

Real Estate Service With My Personal Guarantee



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KELLERWILLIAMS.

SAN MATEO COUNTY

The Real Estate Report

Silicon Valley market trends report

Home Prices Back Off, Slightly

The median price for single-family, re-sale homes stayed over \$1,000,000 for the sixth month in a row and fifteen of the past sixteen months. The median price was down a bit from May, but managed to be up, year-over-year, by double-digits for the fifth month in a row.

Sales of single-family, re-sale homes fell, year-over-year, but were higher than the month before.

Active listings continue to be anemic, down by double-digits for the twelfth month in a row. Pending sales broke their double-digit loss streak at nine months by only being down 8.8%.

The sales price to list price ratio has been over 100% for thirty-eight months in a row.

JUNE MARKET STATISTICS

Year-Over-Year

- Median home prices increased by 16.1% year-over-year to \$1,300,000 from \$1,120,000.
- The average home sales price rose by 15.6% year-over-year to \$1,652,150 from \$1,429,090.
- Home sales fell by 12% year-over-year to 411 from 467.
- Total inventory* fell 31.5% year-over-year to 775 from 1,131.

- Sales price vs. list price ratio rose by 3.6% year-over-year to 109.9% from 106.1%.

Month-Over-Month

- Median home prices slipped by 1.9% to \$1,300,000 from \$1,325,000.
- The average home sales price fell by 0.4% to \$1,652,150 from \$1,659,460.
- Home sales up by 6.8% to 411 from 385.
- Total inventory* increased 1.3% to 775 from 765.
- Sales price vs. list price ratio dropped by 1.1% to 109.9% from 111.1%.
- The average days on market increased by 18.8% to 20 from 17.

CONDOMINIUMS

Year-Over-Year

- Median condo prices increased by 19.4% year-over-year to \$692,500 from \$580,000.
- The average condo sales price rose by 15.5% year-over-year to \$721,132 from \$624,332.
- Condo sales fell by 12.8% year-over-year to 130 from 149.
- Total inventory* fell 43.1% year-over-year to 168 from 295.
- Sales price vs. list price ratio rose by 3.3% year-over-year to 108.2% from 104.8%.

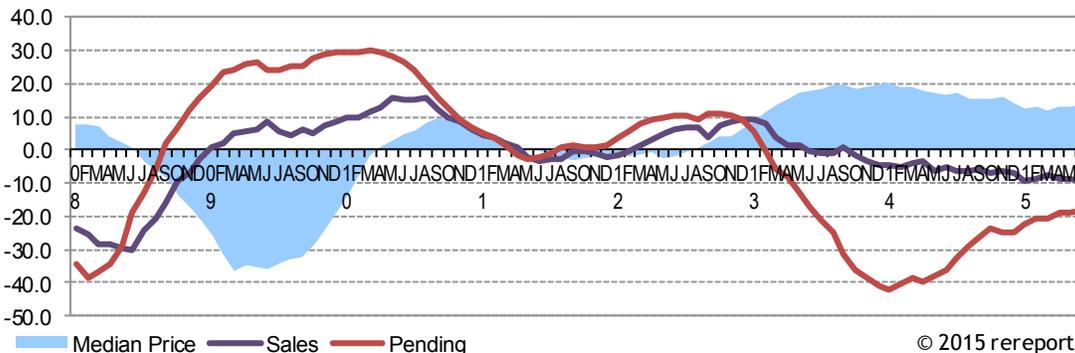
Trends at a Glance (Single-family Homes)			
	Jun 15	May 15	Jun 14
Median Price:	\$1,300,000	\$1,325,000	\$1,120,000
Average Price:	\$1,652,150	\$1,659,460	\$1,429,090
Home Sales:	411	385	467
Pending Sales:	374	375	410
Active Listings:	401	390	721
Sale/List Price Ratio:	109.9%	111.1%	106.1%
Days on Market:	20	17	22
Days of Inventory:	28	30	45

Month-Over-Month

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- The average days on market increased by 18.8% to 20 from 17.

* Total inventory is active listings plus contingent or pending listings. Active listings do not include contingent listings.

