

County: San Francisco



**Anne Herrera**

www.anneherrera.com

415-901-1795

anne.herrera@sothebyshomes.com

117 Greenwich Street, San Francisco 94111

**Sotheby's**  
INTERNATIONAL REALTY

Price Range: All | Properties: Single Family - Condo - TwnHm

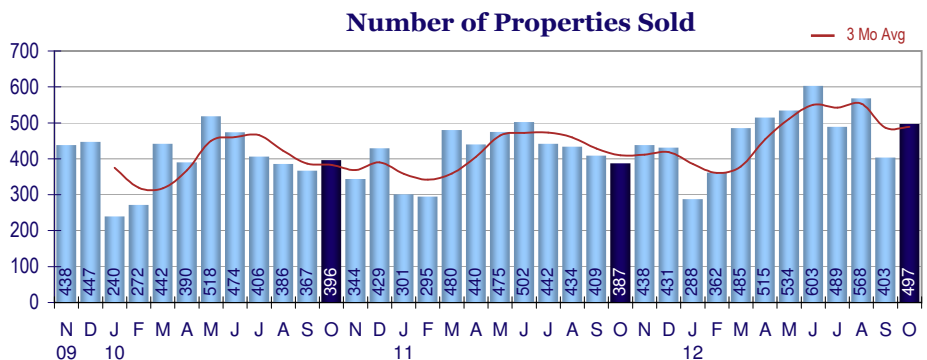
## Market Profile & Trends Overview

|  | Trending versus*: |    |     |     | Trending versus*: |           |           |            |
|--|-------------------|----|-----|-----|-------------------|-----------|-----------|------------|
|  | Month             | LM | L3M | PYM | LY                | YTD       | Prior YTD | Prior Year |
| Median List Price of all Current Listings            | \$799,000         | ↔  |     | ↑   |                   |           |           |            |
| Average List Price of all Current Listings           | \$1,357,809       | ↑  |     | ↑   |                   |           |           |            |
| October Median Sales Price                           | \$811,000         | ↑  | ↑   | ↑   | ↑                 | \$725,000 | ↑         | ↑          |
| October Average Sales Price                          | \$1,113,979       | ↑  | ↑   | ↑   | ↑                 | \$923,797 | ↑         | ↑          |
| Total Properties Currently for Sale (Inventory)      | 840               | ↓  |     | ↓   |                   |           |           |            |
| October Number of Properties Sold                    | 497               | ↑  |     | ↑   |                   | 4,744     | ↑         |            |
| October Average Days on Market (Solds)               | 60                | ↔  | ↓   | ↓   | ↓                 | 68        | ↓         | ↓          |
| Asking Price per Square Foot (based on New Listings) | \$623             | ↓  | ↔   | ↑   | ↑                 | \$608     | ↑         | ↑          |
| October Sold Price per Square Foot                   | \$634             | ↑  | ↑   | ↑   | ↑                 | \$586     | ↑         | ↑          |
| October Month's Supply of Inventory                  | 1.7               | ↓  | ↓   | ↓   | ↓                 | 2.8       | ↓         | ↓          |
| October Sale Price vs List Price Ratio               | 104.3%            | ↔  | ↑   | ↑   | ↑                 | 101.6%    | ↑         | ↑          |

\* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2011) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

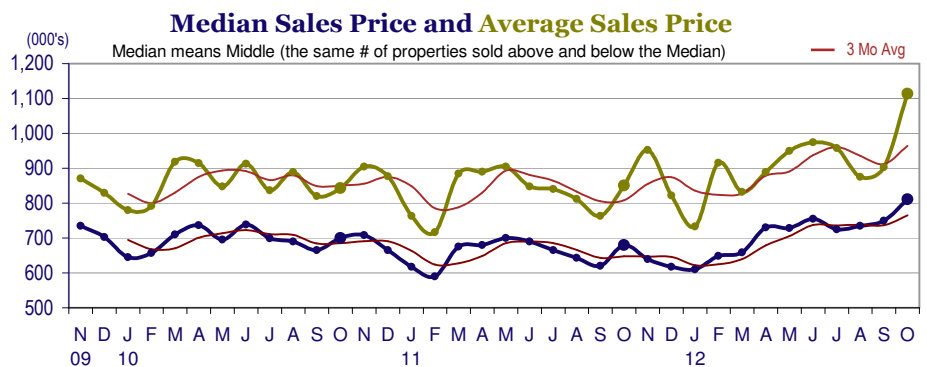
## Property Sales

October Property sales were 497, up 28.4% from 387 in October of 2011 and 23.3% higher than the 403 sales last month. October 2012 sales were at their highest level compared to October of 2011 and 2010. October YTD sales of 4,744 are running 13.9% ahead of last year's year-to-date sales of 4,165.



