

NEWS



Prudential
California Realty

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Cathy Harrington
Prudential California Realty
925.924.4751
Cathy.harrington@prurealty.com

HOPE IS ON THE ‘HORIZON’ FOR OAKLAND REAL ESTATE

Prudential agents sell Montclair lot in two days, indicating Oakland real estate rebound

OAKLAND, Calif., October 28, 2009 — The average time on market for a lot in the Montclair neighborhood of Oakland is 58 days (with the majority of land waiting for offers for up to two years). Prudential California real estate agents Aaron D. Brown and Bryan Salomone sold 6559 Farallon Way in only two days.

While the property was priced aggressively, Aaron was anticipating Farallon to be on the market longer based on his comprehensive comparable market analysis. To his amazement, the property sold immediately. Working in the listing’s favor were cascading horizon views of the Golden Gate, Bay Bridge and Marin Headlands.

“It really was a spectacular parcel of land, and the rate at which it closed is an indication that things are beginning to turn around,” says Aaron.

Aaron D. Brown is widely known for his excellent level of service. When the neighbors came to look at this abandoned treasure in the hills of Montclair, Aaron saw their intent to purchase and helped them swiftly secure the winning offer.

“Standing on this property at the top of the Oakland Hills and looking out at the breathtaking horizon really gives me hope about the state of the current real estate market. This area is just too beautiful and diverse not to bounce back,” says Aaron.

Aaron understands Montclair real estate well and clearly has his finger on the pulse of the market. He has sold three properties on Skyline Boulevard between July and August, with 23 escrows closed so far this year.

“I’ve grown up in the East Bay and see a bright future ahead for our real estate market. Having the privilege to work with people in the community and facilitate their real estate transactions is a sacred task. When I see properties like Farallon move so quickly, it keeps me optimistic about what’s to come.”

About Aaron Brown:

Aaron is a top-producing agent who writes a weekly newsletter containing pertinent market information on Oakland, Montclair, Piedmont, Berkeley, El Cerrito and Albany. He can be reached at 510.842.SELL or Aaron@aaronDBrown.com. Additional information about Aaron can be found online at:

www.AaronDBrown.com | www.Youtube.com/RealtorAB | www.Facebook.com/RealtorAB

About Prudential California Realty:

Founded in 1887 as Mason-McDuffie Real Estate and transitioning to the Prudential name in 1997, Prudential California is a leading innovator of real estate technology solutions to its agents and clients. Prudential California Realty provides comprehensive real estate solutions when buying, selling and owning a home with more than 6,500 transactions and \$3 billion in annual sales for 2008. The company offers consumers full MLS access to home listings through its website www.PruRealty.com. Owned by David Cobo and Ed Krafchow, the organization cumulatively has more than 1,700 agents and 40 offices. Prudential CA/NV is an independently owned and operated member of the Prudential Real Estate Affiliates.

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