

DANA LIFE

Issue #7 | December 2021 | Dana Point, CA

- New Home Listings
- Featured Local Businesses
- Home Loans
- Dana Point Real Estate Stats



Digital Version

Scan with
your phone camera



Another year has flown by and just like that, (*snap*), the holidays are here. The end of the year is typically a time for contemplation, so do you reflect on the past, look forward to the future, or both? For me, it's always a good time to ask myself, "What did I accomplish this year? What did I learn? What can I improve upon next year?" I also relish the end-of-year celebrations with family and friends and look forward to finding ways to relax, connect, and strengthen lasting relationships and create memories with the most important people in my life.

When reflecting, I admit that although this magazine brings me a strong sense of accomplishment, it consistently challenges me, as well. But the satisfaction I get out of sharing with you how entrepreneurs find their passions and then make businesses out of their passions makes it all worthwhile. Every unique interview confirms that we all have a story worth sharing.

As far as relaxing and connecting are concerned, I love immersing in O'Soy candle's beautiful scents and giving them as gifts, and the joy I got out of designing a signature candle is immeasurable. For strengthening and celebrating relationships and creating lasting memories, taking in the festive holiday lights at Dana Point Harbor is a local tradition that never disappoints.

While you look back, look forward, or simply just sit still, I hope you enjoy this issue and enjoy learning about these two entrepreneurs who have built businesses out of a passion and who provide so much connection, joy and inspiration!

Happy Holidays and Happy living your best Dana Life.

This holiday season I'm giving away some of my Welcome Home signature candles. If you would like one, please reach out to me at leilani@leilani bakerhomes.com. The first 20 emails will receive a candle!

LEILANI SERRAO-BAKER

Leilani Serrao-Baker

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REAL ESTATE GROUP
AT DOUGLAS ELLIMAN REAL ESTATE



Cover photo credit



Katie Lubbers
katielubbersphotography.com



LEILANI SERRAO-BAKER

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PERFORMANCE REVIEW

21.5

Average days on market

102.3%

Average list to sales price

100%

OF APPRAISALS AT
OR ABOVE LIST PRICE

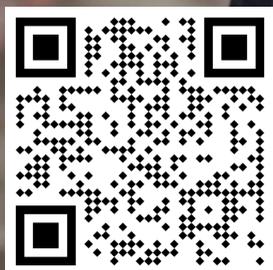
100%

SOLD LISTINGS



See what your neighbors are saying about Leilani and the Baker Real Estate Group here:

Scan with your phone camera



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 **DouglasElliman** EST. 1911
REAL ESTATE



Every holiday season for over two decades, we have helped South Orange County families acquire their dream homes.

November and December can be two of the best months to make the perfect negotiation using our \$500 per diem guarantee* to close on time (in some cases as little as ten business days), plus our \$5,000 Pre-Approval promise to the seller. Now you have an opportunity to emulate a cash buyer.

Please take advantage of the new higher loan limits and call us today; there is still time to obtain your dream home before the holidays end.



