TEAM GOEGLEIN

FIDELITY NATIONAL TITLE

WESTSIDE PRICING STUDY · SEPTEMBER 2026

The Cost of Sitting

What 1,222 closed sales say about overpricing across seven Westside neighborhoods.

1,222	**7**	**9**	**12.7**
closed sales	neighborhoods	months covered	point penalty

Venice · Mar Vista · Culver City · Westchester · Marina del Rey · Playa del Rey · Playa Vista
MLS closed sales, January 1 – September 23, 2026 · averages, not medians

Homes that sit don't just sell slower. They sell for less.

Every closed sale across the seven Westside neighborhoods over the first nine months of 2026, sorted by one thing: how long it took. Then measured against the number the seller first asked for — not the number they eventually settled on.

SOLD IN ≤14 DAYS	SOLD AFTER 60+ DAYS	THE GAP	WHERE IT HOLDS
102.9% of original ask · 506 sales	**90.2%** of original ask · 253 sales	**12.7 pts** ≈ $203,000 on a $1.6M ask	**7 of 7** and all 4 price bands

WHAT SELLERS GOT, AND HOW MANY HAD ALREADY CUT

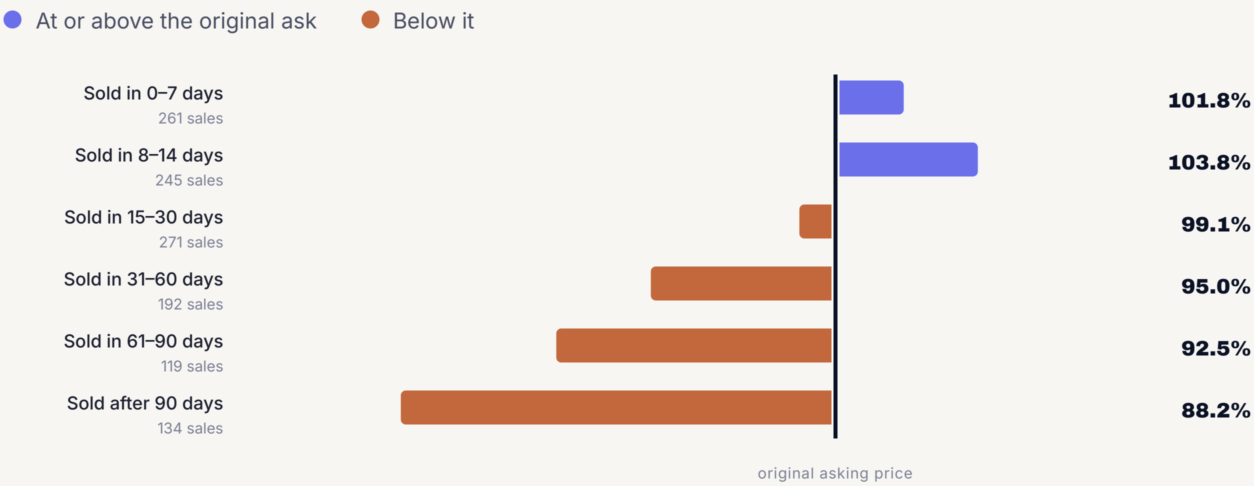
Read the two bars together. They are the same story told twice: the longer a home sat, the more likely it had already cut — 1% in the first two weeks, 90% past six months — and the less it finally got. The Westside is the sharpest version of this we have measured. Fast sales here do not merely hold their number, they **beat it — 102.9% of the original ask.** That is what a working offer date produces, and it is exactly what a seller gives up by starting high.

The best outcome isn't day one. It's day 8 to 14.

Sort every sale by speed and the peak is not the fastest group. Homes that closed in the first week averaged 101.8% of their original ask. Homes that took 8 to 14 days averaged *103.8%* — the best rung on this ladder. That is the offer date doing its job: two weekends of exposure, then competing bids on a set day.

SOLD IN 0–7 DAYS	SOLD IN 8–14 DAYS	SOLD IN 15–30 DAYS	SOLD AFTER 90 DAYS
101.8%	**103.8%**	**99.1%**	**88.2%**
of original ask · 261 sales	the best rung on the ladder · 245	already under the ask · 271 sales	of original ask · 134 sales

SALE PRICE AGAINST THE ORIGINAL ASK



The line to hold is day 14, and it is a hard one. The average sale is above its original ask through the first two weeks and below it from day 15 on. There is no plateau here and no grace period — 41% of Westside sales close inside two weeks, so a listing that is quiet at three weeks is not simply taking its time. It is already behind the market it was priced into.

HOW TO READ THE PAGES THAT FOLLOW

The four tiles

What fast sales got, what slow sales got, the spread between them, and the neighborhood's average sale. The spread is the number to quote.

The bar chart

Each time-on-market group measured against the original asking price. Bars right of the navy line beat the ask; bars left came in under it.

