

The New Home Buyer

by Robert Radcliffe

Since starting my career in real estate (24 years ago) I have seen many changes in the industry; buyers markets, sellers markets, new boutique real estate companies coming into the market, many of which were later purchased by large corporations. I have seen literally hundreds of people get real estate licenses to “make an easy living” only to watch them fold shop and leave the business only months later. And now, the newest change I am witnessing is how the internet is influencing a vast majority of home buyer’s during the start of their search for a new home.

Unquestionably, the internet has changed the speed of which buyer’s are introduced to homes, which in my professional opinion is fantastic for all involved; home buyers, sellers and agents.

Agents were once the sole source of this information, but now both agents and buyers are able to be more thorough, to insure nobody is overlooking a client’s dream home. However, with this speed of information that is quickly reaching everyone’s computer, laptop and handheld phones, some home buyers may mistakenly consider “I don’t need a real estate agent helping me find a home, I hear about all of these homes as fast as my agent.” Which is true. People do not need a real estate to “obtain” information, however what remains the vital role of a real estate agent is “assessing” that information to make smart buying (or selling) decisions.

And that is why having a good, local real estate agent guide and represent home buyers is prudent. I have purchased and sold real estate outside of my area of expertise, some in California where I could have represented myself and earned

sites simply cannot. They only provide information, which can be seriously inaccurate, or at least, misleading. The fact remains, although an agent is no longer the gate-keeper of information, finding a good and local real estate agent

is about making sure you are buying the best home for your needs, at a fair price and being contractually protected. My experience is that when I was buying and selling real estate out of the area, I found an agent’s guidance to be priceless, giving me peace of mind that I was making sound business decisions.

One final point, since the seller pays the fee to the agents handling the transaction, why not have a good agent represent you? It just makes good business sense and in the long run, most likely in

the long run save a home buyer a lot of time. n



all the commission and also in other states and overseas; each one of these transactions I never represented myself. My Reasoning? “I am knowledgeable enough to know my knowledge is limited.” Even though I had access to the same information that these other agents, I knew it was best to allow them to lead me in making smart real estate investments and to understand the the intangibles of each area, including their knowledge of comparable homes, nuisances of each neighborhood and their home values, which I assure you that most, if not all real estate search

Robert Radcliffe of The Radcliffe Group has been representing home buyer and sellers since 1991 with over 600 local home sales. Robert offers a home buying and selling video blog that can be viewed at www.robertradcliffe.com and Robert can be reached at Sotheby’s International Realty in Pacific Palisades 310-255-5454.



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ROBERT RADCLIFFE

Sotheby's
INTERNATIONAL REALTY

310.255.5454

Email: Rob@RobertRadcliffe.com

www.RobertRadcliffe.com

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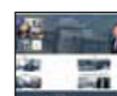
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Robert Radcliffe, former Manager for the Westside office of DBL Realtors, specializes in residential sales in Pacific Palisades, Brentwood, Santa Monica, and Malibu. Rob is presently working at the world-wide recognized Sotheby's International Realty.

Rob is most proud of the fact that over 600 Westside families continue to refer their friends and family to him. With sales experience since 1991, market knowledge and multi-company agent networking, Rob offers unparalleled service.

After years of being a top-producing agent (ranked in the top 1% worldwide), Rob's results prove he has mastered the systems to either find you your dream home or guarantee getting your existing home sold (ask about the "Guarantee Program"). He has also bought, sold and built homes for himself, bringing not only many years of representing clients, but also valuable experience that you can draw on throughout your transaction.

Rob takes pride in the proven system and team he has developed to lead clients smoothly and efficiently through the home buying and selling process. His clients truly appreciate his direct, no-nonsense approach to doing business. They are also impressed with the supporting team he has assembled. Their real estate expertise ensures that clients are constantly guided and protected throughout their entire transaction. This, in turn, allows Rob to focus on the important details that other agents who work alone often miss.

Rob is conscious of the fact that the decision to buy or sell a home usually involves the entire family, and respects the fact that every member has his or her personal goals and expectations.

Rob's own goal is to establish a lasting business relationship with clients—not just for one sale, but for life. Chances are, you'll buy or sell more than one home in your lifetime. Rob wants to earn your confidence with your first transaction and be your real estate consultant of choice—every time.

If you're serious about buying or selling your home, you need a consultant who is equally serious about achieving the results you expect. You deserve the very best representation. Anything less could cost you thousands of dollars.

Rob has also lead agent training programs, discussed real estate issues on television and in print, and successfully managed real estate offices. He offers over two decades of sales experience, extensive market knowledge and a successful track record of multi-company agent networking.

One of the most important financial transactions you'll ever make needs to be handled expertly from start to finish.

WHAT PEOPLE ARE SAYING ABOUT ROBERT

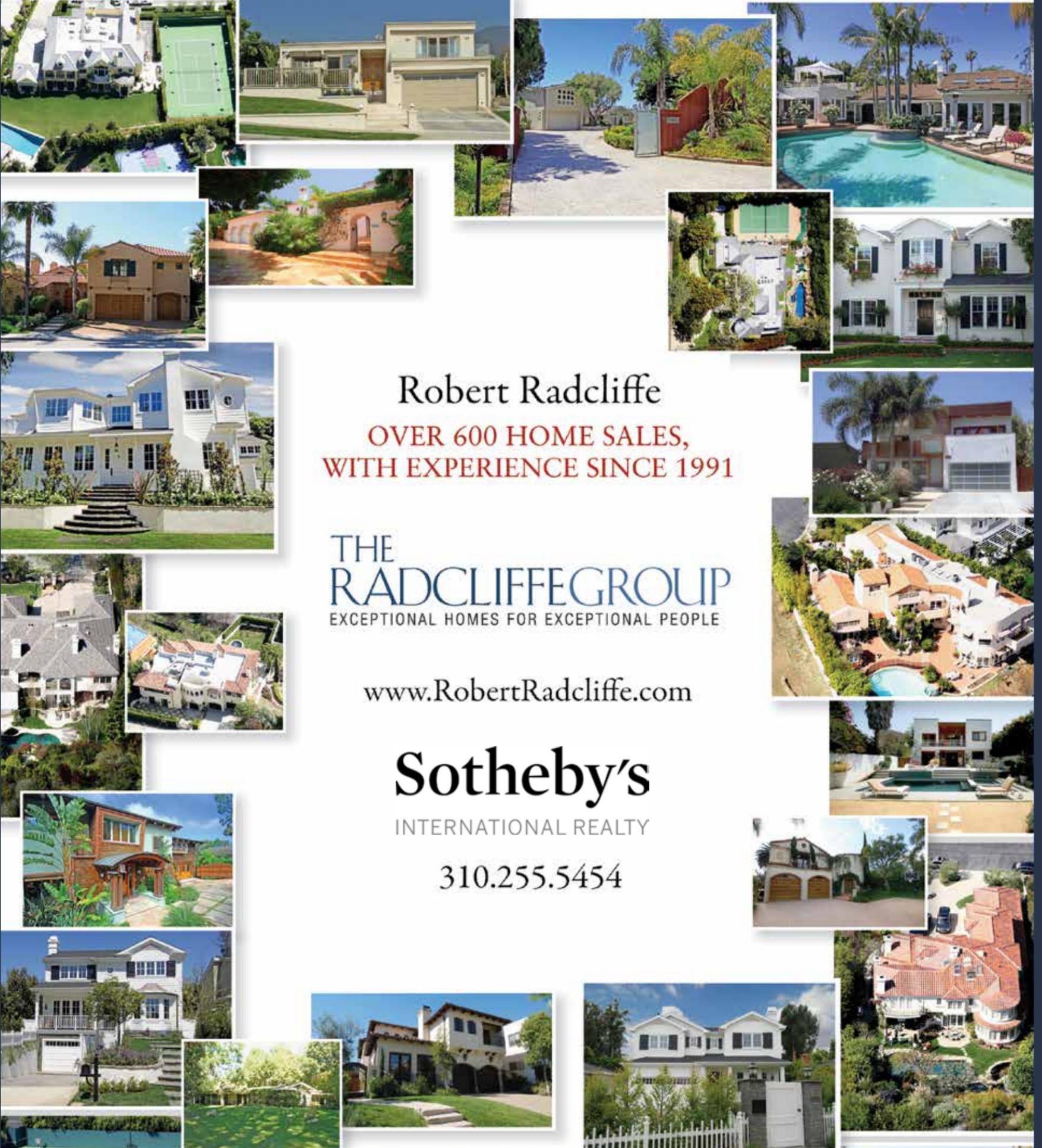
"Robert Radcliffe is my broker and my friend... I was so lucky to find him... Robert took care of me beyond the duties of a broker... He made me feel like family and made sure I was taken care of in every aspect of my experience from finding a house to moving in... Today, I consider Rob and Tara and his wife my true and dear friends..."

