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THE
KEVIN
O'BRIEN
TEAM

Pleasant Hill

HOME SELLERS GUIDE

Dozens of Tips on Selling Your House

20 Year History, Pricing, Taxes & Current Market

Hi Friends and Neighbors

I'm getting a lot of questions from my clients about the real estate market right now, so I thought I would share the most recent numbers and some of my insights with you. For those that don't know me, I've sold over \$140-million in real estate, and work at RE/MAX Accord, one of the larger Brokerages in the East Bay Area. I've also lived in Pleasant Hill since 1970.

CURRENT MARKET ... Yes, we are still in a seller's market – lots of demand, but not enough homes for all of the buyers. 2023 saw a big change vs 2022 ... Prices have remained somewhat stable (about a 3% drop from 2022 to 2023 prices). The big news is the interest rates ... the interest rates jumping up have resulted in SELLERS not wanting to sell – because they would end up paying MORE for a replacement home – the majority of potential sellers have a mortgage rate that is too good to give up. They are currently paying 3% (or less). They would have to pay 6% to 7% on a new loan. If they move, these higher interest rates could translate to an increase of \$10,000 or \$20,000 per year (or more) on a new mortgage. This has dramatically cut the number of homes on the market available for sale.

HERE IS A QUICK EXAMPLE OF THE DIFFERENCE IN THE MONTHLY PAYMENTS ON A 30-YEAR FIXED-RATE LOAN AT 3% VS 6% VS 7%

Loan Amount	3% Interest	6% Interest	7% Interest
\$ 500,000	\$ 2,108 / mo	\$ 2,998 / mo	\$ 3,327 / mo
\$ 800,000	\$ 3,373 / mo	\$ 4,796 / mo	\$ 5,322 / mo
\$1,000,000	\$ 4,216 / mo	\$ 5,996 / mo	\$ 6,653 / mo

20-YEAR HISTORY OF HOME PRICES ... You may find this interesting ... the chart on the right details 20-years of Pleasant Hill home prices. It includes the number of homes sold in each year, along with the days on market, which shows the demand.

During the crash (from 2008 to 2012) we saw crazy price reductions as banks were foreclosing and selling off homes as fast as possible. Pleasant Hill saw home values drop by 39%. In comparison, Walnut Creek dropped by 31% and Antioch dropped by 63%.

The situation we are in today is very different, but still has everyone nervous. Experts are on both sides of the debate - are we going to see a big drop in values - back to pre-Covid, 2019 values - or will home values stabilize? There are so many factors that can swing the prices one way or another – job losses in the Bay Area, even higher interest rates, war, changes in tax laws, the new, higher-density zoning laws and what's happening in other parts of the Bay Area and the USA. All of these translate to continued stability or price drops.

WATCH FOR CAPITAL GAINS TAXES ... If you're a couple that has owned your home for the last 30-years, you may have \$50,000 to \$100,000 of your equity wiped out from Capital Gains Taxes. If you're single, that number could double. IRC-121 is the current law that gives you \$250,000 or \$500,000 of your gains tax free.

I can help you analyze your numbers and you can take this info to your CPA for review so you don't get a surprise tax-bill after you sell your home. I also have a terrific CPA in Danville that can advise you on the more complicated sales - like inherited properties, partnerships and/or rental properties that have depreciation and deferred capital gains.

PLEASANT HILL - 20 Year History

YEAR	AVERAGE	# SOLD	DOM	% Change
2023	\$ 1,145,000	226	8	- 3 %
2022	1,177,000	300	9	7 %
2021	1,091,000	444	8	13 %
2020	946,000	325	8	9 %
2019	862,000	336	11	2 %
2018	849,000	329	11	8 %
2017	784,000	316	11	6 %
2016	738,000	293	11	10 %
2015	667,000	359	13	2 %
2014	652,000	332	12	12 %
2013	573,000	376	11	18 %
2012	470,000	353	14	8 %
2011	<small>LOW POINT</small> 434,000	301	32	- 11 %
2010	480,000	248	26	0 %
2009	477,000	253	22	- 14 %
2008	545,000	217	33	- 24 %
2007	676,000	264	25	- 4 %
2006	703,000	292	16	- 2 %
2005	714,000	391	10	18 %
2004	588,000	425	9	14 %
2003	504,000	415	12	

