



# “Riviera Real Estate Happenings”

## KELLY & LAURA

“Sisters SOLD on the Hollywood Riviera”



Issue 2

October 10th, 2007

### Welcome to the Second Edition of Our Newsletter

#### KELLY & LAURA'S New Listings



162 Via Los Miradores  
List Price \$1,099,000



356 Paseo de Arena  
List Price \$1,319,000



1237 S. Gertruda  
List Price \$1,325,000



301 Calle de Andalucia  
List Price \$1,129,000



5508 Riviera Way  
List Price \$929,000

**W**e Are “Sisters SOLD on the Riviera” for those of you who we haven’t met yet, we are Kelly & Laura; sisters that are lucky enough to live, work and play in the Hollywood Riviera. We specialize in selling real estate in the Hollywood Riviera. Living here really makes a big difference; we know first hand what makes this neighborhood so special! We feel proud to represent our sellers and honored to welcome new buyers to the Riviera. Our experience and enthusiasm for the area as well as our reputation for honesty and integrity make us people you will enjoy doing business with.

The Hollywood Riviera is one of the most gorgeous neighborhoods in Southern California. We are dedicated to serving our community and this newsletter is meant to enhance your knowledge of the real estate market here in the Riviera. One of our goals is to always be available to answer questions, go over the value of your home, offer referrals for services in the area, and help you get your home ready to sell for top dollar by *Staging* your home for you. We are both Accredited Staging Professionals, a designation approved by the California Association of Realtors and part of our DRE credits for continuing education. It is our goal to offer outstanding customer service to our clients - the kind of service we would expect to receive ourselves. We work mostly by referral and do our best during each transaction to satisfy your every need. We would love the opportunity to work with you. Feel free to call or e mail us anytime. Have a safe, happy and healthy autumn!

*Sincerely, Kelly Evans & Laura Medina*

### Mortgage News - What’s Up?

We suppose you have heard about the Sub Prime Mortgage Crash? What does this mean to You? Honestly, it doesn’t mean much to us here in the Hollywood Riviera. We did not have a lot of buyers from the Sub-Prime Market buying here. Typically, the average buyer here is a “Step-Up” buyer - they have equity in their current home/townhouse and are looking to move to a single family home situation – they bring that equity with them and borrow usually 80% or less of the purchase price of their home.

Statistically, did you know that only 13% of all loans outstanding in the US are Sub-Prime or Alt-A Loans (loans w/ credit better than sub-prime, but less than prime.) For Prime Loans, the foreclosure rate is .86%. Last year the U.S. saw a combined foreclosure rate of only 1.09%! So, as you can see, there are not a lot of foreclosures to be had here in our area. (Source: Mortgage Bankers Assoc, Federal Reserve, Federal Bureau of Investigation.)



**Our Gang**  
Jack (3), Parker (1 1/2), Bradley (9), and Madeline (5)

To Search Local Area Listings Please Visit Our Website

[www.KellyandLaura.com](http://www.KellyandLaura.com)

