

County: San Francisco



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Sotheby's
INTERNATIONAL REALTY

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

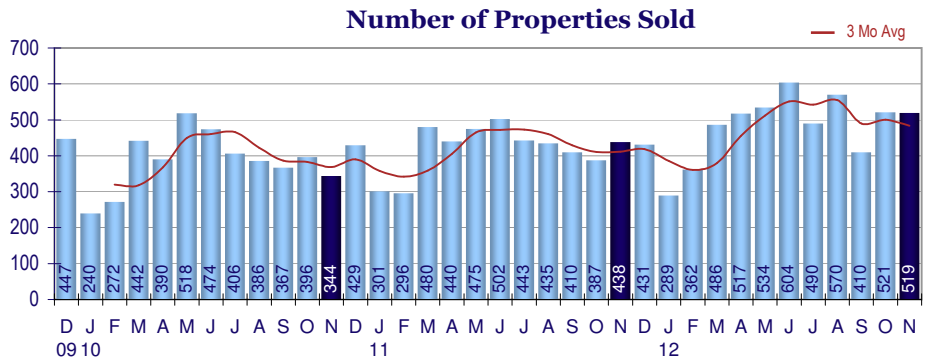
Market Profile & Trends Overview

| | 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 | \$1,356,966 | ↑ | | ↑ | | | | |
| November Median Sales Price | \$800,000 | ↓ | ↑ | ↑ | ↑ | \$730,000 | ↑ | ↑ |
| November Average Sales Price | \$1,045,284 | ↓ | ↑ | ↑ | ↑ | \$934,845 | ↑ | ↑ |
| Total Properties Currently for Sale (Inventory) | 770 | ↓ | | ↓ | | | | |
| November Number of Properties Sold | 519 | ↔ | | ↑ | | 5,302 | ↑ | |
| November Average Days on Market (Solds) | 52 | ↓ | ↓ | ↓ | ↓ | 67 | ↓ | ↓ |
| Asking Price per Square Foot (based on New Listings) | \$632 | ↔ | ↔ | ↑ | ↑ | \$609 | ↑ | ↑ |
| November Sold Price per Square Foot | \$645 | ↑ | ↑ | ↑ | ↑ | \$591 | ↑ | ↑ |
| November Month's Supply of Inventory | 1.5 | ↓ | ↓ | ↓ | ↓ | 2.9 | ↓ | ↓ |
| November Sale Price vs List Price Ratio | 104.9% | ↑ | ↑ | ↑ | ↑ | 101.8% | ↑ | ↑ |

* 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)

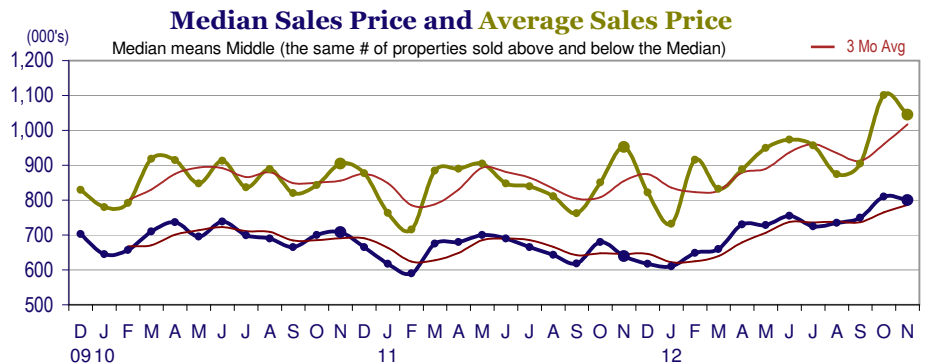
Property Sales

November Property sales were 519, up 18.5% from 438 in November of 2011 and 0.4% lower than the 521 sales last month. November 2012 sales were at their highest level compared to November of 2011 and 2010. November YTD sales of 5,302 are running 15.1% ahead of last year's year-to-date sales of 4,607.



Prices

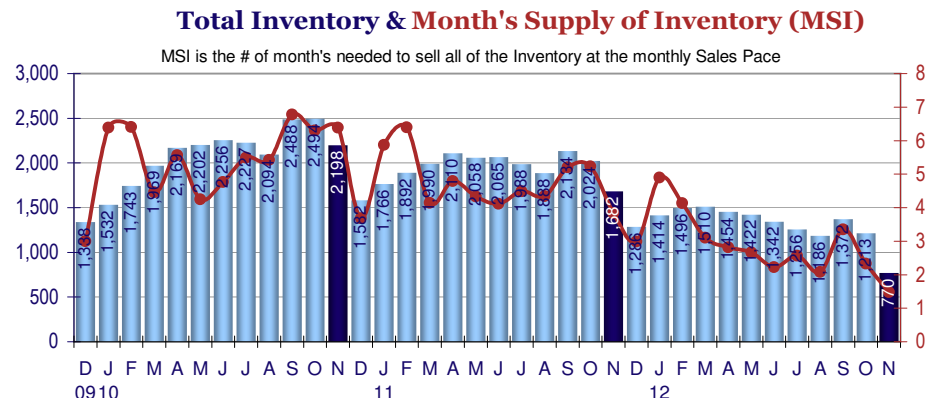
The Median Sales Price in November was \$800,000, up 25.1% from \$639,500 in November of 2011 and down 1.2% from \$810,000 last month. The Average Sales Price in November was \$1,045,284, up 9.8% from \$951,979 in November of 2011 and down 5.1% from \$1,101,253 last month. November 2012 ASP was at the highest level compared to November of 2011 and 2010.