– Edith Dume

"Robert Radcliffe was our agent when we sold our house and Tara, in his team, was our agent when we bought our new house. We had an amazing experience in both cases. They are incredible negotiators and are very professional and responsive. They held our hands during the entire process and made the experience as painless as possible. We managed to sell high and buy low in this incredibly competitive market. We hundred percent recommend Rob's team."

– Aida Mazaheri and Dr. Robert Naraghi

EXCEPTIONAL HOMES FOR EXCEPTIONAL PEOPLE



Robert Radcliffe
OVER 600 HOME SALES,
WITH EXPERIENCE SINCE 1991

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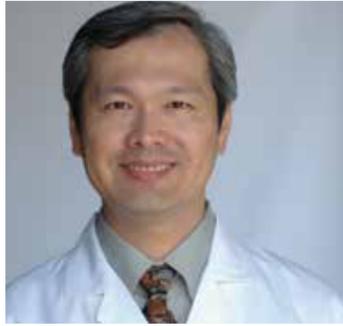
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has been ranked by
THE WALL STREET JOURNAL
as one of the top 250 sales teams in the USA

Visit: RobertRadcliffe.com

Lose Weight, Keep It Off with These Steps

Dr. Maoshing Ni



By Dr. Maoshing Ni, PhD, DOM

It is a time honored tradition to lose weight for the summer. However it's a good idea to do so anytime of the year for health, energy and beauty. Here are five simple tips that will have you losing weight in a balanced and healthy way.

Lose weight with water. Water is essential for everybody—it is also the key to losing weight. If you haven't been drinking enough water, your body has developed a pattern of storing water. This water retention equals extra unwanted weight.

By drinking more water, you are not only flushing out toxins, but you are also teaching your body that it no longer needs to store water. Drink at least 60 ounces of water (about eight glasses) a day. Boil water and sliced lemons, and drink this throughout the day to help with fluid retention. If you are still not sold on the merits of water, try this on for size: Water is a natural appetite suppressant.

Soup up your weight-loss program.

A simple dietary change will have you shedding pounds: Eat a bowl of soup at least once a day. Nutritious, low-salt soups will nourish you as they flush waste from your body. People

who eat a serving of soup daily lose more weight than those who eat the same amount of calories, but don't eat soup. Go for homemade soup whenever possible, as canned soups are loaded with salt and chemicals.

Eat early to keep weight off. Our human body follows a circadian rhythm, which means that the same foods eaten at breakfast and lunch are processed differently than when eaten at dinner. Studies show that when you eat your daily protein

and fat at breakfast, you tend to lose weight and have more energy; however, eating the same things at dinner tend to increase tendencies toward weight gain. I suggest that you eat your last meal of the day by 7 p.m. Eat smaller meals more frequently. Follow an eating schedule with five little meals every day. Eating steadily through the day keeps you from becoming famished and overeating at your next meal. Make a low-fat trail mix from raw almonds, pumpkin seeds, dried plum and apples, and have it available at all times to avoid the tempting lure of high-calorie snacks.

Adopt a balanced approach to your diet. Most of the fad-diet programs out there nowadays are extreme in a few recommended foods, or else deprive the body of food altogether. This works in opposition to our metabolism,



and the results usually don't last, producing a yo-yo effect that depresses your metabolic function—not to mention your self esteem. We are natural beings who need a balance of nutrition from all sources. Your diet should consist of a balance of organic sources of lean protein, complex carbohydrates, whole grains, legumes, nuts, fruits and vegetables. Instead of white rice and pasta, opt for brown rice, bulgur, millet or buckwheat.

Eat more green, chlorophyll-rich foods, such as broccoli, kale, spinach and asparagus. Eliminate candy, sugar, soda and all simple sugars from your diet. Excess sugar ends up being stored as fat in your body, which results in weight gain. Also, keep dairy to a minimum because most dairy products are high in saturated fat. Avoid fatty foods, processed or fried foods.

Walk off the weight. The No. 1 cause of weight gain is inactivity. Physical activity is the key to speeding up your metabolism and burning excess calories. The best way to be physically active is to use your legs! Walk as often and as long as you can. Always take the stairs instead of the elevator. Step outside during your break at work and take a walk around your building. Consider joining a local hiking club. Try taking a walk 30 minutes in the morning or 30 minutes in the early evening.

I hope this article helps you shed some pounds and add on the years! I invite you to visit my Web site, www.taooofwellness.com, for more articles on health, wellness and longevity. ■

Dr. Mao Shing Ni or Dr. Mao is a bestselling author, doctor of Chinese medicine and a board certified anti-aging specialist. He practices acupuncture, nutrition and Chinese medicine with his associates at the Tao of Wellness with offices in Santa Monica, Pasadena and Newport Beach. He is also the cofounder of Yo San University in Los Angeles. To make an appointment or to subscribe to a free e-newsletter please visit www.taooofwellness.com. You can contact him at contact@taooofwellness.com or call 310-917-2200.

Breathe New Life into Your Home



Whether the urge to remodel strikes during National Home Improvement Month or any other time of year, you can seamlessly update your home with just a few simple steps toward improved design, comfort, functionality, energy efficiency and curb appeal.

1. Work with what you have. Look around your home. Is there anything in dire need of replacing or refurbishing? Updates may not be as expensive as you might think. Consider this: If your kitchen cabinets are looking a little worn, consider resurfacing instead of replacing them. Just remove the doors, then strip and refinish or repaint them. Invest in new handles and pulls, as well as new hinges if they're visible.

