



## THE STRAND REPORT – 2016 YEAR END REVIEW

Greetings from The Strand Realty. We are pleased to present our 2016 Market Review, which highlights residential sales activity in the following beach front communities:

- The Strand at Headlands
- Monarch Bay
- Niguel Shores
- Ritz Cove
- Three Arch Bay

These communities share two miles of the Orange County coastline, hosting some of the most beautiful beaches in the world. Each community has its own personality, yet every neighborhood revels in the California lifestyle. The Strand Realty team looks forward to working with you when buying or selling the beach home of your dreams.

### COMMUNITY COMPARISON - ACTIVE

COMMUNITY	TOTAL ON MARKET	AVE LIST PRICE	AVE SQ FT	AVE \$/SQ FT	AVE YR BLT
The Strand	8	\$10,957,375	7,549	\$1,452	2013
Monarch Bay	12	\$6,875,833	4,020	\$1,710	1982
Niguel Shores	4	\$3,394,750	2,692	\$1,261	1975
Ritz Cove	5	\$8,454,000	6,825	\$1,239	2000
Three Arch Bay	8	\$9,958,625	3,520	\$2,829	1969
	37				

### COMMUNITY COMPARISON

The Strand at Headlands:  
118 ocean front and ocean view homes. Amenities include The Strand Beach Club, direct beach access, and an extensive walking trail system.

Monarch Bay: 214 homes. Many single story homes. Amenities include tennis courts, direct beach access and The Monarch Bay Club, a beach front bar and restaurant.

Niguel Shores: 960 homes. This report covers 223 homes on the coastal side of PCH. Amenities include a pool, spa, tennis, park, club house and walking path to the beach.

Ritz Cove : 101 homes (including Monarch Cove). Walking distance to Salt Creek Beach, Ritz Carlton and Monarch Beach Resort.

Three Arch Bay: 510 homes in Laguna Beach. Private beach access, tennis courts, basketball, tot lot and club house.

\* Descriptions do not include all amenities.



# THE STRAND REALTY MARKETING ADVANTAGE

As technology has evolved, so has lead generation. For decades, the real estate industry focused on print advertising and direct mail. While these mediums are still effective, the internet has opened a path to a truly global marketplace. We generate leads by engaging qualified buyers through multiple platforms and strategies.

## DIGITAL MARKETING

Digital marketing is the most efficient way to reach various audiences with numerous messages. We consistently send e-blasts to several proprietary databases:

- Over 2,500 qualified prospects collected over the past 10 years
- An estimated 4,000 top tier real estate agents in San Diego, Orange and Los Angeles counties and the Silicon Valley
- Approximately 400 builders and industry professionals
- Strand at Headlands resident/owner database

## BROCHURES, PHOTOGRAPHY AND VIDEO

Professional photography and drone videos are essential tools for attracting and educating qualified buyers using.

## THE STRAND REALTY WEBSITE

Our website at strandoc.com provides buyers anywhere in the world access to our featured property listings. Since its launch in 2006, our site has earned a top-of-page search position for prospects seeking luxury coastal property in Orange County.

## SPECIAL EVENTS

The Strand Realty regularly showcases its listings at hosted events. Our extensive network includes top agents, current prospects and local influencers.

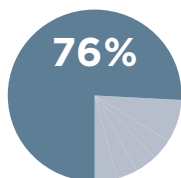
## SALES GALLERY - OPEN DAILY

The Strand Realty's Sales Gallery is where your property is introduced to buyers **every day of the week**. We utilize brochures, photography, floor plans, exhibits and renderings during each sales presentation.

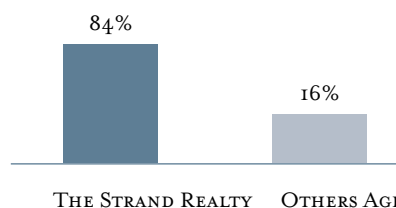
## THE STRAND REALTY 2016 HIGHLIGHTS

\$153,000,000\* in Sales at The Strand!

- 19 homesites sold
- 7 homes sold



*The Strand Realty sold 19 properties in The Strand at Headlands in 2016. This represents 76% of all the properties sold!*



*The Strand Realty is currently representing 84% of all the properties listed in The Strand at Headlands.*

## For Sale at The Strand

- 18 homesites available from the low \$3 millions
- 8 homes available from the mid \$8 millions

\*The \$153,000,000 in sales represents all transactions at The Strand at Headlands by various brokerages; not The Strand Realty exclusively.

## HOME SALES 2016

### TOTAL HOMES SOLD 2016

28 homes sold in our five coastal communities. This is an average of approximately 2.3 homes sold per month.

