



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

MONTHLY NEWSLETTER

SEPTEMBER 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.



www.gonchr.com



kwnorcalhawaii



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Founder's Day: The future belongs to those we empower today

Celebrating Founders Day & Empowering Futures

This month, as we celebrate Gary Keller's birthday and Founder's Day, we're reminded that the future belongs to those we empower today.

In that spirit, we are proud to spotlight Devany Williams, one of our rising agents here in Walnut Creek. Her journey exemplifies what it means to be transformed not just in business—but in mindset, vision, and impact.

Meet Devany Williams

"Through KW Next Gen, I was able to gain the confidence to say what I wanted out of my business and professional life."

Devany's story is a living testament to the mission behind Founder's Day: to remove limiting beliefs, equip young leaders, and ignite bold futures.

By participating in KW Next Gen, Devany tapped into systems, models, and coaching that helped her envision a more expansive path forward. Her growth—both personally and professionally—is a ripple effect of the support, opportunity, and belief poured into her.





Every year, the KW Next Gen community comes together for our biggest fundraiser of the year: Founder's Day. It's more than a date on the calendar—it's a movement to fuel the future of the next generation. Which is why, this year, we've extended our campaign to September 30th!

The Impact of Giving

When you give to Founder's Day, you're not just supporting a fundraiser—you're creating a ripple effect that strengthens communities, nurtures dreamers, and empowers changemakers.

Each dollar fuels the next generation of leaders and entrepreneurs who will shape the future. Plus, when you give you'll unlock great incentives:

Step up with a gift of \$100+ to unlock a recording of Gary Keller teaching Quantum Leap! Give \$49 or more to receive our exclusive Success Accelerator Bundle – a set of powerful learning modules designed to help you take action with clarity and confidence! Give at least \$10 to support our 10th Anniversary of impacting young lives through Quantum Leap!

Join us in empowering futures.

DONATE HERE



TOP *Performers*

AUGUST 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 August 2025.

TOP PERFORMERS

CLOSED *Units*

1

JULIE WYSS

LOS GATOS ESTATES

1

SARA MIN ZHAO

OAKLAND

3

KARRAH SALLING

VACA VALLEY

3

NIKKI NGUYEN

ELK GROVE

3

LUKE EDMONDSON

CHICO

**AUG
2025**

TOP PERFORMERS

CLOSED *Units*

TOP TEAMS

1

MICHAEL SOARES REAL ESTATE

SACRAMENTO METRO

2

RENNA SHEE TEAM

CUPERTINO

2

CALI HOMES GROUP

SILICON CITY

4

TEAM BEDI

PLEASANTON / LIVERMORE

5

RINGO LIU TEAM

OAKLAND

AUG
2025

TOP PERFORMERS

CLOSED *Units*

TOP GROUPS

1

THE GUNDERMAN GROUP

OAKLAND

2

THE MORE REAL ESTATE GROUP

FOLSOM

3

SOPHIE SHEN REAL ESTATE TEAM

CUPERTINO

4

OWN REAL ESTATE

PENINSULA ESTATES

4

THE ARSONDI GROUP

PLEASANTON / LIVERMORE

AUG
2025

TOP PERFORMERS

CLOSED *Volume*

1

JULIE WYSS

LOS GATOS ESTATES

2

SHAWN GHANDCHI

SANTA CLARA VALLEY

3

ANGELA BURNETT

PENINSULA ESTATES

4

CHIAKI YAMADA

KW BIG ISLAND

5

AMAR. REALTOR

PALO ALTO

**AUG
2025**

TOP PERFORMERS

CLOSED *Volume*

TOP TEAMS

1 **RENNA SHEE TEAM**
CUPERTINO

2 **LAN BOWLING TEAM**
PALO ALTO

3 **TEAM BEDI**
PLEASANTON / LIVERMORE

4 **CALI HOMES GROUP**
SILICON CITY

5 **RINGO LIU TEAM**
OAKLAND

AUG
2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

CLOSED *Volume*

TOP GROUPS

1

THE GUNDERMAN GROUP

OAKLAND

2

SOPHIE SHEN REAL ESTATE TEAM

CUPERTINO

3

FAN WANG TEAM

CUPERTINO

4

WEN GUO REAL ESTATE GROUP

PENINSULA ESTATES

5

OWN REAL ESTATE

PENINSULA ESTATES

AUG
2025

TOP PERFORMERS

LISTINGS *Taken*

1

SERGIO SANCHEZ

SANTA CLARA VALLEY

2

SHERRI WALKER

ROSEVILLE

3

ELIOT KROTIK

KW MERCED

4

JULIE WYSS

LOS GATOS ESTATE

4

ALISHA SIMPKINS TEAM

CHICO

**AUG
2025**

TOP PERFORMERS

LISTINGS *Taken*

TOP TEAMS

1

TEAM BEDI

PLEASANTON / LIVERMORE

2

HOMES AND CHOCOLATE

KW BIG ISLAND

2

RINGO LIU TEAM

OAKLAND

4

SOUSOU TEAM

PLEASANTON / LIVERMORE

5

TANIGUCHI & ASSOCIATES

HONOLULU

AUG
2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

LISTINGS

Taken

1

**THE BECKY
WILLIAMS TEAM**

CHICO

2

THE GUNDERMAN GROUP

OAKLAND

2

ELEVATE REALTY GROUP

ROSEVILLE

4

SWANSON TEAM

PLEASANTON / LIVERMORE

5

THE DAROSA TEAM

SACRAMENTO METRO

5

ETERNITY REALTY

SACRAMENTO METRO

5

THE RENEE WHITE TEAM

WALNUT CREEK

5

BRITTANY ARMENTA TEAM

BRENTWOOD

5

**SOPHIE SHEN REAL ESTATE
TEAM**

CUPERTINO

5

TEAM LALLY

HONOLULU

5

VKGRE GROUP

LOS GATOS ESTATES

5

CULLINAN LUXURY GROUP

PENINSULA ESTATES

**AUG
2025**



NEW *Associates*
AUGUST 2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

NEW ASSOCIATES *Partners*

AUGUST 2025

DYLAN WILLIAMS	BRENTWOOD
RACHELLE KARAM	BRENTWOOD
CRISTINA RIFFLART	CARMEL
EUNICE YURIAR	CARMEL
SANDRA RANGEL	CARMEL
ADRIAN SANDOVAL	CHICO
LIU YANG	CUPERTINO
NEGIN DEHGHANIAN	CUPERTINO
YOONMEE YEO	CUPERTINO
GRAHAM PFEIFER	DANVILLE
HILARY ZEIMER	DANVILLE
ROSA REGALADO	DANVILLE
SHANNAN LAUFASA	DANVILLE
TONY PATINO	ELK GROVE
WYMAN CO	ELK GROVE
CHANG LIU	FREMONT
LEO ZHAO	FREMONT
MUZNA ZAFAR	FREMONT
NEHA OM	FREMONT
SWETA GOMES	FREMONT

ABNERIS ABREU ROMERO	FRESNO
ANUP GURUNG	FRESNO
CRYSTAL BUITRON	FRESNO
JAIME ARIAS CASTANEDA	FRESNO
MARK TINSLEY	FRESNO
XAVIAN STOREY	FRESNO
ALEXANDER HEISER	HONOLULU
BENJAMIN DAVILA	HONOLULU
CHAD HAMPTON	HONOLULU
INGA KAPLAN	HONOLULU
KEALOHILANI MENDIOLA	HONOLULU
CHRISTY CHRISTENSEN	KW BIG ISLAND
DEBORAH VIAL	KW MAUI WEST
IMELYN CORATIBO	KW MAUI WEST
MARCIA KALAMA	KW MAUI WEST
ADRIAN HURTADO	KW MERCED
CORBETT MCDANIEL	KW MERCED
GORDON KEITH BORGES JR	KW MERCED
REBEKAH PHILLIPS	KW MERCED
APRIL LAIRD	LOS GATOS ESTATES

NEW ASSOCIATES *Partners*

AUGUST 2025

STELLA STRICKLAND	KW MERCED
TANYA PEREZ FLORES	KW MERCED
ALEXA ARREOLA	LOS GATOS ESTATES
BINA DESAI	LOS GATOS ESTATES
QUOCNAM LUU	LOS GATOS ESTATES
GURU DORJEE	OAKLAND
NADINE HURD	OAKLAND
ERIC WRIGHT	PALO ALTO
JACK THOMAS SNYDER	PENINSULA ESTATES
LUCA MANCASOLA	PENINSULA ESTATES
MEHMET SAMET KILICCIOGLU	PENINSULA ESTATES
NAHIR ASIS LEDDA	PENINSULA ESTATES
NAN ZHANG	PENINSULA ESTATES
RANIA ODEH AFFAN	PENINSULA ESTATES
RENZO CARLOMAGNO REQUE REYNA	PENINSULA ESTATES
WEI LI	PENINSULA ESTATES
LUKE BILLINGSLEY	PLEASANTON / LIVERMORE
ROOPASHREE HOLENARASIPURA RAMACHANDRA	PLEASANTON / LIVERMORE
BALTEJ PAWAR	ROSEVILLE
JORDAN MORTIMER	ROSEVILLE