2. Build a greener home with energy-efficient enhancements.

Homeowners can dramatically cut energy costs without major renovations. Instead of new windows, try caulk and weather stripping to stop any air leaks on the windows you already have. Install high-efficiency water heaters to drive down heating costs. You can also install an ENERGY STAR-certified air conditioner that adds to your home's good looks. For example, the Art Cool Mirror ductless indoor unit from LG has a flat panel with a charcoal mirror finish that complements any décor. Plus, when paired with LG's Smart AC, homeowners can control the system and monitor temperature on their smartphone anytime day or night, whether at home or away.

3. Beautify your yard to increase personal comfort now and receive more cash later.

Try planting deciduous trees on the south side of your house to provide additional shade in the hotter months, allowing you to cut down on air-conditioning expenses and save energy. What's more, real estate experts estimate that by spending 5 percent of the value of your home on quality, low-maintenance landscaping, you could boost the resale value by 15 percent.

4. Create a seamless look for your kitchen.

A counter-depth refrigerator, like a 3-Door French Door Refrigerator from LG, will allow homeowners to get the sophisticated look they desire for their kitchen without sacrificing space or the added cost of installing an actual built-in appliance. To help keep the hub of your home clean, establish a message center in your kitchen. Put a bulletin board or chalkboard on the wall and store a calendar, notebook and writing utensils in a nearby drawer to help eliminate clutter.

5. Stylish lighting is a bright idea.

A striking chandelier or light fixture can serve as a charming addition in a well-composed room. Lighting is also one of the easiest ways to update your space; a petite desk lamp or floor lamp can significantly brighten up a room. Be sure to use ENERGY STAR-qualified bulbs to make it a truly eco-friendly yet chic addition (and save up to \$70 a year in energy costs). ■

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THINKING OF SELLING YOUR HOME?

We are working with several clients looking to purchase a home in the neighborhood. Call us. We could sell your home quickly and easily.

THINKING OF PURCHASING A NEW HOME?

We are working with several clients that are about to either list their homes or wish to sell "quietly." Call us. We could find your new home quickly and easily.

ADVANTAGES OF THE RADCLIFFE GROUP

The Radcliffe Group has been ranked by The Wall Street Journal as one of the top 250 sales teams in the USA.

310-255-5454

Make it Mod with Mid-Century Furnishings

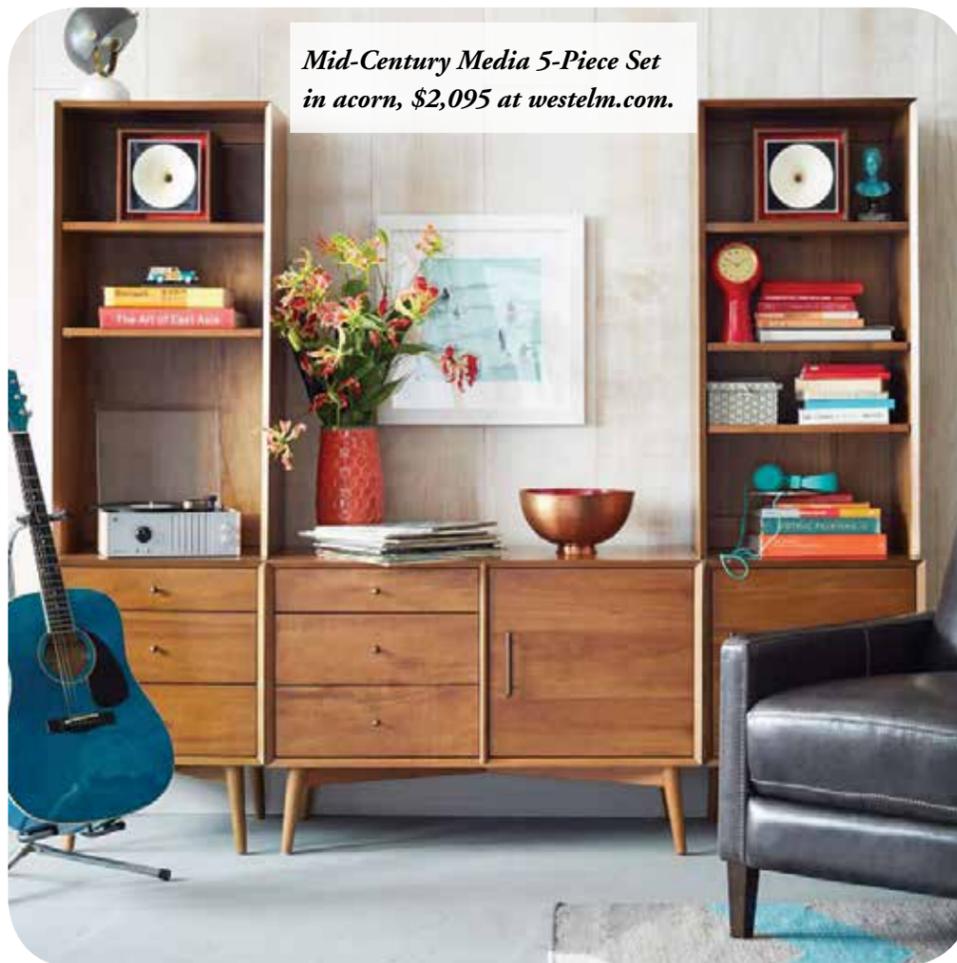
by Kathryn Weber,

If you grew up in the 1960s and '70s, you saw a lot of TV families with mid-century modern homes. The families seemed stylish, current and trendy in their TV homes that reflected a cool, modern and clean line. Those hip homes and furnishings were a far cry from stuffy, traditional homes filled with chintz and flourishes. And it's that clean, open appeal that has become popular again today.

TV style

There has been a recent resurgence in the popularity of mid-century modern furnishings and architecture, and we have another TV show—"Mad Men"—to thank for creating a whole new longing and appeal for mid-century modern. The show featured all the mid-century hallmarks of simple, clean furnishings and standout, sculptural lighting in both home and office settings.

Mid-century modern is classically defined as spanning the years from 1945 to 1965, but some stretch the years a bit out from the late '30s to the mid '70s. Regardless of where you stand on the timing, the design sweet spot of mid-century had to be the '50s and early '60s, when the nation



Mid-Century Media 5-Piece Set in acorn, \$2,095 at westelm.com.

geometric and featured bold patterns. Wood was more prominent in furnishings, with a heavy focus on seating that was undressed of its heavy upholstery and had exposed the wooden bones of the chair. Lighting fixtures were also very different from other eras by being more dramatic and prominent. Large and sculptural, lighting fixtures often looked to the future with a space-like quality. Arcs also became a more important part of the design, with tables and lighting reflecting a more free-form quality.

Design tips

If you love the cool, sophisticated style of mid-century, you're not just relegated to searching your mother's attic to find a few select pieces. Collectors are now re-discovering the appeal and the value of mid-century pieces. Take the mid-century Modern Electra Coffee Table that features both the wood and kidney shape that is decidedly modern and perfect for the Mid-Century enthusiast (\$299, www.dotandbo.com). Or dress up your office with a teal Franklin sofa that Don Draper would gladly have in his dapper office (\$1,609, www.joybird.com). Of course, barn and tag sales, flea markets and online sites like eBay and Etsy all offer a treasure trove of mid-century items.

