



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

MONTHLY NEWSLETTER

NOVEMBER

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](https://www.instagram.com/kwnorcalhawaii)



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THE ROOMS THAT BUILD BETTER BUSINESSES

kw



AI

- ★ Practical, agent-tested AI tools beyond ChatGPT.
- ★ Seventeen prompts that **change your workflow**.
- ★ Automation models that **create real leverage**.
- ★ Move from overwhelmed to **strategic**.

BUYERS

- ★ Strategy shifts to **attract clients**, not chase them.
- ★ Consultations that **win loyalty** before the first showing.
- ★ Frameworks that **turn conversations into contracts**.
- ★ Predictable, **stress-free closings**.

SELLERS

- ★ Navigate pricing conversations with **total confidence**.
- ★ Find **sellers fast** with proven lead sources.
- ★ The blueprint to **multiply your listings**.
- ★ Systems that engineer **flawless closings**.

MARKETING & BRANDING

- ★ Build a **magnetic brand** without overspending.
- ★ Create experiences that **drive referrals**.
- ★ Marketing that protects profit and **elevates your value**.



WEALTH

- ★ A **wealth plan** that runs on systems, not stress.
- ★ Walkthrough the **"Path of Money"**.
- ★ Measure and **grow your financial health** every quarter.
- ★ Tax strategies that **protect your income**.

LUXURY

- ★ Credibility and **negotiation mastery**.
- ★ Transform high-net-worth clients into **lifelong referrers**.
- ★ **Brand presence** that speaks before you do.

COMMERCIAL

- ★ Add a new, high-margin **revenue stream** without starting over.
- ★ Tap into the KW Commercial **referral network**.
- ★ **Master** leases, sales and long-cycle deals.
- ★ Market properties with **investor-grade accuracy**.

OPERATIONS & ADMIN

- ★ Systems that **scale**.
- ★ Workflows that **remove chaos**.
- ★ **Tools** that **empower** both visionaries and operators.
- ★ AI that **strengthens** your operations.

SATURDAY 2/21
CEO SUMMIT



NEIL
PATEL



JENNY
WOOD



WILL
GUIDARA



VALORIE
BURTON

2026 FAMILY REUNION LINEUP
FEB 21-24 ATLANTA, GA

SUNDAY 2/22



GARY
VAYNERCHUK



RYAN
LEAK

MONDAY 2/23

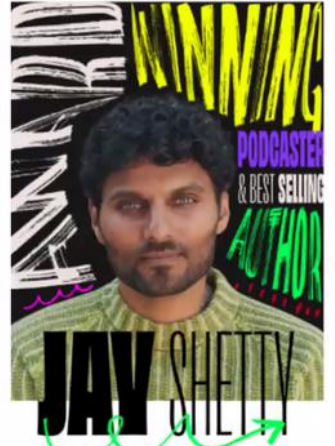


GARY KELLER
VISION SPEECH



INSPIRATIONAL MORNING

TUESDAY 2/24



JAY SHETTY

KEYNOTE SPEAKER



WANNA BE
A STAR?



REGISTER TODAY!



TOP *Performers*

OCTOBER 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 October 2025.

TOP PERFORMERS

CLOSED *Units*

1 ERNESTO OCHOA

KW MERCED

**2 GOLD ARROW REAL
ESTATE TEAM**

FRESNO

2 THE ROYALTY GROU

PLEASANTON / LIVERMORE

4 LUKE EDMONDSON

CHICO

5 MARISSA GONZALEZ

SACRAMENTO METRO

**OCT
2025**

TOP PERFORMERS

CLOSED *Units*

1 CALI HOMES GROUP
SILICON CITY

1 TANIGUCHI & ASSOCIATES
HONOLULU

1 THE JENICA WILLIAMS TEAM
FOLSOM

4 THE FICKERT TEAM
CHICO

4 CA AG PROPERTIES
FRESNO

OCT
2025

TOP PERFORMERS

CLOSED *Units*

1 THE KAL JOHAL TEAM

YUBA SUTTER

2 THE RENEE WHITE TEAM

WALNUT CREEK

3 DISEN CAI REAL ESTATE GROUP

PENINSULA ESTATES

3 OWN REAL ESTATE

PENINSULA ESTATES

3 PARM ATWAL REAL ESTATE TEAM

SACRAMENTO METRO

**SEPT
2025**

TOP PERFORMERS

CLOSED

Volume

1 KRISTOPHER MARES

PENINSULA ESTATES

2 SANJAY ALEXANDER KALLA

LOS GATOS ESTATES

3 ANGIE WAI HAN SAM-LEE

PENINSULA ESTATES

4 JULIE WYSS

LOS GATOS ESTATES

5 MARYANN ERNST

PENINSULA ESTATES

OCT
2025

TOP PERFORMERS

CLOSED *Volume*

1 **CA AG PROPERTIES**

FRESNO

2 **TANIGUCHI & ASSOCIATES**

HONOLULU

3 **CALI HOMES GROUP**

SILICON CITY

4 **TEAMYAJ**

SAN JOSE - SILICON VALLEY

5 **GREG SIMPSON ESTATES**

LOS GATOS ESTATES

**SEPT
2025**

TOP PERFORMERS

CLOSED

Volume

1 DISEN CAI REAL ESTATE GROUP

PENINSULA ESTATES

2 VKGRE GROUP

LOS GATOS ESTATES

3 RENNA SHEE TEAM

CUPERTINO

4 VENEMA HOMES TEAM

PLEASANTON / LIVERMORE

5 THE GUNDERMAN GROUP

OAKLAND

OCT
2025

TOP PERFORMERS

LISTINGS *Taken*

1 ANTHONY KOUTSOS

SAN FRANCISCO

2 FION YAU REAL ESTATE GROUP

PENINSULA ESTATES

2 THE AGUILERA REAL ESTATE TEAM

STOCKTON

4 CHARLES VELASCO

ELK GROVE

4 LEE WHEELER

KW MAUI WEST

4 ANDREW SWEAT

LOS GATOS ESTATES

4 KAYLA WELDON

SIERRA FOOTHILLS

4 SOODO REAL ESTATE – GAYLEN ROBERTS

OAKLAND

**OCT
2025**

TOP PERFORMERS

LISTINGS *Taken***1 THE FICKERT TEAM**

CHICO

2 TANIGUCHI & ASSOCIATES

HONOLULU

3 WANG MULTIFAMILY GROUP

WALNUT CREEK

**4 JARED MARTIN &
ASSOCIATES**

FRESNO

**4 CLAUDIA MILLS REAL
ESTATE TEAM**

OAKLAND

4 BLUE MARLIN

KW MAUI WEST

OCT
2025

TOP PERFORMERS

LISTINGS *Taken*

**1 THE BECKY WILLIAMS
TEAM**

CHICO

2 THE KAL JOHAL TEAM

YUBA SUTTER

3 THE GUNDERMAN GROUP

OAKLAND

4 TEAM LALLY

HONOLULU

4 THE RENEE WHITE TEAM

WALNUT CREEK

TOP GROUPS

OCT
2025

KW NORTHERN CALIFORNIA AND HAWAII REGION



NEW *Associates*

OCTOBER 2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

NEW ASSOCIATES *Partners*

OCTOBER 2025

BRENTWOOD	FRANCISCO MACIAS PLASCENCIA
CUPERTINO	ANITA GAT
CUPERTINO	CHERISSE GAGE
CUPERTINO	KEYU LAI
CUPERTINO	RODRIGO RUDA
CUPERTINO	RUPALI MALHOTRA
CUPERTINO	XIN QIAN
CUPERTINO	ZIQING WANG
DANVILLE	MALIKAH TYLER
DANVILLE	MARK SULLIVAN
DANVILLE	PAN KO
DANVILLE	YOGALAKSHMI PERIASAMY
ELK GROVE	CRISTOBAL PEREZ
ELK GROVE	KHANH PHAM
ELK GROVE	REGINAL STEWARD
FOLSOM	CAMERON ORR
FOLSOM	SELENA MIRANDA
FREMONT	ERICKA BALDWIN
FREMONT	NEETU SAINI
FREMONT	PATRICK BAJET

