



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS. REALTY

MONTHLY NEWSLETTER

FEBRUARY 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.



A photograph of four men on a stage. Gary Keller is on the left, holding a mug. Three other men are seated or standing behind him. The background is dark with a large orange light source.

2025 Real Estate Playbook – Straight from Gary Keller's Vision Speech



[WATCH RECORDING](#)

[VISION SLIDES 2025](#)

The 2025 real estate market is here, and it's a game of skill, not luck. In his Vision speech at Keller Williams' Annual Family Reunion, Gary Keller shared vital insights and opportunities for agents and leaders. Here's what you need to know and a plan for going forward.

Market Insights You Can't Ignore

▶ **Home Sales**

2024 hit a 29-year low. 2025? A slow climb to 4.2-4.3M sales—still below normal. Opportunity awaits the prepared. Home prices are 9.9% above trend and are stabilizing slowly. No crash is coming—tell your clients to stop waiting.

▶ **Inventory**

Tight, but creeping up. Speed matters.

▶ **Mortgage Rates**

currently 6.9%, with 74% of owners locked in below 5%. Listings will remain scarce.

▶ **Affordability**

Housing costs hit 32% of income (2006 levels). Age of first-time buyers? 38 years old—oldest ever.

▶ **Agent Gap**

60% sold nothing in 2023. The top producers are pulling away.

What It Means for You

▶ **Buyers**

"Don't time the market—buy and give it time," says Gary. Be their trusted guide.

▶ **Sellers**

Price reductions are up. Price it right, or it will sit.

▶ **Agents**

75% of buyers pick their first agent. Lead gen is your lifeline in this skills-based market.

KW Cares Impact

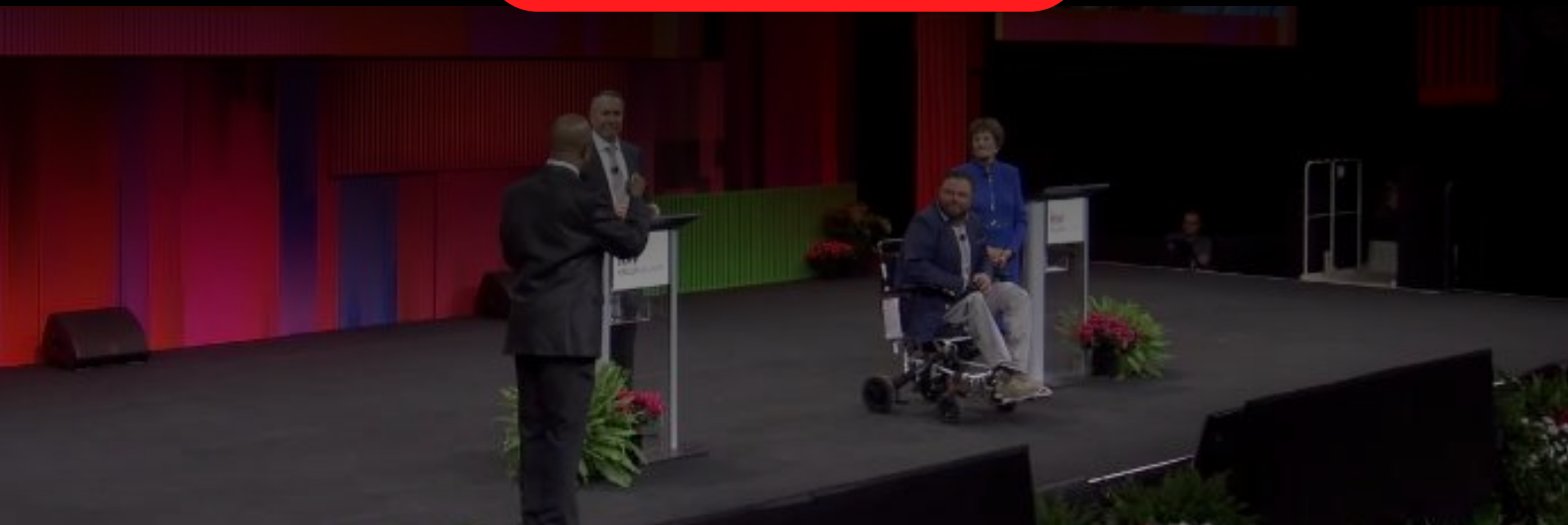
\$4.8M in relief last year—including \$2.4M for hurricanes. They rebuilt a bridge in 24 hours for 65 families. Want to help? Text CARES to 24365 or visit [kwcures.org](https://www.kwcures.org).

A large choir of people in red robes is performing on a stage. Behind them are two large screens displaying the event title. The stage is lit with warm, colorful lights.

MoAnderson's INSPIRATIONAL MORNING 2025

MoAnderson's INSPIRATIONAL MORNING 2025

[WATCH RECORDING](#)





KW *Cares* Is Still Here

Mo Anderson and Mark Willis have challenged the KW Family to help associates still struggling to recover from the 2024 hurricanes.

Mark and Mo took the stage at Family Reunion yesterday and spoke about the funds desperately needed to assist associates recovering from the 5 hurricanes that hit in 2024.

Last year, KW Cares awarded \$928,951 via 420 grants to associates hit by hurricanes. But the needs are ongoing.

Our KW Family members still need financial support for things like replacing the roof on their home, putting in new flooring after flooding, replacing necessary household items, and so much more.

These vital Catastrophic Hardship grants are only possible through the gifts of generous donors from the KW Family.

After the floodwaters recede, the ashes cool, and the news vans move on, we're still there helping to rebuild. Reach out a hand of hope to show these associates that they haven't been forgotten.

SUPPORT YOUR KW FAMILY



TOP *Performers*

JANUARY 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 January 2025.

TOP PERFORMERS

CLOSED *Units*

1 **LEIOLA AUGUSTINE**
KW BIG ISLAND

2 **PAUL ROBERTSON**
SAN FRANCISCO

3 **ANDY MADRID**
KW BIG ISLAND

4 **MICHAEL AMBROSE**
HONOLULU

4 **SARA MIN ZHAO**
OAKLAND

4 **TED DEFAZIO**
FOLSOM

4 **SHERI PALADE**
CHICO

4 **KAYLA WELDON**
SIERRA FOOTHILLS

4 **LUKE EDMONDSON**
CHICO

4 **KRISTIN JORDAN-ALLEN**
CHICO

4 **NANCY STAFFORD**
KW BIG ISLAND

JAN
2025

TOP PERFORMERS

CLOSED *Units*

1

**TANIGUCHI &
ASSOCIATES**

HONOLULU

1

**WANG MULTIFAMILY
GROUP**

WALNUT CREEK

3

**DAVENPORT REAL ESTATE
GROUP**

LOS GATOS ESTATES

3

**CONNIE VAN REAL ESTATE
GROUP**

ELK GROVE

5

THE CAUSEY GROUP

HONOLULU

5

THE STATESMAN TEAM

STOCKTON

5

**MICHAEL SOARES REAL
ESTATE**

SACRAMENTO METRO

5

LEEANN LUPO TEAM

SIERRA FOOTHILLS

**DEC
2024**

TOP PERFORMERS

CLOSED *Units*

1 THE KAL JOHAL TEAM
YUBA SUTTER

2 TONGG + PARTNERS
HONOLULU

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

4 THE RENEE WHITE TEAM
WALNUT CREEK

5 BERRI REAL ESTATE TEAM
PENINSULA ESTATES

**JAN
2025**

TOP PERFORMERS

CLOSED *Volume*

1 **BILL JOHNSON**
STOCKTON

2 **LEIOLA AUGUSTINE**
KW BIG ISLAND

3 **RICHARD LO**
CUPERTINO

4 **RON EVANS**
PALO ALTO

5 **MICHAEL AMBROSE**
HONOLULU

JAN
2025

TOP PERFORMERS

CLOSED *Volume*

TOP TEAMS

1

CLAUDIA MILLS REAL ESTATE TEAM

OAKLAND

2

MARK ZHANG REALTY

CUPERTINO

3

TANIGUCHI & ASSOCIATES

HONOLULU

4

DAVENPORT REAL ESTATE GROUP

LOS GATOS ESTATES

5

WANG MULTIFAMILY GROUP

WALNUT CREEK

JAN
2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

A grayscale image of the Golden Gate Bridge, showing its iconic towers and suspension cables, serves as a background for the left portion of the page.

TOP PERFORMERS

CLOSED *Volume*

TOP GROUPS

1

WEN GUO REAL ESTATE GROUP

PENINSULA ESTATES

2

COCO TAN TEAM

SAN JOSE - SILICON VALLEY

3

THE BRASIL GROUP

CUPERTINO

4

THE RENEE WHITE TEAM

WALNUT CREEK

5

SOPHIE SHEN REAL ESTATE TEAM

CUPERTINO

**JAN
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

LISTINGS *Taken*

1

SARAH BELL

KW MERCED

2

ANDREW J MADRID

KW BIG ISLAND

3

**LEN STONE REAL ESTATE
GROUP**

PENINSULA ESTATES

4

KELLY GARGIULO

WALNUT CREEK

4

TIFFANY STOCK

DANVILLE

4

SHERRI WALKER

ROSEVILLE

4

KAYLA WELDON

SIERRA FOOTHILLS

**JAN
2025**

TOP PERFORMERS

LISTINGS *Taken*

1

**MICHAEL SOARES
REAL ESTATE**

SACRAMENTO METRO

1

**WANG MULTIFAMILY
GROUP**

WALNUT CREEK

3

MOON REAL ESTATE GROUP

WALNUT CREEK

3

THE CAUSEY GROUP

HONOLULU

3

FRANCO MOBILE HOMES

SILICON CITY

TOP TEAMS

**JAN
2025**

KW NORTHERN CALIFORNIA AND HAWAII REGION

TOP PERFORMERS

LISTINGS *Taken*

TOP GROUPS

1

THE RENEE WHITE TEAM

WALNUT CREEK

2

THE MORE REAL ESTATE GROUP

FOLSOM

3

THE GUNDERMAN GROUP

OAKLAND

4

MONTEREY PENINSULA HOME TEAM

CARMEL

5

WEN GUO REAL ESTATE GROUP

PENINSULA ESTATES

5

THE KAL JOHAL TEAM

YUBA SUTTER

5

OWN REAL ESTATE

PENINSULA ESTATES

JAN
2025



NEW *Associates*

JANUARY 2025

KW NORTHERN CALIFORNIA AND HAWAII REGION

NEW ASSOCIATES *Partners*

JANUARY 2025

ELAYNA WHYTE	BRENTWOOD
PATRICK O'DONNELL	CARMEL
BRITTANY BUMPUS	CHICO
CHANMEE JUNG	CHICO
ANTHONY LOVAGLIA	CUPERTINO
AURORA LOWE	CUPERTINO
CHUXI LI	CUPERTINO
DAN YE	CUPERTINO
DONNA BROWN	CUPERTINO
JUSTIN WINN	CUPERTINO
KARINA WINN	CUPERTINO
LANCE HULSEY	CUPERTINO
NGAN LAM	CUPERTINO
NIMA KHAKI	CUPERTINO
PABLO PRASAD VADILLO	CUPERTINO
QICHEN WANG	CUPERTINO
RAVI RAGHAVENDRA PAVAGADA	CUPERTINO
RENEE MELLO	CUPERTINO
ROGELIO RAMIREZ	CUPERTINO
SANYA PURWAR	CUPERTINO

