

KW NORTHERN CALIFORNIA AND HAWAII REGION

NEWSLETTER

OCTOBER 2023



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY



Where Entrepreneurs Thrive

**DISCOVER THE POSSIBILITIES:
YOUR MONTHLY NEWS AND INSIGHTS**

2023

HAPPY HALLOWEEN



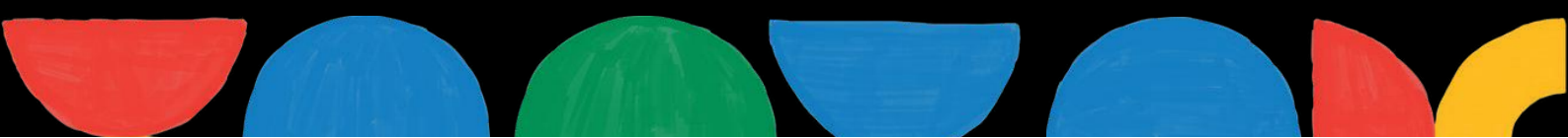
HAPPY HALLOWEEN





HISPANIC

HERITAGE MONTH



Mayor Nominates Mr. Eli Galindo for Recognition During 2023 Hispanic Heritage Month

In a heartwarming display of civic appreciation and cultural celebration, Elk Grove Mayor has officially nominated Mr. Eli Galindo for special recognition during the 2023 Hispanic Heritage Month. This commendable act is set to be formalized through a Proclamation of the City of Elk Grove during the upcoming City Council meeting.

The Mayor's nomination comes as a tribute to Mr. Galindo's outstanding contributions to the community, particularly in promoting and preserving the rich Hispanic heritage that continues to be an integral part of Elk Grove's cultural tapestry.



Top Associates

SEPTEMBER 2023



CLOSED UNITS

Top Associates
SEPTEMBER 2023

INDIVIDUAL/INDIVIDUAL TEAMS

#1 **CHERYL HAMMOND** WALNUT CREEK

#1 **LIZ GONZALEZ** WALNUT CREEK

#3 **DENISE ROOKER BROWN**
ROSEVILLE

#4 **FAN WANG**
CUPERTINO

#5 **JULIE WYSS**
LOS GATOS ESTATES

#5 **SUZANNE RODDA**
SAN JOSE - GATEWAY

#5 **RON MELVIN**
WALNUT CREEK

#5 **JAMIE MONTGOMERY**
FOLSOM

#5 **YVONNE AIAVAO**
VACA VALLEY

#5 **SHERRI WALKER**
ROSEVILLE

#5 **GENEVA BAMIDELE**
STOCKTON

#5 **ROBERT MOON**
HONOLULU

#5 **GENARO DURAN**
KW MERCED

#5 **DAVID BAKER**
KW BIG ISLAND

#5 **THE JENICA WILLIAMS TEAM**
FOLSOM

TEAMS

#1 **MICHAEL SOARES REAL ESTATE**
SACRAMENTO METRO

#2 **LOBOSCHEFSKY GROUP**
WALNUT CREEK

#2 **TINA NGUYEN & ASSOCIATES**
SILICON CITY

#2 **CONNIE VAN REAL ESTATE GROUP**
ELK GROVE

#2 **RINGO LIU & NANCY MACH**
OAKLAND

GROUPS

#1 **THE MORE REAL ESTATE GROUP**
FOLSOM

#2 **ELEVATE REALTY GROUP - 34297**
ROSEVILLE

#3 **DISEN CAI REAL ESTATE GROUP**
PENINSULA ESTATES

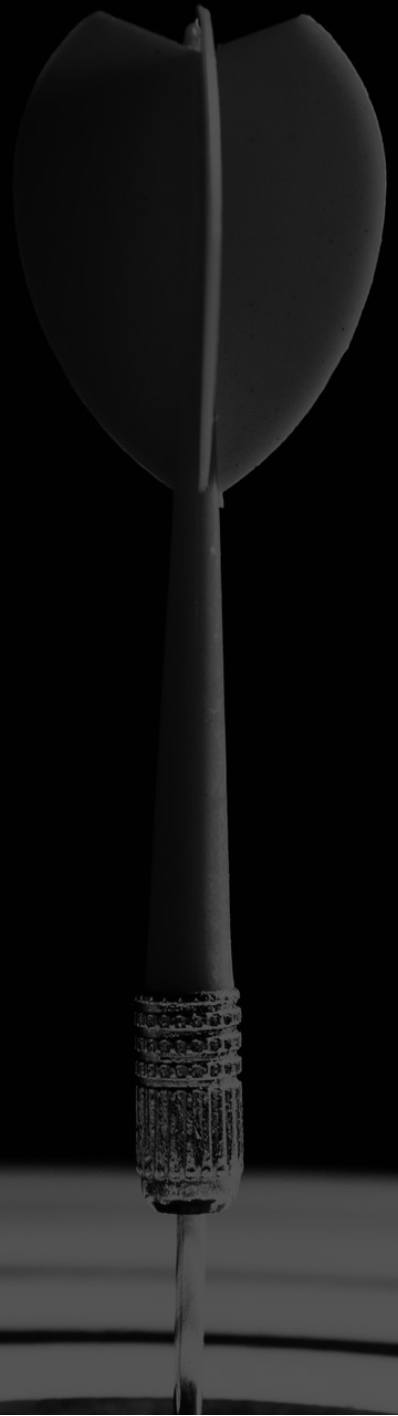
#3 **THE BRASIL GROUP**
CUPERTINO

#3 **ZEN COAST HOMES**
PENINSULA ESTATES

#3 **JENNIFER ROSDAIL REAL ESTATE TEAM**
SAN FRANCISCO

#3 **PARM ATWAL REAL ESTATE TEAM**
SACRAMENTO METRO

#3 **THE KAL JOHAL TEAM**
YUBA SUTTER



CLOSED VOLUME

Top Associates
SEPTEMBER 2023

INDIVIDUAL/INDIVIDUAL TEAMS

#1 ALEX MICHAS OAKLAND

#2 RITA CHAO
CUPERTINO

#3 JULIE WYSS
LOS GATOS ESTATES

#4 LAURA BRYANT
PENINSULA ESTATES

#5 TIFFANY STOCK
DANVILLE

TEAMS

#1 RINGO LIU & NANCY MACH OAKLAND

#2 KOVACS TEAM
PALO ALTO

#3 LEN STONE REAL ESTATE GROUP
PENINSULA ESTATES

#4 TROY BAMBINO
SAN JOSE - SILICON VALLEY

#5 SATYA DASARI TEAM
CUPERTINO

GROUPS

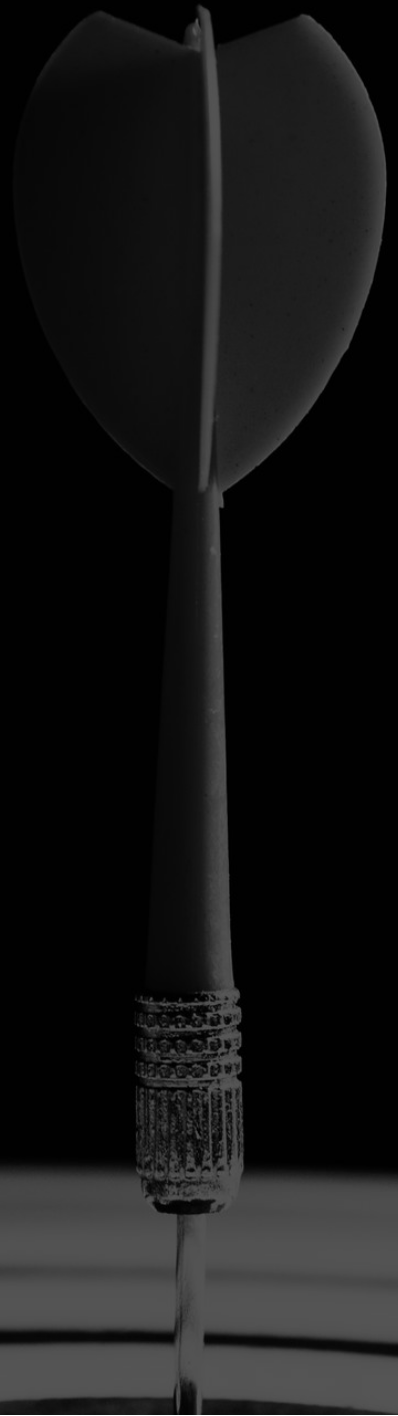
#1 CULLINAN LUXURY GROUP PENINSULA ESTATES