HONOLULU	HEIDI BAILEY
HONOLULU	EVAN VENTURA
KW BIG ISLAND	SANDRA STAAB
KW MAUI WEST	DANA EIMEN
KW MAUI WEST	DYLAN NAVA
KW MAUI WEST	WHITNEY GILL NEWTON JR
KW MAUI WEST	SOPHY PHOEUN
KW MERCED	ALBERT BARCELOS
KW MERCED	CLAUDIA KANG
KW MERCED	LETICIA MORENO
LOS GATOS ESTATES	ALLEN BENJAMIN
LOS GATOS ESTATES	DANNY LUU
LOS GATOS ESTATES	ERMIAS SELESHI
LOS GATOS ESTATES	JACOB HO
LOS GATOS ESTATES	KONG CHOU
LOS GATOS ESTATES	LISA SANCHEZ SILVA
LOS GATOS ESTATES	NAMRATA ANANDIKAR
LOS GATOS ESTATES	PAUL KIM
LOS GATOS ESTATES	RAMCHANDRA SHRESTHA
LOS GATOS ESTATES	SADAF BROSHAN

NEW ASSOCIATES *Partners*

OCTOBER 2025

LOS GATOS ESTATES	YUWEI WANG
OAKLAND	HARLEEN DABB
OAKLAND	HJALMAR FIDEL NOLASCO
OAKLAND	JASON STROUDS
OAKLAND	KATHY VO
OAKLAND	MARICELA BARRON
OAKLAND	PINGYANG LIU
OAKLAND	SARAH MENDOZA
PALO ALTO	BARRY HOWARD
PALO ALTO	BUSRA TEKDEMIR
PENINSULA ESTATES	CAITLIN KELLY HOWARTH
PENINSULA ESTATES	JOSHUA MICHAEL SANCHEZ
PENINSULA ESTATES	KEYIN WANG
PENINSULA ESTATES	MORGAN MANOS-SCHEPPLER
PENINSULA ESTATES	NICHOLE ZIA SAN MATEO
PLEASANTON / LIVERMORE	ALI IMRAN
PLEASANTON / LIVERMORE	JACOB ACKMAN
PLEASANTON / LIVERMORE	NANCY ONG RENTON
PLEASANTON / LIVERMORE	STACY KOVISTO
PLEASANTON / LIVERMORE	TRYSTAN C. CLARK

ROSEVILLE	GURPREET HUNDAL
ROSEVILLE	INDERJIT SINGH
ROSEVILLE	ISLA GARCIA
ROSEVILLE	JEFFREY LAWSON
ROSEVILLE	MARIIA STRAKHOVA
SACRAMENTO METRO	DAVEON ANGEL DAVENPORT
SACRAMENTO METRO	DESIREE DAWN HOWE
SACRAMENTO METRO	EDGAR SALVADOR TORRES
SACRAMENTO METRO	EDWIN SALVADOR ALVARADO
SACRAMENTO METRO	JADY SUE VUE
SACRAMENTO METRO	LESLIE CORNEJO
SACRAMENTO METRO	LISA HODGE
SACRAMENTO METRO	LUIS ALBERTO SANCHEZ
SACRAMENTO METRO	MICHAEL MERVINE
SACRAMENTO METRO	NATHANIEL PAUL TAYLOR
SACRAMENTO METRO	SUSANA ANGELE
SACRAMENTO METRO	TAMAR REED
SACRAMENTO METRO	WILLIAM ARTHUR SOLOMON IV
SAN FRANCISCO	JEREMY STEELE
SAN FRANCISCO	MOLLY HASSLER

NEW ASSOCIATES *Partners*

OCTOBER 2025

SAN JOSE – SILICON VALLEY	RAVI PATEL
SAN JOSE – SILICON VALLEY	SANGEETA SURAPUR
SANTA CLARA VALLEY	IRMA MANZO
SANTA CLARA VALLEY	ISLAM SAKR
SANTA CLARA VALLEY	SATISH SUSHEELKAR
SANTA CLARA VALLEY	ZAIN MUHAMMAD MEMON
SANTA CLARA VALLEY	BETHANY FRLEKIN-RUELAS
SANTA CLARA VALLEY	CHRISTINA ESTRADA
SANTA CRUZ	AMY MOLLES
SANTA CRUZ	KALANI STONE
SANTA CRUZ	ULLA MAARET FORST
SANTA ROSA	HILLARY WICKEN
SIERRA FOOTHILLS	TATUM ESTES
SILICON CITY	AMY TRAN
SILICON CITY	GLEN ESQUIVEL
SILICON CITY	PHONG TRINH
SILICON CITY	YIMING XU
VACA VALLEY	JOSE L. ARROYO PEREZ
VACA VALLEY	NATALIE MORTENSEN
WALNUT CREEK	ADRIANA PONCE

WALNUT CREEK	ALEXA FLORES
WALNUT CREEK	BRIAN KING
WALNUT CREEK	EMMANUEL HODGE
WALNUT CREEK	LKHAGVASUREN IVANOV
WALNUT CREEK	MICHAELA SATTERFIELD
WALNUT CREEK	RICARDO ZAMORA
YUBA SUTTER	JESUS SOTO
YUBA SUTTER	KALEIGH JOHNSON
YUBA SUTTER	SKYLAR BOOKS



TrendGraphix

YOUR HOME FOR REAL ESTATE DATA



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS. REALTY

MLS market data. Reimagined.

INTRODUCING FACTS & TRENDS
BY TRENDGRAPHIX



Facts & Trends turns MLS market data into simple, easy-to-understand visuals that reveal what matters to your clients. Just the good stuff, none of the noise.

Facts & Trends surfaces location-specific information like number of homes for sale vs sold, pending and new listings, average price per square foot, days on market, average and median price for sale and sold, months of inventory and absorption rate. All so you can provide valuable and relevant information, whether it be sitting with buyers or at a CMA appointment.



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



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



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



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

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

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

Contact Zachary Lenoir for Pricing Info:

Zachary Lenoir

Regional Account Manager

Trendgraphix, Inc.

Direct: (916) 978-4243

Email: zlenoir@trendgraphix.com



The Power of No

Jay Papasan

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

 the **twenty** percenter

The Power of No

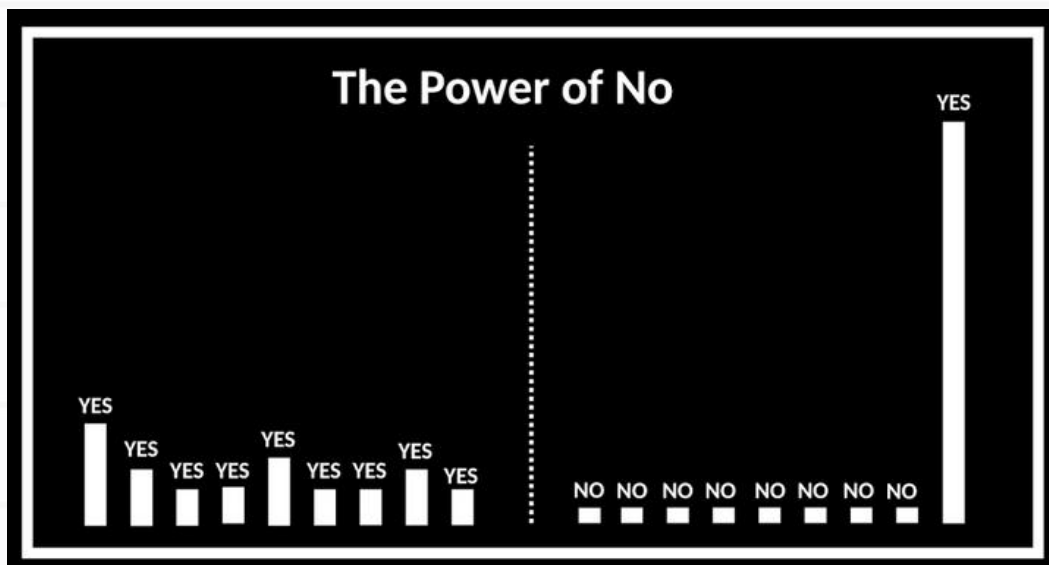
"People think focusing is about saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things." — Steve Jobs

No-vember – The Power of No

Welcome to No-vember! Just as the trees shed their leaves in Autumn, we should drop our out-of-season commitments.

