



# Conrad Real Estate News

## **Orange County Facts** **(recently obtained from our SoCal** **MLS database)**

- Between February 2012-2013 there were total of 32,180 homes sold. To compare, there were 26,622 sold between February 2011-2012 and just for fun....there were 44,538 sales between February 2003-2004
- Last month, there was an average of 3,235 homes listed for sale in all of Orange County. To compare, there were an average of active 7,205 listings in February of 2012 and 13,976 active listings in February of 2011. \*\*The highest inventory was back in September, 2007 with 19,978 homes for sale!!\*\*
- Last month, the average sold price was \$602,000 while the average listing price was \$1,458,000. Back in February of 2012, the average sold price was \$499,000. \*\*In the recent recession, the lowest average price was back in February 2009 at \$458,000\*\*

## **San Clemente, Dana Point,** **and San Juan Capistrano**

- There are currently 329 active listings with 333 pending escrows
- There are currently 2 active bank owned listings and 7 pending escrows, totaling to about 1% of the current market
- There are currently 8 active short sale listings and 110 pending short sale escrows, totaling about 17% of the current market

## **Newport Beach, Corona Del Mar,** **Laguna Beach, Newport Coast**

- There are currently 521 active listings with 304 pending escrows
- There are currently 5 active bank owned listings and 7 pending escrows, totaling to about 1.5% of the current market
- There are currently 6 active short sale listings and 41 pending short sale escrows, totaling about 6% of the current market

SPRING 2013

## **WHAT'S INSIDE?**

- > **Can you Trust Online Property Values?**
- > **TIPS TO PREPARE A HOUSE FOR SALE**
- > **Current Stats on OC Foreclosure Inventory**
- > **WHY SUCH A LOW IN INVENTORY?**

# Market Insight

## Inventory is Historically Low!!

If you have studied these market reports over the last couple years or if you have followed the market in the newspapers, the theme for the last 18 months is the extremely low inventory. Over the last couple months, the inventory has hovered around 3,200, last year was about 6,600 listed and before the great recession, it was closer to about 18,000. It's just a combination of a few things. The short sale and bank owned inventory is almost non-existent in today's market. If you add that to the fact that most homeowners who have needed to do a short sale already have and generally speaking, most loan modifications are eventually going through, that takes out about 30-40% of the inventory that has fueled the market over the last 5 years. Check out the attached graph in this newsletter on the distressed inventory, it's pretty amazing the changes over the last 18 months. In addition to that, whatever listing is on the market that is reasonably priced, will sell within the first 45 days and most of the time much shorter. That momentum has really fueled an incredibly active market that doesn't seem to be stopping anytime for the year 2013.

## Appreciation + interest rates = how does that affect the market??

This year is going to simply cost more money to purchase your first home, upgrade into a larger home, and

will have less investment return for rental property. With the appreciation and interest rates now closer to 4%, your monthly payment will be higher, property taxes will be increased, and the cost of selling or buying will also cost more. With that said, 2013 is still a great year to make the move. If it were a perfect world, you would have made the move at the absolute bottom about 12-18 months ago when rates and prices were cheaper. You can never perfectly time the bottom but this year is not a bad year. Rates and prices are still very cheap and the overall future outlook is great. The bonus is the inevitable appreciation over the next 5-10 years, which most would agree looks very positive!

“2013 is a Great Year to Make a Move”

## Can online values be trusted??

One word.....NO! The old saying in real estate is “location, location, location”. The online digital systems can get a general outlook of pricing for houses, condos and apartment buildings but never rely on them. There is so much to real estate, especially closer to the coastal areas, where there is a big difference with values of homes and huge differences with custom home neighborhoods. Location and size are big factors but what about views, upgrades, lot sizes, privacy, backyard features like pools or guest houses. We've sold homes at \$200/ft, \$300/ft, \$600/ft and even up



**949.TERMITE**  
949.837.6483  
Call now for your **FREE** termite inspection or **25% discount** on general pest control  
Discount on initial general pest control services



FAMILY VALUES  
PROFESSIONAL RESULTS  
PERSONAL SERVICE



**ALOHA!**  
the water is beautiful...  
Lic: 929074



...but not flooding your floors and walls!  
**KADE RESTORATION** Mold + Water Damage  
Epoxy Piping  
In KADE Of Water Damage, Call Now!  
**949-366-3330**

to \$1000-1100/ft. One of the most popular websites is Zillow.com. Lots of information, very smart program but for the most part, it can mis-lead both buyers and sellers. Just remember, a lot of the online information and Blogs are not very well informed sites. For example, we just sold a home on 1547 Salvador in San Clemente with the asking price of \$1,199,000. It sold in the first 2 weeks for close to the asking price. Zillow Estimate has the value at \$1,048,000.....I can say with a lot of confidence that it's worth

**reat Year  
Move"**

much more than that!! What if that seller had relied on that value? What if they decided to sell it on their own and sold it to a friend for that suggested value? With your biggest asset, never rely Please call us today for a real value on your property; never rely on what an online values says.

