



Kari A.
ZIMMERMAN

eXp Realty
2211 Elliott Ave., Suite 200
Seattle, WA 98121

Kari@SeattlebyKari.com



SeattleByKari.com

Find the right key and nothing is impossible.

If you have a brokerage relationship with another agency, this is not intended as a solicitation.

LOOKING AHEAD Here are some predictions for 2022

1. The Supply of Available Homes

The housing industry saw a historic inventory crisis in 2021 and inventory will continue to be a struggle in 2022. Overall, inventory will remain limited due to the change in the work from home environment which is putting further demand on housing needs for a WFH employee. Sellers who work with an expert to properly position themselves on the market can generally expect to secure a nice-sized return.

2. Home Price Growth

2021 saw historic home price growth and this will continue in 2022. In fact, 2022 is gearing up to set a record for a decade-long streak for price growth of YOY price increases. Due to buyer demand and a severe lack of inventory, I expect the Pacific NW median sales price in 2022 will continue to increase 7.3% to 8.5% which is slightly lower than the double digit 14%-18% in 2021. The only reason we will not see a higher number is because of the pressure which will be put on affordability. Regardless, no matter what twists and turns the market takes, to truly maximize your return on investment, it's crucial to be strategic with your marketing and have the proper positioning.

3. Interest Rates

Since March 2020, interest rates have hovered near 3% for a 30-year fixed rate mortgage and they often went even below that. In December 2020 rates hit a historic low of 2.68% which allowed more buyers into the market. This high demand and strong competition were a double-edged sword as it drove home prices upward. In 2022 I expect interest rates to climb slowly since inflation is on the rise and the Federal Reserve is changing their strategy. An increase was already announced in early January and more are expected. Mortgage rates will most likely increase to the high 3's by year end.

4. What to Expect When Selling Your Home

You deserve the help of someone who will not only get you results but who will offer support and peace of mind throughout your home sale. The market consistently evolves, but with the guidance of a real estate professional who knows your local area and how to properly market to buyers that are the most qualified, you can easily ensure your home sells within a reasonable timeframe and for a healthy return on your investment.

Thinking of selling in the next 12 months?

Call today—We will talk through your goals and my process, and if it's a fit, schedule your Strategic Marketing Consultation.

Call Today → 206-402-4338



WEST SEATTLE JANUARY 2022 REAL ESTATE REPORT



COURTESY OF: *Kari A.* ZIMMERMAN



Dear Neighbor,

As time goes on, you may be realizing that there's no need to keep up with your current home. You're ready to downsize and relocate and you're looking for someone to help make what could be a stressful process, seamless. You're not alone. For 99% of the country, real estate transactions are the largest financial transactions of their lives, so it's important for you to feel confident and supported throughout this transition.

It's hard to believe we have entered into 2022 and approaching a 3rd year of COVID-19 restrictions. That being said, while we've been dealing with COVID, the Delta variant and now the Omicron variant, the year is sure to bring stabilization in many employment sectors and a return to a more normalized life. In addition to this, the West Seattle Bridge is scheduled to fully re-open in mid-2022 and I know I'll be one of many cheering and toasting to that event!

While things like this have an impact on the real estate market and your home value, the great news is the housing market is still strong, property values are rising and the West Seattle condo market has also stabilized after taking a significant hit in 2020 and early 2021. You are right to want to understand the market you are in and how that impacts you. As we round out the end of 2021, here are the top things to know about our West Seattle real estate market right now:

Inventory is Still Down and Demand is Still Up

2021 shaped up to be a historic seller's market with homes selling in record time with multiple offers and above list price. While the gap narrowed a bit later in 2021, the number of homes for sale in December was actually the lowest we've seen in over ten years, with only 23 total single-family homes for sale in West Seattle. Demand is remaining steady which is continuing to push home prices upwards. In fact, in looking at the median sales price of residential homes in West Seattle, the price in December 2021 was \$720K versus \$675K in December 2020—a 6.7% increase. When you work with an agent who knows how to price correctly, you can ensure you maximize your returns.

Homes Are Selling Quickly and Garnering Multiple Offers

Competitively priced, well-marketed homes are selling above list price, with fewer days on market. In December 2020, the median days on market for West Seattle homes was 15 while that figure was 8 in December 2021—a nearly 50% drop. All of these statistics really add up when you are looking at how they affect the value of your largest financial asset. That's why having the guidance of a real estate professional that understands how to market is key.

Looking to Sell in the Next 12 Months?

Over the years, inventory has consistently been at its lowest in January and February and then rises significantly as we move into spring. However, whatever your timing, you can start planning now to maximize your ROI and move through the process as seamlessly as possible.

When you work with me, I'm not just your agent, I am your advocate. I make it my duty to provide a seamless experience and get you the returns you deserve. In addition to my systematic processes and proven marketing systems that will get your home shown to the most qualified buyers, I also focus on clear communication.

With transparency, compassion, and consistent communication, I support you through every step of your home sale from our initial phone call to the closing table.

