



MICROMARKETREPORT

November 2009 | Single Family Homes | Orange County



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WHAT IS A MICRO MARKET

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As the economy and real estate markets continue to change, the nuances between different areas and different neighborhoods are becoming **increasingly magnified**.

One neighborhood may show a **sales increase**, while another neighborhood just blocks away may be experiencing a dramatic drop in sales from the previous year.

While the **media publishes its statistics based on** national, state, and county trends, this distorts the public's perception of what could actually be happening in their own neighborhood. We at Teles Properties have observed that **our local micro markets are often behaving quite differently**.



WHY SHOULD I CARE

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Our observations reveal that:

Neighboring markets may be performing very differently from each other and national averages.

In a tough lending environment, knowing specific market trends in the neighborhood you are considering is crucial for a successful transaction.

What is actually happening in your market is often different from what you might think or feel.

Don't mistake feelings for facts.

Whether you are considering a purchase or sale in the high end of the market or the entry level of the market, having **all of the facts** will help you make an informed decision.



BALBOA PENINSULA

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NOVEMBER 2008

Total Sold Dollar Volume:.....	\$4,900,000
Average Selling Price:.....	\$2,450,000
Average List Price:.....	\$2,549,500
Average Sales Price / Average List Price:...	97.00%
Median Price:	\$1,275.69
Average Days on Market:.....	103
Number of Listings Sold:.....	2

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		0
31 - 60 Days:.....		0
61 - 90 Days:.....		1
91 - 120 Days:.....		0
121 - 180 Days:.....		1
Over 180 Days:.....		0

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$11,100,000
Average Selling Price:.....	\$3,700,000
Average List Price:.....	\$4,678,333
Average Sales Price / Average List Price:...	84.00%
Median Price:	\$875.94
Average Days on Market:.....	254
Number of Listings Sold:.....	3

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		0
31 - 60 Days:.....		1
61 - 90 Days:.....		0
91 - 120 Days:.....		0
121 - 180 Days:.....		0
Over 120 Days:.....		2

% CHANGE

+126.53%
+51.02%
+83.50%
-13.40%
-31.34%
+146.60%
+50.00%

0.00%
+100.00%
-100.00%
0.00%
-100.00%
+200.00%



CORONA DEL MAR - SPYGLASS

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NOVEMBER 2008

Total Sold Dollar Volume:.....	\$16,485,368
Average Selling Price:.....	\$2,060,671
Average List Price:.....	\$2,585,500
Average Sales Price / Average List Price:...	81.00%
Median Price:	\$655.18
Average Days on Market:.....	99
Number of Listings Sold:.....	8

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		3
31 - 60 Days:.....		1
61 - 90 Days:.....		2
91 - 120 Days:.....		0
121 - 180 Days:.....		0
Over 180 Days:.....		2

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$18,373,328
Average Selling Price:.....	\$2,296,666
Average List Price:.....	\$2,456,444
Average Sales Price / Average List Price:...	93.00%
Median Price:	\$595.05
Average Days on Market:.....	104
Number of Listings Sold:.....	8

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		1
31 - 60 Days:.....		1
61 - 90 Days:.....		2
91 - 120 Days:.....		0
121 - 180 Days:.....		3
Over 120 Days:.....		1

% CHANGE

+11.45%
+11.45%
-4.99%
+14.81%
-9.18%
+5.05%
0.00%

-66.67%
0.00%
0.00%
0.00%
+300.00%
-50.00%



CRYSTAL COVE

m i c r o m a r k e t r e p o r t . c o m

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$14,995,000
Average Selling Price:.....	\$14,995,000
Average List Price:.....	\$14,995,000
Average Sales Price / Average List Price:...	100.00%
Median Price:	\$1,249.58
Average Days on Market:.....	121
Number of Listings Sold:.....	1

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		0
31 - 60 Days:.....		0
61 - 90 Days:.....		0
91 - 120 Days:.....		0
121 - 180 Days:.....		1
Over 180 Days:.....		0

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$19,994,000
Average Selling Price:.....	\$3,998,800
Average List Price:.....	\$4,296,970
Average Sales Price / Average List Price:...	95.00%
Median Price:	\$753.47
Average Days on Market:.....	120
Number of Listings Sold:.....	5

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		1
31 - 60 Days:.....		0
61 - 90 Days:.....		0
91 - 120 Days:.....		2
121 - 180 Days:.....		1
Over 120 Days:.....		1

% CHANGE

	+33.34%
	-73.33%
	-71.34%
	-5.00%
	-39.70%
	-0.83%
	+400.00%
	+100.00%
	0.00%
	0.00%
	+200.00%
	0.00%
	+100.00%