With an existing inventory of 37 homes, it would take approximately 16 months to sell through the current inventory, if no new homes entered the market.

### 2015 COMPARED TO 2016 HOME SALES

Slightly fewer homes sold this year as compared to last; three homes. The average price, however, increased by 15%.

The average days on the market increased significantly in 2016 which could be attributed to several pre-construction listings.



Congratulations to Susan and John Lee on the completion of their new home! This beautiful Eastern Seaboard home was designed by architect Chris Brandon, Brandon Architects, Inc.

### THE STRAND

ADDRESS	SOLD PRICE	SQ FT	\$/SQ FT	YEAR BUILT	DOM	CLOSE DATE
5 Seabreeze Terrace	\$5,070,000	5,300	\$957	2016	243	10/27/16
19 Coral Cove Way	\$7,250,000	6,136	\$1,182	2014	1	12/2/16
41 Beach View Avenue	\$8,125,000	5,880	\$1,382	2015	595	11/23/16
47 Beach View Avenue	\$8,650,000	5,953	\$1,453	2015	177	8/1/16
53 Strand Beach Drive	\$17,225,000	8,838	\$1,949	2010	882	3/22/16
47 Strand Beach Drive	\$19,997,500	9,950	\$2,010	2010	203	1/12/16
6 Sold Total Sales Revenue	\$66,317,500					

### MONARCH BAY\*

ADDRESS	SOLD PRICE	SQ FT	\$/SQ FT	YEAR BUILT	DOM	CLOSE DATE
172 Monarch Bay Drive	\$2,050,000	3,098	\$662	2003	141	8/12/16
421 Monarch Bay Drive	\$2,250,000	2,754	\$817	1966	144	4/8/16
412 Monarch Bay Drive	\$2,425,000	3,182	\$762	1966	348	5/24/16
118 Monarch Bay Drive	\$2,650,000	3,190	\$831	1964	309	4/7/16
181 Monarch Bay Drive	\$4,400,000	2,780	\$1,583	1965	49	12/16/16
139 Monarch Bay Drive	\$4,775,000	2,780	\$1,718	2011	399	2/29/16
39 Monarch Bay Drive	\$5,300,000	4,263	\$1,243	1964	168	8/18/16
63 Monarch Bay Drive	\$7,742,250	5,933	\$1,305	1968	240	7/27/16
331 Monarch Bay Drive	\$8,300,000	5,000	\$1,660	2005	185	6/27/16
9 Sold Total Sales Revenue	\$39,892,250			*Some homes sold on leased land - call for more information		

### NIGUEL SHORES\*

ADDRESS	SOLD PRICE	SQ FT	\$/SQ FT	YEAR BUILT	DOM	CLOSE DATE
23682 Sidney Bay	\$1,320,000	1,758	\$751	1971	50	9/26/16
23811 Salvador Bay	\$1,527,000	1,624	\$940	1971	109	7/22/16
23831 Salvador Bay	\$1,955,000	2,577	\$759	1971	40	4/18/16
23742 Perth Bay	\$2,390,000	1,800	\$1,328	1971	176	3/4/16
33861 Mercator Isle	\$3,237,500	2,853	\$1,135	2006	268	9/12/16
23561 Verrazzano Bay	\$3,375,000	2,300	\$1,467	1971	66	4/6/16
33801 Mercator Isle	\$3,775,000	4,243	\$890	2009	435	5/20/16
33811 Shackleton	\$5,049,000	3,550	\$1,422	1973	377	4/11/16
8 Sold Total Sales Revenue	\$22,628,500			*Reflects only homes on coastal side of PCH		

### RITZ COVE

ADDRESS	SOLD PRICE	SQ FT	\$/SQ FT	YEAR BUILT	DOM	CLOSE DATE
97 Ritz Cove Drive	\$2,665,750	3,695	\$721	1989	253	10/14/16
96 Ritz Cove Drive	\$3,995,000	7,160	\$558	2009	286	6/15/16
32 Ritz Cove Drive	\$7,300,000	5,800	\$1,259	2014	707	9/23/16
58 Ritz Cove Drive	\$8,000,000	6,200	\$1,290	2014	659	7/7/16
17 Ritz Cove Drive	\$12,750,000	6,100	\$2,090	1995	86	7/29/16
5 Sold Total Sales Revenue	\$34,710,750					

### COMMUNITY FEATURES AND AMENITIES

#### The Strand Beach Club

- A private 9,000 sq. ft. resort style beach club
- State-of-the-art fitness center
- Panoramic ocean views, pool, spa
- Private beach lockers
- 70 acres preserved for open space
- Three miles of hiking trails and parks
- 24-hour guard-gated with roaming patrol





