



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

MONTHLY NEWSLETTER

AUGUST 2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

Discover the Possibilities:
Your Monthly News and Insights

Welcome to the heartbeat of our thriving real estate community! The KW Northern California and Hawaii Region Monthly Newsletter is your go-to source for staying in the loop on the latest happenings, recognizing outstanding achievements, and navigating the dynamic landscape of our real estate market.



kw × *Canva*

Flagship Enterprise Relationship

Launching September 4





Flagship Enterprise Relationship

Aug. 25

Leadership Email

- Social graphic
- FAQ'S



Aug. 26

Social Announcement

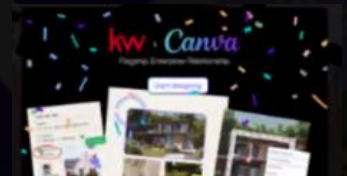
- Launch Date Announcement



Sept. 2

Team Meeting Pres.

- FAQ'S
- Launch Guide
- Tutorials



Sept. 4

Launch Day!

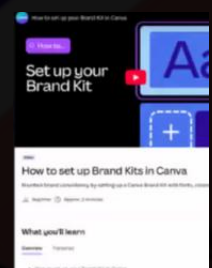
- All Associate Email
- "Our Promise" Social Video
- Internal Banners



Sept. 4 - 5+

Training & Support

- Canva Tutorials
- Answers.kw.com





TOP *Performers*

JULY 2025

Here's to a fantastic month! Setting the pace in Closed Units, Closed Volume, and Listings Taken! Kudos to our high-achieving agents, teams, and groups for their outstanding accomplishments in July 2025.

TOP PERFORMERS

CLOSED *Units*

1 **LUKE EDMONDSON**
CHICO

2 **SARA MIN ZHAO**
OAKLAND

2 **TIFFANY STOCK**
DANVILLE

4 **AKPENE RANSON**
SACRAMENTO METRO

5 **REVELINA UM GROUP**
OAKLAND

JULY
2025

TOP PERFORMERS

CLOSED *Units*

1

TEAM BEDI

PLEASANTON / LIVERMORE

2

CALI HOMES GROUP

SILICON CITY

3

RENNA SHEE TEAM

CUPERTINO

3

**JARED MARTIN &
ASSOCIATES**

FRESNO

5

**FION YAU REAL ESTATE
GROUP**

PENINSULA ESTATES

5

**MICHAEL SOARES REAL
ESTATE**

SACRAMENTO METRO

**JULY
2025**

TOP PERFORMERS

CLOSED *Units*

1 **OWN REAL ESTATE**
PENINSULA ESTATES

2 **ELEVATE REALTY GROUP**
ROSEVILLE

3 **THE MORE REAL ESTATE
GROUP**
FOLSOM

4 **THE RENEE WHITE TEAM**
WALNUT CREEK

4 **THE KAL JOHAL TEAM**
YUBA SUTTER

**JULY
2025**

TOP PERFORMERS

CLOSED *Volume*

1 **ALEXANDER KALLA**
LOS GATOS ESTATES

2 **JULIE WYSS**
LOS GATOS ESTATES

3 **REGINA LIU**
CUPERTINO

4 **MAGGIE MA**
PALO ALTO

5 **SU-LAN WANG**
CUPERTINO

JULY
2025

TOP PERFORMERS

CLOSED *Volume*

TOP TEAMS

1

TEAM BEDI

PLEASANTON / LIVERMORE

2

RENNA SHEE TEAM

CUPERTINO

3

CALI HOMES GROUP

SILICON CITY

4

TANIGUCHI & ASSOCIATES

HONOLULU

5

SBI PROPERTIES

FREMONT

**JULY
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

CLOSED *Volume*

TOP GROUPS

**1 THE DEBBIE SHARP
GROUP**

PENINSULA ESTATES

2 THE DAVE CLARK TEAM

SAN JOSE - SILICON VALLEY

3 OWN REAL ESTATE

PENINSULA ESTATES

4 THE BRASIL GROUP

CUPERTINO

5 COCO TAN TEAM

SAN JOSE - SILICON VALLEY

**JULY
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

LISTINGS

Taken

1

**ROCHELLE AUGUSTIN
BECK**

KW BIG ISLAND

2

CHARLES VELASCO

ELK GROVE

3

ALIFONSO MENDOZA

KW MERCED

4

ALISHA SIMPKINS

CHICO

5

LUKE EDMONDSON

CHICO

**JULY
2025**

TOP PERFORMERS

LISTINGS

Taken

1

TEAM BEDI

PLEASANTON / LIVERMORE

2

RINGO LIU TEAM

OAKLAND

2

FION YAU REAL ESTATE GROUP

PENINSULA ESTATES

4

THE FICKERT TEAM

CHICO

4

DAVENPORT REAL ESTATE GROUP

LOS GATOS ESTATES

4

CLAUDIA MILLS REAL ESTATE TEAM

OAKLAND

4

SOUSOU TEAM

PLEASANTON / LIVERMORE

**JULY
2025**

TOP PERFORMERS

LISTINGS *Taken*

TOP GROUPS

1

THE BECKY WILLIAMS TEAM

CHICO

2

THE MORE REAL ESTATE GROUP

FOLSOM

3

MC1168 LEADS TEAM

KW BIG ISLAND

3

TEAM LALLY

HONOLULU

3

THE GUNDERMAN GROUP

OAKLAND

JULY
2025

KW NORTHERN CALIFORNIA AND HAWAII REGION



NEW *Associates*

JULY 2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

NEW ASSOCIATES *Partners*

JULY 2025

DAVID STRINGER	BRENTWOOD
IVY GALLOWAY	BRENTWOOD
STACY YOUNGER	BRENTWOOD
MARIA CABRERA	CARMEL
ABHISHEK KUMAR KEDIA	CUPERTINO
JEREMY RAMOS	DANVILLE
MOHAMMAD REZA ATTARHA	DANVILLE
RONAK MISSON	DANVILLE
RUNCAI LUDGEY	DANVILLE
THOMAS GILL	DANVILLE
CRAIG WINTERHALDER	ELK GROVE
NICOLE EAGAN	ELK GROVE
TANGCAN LIU	ELK GROVE
WILLIAM EIPPER	ELK GROVE
JASKIRAT SINGH	FREMONT
RIPON MIAH	FREMONT
SHIRIN KHALATBARI	FREMONT
ANGELA HENSLEY	FRESNO
ANTHONY LOPEZ	FRESNO
CASEY COLLINS	HONOLULU

CHRIS LENNON	HONOLULU
DEVAREI MIKAMI	HONOLULU
KIT PARSONS	HONOLULU
NATALIYA HAWTHORN	KW BIG ISLAND
TIFFANI STEELE	KW BIG ISLAND
DANIELLE ORDONEZ	KW MAUI WEST
JASPER STROUD	KW MAUI WEST
KALIA LANOZA	KW MAUI WEST
MARNIE MEUSER	KW MAUI WEST
ALIFONSO MENDOZA	KW MERCED
ASHLEY ALVAREZ	KW MERCED
BRIAN RAYMOND	KW MERCED
CEICALI JACOBS	KW MERCED
CRYSTAL RAMIREZ	KW MERCED
ELIOT KROTIK	KW MERCED
JACQUELINE LINDO	KW MERCED
RACHEL ELIZABETH WILLIAMS	KW MERCED
SHELBY MILLER	KW MERCED
ALEJANDRO FLORES CAMPOS	LOS GATOS ESTATES
APRIL LAIRD	LOS GATOS ESTATES

NEW ASSOCIATES *Partners*

JULY 2025

KATARINA FOXWELL	KW MAUI WEST
KELLI HARDING	KW MAUI WEST
MICHELLE COLLATOS-RUML	KW MAUI WEST
STEFANIE OLSON	KW MAUI WEST
RICHARD RODARTE	KW MAUI WEST
KRISTIE SLEVIN	KW MAUI WEST
ARMAN RAHBAR	LOS GATOS ESTATES
CHI IN KIM	LOS GATOS ESTATES
CITLALY VERGARA RODRIGUEZ	LOS GATOS ESTATES
JENNY WONG	LOS GATOS ESTATES
JESSICA CRUM	LOS GATOS ESTATES
ANGEL LOPEZ GALAVIZ	MODESTO
BRANDON STOKES	OAKLAND
JOSE LUIS MENDEZ ENTREKIN	OAKLAND
MADISON LENOIR-IRWIN	OAKLAND
JACOB LARKIN	PALO ALTO
KEVIN MEYERS	PALO ALTO
MANRAJ SACHDEVA	PALO ALTO
MICHELLE CHANG	PALO ALTO
BETTY ZOTTI	PENINSULA ESTATES