* Condos and townhouses are not included in this analysis
 * AVERAGE = average sales price for a house
 * # SOLD = how many houses sold in that year
 * DOM = MEDIAN days on market until an Offer was accepted
 * % CHANGE = increase or decrease from the previous year

OUR FIRST MEETING

MY CLIENTS LOVE MY INSIGHTS AND HAVING SOMEONE TO BOUNCE IDEAS AROUND WITH

HERE IS A QUICK OVERVIEW OF OUR FIRST MEETING :

We talk about your goals and timelines, we talk about Zillow prices, we talk about the 3 prices for your house, we talk about other homes that have sold nearby, we talk about how potential buyers will respond to your property, we talk about fix-ups that can add value to your sale (and which ones you don't need to worry about), we talk about inspections, we talk about disclosures, we talk about vendors that can help you, we talk about the marketing plan and the sales process, we talk about showings, we talk about safety and security, we talk about the NAR lawsuit & all of the new Realtor commission options, we talk about capital gains taxes, we talk about other costs to sell your property, we talk about how I can make your move as stress free as possible.

There is never any charge or obligation to have me come over and have a chat on the value of your home, prep work, or the sales process.

Pleasant Hill homes are a BARGAIN

A lot of Buyers "discover" what a bargain Pleasant Hill is when they are looking at the average home prices in Walnut Creek, Danville and Lafayette.

THE BARGAIN ... the \$1,145,000 house in Pleasant Hill is \$2,230,000 in Lafayette, and \$1,629,000 in Walnut Creek. Have a look at the chart (to the right) to see how Pleasant Hill prices compare with prices in other nearby cities and you will instantly see why buyers like our humble town. Pleasant Hill has good schools, low crime and a much easier commute than Concord or Martinez.

INVENTORY ... there is even less inventory in 2024 than in 2023, so the prices remain high for all cities. Here is how the numbers work for Pleasant Hill ... Pleasant Hill has a population of about 35,000 people and has about 14,500 homes, of which approx. 8,500 are detached houses with yards, garages and a bit of space for your family. Out of these 8,500 houses, only 300 to 400 houses will be placed on the open market for sale each year - that's only 4% to 5% of the houses. In a normal year, this works out to about 25 to 33 houses available per month. For 2023, we ended up with 226 sales - that's only about 19 per month.

Compare PLEASANT HILL to Walnut Creek & other areas

CITY	Ave. PRICE	# Sold	\$/sq ft
Alamo	\$ 2,735,000	164	\$ 815
Lafayette	2,230,000	226	832
Orinda	2,091,000	182	807
Moraga	2,029,000	100	841
Danville	2,020,000	237	821
San Ramon	1,852,000	369	772
Walnut Creek	1,629,000	371	744
Clayton	1,202,000	112	525
Pleasant Hill	1,145,000	226	653
Martinez	870,000	307	522
Concord	851,000	738	514

* Condos and townhouses are not included
 * Ave. Price = average sales price during 2023

HOW TO PRICE YOUR HOUSE

There are really THREE prices on your house ... a High-Price, a Mid-Price, and a Low-Price

1. HIGH-PRICE ... asking a high-price is definitely worth considering if your home has an incredible kitchen, fantastic views, gorgeous yard, lot-split or development potential or other cool features. I have set a lot of records for the highest sale price in a neighborhood

2. MID-PRICE ... this is what your home should sell for and is supported by a number of comps (other recent sales nearby). Getting just one additional Offer can increase your sale price - sometimes up to the high-price.

3. LOW-PRICE ... this is the lowest your home will probably sell for. When Realtors brag about getting 14 Offers on a sale, this is usually from starting with a low price. If you have an extreme fixer, this is where you want to start off. Many times, we can generate enough interest to get several Offers, which brings your price up - sometimes way over the mid-price.

