



AUGUST 2025

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Happy August, Central Valley friends! While our summer heat is in full swing, so are the opportunities in our local real estate market. Between backyard barbecues and trips to our nearby lakes, I hope you've been soaking up the best of our Valley summers.

This month, I'm excited to share not just the latest market insights, but also some awesome news from our team.

Colleen Kelli, one of our dedicated agents at RISE Central Valley, has hit an impressive milestone - 3 new listings and 2 successful escrows in her first month with us!

TEAM SPOTLIGHT



FROM OPTIONS TO OPPORTUNITY

Lisette: "You had choices. You could've gone solo or joined another team at a different brokerage. Why did you choose this team?"

Colleen Kelli: "When I started considering a switch, I kept my options open. Around that same time, you reached out and sent me a DM. Honestly, knowing how much I've admired you and the influence you've had in this industry, it immediately caught my attention. That connection made me think—why not give it a shot? And I'm so glad I



did.”

Colleen’s story is a reminder that the right connections, mentorship, and support system can make all the difference. At the end of the day, it’s not just about joining a brokerage—it’s about finding a team that feels like the right fit and helps you grow beyond what you imagined.



Your Choice, Our Commitment. At RISE, every decision to join our team is built on trust, mentorship, and shared vision. Just like Colleen’s story with Lisette—when influence and connection aligned—it proved that the right team can change everything.



We’re committed to delivering that same level of support and inspiration to every member, every step of the way.

Your Why, Our Promise. At RISE, we know it’s not just about joining a brokerage—it’s about finding a team that feels like home. Colleen’s decision to join after Lisette’s outreach is proof that influence, leadership, and authentic connection matter. That’s why we’re dedicated to creating an environment where every agent’s ‘why’ is supported, celebrated, and set up to thrive.



Want to see how RISE can support your real estate goals? *Click below!*

GET STARTED NOW!

RISE
CENTRAL VALLEY



UPCOMING

Schedule

AUGUST

21

JESSE & JOY CONCERT
700 M Street, Fresno, CA 93721

22

“LEAVING AUSTIN” (MUSIC)
308 West Main Street, Visalia, CA 93291

23

ERIC OCHOA LIVE
815 East Olive Avenue, Fresno, CA 93728



[MC:SUBJECT]

28

THE ENGLISH BEAT CONCERT
833 E Fern Ave, Fresno 93728

SEPTEMBER

03

"9/11 NEVER FORGET" MOBILE EXHIBIT
3485 Never Forget Lane, Clovis, CA 93612

04

MADERA DISTRICT FAIR
1850 W Cleveland Ave, Madera, CA 93637

08

TOWER THEATRE PRESENTS: EL DUSTY LIVE
815 E. Olive Avenue, Fresno, CA 93728

12

DARK SKY FESTIVAL
Sequoia & Kings Canyon National Parks



Hop in with Jonathan, a Real Broker powerhouse, as he reveals how social media turned his real estate business into a lead-generating machine.

From building 90% of his pipeline through Instagram and YouTube to overcoming his fear of video, Jonathan shares the mindset, systems, and strategies that helped him scale. You'll also get a sneak peek into his 2025 game plan—coaching, ads, and growing his dream team.

This is more than a story—it's your roadmap to treating social like the business tool it is.



CENTRAL VALLEY MARKET UPDATE

Whether you're keeping an eye on investment trends, planning a move, or just curious about how the Central Valley market is performing, here's your go-to snapshot. The housing landscape continues to evolve—and right now, it's all about balance, opportunity, and timing. This update gives you the insight you need to make smart decisions, whether you're buying, selling, or simply watching the market.

Current Market Snapshot

The Central Valley offers homes across a wide range of price points—from affordable entry-level options to high-end properties. That diversity means there's something for everyone—first-time buyers, investors, and move-up homeowners included.

CENTRAL VALLEY, CA

	Median listing	
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Median listing home price

\$350K

Median listing home price per sqft

\$241

Median sold home price

\$305K

Pricing Trends

Home prices are rising year-over-year, *showing strength and long-term growth*. Median listing prices have *climbed steadily*, while median sold prices reflect *solid buyer activity*. Pricing remains *affordable by California standards*, especially compared to nearby coastal regions.



Graph 1 visual: A steady upward trend in both listing and sold prices over the past 3 years, indicating healthy market appreciation.

Market Conditions

SALE-TO-LIST PRICE RATIO: 100%



Balanced Market

Neither buyer nor seller dominated—a rare sweet spot in real estate. Steady inventory and demand levels give both parties room to negotiate.

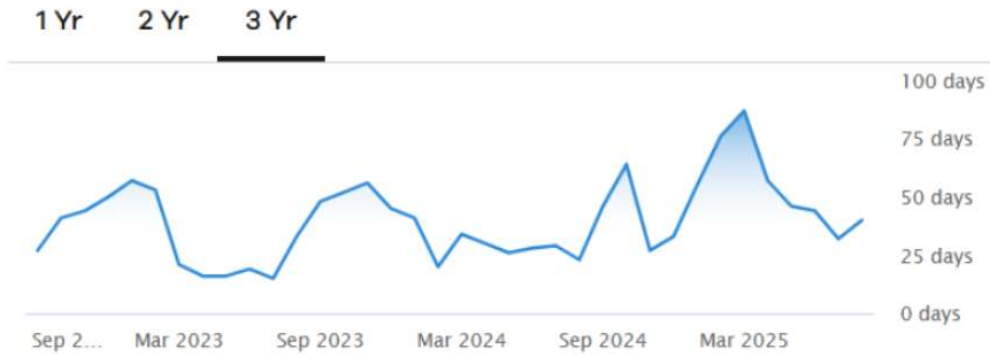
Sale-to-List Price Ratio

Homes are generally selling right at asking price, signaling *fair pricing and solid demand*.

Median Days on Market

Homes are spending about *40 days on the market*. *Buyers benefit* from more decision-making time. *Sellers enjoy quick turnarounds* with strategic pricing.

MEDIAN DAYS ON MARKET: 40 DAYS



Graph 2: Shows some seasonal fluctuation but consistent trends overall—no spikes or dramatic slowdowns.

What This Means for You

For Sellers:

Price appreciation + active buyers = a great time to list

You're likely to get close to (or exactly) what you ask—especially if priced competitively

With balanced competition, you don't need to worry about being outpaced

For Buyers:

You've got more time, more options, and more negotiating power

Prices are going up—but without the bidding war chaos we've seen in recent years

Lock in your purchase now and refinance later if rates improve

Bottom Line

The Central Valley market is strong, steady, and strategic. Whether you're looking to buy or sell, this moment offers a rare balance that favors thoughtful action. Let's talk through your next move and create a plan that fits your goals and timing.

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