



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

MONTHLY NEWSLETTER

MARCH 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.



MEGA AGENT CAMP²⁰²⁵

August 11 - 14, 2025
Henry B. Gonzalez Convention Center, San Antonio

UPCOMING REGIONAL *Events*



www.gonchr.com



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KELLER WILLIAMS

JOINS FORCES FOR
UNSTOPPABLE GROWTH!

The Keller Williams logo, consisting of the lowercase letters 'kw' in a bold, white, sans-serif font.

STONE POINT CAPITAL

A Powerful New Partnership for Growth

Keller Williams has partnered with **Stone Point Capital**, a top investment firm with deep expertise in real estate and financial services. This partnership brings new capital to fuel innovation and growth—creating more opportunities for you, our agents and franchisees.

“This is a major milestone,” said Gary Keller. “With Stone Point’s support, we’ll unlock new ways for our top agents and franchisees to share in the success they help create. I’m staying right here and entering the most impactful phase of my career.”

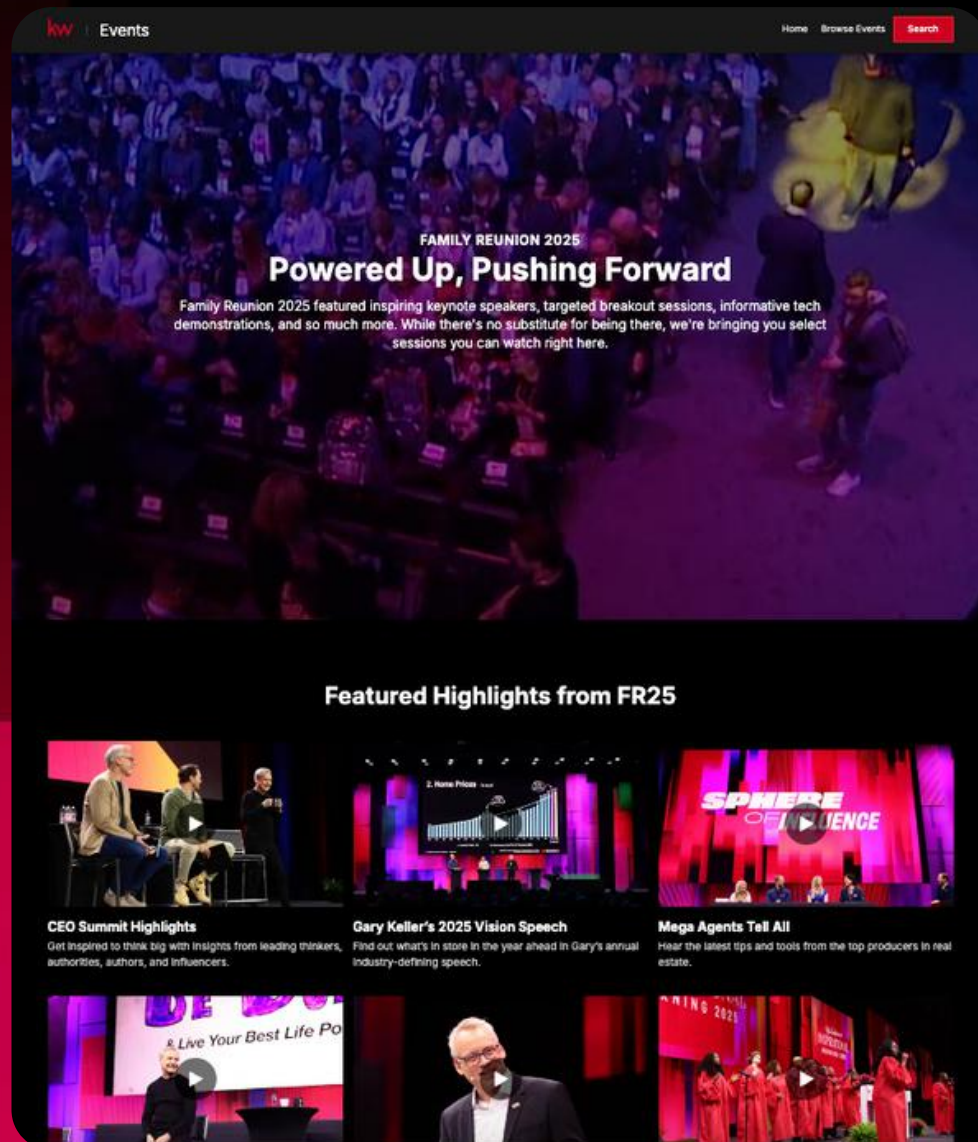
Joining us in this next chapter is our new CEO and President, Christopher Czarnecki, a proven leader in the real estate industry. His focus will be on expanding agent support, technology, coaching, and marketing tools to help you thrive.

With Stone Point’s investment and Chris’s leadership, Keller Williams is doubling down on what matters most: your growth, your success, and your future.

[READ MORE](#)



2025 FAMILY REUNION *UNLOCKED*



Family Reunion 2025 featured inspiring keynote speakers, targeted breakout sessions, informative tech demonstrations, and so much more. While there's no substitute for being there, we're bringing you select sessions you can watch right here.

Today's Strategies for Success

We gathered up some of the top content from the top speakers at FR25 just for you. Press play on the latest insight and winning strategies that will help you make the most of your leads, listings, and leverage, while building your wealth and a lasting legacy.

All Leads Leverage Listings Wealth



The Open House Tour with Lysi Bishop

Grow mindshare and market share with open house tours.

Lysi Bishop

Download Model →



Net \$500K From Targeting a Niche with Adam Hammodat

Learn how to target a niche by crafting marketing strategies that resonate within specific communities. Adam's success shows the impact of using tailored ads and content, like speaking directly to his audience in their native language, to build trust and grow his business.

Adam Hammodat

Download Model →



Crafting Powerful MOFIRs to Transform Your Real Estate Business with Jose Medina

MOFIRs (Make Offer for Immediate Response) are a strategic way to attract and engage clients by making immediate, compelling offers that lead to direct responses.

Jose Medina

Download Model →



Get 2,000 People at Your Next Event with Danny Baron

Apply Danny Baron's five-step playbook for hosting unforgettable real estate events, so you can spark new connections and grow your business through memorable experiences.

Danny Baron

Download Model →



How Bridget Cornered the Divorce Niche

Learn how Bridget Potterton carved out a niche in the divorce real estate market and became the go-to real estate expert for family law cases by partnering with lawyers and offering accredited CE courses.

Bridget Potterton

Download Model →



Build Consumer Confidence With Google Reviews with Nick Waldner

See how Nick Waldner leverages 5-star Google reviews to establish trust, enhance his online presence, and fuel his team's success with over 450 homes sold annually and \$200M in volume.

Nick Waldner

Download Model →



Build Deeper Relationships With Micro Events with Meg Daday

Share in Meg Daday's superpower of building community and deepening relationships through fun, affordable micro events for small groups. Her unique approach has helped her grow from 25 units to consistently closing 40-50 units as a solo agent.

Meg Daday

Download Model →



Put the YOU in YouTube with Sarah Maslowski

Learn how to build a successful YouTube presence by identifying your niche, planning engaging content, creating authentic videos, and capturing leads through effective calls-to-action and strategic posting.

Sarah Maslowski

Download Model →



Simple Golden Letters with Will Van Wickler

Discover how Will closes 30+ deals annually with his Golden Letter approach, focusing on identifying and targeting specific audiences, starting with resale properties and expanding to second home owners, all through four simple steps.

Will Van Wickler

Download Model →

FR25UNLOCKED



MEGAAGENTCAMP²⁰²⁵

August 11 – 14, 2025

Henry B. Gonzalez Convention Center, San Antonio

REGISTER NOW

Why Attend Mega Agent Camp?

MAC is made for new and established agents alike, covering key topics at the heart of real estate: leads, listings, leverage, wealth, and health. Gary Keller leads panel discussions, along with Jay Papasan, Jason Abrams, Mark Willis, and other KW greats, so you get wisdom straight from the source.



**TIER 1 PRICING ENDS
ON 04/14 AT 11:59PM CT**

Event Registration

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

EARLY-BIRD
Sold-Out

TIER 1
\$999

TIER 2
\$1,199

ON-SITE
\$1,399

\$999

Register Now →

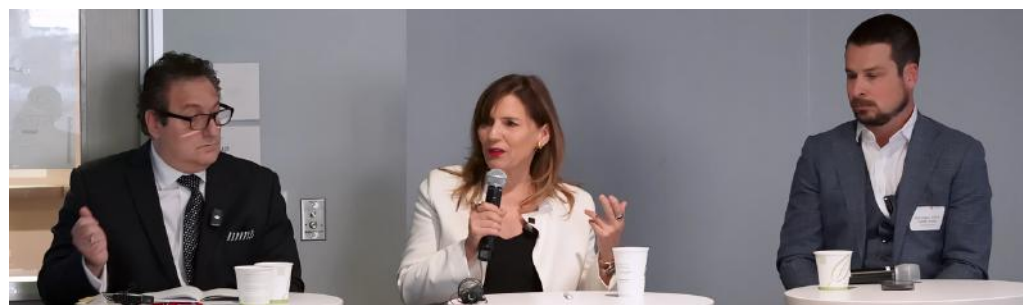
Tier 1 pricing ends on 04/14 at 11:59pm CT



THE CCIM INSTITUTE
Northern California Chapter



2nd Annual **BROKER SYMPOSIUM** *with NORCAL CCIM & KW COMMERCIAL*





2nd Annual Broker Symposium – A Powerful Day of Learning & Connection!

On Thursday, March 20th, brokers from across the region gathered at 333 Market St. (The Annex), San Francisco for the 2nd Annual Broker Symposium hosted by NorCal CCIM & KW Commercial. With powerful panels featuring top producers, national experts, and industry leaders, attendees explored innovative strategies to grow income streams and build wealth.

