

## DEAR NEIGHBOR,

Our Castro Valley homes are becoming increasingly multifunctional, supporting us as we work, relax, learn, and play. As our lives expand, though, we often need more space, nicer amenities, or a more convenient location.

While this is an exciting time, there's a lot of money on the line. For most of us, our homes are the largest asset we'll ever own—so you are right to want to understand this asset if you're considering selling.

Here are the top things you need to know:

### Demand is up, the market remains strong.

Last month we saw the typical June numbers go up and down in critical areas showing us the market is strong. Last month, Castro Valley averaged just 0.6 months of available homes. This means that without new listings, all available homes would sell in less than one month! This has caused homes to sell faster and with multiple offers. The median sale price remains strong at \$1,304,444 in July. This is great news for homeowners who are ready to maximize their equity. However, even in a hot market like ours, it takes careful preparation and a proven strategy to capitalize on current trends. The difference between a prepared home and marketing plan and one without can mean a difference of many 10's of thousands of dollars.

### We continue to see homes sell with multiple offers.

Correctly priced, well-marketed homes are selling at or above list price, in few days on market.

In fact, homes typically sold in just 12 days in July. That's the about the same as last month which was 14 days showing us that in the market homes are still selling fast. The speed is a result of a consistently strong demand for homes in our area. Increased competition among buyers is also having positive effects on the sale-to-list price ratio, which continues to be strong at 112.09% in July. These stats really add up when you are selling your largest financial asset. Based on these numbers, we can see that well-prepared homeowners are routinely getting tens of thousands over the asking price!

### Buyers are searching now, and competition will only increase as summer continues.

In working with buyers in the market place many are disappointed as when you have 10 or more buyers wanting one property there are a lot of disappointed buyers as you would imagine. With the extreme demand the market is not showing any signs of slowing. This is actually a great time to list your home. Currently low interest rates are still bringing buyers into the market, and current inventory is struggling to keep up.

But what does this all mean for you?

### If you're thinking about selling in the next 12 months, now is the time to start preparing for market.

There are many moving parts in any move, so it's essential to have professional support that goes beyond sticking a sign in the yard. Our cutting-edge tools and strategies are designed to make your home a showstopper both online and in person. In combination with a multifaceted marketing package, we'll connect you with the resources you need to get your home in market-ready condition.

With over 30 years of experience buying and selling real estate, I know what it takes to help you make a graceful transition to your dream home. You deserve the highest possible price in the fewest days on market—and our tried-and-true process is designed to do just that. We've helped sell over 1000 homes sold in Castro Valley area real estate—and we can do the same for you.

### If you're wondering what it would take to maximize the equity in your home, call today for your Strategic Marketing Consultation

→ 510-708-8700

Let's discuss your goals, your schedule, and your home. Together, we'll create a stress-free plan for getting you the results you deserve.

### Call today → 510-708-8700

To your success,

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**FIEBIG**  
TEAM



## MARKET STATISTICS

Real Estate Market Report  
August/September 2021

SINGLE-FAMILY HOME STATS	JUL 2021	JUN 2021	JUN VS. JUL	ANALYSIS
Median Sale Price	\$1,304,444	\$1,280,000	↑ 1.9%	The median sales price rose a little (1.9%) to a new high of \$1,304,444 in July. We still are experiencing much buyer demand and lower inventory with multiple offers on most properties correctly priced and strategically marketed.
Days on Market	12	14	↓ .17%	The days on the market decreased by two day which shows consistency in the market.
Sale-to-List Price Ratio	112.09%	112.73%	↓ .18%	Correctly priced, strategically marketed homes are consistently selling above list price. This month's ratio is down slightly so almost the same indicating consistency in the market and we are still seeing multiple offers and buyers are still frustrated when they don't get a winning bid. To capitalize on this continued growth, I help my clients invest in strategic updates before listing their home for sale.
Average Months of Supply	.6	.6	↔ 0%	The word of the month is consistency in the market. With so few homes on the market, it's much easier for new listings to peak buyer's interest. The key is to hit the market with a comprehensive marketing strategy.
Total Homes sold	52	45	↑ 13.46%	Homes sold in July climbed to May's number of 52, buyer demand is still high with multiple offers. This is yet another testament to the massive opportunity that homeowners have right now to take advantage of selling and or moving up in our current market.

Source: Bayeast Board of Realtors

## LOOKING AHEAD

Here's what we are keeping an eye on in the coming months:

### HOME VALUES ARE ON THE RISE

Demand for Castro Valley homes remains strong. With our excellent school system, downtown improvements, parks, trails, the BART transit system, and our strong sense of community, buyers continue hunting for homes in our area. As a homeowner, strategic marketing and positioning are the best ways to maximize your equity when it's time for a change.

### INVENTORY REMAINS SCARCE

There are only so many properties available in Castro Valley in the first place and, while there are more homes listed than one year ago, inventory is still extremely limited. A low

number of homes on the market combined with a strong pool of buyers means healthy competition. Homes that are priced correctly and marketed strategically often sell quickly, with multiple offers.

### WHAT TO EXPECT WHEN SELLING YOUR HOME

With your hard-earned equity on the line, you deserve expert guidance and first-rate service from the very beginning. With the help of a professional with years of industry experience and a world-class marketing package, you can rest assured that you and your home are well-represented at every turn.

### Thinking of selling in the next 12 months?

With over 1,000 clients served, I know what it takes to maximize your equity as quickly and painlessly as possible. Let's get you the results you deserve, without the stress. Call today for your Strategic Marketing Consultation.



510-708-8700

Based on information from the Bay East MLS as of 8/5/2021. All data, including all measurements and calculations of area, is obtained from various sources and has not been, and will not be, verified by broker or MLS. All information should be independently reviewed and verified for accuracy. Properties may or may not be listed by the office/agent presenting the information. If you home is currently listed for sale, please disregard our pro-active and aggressive marketing. It is not our intention to solicit the business of our colleagues.



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