

# LUXURY HOMES PREVIEW



COURTESY GETTY IMAGES

## Living in luxury in the Tri-Valley

*What's on the inside and where it's located can be as important (if not more) as how the home looks from the outside*

BY DEVIN DAVIS

A home in the Tri-Valley doesn't need to have a high price tag or a lot of square footage to be considered luxury.

"We live in California, where luxury to a lot of people includes a view, gated community or something near a golf course," said Tracey Esling, 2025 president for Bay East Association of Realtors.

"Luxury living comes in many forms," she said. "Indoors, it can be anything from paint color, rugs, and window coverings to spa showers, soaking tubs, and wine rooms. Outdoors, that could mean a swimming pool or adding an outdoor kitchen or a pergola."

Esling said that while there are homes in Pleasanton which meet that definition, there are many others that are luxurious for other reasons.

According to the National Association of Realtors, a luxury home is defined by properties with high prices, significant square footage and high-end amenities. While there are homes in the Tri-Valley and Pleasanton that have these characteristics, there are



Devin Davis

other things that make them "luxurious".

Esling said many homebuyers and current residents find luxury in both how a home functions and community amenities.

"For Pleasanton homeowners there's more to 'luxury' than just having a big or fancy home," Esling said, "Quality of life can also be as important, if not more important."

Easy access to a vibrant downtown, community events, high quality or unique restaurants or a short drive to schools is what can be considered living in luxury to many people in the Tri-Valley.

Esling said when people think about luxury in California, they're likely thinking of coastal homes with an oceanside view or winery estate homes, but if you're moving to the Tri-Valley that may not be something you care all that much about.

Homes on the market with a sale price exceeding \$1 million were once considered to be luxury according to NAR. The median sales price for a single-family detached home in Pleasanton has exceeded \$1 million for the last 10 years.

"People moving to the Tri-Valley from out of state or other regions of California may expect the prices they

pay to cater to the traditional sense of the word luxury, but once they're here, they adjust to the lifestyle that includes more than what they paid for their house," Esling said.

Esling shared that some amenities that may not have been considered a "luxury" became a must-have during and after the COVID-19 pandemic. NAR expressed a similar sentiment reporting amenities such as extra bedrooms and bathrooms, and homes on large lots, became necessities rather than just luxuries.

Those types of amenities have continued to add value post-pandemic as many Pleasanton homeowners are still able to work from home. "Luxury could mean having an extra room to use as a home office," Esling explained.

Esling concluded that lots of factors contribute to the luxuriousness of a home, saying, "Luxury is subjective, and here in the Tri-Valley, it's really anything that makes the difference between a property just being a house and becoming a home." ■

*Editor's note: Devin Davis is the public affairs specialist for the Bay East Association of Realtors, based in Pleasanton.*

# Luxury agents offer expertise, service in niche market

*Knowledge of pricing trends, community amenities and most importantly, the property and how to present it*

BY GINA CHANNELL WILCOX

Luxury homes are high-end properties with premium amenities in exclusive areas, and buyers and sellers seek out real estate agents who specialize in this niche market.

Luxury real estate agents deal with the intricacies of luxury properties and offer services tailored to the specific needs of affluent clients, providing a level of expertise, service and access that exceeds that of traditional agents.

Market expertise is a must for luxury agents, but not only for the high-end real estate market and current trends and pricing for premium properties. Because community amenities and quality of life are important to buyers of luxury homes in the Tri-Valley, agents must have vast knowledge of the community the home is located in.

While location is very important, so is the property itself and a lot of care is put into the presentation. Realtors may collaborate with interior designers or stagers to ensure the property looks its best for private showings or high-profile events.

These private showings and events are part of the sophisticated marketing strategies often employed to showcase properties. Other techniques include high-quality photography, video tours and virtual walkthroughs.

Luxury homes are typically priced well above median market properties, so the agents who specialize in this market need to be well-versed in handling high-value

transactions. Buyers may not rely as heavily on traditional mortgage loans as traditional buyers, and might purchase homes with cash or through private financing. These transactions often involve complex negotiations and intricate contracts, so agents need to have excellent negotiating skills and legal and contractual knowledge.