EAST BLUFF - HARBOR VIEW

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NOVEMBER 2008

Total Sold Dollar Volume:.....	\$9,639,000
Average Selling Price:.....	\$1,071,000
Average List Price:.....	\$1,167,340
Average Sales Price / Average List Price:...	93.00%
Median Price:	\$496.75
Average Days on Market:.....	74
Number of Listings Sold:.....	9

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		4
31 - 60 Days:.....		0
61 - 90 Days:.....		3
91 - 120 Days:.....		1
121 - 180 Days:.....		0
Over 180 Days:.....		1

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$29,774,199
Average Selling Price:.....	\$1,417,819
Average List Price:.....	\$1,498,471
Average Sales Price / Average List Price:...	94.00%
Median Price:	\$486.65
Average Days on Market:.....	99
Number of Listings Sold:.....	21

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		4
31 - 60 Days:.....		4
61 - 90 Days:.....		3
91 - 120 Days:.....		1
121 - 180 Days:.....		5
Over 120 Days:.....		4

% CHANGE

+208.89%
+32.38%
+28.37%
+1.08%
-2.03%
+33.78%
+133.33%

0.00%
+400.00%
0.00%
0.00%
+500.00%
+300.00%



EAST COSTA MESA

m i c r o m a r k e t r e p o r t . c o m

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$8,016,996
Average Selling Price:.....	\$616,692
Average List Price:.....	\$658,622
Average Sales Price / Average List Price:...	94.00%
Median Price:	\$414.32
Average Days on Market:.....	111
Number of Listings Sold:.....	13

DOM Number of Units	No. Of Units
1 - 30 Days:.....	3
31 - 60 Days:.....	1
61 - 90 Days:.....	1
91 - 120 Days:.....	1
121 - 180 Days:.....	5
Over 180 Days:.....	2

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$10,879,992
Average Selling Price:.....	\$604,444
Average List Price:.....	\$635,983
Average Sales Price / Average List Price:...	96.00%
Median Price:	\$301.72
Average Days on Market:.....	87
Number of Listings Sold:.....	18

DOM Number of Units	No. Of Units
1 - 30 Days:.....	8
31 - 60 Days:.....	1
61 - 90 Days:.....	1
91 - 120 Days:.....	2
121 - 180 Days:.....	4
Over 120 Days:.....	2

% CHANGE

+35.71%
-1.99%
-3.44%
+2.13%
-27.18%
-21.62%
+38.46%
+166.67%
0.00%
0.00%
+100.00%
-20.00%
0.00%



IRVINE (TURTLE RIDGE, TURTLE ROCK)

m i c r o m a r k e t r e p o r t . c o m

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$19,945,494
Average Selling Price:.....	\$2,216,166
Average List Price:.....	\$2,307,652
Average Sales Price / Average List Price:...	96.00%
Median Price:	\$519.72
Average Days on Market:.....	71
Number of Listings Sold:.....	9

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		2
31 - 60 Days:.....		2
61 - 90 Days:.....		1
91 - 120 Days:.....		1
121 - 180 Days:.....		1
Over 180 Days:.....		1

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$24,898,496	+24.83%
Average Selling Price:.....	\$1,556,156	-29.78%
Average List Price:.....	\$1,645,233	-28.71%
Average Sales Price / Average List Price:...	96.00%	0.00%
Median Price:	\$409.13	-21.28%
Average Days on Market:.....	72	+1.41%
Number of Listings Sold:.....	16	+77.78%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		5	+150.00%
31 - 60 Days:.....		4	+100.00%
61 - 90 Days:.....		3	+200.00%
91 - 120 Days:.....		1	0.00%
121 - 180 Days:.....		2	+100.00%
Over 120 Days:.....		0	-100.00%



LAGUNA BEACH (ALL AREAS)

m i c r o m a r k e t r e p o r t . c o m

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$27,530,786
Average Selling Price:.....	\$1,619,458
Average List Price:.....	\$1,710,811
Average Sales Price / Average List Price:...	94.00%
Median Price:	\$746.21
Average Days on Market:.....	119
Number of Listings Sold:.....	17

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		5
31 - 60 Days:.....		1
61 - 90 Days:.....		2
91 - 120 Days:.....		3
121 - 180 Days:.....		1
Over 180 Days:.....		5

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$46,865,476
Average Selling Price:.....	\$1,673,767
Average List Price:.....	\$1,836,921
Average Sales Price / Average List Price:...	93.00%
Median Price:	\$685.82
Average Days on Market:.....	167
Number of Listings Sold:.....	28

