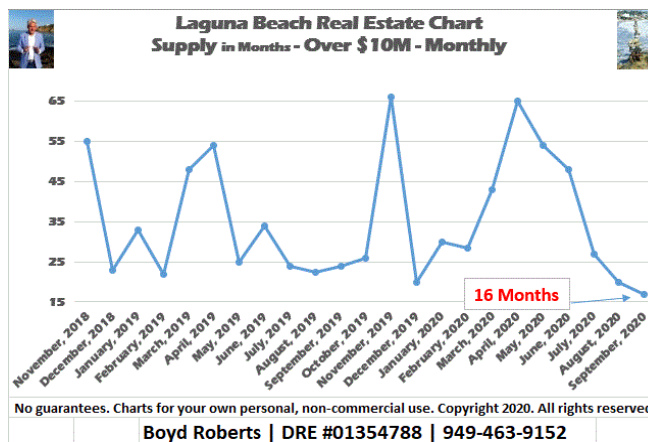
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Market Segment Supply Charts



- ◆ \$5-10M Chart Page 5
- ◆ \$5-10M Report Page 5
- ◆ Last 50 \$5-10M Deals Page 6



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