

REALTOR® NEWSLETTER



CELEBRATING LEADERSHIP 2024



PRESIDENT'S MESSAGE

Carol VanAusdal, President

I want to thank all those who attended our 113th Installation. It was a very special event and I know I enjoyed it very much. We were honored to usher in our 2024 Board of Directors and Officers. Sincere congratulations to our awards winners; Vicki Guinn for Community Service, Chris Gordon as Affiliate of the Year, Nick Bailey as REALTOR of the Year, Marion Lyng received the Lifetime Achievement and Brandi Jones for the President's Award. All well-deserved recognitions for their contributions to SCCAR and our community. Thank you to our sponsors MLS Listings, Inc., Bay Federal Credit Union, QuickScan Floorplans and Old Republic Exchange for their generous support.

As many of you are aware, our industry is in flux with many things happening that can or might affect us as we progress through the year. Following the news that NAR President Tracy Kasper resigned our C.A.R. President Melanie Barker issued a statement to let us all know that C.A.R. has strong policies and by-laws in place to address these concerns.

Also, the Federal United States Department of Labor recently issued its Final Rule on the classification of workers as employees or independent contractors, currently scheduled to become effective on March 11, 2024. Recognizing the potential ramifications, C.A.R. is collaborating with NAR to seek clarification from the DOL. Together they are urging the DOL to consider delaying the implementation of the Final Rule to allow for a comprehensive understanding of how it aligns with the unique provisions of California's statutes.

Lastly, the continuum of lawsuits being filed across the country now includes California with three against Barris/San Francisco MLS: CRMLS/CLAW; and MetroList. These new class action lawsuits in California are the latest in a rapidly growing list of legal challenges alleging Realtor associations, companies and multiple listing services enacted and enforced rules that amounted to an illegal conspiracy that inflated the cost of buying and selling homes.

“Communication, Collaboration, and Volunteering.”

Many of you may have had clients ask about this. My answer to this is to check out the SmartZone section on the C.A.R. website. There you can find help to answer these concerns regarding buyer representation, check out <https://www.smartzonecar.org/buyers-agent-resources>

And one last thing, C.A.R. is offering the Buyer Representation Class for FREE! C.A.R. Members have an extra opportunity to learn with this FREE Buyer Representation Forms course. Learn how these forms can benefit you and secure your buyers in future transactions and your business. <https://store.car.org>

I am very eager to start this new chapter in my life as President and hope you'll consider joining me in this endeavor.

I believe that we as REALTORS® are doing the right thing and know you will continue to serve your clients with integrity and honesty. I want you to know that I am here for you and ask you to reach out to me via phone, text, email or in person. I am hopeful we will improve our communication amongst our committees, affiliates, the Board and in everything that we do.

I pledge to do the very best that I possibly can.

Thank you.



2024 Board of Directors



Ushering in our new leadership and celebrating a few of our outstanding members at our 113th Installation & Awards Luncheon. Congratulations to incoming President Carol VanAusdall and our 2024 leadership team, and a huge thank you to our outgoing President Jennifer Lyng Watson. Special thanks to our sponsors who make it possible! MLSListings Inc. , Bay Federal Credit Union, QuickScan Floorplans and Old Republic Exchange.



CREATIVE FINANCING Lenders Panel

WED., FEBRUARY 21, 2024

9:30 - 11 AM, SCCAR Office
2525 Main St., Soquel

SPONSOR



TOPICS:

- MARKET CONDITIONS THAT INFLUENCE RATES
- CREATIVE FINANCING OPTIONS
- FIRST TIME HOME BUYER PROGRAMS
- REVERSE MORTGAGE

SPEAKERS:

Ryan Buckholdt, CrossCountry Mortgage
Brooke Squyres, Longbridge Financial
Andrea Schenk, Santa Cruz Lending Group
Moderator: Tai Boutell, Santa Cruz Lending Group

Buyer Representation & Broker Compensation Form *Explained*



- Learn how to use the BRBC
- Why it is so important
- How to talk to clients when using it
- When the BRBC is enforceable

Wednesday, February 28, 2024

9:30 - 11:30 AM

SCCAR Office

2525 Main St., Soquel

Live Instruction with James Dill,
Certified C.A.R. Instructor

DIVERSITY CALENDAR

Businesses continue to work hard to create DEI programs that ensure that all their employees feel understood and have a sense of belonging. One way to achieve this is to use a Diversity Calendar 2024 covering DEI holidays in 2024 as well as cultural events throughout the year. Below are some items for recognition for February and March.

