

*"Though Don and Norma both helped us in this selling procedure, it was Don I dealt with the most. He was extremely knowledgeable about the Pleasant Hill market, and about the process in general. He was available to answer my questions in a timely fashion, and, for example, answered my early Saturday morning call when I ran into a difficult question while signing the closing papers. Norma was also great in helping me with the electronic signatures since I live out of state. I would highly recommend this team if you want a quick, relatively painless sale." —Sharon*

*"We had a need to sell our home quickly in the Pleasant Hill area. Don and Norma's in-depth knowledge of the area allowed us to sell our home quickly and for a great price. I highly recommend them!!" —Jim*



Don and Norma's listing—  
fabulous buying opportunity!

**1836 Donna Drive, Pleasant Hill**

Charming 3 bedroom, 1 bath on corner lot offers freshly painted interior with updated kitchen, new flooring throughout, in a lovely part of Gregory Gardens.

Price: \$435,000



Coming soon!!

## Market condition update

Our market in Pleasant Hill peaked in 2005 when the average single family home sales price was \$710,863. In 2011 the market bottomed out with an average sales price of \$434,160. In 2014, three years later, the average price was \$654,557, 50.7% higher and only 8.6% below 2005's peak price of \$710,863. What a difference 3 years makes! Words like short sale, REO, bank-owned, foreclosure, shadow inventory are mostly part of our past. Low inventory issues abound in our area: in 2014, 322 detached single-family homes sold, down from 373 in 2013, 13.6% lower. Buyers abound; sellers, not so much.

It is still a great market for home sellers. Interest rates remain low and attractive. When is prime time to sell? Anytime this year, should be, but the earlier in the year, the better, as there is only a tiny amount of inventory and the buyers are out in force, ready, willing and able to buy! If your house has any quirks, it will sell better in a low inventory market, so give us a call! We'll make it happen! As always, we and our stager will

offer pre-listing guidance on what to do to improve your house to sell for top dollar! Just give us a call or email us and we'll get started down that path.

### Pleasant Hill Yearly Statistics Detached Single Family Homes

Year	Number of homes sold	Average sales price	Change in price from previous year
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%
2013	373	\$574,470	+22.2%
2014	322	\$654,557	+13.9%

## Recent activity by Don, Norma and Erik

Street	City	Price	Status	Represented
305 Sunset Rd	Pleasant Hill	\$800,000	SOLD	Seller
127 Hardy Cir	Pleasant Hill	\$968,000	SOLD	Seller
77 Janin Pl	Pleasant Hill	\$525,000	SOLD	Seller
404 Monti Cir	Pleasant Hill	\$750,000	SOLD	Seller
12 Royston Walk	Pleasant Hill	\$460,000	SOLD	Buyer
111 Hardy Cir	Pleasant Hill	\$859,500	SOLD	Seller
212 Ilene Dr	Pleasant Hill	\$594,000	SOLD	Seller
1566 Violet Way	Pleasant Hill	\$655,000	SOLD	Seller
516 Monti Cir	Pleasant Hill	\$888,000	SOLD	Seller
263 Steven Cir	Pleasant Hill	\$802,500	SOLD	Seller
63 Fordham Ct	Pleasant Hill	\$480,500	SOLD	Seller
741 Harvard Dr	Pleasant Hill	\$523,000	SOLD	Seller
1919 Ygnacio Valley Rd	Walnut Creek	\$300,000	SOLD	Seller
1764 Newell Ave	Walnut Creek	\$920,000	SOLD	Buyer
3030 Almond St	Martinez	\$325,000	SOLD	Seller
4708 Tahoe Cir	Martinez	\$587,600	SOLD	Buyer
971 Getoun Dr	Concord	\$435,000	SOLD	Seller
825 Oak Grove Rd #96	Concord	\$355,000	SOLD	Seller
3573 Esperanza Dr	Concord	\$390,000	SOLD	Seller
400 Whitecliff Dr	Vallejo	\$348,000	SOLD	Seller



### The life of a Realtor —continued from page 1

**#4: They don't negotiate hard enough:** One of our primary jobs is to negotiate. However, it is also the primary job for the agent on the other side of the transaction. So, while you might get upset you didn't get everything you asked for, you need to understand there's most likely an equally skilled agent on the other end fighting for his or her client as well. Good agents will fight to get what their clients want, but at the same time know how far to push the line while still preserving the deal.