NISHICA CERVANTES	ROSEVILLE
SIMONA DEJEU	ROSEVILLE
CHELSEA FLORENCE KNOX	SACRAMENTO METRO
ELIZABETH AMES	SACRAMENTO METRO
EMMANUEL SANCHEZ	SACRAMENTO METRO
ERIC KAVERT	SACRAMENTO METRO
ERICKA RUCKER	SACRAMENTO METRO
GURSHARAN KAUR	SACRAMENTO METRO
LISA MARIE JAEGER	SACRAMENTO METRO
TIFFANY VAN SOK	SACRAMENTO METRO
MOHAN MORUSUPALLI	SAN JOSE – SILICON VALLEY
KENNETH AGLUBAT	SANTA CLARA VALLEY
MING NG	SANTA CLARA VALLEY
SAI CHIMAKURTY	SANTA CLARA VALLEY
JAMISON SAINT JOHN	SANTA CRUZ
SHERI HOUDESHEDT	SANTA CRUZ
SIRA TAYLOR	SANTA CRUZ
ANDRE RIBEIRO	SANTA ROSA
NIKOLAY GARTMANOV	SILICON CITY
YVETTE MARTINEZ	SILICON CITY

K W N O R T H E R N C A L I F O R N I A A N D H A W A I I R E G I O N

NEW ASSOCIATES *Partners*

AUGUST 2025

JANET MCMAHON	STOCKTON
LILYANA KHAN	STOCKTON
KATRINA FELKER	VACA VALLEY
SHEKHNA MALHI	VACA VALLEY
ARASH MATINRAZM	WALNUT CREEK
CHUN MA	WALNUT CREEK
GIANI RICE	WALNUT CREEK
KOBE GOOD	WALNUT CREEK
SHAUNA WARREN	WALNUT CREEK
TANIKA BAPTISTE	WALNUT CREEK
ANDEN CREYSSELS	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



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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



The Forgotten Resources You Already Have

Jay Papasan

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

 the**twenty**center

The Forgotten Resources You Already Have

| *"No act of kindness, no matter how small, is ever wasted." – Aesop*

Back in January, I wrote about how love is an infinite resource. It never runs out, never gets spread thin. Love can't be divided—only multiplied. This got me thinking. What else works this way? It turns out, love isn't the only infinite resource. We actually have an endless supply of so many things worth sharing.*

1. Kindness: The more kindness you give, the more it inspires others, creating a ripple effect of generosity.
2. Creativity: Every act of creation sparks new ideas and solutions, fueling even more creative energy.
3. Gratitude: Expressing gratitude often leads to more reasons to feel grateful, amplifying positivity.
4. Connection: Building authentic connections strengthens community and enriches everyone involved.
5. Curiosity: Asking questions and seeking knowledge doesn't diminish understanding—it multiplies it.
6. Hope: Sharing hope encourages resilience and spreads optimism, especially in challenging times.
7. Inspiration: When you inspire others, it circles back to inspire you, fostering a continuous loop of motivation.
8. Positivity: A positive outlook is contagious—when you choose to see possibilities instead of problems, you help others shift their perspective too.
9. Encouragement: Every word of encouragement you offer plants seeds of confidence that can grow far beyond what you'll ever see.
10. Forgiveness: Forgiving others (and yourself) doesn't deplete your capacity for grace—it expands it, making future forgiveness easier.

The great irony is that we often feel like they're in short supply. When we're feeling down, it can be hard to unearth some gratitude. The cupboard where we store our hope seems bare. When we're lonely, connection feels absent. Anger can blanket our curiosity like deep snow obscuring the trail forward. They all become more accessible with practice. It's hard at first. It's like trying to unlock a door wearing mittens. Then it gets easier as our awareness of them grows.

Our lives get infinitely better when we stop expecting the world to give us more and start giving more ourselves. Everything we need more of, we already have. Abundance begins with what we give, not what we receive.

One question to ponder in your thinking time: Which of my infinite resources feels scarce right now, and how can I practice giving it anyway?



Rookie Real Estate Agent Shows How to Future-Proof Your Real Estate Career



Rookie Real Estate Agent Shows How to Future-Proof Your Real Estate Career

From providing insights into market data, automating daily tasks, and even managing properties and showings, AI is transforming real estate. According to Morgan Stanley [research](#), these AI innovations “could lead to \$34 billion in efficiency gains” in the industry by 2030. For agents with forward-thinking business and growth plans, this is great news.

AI assistance can help agents. It cuts costs and boosts productivity in ways that can be truly life-changing. But some may fear that AI is more than a tool to leverage — that it’s competition for agents. They may mistakenly believe AI has the potential to replace agents altogether. But with the integration of AI across multiple industries, one thing remains an inarguable truth: There’s power in a human fiduciary.

Being a successful real estate agent is about connection and community, and these factors are now more important than ever. In his newest book, [Rookie Real Estate Agent: Launch a Limitless Career That Lasts](#), [Jay Papasan](#) shows just how irreplicable a real, live agent is — especially in times of mass digital integration. An agent who is willing to master their skills and become a true fiduciary can future-proof their career in real estate. And Rookie will show you how to do just that.

Human Connection — The Shining Star in a World of AI

While AI offers efficiency and streamlines our systems, human connection is what bridges the gap between getting the job done and creating clients for life.

You can’t force AI to learn emotional intelligence, even though some platforms can demonstrate very human-like tendencies. AI can’t live a similar life to your client, share their interests and values, or hold their hand through the highs and lows of navigating a transaction.

Psychologist and professor Dr. Amit Baumel writes in [Psychology Today](#), “What really matters is how [AI reshapes] the energetic network of value exchange — the invisible web of human acts through which value flows between people.”

Baumel doesn’t suggest abandoning AI altogether, only using it as the tool and assistant it is to better your relationships and improve your strategies.

“To make the most of what AI can offer ... we’ll need to focus less on how it performs, and more on how it supports our ability to be there for one another,” he says.

What Does It Really Mean to Be a Fiduciary?

One way to focus on the relationships you build as an agent is to put an emphasis on your fiduciary duties. That word, “fiduciary,” is used a lot in real estate. But what does it really mean?

In real estate, there are two types of service you might provide to your clients: functionary and fiduciary. If you’re serving in a functionary role, you’re in a specific task relationship with your clients — you do the job. By contrast, if you act as a fiduciary, you not only complete the tasks of the job, you’re also in a high-trust relationship with your clients and feel responsible for the outcome. Top agents understand this difference and, as a result, they work hard to provide fiduciary-level services. (To be clear, this use of “fiduciary” doesn’t refer to any legal duty agents may owe to their clients.*)

Jay says a fiduciary educates and guides clients through the process of purchasing or selling a home. In *Rookie Real Estate Agent*, he writes:

“They get to know the people they are working for and determine the solutions that suit their clients best. They answer questions, provide support, manage unpredictable situations, break bad news, and make people’s dreams come true.”

Rookie Real Estate Agent Shows How to Future-Proof Your Real Estate Career

A fiduciary puts their client's wants and needs above their own. They remain objective about potential outcomes of a transaction, and their ultimate goal is to reach a win-win deal for their client.

For those looking to embark on a career in real estate, or for agents who want to level-up their businesses, AI can help you do more with less. This is especially important for new agents who don't have a huge budget to work with. But being a successful agent is about more than data and algorithms. To get that win-win outcome, you have to build real relationships with your clients. This is what will make them keep coming back and referring you as their trusted agent.

As author Ryan Leak said at KW's 2025 Mega Agent Camp, "The future belongs to the people who truly master human connection."

Deepen Your Connections and Gain Clients for Life

Ultimately, a real estate agent's relationships with their clients is what will make their career thrive. No technology can replace the community you build with your past, current, and future buyers and sellers.

There are four essential Rookie tools you can use to help deepen your connections and build a sustainable business by ensuring people know, like, and trust you.

1. **Master Conversation Frameworks** — Having deep, impactful conversations with your leads and clients is how you can uncover their wants and needs and develop a plan to best serve them with your specialized skills. This [download](#) shows you how to master vital conversation frameworks to build deeper connections.
2. **3 Steps to Setting Appointments** — Appointments mark the beginning of your official relationship with a client. Once you've mastered your conversations, you can use your skills to convert leads to clients. This simple three-step [formula](#), which starts with connection, will help you set appointments where you can showcase your services and get a client to formally sign on to work with you.
3. **Database CTA** — As you build connections with potential, current, and past clients, you'll have a lot of information to keep up with and store in your database. This [CTA model](#) (which stands for both "call-to-action" and "cultivate-tend-automate") will help you make the most out of your connections by working your database so that it works for you.
4. **Segment and Tag Your Database** — To dive a level deeper into your database, you can use segments and tags to reach out to the right people with the right message at the right time. This [download](#) will teach you how segments and tags work and provide some of the most popular examples for agents to implement

Whether you're thinking of embarking on a career in real estate or you're an agent wanting to go deeper with your clients and tap into your fiduciary value, Rookie Real Estate Agent can show you all the tools and skills that AI can't replace.