#2 DISEN CAI REAL ESTATE GROUP
PENINSULA ESTATES

#3 THE BRASIL GROUP
CUPERTINO

#4 THE GUNDERMAN GROUP
OAKLAND

#5 ZEN COAST HOMES
PENINSULA ESTATES



LISTINGS TAKEN

Top Associates
SEPTEMBER 2023

INDIVIDUAL/INDIVIDUAL TEAMS

#1 SUZANNE RODDA SAN JOSE - GATEWAY

#1 KAYLA WELDON SIERRA FOOTHILLS

#1 ALISHA SIMPKINS CHICO

#4 ROBERT HALEY
CHICO

#4 TED DEFAZIO
FOLSOM

#4 KYLE CHRISTOPHER BALLARD
MODESTO

#4 MAX DEVRIES
PLEASANTON / LIVERMORE

#4 JUSTIN MCNABB
SANTA CRUZ

TEAMS

#1 MICHAEL SOARES REAL ESTATE SACRAMENTO METRO

#2 THE FICKERT TEAM
CHICO

#4 HOMES BY OFER
DANVILLE

#2 SK REAL ESTATE GROUP
FOLSOM

#4 MY URBAN HOME TEAM
WALNUT CREEK

#4 THE ASTURIAS GROUP
OAKLAND

#4 FRANCO PEREZ TEAM
SILICON CITY

#4 DEBRA WHITE TEAM
FRESNO

#4 THE REICHERT GROUP
DANVILLE

#4 LEN STONE REAL ESTATE GROUP
PENINSULA ESTATES

GROUPS

#1 JMA FRESNO

#1 MORE SAN FRANCISCO

#3 THE MORE REAL ESTATE GROUP
FOLSOM

#3 ELEVATE REALTY GROUP
ROSEVILLE

#3 THE KAL JOHAL TEAM
YUBA SUTTER



SEPTEMBER 2023

Welcome

New Associates Partners

EDGAR LOPEZ	BRENTWOOD	ED MORAN	KW BIG ISLAND
ROSEMARY LOPEZ	BRENTWOOD	HOPE JOHNSON	KW BIG ISLAND
CHRIS BARRE	CARMEL	ANDRES OLIVIERI	KW MAUI WEST
DEVIN TERRILL	CARMEL	MELINA HIGHT	KW MAUI WEST
PETER ANTONIAN	CARMEL	SHANNON MARTIN	KW MAUI WEST
KRISTIN JORDAN-ALLEN	CHICO	AMISHA BEDI	KW MERCED
SOPHIA RIKER	CHICO	ISHA BEDI	KW MERCED
SPENCER HAGERSTRAND	CHICO	NICHOLAS ZWART	KW MERCED
CHLOE SARAH LEINWAND	CUPERTINO	SADIK AZAR	KW MERCED
HAYDEN MCGUIRE	CUPERTINO	SANYA BEDI	KW MERCED
CINDY LEE	DANVILLE	CUNG LE	LOS GATOS ESTATES
HUMZAH JAN	DANVILLE	FRANK HERMAN	LOS GATOS ESTATES
JACQUIE JACKSON	DANVILLE	HECTOR MOLINA	LOS GATOS ESTATES
LINDA NIAZI	DANVILLE	KAMALJIT GILL	LOS GATOS ESTATES
RENEE REITEN	DANVILLE	KAMEL SHAHEEN	LOS GATOS ESTATES
AXEL ESTRADA	ELK GROVE	PUNEET SINGH	LOS GATOS ESTATES
CAROL BAKER	ELK GROVE	SARGIZ SAKOOMOSHABAD	LOS GATOS ESTATES
TRACIE MAURICE	ELK GROVE	VALERIE MERKLIN	LOS GATOS ESTATES
SUMARAH LEWIS	ELK GROVE	ALEXANDER FRICKEY	MODESTO
CORDIS WEBB	FOLSOM	DANIEL GALLEGOS	MODESTO
MELANIE RICKARD	FOLSOM	ED JUSTEN	MODESTO
NAUDIAH XAYAVONG	FOLSOM	JESSIE MCGAFFIE	MODESTO
NICHOLAS FABRIZIO	FOLSOM	RICARDO AVINA	MODESTO
SEYED MOHANNA	FOLSOM	ABRAHAM BUTLER-ROTHOLZ	OAKLAND
SHELBY ACKER	FOLSOM	CARMEN MALIK	OAKLAND
HENNESSEY BARRAZA-JONES	FOLSOM	ISABELLE COLE	OAKLAND
KELVIN WANG	FREMONT	JOSH ALVAREZ	OAKLAND
LINH MINGS	FREMONT	JULIE GIDARE	OAKLAND
SUNIL SEHGAL	FREMONT	KATHLEEN CUMMINS	OAKLAND
LINDSEY VASQUEZ	FRESNO	DAMIEN LIGGS	PALO ALTO
MARBELLA VALDOVINOS	FRESNO	MARIAM TIWANA	PALO ALTO
CARA WILLARD	HONOLULU	RIYAD ASFOOR	PALO ALTO
DANIELLE OTERO	HONOLULU	ALVARO ORTEGA CUELLAR	PENINSULA ESTATES
DIANE FUJIKAMI	HONOLULU	DANIEL FRIDMAN	PENINSULA ESTATES
GABRIELLA SUMMEY	HONOLULU	JACOB FUJIAN HO	PENINSULA ESTATES
HEATHER MORGADO	HONOLULU	JACQUELINE SANCHEZ	PENINSULA ESTATES
JONNAH RESPICIO	HONOLULU	JANELY NEBRE-GALI	PENINSULA ESTATES
KELSEY BENTO	HONOLULU	JEROME (JAY) MARCU	PENINSULA ESTATES
ROLAND FILIPIAK	HONOLULU	REGAN CHERRINGTON	PENINSULA ESTATES
SHELLSEY BARNHART	HONOLULU	SCOTT LEUNG	PENINSULA ESTATES

WELCOME HOME
Where Entrepreneurs Thrive

SEPTEMBER 2023

Welcome

New Associates Partners

SHAYAN MAJLESI	PENINSULA ESTATES	JONATHAN KAPLAN	WALNUT CREEK
WAYNE HO	PENINSULA ESTATES	JOSE PETERSEN	WALNUT CREEK
WESLEY YANG	PENINSULA ESTATES	KARIM LEBBAZ	WALNUT CREEK
ANITA RANI	PLEASANTON/LIVERMORE	LUCI MOISE	WALNUT CREEK
HUIQING ZHU	PLEASANTON/LIVERMORE	LYNDONNA GAMEZ	WALNUT CREEK
KATHERINE CIPPONERI	PLEASANTON/LIVERMORE	MIKE KISTNER	WALNUT CREEK
MELISSA LOPEZ	PLEASANTON/LIVERMORE		
SANDRA DESOUZA	PLEASANTON/LIVERMORE		
SUMIT CHOPRA	PLEASANTON/LIVERMORE		
CAILEE ANDERSON	ROSEVILLE		
RICHARD LOGES	ROSEVILLE		
NATASHA WIGGINS	ROSEVILLE		
DESIRE VASQUEZ	SACRAMENTO METRO		
ELPIDIO TELLEZ	SACRAMENTO METRO		
TALIA VASQUEZ	SACRAMENTO METRO		
CORINA SEIDL	SAN FRANCISCO		
JORGE PACHECO	SAN FRANCISCO		
THOMAS AKINS	SAN FRANCISCO		
ALEXANDRA FERRANTE	SAN JOSE - SILICON VALLEY		
ANNEMARIE HEYNIG	SANTA CLARA VALLEY		
JUAN ROMERO	SANTA CRUZ		
LINDSY KNAPP	SANTA CRUZ		
CRYSTAL COX	SIERRA FOOTHILLS		
MARYELLEN HEWLETT	SIERRA FOOTHILLS		
MATTHEW MADDEN	SIERRA FOOTHILLS		
GABRIELA MACIEL	SILICON CITY		
IVAN SANTILLAN REYES	STOCKTON		
JESUS MAXIMO AVALOS TAPIA	STOCKTON		
KEITH LANCASTER	STOCKTON		
LILLIAN MOORE	STOCKTON		
MICHELLE DIALS	STOCKTON		
SYHELEE JONES	STOCKTON		
DANACA FLORES	VACA VALLEY		
AZAR BENABOU	WALNUT CREEK		
CARRIE BUTZ	WALNUT CREEK		
CESIA GARCIA	WALNUT CREEK		
DANIELLE CHEN	WALNUT CREEK		
DEVIN JONES	WALNUT CREEK		
HALEY ARTERBERRY	WALNUT CREEK		
JOHANNA CHUNG	WALNUT CREEK		

WELCOME HOME
Where Entrepreneurs Thrive



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 Dennis Haley for Pricing Info:

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 Director of Sales
 Trendgraphix, Inc.
 Direct: (916) 978-4241
 Email: dhaley@trendgraphix.com

 the **twenty**center

THE DAYLIGHT SAVINGS TIME HACK

THE DAYLIGHT SAVINGS TIME HACK

For most of my life, I relished staying up late, reading, and watching movies. When we had our first child, I was on morning bottle duty. Gus was an early riser and ready for his first meal before 6 am. I came to love the morning time. The quiet stillness. Gus's tiny fingers grasping my thumb and pinkie like handlebars on either side of the bottle. The first light slanting through the windows. He trained me to wake early—a habit I kept long after he started sleeping in. The owl became a lark. And that has made a huge impact on my life.

Morning routines have the power to shape our days. Just like the dead of night, the dawn hours hold few distractions. The difference is our energy. Our minds wake bright and alert or, at least, get there quickly after a jolt of Java. In [The ONE Thing](#) we shared that we can tap the full reservoir of our willpower to do foundation work. We can fill those dawn hours with exercise, reading, reflection, and planning. When you browse Tim Ferriss's [Tools of Titans](#), it's impossible to miss how virtually every one of the 67 world-class performers launches their day with a morning routine. In the coming weeks, you can join them.





On November 5th, most Americans will set their clocks back an hour. For most, this annual ritual of “falling back” is a chance to sleep in an extra hour. Or you can claim an extra morning hour with no sleep deprivation with this daylight savings time hack I learned from author Gretchen Rubin.*

Before bed on November 4th, set your analog clocks back an hour. On the 5th, instead of sleeping in, keep getting up at your usual time. Voila! You’ve gained a 60-minute jumpstart on the world. But don’t stop there. Invest that time in something that makes you stronger, healthier, smarter, or happier.

In [The Miracle Morning](#), Hal Elrod wrote, “How we start our day determines how we create our life. Are you snoozing through your morning... snoozing through your life... and snoozing through your unlimited potential... Or are YOU committed to waking up each day with passion, purpose, and a plan so you can create the life you truly want & deserve?” Preach, Hal.

One question to ponder in your thinking time: How can I launch my days with power and purpose?

Make an Impact!
Jay Papasan

Keller  INK

**LEAD
GENERATION
SURVEY RESULTS:
WHAT ARE TOP
AGENTS DOING IN
2023?**



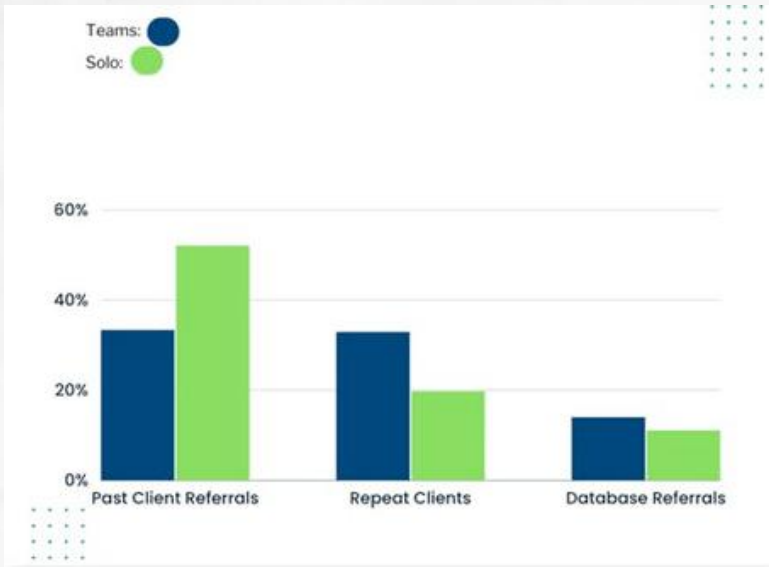
Real estate agents know that the foundation of a successful business is built through lead generation. But where agents choose to spend their time, money, and effort generating leads varies. Prospecting and marketing strategies vary from agent to agent as each tries to touch their database through personalized methods tailored to their own skills and client interests. Lead generation also varies with time as market conditions shift, ..., and the latest technology changes the game.

We know our readers like to stay ahead of the game so, in July, KellerINK and the Keller Williams Research Team surveyed hundreds of top agents to identify current industry trends in lead generation.

In addition to information about the efficacy and popularity of common lead generation methods, our survey revealed another lead generation practice among agents: focusing on three main sources. In the past when we have surveyed agents, we identified what we call the Rule of 4, where agents chose to focus on four main lead generation sources. However, when reviewing the most recent survey results, we found that the fourth-place answers for each question were a significantly lower percentage than the top three. This suggests that agents have narrowed their focus down to just three primary lead generation methods in recent years.

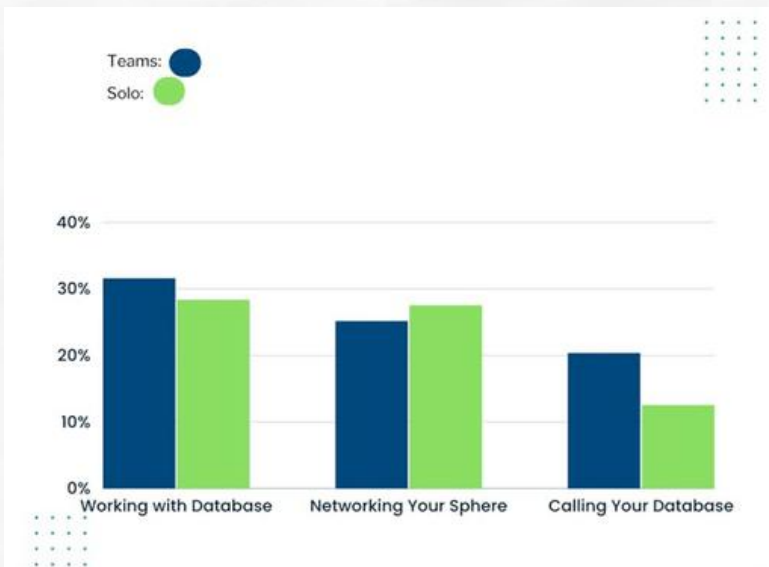
For each question, we've separated the response into solo agent and team categories. Read below to find out what, on average, your fellow agents are doing when building their businesses and servicing clients.

What Is Your Largest Source of Business?



