HOLLYWOOD RIVIERA REAL ESTATE MARKET
2ND QUARTER 2012 UPDATE

Riviera's Real Estate Market Trends 2012!

Inventory levels are way below normal here in the South Bay, the Hollywood Riviera being no different. Currently, there are only 10 properties for sale. Compare this with:

33 houses in July 2007
31 houses in June 2008
36 houses in July 2009
37 houses in July 2010
36 houses in July 2011
10 houses in July 2012

There are currently 18 homes in escrow - almost double what is for sale. 39 homes have sold since the beginning of the year vs. 50 this time last year - this is due to our low inventory. Homes coming on the market are selling, evidenced by 18 homes in escrow and only 10 currently for sale. The average sold price is UP this year by 1% over last year, so we are certainly in a stabilizing market similar to last year. We have been experiencing multiple offers.

If you are thinking of selling your home, now is an excellent time to do so. Average prices are up over last year - our market has been stabilizing over the last 2 years and it is now inching upwards. Buyers are aware of this. That combined with all time low interest rates make this an amazing opportunity to get into the Hollywood Riviera's wonderful neighborhood! Please call us for more extensive details about the marketing of your home or the best way to go about buying a home here in the Hollywood Riviera.

Sincerely,

Kelly & Laura

KELLY & LAURA's COMING SOON!

RIVIERA REAL ESTATE HAPPENINGS

KELLY & LAURA

KELLY & LAURA
"Sisters SOLD on the Hollywood Riviera"
(310) 613-2465 Kelly Evans (310) 738-7355 Laura Medina
www.KellyandLaura.com

Hollywood Riviera Real Estate Trends

2nd Quarter Statistics - as of July 1, 2012

Address *Currently In Escrow*	Sq Ft	Beds	Baths	List Price	DOM	Status
4069 Bluff St, TORR	1508	3	2	$631,900	42	Pending
24008 Janet Lane, TORR	1677	4	2	$664,900	15	Pending
948 Calle Miramar, RB ++	1120	3	1	$675,000	14	Pending
24880 Via Valmonte, TORR	2539	3	3	$750,000	132	Pending
4617 Vista Montana, TORR ++	1603	3	2	$759,000	8	Pending
429 Calle de Aragon, RB	1799	3	2	$824,500	42	Pending
107 Calle de Andalucia, RB ++	2862	5	4	$750,000	3	Pending
440 Calle Mayor, RB	2218	4	2	$949,999	59	Pending
461 Calle de Aragon, RB	1450	3	2	$975,000	252	Pending
413 Via la Selva, RB	2515	4	4	$1,100,000	12	Pending
301 Avenida Atezada, RB	2269	3	2	$1,149,000	266	Pending
3816 Bluff St, TORR	3737	4	3	$1,149,000	63	Pending
205 Via Colusa, RB	2492	3	3	$1,349,000	28	Pending
606 Calle de Arboles, RB K&L	3310	4	3	$1,495,000	93	Pending
309 Calle de Andalucia, RB K&L	3336	4	4	$1,529,000	96	Pending
437 Via la Selva, RB	3600	4	4	$1,679,000	29	Pending
403 Paseo Miramar, RB	3147	4	4	$1,875,000	81	Pending
433 Paseo de la Playa, RB	7792	7	7	$7,800,000	313	Pending

Address *SOLD*	Sq Ft	Beds	Baths	List Price	DOM	SOLD Price
412 Via Linda Vista, RB	1494	2	1	$665,000	0	$665,000
4021 Mesa St, TORR	1840	3	3	$749,000	18	$700,000
23705 Susana Ave, TORR	1276	3	2	$725,000	43	$705,000
4621 Greenmeadows Ave, TORR ++	1564	3	2	$715,000	14	$710,000
251 Calle de Andalucia, RB	1120	3	1	$720,000	30	$720,000
4914 Via El Sereno, TORR	1604	4	2	$750,000	3	$720,000
319 Via Monte D'Oro, RB K&L	2223	4	3	$849,500	74	$750,000
4409 Highgrove Ave, TORR	1607	3	3	$789,000	98	$759,000
4533 Highgrove Ave, TORR	1781	4	3	$799,000	64	$768,000
265 Avenida Atezada, RB ++	2443	3	2	$1,159,500	179	$800,000
100 Via Estrellita, RB K&L	1983	3	3	$949,000	19	$949,000
339 Calle de Andalucia, RB	2309	4	3	$1,149,000	134	$1,000,000
5623 Via del Collado, TORR	1612	4	2	$1,079,000	28	$1,000,000
348 Calle Mayor, RB	2140	4	2	$1,100,000	75	$1,075,000
142 Calle de Andalucia, RB ++	3550	4	3	$1,415,000	273	$1,099,000
103 Via Mesa Grande, RB	3002	4	3	$1,249,000	77	$1,141,000
464 Via El Chico, RB K&L	3016	4	3	$1,285,000	97	$1,285,000
144 Via la Circula, RB K&L	3048	4	3	$1,349,000	71	$1,400,000
607 Via los Miradores, RB	1844	4	2	$1,675,000	265	$1,500,000

