



Debi Gotlieb:

- ★ Master's of Business Administration
- ★ Bachelor of Science in Marketing (A.S.U.)
- ★ Designated Broker for Key Results Realty LLC since 2010
- ★ REALTOR® Since 1994
- ★ Certified Residential Specialist (CRS)
- ★ Graduate of the Realtor Institute (GRI)
- ★ Accredited Buyers Representative (ABR)
- ★ Certified Negotiation Expert (CNE)
- ★ 20 Years of Corporate Sales & Marketing Experience for Xerox, Intel, Compaq, & Sun Microsystems
- ★ Top 1% of Agents in the Southeast Valley

November, 2020

Debi@DebiGotlieb.com

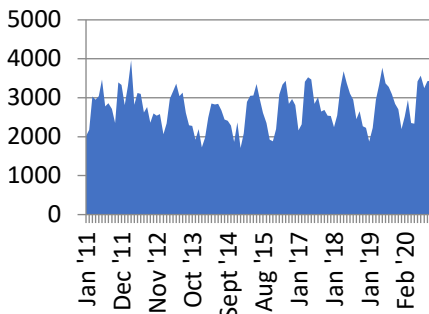
Cell: (480) 217-1930



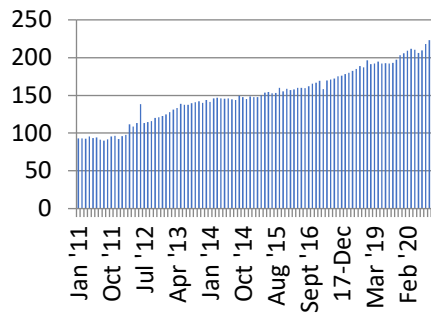
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Single Family, East of Central in Maricopa County

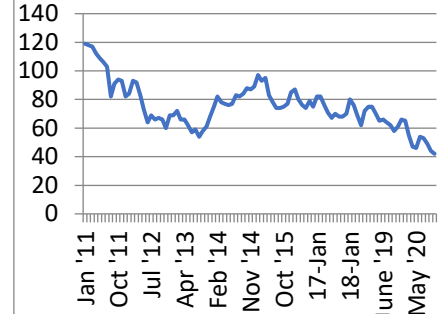
Number of Transaction



Average Sales Price-Per-Square-Foot



Average Days on Market



Debi's Market Update

East Valley: The market continues its momentum. The East Valley has experienced an average of 3400 sales per month for the past five months PLUS prices increased an average of almost 4% over September, 2020! I have not seen numbers like this since I started keeping track in 2011.

85226: In October, 70% of the closed transactions accepted offers equal to or more than list price. Nine sellers contributed to the buyers' closing costs, averaging \$3727. Prices jumped 7% from August to September and prices held firm in October. October '20 average price-per-square-foot increased 12.6% over October '19.

Lenders require appraisals justifying the price. And, 15% of sellers, in October, were unsuccessful with selling their homes. Your choice of real estate professionals is still important to the mix.

Sellers have choices! If your home is in disrepair, you have too much stuff, loads of animals, etc. I can help you sell to an investor. The option always impacts your profits, plus working through their shenanigans may be a frustrating, but viable option and I can manage the process.

No matter what your situation may be, please call Debi Gotlieb to buy or sell a home in this market. Debi will advise you on the best strategy to maximize your profits!

Single Family Homes Sold in 85226: 2019 vs. 2020

	2019			2020		
	#	\$/SF	DOM	#	\$/SF	DOM
July	66	\$187	47	56	\$194	37
August	58	\$190	43	67	\$199	38
September	43	\$191	52	72	\$213	27
October	41	\$189	30	48	\$213	26
Price	Sold Sept/Oct 2019		Sold Sept/Oct 2020			
\$0-300,000	27%		15%			
\$301-400,000	45%		43%			
\$401-500,000	17%		28%			
\$501-600,000	11%		11%			
\$600,000+			3			

My Father's House in South Scottsdale

Last November 2019, unbeknownst to me, a criminal sent an email to Zillow intending to sell my deceased father's home (remodeled in 2016, not a distress property). In 20 days, Zillow, Zillow's Realtors & a Title Company worked with two criminals (30-ish year-olds & 2 races) to sell the house my dad bought 42 years ago. The criminal gave the Realtor approval to toss everything my father owned. I caught a Zillow contractor selling his possessions online. (We are heartbroken)



Justin's Corner

We fought Zillow and, two attorneys later, successfully got the house back in our possession. My father's belongings are gone forever. The notary in California got a fingerprint and the police know who one criminal is. It's an easy crime and there are no protections or responsibilities by anyone involved. There is no way to "lock" or freeze a title. More to come.

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