



The ESCROW EXAMINER

January 2010

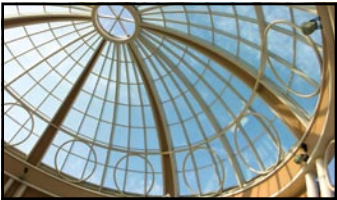


SOUTHLAND HOME SALES AND PRICES UP

Southern California's housing market continued its step-by-step climb up from the January-February bottom as both sales and prices saw gains last month, a real estate information service reported.



A total of 19,181 new and resale homes sold in Los Angeles, Riverside, San Diego, Ventura, San Bernardino and Orange counties last month. That was down 13.3 percent from October's 22,132, and up 14.7 percent from 16,720 for November 2008, according to MDA Data Quick of San Diego.



Sales almost always decline from October to November. The year-over-year increase was the 17th in a row. In Data Quick's statistics, which go back to 1988, the average November had 22,312 sales.

Sales of newly built homes saw an unexpected jump last month. A total of 2,039 new homes were sold, the highest of any month so far this year, and 25.5 percent ahead of 1,625 for November 2008.

Sales have been stoked in recent months by several factors: A federal tax credit for first-time buyers, which had been set to expire last month before it was extended and expanded; robust investor activity, especially inland; super-low mortgage rates; the availability of government-insured, low-down-payment mortgages for first-time buyers; and the allure of a potential "deal" on a distressed property.

All Homes	Sales Volume			Median Price		
	Nov-08	Nov-09	%Chng	Nov-08	Nov-09	%Chng
Los Angeles	5,037	6,257	24.2%	\$340,000	\$329,000	-3.2%
Orange	2,177	2,528	16.1%	\$400,000	\$432,250	8.1%
Riverside	3,719	3,745	0.7%	\$220,000	\$200,000	-9.1%
San Bernardino	2,385	2,751	15.3%	\$185,250	\$160,000	-13.6%
San Diego	2,673	3,148	17.8%	\$305,000	\$325,000	6.6%
Ventura	729	752	3.2%	\$355,000	\$365,000	2.8%
SoCal	16,720	19,181	14.7%	\$285,000	\$285,000	0.0%

Source: DQNews.com. <http://www.dqnews.com/Articles/2009/News/California/RRCA091217.aspx>

2010 ALTOS WEBINARS

Back by popular demand – in the 4th quarter over 500 agents have registered for our Altos 101 and Altos 201 Educational Series. Please join to learn about the valuable resource available through Pickford Escrow & The Escrow Firm.

Altos 101: Understanding the Altos Research Market Reports

Mon., Jan. 11, 2010 9 am - 10 am.

Click [HERE](#) to register

Learn the basics of the weekly Altos Research market reports. We will walk through the most common questions and answer your specific questions. During this session, we'll review both the "Executive Summary" and more detailed "Market Update" reports available to you from Pickford Escrow & The Escrow Firm.

Altos 201: Real Estate Marketing with Statistics

Wed., Jan. 20, 2010 9 am - 10am.

Click [HERE](#) to register

In today's challenging market, you need creative and effective marketing strategies to show your local market expertise. How are you answering "How's the Market?" when your prospects, leads, and clients ask? Are you REALLY providing the answers to their question?

Hosted by Pickford Escrow, The Escrow Firm and the "Data Geeks" at Altos Research, this webinar will provide you with practical ideas and applications in using real estate market trends and market statistics for:

- Getting Buyers "off the fence"
- Setting Seller Expectations
- Prospecting & Lead Generation
- Drip Marketing & Lead Conversation
- Building Client Trust

Use "the market" to show your clients that you are the local expert!

BY THE NUMBERS

4.1: Percent of November's home purchase loans that were adjustable-rate mortgages.

537,690: Number of 3rd quarter annualized sales in California.

19,181: Total of new and resale homes sold in Southern California in November.

\$417,000: Mortgages above this amount were formerly the definition of a jumbo loan. Accounted for 15% of all home purchase loans.

38.1: Percent of all purchase loans that were FHA-insured mortgages in November.

NEW WEBSITE LAUNCH

Both Pickford Escrow and The Escrow Firm are excited to announce the launch of our two new websites.

Both sites have NEW FEATURES INCLUDING:

- Easily downloadable forms (power of attorney, quit claim deeds, etc...)
- Educational Resources for your clients
- Easy to find contact information for every office
- Downloadable order forms

www.pickfordescrow.com

www.theescrowfirm.com

Don't forget to visit our new websites or follow us via social media on Facebook, Twitter or YouTube!