THE PERFORMANCE *Report*

Market Intelligence
for the Danville Principal

Celebrate Your Independence.

JUNE/JULY 2026 | SUMMER UPDATE

IN THIS ISSUE:

ROBERT SONG

COMPASS

DRE Lic #01495237

Independence, Measured by the Result

Happy 250th Birthday, America.

The American Dream was never just about a deed. It is about what we build, what we protect, and what we pass forward.
For most families, that means a home, the largest fortune they will ever hold.
Celebrate it. Then understand it honestly.
Volume can prove experience. But a record shows how many homes an agent closed, not how each one performed.
A fast sale below market still counts as a sale.

Volume proves activity. Outperformance proves skill.

The same is true of the line every seller hears: **"We sold over asking."** Price a home low enough and a crowd will always beat the number. Over asking measures against a figure the agent chose. Over value measures against what comparable homes were fetching.

One creates a headline. The other pays your net proceeds.

Algorithms can count activity: sales, reviews, visibility, and volume. They cannot prove whether strategy created leverage, negotiation protected the seller, or the advisor read the room when the stakes were highest.

The market sets the range. Strategy determines where inside that range you land.

If values were fixed in advance, every home would sell at its estimate. Preparation, presentation, pricing, narrative, and negotiation would not matter. They do.

The outcome is not found. It is built.

A license confirms the floor. It does not prove mastery of negotiation, pricing, or buyer psychology. Those skills are studied, practiced, and earned. There is no second run. So sellers reach for what they can feel: a familiar name, a warm personality, a strong sales count.

Kind is good. But kind is not a strategy, and it will not defend your equity in the final hour.

Ask for the evidence instead. **Which homes? Which comparables? What strategy? What result?**
One number from this issue: Danville's median sale price rose 1.2% in the first half while price per square foot fell 4.7%.

Your home is your fortune. Measure it, and the hands you trust it to, by the result and nothing less.

For an honest, principal-level read on your position, the conversation is always open.

Robert Song
Principal Real Estate Advisor

ROBERT SONG

925-807-9907
Email: robert@robertsong.com
www.RobertSong.com

JUST LISTED

THE APEX OF BLACKHAWK

27 Eagle Ridge Ln • Danville, CA

5 Beds + Office | 5 Full Baths, 2 Half Baths
5,387 Sqft | 0.91 Acre

The Highest Seat in Blackhawk

At the highest point in Blackhawk, gated again beyond the community gates, this estate sits where nothing looks down on it.

Primary living stays on a single level, with Mount Diablo framed across the horizon. A resort-style pool, a private cabana, and a sport court open onto nearly an acre.
A position like this cannot be rebuilt.

It can only be owned.

ROBERT SONG

Offered at $5,750,000

FOR MORE INFORMATION & TO SCHEDULE A PRIVATE SHOWING, VISIT: **BlackhawkApex.com**

BOTH SIDES OF THE TABLE

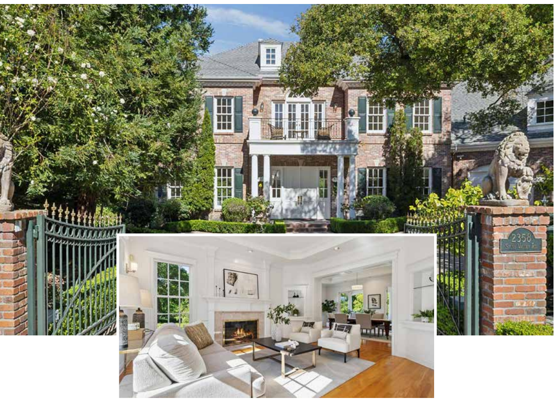
"In business as in life, you don't get what you deserve, you get what you negotiate."
— Chester L. Karrass

Buyers acquired below appraised value. Sellers closed above expectation.
Different sides of the table. Same negotiation discipline.

Negotiation is not a buyer-side skill or a seller-side skill. It is the discipline of reading pressure, timing, value, psychology, and leverage, then applying it to the side of the table you are on.

THE BUY SIDE

Three purchases.
Three appraisals above the price paid.



2358 Stone Valley, Alamo

Sold: $2,650,000 Represented: Buyer

Result: Appraised nearly six figures above what our buyer paid.

A multiple-offer property won through 21 years of complex escrow experience. Contingencies, a loan change mid-escrow, and time extensions each threatened the deal. Holding it together took negotiation and cooperation with the listing agent, title company, lenders, and both sides.

