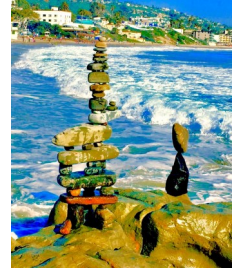


Laguna Beach Real Estate Magazine

October 2022 | [Edition #88]



SOLD MEDIAN \$3,500,000 + 305,000 | **\$ PER SQ FT** \$1,780 + 386 | **SUPPLY** 5.6 MONTHS + 1.8 | **CLOSING RATIO** 90% - NC

Laguna Correction Looms

94% Probability | Likely A Huge Blip | Supply Still Low

As I predicted last month, Laguna's price was up in October. The median was up \$305,000 to an even \$3,500,000 – the third highest print ever. For the record my proprietary Pending Indicator has now correctly forecasted Laguna's price 32 times out of 34 predictions. Charts page 4

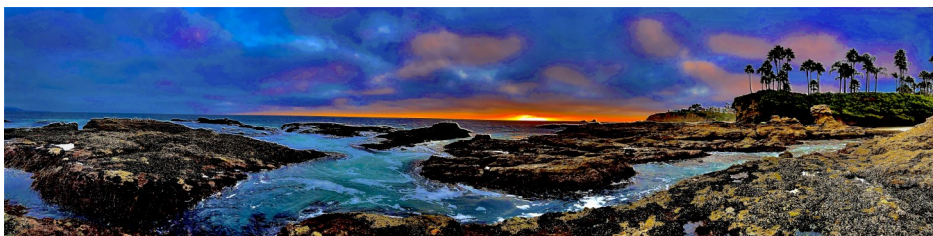
The median dollars per square foot surged 386 to \$1,780 – the highest print ever. Charts page 6

The number of closed sales in October – at 19 – was low. Notably, since May, Laguna, has gone thru the slowest

6-month period, at 152 total closings - since the shutdown.

Back to the headline. There is a 94% probability that the Laguna median price will decline this month. Likely, the move will be huge. Pending prices lead. With the sold median at \$3,500,000 and the pending median \$1,200,000 lower, the Pending Indicator is forecasting much lower prices. For the record this is the strongest Pending Indicator signal, up or down, since I developed it, early 2016.

Continued Page 7



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Laguna Beach Real Estate Magazine

Established February 2016

Publisher Boyd Roberts

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SOLD

\$3,495,000



Represented Buyer

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September 2022 Closing Detail

	Address	Date	Original Price	Closing Price	Reduction	% Reduc	\$ Sq Ft	DOM
1	1336 Terrace Way, Laguna Beach, CA 92651	10/3/2022	\$ 2,695,000	\$ 2,810,000	\$ (115,000)	-4.3%	\$ 1,780	4
2	3085 Alta Laguna Blvd, Laguna Beach, CA 92651	10/3/2022	\$ 3,925,000	\$ 3,925,000	\$ -	0.0%	\$ 1,602	7
3	1425 Skyline Drive, Laguna Beach, CA 92651	10/3/2022	\$ 3,888,000	\$ 3,010,000	\$ 878,000	22.6%	\$ 1,113	79
4	8 N Encino, Laguna Beach, CA 92651	10/5/2022	\$ 7,500,000	\$ 8,150,000	\$ (650,000)	-8.7%	\$ 2,799	6
5	1120 Katella Street, Laguna Beach, CA 92651	10/5/2022	\$ 3,450,000	\$ 2,787,574	\$ 662,426	19.2%	\$ 1,141	77
6	239 Fairview Street, Laguna Beach, CA 92651	10/11/2022	\$ 3,975,000	\$ 3,500,000	\$ 475,000	11.9%	\$ 1,887	105
7	1980 San Remo Drive, Laguna Beach, CA 92651	10/12/2022	\$ 3,100,000	\$ 3,077,000	\$ 23,000	0.7%	\$ 1,237	0
8	711 Buena Vista, Laguna Beach, CA 92651	10/14/2022	\$ 6,495,000	\$ 6,200,000	\$ 295,000	4.5%	\$ 1,970	61
9	454 High Drive, Laguna Beach, CA 92651	10/14/2022	\$ 3,500,000	\$ 3,200,000	\$ 300,000	8.6%	\$ 1,630	94
10	2572 Solana Way Unit#8, Laguna Beach, CA 92651	10/17/2022	\$ 1,500,000	\$ 1,315,000	\$ 185,000	12.3%	\$ 939	93
11	31597 Table Rock Drive, Laguna Beach, CA 92651	10/17/2022	\$ 12,995,000	\$10,000,000	\$ 2,995,000	23.0%	\$ 2,018	213
12	13 Bay Drive, Laguna Beach, CA 92651	10/18/2022	\$ 4,495,000	\$ 4,237,837	\$ 257,163	5.7%	\$ 2,482	14
13	31912 Homewood Place, Laguna Beach, CA 92651	10/19/2022	\$ 1,399,000	\$ 1,399,000	\$ -	0.0%	\$ 2,119	7
14	361 Aster Street, Laguna Beach, CA 92651	10/19/2022	\$ 5,295,000	\$ 5,100,000	\$ 195,000	3.7%	\$ 1,479	91
15	31721 Fairview Road, Laguna Beach, CA 92651	10/21/2022	\$ 1,300,000	\$ 1,350,000	\$ (50,000)	-3.8%	\$ 1,067	10
16	1810 Ocean Way, Laguna Beach, CA 92651	10/21/2022	\$ 7,000,000	\$ 7,000,000	\$ -	0.0%	\$ 2,500	0
17	3188 Bern Drive, Laguna Beach, CA 92651	10/28/2022	\$ 2,800,000	\$ 2,025,000	\$ 775,000	27.7%	\$ 1,102	58
18	933 Emerald Bay, Laguna Beach, CA 92651	10/31/2022	\$ 6,995,933	\$ 6,600,000	\$ 395,933	5.7%	\$ 2,328	153
19	36 Lagunita Drive, Laguna Beach, CA 92651	1031/2022	\$ 8,700,000	\$ 8,700,000	\$ -	0.0%	\$ 2,739	0
20								
21	Not used in calculations		Median	\$ 3,500,000	\$ 257,163	5.7%	\$ 1,780	61



