



SAN FRANCISCO CALIFORNIA

–November 2020–



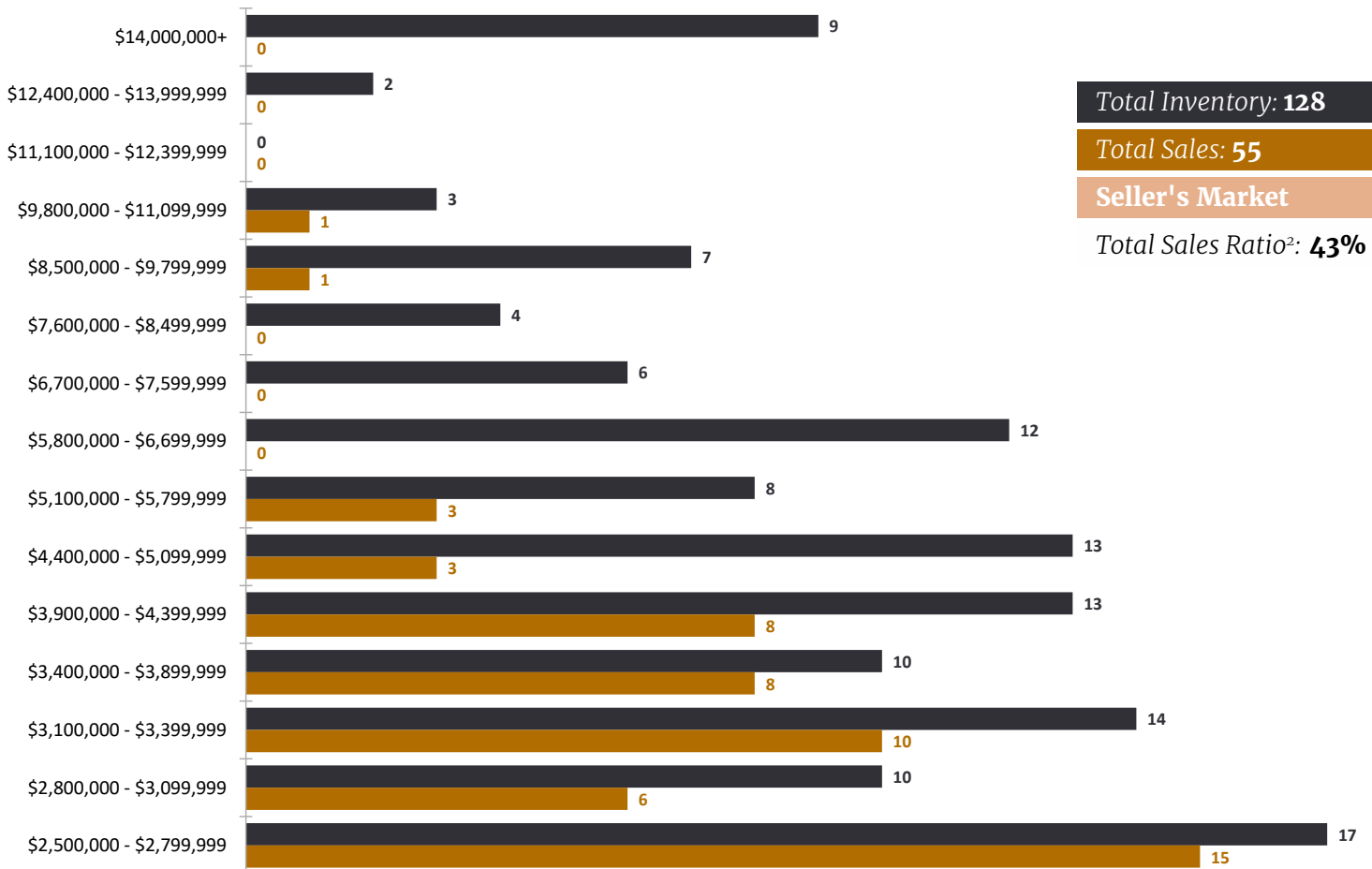
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | OCTOBER 2020