The event went Beyond the Brokerage with impactful insights, networking opportunities, and exciting prize giveaways — all designed to elevate the commercial real estate experience.

A huge thank you to our panelists, sponsors, and everyone who attended!



TOP *Performers*

FEBRUARY 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 February 2025.

TOP PERFORMERS

CLOSED *Units*

1

CONNIE VAN

ELK GROVE

2

ALISHA SIMPKINS

CHICO

2

LUKE EDMONDSON

CHICO

4

RYAN FONTANA

SANTA CRUZ

4

SHERRI WALKER

ROSEVILLE

4

THE COSGROVE TEAM

STOCKTON

**FEB
2025**

TOP PERFORMERS

CLOSED *Units*

1

MICHAEL SOARES REAL ESTATE

SACRAMENTO METRO

2

THE OAHU GROUP

HONOLULU

3

SOUSOU TEAM

PLEASANTON / LIVERMORE

3

THE ASTURIAS GROUP

OAKLAND

3

THE FICKERT TEAM

CHICO

**FEB
2025**

TOP PERFORMERS

CLOSED *Units*

**1 THE GUNDERMAN
GROUP**

OAKLAND

**1 THE RENEE WHITE
TEAM**

WALNUT CREEK

**1 THE MORE REAL
ESTATE GROUP**

FOLSOM

4 ELEVATE REALTY GROUP

ROSEVILLE

4 BRITTANY ARMENTA TEAM

BRENTWOOD

4 THE KAL JOHAL TEAM

YUBA SUTTER

**FEB
2025**

TOP PERFORMERS

CLOSED

Volume

1

FAN WANG

CUPERTINO

2

RICHARD LO

CUPERTINO

3

JOHN KING

PALO ALTO

4

JALAYNE FORRESTER

LOS GATOS ESTATES

5

DEAN OTTO

KW MAUI WEST

**FEB
2025**

TOP PERFORMERS

CLOSED *Volume*

TOP TEAMS

1 THE BLAISE LOFLAND TEAM

PLEASANTON / LIVERMORE

2 GREG SIMPSON ESTATES LOS GATOS ESTATES

3 MYRICK ESTATES TEAM LOS GATOS ESTATES

4 PETERSON.REALTY SANTA CLARA VALLEY

5 HOMES BY OFER DANVILLE

**FEB
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

CLOSED *Volume*

TOP GROUPS

1

COCO TAN TEAM

SAN JOSE - SILICON VALLEY

2

**WEN GUO REAL ESTATE
GROUP**

CUPERTINO

3

VKGRE GROUP

LOS GATOS ESTATES

4

THE GUNDERMAN GROUP

OAKLAND

5

THE BRASIL GROUP

CUPERTINO

**FEB
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

LISTINGS *Taken*

1 **KAYLA WELDON**
SIERRA FOOTHILLS

2 **MELISSA RITA HAUGH**
SAN JOSE - SILICON VALLEY

3 **ANDREW J MADRID**
KW BIG ISLAND

3 **JULIE WYSS**
LOS GATOS ESTATES

3 **ANTHONY KOUTSOS**
SAN FRANCISCO

3 **KATIA BONILLA**
WALNUT CREEK

3 **WANG MULTIFAMILY GROUP**
WALNUT CREEK

FEB
2025

TOP PERFORMERS

LISTINGS *Taken*

TOP TEAMS

1

**MICHAEL SOARES
REAL ESTATE**

SACRAMENTO METRO

2

THE FICKERT TEAM

CHICO

3

JINES REAL ESTATE GROUP

OAKLAND

3

TANIGUCHI & ASSOCIATES

HONOLULU

5

BURDEN HAYES GROUP

ELK GROVE

5

RINGO LIU TEAM

OAKLAND

5

FRANCO MOBILE HOMES

SILICON CITY

5

MOON REAL ESTATE GROUP

WALNUT CREEK

**FEB
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

LISTINGS *Taken*

1

**THE RENEE WHITE
TEAM**

WALNUT CREEK

1

**THE GUNDERMAN
GROUP**

OAKLAND

3

**THE MORE REAL ESTATE
GROUP**

FOLSOM

4

COCO TAN TEAM

SAN JOSE - SILICON VALLEY

5

ETERNITY REALTY

SACRAMENTO METRO

**FEB
2025**



NEW *Associates*

FEBRUARY 2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

NEW ASSOCIATES *Partners*

FEBRUARY 2025

LISA ROYAL	BRENTWOOD
ROBELL YOSIEF	BRENTWOOD
CURTIS PAHLKA	CHICO
JOSUE OSORIO	CHICO
KEZIYAH SERVICE	CHICO
ANUKA GHOSH DASTIDAR	CUPERTINO
CHRISTOPHER CASTILLO	CUPERTINO
HANSA MADHUSUDHANA	CUPERTINO
QIAOQI LI	CUPERTINO
SHUANG WANG	CUPERTINO
SSU-YU NING	CUPERTINO
SIMMI SHARMA	CUPERTINO
TRAVIS CLARKE	CUPERTINO
BORIS VAYN	DANVILLE
BRITTANY SCOTT	DANVILLE
ICHHA SHARMA	DANVILLE
KRISTI NOVELLI	DANVILLE
SUSAN FAY	DANVILLE
VERONICA MARTINEZ	DANVILLE
VINCENT ERGAS	DANVILLE

YEVGENY OSTROVSKIY	DANVILLE
MONICA BELTRAN	DANVILLE
CHRIS LOVE	ELK GROVE
CURTIS EPLEY	ELK GROVE
GRADY MCFADDIN	ELK GROVE
ISMAT MINA	ELK GROVE
IVY WANG	ELK GROVE
JOHN HIBBERT	ELK GROVE
JOSUE ORTIZ	ELK GROVE
KAWARBIR SINGH	ELK GROVE
MELODY EPLEY	ELK GROVE
MICHAEL CARRASCO	ELK GROVE
TERRI BRIGGS	ELK GROVE
YVETTE PERRY	ELK GROVE
CYNTHIA BREE	FOLSOM
KELLY HALL	FOLSOM
MELISSA DELTORO	FOLSOM
CYNTHIA GUERRERO	FREMONT
JASPREET KAUR	FRESNO
JULIANNA RIVERA SUAREZ	FRESNO

NEW ASSOCIATES *Partners*

FEBRUARY 2025

RATTANDEEP KAUR	FRESNO
BRANDEE MEDEIROS	HONOLULU
HUNTER TIPOLD	HONOLULU
KORY BROMWELL	HONOLULU
RYAN MACION	HONOLULU
SILVA CHRISTOV	HONOLULU
VICTORIA SAN JUAN-VISTRO	HONOLULU
KIMI M. HAMMONDS	KW BIG ISLAND
MARK CASTILLO	KW BIG ISLAND
CRAIG CARTER	KW MAUI WEST
DANIELLE SHAFFER	KW MAUI WEST
HERIBERTO HERNANDEZ	KW MERCED
ROSA ELENA DE LA TORRE-MUNOZ	KW MERCED
EVER ORTEGA GOMEZ	KW MERCED
FARNOUSH FATHIMAKVANDI	LOS GATOS ESTATES
KRISTINE MARASIGAN	LOS GATOS ESTATES
NINAVA GABRIEL	LOS GATOS ESTATES
SETH SIORDIA	LOS GATOS ESTATES
THOMAS LITHGOW	LOS GATOS ESTATES
VERONICA MCCALL	LOS GATOS ESTATES

ANALISE NUNO	MODESTO
JEFF ELARDO	OAKLAND
LANI HAMMAM	OAKLAND
MARILIE CRYSTAL DACULLO	OAKLAND
SIHAO CONG	OAKLAND
KIARA LIGTENBERG	PENINSULA ESTATES
LUCAS LEE	PENINSULA ESTATES
MO WANG	PENINSULA ESTATES
NEGAR ABOONASRSHIRAZ	PENINSULA ESTATES
WILLIAM C HARRIS JR.	PENINSULA ESTATES
RACHEL JOHNSON	PLEASANTON / LIVERMORE
SHALEENA PALLITHOTTUNGAL ABBAS	PLEASANTON / LIVERMORE
BRENDA COOK	ROSEVILLE
JAMES EMMETT	ROSEVILLE
KAYLA BAILEY	ROSEVILLE
MANDEEP DHALIWAL	ROSEVILLE
PAOLA PRUTEANU	ROSEVILLE
SHAWN HABERMEHL	ROSEVILLE
RUBY MOORE	ROSEVILLE
RYAN CLARK	ROSEVILLE

NEW ASSOCIATES *Partners*

FEBRUARY 2025

ANTHONY ROBERTS	SACRAMENTO METRO
ETHAN SWAIN	SACRAMENTO METRO
GREGORY DONKERBROOK	SACRAMENTO METRO
JENNIFER WILLKIE	SACRAMENTO METRO
JOSEPH VILLAFLO	SACRAMENTO METRO
SHILPA NAYYAR	SACRAMENTO METRO
STEPHANIE MENDEZ	SACRAMENTO METRO
VERA QUIWA	SACRAMENTO METRO
DAN ISAKA	SJ - SILICON VALLEY
GLORIA KUKURYAK	SJ - SILICON VALLEY
JIABIN ZHAO	SJ - SILICON VALLEY
LIPING XU	SJ - SILICON VALLEY
MUNEESH GOOMER	SJ - SILICON VALLEY
YAZHINI RADHAKRISHNAN	SANTA CLARA VALLEY
REAGAN PAINTER	SANTA CRUZ
SIERRA PAYNE	SANTA CRUZ
MARTIN MULLEN	SANTA ROSA
MATAYA EAQUINTO	SANTA ROSA
ARMANDO POLITRON	SILICON CITY
ELIZABETH SOTO	SILICON CITY
ERNESTO MARTINEZ	SILICON CITY
THAO PHAM	SILICON CITY

YUVARAJA DEVARAJAN	SILICON CITY
BALVINDER SINGH	SILICON CITY
BRIA THOMAS	STOCKTON
DAVID HERRERA ESPINOZA	STOCKTON
DRAKE METAL	STOCKTON
HECTOR LAFAYETTE	STOCKTON
MICHELLE DIALS	STOCKTON
ALISHA PLATT	VACA VALLEY-WINTERS CALIFORNIA
HOLLIS MORGAN	VACA VALLEY-WINTERS CALIFORNIA
STEPHEN MENA-SPAULDING	VACA VALLEY-WINTERS CALIFORNIA
ARCOLA MOORE	WALNUT CREEK
BRYAN SEELEY	WALNUT CREEK
ERICK SONDENO	WALNUT CREEK
FAITH GOERGES	WALNUT CREEK
LAURIE TAYLOR	WALNUT CREEK
MICHAEL REZOS	WALNUT CREEK
RACHAN ANDERSON	WALNUT CREEK
RICHARD FRAGA	WALNUT CREEK
YUEN MAN JENNY LAU	WALNUT CREEK
ASHLEY QUAINANCE	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.