February Diversity and Inclusion Calendar 2024

February was chosen as Black History Month as it holds the birthdays of two important men in American history who helped end slavery: President Abraham Lincoln and Frederick Douglass.

February 1 – National Freedom Day

On this date in 1865, President Lincoln signed the 13th Amendment which abolished slavery. The day was first advocated for by Major Richard Robert Wright Sr. who was born into slavery and freed after the Civil War.

February 10 – Lunar New Year

This signifies the first new moon of the lunar calendar. It's a time rich in traditions and cultural festivities, often featuring family gatherings, special foods and diverse cultural rituals.

February 14 – Frederick Douglass' Birthday (Observed)

This day honors the birth of abolitionist

Frederick Douglass. After escaping slavery in Maryland, he became the face of the abolitionist movement in the North.

February 15 – Susan B. Anthony's Birthday

This women's suffrage leader advocated for equal pay and the right to vote for women. She also was an active member of the Abolitionist movement alongside Frederick Douglass.

March Equality and Diversity Calendar 2024

March is Women's History Month, which highlights contributions that women have made in history and in society. It is celebrated every March to correspond with International Women's Day on March 8.

March 2 – Granting of U.S. Citizenship to Puerto Ricans

On this date, Congress passed the Jones Act, which gave Puerto Ricans U.S. citizenship and the right to elect representatives to the House and Senate.

March 8 – International Women's Day

This global holiday is celebrated as a means to bring gender issues to the forefront such as reproductive rights, violence against women, and equal pay.

March 10 – Harriet Tubman’s Birthday (Observed)

The Moses of her people, this American abolitionist helped others gain freedom as a conductor of the Underground Railroad. She also served as a spy, scout, guerrilla soldier, and nurse for the Union in the Civil War despite only being paid \$200.

March 10 – Ramadan*

The arrival of Ramadan, the ninth month of the Islamic calendar, brings forth a month of fasting, praying, and reflection.

March 21 – World Down Syndrome Day

This global day of awareness can be supported by wearing fun socks, which is a tradition that started because Chromosome 21 strands look like socks and are unique looking.

March 24 – Purim*

This holiday celebrates the rescue of Jews by Esther from a plot to kill them. Fasting the day before Purim honors the fasting of Esther before her plea to the king for the Jewish people.

March 25 – Holi

This Festival of Colors, Love, and Spring is an important Hindu festival celebrating the triumph of good over evil. It also celebrates the arrival of Spring and the blossom of love and hopes for a good harvest.

March 31 – Easter

Easter celebrates the resurrection of Jesus Christ three days after his crucifixion and the end of the 40-day Lent period with nearly two billion followers worldwide.



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Loans are subject to credit approval and program guidelines. Interest rates and program terms are subject to change without notice. Property insurance is required. Other restrictions may apply. Bay Federal Credit Union membership required at the time of closing. For more information, visit any Bay Federal Credit Union branch or call a Bay Federal Home Loan Consultant at 831.479.6000 or toll-free at 888.4BAYFED, ext. 304.

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AFFILIATE SPOTLIGHT

Victor Romero

www.victordromero.com



Victor D. Romero is one of the founding partners of Santa Cruz Lending Group. He has more than a decade of experience serving homeowners in the central coast and throughout California. Victor has consistently been ranked amongst the prestigious Top 1% of Mortgage Originators in America.

More recently has received national recognition earning the Top 250 Latino Mortgage Originators Award. Victor's mission is to help borrowers reach their financial goals through home ownership, equity management and financial awareness. Being a Mortgage Consultant allows Victor to be an advisor for his clients. Victor graduated from UC Davis with a Mana-

gerial Economical Degree in Business. He continued his professional education with certifications in VA and FHA. He is licensed with the BRE, DBO and NMLS.

Victor is an avid investor himself and fluent in the different real estate faucets. He has experience in financing foreclosures, short sales, for sale by owners and multi-unit rental properties in addition to traditional financing on condos/townhouses and single family residences. He is an avid family man who enjoys nothing more than to spend time with his wife and two kids. He also enjoys hiking, running, traveling and trying new foods.

