



# 2018 Point Loma Home Sales

VOLUME 05



**Portuguese Religious Parade**

For \$100:  
Name the  
Portuguese  
Navigator



An aerial photograph of a coastal town, likely in Southern California. The town is densely packed with houses and buildings, situated on a hillside that slopes down towards a harbor. The harbor is filled with blue water and several boats, including sailboats and larger vessels. A prominent feature is a large, curved pier or breakwater extending into the water. In the foreground, there is a large, open area that appears to be a parking lot or a sports field. The sky is clear and blue, and the overall scene is bright and sunny. In the bottom left corner, there is a dark blue circular overlay with white text that reads: "Find the 3 Top Hats in this photo".

# 2018

la playa

**1542** **la playa**

September 28, 1542 • Portuguese Navigator lands ashore present day California from Mexico, the first landing place of CA. In Spanish, Loma translates as “Hill”. The original Spanish name for Point Loma: La Punta De Loma De San Diego.



#	ADDRESS	BR	BA	SQ FT	SALES PRICE	\$/SF	DAYS/MKT
1	3011 Talbot St	1	1	1,065	\$727,000	\$683	5
2	3360 Martinez St	3	2	1,363	\$1,005,000	\$737	9
3	340 Rosecrans St	3	2	1,885	\$1,255,000	\$666	24
4	3310 Martinez St	3	3	2,631	\$1,350,000	\$513	93
5	854 Bangor St	4	3	2,208	\$1,386,000	\$628	52
6	690 Rosecrans St	3	3	1,415	\$1,395,000	\$986	24
7	351 San Fernando St	4	3	2,563	\$1,665,000	\$650	103
8	3296 Martinez St	4	5	3,082	\$1,900,000	\$616	68
9	475 San Elijo	4	2	2,404	\$2,000,000	\$832	537
10	902 Armada Terrace	4	4	4,716	\$2,100,000	\$445	51
11	439 La Crescentia	3	4	3,098	\$2,224,000	\$718	127
12	885 Rosecrans St	6	4	4,064	\$2,300,000	\$566	67
13	740 Rosecrans	3	3	3,543	\$2,400,000	\$677	0
14	615 San Gorgonio St	4	5	3,250	\$2,444,000	\$752	71
15	2937 Perry Street	4	5	3,052	\$2,450,000	\$803	54
16	2830 Noren Pl	3	4	2,374	\$2,695,000	\$1,135	8
17	414 La Crescentia Dr	4	3	2,563	\$3,200,000	\$1,249	80
18	807 Armada Terrace	3	3	3,232	\$3,235,000	\$1,001	166
19	411 San Gorgonio	4	7	5,020	\$3,782,000	\$753	62
20	459 Tavera	4	4	4,700	\$3,900,000	\$830	0
21	821 San Antonio Pl	7	6	5,484	\$6,000,000	\$1,094	69
22	360 San Gorgonio	6	6	8,800	\$6,570,000	\$747	42
23	3402 Gage Pl	6	7	10,406	\$6,900,000	\$663	69
24	2905 Nichols St	5	9	6,902	\$10,000,000	\$1,449	34
AVERAGES		4	4	3,743	\$3,036,792	\$800	76

2018 La Playa • YEAR OVER YEAR REVIEW

-4%

+16%

-10%

+11%

+18%

# Single Family Homes Sold  
24 total transactions from 25

\$ Highest Priced Home  
Sold at \$10,000,000 from \$8,575,000

\$ Lowest Priced Home  
Sold at \$727,000 from \$820,000

\$ Median Home Value  
\$2,350,000 from \$2,125,000

\$ Total Market Volume  
\$73,000,000 from \$62,000,000

AVERAGE PRICE  
PER SQ FT

Loma Portal • \$576

Wooded Area • \$596

Point Loma Heights • \$599

Roseville • \$604

Fleetridge • \$623

Sunset Cliffs • \$688

La Playa • \$800

.....

Year Over Year \$ Sales & # Unit Distribution

YEAR	#	\$ LOW	\$ MEDIAN	\$ HIGH	# <\$1M	# \$1M - \$2M	# \$2M - \$3M	# >\$3M	TOTAL\$	
2018	24	\$727,000	\$2,350,000	\$10,000,000	1	7	8	8	\$73M	
2017	25	\$820,000	\$2,125,000	\$8,575,000	3	8	10	4	\$62M	
		-4%	-10%	+11%	+16%	-67%	-12%	-20%	+100%	+18%





**Lover s Leap**

For \$100:  
How did  
Ballast Point  
get its name?



**1898** sunset cliffs

With the Point Loma lighthouse in the background, a man reaches for a woman to bridge the “lover’s leap” gap between two rock formations.