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WHAT'S YOUR
FREEDOM *Number?*

What's Your Freedom Number? (5 Min Read) | Vol. 143

This mirrors the final chapter of a three-part wealth-building series on The ONE Thing podcast. You can follow along on [Apple](#), [Spotify](#), or [YouTube](#).

"Financial wealth is available to you. No matter how little money or knowledge you have in the beginning, a great ending is possible for you." – The Millionaire Real Estate Investor

What's Your Freedom Number?

Over the past couple of weeks, I've been sharing a wealth-building framework with you. First, we covered the [Path of Money](#)—understanding the journey your money takes from earned to unearned income. Then we explored the [9 ½ Habits to Build Wealth](#) on the habits that can shape your financial future.

Today, I want to complete this series with what might be the most important question of all: **What's your freedom number?**

Your freedom number is the **amount of unearned income** you need annually to live your life mission without having to work. Financial freedom.

Imagine waking up every day knowing you don't have to work to pay the bills. You can pursue your passions, spend time with loved ones, and contribute to causes you care about—**all without financial pressure.**

That's what the freedom number represents.

To create your map to financial freedom, you need to answer three questions:

1. **Your current net worth:** Where are you financially today?
2. **Your timeline to freedom:** How long do you have to get there?
3. **Your freedom number:** How much unearned income do you need?

If you completed [last week's challenge](#), you calculated your net worth—the total of what you own minus what you owe. That's your starting point.

Your timeline depends on your age and goals. Many people plan backward from age 65–72, but your timeline could be shorter or longer.

The freedom number is what we're focusing on today.

Calculate Your Freedom Number

There are three approaches to determining your freedom number, depending on your mindset.

1) The Doable Approach

Financial advisors often suggest that in retirement, **you'll need about 80% of your current income.** Why not 100%? Because certain expenses typically decrease: your home might be paid off, you're not saving for retirement anymore, kids might be financially independent, etc. So take your current annual income and multiply it by 0.8. That's your "doable" freedom number.

2) The Stretch Approach

Maybe you want more than just maintaining your current lifestyle. Perhaps you want to travel more, help family members, or simply enjoy more luxuries than you do now. **For a stretch goal, take your "doable" number and double it.** If your doable number was \$80,000, your stretch goal would be \$160,000 in annual unearned income.

3) The Possibilities Approach

This is where you dream big. Maybe you want to be a decamillionaire. Maybe you want \$500,000 in passive income annually. There's no ceiling here.

Just remember: the bigger the goal, the more important your “why” becomes. Without a compelling reason, you might not make the difficult choices required to reach ambitious targets.

Turning Income Goals into Net Worth Targets

Once you have your annual income goal, how do you determine the net worth you need to generate that income? **Enter the 4% Rule.**

Research by William Bengen in 1994 (and later validated by Trinity University researchers) found that if you withdraw just 4% of your investment portfolio annually, there's a 95% chance your money will last 30+ years.

This gives us a simple formula: $\text{Annual Income} \div 0.04 = \text{Required Net Worth}$

Or even simpler: $\text{Annual Income} \times 25 = \text{Required Net Worth}$

So if your freedom number is \$80,000 in annual income, you'd need a net worth of \$2 million ($\$80,000 \times 25$).

Calculating Your Required Rate of Return

Now comes the critical part. How hard will your money have to work to get from where you are to where you want to be? In other words, what annual rate of return do you need? This is where most people go wrong. They have dreams of financial freedom but don't ensure their investments can deliver the necessary returns.

To calculate your required rate of return, I recommend **using ChatGPT with this prompt:**

“What annual rate of return is needed for an initial investment of [YOUR CURRENT NET WORTH] to grow to [YOUR REQUIRED NET WORTH] over [YOUR TIMELINE IN YEARS], assuming compound growth?”

If you plan to continue investing regularly, **add this to the prompt:**

“...and I invest an additional [ANNUAL INVESTMENT AMOUNT] each year.”

This calculation is crucial because it tells you whether your current investment strategy is aligned with your goals.

Real-World Example

Let me share a simple example. Say you have \$100,000 today and want \$2 million in 25 years.

Using our ChatGPT prompt, you discover you need approximately a 12.5% annual return. That's higher than what traditional stock market investments (8-10%) typically deliver. But if you add \$15,000 in new investments annually, your required return drops to about 8.5%—much more achievable through traditional means.

This is why understanding the math matters. It shows you whether you need to:

- Invest more aggressively
- Lengthen your timeline
- Contribute more annually
- Adjust your freedom number

READ MORE



NEVER SPLIT THE
Difference



According to Chris Voss, all of life is a series of negotiations. Whether you're helping someone buy a home, advocating for a better rate, or even trying to decide what toppings to order on a pizza with your spouse, you're communicating with the desire for a result.

Before writing the bestselling book *Never Split the Difference: Negotiating as if Your Life Depended on It* with Tahl Raz, Voss worked in high-stakes situations as a hostage negotiator for the Federal Bureau of Investigation. He comes to his book with hard-earned knowledge from years spent speaking from the line of fire. His insights can seem a little unexpected, given this background.

Negotiation Is Collaboration

One of the first insights Voss shares is that a strong negotiator understands negotiations aren't based on logic alone. Understanding that emotional intelligence and empathy are part of a successful negotiation can be a game-changer.

"Negotiation is the heart of collaboration. It is what makes conflict potentially meaningful and productive for all parties," Voss writes. Empathy and considering your counterpart's needs turn a negotiation from a situation that is won or lost into one where two parties must work together. That re-set ultimately leads to the ability to establish a connection with your counterpart that helps you move toward a mutually acceptable solution.

Empathy Is Tactical

Being able to think about the other person in a negotiation and consider how their perspective informs their desired outcome is a superpower. That's because even though negotiation is traditionally thought of as a kind of battle of arguments, it's far from being a rational exercise.

Everyone comes to a situation with existing biases and feelings. Negotiation doesn't start with the head – it starts with the way a person shows up. "Feeling is a kind of thinking," Voss explains. To effectively get to the best outcome, you need to approach a negotiation meeting people where they are emotionally.

Think about it. If two parties show up only interested in their own feelings and arguments, they aren't listening to each other and collaborating toward a shared result. They get increasingly frustrated because they aren't being heard. To actually move the conversation forward, both parties need to feel understood. That changes a negative emotional state to a neutral or positive one.

Voss shares a technique called "labeling," which helps achieve this momentum. It is when you try to label what you think the other person is feeling so they know you are trying to understand their needs. It also gives them the opportunity to correct the label so you get an accurate understanding of their desires.

Using this technique might look like this:





It seems that you're feeling frustrated that the closing date my client is asking for might make it difficult for your clients to relocate in time.

Once the label has been accepted or corrected, you have the opportunity to move the conversation forward to that mutually agreeable solution. In this closing date example, that might be leaning into your network of connections to help the other side find a moving company or short-term rental.

Win-Win or No Deal

Perhaps hinted at in the book's title *Never Split the Difference*, Voss wants readers to understand that "No deal is better than a bad deal." That means that unless the deal is win-win, it's not really a deal. There's no deal to be had if you feel like you haven't achieved an outcome that represents you or your client's goals.

We've spoken before about how there is a difference between being a functionary agent and a fiduciary agent. A functionary agent does the tasks, checks the boxes, is reactionary, has a shallow relationship with their client, and is minimally paid. A fiduciary agent not only does the tasks of the job but is also in a high-trust relationship with their client. They feel totally responsible for the outcome of the transaction and put their clients' interest above their own. Because of this value, they are also highly paid.

Choosing to be a fiduciary is a core value of an agent who wants to have a solid and successful business. Clients want to work with an agent who uses their best judgement to interpret information and then educate, consult, and guide them to an outcome the agent is accountable to. That means when it comes to negotiation, an agent must be willing to avoid splitting the difference.

[READ MORE](#)

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



MARCH 2025 PODCAST HIGHLIGHT



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MARCH 2025 PODCAST HIGHLIGHT



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TRAININGS AND *Events*

KW NORTHERN CALIFORNIA AND HAWAII REGION

UPCOMING REGIONAL *Events*



CAREER VISIONING
FIND AND HIRE TALENT
FOR NEW LEVELS OF
PROFITABILITY

APRIL 16, 2025

8:30 AM – 4:30 PM

KW ROSEVILLE OFFICE
548 Gibson Dr #200, Roseville, CA 95678

\$80 Materials & lunch included

Patrick Woods
Operating Principal

Tony Brodie
Regional Operating Partner

 **REGISTER NOW!**



KW NORTHERN CALIFORNIA AND HAWAII REGION

Elite Luxury
MASTERMIND

Event Details

Date: April 17, 2025
Time: 1:00 PM – 4:30 PM
Location: Casa Bella Event Center
11984 Main Street, Sunol, CA 94586, US
Afternoon snacks & beverages will be served.

