

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

JULY
2021

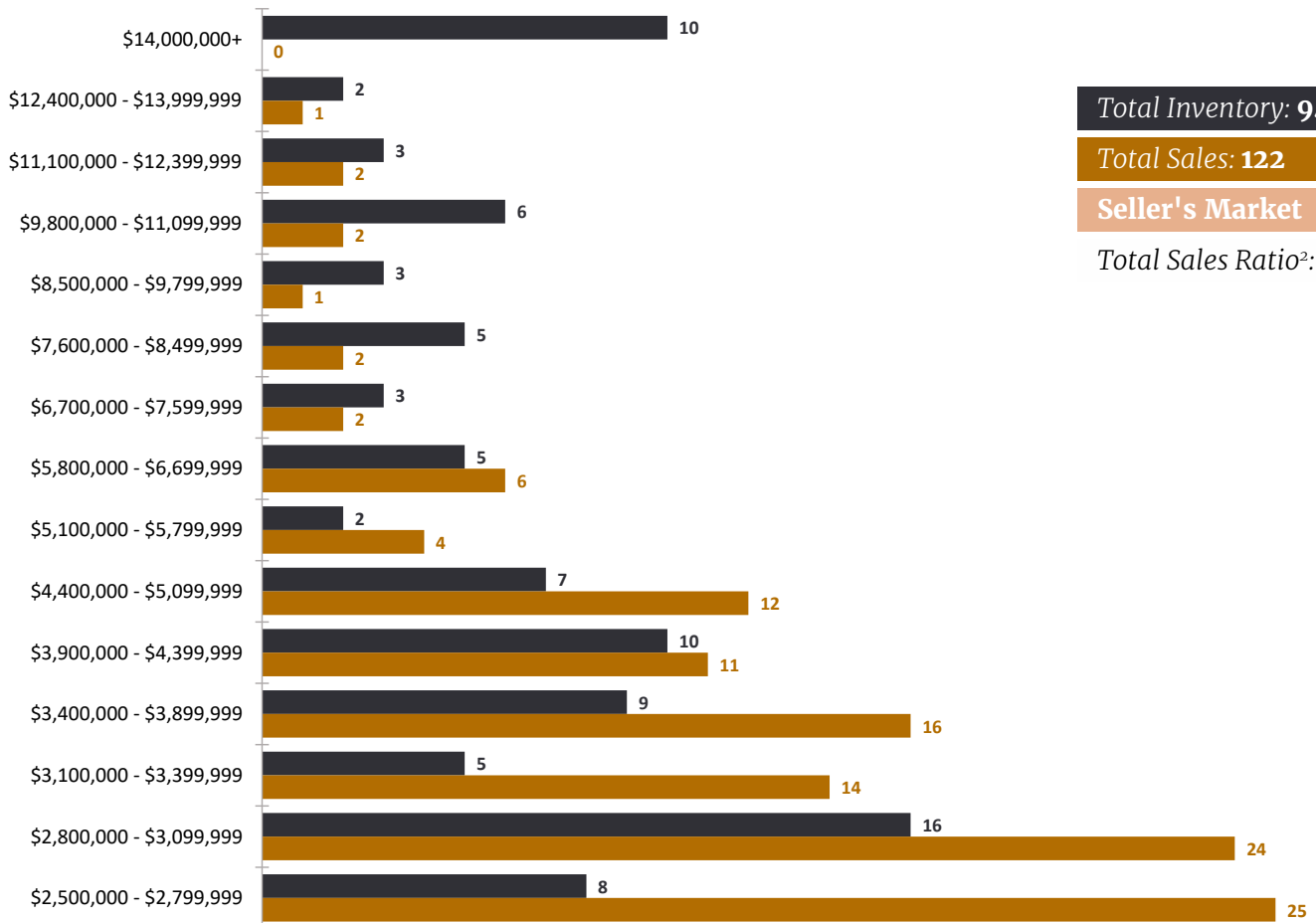
SAN FRANCISCO

CALIFORNIA

LUXURY INVENTORY VS. SALES | JUNE 2021

Inventory Sales

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



Total Inventory: **94**

Total Sales: **122**

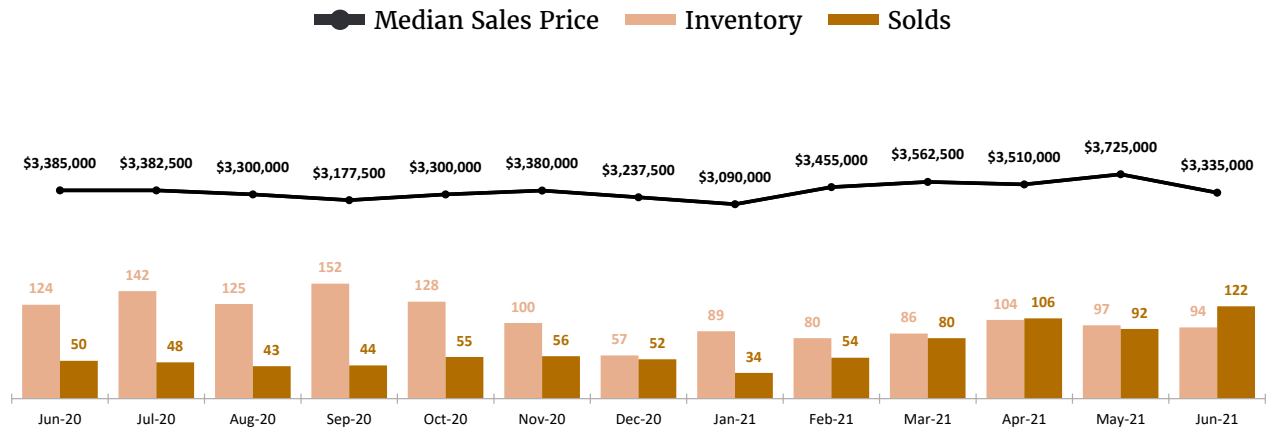
Seller's Market

Total Sales Ratio²: **130%**

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	13	3	433%
2,000 - 2,999	\$3,014,000	4	3	53	19	279%
3,000 - 3,999	\$3,910,000	4	5	31	24	129%
4,000 - 4,999	\$5,375,000	5	5	10	16	63%
5,000 - 5,999	\$9,150,000	6	6	1	5	20%
6,000+	\$9,999,999	6	6	5	21	24%

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 REVIEW | JUNE

TOTAL INVENTORY

Jun. 2020	Jun. 2021
124	94

VARIANCE: **-24%**

TOTAL SOLDS

Jun. 2020	Jun. 2021
50	122

VARIANCE: **144%**

SALES PRICE

