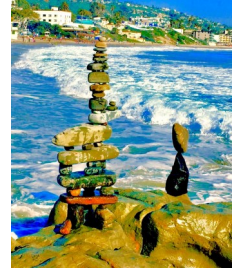


Laguna Beach Real Estate Magazine

July 2022 | [Edition #85]



SOLD MEDIAN \$3,425,000 + 1,060,000 | **\$ PER SQ FT** \$1,636 + 288 | **SUPPLY** 6.7 MONTHS + 2.4 | **CLOSING RATIO** 70% - 25

Laguna Surges \$1M in July

Escrow Activity Doubles | \$ Per Sq Ft at A Record

The naysayers were wrong. As I predicted last month, median Laguna Beach real estate prices surged \$1,060,000 in July to \$3,425,000 – the second highest print ever. Likely, these prices will hold: the median price of all pending transactions as of August 1 was \$3,800,000 – the highest print ever.

Median sold dollars per square foot rallied \$288 to \$1,636 – also, a record print. Dollars per square will, also, likely hold: the pending median as of the 1st, came in at \$1,606.

Inventory remains low. Typically inventory peaks in August and declines into January 1. As

of August 1, there were 95 Laguna Beach homes active on market. Although, this is not the lowest inventory I have ever documented, it is by far the lowest August print. The average of the previous six Augusts is 244.

Escrow activity doubled from July 1 to August 1: 20 open escrows to 41. Pending absorption – the pending to active ratio – also more than doubled, going from 19% to 43% in the same time frame.

In case you are new to my reporting, I publish the Laguna Beach Real Estate Magazine and

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949-463-9152

3 Lagunita Drive

Laguna Beach | \$5,200,000



A Slice of Coastal Paradise in Lagunita

Expansive Ocean Views - Private Gated Community - Tranquil Location Away from PCH - Steps from White Sands of Victoria Beach - 2,054 square foot featuring 3 bedrooms, 3 bathrooms (2 Ensuite) - 6,480 Square Foot Street-to-Street Lot - Two Car Garage Access off Nyes Place - Updated, Open Great Room Floorplan Perfect for Indoor-Outdoor Entertaining - Large Ocean-View Patio and Two Semi-Private Patios - Wet Bar with Built-in Wine Refrigerator - Near Iconic Victoria Beach Pirate Tower, Drake, and World Renowned Montage Resort.

Thinking about selling?

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- **Over 800 Transactional Sides***
- **\$250,000,000+ Career Sales***
- **19 Years Experience**
- **Publisher: *Laguna Beach Real Estate Magazine***
- **Producer: *A Broker's Take On The Laguna Beach Real Estate Market* Video Series**
- **Laguna Beach Real Estate Expert**
- **BA Economics**
- **14 Years Commodities Broker Experience**
- **Longtime Laguna Beach Resident**



