



JEN CHANG  
415.990.4495 | [jenchang.com](http://jenchang.com)  
DRE02078818 | Trust, Tenacity, Transparency

White Glove Service for Every Price Point!

## SAN FRANCISCO MARKET UPDATE



## 2020 YEAR IN REVIEW

---

2020 was indeed an extremely disruptive year. Traditional open houses were put on pause and many normal seasonal trends were upended. However, despite all of the challenges and uncertainty, the **San**

As we prepare for the spring selling season and an influx of new listings, we have taken note that buyers have become much more discerning and things like staging, smart design, and timeless finishes are becoming more important than ever.

When comparing **Single-family home** sales in 2020 to 2019, the median sale price increased by 3.1 percent while the price per square foot ticked up 1.4 percent. The median time on the market remained consistent with 2019 at a highly competitive 14 days. The year ended with 22.8 percent less inventory for sale.

With a larger portion of the population working from home, the **condominium segment** was more affected by the pandemic; particularly newer and denser construction. That said, there were actually more condominiums sold in 2020 than 2019, and December recorded several large purchases at the higher-end with sales at The Four Seasons Residences, The Avery, and 181 Fremont. The median sale price for the year closed out at \$1,218,500 representing a 2.5 percent decrease from 2019.

National **Mortgage rates** remained at near-record lows last week with FreddieMac reporting, 'All eyes have been on mortgage rates this year, especially the 30-year fixed-rate, which has dropped more than one percentage point over the last twelve months, driving housing market activity in 2020. Heading into 2021 we expect rates to remain flat, potentially rising modestly off their record low, but solid purchase demand and tight inventory will continue to put pressure on housing markets as well as house price growth.'

With a fresh new year beginning, we at **Vanguard Properties** feel fortunate to be at the crux of helping our clients through their real estate needs and look forward to another year of success together.



2020

MEDIAN SALE PRICE	\$1,650,000 ▲
DAYS ON MARKET	14
\$/SQ. FT.	\$987 ▲
# FOR SALE LAST DAY OF NOVEMBER	203 ▼
UNDER CONTRACT	2,309 ▲
PROPERTIES SOLD	2,220 ▲

2020

MEDIAN SALE PRICE	\$1,218,500 ▼
DAYS ON MARKET	30 ▲
\$/SQ. FT.	\$1,077 ▼
# FOR SALE LAST DAY OF NOVEMBER	578 ▲
UNDER CONTRACT	2,877 ▼
PROPERTIES SOLD	2,678 ▼

## YEAR-OVER-YEAR COMPARISON

### SINGLE FAMILY RESIDENCES

#### MEDIAN

	2020	2019	%Δ
SALE PRICE	\$1,650,000	\$1,600,000	+3.1%
DAYS ON MARKET	14	14	0.0%
\$/SQ. FT.	\$987	\$973	+1.4%

#### TOTAL

	2020	2019	%Δ
UNDER CONTRACT	2,309	2,182	+5.8%
PROPERTIES SOLD	2,220	2,174	+2.1%
# FOR SALE LAST DAY OF YEAR	203	263	-22.8%
% OF PROPERTIES SOLD OVER LIST PRICE	65.7%	76.8%	-14.5%
% OF LIST PRICE RECEIVED (AVERAGE)	107.8%	112.8%	-4.4%

