

Walton®

SOUTHERN CALIFORNIA

REGIONAL MARKET REPORT • Q3 2023



2023

The megapolitan region of Southern California, or SoCal, is known for its beautiful Pacific coastline, national parks, vineyards, and the bright lights of Hollywood. SoCal's year-round sunny weather makes it a top destination for outdoor activities. Joshua Tree National Park and the Mojave Desert are perfect for hiking and camping. Huntington Beach and Malibu are ideal for surfing, sunbathing, and whale watching. The celebrity-packed city of Los Angeles offers a range of culinary, sightseeing, and entertainment options. From city staples like the Hollywood Bowl and Hollywood Walk-of-Fame to the iconic shops and restaurants that line Rodeo Drive and Sunset Boulevard, Los Angeles is one of a kind. Southern California is a one-size-fits-all region with an exhaustive array of outdoor and city-centered activities.⁽¹⁾



Plentiful Career Opportunities



Large Opportunity for Funding



Robust Economy



Sustainable Environment

PEOPLE

Population	18,327,337
Projected % Change in 2028	-1.0%
Median Age	38 y/o
Households	6,095,144
Median Household Income	\$84,157

Zonda - Neustar

JOBS

% Unemployed	2.7% (as of Sep 2023)
Total Unemployed	400,759
Total Employed	9,028,560

Zonda - Neustar

TOP EMPLOYERS

The Walt Disney Company	24,707
Taco Bell	18,206
Universal Protection Services	18,000
Alorica	14,966
CBRE Group	14,839

JBREC | Zippia | California Labor Market Information

NEW OR NOTABLE EMPLOYERS

SpaceX (HQ)
New American Funding (HQ)
Experian (NA HQ)

Zippia | California Labor Market Information

LOCAL ECONOMY ⁽²⁾

Southern California's economy is the largest within the state of California and has been growing at a faster rate than the entire country's over the past two decades. SoCal's economy is expected to grow by over 2% through the end of 2023. Within Southern California is a four-county area known as the Inland Empire. The Inland Empire has become a critical part of Southern California's economy. It has produced more jobs since 2019 than the overall southern region of California and has become the 15th-largest job market in the nation. In some parts of Southern California, the focus has shifted towards the transportation and warehousing industries. However, there is still an overall focus on arts and entertainment, tech, and business and health services.

RANK

- #1 - Most Populous Region in California
- #1 - Largest Economy in California
- Home to the #1 & #2 Largest Cities in California

UCLA Anderson School of Management

ECONOMIC DEVELOPMENT UPDATE

Sep '23 – Amazon is planning to add 16,000 jobs in Southern California for the holiday season. Amazon has a strong presence in the Inland Empire with more than 40 robotic fulfillment centers, sortation and delivery stations, and air hub at San Bernardino International Airport.

[Click here to read more](#)

Sep '23 – Reyes Coca-Cola Bottling Company will invest \$500 million to expand their facility outside of Los Angeles. The company's distribution center which currently measures 125,000 sq. ft. will be built out to 620,000 sq. ft. and help increase production capacity and efficiency. Reyes' facility expansion plan shows the company's commitment to economic growth in the Southern California region.

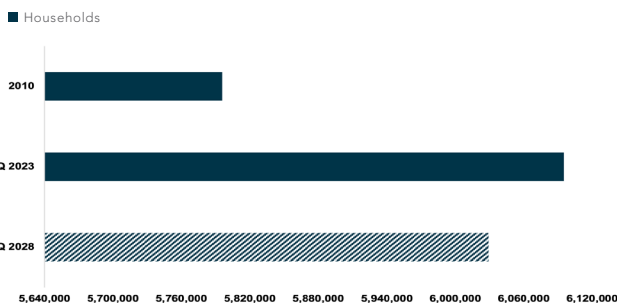
[Click here to read more](#)

Los Angeles Times | The Orange County Register | The Riverside Record

GROWTH TRENDS

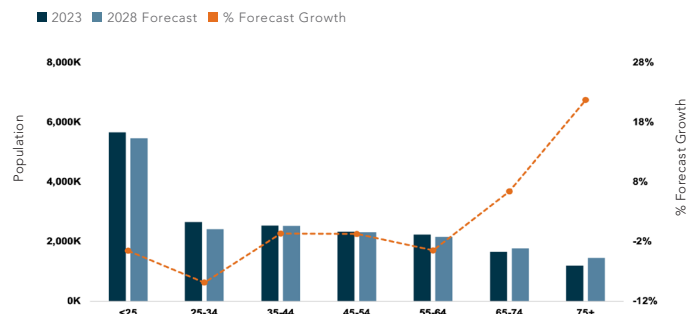
HOUSEHOLD GROWTH

Zonda - Market Report



POPULATION GROWTH BY AGE

Zonda - Market Report





NEW HOME MARKET

Southern California's housing market's average new home price increased by just over 3% on a trailing twelve-month basis. Single-family inventory levels in Q3 increased by 2% year-over-year. Permits for future single-family construction in the region increased by over 5% year-over-year. Similarly, home starts rose by over 16% compared to last year.