JJ Mazzo - Senior Vice President NMLS186548

CrossCountry Mortgage, LLC. NMLS3029, 31351 Rancho Viejo Rd., Suite 201, San Juan Capistrano, CA 92675 NMLS1790854. CrossCountry Mortgage, LLC guarantees that we will close your loan based on the escrow date reflected on the purchase contract dated or we will pay the seller/buyer at a rate of \$500 per diem and ensure a deposit protection up to the amount of \$100,000. Offer can only be redeemed by closing a loan with the JJ Mazzo Group of CrossCountry Mortgage, LLC. Guarantee is void where prohibited. Guarantee terms apply to the loan set forth on the purchase contract and is good for a one-time payment only. If the loan is not closed, payment will be made to the seller within 15 days of the contract expiration date/buyer in the form of a lender credit. In order to qualify for this guarantee, all of the following conditions must be met: • All conditions listed in your purchase contract must be met. • The loan must close by the expiration date listed on the purchase contract, or the borrower must qualify for an extension and the loan must close by the extended expiration date. • This guarantee is not valid if borrower or seller chooses not to close this loan or if the delay is caused in whole or in part by reasons beyond CrossCountry Mortgage, LLC's control. Additional Terms and Conditions: This guarantee is not an offer or an inducement by CrossCountry Mortgage, LLC to enter into an agreement to make a loan, nor a guarantee or lock of a specific interest rate or number of discount points. An offer to make a loan is neither binding nor enforceable unless it is in writing and signed by both the borrower and CrossCountry Mortgage or unless an oral agreement is offered and accepted no greater than ten (10) days before closing. Guarantee is contingent upon: 1) the borrower(s) satisfying all underwriting guidelines and loan preapproval conditions; providing all required pre-closing and closing documentation and any applicable upfront fees within required timeframes; 2) the property appraising at or above the sales price, and 3) CrossCountry Mortgage, LLC's mortgage have a first place lien position. Equal Housing Opportunity. This is not a commitment to lend; subject to credit and underwriter approval, all promotions are subject to change or cancellation without notice. Certain restrictions apply. Call for details. CrossCountry Mortgage, LLC. NMLS3029 (www.nmlsconsumeraccess.org). Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act.

Wishing You a Beachy Christmas!



MAZZO GROUP

CROSSCOUNTRY MORTGAGE™

A Verified Mortgage Innovator Since 1997

877.237.9694

support@mazzogroup.com

SOLD

32821 Leah Dr, Dana Point, CA 92629

\$1,575,000

4 bd | 3.5 ba | 2,692 sqft

10.5% over list and is the highest sale in the community.



Welcome to your grand 4 bedroom, 3.5 bath home in The Landing, one of the most highly-desired neighborhoods in beautiful Dana Point. From your front patio entry, you'll enjoy an elevated view of lovely Dana Crest Park only 4 doors away. Enter through your double front doors and find the foyer and living room with vaulted ceilings. Continue through to the large dining room with double-stacked windows, which allow the natural sunlight to stream in. Off the dining room is a generous office (or fifth bedroom) and a full bath, as well as the updated kitchen and cozy family room with inviting fireplace. Through the slider is your expansive back yard, perfect for the addition of a pool, with multiple entertainment areas and butterfly garden.



LEILANI
SERRAO-BAKER

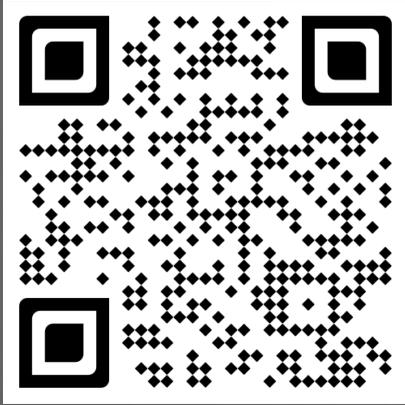
949.444.9175

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What is the value of your home in this market?

Get your home value estimate, find out how many buyers are looking for a home like yours, receive monthly updates on your property and view recent nearby home sales.

