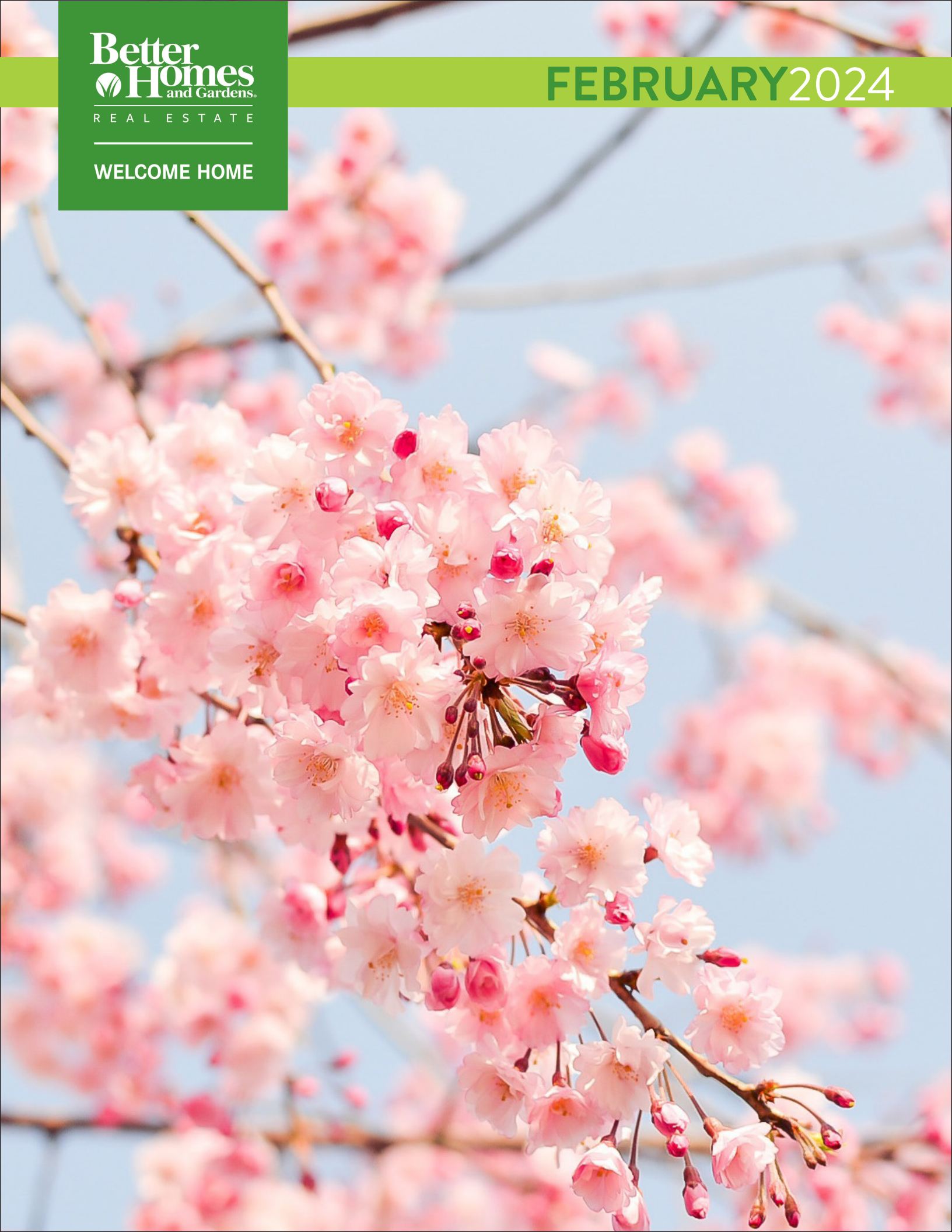


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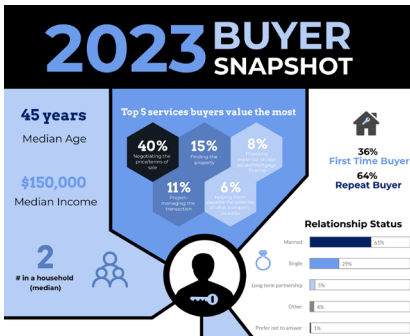
WELCOME HOME

**FEBRUARY** 2024



february 2024

# MARKET REPORT



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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!