## MONTH-OVER-MONTH COMPARISON SINGLE FAMILY RESIDENCES



### CHANGE IN PAST MONTH:

SALE PRICE  
-6.3%

DAYS ON MARKET  
-5 days

## MEDIAN AREA VALUES SINGLE FAMILY RESIDENCES Q4 2020



Subscribe	Past Issues				Translate ▼	RSS
	Pacific/Presidio Heights	\$6,000,000	\$1,522	96.7%	19	
	Marina/Cow Hollow	\$4,630,000	\$1,329	96.9%	16	
	Cole Valley/Haight	\$3,062,500	\$1,132	103.8%	6*	
	Alamo Square/NOPA	\$3,025,000	\$968	99.1%	6*	
	Hayes Valley	\$3,000,000	\$1,060	99.0%	4*	
	Noe Valley	\$2,802,000	\$1,266	103.1%	39	
	Lower Pac/Laurel Heights	\$2,700,000	\$1,173	104.9%	13	
	Russian Hill	\$2,520,000	\$1,279	100.9%	1*	
	Castro/Duboce Triangle	\$2,450,000	\$1,228	102.6%	27	
	Diamond Heights	\$1,950,000	\$948	102.0%	3*	
	Buena Vista/Corona Heights	\$1,935,000	\$1,141	100.9%	13	
	Potrero Hill	\$1,866,500	\$1,049	102.8%	24	
	Richmond	\$1,805,084	\$988	110.4%	48	
	Bernal Heights/Glen Park	\$1,724,000	\$1,087	104.8%	87	
	Ingleside Terrace/Lakeside	\$1,700,000	\$864	99.6%	12	
	Mission	\$1,695,000	\$911	105.8%	15	
	Sunset	\$1,582,000	\$991	116.0%	51	
	Westwood Park/Sunnyside	\$1,427,500	\$1,026	109.9%	18	
	Excelsior/Portola	\$1,170,000	\$795	106.6%	51	
	Bayview/Hunters Point	\$934,000	\$666	102.5%	28	

\* Small sample size (n<10); use caution when interpreting results.

## TOP FIVE SALES IN 2020

### SINGLE FAMILY RESIDENCES



\$22,000,000 \$2,316/sq. ft.  
6 bed / 4 bath 9,500 sq. ft.

\$20,000,000 \$2,043/sq. ft.  
6 bed / 6.5 bath 9,791 sq. ft.



**190 SEA CLIFF AVENUE**  
Sea Cliff

\$24,000,000 \$2,238/sq. ft.  
4 bed / 6.5 bath 10,725 sq. ft.



