



SAN FRANCISCO CALIFORNIA

–January 2021–

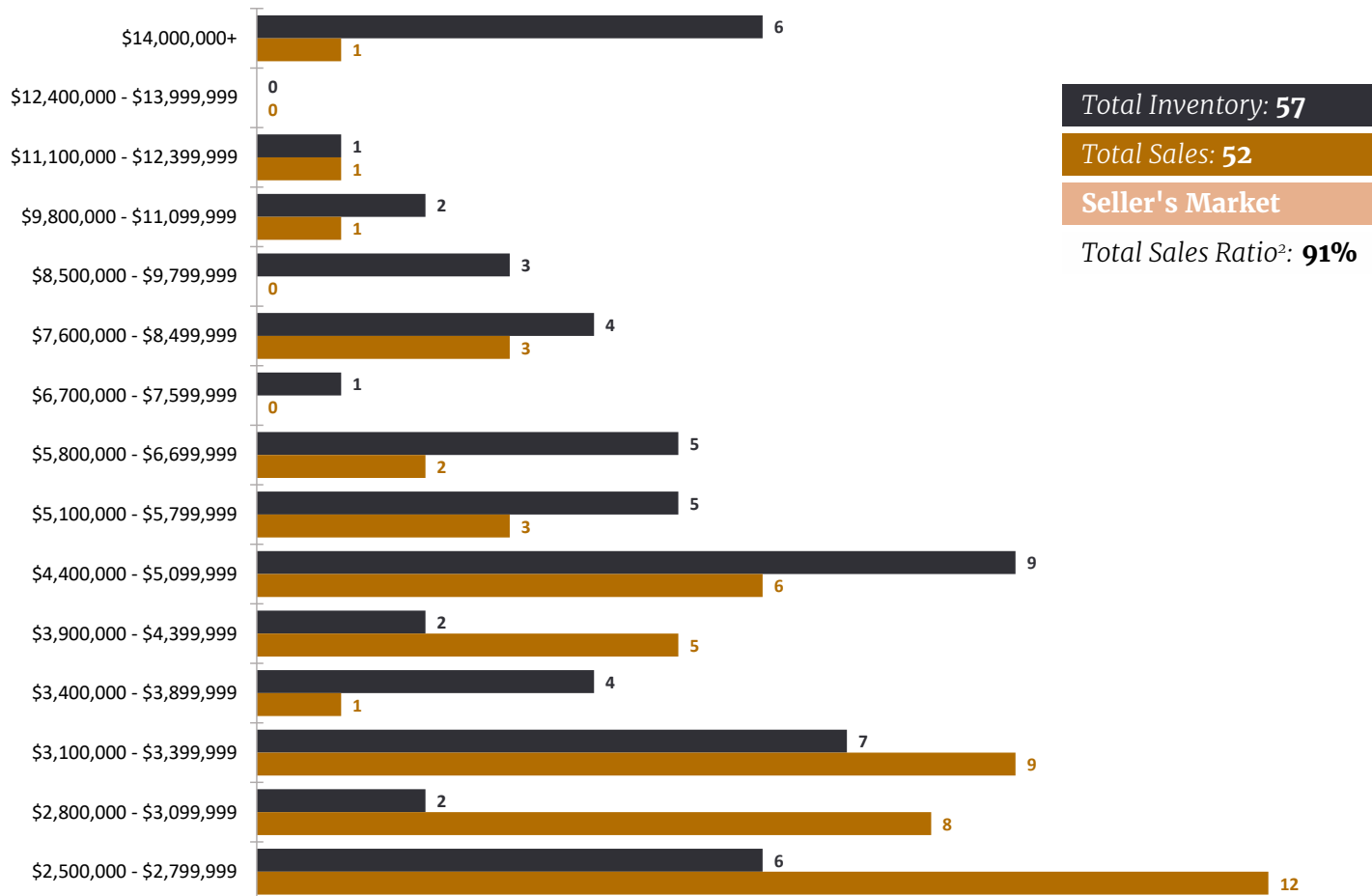
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | DECEMBER 2020