In the botanical world, this is called abscission—the ruthless process by which plants jettison anything not pulling its weight. Some trees even self-amputate whole limbs through cladoptosis, dropping branches that are shaded, infested, or diseased. While we're out here admiring fall colors, trees are basically running hostile takeovers on their own branches. If a limb can't contribute to next spring's growth? It gets the ax. Literally.

Trees are maniacal resource managers. If only we were half as wise.



Our branches sag under the dead weight of past commitments. Stuff we said yes to in January that we should have quit in July. Time, energy, and focus are exhaustible resources. All those yeses accumulate. Stretch them too far, and we risk snapping in the next stiff breeze.

Ironically, in our effort to hoard opportunities, we excel at nothing.

There's extraordinary power in a simple no. Each no becomes an investment in our future self. Minutes cached. Energy preserved. Focus mustered for the moments that truly matter. When you finally say yes—and mean it—you'll have everything you need to achieve something extraordinary.

Not ten mediocre things. ONE extraordinary thing.



How Agents Can Best Connect with Gen Z Clients

Keller
INK

How Agents Can Best Connect with Gen Z Clients

Digital natives. Realists. Diverse. Whatever comes to mind when you think of people born between 1997–2012—or as they are more popularly known, Gen Z—the truth is that this generation is a growing audience for real estate. In fact, Gen Z makes up 26 percent of home buyers in today’s market; a higher percentage than previous generations when they were in the same age range.

It’s important for real estate agents to understand that Gen Z faces unique challenges. The average home price compared to average incomes across the country continues to increase over time, making individual home-buying power less and less. While members of Gen Z tend to be conscious consumers, they will continue to need representation to navigate the red tape and ever-changing landscape of the real estate market. Here’s how you can best support this community of clients.

Learn Who You Are Working With

To best serve your audience, you need to know who you’re working with. Gen Z is the most tech savvy, digitally engaged group of home buyers to date. Most of them grew up with smartphones and access to the internet—often before they could even read or write. Instead of chalkboards being their primary learning tool at school, they often used tablets and were the first group to be highly engaged in online education. In sum, they don’t need you to teach them how to search an MLS.

This easy access to the most up-to-date technology combined with the fact that many Gen Z-ers grew up during the 2008 housing market crash and following recession shaped their world views. Especially when it comes to real estate, wealth building, and finances. Because of this, Gen Z is a demographic of highly informed and outcome-conscious home buyers.

Fitting in with these factors, Gen Z has indicated their primary motivation for homeownership is financial stability driven by wealth building. PR Newswire [cites](#) that 87 percent of surveyed Gen Z respondents believe homeownership is important to achieving these goals. And they’re right. On average, homeowners have a higher net worth than renters, according to NAR® [research](#).

Help Gen Z Make Their Homeownership Dreams Come True

While they seem to be highly motivated to purchase homes, the journey to get there doesn’t come without hurdles. This is where agents come in. Gen Z buyers are predominantly single and buying homes on individual incomes. But how are they affording to do so in a “difficult” market? According to NAR, these twentysomethings are able to enter the housing market through the following resources (that you can help them navigate and take advantage of):

1. Single homeowners are likely to need less space than a multi-income family. FHA loans allow for smaller down payments and lower credit scores.
2. Many Gen Z buyers can expect to receive contributions to closing costs from family members.
3. This demographic is more willing to compromise on location or condition.
4. Gen Z buyers are purchasing in markets with lower home prices on average.
5. NAT cites a study by JW Surety Bonds that shows Gen Z-ers are more likely to consider co-owning a home with friends.

Knowing where Gen Z’s motivations lie and some of the ways they are participating in early homeownership, now you can focus on engaging with them and fostering environments to attract them as clients. Here are a few ideas:

1. Host wealth-building classes focused on real estate.
2. Host first-time home-buyer seminars.
3. Identify which areas in your ‘jurisdiction’ would serve this population. Do you have lower-priced properties in your market? What about fixer-uppers?
4. Stay engaged with past clients to know when the time is right to move to a bigger property for a seamless transition — having a pipeline of Gen Z buyers for those smaller properties.

Gen Z has been inundated with information from the start, and they will most likely approach home buying by seeking out as much knowledge themselves as they can. By the time they speak with an agent, they have likely already been watching home prices, researching school districts, monitoring interest rates and reading reviews online. Some may have already driven the area to scope out their next coffee shop and grocery store!

How Agents Can Best Connect with Gen Z Clients

To be an optimal choice for the growing Gen Z home-buying demographic, align with this mindset. If you're not already implementing these strategies in your business, pick one and focus on best practices in this one area. Examples include:

1. **Maximise reviews.** Gen Z-ers are more likely to read Google reviews before making purchases as trivial as the best socks to work out in or as major as hiring an agent for the most impactful financial decision of their lives.
2. **Nurture relationships with your past clients.** Because of their tendency to seek information and gather others' input, they will take recommendations from others in their circle.
3. **Ensure your unique value proposition is clearly communicated and easily located online.** Gen Z clients will likely look for as much information online as possible before wanting to step foot on a property. Ensure your preferred vendors are also digitally accommodating with online menus of services and transparent reviews.
4. **Be the local economist of choice.** Gen Z home buyers are facing barriers to homeownership like never before. You are their first line of defence and their source of truth. It will be imperative that you are able to speak to market pricing, area amenities, and even projected area growth. With so much on the line, they are looking to make informed decisions that will support their goals of financial stability, rather than take risks on property appreciation.

With Gen Z becoming an increasing portion of the home-buying population, it is important to know how best to work with these individuals. In order to do so, you must understand the reasoning behind how they make decisions and what culturally significant events have impacted their development both socially and financially. Gen Z are data-driven economists who value the input and experience of others - attributes we can all learn from and how to implement in our businesses. Regardless of your client demographic, being the economist of choice and maintaining relationships will only serve you and your clients better in the long run!

WINNER

FAVORITE REALTOR - SAN LORENZO VALLEY

WINNER

FAVORITE REALTOR - SCOTTS VALLEY



Shemeika Fox

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Feature Spotlight: Wen Guo – Silicon Valley Real Producers November 2025

SILICON VALLEY

NOVEMBER 2025

REAL PRODUCERS®



Profile:
KEVIN CRUZ

Partner
Spotlight:
**LAWYERS
TITLE**

Partner
Spotlight:
**JAE RO WITH
CHANGE
HOME
MORTGAGE**

Rising Star:
**PAYNE
SHARPLEY**



Wen Guo

PHOTOGRAPHY BY OLHA MELOKHINA PHOTOGRAPHY

CONNECTING. ELEVATING. INSPIRING.

HEADTURNER HIGHLIGHT

Fan WANG

Keller Williams Cupertino

Recognizing exceptional production, leadership, and impact in the Northern California and Hawaii Region.

Last 12 Months

Volume: \$161,958,694

Units: 70

ABOUT FAN WANG AND ACHIEVEMENTS

- Renovated more than 10 homes in Santa Clara County
- Manages over 30 rental properties in California, Texas, and Florida
- Completed four 1031 exchanges and knowledgeable in Opportunity Zones
- Investor in a 14-unit townhouse development in Mountain View
- Represents a 26-unit condo development in San Carlos

Top Awards

- 2024 KW International Top Individual GCI
- 2024 Top Realtor California Rank 238 and USA Rank 720
- America's Best Real Estate Professionals 2023 and 2022
- 2021 Rookie of the Year, KW NorCal Hawaii Region

Fan brings deep expertise in construction, investment, and high level negotiations that consistently elevates client experience.

INDUSTRY IMPACT

Recent Highlight

- Buyer's agent for a **\$25,500,000** luxury property currently under contract. Fan guided his clients through a highly competitive landscape with skill and precision.

Fan continues to set a high standard of excellence and results for his clients and community.



30 Adam Way, Atherton, CA 94027

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



NOVEMBER 2025 PODCAST HIGHLIGHT



[WATCH TO MORE PODCAST](#)



**THE ONE
THING** with
JAY PAPASAN

NOVEMBER 2025 PODCAST HIGHLIGHT



LISTEN TO MORE PODCAST



TRAININGS AND *Events*

KW NORTHERN CALIFORNIA AND HAWAII REGION



TECH *the* HALLS

December 11th

8AM-1PM PACIFIC | 9AM-2PM MOUNTAIN |
10AM-3PM CENTRAL | 11AM-4PM EASTERN

KW Tech The Halls began as a local initiative 7 years ago, aiming to support KW Cares during the Holidays. We have expanded from regional to national thanks to the invaluable assistance of prominent figures in the KW Tech community.

