

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

MARCH
2022

SAN FRANCISCO
CALIFORNIA

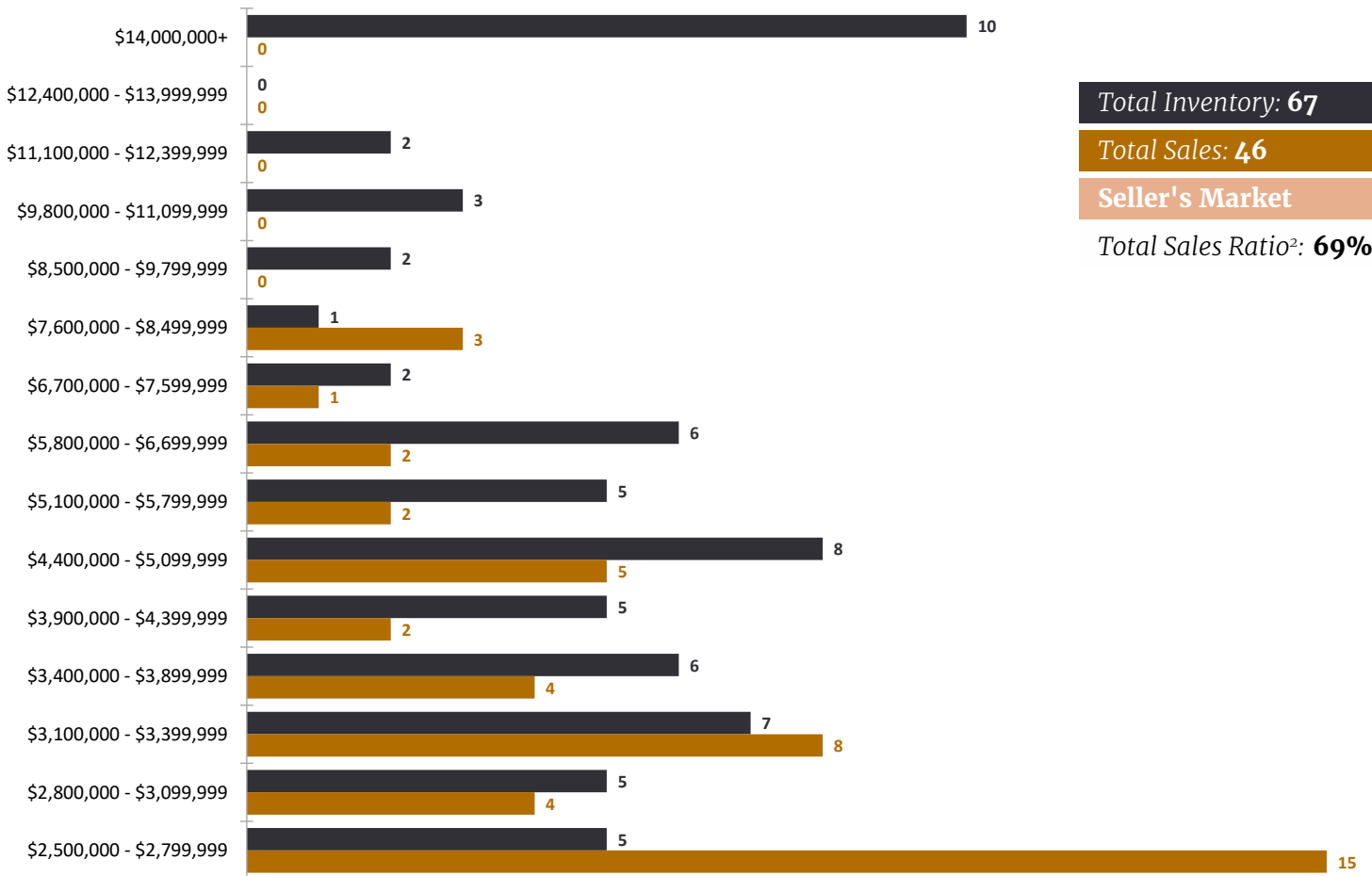


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LUXURY INVENTORY VS. SALES | FEBRUARY 2022