Special Guest Speaker
BRADY SANDAHL



Audience: Qualified NCHR Elite Agents

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Check your inbox for your
exclusive invitation.

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SEPT BUSINESS PLANNING CLINIC

OCT AGENT FINANCIALS
ALC FOR LEADERSHIP
ALC FOR ALL

NOV ELITE AGENT MASTERMIND

**SAVE
THE
DATES**

UPCOMING KWRI *Events*



April 1, 2025

REGISTER

COMMAND DEMO

This 30-minute training will help you learn the most beneficial ways that agents are using Command to generate more quality leads for less, automate nurture campaigns and client interactions with a human touch, and deliver the right value, RIGHT on time.



April 2, 2025 - April 3, 2025

REGISTER

BUILD A \$100K PIPELINE IN 90 DAYS

Get ready to ignite your real estate journey! Whether you're a fresh-faced newcomer or a seasoned agent taking your first steps into Command, brace yourself for a thrilling, two-part course that will turbocharge your career.



April 4, 2025

REGISTER

COMMAND INNOVATION: NAVIGATING KW TECH UPDATES

In the ever-evolving real estate landscape, staying ahead of the curve is crucial. Attending these update sessions ensures you're not left behind when it comes to the latest tools and features.



April 8, 2025

REGISTER

FROM PIPELINE TO PROFIT: MANAGE YOUR TRANSACTIONS FROM CULTIVATE TO CLOSE

Learn how to utilize Command to track and manage your transactions. In this session, we're diving deep into the Command Opportunities tool, arming you with the ultimate weapon to conquer transaction management.

[VIEW MORE SCHEDULED AHEAD](#)

CONNECT WITH YOUR *Community*

April 22 - 24, 2025

KW COMMERCIAL RETREAT

📍 Coeur d'Alene Resort, Coeur d'Alene

Experience the pinnacle of commercial real estate networking and deal-making at the 2025 KW Commercial Retreat, hosted at the stunning Coeur d'Alene Resort. This exclusive event is tailored to foster connections, inspire collaboration, and unlock new opportunities in the world of high-volume, sophisticated transactions. Enrich your stay with championship golf, outdoor adventures, and world-class dining in what's often lovingly referred to as the "Lake City."

REGISTER

May 29, 2025 - May 31, 2025

KWYP NATIONAL SUMMIT

📍 A and N Mortgage Services, Chicago, IL

The KW (Keller Williams) Young Professionals National Summit is an annual three-day event designed for the next generation of leaders and innovators at Keller Williams Realty. This National Summit brings together young professionals from across the country for networking, learning, and development opportunities. Attendees participate in masterminds, panel discussions, and keynote presentations led by top industry experts and successful Keller Williams leaders. The focus is on personal growth, leadership development, entrepreneurship, and real estate success. The event aims to empower young real estate professionals to build thriving careers, expand their networks, and contribute to the future of the industry.

REGISTER





FIRST STEP TO BOLD

Monday, April 7, 2025
Location: 60 W 10th Street
Tracy, CA 95376
Time: 9 AM – 2 PM



FULL BOLD

Monday, April 21, 2025 –
Monday, May 19, 2025
Location: 60 W 10th Street
Tracy, CA 95376
Time: 8:30 AM – 3 PM



FIRST STEP TO BOLD

Tuesday, April 8, 2025
Location: Elks Lodge #6
6446 Riverside Blvd
Sacramento, CA 95831
Time: 9 AM – 2 PM



FULL BOLD

Tuesday, April 22, 2025 –
Tuesday, May 20, 2025
Location: Elks Lodge #6
6446 Riverside Blvd
Sacramento, CA 95831
Time: 8:30 AM – 3 PM



Onward
BOLD
BY *Gary Keller*



RED DAY

MAY 8, 2025

Renew.



Energize.

Donate.





CRITICAL **CONVERSATIONS** **IN REAL ESTATE**

Critical Conversations in Real Estate with Phil M Jones

May 12 & May 13

You can know the market inside out, but if you don't know what to say (and when to say it), you're leaving deals on the table. Critical Conversations in Real Estate will help you master the language of influence, giving you the confidence to overcome objections, build trust, and move clients toward a decision—faster.

Join Phil M Jones in this interactive masterclass to discover the exact words, tone, and strategies that turn conversations into conversions.

Watch [this quick video](#) to get a glimpse of what's in store for you.

REGISTER HERE



— Presents —



QL SUMMIT 2025

with
GARY KELLER

DO YOU HAVE A BIG DREAM OR A VISION FOR YOUR LIFE?

Are you having trouble finding the starting point? Designed for aspiring professionals, entrepreneurs, big thinkers, and dreamers under 30, this 3-day in-person event is for you!

TICKET TYPES:

- YOUNG ADULT IN-PERSON
- INSTRUCTOR WORKSHOP
- WATCH PARTY PACK



JUNE 12-14

AUSTIN, TX



REGISTER TODAY!

LEARN MORE: EMPOWER.KWNEXTGEN.ORG/EVENT/QL-SUMMIT-2025/

AROUND THE REGION

March was a month filled with celebration and pride as we honored the outstanding achievements of our agents, leaders, and market centers. From red carpet moments to powerful acknowledgments, these events showcased the dedication, production, and impact of those raising the bar in our region. Your excellence continues to drive our culture forward—congratulations to all who were recognized!

Our calendar was packed with high-impact trainings and masterminds, designed to sharpen skills and spark growth. From business planning and luxury certification to panel discussions and leadership development, agents across the region leaned into learning, proving once again that education is the foundation of success at KW.

With each training, recognition, and connection, we're building powerful momentum into the months ahead. Let's keep leaning in—committed to growth, excellence, and supporting one another every step of the way.





HOW TO
SURVIVE
THE MARKET
BY THE NUMBERS

Home sales are at a 29-year-low.

Bottom line: Real estate is cyclical and historically, home prices will increase over time.

How to combat the market slowdown:

- Stay proactive
- Focus on motivated buyers and sellers
- Position yourself as the expert who can navigate this market

Methods to win more listings:

- Prioritize lead generation daily
- Respond faster than the competition
- Be the first to provide value
- Stay visible and top-of-mind
- Follow up consistently

81% of sellers hire the first agent they talk to.

Bottom line: Being first isn't just an advantage - it's everything.

3 out of 4 home-owners have a mortgage rate of 5% or less.

Bottom line: Many people are hesitant to sell and take on a higher rate.

How to overcome rate lock-in:

- Educate sellers on the bigger picture
- Leverage mortgage solutions
- Shift your marketing message to target motivated sellers

HAPPY **22ND** ANNIVERSARY

OPEN DATE: MARCH 15, 2003

kw DANVILLE
KELLERWILLIAMS. REALTY

HAPPY **20TH** ANNIVERSARY

OPEN DATE: MARCH 21, 2005

kw SAC METRO
KELLERWILLIAMS. REALTY

HAPPY **16TH** ANNIVERSARY

OPEN DATE: MARCH 28, 2009

kw FRESNO
KELLERWILLIAMS.

OPEN DATE: MARCH 31, 2005

kw STOCKTON
KELLERWILLIAMS. REALTY

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

FEBRUARY 2025

CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

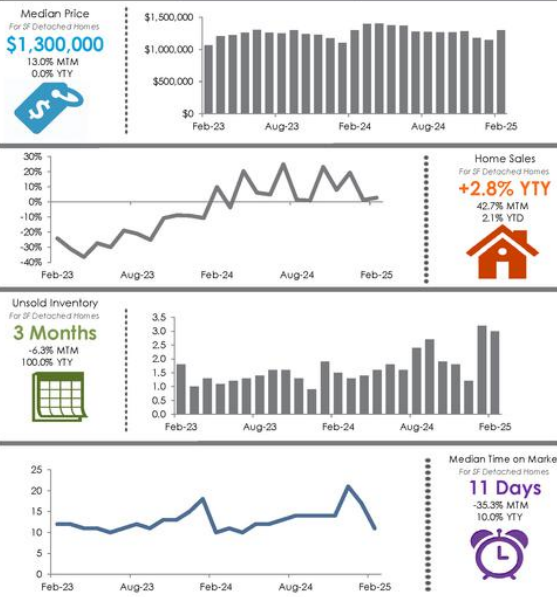
TRENDS AT A GLANCE FOR: FEBRUARY 2025

ALAMEDA MARKET UPDATE



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

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



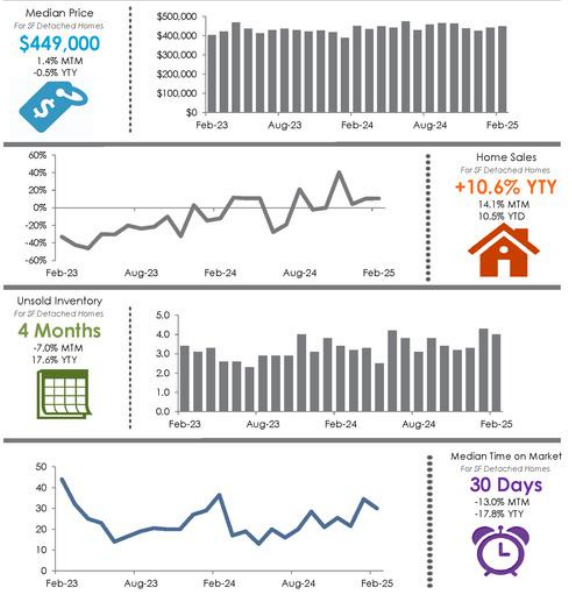
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

