

# DANA LIFE

1st Issue | May 2020 | Dana Point, CA

- New Home Listings
- Market Stats
- Home Loans
- Community Interests



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your phone camera



Digital Version

Welcome to the first edition of DANA LIFE, a new community magazine that I am proud to bring to my fellow neighbors, friends and clients. I've been carefully putting together this quarterly magazine for YOU, filled with real estate content, neighborhood connections, featured local businesses and city events. Occasionally, I will also publish special editions. I hope you enjoy them all! Please reach out to me if there is something you would like to see in an upcoming issue.

By the time this issue reaches your email, it is my hope that we've made major strides in the unprecedented battle against COVID-19. My heart goes out to all those affected, and my deepest thanks go to those on the front lines both battling this illness in healthcare and the everyday heroes continuing to serve our communities to ensure that our essential needs are met.

In the short time in which ordinary daily life has been upended, I find myself in reflection more than ever. From more meaningful time spent with my family, to connecting with friends and colleagues via Zoom, I feel grateful for the silver linings that have emerged for me personally and for the heartening transformation I am seeing around me; neighbors reaching out to neighbors to offer assistance and support, community leaders more engaged, all of us valuing our essential service workers a bit more and residents realizing that here in Dana Point, our home, we are all so very fortunate.

And although we are all connecting virtually, we are connecting more and it is my hope that when normal returns the connections remain.

Last but not least, this is a rapidly evolving situation as it relates to the financial and real estate markets. Strategy, smart decisions and real-time intelligence matter now more than ever. If you have any questions or concerns on the real estate front, I am here to be a confidential, informed resource.

Wishing you and yours health, strength and perseverance – we've got this.

Warm regards,

**LEILANI**  
SERRAO-BAKER

*Leilani Serrao-Baker*

Consider it  
**SOLD**  
When I am your agent!

# LEILANI SERRAO-BAKER

## PERFORMANCE REVIEW

**34.85** **100.98%**

Average days on  
market

Average list to sales price

**0**

EXPIRED LISTINGS

**100%**

OF APPRAISALS AT  
OR ABOVE LIST PRICE

**100%**

SOLD LISTINGS



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# THE MAZZO GROUP STRENGTHENS LOCAL LEADERSHIP TEAM IN ORANGE COUNTY

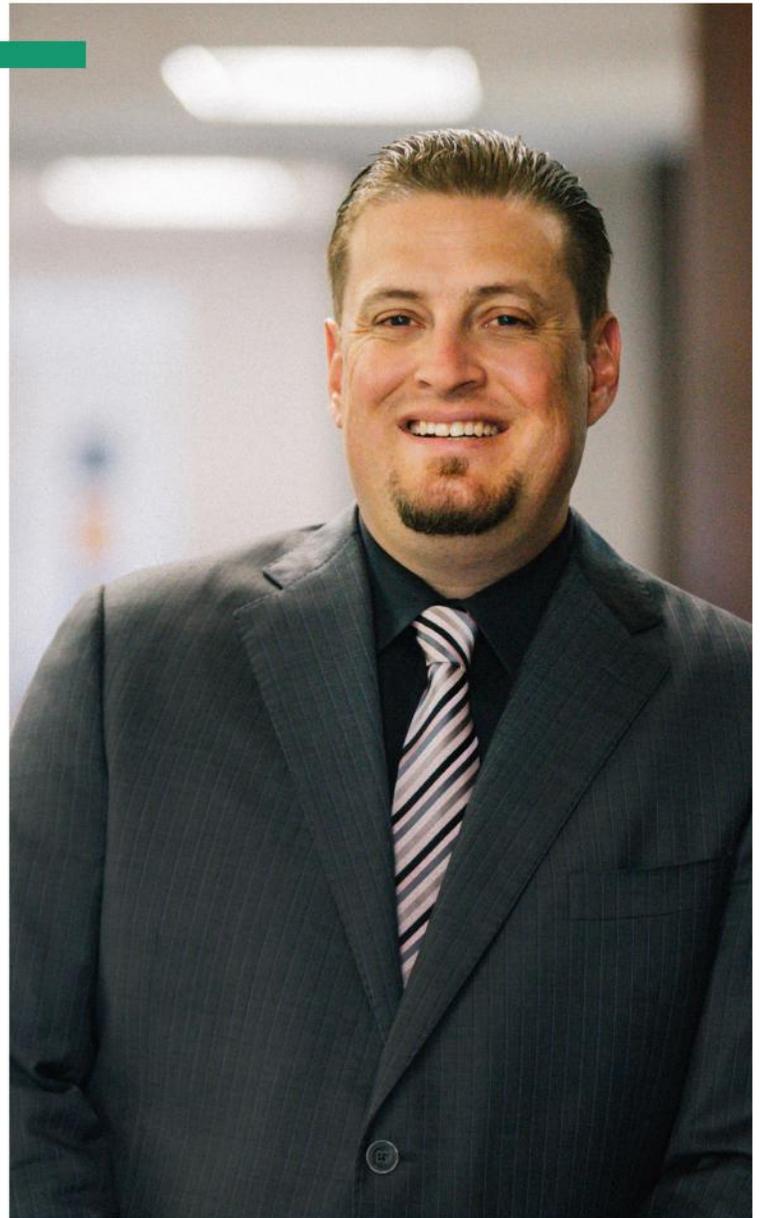
*JJ Mazzo adds to the Mazzo Group leadership team to enhance rapid turnaround and high service level for mortgage clients and real estate agents in the Orange County area.*

