



SAN FRANCISCO CALIFORNIA

–September 2020–

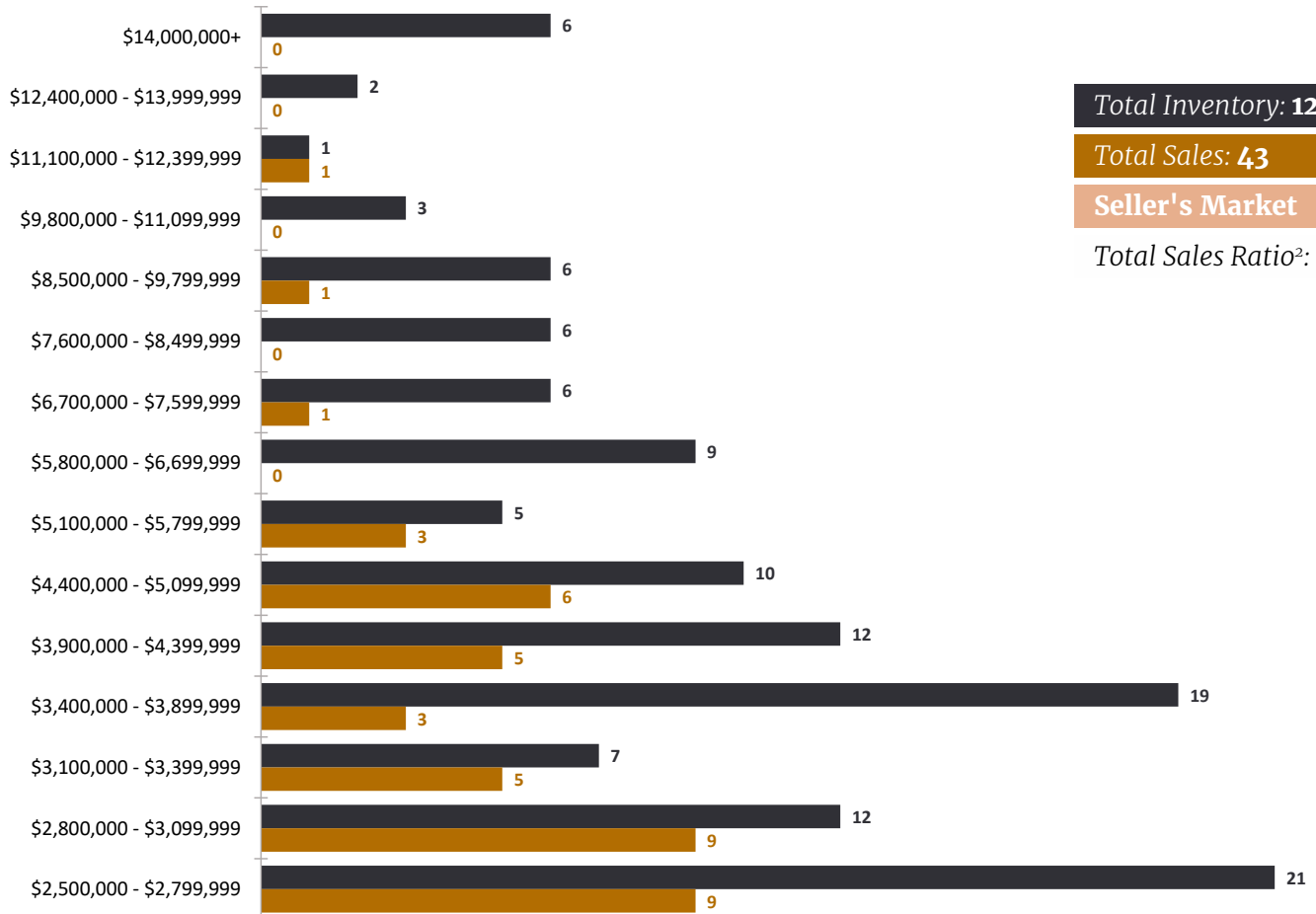
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | AUGUST 2020