## Prices

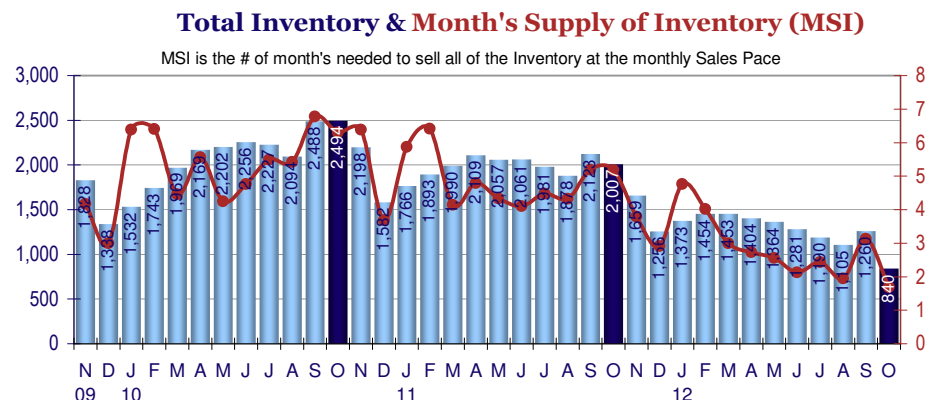
The Median Sales Price in October was \$811,000, up 19.3% from \$680,000 in October of 2011 and up 8.1% from \$750,000 last month. The Average Sales Price in October was \$1,113,979, up 31.1% from \$850,005 in October of 2011 and up 23.3% from \$903,174 last month. October 2012 ASP was at the highest level compared to October of 2011 and 2010.



## Inventory & MSI

The Total Inventory of Properties available for sale as of October was 840, down 33.3% from 1,260 last month and down 58.1% from 2,007 in October of last year. October 2012 Inventory was at its lowest level compared with October of 2011 and 2010.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2012 MSI of 1.7 months was at its lowest level compared with October of 2011 and 2010.



County: *San Francisco*



**Anne Herrera**  
 www.anneherrera.com  
 415-901-1795  
 anne.herrera@sothebyshomes.com  
 117 Greenwich Street, San Francisco 94111

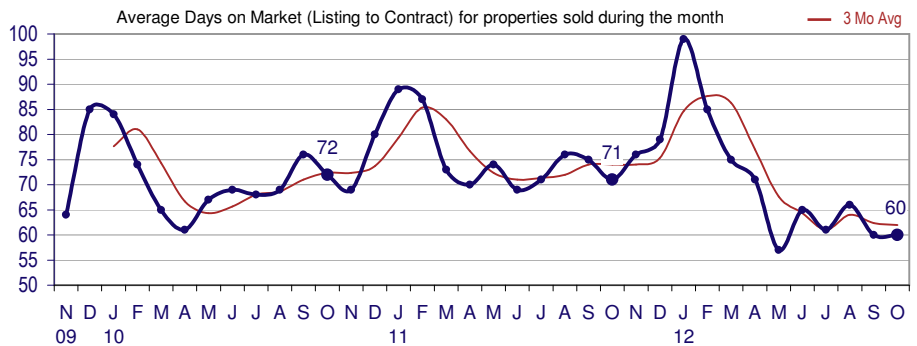
**Sotheby's**  
 INTERNATIONAL REALTY

Price Range: All | Properties: Single Family - Condo - TwnHm

## Market Time

The average Days On Market (DOM) shows how many days the average Property is on the market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for October was 60, equal to 60 days last month and down 15.5% from 71 days in October of last year. The October 2012 DOM was at its lowest level compared with October of 2011 and 2010.