If you are thinking about selling your home in the next 12 months, call me today for your initial consultation → 206.402.4338

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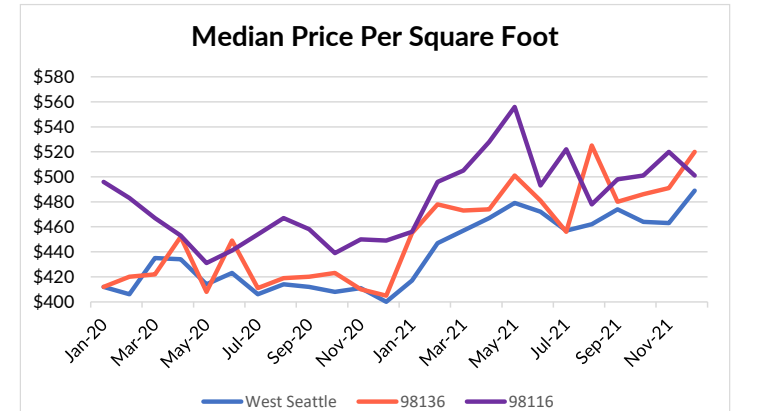
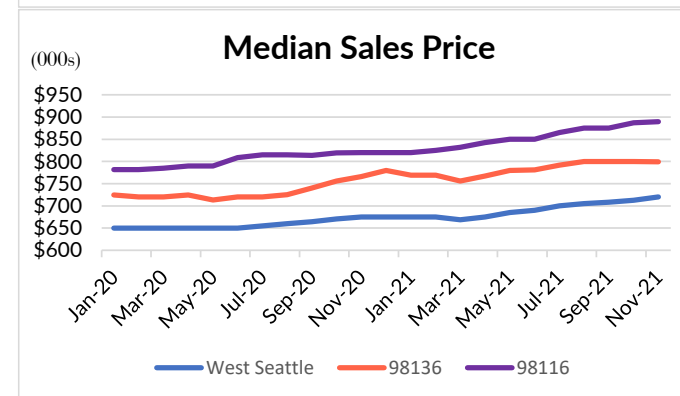
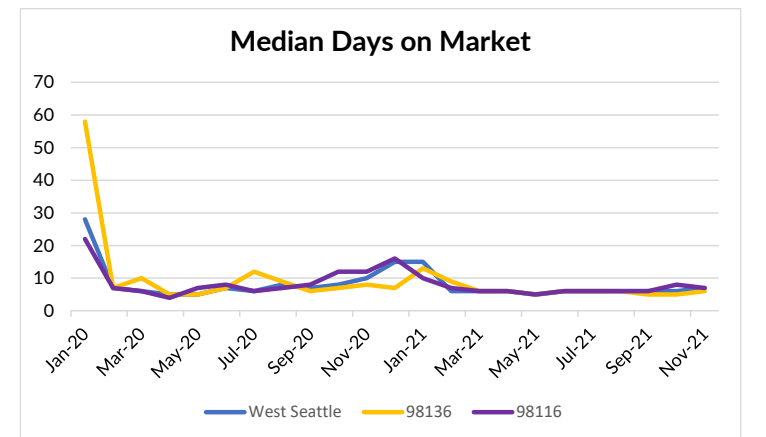
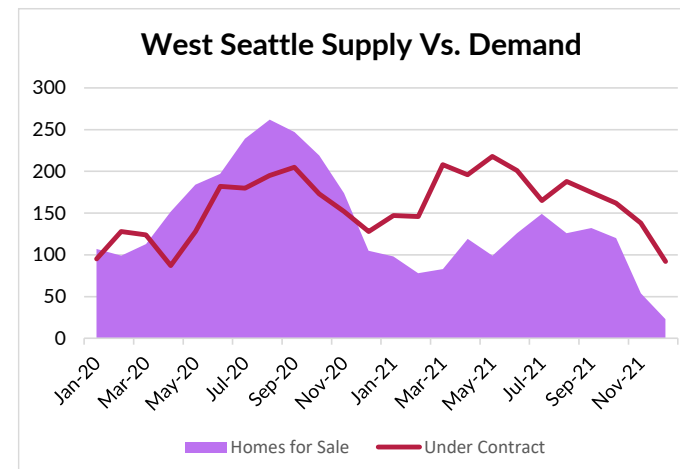


Kari Zimmerman
License # 127646
eXp Realty
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Kari@SeattleByKari.com
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Single Family Homes Stats	2021 vs. 2020	Analysis
Median Sales Price	↑ 7.4%	Median sales price has increased 7.4% since last December, now at a sales price of \$720K at the end of December. Now is a great time to capitalize on the equity you've built and reinvest it in your next home.
Median DOM	↓ 47%	Median Days on Market has dropped nearly in half with 8 DOM in December. The still-high demand for single-family homes coupled with the low supply contributes to this lower number. With aggressive marketing, your home can sell faster than the competition, netting you far more ROI.
Median Price per Square Foot	↑ 22.2%	As the Seattle area continues to attract top talent to companies such as Amazon, Microsoft, Facebook and Google (just to name a few), space comes at a higher premium, currently at \$489 per square foot compared to \$400 per square foot in December 2020.
Supply & Demand		In December 2020 there were 105 homes on the market & 128 under contract. Inventory has dropped a whopping 78% with only 23 homes on the market in December 2021 and 92 under contract. Inventory has dropped an astounding 80% just since October! With extremely high demand and few properties listed on the market, it's that much more important to correctly price and position your home from the beginning so you can get top dollar as "best in class" rather than languishing on the market.

• Source: Northwest MLS; all information deemed reliable but not guaranteed.

• Median Sales calculated on a 12 month rolling basis; residential homes only; does not include condominiums



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