

Buying & Selling

REAL ESTATE

A special section by the Pleasanton Weekly

Pleasanton real estate strong as ever

A look at market trends — and tips on buying and selling real estate



Sponsored by
The Moxley Team
of Alain Pinel Realtors

MOXLEY
REAL ESTATE TEAM

**INSIDE
THIS
ISSUE**

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Page 29 6 things to ask prospective Realtors

Page 30 Open homes this weekend
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JUST LISTED



773 ROLLING HILLS LANE
PLEASANTON

Located in the Chateau - 5 BD, 4.5BA, Office, 4,952 Sq.Ft. w/ 812 Sq.Ft. Carriage House - 1 BD, 1BA w/ full kitchen. Main level offers an elegant entry, office just off the entry and a Bedroom with full bath. Private yard with amazing views of the surrounding hills - elegant pool w/ waterfall, spa, private courtyard & spacious grass area.

OFFERED AT \$2,195,000

JUST LISTED



733 VINEYARD TERRACE
PLEASANTON

Located in Vineyard Terrace - 5 BD, 5 BA, 4,000 Sq.Ft. Custom, single level nestled at the end of a private road & offering incredible views of the valley. Chef inspired kitchen offers granite counters, custom built cabinets and a farm sink. Master suite offers vaulted ceilings, views of the yard and a large his/her walk-in closets.

OFFERED AT \$1,750,000

JUST LISTED



1375 BRIONES CT.
PLEASANTON

Located in Ironwood Estates - 4BD, 3BA, 3,182 Sq.Ft. on a 9,200 Sq.Ft. lot. Single Level built in 2005. Open design with top of the line finishes. Private courtyard entry, granite counters, tile flooring, wood flooring... Kitchen w/ 3 ovens, island and large breakfast bar. Move in Ready!

OFFERED AT \$1,395,000

PENDING



1124 DONAHUE DRIVE
PLEASANTON

Located in Ironwood - 4BD + Loft, 3.5 BA 2,922 Sq.Ft. on a 5,500 Sq.Ft lot. Bed & full bath on main level, 3 car garage. Large kitchen w/ nook, island & workstation overlooking great room. Master suite w/ retreat, separate vanity, walk-in closet. Private backyard w/ large patio, arbor & BBQ area.

OFFERED AT \$1,145,000

JUST LISTED



593 DEL SOL AVENUE
PLEASANTON

4 BD, 3.5 BA, 2,169 Sq.Ft on a 10,659 Sq.Ft. lot. Main level offers a Bedroom and Full Bath, Formal living, dining and family room plus a bonus / media room/office. Large 2 level deck off kitchen/family room overlooking large grass area and offering amazing views. Open design, modern amenities and wood flooring throughout main level.

OFFERED AT \$1,105,000

JUST SOLD



575 DEL SOL AVENUE
PLEASANTON

Best un-obstructed view in Downtown Pleasanton - 3 BD, 2.5 BA, 2,266+/-sf. Updated kitchen w/ custom cherry cabinets, island and nook. Formal living & dining room of entry. Large deck off kitchen offering privacy & relaxation. Master suite offers large closet and vaulted ceilings.

JUST SOLD AT \$930,000

PENDING



2018 FOXSWALLOW ROAD
PLEASANTON

Located in Birdland Neighborhood 4 BD, 2 BA, 1,923 Sq.Ft. on a 7,214 Sq.Ft. lot. Formal living, dining and family room. Kitchen offers a large breakfast nook, recessed lighting and opens to dining room. Master suite offers a large retreat, access to backyard, 2 closets & remodeled bath w/ large walk-in shower.

OFFERED AT \$875,000

JUST SOLD



3583 BALLANTYNE DRIVE
PLEASANTON

Located in Pleasanton Meadows. 4 BD, 2.5 BA, 2,126 Sq.Ft. on a 6,500 Sq.Ft lot. Updated throughout, granite counters & cherry cabinets in kitchen, tile floors throughout main level, generous storage. Living room opens to kitchen/nook and backyard. Yard offers mature landscaping, spa and private patio.

JUST SOLD AT \$850,000

PENDING



437 AMADOR CT.
PLEASANTON

Located close to Downtown - 4 BD, 2.5 BA, 2,012 Sq.Ft. plus detached 400 Sq.Ft.+/- detached in-law unit, on a 14,414 Sq.Ft. lot. Large & private yard w/ creek! Main living area offers a family room w/ "open beam" vaulted ceilings and access to a large redwood deck overlooking the yard.

OFFERED AT \$820,000



KRIS & TYLER

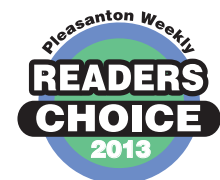
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925.600.0990



ALAIN PINEL
REALTORS

900 Main Street, Pleasanton, CA 94566

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The future of home ownership in Pleasanton

Look for homes with a higher price tag in years to come

By Dave Stark

What will purchasing a home in Pleasanton look like in the next few years?

Pretty much what it looks like today, but with a higher price tag.

Pleasanton is essentially built out. In other words, there simply isn't much undeveloped land left in town to build homes.

The city of Pleasanton is currently embarked on a process to study options for the east side of town, but the results are still months or even years away. Even when that study is completed, there's no guarantee that residential development will be an option or if that option would be approved.

Another way to look at the future of home ownership is that it's unlikely another Birdland, Country Fair, Vintage Hills or Jensen Tract neighborhood will be built in Pleasanton. Instead, buy-



Dave Stark

ers looking for new homes will choose from the handful of "in-fill" projects sprinkled throughout the community.

When thinking about homes for sale in Pleasanton during the next few years, what you see is what you get. But even what you see isn't necessarily what will be on the market.

The lack of inventory is driven, in part, by rapidly increasing sales prices. High prices present a challenge for buyers and sellers. Current Pleasanton homeowners who want to sell and then purchase another home in town face rising prices and competition from other buyers. Many choose to stay put, and that decision cuts the supply of homes on the market.

Another factor keeping homes off the market is very obvious — Pleasanton is a desirable place to live and there's no reason to leave. In some communities, homeowners with young children will move to another city with higher performing schools. The decision to move when the kids reach school age results in more homes on the market. This situation rarely happens in Pleasanton. In fact, many families buy a home here for the excellent schools.



COURTESY DOUG BUENZ

Pleasanton continues to be an attractive option for current and prospective residents because of its home inventory (like the luxury house above), high-performing schools and economic success.

About the cover : Another luxury Pleasanton home. Photo courtesy Moxley Real Estate Team.

Finally, Pleasanton's economic success is another major reason there are fewer homes for sale. The community is a job center for the Tri-Valley and thousands of employees commute long distances to Pleasanton every day. Their desire for a shorter commute and high quality of life further adds to the demand for home ownership.

Each of these factors helped keep sales prices high and sales activity strong even while other areas in Northern California struggled during the recession.

As long as Pleasanton's high-perform-

ing schools and employment opportunities continue, home ownership will be an attractive option for current and future residents. ■

David Stark, Public Affairs Director for the Bay East Association of Realtors, manages the association's media relations, political activities and works with elected leaders and government staff in the development of housing policies. He is also serving as the 2014 Chairman of the Board of Directors for the Pleasanton Chamber of Commerce.

74th Annual Pleasanton Rose Show

Saturday, May 10, 2014

Pleasanton Senior Center
5353 Sunol Boulevard

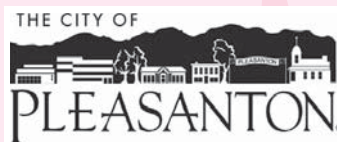
Rose Show Exhibitor Registration	8:00 am - 10:00 am
Judging	10:00 am - 12:30 pm
Open to Public	2:00 pm - 5:00 pm
Awards Ceremony	2:30 pm

Open to the public | Registration and entry are FREE

*Proceeds are donated to
Alameda County Community Food Bank*

For more information, visit:
www.ThePleasantonRoseShow.com

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At Alain Pinel Realtors,
we attract the industry's
most experienced and
forward-thinking agents.

Experience ... *the difference!*



DON FAUGHT, CRS, GRI
Vice President, Managing Broker
925.251.1111
dfaught@apr.com



PLEASANTON/LIVERMORE VALLEY | 900 MAIN STREET 925.251.1111

PRESENTING THE
SPRING COLLECTION
OF DEFINITIVE APR HOMES

DON FAUGHT, CRS, GRI

VICE PRESIDENT, MANAGING BROKER
925.251.1111 dfaught@apr.com





Daniel Alpher
925.548.6500
daniel@apr.com



PENDING

LIVERMORE – Worked with sellers to secure a replacement home and prepared current home for the market. Pending within a week!
Price Upon Request



Lynn Borley
925.487.3371
The 680 Group



PENDING

PLEASANTON – THIS IS IT! Exquisite one story custom home situated on golf course with sweeping views! Please visit 680homes.com for additional information.
\$1,569,000



Janna Chestnut
925.876.6105
jchestnut@apr.com

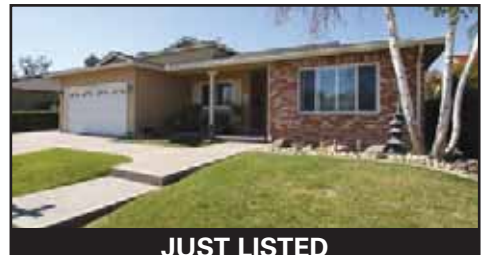


JUST LISTED

PLEASANTON – Space abounds this stunning Laguna Oaks home, 4,100+/-sf, 6bd/3.5ba, situated on a sprawling .4+/- acre lot with an entertainer's dream backyard. Please visit virtual tour: www.8161RegencyDrive.com
\$1,650,000



Dan Gamache
925.918.0332
dangamache@apr.com



JUST LISTED

PLEASANTON – Wonderful "turn-key" home in Del Prado! 4bd/2.5ba, master bedroom downstairs. Remodeled kitchen, beautiful sparkling pool, patio cover & side yard access. Please visit TriValleyHomeSearch.com
\$899,950



