



**kw** NORTHERN CALIFORNIA  
HAWAII REGION  
KELLERWILLIAMS. REALTY

# MONTHLY NEWSLETTER

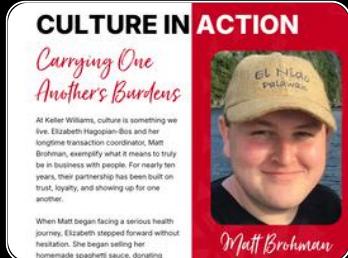
JANUARY 2026

**One Region.  
One Mission.  
Together,  
We Move  
Markets.**



## KW NORTHERN CALIFORNIA AND HAWAII REGION

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.



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**kw** Where Entrepreneurs Thrive



## OUR MISSION

To build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving.

## OUR VISION

To be the real estate company of choice for agents and their customers.

## OUR VALUES

God, Family, then Business

## OUR PERSPECTIVE

A technology company that provides the real estate platform that our agents' buyers and sellers prefer. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.

## OUR BELIEFS

**Win-Win:** or no deal  
**Integrity:** do the right thing  
**Customers:** always come first  
**Commitment:** in all things  
**Communication:** seek first to understand  
**Creativity:** ideas before results  
**Teamwork:** together everyone achieves more  
**Trust:** starts with honesty  
**Equity:** opportunities for all Success: results through people



# TOP PERFORMERS

DECEMBER 2025

## CLOSED UNITS

### TOP INDIVIDUAL/INDIVIDUAL TEAMS

#1 <b>SARA MIN ZHAO</b>	OAKLAND
#2 <b>ALISHA SIMPKINS</b>	CHICO
#2 <b>LUKE EDMONDSON</b>	CHICO
#2 <b>YVONNE AIAVAO</b>	VACA VALLEY
#5 <b>CHRIS ECKERT</b>	PENINSULA ESTATES
#5 <b>ELIOT KROTIK</b>	KW MERCED
#5 <b>SHERI PALADE</b>	CHICO

### TEAMS

#1 <b>THE FICKERT TEAM</b>	CHICO
#2 <b>THE FELICIANO GROUP</b>	HONOLULU
#3 <b>CALI HOMES GROUP</b>	SILICON CITY
#3 <b>FRANCO MOBILE HOMES</b>	SILICON CITY
#3 <b>THE JENICA WILLIAMS TEAM</b>	FOLSOM

### GROUPS

#1 <b>THE KAL JOHAL TEAM</b>	YUBA SUTTER
#1 <b>THE MORE REAL ESTATE GROUP</b>	FOLSOM
#3 <b>OWN REAL ESTATE</b>	PENINSULA ESTATES
#4 <b>DISEN CAI REAL ESTATE GROUP</b>	PENINSULA ESTATES
#4 <b>PARM ATWAL REAL ESTATE TEAM</b>	SACRAMENTO METRO
#4 <b>IHARA TEAM</b>	HONOLULU

A huge congratulations to our outstanding agents, teams, and groups who led the region in **Closed Units** for December 2025.

# TOP PERFORMERS

DECEMBER 2025

## CLOSED VOLUME

### TOP INDIVIDUAL/INDIVIDUAL TEAMS

- #1 **ALEXANDER KALLA**
- #2 **ROBERT DECONTRERAS**
- #3 **LARRY GIANG**
- #4 **SARA MIN ZHAO**
- #5 **BRODIE CALLENDER**

LOS GATOS ESTATES  
PENINSULA ESTATES  
SILICON CITY  
OAKLAND  
KW BIG ISLAND

### TEAMS

- #1 **EFI LUZON TEAM**
- #2 **AMOL HEDA TEAM**
- #3 **ARTIZAN COMMERCIAL ADVISORS**
- #4 **JINES REAL ESTATE GROUP**
- #5 **THE FELICIANO GROUP**

CUPERTINO  
LOS GATOS ESTATES  
OAKLAND  
OAKLAND  
HONOLULU

### GROUPS

- #1 **DISEN CAI REAL ESTATE GROUP**
- #2 **OWN REAL ESTATE**
- #3 **BROWN TEAM**
- #4 **VKGRE GROUP**
- #5 **THE MORE REAL ESTATE GROUP**

PENINSULA ESTATES  
PENINSULA ESTATES  
SAN FRANCISCO  
LOS GATOS ESTATES  
FOLSOM

*A huge congratulations to our outstanding agents, teams, and groups who led the region in **Closed Volume** for December 2025.*

# TOP PERFORMERS

DECEMBER 2025

## LISTINGS TAKEN

### TOP INDIVIDUAL/INDIVIDUAL TEAMS

#1 <b>ANTHONY KOUTSOS</b>	SAN FRANCISCO
#2 <b>ELIOT KROTIK</b>	KW MERCED
#3 <b>SAMUEL SCHAUS</b>	KW BIG ISLAND
#3 <b>LUKE EDMONDSON</b>	CHICO
#3 <b>CHIAKI YAMADA</b>	KW BIG ISLAND
#3 <b>ALISHA SIMPKINS</b>	CHICO