**#5: They're not worth their fee.** Some people think our fee is a rip-off. Not hardly. After marketing fees and dues, agents make about 1.5% per transaction on average. It's expensive to be a real estate agent. They have to buy lockboxes, signs, websites, flyers, contact management systems, business cards, MLS dues, and many other things just to stay in business. For all their hard work, it's worth it. Plus we all know that you get what you pay for.

He concludes: I've trained hundreds of high level agents so I can fully appreciate the passion and dedication it requires to succeed in real estate. Agents have faced tough markets since 2008, and while business is picking up now, inventory is still limited, creating its own challenges. So, when you hire a Realtor, be mindful of what stresses they are under and how hard they work for YOU, the client!

The Flaskerud Team wishes you a Happy New Year! We welcome your calls or emails anytime; just reach out, and we'll be there for you!







**Don, Norma  
& Erik**  
FLASKERUD

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Pleasant Hill Real Estate—The Flaskerud Team

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Search the MLS: [www.PleasantHillRealEstate.com](http://www.PleasantHillRealEstate.com)

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**Client  
feedback...**

*"Norma helped me through a very difficult situation with the buyer consistently missing deadlines due to him making very poor selections of a mortgage broker and an unseasoned real estate agent. Norma gave me very good advice on what needed to be done to improve the attractiveness of the home and gave me a list of contractors to do the work. The contractors were very responsive and did a good job. Her advice on staging the property with a minimum amount of furniture on site was golden. Bottom line: a very successful sale."—Jim*

*"Norma is a real pro in real estate. We met her team when buying a house. We had a different real estate agent, but understood*

*right then that in the future we only want to deal with the Flaskerud team. Their honesty and integrity, their attention to details, their professionalism in every single matter were amazing! We gave them the key and basically forgot about our home of 14 years. They remodeled, chose what to do, how to do, they picked the time to sell and advertised for us. Norma has this special quality that she calms you down and you simply know, she will not take advantage of you, she will be on your side all the way, including answering late emails and/or making calls :) Thank you so much for all your work, Flaskerud Team! I am already missing you!"—Svetlana*

*"Don and Norma made the whole experience of selling our home a pleasure. They both have so much knowledge and experience and always there to answer our questions. They helped us in making several major decisions. Don even called me when they were on vacation. They both really care about making the seller and buyer happy and satisfied. We are so happy we chose Don and Norma to sell our home. Highest regards,"—Homer and Carol*

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

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

Don, Norma  
& Erik  
FLASKERUD

RE/MAX Today

REAL  
News

Winter 2015

Everything we touch turns to **SOLD!**

## The life of a Realtor...

As Don and Norma enter their 28th year and Erik enters his 5th year of selling residential real estate, we reflect back on our love for our careers. We have appreciation for loyal clients who allow us to continue. For the second year in a row we won Pleasant Hill Community Focus 2014 Readers' Local Favorite Realtor! What an honor! Thanks to all who voted for us!

Those of you who recently sold or bought a house know the complexities—all we or your Realtor did to make it happen. But most of our readers don't buy and sell regularly and probably have no clue what we do. They have no idea what it's like to be an agent. A recent article written by a high level real estate trainer, Ryan Stewman, will be quoted here as his words of wisdom are compelling and actually representative of life in the trenches as a Realtor today.

He says, "Agents are grossly under-appreciated—you have no idea how much stress an agent has to weather and forge through on a daily basis. In today's market of limited inventory and multiple offers, agents have to work their tails off just to get a house secured for their clients."

Here is his list of the top 5 misperceptions about real estate agents, followed by both his and/or our comments.



**#1: They seem to have lots of free time.** Your job probably consists of 9-5 Monday through Friday or something similar. Agents work after hours and weekends, too. An agent's job never ends; having to accommodate clients when they are off work. Let's have some respect for the hours they put in!

**#2: They never seem to find the right home.** Inventory is scarce in our area. Buyers can be impatient, but it is not the agent's fault; patience is needed in a low inventory market.

**#3: They often seem to avoid phone calls.** We hear a lot of complaints about Realtors not answering the phone. But not us; not in our case. If it does go to voice mail, it is because we are busy talking to a client, a title company, a loan officer, a sign person, or another Realtor. We have an office with a front office person taking calls, too; but if it goes to voice mail, just leave a message; we'll get back to you promptly. Same with emails. Promptness is our hallmark.

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