



A note from
Tami Pardee

Dear neighbors and friends,

Have you ever been frustrated by the real estate experience?

Maybe your agent **never called you back**, left you in the dark about feedback after showings, or simply **didn't know the marketplace** as well as they should have. If any of that sounds familiar, you're not alone. I've experienced that myself. It was actually the basis for **why I started my own brokerage**. I knew it didn't have to be that way, and that still holds true two decades later.

I truly believe that **selling or buying a home in Santa Monica should be a rewarding experience**, not a frustrating one. Whether you're looking to move next month or 10 years from now, it's so helpful to have a trusted real estate partner in your life.

Santa Monica is a competitive market, and **we've been at the forefront of it for 20 years**. We understand the unique appeal of this beachfront city, and we're **experts at helping sellers capture that value**.

Even if you're not ready to sell today, feel free to reach out. We're here to offer real estate advice, connect you with local tradespeople, lenders, or **simply help you plan for the future**.

Call us today, and let's start a conversation—whether you're moving soon or planning for years down the road. **We're here for you**. If nothing else, maybe we can tell you a fun fact about real estate for your next dinner party!

In gratitude,

Tami Pardee
Founder/CEO

(844)4PARDEE
844-472-7333



scan to call us directly



What is the role of a real estate agent?

Not all realtors are created equal, but with a Pardee agent, your best interests are prioritized in what is, likely, the largest transaction of your life. We are dedicated to providing exceptional service, expert guidance, and steadfast support so you can feel confident and well-informed throughout the process. We are your trusted partner who always has your back.

Representation

Our role is to provide a high level of service and care, ensuring that the client's interests are prioritized. We act with loyalty, confidentiality, and full disclosure, maintaining your best interests as a central focus. In situations where dual agency may arise, we carefully balance our duties to ensure that both parties receive fair and honest representation without compromising our fiduciary responsibilities. We are committed to providing the highest standard of service, regardless of the nature of the agency relationship, always striving to support your needs and goals.

Market knowledge and analysis

We provide valuable insights into the local real estate market, including comparable property values, market trends, and neighborhood information, helping you make informed decisions.

Negotiation

We negotiate on your behalf to secure the best possible terms and price, using our expertise to navigate offers and counteroffers.

Contract expertise

We understand the complexities of real estate contracts and work to ensure that all terms and conditions are in your favor. We protect you from unfavorable clauses while synthesizing and clarifying the information for you.

Due diligence

We assist in conducting due diligence, including arranging home inspections, reviewing inspection reports, and advising on necessary repairs or modifications.

Legal protections

We are proud to offer our clients the Buyer Protection Plan, provided by Real Estate Risk Management, Inc. This plan can provide you with peace of mind by giving you access to a lawyer for questions during escrow.

Problem resolution

If issues arise during the transaction, we act as your advocate, working to resolve problems and protect the your interests.

Confidentiality and privacy

We maintain confidentiality of the all personal and financial information, ensuring privacy throughout the transaction.

Closing

We guide you through the closing process, ensuring that all documents are properly executed and that you fully understand all terms of the transaction.

Ethical conduct

We adhere to a strict code of ethics which ensures integrity and honesty in all dealings.

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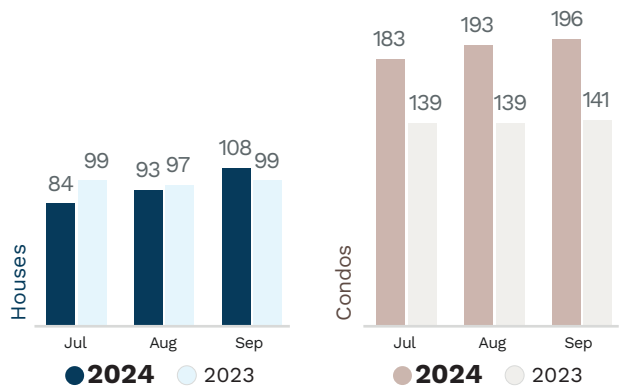
SANTA MONICA