Inventory Sales

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



Total Inventory: **67**

Total Sales: **46**

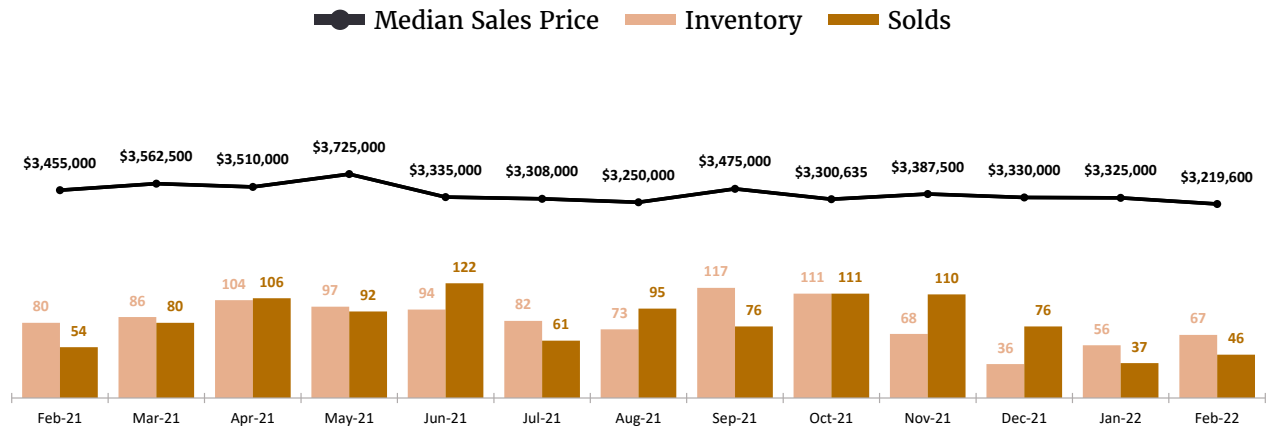
Seller's Market

Total Sales Ratio²: **69%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,550,000	3	2	3	2	150%
2,000 - 2,999	\$2,820,000	4	3	16	8	200%
3,000 - 3,999	\$3,810,000	4	4	15	14	107%
4,000 - 4,999	\$4,745,000	5	5	2	7	29%
5,000 - 5,999	\$5,300,000	7	7	3	9	33%
6,000+	\$7,125,000	6	6	2	19	11%

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 | FEBRUARY

TOTAL INVENTORY

Feb. 2021 Feb. 2022

80 **67**

VARIANCE: **-16%**

TOTAL SOLDS

Feb. 2021 Feb. 2022

54 **46**

VARIANCE: **-15%**

SALES PRICE

Feb. 2021 Feb. 2022

\$3.46m **\$3.22m**

VARIANCE: **-7%**

SALE PRICE PER SQFT.

Feb. 2021 Feb. 2022

\$1,195 **\$1,200**

VARIANCE: **0%**

SALE TO LIST PRICE RATIO

Feb. 2021 Feb. 2022

102.30% **115.06%**

VARIANCE: **12%**

DAYS ON MARKET

Feb. 2021 Feb. 2022

12 **11**

VARIANCE: **-8%**

SAN FRANCISCO MARKET SUMMARY | FEBRUARY 2022

- The San Francisco single-family luxury market is a **Seller's Market** with a **69% Sales Ratio**.
- Homes sold for a median of **115.06% of list price** in February 2022.
- The most active price band is **\$2,500,000-\$2,799,999**, where the sales ratio is **300%**.
- The median luxury sales price for single-family homes is **\$3,219,600**.
- The median days on market for February 2022 was **11** days, down from **12** in February 2021.

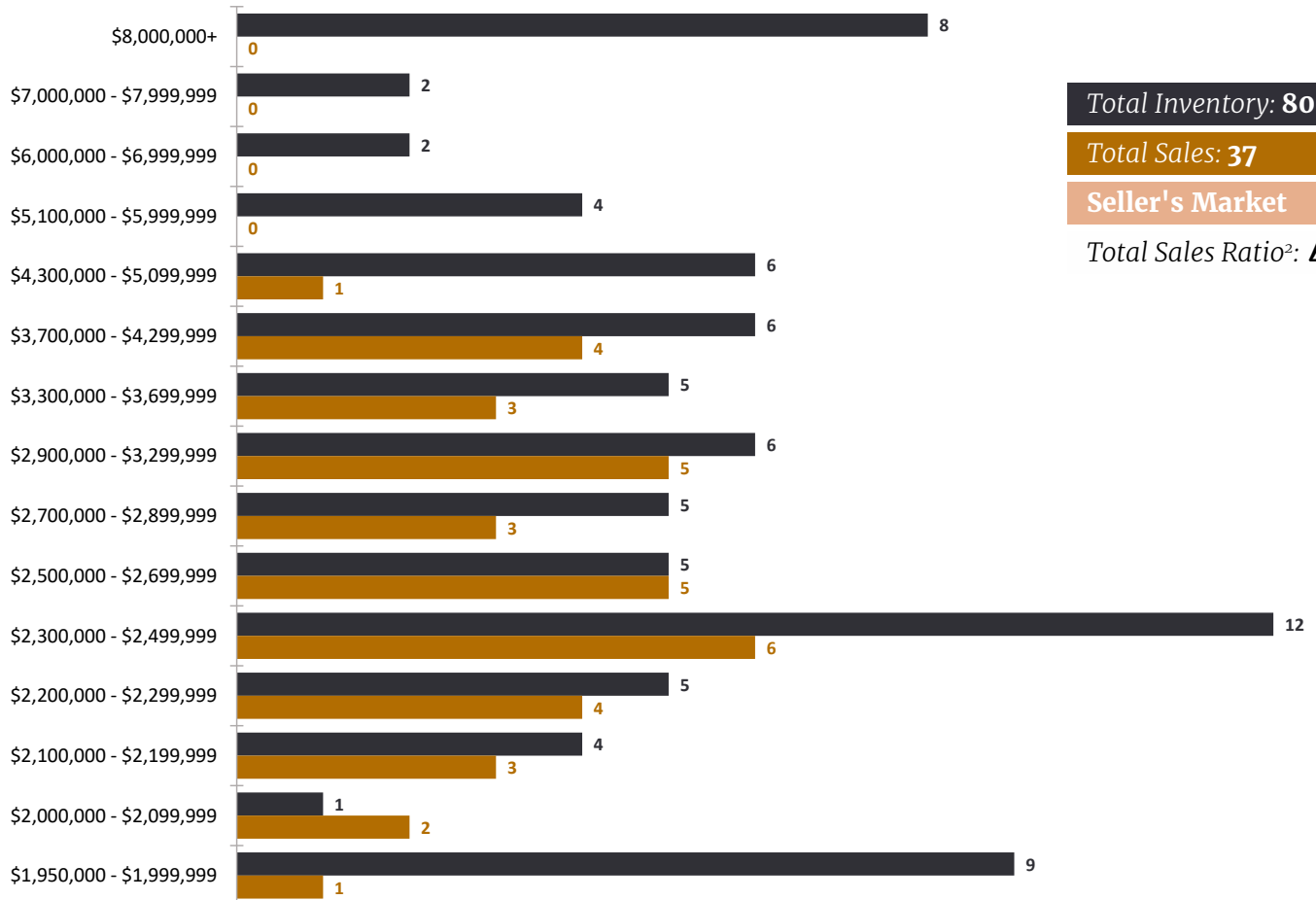
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | FEBRUARY 2022

