

# 4th Quarter Year-End 2014 Report : Billion Dollar Market Returns

---

 [carmelabodes.com](http://carmelabodes.com)

In this report we publish our usual quarterly numbers as well as two ten-year charts, one reviewing ten years of dollar volume and the other 11 years of median sales prices. In the latter the first year, 2002, is base zero in the calculation of the ten-year increase or decrease.

## Median Sales Prices and Dollar Volume

Looking first at the ten-year median sales price numbers, we find only three markets had gains: Carmel 12%, Pacific Grove 5% and Pebble Beach 12%. All the rest declined.

On a year-to-year basis, comparing 2012 with 2011, four markets were up and six down. The winners were Carmel Highlands up 1%, Carmel Valley 14%, Pacific Grove 4% and Pebble Beach 2%. Only Carmel Valley had a gain worth crowing about.

On the positive side, the steep decline in prices seems to be over as 2012 decreases were not severe. For prices to begin an upward trend we will need a tightening of supply which is beginning to happen in some of our local markets.

The dollar volume numbers were good. The market racked up the best dollar total number since 2007. 2012 was the third straight year dollar volume rose.

## Barometer

The Market Barometer clearly shows the inventory trends. On the face of it you see that on January 1st Barometer readings, the percentage of listings in escrow, were for the most part really good. Del Rey Oaks and Marina both topped 80%, and Seaside was at 70%. Most of the rest of the markets were well above our minimum acceptable number of 20%. Even Carmel Highlands, normally the tail-ender in Barometer readings, came in at 20%. Only Carmel and Pebble Beach looked weak with substantial unsold inventory.

One needs to dig a bit to expand this picture. If we compare January 1, 2013 with the same date in 2012 an interesting snapshot emerges. We began 2012 with 466 unsold properties and ended the year with 380. an 18% decline. That is good news for sellers and a warning to potential buyers to get into action.

Some of the towns are beginning to see a tightening of inventory, most notably Pacific Grove whose inventory last year was 108 properties, down to 62 on January 1st. Other nice declines were in Monterey, 80 to 55, and Seaside 94 to 66. Even laggard Carmel saw a positive trend with inventory down from 164 properties to 133.

## Carmel – A Contradictory Market

Carmel is an interesting contrast of the good and the bad.

First the good: dollar volume was 10% higher in 2012 from 2011 up to \$303 million from \$276 million. Two hundred thirty three properties sold as opposed to 203 in 2011, a 15% jump.

Second, the bad: in contrast to the many hot Bay Area markets, and a few of our local markets such as Pacific Grove, inventory remained stubbornly high. Carmel had the lowest Barometer reading on January 1st and the largest unsold inventory at 110. The Barometer reading of 17% was identical to a year ago.

We had the impression that lower priced properties were a drag on the Carmel market as affluent buyers headed to the high-rent districts. That assumption was wrong. The **Distribution of Sales** chart for the fourth quarter shows that 45% of Carmel sales were under one million dollars. In addition, a spot check on January 21st showed the highest priced areas, northwest, Golden Rectangle and Carmel Point had a high level of unsold inventory averaging only 13% of inventory in escrow. So much for impressions.

In summary, the market is not hot, but it sure feels better than it did a year or two ago.

Monterey Peninsula Gross Dollar Volume		
<i>Town</i>	4th Qtr 2011	4th Qtr 2012
Carmel	\$59,532,900	\$80,278,633
Carmel Highlands	\$2,002,000	\$10,100,000
Carmel Valley	\$27,872,010	\$39,123,050
Del Rey Oaks	\$590,000	\$415,000
Marina	\$7,003,050	\$8,259,750
Monterey	\$18,488,670	\$22,641,874
Pacific Grove	\$22,680,715	\$32,406,150
Pebble Beach	\$40,576,500	\$43,116,208
Salinas Hwy	\$34,483,990	\$38,400,232
Seaside	\$17,041,400	\$14,258,775
<b>Totals</b>	<b>\$230,271,235</b>	<b>\$288,999,672</b>