Jun. 2020	Jun. 2021
\$3.39m	\$3.34m

VARIANCE: **-1%**

SALE PRICE PER SQFT.

Jun. 2020	Jun. 2021
\$1,166	\$1,334

VARIANCE: **14%**

SALE TO LIST PRICE RATIO

Jun. 2020	Jun. 2021
100.00%	108.57%

VARIANCE: **9%**

DAYS ON MARKET

Jun. 2020	Jun. 2021
13	9

VARIANCE: **-31%**

SAN FRANCISCO MARKET SUMMARY | JUNE 2021

- The San Francisco single-family luxury market is a **Seller's Market** with a **130% Sales Ratio**.
- Homes sold for a median of **108.57% of list price** in June 2021.
- The most active price band is **\$2,500,000-\$2,799,999**, where the sales ratio is **313%**.
- The median luxury sales price for single-family homes is **\$3,335,000**.
- The median days on market for June 2021 was **9** days, down from **13** in June 2020.

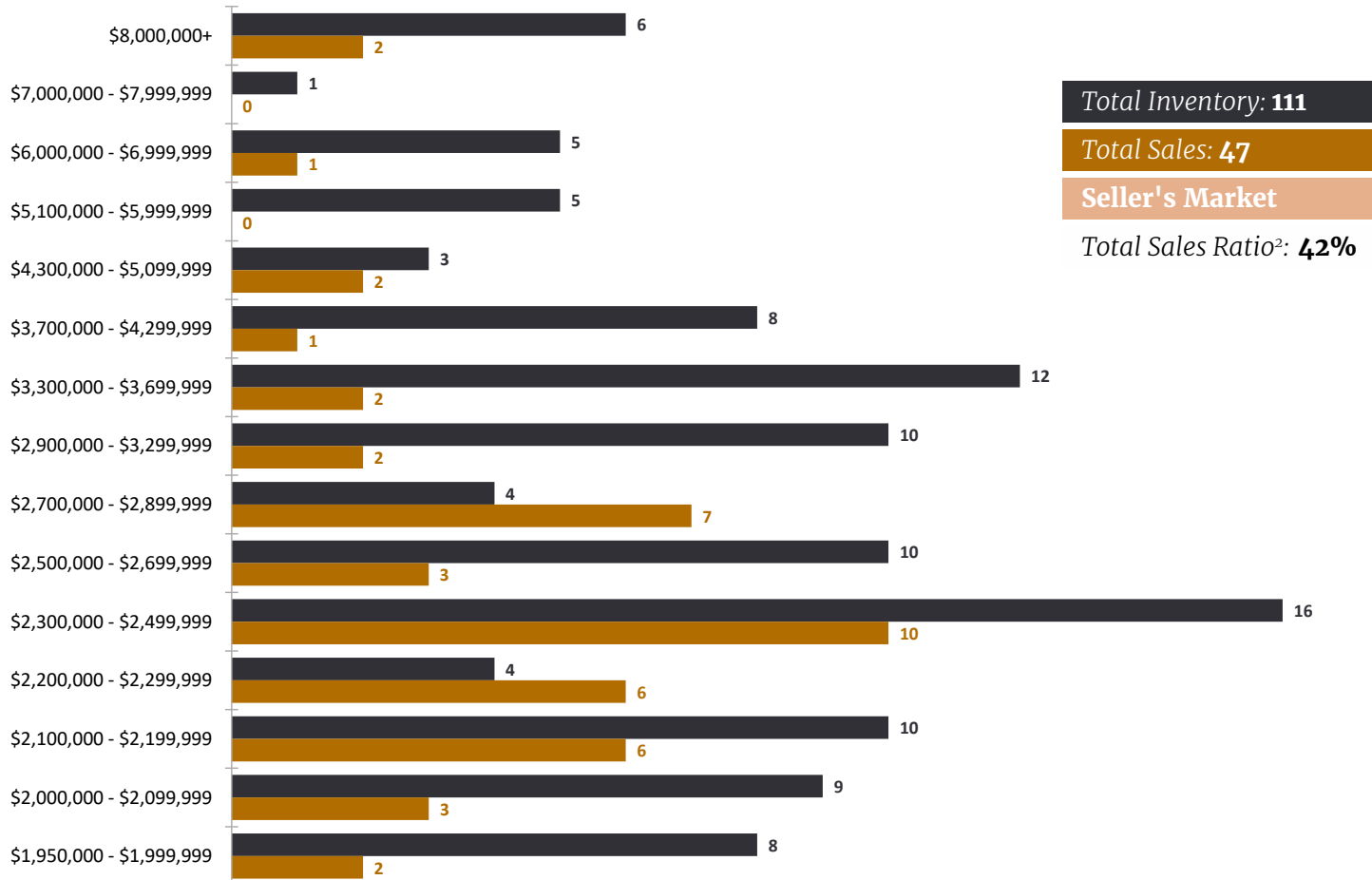
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | JUNE 2021

