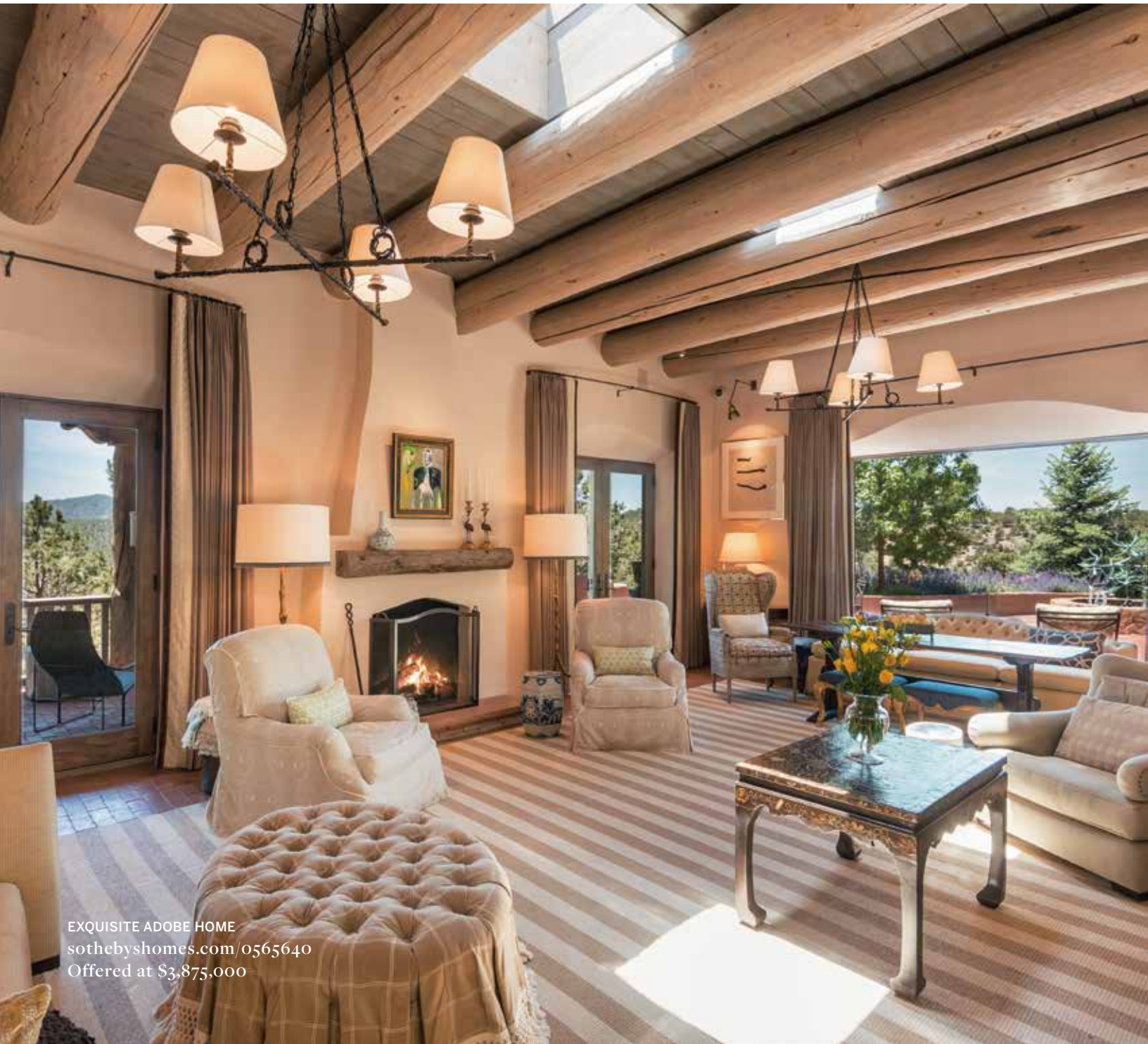


Q3 | 2017  
Santa Fe

# Market Update

**Sotheby's**  
INTERNATIONAL REALTY



EXQUISITE ADOBE HOME  
[sothebyshomes.com/0565640](http://sothebyshomes.com/0565640)  
Offered at \$3,875,000



