



**Better
Homes**
and Gardens[®]

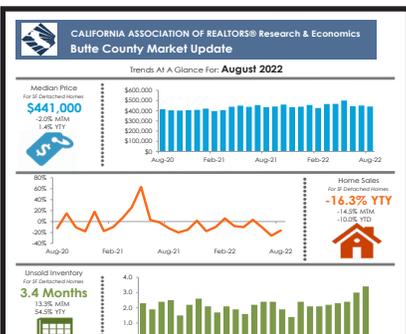
REAL ESTATE

WELCOME HOME

OCTOBER 2022

october 2022

MARKET REPORT



october 2022

October is here, bringing with it all the wonderful parts of fall that we've all been looking forward too! The cooler days, occasional rain, and the warm tones our foliage brings right before shedding its leaves for another season.

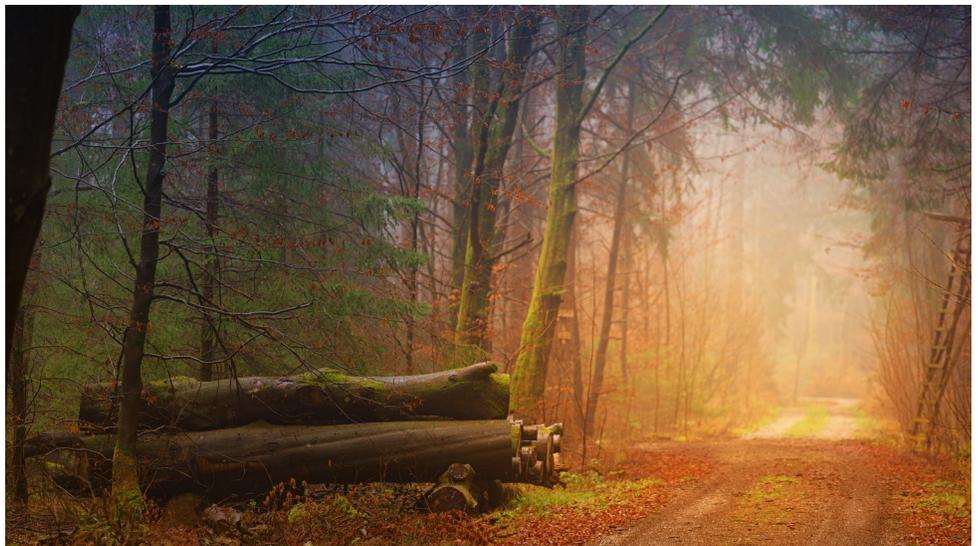
september 2022 market report (3)

3 tiktok decor trends that are actually perfect for fall (4) See the platform's takes on decorating with wabi-sabi, modern organic, and Japandi elements

The History of Candy Corn: A Halloween Candy Favorite(5) No other candy can match the creamy taste of candy corn, a sweet Halloween favorite for more than a century.

caramel apples(6) A fun seasonal treat that can be covered with a variety of toppings!

august 2022 housing sentiment index(7)



We at BHG Welcome Home, love our Active Duty, Reservist and Military Veterans. We are in awe of the contributions made by these brave men and women. We also respect those family members at home and the sacrifices they've made waiting for their loved ones to return home.

Our Veterans Advantage Program is simple and offers a cash reward program at closing, when you Buy or Sell your home through one of our certified MRP-Military Relocation Specialists.

This is one of the many ways we want to say "Thank You".

May you find Butte County as active or restful as you like!

Made exclusively for the clients of Better Homes and Gardens Real Estate - Welcome Home

MARKET REPORT

SEPTEMBER 31ST, 2022

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
Chico Listings	260	0	6	13	41	75	38	87	11	82
Active	170	0	5	7	24	47	27	60		
Pending	90	0	1	6	17	28	11	27		
Not Sold	65%	0%	83%	54%	59%	63%	71%	69%		
Paradise Listings	124	0	0	3	31	50	23	17	4	20
Active	96	0	0	2	24	39	17	14		
Pending	28	0	0	1	7	11	6	3		
Not Sold	77%	0%	0%	67%	77%	78%	74%	82%		
Magalia Listings	62	2	13	16	14	10	5	2	2	16
Active	38	2	6	7	9	8	4	2		
Pending	24	0	7	9	5	2	1	0		
Not Sold	61%	100%	46%	44%	64%	80%	80%	100%		
Oroville Listings	205	0	23	56	62	29	14	21	8	47
Active	155	0	16	37	47	24	11	20		
Pending	50	0	7	19	15	5	3	1		
Not Sold	76%	0%	70%	66%	76%	83%	79%	95%		



home/decor for the seasons

3 TikTok Decor Trends that Are Actually Perfect for Fall

Bryce Jones - Better Homes and Gardens

When you think of fall decor, your mind probably goes more to neutrals, warm tones, and minimalist design than the colorful pastels and busy patterns associated with spring. If you love to decorate with the seasons but aren't sure how to combine all the colors and textures we associate with fall, going for a certain style (even with small touches) can provide you with a sort of guide to achieve a cohesive look.