### THREE ARCH BAY

ADDRESS	SOLD PRICE	SQ FT	\$/SQ FT	YEAR BUILT	DOM	CLOSE DATE
12 S Vista De Catalina	\$1,810,000	1,389	\$1,303	1959	44	9/21/16
14 S Encino	\$1,925,000	1,487	\$1,295	1954	71	4/20/16
1 S Encino	\$2,100,000	2,458	\$854	1979	51	6/30/16
4 N Vista De Catalina	\$2,200,000	1,874	\$1,174	1961	197	11/14/16
11 N Stonington Road	\$2,495,000	2,328	\$1,072	2015	166	8/15/16
21 N Vista De Catalina	\$2,850,000	2,547	\$1,119	1965	2	4/21/16
13 N Callecita	\$3,044,400	2,709	\$1,124	1973	65	5/2/16
6 Bay Drive	\$3,600,000	1,765	\$2,040	1952	23	7/22/16
17 S La Senda Drive	\$4,300,000	3,045	\$1,412	1929	252	6/1/16
6 Mar Vista Lane	\$5,850,000	1,889	\$3,097	1945	224	8/29/16
1 Barranca Way	\$7,795,000	3,100	\$2,515	2007	444	10/28/16
11 Sold Total Sales Revenue	\$37,969,400					

### YEAR IN REVIEW

#### HOMES SOLD 2016

COMMUNITY	SOLD HOMES	AVE SOLD PRICE	AVE SQ FT	AVE \$/SQ FT	AVE YR BUILT	AVE DOM
Strand	6	\$11,052,917	7,010	\$1,489	2016	350
Monarch Bay	9	\$4,432,472	3,664	\$1,176	1979	220
Niguel Shores	8	\$2,828,563	2,588	\$1,086	1980	190
Ritz Cove	5	\$6,942,150	5,791	\$1,184	2004	398
Three Arch Bay	11	\$7,240,139	4,341	\$1,657	1967	140
	39					

#### HOMES SOLD 2015

COMMUNITY	SOLD HOMES	AVE SOLD PRICE	AVE SQ FT	AVE \$/SQ FT	AVE YR BUILT	AVE DOM
Strand	3	\$10,150,000	5,681	\$1,804	2012	88
Monarch Bay	11	\$3,123,000	3,742	\$835	1979	108
Niguel Shores	3	\$3,044,864	2,904	\$1,054	1990	150
Ritz Cove	4	\$6,749,750	7,287	\$1,234	2002	110
Three Arch Bay	10	\$4,396,950	2,927	\$1,479	1973	78
	31					

### THE STRAND - ACTIVE HOMES

#### THE STRAND CURRENT LISTINGS

ADDRESS	LIST PRICE	SQ FT	\$/SQ FT	YEAR BUILT	DOM
19 White Water Ln	\$8,475,000	5,881	\$1,441	2015	391
37 Shoreline Dr	\$8,790,000	7,993	\$1,100	2016	71
3 Oceanfront LN	\$8,950,000	6,176	\$1,449	2015	309
1 Seabreeze Ter	\$9,475,000	8,656	\$1,095	2016	129
35 Shoreline Dr	\$9,825,000	9,004	\$1,091	2015	159
43 Beach View Ave	\$13,349,000	5,881	\$2,270	2012	531
3 White Water Ln	\$13,995,000	7,545	\$1,855	2009	586
7 White Water Ln	\$14,800,000	9,255	\$1,599	2009	86
8 Listings					



IN ESCROW

#### 3 OCEANFRONT LANE

Offered at: \$8,950,000  
Home Size: 6,176 Beds/Baths: 5/6  
Lot Size: 10,619 sq. ft Year Built: 2015



#### THE PHILHARMONIC HOUSE

##### 1 SEABREEZE TERRACE

Offered at: \$9,475,000  
Square Feet: 8,656 Beds/Baths: 5/5  
Lot Size: 16,475 Year Built: 2016



#### EXQUISITE CUSTOM HOME

##### 19 WHITEWATER LANE

Offered at: \$8,475,000  
Square Feet: 5,881  
Beds/Baths: 4/4.5 Lot Size: 9225



#### ITALIAN MASTERPIECE

##### 35 SHORELINE DRIVE

Offered at: \$9,825,000  
Square Feet: 9,004  
Beds/Baths: 5/5.5 Lot Size: 16,549



#### TUSCAN ESTATE

##### 37 SHORELINE DRIVE

Offered at: \$8,790,000  
Square Feet: 7,993 Beds/Baths: 5/5.5  
Lot Size: 21,769 Year Built: 2016