GET YOUR FREE TICKET





A dark, monochromatic 3D bar chart with several bars of varying heights. The bars are rendered with soft shadows, giving them a three-dimensional appearance. The background is a dark gray, and the overall aesthetic is modern and professional.

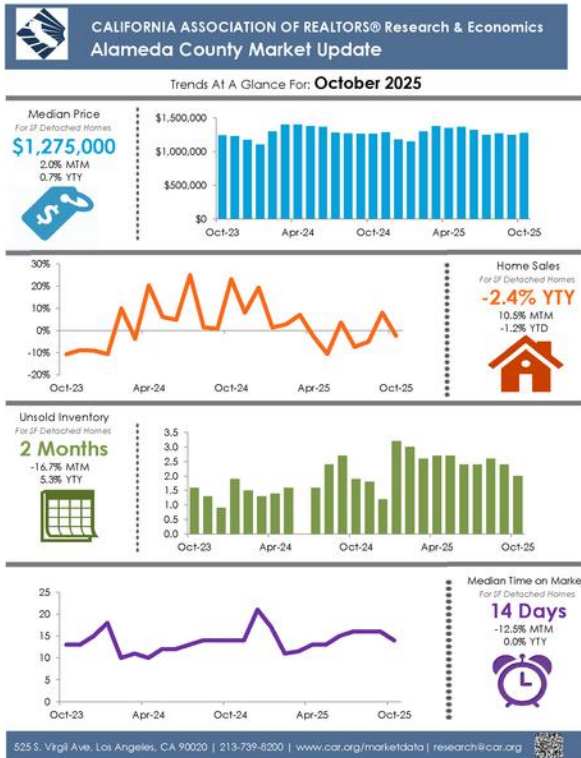
MARKET

Stats

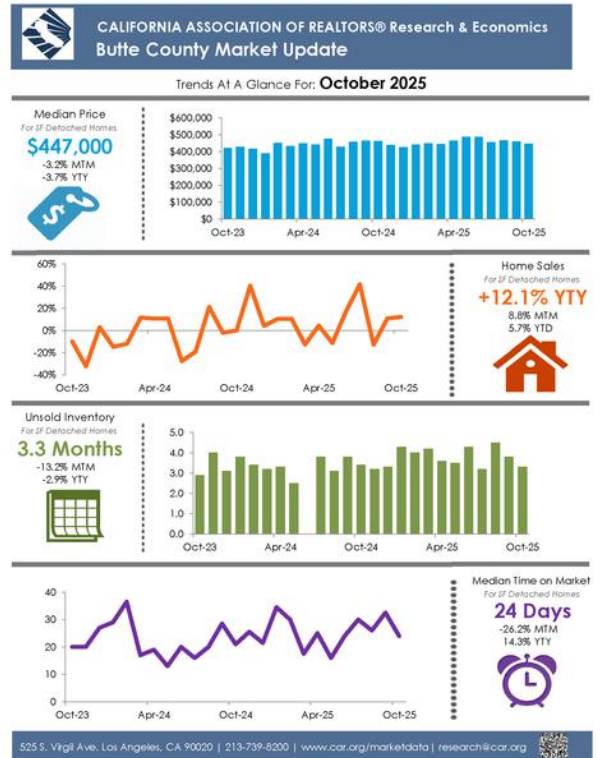
OCTOBER 2025

CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

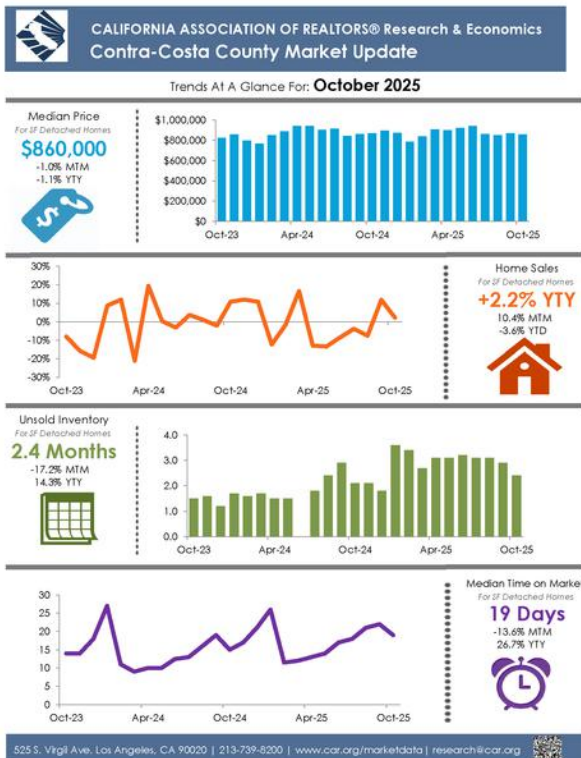
ALAMEDA MARKET UPDATE



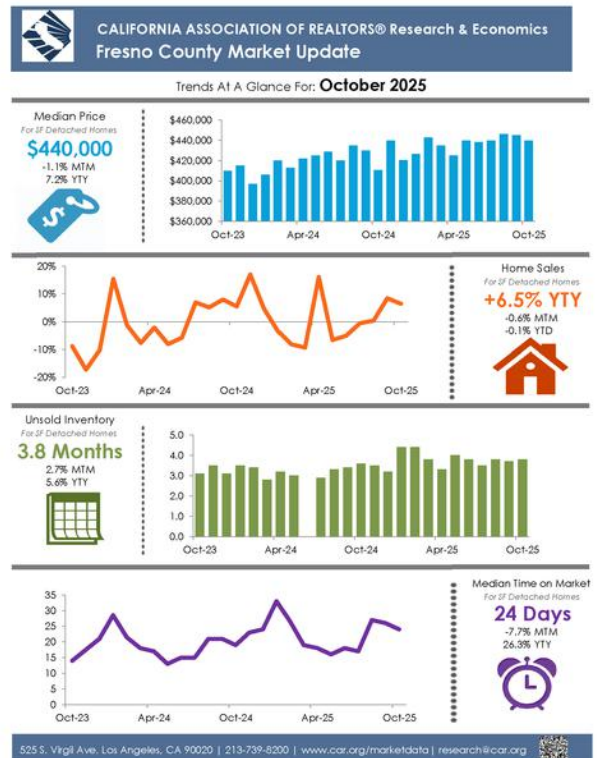