### ***What can you do to prepare your home for sale??***

Cleaning clutter, newer carpet, touching up paint, hiring professional cleaners, getting windows cleaned and having the gardener clean up and re-plant some of the yard. All of these are key to get the home up to showing standard and gives just an extra incentive to write up an strong offer. California real estate is expensive and having the home show very well is key in today's market to get the top dollar. Anyone can cut the price 30% and get it sold in As-Is condition but most of our sellers want the best price the market will give them. We take the extra step too for our clients to insure getting top dollar for their home and that has helped us in the past. We will commonly hire a design consultant to help with staging a home with your current furniture or design. It can be very affordable and has been a huge help, especially for older 1950-1960's homes that need a lot of work. In the hotter markets around the area, it will help get multiple offers and people really appreciate a turn-key home. If you combine the best real estate agents, a home that shows beautifully, well priced within the community.....it's a recipe for a "Sold" sign very soon. ■ ■ ■



## **PROPERTY MANAGEMENT**

**Steve CONRAD**

stevec@conradrealestate.com

D: 949.542.8347 • T: 949.492.9400 x 8347  
M: 949.275.1109 • F: 949.492.2081

1000 S El Camino Real, San Clemente, CA 92672

DRE #01297404

Orange County's #1 Independent Escrow Company  
**Homestead**  
Escrow, Inc.

*"Discover the Power  
of Independence"*

30131 Town Center Drive • Suite 135 • Laguna Niguel, California 92677

Toll Free: **866-358-5100**

Web: [www.homesteadescrow.com](http://www.homesteadescrow.com)

**Eddie Tanamachi**

Sr. Escrow Officer

Tel: **949-249-6600**

Fax: **949-429-5884**

[eddie@homesteadescrow.com](mailto:eddie@homesteadescrow.com)

**Katie Wilson-DiCaprio**

Director of Marketing

Cell: **949-303-9510**

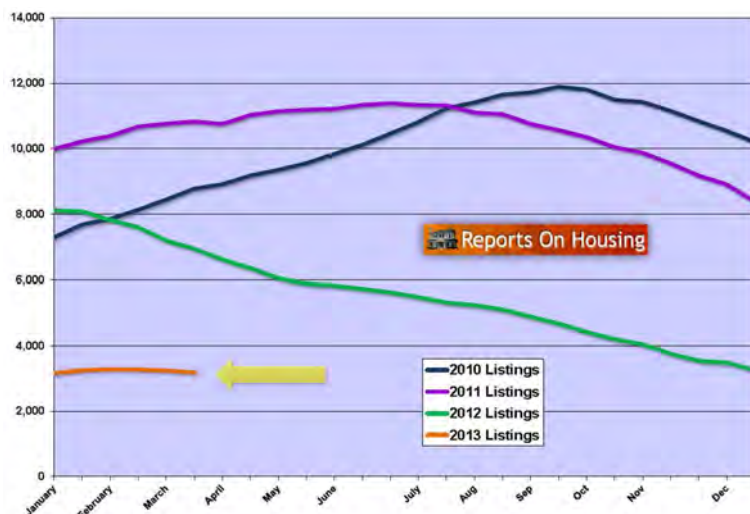
Fax: **949-249-4085**

[katie@homesteadescrow.com](mailto:katie@homesteadescrow.com)

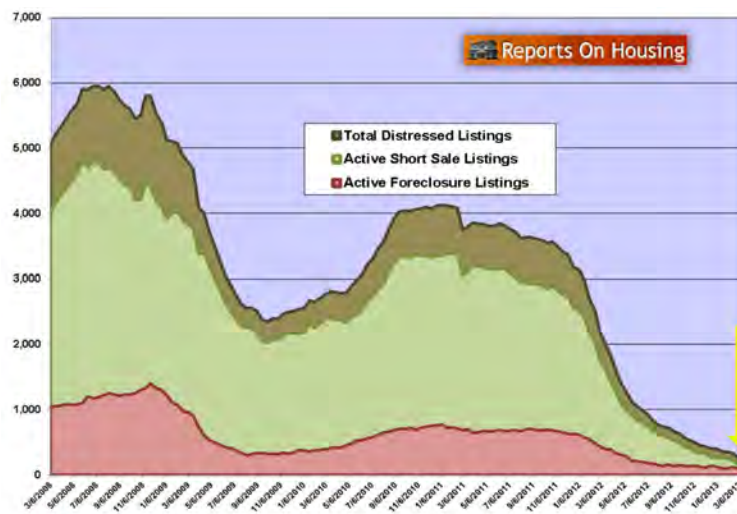


**Realtors, Inc. Family owned for almost 50 years. Call us today. (949) 492-9400**

## Orange County Active Listing Inventory Year Over Year



## Orange County Distressed Listing Breakdown



## Why sell with Conrad Realtors, Inc.??

*The market changes are almost incredible and with the new market momentum, it's key to have your biggest asset handled by the best in the business.*

