



SILICON VALLEY CALIFORNIA

–September 2020–



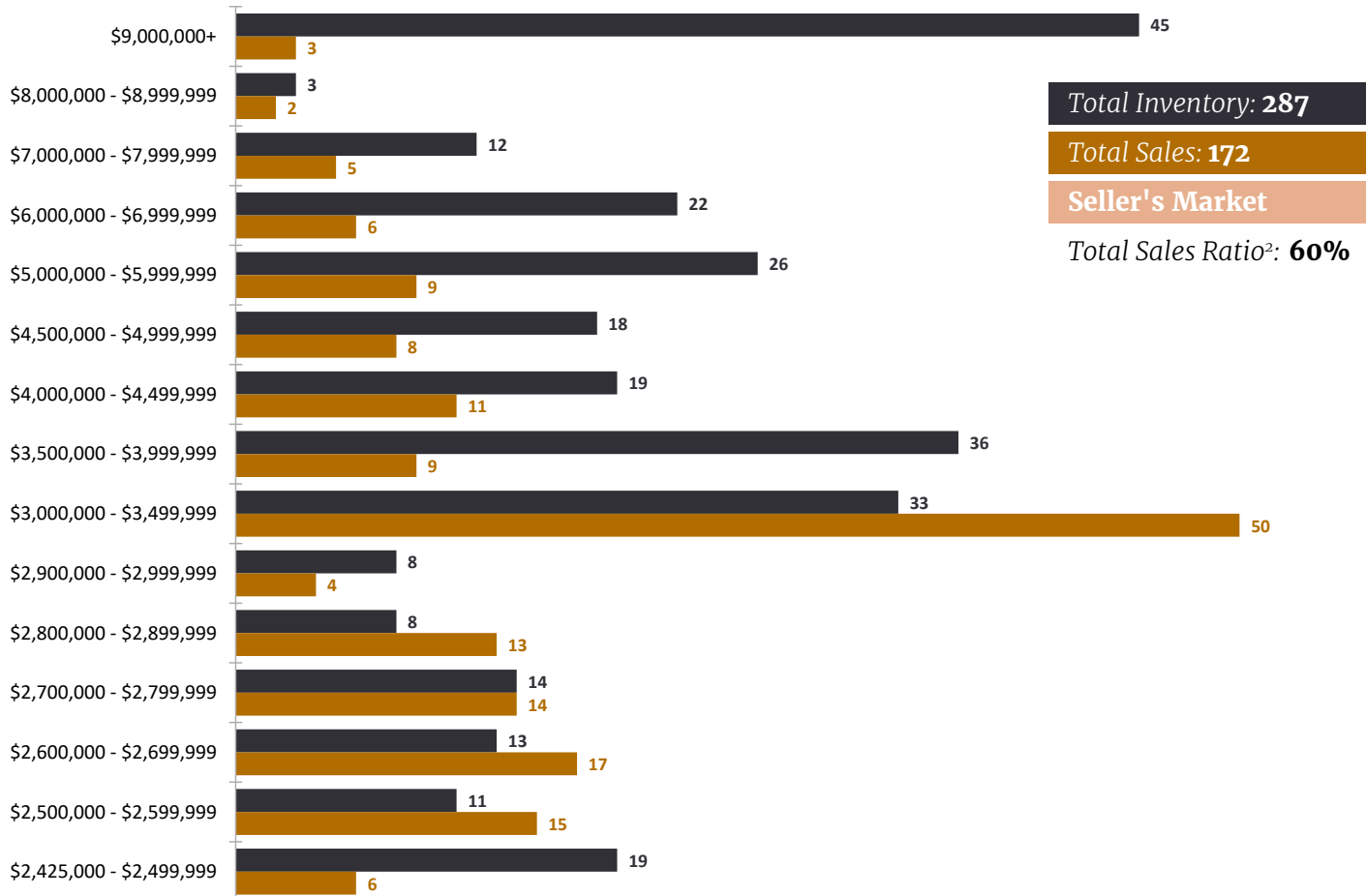
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | AUGUST 2020