BUTTE MARKET UPDATE



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

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



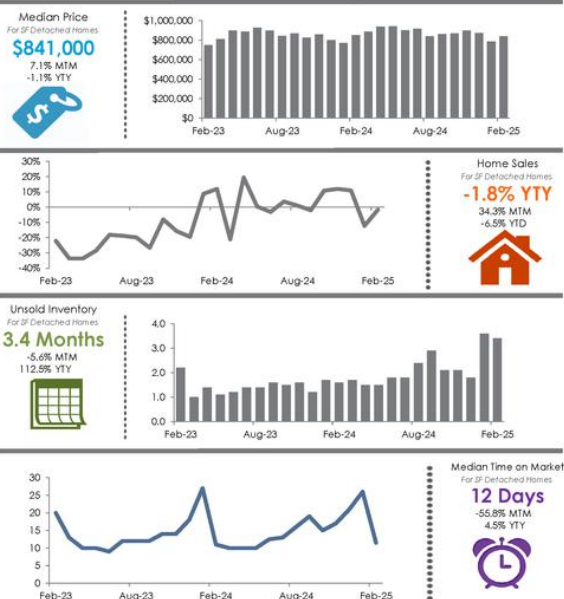
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

CONTRA-COSTA MARKET UPDATE



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

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



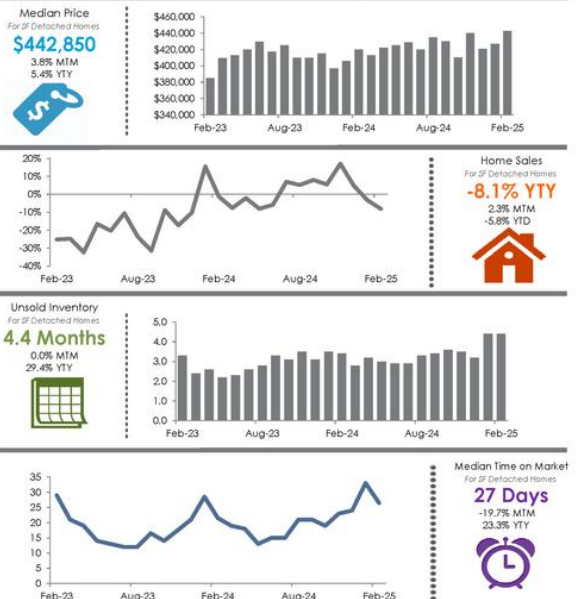
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

FRESNO MARKET UPDATE



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

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



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CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

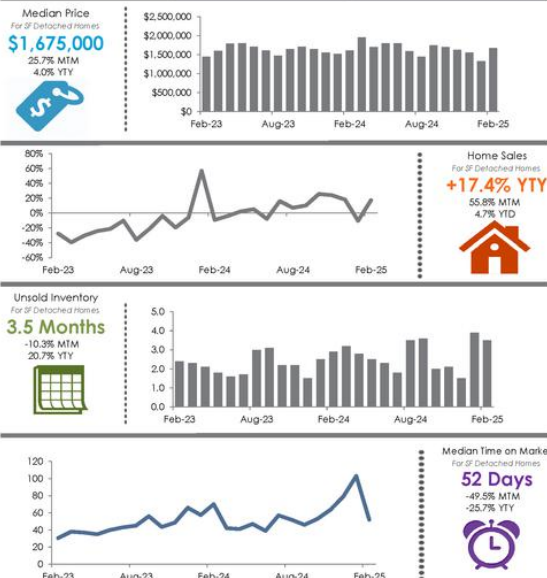
TRENDS AT A GLANCE FOR: FEBRUARY 2025

MARIN MARKET UPDATE



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

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

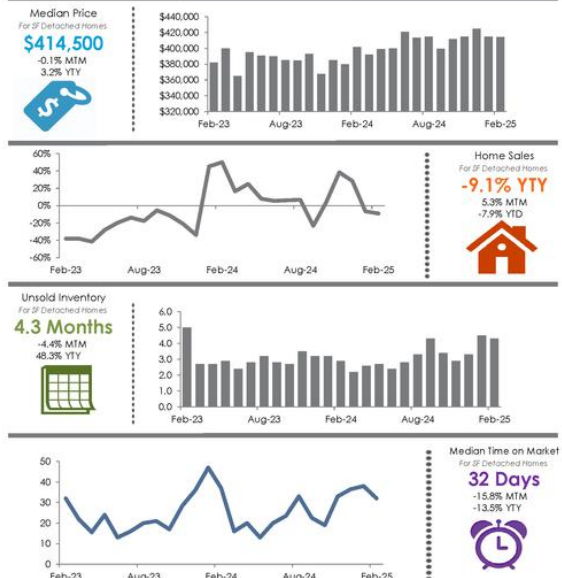


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CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics Merced County Market Update

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



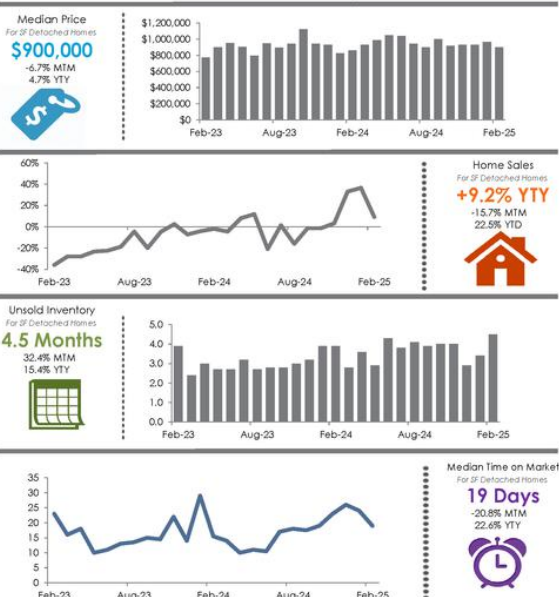
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

MONTEREY MARKET UPDATE



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

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

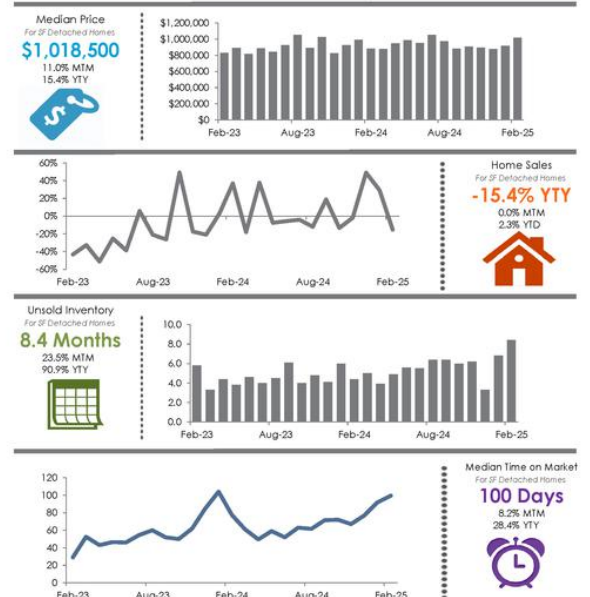


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CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics Napa County Market Update

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

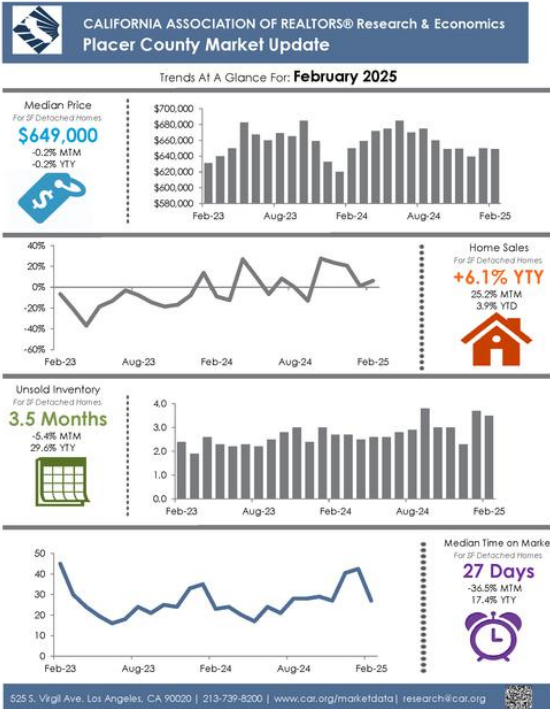


525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

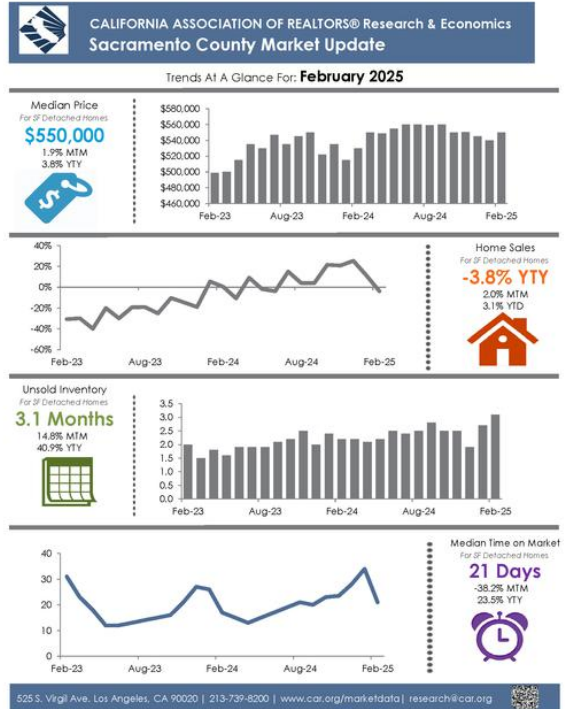
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: FEBRUARY 2025

