

ANNE LAURY

Real Estate

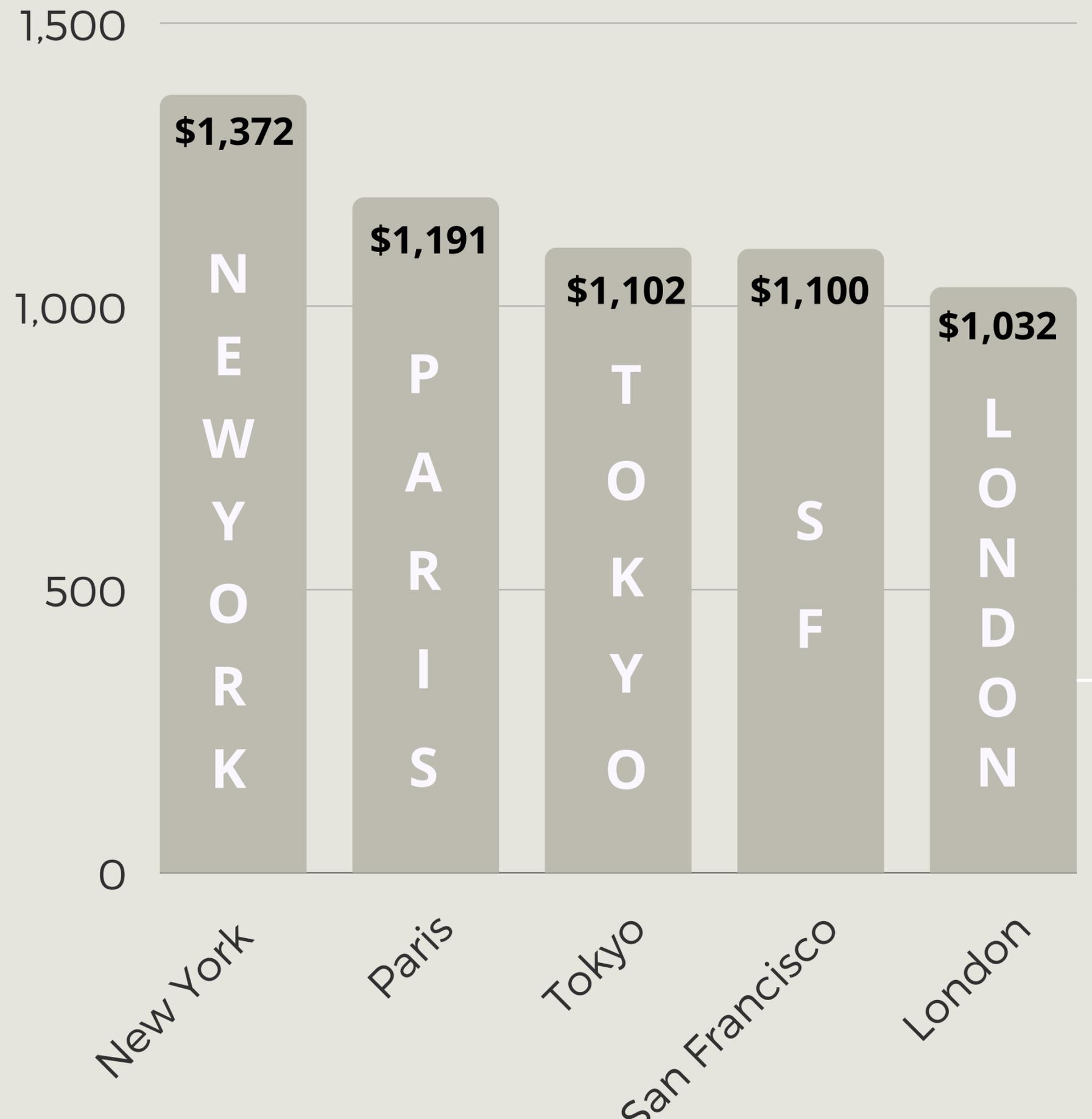
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Coldwell Banker | Global Luxury