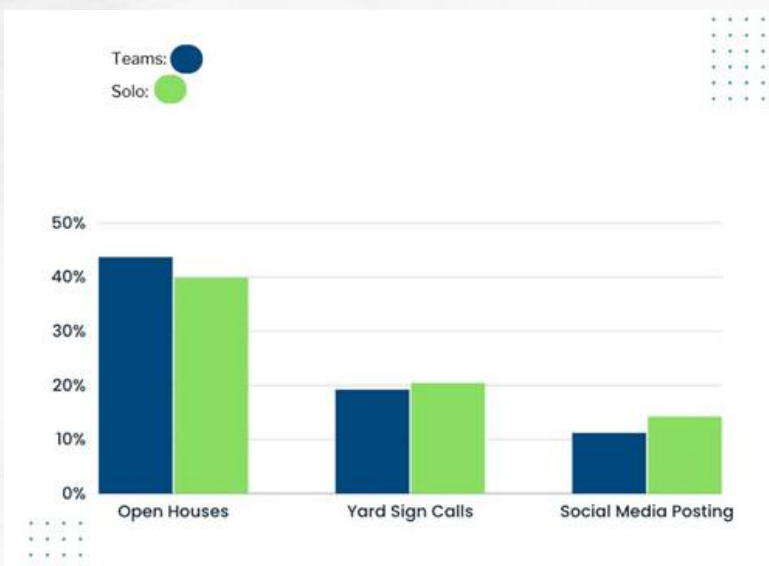
For both teams and solo agents, the top three answers are the same (1. Past client referrals, 2. Repeat clients, and 3. Database referrals). For solo agents, on average, past client referrals make up more than half (51.97 percent) of their business sources. Team members get about the same amount of business from past client referrals and repeat clients—33.33 percent and 32.84 percent, respectively.

What Activities Generate the Majority of Your Referrals?



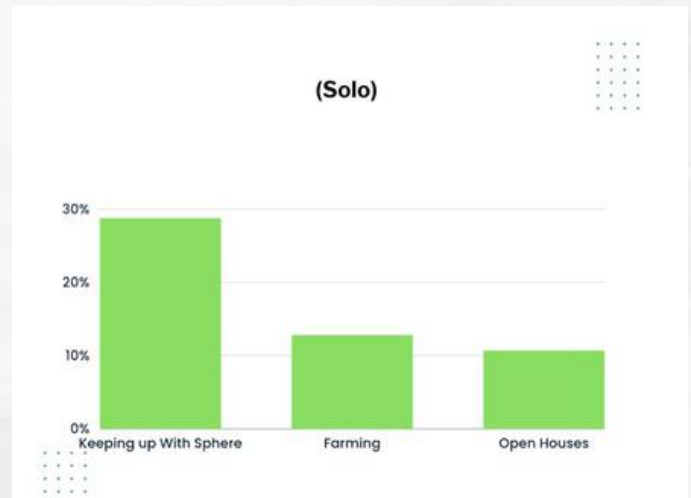
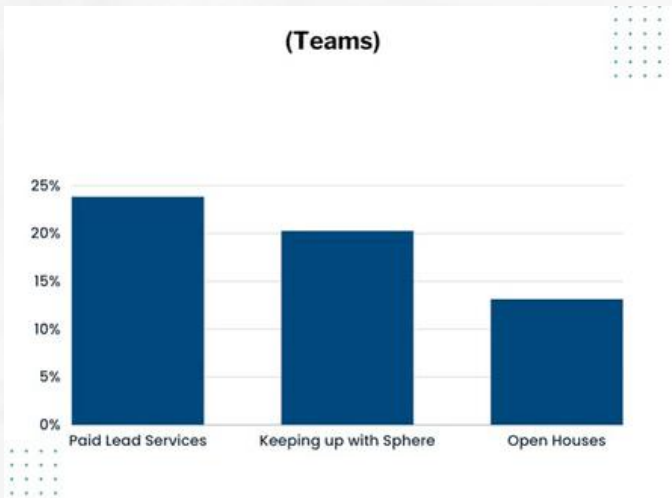
The top three answers for both teams and solo agents are the same, with the number one answer being working with their database. It's obvious that the database plays a big role in lead generation for both team agents and solo agents, as it shows up in the third answer—calling members of the database to ask for referrals—as well.

What Is the Primary Way You Generate Leads from Listings?



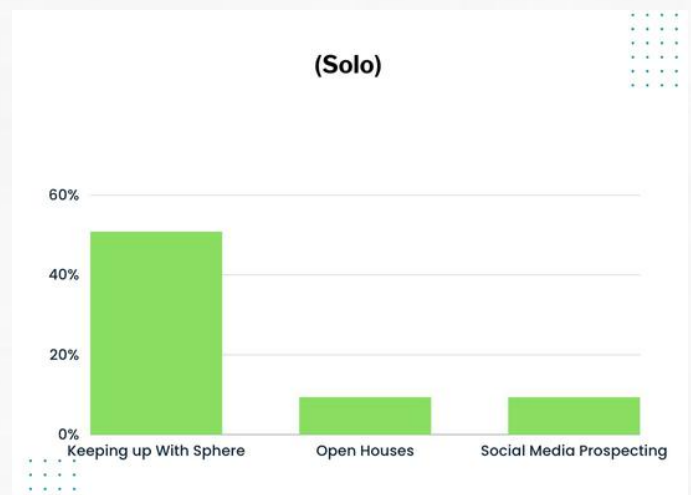
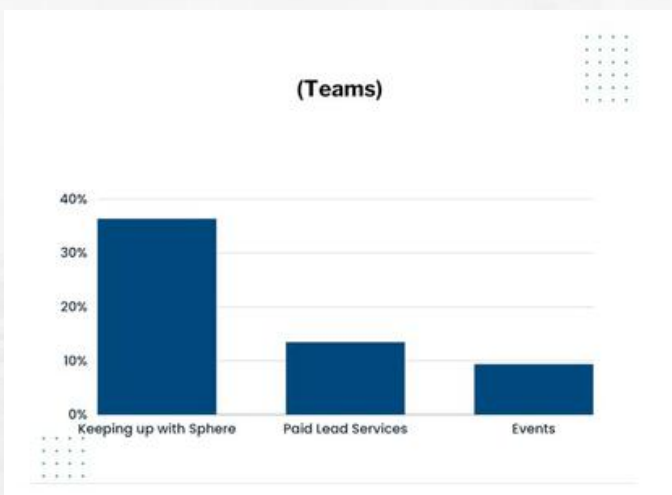
Once again, the top three answers for both groups match, and topping the list is open houses.

What Tactics Generate the Largest Portion of Your Non-Referral Clients?



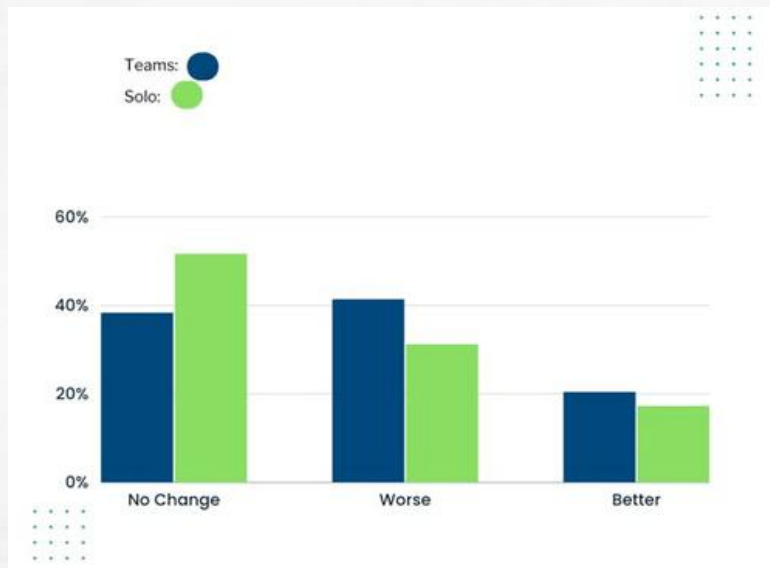
This is where the two groups start to split off. While solo agents' number one tactic is keeping up with their sphere (at 28.7 percent), for team agents the top answer is paid lead services (at 23.81 percent). For solo agents, paid leads only make up 7.45 percent of their business tactics. And farming, which is number two on the list for solo agents (at 12.77 percent), only accounts for 4.76 percent of the team agent answers.

What Percent of Your Closed Business Came from Each Lead Generation Activity (New Clients, Non-Referral)?



While keeping up with agents' Sphere of Influence tops both lists, the percentages vary greatly. Plus, the second and third answers from each group didn't make its counterpart's top three at all.

How Do You Feel about the Quality of Leads Coming in over the Last 12 Months?



Finally, we asked how agents feel about the quality of leads they've generated using their preferred method over the last twelve months. We wondered if they'd gotten better, stayed the same, or gotten worse. While most team agents feel the lead quality has gotten worse, over 50 percent of solo agents feel the quality of leads stayed the same.

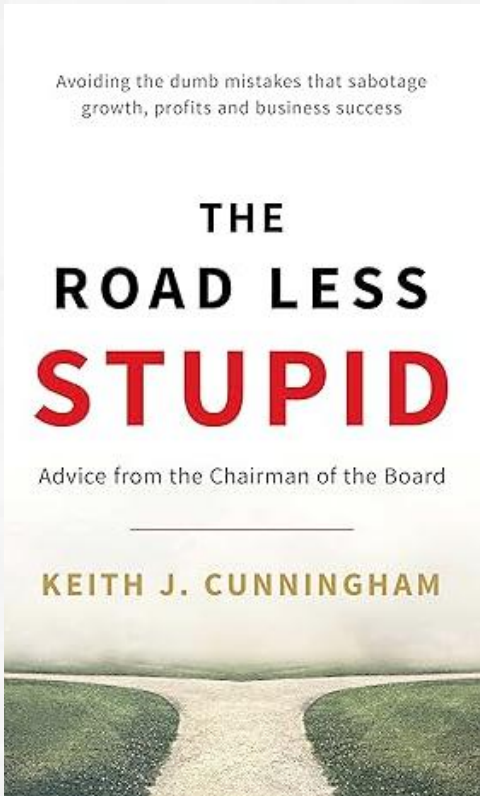
Although changes in the market may have made lead conversion more difficult in the past year, the fact remains that you can still set appointments and ultimately make sales if you put in the work. One solo agent stated that their results were highly related to their actions, writing that they've been "staying active in community organizations, taking leadership positions in my activities, staying visible with my sphere and network. It's a relationship business, which means showing up face-to-face, voice-to-voice."

Other solo agents wrote that their "sphere is extremely loyal and referrals are up," and "social media posts are more effective." Still, others thought the quality was worse off than last year, citing "lack of inventory and prices," and "mortgage qualification down and affordability issues."

For team members, some felt optimistic about lead quality, saying they've had a "huge uptick in leads and quality of leads generated off of Google Reviews," and that "the leads are further down the funnel (they are ready to do something.)" While others felt the pressure of the market effecting their lead gen activities: "Decreased lead count, longer timeline, decreased motivation, issues qualifying," and "drop in volume."

While an agent's lead generation strategy should reflect the ever-evolving market of the moment, one thing that shouldn't change is making lead generation center of their business. How has your lead generation strategy changed over the last year? What about the quality of your leads? Let us know on the KellerINK [Facebook](#) page. And don't forget to check our [blog](#) for more articles and information.

Keller INK



Book Spotlight: The Road Less Stupid: Advice from the Chairman of the Board by Keith J. Cunningham

If you're always working in your business and not on it, eventually you will pay the "stupid tax." This is a great guide for avoiding "the stupid tax."

[Read Now!](#)

Conversion success comes to those who intentionally and repeatedly do three things with every lead: capture, connect, and close
- SHIFT



THE ONE THING

GOAL
SETTING
RETREAT



MOST PEOPLE UNDERESTIMATE WHAT THEY CAN ACHIEVE IN 5 YEARS.

- ✓ You have too many goals.
- ✓ You don't have a plan.
- ✓ You lack motivation.
- ✓ You don't understand the goal-setting process.
- ✓ You're afraid of failing.
- ✓ You feel unworthy of the end result.
- ✓ Your goals are too small.
- ✓ You're unsure of the actions you need to take to achieve your goals.

Better Late Than Never!

Achieving everything you've ever wanted is possible. Design a life of fulfillment at the 2023 Goal Setting Retreat.

Maximizing Year-End Success



"Commit to the decision to be better. Today matters. This experience matters."

