

# SAN FRANCISCO CALIFORNIA

–July 2020–



INTERO  
A Berkshire Hathaway Affiliate

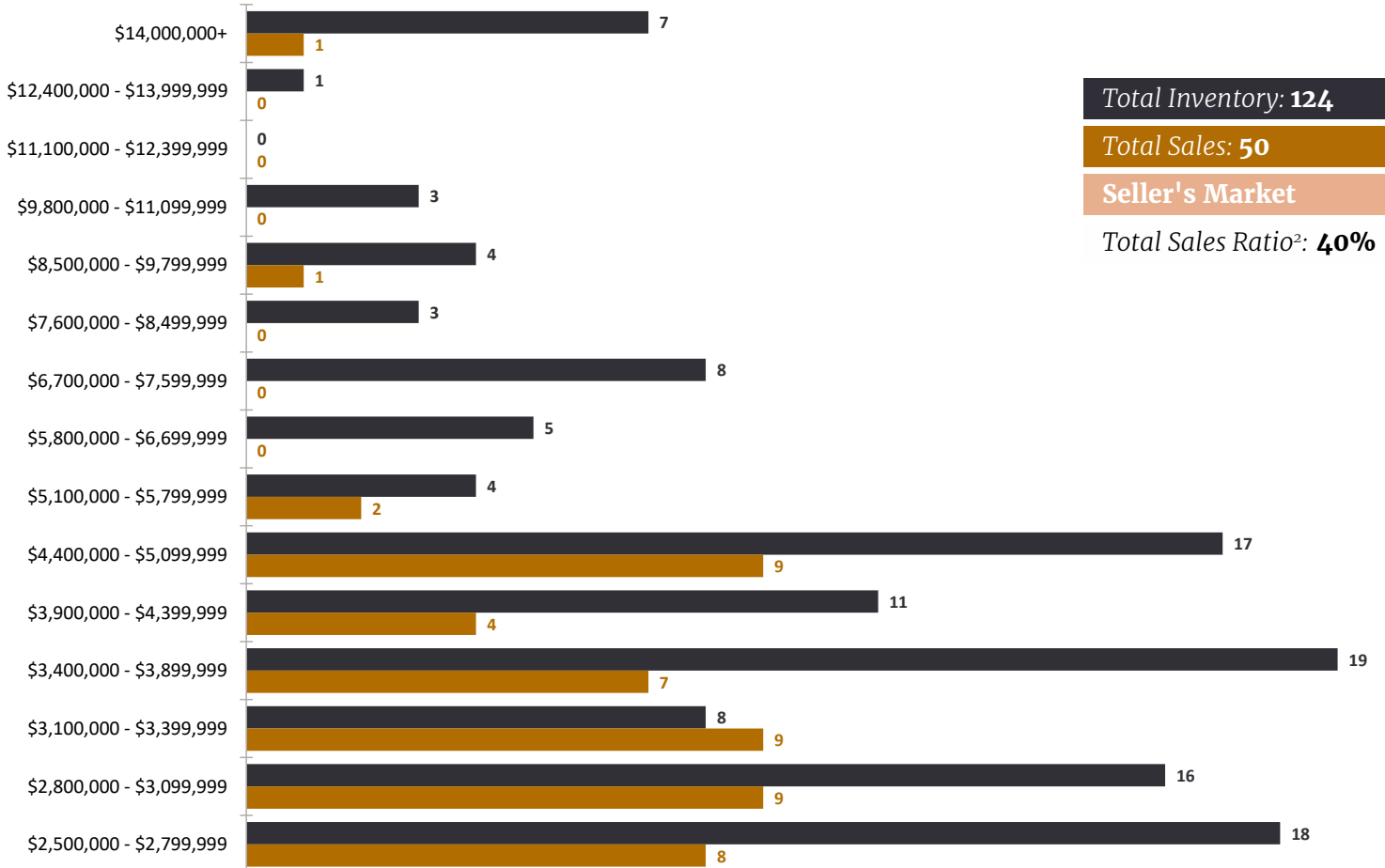
INSTITUTE *for*  
LUXURY HOME  
MARKETING®

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### LUXURY INVENTORY VS. SALES | JUNE 2020