### TEAMS

#1 <b>THE HAWAII TEAM</b>	KW BIG ISLAND
#2 <b>MAU AND ASSOCIATES</b>	VACA VALLEY
#3 <b>CALI HOMES GROUP</b>	SILICON CITY
#3 <b>THE COSGROVE TEAM</b>	STOCKTON
#3 <b>FRANK SILVERIA TEAM</b>	STOCKTON

### GROUPS

#1 <b>KULDA GROUP</b>	PENINSULA ESTATES
#2 <b>MAUI LUXURY REAL ESTATE TEAM</b>	KW MAUI WEST
#3 <b>TEAM LALLY</b>	HONOLULU
#4 <b>KNOWLEDGE REAL ESTATE GROUP</b>	ROSEVILLE
#5 <b>THE DAROSA TEAM</b>	SACRAMENTO METRO
#5 <b>THE MORE REAL ESTATE GROUP</b>	FOLSOM

A huge congratulations to our outstanding agents, teams, and groups who led the region in *Listings Taken* for December 2025.

# NEW ASSOCIATES

DECEMBER 2025

AARON HERN	IRENE YUSON	RAHUL KHANAL
ALEXANDER REED	JACOB PUCKETT	RALPH CATACTAN
ALEXANDER YOUSSEFI	JAIDEEP SINGH	RENAY MCCARVER-ELDER
ALICE LUU	JAMES PETERSON	RHADA SERRANO
ALLEN PAN	JAVIERA KUNCAR	RYAN OLSON
AMBER COLE	JENNIFER SIBBRING	SAMEER SINGH
AMI LOW	JENY CLAVO	SANDHYA PARAMEL
ANDREA PETERSON	JESSELYN REGO	SARAH WATTS
ANDREW DETTORRE	JESSICA LAWRENCE	SHALIN RANJITKAR
ANDREW ULLOA	JING PAN	SHALINI TRIPATHI
ANGELA BRYANT	JOCELYN BONO	SHANNON FLAHERTY
ANNE CACCIATORE	JOHN MORALES	SHEVONNE ALEXANDER
BLAKE BERGESEN	JOHN OJO	SHIRIN KHALATBARI
BRIAN SANDSTROM	JULIE DOWNING	SIYU WANG
BRYSON XIAO	KAIHUI MO	SRINIVASA ALURI
CAILYN HEUSER	KAITLYN AMOR	SUSHMITA PARIYAR
CARLOS ESPINO	KATHERINE ARIAS	SUYUN HSU
CHRISTINA PALOMO	KEITH CRUZ	TAMARA MCLEAN
CHRISTOPHER HANSON	KEITH HERNANDEZ	TAMMY ROBINSON
CONSSANDRA MCMILLAR	KIMBERLY NORBERG	TANYA PINEDA
CORINNE BOOKER	KRISTINA CARTER	TINA QI
CRAIG WINTERHALDER	LAURA FLEMING	TONG LIN
DAVID BALL	LINDA COBB	TORI TANAKA
DAVID HOLLAND	LINDA PLACENCIA	VADIM SMELANSKY
DAVID NORBERG	LOUIS LIU	VICTORIA WILLIAMS - JONES
DAWSON CRIDDLE	LU YANG	WEI LI
DEEP SHRESTHA	MANITA ALE	WILLIAM WALSH
DEREK BRYANT	MARIANE DE PAULO TREVISAN	WILLIAMS CHRISTOPHER
DEVONTAE SPRINGER	MARICELA SAINEZ COLLINS	XIAO XUE
EMILY CORTES	MEGAN SOLANO	XINWEI LUO
EMILY ZHAO	MICHAEL FEWER	YINGBU WANG
FRANKLIN LY	MICHELE O'CONNELL	YULIIA SUKHENKO
GERARD BATHAN	MOHAN ZHANG	YULIYA POZDNYAKOV
HANA HABIBI	NAJAF ALI AHMADI	ZHEN GUO
HEATHER ABBOTT	OLIVIA WEISS	
HECTOR ALVAREZ VALENCIA	PAIGE WILLIAMS-EMERY	
HECTOR LAFAYETTE	PAMELA HERTZLER	
HERSH PARASHAR	PAMELA HOYT	
HOLLY SHANKLETON	PAOLO RAMINEZ DURAN	
HUNTER SECREST	PETER FONG	

We're thrilled to welcome our **newest Associate Partners** who joined the KW Northern California & Hawaii Region family in December 2025!

