



MICROMARKETREPORT

May 2010 | Single Family Homes | Orange County



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WHAT IS A MICRO MARKET

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

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

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

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

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

MAY 2009

Median Price	\$1,687,000
Average Price per Square Foot	\$1,180
Properties Sold	6
Properties Pending Sale	2
Properties For Sale	64
Days on Market (Pending Sale)	116
Month's Supply of Inventory	28
Percent Under Contract	3.10%

MAY 2010

Median Price	\$2,425,000	43.75%
Average Price per Square Foot	\$1,354	14.75%
Properties Sold	4	-33.33%
Properties Pending Sale	2	N/C
Properties For Sale	73	14.06%
Days on Market (Pending Sale)	20	-82.76%
Month's Supply of Inventory	31	10.71%
Percent Under Contract	2.70%	-12.90%

% CHANGE



CORONA DEL MAR - SPYGLASS

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

MAY 2009

Median Price	\$1,212,500
Average Price per Square Foot	\$496
Properties Sold	6
Properties Pending Sale	6
Properties For Sale	167
Days on Market (Pending Sale)	78
Month's Supply of Inventory	23.8
Percent Under Contract	3.60%

MAY 2010

Median Price	\$1,745,000	43.92%
Average Price per Square Foot	\$642	29.44%
Properties Sold	12	100.00%
Properties Pending Sale	13	116.67%
Properties For Sale	143	-14.37%
Days on Market (Pending Sale)	92	17.95%
Month's Supply of Inventory	9.5	-60.08%
Percent Under Contract	9.10%	152.78%

% CHANGE



CRYSTAL COVE

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

MAY 2009

Median Price	\$3,100,000
Average Price per Square Foot	\$886
Properties Sold	1
Properties Pending Sale	0
Properties For Sale	53
Days on Market (Pending Sale)	N/A
Month's Supply of Inventory	N/A
Percent Under Contract	0.00%

MAY 2010

Median Price	\$3,100,000	N/C
Average Price per Square Foot	\$740	-16.48%
Properties Sold	5	400.00%
Properties Pending Sale	3	N/A
Properties For Sale	35	-33.96%
Days on Market (Pending Sale)	35	N/A
Month's Supply of Inventory	9.7	N/A
Percent Under Contract	8.60%	N/A

% CHANGE



EAST BLUFF - HARBOR VIEW

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

MAY 2009

Median Price	\$1,298,375
Average Price per Square Foot	\$470
Properties Sold	8
Properties Pending Sale	4
Properties For Sale	176
Days on Market (Pending Sale)	88
Month's Supply of Inventory	40
Percent Under Contract	2.30%

MAY 2010

Median Price	\$1,337,500	3.01%
Average Price per Square Foot	\$486	3.40%
Properties Sold	10	25.00%
Properties Pending Sale	19	375.00%
Properties For Sale	131	-25.57%
Days on Market (Pending Sale)	57	-35.23%
Month's Supply of Inventory	5.4	-86.50%
Percent Under Contract	14.50%	530.43%

% CHANGE



EAST COSTA MESA

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

MAY 2009

Median Price	\$634,750
Average Price per Square Foot	\$344
Properties Sold	18
Properties Pending Sale	12
Properties For Sale	103
Days on Market (Pending Sale)	59
Month's Supply of Inventory	6.7
Percent Under Contract	11.70%

MAY 2010

Median Price	\$607,500	-4.29%
Average Price per Square Foot	\$342	-0.58%
Properties Sold	8	-55.56%
Properties Pending Sale	15	25.00%
Properties For Sale	74	-28.16%
Days on Market (Pending Sale)	97	64.41%
Month's Supply of Inventory	3.3	-50.75%
Percent Under Contract	20.30%	73.50%

% CHANGE



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

MAY 2009

Median Price	\$695,000
Average Price per Square Foot	\$357
Properties Sold	92
Properties Pending Sale	102
Properties For Sale	478
Days on Market (Pending Sale)	71
Month's Supply of Inventory	3.3
Percent Under Contract	21.30%

MAY 2010

Median Price	\$769,000	10.65%
Average Price per Square Foot	\$383	7.28%
Properties Sold	69	-25.00%
Properties Pending Sale	92	-9.80%
Properties For Sale	482	0.84%
Days on Market (Pending Sale)	54	-23.94%
Month's Supply of Inventory	3.6	9.09%
Percent Under Contract	19.10%	-10.33%

% CHANGE



LAGUNA BEACH (ALL AREAS)

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

MAY 2009

Median Price	\$1,320,000
Average Price per Square Foot	\$682
Properties Sold	26
Properties Pending Sale	24
Properties For Sale	420
Days on Market (Pending Sale)	116
Month's Supply of Inventory	15.2
Percent Under Contract	5.70%

MAY 2010

Median Price	\$1,030,000	-21.97%
Average Price per Square Foot	\$664	-2.64%
Properties Sold	25	-3.85%
Properties Pending Sale	23	-4.17%
Properties For Sale	374	-10.95%
Days on Market (Pending Sale)	162	39.66%
Month's Supply of Inventory	14	-7.89%
Percent Under Contract	6.10%	7.02%

