



# SAN FRANCISCO CALIFORNIA

–October 2020–

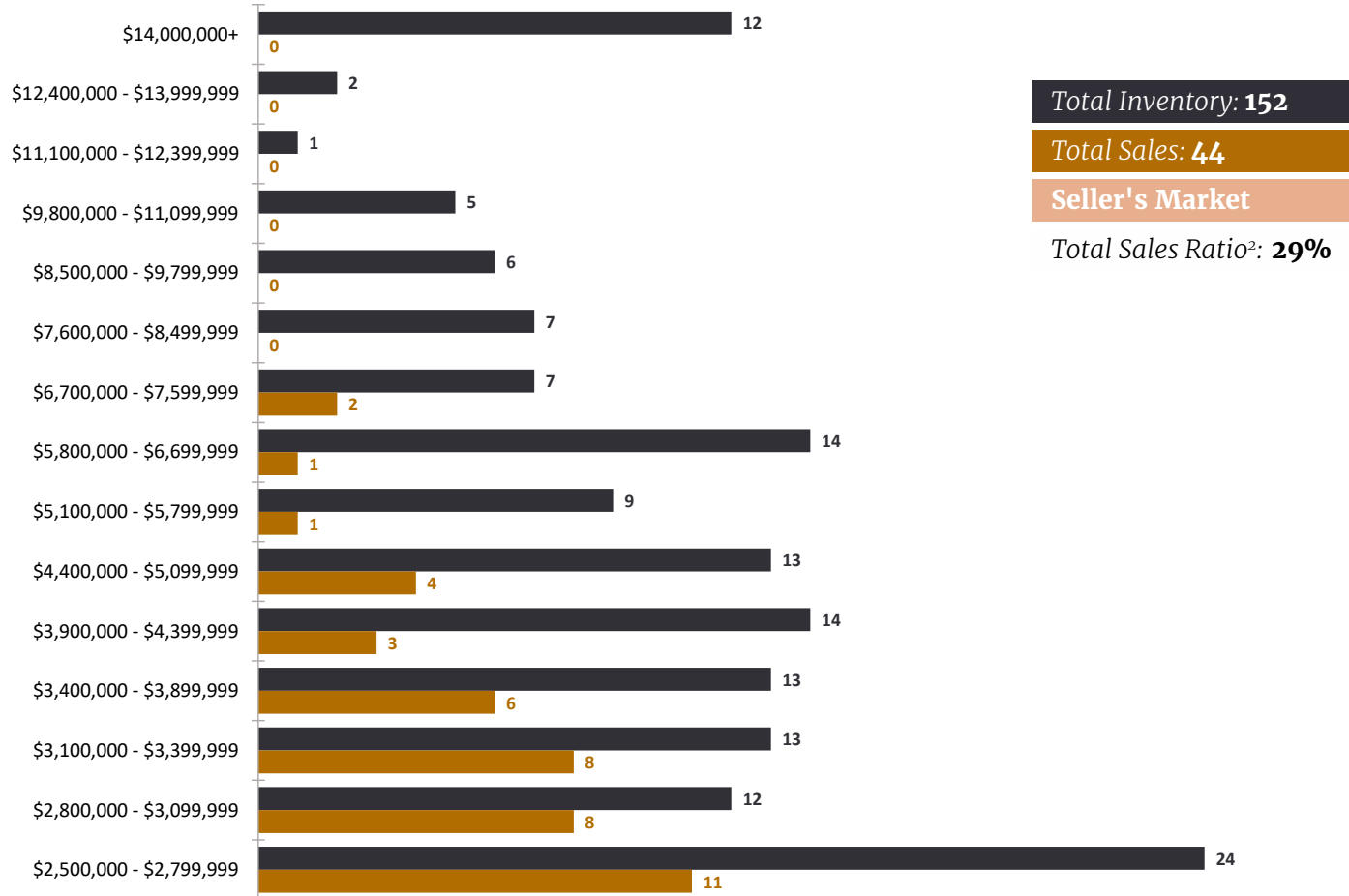
INSTITUTE *for*  
LUXURY HOME  
MARKETING®

[www.LuxuryHomeMarketing.com](http://www.LuxuryHomeMarketing.com)