# ANNIVERSARIES

JANUARY 2026

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**26**  
YEARS  
ANNIVERSARY

**kw ROSEVILLE**  
KELLERWILLIAMS. REALTY

JANUARY 1  
2026

**11**  
YEARS  
ANNIVERSARY

**kw SILICON CITY**  
KELLERWILLIAMS.

JANUARY 6  
2026

**13**  
YEARS  
ANNIVERSARY

**kw BAY AREA  
ESTATES**  
KELLERWILLIAMS.

JANUARY 7  
2026

**20**  
YEARS  
ANNIVERSARY

**kw YUBA SUTTER**  
KELLERWILLIAMS. REALTY

JANUARY 11  
2026

**10**  
YEARS  
ANNIVERSARY

**kw ADVISORS**  
KELLERWILLIAMS. REALTY  
KW SAN FRANCISCO

JANUARY 11  
2026

**6**  
YEARS  
ANNIVERSARY

**kw SANTA CLARA  
VALLEY**  
KELLERWILLIAMS.

JANUARY 14  
2026

HEAD  
TEAM  
TURNT  
ER

Successfully made  
the **move** to

**kw THRIVE**  
KELLER WILLIAMS. REALTY

Last 12 Months

Volume: **\$102,663,039**  
Units: **56**



Welcome to the KW Northern California & Hawaii Region. We're excited to see what's next as you continue to raise the bar and make waves.

# CULTURE IN ACTION

## Carrying One Another's Burdens

At Keller Williams, culture is something we live. Elizabeth Hagopian-Bos and her longtime transaction coordinator, Matt Brohman, exemplify what it means to truly be in business with people. For nearly ten years, their partnership has been built on trust, loyalty, and showing up for one another.

When Matt began facing a serious health journey, Elizabeth stepped forward without hesitation. She began selling her homemade spaghetti sauce, donating 100% of the proceeds to support Matt during his recovery. What started as a simple act of love quickly became a powerful reflection of KW culture, as the community rallied around them with support and encouragement.

Inspired by Galatians 6:2, "Carry each other's burdens," this story reminds us what true community looks like. Choosing people over profit, showing up in hard moments, and leading with heart.

This is Keller Williams culture.

Real relationships. Real support.  
Real impact.



*Matt Brohman*

You can also support Matt through his **GoFundMe**:



# AGENT SPOTLIGHT



John has worked with a client he's known for several years- a relationship that naturally grew into a close friendship over time. After the passing of her husband last summer, she made the difficult decision to sell her East Bay home and begin a new chapter in a senior living community.

As Thanksgiving approached, she shared with John that the transition had been harder than expected. She was struggling to settle in and hadn't yet found a sense of connection. Wanting to support her in a meaningful way, John took it upon himself to do something thoughtful and personal. He purchased her favorite flowers and chocolates- sunflowers and chocolate- not just for her, but for the entire community.

## JOHN TRAN

KW Santa Clara Valley

On Thanksgiving Day, John personally delivered them as a surprise, creating a warm moment that helped introduce her to her neighbors and opened the door to new connections.

This gesture went far beyond a real estate transaction. It reflects John's genuine compassion, thoughtfulness, and deep commitment to caring for his clients as people-not just clients.

# AGENT SPOTLIGHT



## Ryan Haney Partner of the Award

**Vincent Gonzales**  
Keller Williams Realty

Congratulations to Vincent Gonzales on being recognized as Referral Partner of the Year at the 2026 Installation Dinner hosted by the Roseville Area Chamber of Commerce.

Vincent shared his gratitude for the Chamber's continued support of his real estate business and his pride in being part of one of the top Chambers in California. The evening was a celebration of strong partnerships, community connection, and leadership, all values Vincent consistently represents.

We are proud to spotlight Vincent's achievement and his ongoing commitment to building meaningful relationships within the Roseville business community. Congratulations on a well-deserved honor and another great Chamber event.

## VINCENT GONZALES

KW Roseville



# KW ARTICLES

the**twenty**percenter

Keller  
**INK**

**REAL ESTATE MARKET  
UPDATE**



# KW ARTICLES



## ONE ROOM. ONE BOOK. RADICAL SIMPLICITY

In April, I'm taking my first trip to Japan. While planning, I stumbled upon a business that blew my mind. Morioka Shoten is a one-room bookstore in Tokyo's Ginza district. They only sell one book. Not one kind of book. One book.

Morioka sells a single title each week. That's it. The store doubles as a gallery, featuring art inspired by that week's selection. Sometimes the author is in residence. You can buy the book, talk about it, experience it—or you can wait until next Tuesday and see what's next.

When I first read about this, my brain did that thing brains do: That can't work.