% CHANGE



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

MAY 2009

Median Price	\$1,262,500
Average Price per Square Foot	\$578
Properties Sold	2
Properties Pending Sale	4
Properties For Sale	78
Days on Market (Pending Sale)	120
Month's Supply of Inventory	17.8
Percent Under Contract	5.10%

MAY 2010

Median Price	\$1,400,000	10.89%
Average Price per Square Foot	\$797	37.89%
Properties Sold	3	50.00%
Properties Pending Sale	5	25.00%
Properties For Sale	77	-1.28%
Days on Market (Pending Sale)	201	67.50%
Month's Supply of Inventory	13.2	-25.84%
Percent Under Contract	6.50%	27.45%

% CHANGE



NEWPORT BEACH (ALL AREAS)

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

MAY 2009

Median Price	\$1,375,000
Average Price per Square Foot	\$691
Properties Sold	29
Properties Pending Sale	25
Properties For Sale	569
Days on Market (Pending Sale)	90
Month's Supply of Inventory	20.4
Percent Under Contract	4.40%

MAY 2010

Median Price	\$1,380,000	0.36%
Average Price per Square Foot	\$636	-7.96%
Properties Sold	30	3.45%
Properties Pending Sale	46	84.00%
Properties For Sale	505	-11.25%
Days on Market (Pending Sale)	102	13.33%
Month's Supply of Inventory	9.1	-55.39%
Percent Under Contract	9.10%	106.82%

% CHANGE



NEWPORT COAST

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

MAY 2009

Median Price	\$1,900,000
Average Price per Square Foot	\$644
Properties Sold	7
Properties Pending Sale	12
Properties For Sale	209
Days on Market (Pending Sale)	172
Month's Supply of Inventory	15.2
Percent Under Contract	5.70%

MAY 2010

Median Price	\$2,550,000	34.21%
Average Price per Square Foot	\$765	18.79%
Properties Sold	17	142.86%
Properties Pending Sale	20	66.67%
Properties For Sale	155	-25.84%
Days on Market (Pending Sale)	45	-73.84%
Month's Supply of Inventory	6.2	-59.21%
Percent Under Contract	12.90%	126.32%

% CHANGE



NEWPORT HEIGHTS

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

MAY 2009

Median Price	\$1,160,000
Average Price per Square Foot	\$586
Properties Sold	5
Properties Pending Sale	6
Properties For Sale	45
Days on Market (Pending Sale)	93
Month's Supply of Inventory	6.2
Percent Under Contract	13.30%

MAY 2010

Median Price	\$1,150,000	-0.86%
Average Price per Square Foot	\$525	-10.41%
Properties Sold	3	-40.00%
Properties Pending Sale	3	-50.00%
Properties For Sale	29	-35.56%
Days on Market (Pending Sale)	185	98.92%
Month's Supply of Inventory	8.0	29.03%
Percent Under Contract	10.30%	-22.56%

% CHANGE



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

MAY 2009

Median Price	\$1,215,000
Average Price per Square Foot	\$487
Properties Sold	6
Properties Pending Sale	7
Properties For Sale	84
Days on Market (Pending Sale)	69
Month's Supply of Inventory	10.4
Percent Under Contract	8.30%

MAY 2010

Median Price	\$947,500	-22.02%
Average Price per Square Foot	\$431	-11.50%
Properties Sold	6	N/C
Properties Pending Sale	10	42.86%
Properties For Sale	77	-8.33%
Days on Market (Pending Sale)	98	42.03%
Month's Supply of Inventory	6.0	-42.31%
Percent Under Contract	13.00%	56.63%

% CHANGE



WEST NEWPORT - LIDO

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

MAY 2009

Median Price	N/A
Average Price per Square Foot	N/A
Properties Sold	0
Properties Pending Sale	1
Properties For Sale	37
Days on Market (Pending Sale)	16
Month's Supply of Inventory	34.0
Percent Under Contract	2.70%

MAY 2010

Median Price	\$1,387,500	N/A
Average Price per Square Foot	\$687	N/A
Properties Sold	2	N/A
Properties Pending Sale	3	200.00%
Properties For Sale	44	18.92%
Days on Market (Pending Sale)	111	593.75%
Month's Supply of Inventory	12.3	-63.82%
Percent Under Contract	6.80%	151.85%

% CHANGE



GLOSSARY OF TERMS

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

Median Price:

A value that separates the upper half of prices from the lower half of prices. It can be interpreted like an average, however the extreme prices (high and low) don't hold undue influence.

Average Price per Square Foot:

The price of each property divided by their respective square footage then averaged across all properties sold in the area for a given time period.

Properties Sold:

The number of property transactions that closed and transferred ownership.

Properties Pending Sale:

The number of properties that entered escrow in preparation for sale.

Properties For Sale:

The number of properties on the market and seeking buyers.

Days of Market (Pending Sale):

The number of days that properties currently in escrow were on the market.

Month's Supply of Inventory:

The number of months it would take to sell all the properties listed for sale at the current pace of sales and if no new listings entered the market.

Percent Under Contract:

The ratio of properties for sale to properties pending sale.

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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
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Ana Heights West Newport Lido