

the One Stop Realtor for busy professionals
Silicon Valley homes & investments nationwide



Avi Urban
EE, Real Estate Consultant
CalBRE #: 0148572
The Urban Team

650.305.1111

avi@650and408homes.com
www.650and408homes.com



505 Hamilton Ave. Suite 100
Palo Alto, CA 94301

NOVEMBER / DECEMBER 2015

Inside This Issue

- > LOCAL MARKET TRENDS 1
- > MORTGAGE RATE OUTLOOK 2
- > HOME STATISTICS 2
- > FORECLOSURE STATS 3
- > CONDO STATISTICS 3
- > HOME SALES & PENDING CHART . 4
- > INVESTORS CORNER 4

Santa Clara County

The Real Estate Market Trends Report

C.A.R.'s 2016 California Housing Market Forecast

California home sales to increase slightly, while prices post slowest gain in five years.

California's housing market will continue to improve into 2016, but a shortage of homes on the market and a crimp in housing affordability also will persist, according to the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) "2016 California Housing Market Forecast".

The C.A.R. forecast sees an increase in existing home sales of 6.3 percent next year to reach 433,000 units, up from the projected 2015 sales figure of 407,500 homes sold. Sales in 2015 also will be up 6.3 percent from the 383,300 existing, single-family homes sold in 2014.

"Solid job growth and favorable interest rates will drive a strong demand for housing next year," said C.A.R. President Chris Kutzkey. "However, in regions where inventory is tight, such as the San Francisco Bay Area, sales growth could be limited by stiff market competition and diminishing housing affordability. On the other hand, demand in less expensive areas such as Solano County, the Central Valley, and Riverside/San Bernardino areas will remain strong thanks to solid job growth

in warehousing, transportation, logistics, and manufacturing in these areas."

C.A.R.'s forecast projects growth in the U.S. Gross Domestic Product of 2.7 percent in 2016, after a projected gain of 2.4 percent in 2015. With nonfarm job growth of 2.3 percent in California, the state's unemployment rate should decrease to 5.5 percent in 2016 from 6.3 percent in 2015 and 7.5 percent in 2014.

The average for 30-year, fixed mortgage interest

"However, in regions where inventory is tight, such as the San Francisco Bay Area, sales growth could be limited by stiff market competition and dimin-

rates will rise only slightly to 4.5 percent but will still remain at historically low levels.

The California median home price is forecast to increase 3.2 percent to \$491,300 in 2016, following a projected 6.5 percent increase in 2015 to

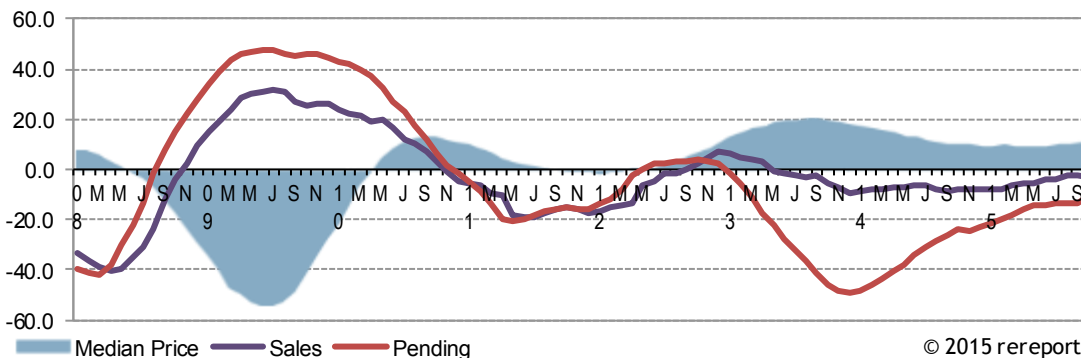
Trends at a Glance
(Single-family Homes)

	Oct 15	Sep 15	Oct 14
Median Price:	\$ 960,000	\$ 960,000	\$ 869,000
Average Price:	\$1,241,810	\$1,233,240	\$1,145,490
Home Sales:	846	891	955
Pending Sales:	777	722	720
Active Listings:	1,164	1,433	1,075
Sale/List Price Ratio:	103.0%	103.8%	103.0%
Days on Market:	26	23	28
Days of Inventory:	41	47	34

\$476,300. This is the slowest rate of price appreciation in five years.