Find the  
3 Top Hats  
in this photo



**2018**

sunset cliffs



#	ADDRESS	BR	BA	SQ FT	SALES PRICE	\$/SF	DAYS/MKT
1	1638 Sunset Cliffs Blvd	2	1	750	\$670,000	\$893	43
2	4520 Pescadero Ave	2	1	917	\$725,000	\$791	73
3	1467 Sunset Cliffs Blvd	2	1	1,021	\$815,000	\$798	62
4	1060 Catalina Blvd	3	2	1,196	\$900,000	\$753	7
5	1126 Catalina Blvd	4	2	1,150	\$925,000	\$804	179
6	4585 Pescadero Ave	3	1	1,394	\$1,055,000	\$757	7
7	4541 Adair St	3	1	1,070	\$1,145,000	\$1,070	32
8	4573 Adair St	5	2	1,808	\$1,200,000	\$664	11
9	860 Tarento	5	3	2,670	\$1,225,000	\$459	20
10	1256 Moana Dr	3	3	1,900	\$1,238,050	\$652	2
11	1148 Moana Dr	3	2	1,418	\$1,250,000	\$882	5
12	4603 Alhambra	4	4	2,599	\$1,318,000	\$507	26
13	4895 Orchard Ave	3	2	1,677	\$1,400,000	\$835	112
14	4595 Alhambra St	3	3	1,962	\$1,450,000	\$739	15
15	4262 Point Loma Ave	5	3	3,155	\$1,520,000	\$482	5
16	1045 Tarento Dr	5	3	2,750	\$1,550,000	\$564	32
17	4457 Carmelo	4	3	2,689	\$1,625,000	\$604	9
18	1016 Tarento Dr	5	4	3,650	\$1,625,000	\$445	0
19	4565 Orchard Ave	4	5	2,294	\$1,660,000	\$724	88
20	1420 Froude St	5	5	3,000	\$1,693,200	\$564	38
21	1030 Calaveras	4	3	1,763	\$1,695,000	\$961	0
22	1243 Trieste Dr	5	3	3,315	\$1,805,000	\$544	19
23	4534 Leon St	4	4	2,469	\$1,815,000	\$735	56
24	935 Cornish Dr	4	5	3,853	\$1,950,000	\$506	18
25	 1246 Trieste Dr 	4	3	2,351	\$2,000,000	\$851	0
26	1045 Novara St	5	3	3,708	\$2,000,000	\$539	30
27	1423 Alexandria Dr	5	4	3,222	\$2,060,000	\$639	6
28	1253 Sunset Cliffs Blvd	5	7	4,767	\$2,100,000	\$441	83
29	4494 Tivoli St	5	4	3,516	\$2,164,132	\$616	38
30	1030 Alexandria Dr	6	5	4,205	\$2,200,000	\$523	65
31	4410 Adair St	4	5	3,250	\$2,250,000	\$692	42
32	1068 Devonshire	5	4	3,445	\$2,300,000	\$668	6
33	4436 Tivoli St	3	3	3,492	\$2,389,500	\$684	13
34	4435 Algeciras St	5	3	3,600	\$2,390,000	\$664	5
35	916 El Mac Pl	4	2	2,245	\$2,415,000	\$1,076	8
36	1068 Santa Barbara St	5	6	4,355	\$2,450,000	\$563	50
37	1319 Sunset Cliffs Blvd	6	4	4,689	\$2,975,000	\$634	102
38	1007 Cordova	7	6	5,573	\$3,750,000	\$673	17
39	1004 Devonshire Dr	5	4	4,606	\$3,850,000	\$836	68
AVERAGES		4	3	2,756	\$1,783,279	\$688	36

# 2018 Sunset Cliffs • YEAR OVER YEAR REVIEW



-5%

# Single Family Homes Sold

39 total transactions from 41



+11%

\$ Highest Priced Home

Sold at \$3,850,000 versus \$3,470,000



-16%

\$ Lowest Priced Home

Sold at \$670,000 from \$800,000



+18%

\$ Median Home Value

\$1,693,200 from \$1,440,000



+1%

\$ Total Market Volume

\$68,000,000 from \$67,000,000

AVERAGE PRICE  
PER SQ FT

Loma Portal • \$576

Wooded Area • \$596

Point Loma Heights • \$599

Roseville • \$604

Fleetridge • \$623

Sunset Cliffs • \$688

La Playa • \$800

## Year Over Year \$ Sales & # Unit Distribution

YEAR	#	\$ LOW	\$ MEDIAN	\$ HIGH	# <\$1M	#\$1M - \$2M	#\$2M - \$3M	# >\$3M	TOTAL\$
2018	39	\$670,000	\$1,693,200	\$3,850,000	5	19	13	2	\$68M
2017	41	\$800,000	\$1,440,000	\$3,470,000	2	29	8	2	\$67M
	-5%	-16%	+18%	+11%	+150%	-35%	+63%		+1%





**Theosophical Society**

For \$100:  
What 2 types  
of trees did  
they primarily  
plant?



**1891** wooded area

Following the death in 1891 of Helena Blavatsky its founder, Katherine Tingley moved the headquarters of the Theosophical Society to “Lomaland”, a hilltop campus with unusual architecture & lifestyle where the society planted much of their own trees, thus giving the formerly barren land it’s current “wooded area” feel.