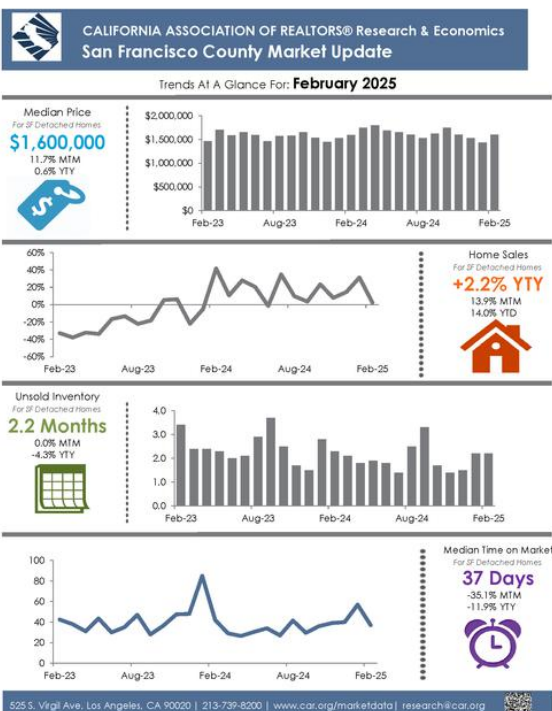
PLACER MARKET UPDATE



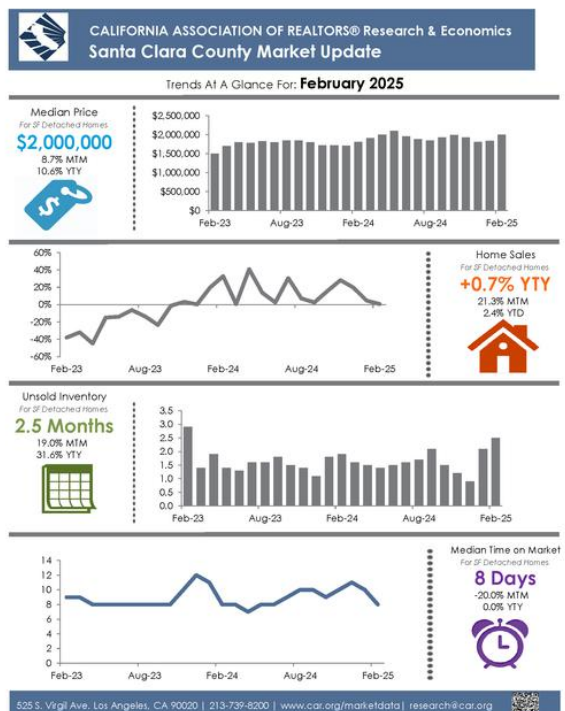
SACRAMENTO MARKET UPDATE



SAN FRANCISCO MARKET UPDATE



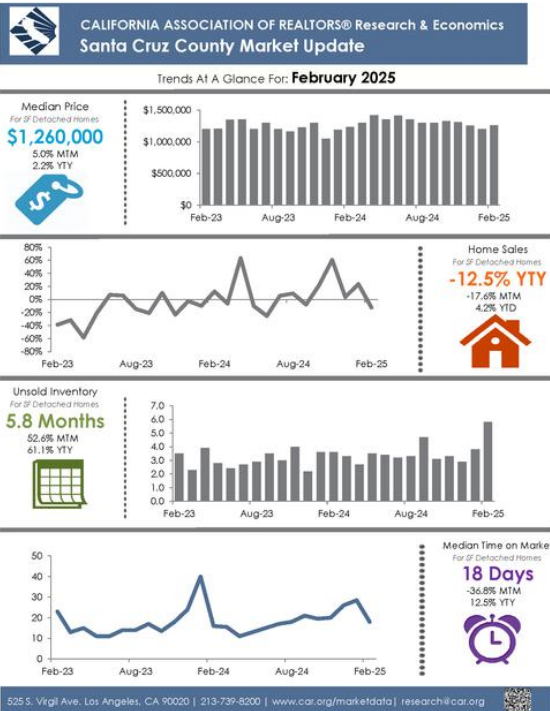
SANTA CLARA MARKET UPDATE



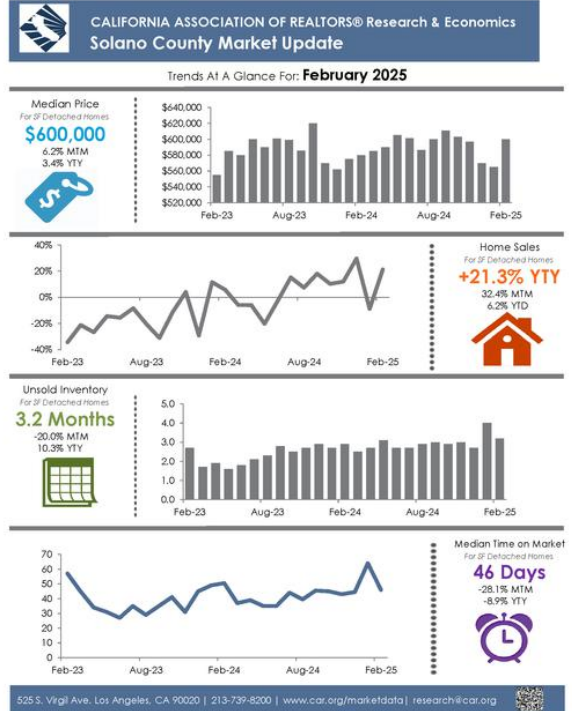
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: FEBRUARY 2025

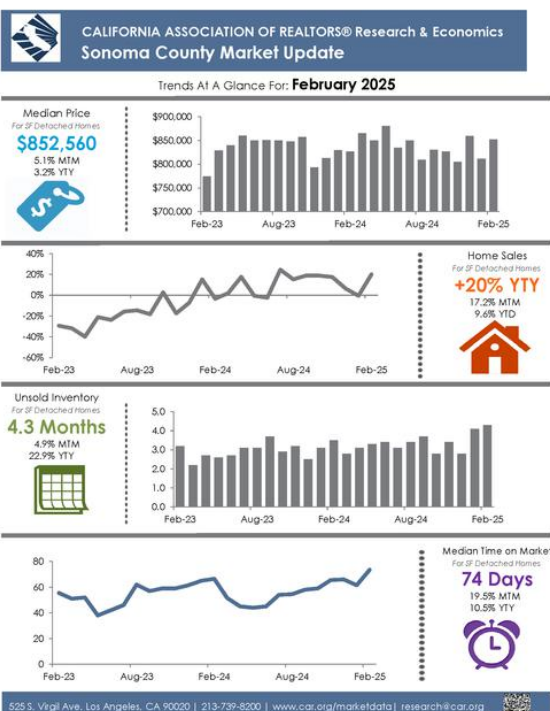
SANTA CRUZ MARKET UPDATE



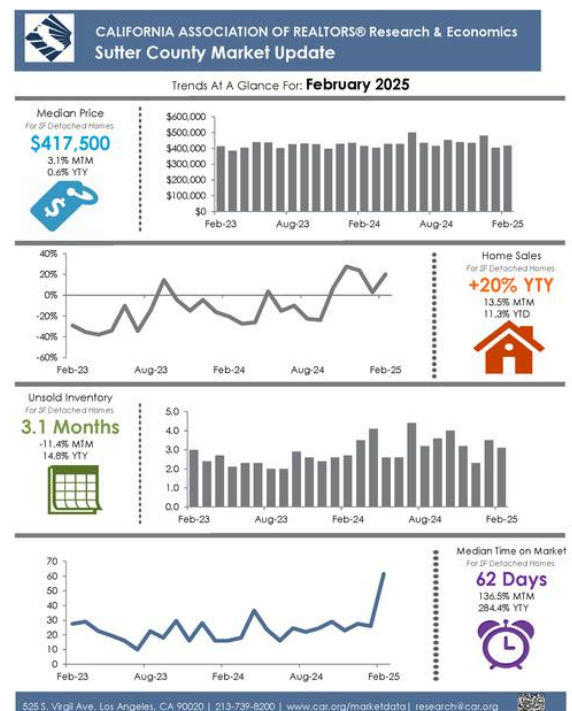
SOLANO MARKET UPDATE



SONOMA MARKET UPDATE



SUTTER MARKET UPDATE



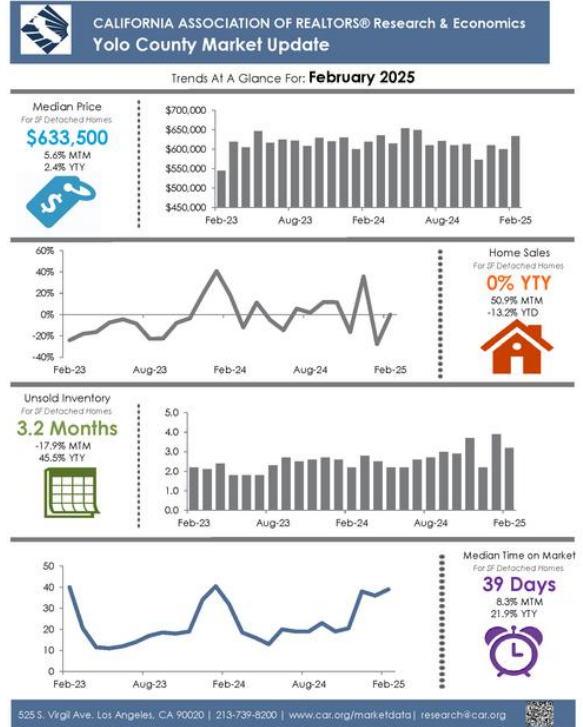
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: FEBRUARY 2025