Don't forget shine, either. Mid-century was also marked by clean windows, unfettered by blousy draperies that let in lots of natural light. Unburden your windows and put in simple blinds or drapes that are unadorned and emphasize clean lines. Add to the shine with bold, metallic accessories that have classic, mid-century appeal. These include such classics as the sunburst mirror or wall clock, metal bowls and vases, and metal accents on furnishings, such as chairs with metal frames like the Modrest Altair (\$629, www.overstock.com). Focus on lighting with sculptural table lamps with large, plain shades. Look for bold colors, too, such as orange, red and lime and avocado greens. Or go futuristic with lots of white. Both speak to mid-century style. ■

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Collectors are now re-discovering the appeal and value of these pieces.

Archetypes

Some of the classic designs of mid-century were strong graphical elements and organic shapes. Wallpapers were more



Modern Electra Coffee Table, \$299 at dotandbo.com.

was rebuilding, the space race was beginning and the world was moving ahead with technology and innovation. The mid-century modern style reflected this forward movement by shifting away from fussy frills and embracing a new design aesthetic of clean, spare appeal.

7 Smart Tips to Buying a Home

House hunting is just like any other shopping expedition. If you identify exactly what you want and do some research, you'll zoom in on the home you want at the best price. These eight tips will guide you through a smart home-buying process.

1. Know thyself.

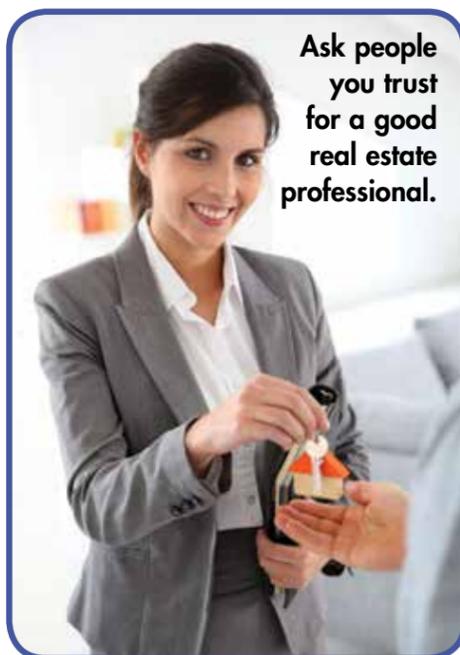
Understand the type of home that suits your personality. Do you prefer a new or existing home? A ranch or a multistory home? If you're leaning toward a fixer-upper, are you truly handy, or will you need to budget for contractors?

2. Research before you look.

List the features you most want in a home and identify which are necessities and which are extras. Identify three to four neighborhoods you'd like to live in based on commute time, schools, recreation, crime and price. Then hop online to get a feel for the homes available in your price range in your favorite neighborhoods.

3. Get your finances in order.

Generally, lenders say you can afford a home priced two to three times your gross income. Create a budget so you know how much you're comfortable spending each month on housing. Don't wait until you've found a home and made



Ask people you trust for a good real estate professional.

buying, closing, and moving timelines.

5. Think long term.

Your future plans may dictate the type of home you'll buy. Are you looking for a starter house with plans to move up in a few years, or do you hope to stay in the home for five to 10 years? With a starter, you may need to adjust your

an offer to investigate financing.

Gather your financial records and meet with a lender to get a prequalification letter spelling out how much you're eligible to borrow.

4. Set a moving timeline.

Do you have blemishes on your credit that will take time to clear up? If you already own, have you sold your current home? If not, you'll need to factor in the time needed to sell. If you rent, when is your lease up? All these factors will affect your

expectations. If you plan to nest, be sure your priority list helps you identify a home you'll still love years from now.

6. Work with a REALTOR®.

Ask people you trust for referrals to a real estate professional they trust. Interview agents to determine which have expertise in the neighborhoods and type of homes you're interested in. Because homebuying triggers many emotions, consider whether an agent's style meshes with your personality.

Also ask if the agent specializes in buyer representation. Unlike listing agents, whose first duty is to the seller, buyers' reps work only for you even though they're typically paid by the seller.

7. Be realistic.

It's OK to be picky about the home and neighborhood you want, but don't be close-minded, unrealistic, or blinded by minor imperfections. If you insist on living in a cul-de-sac, you may miss out on great homes on streets that are just as quiet and secluded.

On the flip side, don't be so swayed by a "wow" feature that you forget about other issues—like noise levels—that can have a big impact on your quality of life. Use your priority list to evaluate each property, remembering there's no such thing as the perfect home.

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BRENTWOOD



BRENTWOOD

Brentwood is one of the wealthiest areas of Los Angeles, populated by affluent professionals, political figures and celebrities. Known for its Spanish-style homes, condos and traditional homes, Brentwood has prosperous commercial districts along each of its major east-west thoroughfares, Wilshire Boulevard, San Vicente Boulevard and Sunset Boulevard. The Spanish-style and traditional-style homes as well as the condos of Brentwood are located at the base of the Santa Monica Mountains. Brentwood was once part of the Rancho San Vicente y Santa Monica, a Mexican land-grant ranch sold off in pieces by the Sepulveda family after the Mexican-American War.

SINGLE FAMILY HOMES (SFH)

JAN - MAR 2015	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	\$3,393,879	\$-	\$2,051,647	\$4,820,000
AVERAGE LIST PRICE PER SQUARE FOOT	\$898.25	\$-	\$708.05	\$1,015.23
AVERAGE SOLD PRICE	\$3,317,588	\$-	\$2,068,236	\$4,645,024
AVERAGE SOLD PRICE PER SQUARE FOOT	\$877.72	\$-	\$714.09	\$978.38
TOTAL SFH SOLD	33	-	17	16
TOTAL SFH FOR SALE AT END OF PERIOD	71	-	24	47
AVERAGE MONTHLY SUPPLY OF INVENTORY	6.5	-	4.2	8.8
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	98%	0%	101%	96%

SFH

JAN - MAR 2014	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	\$3,233,061	\$749,000	\$2,121,947	\$5,048,077
AVERAGE LIST PRICE PER SQUARE FOOT	\$957.17	\$907.88	\$783.72	\$1,121.63
AVERAGE SOLD PRICE	\$3,242,322	\$755,000	\$2,099,844	\$5,103,430
AVERAGE SOLD PRICE PER SQUARE FOOT	\$957.18	\$915.15	\$775.56	\$1,129.24
TOTAL SFH SOLD	33	1	19	13
TOTAL SFH FOR SALE AT END OF PERIOD	74	1	29	44
AVERAGE MONTHLY SUPPLY OF INVENTORY	6.7	3.0	4.6	10.2
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	100%	101%	99%	101%

SFH

MAR/MAR COMPARISON	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	5%	-100%	-3%	-5%
AVERAGE LIST PRICE PER SQUARE FOOT	-6%	-100%	-10%	-9%
AVERAGE SOLD PRICE	2%	-100%	-2%	-9%
AVERAGE SOLD PRICE PER SQUARE FOOT	-8%	-100%	-8%	-13%
TOTAL SFH SOLD	0%	-100%	-11%	23%
TOTAL SFH FOR SALE AT END OF PERIOD	-4%	-100%	-17%	7%
AVERAGE MONTHLY SUPPLY OF INVENTORY	-4%	-100%	-8%	-13%
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	-3%	-100%	2%	-5%

(Source: MLS/CALW)

MALIBU



MALIBU

Few names can evoke visions of beach living and casual elegance as readily as Malibu, California. Embracing nearly 27 miles of gorgeous California coastline, Malibu has long been home to some of the most influential people in the world.

