

"Fabulous Homes - Fabulous Representation"

(All data below on single family homes asking \$1,495,000 or more per MLS on 07/01/10)

July 2010



Dear Westwood Enthusiast:

Great news for Sellers! Activity is brisk and inventory levels remain low in Westwood and other Westside locations. Compared to June 2009, closings increased 7% and homes put into escrow climbed 33%. One home closed escrow above \$10M. Seven homes sold over the Original List Price (OLP) and two sold at the OLP. Additionally, inventory fell 17% and Days on Market (DOM) was down 7% year over year. A more specific analysis is included as an attachment for your review.

Multiple offers for homes are common. As usual, cash is king. In fact, most accepted offers at present are all cash. Some homes are in escrow before they can be shown, as Buyers are making sweet cash offers and short escrows that Sellers find hard to refuse. As always, over-priced inventory still sits with little to no activity.

The pace has picked up and competition for good properties is fierce. If you have thought of selling and have been waiting on the sidelines, now is a great time to get in the game. As an established, top listing agent with Coldwell Banker, International, I can sell your house at a price and with terms that will exceed your expectations. Contact me at your convenience to discuss the opportunities in this Sellers' market.

Best Regards;

A handwritten signature in blue ink that reads "Timothy Joseph". The signature is fluid and cursive.

Timothy Joseph, Previews Division Director

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(This is not intended as a solicitation if your property is currently listed with another broker)

Presented by
Timothy Joseph & The Joseph Realty Group

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Westwood June 2010 Market Activity

(All data used per MLS & as of 07/01/10 on homes asking \$1,495,000 or more)

HOMES CLOSED:

<i>Address</i>	<i>DOM</i>	<i>Original Listing Price</i>	<i>Selling Price</i>
1521 Club View Dr	102	\$2,995,000	\$2,500,000
685 Loring Ave	17	\$2,095,000	\$2,048,820
1249 Club View Dr	143	\$2,299,900	\$1,840,000
10476 Kinnard Ave	5	\$1,729,000	\$1,686,500

# Homes Sold	=	4 (up 100% from last year)
Average DOM	=	67 (up 317% from last year)
Average Discount from OLP	=	11.44%
Average Sales Price	=	\$2,019,000
Median Sales Price	=	\$2,197,000

HOMES PUT INTO ESCROW:

<i>Address</i>	<i>DOM</i>	<i>Listing Price</i>
812 N Manning Ave	27	\$2,249,000
771 Westholme Ave	26	\$2,195,000
540 Warner Ave	26	\$1,850,000
10511 Rochester Ave	97	\$1,640,000
10577 Eastborne Ave	106	\$1,545,000

# Homes in Escrow	=	5 (down 29% from last year)
Average DOM	=	56 (down 26% from last year)
Average Asking Price	=	\$1,896,000
Median Asking Price	=	\$1,850,000

HOMES ON MARKET:

# Homes Available	=	34 (down 17% from last year)
Average DOM	=	85 (down 25% from last year)
Average Asking Price	=	\$2,336,000
Median Asking Price	=	\$2,120,000

** All information is deemed reliable but may not be accurate.*

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Monthly Newsletter Supplement

Selected Westside Area June 2010 Market Activity

(All data used per MLS & as of 07/01/10 on homes asking \$1,495,000 or more)

Area	Homes Closed	Average DOM	Homes Put into Escrow	Average DOM	Homes on Market	Average DOM
Bel-Air	5	52	5	57	90	106
Beverly Hills 90210	7	61	7	36	89	122
BHPO	8	123	10	113	113	131
Brentwood	17	76	25	93	102	96
Santa Monica	15	85	10	37	64	91
Sunset Strip 90069	5	103	2	73	91	103
Westwood	4	67	5	56	34	85
TOTAL	61	81	64	66	583	105
Change From 1 yr Ago	+7%	+15%	+33%	-39%	-17%	-7%

Where They Stand

Overall Area Ranking	Closed / Active	Ranking	Escrow/ Active	Ranking	DOM Average Total	Ranking	Total Points*
1st - Santa Monica	23%	1	16%	2	71	2	5
2nd - Westwood	12%	3	15%	3	69	1	7
3rd - Brentwood	17%	2	25%	1	88	5	8
4th - BH 90210	8%	4	8%	5	73	4	13
5th - Bel-Air	6%	6	6%	6	72	3	15
6th - BHPO	7%	5	9%	4	122	7	16
7th - Sunset Strip	5%	7	2%	7	93	6	20

Closed properties & new escrows divided by active listings is valuable information in determining area strength. Also, DOM "Days on Market" is critical to area strength. The lower the DOM, the better. DOM average total above was determined by averaging DOM for all properties status. Finally, the lower an areas total points, the stronger the area performed that month.

