

WESTSIDE LA'S MONTHLY HOUSING TRENDS+STRATEGY

mar vista | venice | santa monica | brentwood | marina del rey

JANUARY 2025

WESTSIDE STATISTICS See What Your Neighbor Sold For
CURRENT MARKET TAKEAWAYS **How To Win In This Market**
MUST TRY LOCAL SPOTS TRENDING TIPS FOR BUYERS+SELLERS



Vista 

Sotheby's
INTERNATIONAL REALTY

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02

MAR VISTA

JANUARY 2025

AVG. SALES PRICE

\$1,875,000

TOTAL NUMBER OF SALES

26

VENICE

JANUARY 2025

AVG. SALES PRICE

\$2,650,000

TOTAL NUMBER OF SALES

17

SANTA MONICA

JANUARY 2025

AVG. SALES PRICE

\$4,450,000

TOTAL NUMBER OF SALES

19

BRENTWOOD

JANUARY 2025

AVG. SALES PRICE

\$4,650,000

TOTAL NUMBER OF SALES

14

MARINA DEL REY

JANUARY 2025

AVG. SALES PRICE


\$2,800,000

TOTAL NUMBER OF SALES


6

Hidden between Venice & Culver City, Mar Vista offers a perfect blend of suburban calm & Westside vibrance. Breezy, tree-lined streets showcase a mix of mid-century gems & sleek new builds, while Venice Blvd pulses with life—from coffee shops & farm-to-table eateries to artisan boutiques & beloved local festivals.


At the heart of it all? A thriving farmers market that captures the neighborhood’s creative spirit. Top-rated public & private schools, chill parks, & unbeatable access to both the beach a&nd downtown make Mar Vista more than a neighborhood—it’s a world of its own. Effortless, authentic, & unmistakably LA.



BEST COFFEE
Alana’s Cafe



BEST EATS
Rasselbock German Kitchen



BEST DRINKS
Taverna

JANUARY 2025 | MAR VISTA MARKET

AVERAGE
SALES PRICE

\$1,875,000

	JAN 2024	JAN 2025
TOTAL # OF HOME SALES	16	26
AVG DAYS ON MARKET	21	33
SOLD BELOW ASKING	12	19
SOLD ABOVE ASKING	3	5



FEATURED HOME
FOR SALE

3229 ROSEWOOD AVE, MAR VISTA

\$2,695,000

3 BD | 2 BA | 1957 SF | 10,000+ LOT

Famed for its effortless blend of bohemian spirit and modern edge, Venice stands as one of LA’s most dynamic and desirable neighborhoods. Along charming walk streets, sleek modern homes mix with sun-soaked beach bungalows—each radiating its own unique personality.

The vibe? Laid-back luxury. Abbot Kinney, Rose Avenue, and Pacific bustle with curated boutiques, buzzy cafes, and culinary staples like Gjelina and Ospi that anchor the scene.

From the iconic boardwalk and muscle beach energy to the artistic grit and architectural beauty, Venice pulses with creativity and coastal cool. It’s not just a place to live—it’s a lifestyle statement.



BEST COFFEE
Intelligentsia



BEST EATS
Gjelina



BEST DRINKS
Barrique

JANUARY 2025 | VENICE MARKET

AVERAGE
SALES PRICE

\$2,650,000

	JAN 2024	JAN 2025
TOTAL # OF HOME SALES	11	17
AVG DAYS ON MARKET	39	47
SOLD BELOW ASKING	8	11
SOLD ABOVE ASKING	2	4



FEATURED HOME
FOR SALE

1246 MORNINGSIDE WAY, VENICE

\$6,495,000

6 BD | 7 BA | 5587 SF | 10,863 LOT

Santa Monica blends seaside charm with sophisticated city living—making it one of LA’s most coveted coastal communities. From the world-famous Santa Monica Pier to the open-air buzz of Third Street Promenade, this beachside metropolis delivers world-class dining, luxury shopping, and vibrant culture with the Pacific just steps away.

Tucked behind the bustle, serene neighborhoods like North of Montana, Ocean Park, and Sunset Park offer tree-lined streets and stunning homes, creating a rare mix of tranquility and convenience. Whether you’re catching a sunset over the ocean or grabbing coffee from a neighborhood café, Santa Monica offers an effortless balance of lifestyle and luxury.