# Hollywood Riviera Real Estate Trends

## 3rd Quarter Sales for Hollywood Riviera - 2007

Address <i>CURRENTLY IN ESCROW</i>	Sqft	Bds	Bth	Price	DOM	Status
5202 Calle Mayor, TOR	1217	3	1.5	\$709,000	100	PND
132 Vista Del Parque, RB	2065	4	4	\$1,265,000	238	PND
Address <i>SOLD</i>	Sqft	Bds	Bth	List Price	DOM	SOLD Price
4075 Bluff, TOR	888	2	1	\$599,000	74	\$595,000
539 Calle Mayor, RB	1008	2	1	\$815,000	23	\$815,000
4302 Newton, TOR	2103	4	3.5	\$845,000	38	\$845,000
114 Via Los Altos, RB	940	2	1	\$849,000	15	\$845,000
5523 Riviera Way, TOR	1251	3	2	\$915,000	186	\$892,125
23407 Shadycroft Ave, TOR	1479	3	1.5	\$959,000	9	\$940,000
259 Calle de Andalucia, RB	1812	3	3	\$959,000	3	\$959,000
4309 Highgrove, TOR	2142	4	3	\$949,000	13	\$960,000
4515 Vista Largo, TOR	1822	3	2	\$999,000	33	\$965,000
320 Via Colusa, RB	1251	2	2	\$1,069,000	147	\$1,014,000
5618 Calle de Arboles, TOR	1618	3	2	\$985,000	6	\$1,025,000
5312 Calle de Arboles, TOR	1523	3	2	\$1,049,000	1	\$1,037,200
622 Calle de Arboles, RB	1490	3	2	\$1,089,000	49	\$1,070,000
344 Via El Chico, RB	2200	3	3	\$1,099,888	31	\$1,090,000
405 Via Linda Vista, RB	1685	3	2	\$1,129,000	82	\$1,110,000
515 Via Monte D'Oro, RB	1500	3	2.5	\$1,159,000	65	\$1,129,000
333 Calle de Andalucia, RB	2157	4	3	\$1,145,000	32	\$1,129,000
460 Calle de Castellana, RB	1464	3	1.5	\$1,129,000	125	\$1,170,000
420 Calle de Felipe, TOR	1920	3	2	\$1,199,000	47	\$1,200,000
362 Camino de las Colinas, RB	2318	2	2.5	\$1,199,000	10	\$1,205,000
5313 Calle de Arboles, TOR 	1503	3	2	\$1,199,888	11	\$1,230,000
945 Calle Miramar, RB 	2514	3	3	\$1,299,000	3	\$1,299,000
401 Via Los Miradores, RB 	2021	3	3	\$1,389,000	8	\$1,389,000
433 Camino de Encanto, RB	1560	3	2	\$1,499,000	6	\$1,425,000
142 Calle de Andalucia, RB	3550	4	3	\$1,499,000	111	\$1,450,000
156 Camino de las Colinas, RB	3083	4	2	\$1,400,000	31	\$1,450,000
328 Via El Chico, RB	2125	3	2	\$1,550,000	86	\$1,510,000
300 Calle Mayor, RB	2219	3	3	\$1,595,000	62	\$1,575,000
122 Via Monte D'Oro, RB	3551	3	3.5	\$1,598,000	19	\$1,598,000
466 Calle de Aragon, RB	2700	4	3.5	\$1,675,000	156	\$1,660,000
413 Via Malaga, RB	2733	4	3	\$2,299,000	25	\$2,299,000

### Average Sales

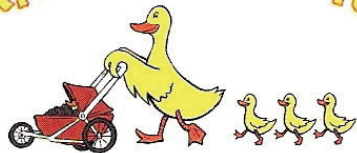
	List Price	Sold Price	DOM	Avg. \$ Per S/F	# Sold	Sq. Ft.
3rd Quarter 2007	\$1,201,444	\$1,189,688	48	\$644.95	31	1940
2nd Quarter 2007	\$1,165,921	\$1,146,268	71	\$580.81	28	2048
3rd Quarter 2006	\$1,061,700	\$1,033,438	23	\$644.14	24	1620

### Riviera Market Analysis - 3rd Quarter Sales

July, August and September showed **increasing** sales units and **increasing** average sales prices!!!! Don't believe everything the media is reporting about homes sales, if you read the fine print of those articles, they are from areas like Denver, Washington and San Bernardino, CA. The number of homes sold in the Riviera this quarter increased from 28 to 31, and the average sold price increased from \$1,146,268 to \$1,189,688. Average \$ per Square foot went up from \$580.81 to \$644.95. Finally, the average Days On Market **decreased** from 74 in the second quarter, to 51 in the third quarter. Priced properly, staged and ready to sell, homes are selling in multiple offers still! However, not all real estate agents are the same, our third quarter listings had an average of 8 Days On Market, selling at 100% of list price. Use Hollywood Riviera experts like us for the best possible results for your home sale!

## FEATURED LOCAL BUSINESS OWNERS

"After The Kids"



### Fitness Training For Moms

Pre/Post Natal • Pilates • Flexibility • Diet & Nutrition • Weight Loss • Weight Training

Kerry Rizzo 310.890.4072

NASM Certified Trainer

**Call Kerry Today, Mention this  
Ad and get \$100 OFF!**

REDONDO BEACH • MAMMOTH LAKES



### Brian S. Diederich

Broker/Owner

Real Estate Financing

(310) 373-7499 direct

(310) 989-4041 cell

[bdiederich@rivierafunding.com](mailto:bdiederich@rivierafunding.com)

YOUR LENDER FOR LIFE

### KELLY & LAURA

*Do you have a lender you can trust? Call  
Brian today for a complimentary evaluation of*

If You Would Like to Be Featured in our Next Newsletter, Please Call or Email Kelly & Laura!