Rookie Real Estate Agent: Launch a Limitless Career That Lasts
is available for purchase at [KellerINK.com](https://kellerink.com).

→ We Are **THE ONLY** **REAL ESTATE** **COMPANY NAMED** **A 2025 BEST-LED** **COMPANY**

Keller Williams Named to Glassdoor's 2025 Best-Led Companies List

Keller Williams Realty, LLC ("KW"), the world's largest real estate franchise by agent count, has been named to [Glassdoor's Best-Led Companies list for 2025](#), recognizing organizations with exceptional senior leadership teams that go above and beyond to redefine the employee experience.

"This honor is a testament to the leaders and associates who live our culture every day," said Chris Czarnecki, CEO and president, KW. "At KW, leadership is about empowering entrepreneurs and creating opportunities for people to build businesses worth owning and lives worth living."

"We're proud that our associates feel that strong commitment and trust," said Czarnecki.



Jason Abrams, Head of Industry and Learning at KW, delivering "Call the Play, Win the Day" to Hawaii-based KW-affiliated brokerage leaders and agents.

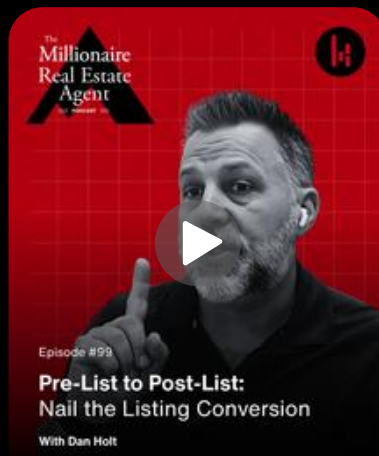
READ MORE

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



SEPTEMBER 2025 PODCAST HIGHLIGHT



LISTEN TO MORE PODCAST

K W N O R T H E R N C A L I F O R N I A A N D H A W A I I R E G I O N



SEPTEMBER 2025 PODCAST HIGHLIGHT



[LISTEN TO MORE PODCAST](#)



TRAININGS AND *Events*

KW NORTHERN CALIFORNIA AND HAWAII REGION

UPCOMING REGION *Events*



October 6

HONOLULU MARKET CENTER VISIT:

CONDENSED CAREER VISIONING WITH TONY BRODIE

📍 HONOLULU MARKET CENTER - TRAINING ROOM
1347 KAPIOLANI BLVD, #300, HONOLULU, HI 96814

REGISTER NOW



October 6

HONOLULU MARKET CENTER VISIT:

6 PERSONAL PERSPECTIVES WITH LEANN HARRIS

📍 HONOLULU MARKET CENTER - TRAINING ROOM
1347 KAPIOLANI BLVD, #300, HONOLULU, HI 96814

REGISTER NOW



October 6

HONOLULU MARKET CENTER VISIT:

INCREASE & OPTIMIZE YOUR ONLINE PRESENCE WITH AI WITH ZACH YOUNGER

📍 HONOLULU MARKET CENTER - TRAINING ROOM
1347 KAPIOLANI BLVD, #300, HONOLULU, HI 96814

REGISTER NOW



October 7

NCHR ELITE EVENT

📍 ALA MOANA HONOLULU HOTEL
410 ATKINSON DRIVE HONOLULU, HI 96814

REGISTER NOW

UPCOMING REGION *Events*



October 8

MAUI MARKET CENTER VISIT:

6 PERSONAL PERSPECTIVES WITH LEANN HARRIS

📍 285 W. KAAHUMANU AVE., SUITE 201,
KAHULUI, HI 96732

REGISTER NOW



October 8

MAUI MARKET CENTER VISIT:

INCREASE & OPTIMIZE YOUR ONLINE PRESENCE WITH AI WITH ZACH YOUNGER

📍 285 W. KAAHUMANU AVE., SUITE 201,
KAHULUI, HI 96732

REGISTER NOW



October 8

MAUI MARKET CENTER VISIT:

MARKET YOUR BRAND WITH CANVA WORKSHOP WITH ZACH YOUNGER

📍 285 W. KAAHUMANU AVE., SUITE 201,
KAHULUI, HI 96732

REGISTER NOW



October 9

BIG ISLAND MARKET CENTER VISIT:

INCREASE & OPTIMIZE YOUR ONLINE PRESENCE WITH AI WITH ZACH YOUNGER

📍 HILO HAWAIIAN HOTEL
71 BANYAN DRIVE HILO, HI 96720

REGISTER NOW

UPCOMING REGION *Events*



October 13 - October 14

REGISTER NOW

TRAIN THE TRAINER ADVANCED WORKSHOP WITH ZACH YOUNGER

 KW THRIVE MARKET CENTER
19900 STEVENS CREEK BLVD. STE 100 CUPERTINO,
CA 95014

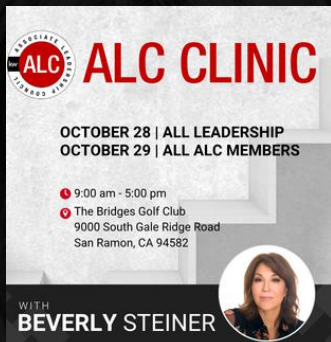


October 15

REGISTER NOW

AGENT FINANCIALS WITH HERB CATANIA

 VIRTUAL CLASS



October 28 - October 29

REGISTER NOW

ALC CLINIC WITH BEVERLY STEINER

 THE BRIDGES GOLF CLUB
9000 SOUTH GALE RIDGE ROAD
SAN RAMON, CA 94582

December 3

REGISTRATION UPCOMING

NCHR ELITE EVENT

December 4 - December 5

REGISTRATION UPCOMING

KELLER LEADERSHIP ACADEMY

LEARN THE 3 M'S OF MULTIPLYING YOUR BUSINESS

OCTOBER 14, 2025

9:00 AM–12:00 PM PT

6:00 AM–9:00 AM HT

VIRTUAL EVENT



VIP Packages

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

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

We hope you'll join us again!

The discount code is:

2024THANKS

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

GET A DISCOUNTED VIP TICKET

Help Your Market Centers

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

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

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

BOOK A WATCH PARTY



INCLUSION &
BELONGING

VIRTUAL SUMMIT



THURSDAY, OCTOBER 16TH | 10:00AM - 1:00PM CST

2025 INCLUSION & BELONGING SUMMIT

On Thursday, October 16th, from 10:00 AM – 1:00 PM CST, we will host the Inclusion & Belonging Virtual Summit: Fair Housing in Action. This event brings together national leaders in housing equity to provide insights on how policy, bias, and systemic barriers impact our industry, and how we can respond as leaders. This summit is an opportunity to strengthen our culture of equity and belonging at the Market Center level.

Leaders can use the event to:

- Educate associates with subject matter expertise that sets them apart in the market.
- Reinforce Keller Williams' values of fairness, opportunity, and community impact.
- Create dialogue within Market Centers that fosters inclusive leadership.

We also encourage you to extend this invitation to prospective KW family members.

This event is a powerful way for them to experience our culture and see how we live out our belief in "Equity: opportunities for all."

SPEAKERS:

UNDERSTANDING AND CONFRONTING ANTISEMITISM

HISTORY, MYTHS, AND STRATEGIES TO COUNTER ONE OF THE OLDEST FORMS OF HATE.



Marya Slade
ADL

Marya Slade from the Anti-Defamation League will explore the roots of antisemitism, its modern-day impact, and how it shows up in business and community life. Participants will:

- Gain subject matter expertise that differentiates you in a crowded market
- Strengthen your leadership voice as a professional who stands against hate
- Learn how inclusive business practices enhance trust and client relationships

CLOSING THE WEALTH GAP IN HOUSING



National Fair Housing
Alliance

Position your business for long-term growth by learning how inclusive practices drive referrals, expand client reach, and establish you as a leader in housing equity. The National Fair Housing Alliance, will present data on how discrimination still shapes access to housing and credit. They will highlight the role of real estate professionals in closing wealth gaps. You will:

- Build subject matter expertise that sets you apart as a trusted advisor
- Strengthen leadership skills by guiding teams toward inclusive practices
- Differentiate yourself in the marketplace by leading conversations on equity.

THE BLACK-WHITE WEALTH GAP: WHAT IT MEANS FOR REAL ESTATE



Ebony Reed &
Louise Story

"Fifteen Cents on the Dollar"

Authors Ebony Reed and Louise Story reveal the history and impact of the Black-White wealth gap and its connection to today's real estate market. Participants will:

- Gain subject matter expertise that sets you apart in conversations with clients
- Learn how systemic barriers shape buying power and community dynamics
- Differentiate your business by leading with values and offering deeper insights

FAIR HOUSING IN ACTION

Policy changes, bias research, and best practices every agent needs now.



