



# MICROMARKETREPORT

December 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

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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$10,527,500
Average Selling Price:.....	\$2,631,875
Average List Price:.....	\$2,847,225
Average Sales Price / Average List Price:...	92.00%
Sold Price/Sq.Ft.: .....	\$840.78
Average Days on Market:.....	106
Number of Listings Sold:.....	4

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

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$17,074,998
Average Selling Price:.....	\$5,691,666
Average List Price:.....	\$5,761,291
Average Sales Price / Average List Price:...	96.00%
Sold Price/Sq.Ft.: .....	\$1,094.24
Average Days on Market:.....	102
Number of Listings Sold:.....	3

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

## % CHANGE

+62.19%
+116.26%
+102.35%
+4.35%
+30.15%
-3.77%
-25.00%

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



# CORONA DEL MAR - SPYGLASS

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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$21,720,492
Average Selling Price:.....	\$1,810,041
Average List Price:.....	\$1,960,825
Average Sales Price / Average List Price:...	94.00%
Sold Price/Sq.Ft.: .....	\$716.05
Average Days on Market:.....	160
Number of Listings Sold:.....	12

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		0
31 - 60 Days:.....		3
61 - 90 Days:.....		0
91 - 120 Days:.....		1
121 - 180 Days:.....		3
Over 180 Days:.....		5

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$24,220,992
Average Selling Price:.....	\$1,513,812
Average List Price:.....	\$1,725,868
Average Sales Price / Average List Price:...	90.00%
Sold Price/Sq.Ft.: .....	\$606.33
Average Days on Market:.....	128
Number of Listings Sold:.....	16

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

## % CHANGE

	+11.51%
	-16.37%
	-11.98%
	-4.26%
	-15.32%
	-20.00%
	+33.33%

	+400.00%
	-66.67%
	+200.00%
	0.00%
	+33.33%
	-20.00%



# CRYSTAL COVE

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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$0
Average Selling Price:.....	\$0
Average List Price:.....	\$0
Average Sales Price / Average List Price:...	0.00%
Sold Price/Sq.Ft.: .....	\$0.00
Average Days on Market:.....	0
Number of Listings Sold:.....	0

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:.....	0
Over 180 Days:.....	0

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$3,200,000
Average Selling Price:.....	\$3,200,000
Average List Price:.....	\$3,699,900
Average Sales Price / Average List Price:...	86.00%
Sold Price/Sq.Ft.: .....	\$834.64
Average Days on Market:.....	146
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 120 Days:.....	0

## % CHANGE

N/A
N/A
N/A
N/A
N/A
N/A
N/A

\*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.



# EAST BLUFF - HARBOR VIEW

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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$10,463,000
Average Selling Price:.....	\$1,307,875
Average List Price:.....	\$1,397,862
Average Sales Price / Average List Price:...	93.00%
Sold Price/Sq.Ft.: .....	\$477.35
Average Days on Market:.....	76
Number of Listings Sold:.....	8

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

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$27,700,882
Average Selling Price:.....	\$1,259,131
Average List Price:.....	\$1,346,904
Average Sales Price / Average List Price:...	94.00%
Sold Price/Sq.Ft.: .....	\$446.90
Average Days on Market:.....	132
Number of Listings Sold:.....	22

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		2
31 - 60 Days:.....		3
61 - 90 Days:.....		3
91 - 120 Days:.....		5
121 - 180 Days:.....		6
Over 120 Days:.....		3

## % CHANGE

+164.75%
-3.73%
-3.65%
+1.08%
-6.38%
+73.68%
+175.00%

-33.33%
+300.00%
+50.00%
+500.00%
+500.00%
+200.00%



# EAST COSTA MESA

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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$10,132,384
Average Selling Price:.....	\$633,274
Average List Price:.....	\$651,165
Average Sales Price / Average List Price:...	98.00%
Sold Price/Sq.Ft.: .....	\$332.72
Average Days on Market:.....	97
Number of Listings Sold:.....	16

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		5
31 - 60 Days:.....		1
61 - 90 Days:.....		0
91 - 120 Days:.....		1
121 - 180 Days:.....		8
Over 180 Days:.....		1

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$10,444,545	+3.08%
Average Selling Price:.....	\$614,385	-2.98%
Average List Price:.....	\$636,665	-2.23%
Average Sales Price / Average List Price:...	97.00%	-1.02%
Sold Price/Sq.Ft.: .....	\$340.64	+2.38%
Average Days on Market:.....	106	+9.28%
Number of Listings Sold:.....	17	+6.25%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		6	+20.00%
31 - 60 Days:.....		2	+100.00%
61 - 90 Days:.....		3	+300.00%
91 - 120 Days:.....		1	0.00%
121 - 180 Days:.....		1	-87.50%
Over 120 Days:.....		4	+300.00%

\*information obtained from The MLS. MLS statistics are subject to change due to individual real estate company reporting disciplines.



