

John & Katie

REAL ESTATE BRIEFING

FEBRUARY 2015

“WHERE’S THE REAL ESTATE MARKET HEADING?”



Photo by Sharon Griswold



Moving Lives Forward!

John Griswold **Katie Griswold**

858.342.2838

Cal BRE 01888584

858.342.6858

Cal BRE 01927287

JohnandKatieTeam@gmail.com

Pacific | **Sotheby's**
INTERNATIONAL REALTY



Where's the Real Estate Market Heading in 2015?

The huge shift in real estate as we head into 2015 is that the “sellers market” is returning to a “normal” or “balanced” market. The implications of this shift are gigantic for both sellers & buyers.

In a **seller's market**, a home or condo comes on the market & sells quickly & at a price above recent “comps” (comparative sales). In a **balanced market**, a home or condo comes on the market & then sits on the market for a longer time, but eventually sells at a price equal to recent comps or slightly below.

As we look out on the real estate landscape as seasoned professionals, we see this “balanced market” taking stronger & stronger hold. Yes, there are some exceptions. Homes priced aggressively still generate multiple counter offers & may still sell “over” previous comps. This is because inventory is so scarce.

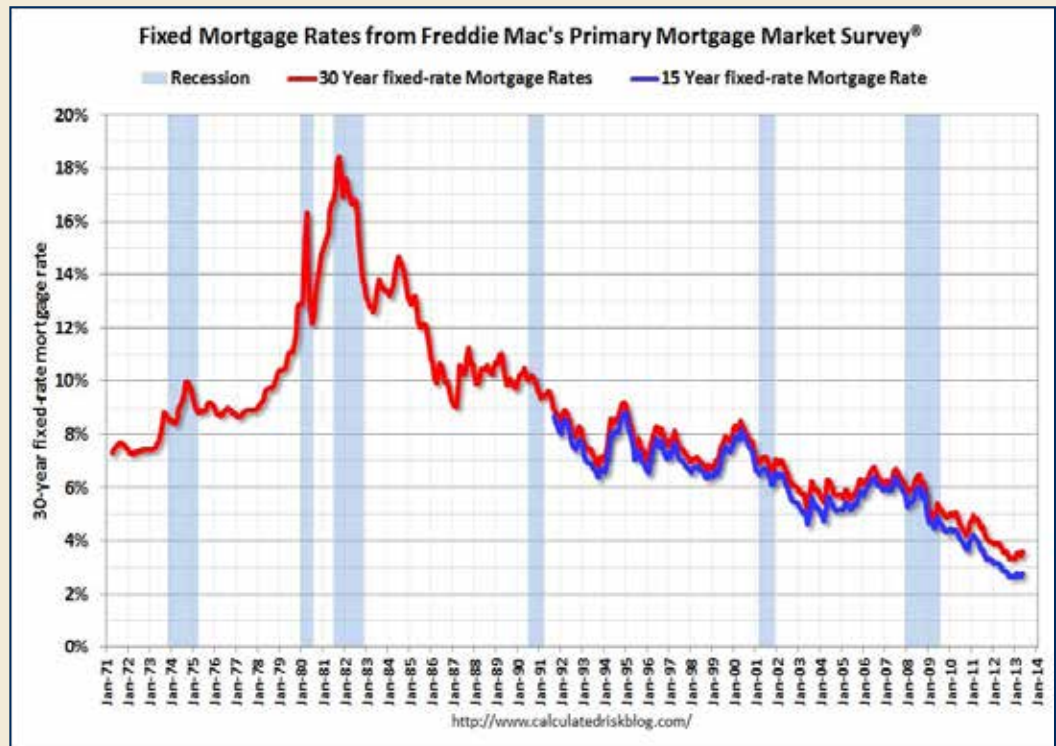
However, most listings are taking longer to sell because many sellers are priced too high for a balanced market where buyers realize they have time to wait for the right property - or the right price.

Where will prices go in 2015?

Our best estimate is that prices will either stay level or tick up perhaps a few percentage points. This would be more characteristic of a “balanced market.”

On the “plus” side for buyers, we have a strengthened economy which supports their ability to get into the market. We also have amazingly low interest rates that are expected to start climbing slowly - but they've actually been declining. Both these elements support buyers.

On the plus side for sellers, we still have a very low inventory of homes for sale. This supports higher selling prices.



Just to confuse things a little more, we also have a more fragile world economy outside the United States. So all the factors above have led to the shift towards a more balanced market for 2015.

