

Kirkland Lifestyle Ad 2024

Reaching our community!

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BRIAN HOPPER 425.300.7330 | BRIANHOPPER.COM
Nothing compares to *what's next.*



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2024 REAL ESTATE FORECAST

With interest rates fluctuating, an ongoing shortage of housing on the market, and area-wide high home prices, it's challenging for would-be buyers and sellers to gauge the right time to enter the market. What key things should you do to prepare to sell your house? How do you manage your expectations to maximize your likelihood of closing on a home? Read on to find out.

OUR RESIDENT EXPERTS SHED SOME LIGHT ON WHAT WE CAN EXPECT IN THE KIRKLAND HOUSING MARKET THIS YEAR

PHOTOGRAPHY COURTESY OF THE INTERVIEWEES

Photo credit: Brandtlegic



Brian Hopper

Realogics Sotheby's International Realty

WHAT TRENDS DO YOU FORESEE IN KIRKLAND AMONG NEW BUILDS FOR 2024?

One exciting trend I am seeing is the return of the in-home spa. Not quite like The Post hotel, but similar! Dry saunas, cold plunges, and even steam saunas all are being built in modest-sized homes. Additionally, smart home technology is becoming the norm, even incorporating the appliance package into the tech fold. From under the counter wireless phone chargers, to automated lighting, the ideas are endless.

FOR SELLERS WHO WANT TO GET THEIR HOMES MARKET-READY, WHAT UPDATES GIVE THE MOST BANG FOR THE BUCK?

Kitchen and primary bath are the big ones, but also the home's exterior presentation. I am a yard guy, and by making sure your yard looks fantastic, the buyer-candidate isn't dreading future maintenance. Create an outdoor living space if you haven't, to provide leverage in this marketplace. My team has the resources to handle any needed improvements and preparation.

WHAT ADVICE DO YOU HAVE FOR BUYERS THIS YEAR?

Sooner the better buyers! With anticipated interest rates reducing, any small trickle down will reflect in buyer activity. Since the start of the year, we are seeing a 4x increase in lead activity over January of 2023. Get ready!

CONTINUED >



The Master Plan Bellevue, WA



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BELLEVUE




HOSTED BY BRIAN HOPPER

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Brian Hopper



• WHAT ARE YOUR THOUGHTS ON WHAT THE REAL ESTATE MARKET WILL DO IN 2023?

At the time of writing this I am already surprised at the level of buyer activity starting after the new year - buyers have acclimated to higher interest rates. Rates below 6%? Don't expect it in 2023.

I've been thinking about each of 30+ families that I had the honor and privilege to work with last year. 2022 marked many milestones for me: My family and I moved to a different community within Kirkland, and I finished my 18th year of selling homes, selling over \$68,000,000 in total sales volume. I look forward to helping my clients navigate this new market in 2023.

• ANY ADVICE THAT YOU WOULD OFFER A HOME BUYER THIS YEAR?

2023 is the year you do not want to let your dream home slip by. Fewer buyers are pursuing homes, and builders and flippers are slowing acquisitions, meaning reduced competition. Buyers have more negotiating power and can slow down and perform inspections. A well-prepared home in Kirkland may still bring multiple offers, so a trusted real estate professional is crucial to get the home you want.

Yes, you missed all-time low rates but not having to purchase well above asking price will save in the long-run, and you can refinance when rates drop.

Where's the value for buyers? New construction. The Kirkland market is still competitive, so submit your best offer. Most importantly, partner with a local real estate professional who has the experience to ensure you get that home you desire in our beautiful city.

• ANY ADVICE THAT YOU WOULD OFFER A HOME SELLER IN 2023?

Your listing price must be competitive and realistic. Expect your home to take longer to sell than you think it will. My pricing strategy: Never chase the market, find a suitable price for what you predict the market will do next. The first offer received is often the best. Any Kirkland sellers in 2023 who have owned for over 12 months should have decent equity built up (provided you didn't pull out a HELOC to buy that boat). The median home value climbed from \$526,000 in 2015 to \$1,250,000 in December 2022.

Today, for a home to reach top dollar it must be detailed to the nines. Properly preparing your home will give you leverage in what is becoming a buyers' marketplace. My team has the resources and trusted vendors to handle any needed improvements and preparation.

CONTINUED >

Kirkland Luxury Homes 2023

[-read more here-](#)

Trailside Group Kicks Off Residential Presales at 962-Home, 354-Acre Ederra Masterplan in Cle Elum -2023

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Trailside Group Kicks Off Residential Presales at 962-Home, 354-Acre Ederra Masterplan in Cle Elum

December 6, 2023

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Prospective Buyers and Real Estate Brokers Offered First Right of Opportunity for

Realogics Sotheby's International Realty, Trailside Group Ink Exclusive Listing Agreement

Antoinette Alexander Oct 9, 2023

f X e p l i n



From left to: Dan Redwine, Dean Jones, Sarah Skryabnev, Blakeney Wilsner, and Brian Hopper.

