



SEPTEMBER
2023



KW NORTHERN CALIFORNIA AND HAWAII REGION

NEWSLETTER

**DISCOVER THE POSSIBILITIES:
YOUR MONTHLY NEWS AND INSIGHTS**

Where Entrepreneurs Thrive





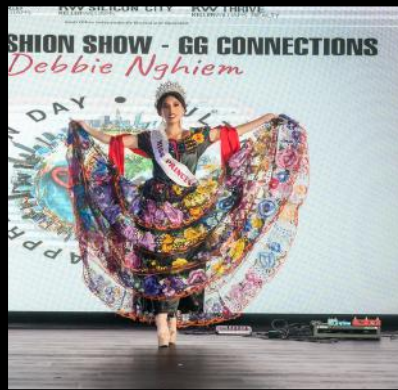
Keller Williams Cultural Diversity Appreciation Day

kw SANTA CLARA VALLEY
KELLERWILLIAMS.

kw SILICON CITY
KELLERWILLIAMS.

kw THRIVE
KELLERWILLIAMS. REALTY







Top Associates

AUGUST 2023



CLOSED UNITS

INDIVIDUAL

#1	AMAR AMARNATH	PALO ALTO
#1	CHRIS ECKERT REAL ESTATE TEAM	PENINSULA ESTATES
#3	OLEG MINZU	ROSEVILLE
#3	MAYUR DEMBLA	PLEASANTON / LIVERMORE
#5	TAYLOR THOMPSON	MODESTO

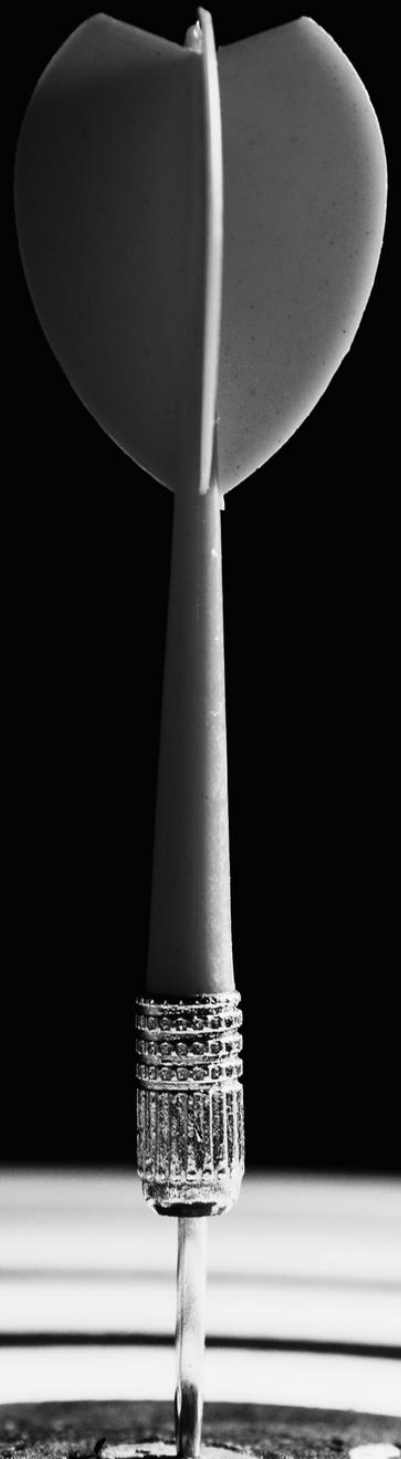
TEAMS

#1	MICHAEL SOARES REAL ESTATE	SACRAMENTO METRO
#2	TEAM BEDI	PLEASANTON / LIVERMORE
#3	GOLD ARROW REAL ESTATE TEAM	FRESNO
#3	TEAM INDY	PLEASANTON / LIVERMORE
#5	TINA NGUYEN & ASSOCIATES	SILICON CITY
#5	DEBRA WHITE TEAM	FRESNO
#5	THE BECKY WILLIAMS TEAM	CHICO

GROUPS

#1	PLATINUM PARTNERS TEAM	CHICO
#2	THE KAL JOHAL TEAM	YUBA SUTTER
#3	THE MORE REAL ESTATE GROUP	FOLSOM
#4	SWANSON TEAM	PLEASANTON / LIVERMORE
#5	THE JOHNS GROUP	CHICO

Top Associates
AUGUST 2023



CLOSED VOLUME

INDIVIDUAL

- | | | |
|----|-------------------------------|-------------------|
| #1 | KIRSTEN DEHART | KW MAUI WEST |
| #2 | JULIE WYSS | LOS GATOS ESTATES |
| #3 | AMAR AMARNATH | PALO ALTO |
| #4 | CHRIS ECKERT REAL ESTATE TEAM | PENINSULA ESTATES |
| #5 | RADHA RUSTAGI | CUPERTINO |

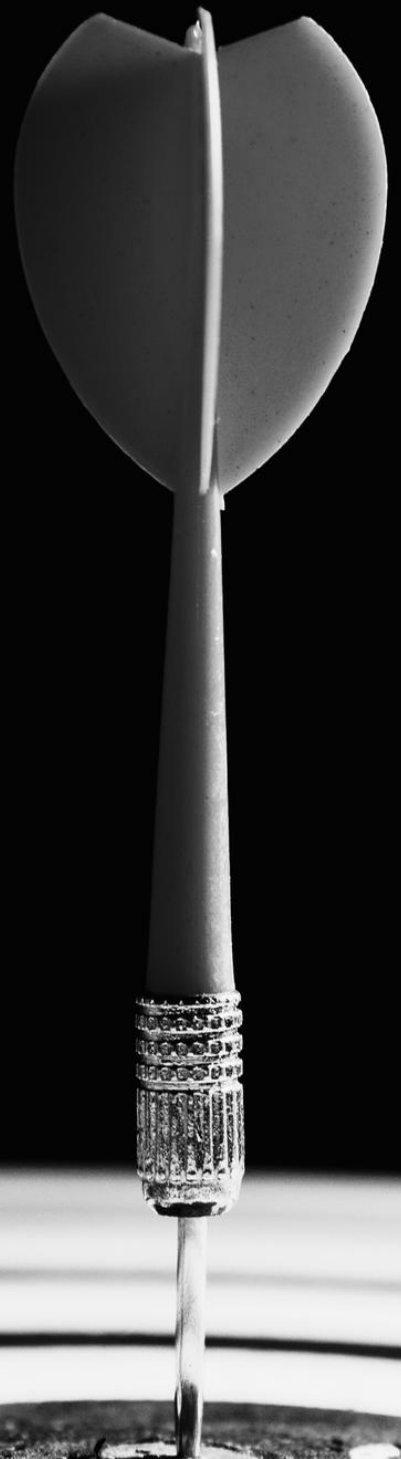
TEAMS

- | | | |
|----|---------------------------|------------------------|
| #1 | TEAM BEDI | PLEASANTON / LIVERMORE |
| #2 | MCB REALTY TEAM | SILICON CITY |
| #3 | BIN ZHOU REAL ESTATE TEAM | CUPERTINO |
| #4 | SOUSOU TEAM | PLEASANTON / LIVERMORE |
| #5 | GREG SIMPSON ESTATES | LOS GATOS ESTATES |

GROUPS

- | | | |
|----|-----------------------------|------------------------|
| #1 | THE GUNDERMAN GROUP | OAKLAND |
| #2 | DISEN CAI REAL ESTATE GROUP | PENINSULA ESTATES |
| #3 | VKGRE GROUP | LOS GATOS ESTATES |
| #4 | VENEMA HOMES TEAM | PLEASANTON / LIVERMORE |
| #5 | SWANSON TEAM | PLEASANTON / LIVERMORE |

Top Associates
AUGUST 2023



LISTINGS TAKEN

Top Associates
AUGUST 2023

INDIVIDUAL

#1	COLLEEN WRYSINSKI	YUBA SUTTER
#2	SUZANNE RODDA	SAN JOSE - GATEWAY
#3	ERIN MCKEON	WALNUT CREEK
#3	SHERI PALADE	CHICO
#3	SARAH BELL	KW MERCED
#3	JULIE WYSS	LOS GATOS ESTATES
#3	HEIDI MCADAMS	SIERRA FOOTHILLS
#3	FRANK TEAM	SANTA CRUZ
#3	ASK PONY TAIL	OAKLAND
#3	THE FELICIANO GROUP	HONOLULU
#3	WANG MULTIFAMILY GROUP	WALNUT CREEK

TEAMS

#1	THE FICKERT TEAM	CHICO
#2	CONNIE VAN REAL ESTATE GROUP	ELK GROVE
#3	K&N REAL ESTATE GROUP	ELK GROVE
#3	LEEANN LUPO TEAM	SIERRA FOOTHILLS
#5	MICHAEL SOARES REAL ESTATE	SACRAMENTO METRO
#5	RINGO LIU & NANCY MACH	OAKLAND
#5	INIGUEZ & TAVARES TEAM	CUPERTINO

GROUPS

#1	PLATINUM PARTNERS TEAM	CHICO
#2	DISEN CAI REAL ESTATE GROUP	PENINSULA ESTATES
#2	VKGRE GROUP	LOS GATOS ESTATES
#4	KNOWLEDGE REAL ESTATE GROUP	ROSEVILLE
#4	ELEVATE REALTY GROUP	ROSEVILLE
#4	KULDA GROUP POWERED BY PLACE	PENINSULA ESTATES