Find the  
3 Top Hats  
in this photo



**2018**  
wooded area



#	ADDRESS	BR	BA	SQ FT	SALES PRICE	\$/SF	DAYS/MKT
1	856 Loma Valley Pl	4	2	1,588	\$1,030,000	\$649	8
2	3525 Wilcox St	3	2	1,557	\$1,037,000	\$666	0
3	930 Gage Dr	3	3	1,800	\$1,050,000	\$583	29
4	870 Gage Dr	4	3	2,345	\$1,093,725	\$466	148
5	 3758 Charles 	3	2	1,665	\$1,125,000	\$676	0
6	3621 Wilcox	3	2	2,246	\$1,193,000	\$531	0
7	785 Silvergate Ave	4	2	2,100	\$1,235,000	\$588	107
8	702 Albion St	4	4	1,516	\$1,285,000	\$848	5
9	3720 Jennings St	6	4	2,619	\$1,355,000	\$517	7
10	665 Albion St	4	2	1,830	\$1,380,000	\$754	0
11	3695 Cedarbrae Ln	4	3	2,705	\$1,560,000	\$577	37
12	3712 Jennings St	5	5	3,450	\$1,725,000	\$500	74
13	3791 Cedarbrae Ln	5	4	3,811	\$1,825,000	\$479	58
14	3712 Southernwood Way	5	3	3,300	\$1,875,000	\$568	8
15	3658 Dudley St	4	4	3,002	\$1,925,000	\$641	6
16	3728 Wilcox St	5	4	3,679	\$2,000,000	\$544	18
17	3761 Warner	5	4	3,100	\$2,175,000	\$702	7
18	455 Silvergate Ave	6	7	5,319	\$2,350,000	\$442	123
19	3740 Pio Pico	5	5	4,103	\$2,400,000	\$585	26
AVERAGES		4	3	2,723	\$1,558,880	\$596	35

# 2018 Wooded Area • YEAR OVER YEAR REVIEW



+0%

## # Single Family Homes Sold

19 total transactions from 19



-20%

## \$ Highest Priced Home

Sold at \$2,400,000 from \$3,000,000



+9%

## \$ Lowest Priced Home

Sold at \$1,030,000 from \$945,000



+65%

## \$ Median Home Value

\$1,380,000 from \$838,000



+11%

## \$ Total Market Volume

\$30,000,000 from \$27,000,000

AVERAGE PRICE  
PER SQ FT

Loma Portal • \$576

Wooded Area • \$596

Point Loma Heights • \$599

Roseville • \$604

Fleetridge • \$623

Sunset Cliffs • \$688

La Playa • \$800

## Year Over Year \$ Sales & # Unit Distribution

YEAR	#	\$ LOW	\$ MEDIAN	\$ HIGH	# < \$1M	# \$1M - \$2M	# \$2M - \$3M	# > \$3M	TOTAL \$
2018	19	\$1,030,000	\$1,380,000	\$2,400,000	0	15	4	0	\$30M
2017	19	\$945,000	\$838,000	\$3,000,000	4	13	1	1	\$27M
		+9%	+65%	-20%		+15%	+300%		+11%





For \$100:  
Name this  
street from  
1915.



**1915** fleetridge

Fleetridge was named for its real estate developer David Fleet, who was son of Reuben H. Fleet.



Find the  
3 Top Hats  
in this photo



**2018**  
fleetridge



#	ADDRESS	BR	BA	SQ FT	SALES PRICE	\$/SF	DAYS/MKT
1	1535 Chatsworth Blvd	3	2	1,829	\$800,000	\$437	13
2	1131 Albion St	3	2	1,616	\$990,000	\$613	37
3	1535 Chatsworth Blvd	3	2	1,829	\$990,000	\$541	5
4	4011 Liggett Dr	3	2	1,456	\$1,008,205	\$692	7
5	1475 Liggett Way	4	3	1,821	\$1,100,000	\$604	7
6	1213 Concord St	3	2	1,692	\$1,220,000	\$721	10
7	1231 Fleetridge Dr	3	2	2,454	\$1,295,000	\$528	10
8	1452 Point Loma Way	4	3	1,889	\$1,350,000	\$715	12
9	3551 Garrison St	4	2	2,154	\$1,425,000	\$662	11
10	3570 Addison	5	4	2,893	\$1,440,000	\$498	38
11	3512 Fenelon St	4	3	2,707	\$1,625,000	\$600	6
12	3516 Hugo	3	4	2,975	\$1,800,000	\$605	22
13	3510 Garrison St	3	3	2,945	\$2,095,000	\$711	156
14	3665 Fenelon St	4	3	2,654	\$2,250,000	\$848	8
15	1462 Carleton Square	6	6	5,424	\$3,060,800	\$564	13
AVERAGES		4	3	2,423	\$1,496,600	\$623	24

2018 Fleetridge • YEAR OVER YEAR REVIEW



-6%

# Single Family Homes Sold

15 total transactions from 16



+49%

\$ Highest Priced Home

Sold at \$3,060,800 from \$2,060,000



-16%

\$ Lowest Priced Home

Sold at \$800,000 from \$949,000



-5%

\$ Median Home Value

\$1,350,000 from \$1,415,500



-8%

\$ Total Market Volume

\$22,000,000 from \$24,000,000

AVERAGE PRICE  
PER SQ FT

Loma Portal • \$576

Wooded Area • \$596

Point Loma Heights • \$599

Roseville • \$604

Fleetridge • \$623

Sunset Cliffs • \$688

La Playa • \$800

Year Over Year \$ Sales & # Unit Distribution

YEAR	#	\$ LOW	\$ MEDIAN	\$ HIGH	# <\$1M	# \$1M - \$2M	# \$2M - \$3M	# >\$3M	TOTAL\$
2018	15	\$800,000	\$1,350,000	\$3,060,800	3	9	2	1	\$22M
2017	16	\$949,000	\$1,415,500	\$2,060,000	1	13	2	0	\$24M
	-6%	-16%	-5%	+49%	+200%	-31%			-8%





For \$100:  
What are the  
first & last  
author streets?



**1925**   **roseville**

Roseville has been know for its alphabetical author streets. Founded by San Diego Pioneer Louis Rose.



