



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS. REALTY

MONTHLY NEWSLETTER

2025 DECEMBER

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.

PATRICK WOODS
PATRICK WOODS



KW NORTHERN CALIFORNIA AND HAWAII REGION
NEW REGIONAL DIRECTOR





*Happy
New Year*

FROM KW NORTHERN CALIFORNIA & HAWAII REGION





As we welcome 2026, we want to take a moment to celebrate you, our leaders, agents, and associates across the Northern California and Hawaii Region.

The past year was filled with growth, collaboration, and meaningful wins made possible by your commitment to the Keller Williams culture and to each other. Your leadership, resilience, and dedication continue to strengthen our region and inspire those around you.

As we step into the new year, we look forward to fresh opportunities, bold goals, and continued momentum together. Thank you for your partnership, your heart for the business, and your belief in what is possible.

Wishing you and your families a joyful, healthy, and successful New Year.





WELCOME OUR
NEW REGIONAL DIRECTOR



PATRICK WOODS

PATRICK WOODS

KW NCHR REGIONAL DIRECTOR



TOP *Performers*

NOVEMBER 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 November 2025.

TOP PERFORMERS

CLOSED *Units*

1 TIFFANY STOCK

DANVILLE

2 CHRISSY GOBLIRSCH-MILLER

SACRAMENTO METRO

2 MARCUS RODRIGUEZ

KW MERCED

4 ALISHA SIMPKINS

CHICO

4 BAOTHANG DINH TRUONG

SANTA CLARA VALLEY

4 ALIFONSO MENDOZA

KW MERCED

4 PATRICIA VAZQUEZ RANGEL

KW MERCED

4 MATTHEW COSSELL

LOS GATOS ESTATES

NOV
2025

TOP PERFORMERS
CLOSED *Units*

1 JARED MARTIN & ASSOCIATES
FRESNO

1 THE FICKERT TEAM
CHICO

3 THE HOME FACTOR
OAKLAND

3 MAU AND ASSOCIATES
VACA VALLEY

**5 THE STEPHANIE AND TINA
TEAM**
STOCKTON

**NOV
2025**

TOP PERFORMERS
CLOSED UNITS

1 THE GUNDERMAN GROUP
OAKLAND

2 OWN REAL ESTATE
PENINSULA ESTATES

3 THE KAL JOHAL TEAM
YUBA SUTTER

4 THE RENEE WHITE TEAM
WALNUT CREEK

**5 WEN GUO REAL ESTATE
GROUP**
PENINSULA ESTATES

**5 MAUI LUXURY REAL
ESTATE TEAM**
KW MAUI WEST

NOV
2025

TOP PERFORMERS
CLOSED *Volume*

1 **LILY LIN**
PALO ALTO

2 **WILLIAM JOHNSON**
STOCKTON

3 **ROBERT DECONTRERAS**
PENINSULA ESTATES

4 **TIFFANY STOCK**
DANVILLE

5 **ANDREW SWEAT**
LOS GATOS ESTATES

**NOV
2025**

TOP PERFORMERS

CLOSED *Volume*

1 CA AG PROPERTIES

FRESNO

2 GREG SIMPSON ESTATES

LOS GATOS ESTATES

3 LAN BOWLING TEAM

PALO ALTO

4 CLAUDIA MILLS REAL ESTATE TEAM

OAKLAND

5 THE ART OF HOME TEAM

OAKLAND

TOP TEAMS

NOV
2025

TOP PERFORMERS
CLOSED *Volume*

1 FAN WANG TEAM

CUPERTINO

2 THE GUNDERMAN GROUP
OAKLAND

3 OWN REAL ESTATE
PENINSULA ESTATES

**4 WEN GUO REAL ESTATE
GROUP**
PENINSULA ESTATES

5 VKGRE GROUP
LOS GATOS ESTATES

**NOV
2025**

TOP PERFORMERS
LISTINGS *Taken*

1 ANTHONY KOUTSOS
SAN FRANCISCO

2 SARAH BELL
KW MERCED

3 RYAN SCHELLER
SIERRA FOOTHILLS

3 JORDAN TOOHEY
HONOLULU

5 SARA MIN ZHAO
OAKLAND

5 CATHERINE BUENO PENNELL
HONOLULU

5 SAMUEL SCHAUS
KW BIG ISLAND

5 ALIFONSO MENDOZA
KW MERCED

**5 CHRIS ECKERT REAL
ESTATE TEAM**
PENINSULA ESTATES

NOV
2025

TOP PERFORMERS
LISTINGS *Taken*

1 THE HAWAII TEAM

KW BIG ISLAND

2 THE FICKERT TEAM

CHICO

3 WANG MULTIFAMILY GROUP

WALNUT CREEK

3 TANIGUCHI & ASSOCIATES

HONOLULU

3 JB REALTY GROUP

SACRAMENTO METRO

3 TEAM ELITE

SIERRA FOOTHILLS

3 THE PAM & STACY TEAM

SIERRA FOOTHILLS

3 CALI HOMES GROUP

SILICON CITY

3 FRANCO MOBILE HOMES

SILICON CITY

3 MAU AND ASSOCIATES

VACA VALLEY

NOV
2025

TOP PERFORMERS

LISTINGS *Taken*

1 TEAM LALLY

HONOLULU

2 THE GUNDERMAN GROUP
OAKLAND

**3 KNOWLEDGE REAL ESTATE
GROUP**
ROSEVILLE

3 THE RENEE WHITE TEAM
WALNUT CREEK

**5 THE BECKY WILLIAMS
TEAM**
CHICO

**5 THE DEBBIE SHARP
GROUP**
PENINSULA ESTATES

NOV
2025



NEW *Associates*

NOVEMBER 2025

NEW ASSOCIATES *Partners*

NOVEMBER 2025

AMELIA SHOULDERS	BRENTWOOD	MOHAMMAD IBRAHIM FAIZI	ELK GROVE
AMIE RODRIGUEZ	BRENTWOOD	GURONKAR KHATKAR	FREMONT
HAMISI FITZPATRICK	BRENTWOOD	BRIELLE PERRAS	HONOLULU
KENDRA GRAHAM	BRENTWOOD	LAURA CHANG	HONOLULU
TONITA THOMAS	BRENTWOOD	JAMES T. MORRISON	KW BIG ISLAND
HONAR BAROT	CUPERTINO	JULIE K. ARMSTRONG	KW BIG ISLAND
HUILI LIAO	CUPERTINO	WHITNEY PILZER	KW BIG ISLAND
RATNESH RAI	CUPERTINO	JUSTIN FAVELL	KW MAUI WEST
ROD CREASON	CUPERTINO	JAMIE CHAIDEZ	KW MERCED
ROD CREASON	CUPERTINO	SYLVIA ROCHA BELL	KW MERCED
SUREE MARLEY	CUPERTINO	HAYTHAM ELKHOUDARY	OAKLAND
YUHAN FAN	CUPERTINO	JOSIAH RUPP	OAKLAND
YUWEI WANG	CUPERTINO	DEANA BOTERO	PALO ALTO
ZHENG WANG	CUPERTINO	GABRIELLA GALL	PALO ALTO
ALMA SANDOVAL	DANVILLE	ALFONSO GUZMAN ILLANES	PENINSULA ESTATES
BRANDON KLEINMAN	DANVILLE	ELAIDA WACHTER	PENINSULA ESTATES
IGOR SYDORENKO	DANVILLE	ZACHARIAH AZIZ HARARAH	PENINSULA ESTATES
JOEL SANDOVAL	DANVILLE	LAURA NAVA	PLEASANTON / LIVERMORE
PHILIP MOREY	DANVILLE	CHRISTINA BRITT	ROSEVILLE
YAMILL MONTEAGUDO	DANVILLE	FELICITY SHELDON	ROSEVILLE
ALEXUS MICKENS	ELK GROVE	IRINA MIKAYELYAN	ROSEVILLE