BLANCA AGUIRRE	PENINSULA ESTATES
BOB PALACIO	PENINSULA ESTATES
DONG SEUNG SHIN	PENINSULA ESTATES
LILY CHAMBERS	PENINSULA ESTATES
MARY MONROE	PENINSULA ESTATES
NAHAL JAFARI ESFIDVAJANI	PENINSULA ESTATES
PATRICK RILEY SMITH	PENINSULA ESTATES
PETER THOMAS BROWN	PENINSULA ESTATES
JENNIFER BUTTERFIELD	PLEASANTON / LIVERMORE
ZILIN WANG	PLEASANTON / LIVERMORE
AMBER JOHNSON	ROSEVILLE
HANNAH AUSTIN	ROSEVILLE
JOHN MCCAIN	ROSEVILLE
JOSEPH NOLAN	ROSEVILLE
JUAN LOPEZ	ROSEVILLE
KENNEDY BRUCE	ROSEVILLE
LYNN FORTUNE	ROSEVILLE
OLIVER KANE	ROSEVILLE
OTGONJARGAL SANJAA	ROSEVILLE
SHANNON WRIGHT	ROSEVILLE

NEW ASSOCIATES *Partners*

JULY 2025

JANE VASQUEZ	LOS GATOS ESTATES
KENDRA THOMPSON	LOS GATOS ESTATES
MARK BURSTEIN	LOS GATOS ESTATES
MELODY WANG	LOS GATOS ESTATES
PATRICIA OTERO	LOS GATOS ESTATES
PAUL BURDICK	LOS GATOS ESTATES
RAMON SERGIO ROSAS ARTEAGA	LOS GATOS ESTATES
YENNIE PHI WONG	LOS GATOS ESTATES
DANICA DUKE	MODESTO
ASHLEY MOORE	OAKLAND
KUNGA NYIMA	OAKLAND
TASHARRA SMITH	OAKLAND
LUIS BOTERO	PALO ALTO
STEVEN GOMEZ	PALO ALTO
CATHY SHUQING MA	PENINSULA ESTATES
CHUN LI	PENINSULA ESTATES
FARINA SHARIAR	PENINSULA ESTATES
LEECHI CHAN	PENINSULA ESTATES
MARIO LACSAMANA ALVOR	PENINSULA ESTATES
STEPHANIE CHONG	PENINSULA ESTATES

BRENDA MECKENSTOCK	PLEASANTON / LIVERMORE
JESSICA SILVEIRA TOSTE	PLEASANTON / LIVERMORE
JUAN YUN	PLEASANTON / LIVERMORE
ROOPASHREE RAMACHANDRA	PLEASANTON / LIVERMORE
AVNINDER DEOL	ROSEVILLE
BLAKE HARVEY	ROSEVILLE
GREGORY PIERSOL	ROSEVILLE
ILONA ZABLOTSKIY	ROSEVILLE
ISABELLA ZAMMARRELLI	ROSEVILLE
JOSHUA CALDWELL	ROSEVILLE
LIANNA RAKHUBA	ROSEVILLE
SHANNON MABBERLEY	ROSEVILLE
AMY MOLLES	SACRAMENTO METRO
DESANIQUE MCCURDY	SACRAMENTO METRO
EMMA RUTH JACKSON	SACRAMENTO METRO
FAITH ARANO	SACRAMENTO METRO
HARKIRT SINGH	SACRAMENTO METRO
JOSE BARAJAS	SACRAMENTO METRO
KARANVEER RANDHAWA	SACRAMENTO METRO
MARISSA MANDELL	SACRAMENTO METRO

NEW ASSOCIATES *Partners*

JULY 2025

MARLYNNE COX	SACRAMENTO METRO
NATALIE GANDOLFO	SACRAMENTO METRO
NATALIYA KASHUTA	SACRAMENTO METRO
TIFFANY VAN SOK	SACRAMENTO METRO
LYNDEN PRICE	SAN JOSE SILICON VALLEY
THOMAS MA	SANTA CLARA VALLEY
VICTOR OROZCO	SANTA CLARA VALLEY
AMY YAROSZ	SANTA CRUZ
CRYSTAL STEFANI	SANTA CRUZ
ELIZABETH ALLEN-JUSTINE	SANTA CRUZ
JOSE OURIQUE	SANTA CRUZ
NICHOLAS GLINKOWSKI	SANTA CRUZ
JENNIFER MILLER	SANTA ROSA
ECHO HOWELL	SIERRA FOOTHILLS
NIANA NIVENS	SIERRA FOOTHILLS
JOSEPH HALE	SILICON CITY
MICHAEL PINEDA	SILICON CITY
JOELA NORMAN	STOCKTON
JORGE NOGUERA	STOCKTON
LESLIE MARTINEZ	STOCKTON

MICHELE KIMBROUGH	STOCKTON
MORSAL SHIR	STOCKTON
SARAH MENDOZA	STOCKTON
IRMA ALCANTAR	VACA VALLEY
ROCHELLE BAILEY	VACA VALLEY
SAMBHAV AJMANI	VACA VALLEY
AMY CALLAHAN	WALNUT CREEK
DONALD LOEFFLER	WALNUT CREEK
ELSPETH FITZ-SIMON	WALNUT CREEK
KAREN ROLANDELLI	WALNUT CREEK
KELLY SCHOLES	WALNUT CREEK
KRISTINA TEASLEY	WALNUT CREEK
SHANICE LANGSTON	WALNUT CREEK
SHARA DZERIGIAN	WALNUT CREEK
MANVEER SINGH	YUBA SUTTER



Now there's an ultimate roadmap for new agents to master the basics, launch their business, and outlast any challenge! From Jay Papasan, co-author of the best-selling real estate career guide of all time, comes *Rookie Real Estate Agent: Launch a Limitless Career That Lasts*.

In these pages, you'll learn how to:

1. Adopt the mindset needed for success and start with confidence
2. Cut through jargon to master fundamentals
3. Build a six-figure business plan and manage finances
4. Lead generate to connect with motivated buyers and sellers
5. Deliver high-value service to clients
6. Navigate from agreement to contract-to-close and getting paid
7. Work your database for predictable future income

Rookie Real Estate Agent provides the tools and knowledge to thrive in any market!

ORDER NOW!



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HAWAII REGION
KELLERWILLIAMS. REALTY

MLS market data. Reimagined.

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BY TRENDGRAPHIX



Facts & Trends turns MLS market data into simple, easy-to-understand visuals that reveal what matters to your clients. Just the good stuff, none of the noise.

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A “Confusion” of Opportunities

Jay Papasan

Co-author of The ONE Thing & The Millionaire Real Estate Agent

A “Confusion” of Opportunities

“Learning to choose is hard. Learning to choose well is harder. And learning to choose well in a world of unlimited possibilities is harder still, perhaps too hard.” — Barry Schwartz

A few weeks ago, I sat down for coffee with a potential new executive coach for The ONE Thing. Her credentials were impressive: a Ph.D., senior consulting experience at Deloitte, former Head of Onboarding at Google, and current experience in executive coaching. Here’s what caught my attention. When we met, she’d just received four job offers in recent weeks. And there I was, proposing a fifth opportunity!

We laughed about her predicament and wondered what the collective noun should be for opportunities. You often hear an “array” or a “flurry” of opportunities. We decided it should really be a “confusion” of opportunities. Because let’s be honest—it’s genuinely hard to choose! We shared our favorite collective nouns: a murder of crows, a flamboyance of flamingos, an exaltation of larks. (I guess birds get all the attention when it comes to creative naming.)

The coffee conversation got me thinking about a fundamental challenge we all face: How do we choose between good opportunities when we can’t test-drive our decisions?

Here’s the thing about choices—economists call it “opportunity cost.” It’s a simple concept: when you choose one thing, you give up everything else you could have chosen instead. If you spend your Saturday morning getting a head start on a work project, the opportunity cost might be sleeping in, working out, or tackling that home project.

The challenge isn’t just that we have to choose. It’s that we don’t get to A/B test our lives. We can’t live multiple lives in parallel to see which decision would have worked out better. You’ll never know if you made the right choice. You can only try to make the best decision about your future based on what matters most to you.

This is where many people get stuck. They agonize over what might have been or spend endless hours trying to predict an unpredictable future.

Here’s what I’ve learned – big decisions deserve big thinking. When you’re choosing between significant opportunities, resist the urge to decide quickly. Instead, build in space for reflection.

