

# Foundation for Success

While we often monitor the output of real estate markets with average price and price per square foot metrics it is also useful to monitor the health of the Bay Area economy to better predict future performance. The Bay Area Council Economic Institute and McKinsey & Company just released the 10th edition of their Bay Area Economic Profile. The report findings are important to understanding the health of our Lamorinda real estate market and its long-term health. While the report touches on many areas, the long-term health of our community and real estate market has always been and will continue to be the quality and health of our schools and children as they will ultimately be the fuel that powers future innovations and communities that will support our real estate market for generations to come.

## Key report findings include:

- Even though these economic success trajectories have been almost unprecedented, the Bay Area economy is still currently on the upswing
- The Bay Area leads in GDP per capita and has significantly outperformed its peer regions in terms of GDP per capita growth over the last three years
- Ten disruptive Bay Area startups have valuations close to or greater than \$4 billion, with 2017 or 2018 funding rounds closing at \$425 million on average. Nine of ten of these companies are headquartered in San Francisco or the East Bay.
- In 2017, 45 percent of US venture capital investments were made in the Bay Area
- Over the years, the Bay Area has failed to build enough housing to keep up with population growth

In summary, while real estate values move in cycles and are subject to correction as cycles come and go, the Bay Area, and especially Lamorinda, are well positioned for growth for decades to come. Lamorinda will benefit from the trend of new-tech companies breaking away from traditional Silicon Valley boundaries and locating



in San Francisco and the East Bay, making Lamorinda a viable commute option. In addition, the continued lack of inventory will put upward pressure on prices as buyers will outnumber sellers for years to come.

For a more comprehensive discussion see the Market Update section of our website at [MartinHomesTeam.com](http://MartinHomesTeam.com).

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*Photos provided*

As a designer I take pleasure in connecting with homeowners and their families, learning who they are in their home. My goal is to connect them with their home. One of the greatest compliments I have ever received was from a client's friend who had visited her home and said to her, "This is so you!" It is so important that a home reflect those who live in it.

Here are some ideas on how to create a home that reflects you:

1) **Use your hobbies as inspiration.** Do you love to garden? Why not hang some pretty botanical prints? Do you love music? Maybe hang some framed classic record albums. Do you love photography? Collect antique cameras to display. Just be careful to not get too "theme-y" (yes I made that up). While you

might love the beach, don't fill every nook and cranny of your home with beach paraphernalia. There are subtle ways to display your love for the ocean. A bowl filled with seashells, framed sea fans, or maybe just decorating in colors of the sea can add a coastal vibe.

2) **Travel.** Make it a point every time you travel to pick up something unique to display – no snow globes allowed! Preferably, choose something a local artisan has made. Pottery and small artwork are great and easy to pack in a suitcase. We like to take photos of architectural elements when we travel and I print them in black and white and have them framed.

3) **Look to your closet.** Your closet speaks a lot about you. What colors do you wear the most? Is your wardrobe casual and comfy or bright and colorful? Use that as a jumping off point for your home's color palette. If you are most comfortable in a pair of jeans, T-shirt and a pair of Sperry's, then your home will want to reflect that casual feel. And we are not talking about beanbags and tray tables, people. Let's keep it classy, shall we? But comfy sofas, upholstered ottomans to put your feet up and maybe a woven sisal rug can help the space feel like "jeans and T-shirt." Or maybe you are a little more formal and glamorous, and a button tufted sofa and mirrored coffee table is your ideal.

The most important thing to remember is this is your home and it should not only reflect who you are but it should bring out the best you. It reminds me of the quote from Oprah: "Your home should rise up to meet you."

Take some time this week to ask yourself if your home truly reflects you and your family, and if not, commit to taking some of the steps above to make that happen. And if you find yourself stuck on what to do, give us a call, I would love to embark on that journey of discovery with you.

Until next time!

As the Owner and Principal Designer of Lamorinda-based Amanda Carol Interiors, Amanda Eck believes your home's interior should be both approachable and well-appointed. She often asserts, "Beauty is a necessity."

With a distinct sense of style that mixes contemporary and classic design she fashions spaces that are both elegant and inviting. Her design aesthetic is inspired by anything visual but especially fashion, architecture and art.

Visit <http://amandacarolinteriors.com> for more design ideas.

