

2015 Annual Market Report



MONTEREY COAST
REALTY

IN AFFILIATION WITH CARMEL REALTY COMPANY

Letter From the Managing Broker

The beautiful Monterey Peninsula continued to see a very active real estate market again in 2015. In addition to primary residents, our area is a highly desired location by people from around the world seeking second homes or a place to retire, especially those from the greater San Francisco Bay Area. This steady demand made for an active year for our professional team at Monterey Coast Realty. Established in 2014 by the same owners of Carmel Realty Company, which is known for its focus and excellence in the high-end luxury market, Monterey Coast Realty experienced tremendous growth in the past year.

Monterey Coast Realty doubled the number of transactions and increased our annual sales volume by 366% from our inaugural year in 2014. These numbers demonstrate that Monterey Coast Realty is becoming a force in the local real estate community, fostered by the high level of support given by the owners and tight collaboration with Carmel Realty Company agents and our shared support team.

The Realtors at Monterey Coast Realty represent quality properties from cottages and condos to grand mansions, covering the entire Monterey Peninsula all the way east to Carmel Valley and south to Big Sur. Last year the Monterey Peninsula had a 21% gain in dollar volume from the previous year. However, median prices were up only slightly, except in Carmel

Valley (+9%) and Seaside (+12%). There was a decline in transactions from the previous year that was likely due to a lack of inventory to sell throughout 2015. The increase in dollar volume can be attributed to especially strong sales in the luxury market. Demand remains high as we go into 2016--particularly for desirable coastal properties.

In 2015, Monterey Coast Realty achieved its highest sale ever with a \$6.9M property bordering Scenic Road in Carmel. This sale in the luxury market opened the doors for Monterey Coast Realty to join Who's Who in Luxury Real Estate, connecting our properties and clients to a network of over 130,000 luxury real estate professionals worldwide.

We are pleased to provide you with the detailed synopsis of each of our markets in this 2015 Annual Report. All statistics are based on residential sales reported on MLS and our team's off-market sales. We invite you to contact us if ever you have a need or even just a question about real estate. We're confident our Realtors' level of service and expertise will exceed your expectations.

Best regards,

Rita J. Lewis, CRB

Managing Broker

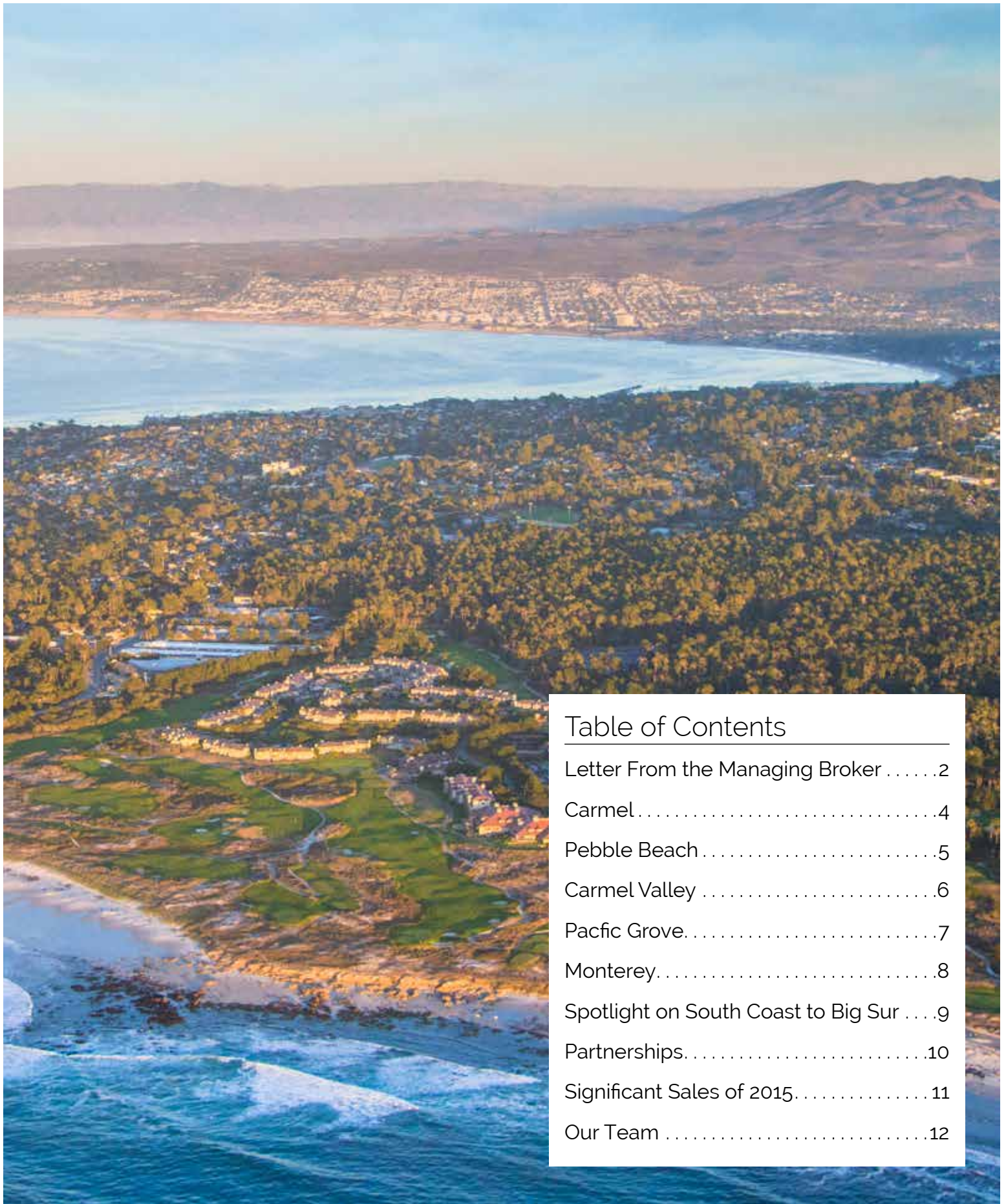
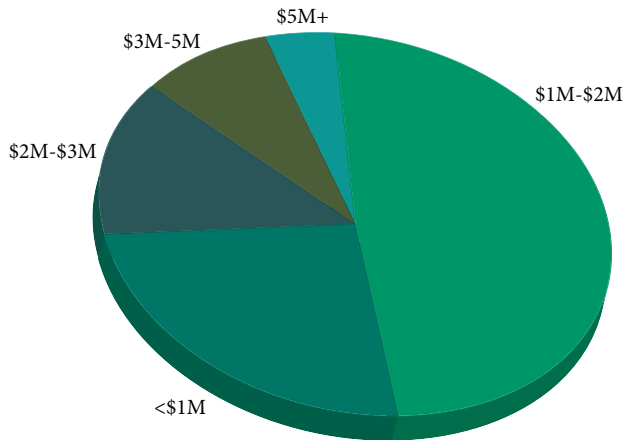