DON'T DO IT

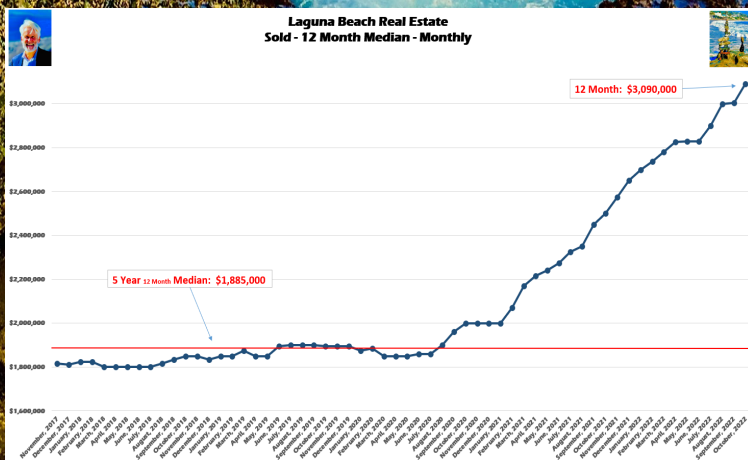
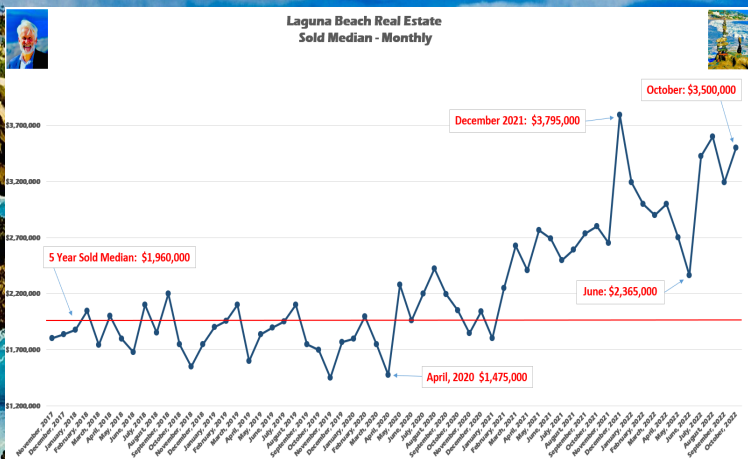
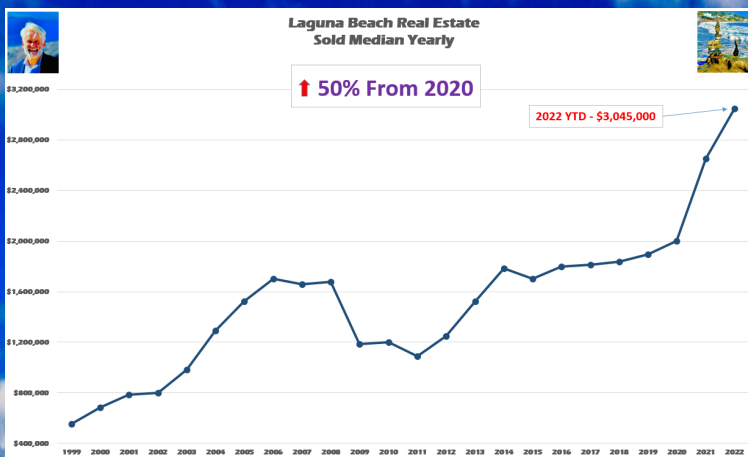
