2026 California Economic & Housing Market Forecast

Bridge Association of REALTORS®

October 6, 2025

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SVP & Chief Economist
California Association of REALTORS®

120 YEARS OF LEADING THE WAY...®

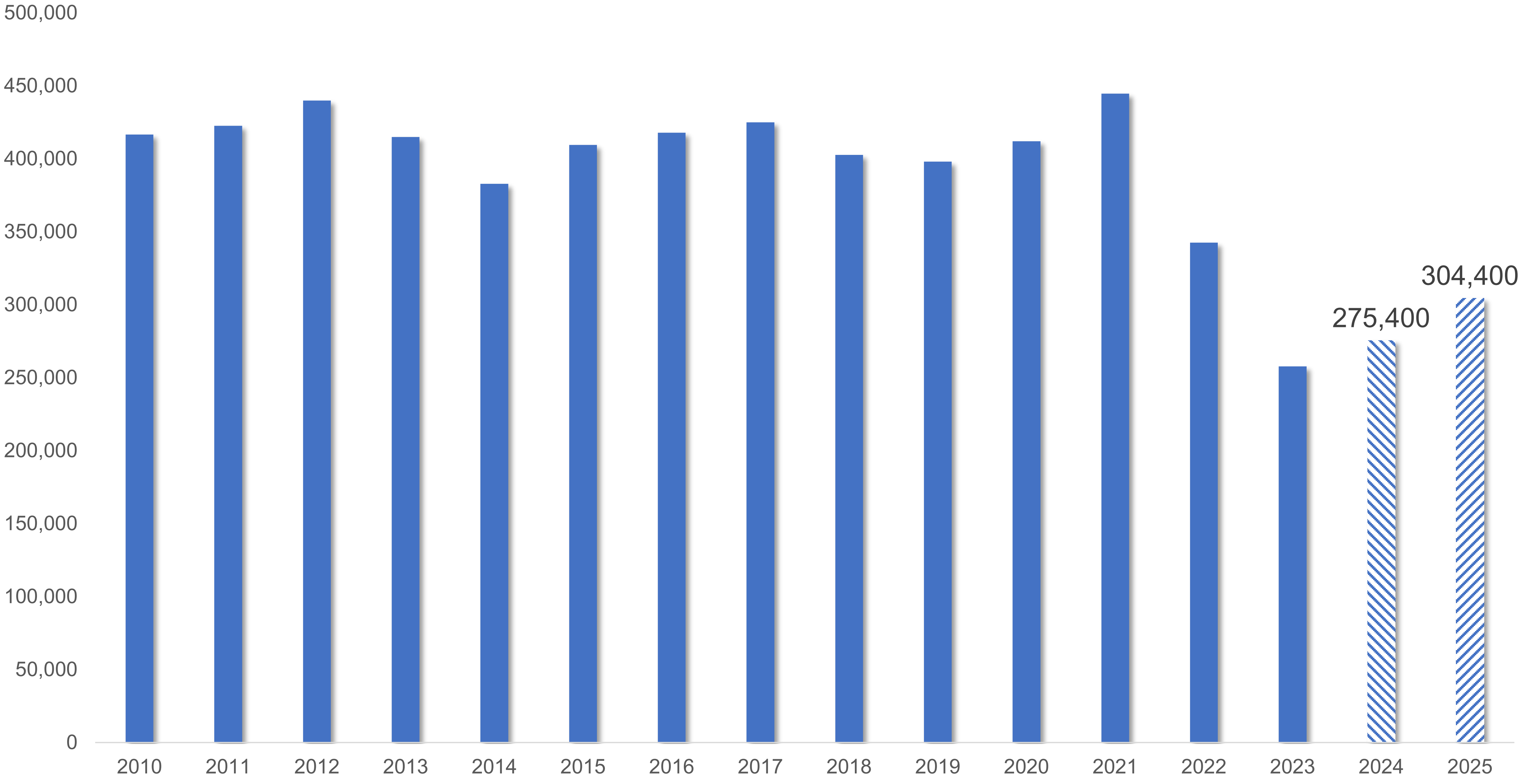
U.S. economic outlook

	2016	2017	2018	2019	2020	2021	2022	2023	2024p	2025f
US GDP	1.8%	2.5%	3.0%	2.5%	-2.2%	5.8%	1.9%	2.5%	1.9%	1.1%
Nonfarm Job Growth	1.8%	1.6%	1.6%	1.3%	-5.8%	2.9%	4.3%	2.2%	1.2%	0.5%
Unemployment	4.9%	4.4%	3.9%	3.7%	8.1%	5.4%	3.6%	3.6%	4.1%	4.4%
CPI	1.3%	2.1%	2.4%	1.8%	1.2%	4.7%	8.0%	4.1%	2.9%	2.0%
Real Disposable Income, % Change	1.9%	3.1%	3.6%	3.1%	6.4%	3.1%	-5.9%	4.2%	2.0%	2.5%

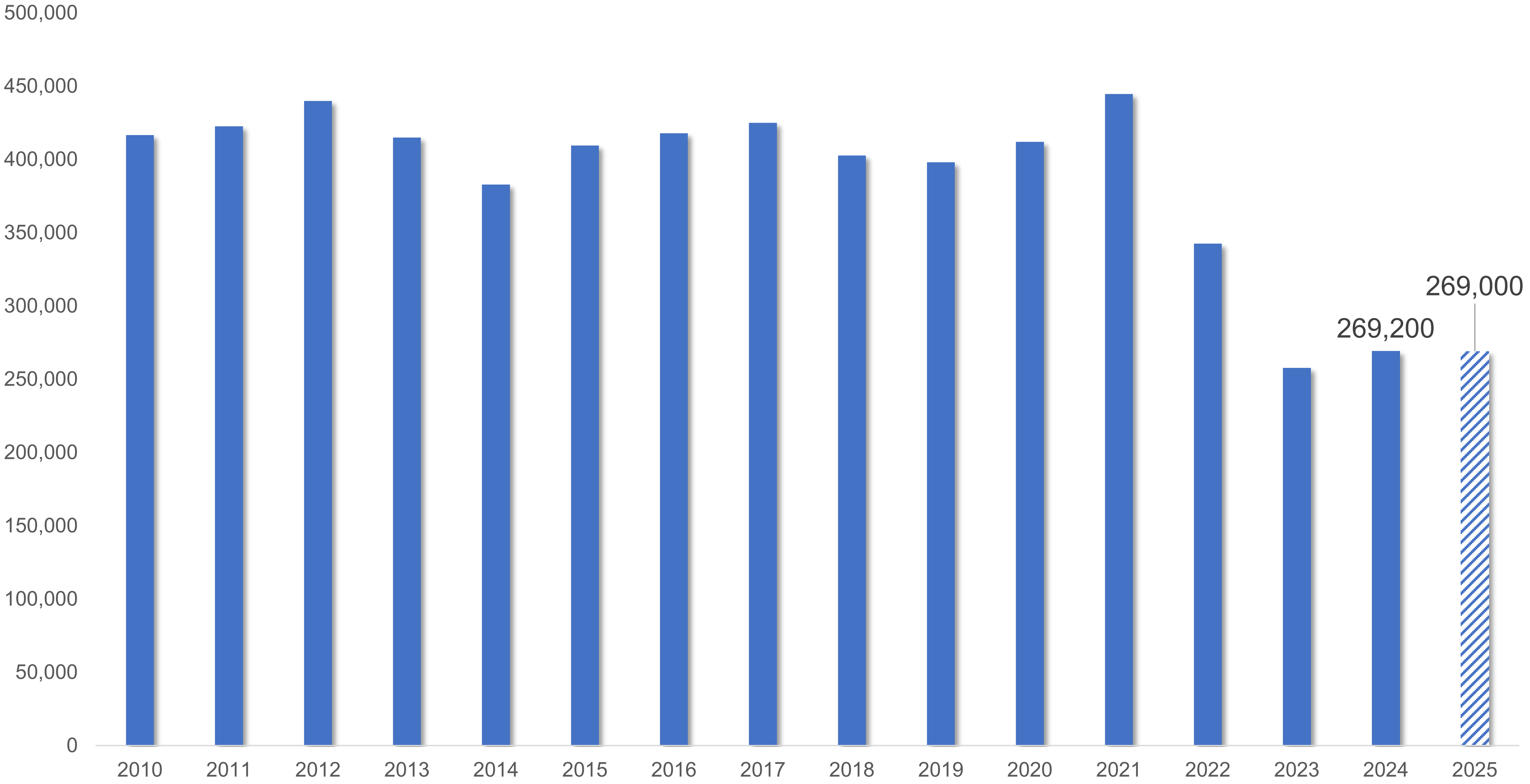
U.S. economic outlook

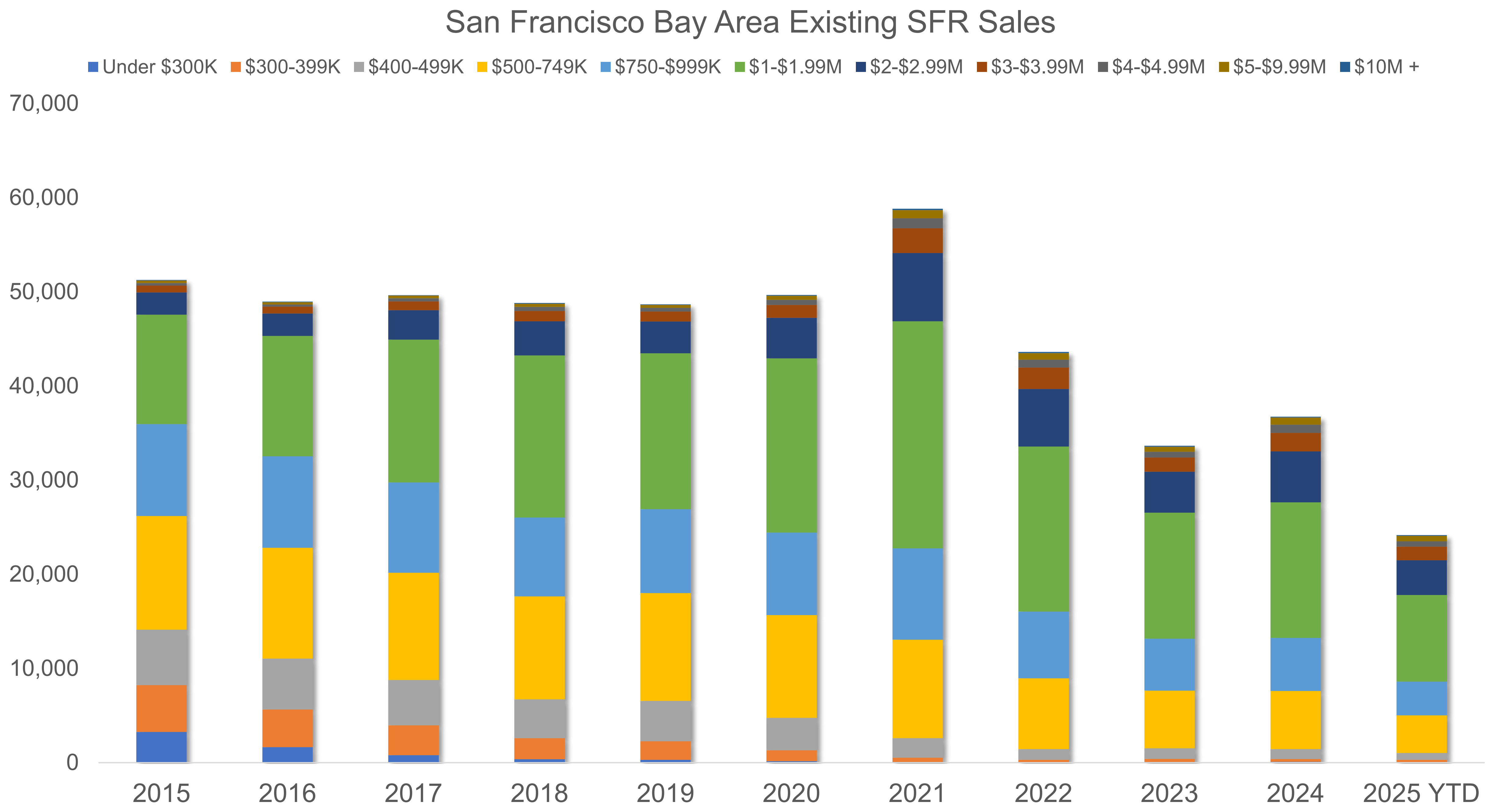
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025p	2026f
US GDP	1.8%	2.5%	3.0%	2.5%	-2.2%	5.8%	1.9%	2.9%	2.8%	1.3%	**1.0%**
Nonfarm Job Growth	1.8%	1.6%	1.6%	1.3%	-5.8%	2.9%	4.3%	2.2%	1.2%	0.9%	**0.3%**
Unemployment	4.9%	4.4%	3.9%	3.7%	8.1%	5.4%	3.6%	3.6%	4.0%	4.3%	**4.6%**
CPI	1.3%	2.1%	2.4%	1.8%	1.2%	4.7%	8.0%	4.1%	3.0%	2.8%	**3.0%**
Real Disp. Income, % Change	1.9%	3.1%	3.6%	3.1%	6.4%	3.1%	-5.9%	5.1%	2.9%	1.6%	**1.7%**

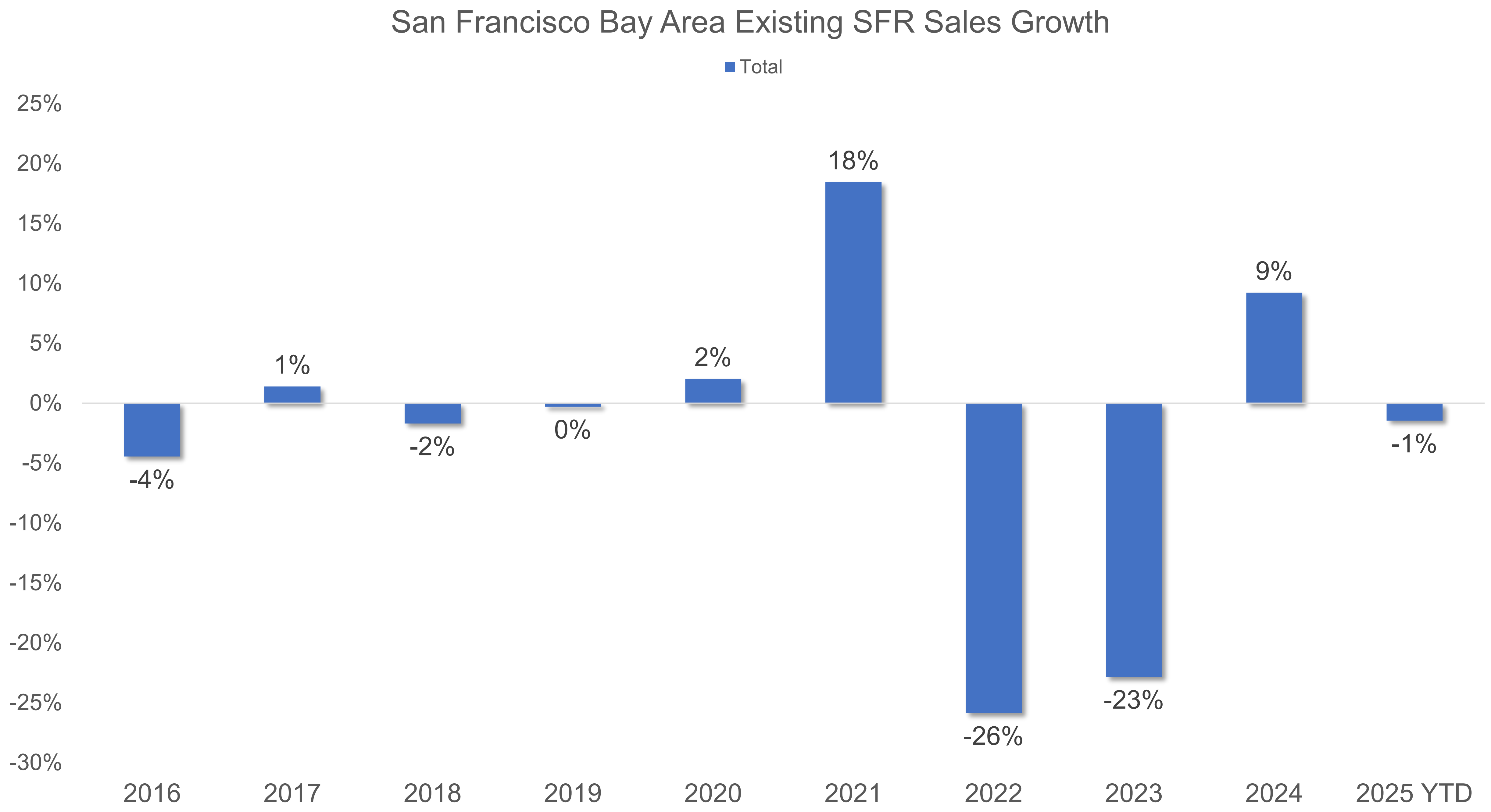
California Existing SFR Home Sales

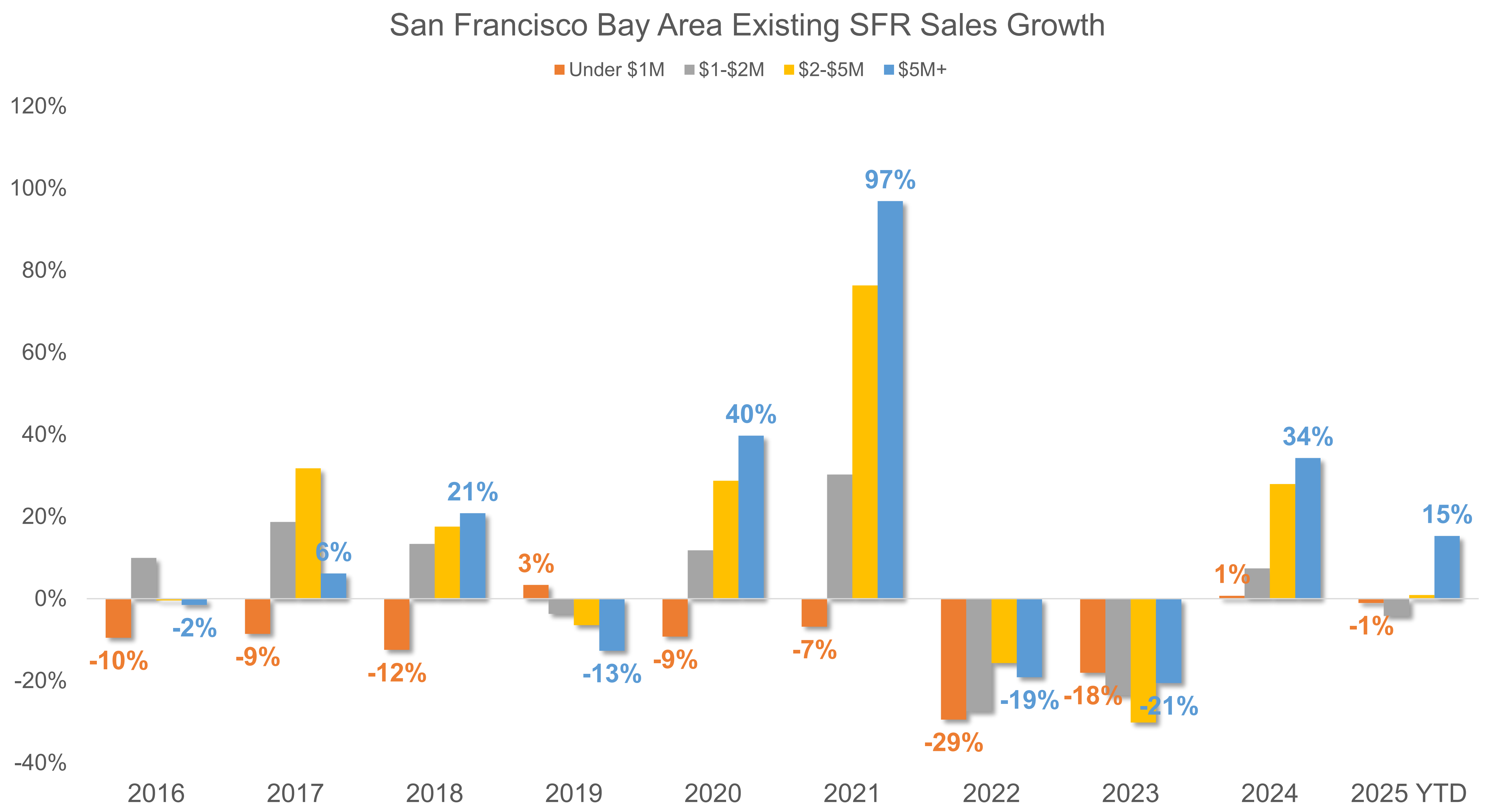


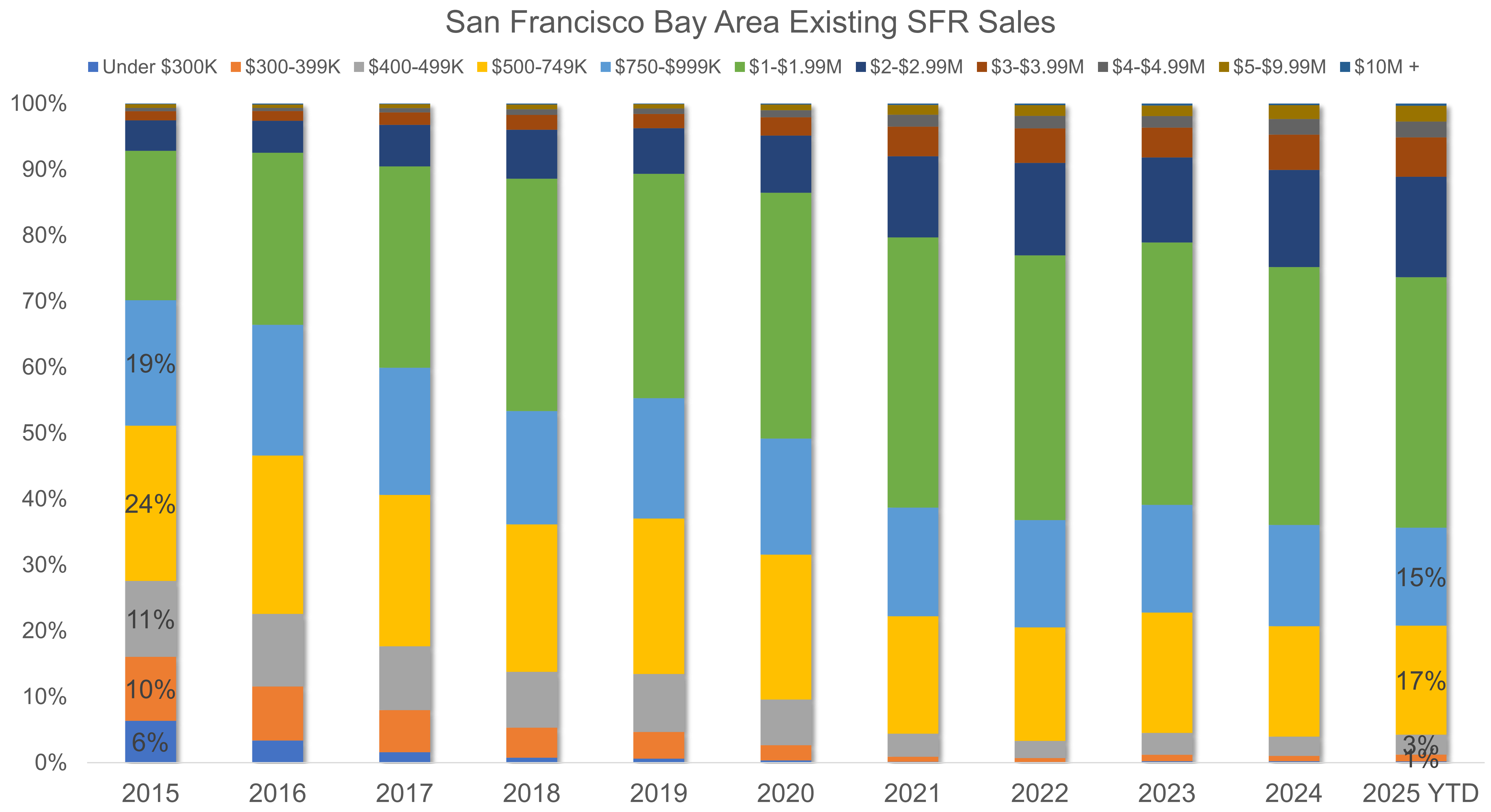
California Existing SFR Home Sales



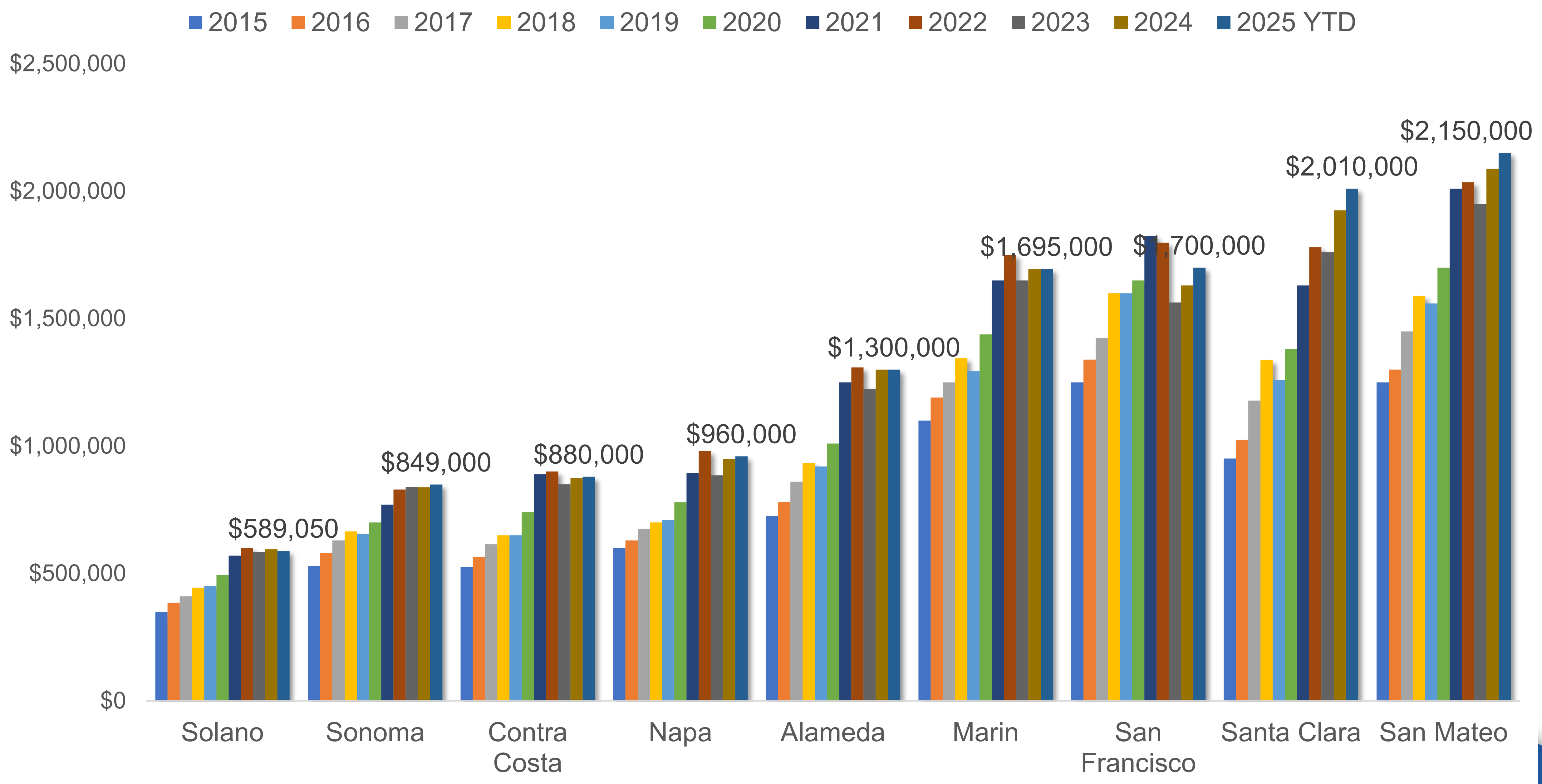

San Francisco Bay Area Existing SFR Sales
Under $300K
$300-399K
$400-499K
$500-749K
$750-$999K
$1-$1.99M
$2-$2.99M
$3-$3.99M
$4-$4.99M
$5-$9.99M
$10M +
70,000
60,000
50,000
40,000
30,000
20,000
10,000
0
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025 YTD

