



# MICROMARKETREPORT

July 2011 | Single Family Homes | Orange County



# WHAT IS A MICRO MARKET?

BROUGHT TO YOU BY LINDA REYNOLDS

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.

Teles began to study the market in specific neighborhoods, or as we call them, Micro Markets.

This market report is prepared specifically for your area. We hope it provides you with helpful information for your area. If your city or "Micro Market" is not listed within my web site please contact me and i will prepare one for your specific area.





# BALBOA PENINSULA

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

## JULY 2010

Median Price .....	\$2,447,500
Average Price per Square Foot .....	\$1,478
Properties Sold .....	2
Properties Pending Sale .....	4
Properties For Sale .....	72
Days on Market (Pending Sale) .....	252
Month's Supply of Inventory .....	15.5
Percent Under Contract .....	5.6%

## JULY 2011

Median Price .....	\$1,253,875	-48.8%
Average Price per Square Foot .....	\$576	-61.0%
Properties Sold .....	2	0.0%
Properties Pending Sale .....	5	N/C
Properties For Sale .....	60	-16.7%
Days on Market (Pending Sale) .....	185	-26.6%
Month's Supply of Inventory .....	10.8	-30.3%
Percent Under Contract .....	8.3%	48.2%

## % 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

## JULY 2010

Median Price .....	\$1,842,500
Average Price per Square Foot .....	\$1,003
Properties Sold .....	12
Properties Pending Sale .....	10
Properties For Sale .....	148
Days on Market (Pending Sale) .....	172
Month's Supply of Inventory .....	12.7
Percent Under Contract .....	6.8%

## JULY 2011

Median Price .....	\$1,750,000	-5.0%
Average Price per Square Foot .....	\$632	-37.0%
Properties Sold .....	13	8.3%
Properties Pending Sale .....	13	30.0%
Properties For Sale .....	137	-7.4%
Days on Market (Pending Sale) .....	93	-45.9%
Month's Supply of Inventory .....	8.6	-32.3%
Percent Under Contract .....	9.5%	39.7%

## % CHANGE



# CRYSTAL COVE

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

## JULY 2010

Median Price .....	\$5,500,000
Average Price per Square Foot .....	\$1,013
Properties Sold .....	3
Properties Pending Sale .....	2
Properties For Sale .....	39
Days on Market (Pending Sale) .....	120
Month's Supply of Inventory .....	16.5
Percent Under Contract .....	5.1%

## JULY 2011

Median Price .....	\$7,075,000	28.6%
Average Price per Square Foot .....	\$1,004	-0.9%
Properties Sold .....	2	-33.3%
Properties Pending Sale .....	2	0.0%
Properties For Sale .....	29	-25.6%
Days on Market (Pending Sale) .....	103	-14.2%
Month's Supply of Inventory .....	13	-21.2%
Percent Under Contract .....	6.9%	35.3%

## % 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

## JULY 2010

Median Price .....	\$1,650,000
Average Price per Square Foot .....	\$488
Properties Sold .....	16
Properties Pending Sale .....	8
Properties For Sale .....	151
Days on Market (Pending Sale) .....	100
Month's Supply of Inventory .....	15.9
Percent Under Contract .....	5.3%

## JULY 2011

Median Price .....	\$1,402,500	-15.0%
Average Price per Square Foot .....	\$537	10.0%
Properties Sold .....	8	-50.0%
Properties Pending Sale .....	25	212.5%
Properties For Sale .....	153	1.3%
Days on Market (Pending Sale) .....	91	-9.0%
Month's Supply of Inventory .....	4.8	-69.8%
Percent Under Contract .....	16.3%	207.5%

## % CHANGE



# EAST COSTA MESA

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

## JULY 2010

Median Price .....	\$629,500
Average Price per Square Foot .....	\$375
Properties Sold .....	10
Properties Pending Sale .....	8
Properties For Sale .....	81
Days on Market (Pending Sale) .....	134
Month's Supply of Inventory .....	8.5
Percent Under Contract .....	9.9%

## JULY 2011

Median Price .....	\$659,000	4.7%
Average Price per Square Foot .....	\$357	-4.8%
Properties Sold .....	15	50.0%
Properties Pending Sale .....	10	25.0%
Properties For Sale .....	69	-14.8%
Days on Market (Pending Sale) .....	36	-73.1%
Month's Supply of Inventory .....	5.3	-37.6%
Percent Under Contract .....	14.5%	46.5%