Scan using your smart phone to find out. Or go to:
baker-realestate.com



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REAL ESTATE GROUP

AT DOUGLAS ELLIMAN REAL ESTATE

SOLD BY LEILANI

31702 Paseo Isabella
San Juan Capistrano, CA 92675

Sold for

\$2,899,000

5 bd | 5 ba | 4,914 sqft



28521 Avenida La Mancha
San Juan Capistrano, CA 92675

Sold for

\$3,400,000

4 bd | 4 ba | 5,095 sqft



31381 Paseo Riobo
San Juan Capistrano, CA 92675

Sold for

\$2,800,000

6 bd | 5.5 ba | 4,950 sqft



49 New York Ct
Dana Point, CA 92629

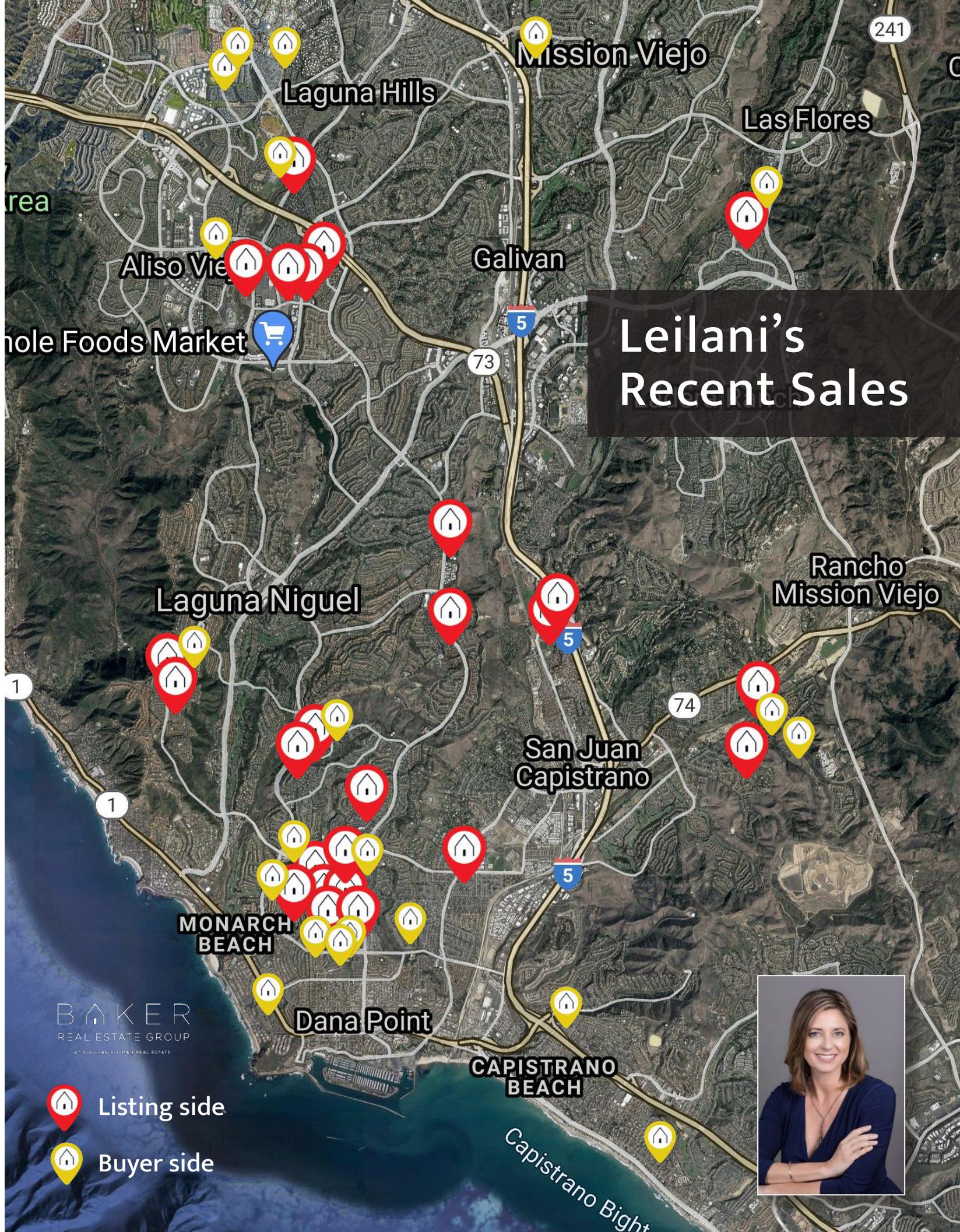
Sold for

\$2,000,000

3 bd | 2.5 ba | 2,487 sqft



Leilani's Recent Sales



 Listing side
 Buyer side



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Getting to know...

