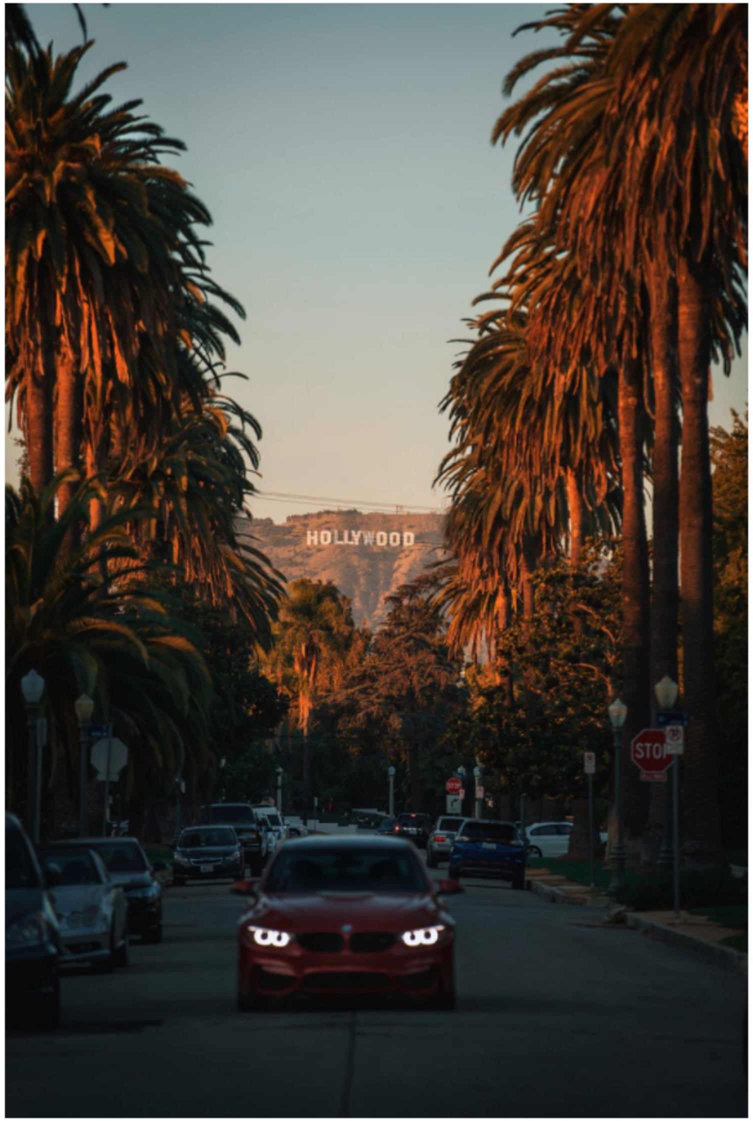
INSIDE GLIMPSE:
LA'S LUXURY MARKET

December 2021

This month we had a chance to get an inside glimpse of what it's like to be working the Los Angeles luxury market with accomplished agent Danelle Lavin – COMPASS AKG in Beverly Hills. This will be the first in a new series that gives us a window into exploring different regional markets all over the country and sharing stories from the agents who make it all happen.



STILL BOOMING

It's clear that the housing market in Southern California has been booming since last year, thanks to obvious factors such as the desire for more space and historically low-interest rates. Realtor.com's October 2021 statistics, which consider both market demand (unique property views) and market pace (number of days a listing remains active), show that Los Angeles County remains a seller's market. In October 2021, the median list price of homes in Los Angeles County was $799K, trending up 2.7% year-over-year, with a median listing price per square foot of $537 and a median sale price was $790,000.

On average, homes in Los Angeles sell after about 53 days on the market. According to supply-demand dynamics, the real estate appreciation rate in Los Angeles is predicted to remain strong. Strong demand for homes coupled with tight inventory should put upward pressure on the prices. According to several real estate experts, the home values in the Los Angeles housing market are expected to continue to appreciate over the next year at least.

NOTES FROM THE INSIDE

Agent Danelle Lavin specializes in representing Buyers and Sellers in the high-end luxury real estate market of Southern California. In 2015, Danelle set the record for the highest listed property in Brentwood at $20,000,000 and has been featured in key media including Million Dollar Listing. She maintains a valuable network of real estate attorneys, business managers, sports agents, art dealers, commercial real estate brokers and wealth managers.

Her indispensable database includes financiers, entrepreneurs in tech, media and entertainment, professional athletes, celebrities, and international buyers. Here she gives us a little glimpse of what her days are like working in this fast paced market.

Q: What are your favorite things about working in your area of real estate? The most challenging?

A: My favorite part of the business is that I get to work with such a wide variety of people -from buyers, sellers, business managers, attorneys, agents, etc. They all have different wants and needs and they all like to communicate differently and subsequently each person requires a different approach. This in itself can be quite a challenge, and a constant work in progress – which I really enjoy.

Q: Briefly describe your typical day at work – what do you spend most of your time doing? Is most of your work done remotely these days?

A: Each day is different, which is part of the reason I love my job. One day I'm in my office doing paperwork, the next day I'm in my car showing properties, and the next I'm driving through areas scouting tear downs for a client of mine…some days I'm even cleaning my current listings! I enjoy the fact that real estate is still very interactive - although most of our paperwork, contracts, marketing and even some of our prospecting is done remotely - I do see clients almost every day.

Q: What's one thing that you wish your clients knew prior to starting the buying process?

A: In this market, you have to manage expectations. I think that's one of the most important parts of our jobs. Manage a new buyer's expectation in the competitive process to win a multiple offer situation and manage a seller's expectation in terms of a realistic time frame and price point. I also think there's no such thing as over-communicating. Buyers and sellers want feedback, and they want updates...even if the update is that "there's nothing new to report."

Q: What industry content do you enjoy reading/wish there was more of?

A: I'm a Real Deal subscriber...I love knowing who's buying and who's selling!

Q: What resources/information do you wish you had more of for your clients that would make your job easier?

A: I wish I had a crystal ball...I really think that's the only thing that could make my job easier! 😉 As agents, we experience the market in real time, just like a buyer or seller would. We have an edge on them because we typically know what's about to close within the next 60 days so we have a "head start" on the temperature of the market, but a crystal ball would be better.

Watch a short video summary of our inside glimpse into LA's luxury real estate market.