Inventory Sales

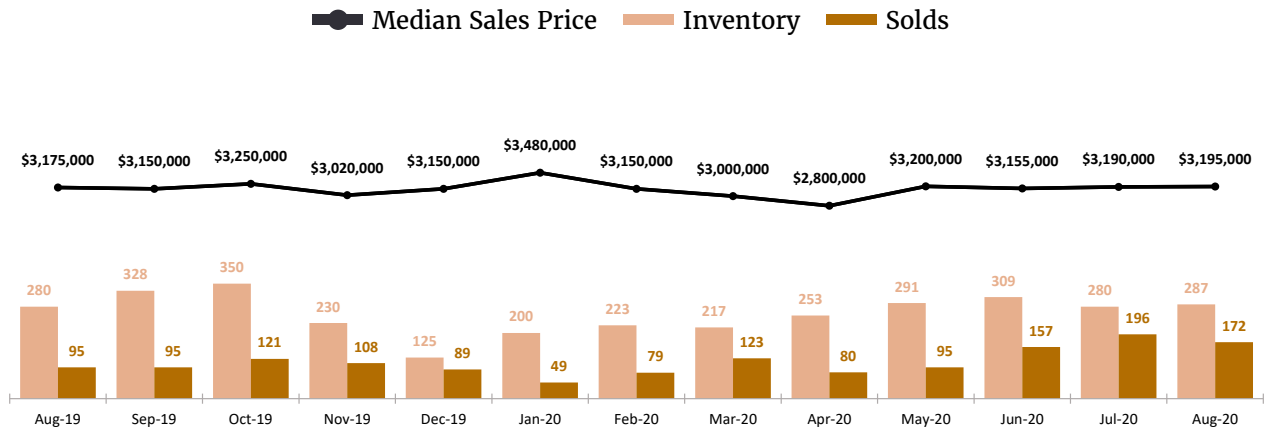
Luxury Benchmark Price¹: **\$2,425,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,700,000	3	2	25	33	76%
2,000 - 2,999	\$2,910,000	4	3	75	76	99%
3,000 - 3,999	\$3,325,000	4	4	43	74	58%
4,000 - 4,999	\$4,445,000	5	5	14	39	36%
5,000 - 5,999	\$6,600,000	5	5	9	23	39%
6,000+	\$8,778,048	6	7	6	42	14%

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 < 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
280	287

VARIANCE: **3%**

SOLDS

July	August
196	172

VARIANCE: **-12%**

SALES PRICE

July	August
\$3.19m	\$3.20m

VARIANCE: **0%**

SALE PRICE PER SQFT.

July	August
\$1,258	\$1,244

VARIANCE: **-1%**

SALE TO LIST PRICE RATIO

July	August
100.00%	100.00%

VARIANCE: **0%**

DAYS ON MARKET

July	August
11	11

VARIANCE: **0%**

SILICON VALLEY MARKET SUMMARY | AUGUST 2020

- The Silicon Valley single-family luxury market is a **Seller's Market** with a **60% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in August 2020.
- The most active price band is **\$2,800,000-\$2,899,999**, where the sales ratio is **163%**.
- The median luxury sales price for single-family homes has increased to **\$3,195,000**.
- The median days on market for August 2020 was **11** days, remaining the same from July 2020.

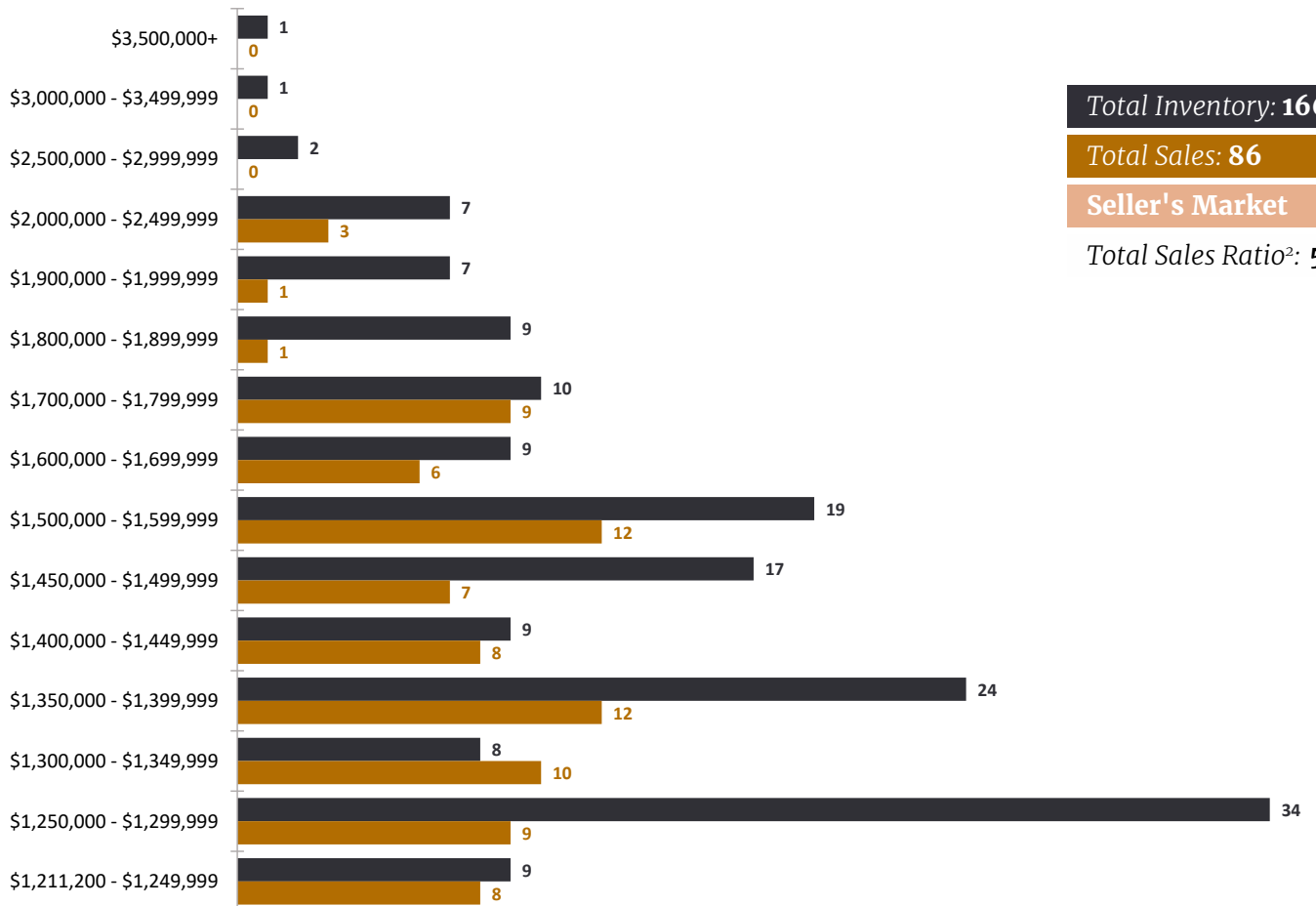
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | AUGUST 2020

