



**Carmel-  
by-the-Sea,  
Carmel Point**

**Greater  
Carmel**

**Carmel  
Valley**

**Pebble  
Beach**

**Carmel  
Highlands,  
Big Sur &  
South Coast**

**Monterey**

**Pacific  
Grove**

**Seaside**

**Marina**

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Dolores and Seventh  
Carmel-by-the-Sea



**2019**  
MARKET REPORT







## Our Significant Sales of 2019

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## 2019 MARKET REPORT



26206 Mesa Drive, Carmel • Represented Seller



410 Laurel Lane, Salinas • Represented Buyer & Seller



2822 Raccoon Trail, Pebble Beach • Represented Buyer & Seller



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MARKET REPORT

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Carmel Point

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## 2019 MARKET REPORT



# \$2,185,783

### Average Selling Price

↓ 6.9% vs 2018

# 147

### Units Sold

↑ 11% vs 2018

# \$321M

### Sales Volume

↑ 3% vs 2018

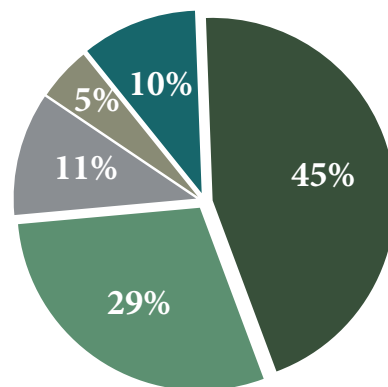
# 76

### Days on Market

### About Carmel-by-the-Sea

Carmel-by-the-Sea and Carmel Point performed quite well throughout 2019. While most of our other markets experienced more volatility in units sold and pricing quarter by quarter, Carmel was steady all year. The total number of sales went up 11% while the average sales price decreased by 7% and total sales volume increased 3%. There was particular strength in the number of transactions in the \$1-2M range of the market but the rest of the price ranges also performed well.

2019 Sales by Segment



- <\$1M | 15
- 1M-2M | 66
- 2M-3M | 43
- 3M-5M | 16
- 5M+ | 7



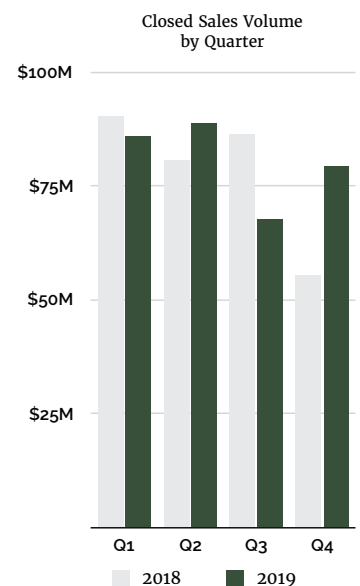
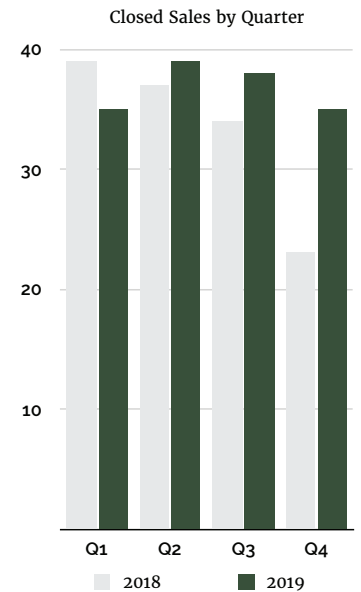
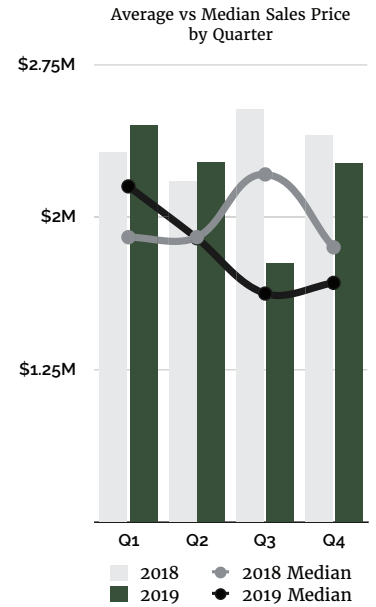
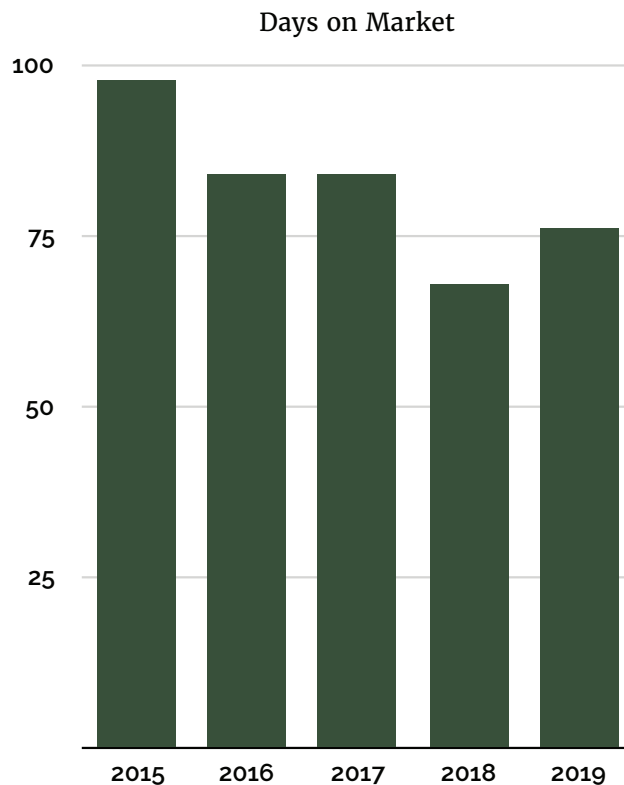
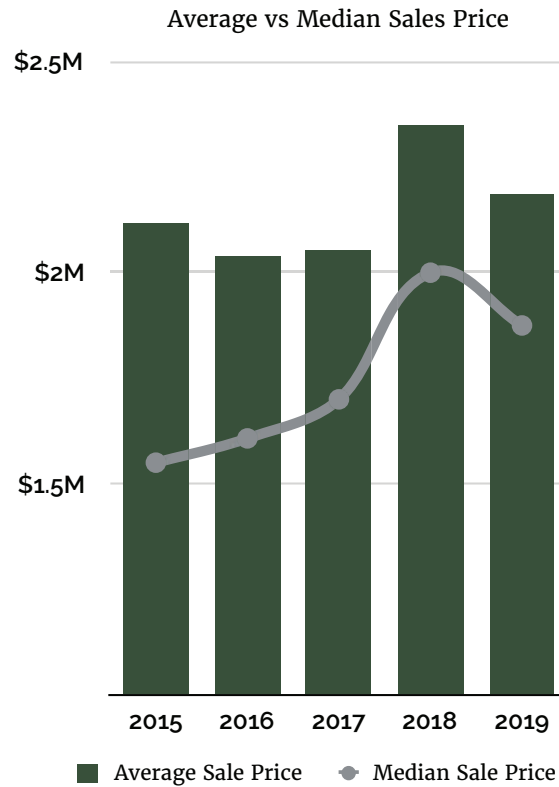
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Carmel Point**

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## 2019 MARKET REPORT



# \$1,478,214

### Average Selling Price

↓ 3.9% vs 2018

# 77

### Units Sold

↓ 14% vs 2018

# \$113M

### Sales Volume

↓ 18% vs 2018

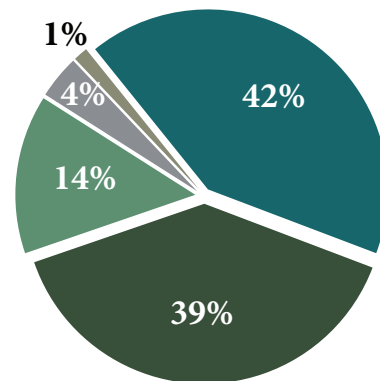
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### Days on Market

### About Greater Carmel

Greater Carmel is considered neighborhoods of Carmel that fall outside of Carmel-by-the-Sea proper and Carmel Point. These neighborhoods experienced a slow start to the year. Poor weather and macroeconomic factors caused a major reduction in sales units and overall volume in the first several months of 2019. A strong second half made up significant ground in sales and volume. Final numbers show average sale price down 4%, unit sales down 14% and total volume off year over year by 18%.