# 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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$19,436,494
Average Selling Price:.....	\$1,388,321
Average List Price:.....	\$2,033,057
Average Sales Price / Average List Price:...	88.00%
Sold Price/Sq.Ft.: .....	\$434.18
Average Days on Market:.....	81
Number of Listings Sold:.....	14

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		3
31 - 60 Days:.....		5
61 - 90 Days:.....		2
91 - 120 Days:.....		0
121 - 180 Days:.....		1
Over 180 Days:.....		2

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$27,701,900	+42.53%
Average Selling Price:.....	\$1,385,095	-0.23%
Average List Price:.....	\$1,501,705	-26.14%
Average Sales Price / Average List Price:...	94.00%	+6.82%
Sold Price/Sq.Ft.: .....	\$446.58	+2.86%
Average Days on Market:.....	77	-4.94%
Number of Listings Sold:.....	20	+42.86%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		4	+33.33%
31 - 60 Days:.....		8	+60.00%
61 - 90 Days:.....		1	-50.00%
91 - 120 Days:.....		3	+30.00%
121 - 180 Days:.....		3	+200.00%
Over 120 Days:.....		1	-50.00%



# LAGUNA BEACH (ALL AREAS)

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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$76,766,156
Average Selling Price:.....	\$2,020,162
Average List Price:.....	\$2,245,815
Average Sales Price / Average List Price:...	93.00%
Sold Price/Sq.Ft.: .....	\$758.71
Average Days on Market:.....	196
Number of Listings Sold:.....	38

DOM	Number of Units	No. Of Units
1 - 30 Days:.....		7
31 - 60 Days:.....		3
61 - 90 Days:.....		7
91 - 120 Days:.....		2
121 - 180 Days:.....		3
Over 180 Days:.....		15

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$23,343,720
Average Selling Price:.....	\$1,373,160
Average List Price:.....	\$1,501,553
Average Sales Price / Average List Price:...	94.00%
Sold Price/Sq.Ft.: .....	\$549.34
Average Days on Market:.....	116
Number of Listings Sold:.....	17

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

## % CHANGE

-69.59%
-32.03%
-33.14%
+1.08%
-27.60%
-40.82%
-55.26%

-28.57%
-66.67%
-57.14%
-50.00%
0.00%
-73.33%



# 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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$1,740,000
Average Selling Price:.....	\$870,000
Average List Price:.....	\$3,795,000
Average Sales Price / Average List Price:...	46.00%
Sold Price/Sq.Ft.: .....	N/A
Average Days on Market:.....	222
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:.....		0
Over 180 Days:.....		1

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$6,250,000	+259.20%
Average Selling Price:.....	\$6,250,000	+618.39%
Average List Price:.....	\$7,250,000	+91.04%
Average Sales Price / Average List Price:...	86.00%	+86.96%
Sold Price/Sq.Ft.: .....	N/A	N/A
Average Days on Market:.....	399	+79.73%
Number of Listings Sold:.....	1	-50.00%

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



# NEWPORT BEACH (ALL AREAS)

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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$36,094,800
Average Selling Price:.....	\$1,289,100
Average List Price:.....	\$1,589,875
Average Sales Price / Average List Price:...	90.00%
Sold Price/Sq.Ft.: .....	\$509.95
Average Days on Market:.....	117
Number of Listings Sold:.....	28

DOM Number of Units	No. Of Units
1 - 30 Days:.....	6
31 - 60 Days:.....	2
61 - 90 Days:.....	4
91 - 120 Days:.....	2
121 - 180 Days:.....	3
Over 180 Days:.....	8

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$84,974,101
Average Selling Price:.....	\$1,440,239
Average List Price:.....	\$1,530,268
Average Sales Price / Average List Price:...	95.00%
Sold Price/Sq.Ft.: .....	\$462.77
Average Days on Market:.....	108
Number of Listings Sold:.....	59