Find the  
4 Top Hats  
in this photo




**2018**  
**roseville**




#	ADDRESS	BR	BA	SQ FT	SALES PRICE	\$/SF	DAYS/MKT
1	 3109 Emerson 	3	2	1,528	\$500,000	\$327	0
2	3022 Russell St	2	1	868	\$785,000	\$904	15
3	3137-3139 Nimitz Blvd	5	3	1,944	\$820,000	\$422	7
4	3204 Carleton	2	2	1,055	\$826,000	\$783	6
5	3327 Quimby St	2	2	1,117	\$840,000	\$752	4
6	3112 Oliphant St	3	2	1,357	\$850,000	\$626	93
7	1470 Evergreen St	3	3	1,322	\$880,000	\$666	16
8	3325 Canon St	3	2	1,398	\$899,000	\$643	6
9	3400 Hugo St	2	1	1,072	\$960,000	\$896	6
10	3430 Carleton St	3	2	1,686	\$989,750	\$587	59
11	3205 Carleton St	4	3	2,388	\$1,065,000	\$446	78
12	3301 Trumbull St	4	3	2,977	\$1,150,000	\$386	52
13	 3427 Sterne St 	2	1	833	\$1,150,000	\$1,381	0
14	1015 Albion St	4	2	2,156	\$1,229,000	\$570	21
15	3444 Garrison St	3	3	2,527	\$1,275,000	\$505	43
16	3412 Garrison St	3	3	2,516	\$1,360,000	\$541	59
17	3436 Dickens St	3	4	2,475	\$1,363,500	\$551	25
18	1926 Willow St	4	2	2,430	\$1,449,000	\$596	71
19	 3120-3124 Ingelow 	6	4	3,334	\$1,450,000	\$435	0
20	2125 Locust	4	7	5,207	\$1,500,000	\$288	53
21	1320 Plum St	4	3	2,812	\$1,605,000	\$571	40
22	1108 Concord St	5	3	3,138	\$1,665,000	\$531	71
23	1151 Willow St	4	4	2,400	\$1,670,000	\$696	71
24	3211 Trumbull	4	4	3,081	\$1,775,000	\$576	45
25	3429 Hill St	5	3	3,196	\$1,875,000	\$587	13
26	1635 Plum St	5	4	4,283	\$2,072,500	\$484	60
27	3228 Carleton	5	6	3,771	\$2,080,000	\$552	9

	AVERAGES	4	3	2,329	\$1,262,361	\$604	34
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2018 Roseville • YEAR OVER YEAR REVIEW




+59%




+25%



-28%



+33%



+100%

# Single Family Homes Sold

27 total transactions from 17

\$ Highest Priced Home

Sold at \$2,080,000 from \$1,670,000

\$ Lowest Priced Home

Sold at \$500,000 from \$692,000

\$ Median Home Value

\$1,229,000 from \$925,000

\$ Total Market Volume

\$34,000,000 from \$17,000,000

AVERAGE PRICE PER SQ FT

Loma Portal • \$576

Wooded Area • \$596

Point Loma Heights • \$599

Roseville • \$604

Fleetridge • \$623

Sunset Cliffs • \$688

La Playa • \$800

.....

Year Over Year \$ Sales & # Unit Distribution

YEAR	#	\$ LOW	\$ MEDIAN	\$ HIGH	# < \$1M	# \$1M - \$2M	# \$2M - \$3M	# > \$3M	TOTAL \$
2018	27	\$500,000	\$1,229,000	\$2,080,000	10	15	2	--	\$34M
2017	17	\$692,000	\$925,000	\$1,670,000	10	7	0	--	\$17M
	+59%	-28%	+33%	+25%		+115%			+100%





Find the  
3 Top Hats  
in this photo



**1915**

point loma heights • ballast point picnic

**2018**

point loma heights



#	ADDRESS	BR	BA	SQ FT	SALES PRICE	\$/SF	DAYS/MKT
1	3564 Oliphant St	5	2	1,722	\$690,000	\$401	9
2	3530 Wawona Dr	4	2	1,600	\$755,000	\$472	69
3	 4443 Del Monte 	2	2	1,621	\$820,000	\$506	0
4	1850 Clove St	3	1	1,065	\$850,000	\$798	53
5	3820 John St	3	2	1,130	\$850,000	\$752	9
6	2042 Catalina	5	2	1,858	\$875,000	\$471	7
7	3708 Poe St	3	3	1,278	\$910,500	\$712	40
8	3863 Atascadero	4	2	1,574	\$930,000	\$591	4
9	4669 Niagara	3	2	1,538	\$995,000	\$647	25
10	946 Catalina Blvd	5	3	2,430	\$1,000,000	\$412	36
11	3616 Oliphant St	3	2	1,555	\$1,000,000	\$643	0
12	4020 Bernice Dr	4	3	1,749	\$1,121,000	\$641	6
13	4420 Cape May Ave	5	3	2,072	\$1,150,000	\$555	91
14	4428 Orchard Ave	4	2	2,442	\$1,150,000	\$471	14
15	4567 Del Mar Ave	3	2	1,162	\$1,210,000	\$1,041	104
16	4451 Santa Cruz Ave	4	2	2,588	\$1,260,000	\$487	10
17	4415 Cape May Ave	4	4	2,803	\$1,575,000	\$562	2
18	4240 Point Loma Ave	4	4	3,589	\$1,738,000	\$484	15
19	4343 Niagara Ave	5	4	2,731	\$1,746,000	\$639	7
20	4467 Orchard Ave	5	4	3,598	\$1,785,000	\$496	224
21	4453 Bermuda Ave	5	4	3,165	\$2,160,000	\$682	34
22	4370 Newport Ave	5	6	3,105	\$2,250,000	\$725	5
AVERAGES		4	3	2,108	\$1,219,114	\$599	35