Alexia Smokler
National Association of
REALTORS®

Alexia Smokler of NAR will break down the latest shifts in fair housing policy and share insights from groundbreaking research on barriers faced by diverse buyers. You will walk away ready to:

- Build subject matter expertise that sets you apart from competitors
- Strengthen leadership skills by applying fair housing principles with your team

Learn how inclusive practices lead to stronger client loyalty and referrals

REGISTER NOW

KELLER WILLIAMS LUXURY SYMPOSIUM

OCTOBER 25 - 27, 2025 | PALM BEACH, FL

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

Set against the stunning backdrop of South Florida, the KW Luxury Symposium is designed to propel you and your business forward. With 9 workshops, 4 keynote speakers, 3 boardroom chats, and 2 evening events, every session, conversation, and moment offers the opportunity to learn from national and international business and luxury thought leaders. This event promises to be an essential experience for those looking to excel in Luxury real estate, business, and life.

BUY YOUR SYMPOSIUM TICKET BY OCT. 1 & RECEIVE A FREE DAY 3 TICKET TO SHARE!

You can share with a significant other, spouse, standout team member, or guest – someone who deserves to experience the magic and momentum of KW Luxury!

YOUR DAY 3 PASS INCLUDES:

- Breakfast to start the day
- Three immersive sessions on non-verbal, verbal, and leadership skills
- Opportunities to build powerful relationships & lasting partnerships

LOCK IN YOUR SPOT & GET THIS EXCLUSIVE OFFER!

OFFER EXPIRES OCT. 1, 2025



REGISTER NOW

2026 FAMILY REUNION

FEB. 21-24 | ATLANTA, GA

TICKETS ON SALE NOW!

Real estate professionals never stop learning, and Family Reunion is Keller Williams' most powerful learning and networking conference of the year. The four-day event provides you with motivation and a foundation for strategic growth. Come ready for four days of inspiring keynote speeches, topical presentations, and timeless education that will empower you to get clear on your purpose and surpass your goals.

General Admission Pass

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

\$899

[Register Now →](#)

\$899 - Early Bird

[ON SALE - Register Now](#)

\$999 - Tier 1

\$1,099 - Tier 2

\$1,199 - Tier 3

[Event Participant T&C](#)

Digital Experience

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

\$99

[Register Now →](#)

\$99 - Early Bird

[ON SALE - Register Now](#)

\$129 - Tier 1

\$149 - Tier 2

\$179 - Tier 3

REGISTER NOW

AROUND THE REGION

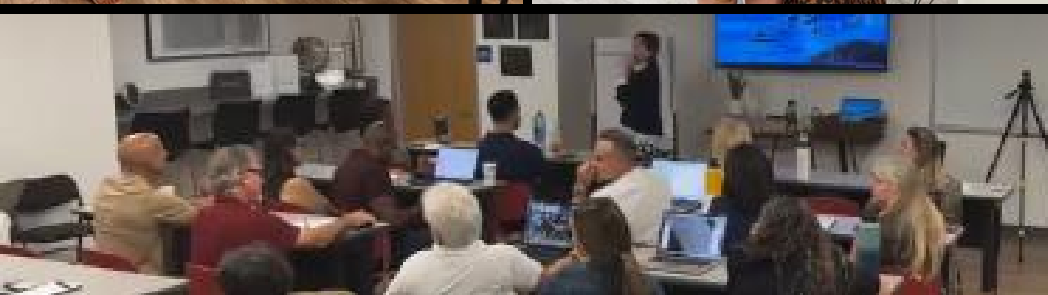
September was a month of growth, learning, and momentum across the KW NorCal-Hawaii Region!

We came together for powerful training and events that fueled clarity, strategy, and confidence in navigating today's market.

- Our Top Agent Mastermind with Matt Sutter equipped agents with proven models and strategies to level up their businesses.
- Call the Play, Win the Day with Cody Gibson was a huge success, giving agents the tools to lower expenses, double lead generation, and triple their focus on appointments.
- Career Visioning continued to help leaders and agents gain clarity on hiring talent aligned with their vision.
- BOLD events drove breakthroughs in mindset, results, and action.

And of course, we celebrated birthdays, milestones, and many more wins that make our region one of a kind.

Here's to carrying this energy and impact into October!





CALL THE PLAY, WIN THE DAY. & TOP AGENT MASTERMIND

Our Top Agent Mastermind with Matt Sutter and our Call the Play, Win the Day event with Cody Gibson were both a huge success!

Agents gained powerful insights, strategies, and proven models to level up their businesses, lower expenses, double their lead generation, and triple their focus on appointments. Matt's unmatched leadership and Cody's actionable clarity created an atmosphere full of learning, inspiration, and practical takeaways to help agents navigate today's market with confidence.

A dark, monochromatic 3D bar chart with several bars of varying heights, some of which are tilted or broken, creating a sense of dynamic movement. The bars are rendered with soft shadows, giving them a three-dimensional appearance. The overall aesthetic is modern and professional, suitable for a financial or market-related report.

MARKET

Stats

AUGUST 2025

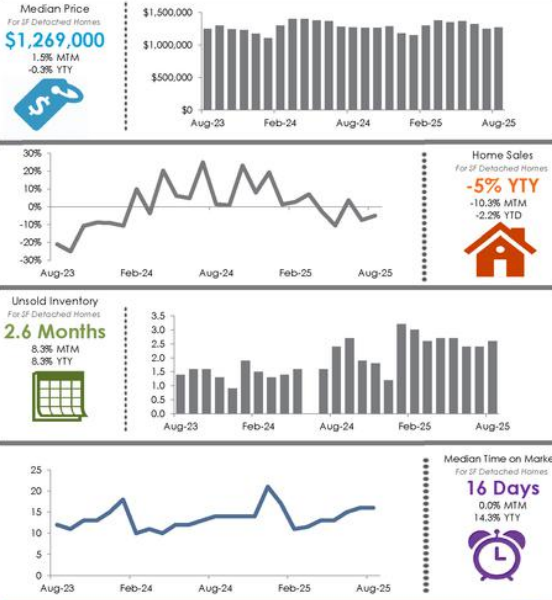
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

ALAMEDA MARKET UPDATE



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

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



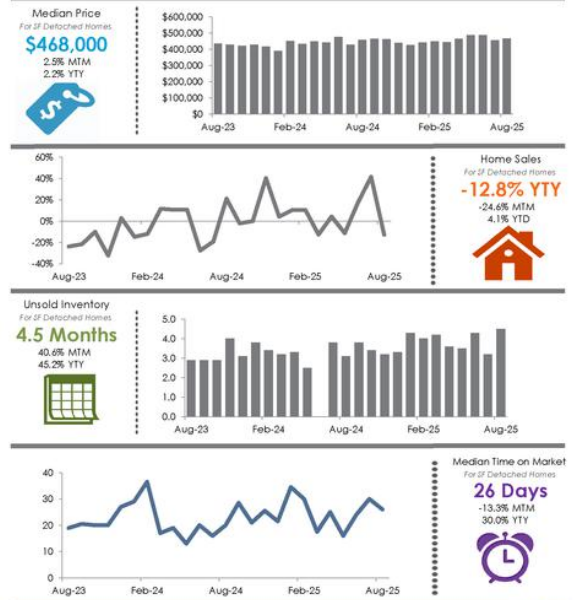
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

BUTTE MARKET UPDATE



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

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



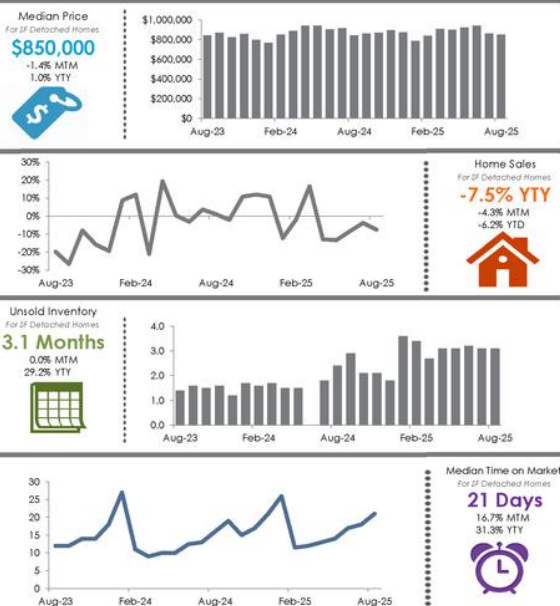
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

CONTRA-COSTA MARKET UPDATE



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

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



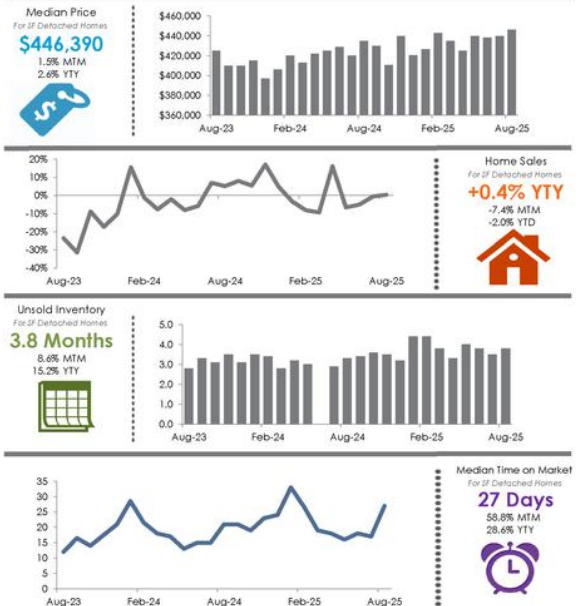
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