Inventory Sales

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



Total Inventory: **125**

Total Sales: **43**

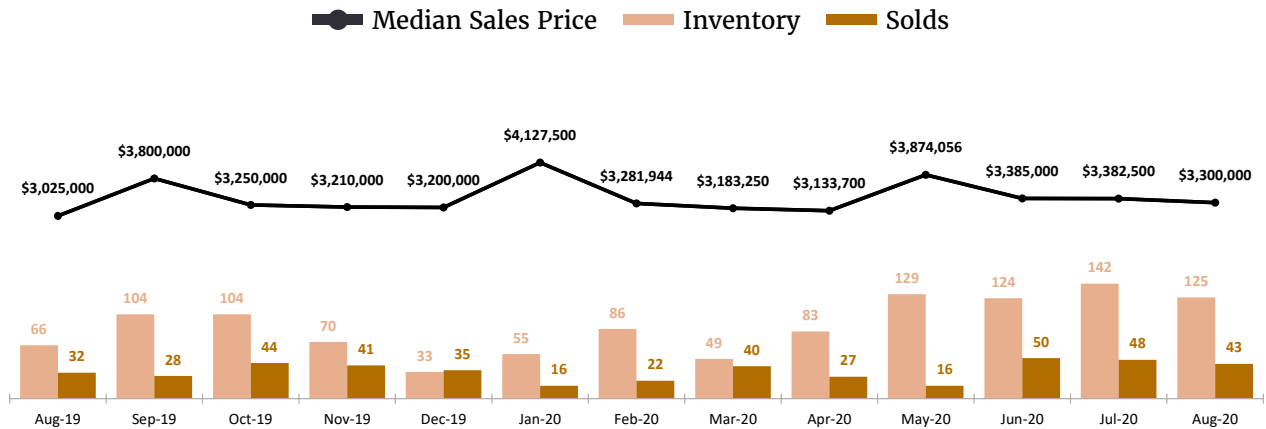
Seller's Market

Total Sales Ratio²: **34%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,750,000	3	3	4	5	80%
2,000 - 2,999	\$2,875,000	4	4	12	29	41%
3,000 - 3,999	\$3,825,000	4	4	14	30	47%
4,000 - 4,999	\$4,372,500	5	5	6	19	32%
5,000 - 5,999	\$8,500,000	6	6	3	14	21%
6,000+	NA	NA	NA	0	13	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
142

August
125

VARIANCE: **-12%**

SOLDS

July
48

August
43

VARIANCE: **-10%**

SALES PRICE

July
\$3.38m

August
\$3.30m

VARIANCE: **-2%**

SALE PRICE PER SQFT.

July
\$1,179

August
\$1,228

VARIANCE: **4%**

SALE TO LIST PRICE RATIO

July
98.80%

August
98.51%

VARIANCE: **0%**

DAYS ON MARKET

July
12

August
24

VARIANCE: **100%**

SAN FRANCISCO MARKET SUMMARY | AUGUST 2020

- The San Francisco single-family luxury market is a **Seller's Market** with a **34% Sales Ratio**.
- Homes sold for a median of **98.51% of list price** in August 2020.
- The most active price band is **\$11,100,000-\$12,399,999**, where the sales ratio is **100%**.
- The median luxury sales price for single-family homes has decreased to **\$3,300,000**.
- The median days on market for August 2020 was **24** days, up from **12** in July 2020.

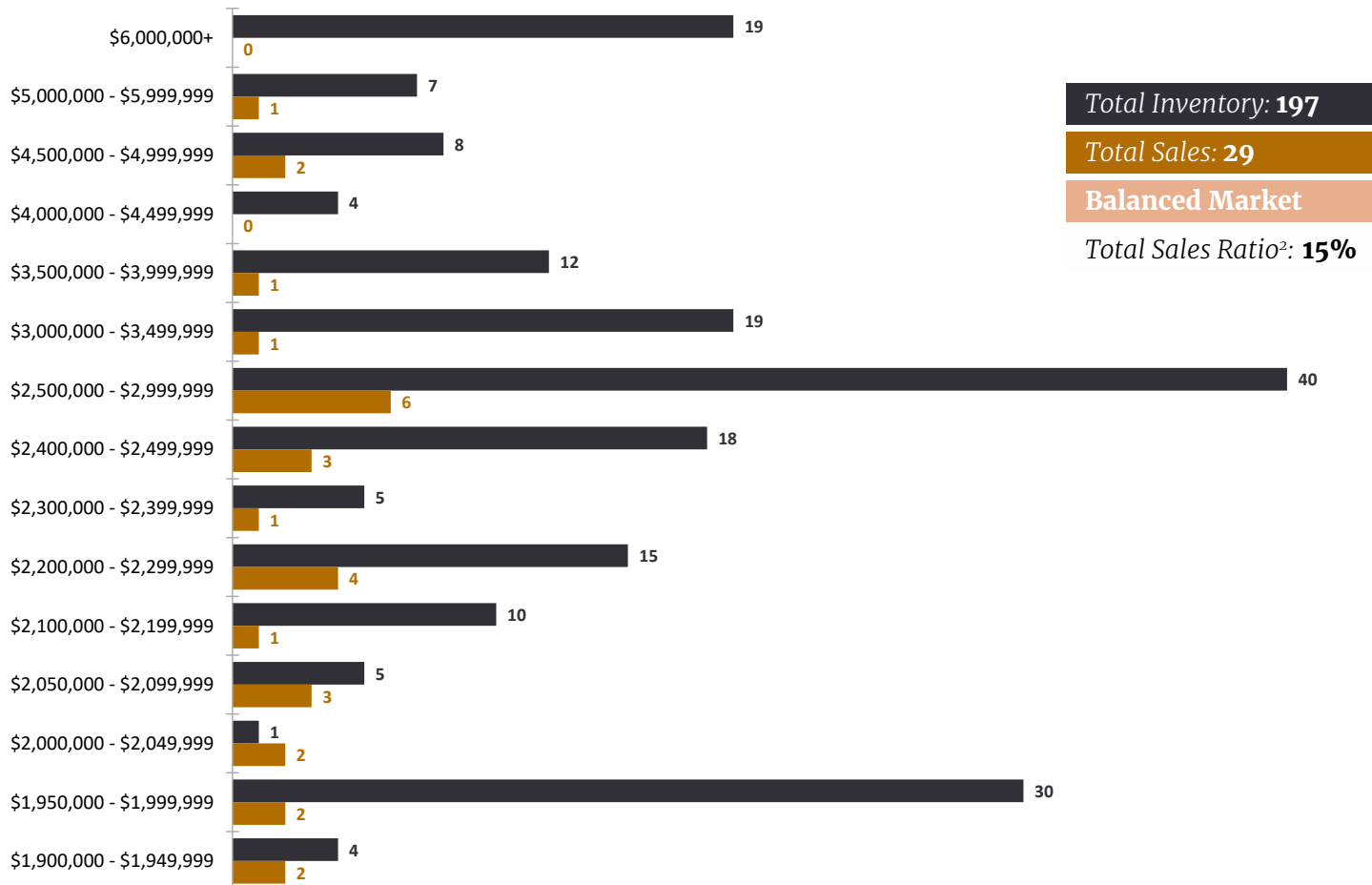
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | AUGUST 2020