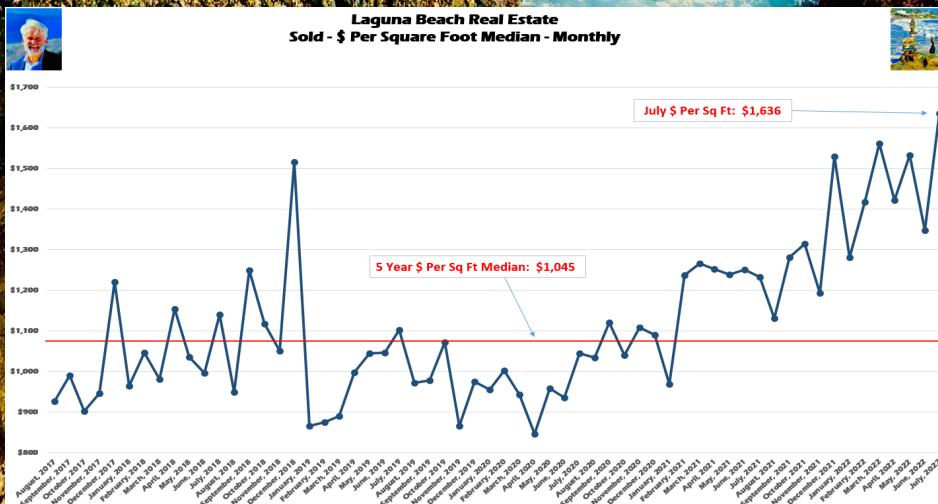
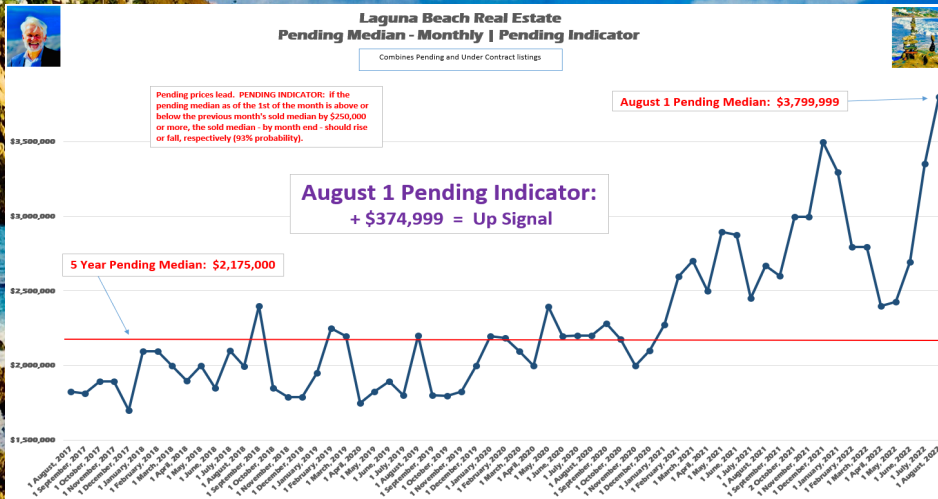
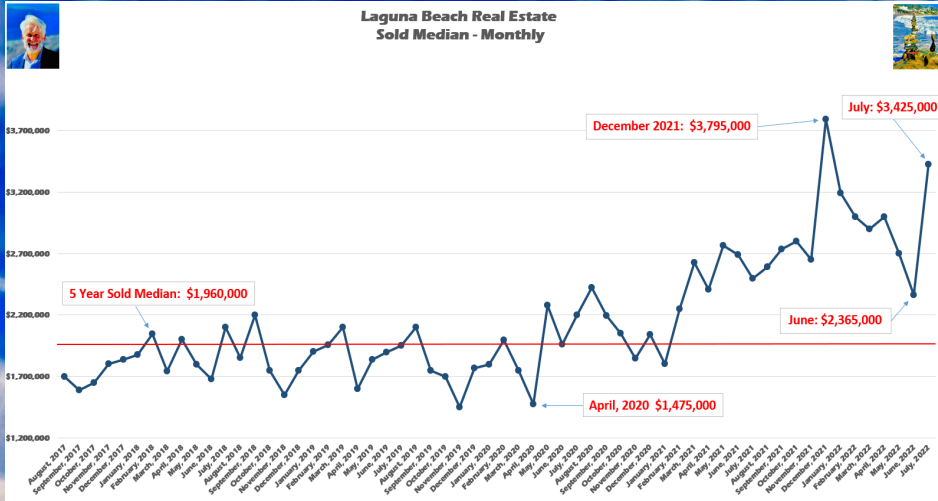
DON'T DO IT

Do Not Sell Your Home Off Market

You CANNOT realize a home's full price, if you sell off market. Millions of dollars are being left on the table. I am an expert on the Laguna Beach real estate market and am uniquely suited to get you top dollar. Realize your home's full value - call me.

949-463-9152 | DRE 01354788

*Boyd Roberts has closed /overseen over 800 real estate/mortgage transactions exceeding \$250,000,000.