OFF-MARKET PRICE ... I'd say that 10%-15% of homes sell "off-market". This can be a sale to a friend, relative, neighbor, tenant or someone you want to have your home. This can also be a sale to someone who makes you an Offer that exceeds your expectations or is a "bird-in-the-hand" that gives you a quick and simple sale. The trade-off is not exposing your home to the market to see if there is a much higher Offer waiting for you. I have done quite a few of these and can help you sort through your options.



I am a fan of Zillow, Homes.com, Realtor.com and Redfin - their maps make it really easy to search for listings and Open Houses. 90% of buyers use these websites when looking for homes to buy - or to get an idea on what their home is worth.

Most of the photos and details come from the MLS (Multiple Listing Service), which is the "Mothership" of most real estate info. Each Realtor enters their listings into the MLS, which is then automatically distributed to all of the online websites.

ZILLOW'S PRICE ... for houses not on the market yet, Zillow will give you a Zestimate - which is usually based on \$/sqft (dollars per square foot). In 2023, the average per square foot was \$653 in Pleasant Hill. See the chart above for the average \$/sqft for each city.

I have seen Zillow spot-on for pricing - and - I have seen their Zestimate off by a few hundred thousand dollars. WHY? Zillow has no way of knowing the details that can affect the price of your home ... the condition and "flow" of your house, your yard, the desirability of your neighborhood, street noise, views, curb appeal, history of your house, hillsides, neighbors, assigned schools, etc.

This is where I come in. I have been in over 2,000 homes with hundreds of buyers and can, very quickly, walk-thru your home to give you a much more accurate idea of the high-price, mid-price and low-price of your home.

A Few Insights Into Selling Your Home

■ Marketing Your Home

When you are selling your home, getting a 2nd offer can dramatically increase your sale price. I'm a big believer in promoting the heck out of my listings so that we get your home in front of as many potential buyers as possible ... because, if potential buyers do not know about your home, then they can't fall in love with it and make an offer.

The most active buyers spend time every day on Zillow, Realtor.com and other websites looking for new listings – we LOVE these buyers because they are ready to go and will often-times try to make a pre-emptive offer that may exceed your expectations.

An even bigger group of buyers, however, are not as aggressive and I invest a lot of money in reaching out to these buyers as well – we want to reach BOTH groups of potential buyers. I've sold a lot of homes to friends of neighbors and by tapping my network of other Realtors. I have 400 agents in our group and over 3,000 Realtors in the Walnut Creek, Danville and Lamorinda area that I make special announcements to. I also reach out to over 20,000 Realtors in San Francisco, the Berkeley/Oakland Hills, and other parts of the Bay Area. When I send special announcements to neighbors, it's because they already love the neighborhood and will become our enthusiastic Ambassadors in telling their friends and family about our listing.

My goal in marketing your home is to get us on the radar for potential buyers – they will see our listing, come in and have a look and get excited about your home possibly being “the one” to raise their family in. It's a very exciting process to be a part of.

GOOD PHOTOS = MORE INTEREST

When agents and potential buyers are zipping through the listings, I want your house to jump out as a “Must See”. I use MIKE SWAN PHOTOGRAPHY, one of the highest quality Photographers in the Bay Area. I attend most photo shoots with Mike, and together we take several hundred photos of each house - for every 10-photos, we get a really good one, and for every 100-photos we will usually have a sensational one - just the right light and just the right drama to “wow” them. We do aerial photos as well as the Matterport 3-D Tour. The Matterport lets you “walk-thru” the house and zoom in on any detail you want. Your most interested buyers will play with this - its very cool. Mike also has a nifty GPS system he uses to generate a very accurate Floor Plan, complete with room measurements and total square feet. I hand-pick the best photos to showcase your home.

MAGIC WORDS ... The right words set the stage for the right buyers. The description I write needs to get buyers the information they need to get excited about your home as quickly as possible - we only have a second or two to capture their imagination and create that first impression. With just a few words I get to convey the essence and energy of your home, while also addressing the location, condition, schools and value. What I write is what they see on the MLS, Zillow, Realtor.com, homes.com and hundreds of other real estate websites.

