



# Market Supply/Demand Report

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For August 1, 2009

Market reports should be objective and based on fact not opinion; therefore, you should benefit from looking at the facts as depicted in trend charts.

CAVEAT: There are folks much smarter than me that get predictions wrong frequently! So let's be honest - any real estate broker or "expert" that says they can predict what the market is going to do, should immediately be dismissed. We don't know ... PERIOD. What I can tell you is that with over 29 years of experience, I've handled my clients' best interests in all sorts of markets, from the Jimmy Carter 20% interest rate days, to the heady sellers' markets of the late 80s to the ups and downs of just the last 8 years.

YOU CAN TRUST ME to tell you the truth - good, bad or neutral. You may or may not like what you hear from me and I will guarantee you that you will find plenty of Realtors that will tell you what you want to hear. But you WILL get the facts, the truth, undistorted so you can make decisions that ARE in YOUR best interests. You can be assured I will work hard to serve your interests before all others when you hire me.

As to market strength and weakness - real estate is no different than any other commodity. It is fueled by the ebb and flow of supply and demand. Just keep it simple. Supply and demand - new listing volume (supply), pending sale volume (demand). Focus on these numbers and that's about the best we can do to understand market trends; where it is now, and maybe, just maybe, without predicting, get a "clue" as to what might happen in the short term.

Please visit my website at <http://www.homeispalosverdes.com> then click the link entitled "Trend charts for the South Bay & Palos Verdes". It's about half way down the home page under the category "Palos Verdes Visitors Center". You won't find this information anywhere else and you will learn the FACTS - not sales hype! I encourage you to also use my new "MLS Market Snapshot" (the green link near the top of the page) which, once you enter your address, will provide you supply/demand ratios for your property.

For the 90 day cycles 5/1/2008-7/31/2008 and 5/1/2009-7/31/2009 we find that the amount of unsold inventory decreased from 197 days to 110 days for the Greater South Bay, it decreased for the Palos Verdes Peninsula from 208 days to 139 days, and decreased from 253 to 164 days for Palos Verdes

Estates. The decreases in unsold inventory from last year's similar time period is positive news for the market. These are some of the largest decreases in unsold inventory I've ever observed. Are sellers FINALLY "getting it" and pricing their properties realistically? Are discretionary sellers finally capitulating and just removing their properties from the market? Are buyers becoming more confident to buy? I believe it is a combination of all these factors.

Remember, go to <http://http://www.homeispalosverdes.com> to gain access to these charts so that you can monitor over time. This evidence suggests the market is slowly making a turnaround due to the fact that on average, the macro activity in the market to absorb inventory through sale activity as measured by the amount of unsold inventory, has improved by 44.39% since this time last year (Greater South Bay improvement)!

Make sure to check in to this website again next month to monitor the changes, and see how the "news" affects the market. Regardless of what the media portrays, what are the facts? While at my <http://www.homeispalosverdes.com> site, take advantage of clicking the other links such as my Free Reports, or Search the MLS, or benefit from your PERSONALIZED "Listing Informer" service or better yet, the new "MLS Market Snapshot" service whereby you can become informed of all the listings & SALES around your own property!

I have a new feature on my website at <http://www.homeispalosverdes.com> for you to view the "distressed" properties on the Palos Verdes Peninsula; properties which have notices of default or notices of trustee sale or actual bank owned homes. Unlike other sites that "tease" you with descriptions; I provide you the actual addresses and picture. If any these properties interest you, call or email me and let's discuss strategy for placing an offer. When you are at <http://www.homeispalosverdes.com> just click the link on the left entitled "Palos Verdes Foreclosures". You will also be able to view foreclosures (defaults, auctions and bank owned) of ANY property type throughout the state of California using the FLX program on my site.

Again, and not to belabor the point important as it is, another high tech feature just added is my "MLS Market Snapshot" personal service. Imagine having an interactive mapping program showing your home and then the sales and listings around it; a program that will show you the changes in prices over time, the differential between list and sale price and more including the ability to see details and pictures of the competitive listings and sale data and changes in the supply/demand ratios! It's FANTASTIC! Go to <http://www.homeispalosverdes.com>, look for the MLS Market Snapshot link near the top of the page.

As part of my customer service, you now have THREE WAYS to "SEARCH LIKE AN AGENT" using my website. Go to <http://www.homeispalosverdes.com> and just under the "MLS Market Snapshot" you will see the three ways. Use the one best for your needs. The graphic on the right hand side at that paragraph is the method that will provide you the most information without getting to a registration page.

A brand new feature added as part of my customer service are Altos Research Charts. You may view these for free (I pay a hefty subscription fee for these charts and I'm happy to share with you at no cost and of course with the home that will demonstrate by commitment to serving your interests). Go to

<http://http://www.homeispalosverdes.com> then select the link on the left hand side of the page entitled "Free Market Charts"

Are you aware of the top 5 reasons a home does not sell? Call and listen to my FREE report - use my 24 hour recorded message 800-617-4525 code 999. And don't forget to click on the Free Reports section of my website to learn about the 10 best ways to guaranty your home to not sell! Yes, you read that correctly - learn what not to do so you can get your home sold!

Thank you for your time!

