

2018 LOS ALTOS HILLS REAL ESTATE REVIEW



Dear Neighbors and Los Altos Hills Homeowners:

I am pleased to present you with my *Los Altos Hills Real Estate Review* for 2018 – a comprehensive and up-to-date report for Los Altos Hills homeowners. This information is designed to help you understand the market trends and property valuations in Los Altos Hills, a town in which I live and have specialized in selling homes in for more than 22 years. The data included in this report is based on sales of single-family homes that were publicly marketed through the Multiple Listing Service (MLS) and does not include homes that were sold off-market in private sales.

On a personal note, I am honored to be the **#1 Realtor Team in Los Altos/Los Altos Hills** again, selling more homes here in 2018 than any other agent. I attribute my success to a passion for selling homes, an in-depth knowledge of this community, and my incredible team members who provide our clients with an unparalleled level of service in this industry.

Even in a strong market, one of the most important things you can do when buying or selling a home is to be represented by an agent with local experience. **Having represented more than 176 buyers and sellers in Los Altos Hills**, and as a homeowner here, I have the experience and knowledge that it takes to successfully sell your home in 2019, or to find you the perfect home. Please contact me with any questions or for a market analysis of your home. It would be my pleasure to represent you.

Sincerely,

David Troyer



2018 LOS ALTOS HILLS REAL ESTATE REVIEW

PRICE

The **average price exceeded \$5 million for the first time**. With an increase of 7%, the average price in 2018 was \$5,060,289. Fueling this increase in average were three sales for \$9 million or more and only 6 sales for less than \$3 million. **Since the recession 10 years ago, the average price has more than doubled.**

The **median price** (half of the sales were above this number and half below) **increased 24% to \$4,825,000** – another new record for Los Altos Hills. This record is a result of the number of homes that sold between \$4 million and \$5 million, or 46%.

There were no sales for less than \$2.45 million. The upward shift in price ranges continued in 2018 with the majority of sales between \$4 million and \$7 million (see graph on page 4). The highest end of the market was not as strong as the previous year as there was only one sale for more than \$10 million.

An indication of demand was the fact that **40% of the homes sold for more than list price**. On average, they sold for 101% of list price. There were also **26% that required a price reduction** prior to selling. This compares to 19% in 2017 and 12% in 2016.

NUMBER OF SALES

There were **70 sales** of single-family homes reported through the Multiple Listing Service in 2018, a 26% decline from 2017. Additionally, there were 3 sales of vacant land (these land sales are not included in the summary statistics of this report) ranging from \$1 million to \$6 million.

LENGTH OF TIME TO SELL

The **length of time to sell a home increased to 20 days**, from the low of 14 days, which was by far the lowest number on current records dating back to 2001. While 50% of all sales occurred in 20 days or less, it is also notable that 9 homes took more than 100 days to sell. All of the Los Altos Hills sellers that I represented in 2018 sold their homes in 6 to 28 days.

There was a **direct correlation between days on market and pricing**. For the 18 homes that were not accurately priced when listed and therefore required a price reduction, the median days on market was 72. All other homes had median days on market of just 13. Even in a strong market like this, setting the correct price based on local market knowledge is essential for obtaining maximum value and a timely sale.



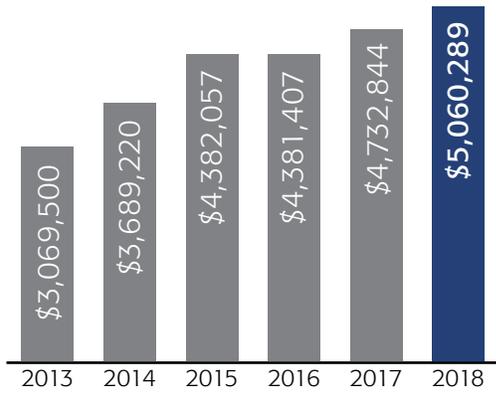
City	Average \$
Atherton	\$8,323,358
Los Altos Hills	\$5,060,289
Woodside	\$4,449,275
Palo Alto	\$3,770,274
Los Altos	\$3,678,091
Monte Sereno	\$3,471,030
Portola Valley	\$3,450,238
Saratoga	\$3,066,932
Menlo Park	\$2,871,613
Los Gatos	\$2,263,864

Second only to Atherton, Los Altos Hills commands the highest prices in Silicon Valley. Data based on sales reported in the Multiple Listing Service.