# 2018 Point Loma Heights • YEAR OVER YEAR REVIEW



-12%

## # Single Family Homes Sold

22 total transactions from 25



+25%

## \$ Highest Priced Home

Sold at \$2,250,000 from \$1,795,000



+9%

## \$ Lowest Priced Home

Sold at \$690,000 from \$632,500



+13%

## \$ Median Home Value

\$1,060,500 from \$940,000



+4%

## \$ Total Market Volume

\$27,000,000 from \$26,000,000

AVERAGE PRICE  
PER SQ FT

Loma Portal • \$576

Wooded Area • \$596

Point Loma Heights • \$599

Roseville • \$604

Fleetridge • \$623

Sunset Cliffs • \$688

La Playa • \$800

## Year Over Year \$ Sales & # Unit Distribution

YEAR	#	\$ LOW	\$ MEDIAN	\$ HIGH	# <\$1M	#\$1M - \$2M	#\$2M - \$3M	# >\$3M	TOTAL\$
2018	22	\$690,000	\$1,060,500	\$2,250,000	9	11	2	--	\$27M
2017	25	\$632,500	\$940,000	\$1,795,000	14	11	0	--	\$26M
	-12%	+9%	+13%	+25%	-36%				+4%





For \$100:  
What was  
the location of  
DeFalco's?



**1954** loma portal

DeFalco's was one of the first Italian groceries in San Diego. Their slogan was "Fine Foods Since 1910."  
Do you know who bought out DeFalco's?



Find the  
3 Top Hats  
in this photo



**2018**  
loma portal



#	ADDRESS	BR	BA	SQ FT	SALES PRICE	\$/SF	DAYS/MKT
1	2320 Caminito Mira	3	2	1,516	\$625,000	\$412	12
2	3729 James St	3	1	1,256	\$720,000	\$573	6
3	2414 Chatsworth Blvd	2	1	932	\$785,000	\$842	12
4	3031 Calypso Pl	4	2	2,000	\$800,000	\$400	6
5	3227 Browning St	2	1	1,239	\$800,000	\$646	18
6	3545 Tennyson St	2	1	952	\$820,000	\$861	13
7	2607 Evergreen St	1	2	1,316	\$820,000	\$623	5
8	3136 Kingsley St	2	2	1,491	\$830,000	\$557	7
9	3628 Poe St	3	2	1,371	\$841,500	\$614	21
10	2310 Poinsettia Dr	3	2	1,094	\$845,000	\$772	10
11	3511 Voltaire St	3	2	1,235	\$865,000	\$700	61
12	3114 Kingsley St	3	2	1,478	\$880,000	\$595	12
13	3430 Dumas St	3	2	1,365	\$935,000	\$685	2
14	3030 Locust	2	2	1,877	\$935,000	\$498	12
15	3003 Kingsley St	3	2	1,903	\$945,000	\$497	21
16	3204 Homer St	2	2	1,135	\$949,000	\$836	0
17	3428 Curtis St	3	2	1,360	\$950,000	\$699	37
18	2756 Locust St	3	2	1,819	\$975,000	\$536	16
19	3330 Whittier St	3	2	2,083	\$995,000	\$478	10
20	3345 Elliott St	4	3	1,942	\$1,005,000	\$518	29
21	2726 Chatsworth Blvd	5	2	2,188	\$1,030,000	\$471	66
22	3221 Dumas St	3	2	1,586	\$1,042,500	\$657	6
23	2552 Rosecrans St	4	3	2,212	\$1,150,000	\$520	6
24	3121 Homer St	4	3	2,196	\$1,170,000	\$533	0
25	2808 Chatsworth Blvd	4	3	2,834	\$1,195,000	\$422	57
26	3411 Dumas St	3	3	2,598	\$1,200,000	\$462	26
27	2704 Poinsettia Dr	3	3	2,179	\$1,200,000	\$551	23
28	3504 Dumas St	3	3	2,386	\$1,218,100	\$511	13
29	3330 Dumas St	4	3	2,683	\$1,250,000	\$466	36
30	3233 Tennyson St	5	4	3,621	\$1,350,000	\$373	122
31	3336 Curtis St	4	4	2,335	\$1,399,000	\$599	43
32	3113 Xenophon	5	5	2,597	\$1,690,000	\$651	51
33	3756 Lotus	4	3	2,283	\$1,750,000	\$767	16
34	2716 Nipoma St	5	5	4,831	\$1,930,825	\$400	30
35	3131 Zola St	6	5	4,763	\$2,100,000	\$441	16
AVERAGES		3	3	2,019	\$1,085,598	\$576	23

2018 Loma Portal • YEAR OVER YEAR REVIEW



-3%

# Single Family Homes Sold

35 total transactions from 36



+35%

\$ Highest Priced Home

Sold at \$2,100,000 from \$1,550,000



-11%

\$ Lowest Priced Home

Sold at \$625,000 from \$695,000



-6%

\$ Median Home Value

\$975,000 from \$1,040,000



-3%

\$ Total Market Volume

\$38,000,000 from \$39,000,000

AVERAGE PRICE  
PER SQ FT

Loma Portal • \$576

Wooded Area • \$596

Point Loma Heights • \$599

Roseville • \$604

Fleetridge • \$623

Sunset Cliffs • \$688

La Playa • \$800

Year Over Year \$ Sales & # Unit Distribution

YEAR	#	\$ LOW	\$ MEDIAN	\$ HIGH	# < \$1M	# \$1M - \$2M	# \$2M - \$3M	# > \$3M	TOTAL \$
2018	35	\$625,000	\$975,000	\$2,100,000	19	15	1	--	\$38M
2017	36	\$695,000	\$1,040,000	\$1,550,000	13	23	0	--	\$39M
		-3%	-11%	-6%	+35%	+46%	-35%		-3%



92106

Jan 1, 2018 - Oct 31, 2018  
58% of Home Sales came from 92106.