In this “balanced market,” our negotiating skills become highly prized. Many agents “give away the farm” when the going gets tough. We stay strong & successful in our negotiations because we are so fine-tuned to the market. Our goal is never to get a quick sale (though that would be good for us - but not necessarily for the seller.) Our goal is always to get our sellers the highest possible price & negotiate intensively for that reality. This takes refined pricing & expert negotiating. When we represent buyers (30% of our business), we are equally adept at negotiating for the lowest possible price!

As you can see from the depth of this “Briefing” you’re reading, we are extremely focused on being at the top of our game to serve our sellers & buyers **beyond their highest expectations!** We look forward to serving you with all our talent, experience, heart, & proven excellence.

Explore John & Katie More Deeply. Visit
www.JohnandKatieTeam.com

John 858.342.2838

Moving Lives Forward!

Katie 858.342.6858

Who Are The Brother-Sister Experts?

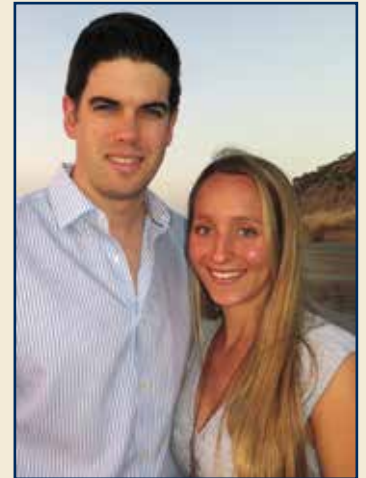
Greetings from John & Katie, the Brother-Sister Expert team. We love serving coastal North County communities. Our goal – with each client – is to bring you the highest possible price with service & results beyond your highest expectations.

So who are John & Katie?

We grew up in a real estate family where client needs always came first. Our Dad (quote below) & his partner, Scott Peck, are the #1 agents in Solana Beach - & have been for many years. We are excited to carry on this tradition of excellence. We live our slogan “Moving Lives Forward!”

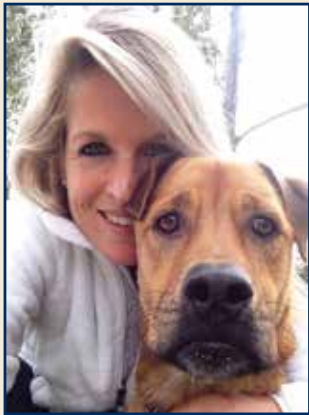
Meet John

John has been active in real estate since 2010. He joined Amber Hotel Company, a boutique commercial firm specializing in hotels, motels, & resorts. As Vice President, John brokered hotels across the country, working with sellers from coast to coast & buyers from around the world. John has a bachelor's degree from Principia College. John is also a second-generation Eagle Scout. More important than anything else, John is happily married to Elizabeth (picture to right).



Meet Katie

Katie has been active in real estate since 2011 with Tallen Capital Partners, a commercial Real Estate Investment & Brokerage company. As Director of Leasing, Katie specialized in the redevelopment & repositioning of retail properties throughout the Western US. Katie graduated from the Kelley School of Business at Indiana University. She was also 3-time co-captain of the women's field hockey team.



Say both: Our backgrounds in commercial real estate have given us a wealth of experience & knowledge. We are strong communicators & negotiating experts. **Although we were quite successful, our hearts have always been in residential real estate where it's more about 'Moving Lives Forward' than price per square foot.** We are absolutely thrilled to be working as Associate agents with Scott & Bob on their powerful Pacific Sotheby's International Realty team.

We love this community. We work very hard to be genuine experts in this neighborhood because that's what our clients need. Also, we're fun to work with. We're noted for communicating openly & freely. Integrity is our top value. **Our goal is to sell your home at the highest possible price & that takes savvy awareness of the market & powerful negotiating skills!**

If you are guided to sell your home in 2015, please give us a call. You'll be surprised to learn the depth of our strategies for your success. We'll be delivering note pads with this market “Briefing” to your door so feel free to say hello. We don't ever ring door bells because we know that most people don't appreciate that. We wish you & your loved ones an abundant 2015! Call us any time.



“A Dream Come True!”

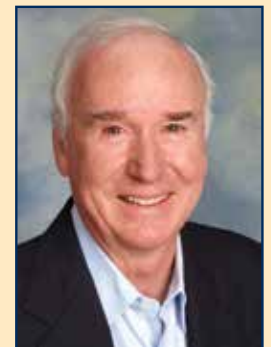
“As John & Katie's father, having them join me in real estate is a dream come true. They've each gained valuable experience as commercial real estate agents, but their real excellence is in serving people. They are going to be fabulous agents for their sellers & buyers. I'm a happy Dad.

