



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS. REALTY

MONTHLY NEWSLETTER

OCTOBER 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.



WELCOME THEIR LEADERSHIP TEAM



JENNIFER HAUS
OPERATING PRINCIPAL



JOHN MORRIS
TEAM LEADER



SHAKILA MAYFIELD
MCA



JENNY BRADLEY
PRODUCTIVITY COACH



CHESTER HALL
BROKER

KELLER WILLIAMS LUXURY

LORE

LANGUAGE OF REAL ESTATE

August 2025 Year-to-Date
January 1 - August 31, 2025



www.gonchr.com



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EXPERIENCE JAY SHETTY AT FR26

Global bestselling author, award-winning podcast host of On Purpose, Chief Purpose Officer of Calm, purpose-driven entrepreneur, and former monk Jay Shetty takes the spotlight at FR26. Jay delivers timeless wisdom and actionable insights based in years of spiritual study and hundreds of conversations with the world's most influential thinkers and personalities. Find out what more than 60 million followers already know: This is one keynote you just can't miss.

[REGISTER NOW](#)

20
26



FAMILY
REUNION



SOCIAL MEDIA CON

CREATOR GAMES • REAL ESTATE EDITION



SOCIALMEDIA CON AT FR26

Keller Williams is turning the spotlight on social media mastery. Led by Gary Keller and Ryan Leak, SocialMediaCon delivers the strategies, mindset shifts, and insider playbooks top creators and industry leaders live by. Walk away inspired, empowered, and ready to grow your personal brand, build influence, and show up boldly and authentically on the platforms that matter. Included in your FR26 ticket—no extra cost, just next-level impact.

[CHECK OUT THE AGENDA](#)

20
26



FAMILY
REUNION





TOP *Performers*

SEPTEMBER 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 September 2025.

TOP PERFORMERS

CLOSED *Units*

1 ALISHA SIMPKINS
CHICO

2 KAYLA WELDON
SIERRA FOOTHILLS

3 LUKE EDMONDSON
CHICO

4 SOPHIA LEE
HONOLULU

5 ELIZABETH AXELGARD
ROSEVILLE

5 AMY CAMPBELL
CHICO

5 TEAM K2
HONOLULU

**SEPT
2025**

TOP PERFORMERS

CLOSED *Units*

1 **TEAM BEDI**

PLEASANTON / LIVERMORE

2 **JARED MARTIN & ASSOCIATES**

FRESNO

3 **CALI HOMES GROUP**

SILICON CITY

3 **MAU AND ASSOCIATES**

VACA VALLEY

3 **THE JENICA WILLIAMS TEAM**

FOLSOM

**SEPT
2025**

TOP PERFORMERS

CLOSED *Units*

1 THE MORE REAL ESTATE GROUP

FOLSOM

2 VKGRE GROUP

LOS GATOS ESTATES

3 THE GUNDERMAN GROUP

OAKLAND

4 BRITTANY ARMENTA TEAM

BRENTWOOD

5 JOHNSON AND BAUER REAL ESTATE

ELK GROVE

**SEPT
2025**

TOP PERFORMERS

CLOSED

Volume

1 LAURA BRYANT HOMES

PENINSULA ESTATES

2 ELIZABETH AXELGARD

ROSEVILLE

3 JOEL STIEBER

LOS GATOS ESTATES

4 JULIE WYSS

LOS GATOS ESTATES

5 RICHARD LO

CUPERTINO

**SEPT
2025**

TOP PERFORMERS

CLOSED *Volume*

1 TEAM BEDI

PLEASANTON / LIVERMORE

2 LAN BOWLING TEAM

PALO ALTO

3 CALI HOMES GROUP

SILICON CITY

4 TOM YORE TEAM

LOS GATOS ESTATES

5 RINGO LIU TEAM

OAKLAND

SEPT
2025

TOP PERFORMERS

CLOSED

Volume

1 VKGRE GROUP

LOS GATOS ESTATES

2 THE GUNDERMAN GROUP

OAKLAND

3 VENEMA HOMES TEAM

PLEASANTON / LIVERMORE

**4 DISEN CAI REAL ESTATE
GROUP**

PENINSULA ESTATES

5 THE BRASIL GROUP

CUPERTINO

**SEPT
2025**

TOP PERFORMERS

LISTINGS

Taken

1 SARA MIN ZHAO

OAKLAND

1 MELISSA RITA HAUGH

SAN JOSE - SILICON VALLEY

1 JULIE WYSS

LOS GATOS ESTATES

4 ELIOT KROTIK

KW MERCED

5 LUKE EDMONDSON

CHICO

5 SARAH BELL

KW MERCED

5 LAURA MILLER

SACRAMENTO METRO

5 ROBERT ALDANA

SANTA CRUZ

5 KAYLA WELDON

SIERRA FOOTHILLS

5 CHERYL HAMMOND

WALNUT CREEK

5 MEGHAN DIEHL

DANVILLE

**SEPT
2025**

TOP PERFORMERS

LISTINGS

*Taken***1 CA AG PROPERTIES**

FRESNO

2 THE AGUILAR TEAM

STOCKTON

3 THE JENICA WILLIAMS TEAM

FOLSOM

4 TEAM ELITE

SIERRA FOOTHILLS

4 MAU AND ASSOCIATES

VACA VALLEY

4 RINGO LIU TEAM

OAKLAND

4 TANIGUCHI & ASSOCIATES

HONOLULU

4 THE FICKERT TEAM

CHICO

4 THE FELICIANO GROUP

HONOLULU

**SEPT
2025**

TOP PERFORMERS

LISTINGS

*Taken***1 THE BECKY WILLIAMS
TEAM**

CHICO

2 TEAM LALLY

HONOLULU

3 THE KAL JOHAL TEAM

YUBA SUTTER

**4 KNOWLEDGE REAL ESTATE
GROUP**

ROSEVILLE

**5 BRITTANY ARMENTA
TEAM**

BRENTWOOD

5 THE GUNDERMAN GROUP

OAKLAND

**5 WEN GUO REAL ESTATE
GROUP**

PENINSULA ESTATES

**SEPT
2025**



NEW *Associates*

SEPTEMBER 2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

NEW ASSOCIATES *Partners*

SEPTEMBER 2025

COLLEEN KINNICK	BRENTWOOD
DARIUS SCOTT	BRENTWOOD
STEPHANIE MARSHALL	CARMEL
ALFRED RILEY	CUPERTINO
LIXIANG LI	CUPERTINO
MASAE YAMAZAKI	CUPERTINO
SHILPA BAMBORE	CUPERTINO
YANGJING WANG	CUPERTINO
ANKUR MISHRA	DANVILLE
GRACE CHEN	DANVILLE
JESSICA BARRAZA	ELK GROVE
TING ZHANG	ELK GROVE
ANDREA ARTHUR	FOLSOM
DIKSHA GODBOLE	FREMONT
JUAN RICO	FREMONT
LIN CHEN	FREMONT
LINH TRAN	FREMONT
NINA GANGALE	FREMONT
PRIYANKA SIVAGAMI UDHAYAKUMAR	FREMONT
RADHIKA JOSHI	FREMONT

YIFEI WANG	FREMONT
SCOTT ANDREWS	FRESNO
YOUSEF ALI	FRESNO
CHANCE MILES	HONOLULU
AHREN AH CHONG	KW BIG ISLAND
JESSICA MCCULLUM	KW BIG ISLAND
JUSTIN PROVANCE	KW BIG ISLAND
MONICA TAKABAYASHI	KW BIG ISLAND
WILL WOLFE	KW BIG ISLAND
FRANCISCO DOLORES ORTIZ	KW MAUI WEST
LAURA KEYHANI	KW MAUI WEST
RACHEL SPAIN	KW MERCED
STEVEN SLATTEN	LOS GATOS ESTATES
TEMITOPE SARAH SANUSI	LOS GATOS ESTATES
TENGCHOU YANG	LOS GATOS ESTATES
ANGEL BARRON	OAKLAND
BAATARKHUU BORKHUU	OAKLAND
MELISSA BUWEMBO	OAKLAND
NYIMA TSERING	OAKLAND
REGINALD MENSAH	OAKLAND

NEW ASSOCIATES *Partners*

SEPTEMBER 2025

AKI YANYI LUI	PENINSULA ESTATES
JEFF NEWSON	PENINSULA ESTATES
THERESA CHANG	PENINSULA ESTATES
KRISTEN LUCKEN	PLEASANTON / LIVERMORE
MARICELA CALVILLO	PLEASANTON / LIVERMORE
AARON GALLEGOS	ROSEVILLE
GRANT DENNEY	ROSEVILLE
JESSICA LAWRENCE	ROSEVILLE
MICHAEL GREENE	ROSEVILLE
MIRANDA GROSSMAN	ROSEVILLE
MISTY TWEEDIE	ROSEVILLE
AREIDHY ACEVES-ROCHA	SACRAMENTO METRO
ASAD ALI	SACRAMENTO METRO
CICI MUNOZ-SOTO	SACRAMENTO METRO
FARHAN UPPAL	SACRAMENTO METRO
HAASEAN BRADLEY	SACRAMENTO METRO
LESLIE CORNEJO	SACRAMENTO METRO
JOEL BOLING	SACRAMENTO METRO
RADHA SERRANO	SACRAMENTO METRO
RAY LOPEZ	SACRAMENTO METRO

ROBERT LEROY NOYER	SACRAMENTO METRO
ROMAN CORTEZ	SACRAMENTO METRO
VICTOR LEYVA	SACRAMENTO METRO
AIDAN JOHN	SAN FRANCISCO
LAWRENCE CHOU	SAN JOSE – SILICON VALLEY
ROBERT JAMES MERIALES	SAN JOSE – SILICON VALLEY
WINNIE CHAN	SAN JOSE – SILICON VALLEY
DEINA ALY	SANTA CLARA VALLEY
HOANG NGUYEN	SANTA CLARA VALLEY
JING LIN	SANTA CLARA VALLEY
NHU PHAN	SANTA CLARA VALLEY
RAMEEN AKBARZADA	SANTA CLARA VALLEY
VIOLETA PARRA-CHEBIB	SANTA CLARA VALLEY
KIMBERLEE RAYMOND	SANTA CRUZ
SANDRA KREY	SANTA ROSA
TERA GULYAS	SIERRA FOOTHILLS
ANASTASIA SELLERS	SILICON CITY
THANH VO	SILICON CITY
WEI CHUNG WEN	SILICON CITY
CAROL PERDEW	STOCKTON

NEW ASSOCIATES *Partners*

SEPTEMBER 2025

FRED SHELTON	STOCKTON
JENNIFER GRIMES	STOCKTON
ROHINI PARAB	STOCKTON
SHERI AGUILAR	STOCKTON
MARISA DAVILA	VACA VALLEY
ANDRE DOUGLAS	WALNUT CREEK
LATOYYA BORDELON	WALNUT CREEK
MEDI NORRI	WALNUT CREEK
ROCHELLE STEELE-NORRI	WALNUT CREEK
APARJOT KLER	YUBA SUTTER



TrendGraphix

YOUR HOME FOR REAL ESTATE DATA



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS. REALTY

MLS market data. Reimagined.

