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SOUND OFF

Q: When you list a property, what are the three major things that influence how you price the home?

A: Location, location, location. That's the one thing about real estate that can't be changed and is, therefore, the most important factor. The home's condition, however, can be changed, and I usually help the seller weigh which improvements will bring an increase in sales price above what is spent.

Comparable sales are important, too. The buyer will also be looking at these in deciding what to offer for the home.

Comps tell us about what values are in the current, local market.



You also have to factor in what neighborhood a home is in and its size. Timing is important, too, especially in a changing market. We used to look at six months' worth of comps, but now, it's smarter to stay closer to three months. I typically try to price the property within about 5 percent of what I believe it will sell for, but not lower than what the seller will accept.

—Lorri Rosenberg Arazi, Pacific Union International, Montclair

Rates drop yet again, across the board

ASSOCIATED PRESS

Rates on 30-year mortgages matched the lowest level in decades and rates on 15-year loans dropped to their lowest point in nearly 20 years.

MORTGAGES

Mortgage buyer Freddie Mac said Thursday the average rate for 30-year fixed loans fell to 4.32 percent, the lowest

on records dating back to 1971. That's down from 4.37 percent the previous week and equal to the average rate reached four weeks ago.

The average rate on 15-year fixed loans fell to

3.75 percent, the lowest on records dating back to 1991.

Rates on five-year adjustable-rate mortgages averaged 3.52 percent, down from 3.54 percent a week earlier.

The List

Each week, our writers scour Sf.BlockShopper.com for lists that tell a real estate story.

10 Lowest Median Sale Prices Peninsula

1. East Palo Alto	\$250,000
2. North Fair Oaks	\$375,000
3. San Bruno	\$457,000
4. Brisbane	\$465,000
5. South San Francisco	\$482,875
6. Broadmoor	\$489,000
7. Daly City	\$500,000
8. Pacifica	\$529,500
9. San Mateo	\$600,250
10. El Granada	\$629,000

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JOYCE GARMON
West Bay Ad Sales
(415) 777-7340

STEVE SCHNIEDERMAN
Advertising Director
(415) 777-6226

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