**2775 VALLEJO STREET**  
Pacific Heights

\$19,750,000  
6 bed/6.5 bath



**2646 UNION STREET**  
Cow Hollow

\$19,500,000  
4 bed/7.5 bath



CONDOMINIUMS/TIC/COOPs

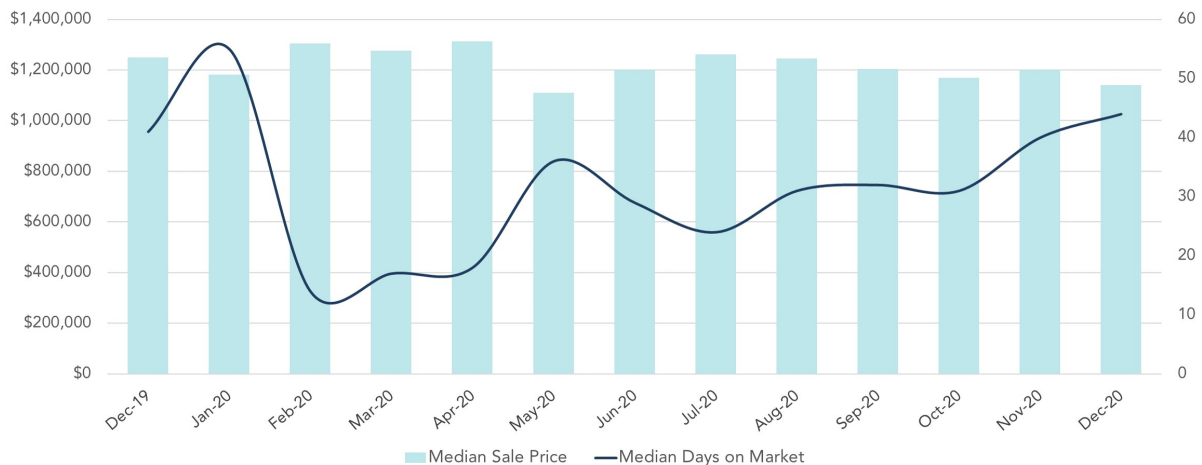
MEDIAN

	2020	2019	%Δ
SALE PRICE	\$1,218,500	\$1,250,000	-2.5%
DAYS ON MARKET	30	19	+57.9%
\$ / SQ. FT.	\$1,077	\$1,135	-5.1%

TOTAL

	2020	2019	%Δ
UNDER CONTRACT	2,877	2,894	-0.6%
PROPERTIES SOLD	2,678	2,790	-4.0%
# FOR SALE LAST DAY OF YEAR	578	493	+17.2%
% OF PROPERTIES SOLD OVER LIST PRICE	41.6%	60.9%	-31.7%
% OF LIST PRICE RECEIVED (AVERAGE)	101.3%	105.6%	-4.1%

MONTH-OVER-MONTH COMPARISON  
CONDOMINIUMS/TIC/COOPs



SALE PRICE

-5.0%

DAYS ON MARKET

+4 days

## MEDIAN AREA VALUES

CONDOMINIUMS/TIC/COOPs

Q4 2020

NEIGHBORHOOD	CONDOMINIUMS/TIC	\$ / SQ. FT.	% OF LIST PRICE RECEIVED (AVERAGE)	HOMES SOLD
Cole Valley/Haight	\$1,520,000	\$1,062	103.1%	27
Pacific/Presidio Heights	\$1,500,000	\$1,137	99.3%	66
Marina/Cow Hollow	\$1,495,000	\$1,155	99.1%	47
Sunset	\$1,380,000	\$967	101.1%	12
Noe Valley	\$1,355,000	\$1,071	103.8%	47
Richmond/Lake St	\$1,349,000	\$962	102.0%	44
Buena Vista/Corona Heights	\$1,338,888	\$1,190	100.9%	23
Mission Bay	\$1,300,000	\$1,103	96.7%	19
Lower Pac/Laurel Heights	\$1,299,500	\$1,007	100.7%	44
Alamo Square/NOPA	\$1,285,000	\$1,034	103.8%	32
Castro/Duboce Triangle	\$1,255,000	\$1,090	102.5%	42
Russian Hill*	\$1,245,000	\$1,102	98.5%	38
Potrero Hill	\$1,245,000	\$1,019	99.0%	31
Mission Dolores	\$1,175,563	\$991	100.7%	20
Nob Hill*	\$1,166,000	\$1,041	99.6%	23
South Beach/Yerba Buena	\$1,157,500	\$1,113	96.8%	87
North Beach/Fisherman's Wharf	\$1,150,000	\$1,013	97.7%	21
Mission	\$1,100,000	\$948	101.0%	59
Hayes Valley	\$1,062,500	\$1,066	101.8%	46
Dogpatch	\$950,000	\$954	99.5%	23
SOMA	\$922,500	\$801	98.8%	42
Bernal Heights/Glen Park	\$915,000	\$975	101.9%	14
Telegraph Hill	\$866,500	\$1,050	98.9%	2*
Diamond Heights	\$813,000	\$834	100.2%	16
Bayview/Hunters Point	\$810,000	\$654	105.2%	7*

\* Small sample size (n<10); use caution when interpreting results.

## TOP FIVE SALES IN 2020

CONDOMINIUMS/TIC/COOPs





**1090 CHESTNUT STREET #6**  
Russian Hill

\$9,577,000 \$2,787/sq. ft.  
4 bed/3.5 bath 3,436 sq. ft.