AUGUST 2023

Welcome

New Associates Partners

LAIBA IJAZ	BRENTWOOD	DONGNI OU	HONOLULU
CHRYSTIAN HERNANDEZ	CARMEL	JAVIER HAMLETT	HONOLULU
LIZETH ANDALON	CARMEL	KEVIN PEDERSEN	HONOLULU
ABRAHAM DE LUNA	CUPERTINO	LISA JACK	HONOLULU
AILIN CHUANG	CUPERTINO	REGINA SHA	HONOLULU
BOLAN CHEN	CUPERTINO	VERONICA PHILAPHANDETH	HONOLULU
CHIU-HO LIN	CUPERTINO	JAMES RESOR	KW BIG ISLAND
DAMIEN LIGGS	CUPERTINO	GAVIN AYSONWRIGHT	KW MAUI WEST
JING HU	CUPERTINO	KAFI AMICO	KW MAUI WEST
KAMALA VENKATESAN	CUPERTINO	MICHAEL ELLAK	KW MERCED
PINGPING WANG	CUPERTINO	BEA HADDAD	LOS GATOS ESTATES
REZA MAZAHERI	CUPERTINO	CUONG DO	LOS GATOS ESTATES
RODRIGO SOSA	CUPERTINO	NAZIFA OBAIDI	LOS GATOS ESTATES
VENKY VENKATESAN	CUPERTINO	YASAMAN POURKHORSAND	LOS GATOS ESTATES
ALYSSA RUSHING	DANVILLE	ANASTASIA ESGUERRA	MODESTO
ANDREW LOWE	DANVILLE	ANGELICA CUIEL	MODESTO
ANDREW LOWE	DANVILLE	ASTRID TEMPLE	MODESTO
ERROL RIEGO	DANVILLE	DAVID THOMPSON	MODESTO
LORA MARSHALL	DANVILLE	JULIE GRINER	MODESTO
PAULINA HERNANDEZ	DANVILLE	VENITA RANGEL	MODESTO
PAVAN GADDAM	DANVILLE	ALAN PATTEN	OAKLAND
RAVEENA SOHAL	DANVILLE	ANDREW GOODWIN	OAKLAND
SAMANTHA CAMPBELL	DANVILLE	DEVINA JOHNSON	OAKLAND
SANDRA SILVA	DANVILLE	GUILLERMO DAVALOS-GARCIA	OAKLAND
CYNTHIA MARTINEZ	ELK GROVE	JENNIFER JOEY MCCALLON	OAKLAND
EUGENE SAGARAL	ELK GROVE	KATHY TAYLOR	OAKLAND
GEVEVAHNA LATHIPANYA	ELK GROVE	KIMBERLI SPARKS	OAKLAND
JAGIEET SINGH	ELK GROVE	MULUGETA MAHRAY	OAKLAND
KORY BAST	ELK GROVE	MYRON POTTER	OAKLAND
MARCOS RODRIGUEZ	ELK GROVE	NARGIZA OKILOVA	OAKLAND
TEGHPREET AHLUWALIA	ELK GROVE	RICARDO JORDAO	OAKLAND
ALETHEA MCKINNEY	FOLSOM	ROBIN DONOVAN	OAKLAND
MICHELLE WILSON	FOLSOM	SANDOR HATVANY	OAKLAND
PAUL LEJOY	FREMONT	STEPHEN BLOOM	OAKLAND
FATIMA VERDUZCO	FRESNO	TIANCHU HE	OAKLAND
NIKI DAVID	FRESNO	TRACY PEOPLES	OAKLAND
SUSAN LAUGHLIN	FRESNO	CARRIE KHER	PALO ALTO
ANNALISA HAMLETT	HONOLULU	HOWARD SHIN	PALO ALTO
CHRISTOPHER LENNON	HONOLULU	MUNKH ERDENE ALTANGEREL	PALO ALTO
DAVID HAMLIN	HONOLULU	RACHEL HAHN	PALO ALTO

Where Entrepreneurs Thrive



AUGUST 2023

Welcome

New Associates Partners

SABRINA WEIDNER	<i>PALO ALTO</i>	JABRAN UI ISLAM KHAN	<i>ROSEVILLE</i>
SAMIRA CHALHOUB	<i>PALO ALTO</i>	JENNIFER SAPIEN	<i>ROSEVILLE</i>
SIWEN CHEN	<i>PALO ALTO</i>	JOSHUA CALDWELL	<i>ROSEVILLE</i>
ALEXIS JOHNSON	<i>PENINSULA ESTATES</i>	JULIE LEE	<i>ROSEVILLE</i>
BAO NGO	<i>PENINSULA ESTATES</i>	JULIO BAPTISTA	<i>ROSEVILLE</i>
BRENNAN LEE	<i>PENINSULA ESTATES</i>	KRYSTAL BAKER	<i>ROSEVILLE</i>
CEDRIC RAMOS	<i>PENINSULA ESTATES</i>	TIM GIBSON	<i>ROSEVILLE</i>
CHRISTIAN ATENDIDO	<i>PENINSULA ESTATES</i>	AMBER STEADMAN	<i>SACRAMENTO METRO</i>
DAENA MANANQUIL	<i>PENINSULA ESTATES</i>	CARLOS CANTU	<i>SACRAMENTO METRO</i>
DONOVAN YU	<i>PENINSULA ESTATES</i>	CHEVON JORDAN	<i>SACRAMENTO METRO</i>
EMMA PELOQUIN	<i>PENINSULA ESTATES</i>	DEWANA HALE	<i>SACRAMENTO METRO</i>
FATEMAH NIKCHEHI	<i>PENINSULA ESTATES</i>	ELIZABETH FRANCESCHETTI	<i>SACRAMENTO METRO</i>
JORDAN LAROCCA	<i>PENINSULA ESTATES</i>	GERIE JOHNSON	<i>SACRAMENTO METRO</i>
JOSEPH KULDA	<i>PENINSULA ESTATES</i>	IGNACIO RAMOS	<i>SACRAMENTO METRO</i>
JUSTIN DIONISIO	<i>PENINSULA ESTATES</i>	JENNIFER GRIMES	<i>SACRAMENTO METRO</i>
KARL CHANG	<i>PENINSULA ESTATES</i>	JESSE LEWIS	<i>SACRAMENTO METRO</i>
MELISSA YEUNG	<i>PENINSULA ESTATES</i>	JINKY AUGUSTO	<i>SACRAMENTO METRO</i>
OSCAR DANIEL SORTO	<i>PENINSULA ESTATES</i>	LUCIANA BASILE-LEWIS	<i>SACRAMENTO METRO</i>
MARTINEZ	<i>PENINSULA ESTATES</i>	MELONIE PHILLIP	<i>SACRAMENTO METRO</i>
PRATYUSHA KOTHAPALLY	<i>PENINSULA ESTATES</i>	MOHAMMAD NIKKHAH	<i>SACRAMENTO METRO</i>
REENA PATEL	<i>PENINSULA ESTATES</i>	PATRICK VASQUEZ	<i>SACRAMENTO METRO</i>
RICHARD GADDI	<i>PENINSULA ESTATES</i>	RACHEL SWAN	<i>SACRAMENTO METRO</i>
SAWARIN YAWONG	<i>PENINSULA ESTATES</i>	SHERI AGUILAR	<i>SACRAMENTO METRO</i>
SHARDUL MEHTA	<i>PENINSULA ESTATES</i>	TANESHA BURETT	<i>SACRAMENTO METRO</i>
SHARON HONG	<i>PENINSULA ESTATES</i>	IRMA LOZANO	<i>SJ - GATEWAY</i>
VICTORIA FOUNTAIN	<i>PENINSULA ESTATES</i>	MARTIN YUN	<i>SJ - SILICON VALLEY</i>
VIVIAN ZHU	<i>PENINSULA ESTATES</i>	MICHELLE THOMPSON	<i>SJ - SILICON VALLEY</i>
WESLEY KO	<i>PENINSULA ESTATES</i>	NANCY FERNANDEZ	<i>SJ - SILICON VALLEY</i>
WILSON LEUNG	<i>PENINSULA ESTATES</i>	KARI PIERCE	<i>SANTA CRUZ</i>
AMY SINE	<i>PLEASANTON/LIVERMORE</i>	NOREEN AHMAD	<i>SANTA CRUZ</i>
CAITLYN LECA	<i>PLEASANTON/LIVERMORE</i>	ALEX AUMOITHE	<i>SANTA ROSA</i>
DAMARIA MULDROW	<i>PLEASANTON/LIVERMORE</i>	BRENDAN MARTIN	<i>SANTA ROSA</i>
EDWARD RODRIGUEZ DUARTE	<i>PLEASANTON/LIVERMORE</i>	KIRSTYN RICHARDSON	<i>SIERRA FOOTHILLS</i>
KAREN SORENSEN	<i>PLEASANTON/LIVERMORE</i>	WILSON LAU	<i>SILICON CITY</i>
MAX DE VRIES	<i>PLEASANTON/LIVERMORE</i>	ADAM GARRETT-CLARK	<i>STOCKTON</i>
NAJAF GILLANI	<i>PLEASANTON/LIVERMORE</i>	COREY WALKER	<i>STOCKTON</i>
OSCAR SOLIS	<i>PLEASANTON/LIVERMORE</i>	EFRAIN AGUILAR	<i>STOCKTON</i>
RAJENI KATTA	<i>PLEASANTON/LIVERMORE</i>	INTEF WESER	<i>STOCKTON</i>
CARLEEN LONG	<i>ROSEVILLE</i>	JOVANNY MORALES	<i>STOCKTON</i>
HUNTER JOHNSON	<i>ROSEVILLE</i>	KAI SIMS	<i>STOCKTON</i>

Where Entrepreneurs Thrive

AUGUST 2023

Welcome
New Associates Partners

KEIFAH HADDAD
MAGDALENA SANDOVAL
MARICRUZ COPADO-CEIA
MELANIE BRIDGEMAN
PAOLA RAMIREZ
SIMARJOT BHULLAR
VICTOR SERRATO
JOSE ARROYO
SHAWN LASHLEY
AARON PIPPEN
ALINA DUBOSE
ANA TOPETE
CHELSEY PALPALLATOC
KARLA IBANEZ
KATIE JACKSON
MEGAN JOHNSON
PREM POUDEL
SCOTT SALSER-SMITH

STOCKTON
STOCKTON
STOCKTON
STOCKTON
STOCKTON
STOCKTON
STOCKTON
VACA VALLEY
VACA VALLEY
WALNUT CREEK
WALNUT CREEK
WALNUT CREEK
WALNUT CREEK
WALNUT CREEK
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WALNUT CREEK
WALNUT CREEK
WALNUT CREEK
WALNUT CREEK





Congratulations

on being named the
New Operating Principal
for Sacramento Metro

kw SAC METRO
KELLERWILLIAMS. REALTY

JON BARNATO

Growth opportunities are in abundance in the Northern California and Hawaii Region.

Jon started as an Agent in 2008 in the heart of the 'Great Real Estate Recession'. He grew the JB Realty Group to be a Top 5% Team in the Sacramento Area. In 2016 Jon became the Productivity Coach of Sac Metro and within 2 years, the Managing Broker. In 2019 Jon became the Team Leader and has grown Sac Metro from 100 Agents to now over 300 Agents. In the spirit of Keller Williams' opportunity and growth, Jon has been hand chosen by his Operating Principle, Michael Soares to succeed him.

Are you looking for Growth Opportunities??

Where Entrepreneurs Thrive



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

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 Director of Sales
 Trendgraphix, Inc.
 Direct: (916) 978-4241
 Email: dhaley@trendgraphix.com

Keller  INK

**A GROWTH
MINDSET
WILL CHANGE
YOUR LIFE**



The saying, “You can’t teach an old dog new tricks,” is based on the belief that when we’re born, our brains and neural pathways are malleable—easily shaped by our experiences and environment—but harden like drying cement as we age. For many decades the scientific community thought this to be true—of animals and people alike. But, as science has progressed, they have found that that initial hypothesis was entirely false.