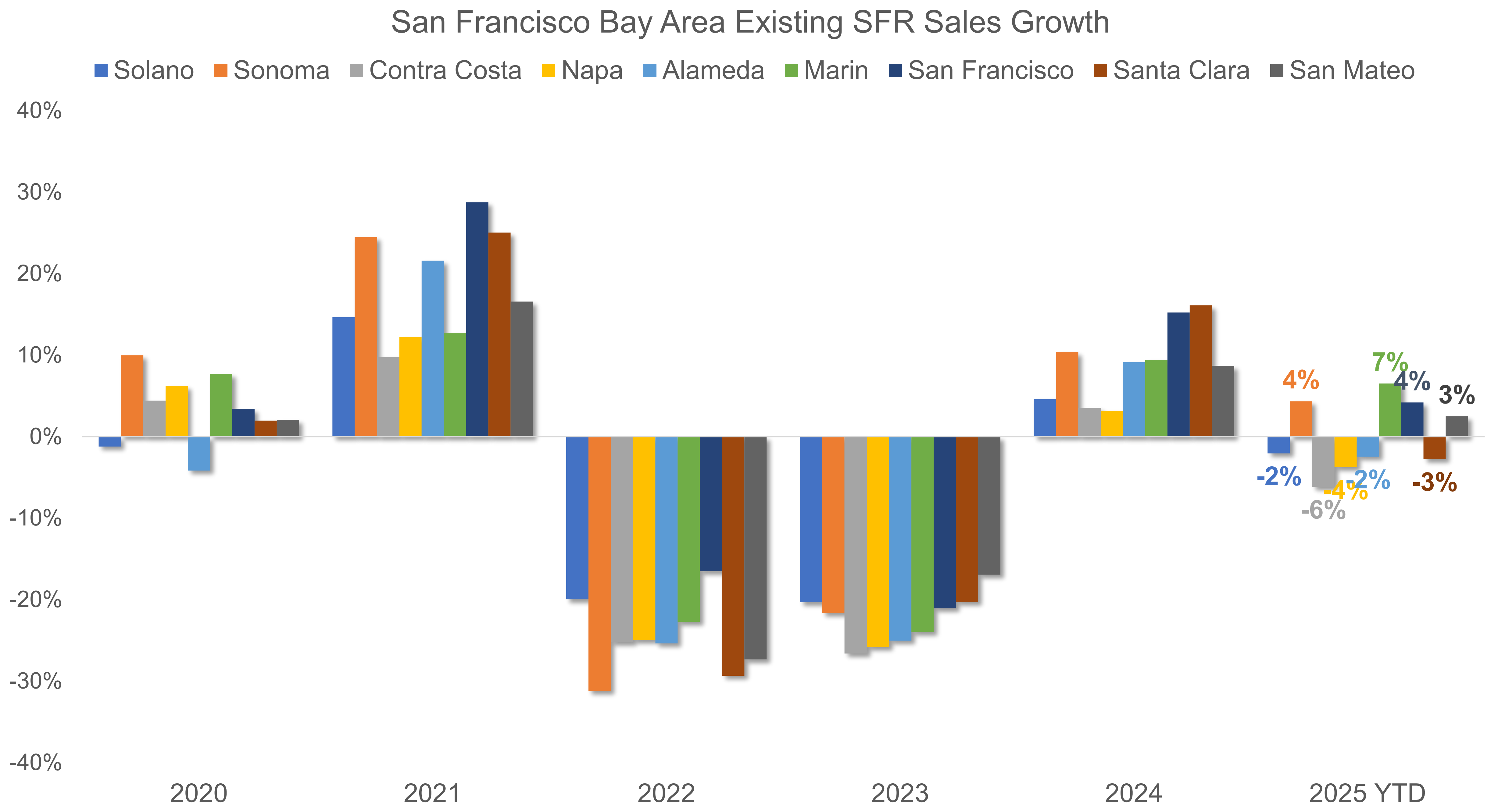

San Francisco Bay Area Existing SFR Sales Growth
Total
25%
20%
15%
10%
5%
0%
-5%
-10%
-15%
-20%
-25%
-30%
-4%
1%
-2%
0%
2%
18%
-26%
-23%
9%
-1%
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025 YTD


San Francisco Bay Area Existing SFR Sales Growth
Under $1M
$1-$2M
$2-$5M
$5M+
120%
100%
80%
60%
40%
20%
0%
-20%
-40%
-10%
-2%
-9%
6%
-12%
21%
3%
-13%
-9%
40%
-7%
97%
-29%
-19%
-18%
-21%
1%
34%
-1%
15%
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025 YTD

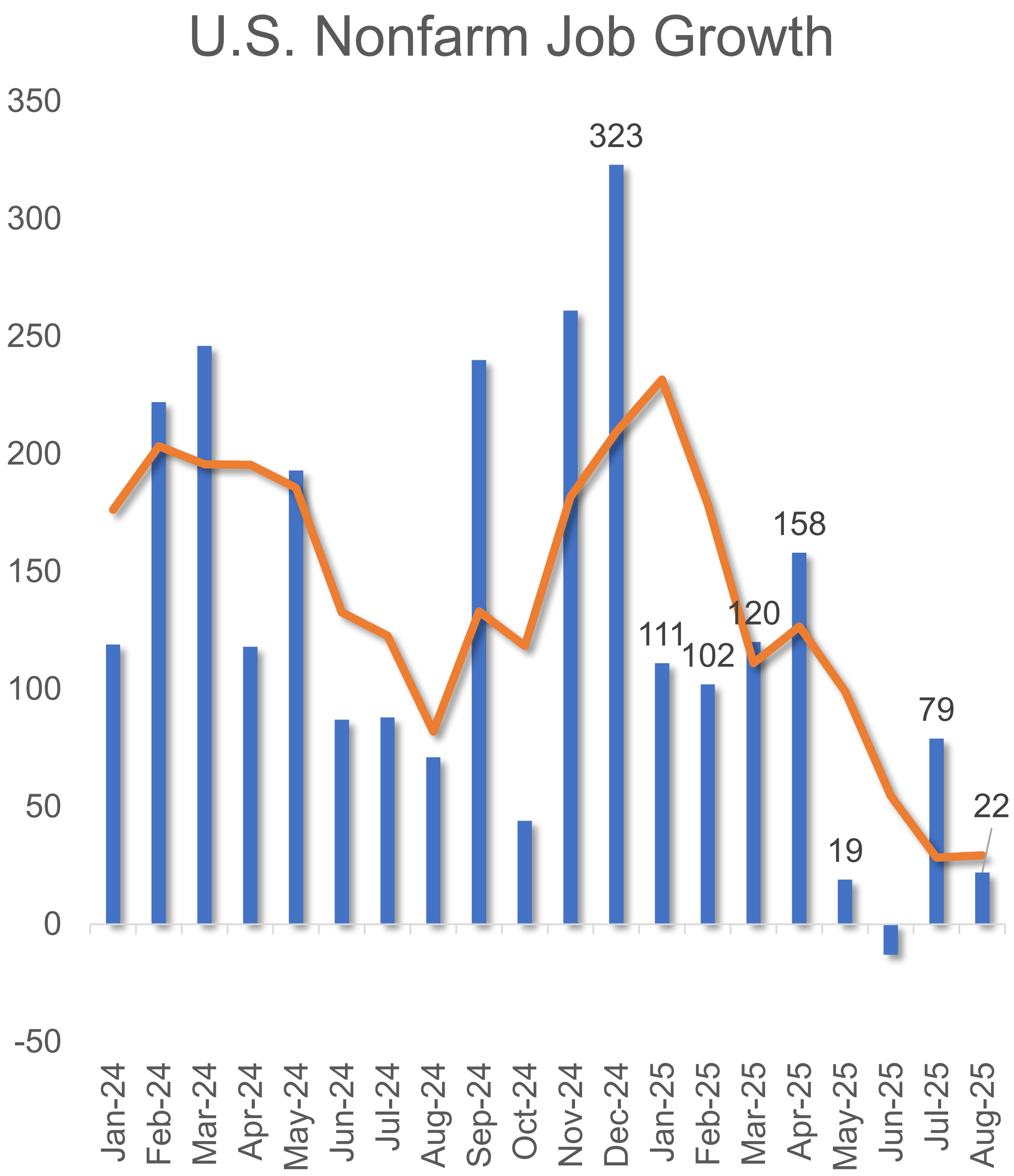

San Francisco Bay Area Existing SFR Sales
Under $300K
$300-399K
$400-499K
$500-749K
$750-$999K
$1-$1.99M
$2-$2.99M
$3-$3.99M
$4-$4.99M
$5-$9.99M
$10M +
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
19%
24%
11%
10%
6%
15%
17%
3%
1%
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025 YTD

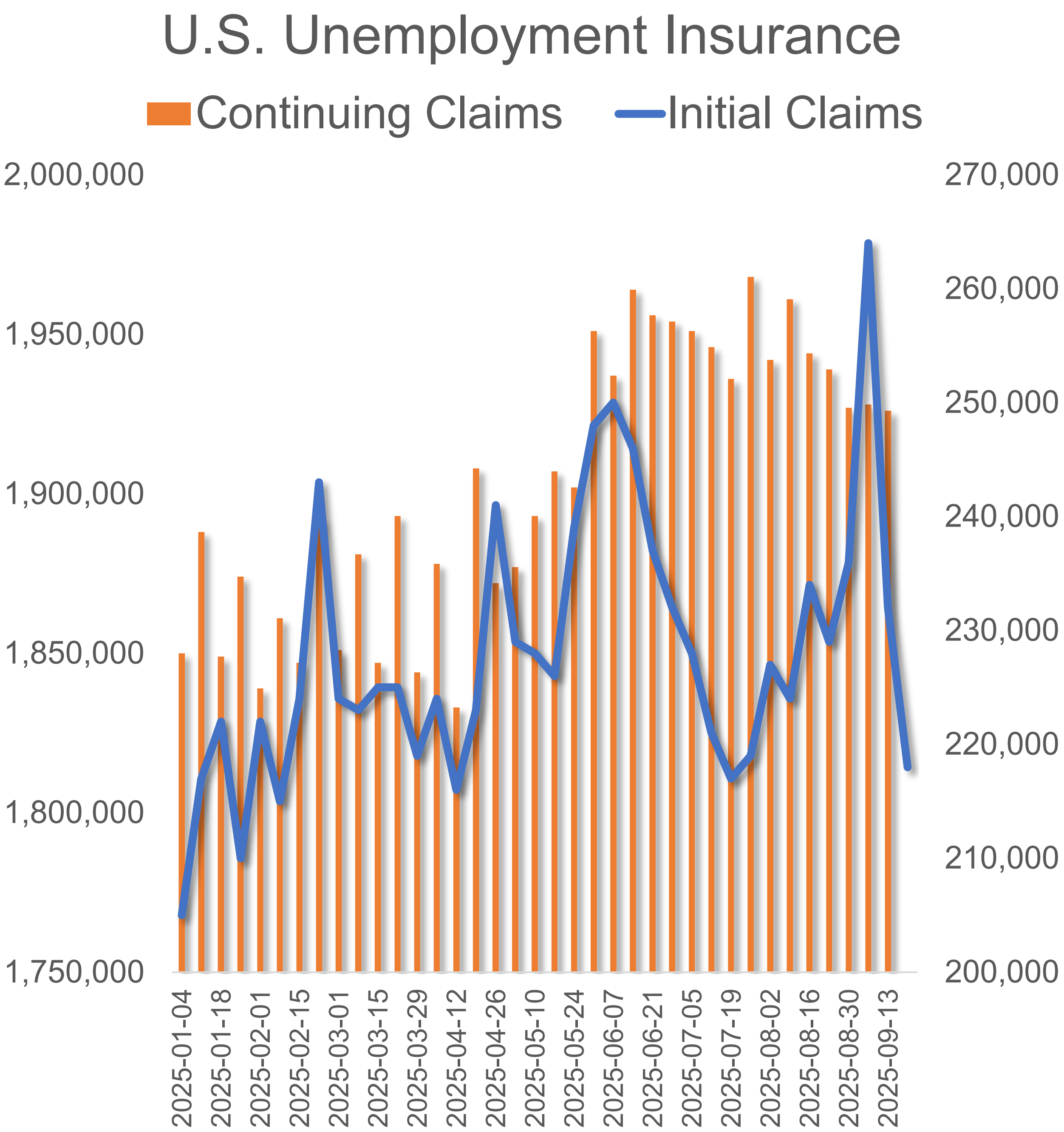
San Francisco Bay Area Existing SFR Median Price

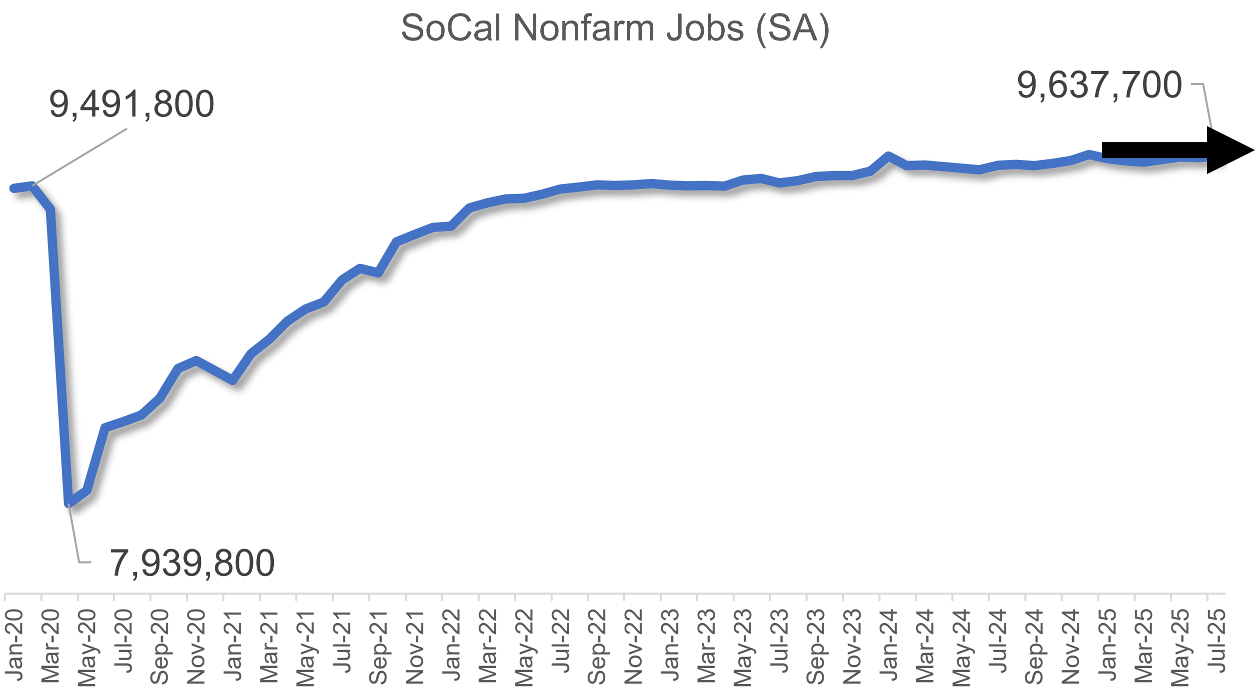


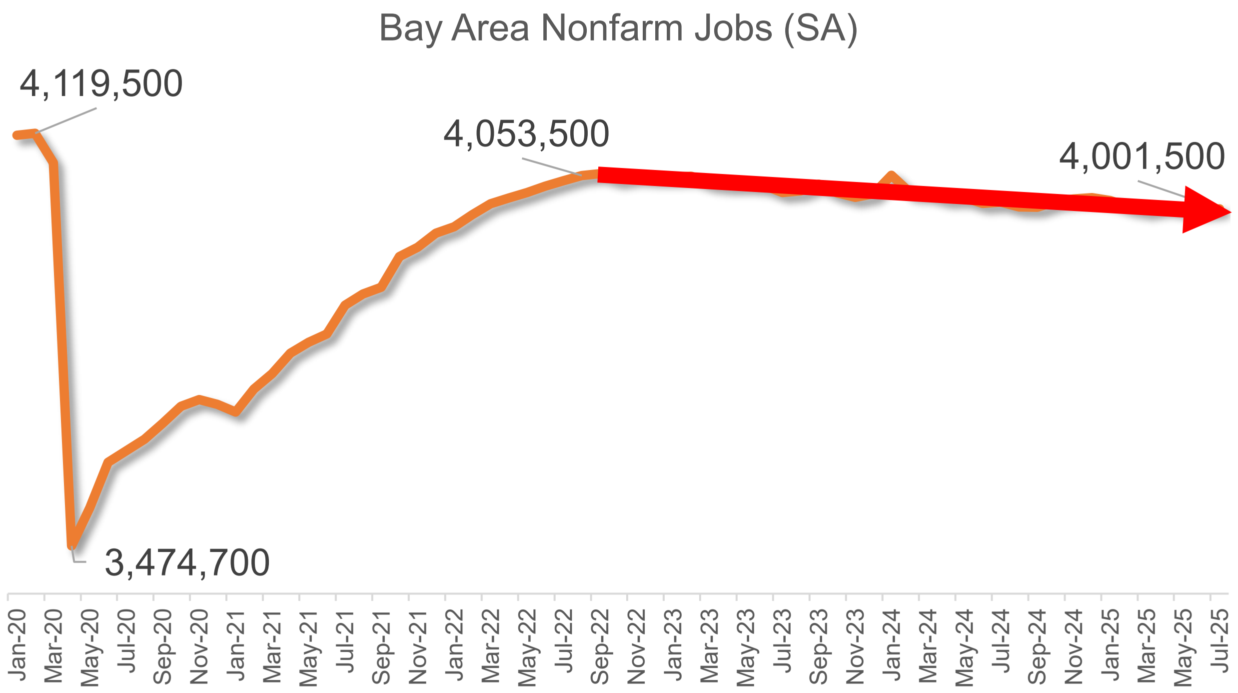

San Francisco Bay Area Existing SFR Sales Growth
Solano
Sonoma
Contra Costa
Napa
Alameda
Marin
San Francisco
Santa Clara
San Mateo
40%
30%
20%
10%
0%
-10%
-20%
-30%
-40%
2020
2021
2022
2023
2024
2025 YTD
-2%
4%
-6%
-4%
-2%
7%
4%
-3%
3%

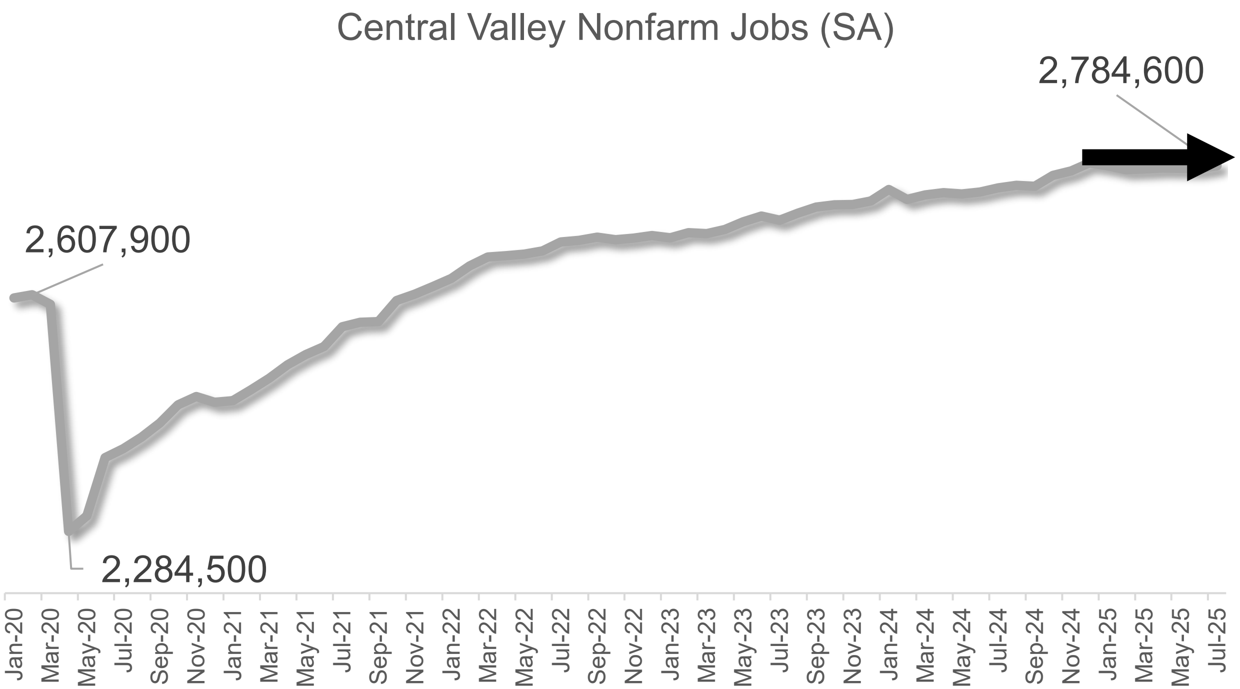
- L.A. Wildfires
- New Administration
- Trade War
- Stock Market
- Negative GDP
- Fed/Interest Rates
- Persistent Inflation
- AI & ChatGPT
- Price Gouging Laws
- Ongoing Insurance Issues
- HOA + MF Commercial RE Challenges

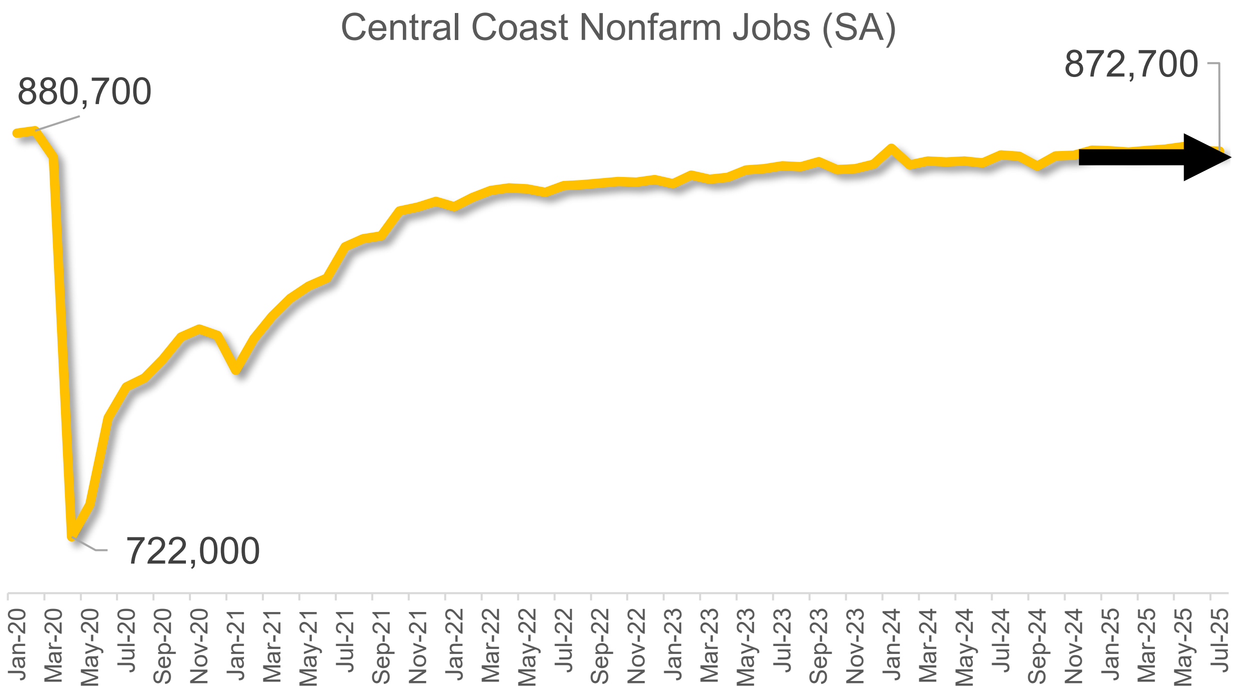

U.S. Nonfarm Job Growth
350
300
250
200
150
100
50
0
-50
323
158
111
102
120
79
22
19
Jan-24
Feb-24
Mar-24
Apr-24
May-24
Jun-24
Jul-24
Aug-24
Sep-24
Oct-24
Nov-24
Dec-24
Jan-25
Feb-25
Mar-25
Apr-25
May-25
Jun-25
Jul-25
Aug-25