2019 Sales by Segment



● <\$1M | 32  
● 1M-2M | 30  
● 2M-3M | 11  
● 3M-5M | 3  
● 5M+ | 1



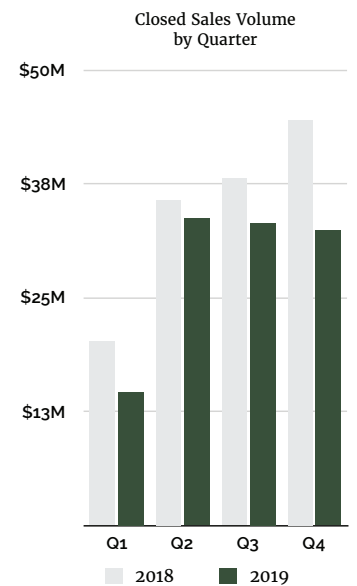
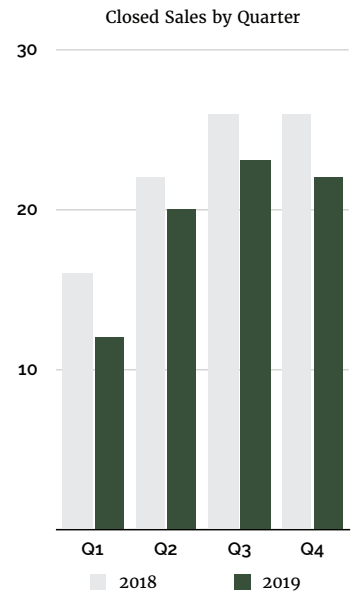
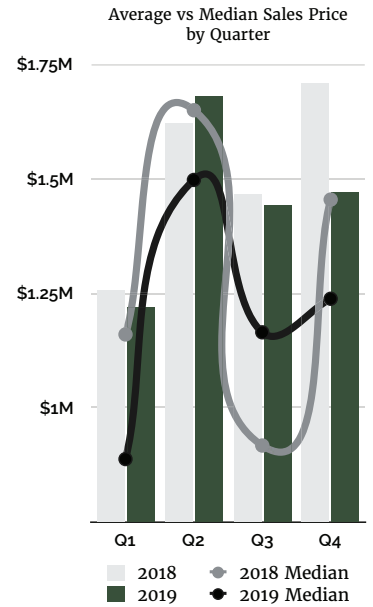
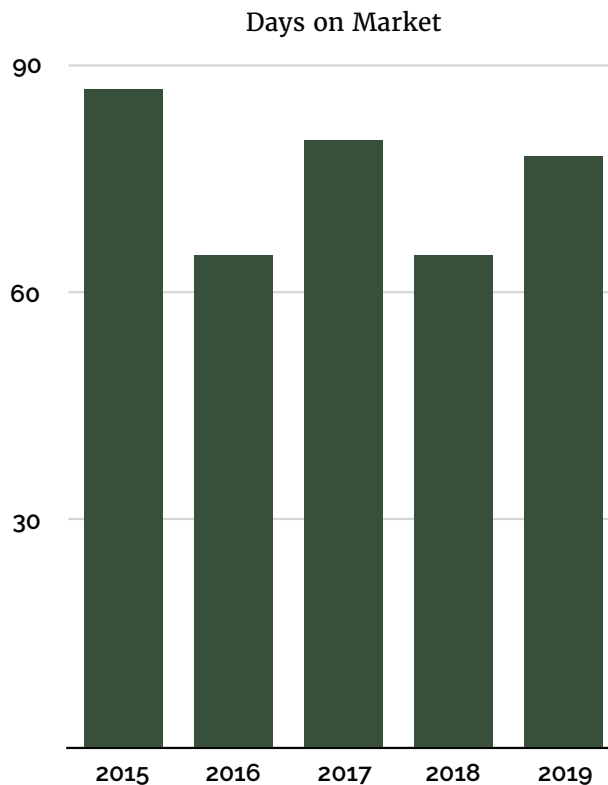
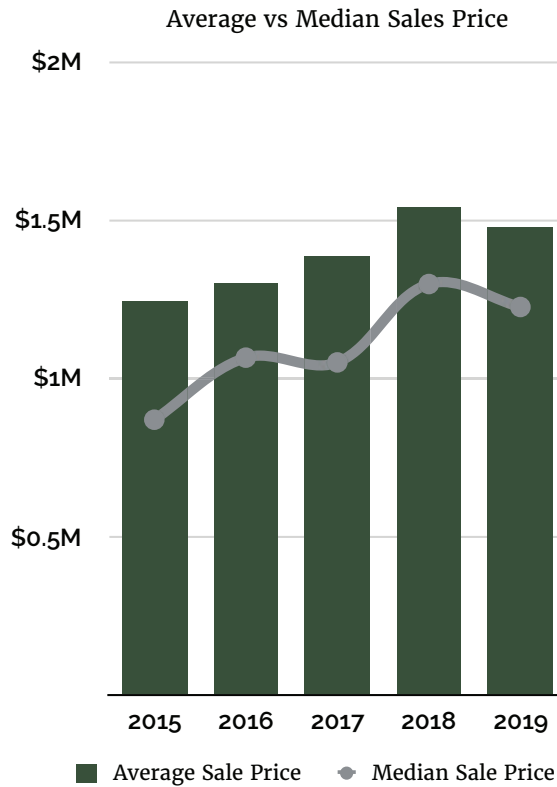
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## 2019 MARKET REPORT







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Valley

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Carmel-by-the-Sea



## 2019 MARKET REPORT



# \$1,272,659

### Average Selling Price

↑ 4% vs 2018

# 200

### Units Sold

↓ 7% vs 2018

# \$254M

### Sales Volume

↓ 3% vs 2018

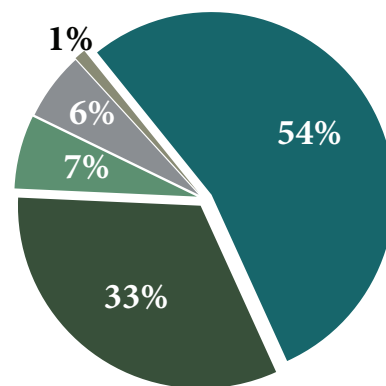
# 92

### Days on Market

### About Carmel Valley

Carmel Valley had a very strong Q4. There was almost four times the sales volume in Q4 compared to Q1 of this year. The sales volume was only down 3% compared to the Carmel area being down by 18%. The average sales price is also up quarter over quarter bringing it to just over \$1.3M for the year. The major support comes from the sales growth of homes under \$2M.

