



What Costs How Much Where in San Francisco Low, High & Median Sales Prices & Average Dollar per Square Foot by Neighborhood & Property Type MLS Sales, February 1, 2011 – January 31, 2012

These statistics apply only to non-distress home sales with at least 1 car parking, as reported to MLS. Distress sales – bank-owned property sales and short sales – typically sell at a substantial discount due to condition-of-property issues and/or deal-aggravation issues, and if included in the analysis, would reduce the median sales price and average dollar per square figures in certain neighborhoods. (Distress sales, though occurring everywhere in the city, are generally *clustered* in less affluent neighborhoods and in the lower price ranges.)

The *average size* of homes vary widely by neighborhood: for example, the average size of a 4-bedroom house in Pacific Heights is much larger than one in Noe Valley. Besides affluence, the era and style of construction often play a large role in these disparities. Some neighborhoods are well known for having “bonus” bedrooms and baths built without permit (often behind the garage). These additions can add value, but being unpermitted are not reflected in \$/sq.ft. figures.

If a price is followed by a “k” it references thousands of dollars; if followed by an “m”, it signifies millions of dollars. Sales unreported to MLS are not included in this analysis, and where abnormal “outliers” were identified that significantly distorted the statistics, these were deleted as well. Please see the definitions and caveats at the end of this report.

5+ Bedroom Houses – approx. 124 non-distress sales city-wide in 12 months to 2/1/12. (There were also 19 *distress* sales, which are not reflected in the statistics below – such sales typically sell at a significant discount due to property-condition and deal-aggravation issues.)

Neighborhood	Number of Sales	Low Price Sale	High Price Sale	Median Price	Avg Sq. Ft.	Avg Dollar per Sq.Ft.
Pacific Heights/Marina SF Realtor District 7	32	\$2.05m	\$29.5m	\$4.6m	5117	\$923/sq.ft.
Noe/ Castro/ Haight SF Realtor District 5	18	\$1.14m	\$5.2m	\$2.065m	3451	\$638
Sunset/Parkside SF Realtor District 2	13	\$589k	\$1.5m	\$790k	2287	\$390
Bayview/Excelsior SF Realtor District 10	13	\$370k	\$665k	\$565K	2188	\$268

4 Bedroom Houses – approx. 328 non-distress sales city-wide in 12 months to 2/1/12.

(There were also 56 *distress* sales, which are not reflected in the statistics below – such sales typically sell at a significant discount due to property-condition and deal-aggravation issues.)

Neighborhood	Number of Sales	Low Price	High Price	Median Price	Avg Sq. Ft.	Avg \$/Sq.Ft.
Pacific Heights/Marina SF Realtor District 7	24	\$1.685m	\$6.675m	\$3.063m	3632	\$855/sq.ft.
Russian/Nob/Tel Hills	7	\$1.31m	\$7.15m	\$2.9m	N/A	N/A
Sea Cliff, Lake Street Jordan Park, Laurel Hts	16	\$1.358m	\$4.15m	\$2.543m	3372	\$724
Cole Valley Ashbury/ BV Hghts	12	\$1.395m	\$2.795m	\$2.193m	3123	\$716
St. Francis Wood	7	\$1.355m	\$3.265m	\$1.95m	3361	\$616
Noe & Eureka Valleys	42	\$749k	\$4.05m	\$1.825m	2959	\$642
Forest Hill, W. Portal	10	\$845k	\$1.74m	\$1.355m	N/A	N/A
Central/Inner Richmond	14	\$760k	\$1.784m	\$1.198m	2294	\$513
Central/Outer Sunset & Parkside	28	\$550k	\$1.183m	\$738k	1983	\$389
Bayview/Excelsior SF Realtor District 10	31	\$200k	\$800k	\$570k	1824	\$316

All data from sources deemed reliable but subject to errors and omission, and not warranted. © Paragon Real Estate Group



3 Bedroom Houses – approx. 777 non-distress sales city-wide in 12 months to 2/1/12.

(There were also 147 *distress* sales, which are not reflected in the statistics below – such sales typically sell at a significant discount due to property-condition and deal-aggravation issues.)

