

Your Market Data for:  
**Fremont, Newark, & Union City!**

Your real estate information source.

September 2011



### There's No Place Like Home!

As a real estate professional, I strive to keep in touch with my clients and provide them with information that I hope they will find useful. This newsletter is an opportunity to let you know about the state of the market and current trends. It may even touch on ways that you could enhance your home's value. I hope the market data and articles will help you with understanding real estate today and help you with your real estate decisions. If you have any questions, please do not hesitate to contact me.

**Amanda Chun**



### Trend, Tips & Tricks

#### Keys for Buying and Selling when the Market is slow

##### Keys for Selling When the Market is Slow

It's a whole new world for home sellers. So, how do you make your house stand out so it will sell when sales are slow?

**Offer flexible terms.** Flexibility is the key now. You'd like to close in two months, but the buyers might be in a hurry and need to close sooner. Find a way to make it happen. You were planning to take the appliances to your new home but the buyers make a bid near asking price, that includes the appliances. Leave the washer and dryer behind (and then go find a store that offers no payments on appliance purchases for a year). And for those items that have deep sentimental value, make sure they are removed prior to any showings.

Competition between home sellers is high - you don't want to lose the only buyer who has looked at your home in a month because of a freezer or a favorite mirror.

#### Negotiate the best Deal

##### How to Negotiate the Best Deal

Buyers are finally being able to take advantage of cooling trends in previously hot markets. Multiple offers are no longer being thrown at sellers as soon as the For Sale sign hits the front yard. Here's a tip about negotiating the best deal. Things to ask to be included in the price-and that should not offend sellers-are items such as paying for new kitchen appliances or including the washer and dryer. Most sellers will be willing to do so to close the deal. It's OK to ask sellers to pay up to the first year of homeowner association dues as well.

### Fremont, Newark, & Union City! Real Estate Sales Data

Average Listing Price (last 12 months)

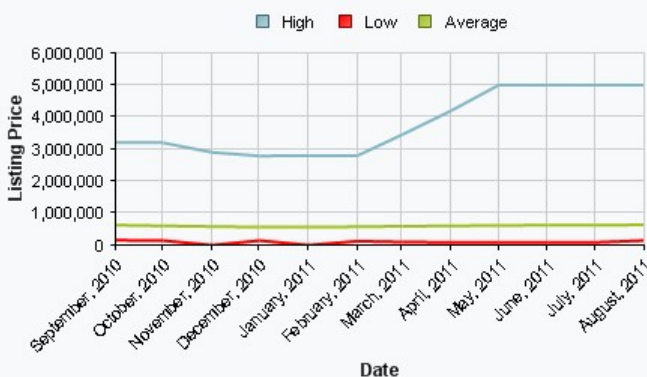


#### AVERAGE LIST PRICE IN AUGUST

Single Family Homes	\$637,269	Condos/ Townhomes	\$279,601	Multi-family	\$599,643
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Average Listing Price (last 12 months)

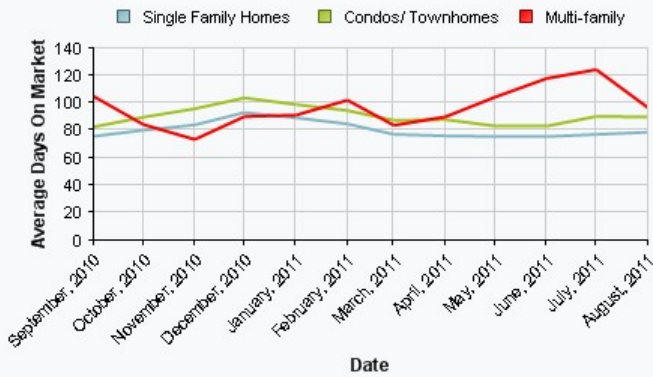


#### LIST PRICES FOR SINGLE FAMILY HOMES IN AUGUST

High	\$5,000,000	Low	\$147,250	Average	\$637,269
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## Fremont, Newark, & Union City! Real Estate Sales Data

Days on Market (last 12 months)

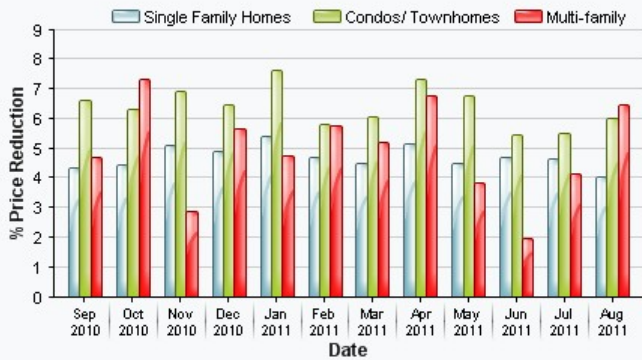


### CURRENT AVERAGE DAYS ON MARKET IN AUGUST

Single Family Homes	79	Condos/Townhomes	90	Multi-family	97
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## Fremont, Newark, & Union City! Real Estate Sales Data

Price Reduction (last 12 months)



### RECENT PRICE REDUCTIONS IN AUGUST

Single Family Homes	4.0%	Condos/Townhomes	6.0%	Multi-family	6.5%
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## An Easy Furniture Fix - Without Calling an Expert

### Revive your wicker

Wicker furniture can be a challenge to clean. But that's no reason to pay a professional. Here are some insider tips:

1. Use a vacuum cleaner with a brush attachment to lift dust, dirt and lint from within the woven reeds.
2. Wipe wicker with a clean cloth moistened with paint thinner (first try a little thinner on an inconspicuous spot to make sure it does not harm the finish). For stubborn stains, lightly rub with a green pot scrubber moistened with paint thinner.
3. To bring up the sheen on wicker, apply furniture wax with a clean cloth.

## Home Improvements and Which Ones to Do

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Whether you plan to sell in the near future, or just want to improve the value of your home, here is one low cost improvement you should consider.

**Light Up Your Life.** Lighting can dramatically affect your mood, so brighten things up! Breezy window coverings allow you to control how much natural lighting you'd like to let in. A strategically placed table lamp or a dramatic chandelier can add character, while making your rooms appear larger and more open. Replace old bathroom or kitchen lights that give your home a dated feel.

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