And yet, it does. Morioka Shoten has been thriving since 2015. Visitors travel from around the world to experience it. The owner, Yoshiyuki Morioka, spent ten years working in traditional bookstores before launching this experiment. He noticed that book launch events—when the entire store rallied around a single title—were always his most successful nights. The energy was different. The conversations were richer. People actually bought the book. *What if one book was all a store needed to thrive?*

*The shop's slogan captures its philosophy: "A Single Room with a Single Book." This isn't minimalism for minimalism's sake. It's not a gimmick. It's a living, breathing example of what happens when you have the courage to go small. Really small. Audaciously small.*

*Most of us struggle to narrow our focus to five priorities. Morioka narrowed his to one. And in doing so, he created something thousands of bookstores with thousands of titles never could—a destination.*

The lesson isn't that we should all sell one thing. It's that radical simplicity works even when it defies our imagination. We assume more options mean more opportunity. More products. More services. More yeses. But addition has a cost. Every book on the shelf competes for attention. Every item on your to-do list competes for focus.

Morioka removed the competition entirely. Sometimes the path to extraordinary results isn't figuring out what else to add. It's finding the courage to ask: What if I took almost everything away? I don't know which book will be featured when I visit in April. Honestly, it doesn't matter. I'm going for the lesson, not the literature.



**SCAN TO READ PREVIOUS  
ARTICLE ISSUES**



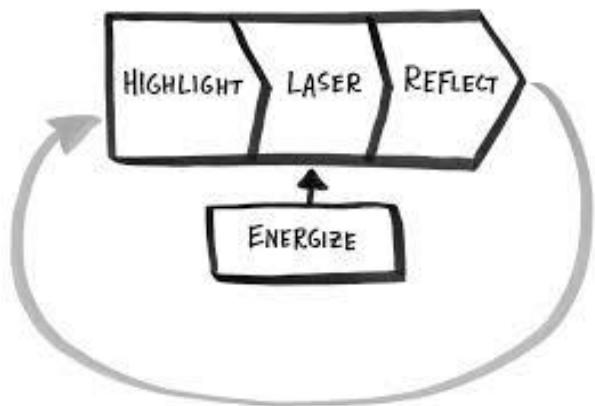
# KW ARTICLES



## BOOK REPORT – MAKE TIME: HOW TO FOCUS ON WHAT MATTERS EVERY DAY

Although The ONE Thing is the book we think of when talking about prioritizing our time and measuring productivity, a close second is *Make Time: How to Focus on What Matters Every Day*. In this book, the authors Jake Knapp and John Zeratsky share their insights from time spent in the Silicon Valley trenches at Google and YouTube. They created a model which serves to help us carve out more space, or “Make Time,” in our day and eighty-six tactics to help us use it.

### The Model: Highlight, Laser, Energize, Reflect



First, a bit of disclaimer: “*Make Time* is not about productivity. It’s not about getting more done, finishing your to-dos faster, or outsourcing your life,” Knapp and Zeratsky write. “Instead, it’s a framework designed to help you actually create more time in your day for the things you care about...” Sounds too good to be true, right? Let’s break it down.

**it's a  
good day  
to read  
a book.**



### Highlight: Start Each Day by Choosing a Focal Point (pg. 20)

To help identify the highlight, or focal point, of each day, this model recommends literally asking ourselves the same question every morning: What do I want to be the highlight of my day?

The answer then becomes our focus. The goal in choosing a highlight is to focus our attention on something that matters to us, something bigger than a to-do list item, but smaller than an annual goal.

If you find yourself struggling to choose a highlight because you have so many competing priorities, the authors suggest using the following rubric: Urgency, Satisfaction, and Joy.

# KW ARTICLES



Ask yourself these questions:

1. What's the most pressing thing I have to do today?
2. At the end of the day, which highlight will bring me the most satisfaction?
3. When I reflect on today, what will bring me the most joy?

The thing you're thinking about is your highlight. Now, let's talk about how to make it happen.

## Laser: Tactics for Getting in the Zone

This part of the Make Time model is all about freeing ourselves from the constant distractions of technology so we can laser in on what's important. There are tactics for creating a distraction-free phone (#17, pg. 93), nixing notifications (#19, pg. 99) and even turning distractions into tools (#32, pg. 120). Here are some of our favorites from this section:

Tactic 23: Skip the Morning Check-in (pg. 107)

Most of us pick up our phones before our feet even hit the floor. We have notifications to clear, emails to read, texts to reply to, but how much is necessary? Can we postpone that check-in until after we've thought about our highlight, had our coffee, and put shoes on? Probably.

Tactic 27: Fly Without Wi-Fi (pg. 113)

There's something really compelling about the time spent in a plane — we're stuck in a seat and there's nothing we can do about it. We must endure. Perfect time to focus on our highlight, if it's plane-friendly. Even better if it doesn't require Wi-Fi.

