

WELCOME TO

Northern California

A BRIEF INTRODUCTION TO
THE GOLDEN STATE

A REAL ESTATE EBOOK FROM



INTRODUCING ONE OF THE HOTTEST
REAL ESTATE MARKETS:

Northern California

Known for its soaring peaks, sprawling vineyards, and world-renowned tech market, Northern California has a little something for everyone. There are over 300 scenic beaches, more than 800 wineries to try, and five breathtaking national parks for those who love to explore. So, it's no surprise that people are flocking to the Golden State's many glittering cities.

Top Markets in Northern California



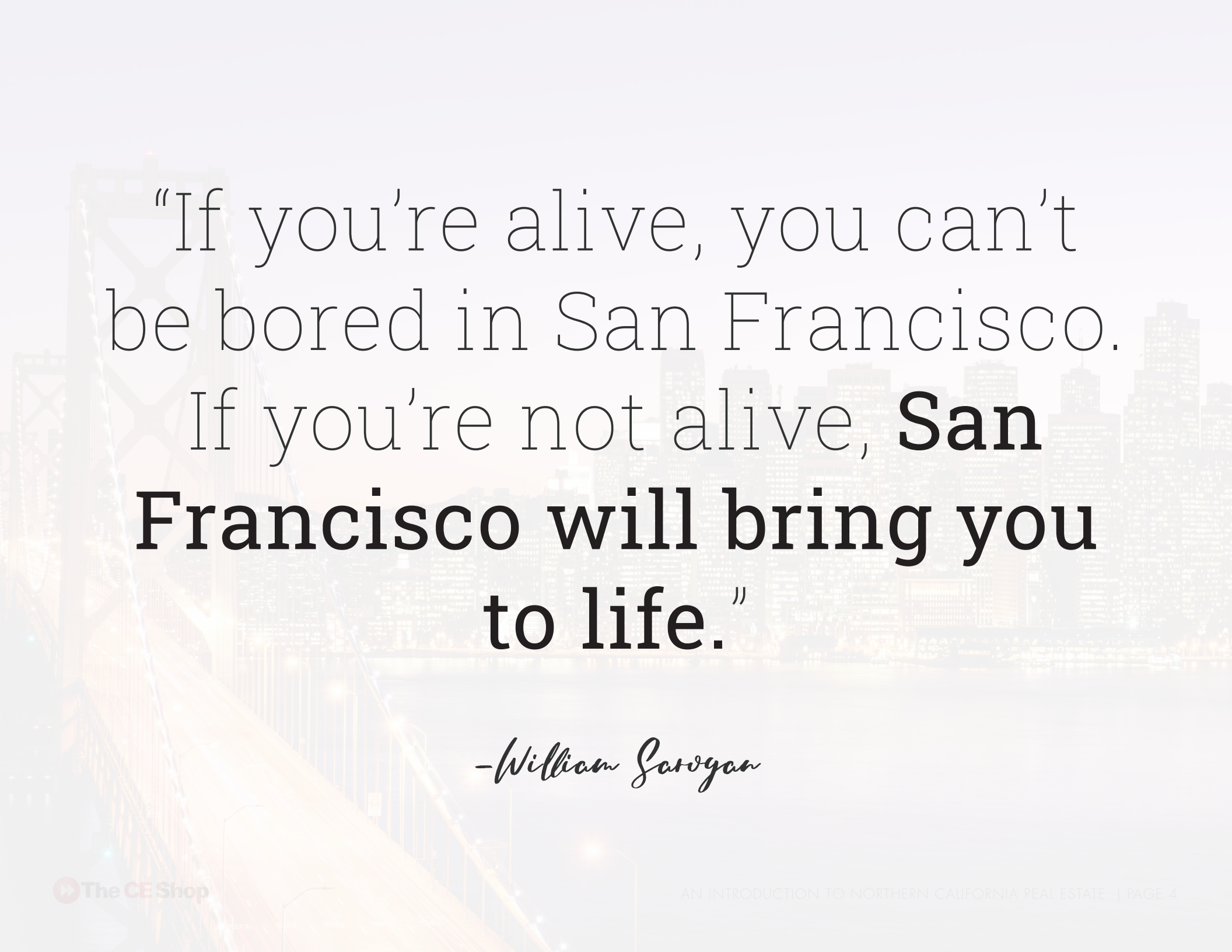
SAN FRANCISCO

San Francisco is the 13th largest city in the United States and consistently one of the most sought-after metro markets in the nation. The City by the Bay is characterized by booming food, art, and cultural scenes; colorful, sloping neighborhoods; and cutting-edge technology markets. With the notorious exception of affordability, San Francisco leaves little to be desired.