- **What does environmental indifference mean to you? What is happening out there has nothing to do with what's happening in you...in here.**
- **New members of your team must be skills-tested, and pass, before getting on the phones. The test is identifying the missed opportunities due to failure of truly listening.**
- **Replace the word goals with standards it triggers a different mindset.**
- **Remember, we execute on plans, not ideas. It's unprofessional to run a business from inside your head.**

[Click for more event highlights](#)

Fall
MASTERMINDS

BOLD

REGISTRATION CLOSING
1ST WEEK OF NOVEMBER

 **Coaching
Skills Camp**
Advanced

NOV 2 - 3
AUSTIN, TX

 **Profit
Camp**

NOV 14
DIGITAL

 **FAMILY
REUNION**

FEB 25 - 29
LAS VEGAS, NV

Spring
MASTERMINDS

APRIL 14 - 16, 2024
SAN ANTONIO, TX

Save Links!

DO YOU PROCRASTINATE?

Watch This!



7 Steps to Boost Productivity

Unlock the secret to overcoming executive dysfunction and skyrocket your productivity! Click the video above to learn more with Coach Tyler Elstrom.

Additional KW MAPS Coach Support



Success Secrets of the World's Top Athletes & High Performers

Legendary sports agent Molly Fletcher shares how to stay motivated, beat burnout and fulfill your potential. Learn how to thrive during times of change, align your values with your energy and tap into a framework for personal and professional success.



The Benefits of Exercise for Neurodivergent People

Learn how exercise can positively influence the abilities and well-being of neurodivergent individuals.

FAST TRACK

Challenges Achieved



Securing Listings with the Wealthy

A four session program providing senior relocation solutions,
positioning you to attract and convert listings.

FREE Sneak Peek!



FREE TRAINING

kwMAPS
COACHING

November 7, 2023

Earn One Appointment per 10 Contacts Using this Approach

Do you call leads and hear things like, "Nevermind, I'm not interested anymore." Or, "I'm going to wait....I want to see what the market is going to do first!"

Register

November 7, 2023

PULSE: 4 Simple Steps to a Consistent 6-Figure Income

Your first session is FREE! Sign up and learn more about the simple steps behind building a business that produces a consistent 6-figure income.

Register

November 13, 2023

Success Secrets of the World's Top Athletes & High Performers

Legendary sports agent Molly Fletcher shares how to stay motivated, beat burnout and fulfill your potential.

Register

View Scheduled Ahead

KWRI EVENTS



November 1, 2023

Get to Know Recruitment SmartPlans for Leadership

Prepare for an exhilarating voyage into the world of recruitment mastery with "Get to Know Your Recruitment SmartPlans for Leadership"! 🚀

Register



November 1, 2023

Unleash the Power of Paid Ads in 3 Simple Steps

Discover the power of the paid ads experience in Command in just 3 simple steps!

Register



November 1 - 2, 2023

Build a \$100K Pipeline in 90 Days

Supercharge your online presence with your Command agent site!

Register



November 2, 2023

Grow Your Profit with Command's Agent Referrals

Discover how to use Command to build your referral network.

Register



November 2, 2023

Maximize Mind Share with a Cutting-edge Website 101

Get ready for an electrifying revelation!

Register



November 3, 2023

From Pipeline to Profit: Manage Your Transactions from Cultivate to Close

Hold onto your seats for an exhilarating journey from "Pipeline to Profit: Manage Your Transactions from Cultivate to Close" – an explosive, workshop-style training that's about to revolutionize your real estate game! 🚀💰

Register

20
24



FAMILY REUNION



FR '24 KEYNOTE SPEAKER:
MEL ROBBINS

Join us in Las Vegas to hear from Mel Robbins, author of *The 5 Second Rule*. Register now to lock in early-bird pricing.

[Register Now](#)





The Millionaire Real Estate Agent Podcast

The Millionaire Real Estate Agent Podcast delves into the strategies and success stories of top industry professionals, demystifying the path to big profits. With insightful interviews, actionable tips, and market insights, it empowers entrepreneurs at all stages to elevate their real estate game.