Inventory Sales

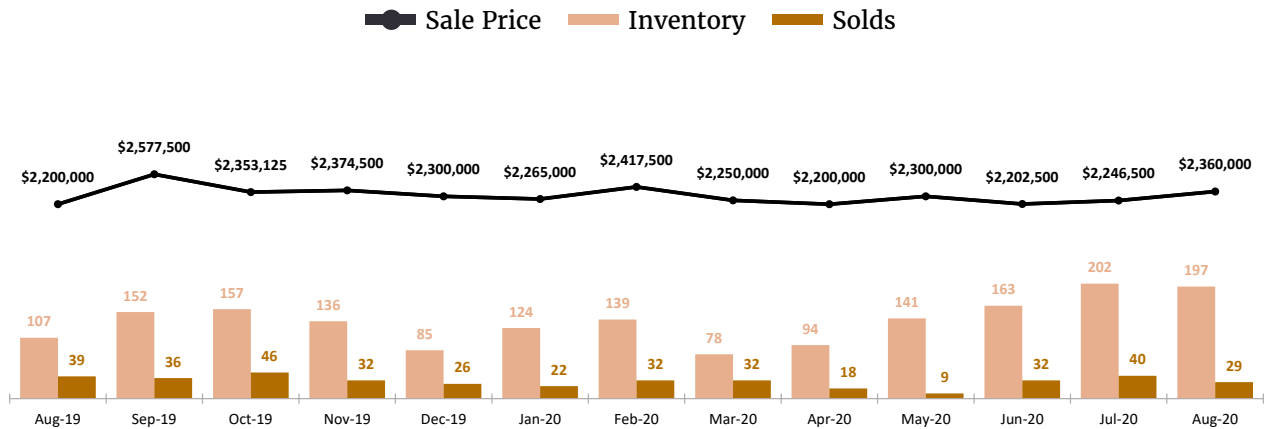
Luxury Benchmark Price¹: **\$1,900,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,080,000	3	2	16	88	18%
2,000 - 2,499	\$2,597,500	3	4	8	36	22%
2,500 - 2,999	\$3,375,000	4	4	4	20	20%
3,000 - 3,499	NA	NA	NA	0	7	0%
3,500 - 3,999	\$5,550,000	3	3	1	6	17%
4,000+	NA	NA	NA	0	10	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

July	August
202	197

VARIANCE: **-2%**

SOLDS

July	August
40	29

VARIANCE: **-28%**

SALES PRICE

July	August
\$2.25m	\$2.36m

VARIANCE: **5%**

SALE PRICE PER SQFT.

July	August
\$1,194	\$1,221

VARIANCE: **2%**

SALE TO LIST PRICE RATIO

July	August
99.77%	100.00%

VARIANCE: **0%**

DAYS ON MARKET

July	August
28	13

VARIANCE: **-54%**

SAN FRANCISCO MARKET SUMMARY | AUGUST 2020

- The San Francisco attached luxury market is a **Balanced Market** with a **15% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in August 2020.
- The most active price band is **\$2,000,000-\$2,049,999**, where the sales ratio is **200%**.
- The median luxury sales price for attached homes has increased to **\$2,360,000**.
- The median days on market for August 2020 was **13** days, down from **28** in July 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.