2019 Sales by Segment



● <\$1M | 108  
● 1M-2M | 65  
● 2M-3M | 13  
● 3M-5M | 12  
● 5M+ | 2





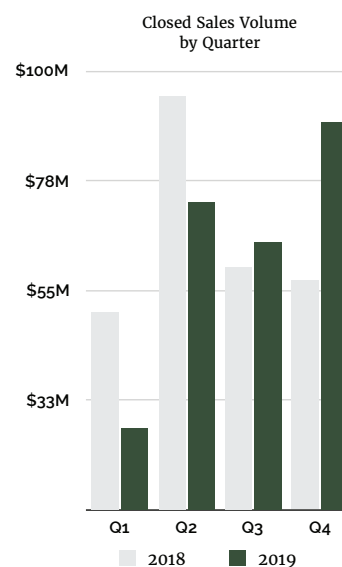
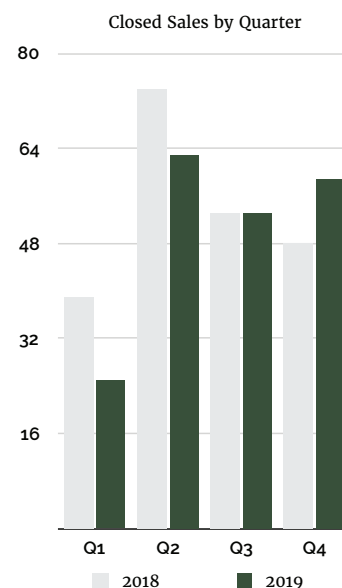
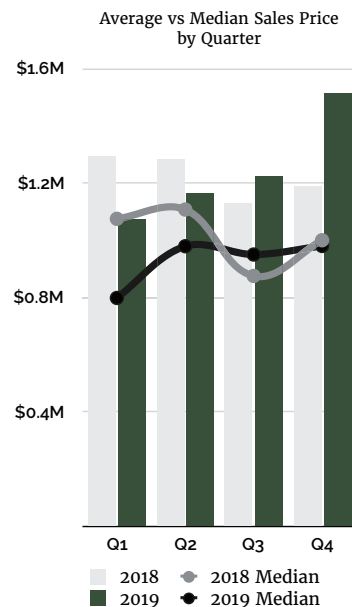
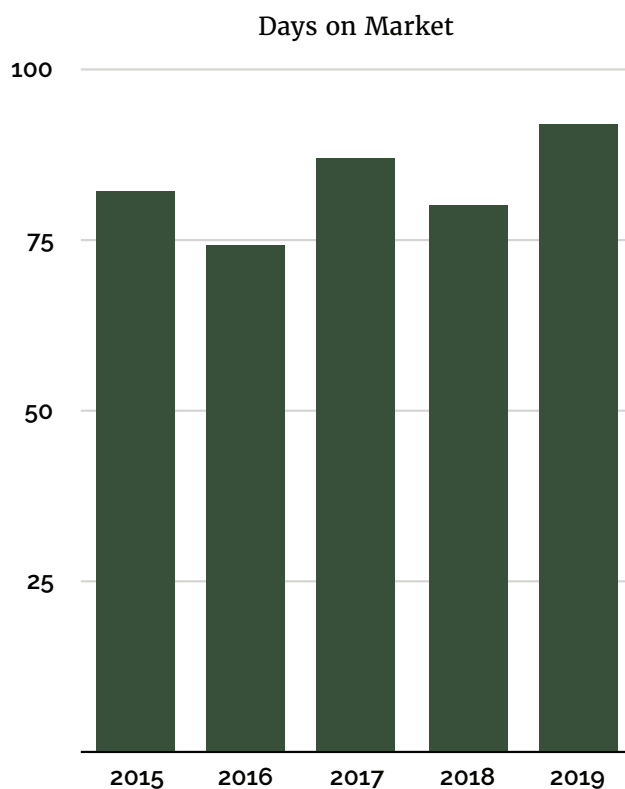
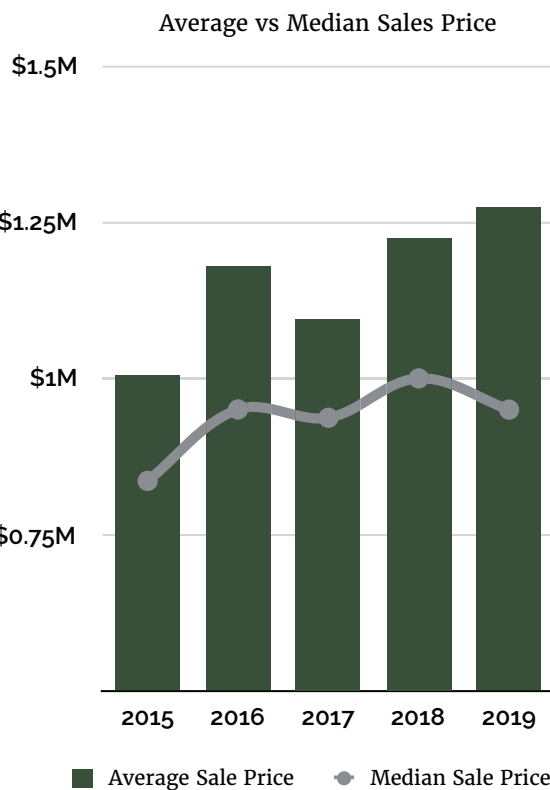
**Carmel Valley**

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## 2019 MARKET REPORT





## Pebble Beach

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Carmel-by-the-Sea



## 2019 MARKET REPORT



# \$3,125,404

### Average Selling Price

↑ 13% vs 2018

# 131

### Units Sold

↓ 4% vs 2018

# \$409M

### Sales Volume

↑ 8% vs 2018

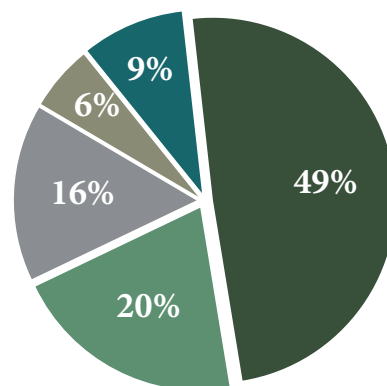
# 131

### Days on Market

### About Pebble Beach

After a slow start in Q1, Pebble Beach had a strong year in 2019. The purchase of second homes in Pebble Beach is mostly discretionary. With government shutdown, trade and stock market issues in Q1 buyers waited for things to settle down. Volume picked up after Q1 and total sales dollars in Q4 almost tripled Q1. Results were impacted by a strength at the high price points with 3 transactions over \$20M for the year. These sales also helped drive average sale price up by 13% year over year.