■ Inspections & Fix-Ups

Whether you have a stunning, \$2-million house or an all original fixer-upper, I'd suggest getting inspections before going on the market. WHY? because it will usually get you a faster sale and a higher price. I have handled hundreds of inspections and have seen every issue from termites and dryrot, to leaking roofs and sagging foundations. I can help you make decisions on what to do if the home you are selling has any of these challenges. I can usually give you approximate costs and have Contractors that I can bring in to give us quotes. Work done beforehand is much less expensive than work done while in escrow.

IF NEEDED, MANY OF MY CONTRACTORS WILL LET YOU PAY IN ESCROW

■ Staging and Prep

Some homes are stunning with the Seller's furnishings. Some homes just need a bit of “de-cluttering”. Some need cheap-and-cheerful paint and flooring. Some will need mini-makeovers that take a bit of time to complete. Some homes need the full staging treatment.

My clients love that I have so many resources and can get fix-ups done quickly. At our first meeting we can usually put together a list of items that need attention and are worth doing - we can also talk about the items that aren't worth doing. I can coordinate the repairs - getting quotes for you and scheduling the ones that you want to do.

My Stager is DRESSED-TO-SELL in Concord - they're one of the biggest in the Bay Area and they have their own trucks, furniture and crews. After a home is deep cleaned and prepped, they can completely transform it in 1-day!.

■ Disclosures

ALL homes are sold in 100% as-is condition, subject to the buyer's inspections and review of the seller's Disclosure Package.

GOOD DISCLOSURES ARE EVEN MORE IMPORTANT TO YOUR SALE THAN PAINTING, STAGING AND PHOTOGRAPHY - COMBINED

WHY? Because of lawsuits. 100% of lawsuits after close of escrow are against the Sellers. The majority of these lawsuits are from disclosure issues - things that were known to the Sellers, but not disclosed to the Buyers during the sales process.

The most important forms are - the Seller Property Questionnaire and the Transfer Disclosure Statement. These two forms should be supplemented with a simple dialog of improvements that you've made over the years, along with any issues you've had with the house, pests, neighbors, etc. Doing your own repairs or additions without permits is fine - the important part is pointing out details so that potential buyers can understand the property as best as possible. My clients love that I take the time to review these with them in-person and don't just send them a copy to fillout and email back.

■ Showings

Showings are one of the most important parts of the sales process ... you've invested a lot of time and money in getting everything “show-ready” ... Buyers cannot buy your home until they see it and get a sense of how it would work for their needs.

This is an exciting time for house-hunters as well - they've searched through dozens (or hundreds) of properties and have selected a few that have potential and are worth having a look at. Getting these buyers to visit your home in-person is the goal of our marketing investment.

If your home is vacant, Showings and Open Houses are easy - but - if you are still living in the house, it can be extremely intrusive and we talk about the best safety and security procedures.

5 WAYS THAT WE CAN HANDLE SHOWINGS

1. MOST PRIVACY and SECURITY ... I can be there for all showings. Agents for qualified buyers contact me and I meet them at your home for access and hosting.

2. CONTROLLED ACCESS ... I use this approach when your house is occupied and you are home most of the time. The buyers agent must have a confirmed appointment with you. You put the lockbox out at the scheduled time and take the lockbox back inside after the showing.

3. FULL REALTOR ACCESS ... the lockbox is attached to the door or gas meter and buyers agents can access it from 8am to 8pm. This works best if your house is vacant during the day. I can also program the lockbox for specific hours - or require a confirmed appointment.

4. OPEN HOUSES ... I sell a lot of homes from hosting Open Houses - this is the best time to see the most potential buyers and reduces the need for private showings later in the week. Open Houses also create a sense of urgency when buyers see other buyers. These are usually done on Saturdays and Sundays from 1pm to 4pm.

5. BROKERS TOUR ... held on Tuesdays, 10am to 1pm.

I'VE HOSTED HUNDREDS OF OPEN HOUSES AND I LOVE DOING THEM WHY? BECAUSE OPEN HOUSES SELL HOMES

It's fun to see “your buyer” when they first walk in the door - they have a different look and ask different questions than casual visitors. When I'm there to answer questions, a slight interest can quickly turn into a “must-have” buyer. I know every inch of Pleasant Hill - all the hiking trails, dog parks, schools, neighborhoods and current competition. I know construction costs and have great ideas on improvements. Buyers love this information.

