

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

SEPTEMBER  
2021

# SAN FRANCISCO

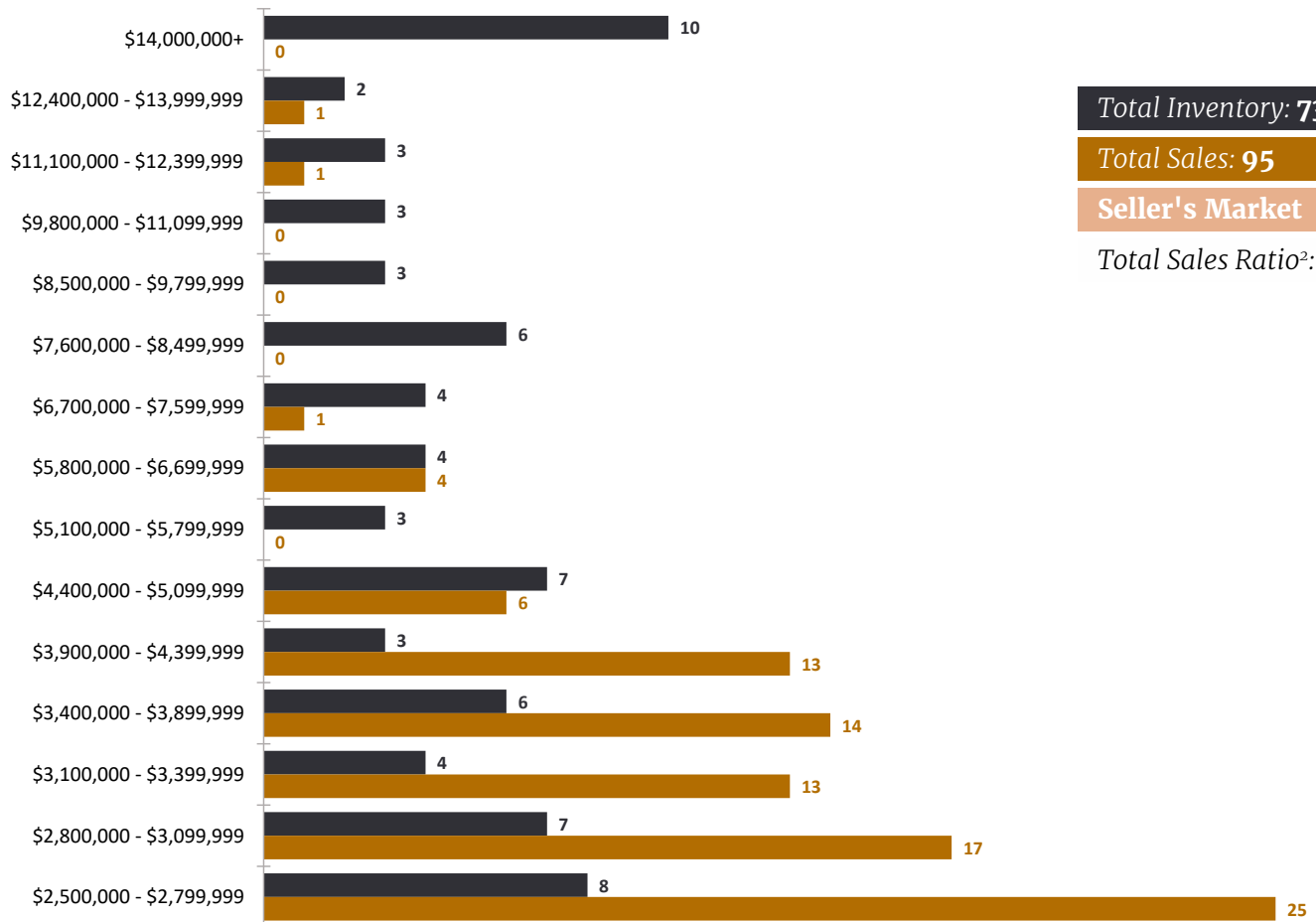
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# CALIFORNIA