The ladder table

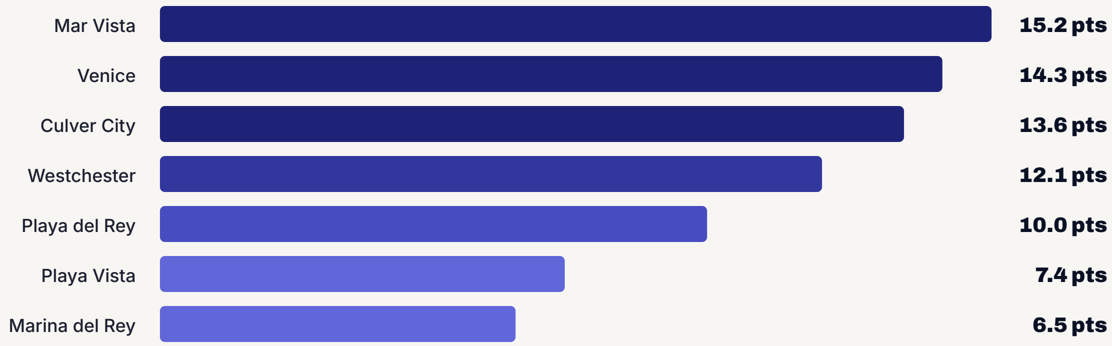
The same groups with the sales count behind each one. Check the count before quoting a percentage.

Original versus final ask

Two different columns. The original is what the seller first wanted. That is the one that tells the truth about a price cut.

Where sitting costs the most

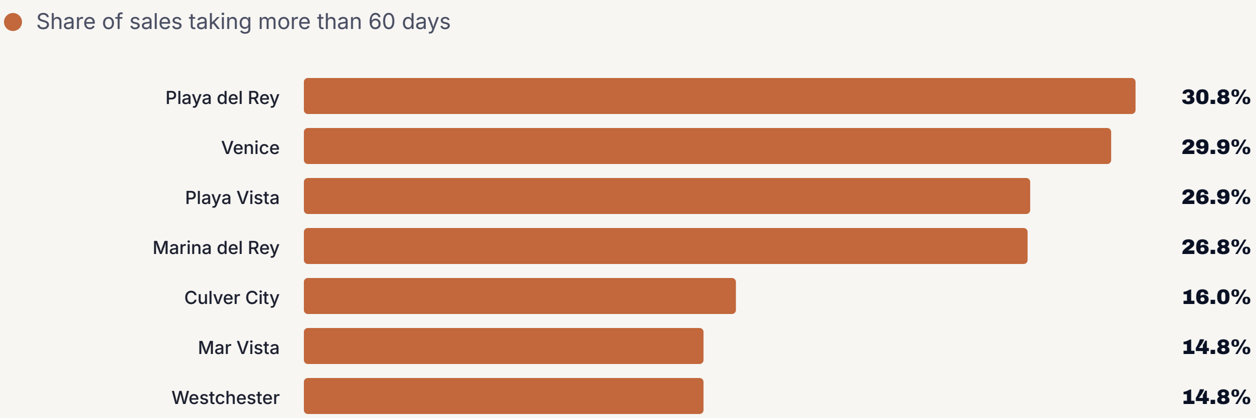
Each neighborhood's penalty is the spread between what its fast sales got and what its slow sales got, both measured against the original asking price.



EVERY NEIGHBORHOOD, SIDE BY SIDE

NEIGHBORHOOD	SALES	SOLD ≤14 DAYS	THEIR % OF ASK	SOLD 60+ DAYS	THEIR % OF ASK	GAP (PTS)	AVG. DOM	AVG. SALE PRICE
Mar Vista	277	46.9%	**103.8%**	14.8%	**88.5%**	**15.2**	31	$2.25M
Venice	187	34.2%	**101.2%**	29.9%	**86.9%**	**14.3**	48	$2.56M
Culver City	237	43.5%	**106.4%**	16.0%	**92.8%**	**13.6**	33	$1.38M
Westchester	210	49.5%	**103.0%**	14.8%	**90.8%**	**12.1**	29	$1.84M
Playa del Rey	91	29.7%	**100.1%**	30.8%	**90.1%**	**10.0**	51	$1.39M
Playa Vista	67	44.8%	**100.6%**	26.9%	**93.3%**	**7.4**	38	$1.50M
Marina del Rey	153	31.4%	**98.7%**	26.8%	**92.2%**	**6.5**	44	$1.53M

