

Don, Norma
& Erik
FLASKERUD

RE/MAX Today

REAL
News

Winter 2016

*Everything we touch turns to **SOLD!***

As we move into 2016, we can look back at 2015 and predict where we are going. This newsletter summarizes the overall real estate market. We know what you want to know! How much is my house worth? Has it gone up in value? Will it continue to?

Is a move inevitable?

Some of you are thinking of making a move and wonder if this is the time. Should you wait, since it may be worth more in the coming months or years. Is this the top of the market and, to achieve the greatest return on your investment, should you sell right now?



The game plan of life, moving forward, includes a move for many of you: a move locally to a bigger house for your growing family or a move down for the retiree. A move out of the area might be on the "to-do" list for retirees seeking lower cost housing or to move near grandkids, or for young families moving back to where they grew up or a job transfer. Last, but not least among sellers, are adult children selling their parent's homes. Many live out of the area and need lots of hand-holding as they prepare the house for marketing. We can help all of you!

Are you a first time buyer seeking your first home? Some of our areas—Pleasant Hill, Martinez, Concord—encompass affordable homes for you! We can guide you through the process!

But how much has your home increased in value since last year? The average sales price of a detached single family home in Pleasant Hill has gone up 1.7%. In 2015 MLS statistics show:

- ▲ 351 single family homes sold in Pleasant Hill; highest price was \$1,100,000, lowest was \$362,000.
- ▲ The average price was \$665,441, the median price was \$651,500. Average days on market (to get an accepted contract of sale) was 21 days.
- ▲ Of 351 sales, 103 sold under list price, 47 sold at the last listed price, and 201 got bid up; 57% of sales were bid up in price.

Pricing a home for sale properly should take into account nearby recent comparable sales, the location, and the property's condition. The problem with a web site like Zillow is that it hasn't seen the inside of your house. Nor does it know some streets go through more than one subdivision, and it pulls comparables on houses

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



1201 Monument Blvd, Sp 76, Concord \$210,000
Brookview Park mobile home: 2 bedrooms, 2 baths,
1,485 sq ft in well maintained community.

439 Monti Cr, Pleasant Hill \$750,000
Single story, 4 bedrooms, 2 baths, updated kitchen,
freshly painted interior on .19 acre, with lovely pool.
Sought after area.

COMING SOON!!

626 Maureen Ln, Pleasant Hill \$950,000
Coming Soon: Custom home, 3,213 sq ft, 5 bedrooms,
3 baths, includes upper-level private suite with view.
Court locale, near walking trail.

415 Turrin Dr, Pleasant Hill \$725,000
Two-story 4-bedroom, 3-bath expanded 2,211 sq ft home
on lovely street on .20-acre lot. Freshly painted, large
yard, coming soon.

118 Hardy Cr, Pleasant Hill \$750,000
Coming Soon:
3 bedrooms, 2 baths
on .43 acre lot on quiet
street. Plus a detached
cottage/ office/storage
building. Much
potential!



Why us? Why the Flaskerud Team?

Most people tell us why they are reaching out to us. Here is what we hear most often:

- ✓ Knowledge of the local housing market; we have sold more homes in Pleasant Hill than any other agent and have lived in Pleasant Hill for over 30 years!
- ✓ We give solid advice on what a homeowner can do to maximize their return on investment.
- ✓ Having lived here, we know the schools, the neighborhoods, subdivisions, floor plans
- ✓ We know how to recommend and use staging to help your home sell for top dollar. We recommend tradesmen who will help with the fix-up.
- ✓ We are well respected in the community and, equally important, in the real estate community, so other agents like to show and sell our listings.
- ✓ Our office is located centrally in Pleasant Hill, making it convenient for clients and for us to serve our client's needs.
- ✓ We have a team; while Don and Norma interface with clients, Sherrie and Deanne are our backup support working tirelessly behind the scenes, marketing and taking care of details galore. Erik also works hard, serving in many capacities on our team, while also conducting his own transactions.
- ✓ Over and over again, clients tell us they appreciate our calmness as we guide them through what, for them, can be a stressful process.

Please visit Zillow and/or Trulia to read our clients recent reviews and comments.

