



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

MONTHLY NEWSLETTER

MAY 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.



MEGA AGENT CAMP 2025

AUGUST 11 – 14, 2025

HENRY B. GONZALEZ CONVENTION CENTER, SAN ANTONIO

REGISTER NOW!

Mega Agent Camp is real estate's leading agent education and training event. Designed for agents at every level, MAC centers on lively main stage conversations with top-producing agents from across KW – moderated by Gary Keller and KW leaders. More than a conference, MAC is a celebration of learning and culture, with keynotes, receptions, exhibits, and events that empower you to build and grow the business of your dreams.



MEGA AGENT CAMP 2025

The 2025 edition of Mega Agent Camp will be held at the Henry B. González Convention Center, in the heart of downtown San Antonio, Texas. You'll be steps away from the world-famous River Walk and immersed in the city's vibrant culture, captivating history, and historic charm.

MAC is made for new and established agents alike, covering key topics at the heart of real estate: leads, listings, leverage, wealth, and health. Gary Keller leads panel discussions, along with Jay Papasan, Jason Abrams, Mark Willis, and other KW greats, so you get wisdom straight from the source.

TIER 1 PRICING ENDS ON JUNE 5 AT 11:59PM CT

Event Registration

Your General Admission ticket is your pass to all things Mega Agent Camp, including main stage sessions, MAC receptions, and the exhibit hall.

EARLY BIRD
Sold Out

TIER 1
\$999

TIER 2
\$1,199

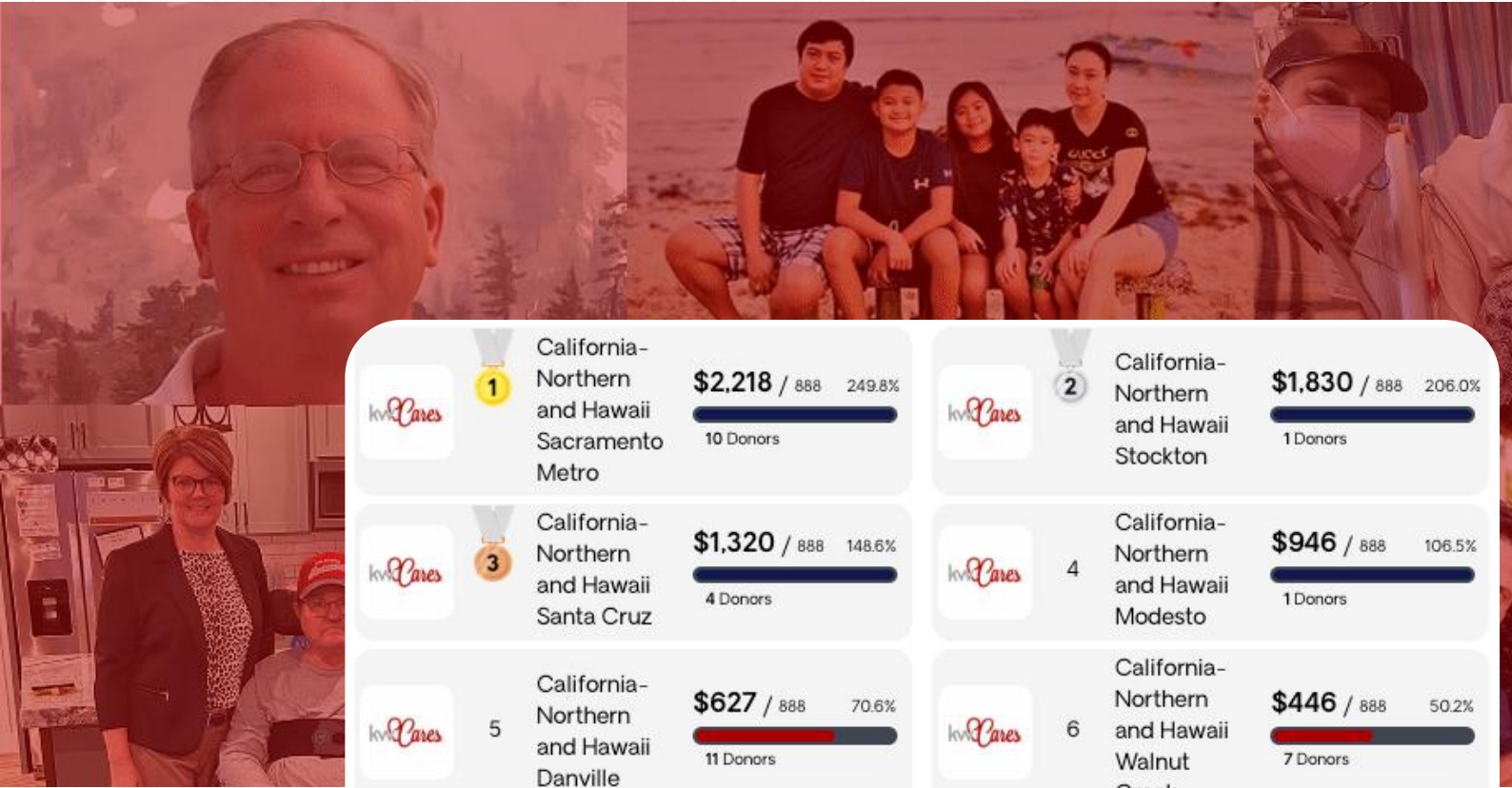
ON-SITE
\$1,399

\$999

Tier 1 pricing ends on 06/05 at 11:59pm CT

kwiCares Month

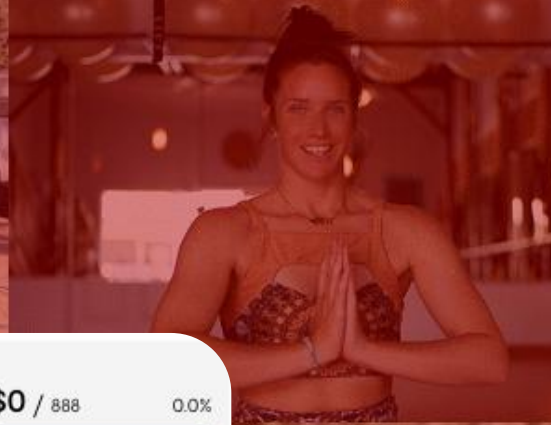
2025



| | | | |
|--|----|---|----------------------|
| | 1 | California-Northern and Hawaii Sacramento Metro | \$2,218 / 888 249.8% |
| | 2 | California-Northern and Hawaii Stockton | \$1,830 / 888 206.0% |
| | 3 | California-Northern and Hawaii Santa Cruz | \$1,320 / 888 148.6% |
| | 4 | California-Northern and Hawaii Modesto | \$946 / 888 106.5% |
| | 5 | California-Northern and Hawaii Danville | \$627 / 888 70.6% |
| | 6 | California-Northern and Hawaii Walnut Creek | \$446 / 888 50.2% |
| | 7 | California-Northern and Hawaii Vaca Valley-Winters California | \$404 / 888 45.5% |
| | 8 | California-Northern and Hawaii Folsom | \$253 / 888 28.5% |
| | 9 | California-Northern and Hawaii KW Maui West | \$107 / 888 12.0% |
| | 10 | California-Northern and Hawaii Fresno | \$27 / 888 3.0% |
| | 11 | California-Northern and Hawaii Cupertino | \$27 / 888 3.0% |
| | 12 | California-Northern and Hawaii Brentwood | \$0 / 888 0.0% |
| | 13 | California-Northern and Hawaii San Francisco | \$0 / 888 0.0% |
| | 14 | California-Northern and Hawaii Chico | \$0 / 888 0.0% |
| | 15 | California-Northern and Hawaii Santa Rosa | \$0 / 888 0.0% |
| | 16 | California-Northern and Hawaii Peninsula Estates | \$0 / 888 0.0% |

kwwCares.Month

2025



kwwCares

17

California-Northern and Hawaii Oakland

\$0 / 888 0.0%
0 Donors

kwwCares

18

California-Northern and Hawaii Los Gatos Estates

\$0 / 888 0.0%
0 Donors

kwwCares

19

California-Northern and Hawaii Honolulu

\$0 / 888 0.0%
0 Donors

kwwCares

20

California-Northern and Hawaii Yuba Sutter

\$0 / 888 0.0%
0 Donors

kwwCares

21

California-Northern and Hawaii Silicon City

\$0 / 888 0.0%
0 Donors

kwwCares

22

California-Northern and Hawaii Palo Alto

\$0 / 888 0.0%
0 Donors

kwwCares

23

California-Northern and Hawaii Roseville

\$0 / 888 0.0%
0 Donors

kwwCares

24

California-Northern and Hawaii Pleasanton / Livermore

\$0 / 888 0.0%
0 Donors

kwwCares

25

California-Northern and Hawaii Sierra Foothills

\$0 / 888 0.0%
0 Donors

kwwCares

26

California-Northern and Hawaii Santa Clara Valley

\$0 / 888 0.0%
0 Donors

kwwCares

27

California-Northern and Hawaii KW Merced

\$0 / 888 0.0%
0 Donors

kwwCares

28

California-Northern and Hawaii KW Big Island

\$0 / 888 0.0%
0 Donors

kwwCares

29

California-Northern and Hawaii Carmel

\$0 / 888 0.0%
0 Donors

kwwCares

30

California-Northern and Hawaii Fremont

\$0 / 888 0.0%
0 Donors

kwwCares

31

California-Northern and Hawaii San Jose – Silicon Valley

\$0 / 888 0.0%
0 Donors

kwwCares

32

California-Northern and Hawaii Elk Grove

\$0 / 888 0.0%
0 Donors



TOP *Performers*

APRIL 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 April 2025.