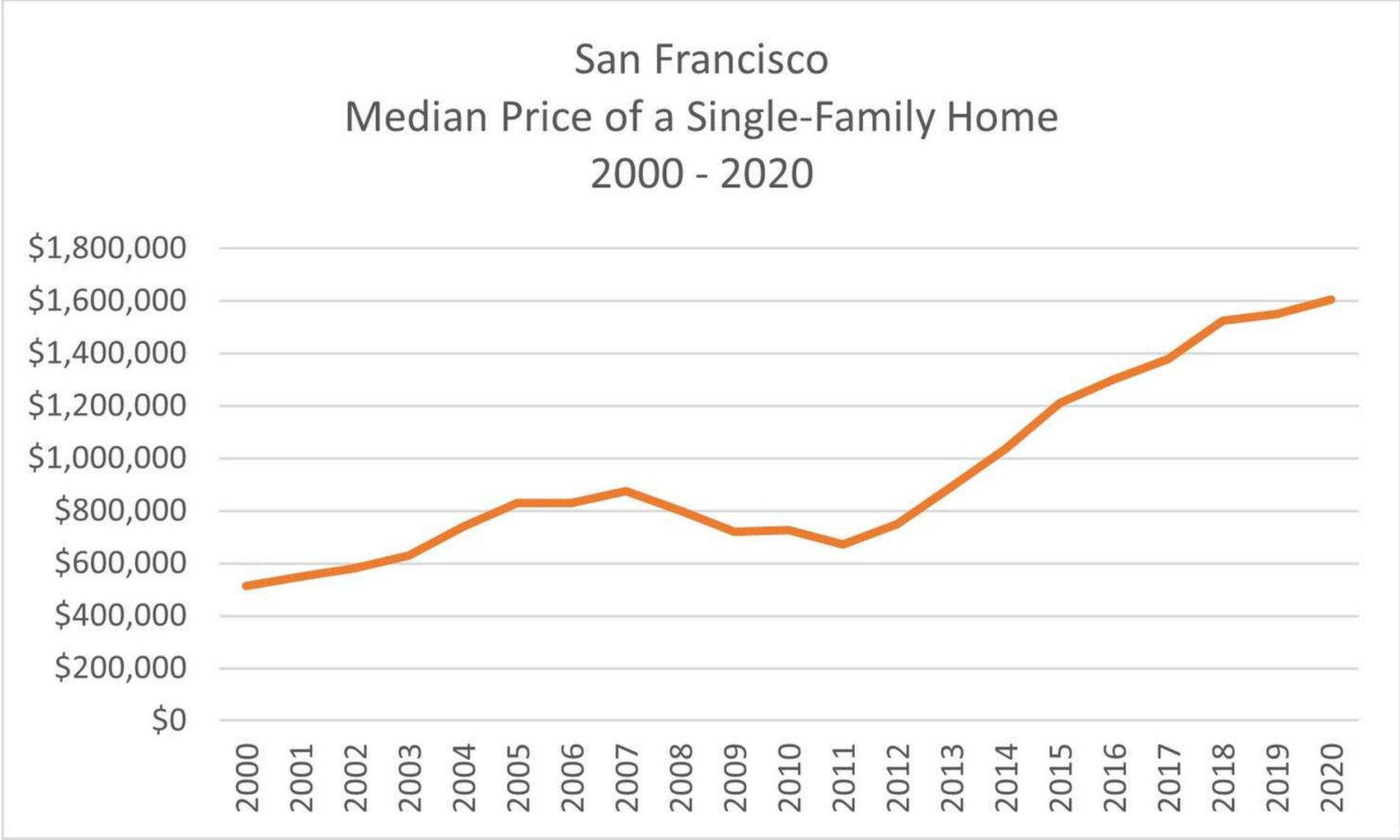
Investing in Property: San Francisco Edition



A Comparison of the Average \$ per Sqft Between Major Cities 2020



Median Price for a Home in San Francisco 2000 - 2020





Why Is San Francisco Still Worth It Today?

Old, Run-Down Shack Sells For Nearly \$2 Million In San Francisco

Program: KPIX 5 News Evening Categories: News, Real Estate, Local News, KPIXTV, Google



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San Francisco Headlines: What The Media Shows

Data keeps piling up: No 'mass exodus' from California during pandemic



Susie Neilson

March 4, 2021 | Updated: March 4, 2021 5:48 p.m.



LOCAL

Bay Area's migration is real, but Postal Service data shows California exodus isn't

Roland Li, Susie Neilson

March 1, 2021 | Updated: March 2, 2021 9:11 a.m.