Dan Gamache
925.918.0332
dangamache@apr.com



PENDING

PLEASANTON – Classic 3 bd/2.5ba Country model, large kitchen, open floor plan. Kids can walk to schools, swim in beautiful pool and more! Please visit: TriValleyHome Search.com
Price Upon Request



Dan Gamache
925.918.0332
dangamache@apr.com

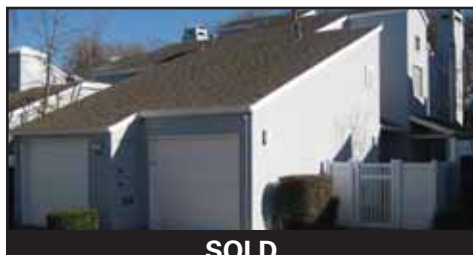


COMING SOON

TRACY – INVESTORS! Great opportunity to own a beautiful 8 unit income producing building. Absolutely turn-key property that has been completely remodeled! Call me for all the details.
Price Upon Request



Dan Gamache, Sr.
925.200.8941
dan@apr.com

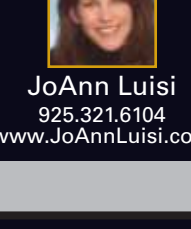


SOLD

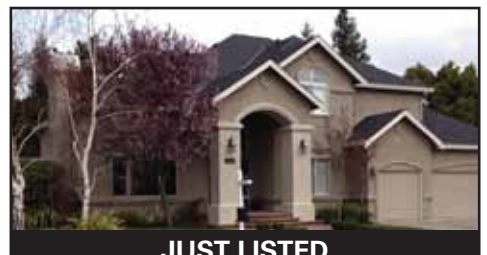
PLEASANTON – Represented Seller's. Sold well above asking. Representing Buyer's and Seller's in the Pleasanton Valley for over 40 years and loving every minute of it!
\$632,000



Jim Tropp
415.676.1073
www.JimTropp.com



JoAnn Luisi
925.321.6104
www.JoAnnLuisi.com



JUST LISTED

LIVERMORE – Executive semi-custom 5 bedroom plus den, 4,150+/- sf home in one of Livermore's finest neighborhoods.



Linda Goveia
925.989.9811
lindag@apr.com



SOLD

PLEASANTON – RUBY HILL! Beautiful custom Mediterranean style home brings the beauty of outdoors inside! Private backyard, pool/spa, built in BBQ — an entertainers dream! Specializing in Ruby Hill & Pleasanton Valley. **\$1,815,000**



Linda Goveia
925.989.9811
lindag@apr.com



PENDING

PLEASANTON – RUBY HILL! Elegant Craftsman style home built by Matken Pacific. Finish work is extraordinary! 5bd/5.5ba, situated on large private lot, court location and views! Specializing in Ruby Hill & Pleasanton Valley. **Price Upon Request**



Mark Kotch
925.989.1581
markkotch@apr.com

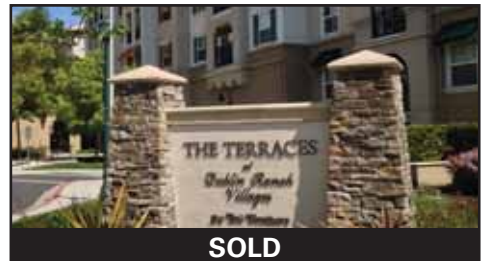


JUST LISTED

HAYWARD – 4 bedrooms, 2 bathrooms, 1,445+/-sf situated on a 5,934+/-sf lot, laminate wood floors, open family room, dining area and designer paint. **\$499,000**



Anni Hagfeldt
925.519.3534
anni@apr.com



SOLD

DUBLIN – Represented Buyer! 3bd/2ba “resort like” condo. Inside laundry, close to award winning schools, shopping & BART. Includes clubhouse, pool, parks, covered parking and security access. **\$467,000**



Stasia Poiesz
925.339.3077
stasia@apr.com



SOLD

PLEASANTON – Represented Seller! Location, location, location!! Close to downtown, farmers market, award-winning schools! **\$700,000**



Dean Wagerman
925.621.4074
dwagerman@apr.com



SOLD

PLEASANTON – Represented Seller. Specializing in where I live — Castlewood Country Club! **\$1,950,000**



Linda Traurig
925.382.9746
ltraurig@apr.com



COMING SOON

PLEASANTON – Gorgeous home with over \$300k in upgrades! 4bd + office/loft, 2.5ba, resort like backyard and so much more! **Price Upon Request**



Diane Smugeresky
925.872.1276
diane@apr.com



COMING SOON

LIVERMORE – Spacious 3bd/2.5ba condo, end unit, 2 car garage, refrigerator, washer and dryer stay. Nice location, picnic area, gazebo and walkways. **Price Upon Request**



Emily Barraclough
925.895.7253
emilyb@apr.com



Esther McClay
925.519.5025
emcclay@apr.com



SOLD

SAN RAMON – Beautifully updated home in desirable San Ramon neighborhood. 4bd/3ba, 2,260+/-sf, upgraded gourmet kitchen, hardwood flooring throughout, close to schools and neighborhood parks. **\$821,000**



Emily Barraclough
925.895.7253
emilyb@apr.com



Esther McClay
925.519.5025
emcclay@apr.com



SOLD

PLEASANTON – Represented Buyers. Desirable single level, 4bd/2ba, in the "Gates" neighborhood. Open concept, updated kitchen, backyard features pool, side yard and gate to great park! **\$855,000**



Caroline Barnes
510.468.5403
carolinebarnes@apr.com



JUST LISTED

PLEASANTON – Stunning single story 5bd/5ba, 4,480+/-sf home. Gourmet kitchen, in-law suite with kitchen, laundry, living, bath and 1 bd. Completely remodeled backyard, swim spa and so much more! Custom finishes throughout! **\$1,695,000**



Debi Bodan
925.640.3778
homes@debibodan.com



SOLD

LIVERMORE – Represented Seller. Beautiful Ponderosa Estate – an entertainer's dream! Chef's kitchen, built in BBQ, beautiful gardens surrounding vineyard views, carriage house welcomes guests with separate entrance and so much more! **\$1,200,000**



Sally Blaze
925.998.1284
sblaze@apr.com



SOLD

FREMONT – Represented Seller. Mission area near top rated schools. 3bd/2.5ba, tastefully updated and maintained by original owners. Contact me with your real estate questions. **\$1,215,000**



Natalie Bianco
925.200.5119
nbianco@apr.com



SOLD

LIVERMORE – Represented Buyer of this Charming and cute home close to schools and shopping. **\$460,000**



Bruce Fouché
& Bret Fouché
925.413.6610
www.bayarearealtysolutions.com



SOLD

SAN RAMON – Sold for \$21,000 over list price in 1 week! Our marketing strategy is innovative, analytic & unparalleled in today's Real Estate World. APR – leading the way into the future of Real Estate! **\$790,000**



Tom Duggan, IV
925.470.0226
tduggan@apr.com



SOLD

DUBLIN – Represented Buyer in this gorgeous quiet serene location that opens to oak trees, views from every window, beautifully remodeled and more! **Price Upon Request**

Square footage, acreage, and other information herein, has been received from one or more of a variety of different sources. Such information has not been verified by Alain Pinel Realtors. If important to buyers, buyers should conduct their own investigation.

PLEASANTON/LIVERMORE VALLEY | 900 Main Street 925.251.1111



Karen Crowson
925.784.6208
kcrowson@apr.com



WINE COUNTRY LIVING

Serving buyers and sellers in Livermore, Pleasanton, Dublin, San Ramon and Danville. I commit to representing only one party in a single transaction – either buyer or seller, but not both!



Barbara Choy
925.216.8667
bchoy@apr.com



PENDING

LIVERMORE – Charming 3bd/2.5ba, plantation shutters throughout, gourmet kitchen, rich oak cabinets, professionally landscaped backyard, short distance to school and pool. **Price Upon Request**



Randi Dalton
510.697.3280
rdalton@apr.com



SOLD

PLEASANTON – Beautiful 5bd/4.5ba, 4,200+/-sf home situated on over 1/3 acre lot. Many upgrades and designer features throughout, sparkling salt water pool, resort like backyard, built-in entertainment area and more! **\$1,705,000**



Trevor Creager
925.999.0349
tcreager@apr.com



JUST LISTED

PLEASANTON – 3.5+/- acres of land located in the serene Happy Valley community. Building site is behind a private gate overlooking Happy Valley Road with sweeping views of Pleasanton Ridge and hills. Close to city but with country flavor! **\$1,100,000**



Scott Corralejo
925.699.9269
jscott@apr.com



SOLD

SAN RAMON – Represented Buyer in this beautiful San Ramon home with one of the largest lots in the Area. Walk to both Middle and Elementary Schools. Landscaped front and backyard. **\$1,008,000**



Judy Turner
925.518.3115
jturner@apr.com



WORKING FOR YOU

Successfully representing buyers and sellers in the Tri-Valley area and beyond.



Marti Gilbert
925.621.4048
mgilbert@apr.com



SOLD

Manteca – “Del Webb”, a 55 & older community, 2 bedroom, 2 bath. Represented very Happy Buyers! **Price Upon Request**



Robin Young
510.757.5901
ryoung@apr.com



OPEN SATURDAY 1:30-4:30PM

TRACY – Beautiful 5bd/3ba, 1bd on main level, vaulted ceilings, open floor plan, light, bright, freshly painted, large kitchen with stainless steel appliances, private master suite, large patio with arbor, great home for entertaining. **\$464,900**



Don Faught
925.251.1111
dfaught@apr.com

INTERESTED IN A CAREER?

Are you a highly motivated individual who would entertain a **NEW CAREER IN REAL ESTATE** or are you an **EXPERIENCED REAL ESTATE PROFESSIONAL** that is looking for an innovative company to help you take your business to the next level?

Alain Pinel Realtors is just that, a team. We are a family owned company founded on integrity, professionalism and accountability, through a motivated and support driven team. We have 30 offices in the San Francisco Bay Area and ranked #5 in the nation for agent productivity.

