

Helene Barkin's

Real Estate News



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That was Then...

Two years ago at this time, the Ad Review, a weekly printed guide to local Sunday Open Houses, listed just over a hundred homes for sale; this week's guide lists over 400 homes. The new reality in our area is increased supply, and increased pressure to price competitively.

Selling in a Transitional Market

When selling in a transitional market, the two most important factors are price and condition. What you think your home is worth is not as important as what buyers think, and are willing to offer. The art of the deal is in preparing and pricing your home to generate interest and offers while other homes sit on the sidelines.

Pricing is Key

We've talked before about the importance of pricing strategically. Buyers are attracted to new listings, and are willing to pay more for them; the longer a property sits on the market, the lower the offers will be. If your home sits on the market for a long time, potential buyers may assume that there are issues with the property; you will also incur additional costs keeping the house clean, staged, and ready to show. If you end up having to reduce your price, buyers may question whether you have unreasonable expectations about what your property is worth.

At the other extreme is the fear of underpricing and leaving money on the table. While there are no guarantees, the market typically recognizes an under-priced property and drives the price up to fair market value... or higher... with multiple offers.

Curb Appeal Matters

First impressions are even more important when there is more inventory for buyers to compare. Homes with curb appeal sell more quickly; those without it can languish on the market, eroding the price buyers are willing to pay.

Deep cleaning, de-cluttering, repairs, a fresh coat of paint and staging will all help buyers see your home in the best possible light. I will guide you through all of these exercises.

Experience Matters

Setting the listing price that will generate the most excitement and potentially drive the price of your home over fair market value is a collaborative effort. Agents who propose the highest listing price are not

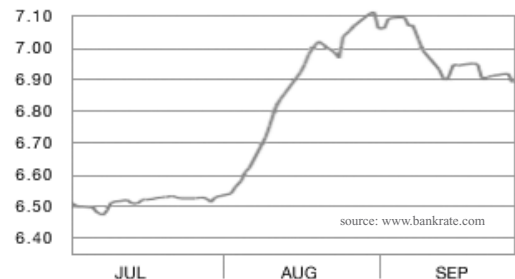
necessarily your best choice. Choose the listing agent who can back up their proposal with the most facts, market research and experience.

... And This is Now

While the recommendations in this article hold true in all markets, today's market is less forgiving than the fast-paced markets of previous years.

Please call with comments or questions about this article, or for a no-obligation walk-through of your home to assess what you should do to get it ready for market!

30-Year Fixed Rate Jumbo Mortgage



Today's real estate market requires knowledge, substantial experience, and use of cutting edge resources and tools coupled with networking and affiliation with the best marketing sources. "Consistently honored as a top producing agent in the East Bay, Helene's focus over the years has been on excellence in every respect. She has specialized in handling sales and listings of many prestige properties. Her clients know that they are getting the most personal real estate service available, and are always completely impressed."

Exceptional Service! Exceptional Results!

If you are thinking about making a move, and would like a confidential, complimentary analysis of the value of your home, or just want to discuss the current real estate market, please contact helene@helenebarkin.com, call (510) 331-1122, or visit helenebarkin.com.

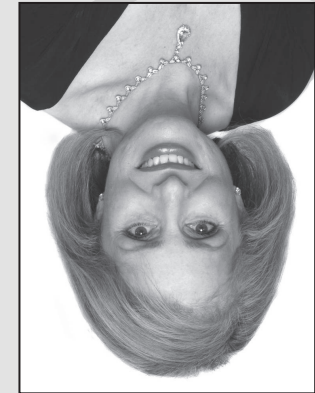
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For sales activity and community
resources in your neighborhood visit:
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Sampling of 3rd Quarter Sales (June through September 2007)

	BEDS	BATH	LIST PRICE	SOLD PRICE	SOLD DATE
• Stonewall Road, Berkeley	5	4	\$2,800,000	\$3,000,000	09/24/07
• Templar, Oakland	3	2	\$1,195,000	\$1,280,000	09/19/07
• Oxford Street, Berkeley	2	2	\$775,000	\$836,000	08/31/07
• Parkside Drive, Berkeley	3	2	\$1,550,000	\$2,050,000	08/31/07
• Wildwood Ave, Piedmont	5	4.5	\$3,000,000	\$3,000,000	08/17/07
• N. Hill Court, Oakland	5	3	\$1,875,000	\$2,175,000	08/15/07
• Prince Street, Berkeley	2	1	\$869,000	\$942,000	08/10/07
• Littlewood Drive, Piedmont	3	3	\$1,495,000	\$1,605,000	07/27/07
• Euclid Ave, Berkeley	5	3	\$1,895,000	\$1,900,000	07/18/07
• Gravatt Drive, Oakland	6	4	\$2,500,000	\$2,300,000	07/17/07
• Hawthorne Terrace, Berkeley	2	2	\$1,249,000	\$1,275,000	07/13/07
• Mendocino Ave, Berkeley	4	3	\$1,895,000	\$2,280,000	07/13/07
• Sunset Lane, Berkeley	3	2	\$850,000	\$1,051,000	07/06/07
• King Ave, Piedmont	2	2.5	\$1,995,000	\$1,938,000	06/29/07
• Los Angeles, Berkeley	4	1	\$1,395,000	\$1,500,000	06/27/07
• Seller and/or buyer represented by The GRUBB Co. and/or Helene Barkin					

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With all the press about the problems in the mortgage market, I thought it might be interesting to provide sales in a variety of price ranges in Berkeley, Oakland and Piedmont that have occurred recently. As you can see, despite the concerns of buyers and sellers the market is still strong. If you have questions about a particular property not listed here or a specific segment of the market and how it is doing currently, please feel free to contact me. As always, I am available to do a complimentary assessment of the value of your property; I can be reached at 510-654-1280 x.424 or Helene@HeleneBarkin.com