Local tip:

Catch a laugh at Cobb's Comedy Club, a San Francisco staple. The legendary venue has featured many major names including Darrell Hammond, Robin Williams, and Jim Carrey. With 400 tables, there isn't a bad seat in the house and, courtesy of the full bar and restaurant, you can enjoy both dinner and a show.

The median home value in San Francisco is \$1,416,879, which is a .06% increase from the previous year. Zillow predicts this figure will rise another 2.8% within the next year.



“If you’re alive, you can’t
be bored in San Francisco.
If you’re not alive, **San
Francisco will bring you
to life.**”

-William Sarragan

Top Markets in Northern California

SACRAMENTO

Sacramento is the state capital and one of the most affordable cities in Northern California. The mid-sized metro boasts the country's highest number of trees per capita, abundant rivers and lakes, and a world-class farm-to-fork movement. California living is both affordable and enjoyable in Sacramento.

Local tip:

Aptly nicknamed America's Farm-to-Fork Capital, Sacramento hosts an annual Farm-to-Fork Festival each September. The event raises a glass (and a fork) to the region's food and agriculture scenes. Foodies can connect with the many chefs, farmers, ranchers, vintners, and brewers behind the city's top-notch cuisine.

The median home value in Sacramento is \$366,600, which is a 7.7% increase from the previous year. Zillow predicts this figure will rise another 5.3% within the next year.





