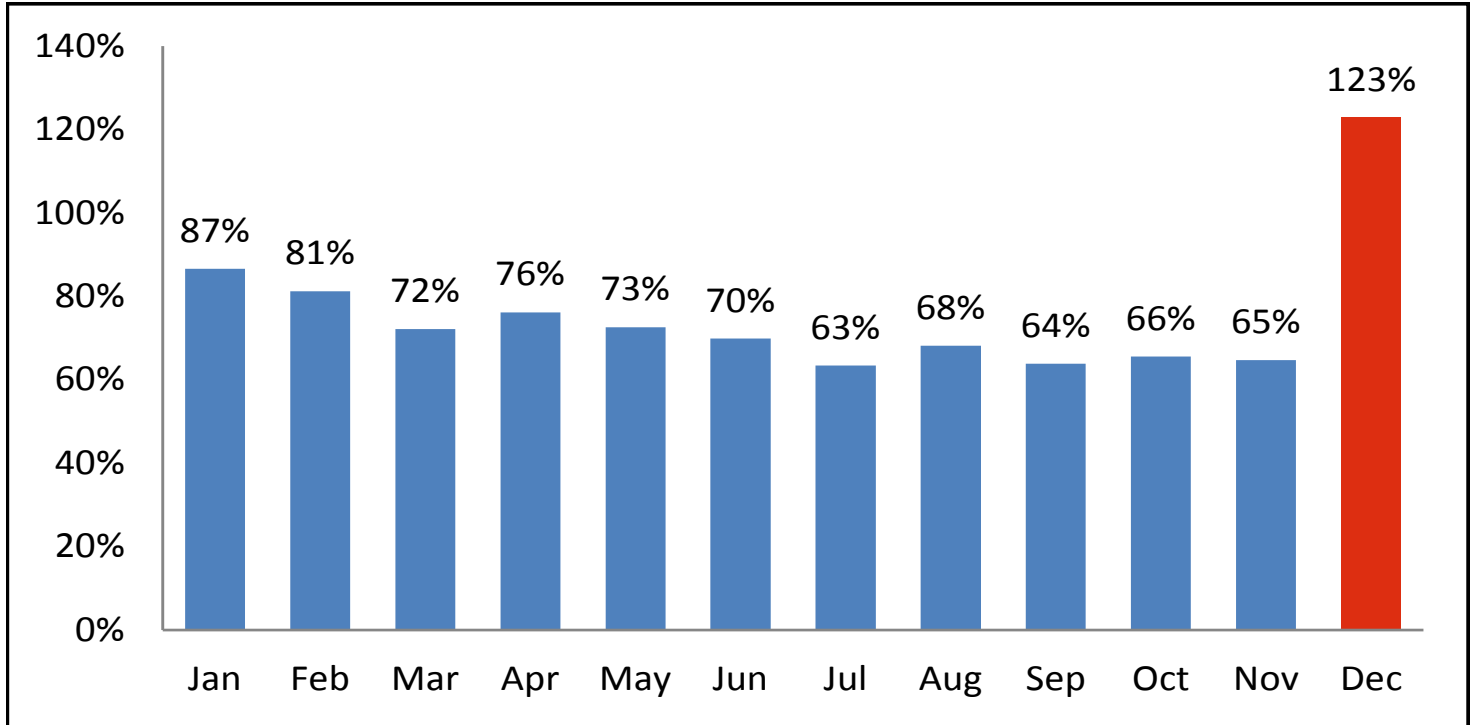


Why December is the BEST month to sell a home

Mid-Peninsula
Number of properties Sold as a percentage of
New Listings in that month. (2003 – 2013)



The common assumption is that “Homes don’t sell in December.” In Reality, a higher percentage of the available homes sell in **December** than in any other month.

Look at it this way: Nobody really wants to have their home on the market during the holidays. Who really wants strangers coming through the house while you are getting ready for Christmas and New Years. This means that the only people who list their homes in December are the ones who have to sell.

Even though the number of “For Sale” homes drops off significantly in December, the number of Buyers looking to buy only drops slightly. Statistically, this means that a higher percentage of homes sell in December than any other month of the year.

Let’s look specifically at this year, 2013. The number of available homes for sale is only 1/3 of the historical average. Buyers are anxious to buy now before interest rates rise again. Asian countries see Bay Area Real Estate as a safe bet and the strength of our technology sector is adding a lot of high income buyers to the market. All of this could add up to be the best **December** ever to sell a home on the Mid-Peninsula.