FRESNO MARKET UPDATE



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

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



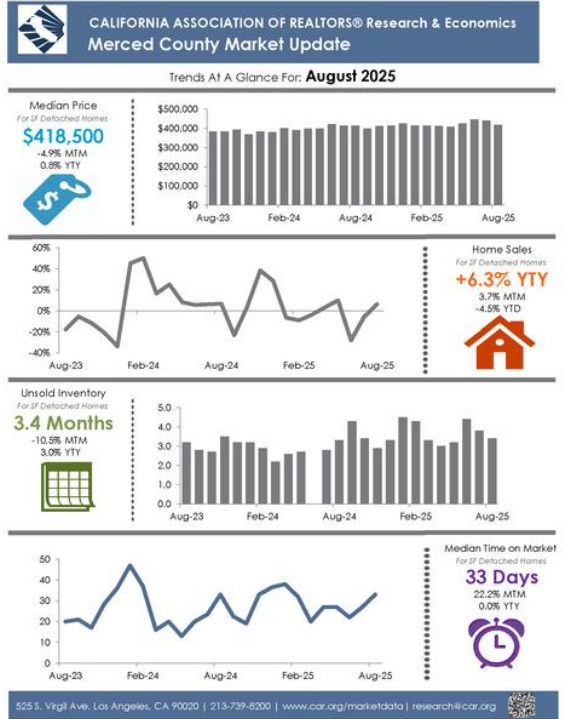
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CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