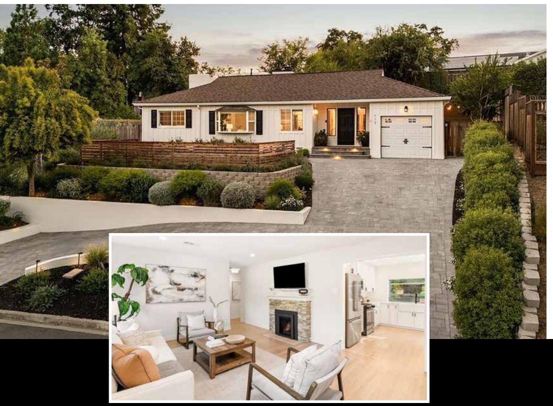
We knew the value before the appraisal confirmed it.

6857 Penn Drive, Dublin

Sold: $1,325,000 Represented: Buyer

Result: Purchased below appraised value in a multiple-offer setting.

This win came from reading the field. We identified the competing offers, let the other buyers reveal their positions, then structured around what the seller needed most without surrendering financial ground.



117 Montana Drive, Danville

Sold: $1,638,000 Represented: Buyer

Result: Purchased below appraised value despite buyer time pressure.

Our buyer was under a strict time constraint. That fact could not reach the seller, because a pressured buyer pays a pressured price. We moved with urgency internally, projected none externally, and did not let the clock force a poor purchase.

Three acquisitions. Three appraisals above the price paid.
That gap is leverage, measured.

THE SELL SIDE

The same leverage,
measured in a seller's proceeds.

456 Vanessa Way, Danville

Sold: $2,500,000 Represented: Seller

Result: $67,500 in additional seller net over the original offer.

The second-highest price in Wendt Ranch in two years. The only sale above it carried a lot roughly 20 percent larger and about 10 percent more square footage, yet closed for just $20,000 more. We captured the buyer through a geography no one else was targeting, using targeted video and disciplined narrative framing.

That is not just exposure. That is exposure converted into proceeds.

3055 Hastings Way, San Ramon

Sold: $2,525,000 Represented: Seller

Result: Sold in 4 days, non-contingent, while competing listings sat and cut.

One of the top prices and highest price per square foot achieved without staging or requiring the seller to vacate. Four competing listings sat more than 60 days and cut their prices by an average of $160,000. We priced correctly, created early-access exclusivity, and negotiated from a position of strength.

3419 Park Place, Pleasanton

Sold: $1,585,000 Represented: Seller

Result: Over $100,000 more in proceeds than the seller believed was there.

The seller expected $1,400,000 net. The home sold in 14 days against a neighborhood average of 43, at nearly $40 per square foot over the area, during a stretch where 70 percent of comparable listings were not selling.

All three seller premiums were engineered in a market that was cooling, not climbing.
These results were not found. They were made.

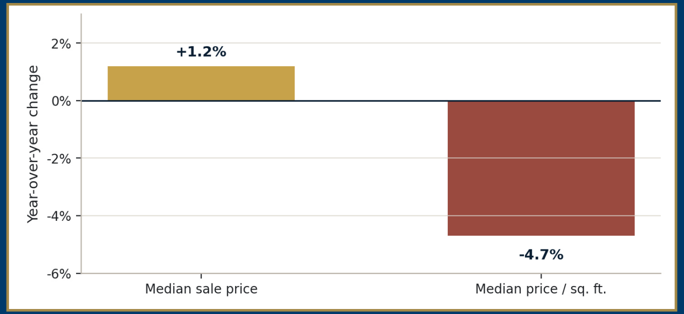
FIRST-HALF 2025 VS FIRST-HALF 2026 · DANVILLE DETACHED HOMES

The Headline Held. The Value Slipped.

Two stories can be true at the same time. Danville's median sale price rose 1.2 percent in the first half of 2026, from $2,183,750 to $2,210,000. That is the number most reports would lead with, and in many cases, the number they would stop at.

I would not stop there. Price per square foot, the cleaner read on underlying value, fell 4.7 percent, from $825 to $787. The headline said the market held. The value gauge said it softened. That is the story homeowners need to understand before they price, prep, negotiate, or decide to wait.

Median sale price +1.2% ($2,183,750 to $2,210,000).
Median price per sq. ft. -4.7% ($825 to $787).



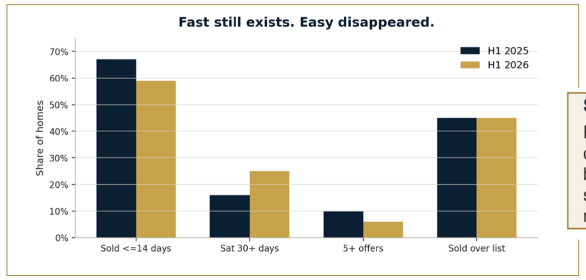
Why they disagree: median price just finds the middle sale. Price per foot corrects for the mix of homes that happened to trade. When they point in opposite directions, the per-foot number is the more honest read of value.