INTRODUCING FACTS & TRENDS
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.

Facts & Trends surfaces location-specific information like number of homes for sale vs sold, pending and new listings, average price per square foot, days on market, average and median price for sale and sold, months of inventory and absorption rate. All so you can provide valuable and relevant information, whether it be sitting with buyers or at a CMA appointment.



Highly visual and easy to interpret reports and charts demonstrate current and historical market trends



100% web based system means no software to download or maintain



Reports updated on a daily basis so you never miss out on important information



Customized branded reports make it easy to distribute to clients and prospects

If you are looking to keep your clients and prospects updated monthly with current market trends, upgrade to our **Facts & Trends Plus**. Easy to set and won't let them forget (who you are).

Market insights for your Appointments, Social Networking and Websites await you!

Contact Zachary Lenoir for Pricing Info:

Zachary Lenoir

Regional Account Manager

Trendgraphix, Inc.

Direct: (916) 978-4243

Email: zlenoir@trendgraphix.com

KELLER WILLIAMS LUXURY

LORE

LANGUAGE OF REAL ESTATE

August 2025 Year-to-Date

January 1 - August 31, 2025

KELLERWILLIAMS
Luxury

2025

January1- August31,2025

LUXURY LORE

Luxury numbers represent transactions
over\$1 million in theUS andCanada.

2025

January1- August31,2025

YOY MONTHLY COMPARISON

These numbers represent transactions
over \$1 million in the US and Canada.



#

VOLUME

Total Luxury Listings Sold	16,789	\$27.3B
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Total Luxury Buyer Closings	17,341	\$29.0B
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Total Luxury Closings	34,130	\$56.3B
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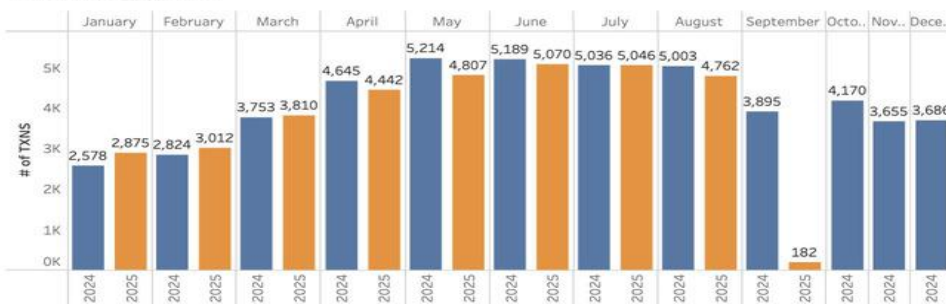
Transactions Involving Referrals	5,252	\$19.6B
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Agents Who Transacted \$1M+	17,722
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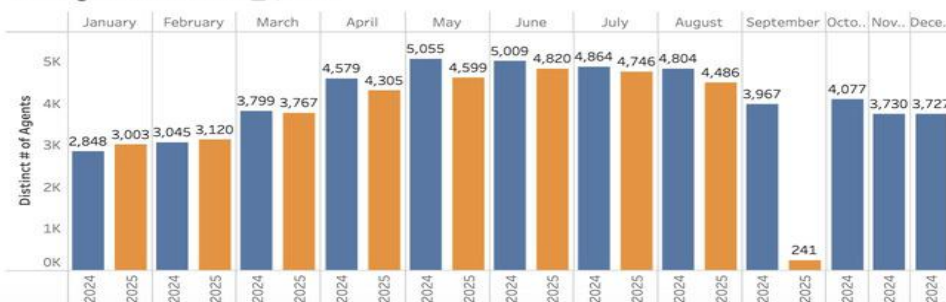
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Comparison

of TXNs ≥ \$1MM



of Agents with TXN ≥ \$1MM



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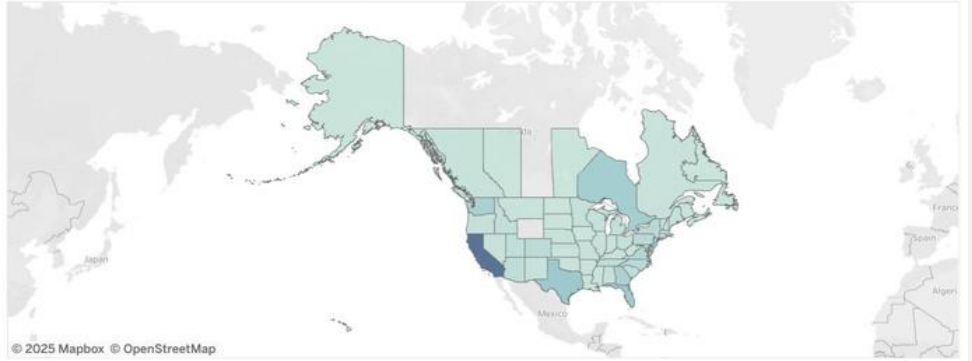
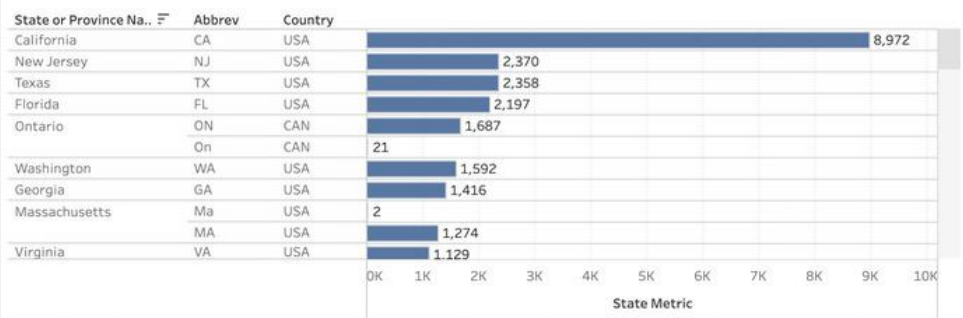
2025

January1- August31,2025

LUXURY HOT SPOTS

These numbers represent transactions over \$1 million in the US and Canada.

States/Province Closings



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DISCLAIMER

KELLER WILLIAMS HONORED AMONG **AMERICA'S MOST ADMIRABLE WORKPLACES 2026** BY NEWSWEEK

Keller Williams Realty, LLC (KW), the world's largest real estate franchise by agent count, was named to America's Most Admired Workplaces 2026 ranking by Newsweek, celebrating top companies that set a high standard in culture, talent engagement, and inspiration.

"Our mission has always been to empower entrepreneurs through unmatched training, technology, and culture," said Chris Czarnecki, CEO and President, KW. "Being named among the nation's most admired workplaces affirms that when you put people first, business success follows."

This recognition underscores KW's commitment to a people-first culture, powered by industry-leading training through KW University and KW MAPS Coaching, and built on the time-tested models and systems from the best-selling books The Millionaire Real Estate Agent and SHIFT, the foundation of countless thriving real estate careers.

Additionally, KW's support programs and initiatives available for associates, such as KW Cares, KW Communities, and RED Day, foster a sense of belonging and well-being.

The America's Most Admired Workplaces 2026 list highlights top companies that excel at attracting and retaining talent, based on a comprehensive analysis of employee feedback.

"When people consider their dream job, they often put companies they admire at the top of the list," said Jennifer H. Cunningham, Editor-in-Chief, Newsweek. "These companies are a leading example of best workplace practices, creating environments that are admired by employees."



**Most Admired
Workplaces**





The High Achiever's Paradox

Jay Papasan

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

 the**twenty**center

The High Achiever's Paradox

| *"We cannot solve our problems with the same thinking we used when we created them."*
– Albert Einstein

We'd like to believe that everything gets easier with success. More money, more resources, maybe a team to help, and everything just clicks into place. Sometimes that's true. But there's a strange paradox – some challenges actually become harder with success. They compound.

Think of it as a chronic problem or chronic mistake that, if unaddressed, gets bigger and bigger over time. It's like that dripping faucet that slowly becomes a trickle, then a flood, and suddenly you've got a major renovation on your hands.

Here's how the paradox works:

- More opportunities = more distractions
- Bigger business = more decisions
- Bigger team = more people to manage
- Higher stakes = more to lose
- Larger operation = more complexity

Your natural talents may serve you early on, but your challenges will grow with your success whether you do or not. You're great until you're just good. You're good until suddenly you're not.

Success adds complexity to your life. Your primary business grows and spins off new divisions or subsidiaries. One house becomes two. One car becomes three. All that stuff requires attention. Your world gets bigger, and even edge cases start to happen more frequently. If you have 100 employees and a 1% chance that an employee will have a crisis requiring your help, it's likely you'll be interrupted by at least one knock on your office door every day.

Big success comes with big challenges.

Three Challenges That Compound

I recently analyzed coaching transcripts and [discovery calls](#) with regular and executive clients. We uploaded them into AI and discovered at least three patterns that jumped out as part of a larger trend. Whether you're a veteran or a beginner, you might recognize one—if not all three—as challenges you're currently facing.

1) Not Honoring Time Blocks

People become high achievers by time-blocking their most important work and getting it done. But when they haven't mastered the art of protecting their time, the more successful they become, the harder it becomes to honor those time blocks.

The High Achiever's Paradox

he world gets bigger. More people knock on the door. More emergencies demand attention. I talked to one gentleman who literally left his country—not his county, his country—to go to a friend's condo so he could work undisturbed. That takes a certain level of success to even consider as a strategy. Honoring your time blocks isn't just about discipline. You need better systems for protecting that time when more people, more projects, and more complexity demand your attention.

Something happens early in the day that blows an hour with an unexpected emergency. You get knocked off track early. A blown hour becomes a blown day, as you fall into a cycle of busyness. Activity masquerades as productivity.

2) The Delegation Dilemma

What got you here won't get you there. Often, the very skills that allow us to launch a business or get a big promotion become the things that hold us back.

The demands of your work will change as you grow. Maybe you've gone from salesperson to CEO. You can't just be the star salesperson anymore. You have to step into this brand new role and do new things that you're not very good at. And you also have to delegate the old stuff. There's this weird moment of transition where some people get lost in their identity. I was so confident, and now everything feels new and hard.

The longer we wait to practice delegation, the better we become at the things we're doing. And the bigger the gap between your skills and the abilities of anyone doing your old work. Cue the mounting frustration and impatience.

Instead of learning how to let others fail forward until they become as good as us—and often better—we self-sabotage and take over. Competency becomes a trap.