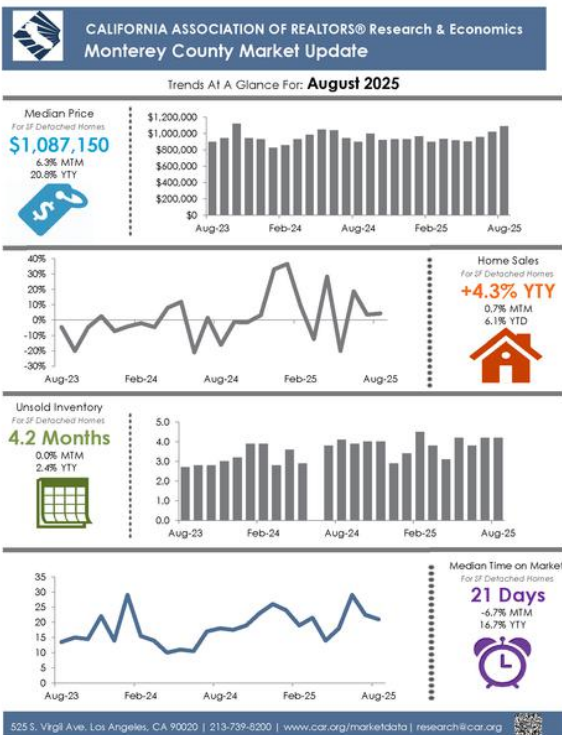
MARIN MARKET UPDATE



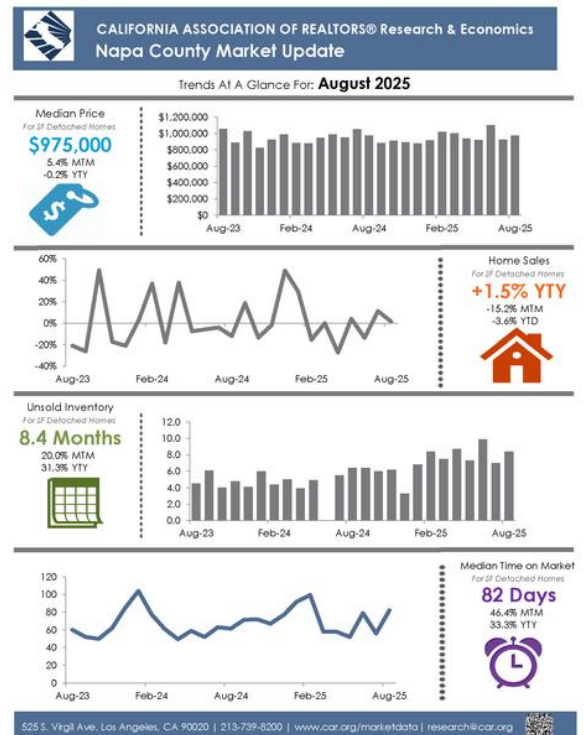
MERCED MARKET UPDATE



MONTEREY MARKET UPDATE



NAPA MARKET UPDATE

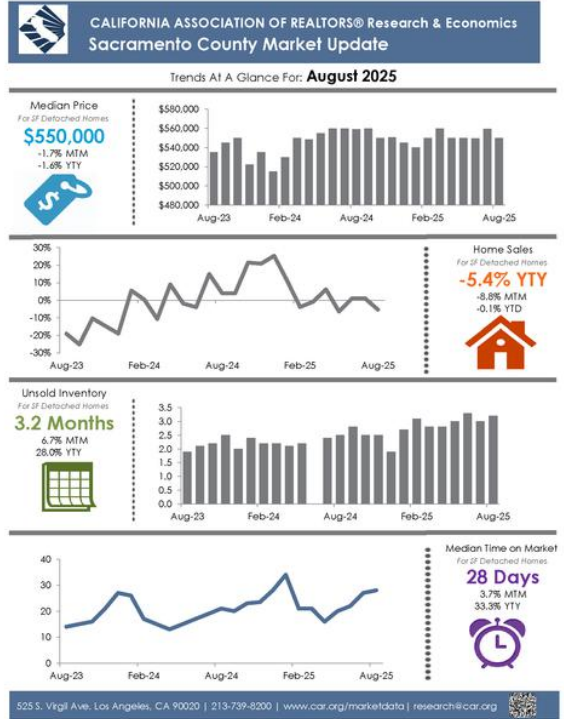


CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

PLACER MARKET UPDATE



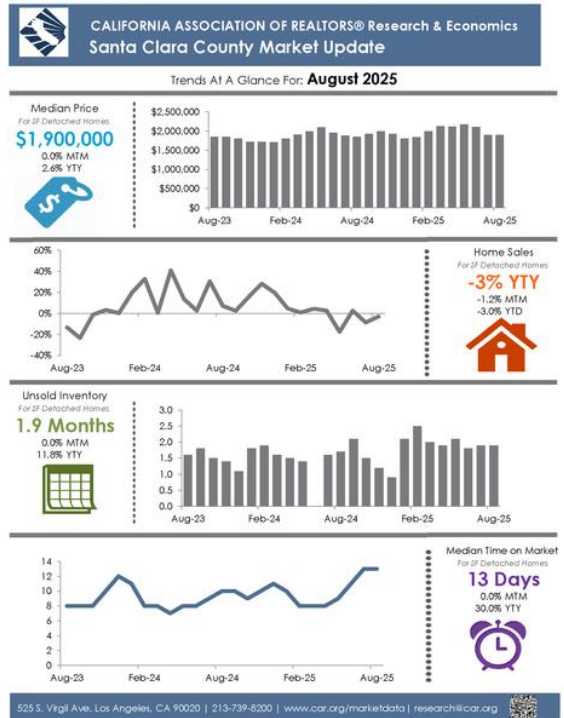
SACRAMENTO MARKET UPDATE



SAN FRANCISCO MARKET UPDATE



SANTA CLARA MARKET UPDATE

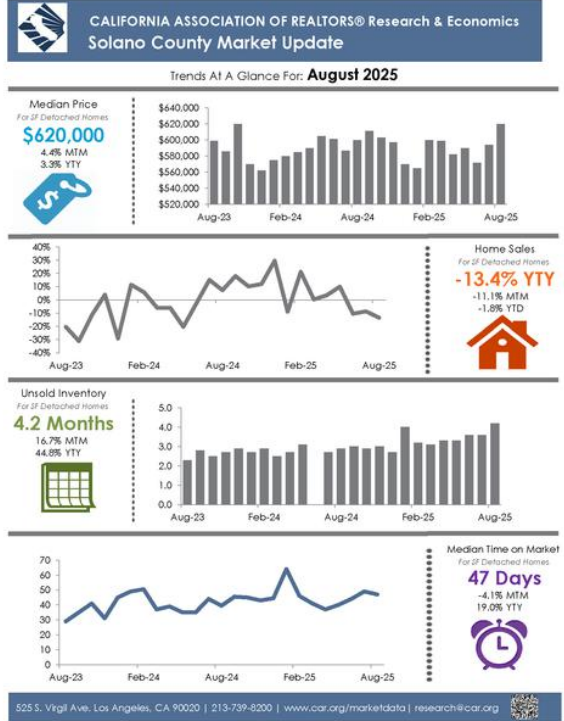


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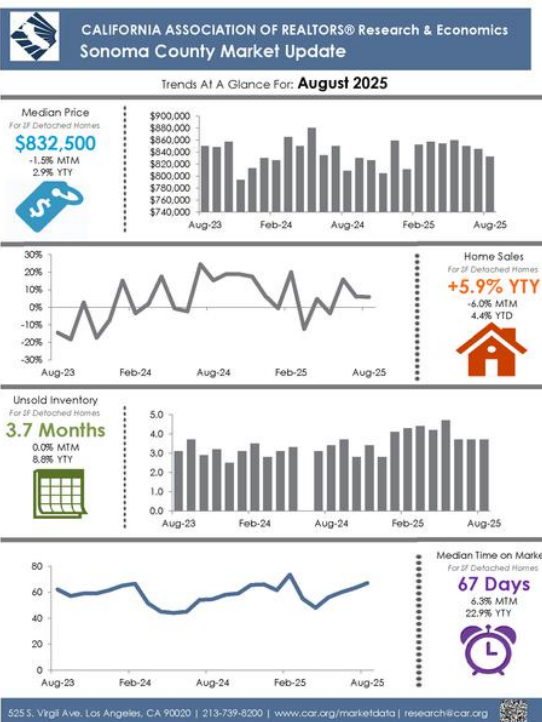
SANTA CRUZ MARKET UPDATE



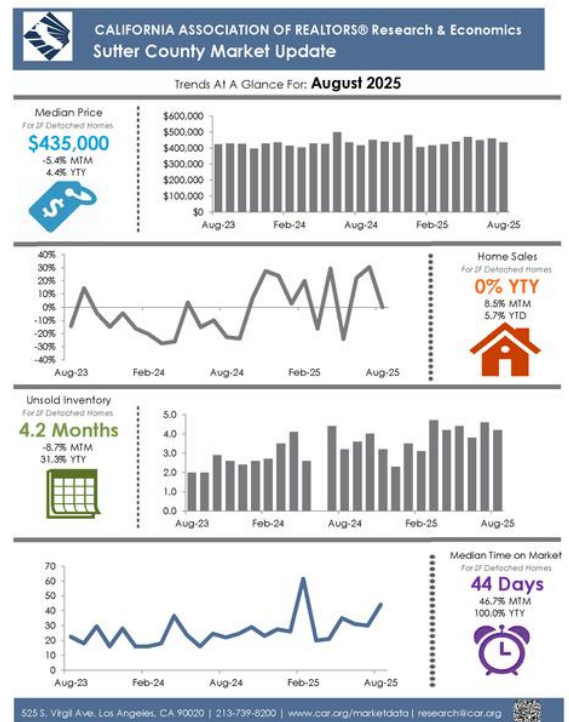
SOLANO MARKET UPDATE



SONOMA MARKET UPDATE



SUTTER MARKET UPDATE

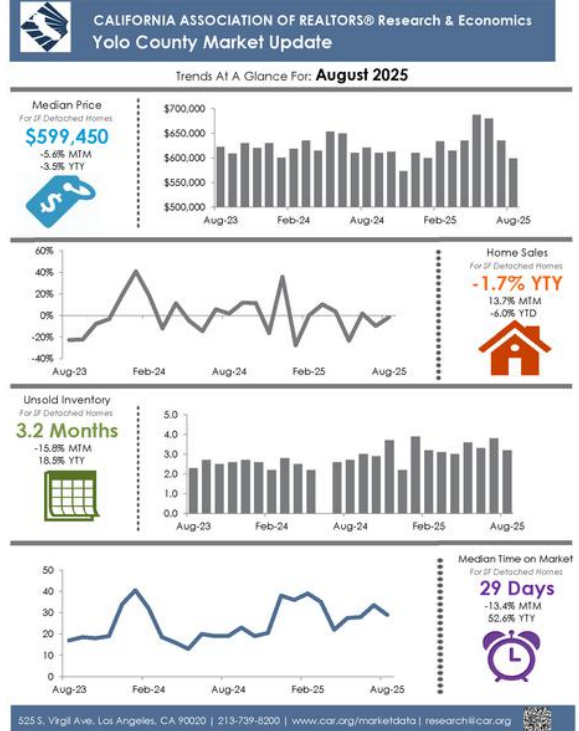


CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TUOLUMNE MARKET UPDATE



YOLO MARKET UPDATE



YUBA MARKET UPDATE



AUGUST 2025

CALIFORNIA HOUSING MARKET *Update*

Monthly Sales and Price Statistics

California Housing Market Snapshot

August 2025



264,240 | **Existing Home Sales**
-0.2% YTY | **-0.4% YTD** | **% change**



**Median
Sales Price**

\$899,140
+1.2% Y2Y



**Unsold Inventory
Index**

3.9 months
+21.9% Y2Y

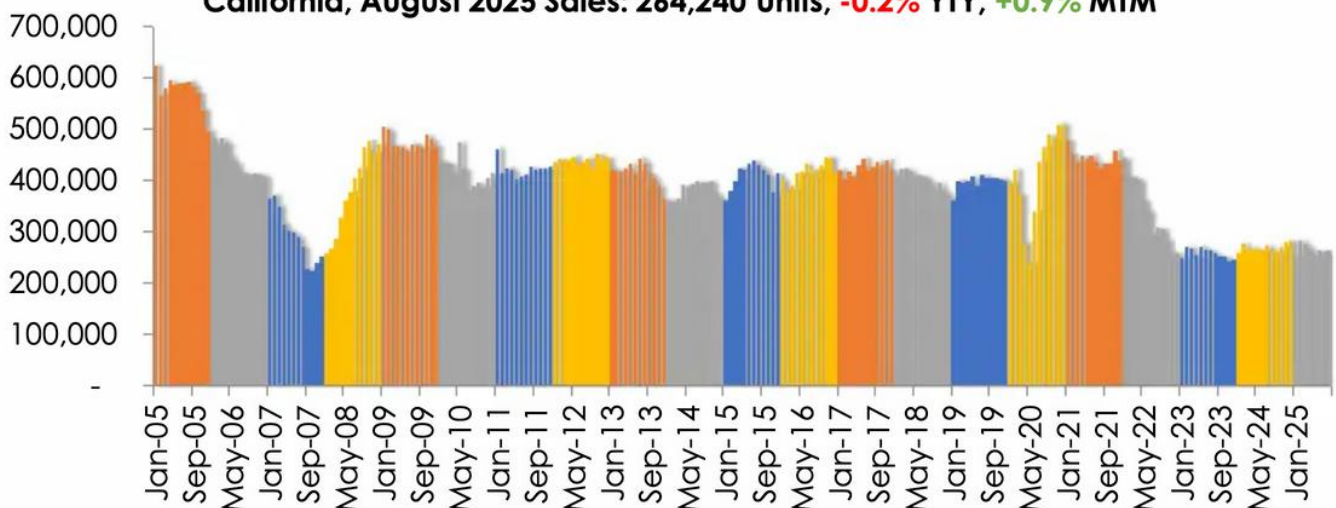


**Median
Days on Market**

31 days
+40.9% Y2Y

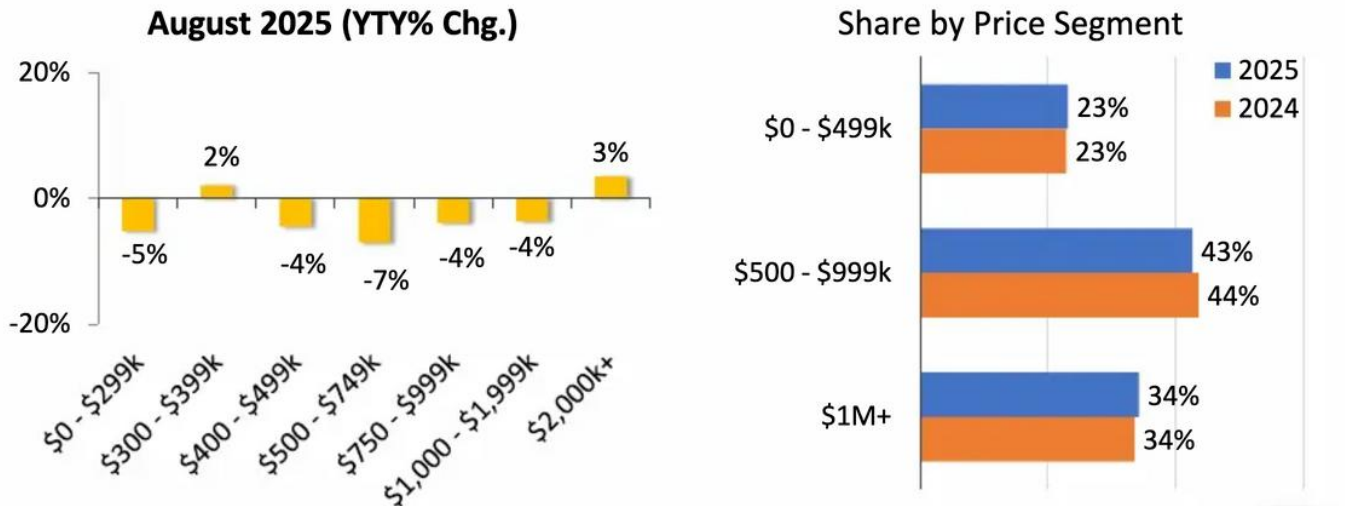
Sales edged up in August but remained below last year