TOP PERFORMERS

CLOSED *Units*

1 **ALISHA SIMPKINS**
CHICO

1 **SARA MIN ZHAO**
OAKLAND

3 **BRADLEY FOWLER**
CHICO

3 **AKPENE RANSON**
SACRAMENTO METRO

3 **WANG MULTIFAMILY GROUP**
WALNUT CREEK

APR
2025

TOP PERFORMERS

CLOSED *Units*

1

FRANCO MOBILE HOMES

SILICON CITY

2

CALI HOMES GROUP

SILICON CITY

3

RENNA SHEE TEAM

CUPERTINO

3

TANIGUCHI & ASSOCIATES

HONOLULU

3

HOMES BY OFER

DANVILLE

3

CAMPBELL HOUSE REALTY GROUP

WALNUT CREEK

3

FION YAU REAL ESTATE GROUP

PENINSULA ESTATES

APR 2025

TOP PERFORMERS

CLOSED *Units*

TOP GROUPS

**1 THE MORE REAL
ESTATE GROUP**

FOLSOM

2 THE KAL JOHAL TEAM

YUBA SUTTER

3 COCO TAN TEAM

SAN JOSE - SILICON VALLEY

4 THE GUNDERMAN GROUP

OAKLAND

4 BERRI REAL ESTATE TEAM

PENINSULA ESTATES

**APR
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

CLOSED *Volume*

1 **JOYCE ZHAO**
CUPERTINO

2 **BILL JOHNSON**
STOCKTON

3 **RICHARD LO**
CUPERTINO

4 **SILICON VALLEY GROUP**
FREMONT

5 **ROBERT ALDANA**
SANTA CRUZ

APR
2025

TOP PERFORMERS

CLOSED *Volume*

TOP TEAMS

1 **RENNA SHEE TEAM**
CUPERTINO

2 **GREG SIMPSON ESTATES**
LOS GATOS ESTATES

3 **TEAM BEDI**
PLEASANTON / LIVERMORE

4 **TANIGUCHI & ASSOCIATES**
HONOLULU

5 **CALI HOMES GROUP**
SILICON CITY

APR
2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

CLOSED *Volume*

TOP GROUPS

1 **COCO TAN TEAM**
SAN JOSE - SILICON VALLEY

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

3 **THE DEBBIE SHARP GROUP**
PENINSULA ESTATES

4 **THE GUNDERMAN GROUP**
OAKLAND

5 **VKGRE GROUP**
LOS GATOS ESTATES

APR
2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

LISTINGS

Taken

1

SARA MIN ZHAO

OAKLAND

1

TAYLOR THOMPSON

SACRAMENTO METRO

1

KAYLA WELDON

SIERRA FOOTHILLS

4

JULIE WYSS

LOS GATOS ESTATES

5

AMY CAMPBELL

CHICO

5

LUKE EDMONDSON

CHICO

5

CHARLES VELASCO

ELK GROVE

5

NAOMI TOWNSEND

KW MERCED

5

ANDREW SWEAT

LOS GATOS ESTATES

5

JOHN W. KING

PALO ALTO

5

THE AGUILERA REAL ESTATE TEAM

STOCKTON

5

WANG MULTIFAMILY GROUP

WALNUT CREEK

**APR
2025**

TOP PERFORMERS

LISTINGS *Taken*

TOP TEAMS

1

**MICHAEL SOARES
REAL ESTATE**

SACRAMENTO METRO

2

TEAM BEDI

PLEASANTON / LIVERMORE

3

FRANCO MOBILE HOMES

SILICON CITY

3

JINES REAL ESTATE GROUP

OAKLAND

3

RINGO LIU TEAM

OAKLAND

**APR
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

LISTINGS

Taken

1

TEAM LALLY

HONOLULU

2

THE RENEE WHITE TEAM

WALNUT CREEK

3

**SOPHIE SHEN REAL ESTATE
TEAM**

CUPERTINO

3

THE KAL JOHAL TEAM

YUBA SUTTER

5

**MAUI LUXURY REAL ESTATE
TEAM**

KW MAUI WEST

5

OWN REAL ESTATE

PENINSULA ESTATES

5

COCO TAN TEAM

SAN JOSE - SILICON VALLEY

5

THE BRASIL GROUP

CUPERTINO

**APR
2025**



NEW *Associates*

APRIL 2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

NEW ASSOCIATES *Partners*

APRIL 2025

| | |
|-------------------------|-----------|
| ALYSA LEANILLO | BRENTWOOD |
| GLADYS MADISON | BRENTWOOD |
| HAMISI FITZPATRICK | BRENTWOOD |
| PHONG NGUYEN | BRENTWOOD |
| ERIN SINGLETON | CARMEL |
| GEORGE POWELL | CARMEL |
| ROUCHAND BUSH | CARMEL |
| AJLA CAUSEVIC | CUPERTINO |
| ERIKA LUA-CHAVEZ | CUPERTINO |
| HAMIDULLAH EISMATI | CUPERTINO |
| HAYDEN RICHTER | CUPERTINO |
| JUN HUANG | CUPERTINO |
| KANG BAI | CUPERTINO |
| KRISHNA MANYAM | CUPERTINO |
| POOJHA SHANMUGASUNDARAM | CUPERTINO |
| CRIS HERNANDEZ | DANVILLE |
| GIOVANNI MIGIL | DANVILLE |
| MAHDOKHT DORIE OFOGH | DANVILLE |
| OLGA LOCKETT | DANVILLE |
| ROBERT MALECH | DANVILLE |

| | |
|--------------------|-----------|
| SAMPATH GOLLAPUDI | DANVILLE |
| ZIA AHMED | DANVILLE |
| AMANDA GOMEZ | ELK GROVE |
| CAROLINE SLEEP | ELK GROVE |
| CLARO SOMERA | ELK GROVE |
| KING HAMPTON | ELK GROVE |
| MONIQUE BROWN | ELK GROVE |
| RAITAVEA CASEY | ELK GROVE |
| SHARNDEEP KAUR | ELK GROVE |
| TYMUR SIDHU | ELK GROVE |
| ARTEM SONNIK | FOLSOM |
| KRISTY LINCOLN | FOLSOM |
| NED DWYER | FOLSOM |
| AMAN SINGH | FREMONT |
| EMILY KIM | FREMONT |
| FARHAN FAROOQ KAKA | FREMONT |
| GAURAV VAISH | FREMONT |
| MYAN MARSHALL | FREMONT |
| VARUN PILLAY | FREMONT |
| BRIAN IVAN | HONOLULU |

NEW ASSOCIATES *Partners*

APRIL 2025

| | |
|-------------------------|-------------------|
| MAYBEL APOSTOL | HONOLULU |
| STEPHEN PARESA | HONOLULU |
| HILARY CABANA | KW BIG ISLAND |
| MICHALA ROYER SIMMONS | KW BIG ISLAND |
| LESLIE VICAR | KW MAUI WEST |
| RONALD EDWARDS | KW MAUI WEST |
| SARINA BASHEVAA | KW MAUI WEST |
| BENJAMIN MOITOSO | KW MERCED |
| CANDACE MOITOSO | KW MERCED |
| KIMTAJ LASHER | KW MERCED |
| LESLIE NUSH | KW MERCED |
| NAVNEET PARMAR | LOS GATOS ESTATES |
| WANLING LIANG | LOS GATOS ESTATES |
| ALBERTO PEREZ | MODESTO |
| ALEJANDRO LOPEZ GALAVIZ | MODESTO |
| JESSICA MILLER | MODESTO |
| MATTHEW MADZIER | MODESTO |
| CAROLYN DEVOL | OAKLAND |
| KENDRA MADISON | OAKLAND |
| MICHAEL WONG | OAKLAND |

