



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](mailto:Debi@DebiGotlieb.com)

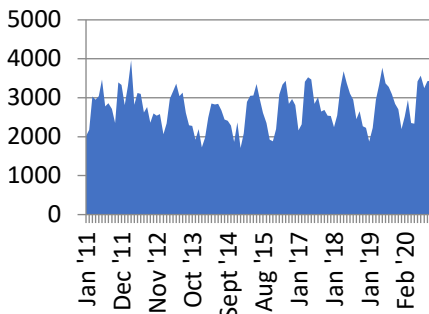
Cell: (480) 217-1930



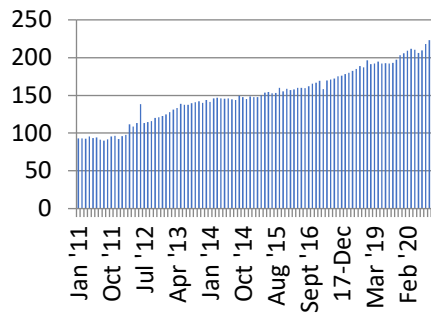
[www.DebiGotlieb.com](http://www.DebiGotlieb.com)

Single Family, East of Central in Maricopa County

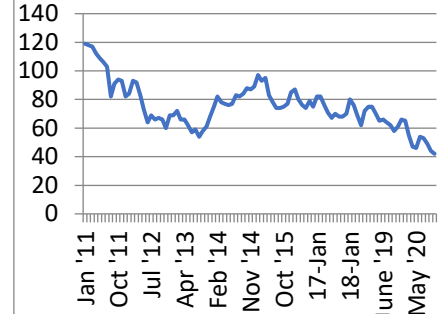
Number of Transaction



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.

**85284:** In October, 45% of the closed transactions accepted offers equal to or more than the list price. There were no cash buyers. Seven sellers contributed to the buyers' closing costs. Prices jumped 12% year-over-year for non-custom homes, continuing its upward trend. For custom homes prices dropped 3.5% year-over-year and showed some weakening from August and September. However, one month does not make a trend. Most interesting is that 33% of the listings that sold in October lowered the price from the original list price by an average of \$34,000. As I studied pending listings, while there were some price adjustments, it was not as prevalent. Thus, sellers may be more reasonable with their initial list price. Additionally, demand is strong with less than one month of inventory, indicating a seller's market.

Lenders require appraisals justifying the price. And, there were four sellers (13% of all October sales) unsuccessful with selling their homes. 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 experience professional that will give you the edge in this market!

### Single Family Homes Sold in 85284: 2019 vs. 2020

Price	Sold Oct 2019	Sold Oct 2020
\$0-400,000	8	7
\$401-500,000	8	6
\$501-600,000	1	7
\$601-700,000	2	8
\$700+	6	8

	2020				2019			
	Non-Custom		Custom		Non-Custom		Custom	
	#	\$/SF	#	\$/SF	#	\$/SF	#	\$/SF
Aug	29	\$210	4	\$237	18	\$181	5	\$222
Sept	30	\$218	8	\$233	23	\$179	5	\$218

### 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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