SALES BY QUARTER -- Seven Quarter Review							
	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<i>Town</i>	2011	2011	2011	2012	2012	2012	2012
Carmel	50	48	50	50	70	53	59
Carmel Highlands	3	4	2	4	2	3	7
Carmel Valley	26	38	35	21	39	41	33
Del Rey Oaks	6	2	2	2	4	2	1
Marina	29	27	25	28	37	30	26
Monterey	47	36	38	46	45	41	42
Pacific Grove	36	38	44	46	48	48	49
Pebble Beach	17	25	22	34	27	28	27
Salinas Hwy	47	58	53	44	46	56	59
Seaside	69	58	60	51	47	36	43
<b>Totals</b>	<b>330</b>	<b>334</b>	<b>331</b>	<b>326</b>	<b>365</b>	<b>338</b>	<b>346</b>

Distribution of Sales 4th Quarter 2012							
	\$0	\$400	\$700	\$1-M	\$1.5M	\$2M	
Town	\$399	\$699	\$999	\$1,499	\$1,999	\$2,999	\$3M+
Carmel	0	8	19	13	11	4	4
Carmel Highlands	0	1	3	2	0	0	1
Carmel Valley	3	7	7	8	2	3	2
Del Rey Oaks	1	1	0	0	0	0	0
Marina	21	5	0	0	0	0	0
Monterey	11	24	2	5	0	0	0
Pacific Grove	4	28	15	1	0	1	0
Pebble Beach	0	3	10	4	7	1	2
Salinas Hwy	8	33	12	3	1	2	0
Seaside	35	8	0	0	0	0	0
Totals	83	118	68	36	21	11	9

Days on Market 4th Qtr 2011 - 2012		
Town	2011	2012
Carmel	122	141
Carmel Highlands	144	238
Carmel Valley	135	111
Del Rey Oaks	186	11
Marina	N/A	61
Monterey	136	96
Pacific Grove	98	96
Pebble Beach	169	173
Salinas Hwy	133	88
Seaside	63	51

Median Sales Price Comparisons				
Town	Full Year 2012	4th Qtr 2011	4th Qtr 2012	% LP Received
Carmel	\$1,020,000	\$ 916,250	\$1,180,000	92.54%
Carmel Highlands	\$1,150,000	\$1,001,000	\$ 900,000	87.60%
Carmel Valley	\$ 800,000	\$ 645,000	\$ 954,000	90.20%
Del Rey Oaks	\$ 363,000	\$ 295,000	\$ 415,000	110.67%
Marina	\$ 305,000	\$ 305,500	\$ 321,000	100.21%
Monterey	\$ 490,000	\$ 457,500	\$ 469,500	96.45%
Pacific Grove	\$ 558,000	\$ 482,000	\$ 625,000	97.24%
Pebble Beach	\$1,130,000	\$1,029,000	\$1,100,000	89.88%
Salinas Hwy	\$ 526,500	\$ 501,615	\$ 500,000	95.40%
Seaside	\$ 296,000	\$ 272,500	\$ 299,775	100.45%