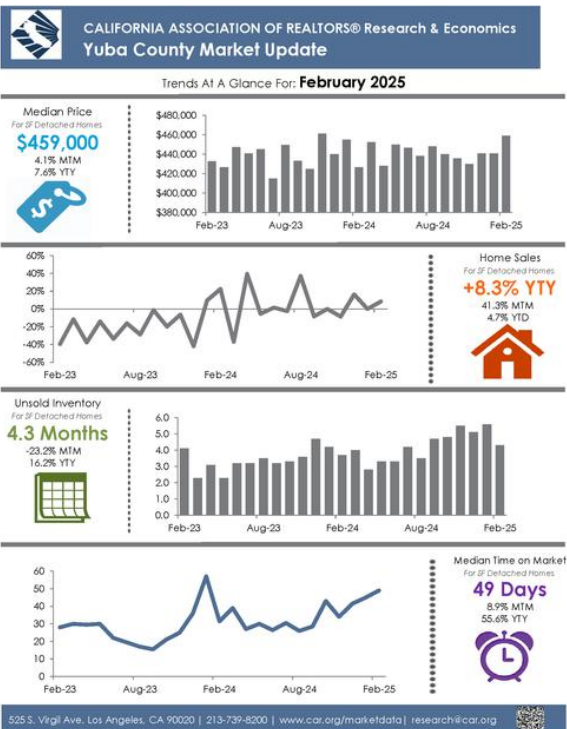
TUOLUMNE MARKET UPDATE



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 overlap and blend into each other, creating a modern, fluid aesthetic.

FEBRUARY 2025

CALIFORNIA HOUSING MARKET *Update*

Monthly Sales and Price Statistics

California Housing Market Snapshot

February 2025



283,540 | **Existing Home Sales**
+2.6% YTY | **+0.4% YTD** | **% change**



**Median
Sales Price**

\$829,060
+2.8% Y2Y



**Unsold Inventory
Index**

4.0 months
+37.9% Y2Y

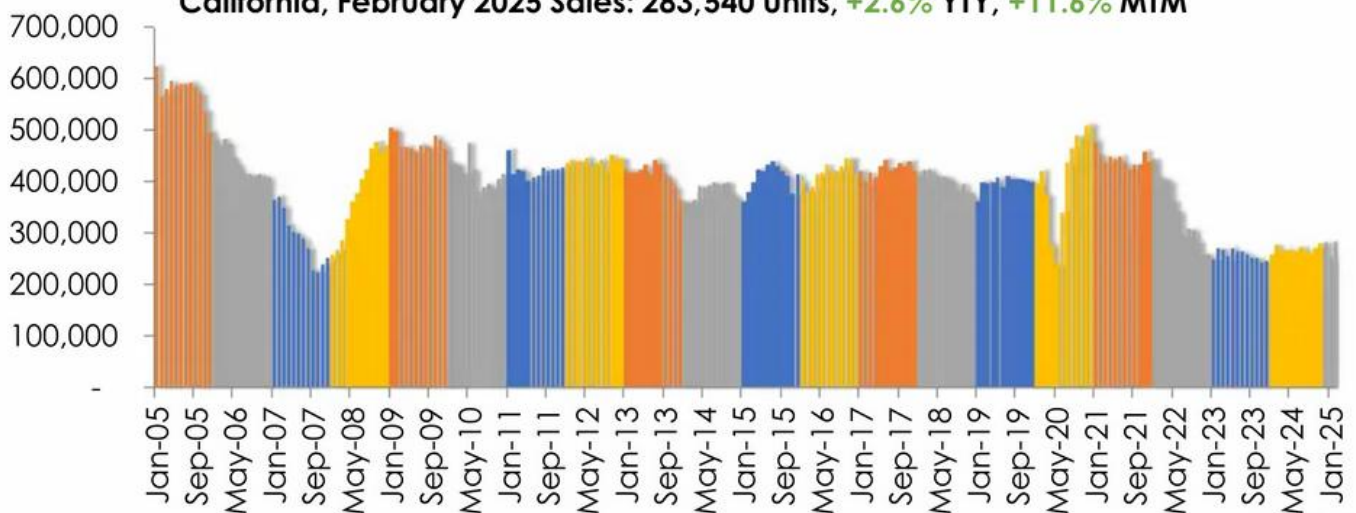


**Median
Days on Market**

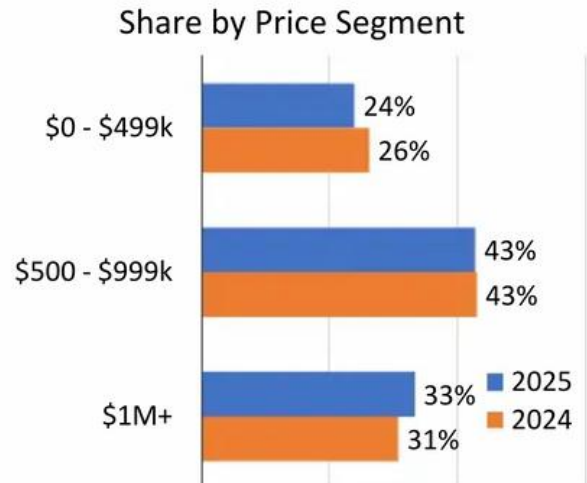
26 days
+18.2% Y2Y

Sales rebound solidly to highest level in 28 months

California, February 2025 Sales: 283,540 Units, **+2.6% YTY**, **+11.6% MTM**



Sales growth continues in the top-end of the market



CALIFORNIA ASSOCIATION OF REALTORS®

SERIES: Sales of Existing Detached Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Page 15

Condo/Townhome median price recorded modest gain

California, February 2024: \$660,000, February 2025: \$675,000



CALIFORNIA ASSOCIATION OF REALTORS®

SERIES: Median Price of Existing Condos/Townhomes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Page 25



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS, REALTY

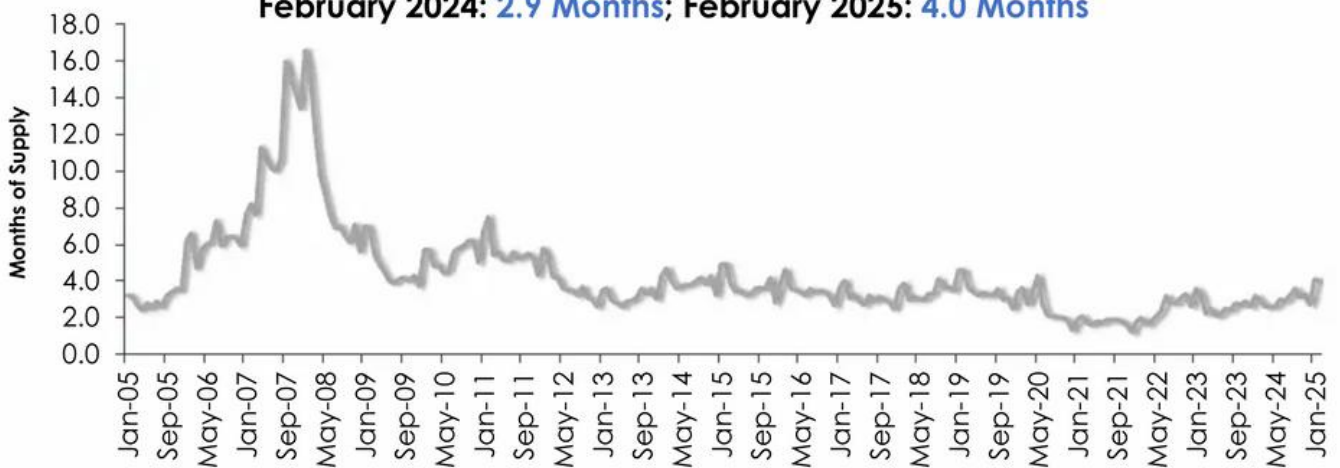


List price vs. sales price



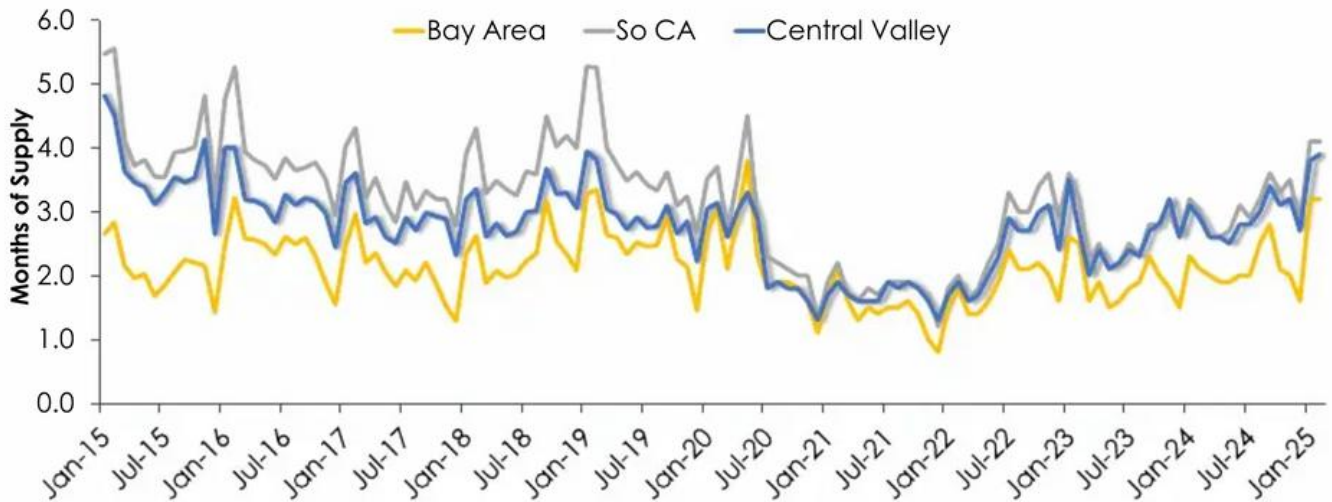
Inventory grew solidly from its year-ago level

