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Defendant Golden Hills Associates dba Century 21 Golden Hills ("Golden Hills") was served with the original Complaint and summons on April 11, 2007, but filed no answer. Docket No. 8. Golden Hills filed an Answer to the First Amended Complaint ("FAC") on August 3, 2007. Docket No. 35. Golden Hills also filed an Answer to the SAC on December 17, 2007. Docket No. 74. Plaintiffs then propounded written discovery requests on Golden Hills, to which Golden Hills failed to respond. Plaintiffs filed a Motion to Compel Responses to Interrogatories they had served on Golden Hills. Docket No. 186. The court granted the Motion to Compel, and then granted plaintiffs' subsequent Motion for Sanctions and struck Golden Hills's Answer when it failed to respond. Docket Nos. 193, 203, 218. Plaintiffs then requested the Clerk of Court to enter default against Golden Hills, which the Clerk did enter on May 10, 2011. Docket No. 275. Plaintiff Rafael Maldonado Bravo then filed the instant Application for an Order Entering Default Judgment against Golden Hills. Docket No. 284. Golden Hills has not filed an opposition or otherwise appeared since filing its Answer to the SAC.

Based on the moving papers and arguments presented by plaintiff at hearing on October 25, 2011, the Court GRANTS plaintiff Rafael Maldonado Bravo's motion for entry of default judgment against Golden Hills.

LEGAL STANDARD

18 After entry of default by the Clerk, courts are authorized to grant default judgment in their 19 discretion. See FED. R. CIV. P. 55; Aldabe v. Aldabe, 616 F.2d 1089, 1092 (9th Cir. 1980). A court may consider the following factors in deciding whether to enter default judgment: (1) the possibility 20 21 of prejudice to the plaintiff; (2) the merits of the plaintiff's substantive claim; (3) the sufficiency of 22 the complaint; (4) the sum of money at stake in the action; (5) the possibility of a dispute concerning 23 material facts; (6) whether the default was due to excusable neglect; and (7) the strong policy 24 underlying the Federal Rules of Civil Procedure favoring decisions on the merits. Eitel v. McCool, 25 782 F.2d 1470, 1471-72 (9th Cir. 1986). In considering these factors, all factual allegations in the 26 plaintiff's complaint are taken as true, except those relating to damages. TeleVideo Sys., Inc. v. 27 Heidenthal, 826 F.2d 915, 917-18 (9th Cir. 1987). When the damages claimed are not readily ascertainable from the pleadings and the record, the court may conduct a hearing to conduct an 28

accounting, determine the amount of damages, establish the truth of any allegation by evidence, or
 investigate any other matter. FED. R. CIV. P. 55(b)(2).

DISCUSSION

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A. Entry of Default Judgment

5 All of the Eitel factors favor entry of default judgment. Plaintiffs' claims have merit and are 6 sufficiently pled. Once the Clerk of Court enters default, all well-pleaded allegations regarding 7 liability are taken as true except as to the amount of damages. Fair Hous, of Marin v. Combs, 8 285 F.3d 899, 906 (9th Cir. 2002); Geddes v. United Fin. Group, 559 F.2d 557, 560 (9th Cir. 1977). 9 Here, the Clerk entered default against Golden Hills on May 10, 2011. Upon review of Plaintiffs' 10 SAC, the court finds that Mr. Bravo has adequately alleged each of his causes of action. Since all liability-related allegations are taken as true, there can be no dispute over material facts. Further, 11 12 plaintiff would be prejudiced if default is not entered against Golden Hills. Since defendant has 13 failed to participate in this action (and there is no indication that its failure to do so is due to excusable neglect), plaintiff's only recourse is a default judgment. While this court prefers to decide 14 15 matters on the merits, defendants' refusal to participate meaningfully in this litigation renders that 16 impossible. Finally, "default judgment is disfavored when a large amount of money is ... 17 unreasonable in light of defendant's actions." United States v. Ordonez, 2011 U.S. Dist. LEXIS 18 50765, *6 (E.D. Cal. May 11, 2011) (finding that over \$300,000 was appropriate for resolution by 19 default judgment when plaintiff's allegations supported the sum). Here, the sum of money requested, while not insignificant, is small enough to make this matter appropriate for resolution by 20 21 default judgment.

