



San Diego

DECEMBER 2014 // HOLIDAY

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ADVICE

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etting ready to sell your home or buy one? You can create an advantage for yourself by doing research, learning about the past and current market trends and then making educated decisions. Psst ... read on for the inside scoop before the end of the year.

San Diego's market tends to be more extreme in both directions compared to national averages so it is difficult to listen to national trends and assume the same thing is happening here, but we're going to help you out by sharing what we know about the local market so that you can make smart decisions when looking toward buying or selling in 2015.

This year we saw single digit home price appreciation throughout most of San Diego County. While this is a sustainable appreciation, it felt as if the market stalled compared to the previous year where we saw 20 to 30 percent appreciation. We predict home price appreciation will continue in 2015, though it will not be large, double-digit gains.

Interest rates continued to remain close to historic lows, which was great for buyers and as we enter 2015, specifically the second half of the year, rates will likely increase.


BUYER TIPS

Make sure you are working with the best. Get pre-approved with a great lender before writing an offer and work with an experienced real estate agent who can help you navigate through any challenges that come up during a transaction.

Now is the time to buy. If you are on the fence about buying, this is the year to jump in. Prices have stalled, there is less buyer competition and rates will likely be close to 5 percent by the end of 2015.


SELLER TIPS

Marketing, Marketing, Marketing! With prices stalling, marketing has never been more important. Ensure your agent has a comprehensive plan and a proven track record for results. Their marketing initiatives should reach local buyers as well as international buyers since they make up 10 percent of San Diego sales.

Don't try to gouge potential buyers. Overpricing a home will end up costing a seller as they sit on the market for an extended period of time and ultimately have to reduce the price. Having the right price from day one ensures the highest sales price for a seller.

ABOUT THE HERVIEUX REAL ESTATE GROUP

Led by husband and wife team Paul and Emily Hervieux, The Hervieux Real Estate Group brings a pleasant familiarity to the stressful process of buying or selling a home with a one-of-a-kind approach.

The Hervieux Real Estate Group sold more homes in 2013 than any of the nearly 20,000 agents in San Diego County. Along with their team, Paul and Emily have a passion to help homeowners by presenting free monthly seminars to teach potential sellers how to prepare their homes to bring in the highest price, including tips for feasible fix-ups, staging, marketing and negotiating in the current market.