■ Million-Dollar Listings

Our average home price in Pleasant Hill is now \$1,145,000 for an average 1,753 square foot home in good condition. The new homes at Boyd and PH Rd (used to be Molino's Raviolis) are selling for over \$2-million. Same story for some of the larger homes - a 3,000 sq ft home can be over the \$2-million mark, depending on the neighborhood and condition. With Pleasant Hill values running about \$653 per sq ft, you will definitely want to validate the square footage shown on public records. An appraisal will have this info and I can give you a GPS calculation as well. If you have a stunning home, I can help you set the record for the highest price in your neighborhood - or in the city. A \$2-million home in Pleasant Hill is perfect for people with kids in private schools - much more house for the money than Lafayette - which is only 5-minutes away.

■ Fixer-Uppers

YOU DO NOT NEED TO DO ANY IMPROVEMENTS IN ORDER TO SELL YOUR HOME. You will usually make a bit more money by doing a few fix-ups and selling to an end user - but - you may want the simplicity of selling to someone who will close escrow quickly and take it “100% As-Is”. I have a lot of experience in Fixer-Uppers and know the costs for just about any improvement you can do - from foundations to roofs, painting, flooring, new kitchens and bathrooms, windows - I've done them all. If you have a Fixer-Upper, give me a call and I can help you look at your options.

■ Rental Properties

Many of my clients also have a rental property or two - I've sold dozens of these and am a good source of info on Leases, Proformas, Cap-Rates, 1031-exchanges, DST's (Delaware Statutory Trusts), CRT's (Charitable Remainder Trusts) and other options that you can take to your CPA. No sign goes on property - I attend all inspections.

■ Condos & Townhouses

Yep, sold a bunch of these, too ... the HOA's (Home Owner's Association) can be good - or not so good. Digging into the HOA documents will answer most questions about their solvency, their maintenance responsibilities and your risks for a special assessment. I can help you filter through the stacks of HOA docs to find the info that can make a big difference on the sales price.

■ Selling to Family & Friends

Want to sell your home to your kid? How about a neighbor or a good friend? Maybe your tenants want to buy the home they've leased for the last decade - or - your Landlord is offering to sell you their rental. I can put these deals together for you. I handle everything from reviewing the comps and contracts, to the inspections and disclosures - from setting up your loan and escrow to specialized help with an equity-share agreement or a Promissory Note, if you're helping financially. There are still quite a few steps in the process to make sure everyone is protected and has a happy experience.

■ Inherited Properties

If you are selling property as the Executor or as the Successor Trustee, you will want to get some help - I have a terrific CPA and Attorney I can refer you to. You may also want to get a copy of “The Executor's Guide” from Nolo Press (www.nolo.com). Nolo Press is a group of Attorneys in Berkeley that produce extremely useful legal books. The Executor's Guide has LOTS of info. If this is your first time as an Executor - this book can save you a lot of time and empower you with knowledge on how the process works. This is a really good book to buy at \$27.99 for the eBook or \$31.99 for the printed book.

For my part, I've helped quite a few clients through the sale process. It starts with getting copies of the Trust documents to the title company. I use Kelly and Raad (pronounced “Rod”) at FIRST AMERICAN TITLE in Orinda. Their legal department will need to review and approve the documents and chain of title so that we can sell the property without having to go through probate. First American Title has offices across the USA.

REVOCABLE LIVING TRUSTS ... About 50% of homes are not in a Trust. A Trust Attorney usually charges \$1,000 to \$5,000 or so to put a Revocable Living Trust together. This is money well-spent. Having a Trust empowers the people YOU choose to handle your finances if you die or become incapacitated.

If your parent or family member dies and their home is not in a Trust then you may need to go through probate in order to sell the house. Probate costs can be expensive - a \$1-million estate, for instance, could cost \$46,000 in fees for the Executor and Attorney, plus sales costs and filing fees. Do not transfer title or add a kid as a co-owner without talking to your CPA or Attorney - you could cost them a LOT of money if they sell the house after you pass.