Talk it through with a trusted friend, mentor, or coach. Run it through the filter of your core values with them. Sometimes the act of explaining your thinking out loud reveals insights you can’t see when the thoughts are just swirling in your head. At The ONE Thing, we work with people on exactly these kinds of decisions because an outside perspective can be invaluable. (And by the way. You don’t need a committee. Too many opinions can make your head spin.)

Most importantly, remember that choosing well isn’t about picking the opportunity with the most upside or the least risk. It’s about picking the opportunity that best honors who you are and who you want to become.

You may never know if you made the “right” choice. But when your decision aligns with your values, you can have confidence that you made the best choice available to you at the time. And that’s all any of us can do.

PSA – Could you use more thinking time? August 25 – 28, we’re hosting a 4 x 4 Bootcamp designed to help attendees win back 4 hours a week. Grab your seat [here](#).

One question to ponder in your thinking time: What big decision am I facing right now that would benefit from big thinking?



Rookie Resource Spotlight: 3 Steps to Set Appointments



Rookie Resource Spotlight:

3 Steps to Set Appointments

Appointments mark the beginning of your official relationship with a client. That's why it's crucial to be able to convert leads to buyer and seller consultations, where you will showcase your skills and services and get a client to formally sign on to work with you.

There are three simple steps you can follow to help you convert more leads and set more appointments that turn into signed agreements (and eventually, closings!).

Step 1: Connect

Connecting with clients is about two things: contacting them quickly and addressing their wants and needs.

1. Optimize Speed-to-Lead

Between 70 and 75 percent of buyers and sellers will sign with the first agent they interview. There is a huge advantage in being first! If you connect quickly (within the day, at least), the odds lean in your favor. Make sure you have a system where you can respond to any calls, texts, emails, or clicks as soon as possible—in a TCPA-compliant way, of course.

2. Uncover Wants and Needs

Once you connect with someone, it's time to take your relationship to the next level. Be curious! Practice open-ended questions that extend conversations. The answers you get from this initial connection will help you customize your seller or buyer consultation later.

Step 2: Qualify

It is essential to qualify buyers and sellers to discover their goals, timelines, and motivation before you meet and commit your valuable time. A simple framework for a qualified lead is if they are ready, willing, and able.

Readiness is about personal motives for wanting to buy or sell. They are motivated to make strategic decisions now. Willingness is how urgent someone is to make decisions in the current market. They have a deep reason driving their need to move, and are willing to navigate different, potentially difficult, scenarios to get to their goal. Ability lies in financial capacity. Do they have funds for a down payment? Are they pre-approved for a loan?

When you've determined someone's readiness, willingness, and ability, you can group them into A, B, and C Clients.

ABC Clients			
	Qualification		
A Client	✓	✓	✓
B Client	✓	✓	
C Client	✓		

Figure 40

A Clients are the closest to doing business with you. They are ready, willing, and able. B Clients lack one of the three key ingredients to do business in the near future. C Clients might be curious but have no immediate need to purchase or sell a home. B and C Clients can continue to be nurtured in your database. A Clients are ready for a consultation!

Step 2: Qualify

It's best practice to assume someone wants to meet with you. If they have objections, you can handle them and continue to nurture them if they end up not being ready. But if you've connected with and qualified someone, suggest that it's time for an official meeting.

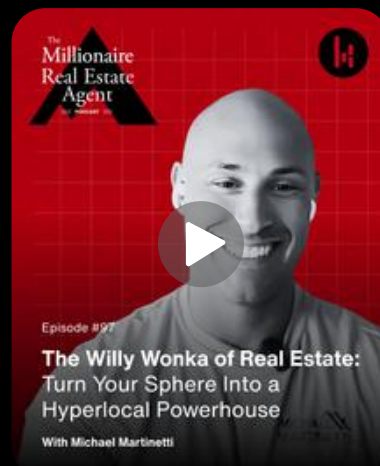
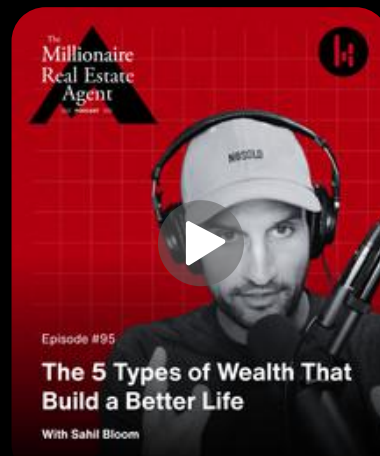
Suggest something to do during the consultation, like go over comps or look at available homes online, and offer two or three options for appointment times. Explain why you are the right agent to work with. Personalize your pitch for an appointment by offering what they say they want, and then deliver on it when the time comes. This will lead to a smooth transition from an appointment to a signed agreement!

THE MILLIONAIRE REAL ESTATE AGENT PODCAST

Join Jason Abrams and mega agent guests each week as they unlock the secrets to becoming a millionaire real estate entrepreneur



AUGUST 2025 PODCAST HIGHLIGHT



LISTEN TO MORE PODCAST



THE ONE THING^{with} JAY PAPASAN

AUGUST 2025 PODCAST HIGHLIGHT



LISTEN TO MORE PODCAST



TRAININGS AND *Events*

KW NORTHERN CALIFORNIA AND HAWAII REGION

UPCOMING REGION *Events*



September 8

CAREER VISIONING WITH
TONY BRODIE & PATRICK WOODS

REGISTER NOW



September 8

PRE-BUSINESS PLANNING CLASS
WITH ZACH YOUNGER AND HERB CATANIA

REGISTER NOW



September 9

BUILDING THE TEAM THE BEST WILL
LEAD AND NEVER WANT TO LEAVE
WITH MATT SUTTER

REGISTER NOW



September 10

ADVANCED MREA:
BUSINESS PLANNING CLINIC WITH
MATT SUTTER

REGISTER NOW



October 7

NCHR ELITE – HONOLULU, HI

SAVE THE DATE



October 13 – October 14

TRAIN THE TRAINER ADVANCED
WORKSHOP WITH ZACH YOUNGER

REGISTER NOW

UPCOMING REGION *Events*



October 15

AGENT FINANCIALS WITH
HERB CATANIA

REGISTER NOW



October 28 - October 29

ALC CLINIC

REGISTRATION UPCOMING



December 4 - December 5

KELLER LEADERSHIP ACADEMY WITH
MARK WILLIS

REGISTRATION UPCOMING

UPCOMING KWRI *Events*



September 15-16, 2025

[REGISTER](#)

COACHING SKILLS CAMP

Coaching Skills Camp was designed to help you learn to think like a coach and build lifelong skills that yield long-term benefits for your clients, your teams, your family – and yourself.



September 16, 2025

[REGISTER](#)

BECOME A KWU CERTIFIED TRAINER – INFO SESSION

Join us for an upcoming informational session where you'll learn what it means to serve as KWU Faculty, how the application process works, and the value of being a trailblazer in education at KW.

[VIEW MORE SCHEDULED AHEAD](#)

OPEN TO ALL KW AGENTS

KELLERWILLIAMS

Luxury

TRAINING CALL

THE ROAD TO SYMPOSIUM 2025

SEPTEMBER 3RD

10:00 AM CST



ZOOM CALL

TOPIC

Your Skills Are the Separator: 5 High-Impact Skills to Sharpen and Demonstrate in the Last 120 Days of 2025

REGISTER TODAY!

[DISCOVERKWLUXURY.COM/EVENTS](https://discoverkwluxury.com/events)

LEARN THE 3 M'S OF MULTIPLYING YOUR BUSINESS

OCTOBER 14, 2025

9:00 AM–12:00 PM PT

6:00 AM–9:00 AM HT

VIRTUAL EVENT



VIP Packages

Since you joined us for Multiply 2024, we want to thank you with a special offer—VIP tickets for \$75 \$99 with code 2024THANKS! This year, we have a new slate of presenters speaking on a fresh set of topics: Marketing, Massive Listings, and Mindset.

- With your VIP ticket, you'll receive:
- A ticket to the Multiply Your Business stream on October 14 from 11:00 a.m. to 2:00 p.m. CST
- The VIP-only Multiply Your Business playbook, with the best takeaways from each presentation
- An exclusive training video with expert brand builder, [Justin Batt](#)
- Access to the event recording, so you can go back and listen to the most engaging speakers when you need a dose of inspiration

We hope you'll join us again!

The discount code is:

2024THANKS

(but it expires September 1st, so act now!)

GET A DISCOUNTED VIP TICKET

Help Your Market Centers

We're encouraging each Region to rally all of their Market Centers to attend. We've brought back the [Market Center Watch Party](#), so everyone can gather together to learn and share their thoughts as a group from 11:00 a.m. to 2:00 p.m. CST on October 14!

