

3rd Quarter 2011 Report : Carmel Remains the Market Leader

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There are two big real estate stories from the third quarter. First, Carmel continues to rack up big increases in dollar volume over last year in spite of a large unsold inventory. Second, median sale prices were down in every market except Carmel and Del Rey Oaks.

The big surprise in prices is Pebble Beach which turned in an unheard of median sale price of \$870,000. The Country Club area has been battered whereas the luxury end is slow with only three properties sold for over \$2 million in the quarter. There were no blockbuster sales in the quarter. The top selling price was \$3,900,000.

Carmel

The most telling numbers in the Carmel performance are the dollar volume figures. So far this year Carmel is up 46% over last year, selling \$215,716,590 in properties as opposed to \$147,657,750 last year. To understand the full magnitude of this increase we compared it to the overall figures for the ten Peninsula markets.

The overall market was up 6% including Carmel's strong performance. Just for fun we subtracted Carmel's numbers for the first three quarters of 2010 and 2011 and found that the other nine markets were actually down by 5% this year. The only explanation we can offer for the disparity is that Carmel, in the minds of the many out-of-towners who dream of moving to the Monterey Peninsula, remains the local jewel.

The blemish in this rosy picture is the large unsold inventory in Carmel. Check the Market Barometer, a measure of the percentage of listings in escrow, and you will find Carmel close to the bottom of the heap with only 15% of the listings in escrow on October 1. On that date there were 177 unsold listings. That is a lot!!

The properties that sold during the quarter received 93.6% of asking price, not close to the 98% to more than 100% of asking prices the lower cost markets achieved, but still pretty good. It appears that the unsold inventory with long market times is over-priced. This is nothing new in real estate but more critical in difficult times. Properties need to have perceived value to get sold. The successful sales in Carmel are a tribute to the sellers and agents who were able to nail an attractive price range and get their places sold.

Unit Sales

All of the markets except Del Rey Oaks and Seaside had more sales this year than last. Over all the market had 44 more sales in the quarter, an increase of 15%. The fact that dollar volume had only modest gains shows again how prices have slipped across the board with the exception of Carmel. Carmel had only six more sales than last year yet increased its dollar volume by over \$30 million dollars. We find that stunning.

MARKET BAROMETER		
Hottest to Coldest Market		
Five Quarter Review		
(In Descending Order)		
	<i>In</i>	
	<i>Escrow</i>	
	<i>vs</i>	
<i>Date</i>	<i>Listings</i>	<i>Percent</i>
Marina		
10/01/11	34/55	62%
07/01/11	34/59	58%
04/01/11	29/66	44%
01/01/11	33/66	50%
10/01/10	36/65	55%
Seaside		
10/01/11	63/109	58%
07/01/11	67/122	55%
04/01/11	71/111	64%
01/01/11	63/121	52%
10/01/10	78/136	57%
Monterey		
10/01/11	47/113	42%
07/01/11	29/113	26%
04/01/11	28/114	25%
01/01/11	22/101	22%
10/01/10	28/113	25%
Salinas/Mty Highway		
10/01/11	57/163	35%
07/01/11	50/166	30%
04/01/11	42/149	28%
01/01/11	43/135	32%
10/01/10	48/172	28%
Carmel Valley		
10/01/11	31/127	24%
07/01/11	34/148	23%
04/01/11	29/119	24%
01/01/11	25/116	22%
10/01/10	31/162	19%
Pacific Grove		
10/01/11	29/120	24%

A Look at Approach

We approach these reports with open minds. We forget what people have been whispering in our ears about the market and bury our own impressions. What is so amazing is that every report ends up with unique information and new twists. This is what makes it fun and always illuminating to us. We hope it is the same to you, and we welcome your comments.

07/01/11	27/117	23%
04/01/11	21/92	23%
01/01/11	16/93	17%
10/01/10	18/109	17%
Carmel		
10/01/11	32/209	15%
07/01/11	34/203	17%
04/01/11	39/187	21%
01/01/11	30/155	19%
10/01/10	42/220	19%
Pebble Beach		
10/01/11	15/130	12%
07/01/11	11/121	9%
04/01/11	21/92	23%
01/01/11	7/94	7%
10/01/10	7/118	6%
Carmel Highlands		
10/01/11	0/33	0%
07/01/11	4/33	12%
04/01/11	4/31	13%
01/01/11	1/31	3%
10/01/10	3/38	8%
Del Rey Oaks		
10/01/11	0/5	0%
07/01/11	1/4	25%
04/01/11	2/6	33%
01/01/11	4/5	80%
10/01/10	1/8	13%