DOM Number of Units	No. Of Units
1 - 30 Days:.....	14
31 - 60 Days:.....	5
61 - 90 Days:.....	10
91 - 120 Days:.....	8
121 - 180 Days:.....	10
Over 120 Days:.....	10

## % CHANGE

	+135.42%
	+11.72%
	-3.75%
	+5.56%
	-9.25%
	-7.69%
	+110.71%
	+133.33%
	+150.00%
	+150.00%
	+300.00%
	+233.33%
	+25.00%



# NEWPORT COAST

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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$14,864,994
Average Selling Price:.....	\$1,651,666
Average List Price:.....	\$2,891,111
Average Sales Price / Average List Price:...	73.00%
Sold Price/Sq.Ft.: .....	\$454.55
Average Days on Market:.....	126
Number of Listings Sold:.....	9

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

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$40,201,213
Average Selling Price:.....	\$3,092,401
Average List Price:.....	\$3,619,192
Average Sales Price / Average List Price:...	92.00%
Sold Price/Sq.Ft.: .....	\$433.91
Average Days on Market:.....	114
Number of Listings Sold:.....	13

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

## % CHANGE

+170.44%
+87.23%
+25.18%
+26.03%
-4.54%
-9.52%
+44.44%

+200.00%
+100.00%
0.00%
0.00%
-25.00%
+100.00%



# NEWPORT HEIGHTS

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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$2,278,900
Average Selling Price:.....	\$455,780
Average List Price:.....	\$469,160
Average Sales Price / Average List Price:...	97.00%
Sold Price/Sq.Ft.: .....	\$357.45
Average Days on Market:.....	96
Number of Listings Sold:.....	5

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

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$9,159,744	+301.94%
Average Selling Price:.....	\$763,312	+67.47%
Average List Price:.....	\$823,733	+75.58%
Average Sales Price / Average List Price:...	95.00%	-2.06%
Sold Price/Sq.Ft.: .....	\$368.87	+3.19%
Average Days on Market:.....	66	-31.25%
Number of Listings Sold:.....	12	+140.00%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		4	+300.00%
31 - 60 Days:.....		0	-100.00%
61 - 90 Days:.....		5	+500.00%
91 - 120 Days:.....		1	0.00%
121 - 180 Days:.....		0	-100.00%
Over 120 Days:.....		1	0.00%



# 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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$5,025,000
Average Selling Price:.....	\$1,675,000
Average List Price:.....	\$1,842,333
Average Sales Price / Average List Price:...	91.00%
Sold Price/Sq.Ft.: .....	\$591.42
Average Days on Market:.....	116
Number of Listings Sold:.....	3

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

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$10,682,991
Average Selling Price:.....	\$971,181
Average List Price:.....	\$988,668
Average Sales Price / Average List Price:...	98.00%
Sold Price/Sq.Ft.: .....	\$351.95
Average Days on Market:.....	91
Number of Listings Sold:.....	11

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

## % CHANGE

	+112.60%
	-42.02%
	-46.34%
	+7.69%
	-40.49%
	-21.55%
	+266.67%

	+300.00%
	0.00%
	0.00%
	+100.00%
	+200.00%
	+100.00%



# WEST NEWPORT - LIDO

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

## DECEMBER 2008

Total Sold Dollar Volume:.....	\$6,060,396
Average Selling Price:.....	\$1,010,066
Average List Price:.....	\$1,080,316
Average Sales Price / Average List Price:...	94.00%
Sold Price/Sq.Ft.: .....	\$589.21
Average Days on Market:.....	162
Number of Listings Sold:.....	6

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:.....		3

## DECEMBER 2009

Total Sold Dollar Volume:.....	\$14,105,500	+132.75%
Average Selling Price:.....	\$1,410,550	+39.65%
Average List Price:.....	\$1,535,990	+42.18%
Average Sales Price / Average List Price:...	94.00%	0.00%
Sold Price/Sq.Ft.: .....	\$589.13	-0.01%
Average Days on Market:.....	97	-40.12%
Number of Listings Sold:.....	10	+66.67%

DOM	Number of Units	No. Of Units	% CHANGE
1 - 30 Days:.....		3	+300.00%
31 - 60 Days:.....		0	0.00%
61 - 90 Days:.....		2	+100.00%
91 - 120 Days:.....		1	+100.00%
121 - 180 Days:.....		2	+100.00%
Over 120 Days:.....		2	-33.33%

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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