

SAN FRANCISCO CALIFORNIA

–September 2019–



GLOBAL
LUXURY.

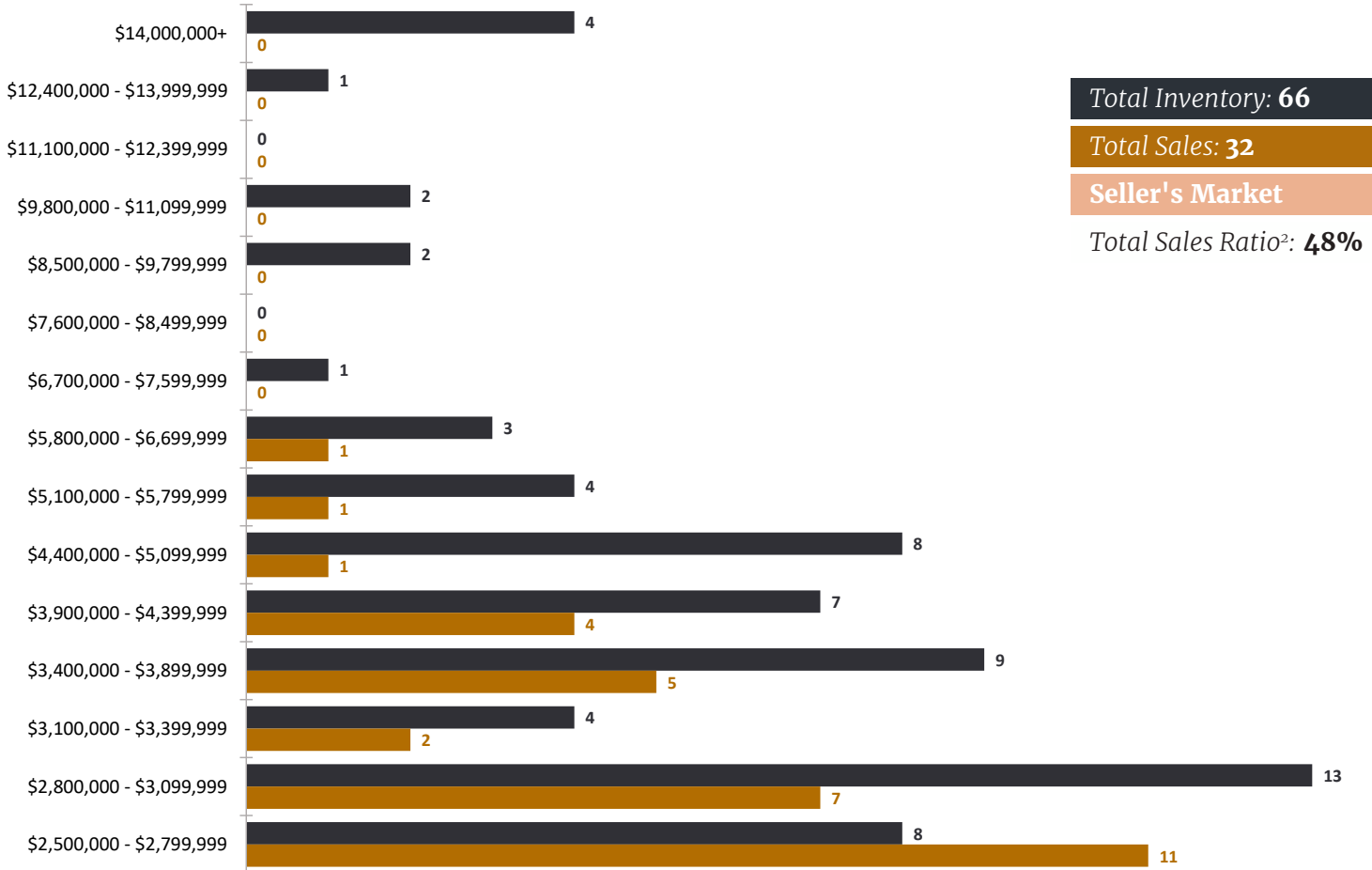
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | AUGUST 2019

