INTERO
REAL ESTATE SERVICES

Have questions about Real Estate? Please give me a call.

August 2026

BEING FRANK ABOUT REAL ESTATE

The official monthly newsletter of Frank Vento

PREYING ON HOMEOWNERS

Older Americans are at risk of losing a lifetime of equity

Doris Nelson's daughters were worried. In 2022, their mother, then 72, signed an agreement of sale for her Philadelphia home with a property wholesaler, a company that buys a purchase contract for a house, often for less than it is worth, then sells the contract for a higher price.

"My two daughters said, 'They aren't giving you enough for the house,'" Nelson says. When she expressed concerns about the contract to the wholesaler, a lawyer threatened to sue if she failed to close the deal.

One daughter then called Community Legal Services of Philadelphia, a legal aid organization. After CLS cited a 2020 Philadelphia law aimed at unethical wholesaling practices, the company agreed to cancel the contract.

Homeowners nationwide are getting trapped in dubious wholesaling contracts, enticed by promises of quick cash and simple transactions. Wholesalers often promise to buy your house "as is." They mail flyers, send emails or make robocalls declaring, "We want to buy your home," and they post roadside signs proclaiming, "Cash for homes." But as Nelson discovered, homeowners often receive tens of thousands of dollars less than their home is worth.

"On average, they're robbing you of $50,000 to over $100,000 of equity," says William Boucher, deputy director for enforcement with the Nebraska Real Estate Commission.

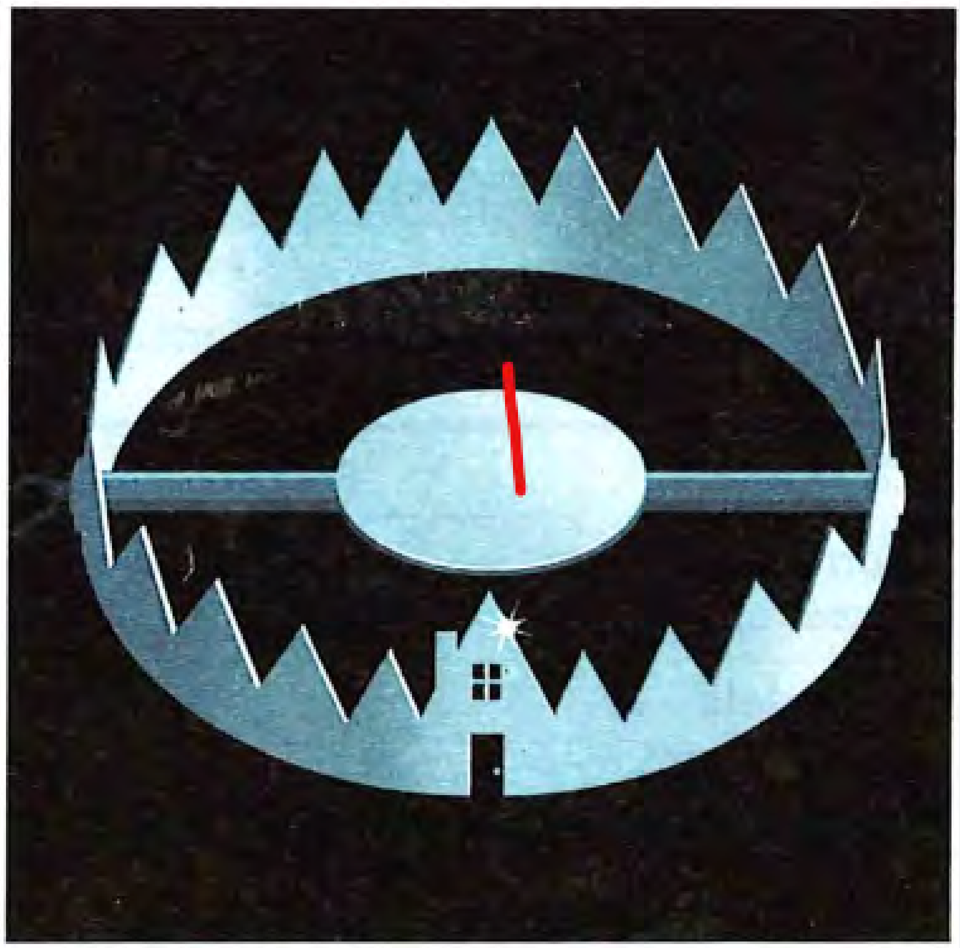
Despite the shady practices, the industry is growing. Real estate wholesaling is expected to be a $15 billion market in the U.S. by 2033, says research firm HTF Market Intelligence.

