



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

MONTHLY NEWSLETTER

JANUARY

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.



20
25



FAMILY REUNION

FEBRUARY 17 – 21, 2025 | LAS VEGAS, NV

REGISTER NOW

THERE'S STILL TIME TO REGISTER!

Family Reunion returns to Las Vegas in 2025. We couldn't stay away from the sights, sounds, and pulse of a world-class destination. Join us February 17-21 for epic keynotes, educational breakouts, training sessions, and networking events you need to succeed in any market. Give yourself space to learn and room to grow at FR25.



A photograph of Gary Keller, a man with grey hair, wearing a dark t-shirt, speaking at a podium. He has his hands clasped in front of him. The background is dark with some white lines on the right side.

CEO SUMMIT

WITH GARY KELLER

REGISTER NOW

CEO SUMMIT
FEBRUARY 17, 2025
12:00 PM – 5:00 PM

Timely Topics. Transformative Ideas. CEO Summit brings together leading thinkers, authorities, authors, and influencers to discuss the most important topics affecting your life and business today. From branding and wealth-building to marketing and health, you'll fill up on information you can use to recharge, renew, and break through to new levels of personal and professional achievement. Join Gary Keller and KW leaders in conversation with engaging keynote speakers who will open your mind to transformative ideas and inspire you to think big.



20
25



**FAMILY
REUNION**

February 17 – 21, 2025
Mandalay Bay, Las Vegas

KWRI SPEAKERS



**ALEXIA
RODRIGUEZ**

Chief Executive Officer,
KW Cares



**ALICIA
SHEPHERD**

Vice President,
KW Commercial



**BRETT
TANNER**

Community Leader,
KW Wealth



**CAROLINE
HUO**

Director of Professional
Development, KW Luxury



**CHRIS
COX**

Chief Technology and
Digital Officer at Keller
Williams



**CODY
GIBSON**

VP, KW MAPS Coaching



**CYNTHIA
LEE**

President, KW
Commercial



**DEANA
WATSON**

Community Leader,
KW Military



**GARY
KELLER**

Executive Chairman of
the Board



**JAMIE
KERN LIMA**

Founder of IT Cosmetics,
First Female CEO of
L'oréal, and New York
Times Best-Selling Author



**JASON
ABRAMS**

Head of Industry and
Learning



**JAY
PAPASAN**

VP of Strategic Content



**JULIA
ISRAEL**

Head of Inclusion and
Belonging



**MO
ANDERSON**

Board Member

20
25



**FAMILY
REUNION**

February 17 – 21, 2025
Mandalay Bay, Las Vegas

COME SUPPORT OUR NORCAL & HAWAII SPEAKERS!



**ALISHA
SIMPKINS**
KW Chico



**CAROLINE
HUO**
KW Peninsula Estates



**CLAUDIA
MILLS**
KW Oakland



**DAN
IHARRA**
KW Honolulu



**DAVID
GUNDERMAN**
KW Oakland



**JOEY
WANG**
KW Walnut Creek



**LARA
SCHOEPPNER**
KW Maui West



**LEANN
HARRIS**
Regional Director



**MARK
SALCIDO**
KW Merced



**MICHELLE
CROSBY**
KW Folsom



**RACHAEL
OCELLO**
KW Walnut Creek



**SHELBY
RYBURN**
KW Folsom



**WILSON
LEUNG**
KW Peninsula Estates



**ZACH
YOUNGER**
Regional Technology
Director

Fire Relief Fundraiser



Help Support California Agents

A portion of the proceeds from this shirt will be donated to KW Cares, supporting those impacted by the Los Angeles fires. Your purchase helps make a difference!

DONATE HERE





Supporting Our KW SoCal Family

CASH DONATIONS

The best way to assist is through monetary contributions to KW Cares. Every dollar matters and will directly help those in need. Visit [KWcares.org](https://www.kwcares.org) to donate now!



GIFT CARDS

Mail your gift cards to:

📍 KW Regional Office

Attn: Hannah Ordonez

15910 Ventura Blvd, Suite 101, Encino, CA 91436

📍 KW Inland Empire Region

Attn: Mahasa Khadir

2790 Madison Ave, Ste 200, Temecula, CA 92590

HOUSING SUPPORT

If you or someone you know has available housing, please email **JoJo Madlung** at kwrg16@kw.com.



TOP *Performers*

DECEMBER 2024

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 December 2024

TOP PERFORMERS

CLOSED *Units*

#1 JULIE WYSS

LOS GATOS ESTATES

#2 KRIS MARES

PENINSULA ESTATES

#2 MANPREET NAGI

STOCKTON

#2 OLEG MINZU

ROSEVILLE

#2 THE FELICIANO GROUP

HONOLULU

**DEC
2024**

TOP PERFORMERS

CLOSED *Units*

#1 THE YOSEMITE REAL ESTATE
FRESNO

#2 MOON REAL ESTATE GROUP
WALNUT CREEK

#3 TEAM BEDI
PLEASANTON / LIVERMORE

#3 MICHAEL SOARES REAL ESTATE
SACRAMENTO METRO

#5 RINGO LIU & NANCY MACH
OAKLAND

#5 SATYA DASARI TEAM
CUPERTINO

#5 GOWTHAMI LAKSHMAN TEAM
PLEASANTON / LIVERMORE

#5 LABRA-BUCKNER TEAM
SANTA ROSA

#5 PHILLIP MAY & CAROL MAGHONEY
KW MERCED

DEC
2024

TOP PERFORMERS

CLOSED *Units*

TOP GROUPS

#1 THE GUNDERMAN GROUP
FOLSOM

#1 THE KAL JOHAL TEAM
YUBA SUTTER

#3 THE MORE REAL ESTATE GROUP
FOLSOM

#4 THE RENEE WHITE TEAM
WALNUT CREEK

#5 KULDA GROUP
PENINSULA ESTATES

DEC
2024

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

CLOSED *Volume*

#1 TUAN NGUYEN

SACRAMENTO METRO

#2 JULIE WYSS

LOS GATOS ESTATES

#3 FAN WANG

CUPERTINO

#4 ANTHONY KOUTSOS

SAN FRANCISCO

#5 LAURA BRYANT

PENINSULA ESTATES

**DEC
2024**

TOP PERFORMERS

CLOSED *Volume*

TOP TEAMS

#1 TEAM BEDI

PLEASANTON / LIVERMORE

#2 RED DOOR REAL ESTATE

CUPERTINO

#3 WANG MULTIFAMILY GROUP

WALNUT CREEK

#4 THE YOSEMITE REAL ESTATE

FRESNO

#5 MOON REAL ESTATE GROUP

WALNUT CREEK

DEC
2024

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

CLOSED *Volume*

TOP GROUPS

**#1 MONTEREY PENINSULA
HOME
CARMEL**

**#2 THE GUNDERMAN GROUP
OAKLAND**

**#3 THE RENEE WHITE TEAM
WALNUT CREEK**

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

**#5 ZEN COAST HOMES
PENINSULA ESTATES**

**DEC
2024**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

LISTINGS *Taken*

#1 SARAH BELL

KW MERCED

#2 LES PALIA

DANVILLE

#2 KRISTOPHER MARES

PENINSULA ESTATES

#4 ANDREW J MADRID

KW BIG ISLAND

**DEC
2024**

TOP PERFORMERS

LISTINGS *Taken*

#1 WANG MULTIFAMILY GROUP

WALNUT CREEK

#2 FRANCO MOBILE HOMES

SILICON CITY

#3 JB REALTY GROUP

SACRAMENTO METRO

#3 DAVENPORT REAL ESTATE GROUP

LOS GATOS ESTATES

#5 WALSH REAL ESTATE GROUP

YUBA SUTTER

#5 MICHAEL SOARES REAL ESTATE

SACRAMENTO METRO

#5 TEAM BEDI

PLEASANTON / LIVERMORE

DEC
2024

TOP PERFORMERS

LISTINGS *Taken*

TOP GROUPS

#1 THE KAL JOHAL TEAM

YUBA SUTTER

#2 THE MORE REAL ESTATE GROUP

FOLSOM

#3 THE 808 TEAM

KW MAUI WEST

#3 THE RENEE WHITE TEAM

WALNUT CREEK

#5 BERRI REAL ESTATE TEAM

PENINSULA ESTATES

#5 ELIZABETH OLCOTT AND ASSOCIATES

SAN FRANCISCO

DEC
2024

KW NORTHERN CALIFORNIA AND HAWAII REGION



NEW *Associates*

DECEMBER 2024

KW NORTHERN CALIFORNIA AND HAWAII REGION

NEW ASSOCIATES *Partners*

DECEMBER 2024

JAVIER ALVAREZ	CARMEL
CHANG QUAN	CUPERTINO
XIATING CHEN	CUPERTINO
YU-HSIA LO	CUPERTINO
WAMUYU KAIGWA	CUPERTINO
LAMAAN MOSHENI BEHBAHANI	CUPERTINO
CAROLINE VACCAREZZA	CUPERTINO
DANTE SEGURA	DANVILLE
ELENA OROPEZA	DANVILLE
ISJHAN AWASHTHI	DANVILLE
EKTA KATARIA	DANVILLE
MANISH ANAND	DANVILLE
MARGARET FIGUEROA	DANVILLE
LISA WOEST	DANVILLE
ADRIANA BERGER	DANVILLE
AISHA NAEEM	DANVILLE
AMEINA HILL	ELK GROVE
WAYNE STACY GONZALES	ELK GROVE
ANROOP BOPARAI	ELK GROVE
STEFANIE BOURQUE	ELK GROVE

PRETRINA KENNEDY	ELK GROVE
LOAN ARDELEAN	ELK GROVE
VAMBA FREEMAN	ELK GROVE
ZUYING TENG	ELK GROVE
SAMANTHA HEW	FOLSOM
KARUNA KHANNA	FREMONT
MARGIE JOSE	HONOLULU
LEANNE KWOCK	HONOLULU
DIXON DAVIS	HONOLULU
MARISA KHANTHAVONG	HONOLULU
HALEY CHAN	HONOLULU
MICHAEL MARCOTTE	KW BIG ISLAND
SUSANA MEDIOS	KW MAUI WEST
VANNIA VALDES	KW MAUI WEST
BRUCE BENNER	KW MAUI WEST
SARAH GOLDEN	KW MAUI WEST
TAMRA VASQUEZ	KW MAUI WEST
EVELYN INIGUEZ	KW MERCED
STACEY SILVA	KW MERCED
JEREMY CLOVER	KW MERCED