Recent activity by Don, Norma and Erik

Street	City	Price	Status	Represented
2233 Sherman Dr	Pleasant Hill	\$505,000	SOLD	Seller
41 Phylis Dr	Pleasant Hill	\$525,000	SOLD	Seller
48 Mazie Dr	Pleasant Hill	\$620,000	SOLD	Seller
30 Erin Ct	Pleasant Hill	\$652,000	SOLD	Seller
337 Gloria Dr	Pleasant Hill	\$705,000	SOLD	Seller
525 Patterson Blvd	Pleasant Hill	\$785,000	SOLD	Seller
11 Bartlett Ct	Pleasant Hill	\$807,500	SOLD	Seller
23 Driftwood Ct	Pleasant Hill	\$821,000	SOLD	Seller
514 Shelly Dr	Pleasant Hill	\$865,000	SOLD	Seller
3 Elliot Ct	Pleasant Hill	\$650,000	Pending	Seller



Moving —continued from page 1

that might be much older. *For example:*

- ▲ Maureen Lane in Pleasant Hill runs through 5 different subdivisions: Gregory Gardens, Brookside, Creekside, Lockwood and custom homes. They are listed from oldest to newest.
- ▲ As you get into Brookside the homes are raised foundations, hardwood floors and about 200 sq ft larger than a standard Gregory Gardens home.
- ▲ Creekside homes run another 100-200 sq ft larger than Brookside.
- ▲ Lockwood, built in the '60s, are a newer vintage and are larger, with family rooms and inside laundry rooms. The custom homes are all one of a kind.

Meanwhile, homes built as early as the late '40s into the '80s have been remodeled, expanded, and changed in so many ways! Two homes side by side, one updated, one not, can have a price swing of \$50,000 to \$80,000 in the lower priced homes, and much higher in upper-end, newer neighborhoods like Woodside Hills and Grayson Woods. A

street like Twinview Drive also runs from an older, '60s neighborhood, into newer Woodside Hills. Buyers will pay top dollar for an updated, upgraded home! An accurate home value assessment can only be made by a Realtor who sees your home and has seen comparable properties.

Many of you are calling us to discuss what improvements you should make in the coming weeks, months or even years in anticipation of selling. We welcome those calls.

It is surprising the average price in Pleasant Hill only went up 1.7% last year. Keep in mind, that is an average. Specifically, we saw higher % increases in sought after neighborhoods, especially for updated/remodeled homes.

The fact that the increase of the average is so small might reflect that more homes sold in the lower price points; the upper-end market of PH was very stable with minimal turnover of homes. There is a pent-up demand for move-up homes, and that continues into 2016. If you are a seller, this is a good thing. If you are a buyer, patience is required to find that perfect home. All in good time!

THANK YOU

As Don and Norma enter their 29th year and Erik enters his 6th year of selling residential real estate, we reflect back on our love for our careers. We appreciate loyal clients who allow us to continue. For the third year in a row we won Pleasant Hill Community Focus Readers' Local Favorite Realtor! What an honor! Thanks to all who voted for us!





**Don, Norma
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Search the MLS: www.PleasantHillRealEstate.com

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Higher interest rates coming?



In December 2015 the Fed's raised interest rates. More increases are predicted but in small increments with us likely saying goodbye to 3% and seeing rates in the high 4's.

This does two things—it means a buyer will be able to afford less home, and it could price some buyers out of the market. The result could be a chilling of what has been a hot seller's market. It will most likely not hurt the upper-end market as much, but it will have an impact moving forward. Keep that in mind as you decide when to buy or sell.

The SF Bay Area has micro-markets that are seeing huge surges in demand due to the super-strong tech sector buyers. Contra Costa County is a bargain compared to the peninsula and south bay. Tech workers are buying in our area, due to affordability. As we all know, the freeways are over-crowded and this may not be sustainable, but our economy is strong and should remain so. The other buyer we can pinpoint is the move-down buyer coming from Lafayette, Orinda, and Moraga. Baby boomers whose kids have left home want smaller, single

story homes after selling over the hill. If you are selling a sprawling, single story home, your key buyer might be that person.

Call or email us for an analysis on the value of your property or for tips on getting it ready for market! We look forward to hearing from you this year!

Pleasant Hill Yearly Statistics Detached Single Family Homes

Year	Number of homes sold	Average sales price	Change in price from previous year
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%
2015	351	\$665,441	+1.7%