U.S. Unemployment Insurance
Continuing Claims
Initial Claims
2,000,000
1,950,000
1,900,000
1,850,000
1,800,000
1,750,000
270,000
260,000
250,000
240,000
230,000
220,000
210,000
200,000
2025-01-04
2025-01-18
2025-02-01
2025-02-15
2025-03-01
2025-03-15
2025-03-29
2025-04-12
2025-04-26
2025-05-10
2025-05-24
2025-06-07
2025-06-21
2025-07-05
2025-07-19
2025-08-02
2025-08-16
2025-08-30
2025-09-13

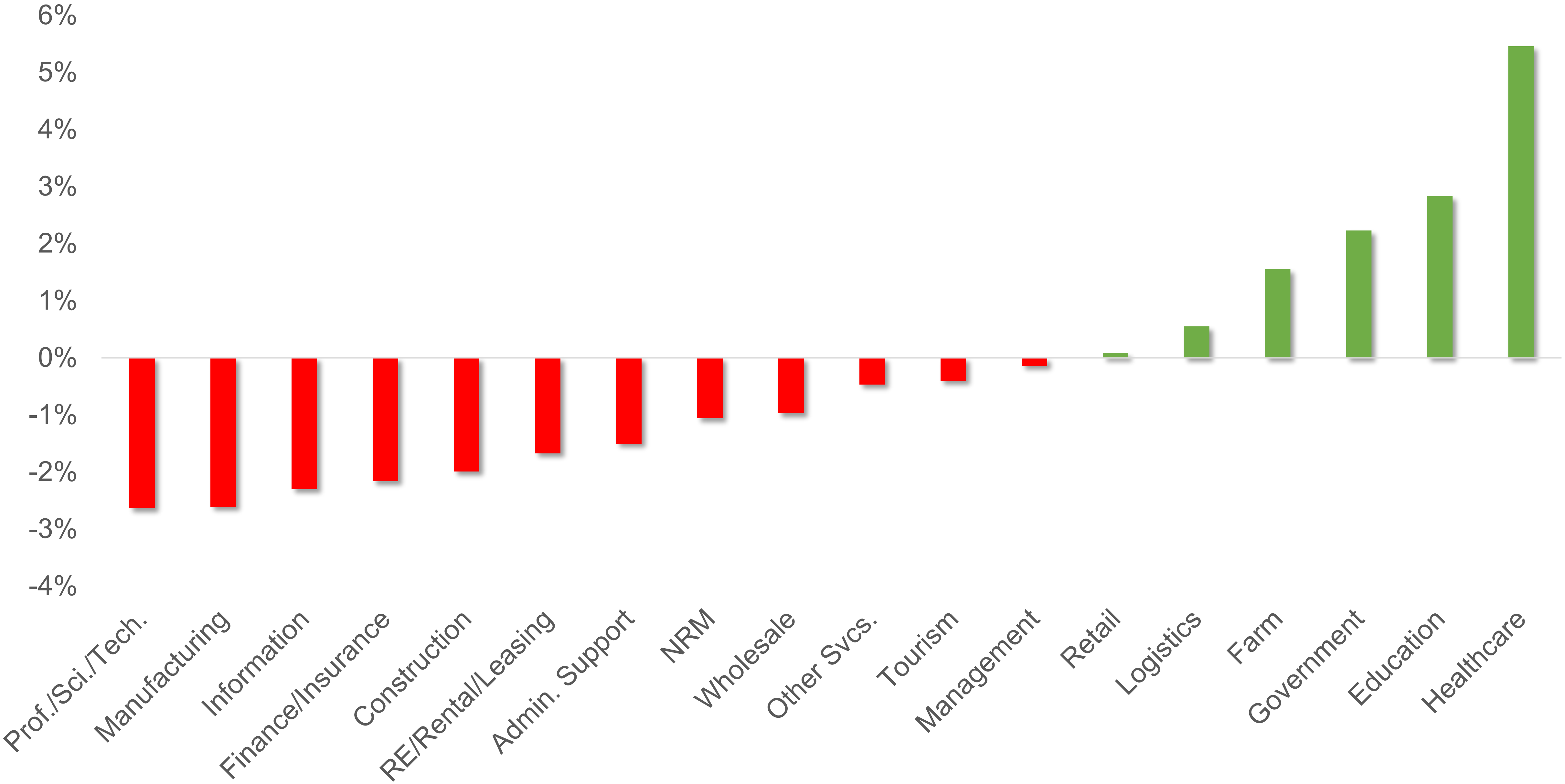

SoCal Nonfarm Jobs (SA)
9,491,800
9,637,700
7,939,800
Jan-20 Mar-20 May-20 Jul-20 Sep-20 Nov-20 Jan-21 Mar-21 May-21 Jul-21 Sep-21 Nov-21 Jan-22 Mar-22 May-22 Jul-22 Sep-22 Nov-22 Jan-23 Mar-23 May-23 Jul-23 Sep-23 Nov-23 Jan-24 Mar-24 May-24 Jul-24 Sep-24 Nov-24 Jan-25 Mar-25 May-25 Jul-25


Bay Area Nonfarm Jobs (SA)
4,119,500
4,053,500
4,001,500
3,474,700
Jan-20 Mar-20 May-20 Jul-20 Sep-20 Nov-20 Jan-21 Mar-21 May-21 Jul-21 Sep-21 Nov-21 Jan-22 Mar-22 May-22 Jul-22 Sep-22 Nov-22 Jan-23 Mar-23 May-23 Jul-23 Sep-23 Nov-23 Jan-24 Mar-24 May-24 Jul-24 Sep-24 Nov-24 Jan-25 Mar-25 May-25 Jul-25


Central Valley Nonfarm Jobs (SA)
2,784,600
2,607,900
2,284,500
Jan-20 Mar-20 May-20 Jul-20 Sep-20 Nov-20 Jan-21 Mar-21 May-21 Jul-21 Sep-21 Nov-21 Jan-22 Mar-22 May-22 Jul-22 Sep-22 Nov-22 Jan-23 Mar-23 May-23 Jul-23 Sep-23 Nov-23 Jan-24 Mar-24 May-24 Jul-24 Sep-24 Nov-24 Jan-25 Mar-25 May-25 Jul-25

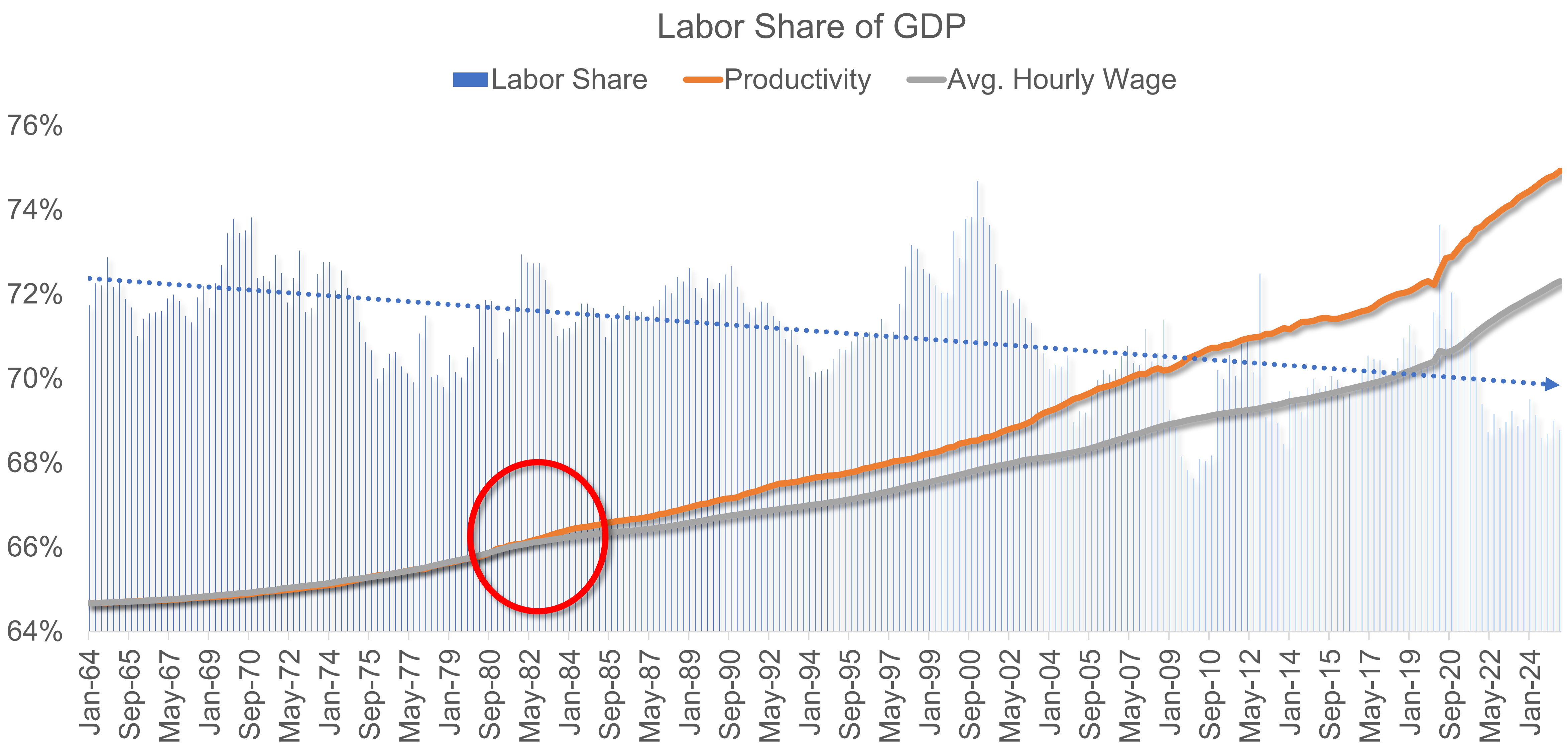

Central Coast Nonfarm Jobs (SA)
880,700
872,700
722,000
Jan-20 Mar-20 May-20 Jul-20 Sep-20 Nov-20 Jan-21 Mar-21 May-21 Jul-21 Sep-21 Nov-21 Jan-22 Mar-22 May-22 Jul-22 Sep-22 Nov-22 Jan-23 Mar-23 May-23 Jul-23 Sep-23 Nov-23 Jan-24 Mar-24 May-24 Jul-24 Sep-24 Nov-24 Jan-25 Mar-25 May-25 Jul-25

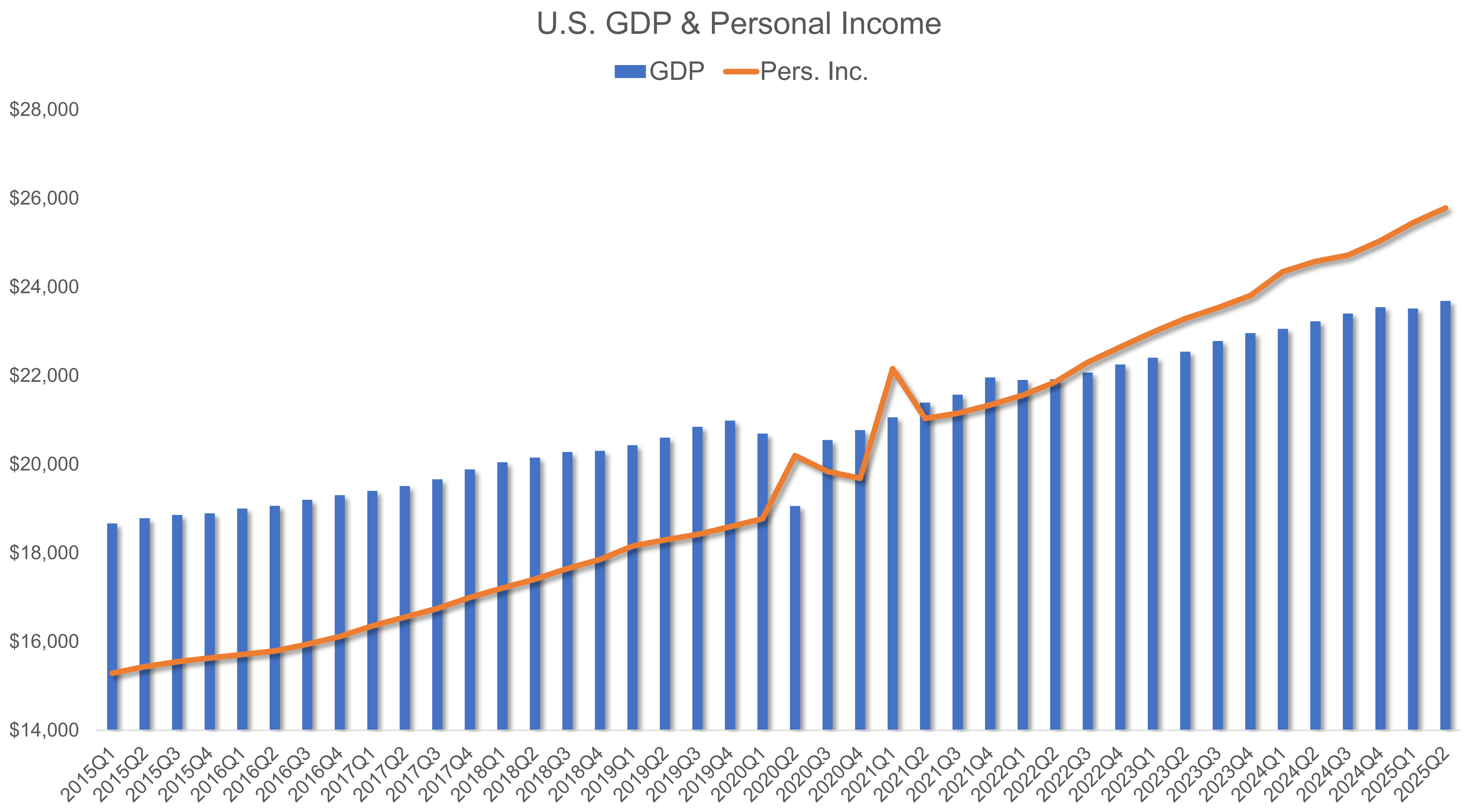
California Nonfarm Job Growth by Industry (July 2025)



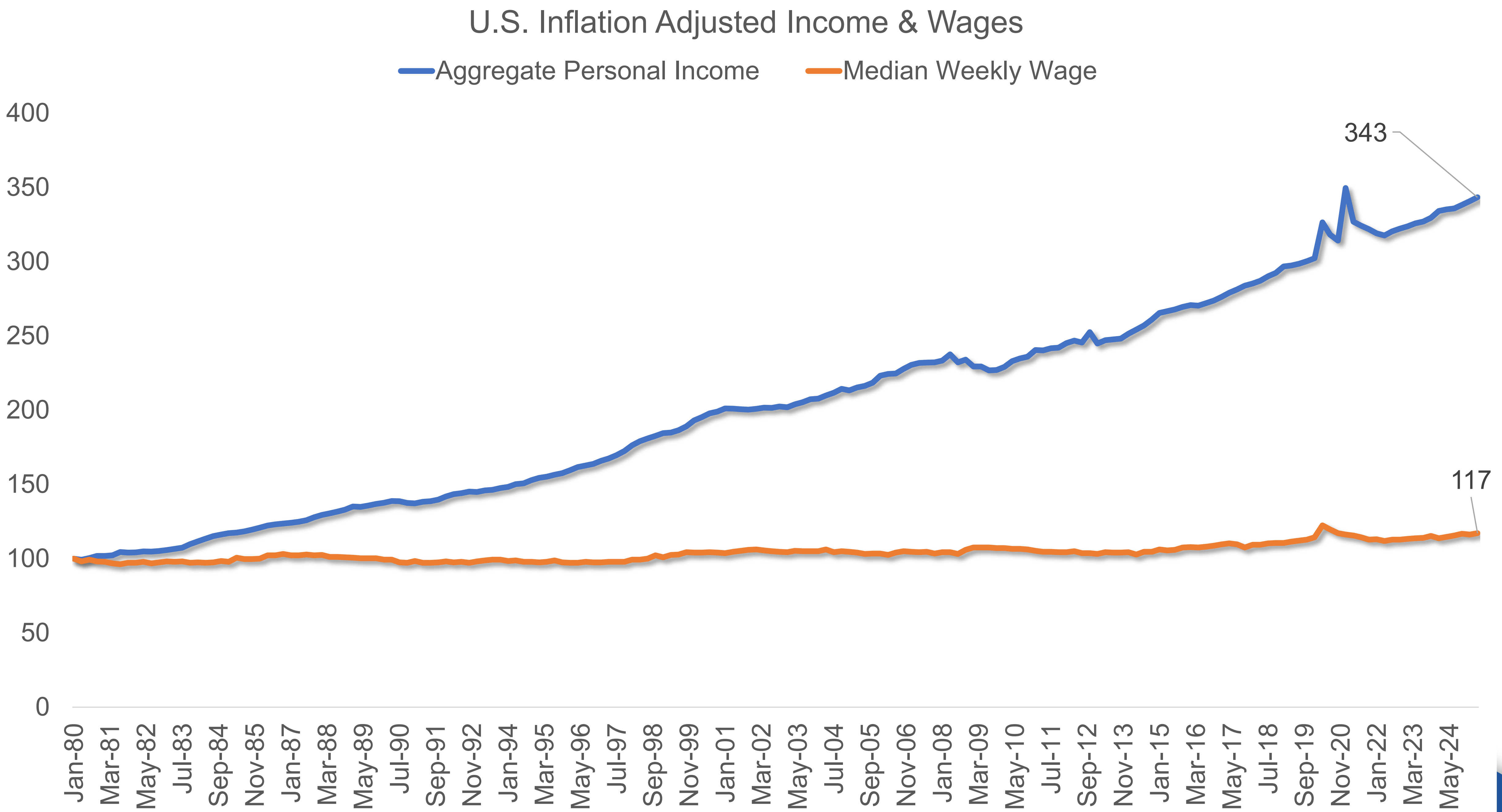
Major Structural Changes Since ‘70s

Traditional relationships breaking down




U.S. GDP & Personal Income
GDP
Pers. Inc.
$28,000
$26,000
$24,000
$22,000
$20,000
$18,000
$16,000
$14,000
2015Q1
2015Q2
2015Q3
2015Q4
2016Q1
2016Q2
2016Q3
2016Q4
2017Q1
2017Q2
2017Q3
2017Q4
2018Q1
2018Q2
2018Q3
2018Q4
2019Q1
2019Q2
2019Q3
2019Q4
2020Q1
2020Q2
2020Q3
2020Q4
2021Q1
2021Q2
2021Q3
2021Q4
2022Q1
2022Q2
2022Q3
2022Q4
2023Q1
2023Q2
2023Q3
2023Q4
2024Q1
2024Q2
2024Q3
2024Q4
2025Q1
2025Q2

Consumer Sentiment


U.S. Inflation Adjusted Income & Wages
Aggregate Personal Income
Median Weekly Wage
400
350
300
250
200
150
100
50
0
343
117
Jan-80
Mar-81
May-82
Jul-83
Sep-84
Nov-85
Jan-87
Mar-88
May-89
Jul-90
Sep-91
Nov-92
Jan-94
Mar-95
May-96
Jul-97
Sep-98
Nov-99
Jan-01
Mar-02
May-03
Jul-04
Sep-05
Nov-06
Jan-08
Mar-09
May-10
Jul-11
Sep-12
Nov-13
Jan-15
Mar-16
May-17
Jul-18
Sep-19
Nov-20
Jan-22
Mar-23
May-24

California Piled On w/Housing Policy

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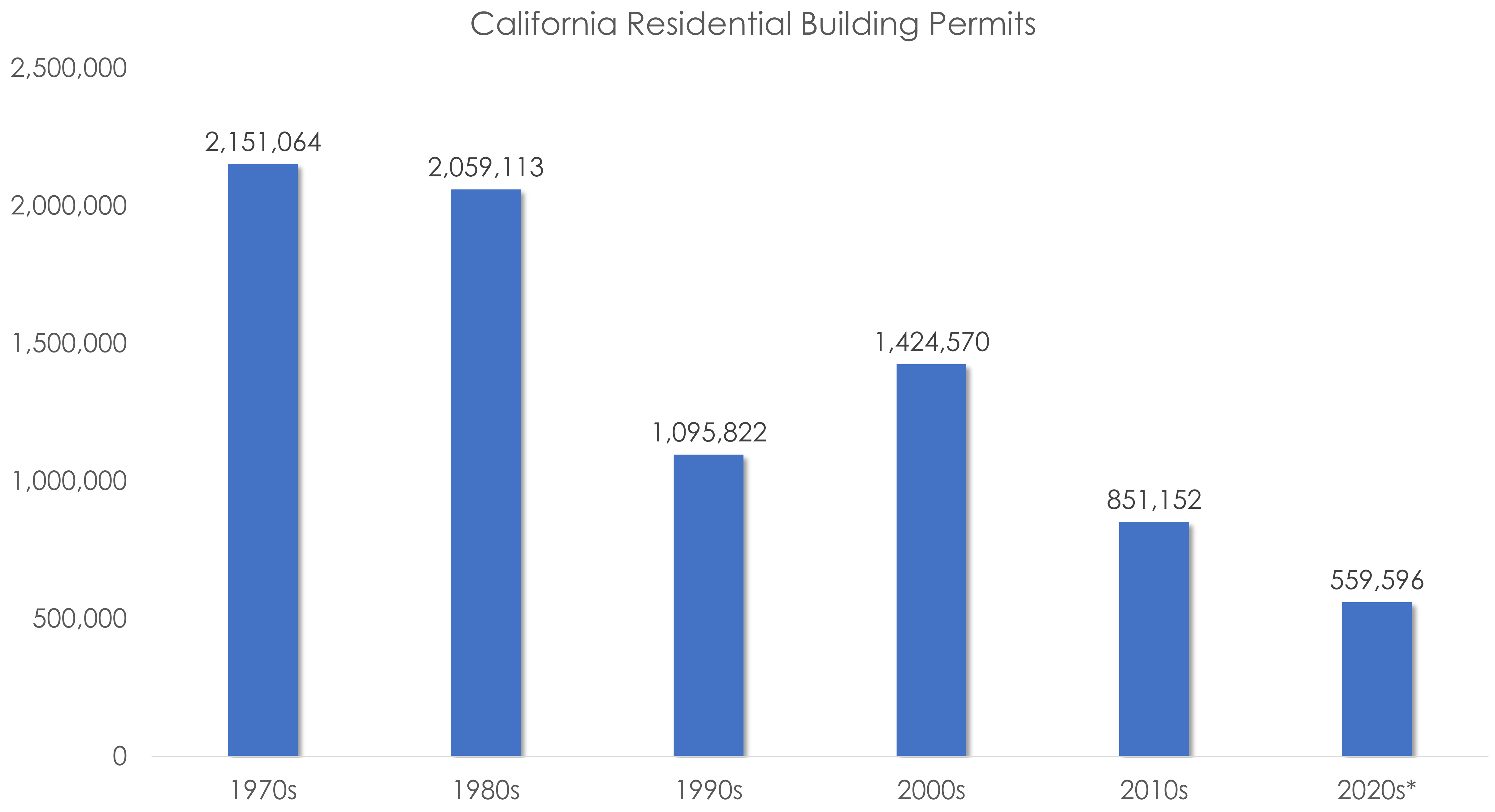

California Residential Building Permits
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0
2,151,064
2,059,113
1,095,822
1,424,570
851,152
559,596
1970s
1980s
1990s
2000s
2010s
2020s*

Housing Element Implementation and APR Data Dashboard

Navigation | Key Figures | Construction | Housing Needs | Implementation | User Guide | Submit Feedback