"The foundation for California's housing market remains strong, with moderating home prices, signs of credit easing, and the state continuing to lead the nation in economic and job growth," said C.A.R. Vice President and Chief Economist Leslie Appleton-Young. "However, the global economic slowdown, financial market volatility, and the anticipation of higher interest rates are some of the challenges that may have an adverse impact on the market's momentum next year. Additionally, as we see more sales shift to inland regions of the state, the change in mix of sales will keep increases in the statewide median price tempered."

Santa Clara County Homes: Momentum



© 2015 rereport.com

VISIT

<http://avi.rereport.com/>

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

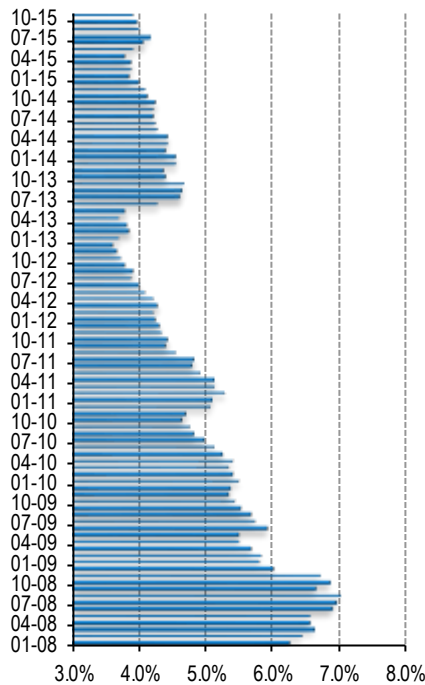
Is NOW a good time to buy your Silicon Valley Home?

For more information go to the "Seminars" tab on my web site

<http://www.650and408homes.com>

October Stats

30-Year Fixed Mortgage Rates



SINGLE-FAMILY HOMES

Year-Over-Year

- Median home prices increased by 10.5% year-over-year to \$960,000 from \$869,000.
- The average home sales price rose by 8.4% year-over-year to \$1,241,810 from \$1,145,490.
- Home sales fell by 11.4% year-over-year to 846 from 955.
- Total inventory* rose 8.1% year-over-year to 1,941 from 1,795.
- Sales price vs. list price ratio fell by 0.0% year-over-year to 103.0% from 103.0%.
- The average days on market fell by 6.2% year-over-year to 26 from 28.

Month-Over-Month

- Median home prices were flat at \$960,000.
- The average home sales price rose by 0.7% to \$1,241,810 from \$1,233,240.
- Home sales down by 5.1% to 846 from 891.
- Total inventory* dropped 9.9% to 1,941 from 2,155.
- Sales price vs. list price ratio dropped by 0.7% to 103.0% from 103.8%.
- The average days on market increased by 12.5% to 26 from 23.

CONDOMINIUMS

Year-Over-Year

- Median condo prices increased by 15.5% year-over-year to \$635,000 from \$550,000.
- The average condo sales price rose by 13.5% year-over-year to \$686,114 from \$604,349.
- Condo sales fell by 15.9% year-over-year to 349 from 415.
- Total inventory* fell 13.3% year-over-year to 540 from 623.
- Sales price vs. list price ratio rose by 2.1% year-over-year to 104.2% from 102.1%.
- The average days on market fell by 21.2% year-over-year to 20 from 26.

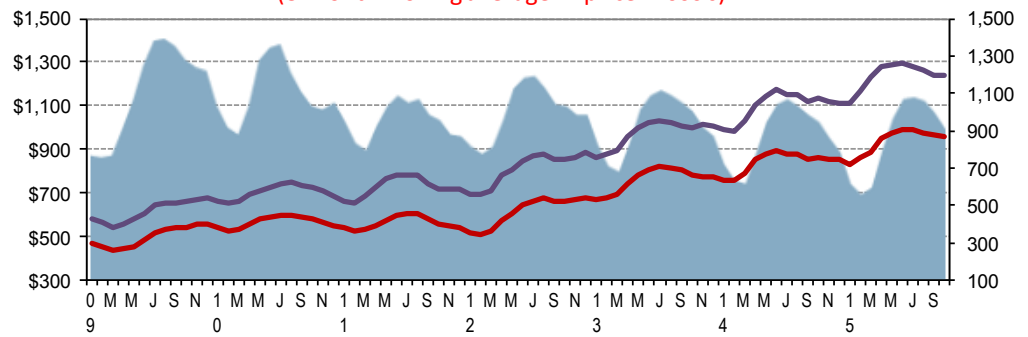
Month-Over-Month

- Median condo prices improved by 4.1% to \$635,000 from \$610,000.
- The average condo sales price rose by 5.3% to \$686,114 from \$651,516.
- Condo sales down by 0.9% to 349 from 352.
- Total inventory* dropped 13% to 540 from 621.
- Sales price vs. list price ratio dropped by 0.4% to 104.2% from 104.6%.
- The average days on market increased by 7.9% to 20 from 19.