We will provide you with the support of a great sales team and an atmosphere of energetic, enthusiastic and successful real estate professionals. We have an extensive training program with skilled Mentors with proven results who can help you launch a **NEW BUSINESS** or reignite **YOUR EXISTING CAREER**.



Linda Traurig
925.382.9746
ltraurig@apr.com

- Buyer's Need 2bd/2ba, SFR, 1 car garage, Pleasanton, Dublin, CValley, Fremont or Newark up to \$470k
- Buyer's Need 4bd/2ba SFR, yard, 2 car garage, Pleasanton or Fremont to \$825k
- Buyer's Need SFR, 4bd/2+BA, Fremont or Pleasanton up to \$1,200,000

Buyer's are pre-approved and ready to go.

Please contact me should you know of any properties.



Miranda Mattos
925.336.7653
mmattos@apr.com



COMING SOON

LIVERMORE – Exquisite 6bd/3ba, 3,100+/-sf Estate Home. Please contact me for additional information.
Price Upon Request



Moxley Team
925.600.0990
moxleyteam@apr.com



JUST LISTED

PLEASANTON – 4bd/3.5ba, 2,169+/-sf, bonus room/media room/office, open design, amazing views, modern amenities and so much more. **\$1,105,000**



Kat Gaskins
925.963.7940
kgaskins@apr.com



SOLD

PLEASANTON – Sold significantly above asking price with multiple offers. Call me to learn how to win in this market with my professional guidance and 22 years of real estate experience. I represent Buyers and Sellers – many references available. **\$802,000**



Stacy Gilbert
925.487.4883
The 680 Group



JUST LISTED

PLEASANTON – Fabulous Stoneridge Park home, 5bd/3ba + bonus room, rich hardwood-style laminate flooring, open maple & granite kitchen, soaring volume ceilings, new designer carpeting and private cul-de-sac lot with sparkling pool. **\$1,160,000**



Gina Huggins
925.640.3762
ghuggins@apr.com

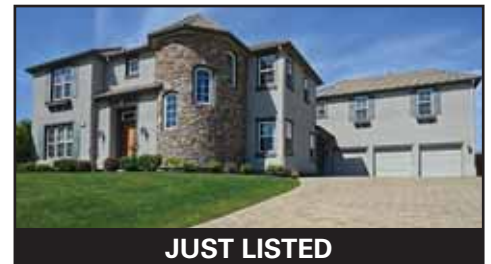


SOLD

LIVERMORE – Represented Seller in this fantastic 3 bedroom, 2 bath South Livermore home, great schools, great neighborhood and more! **\$478,000**



Moxley Team
925.600.0990
moxleyteam@apr.com



JUST LISTED

PLEASANTON – Situated in the "Chateau" – 5bd/4.5ba + office, 4,952+/-sf home with a 812+/-sf Carriage House. Private yard with amazing views of surround hills, elegant pool with waterfalls, spa, private courtyard & spacious grass area. **\$2,195,000**

Square footage, acreage, and other information herein, has been received from one or more of a variety of different sources. Such information has not been verified by Alain Pinel Realtors. If important to buyers, buyers should conduct their own investigation.

PLEASANTON/LIVERMORE VALLEY | 900 Main Street 925.251.1111



Kelly King
510.714.7231
lkking@apr.com



SOLD

LIVERMORE – Voluminous ceilings & exquisite woodwork throughout in this stunning Hawthorne Model located in the “Estates Collection” Received 5 offers within 48 hours, sold for \$45k over asking. **\$815,500**



Kelly King
510.714.7231
lkking@apr.com

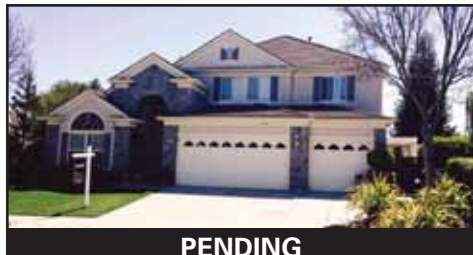


SOLD

LIVERMORE – Another gorgeous home in the “Estates Collection” a beautiful “Highland” model nestled on a fabulous and sprawling lot. Sold with 3 offers in 24 hours and \$40k over asking price. **\$805,000**



Kelly King
510.714.7231
lkking@apr.com



PENDING

LIVERMORE – An incredibly popular “Rosewood” model in the “Estates Collection”, downstairs master suite, soaring ceilings and amazing intricate woodwork throughout. **\$889,000**



Sally Martin
925.998.4311



Kelsy Martin
925.698.5713
martingroup@apr.com



SOLD

Represented seller in this exquisite gated estate, 7,628+/-sf nestled on a 1.12+/-acre lot. A private oasis with gourmet Chef's kitchen, stunning verandas, tennis court, vineyard, pool, sculptures and 6 car garage. **Price Upon Request**



Sally Martin
925.998.4311



Kelsy Martin
925.698.5713
martingroup@apr.com

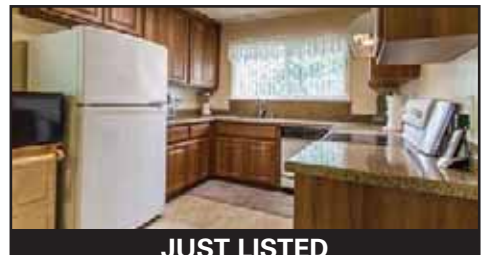


SOLD

PLEASANTON CASTLEWOOD – Spectacular 3,212+/-sf custom home nestled among magnificent oaks on a 14,780+/-sf lot. Spacious 4bd/3.5ba, stunning backyard with pool, spa and views. **Price Upon Request**



Kim Richards
510.816.6031
krichards@apr.com



JUST LISTED

FREMONT – Gorgeous upper level unit with upgraded kitchen, master and hall bath. Bright and spacious, lovely balcony overlooks greenbelt, private enclosed single car garage, close to the HUB and BART. **\$439,950**



Moxley Team
925.600.6990
moxleyteam@apr.com



JUST LISTED

PLEASANTON – Custom single level nestled at end of private road, incredible views of the valley, chef inspired kitchen, custom built cabinets, views of yard from master suite and much more! **\$1,750,000**



Gina Gribow
925.999.5896
ggribow@apr.com

- Majored in Real Estate Finance at the University of Southern California in the Marshall School of Business
- Obtained law degree from UC Hastings College of the Law in San Francisco
- Member of the State Bar of California

Gina brings to APR a wealth of skill and expertise with a diverse educational background. Gina primarily focuses on assisting clients in the California's Tri-Valley and Diablo area with their Real Estate needs. Call Gina today to help you with your Home Selling and Buying needs.



Marta Riedy
510.851.1487
mriedy@apr.com



COMING SOON

DUBLIN – Charming one story, 4 bedrooms & 2 remodeled bathrooms, 1,500+/-sf, immaculate condition, excellent location. **\$599,000**



Leigh Anne Hoffman
925.918.2912
hoffmanhomesales@gmail.com



SOLD

LIVERMORE – Stunning South Livermore home nestled amongst the vineyards! Sold in less than a week, \$43,500 over asking. **\$1,342,500**



Susan Kuramoto
408.316.0278
skuramoto@apr.com



SOLD

DUBLIN – 4 bedrooms, 2.5 bathrooms, 1,830+/-sf. Echo park charmer with true gourmet kitchen. **\$665,000**



Maureen Nokes
925.577.2700
mnokes@apr.com



JUST LISTED

HAYWARD – Stunning 3/2, 1466+/-sf home features beautiful craftsmanship of another era with the upgraded modern conveniences of today. 9128+/- lot, basement, remodeled kitchen and more! **\$469,950**



Sam Gulapalli
925.580.2500
samg@apr.com



SOLD

DANVILLE – Represented Seller in this desirable family oriented quiet neighborhood home. 4bd/2.5ba, 2,460+/-sf, bright rooms, plantation shutters, low maintenance backyard, walk to schools and more! **\$875,000**



Dorian Glanville
925.600.0006
dorian@apr.com



JUST LISTED

PLEASANTON – Resort living in desirable "Vintage Hills" in an impeccable 4bd/2.5ba home situated on a forested lot with lovely pool, patio and lawn. Expansive views of Mt. Diablo from your master suite deck, 3 car garage and more. **\$874,000**



Susan Kuramoto
408.316.0278
skuramoto@apr.com



PENDING

LOS GATOS – 3 bedrooms, 2 bathrooms in the heart of Los Gatos. Great schools and walk to Vasona Park. **Price Upon Request**



Kat Gaskins
925.963.7940
kgaskins@apr.com



SOLD

LIVERMORE – Sold above asking price with multiple offers. Recipient of the 2013 Bay East Association of REALTORS® Pinnacle Award. Learn how to win in this market with my professional guidance and 22 years of real estate experience. **\$926,000**

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NEW LISTING

DOWNTOWN 4625 2ND STREET, PLEASANTON

This Expanded Remodeled Custom Victorian Home on a Double Lot Provides a Unique Opportunity to Both Own and Enjoy Classic Queen Anne Architecture on Historic Tree Lined Second Street, and still be able to enjoy the Conveniences of a Large Remodeled Modernized Family Home in the Heart of Downtown Pleasanton

OFFERED AT \$2,575,000



PRICE REDUCED

3750 SMALLWOOD COURT, PLEASANTON

Beautiful panoramic views of Mt. Diablo & the Pleasanton Valley!

This custom home built by Westbrook Homes is located on an 18,084 square foot private, elevated lot. This well designed, open floor plan offers a formal Dining Room, formal Living Room, as well as a full bedroom, adjacent bathroom & bonus room on the first floor. The remodeled gourmet kitchen offers stainless steel appliances, granite counters & a custom tile backsplash. 5 bedrooms, 4.5 bathrooms total, this 4,748 square foot home also has 3 remodeled bathrooms & other upgrades throughout including, crown molding & new carpet! The expansive rear yard includes an in-group pool/spa, outdoor BBQ entertainment area & large patio & lawn area. Great home for entertaining! Neighborhood Community Center! Walk to Vintage Hills Elementary & Downtown!