Inventory & MSI

The Total Inventory of Properties available for sale as of November was 770, down 36.5% from 1,213 last month and down 54.2% from 1,682 in November of last year. November 2012 Inventory was at its lowest level compared with November of 2011 and 2010.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The November 2012 MSI of 1.5 months was at its lowest level compared with November of 2011 and 2010.



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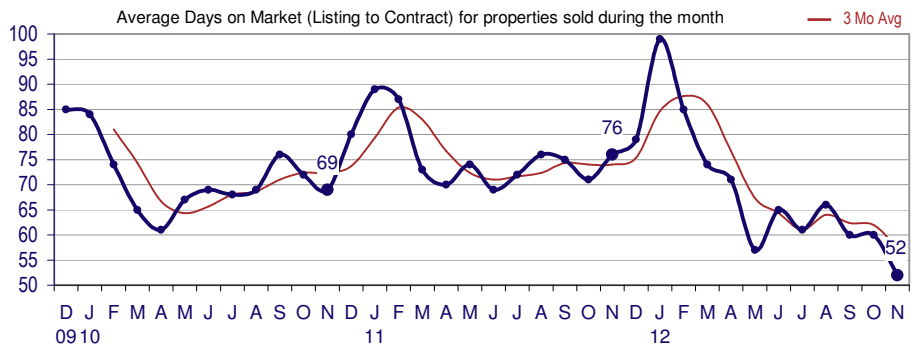
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Market Time

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 November was 52, down 13.3% from 60 days last month and down 31.6% from 76 days in November of last year. The November 2012 DOM was at its lowest level compared with November of 2011 and 2010.

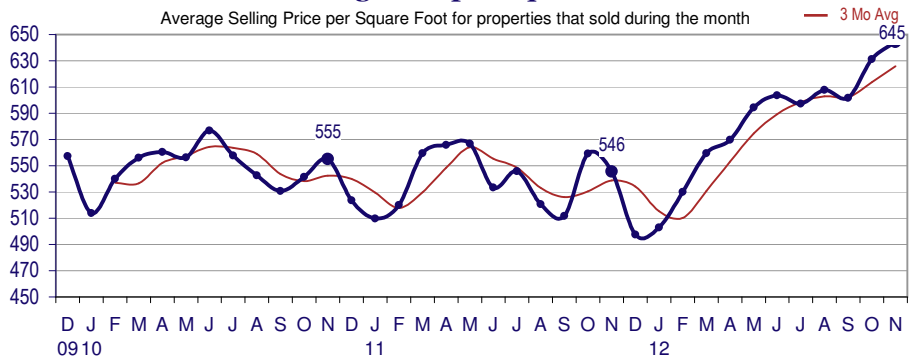
Days On Market for Sold Properties



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 November 2012 Selling Price per Square Foot of \$645 was up 2.1% from \$631 last month and up 18.1% from 546 in November of last year.

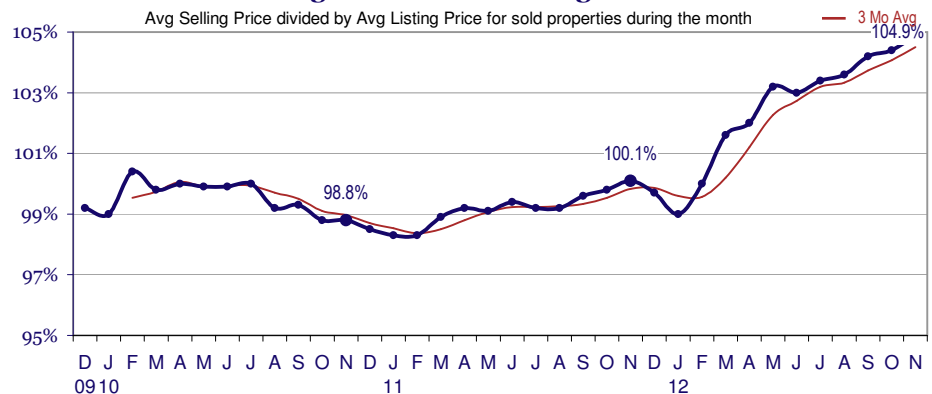
Selling Price per Square Foot



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 November 2012 Selling Price vs Original List Price of 104.9% was up from 104.4% last month and up from 100.1% in November of last year.

