

## Median Sales Price Appreciation & Depreciation in Selected San Francisco Neighborhoods

### 2-Bedroom Condominiums\* 1995 - 2010

Neighborhood	Median Price 1995	Median Price 2000	Median Price 2006	Median Price 2007	Median Price 1/1-9/15/08	Median 2009	Median Price Avg. \$/Sq.Ft. 2010
Marina	\$381,000	\$777,000	\$1,150,000	\$1,237,000	\$1,175,000	\$1,030,000	<b>\$1,111,000</b> \$684/sq.ft.
Russian Hill	\$405,000	\$800,000	\$978,000	\$910,000	\$936,000	\$1,164,000	<b>\$968,000</b> \$767/sq.ft.
Pacific/Presidio Heights Cow Hollow	\$353,000	\$713,000	\$965,000	\$1,100,000	\$1,060,000	\$885,500	<b>\$875,000</b> \$714/sq.ft.
South Beach	\$325,000	\$701,000	\$943,000	\$1,012,000	\$987,000	\$795,500	<b>\$850,000</b> \$690/sq.ft.
Nob Hill	\$379,000	\$700,000	\$835,000	\$830,000	\$928,000	\$946,500	<b>\$884,000</b> \$764/sq.ft.
Noe & Eureka Valleys	\$269,000	\$623,000	\$800,000	\$900,000	\$870,000	\$762,500	<b>\$755,000</b> \$641/sq.ft.
Hayes Valley & NOPA	\$209,000	\$500,000	\$750,000	\$782,000	\$832,000	\$701,000	<b>\$725,000</b> \$617/sq.ft.
Inner & Central Richmond	\$250,000	\$545,000	\$730,000	\$773,000	\$853,000	\$660,000	<b>\$669,000</b> \$570/sq.ft.
Potrero Hill	\$223,000	\$525,000	\$685,000	\$740,000	\$814,000	\$637,250	<b>\$605,000</b> \$538/sq.ft.
SOMA	\$245,000	\$649,000	\$789,000	\$750,000	\$769,000	\$631,000	<b>\$646,000</b> \$536/sq.ft.
Inner Mission	\$227,000	\$500,000	\$675,000	\$690,000	\$699,000	\$606,500	<b>\$642,000</b> \$571/sq.ft.

\* Sales of condos up to a sales price of \$2,000,000 as reported to San Francisco MLS through 12/24/10. New-development condo sales unreported to MLS are not included in this analysis. In some neighborhoods, new-development sales often make up a significant portion of the market.

Some Realtor neighborhood boundaries changed in 2010, such as between SOMA and South Beach, which affected 2010 median price calculations.

Average 2-bedroom condo sizes vary widely by neighborhood. For example, in 2009, Marina 2-bedroom condos averaged 1462 square feet; in Russian Hill, 1441 square feet; in Pacific Heights, 1247 square feet; in Noe & Eureka Valleys, 1225 square feet; and in South Beach & SOMA, 1228 square feet.