Tactics 37 and 38 work together: Pretend Messages are Letters (pg. 129) and Be Slow to Respond (pg. 130)

The idea behind these two is to get away from the need to instantly reply to every chat, email, and text. If we frame them as "snail mail" we can respectfully be slower to respond and therefore focus our attention on our own priorities, not everyone else's.

## Tactic 49: Invent a Deadline

Having a deadline, even an arbitrary one, instills a sense of urgency that open-ended commitments just don't have. So feel free to make one up and assign it to yourself. Accountability is required, but you can do it!

## Energize: Tactics for Maintaining the Energy Required for Your Highlight

According to Knapp and Zeratsky, "With a full battery, you have the power to be present, think clearly, and spend your time on what matters, not default to what's right in front of you." So, as we zone in with laser focus, we also need to be aware of keeping ourselves energized and avoiding burnout. The tactics in this section may seem rudimentary, but they are worth sharing again and again.

## Tactic 61: Exercise Every Day, but Don't Be a Hero (pg.177)

Aim for twenty minutes and keep it simple. Even a short walk or choosing the stairs over the elevator count.

## Tactic 65: Eat Like a Hunter-Gatherer (pg. 191)

The authors credit another book for helping with this tactic, *In Defense of Food* by Michael Pollan. Essentially it boils down to: eat real food, not too much. Mostly plants.

## Tactic 81: Spend Time with Your Tribe (pg. 223)

There are people in our lives that give us energy just by talking to them. Make it a point to connect with these people often.

## Reflect: Collect the Data on Your Day

The final step in the "Make Time" model is about reflection. Keeping simple notes about our day will help to refine our approach. This isn't a journaling prompt; it's a few bullet points to help us figure out what worked and what didn't each day.

Reflection isn't all business. The authors also recommend we take a moment to note something that we're grateful for, to help boost your wellbeing.

**SCAN TO READ PREVIOUS ARTICLE ISSUES**



# KW ARTICLES

## REAL ESTATE MARKET UPDATE

(JANUARY 2026)

### SHOULD YOU BUY A HOME RIGHT NOW?

Kicking off 2026, Gabi and Ruben dive deep into the final numbers for 2025 and what they mean for agents and clients moving forward. We analyze the latest data on home sales, regional price variation, employment, and inflation to help you understand the current landscape and confidently advise your clients.

Will mortgage rates finally dip below 6%? Is job growth a major concern? Watch to get the non-speculative facts! In this January 2026 Market Update, you will learn:

- 2025 Final Sales & Price Data: The year ended with 4.06 million home sales, a flat national volume compared to 2024, but with significant price variance across the Northeast, Midwest, South, and West.
- The 2026 Forecast: Why Keller Williams projects an increase to 4.4 million home sales, and where the strongest market improvements are expected to occur this year.
- The Job Market & Affordability: A look at the significant slowdown in job growth and which sectors are carrying the labor market—and how this impacts buyer confidence and ability.

- Mortgage Rate Projections: Current rates are trending down from 2025 highs. We break down the forecasts from Fannie Mae and others and share why the expected rate movement for 2026 should encourage buyers to act now.
- For Real Estate Professionals: Understand how to strategically position a home purchase as a "forced savings" and "forced retirement vehicle" to overcome buyer objections related to economic uncertainty and the current rate environment.

Don't let the headlines guide your business—let the data inform your decisions.