Los Angeles Times

Californians aren't leaving the state en masse — but they are leaving San Francisco, study says

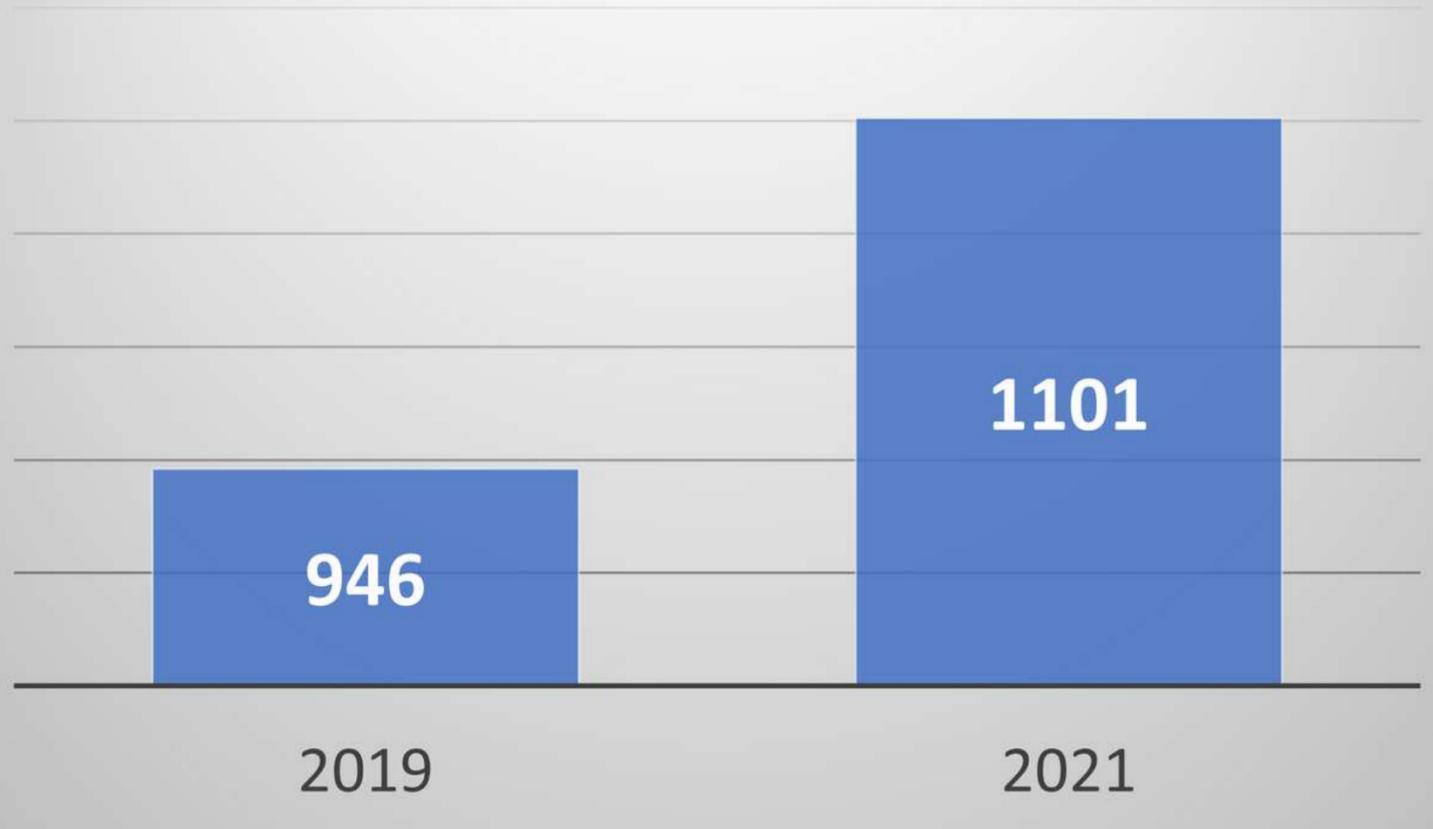


LOCAL

S.F. isn't the only city seeing a major exodus according to Zillow's Mover Report