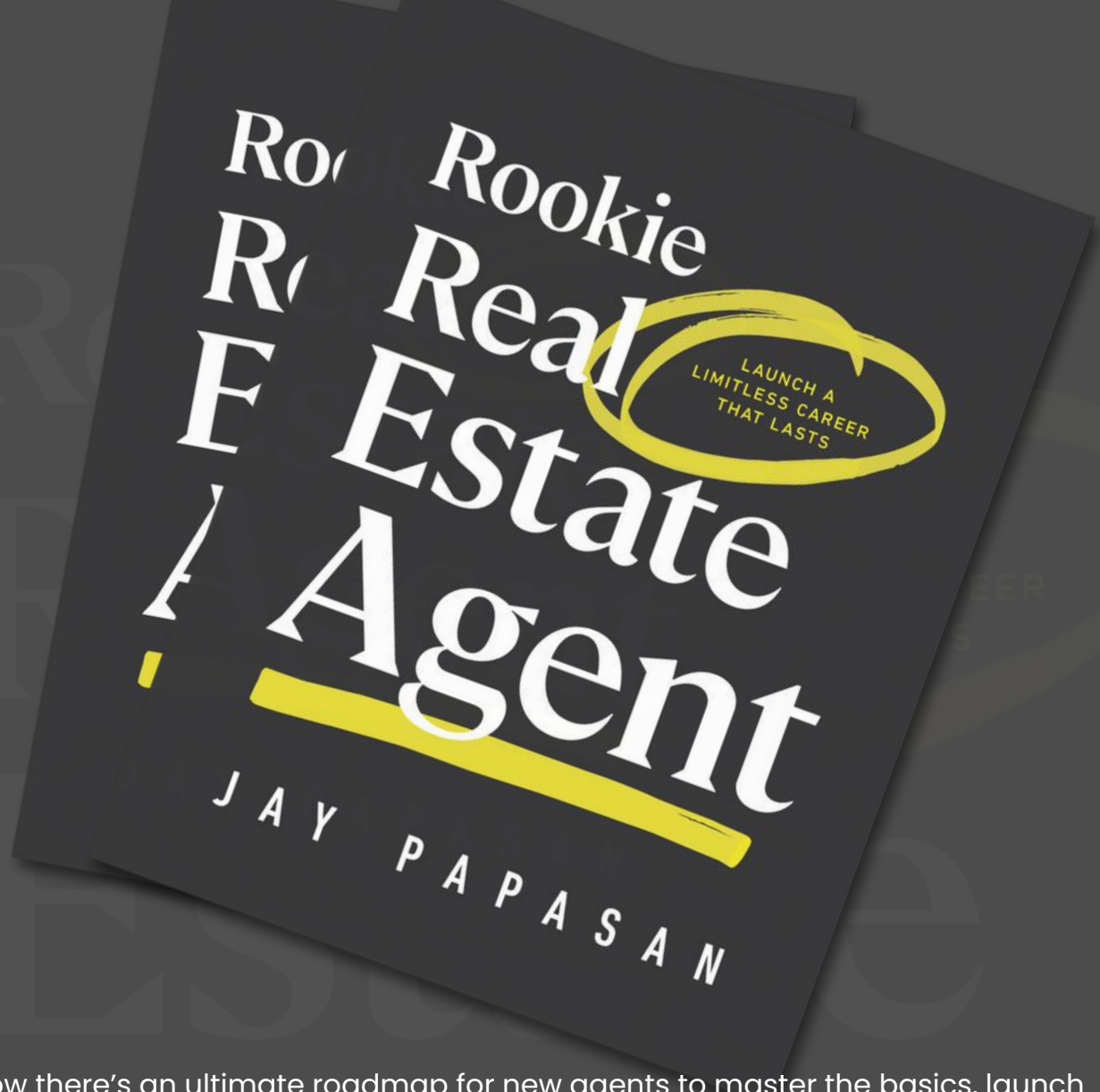
| | |
|------------------------|------------------------|
| WENZHENG WANG | OAKLAND |
| UYEN TA | PALO ALTO |
| VICTORIA MOREIRA | PALO ALTO |
| JIE SHEN | PENINSULA ESTATES |
| NGAN THANH PHAN | PENINSULA ESTATES |
| SARRA REYES-WILSON | PENINSULA ESTATES |
| APRIL VARNI | PLEASANTON / LIVERMORE |
| ASHLEY BERRIATUA | PLEASANTON / LIVERMORE |
| CHASE STRUCKMANN | PLEASANTON / LIVERMORE |
| NAZIA AKHTAR | PLEASANTON / LIVERMORE |
| DAWN CAYABYAB | ROSEVILLE |
| NICHOLAS SIMON | ROSEVILLE |
| ANDREW CODRINGTON | SACRAMENTO METRO |
| EDMOND SIU | SACRAMENTO METRO |
| JENNIFER RAZO | SACRAMENTO METRO |
| JEREMIAH ELLIS | SACRAMENTO METRO |
| JOSE L HERNANDEZ JR | SACRAMENTO METRO |
| KIMBERLY LOPEZ-ALVAREZ | SACRAMENTO METRO |
| KULKAMAL WARAICH | SACRAMENTO METRO |
| LETICIA DUENAS | SACRAMENTO METRO |

NEW ASSOCIATES *Partners*

APRIL 2025

| | |
|-------------------------|---------------------------|
| MICHELE KIMBROUGH | SACRAMENTO METRO |
| MIGNON DICKENS | SACRAMENTO METRO |
| NEERAJ PAHWA | SACRAMENTO METRO |
| ROCHELLE POPOVITS | SACRAMENTO METRO |
| SADIE DOMINGUE | SACRAMENTO METRO |
| UZAIR ANWAR | SACRAMENTO METRO |
| ANDREW MCGRATH | SAN FRANCISCO |
| LASHANE PHILLIPS | SAN FRANCISCO |
| NINA KEEBLE | SAN FRANCISCO |
| ISAAC SOLIZ | SAN JOSE - SILICON VALLEY |
| THACH DAO | SAN JOSE - SILICON VALLEY |
| ANUPAMA DESAI | SANTA CLARA VALLEY |
| SALENA CHIANG | SANTA CLARA VALLEY |
| TOMIEYAH PATTERSON | SANTA CLARA VALLEY |
| CHERIE CALLANDER | SANTA ROSA |
| NICHOLAS HENSON-CLEMENT | SANTA ROSA |
| ROLANDO BACA | SANTA ROSA |
| DALEXA RIVERA MARTINEZ | SILICON CITY |
| IMELDA FLORA-WRIGHT | SILICON CITY |
| STEVEN KANG | SILICON CITY |

| | |
|----------------------|-----------------------------------|
| AMIE RODRIGUEZ | STOCKTON |
| ASHLEY CHAPPELL | STOCKTON |
| MARYANN WORCH | STOCKTON |
| SHRENA LEE-WHITFIELD | STOCKTON |
| DEBRA RUTH | VACA VALLEY-WINTERS CALIFORNIA |
| TAMARA NORMAN | VACA VALLEY-WINTERS CALIFORNIA |
| CHRIS FLORES | WALNUT CREEK |
| JENNIFER YODER | WALNUT CREEK |
| JUAN TRABANINO MATA | WALNUT CREEK |
| LISETTE GUTIERREZ | WALNUT CREEK |
| MARIO MCLEOD | WALNUT CREEK |
| MICHAEL GIANCANELLI | WALNUT CREEK |
| MURALI KOLLIPARA | WALNUT CREEK |
| REBECCA PARKER | WALNUT CREEK |
| GERALDO RODRIGUEZ | YUBA SUTTER |



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!

MREA en Español

Pre-order Your Copy
of MREA Spanish Now!





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



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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

Clock Time

- Schedule-driven
- Time measured in hours, minutes & seconds
- Focus on "when" something starts & ends
- Emphasis on punctuality & deadlines

Best For:

- Team meetings where multiple schedules intersect
- Client appointments & external commitments
- Time-sensitive projects with hard deadlines
- Financial markets & trading
- Transportation & logistics
- Routine maintenance & recurring tasks

Event Time

- Outcome-driven
- Time measured by the completion of activities or experiences
- Focus on "what" gets done
- Emphasis on natural progression & completion

Best For:

- Creative work & craftsmanship
- Problem-solving & strategic thinking
- Relationship building & networking
- Learning & skill development
- Complex projects with uncertain timelines
- Personal reflection & mental health practices
- Family & social Interactions

Are You Living on “Clock Time” or “Event Time?”

Jay Papasan

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

Are You Living on “Clock Time” or “Event Time?”

“Time is what we want most, but what we use worst.”

— William Penn

I lived in Paris for a few years after college. Every month or so, a friend (or friend of a friend) would visit and want to be shown around. I noticed two distinct approaches to travel.

1. “Schedulers” planned their itinerary from hour to hour, seeing how many sites they could see.
2. “Savorers” moved from experience to experience, savoring the big stuff and enjoying the moment.

The “schedulers” feared missing out. It was like Paris was a checklist to complete. The “savorers” indexed more into memory making and exploration. It was like they were getting a degree in aspects of Parisian life.

Both had memorable trips, but in completely different ways. The same pattern shows up in how we approach our work. Some of us live by the clock, carefully scheduling each hour. Others focus on completion and flow, letting the task determine the time needed.

While researching *The ONE Thing*, we read [A Geography of Time](#) by Robert V. Levine. He divided the time into “clock time” and “event time.”

Clock time treats time as fixed and external. You work from 9 am to 5 pm with a lunch break at noon.

Event time is based on flow and completion. You start milking the cows at dawn, and you’re done when the last cow is milked.

Time blocking your ONE Thing can be either. But people can twist themselves into knots trying to decide. Do I lead generate from 8 am to 11am? Or do I lead generate from the moment I get to the office until I’ve connected with ten prospects?

So, how do you decide between the two approaches?

In my observation, the most productive people toggle between approaches. Most of the Western world runs on clock time. It’s inescapable. So these individuals adhere to the clock for work that is predictable or that relies on others. They also build in event time for deep work or outcome-focused work. That’s why we advocate for big-time blocks for your ONE Thing. Time blocking may rely on clock time to start and end, but when you sequester a large chunk of your schedule, you can run it like event time. You can write the code, create the presentation, study the problem, connect with the clients, etc.

Sometimes you count the hours. Sometimes you make the hours count. Clock time gets things started. Event time gets things done. Clock time is the currency of efficiency, and event time is the currency of completion. Spend both wisely. Your calendar runs on clock time. Your breakthroughs often live in event time.

One question to ponder in your thinking time: Are you measuring your productivity in hours or outcomes?



