



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

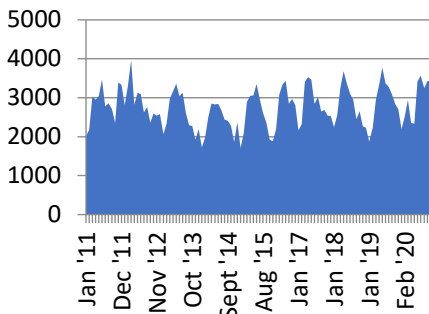
Cell: (480) 217-1930



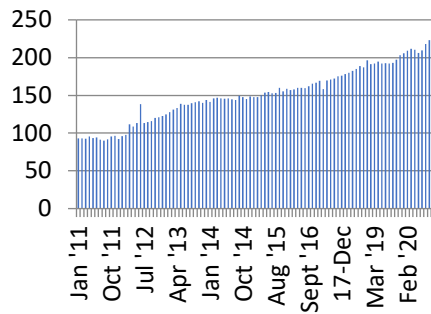
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Single Family, East of Central in Maricopa County

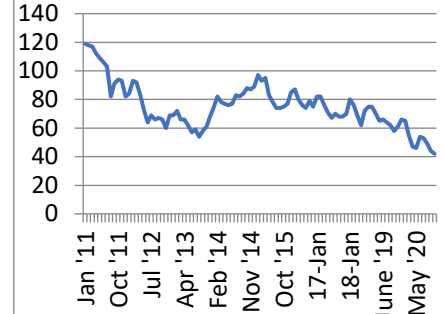
Number of Transaction



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 have increased an average of almost 4% over September. 2020! I have not seen numbers like this since I started keeping track in 2011. Interestingly, not everything sold . . . as a matter of fact 11% of homes listed did not sell, thus cancelling or expiring. These were homes in all price ranges.

Due to pricing momentum, there are less homes available under \$300,000 and the sweet spot of the market has increased to homes under \$500,000. There are not enough homes on the market to meet the demand at lower price ranges. And closed sales in the upper range increased 123% year-over-year.

Interest rates are at all time lows and demand is strong. The unknowns are how lay-offs, furloughs and lack of income due to the pandemic might affect future sales.

Lenders require appraisals justifying the price. Pricing is an extremely important part of selling success. Your choice of real estate professionals is still important to the mix. Call Debi Gotlieb to buy or sell a home in this market. Debi is an experienced professional that will give you the edge in this market!

Single Family Homes Sold in East Valley: 2019 vs. 2020

Price	Sold Oct 2019	Sold Oct 2020	Active Listings			
\$0-300,000	788	429	165			
\$301-400,000	869	1,081	422			
\$401-500,000	485	621	374			
\$501-600,000	259	422	292			
\$601-700,000	150	256	250			
\$701,000+	289	646	1253			
	2020		2019			
	#	\$/SF	DOM	#	\$/SF	DOM
Aug	3244	\$223	49	3100	\$193	61
Sep	3427	\$224	44	2780	\$194	58
Oct	3455	\$234	42	2842	\$197	56

My Father's House in South Scottsdale

Last November 2019, unbeknownst to me, a criminal sent an email to Zillow intending 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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