Victor's greatest strengths are his communication skills, transparency and professionalism. He is a firm believer that all clients deserve the time to be fully informed of the benefits of owning real estate as well as be treated respectfully and honestly.

Victor D. Romero
Mortgage Consultant
NMLS#253333
(831) 214-2172 Direct
www.victordromero.com



C.A.R. will be in our Neighborhood!

The C.A.R. Business Meetings are happening in Monterey this year! While members cannot attend all the meetings we encourage you to review the tentative schedule and attend open sessions, including a DRE update and Gov Hutchinson event!

You can find that information [here](#).

CODE OF ETHICS TRAINING DUE BY DECEMBER 31, 2024

All REALTORS® must complete the Code of Ethics training through NAR by December 31, 2024. Failure to complete training during any cycle will lead to suspension of membership for the January and February immediately following the cycle deadline, with termination of membership starting March 1 after the cycle deadline. Training may be completed through NAR's online courses or through another method, such as online or classroom courses via local/state associations. [Learn more and find training.](#)




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WELCOME TO OUR 2024 COMMITTEE CHAIRS & VICE CHAIRS



Our Committees are invaluable to SCCAR operations. Thank you to these individuals who are volunteering their time and expertise to make SCCAR the best it can be.

**> Diversity, Equity and Inclusion
Chair, Maggie Bar & Vice Chair
Candace Bradfield**

Committed to embracing diversity, equity and inclusion while fostering an environment where all SCCAR members feel welcome, supported, and valued regardless of their background. Through education and awareness, we aim to drive positive change and create a more inclusive Association that reflects and supports the diverse communities we serve.

**> Education Committee
Chair, Jarah Sakamoto & Vice Chair,
Jennifer Nielsen**

Researches, plans and presents an annual agenda of industry-related seminars, events and/or workshops to meet the present and future needs of members working within the Association's Strategic Plan.

**> Events Committee
Chair, Patrick Beaver & Vice Chair,
Mary Thomas**

Plans and promotes a variety of projects and events for SCCAR member participation. Organizes and implements the SCCAR annual golf tournament fundraiser, enabling the Association to make various donations to community organizations

**> Grievance Committee
Chair, Randy Turnquist**

Review complaints seeking disciplinary action in accordance with the C.A.R. procedures. Only SCCAR REALTORS® member in good standing can volunteer to serve.

> **Local Government Relations Committee**
Chair, Nick Bailey & Vice Chair,
Elizabeth Foster

LGR focuses on real estate-related issues and concerns affecting the real estate industry. Offers input on legislative matters, environmental and community issues that are of concern to property owners and REALTORS® with primary emphasis on local issues. Develops and maintains close relationships with legislators representing Santa Cruz County through frequent meetings and correspondence

> **MLS Committee**
Chair, Candie Noel & Vice Chair, Betsy Tyler
 Works to improve products and services provided by MLS Listings, Inc.

> **Modern Real Estate Professionals (MREP)**

Chair, Brandi Jones & Vice Chair,
Erin Davidson

MREP's goal is to provide newer members in the real estate profession a platform to network and build relationships and increase awareness of SCCAR benefits and activities. MREP is a committee intended for REALTOR® members as a way to introduce them to organized real estate through Association involvement.

> **Professional Standards**
Chair Candace Bradfield

Enforces the REALTOR® Code of Ethics by holding hearings of alleged violations. It is the role of the Professional Standards Committee to serve as panelists at disciplinary and arbitration hearings



Take Your Seat at the Table

There is still time to take your seat at the table! SCCAR is accepting applications for our **Education, Events & Community Relations, MLS and MREP** Committees! [Learn more here](#)

SCCAR CENTENNIAL CLUB

Thank you to our Centennial Club members whose contribution of \$197+, the true cost of doing business, to the REALTOR® Action Fund helps us protect private property rights and your ability to do business. To learn how you can be a club member, contact SCCAR.