California, August 2025 Sales: 264,240 Units, **-0.2% YTY**, **+0.9% MTM**



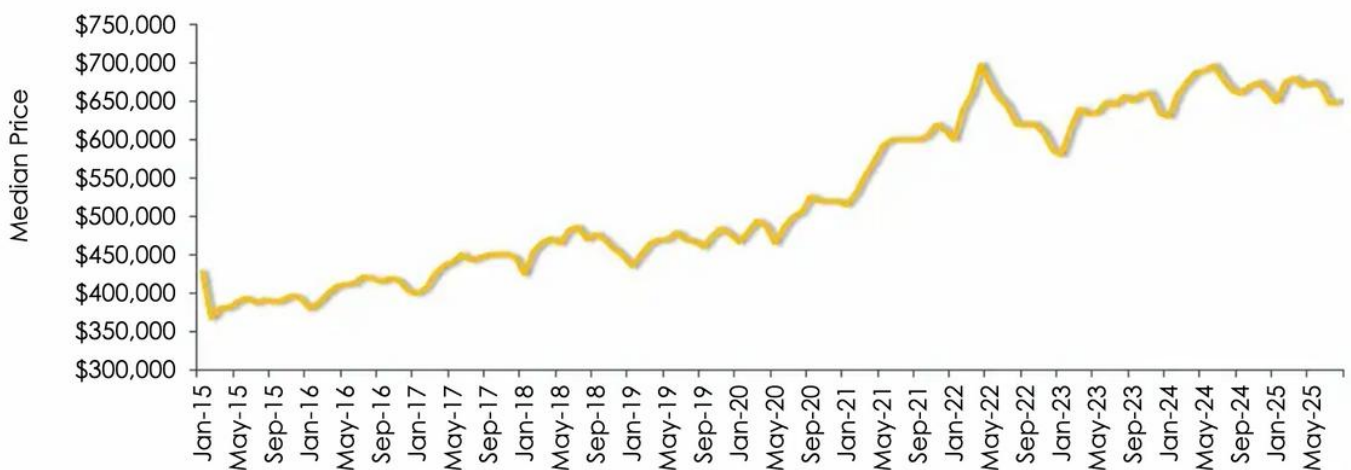
kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS, REALTY

Sales by price bracket

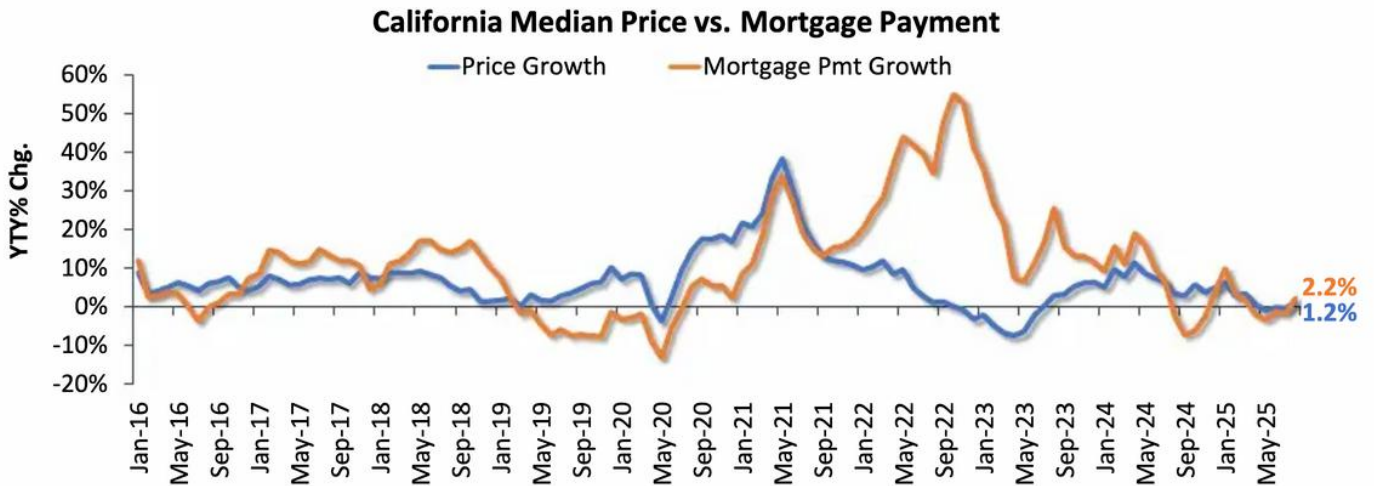


Condo/Townhome median price dropped year-over-year for the fifth straight month

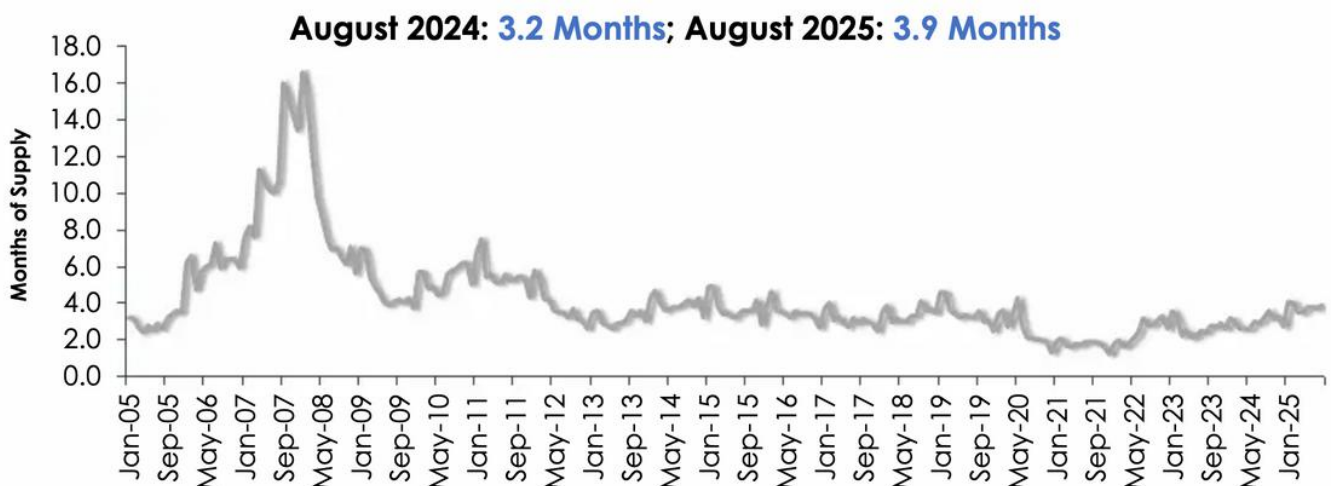
California, August 2024: **\$665,000**, August 2025: **\$649,950**