Bob Griswold, Realtor & Partner with Scott Peck,
Pacific Sotheby's International Realty

“A Fabulous Brother-Sister Team”

“I was thrilled when John & Katie came to Bob & me & asked to join us as Associate Agents at Pacific Sotheby's International Realty. Bob, of course (their father) was already prejudiced in their favor. But speaking independently, I've observed - for many years - how immensely talented John & Katie are in real estate. They are fabulous communicators, on the tech cutting edge, & very savvy on real estate sales. Their clients are going to be real winners! As the #1 agents in Solana Beach (with 25% of our sales in Encinitas) many agents have asked to join our team, but we said “Yes!” to John & Katie because they fit our high ethics & commitment to serving our clients beyond their highest expectations.”

Scott Peck, Associate Broker, Pacific Sotheby's International Realty



John & Katie
The Brother-Sister Expert Team

John Griswold
858.342.2838

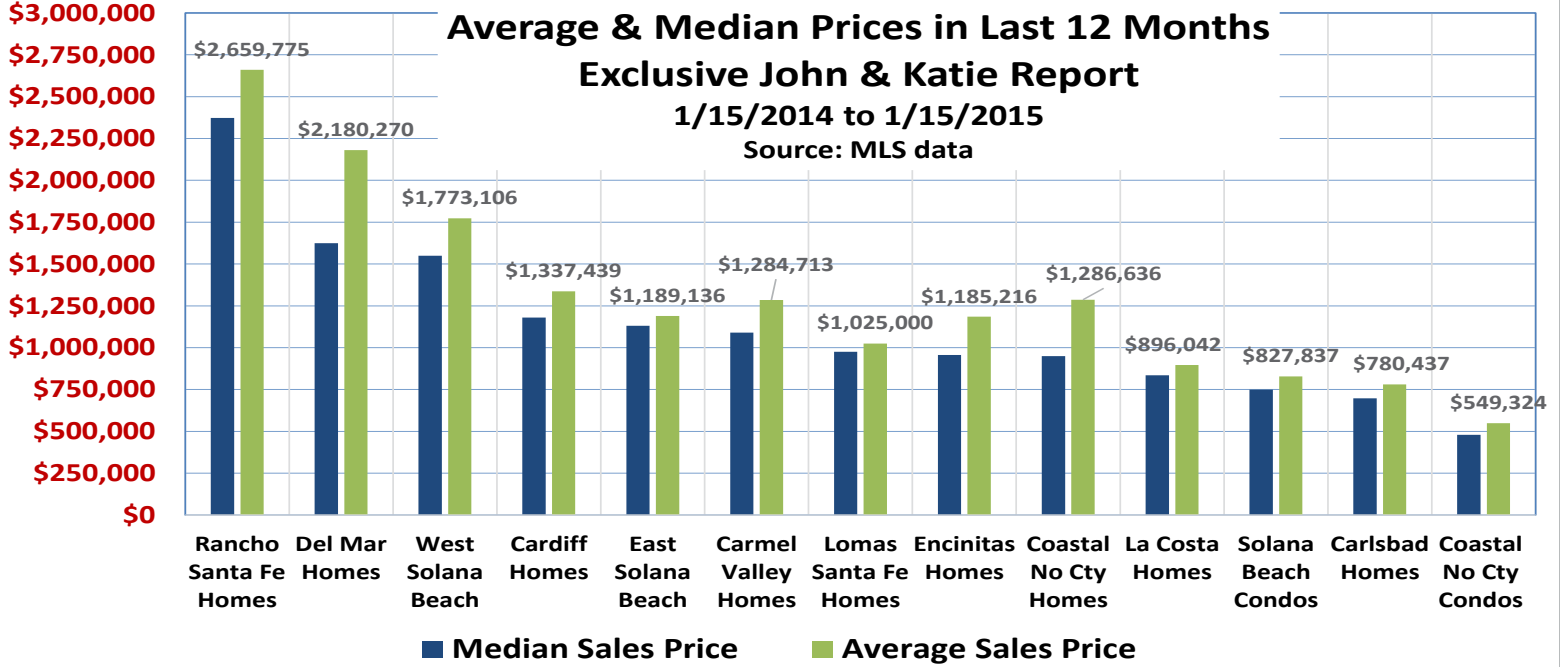
Katie Griswold
858.342.6858



3702 Via de la Valle, Del Mar, CA 92014

Visit our website. See what our clients say about us
JohnandKatieTeam.com

Price Comparison Chart



John & Katie - Wisdom & Clarity in the Deluge of Data

Percent (%) Change Chart

Average & Median Percent Change in Last 12 Months
Exclusive John & Katie Report
1/15/2014 to 1/15/2015
Source: MLS data