San Mateo County Homes: Momentum



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for a free on-line market analysis of your property. You can also perform your own personal search of properties for sale.

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MORTGAGE RATE OUTLOOK

Rates Edge Higher As Data Outweigh Greek Debt Mess

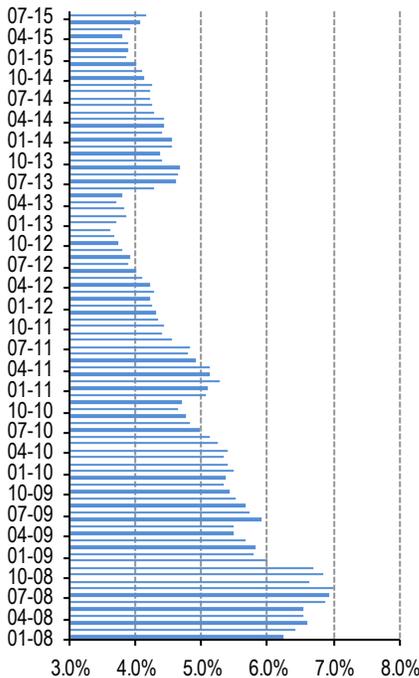
July 2, 2015 -- HSH.com's broad-market mortgage tracker -- our weekly Fixed-Rate Mortgage Indicator (FRMI) -- found that the overall average rate for 30-year fixed-rate mortgages rose by just one basis points (0.01%) this week to an average of 4.14 percent. The FRMI's 15-year companion managed a rise of double that, adding two basis points to nudge up to an average interest rate of 3.41 percent. Popular with first-time homebuyers, rates on fully-insured FHA-backed 30-year FRMs remain considerably below their conforming counterparts and rise by just one basis point for the week, edging up to an average of 3.91 percent. Meanwhile, the overall 5/1 Hybrid ARM bucked the trend, trimming one basis point off of last week's average to land at 3.06 percent this week. HSH's FRMIs are combined averages, including both conforming and jumbo rates, providing borrowers with a more wide-ranging view of mortgage conditions.

Spending on construction projects gained 0.8 percent in May, a lessened pace of activity but still sufficient to complete a six-month string of positive readings. With housing picking up a little speed this spring, outlays for residential projects rose by 0.3 percent, while spending for

commercial and industrial construction rose by 1.5 percent for the month. Spending on public works projects has sputtered at times during the recovery, but the 0.7 percent rise in May was a third consecutive increase.

Given the present stance of the market, it would be hard to expect lower mortgage rates next week. We could be in for some additional volatility for rates. Adding to the mix we have some updates on service-business activity, a report on the imbalance of trade and the minutes from the last Fed meeting to ponder. All will probably suggest that the firmness to rates of late is justified, but call it a leap of faith, but we just might see rates largely end unchanged by the time the week closes.

30-Year Fixed Mortgage Rates



The chart above shows the National monthly average for 30-year fixed rate mortgages as compiled by HSH.com. The average includes mortgages of all sizes, including conforming, "expanded conforming," and jumbo.

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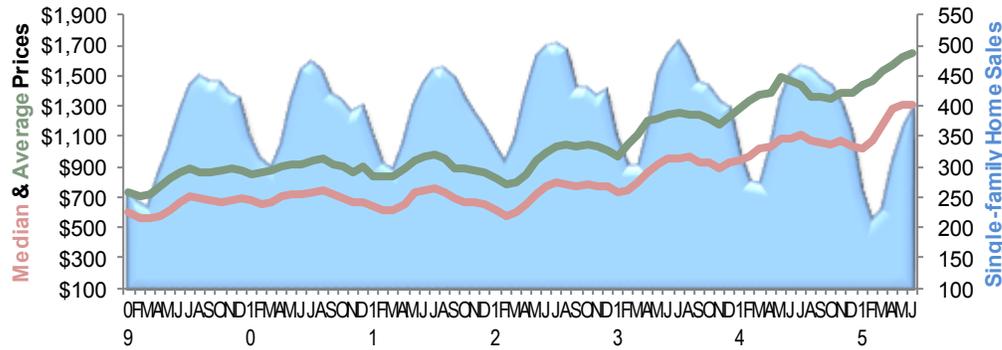
for a free on-line market analysis of your property. You can also perform your own personal search of properties for sale.