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		4
31 - 60 Days:.....		1
61 - 90 Days:.....		7
91 - 120 Days:.....		2
121 - 180 Days:.....		3
Over 120 Days:.....		8

% CHANGE

+70.23%
+3.35%
+7.37%
-1.06%
-8.09%
+40.34%
+64.71%
-20.00%
0.00%
+250.00%
-33.33%
+200.00%
+60.00%



LOWER NEWPORT BAY - BALBOA ISLAND

m i c r o m a r k e t r e p o r t . c o m

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$2,960,000
Average Selling Price:.....	\$1,480,000
Average List Price:.....	\$1,599,000
Average Sales Price / Average List Price:...	92.00%
Median Price:	\$218.58
Average Days on Market:.....	259
Number of Listings Sold:.....	2

DOM Number of Units	No. Of Units
1 - 30 Days:.....	1
31 - 60 Days:.....	0
61 - 90 Days:.....	0
91 - 120 Days:.....	0
121 - 180 Days:.....	0
Over 180 Days:.....	1

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$14,519,000	+390.51%
Average Selling Price:.....	\$2,903,800	+96.20%
Average List Price:.....	\$3,150,599	+97.04%
Average Sales Price / Average List Price:...	91.00%	-1.09%
Median Price:	\$1,137.04	+420.19%
Average Days on Market:.....	192	-25.87%
Number of Listings Sold:.....	5	+150.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....	0	-100.00%
31 - 60 Days:.....	0	0.00%
61 - 90 Days:.....	0	0.00%
91 - 120 Days:.....	0	0.00%
121 - 180 Days:.....	2	+200.00%
Over 120 Days:.....	2	+100.00%



NEWPORT BEACH (ALL AREAS)

m i c r o m a r k e t r e p o r t . c o m

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$32,737,878
Average Selling Price:.....	\$1,212,514
Average List Price:.....	\$1,458,544
Average Sales Price / Average List Price:...	90.00%
Median Price:	\$503.70
Average Days on Market:.....	98
Number of Listings Sold:.....	27

DOM Number of Units	No. Of Units
1 - 30 Days:.....	8
31 - 60 Days:.....	3
61 - 90 Days:.....	7
91 - 120 Days:.....	1
121 - 180 Days:.....	2
Over 180 Days:.....	5

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$89,644,149
Average Selling Price:.....	\$1,422,923
Average List Price:.....	\$1,544,164
Average Sales Price / Average List Price:...	95.00%
Median Price:	\$566.75
Average Days on Market:.....	101
Number of Listings Sold:.....	63

DOM Number of Units	No. Of Units
1 - 30 Days:.....	14
31 - 60 Days:.....	14
61 - 90 Days:.....	6
91 - 120 Days:.....	5
121 - 180 Days:.....	9
Over 120 Days:.....	11

% CHANGE

+173.82%
+17.35%
+5.87%
+5.56%
+12.52%
+3.06%
+133.33%

+75.00%
+366.67%
-14.29%
+400.00%
+350.00%
+120.00%



NEWPORT COAST

m i c r o m a r k e t r e p o r t . c o m

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$7,091,777
Average Selling Price:.....	\$1,013,111
Average List Price:.....	\$1,795,557
Average Sales Price / Average List Price:...	83.00%
Median Price:	\$439.42
Average Days on Market:.....	46
Number of Listings Sold:.....	7

DOM Number of Units	No. Of Units
1 - 30 Days:.....	4
31 - 60 Days:.....	0
61 - 90 Days:.....	2
91 - 120 Days:.....	0
121 - 180 Days:.....	1
Over 180 Days:.....	0

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$15,219,000
Average Selling Price:.....	\$1,521,900
Average List Price:.....	\$1,646,299
Average Sales Price / Average List Price:...	93.00%
Median Price:	\$506.33
Average Days on Market:.....	141
Number of Listings Sold:.....	10

DOM Number of Units	No. Of Units
1 - 30 Days:.....	3
31 - 60 Days:.....	1
61 - 90 Days:.....	2
91 - 120 Days:.....	1
121 - 180 Days:.....	2
Over 120 Days:.....	1

% CHANGE

+114.60%
+50.22%
-8.31%
+12.05%
+15.23%
+206.52%
+42.86%
-25.00%
+100.00%
0.00%
+100.00%
+100.00%
+100.00%



NEWPORT HEIGHTS

m i c r o m a r k e t r e p o r t . c o m

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$6,609,996
Average Selling Price:.....	\$1,101,666
Average List Price:.....	\$1,148,066
Average Sales Price / Average List Price:...	96.00%
Median Price:	\$400.94
Average Days on Market:.....	102
Number of Listings Sold:.....	6