Neuroscience has proven that our brains are actually malleable well into later stages of life. Up until the turn of the 21st century, scientists compared the mind to a machine—running the same way every day throughout a person’s lifetime until one day it just breaks down. However, we know now that just isn’t true. The mind is more like an organism that grows and changes throughout our lives.

Our brain’s plasticity comes as a result of groups or individual neurons forming new connections. These new connections come about when a person has new experiences or learns something new. As you learn and practice more, these new connections get stronger. Myelin, a fatty substance in the brain, wraps itself around new connections to insulate them. The more we habitually reinforce the lessons, the thicker the myelin gets and the stronger our new neuronal connections are.

We can teach an old dog new tricks. We just have to make sure that we help him practice for long enough that myelin wraps around his new networks. This is great news for people who have a 10-year-old dog who still isn’t potty-trained!

Still, many of us get down when we face the difficulties of learning new skills or mastering old ones. We blame the rapidly evolving technology environment, or job competition, or lagging memories for our failings. But we don’t need to.

All we need to do is adopt a growth mindset and we can learn and grow throughout our lives.

The Growth Mindset

The idea of a growth mindset came from the famous Stanford researcher Carol Dweck. Dweck and her team stumbled upon the phenomenon when observing students and their various responses to failure. Why was it, they wondered, that some students could bounce back from a setback like nothing happened while others sulked and fumed when obstacles fell in their way?

It wasn't the magnitude of the setback, nor the consequences of the setbacks that determined the student's responding behaviors—rather, it was their mindsets. Some students had a fixed mindset while others had a growth mindset. The ones with a fixed mindset believed that capabilities are innate and were sure that no matter how hard they tried, they wouldn't be able to do anything about their failures. The growth mindset kids believed that they could eventually learn to do anything if they put in effort and practiced.

We can learn a lot about ourselves through the experiences of Dweck's students. Most importantly, that we should adopt our own growth mindset!

How to Get Your Own Growth Mindset

If you don't already have a growth mindset, there is good news—developing one isn't too hard. The real struggle comes down to alleviating the shame and embarrassment we feel around failure and setbacks. We all screw up. We all make mistakes. Be vulnerable, laugh it off, and keep going!

To develop a growth mindset, there are a few things we can do:

1. First, we should acknowledge our setbacks or unfavorable circumstances. We don't want to call them failures, though. Instead, think of them as learning opportunities. Marvel at the process more than the results. **Jackie Joyner-Kersey, a track and field athlete and Olympic gold medalist**, once said, "I derive just as much happiness from the process as from the results. I don't mind losing as long as I see improvement...If I lose, I just go back to the track and work some more." Learn to think more like Joyner-Kersey and enjoy the process instead of simply focusing on the outcomes.
2. Second, we want to acknowledge any shame that might accompany those learning opportunities. This is a key step because it alleviates lingering embarrassment.
3. Next, laugh it off! You can either laugh it off by yourself, or with others. We recommend finding others who are non-judgmental and supportive who you can laugh with. This helps normalize laughing at your setbacks and helps give you perspective.
4. Reflect. Reflect. Reflect. If your setback took place in a business setting, make sure to take note of it so you can avoid it in the future.

Lastly, and most importantly, stay curious. If you are reading this, you're doing a great job of that already!

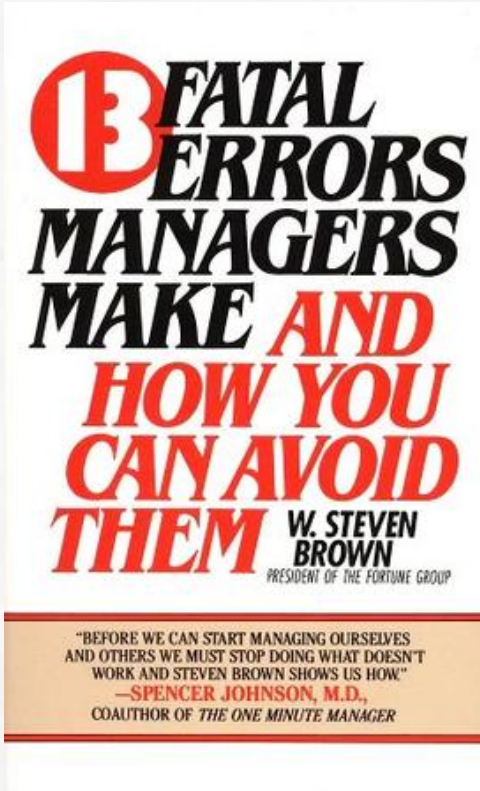
Like Dweck, we can look to children to show us the way. Children's brains are more inclined to be curious. Because they don't have a cache of experiences to help inform them about their surroundings (and any potential dangers in those surroundings), their brain is a sponge, ready to absorb everything. Adult brains, in contrast, draw from a well of experience. So when adults encounter a new circumstance, they will simply categorize it as whatever it most closely resembles. Life is more efficient that way, but it puts us at an incredible disadvantage.

It's how we lose our sense of wonder for the world. We stop wanting to know more and shut ourselves off to new things. We all go through periods of stagnation, but we must all remember that our brains can and will change if we put in the effort.

When has there been a time that you chose to have a growth mindset about a certain situation in your life? Tell us about it on our KellerINK [Facebook](#) page. And don't forget to check out our [blog](#) for other insightful articles.

KellerINK Bookstore

Keller INK



Book Spotlight: 13 Fatal Errors Managers Make and How You Can Avoid Them by W. Steven Brown

This is a foundational management and guide book. Readers might be surprised to find some of KW's language stemming from this book.

[Read Now!](#)

“When you're making your biggest **failures**, you're about to reach your next level of **success.**“

- Gary Keller





"Millionaire Real Estate Operations Bootcamp"

KWRI in Austin, October 16 and 17th



Mo Anderson

Importance of Culture in everything you do.



Linda McKissack

#1 Profit Share earner KWRI - How to network your business



Joe Bogar

Build a 7th Level team and net 1M



Kristan Cole

Is Expansion for you?



Aaron Simons

Systems to personally take 175 listings per year



Monica Reynolds

The Millionaire Real Estate Operations Creator

At The Training, You Will Receive:

- 21 Playbooks- Systems/Checklists / Plug and Go! Over 600 Pages of Step by Step.
- Referral Network Directory of Attendees
- Latest Technology Hacks
- 2023/2024 Marketing Plan for your Database
- Developing Team Culture for Retention and Building Careers
- 5 Lead Generation Systems with High ROI
- Probate, Senior Transition, and Absentee Owner Systems
- How to Build a 7th-Level Team and Net 1M+
- Expansion Do's and Don't's

Playbooks

- Hiring & Recruiting Playbook
- Budget Playbook
- Marketing Playbook
- Client For Life Playbook
- Social Media Playbook
- Listing Playbook
- Closing Transaction Playbook
- Wealth Building for Team Playbook
- Culture Playbook
- Team Accountability Playbook
- Skills Conversation Playbook
- All Operations Team First 90 Days Playbook
- Lead Generation Playbook
- Database Playbook
- Referral Playbook
- Team Communication Playbook
- Onboarding Playbook
- Off boarding Playbook
- Vendor / Affiliate Playbook
- Office Systems Playbook
- Reviews Playbook

[Register Now](#)

MAUI STRONG

Support Lahaina Community



Keller Williams associates are one of a kind, and we know your support will make a long-lasting impact. Together, let's extend a helping hand by purchasing a [KW Maui Strong t-shirt](#). Proceeds will go directly to the local businesses and families that have financially supported their Lahaina neighbors.

[KW Maui Strong T-shirt](#)



WATCH: How Two Men Survived Lahaina's Flames

On Aug. 8, 2023, Alberto Vera and Sergio Israel Martinez hid behind a rock wall in Lahaina for eight hours while the largest wildfire in a century raged around them.



**Join us every Thursday, Oct. 5th - Oct 26th for Agent of Distinction LIVE!
Time: 11 AM - 12:30 PM CST
Cost: \$199 - all funds go to fund the KW Inclusion and Belonging initiatives**

Become an Agent of Distinction by enrolling in KW's Diversity Certification Program. Upon completion, you will have the education, resources, and tools needed to successfully tailor your business models to appeal to a wider customer base. Additionally, you'll develop and strengthen your understanding of diversity to better address consumers' needs and avoid discriminatory housing practices.

During the certification process, you will:

- Learn to promote equitable homeownership
- Understand the diverse backgrounds of our clients and their needs
- Create and use marketing that reaches a broader audience
- Build a real estate business through #community partnerships
- Get involved in community and industry #leadership

Ready to become an Agent of Distinction?

Register Now

All New KW Agent Sites



All New KW Agent Sites

Our all-new agents sites are fully integrated within Command on the consumer applet! The latest features enable our agents to elevate their brand, generate more leads, and maximize their profitability! Keller Williams agents can now generate leads through site registration, homepage contact forms, property inquiries, vendor lists, home evaluations, and open house landing pages. Click above to learn more with Donnie Brookman!

BOLD



2 Weeks Until BOLD First Step

[Local Registration](#)



Fall MASTERMINDS

MASTERY CLIENT EXPERIENCE

Rawhide Western Town | Oct 24

[Register Now](#)

Tuesday, October 24
Fall Masterminds Mastery Client Experience
Wild Horse Pass, Chandler, AZ
Mastery Clients, Coaches & VIP Attendees



Stunt Shows

Gold Panning

Stagecoach Tours

Charming Shops

Live Country Music

Legendary Steakhouse

As the sun sets, the town transforms into a magical realm of glowing lights, starry skies, and captivating stories. Rawhide offers an unforgettable escape into a world where the spirit of the Wild West lives on.

[Registration Required](#)

BOLD

kw FOLSOM
KELLERWILLIAMS®

OCTOBER 10, 2023 | 9:00 AM PT

1ST STEP TO BOLD 2023

[Register Now](#)

OCTOBER 24, 2023 | 9:00 AM PT

2ND STEP TO BOLD 2023

[Register Now](#)

BOLD

kw ROSEVILLE
KELLERWILLIAMS. REALTY

OCTOBER 10, 2023 | 9:00 AM PT

1ST STEP TO BOLD 2023

[Register Now](#)

OCTOBER 24, 2023 | 9:00 AM PT

2ND STEP TO BOLD 2023

[Register Now](#)

BOLD

kww VACA VALLEY
KELLERWILLIAMS®

OCTOBER 10, 2023 | 9:00 AM PT

1ST STEP TO BOLD 2023

[Register Now](#)

OCTOBER 24, 2023 | 9:00 AM PT

2ND STEP TO BOLD 2023

[Register Now](#)

BOLD

kw DANVILLE
KELLERWILLIAMS. REALTY

kw EAST BAY
KELLERWILLIAMS. REALTY

OCTOBER 25, 2023 | 9:00 AM PT

2ND STEP TO BOLD 2023

[Register Now](#)

GETTING BUYERS/SELLERS OFF THE FENCE

Educating your prospective clients on the unique opportunities of todays market

To Sit on the Fence

Meaning: When a person does not take action or is hesitant to choose a direction.