NEW ASSOCIATES *Partners*

NOVEMBER 2025

IRYNA VAINAROUSKAYA	ROSEVILLE	SHANGZHI JIANG	SAN JOSE - SILICON VALLEY
JORDAN DAVIDSON	ROSEVILLE	MADHURI LAKKAPRAGADA	SANTA CLARA VALLEY
LINDSAY FORBES	ROSEVILLE	JANIE HANSON	SANTA CRUZ
NAINA DHAWAN	ROSEVILLE	RAY THOMAS	SANTA CRUZ
ANAHÍ DIAZ	SACRAMENTO METRO	CAMERON GREGORY	SANTA ROSA
ANTWUAN DEMETRIS	SACRAMENTO METRO	AMBER ZOREE	SIERRA FOOTHILLS
ATHENA ROSE MARIE THOMPSON	SACRAMENTO METRO	LEON MAI	SILICON CITY
BRIAN ROSS CLARK	SACRAMENTO METRO	SHANNA ROSAS	SILICON CITY
DREAMALEE RENEE SCOTT	SACRAMENTO METRO	TIMOTHY LE	SILICON CITY
JIMMY SMITH JR	SACRAMENTO METRO	CAROLINE LATORRE - BARKER	STOCKTON
JOSHUA JAIRUS RIVERA	SACRAMENTO METRO	DANIEL PURSLEY	STOCKTON
KIAVASH IRANPOUR	SACRAMENTO METRO	DANIELLE CURRY	STOCKTON
LESLIE MARTINEZ	SACRAMENTO METRO	JONATHAN PIMENTEL- VEGA	STOCKTON
MAHIRA NARWARI	SACRAMENTO METRO	MAYUR DEMBLA	STOCKTON
MICHELLE WEST	SACRAMENTO METRO	SHRESHTH DEMBLA	STOCKTON
MOHAMMED SHAMSULDDIN	SACRAMENTO METRO	JESSICA ARCE	WALNUT CREEK
PRINCESS SCOTT	SACRAMENTO METRO	JING SUN	WALNUT CREEK
RYAN MICHAEL GAUTHIER	SACRAMENTO METRO	JORDAN NAZZAL	WALNUT CREEK
VINAY KUMAR	SACRAMENTO METRO	RONALD SANDERSON	WALNUT CREEK
WENDY RUELAS	SACRAMENTO METRO	BRIANNA GREY	YUBA SUTTER
HARIS SATTARI	SAN FRANCISCO		

A Gift of Comfort and Hope

Keller Williams Fresno Community Gives Back



At Keller Williams, giving back is not just something we do. It is who we are. We are proud to share a heartwarming story from our friends and community partners at Keller Williams Fresno, where generosity and compassion came together to make a meaningful difference in the lives of foster children.

Through the kindness of Keller Williams agents and their clients, pajamas were generously donated to support the foster children's emergency clothing closet at Angels of Grace Foster Family Agency. This emergency closet serves children who are rescued from abuse and neglect around the clock, providing immediate care, dignity, and comfort during some of the most difficult moments of their lives.

For many of these children, this was their first experience receiving a brand-new, clean, cozy pair of pajamas. Something so simple yet so powerful. A moment of warmth, safety, and care that reminds them they are seen, valued, and loved.

A heartfelt thank you to Jennifer, Martin, and Anthony Lopez, who personally delivered the pajamas to Angels of Grace Foster Family Agency. Your time, effort, and heart exemplify the spirit of service that defines Keller Williams.

To everyone who donated, supported, and made this initiative possible, thank you for being a beacon of hope. Your generosity will leave a lasting impact on the children and families served, and your kindness will be remembered far beyond this moment.

Together, we continue to change lives, one act of care at a time.



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, pended and new listings, average price per square foot, days on market, average and median price for sale and sold, months of inventory and absorption rate. All so you can provide valuable and relevant information, whether it be sitting with buyers or at a CMA appointment.



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



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



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



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

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

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

Contact Zachary Lenoir for Pricing Info:

Zachary Lenoir

Regional Account Manager

Trendgraphix, Inc.

Direct: (916) 978-4243

Email: zlenoir@trendgraphix.com



Show Them You Know Them

Jay Papasan

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

 the**twenty**percenter

Show Them You Know Them

“The way that we express love to people through gift-giving is by reflecting who they are back to them, and also by showing them who we see them as.” – Helen Rosner

In a LinkedIn post, McKinsey partner and bestselling author Carolyn Dewar shared a snapshot of a laminated card she'd found in her father's wallet. He meets the same group of friends for coffee every Monday morning. He likes to arrive early and order for everyone. So he made himself a card with each person's preferred order. Then he laminated it.

A small gesture that speaks volumes.

As we dive into another holiday season, we're inundated with messages about what to buy and how much to spend. Gift guides promise the “perfect” present at every price point. But what if the most memorable gift has nothing to do with how much you spend?

I wrote about this a while back after realizing I'd asked my wife her coffee order hundreds of times over our years of weekend walks. After almost 25 years of marriage, I decided she shouldn't have to tell me ever again. I texted her, recorded the answer, and added it to her contact on my phone. Then I did the same for everyone on my team.

The insight came from Caroline Huo, whose service mantra is “Show me you know me.” She once helped an elderly client, Rita, move from her home of twenty years into assisted living. When Caroline asked Rita about her favorite part of the home, Rita pointed to the lemon tree in the courtyard. The couple had received that tree on their wedding day and had carried it with them from home to home, all the way from Sicily. As a closing gift, Caroline had a cutting from that tree potted and delivered to Rita's new balcony.

The lemon tree cutting might cost a fraction of what some luxury professionals spend on closing gifts. But I'd wager Rita never forgets it.

Dewar shared in her post that the most extraordinary leaders “show up early, remember your order, and care enough to laminate it.” Simple systems make for magic moments. Whether it's a note in your phone, a card in your wallet, or a field in your CRM, the best gift-givers don't just remember things — they have a system for remembering.

This holiday season, consider gifting more thoughtfulness and less stuff. Pay attention when people share their likes and dislikes. Write it down. The most meaningful gifts don't shout from under the tree. They whisper, I see you. I know you.



Holiday Cheer: How to Get It All Done With a Smile

Keller
INK

Holiday Cheer: How to Get It All Done With a Smile

The holidays are supposed to be the happiest time of the year. But for many of us it's an extremely stressful time when our busy schedules are stretched to the brink.

Whether you're running around shopping, trying to make time for visiting friends and family or attempting to counterbalance your work responsibilities with your familial responsibilities, managing your time can be a challenge. According to the American Psychological Association (APA) [2015 Stress in America report](#), there are a number of trends that can easily lead to increased anxiety during the holidays.

- Thirteen percent of adults have been diagnosed with anxiety without the added stress of the holidays.
- Sixteen percent of adults have been diagnosed with depression.
- Family duties are now the third most common source of stress. During the holidays we have more family responsibilities compared to other times in the year.
- Nearly 40 percent of adults admit to overeating and unhealthy eating in response to stress.

The holidays are supposed to be about spending quality time with family and friends – activities that shouldn't be stress inducing. Unfortunately, the pressure to be merry triggers stress. There are two key things you can focus on to make everything else easier and more enjoyable this holiday season: practicing good time management and leveraging technology.

Sanity Saving Time Management Tips for the Holidays

Trying to square away enough time for all the extra social obligations, buying gifts and decorating the house can seem like a holiday miracle. Fitting everything in often comes down to how you manage your time.

