

15 Aug, 2021

Hello {alias},

We are selling homes like yours at more than 110% of listing price!

We just repeated that success by selling another home in San Ramon for 112.03% above listed price!

It is a sellers market! Since interest rates are low, it is attracting many buyers to this red hot market. If you have a home, there is no better time than now to sell and realize capital gains.

Enclosed are details of market activity in July for San Ramon, and my newsletter. On page 4, discover how to avoid costly mistakes when you sell your home. On page 3, we also help you prepare to sell your home with a useful checklist for home sellers. Additionally, page 4 has a list of useful reports that you can request, for FREE.

Whether you're selling or buying a home, we're sure that you have lots of questions. We invite your questions and explain how to direct them to us, so they can be answered in one of the upcoming issues of MarketWatch. This month we've addressed another popular question that many homebuyers ask. "Don't Pay Another Cent in Rent to Your Landlord Before You Read this FREE Special Report".

Don't forget, you can call my office any time at [925-452-7483](tel:925-452-7483) for a FREE Quick Over-the-Phone Home Evaluation. As its name implies, this is a NO cost, NO obligation way of learning what your home can sell for in today's market.

Subscribe to instant updates on Best Buys by sending "START {alias}" to 925-452-483 on WhatsApp.

I look forward to hearing from you.

Sincerely,

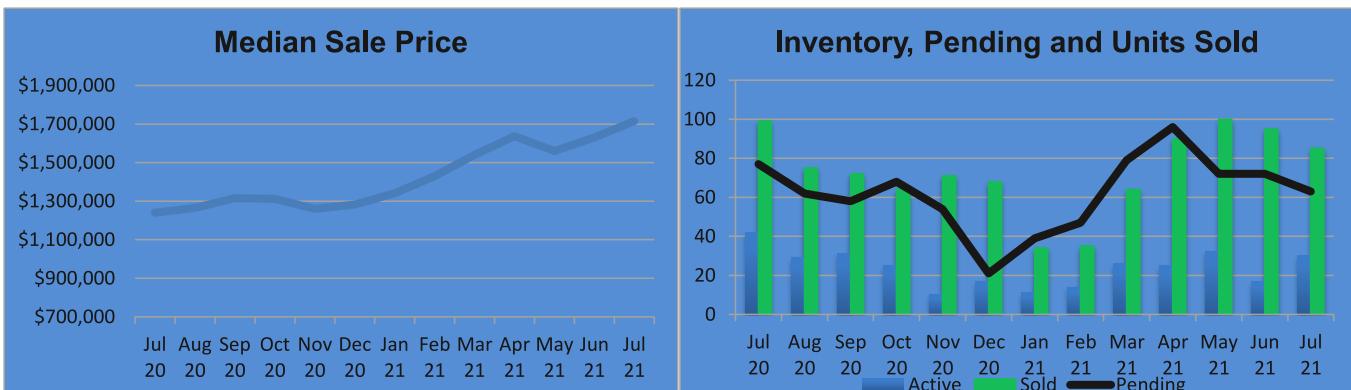
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San Ramon: Detached Single-Family Homes

July 2021

Market Activity Summary:

- Inventory: 30 units were listed for sale as of the last day of July - approximately 0.4 months of inventory .
- Sales Activity: 85 single-family detached units were sold during July.
- Median Sales Price: \$1,715,000 during July.
- Days-on-Market (DOM) year-to-date is approximately 11 days.
- Average sales price was 112.03% of the average list price during July.



Monthly Market Activity											
	Active	Pending	Sold	Months Supply	Avg List Price	Median Sale Price	Avg Sale Price	Average DOM	Avg \$ Sqft Listed	Avg \$ Sqft Sold	Sale Price/ List Price
Jul 20	42	77	99	0.7	\$1,270,878	\$1,240,000	\$1,283,456	15	\$501	\$507	100.99%
Aug 20	29	62	75	0.4	\$1,347,970	\$1,265,000	\$1,368,014	17	\$499	\$510	101.49%
Sep 20	31	58	72	0.4	\$1,314,916	\$1,316,200	\$1,370,557	18	\$519	\$542	104.23%
Oct 20	25	68	64	0.4	\$1,286,798	\$1,312,000	\$1,343,329	15	\$516	\$539	104.39%
Nov 20	10	54	71	0.2	\$1,290,981	\$1,260,000	\$1,356,511	15	\$541	\$571	105.08%
Dec 20	17	21	68	0.3	\$1,239,780	\$1,282,500	\$1,311,344	15	\$555	\$591	105.77%
Jan 21	11	39	34	0.2	\$1,365,062	\$1,341,000	\$1,450,531	18	\$548	\$591	106.26%
Feb 21	14	47	35	0.3	\$1,347,111	\$1,430,000	\$1,493,197	9	\$572	\$634	110.84%
Mar 21	26	79	64	0.6	\$1,461,150	\$1,540,000	\$1,633,753	12	\$576	\$651	111.81%
Apr 21	25	96	90	0.4	\$1,484,218	\$1,637,500	\$1,699,871	10	\$593	\$685	114.53%
May 21	32	72	100	0.4	\$1,484,594	\$1,560,000	\$1,682,468	10	\$625	\$713	113.33%
Jun 21	17	72	95	0.2	\$1,565,178	\$1,630,000	\$1,764,055	13	\$623	\$706	112.71%
Jul 21	30	63	85	0.4	\$1,616,479	\$1,715,000	\$1,810,883	11	\$632	\$710	112.03%