AARP is working with state lawmakers to regulate the residential wholesaling industry in several states. State lawmakers can use a model set of regulations crafted by AARP, which includes requirements to get an appraisal of a property's value, a license for wholesalers, and a right-to-cancel option so homeowners can void contracts.

"Too often, residential real estate wholesaling involves predatory tactics that can strip homeowners—especially older adults—of the generational equity they've built over a lifetime," says Samar Jha, a government affairs director at AARP.

DECEPTIVE STRATEGIES

Wholesalers often use aggressive, misleading practices. Companies can find ZIP codes with high concentrations of older homeowners and comb public records to identify foreclosure filings, divorces and recent deaths.



"They find homeowners in difficult situations and pressure them to enter these contracts quickly and to close the sales quickly," says Keith Clayton, special deputy attorney general with the North Carolina attorney general's office. "They engage in all kinds of high-pressure sales tactics, misrepresentations about the value of the home, misrepresentations about market conditions, and even misrepresentations about possible tax debt."

Their pledge to buy properties "as is" can also be a sham. Buyers sometimes retract that promise and demand repairs before accepting a deed. For homeowners trying to avoid foreclosure, the buyer may promise a way out, then take the deed without paying off the mortgage balance, leaving the home seller responsible for the monthly payments, the Pennsylvania attorney general's office warns.

Unscrupulous tactics to prey on homeowners aren't limited to wholesaling. In a 2025 survey from the National Association of Realtors, 63 percent of respondents said they were aware of title fraud happening in the past year. The FBI received more than 12,000 real estate fraud complaints in 2025, with $275 million in losses.

One case involved MV Realty, a Florida company accused of preying on homeowners. Among the targets was Dorothy Sayah, who was suffering from dementia-like symptoms. Shortly before a court declared her incompetent, Sayah signed a contract giving MV Realty the exclusive right to sell her home over a 40-year period. She received $800 for signing the contract, while the company could collect a substantial fee if the home were sold.

Sayah died a few months later. Her attorney was able to get the contract rescinded and helped prompt legal action against MV Realty. In December 2025, a court ordered the company to pay $3 million, and attorneys are seeking restitution for affected homeowners.

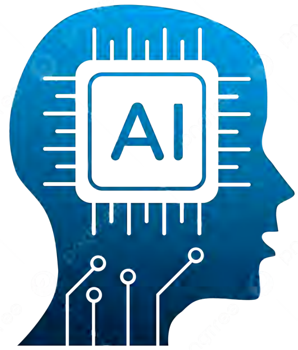
Other states have also taken action against similar practices. AARP continues to push for stronger consumer protections to help homeowners retain the full value of their homes.

By Ken Budd

Ken Budd writes about fraud and personal finance for AARP.
AARP Fraud Watch Network Helpline: 877-908-3360
Latest fraud news and advise: www.aarp.org/fraudwatchnetwork

AI AND ITS IMPACT ON DAILY LIFE AND WORK

No, this is NOT an article written by AI. It seems to be a headline and woven into many conversations in that past 12 months. We've had technology breakthroughs in the past. The phone, light bulb, phonograph, 8-track tape, cassette, CD, and IPod, Fax machines, scanners, pagers, Blackberry, flip phone, IPhone, IWatch, Virtual reality goggles. Now it's AI.