Bruce Brenon, founder and CEO of Shine Illumination

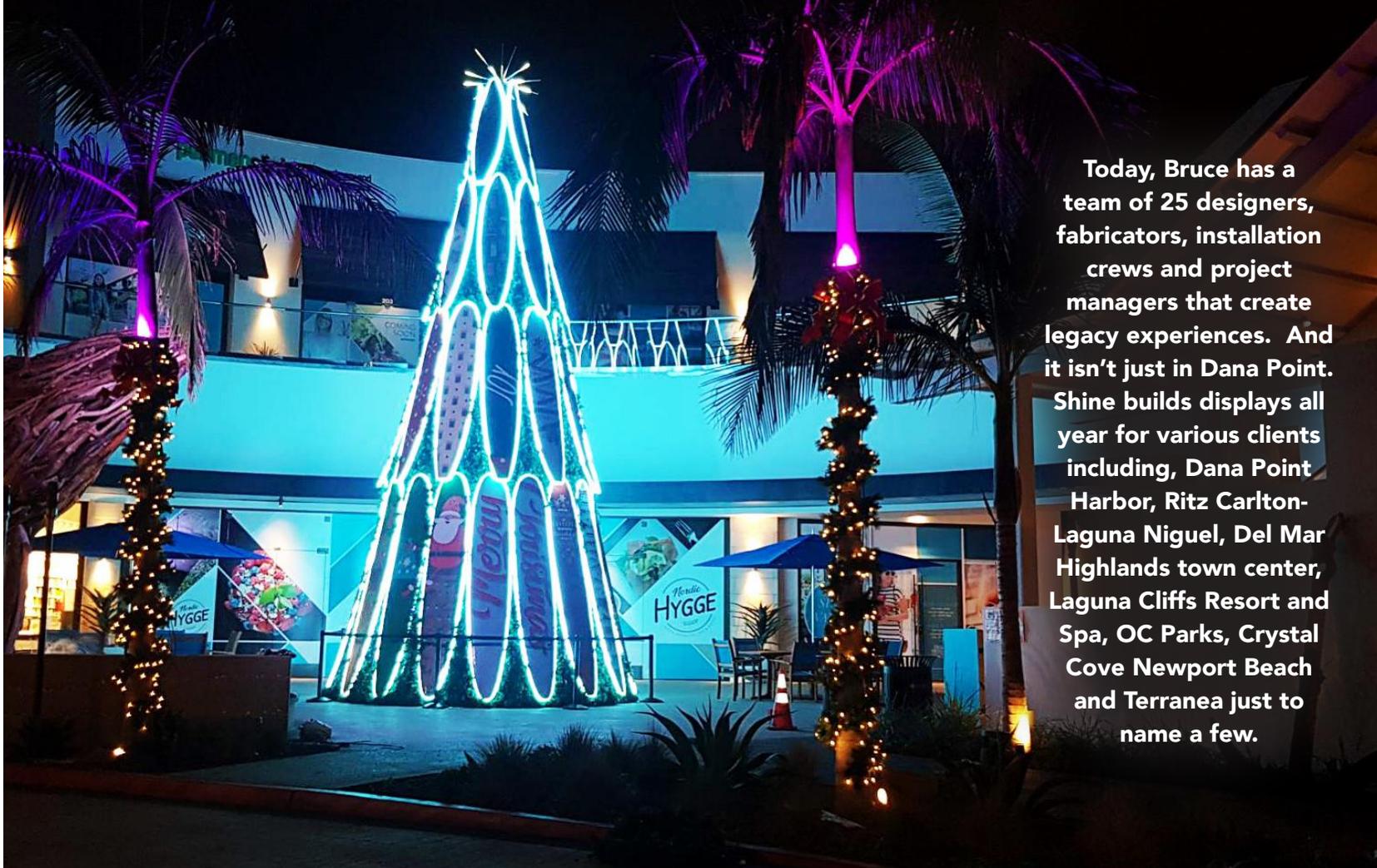
What says holidays in Dana Point more than the beautiful holiday lights at Dana Point Harbor? Personally, they are at the top of my list. The majestic light show we have been fortunate to enjoy for the past 5 years is nothing short of spectacular and is largely responsible for putting me in the holiday spirit. I know I enjoy it yearly with my family; walking through the harbor enjoying all of the sparkle, a cup of hot cocoa, greeting neighbors and visitors alike and of course, snapping our yearly photo under the Merry Kiss Me sign. And it's not just me. Every year I scroll and see post after post of people young and old enjoying a brief moment in time under what has become the symbol of holiday fun in Dana Point. It goes absolutely viral every year!