XIAOYU WANG	CUPERTINO
XIN SUN	CUPERTINO
CATHERINE GONZALES	DANVILLE
ESMERALDA CHAVEZ MORTIN	DANVILLE
HARITHA VEERAGHANTA	DANVILLE
JAWAD DAYEM	DANVILLE
JULIE GEORGE	DANVILLE
KAMAL DURGHAM	DANVILLE
KENDRA MADISON	DANVILLE
SUMIT PAL	DANVILLE
DANIEL RECTOR	ELK GROVE
JAMES STEELE	ELK GROVE
JENAH LYNNE GANIGAN ROBLES	ELK GROVE
ERIC DUARTE	FOLSOM
KEVEN HERNANDEZ	FOLSOM
VINEELA MARY PUDOTA	FOLSOM
ZACHARY OWEN	FOLSOM
KAITLIN OLSEN	FOLSOM
CARRIE HOLDENGRIGGS	FREMONT
CHIA-HUA CHAN CHAN	FREMONT

NEW ASSOCIATES *Partners*

JANUARY 2025

JOHN MAXEY JR	FRESNO
RAMAN SEHRAWAT	FRESNO
SHARANJOT KAUR	FRESNO
TYLER VICTORIA GUTIERREZ	FRESNO
DEAN SUZUKI	HONOLULU
DIANE STARKEY	HONOLULU
DOMINIQUE UNREIN	HONOLULU
KORY BROMWELL	HONOLULU
WILLIAM CRUZ	HONOLULU
KEO EVANS GONDA	KW BIG ISLAND
ATHENA JENSEN	KW MAUI WEST
BETHANY GINGERICH	KW MAUI WEST
CRAIG CARTER	KW MAUI WEST
JOICE CASTILLO	KW MAUI WEST
RACHEL SIMMONS	KW MAUI WEST
SIDNEY LEWIS	KW MAUI WEST
AMANDA VISSER	LOS GATOS ESTATES
AMY YAROSZ	LOS GATOS ESTATES
CHING HUANG CHENG	LOS GATOS ESTATES
CRYSTAL SOUZA	LOS GATOS ESTATES

FLORENCE RAHIMI	LOS GATOS ESTATES
MICHAEL KELLY	LOS GATOS ESTATES
PRIYANKA SRINIVASAN	LOS GATOS ESTATES
QINCHUN ZHAO	LOS GATOS ESTATES
ASHLEY ARDIS	MODESTO
EDGAR PEDRAZA	OAKLAND
MACY CHEUNG	OAKLAND
ROWAN SMITH	OAKLAND
KATARZYNA BARANOWSKA	PALO ALTO
GARIN DEROUNIAN	PENINSULA ESTATES
TIMOTHY SVOZIL	PENINSULA ESTATES
KIARA LIGTENBERG	PENINSULA ESTATES
ADAM MONJE	PLEASANTON / LIVERMORE
CHLOE SERPA	PLEASANTON / LIVERMORE
PRARTHANA APHALE	PLEASANTON / LIVERMORE
CAROL MOORE	ROSEVILLE
DENNIS JENKINS	ROSEVILLE
IRINA VIZII	ROSEVILLE
KRYSTYNA GSCHWEND	ROSEVILLE
LIIT AVETISYAN-CROCKER	ROSEVILLE

NEW ASSOCIATES *Partners*

JANUARY 2025

RAJBINDER THANDI	ROSEVILLE
ROBERT DITTER	ROSEVILLE
CIARRA LILES	SACRAMENTO METRO
DOMINIC CAMPIONE	SACRAMENTO METRO
DOREEN KNAPP	SACRAMENTO METRO
ESTELA MARTIN	SACRAMENTO METRO
JAMI LYNN TANNER	SACRAMENTO METRO
KAITLYN BRAZIEL	SACRAMENTO METRO
LATRICE PEAY	SACRAMENTO METRO
MICHAEL WELCH	SACRAMENTO METRO
MICHELE KIMBROUGH	SACRAMENTO METRO
OCIEL MORA	SACRAMENTO METRO
RAJEEV MEHTA	SACRAMENTO METRO
VERONICA INOCENCIO	SACRAMENTO METRO
ALETTE VALENZUELA	SAN FRANCISCO
ERICA LANKILA	SAN FRANCISCO
MICHAEL AHMADI	SAN FRANCISCO
RYAN RUDSTROM	SAN FRANCISCO
KAMLESH PANJNANI	SANTA CLARA VALLEY
MANINDEER SINGH	SANTA CLARA VALLEY
MICHAEL KUO	SANTA CLARA VALLEY
MINH BUI	SANTA CLARA VALLEY
SONIA PANJNANI	SANTA CLARA VALLEY

XIN PENG	SANTA CLARA VALLEY
NIKOLAS ROSITANO	SANTA CRUZ
ANGELA GRAHAM	SANTA ROSA
KENDRA STEVENSON	SANTA ROSA
ADRIEN NIEVES	STOCKTON
DONNA GAINES	STOCKTON
JAZLIE LEANOS	STOCKTON
SPENCER VELA	STOCKTON
MONICA OROZCO	STOCKTON
PHAI PHAN	VACA VALLEY
TINA GORDON	VACA VALLEY
CHARISSA MCMANIS	WALNUT CREEK
CHRISTINE CURTIS	WALNUT CREEK
LAN MCGOOHAN	WALNUT CREEK
JADA EDWARD	WALNUT CREEK
LATOYYA BORDELON	WALNUT CREEK
LEHAN SANTOS	WALNUT CREEK
MELISSA DIETZLER	WALNUT CREEK
SAMANTHA BROWNE	WALNUT CREEK
SCOTT VALLADON	WALNUT CREEK
ERIN FRAWLEY	YUBA SUTTER
JASKARN JOHAL	YUBA SUTTER
PARMINDER TAKHAR	YUBA SUTTER



2025 FAMILY REUNION

CONGRATULATIONS ON BEING RECOGNIZED
AT FAMILY REUNION 2025



Team Bedi

kw TRI-VALLEY
KELLERWILLIAMS. REALTY

#1

TOP TEAM IN GCI ACROSS
ALL OF KWRI AND IN
KW NORTHERN CALIFORNIA
& HAWAII REGION



Lan Bowling Team

kw PALO ALTO
KELLERWILLIAMS.

#3

TOP TEAM IN GCI ACROSS
ALL OF KWRI AND IN
KW NORTHERN CALIFORNIA
& HAWAII REGION



Fan Wang

kw THRIVE
KELLERWILLIAMS. REALTY

#3

TOP INDIVIDUAL IN GCI
ACROSS ALL OF KWRI

#1

TOP INDIVIDUAL IN GCI IN THE
KW NORTHERN CALIFORNIA &
HAWAII REGION.



THE INFLUENCERS

Rachel ADAMS LEE

**Keller Williams Realty
The Rachel Adams Lee Group**

**What medium are you using to grow your
'Influence and Platform'?**

I get about 100 referrals a year through social media! I started with Facebook and when I got that dialed, I then launched my Instagram channel and after that YouTube.

**What inspired you to start
your social media journey?**

I heard someone at a real estate convention one time say that you need to be the local mayor of your town. I wanted to find a medium that I could add massive value to my local community, but also to REALTORS® around the country! I realized with social media, I could talk to thousands of people simply with the click of a mouse, I just needed to make sure that I was always going to add value to them and keep things interesting so they kept wanting to come back to my page.

**How has your medium positively impacted
your life?**

I feel like social media has completely changed my life! And the best part is, I get to be completely, authentically, me! We were able to buy our dream home this year, I have relationships all over the world. I've been able to launch a coaching company where I get to help REALTORS® build their dream business through social media. I get to speak all over the country. It opened up some huge doors and opportunities for me. And I have a feeling I'm just getting started. It's SO fun. I literally was on a cruise out of the country and ran into someone who recognized me from YouTube! It's wild.

What drives you to continue to create?

I always want to be the best version of myself, and I really believe that to keep social media interesting,

you have to have five pillars of content. Only one thing that I talk about is going to be real estate, the other four things are going to be what makes me tick, why somebody would hang out with me on the weekend! You have to remember, people might find you on social media because you're a REALTOR®, but they're going to stick around because of who you are and how you make them feel! People know that if they come to my page, they're going to hear me talk about real estate and being an entrepreneur, being a wife and a mom (my fav), multiple streams of income, living a healthy lifestyle postpartum, and personal growth! It's totally OK that real estate is my least comment commented on topic, because I'm consistently talking about it so no one questions if I'm still in the industry. But I get the referrals because of who I am as a person. Not because of what I do.

**What advice would you give to someone looking
to build their personal brand on
social media?**

“

**“But I get
the referrals
because of who I
am as a person.
Not because of
what I do.”**

Take a deep breath, and know that your life is important and incredible, and it deserves to be shared! I guarantee you have so many photos in your phone that you took, but you've never posted. Just hit POST. You got this!

 @racheladamslee

 facebook.com/RACHELADAMSLEE

 youtube.com/racheladamslee

Websites:

www.RachelAdamsLeeGroup.com

www.LevelUpCoachingco.com



TrendGraphix

YOUR HOME FOR REAL ESTATE DATA



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HAWAII REGION
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MLS market data. Reimagined.

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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.

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The Perfectionism Trap: JUST IN TIME VS. JUST IN CASE

"I think perfectionism is just fear in fancy shoes and a mink coat, pretending to be elegant when actually it's just terrified." – Elizabeth Gilbert

The Perfectionism Trap: JUST IN TIME VS. JUST IN CASE

I was catching up with my friend Jake about his new business idea, and I couldn't help but notice something: He was spending way too much time getting ready to start instead of actually starting.

I shared a story about another friend who used their perfectionism as a shield. If you're always getting ready, you can't fail. But you can't succeed either.

Jake agreed. Maybe he was falling into that trap. He admitted that deep down, he knew he'd learn far more from real customers than from endlessly tweaking his launch plan. I agreed. Some challenges can't be anticipated. But he's an expert—he'd figure it out on the fly.

Then Jake mentioned something our mutual friend, John Meese, had told him, "Do less just in case learning and more just in time learning." I love that distinction! Just in time vs. Just in case.

"Just in Time" inventory management was pioneered by Toyota in the 1950s, under the leadership of industrial engineer Taiichi Ohno. The goal was to produce only what was needed, when it was needed, and in the exact amount needed. It revolutionized manufacturing efficiency. Ohno was inspired by American supermarkets, where shelves were restocked based on actual demand rather than bulk ordering just in case customers might buy something. Turns out, "just in time" works in many areas.

When team members start trying to anticipate every eventuality in planning, I suggest they do more "just in time" problem-solving and less "just in case" worrying. Anticipating what could go wrong is a superpower that shouldn't be over-used. Over-preparing for problems that might never happen will slow you down. At its worst, it will prevent you from starting.

It makes me wonder—how often do we stall because we're over-preparing for things that may never come? What if we trusted ourselves to handle things as they arise? What if we stopped hoarding knowledge just in case and started acquiring it just in time, when it's actually useful? What else could we approach with a "just in time" mindset?

Make an Impact!
Jay Papasan

7 WAYS

DETOX YOUR PROFESSIONAL LIFE AND TAKE BACK YOUR SANITY

Detoxing your work life isn't just about eliminating what's bad, coach Darryl Davis writes. It's about creating an environment where you can actually thrive

By: Darryl Davis



inmanTM

1. Set boundaries like your business depends on it (because it does)

If you're available 24/7, guess what? People will take you up on that offer.

Toxicity thrives when there are no boundaries.

- **How to do it:** Decide when you're "on" and when you're "off." Maybe you don't check emails after 7 p.m., or maybe client calls don't happen during dinner. I get wanting to jump on every minute of every opportunity, but you get to set the rules that work for you, communicate them and stick to them.
- **Why it works:** When you don't protect your time, no one else will. Boundaries aren't just for your sanity — they make you a better agent, a better negotiator, and frankly, a better human. It's funny how, when you set the guidelines that respect time for yourself, others will fall into that rhythm as well.