We're calling on each Region to raise \$10,000 during this campaign, which takes place during natural disaster season. Every ticket is a 100% donation to KW Cares and will count toward your Region's goal.

When you hit that \$10,000 goal, every Market Center in your Region will be invited to a call with a Jay Papasan! And the top Region will win a free ALC Clinic with James Shaw!

BOOK A WATCH PARTY

KELLER WILLIAMS LUXURY

SYMPOSIUM

OCTOBER 25 - 27, 2025 | PALM BEACH, FL

JOIN US FOR THE ULTIMATE LUXURY LEARNING
EXPERIENCE OF THE YEAR!



Join us for Luxury Symposium 2025, taking place October 25-27 at the renowned PGA National Resort in Palm Beach Gardens, Florida. This exclusive event at an iconic destination makes it a gathering not to be missed.

REGISTER NOW

2026 FAMILY REUNION



FEB. 21-24 / ATLANTA, GA

TICKETS ON SALE NOW!

General Admission Pass

Your General Admission ticket is your pass to all things Mega Agent Camp, including main stage sessions, MAC receptions, and the exhibit hall.

\$899

Register Now →

\$899 - Early Bird

ON SALE - Register Now

\$999 - Tier 1

\$1,099 - Tier 2

\$1,199 - Tier 3

[Event Participant T&C](#)

Digital Experience

This pass allows for you to watch select sessions that are being live streamed online from anywhere in the world. This does not include any onsite access.

\$99

Register Now →

\$99 - Early Bird

ON SALE - Register Now

\$129 - Tier 1

\$149 - Tier 2

\$179 - Tier 3

REGISTER NOW



MEGA AGENT CAMP 2025 HIGHLIGHTS

In August 2025, Keller Williams hosted Mega Agent Camp, bringing together thousands of agents and leaders from around the world.

The event featured powerful market insights from Gary Keller, high-level training sessions, and inspiring panels with top agents and leaders. Attendees were encouraged to take action, fail forward, and never settle, walking away with proven strategies to grow scalable and profitable businesses.

Beyond the learning, Mega Agent Camp highlighted the strength of the KW culture—community, collaboration, and fun—making it an unforgettable experience for everyone who attended.



A dark gray background featuring a 3D bar chart with several bars of varying heights. The bars are rendered with perspective, giving them a three-dimensional appearance. The overall aesthetic is professional and data-oriented.

MARKET

Stats

JULY 2025

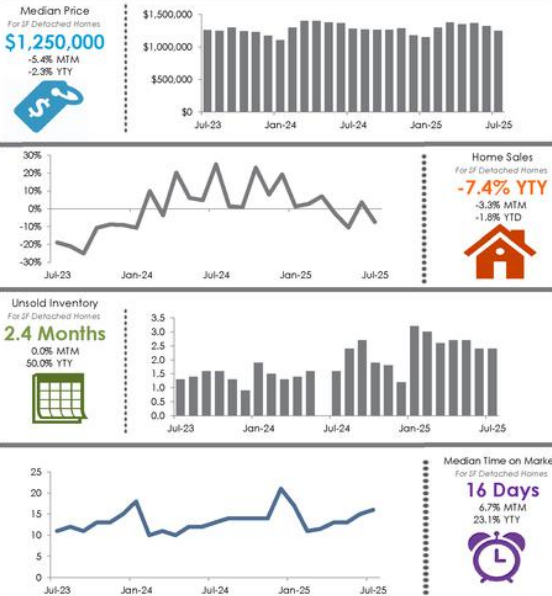
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

ALAMEDA MARKET UPDATE



CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics
Alameda County Market Update

Trends At A Glance For: **July 2025**



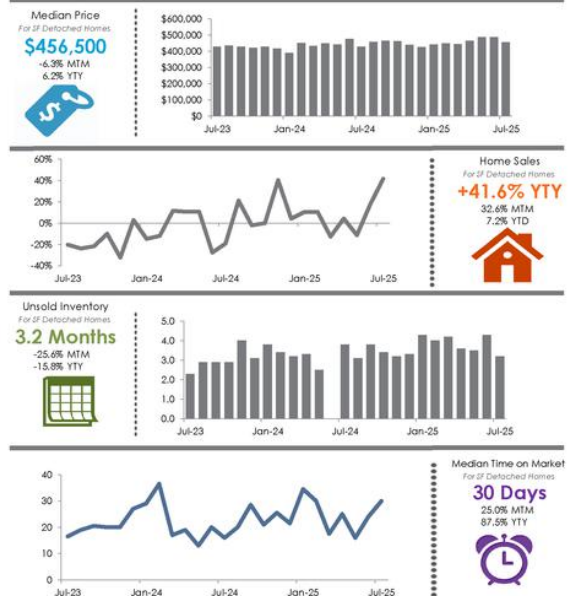
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

BUTTE MARKET UPDATE



CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics
Butte County Market Update

Trends At A Glance For: **July 2025**



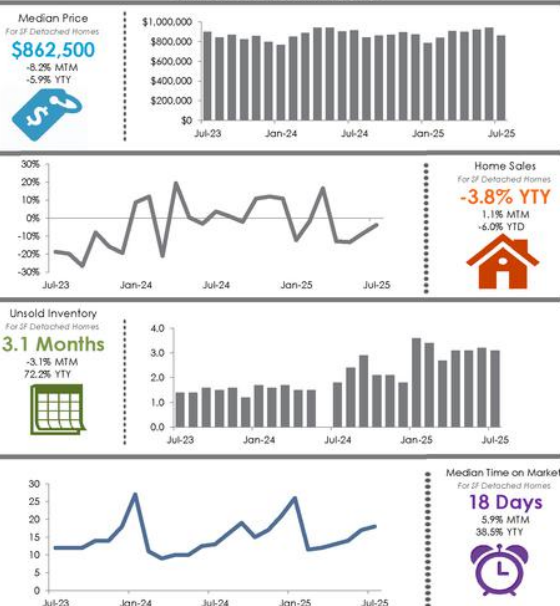
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

CONTRA-COSTA MARKET UPDATE



CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics
Contra-Costa County Market Update

Trends At A Glance For: **July 2025**



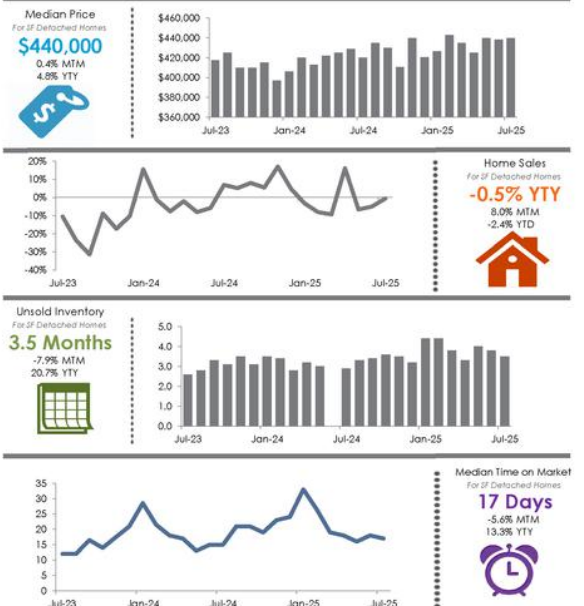
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

FRESNO MARKET UPDATE



CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics
Fresno County Market Update

Trends At A Glance For: **July 2025**



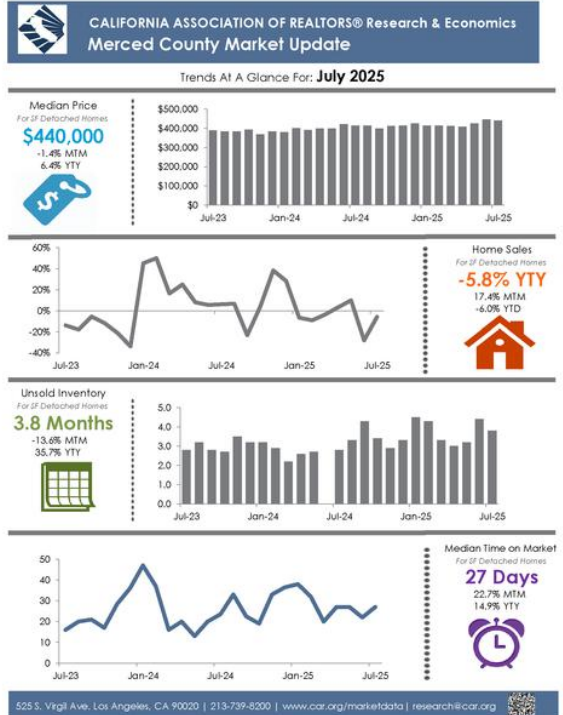
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