CLEARING OUT HOUSES ... When you've inherited a house, the next step is always physically and emotionally difficult. Clearing out a lifetime worth of memories is tough. Some of my clients want to handle all of the details of getting the home ready to market, and others prefer to hand me the keys and let me take care of all the prep work.

I can take over after you have had a chance to clear the family heirlooms and other items that are important to you. You can direct me on how you'd like to proceed with the furniture and other items. I can arrange an estate sale, free-cycle to families in-need, or as a donation to places like Shepherd's Gate (a fantastic, non-profit, battered womens shelter in Livermore). I can also take care of the deep cleaning, trash hauling, shredding of financial records and any fixups needed to get the house ready to sell.

THIS IS USUALLY TAX-FREE MONEY ...

For 2024 - the Estate Tax threshold is \$13.61 million. This is the amount that can be transferred to heirs tax-free, which means most estates are pretty much tax-free.

A lot of other financial issues come up with inherited properties and a CPA is suggested. For instance, Prop-19 has an instant reassessment of value for certain property types - it adds a hefty Property Tax that you probably weren't expecting.

How I Got Into Real Estate

HOW A REALTOR CHANGED MY LIFE

KRIS BONFIL was a family friend who used her connections in real estate to get my folks into a \$38,000 house across from Mangini's Ranch in Pleasant Hill. The only problem was - this was 1970 and my folks had zero cash! Kris was somehow able to find a way to put the financing together, which moved my family from El Cerrito to Pleasant Hill. This move definitely changed the course of my entire life and Kris is the one who made it happen.

Fast-forward to 1991 - it was my turn to buy a house. Kris and my Mom patiently showed me property after property. Kris told me that I'd know my house when I saw it. She was 100% right. She found me a house next to Paso Nogal Park that I fell in love with before I even got out of the car. 33-years later, I still love my house. This was another life-changer for me and brought me long-term stability and a firm foot into adulthood. I always thought how cool it would be to have the skills to put deals together like Kris and help other families like she helped mine.

A CAREER SWITCH AT 40

JOHN EXLINE started me on this journey and gave me some pretty incredible skills that I've used ever since. This was in 2001. By this time, my folks had bought several rental properties and John was their favorite lender because he knew how to structure financing for rental properties. Besides being a lender, John also owned a bunch of homes and rentals, including the Stone Castle in Alamo - he was the real deal. John tried doing a few seminars on real estate financing and was only getting 10 or 15 people to attend.

I worked in the ad agency business for over 18-years, so my Dad put me together with John to give him some pointers on how to promote his seminars ... John saw that I was the missing piece of the puzzle and recruited me to join his company. I saw how valuable real estate had been in my family and thought this would be a fascinating new direction for my career, so I accepted John's offer.

In less than 4-months, I put together a solid program and built the attendance to an average of 50 to 100 people for each of the monthly real estate financing seminars at the San Ramon Marriott. I had a blast diving into the numbers and working with so many real estate investors. I gained a lot of experience in lending, credit, taxes, 1031-exchanges and evaluating different types of investment properties. We advised clients on how to add value to properties - not just look for cash-flow. We funded 10 to 20 deals per month.

BECOMING A REALTOR

My 20-year career in real estate has been even more fun and exciting than I imagined it would be. It shifted into high-gear when I made the decision to jump from the Lender-side to the Realtor-side in 2003. Another good choice I made was joining a big company - I knew I wanted the resources, network and constant training that a big company has. One of the other benefits was being around so many other Realtors. One of the Realtors I met ended up shaping my career and is the reason I still love real estate all these years later.

Every successful Realtor has a Mentor who helped them develop their skills - my Mentor and Role-Model is PAUL KOOYMAN. Paul and I partnered on quite a few deals during my first few years. I got a front row seat in watching how a super-successful Broker-Owner-Realtor approaches the business of helping people. I was in awe of Paul's real estate knowledge and how wonderfully calming he was with clients. Paul reminded me of a loving Doctor who would guide you through a process - you just knew you were in good hands with Paul watching out for you.