2. Pinpoint the source of the chaos

You can't fix what you don't understand. Is it an energy-sucking colleague? Clients with zero respect for your time? A constant state of overwhelm? Fear and uncertainty?

- **How to do it:** Pay attention to what's draining you. Keep a journal for a week. What situations, people, or tasks trigger stress or frustration?
- **Why it works:** Once you pinpoint the problem, you can actually do something about it — whether that means addressing it head-on, making a shift, or deciding that some relationships just aren't worth your peace.



 inman

3. Control what you can (and stop stressing about the rest)

Here's a hard truth: You can't control the market. You can't control a difficult client. You can't control that agent who just loves making your life harder. But you can control how you respond.

- **How to do it:** Stop engaging in drama. Choose where you put your energy. If a conversation is heading south, redirect it, or walk away.
- **Why it works:** The moment you stop giving power to things outside your control, you free up energy for what actually moves the needle in your business and life.



4. Surround yourself with the right people

Have you ever noticed how some people make you feel exhausted just by talking to them? Yeah, you don't need that. My mom used to say, "Show me your friends, and I'll show you who you are." She was right — the company we keep has a direct correlation to our mood, our direction and, yes, our success.

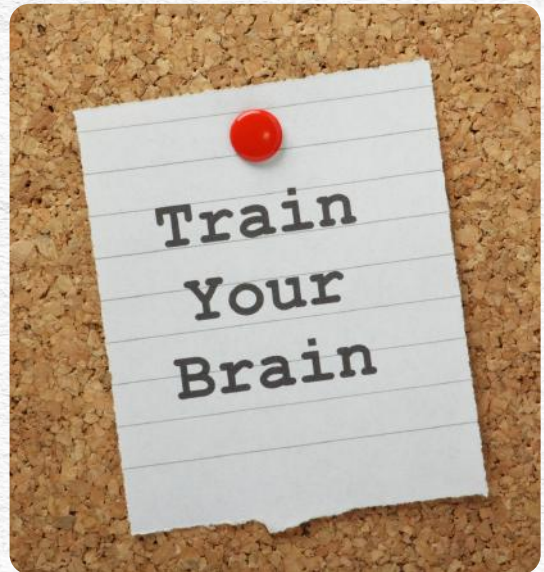
- **How to do it:** Spend more time with people who challenge you in a good way — mentors, supportive colleagues and clients who respect your expertise. Spend less time with those who bring nothing but stress and chaos.
- **Why it works:** Mom was right — you are who you surround yourself with. So, if you're hanging around negativity, it's going to seep into your business and mindset. It's time to upgrade your circle.



5. Train your brain to find the good

Look, it's easy to get caught up in the hard stuff — difficult deals, unappreciative clients, endless paperwork. But the agents who thrive are the ones who train themselves to focus on what's working.

- **How to do it:** Start your day by listing three things you're grateful for. Big or small — it doesn't matter. We do this weekly on our coaching calls and have everyone celebrate their wins. Building a habit of noticing the good increases your "happiness baseline," which is good for your soul — and your business!
- **Why it works:** When your brain is wired for gratitude, you'll find more things to be grateful for. And when you're operating from that mindset, you show up stronger, more confident and more resilient.



6. Speak up or stay stuck

One of the biggest reasons toxicity thrives? Because people don't address it. They just swallow it, hoping it'll go away. Spoiler alert: It doesn't.

- **How to do it:** If a client, colleague, or even a broker is crossing the line, call it out — professionally, but firmly. "Hey, I've noticed [behavior], and it's making it tough to work effectively. Can we talk about a better way to handle this?"
- **Why it works:** Toxicity hates accountability. The moment you stop tolerating it, things start changing.



7. Take care of you (seriously, stop neglecting this)

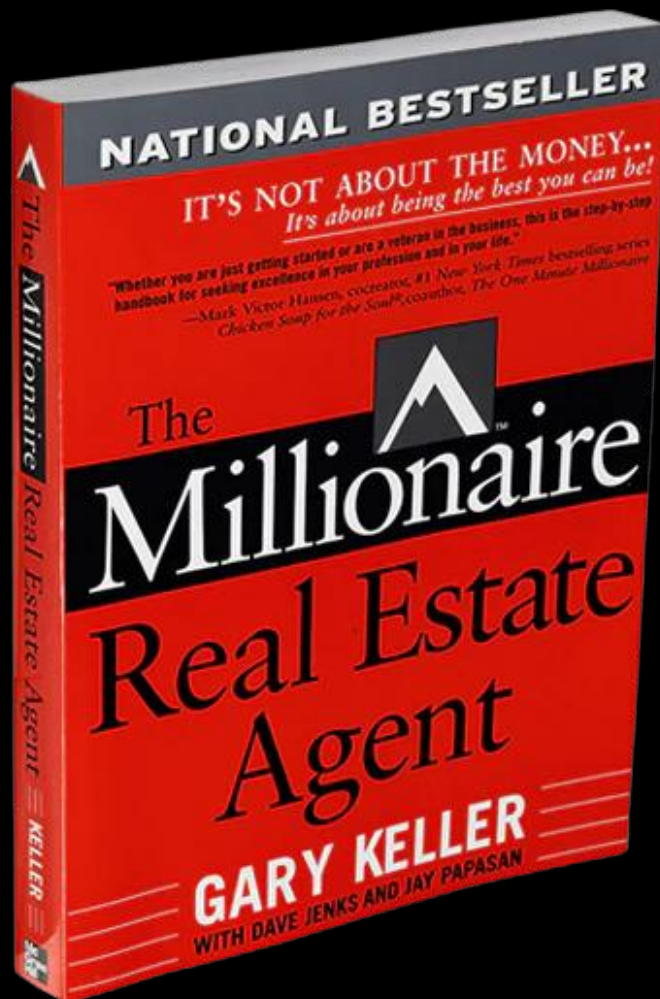
You can't be a great agent, leader, parent or anything else if you're constantly running on empty.

- **How to do it:** Schedule time for what fuels you — whether that's exercise, meditation, reading or just sitting in silence for five minutes without your phone buzzing.
- **Why it works:** The better you feel, the better you perform. And when you're at your best, you handle stress and setbacks like a pro instead of letting them take you down.



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NEW YORK TIMES & WALL STREET JOURNAL BESTSELLER

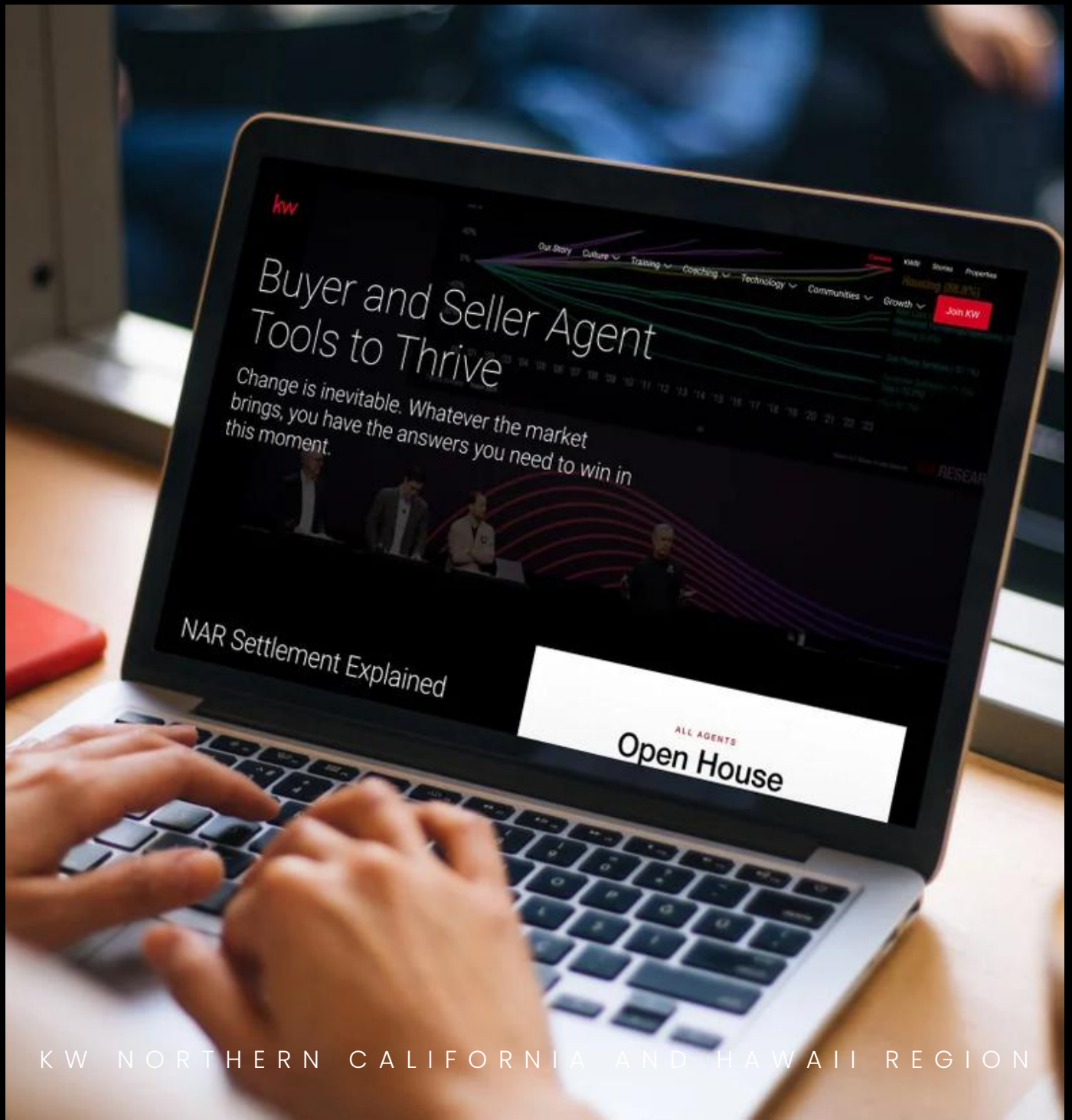
Solid foundations lead to extraordinary success. Get started on the path with the Red Book today.

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



FEBRUARY 2025 PODCAST HIGHLIGHT



LISTEN TO MORE PODCAST

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



TRAININGS AND *Events*

KW NORTHERN CALIFORNIA AND HAWAII REGION

KWRI *Events*



March 4, 2025

REGISTER

COMMAND DEMO

This 30-minute training will help you learn the most beneficial ways that agents are using Command to generate more quality leads for less, automate nurture campaigns and client interactions with a human touch, and deliver the right value, RIGHT on time.



March 5 - 6, 2025

REGISTER

BUILD A \$100K PIPELINE IN 90 DAYS

Get ready to ignite your real estate journey! Whether you're a fresh-faced newcomer or a seasoned agent taking your first steps into Command, brace yourself for a thrilling, two-part course that will turbocharge your career.



March 6, 2025

REGISTER

COMMAND INNOVATION: NAVIGATING KW TECH UPDATES

In the ever-evolving real estate landscape, staying ahead of the curve is crucial. Attending these update sessions ensures you're not left behind when it comes to the latest tools and features.



March 11, 2025

REGISTER

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

Learn how to utilize Command to track and manage your transactions. In this session, we're diving deep into the Command Opportunities tool, arming you with the ultimate weapon to conquer transaction management.

VIEW MORE SCHEDULED AHEAD



FREE TRAINING

Feb 28, 2025

BEAT OUT YOUR LISTING
COMPETITION!

