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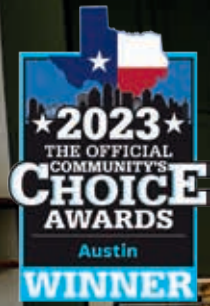
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MARKET STATS

APRIL 2024

TRAVIS

Closed MLS Sales = 1259 Sold Units
UP 20%

Avg Sold Price = \$747,782
UP 3%

Avg Original List to Sale Price = 95%
DOWN 7%

Avg DOM = 53 days
UP 4%

TRAVIS

\$1-plus million market statistics

Closed MLS Sales = 233 Sold Units
UP 40%

Avg Sold Price = \$1,745,962
DOWN 1%

Avg Original List to Sale Price = 93%
DOWN 3%

Avg DOM = 62 days
UP 22%

WILLIAMSON

Closed MLS Sales = 941 Sold Units
UP 14%

Avg Sold Price = \$486,922
DOWN 2%

Avg Original List to Sale Price = 156%
UP 58%

Avg DOM = 52 days
DOWN 27%

HAYS

Closed MLS Sales = 353 Sold Units
UP 17%

Avg Sold Price = \$520,410
UP 3%

Avg Original List to Sale Price = 95%
DOWN 3%

Avg DOM = 76 days
UP 1%

BASTROP

Closed MLS Sales = 128 Sold Units
UP 15%

Avg Sold Price = \$389,058
DOWN 7%

Avg Original List to Sale Price = 94%
DOWN 3%

Avg DOM = 89 days
UP 16%



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AUSTIN ROOTS

Growing up in South Austin and attending local schools, Gilbert's path took him to West Texas for high school before landing in San Antonio for college. It was during his time in San Antonio, where he worked in the restaurant business, that Gilbert honed his skills in customer service and sales—a foundation that would serve him well in his future endeavors.

▶▶ real producer

Written by Elizabeth McCabe

“Being in that industry and working with different types of folks with different personalities helped me in what I do today,” he comments.

FROM THE HOSPITALITY INDUSTRY TO SELLING HOMES

After excelling in sales at an upscale Italian restaurant, Gilbert found himself drawn to a career shift. Encouraged by a friend, he transitioned into the retail industry with Helzberg Diamonds, quickly rising up due to his exceptional performance. His dedication and hard work paid off as he climbed the ranks from assistant manager then to store manager leading him back to Austin. To Gilbert, it was simple. Meeting sales goals came naturally to him. Soon he had his eyes on something much larger – houses. Taking a leap of faith, he soon transitioned to his next chapter in life.

Gilbert then accepted a job with Newmark Homes as an onsite sales agent. This experience has given him valuable insights into the construction process and has equipped him with the skills needed to effectively represent clients in real estate sales, particularly in new construction. The market crash of 2008 may have ended Gilbert's job in new home sales, but it also served as a catalyst for him to discover his true passion for real estate. Upon learning about the layoff, Gilbert made the decision to pursue a career in real estate, marking a turning point in his professional journey.

“I had always thought about selling real estate,” he says. Fascinatingly, he had a different perspective on the market. “I got my license when the market was down, which was the best time to get in the market.”



Armed with determination and a desire to succeed, Gilbert obtained his real estate license during the downturn. He embraced the challenge wholeheartedly, leveraging his sales experience to continue building relationships and securing deals. His tenacity paid off, with Gilbert surpassing annual sales goals and now 15 years later, his continued success is exemplified by numerous awards and recognitions received, including induction to REBAC Hall of Fame in 2022. However, his greatest testament to his unwavering dedication comes from the referrals received by his gratified clients that speak volumes of his effectiveness and experience.

FAMILY, FITNESS, AND FUTURE GOALS

Beyond the realm of real estate, Gilbert finds fulfillment in his roles as a husband and father. With a blended family of five children, ranging from preschool-aged to young adults, Gilbert's motivation extends far beyond professional success.

"I have two stepdaughters, who are 21 and 22," he says. "I have been raising them since they were 7 and 8. My wife and I also have three kids together, ages 4, 6, and 14." Gilbert's wife is not only a Mom, but also his transaction coordinator. "She helps me with the marketing side of things, the MLS, and does office work," he shares.

He sees his family as the driving force behind his dedication to his career, inspiring him to push himself each day. As he says, "My kids and my family are my motivation to get up every day and prospect."