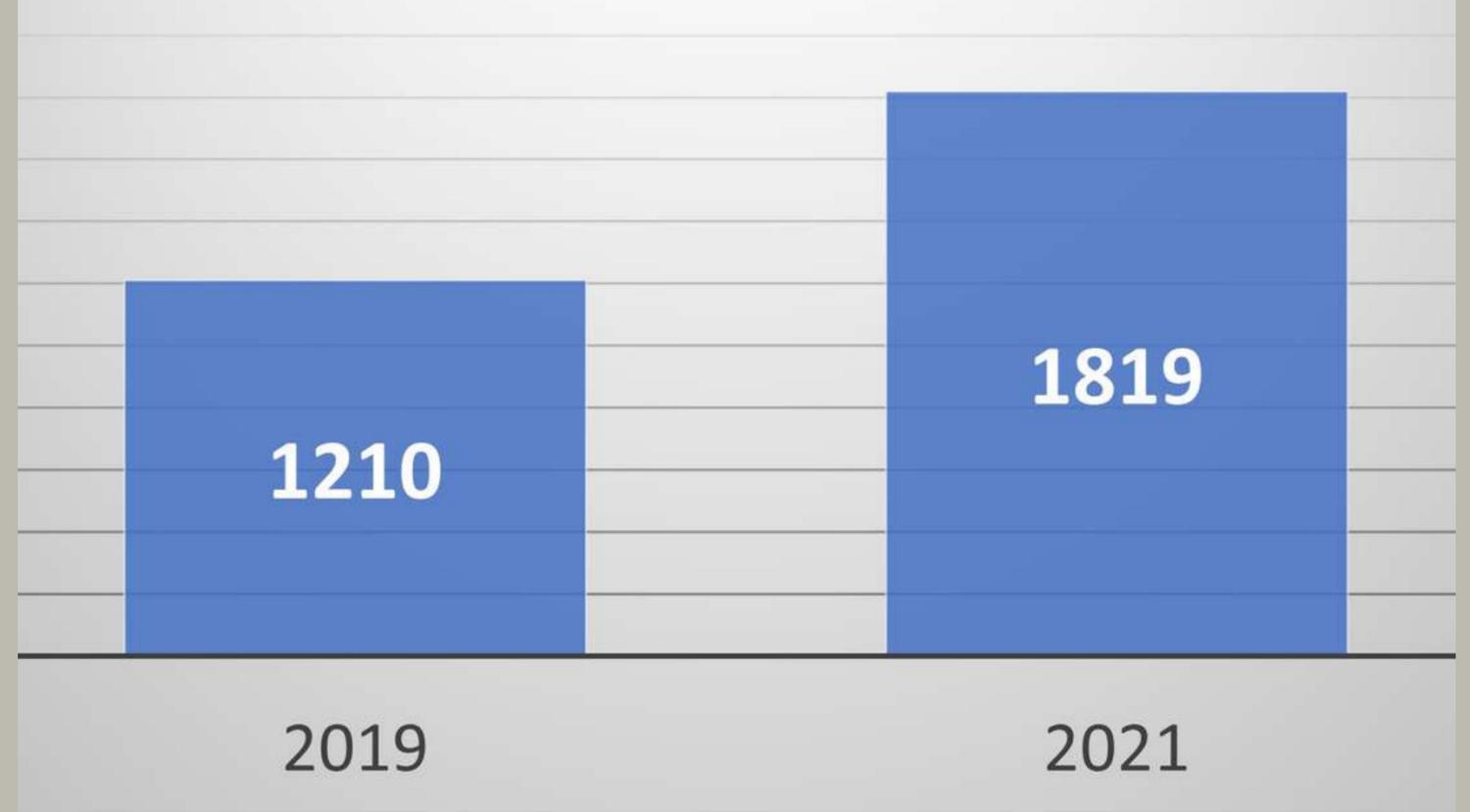
San Francisco

Single-Family Homes
Units Sold
January 1 - June 1



+16%

Condo/TIC/Coop
Units Sold
January 1 - June 1



+50%

Reality: the Current Market



More demand than product:

- Ongoing inventory shortage
- Bidding wars



The SF job market is vast:

- Stock market boom during pandemic
- Back to the office
- Consistent job creation
- Exodus created by media did not actually happen



So, what is going on now?

- Lack of inventory
- Space is limited
- SF, SV, Marin surrounded by water



Profit from an Investment in a San Francisco Bay Area home is higher than elsewhere

Why?

- Location, Location, Location
- The beautiful California weather
- The proximity of the water and beaches
- The proximity of the mountains and skiing
- #1 Business Center (The Silicon Valley, Biotech)
- Safe area for families
- Attractive area for entrepreneurs

Benefits:



The Buying Process

ARE YOU READY FOR PROPERTY INVESTMENT IN
THE SAN FRANCISCO BAY AREA?

Investment Roadmap



FINANCIAL
PREPARATION



RESEARCH AND
ANALYSIS



PROPERTY
SELECTION

Financial Preparation

- Understand Your Budget
- Talk to a Couple of Banks
- Get Pre-Approved
- Compare Rates & Terms from a Few Banks
- How Much Cash for a Down Payment?
- Appraisal Process

Research & Analysis



- Visit, Visit, Visit!
- Be Prepared: *The San Francisco market has always been expensive!*
- Revise your Must-have list to a Nice-to-have list
- Contemplate your Competitive Advantages:

Are you willing to take a risk?

Are you willing to take on a small construction project such as remodeling a bedroom or bathroom?