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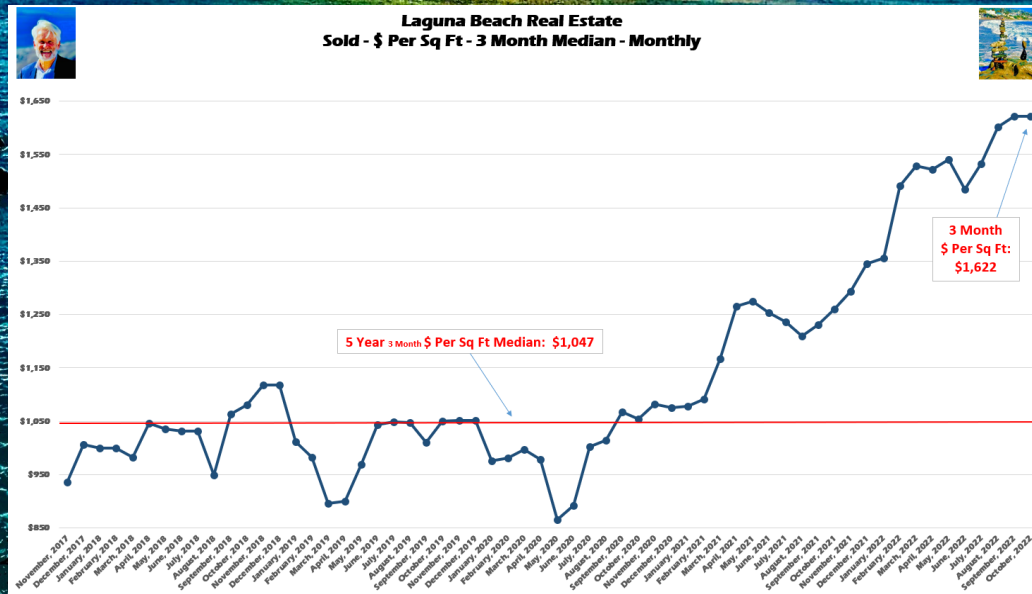
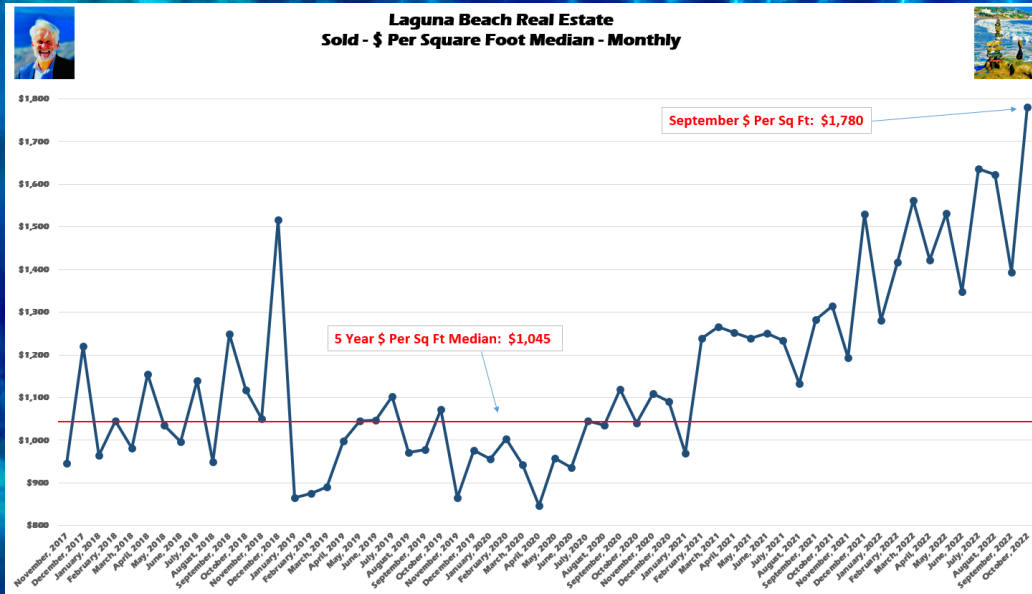
October 2022 Sales Data