Timeline | Income | Maps | Structures

County: All

Jurisdiction: All

Structure Type: All

Year: All

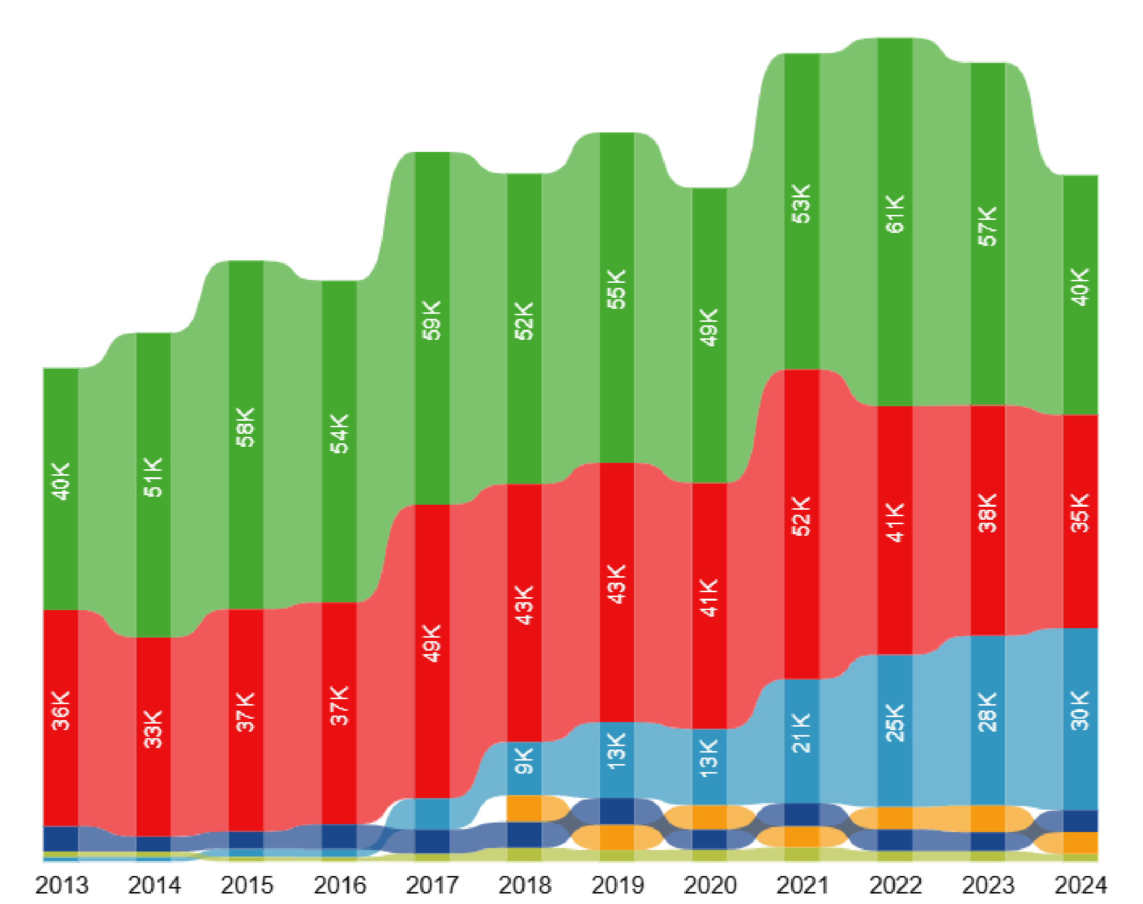
COG/Region: All

Clear Filters

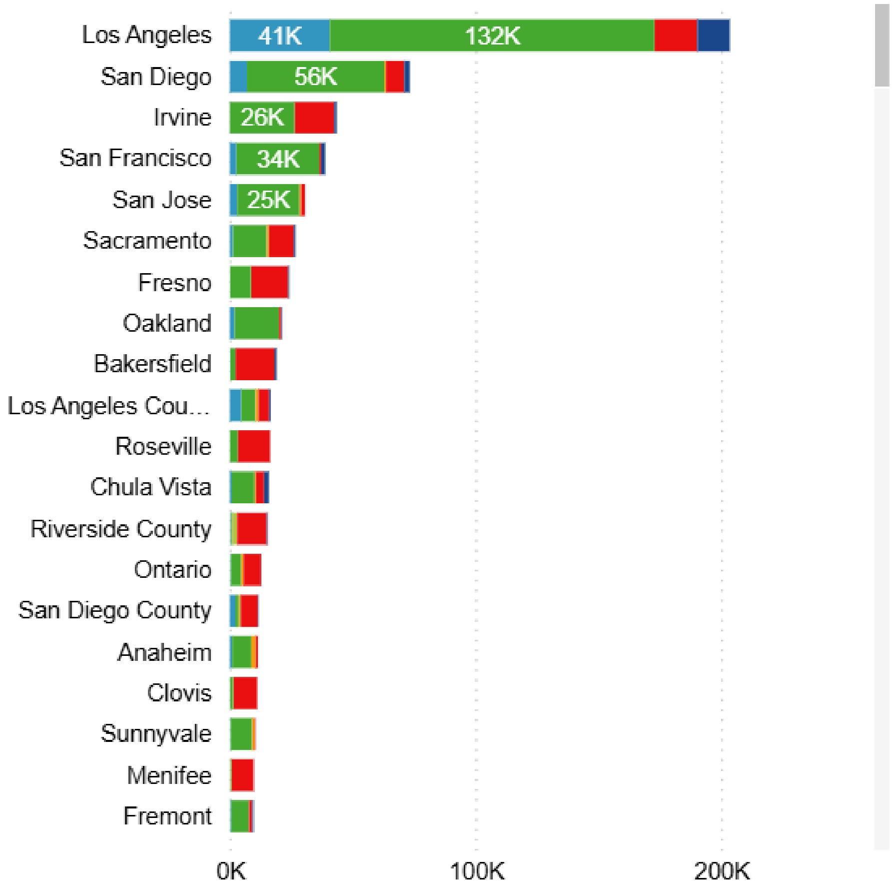
Construction: Structure Type

2-4 Plex Units Per Structure | 5 or More Units | Accessory Dwelling Unit | Mobile Home Unit | Single Family Attached Unit | Single Family Detached Unit

Units Permitted by Structure Type



Units Permitted by Structure Type by Jurisdiction



Housing Element Implementation and APR Data Dashboard

Navigation | Key Figures | Construction | Housing Needs | Implementation | User Guide | Submit Feedback

Timeline | Income | Maps | Structures

County: All

Jurisdiction: All

Structure Type: Multiple selections

Year: All

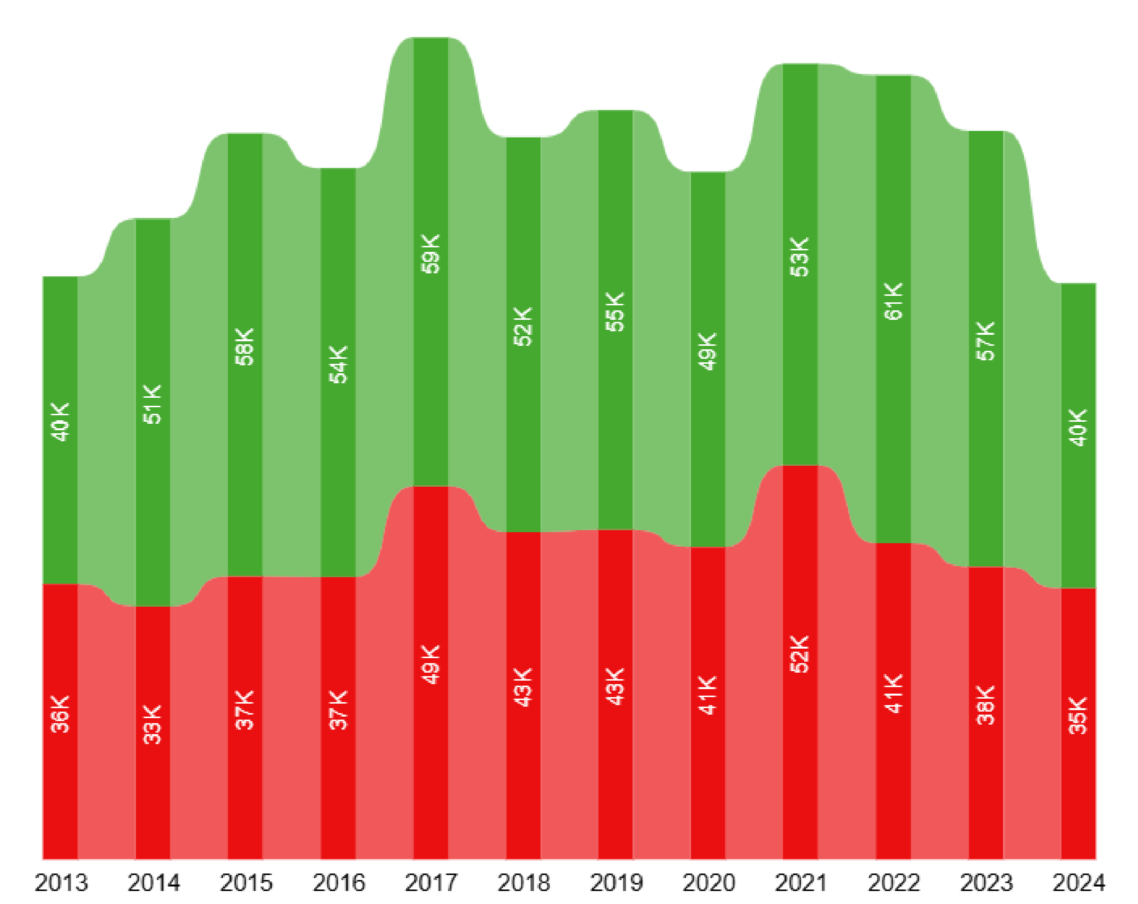
COG/Region: All

Clear Filters

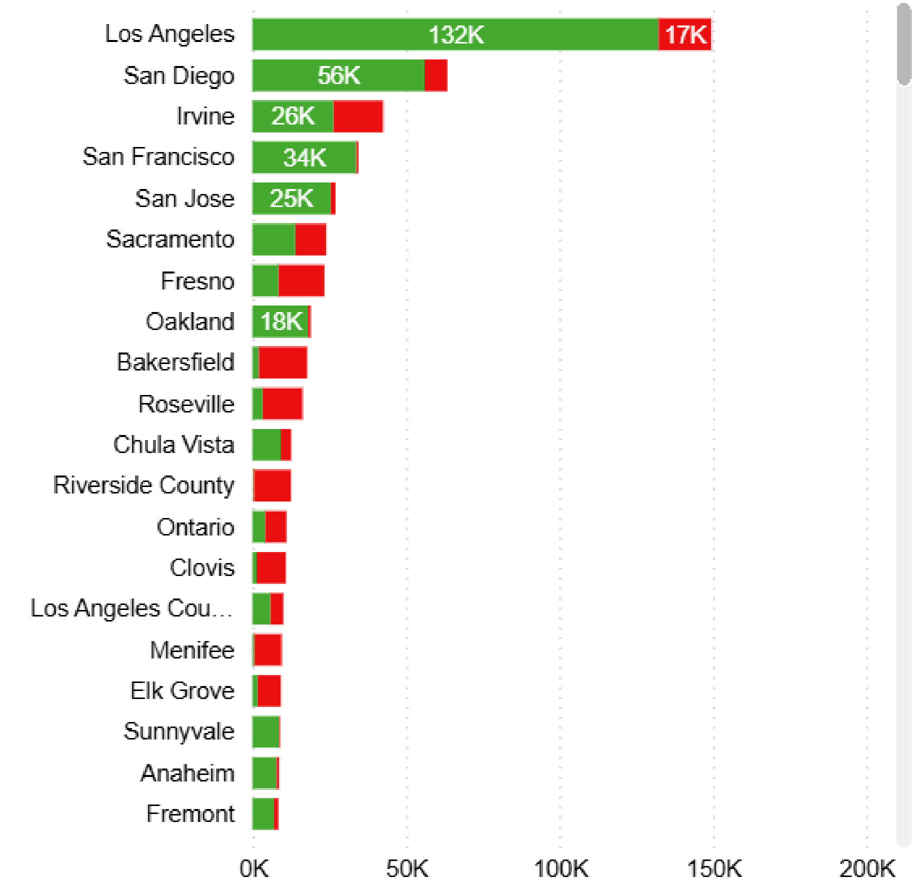
Construction: Structure Type

2-4 Plex Units Per Structure | 5 or More Units | Accessory Dwelling Unit | Mobile Home Unit | Single Family Attached Unit | Single Family Detached Unit

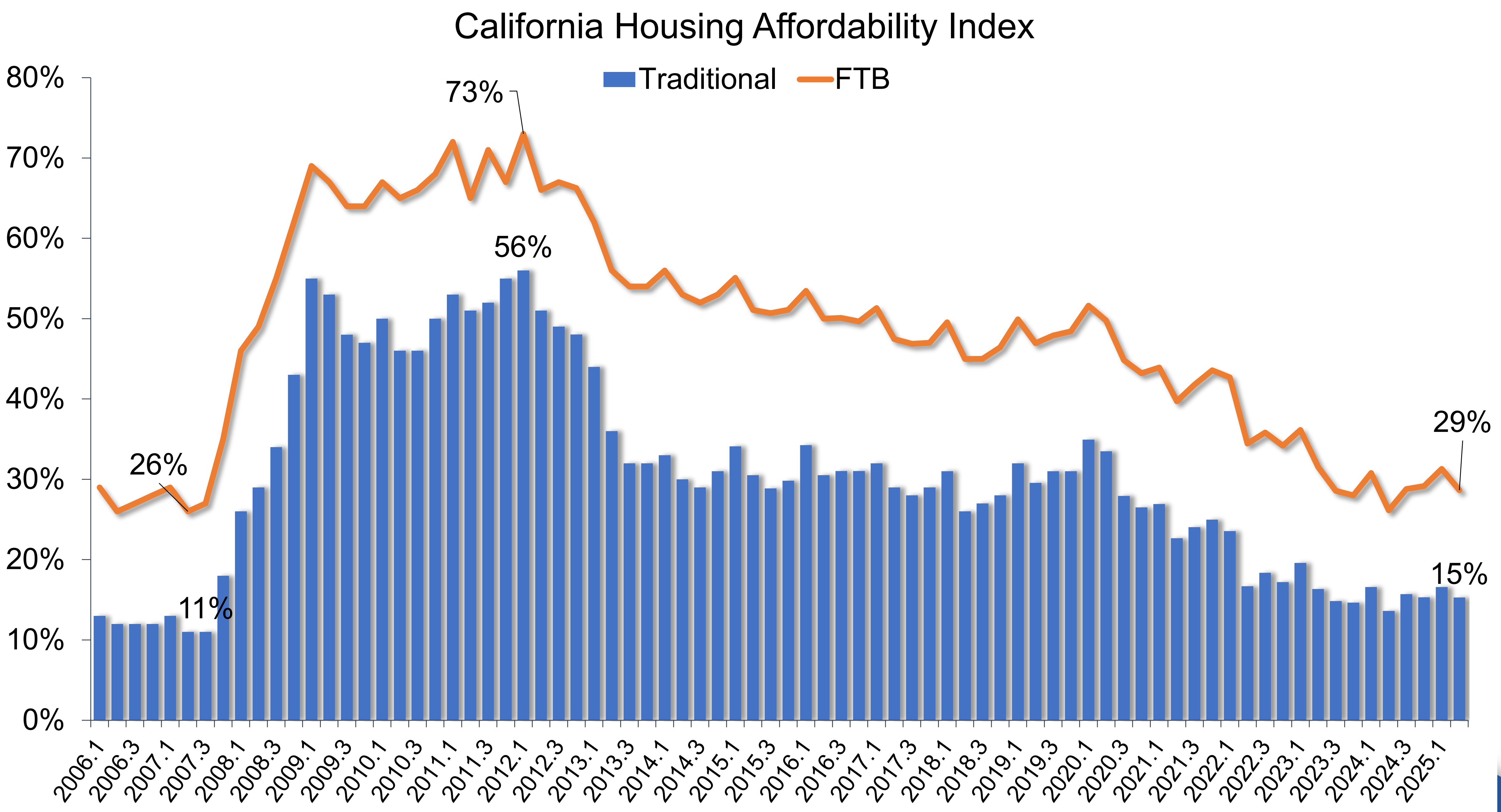
Units Permitted by Structure Type



Units Permitted by Structure Type by Jurisdiction

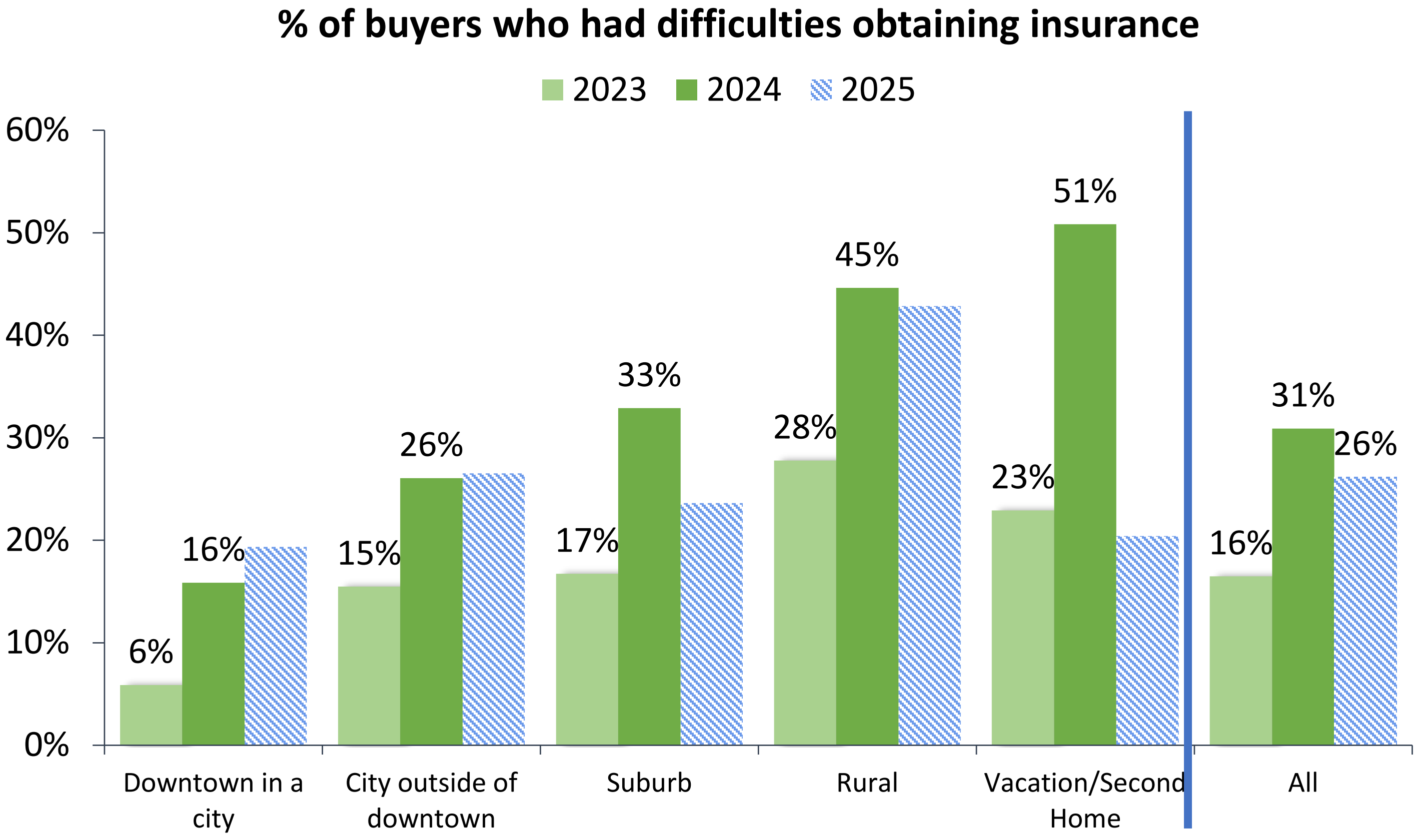


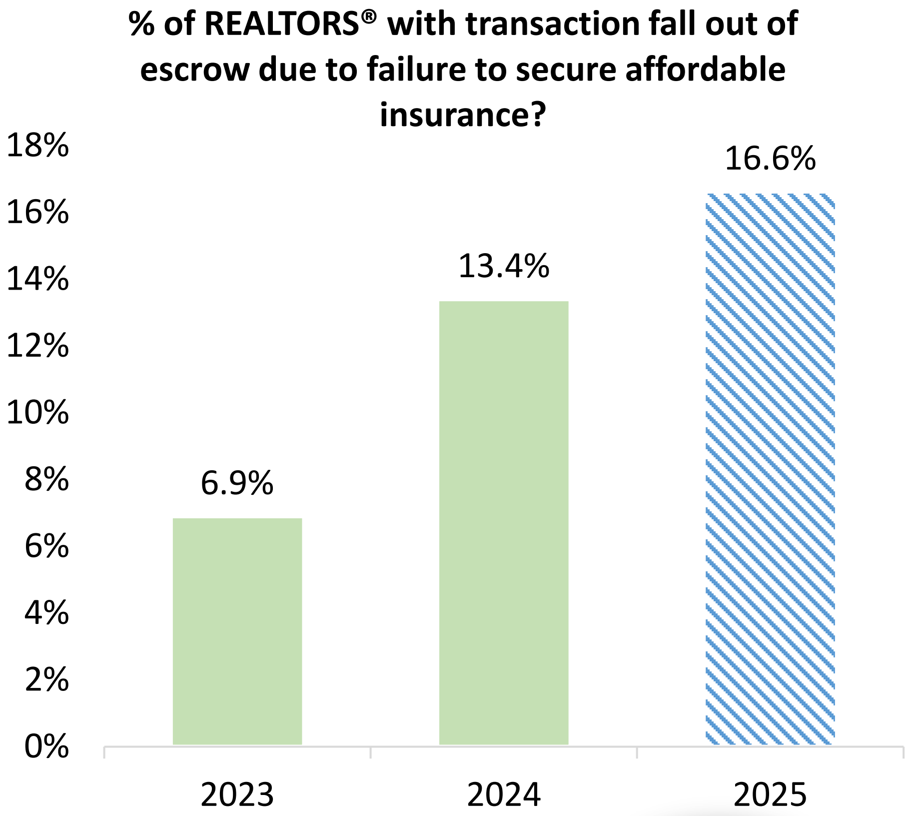
State	2020-2024 Residential Permits	2024 Population	May 2025 Median Price
Texas	1,217,594	31,290,831	$353,700
Florida	954,643	23,372,215	$436,600
California	**559,596**	**39,431,263**	**$906,500**
North Carolina	463,482	11,046,024	$403,700
Georgia	332,580	11,180,878	$398,400
Arizona	305,256	7,582,384	$466,500
Tennessee	252,166	7,227,750	$412,600
South Carolina	228,604	5,478,831	$410,100
New York	226,181	19,867,248	$586,400
Washington	224,727	7,958,180	$690,100



California Housing Affordability Index
Traditional
FTB
80%
70%
60%
50%
40%
30%
20%
10%
0%
73%
56%
26%
11%
29%
15%
2006.1
2006.3
2007.1
2007.3
2008.1
2008.3
2009.1
2009.3
2010.1
2010.3
2011.1
2011.3
2012.1
2012.3
2013.1
2013.3
2014.1
2014.3
2015.1
2015.3
2016.1
2016.3
2017.1
2017.3
2018.1
2018.3
2019.1
2019.3
2020.1
2020.3
2021.1
2021.3
2022.1
2022.3
2023.1
2023.3
2024.1
2024.3
2025.1

Insurance is impacting the housing market





SERIES: 2025 Housing Market Survey
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Q. Did the buyer have difficulties obtaining fire/homeowners insurance?
*2024 and 2025 results based on buyer agents and dual agents' responses only

ill It Lower My Home’s Value?

ELSEVIER

Journal of Housing Economics

Volume 56, June 2022, 101838

Effects of concentrated LIHTC development on surrounding house prices

Richard Voith [a], Jing Liu [a], Sean Zielenbach [b], Andrew Jakabovics [c], Brian An [d], Seva Rodnyansky [e], Anthony W. Orlando [f], Raphael W. Bostic [g]

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Brian Y. An
Georgia Institute of Technology

Andrew Jakabovics
Enterprise Community Partners

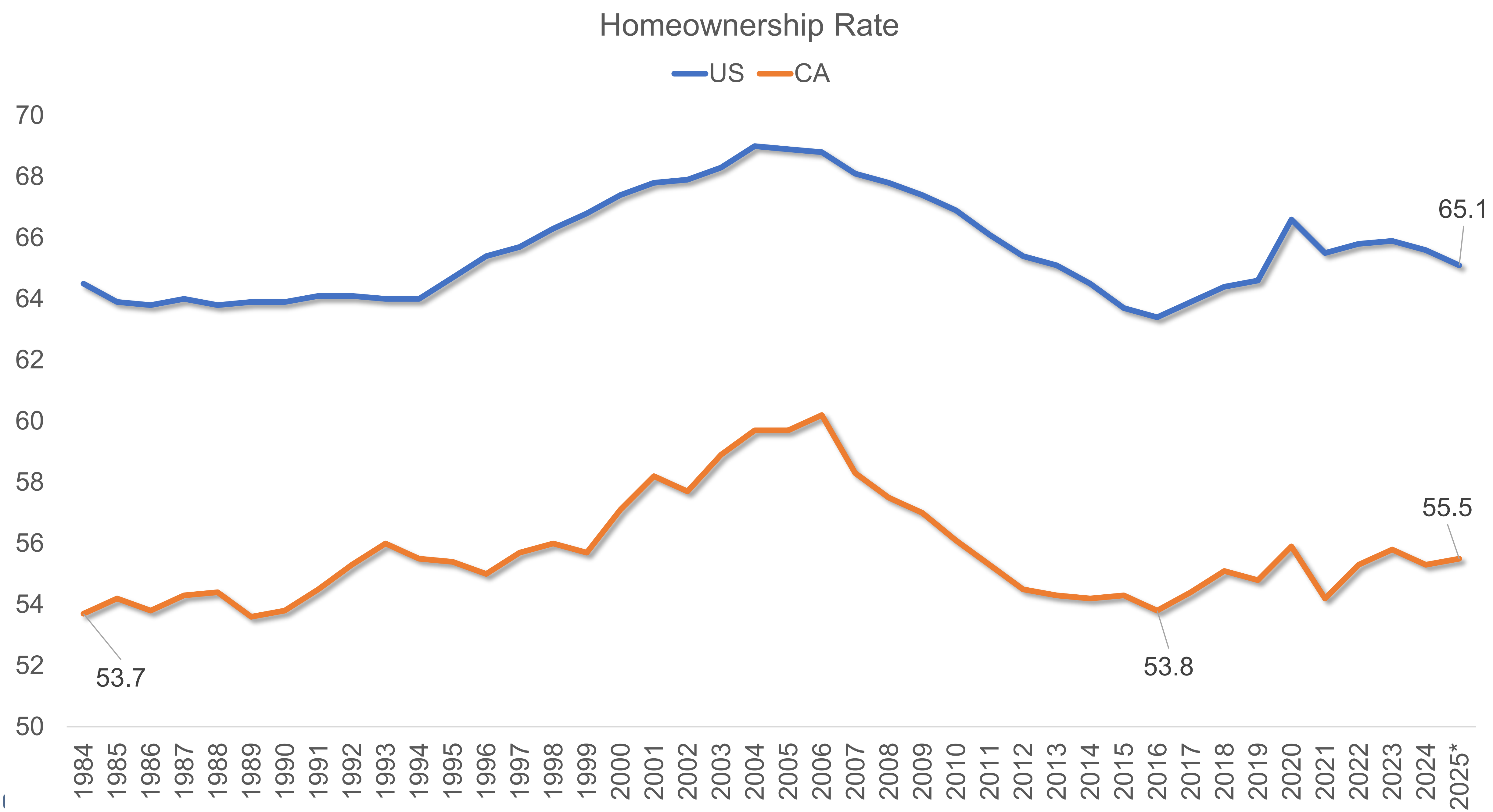
- The Urban Institute recently released an affordable housing case study from Alexandria, Virginia. The results indicate that affordable housing has a positive if not zero effect on property values.