In his personal life, Gilbert is an avid fitness enthusiast, with a passion for sports that dates back to Little League Baseball before evolving into high school football and track then into boxing, Muay Thai and Brazilian Jiu-Jitsu. He is also a proud UT Texas parent and enjoys grilling and watching Longhorn football. Today, Gilbert



continues to work out, lift weights and train Brazilian Jiu Jitsu as a Brown Belt and spend valuable time with family and friends. This harmonious blend reflects a holistic approach to a fulfilling and balanced lifestyle. activities and spending

Looking ahead, Gilbert envisions a future where he not only continues to excel in real estate but also establishes his own brokerage since obtaining his Brokers License 4 years ago. With a firm commitment to honesty, transparency and client satisfaction, Gilbert aims to carve out a niche in the industry, driven by his unwavering dedication to his craft and the connections he fosters along the way.

HOME CONNECT 512: WHERE RELATIONSHIPS MATTER

As a pivotal member of Home Connect 512, Gilbert Gonzalez embodies the ethos of a brokerage—where relationships matter above all else. With a proven track record of success, a commitment to excellence, and a genuine passion for serving his clients, Gilbert continues to make waves in the real estate landscape, one connection at a time.

“

I GOT MY LICENSE WHEN THE MARKET WAS DOWN, WHICH WAS THE BEST TIME TO GET IN THE MARKET.

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How long have you been in the title industry?

I joined the title industry about 6 months ago. However, my family has owned and operated title companies for three generations and my mom has been a realtor here in Austin for 25 years!



What is your favorite part of your job?

My favorite part of my job is getting to meet, know and be of service to people. From clients to coworkers, I find so much joy being allowed to make lifelong connections and provide value to people every day.

Alexis Shirley

Business Development Officer
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What do you enjoy doing outside of work?

Outside of work, I enjoy working out outdoors, and having memorable adventures with friends and family.

SUMMER COVER RELEASE PARTY

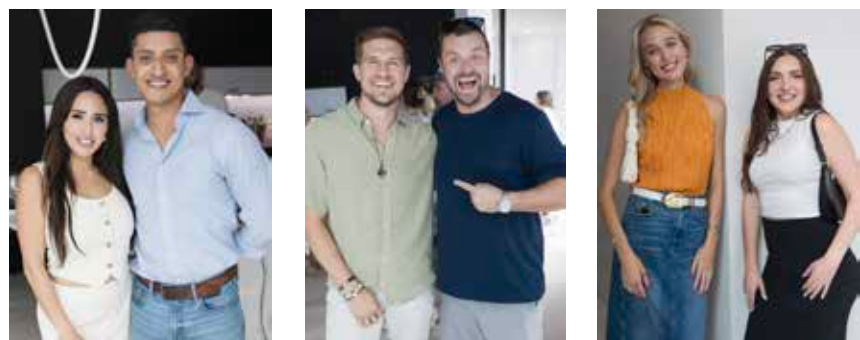
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Cassandra Marie



▲ real producer rising star

Written by Elizabeth McCabe

HAS BUILT HER CAREER, ONE RELATIONSHIP AT A TIME!

In the real estate industry, where success often hinges on networking, integrity, and a deep understanding of human nature, Cassandra Marie stands out as a shining example of what it means to build a career from the ground up, one relationship at a time. With her bubbly personality, coupled with her people skills, people resonate with her down-to-earth nature.

Cassandra's story begins in the heart of Alvin, Texas, where she was born and raised in a tight-knit community deeply rooted in faith and music. With parents who served as pastors of a bilingual church, Cassandra was surrounded by the warmth of communal gatherings and the harmonious melodies that echoed through the sanctuary. From a young age, she witnessed the transformative power of connection—how a simple gesture of hospitality or a shared song could weave the threads of friendship and belonging.

Music was not just a pastime for Cassandra's family; it was a legacy passed down through generations. As one of three children, Cassandra grew up harmonizing with her sister, her fingers dancing across the piano keys with effortless grace. Her love for music, coupled with her innate ability to connect with others, laid the foundation for the remarkable journey that lay ahead.

IMPORTANCE OF RELATIONSHIPS

"My whole life has been centered around relationship building," says Cassandra. "I watched my parents do this in a very natural way." This left an impression upon her.

Cassandra also comes from a very large family. "My Dad is one of 11," she comments. "They are all very close." Seeing their connection with one another left a tangible impact around her. She explains, "Organically allowing people into my fold is second nature because I grew up watching it."



Little did Cassandra know that real estate is centered around relationship-building.

