



MICROMARKETREPORT

APRIL 2010 | Single Family Homes | Orange County



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WHAT IS A MICRO MARKET

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Welcome to Teles Properties' Micro Market Report for Orange County. The report is in response to our observation that the media's focus, headlines, and articles revolve around housing data at a macro level and generalize all markets as the same. We think this is very misleading for our clients in making one of their largest financial decisions.

We decided to launch our own research department in order to drill down into each unique market. This idea came from the study of other industries such as investment firms, law firms and accounting firms. Those industries seemed to provide data from exhaustive research and study. We thus began to study the market in specific neighborhoods, or as we call them, Micro Markets.

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WHAT IS A MICRO MARKET

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We compare each month to the same month of the previous year and we provide statistics that we think are significant for our clients in making good purchasing and selling decisions. Our goal is to provide monthly reports, quarterly reports and year-end reports. As our research department grows and develops we will continue to develop the data and its presentation to our customers.

Your LA neighbors to the North have been receiving these reports for the past two years and have used them as a resource for their real estate transactions. We sincerely hope you enjoy the same.

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BALBOA PENINSULA

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APRIL 2009

Total Sold Dollar Volume	\$3,504,999
Average Selling Price	\$1,168,333
Average List Price	\$1,247,666
Average Sales Price / Average List Price ..	93.00%
Sold Price / Sq. Ft.	\$766.00
Average Days on Market	54
Number of Listings Sold	3

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

APRIL 2010

Total Sold Dollar Volume	\$5,490,000	+56.63%
Average Selling Price	\$2,745,000	+134.95%
Average List Price	\$2,847,000	+128.19%
Average Sales Price / Average List Price ..	96.00%	+3.23%
Sold Price / Sq. Ft.	\$1,271.07	+65.94%
Average Days on Market	177	+227.78%
Number of Listings Sold	2	-33.33%

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



CORONA DEL MAR - SPYGLASS

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APRIL 2009

Total Sold Dollar Volume	\$6,677,496
Average Selling Price	\$1,112,916
Average List Price	\$1,922,499
Average Sales Price / Average List Price ..	57.00%
Sold Price / Sq. Ft.	\$360.39
Average Days on Market	273
Number of Listings Sold	6

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	6

APRIL 2010

Total Sold Dollar Volume	\$35,157,989
Average Selling Price	\$2,068,117
Average List Price	\$2,314,052
Average Sales Price / Average List Price ..	92.00%
Sold Price / Sq. Ft.	\$635.58
Average Days on Market	134
Number of Listings Sold	17

DOM Number of Units	No. Of Units
1 - 30 Days	5
31 - 60 Days	1
61 - 90 Days	1
91 - 120 Days	3
121 - 180 Days	4
Over 180 Days	10

% CHANGE

+426.51%
+85.83%
+20.37%
+61.40%
+76.36%
-50.92%
+183.33%

+500.00%
+100.00%
+100.00%
+300.00%
+400.00%
+66.67%



CRYSTAL COVE

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

APRIL 2009

Total Sold Dollar Volume	\$7,487,499
Average Selling Price	\$2,495,833
Average List Price	\$4,048,000
Average Sales Price / Average List Price ..	60.00%
Sold Price / Sq. Ft.	\$310.61
Average Days on Market	139
Number of Listings Sold	3

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

APRIL 2010

Total Sold Dollar Volume	\$20,618,000	+175.37%
Average Selling Price	\$4,123,600	+65.22%
Average List Price	\$4,282,400	+5.79%
Average Sales Price / Average List Price ..	96.00%	+60.00%
Sold Price / Sq. Ft.	\$608.04	+95.76%
Average Days on Market	188	+35.25%
Number of Listings Sold	5	+66.67%

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



EAST BLUFF - HARBOR VIEW

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

APRIL 2009

Total Sold Dollar Volume	\$8,759,368
Average Selling Price	\$1,094,921
Average List Price	\$1,138,487
Average Sales Price / Average List Price ..	96.00%
Sold Price / Sq. Ft.	\$482.72
Average Days on Market	195
Number of Listings Sold	8

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	3
Over 180 Days	3

APRIL 2010

Total Sold Dollar Volume	\$28,185,498
Average Selling Price	\$1,281,159
Average List Price	\$1,365,645
Average Sales Price / Average List Price ..	94.00%
Sold Price / Sq. Ft.	\$476.92
Average Days on Market	128
Number of Listings Sold	22

DOM Number of Units	No. Of Units
1 - 30 Days	3
31 - 60 Days	4
61 - 90 Days	5
91 - 120 Days	1
121 - 180 Days	3
Over 180 Days	6

