

MARKET ACTION REPORT

July 2013

County: San Francisco



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

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Price Range: All | Properties: SFH - Condo - TwnHm

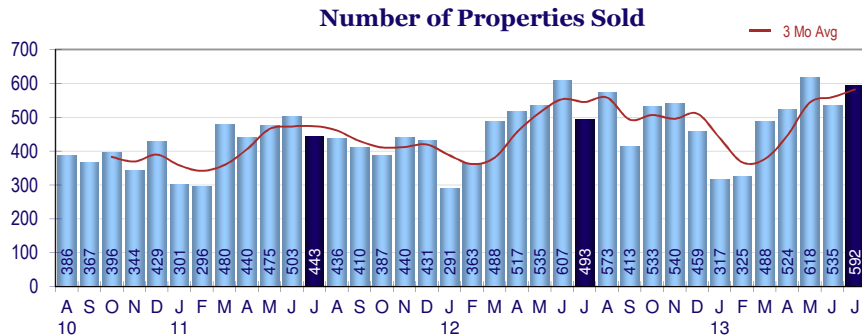
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$824,888	↑		↑				
Average List Price of all Current Listings	\$1,401,022	↑		↑				
July Median Sales Price	\$875,000	↑	↔	↑	↑	\$850,000	↑	↑
July Average Sales Price	\$1,145,583	↑	↔	↑	↑	\$1,101,584	↑	↑
Total Properties Currently for Sale (Inventory)	831	↓		↓				
July Number of Properties Sold	592	↑		↑		3,399	↑	
July Average Days on Market (Solds)	44	↓	↓	↓	↓	48	↓	↓
Asking Price per Square Foot (based on New Listings)	\$702	↔	↑	↑	↑	\$686	↑	↑
July Sold Price per Square Foot	\$735	↑	↔	↑	↑	\$710	↑	↑
July Month's Supply of Inventory	1.4	↓		↓	↓	2.2	↓	↓
July Sale Price vs List Price Ratio	108.5%	↓	↑	↑	↑	105.9%	↑	↑

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2012) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

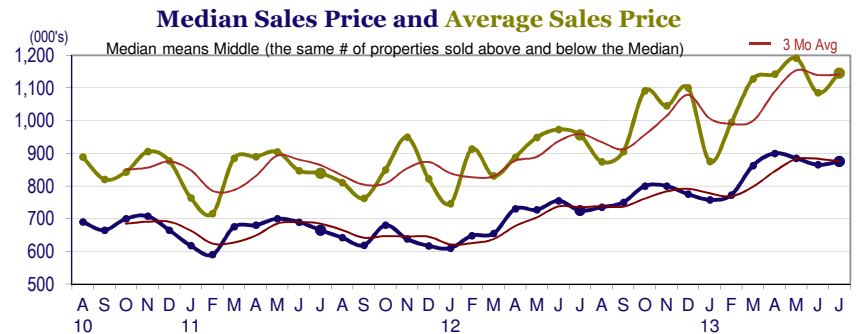
Property Sales

July Property sales were 592, up 20.1% from 493 in July of 2012 and 10.7% higher than the 535 sales last month. July 2013 sales were at their highest level compared to July of 2012 and 2011. July YTD sales of 3,399 are running 3.2% ahead of last year's year-to-date sales of 3,294.



Prices

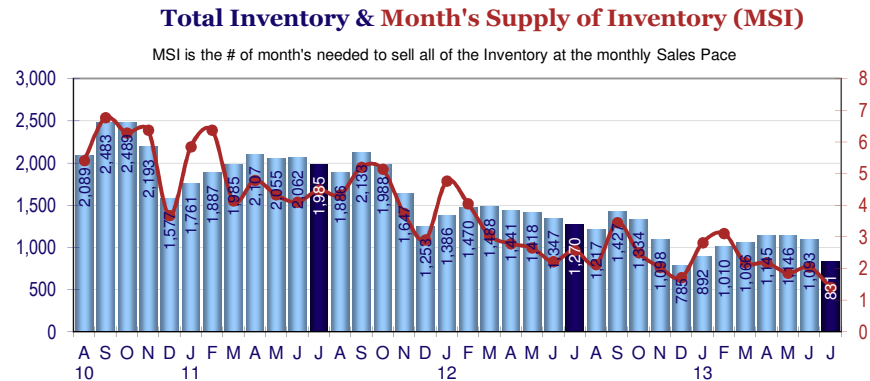
The Median Sales Price in July was \$875,000, up 20.7% from \$725,000 in July of 2012 and up 1.2% from \$865,000 last month. The Average Sales Price in July was \$1,145,583, up 19.8% from \$956,157 in July of 2012 and up 5.6% from \$1,085,008 last month. July 2013 ASP was at the highest level compared to July of 2012 and 2011.



