



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

MONTHLY NEWSLETTER

JUNE 2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

Discover the Possibilities:
Your Monthly News and Insights

Welcome to the heartbeat of our thriving real estate community! The KW Northern California and Hawaii Region Monthly Newsletter is your go-to source for staying in the loop on the latest happenings, recognizing outstanding achievements, and navigating the dynamic landscape of our real estate market.



**GO BEHIND
THE SCENES**
AT **MEGAAGENTCAMP²⁰²⁵**

JUNE 2025 PODCAST HIGHLIGHT



www.gonchr.com



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



[kwnorcalhawaii](https://www.facebook.com/kwnorcalhawaii)



KW x Canva: Flagship Enterprise Relationship

Designing the Future of Real Estate
Marketing

WHY THIS RELATIONSHIP MATTERS

Anyone can use Canva. But only Keller Williams-affiliated agents have access to a customized, real estate-focused experience tailored to your business. Our flagship enterprise relationship with Canva, the world's leading design software, puts top-tier branding tools at your fingertips beginning in Q3 2025.



A NEW ERA OF AGENT-CENTRIC MARKETING

This isn't just about pretty flyers — it's about giving you a real competitive edge.

- Modern: Up-to-date designs that resonate with today's market
- Flexible: Tools that work for every listing and every lead
- Efficient: Faster designs, fewer clicks, better output



A concert stage with red and blue spotlights. A large circular graphic on the backdrop features the text "LEADS LISTINGS LEVERAGES" repeated in a circular pattern, with "kw" in the center. To the left, a person holds a sign that says "DON BELIEVE... YOU WILL... ALL WIN BEL... BELIEVE TH... AT YOU WILL... WIN...". To the right, another sign says "LEADS LISTINGS LEVERAGES".

outfront

GO BEHIND THE SCENES

AT **MEGA AGENT CAMP**²⁰²⁵



"We're looking for strategies that **any agent** in **any market** can apply."



Joy Powell
KWRI, Manager of Industry & Learning

EARLY SPRING

The search begins! Market centers leaders nominate high-achieving agents.

150-200 agent nominees complete an online questionnaire

EARLY SUMMER

KWRI leaders, including Gary Keller and Jason Abrams, conduct 1-on-1 interviews with nominees

Panelists, video guests, and one-page authors are selected & grouped by topic

AUGUST

Final speaker selections can change up to a few weeks before the event



The main criteria for selecting Mega Agent Camp speakers?

Providing the best possible value for the audience.

"Jason Abrams called me out of the blue. I booked my flight the **same day.**"



Will Van Wickler
Appeared on MAC stage in 2023 and 2024

"I knew I'd be up there one day."



Susan Lombardo saw Cody Gibson speak at Family Reunion in 2018.

6 years later, she was **hand-picked by Gary Keller** to share her model live onstage at MAC.

Do they worry about giving away secrets?

Not for a second.



"I have an abundance mindset."

"I feel a responsibility to give back."





TOP *Performers*

MAY 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 May 2025.

TOP PERFORMERS

CLOSED *Units*

1 **AMY CAMPBELL**
CHICO

2 **LEN STONE REAL ESTATE
GROUP**
PENINSULA ESTATES

3 **TAYLOR THOMPSON**
SACRAMENTO METRO

4 **ALISHA SIMPKINS**
CHICO

4 **CRISTY LOVE RAMIREZ**
SACRAMENTO METRO

**MAY
2025**

TOP PERFORMERS

CLOSED *Units*

TOP TEAMS

1

MICHAEL SOARES REAL ESTATE

SACRAMENTO METRO

2

CALI HOMES GROUP

SILICON CITY

2

JARED MARTIN & ASSOCIATES

FRESNO

4

RENNA SHEE TEAM

CUPERTINO

4

TANIGUCHI & ASSOCIATES

HONOLULU

4

THE JENICA WILLIAMS TEAM

FOLSOM

4

THE FICKERT TEAM

CHICO

**MAY
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

CLOSED *Units*

TOP GROUPS

**1 THE GUNDERMAN
GROUP**

OAKLAND

2 THE ARSONDI GROUP

PLEASANTON / LIVERMORE

3 OWN REAL ESTATE

PENINSULA ESTATES

**4 THE MORE REAL ESTATE
GROUP**

FOLSOM

5 THE RENEE WHITE TEAM

WALNUT CREEK

5 ETERNITY REALTY

SACRAMENTO METRO

**MAY
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

CLOSED *Volume*

1

RADHA RUSTAGI

CUPERTINO

2

**LEN STONE REAL ESTATE
GROUP**

PENINSULA ESTATES

3

CHUCK NUNNALLY

LOS GATOS ESTATES

4

CHIU-HO LIN

CUPERTINO

5

JUDITH VANDSBURGER

LOS GATOS ESTATES

**MAY
2025**

TOP PERFORMERS

CLOSED *Volume*

TOP TEAMS

1

RENNA SHEE TEAM

CUPERTINO

2

THE ART OF HOME TEAM

OAKLAND

3

CALI HOMES GROUP

SILICON CITY

4

SRINI GOLI

SILICON CITY

5

TROY BAMBINO

SAN JOSE - SILICON VALLEY

**MAY
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

CLOSED *Volume*

1

OWN REAL ESTATE

PENINSULA ESTATES

2

THE BRASIL GROUP

CUPERTINO

3

THE GUNDERMAN GROUP

OAKLAND

4

THE ARSONDI GROUP

PLEASANTON / LIVERMORE

5

LAURA BRYANT HOMES

PENINSULA ESTATES

**MAY
2025**

TOP PERFORMERS

LISTINGS *Taken*

1

KAYLA WELDON

SIERRA FOOTHILLS

2

LUKE EDMONDSON

CHICO

2

SARA MIN ZHAO

OAKLAND

4

SHERI PALADE

CHICO

4

MATTHEW COSSELL

LOS GATOS ESTATES

4

LAURA MILLER

SACRAMENTO METRO

4

ROBERT ALDANA

SANTA CRUZ

**MAY
2025**

TOP PERFORMERS

LISTINGS *Taken*

TOP TEAMS

1

**MICHAEL SOARES
REAL ESTATE**

SACRAMENTO METRO

2

TEAM BEDI

PLEASANTON / LIVERMORE

3

TEAM ELITE

SIERRA FOOTHILLS

4

CALI HOMES GROUP

SILICON CITY

4

RINGO LIU TEAM

OAKLAND

**MAY
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

LISTINGS *Taken*

TOP GROUPS

1 **TEAM LALLY**
HONOLULU

1 **THE GUNDERMAN
GROUP**
OAKLAND

3 **THE MORE REAL ESTATE
GROUP**
FOLSOM

3 **OWN REAL ESTATE**
PENINSULA ESTATES

5 **THE BRASIL GROUP**
CUPERTINO

**MAY
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION



NEW *Associates*

MAY 2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

NEW ASSOCIATES *Partners*

MAY 2025

CINDY VIRTUE	CARMEL
GERARD BATHAN	CARMEL
ERIKA LUNA	CUPERTINO
GAURAV KUMAR AGARWAL	CUPERTINO
JACQUELINE NASSER-KOLEK	CUPERTINO
MATTHEW MROZEK	CUPERTINO
VINIT DESAI	CUPERTINO
DANIELLE COMBS	DANVILLE
JAYANT PATNAIK	DANVILLE
MANSI MIDHA	DANVILLE
STEVE KOBOLD	DANVILLE
XIAOPENG LIU	DANVILLE
AMELIA DARLIN	ELK GROVE
LAURA TEIXEIRA	FOLSOM
MATTHEW ARANDA	FOLSOM
PAYTON OSTRODE	FOLSOM
SANA ANWAR	FOLSOM
BONIFACIO COSTINIANO	FREMONT
MOHAMMAD RASHIDUL QUDDUS	FREMONT
PRATHAP KUDUPU	FREMONT

SHERLAINE TSE	FREMONT
CHRISTOPHER ALLEN	FRESNO
DAQUAN COSBY	FRESNO
BARON CHANG JR	HONOLULU
JAMES IHARA	HONOLULU
JEFFREY TRIMBLE	HONOLULU
AMANDA SORENSON	KW BIG ISLAND
TRACI BEAN	KW MAUI WEST
ALICIA HERNANDEZ	KW MERCED
DAVID PUTONEN	KW MERCED
KIM PUTONEN	KW MERCED
MAKAYLA LOPEZ	KW MERCED
MICHAEL SOUZA	KW MERCED
STEPHANIE HAUZE	KW MERCED
BOTHIDA BOGDANOV	LOS GATOS ESTATES
HUMBERTO PONCE	LOS GATOS ESTATES
IRIS RICHARDS	MODESTO
JEFFERSON WEI	MODESTO
REBECA MARTINEZ	OAKLAND
WENZHENG WANG	OAKLAND