San Mateo County - June 2015													
Single-Family Homes										% Change from Year Before			
Prices										Prices			
Cities	Median	Average	Sales	Pend	Inven	DOI	SP/LP	Med	Ave	Sales	Pend'	Inven'	
SMC	\$ 1,300,000	\$ 1,652,150	411	374	401	28	109.9%	16.1%	15.6%	-12.0%	-8.8%	-44.4%	
Atherton	\$ 4,850,000	\$ 6,724,780	9	6	18	58	102.1%	106.4%	25.0%	0.0%	-14.3%	-37.9%	
Belmont	\$ 1,629,000	\$ 1,634,680	20	16	6	9	118.7%	36.9%	38.9%	-9.1%	-11.1%	-71.4%	
Brisbane	\$ 750,000	\$ 750,000	2	3	5	73	115.0%	22.3%	25.4%	-9.5%	33.3%	-52.2%	
Burlingame	\$ 2,215,000	\$ 2,370,600	19	16	11	17	111.1%	11.3%	14.5%	-17.6%	-16.7%	-50.0%	
Daly City	\$ 811,500	\$ 821,500	28	30	28	29	111.7%	42.4%	45.9%	-66.7%	0.0%	-73.7%	
El Granada	\$ 1,360,000	\$ 1,344,670	3	4	5	48	98.2%	12.6%	20.0%	128.6%	13.3%	-52.0%	
East Palo Alto	\$ 608,000	\$ 642,500	16	17	12	22	109.4%	3.3%	4.3%	-36.4%	30.0%	-75.0%	
Foster City	\$ 1,549,000	\$ 1,551,710	7	13	4	17	110.3%	40.8%	52.3%	-12.5%	-12.5%	-51.1%	
Hillsborough	\$ 3,987,500	\$ 4,550,790	14	14	23	48	105.1%	-8.7%	-1.4%	0.0%	-68.2%	-39.5%	
Half Moon Bay	\$ 1,262,000	\$ 1,244,170	12	7	23	56	101.3%	13.3%	18.2%	-6.3%	10.0%	-22.2%	
Millbrae	\$ 1,475,000	\$ 1,552,130	15	11	14	27	109.1%	5.8%	0.5%	-24.4%	-27.0%	-31.6%	
Menlo Park	\$ 2,015,000	\$ 2,161,900	31	27	26	24	112.3%	n/a	n/a	n/a	50.0%	-57.1%	
Montara	\$ -	\$ -	0	3	6	0	0.0%	-15.6%	-38.4%	-62.5%	-50.0%	-28.6%	
Moss Beach	\$ 755,000	\$ 743,333	3	2	5	48	103.9%	11.4%	12.5%	-33.3%	-21.4%	-31.0%	
Pacifica	\$ 788,000	\$ 820,836	24	22	29	35	108.6%	-16.5%	-8.8%	-63.6%	-12.5%	-25.0%	
Portola Valley	\$ 2,255,000	\$ 2,489,500	4	7	9	65	110.5%	17.7%	12.2%	20.4%	-24.1%	-30.2%	
Redwood City	\$ 1,400,000	\$ 1,378,690	65	44	44	20	111.8%	35.9%	33.8%	25.0%	-75.0%	-75.0%	
Redwood Shores	\$ 1,835,000	\$ 1,740,600	5	2	1	6	107.0%	3.8%	0.6%	-19.0%	14.3%	-56.7%	
San Bruno	\$ 830,000	\$ 806,971	17	24	13	22	107.4%	-14.9%	-10.7%	-35.7%	-9.1%	-64.3%	
San Carlos	\$ 1,402,900	\$ 1,449,490	18	20	10	16	112.4%	27.8%	22.9%	4.8%	54.5%	-29.5%	
San Mateo	\$ 1,235,500	\$ 1,429,060	66	51	43	19	110.8%	15.2%	13.3%	-34.5%	-3.6%	-55.6%	
S. San Francisco	\$ 850,000	\$ 818,316	19	27	20	31	110.1%	11.9%	28.1%	-8.3%	-54.5%	-36.5%	
Woodside	\$ 2,495,000	\$ 3,673,180	11	5	33	87	98.9%	16.1%	15.6%	-12.0%	-8.8%	-44.4%	

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San Mateo County Homes - Prices & Sales

(3-month moving average—prices in \$000's)



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 to schedule a complementary and confidential meeting.