The terrain varies widely, and some of Malibu's famous beaches and surf spots include Surfrider Beach, Zuma Beach and Le Carrillo Beach. Ocean-side dining, boutique shops and gorgeous beaches combine to create the unique lifestyle that exemplifies living in a Malibu home. Sotheby's International Realty, Inc provides some breathtaking Malibu properties with oceanfront and spectacular beach views.

SINGLE FAMILY HOMES (SFH)

JAN - MAR 2015	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	\$2,717,462	\$954,500	\$1,999,385	\$5,575,444
AVERAGE LIST PRICE PER SQUARE FOOT	\$844.72	\$722.92	\$641.22	\$1,290.00
AVERAGE SOLD PRICE	\$2,531,490	\$870,375	\$1,909,178	\$5,067,556
AVERAGE SOLD PRICE PER SQUARE FOOT	\$788.02	\$688.60	\$611.21	\$1,174.19
TOTAL SFH SOLD	39	4	26	9
TOTAL SFH FOR SALE AT END OF PERIOD	134	4	57	73
AVERAGE MONTHLY SUPPLY OF INVENTORY	10.3	3.0	6.6	24.3
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	93%	91%	95%	91%

SFH

JAN - MAR 2014	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	\$2,956,403	\$766,500	\$1,994,614	\$7,243,750
AVERAGE LIST PRICE PER SQUARE FOOT	\$746.77	\$397.49	\$618.89	\$1,074.76
AVERAGE SOLD PRICE	\$2,684,887	\$712,500	\$1,877,087	\$6,385,625
AVERAGE SOLD PRICE PER SQUARE FOOT	\$675.07	\$369.49	\$582.42	\$927.89
TOTAL SFH SOLD	36	6	22	8
TOTAL SFH FOR SALE AT END OF PERIOD	155	3	58	94
AVERAGE MONTHLY SUPPLY OF INVENTORY	12.9	1.5	7.9	35.3
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	91%	93%	94%	88%

SFH

MAR/MAR COMPARISON	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	-8%	25%	0%	-23%
AVERAGE LIST PRICE PER SQUARE FOOT	13%	82%	4%	20%
AVERAGE SOLD PRICE	-6%	22%	2%	-21%
AVERAGE SOLD PRICE PER SQUARE FOOT	17%	86%	5%	27%
TOTAL SFH SOLD	8%	-33%	18%	13%
TOTAL SFH FOR SALE AT END OF PERIOD	-14%	33%	-2%	-22%
AVERAGE MONTHLY SUPPLY OF INVENTORY	-20%	100%	-17%	-31%
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	3%	-2%	1%	3%

SANTA MONICA



SINGLE FAMILY HOMES (SFH)

JAN - MAR 2015	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	\$2,590,714	\$729,000	\$1,943,143	\$4,128,692
AVERAGE LIST PRICE PER SQUARE FOOT	\$1,064.18	\$1,168.27	\$973.06	\$1,190.18
AVERAGE SOLD PRICE	\$2,598,567	\$762,000	\$1,970,679	\$4,092,215
AVERAGE SOLD PRICE PER SQUARE FOOT	\$1,069.85	\$1,221.15	\$988.31	\$1,181.65
TOTAL SFH SOLD	42	1	28	13
TOTAL SFH FOR SALE AT END OF PERIOD	41	1	18	22
AVERAGE MONTHLY SUPPLY OF INVENTORY	2.9	3.0	1.9	5.1
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	100%	105%	101%	99%

SANTA MONICA CONT. ►

PACIFIC PALISADES



PACIFIC PALISADES

Among Los Angeles' most desired neighborhoods, Pacific Palisades sits against a stunning backdrop with views of the Santa Monica mountains, the Pacific Coast, and several canyons that run between them. Pacific Palisades is home to the well-known J. Paul Getty Villa museum and beautiful parks offering sporting activities and breathtaking views including Topanga Canyon State Park, Will Rogers State Historic Park and Polo Club, and Rustic Canyon Park, as well as community events such as the annual parade and fireworks display. Pacific Palisades offers sophisticated traditional estates, dramatic architectural residences, custom-built properties and inviting homes close to Palisades Village.

SINGLE FAMILY HOMES (SFH)

JAN - MAR 2015	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	\$3,519,895	\$-	\$2,048,741	\$4,843,933
AVERAGE LIST PRICE PER SQUARE FOOT	\$937.65	\$-	\$878.60	\$960.14
AVERAGE SOLD PRICE	\$3,427,109	\$-	\$2,014,826	\$4,698,163
AVERAGE SOLD PRICE PER SQUARE FOOT	\$914.14	\$-	\$869.22	\$931.25
TOTAL SFH SOLD	57	-	27	30
TOTAL SFH FOR SALE AT END OF PERIOD	71	1	25	45
AVERAGE MONTHLY SUPPLY OF INVENTORY	3.7	-	2.8	4.5
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	97%	0%	98%	97%

SFH

JAN - MAR 2014	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	\$3,396,623	\$-	\$1,977,472	\$5,440,200
AVERAGE LIST PRICE PER SQUARE FOOT	\$906.51	\$-	\$746.31	\$1,041.09
AVERAGE SOLD PRICE	\$3,337,661	\$-	\$1,990,196	\$5,278,011
AVERAGE SOLD PRICE PER SQUARE FOOT	\$889.83	\$-	\$752.55	\$1,005.14
TOTAL SFH SOLD	61	-	36	25
TOTAL SFH FOR SALE AT END OF PERIOD	82	1	31	50
AVERAGE MONTHLY SUPPLY OF INVENTORY	4.0	-	2.6	6.0
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	98%	0%	101%	97%

SFH

MAR/MAR COMPARISON	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	4%	0%	4%	-11%
AVERAGE LIST PRICE PER SQUARE FOOT	3%	0%	18%	-8%
AVERAGE SOLD PRICE	3%	0%	1%	-11%
AVERAGE SOLD PRICE PER SQUARE FOOT	3%	0%	16%	-7%
TOTAL SFH SOLD	-7%	0%	-25%	20%
TOTAL SFH FOR SALE AT END OF PERIOD	-13%	0%	-19%	-10%
AVERAGE MONTHLY SUPPLY OF INVENTORY	-7%	0%	8%	-25%
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	-1%	0%	-2%	0%

MALIBU BEACH



MALIBU BEACH

Where the majestic Pacific meets golden sands, Malibu Beach is conveniently located within short drives of Santa Monica, Beverly Hills and Los Angeles International Airport. The area's beachfront properties, vineyards and ranches are the destination for some of the most influential people, seeking a unique supply of Malibu Beach real estate. Malibu Beach offers the best of the best, from luxurious beachfront properties on the sand to extraordinary estates, mansions, vineyards, and ranches on the bluffs overlooking the Pacific Ocean and lining the hillsides with views of the Channel Islands offshore.

