

DEAR NEIGHBOR,

I want to wish you a happy New Year. The market is strong even at the beginning of January. It is so strong in fact that I had approx. 100 people come through my open house on Sunday; it was busy to say the least.

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:

The market remains strong in the last months of 2021.

Last month we saw the typical December numbers go up and down in critical areas showing us the market has maintained stability. Last month, Castro Valley averaged just 0.2 months of available homes. This means that without new listings, all available homes would sell in one week! This has caused homes to sell fast and still with multiple offers when marketed correctly. The median sale price has decreased after last month's increase to \$1,325,000 in November to \$1,210,000 for December. Homeowners may be ready to maximize their equity. However, even in a market like ours, it takes careful preparation and a proven strategy to capitalize on current trends.

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 14 days in December. The speed is a result of a consistently strong demand for homes in our area. Competition among buyers is also having positive effects on the sale-to-list price ratio, which continues to be strong at 112.23% in December. This number has increased again now three months in a row. 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 still getting tens of thousands over the asking price!

Buyers are searching now; competition has eased some however still remains strong.

In working with buyers in the market place many are disappointed as when you have 2-4

other buyers wanting one property there are disappointed buyers as you would imagine. Demand in the market has eased a little as we were seeing more offers and this may be seasonal however now would be a good time for buyers to buy a property and 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 still low. I will keep an eye on rates as inflation tends to push them up which would affect the market.

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
January/February 2022

SINGLE-FAMILY HOME STATS	DEC 2021	NOV 2021	NOV VS. DEC	ANALYSIS
Median Sale Price	\$1,210,000	\$1,325,000	↓ 9%	The median sales price decreased 9% to \$1,210,000 in December. We still are experiencing much buyer demand and lower inventory with multiple offers on most properties correctly priced and strategically marketed.
Days on Market	14	14	— same	The days on the market remained the same as last month.
Sale-to-List Price Ratio	112.23%	111.89%	↑ .34%	Correctly priced, strategically marketed homes are consistently selling above list price. This month's ratio is up .34% to 112.23% of sales price. To capitalize on this continued growth, I help my clients invest in strategic updates before listing their home for sale.
Average Months of Supply	.2	.4	↓ .2	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	34	41	↓ 17%	The number of homes sold was 34 homes down 17% however the market remains strong even in December. We are seeing good activity for this time of year showing the market remains strong. It still is a great time to sell and buy up if that is what you're planning 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 AGAIN

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 LOW

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 low. A low number of homes on the market combined with a strong pool

of buyers means healthy competition. The market has eased some and is a good time for buyers who missed out through the year. 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 1/5/2022. 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 your 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.



REAL ESTATE ON A HIGHER LEVEL

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