July 2022 Closing Detail

| | Address | Date | Original Price | Closing Price | Reduction | % Reduc | \$ Sq Ft | DOM |
|----|---|-----------|----------------|---------------|----------------|---------|----------|-----|
| 1 | 1184 Skyline Drive, Laguna Beach, CA 92651 | 7/6/2022 | \$ 2,495,000 | \$ 2,650,000 | \$ (155,000) | -6.2% | \$ 1,596 | 5 |
| 2 | 1782 Ocean Way, Laguna Beach, CA 92651 | 7/6/2022 | \$ 5,999,000 | \$ 5,500,000 | \$ 499,000 | 8.3% | \$ 2,246 | 12 |
| 3 | 7 S La Senda Drive, Laguna Beach, CA 92651 | 7/12/2022 | \$ 8,500,000 | \$ 8,450,000 | \$ 50,000 | 0.6% | \$ 3,320 | 7 |
| 4 | 595 Windsor Place, Laguna Beach, CA 92651 | 7/15/2022 | \$ 3,495,000 | \$ 4,550,000 | \$ (1,055,000) | -30.2% | \$ 1,622 | 7 |
| 5 | 321 San Nicholas Court, Laguna Beach, CA 92651 | 7/18/2022 | \$ 875,000 | \$ 870,000 | \$ 5,000 | 0.6% | \$ 656 | 21 |
| 6 | 592 Bluebird Canyon Dr., Laguna Beach, CA 92651 | 7/18/2022 | \$ 2,595,000 | \$ 2,670,000 | \$ (75,000) | -2.9% | \$ 2,278 | 8 |
| 7 | 31832 Florence Avenue, Laguna Beach, CA 92651 | 7/18/2022 | \$ 2,700,000 | \$ 2,632,500 | \$ 67,500 | 2.5% | \$ 1,096 | 28 |
| 8 | 645 Griffith Way, Laguna Beach, CA 92651 | 7/21/2022 | \$ 2,250,000 | \$ 2,025,000 | \$ 225,000 | 10.0% | \$ 1,023 | 128 |
| 9 | 31211 Holly Drive, Laguna Beach, CA 92651 | 7/22/2022 | \$ 3,600,000 | \$ 3,600,000 | \$ - | 0.0% | \$ 1,636 | 0 |
| 10 | 26 S La Senda Drive, Laguna Beach, CA 92651 | 7/22/2022 | \$ 15,500,000 | \$15,500,000 | \$ - | 0.0% | \$ 3,875 | 0 |
| 11 | 1991 Ocean Way, Laguna Beach, CA 92651 | 7/29/2022 | \$ 19,995,000 | \$15,250,000 | \$ 4,745,000 | 23.7% | \$ 2,786 | 438 |
| 12 | 2020 Ocean Way, Laguna Beach, CA 92651 | 7/29/2022 | \$ 7,195,000 | \$ 7,225,000 | \$ (30,000) | -0.4% | \$ 2,610 | 0 |
| 13 | 756 Kendall Drive, Laguna Beach, CA 92651 | 7/29/2022 | \$ 3,499,000 | \$ 3,425,000 | \$ 74,000 | 2.1% | \$ 1,334 | 5 |
| 14 | 31561 Table Rock #102, Laguna Beach, CA 92651 | 7/29/2022 | \$ 2,790,000 | \$ 2,750,000 | \$ 40,000 | 1.4% | \$ 2,383 | 245 |
| 15 | | | | | | | | |
| 16 | Not used in calculations | | Median | \$ 3,425,000 | \$ 50,000.00 | 1.4% | \$ 1,636 | 12 |



July 2022 Sales Data

| | | |
|--|---------------------|------------------------|
| Active Median (As of 8/1/2022) | \$ 3,995,000 | 95 Listings |
| \$ per Square Foot Median | | \$ 1,635 |
| Pending Median (As of 8/1/2022) | \$ 3,799,999 | 41 Listings |
| \$ per Square Foot Median | | \$ 1,606 |
| Sold Median July 2022 | \$ 3,425,000 | 14 Sales |
| Price Reduction Median | \$ 50,000 | 1.4 % |
| \$ Per Square Foot Median | | \$ 1,636 |
| Sold 3 Month Median | \$ 2,670,000 | 72 Sales |
| \$ Per Square Foot Median | | \$ 1,532 |
| Sold 6 Month Median | \$ 2,900,000 | 188 Sales |
| Sold 12 Month Median | \$ 2,900,000 | 437 Sales |
| Price Reduction Median | \$ 70,000 | 2.3 % |
| \$ Per Square Foot Median | | \$ 1,400 |
| Sold 2021 Median | \$ 2,650,000 | 568 Sales |
| PENDING INDICATOR (Pending - Sold) | | + \$ 374,999 |
| SPREAD (Active - Sold) | | + \$ 570,000 |
| July Absorption (Sold to Active Ratio) | | 14 % |
| July Pending Absorption (Pending to Active Ratio) | | 43 % |
| July Closing Ratio (Pending to Sold) | | 70 % |
| July Supply | 6.7 Months | Balanced Market |
| July 3 Month Supply | 3.9 Months | Seller's Market |
| \$1,499,999 - | 1.3 Months | Seller's Market |
| \$1,500,000 - \$1,999,999 | 3.0 Months | Seller's Market |
| \$2,000,000 - \$2,999,999 | 2.0 Months | Seller's Market |
| \$3,000,000 - \$4,999,999 | 4.2 Months | Seller's Market |
| \$5,000,000 - \$9,999,999 | 7.7 Months | Seller's Market |
| \$10,000,000 + | 19 Months | Buyer's Market |

