

## DEAR NEIGHBOR,

The market is remaining strong in January, it feels like a spring market. We are still seeing high buyer demand and multiple offers when a property is marketed correctly. 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:

### The market remains strong as we enter 2022.

Last month we saw January numbers go up and down in critical areas showing us the market has maintained stability. Last month, Castro Valley averaged just 0.3 months of available homes. This means that without new listings, all available homes would sell in 10 days! This has causes homes to sell fast and still with multiple offers when marketed correctly. The median sale price has leveled off and maintained value at \$1,200,000 in January. 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 just days on market.

In fact, homes typically sold in just 20 days in January. 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 110% in January. 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 multiple other buyers wanting one property there are

disappointed buyers as you would imagine.

Demand in the market continues to be strong 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,

#### Tim Fiebig

TimFiebig.com

Tim@TimFiebig.com

CalDRE #00657474

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## MARKET STATISTICS

Real Estate Market Report  
February/March 2022

SINGLE-FAMILY HOME STATS	JAN 2022	DEC 2021	JAN VS. DEC	ANALYSIS
<b>Median Sale Price</b>	\$1,200,000	\$1,195,000	↑ 9%	The median sales price remains close to the same at \$1,200,000. We still are experiencing much buyer demand and lower inventory with multiple offers on most properties correctly priced and strategically marketed.
<b>Days on Market</b>	20	15	↑ 25%	The days on the market increased some this month to 20 days on the market.
<b>Sale-to-List Price Ratio</b>	110%	111%	↓ <1%	Correctly priced, strategically marketed homes are consistently selling above list price. This month's ratio remains steady at 110% of sales price. To capitalize on this continued growth, I help my clients invest in strategic updates before listing their home for sale.
<b>Average Months of Supply</b>	.3	.2	↑ .1	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.
<b>Total Homes sold</b>	23	40	↓ 43%	The number of homes sold was 23 homes down 43% however the market remains strong even in January. 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 CONTINUE TO BE STRONG

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 2/5/2022. 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.



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Tim Fiebig, Broker, with eXp Realty of California, Inc