BUTTE MARKET UPDATE



CONTRA-COSTA MARKET UPDATE



FRESNO MARKET UPDATE

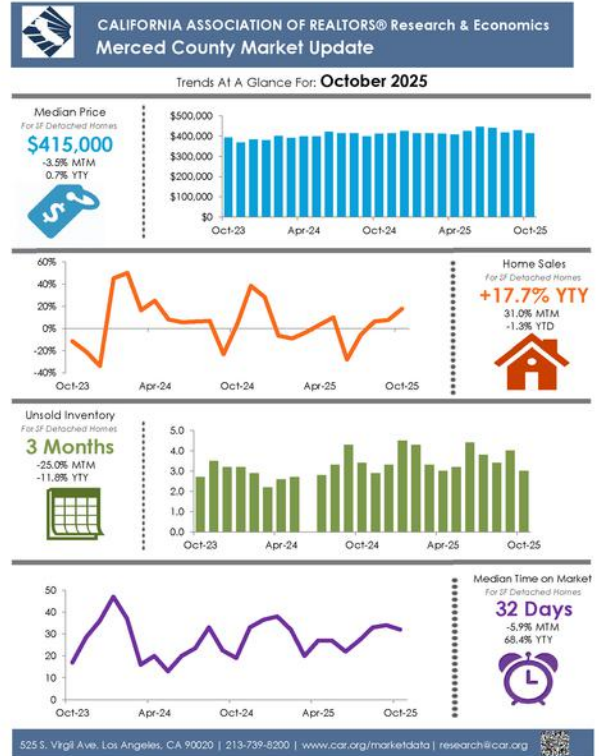


CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

MARIN MARKET UPDATE



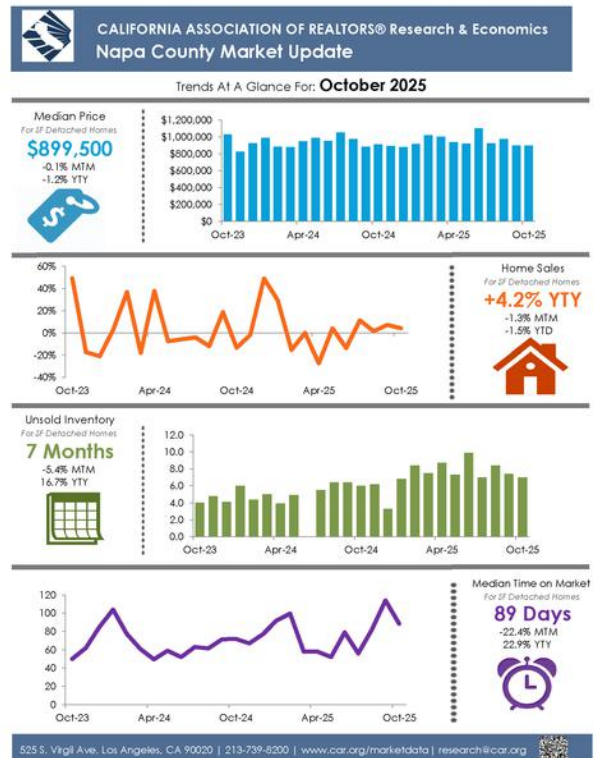
MERCED MARKET UPDATE



MONTEREY MARKET UPDATE



NAPA MARKET UPDATE

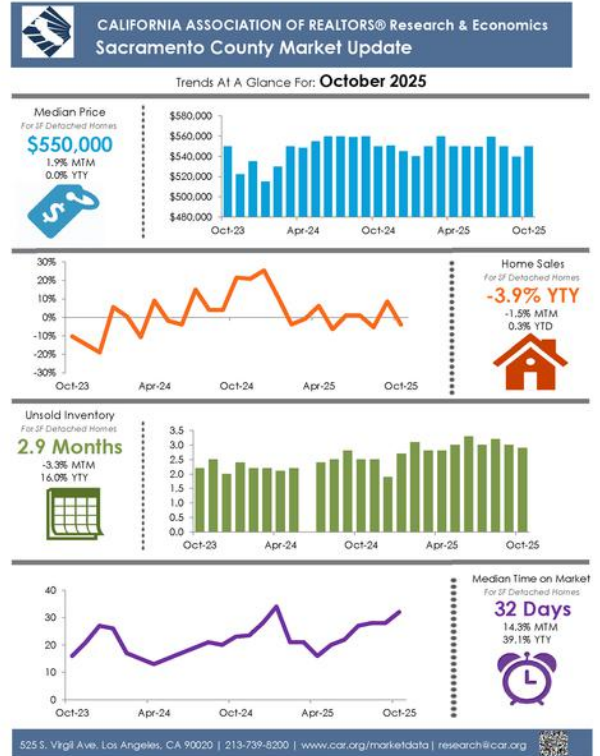


CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

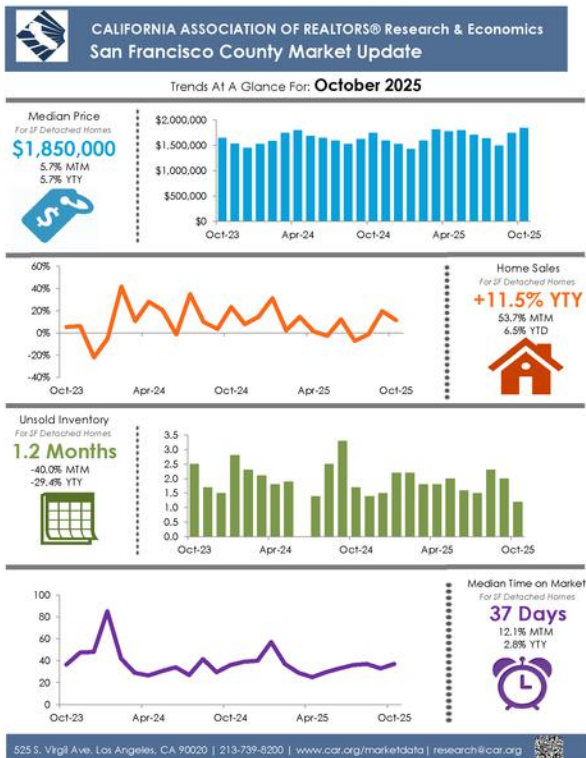
PLACER MARKET UPDATE



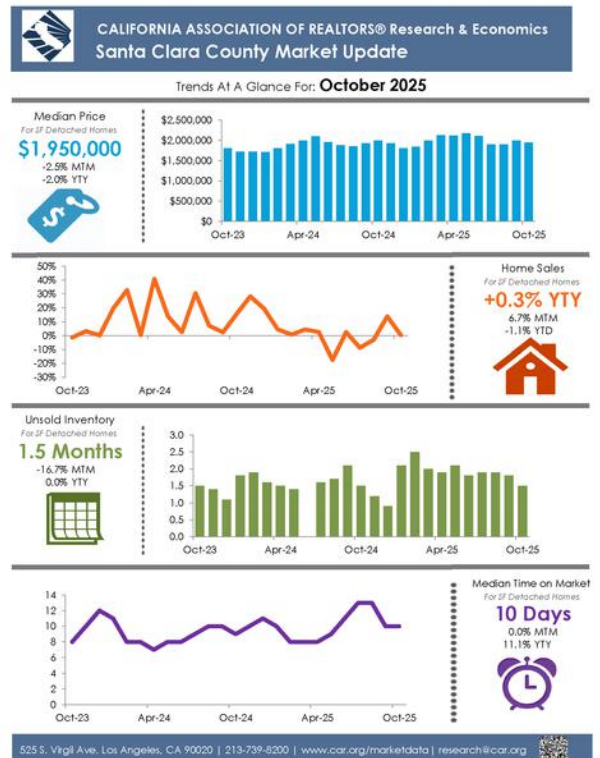
