

Market Mojo Report

Berkshire Hathaway HomeServices

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Prudential California Realty Changes Name

Santa Barbara has a new real estate leader...

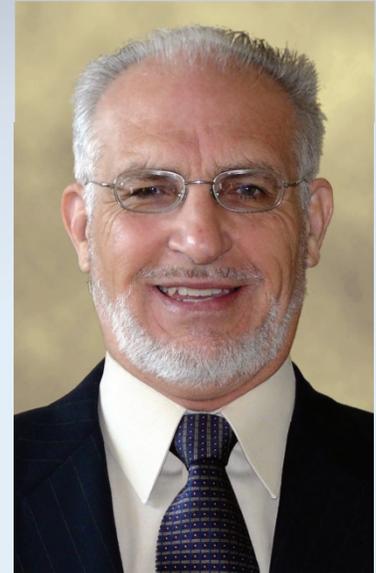
There is great excitement in our offices these days as Santa Barbara Prudential California Realty makes a major transition in name and branding.

Santa Barbara Prudential California Realty has become ***Berkshire Hathaway HomeServices California Properties.*** Prudential has been owned by Warren Buffet for several years and now the company is completing the deal by making the name change. Many of the top producing

Prudential franchises are being invited to join the Berkshire Hathaway name.

You may recognize Berkshire Hathaway as the stock name for Warren Buffet's enterprise. Buffet, known as the second richest man in the United States, has allowed his namesake stock to be the company name.

All the 165 local real estate agents that made up Prudential, including me, have become members of the new company. You



Scott Williams

805.451.9300

I've helped over 650 Santa Barbara homeowners with the sale of their properties, over 350 on the Mesa. In my 37th year specializing in Mesa home sales you can trust me to represent your needs.

Visit my websites:

ScottWilliams.com
BuySantaBarbara.com

can still reach me at 805.451.9300 or Scott@ScottWilliams.com, but all my signs will change and from now on I will be working for the new company.

Excellent Times - Mesa Real Estate Update

The Mesa is having a strong year with homes selling quickly for a big price increase compared to last year. There were about 65 Mesa sales through September compared to 56 in 2012. We've had 77 new listings compared to 72 in 2012, and the median list price has risen from \$844,000 to \$1,095,000, a listing price increase of 29 percent. The median sales price on the

Mesa rose from \$837,000 to \$1,015,000, a sales price increase of 21 percent. The time that it took to sell a Mesa home dropped from 66 days in 2012 to 40 days in 2013.

Carbon Monoxide Detectors Required

Keep your Home Safe

A new state law took effect last year. In addition to smoke detectors, carbon monoxide (CO) detectors are required in all houses in the state. One belongs on each floor - in the area outside the sleeping rooms - usually a hall. (Tri-levels require three CO detectors.) They can be battery powered. About 50

people die in their homes in California each year from carbon monoxide poisoning - tragedies that can be easily prevented. So please comply with the law. Call if you need specific instructions for how many and where to place them for your home - 805.451.9300.

Berkshire Hathaway HomeServices California Properties
3868 State Street
Santa Barbara, CA 93105
Office 805 563-4031
Cell 805 451-9300
Scott@ScottWilliams.com
BRE # 00628741



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