



SUMMER 2020

REALSMART

Newsletter

A QUARTERLY JOURNAL OF REALSMART IDEAS

HOW MUCH WOULD IT COST TO BUILD A BRAND NEW HOME?

Clients often ask me about the cost of specific home improvements. “I want to remodel my bathroom, what would that cost?”, “What about adding a deck, or putting on a new roof?”, “How much would an addition cost? The answers to these questions are never simple, and almost always begin with a “depends” (and no, we’re not talking about the absorbent adult undergarments). The final cost of most home improvement projects depends on so many factors that giving an accurate estimate without getting contractors involved can be a very difficult (and often futile) undertaking. However, there is one area of estimating costs that is getting much easier for RealSmart clients... and it is likely to surprise you.

Q: How much does it cost to build a brand new house in Silicon Valley?

A: Between \$400-\$435 per square foot to build, from beginning to the very end.

RealSmart now has a source that will build a brand new home for our clients for \$400-\$435 per square foot, including all of the finishes, which you have the option of hand picking yourself with a design team. This new program applies to homeowners who want to build a brand new home on their existing home site, as well as people looking to build somewhere new on a fixer lot. The cost covers everything from demolition of any existing home, to permitting fees to the entire construction process, all within the price range mentioned above. To put that into perspective, that would be \$1.2 - \$1.3 million to build a brand

new 3,000 square foot home from the ground up, custom-built to your tastes and needs.

So how can we be so confident about an estimate to build a brand new home, when we just said that doing the same for smaller scale home improvement projects can be tricky? The answer is that we are working with a seasoned regional home builder who has standardized many of the costs associated with building. They have a catalog of many different home designs and styles that have already stood the test of local government scrutiny. This allows them to streamline the permitting and build process, while still leaving ample room for you to customize the floorplan and finishes.

This is an exciting and innovative offer that opens up a new door for RealSmart clients. For more information, give me a call.

Bryan Jacobs
RealSmart co-founder
bryan@realsmartgroup.com



IN
THIS
ISSUE

COST TO BUILD A NEW HOME	P. 1
EXCLUSIVE ACCESS W. RS	P. 2
REALSMART FUND UPDATE	P. 3
TEAM ANNOUNCEMENTS	P. 3
SAN CARLOS EXCLUSIVES	P. 4

R.S. LISTINGS IN THE PIPELINE:

Under Construction



REDWOOD CITY

5BD/4.5BA - CRAFTSMAN

Under Construction



REDWOOD CITY

3BD/2BA - RANCHER

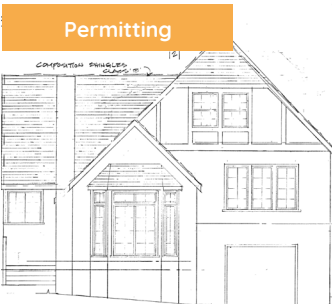
Under Construction



REDWOOD CITY

4BD/3BA - CRAFTSMAN

Permitting



BURLINGAME

4BD/4.5BA - CRAFTSMAN



INTRODUCING: EXCLUSIVE ACCESS TO BRAND NEW HOMES WITH REALSMART

Over the course of our 30 years working in the Bay Area real estate industry, we've been able to cultivate great relationships and partnerships with some truly amazing home builders. These are hyper-local, skilled craftsmen who specialize in building gorgeous new homes to the taste of the modern Bay Area home buyer. As a result of these partnerships, we are able to provide our clients with exclusive access to dozens of new homes across San Mateo and Santa Clara Counties before they are even built. This behind-the-scenes access empowers our clients to not only find the home of their dreams, but to have it custom finished to their liking, with zero competition from other buyers.

We have an extensive exclusive list of homes in the permitting process and under construction. We curate this list in-office, and are constantly updating it as new homes enter the pipeline. Styles range from Modern to Craftsman, Farmhouse to Spanish, with the common denominator being impeccable quality and tasteful design. Our builders each have extensive portfolios, which have earned them sterling reputations among the local real estate community.