### LUXURY INVENTORY VS. SALES | SEPTEMBER 2020

Inventory Sales

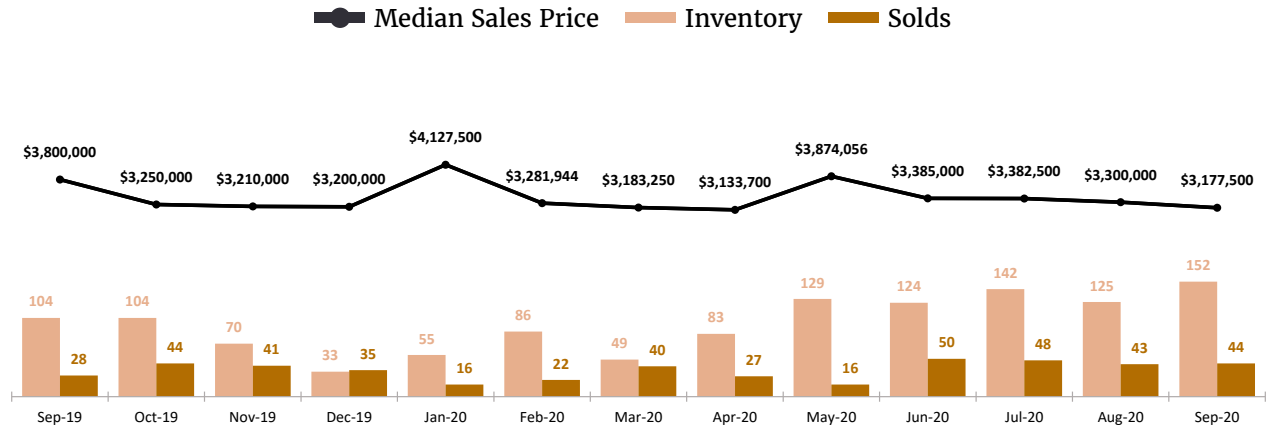
Luxury Benchmark Price<sup>1</sup>: **\$2,500,000**



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	NA	NA	NA	0	3	0%
2,000 - 2,999	\$2,830,000	4	3	21	32	66%
3,000 - 3,999	\$3,895,000	4	4	13	45	29%
4,000 - 4,999	\$4,000,000	5	4	3	19	16%
5,000 - 5,999	\$5,687,500	5	6	2	15	13%
6,000+	\$7,200,000	6	6	1	19	5%

<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

August      September  
125      152

VARIANCE: **22%**

#### SOLDS

August      September  
43      44

VARIANCE: **2%**

#### SALES PRICE

August      September  
\$3.30m      \$3.18m

VARIANCE: **-4%**

#### SALE PRICE PER SQFT.

August      September  
\$1,228      \$1,144

VARIANCE: **-7%**

#### SALE TO LIST PRICE RATIO

August      September  
98.51%      100.00%

VARIANCE: **2%**

#### DAYS ON MARKET

August      September  
24      11

VARIANCE: **-54%**

## SAN FRANCISCO MARKET SUMMARY | SEPTEMBER 2020

- The San Francisco single-family luxury market is a **Seller's Market** with a **29% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in September 2020.
- The most active price band is **\$2,800,000-\$3,099,999**, where the sales ratio is **67%**.
- The median luxury sales price for single-family homes has decreased to **\$3,177,500**.
- The median days on market for September 2020 was **11** days, down from **24** in August 2020.

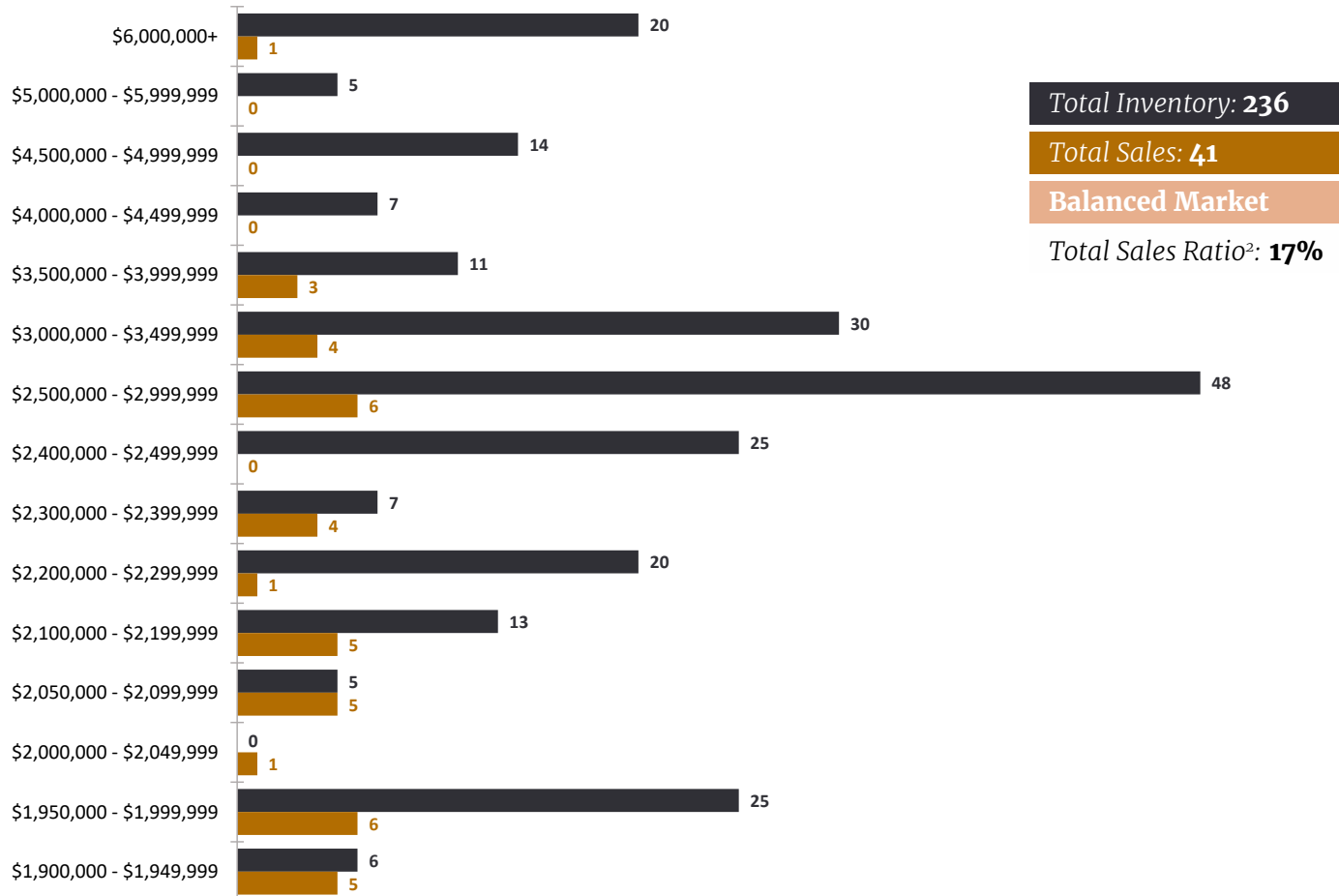
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | SEPTEMBER 2020