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



MAY 2025 PODCAST HIGHLIGHT



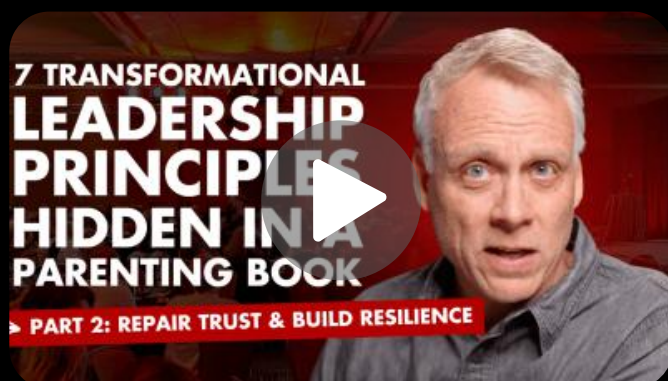
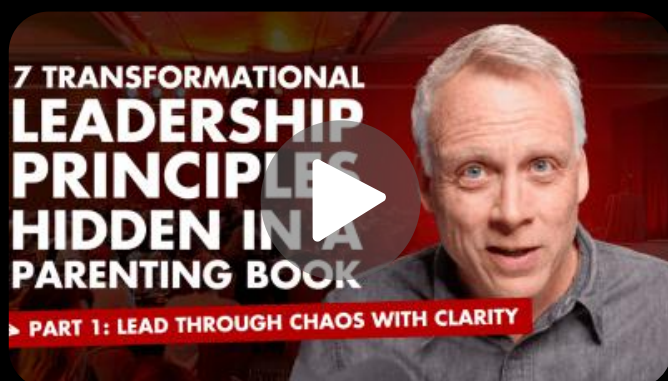
LISTEN TO MORE PODCAST



THE ONE THING^{with} JAY PAPASAN

A PRODUKTIVE PODCAST

MAY 2025 PODCAST HIGHLIGHT



[LISTEN TO MORE PODCAST](#)

KW NORTHERN CALIFORNIA AND HAWAII REGION



TRAININGS AND *Events*

KW NORTHERN CALIFORNIA AND HAWAII REGION

UPCOMING REGION *Events*

SEPT
10

**Business
Planning Clinic**

OCT
7

**NCHR Elite
Hawaii – Oahu**

SAVE THE DATE

*More details and registration coming soon—
mark your calendars now!*

UPCOMING KWRI *Events*



June 3, 2025 - June 4, 2025

[REGISTER](#)

MILLIONAIRE BUSINESS RECRUITER

Come learn the science and the art of knowing your numbers, generating the appointments, hosting the recruiting appointment, and proven and powerful methods to crush the close.



June 10, 2025 - June 11, 2025

[REGISTER](#)

FSO: THE MILLIONAIRE BROKERAGE ENTREPRENEUR

Internalize the systems, tools and resources for energizing growth, productivity, profitability and culture in their market centers



June 17, 2025

[REGISTER](#)

PROFIT CAMP

Take control of your finances, change how you think about money, and learn how to build a profitable business that supports a purposeful life.

[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, June 4

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



— Presents —



QL SUMMIT 2025

with
GARY KELLER

DO YOU HAVE A BIG DREAM OR A VISION FOR YOUR LIFE?

Are you having trouble finding the starting point? Designed for aspiring professionals, entrepreneurs, big thinkers, and dreamers under 30, this 3-day in-person event is for you!

TICKET TYPES:

- YOUNG ADULT IN-PERSON
- INSTRUCTOR WORKSHOP
- WATCH PARTY PACK



JUNE 12-14

AUSTIN, TX



REGISTER TODAY!

LEARN MORE: EMPOWER.KWNEXTGEN.ORG/EVENT/QL-SUMMIT-2025/

RED DAY

Renew. Energize. Donate.

2025



AROUND THE REGION

What an incredible month of giving where we live — from community clean-ups to acts of kindness, our Market Centers across the region showed up with HEART!

Watch the full highlight video and relive the powerful moments that made this year unforgettable!

Thank you, KW family, for making a lasting impact.



Renew. Energize. Donate.

Happy National

Real Estate Day



kw

is home to



Visionary Leaders



Named the

#1 Real Estate Franchise in the U.S.

by T360 Real Estate Almanac 2025

Dedicated Minds



Ranked a

Top Franchise for 2025

by Franchise Business Review

Driven Agents



Listed on Glassdoor's

Best Places to Work 2025

Limitless Women



For the 9th consecutive year, named a

Top Franchise for Women 2025

by Franchise Business Review

SMART FARMING: WILSON LEUNG'S STRATEGIC APPROACH TO BUILDING AN IMPACTFUL LOCAL PRESENCE



Wilson Leung has developed a highly successful business in the San Francisco area through going all in on relationships in his 2,500-house farm. Through prioritizing value, consistency, and being a personable neighbor, Wilson and his team closed \$160 million in volume last year and captured 20% of his farm's market share. Watch here now, on www.jamesdshaw.com or on my [YouTube channel](#) to learn about Wilson's face-to-face approach to farming.

Inspire Collective members: Access Wilson's download for farming and door knocking in 2025. Visit the [Inspire Collective Member Portal](#)! Not an Inspire member? Get details [here](#).

HAPPY **23RD** ANNIVERSARY

OPEN DATE: MAY 1, 2002

kw ADVISORS
KELLERWILLIAMS. REALTY
KW FREMONT

HAPPY **22ND** ANNIVERSARY

OPEN DATE: MAY 1, 2003

kw TRI-VALLEY
KELLERWILLIAMS. REALTY

HAPPY **17TH** ANNIVERSARY

OPEN DATE: MAY 13, 2008

kw CHICO AREA
KELLERWILLIAMS. REALTY

HAPPY **5TH** ANNIVERSARY

OPEN DATE: MAY 18, 2020

kw PROPERTY TEAM
KELLERWILLIAMS.
KW MERCED

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 ground plane.

MARKET

Stats

APRIL 2025

CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

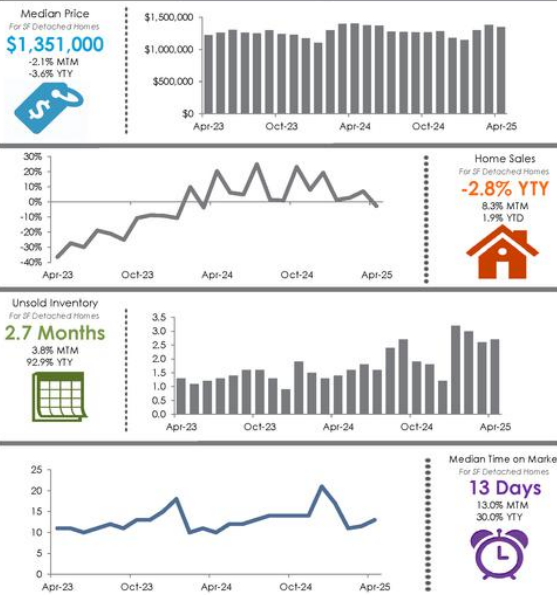
TRENDS AT A GLANCE FOR: **APRIL 2025**

ALAMEDA MARKET UPDATE



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

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



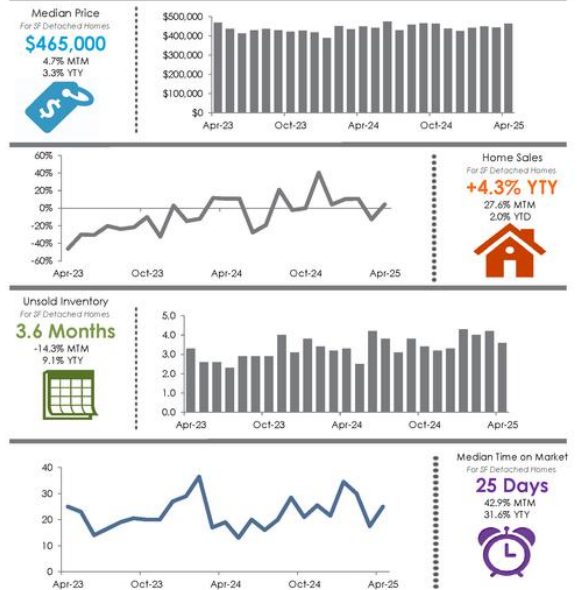
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

BUTTE MARKET UPDATE



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

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



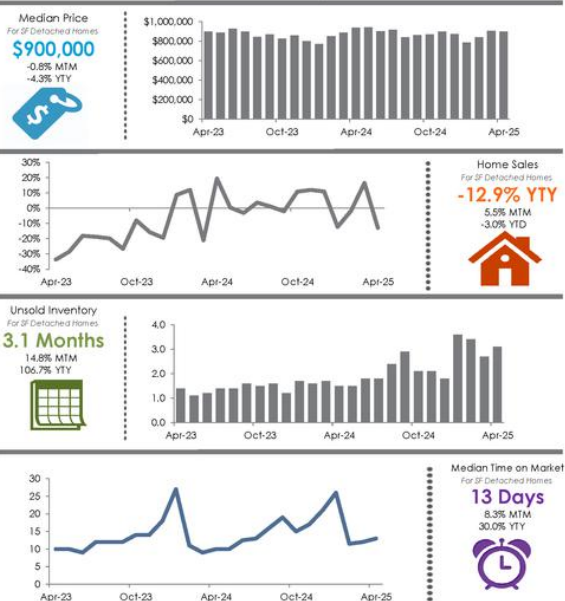
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

CONTRA-COSTA MARKET UPDATE



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

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



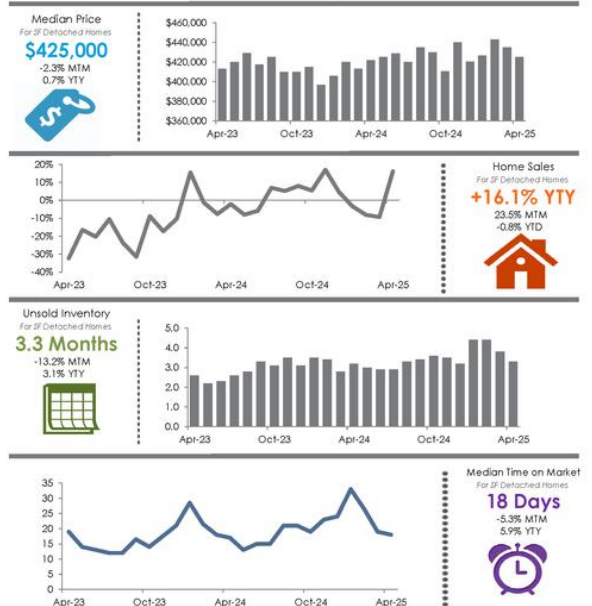
525 S. Virgil Ave., Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

FRESNO MARKET UPDATE



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

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



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CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