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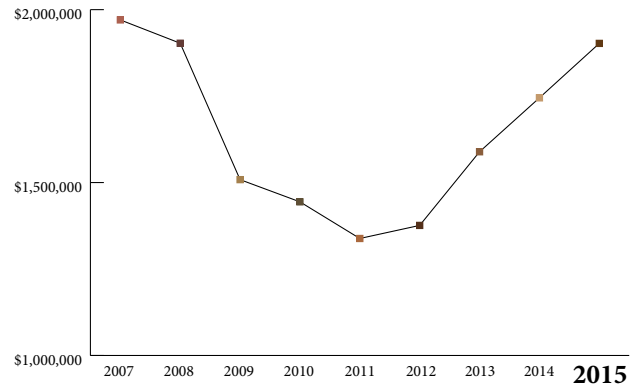
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Carmel

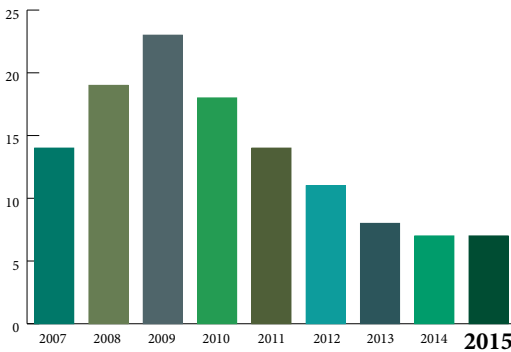
2015 Sales Volume by Segment



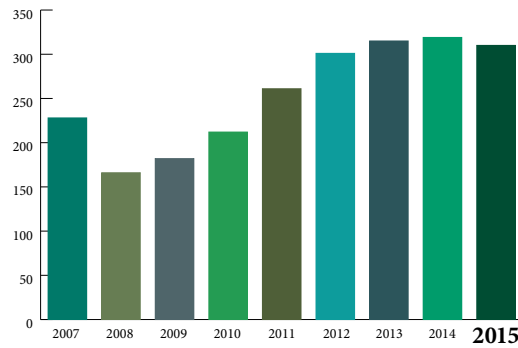
Average Sales Price



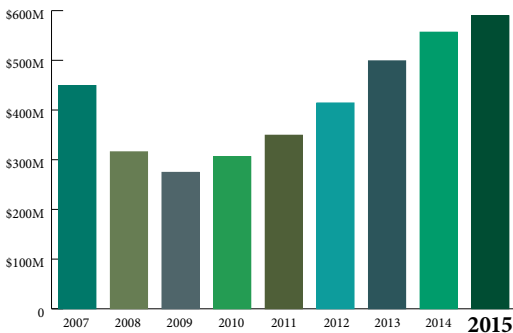
Months of Available Inventory



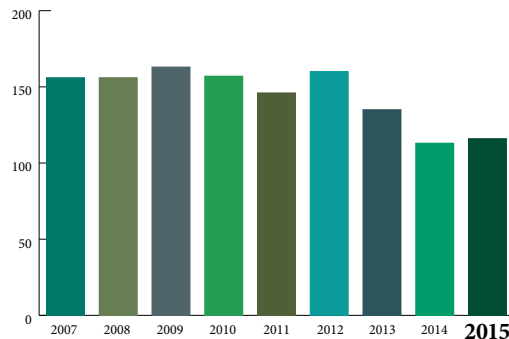
Number of Transactions



Total Sales Volume



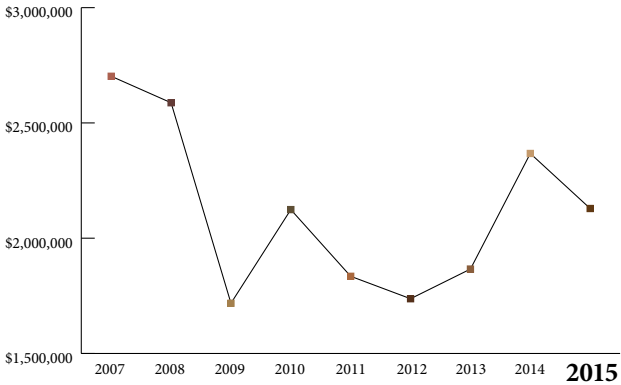
Average Days on Market



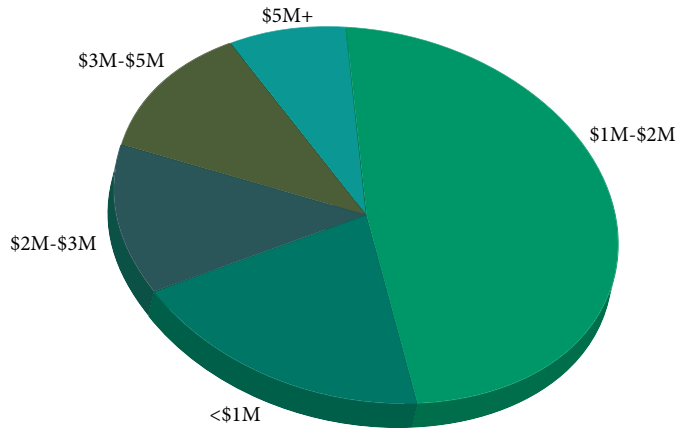
The Carmel market remained strong in 2015 with another gain in average sales price. Although there were fewer transactions, we saw an increase in overall sales volume due to an increase in average sales price because of the shortage of inventory. The amount of available inventory dropped again in 2015 showing the strength of the Carmel market. In 2015, it would take just over seven months to sell through all inventory, which was a decrease from 2014. Almost half of the 310 transactions completed in Carmel in 2015 were in the \$1M-\$2M segment. There was an uptick in the higher end with 28 sales in the \$3-5M segment and 13 in excess of \$5M. The record-breaking \$27M sale of 10 Carmel Way in December was the highest sale price in Carmel's history. Carmel Realty Company was proud to represent both the buyer and seller in this historical transaction.