% CHANGE

+221.78%
+17.01%
+19.95%
-2.08%
-1.20%
-34.36%
+175.00%

+200.00%
+300.00%
+500.00%
+100.00%
0.00%
+100.00%



EAST COSTA MESA

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

APRIL 2009

Total Sold Dollar Volume	\$9,434,898
Average Selling Price	\$524,161
Average List Price	\$538,644
Average Sales Price / Average List Price ..	98.00%
Sold Price / Sq. Ft.	\$378.82
Average Days on Market	94
Number of Listings Sold	18

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

APRIL 2010

Total Sold Dollar Volume	\$9,713,086	+2.95%
Average Selling Price	\$571,358	+9.00%
Average List Price	\$591,792	+9.87%
Average Sales Price / Average List Price ..	97.00%	-1.02%
Sold Price / Sq. Ft.	\$408.11	+7.73%
Average Days on Market	67	-28.72%
Number of Listings Sold	17	-5.56%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days	5	+150.00%
31 - 60 Days	5	0.00%
61 - 90 Days	4	+33.33%
91 - 120 Days	0	-100.00%
121 - 180 Days	2	-60.00%
Over 180 Days	1	0.00%



IRVINE (TURTLE RIDGE, TURTLE ROCK)

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APRIL 2009

Total Sold Dollar Volume	\$17,215,492
Average Selling Price	\$1,229,678
Average List Price	\$1,760,292
Average Sales Price / Average List Price ..	89.00%
Sold Price / Sq. Ft.	\$390.88
Average Days on Market	113
Number of Listings Sold	14

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

APRIL 2010

Total Sold Dollar Volume	\$28,796,589	+67.27%
Average Selling Price	\$1,693,917	+37.75%
Average List Price	\$1,745,317	-0.85%
Average Sales Price / Average List Price ..	97.00%	+8.99%
Sold Price / Sq. Ft.	\$449.30	+14.95%
Average Days on Market	113	0.00%
Number of Listings Sold	17	+21.43%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days	2	-33.33%
31 - 60 Days	5	+400.00%
61 - 90 Days	4	0.00%
91 - 120 Days	0	-100.00%
121 - 180 Days	2	+100.00%
Over 180 Days	3	-25.00%



LAGUNA BEACH (ALL AREAS)

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

APRIL 2009

Total Sold Dollar Volume	\$22,605,000
Average Selling Price	\$1,507,000
Average List Price	\$1,656,693
Average Sales Price / Average List Price ..	92.00%
Sold Price / Sq. Ft.	\$579.75
Average Days on Market	228
Number of Listings Sold	15

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	8

APRIL 2010

Total Sold Dollar Volume	\$49,952,470
Average Selling Price	\$1,611,370
Average List Price	\$1,731,325
Average Sales Price / Average List Price ..	94.00%
Sold Price / Sq. Ft.	\$597.92
Average Days on Market	176
Number of Listings Sold	31

DOM Number of Units	No. Of Units
1 - 30 Days	3
31 - 60 Days	7
61 - 90 Days	4
91 - 120 Days	2
121 - 180 Days	3
Over 180 Days	12

% CHANGE

+120.98%
+6.93%
+4.50%
+2.17%
+3.13%
-22.81%
+106.67%
+50.00%
+250.00%
+300.00%
+100.00%
+200.00%
+50.00%



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

APRIL 2009

Total Sold Dollar Volume	\$23,244,996
Average Selling Price	\$3,874,166
Average List Price	\$4,169,833
Average Sales Price / Average List Price ..	93.00%
Sold Price / Sq. Ft.	\$313.56
Average Days on Market	67
Number of Listings Sold	6

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

APRIL 2010

Total Sold Dollar Volume	\$10,013,000	-56.92%
Average Selling Price	\$2,002,600	-48.31%
Average List Price	\$2,304,900	-44.72%
Average Sales Price / Average List Price ..	86.00%	-7.53%
Sold Price / Sq. Ft.	\$715.10	+128.06%
Average Days on Market	260	+288.06%
Number of Listings Sold	5	-16.67%

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



NEWPORT BEACH (ALL AREAS)

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APRIL 2009

Total Sold Dollar Volume	\$56,067,360
Average Selling Price	\$1,649,040
Average List Price	\$1,786,300
Average Sales Price / Average List Price ..	94.00%
Sold Price / Sq. Ft.	\$454.04
Average Days on Market	122
Number of Listings Sold	34