BEST COFFEE
Bester’s Coffee



BEST EATS
Upper West



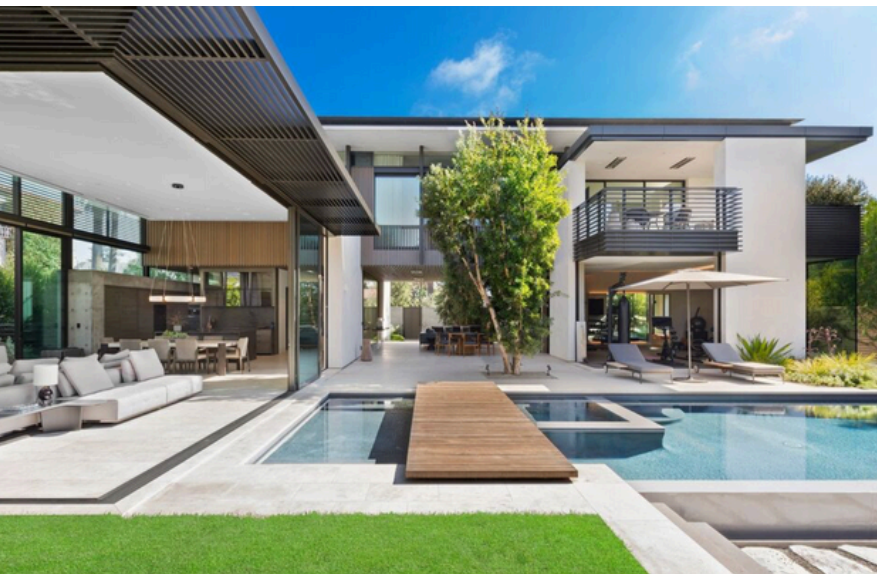
BEST DRINKS
Elephante

JANUARY 2025 | SANTA MONICA MARKET

**AVERAGE
SALES PRICE**

\$4,450,000

	JAN 2024	JAN 2025
TOTAL # OF HOME SALES	17	19
AVG DAYS ON MARKET	26	58
SOLD BELOW ASKING	11	11
SOLD ABOVE ASKING	3	7



FEATURED HOME FOR SALE

1115 GEORGINA AVE, SANTA MONICA

\$22,500,000

5 BD | 9 BA | 13,957 SF | 18,897 LOT

Tucked into the foothills of the Santa Monica Mountains, Brentwood blends upscale sophistication with laid-back Westside charm. Chic boutiques & buzzworthy restaurants line San Vicente Blvd, while tree-lined streets lead to private estates that serve as home to celebrities, athletes, & LA’s high-net-worth elite.

This coveted enclave offers more than just luxury—it’s a lifestyle. From the iconic Getty Center and historic Brentwood Country Mart to the exclusive Brentwood Country Club, the neighborhood is a cultural cornerstone with a quiet, commanding presence.

Brentwood isn’t just a place to live—it’s a place to arrive.



BEST COFFEE
CAFFE LUXXE



BEST EATS
TELEFERIC BARCELONA



BEST DRINKS
Baltair

JANUARY 2025 | BRENTWOOD MARKET

AVERAGE
SALES PRICE

\$4,650,000

	JAN 2024	JAN 2025
TOTAL # OF HOME SALES	10	14
AVG DAYS ON MARKET	19	49
SOLD BELOW ASKING	4	7
SOLD ABOVE ASKING	1	1



FEATURED HOME
FOR SALE

250 S ROCKINGHAM AVE , BRENTWOOD

\$41,950,000

7 BD | 12 BA | 13,500 SF | 25,303 LOT

Known as the largest man-made small craft harbor in the U.S., Marina del Rey is a coastal gem where life revolves around the water. With over 4,000 boats docked this breezy enclave offers a relaxed, nautical lifestyle just minutes from the energy of Venice & Playa Vista.

Luxury high-rises, sleek waterfront condos, & modern townhomes define the real estate landscape, offering panoramic marina, ocean, & city views. Whether you're drawn to resort-style amenities, direct access to the beach, or dining along the waterfront, Marina del Rey delivers an unbeatable mix of coastal serenity and urban convenience.

Marina del Rey is the Westside's premier destination for those seeking elevated coastal living.



BEST COFFEE
LE PAIN QUOTIDIEN



BEST DRINKS
Ritz Carlton

JANUARY 2025 | MARINA DEL REY MARKET

**AVERAGE
SALES PRICE**

\$2,800,000

	JAN 2024	JAN 2025
TOTAL # OF HOME SALES	3	6
AVG DAYS ON MARKET	36	54
SOLD BELOW ASKING	3	4
SOLD ABOVE ASKING	0	1



FEATURED HOME FOR SALE

5106 PACIFIC AVE, MARINA DEL REY

\$4,199,000

5 BD | 6 BA | 4817 SF | 3647 LOT

IS NOW THE TIME TO SELL YOUR HOME?

08

SELLERS

Yes, if you price strategically.

- Inventory is rising across neighborhoods like Mar Vista, Venice, Santa Monica, Marina del Rey & Brentwood, but buyer demand remains strong for homes priced correctly.
 - Over 50% of listings are experiencing price reductions, which means overpricing is getting punished.
 - If your home is updated, well-located, & you launch with a strong pricing strategy, you can still attract multiple offers.
 - The luxury market (over \$5M), however, is moving slower due to ULA tax concerns & limited buyer pool.
- 🧠 Pro tip: Event-based pricing & proper presentation are key. Sellers who "test the market" often end up chasing it down.



IS NOW THE TIME TO BUY YOUR HOME?

09

BUYERS

Yes, if you're ready — but please be strategic.

- Rates are still elevated (~6.75–7%), but this has created less competition in many price ranges.
 - In places like Mar Vista, Venice, Brentwood, Santa Monica & Marina del Rey, motivated sellers are cutting prices, creating opportunities.
 - The market has not crashed — but it's softening just enough for savvy buyers to negotiate credits, repairs, & better deals.
- 💡 If you're planning to live in the home for 5+ years, buying now with room to refi later could be a winning move.





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Vista 

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