If you think about it, AI has been around and in use for awhile. Call an 800# and get stuck in voice prompts, unable to talk to someone or get the answer you wanted. Photoshop enhanced photos took a lot of time; now you can drop a photo into your favorite AI tool and tell it what you want. It's changed in 5-10 seconds. How cool is that? Taking photos for a new property coming to the market? If it's foggy, no problem, just add blue sky. House has a fireplace? Add a digital fire to it. I definitely have not been an early adopter of technology in the past. But I'm finding these tools can save time and allow me to do and create things that in the past were way out of touch.

Is there a danger with this technology? Absolutely. All kinds of evil can be done with this. For example. scammers pulling someone's voice from social media and creating a fake distress kidnap call. You fork out thousands to save a loved one's life, only to find out they were at work and in no danger at all.

I was recently at a real estate event with about 5,000 agents; I had plugged in with a company in February and put some of the suggested strategies in place so if a potential client was searching on AI for all things real estate I would come up in the search. Well, on Tuesday, while on a break, I listened to a voicemail, and the lady was looking at a vacant lot and had some questions. I called back and discussed the property and process to get from purchase to sipping lemonade on the front porch. Before hanging up, I asked how she had found me or was she referred? Her answer was, "you're all over AI", which means the tools I implemented in February and since are working. That gets me excited. I don't think this is a fad.

What's your thoughts, fears, concerns with AI, please share.

MARKET UPDATE

Coastside Real Estate Market Report
Single-Family Homes:
Montara to Pescadero
Data current as of August 6, 2026

🌊 The mid-summer coastal market remains steady, with healthy demand for well-positioned homes and strong price stability across our local communities.

📊 Quick Numbers at a Glance

- Median Sale Price: $1,480,000
- Median Days on Market: 34 Days
- List Price Received: 99% (Median)
- Sale Range: $1.125M – $5.75M

🏡 Inventory & Activity

- 59 Active Homes for Sale
- 19 Pending Sales (Under Contract)
- 18 Homes Sold since July 1st
- 10 Off-Market (8 Canceled, 2 Withdrawn)

💡 What This Means for You
For Buyers: While homes are selling close to asking price (99% median), the 34-day average time on market means you have time to make thoughtful decisions. Some properties are seeing strategic price adjustments before accepting offers, creating opportunities for savvy buyers.

For Sellers: Pricing accurately from Day 1 is key. Homes priced to market sell near full ask, but overpricing leads to longer days on market or listings taking a pause (10 homes were canceled or withdrawn this past month).

Thinking about buying or selling on the Coastside? Reach out anytime for a localized look at your home's value!

Would you like me to help draft a personalized opening intro or add your agent contact information to the bottom? Let me know.

FALL MARKET IS AROUND THE CORNER

The FALL housing market is just around the corner. Yes, it is. Can you believe it? Labor Day is Monday, September 7th, which is "unofficially" the end of Summer. The students are headed back to school already or will be soon.

There are always homes selling every day, a Buyer buys and Sellers sell. In the Bay Area and on the Coast in the Half Moon Bay area and in general, Fall and Spring are the busier times of the year for real estate sales. So, if you're a Seller thinking about selling, we have time to get you and your home prepped to sell.

If you're a Buyer, it's time to get you pre-approved or updated with your lender. And have you signed a Buyer Broker agreement. Yes, for the last couple of years, since the sweeping lawsuits, Buyers just like Sellers need a signed agreement to engage a Realtor's services. I know this is a SHOCK to many Buyers who call and want to see my listings. When I inform they will need to sign an agreement, most suddenly remember they already have an agent. Most say they do not want to waste "their agents" time. But would be OK wasting mine. Go figure.

For the value we provide and the nuances of working with a Buyer to find them the right place, I want to be at a showing with my client. So, if you're ready, let's get an appointment on the calendar to meet and figure out a plan for you.

