

# Sotheby's

INTERNATIONAL REALTY



Pasadena, CA | Just Sold | Georges Rouveyrol

## Pasadena Market Update Second Quarter 2014

PASADENA BROKERAGE  
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Pasadena, CA 91101  
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[sothebyshomes.com/pasadena](http://sothebyshomes.com/pasadena)

All data within this document is pulled from the Pasadena MLS.



## A MESSAGE FROM OUR MANAGER: Jeff Maynard

I am pleased to report that in the second quarter of 2014, three of the five areas in this market update – Pasadena, Altadena and South Pasadena – enjoyed a steady increase in their average sales prices according to the Pasadena Foothills Association of Realtors ITEC Multiple Listing Service. San Marino and La Canada Flintridge had very slight decreases in their average sales prices. The number of units sold in all five areas was down, however if we had enjoyed more inventory of homes to sell, the unit numbers for the MLS could have been much better as demand is still very high, especially from foreign buyers. If you are thinking of selling your home, now is an incredible market to take advantage of. Due to low inventory, many sellers during Q2 2014 enjoyed multiple offers from buyers, which, for many, escalated the sales price well above the original asking price. We at Sotheby's International Realty appreciate providing you with the utmost in real estate services.

## FEATURED LISTINGS



PASADENA | Web ID: 0277259 | \$5,800,000  
Pasadena Brokerage | John Fredrickson | 626.396.3930



PASADENA | Web ID: 0277256 | \$5,500,000  
Pasadena Brokerage | Seager & Seager | 626.396.3973

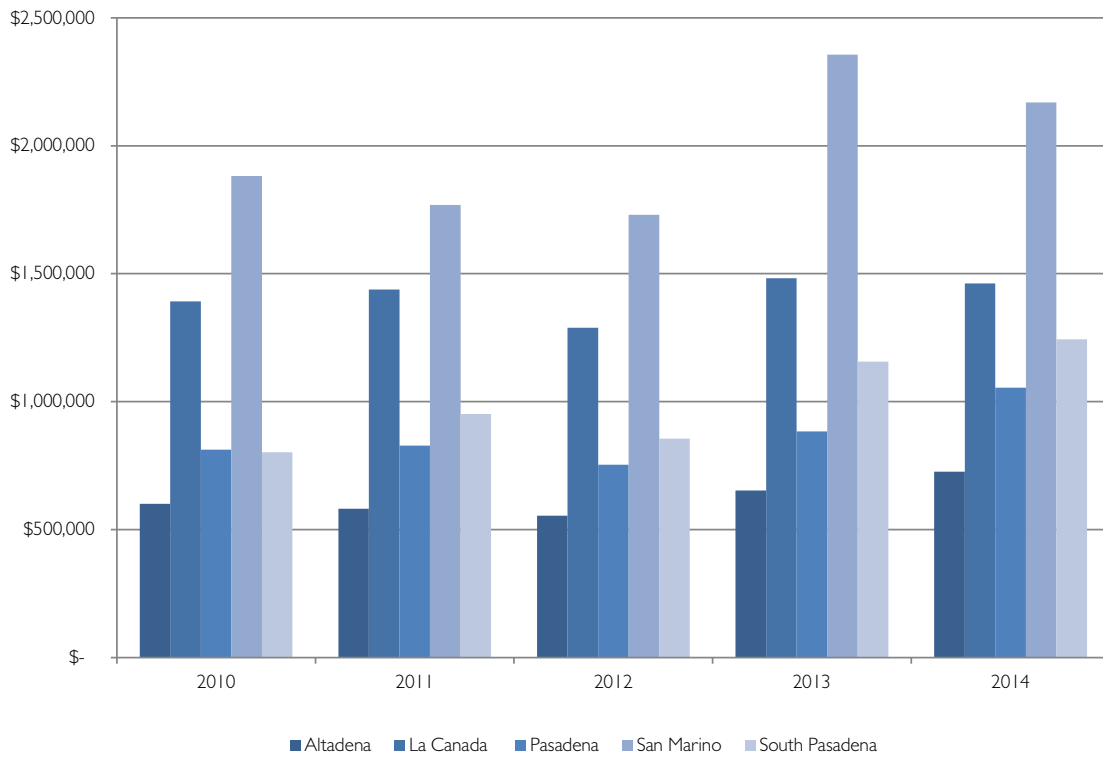


PASADENA | Web ID: 0277249 | \$1,795,000  
Pasadena Brokerage | Mark Ogden | 626.396.3908