OFFERED AT \$1,795,000

- Expanded Remodeled Victorian Home (\$600k in 2004)
- Premium Downtown Location (1 1/2 blocks off Main)
- Double Corner Lot (Corner Half Purchased in 1996)
- Large Historic Custom Pleasanton Residence
- Queen Anne Architecture
- Current Design By Famed Architect Charles Huff
- Design & Attention to Detail Supervised by Theresa Aimar
- Classic Large Wrap Around Porch & Turret
- Approximately 5,650 Square Feet*
- Six Bedrooms
- Plus Den/Office (Nursery/Guest-Off Master)
- Five Full Bathrooms
- Powder Room & Utility Room Off Kitchen

- Three Fireplaces
- Large Modern Gourmet Kitchen (Main)
- Full Basement Area (846 Sq. Ft.)
- Wine Cellar Room (Terracota Cooling Sleeves)
- Root & Utility Cellar
- Expansive 2nd Story Entertainment Deck (900 Sq. Ft.)
- Views of Pleasanton Ridge
- Private Rear Yard
- Four Car Garage Parking (Finished 3-Car & Separate 1 Car)
- RV Parking - Optional In-Laws/Guest/Au Pair Quarters
- Walk to Schools K-12!
- * (846 Sq. Ft. Basement is included in total square footage, but not official GLA-gross living area)

PLEASANTON 900 Main Street



Joyce Jones



Joyce Jones

925.998.3398 | joycejones@apr.com



3101 Lakemont Drive #4, San Ramon
Multiple Offers - Sold Over Asking - \$590,000
3bd, plus large loft. Views of the hills and Mt. Diablo.



4008 Hillcrest Drive, Livermore
Very Happy Buyers - \$450,000
3 bedrooms, 2.5 baths. Updates galore!



452 Shannon Way, Oakley
Very Happy Buyers - \$350,000
4 bedrooms, 2 baths. Corner lot with lots of space.



4674 Roosevelt Drive, Brentwood
Very Happy Buyer - \$325,000
4bd/2ba. Spacious home with no rear neighbors!



3263 Vineyard Avenue #184, Pleasanton
Very Happy Buyer - \$135,000
3bd/2ba. Beautiful Vineyard Estates - 55 and over.

"We just moved to Washington state for a new job, and we are grateful to Joyce and Rick for the help selling our home. Our California home closed 6 weeks from our very first meeting with them, for well above what we had anticipated. They were unfailingly professional but also helpful. This was a positive experience and we would heartily recommend them."
Best wishes, Gwen

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DOUG BUENZ & THE 680 GROUP

Alain Pinel Realtors

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COMING SOON

Sycamore Area

5 BR, 5 1/2 BTHS, Gorgeous Cape Cod style home with designer upgrades throughout!
\$1,720,000



JUST LISTED

Walk to Mohr School!

5 BR + Bonus Room, 3 Baths Beautiful home with pool in prime cul-de-sac location!
\$1,150,000



PENDING SALE

Almost New Custom

4 BR + office/den, 3 1/2 BTH Exquisite one story shows like a model with views!
\$1,569,000

Recent Sales:

Moss Tree Way	Sold for \$1,745,000
Stony Brook Lane	Sold for \$1,325,000
Sycamore Road	Sold for \$2,150,000
Sunset Creek Lane	Sold for \$1,540,000
Tudor Ct	Sold for \$1,562,000
Sprucemoor Lane	Sold for \$1,317,000
Toltec Circle	Sold for \$961,000
Avocado Ct	Sold for \$625,000
Zenato Pl	Sold for \$1,250,000

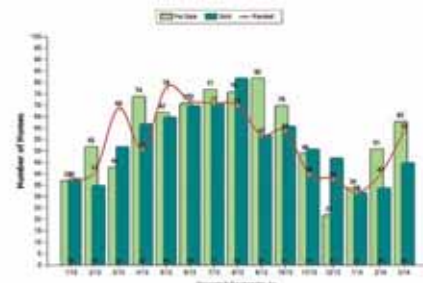
What My Clients Say

"Doug's marketing really made our home stand out, and he expertly captured the essence of our home and packaged it in a unique and powerful way that made our home come alive. We highly recommend him."

— Russel M

Market Update: Sales, Inventory, and Median Price all up in March

March was a strong month for Pleasanton real estate. Pending sales and closed sales were both higher, and inventory increased as well. Homes priced under \$1 million lead the charge in sales, while those priced at \$2 million or more fueled an increase in inventory.



The median sales price of a single family detached home in March was \$896,500, which was 14% (\$110,250) higher than February's \$786,250. It was also 11% (\$86,612) higher than a year ago. March ended a two month slide that saw the median sales price dip below \$800,000 for the first time since January 2013, mainly due to strong activity in the lower price segments.

Closed sales increased to 42 in March, up 40% from 30 in both January and February. It was the first time closed sales increased since October of last year. March's sales were still lower than a year ago, when 49 sales closed. March was the fifth straight month with sales falling below year-ago levels.

Pending sales also increased sharply during March. 59 sales went into contract during the month, up 48% (19 homes) from 40 during February. That was still 15% lower than a year ago when 69 sales went pending. 63 homes were actively listed at the end of March, the most since October of last year. March's ending inventory **Go to www.680homes.com to read the rest of this article.**

NOW is the time!

If you have been considering selling your home, now is the time. Lack of inventory and extremely strong demand means you have the opportunity to get **TOP DOLLAR**. Call me today!



BRE #00843458

Go to 680Homes.com for more information on these and other homes, along with market trends, tips & advice, and advanced home search

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Our Pleasanton Housing Inventory is at an ALL TIME LOW!

There is an incredible amount of cash in our Real Estate Market. We are seeing large down-payments and even **ALL CASH SALES** with **NO APPRAISALS NEEDED** and **WITHOUT DOING ANY REPAIRS...**

Here is the Best part: You may sell your home and have a long rent back allowing you to have time to purchase your **NEW HOME WITH NO CONTINGENCIES**. *This means you don't have to make two moves.*

DON'T RELY ON THE INTERNET SITES FOR YOUR CURRENT MARKET VALUE.
Contact me today for a FREE Market Analysis of your home!



**Sold As Is with 13 Offers at \$56,000
Over the Asking Price!**



524 Lowell Place, Fremont

This original and charming, 4 bedroom, 2 bathroom home nestled in Fremont in a highly sought-after neighborhood didn't sit long on the market. With views of the mountains, this fantastic starter home is located on a wonderful, spacious, flat, corner lot and was waiting for the right buyer to put their mark on it. For more information about this or other homes in the Tri-Valley Area, don't hesitate to contact me. **Sold for \$765,000**



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SOLD in One Day



with four offers, well over asking price.

Beautifully remodeled, single-story home in desirable Vintage Hills. 4 bedrooms, 2.5 baths, almost 1700sf. Gorgeous kitchen with slab granite, cherry cabinets, and stainless steel appliances. Updated baths and flooring, new paint. Private rear yard has stamped concrete patio and covered side yard access.

Offered at \$729,000



Sylvia Desin

Direct 925.413.1912 | Office 925.621.4070
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Why Now Is A Great Time to Sell!

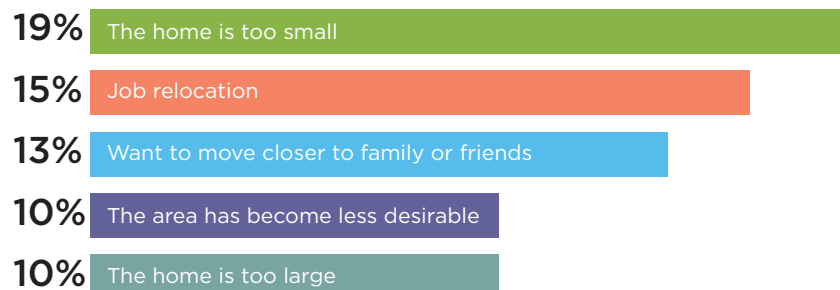
Sellers have Lived in their Homes an Average of 9 Years.

Homes Sales are UP!

Existing Home Sales have Risen 20% Since 2011 due to Increased Job Growth, Low Mortgage Interest Rates and Increased Demand.

Motivated Buyers are Competing for Limited Inventory.

Top Reasons For Selling*



*National Association of REALTORS, 2013 Profile of Home Buyers and Sellers

Call Today for a complimentary evaluation of your home!

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DRE #00790463, 01412130

Linda's Listings



2422 Lakeside Circle, Livermore

South Livermore in the coveted Oaks Development. 5bd, 4ba ~ 3400+/-sf on a large private lot with phenomenal backyard oasis with pool, side yard. **\$1,275,000**



4758 Sutter Gate Avenue, Pleasanton

This one will not last long. 3bd/2ba ~ 1390+/-sf. Well maintained with many upgrades. Located on a tree-lined street near park yet convenient for commuting. **\$749,950**



193 Northwood Common, Livermore

Rarely available, single-story near downtown. End unit with privacy & views. Large open floor plan in outstanding condition, easy living. 2bd/2ba ~ 1000+/-sf. **\$399,000**



1483 Darwin Avenue, Livermore

South Livermore Sunset East Neighborhood. Remodeled with granite kitchen, hardwood floors, master bed/bath suite. 4bd/2.5ba ~ 2300+/-sf. **Coming Soon!**

Loyal, Experienced, Trustworthy

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Experience,

Solutions,

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Leslie helped 25 buyers and sellers successfully purchase or sell homes in 2013.

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564 Everglades Lane, Livermore ~ Sold for \$605,000

"Leslie helped us sell our home in Fremont (we had 11 offers!) and she negotiated a timely close and move along with the purchase our new home in Newark at the same time. Her constant communication, guidance, expertise and negotiation made our transactions run smooth, even with so many moving parts to the sale of our existing home and the move to our new home. Thank you Leslie, we will refer you to many of our family and friends!"

~Joe and Helen G

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- Detached home in Blackhawk; 4+ bedrooms with 3+ car garage - up to \$1,650,000
- Home in Pleasanton, Dublin or Livermore; 3+ bedrooms - up to \$550,000

If you are thinking of selling your home, Call Today for more information!