2019 Sales by Segment



- <\$1M | 11
- \$1M-2M | 60
- \$2M-3M | 25
- \$3M-5M | 19
- \$5M+ | 7



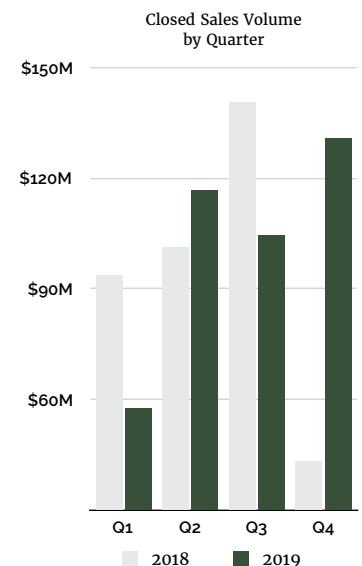
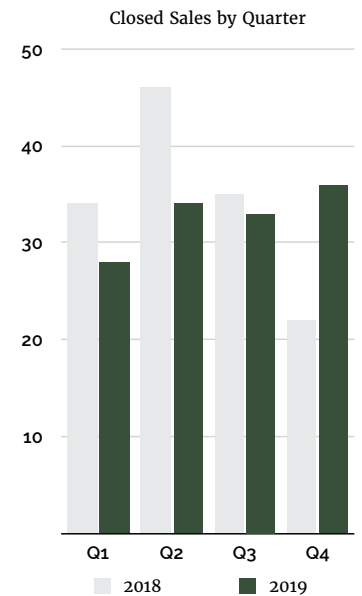
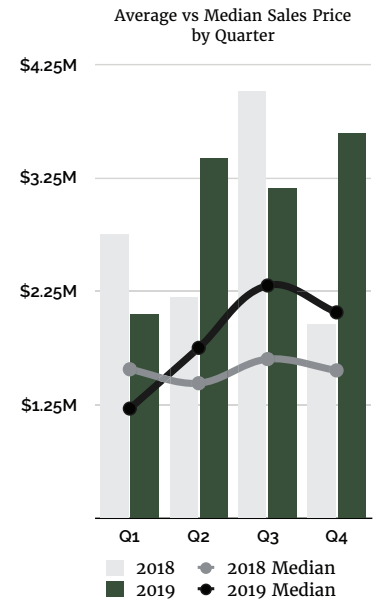
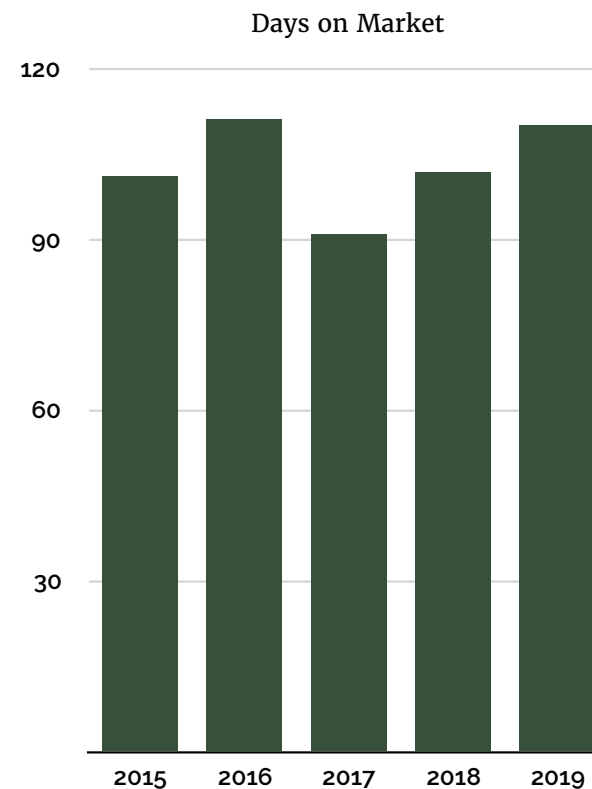
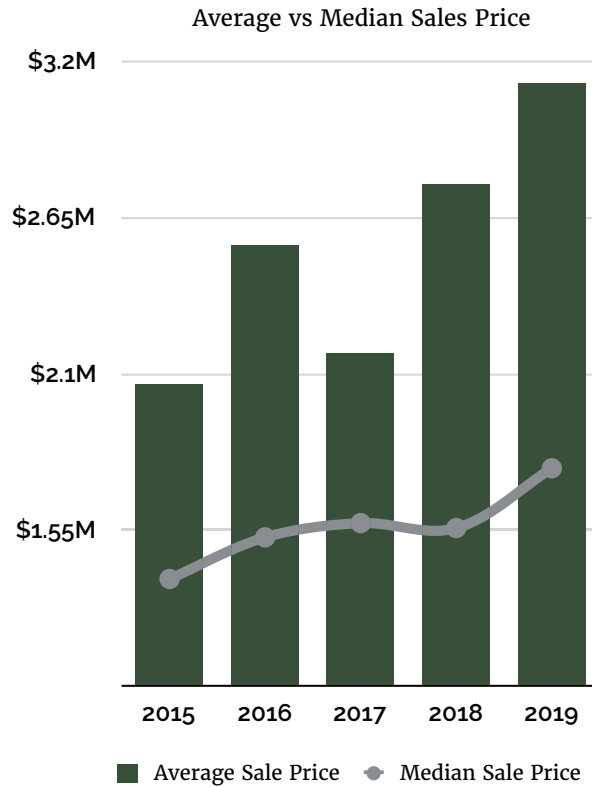
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Beach

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## 2019 MARKET REPORT







Carmel  
Highlands

Big Sur &  
South Coast

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## 2019 MARKET REPORT



# \$2,431,778

### Average Selling Price

↓ 17% vs 2018

# 18

### Units Sold

↓ 50% vs 2018

# \$21.8M

### Sales Volume

↓ 59% vs 2018

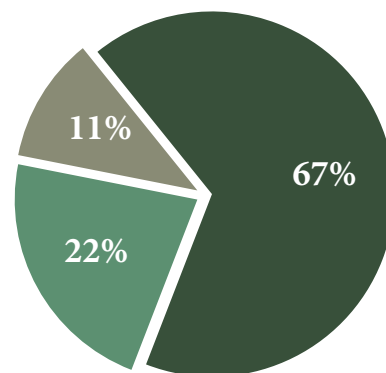
# 151

### Days on Market

### About Carmel Highlands

The Big Sur, South Coast, Carmel Highlands market typically does not have enough transaction volume for data to be predictive. This year there were 9 sales in this area compared to 18 in 2018. Inclement weather and heavy rains increasingly impact sales in this region. The second half of the year was much more active than the first half. With a number of strong oceanfront and ocean view listings, we expect 2020 to be healthy year.

2019 Sales by Segment



● <\$1M | 0  
● \$1M-2M | 6  
● \$2M-3M | 2  
● \$3M-5M | 0  
● \$5M+ | 1



**Carmel  
Highlands  
Big Sur &  
South Coast**

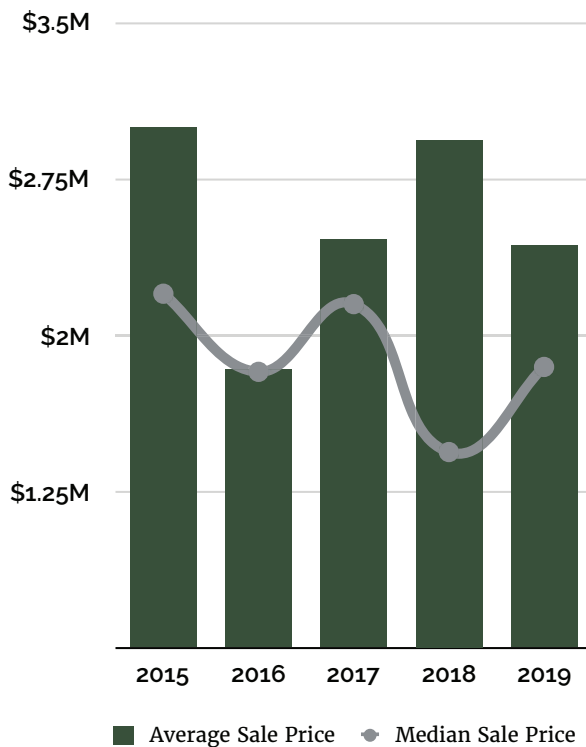
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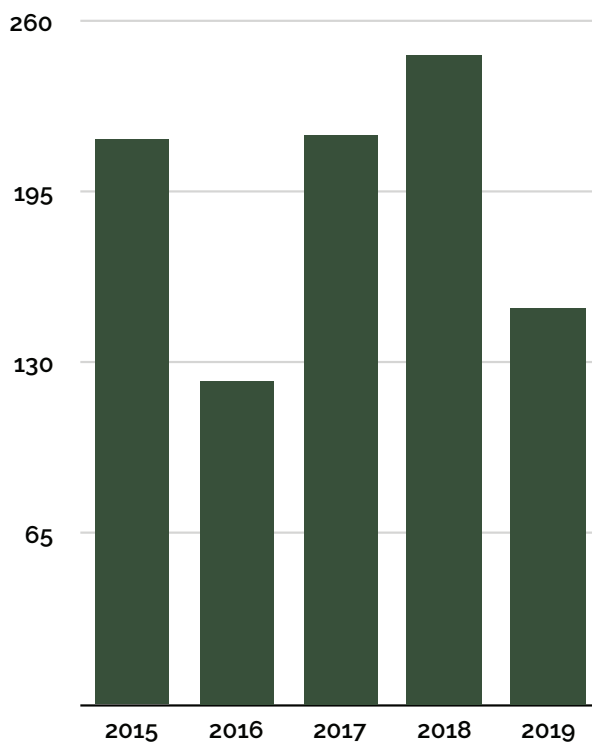