AND HOW LONG EACH ONE TAKES TO SELL



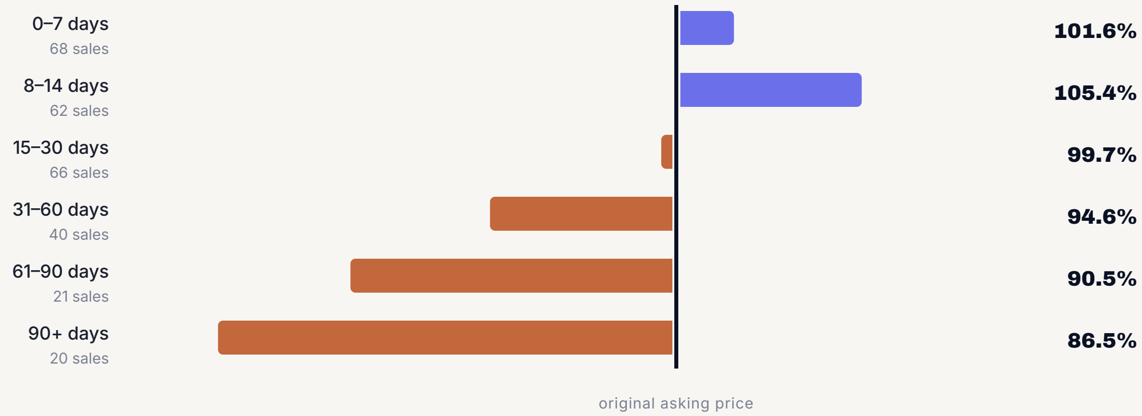
The houses punish a wrong price hardest. Mar Vista (15.2 points) and Venice (14.3) lead the ranking, and both are more than 83% single family. The two narrowest penalties belong to the two condo markets: Marina del Rey at 6.5 is 88% attached and Playa Vista at 7.4 is 93%, and a building full of comparable units corrects a bad list price quickly and cheaply. Westchester is the one to watch in a listing appointment — the most single-family neighborhood here at 92%, the fastest at 29 days, and still a 12.1-point penalty. Nothing about being a fast market protects a seller who starts above it.

Mar Vista

277 closed sales · 231 single family, 46 condo or townhome · 31 days on market on average

SOLD IN ≤14 DAYS	SOLD AFTER 60+ DAYS	THE GAP	AVERAGE SALE
103.8%	**88.5%**	**15.2 pts**	**$2.25M**
130 sales · 46.9% of the market	41 sales · 14.8% of the market	against the original ask	$1,082 per sq ft

SALE PRICE AGAINST THE ORIGINAL ASK



THE FULL LADDER

DAYS ON MARKET	SALES	% OF ORIG. ASK	% OF FINAL ASK	AT OR ABOVE FINAL ASK	HAD CUT THE PRICE	AVG. SALE PRICE
0–7 days	68	**101.6%**	101.1%	76.5%	0.0%	$2,366,912
8–14 days	62	**105.4%**	105.6%	82.3%	3.2%	$2,118,362
15–30 days	66	**99.7%**	100.1%	48.5%	9.1%	$2,173,356
31–60 days	40	**94.6%**	96.1%	20.0%	30.0%	$2,457,915
61–90 days	21	**90.5%**	95.7%	9.5%	61.9%	$2,197,810
90+ days	20	**86.5%**	95.1%	20.0%	80.0%	$2,118,284
All 277 sales	**277**	**98.8%**	**100.3%**	**53.8%**	**19.1%**	**$2,247,531**

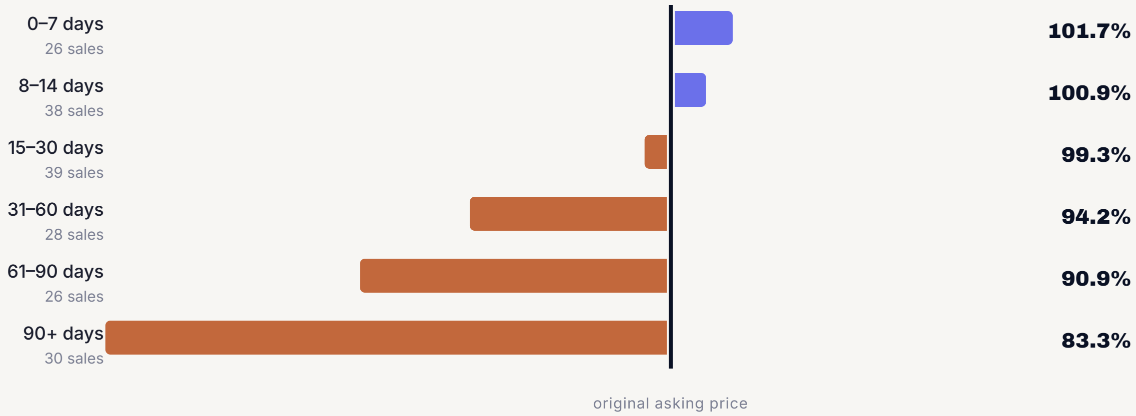
Mar Vista carries the widest penalty in the study at 15.2 points — roughly $342,000 on its $2.25M average sale. It is also one of the fastest markets here: 47% of its sales close inside two weeks and the average listing is gone in 31 days. That combination is the whole argument. When half a neighborhood transacts in a fortnight, the homes that do not are conspicuous, and buyers price them accordingly.