Inventory Sales

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



Total Inventory: **57**

Total Sales: **52**

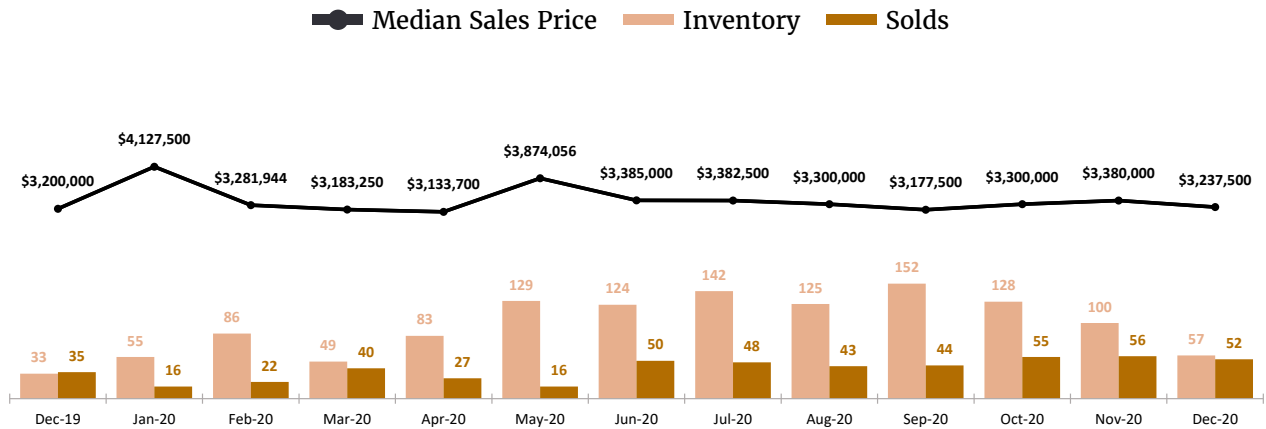
Seller's Market

Total Sales Ratio²: **91%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,560,000	3	3	2	1	200%
2,000 - 2,999	\$2,900,000	4	4	21	10	210%
3,000 - 3,999	\$4,250,000	5	5	13	14	93%
4,000 - 4,999	\$5,700,000	5	5	5	11	45%
5,000 - 5,999	\$8,250,000	6	5	5	7	71%
6,000+	\$7,850,000	4	7	1	10	10%

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

November December
100 **57**

VARIANCE: **-43%**

SOLDS

November December
56 **52**

VARIANCE: **-7%**

SALES PRICE

November December
\$3.38m **\$3.24m**

VARIANCE: **-4%**

SALE PRICE PER SQFT.

November December
\$1,191 **\$1,230**

VARIANCE: **3%**

SALE TO LIST PRICE RATIO

November December
100.00% **98.26%**

VARIANCE: **-2%**

DAYS ON MARKET

November December
20 **20**

VARIANCE: **0%**

SAN FRANCISCO MARKET SUMMARY | DECEMBER 2020

- The San Francisco single-family luxury market is a **Seller's Market** with a **91% Sales Ratio**.
- Homes sold for a median of **98.26% of list price** in December 2020.
- The most active price band is **\$2,800,000-\$3,099,999**, where the sales ratio is **400%**.
- The median luxury sales price for single-family homes has decreased to **\$3,237,500**.
- The median days on market for December 2020 was **20** days, remaining the same from November 2020.

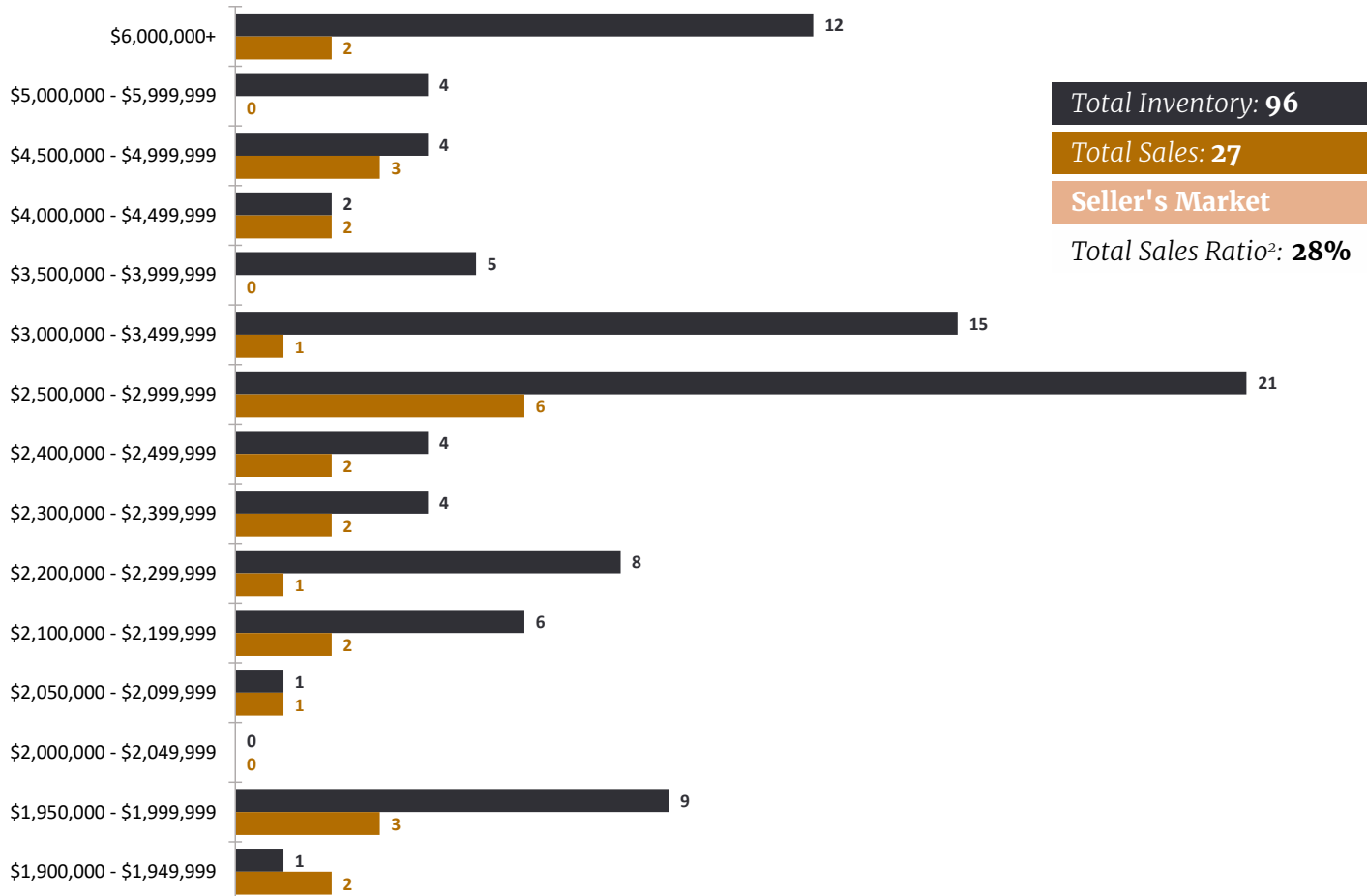
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | DECEMBER 2020