GETTING YOUR HOME READY TO SELL

In today's real estate environment, selling a home can be a challenge. The two most important aspects of selling your home in the current market is first, price it properly. Well-maintained homes priced properly often receive multiple offers. Second, a clean, well-kept home will sell for more money than one that is run down.

If you are ready to sell your home, we have some tips for you.

First, make sure people will be enticed into your home when they first look at it from their car. This is called curb appeal. The next time you drive up to your home, look at it as if you were thinking of buying it. What could you do to make it more appealing from the curb? Is the yard neat? The grass green? The bushes trimmed? The kid's toys put away? Is the front door clean? The garage door? A little paint and elbow grease here ensures more people will visit your home.

Next, you know all those little niggling things you've been meaning to fix? The squeaky door. The door knob that doesn't work properly. The closet door that slides roughly. Fix them!

Go for the spacious look. You are going to be moving, that's why the house is on the market. Start packing. Pack everything but the essentials, then put them in storage. This goes for the kitchen as well. Take all those appliances and containers off the counter tops and pack them away.

Spruce up your back yard. The back yard has evolved into one of the most important rooms of the house, especially in warmer climates. Buyers will be attracted to back areas that have a nice deck or patio area with plenty of space for dining, grilling, and entertaining. And if you have a section of your yard that is child-friendly --

(Continued on page 4)

San Mateo County Condos- Prices & Sales

(3-month moving average—prices in \$000's)

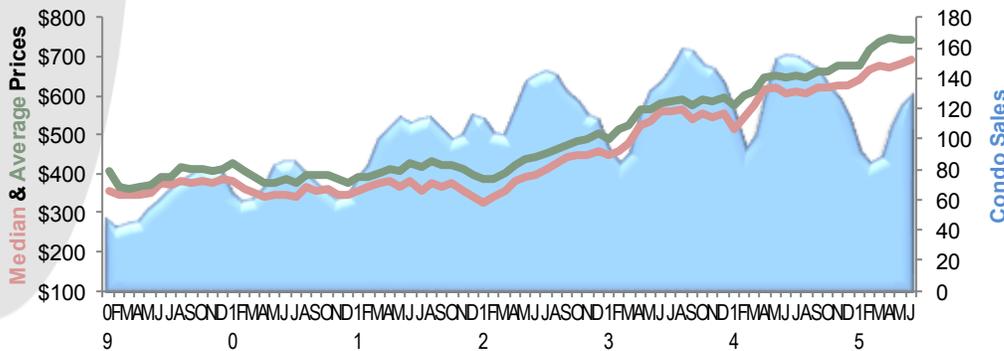


Table Definitions

Median Price
 The price at which 50% of prices were higher and 50% were lower.

Average Price
 Add all prices and divide by the number of sales.

SP/LP
 Sales price to list price ratio or the price paid for the property divided by the asking price.

DOI
 Days of Inventory, or how many days it would take to sell all the property for sale at the current rate of sales.

Pend
 Property under contract to sell that hasn't closed escrow.

Inven
 Number of properties actively for sale as of the last day of the month.