AGENT BREAKTHROUGH SUMMIT FALL 2023



SCAN TO RSVP

WEDNESDAY, NOVEMBER 1ST
10:00 AM – 3:00 PM
FREMONT DOWNTOWN EVENT CENTER



PANELISTS & SPEAKERS



RICK CUNNINGHAM
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MORE SPEAKERS COMING SOON



Register Now

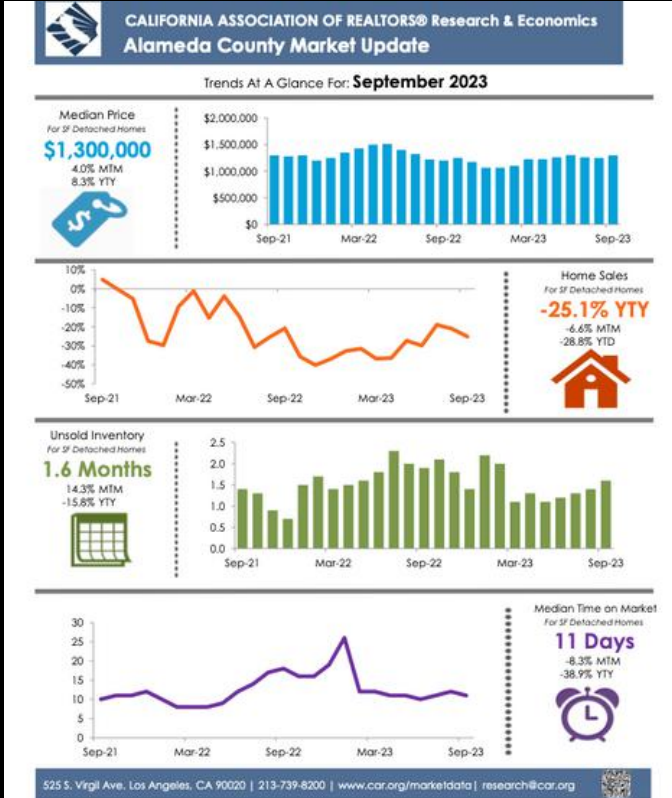
SEPTEMBER 2023

MARKET STATS

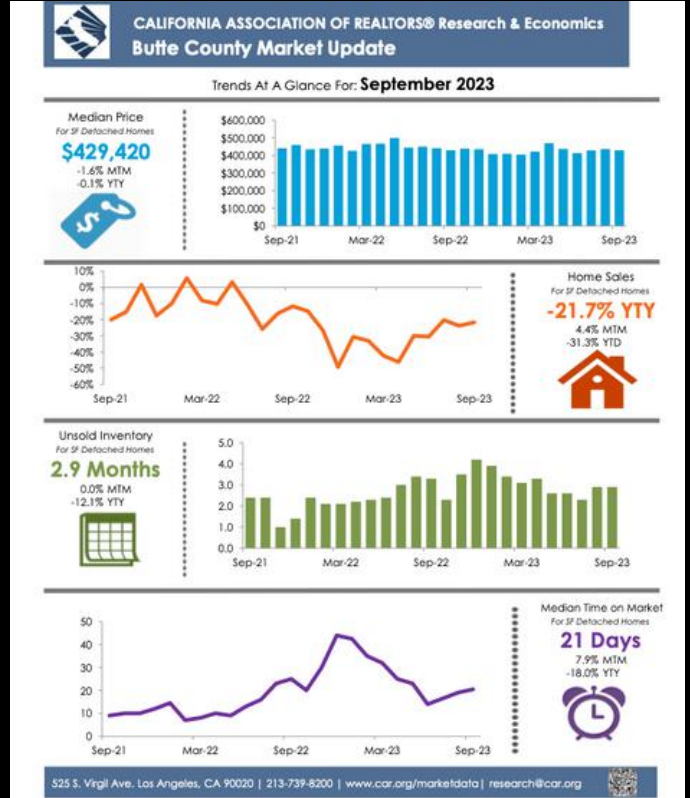


Trends At A Glance For: **September 2023**

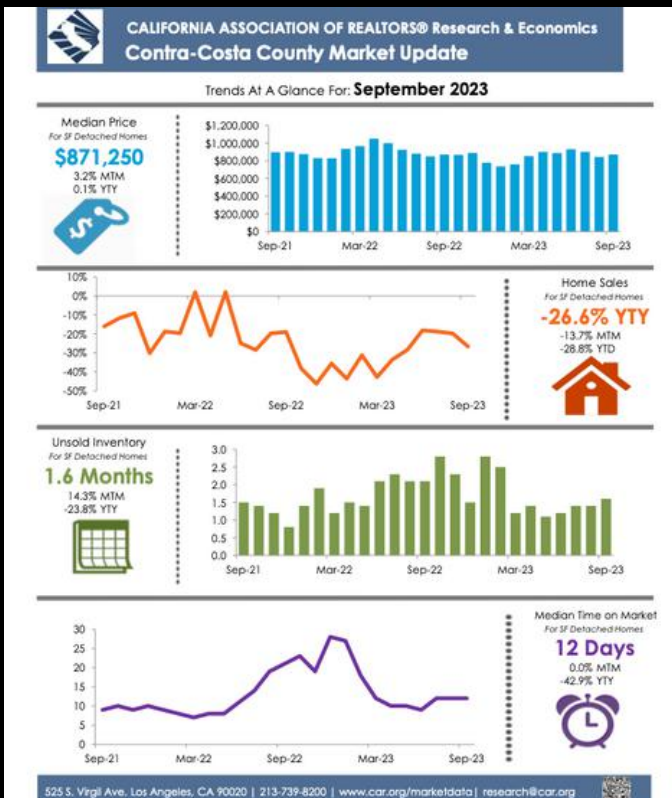
Alameda County Market Update



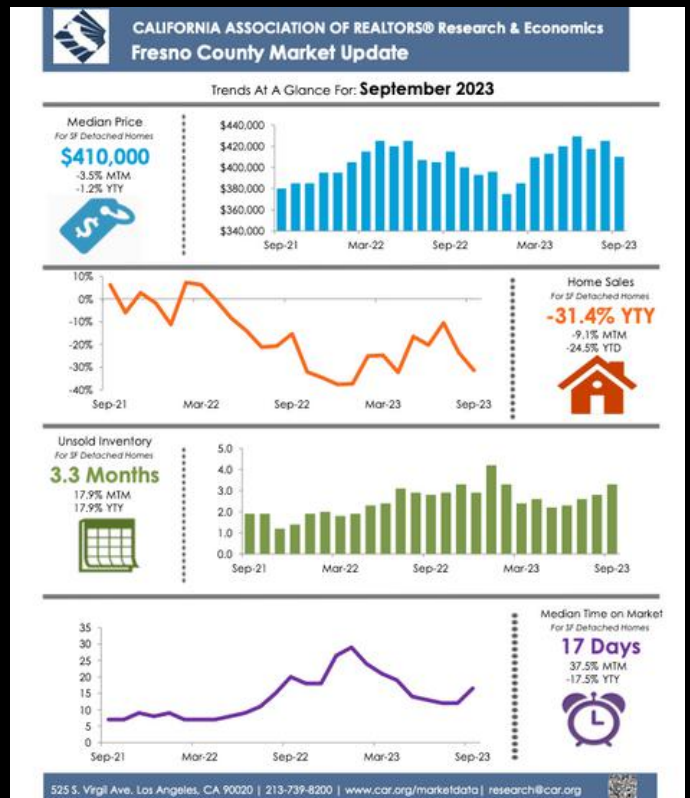
Butte County Market Update



Contra-Costa County Market Update

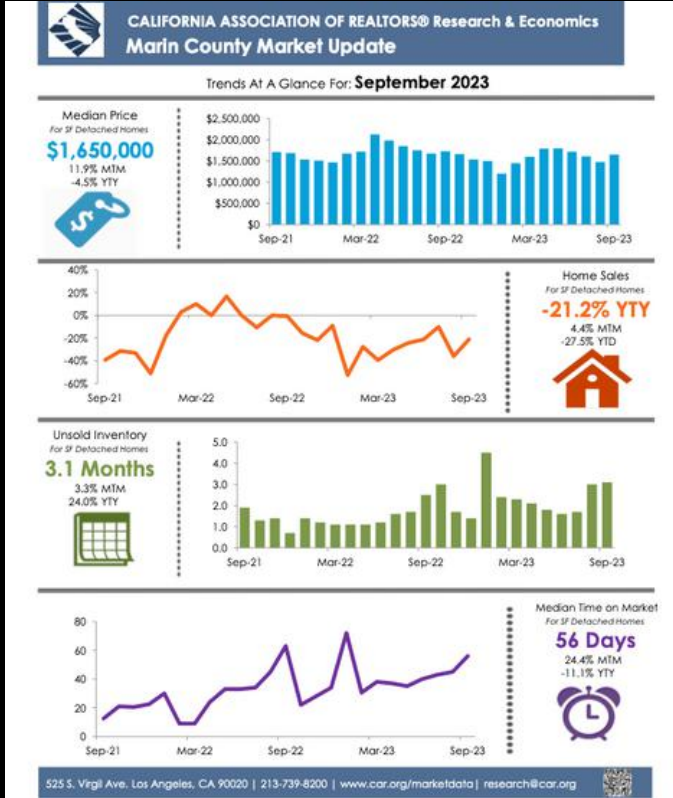


Fresno County Market Update

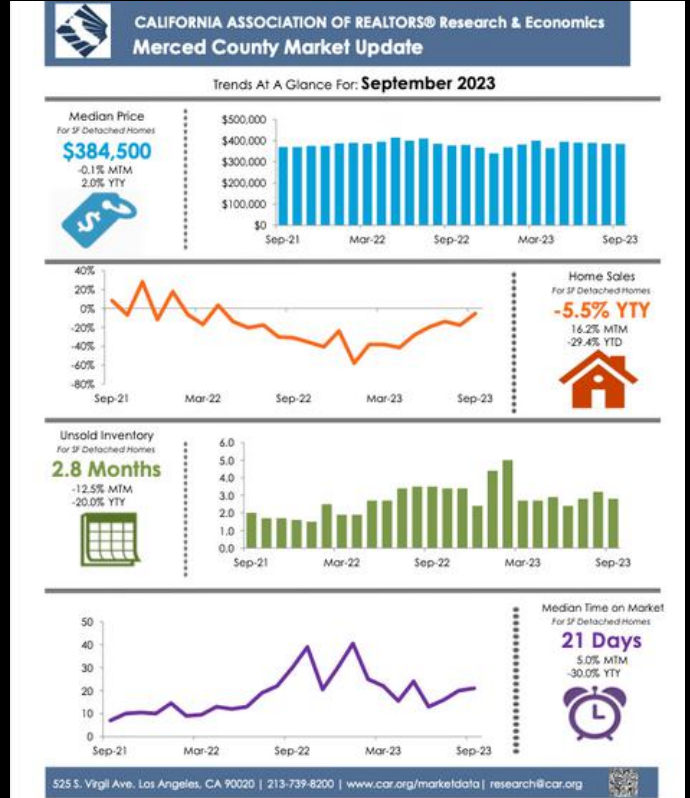


Trends At A Glance For: **September 2023**

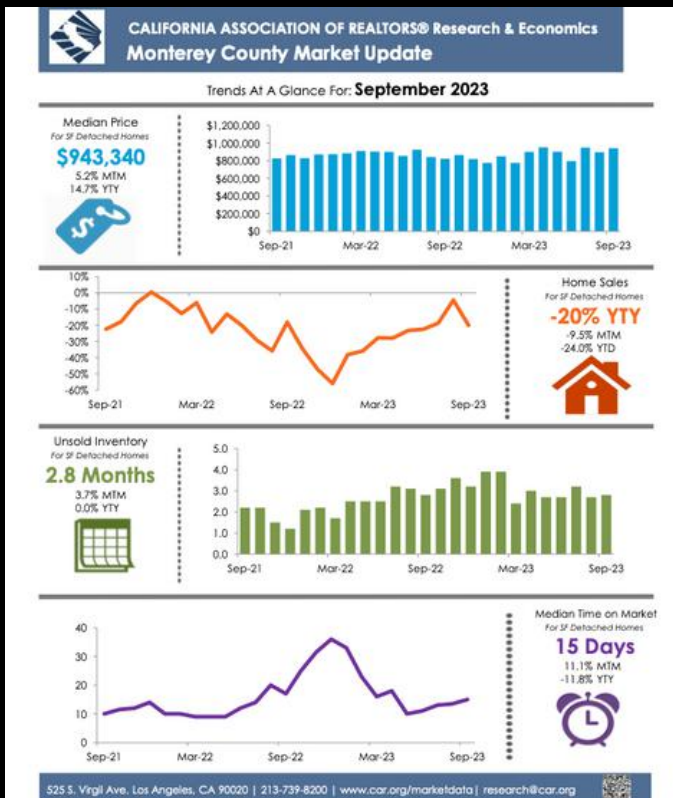
Marin County Market Update



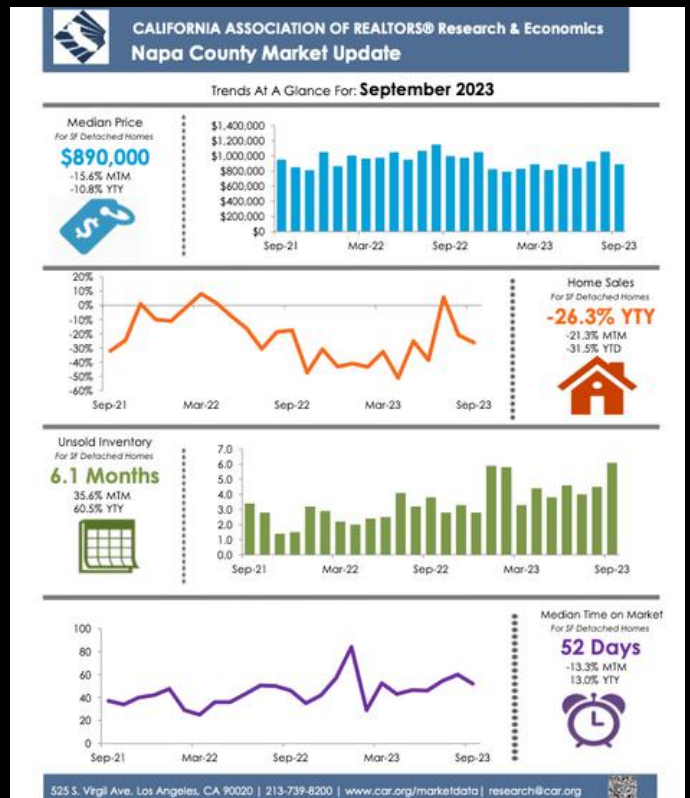
Merced County Market Update



Monterey County Market Update



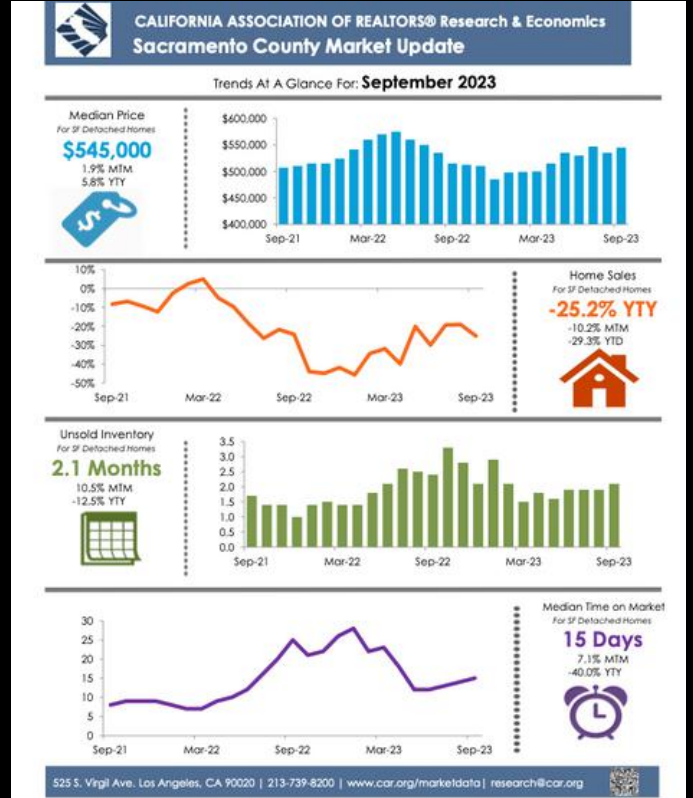
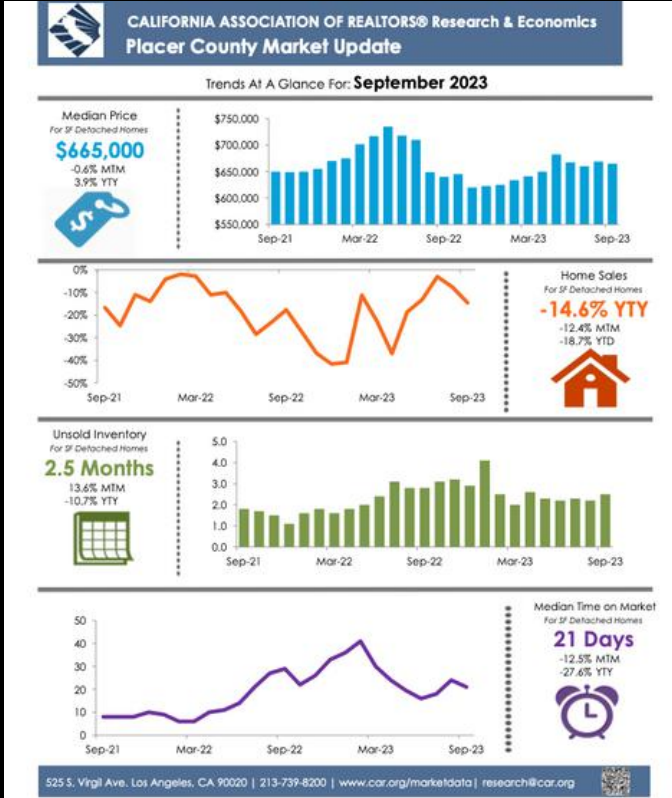
Napa County Market Update



Trends At A Glance For: **September 2023**

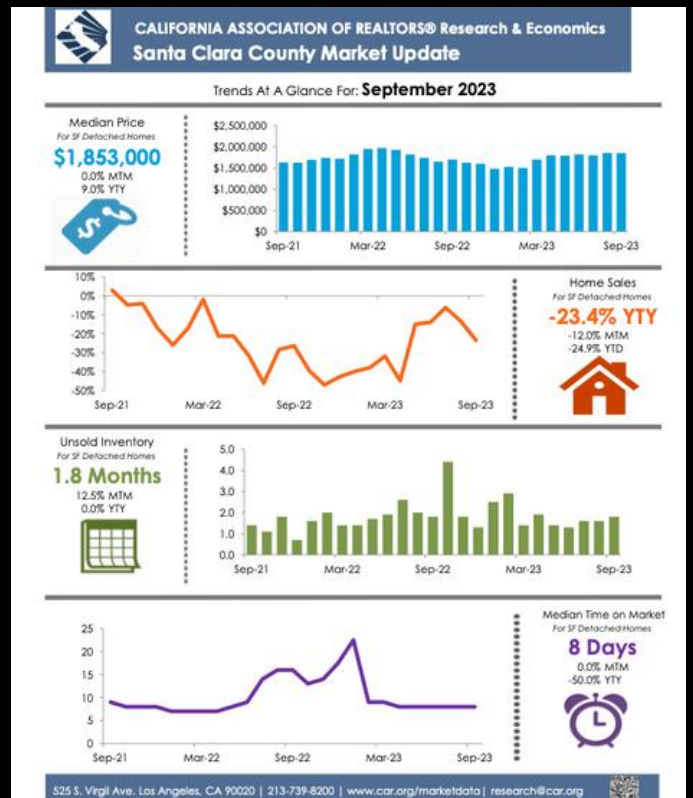
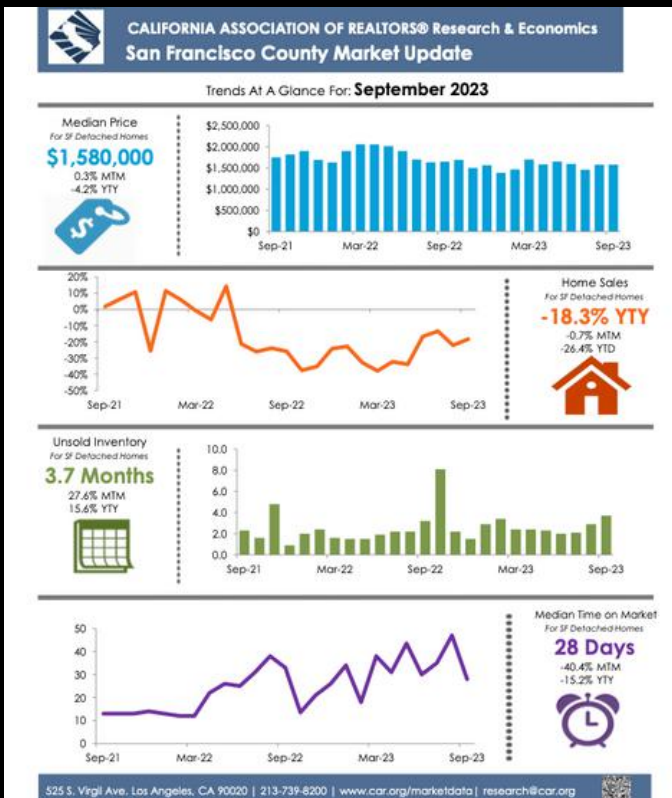
Placer County Market Update

