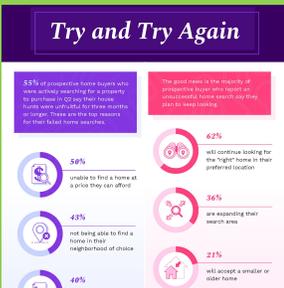


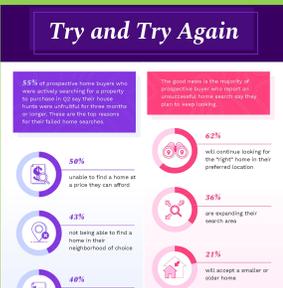
WELCOME HOME

## JANUARY MONTHLY MARKET REPORT



**WELCOME HOME**

**JANUARY  
MONTHLY  
MARKET  
REPORT**



**This Month, we'll discuss:**

- January Market Report.....3
- January Housing Sentiment Index.....4
- Organize Your Home in a Month in Less Than an Hour a Day.....5
- Try and Try Again.....7



**A Word From Cindy,**

**Welcome to February! We're in that last stretch of winter and it is defiantly not backing off now! We hope everyone stays safe for the remainder of this season, and keep your family safe by having your heat sources in-**

**spected, and check your smoke and carbon dioxide detectors!**

**Also, with Valentines day coming up here shortly, don't forget that the greatest gift of all is the gift of home!**

**Give us a call!**

**Sincerely,**

**Cindy Haskett**

# Market Snapshot as of: January 31, 2021

WELCOME HOME

Single Family Residences (Home, Manufactured on Land, Condo) Excluding Multi-Family									Monthly	
Active Listings/ Pending	Total Current Listings	Under \$100K	\$100K- \$200K	\$200K- \$300K	\$300K- \$400K	\$400K- \$500K	\$500K- \$600K	\$600K+	Expired This Month	Sold This Month
<b>Chico Listings</b>	192	0	10	16	41	51	34	40	5	79
<b>Active</b>	75	0	1	8	10	17	17	22		
<b>Pending</b>	117	0	9	8	31	34	17	18		
<b>Not Sold</b>	39%	0%	10%	50%	24%	33%	50%	55%		
<b>Paradise Listings</b>	46	0	3	9	16	10	3	5	3	2
<b>Active</b>	27	0	2	3	12	5	2	3		
<b>Pending</b>	19	0	1	6	4	5	1	2		
<b>Not Sold</b>	59%	0%	67%	33%	75%	50%	67%	60%		
<b>Magalia Listings</b>	42	2	12	15	7	0	3	3	1	17
<b>Active</b>	25	1	7	7	4	0	3	3		
<b>Pending</b>	17	1	5	8	3	0	0	0		
<b>Not Sold</b>	60%	50%	58%	47%	57%	0%	100%	100%		
<b>Oroville Listings</b>	169	2	27	45	54	20	11	10	2	54
<b>Active</b>	81	1	16	21	22	10	4	7		
<b>Pending</b>	88	1	11	24	32	10	7	3		
<b>Not Sold</b>	48%	50%	59%	47%	41%	50%	36%	70%		

# JANUARY 2021 CALIFORNIA HOUSING SENTIMENT INDEX

n=1,000

Legend:

Change in Percentage Points From Last Month

Jan. 2021 Yes No

## Housing Sentiment

74

No Change from last month



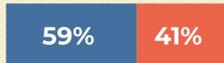
Is it a good time to buy a home?

+2 say no



Is it a good time to sell a home?

+4 say yes



Will it be easier to find a home over the next 12 months?

+3 say yes



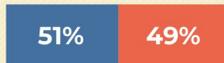
Do you plan to purchase a home in the next 12 months?

no change



Will home prices rise in the next 12 months?

+2 say yes



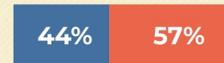
Will overall economic conditions improve in California in the next 12 months?

+3 say no



Will interest rates fall in the next 12 months?