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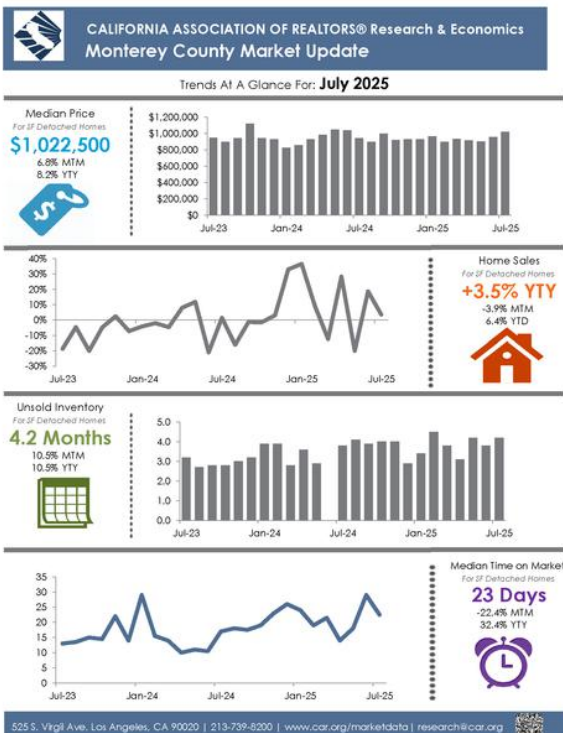
MARIN MARKET UPDATE



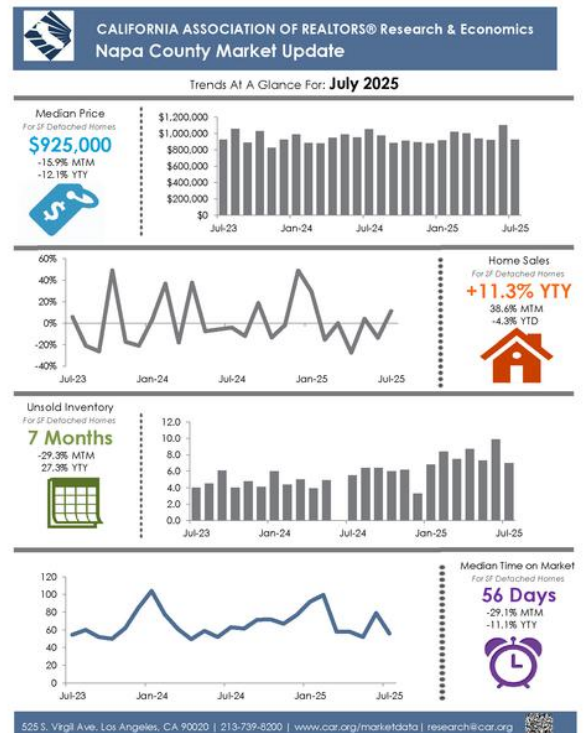
MERCED MARKET UPDATE



MONTEREY MARKET UPDATE



NAPA MARKET UPDATE

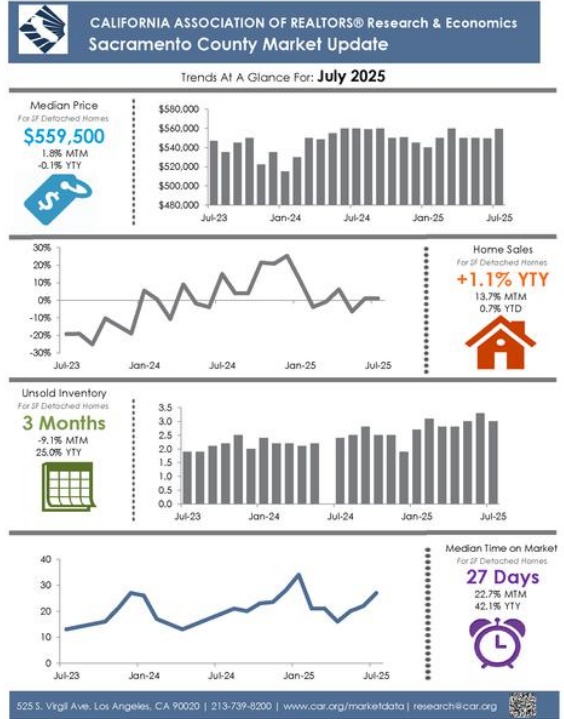


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PLACER MARKET UPDATE



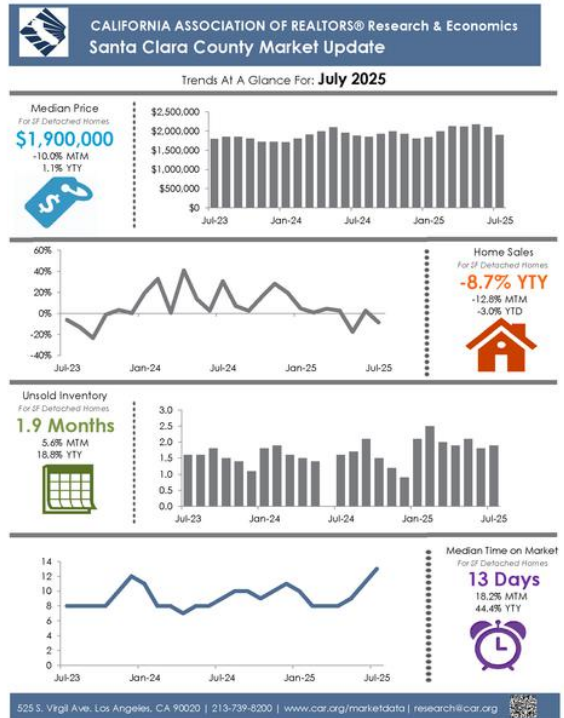
SACRAMENTO MARKET UPDATE



SAN FRANCISCO MARKET UPDATE



SANTA CLARA MARKET UPDATE

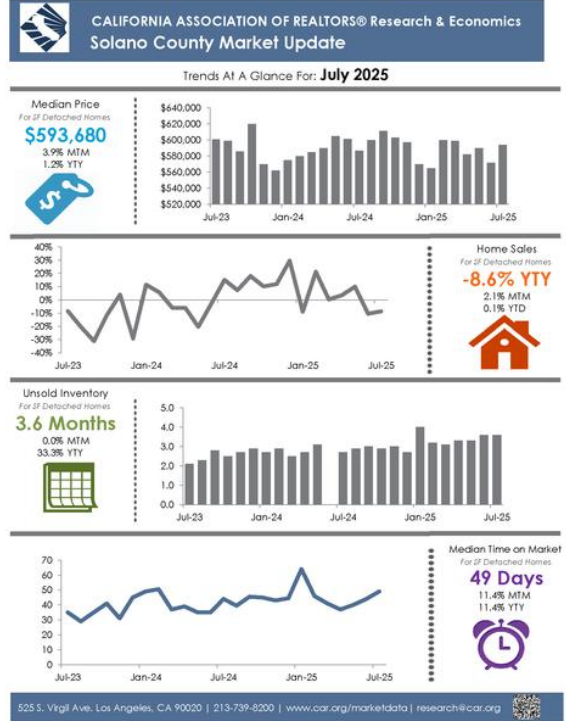


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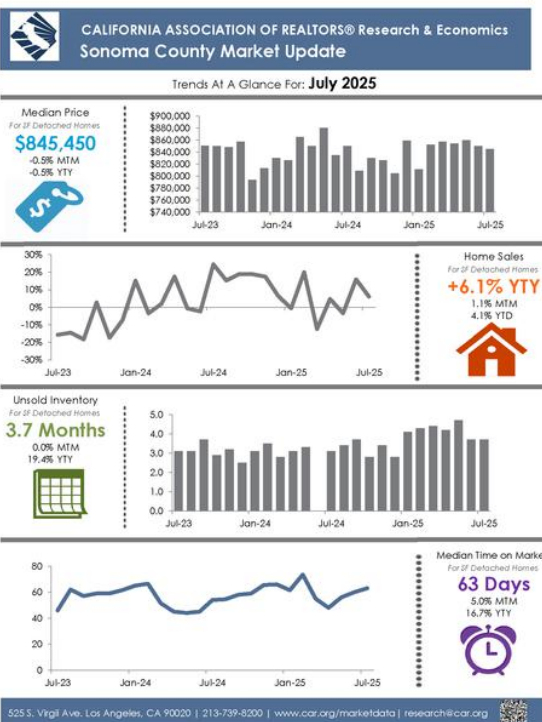
SANTA CRUZ MARKET UPDATE