NEW ASSOCIATES *Partners*

MAY 2025

ELENA ALEXANDROVA	PALO ALTO
JONLIN PEI	PENINSULA ESTATES
REBECCA LAGUARDIA POPNIKOLOV	PENINSULA ESTATES
SABRINA ROMERO-CARO	PENINSULA ESTATES
VICTOR LAU	PENINSULA ESTATES
JASON STROUDS	PENINSULA ESTATES
LEAH GOMEZ	PENINSULA ESTATES
NISHA PETERSON	PENINSULA ESTATES
NICHOLE MONTRUUIL	PLEASANTON / LIVERMORE
SINDU MAGANUR	PLEASANTON / LIVERMORE
CALLIE LIEDING	ROSEVILLE
CAMERON ORR	ROSEVILLE
COREY MIDDLETON	ROSEVILLE
DON JOHNSON JR	ROSEVILLE
GUNJIN KHAM ALTANGEREL	ROSEVILLE
LEON MOHLER	ROSEVILLE
NAI SAECHAO	ROSEVILLE
RACHEL HAWES	ROSEVILLE
RUFA PAZYUK	ROSEVILLE
ELIA ESPINO	ROSEVILLE

NIKOLAY KISHCHENKO	ROSEVILLE
ADAM FIGUEROA	SACRAMENTO METRO
BRIANA YOUNG	SACRAMENTO METRO
COLIA MAYO	SACRAMENTO METRO
DEVONTAE SPRINGER	SACRAMENTO METRO
ELIZABETH BOONE	SACRAMENTO METRO
GABRIEL TORRES	SACRAMENTO METRO
GEORGE CASTILLANO	SACRAMENTO METRO
KETURAH MCGRIF	SACRAMENTO METRO
KEVIN LITTLE	SACRAMENTO METRO
LESLIE LESSO	SACRAMENTO METRO
ELIZABETH REMBOLDT	SAN FRANCISCO
KEVIN DEMARTINI	SAN FRANCISCO
XINYUE XU	SAN JOSE - SILICON VALLEY
CECILE TU	SANTA CLARA VALLEY
SHOURYA JAIN	SANTA CLARA VALLEY
RENEE MELLO	SANTA CRUZ
CATERINA MARITI	SANTA ROSA
JASMINE SIMMONS	SANTA ROSA
PATRICIA FULTON	SIERRA FOOTHILLS

NEW ASSOCIATES *Partners*

MAY 2025

TUAN LE	SILICON CITY
LUCIANO GUIDI	STOCKTON
CHAUNDRA DIXON	VACA VALLEY
DANA VINCENT	VACA VALLEY
WAYNE JOHNSON JR.	VACA VALLEY
ALAIN TROSS	WALNUT CREEK
JESSE CASTILLO	WALNUT CREEK
JOSEPH GUTHRIE	WALNUT CREEK
JUAN PAVON	WALNUT CREEK
MARISA CHOW	WALNUT CREEK
MARSHALL RAY	WALNUT CREEK
MIA MORGAN	WALNUT CREEK
SEAN GOVAN	WALNUT CREEK
ELIZABETH FLORES-LATHAN	YUBA SUTTER
MANJINDER SAROYA	YUBA SUTTER



TrendGraphix

YOUR HOME FOR REAL ESTATE DATA



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS. REALTY

MLS market data. Reimagined.

INTRODUCING FACTS & TRENDS
BY TRENDGRAPHIX



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

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



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



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 Red Sneakers Effect: How Strategic Nonconformity Builds Your Personal Brand

Jay Papasan

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

 the**twenty**center

The Red Sneakers Effect: How Strategic Nonconformity Builds Your Personal Brand

| “In order to be irreplaceable, one must always be different.”
— Coco Chanel

When Jenny Wood arrived for her interview on The ONE Thing podcast, she sported a pair of dazzling sneakers. “I love your shoes,” I blurted, even though I’m not really a shoe person. They were just remarkable without being obnoxious. Jenny embodies one of the traits she writes about in Wild Courage –Weird. It’s having the courage to be authentic and stand out from the crowd. Her kicks reflect that she practices what she preaches. And the Red Sneaker Effect.

In 2014, Harvard Business School researchers gave this phenomenon a name after studying how people perceive deliberate rule-breaking. They found that when someone intentionally violates dress codes or social norms—like wearing red sneakers to a black-tie event—observers often assume they have higher status and competence.

Think about it. If someone is confident enough to break the rules, they must be successful enough to get away with it.

You can quickly think of dozens of examples:

- Actor Jack Nicholson and his trademark Wayfarers. Cool, detached, with a dash of mystery.
- Designer Iris Apfel’s oversized glasses suggested deep confidence in her taste and vision—literally and figuratively.
- Savannah Bananas’ owner, Jesse Cole, signals silliness and fun with his yellow suits. (Whether that’s strategic branding or a cry for help remains unclear.)
- Vogue’s Anna Wintour’s signature bob and consistent uniform underscores fashion authority that transcends trends.

The Red Sneaker Effect is a step beyond having a personal style. It’s like a logo for your personal brand.

It’s worth asking, *what are my red sneakers?*

A few caveats.

1. *The research suggests that nonconformity only works when observers are familiar with the rules being broken. Break norms where norms are known. A Kindergartner wearing his shoes on the wrong feet isn’t a maverick, he’s a five-year-old.*
2. *The boost in perceived status is moderated by how confident and in control the person seems. Own it.*
3. *If your audience values innovation, independence, or disruption, nonconformity can elevate your brand. If they value tradition, it can backfire..*

Finally, nonconformity works best when it aligns with your authentic self and is backed by credibility. If it feels performative, it erodes trust. And may generate memes. Looking at you, every guru posting shirtless gym selfies with motivational captions.

One question to ponder in your thinking time: What authentic part of yourself are you hiding behind “professional” expectations?



Benefits of Working with Sellers

Keller
INK

Benefits of Working with Sellers

Four Benefits of Working with Sellers

- 1 Marketing opportunities
- 2 More business
- 3 More income for your output
- 4 Pricing and market knowledge

1. Marketing Opportunities

A seller listing provides marketing opportunities for both the property and your business. Think about it. When a seller signs an agreement with you, you put a sign in their yard. That sign is not only advertising their home, but you, too! Holding your own listing open is a perfect win-win. With open houses, you get to market the property and your practice! Whether or not you hold an “open,” you’ll have chances for directionals, direct mail, door hangers, and more—all with your name and business in a prominent font!

2. More Business

Ultimately, working with sellers breeds additional business. Because of the marketing opportunities listings create, you’ll reach more leads. If you properly market your properties, you will undoubtedly bring in buyers who need an agent. According to ten years of National Association of REALTORS® surveys, 39 percent of sellers used the same agent that sold their home to help them buy a new one.

One of the truths of real estate is that those who control the listings, control the market. Finally, all those sold signs add up to a reputation. When listing side of your business grows, your business will grow. It’s that simple.

3. More Income for Your Output

Leveraging listings can mean big returns for your business and your time. Working with sellers allows an agent to take on a greater volume of clients. Listings simply aren’t as time intensive. A newer solo agent might struggle to work with more than four or five active buyers at a time. How many homes can be shown in one weekend? But lots of successful solo agents will carry dozens of active listings at once.

Listings mean more control of your time, so you have the potential to earn more. After all, being able to set your schedule and not limit your income are two reasons people become agents in the first place. What’s not to love?

4. Pricing and Market Knowledge

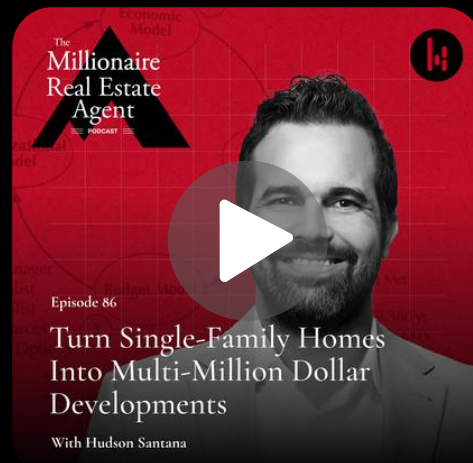
A listing agent gets to be on the front end of pricing and market knowledge. They will know the area’s inventory before other agents do. And, be the first to know when the market shifts. Having your finger on the pulse of where the market is headed helps all agents better serve clients. Working with sellers or buyers, you’ll become someone people depend on when they want to know what’s happening in their area or want to sell their house for the biggest return.