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Understand the Pricing Strategy

- Trust your Realtor
- Conduct an extensive price analysis
- Find market comparables
- Determine the average price per square foot
- Research the competition

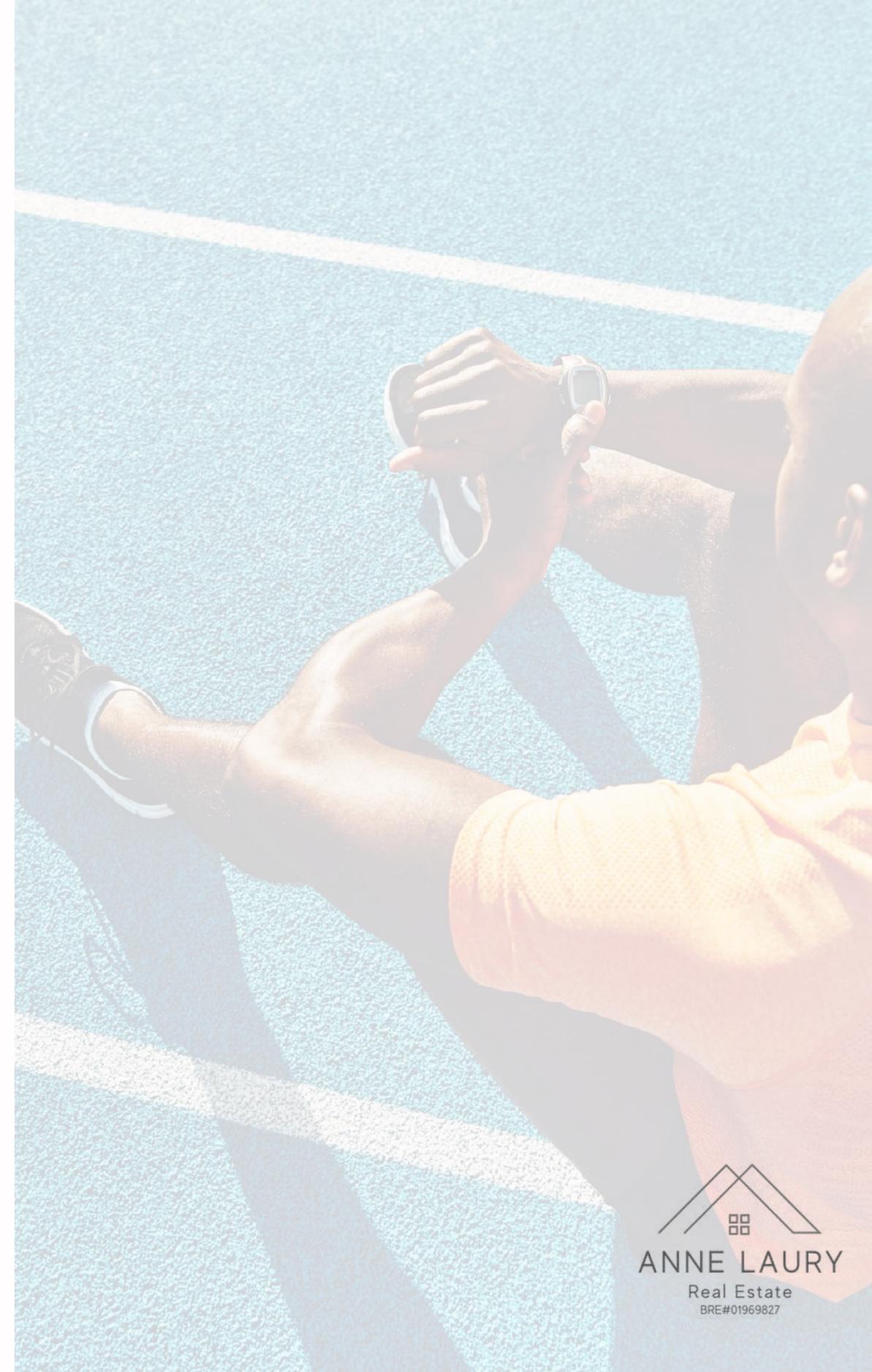


Learn How to Read the Disclosure Package

- Disclosure packages can exceed 400 pages!
- Read the most important pages first
- Understanding inspection reports is key
- Study the forms filled out by the Seller

Timing

- The Market moves quickly
- Homes typically sell within 10 days of going on the market
- A faster sale almost always means a higher price
- If property on the market for more than 2 weeks it starts to get stale
- Closing 30 days – finance
- Closing in 5-10 days – cash