ALTADENA | Web ID: 0277275 | \$1,279,000  
Pasadena Brokerage | Glenn Golder | 626.396.6840

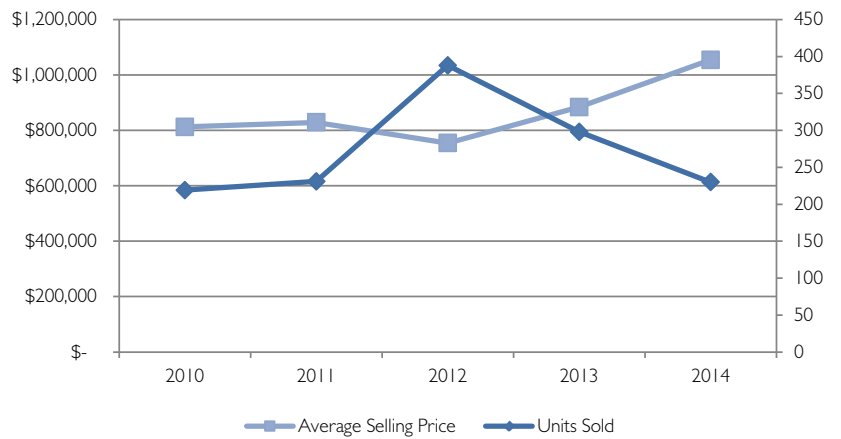
### FIVE YEARS OF AVERAGE SELLING PRICES | Q2



## PASADENA

Pasadena is a world-class model of a successful urban community, and its distinctive quality of life is exemplified by its unparalleled beauty, culture and diversity. It is home to many scientific and cultural institutions.

### AVERAGE SALE PRICE | TOTAL SFH SOLD | Q2

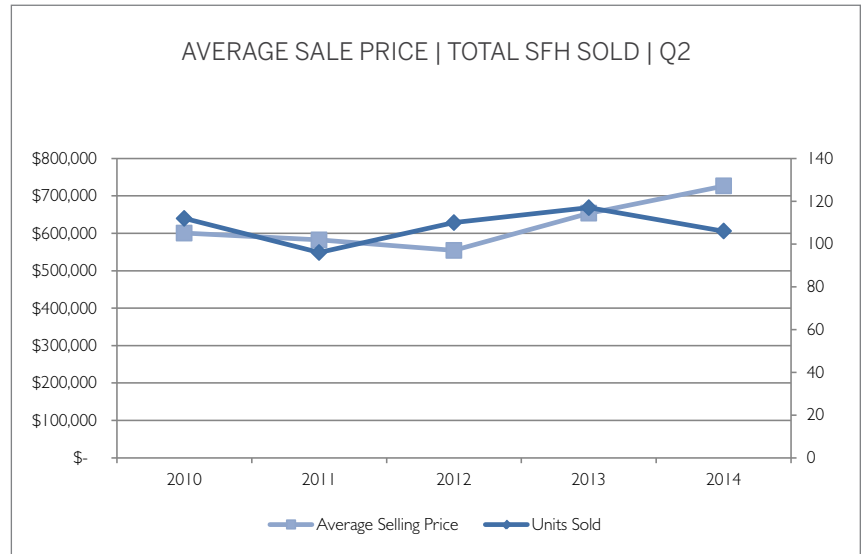


SINGLE FAMILY HOMES   Q2	2010	2011	2012	2013	2014
UNITS SOLD	219	231	388	298	230
AVERAGE SELLING PRICE	\$812,356	\$828,564	\$754,111	\$884,121	\$1,054,242
AVERAGE LISTING PRICE	\$857,594	\$1,143,795	\$792,079	\$875,475	\$1,092,111
DISCOUNT	95%	72%	95%	101%	97%
MEDIAN	\$645,000	\$626,000	\$562,500	\$695,000	\$803,000
AVERAGE DAYS ON MARKET	65	84	82	48	44



## ALTADENA

Sited between the Arroyo Seco and Eaton Canyon, Altadena is rich in architecture and cultural heritage with its community's unique qualities. Significant home styles from modest Craftsman bungalow to Italianate mansion and Modernist gems are present.