San Mateo County - June 2015												
Condos/Townhomes								% Change from Year Before				
Prices								Prices				
Cities	Median	Average	Sales	Pend	Inven	DOI	SP/LP	Med	Ave	Sales	Pend'	Inven'
County	\$ 692,500	\$ 721,132	130	84	84	19	108.2%	19.4%	15.5%	-12.8%	-47.2%	-38.2%
Burlingame	\$ 905,000	\$ 960,000	3	2	1	10	103.9%	88.5%	100.0%	200.0%	-60.0%	-83.3%
Daly City	\$ 395,000	\$ 425,167	9	4	3	10	105.0%	-5.6%	-1.0%	-25.0%	-63.6%	-82.4%
Foster City	\$ 926,000	\$ 932,167	9	6	13	42	113.9%	30.6%	31.7%	-25.0%	-57.1%	85.7%
Menlo Park	\$ 1,150,000	\$ 1,150,000	1	3	4	116	100.0%	-9.4%	-9.1%	-87.5%	-57.1%	-50.0%
Redwood City	\$ 842,500	\$ 846,494	16	5	4	7	109.1%	18.7%	20.5%	100.0%	-73.7%	-66.7%
Redwood Shores	\$ 1,170,000	\$ 1,011,860	7	5	6	25	113.2%	30.0%	14.8%	-22.2%	-72.2%	100.0%
San Bruno	\$ 350,000	\$ 331,278	9	7	3	10	102.9%	11.1%	3.8%	-25.0%	-36.4%	-75.0%
San Carlos	\$ 910,000	\$ 878,857	7	5	2	8	108.3%	21.9%	2.1%	-30.0%	0.0%	-50.0%
San Mateo	\$ 703,000	\$ 723,510	39	21	33	25	109.4%	20.8%	25.4%	-9.3%	-44.7%	3.1%
S. San Francisco	\$ 575,000	\$ 580,864	11	10	10	26	108.4%	32.2%	18.0%	22.2%	11.1%	-16.7%

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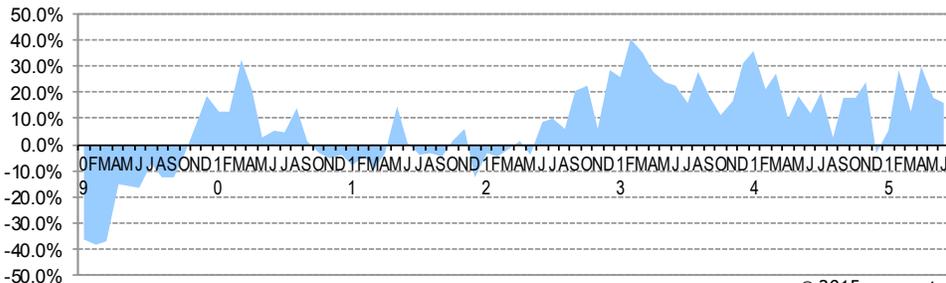
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San Mateo County Homes: Year-Over-Year Median Price Change



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(Continued from page 3)

perhaps with a swing set, sandbox or play area -- play it up as much as possible.

Make your windows sparkle. Make sure your windows are nice and clean, especially if you live in a sunny region that doesn't get much summer rain.

Keep your walls light. If you're thinking about touching up the paint on your walls before you put your home on the market, keep the colors neutral and light. A light yellow or beige will make the room feel cooler than darker hues, like brick red or dark taupe.

Let the light in. Open blinds and curtains so plenty of light illuminates the home's interior.

Keep the pool clean. If you have a pool or spa, make sure it's clean. If you have a fence, make sure locks and latches are working properly.

All this may seem like a lot of work, and it is, but it means a quicker sale with less hassle and more money in your pocket. Not to mention the pleasure you and your family will receive from living in a well-kept home.

To set the proper price, a seller must be aware of current market conditions, including what has sold recently in your neighborhood, and what is your competition.

Call or email me if you have any questions.

Investors Corner

Home Price Gains Ease in April

According to the S&P/Case-Shiller Home Price Indices

New York, June 30, 2015 —S&P Dow Jones Indices today released the latest results for the S&P/Case-Shiller Home Price Indices, the leading measure of U.S. home prices. Data released today for April 2015 show that home prices continued their rise across the country over the last 12 months. More than 27 years of history for these data series is available, and can be accessed in full by going to www.homeprice.spdji.com. Additional content on the housing market can also be found on S&P Dow Jones Indices' housing blog: www.housingviews.com. Read more at <https://goo.gl/zgXCXz>

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