

"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 Sunset Strip 90069 Enthusiast:

Great news for Sellers! Activity is brisk and inventory levels remain low in Sunset Strip 90069 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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Sunset Strip 90069 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>
1699 Woods Dr	11	\$3,595,000	\$3,303,956
1617 N Kings Rd	161	\$3,249,000	\$2,600,000
8222 Hollywood	202	\$2,950,000	\$2,195,000
8740 Hollywood	110	\$1,695,000	\$1,555,000
1285 Sunset Plaza Dr	29	\$1,695,000	\$1,400,000

# Homes Sold	=	5 (unchanged from last year)
Average DOM	=	103 (up 167% from last year)
Average Discount from OLP	=	16.16%
Average Sales Price	=	\$2,211,000
Median Sales Price	=	\$2,195,000

HOMES PUT INTO ESCROW:

<i>Address</i>	<i>DOM</i>	<i>Listing Price</i>
8403 Franklin Ave	125	\$1,999,999
8615 Fennell Pl	20	\$1,999,000

# Homes in Escrow	=	2 (down 50% from last year)
Average DOM	=	73 (down 57% from last year)
Average Asking Price	=	\$1,999,000
Median Asking Price	=	\$2,000,000

HOMES ON MARKET:

# Homes Available	=	91 (down 4% from last year)
Average DOM	=	103 (down 19% from last year)
Average Asking Price	=	\$4,171,000
Median Asking Price	=	\$2,999,000

* 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 : SUNSET STRIP

<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>
1380 Mockingbird Pl	\$19,950,000	7	11	11600	67,950	52	\$1,720
9210 Robin Dr	\$14,500,000	7	10	12000	45,740	139	\$1,208
1654 Blue Jay Way	\$13,250,000	4	6	9,725	17,120	28	\$1,362
1900 Sunset Plaza Dr	\$9,995,000	6	6	7,613	40,080	111	\$1,313
2100 Sunset Plaza Dr	\$8,999,000	6	11	10466	95,609	265	\$860
9342 Sierra Mar Dr	\$8,995,000	4	7	undisclosed	10,620	70	n/a
8159 Hollywood Blvd	\$8,990,000	7	9	8835	129,910	487	\$1,018
1478 N Kings Rd	\$8,750,000	4	4	undisclosed	45,820	138	n/a
1476 N Kings Rd	\$8,750,000	1	2	undisclosed	45,820	138	n/a
9199 Thrasher Ave	\$8,500,000	6	5	6673	18,648	8	\$1,274
1260 St Ives Pl	\$7,895,000	5	8	8644	12,030	133	\$913
8690 Franklin Ave	\$7,000,000	4	4.5	5376	5,260	515	\$1,302
1249 N Doheny Dr	\$6,950,000	5	6.5	7998	14,000	28	\$869
9066 St Ives Dr	\$6,595,000	3	5.5	5300	7,490	50	\$1,244
1443 Devlin Dr	\$6,250,000	4	7	6500	13,503	171	\$962
1162 Sunset Hills Rd	\$5,895,000	5	7	6343	8,430	198	\$929
1162 Sunset Hills Rd	\$5,895,000	4	6	6343	8,430	314	\$929
8530 Hedges Pl	\$5,895,000	4	3.5	undisclosed	9,000	339	n/a
1442 Devlin Dr	\$5,499,000	4	5	4625	15,660	250	\$1,189
1750 Viewmont Dr	\$5,250,000	4	6	5000	5,605	25	\$1,050
8555 Hollywood	\$5,250,000	6	5.5	undisclosed	15,590	39	n/a
9150 Oriole Way	\$4,995,000	3	3.5	3,000	17,244	107	\$1,665
8312 Hollywood	\$4,995,000	5	6.5	undisclosed	11,120	33	n/a
1545 Sunset Plaza Dr	\$4,500,000	4	5.5	4500	9,660	7	\$1,000
8825 Hollywood	\$4,500,000	3	3	3195	22,030	17	\$1,408
1614 Sunset Plaza Dr	\$4,485,000	4	6	4998	5760	42	\$897
9236 Cordell Dr	\$4,395,000	4	6	5000	5,400	116	\$879
9145 St Ives Dr	\$4,350,000	6	6	5434	14,790	53	\$801
1410 Tanager Way	\$4,250,000	3	3.5	undisclosed	22,000	87	n/a
1654 N Doheny Dr	\$3,995,000	3	3.5	3699	13,500	32	\$1,080
1286 Sunset Plaza Dr	\$3,950,000	4	3	4200	9,440	52	\$940
1575 Haslam Terrace	\$3,695,000	3	3	4000	20,840	87	\$924
1478 Sunset Plaza Dr	\$3,596,000	5	5	5500	8,420	63	\$654
9219 Robin Dr	\$3,595,000	4	4.5	3326	19,530	124	\$1,081
1551 Oriole Ln	\$3,500,000	3	3.5	2700	6,860	32	\$1,296
1600 N Kings Rd	\$3,495,000	3	3	3405	8,530	267	\$1,026
8179 Laurel View Dr	\$3,495,000	4	3.5	3307	9,460	34	\$1,057
9250 Cordell Dr	\$3,495,000	3	3	3200	7,826	25	\$1,092
9243 Cordell Dr	\$3,495,000	3	3.5	undisclosed	9,200	55	n/a
8914 Devlin Pl	\$3,450,000	3	3.5	3334	11,470	67	\$1,035