## % CHANGE



# FOUNTAIN VALLEY

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

## JULY 2010

Median Price .....	\$565,000
Average Price per Square Foot .....	\$299
Properties Sold .....	23
Properties Pending Sale .....	20
Properties For Sale .....	199
Days on Market (Pending Sale) .....	65
Month's Supply of Inventory .....	7.8
Percent Under Contract .....	10.1%

## JULY 2011

Median Price .....	\$560,000	-0.9%
Average Price per Square Foot .....	\$271	-9.4%
Properties Sold .....	23	0.0%
Properties Pending Sale .....	23	15.0%
Properties For Sale .....	158	-20.6%
Days on Market (Pending Sale) .....	104	60.0%
Month's Supply of Inventory .....	5	-35.9%
Percent Under Contract .....	14.6%	44.6%

## % CHANGE



# HUNTINGTON BEACH

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

## JULY 2010

Median Price .....	\$626,500
Average Price per Square Foot .....	\$392
Properties Sold .....	72
Properties Pending Sale .....	78
Properties For Sale .....	694
Days on Market (Pending Sale) .....	80
Month's Supply of Inventory .....	7.3
Percent Under Contract .....	11.2%

## JULY 2011

Median Price .....	\$629,950	0.6%
Average Price per Square Foot .....	\$346	-11.7%
Properties Sold .....	84	16.7%
Properties Pending Sale .....	114	46.2%
Properties For Sale .....	581	-16.3%
Days on Market (Pending Sale) .....	89	11.3%
Month's Supply of Inventory .....	3.6	-50.7%
Percent Under Contract .....	19.6%	75.0%

## % CHANGE



# IRVINE

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

## JULY 2010

Median Price .....	\$740,000
Average Price per Square Foot .....	\$362
Properties Sold .....	75
Properties Pending Sale .....	71
Properties For Sale .....	580
Days on Market (Pending Sale) .....	72
Month's Supply of Inventory .....	6.4
Percent Under Contract .....	12.2%

## JULY 2011

Median Price .....	\$742,000	0.3%
Average Price per Square Foot .....	\$360	-0.6%
Properties Sold .....	65	-13.3%
Properties Pending Sale .....	84	18.3%
Properties For Sale .....	541	-6.7%
Days on Market (Pending Sale) .....	72	0.0%
Month's Supply of Inventory .....	4.7	-26.6%
Percent Under Contract .....	15.5%	27.0%

## % CHANGE



# LAGUNA BEACH

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

## JULY 2010

Median Price .....	\$1,375,000
Average Price per Square Foot .....	\$711
Properties Sold .....	19
Properties Pending Sale .....	20
Properties For Sale .....	423
Days on Market (Pending Sale) .....	114
Month's Supply of Inventory .....	18.3
Percent Under Contract .....	4.7%

## JULY 2011

Median Price .....	\$1,117,500	-18.7%
Average Price per Square Foot .....	\$667	-6.2%
Properties Sold .....	26	36.8%
Properties Pending Sale .....	19	-5.0%
Properties For Sale .....	354	-16.3%
Days on Market (Pending Sale) .....	120	5.3%
Month's Supply of Inventory .....	16.1	-12.0%
Percent Under Contract .....	5.4%	14.9%

## % 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

## JULY 2010

Median Price .....	\$2,600,000
Average Price per Square Foot .....	\$1,409
Properties Sold .....	3
Properties Pending Sale .....	5
Properties For Sale .....	72
Days on Market (Pending Sale) .....	212
Month's Supply of Inventory .....	12.2
Percent Under Contract .....	6.9%

## JULY 2011

Median Price .....	\$1,725,000	-33.7%
Average Price per Square Foot .....	\$784	-44.4%
Properties Sold .....	4	33.3%
Properties Pending Sale .....	3	-40.0%
Properties For Sale .....	66	-8.3%
Days on Market (Pending Sale) .....	167	-21.2%
Month's Supply of Inventory .....	19.7	61.5%
Percent Under Contract .....	4.5%	-34.8%