# KW TECH CORNER

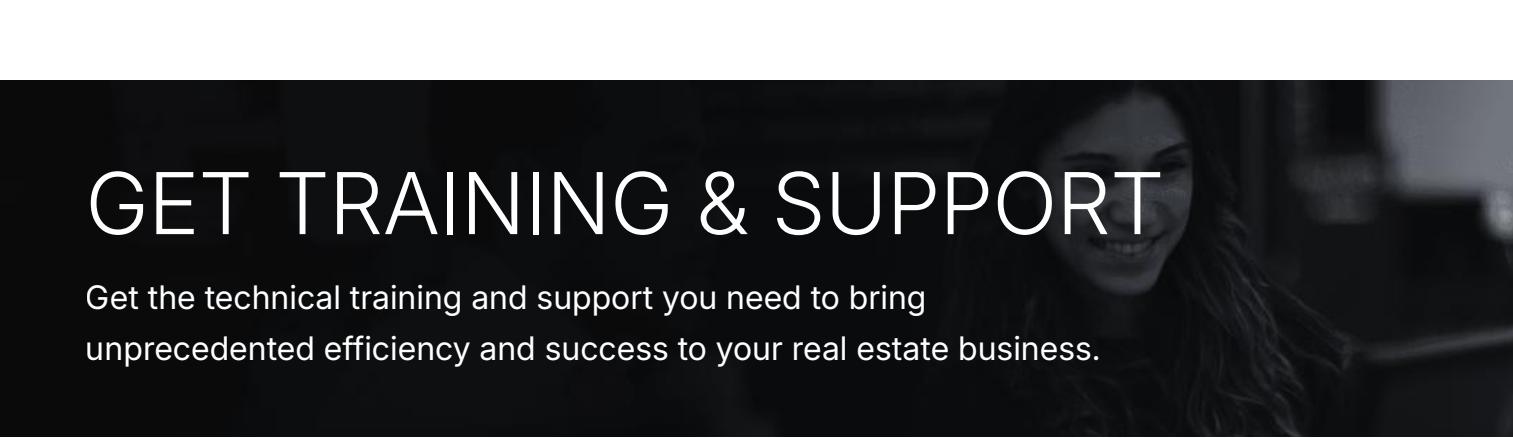
## TECH TALK LIVE

WITH ZACH YOUNGER

FEBRUARY 4 | 2PM PT

Monthly on the first Wednesday

REGISTER  
HERE



## GET TRAINING & SUPPORT

Get the technical training and support you need to bring unprecedented efficiency and success to your real estate business.

## GET TRAINED BY A KWU TECH EXPERT

Tap into learning through KW Connect, where you'll find our library of on-demand courses available through KW University and taught by KWU Tech experts. When it comes to KW Command, our KWU Tech Team has helped thousands of agents experience success with the most powerful software platform in real estate.

- Courses for all skill levels (including live, in-person training)
- Tailored to your business needs
- Made to work with your schedule
- Designed to fit your budget

**GET TRAINING  
SUPPORT**



# LIVE TUNE IN TO FR26 DIGITAL EXPERIENCE



## JOIN THE LIVESTREAM

**SUNDAY FEB 22**

SocialMediaCon with Gary Vaynerchuk and Ryan Leak



**MONDAY FEB 23**

Gary Keller's Vision Speech



**TUESDAY FEB 24**

Inspirational Morning and Keynote Speaker Jay Shetty



Plus, educational sessions from the KWU stage, and breakout tracks.



**\$149**

through Feb. 2, 2026

**\$179**

through Feb. 21, 2026

# KELLER PODCAST NETWORK

## Essential Conversations for Entrepreneurs

Keller Podcast Network features essential conversations for entrepreneurs in real estate and beyond. Listen in for compelling interviews with real estate luminaries, renowned business leaders, and influential change-makers.

Keller Podcast Network's ever-expanding programming focuses on personal accounts of starting out, overcoming setbacks, and making bold decisions – and the takeaways that can only come from experience. Join Keller Podcast Network show hosts for stories and insight that will change the way you see your life, your work, and your legacy.

## THINK LIKE A CEO

Gary Keller went from aspiring rock musician to leader of one of the most innovative companies in real estate. Think Like A CEO weaves a narrative of the business and life lessons Gary learned along the way, from developing business strategies, to hiring the right people, to developing a celebrated culture that truly puts people first.

Tune in to hear this in-depth conversation with Gary Keller and Jay Papasan.



**VISIT THE HUB**



Hosted by: Jason Abrams

## TUNE IN AND LEVEL UP WITH THE MILLIONAIRE REAL ESTATE AGENT PODCAST



Episode #119  
The Real Estate  
Tech Playbook  
With David Voorhees



Episode #118  
Build a Family-First  
Real Estate Business  
With Andrea Ryan & Zach Clark



Episode #117  
How Property Management  
Drives Real Estate Success  
With Gaurav Gambhir



Episode #116  
Win the Neighborhood  
With Jim Fagan

The #1 podcast for real estate agents, The Millionaire Real Estate Agent unlocks proven systems driving big profits and big lives in real estate and beyond.

Hosted by industry innovator Jason Abrams, each episode delivers practical, actionable tips straight from top-performing real estate agents to boost your performance and productivity. Whether you're looking to expand your lead generation tactics, build passive income, or level up your social media marketing, The Millionaire Real Estate Agent (MREA Podcast) empowers you to reach new heights in your business.

In addition to agent-driven insights, the podcast features thought leaders and entrepreneurs like Mel Robbins, Phil M. Jones, and Gary Keller, who share powerful lessons in mindset, communication, and personal development—helping you stay motivated, take bold action, and rise to the top of your field.

Created by Keller Williams Realty, LLC, the world's largest real estate franchise by agent count, MREA Podcast is a part of KW's agent-centric educational ecosystem, led by host Jason Abrams, Keller Williams' Head of Industry & Learning.

**SUBSCRIBE TO THE  
MREA PODCAST  
NEWSLETTER AND  
RECEIVE EPISODE  
NOTES WEEKLY!**





## FEBRUARY 2026



February 4

### Family Reunion: Financing a Retention Plan

Open to all KW® Leadership

This training equips KW® Leadership with proven strategies to maximize their Family Reunion impact through intentional budgeting and ALC engagement, resulting in a powerful, self-funding retention plan.