Balanced Market 5 to 7.9 Months

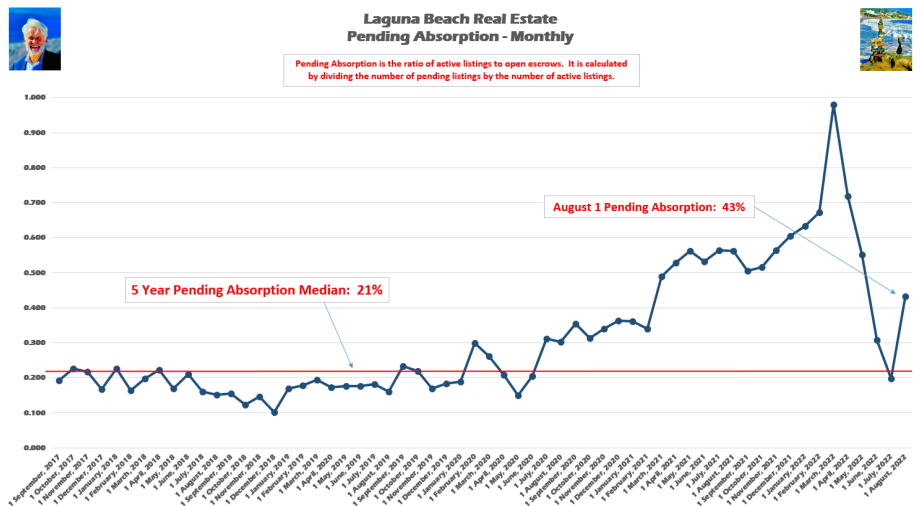
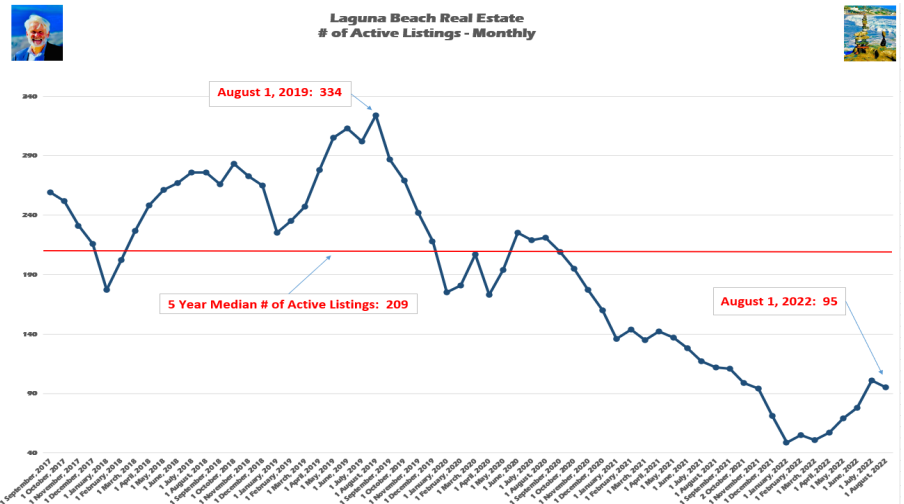
Price Forecasts

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

Continued from page 1

and produce the video series **A Broker's Take on the Laguna Beach Real Estate Market** every month. All past issues and videos, going back to March 2016 can be viewed on the videos/reports page on my website. Also, I maintain 26 Laguna Beach real estate charts in real time on the charts page. If you like data, analysis, and follow Laguna Beach real estate you may like it.

Call me to take advantage of this market and have an excellent August.



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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