[1], Jing Liu[2], Sean Zielenbach[3], Andrew Jakabovics[4], Brian An[5],
nsky[6], Anthony W. Orlando[7], & Raphael W. Bostic[8]

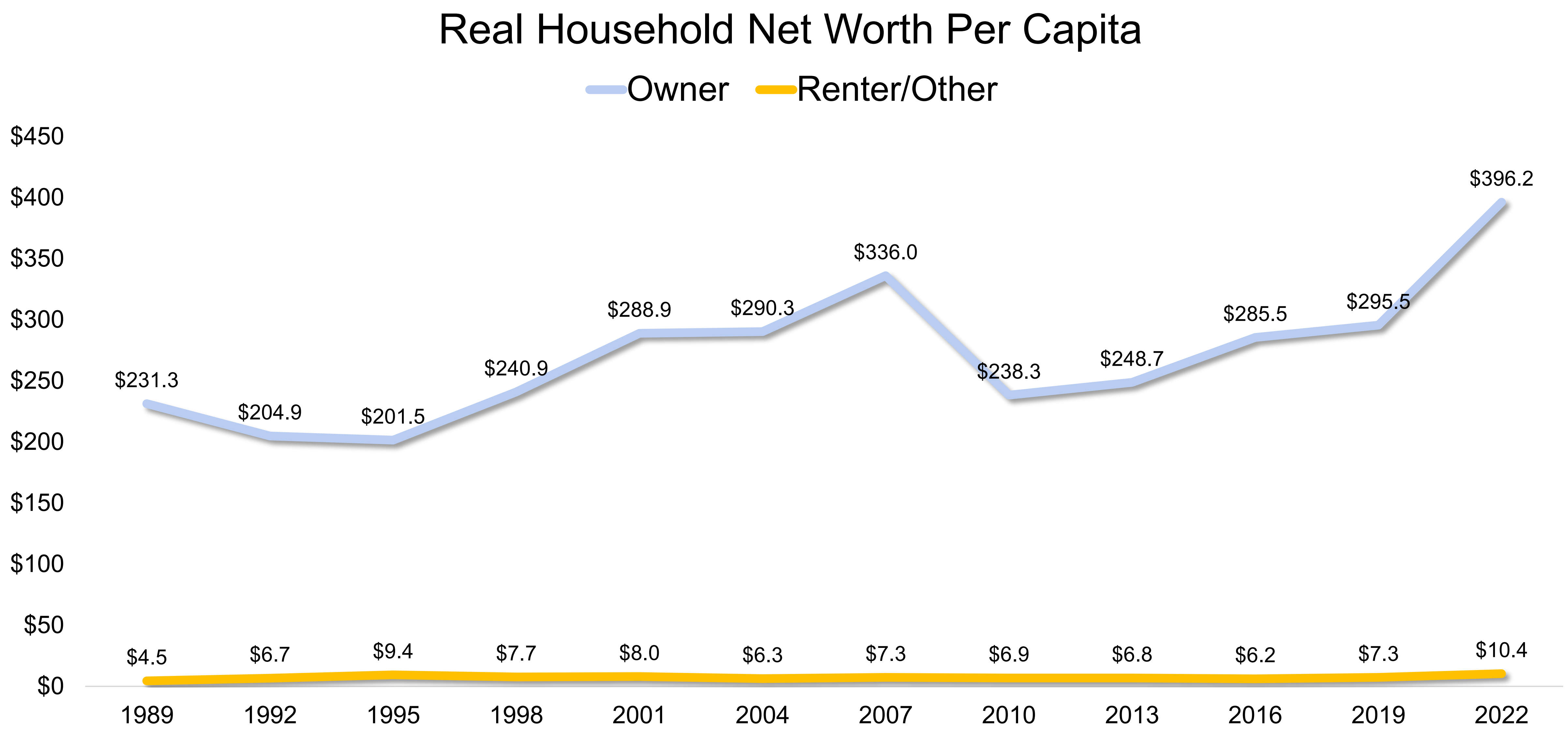
Abstract: While there is widespread agreement about the importance of the Low-Income Housing Tax Credit (LIHTC) in addressing the country’s affordable housing needs, there is less certainty

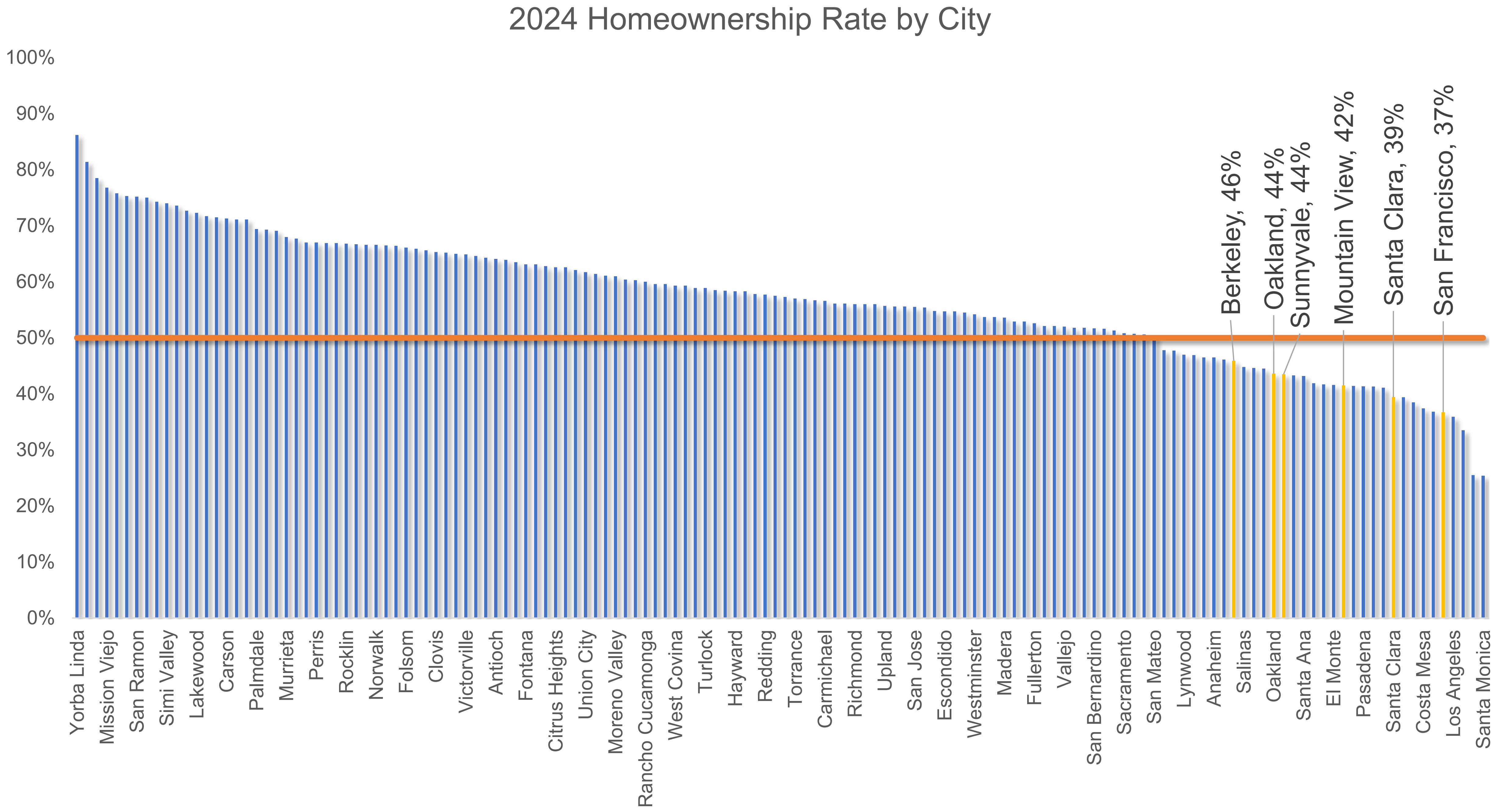
https://doi.org/10.1177/0739456X221100502

Which Brings Us to Consequences

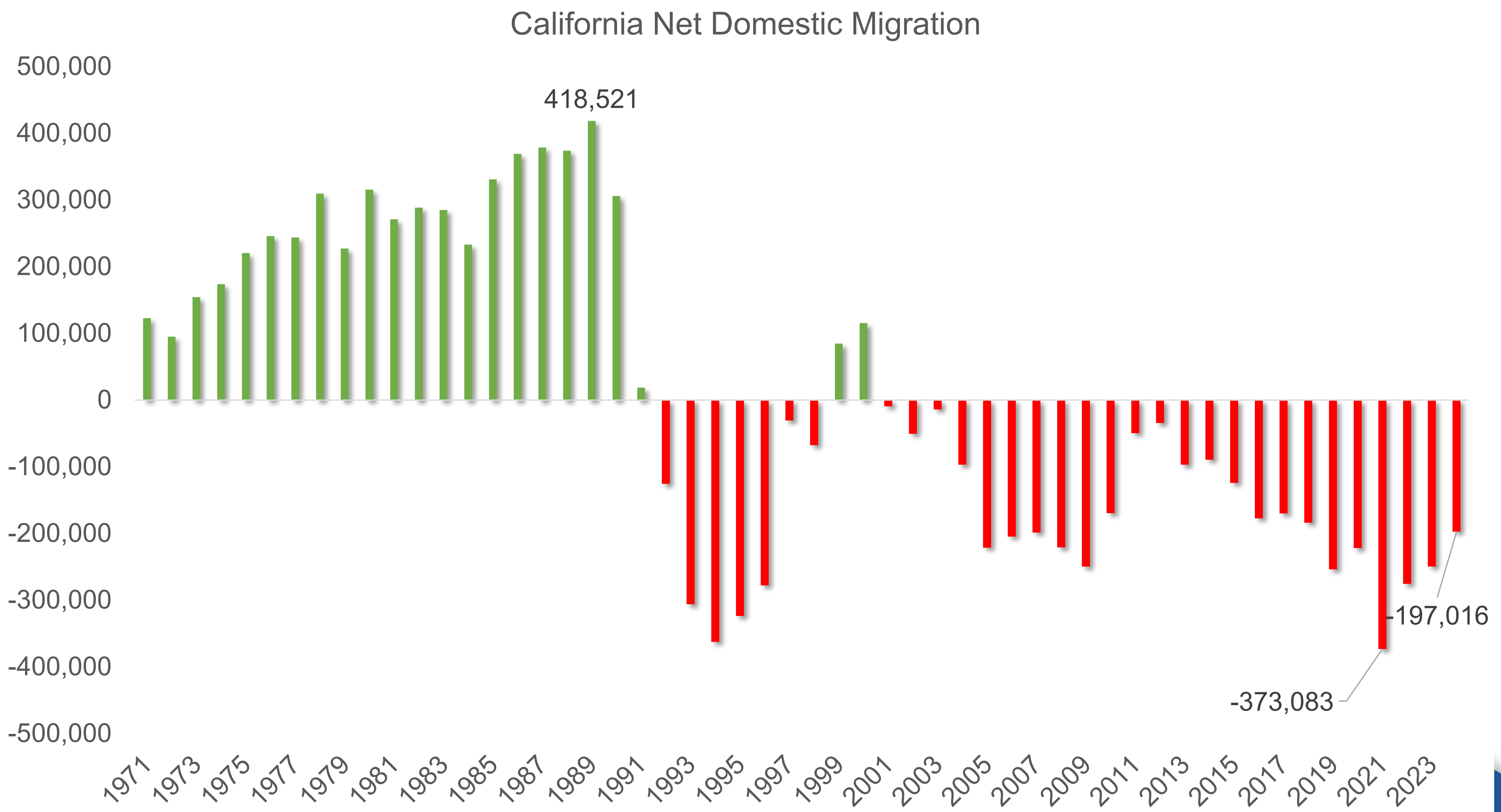

Homeownership Rate
US
CA
70
68
66
64
62
60
58
56
54
52
50
65.1
55.5
53.7
53.8
1984
1985
1986
1987
1988
1989
1990
1991
1992
1993
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025*

The benefits of homeownership are well documented

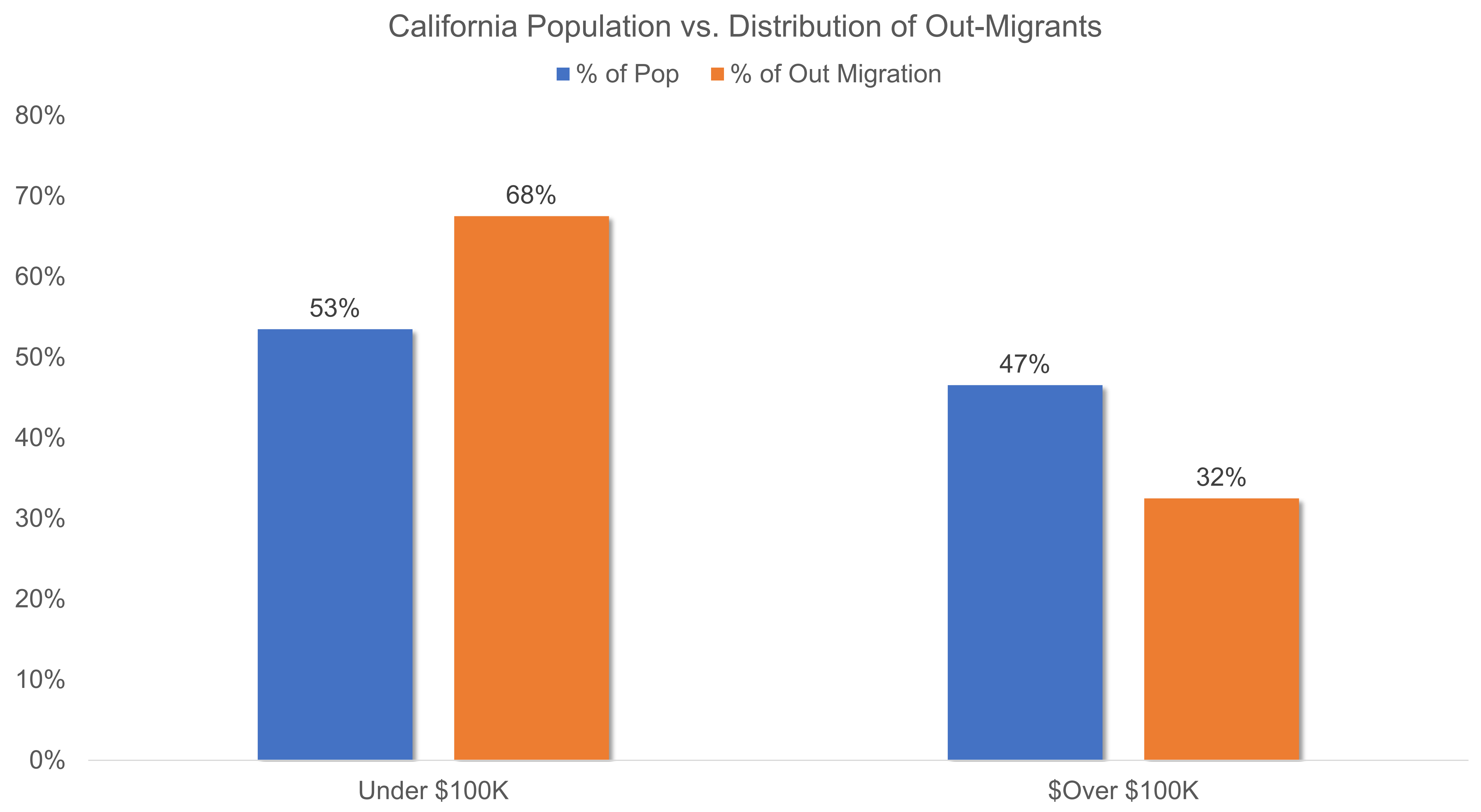



2024 Homeownership Rate by City
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Berkeley, 46%
Oakland, 44%
Sunnyvale, 44%
Mountain View, 42%
Santa Clara, 39%
San Francisco, 37%
Yorba Linda
Mission Viejo
San Ramon
Simi Valley
Lakewood
Carson
Palmdale
Murrieta
Perris
Rocklin
Norwalk
Folsom
Clovis
Victorville
Antioch
Fontana
Citrus Heights
Union City
Moreno Valley
Rancho Cucamonga
West Covina
Turlock
Hayward
Redding
Torrance
Carmichael
Richmond
Upland
San Jose
Escondido
Westminster
Madera
Fullerton
Vallejo
San Bernardino
Sacramento
San Mateo
Lynwood
Anaheim
Salinas
Oakland
Santa Ana
El Monte
Pasadena
Santa Clara
Costa Mesa
Los Angeles
Santa Monica

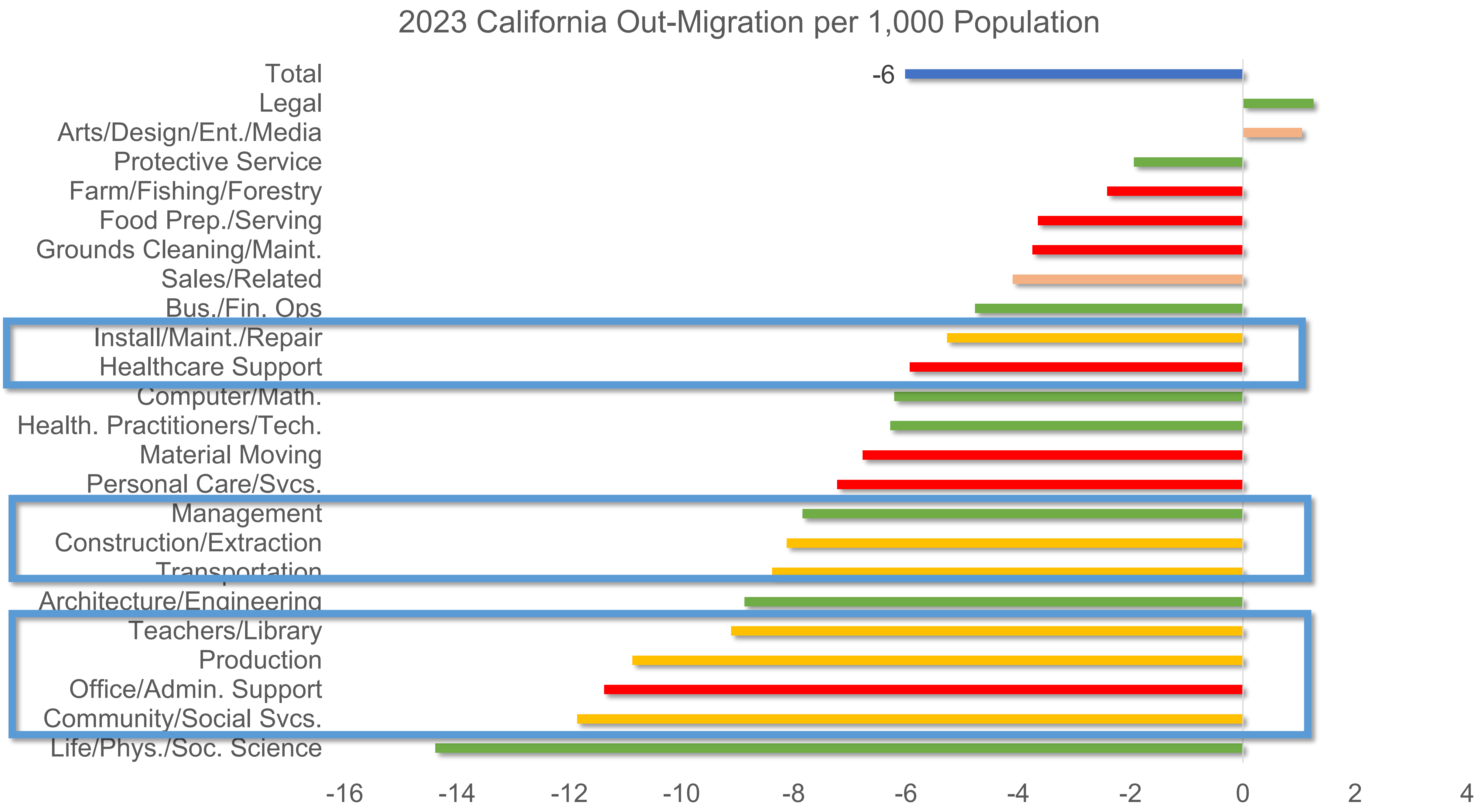
Outcome	2024 ACS Ranking	United States	California	Diff.
Homeowner Vacancy	35th	1.0%	0.8%	0.8X
Rental Vacancy	36th	5.7%	4.3%	0.8X
Overcrowding	**50th**	**3.6%**	**8.2%**	**2.3X**
Mortgage Burdened	**50th**	**22.6%**	**31.1%**	**1.4X**
Rent Burdened	**49th**	**42.3%**	**46.5%**	**1.1X**
Cash Assistance	**44th**	**2.5%**	**3.7%**	**1.5X**
Food Stamps	**41st**	**11.8%**	**13.5%**	**1.1X**
Poverty	**34th**	**8.5%**	**8.5%**	**1.0X**
Supplemental Poverty	**51st**	**12.7%**	**17.7%**	**1.4X**



California Net Domestic Migration
500,000
400,000
300,000
200,000
100,000
0
-100,000
-200,000
-300,000
-400,000
-500,000
418,521
-373,083
-197,016
1971
1973
1975
1977
1979
1981
1983
1985
1987
1989
1991
1993
1995
1997
1999
2001
2003
2005
2007
2009
2011
2013
2015
2017
2019
2021
2023



California Population vs. Distribution of Out-Migrants
% of Pop
% of Out Migration
80%
70%
60%
50%
40%
30%
20%
10%
0%
53%
68%
47%
32%
Under $100K
$Over $100K



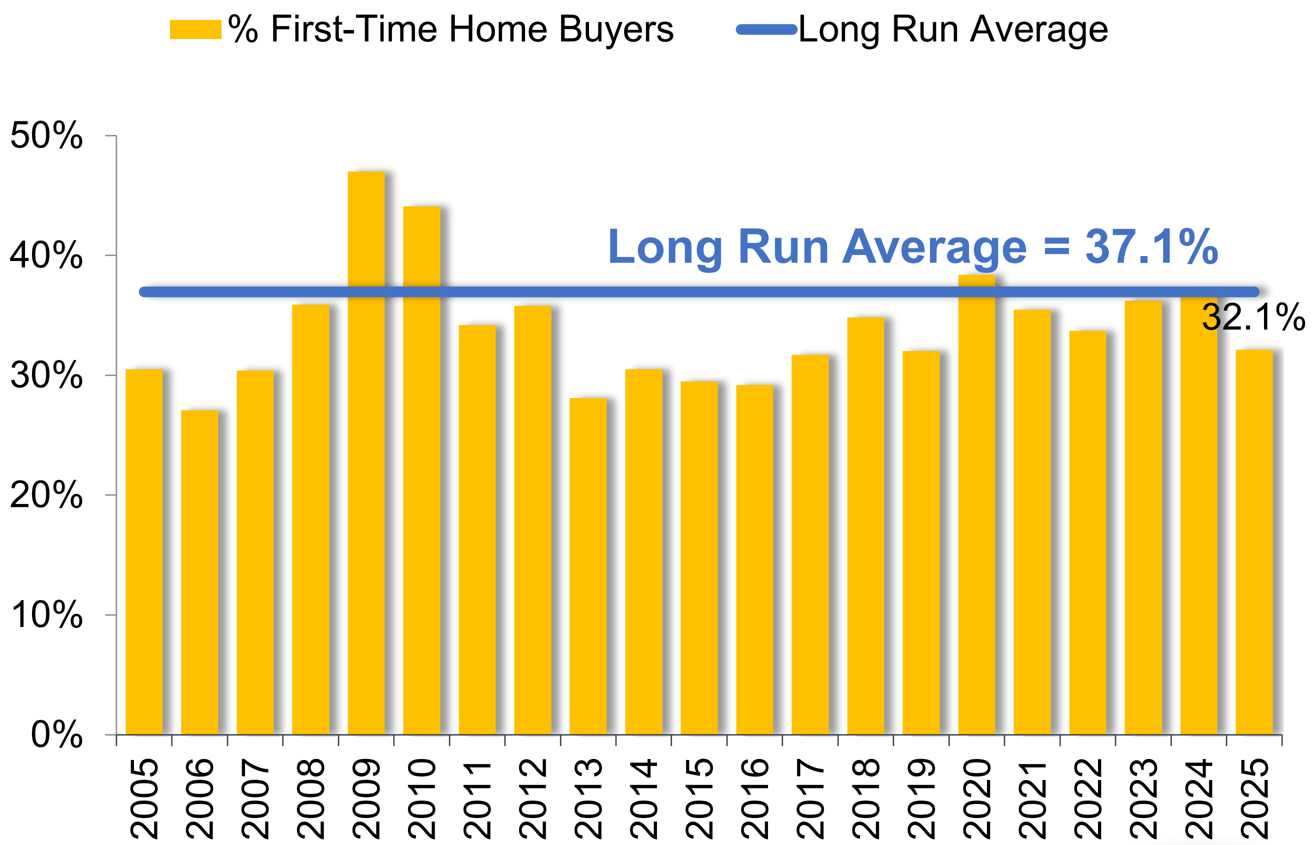
2023 California Out-Migration per 1,000 Population
Total
Legal
Arts/Design/Ent./Media
Protective Service
Farm/Fishing/Forestry
Food Prep./Serving
Grounds Cleaning/Maint.
Sales/Related
Bus./Fin. Ops
Install/Maint./Repair
Healthcare Support
Computer/Math.
Health. Practitioners/Tech.
Material Moving
Personal Care/Svcs.
Management
Construction/Extraction
Transportation
Architecture/Engineering
Teachers/Library
Production
Office/Admin. Support
Community/Social Svcs.
Life/Phys./Soc. Science
-6
-16
-14
-12
-10
-8
-6
-4
-2
0
2
4

Punchline: Market has Narrowed

YEARS OF LEADING THE WAY...®

First-Time Buyers: lowest level in 6 years

1

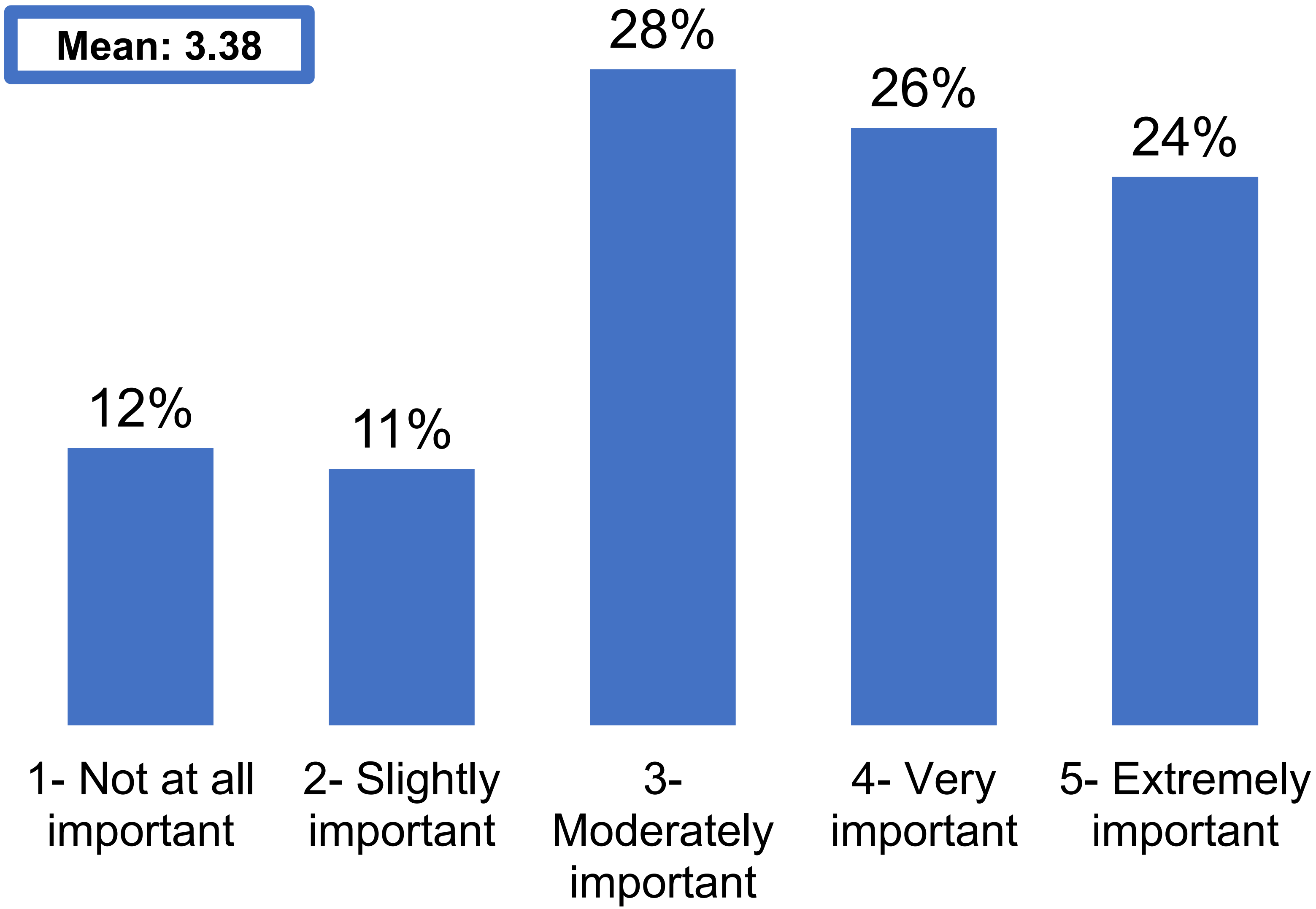


SERIES: 2024 Housing Market Survey
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

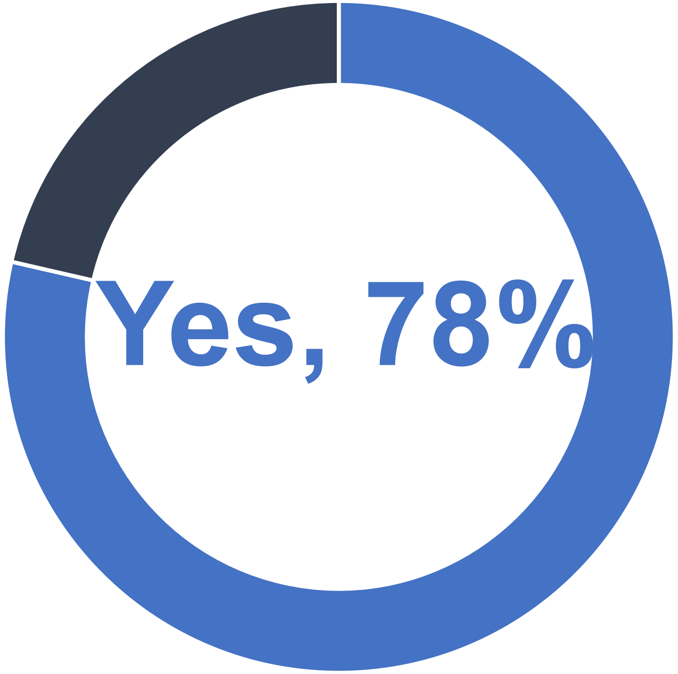
How Can We Help Buyers?

