



MICROMARKETREPORT

June 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

June 2009

Median Price	N/A
Average Price per Square Foot	N/A
Properties Sold	0
Properties Pending Sale	0
Properties For Sale	71
Days on Market (Pending Sale)	N/A
Month's Supply of Inventory	N/A
Percent Under Contract	0.0%

June 2010

Median Price	\$1,800,000	N/A
Average Price per Square Foot	\$852	N/A
Properties Sold	4	0 to 4
Properties Pending Sale	5	0 to 5
Properties For Sale	70	-1.4%
Days on Market (Pending Sale)	77	N/A
Month's Supply of Inventory	12.6	N/A
Percent Under Contract	7.1%	0 to 7.1%

% 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

June 2009

Median Price	\$1,790,625
Average Price per Square Foot	\$712
Properties Sold	6
Properties Pending Sale	15
Properties For Sale	169
Days on Market (Pending Sale)	125
Month's Supply of Inventory	9.2
Percent Under Contract	8.9%

June 2010

Median Price	\$2,094,500	17.0%
Average Price per Square Foot	\$681	-4.4%
Properties Sold	16	166.7%
Properties Pending Sale	14	-6.7%
Properties For Sale	152	-10.1%
Days on Market (Pending Sale)	121	-3.2%
Month's Supply of Inventory	8.3	-9.8%
Percent Under Contract	9.2%	3.4%

% CHANGE



CRYSTAL COVE

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

June 2009

Median Price	\$4,420,000
Average Price per Square Foot	\$1,185
Properties Sold	1
Properties Pending Sale	1
Properties For Sale	61
Days on Market (Pending Sale)	4
Month's Supply of Inventory	51.0
Percent Under Contract	1.6%

June 2010

Median Price	\$5,195,000	17.5%
Average Price per Square Foot	\$1,039	-12.3%
Properties Sold	1	N/C
Properties Pending Sale	3	200.0%
Properties For Sale	35	-42.6%
Days on Market (Pending Sale)	157	3825.0%
Month's Supply of Inventory	8.7	-82.9%
Percent Under Contract	8.6%	437.5%

% 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

June 2009

Median Price	\$1,525,000
Average Price per Square Foot	\$498
Properties Sold	8
Properties Pending Sale	16
Properties For Sale	193
Days on Market (Pending Sale)	90
Month's Supply of Inventory	10.1
Percent Under Contract	8.3%

June 2010

Median Price	\$1,110,000	-27.2%
Average Price per Square Foot	\$514	3.2%
Properties Sold	14	75.0%
Properties Pending Sale	13	-18.8%
Properties For Sale	139	-28.0%
Days on Market (Pending Sale)	103	14.4%
Month's Supply of Inventory	8.8	-12.9%
Percent Under Contract	9.4%	13.3%

% CHANGE



EAST COSTA MESA

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

June 2009

Median Price	\$635,000
Average Price per Square Foot	\$381
Properties Sold	13
Properties Pending Sale	13
Properties For Sale	94
Days on Market (Pending Sale)	98
Month's Supply of Inventory	5.8
Percent Under Contract	13.8%

June 2010

Median Price	\$660,000	3.9%
Average Price per Square Foot	\$389	2.1%
Properties Sold	16	23.1%
Properties Pending Sale	16	23.1%
Properties For Sale	76	-19.1%
Days on Market (Pending Sale)	99	1.0%
Month's Supply of Inventory	3.2	-44.8%
Percent Under Contract	21.1%	52.9%

% 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

June 2009

Median Price	\$700,000
Average Price per Square Foot	\$371
Properties Sold	95
Properties Pending Sale	90
Properties For Sale	454
Days on Market (Pending Sale)	74
Month's Supply of Inventory	3.6
Percent Under Contract	19.8%

June 2010

Median Price	\$825,000	17.9%
Average Price per Square Foot	\$375	1.1%
Properties Sold	100	5.3%
Properties Pending Sale	105	16.7%
Properties For Sale	500	10.1%
Days on Market (Pending Sale)	67	-9.5%
Month's Supply of Inventory	3.3	-8.3%
Percent Under Contract	21.0%	6.1%

% 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

June 2009

Median Price	\$1,200,000
Average Price per Square Foot	\$606
Properties Sold	28
Properties Pending Sale	22
Properties For Sale	442
Days on Market (Pending Sale)	100
Month's Supply of Inventory	16.4
Percent Under Contract	5.2%

June 2010

Median Price	\$1,325,000	10.4%
Average Price per Square Foot	\$699	15.3%
Properties Sold	28	N/C
Properties Pending Sale	31	40.9%
Properties For Sale	402	-9.0%
Days on Market (Pending Sale)	126	26.0%
Month's Supply of Inventory	10.8	-34.1%
Percent Under Contract	7.7%	48.1%