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



JUNE 2025 PODCAST HIGHLIGHT



LISTEN TO MORE PODCAST



JUNE 2025 PODCAST HIGHLIGHT



[LISTEN TO MORE PODCAST](#)



TRAININGS AND *Events*

KW NORTHERN CALIFORNIA AND HAWAII REGION


UPCOMING REGION *Events*



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLER WILLIAMS, REALTY

TRAIN THE PRESENTER

JULY 15 & 16

 KW REALTY SACRAMENTO METRO
4080 TRUXEL ROAD #100 SACRAMENTO, CA 95834

REGISTER NOW!



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



UPCOMING REGION *Events*



**NORTHERN CALIFORNIA
HAWAII REGION**
KELLERWILLIAMS REALTY



kw
UNIVERSITY

CAREER VISIONING

FIND AND HIRE TALENT FOR
NEW LEVELS OF PROFITABILITY



TUESDAY, 22ND JULY, 2025



9:00 AM – 4:00 PM



KW THRIVE MARKET CENTER
19900 Stevens Creek Blvd. Ste 100 Cupertino, CA 95014



\$65 Materials & Lunch included



INSTRUCTOR
TONY BRODIE
REGIONAL OPERATING PARTNER



SPECIAL GUEST
ERIC BRADLEY
OPERATING PRINCIPAL

Your success will not be measured by how much you get done; it will be measured by how much you get done through other people. Career Visioning is designed to empower you to find, train and lead your future talent.

- Learn to verify Job Fit and Personal Reports for hiring and recruiting.
- Master a comprehensive interview process that reduces the guesswork and enables you to thoroughly understand and build relationships with potential talent.
- Set your new business relationships up for success with expectations that empower.



REGISTER NOW!

UPCOMING REGION *Events*

BUSINESS PLANNING CLINIC

Date: September 10, 2025

Time: TBD

Location: TBD

NCHR ELITE - HAWAII

Date: October 7, 2025

Time: TBD

Location: Oahu, Hawaii

UPCOMING KWRI *Events*



July 8, 2025

[REGISTER](#)

BECOME A KWU CERTIFIED TRAINER – INFO SESSION

Are you passionate about teaching, mentoring, and making an impact across the KW ecosystem? Join us for an upcoming informational session where you'll learn what it means to serve as KWU Faculty.



July 16, 2025

[MORE INFO](#)

LIST TO LAST

Achieving lasting success in real estate starts with mastering the ability to reach meaningful agreements with clients. List to Last will equip you with the tools for a consultative approach to get agreement and help your buyers and sellers make informed, confident decisions.



July 23, 2025

[MORE INFO](#)

LIST TO LAST

Achieving lasting success in real estate starts with mastering the ability to reach meaningful agreements with clients. List to Last will equip you with the tools for a consultative approach to get agreement and help your buyers and sellers make informed, confident decisions.

[VIEW MORE SCHEDULED AHEAD](#)

CONNECT WITH YOUR *Community*

August 9 - 10, 2025

KWYP NATIONAL SUMMIT

📍 A and N Mortgage Services, Chicago, IL

Join a dynamic community of commercial agents from across the globe at the 2025 KW Commercial Summit. This two-day event is designed to provide impactful learning experiences, invaluable networking opportunities, and actionable insights to help you unlock the next level of your commercial real estate career.

[REGISTER](#)



October 20 - 22, 2025

KW LAND SUMMIT 2025

📍 SpringHill Suites Fort Worth Historic Stockyards, Fort Worth

W Land Summit 2025 will feature expert speakers and engaging sessions designed to enhance your expertise and keep you ahead in the competitive land market. Whether you're a seasoned land specialist or new to the field, KW Land Summit 2025 is your essential resource for professional growth.

[REGISTER](#)





KW LUXURY TRAINING CALL

| HOUSE OF EXCELLENCE |

Wednesday, July 2

Repeats monthly on the 1st Wednesday

Join **Brady Sandahl** for the NEW KW Luxury Sales Training Call, which will empower you to train, market, and shine in luxury real estate!

This Month's Subject:

Elevating Luxury Standards: Empowering Leaders to Set the Bar

This Training CALL will:

TRAIN: Equip luxury agents with proven strategies for success in the luxury space.

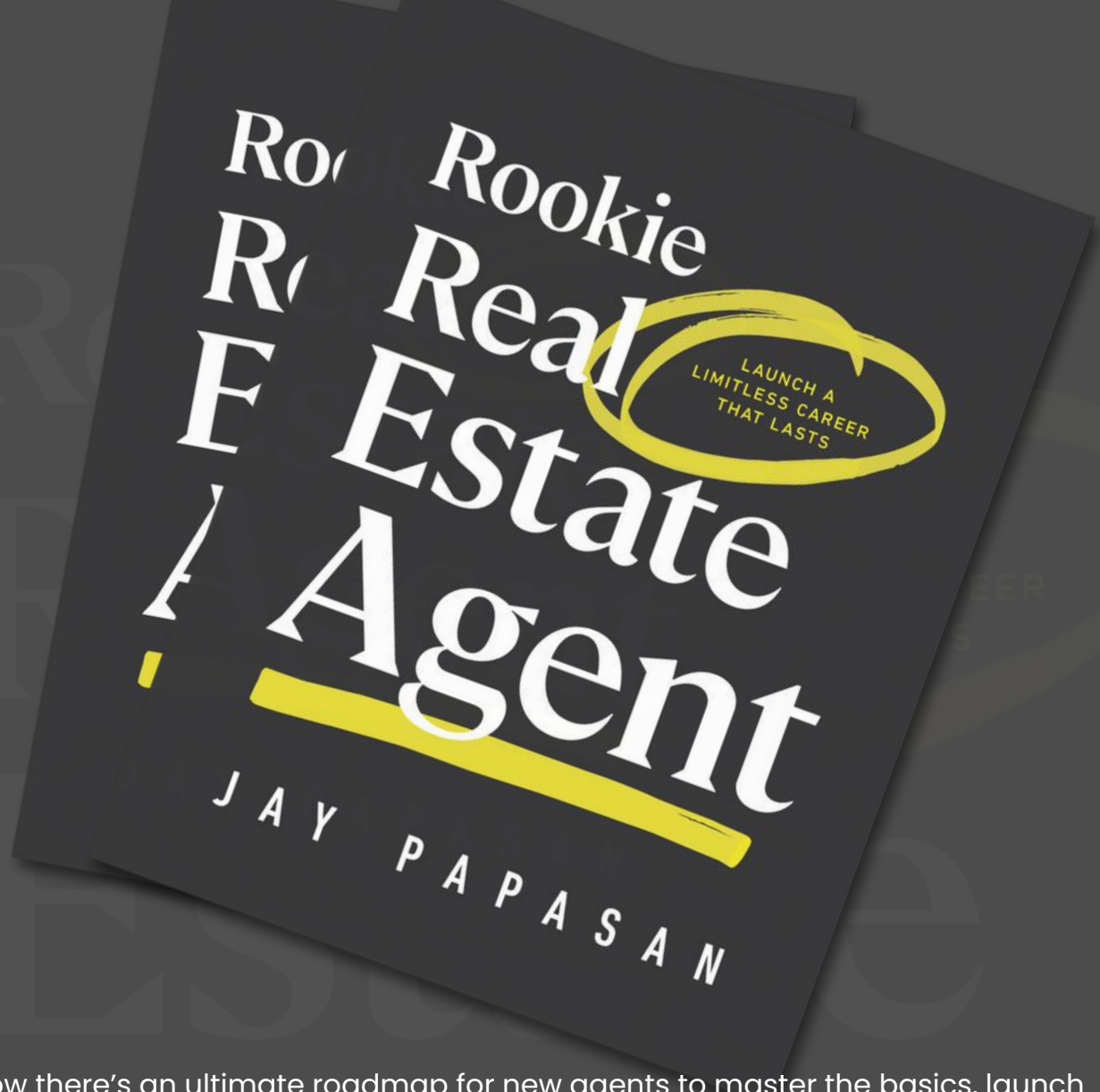
MARKET: Will provide valuable tools to market and sell luxury listings effectively.

RECOGNIZE: Celebrate agents for their achievements in luxury real estate.

The call will take place from **8:00 am – 9:00 am PST** on the first Wednesday of every month



REGISTER HERE



Now there's an ultimate roadmap for new agents to master the basics, launch their business, and outlast any challenge! From Jay Papasan, co-author of the best-selling real estate career guide of all time, comes *Rookie Real Estate Agent: Launch a Limitless Career That Lasts*.

In these pages, you'll learn how to:

1. Adopt the mindset needed for success and start with confidence
2. Cut through jargon to master fundamentals
3. Build a six-figure business plan and manage finances
4. Lead generate to connect with motivated buyers and sellers
5. Deliver high-value service to clients
6. Navigate from agreement to contract-to-close and getting paid
7. Work your database for predictable future income

Rookie Real Estate Agent provides the tools and knowledge to thrive in any market!

ORDER NOW!