AVERAGE NEW HOME PRICE

\$855,937 — TTM **3.4%**

Zonda - Metrostudy

SINGLE-FAMILY PERMITS

Q3 2022

5,193

Q3 2023

5,473



U.S. Census Bureau

TOP HOMEBUILDERS BY RANK

1.	Lennar	21.6%
2.	KB Home	8.7%
3.	D.R. Horton Inc.	7.7%
4.	Tri Pointe Homes	6.5%
5.	Toll Brothers Inc.	5.5%
6.	Richmond American Homes	4.9%
7.	Pulte Homes	3.6%
8.	Taylor Morrison	3.0%
9.	Meritage Homes	2.8%
10.	Woodside Homes	2.4%

MARKET SHARE

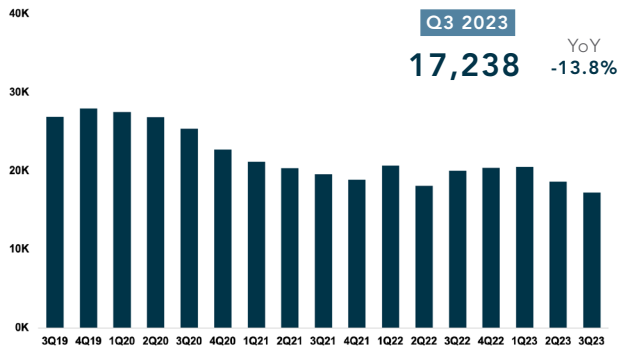
SINGLE-FAMILY INVENTORY

10,074 — YoY **2.0%**

Zonda - Metrostudy

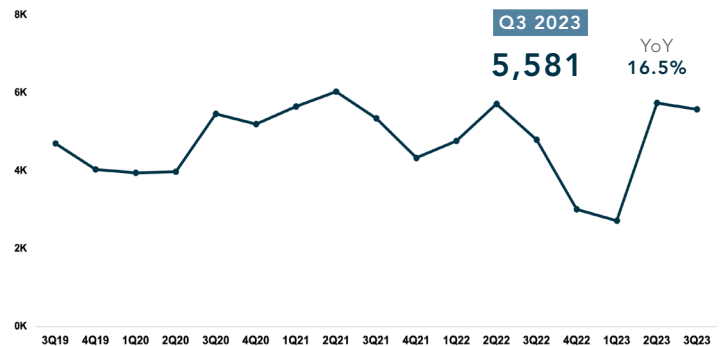
VACANT DEVELOPED LOTS

Zonda - Metrostudy



HOME STARTS

Zonda - Metrostudy



EXISTING HOME MARKET

Sales of existing homes in Southern California fell by 16% year-over-year as homebuyers shifted their focus to new residential construction. Limited resale supply in the region pushed the existing median home price higher in Q3 – increasing by over 6% year-over-year. Southern California ended Q3 with 2.8 months' supply of homes, below the norm of 4 to 7 months.

EXISTING HOME SALES

32,398 — YoY **-16.0%**

Windermere

EXISTING MEDIAN HOME PRICE

\$820,000 — YoY **6.5%**

Norada Real Estate Investments

MONTHS' SUPPLY

as of Sep. 2023 — YoY **0.2 mos**
2.8 mos

Norada Real Estate Investments

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ALABAMA

HUNTSVILLE

ARIZONA

MARICOPA COUNTY
PINAL COUNTY

CALIFORNIA

NORTHERN CALIFORNIA
SOUTHERN CALIFORNIA
CENTRAL CALIFORNIA

COLORADO

DENVER
COLORADO SPRINGS

FLORIDA

CENTRAL FLORIDA
SOUTHEAST FLORIDA
NORTHEAST FLORIDA

GEORGIA

ATLANTA
SOUTHEAST GEORGIA

D.C. - VA - MD

MARYLAND
RICHMOND

NEVADA

LAS VEGAS

NORTH CAROLINA

CHARLOTTE

SOUTH CAROLINA

UPSTATE - SPARTANBURG

TENNESSEE

CHATTANOOGA
KNOXVILLE
NASHVILLE

TEXAS

DALLAS-FORT WORTH
AUSTIN
HOUSTON

UTAH

ST. GEORGE

WASHINGTON

SEATTLE
SPOKANE

NEW LAND ACQUISITIONS

For land sellers searching for a buyer contact us: infousa@walton.com