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

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.

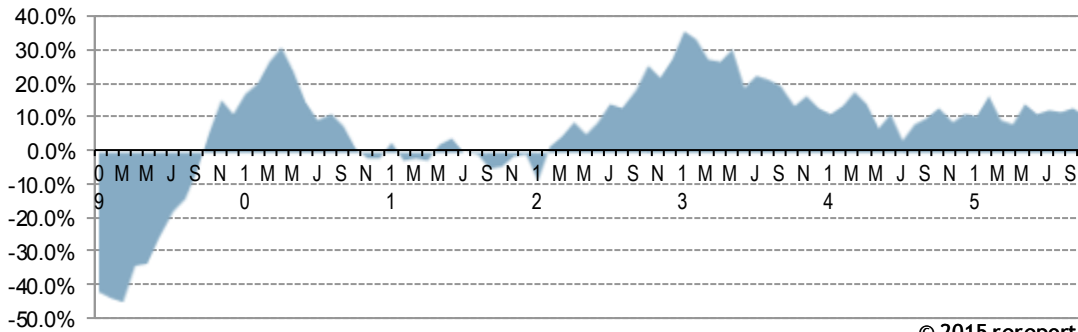
Santa Clara County Homes: Median & Average Prices and Sales (3-month moving average — price in 000's)



© 2015 rereport.com

Santa Clara County - October 2015														
Single-Family Homes								% Change from Year Before					% Change	
Cities	Prices							Prices					Median Price	
	Median	Average	Sales	Pend	Inven	DOI	SP/LP	Med	Ave	Sales	Pend'	Inven'	Peak	Trough
SCC	\$ 960,000	\$ 1,241,810	846	777	1,164	41	103.0%	10.5%	8.4%	-11.4%	7.9%	8.3%	10.5%	116.3%
Campbell	\$ 1,042,500	\$ 1,064,770	18	15	22	37	103.0%	6.9%	5.4%	-28.0%	-25.0%	57.1%	0.5%	89.6%
Cupertino	\$ 1,705,000	\$ 1,861,960	17	22	18	32	100.4%	-2.2%	4.8%	-29.2%	46.7%	38.5%	-5.3%	83.3%
Gilroy	\$ 630,000	\$ 764,148	49	40	114	70	99.9%	5.5%	19.5%	11.4%	-11.1%	15.2%	-22.7%	100.0%
Los Altos	\$ 2,900,000	\$ 2,870,820	23	21	18	23	108.3%	15.8%	9.0%	-17.9%	90.9%	20.0%	15.8%	147.9%
Los Altos Hills	\$ 4,248,000	\$ 3,792,000	5	8	42	252	97.5%	54.5%	32.0%	-44.4%	-11.1%	90.9%	-16.0%	146.3%
Los Gatos	\$ 1,679,120	\$ 1,900,680	42	26	96	69	98.7%	3.3%	7.1%	55.6%	44.4%	77.8%	-13.9%	78.2%
Milpitas	\$ 861,000	\$ 928,606	29	31	30	31	103.3%	17.8%	19.6%	0.0%	0.0%	-14.3%	4.4%	107.5%
Monte Sereno	\$ 2,899,500	\$ 2,899,500	2	7	8	120	95.0%	17.7%	19.6%	-66.7%	-12.5%	-42.9%	-57.5%	243.1%
Morgan Hill	\$ 792,475	\$ 922,866	40	39	72	54	100.0%	5.7%	10.5%	-27.3%	30.0%	-11.1%	-20.8%	78.7%
Mountain View	\$ 1,820,000	\$ 1,922,300	20	20	17	26	104.8%	17.2%	20.3%	-4.8%	17.6%	88.9%	12.0%	146.6%
Palo Alto	\$ 2,680,000	\$ 2,943,740	34	17	34	30	109.8%	6.8%	5.9%	-17.1%	-19.0%	13.3%	-13.4%	125.2%
San Jose	\$ 850,000	\$ 919,287	438	412	576	39	102.6%	9.0%	5.2%	-13.8%	2.5%	4.7%	7.2%	109.9%
Santa Clara	\$ 1,002,000	\$ 1,076,360	61	44	45	22	104.8%	17.9%	12.6%	35.6%	57.1%	104.5%	11.6%	92.7%
Saratoga	\$ 2,262,500	\$ 2,561,160	24	25	43	54	101.9%	20.7%	20.1%	-4.0%	92.3%	7.5%	0.3%	163.7%
Sunnyvale	\$ 1,370,000	\$ 1,353,230	44	50	29	20	107.9%	8.2%	9.6%	-10.2%	28.2%	-3.3%	7.0%	163.5%

Santa Clara County Homes: Year-Over-Year Median Price Change



© 2015 rereport.com

Get straight answers to your real estate questions?
 Call 650-305-1111
 or [email me](#)
 to schedule a complementary and confidential meeting.