Market Trends											
Month	Sold	%Change	Avg List Price	% Change	Median Sale Price	% Change	Avg Sale Price	% Change	Avg DOM	% Change	Sale Price/ List Price
Jul 21	85	-14.14%	\$1,616,479	27.19%	\$1,715,000	38.31%	\$1,810,883	41.09%	11	-28.95%	112.03%
Jul 20	99	20.73%	\$1,270,878	1.98%	\$1,240,000	5.00%	\$1,283,456	4.00%	15	-53.82%	100.99%
Jul 19	82	-11.83%	\$1,246,182	1.21%	\$1,181,000	-1.99%	\$1,234,133	-1.32%	32	91.16%	99.03%

Sales Activity & Price Trends					
Price Range	2021 YTD units sold	2020 YTD units sold	2019 YTD units sold	2018 YTD units sold	2017 YTD units sold
<\$500K					
\$500-\$599K			2	4	1
\$600-\$699K	1	3	9	3	4
\$700-\$799K	2	8	3	5	13
\$800-\$899K	2	12	11	29	70
\$900-\$999K	3	49	56	74	76
\$1-\$1.299m	68	143	206	179	179
\$1.3-\$1.699m	237	99	112	144	103
\$1.7-\$1.999m	100	21	12	18	13
\$2-\$2.999m	92	12	17	13	13
>\$3m	8				
Totals:	513	347	428	469	472

Presented by:

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MARKET WATCH

Real Estate news for {alias}

AUGUST 2021

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How to Secure Super-Low Downpayment Home Loans When You Buy a San Ramon Home?

San Ramon - A new has just been released which identifies a foolproof 3-point plan which any homebuyer can use to secure the best financing rates when they buy a home.

When you're looking to buy a home, the first thing most homebuyers do is start the process of house hunting. However, experience proves that this is one of the last steps you should be taking if you want to get

the most home for the least amount of money. In fact, shopping for the best financing should start long before you start shopping for a home.

The experience of thousands of area homebuyers has been summarized in a new report entitled "Best Financing: A 3-Point Plan". This report outlines 3 critical steps you must take to obtain the absolute best financing rates when you buy a home. It tells you where you should

go, what questions you should ask, and how to manage the process to your personal advantage.

To hear a brief recorded message about how to order your FREE copy of this report call toll-free number 1-844-311-5109 ID# 5020. You can call any hours a day, 7 days a week.

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5. **9 BUYER TRAPS** - How to avoid these common traps that could cost you the home of your dreams... ID#

SELLERS

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2. **COSTLY HOMESELLER MISTAKES** - Learn how to avoid these common mistakes and save yourself thousands of dollars when you sell your home. ... ID#
3. **HOW TO SELL YOUR HOME WITHOUT AN AGENT...** ID#
4. **FIND OUT WHAT AREA HOMES ARE SELLING FOR** - Receive a Free hotlist of recent homesales and current listings... ID#
5. **27 QUICK & EASY FIXUPS** - Learn how to sell your home fast and for top dollar... ID#

How to Sell High: Avoid these 3 Mistakes When Selling Your San Ramon Home

San Ramon - When you decide to sell your home, asking price is one of the most important decisions you will ever make. Depending on how a buyer is made aware of your home, price is often the first thing he or she sees, and many homes are discarded by prospective buyers as not being in the appropriate price range before they're even given a chance of showing.

Your asking price is often your home's "first impression", and if you want to realize the most money you can for your home, it's imperative that you make a good first impression.

This is not as easy as it sounds, and pricing strategy should not be taken lightly. Pricing too high can be as costly to a homeseller as pricing too low. Taking a look at what homes in your neighborhood have sold for is only a small part of the process, and on its own is not nearly enough to help you make the best decision. A recent study, which compiles 10 years of industry research, has resulted in a new special report entitled "Homesellers: How to Get the Price You Want (and Need)". This report will help you understand pricing strategy from three different angles. When taken together, this information will help you price your home to not only sell, but sell for the price you want.

To hear a brief recorded message about how to order your FREE copy of this report call toll-free 1-844-311-5109 and enter ID# call any time, 24 hours a day, 7 days a week.

Get your free special report NOW to learn how to price your home to your maximum financial advantage.

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