

YOUR MARKET UPDATE | AT-A-GLANCE

Southern California Housing Market Among “Hottest” in U.S.

Planning to buy or sell a home in Southern California soon? This might be a good time to start working with a great real estate professional.

California’s residential real estate activity leads the nation, capturing half of the 20 spots in the “hottest” markets list compiled by the National Association of REALTORS® (NAR) and published on [realtor.com](#).

In Southern California, the San Diego-Carlsbad market ranked No. 11, and Los Angeles-Long Beach-Anaheim was No. 15.

NAR Chief Economist Jonathan Smoke’s team ranked the 20 hottest U.S. real estate markets for buyers and sellers in May. Looking at the 300 largest markets, they used the number of views per listing on [realtor.com](#) to gauge demand, and the median age of inventory to assess supply.

The team’s findings, released at the start of June, show that California markets rank so highly because of tight supply and economic-powered growth in demand.

Strong buying interest from overseas

In addition, strong interest in Southern California continues from overseas buyers. On [realtor.com/international](#), which lists homes for sale to more than 45 countries in 11 languages, Southern California is consistently among the top 10 most-searched regions.

Buyers from Asia and Europe are still especially interested in investing in Southern California—and it’s not just because of our great weather, major corporate headquarters, and visitor attractions. Eighty-five percent of buyers abroad shopping for homes in California told the California Association of REALTORS® **2014 International Clients Survey** they only considered purchasing a residence in the U.S. because its stable government and financial system would guarantee them a worthy home investment.

Other key national data gleaned from the NAR:

- Prices were up 7% year over year, with the median home price hitting \$288,000.
- Median days on the market, now at 66, continued a sharp decline, down 11 percent year over year, and 10 percent month over month.
- Helping create more opportunities for buyers, the listings inventory is now growing faster, at 4 percent over April but still down over last year.

Here’s a brief recap of the market changes provided by Trendgraphix:

Central Coast

Sales: Increased 3%
Inventory: Increased 5%
Pending sales: Increased 12%

Santa Barbara

Sales: Decreased 16%
Inventory: Increased 7%
Pending sales: Increased 6%

Los Angeles County

Sales: Increased 13%
Inventory: Increased 13%
Pending sales: Increased 18%

San Fernando Valley

Sales: Increased 11%
Inventory: Increased 14%
Pending sales: Increased 21%

San Gabriel Valley

Sales: Decreased 25%
Inventory: Increased 114%
Pending sales: Decreased 45%

West Los Angeles

Sales: Increased 43%
Inventory: Decreased 5%
Pending sales: Decreased 1%

Orange County

Sales: Increased 7%
Inventory: Increased 8%
Pending sales: Increased 16%

South Orange County

Sales: Increased 3%
Inventory: Increased 7%
Pending sales: Increased 11%

San Diego County

Sales: Increased 8%
Inventory: Increased 5%
Pending sales: Increased 5%

ADVICE FOR SELLERS

California’s low housing supply and rising demand from interested buyers means homes are receiving multiple offers and possibly improved sales prices. Work with a great agent to get the best possible deal, and be prepared for a quick sale.

ADVICE FOR BUYERS

Lower- to average-priced homes are selling quickly, so find an experienced agent to assist in your house hunt. This type of agent can make the process less intimidating and help you find “hidden gems.”