NEW ASSOCIATES *Partners*

DECEMBER 2024

ALESSANDRO CARRASCO	KW MERCED
TRICIA COPFER	LOS GATOS ESTATES
JULIE MARIE STACEY	LOS GATOS ESTATES
QIAOQI LI	LOS GATOS ESTATES
NAOMI HAAS	LOS GATOS ESTATES
KRIS FOX	MODESTO
RAMANDEEP BRAR	MODESTO
NICHOLE MONTROUIL	MODESTO
EMILYN JAZMIN INESTROZA	OAKLAND
RHONDA GUESS	OAKLAND
PRIYANKA SINGH	OAKLAND
JAMES POTTS	OAKLAND
KIM BOYER	OAKLAND
CHRISTINA LEE NGUYEN	PENINSULA ESTATES
GURPREET BOLINA	PLEASANTON / LIVERMORE
JOHN ARROUSEZ	PLEASANTON / LIVERMORE
TAYLOR BURRISE	ROSEVILLE
MERIDITH NAKATA	ROSEVILLE
ALEXIS MARTIN	SACRAMENTO METRO
ZAKARIYA PIRZADA	SACRAMENTO METRO

CHRISTIAN CATON	SACRAMENTO METRO
ASHLEY CHATFIELD	SACRAMENTO METRO
AMANDA RODRIGUEZ	SACRAMENTO METRO
RAY UPCHURCH	SACRAMENTO METRO
JASMINE KAUR	SACRAMENTO METRO
MICHAEL DICKHOFF	SACRAMENTO METRO
SHERRY DICKHOFF	SACRAMENTO METRO
ELLIOT JONES	SACRAMENTO METRO
ROSA CASTILLO	SACRAMENTO METRO
KSENIA YEVDOKIMOVA	SAN FRANCISCO
JASON RODRIGUEZ	SJ - SILICON VALLEY
NICHOLAS RODRIGUEZ	SJ - SILICON VALLEY
MIN JIANG	SJ - SILICON VALLEY
SANDRA SIBILIA	SANTA ROSA
RAYMOND DERAS	SILICON CITY
EDUARDO GALLO	SILICON CITY
NGUYEN CHAU	SILICON CITY
RYAN EMBRY	SILICON CITY
DIANA LUNARDI	SILICON CITY
CHERICE MADRIGAL	STOCKTON

NEW ASSOCIATES *Partners*

DECEMBER 2024

DEBRA JENSEN	STOCKTON
VELMA MORGAN-JOHNSON	STOCKTON
ROSIE CALDERON	STOCKTON
KAREN BRODERICK	VACA VALLEY-WINTERS CALIFORNIA
ROBERT DOELAND	VACA VALLEY-WINTERS CALIFORNIA
TAYLER ZUMBO	WALNUT CREEK
NATALIA METTS	WALNUT CREEK
ZACHARY AICHROTH	WALNUT CREEK
PETER PAREDERO	WALNUT CREEK
JACK WILLIAMS	WALNUT CREEK
EMIRIA SALZMANN	WALNUT CREEK
DENNIS TABORA	WALNUT CREEK
SINDY SIS	WALNUT CREEK



TrendGraphix

YOUR HOME FOR REAL ESTATE DATA



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

MLS market data. Reimagined.

INTRODUCING FACTS & TRENDS
BY TRENDGRAPHIX



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

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



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Zachary Lenoir

Regional Account Manager

Trendgraphix, Inc.

Direct: (916) 978-4243

Email: zlenoir@trendgraphix.com

THE HIDDEN COST OF *Busyness*

*"If busyness is your drug, rest will feel like stress."
— Dr. John Delony*

THE HIDDEN COST OF *Busyness*

The Hidden Cost of Busyness

University of Chicago and Shanghai Jiao Tong University researchers discovered the answer to why we just can't sit still.* They asked participants to take a survey and choose between idleness or busyness. Option A was to hand in their survey next door and do nothing for 15 minutes. Option B was to walk across campus to deliver it, staying busy the whole time. Either way, they scored a piece of chocolate.

Here's the thing. Nearly twice as many participants chose busyness. They only needed a trivial justification like the type of chocolate they'd get. Even more telling, the study showed that those who stayed busy were happier. The researchers noted, "Our research suggests that many purported goals that people pursue may be merely justifications to keep themselves busy."

This highlights something profound – we're wired to avoid idleness. Unfortunately, this often comes at the expense of our time, energy, and priorities. It's a tendency many successful people recognize and it's a cornerstone of the busyness trap, which I've written about before.

In a recent episode of The ONE Thing podcast ([Apple](#) / [Spotify](#)), I explore the costs of busyness. Even though we may feel happier in the moment, it leads to increased stress, diminished empathy, and hindered progress on our priorities. I also share some strategies for combating busyness.

When I'm working with someone who points to how busy they are, I immediately wonder what they are hiding from. Busyness is a great place to hide from work that matters.

One question to ponder in your thinking time: What am I busy avoiding?

Make an Impact!
Jay Papasan

Best Year Ever:

**REACH YOUR GOALS
WITH THE 411**

Keller  NK

Best Year Ever:

REACH YOUR GOALS WITH THE 411



The year 2025 has officially entered the chat. Starting a new year has a way of making us want to take a step back and look at our goals, priorities, and strategies—or GPS—for the months ahead. And while we spoke in depth about the GPS in our [last blog](#), let's talk about another tool we like to use when we want to focus on our goals and get our plans into gear: the 411.

The 411 is a productivity tool that helps us organize and visualize our priorities for the week, month, and year ahead. It represents 4 weeks, 1 month, and 1 year of goals. Using the 411 for both your work and personal life can allow you to break down your biggest goals into bigger, achievable things. We call these big goals our Big Rocks. And if we commit to holding ourselves to our 411s, we can focus on the Big Rocks that will take us where we want to go. What would be possible if every week you had absolute clarity on your priorities?

Organizing those annual Big Rocks into monthly and weekly action items gets us clear on what we need to do to succeed. And when we use these 411s in action, aka commit to following them and sharing them with our teams, we know what our roles and responsibilities are. This enhances our performance as a team and as individuals, creates accountability, and gets everyone moving in the right direction.

Success isn't about doing everything, it's about doing the right thing. Our tasks and to-dos can take over our days. We get lost in checking off items on our list instead of focusing on the big things that will allow us to reach our goals.

To move toward success, we need to figure out what matters most to us.

Find Your 20 Percent

Before we begin filling out our 411, we have to get clear about our priorities. Like we said, a 411 isn't a "to-do-list" for us to fill up with every little thing we must do on a day-to-day basis. It's a success-oriented list. The only things that belong on your 411 are the personal and professional action items and goals that, when completed, will allow you to live the biggest life possible.

Best Year Ever: REACH YOUR GOALS WITH THE 411

You've probably heard of the 80/20 Principle. But if you are unfamiliar with it, it's a principle that postulates that 80 percent of our results are derived from only 20 percent of our efforts. The idea was conceived by economist Vilfredo Pareto in the early 1800s when he noticed that 20 percent of landowners owned 80 percent of the land in Italy. And since his observation, the relationship has been found in numerous other areas from our businesses to the frequency we wear certain clothes in our closet.

The point is nothing matters equally. There are things that outweigh others when it comes to what's important in our lives. Your 20 percent items are your Big Rocks in your 411. Once you find your Big Rocks for the year, you can Goal-Set to the Now and plan your weeks and months accordingly. This will hold you accountable to your big goals

Create Your 411

Once we know what our 411 should consist of (our Big Rocks), we can fill it out. You can find a template for 411s [here](#). What's important is that you first fill out your annual goals, and then each week and month you create your smaller 411s that are in line with those big goals. Keep business and personal in two separate categories in the same document.

Everything you list under "Annual Goals" is a big-ticket item. You should also list things in order of importance, so take your time when coming up with yearly goals. If you read our last newsletter about the GPS, this is a good place to start. If you know your big goals and priorities, your annual 411 should be easy to fill out. One thing to think of when you are creating your 411 is whether these goals are accountable. You can find out if they are by asking these questions:

- 1. Is the goal written as a specific, measurable activity instead of a result?**
- 2. Does it have a clear deadline or time frame for success?**
- 3. Is it within my control?**
- 4. Can an objective third party clearly see where the finish line is?**

Keeping your goals accountable makes your success formulaic and allows you to focus on doing the right activities and building habits to reach these large, specific goals. It lets you to measure your success so that you can track standards and progress along the way.

Once you feel good about the annual goals you have set, you can then start thinking in months. What's the biggest thing you can do this month to get you on track to meeting your yearly goal? For example, if your yearly goal is to take a trip to Greece, you wouldn't list a monthly goal as "fly to Greece." You would break down what needs to happen in order for you to take that trip and set measurable goals toward achieving it. First, you may want to focus on making sure you have the right finances for the trip. This could include checking your annual budget for recreation. If you make sure that your monthly goal is seeing that your finances are in line for your trip, you are sure to be on track to reaching that annual goal.

After you've filled out your monthly goals, you can apply the same idea to creating your weekly goals but in smaller steps. What do you have to do this week in order to make sure you have the right amount for a trip to Greece? Maybe you need to call your accountant or have a family meeting with your spouse to go over your budget. Whatever will put you on track toward achieving your monthly goal should be at the top of your weekly 411.

Best Year Ever: REACH YOUR GOALS WITH THE 411

When all of these steps are complete, make sure they add up. Are these steps really getting you to that big goal? If they're not, reassess your plan and priorities. If they are, then you need to start time blocking your activities to make sure you get what you need to get done, done.

Time Block Your Productivity

Time blocking is the strategy of scheduling and protecting your time so that you spend your most productive hours on your most productive tasks. You can write your big rock at the top of your weekly 411, but if you don't have actual, scheduled time on your calendar to work on it and follow through with your intentions, all your hard work envisioning your best life goes to waste.

We will be doing a deep dive on time blocking in our next newsletter. Subscribe [here](#) so you don't miss it.

Be Accountable

As Gary Keller likes to say, no one succeeds alone. This applies to our 411s, too. We tend to achieve our goals when we hold ourselves accountable to them. In this case, we encourage you to meet with someone at the beginning of each week to go over your 411. Hopefully, it's someone who has a stake in your success. This could be your manager, your boss, your spouse, your counselor, or even your kids. The more involved they are, the more they will challenge your success and failures and work with you to find solutions to any problems you encounter.