Fred Antaki, Main Street REALTORS
Joseph Bailey, Bailey Properties, Inc.
Nicholas Bailey, Bailey Properties, Inc.
Paul Bailey, Bailey Properties, Inc.
Robert Bailey, Bailey Properties, Inc.
Lisa Bailey Aratin, Bailey Properties, Inc.
Margaret Barr, Keller Williams Realty - SC
Kevin Beattie, Bailey Property Management
Candace Bradfield, Bradfield & Associates
Paul Burrowes, David Lyng Real Estate
Pete Cullen, Bailey Properties, Inc.
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Neal Langholz, Karon Properties
Carol Lerno, Main Street REALTORS
Gregory Lukina, David Lyng Real Estate
Morgan Lukina, David Lyng Real Estate
Aldina Maciel, Aldina Real Estate, Inc.
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Renee Mello, Keller Williams Realty - SC
Antonio Melo, Aldina Real Estate, Inc.
TeresaMendoza, Sherman & Boone REALTORS

Candace Noel, Bailey Properties, Inc.
Kathleen Oliver, Oliver Property Management
Barbara J. Palmer, Bailey Properties, Inc.
Stephen Pearson, Pearson Properties
Douglas Pringle, Bailey Properties, Inc.
Honora Robertson, Robertson Real Estate
Dana Sales, C21 Real Estate Alliance
Rachel Shaffer, Bailey Property Management
Sierra Skipper, Bailey Property Management
Lynnette Sousa, Aldina Real Estate, Inc.
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Lauren Spencer, Coldwell Banker Realty
Susie Stelle, Century 21 Showcase Realtors
Jan Strawmyer, J. S. Properties
Mary Thomas, Bradfield & Associates
Joanne Thompson, Bailey Properties, Inc.
Randy Turnquist, C21 Real Estate Alliance
Carol VanAusdal, Carol VanAusdal, Broker
Jo Ann Vear, Vear Properties
Karen Wade, Bailey Property Management
Carolyn Wade, David Lyng Real Estate
Jennifer Watson, Christie's Int'l R.E. Sereno
David Webb, eXp Realty of California Inc





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OUR POPULAR 9 COURSE SANTA CRUZ COUNTY PRO CERTIFICATION SERIES BEGINS MARCH 22, 2024 WITH CLIMATE RESILIENCY!

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Santa Cruz County Pro (SCCP) is designed to provide REALTORS® with knowledge and information to better assist their clients in buying and selling real estate in Santa Cruz County. Upon completion of this series, you will have obtained advanced skills about the workings and nature of Santa Cruz County communities. This series offers 9 highly specialized courses held throughout the year. Attend them all and become a PRO! A minimum of seven classes need to be attended to receive certification.

EARLY BIRD PRICING! Sign up by March 1, 2024 and get all 9 classes for \$99! Price increases to \$159 after. REGISTER online or call 831-464-2000

First class is Friday, March 22, 2024
 Topic: Climate Resiliency
 Speaker: Chris Gordon, GeoDisclosure
 9:30 - 11 AM
 SCCAR Office, 2525 Main St., Soquel

2024 Schedule:
 March 22, 2024: Climate Resiliency
 April 26, 2024: History & Culture
 May 24, 2024: Land Use
 June 28, 2024: Planning Update
 July 26, 2024: City & County Schools
 August 23, 2024: All About ADU's
 September 27, 2024: Legislative Update
 October 25, 2024: Smart Coast
 November 22, 2024: Water Resources



MARCH MADNESS IS COMING TO SCCAR

MARCH 4

RISK MANAGEMENT

NEW AGENT TRAINING SERIES

MARCH 6

MARCH 20

MREP KICK OFF

SANTA CRUZ COUNTY PRO SERIES

MARCH 22

MARCH 22

CLIMATE RESILIENCY

SAVE THE DATES AND WATCH YOUR EMAIL, FOLLOW US ON [FACEBOOK](#) OR SIGN UP FOR TEXT ALERTS AT 831-464-2000 FOR MORE INFORMATION!



CELEBRATE VALENTINE'S DAY AT TOUR

Join the fun at our Thursday, February 8 Tour Meeting by dressing in red or pink...any Valentine garb will do! Winners will get some sweet treats!



BEING HAZARD RESILIENT

Chris Gordon, GeoDisclosure

www.geodisclosure.com | 831-469-4438

At the time of this printing, we will probably have experienced at least one atmospheric river this winter. Also known as the Pineapple Express. These “giant conveyor belts of water in the sky”, or narrow bands of enhanced water vapor transport, can bring property damaging results. They originate near the Hawaiian Islands, head straight towards the western US and typically throws us a “one-two-punch” to the central coast of California. Thank you very much Hawaii! All kidding aside, climate change has made these events more frequent and powerful over the last couple of decades. A typical atmospheric river carries the equivalent of 7 to 15 times the amount of water flowing from the Mississippi river and dumps it on our

state. These storms account for about 50 percent of California’s annual precipitation, which includes snowpack for the Sierra Mountain range; a valuable water storage resource for the state.