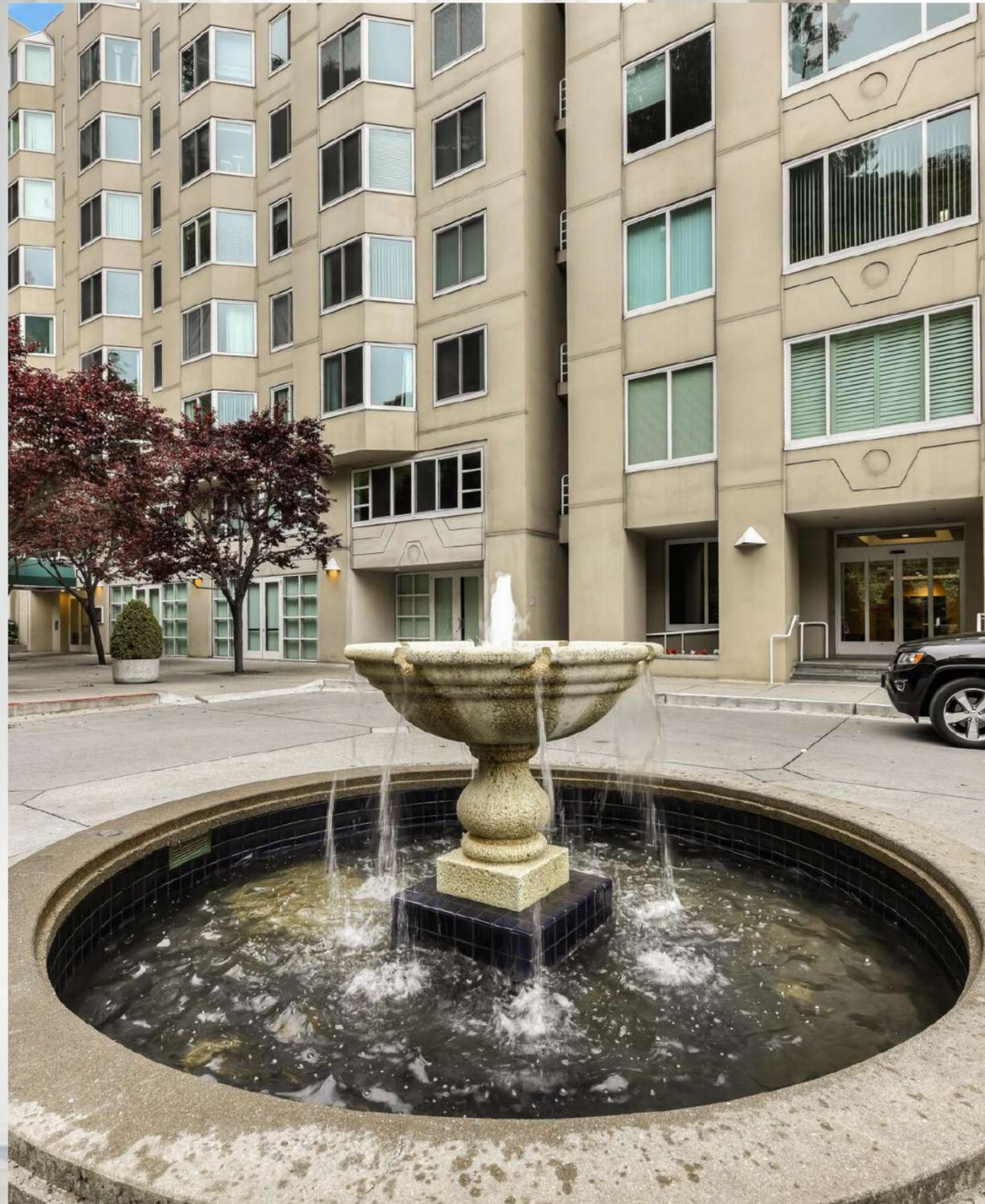
The Selling Process

ARE YOU READY FOR PROPERTY INVESTMENT IN
THE SAN FRANCISCO BAY AREA?

Why Stage?

- 90% of home buyers look at photos online first
- Attract luxury buyers rather than those looking for discounts
- Busy professionals want move-in ready homes
- Freshen up the look for lower cost than an extensive remodel
- Proven 10% return on investment in the Bay Area market

Disclose



- In the U.S., to protect yourself from future lawsuits, disclose every issue from a repaired leak to a smoking neighbor, to a death on the property
- How to Disclose: complete a lengthy questionnaire about the condition of the property