### LUXURY INVENTORY VS. SALES | AUGUST 2021

Inventory Sales

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



Total Inventory: **73**

Total Sales: **95**

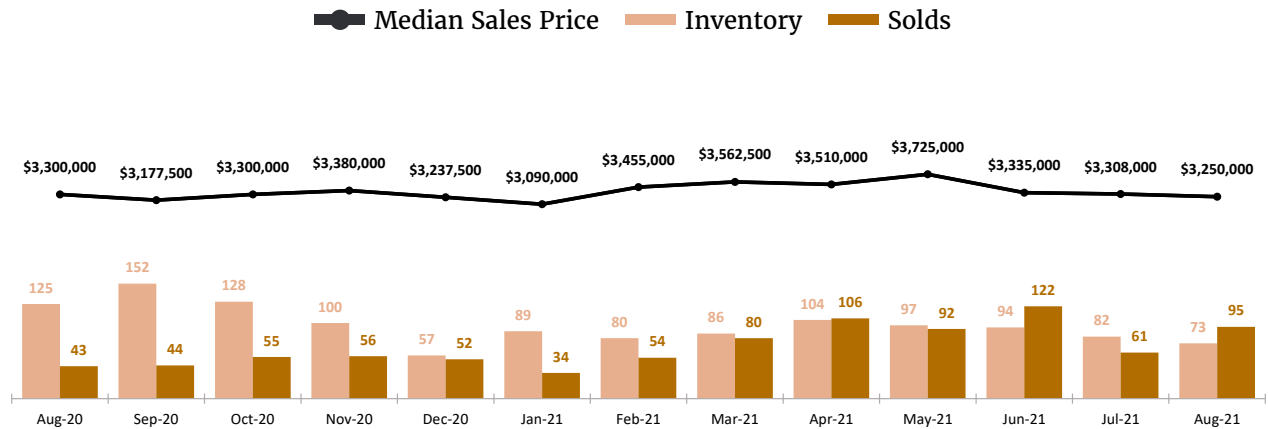
Seller's Market

Total Sales Ratio<sup>2</sup>: **130%**

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	\$2,654,000	3	2	12	3	400%
2,000 - 2,999	\$3,050,000	4	3	38	10	380%
3,000 - 3,999	\$3,712,500	4	4	28	13	215%
4,000 - 4,999	\$4,850,000	5	4	6	13	46%
5,000 - 5,999	NA	NA	NA	0	6	0%
6,000+	\$7,900,000	5	5	4	20	20%

<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 REVIEW | AUGUST

#### TOTAL INVENTORY

Aug. 2020	Aug. 2021
125	73

VARIANCE: **-42%**

#### TOTAL SOLDS

Aug. 2020	Aug. 2021
43	95

VARIANCE: **121%**

#### SALES PRICE

Aug. 2020	Aug. 2021
\$3.30m	\$3.25m

VARIANCE: **-2%**

#### SALE PRICE PER SQFT.

Aug. 2020	Aug. 2021
\$1,228	\$1,199

VARIANCE: **-2%**

#### SALE TO LIST PRICE RATIO

Aug. 2020	Aug. 2021
98.51%	109.12%

VARIANCE: **11%**

#### DAYS ON MARKET

Aug. 2020	Aug. 2021
24	11

VARIANCE: **-54%**

## SAN FRANCISCO MARKET SUMMARY | AUGUST 2021

- The San Francisco single-family luxury market is a **Seller's Market** with a **130% Sales Ratio**.
- Homes sold for a median of **109.12% of list price** in August 2021.
- The most active price band is **\$3,900,000-\$4,399,999**, where the sales ratio is **433%**.
- The median luxury sales price for single-family homes is **\$3,250,000**.
- The median days on market for August 2021 was **11** days, down from **24** in August 2020.