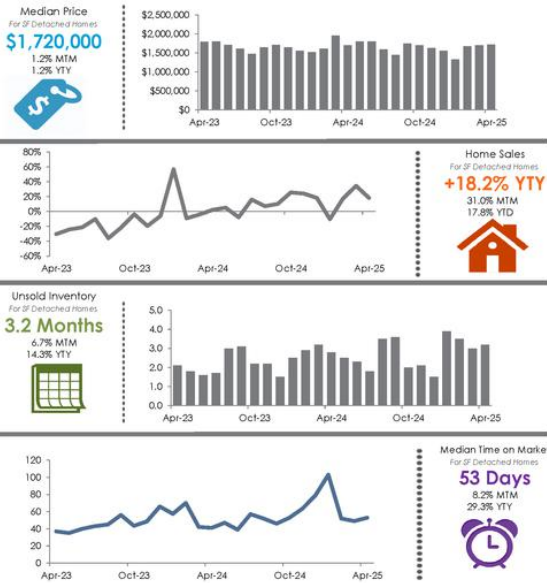
TRENDS AT A GLANCE FOR: **APRIL 2025**

MARIN MARKET UPDATE



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

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

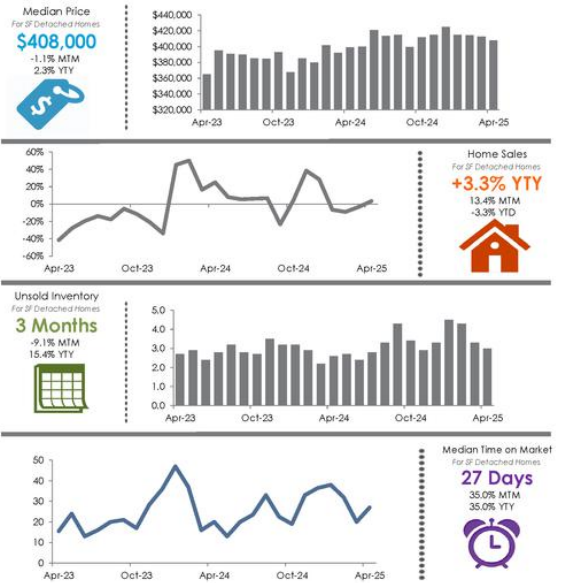


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CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics Merced County Market Update

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



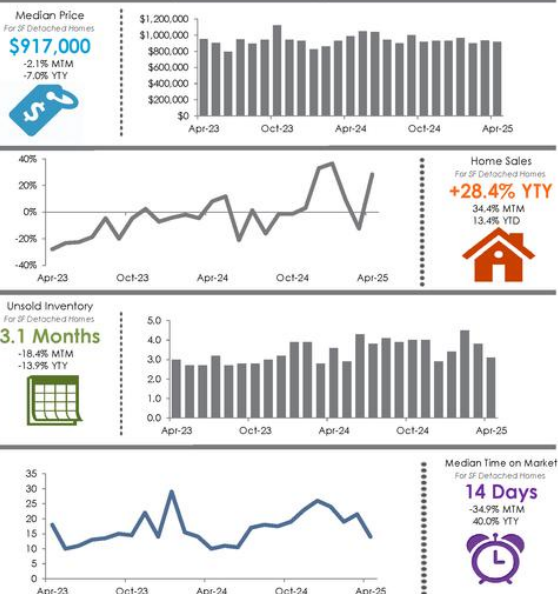
525 S. Virgil Ave. Los Angeles, CA 90020 | 213-739-8200 | www.car.org/marketdata | research@car.org

MONTEREY MARKET UPDATE



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

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

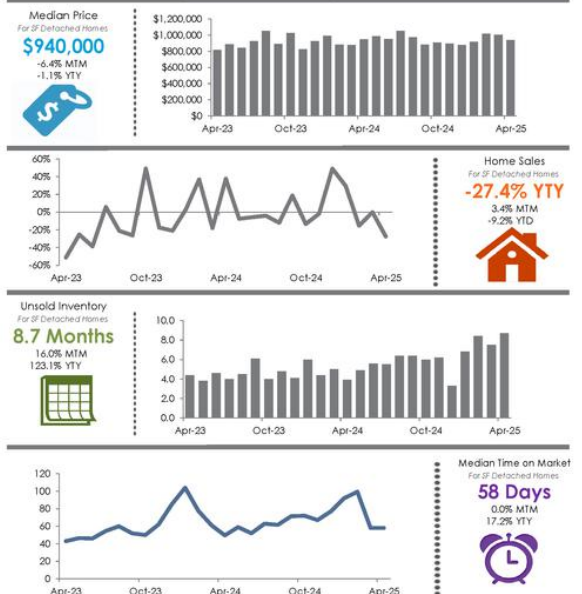


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CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics Napa County Market Update

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



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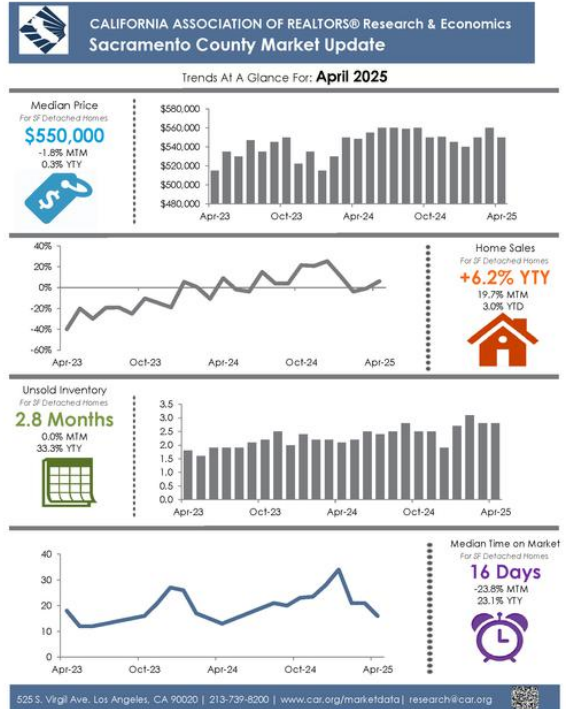
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: **APRIL 2025**