Inventory Sales

Luxury Benchmark Price¹: **\$1,211,200**



Total Inventory: **166**

Total Sales: **86**

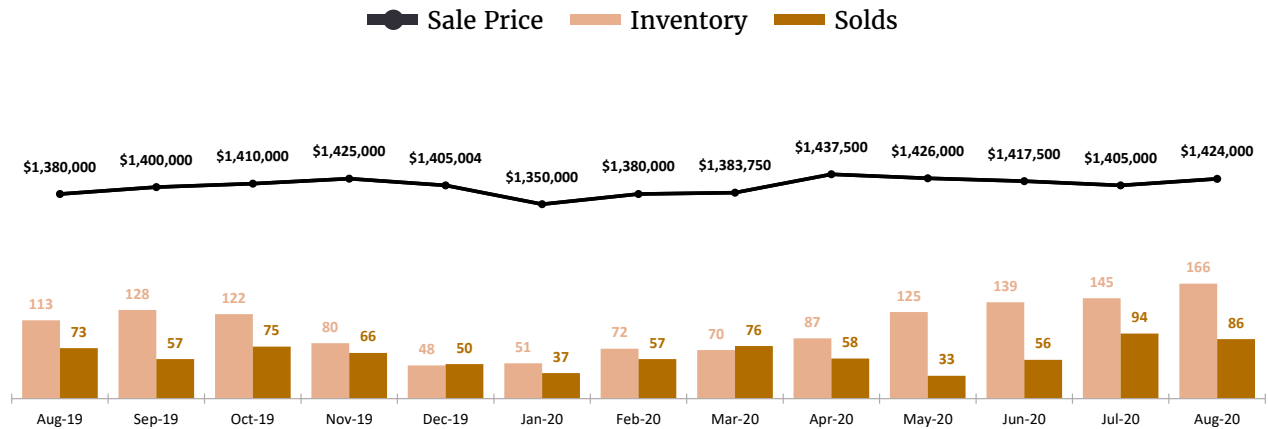
Seller's Market

Total Sales Ratio²: **52%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 999	NA	NA	NA	0	2	0%
1,000 - 1,499	\$1,347,000	2	2	29	48	60%
1,500 - 1,999	\$1,436,000	3	3	44	84	52%
2,000 - 2,499	\$1,687,500	3	3	12	27	44%
2,500 - 2,999	\$1,370,000	4	4	1	4	25%
3,000+	NA	NA	NA	0	1	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
145 166

VARIANCE: **14%**

SOLDS

July August
94 86

VARIANCE: **-9%**

SALES PRICE

July August
\$1.41m \$1.42m

VARIANCE: **1%**

SALE PRICE PER SQFT.

July August
\$890 \$885

VARIANCE: **-1%**

SALE TO LIST PRICE RATIO

July August
100.06% 100.84%

VARIANCE: **1%**

DAYS ON MARKET

July August
11 10

VARIANCE: **-9%**

SILICON VALLEY MARKET SUMMARY | AUGUST 2020

- The Silicon Valley attached luxury market is a **Seller's Market** with a **52% Sales Ratio**.
- Homes sold for a median of **100.84% of list price** in August 2020.
- The most active price band is **\$1,300,000-\$1,349,999**, where the sales ratio is **125%**.
- The median luxury sales price for attached homes has increased to **\$1,424,000**.
- The median days on market for August 2020 was **10** days, down from **11** 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.