I sat down with Bruce because I just had to know more about the man who brings so much happiness to those who are fortunate enough to visit and take part in our #HappyHarborDays.

Originally from Missouri, Bruce started his first business at a young age. "When I was a teenager, I told my dad I wanted a car. Instead, he gave me a lawnmower and said, 'Here's your car.' I think a lot of entrepreneurs evolve in the same way – their parents push them to do it on their own." That business grew into a thriving landscaping business that eventually included holiday decorating for clients and small commercial jobs. After a brief stop in Miami, in 2006 he ventured to Southern California and shortly after that founded Shine Illumination. He started with a few private clients and HOAs, but quickly grew to shopping malls, large commercial displays and then entire cities. Shine has grown into one of the largest year-round lighting and display companies in Southern California.

When asked, "What kept you going while you were building your business?", Brenon shared, "I never lost my courage and I surrounded myself with like-minded people as I built Shine into a year-round designer and builder of displays and experiences for events and various holidays."





Today, Bruce has a team of 25 designers, fabricators, installation crews and project managers that create legacy experiences. And it isn't just in Dana Point. Shine builds displays all year for various clients including, Dana Point Harbor, Ritz Carlton-Laguna Niguel, Del Mar Highlands town center, Laguna Cliffs Resort and Spa, OC Parks, Crystal Cove Newport Beach and Terranea just to name a few.

Listening to him talk about his journey made clear his passion for what he does, his vision and inspiration. "My kids inspire me the most, and that is because children are an important target audience for my business. What goes on in a child's imagination is what we want to create. Admittedly, sometimes their ideas are so far out there. But if you can create something to give them that feeling, and let the magic within them come to life, it can create a lifelong memory."

Bruce clearly views life as a landscape waiting to be filled with shareable and memorable visual treats that make people want to tell their friends and families about it, post on social media and return over and over again. In Bruce's words, "At Shine Illumination, my team and I create Instagramable installations and experiences at public spaces, like retail centers, hotels or harbor boardwalks, that attract thousands of people daily. Some displays are 15-foot-tall characters powered by animatronics, and others use lights to create an interactive experience that takes you away to a whimsical land. Our goal is to make everything a playground where families can get back to quality time together, where couples can build new traditions and friends can get the perfect festive photo to share with their Instagram followers."

Well, I'd say he created just that, a holiday experience for young and old to wander through, enjoy and look back on fondly years later and say to each other, "Remember when...?" Now that is a gift! Thank you, Bruce. See you at the playground.

The Happy Harbordays lights are on display throughout Dana Point Harbor from the week before Thanksgiving through the beginning of the new year. You can follow Shine Illumination on Facebook and @shineillumination on Instagram. To get current news about their displays in our area or to find out more information about Shine Illumination, visit shineillumination.com.

Would you like to be a featured business for free?