Pebble Beach

Average Sales Price

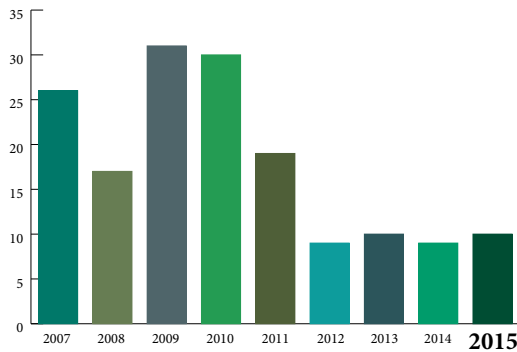


2015 Sales Volume by Segment

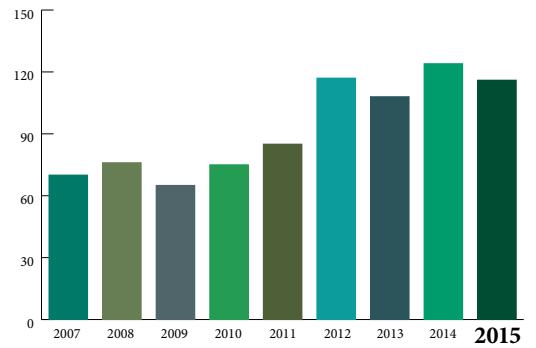


Pebble Beach saw a decline in total sales volume and a slight decrease in average sales price last year. This is due to the large number of transactions closed in 2014 in the \$10M and up segment. In 2014, the total sales volume for the \$10M and up segment was \$117M. This number fell sharply to \$38.4M in 2015 because of a limited inventory supply of \$10M and up properties. There were 116 transactions totaling \$246M in residential sales creating an average sales price of \$2,128,775 in 2015. There were nine sales in the \$5M+ range, and the highest priced sale in Pebble Beach in 2015 was a 17 Mile Drive estate that sold for \$18M.