Active Median (As of 11/1/2022)	\$ 3,995,000	108 Listings
\$ per Square Foot Median		\$ 1,803
Pending Median (As of 11/1/2022)	\$ 2,295,000	18 Listings
\$ per Square Foot Median		\$ 1,250
Sold Median October 2022	\$ 3,500,000	19 Sales
Price Reduction Median	\$ 275,163	5.7 %
\$ Per Square Foot Median		\$ 1,780
Sold 3 Month Median	\$ 3,420,000	80 Sales
\$ Per Square Foot Median		\$ 1,622
Sold 6 Month Median	\$ 3,095,000	152 Sales
Sold 12 Month Median	\$ 3,090,000	373 Sales
Price Reduction Median	\$ 80,000	2.8 %
\$ Per Square Foot Median		\$ 1,522
Sold 2021 Median	\$ 2,650,000	568 Sales
Sold 2022 YTD Median	\$ 3,045,000	294 Sales
PENDING INDICATOR (Pending - Sold)		- \$ 1,205,000
SPREAD (Active - Sold)		+ \$ 495,000
October Absorption (Sold to Active Ratio)		17 %
October Pending Absorption (Pending to Active Ratio)		16 %
October Closing Ratio (Pending to Sold)		90 %
October Supply	5.6 Months	Seller's Market
October 3 Month Supply	4.0 Months	Seller's Market
\$1,499,999 -	3.5 Months	Seller's Market
\$1,500,000 - \$1,999,999	5.5 Months	Seller's Market
\$2,000,000 - \$2,999,999	3.5 Months	Seller's Market
\$3,000,000 - \$4,999,999	2.1 Months	Seller's Market
\$5,000,000 - \$9,999,999	4.3 Months	Balanced Market
\$10,000,000 +	9.0 Months	Buyer's Market

Balanced Market 5 to 7.9 Months

Price Forecasts

Short-Term PENDING INDICATOR Forecast for November	Down Signal
Short-Term SPREAD INDICATOR Forecast for November	Down Signal
Long-Term PRICE INDICATOR Forecast for 2022 (As of 9/1/2021)	Up



