



Don, Norma
& Erik
FLASKERUD

REAL News

Winter 2013

The Evolution

In 1987 Don and Norma began working as Realtors for Mason-McDuffie Real Estate; five years later they joined an up-and-coming company headquartered in Denver, CO—RE/MAX. They have been RE/MAX agents ever since. They, with son Erik, are now the owners of a new RE/MAX franchise, **RE/MAX Today** which they opened at 367 Civic Drive, Suite 7, Pleasant Hill. (Civic starts at Norse Drive and ends at the PHPD, Community Center, and YMCA locales.)

It's a great location for locals needing an agent, to sit and chat, have a cup of coffee, explore listings, ask about the local real estate market and even see photos of listings on a TV!

We invite you to drop by, but call first in case we are out showing property or viewing homes.

RE/MAX Today will loan out our conference room if your group needs a place to meet or an area to sit and chat; come on by.



Norma, Erik, and Don Flaskerud met with Dave Liniger, Owner (second from right), Co-Founder and Chairman of RE/MAX International.

Why now?



Why buy a RE/MAX franchise and open an office now? It is our confidence in the brand and the company behind it. We couldn't imagine opening an office under any other name!

RE/MAX offers a commitment to the industry, providing the best tools, technology and services, attracting professional agents who work hard, who made real estate their passion. RE/MAX is the #1 real estate franchise in the world! Opening now in China, it is in 90 countries! #1 real estate company in the US and Canada and those RE/MAX signs can be seen all around the world! We are simply proud and excited to become Broker-Owners of our own office! Having it right in town, making it easier to serve you—our neighbors and friends and future clients—makes really good sense to us! Come visit!



Pleasant Hill Yearly Statistics: a Tale of Two Markets

During the first six months of 2012 there was 0% appreciation in home sales prices. But in the last 6 months we saw 16% appreciation; the average home sold price went from the 2011 average of \$433,377 to \$505,482 (the average price of homes sold in the last six months, when all the appreciation occurred). Why? **Demand!**

Every house priced right, given location and condition, gets a lot of attention and often sells for over the asking with multiple offers. As a result, inventory has dropped to single digits; we ended the year with 6 homes for sale in ALL of Pleasant Hill! Normal inventory would be about 90 homes. Keep in mind an average of 30 homes sell per month; 90 homes for sale would be 3 months' inventory, still considered a seller's market (4-5 months inventory is considered a level market). But 6 homes for sale in the entire town as of January 1, 2013 (now creeping up to 20 homes)? That's still a seller's market, a crazy seller's market!

Investors buy houses to either fix up and flip, or rent out for a nice return-on-investment via rental income and future appreciation: 17% buy to flip, 83% to rent. Young families and couples want to buy a home to live in. They are often up against all cash investors. Older couples are downsizing from million dollar

plus homes in Lafayette/Orinda; they, too, can buy with all cash. People in San Francisco find our prices very affordable and our town very appealing, so they are out in force, hoping to find a place to call home. Thirty percent of buyers are all cash. International buyers represent 20% of the buyers statewide. And interest rates are very attractive!

But why don't we have more inventory?

One reason: each property that comes on the market sells within a week to 10 days, keeping the inventory from growing. Buyers are bidding homes up and in some communities prices have jumped as much as 25% the past year! Other reasons? Many homeowners are underwater; they owe more than the home is worth and can't sell without selling short and

—continued next page

Pleasant Hill Yearly Statistics Detached Single Family Homes

Year	Number of homes sold	Average sales price	Change in price from previous year
2004	425	\$590,211	+17.00%
2005	391	\$710,863	+20.0%
2006	286	\$700,732	-1.0%
2007	256	\$677,181	-3.0%
2008	215	\$530,000	-20.8%
2009	248	\$479,997	-9.4%
2010	243	\$480,535	0%
2011	292	\$434,160	-9.7%
*2012	346	\$469,847	+8.2%

* See article "Tale of Two Markets" on this page

Hard, cold facts:

- ✓ 2012: 346 detached single family homes sold in Pleasant Hill, an increase of 18% over 292 that sold in 2011
- ✓ 2012: 469 houses/condos/townhouses closed escrow
278 (59%) were regular sales
191 (40%) were bank-owned, foreclosures or short sales