SACRAMENTO MARKET UPDATE



SAN FRANCISCO MARKET UPDATE

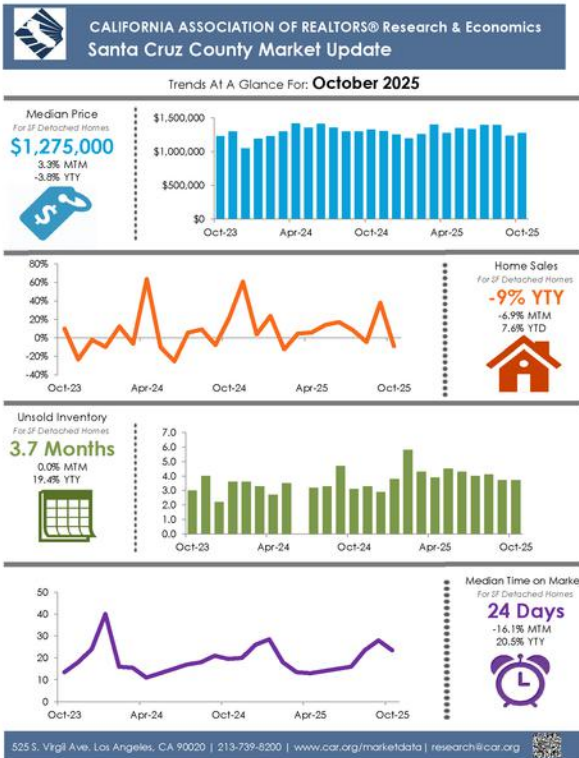


SANTA CLARA MARKET UPDATE

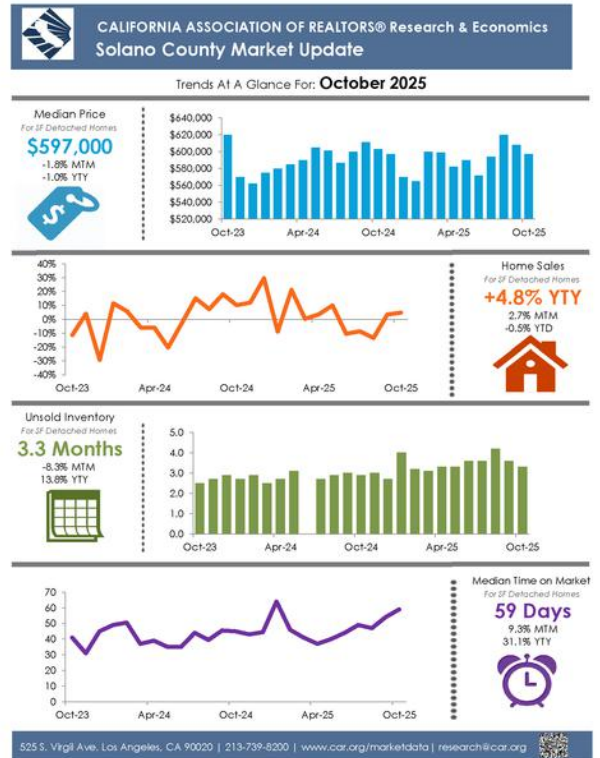


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SANTA CRUZ MARKET UPDATE



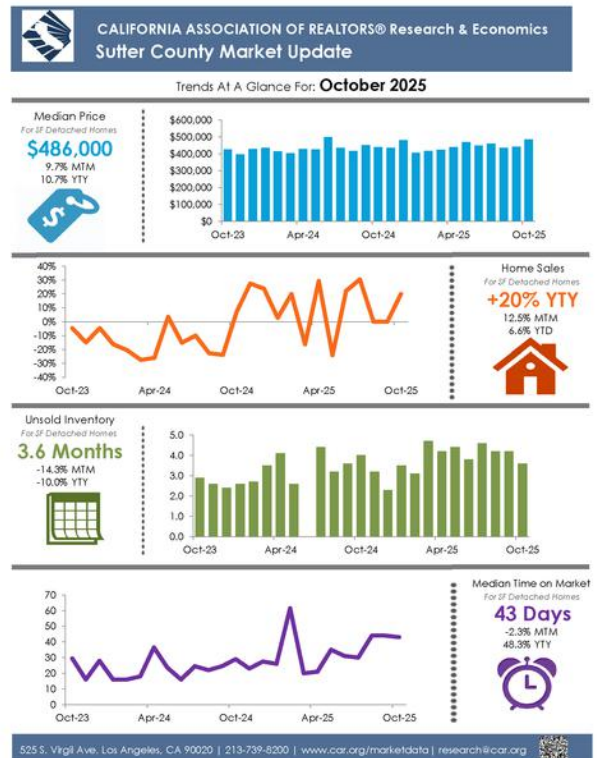
SOLANO MARKET UPDATE



SONOMA MARKET UPDATE



SUTTER MARKET UPDATE

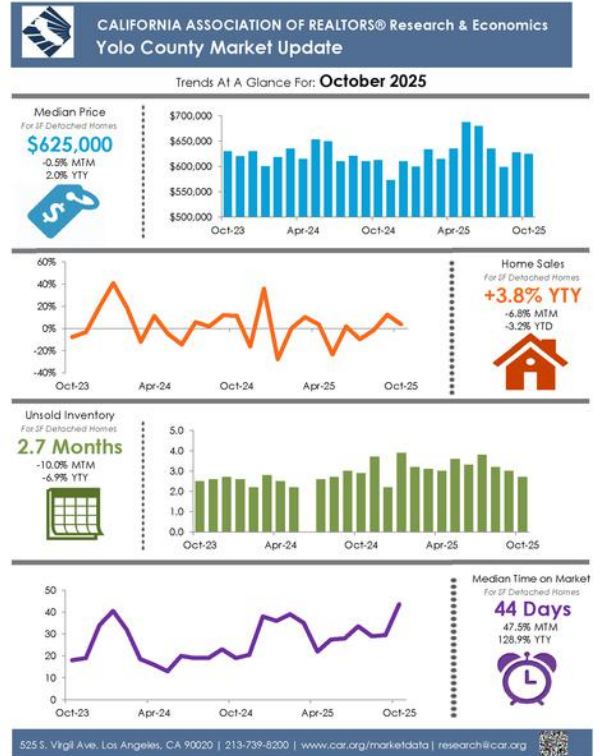


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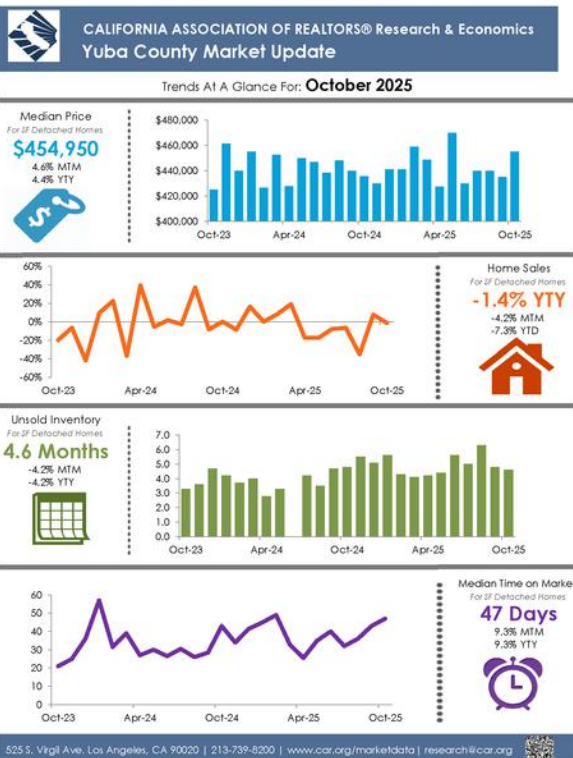
TUOLUMNE MARKET UPDATE