# MARKET REPORT JANUARY 31<sup>ST</sup>, 2024

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>	170	0	4	11	27	45	29	54	5	38
<b>Active</b>	106	0	3	7	18	27	14	37		
<b>Pending</b>	64	0	1	4	9	18	15	17		
<b>Not Sold</b>	62%	0%	75%	64%	67%	60%	48%	69%		
<b>Paradise Listings</b>	94	0	1	6	36	25	16	10	3	19
<b>Active</b>	72	0	0	4	26	23	14	5		
<b>Pending</b>	22	0	1	2	10	2	2	5		
<b>Not Sold</b>	77%	0%	0%	67%	72%	92%	88%	50%		
<b>Magalia Listings</b>	54	5	3	26	14	1	3	2	3	11
<b>Active</b>	42	4	3	20	10	1	2	2		
<b>Pending</b>	12	1	0	6	4	0	1	0		
<b>Not Sold</b>	78%	80%	100%	77%	71%	100%	67%	100%		
<b>Oroville Listings</b>	109	1	11	28	34	21	5	9	4	33
<b>Active</b>	80	1	2	20	27	19	4	7		
<b>Pending</b>	29	0	9	8	7	2	1	2		
<b>Not Sold</b>	73%	100%	18%	71%	79%	90%	80%	78%		



“sustainably sourced” and “certified non-toxic.”

If you aren't sure where to start with switching over to eco-friendly, healthier cleaning, Better Homes & Gardens suggests checking with the U.S. Environmental Protection Agency (EPA)'s list of “signal words.” The EPA website has an “Environmental Working Group’s Label Decoder” that explains how to read labels and identify more harmful ingredients. Products that contain these can be avoided.

*home/good time to go green!*  
**eco friendly cleaning products to keep you healthy**  
The BHGRE Life - bhgre.life.com

Traditional, old-fashioned cleaning supplies are made with excessive packaging, non-essential ingredients like extra water and harmful ingredients. Sure, some of these really clean well but in the end the risks outweigh the benefits. You might end up with a sparkling and shiny countertop, but you could be adding to the nation's overflowing landfills, poisoning the oceans and making your family sick. Now could be the time to refresh your cleaning routines in a good way. So what kind of eco-friendly cleaning products also keep you healthy?

**Reducing Waste**

One of the easiest ways to cut back on paper towel use is to swap them out for bar towels, a great idea shared by Martha Stewart. Those made from microfiber are highly recommended because they absorb a lot of liquid and are also great for degreasing surfaces, cleaning up bacteria and dusting. They are also good for cleaning windows, drying produce and cleaning off cars and bikes. Once the towel is dirty, simply toss it into the laundry hamper. They are also inexpensive, and you won't have to shell out so much dough for paper towels.

Another way to reduce waste is to buy some of the newer cleaning products that are sold in concentrate form. Hand soap is one example – you can purchase one soap dispenser and a set of soap pods. Drop one in, add water and presto – liquid soap. When it runs out, add a new pod and water; no need to buy a new dispenser each time.

There are also companies that make multi-purpose cleaning concentrates in tablets and other forms that are made from biodegradable ingredients. Look for ones that are fragrance-free or made with plant-based scents or essential oils. If you really want to be eco-friendly, also buy from companies that donate a portion of their profits to environmental nonprofit groups.

**Say Adios to Harsh Chemicals**

When it comes to healthier cleaning practices, simplicity is the way to go. Many of these products are only made with plant-based ingredients and are packaged in refillable containers. Be sure to read those labels, and look for phrases like

As an example, the word “antibacterial” on a label means that the product has pesticides in it that kill viruses, molds and bacteria. While this could be effective for eliminating germs, it should be avoided in cleaning products. Enzymes are another watchword, because they are thought to cause respiratory problems and asthma in factory workers who make those products. Another one to look out for is fragrance, which can be produced from chemicals or natural sources.

**Healthier Cleaning Product Ingredients**

The cleaning products industry does not heavily regulate its ingredients, so consumers have to be educated enough to understand what certain words actually mean. Words like “non-toxic,” “organic” and “natural” are actually used as marketing terms, and should not be given serious consideration when making healthy choices. So instead of simply buying something that is labeled as organic, look for the USDA Organic logo or the U.S. Department of Agriculture's “Certified Organic” logo.

Green Seal and EcoLogo are two independent agencies that offer independent certifications for eco-friendly cleaning products. They have manufacturers send in data to show product effectiveness, and the agencies ensure that the goods meet the current green standards. Look for these certifications on commercial cleaners, but you can also find them on some household cleaners.