YEARS OF LEADING THE WAY...®

How important is homeownership to you?
(n=1,001)

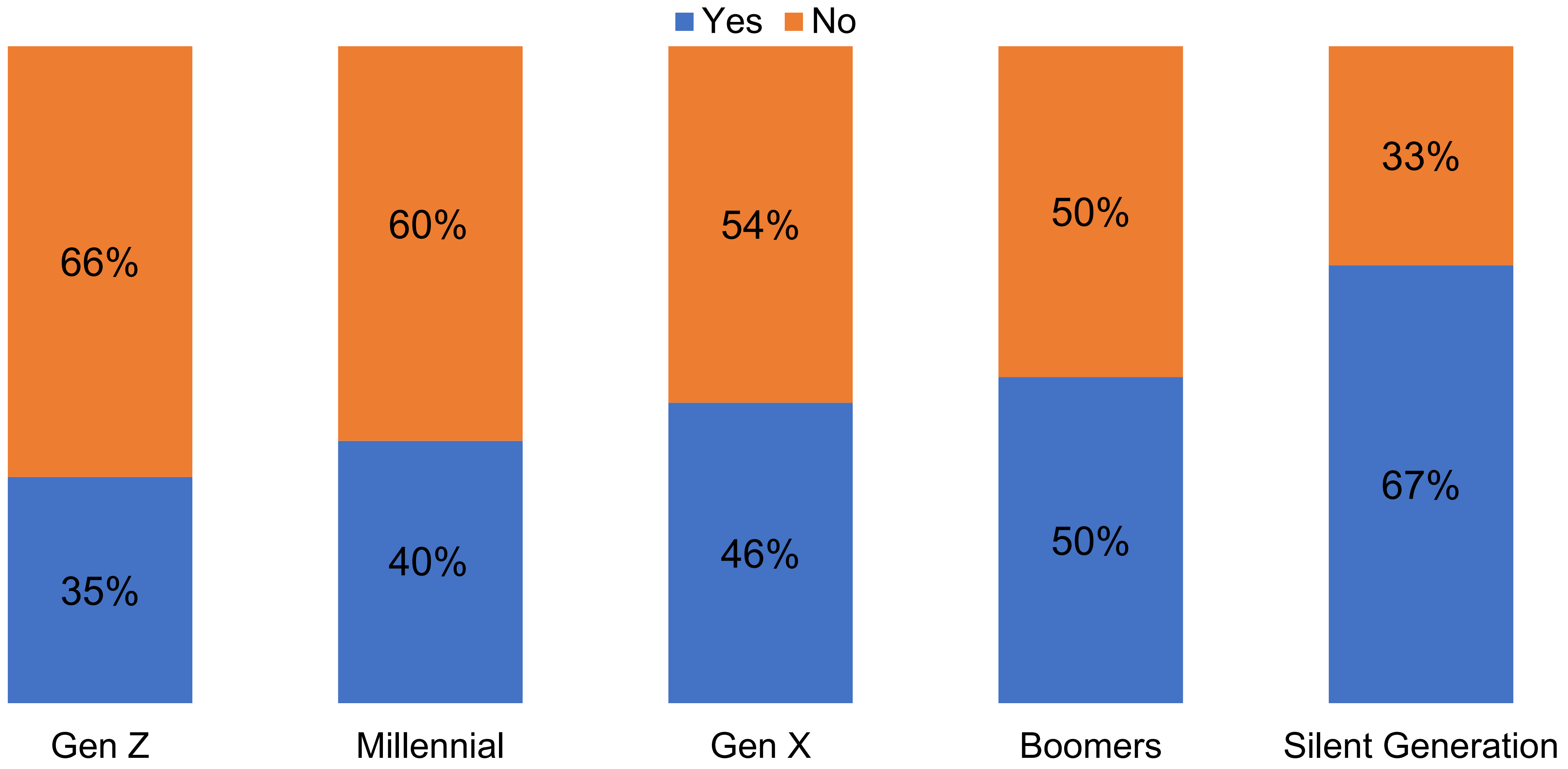


Do you want to own at some point in the future?
(n=1,005)



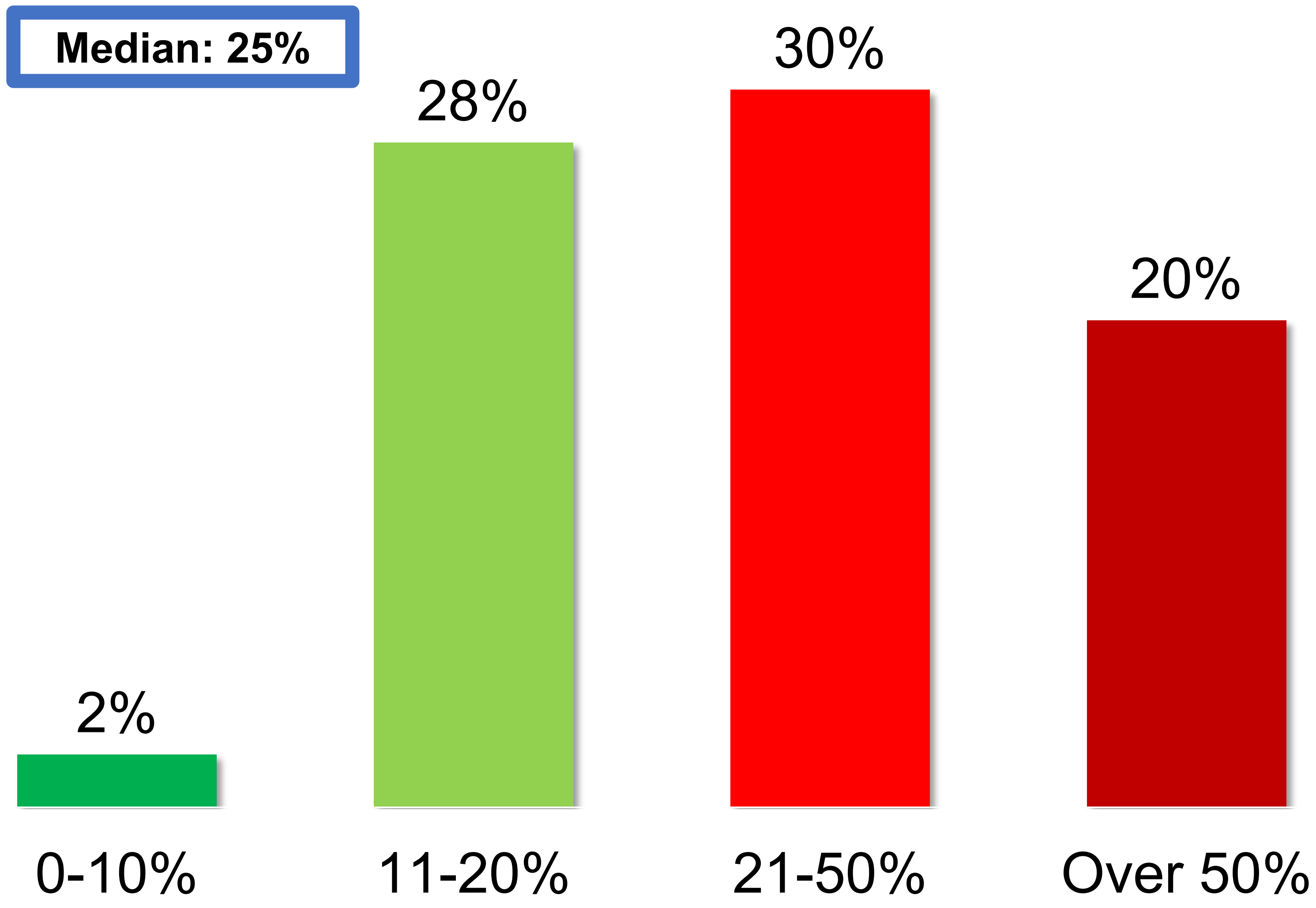
SERIES: 2025 Consumer Survey
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Are you familiar with credit and loan criteria needed for qualifying for a home purchase? (n=1,005)



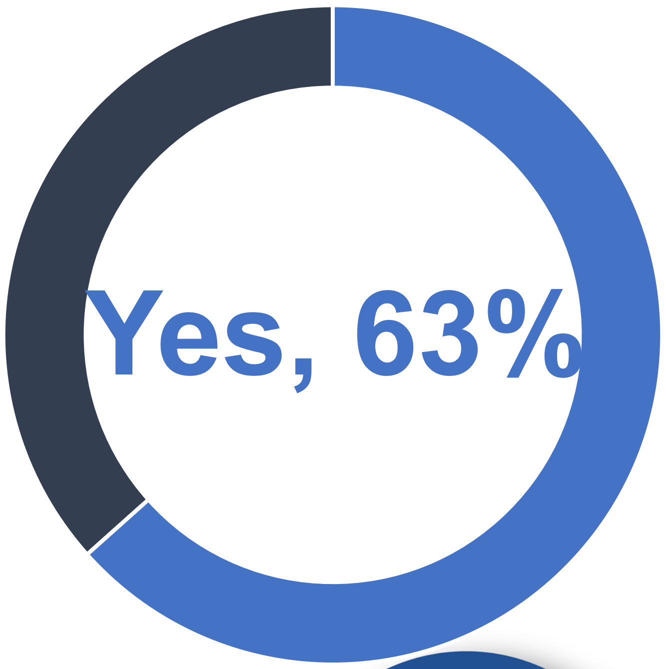
In your estimation, how much down payment is required to purchase a home?

(n=1,005)



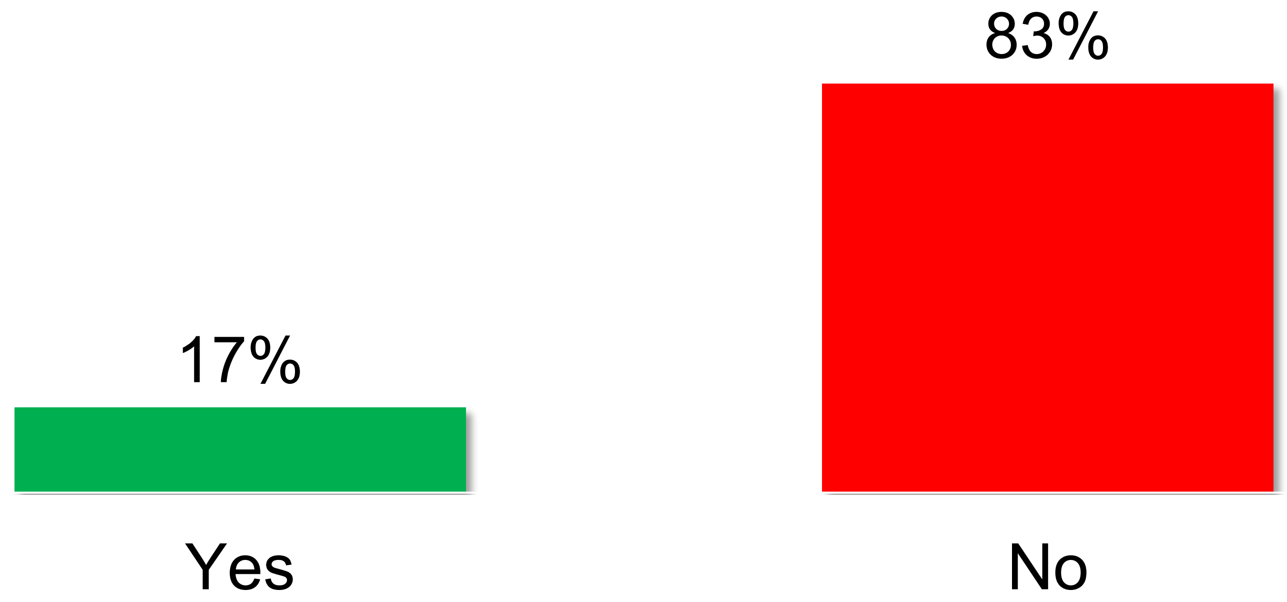
If you knew you could qualify for a mortgage with a much lower down payment would you start to look for a house?

(n=1,005)



They are also unaware of possible assistance…

Are you aware of any first-time buyer or down payment assistance programs in your area?
(n=1,005)



Keep Them Grounded in Reality

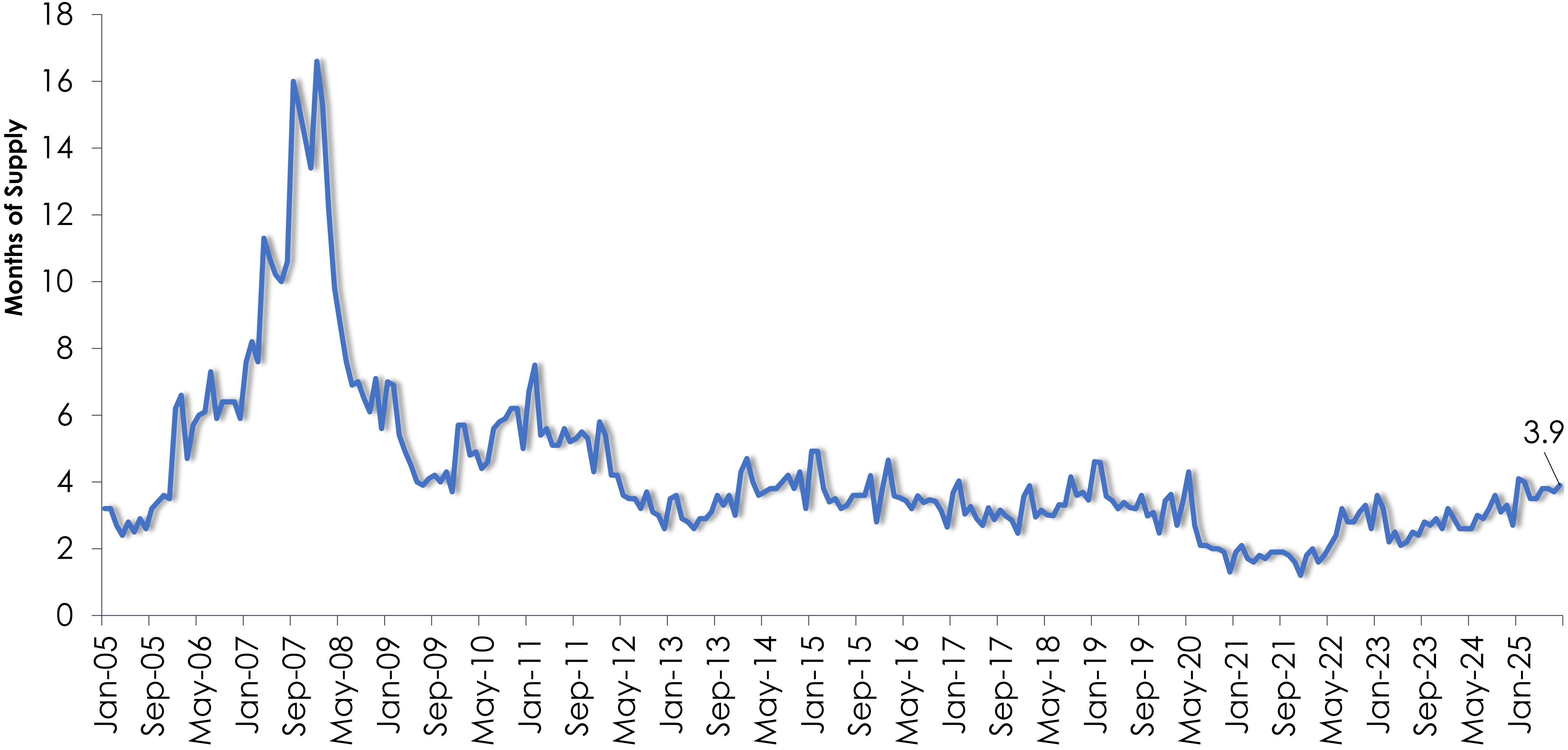
120 YEARS OF LEADING THE WAY...®

Has the shift favored buyers?
For Sure!