Jan 1, 2018 - Oct 31, 2018  
42% of Home Sales came from 92107.

92107



+4%

## # Single Family Homes Sold

176 total transactions from 169



8%

## # Homes Sold

Between \$1,000,000 & \$2,000,000



+4%

## \$ Median Home Value

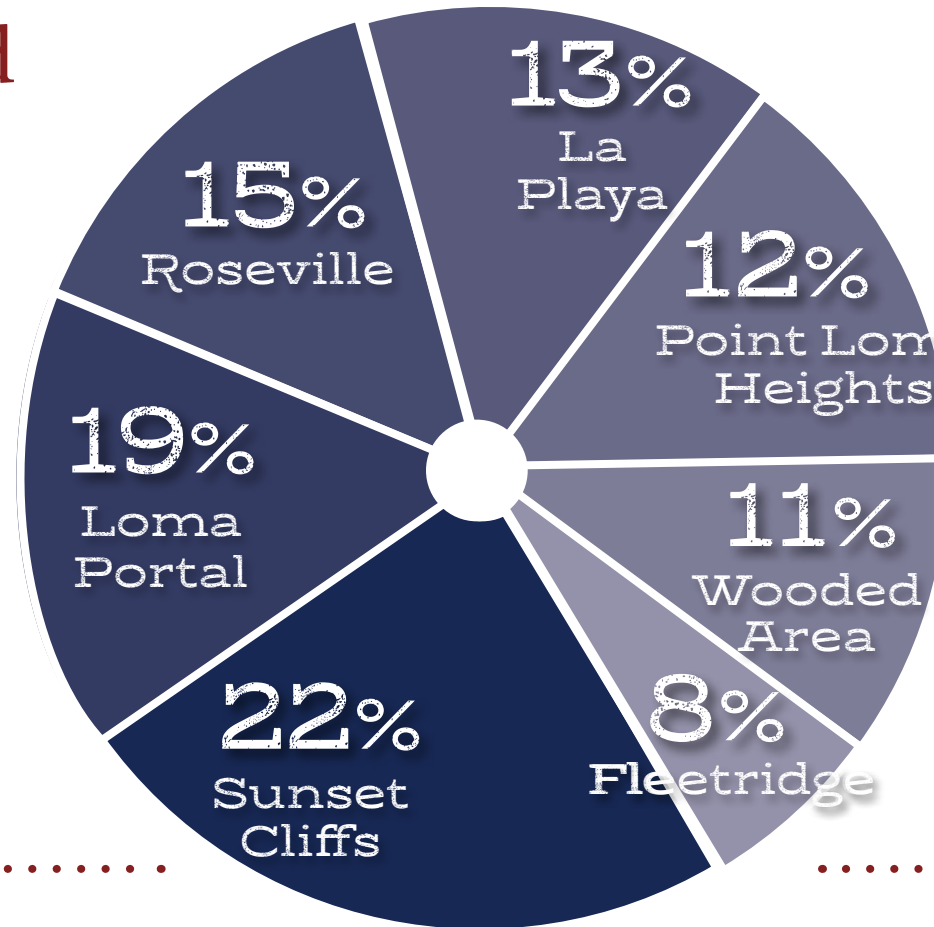
\$1,170,000 from \$1,120,000



+13%

## \$ Total Market Volume

\$257,000,000 from \$227,000,000



## # Single Family Homes Sold

129 total transactions from 133

## # Homes Sold

Between \$1,000,000 & \$2,000,000

## \$ Median Home Value

\$1,075,000 from \$1,065,000

## \$ Total Market Volume

\$165,000,000 from \$160,000,000

-3%



-16%



+1%



+3%



### Year Over Year \$ Sales & # Unit Distribution

YEAR	#	\$ LOW	\$ MEDIAN	\$ HIGH	#<\$1M	#\$1M - \$2M	#\$2M - \$3M	#>\$3M	TOTAL\$
2018	176	\$680,000	\$1,170,000	\$10,000,000	54	95	19	8	\$257M
2017	169	\$635,000	\$1,120,000	\$8,575,000	63	88	13	5	\$227M
	+4%	+7%	+4%	+17%	-14%	+8%	+46%	+60%	+13%

### Year Over Year \$ Sales & # Unit Distribution

YEAR	#	\$ LOW	\$ MEDIAN	\$ HIGH	#<\$1M	#\$1M - \$2M	#\$2M - \$3M	#>\$3M	TOTAL\$
2018	129	\$526,000	\$1,075,000	\$3,850,000	59	54	13	3	\$165M
2017	133	\$543,000	\$1,065,000	\$3,470,000	57	64	10	2	\$160M
	-3%	-3%	+1%	+11%	+3%	-16%	+30%	+50%	+3%



# So what do the numbers mean?

## What they mean is we are at an All Time High...

In fact, since the beginning of mankind, pricing has never been this high in Point Loma, ever.