Start time blocking. If you haven't tried time blocking now is a great opportunity to test it out. By blocking out your day in small chunks of time you gain more control over your schedule and prioritize your time more effectively.

Be realistic when you're scheduling. One of the quickest ways to stress yourself out is to set unrealistic goals. The health experts at the Cleveland Clinic state that asking yourself if you're being realistic is the first step to [reducing holiday stress](#). Be very conservative with your time and account for everything, even travel time between locations.

Time block time for yourself. Running on all cylinders means you have to take care of yourself physically, mentally and emotionally. During the holidays when you're being pulled in all different directions the need for "me time" is at an all-time high. Each day block at least 15 minutes of time for yourself to de-stress and relax.

Learn to say no. When the invites are pouring in you may have to make a few tough decisions. Remember, the more you say "yes" the less time you have to relax and avoid holiday burnout.

Take advantage of the days after Christmas. The holiday cheer doesn't suddenly disappear at the stroke of midnight on December 26th. If spending the actual holiday with family is a top priority, schedule get-togethers with friends in the week between Christmas and New Years. You can still share the holiday spirit, but you'll feel much more relaxed.

Don't abandon your healthy habits. It's easy to slip during the holiday season when we're short on time and decadent food is in abundance. At first you may not feel the effects of unhealthy habits, but after about a week you'll probably start to feel fatigued and rundown. Continue to get as much sleep as possible each night and eat a balanced diet.

This year send stress packing and reclaim your happy holidays by mastering time management!

Keller Williams Names Patrick Ferry to Drive AI- and Online Brand-First Agent Business Growth



Keller Williams Realty, LLC (KW), the world's largest real estate franchise by agent count, announces Patrick Ferry has joined KW MAPS Coaching, the coaching division of KW, as a senior advisor to KW MAPS Coaching in Digital Marketing and as a full-time coach for one-on-one and group coaching clients.

Effective immediately, as a senior advisor, Ferry will lead KW's coaching and training initiatives that specifically help KW-affiliated agents, real estate teams, and market centers build online brands and AI-first businesses.

"We're proud to welcome Patrick home to Keller Williams, where he will help agents grow, compete, and lead in a digital-first world," said Cody Gibson, vice president of KW MAPS Coaching.

"Patrick is the premier coach in real estate technology and digital media," said Gibson. "He's one of the very few who understands both how to build a real estate business and how agents win with digital media and can coach it at the highest level."

In 2026, Ferry is slated to present at Family Reunion, Keller Williams' largest annual training conference, taking place in February in Atlanta, and will coach alongside Gary Keller, the executive chairman and co-founder of KW, as part of monthly mastermind groups for KW-affiliated agents and real estate teams.

"Gary and KW have always focused on the next version of the agent, not just the next transaction," said Ferry. "As part of KW MAPS Coaching, we will teach agents to build assets; specifically, three million-dollar assets that compound over time: a productive database, a geographic area they own, and a digital marketing machine that works while they sleep," said Ferry.

"When those assets are running, people start referring you, and algorithms start recommending you. That's not hustle. That's architecture. That's the KW way," said Ferry. In 2025 alone, Ferry's active coaching roster of more than 65 elite agents and teams generated over \$1.3 billion in sales volume. His clients range from emerging solo agents to mega real estate teams.

For more than two decades, Ferry has been a catalyst for real estate professionals determined to build profitable, scalable, and purposeful businesses.

Raised in one of the most influential coaching families, the youngest son of Mike Ferry, founder of modern real estate coaching, Ferry built his own identity by merging timeless sales fundamentals with cutting-edge digital marketing, AI-driven systems, and business architecture.

Creator of the AIM³ Framework (Architect, Implement, Maximize to \$3 Million in GCI), Patrick transforms agents into what he calls "Referred and Recommended" professionals.

"When your past clients, sphere, and professional network all refer you," said Ferry. "And, Google, YouTube, ChatGPT, and AI assistants recommend you, you become untouchable in your market."

"KW is the only organization with the vision, scale, and infrastructure to build that kind of agent by the tens of thousands," said Ferry.

kw. MAPS
COACHING

Dive Into Learning Opportunities at FR26

2026 **R** FAMILY REUNION



SocialMediaCon

Dive deep into social media mastery. Gary Keller, Ryan Leak, and guests cover critical strategies and playbooks top creators and industry leaders live by. Prepare to grow your personal brand, build influence, and show up authentically online.



Purposeful Keynotes

You don't have to travel to a mountaintop for timeless wisdom — just join us at FR in Atlanta. This year's keynote will have you seeing your life and work with fresh eyes.



Breakout Sessions

Breakouts are a major part of the Family Reunion experience, and your ticket is an all-access pass to explore your interests. Take your pick of panel discussions and presentations that go deep and deliver on topics across the real estate spectrum. Full breakout session list coming soon!



Vision Speech

Gary Keller's annual Vision Speech offers a detailed look into today's real estate market. A must-see for all associates, come ready for aha's that will help your business and career thrive in the coming year.



State of the Company

From revenue to technology and growth to service, this mainstage session is an inspiring reminder of KW's mission and the endless possibilities that come with a culture of education, training, and coaching.



Exhibit Hall

A dynamic exhibit hall showcases industry-leading vendors and best-in-class products and services, alongside KWU training events, hands-on tech demonstrations, and engaging activations.



Red Bash

Our annual family party showcases in-house talent from across Keller Williams. It's time to turn up the music and move!



Inspirational Morning

KW culture shines at Inspirational Morning! Join in a moving celebration of caring, sharing, and giving and take time to connect to the higher purpose of your business.

Why Attend Family Reunion?

Family Reunion covers topics across the real estate spectrum. Wherever you are on your real estate journey and whatever your areas of interest, you'll find it at FR. Learn winning strategies to build a business worth owning and a life worth living.

SECURE YOUR SPOT

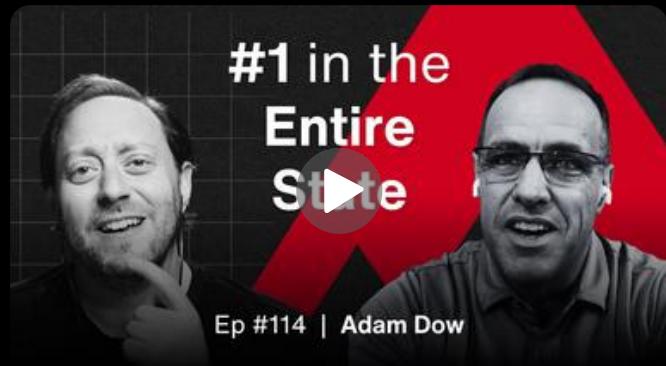


THE MILLIONAIRE REAL ESTATE AGENT PODCAST

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



DECEMBER 2025 PODCAST HIGHLIGHT



[WATCH TO MORE PODCAST](#)



DECEMBER 2025 PODCAST HIGHLIGHT



[LISTEN TO MORE PODCAST](#)

Celebrating Around the Region – December Highlights

Across the KW NorCal-Hawaii Region, December was all about reflection, connection, and celebration. From holiday gatherings to heartfelt recognition, Market Centers honored the wins, growth, and milestones of 2025. The month wrapped up with gratitude for all we've achieved—and excitement for what's to come in 2026!



