

"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 Beverly Hills 90210 Enthusiast:

Great news for Sellers! Activity is brisk and inventory levels remain low in Beverly Hills 90210 and other Westside locations. Compared to June 2009, closings increased 20% 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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Beverly Hills 90210 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>
1113 N Beverly Dr	14	\$8,495,000	\$8,200,000
0 Carla Rdg	14	\$7,495,000	\$7,500,000
1017 Ridgedale Dr	259	\$10,800,000	\$7,100,000
1112 Tower Rd	14	\$6,999,000	\$6,600,000
445 Martin Ln	36	\$4,890,000	\$4,530,000
529 N Rodeo Dr	84	\$4,995,000	\$4,500,000
713 N Oakhurst Dr	9	\$3,899,000	\$3,921,154

# Homes Sold	=	7 (down 22% from last year)
Average DOM	=	61 (down 26% from last year)
Average Discount from OLP	=	10.98%
Average Sales Price	=	\$6,050,000
Median Sales Price	=	\$6,600,000

HOMES PUT INTO ESCROW:

<i>Address</i>	<i>DOM</i>	<i>Listing Price</i>
424 Robert Ln	23	\$10,000,000
1011 Lexington Rd	18	\$4,995,000
1161 Shadow Hill Way	97	\$4,900,000
716 N Oakhurst Dr	75	\$3,850,000
301 N Maple Dr	14	\$2,495,000
1075 Carolyn Way	18	\$2,395,000
1140 San Ysidro Dr	4	\$1,799,000

# Homes in Escrow	=	7 (up 250% from last year)
Average DOM	=	36 (down 44% from last year)
Average Asking Price	=	\$4,348,000
Median Asking Price	=	\$3,850,000

HOMES ON MARKET:

# Homes Available	=	89 (up 20% from last year)
Average DOM	=	122 (down 14% from last year)
Average Asking Price	=	\$8,517,000
Median Asking Price	=	\$6,995,000

* 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: BEVERLY HILLS 90210

<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>
9577 Sunset	\$68,500,000	9	13	36000	85,377	28	\$1,903
1506 Lexington Rd	\$28,500,000	12	21	22798	67,082	346	\$1,250
1005 Laurel Way	\$23,750,000	9	13	undisclosed	63,650	173	n/a
1115 Calle Vista Dr	\$19,500,000	7	10	12,717	48,520	78	\$1,533
1023 N Roxbury Dr	\$19,000,000	8	7	11703	29,120	47	\$1,624
1076 Marilyn Dr	\$18,900,000	5	8	14609	38,200	442	\$1,294
917 N Crescent Dr	\$18,500,000	7	10	15000	23,130	98	\$1,233
1031 Summit Dr	\$16,000,000	4	5	7187	16,990	447	\$2,226
1050 Summit Dr	\$15,900,000	7	9	12600	34,850	129	\$1,262
1163 Calle Vista Dr	\$14,995,000	5	7	6189	62,377	166	\$2,423
335 Trousdale Pl	\$14,565,000	4	6	6229	21,280	103	\$2,338
1013 N Beverly Dr	\$14,500,000	6	8	6365	39,204	47	\$2,278
818 N Roxbury Dr	\$12,850,000	4	5.5	9302	19,130	74	\$1,381
630 Clinton Pl	\$12,300,000	5	5.5	8036	19,188	19	\$1,531
800 N Linden Dr	\$11,950,000	7	9.5	13000	17,920	74	\$919
820 N Roxbury Dr	\$10,950,000	7	9	8434	21,200	95	\$1,298
1169 North Hillcrest Road	\$10,000,000	5	8	9243	44,180	328	\$1,082
9925 Sunset	\$9,995,000	4	5	5173	31,363	31	\$1,932
1700 Green Acres Dr	\$9,799,000	5	7	9163	26,659	34	\$1,069
905 Foothill Rd	\$9,500,000	6	6	6643	34,016	13	\$1,430
1009 N Beverly Dr	\$9,500,000	4	5	3476	32,670	47	\$2,733
135 Monovale Dr	\$9,000,000	5	5.5	7,224	25,003	257	\$1,246
716 N Palm Dr	\$8,995,000	6	11	10,391	27,560	110	\$866
1728 Chevy Chase Dr	\$8,995,000	5	7	7200	20,869	104	\$1,249
1041 Summit Dr	\$8,500,000	4	7	8956	22,063	37	\$949
630 Mountain Dr	\$8,500,000	4	8	8287	45,740	13	\$1,026
525 Chalette Dr	\$8,395,000	4	7	6350	20210	40	\$1,322
616 N Foothill Rd	\$8,295,000	7	8.5	10000	13,340	56	\$830
716 N Palm Dr	\$7,995,000	7	11	10391	27,560	7	\$769
824 N Whittier Dr	\$7,900,000	4	5.5	7700	18,500	25	\$1,026
710 N Elm Dr	\$7,850,000	12	15	undisclosed	21,290	305	n/a
610 N Canon Dr	\$7,800,000	5	6	7185	17,260	522	\$1,086
905 N Roxbury Dr	\$7,700,000	5	5.5	4663	23,260	133	\$1,651
927 N Whittier Dr	\$7,650,000	5	6.5	undisclosed	25,260	173	n/a
809 Foothill Rd	\$7,500,000	5	6.75	5721	26,910	697	\$1,311
850 Loma Vista Dr	\$7,450,000	7	8.5	8086	29,560	53	\$921
917 Hartford Way	\$7,400,000	4	7.5	6033	29,710	98	\$1,227
700 Walden Dr	\$7,399,000	6	7	9000	11,460	168	\$822

