

2011 saw a slight decline in San Francisco real estate. Despite two Pacific Heights sales at \$33,000,000 and \$29,500,000 later in the year (only the second one through the MLS), City-wide the average sale price of homes sold through the MLS slipped back 4% from 2010, and are now down by 21% from the peak in 2007. The average sale price in the City ended up at \$956,200 or \$40,000 down from last year. The volume of sales activity increased during the year increased by 4%, sending a hopeful sign that the market has bottomed out. Well-priced listings attracted multiple offers once again, with one late in the year attracting 22 offers.

Condominium, cooperative apartment and T-I-C sales activity showed a volume increase of over 9% City-wide, compared to 2010, and 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 were stable compared to last year, increasing by slightly less than 1%.

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 2011, there were 1019 closings of listed homes, condos and co-ops which sold for \$1,000,000 or more, compared to 998 last year, a 2% increase, which is reflective of the slight pick up in sales activity overall and at the upper end of the market.

A full 2011 versus 2010 district-by-district sales comparison chart for both homes and condominiums is shown below. The data is current as of January 8, 2012. Some late sales data or corrections for 2011 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>

2011 vs 2010 San Francisco sales analysis

SFDs	2011			2010			#change	\$change
District	#sales	Avg. SP	Total sales \$\$	#sales	Avg. SP	Total sales \$\$		
1	190	\$1,203,449	\$228,655,310	195	\$1,340,512	\$261,399,840	-2.56%	-10.22%
2	436	\$708,938	\$309,096,968	409	\$737,083	\$301,466,947	6.60%	-3.82%
3	200	\$553,118	\$110,623,600	188	\$618,723	\$116,319,924	6.38%	-10.60%
4	297	\$927,740	\$275,538,780	282	\$990,066	\$279,198,612	5.32%	-6.30%
5	331	\$1,438,348	\$476,093,188	295	\$1,407,266	\$415,143,470	12.20%	2.21%
6	26	\$1,513,783	\$39,358,358	46	\$1,354,323	\$62,298,858	-43.48%	11.77%
7	102	\$3,562,825	\$363,408,150	120	\$3,327,340	\$399,280,800	-15.00%	7.08%
8	31	\$2,549,097	\$79,022,007	21	\$2,073,571	\$43,544,991	47.62%	22.93%
9	227	\$786,025	\$178,427,675	215	\$817,770	\$175,820,550	5.58%	-3.88%

10	589	\$445,477	\$262,385,953	559	\$478,324	\$267,383,116	5.37%	-6.87%
S.F.	2429	\$956,200	\$2,322,609,989	2330	\$996,505	\$2,321,857,108	4.25%	-4.04%
D7&8	133	\$3,326,543	\$442,430,157	141	\$3,140,608	\$442,825,791	-5.67%	5.92%
Others	2296	\$818,894	\$1,880,179,832	2189	\$858,397	\$1,879,031,317	4.89%	-4.60%

CNDs	2011			2010			#change	\$change
District	#sales	Avg. SP	Total sales \$\$	#sales	Avg. SP	Total sales \$\$		
1	139	\$688,284	\$95,671,476	118	\$676,816	\$79,864,288	17.80%	1.69%
2	44	\$599,453	\$26,375,932	35	\$636,027	\$22,260,945	25.71%	-5.75%
3	40	\$304,791	\$12,191,640	36	\$339,497	\$12,221,892	11.11%	-10.22%
4	47	\$405,352	\$19,051,544	54	\$478,139	\$25,819,506	-12.96%	-15.22%
5	429	\$775,152	\$332,540,208	390	\$783,699	\$305,642,610	10.00%	-1.09%
6	233	\$652,034	\$151,923,922	218	\$642,328	\$140,027,504	6.88%	1.51%
7	243	\$1,125,102	\$273,399,786	239	\$1,096,963	\$262,174,157	1.67%	2.57%
8	494	\$756,086	\$373,506,484	417	\$800,010	\$333,604,170	18.47%	-5.49%
9	808	\$728,595	\$588,704,760	750	\$684,235	\$513,176,250	7.73%	6.48%
10	68	\$310,402	\$21,107,336	74	\$326,391	\$24,152,934	-8.11%	-4.90%
S.F.	2545	\$744,390	\$1,894,473,088	2331	\$737,428	\$1,718,944,256	9.18%	0.94%
D7&8	737	\$877,756	\$646,906,270	656	\$908,199	\$595,778,327	12.35%	-3.35%
Others	1808	\$690,026	\$1,247,566,818	1675	\$670,547	\$1,123,165,929	7.94%	2.91%

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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.