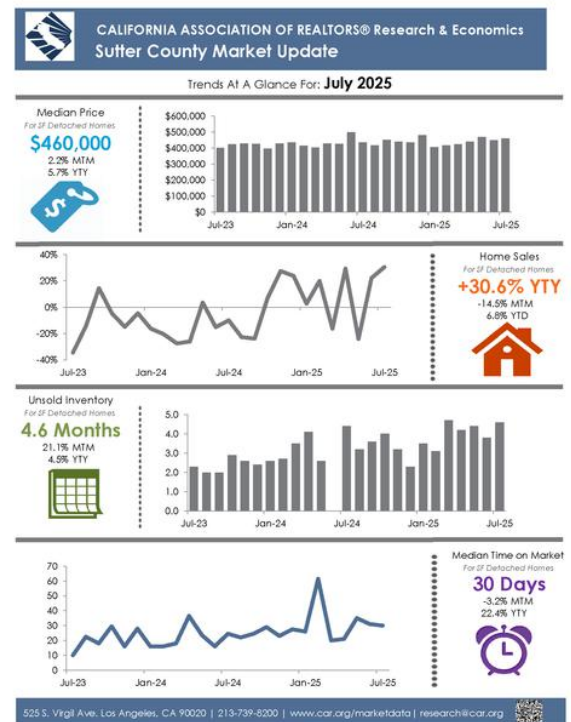
SOLANO MARKET UPDATE



SONOMA MARKET UPDATE



SUTTER MARKET UPDATE

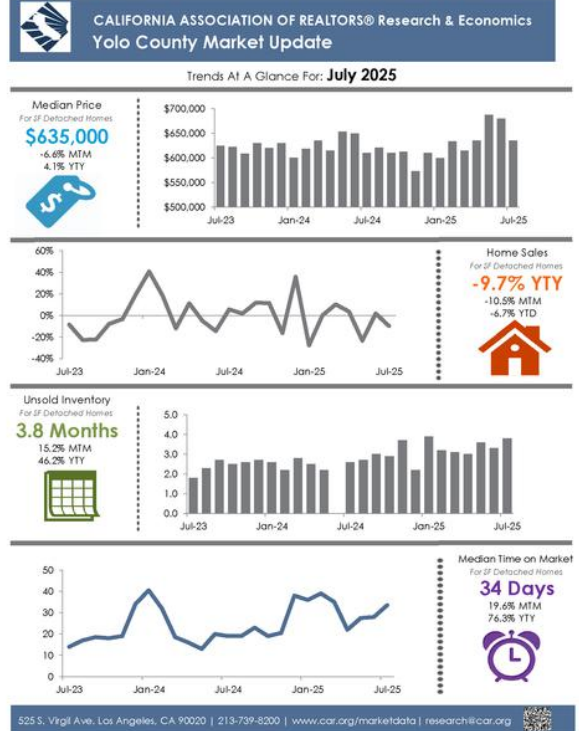


CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

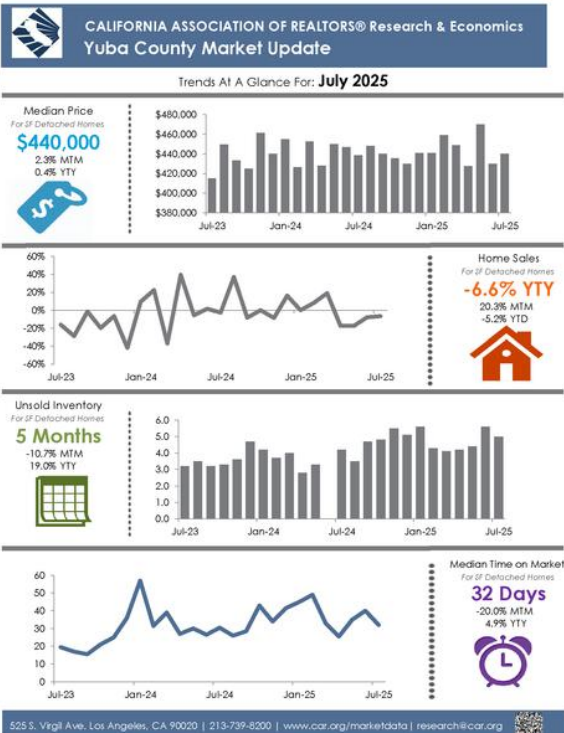
TUOLUMNE MARKET UPDATE



YOLO MARKET UPDATE



YUBA MARKET UPDATE



The background is a solid dark blue. It features several large, organic, wavy shapes in lighter shades of blue. One shape is in the top right corner, and another is in the bottom left corner. These shapes create a modern, flowing aesthetic.