Median Sales Price - Ten Year Review												1Yr	10 YR
Town	Year 2002	Year 2003	Year 2004	Year 2005	Year 2006	Year 2007	Year 2008	Year 2009	Year 2010	Year 2011	Year 2012	Gain (Loss)	Gain (Loss)
Carmel	\$910,000	\$985,000	\$1,295,000	\$1,575,000	\$1,525,000	\$1,550,000	\$1,550,250	\$1,240,000	\$1,045,000	####	####	-6%	12%
Carmel Highlands	\$1,660,000	\$1,175,000	\$1,675,000	\$2,400,000	\$2,450,000	\$2,215,000	\$1,600,000	\$1,387,500	\$1,600,000	####	####	1%	-30%
Carmel Valley	\$825,000	\$870,000	\$1,000,000	\$1,162,000	\$1,198,500	\$1,295,000	\$1,182,000	\$ 725,000	\$ 706,000	####	####	14%	-3%
Del Rey Oaks	\$457,250	\$515,000	\$615,000	\$725,000	\$ 715,000	\$ 735,000	\$ 505,000	\$ 405,000	\$ 390,000	####	####	-5%	-21%
Marina	\$369,000	\$420,000	\$567,500	\$675,000	\$ 669,000	\$ 580,000	\$ 400,000	\$ 354,900	\$ 334,900	####	####	-2%	-17%
Monterey	\$535,000	\$625,000	\$700,000	\$875,000	\$ 835,000	\$ 795,000	\$ 685,000	\$ 520,000	\$ 550,000	####	####	-6%	-8%
Pacific Grove	\$529,500	\$595,000	\$762,500	\$882,500	\$ 865,000	\$ 805,000	\$ 672,500	\$ 603,750	\$ 630,000	####	####	4%	5%
Pebble Beach	\$1,006,250	\$1,050,000	\$1,300,000	\$1,660,000	\$1,657,500	\$2,312,500	\$1,570,000	\$1,100,000	\$1,100,000	####	####	2%	12%
Salinas Hwy	\$650,000	\$730,000	\$825,000	\$1,002,000	\$ 925,000	\$ 932,500	\$ 770,000	\$ 573,500	\$ 575,000	####	####	-6%	-19%
Seaside	\$339,000	\$388,500	\$549,000	\$660,000	\$ 670,000	\$ 619,000	\$ 326,000	\$ 270,598	\$ 279,200	####	####	-1%	-13%

Monterey Peninsula Gross Dollar Volume 2003 to 2012											
Town	Year 2003	Year 2004	Year 2005	Year 2006	Year 2007	Year 2008	Year 2009	Year 2010	Year 2011	Year 2012	
Carmel	\$252,697,213	\$419,857,000	\$435,718,000	\$321,720,000	\$364,149,869	\$249,057,575	\$220,497,763	\$221,469,840	\$276,650,490	\$303,606,360	
Carmel Highlands	\$38,315,000	\$80,050,000	\$76,545,000	\$73,928,000	\$71,996,253	\$29,705,585	\$26,839,900	\$24,407,625	\$21,739,500	\$47,993,000	
Carmel Valley	\$134,789,075	\$179,651,000	\$179,811,000	\$127,213,000	\$116,897,500	\$91,218,600	\$72,302,445	\$125,311,300	\$111,961,760	\$131,614,015	
Del Rey Oaks	\$12,403,538	\$11,110,000	\$20,117,000	\$8,794,000	\$6,513,640	\$9,018,800	\$5,523,400	\$5,683,000	\$4,907,000	\$3,524,300	
Marina	\$49,481,850	\$80,965,000	\$90,675,000	\$56,223,000	\$46,855,100	\$58,231,593	\$52,497,752	\$40,840,494	\$33,510,171	\$37,621,835	
Monterey	\$111,686,616	\$146,477,000	\$149,890,000	\$112,543,000	\$85,651,512	\$75,696,710	\$61,314,500	\$72,083,450	\$78,311,945	\$93,167,009	
Pacific Grove	\$127,843,400	\$147,122,000	\$151,444,000	\$108,858,000	\$90,731,999	\$79,207,460	\$85,882,672	\$90,716,675	\$90,818,100	\$120,959,800	
Pebble Beach	\$157,428,013	\$206,724,000	\$255,072,000	\$199,843,000	\$189,166,939	\$198,687,253	\$109,626,027	\$159,179,850	\$151,834,099	\$203,278,900	
Salinas Hwy	\$186,966,146	\$211,892,000	\$278,946,000	\$160,167,000	\$138,197,325	\$116,578,634	\$110,843,805	\$129,534,403	\$142,096,488	\$139,068,815	
Seaside	\$81,958,608	\$119,459,000	\$155,761,000	\$96,426,000	\$55,992,455	\$94,363,390	\$86,952,963	\$71,494,628	\$71,819,802	\$57,077,970	
<b>Totals</b>	<b>\$1,153,569,459</b>	<b>\$1,603,307,000</b>	<b>\$1,793,979,000</b>	<b>\$1,265,715,000</b>	<b>\$1,166,152,592</b>	<b>\$1,001,765,600</b>	<b>\$832,281,227</b>	<b>\$940,721,265</b>	<b>\$983,649,355</b>	<b>\$1,137,912,004</b>	

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