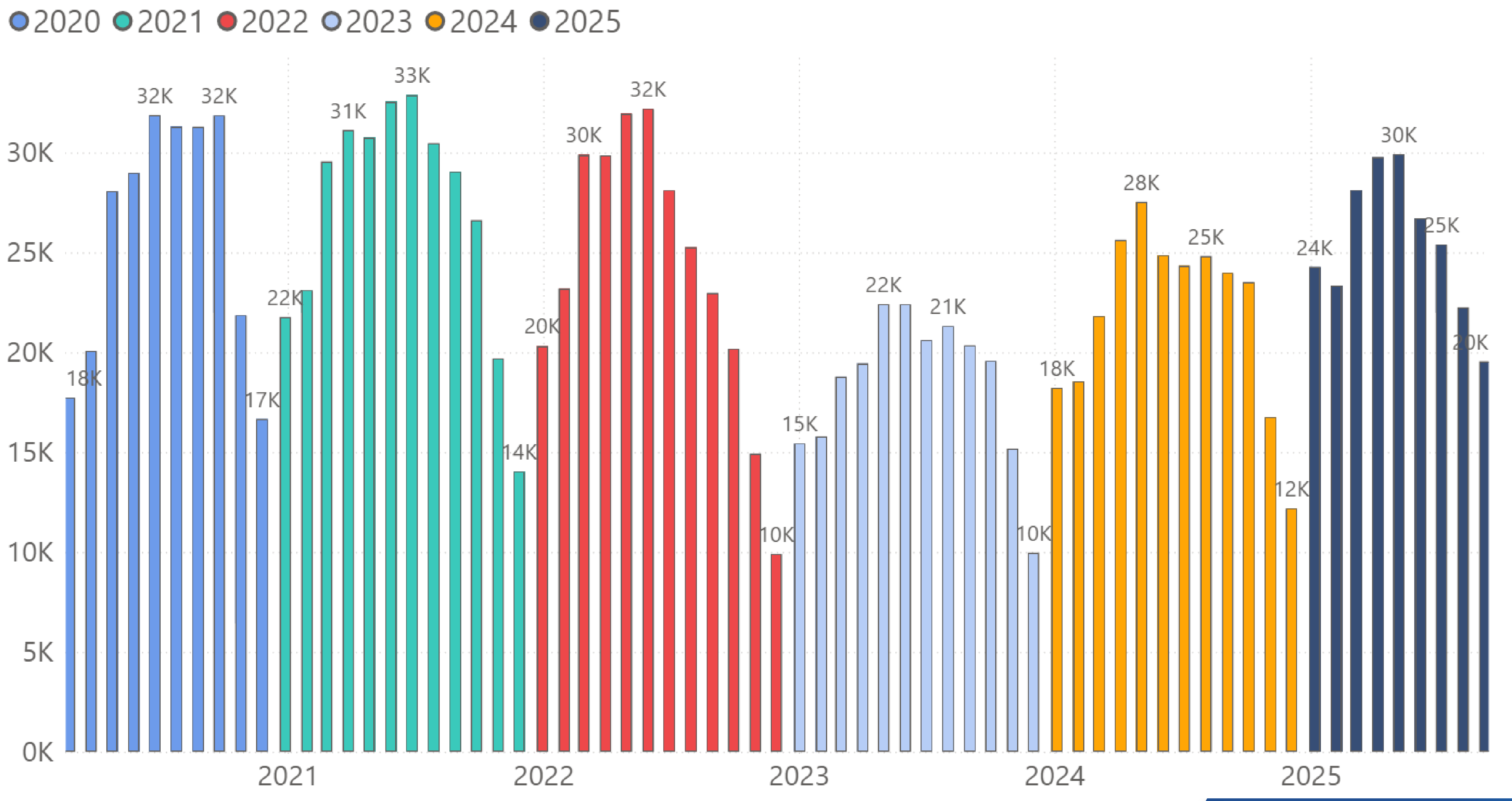
A buyer's market??
Not in my book…

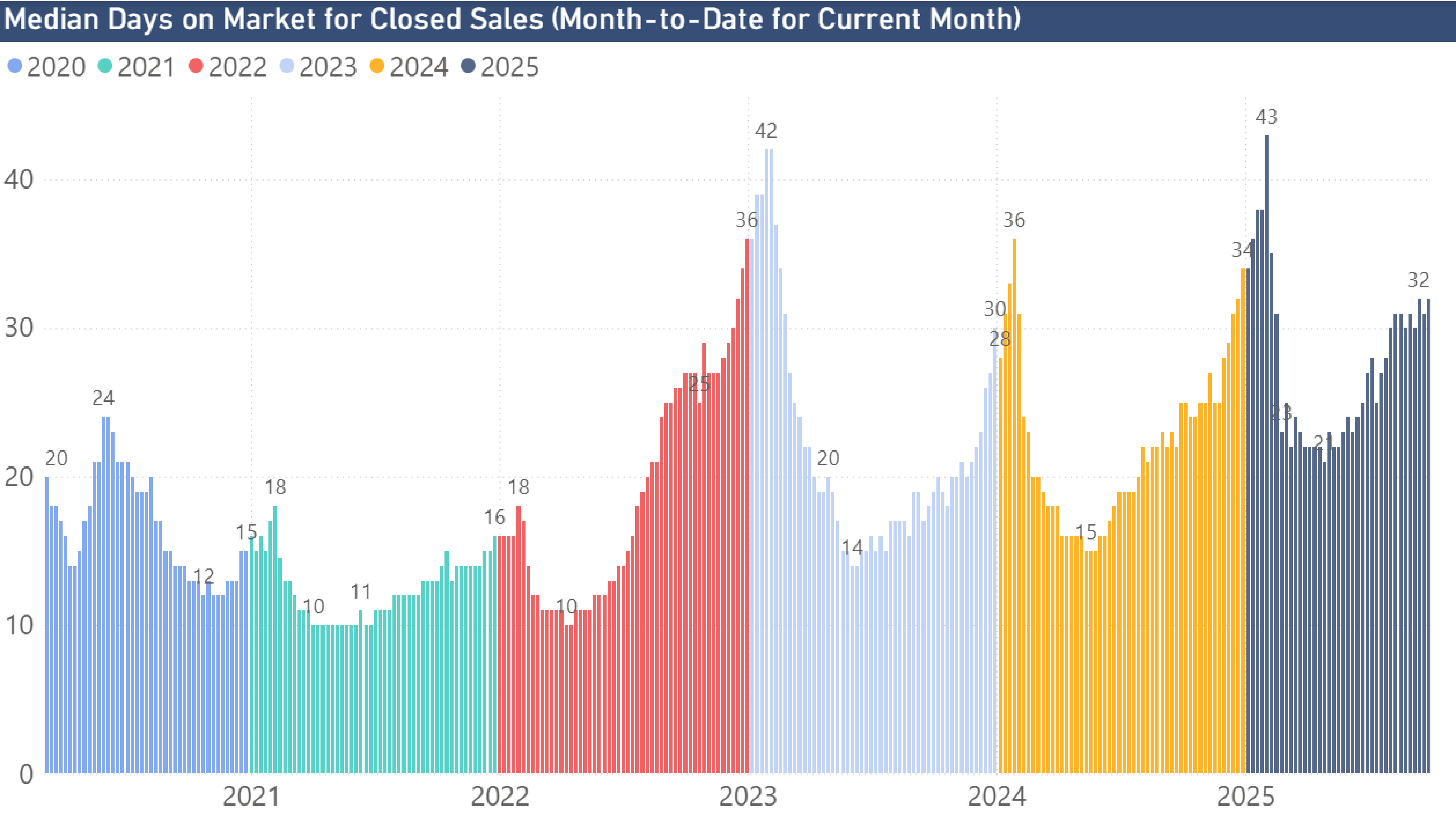
California Unsold Inventory Index

August 2024: 3.2 Months; August 2025: 3.9 Months



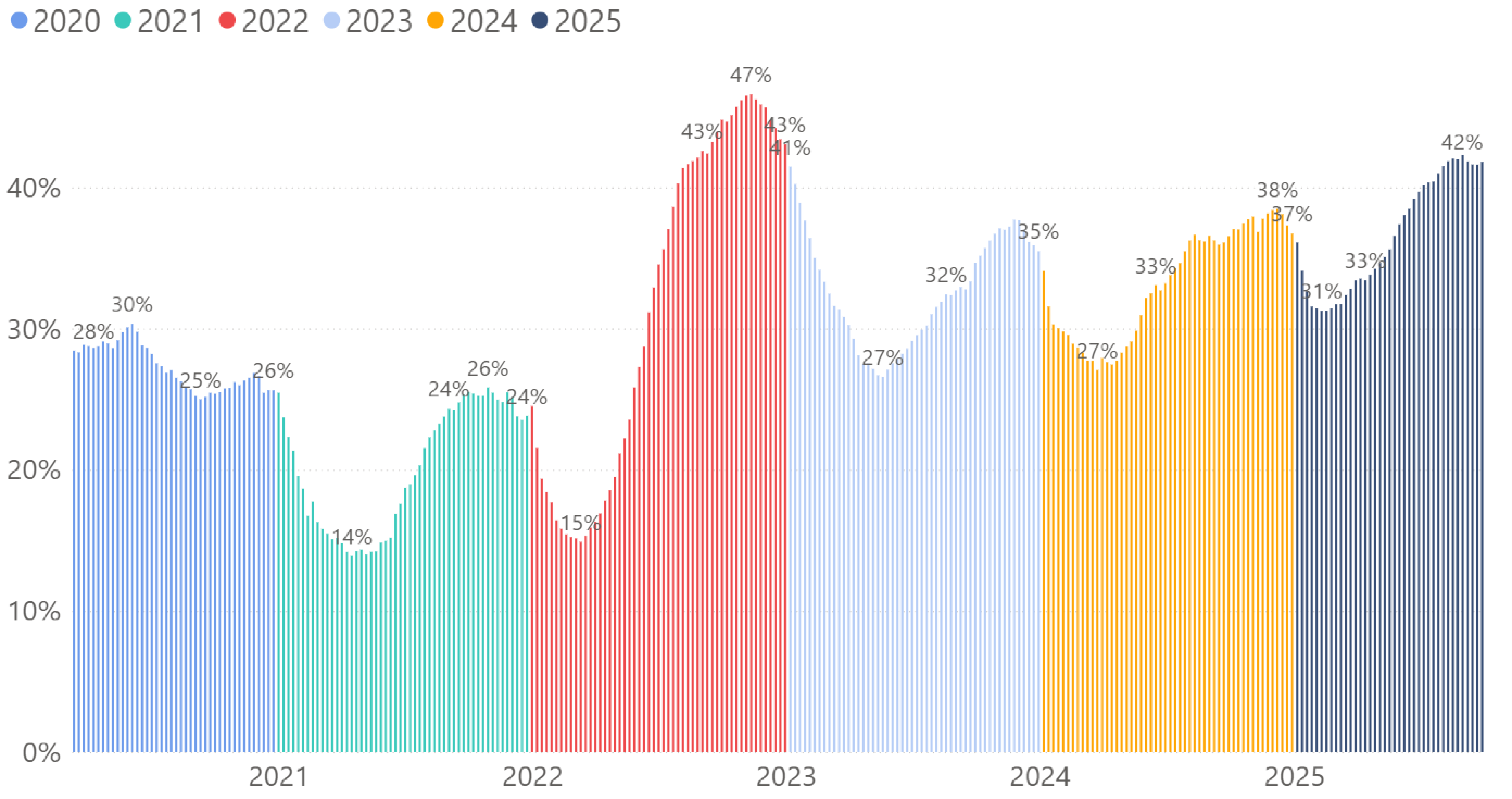
New Existing SFR Listings Added to MLSs (Month-to-Date for Current Month)



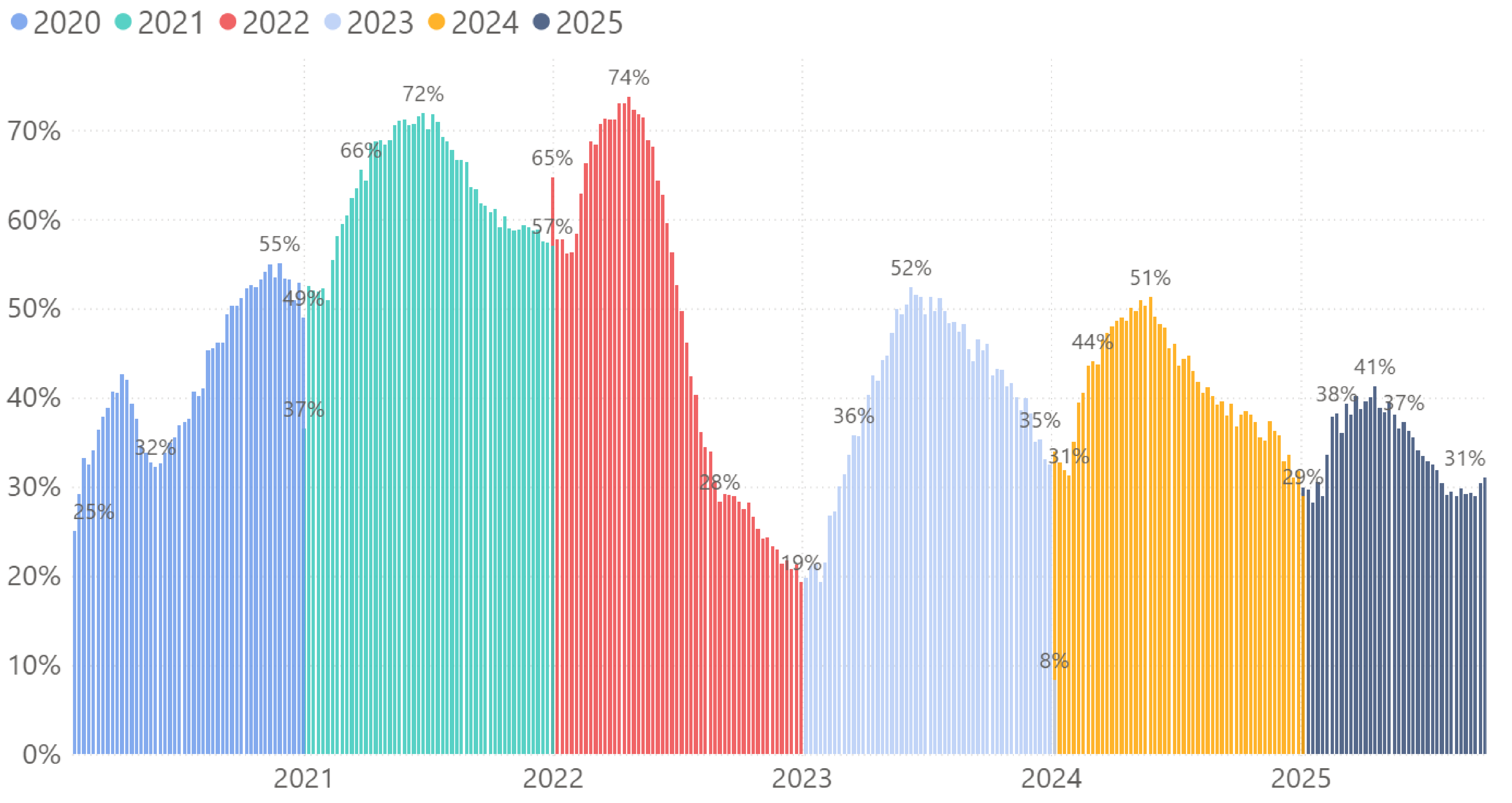


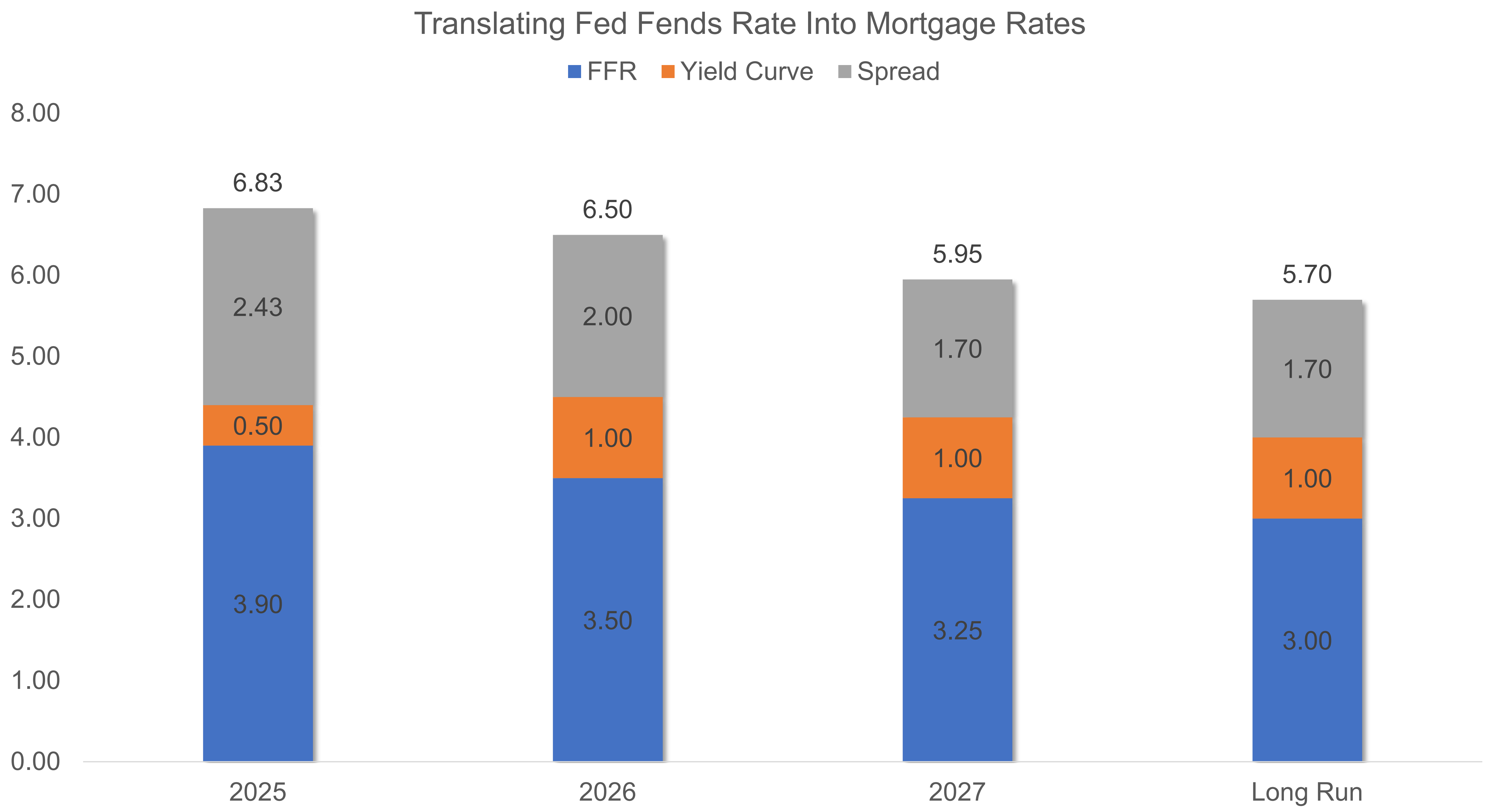
Median Days on Market for Closed Sales (Month-to-Date for Current Month)
2020
2021
2022
2023
2024
2025
0
10
20
30
40
20
24
12
15
18
10
11
16
18
10
25
36
42
20
14
30
28
36
15
34
43
23
21
32
2021
2022
2023
2024
2025

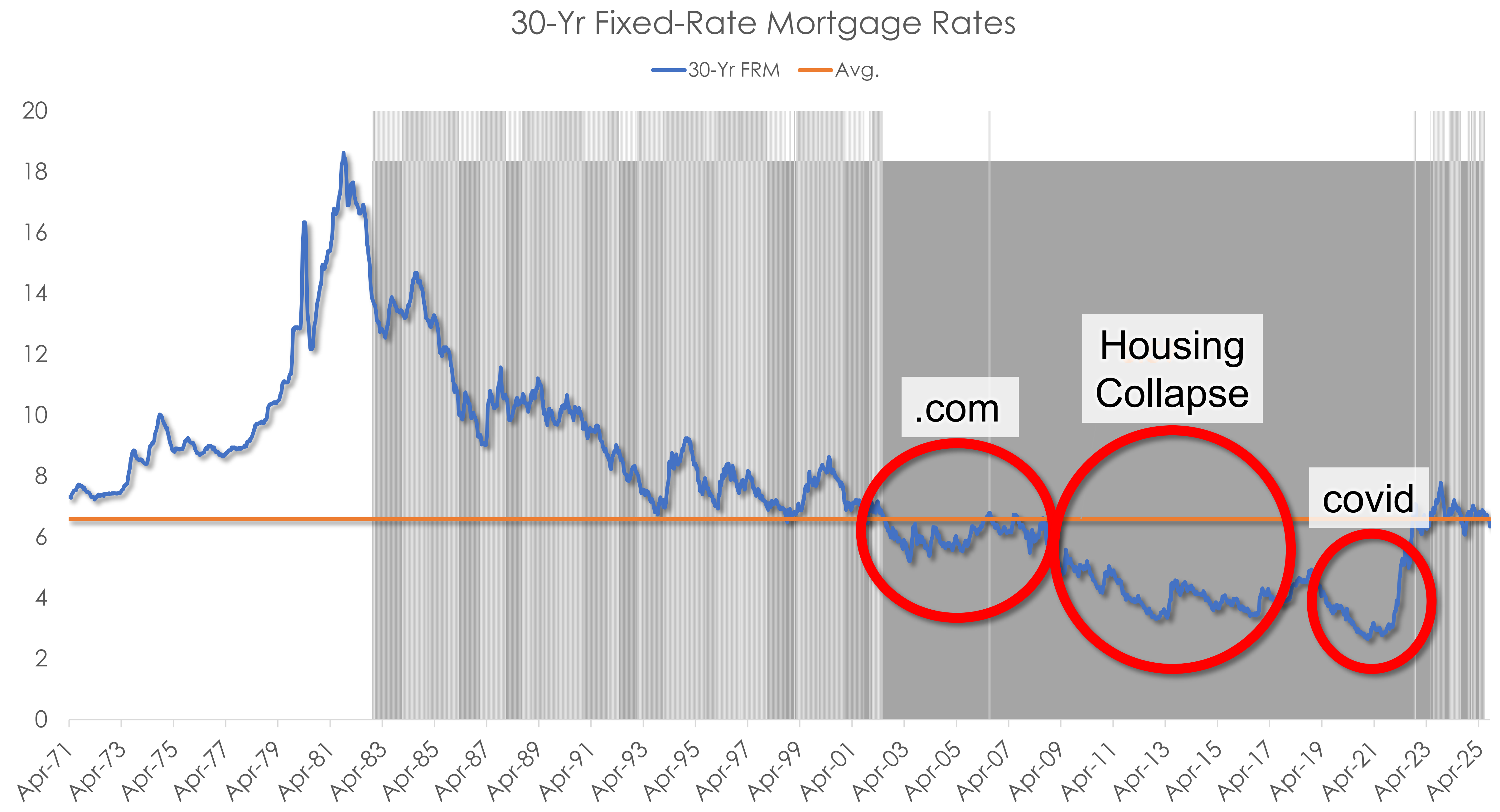
% of Active Listings w/Reduced Price

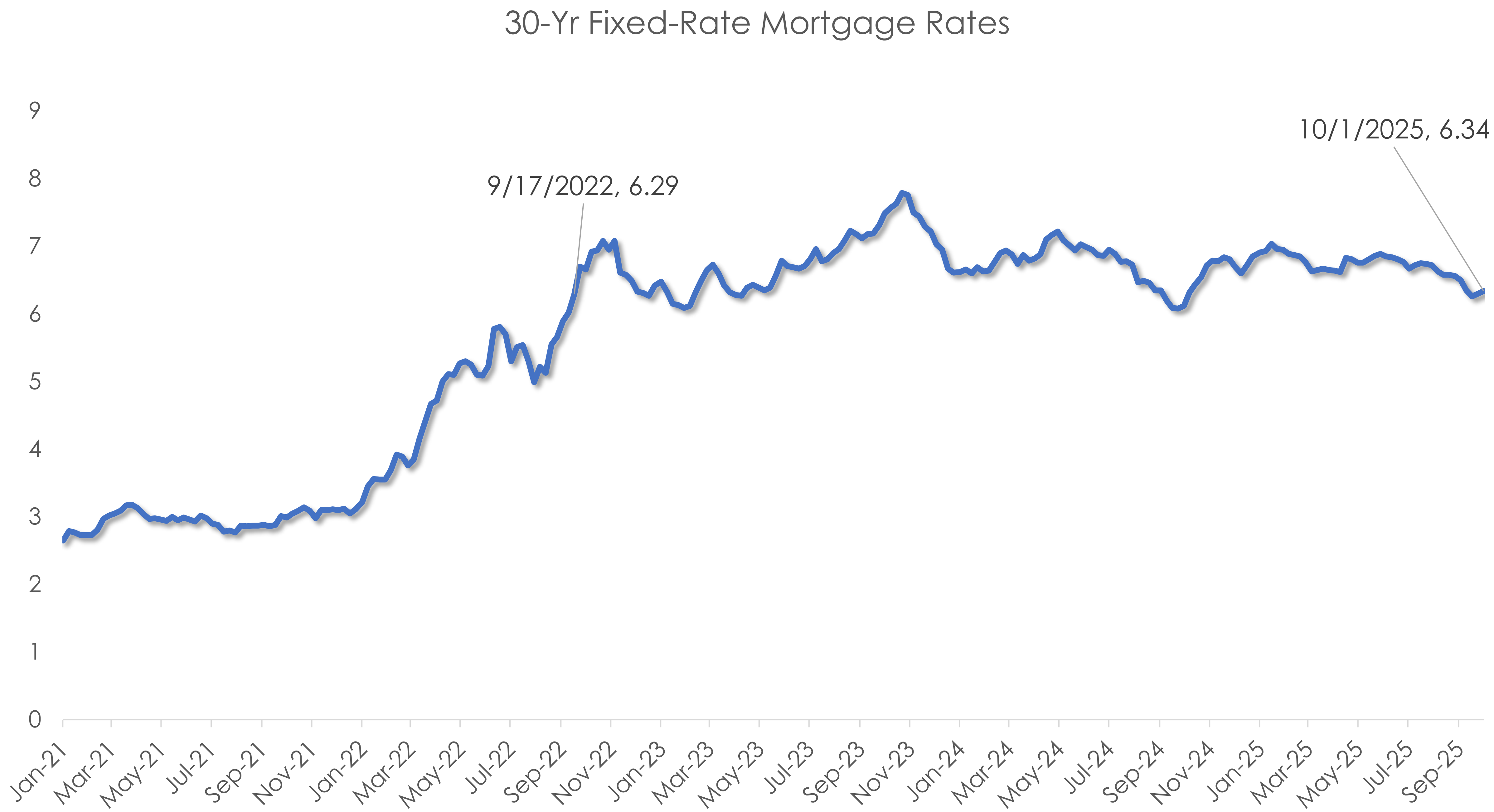


% of Homes Closed Above List Price

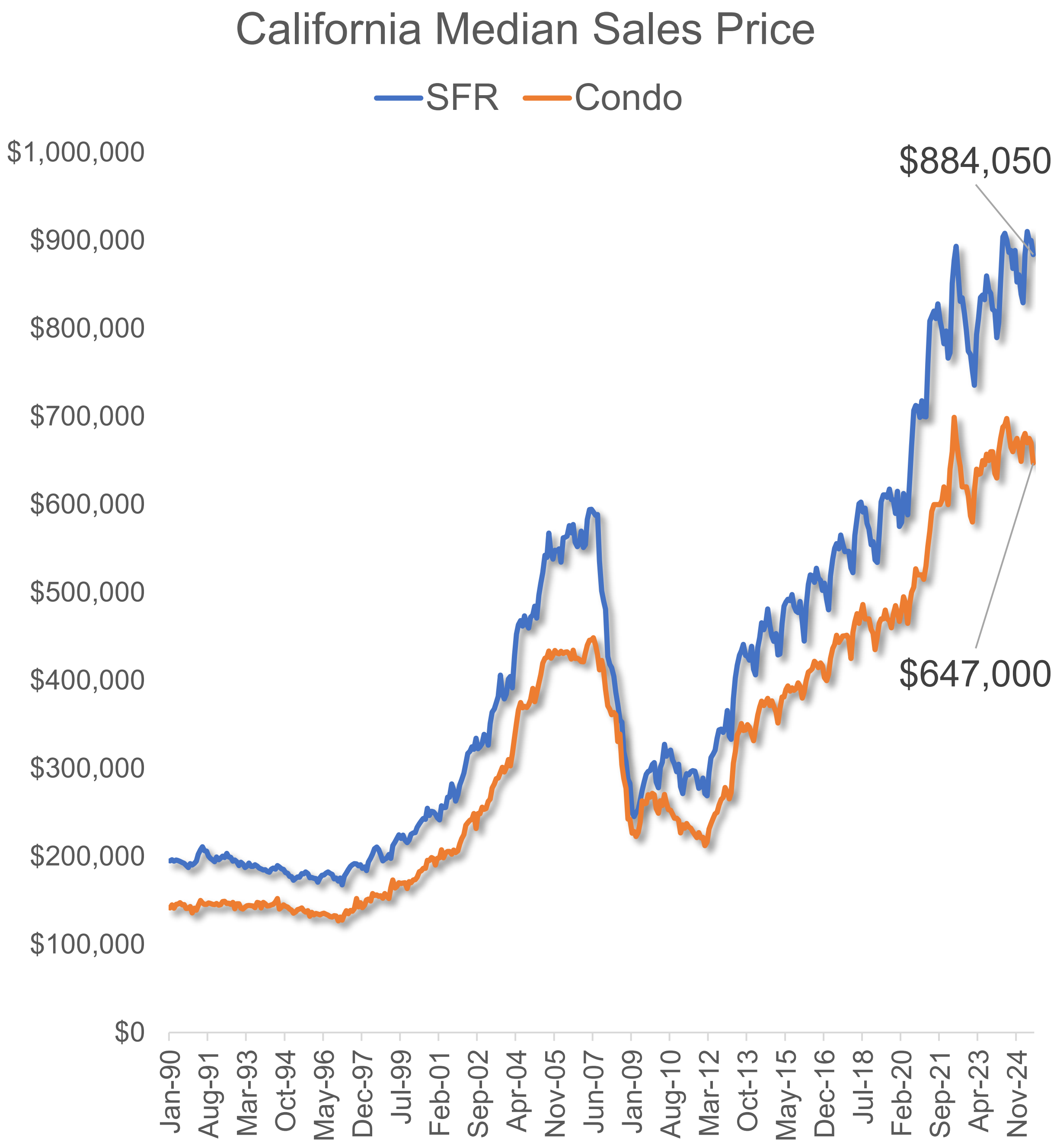


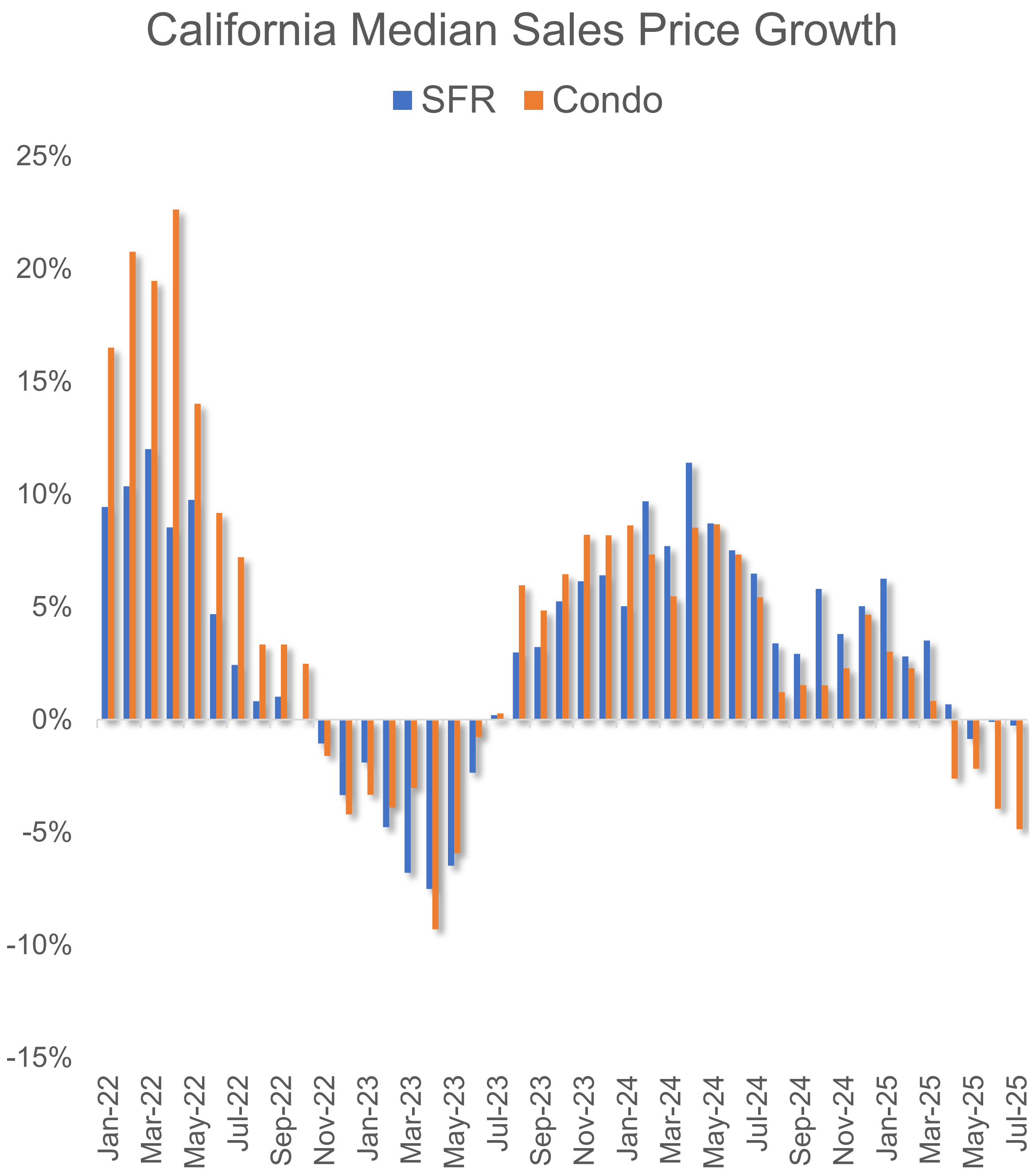

Translating Fed Fends Rate Into Mortgage Rates
FFR
Yield Curve
Spread
8.00
7.00
6.00
5.00
4.00
3.00
2.00
1.00
0.00
6.83
2.43
0.50
3.90
6.50
2.00
1.00
3.50
5.95
1.70
1.00
3.25
5.70
1.70
1.00
3.00
2025
2026
2027
Long Run