706 N Crescent Dr	\$7,350,000	6	8	6854	16,017	38	\$1,072
523 N Alpine Dr	\$7,295,000	8	9	7399	12,430	54	\$986
911 Oxford Way	\$7,265,000	5	6	8552	28,790	119	\$850
610 Cole Pl	\$7,000,000	4	5	undisclosed	20,580	31	n/a
606 N Alta Dr	\$6,995,000	6	7.5	7500	12,580	138	\$933
1133 Tower Rd	\$6,995,000	5	8	6350	17,860	123	\$1,102
1120 El Retiro Way	\$6,995,000	5	7	6300	31,799	27	\$1,110
806 Foothill Rd	\$6,995,000	8	6.5	6022	24,770	14	\$1,162
590 Haynes Ave	\$6,875,000	4	5	undisclosed	24,750	121	n/a
1178 Loma Linda Dr	\$6,695,000	6	6.5	5227	54,699	77	\$1,281
712 N Maple Dr	\$6,695,000	7	6.5	4294	20,890	130	\$1,559
1012 N Hillcrest Rd	\$6,495,000	4	4.5	5854	30,930	112	\$1,110
1124 Marilyn Dr	\$6,475,000	6	6.5	7577	16,000	363	\$855
916 Benedict Canyon Dr	\$6,300,000	6	8	6840	25,047	26	\$921
1071 Laurel Way	\$6,295,000	4	4.5	6760	31,747	175	\$931
725 N Roxbury Dr	\$6,195,000	4	5	4155	15,410	178	\$1,491
900 N Hillcrest Rd	\$5,999,000	4	5.5	undisclosed	47,916	247	n/a
1292 Monte Cielo Dr	\$5,995,000	6	8.5	4555	50,530	213	\$1,316
708 N Rexford Dr	\$5,799,000	5	6	6138	16,570	245	\$945
806 North Whittier Drive	\$5,500,000	6	6	6392	18,520	69	\$860
700 N Linden Dr	\$5,500,000	4	4.5	5057	12,619	74	\$1,088
506 N Foothill Rd	\$5,395,000	6	8	6066	11,320	168	\$889
510 N Palm Dr	\$5,349,000	6	5.5	6,773	11,980	92	\$790
523 N Beverly Dr	\$4,995,000	8	8.5	6493	16,290	53	\$769
1157 Calle Vista Dr	\$4,795,000	5	4	4032	37,900	84	\$1,189
513 N Crescent Dr	\$4,750,000	4	6	3272	12,270	45	\$1,452
1107 N Hillcrest Rd	\$4,495,000	4	4.5	4389	32,670	119	\$1,024
1440 Loma Vista Dr	\$4,495,000	3	3.5	3866	26,990	42	\$1,163
9913 Sunset	\$4,449,000	4	5.5	5633	25,007	17	\$790
516 N Alta Dr	\$4,395,000	5	4.5	undisclosed	9,910	38	n/a
9000 Meredith Pl	\$4,195,000	4	5.5	4,140	25,260	67	\$1,013
510 Evelyn Pl	\$3,995,000	4	4.5	3,487	22,520	117	\$1,146
1001 Loma Vista Dr	\$3,900,000	5	6	5000	42,000	47	\$780
616 N Oakhurst Dr	\$3,850,000	4	4.5	3836	11,678	76	\$1,004
508 N Camden Dr	\$3,850,000	5	4.5	undisclosed	12,180	597	n/a
1016 Benedict Canyon Dr	\$3,800,000	4	4	4886	20,469	17	\$778
1125 Wallace Rdg	\$3,739,000	5	4.5	4717	32,570	55	\$793
263 N Rexford Dr	\$3,695,000	5	5.5	4518	7,550	144	\$818
1106 N Hillcrest Rd	\$3,695,000	4	4	3245	28,310	84	\$1,139
600 N Walden Dr	\$3,599,000	4	4	4889	10,510	11	\$736
521 N Palm Dr	\$3,595,000	3	3.5	4856	12,498	160	\$740
1258 Lago Vista Dr	\$3,495,000	3	4.5	undisclosed	38,333	40	n/a

217 N Palm Dr	\$3,485,000	6	5.5	5813	7,500	12	\$600
507 N Palm Dr	\$3,395,000	2	4.5	4026	12,960	34	\$843
312 N Oakhurst Dr	\$3,150,000	6	7.5	4181	7,500	43	\$753
1722 Ambassador Ave	\$2,895,000	4	4	3,405	8,650	31	\$850
1261 Coldwater Canyon Dr	\$2,849,000	4	4	undisclosed	16,650	137	n/a
1138 Coldwater Canyon Dr	\$2,575,000	4	4	3,785	25,260	61	\$680
1221 Coldwater Canyon Dr	\$2,490,000	5	4	3003	16180	254	\$829
113 N Palm Dr	\$2,295,000	4	2	2000	7500	12	\$1,148
143 N Rexford Dr	\$1,850,000	3	2	1714	7550	13	\$1,079



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