



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

January, 2021

Debi@DebiGotlieb.com

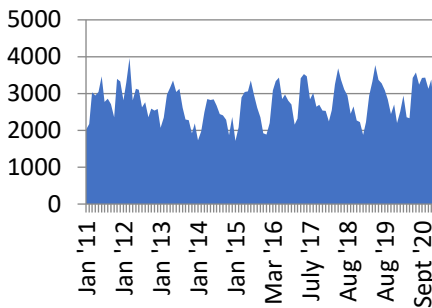
Cell: (480) 217-1930



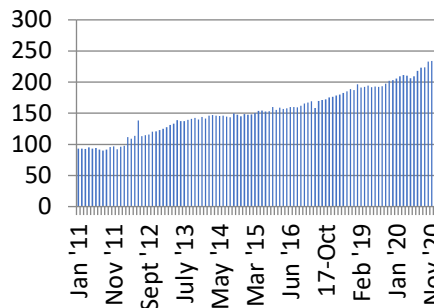
www.DebiGotlieb.com

Single Family, East of Central in Maricopa County

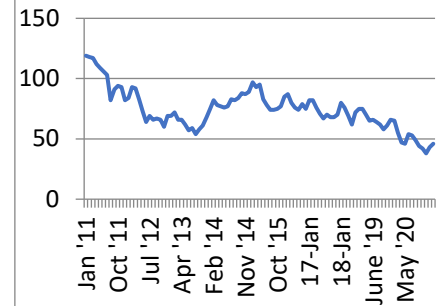
Number of Transaction



Average Sales Price-Per-Square-Foot



Average Days on Market



Debi's Market Update

East Valley: The number of closed sales from October through December, 2020 averaged 3,314 per month. January is typically one of the lowest sales months of the year (see above graph for history) and 2021 did not disappoint, dropping to 2,447 closed sales. However, prices continue to skyrocket. January's (2021) average price-per-square-foot climbed to a record breaking \$244.42. This was 2.8% over December and a whopping 18.7% over January, 2020! The number of days on the market is steady with an average of 46 days. Low interest rates and consumer confidence continue to drive the market.

Single Family Homes Sold in 85226: 2020 vs. 2021

Price	Sold January 2020	Sold January 2021
\$0-300,000	12	3
\$301-400,000	14	22
\$401-500,000	10	15
\$501-600,000	1	3
\$600+	4	

85226

Actual Sold Price Compared to List Price

	More	Equal	Less
December '20	40%	26%	35%
January '21	43%	23%	34%

85226 Analysis: Demand for homes continue to outpace the supply. As stated before, January is always one of the lowest sales months of the year. While year-over-year, 85226 was up by two sales or 5%, the number of transactions dropped by 35% from December, 2020. This is an expected trend and should not be alarming. The average price of a home sold in January, 2021 was \$387,623 – still quite affordable. However, the inventory of homes priced under \$300,000 is marginal. Eighty-six percent of homes sold were between \$300,000 and \$500,000. January's (2021) average price-per-square-foot increased 16.9% over January, 2020. Despite multiple offers and a market tipped in the seller's favor, almost 35% of buyers were able to negotiate a price less than list. Homes that are clean and well maintained with "mainstream" upgrades are being rewarded with the best prices. Lenders are still requiring appraisals and pricing a home correctly is a necessity.

Your choice of real estate professionals is important and having an expert that can guide you in this market is priceless. Call Debi Gotlieb to buy or sell. Debi is an experienced professional that will give you the edge.

New Website!

www.DebiGotlieb.com

***Neighborhood Videos*Tax Records*Plat Maps*Homes on the Market/Sold & Much More**