Thankfully, TikTok is always here for a little inspiration: wabi-sabi, modern organic, and Japandi have been trending interior design styles for years now, and you can find videos on how to incorporate them into your home all over the app. (Here's one that features them all.)

While there are key distinctions between wabi-sabi, modern organic, and Japandi decorating styles, all three share quite a few commonalities: relaxed, more rustic elements and a focus on natural materials like wood, stone, and linen. Keep reading to learn more about each style and gather some design tricks from TikTok if you're looking to try any (or all) out this fall.

Wabi-Sabi

Wabi-sabi can be summed up in one phrase: Embrace imperfection. The decor style comes from a Japanese philosophy that finds beauty and serenity in flaws, modesty, and age. It also emphasizes simplicity—everything in your home should have a function and be intended to last. Between summer and the holiday season, decorating this way can be a nice cleansing period and change of pace. It also brings a sense of warmth (necessary when temperatures begin to drop).

This TikTok recommends choosing pieces that “look like they’ve lived many lives,” such as aged vases, earthy pots, reclaimed wood furniture, and objects with patina (a weathered finish). Visit your local (or an online) antique store and look for items that speak to you. Don't forget your walls: If you want a bigger change, try this lime wash painting trick to add visual interest and originality.

For more wabi-sabi inspiration, check out this video for a description of the style, this one for living room ideas, and this one for decor examples.

Modern Organic

Modern organic is the design embodiment of coziness—ideal for autumnal aesthetics. It involves clean lines, natural elements, and blends rustic and contemporary touches. If you're

familiar with farmhouse charm, think of modern organic as its relative, centered on making the space feel welcoming and homey. The color palette features mainly neutrals like cream, tan, light gray. Paired with wood finishes, it's easy to see where the style gets its name from.

As this creator puts it, “modern organic is perfect for people who love the clean look of modern design but don't want that sterile, hospital feeling.” They suggest using warm tones with soft greens, terracotta, and black as accents. Incorporate reclaimed woods, leathers, and linens, and go for matte stonewashed or marble finishes (they look more natural than shiny finishes). While you don't need to “turn your home into a greenhouse,” they say, you can place a few houseplants throughout your space for an earthy feel.

Get more modern organic TikTok inspiration from this video showcasing different layouts and designs, this charming house tour, and these decor tips.

Japandi

Japandi style combines the minimalism of Scandinavian hygge and the relaxed style of wabi-sabi to create a mid-century modern heaven. Add sculptural pieces of furniture and decor, mostly muted tones with some pops of color, houseplants, and various textures to achieve it in your own home. While functionality is important, there's also a focus on comfort (so set out your blankets and light all the candles). This combination makes your space perfect for hosting—and fall is the season of entertaining, after all.

This TikTok explains that both hygge and Japandi are defined by natural materials, minimalism, and low fuss. In the video, the creator recommends featuring timber on your walls, ceilings, or floors, including handmade or organic decor pieces (like ceramic pots or hand-molded vases), and finding materials that are natural and neutral.



home/seasonal candy

the history of candy corn: a halloween candy favorite

The BHGRE Life - www.bhgre.com

Candy corn might be the most controversial Halloween candy. In our experience, people either love it or you hate it—and we're firmly in the "love it" category. We're not the only ones eating candy corn by the handful: The National Retail Federation estimated that in 2019, 95% of holiday shoppers stocked up on the tri-color treat. Not to mention it's consistently the most popular Halloween candy in multiple states.

The little yellow, orange, and white treat is an icon among holiday candies and has a legacy that goes back more than a century. Get the background on how candy corn came to be, discover fun candy corn facts, and learn all about how candy corn is made. Plus, try our candy corn recipes and even some sweet Halloween decorating ideas that feature the striped treat.

Where Was Candy Corn Invented?