Inventory Sales

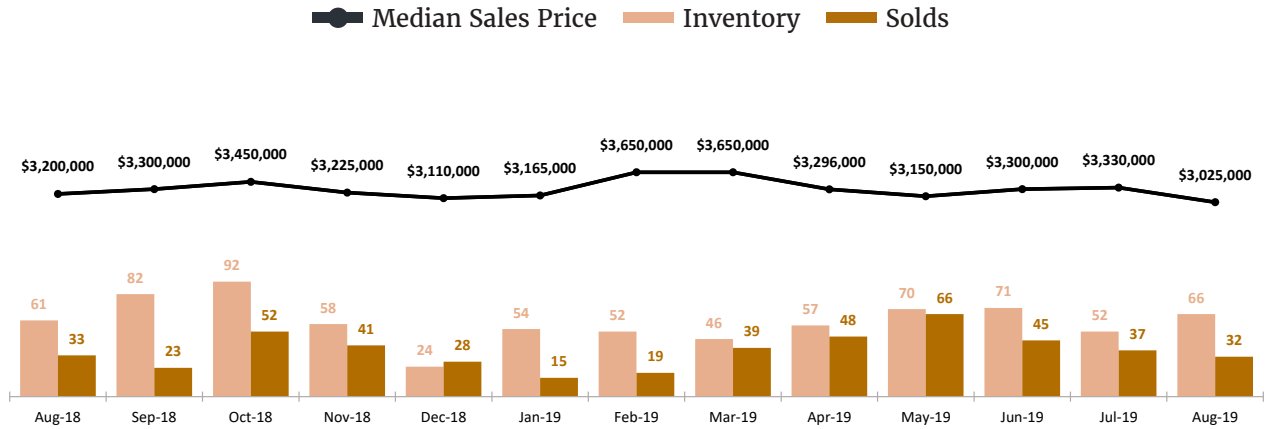
Luxury Benchmark Price¹: **\$2,500,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,690,000	3	3	3	1	300%
2,000 - 2,999	\$2,912,500	4	3	16	22	73%
3,000 - 3,999	\$3,780,000	4	4	8	22	36%
4,000 - 4,999	\$5,700,000	5	5	3	7	43%
5,000 - 5,999	NA	NA	NA	0	1	0%
6,000+	NA	NA	NA	0	6	0%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ² Sales Ratio defines market speed and market type: Buyer's < 14.5%; Balanced >= 14.5 to < 20.5%; Seller's >= 20.5% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA

INVENTORY

July
52

August
66

VARIANCE: **27%**

SOLDS

July
37

August
32

VARIANCE: **-14%**

SALES PRICE

July
\$3.33m

August
\$3.03m

VARIANCE: **-9%**

SALE PRICE PER SQFT.

July
\$1,220

August
\$1,172

VARIANCE: **-4%**

SALE TO LIST PRICE RATIO

July
105.26%

August
100.84%

VARIANCE: **-4%**

DAYS ON MARKET

July
18

August
23

VARIANCE: **28%**

SAN FRANCISCO MARKET SUMMARY | AUGUST 2019

- The San Francisco single-family luxury market is a **Seller's Market** with a **48% Sales Ratio**.
- Homes sold for a median of **100.84% of list price** in August 2019.
- The most active price band is **\$2,500,000-\$2,799,999**, where the sales ratio is **138%**.
- The median luxury sales price for single-family homes has decreased to **\$3,025,000**.
- The median days on market for August 2019 was **23** days, up from **18** in July 2019.

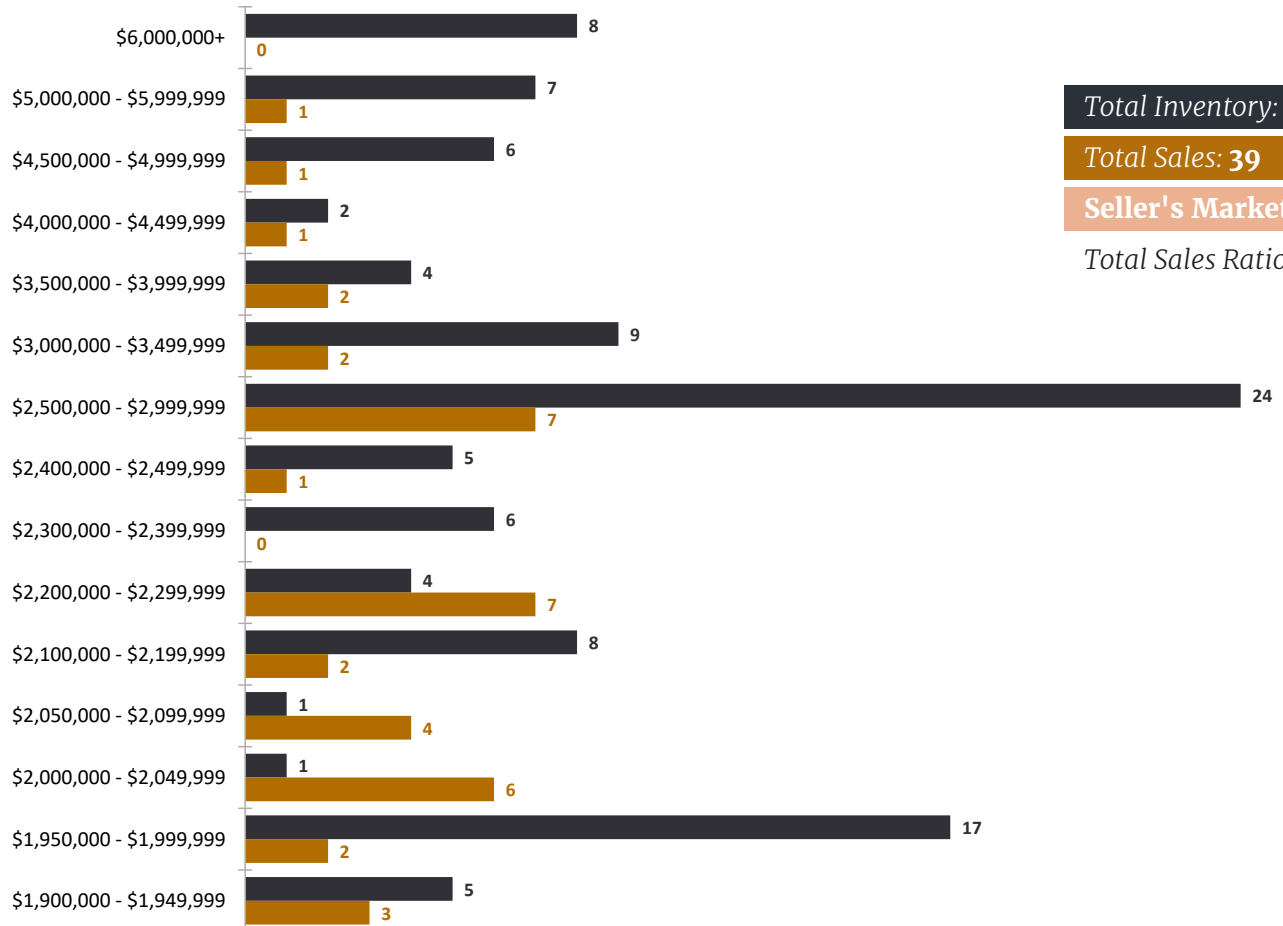
³Square foot table does not account for listings and solds where square foot data is not disclosed.