## % CHANGE



# NEWPORT BEACH

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

## JULY 2010

Median Price .....	\$1,495,000
Average Price per Square Foot .....	\$652
Properties Sold .....	37
Properties Pending Sale .....	31
Properties For Sale .....	550
Days on Market (Pending Sale) .....	147
Month's Supply of Inventory .....	15.1
Percent Under Contract .....	5.6%

## JULY 2011

Median Price .....	\$1,375,000	-8.0%
Average Price per Square Foot .....	\$500	-23.3%
Properties Sold .....	36	-2.7%
Properties Pending Sale .....	51	64.5%
Properties For Sale .....	484	-12.0%
Days on Market (Pending Sale) .....	108	-26.5%
Month's Supply of Inventory .....	8	-47.0%
Percent Under Contract .....	10.5%	87.5%

## % CHANGE



# NEWPORT COAST

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

## JULY 2010

Median Price .....	\$1,549,000
Average Price per Square Foot .....	\$545
Properties Sold .....	11
Properties Pending Sale .....	12
Properties For Sale .....	141
Days on Market (Pending Sale) .....	147
Month's Supply of Inventory .....	9.7
Percent Under Contract .....	8.5%

## JULY 2011

Median Price .....	\$1,615,000	4.3%
Average Price per Square Foot .....	\$574	5.3%
Properties Sold .....	12	9.1%
Properties Pending Sale .....	16	33.3%
Properties For Sale .....	135	-4.3%
Days on Market (Pending Sale) .....	130	-11.6%
Month's Supply of Inventory .....	7	-27.8%
Percent Under Contract .....	11.9%	40.0%

## % CHANGE



# NEWPORT HEIGHTS

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

## JULY 2010

Median Price .....	\$1,352,500
Average Price per Square Foot .....	\$467
Properties Sold .....	4
Properties Pending Sale .....	2
Properties For Sale .....	61
Days on Market (Pending Sale) .....	38
Month's Supply of Inventory .....	25.5
Percent Under Contract .....	3.3%

## JULY 2011

Median Price .....	\$1,365,000	0.9%
Average Price per Square Foot .....	\$491	5.1%
Properties Sold .....	6	50.0%
Properties Pending Sale .....	7	250.0%
Properties For Sale .....	33	-45.9%
Days on Market (Pending Sale) .....	132	247.4%
Month's Supply of Inventory .....	3.4	-86.7%
Percent Under Contract .....	21.2%	542.4%

## % CHANGE



# PELICAN CREST

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

## JULY 2010

Median Price .....	N/A
Average Price per Square Foot .....	N/A
Properties Sold .....	0
Properties Pending Sale .....	0
Properties For Sale .....	20
Days on Market (Pending Sale) .....	N/A
Month's Supply of Inventory .....	N/A
Percent Under Contract .....	0.0%

## JULY 2011

Median Price .....	\$3,900,000	N/A
Average Price per Square Foot .....	\$561	N/A
Properties Sold .....	1	0 to 1
Properties Pending Sale .....	1	0 to 1
Properties For Sale .....	17	-15.0%
Days on Market (Pending Sale) .....	299	N/A
Month's Supply of Inventory .....	14	N/A
Percent Under Contract .....	5.9%	0% to 5.9%

## % CHANGE



# PELICAN HILL

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

## JULY 2010

Median Price .....	N/A
Average Price per Square Foot .....	N/A
Properties Sold .....	0
Properties Pending Sale .....	0
Properties For Sale .....	7
Days on Market (Pending Sale) .....	N/A
Month's Supply of Inventory .....	N/A
Percent Under Contract .....	0.0%

## JULY 2011

Median Price .....	\$5,601,000	N/A
Average Price per Square Foot .....	\$683	N/A
Properties Sold .....	1	0 to 1
Properties Pending Sale .....	0	N/C
Properties For Sale .....	12	71.4%
Days on Market (Pending Sale) .....	N/A	N/A
Month's Supply of Inventory .....	N/A	N/A
Percent Under Contract .....	0.0%	N/C

## % CHANGE



# PELICAN POINT

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

## JULY 2010

Median Price .....	N/A
Average Price per Square Foot .....	N/A
Properties Sold .....	0
Properties Pending Sale .....	0
Properties For Sale .....	5
Days on Market (Pending Sale) .....	N/A
Month's Supply of Inventory .....	N/A
Percent Under Contract .....	0.0%