## 2019 MARKET REPORT

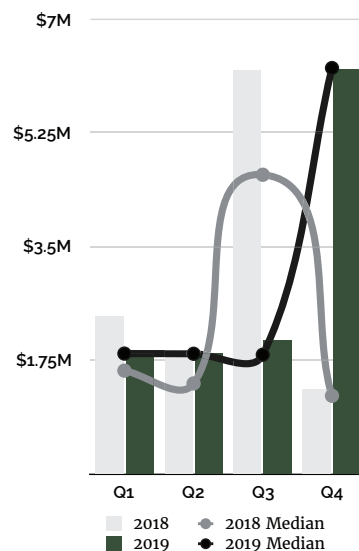
Average vs Median Sales Price



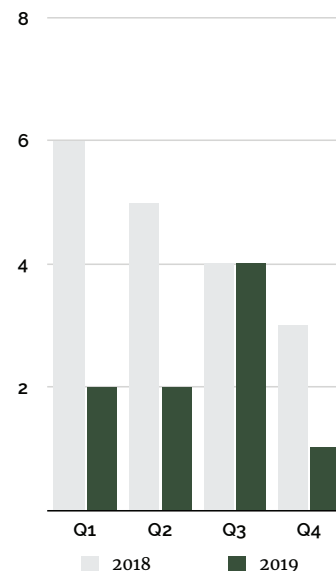
Days on Market



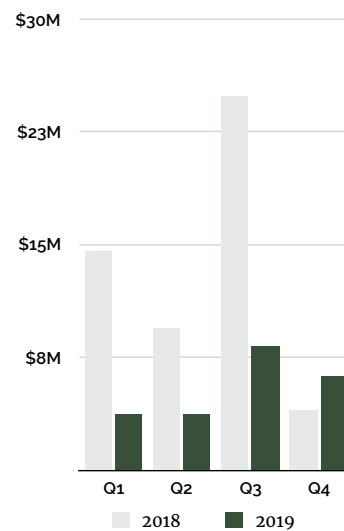
Average vs Median Sales Price  
by Quarter



Closed Sales by Quarter



Closed Sales Volume  
by Quarter





Monterey

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## 2019 MARKET REPORT



# \$920,030

### Average Selling Price

↑ 2% vs 2018

# 279

### Units Sold

↓ 6% vs 2018

# \$256M

### Sales Volume

↓ 4% vs 2018

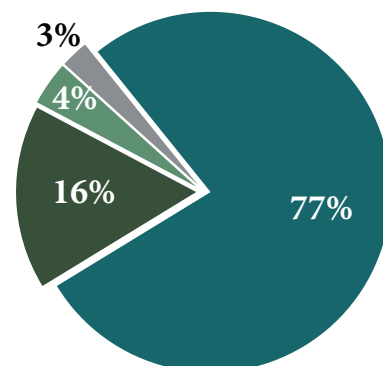
# 73

### Days on Market

### About Monterey

Monterey is a strong market having experienced 5 years of year over year appreciation in average sale price. The average sales price in 2019 was up 2% to \$920,030. With over 77% of sales last year falling in the under \$1M range local and second home buyers find this entry point more palatable. With demand remaining relatively high in this market, the increase in average sale price is a positive indicator given that both the number of units and total sales volume declined slightly.

2019 Sales by Segment



- <\$1M | 215
- \$1M-2M | 46
- \$2M-3M | 11
- \$3M-5M | 7
- \$5M+ | 0





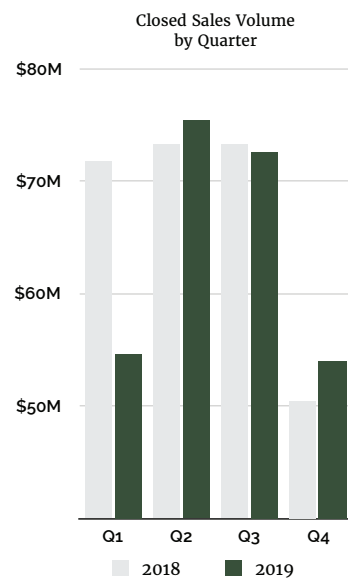
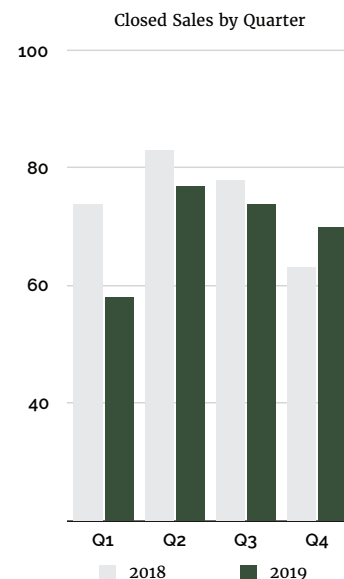
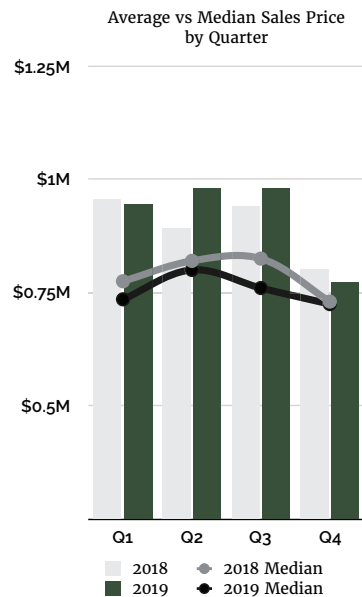
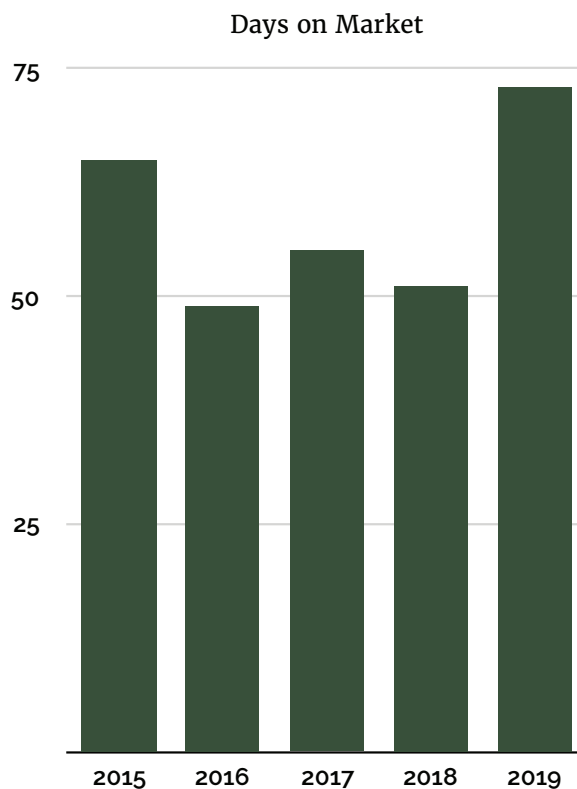
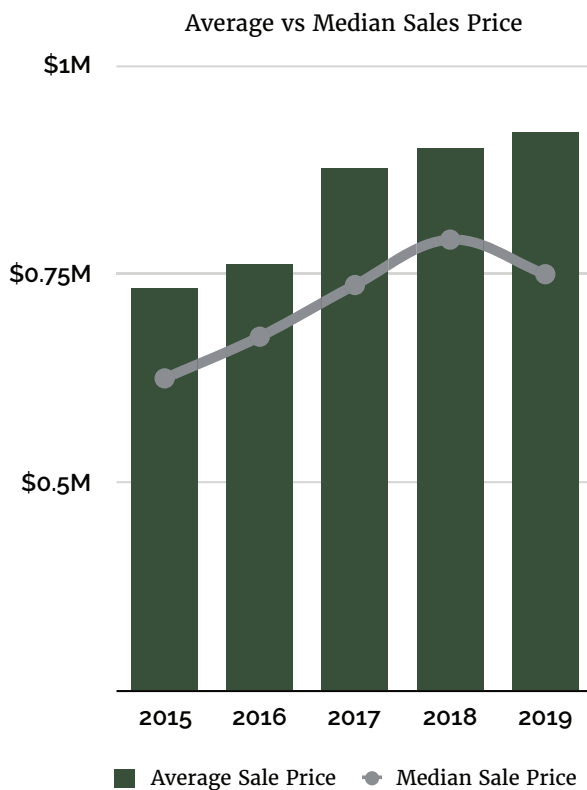
## Monterey