SPEED AND COMPETITION
Fast Still Exists. Easy Disappeared.

Measure	H1 2025	H1 2026
Median days on market	8	10
Sold in 14 days or less	67%	59%
Sat 30 days or more	16%	25%
Sold over list price	45%	45%
Median sale-to-list	100%	100%
Drew 5 or more offers	10%	6%

The middle of the market still looked healthy. Median days on market moved only from 8 to 10 days, and the median sale-to-list ratio stayed at 100 percent. Nothing looks broken if you only look at the middle. The change lives in the spread.

Fewer homes sold inside two weeks. More homes sat 30 days or longer. Fewer listings drew five or more offers. Well-priced homes still moved. Mispriced homes lingered in a way they did not a year ago.



Sold Over List Is Not Sold Over Value

Forty-five percent of Danville homes sold over asking this year. It is the most quoted number in real estate, and often the least complete. A list price is chosen by the seller and the listing agent. Beating it proves the number was beatable, not that the home reached its full worth. In our first-half data, nearly one in three fast, over-asking sales still closed below what comparable homes were achieving. The sign said sold over asking. The comparables said money was left behind.

CORE PRICING
What a Danville Home Looked Like, Then and Now.

Measure	H1 2025	H1 2026	Change
Closed sales	225	231	+2.7%
Median sale price	$2,183,750	$2,210,000	+1.2%
Average sale price	$2,341,795	$2,344,748	+0.1%
Median price / sq. ft.	$825	$787	-4.7%
Median home size	2,697 sf	2,670 sf	-1.0%
Median lot size	10,411 sf	11,700 sf	+12.4%

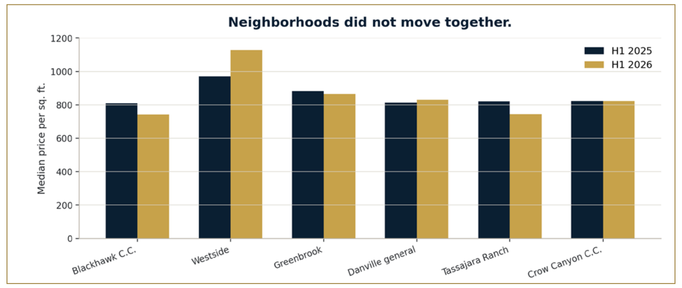
Homes barely changed in size, so the price-per-foot decline is not a case of smaller houses dragging the number down. The value gauge genuinely eased. Larger lots trading hands helped prop up the flat median, which is exactly why the headline alone can mislead.

BY NEIGHBORHOOD
Neighborhoods Did Not Move Together.

Neighborhood	Sales 25 / 26	Median price	Price / sf
Blackhawk C.C.	38 / 31	$2.27M → $2.62M	$808 → $743
Westside Danville †	19 / 10	$2.50M → $2.75M	$971 → $1,128
Greenbrook †	11 / 10	$2.00M → $1.94M	$882 → $866
Tassajara Ranch †	8 / 9	$2.04M → $1.96M	$821 → $745
Crow Canyon C.C. †	8 / 6	$1.67M → $1.77M	$824 → $824

† Fewer than a dozen sales in at least one period. Treat these as directional, not definitive. Small samples swing on a single unusual home.

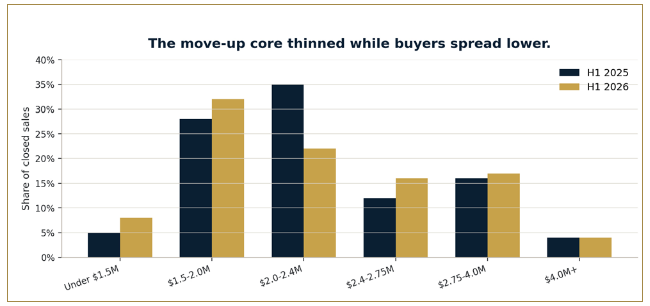
Averages are useful for the environment. They are dangerous as a valuation shortcut. Blackhawk Country Club is the cleanest example: median sale price rose about 15 percent, yet price per foot fell about 8 percent because larger, pricier estates traded hands. The headline suggested appreciation. The per-foot data told the more disciplined story.

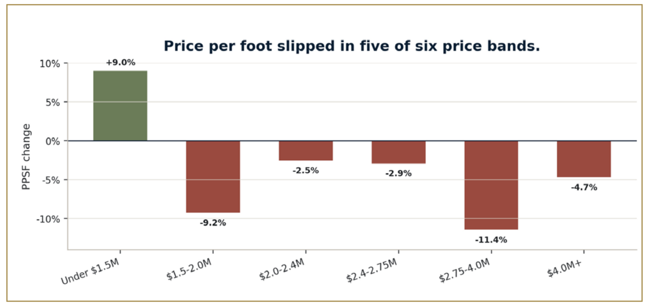


WHERE THE VOLUME MOVED
The Move-Up Core Thinned.