AROUND THE REGION

June was a month of celebration, growth, and pride across the KW NorCal-Hawaii Region! 🏳️‍🌈

We proudly recognized Pride Month, honoring inclusivity, authenticity, and the power of community.

From exciting grand openings to impactful masterminds and hands-on training events, our region came together to celebrate milestones, share knowledge, and elevate one another.

BOLD sessions empowered agents to take bold steps in their business and personal growth, while team gatherings and celebrations reminded us of the strong culture that drives our success.

Whether through creativity, connection, or collaboration, June was a reminder that when we come together with purpose, anything is possible. Here's to continuing the momentum and making the rest of the year just as powerful!





*Leaders Who Inspire: Meet the
Northern California & Hawaii Region's*

2025 INTERNATIONAL ALC REPRESENTATIVES



Leann Harris



Eli Galindo



Annette Maes



Mirna Tin

WE ARE HONORED TO ANNOUNCE OUR
KW NORTHERN CALIFORNIA AND HAWAII REGION
**2025 CULTURAL
AMBASSADORS**



Mirna Tin

kw SANTA CLARA
VALLEY
KELLERWILLIAMS.



Disen Cai

kw PENINSULA ESTATES
KELLERWILLIAMS. REALTY

THE REAL ROI

Here's what
you really gain
by *owning* a
home



#1 NET WORTH



Homeowners Have Nearly 40x More Net Worth Than Renters.



SOURCE: FEDERAL RESERVE, 2022

#2 LONG-TERM EQUITY



The Average Homeowner Nationwide Has Accumulated \$147,000 In Housing Wealth Over The Last Five Years.



AVERAGE HOME PRICE INCREASE BY YEAR

SOURCE: FEDERAL RESERVE, 2022

#3 STABILITY & PREDICTABILITY



Homeowners With A Fixed-Rate Mortgage Lock In Stable Payments, Gain Equity Monthly, Create Predictable Housing Costs.



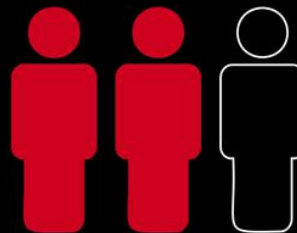
NATIONAL RENT RATES

SOURCE: ZILLOW

#4 FREEDOM TO PERSONALIZE



2 Out Of 3 Homeowners Say "Creative Freedom" Is A Top Reason They Love Owning.

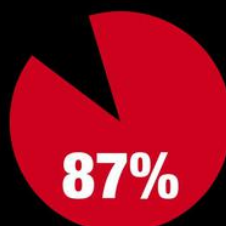


SOURCE: BANK OF AMERICA HOMEBUYER INSIGHT REPORT

#5 SENSE OF BELONGING



87% of homeowners say owning a home makes them feel more emotionally secure



SOURCE: HABITAT FOR HUMANITY

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, stylized text like 'note' and 'fin2' visible on the base.

MARKET

Stats

MAY 2025

CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

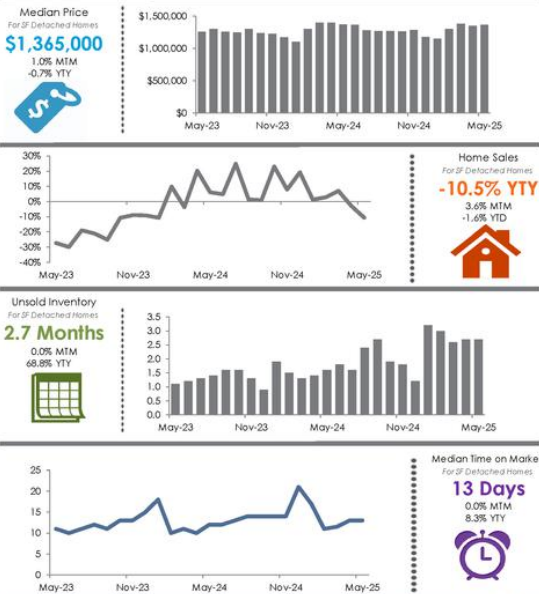
TRENDS AT A GLANCE FOR: MAY 2025

ALAMEDA MARKET UPDATE



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

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



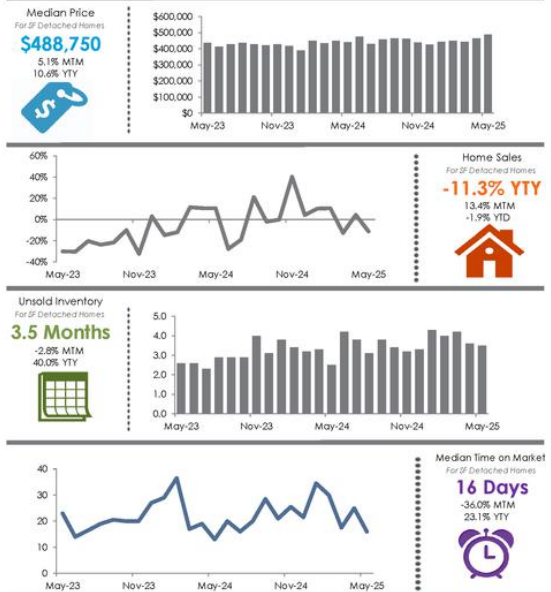
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

BUTTE MARKET UPDATE



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

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



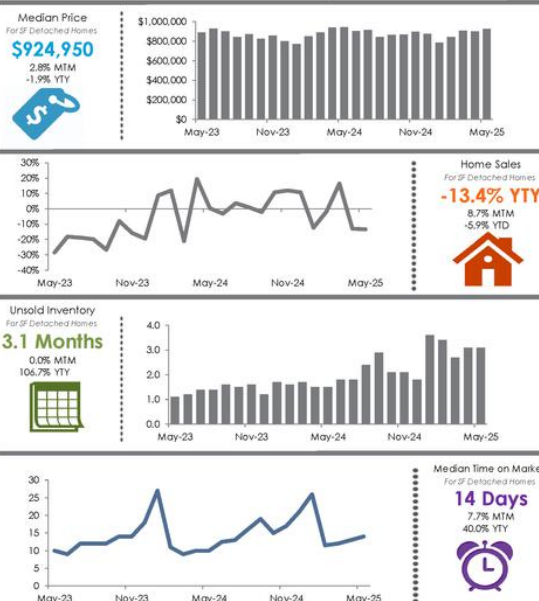
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

CONTRA-COSTA MARKET UPDATE



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

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



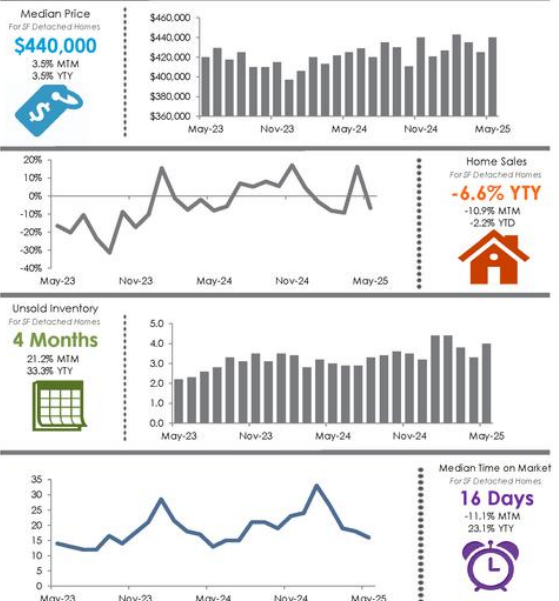
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

