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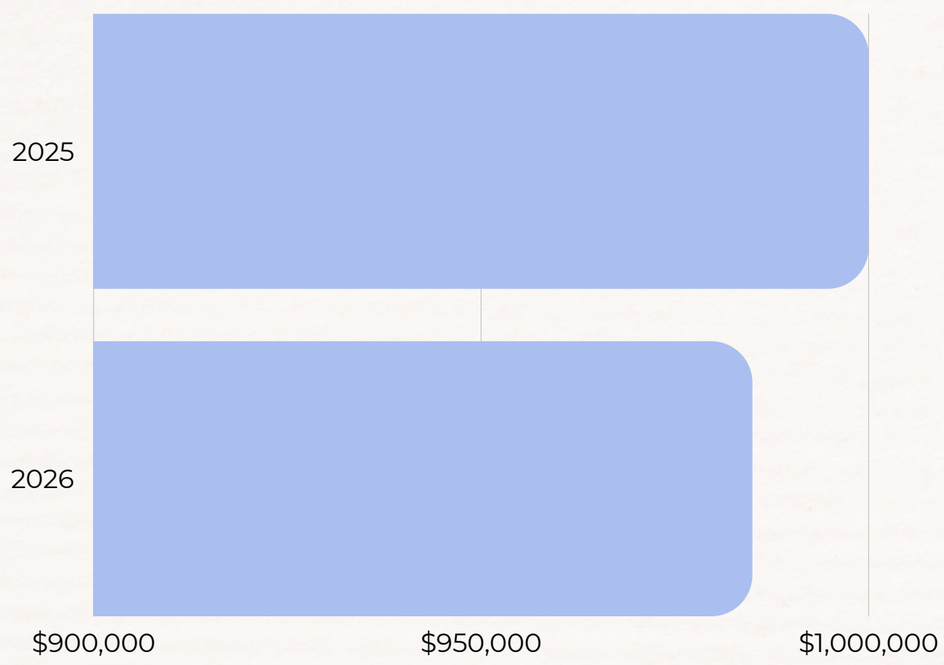
MORTGAGE MINUTE

VOLUME #48 | SEPTEMBER 2026

Seller Price Cuts



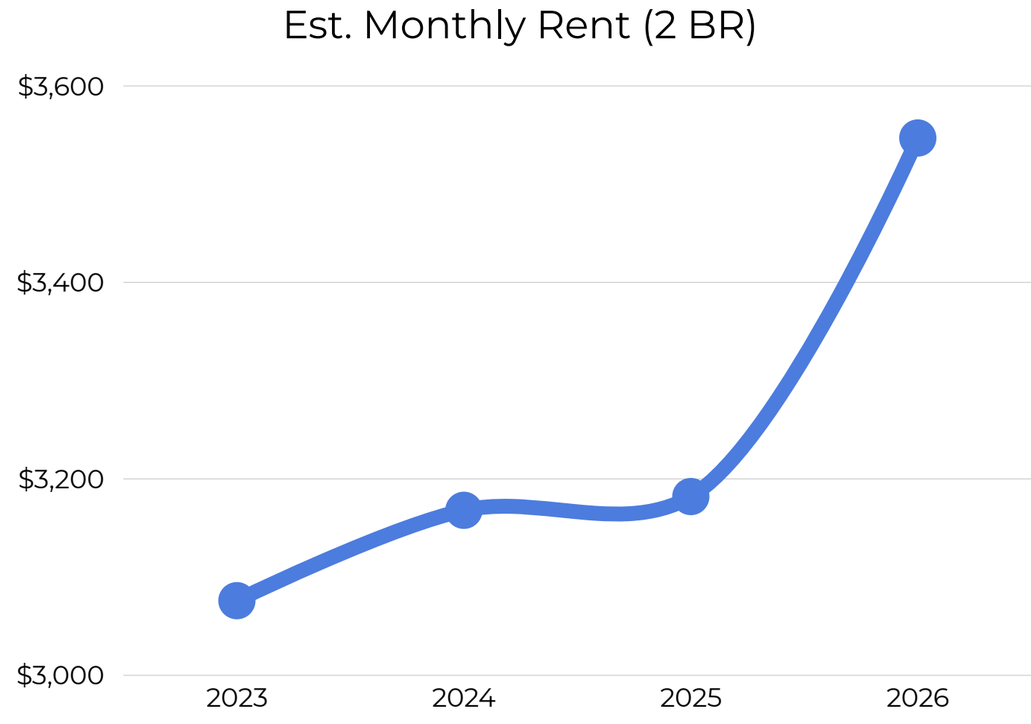
For the most part of 2025, sellers in the greater LA market were holding firm on their asking prices but that gap has been quietly closing. We're now sitting at **41.97% of active listings** having taken a **price cut nearly 1.5%** below where it was in 2025.

What that tells us is that the **market is finding its equilibrium**. Sellers who priced aggressively are being nudged back to reality, and buyers who felt like they had no room to negotiate are starting to find some. This is actually a healthy development as more deals are getting done, expectations are aligning, and there's real opportunity for buyers who are paying attention. If you've been watching a home that felt just slightly out of reach, now is the time to have a conversation.

Landlord vs Your Own Equity

Rents across greater LA have been climbing steadily in 2026 — and for anyone still on the fence about buying, that trend deserves a serious look.

The average renter in Pasadena and the surrounding SGV area is paying between $2,800 and $4,500 a month depending on the size of the unit. That is hard earned money going towards someone else's equity, not yours. **The rent vs. buy calculation has shifted meaningfully in 2026.** With more inventory on the market, motivated sellers open to credits, and our ability to structure a competitive offer quickly, the monthly difference between renting and owning in this market is closer than most people assume. **If your hard earned money can start building equity for you today, why wait?**



What Clients are Saying...

Ready to experience the *difference* for yourself?

Contact us: @wefundla.net
info@wefundla.net

Daniel was an irreplaceable ally through every step of my first home purchase. His warmth and clarity put me at ease right away, and I felt comfortable asking questions. His expertise and stellar reputation made it possible to smoothly close escrow in 16 days and make my dream house a reality. Daniel is assertive and kind, a really potent combination that allows him to compete at the highest level and make the experience feel easy. I'm incredibly grateful to Daniel and his team for making this experience a true joy. Thank you!

★★★★★

PAMELA
Los Angeles, CA | July 2026

Being first time home buyers was a scary feeling, but once we met with Daniel and his team we have to say that everyone was extremely amazing in this process! Everyone was on top of everything, we had updates along the way, any questions we had they would answer for us. We are very happy we worked with them as our first time home purchase, everyone was extremely amazing!

★★★★★

SERGIO + ALONDRA
Montebello, CA | July 2026

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