Venice

187 closed sales · 159 single family, 28 condo or townhome · 48 days on market on average

SOLD IN ≤14 DAYS	SOLD AFTER 60+ DAYS	THE GAP	AVERAGE SALE
101.2%	**86.9%**	**14.3 pts**	**$2.56M**
64 sales · 34.2% of the market	56 sales · 29.9% of the market	against the original ask	$1,349 per sq ft

SALE PRICE AGAINST THE ORIGINAL ASK



THE FULL LADDER

DAYS ON MARKET	SALES	% OF ORIG. ASK	% OF FINAL ASK	AT OR ABOVE FINAL ASK	HAD CUT THE PRICE	AVG. SALE PRICE
0–7 days	26	**101.7%**	101.1%	76.9%	0.0%	$2,395,408
8–14 days	38	**100.9%**	100.9%	60.5%	0.0%	$2,342,246
15–30 days	39	**99.3%**	99.9%	38.5%	10.3%	$2,610,064
31–60 days	28	**94.2%**	96.5%	21.4%	28.6%	$2,571,589
61–90 days	26	**90.9%**	94.8%	11.5%	42.3%	$2,736,515
90+ days	30	**83.3%**	94.5%	20.0%	79.3%	$2,743,457
All 187 sales	**187**	**95.2%**	**98.2%**	**39.0%**	**26.1%**	**$2,559,016**

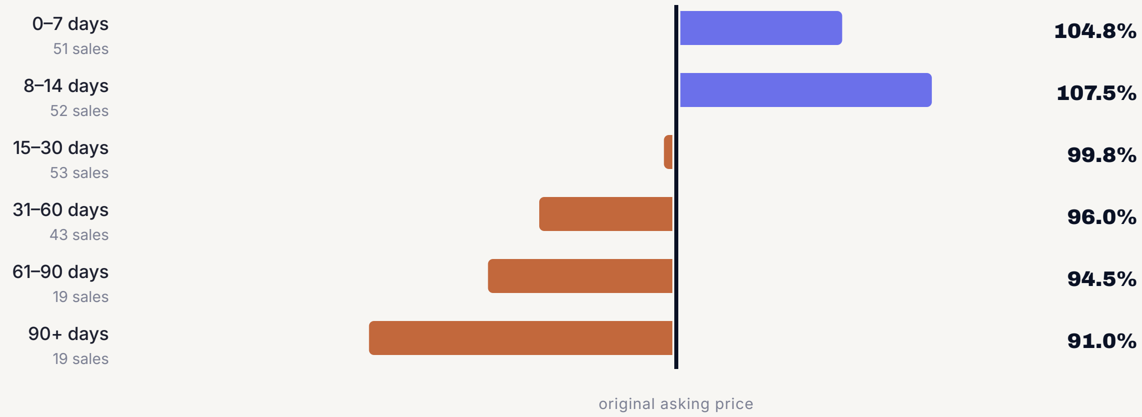
Venice is where a wrong price costs the most in absolute dollars — 14.3 points on a $2.56M average sale is about $366,000. Its slow group is the weakest in the entire study at 86.9% of the original ask. Venice is also genuinely slower than its neighbors at 48 days, with 30% of sales taking more than 60. Unique architecture and walk-street premiums cut both ways: there is no comparable listing to correct an ambitious number, so the market corrects it with time instead.

Culver City

237 closed sales · 138 single family, 99 condo or townhome · 33 days on market on average

SOLD IN ≤14 DAYS	SOLD AFTER 60+ DAYS	THE GAP	AVERAGE SALE
106.4% 103 sales · 43.5% of the market	**92.8%** 38 sales · 16.0% of the market	**13.6 pts** against the original ask	**$1.38M** $888 per sq ft

SALE PRICE AGAINST THE ORIGINAL ASK



THE FULL LADDER

DAYS ON MARKET	SALES	% OF ORIG. ASK	% OF FINAL ASK	AT OR ABOVE FINAL ASK	HAD CUT THE PRICE	AVG. SALE PRICE
0–7 days	51	**104.8%**	103.1%	88.2%	0.0%	$1,410,798
8–14 days	52	**107.5%**	107.5%	84.6%	1.9%	$1,752,805
15–30 days	53	**99.8%**	99.8%	54.7%	1.9%	$1,308,127
31–60 days	43	**96.0%**	98.1%	34.9%	33.3%	$1,208,178
61–90 days	19	**94.5%**	98.9%	42.1%	63.2%	$1,322,997
90+ days	19	**91.0%**	97.5%	26.3%	89.5%	$883,921
All 237 sales	**237**	**100.5%**	**101.7%**	**61.6%**	**20.6%**	**$1,376,837**

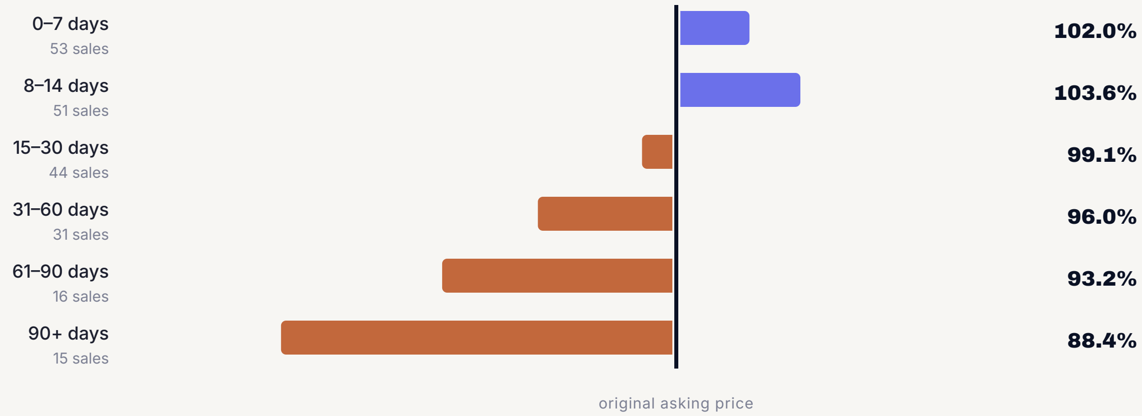
The strongest fast group anywhere in this study. Culver City sales that closed inside two weeks averaged **106.4% of the original ask** — not a typo, and not a rounding artifact on 103 sales. Its 13.6-point spread is worth about $187,000 on the average sale. Nearly 62% of all Culver City sales closed at or above their final ask. This is the clearest bidding-war market on the Westside, and the clearest case for pricing to attract one.

