

HÔM RESEARCH AUGUST 2011 MARKET UPDATE

/// Data by District ///

		ACTIVE LISTINGS	IN ESCROW		CLOSED LISTINGS	
MARKET AREA		09/10/2011	B - 09/10/2011	P - 09/10/2011	AUGUST-2010	AUGUST-2011
Newport Heights [6]	Detached	30	5	3	2	4
	Attached	36	12	6	7	9
	All	66	17	9	9	13
West Bay - Santa Ana Heights [7]	Detached	58	7	7	7	7
	Attached	5	2	1	1	2
	All	63	9	8	8	9
West Newport - Lido [8]	Detached	89	11	2	6	4
	Attached	22	4	0	0	2
	All	111	15	2	6	6
Lower Newport Bay - Balboa Island [9]	Detached	57	2	2	8	4
	Attached	1	0	0	0	0
	All	58	2	2	8	4
Balboa Peninsula [10]	Detached	56	1	2	3	4
	Attached	14	1	1	0	1
	All	70	2	3	3	5
East Bluff - Harbor View [11]	Detached	89	14	8	5	17
	Attached	88	17	11	6	15
	All	177	31	19	11	32
Corona del Mar - Spyglass [12]	Detached	108	12	7	10	12
	Attached	54	5	3	3	4
	All	162	17	10	13	16
Newport Coast [26]	Detached	102	10	7	19	12
	Attached	19	5	0	2	4
	All	121	15	7	21	16
Crystal Cove [27]	Detached	30	1	1	0	1
	Attached	3	0	0	0	0
	All	33	1	1	0	1
North Laguna	Detached	68	9	2	3	2
	Attached	15	1	1	1	2
	All	83	10	3	4	4
Laguna Village	Detached	133	28	8	15	9
	Attached	21	3	1	1	1
	All	154	31	9	16	10
South Laguna	Detached	64	9	4	8	4
	Attached	14	2	4	1	2
	All	78	11	8	9	6
Turtle Ridge	Detached	31	4	5	2	6
	Attached	4	4	2	4	2
	All	35	8	7	6	8
Costa Mesa - Eastside	Detached	43	17	17	14	7
	Attached	10	9	7	8	7
	All	53	26	24	22	14
Dana Point - Monarch Beach	Detached	70	14	2	5	4
	Attached	31	11	7	3	6
	All	101	25	9	8	10
Laguna Niguel - NS	Detached	69	17	5	12	16
	Attached	54	22	6	14	16
	All	123	39	11	26	32
Oceanfront - Laguna Beach	Detached	31	2	0	1	1
	Attached	16	1	1	0	1
	All	47	3	1	1	2
Oceanfront - Newport Beach	Detached	22	1	0	1	1
	Attached	1	0	0	0	2
	All	23	1	0	1	3
Bayfront - Newport Beach	Detached	45	1	3	4	3
	Attached	7	0	2	0	1
	All	52	1	5	4	4

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MARKET AREA		AVERAGE DOM	
		AUGUST-2010	AUGUST-2011
Newport Heights (6)	Detached	125	88
	Attached	77	112
	All	88	105
West Bay - Santa Ana Heights (7)	Detached	145	107
	Attached	37	108
	All	132	107
West Newport - Lido (8)	Detached	191	60
	Attached	-	368
	All	191	163
Lower Newport Bay - Balboa Island (9)	Detached	208	83
	Attached	-	-
	All	208	83
Balboa Peninsula (10)	Detached	117	270
	Attached	-	139
	All	117	246
East Bluff - Harbor View (11)	Detached	87	102
	Attached	205	111
	All	152	107
Corona del Mar - Spyglass (12)	Detached	113	81
	Attached	123	252
	All	115	124
Newport Coast (26)	Detached	153	132
	Attached	201	51
	All	158	112
Crystal Cove (27)	Detached	-	51
	Attached	-	-
	All	-	51
North Laguna	Detached	141	84
	Attached	265	182
	All	172	133
Laguna Village	Detached	149	178
	Attached	88	88
	All	145	169
South Laguna	Detached	105	81
	Attached	140	511
	All	108	224
Turtle Ridge	Detached	61	145
	Attached	119	57
	All	100	123
Costa Mesa - Eastside	Detached	93	64
	Attached	54	82
	All	79	73
Dana Point - Monarch Beach	Detached	120	214
	Attached	22	81
	All	83	134
Laguna Niguel - NS	Detached	87	110
	Attached	100	105
	All	94	107
Oceanfront - Laguna Beach	Detached	61	124
	Attached	-	614
	All	61	369
Oceanfront - Newport Beach	Detached	180	294
	Attached	-	518
	All	180	443
Bayfront - Newport Beach	Detached	233	143
	Attached	-	687
	All	233	279