Affluent clients value privacy, so luxury agents are skilled at maintaining confidentiality, often using off-market listings or private showings to protect their clients' privacy.

The agents are also expected to provide a level of service beyond just the sale of a property by offering a white-glove service, ensuring that every aspect of the transaction is seamless. This can include handling international transactions, dealing with complex tax issues, or arranging additional services like moving assistance or private security.

To accomplish this level of service, a luxury real estate agent has to have established relationships with lawyers, architects, designers and other professionals who are necessary for successful transactions.

One of the most important reasons for working with an experienced and respected luxury agent is efficiency. Buying or selling a luxury property involves more details and steps than a standard transaction, and agents manage all the logistics of the transaction, which saves high-end buyers and sellers valuable time. ■

## SALES AT A GLANCE

### PLEASANTON

(DEC. 9-13)

Total sales reported: 14  
 Lowest sale reported: \$1,035,000  
 Highest sale reported: \$4,550,000  
 Average sales reported: \$1,981,321

### LIVERMORE

(DEC. 9-13)

Total sales reported: 14  
 Lowest sale reported: \$485,000  
 Highest sale reported: \$2,100,000  
 Average sales reported: \$1,165,642

### DUBLIN

(DEC. 9-13)

Total sales reported: 10  
 Lowest sale reported: \$685,000  
 Highest sale reported: \$3,125,000  
 Average sales reported: \$1,628,500

### SAN RAMON

(JAN. 27-31)

Total sales reported: 7  
 Lowest sale reported: \$422,000  
 Highest sale reported: \$2,175,000  
 Average sales reported: \$873,000

Source: California REsource

3062 W Ruby Hill Dr | Sold at \$6,690,000

3521 Valenza Way | Sold at \$2,715,000

17 Fairway Lane | Sold at \$2,970,000

4222 Remillard Ct | Sold at \$3,298,000

2257 Vineyard Heights Ln | Sold at \$3,425,000

601 Blossom Ct | Sold at \$3,410,000

6016 Tillman Ct | Sold at \$3,260,000

1134 Laguna Creek Ln | Sold at \$4,025,000

7694 Maywood Dr | Sold at \$2,570,000

43054 Gallegos Ave | Sold at \$2,525,000

1843 Sannita Ct | Sold at \$4,800,000

3509 Valenza Way | Sold at \$3,100,500

6023 Laurel Creek Dr | Sold at \$3,250,000

988 W Lagoon Rd | Sold at \$2,500,000

601 Blossom Ct | Sold at \$3,410,000

1192 Paladin Way | Sold at \$3,708,000

1843 Sannita Ct | Sold at \$4,800,000

3509 Valenza Way | Sold at \$3,100,500

6023 Laurel Creek Dr | Sold at \$3,250,000

988 W Lagoon Rd | Sold at \$2,500,000

601 Blossom Ct | Sold at \$3,410,000

1192 Paladin Way | Sold at \$3,708,000

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3510 Valenza Way | Sold at \$5,100,000

6024 Laurel Creek Dr | Sold at \$4,025,000

2435 Crystal Dr | Sold at \$2,685,000

602 Blossom Ct | Sold at \$2,265,000

3122 Conti Ct | Sold at \$4,700,000

1569 Via Di Salerno | Sold at \$5,200,000

1833 Spumante Place | Sold at \$4,450,000

6036 Alpine Blue Dr | Sold at \$2,340,000

861 Owhanee Ct | Sold at \$3,200,000

2315 Westbridge Ln | Sold at \$4,250,000

1171 Sunset Creek Ln | Sold at \$3,060,000

6007 Laurel Creek Dr | Sold at \$3,036,000

4193 Grant Ct | Sold at \$3,010,000

6155 Clubhouse Dr | Sold at \$3,900,000

940 Mingoia | Sold at \$2,675,000

2324 Lakeside Circle | Sold at \$2,255,000

2112 Laguna Creek Ln | Sold at \$2,585,000

7285 Hickorywood Ln | Sold at \$2,325,000

340 Corrie Place | Sold at \$4,995,000

8026 Kingbird Ct | Sold at \$3,900,000



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VENEMA HOMES



# Esling of Legacy in Livermore named Bay East president

*'Realtor's job is creating the opportunity for clients to make memories and tell stories that will last a lifetime'*

BY JEREMY WALSH

The Bay East Association of Realtors installed Tracey Esling of Legacy Real Estate & Associates in Livermore as its president for 2025 during a ceremony earlier this month.