Call me with your Real Estate questions!



Chris Eckert

650.627.3799

chris@chriseckert.us

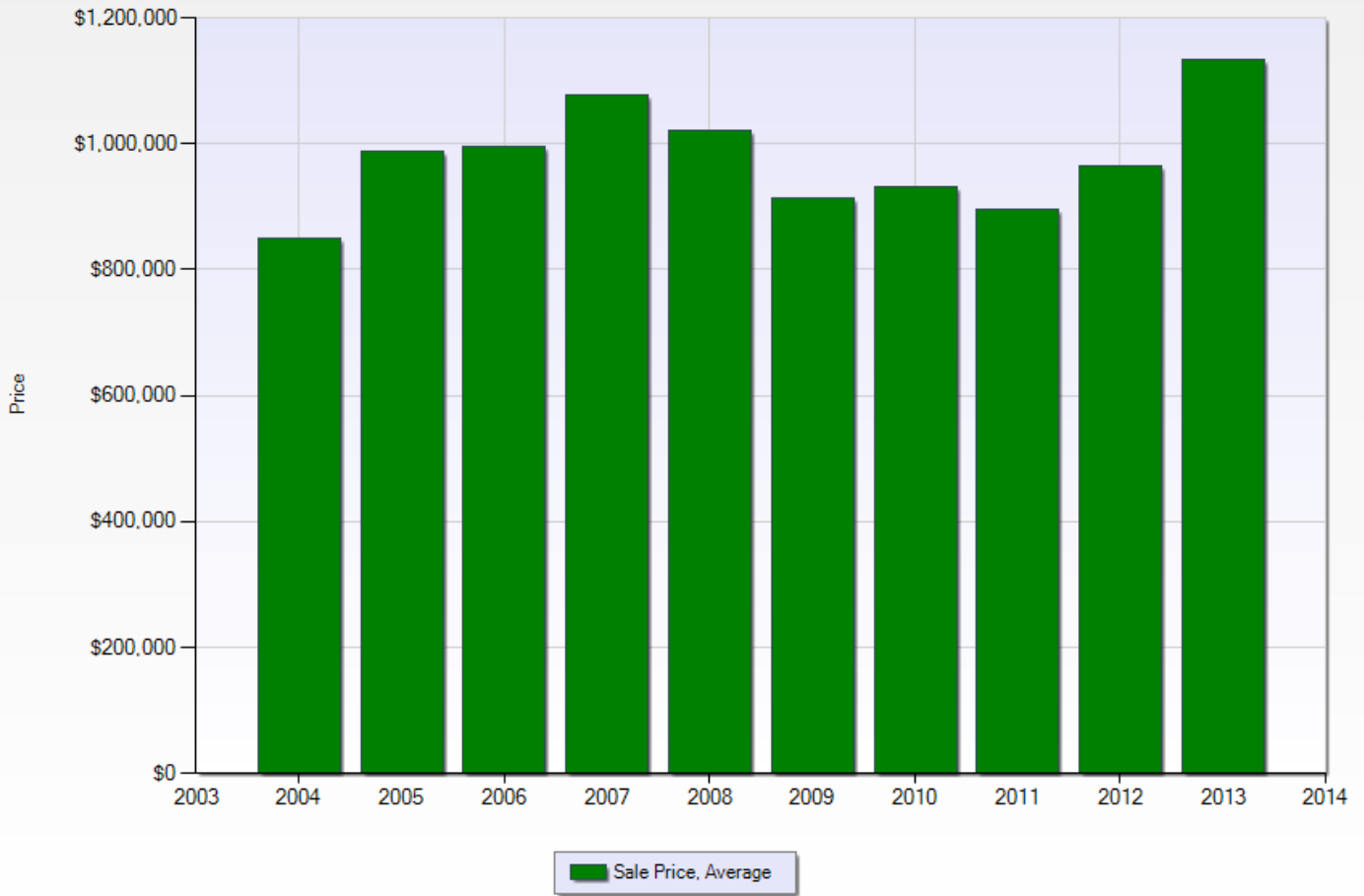
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kw | KELLER WILLIAMS
REALTY

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Real Estate on the Mid-Peninsula has fully recovered.
 The average sales price for Single Family Homes and Condos now exceeds their 2007 "Real Estate Boom" level
Then: 2007 = \$1,076,844 **Now: 2013 = \$1,134,044**



Single Family Homes and Condos are selling for an average of 105.9% of their asking price with multiple offers.
 The Mid-Peninsula market never even saw overbids like this during the last boom.

