



WELCOME TO

California

AN INTRODUCTION TO
THE GOLDEN STATE

A REAL ESTATE EBOOK FROM



INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS IN THE US:

California

As a real estate education company, we make it our duty to explore different markets and uncover what makes them so attractive. For this report, we went to California to learn about how its economy and housing market is projected to be stronger year over year for the next decade.

In this ebook, we'll introduce you to some of the top markets for real estate, as well as what to do in this sunny seaside state.

Top 5 Markets in California



#5: SANTA BARBARA

Nestled between the Pacific Ocean and the Santa Ynez Mountains, Santa Barbara has been described as quite literally paradise. Due to its position in the state, residents of Santa Barbara enjoy a perfect year-round climate, which allows you to get out and really explore. From kayaking trips off of Shoreline Park and wine tours throughout Santa Ynez wine country, to hiking Inspiration Point or just lazy days at Venice Beach, Santa Barbara gives you so much to enjoy.

The median home value in Santa Barbara is \$1,133,607, which is a 0.8% increase from the previous year. Zillow predicts this will rise an additional 3.5% within the next year.

#4: SAN JOSE

San Jose is located southeast of Palo Alto and San Francisco, where most think Silicon Valley started. Real locals know San Jose is the capital of tech, with many employees of the biggest tech companies living in the suburbs surrounding the city. San Jose has a fun spirit with innovation and drive fueling the growth. Large tech companies, 300 sunny days a year, and a bustling metro area with great food and entertainment options continue to bring new residents to the area. San Jose's metro area is full of unique and quirky attractions like a 160-room maze at the Winchester Mystery House, and a 120-acre flea market with ponies.

The median home value price in San Jose is \$1,052,945, which is a 0.2% increase from the previous year. Zillow predicts this will rise an additional 5% within the next year.

Top 5 Markets in California





“To **capture a California sunset** in South Pasadena is to hold an angel’s wings with bated breath.”

- Ace Antonio Hall



Top 5 Markets in California

#3: SAN FRANCISCO

San Francisco, or SF as locals call it, is a beautiful city that lies right in San Francisco Bay. SF is truly a city that follows the beat of its own drum, with a vibrant and individualistic feel, and it's known for its diversity and neighborhoods oozing their own personality. With this diversity comes amazing cuisine, entertainment, iconic landmarks, and beautiful green spaces just across the Golden Gate Bridge. Even with the crazy high home prices, many residents will tell you they love the city so much that they don't see themselves living anywhere else.

The median home value in San Francisco is \$1,436,145, which is a 4.4% increase from last year. Zillow predicts this will rise another 5.7% within the next year.



Top 5 Markets in California

#2: SANTA ROSA

Santa Rosa is located north of San Francisco near California's wine country with sprawling golden hills and, of course, beautiful weather. Santa Rosa is the main driver behind the economic activity of California's wine country, as it's the closest city in the region that comes close to a "metropolis", offering residents a fun metro area with high-end shopping, a gourmet restaurant scene that is the roots of the farm-to-table movement, and of course access to all the best wine right in Santa Rosa's backyard.

The median home value in Santa Rosa is \$598,770, which is a 2.5% increase from last year. Zillow predicts this will rise another 5.3% within the next year.


Top 5 Markets in California

#1: SAN DIEGO

San Diego is known for its impressive beaches, beautiful weather (like all of CA), famous dining, professional sports, and lots of entertainment. Tucked between Cuyamaca Rancho State Park and the Pacific Ocean, San Diego gives you the opportunity to explore open spaces and soak up that Cali sun. While it's considered a large metro area, residents still enjoy that "small town feel" with farmers markets on the weekends, regular beach access, and running into friends around town. It's easy to get on board with the relaxing lifestyle on the California coast.

The median home value in San Diego is \$696,939, which is a 5.3% increase from last year. Zillow predicts this will rise another 5% within the next year.





“Everything is just better in California -
the wine, the food, fruits and vegetables,
the comforts of living. Even the
instrumentalists are generous and
curious. **Everything is wonderful.**”

- *Beth Anderson*



Why California Real Estate?

California has such a strong economy that if it were a sovereign nation it would rank fifth in the world for largest economy. It's no secret why California is a sought after state to live in.

Quick Stats - CALIFORNIA

YEAR/YEAR MEDIAN HOME PRICES
(MAY 2018-MAY 2019):

3.9%

MEDIAN HOME VALUE:

\$571,875

MEDIAN RENT PRICE:

\$2,775

AVERAGE DAYS LISTED:

79

HOMES WITH NEGATIVE EQUITY:

4.8%

DELINQUENT MORTGAGES:

0.6%

MARKET OUTLOOK

Low affordable inventory and growing demand puts developers on the clock to meet this demand at a rate that residents are comfortable with. Zillow sees California as a buyer's market that will remain stable as long as affordability doesn't continue to decrease. Buyers in California will have to compete with other buyers and be ready to make decisions quickly.

THERE'S NEVER A BETTER TIME TO BECOME A

California Real Estate Agent

With so many amazing cities giving you a variety of entertainment, amazing coastal cuisines, and boundless green spaces, California has become a premier relocation destination for many families. This new growth opens up a fantastic opportunity for real estate agents. For instance, did you know there were **over 1,440,298 California properties sold in Q1 of 2020**, some selling for north of \$100,000,000? When you consider that Indeed.com reports the average full-time **real estate agent in California makes around \$96,346** - which is about double the national average - then it's pretty obvious there's never been a better time to become a real estate agent.

If you want to learn more about how you can get your license and join the ranks of California real estate agents, visit us at TheCEShop.com/California/CA-Real-Estate. There you'll be able to find what exactly you need to do to become an agent and how The CE Shop can help you achieve your goals through our award-winning real estate education.

About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

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