Example: Todays buyers & sellers whom are confused and don't understand the opportunities of todays market

Should I wait for the market to crash?

I wonder if interest rates are going to come down.



Register Above

- Marketing Messages that arouse Curiosity
- The Magic Offer that gets you more Appointments
- The Perfect Pricing Conversation for Sellers

INSTRUCTORS

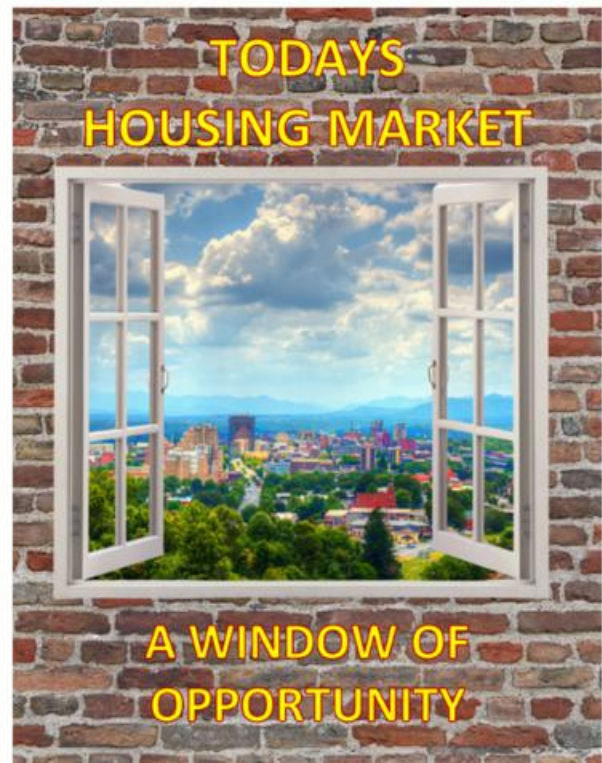
Steve Schlueter

- BOLD Coach
- MAPS Coach
- KWU Master Faculty Instructor
- Multi Market Center Owner



Tammi Juengst

- BOLD Coach
- MAPS Coach
- KWU International Master Faculty
- Owner of Carolina Educational Services (CES)



ARE YOU INTERESTED IN LEARNING MESSAGES AND 2 MOFIRS TO HELP GET YOUR BUYERS AND SELLERS OFF THE FENCE?

JOIN US MONDAY, OCTOBER 2ND AT 10:00 AM CENTRAL!

Register Now

FREE TRAINING

October 2, 2023

Messages and 2 MOFIRs to get Buyers and Sellers off the Fence

The agents with the right message that matches their market combined with a powerful MOFIR will win today's marketplace!" - Gary Keller

[Register](#)

October 4, 2023

Double your Business with the 1031 Exchange and Real Estate Planning

Did you know 34% of all households are rentals? Find and attract investors who want to sell. Provide solutions and advanced strategies with a 1031 exchange and DST's.

[Register](#)

October 4, 2023

Client Relationship Cycle: How to Stay Top of Mind

As brokers, we knock our clients' socks off during their transaction...and then we fail to follow up with them. How do you stay top of mind with past clients AND the other 95% of your database who are not currently transacting? By providing content that's relevant and engaging to YOUR market. We'll show you how!

[Register](#)

October 5, 2023

How to capitalize on the 90-day recruiting season

The key strategies to focus on the next 90 days to maximize your recruiting results.

[Register](#)

October 9, 2023

Buying Your First Rental Property: 5 Steps You Need To Take Now

Embarking on your journey into rental property ownership? Join MAPS Coach Heidi Fore for an insightful webinar where we uncover the Top 5 Must-Knows for anyone venturing into their first rental property purchase. Whether you're a seasoned investor looking to diversify or a complete newbie eager to tap into real estate, this webinar will set you on your path to your first Rental Property.

[Register](#)

[View Scheduled Ahead](#)

KWRI **EVENTS**

OCTOBER 21 - 23, 2023 | PHOENIX, ARIZONA

KELLER WILLIAMS LUXURY

SYMPOSIUM

[Register Now](#)

FEBRUARY 25 - 29, 2024 | LAS VEGAS, NV

20
24



FAMILY REUNION

[Register Now](#)

KWRI EVENTS



October 2 - 13, 2023

Small Steps, Big Results: Command Your Success in 30 Mins

Turbocharge your business with these 30 min Command training sessions!

[Register](#)



Oct 3 - 4, 2023

Build a \$100K Pipeline in 90 Days

Discover how to build your pipeline and power your business.

[Register](#)



October 3, 2023

Maximize Mind Share with a Cutting-edge Website 101

Supercharge your online presence with your Command agent site!

[Register](#)



Oct 3, 2023

Grow Your Profit with Command's Agent Referrals

Discover how to use Command to build your referral network.

[Register](#)

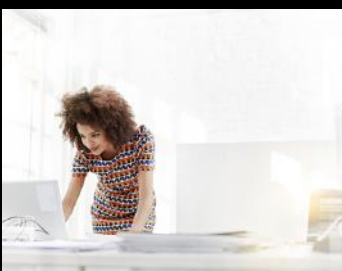


Oct 3 - 12, 2023

4 Proven Lead Gen Tactics to Thrive in the Current Market

Join to start building the habits that will allow your business to thrive, no matter the market.

[Register](#)



Oct 4, 2023

Unleash the Power of Paid Ads in 3 Simple Steps

Discover the power of the paid ads experience in Command in just 3 simple steps!

[Register](#)

REGION TRAININGS **AND EVENTS**

Business Planning **C L I N I C**

OCTOBER 10, 2023
9:00 AM - 5:00 PM

THE CLUB AT CASTLEWOOD
707 COUNTRY CLUB CIRCLE
PLEASANTON, CA 94566

James

Shaw



Ask your Leadership about special pricing.



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

REGION TRAININGS AND EVENTS



Business Planning CLINIC

OCTOBER 10, 2023
9:00 AM - 5:00 PM

THE CLUB AT CASTLEWOOD
707 COUNTRY CLUB CIRCLE
PLEASANTON, CA 94566

\$99 Early Bird
\$119 after September 30th
Lunch & Materials Included

James Shaw

Business Planning Clinic

[Register Now](#)

October 10, 2023



ALC CLINIC FOR ALL

OCT 11 \$129

THE CLUB AT CASTLEWOOD
707 COUNTRY CLUB CIRCLE
PLEASANTON, CA 94566

Breakfast, Lunch & Materials Included

JAMES SHAW

ALC Clinic For All

[Register Now](#)

October 11, 2023



KW WEALTH WORKSHOP

WITH BRETT TANNER & GABI BRENNESHOLTZ

COMMUNITY LEADERS | KW WEALTH

SCAN ME

KW Wealth Workshop

[Register Now](#)

November 3, 2023



CCIM

NOVEMBER 2ND & 3RD

Registration must be done by phone (312) 321-4460 ext 2 in order to receive the special REALTOR price of \$400.00

REGISTER NOW!

CCIM Class

November 2 & 3, 2023

Registration must be done by phone (312) 321-4460 ext 2 in order to receive the special REALTOR price of \$400.00

Register Now!



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HAWAII REGION
KELLERWILLIAMS REALTY