(All information is deemed reliable but may not be accurate)

HOMES ON MARKET: WESTWOOD

<i>Address</i>	<i>Listing Price</i>	<i>Beds</i>	<i>Baths</i>	<i>Sq Ft</i>	<i>Lot Size</i>	<i>DOM</i>	<i>LP/Sq Ft</i>
300 Conway Ave	\$5,800,000	4	4.5	5562	15,400	212	\$1,043
910 Hilts Ave	\$3,995,000	4	3.5	3552	12,770	34	\$1,125
851 Glenmont Ave	\$3,895,000	3	4	4294	13,800	54	\$907
10809 Wellworth Ave	\$3,475,000	6	6	6146	6,664	189	\$565
633 Warner Ave	\$2,999,000	4	4.5	3518	8,581	43	\$852
10598 Kinnard Ave	\$2,795,000	5	5	4,470	7,230	187	\$625
1306 Thayer Ave	\$2,795,000	4	3.5	undisclosed	6,750	91	n/a
967 Malcolm Ave	\$2,499,000	5	4.5	4609	8,102	34	\$542
393 Dalkeith Ave	\$2,499,000	5	4.5	4199	16,417	296	\$595
646 Woodruff Ave	\$2,495,000	4	3.5	3934	15,376	42	\$634
10365 Mississippi Ave	\$2,495,000	3	3.5	2800	6,316	70	\$891
1010 Selby Ave	\$2,249,000	5	3.5	3119	7,710	81	\$721
760 Holmby Ave	\$2,199,000	5	4	3392	11,238	60	\$648
2255 Prosser Ave	\$2,195,000	5	5.5	3604	6,075	35	\$609
1320 Comstock Ave	\$2,195,000	4	3.5	3286	8,319	31	\$668
857 Glenmont Ave	\$2,149,000	4	3.5	3237	6,882	53	\$664
2357 Kelton Ave	\$2,145,000	5	5.5	4,400	6,615	130	\$488
10384 Tennessee Ave	\$2,095,000	5	4.5	3445	6,500	118	\$608
10614 Le Conte Ave	\$2,095,000	4	3.5	3204	7,448	28	\$654
2026 Fairburn Ave	\$2,050,000	5	4.5	4,155	6,075	117	\$493
769 Malcolm Ave	\$2,049,000	4	3	3,145	6,534	74	\$652
337 Veteran Ave	\$2,025,000	3	4	2,651	10,281	233	\$764
251 Veteran Ave	\$1,995,000	5	6	3,741	8,942	113	\$533
517 Veteran Ave	\$1,795,000	5	4	4,151	8,505	75	\$432
1367 Woodruff Ave	\$1,750,000	3	2.75	2,685	7,290	62	\$652
10360 Rochester Ave	\$1,749,000	2	2.5	2,618	4,617	49	\$668

10308 Ashton Ave	\$1,725,000	2	3	2,216	7,492	25	\$778
126 Greenfield Ave	\$1,695,000	3	3	3,152	8,775	14	\$538
10724 Lindbrook Dr	\$1,645,000	3	3	2,455	8,100	117	\$670
11167 Cashmere St	\$1,599,950	3	3	2,678	7,450	109	\$597
2045 Parnell Ave	\$1,599,000	6	3.75	2,906	6,750	61	\$550
10442 Kinnard Ave	\$1,595,000	4	4.5	3,019	5,401	15	\$528
2006 Kelton Ave	\$1,549,000	5	3.5	undisclosed	6,750	19	n/a
2286 Parnell Ave	\$1,539,000	5	4.5	3,038	6,621	13	\$507



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