## JJ Mazzo

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Joseph “JJ” Mazzo, founder and leader of the Mazzo Group at CrossCountry Mortgage, announces strengthening of the local leadership team to enable growth with continuing rapid turn times and the highest service levels for clients and real estate agent partners in the area. The Mazzo Group, affiliated with CrossCountry™ Mortgage, serves clients seeking residential purchase and refinancing mortgages from its main office in San Juan Capistrano, California.

Along with his role as team leader of the Mazzo Group, Mazzo coaches loan officers and real estate agents as a CORE™ Training coach. He helps loan officers and real estate agents realize their potential, grow their businesses and create personal wealth by making more, saving more, and giving more. His more than twenty-year career and over \$1 Billion personal mortgage production provides a solid background to lead, coach, recruit, and grow agent and loan officer businesses. The CORE Training Inc. is one of the nation’s leading mortgage and real estate coaching firms. Over the coming months, Mazzo will be taking on a larger role with the CORE, helping even more agents and loan officers on their path to success, while continuing to lead the Mazzo Group.



# HOMEBUYING INNOVATION

Multiple internal promotions and increased leadership will allow the team to expand while continuing its reputation to deliver fast turnaround times and best-in-class service for mortgage finance clients and real estate agent partners in the area.

Mazzo said, “Changing lives is my passion and not just the lives of borrowers, but also those who help borrowers. I give back to my industry by helping real estate agents and loan officers achieve a higher level of success in their businesses, while building their personal wealth.” He continued, “In my new role with CORE Training, I will be able to expand and enhance training for agents and loan officers here in Orange County as well as across the nation. Although I will be living bi-coastal, I will continue to lead the Mazzo Group and our strengthened leadership team will ensure continuing at the highest service level for our clients and agent partners.”

“  
*Changing lives is my passion and not just the lives of borrowers, but also those who help borrowers. I give back to my industry by helping real estate agents and loan officers achieve a higher level of success in their businesses while building their personal wealth.*

Joseph “JJ” Mazzo is a Scotsman Guide and Mortgage Executive Magazine nationally ranked Top 100 Sr. Vice President and Sr. Mortgage Advisor with CrossCountry Mortgage, LLC. His focus on speed and a commitment to customer satisfaction have earned him Five Star Mortgage Professional customer service awards for several consecutive years. Mazzo was the first in the region to create the 10-Day escrow close, which allows borrowers to have the same advantage as cash buyers when competing for an accepted offer on a home purchase.

For more information about The Mazzo Group at CrossCountry Mortgage, visit [TheMazzoGroup.com](http://TheMazzoGroup.com).



**877.237.9694**



JJ Mazzo - Sr. Vice President / Sr. Mortgage Advisor / NMLS186548 / AZ MLO Lic# 0913442  
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**MAZZO GROUP**  
CROSSCOUNTRY MORTGAGE™

## Just listed

32851 Buccaneer St, Dana Point, CA 92629

**\$1,055,000**

4 bd | 4 ba | 2,416 sqft



There is no place like home. Welcome to your private, secluded Dana Point home. Located one mile from Dana Point Harbor and from Salt Creek Beach. Nestled in Sea Canyon, this rare find is a true oasis with a large, beautiful, treed lot at the end of a cul-de-sac with spacious, private front courtyard, bubbling fountain, tropical landscape, hidden Jacuzzi area and grand back yard. Step into your vaulted, sundrenched, open concept living area with grand banister and into your dining room. The kitchen includes a breakfast nook with a wall of windows. Off the kitchen is a cozy family room with a fireplace and downstairs half bath.



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## Featured Listing

If you would like to see  
your home featured here,  
contact Leilani



4 beds

4 baths



Views of the backyard surround you as you relax. Outside through a sliding glass door is a spacious covered patio with ample planters ready for your green thumb and a large, green back yard lined with beautiful, mature trees. The staircase will lead you to a loft and four bedrooms including a master with ocean views and an expansive walk-in closet, plus a second master, with an additional full bath. This family compound also features a large, separate and gated RV parking space perfect for your RV, boat, new pool, or ADU potential. Bring your dreams and vision for a legacy property for you and your family.



