

2nd Quarter 2013 Report : Market Continues to Heat Up

The big story of the second quarter real estate market is the jump in gross dollar sales. Buyers invested almost \$358 million in local real estate purchases during the second quarter, an increase of over \$75 million from last year.

This is a jump of 27%. Carmel led the pack with an increase of more than \$27 million or 36% of the total gain. This tremendous improvement was accomplished with only 20 additional sales in the ten markets. We can see the big money is returning. Although the most popular price range was from \$400,000 to \$699,000 with 151 sales (see the Distribution of Sales Chart), 39% of the total, there were 91 sales over one million dollars, 24% of the total.

There were also 19 sales over \$2 million 17 over \$3 million. It is worth noting there were no block buster sales over \$10 million that can distort the dollar volume total. No matter how you slice it, it was an excellent quarter.

Inventory

The press has reported that inventory is tightening all over the country, especially in the red hot markets like Silicon Valley. Here it is mixed. Marina has seen a breath taking decline from 44 listings last year to only 10 on July 1. The flip side is the Carmel market. On July 1 there were 167 properties on the market as opposed to 174 last year, not much change there. Carmel is doing very well in the more expensive and sought after areas such as the Golden Rectangle, Dolores to Scenic, Ocean Avenue to Santa Lucia. It appears to us that inflated asking prices are holding back other parts of town.

Other areas with sharp declines in inventory are Carmel Highlands, down to 22 from 35 last year, Salinas/Monterey Highway, 145 to 107 and Seaside 75 to 57.

Prices

Prices are up in nine of the ten markets. Carmel had a nice one-year gain in median sales prices from \$1,050,500 to \$1,242,500. The only market that had a decline in the median sales price was Carmel Highlands. That market is so small and there is such a rich variety of properties and historic values, that the median sales price jumps all over the map. All it tells us is if the mix was weighted toward the high-end or the low end of the area.

Market Barometer

Looking forward, our best indicator of prospects for the third quarter is the Market Barometer. Most of the markets had strong readings, three with over 50% of the listings in escrow, three over 30% and two in the marginally strong area of more than 20% of the listings under contract. The weaklings were Pebble Beach at 17% and Carmel Highlands with a dreadful reading of 9%. The good news for the Highlands was the drop in inventory to a mere 22 listings.

MARKET BAROMETER Five Quarter Review		
	In	
	Escrow	
	vs	
Date	Listings	Percent
Carmel		
07/01/13	35/167	21%
04/01/13	42/150	28%
01/01/13	23/133	17%
10/01/12	37/180	21%
07/01/12	27/174	16%
Carmel Highlands		
07/01/13	2/22	9%
04/01/13	9/30	30%
01/01/13	6/30	20%
10/01/12	7/40	18%
07/01/12	5/35	14%
Carmel Valley		
07/01/13	25/108	23%
04/01/13	31/93	33%
01/01/13	22/84	26%
10/01/12	24/105	23%
07/01/12	26/110	24%
Del Rey Oaks		
07/01/13	4/5	80%
04/01/13	6/7	86%
01/01/13	5/6	83%
10/01/12	2/4	50%
07/01/12	5/5	100%
Marina		
07/01/13	8/10	80%
04/01/13	12/18	67%
01/01/13	28/34	82%
10/01/12	34/44	77%
07/01/12	34/44	77%
Monterey		
07/01/13	29/76	38%
04/01/13	38/70	54%
01/01/13	31/55	56%
10/01/12	35/78	45%
07/01/12	29/81	36%
Pacific Grove		
07/01/13	24/73	33%
04/01/13	37/69	54%
01/01/13	27/62	44%
10/01/12	37/92	40%

The third quarter will continue the upward trend.

07/01/12	38/82	46%
Pebble Beach		
07/01/13	17/99	17%
04/01/13	15/77	19%
01/01/13	13/67	19%
10/01/12	15/98	15%
07/01/12	22/107	21%
Salinas/Mty Highway		
07/01/13	34/107	32%
04/01/13	58/120	48%
01/01/13	62/110	56%
10/01/12	71/141	50%
07/01/12	61/145	42%
Seaside		
07/01/13	38/57	67%
04/01/13	45/56	80%
01/01/13	46/66	70%
10/01/12	50/74	68%
07/01/12	56/75	75%