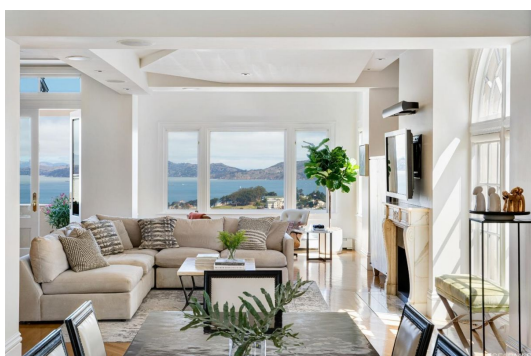
**945 GREEN STREET #10**  
Russian Hill

\$9,330,000 \$2,405/sq. ft.  
5 bed/5.5 bath 3,880 sq. ft.



**706 MISSION STREET #14B**  
Yerba Buena

\$12,555,000 \$2,726/sq. ft.  
4 bed/5.5 bath 4,605 sq. ft.



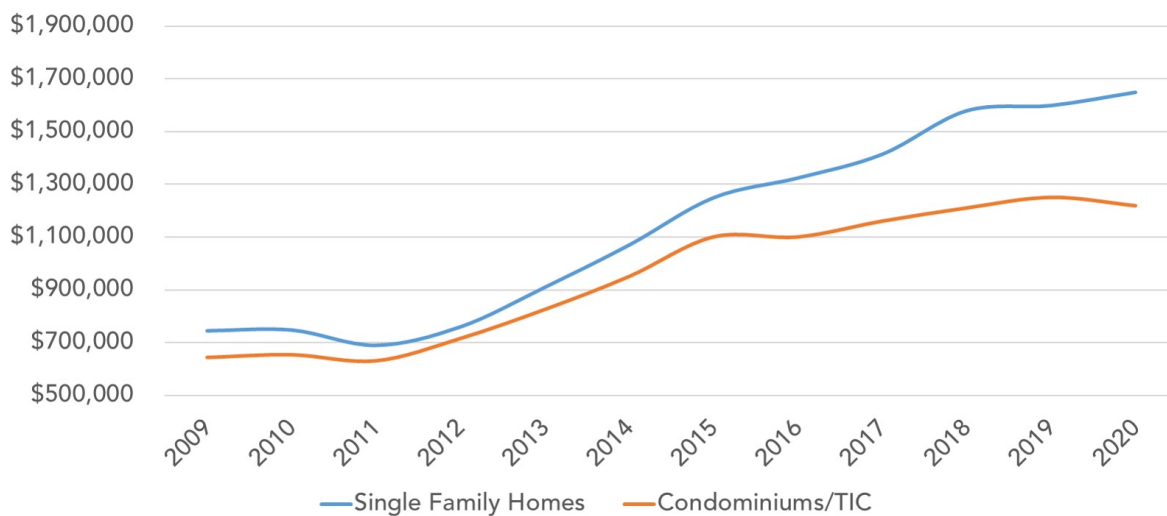
**2000 WASHINGTON STREET #1**  
Pacific Heights