**Q3 2024 Real Estate Data,
Presented by Pardee Properties**

What I'm noticing in the market

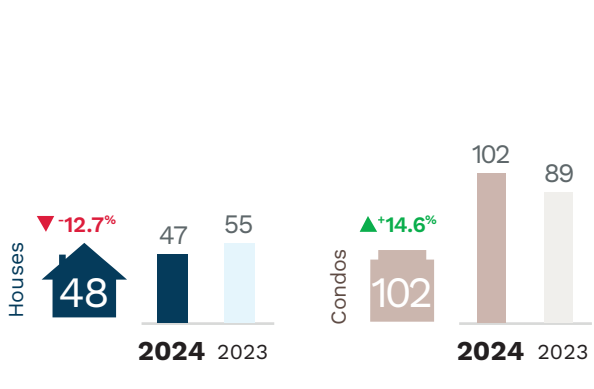
- Across multiple westside neighborhoods, there was an **increase in inventory**. However, this rise in available properties **hasn't necessarily led to faster sales**. In fact, some areas are seeing a slowdown, especially for higher-end units, which means **sellers need to adjust their strategies to stand out** in a more competitive market.
- **List prices and sale prices have decreased** in many areas compared to last year, signaling a shift in buyer trends. **Buyers are becoming more price-sensitive**, and homes that aren't aligned with market demand are sitting longer. This makes it **crucial for sellers to price strategically and prepare their properties thoughtfully** to attract the right offers.

Homes for sale | Q3



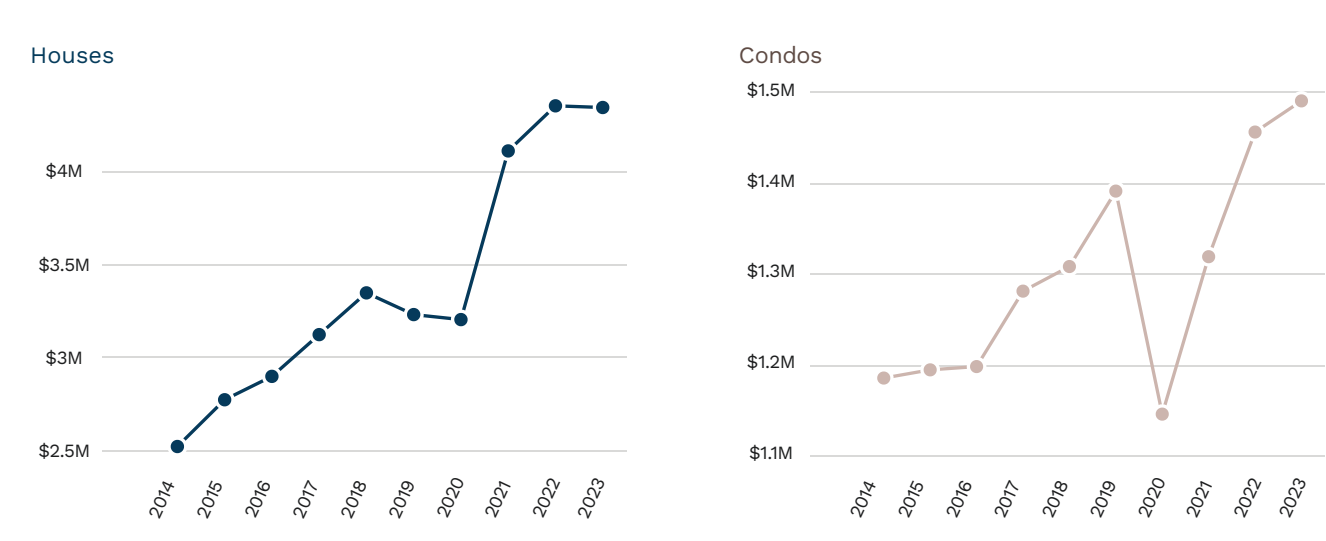
Condos saw a notable increase in available properties on the market, with 572 condos available in Q3 2024 compared to 419 in 2023.

Homes sold | Q3



On average, properties under \$1.5M sold faster, often at or above asking, reflecting strong demand for affordable options.