REGISTER

VIEW MORE SCHEDULED AHEAD

EXPLORE COACHING PROGRAM CATEGORIES





CRITICAL CONVERSATIONS IN REAL ESTATE

Critical Conversations in Real Estate with Phil M Jones

March 11 | March 13 | Flexible

You can know the market inside out, but if you don't know what to say (and when to say it), you're leaving deals on the table. Critical Conversations in Real Estate will help you master the language of influence, giving you the confidence to overcome objections, build trust, and move clients toward a decision—faster.

Join Phil M Jones in this interactive masterclass to discover the exact words, tone, and strategies that turn conversations into conversions.

Watch [this quick video](#) to get a glimpse of what's in store for you.

REGISTER HERE

2nd Annual BROKER SYMPOSIUM

with NORCAL CCIM & KW COMMERCIAL

JOIN US

THURSDAY, MARCH 20TH

9:00 AM - 3:30 PM

333 MARKET ST, (THE ANNEX) SAN FRANCISCO

REGISTRATION STARTS AT 9AM EVENT BEGINS AT 9:30



MEET OUR PANELISTS



RICK CUNNINGHAM
KW COMMERCIAL



STEVE LEE
CBRE



PATRICIA LYNN
CCIM



MATT HAGAR
INTERO



AZIZ KHATRI
KW COMMERCIAL



ALICIA SHEPHERD
KW COMMERCIAL



EDWARD POZZI
KW COMMERCIAL



CODY MCGUIRE
CCIM



ED DEL BECCARO
TRI COMMERCIAL



TONY RISEHELL
CCIM

Beyond the Brokerage

This year, we're diving deep into innovative strategies for brokers to grow their income streams and diversify wealth-building opportunities. Join top producers, national experts, and inspiring speakers to explore the future of brokerage — discover new ways to earn, increase your business potential, and network with industry leaders.

LUNCH, NETWORK & WIN PRIZES

We're giving away six prizes throughout the day!



Prizes subject to change



REGISTER HERE

LEARN HOW TO BUY AN AFFORDABLE & ACCESSIBLE HOME IN THE BAY AREA

Come learn what's involved in buying a home here in the Bay Area, and how you can afford it!

WEDNESDAY, MARCH 26, 2025

6:30 PM – 8:00 PM PT

RSVP BY MONDAY, MARCH 24TH

We will have experts sharing information about:

- How to make the “rent” vs. “own” decision
- How to find accessible and affordable homes
- How to find affordable loans
- Down payment assistance programs, including Section 8 home ownership
- The home buying process

And much more...

REGISTER HERE

Presenters:

JOIN IN PERSON or VIA ZOOM



Mike Trejo (Special Guest)
Broker/Owner
Bridgepoint Funding



Stephen Beard
Accessibility Specialist Realtor®
Beard Realty Team



KELLER
Home Loans



BECOME A **VA LOAN MASTER CERTIFIED** **REAL ESTATE PROFESSIONAL** THROUGH THE WWW.THEVALOAN.ORG

After attending all 5 of our VA Loan Classes within our Military Homebuying Series you can become a **VA Loan Master Certified Real Estate Professional**

KW Military and Keller Home Loans Present the VA Loan Master Class Series

Time: 9:00 AM PST – 1:00 PM PST

Location: Online

Join us for the VA Loan Certification Class Series hosted by Keller Home Loans and presented by the incredible Chelsea Vandersnick, VP of Education.

Class Overview:

Part One: The 80-Year Legacy and Fundamentals of the VA Home Loan

Part Two: Expert Conversation Tips for working with military homebuyers & how to overcome objections from buyers and listing agents about VA loans

Part Three: Help military clients build their dream home with the VA One-Time Close Construction Loan

Part Four: Guide military homebuyers in Building Generational Wealth through the subsequent use of VA loan benefits

Part Five: Learn how to grow your business by collaborating with Veteran-Owned Businesses and Charitable Military Organizations in your local community

REGISTER HERE

HAPPY **23RD** ANNIVERSARY

OPEN DATE: FEBRUARY 1, 2002

kw SILICON
VALLEY
KELLERWILLIAMS.

HAPPY **19TH** ANNIVERSARY

OPEN DATE: FEBRUARY 1, 2006

kw WINE COUNTRY
KELLERWILLIAMS. REALTY

HAPPY **19TH** ANNIVERSARY

OPEN DATE: FEBRUARY 13, 2006

kw MODESTO
KELLERWILLIAMS. REALTY





Around the Region

February Highlights in KW NorCal & Hawaii Region



KW Family Reunion 2025!

The energy was electric as our KW NorCal & Hawaii leaders, agents, and teams joined thousands of professionals at KW Family Reunion 2025! From groundbreaking industry insights to next-level networking, our region showed up in full force—ready to learn, grow, and elevate our businesses. Key takeaways from the event included innovative tech strategies, powerful leadership lessons, and action plans to make 2025 a record-breaking year.



Celebrating Excellence: KW NorCal & Hawaii Region Awards

February was also a time to honor the top performers in our region! At the KW NorCal & Hawaii Region Awards Celebration, we recognized the outstanding achievements of agents, market centers, and leaders who went above and beyond in 2024. Their dedication, resilience, and commitment to excellence continue to inspire our KW family to reach new heights. Congratulations to all our award winners—your success is a testament to the power of KW culture and collaboration!



Moving Forward with Momentum

With the insights gained at Family Reunion and the motivation from our regional awards, we are more driven than ever to take 2025 to the next level. Let's continue to innovate, support one another, and build thriving businesses while staying true to our mission of win-win or no deal.



A dark gray background featuring a 3D bar chart with several bars of varying heights. A large, stylized upward-pointing arrow is superimposed over the chart. The overall aesthetic is modern and professional, with a focus on financial data visualization.

MARKET

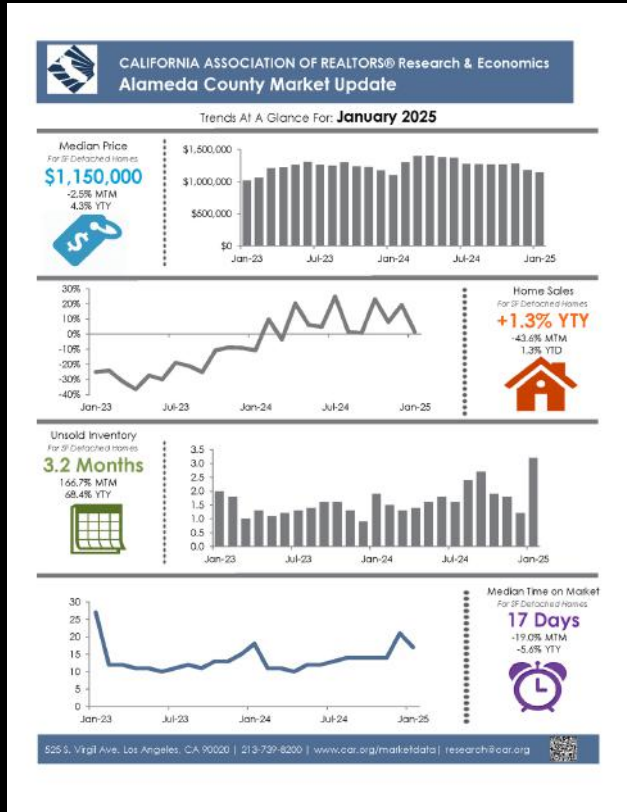
Stats

JANUARY 2025

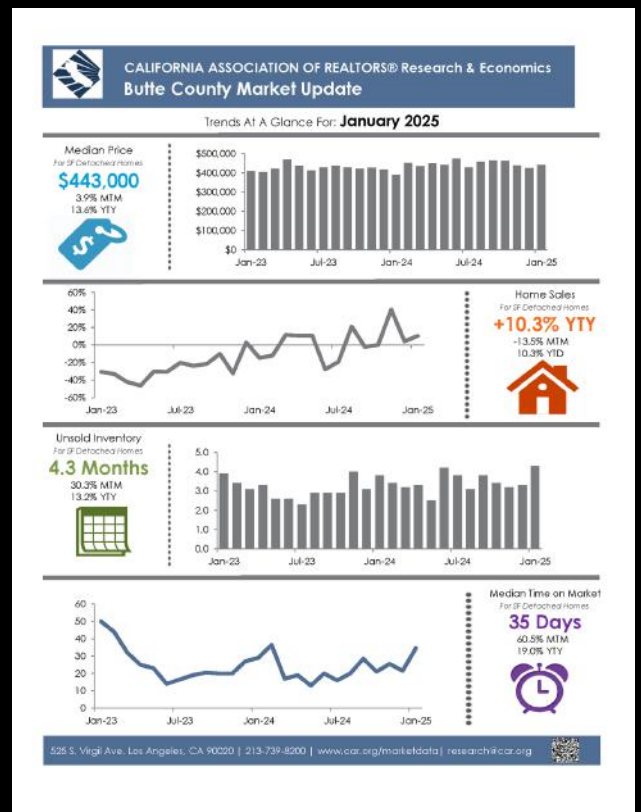
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: JANUARY 2025

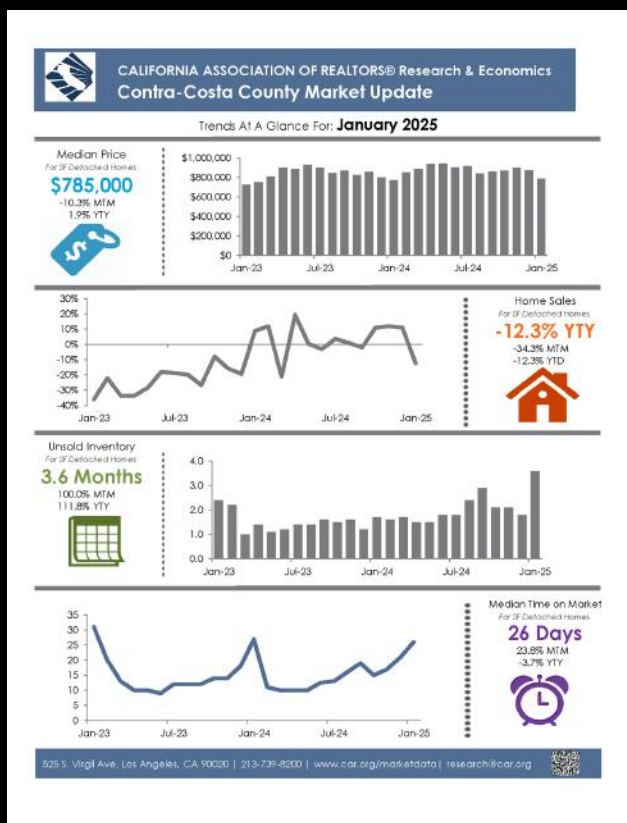
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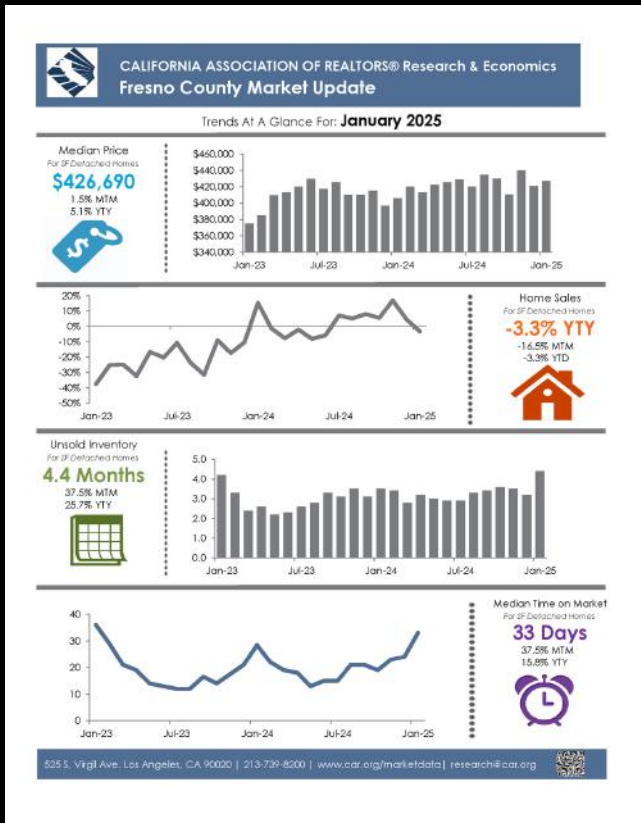
BUTTE MARKET UPDATE