Therefore, the court GRANTS Rafael Maldonado Bravo's application for default judgment
 against Golden Hills.

B. Damages Requested

Plaintiff Bravo requests that the default judgment be entered against Golden Hills for
\$144,190.00. Unlike liability-related allegations, allegations related to damages are not taken as true
upon entry of default against a defendant. Plaintiffs must therefore "prove up" the amount of
damages they seek. Here, plaintiff seeks damages for all of the following:

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1	1. Mr. Bravo had to use \$9,600 of equity on his personal home to pay for the first home he		
2	purchased through Norma Valdovinos and Linda Tran;		
3	2. The deposit on the Blossom Hill property was \$5,000;		
4	3. The Desert Isle deposit was \$2,000;		
5	4. Mr. Bravo had to pay \$4,500 to modify his loans on the Blossom Hill property;		
6	5. Mr. Bravo had to pay an additional \$500 to modify the Desert Isle loans;		
7	6. Mr. Bravo believes that the difference in costs paid versus the rent received on the		
8	Blossom Hill property has cost him \$30,380. The property cannot be rented for as much as		
9	he was led to believe by Valdovinos or Tran;		
10	7. Norma Valdovinos's commission for both the Desert Isle and Blossom Hill properties was		
11	\$51,750;		
12	8. Linda Tran received broker fees and other fees, reflected on Exhibit 1 to the Bravo		
13	Declaration, for Blossom Hill in the amount of \$9,950. She also received a yield spread		
14	premium ("YSP"), also reflected on Exhibit 1 to the Bravo Declaration for \$17,550; and		
15	9. For Desert Isle, Linda received broker and other fees in the amount of \$11,340. She got		
16	YSP of \$1,620.		
17	See generally, Docket No. 286 (Bravo Declaration).		
18	The court is satisfied that plaintiff has provided sufficient evidence to prove the damages he		
19	requests. The court awards plaintiff \$144,190.00 in damages.		
20	CONCLUSION		
21	Default Judgment is hereby ENTERED in favor of Plaintiff Rafael Maldonado Bravo and		
22	against Defendants Golden Hills Associates, Inc., dba Century 21 Golden Hills in the amount of		
23	\$144,190.00.		
24	IT IS SO ORDERED.		
25	Dated: November 16, 2011		
26	HOWALD R. LLOYD UNITED STATES MAGISTRATE JUDGE		
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1	C07-01571 HRL Notice will be electronically mailed to:		
2	Alisha Mei Yuk Louie	alouie@sideman.com	
3	Annette D. Kirkham Cindy Hamilton	annettek@lawfoundation.org, teresam@lawfoundation.org hamiltonc@gtlaw.com, sandiferc@gtlaw.com, svlitdock@gtlaw.com jessicaf@lawfoundation.org, nuemig@lawfoundation.org, teresam@lawfoundation.org rosenthalk@gtlaw.com, sandiferc@gtlaw.com, svlitdock@gtlaw.com kimp@lawfoundation.org, teresam@lawfoundation.org kyrak@lawfoundation.org shawn@parrlawgroup.com, donna@parrlawgroup.com wclast@lastlawfirm.com	
4	Jessica Lynn Fry Karen Rosenthal Kimberly Pederson Kyra Ann Kazantzis Shawn Robert Parr William Cornelius Last, Jr William J. Goines		
5			
6			
7		goinesw@gtlaw.com, sandiferc@gtlaw.com, svlitdock@gtlaw.com	
8	Notice will be mailed to:		
9	Raya Ghajar 1101 Salerno Drive		
10	Campbell, CA 95008		
11	Counsel are responsible for distributing copies of this document to co-counsel who have not registered for e-filing under the court's CM/ECF program.		
12	registered for e-fining under	The court's CW/ECF program.	
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United States District Court For the Northern District of California