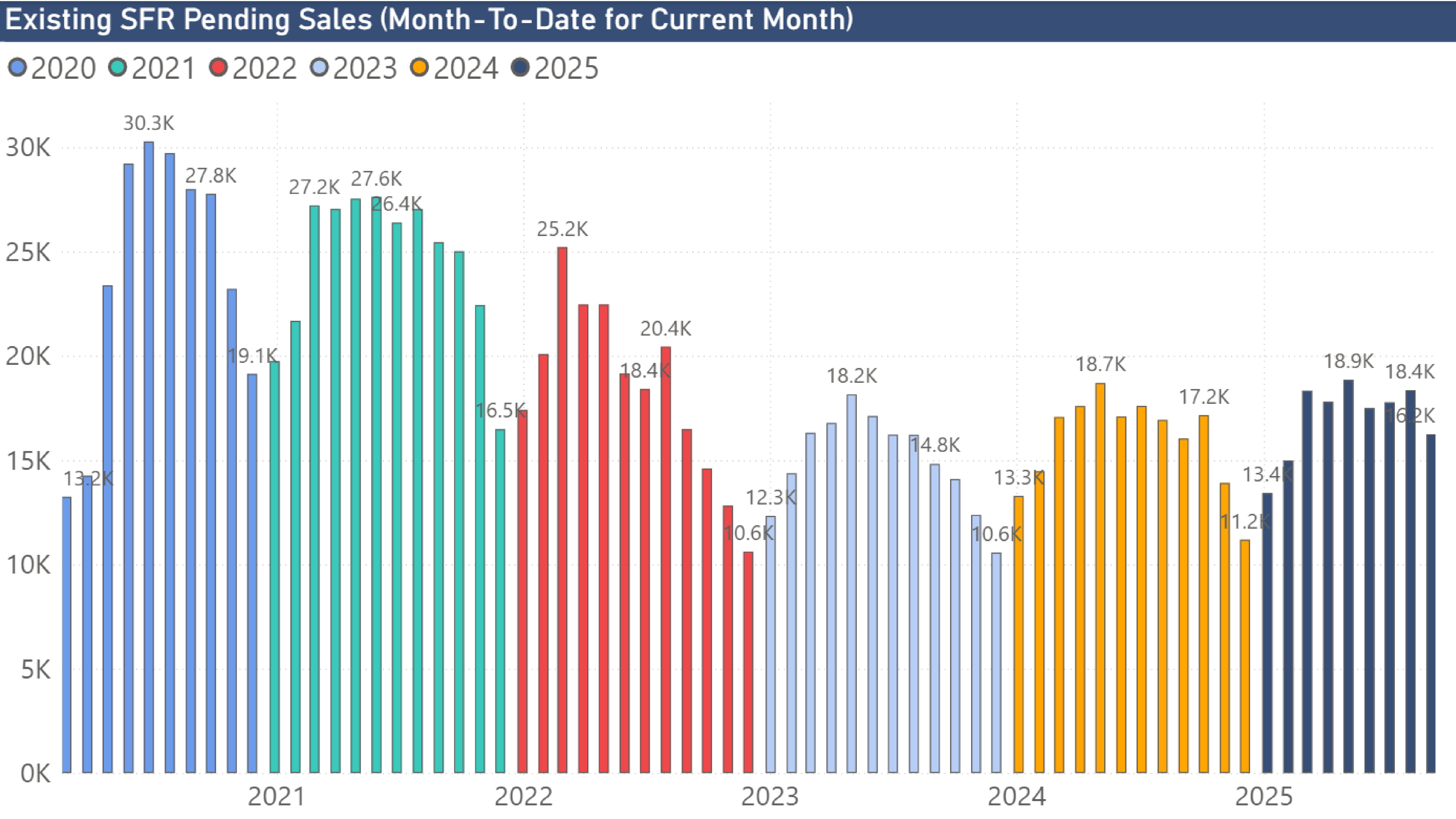

30-Yr Fixed-Rate Mortgage Rates
30-Yr FRM
Avg.
20
18
16
14
12
10
8
6
4
2
0
Apr-71
Apr-73
Apr-75
Apr-77
Apr-79
Apr-81
Apr-83
Apr-85
Apr-87
Apr-89
Apr-91
Apr-93
Apr-95
Apr-97
Apr-99
Apr-01
Apr-03
Apr-05
Apr-07
Apr-09
Apr-11
Apr-13
Apr-15
Apr-17
Apr-19
Apr-21
Apr-23
Apr-25
.com
Housing Collapse
covid



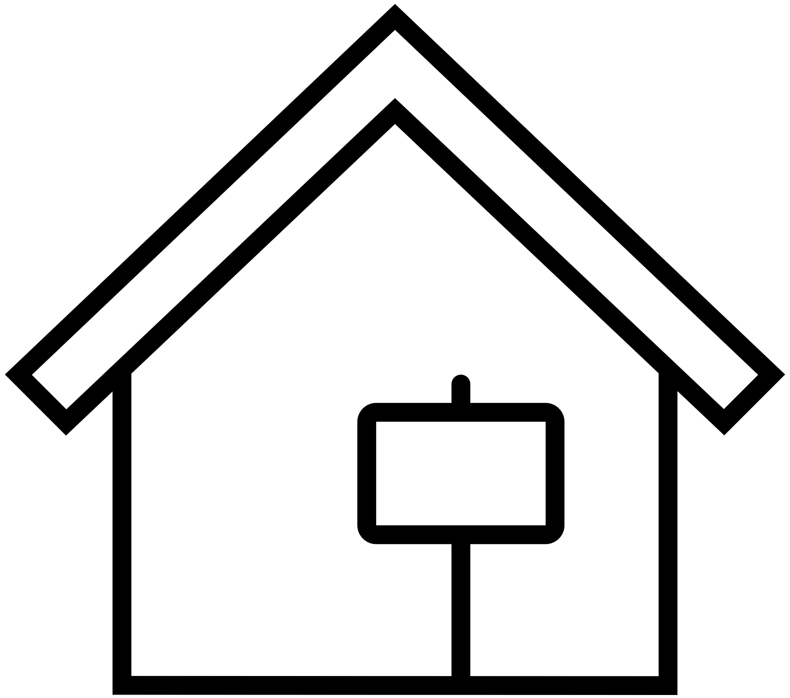
30-Yr Fixed-Rate Mortgage Rates
9/17/2022, 6.29
10/1/2025, 6.34
9
8
7
6
5
4
3
2
1
0
Jan-21
Mar-21
May-21
Jul-21
Sep-21
Nov-21
Jan-22
Mar-22
May-22
Jul-22
Sep-22
Nov-22
Jan-23
Mar-23
May-23
Jul-23
Sep-23
Nov-23
Jan-24
Mar-24
May-24
Jul-24
Sep-24
Nov-24
Jan-25
Mar-25
May-25
Jul-25
Sep-25


California Median Sales Price
SFR
Condo
$1,000,000
$900,000
$800,000
$700,000
$600,000
$500,000
$400,000
$300,000
$200,000
$100,000
$0
$884,050
$647,000
Jan-90
Aug-91
Mar-93
Oct-94
May-96
Dec-97
Jul-99
Feb-01
Sep-02
Apr-04
Nov-05
Jun-07
Jan-09
Aug-10
Mar-12
Oct-13
May-15
Dec-16
Jul-18
Feb-20
Sep-21
Apr-23
Nov-24


California Median Sales Price Growth
SFR
Condo
25%
20%
15%
10%
5%
0%
-5%
-10%
-15%
Jan-22
Mar-22
May-22
Jul-22
Sep-22
Nov-22
Jan-23
Mar-23
May-23
Jul-23
Sep-23
Nov-23
Jan-24
Mar-24
May-24
Jul-24
Sep-24
Nov-24
Jan-25
Mar-25
May-25
Jul-25


Existing SFR Pending Sales (Month-To-Date for Current Month)
2020
2021
2022
2023
2024
2025
30K
25K
20K
15K
10K
5K
0K
30.3K
27.8K
27.2K
27.6K
26.4K
25.2K
20.4K
19.1K
18.4K
16.5K
13.2K
18.2K
14.8K
12.3K
10.6K
10.6K
18.7K
17.2K
13.3K
11.2K
18.9K
18.4K
16.2K
13.4K
2021
2022
2023
2024
2025

And sellers?

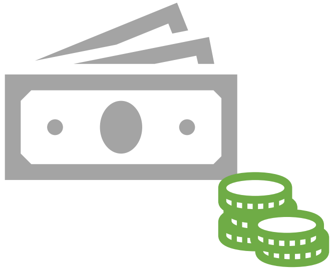


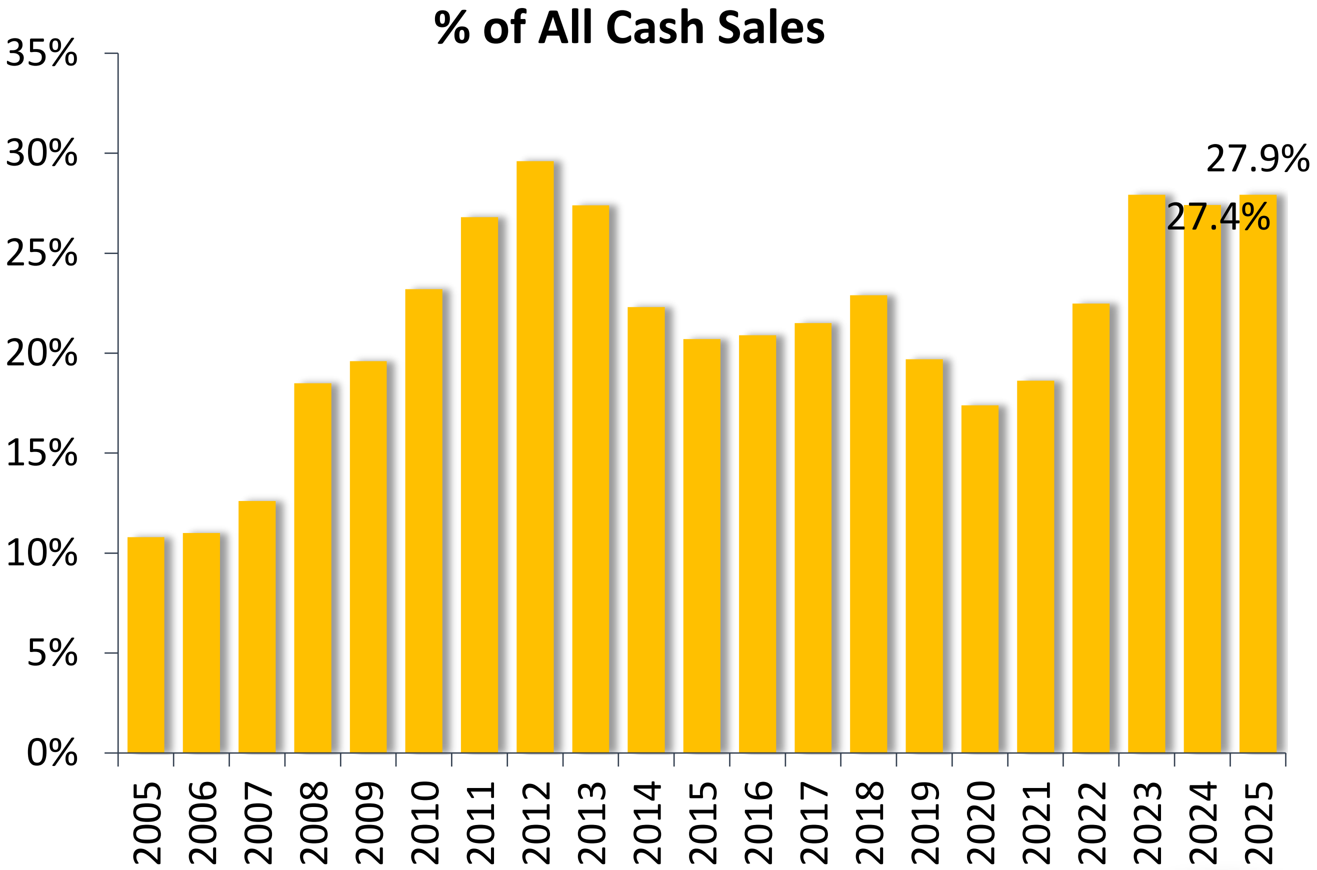
- Manage expectations
- Get creative to <u>*compete*</u>
- Price it right!!
- Do the pre-listing work
- Market it like crazy
- Set boundaries
- Have a downstairs en suite!
- Help them transfer their base!
- Be strategic, not desperate

Opportunity in High-Income Segment

YEARS OF LEADING THE WAY...®

All cash at highest level in 13 years

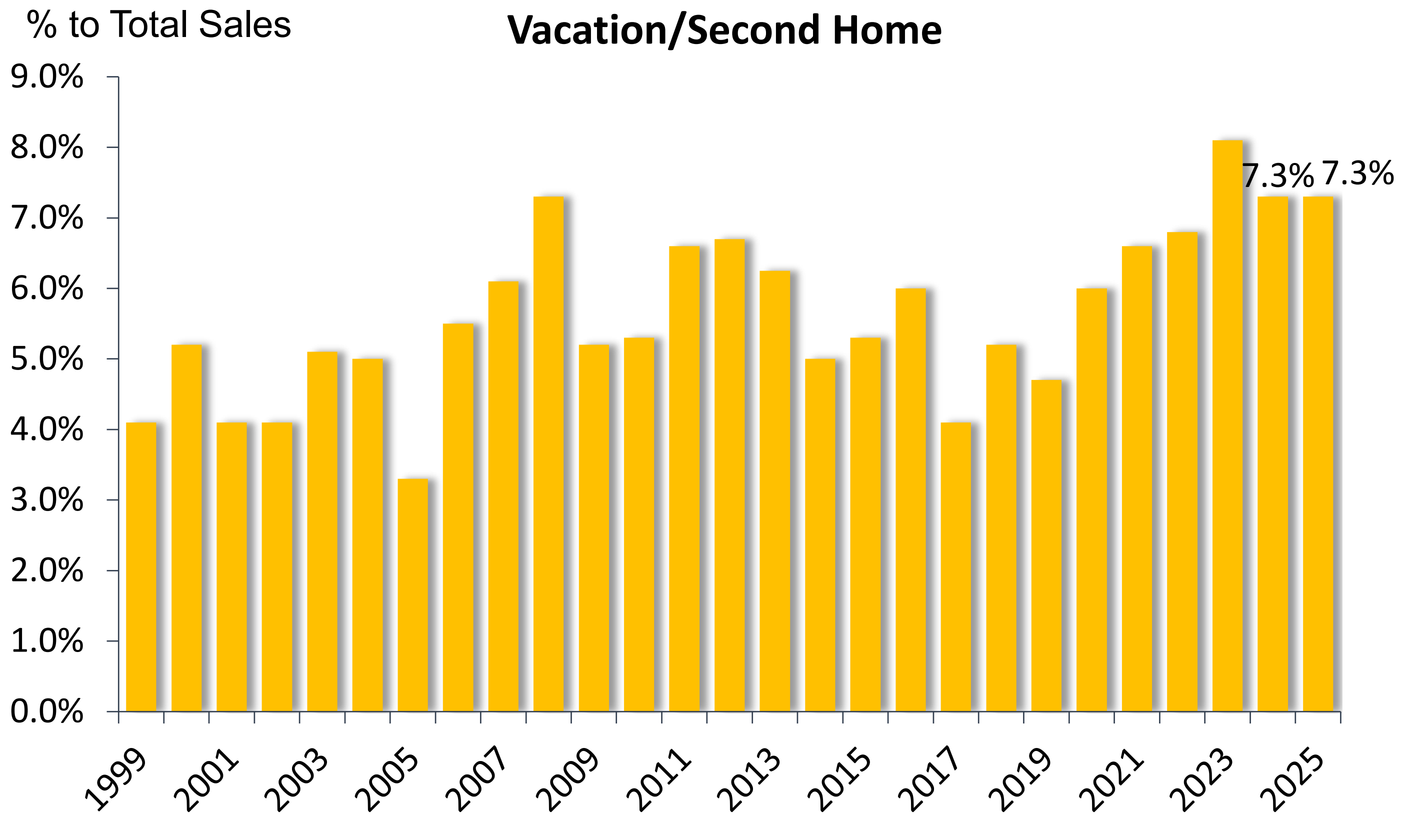




- **Over a quarter of buyers paid with all cash**
- **Higher interest rates pushed up the share of all cash buyers**

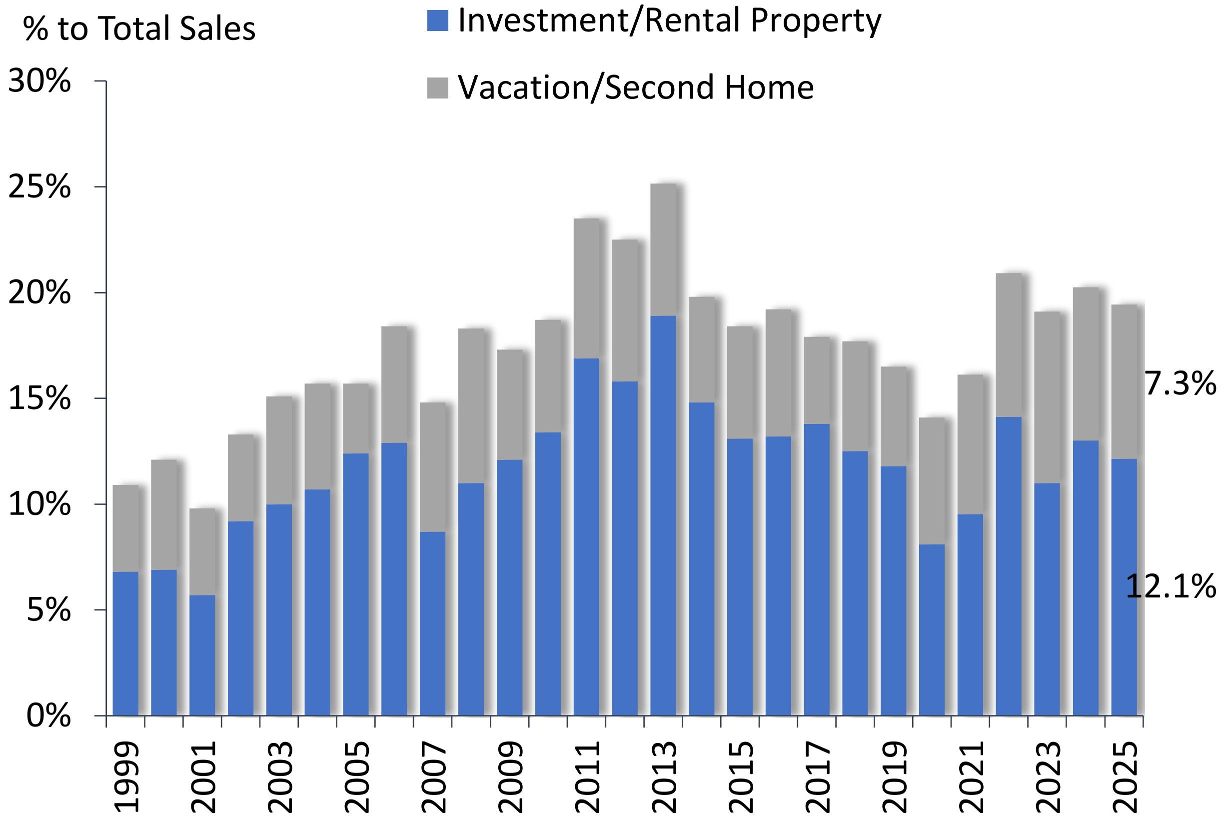
SERIES: 2025 Housing Market Survey
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Second home market remains elevated



SERIES: 2025 Housing Market Survey
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Investors moderate, but remain elevated

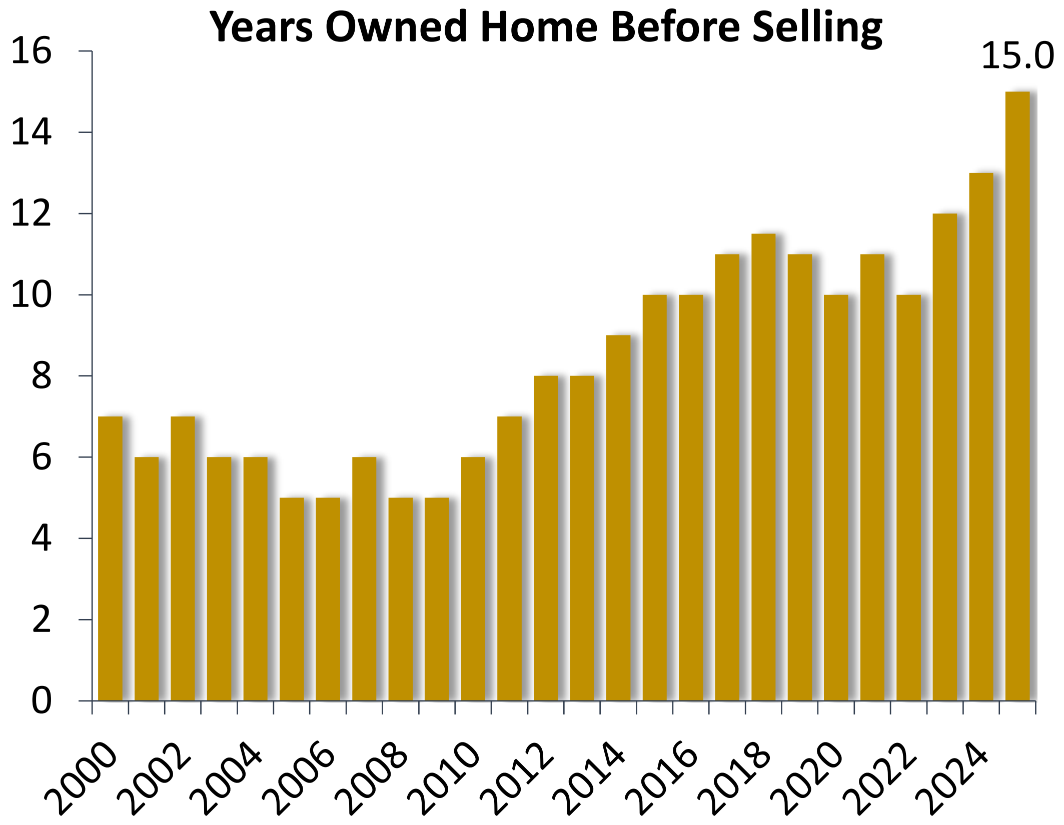


Flip Vs. **Rent**

Flip	Rent
2014: 30%	2014: 70%
2015: 26%	2015: 74%
2016: 20%	2016: 80%
2017: 24%	2017: 76%
2018: 26%	2018: 74%
2019: 18%	2019: 82%
2020: 27%	2020: 73%
2021: 29%	2021: 71%
2022: 18%	2022: 82%
2023: 34%	2023: 66%
2024: 29%	2024: 71%
2025: 32%	2025: 68%

SERIES: 2025 Housing Market Survey
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Sellers' housing tenure all-time high



Homeowners holding onto their properties longer before selling because:

- Low rate on current mortgage
- Low property taxes
- Capital gains hit
- Where can I afford to go?
- Remodel and stay

SERIES: 2025 Housing Market Survey
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Summary

ADU laws working, Governor's budget *could* help—very cautiously optimistic
Consumers really need a good professional for all the hurdles they face
Sales to rise along with inventory, but slowly—still a market share game
Rates to come down slowly, but even a little helps a lot
New SALT deductions + potential for Capital Gains
Market less competitive—that's GOOD!—but still probably not a buyer's market
Lots of desire for homeownership, little education—meaning a big opportunity!
Potential for weak prices short run, but will rebound when uncertainty subsides
Minimal risk for new foreclosure crisis, but likely to see some distress

California housing market outlook

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025f	2026f
SFH Resales (000s)	417.7	424.9	402.6	398.0	411.9	444.5	343.0	257.9	269.2	269.0	274.4
% Change	2.0%	1.7%	-5.2%	-1.2%	3.5%	7.9%	-22.8%	-24.8%	4.4%	-0.1%	2.0%
Median Price ($000s)	$502.3	$537.9	$569.5	$592.4	$659.4	$784.8	$819.4	$814.3	$865.4	$873.9	$905.0
% Change	5.4%	7.1%	5.9%	4.0%	11.3%	19.0%	4.4%	-0.6%	6.3%	1.0%	3.6%
Housing Affordability Index	31%	29%	28%	31%	32%	26%	19%	17%	16%	17%	18%
30-Yr FRM	3.6%	4.0%	4.5%	3.9%	3.1%	3.0%	5.3%	6.8%	6.7%	6.6%	6.0%

Thank you!!

120 YEARS OF LEADING THE WAY...®