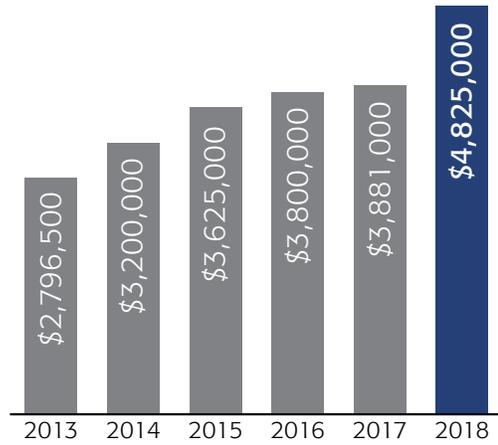
RECAP OF 2018

- Record high prices
- Average price exceeded \$5 million
- 40% sold for more than list price
- Average price up 7%
- Median price exceeded \$4.8 million
- Median price up 24%
- Number of sales declined
- Length of time to sell increased

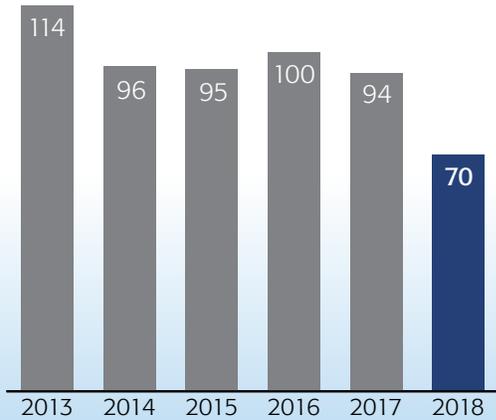
Average Price



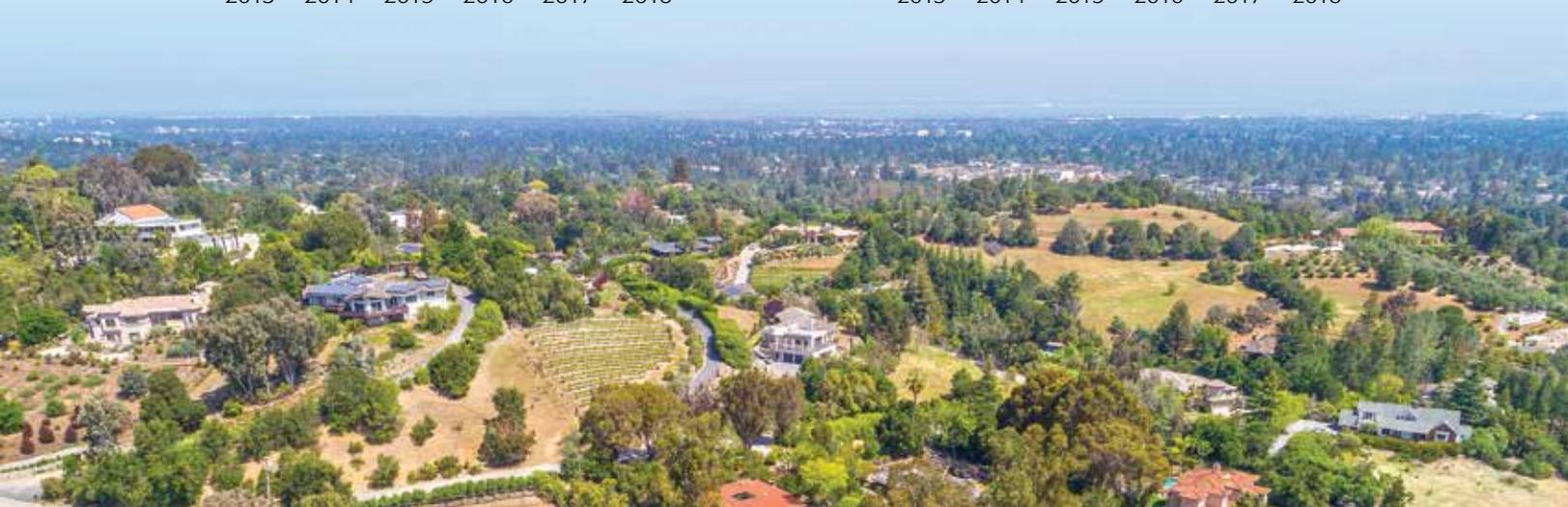
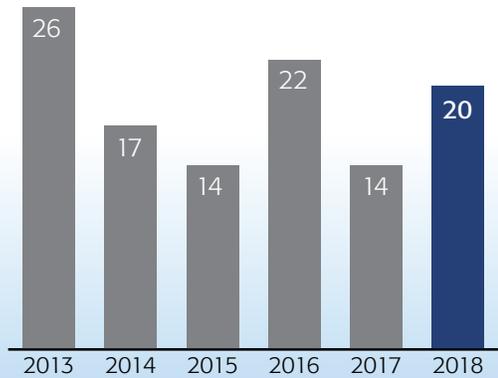
Median Price