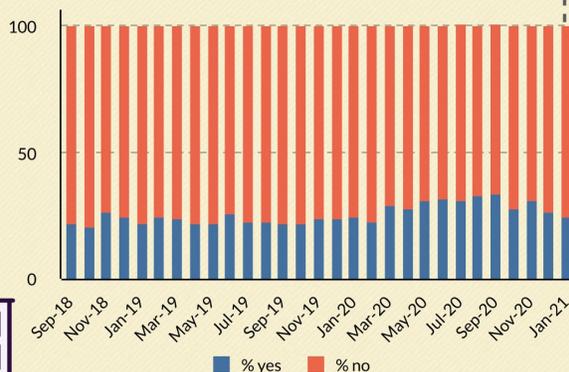
+5 say no



## Market Conditions Over Time

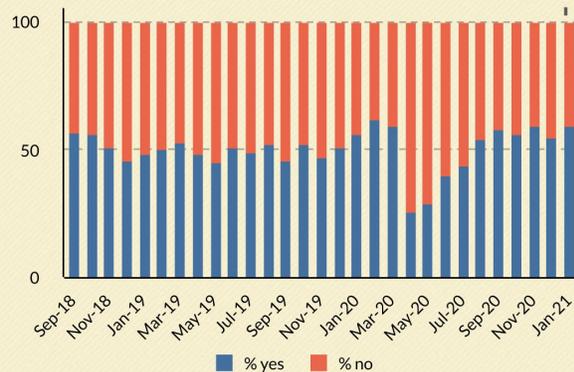
Do you think it's a good time to buy a home?

25% yes



Do you think it's a good time to sell a home?

59% yes





## Organize Your Home in a Month in Less than an Hour a Day

By Jamie Wiebe, HouseLogic By Realtors

Did you ever notice that your self-improvement pacts with yourself are action oriented? Walk 10,000 steps a day. Fix that leaky faucet. Register for VolunteerMatch.

But "get organized"? It's a goal so broad that just trying to figure out what action to take makes you wonder what you were thinking in the first place. It's like you need an organizing plan for your organizing.

*Ta-da!*

Here it is. Follow these steps, spending less than an hour a day (sometimes just a few moments), to a better organized home:

### 1. Do That Project

"What about your space is making you feel uncomfortable or overwhelmed?" asks Amy Trager, a professional organizer in Chicago. Is it the paperwork disaster in your office? The pile of clothes teetering on your dresser? Or that mess that surrounds your doorway? Start with what's annoying you, she says. One hour on that task will get your organizing engine revving.

### 2. Create a "Go Away" Box

Put anything you're planning to donate in it (or give to a friend, or take to recycle). And keep it by the door so you can easily grab it when you're leaving.

### 3. Deal With the Decorations

Hallelujah — the holidays are over! When you're putting away your décor, donate anything you didn't bring out last season, and separate decorations by holiday. No need to dig through your St. Paddy's clovers when you're searching for a menorah.

### 4. Create a System for Your Entryway

Set up a "command center" so your front door doesn't become a lawless accessories arena, especially during winter months. Add hooks for coats, bins for shoes, and a mail sorter if you need it. (Remember to keep a place for your "go away" box.)

### 5. Wrangle Your Pet Supplies

Minimize the time spent scrambling when your pup is desperate for a walk or eager for a meal. Hang hooks and cubbies near the door and keep leashes, kibble, bowls, and toys in one convenient spot.

### 6. Organize Your Spices

Arrange your herbs and spices alphabetically, by cuisine, or by brand — whatever makes them easier to find when you're in the middle of your noodle stir fry.

### 7. Pare Down Your Utensils

You've accumulated several dozen kitchen utensils in your culinary career: can openers, microplanes, four (what?!) wine openers. Pare down the collection and use drawer dividers to keep the remainder in order.

### 8. Reconfigure Your Pots and Pans

Stop digging around in your shelves for the oversized, cast-iron skillet. Donate the pots and pans you hardly use and install cupboard organizers to help manage the rest.

### 9. Throw Away Expired Foods

You never use Worcestershire sauce — except that *one* time. Go through your refrigerator and pantry and ditch or donate anything past its prime.

### 10. Stack Your Pantry Staples

Make better use of your pantry by sorting through your staple dry goods — think flour, sugar, pasta, oatmeal, dry beans — and put them in airtight, stackable containers. You'll free up a ton of space, too.

### 11. Downsize Your Kitchen Gadgets

You had noble intentions when you purchased that spiralizer. (Zucchini noodles *every* night, right?) Give those space hogs to someone else with lofty dreams.

### 12. Say No to Coffee Mug Over-Saturation

Every time you lose a sock, a new coffee mug appears. Keep one or two mugs for every coffee or tea drinker, and donate the rest.

### 13. Sort Your Food Storage Containers

No singles allowed. Toss any tops or bottoms that have no mates.

### 14. Reassess Your Display Shelves

Shelves crammed with knickknacks, books you'll never read, and *stuff* you somehow

accumulated are just a waste of space. Donate books to the library, discard the junk, and arrange what's left in a way that pleases you.

#### 15. Deal With Your Cables

With a Roku, PlayStation, a DVD player, and a cable box, it's no surprise your entertainment center is a mess. Create ID tags for each plug from bread tags or cable ties, and bundle the clutter together with Velcro strips.

#### 16. Put Clothes on New Hangers

Switch your clothes over to the slimmer, grabbier hangers. They use less space and keep your clothes from sliding down to your closet floor. As you do this, discard the clothes you never wear.