Median Sales Price Comparisons				
<i>Town</i>	<i>Full Year</i>	<i>3rd Qtr</i>	<i>3rd Qtr</i>	<i>% LP</i>
	<i>2010</i>	<i>2010</i>	<i>2011</i>	<i>Received</i>
Carmel	\$1,045,000	\$ 805,000	\$1,212,500	93.60%
Carmel Highlands	\$1,600,000	\$1,442,625	\$1,281,250	88.80%
Carmel Valley	\$ 706,000	\$ 740,000	\$ 637,500	93.14%
Del Rey Oaks	\$ 390,000	\$ 381,000	\$ 400,000	101.02%
Marina	\$ 334,900	\$ 320,000	\$ 315,000	97.98%
Monterey	\$ 550,000	\$ 612,000	\$ 457,500	95.55%
Pacific Grove	\$ 630,000	\$ 635,000	\$ 565,000	94.82%
Pebble Beach	\$1,100,000	\$1,377,500	\$ 870,000	89.56%
Salinas Hwy	\$ 575,000	\$ 600,000	\$ 590,000	93.59%
Seaside	\$ 279,200	\$ 275,000	\$ 273,500	98.99%

Monterey Peninsula Gross Dollar Volume

<i>Town</i>	3rd Qtr 2010	3rd Qtr 2011
Carmel	\$44,223,000	\$74,763,800
Carmel Highlands	\$5,342,625	\$5,712,500
Carmel Valley	\$35,085,650	\$27,464,450
Del Rey Oaks	\$1,547,000	\$800,000
Marina	\$7,587,150	\$8,936,388
Monterey	\$19,780,025	\$18,445,350
Pacific Grove	\$19,583,500	\$22,524,550
Pebble Beach	\$25,167,700	\$29,116,900
Salinas Hwy	\$35,792,079	\$43,181,550
Seaside	\$18,050,050	\$18,353,500
Totals	\$212,158,779	\$249,298,988

Distribution of Sales 3rd Quarter 2011

	\$0	\$400	\$700	\$800	\$1-M	\$1.3-M	\$1.7-M	
Town	\$399	\$699	\$799	\$999	\$1,299	\$1,699	\$1,999	\$2M +
Carmel	0	8	2	8	7	12	2	9
Carmel Highlands	0	0	0	1	1	1	0	1
Carmel Valley	9	14	3	2	5	3	1	1
Del Rey Oaks	1	1	0	0	0	0	0	0
Marina	22	5	0	0	0	0	0	0
Monterey	15	16	3	1	0	0	1	0
Pacific Grove	7	24	2	2	2	1	0	0
Pebble Beach	1	6	2	4	6	2	1	3
Salinas Hwy	6	30	6	8	3	2	1	2
Seaside	46	12	0	0	0	0	0	0
Totals	107	116	18	26	24	21	6	16

Distribution of Sales 3rd Quarter 2011

	\$0	\$400	\$700	\$800	\$1-M	\$1.3-M	\$1.7-M	
Town	\$399	\$699	\$799	\$999	\$1,299	\$1,699	\$1,999	\$2M +
Carmel	0	8	2	8	7	12	2	9
Carmel Highlands	0	0	0	1	1	1	0	1
Carmel Valley	9	14	3	2	5	3	1	1
Del Rey Oaks	1	1	0	0	0	0	0	0
Marina	22	5	0	0	0	0	0	0
Monterey	15	16	3	1	0	0	1	0
Pacific Grove	7	24	2	2	2	1	0	0
Pebble Beach	1	6	2	4	6	2	1	3
Salinas Hwy	6	30	6	8	3	2	1	2
Seaside	46	12	0	0	0	0	0	0
Totals	107	116	18	26	24	21	6	16

SALES BY QUARTER -- Seven Quarter Review							
	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Town	2010	2010	2010	2010	2011	2011	2011
Carmel	35	38	42	50	55	50	48
Carmel Highlands	3	3	3	4	2	3	4
Carmel Valley	32	35	32	32	29	26	38
Del Rey Oaks	4	4	4	3	3	6	2
Marina	28	36	23	32	28	29	27
Monterey	19	38	32	29	29	47	36
Pacific Grove	22	49	29	28	32	36	38
Pebble Beach	22	24	19	10	19	17	25
Salinas Hwy	28	53	43	47	32	47	58
Seaside	40	63	63	62	57	69	58
Totals	233	343	290	297	286	330	334

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

Days on Market 3rd Qtr 2010 - 2011		
Town	2010	2011
Carmel	121	125
Carmel Highlands	142	415
Carmel Valley	209	144
Del Rey Oaks	41	22
Marina	37	70
Monterey	111	79
Pacific Grove	70	159
Pebble Beach	122	127
Salinas Hwy	141	108
Seaside	68	75