

NOVEMBER 15, 2020



Altadena
CHAMBER of COMMERCE
& CIVIC ASSOCIATION
est. 1924

To support, strengthen and enrich our community with a business culture that provides for a strong economy.

"Your success is our success."



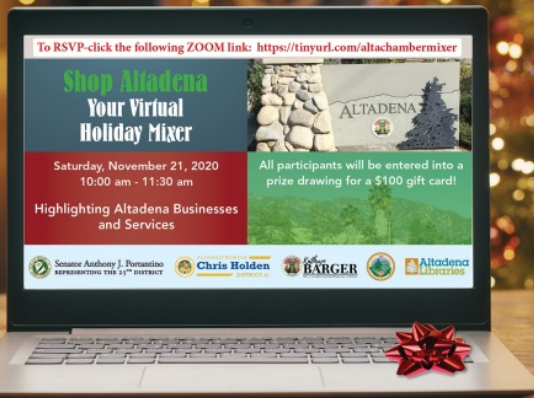
November is the month to remind us of the many things positive things happening in our life.

FREE
and
OPEN TO
EVERYONE

SPONSORED BY:



It's virtual, but it's still a mixer!
Feel free to bring your own
beverage, and join us in getting a sneak
peek at services and products available
from local businesses. Let's ZOOM!



Incorporated in 1924, The Altadena Chamber of Commerce and Civic Association was formed to promote the commercial, industrial, civic and general interests of the Altadena community and its trade area. The Altadena Chamber of Commerce is a non-profit organization and relies upon membership dues and volunteer labor to staff an office and provide services to the community. The Altadena Chamber of Commerce is an equal opportunity organization which strives to reflect the positive and extensive diversity of the community. Membership is open to any person, association, corporation, partnership, estate or other business entity sharing the goals and objectives of the Chamber for the betterment of the entire community of Altadena. The Chamber of Commerce produces special events, hosts periodic mixers, maintains a web site and provides information about Altadena to visitors, residents and businesses.

**Virtual Holiday Mixer
sponsored by
Altadena Chamber of Commerce
November 21, 2020
10 a.m.-11:30a.m.**

**PROMOTE YOUR BUSINESS
GET A SNEAK PEEK AT WHAT BUSINESSES ARE
OFFERING THIS HOLIDAY SEASON**

REGISTER BY CLICKING ON THIS LINK
<https://tinyurl.com/altachambermixer>

DOUG COLLIFLOWERS MARKET REPORT
626-524-4158 | doug@bhhsgolden.com | www.douglcolliflower.com

[Click For Full Report](#)

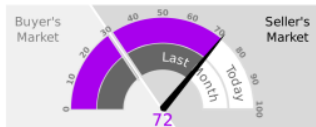
ALTADENA, CA 91001
Single-Family Homes



This week the median list price for Altadena, CA 91001 is \$1,136,950 with the market action index hovering around 72. This is about the same as last month's market action index of 72. Inventory has held steady at or around 32.

MARKET ACTION INDEX

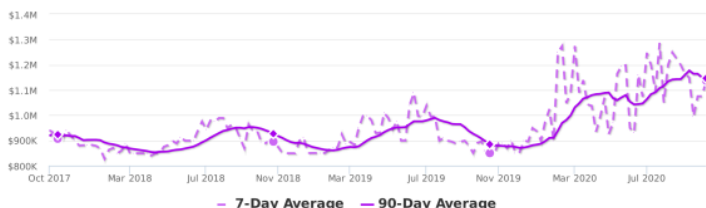
This answers "How's the Market?" by comparing rate of sales versus inventory.



Strong Seller's Market

The market has started cooling and prices have been flat for several weeks. Since we're in the Seller's zone, watch for changes in MAI. If the MAI resumes its climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.

MEDIAN LIST PRICE



REAL-TIME MARKET PROFILE

Median List Price	\$1,136,950
Per Square Foot	\$577
Days on Market	60
Price Decreased	28%
Price Increased	0%
Relisted	13%
Inventory	32
Median Rent	
Most Expensive	\$4,675,000
Least Expensive	\$329,000
Market Action	72

Strong Seller's Market

Chamber of Commerce meetings are held on the 1st Tuesday of each month at 9am

**Meetings are virtual until further notice
Please check web-site for details**

Please email us at:
office@altadenachamber.org

If you would like to be added to the agenda.

