



Brett & Annette Junell

JUNELL HOME SELLING TEAM

MARKET WATCH

Real Estate News for Tri-Valley Residents



925-737-1000

April 2007

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Spring Market Upswing

The Tri-Valley experienced a definite change in the market during March with significantly more homes changing hands, sellers getting on average much closer to their asking prices than in past months, and a decline in the number of days homes were on the market (see page 3).

As can be seen in the graph to the right, the number of homes available for sale is again on the increase, typical for this time of year. This upward trend will continue well into summer. What was surprising is the number of buyers taking action this past month, and it wasn't just us experiencing this.

While there have been many recent reports about the problems in the sub prime lending market, which affects those buyers with less than ideal credit, we have been experiencing strong demand from highly qualified buyers. So much so, that we've seen well priced homes move very quickly, and a number of multiple offer situations.

Now is a great time for sellers to get their homes on the market, for two reasons, 1) those buyers who are searching for their next home are now more qualified to make the sale happen, and hence less of a likelihood of a buyer backing out prior to closing due to shaky financing, 2) with inventory levels still relatively low, now is a great time to get on the market before having to compete with the many other homes that will come on the market.

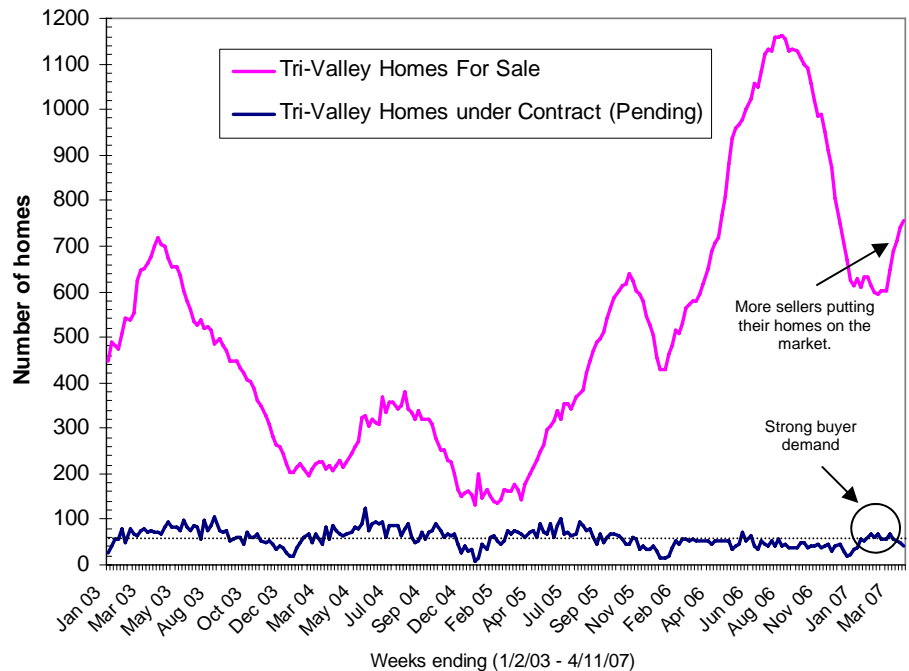
For buyers, there are always great deals if you know where to look and the questions to ask. Call us if you're thinking of making a move.

March 2007 ACTIVITY						
Area	# Sold	% Change vs		Average Price	% Change vs	
		Last Month	Year Ago		Last Month	Year Ago
Pleasanton	95	66.7	4.4	Up to \$986,414	13.4	14.8
Dublin	57	78.1	14.0	Up to \$691,481	5.6	-4.1
Livermore	100	42.9	-10.7	Up to \$687,073	3.0	2.7
San Ramon	117	60.3	27.2	Dn to \$786,038	-3.7	-8.9

Note: Averages can be skewed by varying sales activity

Number of Homes Available For Sale versus Number Pending (under contract) each week

