



Hello!

The lead article in this month's e-newsletter takes a look at how the Southern California housing market is changing and what the CA Assoc. of Realtors 2015 survey of home buyers revealed.

The bottom article has an appealing social media campaign that YOU can be a part of in leading the way towards raising awareness about the drought, so check it out!

The sidebar has a special message just for you in the Palos Verdes area from Yvonne Kingman, Corporate Communications Manager of California Water Service. Although we came up short (31.8% instead of the 36% goal) Yvonne has some encouraging words to share.

Cindy Chew

Buyers Drawn Back to California Housing Market

According to the California Association of Realtors' 2015 Survey of California Home Buyers, California's housing market is experiencing a boom due to new family units forming (either new couples or folks moving away from home for the first time) and boomerang buyers (folks ready to buy again after losing their homes in the recent recession) going back into the housing market. In 2015, more buyers who previously lived with their parents increased to 12% the highest in the survey's history, up from 2% in 2014.

Buyers cited "tired of renting" (15%), "wanted a place to live" (14%), "desired larger home" (12%), "changed jobs/relocated" (11%), and "desired better/other location" (8%) as the top reasons for purchasing a home in Southern California.

In looking specifically at first-time buyers, "tired of renting" was the top reason for purchasing a home (21%), followed by "wanted a place to live" (19%).

Despite the recent increase in home prices, the vast majority (85%) felt that their home was worth the price they paid, while 14% said the price was too high, and 1% said the price was too low.

While the majority of buyers (75%) were satisfied with their home purchase, one-fourth made compromises, with 13% saying they selected the best house given the limited supply in their desired neighborhood, and 12% who said they selected the best house in an affordable neighborhood because prices were too high in their preferred neighborhood.

Saving Together with a Selfie

Saving Together is a social movement of Californians to raise awareness for sharing water-saving tips to encourage and empower others to join the effort.



To participate, simply draw a water droplet shape with "CA" in the middle of it, snap a selfie and share it on Facebook, Twitter and Instagram using #KeepSavingCA @saveourwater and tag your friends so they can join in too.

Post it on my [Facebook](#) page or email it to me at cindychev@earthlink.net and I will post them in the next e-newsletter and on my website at CindyChew.com.

- Step 1: Draw a CA water-droplet on your hand
- Step 2: Snap a Selfie
- Step 3: Post!



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CA Drought Update



Overall Californians reduced their water use by 27.3% exceeding Governor Brown's 25% mandate in June, the first month that the new emergency conservation regulation was in effect.

Yvonne Kingman, APR, Corp. Communications Manager, the spokesman for the California Water Service, related these comments specifically for the Palos Verdes area client base:

"California Water Service customers made great strides in conserving water in June. Our Palos Verdes system has a 36% reduction requirement set by the state, and our Palos Verdes system customers reduced their use by 31.8% in June, which helped California achieve a statewide reduction of 27%. The 31.8% was also up from a system-wide reduction of 27.2% in Palos Verdes in May. We encourage our customers to continue working to reduce their water use, as we must reach a 36% reduction through February 2016. We have more work to do, but we and our customers are on the right track."

"As always, we are here to help. Cal Water offers a robust water conservation program that includes conservation plumbing retrofit device kits, water use efficiency evaluations for residential customers, high-efficiency appliance rebates, and much, much more. We encourage customers to contact us at (310) 257-1400 or infoRD@calwater.com if they need assistance saving more water."

My thanks to Ms. Kingman for taking the time and effort to provide us this special note.