CONTRA-COSTA MARKET UPDATE



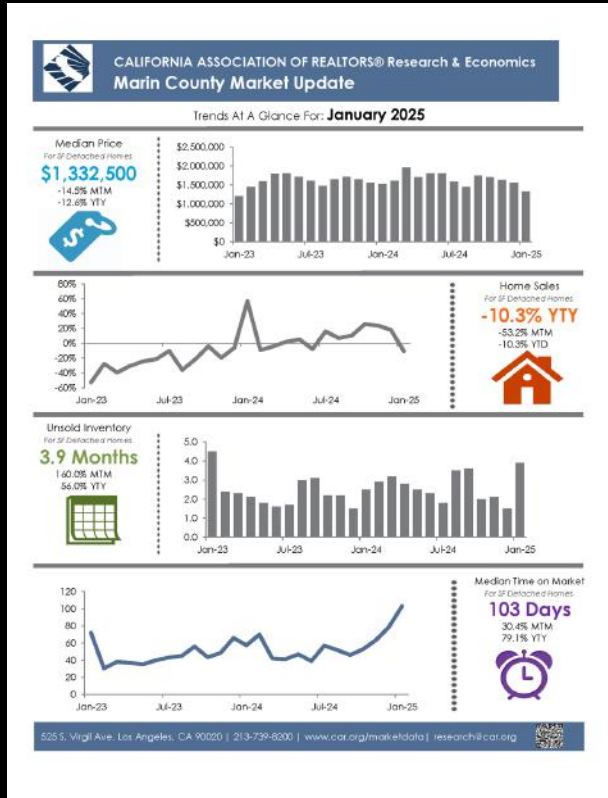
FRESNO MARKET UPDATE



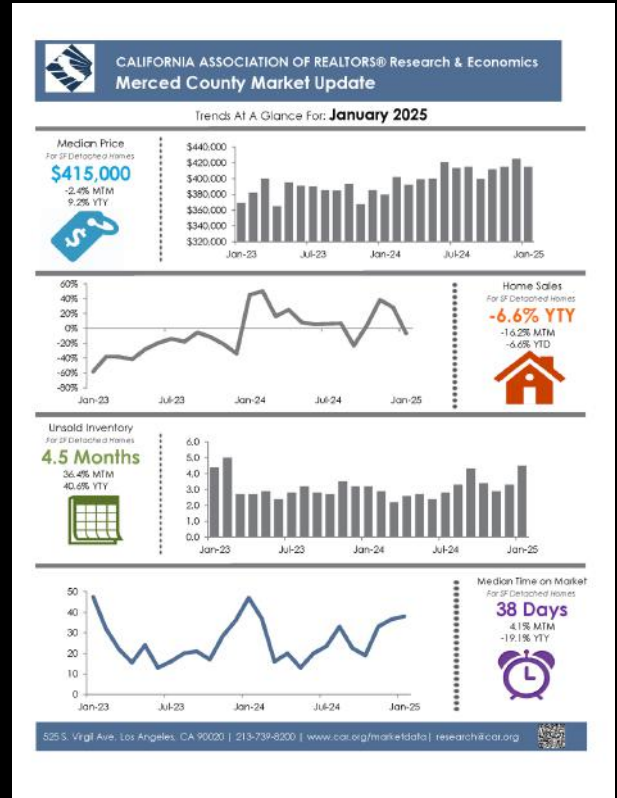
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: JANUARY 2025

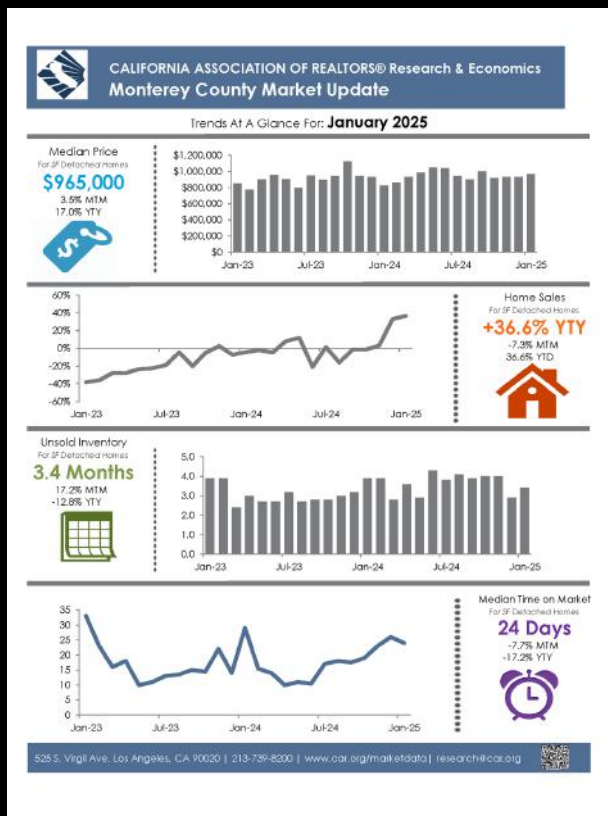
MARIN MARKET UPDATE



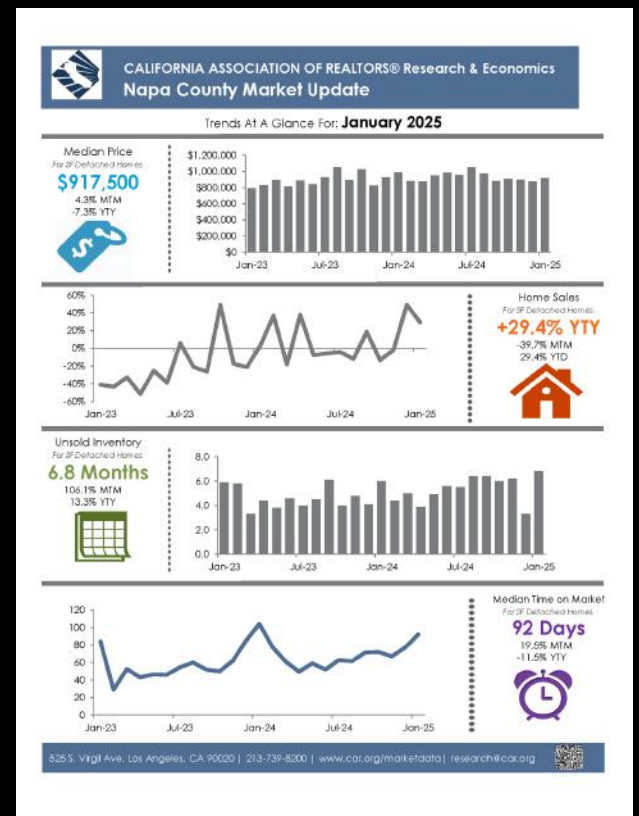
MERCED MARKET UPDATE



MONTEREY MARKET UPDATE



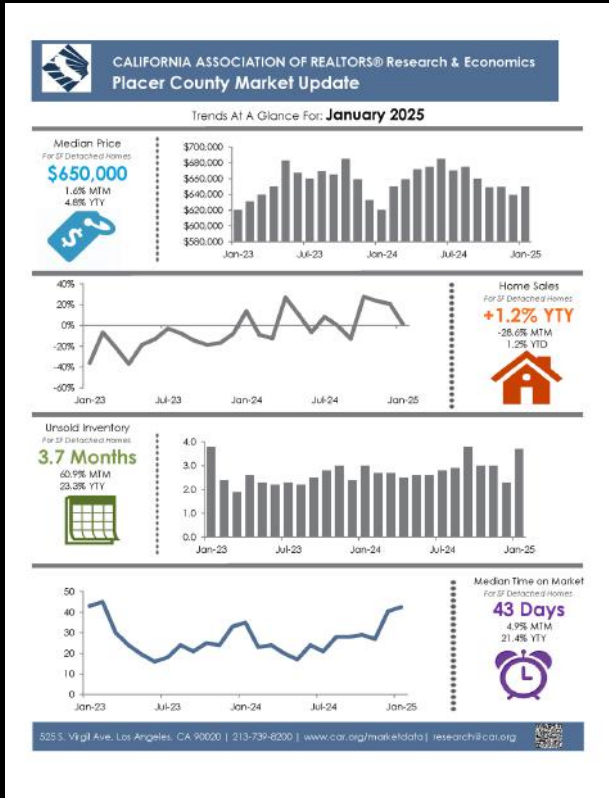
NAPA MARKET UPDATE



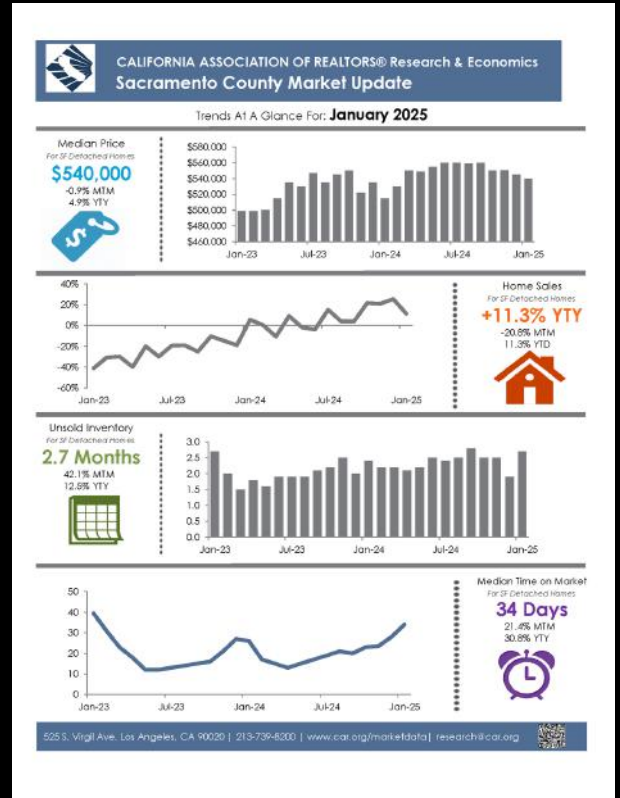
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: JANUARY 2025