Hosted by MAPS Coach Brian Barry

[Register](#)



February 10

### From Alignment to Action: 7 Steps to a Talent Shift

Exclusive to KW® Leadership in MAPS Coaching

Master high-level execution and close the buy-in gap by using the 7 Steps to a Talent Shift, a purposeful roadmap that aligns your team with your vision and drives measurable results.

Hosted by MAPS Coaches Jude Pascua & Herb Catania

[Register](#)



February 12

### Command Your Calendar: Maximizing Output Through Lead Gen

Exclusive to KW® Agents in MAPS Coaching

Command your calendar and drive consistent results by using advanced scheduling rhythms and focused lead generation strategies that maximize output while protecting your highest priorities and maintaining balance.

Hosted by MAPS Coach Joseph Klosik

[Register](#)



February 17

### The Solo 7th Level: Own Your Geo-Farm for Maximum Profit

Open to all KW® Agents

Learn how to scale your solo business like a 7th Level team by using high-leverage geo-farming systems that boost market share while cutting time and marketing costs.

Hosted by MAPS Coach Susan Lombardo

[Register](#)



**kw** PENINSULA ESTATES  
KELLERWILLIAMS. REALTY

# Burlingame

First Step: Wednesday, February 18, 2026

8:30 am - 3:00 pm

Location:

Burlingame Masonic Lodge  
145 Park Road  
Burlingame, CA 94010

**Register Now!**



A changing market requires a change in approach. BOLD was created to help you shift your mindset and adopt the tactics and conversations proven to bring success in today's extraordinary business landscape.

#### Key Takeaways:

- A reset of your mindset ensuring you can overcome your limiting beliefs and obtain big goals
- Time-saving strategies and techniques to operate leanly and efficiently
- Access to proven, timely conversations and the delivery methods that naturally influence people to work with you
- Guidance on how to mine your database and leverage Command to run a digital-savvy business
- Best practices for making calls, setting appointments, and closing contracts **RIGHT NOW**

Please direct your questions about this event to [bold@kw.com](mailto:bold@kw.com).





**KW** NORTHERN CALIFORNIA  
HAWAII REGION  
KELLERWILLIAMS.REALTY

# AWARDS CELEBRATION 2026

## THE MASTERS

• GOLF THEMED EVENT

Join us for a night of celebration and recognition!  
Prizes • Food • Drinks • Dancing • Celebrating

**FEB 23, 2026**

STARTING AT 7:00PM



**Puttshack-Midtown**

1115 Howell Mill Rd NW,  
Atlanta, GA 30318

### PRICING

EARLY BIRD: **\$85** (THRU FEB 13)

REGULAR: **\$100** (FEB 14)

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**kw** NORTHERN CALIFORNIA  
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# TRAIN THE PRESENTER

**MARCH 5 & 6**

KELLER WILLIAMS THRIVE  
19900 STEVENS CREEK BLVD. STE 100 CUPERTINO, CA 95014

9 AM – 5 PM

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Incorporating exercises, group work and hands-on participation, Train the Presenter covers the basics of effective teaching techniques and strategies.

This course is intended for any instructor looking to develop their training skills, or current KWU Faculty who want to refresh their skills base.

**Objectives:**

- Internalize KWU tools and standards.
- Practice teaching techniques to enhance your training skills.
- Learn how to incorporate productivity-boosting activities into the learning experience.
- Build, effectively prepare, and deliver a short presentation.
- Give and receive feedback that will contribute to learning and growth.



*Zach Younger*  
REGIONAL TECH TRAINER



# MARKET STATS RESOURCES



## CURRENT SALES & PRICE STATISTICS

C.A.R.'s *California & County Sales & Price Report* for detached homes are generated from a survey of more than 90 associations of REALTORS® and MLSs throughout the state, representing 90 percent of the market.



SCAN TO VIEW  
MARKET UPDATE



December 2025 County Market Update reports

## COUNTY MARKET UPDATES

C.A.R.'s *County Market Updates* is an all-in-one page with your county's housing trends at a glance.

These one-pager reports include the most recent snapshot as well as a two-year trend line for indicators like sales, median prices, inventory and median time on market by County. Use this information to establish yourself as the market expert with hard facts to explain current market conditions to your clients. Reports are updated by every third week of the month with the previous month's data.

SCAN TO VIEW COUNTY  
MARKET UPDATES



# MARKET STATS RESOURCES

Locations

## HAWAII STATEWIDE REAL ESTATE REPORT DECEMBER 2025

### MEDIAN SALE PRICE MIXED IN DECEMBER

Hawaii State median sale price movement is mixed in December 2025, with the home price up 3% to \$1,000,500 and the condo price flat 0% to \$550,000 from last year.