What's Involved in a Comparative Market Analysis

A comparative market analysis, or CMA, is a real estate agent's evaluation, based on local listing and sales data, to determine the probable sale price of a property in the current market. Sellers can use a CMA to help determine a list price. Buyers can use a CMA to help them decide what to offer on a listing they want to buy.

The accuracy of the analysis will depend in part on the quality of the data. The listings used for comparison should ideally be located in the neighborhood, and they should be as similar as possible to the subject property.

To get a complete picture of your local marketplace, the CMA should include information about currently available comparable listings, pending sales, sales that oc-

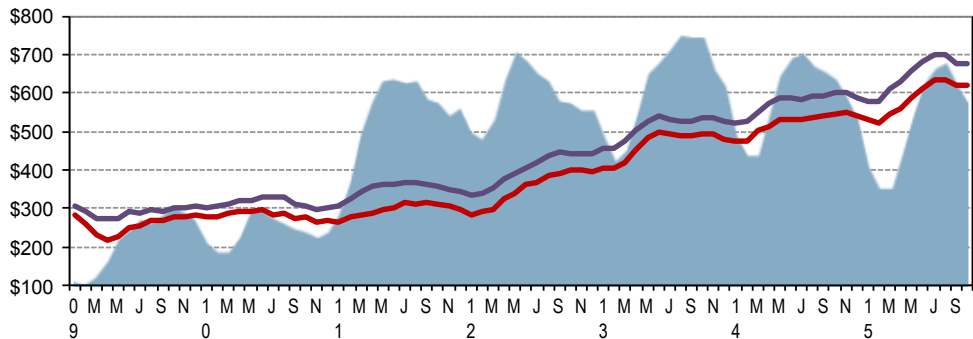
curred within the last 6 months, as well as information about listings that did not sell during the listing period. These are called expired listings.

For sellers, the homes currently for sale are your competition. How you price your home relative to the competition is critical to the sale of your home. If possible, visit Sunday open houses to see how your home compares before you select a list price.

Pending sale listings in your neighborhood represent the most recent sales activity. Try to find out as much about these listings as possible. Beware of the

(Continued on page 4)

Santa Clara County Condos: Median & Average Prices and Sales
 (3-month moving average — price in 000's)



© 2015 rereport.com

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.

Santa Clara County - October 2015

Condos/Townhomes								% Change from Year Before					% Change	
Prices		Prices						Prices					Median Price	
Cities	Median	Average	Sales	Pend	Inven	DOI	SP/LP	Med	Ave	Sales	Pend'	Inven'	Peak	Trough
SCC	\$ 635,000	\$ 686,114	349	266	274	24	104.2%	15.5%	13.5%	-15.9%	-13.1%	-13.6%	15.7%	201.7%
Campbell	\$ 724,500	\$ 716,657	15	6	5	10	105.1%	21.8%	18.5%	-11.8%	20.0%	-28.6%	-9.4%	149.8%
Cupertino	\$ 950,000	\$ 1,026,620	11	5	9	25	104.9%	4.4%	4.9%	22.2%	-16.7%	n/a	-1.0%	75.0%
Gilroy	\$ 322,500	\$ 340,833	6	3	3	15	100.9%	-3.0%	4.3%	50.0%	200.0%	0.0%	-36.8%	#DIV/0!
Los Altos	\$ 1,460,000	\$ 1,405,000	4	4	3	23	105.9%	-2.8%	-6.5%	100.0%	33.3%	n/a	-37.2%	188.8%
Los Gatos	\$ 790,000	\$ 789,000	7	5	3	13	105.3%	9.8%	-6.5%	-56.3%	25.0%	-57.1%	-21.0%	133.7%
Milpitas	\$ 699,350	\$ 635,510	17	16	14	25	100.6%	29.0%	20.8%	30.8%	-38.5%	-30.0%	8.3%	247.9%
Morgan Hill	\$ 483,000	\$ 498,167	6	6	2	10	102.9%	2.8%	7.1%	-33.3%	-14.3%	-81.8%	-18.0%	151.6%
Mountain View	\$ 885,000	\$ 923,500	30	15	18	18	108.5%	9.0%	5.6%	20.0%	-28.6%	125.0%	1.7%	125.5%
Palo Alto	\$ 1,451,940	\$ 1,512,800	6	7	10	50	105.8%	-3.2%	9.7%	-53.8%	16.7%	42.9%	-4.6%	184.7%
San Jose	\$ 560,000	\$ 576,007	195	146	167	26	103.1%	16.7%	15.2%	-21.7%	-20.7%	-24.1%	10.7%	202.7%
Santa Clara	\$ 645,000	\$ 676,913	23	24	22	29	104.2%	17.3%	13.5%	0.0%	41.2%	10.0%	10.6%	142.0%
Saratoga	\$ 1,042,500	\$ 1,033,750	4	2	2	15	106.5%	-5.2%	-6.0%	300.0%	100.0%	-50.0%	10.6%	142.0%
Sunnyvale	\$ 890,000	\$ 864,929	25	27	16	19	108.8%	35.4%	23.9%	-26.5%	8.0%	60.0%	12.2%	158.0%