Westchester

210 closed sales · 194 single family, 16 condo or townhome · 29 days on market on average

SOLD IN ≤14 DAYS	SOLD AFTER 60+ DAYS	THE GAP	AVERAGE SALE
103.0%	**90.8%**	**12.1 pts**	**$1.84M**
104 sales · 49.5% of the market	31 sales · 14.8% of the market	against the original ask	$921 per sq ft

SALE PRICE AGAINST THE ORIGINAL ASK



THE FULL LADDER

DAYS ON MARKET	SALES	% OF ORIG. ASK	% OF FINAL ASK	AT OR ABOVE FINAL ASK	HAD CUT THE PRICE	AVG. SALE PRICE
0–7 days	53	**102.0%**	101.1%	84.9%	0.0%	$1,809,017
8–14 days	51	**103.6%**	103.5%	78.4%	0.0%	$1,857,302
15–30 days	44	**99.1%**	99.5%	50.0%	7.0%	$1,850,111
31–60 days	31	**96.0%**	97.7%	16.1%	29.0%	$1,625,591
61–90 days	16	**93.2%**	96.7%	25.0%	75.0%	$1,983,701
90+ days	15	**88.4%**	95.9%	13.3%	86.7%	$2,108,183
All 210 sales	**210**	**98.9%**	**100.1%**	**56.2%**	**19.8%**	**$1,836,955**

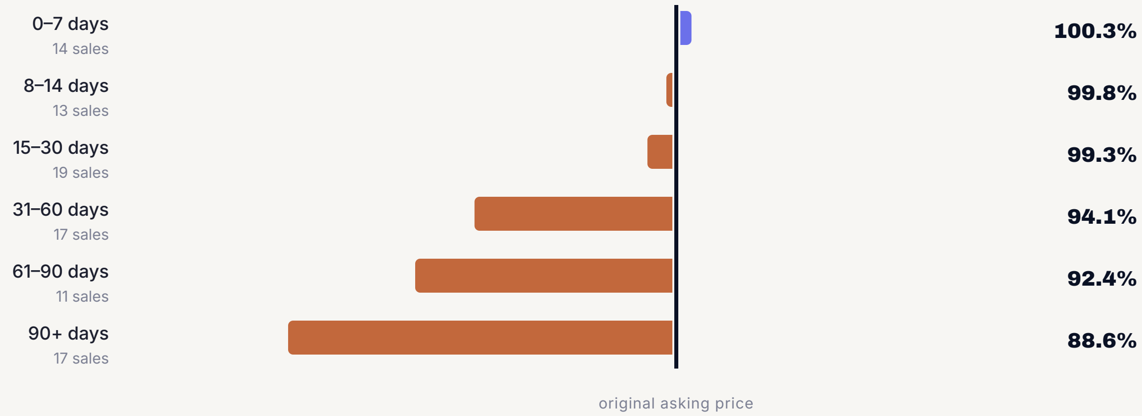
Westchester is the fastest market here — 29 days on average, with half its sales closing inside two weeks — and it still carries a 12.1-point penalty, about $222,000 on its $1.84M average sale. That is the page to bring to a seller who believes a hot neighborhood forgives an aggressive number. It does not. Speed is what the market gives homes that are priced into it, not a cushion for homes that are not.

Playa del Rey

91 closed sales · 35 single family, 56 condo or townhome · 51 days on market on average

SOLD IN ≤14 DAYS	SOLD AFTER 60+ DAYS	THE GAP	AVERAGE SALE
100.1%	**90.1%**	**10.0 pts**	**$1.39M**
27 sales · 29.7% of the market	28 sales · 30.8% of the market	against the original ask	$738 per sq ft

SALE PRICE AGAINST THE ORIGINAL ASK



THE FULL LADDER

DAYS ON MARKET	SALES	% OF ORIG. ASK	% OF FINAL ASK	AT OR ABOVE FINAL ASK	HAD CUT THE PRICE	AVG. SALE PRICE
0–7 days	14	**100.3%**	100.3%	78.6%	0.0%	$1,569,857
8–14 days	13	**99.8%**	99.8%	53.8%	0.0%	$1,687,788
15–30 days	19	**99.3%**	99.3%	26.3%	0.0%	$1,206,816
31–60 days	17	**94.1%**	95.3%	35.3%	35.3%	$1,368,723
61–90 days	11	**92.4%**	97.9%	36.4%	63.6%	$722,636
90+ days	17	**88.6%**	96.6%	23.5%	100.0%	$1,672,735
All 91 sales	**91**	**95.6%**	**98.1%**	**40.7%**	**34.1%**	**$1,390,138**

Playa del Rey is the slowest market in the study at 51 days, and it has the highest share of price cuts — 34% of its sales had already reduced before closing, against 24% across the Westside. Its 10-point penalty is worth about $139,000 on the average sale. A market this slow gives a seller more rope, which is precisely why more of them use it.

