

**WE ACKNOWLEDGE THE PAST AS
WE FIGHT FOR A MORE EQUITABLE FUTURE.**

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One-third of homebuyers would relocate if remote work becomes permanent

Source: Redfin

Two-thirds of homebuyers and sellers would consider moving—or

already have moved—to a different city or area given the opportunity to work remotely permanently, according to a study from Redfin.

One-third of respondents—34%—have already moved to a different city or area, and just as many—33%—would like to. Broken down by distance, 30% of respondents said they have already moved less than 50 miles away from their former home and 23% would like to move less than 50 miles away. Just 4% of respondents have moved more than 50 miles away and 10% would like to move more than 50 miles away.

The report is based on a Redfin-commissioned survey fielded in November and December 2020 of more than 1,400 people who bought or sold a home in the previous 12 months or plan to buy or sell a home in the next 12 months across 32 major U.S. housing markets.

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Do You Make These 5 Mistakes in Your Follow Up Calls?

Lead conversion is an Achilles heel for many agents. What good is generating leads if you can't convert them to appointments? Not only is this a waste of your time and money but watching leads "die" is highly demoralizing. It's one thing to not generate enough leads, but

to find a prospect and then watch them go to another agent is worse. Most agents make the same common mistakes.

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Greater kitchen storage in demand

Source: Houzz

Kitchen storage is a top priority among renovating homeowners, the 2021 U.S. Houzz Kitchen Trends Study found, based on a survey of more than 2,000 homeowners planning or in the midst of a kitchen remodel. Renovators are paying closer attention to their cabinet and pantry storage.

Many of the surveyed homeowners turned their attention to upgrade their kitchen cabinets, either replacing them or refacing the ones they already have. Also, the percentage of homeowners adding or upgrading a pantry space is on the rise. Nearly half of homeowners upgraded their pantry cabinets, and one in eight added a walk-in pantry—both up compared to last year, the survey finds.

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Inland Empire, Orange County see biggest house price gains in 6 years

Source: OC Register

Southern California house price gains are accelerating, and there's no end in sight for an 8 1/2-year streak of rising prices, home data firm CoreLogic reported.

House prices jumped 10.8% in the 12 months ending in November in the Inland Empire, according to CoreLogic's Home Price Index. In Los Angeles County, prices rose 7.2% from a year earlier, and Orange County prices rose 6.5%.

November's appreciation rates for Orange, Riverside and San Bernardino counties were the biggest in more than six years. L.A. County's price gain was the biggest gain in 2½ years. Appreciation was more than double November 2019 rates — and triple appreciation rates in Orange County.

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Don't buy just because rates are low

Source: CNBC

While more than half of renters, 58%, say the Covid-19 pandemic has spurred their desire to own a home, according to a survey from Lowe's, financial planners advise not to jump on great mortgage rates because you're worried you'll end up paying more later.

If you're considering buying a home right now, here are four key things to think about, according to financial planners: 1) evaluate whether owning a home is the best option for you; 2) Plan for at least a 20% downpayment; 3) make sure you can afford the total costs of homeownership; and 4) don't worry about missing out because lower rates will linger around.

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Mortgage refinances spike as buyers fear missing out on record-low rates

Source: CNBC

With mortgage rates starting the year on an upward climb, borrowers fearing they might miss the last of the lowest rates fueled a spike in refinances.

Mortgage applications to refinance a home loan spiked 20% last week compared with the previous week and 93% higher than a year ago, according to the Mortgage Bankers Association. That was the highest

level since last March.

The average contract interest rate for 30-year fixed-rate mortgages with conforming loan balances (\$510,400 or less) increased to 2.88% from 2.86% last week for loans with a 20% down payment. That rate was 99 basis points higher than a year ago.

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