JULY 2025

CALIFORNIA HOUSING MARKET *Update*

Monthly Sales and Price Statistics

California Housing Market Snapshot

July 2025



261,820
-4.1% YTY

Existing Home Sales
-0.4% YTD % change



Median
Sales Price

\$884,050
-0.3% Y2Y



Unsold Inventory
Index

3.7 months
+27.6% Y2Y

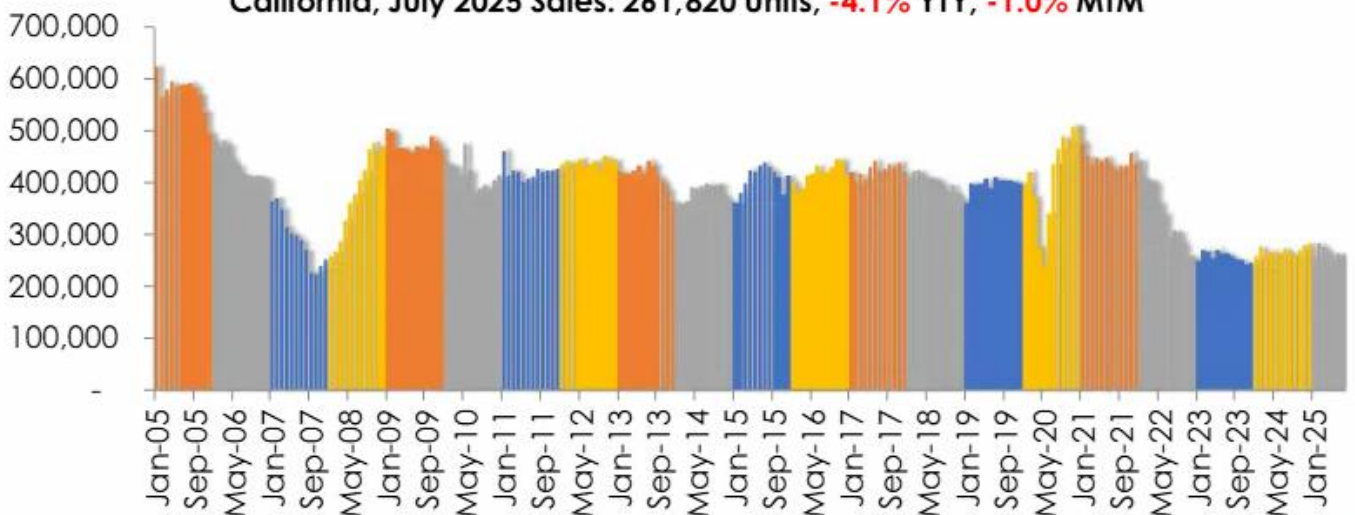


Median
Days on Market

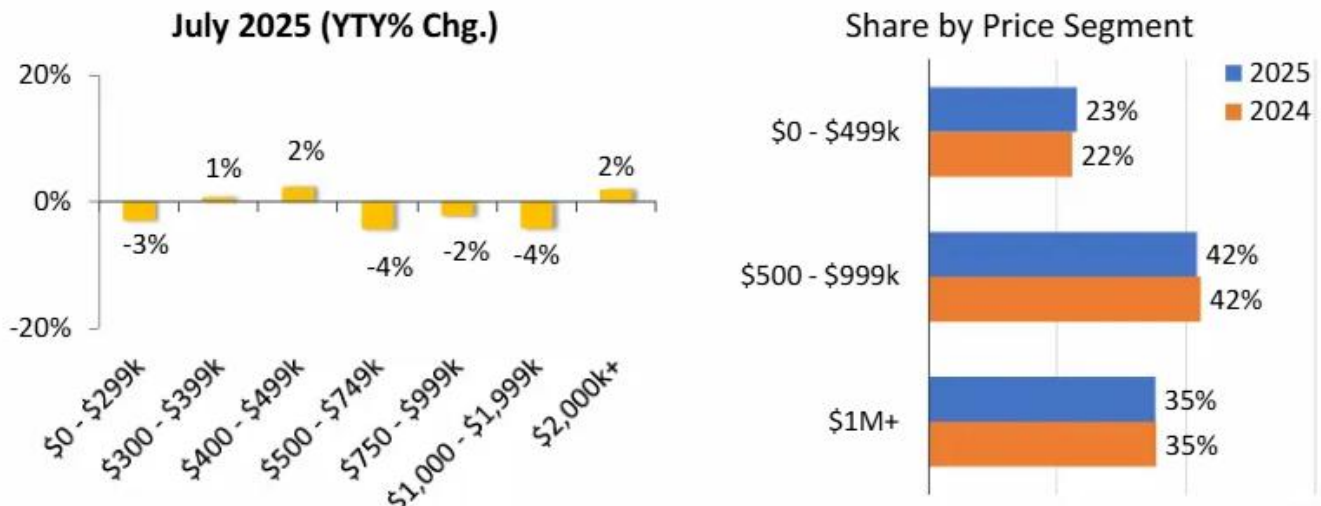
28 days
+40.0% Y2Y

Sales slipped in July, pushing YTD % change below last year

California, July 2025 Sales: 261,820 Units, -4.1% YTY, -1.0% MTM



Sales by price bracket



Condo/Townhome median price dropped year-over-year for the fourth straight month

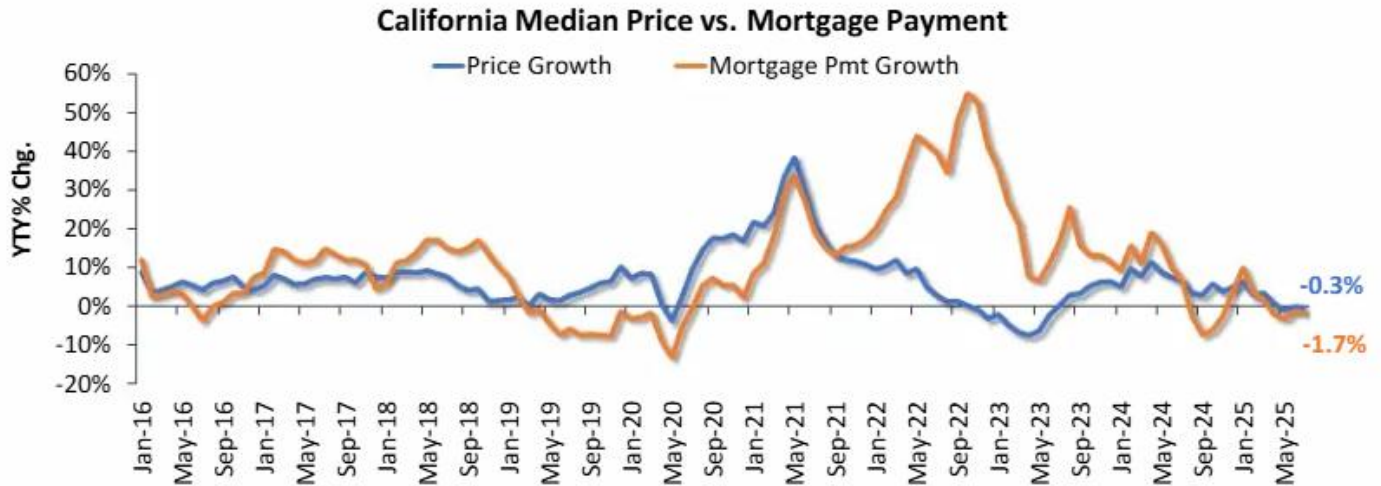
California, July 2024: \$680,000, July 2025: \$647,000



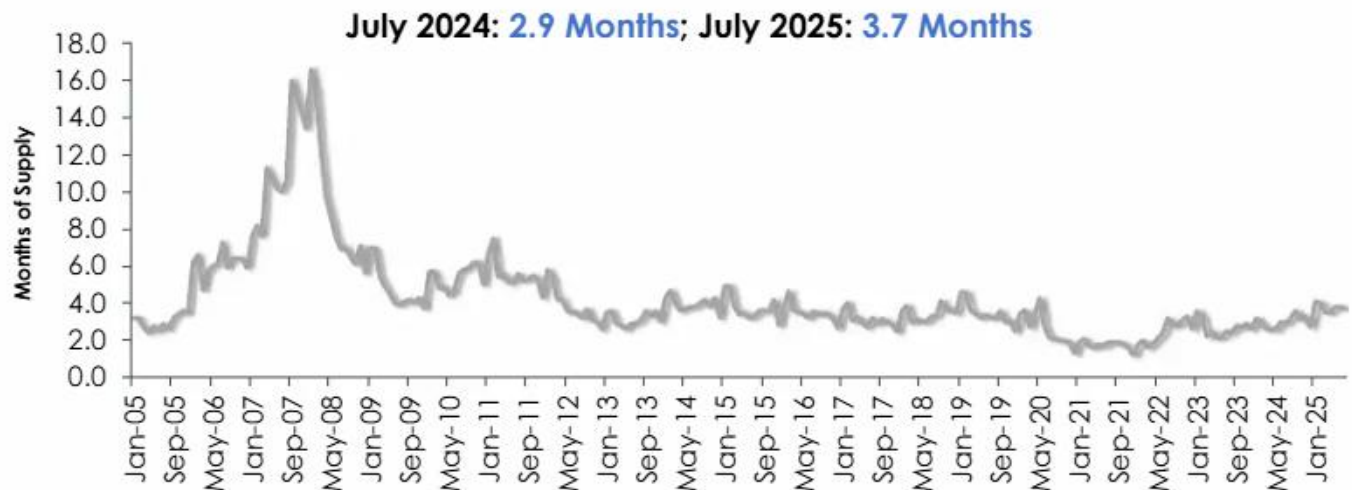


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Mortgage payment declined modestly



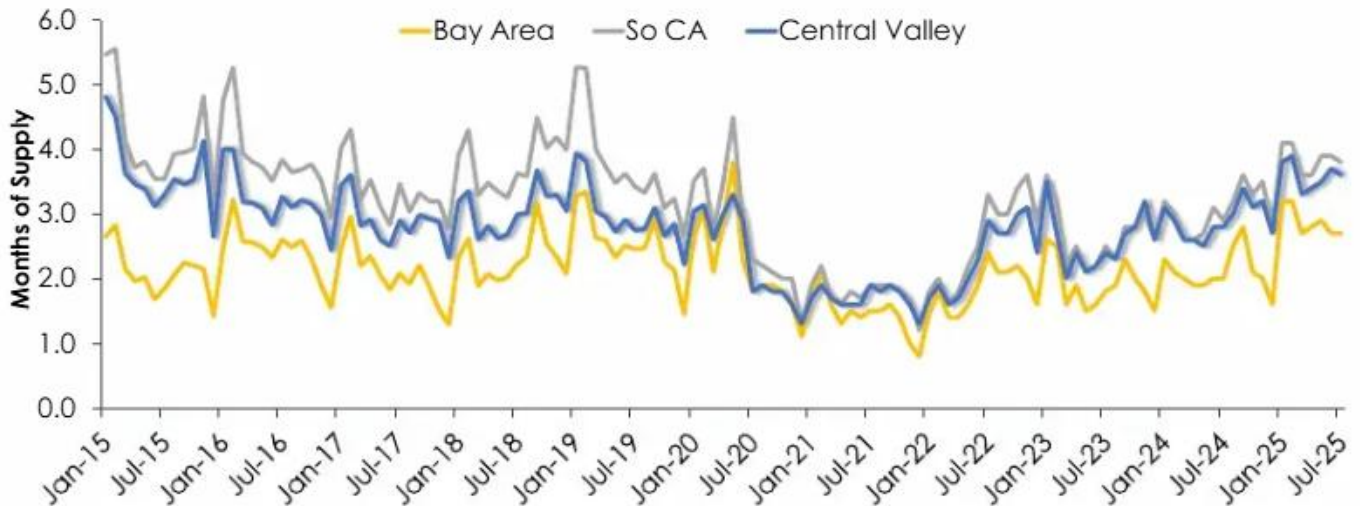
Inventory above last year's level by double digits