Esling has more than 30 years of experience working in real estate and serves on the association's Executive, Local Government Relations, Political Activities, Investment Advisory, and Leadership, Evaluation and Selection committees. She also has statewide acumen, sitting on the California Association of Realtors Board of Directors.

Bay East officials said Esling has the mantra that "a Realtor's job is creating the opportunity for clients to make memories and tell stories that will last a lifetime" and her vision for her presidency "is to uplift the voice of Realtors with an emphasis on maintaining consumer perspective".

Also anointed during the installation ceremony on Feb. 1 were president-elect Bill Espinola of Parkview Realty in Hayward, treasurer Viviana Cherman of Elation Real Estate in Pleasanton and past-president Barbara Clemons of Coldwell Banker Realty in Pleasanton. Tricia Thomas is the association's CEO.



QUINN VO / BAY EAST ASSOCIATION OF REALTORS  
The 2025 Bay East Association of Realtors leadership team consists of (from left) Viviana Cherman (treasurer), Tracey Esling (president), Tricia Thomas (CEO), Barbara Clemons (past-president) and Bill Espinola (president-elect).

The full Bay East 2025 Board of Directors includes Nancie Allen (Compass, Fremont), June Burckhardt (Legacy Real Estate & Associates, Fremont), Don Faught (Compass, Pleasanton), Louis Heystek (Compass, Oakland), Tina Jackson-Walda (Suburban Homes Realty), Delores "Dee" Johnson (Delores Dee Johnson Realty, Oakland), Joe LoParo (KW Advisors, Alameda), Sharon Mancillas (KW Advisors, Alameda) and Simi Puri (Keller Williams Realty, Danville).

Also on the board are Frank Quismorio (Realty Experts, Fremont), Geraldine Ramirez (Bay City Real Estate Group, Pleasanton), Eliane Selwan (JPAR Iron Horse Real Estate Group, Pleasanton), Sinath Thi (Coldwell Banker Realty, Castro Valley), Paul Wong (Coldwell Banker Realty, Oakland), Garrick Yan (EXP Realty of California, San Ramon) and platinum affiliate director Trevor Frey (Supreme Lending, Brentwood).

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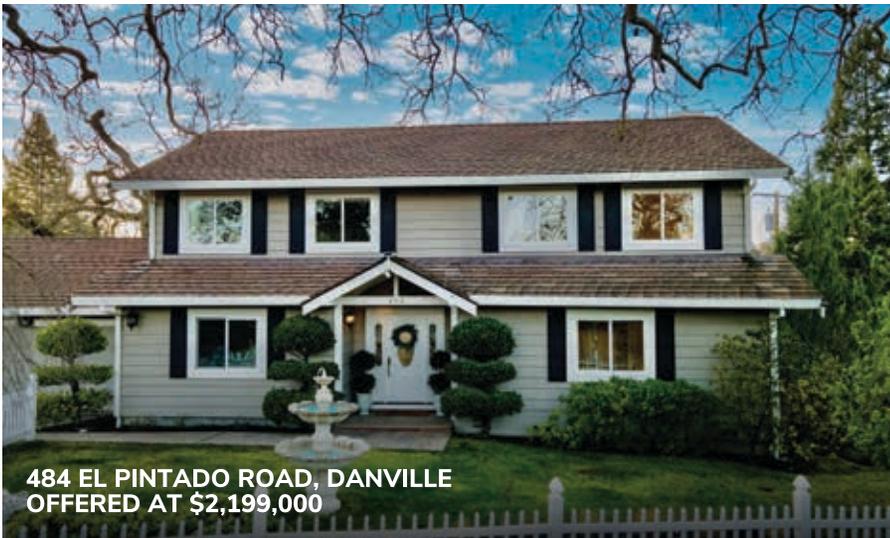


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