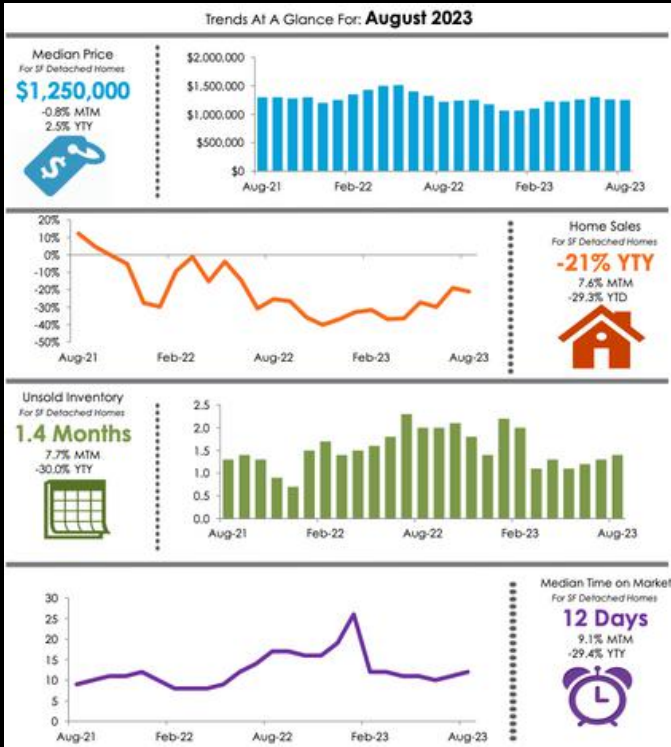
AUGUST 2023

MARKET STATS

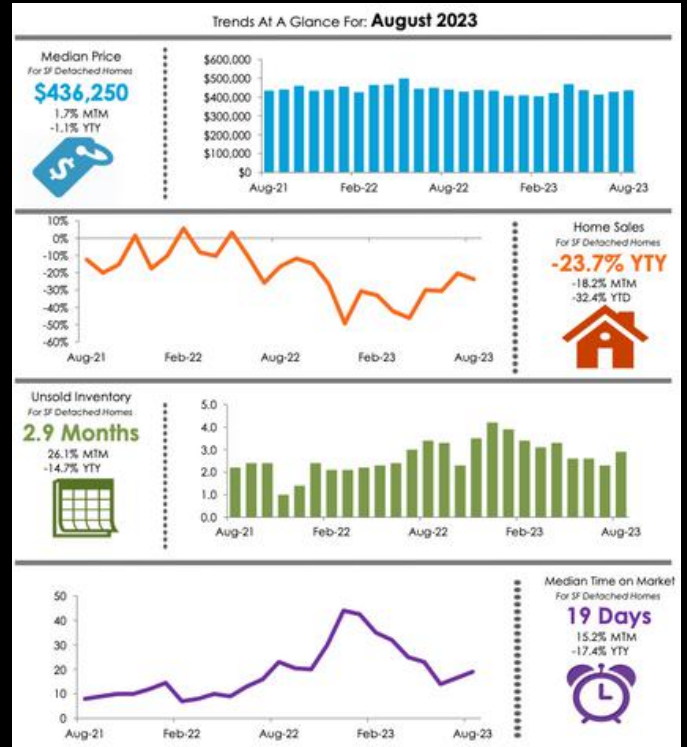


Trends At A Glance For: August 2023

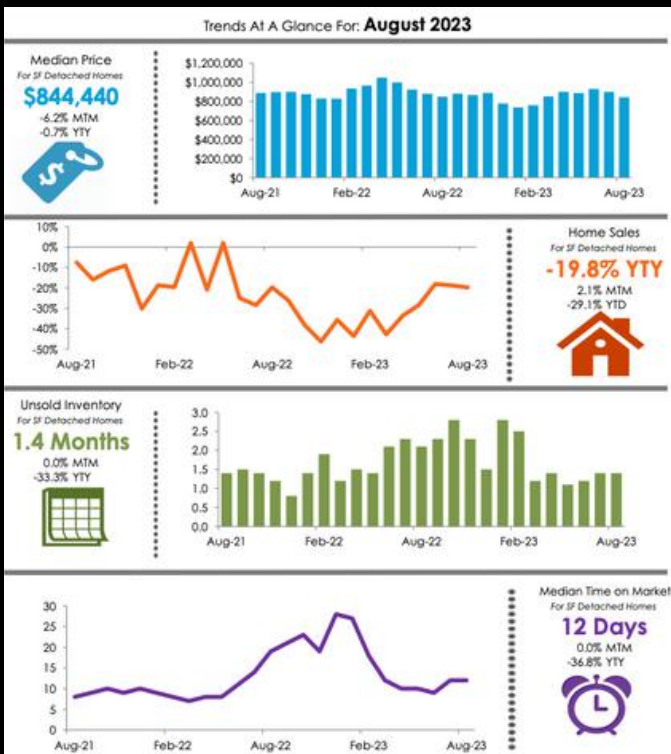
Alameda County Market Update



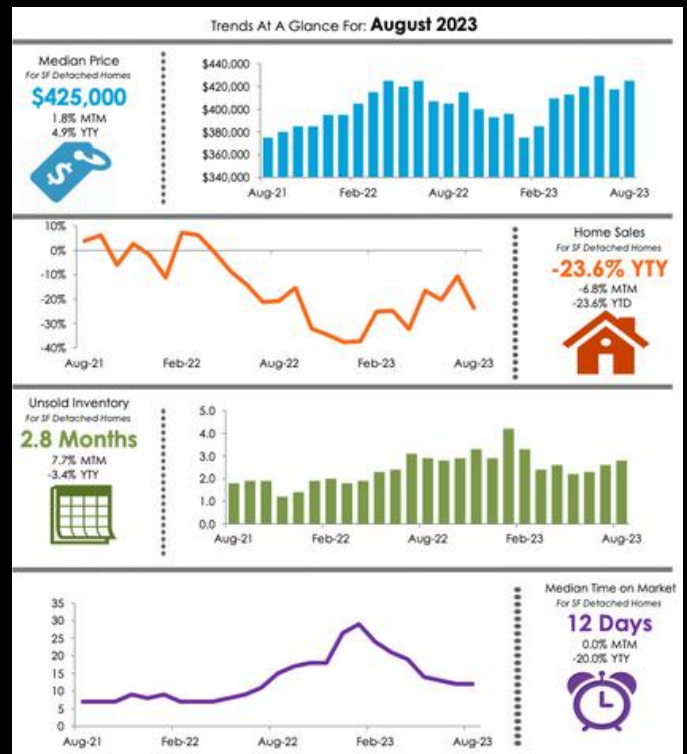
Butte County Market Update



Contra-Costa County Market Update

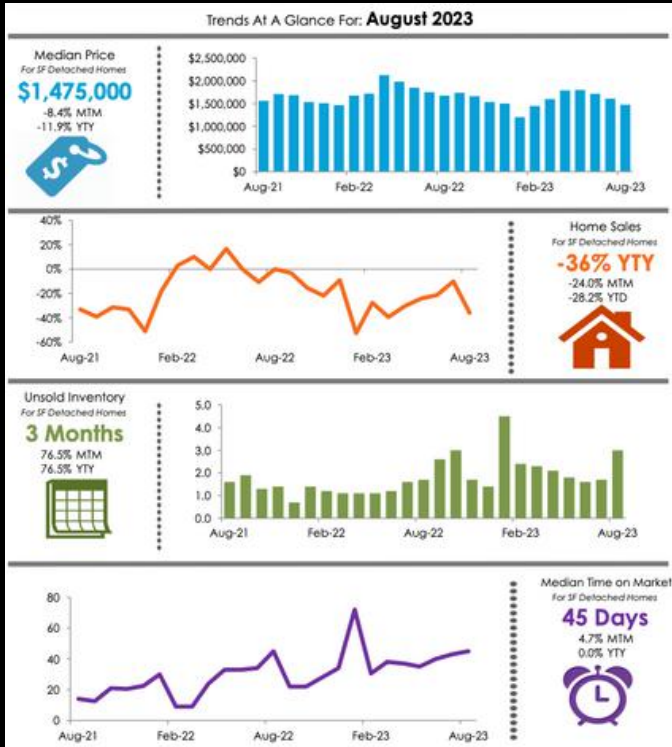


Fresno County Market Update

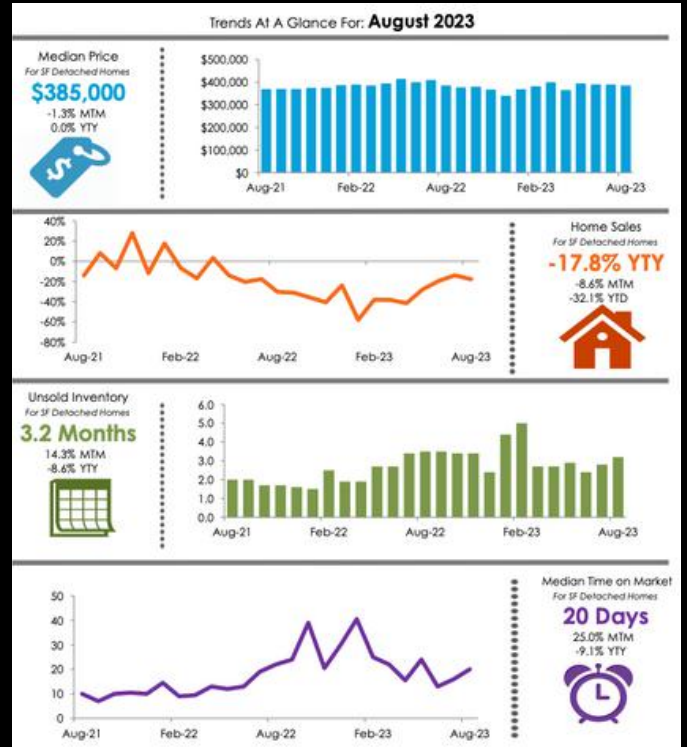


