

"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 Bel-Air Enthusiast:

Great news for Sellers! Activity is brisk and inventory levels remain low in Bel-Air 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

COLDWELL BANKER PREVIEWS INTERNATIONAL
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Bel-Air 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>
1210 Casiano Rd	47	\$3,295,000	\$2,950,000
10786 Chalon Rd	43	\$2,795,000	\$2,484,294
10980 Verano Rd	131	\$2,695,000	\$2,400,000
2770 Roscomare Rd	22	\$2,850,000	\$2,399,888
1355 Stradella Rd	18	\$1,595,000	\$1,640,000

# Homes Sold	=	5 (unchanged from last year)
Average DOM	=	52 (down 36% from last year)
Average Discount from OLP	=	10.25%
Average Sales Price	=	\$2,375,000
Median Sales Price	=	\$2,400,000

HOMES PUT INTO ESCROW:

<i>Address</i>	<i>DOM</i>	<i>Listing Price</i>
355 S Mapleton Dr	24	\$12,500,000
10772 Chalon Rd	160	\$5,950,000
418 Cascada Way	15	\$3,850,000
15470 Duomo Via St	76	\$3,349,000
117 N Glenroy Ave	11	\$2,749,000

# Homes in Escrow	=	5 (down 17% from last year)
Average DOM	=	57 (down 48% from last year)
Average Asking Price	=	\$5,680,000
Median Asking Price	=	\$3,850,000

HOMES ON MARKET:

# Homes Available	=	90 (down 12% from last year)
Average DOM	=	106 (down 24% from last year)
Average Asking Price	=	\$9,829,000
Median Asking Price	=	\$4,995,000

* 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 : BEL-AIR

<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>
332 St. Cloud Rd	\$53,000,000	9	21	undisclosed	52,710	502	n/a
10664 Bellagio Rd	\$50,000,000	8	16	20000	undisclosed	133	\$2,500
250 Delfern Dr	\$44,500,000	5	7.5	10,528	118,920	133	\$4,227
601 N Faring Rd	\$39,000,000	6	15	14,226	87,140	42	\$2,741
2911 Antelo View Dr	\$35,000,000	8	13	13000	233,481	68	\$2,692
10425 Revuelta Way	\$29,500,000	14	16.5	undisclosed	73,180	154	n/a
330 S Mapleton Dr	\$28,500,000	6	11	27816	51,400	62	\$1,025
111 N Mapleton Dr	\$28,500,000	7	11	11329	52,272	54	\$2,516
874 Stradella Rd	\$26,000,000	9	11	12300	69,260	290	\$2,114
360 S Mapleton Dr	\$24,950,000	9	7.5	11511	98,881	28	\$2,167
651 Siena Way	\$24,950,000	7	12	undisclosed	29,180	398	n/a
10847 Bellagio Rd	\$22,500,000	7	6	11254	43,560	56	\$1,999
10463 Bellagio Rd	\$19,500,000	5	5	undisclosed	62,290	17	n/a
200 Baroda Dr	\$18,900,000	4	5.5	5721	107,157	171	\$3,304
777 Sarbonne Rd	\$16,500,000	6	9	11408	49,658	75	\$1,446
130 Delfern Dr	\$16,500,000	6	9	undisclosed	52,707	49	n/a
651 N Faring Rd	\$16,495,000	10	11.5	12000	40,946	27	\$1,375
888 Sarbonne Rd	\$16,250,000	3	4	4324	87,000	181	\$3,758
11025 Anzio Rd	\$15,995,000	7	12	19000	66,211	27	\$842
210 N Carolwood Dr	\$15,900,000	8	11	undisclosed	43,560	10	n/a
11065 W Sunset Blvd	\$14,995,000	6	10	9393	24,119	20	\$1,596
250 N Carolwood Dr	\$14,995,000	5	5	6,102	43,124	6	\$2,457
345 St Pierre Rd	\$14,995,000	7	12	undisclosed	28,819	34	n/a
3121 Antelo Rd	\$12,950,000	8	14	15270	106,286	105	\$848
363 Copa De Oro Rd	\$12,750,000	6	9	11817	43,120	24	\$1,079
10720 Chalon Rd	\$12,475,000	3	5	undisclosed	49,222	138	n/a
1280 Stone Canyon Rd	\$9,950,000	6	7	8581	37461	91	\$1,160
822 Sarbonne Rd	\$8,995,000	4	9.5	7479	33,188	82	\$1,203
10646 Somma Way	\$7,995,000	6	7	6627	44,000	104	\$1,206
10835 Bellagio Rd	\$7,500,000	6	10	9700	34,194	185	\$773
1345 Moraga Dr	\$6,995,000	6	7	9467	69,256	110	\$739
725 N Faring Rd	\$6,995,000	6	7.5	6627	34,848	94	\$1,056
2189 Sheringham Ln	\$6,950,000	7	9.5	10500	15,033	150	\$662
1270 Stone Canyon Rd	\$6,950,000	5	4	5604	44,430	66	\$1,240
1892 Linda Flora Dr	\$6,800,000	4	4.5	5214	81,020	18	\$1,304
206 N Bentley Ave	\$6,450,000	5	12	11000	29,620	112	\$586
14340 Mulholland Dr	\$6,400,000	3	2	1991	20,000	652	\$3,214
461 Bellagio Ter	\$6,195,000	4	4.5	6624	50,368	119	\$935