⁴Data reported includes Active and Sold properties and does not include Pending properties.

LUXURY INVENTORY VS. SALES | AUGUST 2019

Inventory Sales

Luxury Benchmark Price¹: **\$1,900,000**



Total Inventory: **107**

Total Sales: **39**

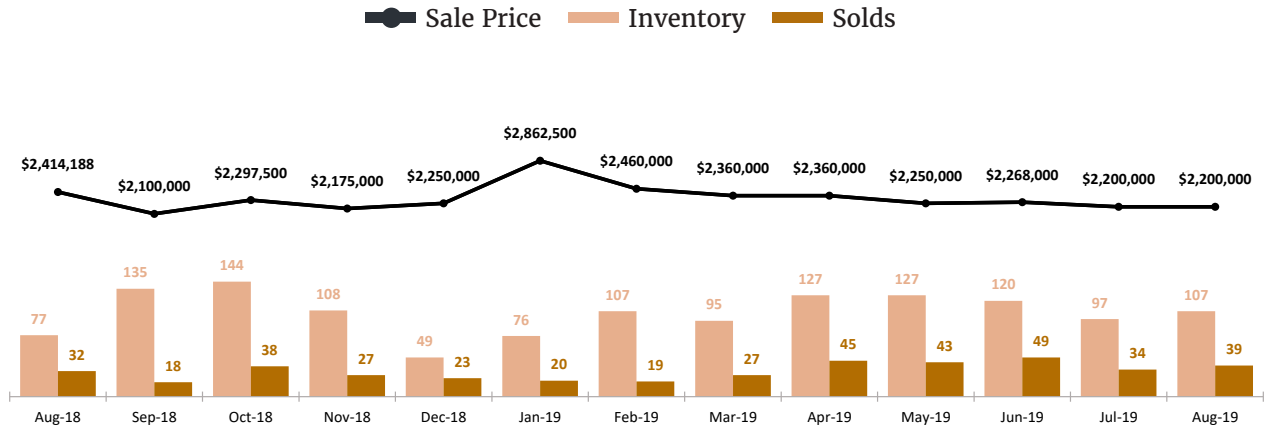
Seller's Market

Total Sales Ratio²: **36%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,062,500	3	2	26	62	42%
2,000 - 2,499	\$2,317,500	3	3	10	12	83%
2,500 - 2,999	\$2,900,000	4	3	1	6	17%
3,000 - 3,499	NA	NA	NA	0	7	0%
3,500 - 3,999	NA	NA	NA	0	4	0%
4,000+	NA	NA	NA	0	4	0%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ² Sales Ratio defines market speed and market type: Buyer's < 14.5%; Balanced >= 14.5 to < 20.5%; Seller's >= 20.5% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA

INVENTORY

July
97

August
107

VARIANCE: **10%**

SOLDS

July
34

August
39

VARIANCE: **15%**

SALES PRICE

July
\$2.20m

August
\$2.20m

VARIANCE: **0%**

SALE PRICE PER SQFT.

July
\$1,211

August
\$1,250

VARIANCE: **3%**

SALE TO LIST PRICE RATIO

July
101.19%

August
100.00%

VARIANCE: **-1%**

DAYS ON MARKET

July
14

August
13

VARIANCE: **-7%**

SAN FRANCISCO MARKET SUMMARY | AUGUST 2019

- The San Francisco attached luxury market is a **Seller's Market** with a **36% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in August 2019.
- The most active price band is **\$2,000,000-\$2,049,999**, where the sales ratio is **600%**.
- The median luxury sales price for attached homes has remained at **\$2,200,000**.
- The median days on market for August 2019 was **13** days, down from **14** in July 2019.

³Square foot table does not account for listings and solds where square foot data is not disclosed.

⁴Data reported includes Active and Sold properties and does not include Pending properties.