Sacramento County Market Update



San Francisco County Market Update

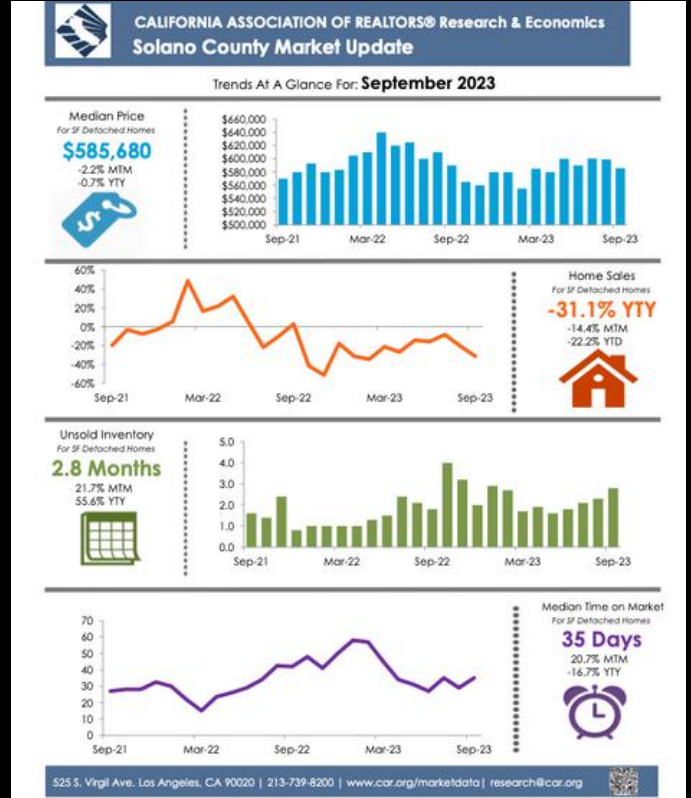
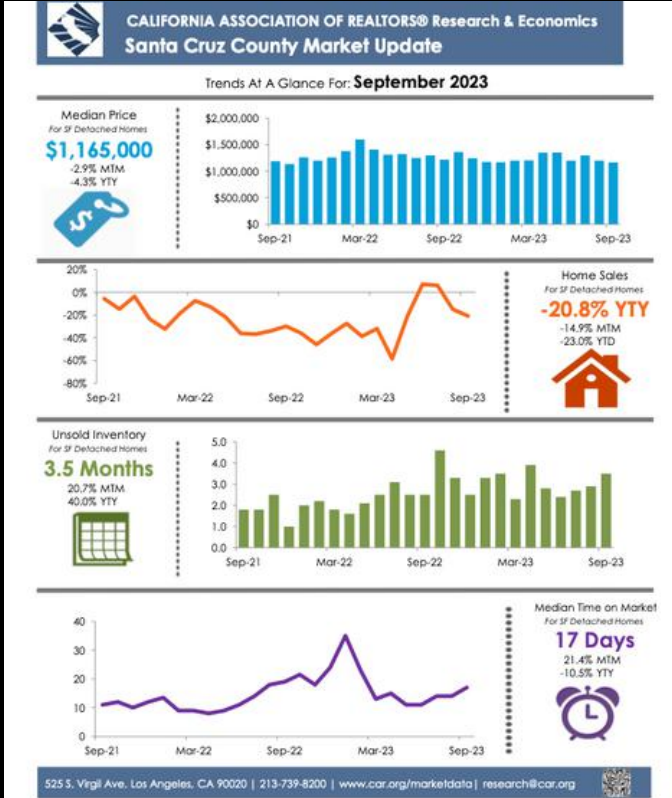
Santa Clara County Market Update



Trends At A Glance For: **September 2023**

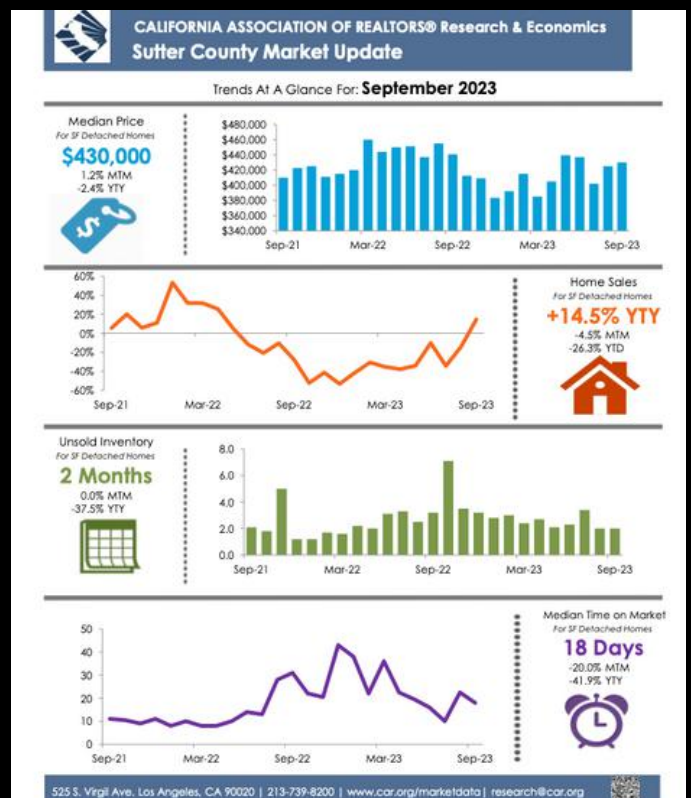
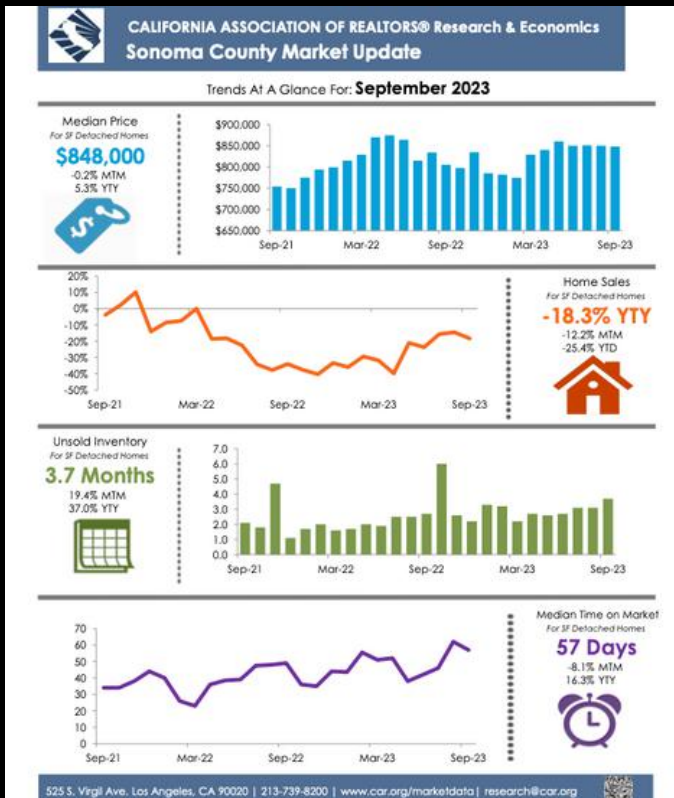
Santa Cruz County Market Update