A NEW DIRECTION

In 1999, Cassandra's path took a new direction as she ventured to Austin, where she would soon meet her future husband and embark on the adventure of motherhood. Despite the demands of raising a family, Cassandra's entrepreneurial spirit remained undimmed. In 2014, fueled by a desire for personal and professional growth, she took a bold leap into the world of real estate, obtaining her license and setting out on a journey that would test her resilience and redefine her sense of purpose.

"My Dad told me, 'I have always wanted one of my girls to get into real estate. You have the personality to do it.'" Those words were pivotal for Cassandra, as she pursued her new-found career for real estate.

A LEAP OF FAITH

Her initial foray into real estate was met with skepticism and uncertainty. After all, she was venturing into uncharted territory, armed with little more than a passion for people and a willingness to learn. Yet, as Cassandra soon discovered, sometimes the most remarkable journeys begin with a single step of faith.

Under the mentorship of Keller Williams, Cassandra honed her skills, earning accolades as Rookie of the Year and gaining recognition for her exceptional client service and dedication to excellence. With each transaction, she reaffirmed her belief in the power of relationships, recognizing that success in real estate is not merely measured by sales figures, but by the trust and confidence earned from those she served.

A CROSSROADS

However, Cassandra's journey was not without its share of challenges. As she says, "Life happens. In 2019, I got divorced and was trying to put my son through college and I had a daughter in high school."

She found herself at a crossroads, grappling with feelings of fear and self-doubt. Yet, in the midst of adversity, Cassandra found an unwavering resolve—a determination to rise above the obstacles and carve out a future defined by resilience and grace.

Supported by her faith, her family, and a network of trusted allies, Cassandra emerged from the shadows of uncertainty stronger and more determined than ever before. Armed with a renewed sense of purpose and a steadfast commitment to her craft, she continued to



FIFTY CLICKS PHOTOGRAPHY

soar to new heights, surpassing previous milestones and setting her sights on even greater achievements. As she says, "I was not going to be intimidated by anyone or anything. It was full force ahead." Her success in real estate has only grown with every passing year.

In 2023, Cassandra's journey took a momentous turn as she was recruited by Compass, a move that symbolized not just professional advancement, but a recognition of her talents and contributions to the industry. "It was a huge honor for me," she reflects.

Reflecting on her accomplishments, including the purchase of a new home on her own in 2022, Cassandra remains humbled by the journey that brought her to where she is today.

A BRIGHT FUTURE

For Cassandra Marie, success is not merely a destination; it is a journey—a demonstration of the power of perseverance, faith, and the enduring bonds of human connection.

So what's next? For starters, Cassandra is motivated to pay it forward. Earlier in her life, she was supported by threads of friendship and a sense of communal belonging, and now she is creating a haven for women seeking a similar refuge. At the beginning of 2024, she launched Women Beyond Real Estate, a sisterhood within the Austin Real Estate industry. Her mission is to provide an avenue for women in the industry to encourage and support each other, build connections into relationships, and champion each other into excellence. This year, she plans on taking that mission to another level with more events in the summer and fall of 2024.

As she continues to chart her course in the ever-evolving landscape of real estate, Cassandra's story serves as an inspiration to all who dare to dream—to those who believe that with courage, determination, and a generous spirit, anything is possible.

FOR CASSANDRA MARIE, SUCCESS IS NOT MERELY A DESTINATION; IT IS A JOURNEY—A DEMONSTRATION OF THE POWER OF PERSEVERANCE, FAITH, AND THE ENDURING BONDS OF HUMAN CONNECTION.

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DESIREE GUTIERREZ

» real producer cover story

Written by Elizabeth McCabe

Holistic Healer Found Her Guiding Light in Real Estate

Desiree Gutierrez's journey into real estate illustrates the transformative power of following one's intuition and embracing life's unexpected twists and turns. Born and raised in El Paso, Texas, Desiree's upbringing was unique and steeped in faith and the healing energy of a holistic home, run as a clinic. People from all corners of the globe would flock to her family's sanctuary seeking physical healing, emotional solace, and spiritual connection. It was here, in her formative years, where Desiree learned and studied the profound impact of holistic healing practices and the interconnectedness of mind, body, and spirit. She had firsthand experience with the importance of one's environment and the direct correlation to a human's well-being.

After completing high school, Desiree embarked on a journey of self-discovery that would ultimately lead her to Austin, Texas. She explains, "I graduated high school and went to UT for a year in PreMed. In one of my internships, I quickly realized a lot of doctors 'have to' grow 'calluses' over their hearts and I knew right then, I didn't want to live my life that way. When I was at UT, my eyes were opened to the world. I thought you could only be in medicine, a business owner, or an attorney."