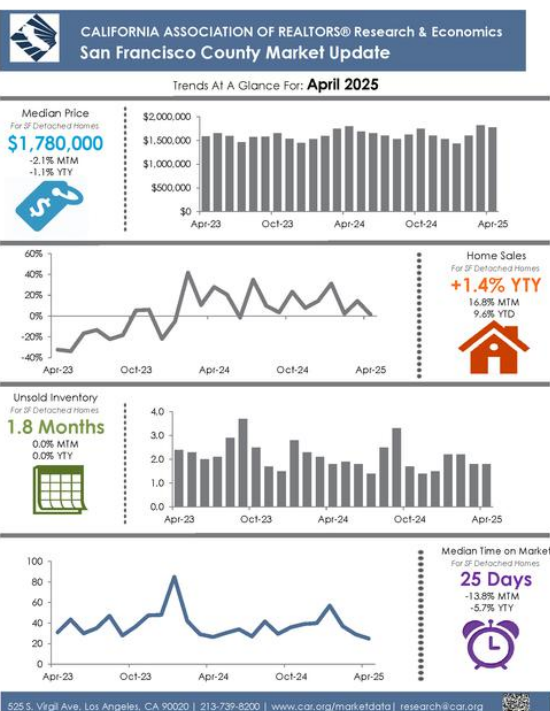
PLACER MARKET UPDATE



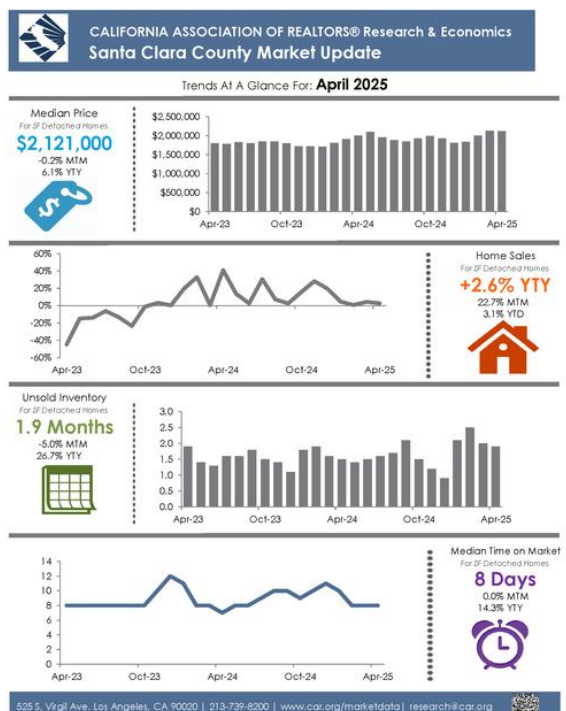
SACRAMENTO MARKET UPDATE



SAN FRANCISCO MARKET UPDATE



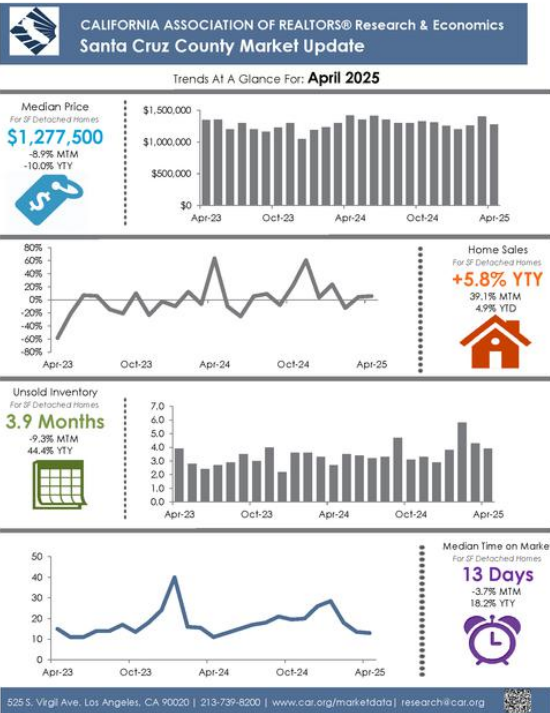
SANTA CLARA MARKET UPDATE



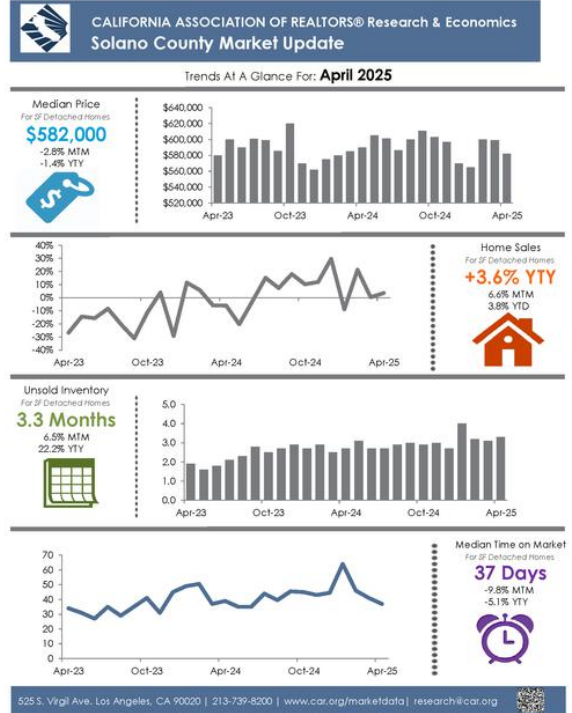
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: **APRIL 2025**