#### 17. Corral Your Accessories

Belts, scarves, purses, hats — all the accessories that don't have a drawer or spot in the closet can end up everywhere. Buy an accessories hanger or install a simple series of hooks to give your wardrobe's smallest members a home.

#### 18. Purge Under the Bed

Under-bed storage is ideal for out-of-season clothing. But when out-of-season becomes out-of-sight and out-of-mind, clear out those clothes you'll never wear again from this precious storage space.

#### 19. Declutter Your Desk

When your workspace is swimming with collectibles, staplers, Post-its, and more, paring down can keep you focused when it's time to hunker down.

#### 20. Shred Old Paperwork

Not every form, statement, and tax record needs to stay in your filing cabinet forever. Check out [this list](#) to make sure you're not wasting space. Shred the rest to ward off identity thieves.

#### 21. Tidy Your Files

Now that you've shredded the paperwork you don't need, tidy up your files by organizing them and labeling them clearly. Colorful folders can help organize by theme (home stuff, tax stuff, work stuff, etc.).

#### 22. Get Rid of Mystery Electronics

Admit it. You've got a drawer where black mystery cords, chargers, and oddball electronic bits go to die. Free that drawer up for better uses, or at least get rid of the ones you know for sure are "dead."

#### 23. Pare Down Your Personal Care Stuff

Your intentions were honorable when you bought that curl-enhancing shampoo — but it expired two years ago, and you haven't used it since. Throw away any expired potions, salves, hair products, and medicines.

#### 24. Tackle Under-the-Sink Storage

Clean everything out. You'll be amazed at what you find (like those Magic Erasers you could never find). Then put back everything you're keeping in bins you can easily pull out so nothing gets lost again.

#### 25. Hang a Shelf

Wall storage is so often overlooked. Find a spot in your home where a shelf would solve a problem, and hang it. Maybe it's

for some toiletries in the bathroom, or laundry supplies, or for your kid's stuffed toys.

#### 26. Reduce Your Towels and Linens

There are the towels you use — and the stack of towels you *never* use. Donate them to the animal shelter. Those torn pillowcases? Convert to rags or toss. Same for napkins, dishtowels, pot holders, etc.

#### 27. Hang a Shoe Organizer

Hanging shoe organizers can solve a ton of storage problems beyond the obvious. They can store scarves, mittens, cleaning supplies, craft supplies. You can even cut them to custom-fit inside a cabinet door.

#### 28. Organize Your Junk Drawer for Good

There's no shame in a junk drawer — but why not organize it? Dump the whole thing on one surface and sort everything into piles. Use drawer dividers to keep each pile in its own space.

#### 29. Store Your Tools the Right Way

Finding the right Phillips-head screwdriver to put together that cute IKEA bookshelf shouldn't be so hard. Track down your hammers and screwdrivers, and arrange them in one easy-to-access spot, such as a pegboard.

#### 30. Plan for the Future

See how much you've accomplished! Take a look around your newly organized home, making note of any spaces you missed. Then dream a bit about your next home project. Maybe paint that dining room, finally?

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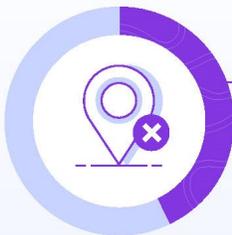
# Try and Try Again

**55%** of prospective home buyers who were actively searching for a property to purchase in Q2 say their house hunts were unfruitful for three months or longer. These are the top reasons for their failed home searches.



**50%**

unable to find a home at a price they can afford



**43%**

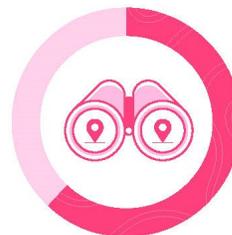
not being able to find a home in their neighborhood of choice



**40%**

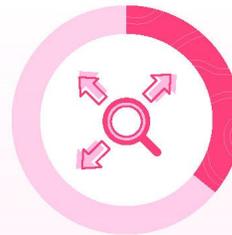
not finding a home with the features they want

The good news is the majority of prospective buyer who report an unsuccessful home search say they plan to keep looking.



**62%**

will continue looking for the "right" home in their preferred location



**36%**

are expanding their search area



**21%**

will accept a smaller or older home



**16%**

might consider buying a more expensive home

## Plan C Building Options

[NewHomesOnTheRidge.com](http://NewHomesOnTheRidge.com)

### ARE YOUR REBUILDING PLANS LOOKING SOMETHING LIKE THIS?

- Plan A: Stick Built-Too Expensive, above your budget, long wait times
- Plan B: Manufactured-Hidden & high costs, long wait times, higher insurance, lower resale value

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530-413-5667 or [Info@NewHomesOnTheRidge.com](mailto:Info@NewHomesOnTheRidge.com)**



One of the many floor plans available