

Recent activity by Don, Norma and Erik

Street	City	Price	Status	Represented
1948 Lucille Ln	Pleasant Hill	\$700,000	SOLD	Seller
184 Cynthia Dr	Pleasant Hill	\$585,000	SOLD	Seller
5104 Roundup Ct	Antioch	\$420,000	SOLD	Seller
20 Marlee Rd	Pleasant Hill	\$875,000	Pending	Seller



Hottest zip codes—continued

◆ The dominant buying group in this zip is 35-44 year olds, making up 31% of the buyers while millenials hold 26% of the mortgages. 42% of the millenials make over \$100,000, twice the norm for millenials in the U.S.

◆ Homes in Pleasant Hill sell in 16 days, 30 % faster than last year with a median price of \$630,000 up almost 4% for the year. The area is experiencing 2% job growth which translates into 7,200 jobs created.

The Top 10 Hottest Zip Codes IN the Nation are:

1. Watauga, Texas
2. Pleasant Hill, California
3. Northglenn, Colorado
4. Colorado Springs, Colorado
5. San Antonio, Texas
6. Petaluma, California
7. Melrose, Massachussets
8. Crestwood, Missouri
9. Milwaukie, Oregon (outside of Portland)
10. North Park, California, (north of San Diego)

We are proud to offer our expertise to sellers who want to take full advantage of selling in the 2nd hottest zip code in the nation! Our expertise in home sales are part of what helped Pleasant Hill be second in the nation with fast sales. We are used to strategically pricing and marketing homes to take full advantage of the demand that exists. Contact us to get your home sale handled by the professionals who have the tried and true plan for selling for top dollar!

Don & Norma Flaskerud, Remax Today
Broker/Owners 925-338-2980 or
DonandNorma@gmail.com

The Bay Area is affluent!

The Realtor.com survey establishing Pleasant Hill as the #2 hottest zip code real estate market in the county has us talking...how did this happen?

Besides their analysis of the data re: millennial buyers, we would add the following.

It's been our observation for many years that Pleasant Hill is more affordable than surrounding towns like Walnut Creek, Danville, Alamo, Lafayette and Orinda, and is acceptable to people who would prefer to live in those towns but cannot afford it. It is a matter of socio-economics including the following: good schools, awesome Recreation & Park District, vibrant new downtown, and a commute locale allowing easy access to Highways 680, 242, 4 and 24, and BART.

Yes, our neighboring towns of Martinez and Concord are more affordable, and we see the millennial who grew up in Pleasant Hill buying their first homes in more affordable, nearby Martinez. The kids who grew up in Danville? They buy in Pleasant Hill, until they can afford to move-up, and buy in their home town. For outsiders, those who did not grow up here, Pleasant Hill is a sought after address! We have the ever popular Gregory Gardens—1,500 affordable homes!

Another age group moving to Pleasant Hill is the baby boomers! Yep! Downsizing from their Lafayette/Orinda/Moraga homes, to a single story home for their retirement years. This past week we looked at a nice rancher in Moraga priced at \$1,100,000 and by day two the Realtor had 18 requests for disclosure packets! Eighteen buyers who can afford and are willing to spend over a million dollars for a Moraga rancher! The seller of that home? Downsizing to Pleasant Hill!

The SF Bay Area is affluent and the booming housing market is evidence of it!

Don, Norma
& Erik
FLASKERUD

RE/MAX Today



REAL
News

Fall 2016

Everything we touch turns to **SOLD!**

Pleasant Hill, CA ranked 2nd hottest zip code in the nation!

Not only did Pleasant Hill make
Realtor.com's 2016 list of the NATION'S
20 HOTTEST RESIDENTIAL ZIP CODES

—it ranked #2!

Millennials, drawn by affordable prices and strong job markets are a key factor turning up the heat in those hottest markets, Realtor.com said. Pleasant Hill, and Watauga, Texas, #1 on the list, rose above 32,000 other towns to make Realtor.com's list of the hottest zip codes of 2016. Realtor.com is a leading online real estate destination operated by News Corp, a subsidiary of Move, Inc.

Realtor.com ranked the list based on: the time it takes properties to sell and how frequently homes are viewed on the Internet in each zip code. Homes in this year's top 20 hottest markets sell in an average of 25 days, 53 days faster than the average for the rest of the country. In Pleasant Hill homes sell on average in 16 days! Realtor.com users view homes in these markets almost four times more often than the rest of the country.