Courtesy of Realogics Sotheby's International Realty



TRENDING

- 1 Mayoral Minute: Mary Lou Pauly
- 2 The Bill Krueger Celebrity Drive-Off Comes to Topgolf
- 3 Bellevue's Northup Connector Linking East to 520 Trail Corridor Completed, Celebrated
- 4 Wildland Fire Mitigation and Management Commission Report Outlines 'New Approach' to Address Wildfire Crisis
- 5 NWMLS November Report Shows Reduced Home Inventory Fueling Higher Prices



Home of the Month

Courtesy Of MN Custom Homes
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Realogics Sotheby's International Realty, Trailside Group Ink Exclusive Listing Agreement - 2023

[-read more-](#)

Best of Kirkland 2022

-read more here-

20 BEST of KIRKLAND 22

I'm honored to have been voted Kirkland Lifestyle's best agent of 2022! Serving the community is a true honor, and I look forward to continuing to support you in 2023. Whether you're seeking a new place to call home, interested in finding a second-home getaway, or simply wanting to learn more about your options, I'd be pleased to assist.

#1 AGENT

by Sales Volume, 2021 and 2022
RSR, Kirkland

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2022 REAL TRENDS AMERICA'S BEST REAL ESTATE PROFESSIONALS
REPRESENT THE TOP 1.49% OF OVER 1.6M REALTORS® NATIONWIDE



2022 luxury real estate market review

Kirkland Lifestyle asked our luxury real estate partners for their expert advice on what to expect in 2022. The resounding feedback: no doubt that our area will experience another historical year of growth and demand. If you're planning to buy or sell, check out this advice from some of the best in our area.

•Thoughts on the 2022 market: The Federal Reserve has signaled that interest rates could potentially be raised 3-4 times during 2022, which will affect affordability for some buyers. As for pricing in Kirkland, I anticipate that the rate of price appreciation will not be quite as high as we saw in 2021, but demand will still be very high, and we'll continue to see low inventory, and many multiple offer scenarios.

•Tip for Buyer: Expect the same challenge of historically low levels of inventory through this year. It's important for buyers to have an agent who knows how to write an aggressive offer that stands out besides high price.

•Tip for Seller: It is key to make sure your home is dialed in and presents the best, which is how we have been able to make our selling client the most money. Listing sooner than later this year will prove to be the better play for sellers.

•Contact: BrianHopper.com, @hoppergroup



Brian Hopper

Realogics Sotheby's International Realty

Kirkland Lifestyle Magazine

March 2022 Feature Article

'luxury real estate market review'

[view the magazine](#)

Mike Moghaddas

Compass

+WHAT'S TRENDING IN 2025?

I'm seeing more interest in NW modern and traditional homes with sustainability as a top priority. From custom arched windows and doors, to earthy tones and unexpected patterns, it seems there's more bold expressions in design. ADUs are becoming very popular, providing extra income for investors and families.

+TIP FOR BUYER:

1. Get pre-approved 2. Get a good agent. 3. Be patient, rates should come down slightly, creating more inventory 4. Search in emerging areas if you're buying for investment (the next big place is more profitable than the already discovered one) 5. If you find the perfect home now, don't wait for lower rates. Rates may fall, but not by much.

+TIP FOR SELLER:

1. Find a top agent who specializes in your area, return is always much higher when you work with one. 2. Don't over-price your property. 3. Make sure your agent invests in luxury marketing (such as photography and staging). 4. Showcase your home in its best light. 5. Virtual tours reach more buyers, make sure to have a nice one. 6. Inventory is going to increase, so don't wait too long to sell unless you want more competition!

+PERSONAL HIGHLIGHT FROM 2024:

The sales of two beautiful waterfront properties that I had the opportunity to list and sell. The properties sold for \$9,135,000 and \$6,500,000 and offered over 90' of lakefront in Kirkland with unbeatable west-facing views.

Teammoghaddasrealty.com
Instagram: @Mikemoghaddas



Brian Hopper

Realogics Sotheby's International Realty

+WHAT'S TRENDING IN 2025?

For Kirkland we will continue to see higher density housing: ADU's, cottages, smaller residences in general. These new builds make entry into homeownership more affordable. However, I do not support the intense densification of Kirkland's residential neighborhoods with 4-6 story buildings whatsoever.

+TIP FOR BUYER:

More inventory will come on earlier in the year than last year, but it will go quick. Don't bet on expected higher rates this year to slow down home buyers, and be ready to compete against cash offers (ideally sell your home before purchasing). A local broker will open the door to more inventory.

+TIP FOR SELLER:

Leaving no stone unturned in home prep prior to market paid dividends for my selling clients in 2024, and I expect the same in 2025. My team will see to it that our trusted vendor network has everything set for market. We know what will procure a quick profitable sale, and we only recommend improvements when necessary.

+PERSONAL HIGHLIGHT FROM 2024:

We set a record on our 'Gold Coast' in Kirkland along the water; a home positioned on 60' of water frontage sold for \$8,300,000 equaling \$138,000 a linear waterfront foot! I am proud to expand my team as we wrapped up a project over in Suncadia Resort with sales totaling over \$27,000,000. I also celebrated my 20th year serving clients!

BrianHopper.Com
Instagram: @Hoppergroup

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