

CONNECT WITH US!



FACEBOOK.COM/ROBERTBRIANTEAM



INFO@THESCVAGENTS.COM

The Robert & Brian Team

TheScvAgents.com



The Robert & Brian Team Real Estate Newsletter

September 2011

Issue #9

How's the SCV real estate market?



How the local real estate market is doing, really depends on who you're asking. If you're asking homebuyers—they're loving it. They love the low prices. The percentage of households in Los Angeles County that can now afford the median priced home in LA County rose to 46% in the 2nd qtr of 2011 from 43% in 2010. It's just as affordable to own, versus renting, for many.

The biggest hurdle for sellers isn't competition, as you might imagine. There was actually less homes for sale in Santa Clarita, in Aug 2011, versus Aug 2010. The biggest challenge to selling in this market is being priced correctly from the get-go. As a seller, you don't want to chase the declining home values, just sitting on the market, wasting precious time.

Homes that are selling, tend to either be priced just right, or at a slight discount, they have superior upgrades versus their competition, and or their location is highly desirable.

Moving beyond August into September 2011, we're seeing our listings sell very fast. Our listings tend to be very nice, upgraded, and are aggressively marketed to our buyers and network of top producing agents in Santa Clarita.

This might just be an active and busy Fall? So far, September has been our second busiest month in 2011, for homebuyer activity. We get emails, phone calls, and web inquiries daily, and a lot of them! This is encouraging, in that it shows homebuyer confidence, and sellers could reap the rewards of buyers competing amongst each other.

FACT CHECK: Year Over Year

- -4.2% less new listings in Aug 11 v Aug 10
- 5% more escrows in Aug 11 v Aug 10
- 24% more sold homes in Aug 11 v Aug 10
- -13% decrease in median sales price in Aug 11 v Aug 10
- 11% decrease in avg. sales price in Aug 11 v Aug 10
- Range with biggest price reduction % is homes sold at or under \$100k (20.2%)

Decline-in-Value Application Due By Nov 30, 2011

If you own a home in Santa Clarita, or anywhere in Los Angeles County for that matter, your home may have declined in value, from the prior year.

If you disagree with the value of your home on your 2010-2011 property tax bill, you can file a **Decline-in-Value Review Application** with the Assessor's office. The deadline for this application is Nov 30, 2011.

You may also file a formal 2011 appeal with the Assessment Appeals Board, but the deadline to do so is Nov 30, 2011.

Many homes are automatically reviewed for declines in value, however you may want to be proactive to ensure your assessed value is fair.

Contact us at 661-964-1760, to discuss your home's value. At no cost to you, we can provide you a full market analysis.

- **Robert & Brian**

Realty Executives Valencia

c/o The Robert & Brian Team

Robert Mickalson

Brian Ends

26650 The Old Rd Suite 300

Valencia, Ca 91381

Phone: 661-964-1760

Email: Info@TheScvAgents.com

September 2011 The Robert & Brian Team Newsletter

◇ The Robert & Brian Team 661-964-1760 ◇

Some Homes That We Sold, Year To Date...

15655 Walt Ct, Canyon Country

27716 Mahogany Row, Canyon Country

17969 Lost Canyon Rd, Canyon Country

39444 Calle El Parado, Santa Clarita

11240 Clearbrook Pl, Porter Ranch

12021 Ponderossa, Fontana

18104 Erik Ct #563, Canyon Country

24007 Mariposa, Valencia

18104 Flynn Dr #6601, Canyon Country

21560 Quinn Pl, Saugus

21730 Whey Dr, Saugus

17957 Lost Canyon Rd #38, Fair Oaks Ranch

18808 Mandan #303, Canyon Country

22604 Crown Point Ct, Saugus

29310 Snapdragon, Canyon Country

27608 Ruby Lane, Castaic

27945 Knight St, Castaic

20357 Julia Lane, Saugus

15604 D'Errico Lane, Canyon Country

25725 Emerson Lane, Stevenson Ranch

25256 Steinbeck Ave #F, Stevenson Ranch

25778 Vista Fairways, Valencia

15606 Saul Court, Canyon Country

19966 Tracy Ct, Canyon Country

23826 Toscana Dr, Valencia

We would love your referrals...661-964-1760

If your home is currently listed for sale, this is not intended to be a solicitation for your business.