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/// Data by City ///

CITY	NEW				UNDER CONTRACT				SOLD			
	AUG-08	AUG-09	AUG-10	AUG-11	AUG-08	AUG-09	AUG-10	AUG-11	AUG-08	AUG-09	AUG-10	AUG-11
Aliso Viejo	96	88	112	99	n/a	33	18	29	94	61	64	72
Corona del Mar	47	45	42	38	n/a	9	5	7	10	18	13	14
Dana Point	69	82	71	57	n/a	11	9	15	33	29	35	38
Irvine	240	271	319	265	n/a	68	66	72	182	187	172	171
Laguna Beach	55	73	83	54	n/a	9	7	10	23	24	29	18
Ladera Ranch	67	58	67	54	n/a	16	19	16	62	33	34	49
Laguna Niguel	109	134	160	115	n/a	35	27	32	67	76	79	89
Newport Beach	137	118	128	128	n/a	20	20	21	40	47	46	66
Newport Coast	36	40	37	37	n/a	7	4	4	13	16	20	17
San Juan Capistrano	77	55	69	46	n/a	19	11	23	49	39	33	37
Totals	933	964	1088	893	n/a	227	186	229	573	530	525	571

CITY	AVERAGE LISTING PRICE				AVERAGE SALES PRICE			
	AUG-08	AUG-09	AUG-10	AUG-11	AUG-08	AUG-09	AUG-10	AUG-11
Aliso Viejo	\$467,957	\$401,672	\$433,147	\$429,737	\$438,658	\$468,183	\$440,261	\$380,670
Corona del Mar	\$2,188,189	\$2,211,218	\$1,662,354	\$3,120,552	\$1,519,650	\$1,670,222	\$2,421,807	\$2,413,821
Dana Point	\$1,001,157	\$1,146,183	\$1,279,497	\$951,572	\$933,030	\$976,758	\$798,325	\$620,845
Irvine	\$808,856	\$730,788	\$726,678	\$750,726	\$771,702	\$667,859	\$656,646	\$630,546
Laguna Beach	\$3,356,868	\$3,399,448	\$2,985,854	\$2,676,997	\$1,566,195	\$2,187,708	\$2,041,120	\$1,717,277
Ladera Ranch	\$885,922	\$662,360	\$672,555	\$531,872	\$575,459	\$738,739	\$709,339	\$603,467
Laguna Niguel	\$883,406	\$692,344	\$637,491	\$627,946	\$610,400	\$599,237	\$526,471	\$542,716
Newport Beach	\$1,838,387	\$1,948,113	\$1,901,417	\$1,873,390	\$1,604,885	\$1,168,590	\$1,598,229	\$1,494,461
Newport Coast	\$3,096,644	\$2,486,633	\$2,978,567	\$2,374,302	\$2,395,230	\$2,259,062	\$2,437,150	\$1,689,323
San Juan Capistrano	\$827,861	\$731,741	\$766,308	\$828,348	\$479,752	\$476,523	\$442,281	\$525,595