The Median in 2018, just South of \$1,200,000 is 25% higher than the previous all time high in 2006 (before the crash) that was \$950,000.

The 2018 Median is 67% higher than the (after the crash) low Median of \$713,000.

The combination of All Time High pricing and the fact that the cost of money, mortgage rates have increased 25% since last year have led to an erosion of affordability.

Strengthening headwinds of rising interest rates, the steady clip of Home Price Increases declining throughout 2018, and the declining rate of existing home sales all year mark the end of a nine year run of year over year of double digit price increases.



The erosion of affordability has brought activity, (units sold ) to almost a stand still on a year over year basis.

Buyers have less purchasing power available to service principal & interest.

The “Ultra Easy To Get Loans“ that were a precursor to the 2009 crash are gone as are the “Ultra Low Interest Rates“ that fueled the All Time High we are now experiencing.

We are at the top, with minimal if any appreciation beyond inflation on the horizon.

If your circumstances necessitate a sale in 2019, know that you will be selling at the very top.

If there is no necessity to sell, Point Loma Real Estate will always be coveted, sought after, and very valuable.

Without having to get on a freeway, proximity to the Bay, Downtown, The Airport, The Pacific Ocean, Sailing, Surfing, Liberty Station Shops, Restaurants, Groceries, and the First Class Dining Movie experience at The Lot, with arguably the best weather in the world, make it so!

Wishing You & Yours a Great 2019!

1/2 Billion Thank Yous to those of You I have had the opportunity to serve,

~ Robert



#1 in Point Loma

Just South of

\$1/2 BILLION

Since 07'



————— Your Home Will Sell —————  
Faster & For More Money

92106 & 92107

AGENT	PRODUCTION	SOLD/LIST	DAYS/MARKET
Robert	\$64,000,000+	101%	11
Average Agent	<\$2,000,000	96%	35





**\$25M+ Sold Under The Radar • YTD**

## Under The Radar Approach, Over The Top Results.



**No Signage.**



**No Open Houses.**



**No Busy Body Neighbors.**



**Private. Exclusive. Discrete.**

**Minimal Interruption  
To Your Daily Life**

**459 Tavera**  
Represented Both Buyers & Sellers  
Sold for \$3,900,000

**Sold Under The Radar**

“Your under the radar approach produced over the top results with minimal interruption in our daily life. Not sure any other agent would have put this much effort to make this happen. When it’s a complicated, high dollar, unique transaction, Robert is the guy to go to.”



**Chuck & Kelly Dahill**  
Under the Radar Sellers • 459 Tavera

**1265 Devonshire**  
Represented Both Buyers & Sellers  
Sold for \$1,227 / Sq Ft

**Sold Under The Radar**

“Robert sold my house before it even hit the MLS. Why bother with anyone else??”



**Jack Diamond**  
Under the Radar Seller • 1265 Devonshire

**1246 Trieste**  
Represented Sellers  
Sold for \$850 / Sq Ft

**Sold Under The Radar**

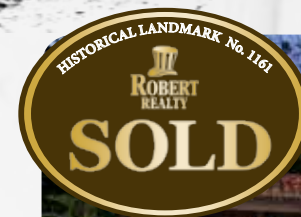
“Robert’s custom tailored marketing approach quickly led to a full price offer from well qualified buyers. We could not have asked for a smoother transaction.”

**The Dethloff Family**  
Under the Radar Sellers • 1246 Trieste

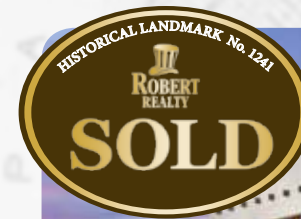


# point loma's historic side

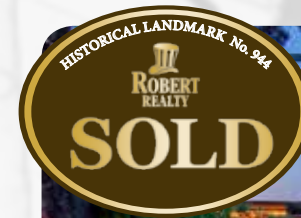
**A rich historic past, a bright & developing future...**



**1007 Cordova**  
Represented Both Buyers & Sellers  
Sold for \$3,750,000



**3211 Trumbull**  
Represented Both Buyers & Sellers  
Sold for \$1,775,000



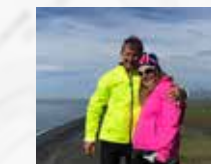
**3360 Harbor View Dr**  
Represented Both Buyers & Sellers  
Sold Under The Radar

Words can't convey how appreciative we are for all the work you did to get us our new house & sell our old one. This was an extremely difficult deal and I don't think any other Realtor could have done it. Your professionalism, doggedness and amazing marketing capabilities are second to none. I have recommended you to a number of friends and everyone has thanked me for the recommendation.



Larry, Carolina & Nick  
Historic Sellers • 1007 Cordova

Robert always made us feel like we were his only client. He was readily available, paid attention to detail, was efficient, and a pleasure to work with. Robert went the extra mile in presenting our property.



Don & Maribeth Shanahan  
Historic Sellers • 3211 Trumbull

Mills Act Properties have the capacity to be SOLD at premiums due to the Tax Savings differential they enjoy.

Robert has developed a formula that Capitalizes & Quantifies the Differential.