Playa Vista

67 closed sales · 5 single family, 62 condo or townhome · 38 days on market on average

SOLD IN ≤14 DAYS	SOLD AFTER 60+ DAYS	THE GAP	AVERAGE SALE
100.6%	**93.3%**	**7.4 pts**	**$1.50M**
30 sales · 44.8% of the market	18 sales · 26.9% of the market	against the original ask	$874 per sq ft

SALE PRICE AGAINST THE ORIGINAL ASK

THE FULL LADDER

DAYS ON MARKET	SALES	% OF ORIG. ASK	% OF FINAL ASK	AT OR ABOVE FINAL ASK	HAD CUT THE PRICE	AVG. SALE PRICE
0–7 days	20	**100.2%**	100.2%	85.0%	0.0%	$1,737,325
8–14 days	10	**101.2%**	101.2%	50.0%	0.0%	$1,495,950
15–30 days	13	**97.7%**	97.7%	23.1%	0.0%	$1,502,000
31–60 days	6	**95.3%**	98.5%	16.7%	33.3%	$1,275,833
61–90 days	6	**96.2%**	98.0%	16.7%	33.3%	$978,167
90+ days	12	**91.8%**	94.7%	8.3%	66.7%	$1,490,497
All 67 sales	**67**	**97.4%**	**98.5%**	**41.8%**	**19.4%**	**$1,502,119**

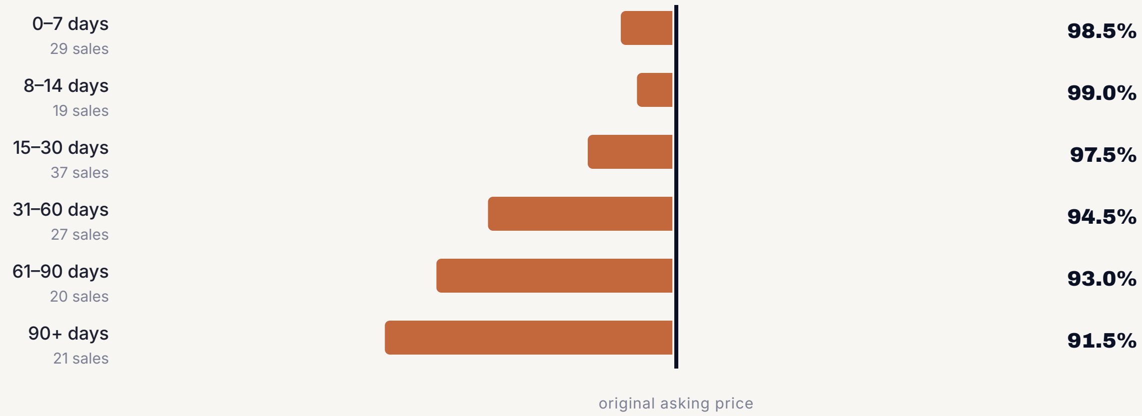
Playa Vista is 93% condos and the penalty behaves like it — 7.4 points, the second narrowest here, worth about $111,000 on the average sale. In a neighborhood of comparable stacked units a buyer can price the alternative exactly, so a wrong number gets corrected early and cheaply instead of late and expensively. Note the split anyway: 45% of sales still close inside two weeks.

Marina del Rey

153 closed sales · 18 single family, 135 condo or townhome · 44 days on market on average

SOLD IN ≤14 DAYS	SOLD AFTER 60+ DAYS	THE GAP	AVERAGE SALE
98.7%	**92.2%**	**6.5 pts**	**$1.53M**
48 sales · 31.4% of the market	41 sales · 26.8% of the market	against the original ask	$856 per sq ft