The chief economist for Realtor.com, Jonathan Smoke, said: "While millennials are usually a significant presence in most markets,

their sheer size and buying power have made them a force to be reckoned with in these hot ZIP codes and given them the power to shift supply and demand dynamics." Millennials, ages 25-34, are the largest generation in U.S. history.

In the top 10 hottest markets, the share of millennials earning more than \$100,000 is 1.8 times higher than the U.S. overall, especially in Pleasant Hill, Petaluma and Melrose, Mass.

The top 10 hottest zip codes are in counties with robust employment opportunities plus these areas are magnets for people relocating, expanding their families and moving out on their own.

When compared to surrounding areas these hot ZIPS offer prices 19-22% less expensive than their surrounding counties and metro areas, respectively.

We sell houses in Pleasant Hill and understand this; we are affordable in comparison to Lamorinda, Walnut Creek, Oakland hills, the City and the Peninsula, yet we have a great standard of living, nice downtown, loads of fun activities for people to enjoy, and an easier commute than towns farther east.

Realtor.com summarized the appeal of Pleasant Hill as follows:

- ◆ Beautiful downtown with parks and highly rated public schools and a central location for commuters.



Don, Norma and Erik's listings—fabulous buying opportunities!



118 Hardy Circle, Pleasant Hill \$750,000

Poets Corner expanded home with 3 bedrooms including an expanded master suite. Hardwood floors. Kitchen features center island and custom upgrades from the 90's. Detached "shed" has many uses. Large, secluded lot. Upside potential galore!



522 Maureen Lane, Pleasant Hill \$675,000

Brookside rancher; original owner did upgrades in the '80's that are in great shape. Paint and redo of hardwood floors will bring this home back to its former beauty. 3 bedrooms, 2 baths, pantry. Located on a .39 acre lot, there is room to garden, create a private oasis. Walk to Strandwood Elementary on the canal trail.



593 Maureen Lane, Pleasant Hill \$660,000

Creekside rancher with 3 bedrooms, 2 baths, hardwood floors, dual-pane windows, central heat and A/C. Lots of upside potential. Enjoy the open spaces of Strandwood Elementary School, near canal trail. Updated microwave/convection oven. Inside laundry.



1979 Carolyn Drive, Pleasant Hill \$490,000

Three bedroom, 1 bath Gregory Gardens rancher, needs work. Private yard. Upside potential.





**Don, Norma
& Erik**
FLASKERUD

RE/MAX Today

367 Civic Drive #7
Pleasant Hill, CA 94523

PRSR STD
US POSTAGE
PAID
PERMIT NO. 249
WALNUT CREEK, CA

Follow us on Facebook!



Pleasant Hill Real Estate—The Flaskerud Team

Call DON, NORMA
at 925-338-2980

Call Erik at 925-381-7276

Visit them at www.PleasantHillRealEstate.com

Email them at DonaldFlaskerud@Remax.net,

NormaFlaskerud@Remax.net or EFlaskerud@Remax.net.

Search the MLS: www.PleasantHillRealEstate.com

Don CalBRE# 00971602 ■ Norma CalBRE# 00867031 ■ Erik CalBRE# 01891688 ■ Remax Today CalBRE # 00971602

More spectacular fireworks!

2017



Let's make it happen!

The compliments make us blush. But we certainly appreciate all the thanks expressed to us as one of the two highest private donors to the Pleasant Hill fireworks each year. Over 13 years we have donated \$25,000. We are thrilled everyone is so pleased, but why not make it even better?

The 4th of July Commission budgets approximately \$20,000 annually for the fireworks. With that in mind, Don and Norma are offering to match donations this year, up to \$5,000/total. If we get \$5,000 in donations, which we will match, the fireworks budget will increase 50% and the fireworks

will be that much more spectacular! Attendance has grown by leaps and bounds, with great music entertainment, food vendors, lots of fun!

Please mail your checks to 4th of July Commission at PO Box 23272, Pleasant Hill, CA 94523 and write down "For Fireworks" so we know to match them! Our 4th of July fireworks are very good, but we want to make them better and bigger! It's not too early to think about next summer's fireworks! Let's do this!