## JULY 2011

Median Price .....	N/A	N/A
Average Price per Square Foot .....	N/A	N/A
Properties Sold .....	0	N/C
Properties Pending Sale .....	0	N/C
Properties For Sale .....	3	-40.0%
Days on Market (Pending Sale) .....	N/A	N/A
Month's Supply of Inventory .....	N/A	N/A
Percent Under Contract .....	0.0%	N/C

## % CHANGE



# SHADY CANYON

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

## JULY 2010

Median Price .....	\$2,800,000
Average Price per Square Foot .....	\$622
Properties Sold .....	1
Properties Pending Sale .....	1
Properties For Sale .....	33
Days on Market (Pending Sale) .....	77
Month's Supply of Inventory .....	28
Percent Under Contract .....	3.0%

## JULY 2011

Median Price .....	\$4,600,000	64.3%
Average Price per Square Foot .....	\$460	-26.0%
Properties Sold .....	1	N/C
Properties Pending Sale .....	2	100.0%
Properties For Sale .....	24	-27.3%
Days on Market (Pending Sale) .....	52	-32.5%
Month's Supply of Inventory .....	10	-64.3%
Percent Under Contract .....	8.3%	176.7%

## % CHANGE



# TURTLE RIDGE

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

## JULY 2010

Median Price .....	\$1,375,000
Average Price per Square Foot .....	\$440
Properties Sold .....	2
Properties Pending Sale .....	2
Properties For Sale .....	37
Days on Market (Pending Sale) .....	58
Month's Supply of Inventory .....	14.5
Percent Under Contract .....	5.4%

## JULY 2011

Median Price .....	\$1,987,500	44.5%
Average Price per Square Foot .....	\$507	15.2%
Properties Sold .....	4	100.0%
Properties Pending Sale .....	2	N/C
Properties For Sale .....	30	-18.9%
Days on Market (Pending Sale) .....	91	56.9%
Month's Supply of Inventory .....	13	-10.3%
Percent Under Contract .....	6.7%	24.1%

## % CHANGE



# TURTLE ROCK

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

## JULY 2010

Median Price .....	\$1,263,000
Average Price per Square Foot .....	\$493
Properties Sold .....	5
Properties Pending Sale .....	9
Properties For Sale .....	86
Days on Market (Pending Sale) .....	55
Month's Supply of Inventory .....	7.9
Percent Under Contract .....	10.5%

## JULY 2011

Median Price .....	\$2,443,125	93.4%
Average Price per Square Foot .....	\$474	-3.9%
Properties Sold .....	4	-20.0%
Properties Pending Sale .....	9	N/C
Properties For Sale .....	69	-19.8%
Days on Market (Pending Sale) .....	53	-3.6%
Month's Supply of Inventory .....	5.8	-26.6%
Percent Under Contract .....	13.0%	23.8%

## % 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

## JULY 2010

Median Price .....	\$1,239,000
Average Price per Square Foot .....	\$510
Properties Sold .....	6
Properties Pending Sale .....	6
Properties For Sale .....	87
Days on Market (Pending Sale) .....	168
Month's Supply of Inventory .....	12.3
Percent Under Contract .....	6.9%

## JULY 2011

Median Price .....	\$1,375,000	11.0%
Average Price per Square Foot .....	\$450	-11.8%
Properties Sold .....	12	100.0%
Properties Pending Sale .....	6	0.0%
Properties For Sale .....	81	-6.9%
Days on Market (Pending Sale) .....	109	-35.1%
Month's Supply of Inventory .....	12	-2.4%
Percent Under Contract .....	7.4%	7.2%

## % CHANGE



# WEST NEWPORT - LIDO

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

## JULY 2010

Median Price .....	\$1,601,000
Average Price per Square Foot .....	\$879
Properties Sold .....	6
Properties Pending Sale .....	6
Properties For Sale .....	106
Days on Market (Pending Sale) .....	104
Month's Supply of Inventory .....	15.3
Percent Under Contract .....	5.7%

## JULY 2011

Median Price .....	\$995,250	-37.8%
Average Price per Square Foot .....	\$474	-46.1%
Properties Sold .....	4	-33.3%
Properties Pending Sale .....	4	-33.3%
Properties For Sale .....	90	-15.1%
Days on Market (Pending Sale) .....	56	-46.2%
Month's Supply of Inventory .....	20	30.7%
Percent Under Contract .....	4.4%	-22.8%

## % 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