1420 Rising Glen Rd	\$3,395,000	3	3.5	3,850	12,000	108	\$882
1693 Marmont Ave	\$3,395,000	4	4.5	3500	8,110	26	\$970
1440 N Kings Rd	\$3,370,000	4	4	3434	6,120	353	\$981
8650 Franklin Ave	\$3,199,000	4	4.5	4000	13,940	24	\$800
1347 N Doheny Dr	\$3,195,000	4	3.5	3966	11,440	122	\$806
1602 Viewmont Dr	\$2,999,000	5	5.5	5878	5,680	126	\$510
9274 Warbler Way	\$2,995,000	5	5.5	5029	6,260	31	\$596
8590 Hollywood	\$2,995,000	3	5	3872	4,550	77	\$774
1641 Woods Dr	\$2,995,000	2	2.75	undisclosed	16,120	14	n/a
1360 Londonderry Pl	\$2,950,000	3	3	2444	9,360	34	\$1,207
8435 Franklin Ave	\$2,899,999	4	4.5	4000	8,320	102	\$725
1854 N Doheny Dr	\$2,895,000	4	3.5	2585	22,010	85	\$1,120
9279 Sierra Mar Dr	\$2,895,000	3	3	2138	10,070	75	\$1,354
8623 Franklin Ave	\$2,800,000	3	3	undisclosed	4,500	17	n/a
1814 Marchecta Pl	\$2,795,000	3	3.5	2717	13,104	54	\$1,029
8713 Sunset Plaza Ter	\$2,789,500	3	3.5	3063	7,560	109	\$911
9211 Nightingale Dr	\$2,750,000	5	4.5	3503	17,480	447	\$785
1868 N Doheny Dr	\$2,722,800	5	4	4017	23,827	97	\$678
1498 Sunset Plaza Dr	\$2,695,000	4	5	3591	7,900	31	\$750
1529 Oriole Ln	\$2,695,000	3	3	2,677	5,910	61	\$1,007
1414 Sunset Plaza Dr	\$2,695,000	3	3.5	2500	6,100	95	\$1,078
1871 Marchecta Pl	\$2,650,000	4	4	2855	27,225	10	\$928
1629 N Kings Rd	\$2,599,000	4	3.5	3200	7,200	172	\$812
1625 Sunset Plaza Dr	\$2,500,000	5	4	3969	12,560	19	\$630
1555 Rising Glen Rd	\$2,495,000	4	4	3565	9,180	216	\$700
1501 N Kings Rd	\$2,395,000	5	4.5	3700	7,980	72	\$647
8814 Pinto Pl	\$2,395,000	2	2.5	2527	5,930	68	\$948
1413 Queens Rd	\$2,390,000	3	3	3,041	8,328	154	\$786
8507 Franklin Ave	\$2,290,000	4	4	4,414	7,340	126	\$519
1446 Rising Glen Rd	\$2,225,000	4	4	3522	15,740	34	\$632
9289 Swallow Dr	\$2,195,000	4	3	2410	31,670	112	\$911
8440 Franklin Ave	\$2,000,000	3	3	2813	3,350	223	\$711
1301 Sunset Plaza Dr	\$1,975,000	2	2	2106	11,620	95	\$938
9072 /9074 Shoreham Dr. Dr	\$1,950,000	6	4	5368	5,357	80	\$363
1674 Sunset Plaza Dr	\$1,895,000	3	3	2336	5,740	34	\$811
1331 Belfast Dr	\$1,895,000	2	2.5	2040	11,840	52	\$929
1586 Sunset Plaza Dr	\$1,875,000	3	4	2350	7,410	138	\$798
1541 Oriole Ln	\$1,849,000	3	3	2052	6380	21	\$901
1900 Blue Heights Dr	\$1,825,000	3	3	3175	18000	15	\$575
8421 Carlton Way	\$1,799,000	4	5	5056	4820	53	\$356
1131 N Doheny Dr	\$1,799,000	4	3	3100	8390	76	\$580
1544 Sunset Plaza Dr	\$1,799,000	3	2	2384	7250	11	\$755
8981 St Ives Dr	\$1,795,000	3	3.5	3227	12710	12	\$556
8810 Hollywood	\$1,795,000	3	3	1852	5584	77	\$969

8511 Hollywood Blvd	\$1,775,000	3	2.5	2439	6980	11	\$728
8747 Shoreham Dr	\$1,699,000	4	4	3200	13980	16	\$531
8526 Hollywood	\$1,570,000	3	2.5	2152	5860	126	\$730
8247 Roxbury Rd	\$1,549,000	4	3.5	2686	4860	255	\$577
9143 St Ives Dr	\$1,500,000	5	4	2706	9370	78	\$554
8727 Sunset Plaza Pl	\$1,495,000	4	4	3321	7600	21	\$450



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