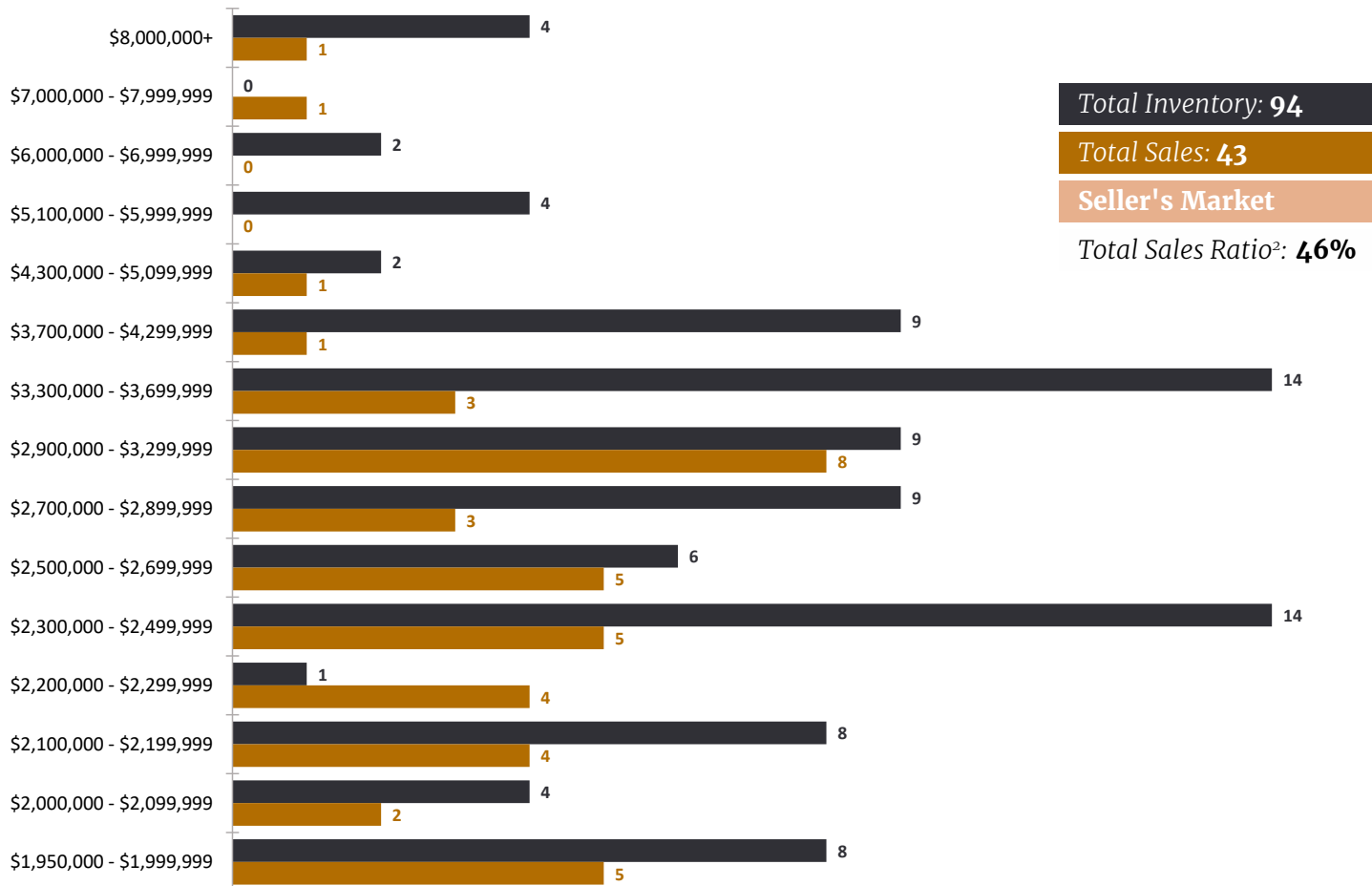
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | AUGUST 2021