Santa Monica average sold prices | past 10 years

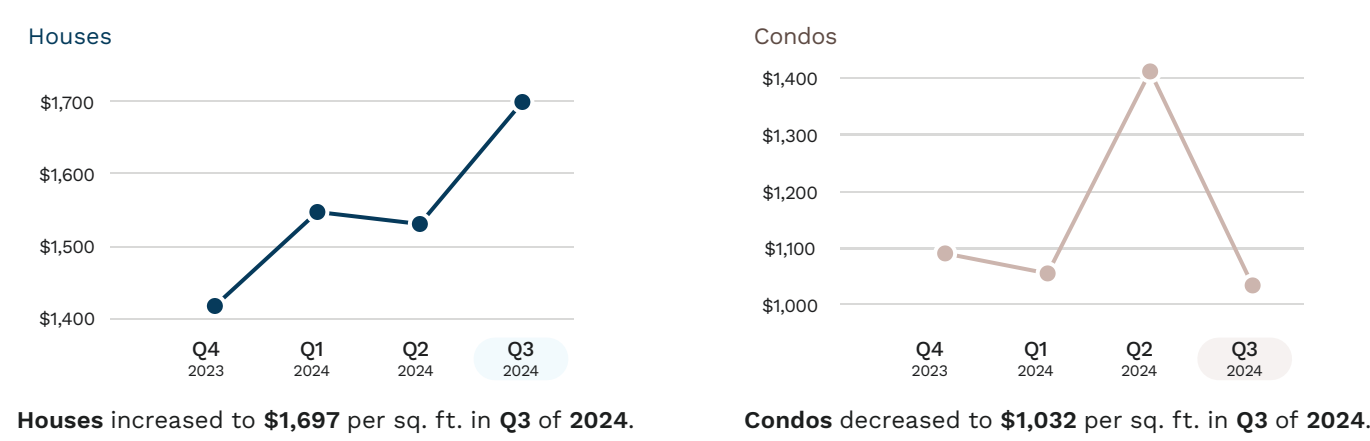


Santa Monica market notable sales

*Properties nearest to the median sales price in the area

Address	Bed	Bath	Sold Date	DOM (Days On Market)	Sq. Ft.	Sold Price	
2020 Georgina Avenue	6	7	7/30/2024	100	6,008	\$11,435,000	Highest
2655 31st Street	5	3	8/21/2024	14	3,001	\$3,600,000	Median*
1035 Berkeley Street	3	2	8/15/2024	38	1,952	\$3,500,000	Median*
1114 Ozone Avenue	2	1	8/12/2024	12	1,540	\$1,300,000	Lowest
951 Ocean Avenue #304	3	3	9/27/2024	18	3,201	\$6,900,000	Highest
2960 Neilson Way #103	2	2	8/26/2024	59	1,229	\$1,200,000	Median*
125 Montana Avenue #403	1	1	8/5/2024	15	988	\$1,131,000	Median*
1629 Franklin Street #4	1	1	8/28/2024	0	714	\$440,000	Lowest

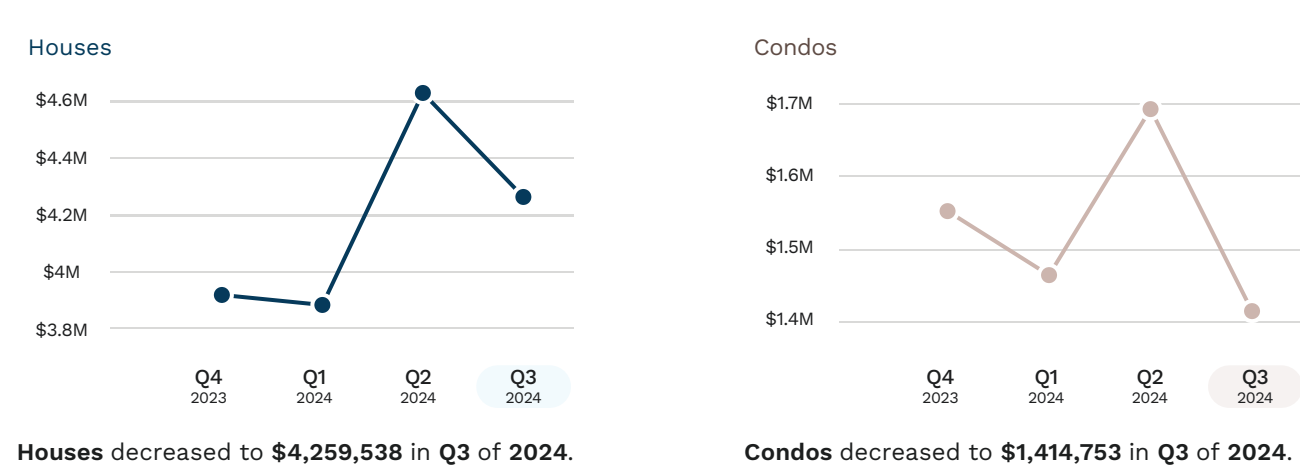
Average price per sq. ft. | Previous 4 Quarters



Houses increased to \$1,697 per sq. ft. in Q3 of 2024.