## Median Sales Price Appreciation & Depreciation in Selected San Francisco Neighborhoods

### 3-Bedroom Houses 1995 – 2010

Neighborhood	Median Price 1995	Median Price 2000	Median Price 2006	Median Price 2007	Median Price 1/1-9/15/08	Median Price 2009	Median Price Avg. \$/Sq.Ft. 2010
Pacific/Presidio Heights Cow Hollow	\$725,000	\$2,095,000	\$2,250,000	\$2,550,000	\$2,800,000	\$2,300,000	<b>\$2,200,000</b> \$814/sq.ft.
St. Francis Wood*	\$523,000	\$1,335,000	\$1,710,000	\$2,000,000	\$1,598,000	\$1,627,500	<b>\$1,868,000</b> \$645/sq.ft.
Ashbury/Clarendon/ BV Heights/Cole Valley	\$530,000	\$1,563,000	\$1,650,000	\$1,483,000	\$1,588,000	\$1,675,000	<b>\$1,450,000</b> \$641/sq.ft.
Noe & Eureka Valleys	\$419,000	\$928,000	\$1,350,000	\$1,458,000	\$1,450,000	\$1,217,250	<b>\$1,325,000</b> \$672/sq.ft.
Forest Hill	\$500,000	\$863,000	\$1,273,000	\$1,385,000	\$1,250,000	\$1,125,000	<b>\$1,160,000</b> \$532/sq.ft.
Potrero Hill	\$300,000	\$795,000	\$1,041,000	\$1,200,000	\$1,000,000	\$1,100,000	<b>\$1,113,000</b> \$648/sq.ft.
Glen Park	\$329,000	\$655,000	\$875,000	\$1,120,000	\$985,000	\$865,000	<b>\$1,020,000</b> \$608/sq.ft.
Inner/Central Richmond	\$361,000	\$699,000	\$1,073,000	\$1,150,000	\$1,260,000	\$1,055,000	<b>\$925,000</b> \$480/sq.ft.
Bernal Heights	\$213,000	\$577,000	\$868,000	\$1,012,000	\$856,000	\$812,000	<b>\$870,000</b> \$505/sq.ft.
Miraloma Park	\$309,000	\$625,000	\$880,000	\$875,000	\$849,000	\$810,000	<b>\$756,000</b> \$505/sq.ft.
Central/Outer Sunset	\$274,000	\$520,000	\$831,000	\$815,000	\$830,000	\$763,500	<b>\$720,000</b> \$477/sq.ft.
Excelsior & Portola	\$215,000	\$395,000	\$784,000	\$720,000	\$630,000	\$585,000	<b>\$585,000</b> \$398/sq.ft.
Bayview	\$140,000	\$316,000	\$635,000	\$575,000	\$458,000	\$370,000	<b>\$370,000</b> \$256/sq.ft.

\* For St. Francis Woods, both 3 and 4 bedroom houses are included in the analysis to try to achieve a statistically meaningful number of sales.

Some Realtor neighborhood boundaries changed in 2010, such as in the Haight Ashbury-Cole Valley-Ashbury Heights area, which affected 2010 median price calculations. Large, sudden changes in median price should be distrusted as indicators of changes in market values, especially when the number of sales is low. 2010 data based on sales reported to MLS through 12/24/10.

## Median Sales Price Appreciation & Depreciation in Selected San Francisco Neighborhoods

### 2-Bedroom Tenancies-in-Common (TICs)

Neighborhood	Median Price 1995	Median Price 2000	Median Price 2006	Median Price 2007	Median Price 1/1-9/15/08	Median Price 2009	Median Price 2010
Noe & Eureka Valleys, Haight, Ashbury, Clarendon	\$210,000 (10 sales)	\$465,000	\$642,000	\$625,000 (110 sales)	\$705,000	\$540,000 79 sales	\$582,000 29 sales
Hayes Valley, Alamo Square & NOPA	\$322,000 (only 2 sales)	\$393,000	\$549,000 (45 sales)	\$583,000	\$587,000	\$542,500 20 sales	\$552,000 13 sales

Large, sudden changes in median price should generally be distrusted as indicators of changes in market value, especially when the number of sales is low.

The Median Sales Price is that price at which half the properties sold for more and half for less. It is a statistical generality which ignores many important factors, and may fluctuate even in times of stable values. Median sales price can be affected by “unusual” events in any particular period or by changes in buying trends, as well as by changes in market values.

Median sales prices and changes in median price are not necessarily relevant to any *particular* home. For a specific property, only a specific comparative market analysis will truly be pertinent.

Different neighborhoods may vary widely in the average size of 3-BR houses and 2-BR condos on a square footage basis, as well as exhibiting radically different styles, qualities and eras of construction. Some neighborhoods have a much greater quantity of sales and/or may be impacted by large new-development sales. The data herein is from the San Francisco Multiple Listing Service and subject to errors, omissions or revisions and not warranted.