# Sold by Leilani

12 Pleasanton Ln, Mission Viejo, CA 92694

4 beds 3 baths 2,554 sqft

**Sold: \$965,000**



33025 Christina Dr, Dana Point, CA 92629

4 beds 2 baths 1,716 sqft

**SOLD: \$943,500**



33038 Elisa Dr, Dana Point, CA 92629

4 beds 3 baths 2,702 sqft

**SOLD: \$1,065,000**



## Just listed

35 Ashburton Pl, Laguna  
Niguel, CA 92677

**\$1,175,000**

3 beds

2,143 sqft

2.5 baths

Year Built 1985

A Touch of Class... This immaculate 2-story home with breathtaking panoramic mountain views exudes elegance. With 3 bedrooms, 2.5 baths, generous living space and high-end finishes, you'll enjoy a perfect setting for relaxing and entertaining. The first-floor luxe master suite offers a free-standing soaker tub, zero-threshold shower, double sink marble vanity & limestone floors. A charming gas fireplace & an oversized walk-in closet with custom shelving completes your master suite... like living in a 5-star resort!





Stuck at home?

LET'S MAKE IT FUN!

- PLAN A NATURE SCAVENGER HUNT IN YOUR YARD WITH A LIST OF 10 ITEMS TO FIND OUTSIDE
- CREATE A SCRAPBOOK
- SET UP AN OBSTACLE COURSE IN YOUR YARD
- GO CAMPING IN YOUR BACKYARD AND STARGAZE
- BUILD A "LITTLE FREE LIBRARY" FOR YOUR YARD
- TRY A NEW RECIPE
- HAVE A PICNIC ON THE FLOOR
- DRESS UP LIKE A TITLE REP
- MAKE MILKSHAKES, FLOATS, OR FANCY ICE CREAM SUNDAES
- CREATE A VISION BOARD
- PLAY A BOARD GAME
- HAVE A KARAOKE NIGHT
- LEARN A NEW LANGUAGE
- PUT A PUZZLE TOGETHER
- MAKE HOMEMADE PLAY-DOUGH
- MAKE HOMEMADE GREETING CARDS

*Promotional Material designed, created, and produced by LTIC Regional Marketing Department in San Diego, CA.*



**JOSHUA MEADOR**

Sales Executive

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# Getting to know...

Blake Mellgren - Chef and owner of Craft House in Dana Point, California



Chef Blake was born and raised in South Orange County. His love for cooking began at a young age. In middle school, while his friends talked about what they did during the weekend, Blake described the meals he'd prepared for his family. He began working in the restaurant business at age 16, starting as a host and busboy at Mangia Bene in Laguna Niguel. He later worked at Savannah Steak and Chop House.

He began working in the kitchen at Chez Melange in Redondo Beach in July 2010. By the end of his first day, he realized the restaurant industry was where he was meant to be. Under the tutelage of Chef Robert Bell, he quickly advanced. Over the 2 years spent in the Chez Melange kitchen - and following graduation from Loyola Marymount University with a Bachelor's Degree in Marketing - he rapidly excelled in Kitchen Management.

Blake moved to New York where he accepted a position as a line cook at The Modern, a restaurant inside of the Museum of Modern Art in Manhattan, and part of famed restaurateur Danny Meyer's Union Square Hospitality Group.



Determined to make the most out of the experiences and knowledge gained in New York, he enrolled in the International Culinary Center and completed courses in Restaurant Management. These courses gave him deep insight into all aspects he would need to become a restaurateur.

In February 2014, Blake moved back to Orange County to pursue his dream of opening a place of his own. With his love and appreciation for Dana Point's casual vibe and close-knit community, he decided that Dana Point was the obvious choice. Blake wanted to come back to the area where he is from, taking everything he learned in his experiences in other chef's kitchens and make something of his own representing the things he loves. Craft House opened in March 2016 after 25 months of planning and construction.



Craft House's inspiration was to bring Michelin caliber food to South Orange County. Blake wanted to focus on the craft of making great food and providing great hospitality. Sourcing is also important; Chef Blake Mellgren has a network of local farmers, fishermen and other purveyors that contribute to the quality of ingredients on the menu.

The menu leans toward fresh flavors and whiskey because he enjoys those things a lot. Craft House now sells over 160 brands of whiskey. There is also a Southern influence because his family has some roots in Arkansas and Tennessee.



During this time of the COVID-19 crisis, Blake feels pulled toward contributing to our close-knit community by offering Curbside Pickup with a menu that represents variations of comfort food dishes from around the world. Expect American classics, Asian, Hawaiian, Mexican and more, plus cocktails that are meant to be poured over ice and served! Craft House also teamed up with Heritage Barbecue to serve out of work service industry employees with a Pulled Pork Sandwich Drive-Thru the first Sunday after the crisis really hit. It was a nice feeling to give back to our community, and continues to be so every night Craft House is open serving this menu.

