



## CORONADO MARKET ANALYSIS

JAN 2010 - JUNE 2010

OWEN PROPERTIES  
(619) 435-0304

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for Coronado's  
Best Buys!*

The data below is positive, consistent with the trend in most markets. Much of the positive reflects not rising prices but a broader mix of homes sold, as finally there have been several high-end sales near the ocean and bay.

If you are looking at \$1.5 million and below in the Village detached category, you find yourself in fierce competition.

If you are looking in the Village between \$2 and \$4 million, you will find yourself awash in opportunities. Take advantage of it. What we saw with Tony Falletta homes is instructive. His front homes in the good old days sold for \$1.35 to \$1.525 million. Because of the downturn, six or seven were for sale at once, and suffered sale prices of \$950,000 to \$1.1 million. The supply was exhausted, and the most recent sale prices have popped back over \$1.3 million. All that occurred over a matter of months, not years.

Buy low and sell high. We have the market knowledge and experience to get you there.

### AVERAGE SALES PRICE

First Six Months of	2009	2010	CHANGE
92118	\$1,229,562	\$1,404,153	13%
Village Homes	\$1,507,117	\$1,562,315	4%
Village Condos	\$901,430	\$914,692	1%
Shores	\$1,176,900	\$1,514,636	22%
Cays Homes	\$999,767	\$1,229,166	19%
Cays Condos	\$800,714	\$933,857	14%

## AVERAGE SOLD PRICE PER SQUARE FOOT

First Six Months of	2009	2010	CHANGE
92118	\$688.50	\$718.42	4%
Village Homes	\$734.28	\$706.14	-4%
Village Condos	\$569.97	\$666.54	14%
Shores	\$1,066.98	\$1,104.35	3%
Cays Homes	\$407.53	\$466.82	13%
Cays Condos	\$492.92	\$529.19	7%

WE HAVE OVER A BILLION DOLLARS IN TRANSACTION EXPERIENCE AND WOULD BE PROUD TO ASSIST YOU.

## DAYS ON MARKET

SELLING?  
IN 2009 WE HAD MORE SALES SUCCESS THAN ANY OTHER BROKERAGE IN CORONADO.

ASK ABOUT OUR AGGRESSIVE MARKETING STRATEGIES.

First Six Months of	2009	2010	CHANGE
92118	132	126	-5%
Village Homes	143	132	-8%
Village Condos	159	61	-62%
Shores	76	150	51%
Cays Detached	118	158	25%
Cays Condos	144	136	-5%

NUMBER OF SALES

First Six Months of	2009	2010	CHANGE
92118	76	97	22%
Village Homes	36	60	40%
Village Condos	13	13	0%
Shores	10	11	9%
Cays Homes	9	6	-33%
Cays Condos	7	7	0%

CALL OR  
EMAIL  
FOR OUR LIST  
OF  
CORONADO  
"BEST BUYS."

BY THE BEACH: HOMES/CONDOS FROM 10TH TO OCEAN BLVD

First Six Months of	2009	2010	CHANGE
Sold Listings	4	10	60%
SP	\$2,618,748	\$3,188,012	18%
SP/SqFt	948.56	978.82	3%
DOM	140	128	-9%

Have a Question or Comment?

Owen Properties  
Phone: 619.435.0304

Your home is a high priced asset that warrants professional representation. We at Owen Properties have over a billion dollars in transaction experience and degrees from UCLA Anderson's School of Business (MBA), Berkeley and UCLA's School of Law (JD). We also have experience writing speeches for a former President of the United States and conducting internet marketing campaigns for hundred million dollar companies. As marketers, attorneys, brokers and deal makers, we would be proud to assist you.