



MICROMARKETREPORT

MARCH 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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MARCH 2009

Total Sold Dollar Volume	\$764,500
Average Selling Price	\$382,250
Average List Price	\$1,131,450
Average Sales Price / Average List Price ..	50.00%
Sold Price / Sq. Ft.	\$391.65
Average Days on Market	176
Number of Listings Sold	2

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	0
Over 180 Days	1

MARCH 2010

Total Sold Dollar Volume	\$18,264,966
Average Selling Price	\$3,044,166
Average List Price	\$3,355,000
Average Sales Price / Average List Price ..	90.00%
Sold Price / Sq. Ft.	\$1,112.29
Average Days on Market	81
Number of Listings Sold	6

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

% CHANGE

+2289.14%
+696.38%
+196.52%
+80.00%
+184.00%
-53.98%
+200.00%

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



CORONA DEL MAR - SPYGLASS

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

MARCH 2009

Total Sold Dollar Volume	\$11,062,499
Average Selling Price	\$1,580,357
Average List Price	\$3,679,142
Average Sales Price / Average List Price ..	80.00%
Sold Price / Sq. Ft.	\$398.67
Average Days on Market	273
Number of Listings Sold	7

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	2
Over 180 Days	3

MARCH 2010

Total Sold Dollar Volume	\$31,838,592
Average Selling Price	\$1,326,608
Average List Price	\$1,408,866
Average Sales Price / Average List Price ..	95.00%
Sold Price / Sq. Ft.	\$560.04
Average Days on Market	171
Number of Listings Sold	24

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

+187.81%
-16.06%
-61.71%
+18.75%
+40.48%
-37.36%
+242.86%
+400.00%
0.00%
+100.00%
+300.00%
+100.00%
+233.33%



CRYSTAL COVE

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

MARCH 2009

Total Sold Dollar Volume	\$5,250,000
Average Selling Price	\$5,250,000
Average List Price	\$4,950,000
Average Sales Price / Average List Price ..	106.00%
Sold Price / Sq. Ft.	\$846.77
Average Days on Market	18
Number of Listings Sold	1

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	0

MARCH 2010

Total Sold Dollar Volume	\$18,784,000	+257.79%
Average Selling Price	\$3,756,800	-28.44%
Average List Price	\$4,212,799	-14.89%
Average Sales Price / Average List Price ..	89.00%	-16.04%
Sold Price / Sq. Ft.	\$692.32	-18.24%
Average Days on Market	156	+766.67%
Number of Listings Sold	5	+400.00%

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

MARCH 2009

Total Sold Dollar Volume	\$8,841,492
Average Selling Price	\$982,388
Average List Price	\$1,060,044
Average Sales Price / Average List Price ..	94.00%
Sold Price / Sq. Ft.	\$385.13
Average Days on Market	96
Number of Listings Sold	9

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

MARCH 2010

Total Sold Dollar Volume	\$34,414,474	+289.24%
Average Selling Price	\$1,186,706	+20.80%
Average List Price	\$1,268,745	+19.69%
Average Sales Price / Average List Price ..	94.00%	0.00%
Sold Price / Sq. Ft.	\$439.17	+14.03%
Average Days on Market	114	+18.75%
Number of Listings Sold	29	+222.22%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days	4	+33.33%
31 - 60 Days	7	+600.00%
61 - 90 Days	5	+500.00%
91 - 120 Days	3	+300.00%
121 - 180 Days	5	+66.67%
Over 180 Days	4	+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

MARCH 2009

Total Sold Dollar Volume	\$7,804,734
Average Selling Price	\$557,481
Average List Price	\$576,196
Average Sales Price / Average List Price ..	96.00%
Sold Price / Sq. Ft.	\$294.45
Average Days on Market	81
Number of Listings Sold	14

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

MARCH 2010

Total Sold Dollar Volume	\$10,182,600	+30.47%
Average Selling Price	\$565,700	+1.47%
Average List Price	\$586,711	+1.82%
Average Sales Price / Average List Price ..	96.00%	0.00%
Sold Price / Sq. Ft.	\$370.00	+25.66%
Average Days on Market	101	+24.69%
Number of Listings Sold	18	+28.57%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days	2	0.00%
31 - 60 Days	5	-16.67%
61 - 90 Days	3	+200.00%
91 - 120 Days	1	-50.00%
121 - 180 Days	2	0.00%
Over 180 Days	3	+200.00%