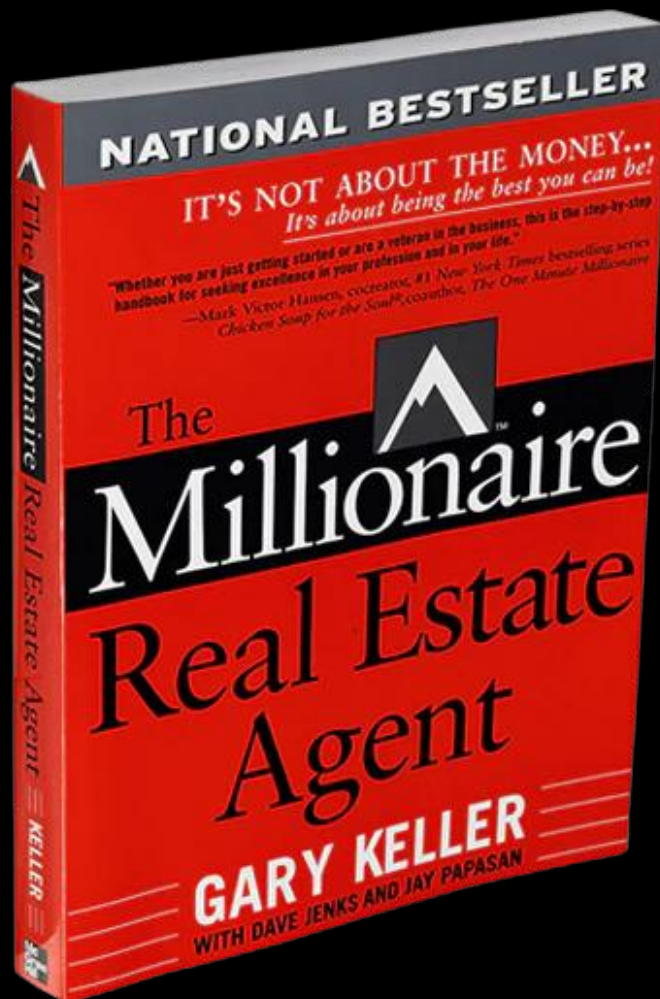
Remember, there are two parts of your 411: personal and business. If you feel comfortable, sharing your personal goals first is the best way to start your meeting. If things in your personal life aren't falling into place but your business is thriving, you may need to rethink the importance of your goals. When you are succeeding in your personal life, it also allows you to really focus on your business when you are in business mode. And vice versa—when we succeed in our work, our personal lives should be enhanced. Here are some questions your accountability partner can ask you when running through your 411 to keep you on track:

- 1. What was your goal last week?**
- 2. How did you do?**
- 3. Based on how you did, what are you going to do differently this week?**
- 4. How do you feel about that?**

If you commit to creating your 411 and being accountable to it, you will be able to truly track the progress of your biggest goals imaginable.

GET STARTED WITH THE MILLIONAIRE REAL ESTATE AGENT

GET YOUR COPY HERE!



NEW YORK TIMES & WALL STREET JOURNAL BESTSELLER

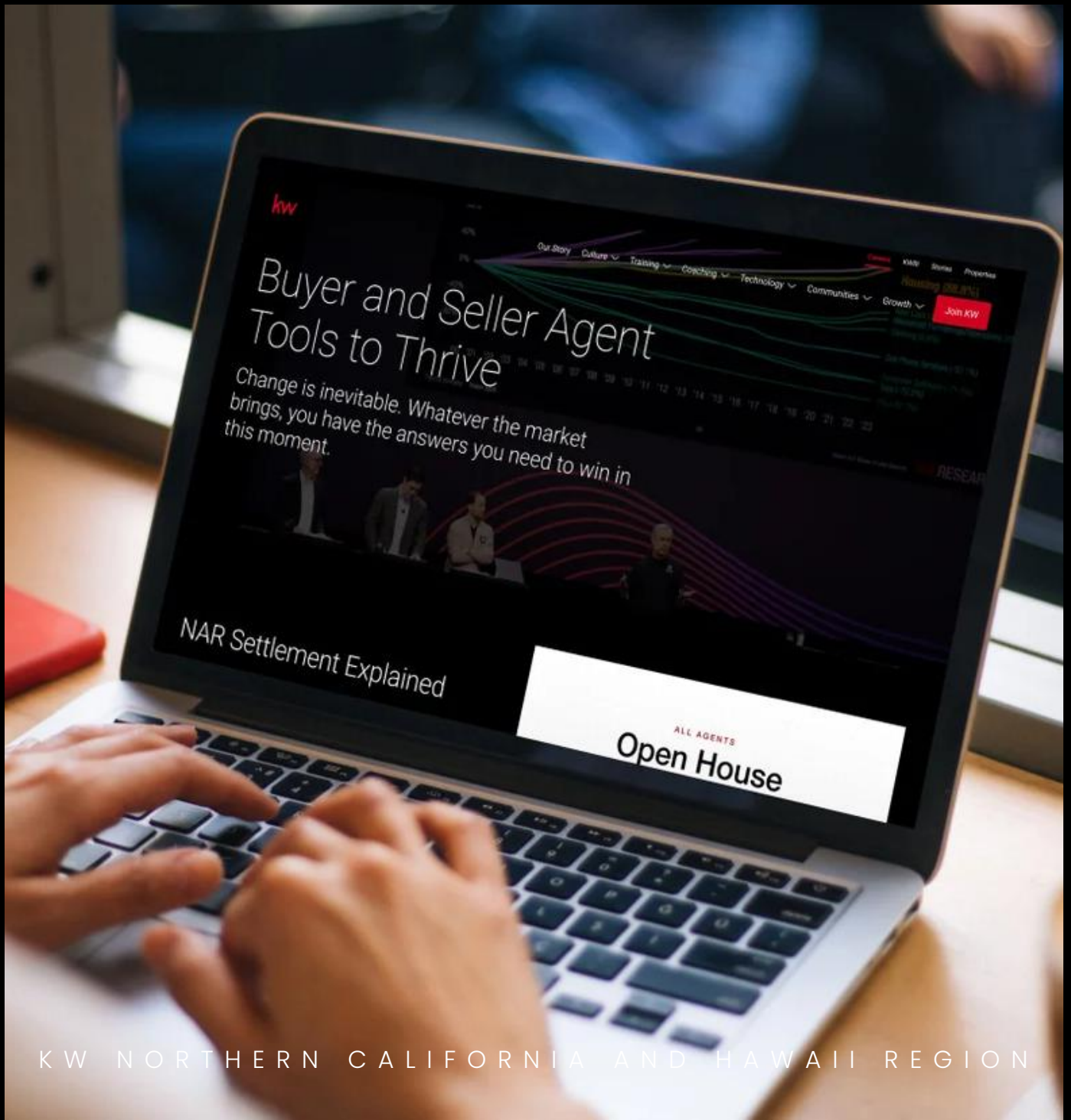
Solid foundations lead to extraordinary success. Get started on the path with the Red Book today.

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

BUYER AND SELLER AGENT TOOLS TO *thrive*

Change is inevitable. Whatever the market brings, you have the answers you need to win in this moment.

EXPLORE AGENT RESOURCES



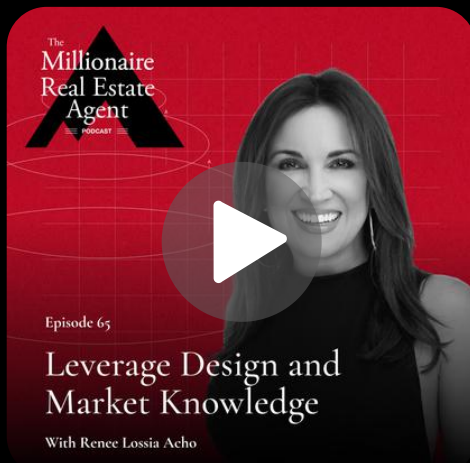
KW NORTHERN CALIFORNIA AND HAWAII REGION

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



JANUARY 2025 PODCAST HIGHLIGHT



LISTEN TO MORE PODCAST

KWRI *Events*



February 5 - 6, 2025

[REGISTER](#)

BUILD A \$100K PIPELINE IN 90 DAYS

Discover how to build your pipeline and power your business.



February 6, 2025

[REGISTER](#)

YOUR NEW COMMAND AGENT SITE

This hands-on training will assist with transitioning from your legacy KW Command agent site to your new and improved KW Command agent site!



February 6, 2025

[REGISTER](#)

COMMAND INNOVATION: NAVIGATING KW TECH UPDATES

Hear all about the latest and greatest updates within Command and CommandMC!



February 11, 2025

[REGISTER](#)

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

Hold onto your seats for an exhilarating journey from "Pipeline to Profit: Manage Your Transactions from Cultivate to Close" – an explosive, workshop-style training that's about to revolutionize your real estate game!

[VIEW MORE SCHEDULED AHEAD](#)



TRAININGS AND *Events*

KW NORTHERN CALIFORNIA AND HAWAII REGION



kw DANVILLE
KELLERWILLIAMS. REALTY

kw EAST BAY
KELLERWILLIAMS. REALTY

● First Step to BOLD

WED, FEB 12 9:00 AM – 2:00 PM

📍 TBD

● Step 2

WED, FEB 26 8:30 AM – 3:00 PM

● Step 3

WED, MAR 5 8:30 AM – 3:00 PM

● Step 4

WED, MAR 12 8:30 AM – 3:00 PM

● Step 5

WED, MAR 19 8:30 AM – 3:00 PM

● Step 6

WED, MAR 26 8:30 AM – 3:00 PM



FIRST STEP



FULL BOLD



JESSI WILLMANN

BOLD COACH

kw MAPS
COACHING



kw PENINSULA ESTATES
KELLERWILLIAMS REALTY

● First Step to BOLD

THU, FEB 13 9:00 AM - 2:00 PM

📍 Burlingame Masonic Lodge
145 Park Rd Burlingame, CA

● Step 2

THU, FEB 27 8:30 AM - 3:00 PM

● Step 3

THU, MAR 6 8:30 AM - 3:00 PM

● Step 4

THU, MAR 13 8:30 AM - 3:00 PM

● Step 5

THU, MAR 20 8:30 AM - 3:00 PM

● Step 6

THU, MAR 27 8:30 AM - 3:00 PM



FIRST STEP



FULL BOLD



JESSI WILLMANN

BOLD COACH

kw MAPS
COACHING

kw | REAL ESTATE PLANNER

20
25  FAMILY
REUNION

SUNDAY
16
FEBRUARY, 2025

Millionaire Mindset Workshop

🕒 12:00 PM - 04:00 PM

SUNDAY
16
FEBRUARY, 2025

Connect & Collaborate Mixer

🕒 06:00 PM - 08:00 PM

MONDAY
17
FEBRUARY, 2025

Educate & Elevate Mastermind

🕒 08:00 AM - 11:00 AM

kw | REAL ESTATE
PLANNER

February 16 | 12 PM – 4 PM

KW Real Estate Planner – Millionaire Mindset Workshop

Discover the strategies, mindset, and tools to build a \$1M+ real estate business.

[REGISTER](#)

February 16 | 6 PM – 8 PM

KW Real Estate Planner – Connect and Collaborate Networking Mixer

Join us for an evening of networking, great food, and meaningful conversations with top KW Agents.