the One Stop Realtor for busy professionals
Silicon Valley homes & investments nationwide



Avi Urban

EE, Real Estate Consultant
CalBRE #: 0148572

The Urban Team



650.305.1111

avi@650and408homes.com
www.650and408homes.com

505 Hamilton Ave. Suite 100
Palo Alto, CA 94301



neighborhood grapevine. A combination of wishful thinking and enthusiasm can result in a rumor that a listing sold for an inflated price. The actual sale price may be quite a bit lower.

Carefully analyze the information about homes that have sold. This sales data is the most reliable indicator of what the market will bear price-wise.

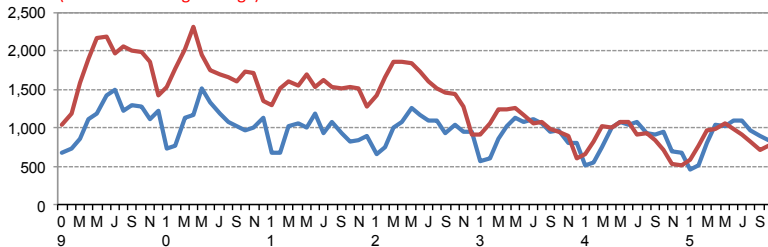
Typically, the sales should have occurred no longer than 6 months ago. However, in a market that is changing rapidly, six months may be too long a time frame. When home prices are moving up or down quickly, it's wise to shorten the time frame. Six-month-old listings may be out of date.

Estimating a probable sale price based on a CMA involves a certain amount of subjectivity. Accurately predicting a sale price is easiest in neighborhoods of tract housing where all houses are pretty much the same. It's more difficult in neighborhoods where there's a lot of variability in home size, style and condition.

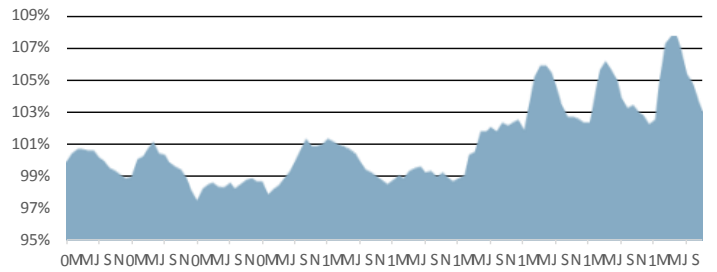
An agent's knowledge of the local market can affect the accuracy of a CMA, particularly in a neighborhood with a lot of variability in the housing stock. Unless the agent has actually seen the comparable listings, he may not draw the correct conclusions.

Call me for an accurate Comparative Market Analysis.

Santa Clara County Homes: Pending & Existing Home Sales
(3-month moving average)



Santa Clara County Homes: Sales Price/Listing Price Ratio



Investors Corner

Widespread Gains in Home Prices for August According to the S&P/Case-Shiller Home Price Indices

New York, October 27, 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 August 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 can be accessed in full by...
Read more at <https://goo.gl/ePE0ZM>

Is it time to seriously consider investing in real estate?

Signup for my [Real Estate Investment Alerts](#) and you'll receive my real estate investment opportunities

For City by City Trend Report go to the **Market Trends Report** tab on my web site at

www.650and408homes.com