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Julia can only be described as exceptional. She has good follow through, returns calls promptly and is experienced. Julia helped us sell our Bonde Ranch Home in Pleasanton and we would not hesitate to use Julia again. Professionalism, accountability and responsiveness are the most important criteria in a realtor to us and Julia is all of it.

— N.Chang

**Please see reviews
of Julia on**



Helping Sellers and Buyers in the Tri-Valley

COMING SOON IN PLEASANTON HEIGHTS



4393 Mirador Drive, Pleasanton

Come see this fantastic "Pleasanton Heights" home in the perfect location. With a quick walk, you can be at the Farmers Market, dining at one of the many great Restaurants in downtown Pleasanton, walking through a nice park, walking your kids to school, or walking to a nearby Church. This home is charming from top to bottom with a great floor plan and quality updates throughout. Enjoy a gorgeous open kitchen with a large island, granite counter tops, stainless steel appliances, perfect for Cooks and Entertaining. There is a spacious dining room with a fireplace and a living room, these open to a large backyard with a beautiful pool, spa, garden and a nice bbq/entertaining area.

- 4 bedrooms & 2 bathrooms ~ 2051 sq. ft. of living space
- Hardwood floors, crown molding, Andersen windows, skylights, whole house fan
- New solar power system for all electrical
- Large 2 car garage with epoxy flooring, loads of storage and tub for dog baths
- Large side yard, perfect for storage sheds and small boats

PLEASE STOP AND VISIT THIS GREAT NEW LISTING • CALL JULIA FOR MORE INFORMATION.

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and support every step of the way.***



"We first met Julia in June of 2013 and liked her immediately. We decided to sell our home of 23 years in February of 2014. From the moment of that decision to sell to the close of escrow was 22 days. Quite the whirlwind; however, throughout the entire process Julia held our hands, answered our interminable questions and was with us every step of the way. I will admit there were one or two things I did not agree with her on but deferred to her expertise. How right she was. The consummate professional. Can't say enough positive things."

—N.McDaniel, March 2014





JUST SOLD
\$615,000

1422 ELLIOT CIRCLE | PLEASANTON
2 MASTER SUITES PLUS LOFT | 2 FULL BATHS | 1,410 SQ FT
SOLD IN A WEEKEND WITH 15 OFFERS!!!



JUST LISTED
\$1,049,000

4231 MIRADOR DRIVE | PLEASANTON
4 BEDROOMS | 2.5 BATHROOMS | 2,404 SQ FT
UNBELIEVABLE 10++ CUSTOM!!



COMING SOON
CALL FOR PRICE

3461 BROOKDALE BLVD | CASTRO VALLEY
2 BEDROOMS | 2 BATHROOMS | 1,433 SQ FT
INVESTOR DREAM!!!



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CLIENT TESTIMONIAL

This was a very challenging deal under the prevailing worldwide turbulent economic conditions, particularly in the US. We compliment your active role in the decision making process, offering us several recent comparables, real estate statistics, and personal experience based knowledge. This required dedication and focus that you happily provided to the very last moment. You showed up personally to review the closing documents with us. This was tremendous. We thank you sincerely for your services.

Rupinder Singh, Ph.D, Pleasanton

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Listing Coming Soon
11640 Luna Ct., Dublin

Sale Pending - Represented Buyers
7021 Corte Blanca, Pleasanton



Beautifully remodeled and updated 4 bd/ 2 ba home in the desirable West Dublin Silvergate neighborhood with a court location! Remodeled kitchen and bathrooms, large walk in master closet, hardwood floors, crown molding, etc. Large private backyard is an oasis with gorgeous landscaping, pool, garden area, and casita w/ shade arbor. Offered at \$699,000.



Desirable court location! Updated bathrooms, newer dual pane windows, newer paint, newer carpet, newer front door, newer interior doors and newer light fixtures. Beautiful kitchen includes granite and stainless appliances. Offered at \$1,085,000

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Portola Valley

Nestled in the peninsula foothills, 2.1 miles to Stanford University
\$1,610,000



Los Gatos

Gothic Revival Renovation
My Current Project



COMING SOON South Livermore Bungalow

Quaint 2/1

Price to be determined

South Livermore

Sunset East 3+/1.5+ with large backyard and no pool
Wanted by Buyers!

South Livermore Salt Box

Charmer in the heart of downtown
\$625,000



As a Bay Area native and avid historical home restorer, I can offer you my expertise with valuation of home investments from tear-downs to turn-key.

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"The Martin Group, Sally and Kelsy, are a competent, knowledgeable, and thoroughly professional team who'll get the job done. My wife and I recently sold our home, and the whole process from start to finish was smooth and hassle free. Sally's long association with Pleasanton and the surrounding area's real estate market is a distinct advantage. In addition, the teamwork demonstrated by The Martin Group allows for easy communication and efficient handling of all the "logistics" associated with a complicated transaction. The mother ship, Alain Pinel Realtors, has a significant presence throughout the entire SF Bay Area, and this is another valuable plus.

Sally and Kelsy are two gems in the area real estate crown!" -L & P H

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to **your** success.



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VICE PRESIDENT, MANAGING BROKER
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Best home improvement under \$5,000

Curious which home improvement costs less than \$5,000, delivers the highest return on investment and has the maximum impact on curb appeal?

According to the latest studies, the answer is a new garage door.

A garage door replacement is one of the best value-returning home improvement investments, according to Remodeling Magazine's 2014 Cost vs. Value Report. This exhaustive annual study uses input from nationwide Realtors to compare the average cost for 35 popular remodeling projects against the value those projects retained at resale.

Of all the home improvement projects that cost less than \$5,000, a mid-range and an upscale garage door replacement rank second and third as projects that deliver the most value at resale.

The true front door

A mid-range entry door replacement ranks first. However, the curb appeal of an entry door can't compare with the impact of a front-facing two-car garage door. This door commands almost six times more visible space than the entry door. The curb appeal impact is even greater when the garage door is a \$2,800 upscale model.

The conventional wisdom of yesteryear suggested that a home's front entry door was the center of curb appeal attention. Realtors of the 1980s would commonly recommend spend-

ing extra dollars on an upscale front entrance.

But today, as front doors are used less and garage doors are used more, home improvement experts recognize that a front-facing garage door commands much more impact and curb appeal than a front door that is often shrouded in shadow.

"The most noticeable architectural element of today's home is the garage door," said Gale Steves, former editor-in-chief of Home Magazine, a primary conduit of home improvement ideas to its 4 million readers.

If you plan to stay in your home and improve its value, Steves recommends focusing on the curb appeal of the home, making it as attractive as possible from the street. For front-facing garages, she recommends upgrading an old garage door to a new carriage style door that offers attractive styling that complements the home's unique character.

Paying for itself

In the 2014 Cost vs. Value Report, the typical cost for an upscale garage door (\$2,791) delivered an estimated value at sale of \$2,315, equating to an 83% return on investment. The \$1,534 cost for a mid-range garage door replacement had an estimated value at sale of \$1,283, or 84% of the original cost.

In several cities and U.S. regions, an upscale garage door actually returned more than 100% of its cost. This was particularly true for large cities in California and the Pacific region.

In a separate study, more than 71%

New garage door highly recommended in Realtor survey



BEFORE



AFTER

COURTESY BRANDPOINT

Above: Standard garage doors offer little curb appeal. Below: Many new carriage house designs can enhance the home's curb appeal and provide an excellent return on investment.

The one-day makeover

A local professional door dealer can help you find the right look for your home and install the door correctly, quickly and safely. This delivers a stunning home makeover in only a few hours, with no cleanup and no mess.

But don't try to install the door yourself. It's a complex and dangerous task, performed with springs under extremely high tension.

With a small investment of time and money, a stunning new garage door can make your home the envy of the neighborhood. And you can be confident that your investment will pay off in the short and the long run.

—Brandpoint

of Realtors nationwide felt that an attractive new garage door added as much as 4% of the selling price. That's a bump of \$10,000 on a \$250,000 home, which means that a new garage door can pay for itself.

Choosing the right design

Before you begin your garage door project, make sure you see the wide range of new styles available. The right one will complement and enhance your home's personality.

A helpful website is GarageWowNow.com, a non-commercial site developed by the garage door industry. The site includes before and after photos and displays many fresh styles introduced in recent years from leading manufacturers.

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The 925 Home Team

Emily Barraclough & Esther McClay offer their clients the most comprehensive home selling and buying services available in the market. By combining the experience, insight and marketing expertise of two of the areas hardest working Realtors, they can offer you unparalleled services when buying or selling a home. They will work with you through the entire process, answering any questions that you have and providing guidance to help you make the best possible decisions. Each step along the way, you will be kept informed and you may rest easy knowing that the small details are being handled by your professional Realtors and their team of associates.

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Navid has been a CA licensed Broker since 2003. He was first licensed as a salesperson at the ripe age of 21 in 1992. Choosing Real Estate as a career was an easy choice for Navid. His Father was an investor in Orange County, CA; so at an early age Navid got a chance to see the transactions his Dad was involved in. Navid and his siblings learned the basics from an early age as they were the cleaning crew for his Dad's flips in the late 70's and early 80's. As some would say, it's in his blood!

Please contact us with any of your real estate needs!



Navid Ali
Broker Owner
BRE # 01142036
925.230.0700

Amanda Dometrovich
Operations Manager



925.230.0700 ROGBMC.com

Market trends look positive in first quarter

Numbers from robust 2013 holding steady in early 2014

By Tyler Moxley

The local Pleasanton real estate market saw a robust comeback through 2013, for the year prices increased 19% and saw a decrease in sales of 6% with the time it takes to sell a home down 32% compared to 2012. Looking at first quarter of 2014, we see the numbers holding steady.

Prices were up 4% this year compared to Q1 2013, number of homes sold dropped by 14% and the time it took to sell a home dropped by 21%.

Through 2013, Pleasanton average prices held at about \$1 million and the first quarter of 2014 was no exception. The snap-back from low prices of the past has started to level off and while pricing was the concern of sellers in years past, inventory will be our concern in 2014.

Kris Moxley of the Moxley Team at the Alain Pinel Realtors Pleasanton office stated, "Our sellers are expecting multiple offers over list because they have seen this for the past few years, but we still need to price homes accordingly to generate activity. The market is changing daily and we need to stay current on the trends to inform our clients."