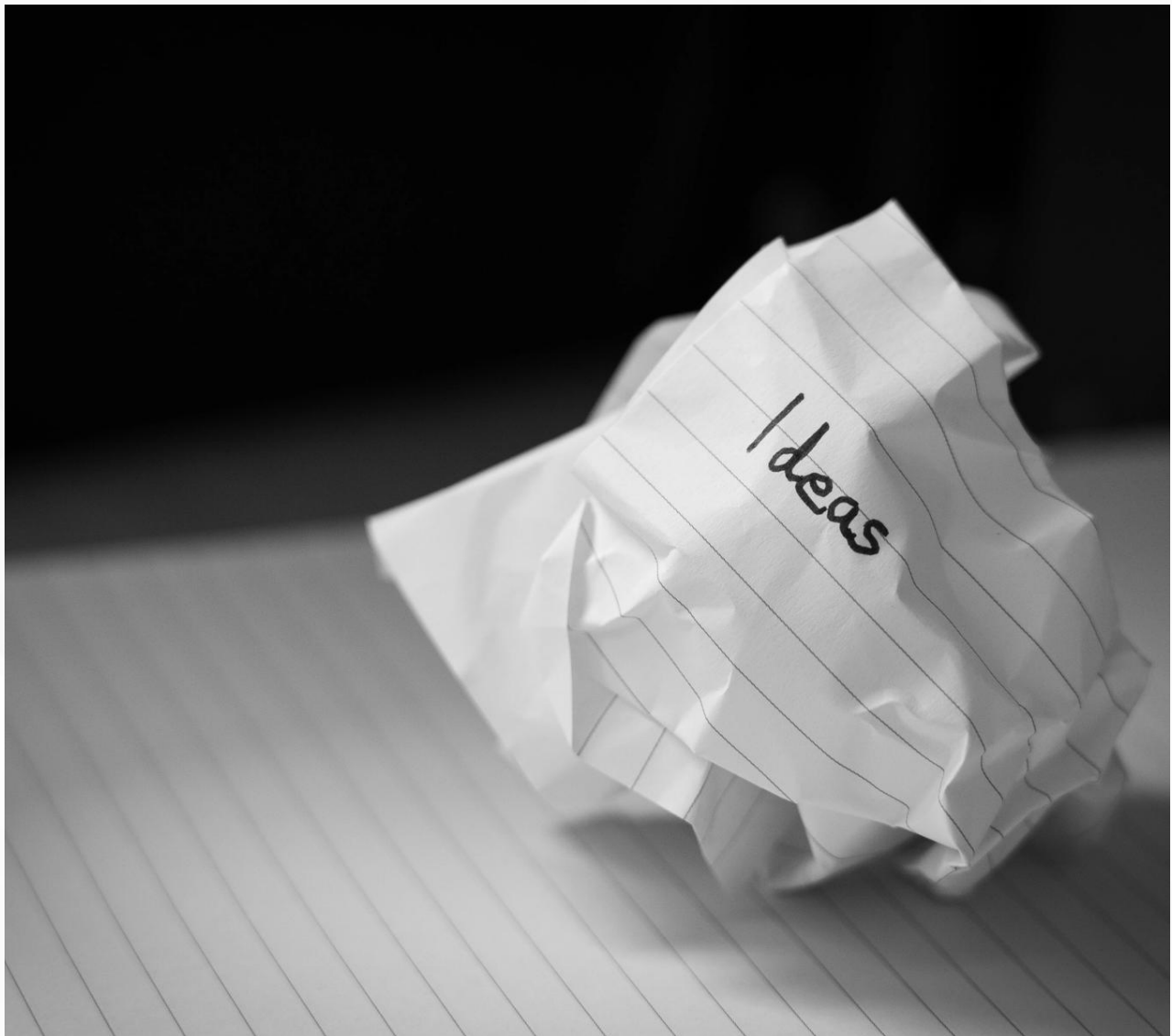
3) Doing vs. Thinking

We've excelled by being doers. Now, as you level up, leadership demands more thinking time. And guess what? Strategic thinking doesn't happen in the background. It doesn't happen when we're in full go mode. It needs stillness.

Here's the challenge: If your identity is built on doing, downtime equals distress. Your addiction to doing fills every pause with withdrawal symptoms. Your knee starts bouncing under the desk. Your eye twitches. Thinking time feels like wasted time.

Without planning and perspective, our business becomes freighted with the weight of compounded neglect. Process gets traded for speed. Hustle and grit substitute for models and systems. Problems compound.

Burnout awaits.



Think Outside the Box: Creative Strategies for Real Estate

Keller
INK

Think Outside the Box: Creative Strategies for Real Estate

Being creative is more than the ability to draw, paint, or write; it is the ability to create or use original or unusual ideas. Creative thinking is one of the top skills in demand by employers, according to the World Economic Forum [Future of Jobs Report 2025](#).



While you may feel you don't have inherent "creativity," using creative thinking can put you on the path to discovering new solutions to problems and connecting with your clients and peers in meaningful ways. But what's really the difference between creativity and creative thinking?

Simply put: creativity is the product of creative thinking. Maybe you need new marketing ideas so you research and brainstorm a social media campaign. Or you want to pick a fun theme for an event coming up so you do a deep dive into some fan favorites. Then, you implement those ideas in real-time. You have just used both creativity and creative thinking to bring your ideas to life.

In real estate, you can use the leads, listings and leverage framework to build your creativity and creative thinking.

As a seasoned agent, you know it takes more than just talking to people to get a lead. This is where you can get creative — what levers can you pull to get those leads rolling in, even when you don't feel like talking to people? Social media is a tried and true tool, of course, but creativity doesn't have to be complicated. You can just tap that + button on Instagram and put something out there. You have specialized knowledge and skills so share that in bite-size form with your sphere and watch the leads roll in—emojis and GIFs are optional, but encouraged.

Events are also a creative way to gather more leads. You can put your personal spin on the theme, the decor, the invitations — or all of it and really make an impression. Need help coming up with an idea? Ask your favorite AI resource for a shortlist! Use Canva templates to create a polished listing presentation on your personal [value proposition](#). Think of this as a visually stunning checklist of what you bring to the table for your clients, whether they are buying or selling with you.

Beyond the listing presentation, you can use creative storytelling to highlight the best features on all of your listings. Need some inspiration with a side of Hollywood panache? Look no further than these [iconic homes](#).

Finally, leverage is where you can evaluate the creative skills you might be missing and use outside resources to fill that gap. This could look like a short-term contract with a marketing agency to create branded content for you, or hiring someone full-time with the skillset you are looking for. Either way, leverage is about utilizing your available resources in a way that will achieve your goals.

INSIDE CANVA'S WORLD TOUR: WHY **KELLER WILLIAMS** IS THE BIG STOP



The Canva World Tour made an unforgettable stop at the Southwest Market Center in Austin, Texas, where creativity and culture collided. The Brandwagon rolled into town to celebrate innovation, storytelling, and community, showing how design can inspire real impact. From collaborative sessions to hands-on demos, Canva and KW explored how powerful branding fuels connection, growth, and purpose. It wasn't just a tour stop, it was a meeting of visionaries shaping the future of design and real estate.

Welcome new leaders!

KELLER WILLIAMS STOCKTON AND MODESTO

WELCOME THEIR LEADERSHIP TEAM



JENNIFER HAUS

OPERATING PRINCIPAL



JOHN MORRIS

TEAM LEADER



SHAKILA MAYFIELD

MCA



JENNY BRADLEY

PRODUCTIVITY COACH



CHESTER HALL

BROKER

Join us in celebrating the leadership team at Keller Williams Stockton and Modesto — a dynamic group guiding their market centers with passion and excellence. **Jennifer Haus**, Operating Principal, brings strong vision and commitment to growth. **John Morris**, Team Leader, leads with energy and dedication to agent success. **Shakila Mayfield**, MCA, ensures smooth operations and financial health. **Jenny Bradley**, Productivity Coach, empowers agents to reach their full potential. And **Chester Hall**, Broker, upholds the highest standards of professionalism and compliance. Together, they embody the Keller Williams culture of collaboration, leadership, and opportunity where entrepreneurs truly thrive.

Welcome new leaders!

KELLER WILLIAMS SANTA CRUZ

WELCOME THEIR LEADERSHIP TEAM



ERIC BRADLEY

OPERATING PRINCIPAL



JASON FLYNN

TEAM LEADER



ROSIE ILAR

MCA



MAARET FORST

PRODUCTIVITY
COACH/BROKER

We're proud to spotlight the incredible leadership team at Keller Williams Santa Cruz, whose dedication and collaboration continue to drive growth and excellence in their market center. **Eric Bradley**, Operating Principal, leads with vision and a strong commitment to culture and innovation. **Jason Flynn**, Team Leader, empowers agents to reach new levels of success through guidance and accountability. **Rosie Ilar**, MCA, ensures operational efficiency and financial health, keeping the office running smoothly. **Maaret Forst**, Productivity Coach and Broker, provides coaching and mentorship that helps agents maximize their potential. Together, this dynamic team embodies the Keller Williams mission of building careers worth having, businesses worth owning, and lives worth living.

Congratulations to Michele Zaragoza, Senior Executive Team Leader with Keller Williams, for being featured in 209 Real Producers! Her story, "The Power of Leadership in the Making," captures the essence of what makes Michele an inspiring force within the Central Valley real estate community. Known for her ability to recognize potential in others before they see it themselves, Michele has built a reputation rooted in mentorship, connection, and authentic leadership. Her energy and belief in people have created a culture of growth and empowerment that continues to elevate those around her. We are proud to celebrate Michele's feature and her continued impact within the Keller Williams family.



For Michele, leadership is not about titles. It is about influence.



"Leaders will always follow leaders," she says.
"Growth attracts growth, and courage inspires courage."



"You get what you tolerate, so don't settle for less than you deserve."

Congratulations to Kyle Ballard of Keller Williams Central Valley for being featured in 209 Real Producers! In his story, "Next Level Agent: From Country Roots to Community Impact," Kyle shares how growing up in the country just outside Escalon instilled in him a strong work ethic, integrity, and a genuine care for others. These values continue to define his real estate career today. Now thriving as both an agent and Assistant Team Leader, Kyle is not only achieving success in his business but also paying it forward by mentoring new agents and helping them navigate their own real estate journeys.

"I love helping people," he says. "That is really the heart of this business."

RP

This year, Kyle reached a milestone of his own, purchasing his first home, which has given him a deeper understanding of the excitement and stress his clients feel when reaching that goal.



BEST CULTURE AWARD



at the Sacramento Real Producers Gala

kW ROSEVILLE
KELLERWILLIAMS. REALTY





AGENT AND TEAM NOMINEES

at the Sacramento Real Producers Gala



Best Cover Agent Nominee: **Rachel Bauer**
 Agent Icon Nominee: **Maura Tierney**
 Outstanding Small Team: **Connie Van**

Rising Star Nominee: **Gina DeLucchi**
 Large Team Nominee: **Team Ostrode Properties**
 Large Team Nominee: **The MORE Group**

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



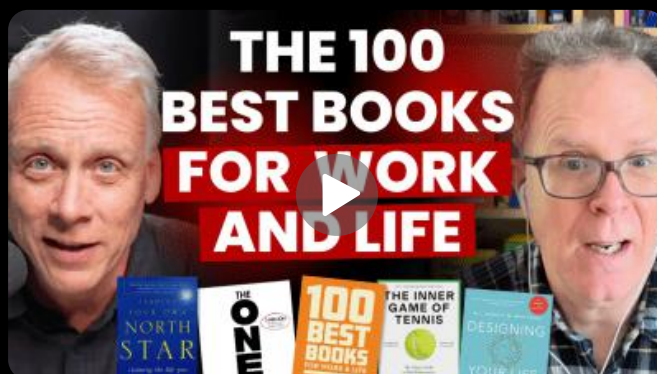
OCTOBER 2025 PODCAST HIGHLIGHT



WATCH TO MORE PODCAST



OCTOBER 2025 PODCAST HIGHLIGHT



[LISTEN TO MORE PODCAST](#)

ROOKIE REAL ESTATE AGENT: BEHIND THE BOOK

The newest book from Jay Papasan and KellerINK has finally hit bookstore shelves, but the work behind Rookie Real Estate Agent: Launch a Limitless Career That Lasts started nearly 10 years ago as a single question:

What do the most successful real estate agents do in their first year that others don't?