Trends At A Glance For: August 2023

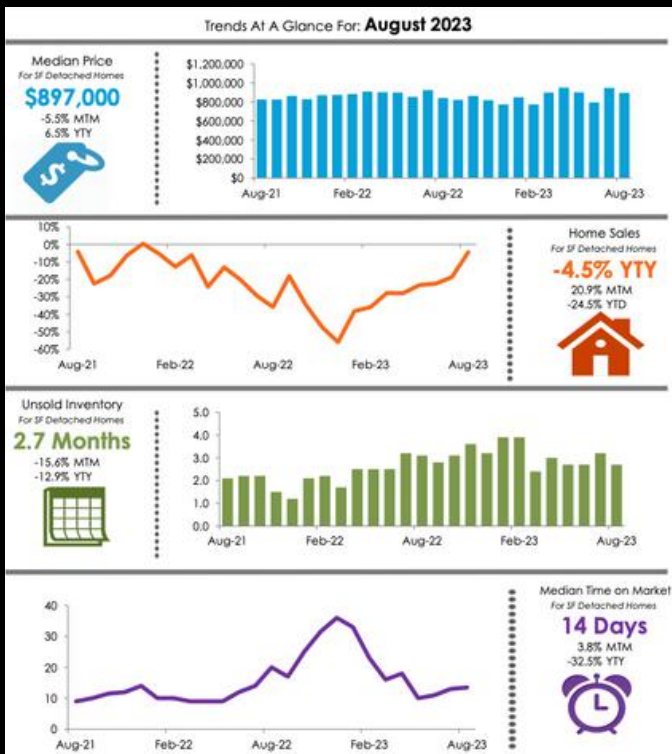
Marin County Market Update



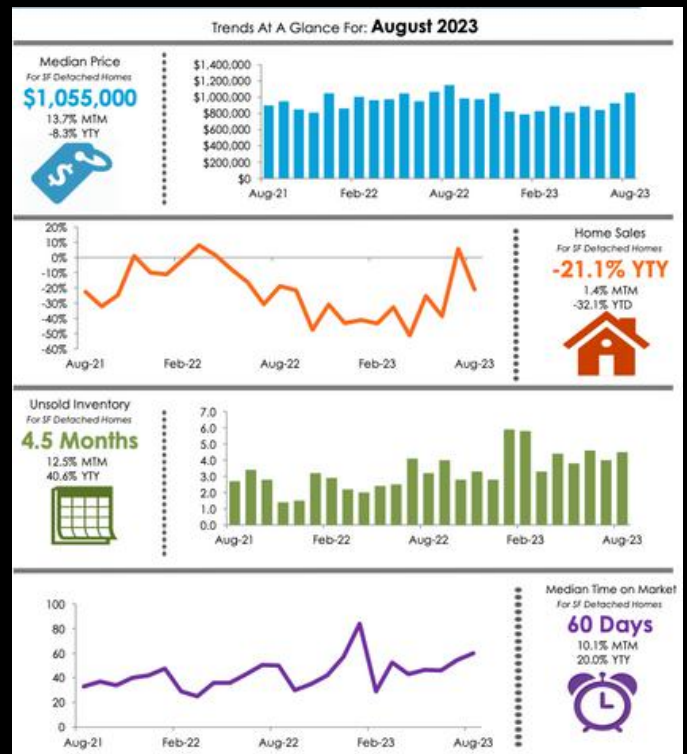
Merced County Market Update



Monterey County Market Update



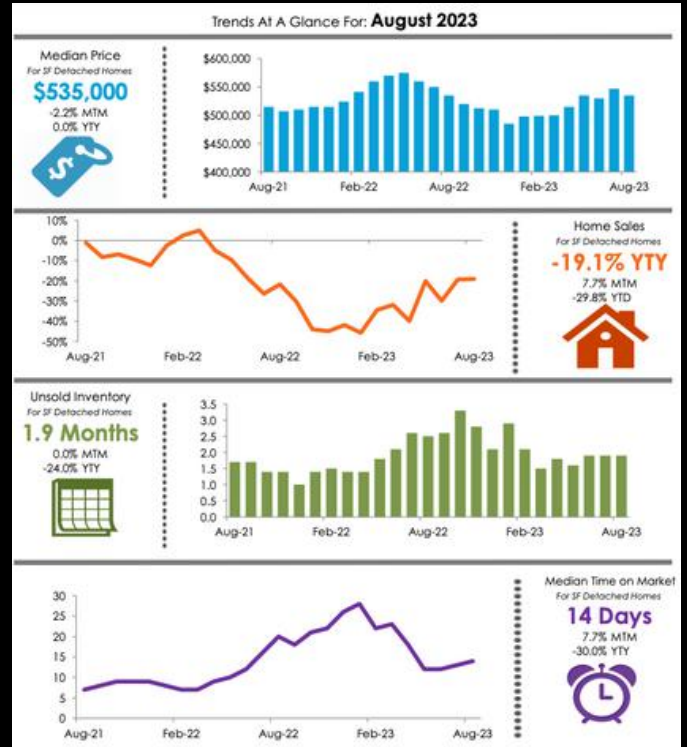
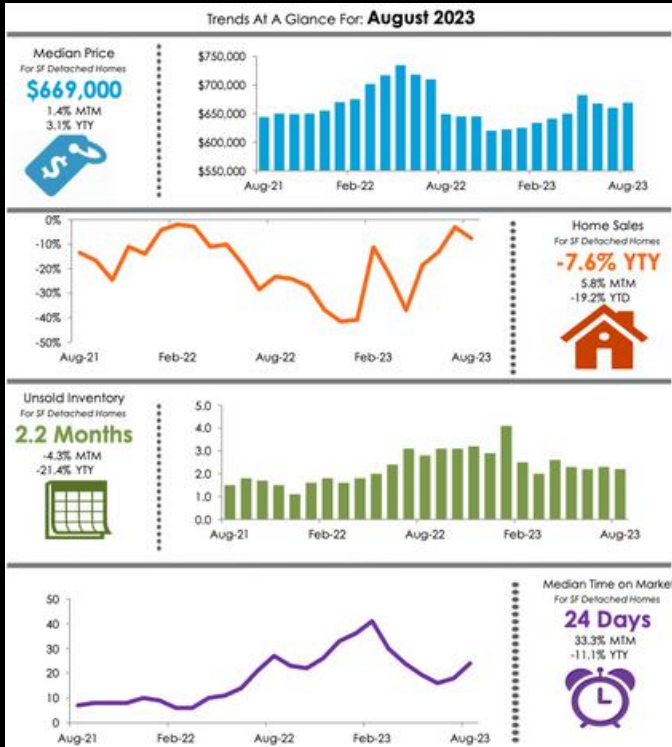
Napa County Market Update



Trends At A Glance For: August 2023

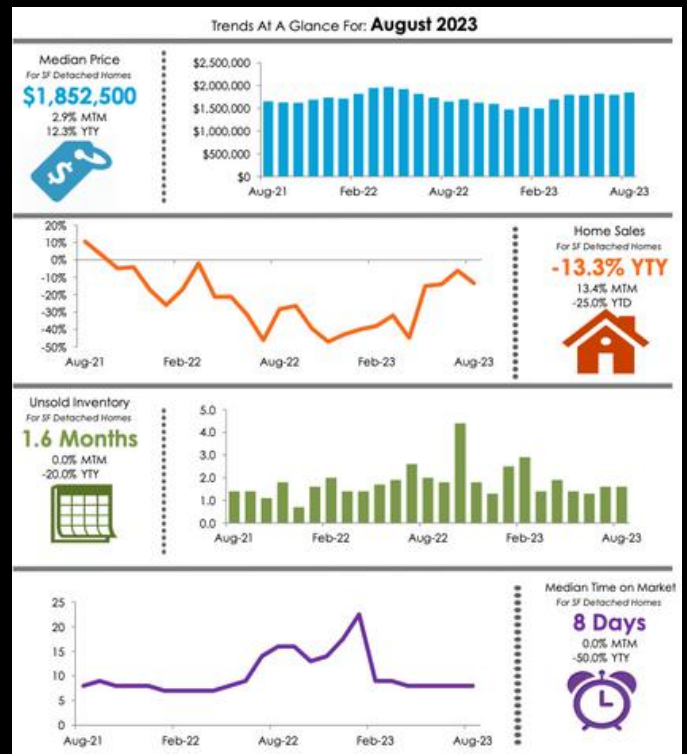
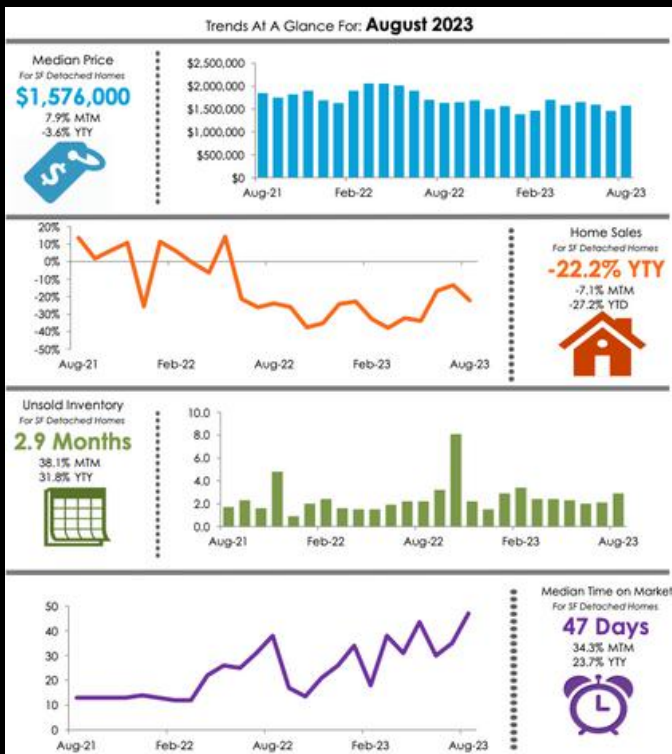
Placer County Market Update