PLEASE JOIN MY YOUTUBE CHANNEL

Please join me on YouTube. Follow the link and subscribe for current real estate insights.

Join me on Facebook.

.... IN THE MARKET ....

ACTIVE ....

807 Tierra Alta, Moss Beach **<----Live Link**

MLS #:ML82051631
Bed/Bath: 3/2
Apprx Size: 1250 Sq Ft
Apprx Lot Size: 4,791 Sq Ft

Status: Active
Age/Year Built: 60 / 1966
List Price: $1,274,000

ACTIVE ....

527 North Street, Pescadero **<----Live Link**

MLS #:ML82051808
Bed/Bath: 2/1
Approx Size: 1030 Sq Ft
Apprx Lot Size: 15,000 Sq Ft

Status: Active
Age/Year Built: 116/1910
List Price: $1,495,000

ACTIVE ....

41 Driftwood Trail, Half Moon Bay **<----Live Link**

MLS #: ML82054048
Bed/Bath: 2/2
Apprx Size: 1,440 Sq Ft

Status: ACTIVE
Age/Year Built: 50/1976
List Price: $ 475,000

FRANK'S FUN

First, Happy Birthday to Mom! We went to Hurrica's, out on the water in Redwood city, and had a fun evening in the family.

My cousin Robert's birthday was celebrated at Mezza Luna for an afternoon lunch.

I've been busy getting things done. We got rid of the shipping container that's been in the yard for a couple of years. Donated items to RESTORE, put a pile of stuff out front that was picked up, except for 1 item. Things went into the garage and house and to our local thrift store. Then we re-sorted our storage shed, took things to the thrift store, the garage and house to further sort. It was a late spring cleaning.

Now in the garage, I need to filter that "extra stuff". My dad volunteered to help because he enjoys doing that. We found a couple of signs that I haven't seen in awhile; those will be hung up in the garage.

In other antics, my brother invited me to join him and the Bay Area Roadster Club for a trip to Washington (Tacoma Area) for the Good Guys Road and Custom car show.

Have you ever ridden in a two-seater sports car, open top? Well, imagine sitting on a love seat going slightly over the speed limit (80 mph) on Interstate 5 with 11 Ford Roadsters, a 32 5w coupe, 56 Ford pickup, 36 Ford Coupe, and a custom 65 Buick Riviera.




3 of these guys are nationally known custom car shop owners/builders. So, we left Brizio Street Rods and headed north to Granzella's in Williams near the 505/5 junction, then up to Medford Oregon, after several gas stops. Social Hour in the hotel lobby, then off to dinner. Up early and headed to Cottage Grove for breakfast, more gas, and then to Brian F's house for dinner. He and his wife went all out with snacks & beverages and then dinner! A tour of his car collection and couple of his friends cars. What a treat that was, then headed to our hotel on the water. The next day we headed to the car show and had a great day. Pizza for dinner and then I flew home. The crew spent another day at that show. Tony the owner of the 56 Ford Truck got 3 awards. Then drove home Sunday and Monday.


Also, attended the Revival in the Redwoods, hosted by the Community United Methodist Church at Memorial Park. 70 coastside kids playing in the Redwoods and learning spirituality, God and nature. We helped set up camp, spent two night shifts, and then the teardown of camp.

My truck motor is almost back in my hands, it's finished and needs to come off the run stand. Then I can pick it up, or it may get delivered.

Other highlights getting after the front yard, trimming things back, pulling weeds and getting the yard to look a little less "natural' or "wild".

Finally, I'm headed to Anaheim for the Tom Ferry Success Summit, where numerous presenters and agents come from all over the U.S. I'll will give you the highlights of that next month.

Check my updated website and follow me on Instagram or Facebook.

If you know a friend, neighbor, or co-worker who is thinking about buying or selling, I would love to have the opportunity to provide my services. I'm never too busy for your referrals.

FOLLOW ME ON SOCIAL MEDIA!

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VIEW WEBSITE