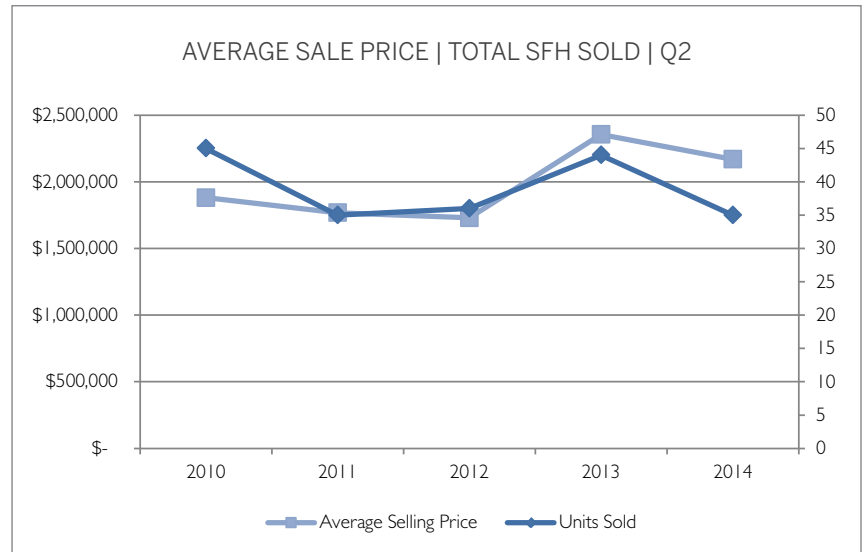


SINGLE FAMILY HOMES   Q2	2010	2011	2012	2013	2014
UNITS SOLD	112	96	110	117	106
AVERAGE SELLING PRICE	\$600,729	\$582,235	\$554,350	\$653,419	\$726,640
AVERAGE LISTING PRICE	\$621,198	\$624,997	\$573,864	\$650,587	\$713,402
DISCOUNT	97%	93%	97%	100%	102%
MEDIAN	\$527,000	\$474,600	\$429,250	\$590,000	\$639,500
AVERAGE DAYS ON MARKET	52	80	72	51	44



## SAN MARINO

San Marino has designed its community to be uniquely residential, with expansive properties, surrounded by beautiful gardens with wide streets, and well maintained parkways. This best exemplifies the charm and character that make the City an enjoyable place to live and work.

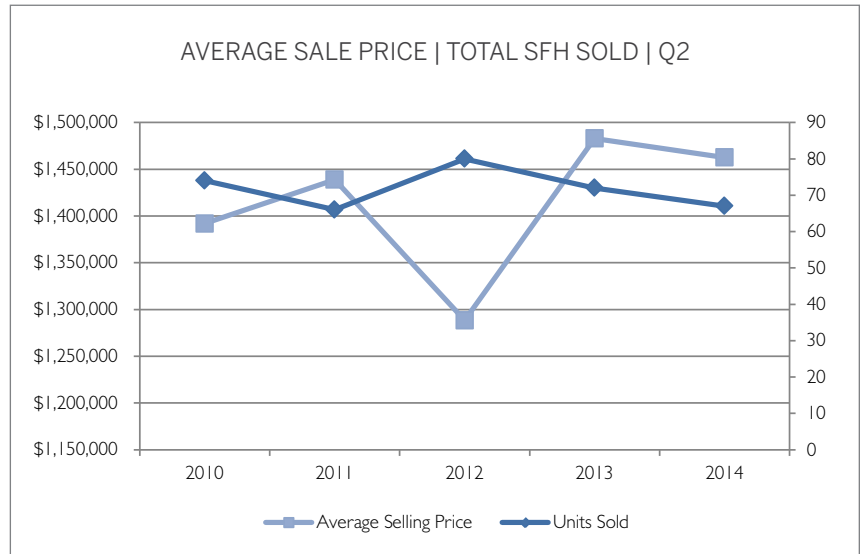


SINGLE FAMILY HOMES   Q2	2010	2011	2012	2013	2014
UNITS SOLD	45	35	36	44	35
AVERAGE SELLING PRICE	\$1,881,586	\$1,768,314	\$1,730,151	\$2,355,744	\$2,168,865
AVERAGE LISTING PRICE	\$1,946,176	\$1,929,566	\$1,737,056	\$2,260,450	\$2,013,137
DISCOUNT	97%	92%	100%	104%	108%
MEDIAN	\$1,630,000	\$1,328,000	\$1,552,500	\$1,925,000	\$2,050,000
AVERAGE DAYS ON MARKET	63	79	52	32	25



## LA CAÑADA FLINTRIDGE

La Cañada Flintridge is a small and affluent city in Los Angeles County nestled between the San Gabriel Mountains and Angeles National Forest on the north, and the San Rafael Hills on the south. The city is home to Descanso Gardens and NASA's Jet Propulsion Laboratory.