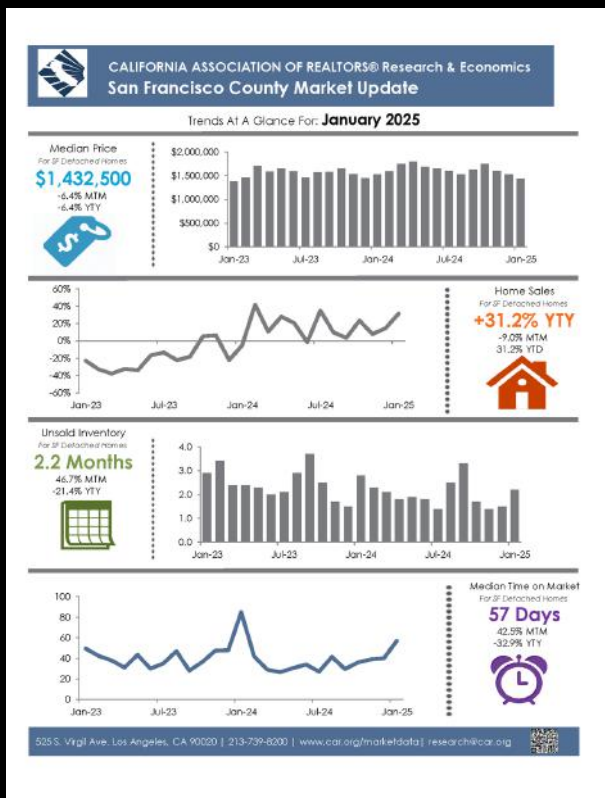
PLACER MARKET UPDATE



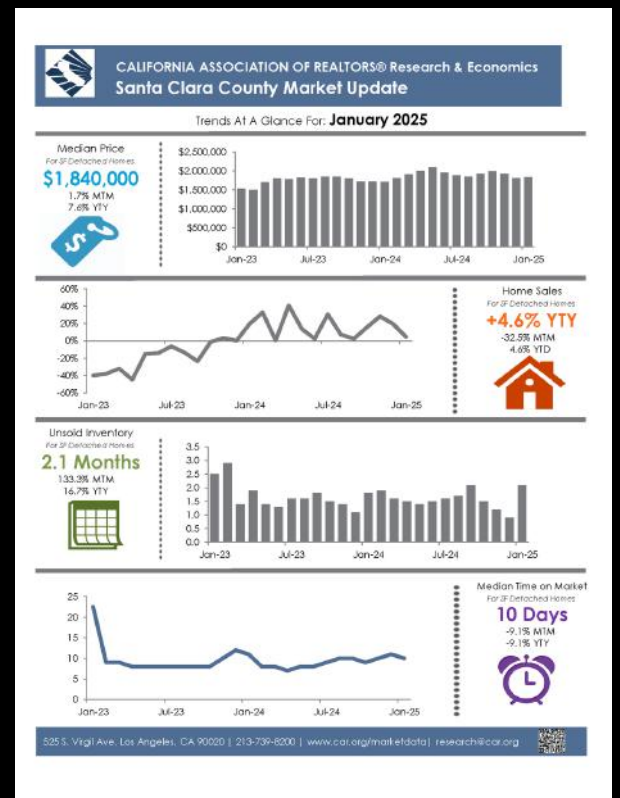
SACRAMENTO MARKET UPDATE



SAN FRANCISCO MARKET UPDATE



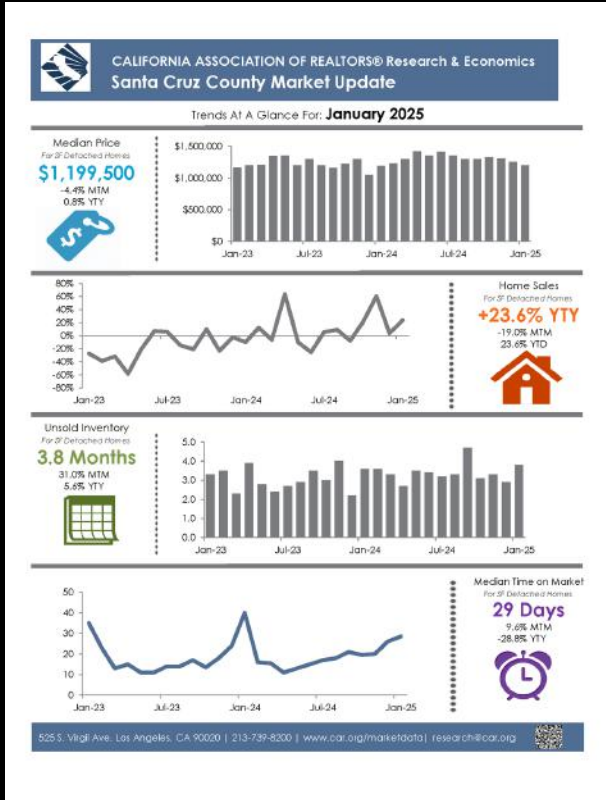
SANTA CLARA MARKET UPDATE



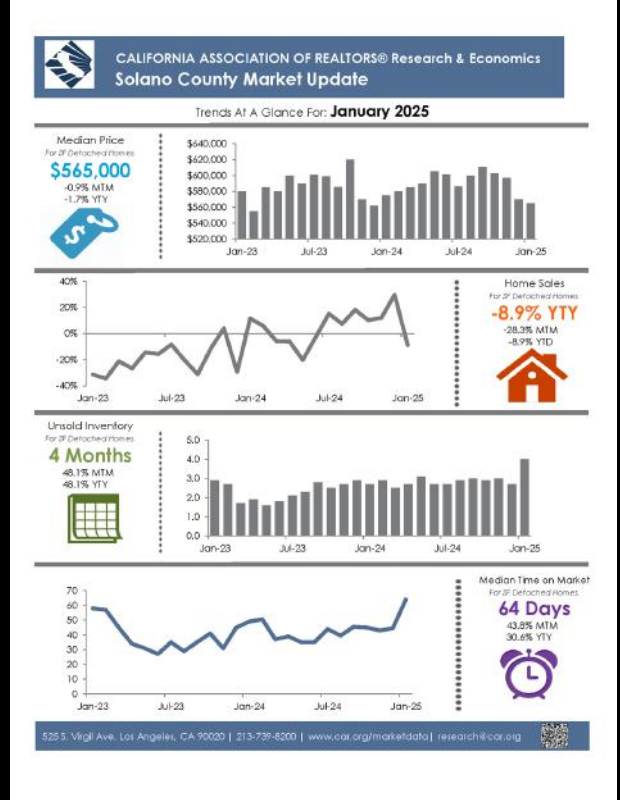
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: JANUARY 2025