According to oral tradition, George Renninger, a candymaker at the Wunderlee Candy Company in Philadelphia, invented the revolutionary tricolor candy in the 1880s. The Goelitz Confectionery Company brought the candy to the masses at the turn of the 20th century. The company, now called Jelly Belly Candy Co., has the longest history in the industry of making candy corn—although the

method has changed, it still uses the original recipe. In honor of its Goelitz roots, Jelly Belly developed a candy corn-flavor jelly bean.

How is Candy Corn Made?

Candy corn starts as a mixture of sugar, fondant, corn syrup, vanilla flavor, and marshmallow creme. The candy corn ingredients are melted into a liquid candy—called slurry—colored, and run through a cornstarch molding process to create each kernel. Wooden trays filled with cornstarch are imprinted with rows of candy corn molds, where the layers are individually deposited from bottom to top.

The mixture cools in the tray, which seals the three layers together. The kernels of candy corn are sifted from the trays and polished in large drum pans with edible wax and glaze to create their irresistible shine. It's also worth noting that strictly speaking, candy corn is not vegan- or vegetarian-friendly. Most formulations contain gelatin or other animal-based ingredients.

What Other Types of Candy Corn are There?

Candy corn is such a popular choice that the mellow creme candies are now available year-round in a variety of colors for other seasonal holidays. Most have the same creamy vanilla flavor of the original but there are some flavor variations.

For Thanksgiving, serve fall corn, which is brown, orange, and white (the brown section is chocolate flavored).

Christmas-inspired reindeer corn has the classic vanilla flavor of traditional candy corn but comes in a green, white, and red colorway.

Celebrate Valentine's Day with cupid corn in pink, red, and white.

For Easter, load up on bunny corn, which comes in a variety of pastel colors.

You can also find seasonal candy corn varieties in apple, pumpkin spice, and cinnamon flavors.

Fun Candy Corn Facts

We're all familiar with the classic orange, yellow, and white treats—but some of the facts about candy corn might surprise you!

01. Candy corn isn't the treat's original name. When the Goelitz Confectionery Company first produced candy corn, it was called "Chicken Feed." The boxes were illustrated with a colorful rooster logo and a tag line that read: "Something worth crowing for."

02. Candy corn has its own national day. You don't have to wait for Halloween to indulge in the mellow creme candies. Celebrate National Candy Corn Day on October 30.

03. More than 17,000 tons of candy corn are produced each year. According to the National Confectioners Association, more than 35 million pounds (or 9 billion pieces) of candy corn are produced each year.

04. Candy corn is one of the better-for-you Halloween candies. It contains roughly 28 grams of sugar and only 140 calories per heaping handful—and it's fat free!

05. It has a long shelf life. Once the package is opened, store candy corn covered and away from heat and light at room temperature; it should last three to six months. If unopened, packaged candy corn will last about nine months.



A fun seasonal treat that can be covered with a variety of toppings!

Source: Better Homes and Gardens

Wash and dry apples; remove stems. Insert a wooden skewer or popsicle stick into the stem end of each apple. Place apples on a buttered baking sheet.

food/wonderful fall treat caramel apples

Ingredients:

6 small tart apples

1 14 ounce package vanilla caramels, unwrapped

2 tablespoon whipping cream, half-and-half, or light cream

In a medium saucepan, combine caramels and whipping cream. Cook and stir over medium-low heat until caramels are completely melted, stirring constantly. Working quickly, dip each apple into hot caramel mixture; turn to coat (heat caramel again over low heat if it becomes too thick to easily coat apples).

