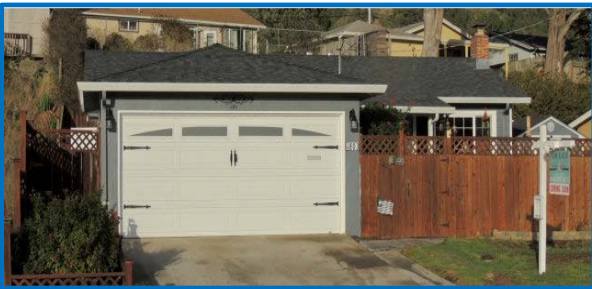


SF HomeLife's Good News Real Estate Report

Greetings to you in 2015! We are ending the first quarter of the year and our Bay Area Real Estate market is off to a very strong start, at least for Sellers! Inventory is still extremely low and interest rates are very favorable for purchasing or refinancing. Our Bay Area employment market is one of the best in the nation, a lot of that is fueled by Silicon Valley business.

Locally in Pacifica prices have reflected the pressure of low inventory and high demand. Recently a Linda Mar Rancher sold through our office for \$695,000. This rancher at 803 Crespi Drive has the original hardwood floors and wall heaters. A larger than normal lot at 6,600 square feet and a nicely done rear yard.



Another property that we just sold was 1239 Park Pacifica. This was a very desirable Newport model. This home has 5 bedrooms and 3 baths. Listed at \$899,000 we received three offers. The accepted offer was \$955,000 and the buyers took the property "as-is". This is a beautiful home which had a

remodeled kitchen, hardwood floors, a family room with a gas fireplace, laundry room and lots of other upgrades throughout.



Another property that we recently sold was 270 Marvilla Circle. This home is located on a very desirable street in Linda Mar, in a small tract of homes built in 1989 and 1990. These homes are highly sought after and few come available for sale. This tract is between Linda Mar Blvd. and Crespi, just south of Peralta.



There are some very strong new trends happening in Pacifica that you should be aware of:

- 1) We are seeing large numbers of buyers coming from San Francisco.

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- 2) We are seeing long time residents of Pacifica moving out of the area to more affordable areas.
- 3) There is also a good number of downsizing. We have several empty nesters looking to downsize to a single level home. **CALL US IMMEDIATELY** if you have a single level home or anyone you know has a single level home and may be looking to make a change.
- 4) We have a lot of buyers who have seller anxiety. They want to make a move, but are concerned there is nothing for them to buy. Though more inventory seems to be popping up lately, we need a more level playing ground. So again, if you are looking to make a move, give us a call right away. We may be able to do some exchange of homes. Where there is a will... We will manage to find a way!

Today's Current Rental Market!!

The rental market is **incredibly expensive**.

Talbot Avenue – 1 bedroom Apartment starts at \$2300 a month.

Fairmont Rancher – 3 bedroom 1 bath \$2675

Fairmont Rancher – 3 bedroom 1 bath \$2950

Seacliff apartments - 1 bedroom 1 bath \$2280

Palmetto Avenue Apartment – 2 bedroom 1 bath \$2775

Beach Blvd – 1 bedroom 1 bath; 750 sqft - \$2495

Park Pacifica – 3 bedroom 2 bath - \$3500

Paloma Avenue – 2 Bedroom 1 bath – 910 square feet, \$2444

Gateway drive – 2 bedroom 2 bath 950 square feet - \$2900

Park Pacifica Townhouse - 2 bedroom 1.5 bath 1000 square feet - \$2550

Palmetto Condo - Ocean view – 2 bedroom 2 bath 1435 square feet \$4,000

Valleymar Rancher - 3 bedroom 2 bath 1 car garage \$3500

Esplanade Apartment - 2 bedroom 1 bath, 925 square feet – Starting at \$3,319

Ok, so rents are simply just crazy.

SFHomelife does property management also and we are amazed at the demand for rental housing, even at what we feel are astronomical rates. Yet, the demand is there! San Francisco and Peninsula property rents are even higher, making Pacifica, as always, seem like screaming deals to some people.

Sales and Purchasing Activity

Need I say that the market is also insane when it comes to selling and buying? Prices are just continually going up. So if you are a seller it is certainly a great time to be selling your property. Many of our clients are able to take advantage of transferring their property taxes to another property in San Mateo County or to other counties that honor that tax transfer. I am certain that I've said the same regarding pricing in previous newsletters. It is extremely hard to be a buyer. That being said, there are always ways to make your offer stand out above all others.

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Don't forget.... we have also been arranging mortgage loans for our clients for over 20 years! Lenders are more reasonable now, so even if you think you can't get a loan or refinance your loan, give us a call!

[Sharon Vella](#)

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Loan Types

- Residential Purchases & Refinancing
- Commercial Purchases & Refinancing
- Hard Money Lending
- We can close in as fast as 16 days!

Call Sharon to see what kind of financing she can obtain for you!

Property Types

- Residential Homes and Land
- Apartment Buildings
- Mixed Use Properties
- Warehouse & Distribution facilities
- Shopping Centers and Retail Strips
- Commercial Building – Multi-tenant
- Commercial Building – Single credit tenant
- Land Development, Including mixed use
- Hotel/Motel acquisition or development
- Special use properties

We want to help you with all of your real estate needs in the Bay Area and beyond!



When we are ready to market your home, we will of course remind you of the importance of curb appeal! According to Realtor.com – Curb Appeal can increase the value of a home by 4 to 5 % !

Flowers

Flowers are one of the easiest and least expensive ways to make the front of your house look inviting and instantly increase the curb appeal of your home.

Without any real landscaping at all, flowers can transform a rather drab and dreary looking front yard into one that looks colorful and lush. Especially during spring and summer, you should take advantage of the season by planting pots and flower boxes.



Flowers

You should choose colorful flowers that will be in bloom during the time you're selling your home. Planting the flowers in planter boxes and pots is easier than planting them in the ground and lets you more easily place them where they can have the most visual impact. You don't need to have a green thumb, or spend a lot of money to get great results either. Visit your local home improvement center or nursery and they will be happy to advise you of the best flowers and plants for you. A hundred dollars and a few hours planting can transform the curb appeal of your home.

One of the nice things about flowers is that you'll see results immediately, and so will potential buyers visiting your home!