[REGISTER](#)

February 17 | 8 AM – 11 AM

KW Real Estate Planner – Educate and Elevate Mastermind Session

Unlock the secrets to securing more listings and boosting your real estate business with actionable insights from top industry experts.

[REGISTER](#)

JUST CLOSED

\$9,600,000

SALE OF THE OAKMOORE GOLF COURSE!

CONGRATULATIONS!

Bill Johnson



Bill Johnson, one of our outstanding commercial agents from the KW Stockton office, has achieved a significant milestone for San Joaquin County by successfully closing a
\$9.6M sale of the Oakmoore Golf Course!

WELCOME

TO KW FOLSOM AND
THE NORTHERN CALIFORNIA
& HAWAII REGION

In just two months at KW Folsom, Shara achieved capping success, showcasing her dedication and expertise. Whether buying or selling, Shara's commitment to her clients and love for Folsom make her an exceptional resource.

kw FOLSOM
KELLERWILLIAMS.

Shara DZERIGIAN

kw

SACRAMENTO

REAL PRODUCERS®

CONNECTING. ELEVATING. INSPIRING.

COVER STORY

PARM ATWAL

STAR ON THE RISE

Kelley DuHain

PARTNER SPOTLIGHT

Premiere Home Staging

PAST CAREERS

Tom Comstock

Photo by Sarah Nelson Photography

NOVEMBER 2024

SILICON VALLEY

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.

PARTNER SPOTLIGHT

Callao Peruvian Cuisine

EVENT RECAP

Summer Send Off



COVER STORY

THE **KULDA** GROUP

Photo by Ashley Maxwell Photography

DECEMBER 2024





Around the Region

January Highlights in KW NorCal & Hawaii Region



New Year, New Opportunities: KW teams across the region kicked off 2025 with renewed energy and enthusiasm! From goal-setting sessions to strategic business planning, agents and leadership came together to set the stage for an incredible year ahead.

Festive Connections: Holiday cheer carried into January with celebrations, team gatherings, and collaborative events, reinforcing the strong bonds within our KW family. Laughter, gratitude, and shared successes made every moment memorable.



Growth & Collaboration: Leadership masterminds, business-building workshops, and vision board sessions fueled productivity and inspiration. Agents and leaders came together to strategize, innovate, and empower each other for success in the months ahead.

Community & Culture: Across the region, our teams showcased a culture of giving, unity, and support—whether through team-building events, leadership meetings, or impactful moments of connection that set the foundation for a prosperous 2025.



Looking Forward: With momentum from an inspiring January, the KW NorCal & Hawaii Region is ready to take on 2025 with passion, purpose, and a commitment to growth. Here's to an exciting year of opportunities, breakthroughs, and success!



HAPPY 5TH ANNIVERSARY

OPEN DATE: JANUARY 14, 2020

kw SANTA CLARA
VALLEY
KELLERWILLIAMS.

HAPPY 10TH ANNIVERSARY

OPEN DATE: JANUARY 6, 2015

kw SILICON CITY
KELLERWILLIAMS.

HAPPY 12TH ANNIVERSARY

OPEN DATE: JANUARY 7, 2013

kw BAY AREA
ESTATES
KELLERWILLIAMS.

HAPPY 19TH ANNIVERSARY

OPEN DATE: JANUARY 11, 2006

kw YUBA SUTTER
KELLERWILLIAMS. REALTY

HAPPY 9TH ANNIVERSARY

OPEN DATE: JANUARY 11, 2016

kw ADVISORS
KELLERWILLIAMS. REALTY
KW SAN FRANCISCO

HAPPY 5TH ANNIVERSARY

OPEN DATE: JANUARY 14, 2020

kw SANTA CLARA
VALLEY
KELLERWILLIAMS.

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 chart is set against a dark background with faint, repeating text like 'note' and 'finan' visible on the ground plane.

MARKET

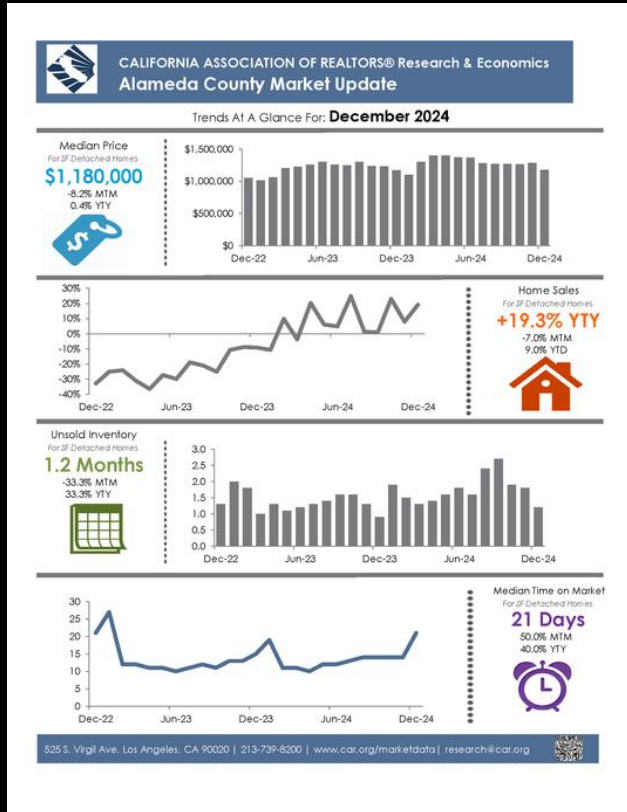
Stats

DECEMBER 2024

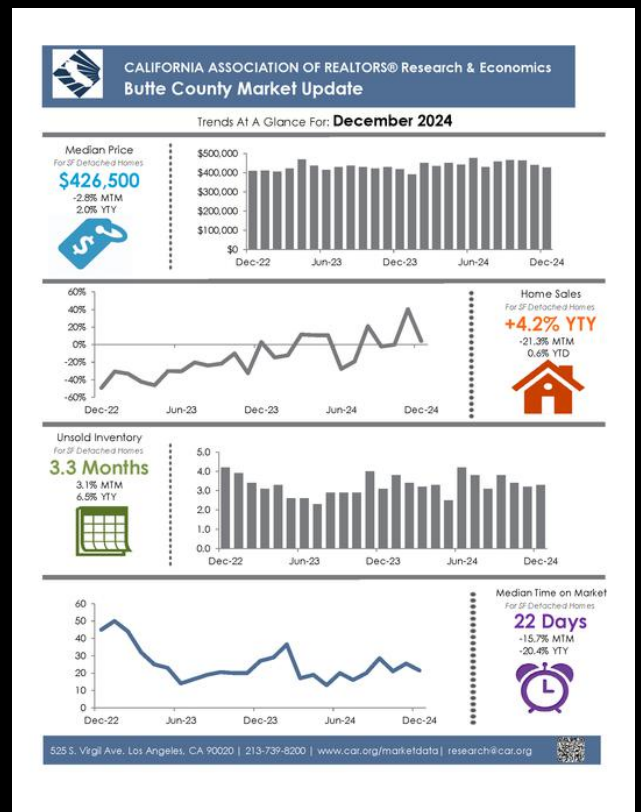
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: DECEMBER 2024