Solano County Market Update



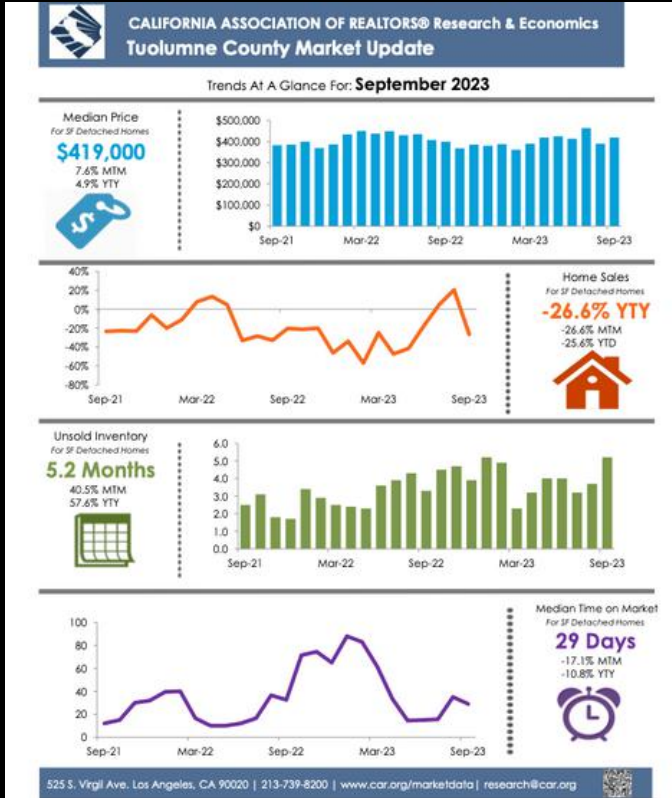
Sonoma County Market Update

Sutter County Market Update

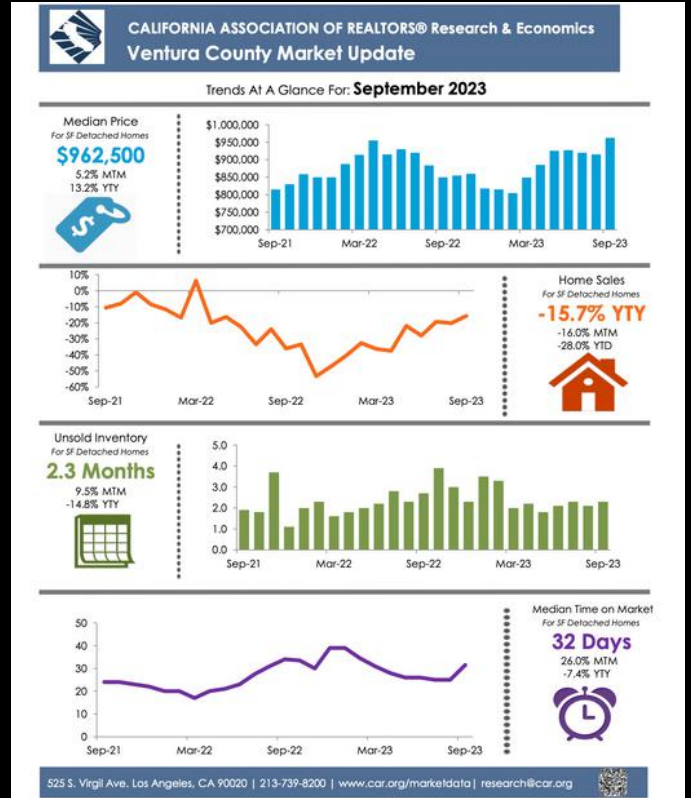


Trends At A Glance For: **September 2023**

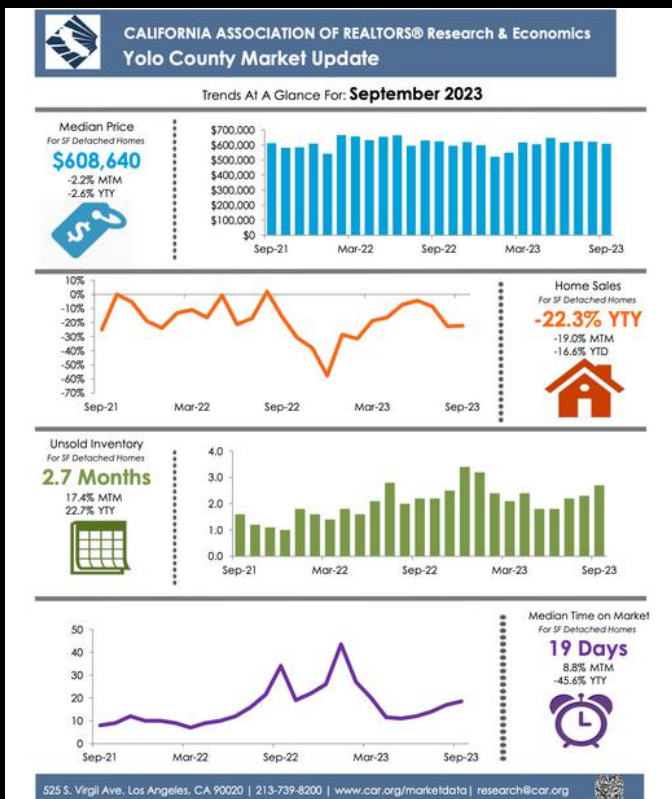
Tuolumne County Market Update



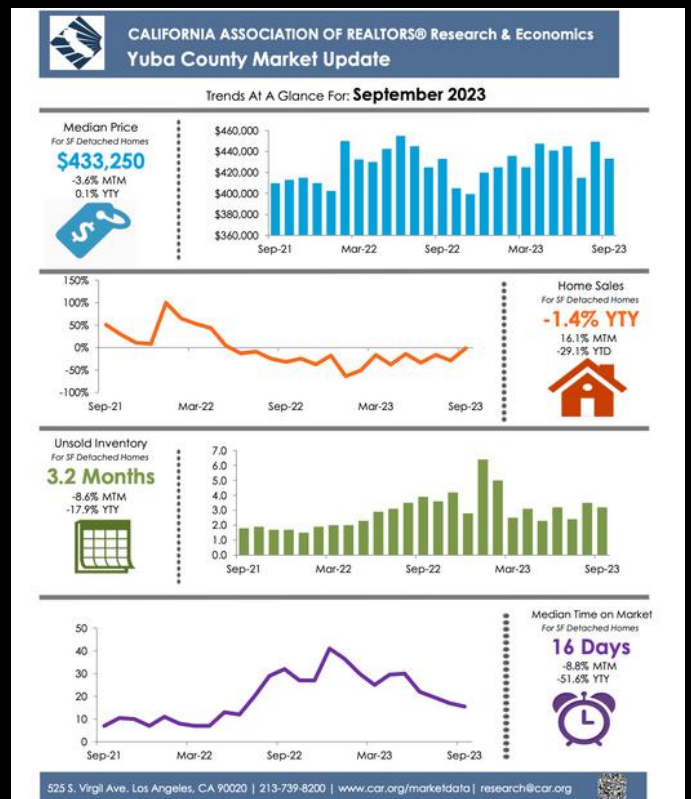
Ventura County Market Update



Yolo County Market Update



Yuba County Market Update



Hawaii September 2023



SINGLE-FAMILY

\$1,800,000

Median Price

↑ 88%

19

Closed Sales

↓ 54.7%

42

Days on Market

↑ 100%

CONDO

\$1,012,500

Median Price

↑ 88.6%

24

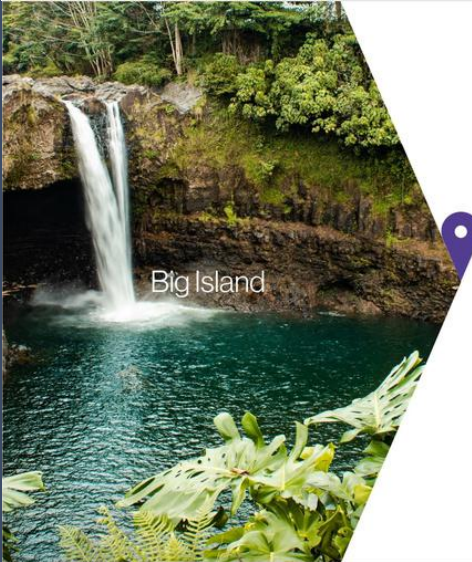
Closed Sales

↓ 45.5%

43

Days on Market

↑ 22.9%



SINGLE-FAMILY

\$530,000

Median Price

0%

160

Closed Sales

↓ 21.5%

60

Days on Market

↑ 27.7%

CONDO

\$620,000

Median Price

0%

56

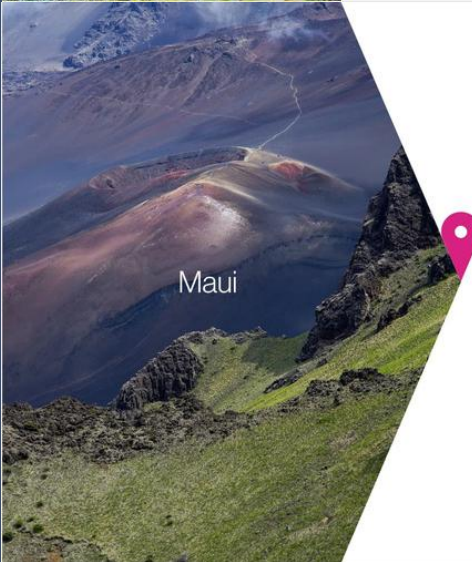
Closed Sales

↑ 12.1%

36

Days on Market

↑ 50%



SINGLE-FAMILY

\$1,294,500

Median Price

↑ 27.3%

66

Closed Sales

↓ 13.8%

105

Days on Market

↓ 6.3%

CONDO

\$789,500

Median Price

↓ 1.3%

66

Closed Sales

↓ 32.7%

104

Days on Market

↑ 40.5%



SINGLE-FAMILY

\$1,050,000

Median Price

↓ 4.5%

232

Closed Sales

↓ 16.5%

20

Days on Market

↑ 11.1%

CONDO

\$532,500

Median Price

↑ 6%

376

Closed Sales

↓ 24.2%

21

Days on Market

↑ 50%



CALIFORNIA
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OF REALTORS®

SEPTEMBER 2023

California Housing Market Update

MONTHLY SALES AND
PRICE STATISTICS

California Housing Market Snapshot

August 2023



254,740 | Existing Home Sales
-18.9% YTY | **-29.2% YTD** % change



Median Sales Price

\$859,800
+3.0% Y2Y



Unsold Inventory Index

2.4 months
-14.3% Y2Y

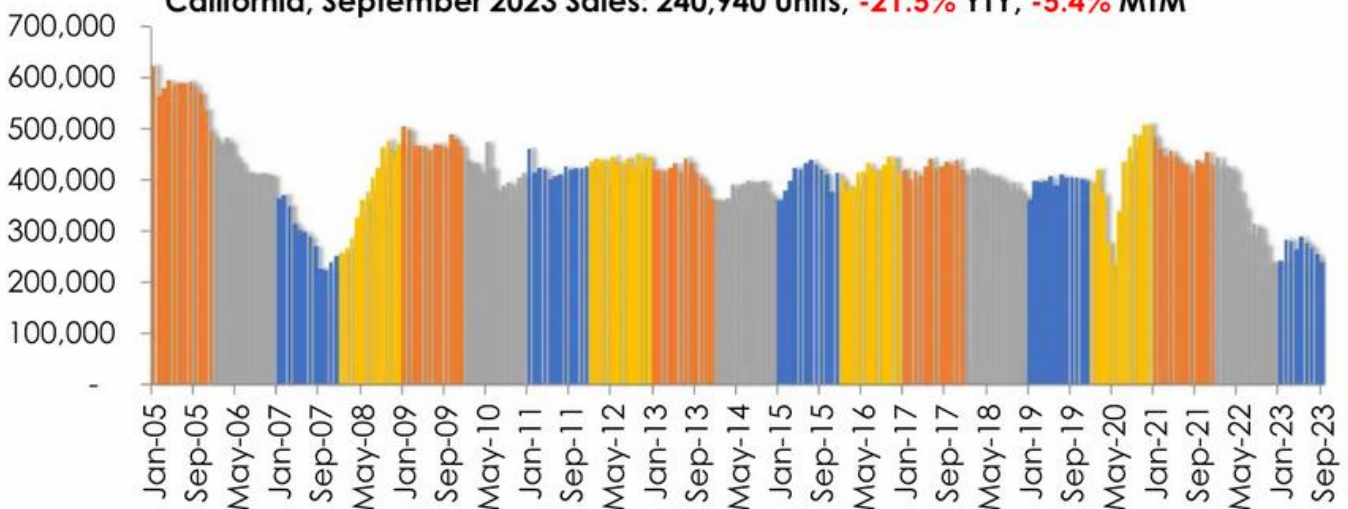


Median Days on Market

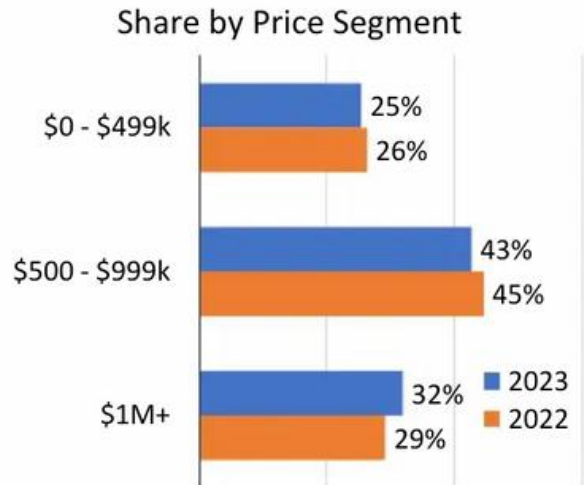
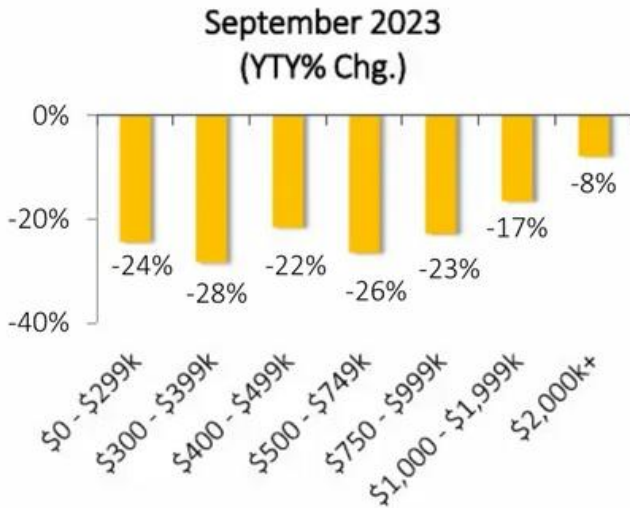
18 days
-21.7% Y2Y

