



SILICON VALLEY CALIFORNIA

–January 2021–



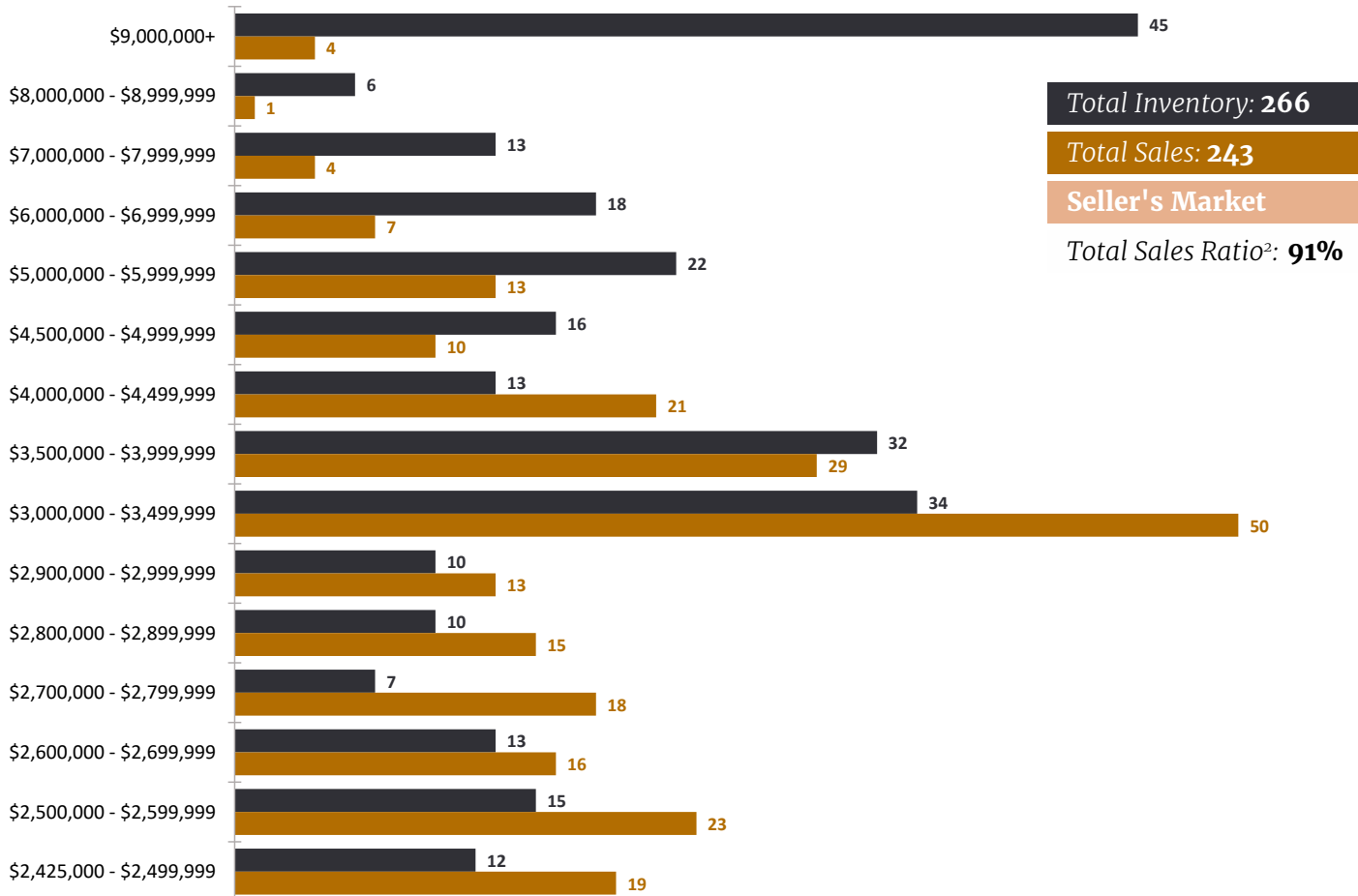
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | DECEMBER 2020