### HOME AND CONDO SALES UP IN DECEMBER

Hawaii State sales activity is up in December 2025, with home sales up 18% and condo sales up 17% from last year.

### MARKET TIMES ARE MIXED IN DECEMBER

Hawaii State market times are mixed in December 2025, with the home Days on Market down -3% to 34 and the condo Days on Market up 23% to 53 from last year.

SINGLE FAMILY HOMES	THIS MONTH DECEMBER 2025	LAST MONTH NOVEMBER 2025	LAST YEAR DECEMBER 2024
Median Sale Price	▲ \$1,000,500	\$999,000	\$975,000
Average Sale Price	▲ \$1,287,334	\$1,388,726	\$1,240,046
Homes Sold	▲ 554	471	471
Median Days on Market	▼ 34	37	35
Bid Ups	▼ 22%	23%	24%

CONDOMINIUMS	THIS MONTH DECEMBER 2025	LAST MONTH NOVEMBER 2025	LAST YEAR DECEMBER 2024
Median Sale Price	\$550,000	\$500,000	\$550,000
Average Sale Price	▲ \$811,469	\$634,381	\$708,889
Condos Sold	▲ 515	426	442
Median Days on Market	▲ 53	53	43
Bid Ups	▼ 10%	10%	13%

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## Contact Zachary Lenoir for Pricing Info:

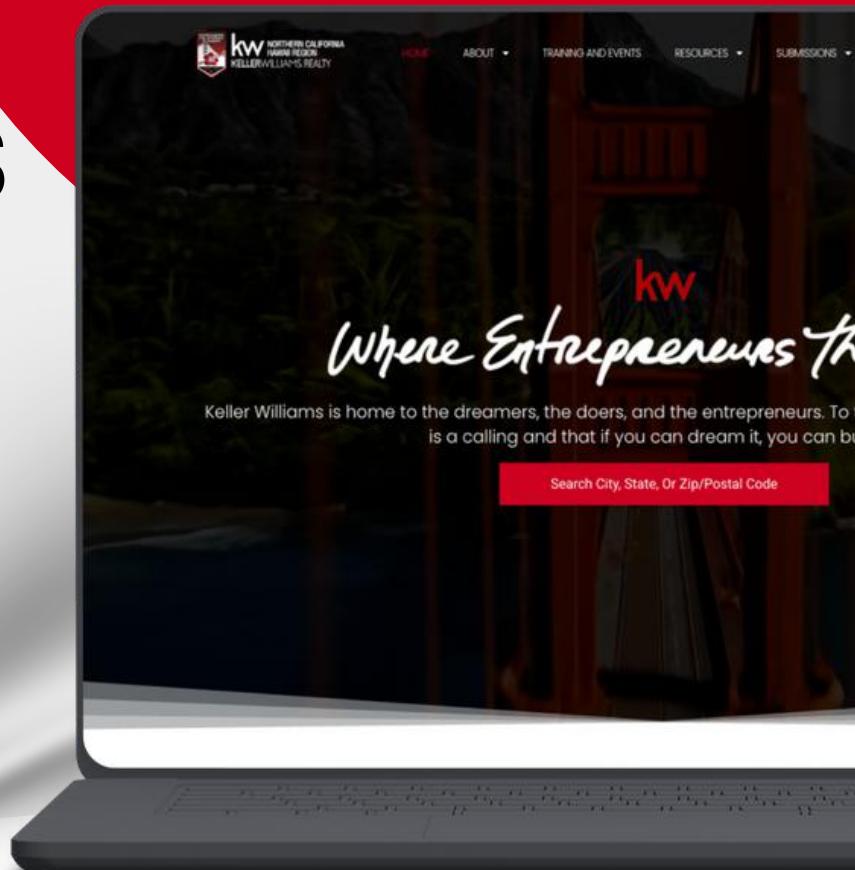
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# REGIONAL RESOURCES



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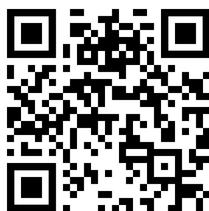
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*Regional Director*



**Tony Brodie**

*Regional  
Operating Partner*



**Debbie Bradley**

*Regional  
Operations Manager*



**Zach Younger**

*Regional  
Technology Director*



**Herb Catania**

*Regional Market Center  
Administrator*



**Claire Maglalang**

*Regional  
Marketing Admin*

***“One Region. One Mission.  
Together, We Move Markets.”***

At Keller Williams Northern California & Hawaii Region, leadership means more than a title. It is a commitment to growth, collaboration, and extraordinary results. Our Regional Leadership Team is here to empower Market Centers, Operating Principals, Team Leaders, and associates by providing the systems, models, coaching, and support needed to thrive in today's real estate industry.

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Together, we are not just raising the standard. We are redefining what is possible.