CITY	SP/LP				SP/OLP				AVERAGE DAYS ON MARKET			
	AUG-08	AUG-09	AUG-10	AUG-11	AUG-08	AUG-09	AUG-10	AUG-11	AUG-08	AUG-09	AUG-10	AUG-11
Aliso Viejo	98.03%	99.41%	99.00%	97.23%	93.57%	96.52%	96.67%	92.89%	46	89	73	98
Corona del Mar	86.10%	93.03%	94.17%	97.74%	79.06%	83.84%	88.20%	70.14%	114	192	115	120
Dana Point	94.27%	96.24%	98.18%	97.24%	85.47%	89.16%	91.80%	92.33%	90	94	123	110
Irvine	91.84%	97.54%	97.14%	97.22%	86.97%	94.45%	94.62%	93.79%	75	64	71	93
Laguna Beach	85.61%	96.14%	94.17%	88.36%	79.15%	86.45%	26.32%	83.99%	127	173	137	158
Ladera Ranch	97.64%	97.22%	98.49%	97.30%	89.67%	85.80%	13.86%	92.27%	78	78	86	128
Laguna Niguel	97.53%	95.81%	96.30%	96.63%	92.67%	86.36%	92.48%	90.95%	62	75	84	107
Newport Beach	92.20%	93.17%	92.37%	94.54%	82.94%	88.18%	83.87%	88.43%	178	108	147	118
Newport Coast	91.89%	92.49%	94.77%	94.16%	83.92%	84.68%	89.91%	88.19%	111	135	147	106
San Juan Capistrano	96.89%	97.78%	96.89%	96.18%	90.99%	85.47%	90.96%	91.17%	53	108	98	110

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/// Data by District ///

average sales price, average sp/lp, average sp/olp, average sp/sq.ft.

		AVERAGE SALES PRICE		AVERAGE SP/LP		AVERAGE SP/OLP		AVERAGE SP/SQ.FT.	
MARKET AREA		AUGUST-2010	AUGUST-2011	AUGUST-2010	AUGUST-2011	AUGUST-2010	AUGUST-2011	AUGUST-2010	AUGUST-2011
Newport Heights (6)	Detached	\$1,702,500	\$1,286,800	87%	111%	82%	110%	\$564.15	\$560.97
	Attached	\$493,357	\$398,194	96%	97%	93%	93%	\$394.81	\$319.63
	All	\$762,055	\$671,611	94%	101%	91%	98%	\$432.44	\$393.89
West Bay - Santa Ana Heights (7)	Detached	\$996,714	\$1,107,428	97%	96%	88%	87%	\$390.06	\$441.34
	Attached	\$503,075	\$280,000	96%	96%	96%	80%	\$385.50	\$276.33
	All	\$935,009	\$923,555	97%	96%	89%	85%	\$389.49	\$404.67
West Newport - Lido (8)	Detached	\$1,647,916	\$2,905,250	91%	98%	84%	96%	\$459.98	\$731.60
	Attached	-	\$1,256,875	-	94%	-	69%	-	\$590.99
	All	\$1,647,916	\$2,355,791	91%	96%	84%	87%	\$459.98	\$684.73
Lower Newport Bay - Balboa Island (9)	Detached	\$3,019,500	\$2,365,000	88%	90%	79%	88%	\$890.29	\$930.73
	Attached	-	-	-	-	-	-	-	-
	All	\$3,019,500	\$2,365,000	88%	90%	79%	88%	\$890.29	\$930.73
Balboa Peninsula (10)	Detached	\$2,524,166	\$4,625,000	93%	89%	90%	77%	\$1,273.61	\$992.62
	Attached	-	\$975,000	-	98%	-	85%	-	\$609.38
	All	\$2,524,166	\$3,895,000	93%	91%	90%	79%	\$1,273.61	\$915.97
East Bluff - Harbor View (11)	Detached	\$1,741,000	\$1,783,352	91%	96%	88%	94%	\$514.84	\$554.85
	Attached	\$1,243,333	\$705,566	93%	95%	88%	92%	\$501.37	\$347.71
	All	\$1,469,545	\$1,278,140	92%	95%	88%	93%	\$507.49	\$457.76
Corona del Mar - Spyglass (12)	Detached	\$2,905,250	\$2,857,375	95%	97%	91%	90%	\$680.96	\$741.48
	Attached	\$810,333	\$1,332,500	94%	94%	92%	84%	\$374.78	\$750.20
	All	\$2,421,807	\$2,476,156	95%	97%	91%	89%	\$610.30	\$743.66
Newport Coast (26)	Detached	\$2,506,736	\$1,876,666	96%	93%	90%	88%	\$588.95	\$503.69
	Attached	\$860,000	\$687,125	97%	92%	84%	91%	\$439.12	\$443.62
	All	\$2,349,904	\$1,579,281	96%	93%	89%	88%	\$574.68	\$488.67
Crystal Cove (27)	Detached	-	\$3,450,000	-	99%	-	99%	-	\$744.34
	Attached	-	-	-	-	-	-	-	-
	All	-	\$3,450,000	-	99%	-	99%	-	\$744.34
North Laguna	Detached	\$2,858,333	\$1,700,000	94%	91%	90%	75%	\$782.78	\$630.63
	Attached	\$850,000	\$667,500	97%	95%	77%	78%	\$708.33	\$550.32
	All	\$2,356,250	\$1,183,750	95%	93%	87%	76%	\$764.17	\$590.48