Inventory Sales

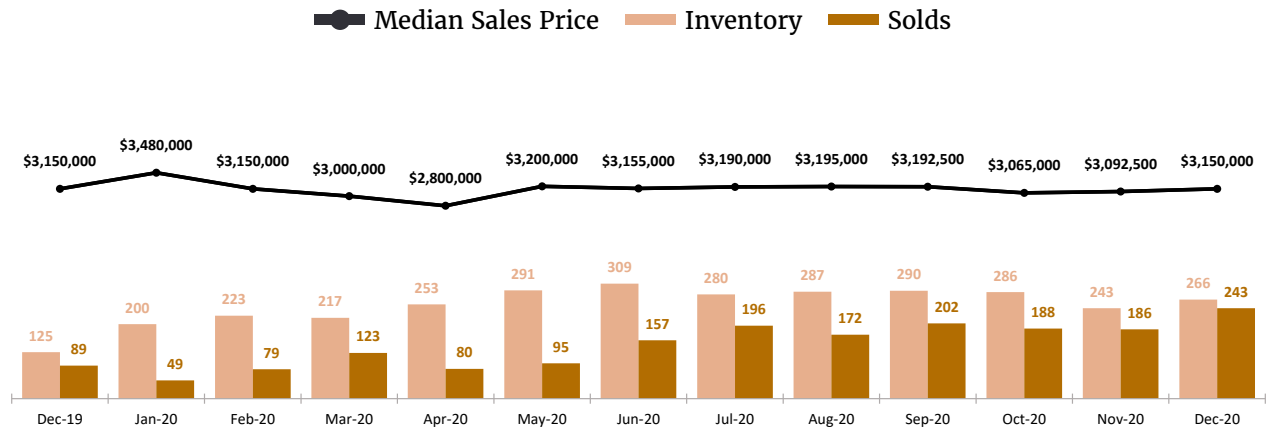
Luxury Benchmark Price¹: **\$2,425,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,650,500	3	2	46	26	177%
2,000 - 2,999	\$2,950,000	4	3	96	62	155%
3,000 - 3,999	\$3,600,000	5	4	59	67	88%
4,000 - 4,999	\$4,205,000	5	5	23	35	66%
5,000 - 5,999	\$5,300,000	5	6	13	20	65%
6,000+	\$11,050,000	6	8	6	56	11%

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
243	266

VARIANCE: **9%**

SOLDS

November	December
186	243

VARIANCE: **31%**

SALES PRICE

November	December
\$3.09m	\$3.15m

VARIANCE: **2%**

SALE PRICE PER SQFT.

November	December
\$1,223	\$1,229

VARIANCE: **0%**

SALE TO LIST PRICE RATIO

November	December
100.05%	100.00%

VARIANCE: **0%**

DAYS ON MARKET

November	December
9	11

VARIANCE: **22%**

SILICON VALLEY MARKET SUMMARY | DECEMBER 2020

- The Silicon Valley single-family luxury market is a **Seller's Market** with a **91% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in December 2020.
- The most active price band is **\$2,700,000-\$2,799,999**, where the sales ratio is **257%**.
- The median luxury sales price for single-family homes has increased to **\$3,150,000**.
- The median days on market for December 2020 was **11** days, up from **9** in November 2020.

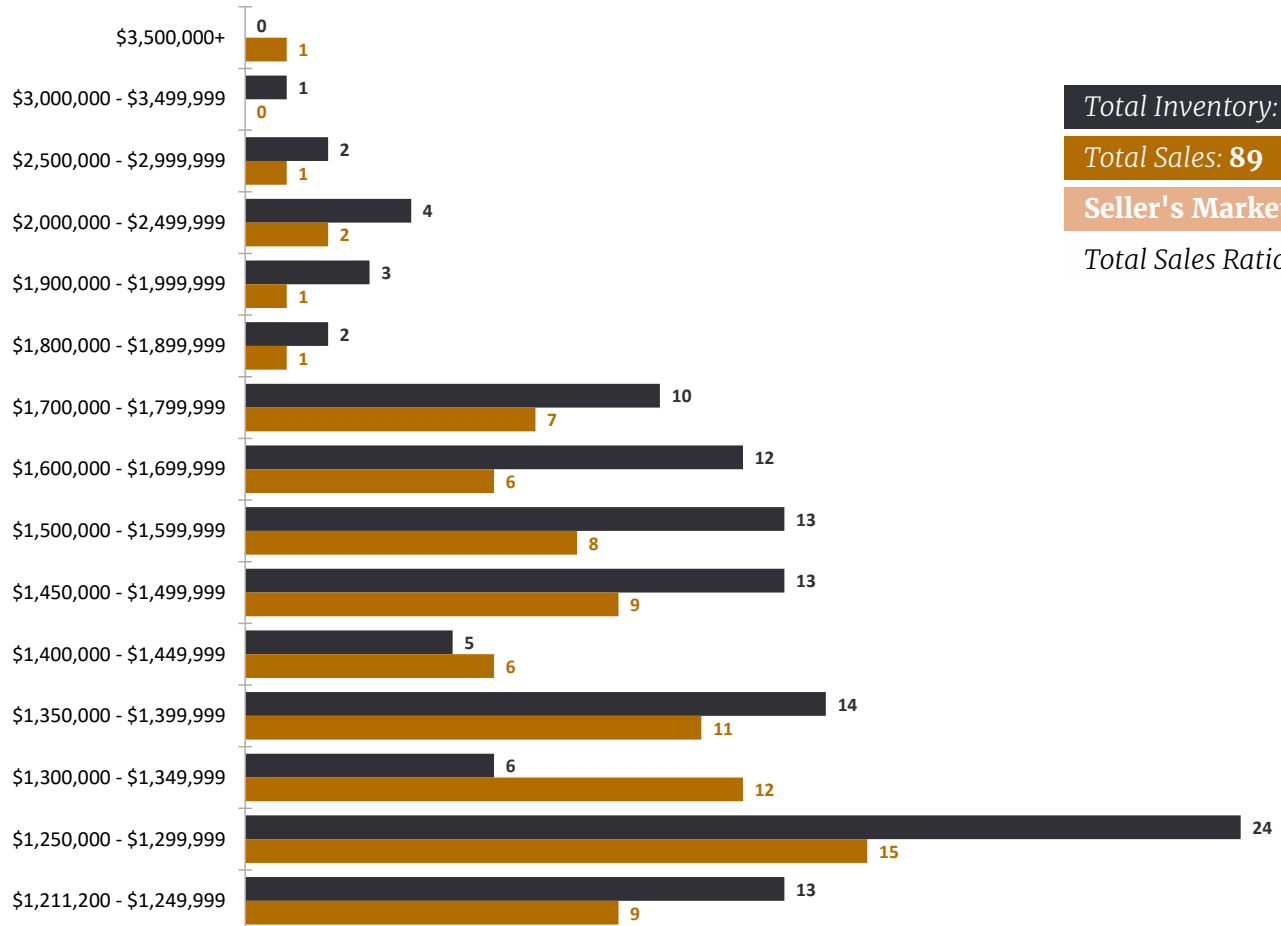
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | DECEMBER 2020