Number of Sales

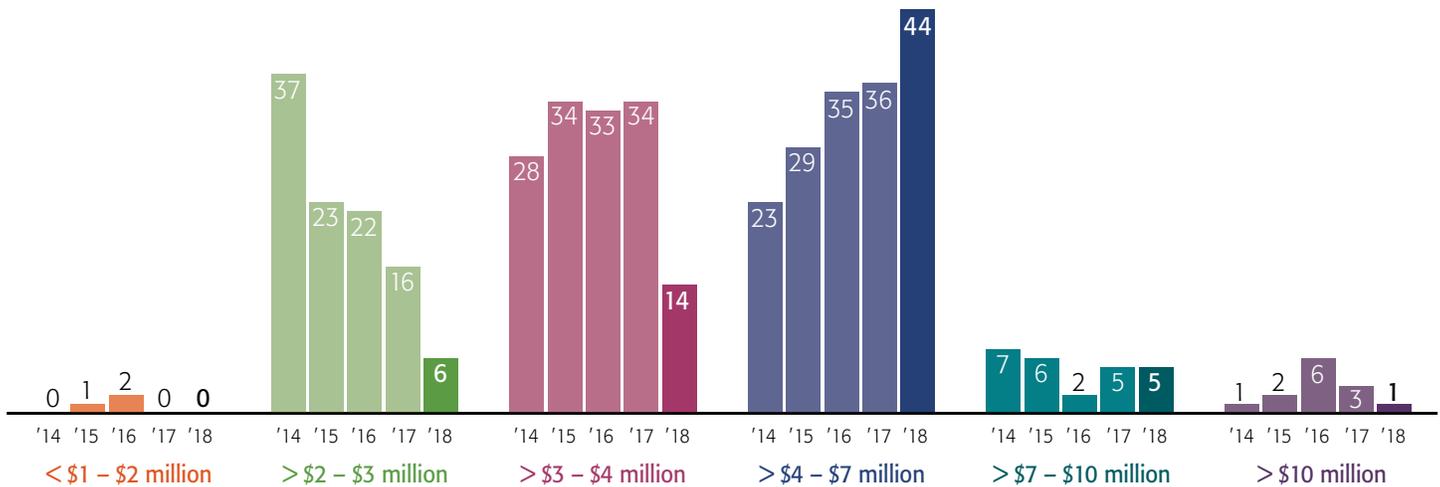


Median Days on Market



A LOOK AT THE TRENDS IN 2018

LOS ALTOS HILLS PRICE TRENDS, 2014 – 2018



2018 LOS ALTOS HILLS TRENDS SUMMARY

	# Of Sales	High \$	Low \$	Median \$	Average \$	Median Days
2018	70	\$10,075,000	\$2,450,000	\$4,825,000	\$5,060,289	20
2017	94	\$25,000,000	\$2,038,000	\$3,881,000	\$4,732,844	14
2016	100	\$16,500,000	\$1,801,000	\$3,800,000	\$4,381,407	22
2015	95	\$25,000,000	\$1,650,000	\$3,625,000	\$4,382,057	14
2014	96	\$10,180,000*	\$2,000,000	\$3,200,000	\$3,689,220	17
2013	114	\$7,950,000	\$1,250,000	\$2,796,500	\$3,069,500	26
2012	114	\$11,100,000	\$974,000	\$2,602,500	\$2,924,073	29
2011	100	\$8,300,000	\$850,000	\$2,294,250	\$2,693,666	36
2010	81	\$8,200,000	\$1,000,000	\$2,315,000	\$2,590,417	72
2009	68	\$9,950,000	\$1,079,360	\$2,435,000	\$2,614,369	78
2008	61	\$11,000,000	\$1,062,000	\$2,420,000	\$2,889,133	52
2007	96	\$14,800,000	\$1,110,000	\$2,575,000	\$3,028,275	44
2006	97	\$12,000,000	\$980,000	\$2,400,000	\$2,737,513	50
2005	133	\$12,000,000	\$1,310,000	\$2,400,000	\$2,746,940	41

* Actual prices for 2 sales in excess of \$9 million were not disclosed. Data is based on sales reported to the Multiple Listing Service and does not include any off-market sales.

DAVID TROYER GETS THE BEST RESULTS FOR LOS ALTOS HILLS SELLERS, YEAR AFTER YEAR

	TROYER 2018	TROYER 2017	TROYER 2016	TROYER 2015	TROYER 2014
Median Days on Market	9.5	8.5	8	8	7
Average % of List Price	100.5%	104.6%	104.4%	105.3%	105.2%
Average Length of Escrow	22	27	19	19	25
Highest Priced Sale	\$4,850,000	\$7,000,000	\$12,000,000	\$4,850,000	\$9,995,000