Recent activity by Don, Norma, and Erik

Street	City	Price	Status	Represented
1960 Lucille Ln	Pleasant Hill	\$370,000	SOLD	Seller
101 Soule Ave	Pleasant Hill	\$383,000	SOLD	Seller
343 Belva Ln	Pleasant Hill	\$310,000	SOLD	Buyer
42 Rolling Green Cir	Pleasant Hill	\$380,000	SOLD	Seller
407 Doulton Ct	Pleasant Hill	\$415,000	SOLD	Seller
87 Matisse Ct	Pleasant Hill	\$300,000	SOLD	Buyer
485 Bifrost Ave	Pleasant Hill	\$535,000	SOLD	Seller
1913 Ardith Dr	Pleasant Hill	\$452,000	SOLD	Seller
2006 Mohawk Dr	Pleasant Hill	\$679,000	SOLD	Buyer
1150 Maywood Ln	Martinez	\$174,000	SOLD	Seller
384 Marti Marie	Martinez	\$481,000	SOLD	Buyer
31 Wanda Way	Martinez	\$440,000	SOLD	Buyer
260 Augustine Way	Martinez	\$430,000	SOLD	Buyer
324 Lake Reed	Martinez	\$340,000	SOLD	Buyer
1668 Foothill Park Cir	Lafayette	\$832,500	SOLD	Seller
1510 Silverleaf	Concord	\$355,000	SOLD	Buyer
3125 Cowell Rd	Concord	\$260,000	SOLD	Seller
1943 Ardith	Pleasant Hill	\$450,000	PENDING	Seller
119 Starlyn Dr	Pleasant Hill	\$650,000	PENDING	Seller
1929 Westover	Pleasant Hill	\$550,000	PENDING	Seller



A Tale of Two Markets (continued)

damaging their credit. Some are simply short the 20% or more equity needed to make a sale and move-up. Lots of young families are bursting at the seams and need a larger house but can't make that move for either one of those reasons. Some sellers are on the side-line watching their home go up in value and waiting for more equity to build. Investors are buying homes in foreclosure on the courthouse steps, turning them into rentals, so they never reach the public for sale. Banks are NOT foreclosing at the expected rate; the shadow inventory is declining.

For political and financial reasons banks are not

completing the foreclosure process on a significant number of non-performing loans. In addition, they are approving more loan modifications, causing fewer homes to come up for sale.

California has state-run programs to help people stay in their homes: \$2 Billion budget: Keep Your Home California and California Principal Reduction Program and Mortgage Reinstatement Program. Apply by calling Cal HFA 888-954-5337.

But it's early in the year; inventory will pick up as the year progresses. Spring brings blooming flowers and lovely homes for sale! Call now to get our help in finding THE perfect home! 925-676-5859.



Don, Norma & Erik

FLASKERUD

RE/MAX Today

367 Civic Drive #7

Pleasant Hill, CA 94523

PERMIT 31D
US POSTAGE
PAID
PERMIT NO. 249
WALNUT CREEK, CA

Follow us on Facebook!



Pleasant Hill Real Estate—The Flaskerud Team

Call DON, NORMA
at 925-676-5859

Call Erik at 925-381-7276

Don DRE# 00971602 ■ Norma DRE# 00867031 ■ Erik DRE# 01891688 ■ Remax Today DRE# 00987361

Visit them at www.PleasantHillRealEstate.com.

Email them at DonandNorma@gmail.com
or EFlaskerud@Remax.net.

Search the MLS: www.PleasantHillRealEstate.com

Recipe...

Take one Gregory Gardens home lovingly cared for over 30 years by long term owners, expanded with a family room, master suite, bonus room, featuring dual-pane windows, central heat and air. Place it on a quiet court, give it a premium lot size, price it at the low end of the value range as sellers require a quick sale, and put it on the market for six days.

Surround it with...

- A market with record-breaking low inventory
- Very low, attractive, interest rates.
- A media storm that the "market has hit bottom and is on the way up." Story after story that "NOW is the time to buy to take advantage of low interest rates and low prices before they increase."
- Wintertime when sellers think it is not a good time to sell.
- Buyers who are ready, willing, and able to buy.
- Pent-up demand from buyers who



tried to buy in 2012 but missed out due to high demand, low inventory, multiple offers, getting beat out.

Percolate it on the market for six days with a virtual tour, MLS exposure, flyers, Craig's List, syndication to many real estate related web sites, email blast promotion, an advertised Sunday open house attended by well over 100 visitors, and a well promoted Tuesday Broker's Tour with record-breaking attendance.

Outcome...

Twenty-eight excellent offers, and a much higher sales price than the sellers dreamed of! (Watch future newsletter for sales price.)

Who are the buyers?

Largely young couples and families; some with a large down payment, many without, but all seeking to buy a house to call home!

Buyer...

A young family who lost out on so many other houses.

Result...

Happy seller, happy buyer!

That's the best recipe for those two families, but what about the 27 who could not buy this house? They are still looking, needing, wanting to buy. If you need or want to sell, give us a call. There is a family out there that will be happy to buy your house!

Blog with us at <http://PleasantHillRealEstateandArea.blogspot.com>

If your property is listed with another Realtor this is not a solicitation of your listing.