Bought 1 House with Kevin

"Kevin helped us find a great deal on a dream house. We had originally wanted another neighborhood and Kevin gave us excellent feedback that took us in another direction. From negotiations with the sellers, to inspections, Kevin was fantastic!"

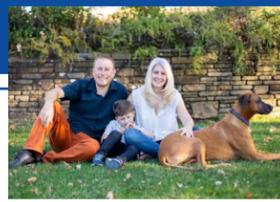
**Mike & Cristina Kelly
PG&E (retired)**



Bought/Sold 9-Properties with Kevin

"Kevin is easily the best numbers guy in the business. We love that he is always available for a quick question or a long analysis. He is, by far, the absolute best resource we've found for anything real estate."

**Hari & Lori Boukis
Real Estate Investors**



Bought 1-Home with Kevin

"Kevin got us into a fantastic home. We were up against 5 other offers all around the same price. Our offer got accepted because of Kevin's credibility with the sellers agent. We are very happy that we chose Kevin to represent us!"

Kristie and Jay Hart



Sold 1 Home with Kevin

"We had already moved 1,000 miles away to Boise when we sold our Pleasant Hill house - Kevin took care of all the details and he handled the entire process very smoothly. Kevin made it easy for us."

**Patrick & Dina Pfeifer
RV Dealership Owner & CFO**



Bought/Sold 10-Properties with Kevin

"I trust Kevin's suggestions - he negotiated great deals on properties I bought and set records with properties he sold for me. The house he found for my family has been sensational. Kevin even sold my Mom's house in San Francisco."

**James Frugoli
Police Sergeant**



Sold 2 Homes + Bought 2 with Kevin

"Over the years, Kevin has helped us buy and sell our own homes and we've referred several people to him as well. His advice is extremely valuable to us as we look at buying more investment properties - Kevin gets us feedback very quickly."

**Jocelyn and Barry Reite
Contractors & Builders**



Sold 1-House with Kevin

"Kevin is a terrific realtor. His advice on preparing the house for sale and his calm demeanor helped us tremendously throughout the process. He sold our home, bringing us an all cash buyer."

**Roxane Gruenheid /
Terry Linn Snider
Police Captain (retired)**



Sold 1 Home with Kevin

"Kevin's real estate knowledge got us a much higher price - over \$200,000 more - when he sold our rental property to a developer, instead of another investor. Kevin is a true professional."

**Jesus and Kathleen Figueroa
Shop Foreman & PGE (retired)**



Sold 1-Home & Bought 1 with Kevin

"I was going to sell my home as-is, but after talking to Kevin, I decided to fix it up. Kevin helped coordinate the remodeling and within 3-weeks the contractor had installed a new kitchen, 2 bathrooms, carpet and paint. As a result, I made an extra \$50,000 on the sale."

Richard Green



Sold 1 Home with Kevin

"I had a heart-attack when a neighbor put their house on the market TWO days before mine, with the exact same floorplan. Kevin was confident that he could get a lot more for my house ... he was right - he ended up selling my house for \$91,500 MORE than the neighbor got - thank you, Kevin!!"

Barbara Vitz



Sold 1 Home with Kevin

"I wanted to sell my rental to my tenants - a Police Officer and former US Marine. Kevin went through 4 different lenders to get the zero-down VA financing needed. Kevin went the extra mile to get this deal completed."

**Randy Van Siegman
Contractor**



Sold 2 Homes + Bought 2 with Kevin

"We love Kevin! Our first house was across from Pleasant Hill Park, which we remodeled and sold to get into a bigger home. Kevin sold our first home for more than we thought we'd get - and then got us \$22,000 off on our new home!"

**John & Andrea Levens
Business Owner & CPA**



Sold 1 Home + Bought 1 with Kevin

"I can't say enough how grateful I am for Kevin's guidance and support. From the first time homebuyer experience in a hot market through the subsequent unexpected need to sell less than 3-years later, Kevin was simply the best. Thanks, Kevin!"