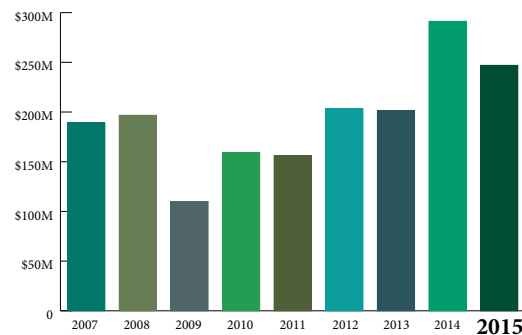
Months of Available Inventory



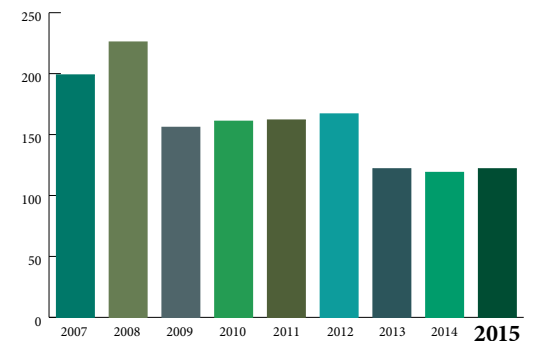
Number of Transactions



Total Sales Volume

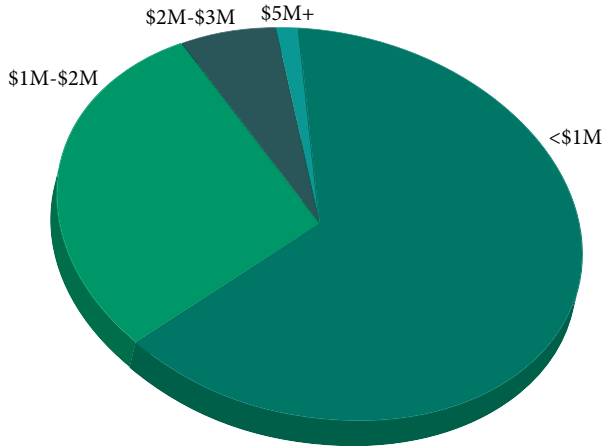


Average Days on Market

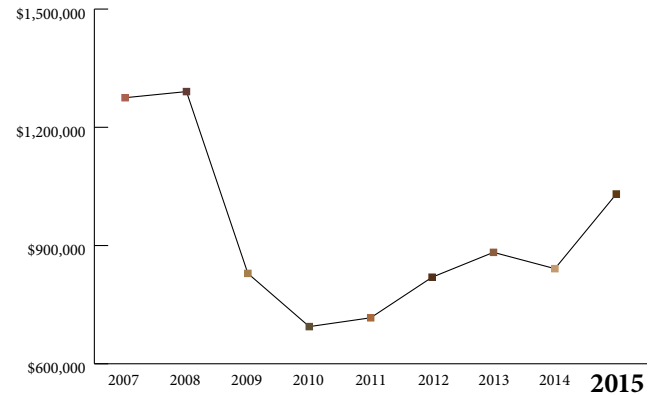


Carmel Valley

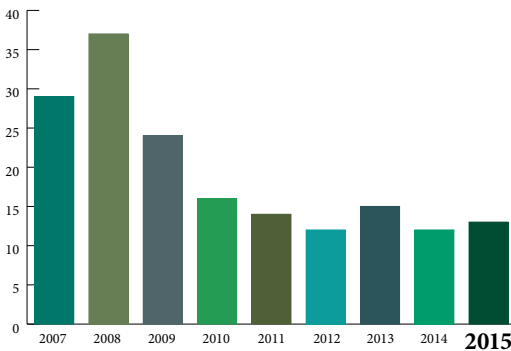
2015 Sales Volume by Segment



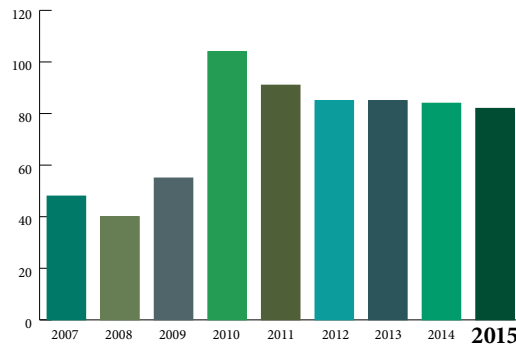
Average Sales Price



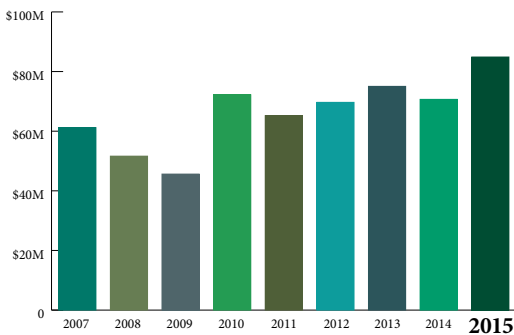
Months of Available Inventory



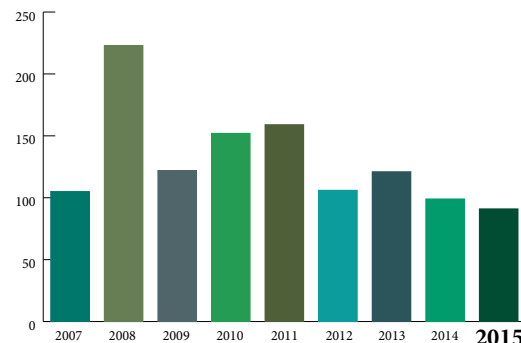
Number of Transactions



Total Sales Volume



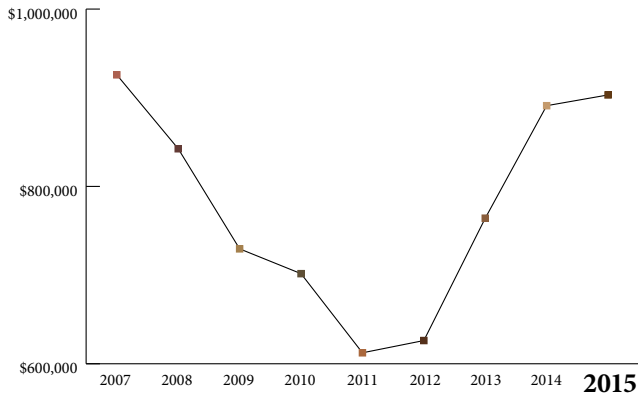
Average Days on Market



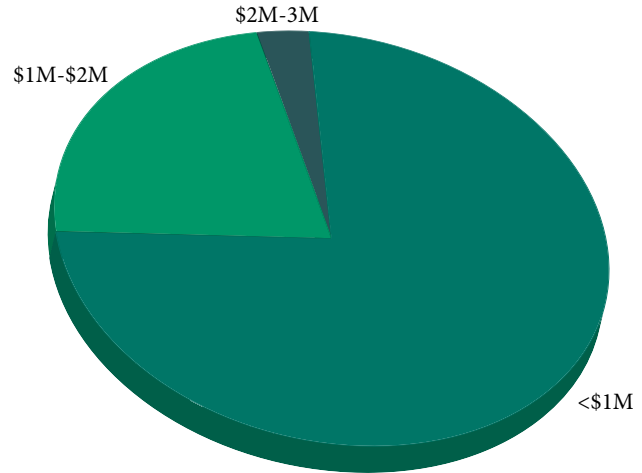
The Carmel Valley market heated up in 2015, which is evidenced by the almost \$200k increase in average sales price from \$841K to \$1,030,000. The number of sales decreased by only two, but the total sales volume increased by \$14M. The majority of the 82 sales were in the \$1M and under segment. There were 24 sales between \$1M-\$3M and five in \$2M-\$3M. There was no activity in the \$3M-\$5M range. There was only one sale over \$5M, which was a winery and vineyard property. The number of days on market dropped again from last year down to 91. This is significant as this is the fewest number of days on market in the last nine years. Inventory levels remained strong in Carmel Valley with an average of 13.8 months of inventory available in 2015. All of these factors trend toward another great year for the Carmel Valley market.