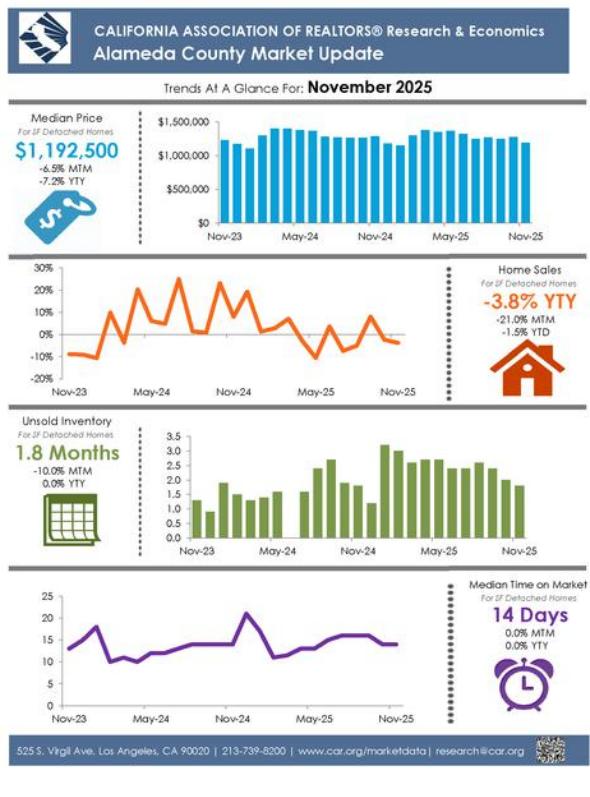


MARKET *Stats*

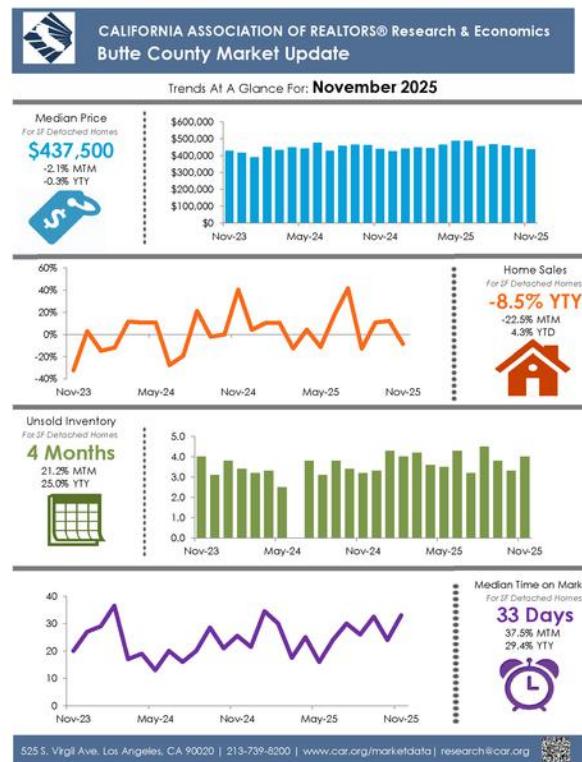
NOVEMBER 2025

CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

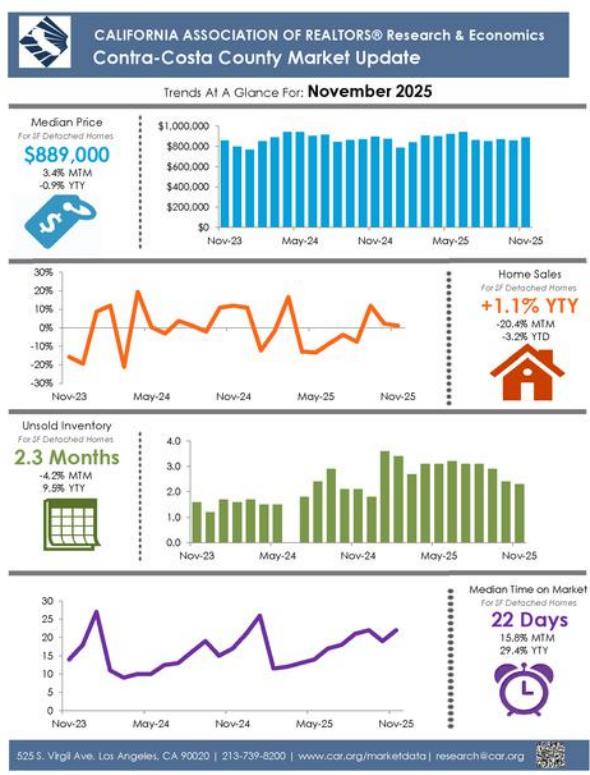
ALAMEDA MARKET UPDATE



BUTTE MARKET UPDATE



CONTRA-COSTA MARKET UPDATE

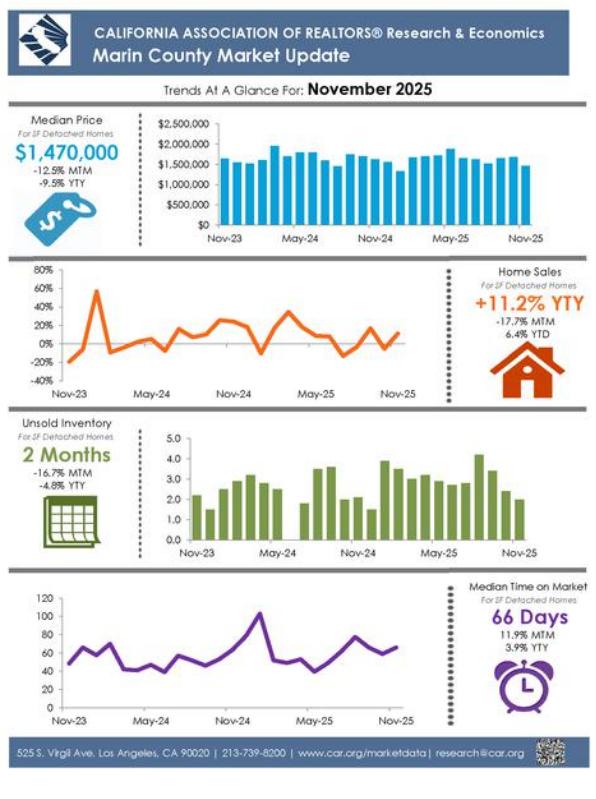


FRESNO MARKET UPDATE



CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

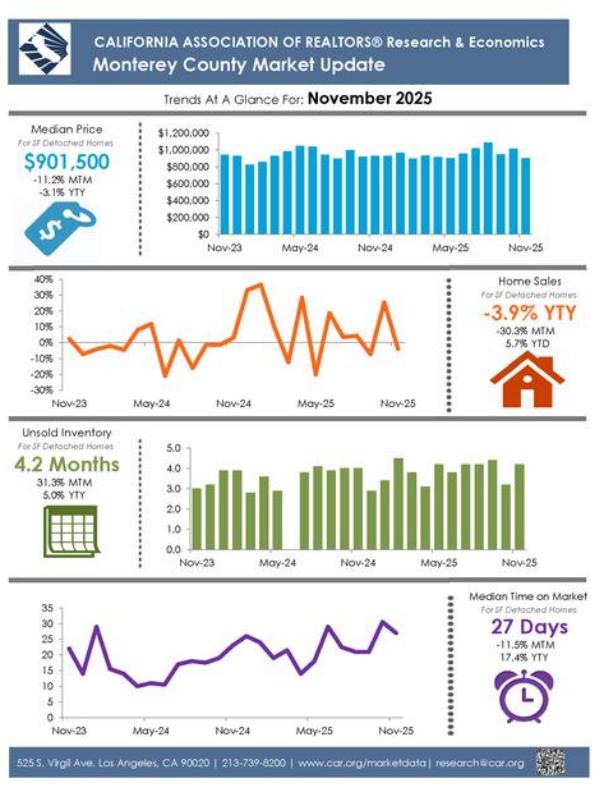
MARIN MARKET UPDATE



MERCED MARKET UPDATE



MONTEREY MARKET UPDATE