A Special Thank You To Our  
**\$100 Guess Winners**  
from July



& Wishing All of You A  
**Happy New Year!**





# Robert's 2018 Home Sales • YEAR TO DATE



**459 Tavera**

Represented Both Buyer & Seller

**SOLD UNDER THE RADAR**



**1007 Cordova**

Represented Both Buyer & Seller

**SOLD \$673/SQ FT**



**3758 Charles**

Represented Both Buyer & Seller

**SOLD UNDER THE RADAR**



**3120-3124 Ingelow**

Represented Both Buyer & Seller

**SOLD UNDER THE RADAR**



**414 La Crescentia**

Represented Both Buyer & Seller

**JESSOP ESTATE | \$1,248/SQ FT**



**1246 Trieste**

Represented Seller

**SOLD \$850/SQ FT**



**3109 Emerson**

Represented Both Buyer & Seller

**SOLD UNDER THE RADAR**



**4443 Del Monte**

Represented Both Buyer & Seller

**SOLD UNDER THE RADAR**



**3211 Trumbull**

Represented Both Buyer & Seller

**MILLS ACT**



**3030 Locust**

Represented Seller

**SOLD IN 12 DAYS**



**4669 Niagara**

Represented Seller

**SOLD \$646/SQ FT**



**1045 Novara**

Represented Seller

**SOLD \$667/SQ FT**



**740 Rosecrans**

Represented Both Buyer & Seller

**SOLD UNDER THE RADAR**



**946 Catalina Blvd.**

Represented Both Buyer & Seller

**SOLD IN 36 DAYS**



**2320 Caminito Mira**

Represented Both Buyer & Seller

**SOLD IN 12 DAYS!**



**3427 Sterne St**

Represented Both Buyer & Seller

**SOLD \$1,380/SQ FT**



Discover the Advantages of Selling  
**UNDER THE RADAR!**

**\$64,000,000+ YTD**

ADDRESS	REP	\$/SQ FT	DAYS ON MKT	LIST PRICE	SALES PRICE	TOTAL PRODUCTION
3618 Meade	BUYER	\$850	0	\$425,000	\$0	\$425,000
<b>5074 Georgetown</b>	DUAL	\$339	0	\$375,000	\$375,000	\$750,000
1535 Chatsworth	SELLER	\$506	5	\$925,000	\$925,000	\$925,000
3030 Locust	SELLER	\$627	12	\$895,000	\$935,000	\$935,000
4669 Niagara	SELLER	\$647	25	\$995,000	\$995,000	\$995,000
1024 Tourmaline	SELLER	\$714	14	\$999,500	\$999,500	\$999,500
<b>3109 Emerson</b>	DUAL	\$327	0	\$500,000	\$500,000	\$1,000,000
<b>3758 Charles</b>	SELLER	\$676	0	\$1,000,000	\$1,125,000	\$1,125,000
<b>701 Kettner #192</b>	DUAL	\$478	0	\$600,000	\$600,000	\$1,200,000
<b>2320 Caminito Mira</b>	DUAL	\$412	12	\$625,000	\$625,000	\$1,250,000
<b>1059 Leroy</b>	SELLER	\$667	0	\$1,350,000	\$1,300,000	\$1,300,000
<b>2622 Bellezza Dr</b>	DUAL	\$448	0	\$650,000	\$670,000	\$1,340,000
1535 Chatsworth	DUAL	\$437	13	\$895,000	\$800,000	\$1,600,000
<b>4443 Del Monte</b>	DUAL	\$506	0	\$800,000	\$820,000	\$1,640,000
<b>4476 Estrella</b>	DUAL	\$518	0	\$842,500	\$842,500	\$1,685,000
3820 John St	DUAL	\$752	9	\$895,000	\$850,000	\$1,700,000
<b>1246 Trieste</b>	SELLER	\$851	0	\$1,900,000	\$2,000,000	\$2,000,000
946 Catalina	DUAL	\$412	36	\$995,000	\$1,000,000	\$2,000,000
1045 Novara	SELLER	\$667	30	\$2,000,000	\$2,000,000	\$2,000,000
13568 Orchard Gate	DUAL	\$219	12	\$995,000	\$1,100,000	\$2,200,000
<b>3427 Sterne St</b>	DUAL	\$1,381	0	\$1,000,000	\$1,150,000	\$2,300,000
7055 Via Val Verde	BUYER	\$748	0	\$2,450,000	\$0	\$2,400,000
<b>3120-3124 Ingelow</b>	DUAL	\$435	0	\$1,450,000	\$1,450,000	\$2,900,000
3211 Trumbull	DUAL	\$576	45	\$1,895,000	\$1,775,000	\$3,550,000
<b>740 Rosecrans</b>	DUAL	\$677	0	\$2,400,000	\$2,400,000	\$4,800,000
414 La Crescentia	DUAL	\$1,249	80	\$2,975,000	\$3,200,000	\$6,400,000
1007 Cordova	DUAL	\$673	17	\$3,750,000	\$3,750,000	\$7,500,000
<b>459 Tavera</b>	DUAL	\$830	0	\$3,900,000	\$3,900,000	\$7,800,000

**AVERAGES**

**69% DUAL**

**\$593**

**11**

**\$1,374,357**

**\$1,387,962**

**\$64,719,500**



#1 in Point Loma

Just South of

**\$1/2 BILLION**

Since 07'



Call, Text or Email Robert  
for a No Obligation Consultation.

**(619) 852-8827**

**ROBERT ANTONIADIS**

Broker | DRE #01727428

**(619) 852-8827**

**Robert@RobertRealtySD.com**

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