600 Perugia Way	\$5,995,000	4	4	3770	23,090	27	\$1,590
11730 Stonehenge Ln	\$5,900,000	7	9.5	10700	16,703	126	\$551
11500 Orum Rd	\$5,495,000	5	5.5	4307	20,040	49	\$1,276
1744 Stone Canyon Rd	\$5,250,000	6	7	7,800	39,256	84	\$673
11803 Norfield Ct	\$5,100,000	5	7.5	7708	15,438	70	\$662
2173 Ravensfield Lane	\$4,999,000	5	7	9209	27,281	19	\$543
15101 Mulholland Dr	\$4,995,000	6	8	9000	14,810	31	\$555
100 Hilgard Ave	\$4,995,000	6	8	9000	16,500	366	\$555
1485 Stone Canyon Rd	\$4,950,000	5	7	undisclosed	37,900	19	n/a
1254 Roscomare Rd	\$4,899,000	6	5.5	7284	15,260	25	\$673
124 Udine Way	\$4,700,000	4	6	5728	50,850	31	\$821
2165 Queensborough Ln	\$4,650,000	6	8	8400	17,100	440	\$554
1939 Stradella Rd	\$4,499,000	6	10	8562	96,698	28	\$525
1236 Stradella Rd	\$4,499,000	5	5.5	5530	14,520	43	\$814
1251 Stone Canyon Rd	\$4,400,000	4	4	3405	56,628	27	\$1,292
1001 Hanover Dr	\$4,225,000	4	3.5	4840	9,680	312	\$873
2361 Stratford Cir	\$4,000,000	6	5.5	7609	17,829	115	\$526
1014 Moraga Dr	\$3,950,000	5	5.5	3844	72,580	61	\$1,028
1321 Linda Flora Dr	\$3,850,000	5	6	4452	23,304	48	\$865
933 Airole Way	\$3,799,000	3	4	4209	61,420	41	\$903
1249 Roscomare Rd	\$3,750,000	4	5	4808	16,590	34	\$780
1216 Roscomare Rd	\$3,699,000	4	4.5	5500	14,030	19	\$673
15475 Milldale Dr	\$3,395,000	7	7.5	6,229	20,170	138	\$545
1711 Stone Canyon Rd	\$3,325,000	3	3.5	undisclosed	13,020	232	n/a
248 Ashdale Pl	\$3,295,000	4	4	2937	12,410	21	\$1,122
2967 Beverly Glen Cir	\$3,250,000	5	6	5039	8,276	89	\$645
1957 Linda Flora Dr	\$2,995,000	6	7	5536	14,410	14	\$541
10660 Somma Way	\$2,775,000	3	3.5	2756	35,280	26	\$1,007
10520 Isadora Ln	\$2,675,000	6	5.5	5316	16,988	124	\$503
1514 Bel Air Rd	\$2,649,000	3	3	2397	18,730	484	\$1,105
1991 Stradella Rd	\$2,595,000	4	4	4,185	19,602	130	\$620
730 N Beverly Glen	\$2,495,000	5	5.5	4,810	19,490	105	\$519
15519 Casiano Ct	\$2,495,000	4	5	4200	12,242	13	\$594
1221 Roberto Ln	\$2,495,000	5	4	3756	17,598	64	\$664
205 N Glenroy Pl	\$2,399,000	3	5	2684	21,008	233	\$894
15585 Aqua Verde Dr	\$2,295,000	5	4.5	4026	10,707	49	\$570
10623 Lindamere Dr	\$2,099,000	4	3.5	3589	16,413	60	\$585
15539 Hammer Dr	\$1,995,000	4	3.5	4078	12,900	48	\$489
975 Moraga Dr	\$1,995,000	4	3.75	2452	15,377	56	\$814
10661 Lindamere Dr	\$1,975,000	3	2.5	2718	11,199	70	\$727
1314 Beverly Glen	\$1,900,000	1	1	400	5,870	154	\$4,750
940 N Stradella Rd	\$1,899,000	4	3	2554	69,260	153	\$744

1330 Linda Flora Dr	\$1,895,000	3	3.5	2634	29,000	34	\$719
947 Roscomare Rd	\$1,895,000	3	3	2455	28,926	109	\$772
815 Stradella Rd	\$1,895,000	3	3.5	2345	29,185	24	\$808
11323 Chalon Rd	\$1,795,000	3	3	2,288	29,010	112	\$785
15531 Collina Strada	\$1,775,000	4	4.5	3399	14,750	18	\$522
1065 Chantilly Rd	\$1,695,000	3	3	2125	31,910	29	\$798
1065 Chantilly Rd	\$1,695,000	3	3	2125	31,910	26	\$798
11719 Folkstone Ln	\$1,610,000	4	4.5	4432	6,309	116	\$363
871 Linda Flora Dr	\$1,495,000	3	4	2,798	45,300	229	\$534
121 S Thurston Ave	\$1,495,000	4	3.75	2450	10,297	13	\$610



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