## WHO KNEW? KELLY & LAURA BRING YOU UNIQUE & USEFUL TIPS

### Reheat Pizza

Heat up leftover pizza in a non-stick skillet on top of the stove, set heat to med-low and heat until warm. This keeps the crust crispy. No soggy microwave pizza.

### Easy Deviled Eggs

Put egg yolks in a zip lock bag. Seal the bag & mash the eggs until they are all broken up. Add the remainder of the ingredients, reseal the bag, and keep mashing it up, mixing it thoroughly. Cut the tip of the baggy and squeeze the mixture into the egg. Just throw away the baggy when done. Clean up is so easy!

### Broken Glass

Use a dry cotton ball to pick up pieces of broken glass - the fibers catch the ones you can't see.

### No More Mosquitoes

Place a dryer sheet in your pocket. It will keep the mosquitoes away.

### Flexible Vacuum

To get something out of a heat register or under the fridge, add an empty paper towel roll or empty gift-wrap roll to your vacuum. Flatten to get into narrow openings.

### Conditioner

Use conditioner to shave your legs. It's a lot cheaper and leaves your skin really smooth.

### Sand Be-Gone

Keep a bottle of baby-powder in your beach bag. When

### Cont'd Useful Tips

you're ready to leave the beach, sprinkle yourself and the kids with the powder and the sand will slide right off your skin.

### Reducing Static Cling

Pin a small safety pin to the seam of your pants/skirt and voila - static is gone.

### Reopening Envelopes

IF you seal an envelope and then realize you've forgotten to put something inside, just place the sealed envelope in the freezer for an hour or two. Voila - it unseals easily.

## Recipes by Locals

### Pumpkin Spice Cake

By: Denice Castro

1 Pumpkin or Spice Cake Mix  
1 (15 oz) Can Pumpkin Puree  
2 Eggs  
2 Tbsp Vegetable Oil

Preheat Oven to 350 degrees. Grease 9 x 13 baking pan. In a large bowl, mix the cake mix, pumpkin, eggs & oil for 3 mins w/ mixer on medium speed. Pour into prepared pan & spread evenly. Bake 35-40 mins or until toothpick inserted comes out clean.

Cool, frost w/ Cream Cheese frosting!

Send us your recipes and if selected receive a  
\$25 Trader Joe's Gift Card

**Call Kelly and Laura for More Details!**

# KELLY & LAURA

63 Malaga Cove Plaza  
Palos Verdes Estates, CA 90274



Hollywood Riviera  
Specialists!

## Curious What Your Home is Worth ?

**FREE** Market Analysis

*Call or E-mail Us*

**KELLY** - Cell 310-613 2465

*Email: Kelly@KellyandLaura.com*

**LAURA** - Cell 310-738-7355

*Email: Laura@KellyandLaura.com*

~ **Save the Date!!** ~

### Halloween Fun Day!

Riviera Village

Wednesday, October 31st 4pm

[www.RivieraVillage.org](http://www.RivieraVillage.org)

**Riviera Village Holiday Stroll**  
Thursday, November 29th 5-9pm

[www.RivieraVillage.org](http://www.RivieraVillage.org)

### Manhattan Beach Holiday Fireworks

Manhattan Beach Pier

Sunday, December 16th 7 - 8 pm

[www.ManhattanBeachChamber.net](http://www.ManhattanBeachChamber.net)

### The Nutcracker Ballet

El Camino College Marsee Auditorium

Sat & Sun, December 15 & 16 2pm

[www.SouthBayBallet.org](http://www.SouthBayBallet.org)

[www.kellyandlaura.com](http://www.kellyandlaura.com)

To Search Local Area Listings Please Visit Our Website



"Sisters SOLD on the Hollywood Riviera"



3rd QUARTER HOLLYWOOD RIVIERA SALES

**RIVIERA HAPPENINGS NEWSLETTER**

63 Malaga Cove Plaza  
Palos Verdes Estates, CA 90274

# KELLY & LAURA



RRSRT STD  
U.S. POSTAGE  
**PAID**  
PERMIT 110  
REDONDO BEACH  
CA 90277