SALE PRICE AGAINST THE ORIGINAL ASK



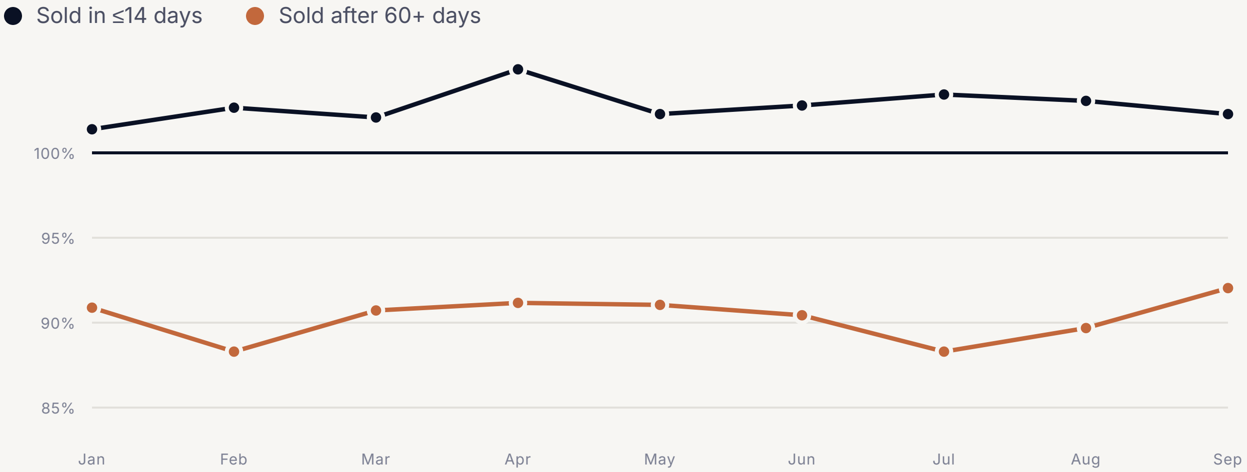
THE FULL LADDER

DAYS ON MARKET	SALES	% OF ORIG. ASK	% OF FINAL ASK	AT OR ABOVE FINAL ASK	HAD CUT THE PRICE	AVG. SALE PRICE
0–7 days	29	**98.5%**	99.0%	65.5%	0.0%	$1,813,759
8–14 days	19	**99.0%**	99.0%	52.6%	5.3%	$1,296,053
15–30 days	37	**97.5%**	98.1%	29.7%	13.5%	$1,330,080
31–60 days	27	**94.5%**	97.2%	14.8%	44.4%	$1,623,222
61–90 days	20	**93.0%**	95.3%	15.0%	50.0%	$1,594,791
90+ days	21	**91.5%**	96.6%	14.3%	90.5%	$1,532,038
All 153 sales	**153**	**95.8%**	**97.6%**	**32.7%**	**32.6%**	**$1,531,585**

The narrowest penalty in the study at 6.5 points, and the only neighborhood where even the fast group came in under its original ask, at 98.7%. Marina del Rey is 88% condos and it is a buyer's side of the market right now: only a third of sales closed at or above the final ask, a third of sellers had cut, and the average listing took 44 days. The penalty for sitting is smaller here because almost nothing sells at a premium to begin with.

Not a season. A standing rule.

Nine months of closings lets us check whether this is one soft stretch. It is not. The gap is positive in every month of 2026 and never narrower than 10.2 points — it ran from 10.2 in September to 15.1 in July. Both lines hold their level all year. Nothing here is trending; this is simply how the Westside prices.



MONTH BY MONTH

MONTH CLOSED	SALES	≤14 DAYS: % OF ASK	60+ DAYS: % OF ASK	GAP (PTS)	AVG. DOM
Jan 2026	93	101.4%	90.9%	**10.5**	45
Feb 2026	105	102.7%	88.3%	**14.4**	49
Mar 2026	158	102.1%	90.7%	**11.4**	31
Apr 2026	164	104.9%	91.2%	**13.8**	32
May 2026	152	102.3%	91.0%	**11.2**	32
Jun 2026	165	102.8%	90.4%	**12.4**	35
Jul 2026	167	103.4%	88.3%	**15.1**	39
Aug 2026	120	103.1%	89.7%	**13.4**	37
Sep 2026	98	102.3%	92.0%	**10.2**	44

The clay line never once crosses the periwinkle one, and the periwinkle line sits above 100% in all nine months — fast sellers beat their original ask every month of the year. Monthly fast-sale counts run 27–76, healthy enough that these are not noise. A seller who wants to wait for a better window is waiting for something this data does not show.

It is not just expensive homes taking longer

The first objection anyone raises is that slow sales are simply the pricier homes, and pricier homes always discount more. Compare each home only against others in its own price range and the penalty barely moves — 11.5 to 13.3 points across four tiers spanning $600,000 to $10 million.

SALE PRICE BAND	SOLD ≤14 DAYS	% OF ORIG. ASK	SOLD 60+ DAYS	% OF ORIG. ASK	GAP (PTS)
Under $1.1M	72 sales	101.1%	86 sales	89.6%	**11.5**
$1.1M – $1.75M	135 sales	103.2%	61 sales	89.9%	**13.3**
$1.75M – $2.75M	150 sales	103.8%	48 sales	91.5%	**12.3**
$2.75M and up	62 sales	102.3%	57 sales	90.3%	**12.0**

WIDEST BAND	NARROWEST BAND	BANDS WHERE IT HOLDS	PER SQUARE FOOT
13.3 pts	**11.5 pts**	**4 of 4**	**14.9%**
$1.1M – $1.75M · 370 sales	under $1.1M · 306 sales	no tier escapes it	discount, size held constant

This is the flattest price-band result in any of these studies, and that is the point: the penalty is not a luxury-market phenomenon or a starter-market one. It is the same 12 points whether the house is $900,000 or $4 million. **The counts in this table are the sales behind each percentage** — the ones reporting an original asking price — not the full fast and slow counts, which are larger.