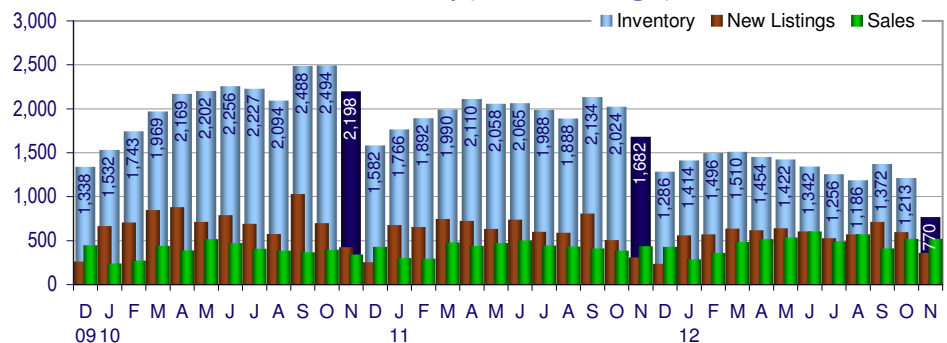
Selling Price versus Listing Price Ratio



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 November 2012 was 361, down 39.4% from 596 last month and up 16.8% from 309 in November of last year.

Inventory / New Listings / Sales



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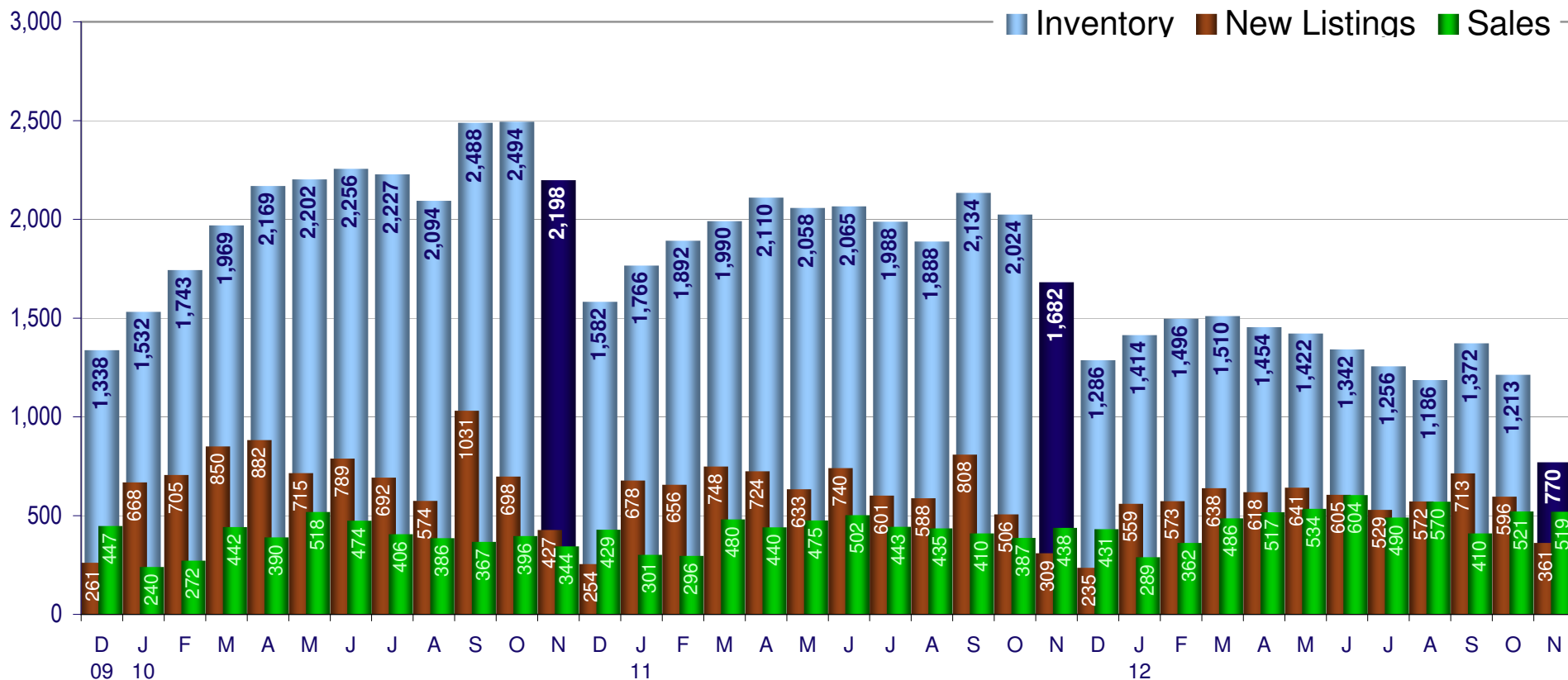
November 2012

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