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## 2019 MARKET REPORT





Pacific  
Grove

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Carmel-by-the-Sea



## 2019 MARKET REPORT



# \$1,124,259

### Average Selling Price

↑ 7% vs 2018

# 177

### Units Sold

↑ 7% vs 2018

# \$198M

### Sales Volume

↑ 14% vs 2018

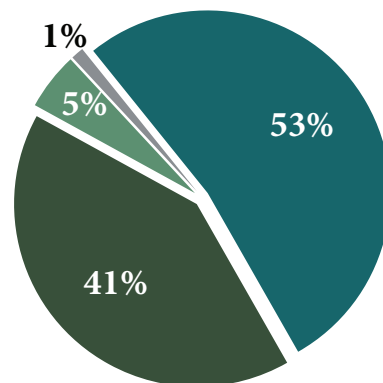
# 62

### Days on Market

### About Pacific Grove

Pacific Grove continues to be a very strong market on the Peninsula. The natural setting and amenities make the market highly desirable, and the average sale price makes purchasing more affordable than other markets in the region. Sales volume was up 14% and average sales price was up 7% in 2019 in Pacific Grove. Each year since 2011, the average sales price has increased in this market and has almost doubled over that 9-year period.

2019 Sales by Segment



● <\$1M | 93  
● 1M-2M | 73  
● 2M-3M | 9  
● 3M-5M | 2  
● 5M+ | 0



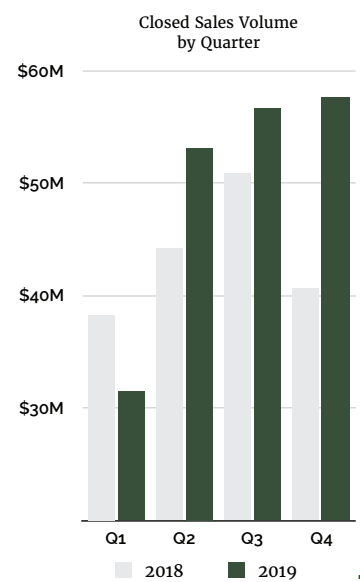
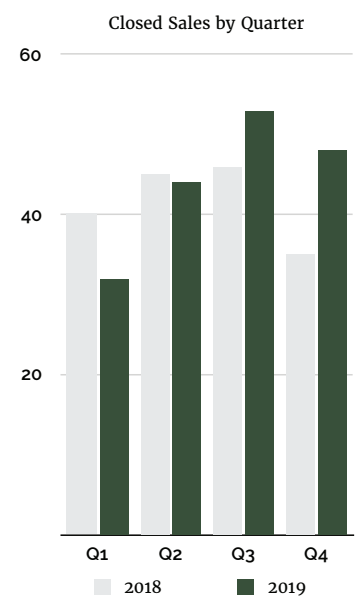
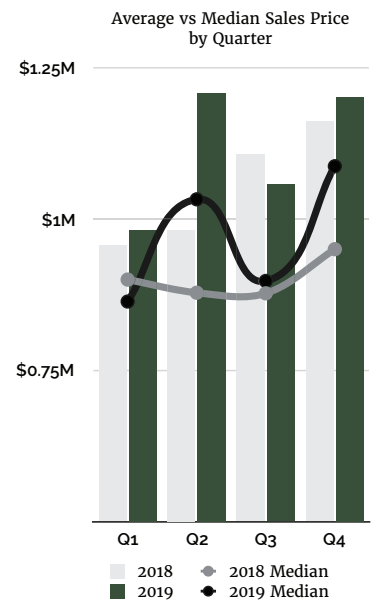
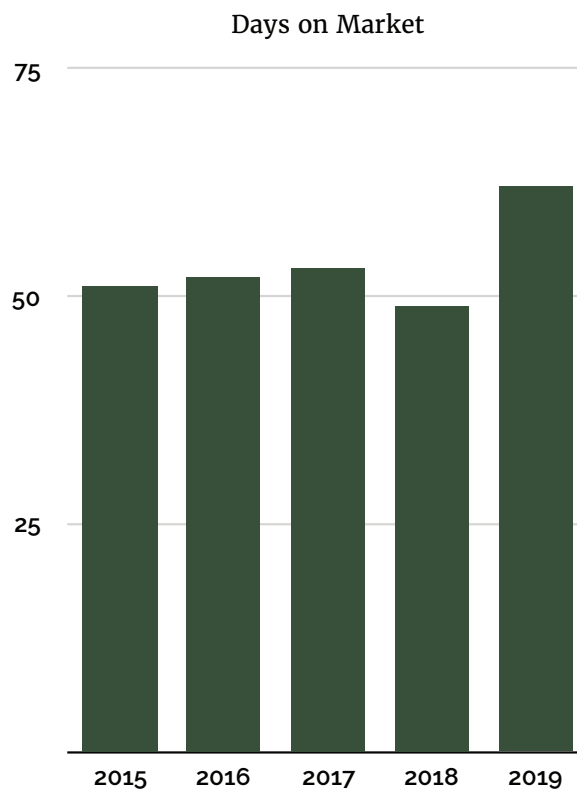
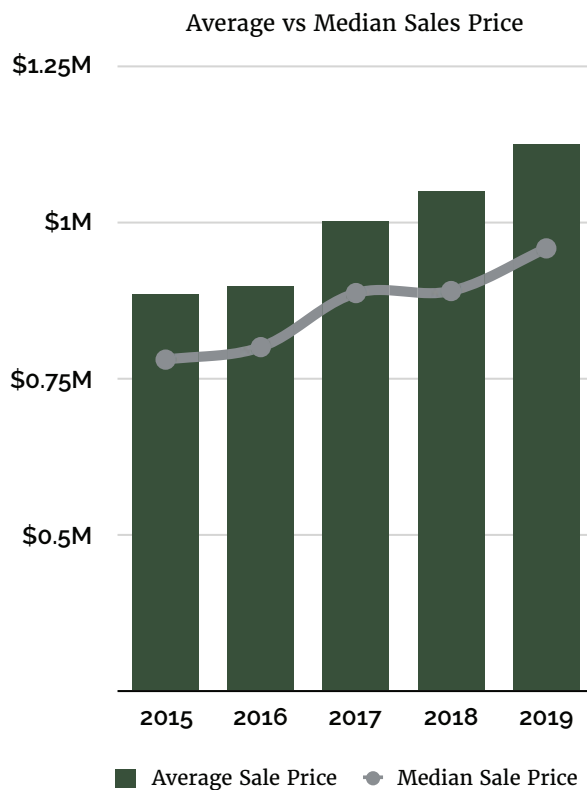
Pacific Grove