Inventory Sales

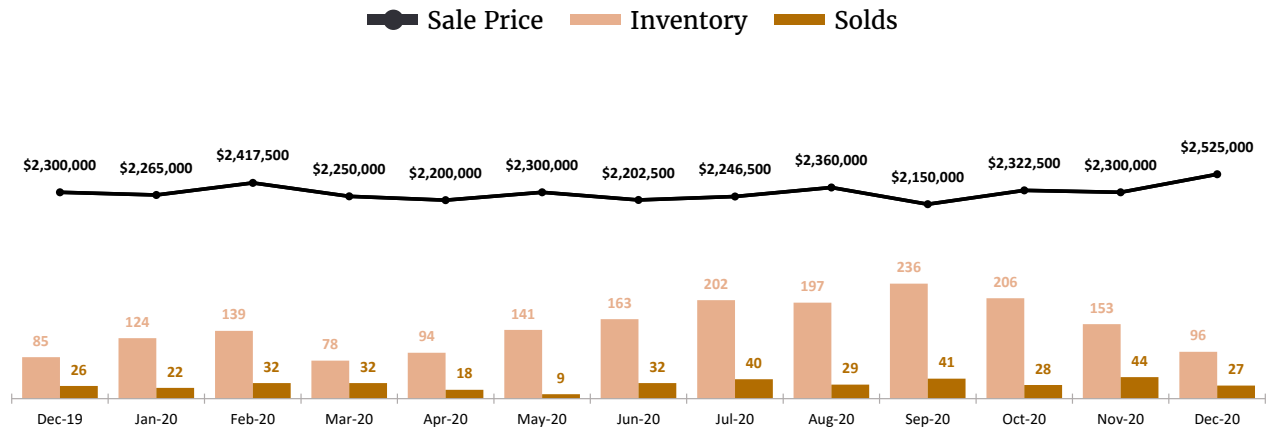
Luxury Benchmark Price¹: **\$1,900,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,212,500	2	3	10	54	19%
2,000 - 2,499	\$2,712,500	3	3	4	21	19%
2,500 - 2,999	\$3,550,000	3	3	4	3	133%
3,000 - 3,499	\$7,088,500	4	4	2	4	50%
3,500 - 3,999	\$3,622,500	5	5	2	4	50%
4,000+	\$8,582,500	6	4	2	4	50%

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

November	December
153	96

VARIANCE: **-37%**

SOLDS

November	December
44	27

VARIANCE: **-39%**

SALES PRICE

November	December
\$2.30m	\$2.53m

VARIANCE: **10%**

SALE PRICE PER SQFT.

November	December
\$1,111	\$1,320

VARIANCE: **19%**

SALE TO LIST PRICE RATIO

November	December
98.86%	96.83%

VARIANCE: **-2%**

DAYS ON MARKET

November	December
48	35

VARIANCE: **-27%**

SAN FRANCISCO MARKET SUMMARY | DECEMBER 2020

- The San Francisco attached luxury market is a **Seller's Market** with a **28% Sales Ratio**.
- Homes sold for a median of **96.83% of list price** in December 2020.
- The most active price band is **\$1,900,000-\$1,949,999**, where the sales ratio is **200%**.
- The median luxury sales price for attached homes has increased to **\$2,525,000**.
- The median days on market for December 2020 was **35** days, down from **48** in November 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.