DOM Number of Units	No. Of Units
1 - 30 Days	8
31 - 60 Days	6
61 - 90 Days	2
91 - 120 Days	2
121 - 180 Days	9
Over 180 Days	7

APRIL 2010

Total Sold Dollar Volume	\$84,713,980
Average Selling Price	\$1,629,115
Average List Price	\$1,731,977
Average Sales Price / Average List Price ..	95.00%
Sold Price / Sq. Ft.	\$491.81
Average Days on Market	124
Number of Listings Sold	52

DOM Number of Units	No. Of Units
1 - 30 Days	9
31 - 60 Days	8
61 - 90 Days	9
91 - 120 Days	3
121 - 180 Days	7
Over 180 Days	14

% CHANGE

+51.09%
-1.21%
-3.04%
+1.06%
+8.32%
+1.64%
+52.94%
+12.50%
+33.33%
+350.00%
+50.00%
-22.22%
+100.00%



NEWPORT COAST

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

APRIL 2009

Total Sold Dollar Volume	\$9,412,120
Average Selling Price	\$941,212
Average List Price	\$1,278,692
Average Sales Price / Average List Price ..	75.00%
Sold Price / Sq. Ft.	\$366.90
Average Days on Market	102
Number of Listings Sold	10

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

APRIL 2010

Total Sold Dollar Volume	\$23,413,992	+148.76%
Average Selling Price	\$1,672,428	+77.69%
Average List Price	\$1,811,985	+41.71%
Average Sales Price / Average List Price ..	94.00%	+25.33%
Sold Price / Sq. Ft.	\$463.17	+26.24%
Average Days on Market	97	-4.90%
Number of Listings Sold	14	+40.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days	0	-100.00%
31 - 60 Days	6	+100.00%
61 - 90 Days	1	+100.00%
91 - 120 Days	2	+100.00%
121 - 180 Days	2	+100.00%
Over 180 Days	2	-33.33%



NEWPORT HEIGHTS

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

APRIL 2009

Total Sold Dollar Volume	\$2,509,997
Average Selling Price	\$358,571
Average List Price	\$364,600
Average Sales Price / Average List Price ..	98.00%
Sold Price / Sq. Ft.	\$311.52
Average Days on Market	122
Number of Listings Sold	7

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

APRIL 2010

Total Sold Dollar Volume	\$14,832,990
Average Selling Price	\$1,483,299
Average List Price	\$1,569,479
Average Sales Price / Average List Price ..	99.00%
Sold Price / Sq. Ft.	\$337.20
Average Days on Market	76
Number of Listings Sold	10

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

% CHANGE

+490.96%
+313.67%
+330.47%
+1.02%
+8.24%
-37.70%
+42.86%

+50.00%
+200.00%
-100.00%
0.00%
0.00%
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

APRIL 2009

Total Sold Dollar Volume	\$6,948,000
Average Selling Price	\$1,737,000
Average List Price	\$1,974,499
Average Sales Price / Average List Price ..	92.00%
Sold Price / Sq. Ft.	\$344.53
Average Days on Market	109
Number of Listings Sold	4

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

APRIL 2010

Total Sold Dollar Volume	\$6,562,500
Average Selling Price	\$1,093,750
Average List Price	\$1,086,083
Average Sales Price / Average List Price ..	102.00%
Sold Price / Sq. Ft.	\$454.34
Average Days on Market	120
Number of Listings Sold	6

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

% CHANGE

-5.55%
-37.03%
-44.99%
+10.87%
+31.87%
+10.09%
+50.00%
+200.00%
-50.00%
0.00%
0.00%
+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

APRIL 2009

Total Sold Dollar Volume	\$11,100,000
Average Selling Price	\$1,850,000
Average List Price	\$2,069,021
Average Sales Price / Average List Price ..	91.00%
Sold Price / Sq. Ft.	\$639.61
Average Days on Market	122
Number of Listings Sold	6

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	3
Over 180 Days	1

APRIL 2010

Total Sold Dollar Volume	\$19,629,995	+76.85%
Average Selling Price	\$2,804,285	+51.58%
Average List Price	\$2,941,263	+42.16%
Average Sales Price / Average List Price ..	92.00%	+1.10%
Sold Price / Sq. Ft.	\$409.45	-35.98%
Average Days on Market	76	-37.70%
Number of Listings Sold	7	+16.67%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days	1	0.00%
31 - 60 Days	0	-100.00%
61 - 90 Days	3	+300.00%
91 - 120 Days	0	0.00%
121 - 180 Days	1	-66.67%
Over 180 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