Pacific Grove

Average Sales Price



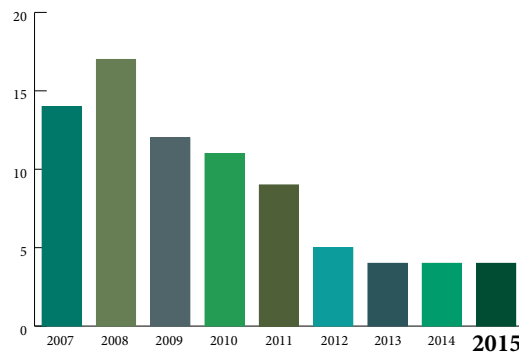
2015 Sales Volume by Segment



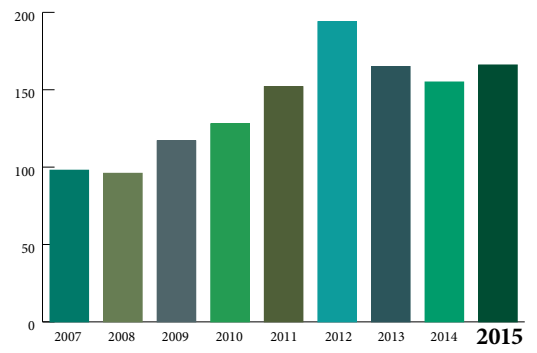
2015 was a great year for the Pacific Grove market. The average sales price increased again to \$903K; a high that has not been seen since 2007.

Pacific Grove holds both the shortest days on market and the lowest average inventory levels of any other Peninsula area market. Pacific Grove properties sold in less than 60 days during 2015, and there were only four months of inventory on average in 2015. Both sales volume and number of transactions increased in 2015. Of the 166 total sales in 2015, almost 75% were less than \$1M. The remainder of the sales fell in the \$1-\$3M range with 42 sales.