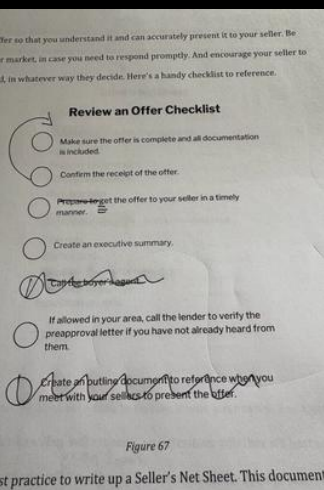
So we started asking that question of more and more people. Their answers were the foundation we needed to create the ultimate guide for agents who are starting out in the business or wanting to improve their success rate.



INSIDER STRATEGIES: POWERFUL MOVES FOR A LASTING REAL ESTATE CAREER

Agents shared all kinds of insights. Some recommended new agents throw a “business launch” party and invite all of their friends. Others advised that they ask established agents for the opportunity to host their open houses. Every interview showed us that not only are agents passionate about helping others learn from their experiences, but that there are a lot of powerful moves that could have a meaningful impact on the trajectory of someone’s real estate career.

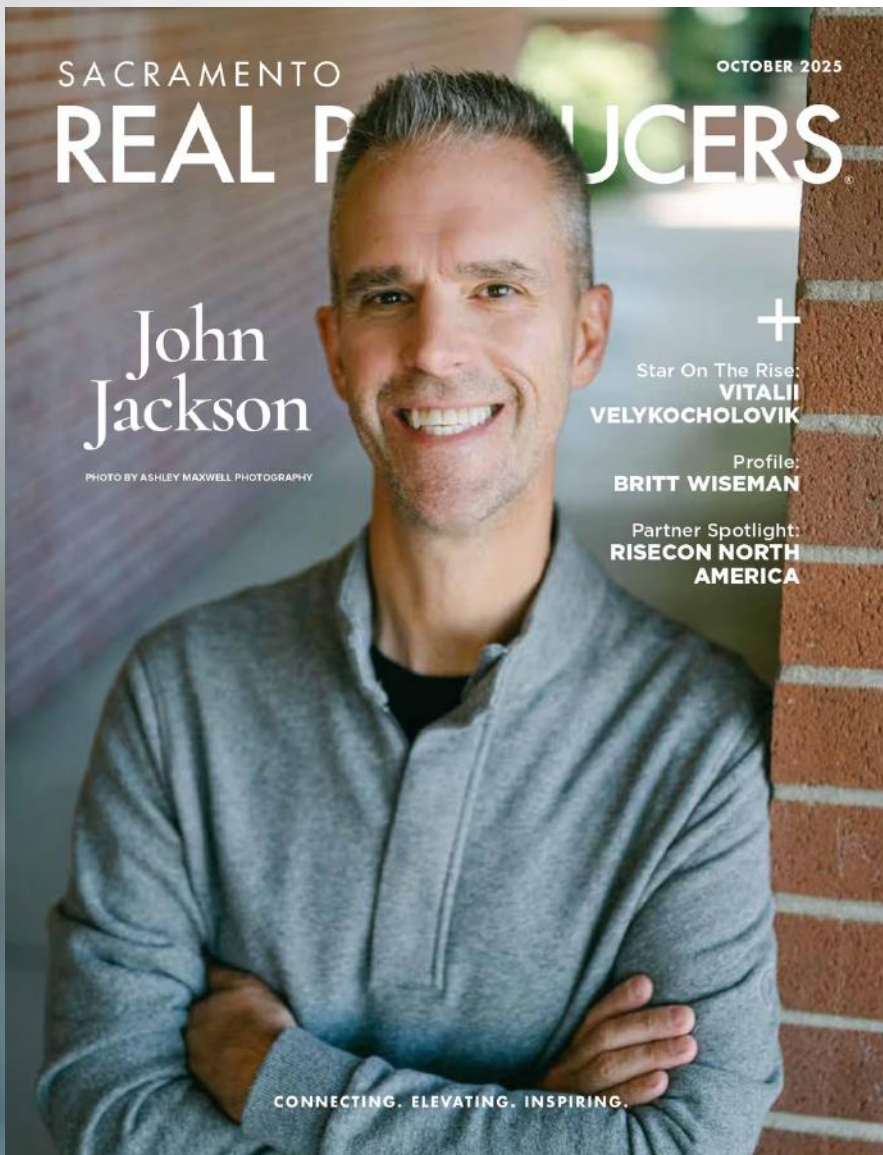
The advice we heard was diverse, but the amazing thing is that when you ask hundreds of people the same question, and listen closely, you’ll start to hear the same answers. Those answers are the first hint of models and systems, and with enough of those, you can build a book.



[READ FULL STORY HERE](#)

Feature Spotlight: John Jackson – Sacramento Real Producers October 2025

We're proud to celebrate John Jackson of Keller Williams Walnut Creek, featured in the October 2025 issue of Sacramento Real Producers! John's story is one of dedication, authenticity, and impact, qualities that have made him a respected leader and trusted real estate professional in the Walnut Creek community. His feature highlights his passion for helping others, his commitment to excellence, and the relationships he's built through genuine care and hard work. Congratulations, John, on this well-deserved recognition and for continuing to represent Keller Williams with such heart and professionalism!





TRAININGS AND *Events*

KW NORTHERN CALIFORNIA AND HAWAII REGION

UPCOMING REGION *Events*

DECEMBER 3

NCHR ELITE EVENT

Location: Log Cabin at the Presidio 1299 Storey Avenue
San Francisco, CA 94129 United States
Time: 10AM - 4PM

REGISTER NOW

KW NORTHERN CALIFORNIA AND HAWAII REGION

ELITE EVENT

DECEMBER 3, 2025 | 10 AM - 4 PM

 **LOG CABIN, SF**
1299 STOREY AVENUE, SAN FRANCISCO, CA 94129

The NCHR Elite Mastermind is an exclusive gathering for our region's top performers to network, collaborate, and grow together. This event is designed to inspire innovation, spark powerful conversations, and strengthen relationships within our Elite community.

Through training, masterminding, and networking, participants will explore wealth-building strategies, personal growth, and business breakthroughs. The topics will be driven by the conversations in the room—ensuring every discussion is impactful and relevant to your goals.

JOIN US NOW!



You're Invited!

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HAWAII REGION
KELLERWILLIAMS REALTY

DECEMBER 4

ALL LEADERSHIP MEETING

Location: Log Cabin at the Presidio 1299 Storey Avenue
San Francisco, CA 94129 United States
Time: 9AM - 4PM

REGISTER NOW

 **kw** NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

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ALL LEADERSHIP MEETING

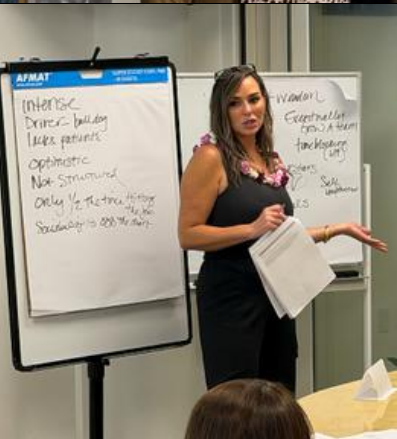
9:00 AM | **DEC 4**
THURSDAY

 **LOG CABIN, SF**
1299 STOREY AVENUE, SAN FRANCISCO, CA 94129

RESERVE YOUR SPOT NOW!



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A dark, monochromatic 3D bar chart with several bars of varying heights. The bars are rendered with soft shadows, giving them a three-dimensional appearance. The background is a dark gray, and the overall aesthetic is professional and modern.