"Our entry level homes in Pleasanton will still see huge increases in bidding because the inventory is next to none. Cash and high down payments are happening on almost all homes and our higher end clients are no exception. Buyers will pay up when there are only a few

homes to choose from and pressures of school enrollment, corporate relocation and increasing prices are real factors."

In 2014 as the prices rise, more owners who had been underwater — meaning their homes were worth less than what they owed on their mortgage — will place their homes on the market providing an increase in supply. Generally a homeowner who sells a home also becomes a buyer, so the inventory becomes a wash in terms of net inventory. What we need is a new supply, this comes in the form of new homes built and in Pleasanton that is near none with the exception of a few small developments like Ponderosa or Toll Brothers.

Since new homes in Pleasanton are rare, buyer demand is high and many sellers don't have a home to move to when their home is sold, so 2014 should be another year of price gains.

Also, Pleasanton is at the perfect location to absorb the influx of home buyers from the Silicon Valley. Located close to one of the best economies in the world, Pleasanton continues to be a community people want to move to and raise a family. The better Silicon Valley does, the more people are willing to pay to live in Pleasanton.

With top notch schools and access to great jobs, it's no wonder housing values continue to increase. ■



Tyler Moxley

Tyler Moxley, a real estate broker and fourth-generation practitioner, is part of Alain Pinel's Moxley Team. Moxley was named Bay East Association of Realtors' Rookie of the Year in 2005 and one of the "Top 30 Under 30" by the National Association of Realtors' magazine in 2008.



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After failing in our efforts to buy 3 or 4 times Steve & Lorraine were able to help us buy our home in Livermore. I was hospitalized for several weeks during the escrow and Steve was able to hold off the sellers to allow time to close the sale. Thanks to Steve & Lorraine, we have our dream home.
Gorge & Marycile Blanco 510-676-9532

I have known Steve & Lorraine for many years since I bought my home in Castlewood Country Club. I know them to be honest and experienced and would not hesitate to use their Real Estate services again when needed. *Dr. Iraj Zandi*

Steve and Lorraine acted as my agent for the purchase of my home in Castlewood and with other real estate. I can recommend them without any reservation. They did a super job for me. I know that they can do that for you. *Gene Rapp 510-504-9085*

818 Kalthoff Common, Livermore

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+/-4,000 Square Feet French Country Estate Home on 20.36 Vineyard View Acres. Four bedroom three full and one half bathrooms, oversized four car garage built with the finest materials, beautiful granite throughout, poured in place Coolstone floors, elegant formal dining room with recessed lighting, Alabaster light fixtures, two inch solid core eight foot by 3 foot wide doors throughout, and Pella windows. Gourmet kitchen with one piece granite, beautiful natural cherry wood cabinets throughout the home, two dishwashers, two sinks, professional six burner gas stove, custom hood, bun warmer, Sub Zero refrigerator, walk-in pantry, wonderful nook overlooking vineyards and Mt. Diablo. Large family room with fireplace, full wet bar, 1,200 bottle wine cellar individually cooled. Panaromic View. More information available at www.rockcliff.com **Listed At \$2,885,800**



7666 Flagstone Drive, Pleasanton **Active**
Custom re-build in great area. Beautiful hardwood floors, travertine, w/carpets, lush cherry wood cabinets throughout, slab granite everywhere.
6 Bed 2.5 Bath +/-4,000 square feet
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Pleasanton Real Estate Overview

Market View

Average Listing Price:
(ending April 2)
\$1,226,807 ↑ **+\$90,470** Week over week
+ 8.0%

Median Sales Price:
(January – March 2014)
\$750,000 ↑ **+\$50,000** Year over year
+ 7.1%

Homes for sale: 108
(April 10, 2014)

Recently Sold..... 610
(July 2013 – March 2014)

Foreclosures 42
(July 2013 – March 2014)



Market Trends

The median sales price for homes in Pleasanton for the period of January 1 to March 31, 2014 was \$750,000. This represents a decline of 1.2%, or \$9,000, compared to the prior quarter and an increase of 7.1% compared to the prior year. Sales prices have appreciated 10.3% over the last five years in Pleasanton. The average listing price for Pleasanton homes for sale on Trulia.com was \$1,226,807 for the week ending April 2, which represents an increase of 8%, or \$90,470, compared to the prior week and an increase of 5%, or \$57,870, compared to the week ending March 12. Average price per square foot was \$418, an increase of 14.8% compared to the same period last year.

Average Listing Price for Pleasanton



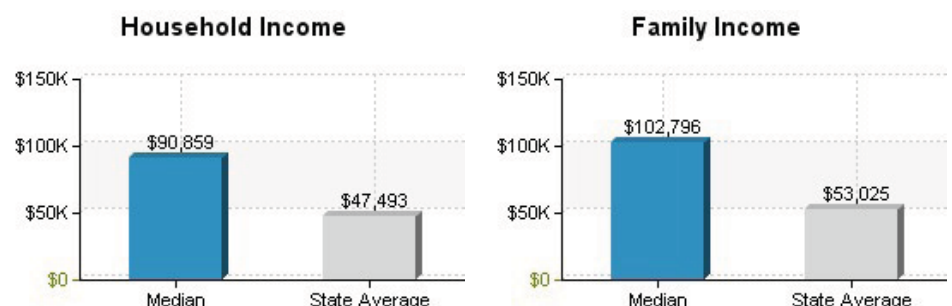
Pleasanton Listing Prices

No. of bedrooms	Week Ending April 2	Week over week	Week Ending March 26	Week Ending March 19	Week Ending March 12
2 Bedrooms	\$381,121	+8.3%	\$351,750	\$295,281	\$302,940
3 Bedrooms	\$672,644	-9.8%	\$612,432	\$609,600	\$630,766
4 Bedrooms	\$1,284,766	+9.1%	\$1,178,059	\$1,321,889	\$1,176,537
All Properties	\$1,226,807	+8.0%	\$1,136,337	\$1,155,946	\$1,168,937

Nearby Cities

Cities	Median Sales Price Jan. –March 2014	Average Listing Price Week ending April 2
Dublin	\$640,500	\$914,086
Livermore	\$549,000	\$706,519
San Ramon	\$775,000	\$943,996
Danville	\$914,000	\$1,355,355

Pleasanton Income



Household income is often the combination of two income earners pooling the resources. Family income only takes households with two or more persons related through blood, marriage or adoption into account. Source: U.S. Census Bureau



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We bought our Castlewood home through Steve & Lorraine and they helped us sell our previous home in Pleasanton. Steve & Lorraine handled everything and both sales went through smoothly. After meeting and spending time with Steve, our high school age son Brenan wants to go into the real estate business after graduation. We had a wonderful experience at a time that would normally have been full of stress and strain. Thanks Steve & Lorraine, We love our new home. **Jim & Jennifer 925-417-1559**

Steve is the kind of person that you want to be your personal friend as well as your Realtor. Steve helped me buy a property in Pleasanton, and very soon I recognized that not only is he at the top of his profession, but also is he a man of integrity. As Warren Buffett said, "One should only work with people he trusts and admires". Steve has my trust and admiration. I highly recommend his service to any of my relatives or friends. **Chris Zhang 408-821-9658**

Up-beat, professional, knowledgeable... a pleasure to do business with. What more can I say, we have purchased 25+ properties through Steve and Lorraine Mattos. Steve gave great guidance in each transaction and Lorraine helps keep everything organized. I highly recommend them and would trust them in any type of venture. **Lloyd 707-944-8644**

After failing in our efforts to buy 3 or 4 times Steve & Lorraine were able to help us buy our home in Livermore. I was hospitalized for several weeks during the escrow and Steve was able to hold off the sellers to allow time to close the sale. Thanks to Steve & Lorraine, we have our dream home. **Gorge & Marycile Blanco 510-676-9532**

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11 Golf Rd, Pleasanton SOLD
Castlewood, view lot on 8th fairway.
Buyer & Seller Represented



860 Castlewood Pl, Pleasanton SOLD
Castlewoods St. of dreams, panoramic views.
Seller Represented



83 Castlewood Dr, Pleasanton SOLD
Located on 15th Fairway on the Hill...
Buyer & Seller Represented



4161 Sharab Ct, Pleasanton SOLD
Kottinger Creek, walk to downtown.
Buyer & Seller Represented



49 Upper Golf Rd, Pleasanton SOLD
Castlewood, excellent potential and value.
Buyer & Seller Represented



3678 Foothill Rd, Pleasanton SOLD
Fantastic Oak studded view lot. 5.86 acres.
Buyer & Seller Represented



5421 Keeler Ct, Livermore SOLD
Dunsmuir community, Craftsman style home.
Buyer Represented



7758 Forsythia Ct, Pleasanton SOLD
One of the nicest courts in Pleasanton, pool.
Seller Represented



7402 Foothill Rd, Pleasanton SOLD
2.36 Acres along Arroyo de la laguna River
Buyer & Seller Represented



2369 Senger St, Livermore SOLD
Dunsmuir community, lovely single story home.
Buyer Represented



875 Wall St, Livermore SOLD
Highly upgraded Carlton Square home.
Seller Represented



858 Castlewood Pl, Pleasanton SOLD
Castlewood CC Field of Dreams Home.
Buyer and Seller Represented



43613 Southerland Wy, Fremont SOLD
Inverness featuring panoramic Bay views.
Seller Represented



680 Moraga Rd, Moraga SOLD
Class A building with spacious units.
Seller Represented



43523 Southerland Wy, Fremont SOLD
Inverness Ridge featuring panoramic Bay views.
Seller Represented

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7666 Flagstone Drive, Pleasanton **Now Available**
Custom re-build in great area. Beautiful hardwood floors, travertine, w/carpets, lush cherry wood cabinets throughout, slab granite everywhere.
6 Bed 2.5 Bath +/-4,000 square feet **Offered At \$1,249,800**



7402 Foothill Road, Pleasanton **Now Available**
A beautiful Oak Studded 2.3 acre level parcel backed up to river. Tentative map approved for two 1+ acre lots.
3 Bed 2 Bath +/-2,350 square feet **Offered At \$1,950,000**



23877 Eden Avenue, Hayward **Now Available**
Good investment potential. Value in Land, New Subdivision going in making this farm home an Island. Easy access to San Mateo Bridge, Southland Shopping.
3 Bed 2 Bath +/-1,403 square feet **Offered At \$649,950**



2495 Sacramento Street, Berkeley **Now Available**
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Commercial Property +/-5,034 square foot lot **Offered At \$1,350,000**

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Kelly Franco	Marla Lucas	Pamela Dutra
Carolyn Hayes	Andrea Oranje	

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Buying & Selling

Buying a home under new regulations

Consumers, lenders adjust to new mortgage rules, standards

By Darlene Crane

Whether you're planning to buy a home or refinancing your home loan in 2014, you'll be among the first consumers to apply for a mortgage under new rules established by the Consumer Financial Protection Bureau (CFPB).