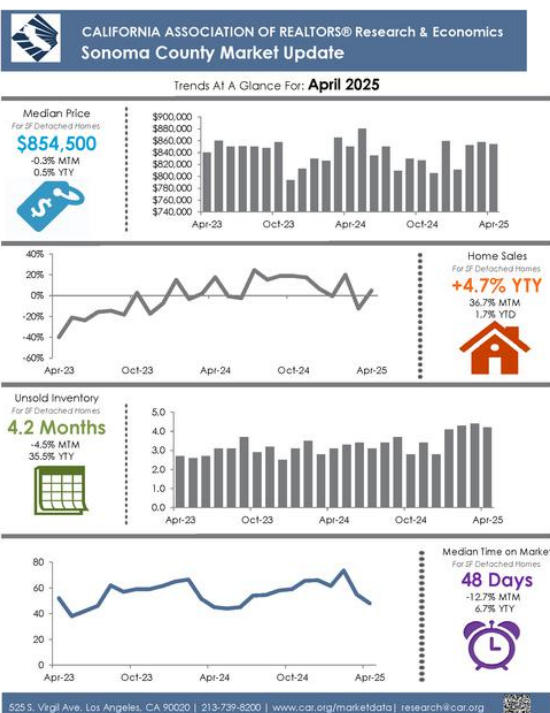
SANTA CRUZ MARKET UPDATE



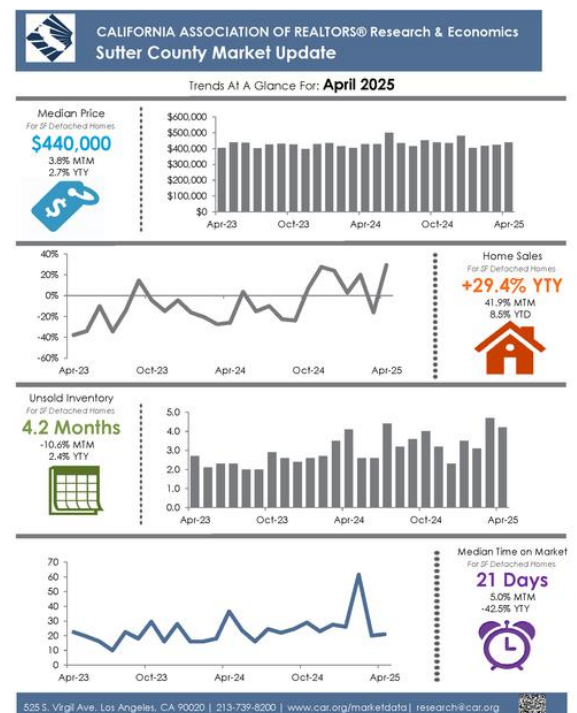
SOLANO MARKET UPDATE



SONOMA MARKET UPDATE



SUTTER MARKET UPDATE



CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

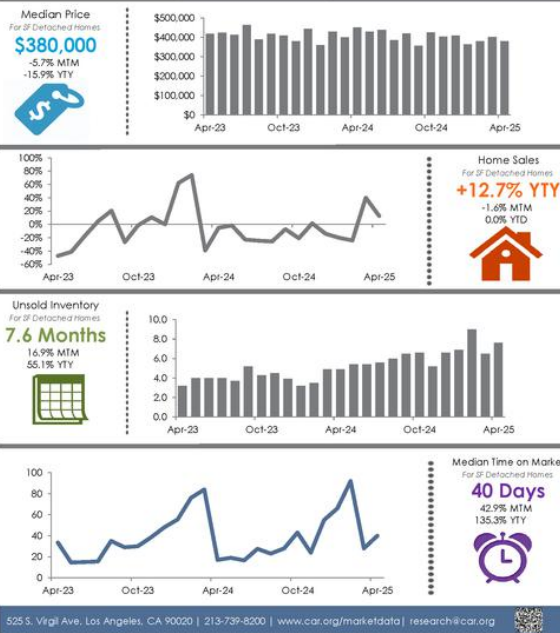
TRENDS AT A GLANCE FOR: **APRIL 2025**

TUOLUMNE MARKET UPDATE



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

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

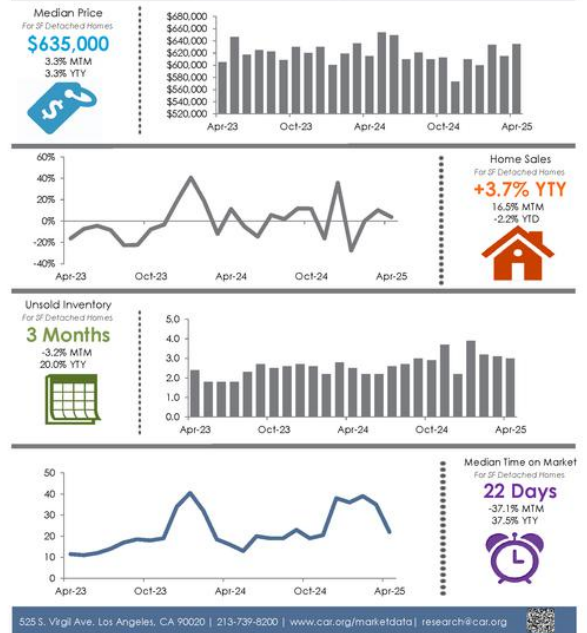


YOLO MARKET UPDATE



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

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

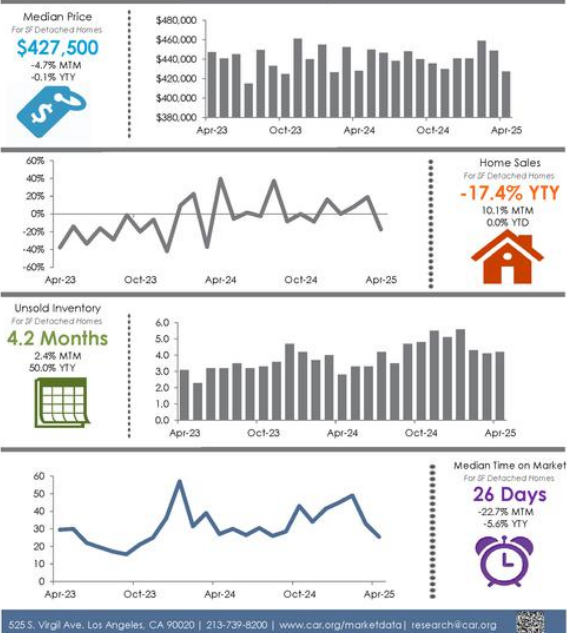


YUBA MARKET UPDATE



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

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



APRIL 2025

CALIFORNIA HOUSING MARKET *Update*

Monthly Sales and Price Statistics

California Housing Market Snapshot

April 2025



267,710 | **Existing Home Sales**
-0.2% YTY **+1.4% YTD** **% change**



**Median
Sales Price**

\$910,160
+0.7% Y2Y



**Unsold Inventory
Index**

3.5 months
+34.6% Y2Y

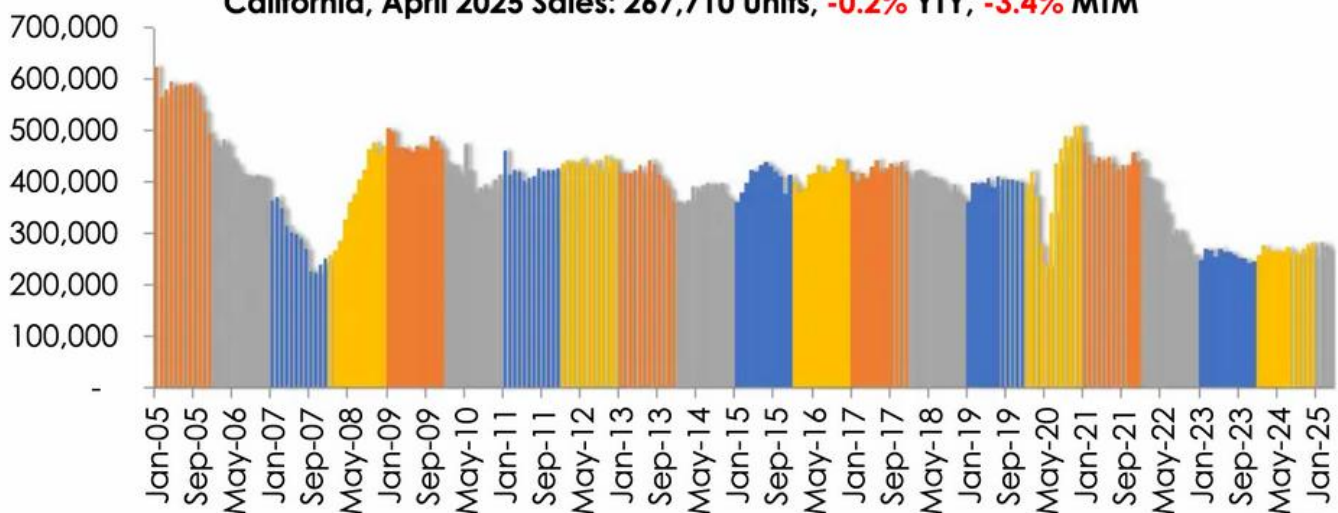


**Median
Days on Market**

21 days
+31.3% Y2Y

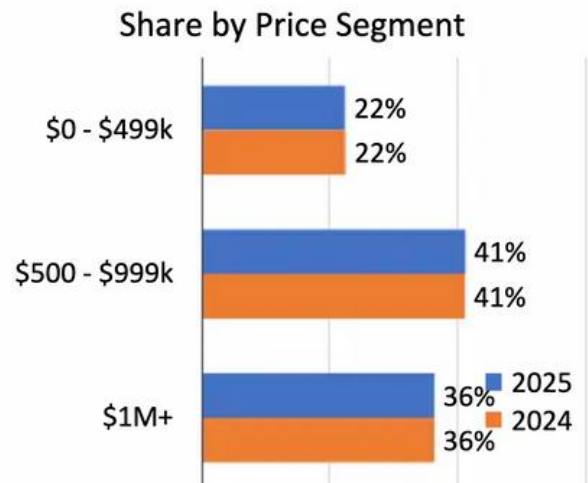
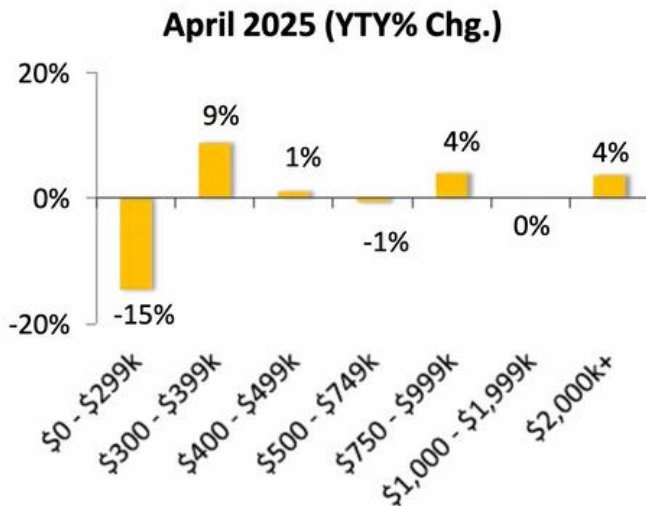
Sales dropped to 3-month low

California, April 2025 Sales: 267,710 Units, -0.2% YTY, -3.4% MTM



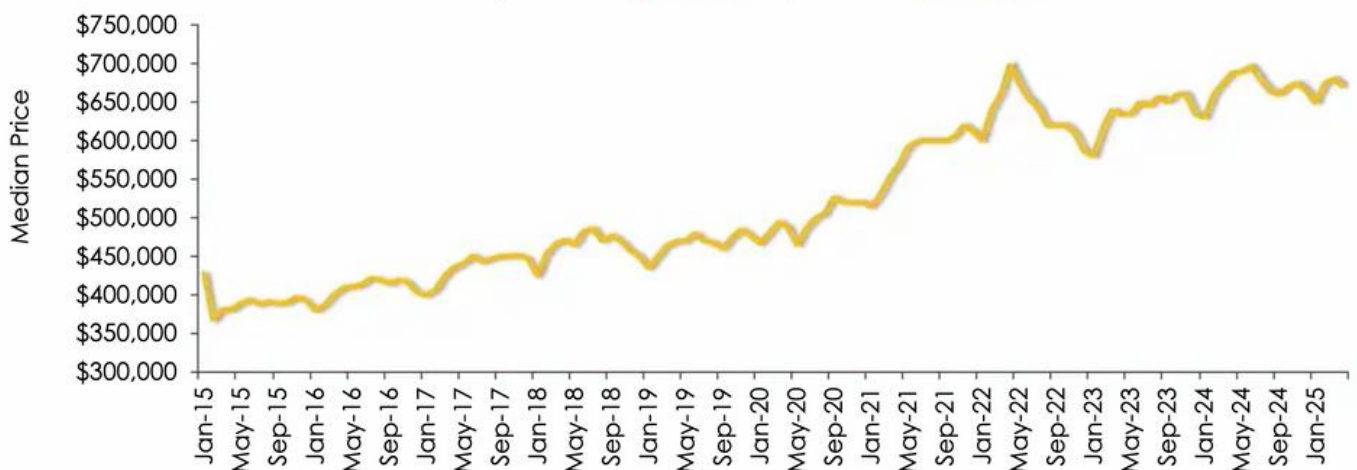
kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS, REALTY

Sales by price bracket



Condo/Townhome median price dipped to 6-month low

California, April 2024: \$688,000, April 2025: \$670,000

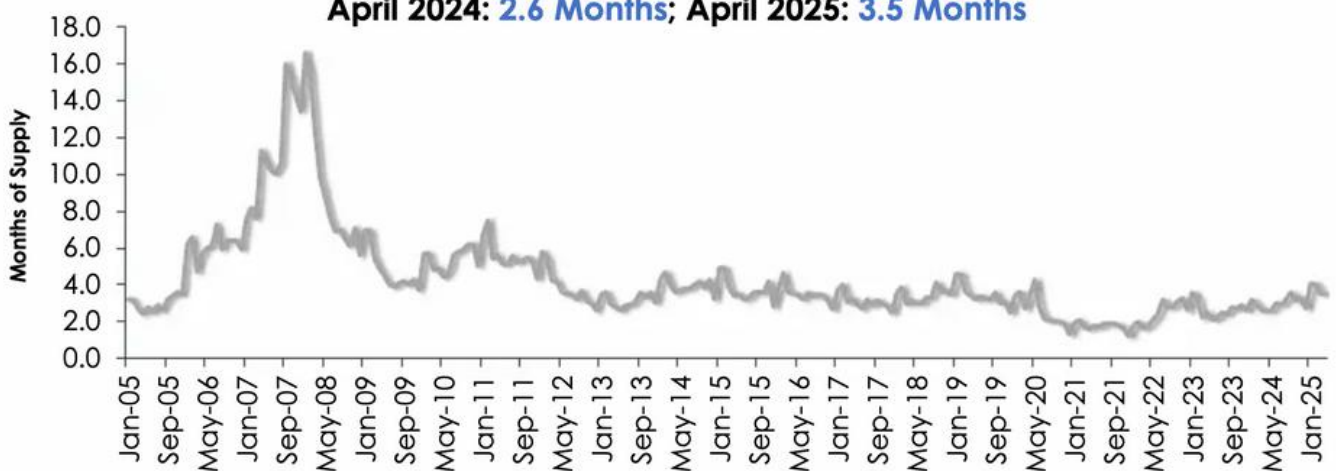


List price vs. sales price



Inventory above last year's level

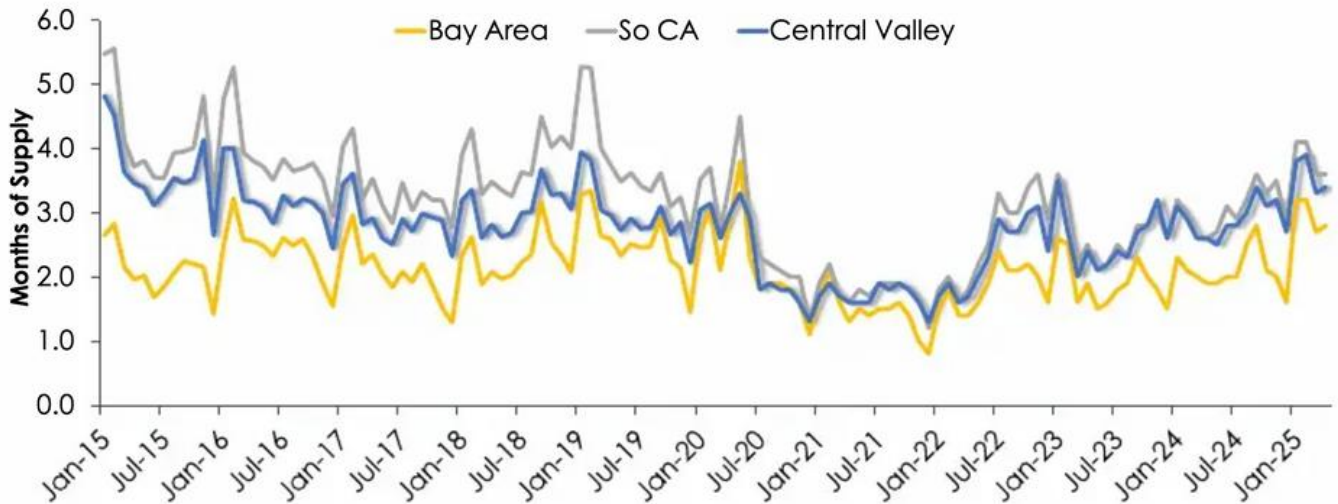
April 2024: 2.6 Months; April 2025: 3.5 Months