Inventory Sales

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



Total Inventory: **128**

Total Sales: **55**

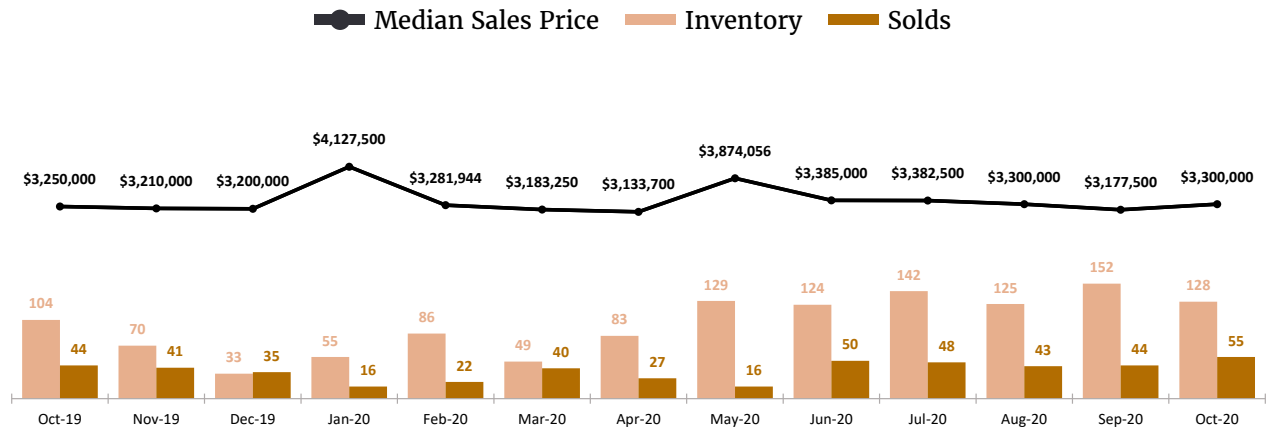
Seller's Market

Total Sales Ratio²: **43%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,660,000	3	3	2	1	200%
2,000 - 2,999	\$2,863,750	4	3	23	31	74%
3,000 - 3,999	\$3,412,500	4	4	21	41	51%
4,000 - 4,999	\$4,067,563	6	5	6	19	32%
5,000 - 5,999	\$9,650,000	5	5	2	13	15%
6,000+	NA	NA	NA	0	15	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

September	October
152	128

VARIANCE: **-16%**

SOLDS

September	October
44	55

VARIANCE: **25%**

SALES PRICE

September	October
\$3.18m	\$3.30m

VARIANCE: **4%**

SALE PRICE PER SQFT.

September	October
\$1,144	\$1,090

VARIANCE: **-5%**

SALE TO LIST PRICE RATIO

September	October
100.00%	98.73%

VARIANCE: **-1%**

DAYS ON MARKET

September	October
11	14

VARIANCE: **27%**

SAN FRANCISCO MARKET SUMMARY | OCTOBER 2020

- The San Francisco single-family luxury market is a **Seller's Market** with a **43% Sales Ratio**.
- Homes sold for a median of **98.73% of list price** in October 2020.
- The most active price band is **\$2,500,000-\$2,799,999**, where the sales ratio is **88%**.
- The median luxury sales price for single-family homes has increased to **\$3,300,000**.
- The median days on market for October 2020 was **14** days, up from **11** in September 2020.

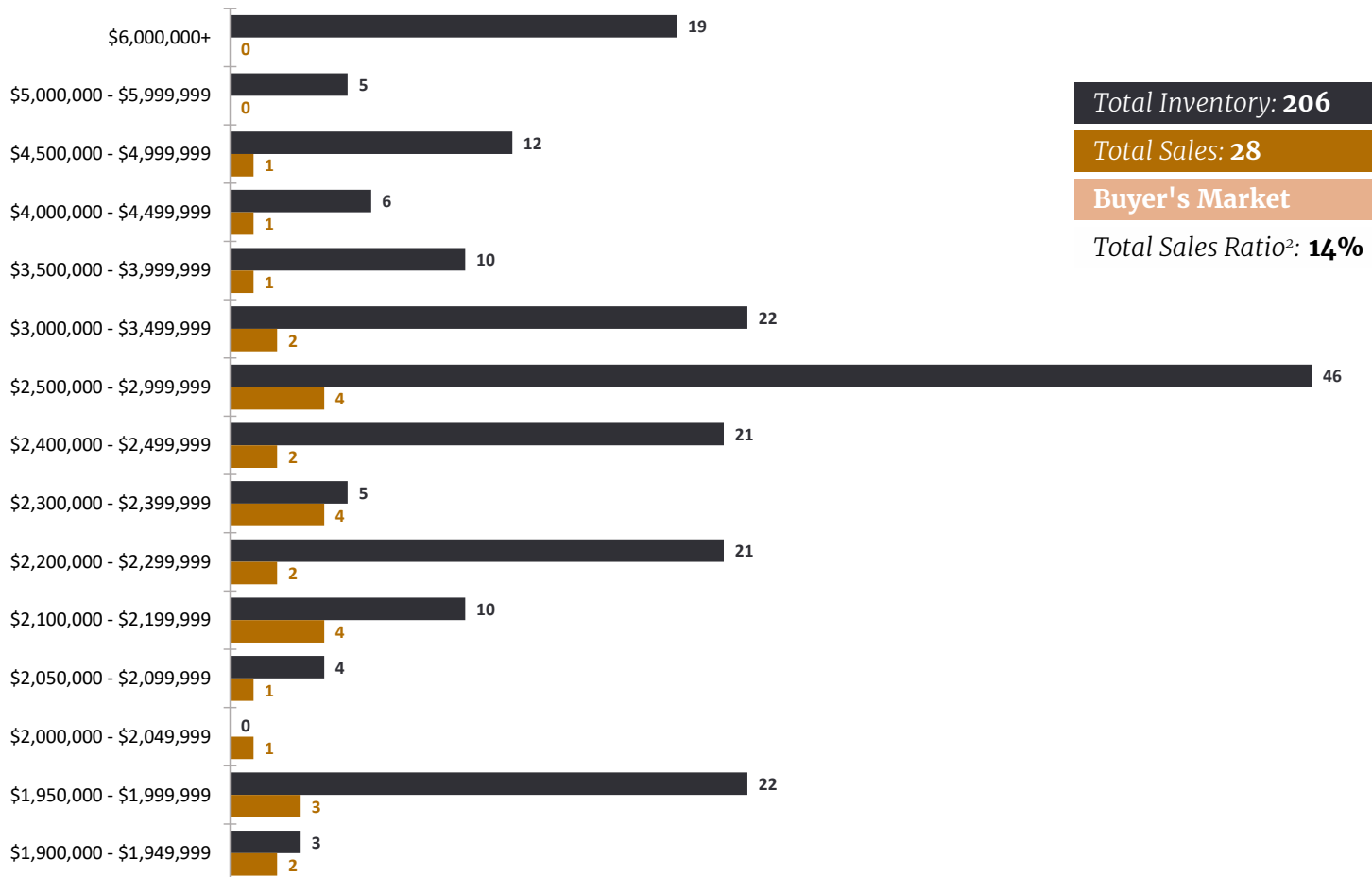
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | OCTOBER 2020