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/// Data by District ///

average sales price, average sp/lp, average sp/olp, average sp/sq.ft. : continued

		AVERAGE SALES PRICE		AVERAGE SP/LP		AVERAGE SP/OLP		AVERAGE SP/SQ.FT.	
MARKET AREA		AUGUST-2010	AUGUST-2011	AUGUST-2010	AUGUST-2011	AUGUST-2010	AUGUST-2011	AUGUST-2010	AUGUST-2011
Laguna Village	Detached	\$2,189,333	\$1,104,144	95%	95%	81%	86%	\$729.18	\$582.46
	Attached	\$607,500	\$510,000	94%	102%	94%	87%	\$519.67	\$516.72
	All	\$2,090,468	\$1,044,730	95%	95%	81%	86%	\$716.08	\$575.88
South Laguna	Detached	\$1,911,750	\$3,299,750	91%	89%	86%	86%	\$662.91	\$1,153.73
	Attached	\$1,026,000	\$1,920,000	82%	90%	71%	76%	\$941.28	\$270.00
	All	\$1,813,333	\$2,839,833	90%	90%	84%	82%	\$693.84	\$859.16
Turtle Ridge	Detached	\$1,167,900	\$1,259,333	99%	94%	97%	89%	\$484.43	\$450.47
	Attached	\$487,000	\$545,500	97%	97%	91%	97%	\$353.33	\$363.78
	All	\$713,966	\$1,080,875	97%	95%	93%	91%	\$397.03	\$428.80
Costa Mesa - Eastside Eastside	Detached	\$609,242	\$621,428	98%	99%	97%	93%	\$448.92	\$399.30
	Attached	\$398,500	\$420,714	94%	98%	89%	96%	\$311.27	\$281.23
	All	\$532,609	\$521,071	97%	98%	94%	95%	\$398.86	\$340.27
Dana Point- Monarch Beach	Detached	\$2,390,200	\$932,000	97%	94%	90%	86%	\$705.00	\$412.12
	Attached	\$399,000	\$464,316	97%	97%	97%	97%	\$350.57	\$392.41
	All	\$1,643,500	\$651,390	97%	96%	92%	92%	\$572.09	\$400.29
Laguna Niguel- NS	Detached	\$872,833	\$839,118	93%	96%	89%	90%	\$333.65	\$317.58
	Attached	\$333,464	\$290,800	97%	96%	92%	92%	\$259.64	\$245.67
	All	\$582,403	\$564,959	96%	96%	90%	91%	\$293.80	\$281.63
Oceanfront - Laguna Beach	Detached	\$4,450,000	\$7,800,000	89%	87%	89%	87%	\$1,483	\$2,166.67
	Attached	-	\$3,300,000	-	83%	-	83%	-	-
	All	\$4,450,000	\$5,550,000	89%	85%	89%	85%	\$1,483	\$1,083.34
Oceanfront - Newport Beach	Detached	\$3,700,000	\$7,500,000	93%	100%	87%	38%	\$1,681.82	\$686.75
	Attached	-	\$1,249,500	-	97%	-	71%	-	\$818.16
	All	\$3,700,000	\$3,311,666	93%	98%	87%	60%	\$1,681.00	\$774.35
Bayfront - Newport Beach	Detached	\$1,079	\$5,850,000	90%	91%	75%	89%	\$1,079.47	\$1,352.08
	Attached	-	\$1,100,000	-	100%	-	51%	-	\$523.81
	All	\$1,079	\$4,662,500	90%	93%	75%	79%	\$1,079.47	\$1,145.01