She decided to apply for fashion school. "It was the total opposite of what my father had approved of," she admits. Desiree pursued studies in product development and landed her first job at American Idol in Los Angeles. However, the hustle and bustle of that kind of city life left her yearning for something more meaningful—a deeper connection to herself, to her community, and her surroundings.

It was during a visit to her brother in Austin that Desiree's life took an unexpected turn. Captivated by the city's vibrant culture and tight-knit community, Desiree decided to make Austin her home.





“I created recipes as a child, I was my mom’s sidekick,” explains Desiree. She made recipes to assist organ function in the body. She explains, “Our organs are alive. Each organ is connected to a vibration, to an emotion. Our body works like a machine, each organ has a function, and if we understand the ‘machine’ then we know how to take care of it. And in return, it takes care of us.”

Fate and “God” had new plans for Desiree. “I met a guy, who became my best friend, in Austin. He owned houses in Los Angeles.” He introduced her to the world of real estate. They started a luxury short-term rental company, LA Luxury Leasing. Tragically, her friend passed away, leaving Desiree wondering what to do.

Initially, she didn’t want to become a REALTOR®. That’s before she met Matthew Robbins, a REALTOR® in Austin specializing in real estate development. They connected on naturopathic medicine. After their initial meeting, he invited her to join his team and she hung her license at his brokerage.

Although she had never envisioned herself as a REALTOR®, she knew that if she was going to practice real estate she needed to do it ‘her way.’ Desiree integrates her understanding of holistic healing and human connection into her real estate business and has served as the foundation for her success in the industry.

Her journey in real estate has been marked by both challenges and triumphs. From navigating the complexities of each person’s needs and desires while working together with the current real estate market to achieve each client’s goals. ‘Real estate is my tool. Everyone has ‘stories’ and traumas that come up to the surface when they’re moving. People unintentionally ‘throw’ their trauma, right at their



*Whether it be buying or selling,
EVERYONE has deep
stressors that come up.
That’s the part I love the most!*

“It was a clear choice for what I desired and saw for my life,” she explains. “I decided to stay in Austin. A two-week visit has now become 20 years. I love the entire nature of Austin. The community has always been so fun and so tight-knit. Love permeates the soil and is in the air here.”

Inspired by her upbringing in holistic medicine, Desiree began exploring opportunities in the wellness industry, eventually launching her own ventures centered around health-conscious living, *HealThy Woman Project*. She had a thriving meal prep program, *Good Days with Des*.





Real estate is the tool

I USE TO EXECUTE MY MISSION IN THIS WORLD.



realtor. Whether it be buying or selling, EVERYONE has deep stressors that come up. That's the part I love the most! That's the place I get to do MY work. I get to 'hold' and guide my people through the hard moments, I get to remind them of their overall life goals, and I get to help make their dreams a reality! It's so cool!'

Desiree now leads a phenomenal team, *Good Days Realty Group*, at Douglas Elliman. Creating sustainable smart developments focused on community and the environmental impact we leave on this planet. Her experience stems from conception in design, eco utilities, fundraising, and sales. Recently partnering with top producer, Hannah Montemayor, they are able to serve many more. She approaches her work through trust and with a sense of joy, adventure, and possibility. Her holistic approach to life extends beyond the transactional nature of real estate, as she integrates practices like breathwork, nervous system regulation, and energy healing into her client interactions.

"I facilitate LEAP - Life-Force Energy Awakening Process. We all have life force, and I love activating it in others" she explains. Desiree also helps regulate her clients' nervous systems when needed. "Real estate is the tool I use to execute my mission in this world."

HER LATEST VENTURE

Desiree's latest endeavor, the *Sanctuary Dripping Springs* development, represents the culmination of her vision for a holistic community rooted in sustainability and well-being. Situated on 104 acres of pristine land with 90 lots, Sanctuary embodies a new paradigm of living—one that prioritizes off-grid sustainability, eco-friendly design, and communal amenities aimed at nurturing the mind, body, and soul. Amenities include a biohacking gym, saunas, cold plunges, and much more geared to healthy living.

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FINAL THOUGHTS

Desiree Gutierrez's journey in real estate is all about the power of following one's passions, embracing change, and staying true to oneself. She empowers her clients to thrive in every aspect of their lives and develops environments for the world to flourish. As she blazes a new trail in the real estate industry, Desiree remains committed to creating spaces where people can heal, connect, and thrive—truly embodying the spirit of holistic healing in all that she does.