Neighborhood	Number of Sales	Low Price Sale	High Price Sale	Median Price	Avg Sq.Ft.	Avg Dollar per Sq.Ft.
Pacific Heights/Marina SF Realtor District 7	30	\$965k	\$3.5m	\$2.023m	2614	\$740/sq.ft.
Sea Cliff, Lake Street, Jordan Park, Laurel Hts	17	\$940k	\$2.45m	\$1.575m	2461	\$660
Cole Valley Ashbury/ BV Hghts	24	\$1.025m	\$2.3m	\$1.523m	2298	\$727
Noe & Eureka Valleys	66	\$849k	\$2.6m	\$1.35m	1813	\$766
Forest Hill, W. Portal	15	\$845k	\$1.475m	\$1.2m	2223	\$542
Glen Park	18	\$700k	\$1.95m	\$1.02m	1811	\$628
Inner/Central Richmond	38	\$585k	\$1.33m	\$982k	2011	\$502
Balboa & Ingleside Terraces	13	\$730k	\$1.5m	\$950k	2179	\$466
Bernal Heights	44	\$275k	\$1.295m	\$809k	1589	\$523
Outer Richmond	15	\$575k	\$1.14m	\$750k	1766	\$451
Midtown Terrace	16	\$630k	\$1.06m	\$727k	1303	\$571
Miraloma Park	38	\$507k	\$1.075m	\$727k	1505	\$494
Outer/Central Sunset & Parkside	96	\$465k	\$1.005m	\$678k	1541	\$462
Excelsior & Mission Terrace	29	\$299k	\$725k	\$540k	1449	\$402

All data from sources deemed reliable but subject to errors and omission, and not warranted. © Paragon Real Estate Group



2 Bedroom Houses – approx. 554 non-distress sales city-wide in 12 months to 2/1/12.
 (There were also 178 *distress* sales, which are not reflected in the statistics below – such sales typically sell at a significant discount due to property-condition and deal-aggravation issues.)

Neighborhood	Number of Sales	Low Price Sale	High Price Sale	Median Price	Avg Sq.Ft.	Avg Dollar per Sq.Ft.
Noe/ Castro/ Haight SF Realtor District 5	52	\$555k	\$1.825m	\$853k	1347	\$681/sq.ft.
Glen Park	10	\$575k	\$950k	\$705k	1138	\$664
Bernal Heights	51	\$300k	\$930k	\$680k	1191	\$593
Miraloma Park	12	\$505k	\$790k	\$633k	1097	\$626
Outer Richmond	24	\$515k	\$750k	\$633k	1294	\$498
Central/Outer Sunset & Parkside	111	\$430k	\$820k	\$610k	1273	\$497
Sunnyside	12	\$429k	\$713k	\$594k	1167	\$508
Ingleside, Oceanview	21	\$305k	\$627k	\$400k	1040	\$405
Bayview, Bayview Hts	14	\$230k	\$435k	\$325k	1166	\$292

All data from sources deemed reliable but subject to errors and omission, and not warranted. © Paragon Real Estate Group



3 Bedroom Condos – approx. 331 non-distress sales city-wide in 12 months to 2/1/12.

(There were also 38 *distress* sales, which are not reflected in the statistics below – such sales typically sell at a significant discount due to property-condition and deal-aggravation issues.)

Neighborhood	Number of Sales	Low Price Sale	High Price Sale	Median Price	Avg Sq.Ft.	Avg Dollar per Sq.Ft.
South Beach & Yerba Buena	12	\$952k	\$3.25m	\$2.013m	2037	\$955/sq.ft.
Russian Hill	17	\$835k	\$4.995m	\$1.533m	1993	\$874
Pacific/Presidio Hghts & Cow Hollow	39	\$749k	\$4m	\$1.465m	2017	\$746
Marina	12	\$1.1m	\$1.76m	\$1.253m	1878	\$689
Noe & Eureka Valleys	40	\$660k	\$1.75m	\$1.037m	1834	\$637
Cole Valley, Ashbury/BV Heights	13	\$495k	\$2.1m	\$990k	1661	\$623
NoPa & Hayes Valley	20	\$620k	\$1.158m	\$903k	1673	\$549
Inner Mission	24	\$644k	\$1.45m	\$833k	1694	\$537
Potrero Hill	11	\$440k	\$1.267m	\$775k	1513	\$524

All data from sources deemed reliable but subject to errors and omission, and not warranted. © Paragon Real Estate Group



2 Bedroom Condos – approx. 767 non-distress sales city-wide in 12 months to 2/1/12.

(There were also 120 *distress* sales, which are not reflected in the statistics below – such sales typically sell at a significant discount due to property-condition and deal-aggravation issues.)

Neighborhood	Number of Sales	Low Price Sale	High Price Sale	Median Price	Avg Sq.Ft.	Avg Dollar per Sq.Ft.
Marina	10	\$700k	\$1.275m	\$983k	1348	\$711/sq.ft.
Pacific/Presidio Heights & Cow Hollow	52	\$628k	\$2.775m	\$927k	1428	\$691
Cole Valley, Ashbury/BV Heights	17	\$483k	\$1.265m	\$925k	1476	\$635
Russian Hill	25	\$575k	\$2.67m	\$903k	N/A	N/A
South Beach & Yerba Buena	139	\$345k	\$4.999m	\$900k	1351	\$781
Nob Hill	30	\$475k	\$1.95m	\$852k	1382	\$699
Noe & Eureka Valleys	74	\$540k	\$1.275m	\$805k	1291	\$654
Hayes Valley & North of Panhandle	44	\$533k	\$925k	\$713k	1153	\$622
South of Market (SoMa)	28	\$483k	\$4.35m	\$712k	1360	\$561
Mission Dolores	21	\$500k	\$975k	\$705k	1165	\$631
Inner Mission	29	\$460k	\$950k	\$695k	1229	\$565
Van Ness/Civic Center	25	\$410k	\$1.046m	\$660k	1188	\$575
Potrero Hill	15	\$529k	\$869k	\$650k	1113	\$611
Inner/ Central Richmond	17	\$450k	\$796k	\$582k	1180	\$545