Sales on downward trend as mortgage rates keep climbing

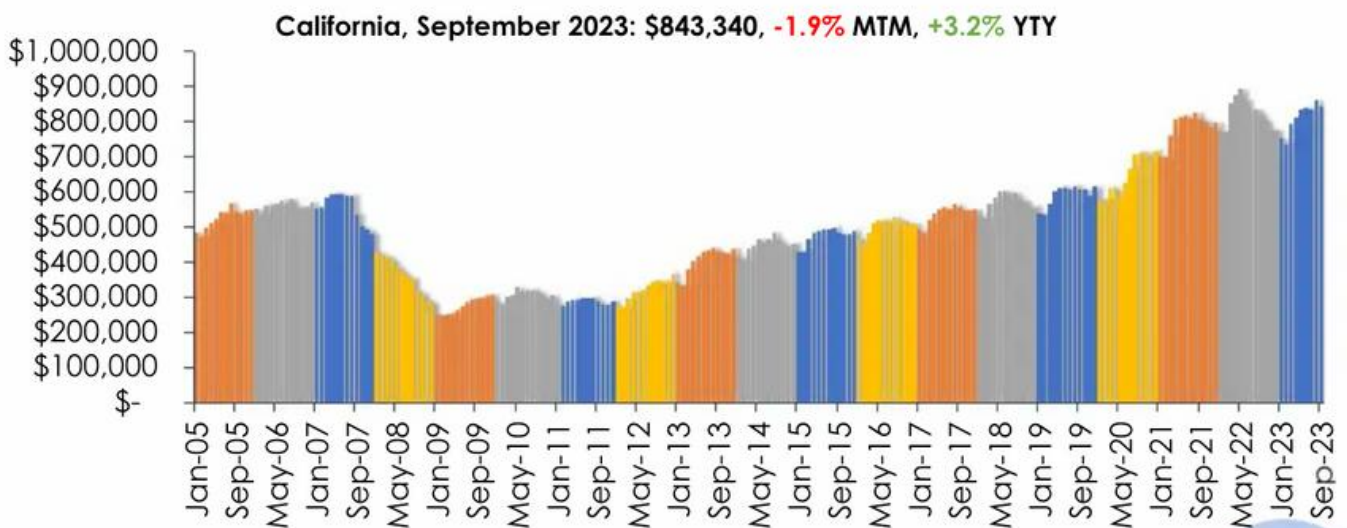
California, September 2023 Sales: 240,940 Units, **-21.5% YTY**, **-5.4% MTM**



Sales at the top end of the market slowing the least



California median home price increases modestly for 3rd month in a row



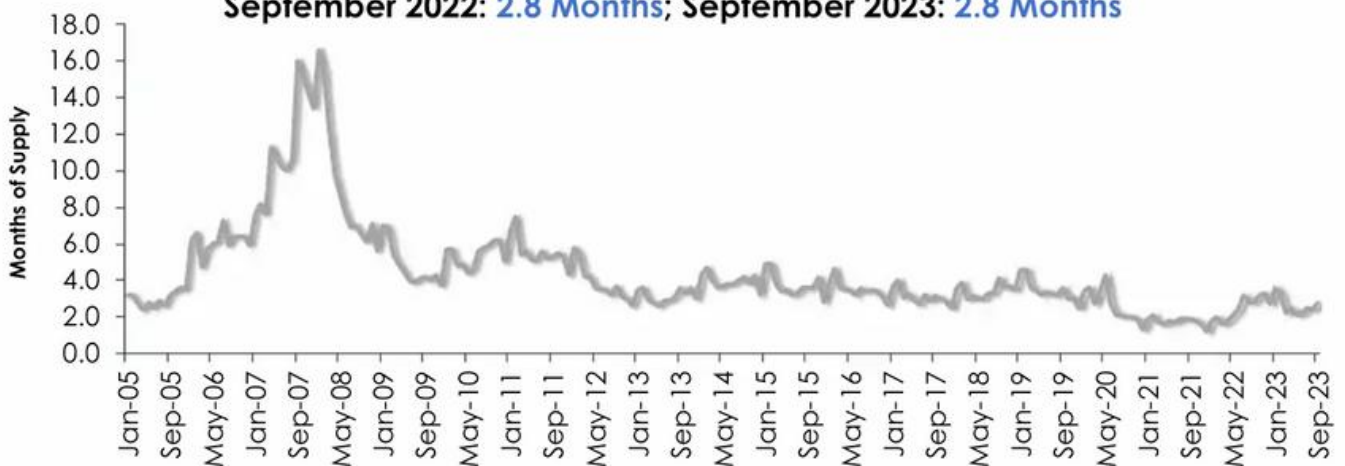


List price vs. sales price

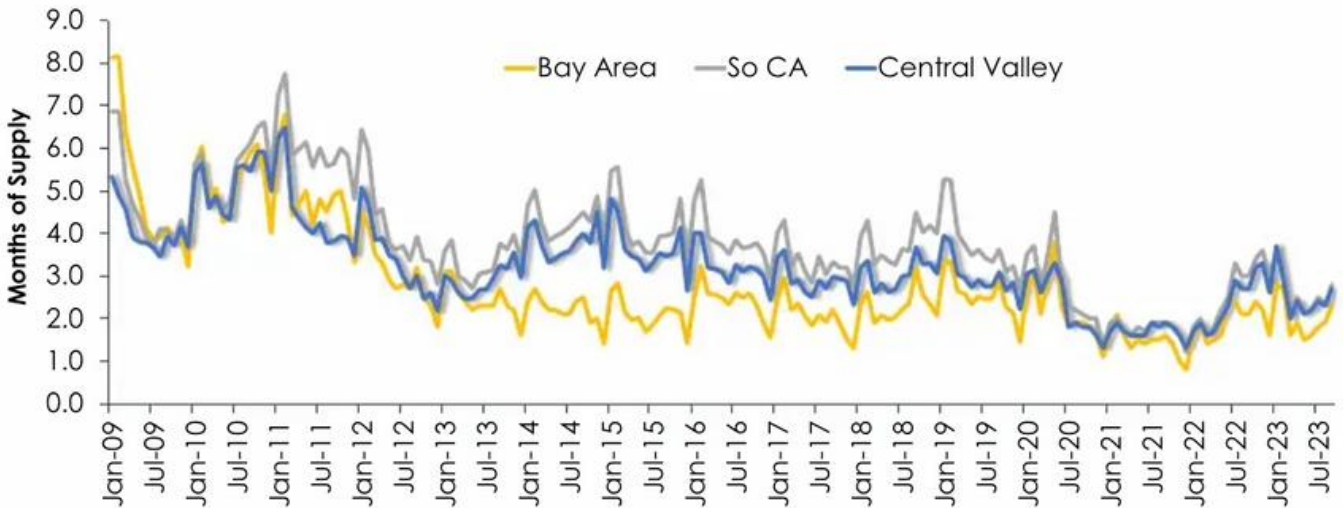


Inventory constraints remain biggest challenge in the market

September 2022: 2.8 Months; September 2023: 2.8 Months



Unsold Inventory inched up in all regions



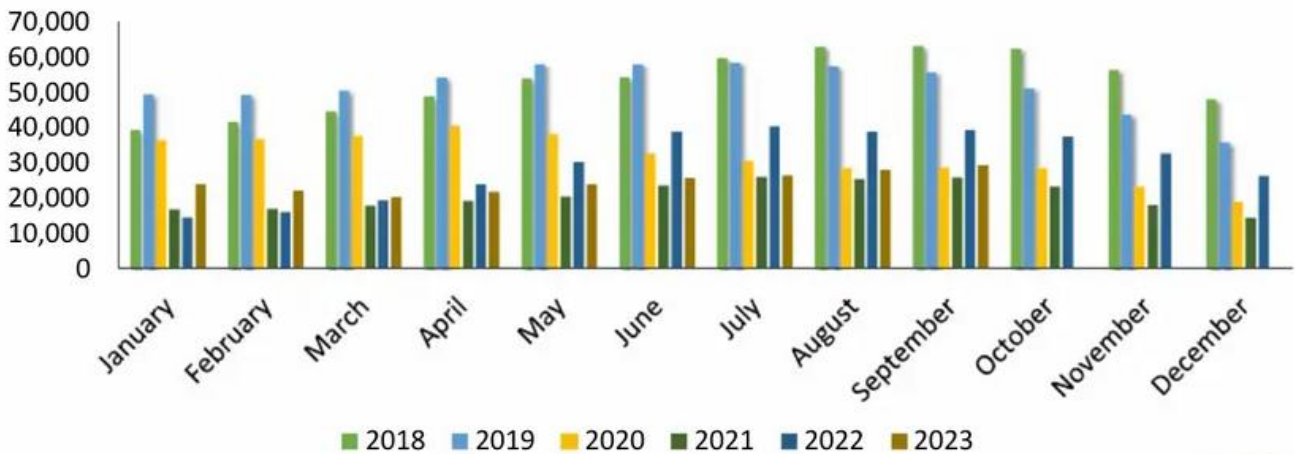
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SERIES: Unsold Inventory Index of Existing Single Family Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

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Active listings grew slightly, but remain below last year

California Active Listings by Month



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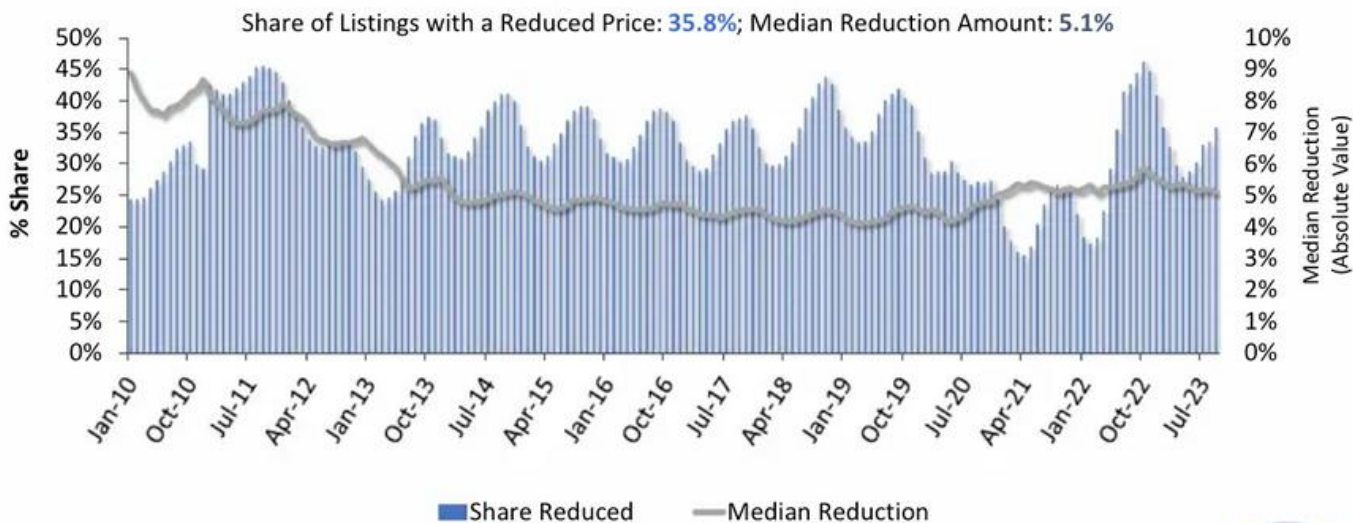
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Overall supply level drops as new listings unable to add enough new inventory



Reduced-Price Listings



Stock Market Performance

October 31, 2023

▲	Nasdaq	12,789.48	+1.16%
▲	S&P	4,166.82	+1.20%
▲	Dow	32,928.96	+1.58%
▲	10-Year	4.895%	+5.4 bps
▼	Bitcoin	\$34,513.90	-0.05%
▲	Nike	\$101.80	+3.90%

*Stock data as of market close, cryptocurrency data as of 11:00pm ET. [Here's what these numbers mean.](#)

- Markets: Stocks shook off any scary notions yesterday, with the S&P 500 climbing out of correction territory and the Dow notching its best day since June as companies like Nike and Verizon jumped. Investors will be watching tomorrow to see whether the good vibes can continue after the Fed announces its latest decision on interest rates.





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