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

MARCH 2009

Total Sold Dollar Volume	\$16,999,242
Average Selling Price	\$1,307,634
Average List Price	\$1,739,238
Average Sales Price / Average List Price ..	87.00%
Sold Price / Sq. Ft.	\$405.87
Average Days on Market	78
Number of Listings Sold	13

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

MARCH 2010

Total Sold Dollar Volume	\$31,643,492	+86.15%
Average Selling Price	\$1,375,804	+5.21%
Average List Price	\$1,464,171	-15.82%
Average Sales Price / Average List Price ..	96.00%	+10.34%
Sold Price / Sq. Ft.	\$452.27	+11.43%
Average Days on Market	117	+50.00%
Number of Listings Sold	23	+76.92%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days	5	+150.00%
31 - 60 Days	4	+100.00%
61 - 90 Days	3	0.00%
91 - 120 Days	4	+400.00%
121 - 180 Days	4	+33.33%
Over 180 Days	3	+200.00%



LAGUNA BEACH (ALL AREAS)

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

MARCH 2009

Total Sold Dollar Volume	\$20,798,899
Average Selling Price	\$1,890,809
Average List Price	\$2,094,054
Average Sales Price / Average List Price ..	94.00%
Sold Price / Sq. Ft.	\$750.16
Average Days on Market	132
Number of Listings Sold	11

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

MARCH 2010

Total Sold Dollar Volume	\$36,596,220
Average Selling Price	\$1,829,811
Average List Price	\$2,016,745
Average Sales Price / Average List Price ..	94.00%
Sold Price / Sq. Ft.	\$692.86
Average Days on Market	172
Number of Listings Sold	20

DOM Number of Units	No. Of Units
1 - 30 Days	0
31 - 60 Days	5
61 - 90 Days	1
91 - 120 Days	3
121 - 180 Days	1
Over 180 Days	9

% CHANGE

+75.95%
-3.23%
-3.69%
0.00%
-7.64%
+30.30%
+81.82%
-100.00%
+400.00%
+100.00%
+50.00%
-66.67%
+350.00%



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

MARCH 2009

Total Sold Dollar Volume	\$1,700,000
Average Selling Price	\$850,000
Average List Price	\$2,859,500
Average Sales Price / Average List Price ..	46.00%
Sold Price / Sq. Ft.	\$542.09
Average Days on Market	125
Number of Listings Sold	2

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	2
Over 180 Days	0

MARCH 2010

Total Sold Dollar Volume	\$6,550,000	+285.29%
Average Selling Price	\$1,637,500	+92.65%
Average List Price	\$1,748,500	-38.85%
Average Sales Price / Average List Price ..	93.00%	+102.17%
Sold Price / Sq. Ft.	\$782.74	+44.39%
Average Days on Market	76	-39.20%
Number of Listings Sold	4	+100.00%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days	0	0.00%
31 - 60 Days	2	+200.00%
61 - 90 Days	1	+100.00%
91 - 120 Days	0	0.00%
121 - 180 Days	1	-50.00%
Over 180 Days	0	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

MARCH 2009

Total Sold Dollar Volume	\$33,851,994
Average Selling Price	\$1,025,818
Average List Price	\$1,646,960
Average Sales Price / Average List Price ..	84.00%
Sold Price / Sq. Ft.	\$385.87
Average Days on Market	139
Number of Listings Sold	33

DOM Number of Units	No. Of Units
1 - 30 Days	6
31 - 60 Days	3
61 - 90 Days	4
91 - 120 Days	1
121 - 180 Days	7
Over 180 Days	10

MARCH 2010

Total Sold Dollar Volume	\$94,763,700	+179.94%
Average Selling Price	\$1,334,700	+30.11%
Average List Price	\$1,439,756	-12.58%
Average Sales Price / Average List Price ..	94.00%	+11.90%
Sold Price / Sq. Ft.	\$542.46	+40.58%
Average Days on Market	127	-8.63%
Number of Listings Sold	71	+115.15%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days	9	+50.00%
31 - 60 Days	15	+400.00%
61 - 90 Days	13	+225.00%
91 - 120 Days	8	+700.00%
121 - 180 Days	8	+14.29%
Over 180 Days	15	+50.00%