Inventory Sales

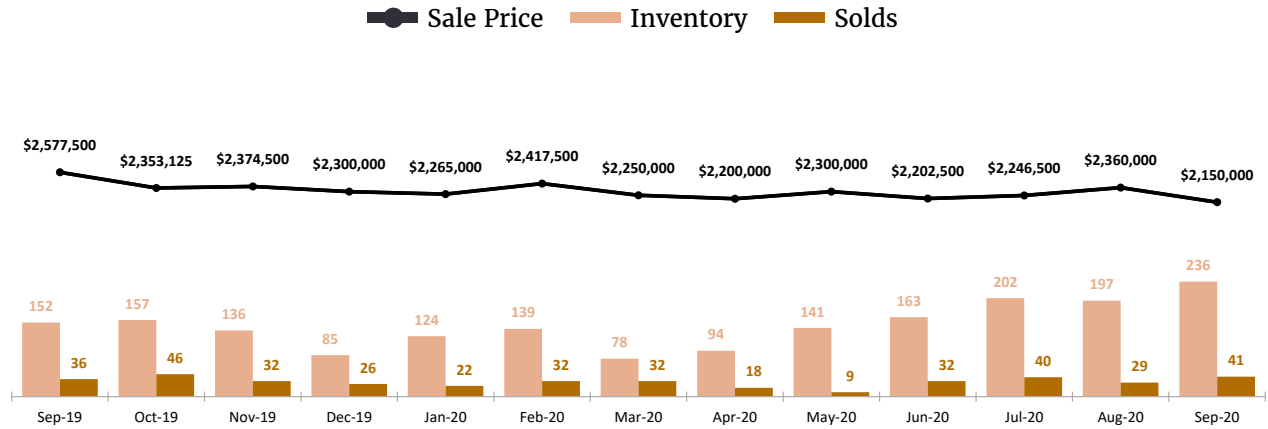
Luxury Benchmark Price<sup>1</sup>: **\$1,900,000**



Square Feet <sup>3</sup>	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 1,999	\$2,060,000	3	3	20	101	20%
2,000 - 2,499	\$2,205,000	3	3	8	55	15%
2,500 - 2,999	\$3,125,000	3	3	6	29	21%
3,000 - 3,499	NA	NA	NA	0	9	0%
3,500 - 3,999	NA	NA	NA	0	8	0%
4,000+	\$9,000,000	3	4	1	10	10%

<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

August	September
197	236

VARIANCE: **20%**

#### SOLDS

August	September
29	41

VARIANCE: **41%**

#### SALES PRICE

August	September
\$2.36m	\$2.15m

VARIANCE: **-9%**

#### SALE PRICE PER SQFT.

August	September
\$1,221	\$1,224

VARIANCE: **0%**

#### SALE TO LIST PRICE RATIO

August	September
100.00%	99.00%

VARIANCE: **-1%**

#### DAYS ON MARKET

August	September
13	32

VARIANCE: **146%**

## SAN FRANCISCO MARKET SUMMARY | SEPTEMBER 2020

- The San Francisco attached luxury market is a **Balanced Market** with a **17% Sales Ratio**.
- Homes sold for a median of **99.00% of list price** in September 2020.
- The most active price band is **\$2,050,000-\$2,099,999**, where the sales ratio is **100%**.
- The median luxury sales price for attached homes has decreased to **\$2,150,000**.
- The median days on market for September 2020 was **32** days, up from **13** in August 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.