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support@MaginTouch.com



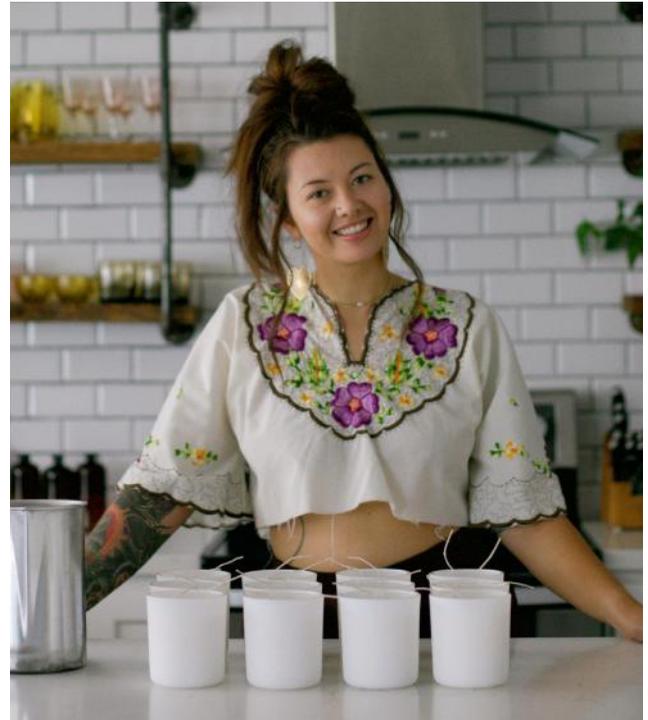
On Point with

Justine Drake of O'Soy Candles

When I was first introduced to Justine, I couldn't help but be immediately impressed with her, her story, her work ethic and of course, her candles. This young lady is a go-getter and an inspiration to those seeking to pursue their passions and has truly learned how to make lemonade out of lemons. Sit back and light a candle (hopefully one of hers) as you learn about how she got her start and how she takes pride in the making of each and every one of her creations.

The founder of O'Soy, Justine Drake was raised locally by a single mother and shares that, "We didn't grow up with much, so it taught me to work hard for the things I wanted." Justine has always been a creative person and definitely thrived when working with her hands. She started making candles around Christmas of 2009 with no intention or expectation of it becoming a business. "I made my first batch of 30 candles in '09, posted about them on Facebook and all 30 sold within days!" For Justine it was a seasonal and part-time gig while she maintained two (very intense) dog grooming jobs through the years. When the pandemic first hit, both of her places of work shut down, giving her time to focus on O'Soy. "This is when and where my business really took off." Soon she was able to leave both jobs and pursue her passion full time. "For me, it was one of the few positive things that came from the pandemic. People were stuck inside, and they wanted their candles!"

For Justine, choosing candle making was a natural choice. Already being passionate about it added to the ease in transitioning to a full business. And genuinely loving every aspect of it surely helped too. When asked what she likes most about it, beaming, she shared, "What I enjoy most about my business is the actual act of making each and every candle. The rhythm of it, the time I get to spend with myself while doing so, the wonderful smells and the satisfaction of finishing off each candle with a nice, pretty label. Usually, once I finish a 3-week workload to prepare for a new restock, I step back and look at my fully stocked shelf and say, 'Wow, I did that.' It's just so satisfying to see the end result, the product of all my hard work."



Baker Real Estate Group Signature Candle





But ultimately, her favorite part of what she does is handing over the freshly made candles to her amazing customers and seeing them enjoy the fruits of her labor. "I love when they share their thoughts and feedback both with me and with their friends and family via social media. It's truly what makes this all worth the while! I really am blessed with the most kind and supportive customer base, whether they are ordering one or many candles. It all matters to me. I feel so lucky."

Justine continues to develop new lines that wow her customer base while keeping the all-time top-sellers so as not to disappoint her loyal fans. When coming up with new creations she works on blends that she is confident will create a frenzy but also creates based on seasons or occasions. Her candles are quality, small batch, soy candles that are handcrafted with clean, non-toxic, 100% phthalate-free oils. And for Justine, it isn't just about the business. It's about giving back to her community too. "I love to give as much as possible. I like setting aside a little bit of my earnings to donate to various campaigns on GoFundMe to help those in need. I also have dog-themed charity candles listed on my website to benefit specific dog rescues, where I donate \$7 for each candle sold." Her generosity is contagious.

It has always been a vision of mine to design a Baker Real Estate signature candle but waited until I found someone like Justine. Her high ethics, quality product and personal style stopped me in my search. The Welcome Home candle has been born and if you see me out at one of my open houses, stop to smell the candle and say "Hi." Who knows, maybe there will be an extra one there for you!