Inventory Sales

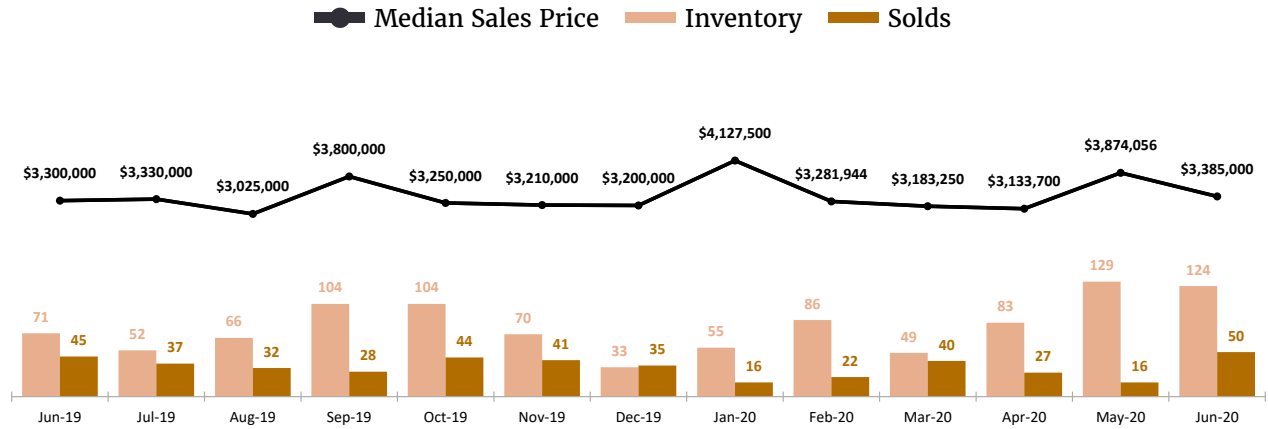
Luxury Benchmark Price<sup>1</sup>: **\$2,500,000**



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,802,500	3	3	4	3	133%
2,000 - 2,999	\$3,070,796	4	3	20	37	54%
3,000 - 3,999	\$3,400,000	4	4	11	37	30%
4,000 - 4,999	\$4,985,000	5	5	6	14	43%
5,000 - 5,999	NA	NA	NA	0	12	0%
6,000+	\$13,375,000	6	7	2	12	17%

<sup>1</sup> The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup> 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 TREND<sup>4</sup>



### MEDIAN DATA

#### INVENTORY

May	June
129	124

VARIANCE: **-4%**

#### SOLDS

May	June
16	50

VARIANCE: **213%**

#### SALES PRICE

May	June
\$3.87m	\$3.39m

VARIANCE: **-13%**

#### SALE PRICE PER SQFT.

May	June
\$1,084	\$1,166

VARIANCE: **8%**

#### SALE TO LIST PRICE RATIO

May	June
100.00%	100.00%

VARIANCE: **0%**

#### DAYS ON MARKET

May	June
15	13

VARIANCE: **-13%**

## SAN FRANCISCO MARKET SUMMARY | JUNE 2020

- The San Francisco single-family luxury market is a **Seller's Market** with a **40% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in June 2020.
- The most active price band is **\$3,100,000-\$3,399,999**, where the sales ratio is **113%**.
- The median luxury sales price for single-family homes has decreased to **\$3,385,000**.
- The median days on market for June 2020 was **13** days, down from **15** in May 2020.

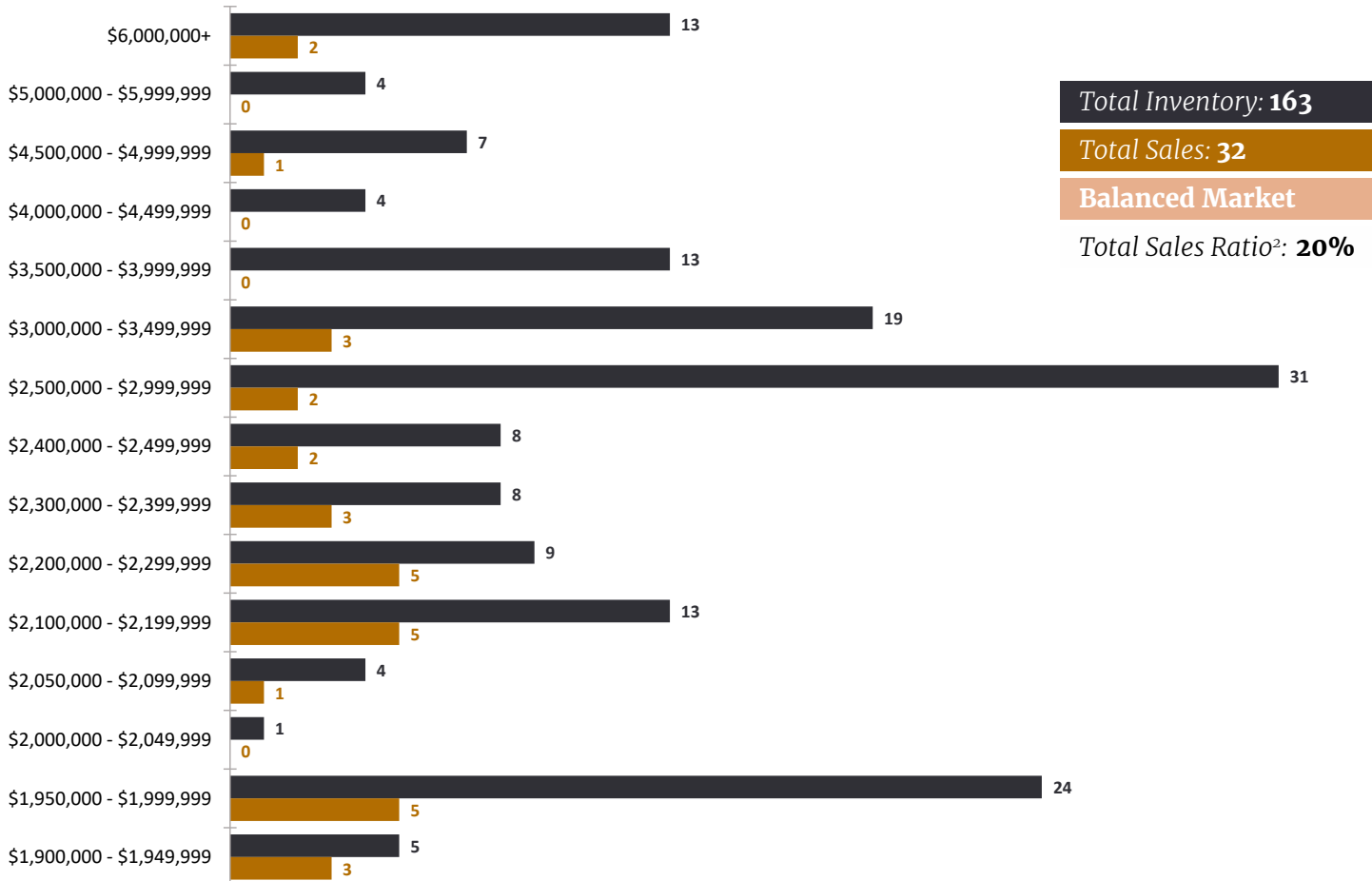
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.