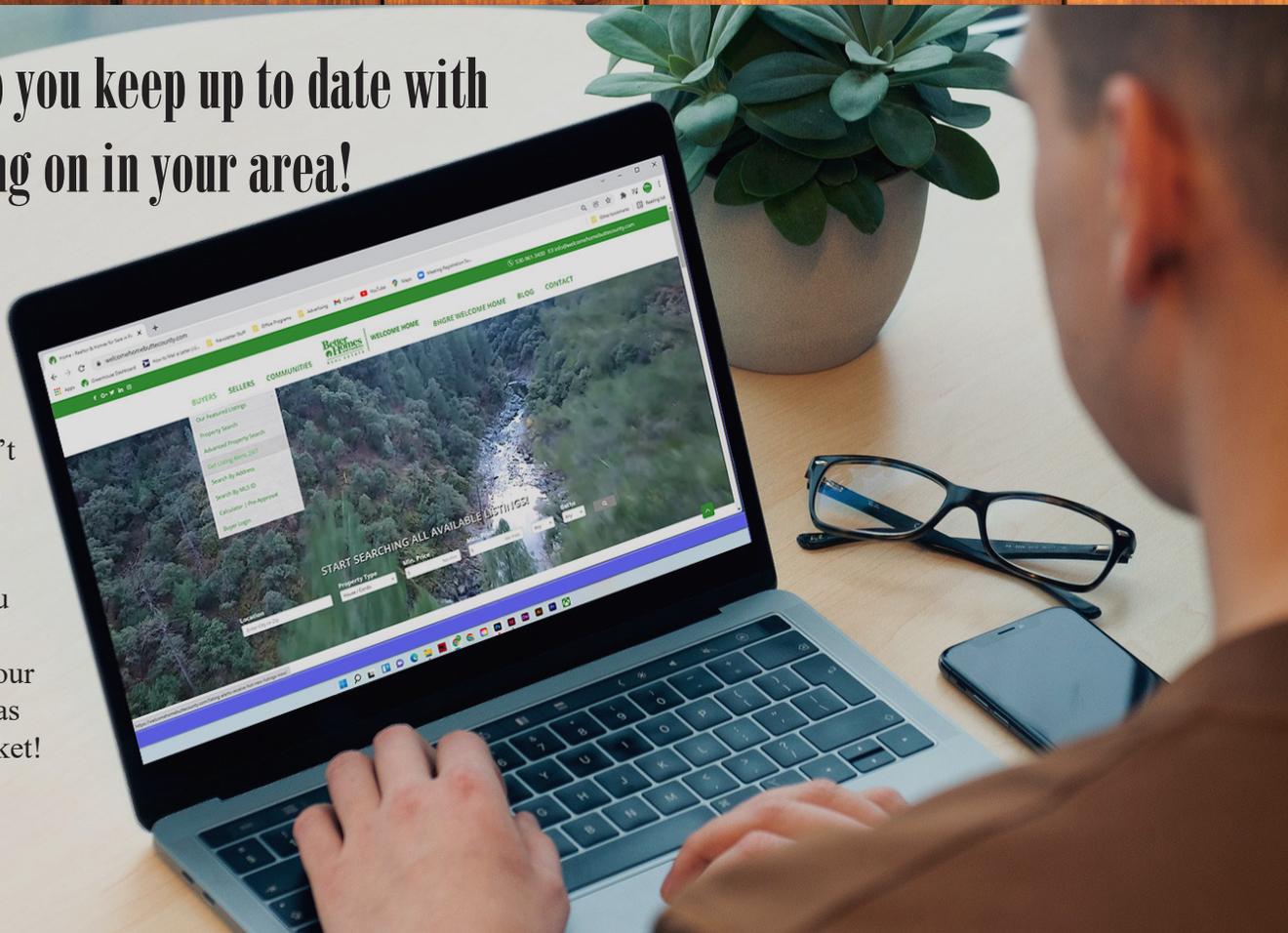
If desired, dip again in toppings of your choice.

Place on prepared baking sheet and let stand until set.

let us help you keep up to date with whats going on in your area!

If you're tired of looking through website after website of listings that don't fit your needs, call our agents!

We can send you listings to your emails that fit your criteria as soon as they hit the market!





CALIFORNIA ASSOCIATION OF REALTORS® Research & Economics

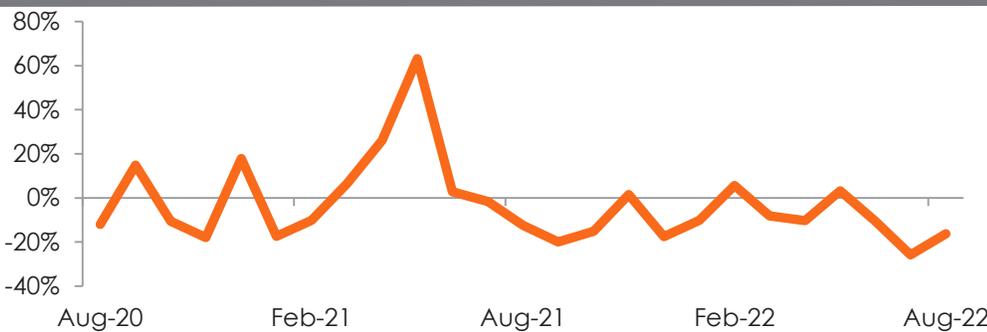
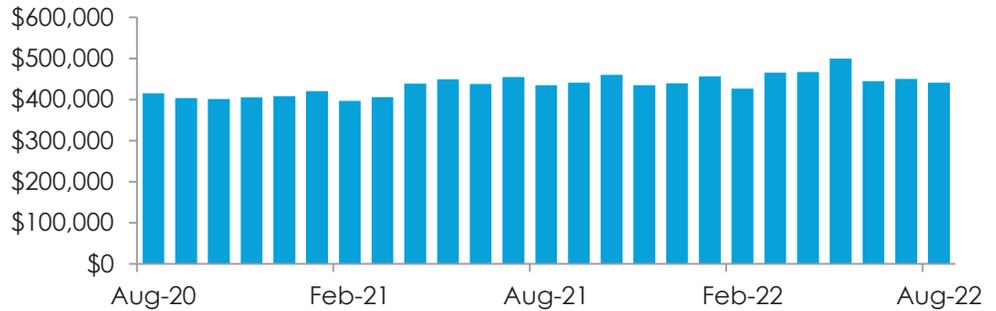
Butte County Market Update