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## 2019 MARKET REPORT







## Seaside

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Carmel-by-the-Sea



## 2019 MARKET REPORT



# \$561,715

### Average Selling Price

↑ 1% vs 2018

# 185

### Units Sold

↑ 1% vs 2018

# \$103M

### Sales Volume

↑ 2% vs 2018

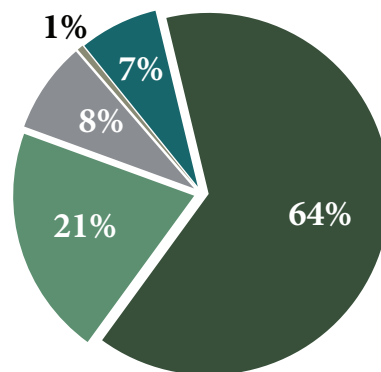
# 42

### Days on Market

### About Seaside

Activity in Seaside, like most areas on the Peninsula, started out the year slow and built throughout the year. Seaside was balanced year over year with minor growth in average sales price, number of units sold and total sales volume. The market remains attractive to local, regional and out of town buyers because of more approachable price points. 64% of the units sold in Seaside in 2019 were in the \$400-600k range while 16 sales exceeded \$800K.

2019 Sales by Segment



- < \$400k | 13
- \$400 - 600k | 118
- \$600 - 800k | 38
- \$800 - 1M | 15
- \$1M - 2M | 1



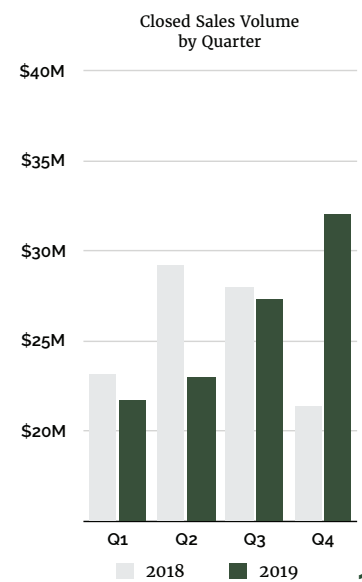
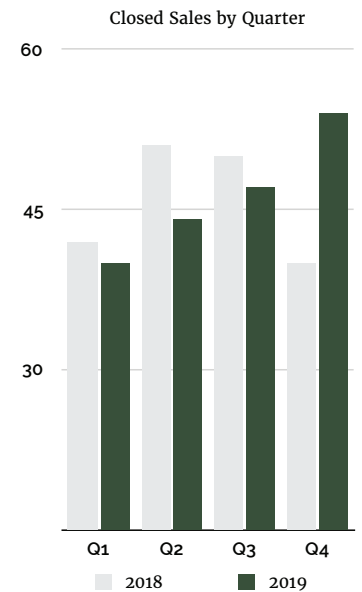
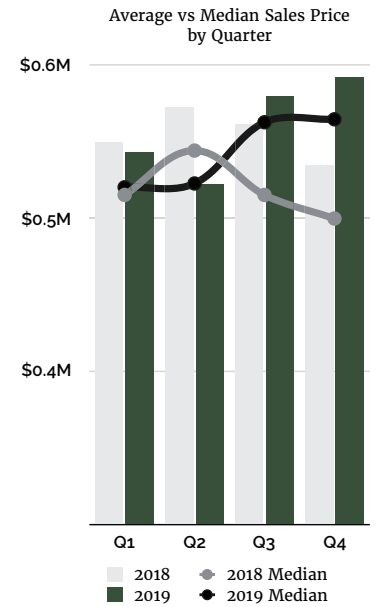
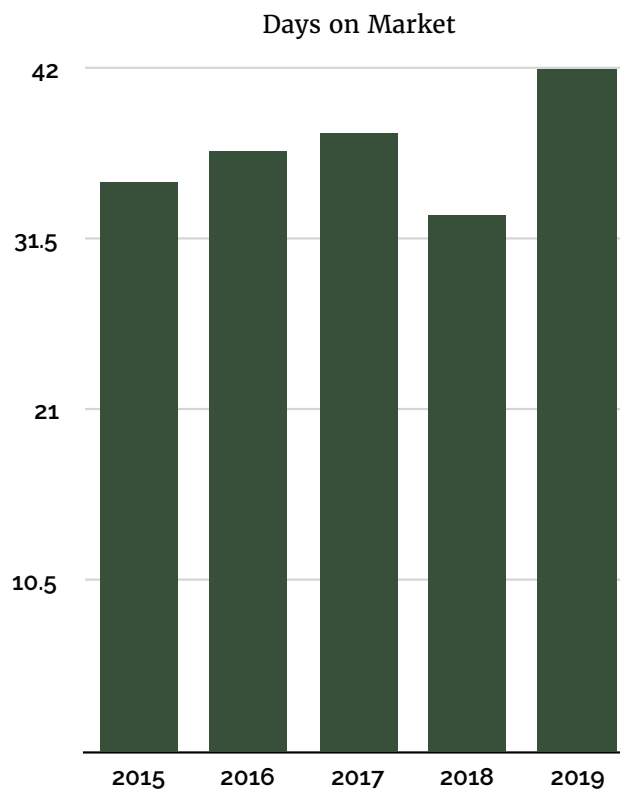
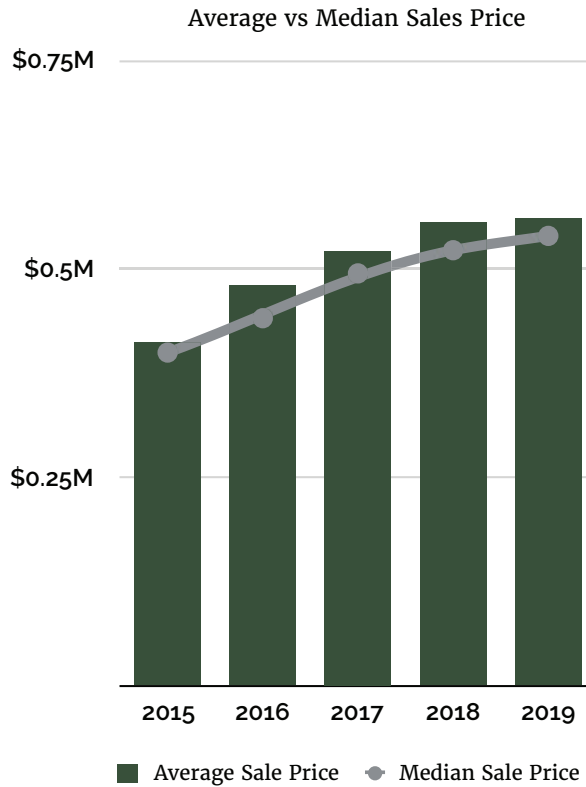
## Seaside

