



Market Analysis of San Francisco Realtor District 4

**St. Francis Wood, Forest Hill, West Portal, Monterey Heights, Balboa Terrace, Ingleside Terrace
Westwood Park & Highlands, Miraloma Park, Sunnyside, Midtown Terrace, Forest Knolls, Diamond Heights**

District 4 is one of the least urban districts of San Francisco, comprised mostly of houses standing separate and unattached on lots somewhat larger than in many other areas of the city. Within the district, there are neighborhoods known for their large homes – such as St. Francis Wood or Monterey Heights – and those featuring houses of a much smaller size – such as Midtown Terrace or Sunnyside. Though some areas have been developed more recently, the greater part is characterized by homes built in the 1920's, 1930's and 1940's, many of them quite lovely and gracious, and often selling at a substantial discount – on a dollar per square foot basis – to those sold in the adjacent District 5 (Noe/Castro/Cole Valleys, etc.). Diamond Heights is the only neighborhood in District 4 that has significant condo sales.

Comparing the first 9 months of 2008 to the same period of 2007, the number of sales is down 12% and the overall median home sales price is down by 1%. The supply of inventory for sale (MSI) has remained stable, usually in the range of a 2 to 3 month supply – a level considered low, signifying a relatively strong demand. A significant percentage of home sales are selling within 30 days at an average sales price above the list price. There has been very little foreclosure activity here, especially as compared to Districts 3 & 10 to the south and southeast. 10/8/08

Definitions for the analysis below:

- SFD = single family dwelling, i.e. house. LP = list price at time of accepted offer. \$2m = \$2,000,000
- \$/sq.ft. = dollar per square foot of interior living space (not including garages, attics, basements, decks, outdoor space, etc.)
All things being equal, a smaller home will typically achieve a higher dollar per square foot than a larger one
- Days on Market (DOM) = the period between going on market and being designated as pending sale (contingencies removed)
- Median price = that price at which half the properties sold for more and half for less
- Months Supply of Inventory = time it will take to sell the current inventory of available properties at the current rate of sales. A market balanced between buyers and sellers is generally considered to be in the 4-5 month range. National MSI is currently approximately 11 months

An Analysis of District 4 House (SFD) Sales between January 1st & October 1st, 2008

(as reported to the SF Multiple Listing Service)

Neighborhood	# Sales	Median Sales Price	High Sales Price	Average Days-on-Market	Average Home Square Footage	Average \$/sq.ft.	% of Sales Pending Within 30 days at what % of List Price
St. Francis Wood	17	\$1,995,000	\$3,650,000 (approx)	54 days	2875 sq.ft.	\$700/sq.ft.	47% at an average of 101.5% of list price
Balboa Terrace	7	\$1,575,000	\$2,100,000	35 days	2518 sq.ft.	\$638/sq.ft.	57% at an average of 109% of list price
Monterey Heights	6	\$1,487,000	\$1,655,000	49 days	2892 sq.ft.	\$511/sq.ft.	33% at an average of 103.8% of list price
Forest Hill	18	\$1,385,000	\$2,500,000 (approx)	50 days	2393 sq.ft.	\$681/sq.ft.	44% at an average of 103% of list price
Ingleside Terrace	15	\$1,275,000	\$2,400,000	29 days	2457 sq.ft.	\$538/sq.ft.	67% at an average of 102.2% of list price
West Portal	18	\$1,070,000	\$1,850,000	36 days	2074 sq.ft.	\$594/sq.ft.	44% at an average of 105.6% of list price
Diamond Heights	7	\$1,000,000	\$1,430,000	51 days	2362 sq.ft.	\$494/sq.ft.	29% at an average of 101.3% of list price
Forest Hill Extension	12	\$990,000	\$1,853,000	66 days	1969 sq.ft.	\$584/sq.ft.	17% at an average of 102.1% of list price
Westwood Park & Highlands	20	\$942,500	\$1,242,000	37 days	1638 sq.ft.	\$599/sq.ft.	50% at an average of 108.4% of list price

Neighborhood	# Sales	Median Sales Price	High Sales Price	Average Days-on-Market	Average Home Square Footage	Average \$/sq.ft.	% of Sales Pending Within 30 days at what % of List Price
Mt. Davidson Manor	6	\$895,000	\$1,525,000	52 days	2044 sq.ft.	\$555/sq.ft.	33% at an average of 101% of list price
Forest Knolls	7	\$835,000	\$928,000	58 days	1507 sq.ft.	\$553/sq.ft.	29% at an average of 106.3% of list price
Miraloma Park	35	\$833,500	\$1,275,000	44 days	1362 sq.ft.	\$639/sq.ft.	40% at an average of 103% of list price
Midtown Terrace	25	\$780,000	\$975,000	34 days	1208 sq.ft.	\$660/sq.ft.	64% at an average of 104% of list price
Sunnyside	22	\$715,000	\$840,000	44 days	1220 sq.ft.	\$608/sq.ft.	41% at an average of 101.6% of list price
Diamond Heights CONDOS ONLY	25	\$550,000	\$950,000	79 days	1092 sq.ft.	\$539/sq.ft.	28% at an average of 101.3% of list price

All data from sources deemed reliable, but not guaranteed and may contain errors and omissions. Average and median figures are necessarily generalities, sometimes affected by “unusual” events and do not necessarily pertain to specific properties or changes in value for specific properties.

When the number of sales within the period is small, the statistics may not be reliable as pertaining to the neighborhood as a whole.

Small percentage changes may not be statistically relevant.

For more detailed information on the current market, please contact me.