Sacramento County Market Update



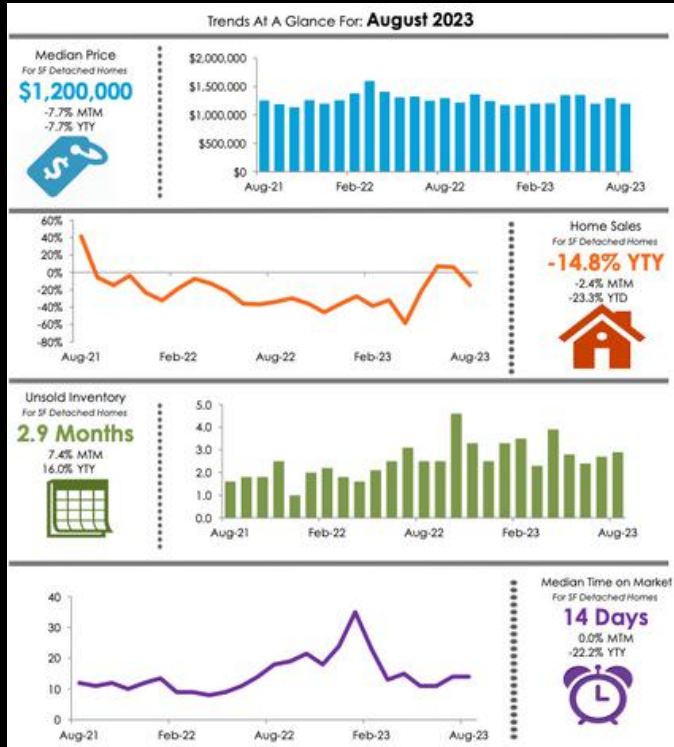
San Francisco County Market Update

Santa Clara County Market Update

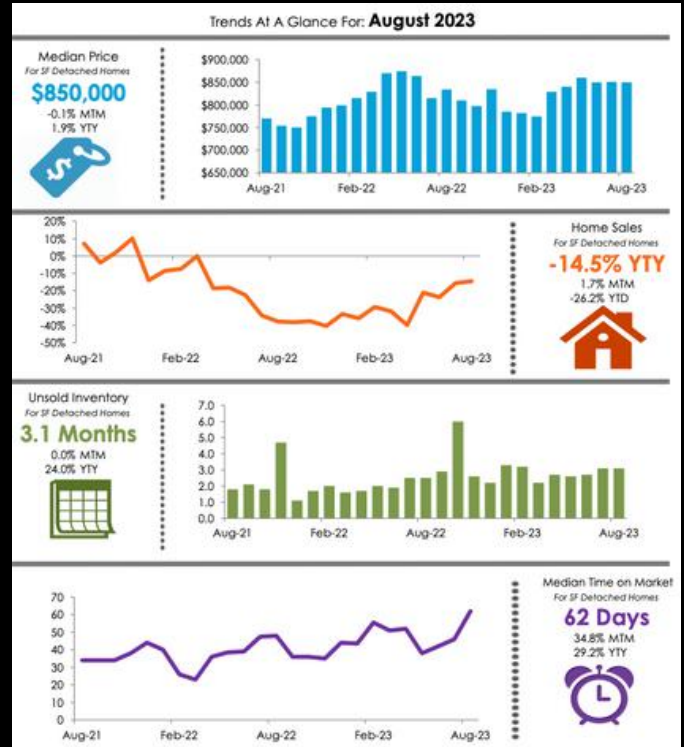


Trends At A Glance For: August 2023

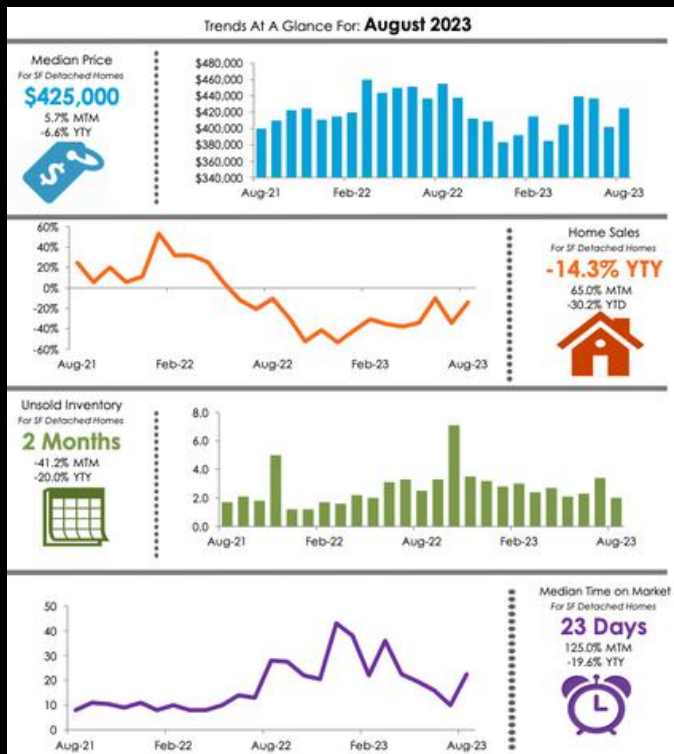
Santa Cruz County Market Update



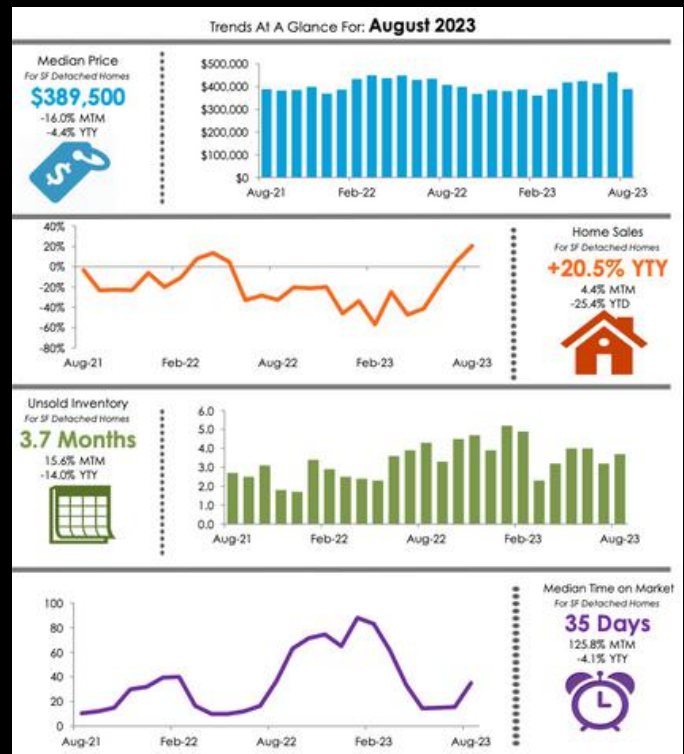
Sonoma County Market Update



Sutter County Market Update



Tuolumne County Market Update





Kauai

SINGLE-FAMILY

\$1,800,000

Median Price

↑ 88%

19

Closed Sales

↓ 54.7%

42

Days on Market

↑ 100%

CONDO

\$1,012,500

Median Price

↑ 88.6%

24

Closed Sales

↓ 45.5%

43

Days on Market

↑ 22.9%



Big Island

SINGLE-FAMILY

\$495,000

Median Price

↑ 2.3%

185

Closed Sales

↓ 10.2%

60

Days on Market

↑ 33.3%

CONDO

\$625,000

Median Price

↑ 4.7%

51

Closed Sales

↓ 12.1%

31

Days on Market

↑ 55%



Maui

SINGLE-FAMILY

\$1,197,500

Median Price

↑ 21.7%

56

Closed Sales

↓ 35.6%

99

Days on Market

↓ 16.8%

CONDO

\$773,750

Median Price

↓ 4.3%

100

Closed Sales

↓ 4.8%

108

Days on Market

↑ 36.7%



Oahu

SINGLE-FAMILY

\$1,110,000

Median Price

↓ 1.4%

252

Closed Sales

↓ 19.7

18

Days on Market

↑ 38.5%

CONDO

\$515,000

Median Price

↑ 3.3%

422

Closed Sales

↓ 16.9%

18

Days on Market

↑ 38.5%

Hawaii August 2023



CALIFORNIA
ASSOCIATION
OF REALTORS®

AUGUST 2023

California Housing Market Update

**MONTHLY SALES AND
PRICE STATISTICS**

California Housing Market Snapshot

August 2023



254,740 | Existing Home Sales
-18.9% YTY | **-29.2% YTD** % change



Median Sales Price

\$859,800
+3.0% Y2Y



Unsold Inventory Index

2.4 months
-14.3% Y2Y

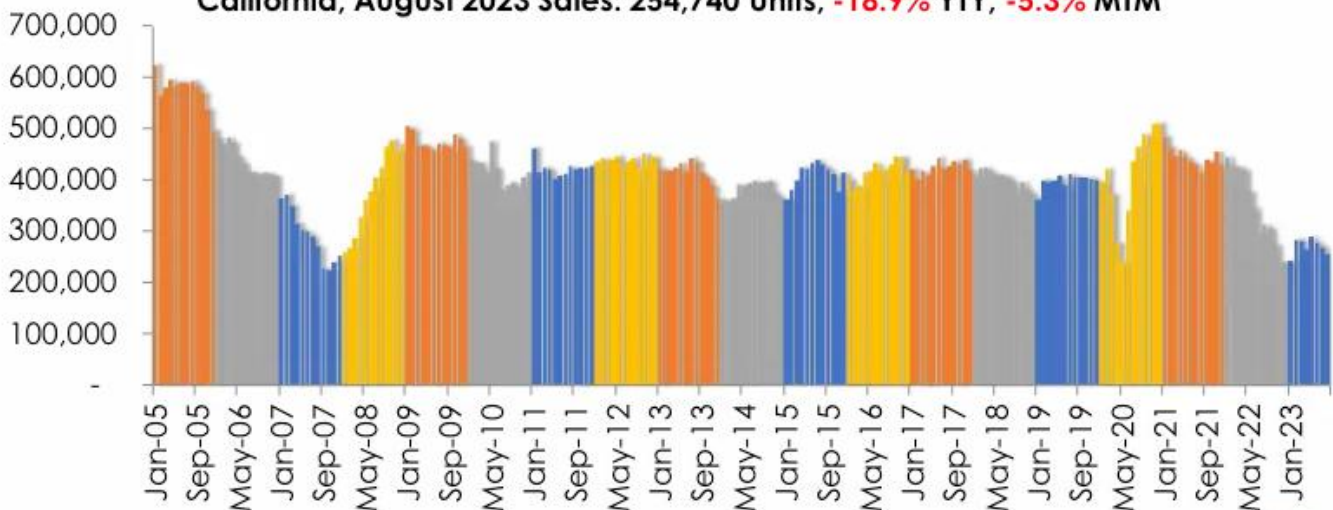


Median Days on Market

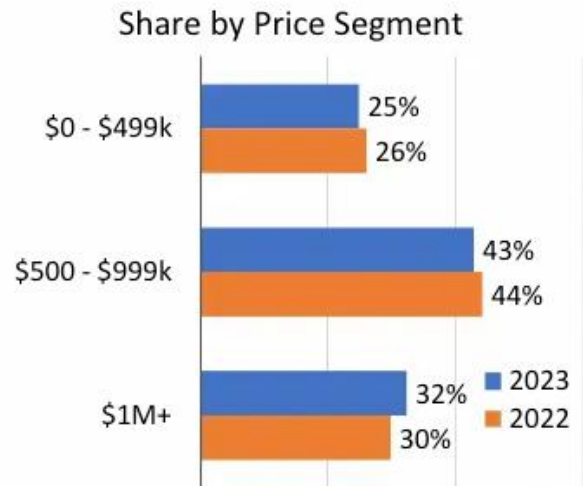
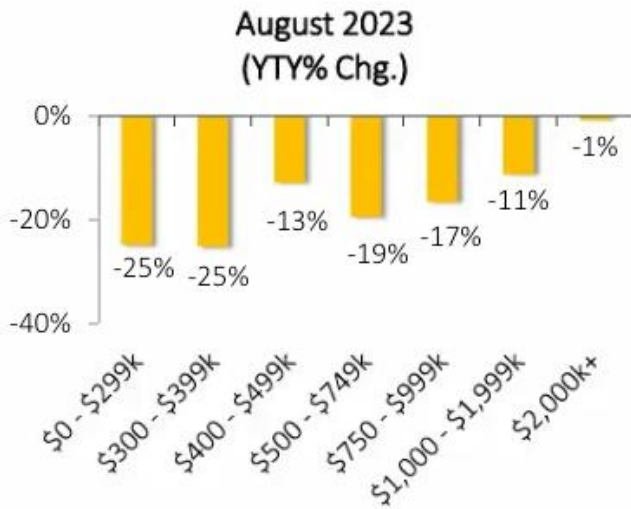
18 days
-21.7% Y2Y

Sales dipped again as mortgage rates continued ascending

California, August 2023 Sales: 254,740 Units, **-18.9% YTY**, **-5.3% MTM**



Sales at the more affordable price points slowing faster

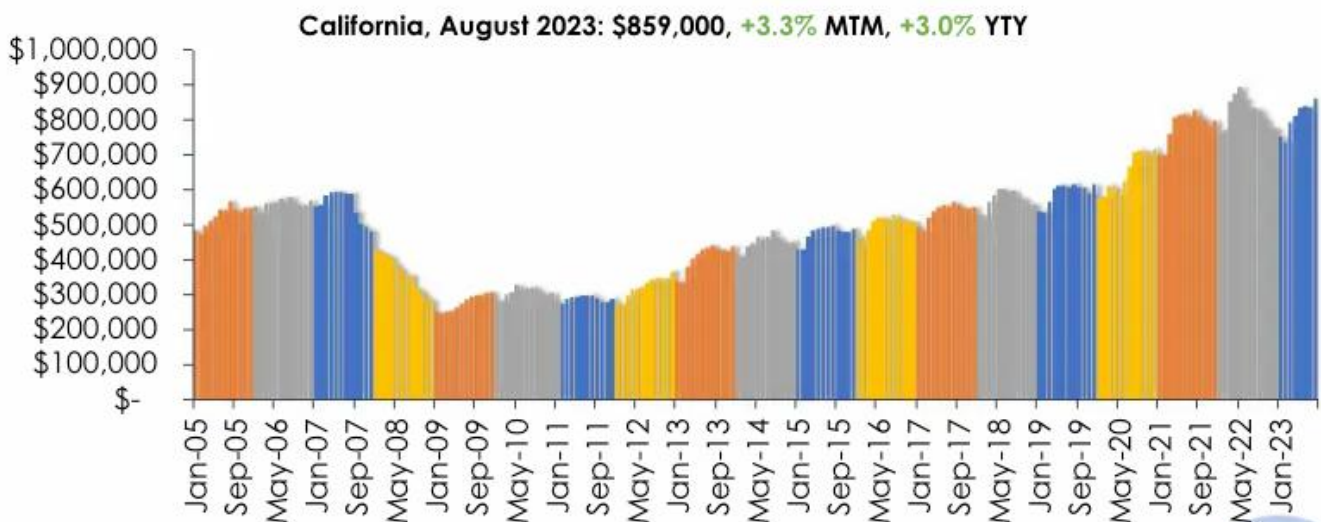


CALIFORNIA ASSOCIATION OF REALTORS®

SERIES: Sales of Existing Detached Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Page 15