SINGLE FAMILY HOMES (SFH)

JAN - MAR 2015	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	\$5,525,000	\$-	\$2,255,000	\$6,070,000
AVERAGE LIST PRICE PER SQUARE FOOT	\$2,031.36	\$-	\$1,739.97	\$2,052.64
AVERAGE SOLD PRICE	\$5,191,071	\$-	\$2,055,000	\$5,713,750
AVERAGE SOLD PRICE PER SQUARE FOOT	\$1,908.58	\$-	\$1,585.65	\$1,932.17
TOTAL SFH SOLD	7	-	1	6
TOTAL SFH FOR SALE AT END OF PERIOD	58	-	5	53
AVERAGE MONTHLY SUPPLY OF INVENTORY	24.9	-	15.0	26.5
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	94%	0%	91%	94%

SFH

JAN - MAR 2014	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	\$7,268,300	\$-	\$2,224,000	\$8,529,375
AVERAGE LIST PRICE PER SQUARE FOOT	\$2,571.03	\$-	\$1,492.62	\$2,698.10
AVERAGE SOLD PRICE	\$6,767,250	\$-	\$2,103,750	\$7,933,125
AVERAGE SOLD PRICE PER SQUARE FOOT	\$2,393.79	\$-	\$1,411.91	\$2,509.49
TOTAL SFH SOLD	10	-	2	8
TOTAL SFH FOR SALE AT END OF PERIOD	64	-	12	52
AVERAGE MONTHLY SUPPLY OF INVENTORY	19.2	-	18.0	19.5
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	93%	0%	95%	93%

SFH

MAR/MAR COMPARISON	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	-24%	0%	1%	-29%
AVERAGE LIST PRICE PER SQUARE FOOT	-21%	0%	17%	-24%
AVERAGE SOLD PRICE	-23%	0%	-2%	-28%
AVERAGE SOLD PRICE PER SQUARE FOOT	-20%	0%	12%	-23%
TOTAL SFH SOLD	-30%	0%	-50%	-25%
TOTAL SFH FOR SALE AT END OF PERIOD	-9%	0%	-58%	2%
AVERAGE MONTHLY SUPPLY OF INVENTORY	29%	0%	-17%	36%
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	1%	0%	-4%	1%

SANTA MONICA

SANTA MONICA

Santa Monica offers more than simply a home. There are fishing and yacht clubs and exquisite fine dining right in your own backyard. Santa Monica is located on the Westside of Los Angeles and is comprised of 8.3 square miles of vibrant commercial districts, neighboring residential communities and a terrific public school system. Centered on three miles of wide, white, sandy beaches, Santa Monica has become a popular international destination, with many attractions such as The Santa Monica pier, Third Street Promenade, Main Street, and the ultra chic Montana Avenue.

SFH

JAN - MAR 2014	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	\$2,426,200	\$843,000	\$1,685,667	\$4,614,600
AVERAGE LIST PRICE PER SQUARE FOOT	\$970.10	\$766.39	\$930.75	\$1,013.46
AVERAGE SOLD PRICE	\$2,360,859	\$827,875	\$1,718,103	\$4,323,842
AVERAGE SOLD PRICE PER SQUARE FOOT	\$939.38	\$756.51	\$944.77	\$949.61
TOTAL SFH SOLD	35	4	21	10
TOTAL SFH FOR SALE AT END OF PERIOD	40	4	21	15
AVERAGE MONTHLY SUPPLY OF INVENTORY	3.4	3.0	3.0	4.5
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	97%	98%	102%	94%

SFH

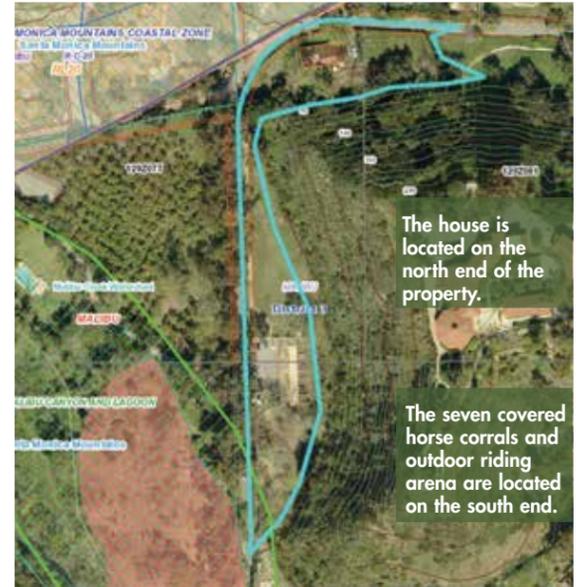
MAR/MAR COMPARISON	ALL	< \$1M	\$1M - \$3M	> \$3M
AVERAGE LIST PRICE	7%	-14%	15%	-11%
AVERAGE LIST PRICE PER SQUARE FOOT	10%	52%	5%	17%
AVERAGE SOLD PRICE	10%	-8%	15%	-5%
AVERAGE SOLD PRICE PER SQUARE FOOT	14%	61%	5%	24%
TOTAL SFH SOLD	20%	-75%	33%	30%
TOTAL SFH FOR SALE AT END OF PERIOD	3%	-75%	-14%	47%
AVERAGE MONTHLY SUPPLY OF INVENTORY	-15%	0%	-36%	13%
AVERAGE SOLD PRICE/ORIGINAL LIST PRICE RATIO	3%	6%	0%	6%

(Source: MLS/CLAW)

EXCEPTIONAL HOMES FOR EXCEPTIONAL PEOPLE

MALIBU | "SERRA RETREAT" | 23344 PALM CANYON LANE | \$8,250,000

3.18 ACRES WITH 7 COVERED HORSE CORRALS AND OUTDOOR RIDING ARENA



Welcome to the 24 hour guard gated community of one of Malibu's most prestigious neighborhoods—famed Serra Retreat. Stroll to movie theatres, restaurants and the posh boutiques at Cross Creek or enjoy the breathtaking views and gardens of the St. Francis Monastery. Walk to the nostalgic surf capital of the world, Surf Rider Beach or to the Malibu Pier. Listen to the croaking frogs at night or gaze at the crossing deer in the day—there is no other place like Serra Retreat.

lots in Malibu, especially for the equestrian enthusiast. **Property is 3.18 acres and offers 7 covered horse corrals (zoned for 17) with an outdoor riding arena** in an ideal picturesque setting of mature sycamore and oak trees with its' own rock lined creek; steps away from horse trails throughout Santa Monica Conservancy mountains.

Newly built farm-style Cape Cod home designed by Doug Burdge in an absolute breathtaking country setting and perhaps one of the rarest

5,000 square feet of living space with plans waiting permit for a guest house / gym above the garage.

The sundrenched house is tastefully designed; beautiful European oak hardwood floors

throughout. The downstairs offers a living, dining room combination with soaring high ceiling, surrounded by picturesque windows to the outdoors and French doors leading to the outdoor patio; all of which offer the setting for perfect indoor-outdoor entertaining.

There is a massive "great room" including a gourmet kitchen with top-of-the-line appliances, center-island and a breakfast area, den (also the 4th bedroom) that has its own farmhouse sliding door.

Upon arriving to the upstairs landing, you are greeted with your gorgeous library, with close

access to the exquisite master suite with views overlooking the rock-lined creek and the tree-line backyard. The master also includes a huge walk-in closet, luxurious bathroom, fireplace and private balcony.