% 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

June 2009

Median Price	\$1,240,000
Average Price per Square Foot	\$849
Properties Sold	1
Properties Pending Sale	5
Properties For Sale	83
Days on Market (Pending Sale)	252
Month's Supply of Inventory	14.2
Percent Under Contract	6.0%

June 2010

Median Price	\$2,200,000	77.4%
Average Price per Square Foot	\$1,342	58.1%
Properties Sold	6	500.0%
Properties Pending Sale	8	60.0%
Properties For Sale	73	-12.0%
Days on Market (Pending Sale)	150	-40.5%
Month's Supply of Inventory	7.1	-50.0%
Percent Under Contract	11.0%	83.3%

% 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

June 2009

Median Price	\$1,297,500
Average Price per Square Foot	\$501
Properties Sold	26
Properties Pending Sale	37
Properties For Sale	588
Days on Market (Pending Sale)	123
Month's Supply of Inventory	13.4
Percent Under Contract	6.3%

June 2010

Median Price	\$1,266,250	-2.4%
Average Price per Square Foot	\$661	31.9%
Properties Sold	48	84.6%
Properties Pending Sale	49	32.4%
Properties For Sale	512	-12.9%
Days on Market (Pending Sale)	107	-13.0%
Month's Supply of Inventory	8.6	-35.8%
Percent Under Contract	9.6%	52.4%

% CHANGE



NEWPORT COAST

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

June 2009

Median Price	\$2,222,585
Average Price per Square Foot	\$767
Properties Sold	10
Properties Pending Sale	6
Properties For Sale	216
Days on Market (Pending Sale)	109
Month's Supply of Inventory	30.2
Percent Under Contract	2.8%

June 2010

Median Price	\$1,517,500	-31.7%
Average Price per Square Foot	\$727	-5.2%
Properties Sold	14	40.0%
Properties Pending Sale	21	250.0%
Properties For Sale	161	-25.5%
Days on Market (Pending Sale)	163	49.5%
Month's Supply of Inventory	5.8	-80.8%
Percent Under Contract	13.0%	364.3%

% CHANGE



NEWPORT HEIGHTS

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

June 2009

Median Price	\$2,580,000
Average Price per Square Foot	\$667
Properties Sold	3
Properties Pending Sale	4
Properties For Sale	66
Days on Market (Pending Sale)	180
Month's Supply of Inventory	13.8
Percent Under Contract	6.1%

June 2010

Median Price	\$1,114,500	-56.8%
Average Price per Square Foot	\$458	-31.3%
Properties Sold	4	33.3%
Properties Pending Sale	6	50.0%
Properties For Sale	58	-12.1%
Days on Market (Pending Sale)	140	-22.2%
Month's Supply of Inventory	7.7	-44.2%
Percent Under Contract	10.3%	68.9%

% CHANGE



SHADY CANYON

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

June 2009

Median Price	\$3,190,500
Average Price per Square Foot	\$637
Properties Sold	2
Properties Pending Sale	2
Properties For Sale	43
Days on Market (Pending Sale)	136
Month's Supply of Inventory	18
Percent Under Contract	4.7%

June 2010

Median Price	\$3,000,000	-6.0%
Average Price per Square Foot	\$545	-14.4%
Properties Sold	1	-50.0%
Properties Pending Sale	0	-100.0%
Properties For Sale	26	-39.5%
Days on Market (Pending Sale)	N/A	N/A
Month's Supply of Inventory	N/A	N/A
Percent Under Contract	0.0%	-100.0%

% 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

June 2009

Median Price	\$740,000
Average Price per Square Foot	\$347
Properties Sold	10
Properties Pending Sale	5
Properties For Sale	79
Days on Market (Pending Sale)	95
Month's Supply of Inventory	13.8
Percent Under Contract	6.3%

June 2010

Median Price	\$1,175,000	58.8%
Average Price per Square Foot	\$521	50.1%
Properties Sold	13	30.0%
Properties Pending Sale	9	80.0%
Properties For Sale	74	-6.3%
Days on Market (Pending Sale)	88	-7.4%
Month's Supply of Inventory	6.2	-55.1%
Percent Under Contract	12.2%	93.7%

% CHANGE



WEST NEWPORT - LIDO

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

June 2009

Median Price	\$1,800,000
Average Price per Square Foot	\$832
Properties Sold	4
Properties Pending Sale	7
Properties For Sale	98
Days on Market (Pending Sale)	94
Month's Supply of Inventory	11.1
Percent Under Contract	7.1%

June 2010

Median Price	\$1,500,000	-16.7%
Average Price per Square Foot	\$875	5.2%
Properties Sold	7	75.0%
Properties Pending Sale	8	14.3%
Properties For Sale	99	1.0%
Days on Market (Pending Sale)	89	-5.3%
Month's Supply of Inventory	10.6	-4.5%
Percent Under Contract	8.1%	14.1%

% 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
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