Monterey Peninsula Gross Dollar Volume		
	2nd Qtr	2nd Qtr
<i>Town</i>	2012	2013
Carmel	\$87,929,480	\$115,168,950
Carmel Highlands	\$5,345,000	\$23,603,000
Carmel Valley	\$32,624,865	\$36,301,000
Del Rey Oaks	\$1,413,800	\$4,031,500
Marina	\$10,781,188	\$9,480,784
Monterey	\$25,256,736	\$33,389,406
Pacific Grove	\$31,212,600	\$33,976,705
Pebble Beach	\$41,498,800	\$43,471,375
Salinas Hwy	\$32,955,900	\$43,205,870
Seaside	\$12,756,250	\$15,034,300
Totals	\$281,774,619	\$357,662,890

SALES BY QUARTER -- Seven Quarter Review							
	Q4	Q1	Q2	Q3	Q4	Q1	Q2
<i>Town</i>	2011	2012	2012	2012	2012	2013	2013
Carmel	50	50	70	53	59	46	73
Carmel Highlands	2	4	2	3	7	8	11
Carmel Valley	35	21	39	41	33	32	40
Del Rey Oaks	2	2	4	2	1	4	9
Marina	25	28	37	30	26	28	29
Monterey	38	46	45	41	42	39	55
Pacific Grove	44	46	48	48	49	41	46
Pebble Beach	22	34	27	28	27	34	18
Salinas Hwy	53	44	46	56	59	50	60
Seaside	60	51	47	36	43	51	44
Totals	331	326	365	338	346	333	385

Distribution of Sales 2nd Quarter 2013							
	\$0	\$400	\$700	\$1-M	\$1.5M	\$2M	
Town	\$399	\$699	\$999	\$1,499	\$1,999	\$2,999	\$3M+
Carmel	0	10	16	19	11	10	7
Carmel Highlands	0	0	2	4	0	2	3
Carmel Valley	2	14	15	5	2	1	1
Del Rey Oaks	2	7	0	0	0	0	0
Marina	19	10	0	0	0	0	0
Monterey	6	34	13	2	0	0	0
Pacific Grove	6	21	15	1	1	2	0
Pebble Beach	0	1	6	2	1	2	6
Salinas Hwy	2	42	7	5	2	2	0
Seaside	32	12	0	0	0	0	0
Totals	69	151	74	38	17	19	17

Days on Market 2nd Qtr 2012 - 2013		
Town	2012	2013
Carmel	149	118
Carmel Highlands	285	204
Carmel Valley	126	127
Del Rey Oaks	165	39
Marina	76	36
Monterey	81	47
Pacific Grove	113	65
Pebble Beach	126	207
Salinas Hwy	131	82
Seaside	68	50

Median Sales Price Comparisons				
Town	Full Year 2012	2nd Qtr 2012	2nd Qtr 2013	% LP Received
Carmel	\$1,020,000	\$1,050,500	\$1,242,500	94.83%
Carmel Highlands	\$1,150,000	\$2,672,500	\$1,287,500	88.85%
Carmel Valley	\$ 800,000	\$ 690,000	\$ 775,000	95.17%
Del Rey Oaks	\$ 363,000	\$ 355,000	\$ 485,000	99.41%
Marina	\$ 305,000	\$ 294,500	\$ 375,000	99.33%
Monterey	\$ 490,000	\$ 510,000	\$ 585,000	99.33%
Pacific Grove	\$ 558,000	\$ 599,500	\$ 665,000	98.46%
Pebble Beach	\$1,130,000	\$ 995,000	\$1,650,000	93.12%
Salinas Hwy	\$ 526,500	\$ 528,500	\$ 600,000	96.58%
Seaside	\$ 296,000	\$ 267,000	\$ 342,500	101.28%

The charts are based in whole or in part on data supplied by the Monterey County Association of Realtors' Multiple Listing Service (MLS). Neither the Association nor the MLS guarantees or is responsible for their accuracy. Data maintained by the Association or its MLS may not reflect all real estate activity in the market.

Please Call Us

We have lived on the Monterey Peninsula since 1978 and in the heart of Carmel since 1986. We know the market

and have deep experience assisting both buyers and sellers.

We Help Buyers

Many of our buyers are from out of town and before they act they need to gain an understanding of our local market. If you are an out-of-town buyer, you are extremely dependent on your agent for guidance. We are skilled at assisting you up the learning curve so that you can make sound decisions. The way we prosper is by putting our buyers into good, solid situations.

We Help Sellers

We know the market and would be happy to evaluate the value of your house at no charge. We know how to help you get ready for market to get the best price for your property. Selling a property is a cooperative effort between the seller and his or her agent. We will guide you on the team approach to success.

Please [contact us via email](#), call us at 831-622-4642, or write us at PO Box 350, Carmel, CA 93921.

Carmel Realty Company | NE Corner of Dolores and 8th) | Carmel, CA 93921 | P.O. Drawer C

Copyright © Brocchini - Ryan Properties 2015