



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

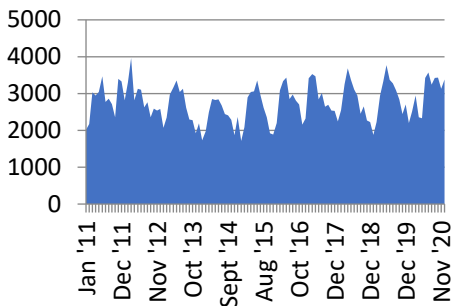
January, 2021
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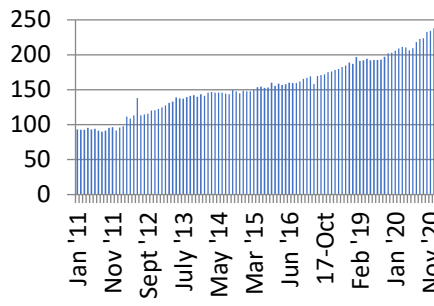
www.DebiGotlieb.com

Single Family, East of Central in Maricopa County

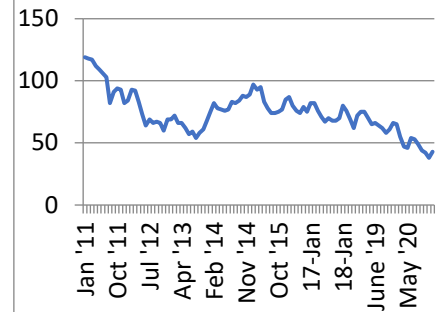
Number of Transaction



Average Sales Price-Per-Square-Foot



Average Days on Market



Debi's Market Update

East Valley: The market continues its momentum. In October-December 2020, almost 10,000 single family homes were sold – record breaking. The price-per-square foot was up almost 17% in 2020 compared to 2019. Low interest rates and consumer confidence continue to drive the market.

85284 (Q4-October-December, 2020): Demand for homes, both non-custom and custom, continue to outpace the supply. The number of custom homes that closed in Q4, 2020 were up an astounding 92% over Q4, 2019 and non-custom homes were up 43%. The average price of a non-custom home was \$494,092, an 8.4% increase year-over-year. The average price dropped by 3.5% to \$879,863 for custom. Non-custom average price-per-square-foot increased 14% over 2019 and up 6% for custom. Sixty percent of homes sold were under \$600,000. Despite multiple offers and a market tipped in the seller's favor, over 50% of buyers were able to negotiate a price less than list. Buyers were more successful negotiating "less than list" when buying a custom home. Finally, 6% of homes did not sell, thus taking the home off the market – a small number, unless your home was one of the 6%.

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.

Single Family Homes Sold in 85284: 2019 vs. 2020

Price	Sold Oct-Dec 2019	Sold Oct-Dec 2020
\$0-400,000	19	23
\$401-500,000	20	19
\$501-600,000	11	18
\$601-700,000	3	9
\$700+	11	29

Number of Transaction & Price-Per-Square Foot

	Oct-Dec 2019				Oct-Dec 2020			
	Non-Custom		Custom		Non-Custom		Custom	
	#	\$/SF	#	\$/SF	#	\$/SF	#	\$/SF
Oct	20	\$196	5	\$232	27	\$221	10	\$224
Nov	19	\$191	5	\$223	25	\$216	6	\$250
Dec	12	\$185	3	\$261	21	\$220	9	\$278

Actual Sold Price Compared to List Price

Non Custom	More	Equal	Less
October	30%	17%	52%
November	32%	16%	52%
December	53%	5%	42%
Custom			
October	10%	30%	60%
November		33%	67%
December	29%	14%	57%

New Website!

www.CircleGRanches.com

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