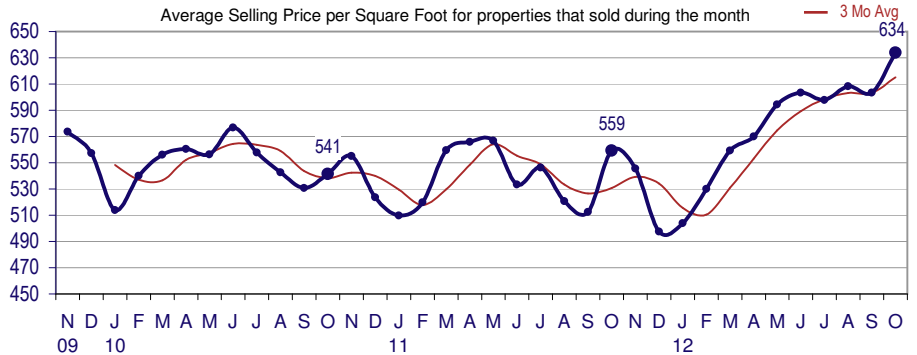
## Days On Market for Sold Properties



## Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The October 2012 Selling Price per Square Foot of \$634 was up 5.1% from \$603 last month and up 13.3% from 559 in October of last year.

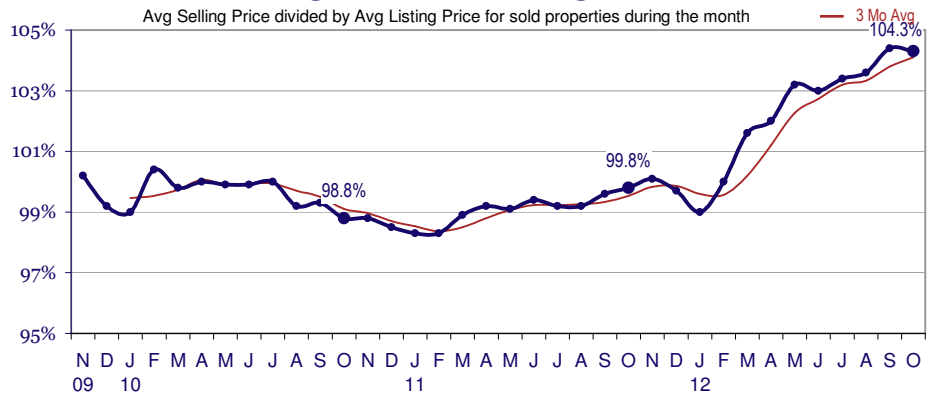
## Selling Price per Square Foot



## Selling Price vs Original Listing Price

The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The October 2012 Selling Price vs Original List Price of 104.3% was down from 104.4% last month and up from 99.8% in October of last year.

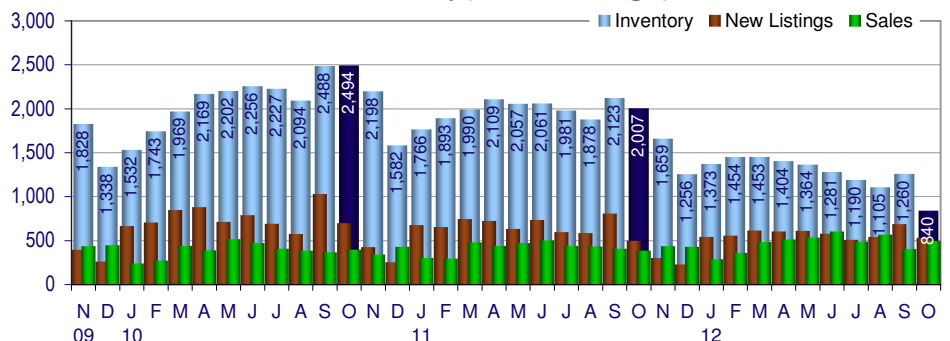
## Selling Price versus Listing Price Ratio



## Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in October 2012 was 530, down 22.9% from 687 last month and up 6.0% from 500 in October of last year.