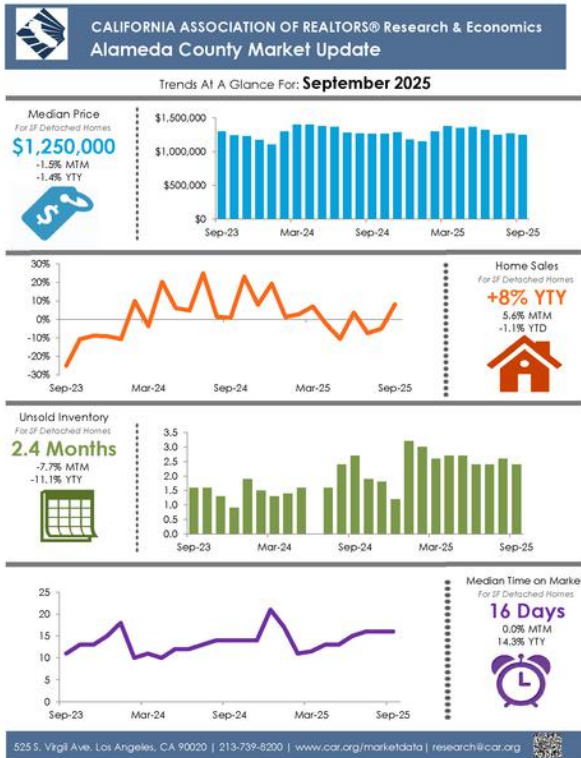
MARKET

Stats

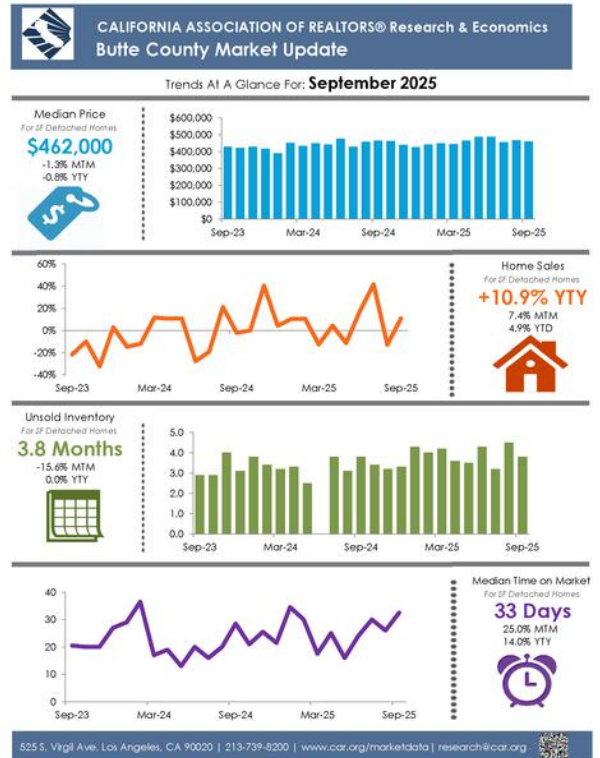
SEPTEMBER 2025

CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

ALAMEDA MARKET UPDATE



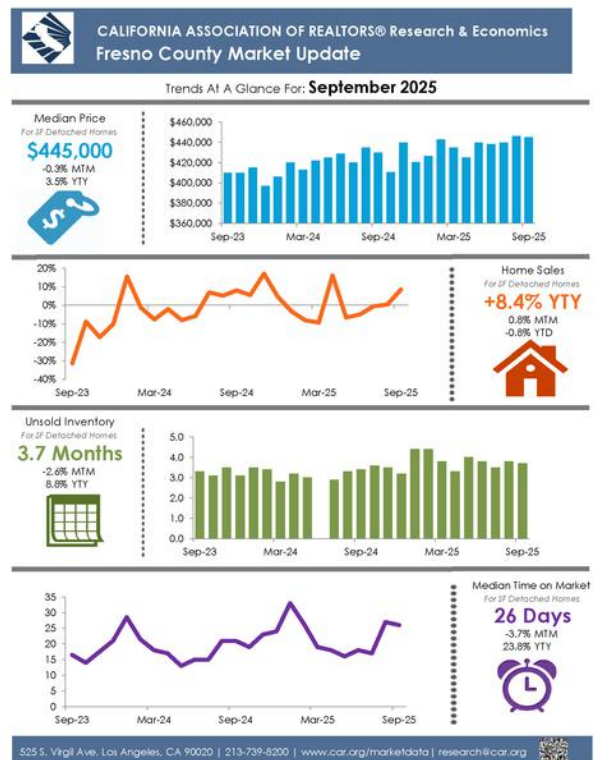
BUTTE MARKET UPDATE



CONTRA-COSTA MARKET UPDATE



FRESNO MARKET UPDATE

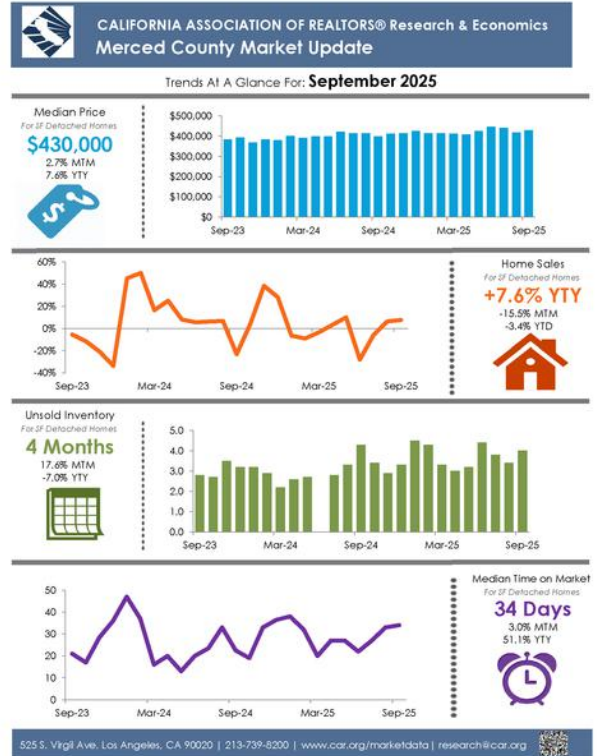


CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

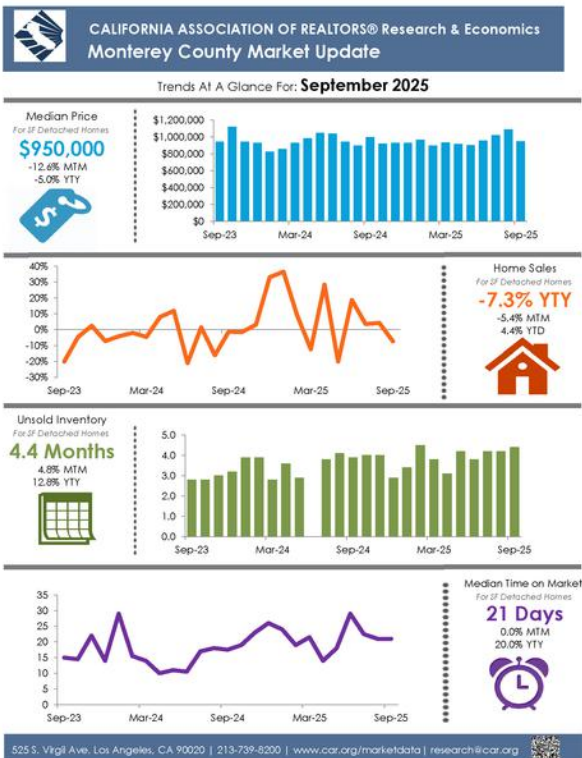
MARIN MARKET UPDATE



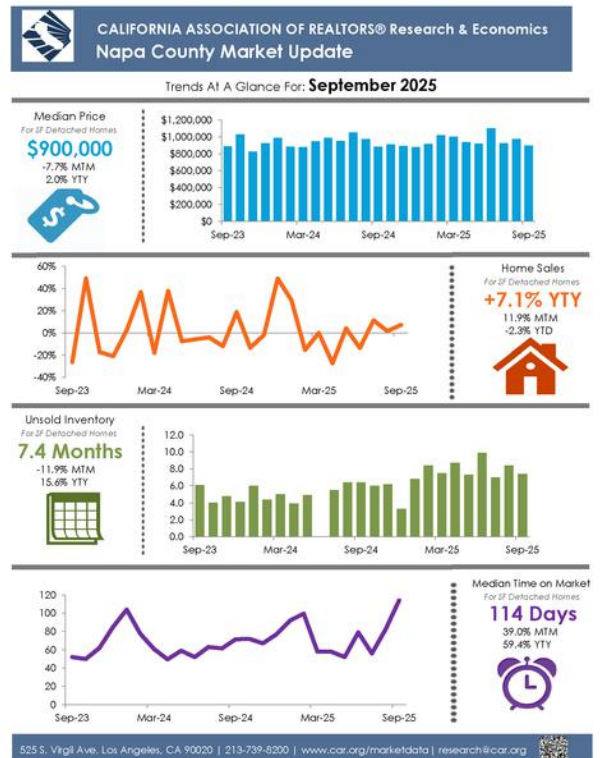
MERCED MARKET UPDATE



MONTEREY MARKET UPDATE

