

Business Spotlight

Is there a real estate ‘bubble’ in Pleasanton? Is it about to burst?

“The residential real estate market in Pleasanton tends to be more stable than markets in other areas,” said Randy Brown of PMZ Real Estate. “Other areas are more susceptible to residential market bubbles because they are subject to periods of overbuilding,” said Brown.

Because of the limited amount of new home construction, safe environment, top-rated schools and a solid City (debt-free, high tax revenue), Brown believes Pleasanton’s real-estate market is far from bubble territory. As a vibrant city of over 70,000 residents, Pleasanton has managed to retain its small town charm and character. “Real estate in Pleasanton is very attractive,” said Brown.

“The market conditions that caused dramatic price increases circa 2005 are significantly different today,” said David Stark, Public Affairs Director for Bay East Association of Realtors. “While demand is still very high,

and Pleasanton is a desirable location for home buyers, risky loans have all but disappeared. And buyers must have their financial house in order to qualify for purchase financing,” said Stark.

Having been a buyer, a seller and a family man, Brown understands the obstacles and uneasiness that can present itself with the decision to buy or sell a home. He is very active in the community and truly believes that developing long relationships and friendships with his clients is a priority in the real estate industry.

While inventory of homes for sale in Pleasanton has slowly been increasing this spring, Brown maintains his stance that there is no “bubble,” saying it’s all about supply and demand. “Very few families want to move, they like it where they are. Sometimes people will downsize after their kids go off to college or when they retire. But here many families will live in the same home for 30 or more



Randy Brown of PMZ Real Estate believes the Pleasanton real estate market maintains its stability because it is a desirable place to live, it has a safe environment and it has top rated schools.

years. They like their neighborhood and they want to stay there. This effects the supply and demand,” said Brown.

Stark continued, “There are two

things that would cause a major shift in the Pleasanton real estate market: a natural catastrophe that impacted demand for ownership housing or a major change in lend-

ing policies and higher interest rates.”

For more information, contact Randy Brown at 925-895-5613 or rbrown@pmz.com.