Tri-Valley: Jan 2003 thru April 11, 2007



Thinking about making a move?
 Not sure how to start your home search? Uncertain about putting your home on the market? **Call us at 925-737-1000**



According to Case Design / Remodeling Inc., here are a few of the biggest trends to watch in 2007:

- **Faucets.** Personalized design is aimed at providing homeowners with a relaxing environment while they bathe or shower.
- **Concrete and glass countertops.** Concrete can take any shape, a plus for designers, and it is not as costly as some other natural stone materials. Glass - in all shapes, colors, thicknesses and textures - is also showing up in ultra-modern kitchen designs.
- **Shower seating.** Inspired by upscale spas, seats in showers have become one of the latest trends in master bathrooms.
- **Outdoor kitchens.** Whether built from the ground up or on an existing patio, outdoor kitchens boost resale value and offer limitless possibilities.
- **Energy-efficient materials and appliances.** Windows and doors, washing machines, dishwashers, ranges and refrigerators feature sleek designs, innovation and all the latest amenities to help homeowners become more energy- and resource-efficient and save money.



DID YOU KNOW?

Homeowners spend approximately **\$155 billion** annually on renovations.

Privacy, Please

An open house can be a great way to sell your home. It can also be an open invitation to prying eyes. To keep your personal life, well, personal, here are some steps you can take to snoop-proof your house when prospective buyers are around:

1. Clear away mail and paperwork from all surfaces (desktops, countertops, coffee table). Lock up extra-sensitive documents (bank statements, passport, social security card, etc.).
2. Remove diplomas and personal photos from your walls.
3. Store family heirlooms. You don't want your personal effects to distract buyers. A tidy and uncluttered space will help them imagine themselves in the home.
4. Organize closets. Some visitors have no qualms about opening closets and cabinets and peeking into other generally off-limit areas. Be prepared by making sure those hidden areas are in tip-top shape.



How to Set Your Asking Price When Selling Your Home.

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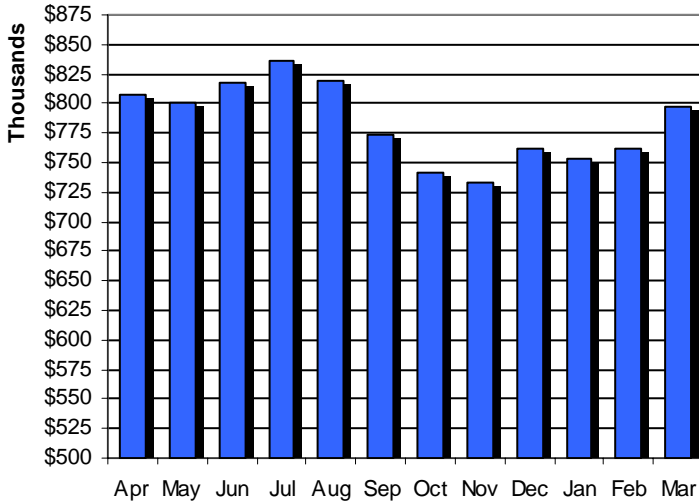
to view information about finding your dream home or selling your current one.

Tri-Valley Market Trends

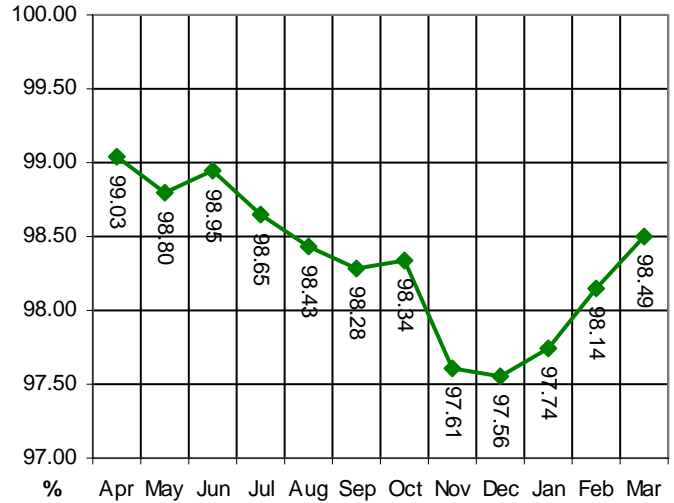
(Pleasanton, Dublin, Livermore & San Ramon)