California median home price holds above \$800K for 4th consecutive month



CALIFORNIA ASSOCIATION OF REALTORS®

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

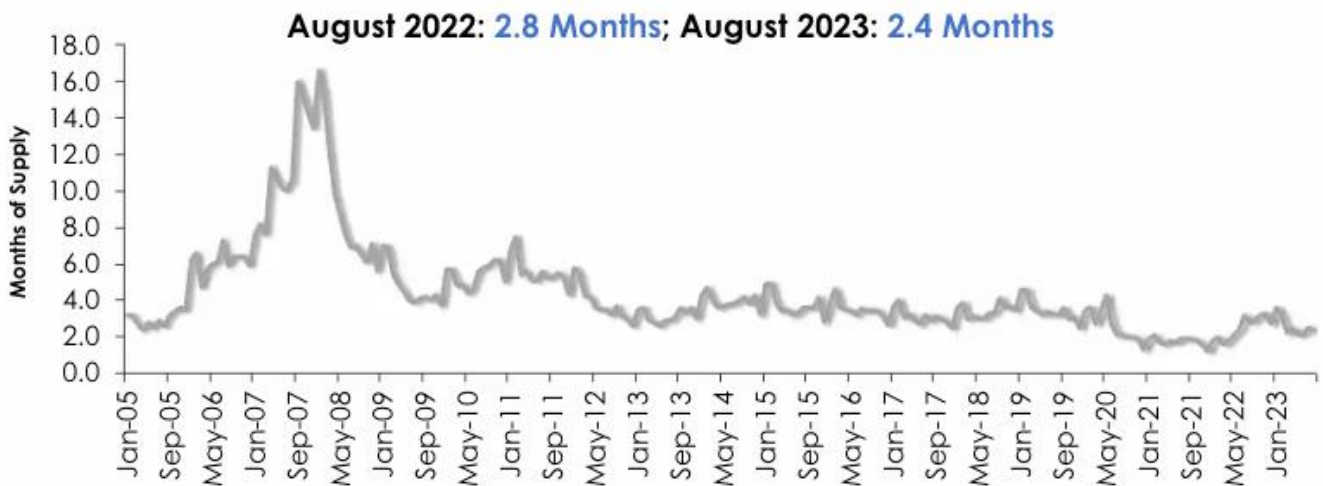
Page 23



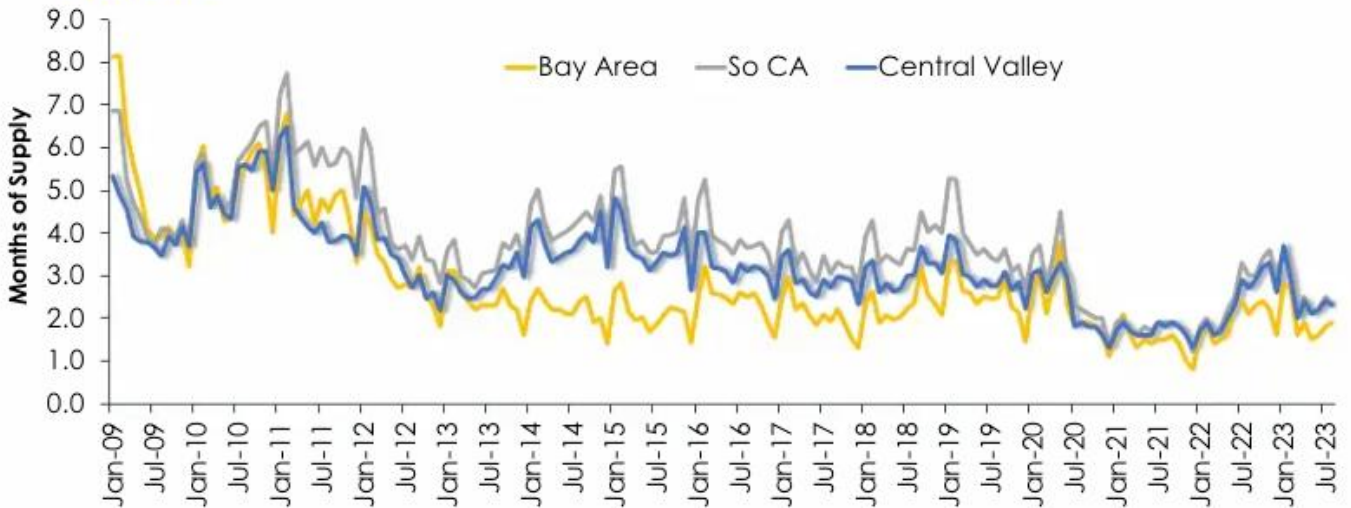
List price vs. sales price



Inventory slipped and remains biggest challenge



Unsold Inventory grows in Bay Area but drops in other regions



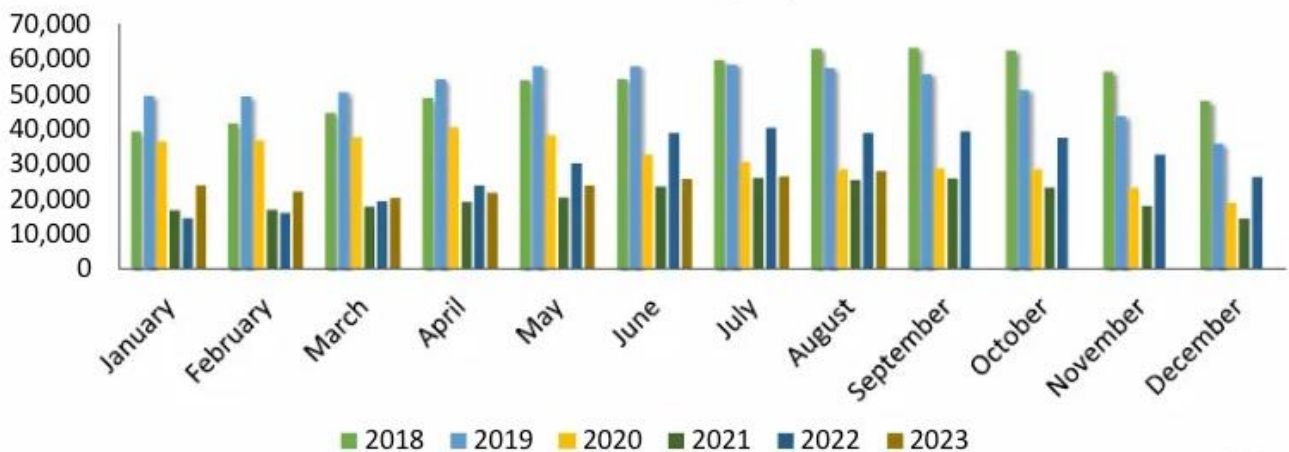
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SERIES: Unsold Inventory Index of Existing Single Family Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Page 41

Active listings grew slightly, but remain below last year

California Active Listings by Month



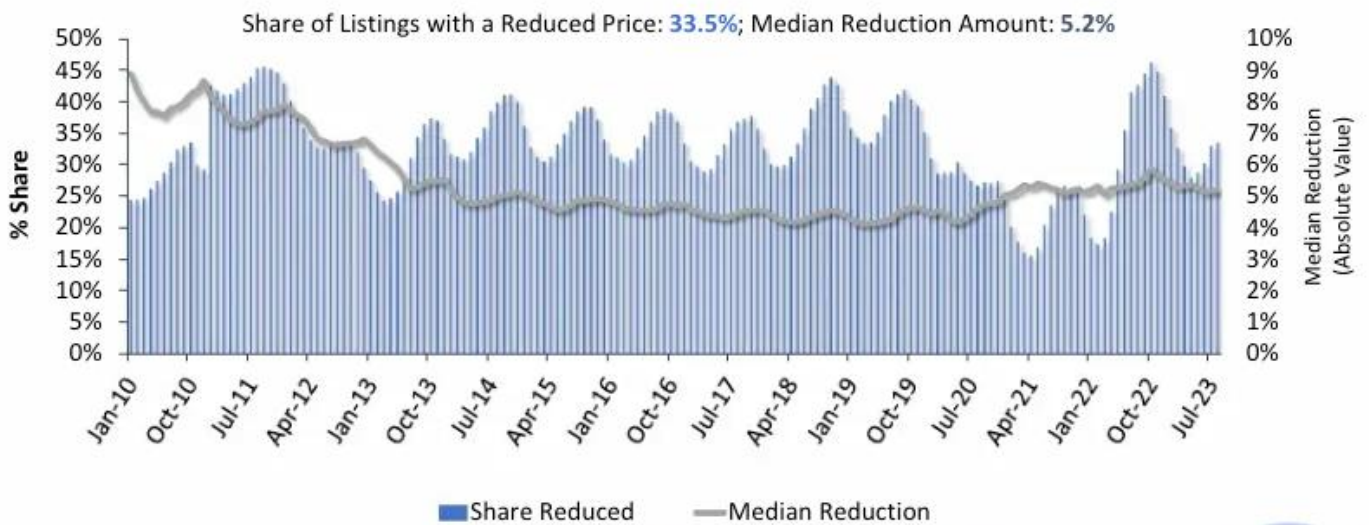
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Overall supply level drops as new listings unable to add enough new inventory



Reduced-Price Listings



August's Luxury Stats

2023

January 1 - August 31, 2023

KELLERWILLIAMS
Luxury

Luxury numbers represent transactions over \$1 million in the US and Canada.

#

15,096

TOTAL LUXURY LISTINGS SOLD

15,600

TOTAL LUXURY BUYER CLOSINGS

30,696

TOTAL LUXURY CLOSINGS

4,837

TRANSACTIONS INVOLVING REFERRALS

14,915

AGENTS WHO TRANSACTED \$1M+

VOLUME

\$24.8B

TOTAL LUXURY LISTINGS SOLD

\$26.3B

TOTAL LUXURY BUYER CLOSINGS

\$51.1B

TOTAL LUXURY CLOSINGS

\$11.2B

TRANSACTIONS INVOLVING REFERRALS

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Stock Market Performance

September 29, 2023

Nasdaq	13,201.28	+0.83%
S&P	4,299.70	+0.59%
Dow	33,666.34	+0.35%
10-Year	4.576%	-4.0 bps
Bitcoin	\$27,153.40	+2.99%
Meta	\$303.96	+2.09%





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Regional Leadership Team



Leann Harris
Regional Director



Tony Brodie
Regional Operating Partner



Debbie Bradley
Regional Operations Manager



Zach Younger
Regional Technology Director



Herb Catania
Regional MCA



Claire Maglalang
Regional Marketing Admin

Where Entrepreneurs Thrive



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