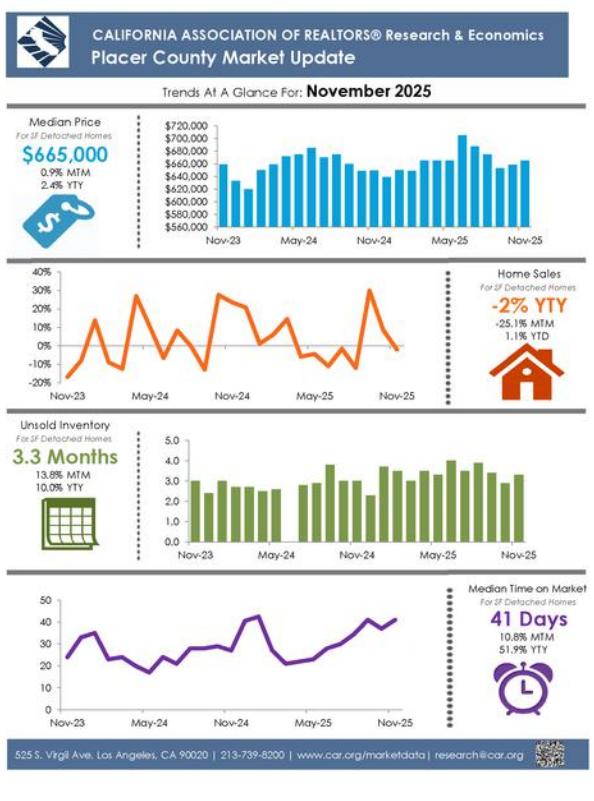


NAPA MARKET UPDATE



CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

PLACER MARKET UPDATE



SACRAMENTO MARKET UPDATE



SAN FRANCISCO MARKET UPDATE

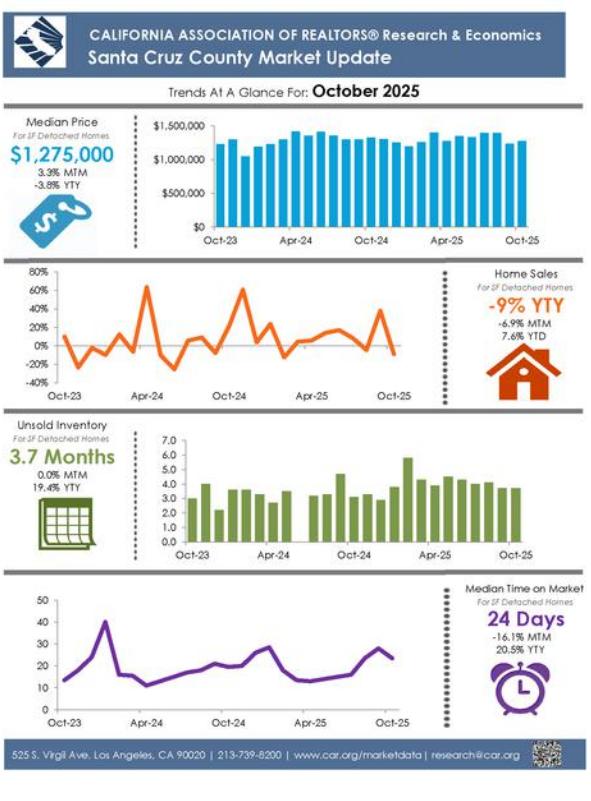


SANTA CLARA MARKET UPDATE

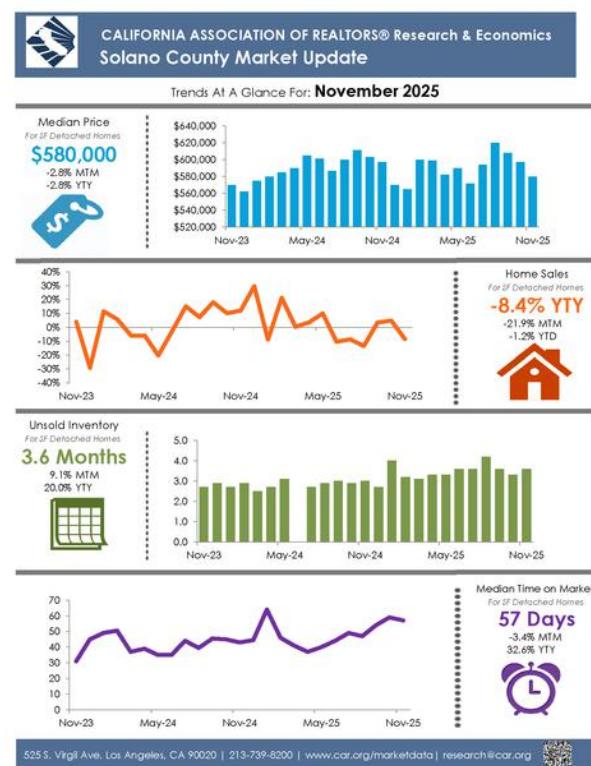


CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

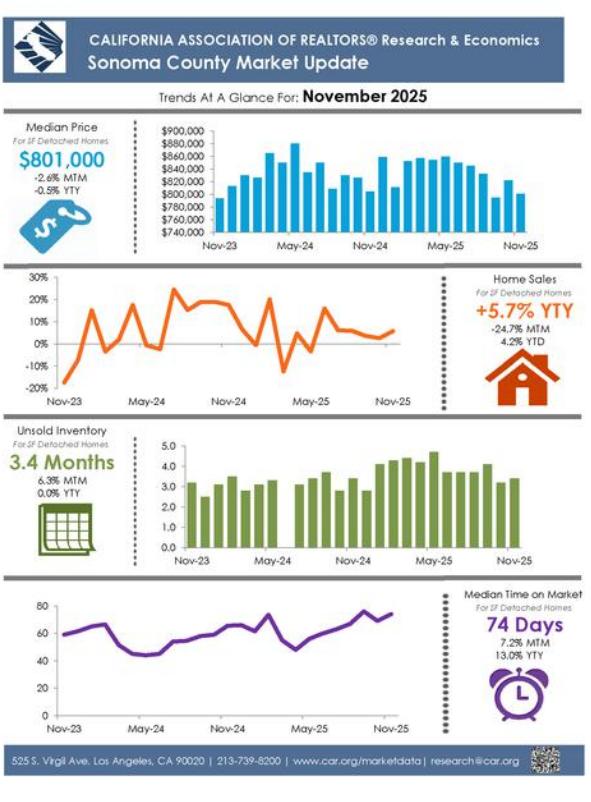
SANTA CRUZ MARKET UPDATE



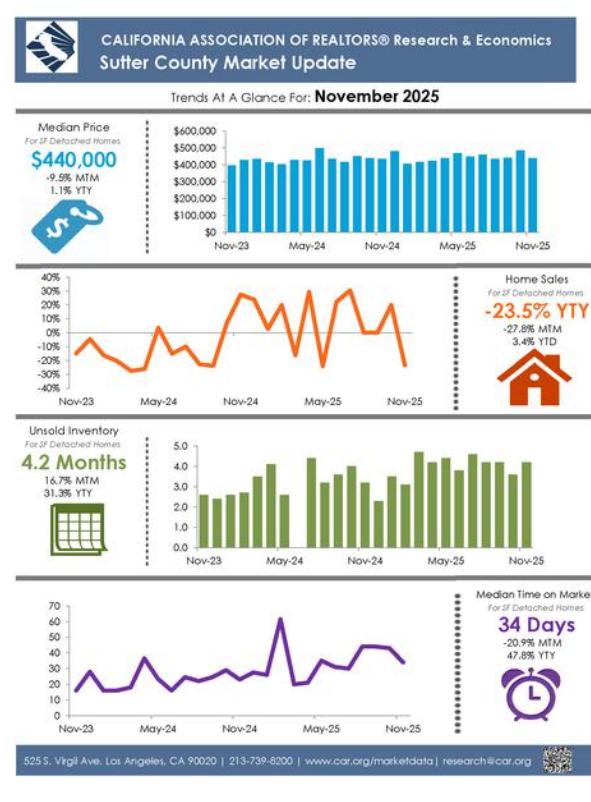
SOLANO MARKET UPDATE



SONOMA MARKET UPDATE

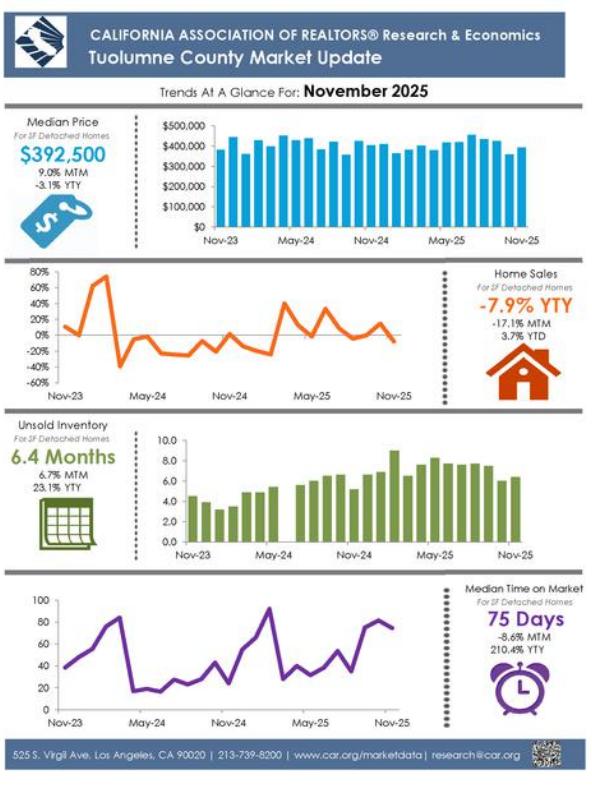