The downside is the damage that these storms can create. Coastal erosion, land sliding, flooding, tree falls, power outages; the list goes on. Climate change is intensifying these conditions.

Atmospheric rivers have been beneficial for preventing seasonal wildfires in the past. However, recently swings between heavy rain and raging wildfires in California are raising questions about moving from understanding that the climate is changing to understanding



what to do about it. In other words, predicting and preparing for these storm events. Becoming more resilient.

Insurance providers understand this phenomenon, and we are seeing the results, with lack of available coverage as they flee from the state. State and Local government agencies understand this and are now required to plan for these storm events. Santa Cruz County has its own Local Mitigation Plan for dealing with these inevitable disruptions. So, You may ask, what can I do to prepare and be resilient? Install a giant downspout pipe in the sky, capture the atmospheric river and redirect it safely to the ground? No, no stopping this train! The answer is: prepare to be resilient.

If you have not already, start by doing this. Check that your car is ready by having good tires, good windshield wipers, and an emergency go-kit in the car - a daypack that contains food, water, essential medicines, and a change of clothes to get you through 2-3 days. In fact, you should have several of these emergency daypacks – one for the office and one at home. More about making these kits is on my website: www.geodisclosure.com

Make sure the roof drainage on your house is flowing well and your nearby street drains are clear. If you live in a flood prone zone, have evacuation plans in place in the event that you may have to temporarily leave until the storm passes.

More about being hazard resilient in future posts. In the meantime, be hazard aware and stay safe!

GeoDisclosure®

BUYER REPRESENTATION FORMS

Online Anytime

Learn about the buyer representation forms released by C.A.R. and find out how you can incorporate them into your business, overcome objections that you may encounter, and strengthen your relationship with buyers.

Real estate agents don't just represent sellers, they represent buyers, as well. In California, however, while almost every agent will refuse to work for a seller without a written listing agreement, very few agents insist on a written representation agreement with a buyer. Get ahead of the curve and learn how this form will benefit you and secure your buyers from other competing agents.

[Registration information](#)

FREE TO C.A.R. MEMBERS - ENTER CODE [FREE25](#)



THANK YOU FOR YOUR SUPPORT!

Your donations to the Santa Cruz County Association of REALTORS help us support those in need in our community through our escrow closing cost programs. Thank you.

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Jo Ann Vear
Daniel Veik
Ryan Velasco
Marjorie Vickner
Marcus Vidrine
Carolyn Wade
Karen Wade
Sarah Wagner
Kaelin Wagnermarsh
Amy Walker
Debra Wallace
Jessica Wallace
Evan Walsh
Gregg Walsh
Jennifer Watson
David Webb
Greg Weber
Brian Wellikson
Thomas Werbe
Richard White
Michael Whiting
Jeff Wickum
James F. Wilder
Lela A. Willet
Kori Williams
Margarita Williams
Robert Williams
Tina Williams
Sara Wilson
Matt Wittkins
Daniel Wolford
Scarlett Wolford
Brenda Wood

Nicole Wood
Rose Wood
Neal Woods
Paula Woods
Maxwell Yanowsky
Peggy Youmans
Jorge Zamora-Guerrero
Wilhelm Zilliacus
Bret Zischke



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Santa Cruz County Housing Statistics 2023 Annual