Inventory Sales

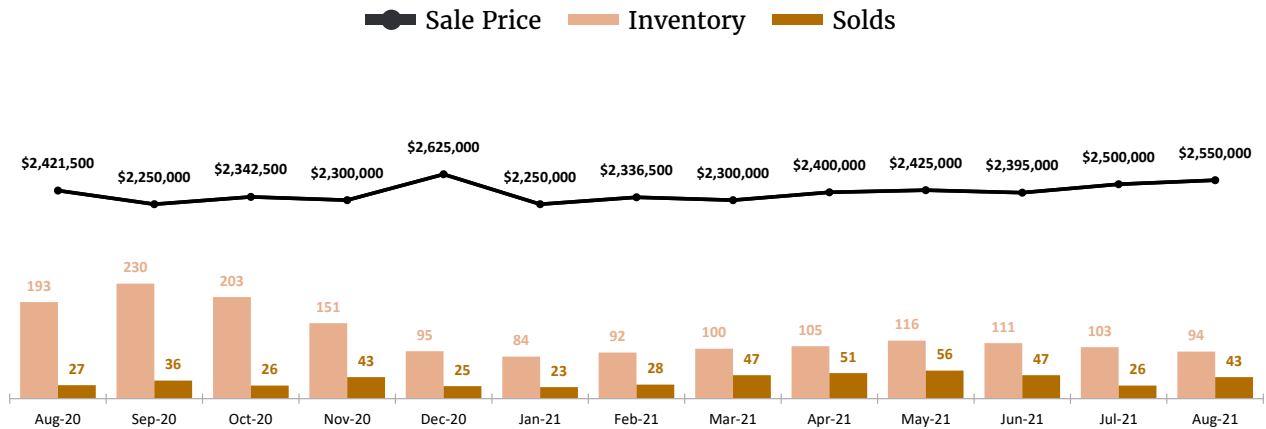
Luxury Benchmark Price<sup>1</sup>: **\$1,950,000**



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	\$2,200,000	2	2	21	55	38%
2,000 - 2,499	\$2,600,000	3	3	9	19	47%
2,500 - 2,999	\$3,162,500	3	3	4	10	40%
3,000 - 3,499	\$6,059,750	3	4	2	1	200%
3,500 - 3,999	\$9,000,000	3	4	1	1	100%
4,000+	NA	NA	NA	0	5	0%

<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 REVIEW | AUGUST

#### TOTAL INVENTORY

Aug. 2020	Aug. 2021
<b>193</b>	<b>94</b>

VARIANCE: **-51%**

#### TOTAL SOLDS

Aug. 2020	Aug. 2021
<b>27</b>	<b>43</b>

VARIANCE: **59%**

#### SALES PRICE

Aug. 2020	Aug. 2021
<b>\$2.42m</b>	<b>\$2.55m</b>

VARIANCE: **5%**

#### SALE PRICE PER SQFT.

Aug. 2020	Aug. 2021
<b>\$1,221</b>	<b>\$1,380</b>

VARIANCE: **13%**

#### SALE TO LIST PRICE RATIO

Aug. 2020	Aug. 2021
<b>100.00%</b>	<b>100.00%</b>

VARIANCE: **0%**

#### DAYS ON MARKET

Aug. 2020	Aug. 2021
<b>20</b>	<b>12</b>

VARIANCE: **-40%**

## SAN FRANCISCO MARKET SUMMARY | AUGUST 2021

- The San Francisco attached luxury market is a **Seller's Market** with a **46% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in August 2021.
- The most active price band is **\$2,200,000-\$2,299,999**, where the sales ratio is **400%**.
- The median luxury sales price for attached homes is **\$2,550,000**.
- The median days on market for August 2021 was **12** days, down from **20** 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.