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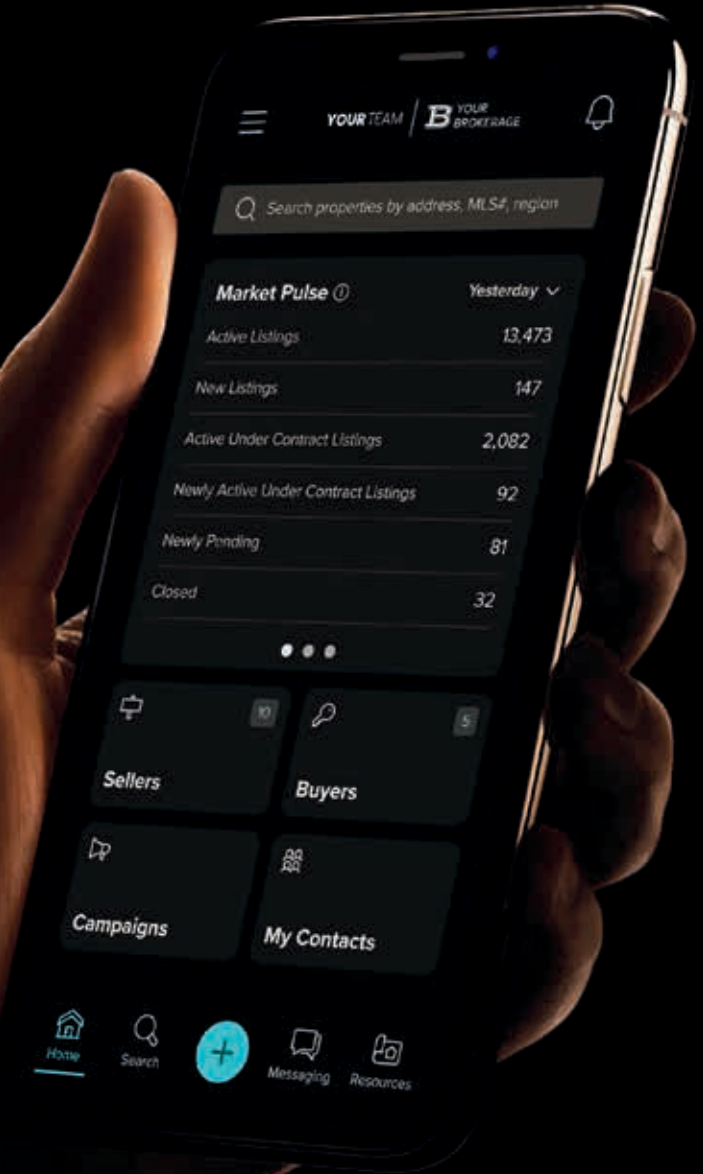
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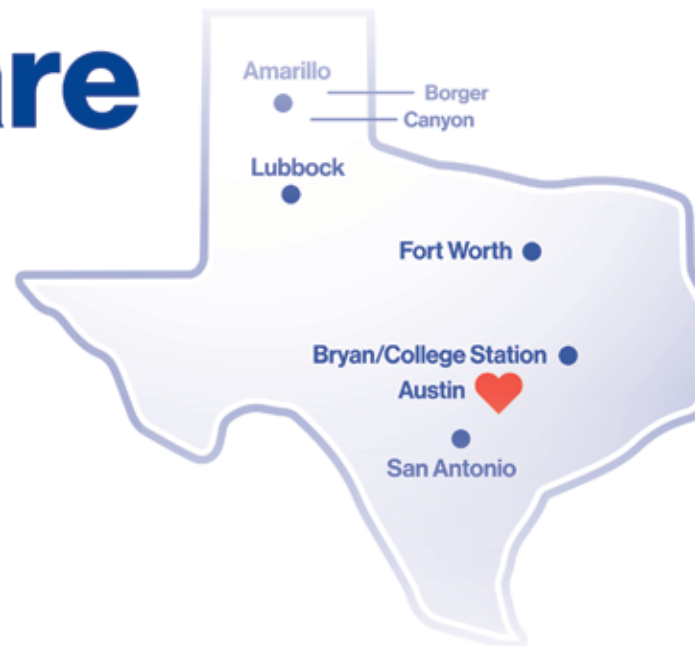
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