FRESNO MARKET UPDATE



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

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



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

CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

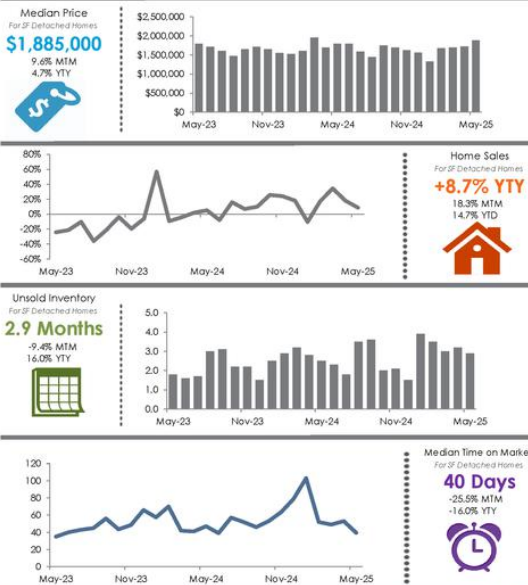
TRENDS AT A GLANCE FOR: MAY 2025

MARIN MARKET UPDATE



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

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

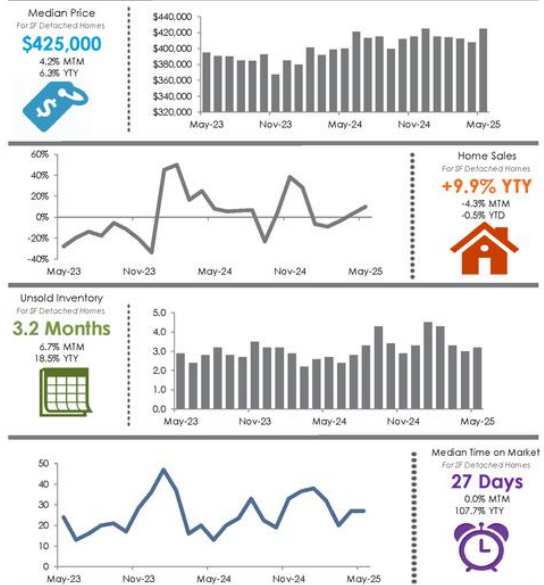


525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org



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

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



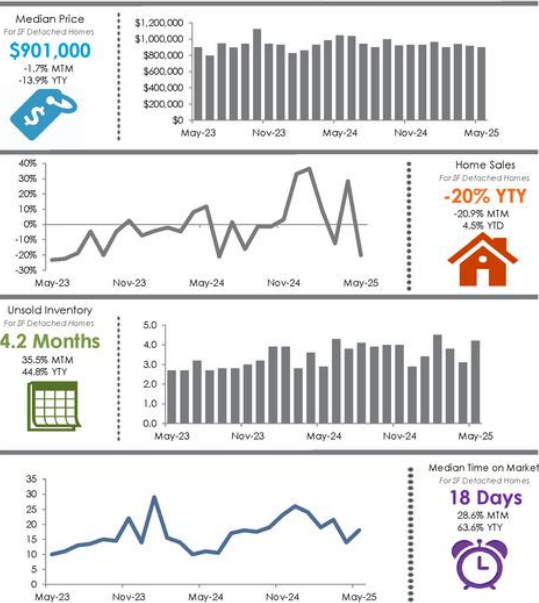
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

MONTEREY MARKET UPDATE



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

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



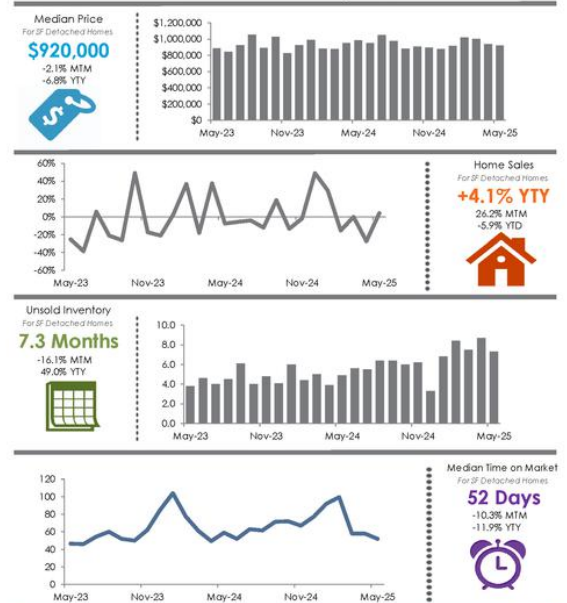
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

NAPA MARKET UPDATE



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

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



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

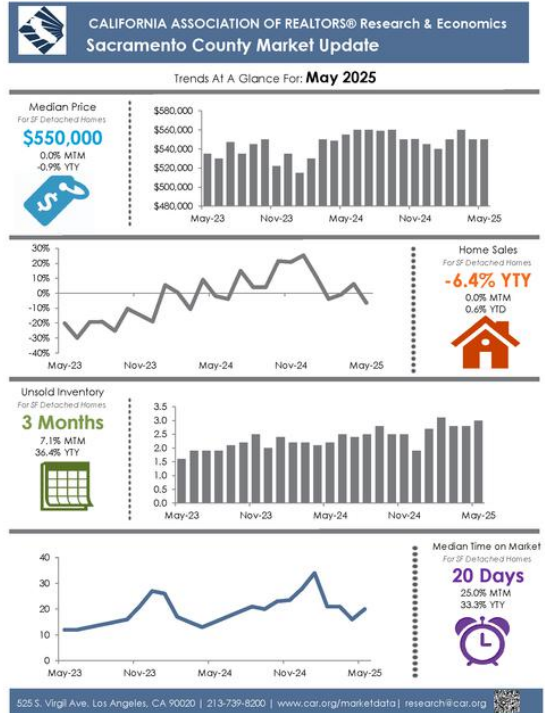
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: MAY 2025

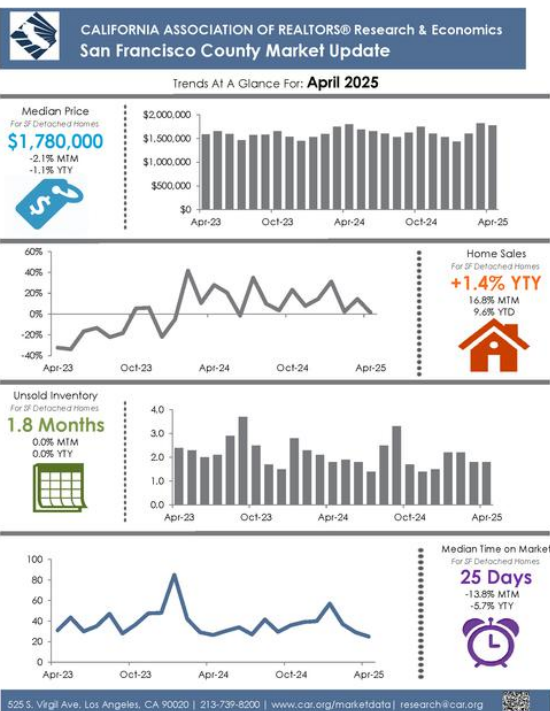
PLACER MARKET UPDATE



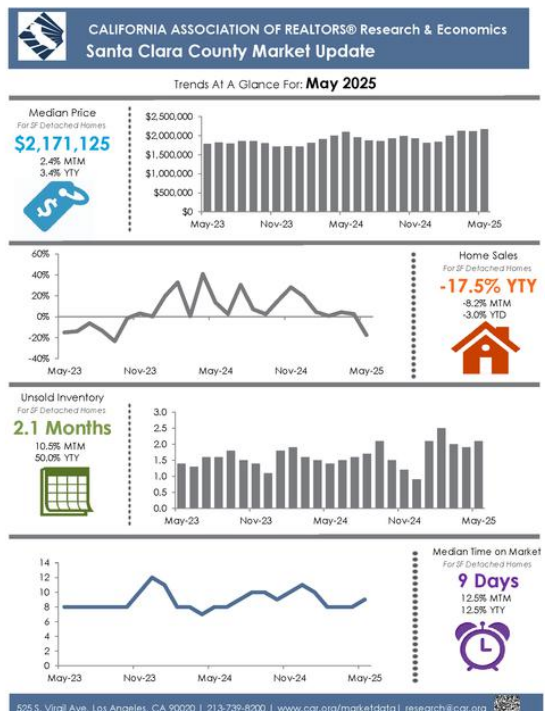
SACRAMENTO MARKET UPDATE



SAN FRANCISCO MARKET UPDATE



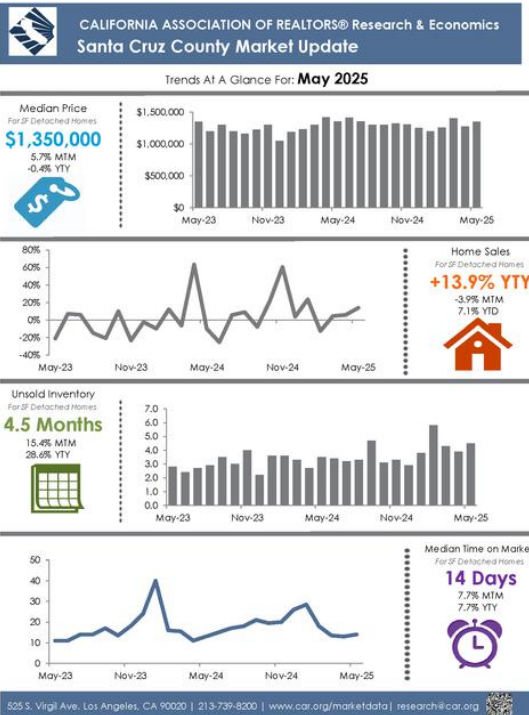
SANTA CLARA MARKET UPDATE



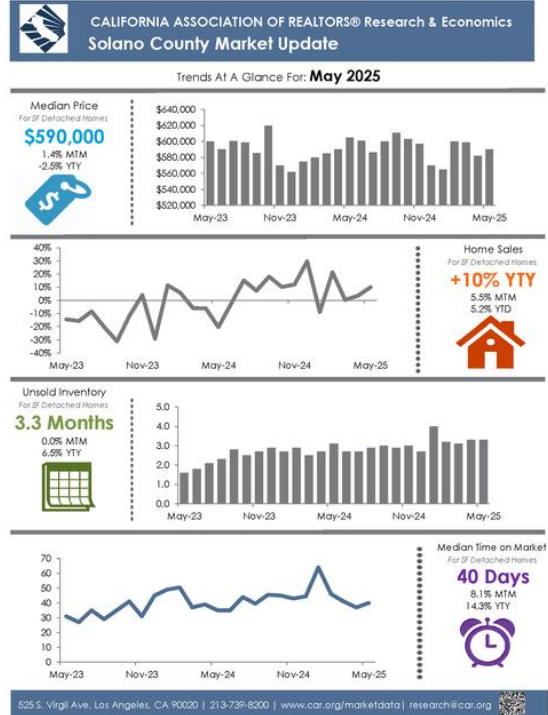
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: MAY 2025