SUTTER MARKET UPDATE



CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TUOLUMNE MARKET UPDATE



YOLO MARKET UPDATE



YUBA MARKET UPDATE



NOVEMBER 2025

CALIFORNIA HOUSING
MARKET *Update*

Monthly Sales and Price Statistics



California Housing Market Snapshot

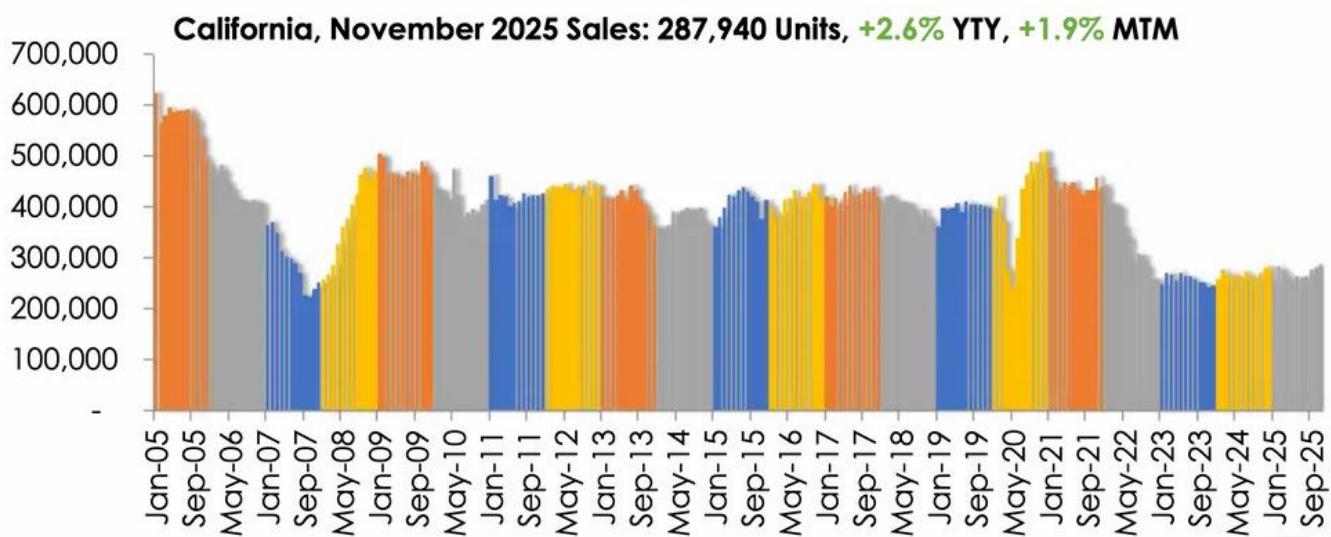
November 2025

287,940 | Existing Home Sales
+2.6% YTY | +0.9% YTD | % change



	Median Sales Price		Unsold Inventory Index		Median Days on Market
	\$852,680 +0.0% Y2Y		3.6 months +9.1% Y2Y		32 days +23.1% Y2Y