YOLO MARKET UPDATE



YUBA MARKET UPDATE



OCTOBER 2025

CALIFORNIA HOUSING MARKET *Update*

Monthly Sales and Price Statistics

California Housing Market Snapshot

October 2025



282,590 | **Existing Home Sales**
+4.1% YTY **+0.8% YTD** % change



**Median
Sales Price**

\$886,960
-0.2% Y2Y



**Unsold Inventory
Index**

3.2 months
+3.2% Y2Y

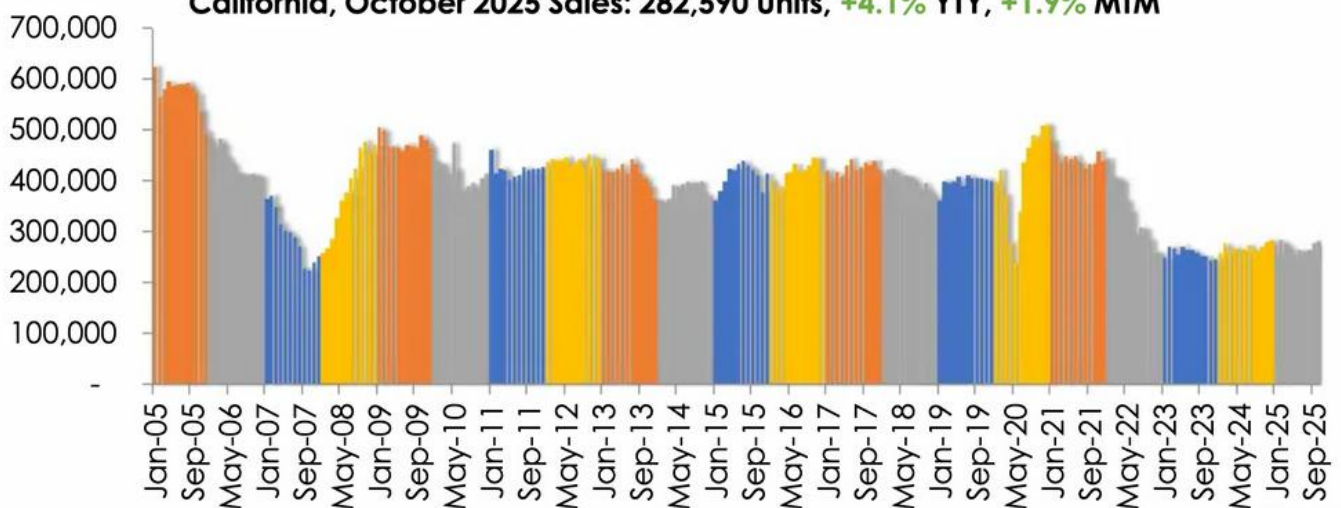


**Median
Days on Market**

32 days
+28.0% Y2Y

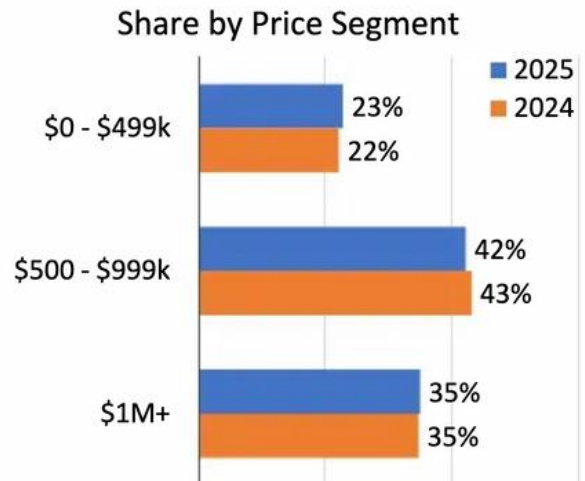
Sales continued to improve in October

California, October 2025 Sales: 282,590 Units, **+4.1% YTY**, **+1.9% MTM**



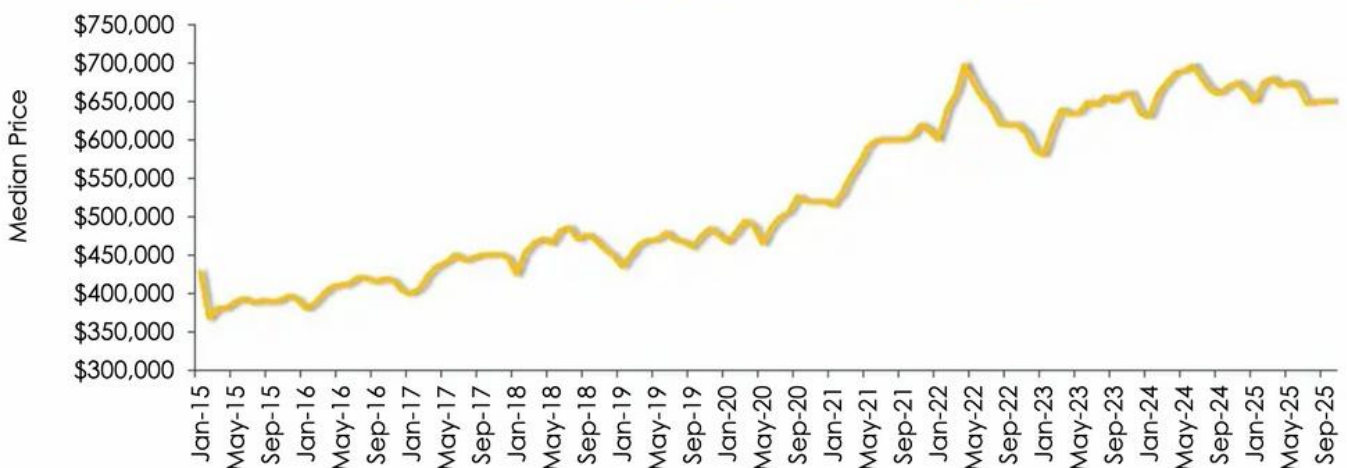
kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS, REALTY

Sales by price bracket

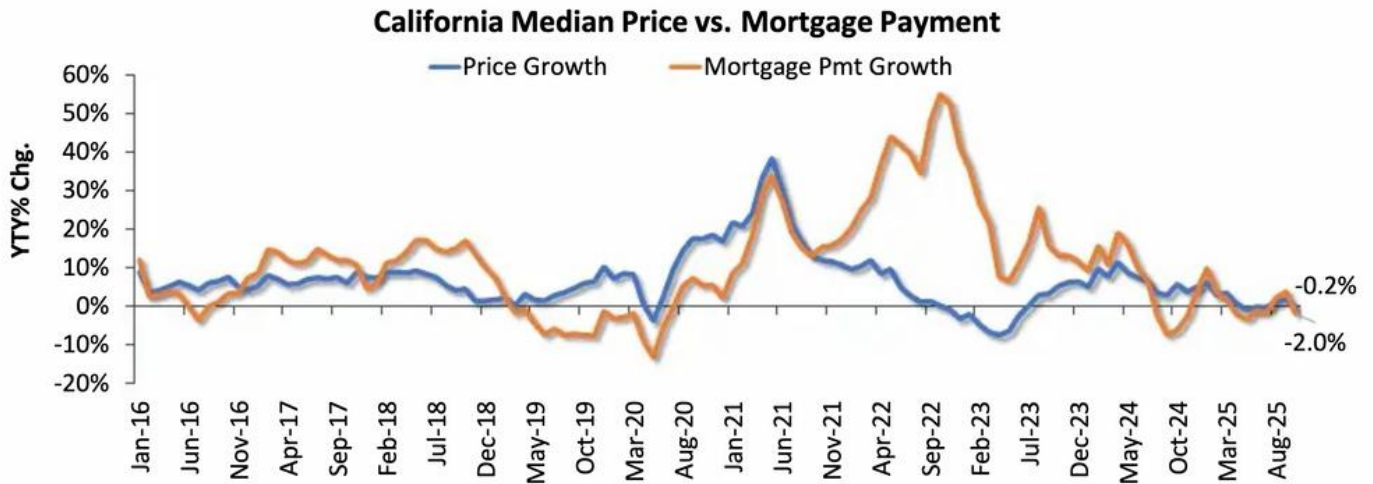


Condo/Townhome median price declined for 7 month in a row

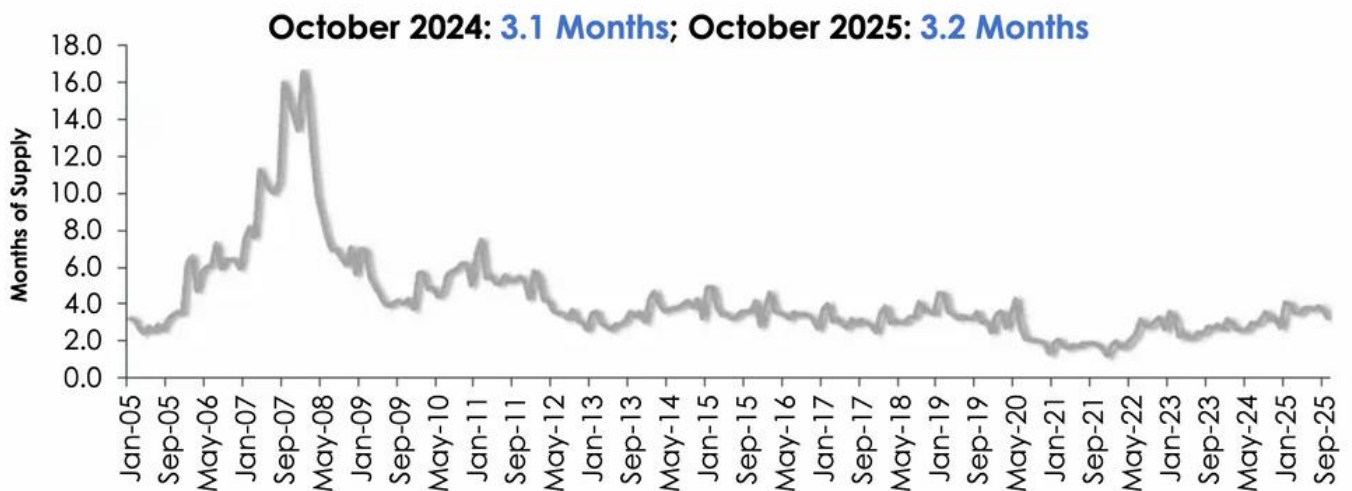
California, October 2024: **\$670,000**, October 2025: **\$650,000**