SANTA CRUZ MARKET UPDATE



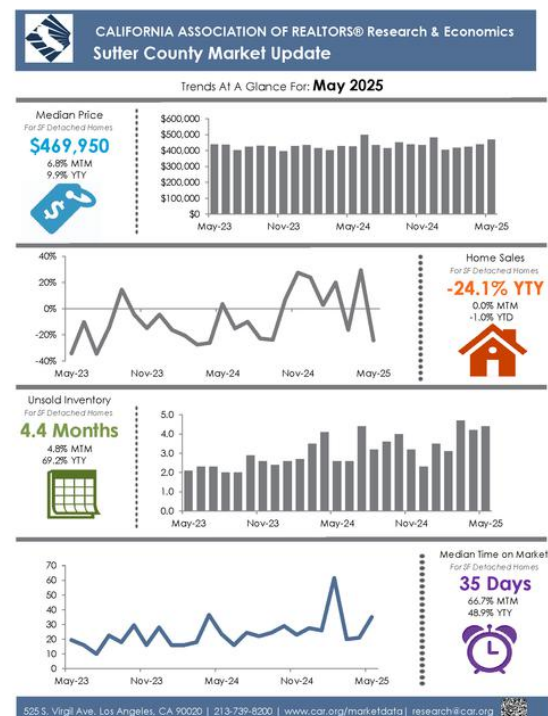
SOLANO MARKET UPDATE



SONOMA MARKET UPDATE



SUTTER MARKET UPDATE



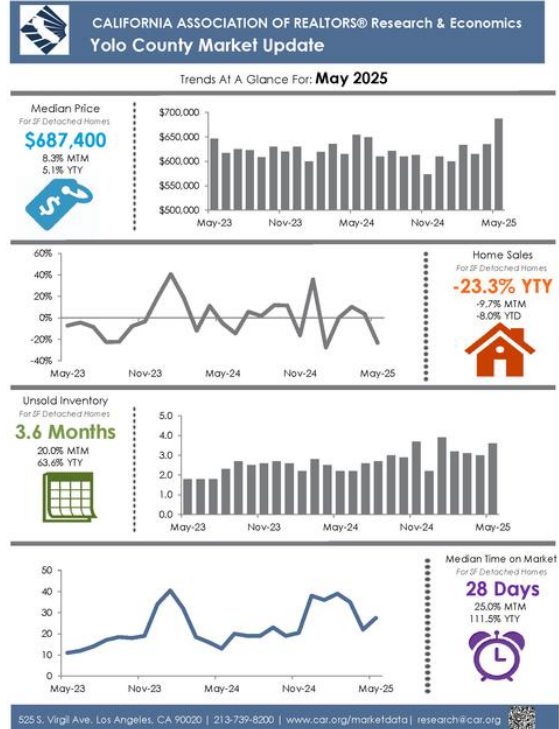
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: MAY 2025

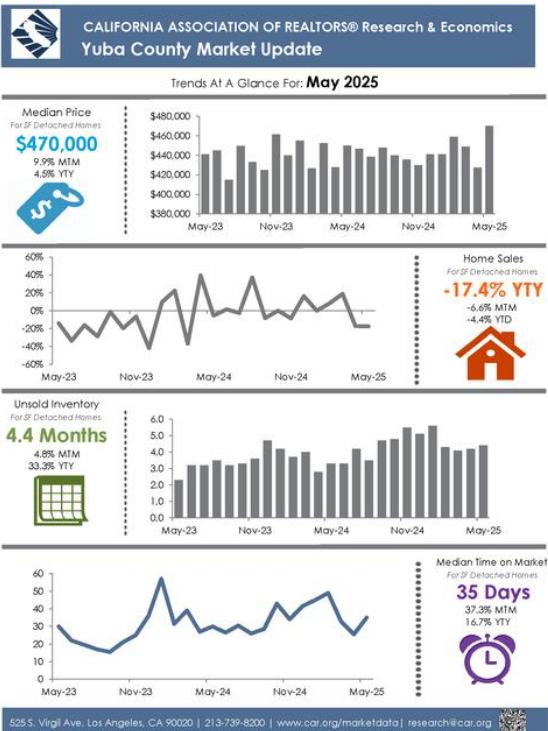
TUOLUMNE MARKET UPDATE



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 shape is in the top right corner, and another is in the bottom left corner. These shapes overlap and blend into each other, creating a modern, fluid aesthetic.