Sales reached highest level since September '22



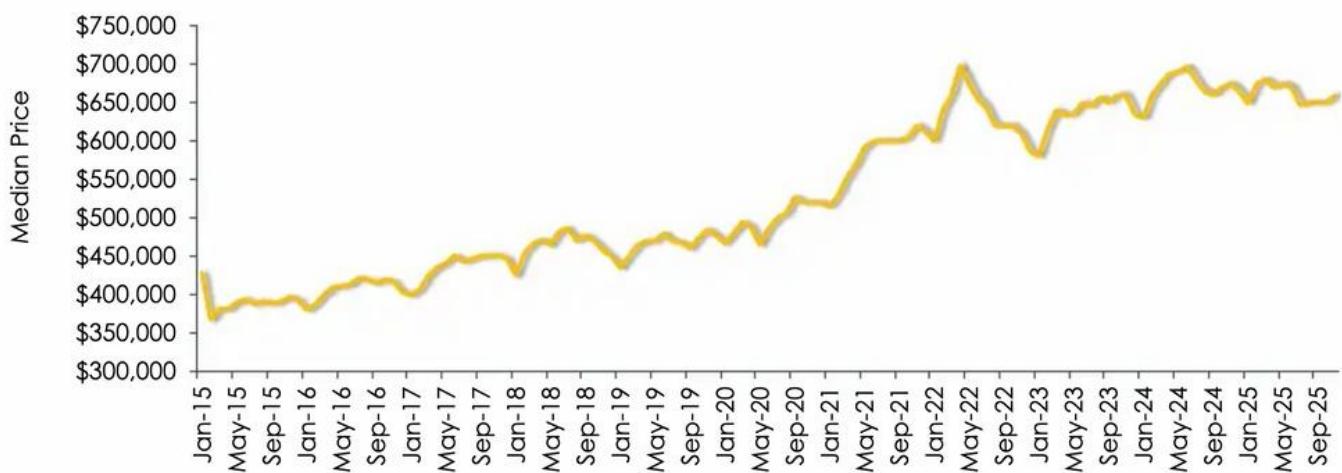


Sales by price bracket



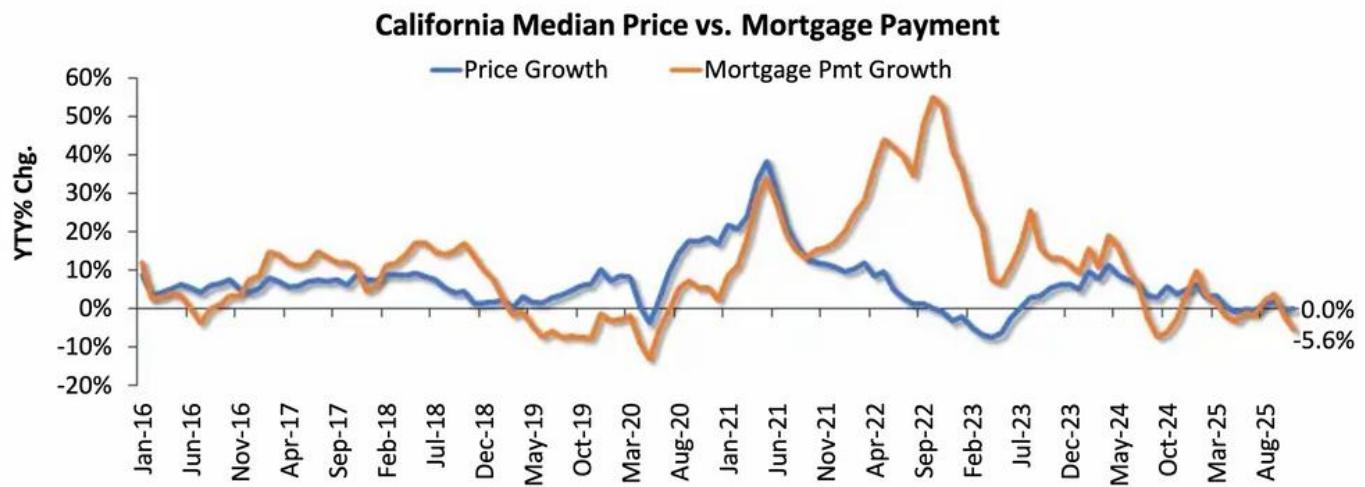
Condo/Townhome median price holding up, but down from a year ago