Average Sales Statistics

	List Price	Sold Price	DOM	Avg. $ Per S/F	# Sold	Sq Ft
1st Half 2012	$1,032,491	$1,003,295	75	$459	39	2188
1st Half 2011	$1,018,556	$994,040	84	$481	50	2064
1st Half 2010	$1,051,405	$1,022,895	63	$521	39	2017
1st Half 2009	$1,040,208	$1,002,500	74	$500	24	2106

K&L - Symbol for Pending/Sold by Kelly & Laura ++ - Symbol for Bank Owned or Short Sale

Sales information obtained from the Greater South Bay Multiple Listing Service, deemed reliable but not guaranteed. Data pulled April 2, 2012

KELLY & LAURA

KELLY & LAURA

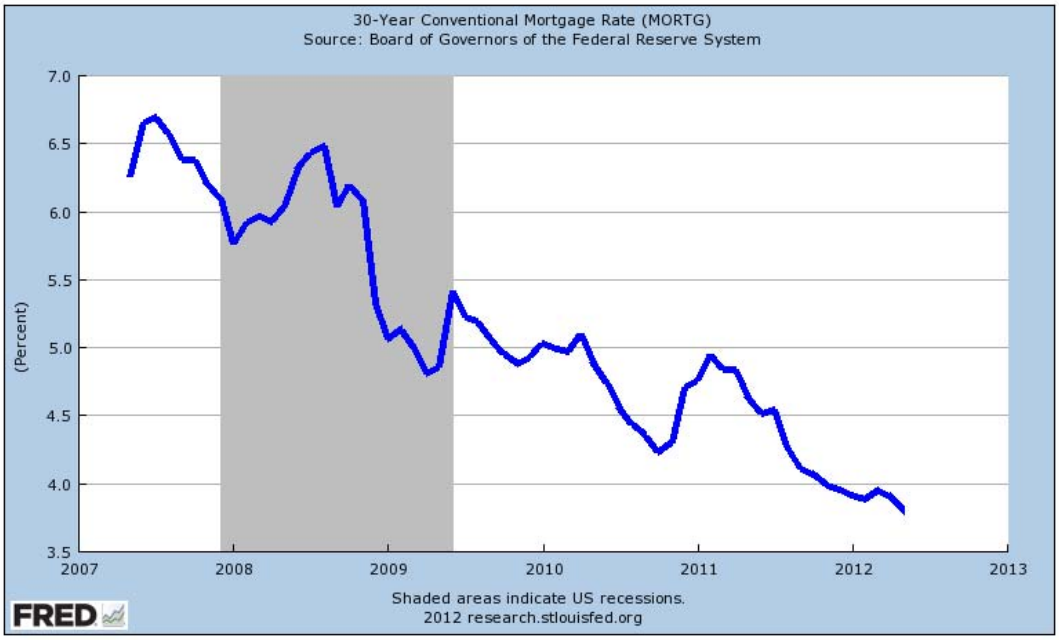
Local Business Spotlight!

JENNIFER MCDOWELL INTERIORS

Jennifer McDowell Interiors specializes in complete residential design, kitchen and bathrooms, offices, corporate and second homes, as well as architectural detailing and construction remodeling. Jennifer holds a General Contractor's license and is involved with projects starting with architectural planning, including space planning, lighting plans, finish specification through the construction phase complete interior deisgin and furnishings. Jennifer can be reached for a complimentary consultation at (310) 791-4620 or jen.mcdowell@verizon.net.

www.jennifermcdowellinteriors.com

Why use Brian Diederich at Riviera Funding?



RIVIERA FUNDING

REDONDO BEACH

1801 S. Catalina Ave #201 ~ Redondo Beach ~ CA ~ 90277 ~ 310-989-4041 ~ BDiederich@RivieraFunding.com

KELLY & LAURA

63 Malaga Cove Plaza
Palos Verdes Estates, CA 90274

Riviera Real Estate Happenings

2012 2nd Quarter-Hollywood Riviera Sales Statistics

"Sisters SOLD on the Hollywood Riviera"

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(310) 738-7355 Laura Medina DRE# 01309575

RE/MAX Palos Verdes Realty
Platinum Club Members

www.KellyandLaura.com

Congratulations, Randy & Heather, Recipients of the 'Outstanding Riviera Remodel Award' at 406 Via Mesa Grande!

You set out to build a family friendly home that blended in with the neighborhood character, as well as to capitalize on the gorgeous ocean, city and mountain views. Job well-done on a successful project!

Thank you for your contribution to the neighborhood,
Kelly & Laura

OUTSTANDING RIVIERA REMODEL AWARD

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Before ~ 406 Via Mesa Grande ~ Boring!

After ~ 406 Via Mesa Grande ~ Wow!!