Year after year, David Troyer is the real estate agent of choice in Los Altos and Los Altos Hills – setting the highest standards of integrity and professionalism combined with the latest technology and exceptional customer service. Solid market knowledge, excellent property preparation, strategic pricing, innovative online and print marketing, plus strong negotiating skills have always been at the heart of David’s success. A true expert in Los Altos Hills and a techie at heart, David uses traditional marketing plus a wide variety of technology and social media avenues to keep buyers and sellers informed about Los Altos Hills and the local market.

David has an extensive online presence using blogs, videos, and regular postings about each home he is marketing and new listings that become available to his buyers. Plus, his continually updated website, DavidTroyer.com, is a link to all these resources and the perfect place to stay in touch for both buyers and sellers. While technology is great, **David is still a strong believer in one-on-one personal contact** with each and every client.





11600 Old Ranch Lane \$3,500,000



25251 La Rena Lane \$2,605,000



12723 Canario Way \$3,900,000



25900 Springhill Drive \$4,850,000



23271 Mora Heights Way* \$3,650,000



23460 Camino Hermoso Drive* \$3,750,000



12011 Hilltop Drive \$4,200,000

DAVID'S MOST RECENT SALES in Los Altos Hills

David's sellers received on average **103%** of list price. compared to **101%** for homes sold by all other agents.

*The Troyer Group represented the buyer.



