

2010 saw a stabilization and moderate recovery in San Francisco real estate. City-wide the average sale price of homes sold through the MLS posted an increase of 4% from 2009, which had been down by over 20% from its peak in 2007. The average sale price in the City ended up back over the \$1,000,000 mark, \$39,000 up from last year. The volume of sales activity during the year was 5% higher than in the year prior, sending a hopeful sign for the future. Well-priced listings attracted multiple offers once again.

Condominium, cooperative apartment and T-I-C sales activity showed a volume increase of 8% City-wide, compared to 2009, but the number of sales through the MLS in those categories does not count some large developments (which close units but do not list them all with the MLS). Average sale prices for this category City-wide declined slightly compared to last year, weighed down by a 10% drop in the prime north-east portion of the City, District 8.

The mortgage market continued to be difficult for borrowers with lenders looking for reasons not to lend money and the appraisal business turned upside down by new federal regulations. Appraisal management companies are now supposed to function as an interface between lenders and appraisers but, as profit-making entities, they now employ the cheapest appraiser they can find to do a job. The result is that they end up using many out-of-area appraisers who don't know the San Francisco market, with unpredictable results.

For 2010, there were 994 closings of listed homes, condos and co-ops which sold for \$1,000,000 or more, compared to 857 last year, a 16% increase, which is reflective of the pick up in sales activity and prices at the upper end of the market.

A full 2010 versus 2009 district-by-district sales comparison chart for both homes and condominiums is shown below. The data is current as of January 14, 2011. Some late sales data or corrections for 2010 may still get entered, but that should not alter the statistics below by much.

The San Francisco District Map can be viewed by clicking on this link:

<http://www.classicSFproperties.com/districtmap.htm>

2010 vs 2009 San Francisco sales analysis

| SFDs | 2010 | | | 2009 | | | #change | \$change |
|----------|--------|-------------|------------------|--------|-------------|------------------|---------|----------|
| District | #sales | Avg. SP | Total sales \$\$ | #sales | Avg. SP | Total sales \$\$ | | |
| 1 | 191 | \$1,344,780 | \$256,852,980 | 138 | \$1,307,503 | \$180,435,414 | 38.41% | 2.85% |
| 2 | 404 | \$738,247 | \$298,251,788 | 386 | \$767,345 | \$296,195,170 | 4.66% | -3.79% |
| 3 | 183 | \$622,354 | \$113,890,782 | 172 | \$619,409 | \$106,538,348 | 6.40% | 0.48% |
| 4 | 282 | \$990,066 | \$279,198,612 | 266 | \$950,978 | \$252,960,148 | 6.02% | 4.11% |
| 5 | 293 | \$1,409,676 | \$413,035,068 | 287 | \$1,285,361 | \$368,898,607 | 2.09% | 9.67% |
| 6 | 46 | \$1,354,323 | \$62,298,858 | 41 | \$1,348,415 | \$55,285,015 | 12.20% | 0.44% |
| 7 | 120 | \$3,327,340 | \$399,280,800 | 103 | \$3,540,907 | \$364,713,421 | 16.50% | -6.03% |
| 8 | 21 | \$2,073,571 | \$43,544,991 | 14 | \$2,061,786 | \$28,865,004 | 50.00% | 0.57% |
| 9 | 213 | \$819,350 | \$174,521,550 | 203 | \$804,544 | \$163,322,432 | 4.93% | 1.84% |
| 10 | 544 | \$477,397 | \$259,703,968 | 573 | \$495,103 | \$283,694,019 | -5.06% | -3.58% |

| | | | | | | | | |
|--------|------|-------------|-----------------|------|-------------|-----------------|--------|--------|
| S.F. | 2297 | \$1,001,558 | \$2,300,579,397 | 2183 | \$962,395 | \$2,100,907,578 | 5.22% | 4.07% |
| D7&8 | 141 | \$3,140,608 | \$442,825,791 | 117 | \$3,363,918 | \$393,578,425 | 20.51% | -6.64% |
| Others | 2156 | \$861,667 | \$1,857,753,606 | 2066 | \$826,394 | \$1,707,329,153 | 4.36% | 4.27% |

| CNDs | 2010 | | | 2009 | | | #change | \$change |
|----------|--------|-------------|------------------|--------|-------------|------------------|---------|----------|
| District | #sales | Avg. SP | Total sales \$\$ | #sales | Avg. SP | Total sales \$\$ | | |
| 1 | 117 | \$678,285 | \$79,359,345 | 119 | \$714,828 | \$85,064,532 | -1.68% | -5.11% |
| 2 | 35 | \$636,027 | \$22,260,945 | 32 | \$622,406 | \$19,916,992 | 9.38% | 2.19% |
| 3 | 35 | \$340,626 | \$11,921,910 | 39 | \$381,103 | \$14,863,017 | -10.26% | -10.62% |
| 4 | 54 | \$478,139 | \$25,819,506 | 39 | \$541,730 | \$21,127,470 | 38.46% | -11.74% |
| 5 | 388 | \$784,423 | \$304,356,124 | 452 | \$716,355 | \$323,792,460 | -14.16% | 9.50% |
| 6 | 216 | \$643,674 | \$139,033,584 | 237 | \$645,014 | \$152,868,318 | -8.86% | -0.21% |
| 7 | 238 | \$1,098,841 | \$261,524,158 | 209 | \$1,062,804 | \$222,126,036 | 13.88% | 3.39% |
| 8 | 415 | \$801,073 | \$332,445,295 | 347 | \$894,128 | \$310,262,416 | 19.60% | -10.41% |
| 9 | 748 | \$685,431 | \$512,702,388 | 604 | \$692,960 | \$418,547,840 | 23.84% | -1.09% |
| 10 | 70 | \$330,894 | \$23,162,580 | 65 | \$373,409 | \$24,271,585 | 7.69% | -11.39% |
| S.F. | 2316 | \$739,458 | \$1,712,585,835 | 2143 | \$743,276 | \$1,592,840,666 | 8.07% | -0.51% |
| D7&8 | 653 | \$909,601 | \$593,969,453 | 556 | \$957,533 | \$532,388,452 | 17.45% | -5.01% |
| Others | 1663 | \$672,650 | \$1,118,616,382 | 1587 | \$668,212 | \$1,060,452,214 | 4.79% | 0.66% |

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Professional and academic qualifications:

Full-time San Francisco REALTOR® since 1986; Past-President of the San Francisco Association of REALTORS®; current Director of the California Association of REALTORS®; former Director of the National Association of REALTORS® representing San Francisco's 5,000 members; Director of ZipLogix, a California Association of REALTORS® technology subsidiary; Graduate, Real Estate Institute (GRI); Electronic Internet Professional (ePro); Bachelors Degree in Computer Science; Masters Degree in Systems Analysis.