

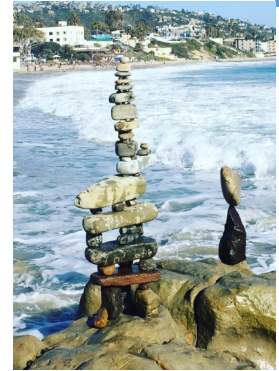


Laguna Beach Real Estate

July 2017 Sales Report

Boyd Roberts

Gallery Real Estate 949-463-9152



July video at www.LagunaGalleryRealEstate.com

Although median closing prices were down only \$40,000 in July, they have declined over \$550,000 since March and \$350,000 since May. Notably, overly optimistic sellers want over \$1,400,000 more for their homes than July buyers were willing to pay. Stated another way, sellers want almost double July's median price. For sure you need a knowledgeable, experienced broker to help you negotiate this market.

Am I bearish? Not at all. This is what a bull market looks like. Year to date median prices are at \$1,850,000. Pending deals, as of August 1st, at \$1,825,000 point up, in the near term. I think Laguna is going way up, no guarantees.

For the most comprehensive Laguna Beach real estate reports with important data and insights that cannot be found anywhere else, go to my website www.lagunagalleryrealestate.com. Charts are coming soon.

ACTIVES (As of August 1, 2017)

Total	257 Listings
Median Price	\$ 2,975,000
Median DOM	78 Days
Median Price per Square Foot	\$ 1,198

PENDINGs/Under Contract (P/U) (As of August 1, 2017)

Total	51 Listings
Median Price	\$ 1,825,000
Median DOM	85 Days
Median Price per Square Foot	\$ 935

SOLDs (June 2017)

Total	34 Closings
Total Requiring a Price Reduction	26 Closings
% of Closings at a Reduced Price	76 %
Average Price Reduction	\$ 185,057
Average Price Reduction as a %	7.7%

Median Price	\$ 1,545,000
Median DOM	58 Days
Median Price per Square Foot	\$ 969

Total Supply of Actives at this Rate of Sales	7.55 Months
Difference Between Active Median Price and P/U Median Price	+ \$ 1,150,000
Difference Between Active Median Price and Sold Median Price	+ \$ 1,430,000
Difference Between P/U Median Price and Sold Median Price	+ \$ 236,250

Most Recent 3 Full Calendar Months: 5/1/2016 – 6/30/2017)

Total	114 Closings
Total Requiring a Price Reduction	93 Closings
Median Price	\$ 1,705,000
Median DOM	38 Days
Median Price per Square Foot	\$ 946
Total Supply of Actives at this Rate of Sales	6.76 Months

Most Recent 6 Full Calendar Months (2/1/2017 – 7/31/2017): \$1,860,000 Median 203 Sales

Most Recent 12 Full Calendar Months (8/1/2016 – 7/31/2017): \$1,825,000 Median 375 Sales

<u>Year</u>	<u>Median Price</u>	<u># of Sales</u>	<u>Year</u>	<u>Median Price</u>	<u># of Sales</u>
2000	\$ 665,000	562	2009	\$1,185,000	274
2001	\$ 775,000	437	2010	\$1,200,000	334
2002	\$ 785,000	527	2011	\$1,100,000	329
2003	\$ 971,000	542	2012	\$1,250,000	435
2004	\$1,275,000	514	2013	\$1,525,000	422
2005	\$1,505,000	428	2014	\$1,785,000	411
2006	\$1,625,000	322	2015	\$1,700,000	384
2007	\$1,629,000	281	2016	\$1,800,000	370
2008	\$1,535,000	204	2017 (YTD)	\$1,850,000	166

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