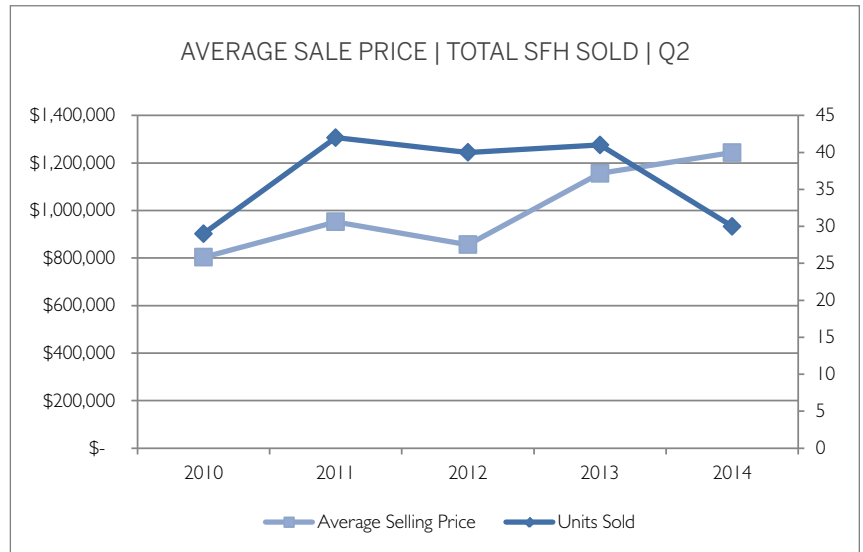


SINGLE FAMILY HOMES   Q2	2010	2011	2012	2013	2014
UNITS SOLD	74	66	80	72	67
AVERAGE SELLING PRICE	\$1,391,964	\$1,438,812	\$1,288,431	\$1,482,980	\$1,462,530
AVERAGE LISTING PRICE	\$1,489,286	\$1,543,979	\$1,355,009	\$1,505,624	\$1,455,487
DISCOUNT	93%	93%	95%	98%	100%
MEDIAN	\$1,267,500	\$1,179,500	\$1,180,000	\$1,302,500	\$1,299,000
AVERAGE DAYS ON MARKET	83	70	62	40	44



## SOUTH PASADENA

South Pasadena is known for its tree-lined streets, historic California Craftsman-style homes and unique small businesses. This small town atmosphere makes the city one of California's most desirable locations and prides itself on its small town character.



SINGLE FAMILY HOMES   Q2	2010	2011	2012	2013	2014
UNITS SOLD	29	42	40	41	30
AVERAGE SELLING PRICE	\$802,909	\$952,216	\$856,064	\$1,156,241	\$1,243,594
AVERAGE LISTING PRICE	\$820,266	\$980,238	\$912,422	\$1,134,727	\$1,190,800
DISCOUNT	98%	97%	94%	102%	104%
MEDIAN	\$725,000	\$890,500	\$667,500	\$975,000	\$1,181,750
AVERAGE DAYS ON MARKET	50	59	83	45	37

## ON THE MARKET



*left to right from top to bottom:*

### METROPOLITAN MARKETS

THE WOODLANDS, TX | Web: 1250120 | \$925,000

NEW YORK, NY | Web: 0019518 | \$1,400,000

LOS ANGELES, CA | Web: 0308015 | \$1,469,900

### RESORT MARKETS

SAG HARBOR, NY | Web: 0056469 | \$1,299,000

HYANNIS PORT, MA | Web: 0402947 | \$1,450,000

SANTA FE, NM | Web: 0575054 | \$1,200,000

### FOREIGN MARKETS

TURKS & CAICOS | Web: W3LJH5 | \$1,900,000

SPAIN | Web: 87DEQ8 | \$1,350,801

CANADA | Web: KXW3JP | \$1,792,792

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