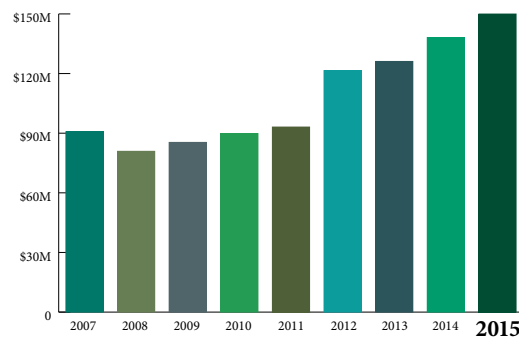
Months of Available Inventory



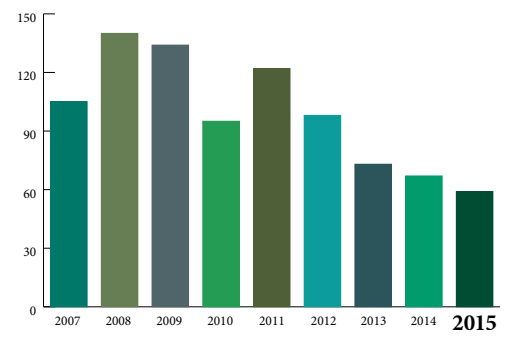
Number of Transactions



Total Sales Volume

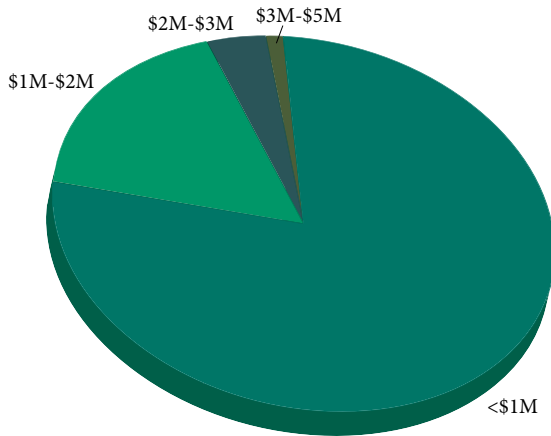


Average Days on Market

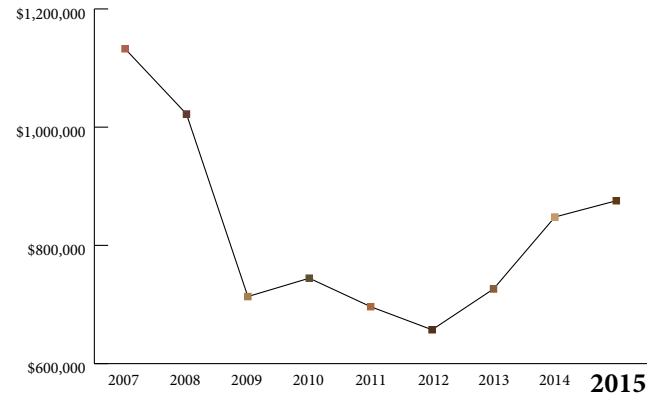


Monterey

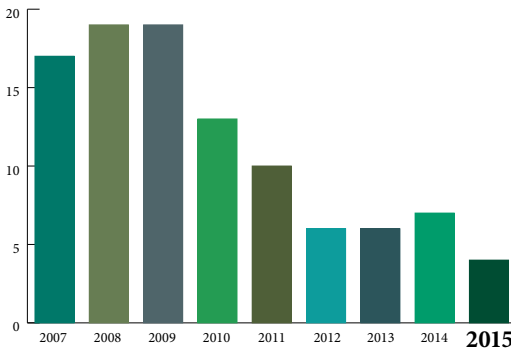
2015 Sales Volume by Segment



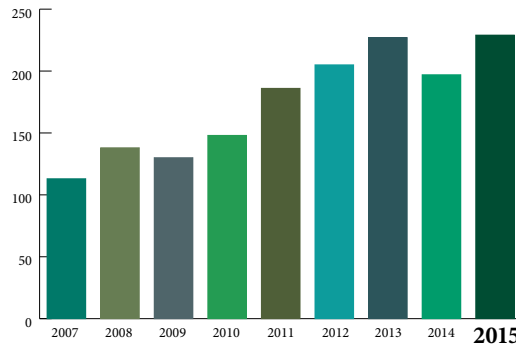
Average Sales Price



Months of Available Inventory



Number of Transactions

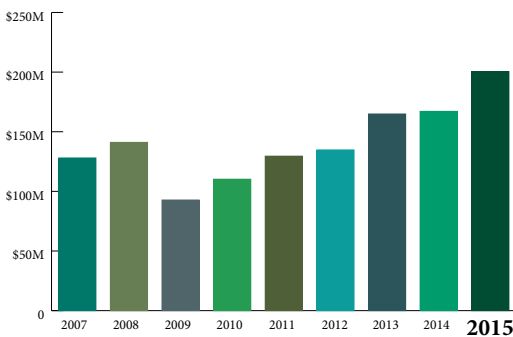


The average sales price increased as Monterey's highest average sales price rose to \$875K.

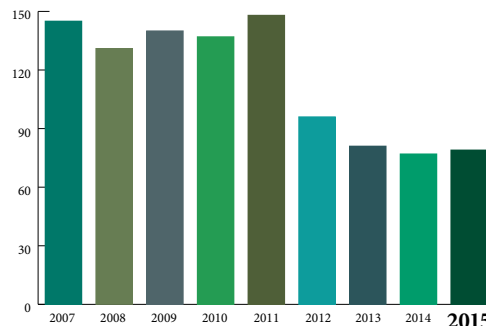
229 properties representing \$200,495,966 worth of real estate changed hands in Monterey in 2015—a substantial increase over 2014 numbers. The majority of the sales were under \$1M, but there was still strong activity in the higher markets. 40 sales occurred in the \$1-2M range and 11 in the \$2-5M range.

The already low inventory level in Monterey from 2014 declined again in 2015 with the average inventory level decreasing by an entire month down to an average of 4.6 months of inventory available in 2015.