### LUXURY INVENTORY VS. SALES | JUNE 2020

Inventory Sales

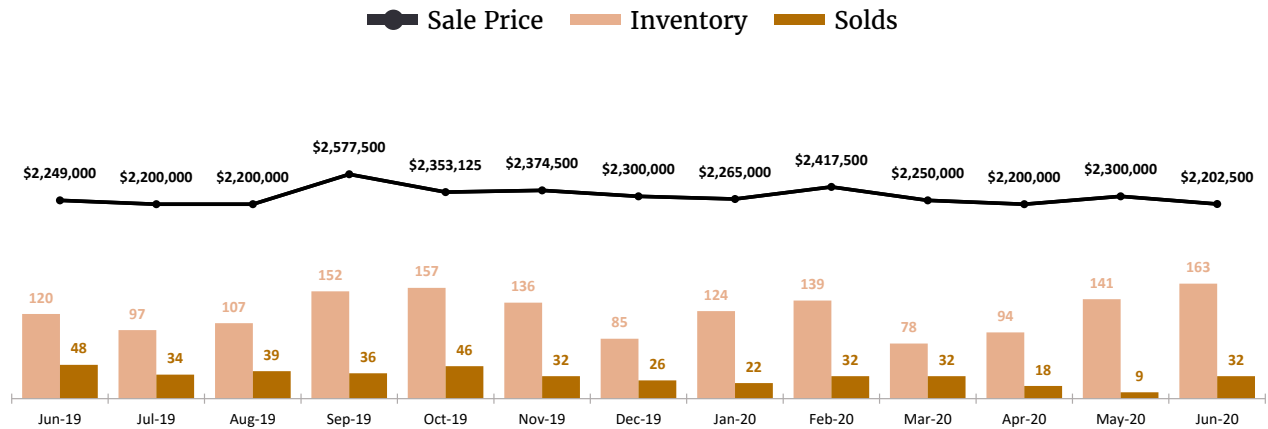
Luxury Benchmark Price<sup>1</sup>: **\$1,900,000**



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,162,500	2	2	16	87	18%
2,000 - 2,499	\$2,350,000	3	3	9	25	36%
2,500 - 2,999	\$3,900,000	4	4	2	11	18%
3,000 - 3,499	\$7,950,000	3	4	1	6	17%
3,500 - 3,999	NA	NA	NA	0	7	0%
4,000+	NA	NA	NA	0	6	0%

<sup>1</sup> The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup> 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 TREND<sup>4</sup>



### MEDIAN DATA

#### INVENTORY

May	June
141	163

VARIANCE: **16%**

#### SOLDS

May	June
9	32

VARIANCE: **256%**

#### SALES PRICE

May	June
\$2.30m	\$2.20m

VARIANCE: **-4%**

#### SALE PRICE PER SQFT.

May	June
\$1,221	\$1,220

VARIANCE: **0%**

#### SALE TO LIST PRICE RATIO

May	June
97.74%	100.00%

VARIANCE: **2%**

#### DAYS ON MARKET

May	June
24	22

VARIANCE: **-8%**

## SAN FRANCISCO MARKET SUMMARY | JUNE 2020

- The San Francisco attached luxury market is a **Balanced Market** with a **20% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in June 2020.
- The most active price band is **\$1,900,000-\$1,949,999**, where the sales ratio is **60%**.
- The median luxury sales price for attached homes has decreased to **\$2,202,500**.
- The median days on market for June 2020 was **22** days, down from **24** in May 2020.

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

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.