

May Sales Jump 16% At Shorewood Realtors

Defying the pundits and bucking trends seen in other markets, Shorewood Realtors reported that transaction volume grew an impressive 16% in May compared to the same month a year ago.

Sales totaled \$216.2 million on a total of 149 transactions, which were also up 3% year-over-year. The company's average per transaction also jumped 14% to \$1.45 million, indicating that Shorewood is representing a higher number of more expensive homes for sale in the affluent markets of the South Bay.

For the year 2007 to date, Shorewood reported 698 transactions worth a combined \$824 million. Those figures jump to 1,827 and \$2.1 billion, respectively, for the 12 months ended May 31.

Results also show that Shorewood is continuing to gain market share, and was responsible for one out of three closed sales in terms of dollar volume for El Segundo, Manhattan Beach, Hermosa Beach and Redondo Beach combined—more than its next four competitors combined. (Its market share was 50% in Manhattan Beach.) The company also led in Hawthorne with 12.5%, and Lawndale with 6.2%. Overall, Shorewood was #1 for all 18 South Bay cities with 16.5% market share for the month, more than its next two competitors combined.

Arnold Goldstein and Larry Wolf, co-owners of Shorewood, said that results for May were in line with broader trends seen county-wide. "Reports general-

ly show that prices in higher priced, more affluent areas are continuing to rise, although unlike other markets, the South Bay is not only showing price strength, but sales are improving as well, having risen for the past four months compared to year-earlier results," they said. "This supports what we've always said about this market being stronger and more insulated against trends and results we're seeing in other markets elsewhere."

The most active price category in the four beach cities during May was homes priced from \$750,000 to \$1 million, with 135 offered for sale in that range and 46 sold.

Another 122 homes were offered between \$1 million and \$1.5 million, with 48 sold in that range, while 99 were offered at \$2 million or more, with 20 selling in that price range.

Results are based on data supplied by TrendGraphix, a Sacramento-based market research firm, which in turn are based on results supplied by the Greater South Bay Multiple Listing Service (MLS).

Founded in 1969, Shorewood is the largest independent real estate brokerage in Los Angeles County and among the largest nationwide, with more than 400 agents covering the South Bay and other coastal and beach cities. The firm offers escrow, title, financing, relocation, property management and other services through owned affiliates and preferred providers.



Shorewood Super-Agent Ed Kaminsky Moves to New Digs

Ed Kaminsky, one of Shorewood Realtors' perennial sales leaders, recently outgrew his old offices on Sepulveda Boulevard in Manhattan Beach and moved his operation to larger space at 1230 Rosecrans Avenue, Suite #160.

"It was simply a matter of needing more physical space to accommodate our growing businesses and to better serve our growing client roster," he says.

The new offices are located in the landmark Manhattan Towers and feature a number of state-of-the-art systems and equipment designed to provide round-the-clock support for Kaminsky and his team.

Ed is Shorewood's #2 agent in sales volume and #1 in unit sales. He has sold more than 1,150 homes worth more than \$635 million throughout his 20-year career. Because of his work representing dozens of professional athletes residing in the beach communities, he also runs a successful second business, SportsStar Relocation, a nationwide network of agents, financing sources and special-

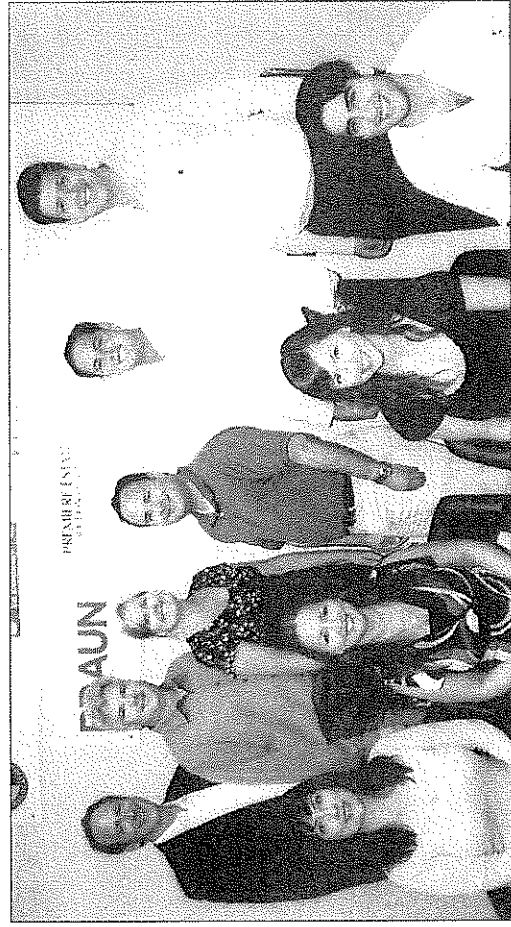
ized concierge services for athletes and their families seeking to move into or out of the South Bay.

In addition, Ed operates a third firm, Premiere Estates Auction Company, specializing in luxury property and second-home market auctions. The firm has repeatedly broken sales records in high-end markets throughout the South Bay.

Premiere was selected as the official auction house featured on the Fox TV network reality show "The Complex Malibu." More recently, Ed and his team were featured in another reality program, "Real Estate Confidential." Segments on both residential property and a waterfront auction were featured on the Fine Living Channel during April.

Ed's phone numbers and web site remain unchanged following the recent move. He can be reached at (310) 798-1277, fax (310) 798-8883, e-mail Ed@ItzSold.com.

Websites include www.ItzSold.com, www.SportsStarRelocation.com, and www.PremiereEstates.com.



Ed Kaminsky (left, standing) and team settle in to bigger space in Manhattan Beach

	May 07	Year-to-Date	Last 12 mos.
Transaction Volume	\$216.2 million	\$824.81 million	\$2.108 billion
Transactions	149	698	1,827
Average per transaction	\$1.45	\$1.19	\$1.15