This stunning home with an understated elegance is quietly tucked away towards the back of the canyon, perfect for the clientele that desires solitude.

The property has a new septic, water well and pump and allows for 20+ cars for parking; a very rare and needed feature in Serra Retreat.

Virtual tours and photos, visit www.robertradcliffe.com

PACIFIC PALISADES | "RUSTIC CANYON" | \$6,250,000



Located in the desirable, tree nestled and private country setting of Rustic Canyon; awaits a stately, gated home with a perfect blend of elegance and "shabby chic" comfort.

The spacious home offers apx 5,890 square feet with 5 bedrooms and 7 baths, two offices, gym and huge finished attic space for playroom or storage.

The enormous grassy yard of apx 12,568

square feet offers the setting for perfect outdoor entertaining with French doors from the house leading to patios with outdoor fireplace, sitting area beneath the towering sycamores while barbequing and enjoying the scenic beauty of the magnificent fully matured landscaping.

The chef's dream gourmet kitchen includes top of the line appliances, breakfast nook with brick fireplace to enjoy while sipping your

morning coffee. Also includes a walk-in pantry along with butler's hall.

The enormous living with fireplace and dining room lend themselves to an ideal setting for formal entertaining.

One of the rooms offers an alcove sitting or desk area, along with wood burning fireplace and picturesque windows of the meticulous landscaping.

The master suite is dressed with a gas-logged fireplace, incredible views of the tree tops, access to the two private offices, attic, back stair case to kitchen and lavish bathroom with his and her spacious closets.

This home will truly take your breath away and is proudly priced at \$6,250,000

Virtual tours and photos, visit www.robertradcliffe.com

PACIFIC PALISADES | "HUNTINGTON" | 351 ALMA REAL DRIVE | \$5,950,000



Offered for sale FULLY FURNISHED This exquisite single story Italianate style home is built like a compound, around an enchanting courtyard with pool, waterfall and both a shaded and sun drenched entertainers' delight patio.

There are 4 bedrooms, 5.5 baths. The house is apx 4,733 square feet on a apx 14,927 lot (some of which is downslope).

Upon entering the completely gated,

meticulously landscaped estate you are greeted by the spa-like sound of a cascading waterfall with outside lounging furniture by the pool and Jacuzzi; perfect for quiet relaxation or an afternoon nap.

The house is built with quality custom craftsmanship throughout; including hardwood and stone paver floors, high ceilings, open wood beams and the entire home is surrounded by French doors and skylights.

The floor plan of the house offers expansive formal rooms that blend from one room to the other. There is a massive living and formal entertaining room with fireplace, the formal dining parlor is very dramatic with high ceilings and is complimented with views and access through the French doors to the outside patios, pool and waterfall.

The kitchen and family room combination offers a breakfast area and center island with

barstools.

The master suite has its' own private fireplace and sitting area outside under the trellis with access to the low maintenance, totally private and beautifully landscaped backyard. There is also a luxurious bathroom and with his and her closets.

Finally, an enormous media - game room; perfect for parties or watching an afternoon game.

Virtual tours and photos, visit www.robertradcliffe.com

EXCEPTIONAL HOMES FOR EXCEPTIONAL PEOPLE

BRENTWOOD | 950 TEAKWOOD | \$4,999,000



NOT JUST A HOME – AN ARCHITECTURAL STATEMENT

Home is under construction and due for completion June 2015; can be purchased now.

The architectural design is a striking warm contemporary style with earth tone materials and finishes throughout.

The sophistication of the floor plan with 4,554 square feet and design details maximizes the enjoyment of the indoor outdoor California lifestyle with 5 bedrooms | 5 ½ baths with den off the master suite.

The house is situated on a very private, serene and elevated corner 12,384 square foot mostly flat lot on a quiet street with city light views from the first and second floor and a pool, spa, cov-

ered trellised outdoor living room with barbecue and gas fire pit; an entertainers dream.

The master suite is commanding with views overlooking the yard and city. The master suite also offers a private terrace, massive bathroom his and her large walk-in closets and an adjoining room for use as an office, library, or gym.

The dramatic interior spaces boast numerous high ceilings and expansive glass doors and windows, blurring the line between inside and outside. High ceilings and well placed windows found throughout embracing natural lighting. There are hardwood floors throughout, three gas fireplaces, central vacuum, speakers in all major rooms, including living, dining, kitchen, family, master bedroom and bath and hardwired security system. Appliances include Miele 6 burner gas cooktop and contemporary SS

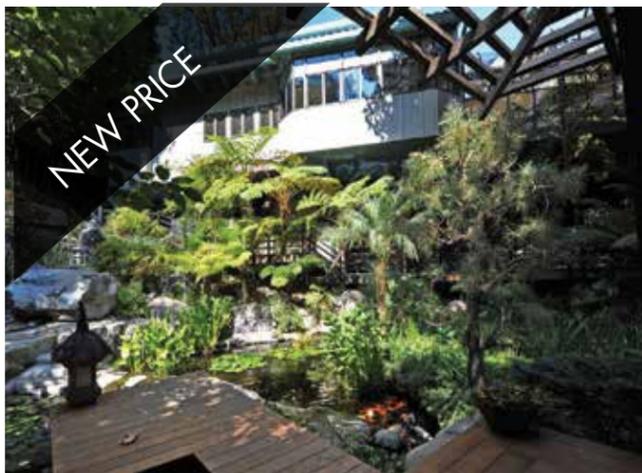
Hood, Bosch dishwasher, Wolf double oven, microwave, warming drawer, and outdoor barbecue, and Sub Zero 48" Refrigerator Freezer. The chef's dream kitchen also boasts a walk in pantry, planning desk, and butler's pantry to serve the formal dining room. Plumbing fixtures are all Kohler Contemporary Line, Toto Toilets, and a Zuma jetted tub in Master. Cabinets are Brookhaven Rift Oak in Master, Kitchen, and powder, and durable wood veneer laminate in all other baths and laundry. There are glass interior and exterior handrails and a 3 zones heating and air conditioning system.

Exterior amenities include a sharp blend of smooth plaster and redwood siding.

Meticulous attention to detail; built for the clientele with the most discriminating of taste.

Virtual tours and photos, visit www.robertradcliffe.com

BRENTWOOD | 13258 CHALON ROAD | \$3,495,000



Unique Asian Fusion Architectural home with majestic tree-top views is truly one-of-a-kind; gated and located on a rare-to-find double lot of approximately 21,000 square feet with total privacy. The home offers approximately 4,000

square feet with a pool, 3 bedrooms, 3 ½ baths that include his and her baths and closets in the master suite. There are 2 separate office areas; one with its own private patio and one with a spiral, metal staircase leading to a huge upstairs

loft with lots of windows. Making the home incredibly special are the stone pathways, cascading waterfalls, ferns, soaring bamboo and an authentic Japanese tea house are nestled outside with the tranquil, serene sight and sound

of a beautiful lush Koi pond and large private lounge patio to enjoy the splendor of nature that forms a fairytale image of pure relaxation and meditation.