**What About Allergies?**

Eco-friendly cleaning products can be better for your health and the environment, but some can produce allergic reactions. Many green products are made with essential oils that provide pleasing scents, but they are known to trigger allergic reactions in some people. If you want to try a cleaning product made with an essential oil, use it very sparingly at first just in case – and never pour it right onto the skin. People with allergies can stick to fragrance-free cleaners to avoid any problems.

Speaking of allergic reactions, another way to prevent them is to buy a HEPA vacuum cleaner. Better Homes & Gardens explains that effective HEPA filters can remove about 100% of airborne allergens, as well as the normal debris, dust and dirt. You can find upright, handheld and cordless vacuums with HEPA filters, and rest assured that using them will help you and your family breathe easier.



**are you looking  
for a local  
professional?  
ask your closest  
bhgre realtor!**

# 2023 BUYER SNAPSHOT

**45 years**

Median Age

**\$150,000**

Median Income

**2**

# in a household  
(median)



## Top 5 services buyers value the most

**40%**

Negotiating the price/terms of sale

**15%**

Finding the property

**8%**

Providing expertise on real estate/mortgage finance

**11%**

Project-managing the transaction

**6%**

Helping them visualize the potential of what a property could be



**36%**

First Time Buyer

**64%**

Repeat Buyer

## Relationship Status

Married



Single



Long term partnership



Other



Prefer not to answer



## Generation Breakdown

48%



28%



21%



1%



2%



Gen Z Millennial Gen X Boomer Greatest

## Ethnicity

Other

13%

African American

3%

18%

Hispanic/Latino

16%

Asian/Pacific Islander

50%

Caucasian

food/fun treats!

## hot cocoa from scratch

*Customize this big-batch Hot Cocoa recipe with your favorite mix-ins.*

*For adults, try Irish cream liqueur or instant espresso. For kids, opt for cinnamon or peppermint extract.*

**Ingredients**  $\frac{1}{3}$  cup sugar  
 $\frac{1}{3}$  cup unsweetened cocoa powder

4 cup half-and-half, light cream, or whole milk

1 teaspoon vanilla

Tiny marshmallows (optional)

*Directions:*

*In a medium saucepan combine sugar and cocoa powder. Gradually whisk in 1 cup of the half-and-half. Cook and stir over medium-low heat just until mixture comes to boiling.*

*Gradually whisk in the remaining 3 cups half-and-half. Heat through but do not boil. Remove from heat. Stir in vanilla. If desired, top with marshmallows.*

*Spiced Mexican Hot Cocoa:*

*Prepare as directed, except stir  $\frac{1}{2}$  to 1 teaspoon ground cinnamon into the sugar mixture. Add  $\frac{1}{2}$  teaspoon almond extract with the vanilla.*

*Mocha Hot Cocoa:*

*Prepare as directed, except stir 1 tablespoon instant espresso coffee powder or instant coffee crystals into the sugar mixture.*

*Irish Hot Cocoa:*

*Prepare as directed, except add  $\frac{1}{4}$  cup Irish cream liqueur with the vanilla.*

*Minted Hot Cocoa:*

*Prepare as directed, except add  $\frac{1}{4}$  cup peppermint schnapps or  $\frac{1}{4}$  teaspoon peppermint extract with the vanilla.*

## USE OUR MOVING TRUCK FOR FREE!

If you buy or sell with us, you can use our moving van!\*

We also lend our moving van out to:  
Community Organizations

Non Profits  
Charities  
Schools



*\*Ask your local BHGRE Welcome Home agent for more details!*

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



## 19 Ideas for Valentine's Day Decor, Date Nights, and More

For all the details, check out this QR code for the full BHG Article!



1. Decorate with Valentine's Day Decor
2. Host a Valentine's Day Brunch
3. Sign Up for a Cooking Class
4. Send Valentine's Day Cards
5. Have a Movie Night In
6. Host a Wine Tasting
7. Make Valentine's Day Desserts
8. Make Heart-Shape Pancakes
9. Try a New Restaurant
10. Host a Valentine's Day Party
11. Deliver Homemade Treats
12. Plan a Staycation
13. Build Your Own Floral Arrangement
14. Plan a Progressive Dinner
15. Treat Yourself to the Spa
16. Have a Craft Night
17. Make a Heart-Shape Charcuterie Board
18. Celebrate Outdoors
19. Cook a Fancy Dinner for Two



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Homes**  
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WELCOME HOME

happy valentines day!