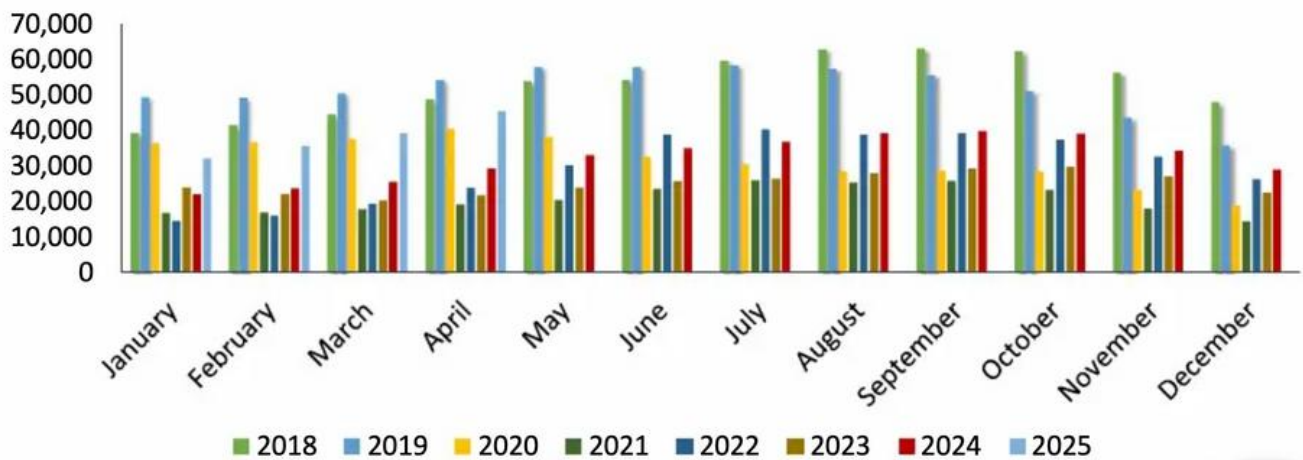
CALIFORNIA
ASSOCIATION
OF REALTORS®

Unsold Inventory across major regions



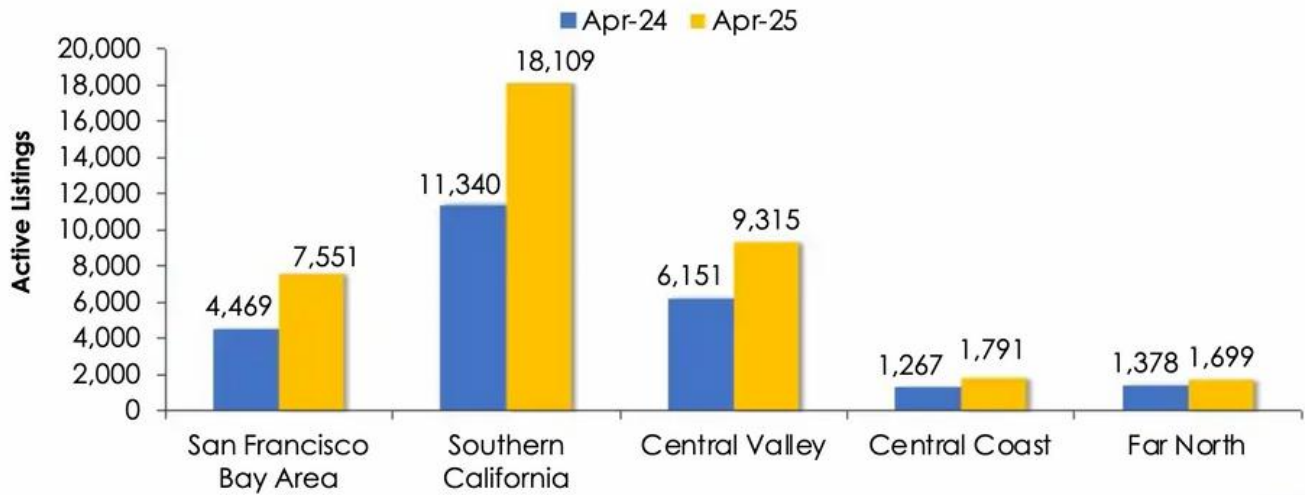
Total active listings reached highest April-level since '19

California Active Listings by Month

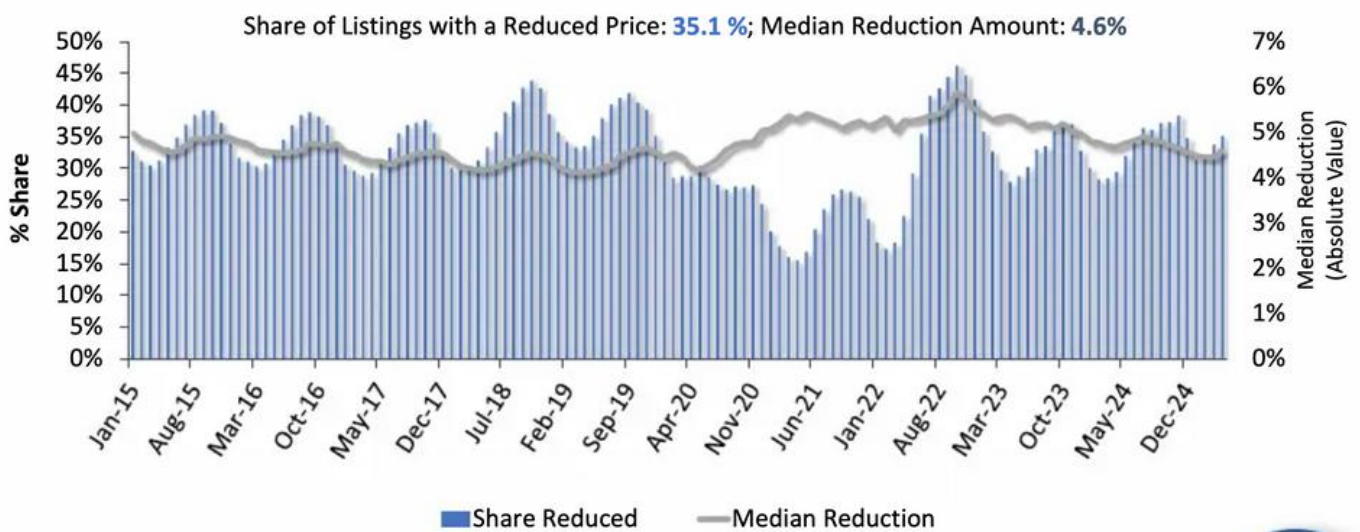


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HAWAII REGION
KELLERWILLIAMS, REALTY

Active listings by region



Reduced-Price Listings



APRIL 2025

Hawaii Statewide Real Estate Report

MEDIAN SALE PRICE MIXED IN APRIL

Hawaii State median sale price movement is mixed in April 2025, with the home price up 11% to \$1,087,500 and the condo price down -14% to \$539,500 from last year.

HOME AND CONDO SALES DOWN IN APRIL

Hawaii State sales activity is down in April 2025, with home sales down -15% and condo sales down -18% from last year.

MARKET TIMES ARE UP IN APRIL

Hawaii State market times are up in April 2025, with the home Days on Market up 44% to 36 and the condo Days on Market up 38% to 51 from last year.

| SINGLE FAMILY HOMES | THIS MONTH APRIL 2025 | LAST MONTH MARCH 2025 | LAST YEAR APRIL 2024 |
|-----------------------|--------------------------|--------------------------|-------------------------|
| Median Sale Price | ▲ \$1,087,500 | \$1,065,000 | \$980,000 |
| Average Sale Price | ▼ \$1,357,183 | \$1,700,583 | \$1,380,358 |
| Homes Sold | ▼ 466 | 471 | 549 |
| Median Days on Market | ▲ 36 | 26 | 25 |
| Bid Ups | ▼ 23% | 22% | 26% |

| CONDOMINIUMS | THIS MONTH APRIL 2025 | LAST MONTH MARCH 2025 | LAST YEAR APRIL 2024 |
|-----------------------|--------------------------|--------------------------|-------------------------|
| Median Sale Price | ▼ \$539,500 | \$550,000 | \$625,000 |
| Average Sale Price | ▼ \$737,031 | \$794,424 | \$930,553 |
| Condos Sold | ▼ 528 | 501 | 647 |
| Median Days on Market | ▲ 51 | 47 | 37 |
| Bid Ups | ▼ 13% | 13% | 15% |

STOCK MARKET PERFORMANCE

MAY 30, 2025

| | | | |
|---|---------|--------------|----------|
| ▲ | Nasdaq | 19,175.87 | +0.39% |
| ▲ | S&P | 5,912.17 | +0.40% |
| ▲ | Dow | 42,215.73 | +0.28% |
| ▼ | 10-Year | 4.424% | -5.0 bps |
| ▼ | Bitcoin | \$106,088.11 | -0.91% |
| ▲ | e.l.f. | \$111.84 | +23.58% |

*Stock data as of market close, cryptocurrency data as of 8:00pm ET.
Here's what these numbers mean.

Markets: Stocks seesawed yesterday before finishing up as investors considered the news that the White House is giving automakers a reprieve on tariffs. The day's big winner was Hims & Hers, which skyrocketed after Novo Nordisk announced it would offer its weight loss drug Wegovy via the telehealth provider.



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



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