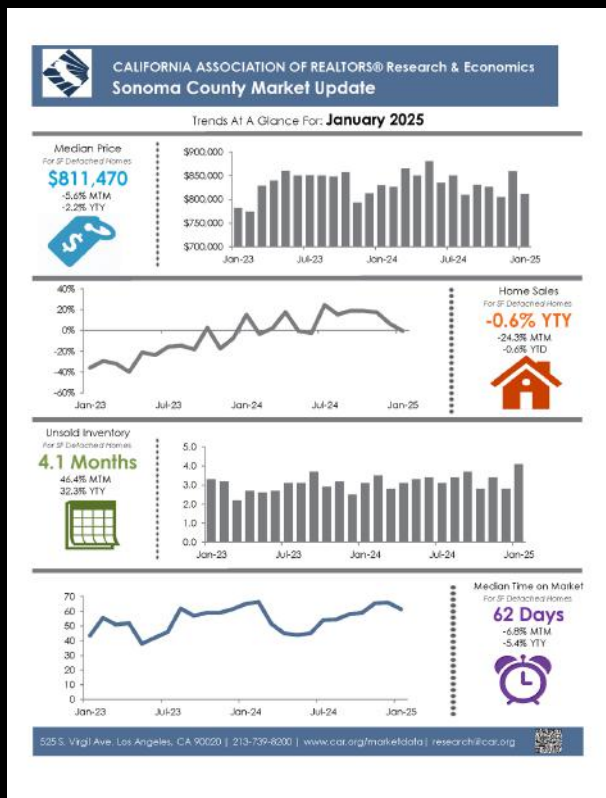
SANTA CRUZ MARKET UPDATE



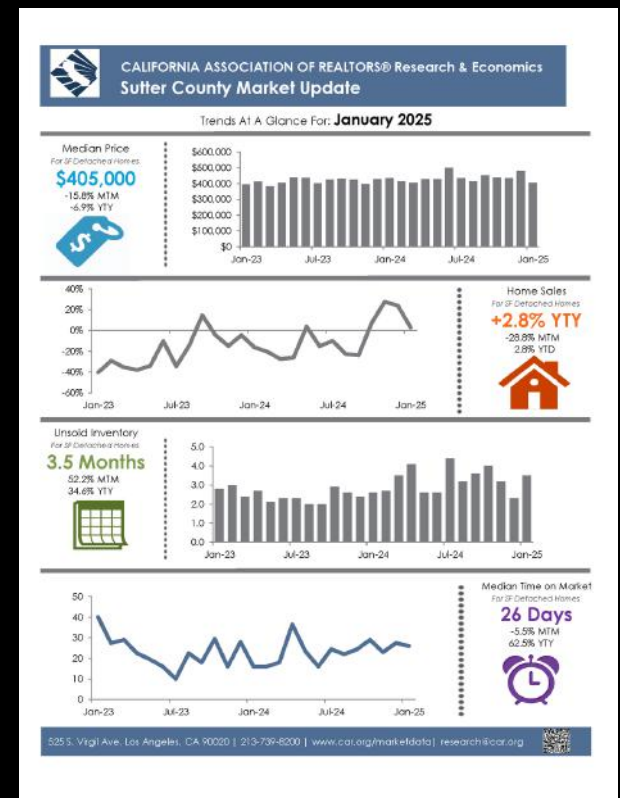
SOLANO MARKET UPDATE



SONOMA MARKET UPDATE



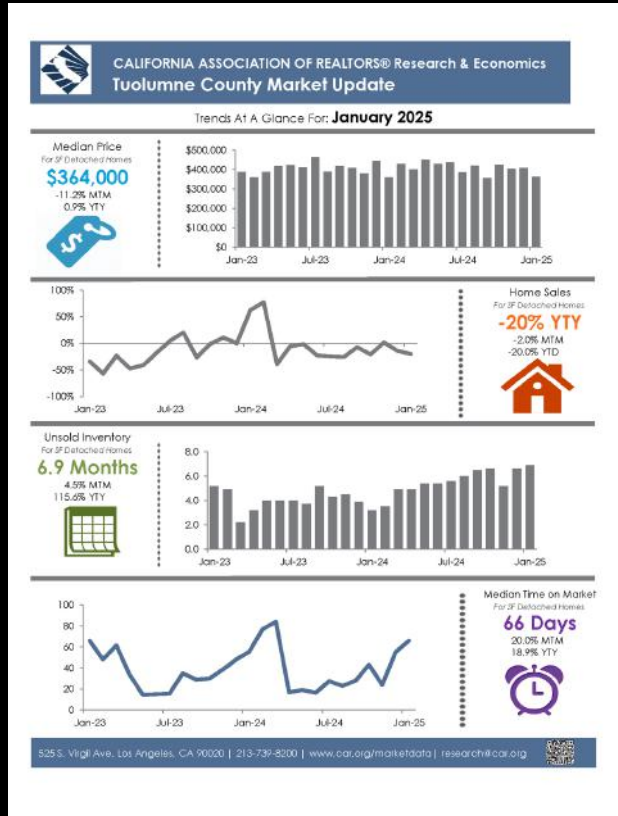
SUTTER MARKET UPDATE



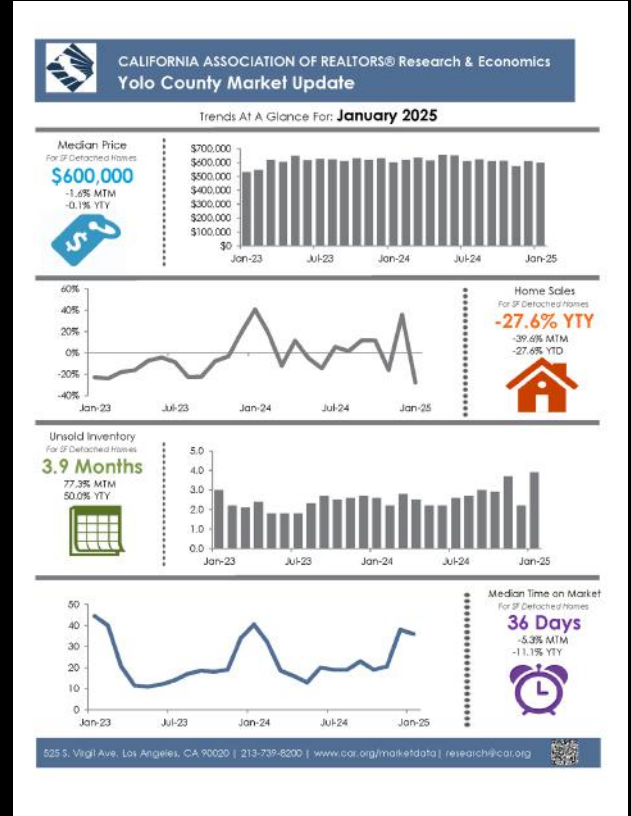
CALIFORNIA ASSOCIATION OF REALTORS® RESEARCH & ECONOMICS

TRENDS AT A GLANCE FOR: JANUARY 2025

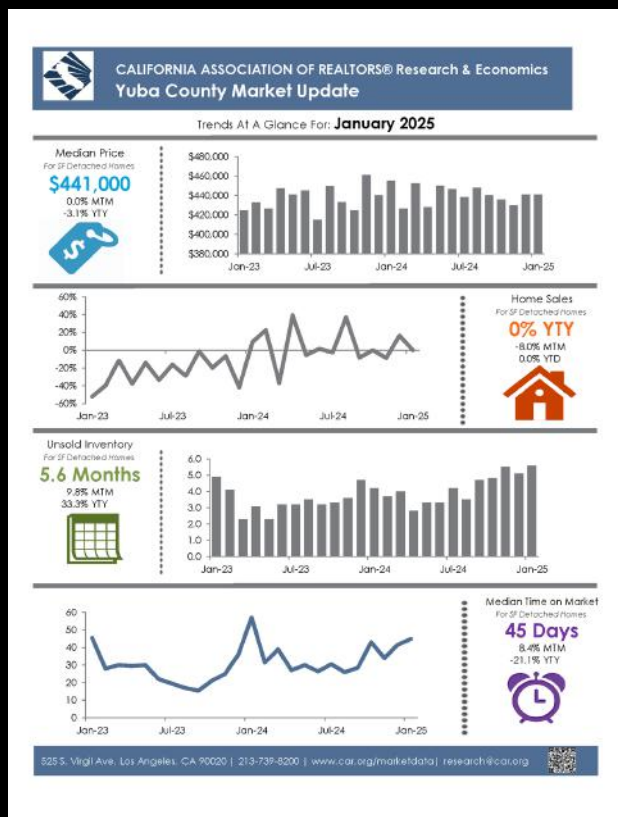
TUOLUMNE MARKET UPDATE



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 create a modern, flowing aesthetic.

JANUARY 2025

CALIFORNIA HOUSING MARKET *Update*

Monthly Sales and Price Statistics

California Housing Market Snapshot

January 2025



254,110 | **Existing Home Sales**
-1.9% YTY | **-1.9% YTD** | **% change**



**Median
Sales Price**

\$838,850
+6.3% Y2Y



**Unsold Inventory
Index**

4.1 months
+28.1% Y2Y

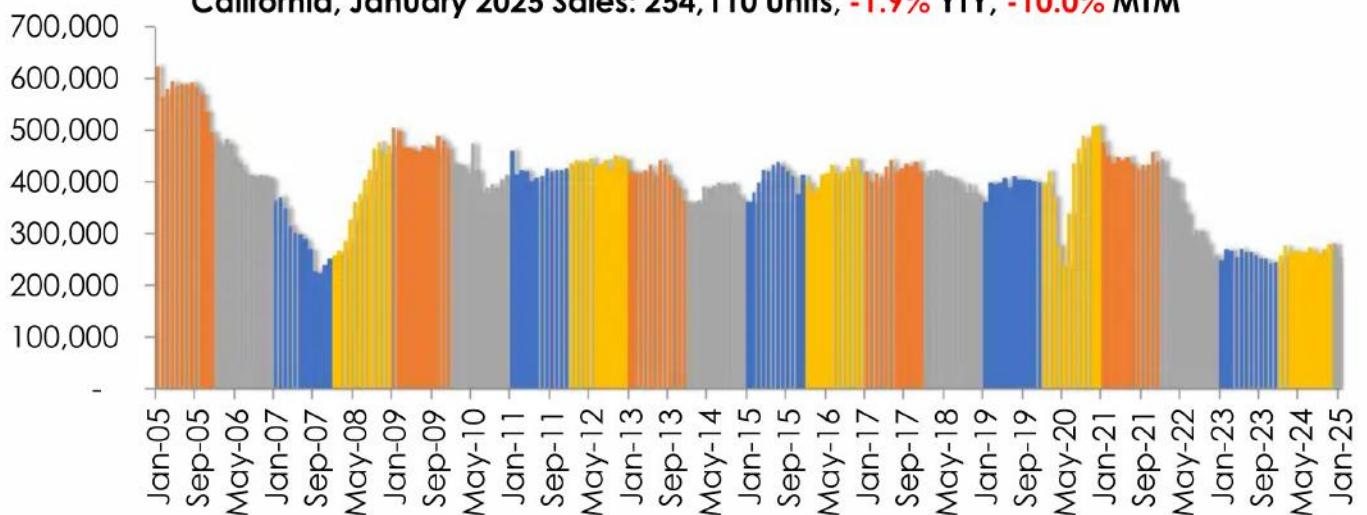


**Median
Days on Market**

35 days
+9.4% Y2Y

Sales declined sharply to lowest level in over a year

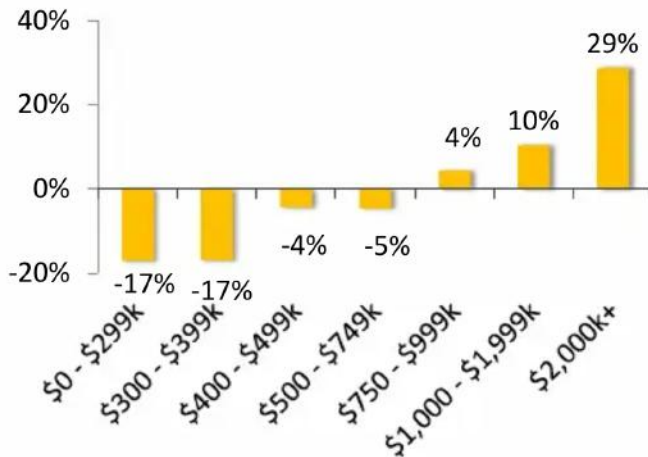
California, January 2025 Sales: 254,110 Units, **-1.9% YTY**, **-10.0% MTM**



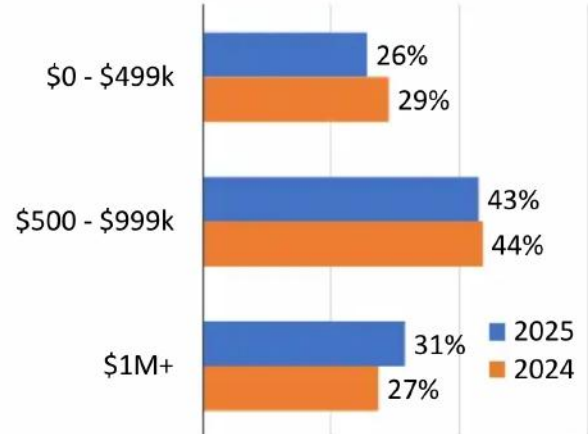


Sales growth remains strong in the top-end of the market

January 2025 (YTY% Chg.)



Share by Price Segment



Condo/Townhome median price recorded moderate gain

California, January 2024: \$630,000, January 2025: \$649,000



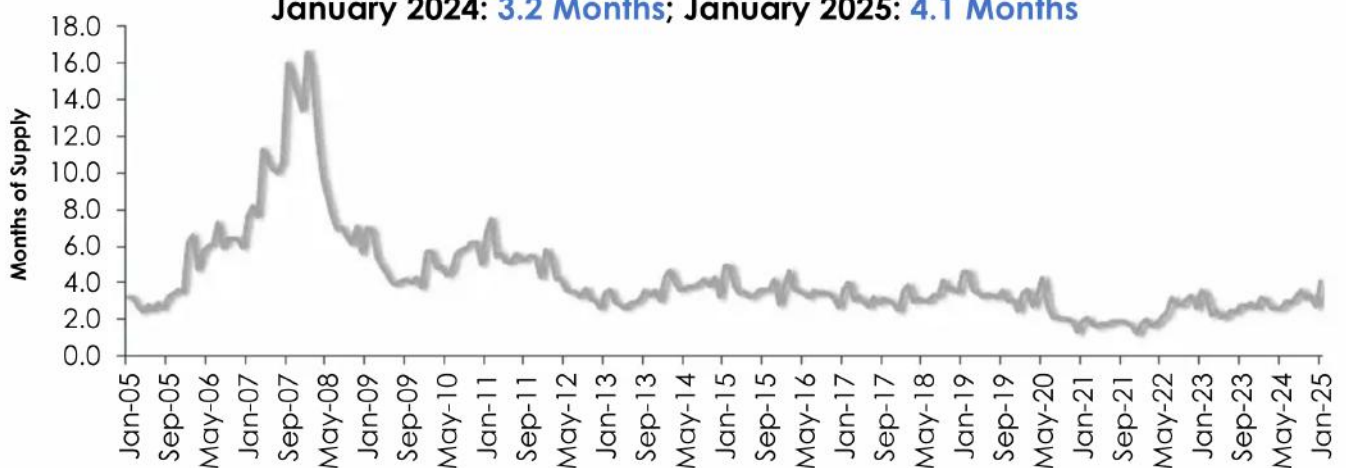


List price vs. sales price



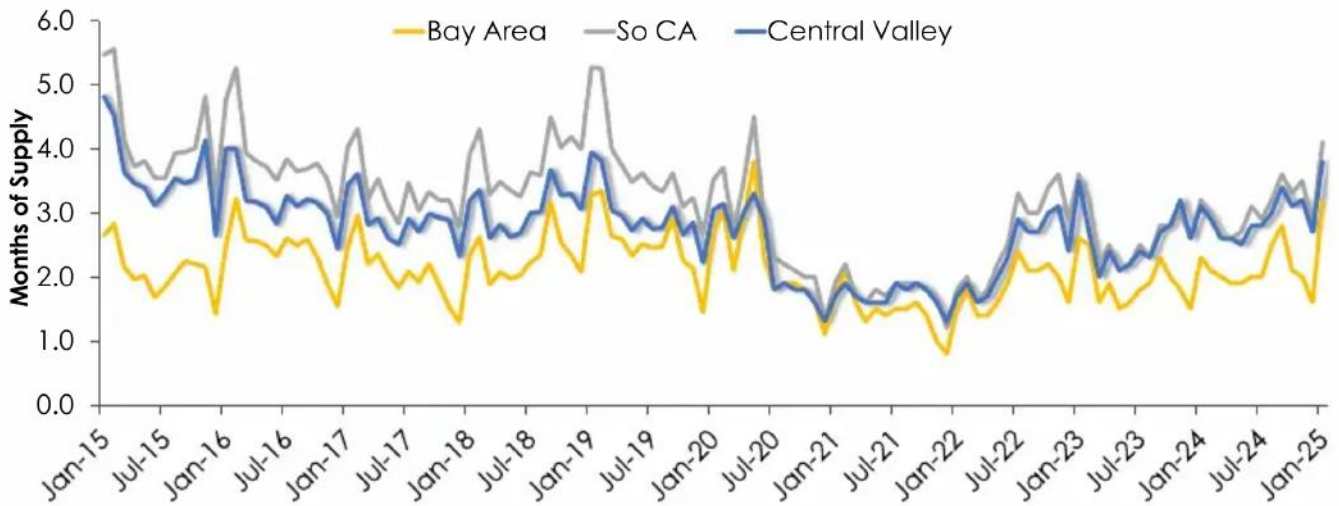
Inventory jumped to the highest level since mid-2020