Inventory Sales

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



Total Inventory: **80**

Total Sales: **37**

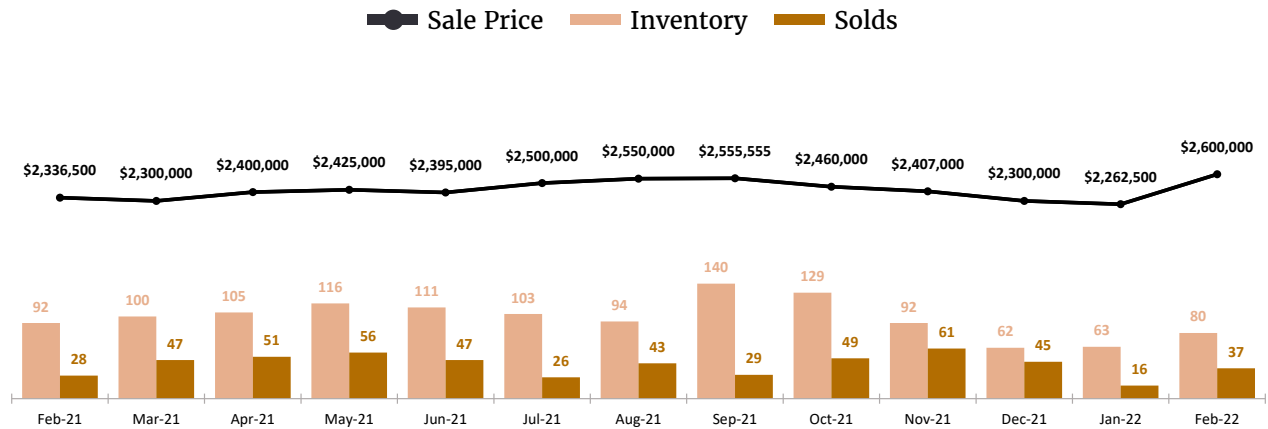
Seller's Market

Total Sales Ratio²: **46%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,492,500	2	2	20	47	43%
2,000 - 2,499	\$2,595,000	3	3	9	15	60%
2,500 - 2,999	\$3,950,000	3	4	3	4	75%
3,000 - 3,499	\$3,010,000	4	4	2	5	40%
3,500 - 3,999	NA	NA	NA	0	4	0%
4,000+	NA	NA	NA	0	4	0%

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 REVIEW | FEBRUARY

TOTAL INVENTORY

Feb. 2021	Feb. 2022
92	80

VARIANCE: **-13%**

TOTAL SOLDS

Feb. 2021	Feb. 2022
28	37

VARIANCE: **32%**

SALES PRICE

Feb. 2021	Feb. 2022
\$2.34m	\$2.60m

VARIANCE: **11%**

SALE PRICE PER SQFT.

Feb. 2021	Feb. 2022
\$1,264	\$1,421

VARIANCE: **12%**

SALE TO LIST PRICE RATIO

Feb. 2021	Feb. 2022
97.53%	104.01%

VARIANCE: **7%**

DAYS ON MARKET

Feb. 2021	Feb. 2022
28	11

VARIANCE: **-61%**

SAN FRANCISCO MARKET SUMMARY | FEBRUARY 2022

- The San Francisco attached luxury market is a **Seller's Market** with a **46% Sales Ratio**.
- Homes sold for a median of **104.01% of list price** in February 2022.
- The most active price band is **\$2,000,000-\$2,099,999**, where the sales ratio is **200%**.
- The median luxury sales price for attached homes is **\$2,600,000**.
- The median days on market for February 2022 was **11** days, down from **28** in February 2021.

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.