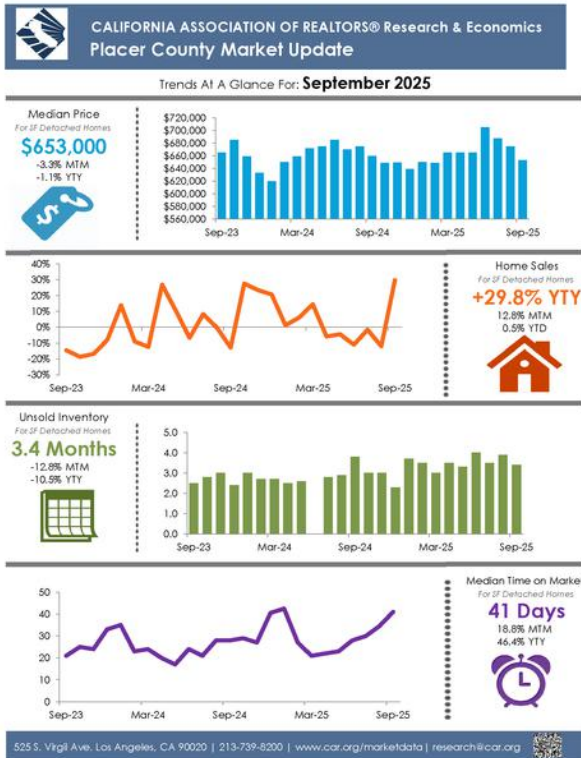


NAPA MARKET UPDATE

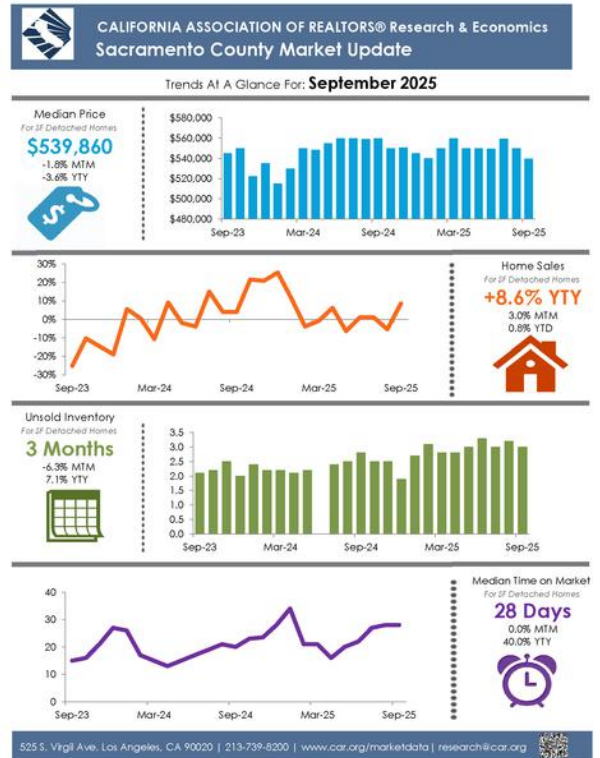


CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

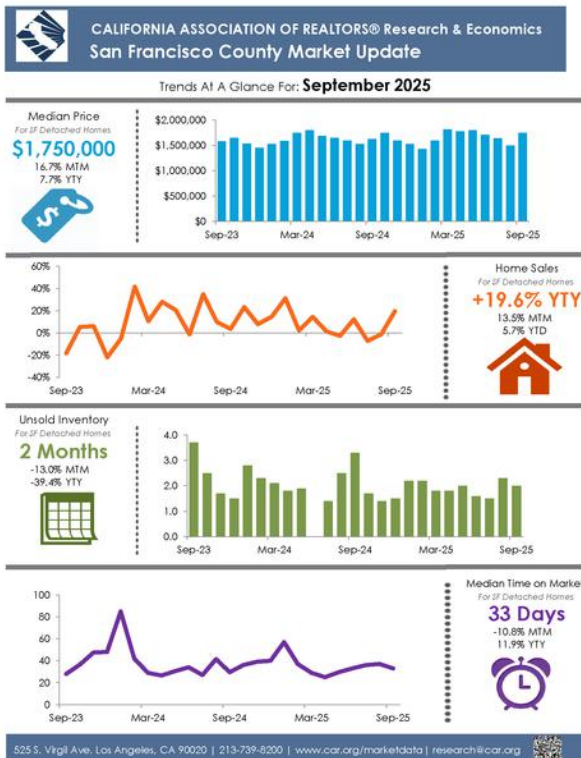
PLACER MARKET UPDATE



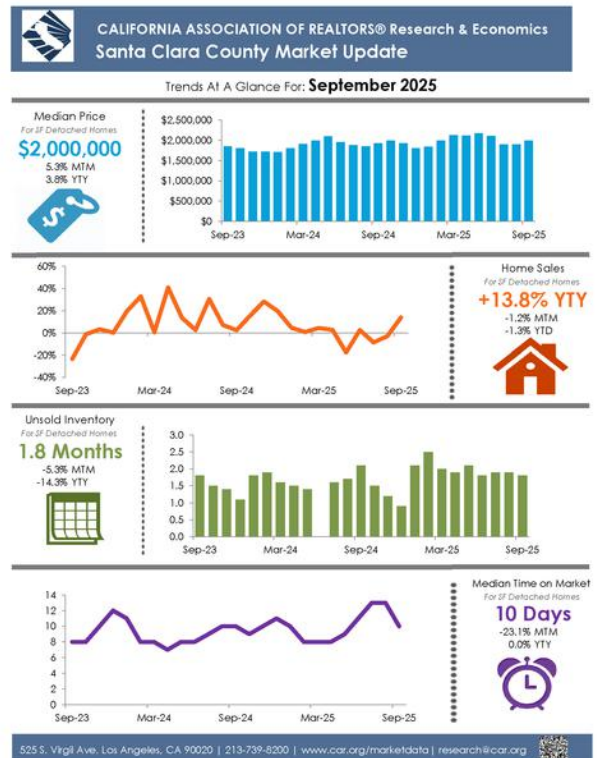
SACRAMENTO MARKET UPDATE



SAN FRANCISCO MARKET UPDATE

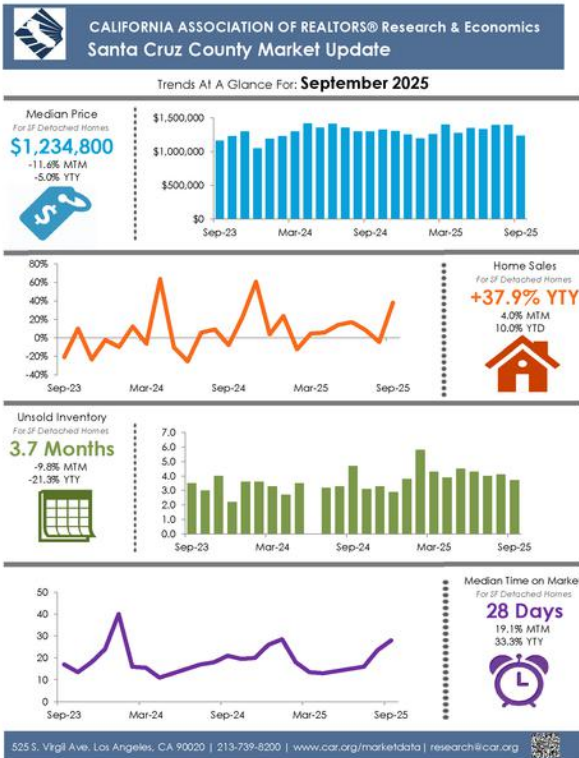


SANTA CLARA MARKET UPDATE

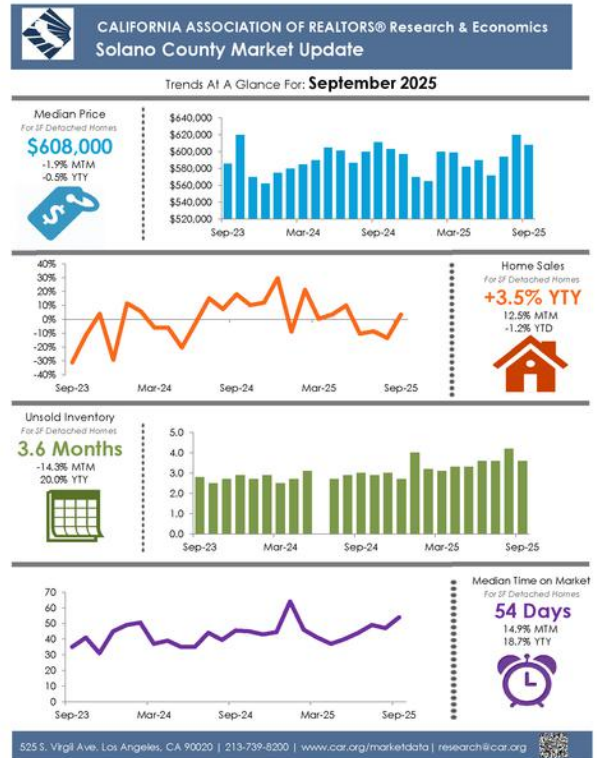


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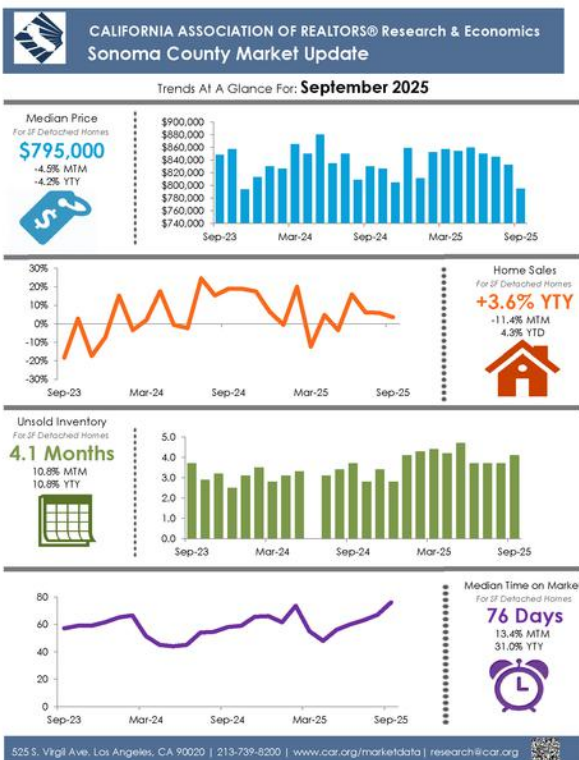
SANTA CRUZ MARKET UPDATE