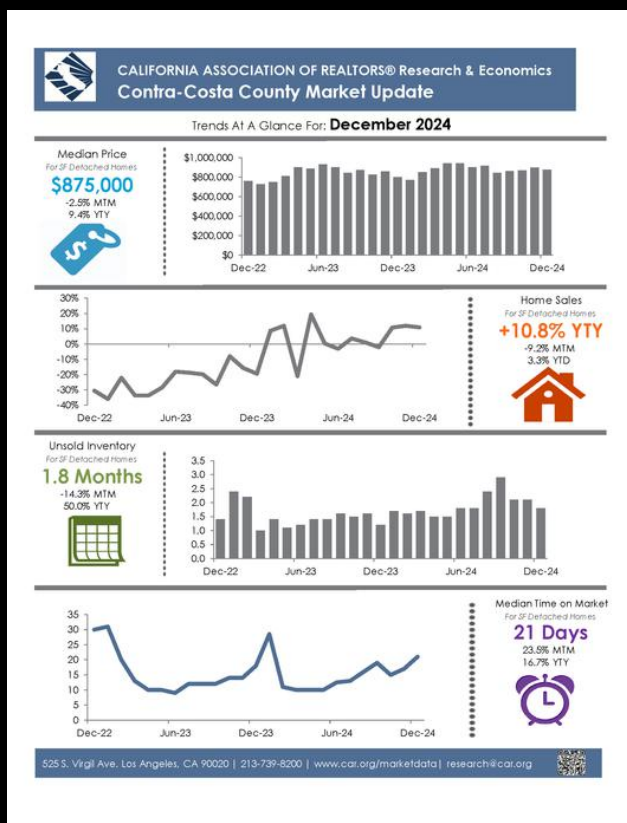
ALAMEDA MARKET UPDATE



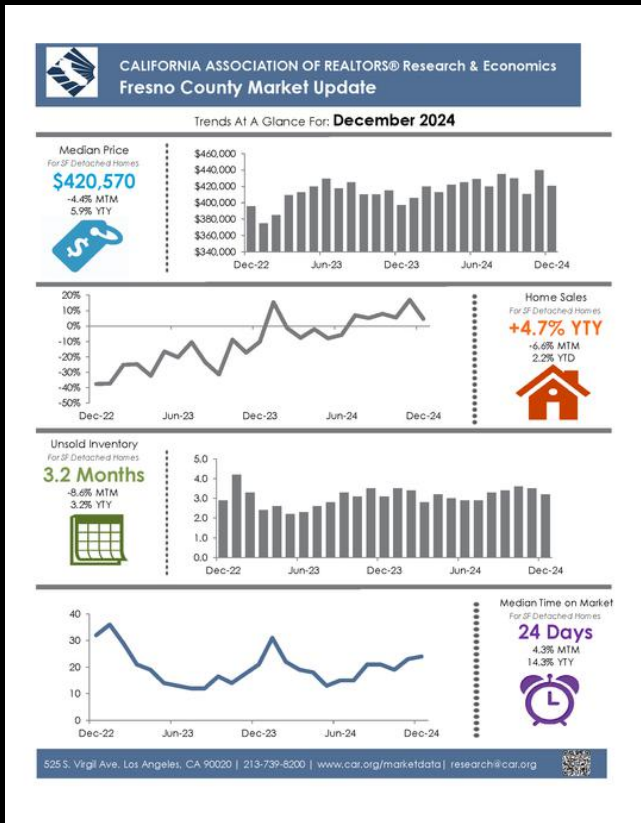
BUTTE MARKET UPDATE



CONTRA-COSTA MARKET UPDATE



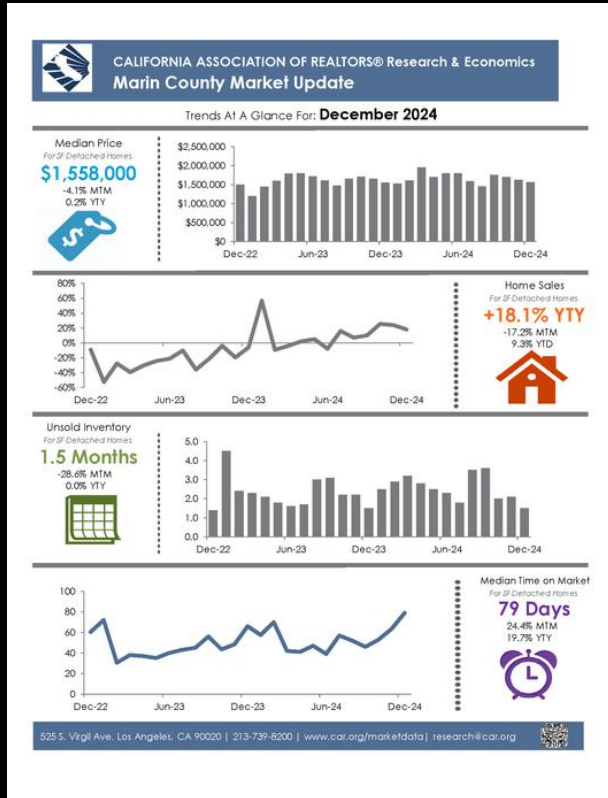
FRESNO MARKET UPDATE



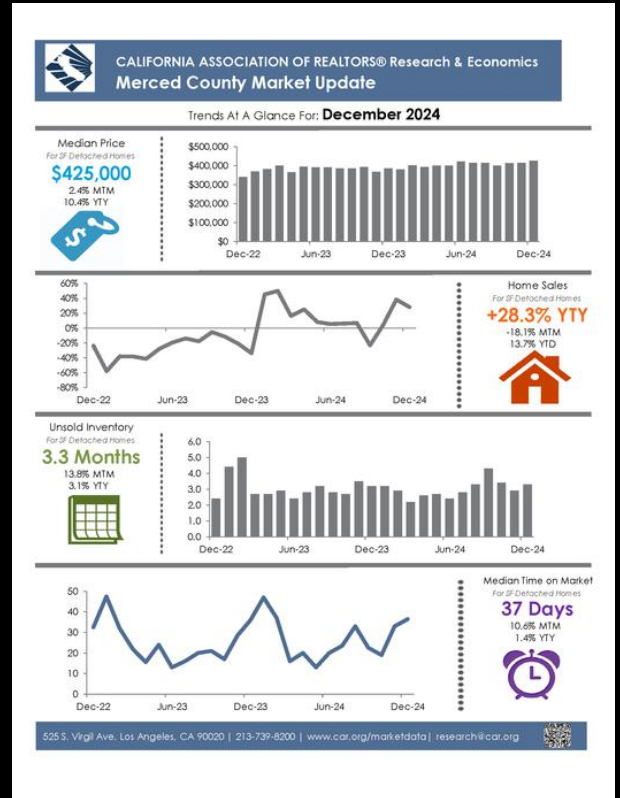
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: DECEMBER 2024

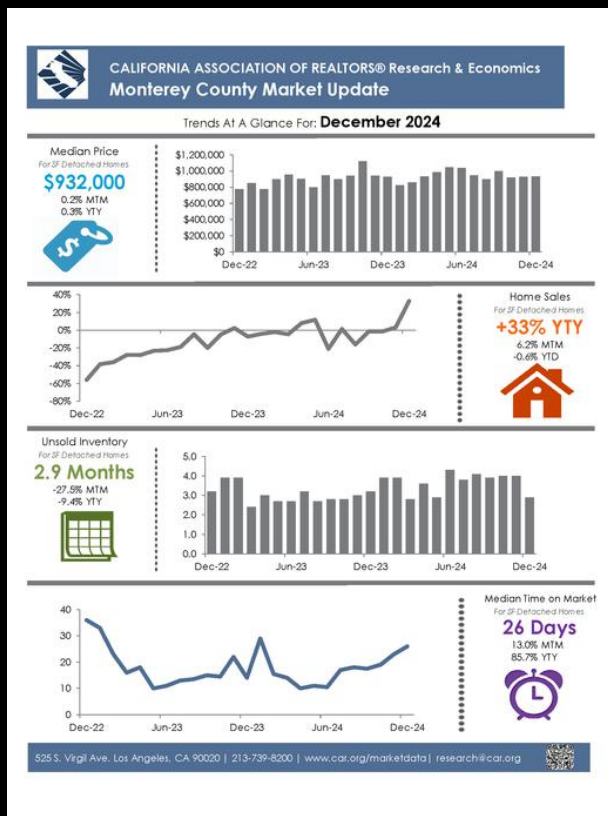
MARIN MARKET UPDATE



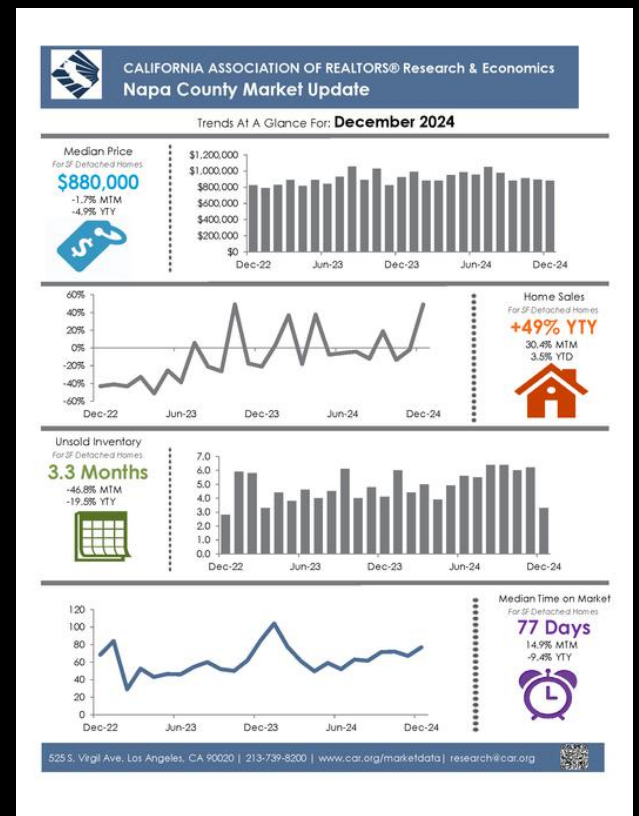
MERCED MARKET UPDATE



MONTEREY MARKET UPDATE



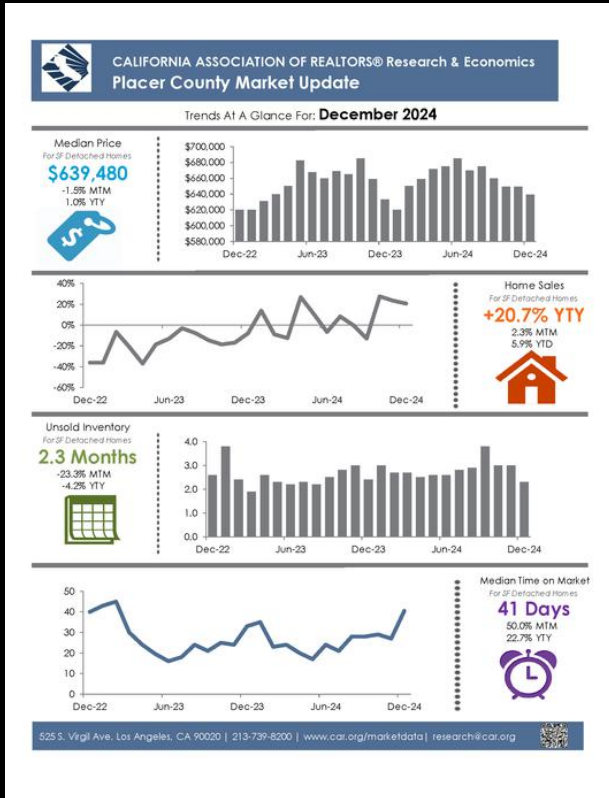
NAPA MARKET UPDATE



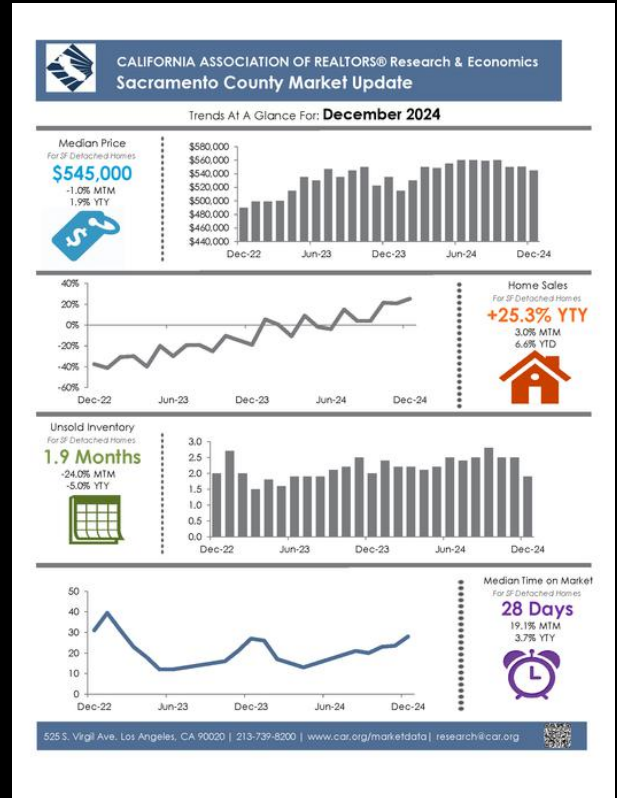
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: **DECEMBER 2024**

