

SAN FRANCISCO CALIFORNIA

—March 2020—

INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | FEBRUARY 2020

Inventory Sales

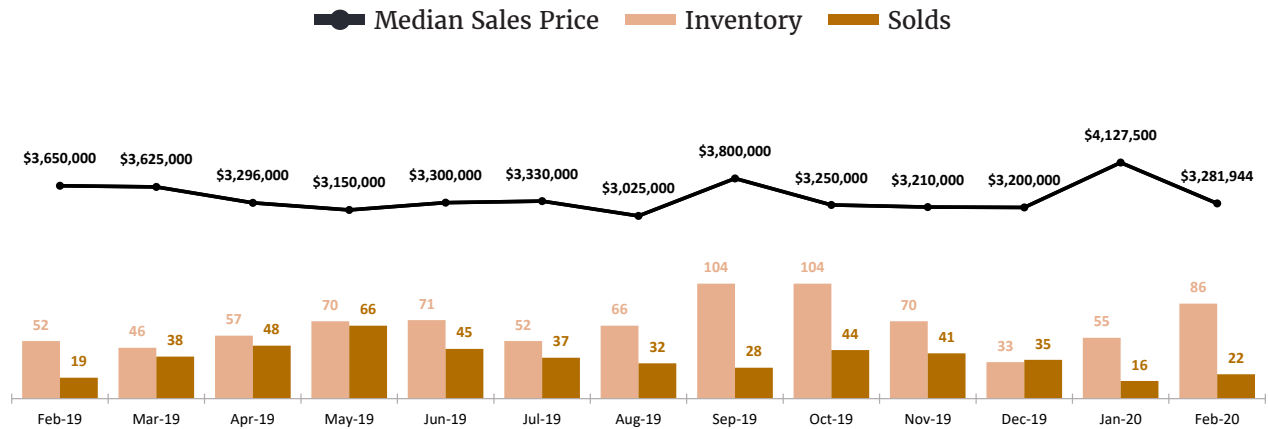
Luxury Benchmark Price¹: **\$2,500,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,912,500	3	2	2	2	100%
2,000 - 2,999	\$2,700,000	4	4	9	20	45%
3,000 - 3,999	\$4,035,000	4	5	4	27	15%
4,000 - 4,999	\$4,450,000	5	5	4	14	29%
5,000 - 5,999	\$4,400,000	6	6	1	7	14%
6,000+	NA	NA	NA	0	9	0%

¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales 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

January February
55 86

VARIANCE: **56%**

SOLDS

January February
16 22

VARIANCE: **38%**

SALES PRICE

January February
\$4.13m \$3.28m

VARIANCE: **-20%**

SALE PRICE PER SQFT.

January February
\$1,329 \$1,074

VARIANCE: **-19%**

SALE TO LIST PRICE RATIO

January February
96.19% 100.00%

VARIANCE: **4%**

DAYS ON MARKET

January February
58 15

VARIANCE: **-74%**

SAN FRANCISCO MARKET SUMMARY | FEBRUARY 2020

- The San Francisco single-family luxury market is a **Seller's Market** with a **26% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in February 2020.
- The most active price band is **\$3,900,000-\$4,399,999**, where the sales ratio is **71%**.
- The median luxury sales price for single-family homes has decreased to **\$3,281,944**.
- The median days on market for February 2020 was **15** days, down from **58** in January 2020.