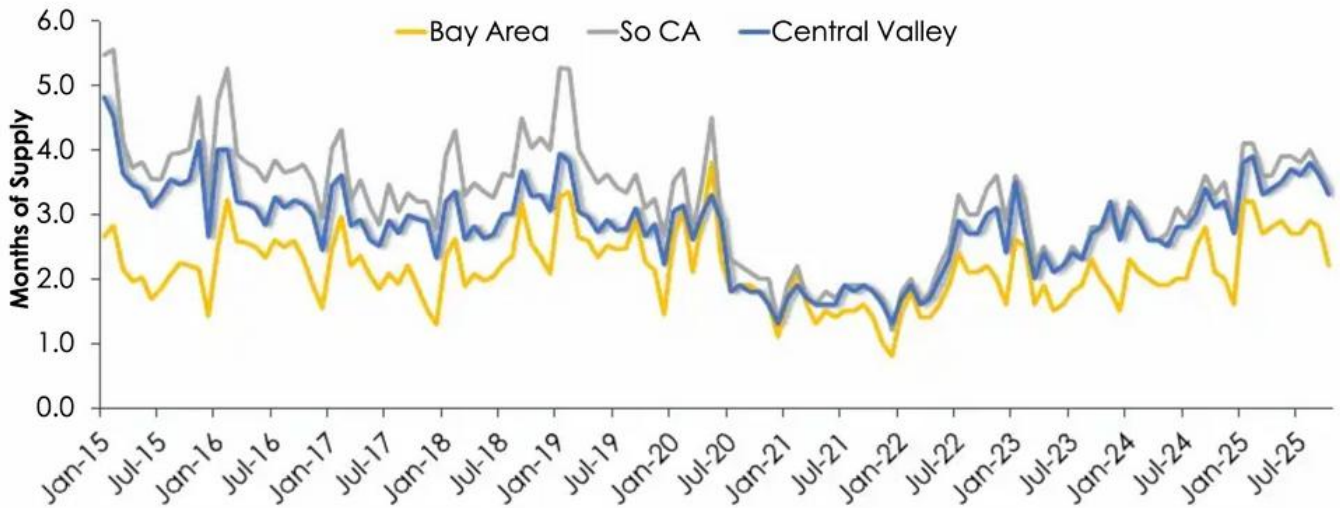
Mortgage payment growth subsides



Inventory up slightly from last year's level

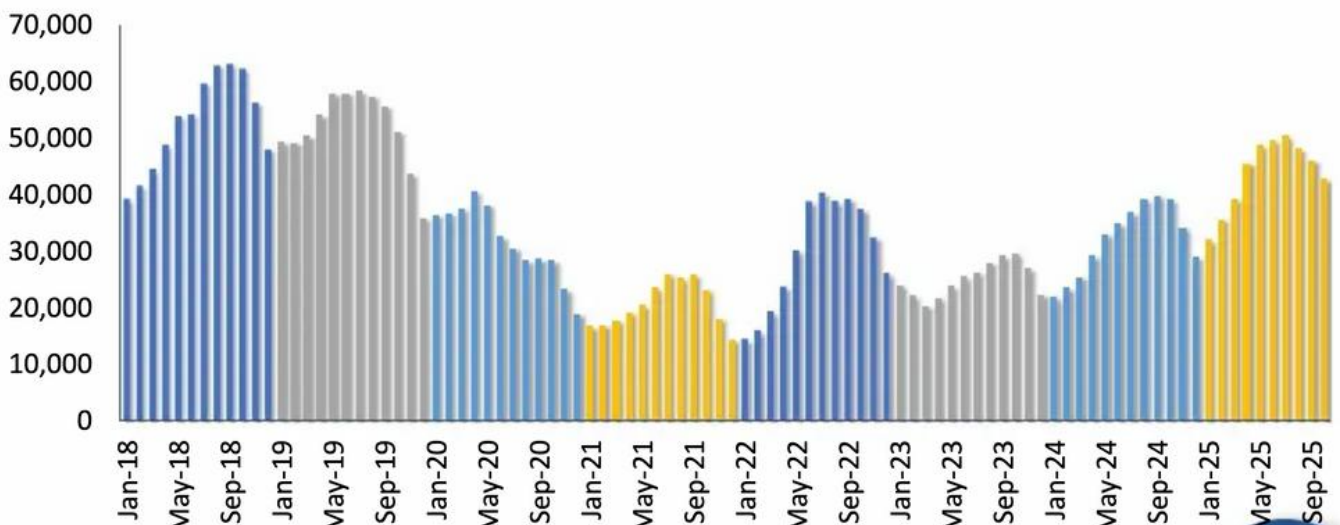


Unsold Inventory across major regions

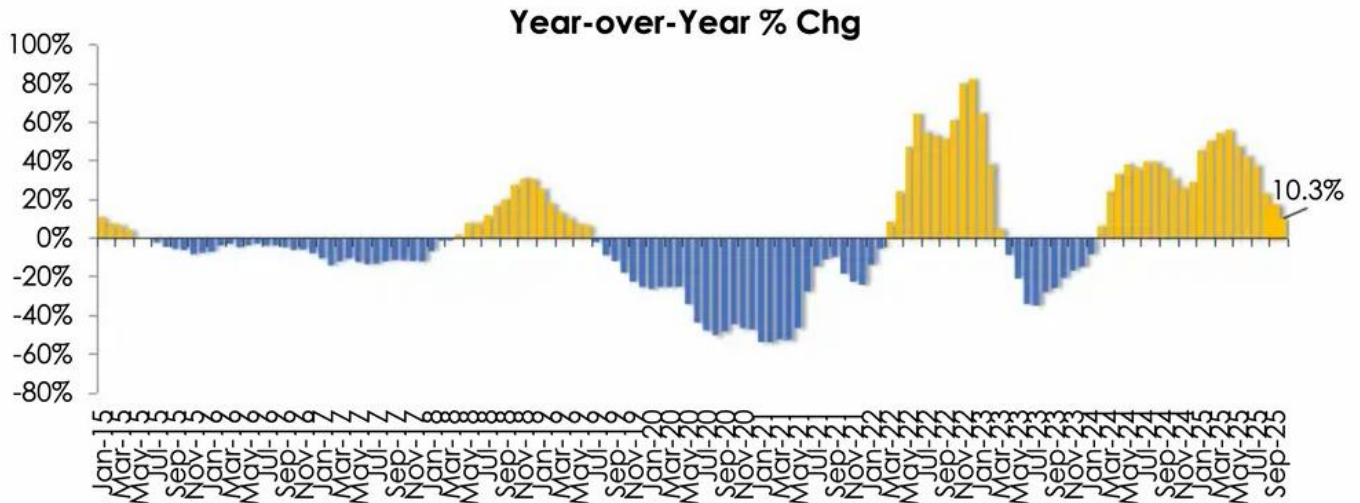


Active listings following seasonal patterns

California Active Listings by Month



Growth in active listings smallest since February '24



Time on market reached a plateau



OCTOBER 2025

Hawaii Statewide Real Estate Report

MEDIAN SALE PRICE MIXED IN OCTOBER

Hawaii State median sale price movement is mixed in October 2025, with the home price up 9% to \$1,055,998 and the condo price flat 0% to \$550,000 from last year.

HOME AND CONDO SALES UP IN OCTOBER

Hawaii State sales activity is up in October 2025, with home sales up 12% and condo sales up 3% from last year.

MARKET TIMES ARE UP IN OCTOBER

Hawaii State market times are up in October 2025, with the home Days on Market up 83% to 42 and the condo Days on Market up 41% to 55 from last year.

SINGLE FAMILY HOMES	THIS MONTH OCTOBER 2025	LAST MONTH SEPTEMBER 2025	LAST YEAR OCTOBER 2024
Median Sale Price	▲ \$1,055,998	\$1,035,000	\$965,000
Average Sale Price	▲ \$1,361,119	\$1,298,451	\$1,212,133
Homes Sold	▲ 554	549	494
Median Days on Market	▲ 42	41	23
Bid Ups	▼ 19%	21%	24%

CONDOMINIUMS	THIS MONTH OCTOBER 2025	LAST MONTH SEPTEMBER 2025	LAST YEAR OCTOBER 2024
Median Sale Price	\$550,000	\$525,000	\$550,000
Average Sale Price	▼ \$707,166	\$693,877	\$739,473
Condos Sold	▲ 555	512	541
Median Days on Market	▲ 55	51	39
Bid Ups	▼ 12%	12%	18%

KW NORTHERN CALIFORNIA AND HAWAII REGION

Leadership Team



LEANN HARRIS
Regional Director



TONY BRODIE
Regional Operating Partner



DEBBIE BRADLEY
Regional Operations Manager



ZACH YOUNGER
Regional Technology Director



HERB CATANIA
Regional MCA



CLAIRE MAGLALANG
Regional Marketing Admin



Where Entrepreneurs Thrive



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