All charts at www.LagunaGalleryRealEstate.com/charts

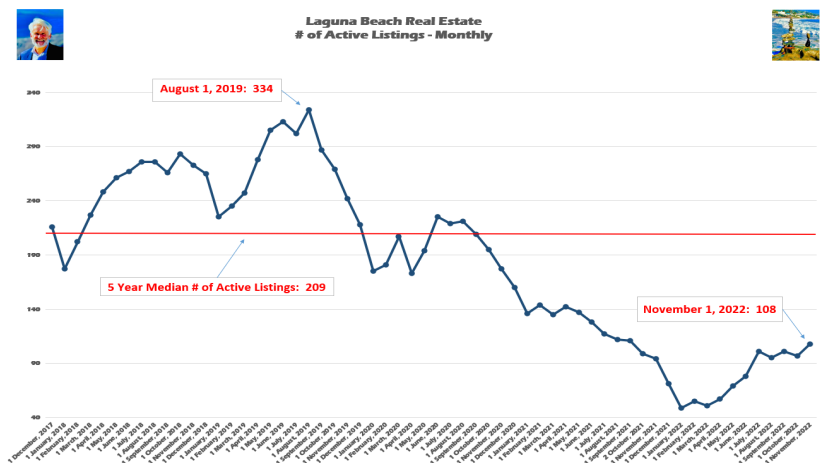
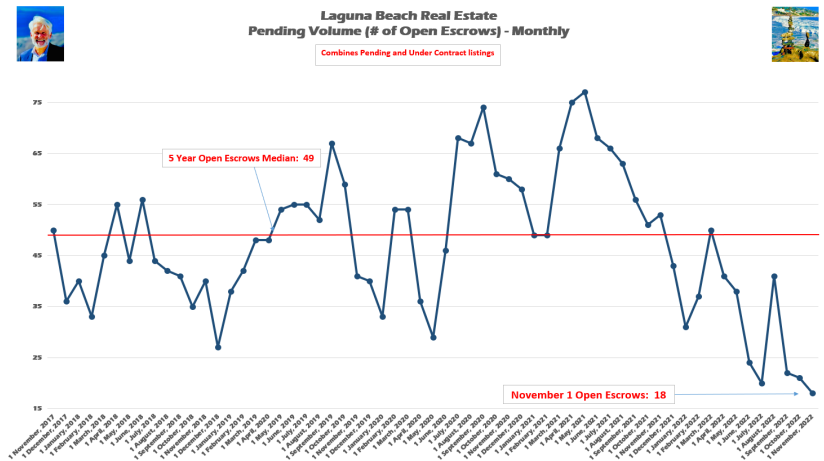
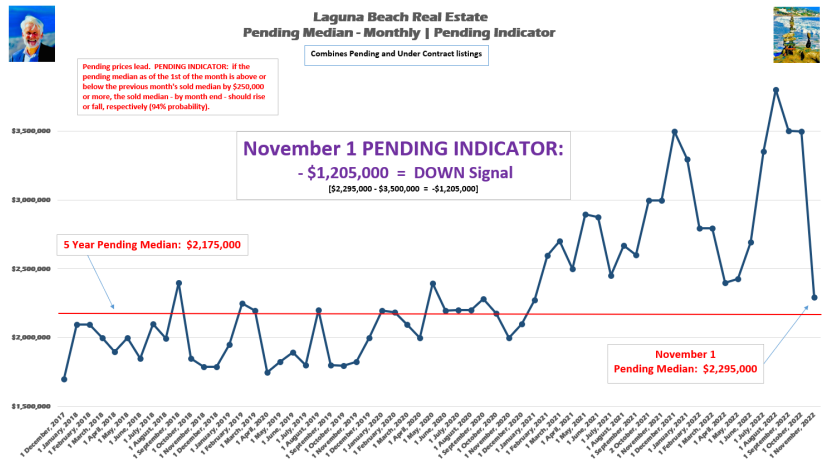
With the active median only exceeding the October sold median by \$500,000, my proprietary Spread Indicator with a 76% probability is, also, forecasting lower median prices for November.

For context the 2020 sold median was \$2,000,000. The 2021 median was \$2,650,000. In the last 12 months the monthly median has ranged from a high of \$3,795,000 last December to a low of \$2,365,000 in June. The year to date is \$3,045,000. The 12-month moving median (year over year) is at \$3,090,000: an all time record print.

As of November 1, there were only 18 open escrows. Even if November's monthly median plunged \$1,000,000, it would be on low volume and would not be the lowest print of the year. Likely, it would be just a down blip in an up year.

Until we see a flood of distressed sales coming onto the market, I do not see a protracted bear market. As of November 1, the number of active listings – at 108 – was low. Household equity is robust. There are zero distressed sales active on the market. After the huge move up in mortgage rates, sellers are reluctant to list. Even Adam Smith would agree, any price correction must be transitory.

Call me to negotiate this market.



All charts at www.LagunaGalleryRealEstate.com/charts



Need Help?

I wish everybody would want to look great feel great be great and I love helping people achieve those goals usually it's in the way they carry themselves by their fashion the things that they bring into their home and office to bring style and design I love to re-create what people have to give him a new sense of himself there's always something new you can do wherever you go you can feel new you don't have to be in the past with all things because we have opportunities to change that every day and I'd love to be

part of that creative process of change and beauty and Transforming I know people go through a lot internally also and I have always shared great gifts that I have myself that help me pull through the dark times into the light every day because there is so much good and so much light and so much to be grateful and appreciative for I'd like to focus and help other people focus on those attributes that we all have.

Who is my perfect customer somebody who knows specifically what they want and what they need they just don't know how to get it where do I find my clients I find them from people that share my expertise with them and they shared me with the next I love referrals it's a much better platform for me

And how do I work I always consult on face time or in their home office or closets

I always go in and I make a clear plan so that my special person I'm helping really sees that I'm getting the job done in the time that we have allotted For the job

What kind of jobs have I finished the last two years?

One client has to travel for business and I help her put many many outfits together for her trips I help her pack pick out her accessories clothing etc.

Another was in her gigantic closet for her and her husband and it took months and months to organize things but she is so happy and has sent me four clients donated recreating many outfits so she can shop in her own closet.

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