Known as "qualified mortgages" or QM regulations, these new rules are meant to protect consumers from unsustainable loans, and to prohibit lenders from approving loans for unqualified borrowers. The rules, part of the aftermath of the housing and financial crisis, change the availability of some loan programs and limit the fees that lenders can charge to consumers.



Darlene Crane

qualify for the loan amount they applied for under these rules and will have to reduce the amount of the loan or pay off other debt.

Lenders can offer both QM and non-QM loans as long as they verify that borrowers can repay the mortgage, but the advantage of a QM loan is that it can be purchased or guaranteed by Fannie Mae and Freddie Mac. The lender then receives legal protection for QM loans against future lawsuits from disgruntled borrowers or investors.

Impact of QM

The impact of these rules remains to be seen. Some mortgage experts are concerned that the stricter rules will keep borrowers who are on the margins from qualifying because they limit lender flexibility.

In the past, for example, if you had extensive cash reserves in the bank but were semi-retired with a low or moderate income stream, a lender might have been willing to approve a loan based on your cash and a good credit profile. Under QM rules, the debt-to-income ratio limit must be observed without exception.

Similarly, if you're stretching your budget to buy a home now, but know you're in line for a promotion and raise or about to finish law school or to pay off a debt with a bonus, lenders in the past might have approved your loan based on that information and your good credit. QM rules limit lenders' ability to approve loans under those circumstances. In particular, self-employed borrowers are likely to face deeper scrutiny of their income and their ability to repay a loan.

If you find yourself impacted by the ability-to-repay rule because of your debt-to-income ratio, you can look for lenders who offer portfolio loans that they don't intend to sell to Fannie Mae or Freddie Mac, because in some cases, they're willing to make an exception and approve a non-QM loan.

On the other hand, if your debts are too high and your credit isn't strong enough, it's better for you and the lender to wait until you're better prepared financially to pay for a home. ■

Darlene Crane, a Mortgage Advisor at Opes Advisors in Pleasanton, has been a top mortgage loan professional in the industry for more than 30 years.

QM changes to mortgage lending

Several loan programs that the CFPB believes are dangerous to consumers are not eligible for QM status, including no-documentation loans, 40-year loans, interest-only loans, loans with a balloon payment, option loans in which borrowers could pay less than the full amount due, and loans with negative amortization in which the principal balance grows because the monthly payments are artificially low.

Borrowers won't necessarily feel the absence of those loan programs, since lenders stopped offering most of them years ago after the housing crisis. Also, over the past several years, lenders have increased the level of documentation required of all borrowers to comply with other regulations and underwriting standards.

Borrowers will be impacted more by two other aspects of QM loans: Lender fees are limited to 3% and have a hard line for your debt-to-income ratio. The limit on lender fees applies to loans above \$100,000, and will reduce the up-front costs of a mortgage.

Under QM rules, your debt-to-income ratio, which compares your gross monthly income to the minimum payments on all your debts, must be 43% or lower. Some borrowers may no longer



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7523 Homewood Court, Pleasanton

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Stellar year for luxury home sales

Pleasanton real estate market sees strong 2013

By Doug Buenz

The real estate market in Pleasanton was very strong in 2013, and luxury homes (single-family detached homes priced at \$1 million and up) were one of the strongest aspects of the market.

Every market indicator showed improvement from 2012.

Luxury sales were up 32% and made up a greater portion of Pleasanton's sales. Prices were higher than a year earlier, homes were on the market for a shorter period and there were fewer distressed properties. And, notably, the highest priced homes (\$2 million and over) doubled their share of the luxury market in 2013.

Prices were higher in 2013, regardless of how they were measured. The median sales price in 2013 was \$1,480,000 in the Pleasanton market, which is 8%, or \$110,000, higher than the median price in 2012.

On average, luxury homes sold for \$393 per square foot in 2013, a 12% (\$41) improvement from 2012. The average luxury homes sold for 98.2% of its list price in 2013, up from 95.9% in 2012.

According to Bay East Association of Realtors, the median sales price varied quite a bit by month during 2013, and June, September and December had particularly high median sales prices with September topping all months with a median sales price of \$1.7 million.

Every area of Pleasanton participated in the improved market for luxury homes.



COURTESY DOUG BUENZ

The Pleasanton real estate market performed strongly in 2013, and luxury homes were among the strongest aspects of the market.

The number of sales was up 32% in 2013, with 218 luxury homes sales closing during last year. This is 53 more than the 165 luxury sales that closed in 2012. In addition, luxury home sales accounted for a third of all sales in 2013, compared to 24% in 2012.

Luxury sales can often show great volatility from month to month; however, Pleasanton's monthly luxury sales in 2013 looked much like the general market, with sales climbing through the summer months and falling later in the year.

As was the case in the broader market during 2013, it took less time to sell a luxury home in 2013 than in 2012. Luxury homes were on the market an average of 32 days in 2013, 17 fewer days (35%) than in 2012.

Only 5% of luxury sales were distressed (short sales and sales of bank-owned properties). This is down from 10% in 2012 and is less than a third of the 18% distressed-sales mark posted in 2010.

Every area of Pleasanton participated in the improved market for luxury homes. The downtown area and West Pleasanton accounted for a greater portion of the luxury market in 2013.

The downtown (including the neighborhoods of Ventana Hills, Pleasanton Hills, Old Town and Bonde Ranch) saw nearly twice as many luxury homes sold in 2013 (25) than in 2012 (13), and the average price per square foot increased \$48, or 13%, to \$422 in 2013. For the fifth consecutive year, there were no distressed luxury homes downtown.

Last year was a strong year for luxury sales in West Pleasanton/Foothill Road area, with 53 sales closed in 2013, 19 more than in 2012. The median sales price increased 14% to \$1,582,000 in 2013.

Additionally, the median sales price in Ruby Hill in 2013 was \$2,062,500, or 28% higher than the 2012 median sales price of \$1,610,000. ■



Doug Buenz

Doug Buenz is a Broker Associate with Alain Pinel Realtors, and consistently a top producing agent in the Pleasanton area. He writes regularly about the local real estate market at www.680Homes.com.

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You're ready to buy your dream house – but how do you get started?

We all know that it can be a competitive market for desirable properties in our community; a little insight can make a big difference in having your offer accepted and successfully purchasing your new home.

First, understand the difference between a pre-qualification and a true lender's pre-approval. Generally, a pre-qualification means that the information you provide a loan officer is entered in to a computer and based on that information you potentially qualify for a loan up to a specific amount and within a specific interest rate range. The limitation of a 'pre-qual', and every experienced Realtor knows this, is that when you submit your loan request the information must be verified by the actual lender – and that's where the problems start.

Under today's new mortgage rules, not all income and not all debts are treated the same, there are very specific guidelines that must be followed before your loan can be approved.

So how do you remove this uncertainty? Get pre-approved before you look for your new home. With a true pre-approval, a mortgage loan underwriter reviews your income and debt situation under the required guidelines and issues a pre-approval for a specific mortgage program, with a maximum loan amount, and within an interest rate range. Sound costly? Actually no, some lenders, such as Fremont Bank, will be happy to provide a pre-approval to earn your business.

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Pleasanton homeowners in it for the long haul

Home value, quality schools, job opportunities among key factors

By Dave Stark

Many city homeowners and real estate professionals think there's no reason to leave Pleasanton — a fact that will drive the residential real estate market for years to come.

"Pleasanton is a unique community because it has so much to offer to so many different people," said Jennifer Branchini, 2014 president of the Bay East Association of Realtors (BEAR).

She should know, in addition to leading the association this year, her office at Better Homes and Gardens Tri-Valley Realty is in Pleasanton. Plus, she's a Pleasanton resident.

"Think about all the reasons to buy a home here," she continued. "It could be a job, great schools or even as a place to retire; Pleasanton offers so much."

The concept of moving here and staying is reflected in real estate market trends. According to BEAR, in 2008 there were more than 4,200 homes listed for sale. That dropped to about 2,200 units in 2009 and hov-



Dave Stark

ered in that range until 2011 when it dropped again to slightly more than 1,000 units in 2012 and only 740 units in 2013.

During this same period, sales activity accelerated despite challenging purchase financing conditions and rising sales prices.

"We know there are lots of reasons homeowners are staying in Pleasanton and rising prices and lack of inventory are two big factors," Branchini said. "But you can't discount the fact that there's really no reason to leave this community."

Branchini explained that young families moving to Pleasanton for its outstanding schools can also take advantage of the employment opportunities. "Pleasanton is much more than just a bedroom community for San Francisco and Silicon Valley because you truly can live, work and play here," she said.

Affordability is another reason many homeowners are staying put. The median sales price for a single-family home peaked at \$850,000 in 2005 until that amount was eclipsed in 2013 when prices topped \$851,500.

"We can brag about Pleasanton all day long," Branchini said, "but when you let the numbers talk, they say the same thing. Our strong sales prices show the high demand for ownership housing in this town." ■



COURTESY DOUG BUENZ

Real estate professionals expect Pleasanton residents to maintain their homes in the city for years to come.

David Stark, Public Affairs Director for the Bay East Association of Realtors, manages the association's media relations, political activities and works with elected leaders and government staff in the development of housing policies. He is also serving as the 2014 Chairman of the Board of Directors for the Pleasanton Chamber of Commerce.