Inventory & MSI

The Total Inventory of Properties available for sale as of July was 831, down 24.0% from 1,093 last month and down 34.6% from 1,270 in July of last year. July 2013 Inventory was at its lowest level compared with July of 2012 and 2011.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2013 MSI of 1.4 months was at its lowest level compared with July of 2012 and 2011.



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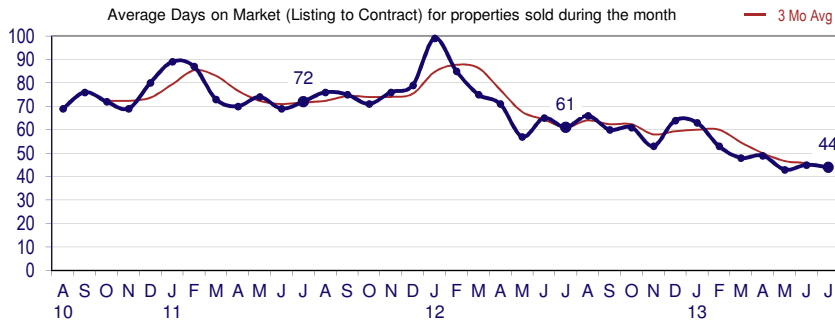
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Market Time

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 July was 44, down 2.2% from 45 days last month and down 27.9% from 61 days in July of last year. The July 2013 DOM was at its lowest level compared with July of 2012 and 2011.

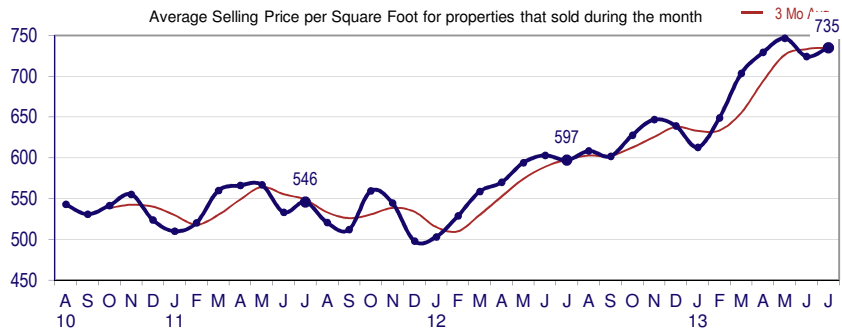
Days On Market for Sold Properties



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 July 2013 Selling Price per Square Foot of \$735 was up 1.5% from \$724 last month and up 23.1% from 597 in July of last year.