**The next meeting:
December 1, 2020**

TAKE ACTION

FREE COVID TESTING

HELP SLOW THE SPREAD. GET TESTED!
FREE CHEEK SWAB TESTING AVAILABLE
RESULTS SENT TO YOU IN 24-48 HOURS

LOCATION:

ALTADENA SEVENTH DAY ADVENTIST CHURCH
2609 N. LINCOLN AVE, ALTADENA 91001

DATES:

TESTING AVAILABLE FROM
11:00AM - 6:00PM:

MONDAY 11/2
TUESDAY 11/3
SATURDAY 11/7
MONDAY 11/9
TUESDAY 11/10
SATURDAY 11/14
MONDAY 11/16
TUESDAY 11/17
MONDAY 11/23
TUESDAY 11/24

TESTING SITE
WILL BE WALK-UP ONLY

OPEN TO ALL! NO I.D.
OR INSURANCE NEEDED

For More Information Call 626.795.5166
Reservation is not required but it helps move the line faster.
<https://curative.com/sites/9989/walkup#9/34.1905/-118.1592>



"BUSINESSS OF THE MONTH"

Photography by Walt

PORTRAITS ■ WEDDINGS ■ PASSPORTS ■ RESTORATION

875 E Mariposa St, Altadena, CA 91001

We are a full-service photography studio located off Lake Avenue in the Pasadena, California area. Our philosophy is that elegant photography does not have to cost a fortune. We are experts both in location and studio images. Photography can be delivered digitally or on film.

Our services include traveling to your location for a Wedding, Birthday Party, Bar Mitzvah, Quinceanera, Sweet Sixteen, Anniversary, Family and Corporate Events.

At our studio we specialize in Family Portraits, Business and Publicity shots, Acting and Modeling Portfolios, Passport/Immigration Photography, as well as Restoration, Retouching and Photographic Copying. Established in 1994.

Owner Walt Trepashko is an award-winning member of Professional Photographers of America.

<https://www.photographybywalt.com>

PROMOTE YOUR EVENT



Do you have any events, promotions or sales coming up? Let the Chamber of Commerce know! We'd be happy to include it in the monthly Newsletter or send out a special announcement to the 600+ members we have on our mailing list. Feel free to contact the Chamber for any information, requests or concerns.

Sincerely,

The Altadena Chamber of Commerce

Join Our Mailing List

Give us your email address to add on our listing.

Office email address:
office@altadenachamber.org

Contact Us

Altadena Chamber of Commerce
730 E. Altadena Dr.
Office email:
office@altaenachamber.org
626-794-3988

Town Council



Altadena
Town Council

The Altadena Town



Altadena Rotary Club donated a new exercise rowing machine to the staff at the Altadena Sheriff Station. Altadena Rotary continues to show appreciation for those that keep our community safe.

Global Entrepreneurship Week

November 16-20, 2020



Did you know that November 16-20, 2020 is Global Entrepreneurship Week? As we pivot and rebuild the economy, SBA has resources to help you rebuild your business, keep your employees safe and healthy and revitalize your community.

[Learn more](#)

Council meets every 3rd Tuesday of the month at 7pm at the Altadena Community Center. The next meeting is Tuesday November 17, 2020. The meeting will be held virtually. Check web-site for details and log-on information.

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

Support our Altadena Businesses

**Businesses are open
Shop local - online and use drive-up whenever possible**

Supporting small and local businesses is more important than ever.

Shopping locally is investing in our community.

CHAMBER EVENTS

**Virtual Mixer
NETWORK AND SHOP
NOVEMBER 21, 2020
10 A.M. - 11:30 A.M.**

**Register to promote your business or just come and find out what local business are offering this holiday season
CLICK BELOW TO REGISTER:**

SBA Disaster Assistance Loans



Has your business been impacted by recent hurricanes, wildfires or other disasters? You may qualify for SBA disaster assistance.

[Learn more](#)

Video: Resources for Veteran Entrepreneurs

Are you a veteran thinking about starting or growing your business? Learn about the various business resources available to veterans from the U.S. Small Business Administration in this short video.

[Watch now](#)

Top 3 Small Business Holiday Marketing Tips for 2020

With Black Friday, Small Business Saturday, and Cyber Monday in November kicking off the holiday shopping season, now is a good time for small businesses to boost sales. This year, 60% of consumers plan to do half or more of their winter holiday shopping at local retailers. Capitalize on this growth opportunity by using the following marketing strategies this holiday season.

[Learn more](#)

<https://tinyurl.com/altachamixer>

"A satisfied customer is the best business strategy of all."

STUDIO PORTRAIT SPECIAL \$60 STUDIO PORTRAIT SPECIAL

Photography by Walt is practicing social distancing when taking your individual studio portrait.

Check out our \$60 Special. Limited time only.

Call for an appointment today.

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CA 91001
(626) 797-7207

studio@photographybywalt.com

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