February 2024: 2.9 Months; February 2025: 4.0 Months





Unsold Inventory across major regions



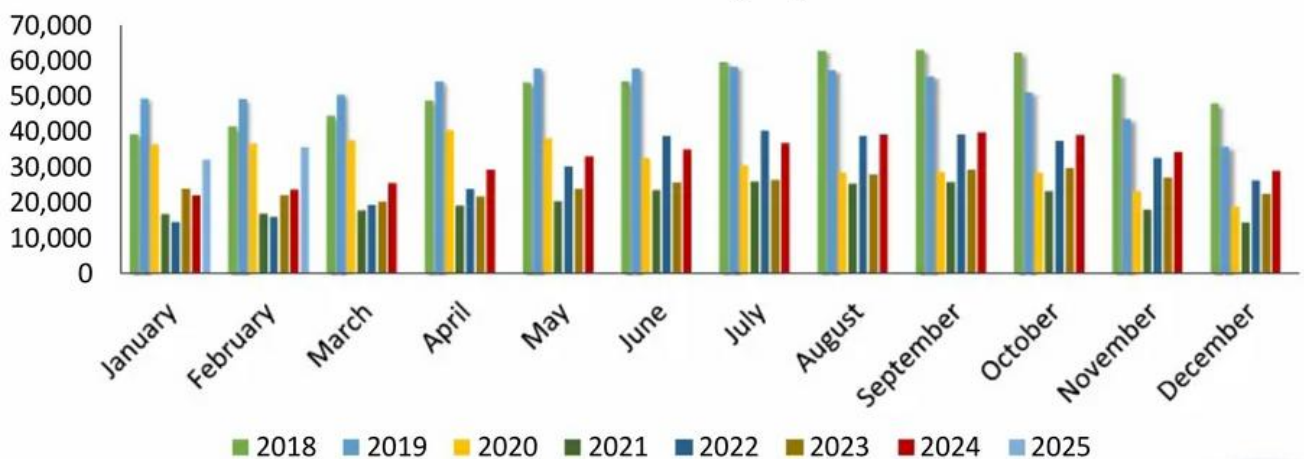
CALIFORNIA ASSOCIATION OF REALTORS®

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

Page 42

Total active listings in February outpaced same month of prior 4 years

California Active Listings by Month



CALIFORNIA ASSOCIATION OF REALTORS®

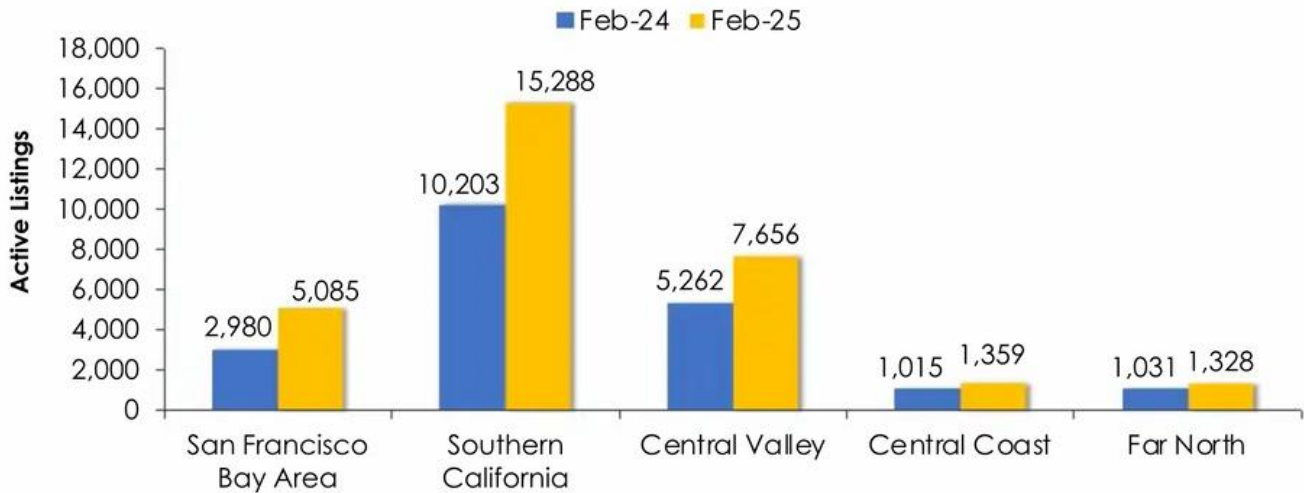
SERIES: Active Listing of Existing Single-Family Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Page 43

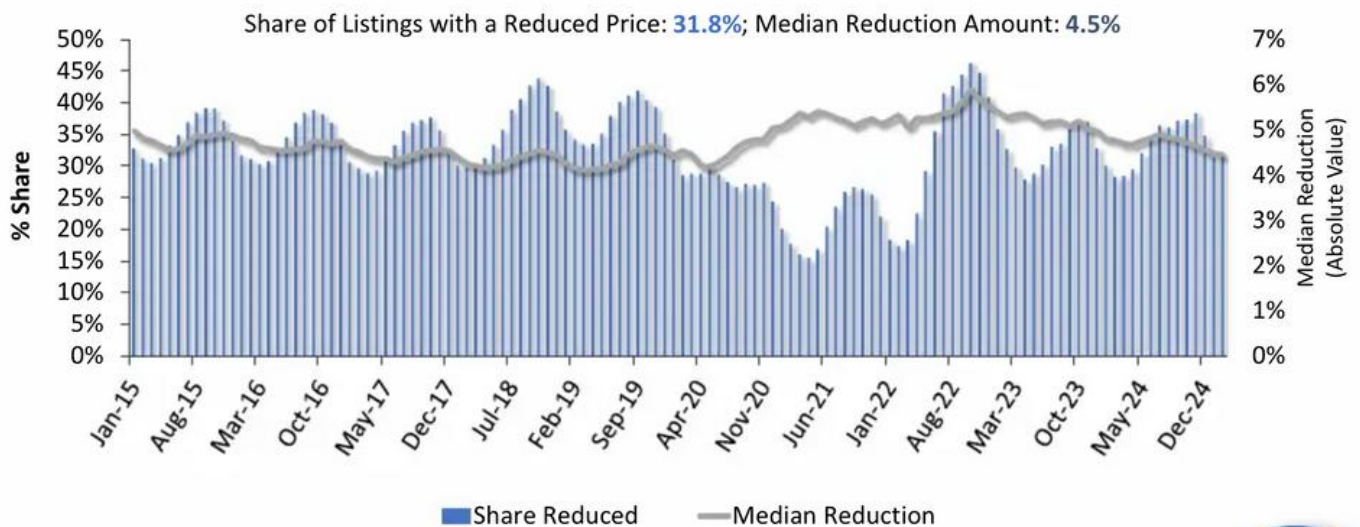




Active listings by region



Reduced-Price Listings



FEBRUARY 2025

Hawaii Statewide Real Estate Report

MEDIAN SALE PRICE MIXED IN FEBRUARY

Hawaii State median sale price movement is mixed in February 2025, with the home price up 11% to \$1,057,500 and the condo price down -1% to \$550,000 from last year.

HOME AND CONDO SALES DOWN IN FEBRUARY

Hawaii State sales activity is down in February 2025, with home sales down -19% and condo sales down -14% from last year.

MARKET TIMES ARE MIXED IN FEBRUARY

Hawaii State market times are mixed in February 2025, with the home Days on Market flat 0% to 36 and the condo Days on Market up 39% to 53 from last year.

SINGLE FAMILY HOMES	THIS MONTH FEBRUARY 2025	LAST MONTH JANUARY 2025	LAST YEAR FEBRUARY 2024
Median Sale Price	▲ \$1,057,500	\$1,020,000	\$950,000
Average Sale Price	▼ \$1,394,288	\$1,284,106	\$1,456,503
Homes Sold	▼ 360	441	447
Median Days on Market	36	37	36
Bid Ups	▼ 20%	20%	21%

CONDOMINIUMS	THIS MONTH FEBRUARY 2025	LAST MONTH JANUARY 2025	LAST YEAR FEBRUARY 2024
Median Sale Price	▼ \$550,000	\$585,000	\$555,000
Average Sale Price	▲ \$817,650	\$807,845	\$725,209
Condos Sold	▼ 404	421	468
Median Days on Market	▲ 53	47	38
Bid Ups	▼ 11%	11%	19%

STOCK MARKET PERFORMANCE

MARCH 31, 2025

▼	Nasdaq	17,322.99	-10.29%
▼	S&P	5,580.94	-5.11%
▼	Dow	41,583.90	-2.26%
▼	10-Year	4.255%	-31.8 bps
▼	Bitcoin	\$82,217.73	-12.00%
▲	J&J	\$163.71	+14.11%

*Stock data as of market close, cryptocurrency data as of 8:00pm ET.
Here's what these numbers mean.

Markets: The “s-word”—stagflation—is creeping back into Wall Street conversations after a Friday report showed inflation was heating up while consumer spending grew less than expected. Exhibit A: Goldman Sachs’s basket of stocks that are predicted to outperform during periods of stagflation (such as healthcare) is up nearly 20% for the year.



MORNING BREW

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



CLAIRE MAGLALANG
Regional Marketing Admin



Where Entrepreneurs Thrive



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HAWAII REGION
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