2023: Santa Cruz County - Single Family Residential												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	257	22	198	33	\$1,640,111	\$1,517,944	\$870	100%	\$324,742,045	1,851	25,037	1.6
Ben Lomond	84	7	56	31	\$995,955	\$941,125	\$615	101%	\$55,773,525	1,708	59,693	1.2
Boulder Creek	158	26	117	37	\$803,381	\$755,000	\$553	101%	\$93,995,600	1,513	68,728	3
Brookdale	17	1	14	38	\$726,273	\$762,500	\$461	97%	\$10,167,825	1,586	13,323	1.5
Capitola	38	3	28	35	\$2,059,053	\$1,640,750	\$1,409	100%	\$57,653,500	1,489	4,249	2.3
Corralitos	14	2	9	35	\$1,189,833	\$1,200,000	\$648	103%	\$10,708,500	1,871	147,630	
Davenport	6	0	7	14	\$1,180,000	\$1,050,000	\$684	102%	\$8,260,000	1,830	7,007	0
Felton	93	16	60	36	\$870,497	\$814,500	\$610	101%	\$52,229,850	1,506	66,841	2.5
Freedom	8	0	10	19	\$752,100	\$732,500	\$649	101%	\$7,521,000	1,182	11,230	
La Selva Beach	19	2	19	82	\$2,575,000	\$1,819,000	\$899	95%	\$48,925,000	2,122	97,637	2
Los Gatos	89	11	54	53	\$1,573,914	\$1,411,000	\$628	98%	\$84,991,400	2,603	218,148	3
Mount Hermon	5	0	6	38	\$854,166	\$857,500	\$638	103%	\$5,125,000	1,380	8,139	
Santa Cruz	433	34	326	33	\$1,742,280	\$1,500,000	\$937	100%	\$567,983,591	1,847	29,503	1.3
Scotts Valley	102	10	83	35	\$1,468,949	\$1,365,000	\$661	100%	\$121,922,773	2,253	34,578	1.8
Soquel	55	3	45	31	\$1,509,677	\$1,495,000	\$677	100%	\$67,935,500	2,305	80,960	1
Watsonville	185	25	159	35	\$915,334	\$775,000	\$568	100%	\$145,538,187	1,577	40,960	2.2
Summary	1563	162	1191	37	\$ 1,303,533	\$1,125,000	\$649	100.1%	\$1,663,473,296	1,789	57,104	1.8

2023: Santa Cruz County - Common Interest Development												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	75	20	46	28	\$978,137	\$945,000	\$746	100%	\$44,994,317	1,296	1,489	3.5
Boulder Creek	15	5	3	43	\$518,833	\$550,000	\$436	98%	\$1,556,500	1,124		15
Capitola	51	3	40	23	\$762,517	\$730,000	\$786	100%	\$30,500,688	955	762	0.9
Freedom	4	1	3	25	\$555,499	\$667,000	\$331	100%	\$1,666,498	1,668	1,510	3
La Selva Beach	7	0	6	70	\$1,619,166	\$1,467,500	\$788	98%	\$9,715,000	1,810	1,445	0
Santa Cruz	116	11	108	37	\$833,284	\$802,500	\$699	101%	\$89,994,776	1,165	1,236	1.2
Scotts Valley	30	4	25	18	\$870,040	\$800,000	\$634	101%	\$21,751,000	1,468	1,273	2
Soquel	15	3	7	17	\$860,685	\$745,000	\$694	100%	\$6,024,800	1,271	1,259	3
Watsonville	61	8	39	30	\$687,286	\$558,287	\$550	99%	\$26,804,165	1,118	1,217	2.7
Summary	374	55	277	32	\$ 853,939	\$745,000	\$694	99.7%	\$233,007,744	1,319	1,274	3.5

Data provided by MLS Listings, Inc. and compiled by the Santa Cruz County Association of REALTORS®

MARKET MINUTE

January 29, 2024 - The economic data from last week demonstrates that the U.S. has consistently out-performed the more gloomy outlooks that called for slower growth in 2023. And although a stronger economy has, thus far, meant upward pressure on mortgage rates, the average 30-year fixed-rate mortgage remains below 7% where it has been since early December. This has helped to thaw the housing market, which has seen pending sales rise for the first time since rates hit bottom in early 2021. However, as the rebound in housing demand has yet to be accompanied by an equal (or greater) supply response, the market in California is quickly becoming competitive once again as fewer sellers are reducing price and the median price continues its upward trend that began last summer. [Read more](#)



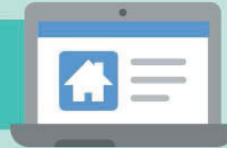
Report as of

January 2024



California Latest Market Data

How the market is doing



*Daily Average for week ending January 27, 2024

309

Closed Sales per day*



493

Pending Sales per day*



515

New Listings per day*



% change indicates change from last week



What REALTORS® are saying



-8.8%

11.5%

Closed a sale



-3.0%

12.5%

Entered escrow



-0.3%

13.9%

Listed a property

% change indicates change from last month

What REALTORS® think will happen



28.4%

36.8%

Sales will be up

9.7%

19.4%

Prices will be up

32.5%

44.0%

Listings will be up

% change indicates change from last month

Source: California Association of REALTORS®

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