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Tips for buying and selling real estate

6 key questions to ask when interviewing prospective Realtors

By Don Faught

Buying or selling a home can be overwhelming. In fact, it is a full-time job.

For most people, it makes sense to hire an expert to handle the time-consuming tasks and the essential details. Real estate professionals can take work off your hands and also help you get the best deal.

Your listing agent will advertise your home, walk buyers through, answer questions and help you through the negotiation phase. If you're trying to buy, you can hire a buyer's agent who is familiar with your preferred locations. They will recommend neighborhoods that fit your preferences, and they will also warn you about possible drawbacks — like the nearby factory that will wake you up every morning at 5 a.m.

But not all agents are the same. Some may take advantage of your inexperience and end up costing you money and time.

Whether you're buying or selling, it is important to interview your agent. These tips should help you get the best value.



Don Faught

What you should ask your Realtor:

1. Are you a full-time real estate professional and a Realtor?
2. How many years of education and experience do you have? Experience and continuing education typically make for better agents.
3. Can you provide me with the names and phone numbers of past clients who have agreed to be references?
4. Have you ever represented a buyer or a seller in my area?
5. Can you provide me with a written comprehensive marketing plan that includes being on the Multiple Listing Service, (MLS)? If you're selling, you want as many people as possible to know about your home if you want top dollar.
6. Do you discount your commission? If the agent is willing to offer a significant discount of his or her fee, you should be asking yourself, why? Don't you want the best deal and someone that will be looking out for you, and not their next transaction?

Selecting a real estate professional is an important decision in the home buying or selling process. There are so many great real estate professionals out there willing to work hard for you, and I want to ensure you do it right, so consider the questions above as you make your selection.

In your final analysis, you should ask yourself: do I trust them, are they good at what they do and do they care? ■

Don Faught is the Vice President and Managing Broker for Alain Pinel Realtors and is the 2013 President of the California Association of Realtors.



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HOME SALES

This week's data represents homes sold during March 17-28

Dublin

6672 Adare Lane Shea Homes to K. & S. Hart for \$766,000

7617 Arbor Creek Circle #107 R. Chinn to M. Saffi for \$283,000

4757 Calcagno Court D R Horton to S. Bhatia for \$1,214,500

5425 De Marcus Boulevard #412 PROFF Limited to M. Burgess for \$415,000

11816 Dunstown Court Edner Trust to C. & M. Hansen for \$418,000

5456 Old Westbury Way Keels Trust to W. Kwok for \$789,000

4255 Onate Court S. & S. Saxena to R. Shah for \$845,000

7819 Tuscany Drive M. Engel to Fernandez Trust for \$438,000

Livermore

2985 1st Street #1203 S. Wallsten to Z. Liu for \$445,000

1186 Aster Lane S. Maimoni to E. Ferrier for \$480,000

342 Chris Common #104 A. Mederos to J. & C. Almash for \$300,000

5639 Crestmont Avenue M. & L. Lam to P. Foster for \$475,500

6421 El Capitan Way J. & J. Herrington to G. McCulley for \$782,500

6460 Forget Me Not T. Burkle to J. & M. Adams for \$440,000

2010 Hall Circle J. & M. Potter to H. Mudge for \$870,000

1327 Hillcrest Avenue Jiamao Enterprises to B. & T. Clarke for \$562,000

1999 Jonquil Common R. Gagetta to J. & E. Solivan for \$546,500

785 Katrina Street W. & D. Edwards to D. & A. Maugeri for \$620,000

798 Katrina Street J. & D. Steinhorst to NVEST Limited for \$500,000

1849 Klondike Road Sheffield Trust to A. & M. Barsnick for \$1,058,000

1045 Madrone Way J. & M. Brady to T. & L. Pierson for \$510,000

4232 Milton Way S. & S. Sherman to S. & J. Tracy for \$805,000

3974 Pestana Way T. & A. Buckmaster to Norcal Homes Investment Group for \$470,500

1832 Railroad Avenue #116 Signature at Station Square to J. & H. Steinman for \$539,500

685 Ruby Road M. Bhatnager to C. Allen for \$620,000

672 South N Street R. Londagin to A. & K. Peacock for \$540,000

247 Swan Drive P. Zagorski to D. Strobel for \$617,000

960 Venus Way Rizzo Trust to D. & M. Hall for \$786,000

Pleasanton

5328 Brookside Court K. & M. Day to K. Gogineni for \$648,000

7815 Canyon Meadow Circle #E L. Hammerson to B. Ramirez for \$310,000

3193 Caramello Court J. Lomonaco to W. Yu for \$524,000

1436 Irongate Court J. & J. Risher to L. Wang for \$1,650,000

3788 Marlboro Way F. Wahl to K. Liao for \$430,000

4271 Pleasanton Avenue #C P. Bowen to C. Kyer for \$440,000

2041 Raven Road L. & K. Tatro to D. & S. Rusconi for \$858,000

San Ramon

389 Bridle Court S. & S. Yenigalla to L. Du for \$1,550,000

397 Bridle Court Cohen Trust to C. & L. Green for \$1,580,000

320 Canyon Woods Place J. & A. Bryant to R. Javagal for \$895,000

210 Copper Ridge Road M. & L. Halliday to M. Dennen for \$446,000

201 Cullens Court Hutto Trust to V. Hariharan for \$1,170,000

3982 Knightsbridge Way M. & J. Devor to C. Chen for \$1,228,500

540 Marble Canyon Lane Lin Trust to D. & J. Casey for \$863,000

4016 Marblehead Drive M. & S. Watson to

Weger Trust for \$1,160,000

2644 Shadow Mountain Drive B. Gunnarsson to D. & A. Sapra for \$560,000

68 Springhaven Court MSI Development to C. Samuels for \$749,000

2921 St. Denis Drive M. Stearn to R. Fonseca for \$715,000

3047 Sweetviolet Drive West Trust to X. Wu for \$850,000

1272 Ustilago Drive P. & J. Menziuso to J. Zhu for \$1,185,000

705 Watson Canyon Court #102 J. Yap to A. Gupta for \$400,000

15 Winterhaven Court Freestone Trust to P. & C. Newlan for \$555,000

132 Woodcrest Drive E. Re to M. Re for \$385,000

SALES AT A GLANCE

This week's data represents homes sold during March 17-20

Dublin

Total sales reported: 8

Lowest sale reported: \$283,000

Highest sale reported: \$1,214,500

Average sales reported: \$646,063

Livermore

Total sales reported: 20

Lowest sale reported: \$300,000

Highest sale reported: \$1,058,000

Average sales reported: \$598,375

Pleasanton

Total sales reported: 7

Lowest sale reported: \$310,000

Highest sale reported: \$1,650,000

Average sales reported: \$694,286

San Ramon

Total sales reported: 16

Lowest sale reported: \$385,000

Highest sale reported: \$1,580,000

Average sales reported: \$893,219

Source: California REsource

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OPEN HOMES THIS WEEKEND

Livermore

3 BEDROOMS

3838 Inverness Common \$585,000

Sat 1-4 Coldwell Banker 847-2200

Pleasanton

5 BEDROOMS

3536 Gresham Court \$875,000

Sat 1-4 Keller Williams Tri-Valley 397-4200

6 BEDROOMS

4625 Second St. \$2,575,000

Sat 10-1/Sun 1-4 Blaise Lofland 846-6500



It's almost time!

Look for the Readers' Choice Ballot in the next issue of the Pleasanton Weekly

Voting starts online April 25th
PleasantonWeekly.com

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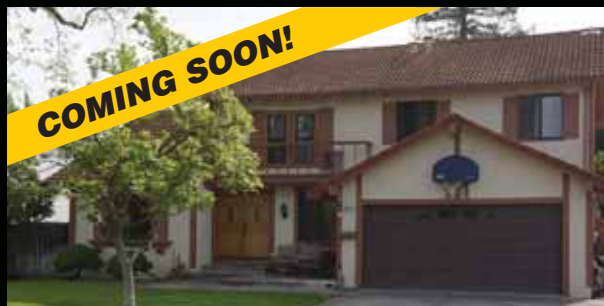
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- Home staging with professional designers and professional photographs with virtual tour
- A seller home warranty to cover the home and appliances while on the market
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2434 Sanderling Dr, Pleasanton
Rare Regency Model in Birdland 4bd/2.5 ba,
2315sf with pool on a 7600sf lot
Eat-in kitchen, inside laundry, side yard access
Walk to K thru 12 schools, parks and shopping
CALL FOR DETAILS



Pleasanton Valley- Miramar Model
4bd/2.5ba 2,088+/-sq.ft, 6,500+/-sq.ft lot
Newer roof, Redwood Fencing, AC and furnace –
very well maintained, just needs renovation and updating. Close to parks, K-12 schools and Downtown.
CALL FOR DETAILS



565 Sycamore Creek Way, Pleasanton
4bd/2ba, 2,167+/-sq. ft. on a private 1/2 acre lot,
with 450 sq. ft. detached office/bonus room,
Brazilian Cherry floors, Maple kitchen,
remodeled baths, plus a 3-car garage.
OFFERED AT \$1,049,000



748 Saint Michael Circle, Pleasanton
4bd/2.5ba, 1,611+/-sq. ft., Granite kitchen
and remodeled baths, dual pane windows,
Hardwood floors, inside laundry,
new stamped concrete, detached garage.
SOLD FOR \$590,000



2041 Raven Road, Pleasanton
4bd/2.5ba. 2,024+/-sq. ft. on a 7,939+/-sq. ft. lot
Hardwood floor, updated hall bath with Jacuzzi tub, newer
fencing, pool, walk to K-12 Schools, Park and Shopping.
SOLD FOR \$858,000



4166 Hall Court, Pleasanton
3bd/3ba, 2,042+/- sq. ft., Tiger hardwood floors, Granite/
Alder kitchen, remodeled baths, dual pane windows, RV
parking, private backyard with gated pool, on a child
friendly cul-de-sac.
SOLD FOR \$879,000

900 Main Street, Pleasanton, CA 94566





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