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		1
31 - 60 Days:.....		2
61 - 90 Days:.....		1
91 - 120 Days:.....		0
121 - 180 Days:.....		0
Over 180 Days:.....		2

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$5,464,494	-17.33%
Average Selling Price:.....	\$780,642	-29.14%
Average List Price:.....	\$810,346	-29.42%
Average Sales Price / Average List Price:...	96.00%	0.00%
Median Price:	\$427.29	+6.57%
Average Days on Market:.....	62	-39.22%
Number of Listings Sold:.....	7	+16.67%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		3	+200.00%
31 - 60 Days:.....		2	0.00%
61 - 90 Days:.....		0	-100.00%
91 - 120 Days:.....		0	0.00%
121 - 180 Days:.....		2	+200.00%
Over 120 Days:.....		0	-100.00%



WEST BAY - SANTA ANA HEIGHTS

m i c r o m a r k e t r e p o r t . c o m

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$3,957,900
Average Selling Price:.....	\$989,475
Average List Price:.....	\$1,061,975
Average Sales Price / Average List Price:...	94.00%
Median Price:	\$441.94
Average Days on Market:.....	49
Number of Listings Sold:.....	4

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		1
31 - 60 Days:.....		1
61 - 90 Days:.....		2
91 - 120 Days:.....		0
121 - 180 Days:.....		0
Over 180 Days:.....		0

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$1,016,700	-74.31%
Average Selling Price:.....	\$1,016,700	+2.75%
Average List Price:.....	\$1,069,480	+0.71%
Average Sales Price / Average List Price:...	96.00%	+2.13%
Median Price:	\$491.63	+11.24%
Average Days on Market:.....	60	+22.45%
Number of Listings Sold:.....	1	-75.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		1	0.00%
31 - 60 Days:.....		0	-100.00%
61 - 90 Days:.....		0	-100.00%
91 - 120 Days:.....		0	0.00%
121 - 180 Days:.....		0	0.00%
Over 120 Days:.....		0	0.00%



WEST NEWPORT - LIDO

m i c r o m a r k e t r e p o r t . c o m

NOVEMBER 2008

Total Sold Dollar Volume:.....	\$3,600,000
Average Selling Price:.....	\$1,200,000
Average List Price:.....	\$2,758,000
Average Sales Price / Average List Price:...	60.00%
Median Price:	\$490.20
Average Days on Market:.....	121
Number of Listings Sold:.....	3

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		1
31 - 60 Days:.....		0
61 - 90 Days:.....		0
91 - 120 Days:.....		0
121 - 180 Days:.....		1
Over 180 Days:.....		1

NOVEMBER 2009

Total Sold Dollar Volume:.....	\$3,946,497	+9.62%
Average Selling Price:.....	\$1,315,499	+9.62%
Average List Price:.....	\$1,398,679	-49.29%
Average Sales Price / Average List Price:...	100.00%	+66.67%
Median Price:	\$636.42	+29.83%
Average Days on Market:.....	111	-8.26%
Number of Listings Sold:.....	3	0.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		2	+100.00%
31 - 60 Days:.....		0	0.00%
61 - 90 Days:.....		0	0.00%
91 - 120 Days:.....		0	0.00%
121 - 180 Days:.....		0	-100.00%
Over 120 Days:.....		1	0.00%

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Balboa Peninsula Corona del Mar Spyglass
Crystal Cove East Bluff Harbor View East
Costa Mesa Irvine Laguna Beach Newport
Bay Balboa Island Newport Beach Newport
Coast Newport Heights West Bay Santa
Ana Heights West Newport Lido Balboa
Peninsula Corona del Mar Spyglass Crystal
Cove East Bluff Harbor View East Costa
Mesa Irvine Laguna Beach Newport Bay
Balboa Island Newport Beach Newport
Coast Newport Heights West Bay Santa
Ana Heights West Newport Lido Balboa
Peninsula Corona del Mar Spyglass Crystal
Cove East Bluff Harbor View East Costa
Mesa Irvine Laguna Beach Newport Bay
Balboa Island Newport Beach Newport
Coast Newport Heights West Bay Santa
Ana Heights West Newport Lido Balboa
Peninsula Corona del Mar Spyglass Crystal
Cove East Bluff Harbor View East Costa
Mesa Irvine Laguna Beach Newport Bay
Balboa Island Newport Beach Newport
Coast Newport Heights West Bay Santa
Ana Heights West Newport Lido