11523 Summit Wood Road* \$3,251,000



12791 Normandy Lane \$6,100,000



12430 Casa Mia Way \$4,289,000



13075 S. Alta Lane \$7,000,000



26991 Taaffe Road \$7,000,000



12450 Hilltop Drive* \$2,700,000



26088 Duval Way \$2,800,000



13551 Paseo Del Roble Drive* \$3,610,000



14146 Amherst Court \$3,420,000



13163 La Cresta Drive* \$3,275,000



26270 Taaffe Road* \$3,400,000



12810 Deer Creek Lane (not disclosed)

DAVID TROYER #1 IN LOS ALTOS/LOS ALTOS HILLS, 2018



Why do more Los Altos/Los Altos Hills home sellers choose David Troyer?

- A single agent simply cannot provide the level of service that The Troyer Group does – you need a specialist to manage every step of the home sale process
- Value added services like staging, property inspection, home inspection, and pest inspection are all paid for by David
- Detailed and budget conscious home preparation is entirely managed by in-house Project Managers (page after page of Troyer Transformations™ at davidtroyer.com speak for themselves)
- The most extensive and expensive (paid for by David) marketing program in the industry with a full-time Marketing Manager and professional advertising agency on retainer
- Full-time, on staff, local employees assist David every step of the sale, freeing up David's time to spend directly with clients
- For over 22 years, David has specialized in Los Altos/Los Altos Hills home sales and for the past 19 years he has been the real estate agent of choice
- And the #1 reason home sellers choose David... because no one sells more Los Altos/Los Altos Hills homes than David Troyer

Your home is where our heart is



Selling a home can be stressful if you choose the wrong agent.

Be sure David Troyer is one of your choices to interview.

You have nothing to lose.

WANT MORE REASONS?

Check out David's reviews on  and davidtroyer.com

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DAVID TROYER #1 IN LOS ALTOS HILLS, 2018



No one sells more homes in Los Altos/ Los Altos Hills than David Troyer. In just 3 years, David has sold over \$125 million in Los Altos Hills sales. It's results like this that place David as the #1 agent at Intero, out of 3,100+ agents, for the past 10 years, and as the #17 real estate team in the United States, per *The Wall Street Journal*, 2018.

LOOKING AHEAD TO 2019, many are wondering if this market will last particularly with the recent stock market volatility. Here are my insights (and I would love to discuss them with you in detail):

- A downward trend in the stock market began in October 2018, which gave a slight pause to the real estate market after a very robust market earlier in the year. The high of \$26,828 was reached on October 3, falling to a low of \$21,792 on December 24. As this report is written, the Dow is \$24,704. The stock market has always been a contributing factor to our real estate market. As the stock market goes up, so does real estate.
- New corporate tax rate cuts could impact stock buy-backs for local companies pushing their stock prices to more all-time highs.
- Many tech unicorns (private companies valued at \$1 billion or more) are anticipated to go public this year, which will result in an onslaught of new wealth in our area.
- The reduced limit on deductions of mortgage interest and property taxes will reduce buying capacity of many buyers in the marketplace, but overall impact is yet to be determined.

Your home is where our heart is



2018 LOS ALTOS HILLS REAL ESTATE

Average exceeded \$5 million

40% Sold Over List Price

Homes Took Longer to Sell

- Interest rates are still an unknown, but many anticipate them to go higher, which should fuel buyers to jump in now while they are still low.
- Lower-priced homes and condos/townhomes will be very much in demand as they are more affordable – for now.
- Supply and demand may still be skewed for some time (favoring sellers) while we wait for inventory to increase, which I anticipate to happen.
- The strength of Silicon Valley employment centers will continue to be a tour de force in our real estate market. More employees, more housing needed.

I remain optimistic on the long-term value of owning a home in Los Altos Hills, which continues to be one of the best places to live in the Bay Area and was just ranked #9 on *Forbes'* list of 500 most expensive ZIP codes in the country.

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