**1750 TAYLOR STREET #1701**  
Russian Hill

## YEAR-OVER-YEAR COMPARISONS

### MEDIAN SALE PRICE



**\$1,650,000**

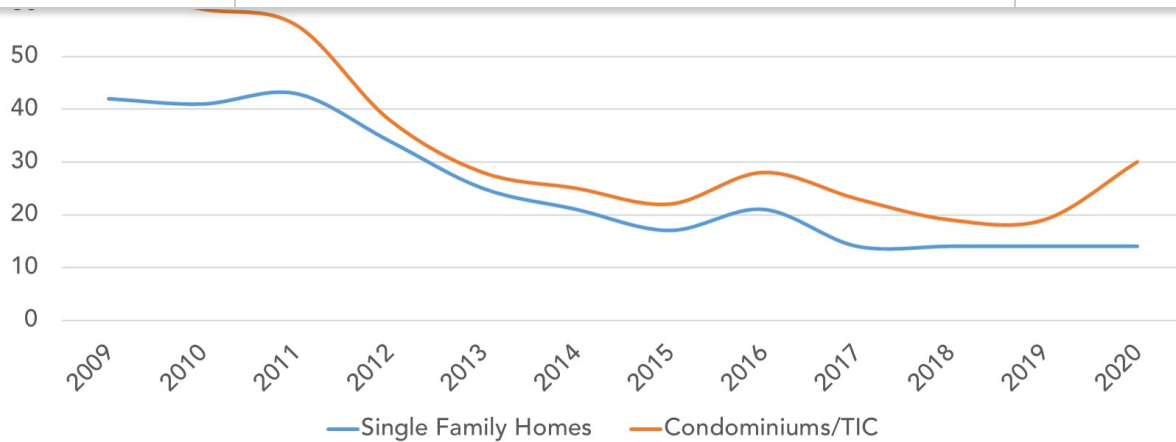
+3.1% year-over-year



**\$1,218,500**

-2.5% year-over-year

### MEDIAN MARKET TIME



14 DAYS

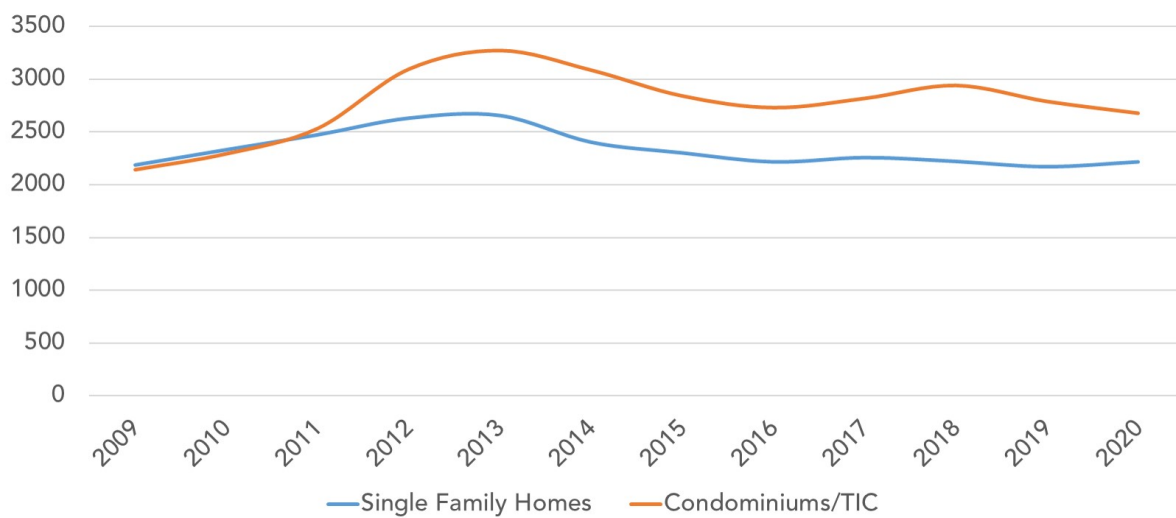
No change year-over-year



30 DAYS

+11 days year-over-year

### NUMBER OF SALES



2,220

+2.1% year-over-year



2,678

-4.0% year-over-year

JEN CHANG [#RedHatAgent](#)  
[jenchang.com](http://jenchang.com) | 415.990.4495 | DRE02078818

Sources: SFAR MLS, Data from 10/1/2020 - 12/31/2020 was used for neighborhood values. Property types covered: single-family, condominium/TIC/COOP. Only property data posted on the MLS is covered. BMRs and senior housing have been excluded from stats, where possible. All Photos are sourced by the SFAR MLS and owned by their respective brokerages. All information is deemed reliable, but not guaranteed for accuracy. All data is subject to errors, omissions, revisions, and is not warranted. ©2020 Vanguard Properties.

All rights reserved. Equal Housing Opportunity. DRE No. 01486075

[View This Email in Your Browser](#)

[Subscribe to Our Market Updates](#)

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Jen #redhatagent · 555 Castro St · San Francisco, CA 94114-2511 · USA