NEWPORT COAST

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

MARCH 2009

Total Sold Dollar Volume	\$23,203,470
Average Selling Price	\$1,546,898
Average List Price	\$2,339,859
Average Sales Price / Average List Price ..	74.00%
Sold Price / Sq. Ft.	\$456.85
Average Days on Market	181
Number of Listings Sold	15

DOM Number of Units	No. Of Units
1 - 30 Days	1
31 - 60 Days	4
61 - 90 Days	0
91 - 120 Days	1
121 - 180 Days	2
Over 180 Days	7

MARCH 2010

Total Sold Dollar Volume	\$27,859,992
Average Selling Price	\$2,321,666
Average List Price	\$2,838,156
Average Sales Price / Average List Price ..	92.00%
Sold Price / Sq. Ft.	\$442.86
Average Days on Market	112
Number of Listings Sold	12

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

% CHANGE

+20.07%
+50.09%
+21.30%
+24.32%
-3.06%
-38.12%
-20.00%

+200.00%
-75.00%
+300.00%
0.00%
0.00%
-71.43%



NEWPORT HEIGHTS

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

MARCH 2009

Total Sold Dollar Volume	\$3,861,000
Average Selling Price	\$482,625
Average List Price	\$533,237
Average Sales Price / Average List Price ..	93.00%
Sold Price / Sq. Ft.	\$305.16
Average Days on Market	122
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	2

MARCH 2010

Total Sold Dollar Volume	\$13,384,800	+246.67%
Average Selling Price	\$1,029,600	+113.33%
Average List Price	\$1,117,250	+109.52%
Average Sales Price / Average List Price ..	94.00%	+1.08%
Sold Price / Sq. Ft.	\$436.37	+43.00%
Average Days on Market	130	+6.56%
Number of Listings Sold	13	+62.50%

DOM Number of Units	No. Of Units	% CHANGE
1 - 30 Days	2	-33.33%
31 - 60 Days	2	+200.00%
61 - 90 Days	2	0.00%
91 - 120 Days	1	+100.00%
121 - 180 Days	2	+100.00%
Over 180 Days	3	+50.00%



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

MARCH 2009

Total Sold Dollar Volume	\$12,955,000
Average Selling Price	\$1,296,500
Average List Price	\$2,621,150
Average Sales Price / Average List Price ..	81.00%
Sold Price / Sq. Ft.	\$300.39
Average Days on Market	199
Number of Listings Sold	10

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

MARCH 2010

Total Sold Dollar Volume	\$9,004,400
Average Selling Price	\$1,125,550
Average List Price	\$1,202,493
Average Sales Price / Average List Price ..	95.00%
Sold Price / Sq. Ft.	\$468.59
Average Days on Market	154
Number of Listings Sold	8

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

% CHANGE

-30.49%
-13.19%
-54.12%
+17.28%
+55.99%
-22.61%
-20.00%

0.00%
-50.00%
0.00%
+200.00%
0.00%
-66.67%



WEST NEWPORT - LIDO

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

MARCH 2009

Total Sold Dollar Volume	\$5,720,000
Average Selling Price	\$2,860,000
Average List Price	\$3,175,000
Average Sales Price / Average List Price ..	87.00%
Sold Price / Sq. Ft.	\$977.47
Average Days on Market	70
Number of Listings Sold	2

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

MARCH 2010

Total Sold Dollar Volume	\$12,170,000
Average Selling Price	\$1,217,000
Average List Price	\$1,318,590
Average Sales Price / Average List Price ..	93.00%
Sold Price / Sq. Ft.	\$573.98
Average Days on Market	179
Number of Listings Sold	10

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

% CHANGE

Total Sold Dollar Volume	+112.76%
Average Selling Price	-57.45%
Average List Price	-58.47%
Average Sales Price / Average List Price ..	+6.90%
Sold Price / Sq. Ft.	-41.28%
Average Days on Market	+155.71%
Number of Listings Sold	+400.00%

1 - 30 Days	+100.00%
31 - 60 Days	+300.00%
61 - 90 Days	+100.00%
91 - 120 Days	+100.00%
121 - 180 Days	-100.00%
Over 180 Days	+400.00%

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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