We are so very fortunate to have Chef Blake right here in our home town.

Thank you, Chef Blake, for all you do for the residents of Dana Point.



Would you like to be a featured business for free?

Contact us to learn how:  
[support@MaginTouch.com](mailto:support@MaginTouch.com)



# Dana Point, CA

## Condos/Townhomes

This week the median list price for Dana Point, CA is \$825,000 with the market action index hovering around 35. This is an increase over last month's market action index of 34. Inventory has held steady at or around 45.

### MARKET ACTION INDEX

This answers "How's the Market?" by comparing rate of sales versus inventory.



### Slight Seller's Advantage

Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.

### REAL-TIME MARKET PROFILE

Median List Price		\$825,000
Per Square Foot		\$591
Days on Market		121
Price Decreased		36%
Price Increased		0%
Relisted		9%
Inventory		45
Median Rent		\$3,000
Most Expensive		\$5,988,800
Least Expensive		\$187,000
Market Action		35

**Slight Seller's Advantage**

### MARKET SEGMENTS

Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$1,375,000	2,135	0 - 4,500 sqft	3	4	30	1	1	106
\$974,750	1,727	0 - 4,500 sqft	2	2	31	3	0	81
\$679,888	1,358	0 - 4,500 sqft	2	3	38	1	0	91
\$467,000	870	0 - 4,500 sqft	1	1	31	2	0	197



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# Dana Point, CA

## Single-Family Homes

This week the median list price for Dana Point, CA is \$1,999,000 with the market action index hovering around 30. This is about the same as last month's market action index of 30. Inventory has held steady at or around 103.

### MARKET ACTION INDEX

This answers "How's the Market?" by comparing rate of sales versus inventory.



**Slight Seller's Advantage**

Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.

### REAL-TIME MARKET PROFILE

Median List Price		\$1,999,000
Per Square Foot		\$712
Days on Market		163
Price Decreased		25%
Price Increased		1%
Relisted		11%
Inventory		103
Median Rent		\$5,500
Most Expensive		\$26,900,000
Least Expensive		\$449,000
Market Action		<b>30</b>
<b>Slight Seller's Advantage</b>		

### MARKET SEGMENTS

Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$8,595,000	6,400	0.25 - 0.5 acre	5	6	10	0	2	296
\$2,747,250	3,892	0.25 - 0.5 acre	4	4	33	0	2	177
\$1,662,000	2,275	4,500 - 6,500 sqft	3	3	34	3	2	117
\$1,052,500	1,985	4,500 - 6,500 sqft	3	3	34	6	1	67

# DANA LIFE

# 424 Angelita Dr, Corona Del Mar, CA 92625

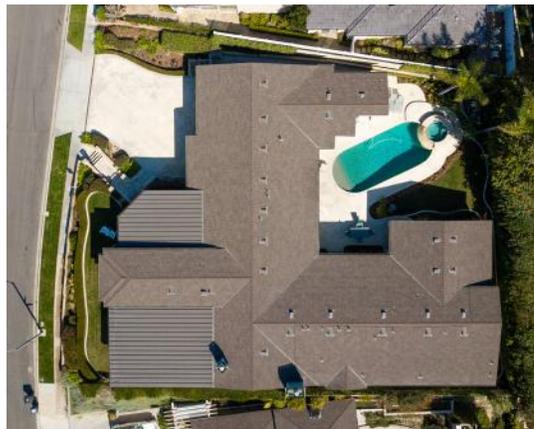


Come and experience this beautiful Hamptons style home in the most sought-after community of Irvine Terrace in Corona Del Mar. Perched on an amazing lot of over 15,000 square feet this residence exudes luxury and comfortable living. This custom single level 5-bedroom, 7-bathroom home of approx. 5500 square feet affords spectacular views of Newport Harbor and Catalina Island and the sparkling blue Pacific in the daytime and at night revel in the spectacular sunsets and sparkling City lights. Large spacious rooms abound in this open floor plan home that truly defines indoor outdoor living with manicured grounds offering a private setting to enjoy the sparkling pool and spa in the rear grounds as well as a spacious patio off the front overlooking the breathtaking view. The open floor plan seamlessly blends rooms together creating an ideal setting to entertain while enjoying the view.

**\$8,000,000**

5 bd | 7 ba | 5,564 sqft

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**Featured  
Home**

If you would like to see  
your home featured here,  
contact Leilani



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A full-page photograph of Leilani Serrao-Baker. She is a woman with long, wavy brown hair, smiling warmly at the camera. She is wearing a white blazer over a black V-neck top and black trousers. She is standing in a doorway, with her hands resting on the dark wooden door frame. To her left, there are green plants and a black metal railing. The background is slightly blurred, showing an outdoor setting.

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