Price band	2025 sales (share)	2026 sales (share)	PPSF 2025	PPSF 2026
Under $1.5M	11 (5%)	18 (8%)	$722	$787
$1.5M to $2.0M	63 (28%)	75 (32%)	$866	$786
$2.0M to $2.4M	79 (35%)	51 (22%)	$830	$809
$2.4M to $2.75M	27 (12%)	38 (16%)	$791	$768
$2.75M to $4.0M	37 (16%)	40 (17%)	$858	$760
$4.0M and up	8 (4%)	9 (4%)	$899	$857

The $2.0M to $2.4M core, long the heart of the Danville move-up market, fell from 35 percent of all sales to 22 percent. Buyers did not disappear. They spread toward lower bands, while values per foot slipped in five of the six price brackets we tracked.





PRINCIPAL READ
My Take: This is not a weak market. It is a less forgiving one.
The right home can still win. The wrong launch can still cost real money.

The easy interpretation is to say Danville prices rose because the median sale price increased. The more honest interpretation is that the headline held while underlying value softened. That distinction matters because it tells sellers what kind of market they are really entering.

This market still rewards the right home. It still rewards preparation. It still rewards pricing discipline. But it is punishing the homes that miss the mark. The difference between launching strong and sitting stale is now measured in real dollars, not just days on market.

Your home is your fortune. Measure it against comparable results, not headlines. The difference can be worth hundreds of thousands of dollars.

READ THE FULL DANVILLE FIRST-HALF REPORT

The print edition shows the key read: Danville's headline price held while the value gauge slipped.

For the full report, including Westside vs. the rest of Danville, cash buyer activity by price bracket, and month-by-month sales timing, visit:

www.robertsong.com/reports

SOURCES, METHODS AND DISCLOSURES

Median price per square foot calculated from unrounded figures. Dollar values are rounded for display. Median price per square foot moved from $825.37 to $786.57, a 4.7% decline.
Data source: Bay East Association of REALTORS MLS, accessed via Paragon. All data for detached single-family homes in the City of Danville, sold January 1 to June 30 of each year. Compiled by Robert Song. Figures are current as of the pull date 07/02/26 and may shift as late records post.
What we included and excluded: A small number of border-ZIP 94588 records were removed to keep the geography true to Danville. Off-market sales are counted in the pricing figures but excluded from days-on-market and competition statistics, since a home sold privately never openly competed. Diablo filters as a separate city in the MLS and is not included; Blackhawk is a Danville subdivision and is included.
Why price per square foot leads: Median price moves with the mix of homes that happen to sell. Price per square foot compares homes on more equal footing and is the primary gauge of value direction. Where the two diverge, we say so.
How we read value versus list: Because the list price is chosen by the seller or agent, beating it does not prove a home reached its worth. We compare each sale against homes of similar size, lot, age, and location, then measure how far it landed above or below that comparable set. That is the basis for the finding that nearly one in three fast, over-asking sales still closed below comparable value.
Not an appraisal: This is market commentary, not a valuation of any individual property or advice to buy or sell. For your home, ask for a tailored analysis.

Robert Song
760 Camino Ramon Ste 200
Danville, CA 94526

Principal Real Estate Advisor | DRE #01495237

925-807-9907

www.RobertSong.com

COMPASS

PRSRT STD
ECRWSS
U. S. POSTAGE
PAID
EDDM RETAIL

LOCAL
POSTAL CUSTOMER

YOUR HOME. YOUR FORTUNE.

Get Your Home Graded Against Its True Market.

Danville's first-half headline looked stable. Median sale price rose 1.2 percent.
But the cleaner value gauge, price per square foot, fell 4.7 percent.
That is why a generic estimate is not enough.
The better question is:
Would your home beat the comps, match them, or leave money behind?

Schedule Your 20-Minute Principal Value Audit

This is not a listing pitch. It is a direct read of your home, your competition, and the strategy required to protect your equity.

Useful whether you plan to sell this year, remodel first, or simply want to know where your equity really stands.

In 20 minutes, we will identify:

YOUR TRUE COMPETITION
The homes buyers will actually compare against yours.

YOUR VALUE GAP
Where your home wins, where it loses, and whether it is positioned to beat the market.

YOUR STRATEGY LEVERS
The preparation, presentation, pricing, and negotiation moves most likely to improve your result.

Your home is too important to measure by a headline. Measure it by the result.

Scan to Schedule Your PRINCIPAL VALUE AUDIT

ROBERT SONG
FLOWCODE
PRIVACY.FLOWCODE.COM

Or Call
925-807-9907

RS
ROBERT SONG