Top Markets in Northern California

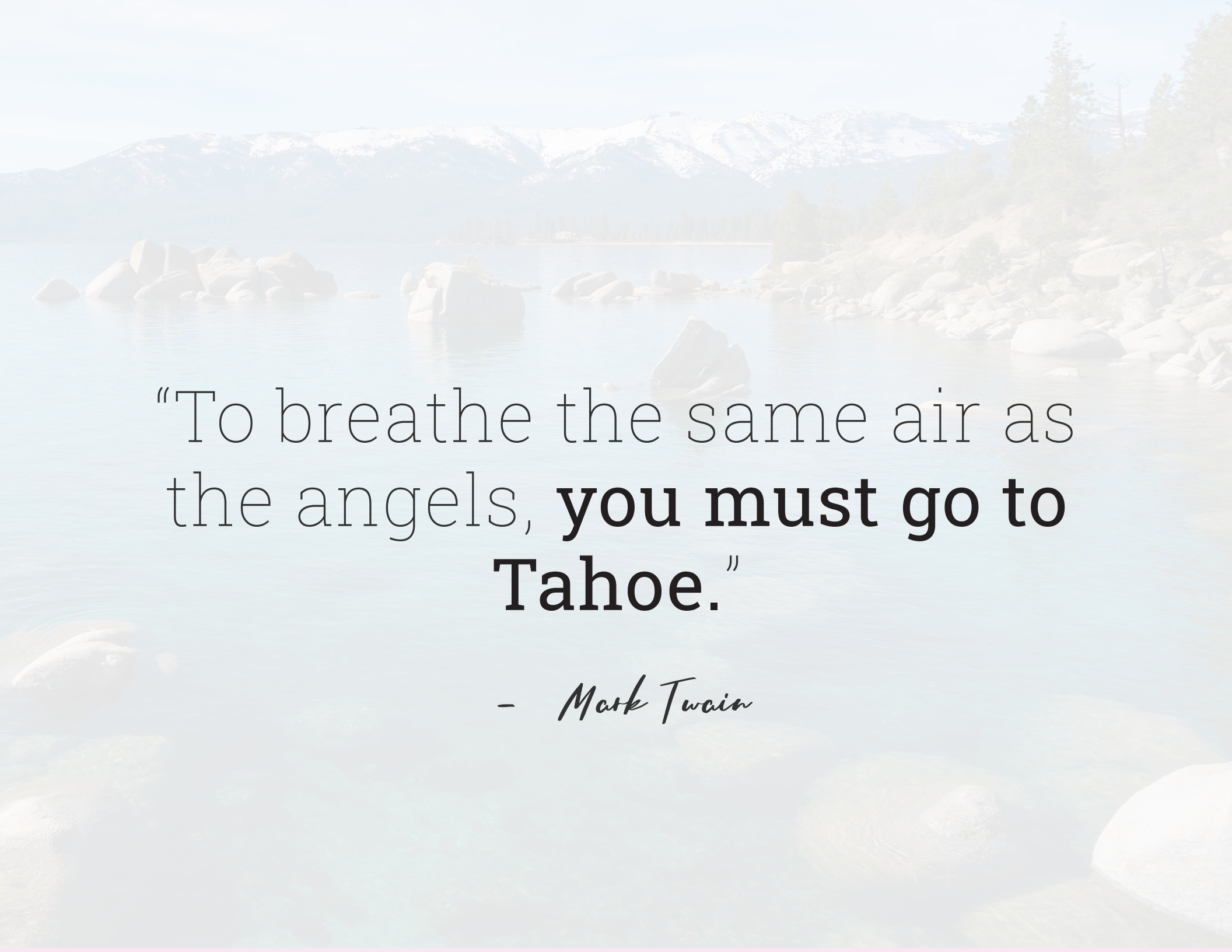
TAHOE CITY

Every day is a vacation in beautiful Tahoe City. With Lake Tahoe on one side and rugged mountainous terrain on the other, Tahoe City features unmatched views, a charming downtown district, and eclectic bars and restaurants. The tight-knit community, low crime rate, and minimal traffic also have eco-enthusiasts clamoring to call this place home.

*Local
tip:*

Hikers, bikers, and nature enthusiasts alike will enjoy Tahoe City's network of trails and bike paths. The Eagle Falls trail is an especially popular choice, featuring cascading waterfalls, large granite peaks, and lush greenery. This scenic half mile hike is manageable for beginners and experts alike.

The median home value in Tahoe City is \$873,064, which is a 4.3% increase from the previous year. Zillow predicts this figure will rise another 5.8% within the next year.



“To breathe the same air as
the angels, **you must go to
Tahoe.**”

- *Mark Twain*



Top Markets in Northern California

SAN JOSE

San Jose is the largest city in the Bay Area and Silicon Valley. A hub for high-tech computer and engineering businesses, it's home to the state's fastest-growing economy. Career opportunities coupled with safe, diverse neighborhoods make San Jose a great choice for professionals, real estate agents, and families alike.

*Local
tip:*

Curious minds can innovate and invent at San Jose's Tech Interactive, a family-friendly science and technology center in the heart of downtown. Visitors young and old can flex their creativity, curiosity, and compassion with hands-on activities, experimental labs, and design challenges.

The median home value in San Jose is \$1,052,521, which is a 10.8% increase from the previous year. Zillow predicts this figure will rise another 6.2% within the next year.



Why Northern California Real Estate?

With a high demand for real estate, strong economic growth, and world-class recreation, Northern California markets are some of the best in the country for real estate professionals.

Quick Stats - NORTHERN CALIFORNIA

AVERAGE HOME PRICE
IN SACRAMENTO 2010:

\$175K

AVERAGE HOME PRICE
IN SACRAMENTO 2020:

\$385K

MEDIAN CA HOME VALUE:

\$587,412

AVERAGE RENT:

\$2,800

AVERAGE DAYS LISTED:

77

Northern California is the national headquarters of healthcare provider Kaiser Permanente, which employs over 300,000 people nationwide, and remains a major hub for other large industries like technology, hospitality, farming and manufacturing. With a diverse job market and strong economic forecast, we can expect real estate to follow.

MARKET OUTLOOK:

According to Zillow, the California real estate market is predicted to grow 5% in the next year.

THERE'S NEVER A BETTER TIME TO BECOME A

Northern California Real Estate Agent

Between the world-class recreation, the wealth of jobs, and the fact that there's always something unique going on, Northern California has become an appealing destination for employers, families, and real estate agents alike. In August 2020, San Francisco saw a home value increase of 0.8% month-over-month, or 2.7% year-over-year. As for San Jose, the typical home value in August 2020 was up 2.1% month-over-month or 10.3% year-over-year. With numbers projected to grow in each respective market, now is the time for new real estate agents to start selling in Northern California.

About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education. With industry-leading pass rates and support from Pre-Licensing through CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With products available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