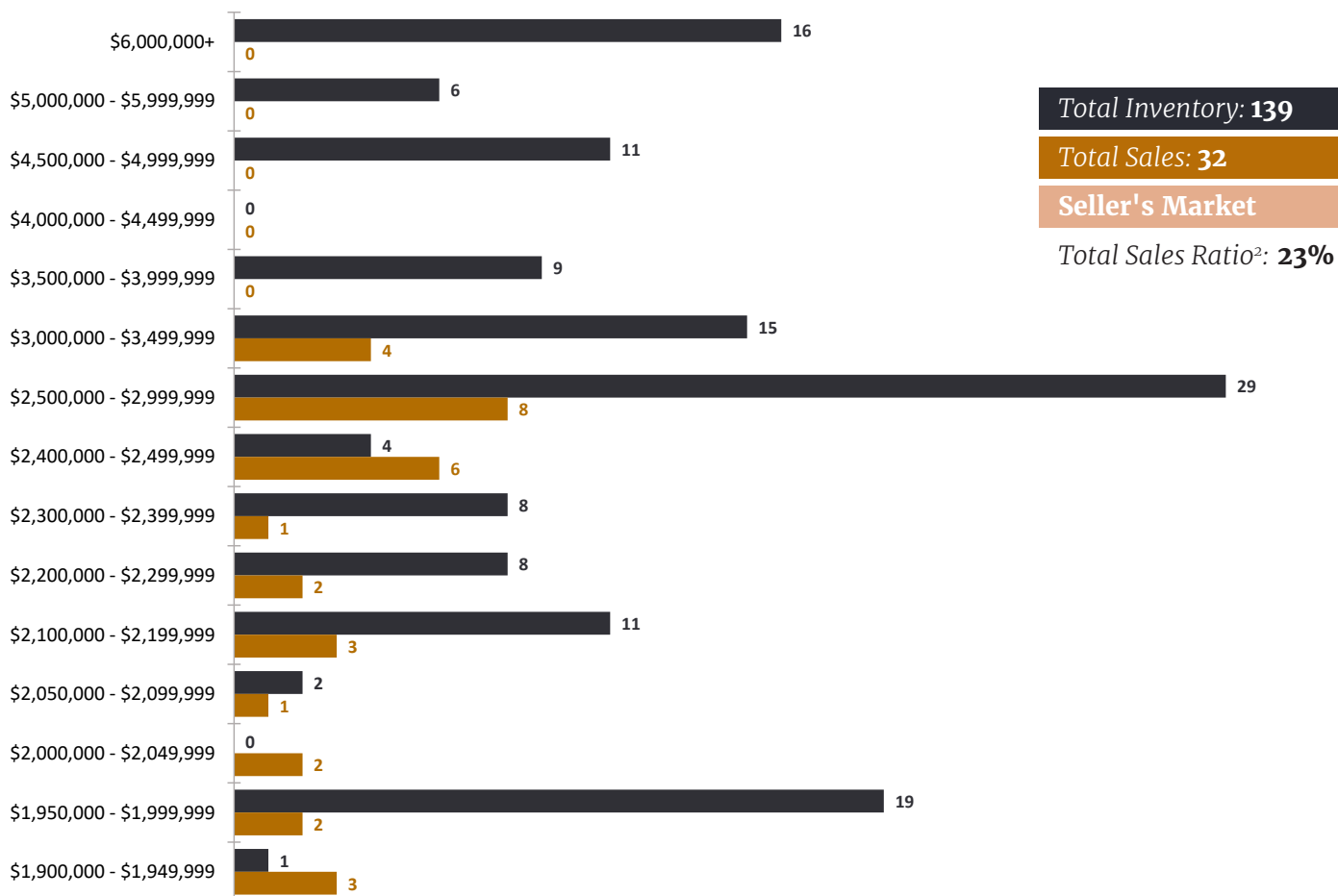
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | FEBRUARY 2020

Inventory Sales

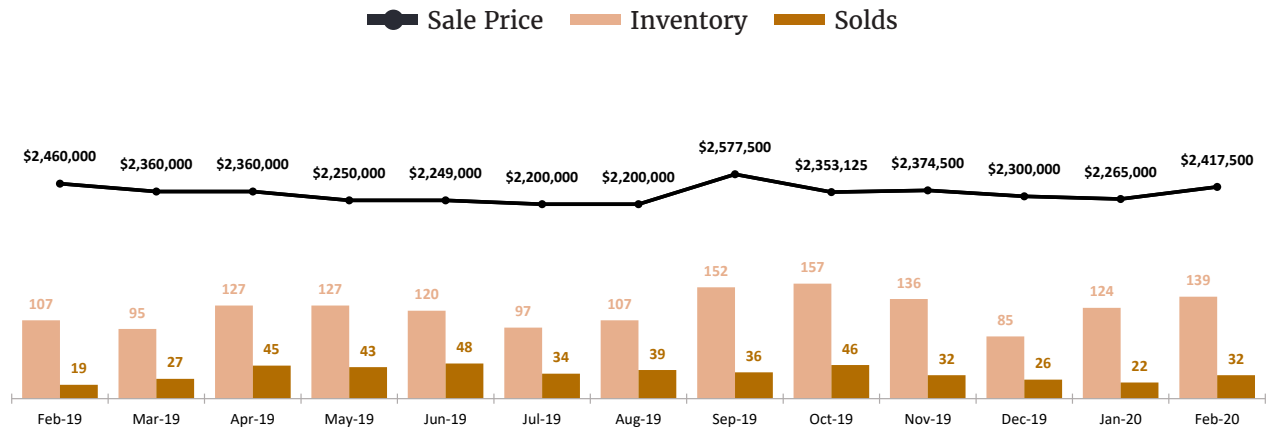
Luxury Benchmark Price¹: **\$1,900,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,312,500	3	2	14	66	21%
2,000 - 2,499	\$2,480,000	3	3	8	21	38%
2,500 - 2,999	\$2,975,500	3	3	2	15	13%
3,000 - 3,499	\$2,800,000	3	3	2	7	29%
3,500 - 3,999	NA	NA	NA	0	7	0%
4,000+	NA	NA	NA	0	7	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 < 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

January	February
124	139

VARIANCE: **12%**

SOLDS

January	February
22	32

VARIANCE: **45%**

SALES PRICE

January	February
\$2.27m	\$2.42m

VARIANCE: **7%**

SALE PRICE PER SQFT.

January	February
\$1,235	\$1,133

VARIANCE: **-8%**

SALE TO LIST PRICE RATIO

January	February
98.89%	100.16%

VARIANCE: **1%**

DAYS ON MARKET

January	February
61	14

VARIANCE: **-77%**

SAN FRANCISCO MARKET SUMMARY | FEBRUARY 2020

- The San Francisco attached luxury market is a **Seller's Market** with a **23% Sales Ratio**.
- Homes sold for a median of **100.16% of list price** in February 2020.
- The most active price band is **\$1,900,000-\$1,949,999**, where the sales ratio is **300%**.
- The median luxury sales price for attached homes has increased to **\$2,417,500**.
- The median days on market for February 2020 was **14** days, down from **61** in January 2020.

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.