HOUSES VERSUS ATTACHED PRODUCT

PROPERTY TYPE	SALES	AVG. DOM	≤14 DAYS: % OF ASK	60+ DAYS: % OF ASK	GAP (PTS)	AVG. SALE PRICE
Single family	780	33.4	103.7%	89.1%	**14.7**	$2,315,916
Condo / townhome	442	43.5	101.0%	91.6%	**9.4**	$1,059,356

AND IT IS NOT A SIZE EFFECT EITHER

Measured per square foot rather than as a percentage, fast sales averaged **$1,069 per square foot** and slow sales **$910** — a 14.9% discount with size held constant. That is the largest size-adjusted spread in any of these studies, and it closes the loop: slow homes are not bigger, they are not pricier, and they are not in worse neighborhoods. They were priced above the market they were listed into.

What a price cut actually costs

Of the 1,131 sales reporting both an original and a final asking price, 266 cut at least once — 24% of the Westside market. Those homes took four times as long and landed more than 11 points lower against the number they started at.

	SALES	AVG. DAYS ON MARKET	% OF ORIG. ASK	AT OR ABOVE FINAL ASK	AVG. $/SQ FT
Never cut the price	865	23	**100.5%**	52.0%	$1,014
Cut at least once	266	94	**89.2%**	23.3%	$866

CUT AT LEAST ONCE	AVERAGE CUT	CUT MORE THAN 10%	DAYS ON MARKET
24%	**7.7%**	**55**	**94 vs 23**
266 of 1,131 sales	of the original asking price	homes, about one in twenty	cut versus never cut

The average cut was 7.7% of the original ask, and 55 homes cut more than 10%. Cutting did not rescue the outcome: even after moving the number, only 23% of the homes that cut managed to sell at or above their *reduced* ask.

> A price cut isn't a correction. It's a receipt for the weeks spent finding out the first number was wrong — and buyers read it that way.
>
> TEAM GOEGLEIN

THE NUMBER THAT GETS MISUSED

Across all 1,222 Westside sales, homes sold at **99.6% of their final list price.** Measured against the original ask — across the 1,131 that reported one — they got **97.9%.** Those two numbers drift apart for exactly one reason: reductions. When a seller says Westside homes sell for essentially their asking price, they are right — and it tells them nothing, because the list price has already walked down to meet the market. The only number that describes what a seller actually keeps is what they got against where they started.

How this was built, and what it does not prove

Source

MLS market-snapshot exports. Closed sales with a recorded close date between January 1 and September 23, 2026 in Venice, Mar Vista, Culver City, Westchester, Marina del Rey, Playa del Rey and Playa Vista. Single family, condo and townhome. 1,222 closed sales; ten duplicate records appearing in overlapping pulls were removed.

Neighborhood is assigned by export, not by the City field. The MLS records Mar Vista and Westchester sales as "Los Angeles", so each neighborhood's figures come from its own pull rather than from that column.

Definitions

% of original ask — sale price divided by the first price the home was listed at, averaged across sales. This is the figure that carries the argument.

% of final ask — sale price against the price after any reductions. Always kinder to the seller, which is why it is the wrong number to plan with.

Had cut the price — the final list price came in below the original.

Averages throughout, never medians.

Exclusions and limits

Every figure measured against the original ask uses the 1,131 of 1,222 sales that reported a usable original list price. The other 91 either left that field blank or at zero, or carried a value more than 10% below the final list price — an entry error rather than a price increase.

Where a sales count sits beside a percentage-of-original-ask figure on the neighborhood pages, the count is every sale in that group. On the price-band table it is the smaller number of sales that reported an original ask, because that is what the percentage rests on.

Where a sales count sits beside a percentage-of-original-ask figure, the count is every sale in that group; the few without a usable original price are excluded from the percentage but not from the count. That difference is never more than three sales in any group shown here.

Three further LA exports were set aside. They carry 812 sales labeled only "Los Angeles" — Baldwin Hills, Leimert Park, Hyde Park, Village Green and West Adams mixed together, with nothing in the export to separate them. Including them would have meant inventing neighborhood lines.

This pull contains closed sales only. There is no active-listing data here, so this report cannot say what is sitting on the market today or how much of it has already cut. That view needs a separate active pull.

The honest caveat

This is correlation, not causation. Homes sit for reasons that have nothing to do with price: condition, a hard floor plan, a street nobody wants, a tenant in place.

Three checks argue the effect is real anyway. The penalty holds in all four price bands and barely moves across them — 11.5 to 13.3 points from under $1.1M to over $2.75M. It holds per square foot at 14.9%, so it is not a size effect. And it appears in all nine months, so it is not one soft season.

Price is not the only reason a home sits. It is the only one the seller controls.

WANT YOUR FARM RUN FRESH?

You can always reduce the price. You can't recreate the first two weeks.

If you want a single neighborhood pulled for a listing appointment, or this same study run on active inventory, ask and we will run it.

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We'll just take care of it.