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### 2019 MARKET REPORT





## Marina

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Carmel-by-the-Sea



## 2019 MARKET REPORT



# \$652,259

### Average Selling Price

↑ 8% vs 2018

# 188

### Units Sold

↓ 6% vs 2018

# \$122M

### Sales Volume

↑ 1% vs 2018

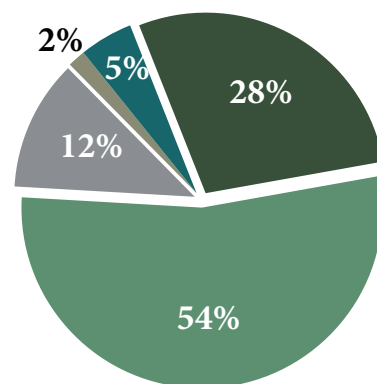
# 44

### Days on Market

### About Marina

Marina is very strong market on the Peninsula. The demand remains high across the entire market and is positively driven by growth and new amenities in the flourishing communities, such as East Garrison, The Dunes, and Sea Heaven. This market, like Monterey, PG and Seaside, is a very attractive entry point for local and regional buyers. Last year average sale prices in Marina increased 8% over 2018. This was the 8th consecutive year over year increase in average sale price in this market.

2019 Sales by Segment



- <\$400 | 9
- \$400 - 600 | 53
- \$600 - 800 | 101
- \$800 - 1,000 | 22
- \$1M+ | 3





## Marina

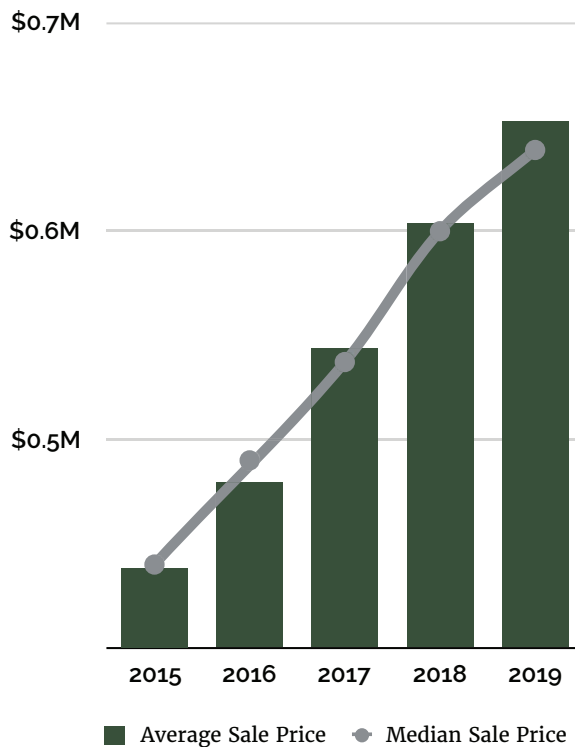
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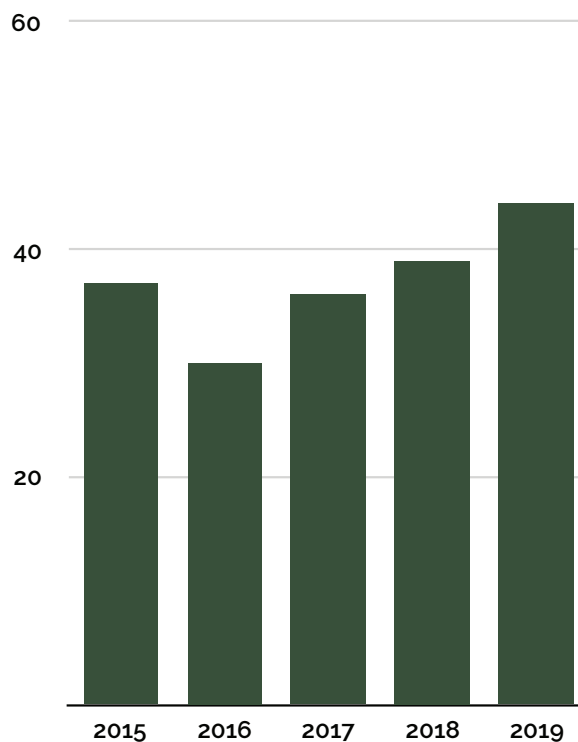


## 2019 MARKET REPORT

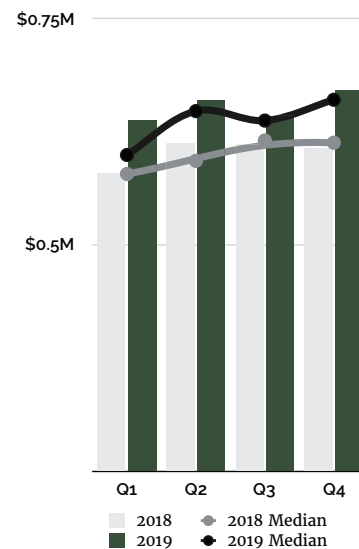
Average vs Median Sales Price



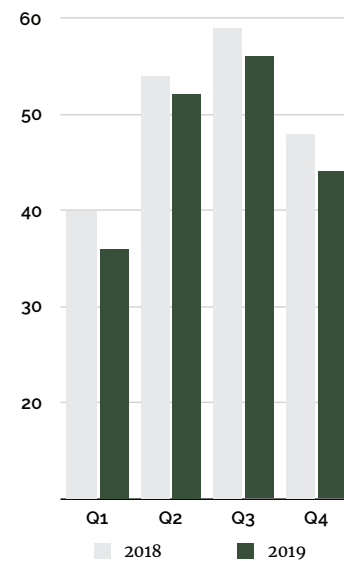
Days on Market



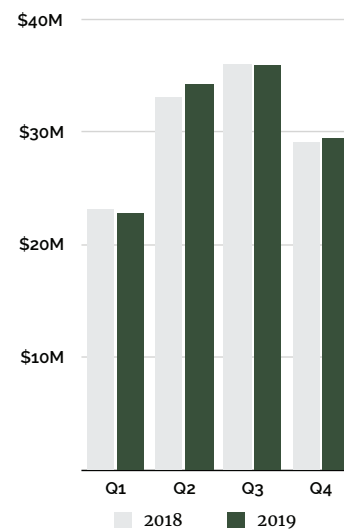
Average vs Median Sales Price  
by Quarter



Closed Sales by Quarter



Closed Sales Volume  
by Quarter





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Dolores and Seventh  
Carmel-by-the-Sea



Alessia Ucelli  
Amy Scherer  
Ben Zoller  
Bob Profeta  
Brian Butler  
Brian Pybas  
Chris Babalis  
Devon Meeker  
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Greg Hamer  
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John Romley  
Lore Lingner  
LuAnn Meador  
Mike Proto-Robinson  
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Rose Clark  
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Steve Wesenberg  
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The Finkle Team  
Thérèse Kent  
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