April '06 – March '07

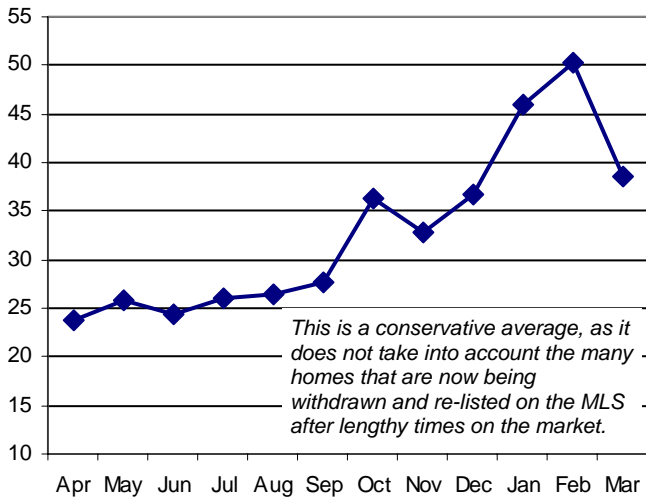
Average Sales Price



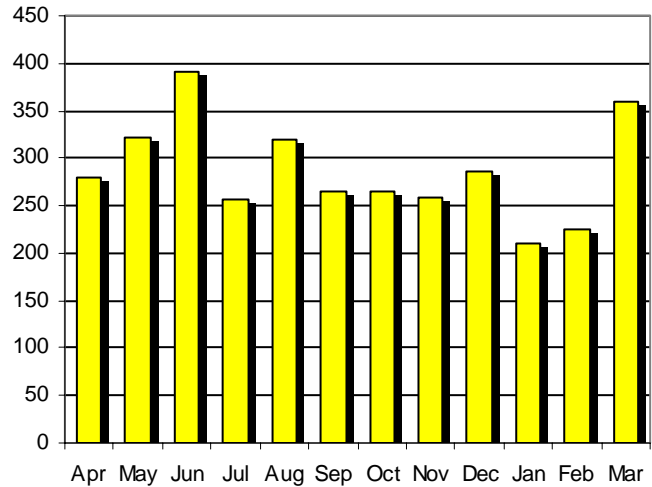
List Price to Selling Price Ratio %



Average Days on Market



Homes Sold



Source: Data compiled from Multiple Listing Service

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What They're Saying about the Junell Home Selling Team...



We had outgrown our home and decided to make a move to a new development in Windermere. We had no interest in owning two homes. However, once we put our home on the market, the Dublin homes didn't seem to be selling. Every week you diligently kept us up to date on what homes sold....or didn't sell, and which ones just went under contract. Of course, we wanted the most amount of money possible for our home, but each week that passed without an offer made us more nervous.

We could not have asked for better agents. You cared about us and our situation. You kept us up to date and advised us on the best actions to take to get our home sold. Thanks to your persistent marketing we had 3 buyers interested in our home and sold it before we moved to our new home. Selling our home before the move made the move that much more enjoyable!! A big burden was lifted off our shoulders.

We appreciate all you have done to help our family make a move.

- Mark and Kimberly Huajardo



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Monthly Market Watch Newsletter

- ★ We were ranked in the top 1% of RE/Max Worldwide in 2006
- ★ We sold over 5 times more homes than the average agent in 2006
- ★ Our list to sold price ratio was 2.3% higher than the real estate board average in 2006, putting more money in the pockets of our clients.