Virtual tours and photos, visit www.robertradcliffe.com

PACIFIC PALISADES | "HUNTINGTON" | 326 TOYOPA DRIVE | \$6,195,000



Exquisite and classic French Country home re-designed by architect Ken Ungar; offering apx **6,135 square foot** of luxurious living space and prominently set on apx **17,089 lot**; a large corner beautifully landscaped lot with pool, gardens, **1 bedroom and 1 bath room guest house** with kitchenette; in sought after area of the Huntington Palisades, with close proximity to beach, park, schools and Village. There are 5 bedrooms with 4.5 baths in the main house and 1 bedroom, one bathroom

in the guest house with its own kitchen facilities.

Once entering the foyer, you are greeted by the expansive and sundrenched "great room" that features two-story cathedral ceilings with walls of glass. There is also a stone fireplace, White French oak style hardwood floors and oversized French doors that overlook the enormous yard and patio; the perfect designed floorplan for indoor and outdoor entertaining. This formal home

offers a timeless design with all of the conveniences of a modern home, including brand new top of the line gourmet kitchen with Carrera marble countertops, a butler's pantry and wine refrigerator leading to a spacious dining room.

The massive master suite located on the first-floor with fireplace and large walk-in closet. Also on the first level are a junior suite and separate maid's room. The second level has two addition-

al bedrooms that share a bathroom and converted attic space; perfect for young kids to play as a bonus room.

The home also includes a richly paneled library/office with its own fireplace and spacious formal dining room. The house is technically savvy with speakers wired throughout, an alarm and camera system.

Virtual tours and photos, visit www.robertradcliffe.com

EXCEPTIONAL HOMES FOR EXCEPTIONAL PEOPLE

Bel Air | \$8,999,000



Malibu | \$6,695,000



Pacific Palisades | \$5,250,000



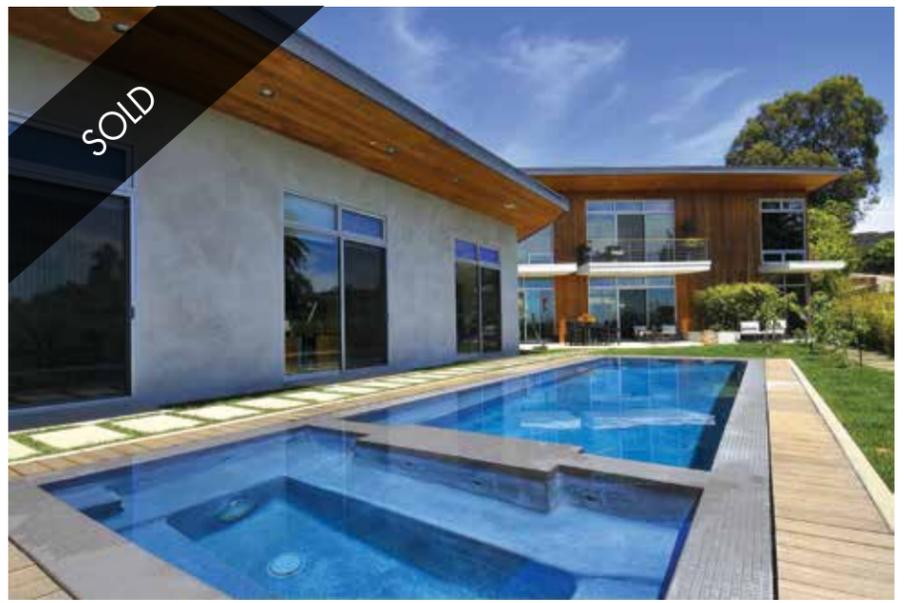
Pacific Palisades | \$5,499,000



Brentwood | \$4,395,000



Pacific Palisades | \$4,999,000



Pacific Palisades | \$4,195,000



Malibu "Serra Retreat" | \$5,495,000





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MONTHLY AVERAGES



TOTAL VISITS

843,231



UNIQUE VISITORS

562,619



AVERAGE VISIT LENGTH

11 min 09 sec



PROPERTY PAGE VIEWS

5,987,990

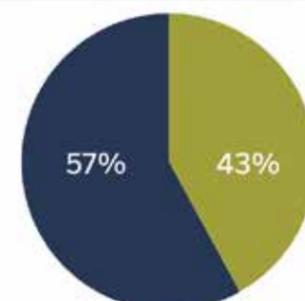
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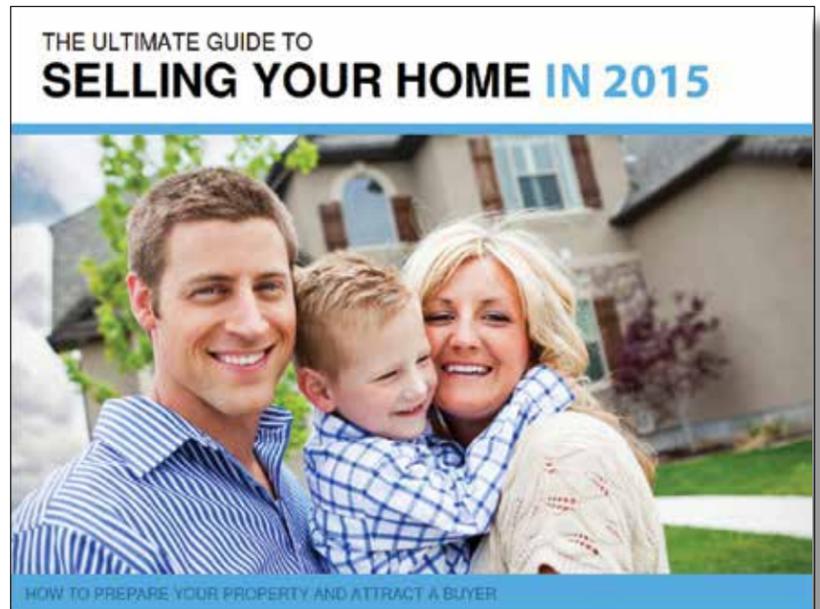
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2. STRENGTHEN YOUR CREDIT SCORE
3. GET PRE-APPROVED
4. GET READY, GET SET

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Thinking of selling? Don't miss this instructive guide that informs you of exactly what you need to know before you put your home on the market. Call us today to receive your FREE copy.

1. Location (Continued)

Location Factors:

Work: How long will your commute be? What's traffic like? Is there public transportation?	Crime: Beyond the obvious safety implications, crime rates can affect your home's resale value.
Schools: Whether you have children or not, school quality can affect your home's long-term value.	Shopping and attractions: How far is the nearest grocery store? What about restaurants, nightlife, public parks?
Public services: Where is the nearest hospital? What about fire and police?	Water and power: Is the home on a well? Are local sewer and power systems up to date?
Local ordinances: Be sure to check zoning laws and other neighborhood regulations for any restrictions on everything from pets, to landscaping, to vacation rentals.	Ownership situations: Are there a lot of bank-owned properties for sale in the neighborhood? This may depress a home's value going forward—or, at the very least, leave you living in a ghost town.

2. PREPARATION

To fetch the highest price for your home, you need to reveal its inner beauty without investing in embellishments that could turn people off. While getting your home into selling shape, remember the three r's: **refresh, repair, replace.**

Home

What Is My Home Worth?

Please fill out the information below and a report will be sent to you within 24 hours.

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