MAY 2025

CALIFORNIA HOUSING
MARKET *Update*

Monthly Sales and Price Statistics

California Housing Market Snapshot

May 2025



254,190 | **Existing Home Sales**
-4.0% YTY | **+0.3% YTD** | **% change**



**Median
Sales Price**

\$900,170
-0.9% Y2Y



**Unsold Inventory
Index**

3.8 months
+46.2% Y2Y

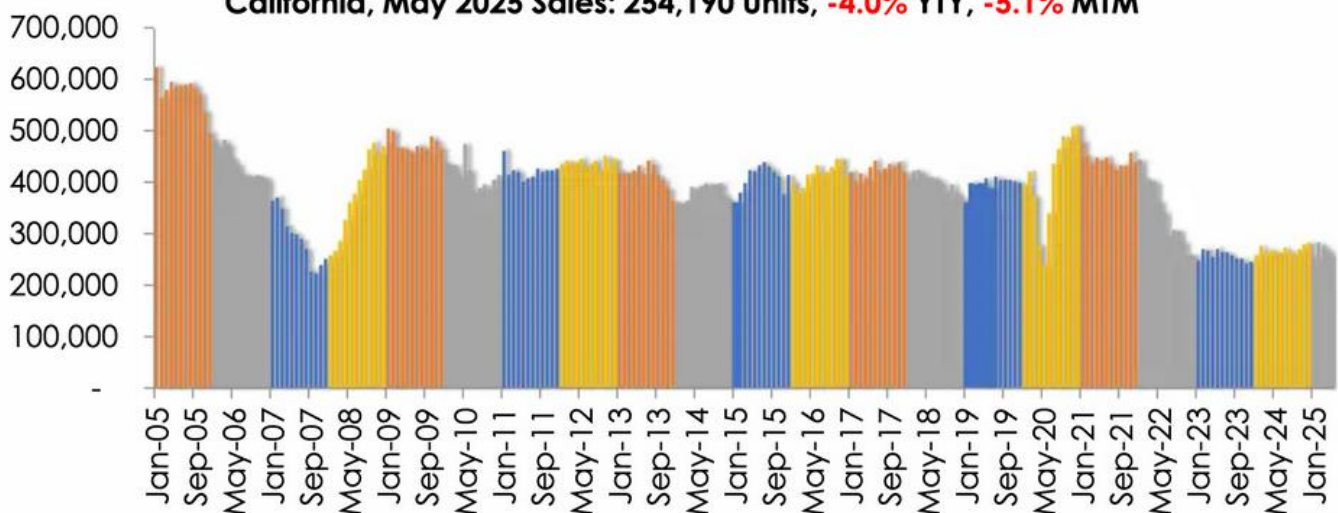


**Median
Days on Market**

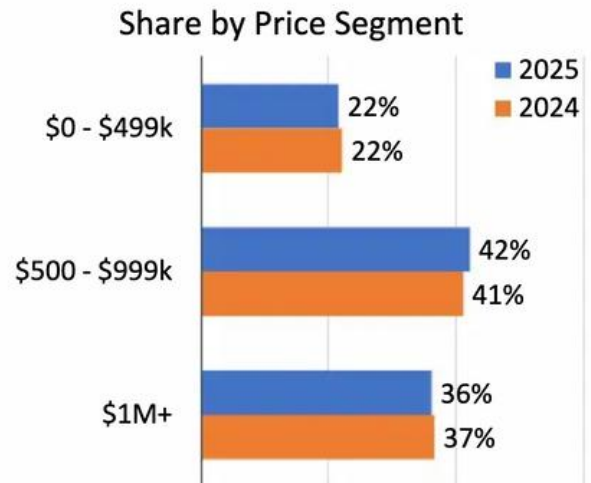
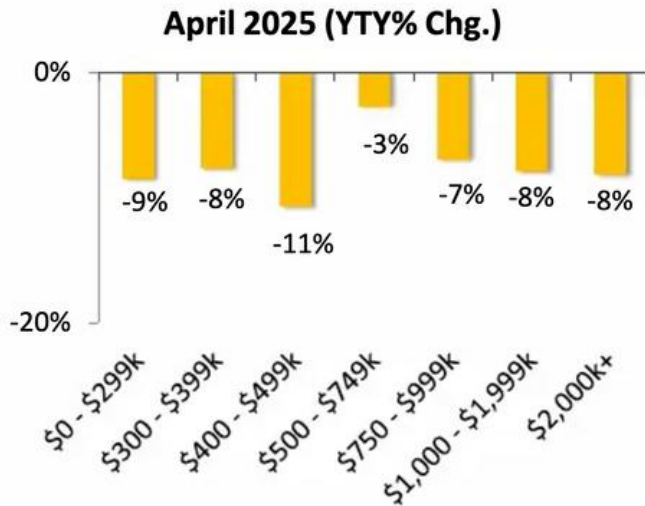
21 days
+31.3% Y2Y

Sales had the largest yearly decline in 17 months

California, May 2025 Sales: 254,190 Units, **-4.0% YTY**, **-5.1% MTM**

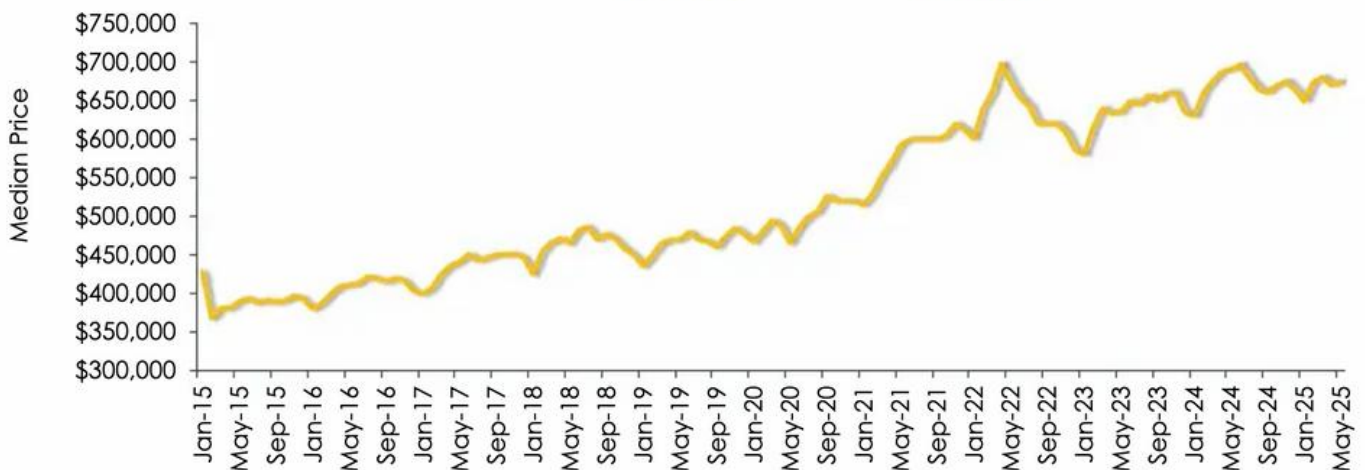


Sales by price bracket



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

California, May 2024: \$690,000, May 2025: \$675,000



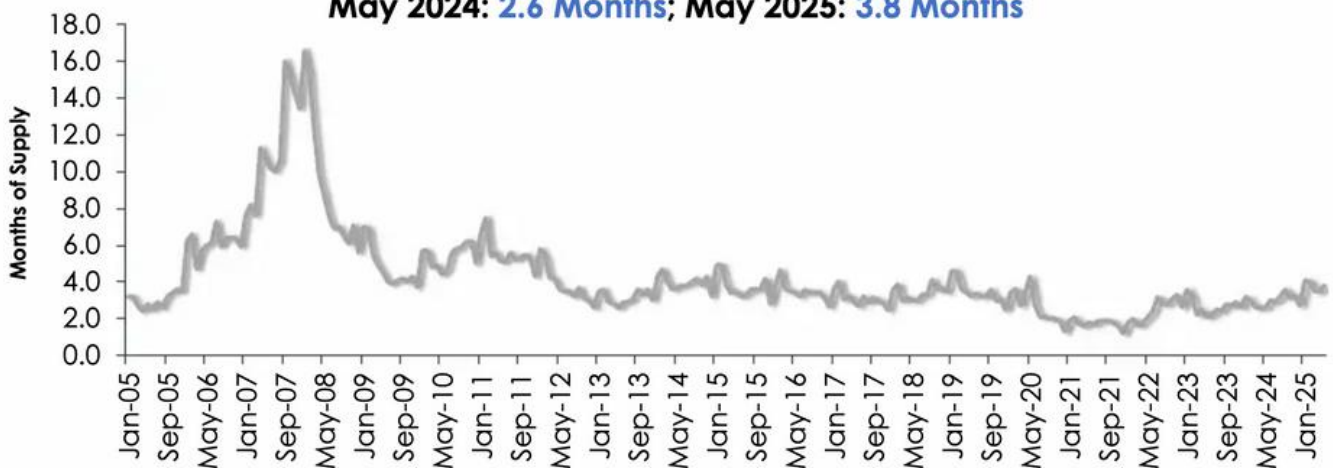
Mortgage payment dropped for the second straight month

California Median Price vs. Mortgage Payment



Inventory above last year's level

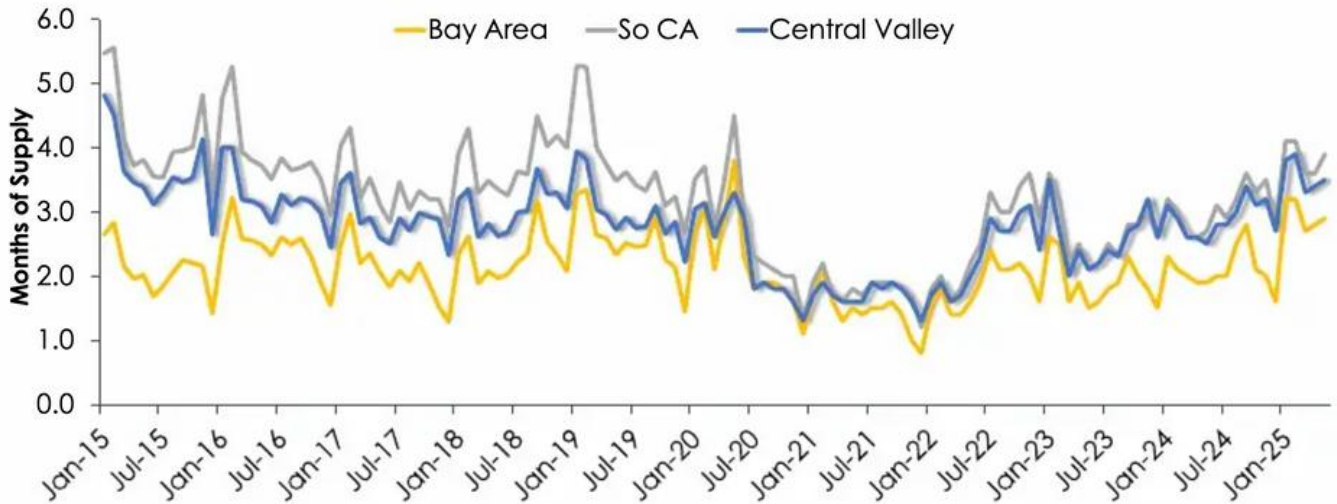
May 2024: 2.6 Months; May 2025: 3.8 Months