## THE STRAND - HOMESITES

### THE STRAND: CURRENT LISTINGS

ADDRESS	SOLD PRICE	SQ FT	\$/SQ FT
3 Shoreline Drive	\$3,225,000	12,502	\$258
11 Coral Cove Way	\$3,450,000	12,191	\$283
9 Coral Cove Way	\$3,475,000	12,720	\$273
7 Shoreline Drive	\$4,125,000	11,604	\$355
9 Shoreline Drive	\$4,250,000	10,852	\$392
19 Shoreline Drive	\$4,250,000	16,619	\$256
11 Shoreline Drive	\$4,575,000	10,982	\$417
7 Beach View Ave	\$5,995,000	10,719	\$559
1 Beach View Ave	\$7,725,000	8,813	\$877
19 Strand Beach Drive	\$11,900,000	10,703	\$1,112
15 Strand Beach Drive	\$12,350,000	10,994	\$1,123
35 Strand Beach Drive	\$12,475,000	10,753	\$1,160
37 Strand Beach Drive	\$12,475,000	10,502	\$1,188
3 Strand Beach Drive	\$14,250,000	10,150	\$1,404
1 Strand Beach Drive	\$14,750,000	11,773	\$1,253
15 Active Averages	\$7,951,333	11,458	\$727

### THE STRAND: HOMESITES SOLD 2016

ADDRESS	SOLD PRICE	SQ FT	\$/SQ FT
5 Coral Cove Way	\$2,400,000	12,519	\$192
5 Shoreline Drive	\$2,400,000	12,450	\$193
1 Shoreline Drive	\$2,500,000	12,802	\$195
7 Coral Cove Way	\$2,550,000	11,975	\$213
21 White Water Lane	\$3,350,000	9,894	\$339
21 Seabreeze Terrace	\$3,500,000	13,939	\$251
1 Pacific Wave Circle	\$3,900,000	11,191	\$348
9 Oceanfront Lane	\$3,900,000	10,390	\$375
3 Pacific Wave Circle	\$3,900,000	10,814	\$361
5 Oceanfront Lane	\$3,900,000	10,226	\$381
19 Beach View Avenue	\$5,000,000	9,972	\$501
15 Beach View Avenue	\$5,150,000	9,381	\$549
11 Beach View Avenue	\$5,250,000	9,437	\$556
17 Beach View Avenue	\$5,265,000	9,372	\$562
43 Beach View Avenue	\$6,350,000	8,139	\$780
45 Strand Beach Drive	\$10,000,000	11,247	\$889
64 Strand Beach Drive	\$11,750,000	10,928	\$1,075
17 Sold Total Sales Revenue	\$81,065,000		

### THE STRAND IS GROWING!

108 Homesites Sold  
 41 Homes Completed  
 27 Homes Under Construction  
 23 Homes in Design Review

### REASONS TO BUILD AT THE STRAND AT HEADLANDS

Ocean and white water views from most living levels

Largest lots for local beachfront communities

- 60 to 85 foot average lot width (70 foot average on Oceanfront)
- All permits are in place, no coastal commission submittal needed.
- 90 to 120 days fast track through Design Review
- 90 to 120 days through the city of Dana Point
- Architectural Freedom

### LIMITED TIME INCENTIVES ON DEVELOPER HOMESITES

\$30,000 Credit at The Ritz-Carlton, Laguna Niguel or \$18,500 Elite Membership at the resort, Monarch Beach





33971 Selva Road, Suite 100, Dana Point CA  
92629 • 949.487.2500 • strandoc.com

Let The Strand Realty  
Sell Your Home!



*From Left to Right: Craig Dahl, Angelina Kirkpatrick, Jeff Golden and Carol Finizza*



## CURRENT LISTING

### MONARCH POINT - LAGUNA NIGUEL

31462 Isle Vista, Laguna Niguel  
List Price: \$1,948,000

## COASTAL PROPERTIES SOLD BY THE STRAND REALTY

### OLIVA - SAN JUAN CAPISTRANO

32231 Via Angelica  
Final Sales Price: \$2,398,474  
Closed 9.30.16

### SEA SUMMIT - SAN CLEMENTE

114 Via Velazquez  
Final Sales Price: \$2,714,859  
Closed 12.30.16

## OUR TEAM

The Strand Realty is a full service residential real estate brokerage established in 2006. Through our innovative marketing strategies, we have attracted high net worth families from all over the United States and transformed The Strand at Headlands from 121 acres of undeveloped coastal property consisting of 118 homesites to one of the world's most successful master-planned communities.

The Strand Realty sales team understands the complexities of building a home from start-to-finish or selling existing homes. Our onsite sales team are experts on view corridors, tier splits, architectural integrity and expediting the permit process.

The Strand Realty understands the unique characteristics of each of our coastal communities. Whether remodeling, building new or simply selling or buying your dream home, **The Strand Realty has the expertise to help you reach your goals.**

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