Inventory Sales

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



Total Inventory: **122**

Total Sales: **89**

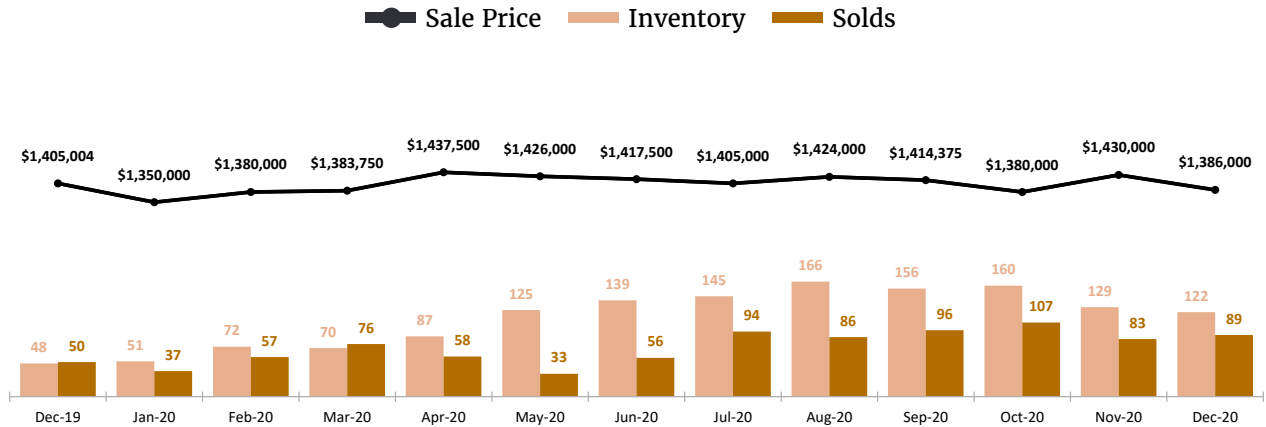
Seller's Market

Total Sales Ratio²: **73%**

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	0	NA
1,000 - 1,499	\$1,300,000	3	3	21	46	46%
1,500 - 1,999	\$1,405,000	3	3	48	54	89%
2,000 - 2,499	\$1,500,000	3	3	17	19	89%
2,500 - 2,999	\$1,309,500	3	4	2	3	67%
3,000+	\$8,350,000	2	3	1	0	NA

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

November	December
129	122

VARIANCE: **-5%**

SOLDS

November	December
83	89

VARIANCE: **7%**

SALES PRICE

November	December
\$1.43m	\$1.39m

VARIANCE: **-3%**

SALE PRICE PER SQFT.

November	December
\$868	\$865

VARIANCE: **0%**

SALE TO LIST PRICE RATIO

November	December
100.00%	100.00%

VARIANCE: **0%**

DAYS ON MARKET

November	December
11	18

VARIANCE: **64%**

SILICON VALLEY MARKET SUMMARY | DECEMBER 2020

- The Silicon Valley attached luxury market is a **Seller's Market** with a **73% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in December 2020.
- The most active price band is **\$1,300,000-\$1,349,999**, where the sales ratio is **200%**.
- The median luxury sales price for attached homes has decreased to **\$1,386,000**.
- The median days on market for December 2020 was **18** days, up from **11** 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.