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS.REALTY

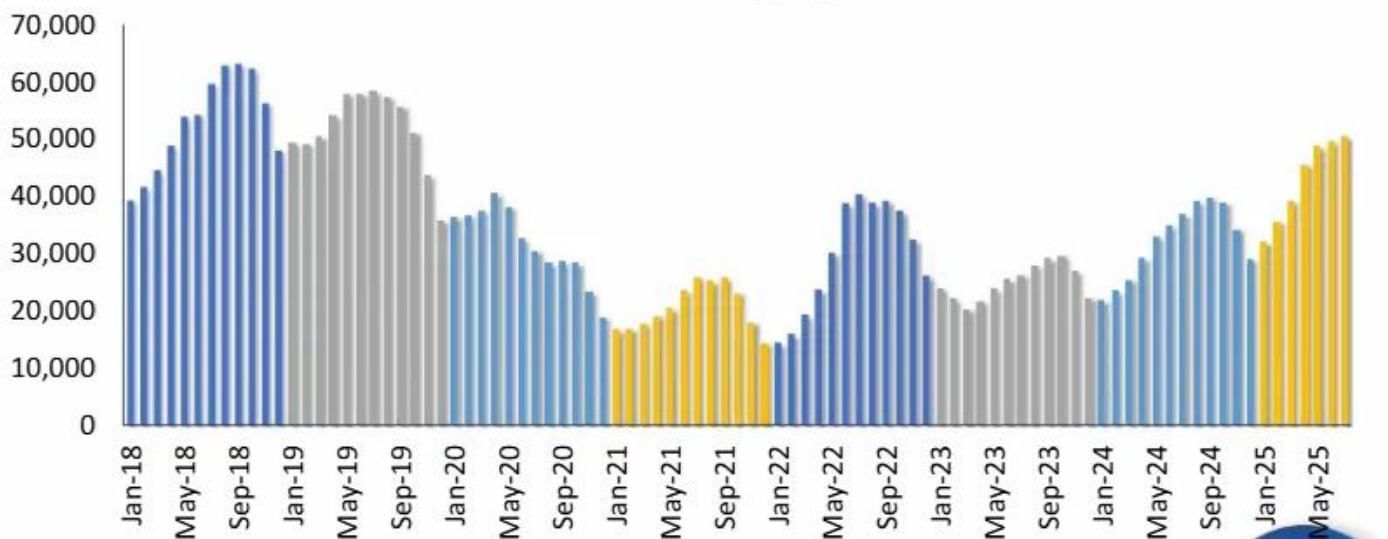


Unsold Inventory across major regions

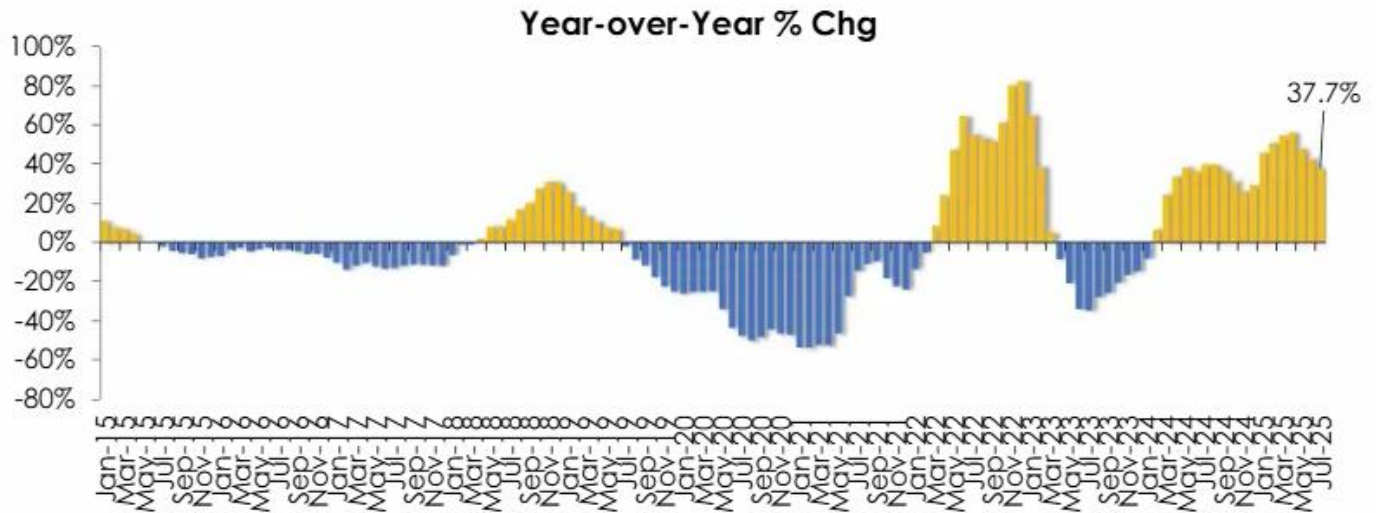


Active listings increased to highest level since October '19

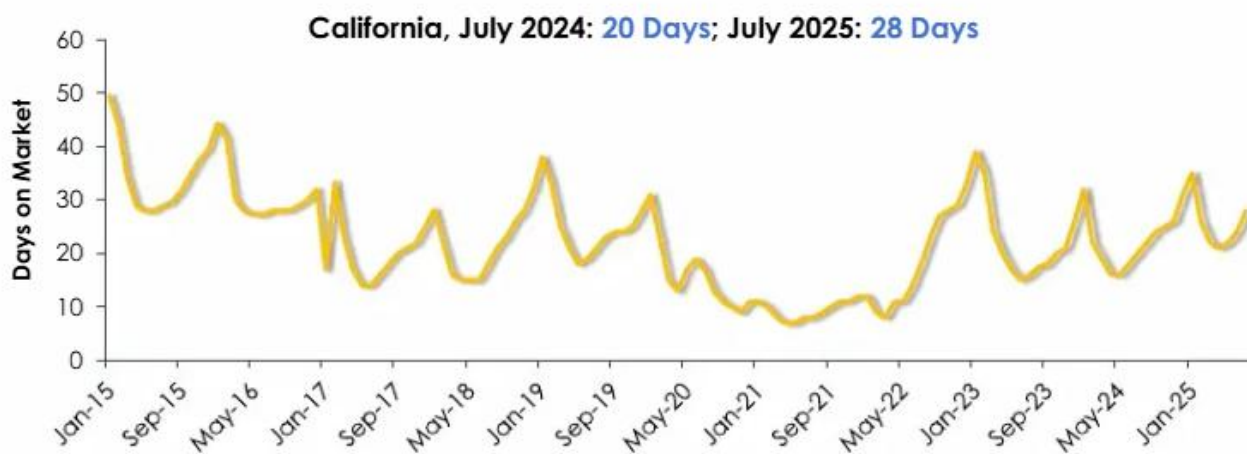
California Active Listings by Month



Active listings grew by double digits – pace decelerating



Time on market up from last year's level



JULY 2025

Hawaii Statewide Real Estate Report

MEDIAN SALE PRICE DOWN IN JULY

Hawaii State median sale price movement is down in July 2025, with the home price down -9% to \$966,950 and the condo price down -6% to \$524,500 from last year.

HOME AND CONDO SALES DOWN IN JULY

Hawaii State sales activity is down in July 2025, with home sales down -8% and condo sales down -6% from last year.

MARKET TIMES ARE UP IN JULY

Hawaii State market times are up in July 2025, with the home Days on Market up 35% to 31 and the condo Days on Market up 68% to 57 from last year.

SINGLE FAMILY HOMES	THIS MONTH JULY 2025	LAST MONTH JUNE 2025	LAST YEAR JULY 2024
Median Sale Price	▼ \$966,950	\$1,000,000	\$1,060,000
Average Sale Price	▼ \$1,196,440	\$1,340,899	\$1,395,386
Homes Sold	▼ 508	594	552
Median Days on Market	▲ 31	29	23
Bid Ups	▼ 23%	24%	24%

CONDOMINIUMS	THIS MONTH JULY 2025	LAST MONTH JUNE 2025	LAST YEAR JULY 2024
Median Sale Price	▼ \$524,500	\$530,000	\$560,000
Average Sale Price	▼ \$710,806	\$766,495	\$799,274
Condos Sold	▼ 496	479	530
Median Days on Market	▲ 57	47	34
Bid Ups	▼ 11%	13%	17%

KW NORTHERN CALIFORNIA AND HAWAII REGION

Leadership Team



LEANN HARRIS
Regional Director



TONY BRODIE
Regional Operating Partner



DEBBIE BRADLEY
Regional Operations Manager



ZACH YOUNGER
Regional Technology Director



HERB CATANIA
Regional MCA



FRANZ MANDIIT
Regional Marketing Admin



Where Entrepreneurs Thrive



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