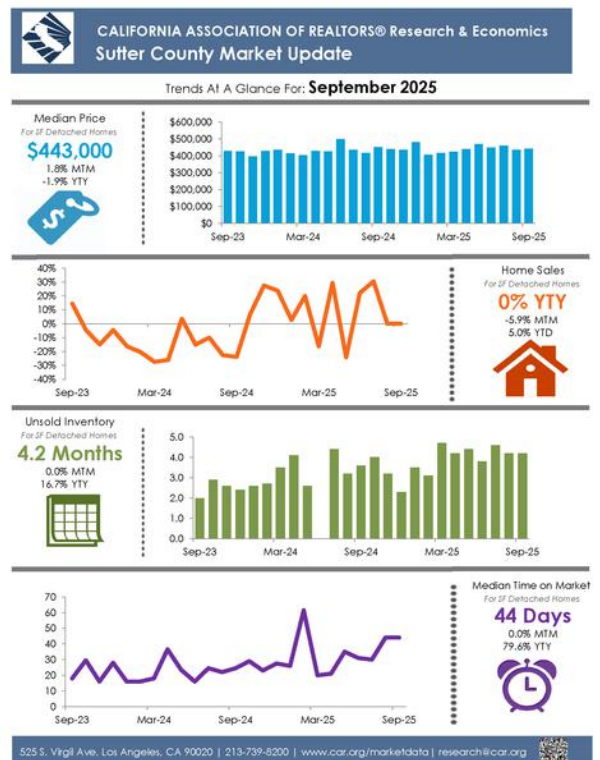
SOLANO MARKET UPDATE



SONOMA MARKET UPDATE

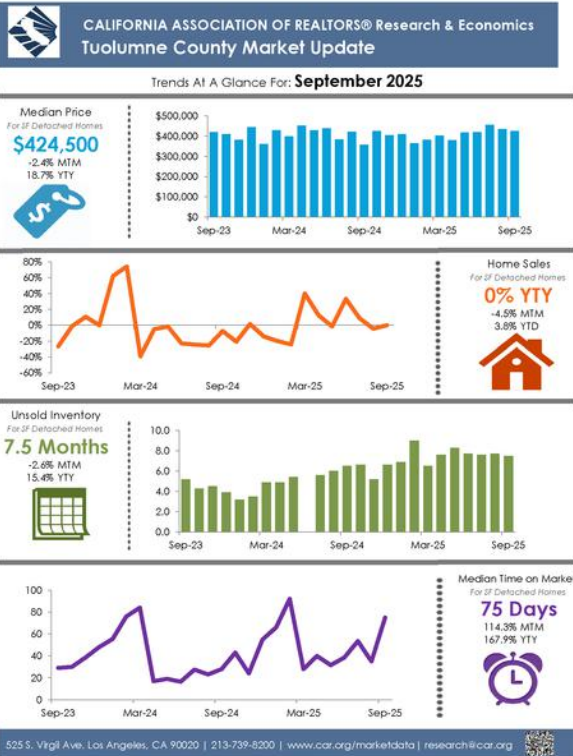


SUTTER MARKET UPDATE

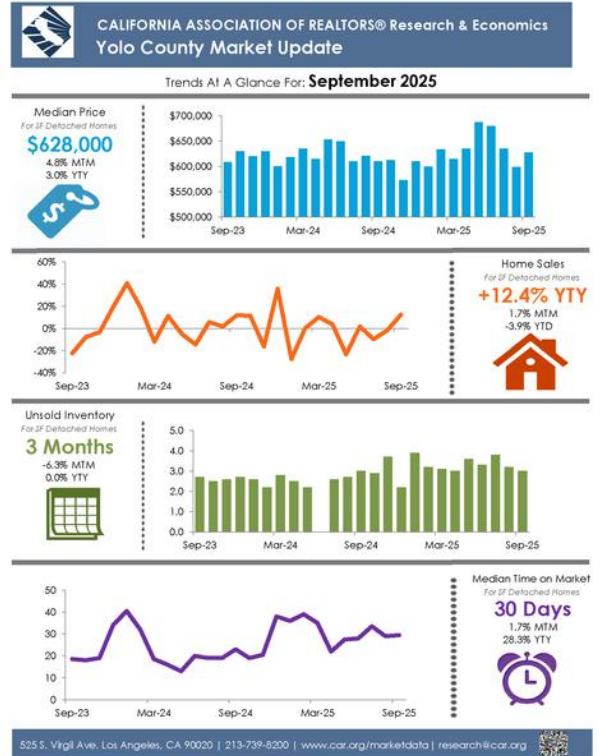


CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

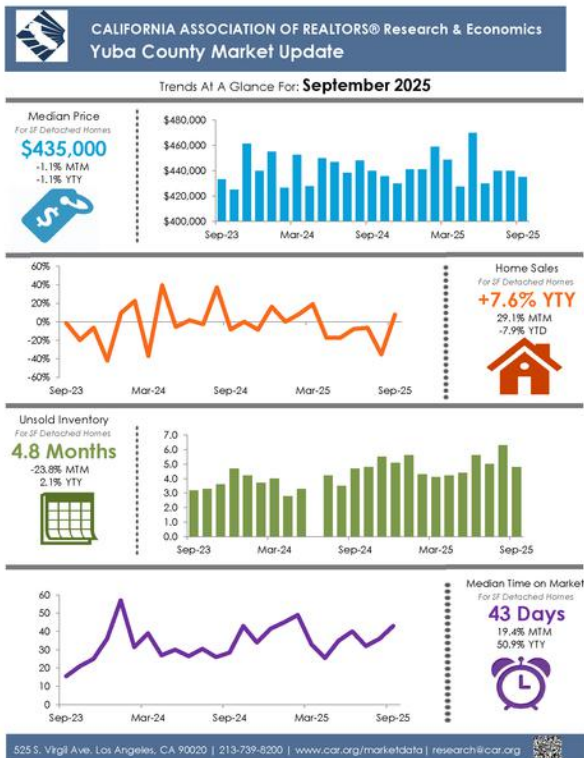
TUOLUMNE MARKET UPDATE



YOLO MARKET UPDATE



YUBA MARKET UPDATE



SEPTEMBER 2025

CALIFORNIA HOUSING MARKET *Update*

Monthly Sales and Price Statistics

California Housing Market Snapshot

September 2025



277,410 | **Existing Home Sales**
+6.6% YTY | **+0.4% YTD** | **% change**



**Median
Sales Price**

\$883,640
+1.8% Y2Y



**Unsold Inventory
Index**

3.6 months
0.0% Y2Y

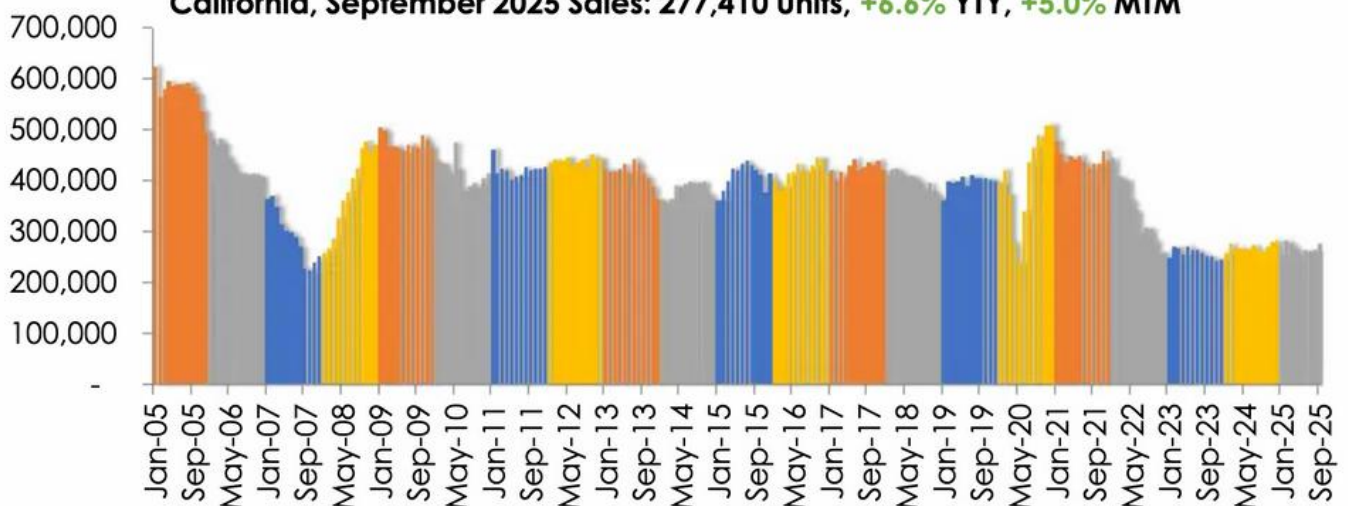


**Median
Days on Market**

32 days
+33.3% Y2Y

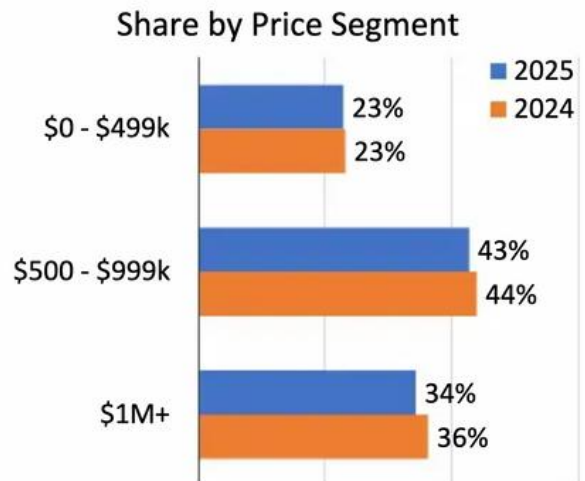
Sales improved in September – highest level since February

California, September 2025 Sales: 277,410 Units, **+6.6% YTY**, **+5.0% MTM**



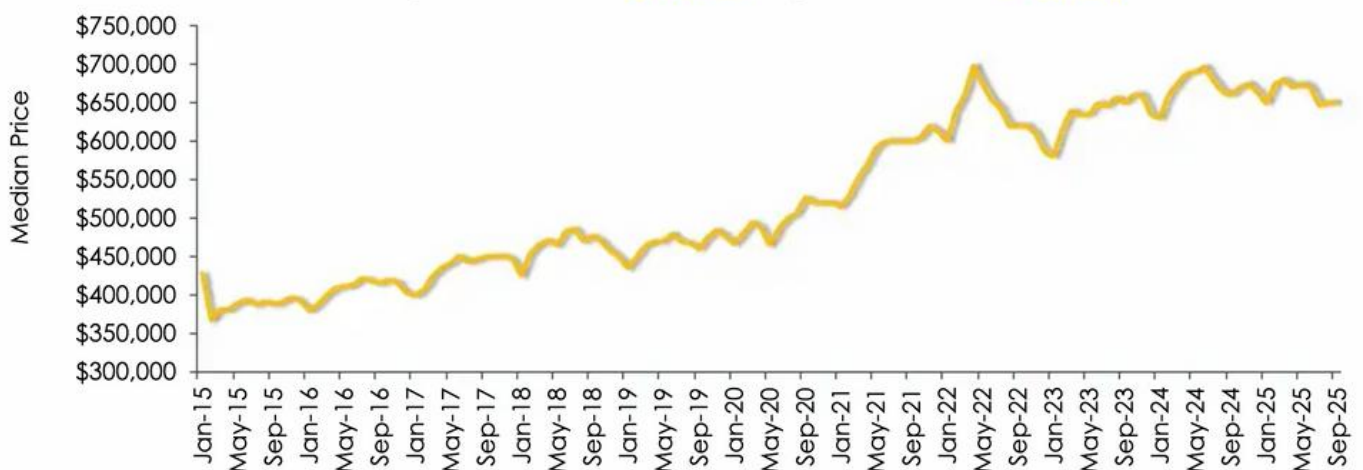
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Sales by price bracket

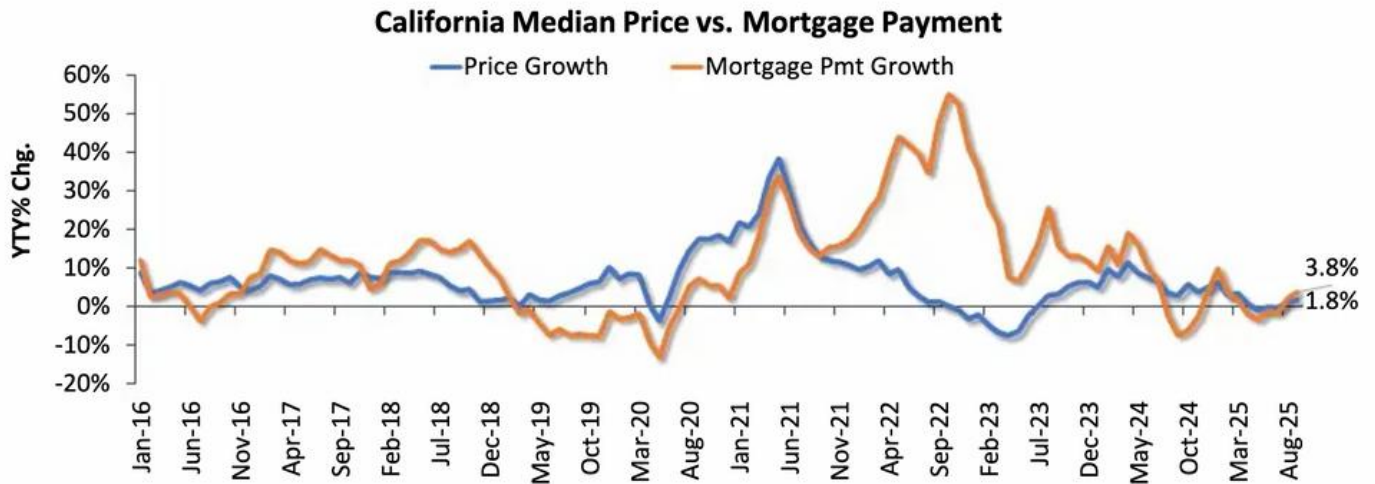


Condo/Townhome median price dropped year-over-year for the sixth straight month

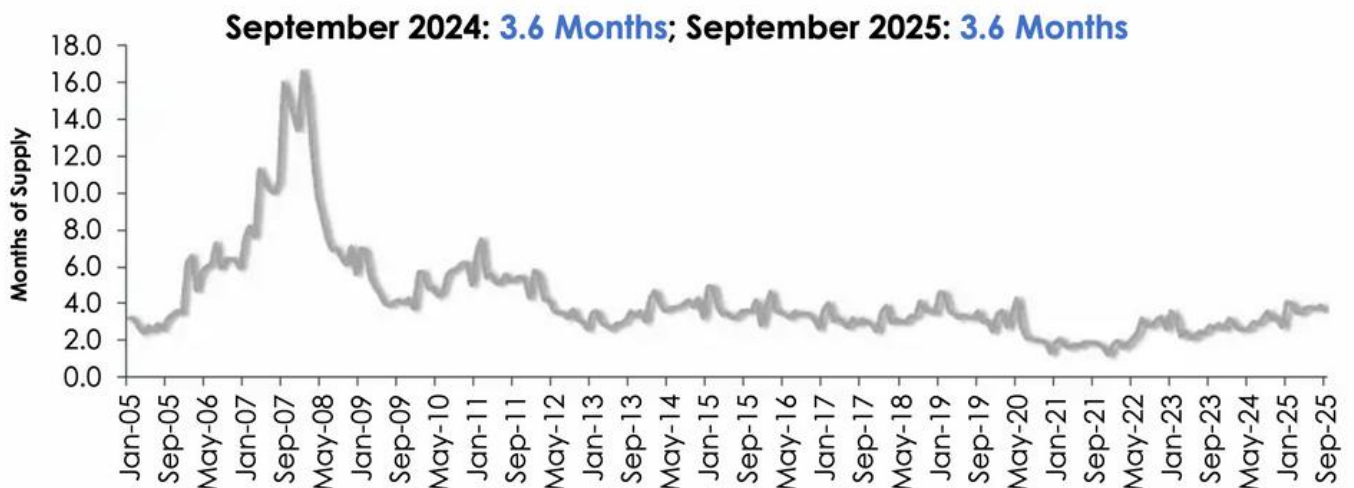
California, September 2024: **\$660,000**, September 2025: **\$650,000**