Inventory Sales

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



Total Inventory: **206**

Total Sales: **28**

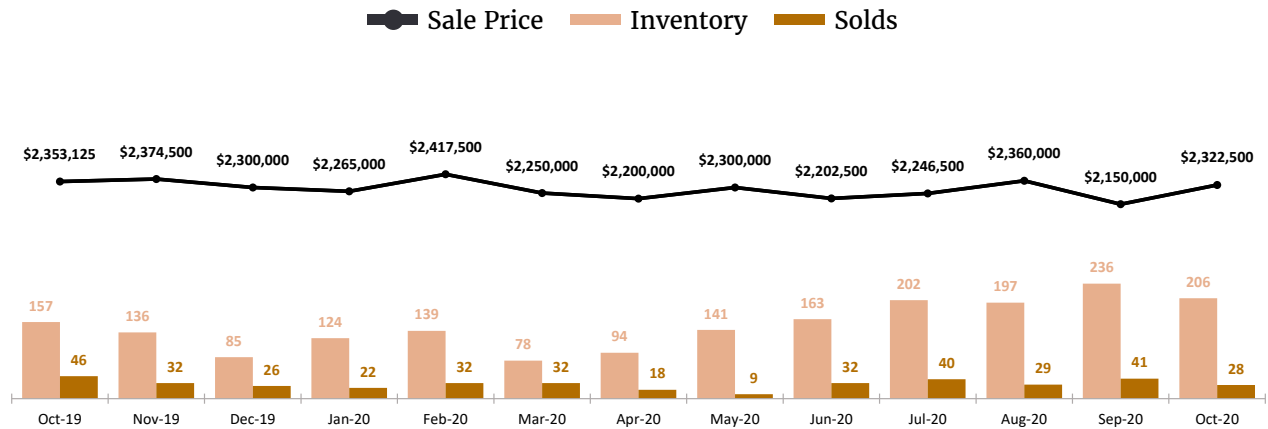
Buyer's Market

Total Sales Ratio²: **14%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,265,000	2	3	10	93	11%
2,000 - 2,499	\$2,399,500	3	3	10	45	22%
2,500 - 2,999	\$3,250,000	4	3	4	20	20%
3,000 - 3,499	NA	NA	NA	0	9	0%
3,500 - 3,999	NA	NA	NA	0	6	0%
4,000+	NA	NA	NA	0	8	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

September	October
236	206

VARIANCE: **-13%**

SOLDS

September	October
41	28

VARIANCE: **-32%**

SALES PRICE

September	October
\$2.15m	\$2.32m

VARIANCE: **8%**

SALE PRICE PER SQFT.

September	October
\$1,224	\$1,193

VARIANCE: **-3%**

SALE TO LIST PRICE RATIO

September	October
99.00%	100.00%

VARIANCE: **1%**

DAYS ON MARKET

September	October
32	22

VARIANCE: **-31%**

SAN FRANCISCO MARKET SUMMARY | OCTOBER 2020

- The San Francisco attached luxury market is a **Buyer's Market** with a **14% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in October 2020.
- The most active price band is **\$2,300,000-\$2,399,999**, where the sales ratio is **80%**.
- The median luxury sales price for attached homes has increased to **\$2,322,500**.
- The median days on market for October 2020 was **22** days, down from **32** in September 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.