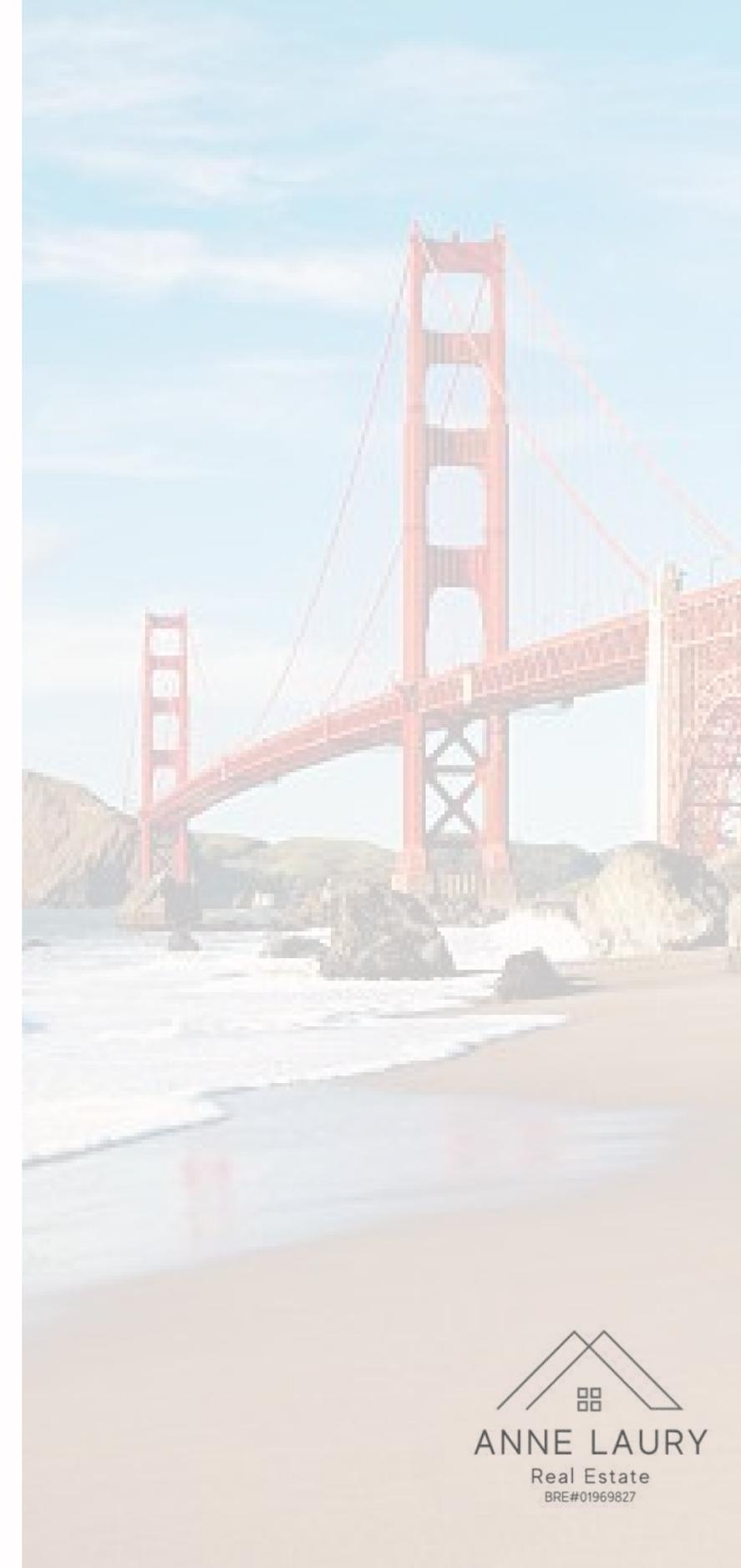


Pricing Strategy

- Each property requires a unique strategy
- Popular strategy: pricing lower than the estimated market value
- A faster sale usually results in a higher price; aim to get in and out of the market quickly (selling property in SF is like selling a baguet; it must be fresh)
- For properties under \$2M, create a bidding war
- On the high-end, above \$3M the market works differently; **contact me** for more info

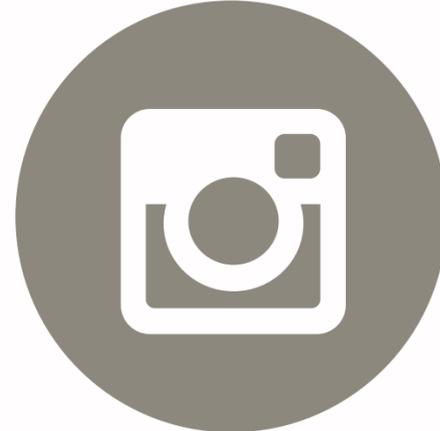
Marketing & Branding are Vital

- Redfin is not successful in SF. Why? It attracts bargain hunters
- Must-have marketing tools: professional photos, an enticing description, a single-property website, social media and advertising campaigns, email blasts, and printed mailers
- Coldwell Banker's worldwide network of media partnerships are the gold standard in real estate marketing