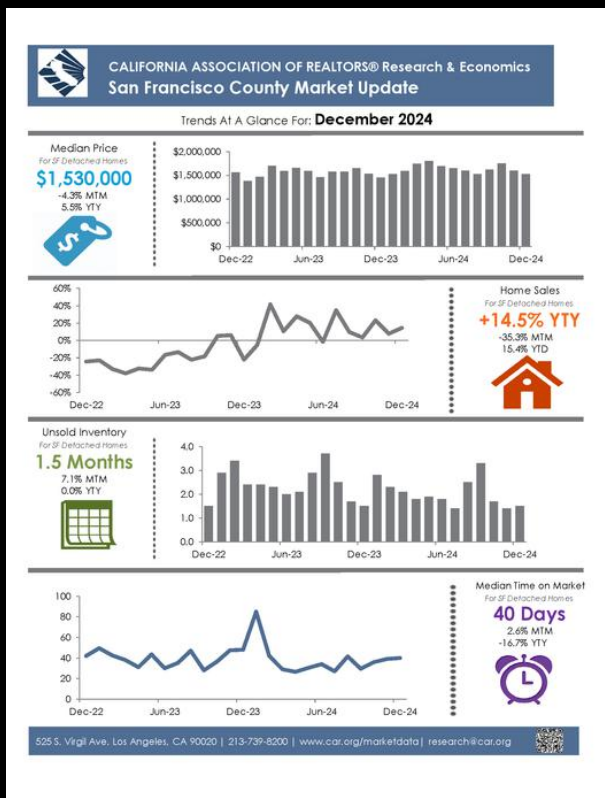
PLACER MARKET UPDATE



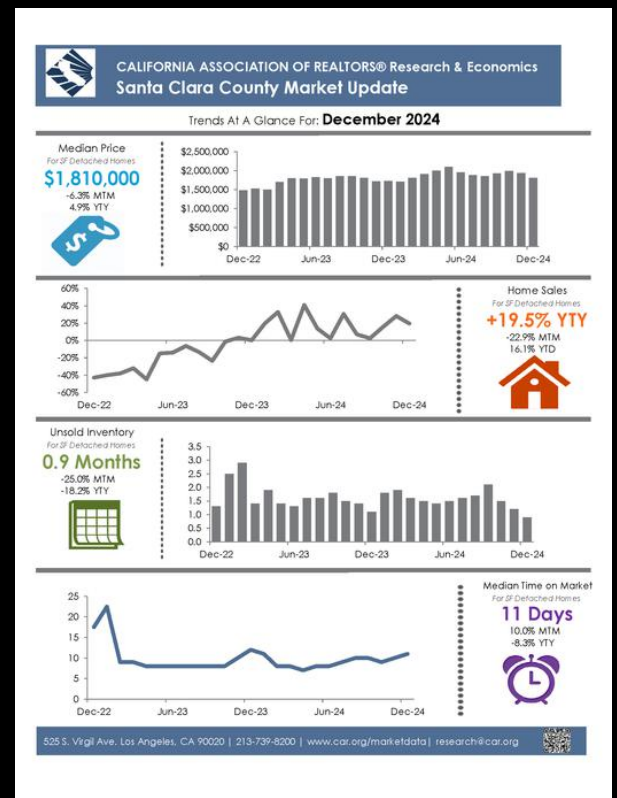
SACRAMENTO MARKET UPDATE



SAN FRANCISCO MARKET UPDATE



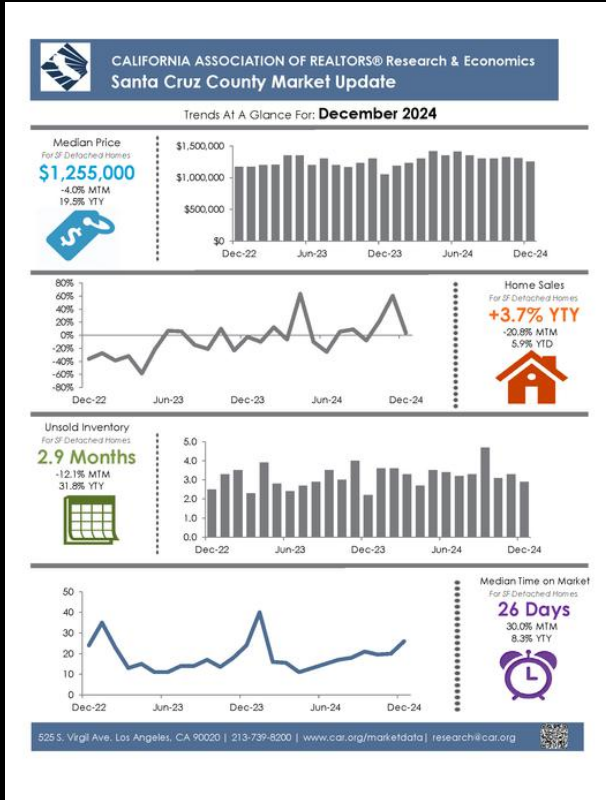
SANTA CLARA MARKET UPDATE



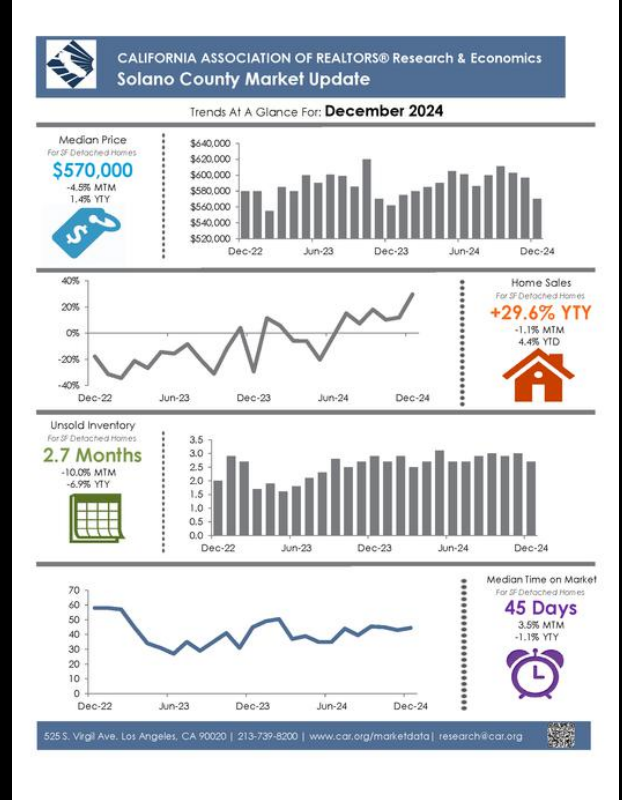
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: DECEMBER 2024