Inventory Sales

Luxury Benchmark Price¹: **\$1,950,000**



Total Inventory: **111**

Total Sales: **47**

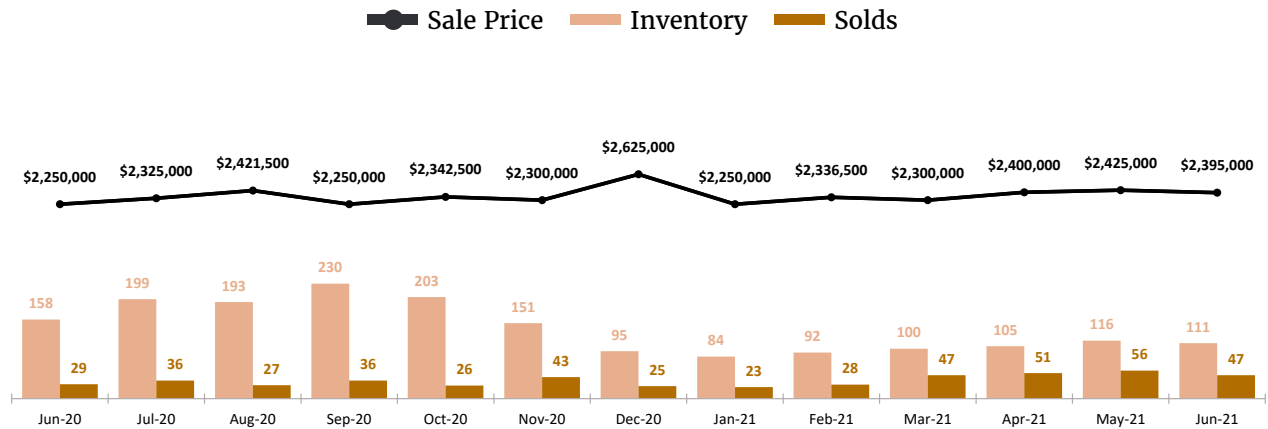
Seller's Market

Total Sales Ratio²: **42%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,210,000	3	2	21	59	36%
2,000 - 2,499	\$2,468,000	3	3	11	22	50%
2,500 - 2,999	\$3,487,500	4	3	4	7	57%
3,000 - 3,499	\$2,850,000	4	4	3	5	60%
3,500 - 3,999	\$8,500,000	4	5	3	1	300%
4,000+	NA	NA	NA	0	7	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 REVIEW | JUNE

TOTAL INVENTORY

Jun. 2020	Jun. 2021
158	111

VARIANCE: **-30%**

TOTAL SOLDS

Jun. 2020	Jun. 2021
29	47

VARIANCE: **62%**

SALES PRICE

Jun. 2020	Jun. 2021
\$2.25m	\$2.40m

VARIANCE: **6%**

SALE PRICE PER SQFT.

Jun. 2020	Jun. 2021
\$1,235	\$1,291

VARIANCE: **5%**

SALE TO LIST PRICE RATIO

Jun. 2020	Jun. 2021
100.00%	100.00%

VARIANCE: **0%**

DAYS ON MARKET

Jun. 2020	Jun. 2021
22	13

VARIANCE: **-41%**

SAN FRANCISCO MARKET SUMMARY | JUNE 2021

- The San Francisco attached luxury market is a **Seller's Market** with a **42% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in June 2021.
- The most active price band is **\$2,700,000-\$2,899,999**, where the sales ratio is **175%**.
- The median luxury sales price for attached homes is **\$2,395,000**.
- The median days on market for June 2021 was **13** days, down from **22** in June 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.