Our list gives you insider knowledge of homes months before they are ever advertised online.

homes built by experts is an invaluable resource if you are looking to buy a newly constructed home. Our list gives you insider knowledge of homes months before they are ever advertised online. For more information, call our office and ask to speak with one of our new construction experts:

(650) 363-2808

We have also launched a new page on our website where you can access information on a selection of our new home opportunities. Please note that this is not our complete list - just a small selection of upcoming opportunities to highlight some of the cities, neighborhoods and home designs that are available. You can visit this page at:

realsmartgroup.com/newconstruction

This access to competition-free, new **camilo@realsmartgroup.com**

Camilo Perez
Realtor



KEEPING UP WITH REALSMART

RealSmart Fund Update



We had to pause construction at our Kansas Street project in Redwood City due to the Shelter in Place order. However, on May 4th, the revised shelter-in-place order eased restrictions on certain key real estate activities, including construction, showings of occupied properties by a real estate agent and moving residences. Not only did this mean we were able to send our crew back to resume work at Kansas, it also opened up our options for pursuing new acquisitions. While we are still exercising the

utmost caution by touring properties virtually where possible, we are hopeful that this news will encourage more sellers to come back to the market.

In the meantime, we are very excited to be back at to work at Kansas. We hit the ground running, with our city inspection and new roof installation both taking place just a week after the revised shelter-in-place took effect. Kitchen cabinets arrived shortly after as well, and it wasn't long before the finished product began to take shape.

Unfortunately, circumstances will likely prevent us from hosting our usual Fixer Mixer at Kansas when the property is complete, but rest assured, we WILL be hosting some type of event to celebrate it's completion with you all! We'll update you with details as soon as we have them. In the meantime, stay safe!



Karen Vega
RealSmart Co-Founder
karen@realsmartgroup.com

Team Announcements



We have not one, but TWO exciting announcements to share with you regarding the RealSmart Team:

VICKIE BURGESS **NEW HOME BUYER SPECIALIST**

First and foremost - we are thrilled to announce that Vickie Burgess has joined our team as a Realtor and New Home Buyer Specialist, bringing decades of industry experience and expertise to the table. We are fortunate that Vickie decided to move back up to the Bay Area after spending some time soaking up the sun

in Southern California, as she has quickly proven to be an indispensable asset to our team.

CAMILO PEREZ **DIRECTOR OF ACQUISITIONS**

The same Camilo you all know and love has assumed a new role on the RealSmart Team. As Director of Aquisitions, he works closely with our builders to secure new properties, and is the architect of the system we have put in place to efficiently find and target these properties.

FOLLOW US ON SOCIAL MEDIA!



[@REALSMARTGROUP](https://www.instagram.com/REALSMARTGROUP)



[FACEBOOK.COM/
REALSMARTGROUP](https://www.facebook.com/REALSMARTGROUP)

Keep tabs on our listings, blog updates, real estate news and more.

ON MLS NOW!

Under Construction



646 EHRHORN AVE.
MTN VIEW - 4BD/3BA

Permitted



106 BAYWOOD AVE.
MENLO PARK - 4BD/3BA

Permitted



333 MARMONA DR.
MENLO PARK - 4BD/3BA

Nearly Complete



535 FRANCISCO ST.
EL GRANADA - 4BD/3.5BA

GET EXCLUSIVE ACCESS TO BRAND NEW HOMES WITH REALSMART

www.RealSmartGroup.com/NewConstruction



REALSMART

REALSMART GROUP
50 EDGEWOOD ROAD,
REDWOOD CITY, CA 94062
(650) 363-2808

REALSMART EXCLUSIVES: SAN CARLOS

Permitting



SAN CARLOS, WHITE OAKS
4BD/4BA - TRADITIONAL

Permitting



SAN CARLOS, ALDER MANOR
4BD/3BA - TRADITIONAL

Under Construction



DOWNTOWN SAN CARLOS
5BD/4.5BA - CRAFTSMAN