Trends At A Glance For: **August 2022**

Median Price
For SF Detached Homes

\$441,000

-2.0% MTM
1.4% YTY



Home Sales
For SF Detached Homes

-16.3% YTY

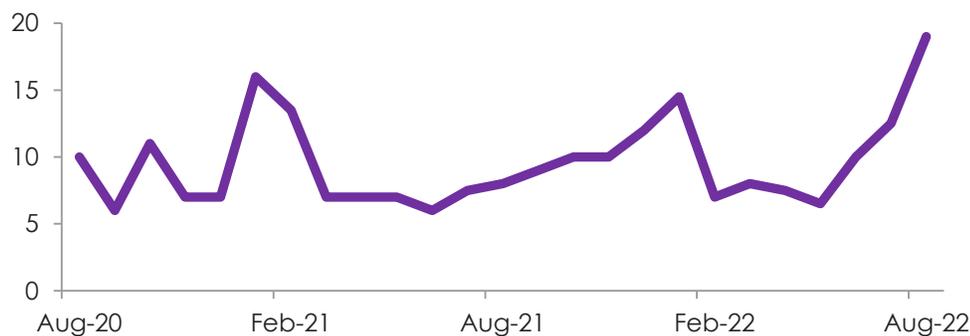
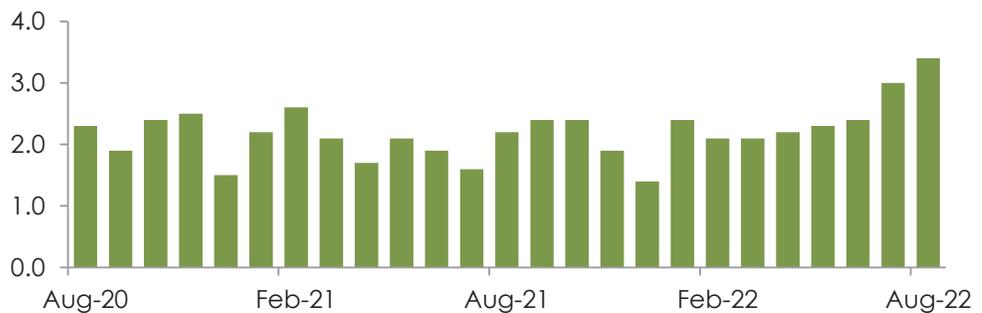
-14.5% MTM
-10.0% YTD



Unsold Inventory
For SF Detached Homes

3.4 Months

13.3% MTM
54.5% YTY



Median Time on Market
For SF Detached Homes

19 Days

52.0% MTM
137.5% YTY





7TH ANNUAL BHGRE WELCOME HOME TRICK OR TREAT!!!



1600 MANGROVE #100, CHICO - 10/31/2022 3-6:PM

Trick or Treat Booths & Face Painter Inside BHGRE Along With Complex Walk Through
Participants Include: Northern Lights • Paradise Salon • Cookie Shoppe • Chico Florist
Chico Hearing Aid Center • The Barberia • Halal Boss Smokehouse • Nevin & Witt Insurance

6141 CENTER STREET, PARADISE - 10/31/2022 3-6:PM

(Drive Through: Across from Dutch Bros Coffee, Behind US Bank)

1453 DOWNER STREET, OROVILLE- 10/31/2022 3-6:PM

(Drive Through, Downtown Oroville, Near the Oroville State Theater)



WELCOME HOME

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