## Inventory / New Listings / Sales



# Inventory / Listings / Sales

County: San Francisco



**Anne Herrera**

www.anneherrera.com

415-901-1795

anne.herrera@sothebyshomes.com

117 Greenwich Street, San Francisco 94111

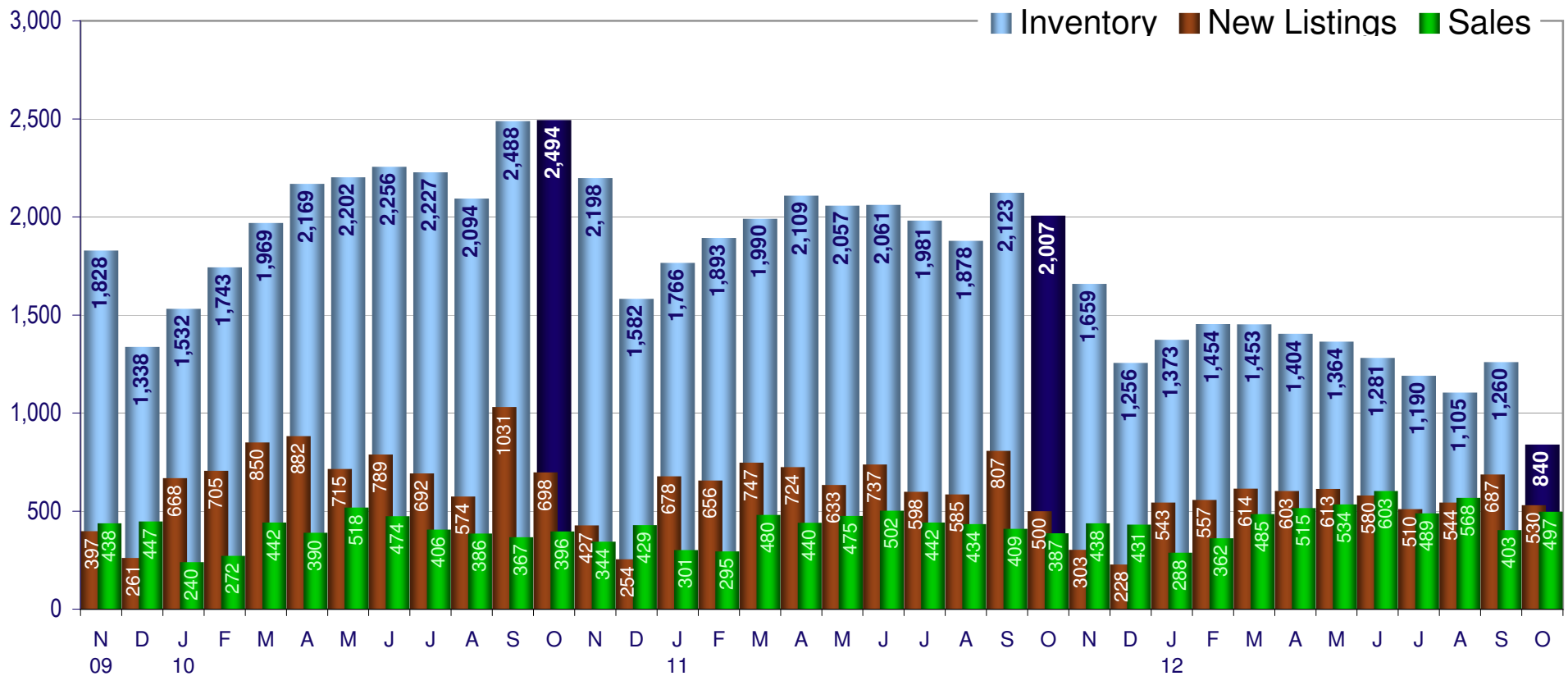
October 2012

**Sotheby's**  
INTERNATIONAL REALTY

Price Range: All | Properties: Single Family - Condo - TwnHm

## Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in October 2012 was 530, down 22.9% from 687 last month and up 6.0% from 500 in October of last year.



Copyright © Sotheby's International Realty | Price Range: All | Property Types: Single Family - Condo - TwnHm

Data is provided courtesy of San Francisco Assoc. of Realtors and may not reflect all relevant real estate activity. Sotheby's International Realty does not warrant or guarantee

does not warrant or guarantee the accuracy of this information. It is the responsibility of any buyer or seller to verify any and all information relevant to such consumer's real estate transaction.