All data from sources deemed reliable but subject to errors and omission, and not warranted. © Paragon Real Estate Group



1 Bedroom Condos – approx. 405 non-distress sales city-wide in 12 months to 2/1/12.

(There were also 161 *distress* sales, which are not reflected in the statistics below – such sales typically sell at a significant discount due to property-condition and deal-aggravation issues.)

Neighborhood	Number of Sales	Low Sale	High Price Sale	Median Price	Avg Sq.Ft.	Avg Dollar per Sq.Ft.
Russian Hill	19	\$510k	\$1.208m	\$718k	945	\$841/sq.ft.
Pacific Heights/Marina SF Realtor District 7	36	\$390k	\$1.05m	\$585k	842	\$757
South Beach & Yerba Buena	97	\$373k	\$1.375m	\$578k	855	\$734
Nob Hill	11	\$415k	\$930k	\$560k	936	\$674
Inner Mission	13	\$386k	\$763k	\$525k	979	\$562
SoMa	51	\$373k	\$912k	\$519k	1027	\$557
Noe/Castro/Haight SF Realtor District 5	32	\$293k	\$653k	\$508k	825	\$626
Van Ness/ Civic Center	32	\$306k	\$800k	\$455k	840	\$580
Diamond Heights	7	\$254k	\$385k	\$350k	732	\$466

All data from sources deemed reliable but subject to errors and omission, and not warranted. © Paragon Real Estate Group



2 Bedroom TICs – approximately 126 sales city-wide in 12 months to 2/1/12.

Neighborhood	Number of Sales	Low Price Sale	High Price Sale	Median Price	Avg Dollar per Sq.Ft.*
Nob & Russian Hills	15	\$369k	\$3.1m	\$885k	N/A
Pacific Heights/ Marina SF Realtor District 7	23	\$490k	\$1.25m	\$679k	N/A
Noe/Castro/Haight SF Realtor District 5	34	\$370k	\$863k	\$586k	N/A

All data from sources deemed reliable but subject to errors and omission, and not warranted. © Paragon Real Estate Group

TIC listings often do not publish square footage figures, so no \$/sq.ft. analysis is possible. A TIC will typically sell at a significant discount to what the same unit would sell for as a condo.

The Median Sales Price is that price at which half the properties sold for more and half for less. It may be affected by “unusual” events or by changes in buying trends, as well as by changes in value. Within a single neighborhood, it is possible for the **Low and High Prices** to be *millions* of dollars apart – the difference between a small, dark 2-bedroom condo above a Laundromat, and a full-floor, lavishly appointed, 2-bedroom penthouse in a prestige high-rise with spectacular views and large deck.

Dollar per Square Foot is based upon the home’s interior living space and does not include garages, storage, unfinished attics and basements; rooms and apartments built without permit; decks, patios or yards. These figures are typically derived from appraisals or tax records, but can be unreliable, measured in different ways, or, for 10%-40% of listings, *unreported* altogether: thus consider square footage and \$/sq.ft. figures to be very general approximations. All things being equal, a house will have a higher dollar per square foot than a condo (because of land value), a condo’s will be higher than a TIC (quality of title), and a TIC’s higher than a multi-unit building’s (quality of use). All things being equal, a smaller home will have a higher \$/sq.ft. than a larger one. (All things are rarely equal.)

Many aspects of value cannot be adequately reflected in general statistics: curb appeal, age, condition, views, amenities, outdoor space, “bonus” rooms, parking, quality of location *within* the neighborhood, and so forth. Thus, how these statistics apply to any particular home is unknown.

In real estate, the devil’s always in the details: Statistics are generalities subject to fluctuations due to a variety of reasons (besides just changes in market values). Average figures in particular may be distorted by one or two sales substantially higher or lower than the norm, especially where the sample size is small. Generally speaking, the fewer the number of sales, the less meaningful the statistic. New-development condo sales not reported to MLS – of which there are quite a few in San Francisco – are not included in this analysis. All information contained herein is derived from sources deemed reliable, but may contain errors and omissions, and is subject to revision.