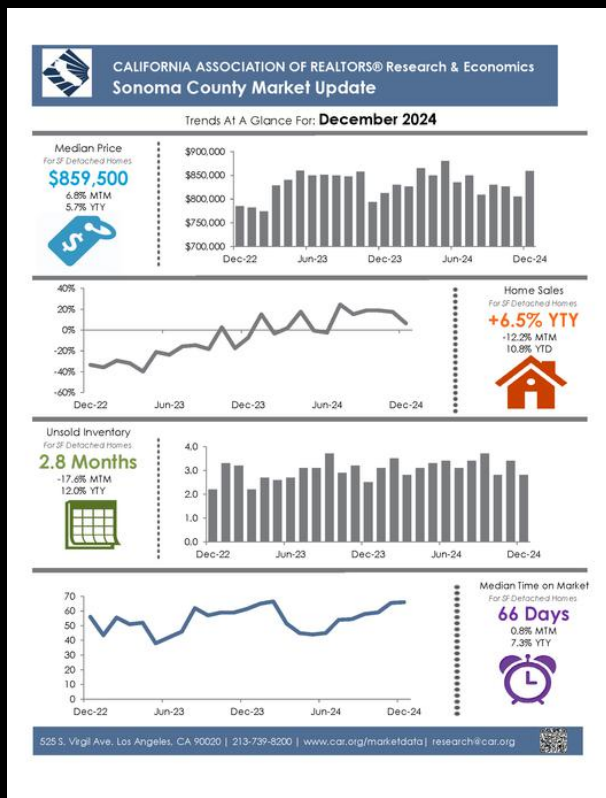
SANTA CRUZ MARKET UPDATE



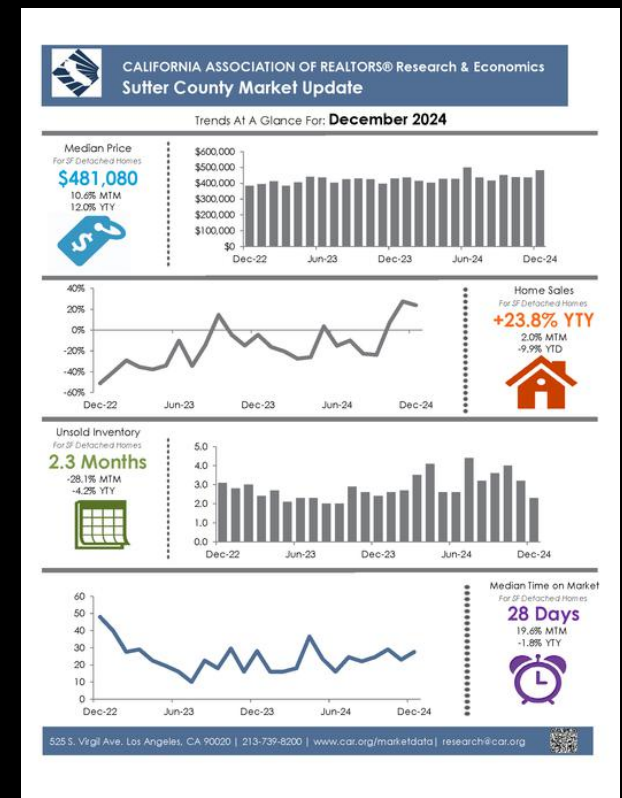
SOLANO MARKET UPDATE



SONOMA MARKET UPDATE



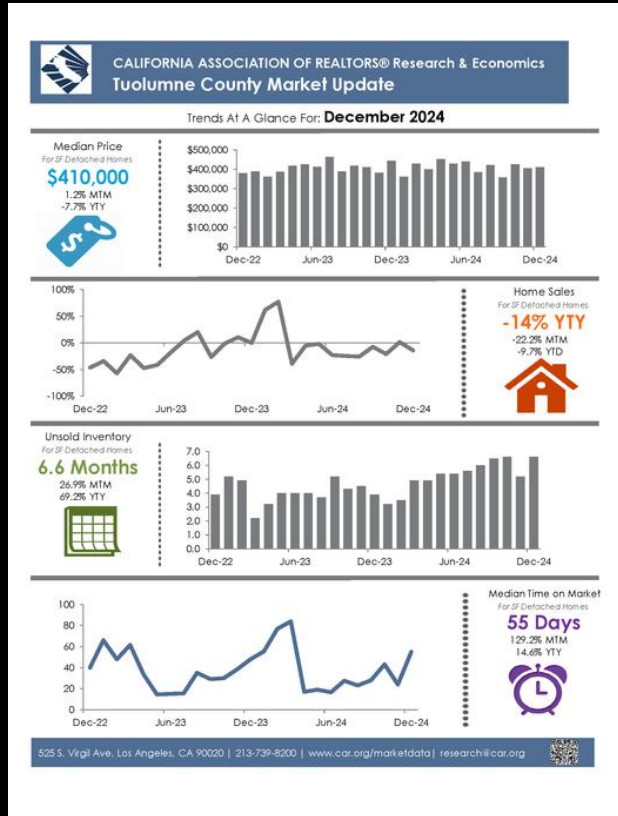
SUTTER MARKET UPDATE



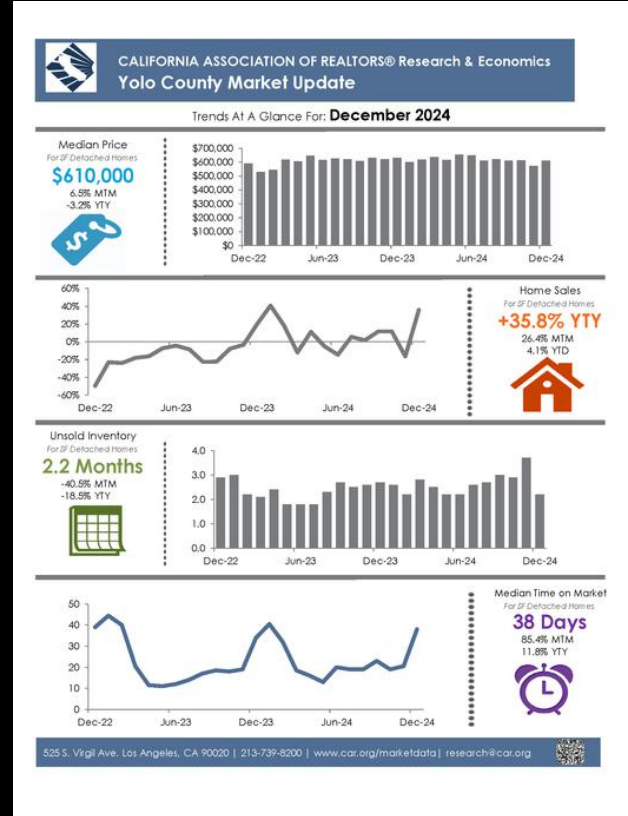
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: **DECEMBER 2024**

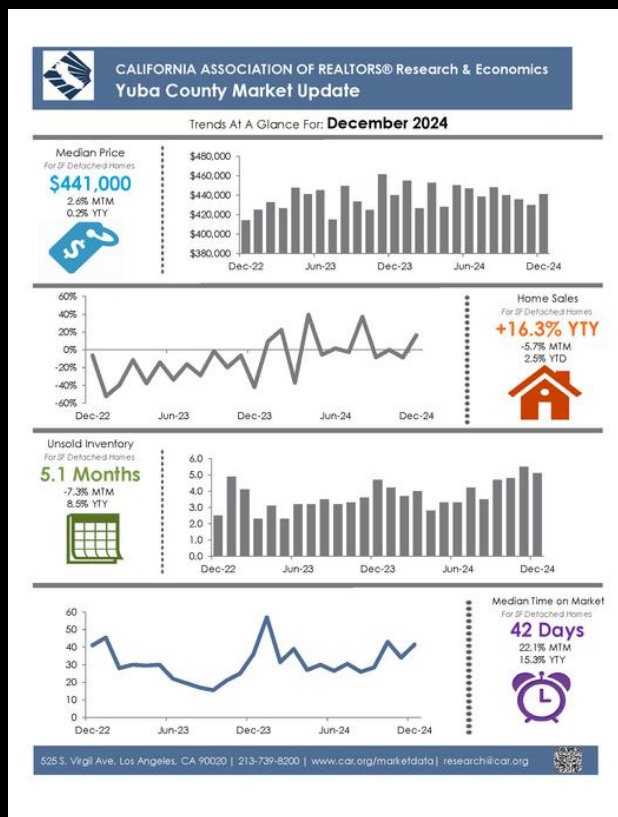
TUOLUMNE MARKET UPDATE



YOLO MARKET UPDATE



YUBA MARKET UPDATE



The background is a solid dark blue. It features several large, organic, wavy shapes in lighter shades of blue. One large shape is in the top right corner, and another is in the bottom left corner. These shapes create a modern, flowing aesthetic.

DECEMBER 2024

CALIFORNIA HOUSING MARKET *Update*

Monthly Sales and Price Statistics

California Housing Market Snapshot

December 2024



268,180 | **Existing Home Sales**
+19.8% YTY | **+4.3% YTD** | **% change**



**Median
Sales Price**

\$861,020
+5.0% Y2Y



**Unsold Inventory
Index**

2.7 months
+3.8% Y2Y



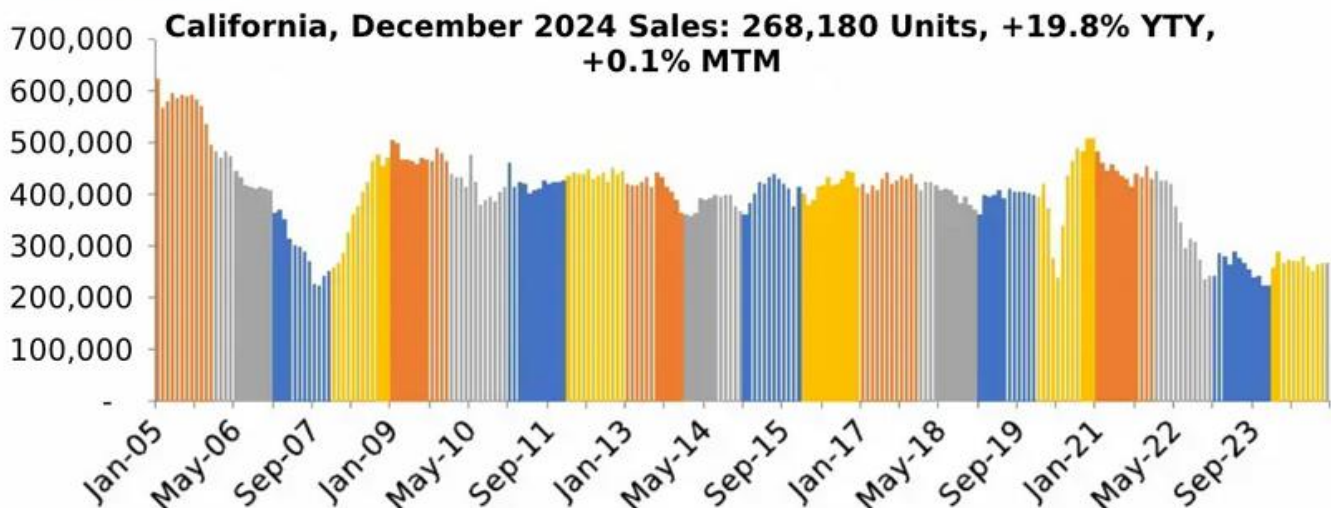
**Median
Days on Market**

31 days
+19.2% Y2Y

CALIFORNIA ASSOCIATION OF REALTORS®

page 2

Sales ended the year solidly – marking 1st annual improvement in 3 years



CALIFORNIA ASSOCIATION OF REALTORS®

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

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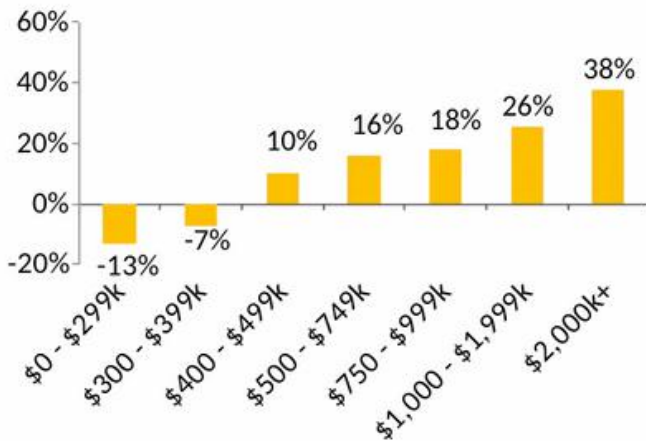


kw NORTHERN CALIFORNIA
 HAWAII REGION
 KELLERWILLIAMS, REALTY



Sales growth is strong in the mid-to-top-end of the market

December 2024 (YTY% Chg.)



