

DEAR NEIGHBOR,

Our homes are becoming increasingly multi-functional—supporting us as we work, relax, learn, and play. However, as your life expands, you often need more space, nicer amenities, or a more convenient location. You do your best to reorganize and adapt, but at a certain point, it becomes clear that upgrading is the only way to streamline your life. 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 thinking about selling. Here are the top things you need to know about the Castro Valley real estate market right now.

The market remains strong in Summer, but interest rates are on the rise.

Last month, we saw June sales numbers going up or down in key areas, showing us the market may be shifting. We will keep an eye on this as the Fed continues its rate hikes. In June, Castro Valley averaged just 14 months of available homes. This means that without new listings, all available homes would sell in 15 months up from 5 months a year ago. The median sale price in June rose to \$1,430,000. Homeowners that plan to sell in the next twelve months should start putting a plan in place if they want to maximize their equity. In a market like ours, it takes careful preparation and a proven strategy to capitalize on current trends.

We continue to see homes sell.

Correctly priced, well-marketed homes are selling at or around list price. Compared to June 2021's 10 average days on market (DOM), this June, we saw an average of 14 days. The sale-to-list price in June 2021 and this June has come down to 108%. 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 still selling at a reasonable price and in a reasonable time.

Buyers are searching now, and while competition has eased some, the market remains strong.

In working with homebuyers, many have expressed disappointment due to the numerous multiple-offer situations. Now with rates going up, we see some buyers falling out of the market saying they can't buy

the home they want. Despite this, demand remains strong, making now a great time to list your home. I will continue to keep an eye on interest rates, as inflation has caused the Fed to raise them up, which could 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.

Despite rising interest rates, the market remains strong. If you are thinking about selling in the next twelve months, now is the time to take action because the Feds say they will continue to raise rates and that will likely decrease buying power. However, 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.

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 ready to sell and maximize the equity in your home, call today for your Strategic Marketing Consultation

→ 510-708-8700

Let's discuss your goals, schedule, and 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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MARKET STATISTICS Real Estate Market Report July 2022

SINGLE-FAMILY HOME STATS	JUNE 2021	JUNE 2022	JUNE 21 VS. 22	ANALYSIS
Median Sale Price	\$1,280,000	\$1,430,000	↑ 12%	The median sales increased 12% to \$1,430,000 between June 21 and June 22. When you price correctly from day one, you can maximize offers and position yourself to sell for top dollar.
Days on Market	10	14	↓ 40%	Median days on market remain low, at 14 in June. Current high demand and low supply play a major role. With strategic pricing and marketing, you can ensure your home sells in only a few days on market.
Sale-to-List Ratio	113%	108%	↓ 5%	Correctly priced, strategically marketed homes are continuing to sell above list price. June's ratio was down from last year. To capitalize on this continued growth, I help my clients invest in strategic updates before listing their homes for sale.

Source / 来源: Bay East Board of Realtors

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

1 HOME VALUES CONTINUE TO BE STRONG

Demand for Castro Valley homes remains strong with a median sales price of \$1,430,000 for the month of June. As interest rates rise, we will keep an eye on demand to ensure our sellers correctly price and position their properties to secure the highest possible price in the fewest days on market. 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.

2 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 with only 14 months of available homes. The market has eased some and is a good time for buyers who missed out throughout the year. Homes that are priced correctly and marketed strategically often sell quickly, with multiple offers.

3 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, We 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 for English
510-213-0821 for Mandarin

Serving the Castro Valley area in both English and Mandarin with over 1000 homes sold



在卡斯托罗谷地区提供英语和普通话服务, 已售出超过1000套房屋

Based on information from the Bay East MLS as of 7/5/2022. 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.

根据截至2022年7月5日的湾区MLS报告, 所有数据, 包括所有测量和计算, 均来自各种来源, 并未得到经纪人或MLS的核实。所有信息应独立审查并核实其准确性。您可能正在出售房屋, 请忽略我们的主动和积极的营销。我们的目的是为了提高我们的业务。