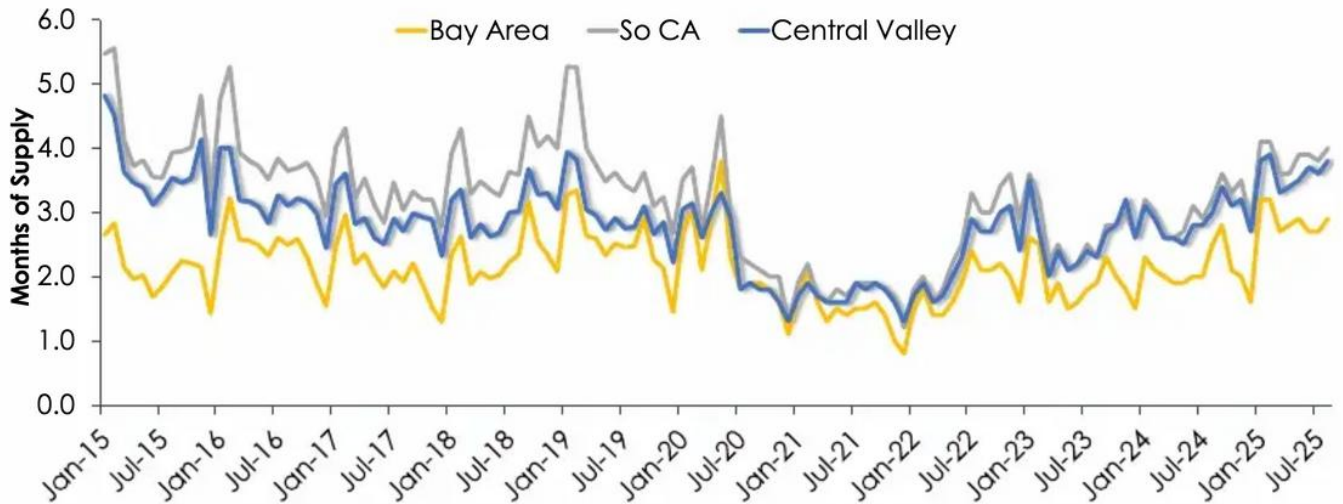
Mortgage payment increased modestly



Inventory above last year's level by double digits

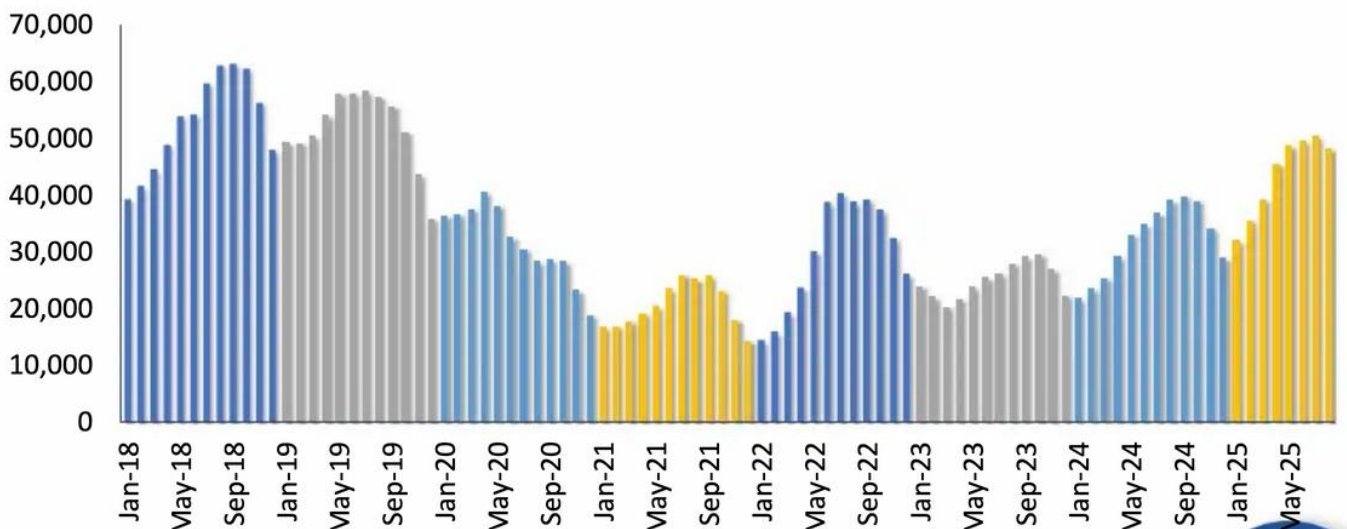


Unsold Inventory across major regions



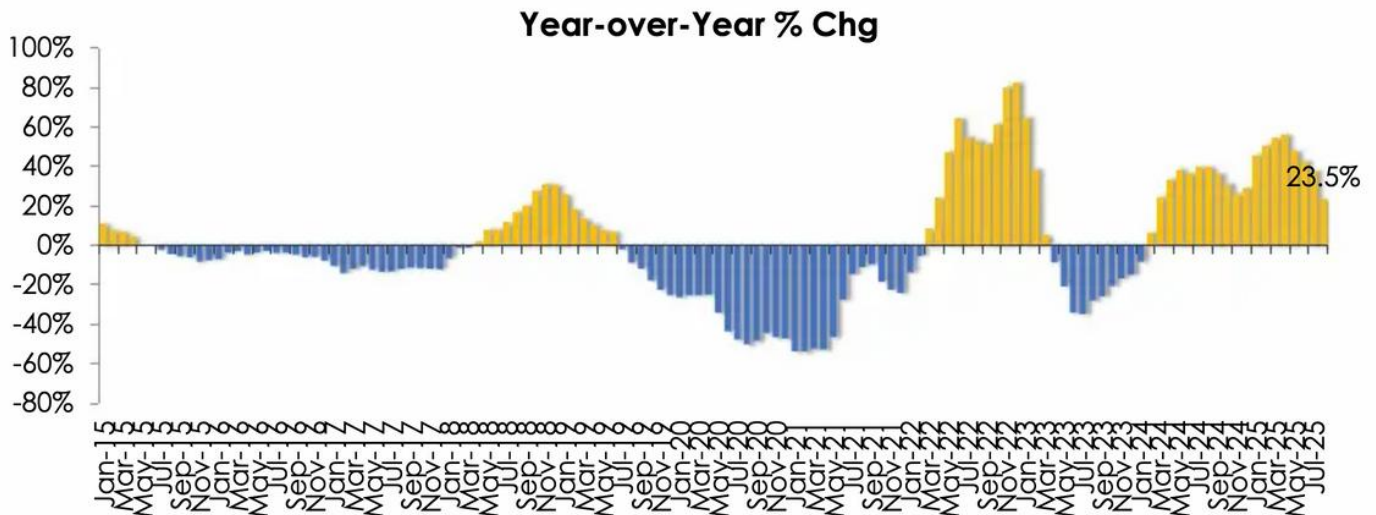
Active listings slipped for the first time since December 2024

California Active Listings by Month

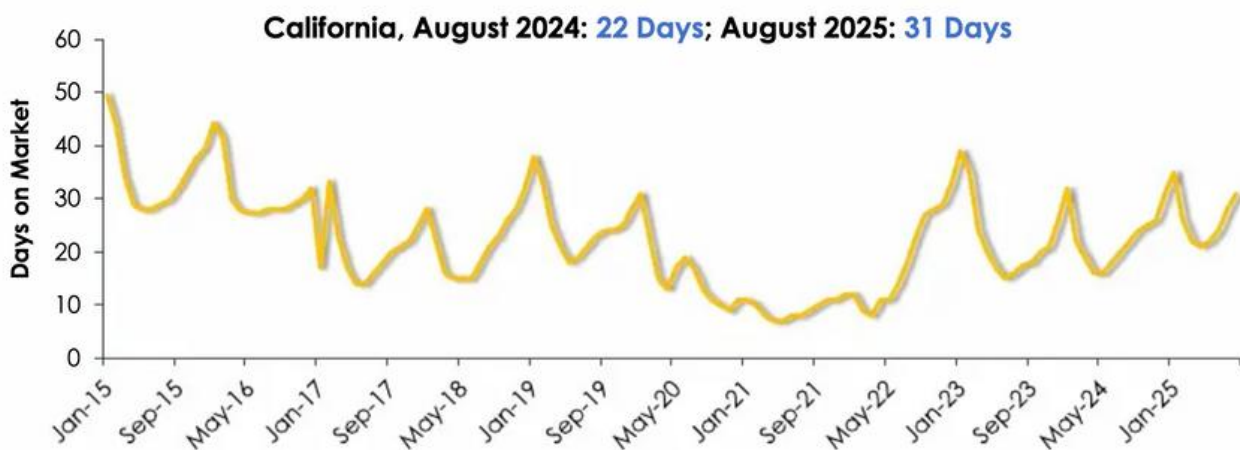




Active listings grew by double digits – pace decelerating



Time on market up from last year's level



August 2025

Hawaii Statewide Real Estate Report

MEDIAN SALE PRICE MIXED IN AUGUST

Hawaii State median sale price movement is mixed in August 2025, with the home price flat 0% to \$1,000,000 and the condo price up 1% to \$540,000 from last year.

HOME AND CONDO SALES DOWN IN AUGUST

Hawaii State sales activity is down in August 2025, with home sales down -4% and condo sales down -6% from last year.

MARKET TIMES ARE UP IN AUGUST

Hawaii State market times are up in August 2025, with the home Days on Market up 25% to 35 and the condo Days on Market up 67% to 55 from last year.

SINGLE FAMILY HOMES	THIS MONTH AUGUST 2025	LAST MONTH JULY 2025	LAST YEAR AUGUST 2024
Median Sale Price	▼ \$1,000,000	\$965,000	\$1,005,000
Average Sale Price	▲ \$1,332,484	\$1,192,125	\$1,312,292
Homes Sold	▼ 518	509	538
Median Days on Market	▲ 35	31	28
Bid Ups	▼ 23%	23%	25%

CONDOMINIUMS	THIS MONTH AUGUST 2025	LAST MONTH JULY 2025	LAST YEAR AUGUST 2024
Median Sale Price	▲ \$540,000	\$520,000	\$533,000
Average Sale Price	▼ \$758,082	\$706,467	\$791,787
Condos Sold	▼ 501	499	533
Median Days on Market	▲ 55	57	33
Bid Ups	▼ 11%	11%	17%

KW NORTHERN CALIFORNIA AND HAWAII REGION

Leadership Team



LEANN HARRIS
Regional Director



TONY BRODIE
Regional Operating Partner



DEBBIE BRADLEY
Regional Operations Manager



ZACH YOUNGER
Regional Technology Director



HERB CATANIA
Regional MCA



FRANZ MANDIIT
Regional Marketing Admin



Where Entrepreneurs Thrive



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