Share by Price Segment



Condo/Townhome median price recorded moderate gain

California, December 2023: \$635,000, December 2024: \$664,550

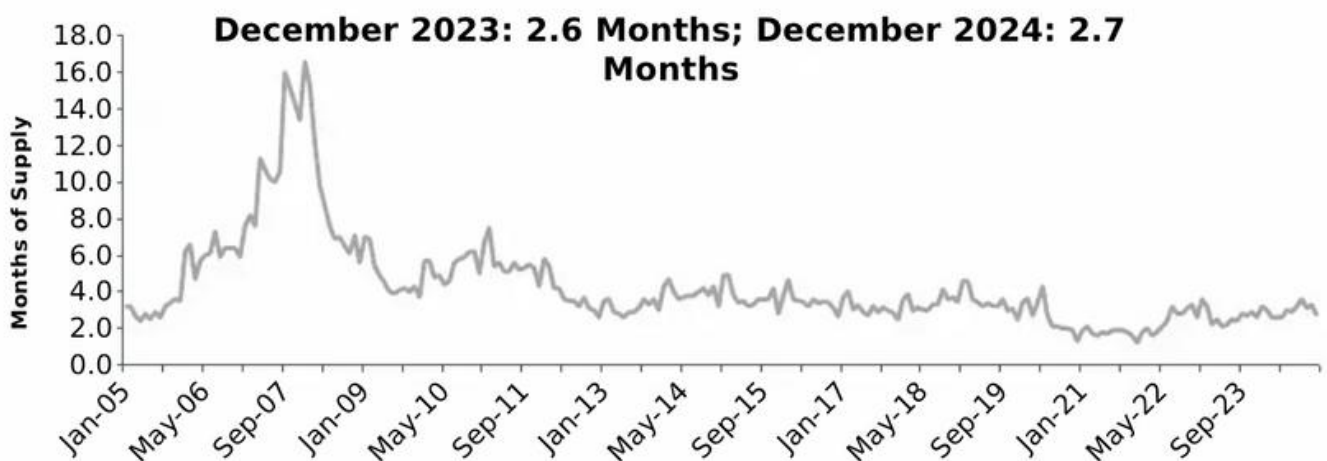




List price vs. sales price

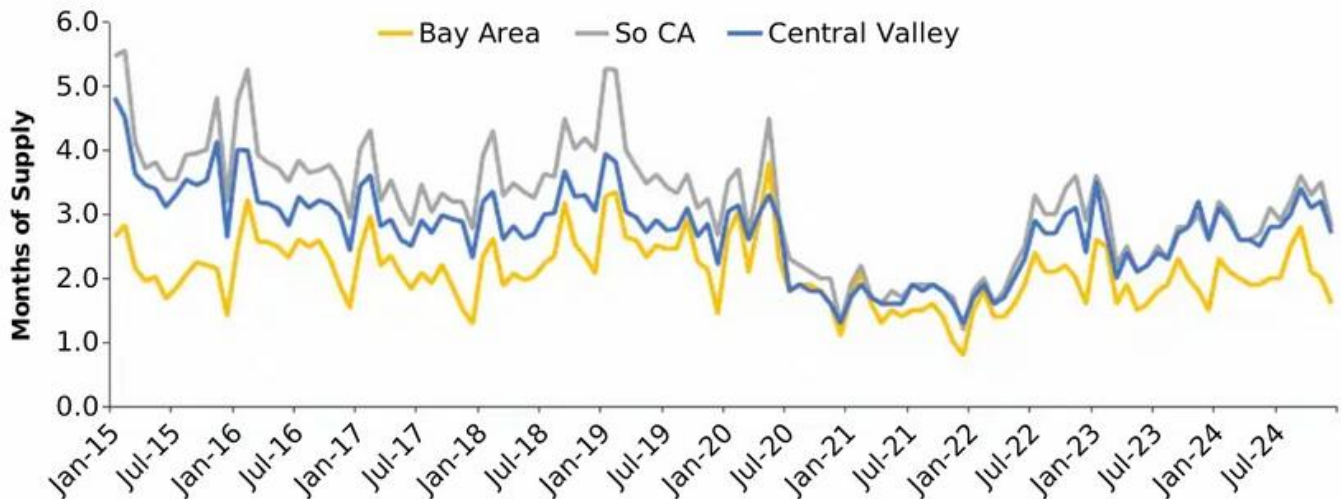


Inventory slipped as sales advanced





Unsold Inventory across major regions



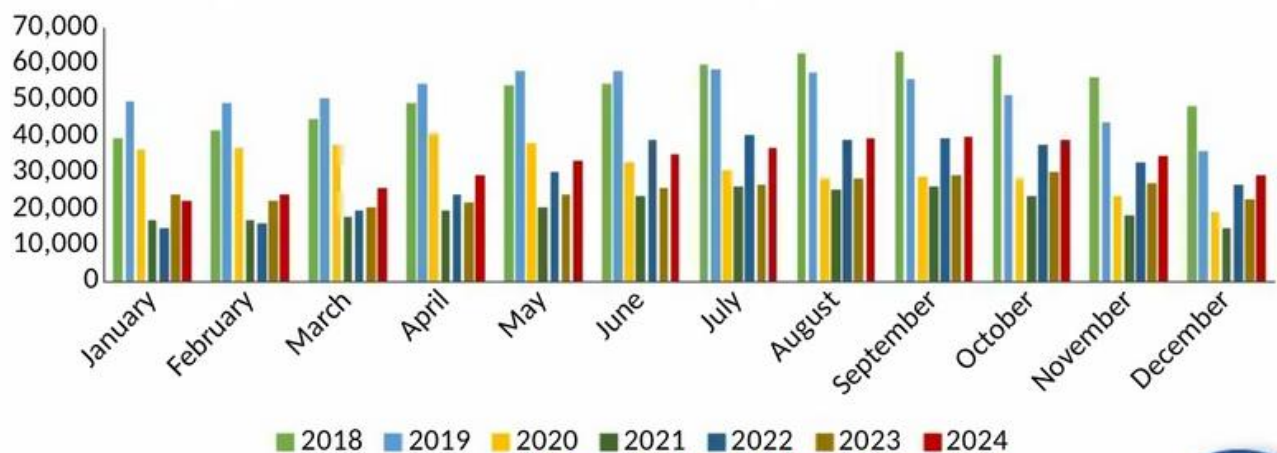
CALIFORNIA ASSOCIATION OF REALTORS®

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

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Total active listings grew above the level observed the last 4 years

California Active Listings by Month



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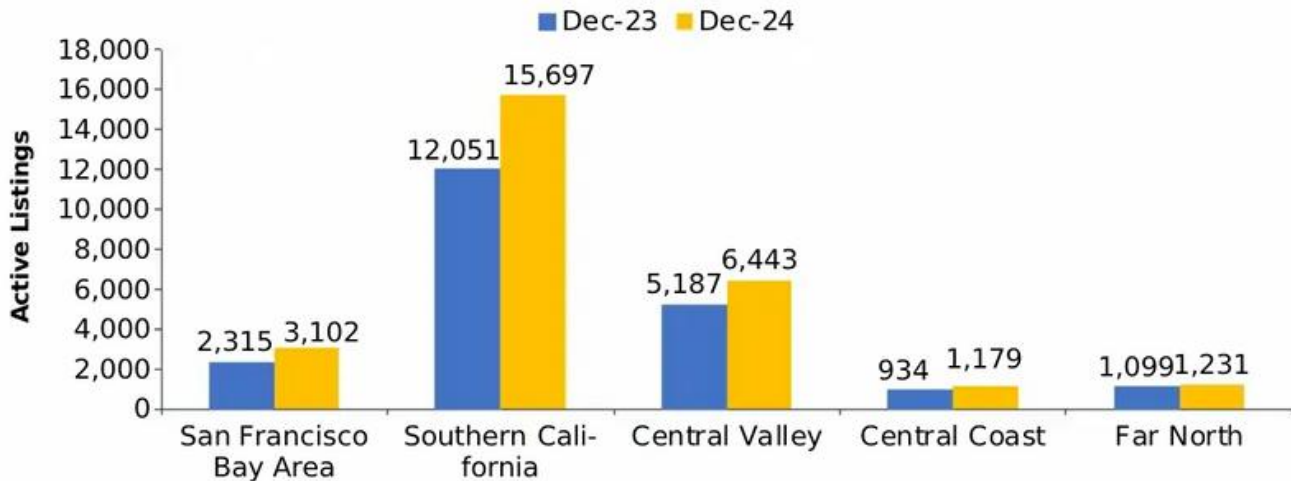
SERIES: Active Listing of Existing Single-Family Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

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Active listings by region



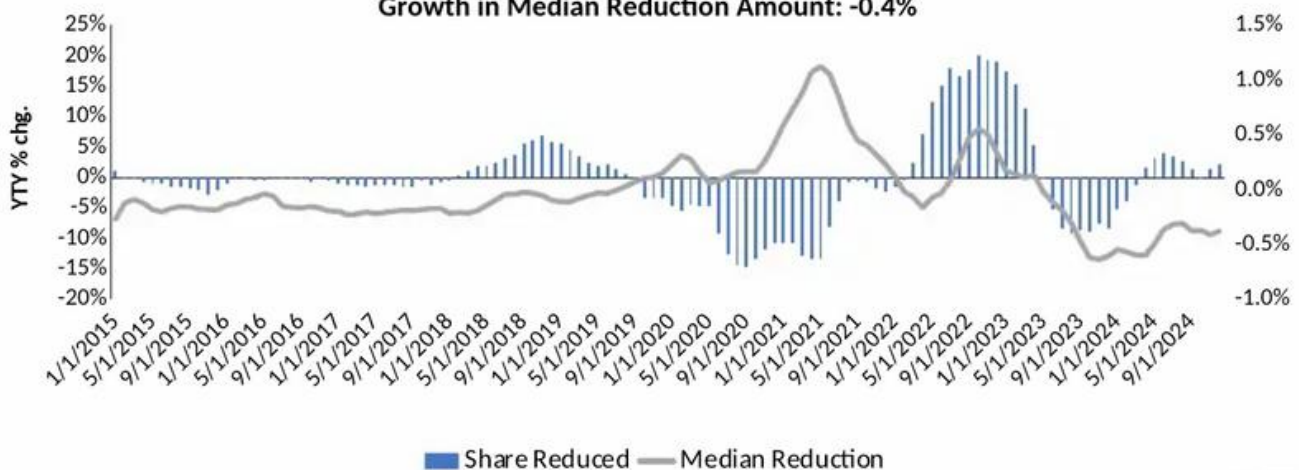
CALIFORNIA ASSOCIATION OF REALTORS®

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

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Growth in Reduced-Price Listings

Growth in Share of Listings with a Reduced Price: 2.2%
Growth in Median Reduction Amount: -0.4%



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

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DECEMBER 2024

Hawaii Statewide Real Estate Report

MEDIAN SALE PRICE MIXED IN DECEMBER

Hawaii State median sale price movement is mixed in December 2024, with the home price up 8% to \$975,000 and the condo price down -3% to \$555,000 from last year.

HOME AND CONDO SALES UP IN DECEMBER

Hawaii State sales activity is up in December 2024, with home sales up 13% and condo sales up 3% from last year.

MARKET TIMES ARE UP IN DECEMBER

Hawaii State market times are up in December 2024, with the home Days on Market up 40% to 35 and the condo Days on Market up 23% to 43 from last year.

SINGLE FAMILY HOMES	THIS MONTH DECEMBER 2024	LAST MONTH NOVEMBER 2024	LAST YEAR DECEMBER 2023
Median Sale Price	▲ \$975,000	\$1,010,000	\$905,000
Average Sale Price	▲ \$1,246,145	\$1,250,315	\$1,207,009
Homes Sold	▲ 463	420	411
Median Days on Market	▲ 35	36	25
Bid Ups	▲ 24%	22%	20%

CONDOMINIUMS	THIS MONTH DECEMBER 2024	LAST MONTH NOVEMBER 2024	LAST YEAR DECEMBER 2023
Median Sale Price	▼ \$555,000	\$550,000	\$570,500
Average Sale Price	▼ \$717,095	\$706,892	\$843,489
Condos Sold	▲ 433	455	420
Median Days on Market	▲ 43	42	35
Bid Ups	▼ 13%	13%	21%

STOCK MARKET PERFORMANCE

JANUARY 31, 2025

▲	Nasdaq	19,681.75	+0.25%
▲	S&P	6,071.17	+0.53%
▲	Dow	44,882.13	+0.38%
▼	10-Year	4.512%	-4.0 bps
▲	Bitcoin	\$104,961.60	+0.73%
▲	IBM	\$258.27	+12.96%

*Stock data as of market close, cryptocurrency data as of 4:00pm ET.
Here's what these numbers mean.

Markets: Stocks ascended yesterday as investors parsed the latest round of Big Tech earnings, finding them generally palatable. Thursday's biggest winner was IBM, which had its best day since NSYNC was topping the charts after it posted strong AI-boosted Q4 revenues.



MORNING BREW

REGIONAL *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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