



BEVERLYWOOD AREA NEIGHBORHOOD NEWS



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beverlywood castle heights cheviot hills crestview la cienega heights regent square reynier village south robertson

www.DanMayRealEstate.com

March 2012

www.BeverlywoodHomeValues.com



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WHEN SELLING - DON'T MISS YOUR "WINDOW OF OPPORTUNITY"

All real estate markets have "windows of opportunity." In the beginning of 2012, single family residences on the Westside of LA are selling fairly well if they are priced and marketed effectively. The average time it takes to a seller to find a buyer in the Beverlywood and Adjacent area is now about 75 days. There have been short periods of time in the last several years when this "window" was as brief as three weeks. During even slower periods it may take as long as four to five months.

Often, home owners do not care how long it takes to sell their home and are willing to "wait it out" to try to get the price they want. However, even in a Hot Seller's Market as we have experienced in the past, about 30 percent of the homes on the market still do not sell even after many months on the market. Homes that stay on the market too long relative to their "window of opportunity" are naturally viewed as having "something wrong" and therefore less value.

As all homes come on the market they are treated as new and fresh at first. Many real estate agents and brokers will attend Brokers Caravan and buyers will

want to see it at the first open house. Based on its location, condition, floor plan, size and price, agents and buyers will instantly conclude if it's a "good deal" or not. If so, it's not uncommon for the property to attract immediate attention in the form of written offers to purchase from more than one buyer. They will likely start below the asking price but may be willing to go full price or above when faced with competition.

Alternatively, when a home lingers on the market, people begin to pre-judge it as being overpriced or that the seller is out of touch with market realities. Once the home has missed its "window of opportunity" (exceeded the average days on market), fewer people will want to see it and a shift will occur. No longer will buyers be worried about losing out to the competition, now they will be concerned about over paying.

The best listing agents have proven systems that assure their clients homes' get maximum attention in the shortest period of time. They know how to prepare a home with the proper staging and pre-sale inspections that insures you don't miss out on your "window".

Important Dates

- **March 11th - Daylight Savings Begins**
- **March 21st - Spring is Here!**
- **April 7th - Passover**
- **April 8th - Easter**
- **April 15th - Tax Day**
- **April 22nd - Earth Day**

NEIGHBORHOOD NEWS

Market Update:

According to the MLS, a total of 14 homes sold in the Beverlywood and Adjacent area during the entire month of February 2012 compared to 13 last month and 5 one year ago. The single family homes that sold were on the market for an average of 66 days, compared to an average of 78 days the month prior, and sold for 93.73% of their asking price at an average of \$411.46 per sq. ft. Currently, there are 45 Single Family homes for sale, same as last month. These homes have been on the market for an average of 88 days. The MLS says there are currently 37 Single Family homes in escrow. The demand for homes in the area continues to be strong and prices are holding up well. Are you curious of your home's value in the current market? Call Dan today for your confidential and FREE Home Valuation or sign up on my website for a monthly "Market Snapshot" report. It's FREE and packed with the latest neighborhood real estate stats and trends.

NEIGHBORHOOD BUSINESS DIRECTORY

Family Law

Karen (310) 300-4051
Karen@KSBFamLaw.com

Flooring

Willie's Hardwood Specialists
(310) 876-4248

Part-Time Housekeeper

Angela G. (Refs. Available)
(213) 245-8687

Save A Life - Learn CPR

SantaMonicaCPR.com
(310) 837-3820

Child Care

Linda's Licensed Child Care
(310) 836-5147

Elder Care Resources/Services

Heart Light, A Referral Service
(310) 204-2223 www.heartlightonline.com

Piano Lessons for Children

Karen
(310) 202-8692

Decorative Plumbing Fixtures

Michael (310) 837-3537
faucetbiz@sbcglobal.net

Hair Stylist / Color Specialist

Dene Davis in Culver City
(818) 986-3363

Wickedly Sweet Treats

Ann Warren
(310) 387-4961 or www.wickedlysweet.com

Chiropractor / Sports Injuries

Gary Mitchell, D.C.
(310) 399-3342

Electrician

Nisim
(877) 969-6926

RECENTLY LISTED IN BEVERLYWOOD HOA

Address	Beds/Baths	Square Feet	Lot Size	List Price
9500 Sawyer Street	5 / 3.5	3,342	7,160	\$1,799,000
9042 Monte Mar Drive	3 / 3	2,198	7,592	\$1,199,000
2631 Castle Heights Place	3 / 3	1,623	6,440	\$999,000
2131 Hillsboro Avenue	3 / 2	1,708	8,040	\$895,000
2708 Castle Heights Avenue	3 / 2	1,449	5,950	\$825,000

RECENTLY SOLD IN BEVERLYWOOD HOA

Address	Beds/Baths	Square Feet	Lot Size	List Price	Sold Price
9111 Monte Mar Drive	6 / 6	4,500	7,200	\$2,375,000	\$2,150,000
2232 Bagley Avenue	5 / 5	5,567	8,400	\$1,895,000	\$1,797,465
9407 Sawyer Street	4 / 3.5	3,000	7,120	\$1,595,000	\$1,570,000
9718 Monte Mar Drive	2 / 2.5	2,012	6,943	\$1,299,000	\$1,185,000
9731 Kirkside Road	2 / 1.75	2,012	6,620	\$1,085,000	\$957,500

RECENTLY LISTED IN BEVERLYWOOD ADJACENT

Address	Beds/Baths	Square Feet	Lot Size	List Price
1826 S. Bedford Street	3 / 2	1,645	7,013	\$899,000
2703 Reynier Avenue	3 / 1.5	1,317	4,590	\$649,000
8921 Hargis Street	3 / 1	1,346	5,880	\$615,000
8965 W. 24th Street	3 / 2	1,431	5,000	\$599,950
2035 S. Corning Street	3 / 2	1,409	6,300	\$469,999
2006 Chariton Street	2 / 1.5	1,011	5,670	\$450,000

RECENTLY SOLD IN BEVERLYWOOD ADJACENT

Address	Beds/Baths	Square Feet	Lot Size	List Price	Sold Price
9032 David Avenue	3 / 2	1,809	6,500	\$949,999	\$975,000
9037 Gibson Street	2 / 2	1,661	4,860	\$850,000	\$822,500
9135 Olin Street	3 / 2	1,773	5,000	\$699,000	\$664,500
3012 S. Beverly Drive	3 / 2	1,537	5,000	\$650,000	\$650,000
3249 S. Beverly Drive	3 / 2	1,323	5,000	\$629,000	\$619,000
3013 S. Beverly Drive	3 / 3	0	5,000	\$625,000	\$606,000
2869 S. Corning Street	3 / 2	1,160	5,040	\$469,900	\$452,000



If you're considering listing your property,
or if you'd simply like more information
about what your home is worth,
give Dan May a call today.

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