### Our Core Objectives:

- To expose your home to as many possible buyers as possible.
- To communicate to you the weekly results of our marketing activities.
- To assist you in negotiating the highest dollar value... between you and the buyer.
- To successfully close the transaction and follow-up with any administration details
- To assist you in getting as many qualified offers as possible.
- To provide you with accurate information to make an informed, intelligent decision.
- To personally assist and advise during any problems or complications.

*Why call anybody else?! We are proud to be celebrating our 50<sup>th</sup> year in the business, over 5 full decades of helping the community! With the deep history of our grandparents George and Louise Conrad who started the company in the 1960's and of course our parents Bob and Mary Jo Conrad and with the additions of the 3 sons, Steve, Jeremy and Bill Conrad over the last 15 years.....it looks like the Conrad Realtors Inc. office will be around possibly for another 50 years. We have helped thousands of clients buy homes in Orange County, ranging from custom estates, beach fixers, apartment buildings, bank owned properties, probate sales, pre-foreclosures, trust sales, mixed use projects, and commercial buildings. Please contact us today for a consultation.*



**Jeremy Conrad**

JConrad@ConradRealEstate.com

949-542-8348



**Bill Conrad**

BillC@ConradRealEstate.com

949-542-8349

**Follow Us!**





### **2900 Calle Frontera San Clemente**

Private 4 bedroom, 3 bath, 2,568 sq. ft.  
on a 7,644 sq. ft. lot.

Beautiful home with picturesque canyon views  
that create a tranquil environment!

Open floor plan, cherry cabinets & French doors in this  
wonderful home! Lots of beautiful upgrades throughout.

Asking \$669,000



### **2308 S Ola Vista San Clemente**

Gorgeous, custom 4 bedroom, 4.5 bath,  
3,485 sq. ft. on larger 11,400 sq. ft. canyon lot

Custom built SW San Clemente home near Riviera District!

Features high vaulted ceilings, refinished hardwood  
flooring, & gourmet kitchen with all the modern amenities!

Asking \$ 1,329,000



### **205 Montalvo San Clemente**

Trophy Triplex with all 2-bedroom/1 bath units  
with over 2,500 sq. ft.

Panoramic ocean views from the 2<sup>nd</sup> level & large ocean  
view decks from each upstairs unit!

Highly Upgraded units which include travertine flooring,  
new windows & doors & remodeled bathrooms.

Asking \$1,150,000



## 125 Valencia San Clemente

3 bedrooms, 2 baths, 2,250 sq. ft. on 5,175 sq. ft. lot.  
Spectacular custom Southwest San Clemente home!

Vaulted ceilings, oak hardwood flooring  
& spacious kitchen with ocean views!

Asking \$995,000



## 163 Junipero San Clemente

Custom SW San Clemente 5 bedrooms, 5.5 baths,  
4,400 sq. ft. on huge, private canyon lot.

Ocean views, large backyard, up to 7-car garage  
with full office/mother-in-law suite potential.

Custom hardwood flooring, raised ceiling with wooden  
beams, & almost 500 sq. ft. of outdoor patio decking  
with custom travertine flooring.

Asking \$1,699,000



## 31231 Old San Juan Road San Juan Capistrano

Amazing 5 bedroom, 4.5 baths,  
4,983 sq. ft. on giant 20,886 lot.

Entertainers' dream home with endless features,  
granite counters, & high end appliances.

Dual staircases, grand master bedroom suite  
& backyard with half basketball court,  
built in BBQ, pool/spa with slide!

Asking \$1,895,000

Interior & Exterior

Commercial & Residential

New Construction

Stucco & Drywall Repair

Faux & Fine Finishes

Color & Design Consulting

# RIVIERA PAINTING

949.636.1706

Bonded & Insured      Lic#881216

Reliable and Quality Service!

www.RivieraPainting.com



THE  
**GIBBS** LAW FIRM

TRUSTED PROFESSIONAL COUNSEL

·Bankruptcy

·Manufactured Housing

·Business Formation  
& Operation

·Real Estate

Palizada Professional Building  
110 East Avenida Palizada, Suite 201  
San Clemente, CA 92672-3956  
(949) 492-3350 | (949) 492-3697  
mail@gibbslaw.com  
gibbslaw.com