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

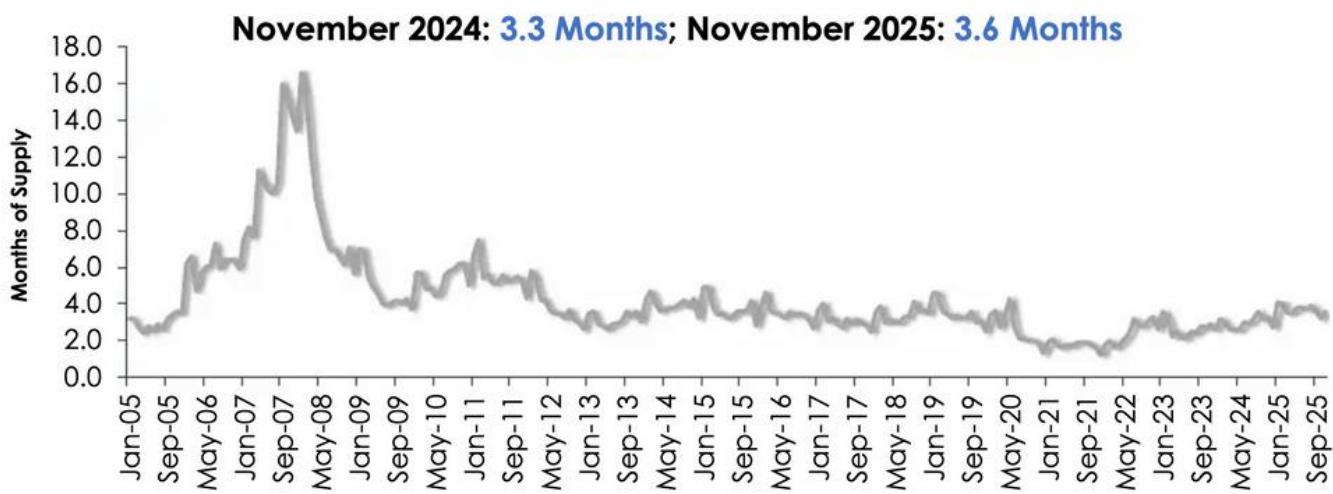




Mortgage payment growth dipped to lowest level in 12 months

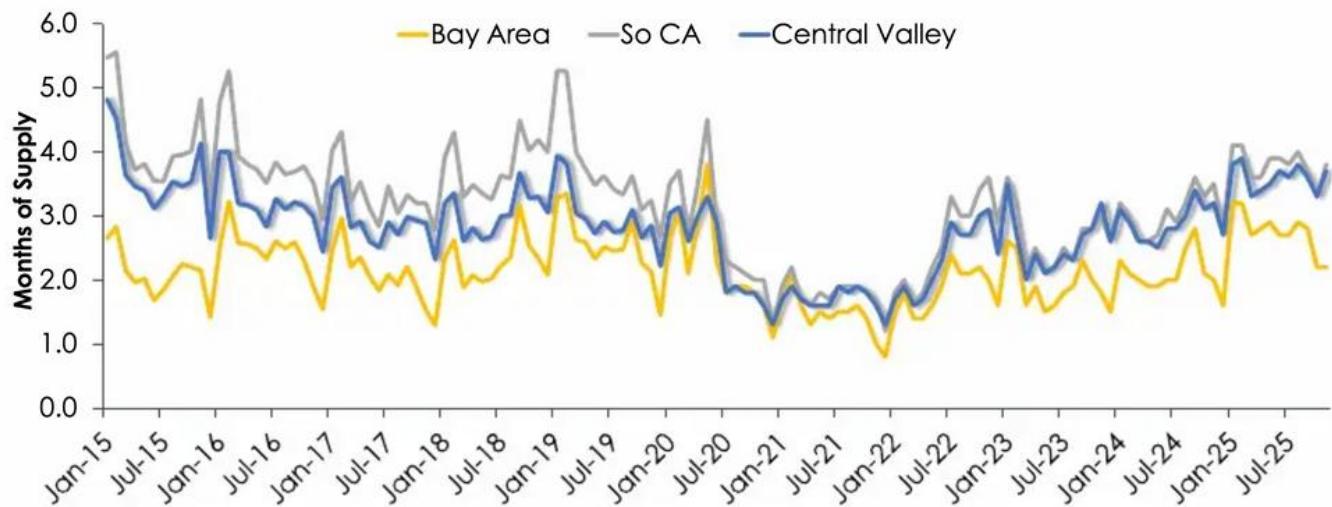


Inventory rose above last year's level



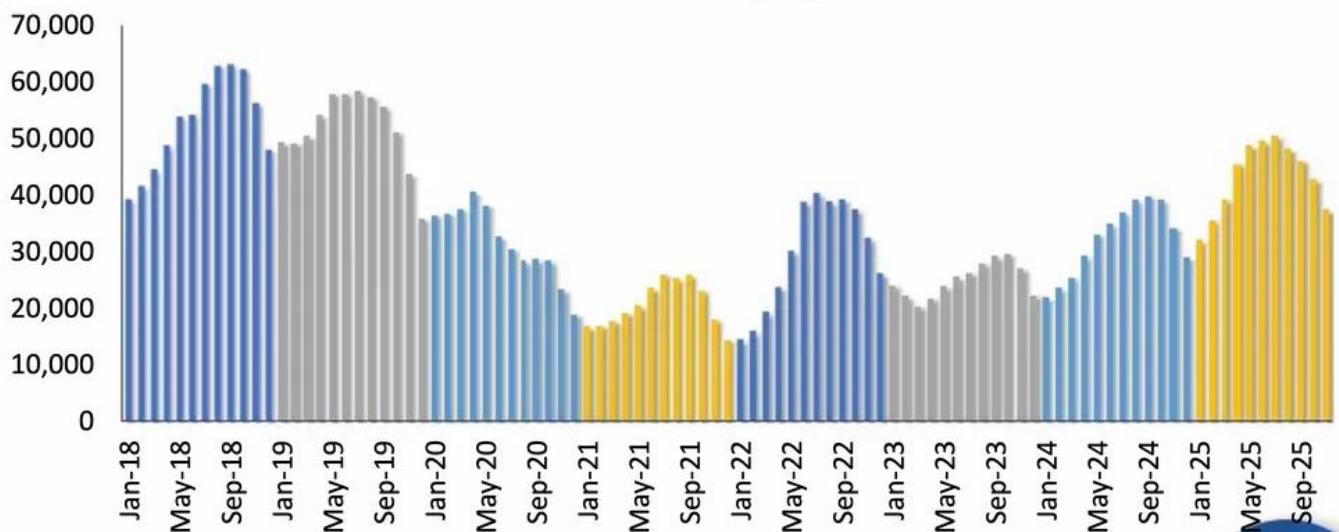


Unsold Inventory across major regions



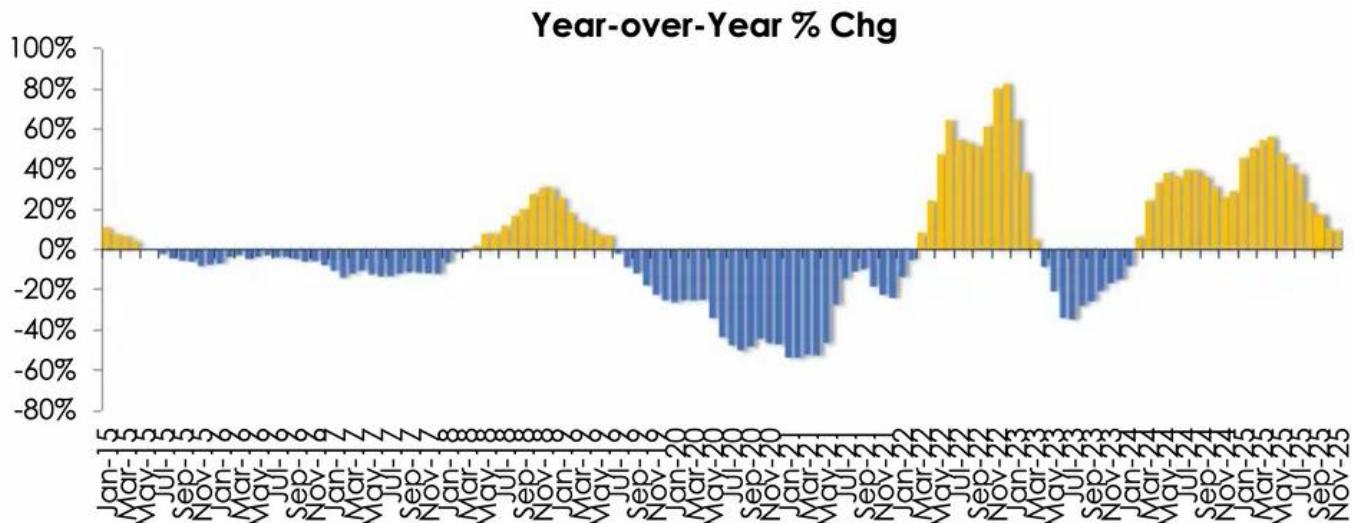
Active listings continued to trend down

California Active Listings by Month

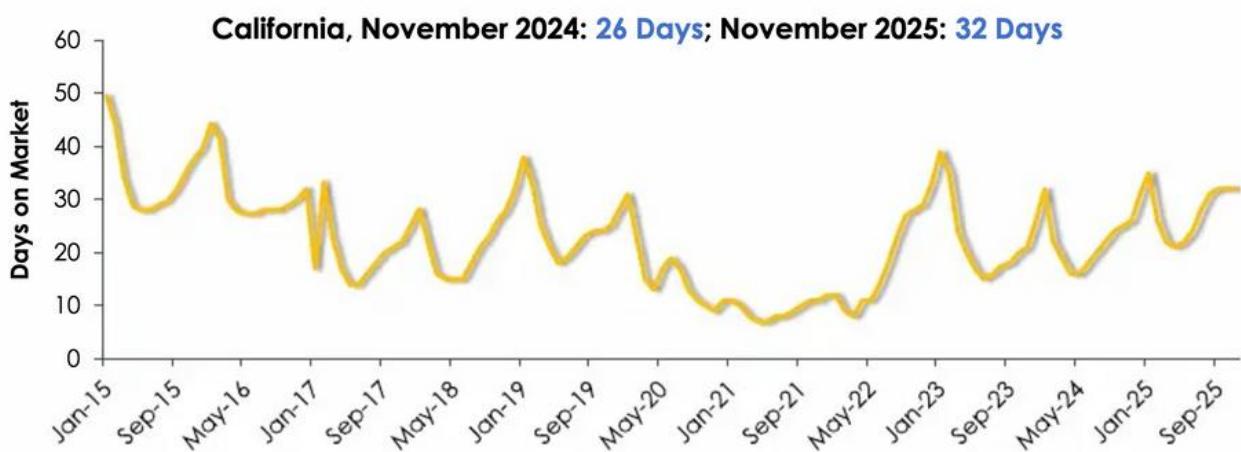




Growth in active listings smallest since February '24



Time on market plateauing above last year's level



November 2025

Hawaii Statewide Real Estate Report

MEDIAN SALE PRICE DOWN IN NOVEMBER

Hawaii State median sale price movement is down in November 2025, with the home price down -1% to \$999,000 and the condo price down -9% to \$500,000 from last year

HOME AND CONDO SALES MIXED IN NOVEMBER

Hawaii State sales activity is mixed in November 2025, with home sales up 11% and condo sales down -7% from last year.

MARKET TIMES ARE UP IN NOVEMBER

Hawaii State market times are up in November 2025, with the home Days on Market up 3% to 37 and the condo Days on Market up 26% to 53 from last year.

SINGLE FAMILY HOMES	THIS MONTH NOVEMBER 2025	LAST MONTH OCTOBER 2025	LAST YEAR NOVEMBER 2024
Median Sale Price	▼ \$999,000	\$1,050,000	\$1,010,000
Average Sale Price	▲ \$1,396,896	\$1,354,783	\$1,251,318
Homes Sold	▲ 465	561	419
Median Days on Market	▲ 37	43	36
Bid Ups	▲ 23%	19%	22%

CONDOMINIUMS	THIS MONTH NOVEMBER 2025	LAST MONTH OCTOBER 2025	LAST YEAR NOVEMBER 2024
Median Sale Price	▼ \$500,000	\$550,000	\$550,000
Average Sale Price	▼ \$636,811	\$705,115	\$705,804
Condos Sold	▼ 423	563	455
Median Days on Market	▲ 53	54	42
Bid Ups	▼ 10%	12%	13%

KW NORTHERN CALIFORNIA AND HAWAII REGION

Leadership Team



PATRICK WOODS
Regional Director



TONY BRODIE
Regional Operating Partner



DEBBIE BRADLEY
Regional Operations Manager



ZACH YOUNGER
Regional Technology Director



HERB CATANIA
Regional MCA



CLAIRE MAGLALANG
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