Condos decreased to \$1,032 per sq. ft. in Q3 of 2024.

Average sold price | Previous 4 Quarters



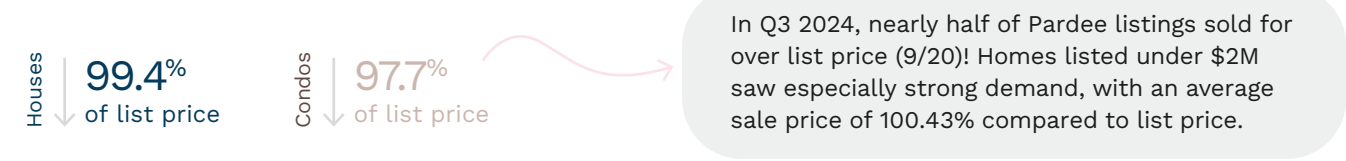
Houses decreased to \$4,259,538 in Q3 of 2024.

Condos decreased to \$1,414,753 in Q3 of 2024.

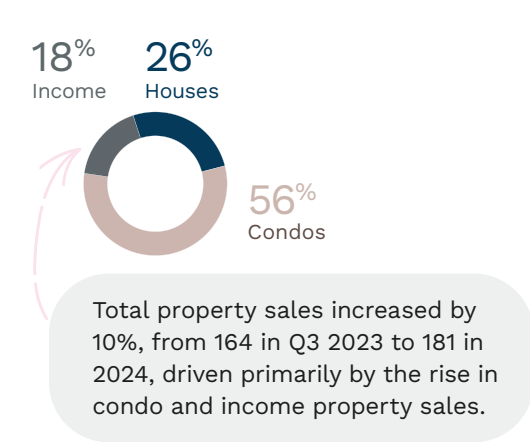
How does this stack up?

See how the Santa Monica market compares to Venice at marketpulse2024.com

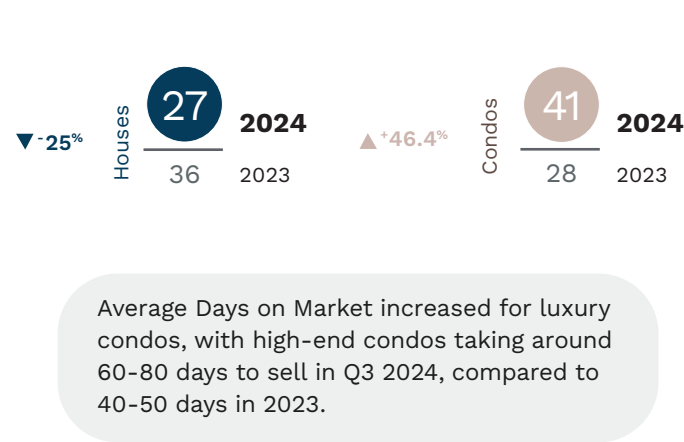
Average sold vs. list price | Q3



Property breakdown | Q3



Average days on market | Q3



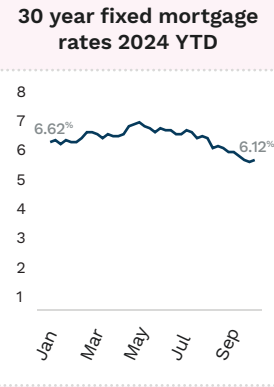
Communication is the KEY to your dream home.

When it comes to buying or selling a home, **communication is at the heart of every successful transaction.** We pride ourselves on **being your voice in the process**, ensuring that every detail is communicated clearly and consistently—not just with you but with all parties involved. This approach allows us to identify opportunities, resolve issues swiftly, and **secure the best possible outcomes for our clients.**

Here are a few recent real estate success stories with Pardee agents:

Pardee agent, Hessel Evelaar's clients bid on a Laurel Canyon home with 13 competing offers. Though their offer wasn't the highest, Hessel convinced the seller's agent to counter, placing them in second backup position. By staying in contact with all parties daily, they secured the home after the top offers fell through—\$75K below the highest bid. Constant communication made all the difference.

With 17 competing offers, including all-cash bids, our clients were hesitant to make an offer on their dream home. Pardee agent, Melissa Misner, used her close relationship with the listing agent to identify what the seller truly wanted. She helped secure a 14-day loan contingency and a 17-day close to compete with cash offers. Constant communication and strategic terms can beat the competition.



Curious how this data affects your own home?

Email
hello@pardeeproperties.com

Call
(844)4PARDEE
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