

2013 saw a dramatic recovery in San Francisco real estate. City-wide the average sale price of homes sold through the MLS jumped to almost \$1,300,000 from \$1,100,000 in 2012, and now exceed the peak of 2007 by \$100,000. The average sale price in the City ended up at \$1,291,000, a 17% improvement over last year. The volume of home sales activity was comparable to last year. Well-priced listings attracted multiple offers and cash purchases were prevalent.

Condominium, cooperative apartment and T-I-C sales activity showed a similar volume of sales City-wide, compared to 2012, 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 increased by 17.5%.

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, especially when new comparable sales are being created every day.

For 2013, there were 2236 closings of listed homes, condos and co-ops which sold for \$1,000,000 or more, compared to 1491 last year, a 50% increase, which is reflective of the strong pickup in sales activity at the upper end of the market.

A full 2013 versus 2012 district-by-district sales comparison chart for both homes and condominiums is shown below. The data is current as of February 26, 2014. Some corrections for 2013 sales data may still get made, 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>

David Parry

(415) 351 - 4611

dparry@mcguire.com

www.classicSFproperties.com

Professional services offered:

San Francisco Real Estate consulting, Selling Real Estate in San Francisco, Buying Real Estate in San Francisco, Condominium Conversion in San Francisco, Investment Property Analysis for San Francisco apartments, Commercial Real Estate in San Francisco, Relocation to San Francisco, Lofts in San Francisco, Tenancy-In-Common (TIC) sales in San Francisco; Real Estate Expert Witness.

San Francisco neighborhoods served:

Pacific Heights, Presidio Heights, Cow Hollow, Marina, Russian Hill, Nob Hill, Telegraph Hill, North Beach, North Waterfront, South of Market (SoMa), South Beach, Mission Bay, Downtown, Financial District, Chinatown, Tenderloin, Van Ness Corridor, Lower Pacific Heights, Western Addition, Jordan Park, Lone Mountain, Inner Richmond, Lake Street, Sea Cliff, Central Richmond, Anza Vista, Laurel Heights, Hayes Valley, Duboce Triangle, North Panhandle, Haight Ashbury, Cole Valley, Ashbury Heights, Buena Vista Park, Corona Heights, Twin Peaks, Clarendon Heights, Golden Gate Heights, Inner Sunset, West Portal, Potrero Hill, Mission Dolores, Castro, Eureka Valley, Dolores Heights, Noe Valley, Glen Park, Parnassus Heights, Parkside, Sunset, St. Francis Wood, Forest Hill, Forest Hill Extension, Forest Knolls, West Portal, Miraloma Park, Westwood Highlands, Monterey Heights, Mt. Davidson Manor, Sherwood Forest, Sunnyside, Balboa Terrace, Ingleside Terrace, Merced Manor, Lakeside, Bernal Heights, Potrero Hill, Mission Terrace.

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.

2013 vs 2012 San Francisco sales analysis

SFDs	2013			2012			#change	Schange
District	#sales	Avg. SP	Total sales \$\$	#sales	Avg. SP	Total sales \$\$		
1	225	\$1,592,986	\$358,421,850	221	\$1,384,820	\$306,045,220	1.81%	15.03%
2	491	\$893,494	\$438,705,554	409	\$769,522	\$314,734,498	20.05%	16.11%
3	182	\$758,759	\$138,094,138	195	\$601,755	\$117,342,225	-6.67%	26.09%
4	327	\$1,211,034	\$396,008,118	349	\$1,026,042	\$358,088,658	-6.30%	18.03%
5	370	\$1,786,492	\$661,002,040	388	\$1,567,441	\$608,167,108	-4.64%	13.98%
6	42	\$1,962,670	\$82,432,140	51	\$1,701,467	\$86,774,817	-17.65%	15.35%
7	137	\$4,554,797	\$624,007,189	124	\$4,486,933	\$556,379,692	10.48%	1.51%
8	23	\$3,266,522	\$75,130,006	30	\$2,111,256	\$63,337,680	-23.33%	54.72%
9	281	\$1,096,667	\$308,163,427	226	\$843,232	\$190,570,432	24.34%	30.06%
10	566	\$587,272	\$332,395,952	639	\$476,876	\$304,723,764	-11.42%	23.15%
S.F.	2644	\$1,291,362	\$3,414,360,414	2632	\$1,104,166	\$2,906,164,094	0.46%	16.95%
D7&8	160	\$4,369,607	\$699,137,195	154	\$4,024,139	\$619,717,372	3.90%	8.58%
Others	2484	\$1,093,085	\$2,715,223,219	2478	\$922,698	\$2,286,446,722	0.24%	18.47%

CNDs	2013			2012			#change	Schange
District	#sales	Avg. SP	Total sales \$\$	#sales	Avg. SP	Total sales \$\$		
1	156	\$863,327	\$134,679,012	175	\$757,309	\$132,529,075	-10.86%	14.00%
2	57	\$737,503	\$42,037,671	65	\$705,884	\$45,882,460	-12.31%	4.48%
3	33	\$457,851	\$15,109,083	43	\$301,036	\$12,944,548	-23.26%	52.09%
4	60	\$529,015	\$31,740,900	57	\$441,625	\$25,172,625	5.26%	19.79%
5	502	\$1,008,539	\$506,286,578	451	\$866,943	\$390,991,293	11.31%	16.33%
6	353	\$818,676	\$288,992,628	321	\$706,038	\$226,638,198	9.97%	15.95%
7	387	\$1,293,386	\$500,540,382	337	\$1,135,852	\$382,782,124	14.84%	13.87%
8	534	\$1,072,897	\$572,926,998	598	\$877,300	\$524,625,400	-10.70%	22.30%
9	1169	\$923,264	\$1,079,295,616	1038	\$794,099	\$824,274,762	12.62%	16.27%
10	77	\$424,061	\$32,652,697	80	\$329,183	\$26,334,640	-3.75%	28.82%
S.F.	3328	\$962,819	\$3,204,261,565	3165	\$819,013	\$2,592,175,125	5.15%	17.56%
D7&8	921	\$1,165,545	\$1,073,467,380	935	\$970,489	\$907,407,524	-1.50%	20.10%
Others	2407	\$885,249	\$2,130,794,185	2230	\$755,501	\$1,684,767,601	7.94%	17.17%