If you are interested in learning more about O'Soy or are interested in ordering some of Justine's creations (just in time for the holidays), you can look her up on Instagram @osoycandles or find her on the web at www.osoy.me.

Dana Point, CA

Single-Family Homes

This week the median list price for Dana Point, CA 92629 is \$9,572,500 with the market action index hovering around 61. This is less than last month's market action index of 63. Inventory has decreased to 20.

MARKET ACTION INDEX

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



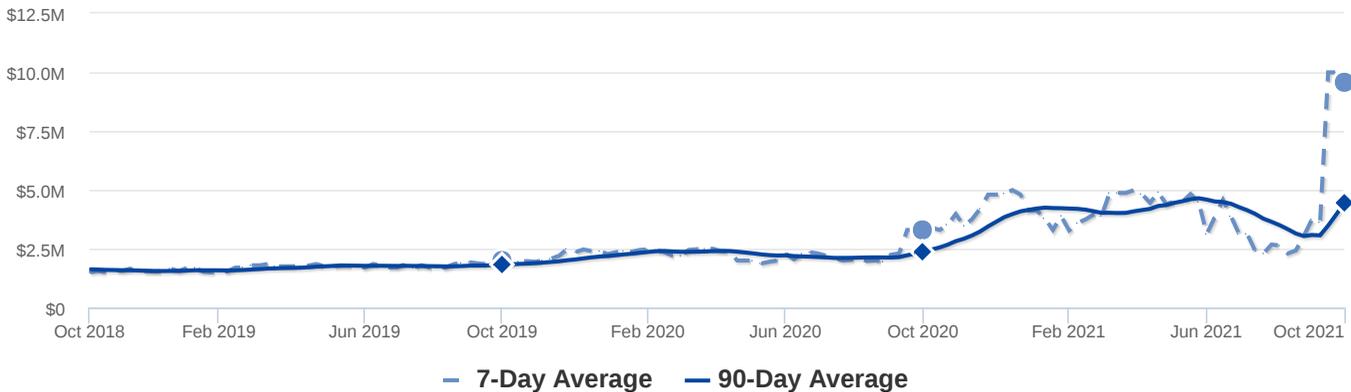
Market appears to have begun to cool. As we're still notably in the Seller's zone, prices have not yet adjusted. If the market continues to cool, then expect prices to follow lower. It may take a few more weeks of slack demand for prices to reflect and begin to fall. Expect this condition if the index falls to the Buyer's zone.

REAL-TIME MARKET PROFILE

Median List Price		\$9,572,500
Median Price of New Listings		\$1,525,000
Per Square Foot		\$1,666
Average Days on Market		139
Median Days on Market		70
Price Decreased		15%
Price Increased		5%
Relisted		10%
Inventory		20
Median Rent		\$6,500
Market Action		61

Strong Seller's Market

MEDIAN LIST PRICE



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
\$21,500,000	7,852	0.25 - 0.5 acre	5	6	50	0	0	364
\$15,250,000	7,800	0.25 - 0.5 acre	5	8	47	0	0	28
\$3,750,000	3,867	8,000 - 10,000 sqft	5	5	59	0	0	84
\$1,525,000	2,282	4,500 - 6,500 sqft	4	3	44	3	2	7

SOLD

24372 Armada Dr, Dana Point, CA 92629

\$1,300,000

4 bd | 2.5 ba | 2,846 sqft

Sold with multiple offers
over list price



Welcome home to your spacious 4 bedroom, 2.5 bath house in the lovely, highly-desired Dana Point neighborhood of Sea Canyon. The largest model in this tract, this attractive 2800+ sq. ft. home is ready for your personal touch. Through the front gate you enter your private entertainer's courtyard with soothing rock fountain. Enter the expansive foyer and find a large office and main living room leading to your kitchen with Viking stove, dining room and back family room complete with fireplace. Outdoors through the double sliders, a very large landscaped entertainer's back yard awaits. A redwood deck plus plentiful areas for gathering, beautiful shade trees and built-in spa, grill and firepit provide opportunities for hosting family and friends.



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