Mortgage payment increased moderately



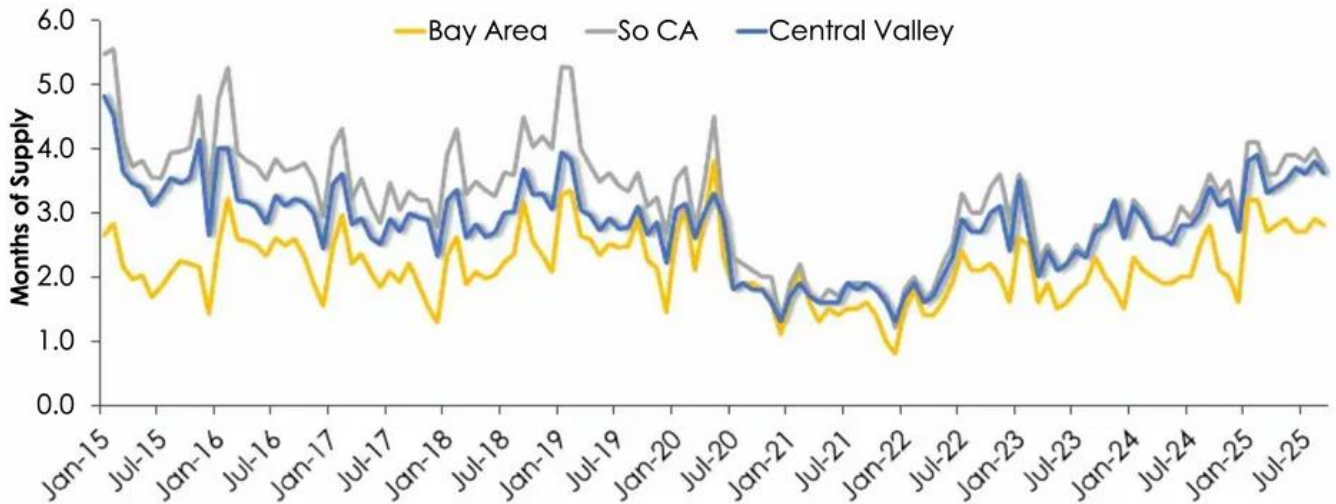
Inventory unchanged from last year's level





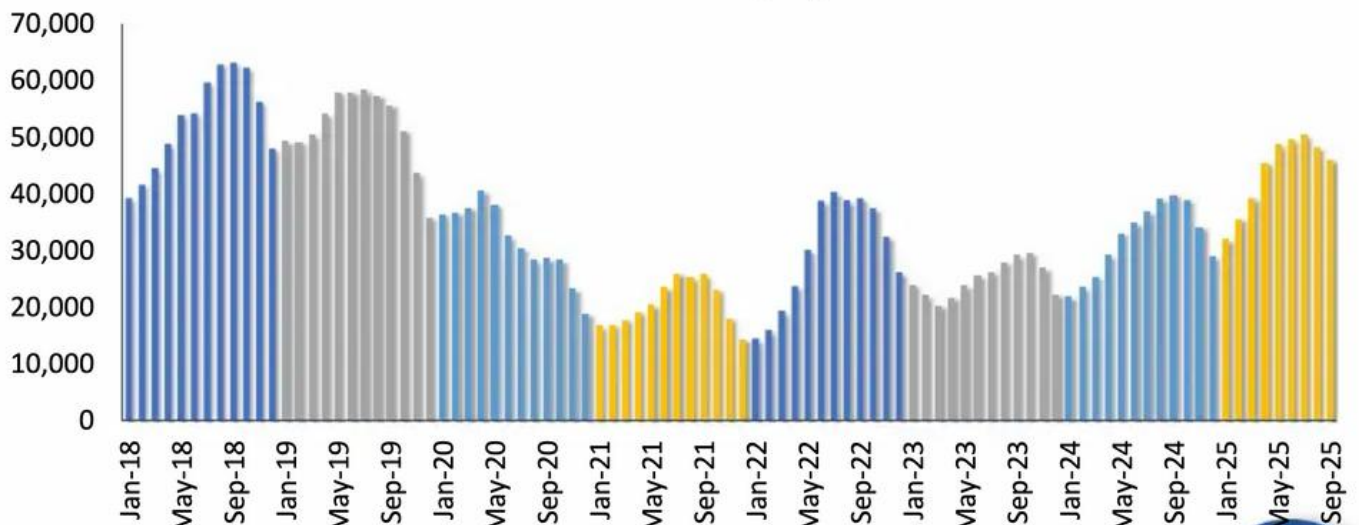
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Unsold Inventory across major regions



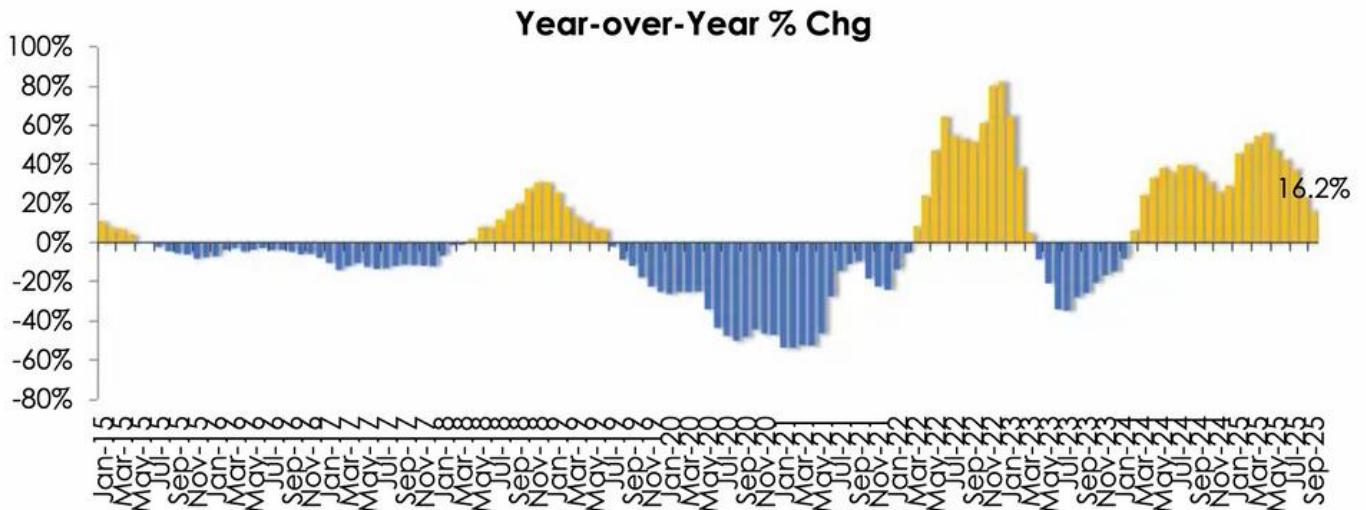
Active listings slipped month-to-month second month in a row

California Active Listings by Month

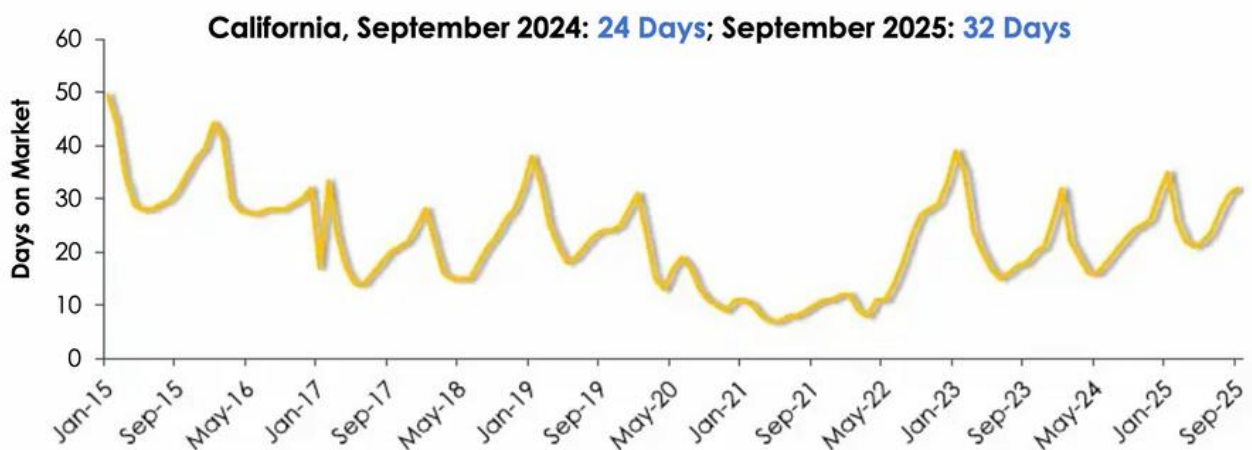


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Active listings grew by double digits – pace decelerated 5th month in a row



Time on market up from last year's level



SEPTEMBER 2025

Hawaii Statewide Real Estate Report

MEDIAN SALE PRICE MIXED IN SEPTEMBER

Hawaii State median sale price movement is mixed in September 2025, with the home price up 3% to \$1,044,500 and the condo price down -4% to \$525,000 from last year.

HOME AND CONDO SALES UP IN SEPTEMBER

Hawaii State sales activity is up in September 2025, with home sales up 23% and condo sales up 9% from last year.

MARKET TIMES ARE UP IN SEPTEMBER

Hawaii State market times are up in September 2025, with the home Days on Market up 54% to 40 and the condo Days on Market up 46% to 51 from last year.

SINGLE FAMILY HOMES	THIS MONTH SEPTEMBER 2025	LAST MONTH AUGUST 2025	LAST YEAR SEPTEMBER 2024
Median Sale Price	▲ \$1,044,500	\$1,000,000	\$1,016,500
Average Sale Price	▼ \$1,307,642	\$1,332,067	\$1,359,043
Homes Sold	▲ 542	518	442
Median Days on Market	▲ 40	35	26
Bid Ups	▼ 21%	23%	24%

CONDOMINIUMS	THIS MONTH SEPTEMBER 2025	LAST MONTH AUGUST 2025	LAST YEAR SEPTEMBER 2024
Median Sale Price	▼ \$525,000	\$542,500	\$547,000
Average Sale Price	▼ \$694,089	\$757,339	\$708,473
Condos Sold	▲ 506	500	466
Median Days on Market	▲ 51	55	35
Bid Ups	▼ 12%	11%	15%

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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



CLAIRE MAGLALANG
Regional Marketing Admin



Where Entrepreneurs Thrive



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