January 2024: 3.2 Months; January 2025: 4.1 Months





Unsold Inventory across major regions



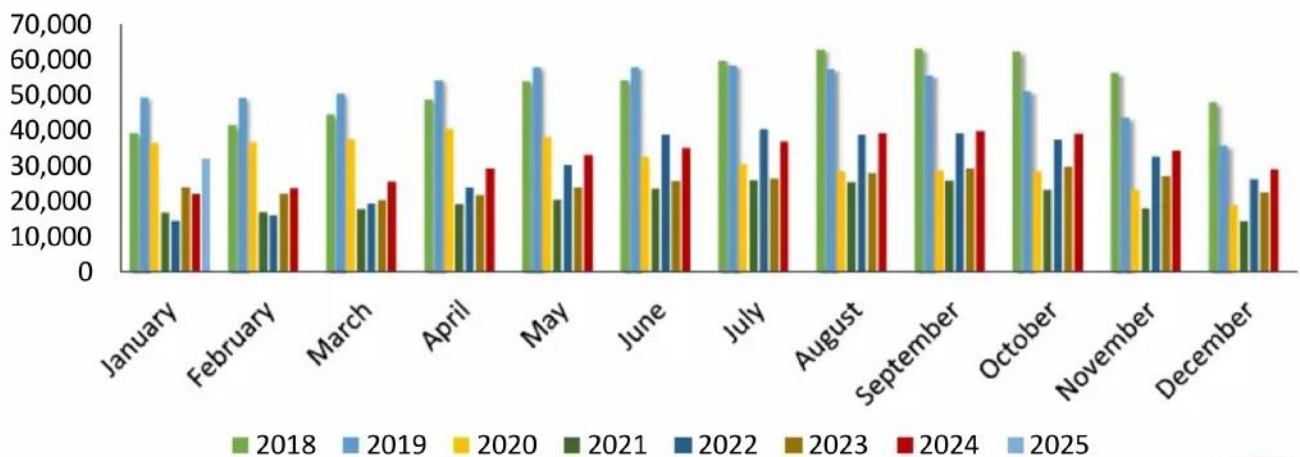
CALIFORNIA ASSOCIATION OF REALTORS®

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

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Total active listings above levels observed the last 4 years

California Active Listings by Month



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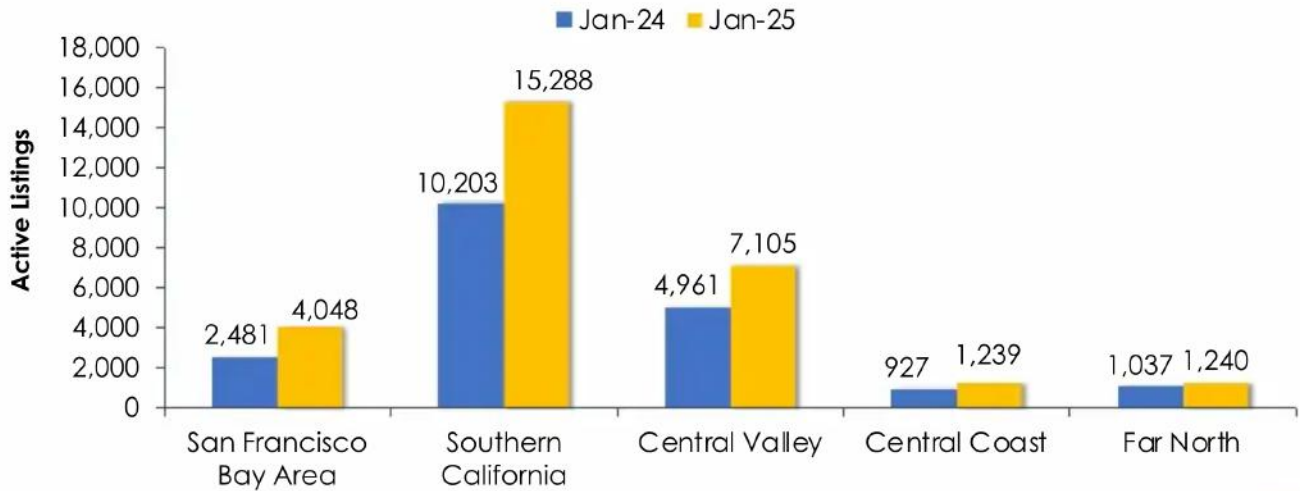
SERIES: Active Listing of Existing Single-Family Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

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Active listings by region

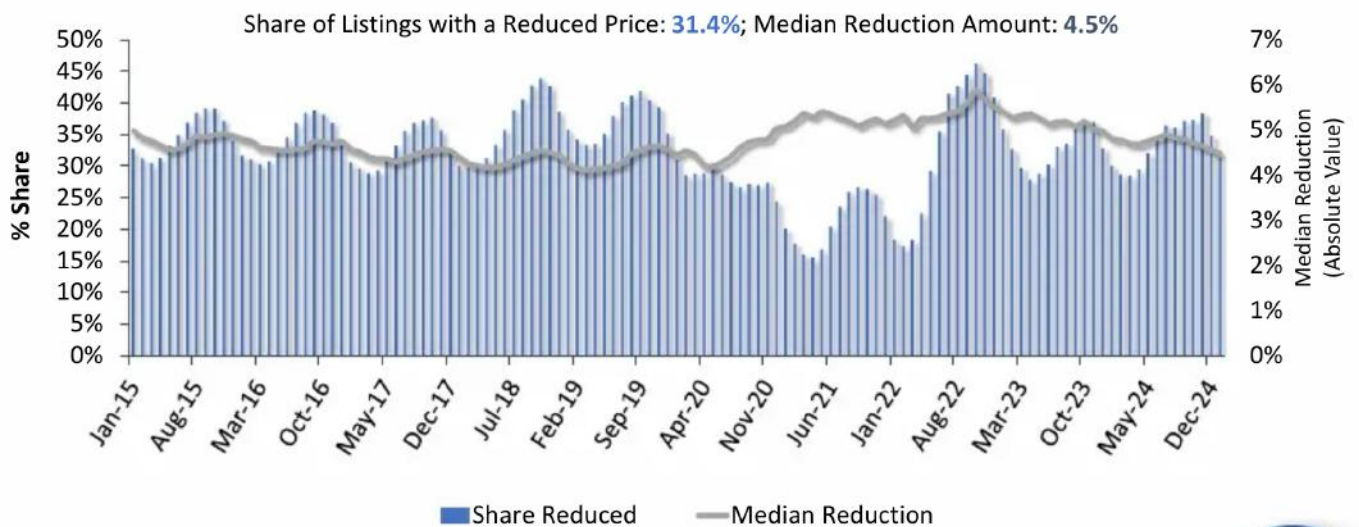


CALIFORNIA ASSOCIATION OF REALTORS®

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

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Reduced-Price Listings



CALIFORNIA ASSOCIATION OF REALTORS®

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

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JANUARY 2025

Hawaii Statewide Real Estate Report

MEDIAN SALE PRICE UP IN JANUARY

Hawaii State median sale price movement is up in January 2025, with the home price up 6% to \$1,005,000 and the condo price up 4% to \$585,000 from last year.

HOME AND CONDO SALES MIXED IN JANUARY

Hawaii State sales activity is mixed in January 2025, with home sales up 1% and condo sales down -4% from last year.

MARKET TIMES ARE MIXED IN JANUARY

Hawaii State market times are mixed in January 2025, with the home Days on Market flat 0% to 35 and the condo Days on Market up 21% to 46 from last year.

SINGLE FAMILY HOMES	THIS MONTH JANUARY 2025	LAST MONTH DECEMBER 2024	LAST YEAR JANUARY 2024
Median Sale Price	▲ \$1,005,000	\$975,500	\$949,000
Average Sale Price	▼ \$1,281,598	\$1,241,312	\$1,319,178
Homes Sold	▲ 437	470	431
Median Days on Market	35	35	35
Bid Ups	▼ 20%	24%	21%

CONDOMINIUMS	THIS MONTH JANUARY 2025	LAST MONTH DECEMBER 2024	LAST YEAR JANUARY 2024
Median Sale Price	▲ \$585,000	\$550,000	\$563,500
Average Sale Price	▲ \$810,800	\$710,930	\$767,431
Condos Sold	▼ 416	440	432
Median Days on Market	▲ 46	43	38
Bid Ups	▼ 11%	13%	18%

STOCK MARKET PERFORMANCE

FEBRUARY 28, 2025

▼	Nasdaq	18,544.42	-2.78%
▼	S&P	5,861.57	-1.59%
▼	Dow	43,239.50	-0.45%
▲	10-Year	4.285%	+4.0 bps
▼	Bitcoin	\$83,293.83	-1.26%
▼	Nvidia	\$120.15	-8.48%

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

Markets: Stocks went Looney Tunes anvil mode and absolutely kerplunked yesterday after Trump confirmed his tariff plans and Nvidia's mixed earnings report dragged the whole tech sector down. The chipmaker eased concerns about growth and competition from China's DeepSeek, but its profit outlook worried Wall Street.



MORNING BREW

In memory of our dear Associates

Ash Mitchell and Rafael 'Remy' Diaz

kw SANTA CRUZ
KELLER WILLIAMS.

Ash was a force of nature—fiercely loyal, deeply compassionate, and a source of warmth and light to those who knew her. Her unwavering devotion to family, friends, and even the smallest creatures was a testament to her boundless love and kindness. She had a remarkable ability to make others feel valued and understood, always standing by their side with steadfast support. Her humor was just as infectious as her generosity, lifting spirits even in the darkest moments. Whether through her love of animals, her passion for music, or her enthusiasm for baseball, Ash embraced life with a vibrant energy that left an indelible mark on everyone around her.



Above all, Ash's greatest love was her family—her husband Miles and son Calvin were her world. She cherished every moment with them, from simple gatherings to celebrating milestones, and was excited for Calvin's first season of T-ball. A dedicated professional, she approached her work with intelligence, collaboration, and excellence, leaving a lasting impact on those she worked with. Though her absence leaves a profound void, we honor her by carrying forward her kindness, laughter, and unwavering support. Ash will forever be missed, but her legacy of love and light will never be forgotten.

kw PROPERTY TEAM
KELLER WILLIAMS.

Remy was a light to everyone who knew him. He was one of the smartest, funniest, and most loving people you could ever meet. His love for his family and friends was unmatched, and his vibrant spirit brought joy to all who had the privilege of knowing him. He was full of life, always ready with a joke, a helping hand, or a word of wisdom.



'The smiles, the laughter, the outrageous schemes and unwavering trust.'

'The last 5 years of working with you, talking to you, leaning on your insane strength, and hearing you remind me to "stand tall and make

people earn my value", has been the best 5 years of my life! You helped me grow in ways I never thought possible. You made me want to believe in myself because you believed in me and you reminded me to open up to love again, because love is hard and we should love harder! Rafael Diaz you were more than a cousin. You were my friend and my mentor, and I'll never be able to thank you again, but I'll always be able to remember your words and use them as guidance. I'm so grateful to know that God finally gets to turn you into His warrior, because you were always meant to be one! I love you cousin!'

His absence leaves a void that can never be filled.

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