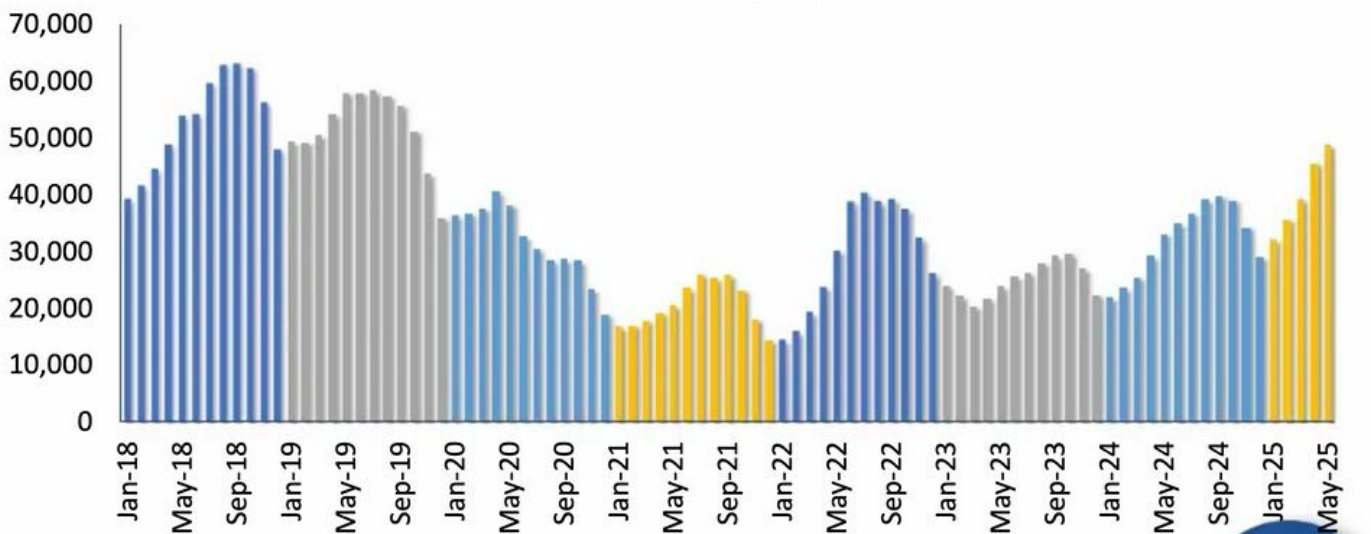
CALIFORNIA
ASSOCIATION
OF REALTORS®

Unsold Inventory across major regions



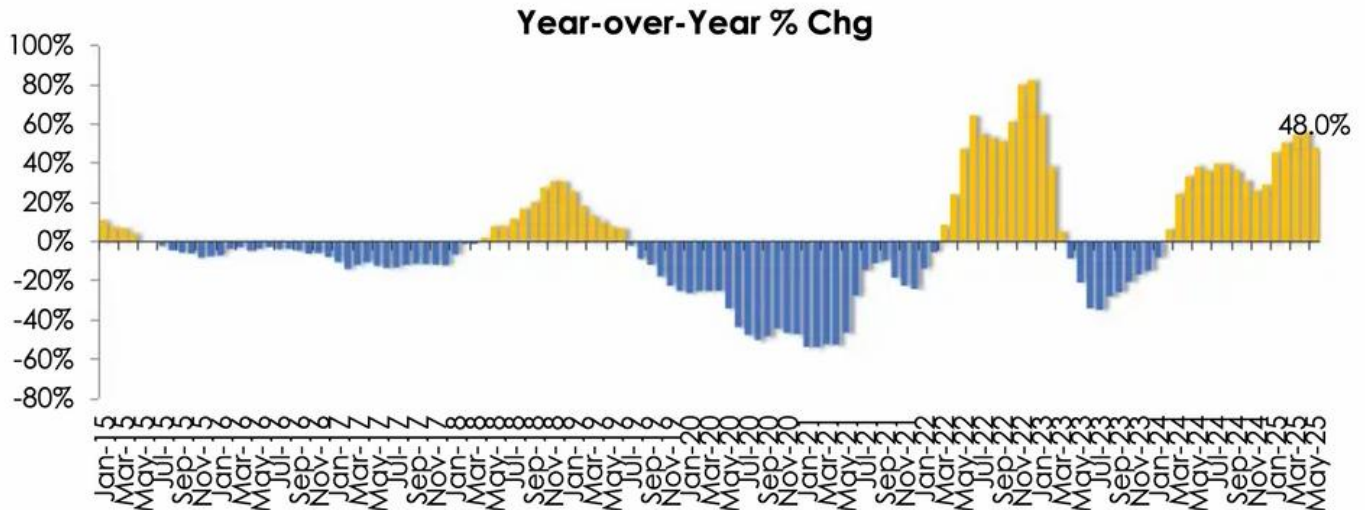
Active listings increased to highest level in over 5 years

California Active Listings by Month

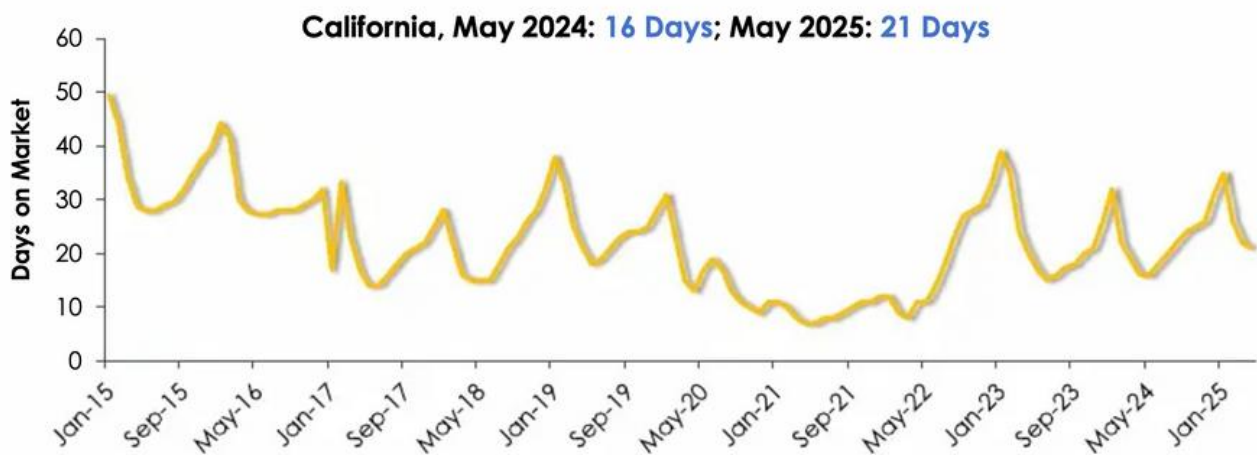


kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS.REALTY

Active listings continued to grow by more than 40%



Time on market up from last year's level



MAY 2025

Hawaii Statewide Real Estate Report

MEDIAN SALE PRICE MIXED IN MAY

Hawaii State median sale price movement is mixed in May 2025, with the home price down -3% to \$978,000 and the condo price up 2% to \$552,659 from last year.

HOME AND CONDO SALES DOWN IN MAY

Hawaii State sales activity is down in May 2025, with home sales down -16% and condo sales down -25% from last year.

MARKET TIMES ARE MIXED IN MAY

Hawaii State market times are mixed in May 2025, with the home Days on Market down -3% to 29 and the condo Days on Market up 57% to 44 from last year.

SINGLE FAMILY HOMES	THIS MONTH MAY 2025	LAST MONTH APRIL 2025	LAST YEAR MAY 2024
Median Sale Price	▼ \$978,000	\$1,096,500	\$1,010,000
Average Sale Price	▼ \$1,231,679	\$1,352,781	\$1,399,794
Homes Sold	▼ 455	470	543
Median Days on Market	▼ 29	36	30
Bid Ups	▲ 26%	23%	24%

CONDOMINIUMS	THIS MONTH MAY 2025	LAST MONTH APRIL 2025	LAST YEAR MAY 2024
Median Sale Price	▲ \$552,659	\$540,000	\$540,000
Average Sale Price	▼ \$781,448	\$740,250	\$807,811
Condos Sold	▼ 498	530	666
Median Days on Market	▲ 44	51	28
Bid Ups	▼ 12%	13%	19%

STOCK MARKET PERFORMANCE

JUNE 30, 2025

▲	Nasdaq	20,273.46	+4.99%
▲	S&P	6,173.07	+4.96%
▲	Dow	43,819.27	+3.00%
▼	10-Year	4.283%	-29.0 bps
▼	Bitcoin	\$107,502.98	+15.06%
▲	Dollar General	\$114.45	+53.11%

*Stock data as of market close, cryptocurrency data as of 2:00pm ET.
Here's what these numbers mean.

Markets: Few could have predicted this, but the S&P 500 enters the (short) trading week at a record high, having staged the unlikeliest of comebacks after plummeting 19% from its previous peak in February to a low in April. Adding to the good vibes: The rally hasn't just been fueled by a few big tech names. For instance, Dollar General is the S&P's best-performing stock since February's high, rising around 50%.



MORNING BREW

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



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS® REALTY