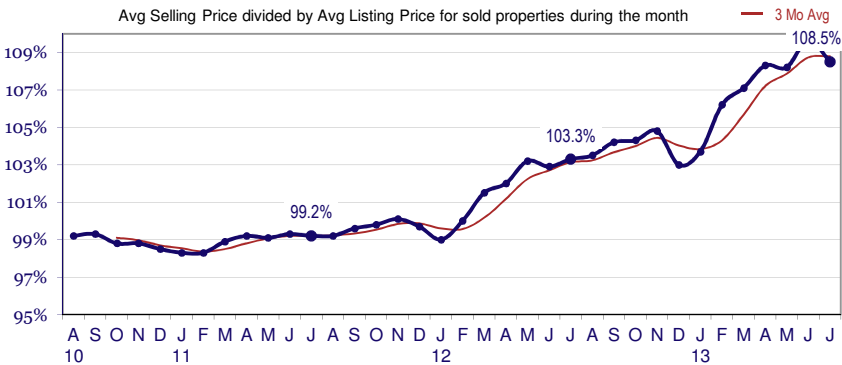
Selling Price per Square Foot



Selling Price vs Original Listing Price

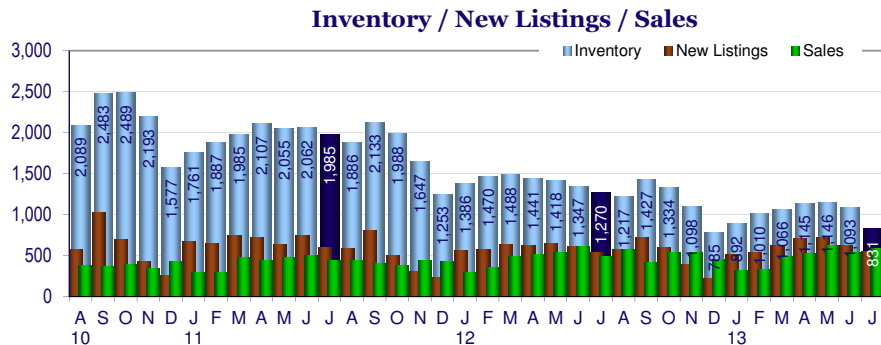
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2013 Selling Price vs Original List Price of 108.5% was down from 109.7% last month and up from 103.3% in July 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 July 2013 was 544, down 12.8% from 624 last month and up 2.3% from 532 in July of last year.



Inventory / Listings / Sales

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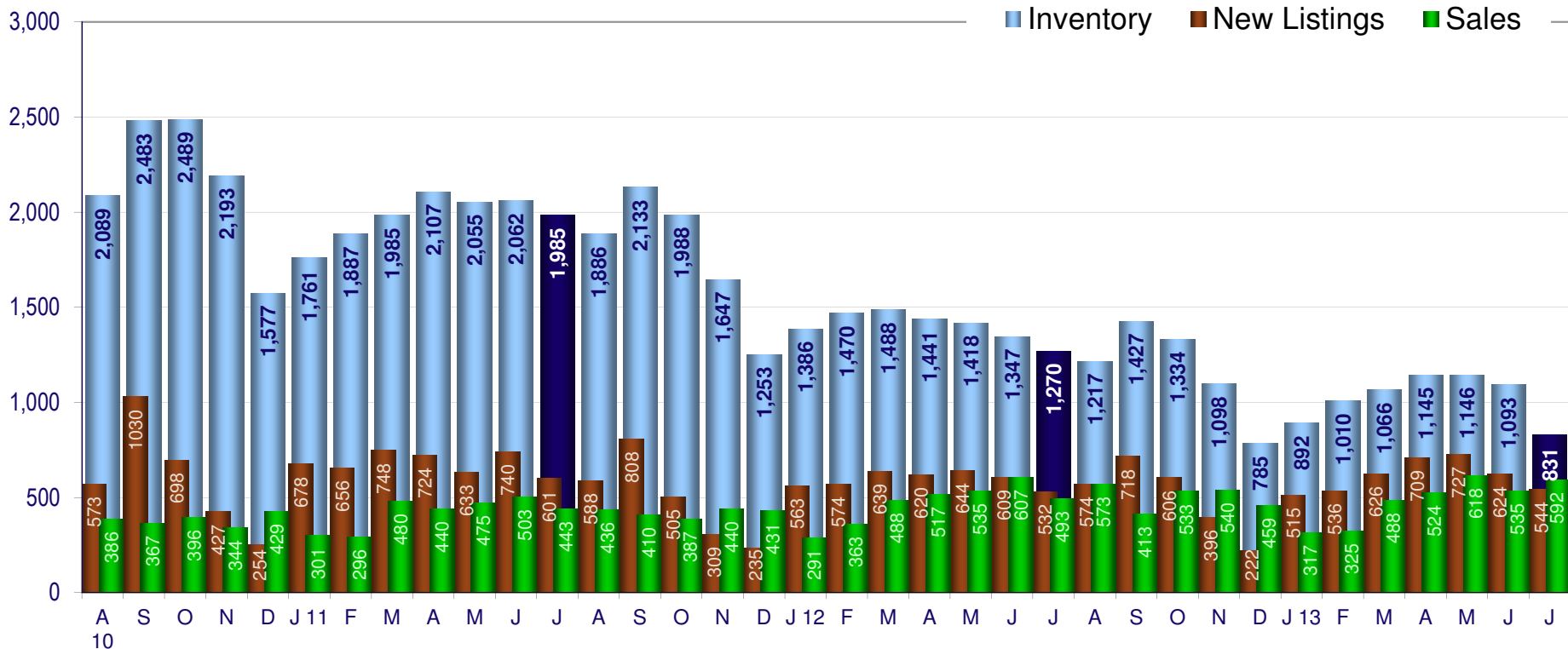
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