**Clay Loveless
Software Engineer**



Sold 1 Home with Kevin

"We interviewed several Realtors to sell our house and chose Kevin because of his straight-forward approach on pricing - allowing us to choose the pricing strategy made us feel like we didn't leave any money on the table when we sold."

**Jim & Kim Fox
Nuclear Engineer & COO (retired)**



Sold-1 Home + Bought-1 with Kevin

"Kevin made both selling a house and hunting for a new house a breeze for our family. He described the paperwork and financial process in terms that we could understand easily, and supported us every step of the way. He earned an A+!"

**John & Joanne McClellen
Investigator & Teacher**



Sold 1-Home + Bought 1 with Kevin

"Kevin was exceptional in assisting us both when buying and selling our home, expertly coordinating necessary improvements and simplifying the entire sales process."

**Paul & Meinhard St John
Tech Executive & Actor**



Sold 1 Home + Bought 1 with Kevin

"This was the first time I've sold a house and Kevin was very helpful throughout the sale process. He was very attentive and made me feel like I was his only client. When I bought a home in Rossmoor, he helped me find the perfect location and place for me!"

Lynn White



Sold 2 Homes + Bought 2 with Kevin

"We were referred to Kevin by another agent. We felt instantly comfortable with Kevin and were very impressed with his knowledge of the area. Kevin was a great advocate for us and found the perfect home. We'd highly recommend Kevin!"

**Dan & Jill West
Doctor & RDN / Author**

"We've worked with Kevin for the last 20-years. Kevin has always had a fantastic work ethic and has consistently been one of our top agents"

**Stephanie and Jerry Stadler
Broker-Owners of RE/MAX Accord**





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**LOCAL
POSTAL CUSTOMER**



1970



2024

Local Boy Does Good

I'm a full-time Realtor and I've sold over \$140-million worth of real estate. That's me in 1970 when I first moved to Pleasant Hill.

I lived in El Cerrito at the foot of Albany Hill, until I was 8-years old. My folks moved us out here for the better schools and the warmer weather. I got my own bedroom, which was a big, big deal for me - and - we had one of the only swimming pools in the neighborhood at the time. I went to Strandwood, Valley View, College Park and DVC. I bought my own house next to Paso Nogal Park in 1991 - a whopping 2-miles from where I grew up.

I am probably one of the most versatile Realtors you will meet . Since becoming a Realtor, I've sold lots of the stunning, \$2-million homes ... I've sold the extreme fixer uppers ... I've sold dozens of condos and townhouses ... I've sold inherited properties ... I've sold homes from Lake Tahoe to San Francisco to San Jose ... I've sold quite a few rental properties - duplexes, 4-plexes, 8-plexes, warehouses, restaurants - even a gas station ... I've toured around 2,000 different homes and have been on hundreds of inspections ... I am definitely a numbers guy - I add a lot of value to my clients by being able to quickly analyze properties and give you options ... I'm well-connected, with relationships and resources beyond your average Realtor ... I take care of the details, do what I say I will do, and get my deals to the finish line without a lot of fuss - you will like working with me :))

About RE/MAX

RE/MAX is the #1 real estate company in the world with a network of over 140,000 Agents and offices in 114 different countries. Amazingly, the 3,500 offices in the USA handle over 1-million deals per year. RE/MAX is publicly traded on the New York Stock Exchange (RMAX). Having a big network was important to me - I've been able to help many clients through this network.

About RE/MAX Accord

RE/MAX Accord is the local Brokerage - we have over 400 Agents and had over \$1.6-Billion in sales last year - this is an average of \$4.3-Million PER DAY. With 10 offices in the East Bay, we are the 3rd biggest RE/MAX Brokerage in California. The Brokers for RE/MAX Accord are Stephanie and Jerry Stadler. This is a big company with a family attitude.

20-years ago, I switched from being a Lender to being a Realtor, I had already interviewed 10 different Brokerages to see where I wanted to work, Jerry was the last Broker I talked to and I immediately recognized how good their company was and signed on - I've been here ever since. We were about 130 agents at the time and we now number over 400 agents. I have been recruited by every other Brokerage since then, but have yet to find a more stable and supportive Brokerage than Stephanie and Jerry's!