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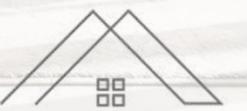
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NEWSLETTER/ EMAIL

Anne Laury




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Meet our Team



JOEL GOODRICH

Real Estate Agent
Over \$1 Billion in
Sales



ANNE LAURY

Real Estate Agent
Top 1% Producer



MARYBETH LAMOTTE

Real Estate Agent
Marketing Director

Let's Discuss Your Investment

PHONE NUMBER

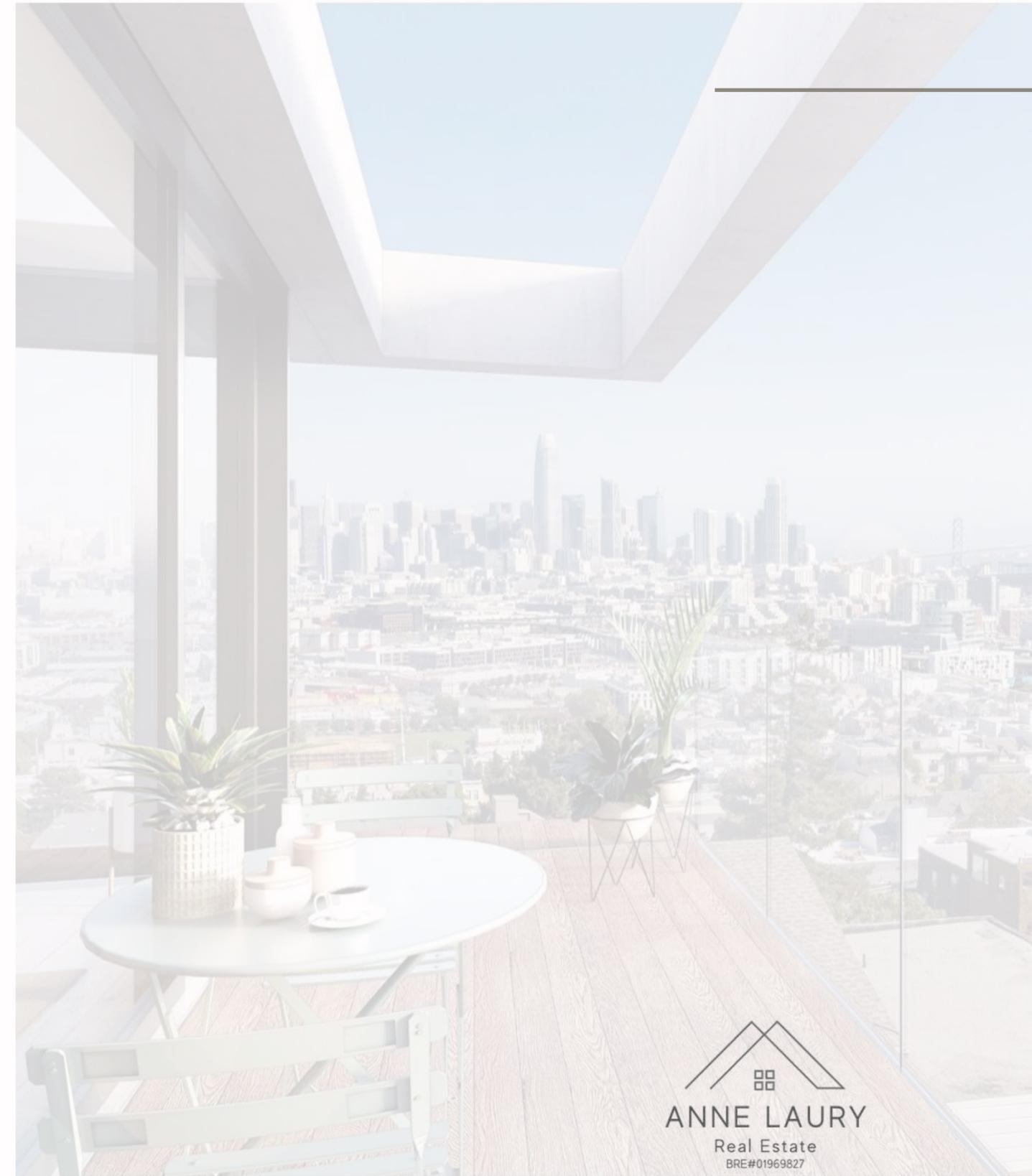
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Thank you!

LET'S START YOUR INVESTMENT JOURNEY.