Total Sales Volume



Average Days on Market



Spotlight on South Coast to Big Sur



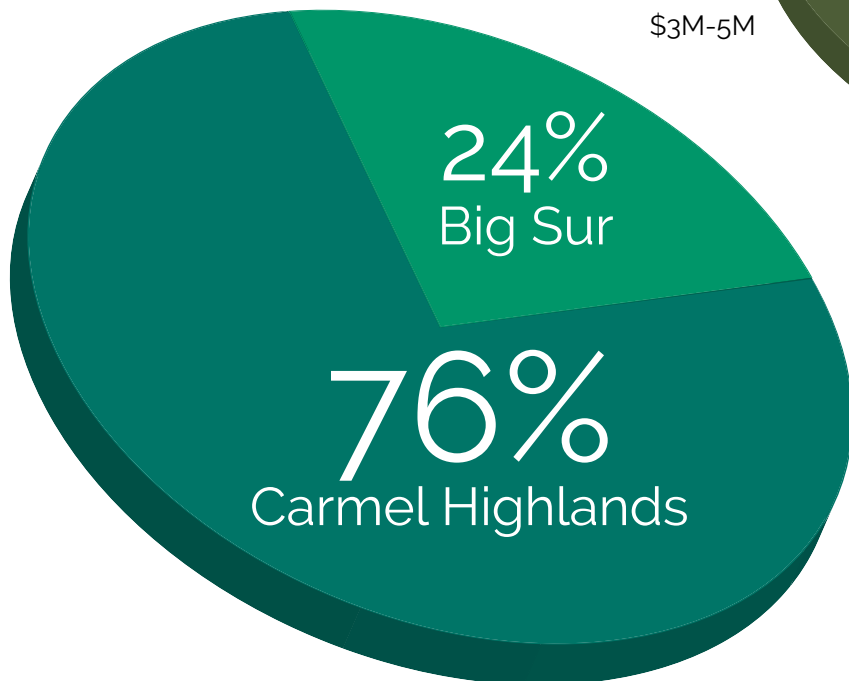
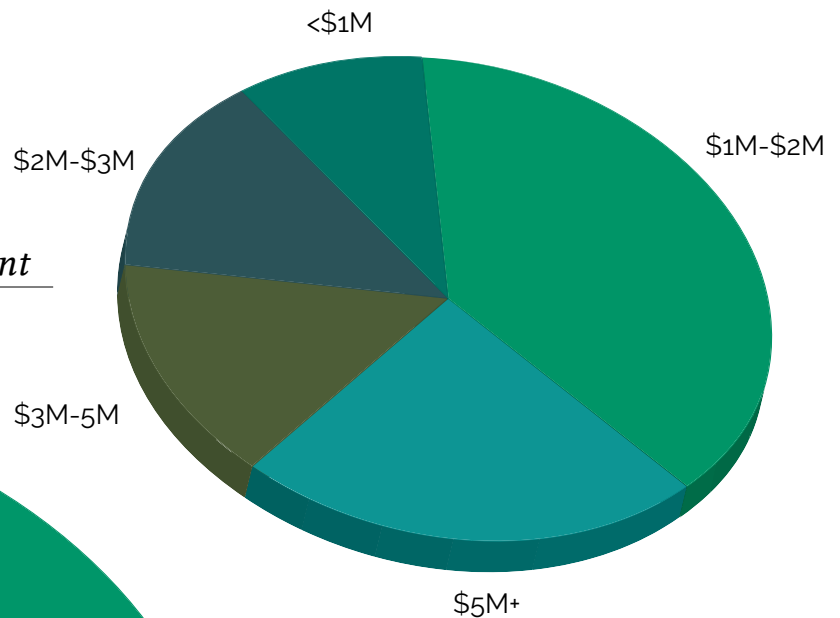
Sales Range

\$600K-\$8.7M

Average Sales Price

\$2.99M

2015 Sales Volume by Segment



Sales by Community

Partnerships



Monterey Coast Realty is now a proud affiliate of Who's Who in Luxury Real Estate. As the premiere luxury homes search site, LuxuryRealEstate.com is known for providing fine international estates and property listings. Recognized worldwide by industry leaders and media alike, the Who's Who In Luxury Real Estate brand continues to set the standard for extraordinary estates by offering a network of more than 1500 brokerages with over 55,000 for-sale multimillion-dollar mansions and properties from around the world. Their extensive list of luxury homes for sale enables you to search and browse unique properties from across the globe.

Monterey Coast Realty is the sister brand to Carmel Realty Company. Over the past century, Carmel Realty Company has built a legacy of excellence putting their client's aspirational lifestyle and interests first while powerfully aligning that with all the community has to offer. A strong local real estate firm leveraging deep community relationships and partnering with global networks as the Monterey Peninsula's exclusive Christie's International Real Estate affiliate, Carmel Realty Company is known as the leading luxury real estate firm on the Monterey Peninsula.



Significant Sales of 2015

Represented Seller



26255 Dolores Street, Carmel
LP: \$2,150,000 Represented Buyer & Seller

Represented Buyer



26264 Ocean View Avenue, Carmel
LP: \$7,850,000



Camino Real 2 SW of 12th Street, Carmel
LP: \$1,595,000




25541 Hacienda Place, Carmel
LP: \$3,795,000



1267 Cantera Court, Pebble Beach
LP: \$1,475,000



Lincoln & 1st SE Corner, Carmel
LP: \$1,649,000



Our Team

Jeremy Barrett

Aleix Hodges

Rita Lewis

Lore Lingner

LuAnn Meador

Patrick Norris

Mark Peterson

Mike Proto-Robinson

Stacey Schrader

Connie Snowdon

Marcia Stuart



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