

Having trouble viewing this email? [Click here](#)

CRISTAL CLARKE

Offering the Finest Santa Barbara Area Properties

[MEET CRISTAL](#) [CRISTAL'S LISTINGS](#) [PROPERTY SEARCH](#) [COMMUNITIES](#) [CONCIERGE](#) [CONTACT CRISTAL](#)



[FORWARD EMAIL](#)

[EMAIL SIGN UP](#)

December 2014 NEWSLETTER

Arguably, one of the best motion pictures ever made was
Gone With the Wind
Inarguably, the best real estate agent in California is
Cristal Clarke
She does give a damn

Rick and Tina Phalen, Montecito, California

Dear Friends and Clients,

Firstly even though this is the December Newsletter, Happy New Year to one and all. I hope everyone survived the recent wind event(s) here in Montecito and with that in mind, and as a tenuous link, the above quote was a testimonial I recently received from a client who I represented on a recent real estate transaction which closed escrow. Many thanks to Rick and Tina and all my clients for what has been a wonderful 2014 and wishing everyone a bright and prosperous 2015.

Recent Sales Activity and New Listings

December was a busy month personally, with one property closing and two more going under contract and two new properties listed for sale starting in the new year. Looking back at the year in review. The market at large (Santa Barbara County), in terms of sales (units sold) is approximately 17% down from 2103 but medium sales prices posted a gain of +/- 18.5% with average sales prices also showing a +/- 18.5% rise. Looking at the month over month local numbers we have a similar picture with sales down in all markets except Hope Ranch. Medium sales prices are up across the board with inventories continuing to shrink by 17.1% over last month and 5.7% from the same period last year. The selling price per square foot, which is a great indicator for future direction of property prices, since both medium sales prices and average sales prices can be impacted by the mix of high and low value property sales, rose 3.8% over the previous month and was 4.3% higher than December 2013.



A recent survey regarding the National real estate market looked at the 6 market types moving forward in 2015 which are summarized below;

1. **Stalwarts**: Strong economies, lots of Millennial buyers, yet still affordable.

Good news: Lots of jobs and booming economies

Bad news: Picky buyers and lack of inventory

Markets: Chicago, Houston and Dallas

2. **Topping Out**: Sky high prices that will peak and even dip into negative territory this year

Good news: Strong economies and well paying Government jobs

Bad news: Bidding wars and low inventories.

Markets: San Francisco, San Jose, CA and Washington, D.C.

3. **Tech Magnets**: Tech-driven economies, young wealth; getting more expensive, with limited growth due to zoning or geography.

Good news: Lots of wealthy households

Bad news: Little room to expand, and suburbs losing popularity

Markets: Boston, Seattle and Denver

4. **Comeback Kids**: Markets hit hard by financial crisis that will see a pickup in 2015.

Good news: Lots of investors and broad base jobs

Bad news: Few affordable single family homes and newer construction driven to a limited luxury market

Markets: Miami, Atlanta and Orlando, FL

5. **Sleepers**: Not in the news but mid priced cities with good economies and job opportunities.

Good news: Lots of new development and big tech job gains

Bad News: Not many affordable homes available

Markets; Baltimore, Philadelphia, and Raleigh, N.C.

6. **Down But Not Out**: Hit hardest by housing crisis, fewer jobs and still working to clear foreclosure back logs

Good news: Lots of homes for sale

Bad News: Overzealous builders and cookie cutter remodels

Markets: Las Vegas, Phoenix and Tampa FL.

I have a seventh which is:

Heaven on Earth: A place where you live that evokes peace and harmony in a natural environment.

Good News: You live in Santa Barbara

Bad news: Everyone else wants to live in Santa Barbara

As always if you have any questions on real estate please feel free to contact me at your convenience and all enquiries will be treated in the strictest of confidences. Once again Happy New Year to all.

Sincerely,

Cristal

Sotheby's
INTERNATIONAL REALTY

Contact Cristal Clarke
[805.886.9378](tel:805.886.9378)
Montecito-Estate.com



[Forward this email](#)



This email was sent to hugo@hhrmedia.com by cristal@silcom.com | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Try it FREE today.

Sotheby's Real Estate | 1470 East Valley Rd. | Suite B | Montecito | CA | 93108