

THE 85260 MONTHLY MARKET REPORT

OCTOBER 2019 

JOIN THE DISCUSSION AT 85260 SCOTTSDALE  GROUP

YOUR TOP REAL ESTATE TEAM IN 85260

9820 E CACTUS ROAD, SCOTTSDALE, AZ 85260



\$2,750,000

WE KNOW
HOW TO FIND
A BUYER
IN 85260!

SOLD IN
2 DAYS!



9820 E CACTUS ROAD – 2 DAY MARKETING CASE STUDY

ONLINE MARKETING

ZILLOW/TRULIA: 830 SEARCH RESULTS → 254 VIEWS → 8 FAVORITES
MLS: 1,590 SEARCH RESULTS → 976 VIEWS → 64 FAVORITES
VIEWARIZONAHOMESFORSALE.COM: 138 SEARCH RESULTS → 42 VIEWS → 3 FAVORITES
KELLYCOOKHOMES.COM: 83 SEARCH RESULTS → 26 VIEWS → 2 FAVORITES
FACEBOOK/INSTAGRAM: AD VIEWED 2,229 TIMES → 92 AD CLICKS → 41 PROPERTY VIEWS

OFFLINE MARKETING

HOME ANNOUNCEMENT DIRECT MAIL: MAILED TO 10,000 ADDRESSES → 7 CALLS RECEIVED
GRAND OPENING “LAUNCH”/OPEN HOUSE SYSTEM: 322 VISITORS → **YES THAT’S RIGHT, 322!**
OUTBOUND SERVICE CALLS (NEIGHBORS/COMMUNITY): 717 CALLS MADE → 65 CONVERSATIONS WITH NEIGHBORS

OUR 2-DAY RESULTS: 12 PRIVATE SHOWINGS & 1 BUYER FOUND!

*Sold in partnership with XSell Group of Keller Williams AZ Realty



480.227.2028

info@kellycookhomes.com | www.kellycookhomes.com





Kelly Cook & Family
480.227.2028

KC Kelly Cook
Real Estate Group
"Helping others is our success"
www.KellyCookHomes.com

PRSRST STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

KW ARIZONA
KELLERWILLIAMS REALTY

Local
Postal Customer



HALLOWEEN EVENTS



Halloween Spook-Track-Ula at McCormick Stillman Railroad Park (Friday, October 25th - Thursday, October 31st)

Stop in for a spell as the Paradise & Pacific Railroad is transformed into a haunted park of fun for our Halloween Spook-Track-ula. The family-friendly event is perfect for the little ones and won't break the bank. We'll creep it real with the event's feature, a spooky train ride created with younger children in mind...a bit spooky, but not too frightening.

Halloween Block Party at the Promenade (Friday, October 25th)

Activities include a Halloween-themed slime station — including all supplies for kids to create their own custom Halloween slime to take home — pumpkin decorating, face painting and balloon twisting. Children are encouraged to get into the Halloween spirit by coming dressed in costume.

Free Annual Family Fun Halloween Bash Outside in the OdySea in the Desert Courtyard (Sunday, October 27th from 12-4PM)

Win PRIZES in our Halloween Costume Contest on Center Stage, Trick-or-treat for candy from the local Vendors, enjoy Bounce Houses/Slides, Face Painting, Live Entertainment, Family-friendly Performances, Prize Giveaways/Raffles and Shopping.

85260 RECENT SOLD MARKET ACTIVITY

ADDRESS	SQ FT	SOLD PRICE
12820 N 83RD PL	5,488	\$1,225,000
12760 N 99TH PL	4,933	\$1,200,000
9740 E KALIL DR	4,193	\$1,110,000
9939 E CELTIC DR	4,158	\$1,050,000
8365 E SUTTON DR	5,167	\$1,020,000
10130 E LARKSPUR DR	3,534	\$915,000
12475 N 85TH ST	3,589	\$849,000
7855 E DESERT COVE AVE	3,491	\$799,950
8635 E CHARTER OAK DR	3,493	\$788,000
8134 E CLINTON ST	2,898	\$748,500
10025 E WINDROSE DR	3,320	\$720,000
11240 N 73RD ST	4,232	\$706,000
7712 E CHARTER OAK RD	2,263	\$685,000
12180 N 76TH CT	2,744	\$635,500
8344 E JENAN DR	2,768	\$630,000
10142 E DREYFUS AVE	2,438	\$622,500
9771 E SHEENA DR	2,955	\$587,500
13174 N 100TH PL	2,613	\$585,000
8909 E PERSHING AVE	2,850	\$584,250
9126 E VOLTAIRE DR	2,628	\$563,000
9078 E BUTHERUS DR	2,714	\$532,500
15379 N 91ST WAY	2,218	\$530,000
7535 E MERCER LN E	2,735	\$515,000
8184 E CORTEZ DR	2,033	\$515,000
14305 N 99TH ST	2,370	\$511,000
9834 E DREYFUS AVE	2,229	\$510,000
7675 E SUTTON DR	2,548	\$505,000
9256 E HILLERY WAY	2,644	\$500,000
8917 E DAVENPORT DR	2,001	\$499,000
7879 E DESERT COVE AVE	1,625	\$474,000
10759 N 103RD WAY	1,816	\$459,900
9419 E CAMINO DEL SANTO	1,800	\$450,000

ADDRESS	SQ FT	SOLD PRICE
11595 N 90TH WAY	2,014	\$425,000
8690 E MESCAL ST	1,800	\$412,000
10030 E CELTIC DR E	1,514	\$400,000
8816 E WINDROSE DR	1,442	\$384,000
13235 N 90TH PL	1,440	\$352,050
8814 E ASTER DR	1,242	\$349,900
8991 E SHEENA DR	1,369	\$330,000
8979 E ARIZONA PARK PL	1,334	\$324,500
8928 E DAHLIA DR	1,242	\$315,000

*All single family homes sold in the last 30 days

SEPTEMBER	PRICE PER SQ FT	
	2018	2019
85260		
UP TO \$500,000	\$212.79	\$226.56
\$500K - \$800K	\$239.41	\$219.76
\$800K - \$1M	\$214.22	\$241.56
OVER \$1M+	\$275.00	\$234.14

YOUR Neighbor. YOUR Realtor.

A home is worth what a buyer is willing to pay for it. The wrong agent and the wrong strategy could cost you thousands of dollars. Call the Kelly Cook Real Estate Group, your Scottsdale 85260 specialists, if you're interested in selling while the market is still in your favor! Who you work with matters!

Request your **FREE** home evaluation with **NO STRINGS ATTACHED** at
www.myhomevaluecalculator.com