{Q3 | JAN - SEPT 2017}

# at a glance

SANTA FE

8%

Change in Average Selling Price  
{2017 v 2016}

9%

Change in Units Sold  
{2017 v 2016}

2152

Units Sold

\$431k

Average Selling Price



A MESSAGE FROM

## Caroline Russell

*Associate Broker*

*caroline.russell@*

*sothebyshomes.com*

*505.699.0909*

The stats reflecting activity during the third quarter of 2017 are in and what is revealed is positive news on almost every front. According to figures obtained from the Santa Fe MLS, when comparing the third quarter of 2017 to the third quarter of 2016, the average selling price of residential properties rose by nearly 8%, the median selling price increased by 5% and number of units sold increased by nearly 10%. Robust rates of activity occurred in the \$500,000 to \$750,000 price bands, the \$750,000 to \$1M price bands, the \$1M to \$2M price bands as well as the \$2M+ price bands. In fact, the \$2M+ price band has had 20 sales recorded in 2017 to date, that number more than doubling over one year ago (20 vs. eight). In addition, in the third quarter of 2017, overall days on market declined to 118 days, down from 143 days in the third quarter of 2016, a 17% decline.

As always, our goal in sharing this data with you is to create a better understanding of the trends affecting our unique housing market. We hope you find it to be a valuable resource, and we look forward to working with you to meet your real estate needs now and in the future. If you have any questions about the Santa Fe market, please do not hesitate to reach out to me.

[SOTHEBYSHOMES.COM/SANTAFE](http://SOTHEBYSHOMES.COM/SANTAFE)

Statistics and numbers are obtained from the Santa Fe Association of Realtors Multiple Listing Service and are deemed reliable but are not guaranteed and are subject to change. Data may not reflect all real estate activity in the market area. Sotheby's International Realty and the Sotheby's International Realty logo are registered (or unregistered) service marks used with permission. Operated by Sotheby's International Realty, Inc. Real estate agents affiliated with Sotheby's International Realty, Inc. are independent contractor sales associates and are not employees of Sotheby's International Realty, Inc. Equal housing opportunity.



# Featured Properties

*We invite you to explore our exclusive offerings at*  
[SOTHEBYSHOMES.COM/SANTAFE](https://sothebyshomes.com/santafe)

EASTSIDE OASIS

911 Camino Santander | Offered at \$1,650,000  
[sothebyshomes.com/0565623](https://sothebyshomes.com/0565623)





48 TIERRA SABROSA  
Offered at \$1,875,000  
[sothebyshomes.com/0565769](https://sothebyshomes.com/0565769)

824 CALLE DAVID  
Offered at \$1,395,000  
[sothebyshomes.com/0565606](https://sothebyshomes.com/0565606)

3101 OLD PECOS TRAIL, UNIT 960  
Under Contract  
Last offered at \$1,145,000

3133 VISTA SANDIA  
Under Contract  
Last offered at \$910,000

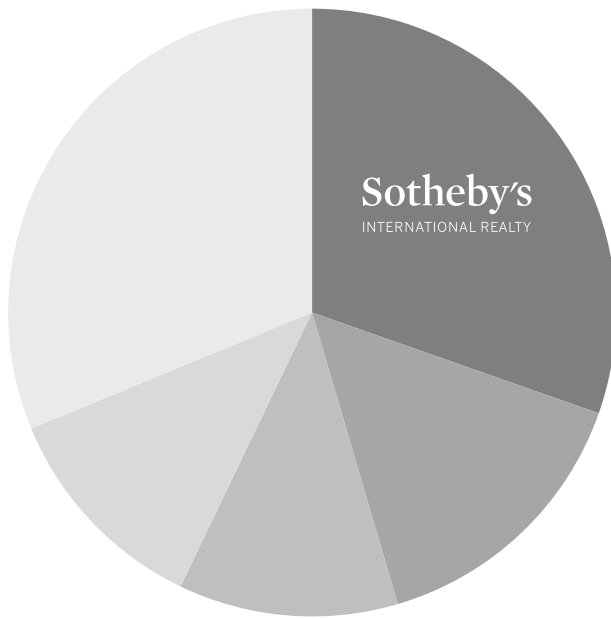
\*IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

[SOTHEBYSHOMES.COM/SANTAFE](https://sothebyshomes.com/santafe)

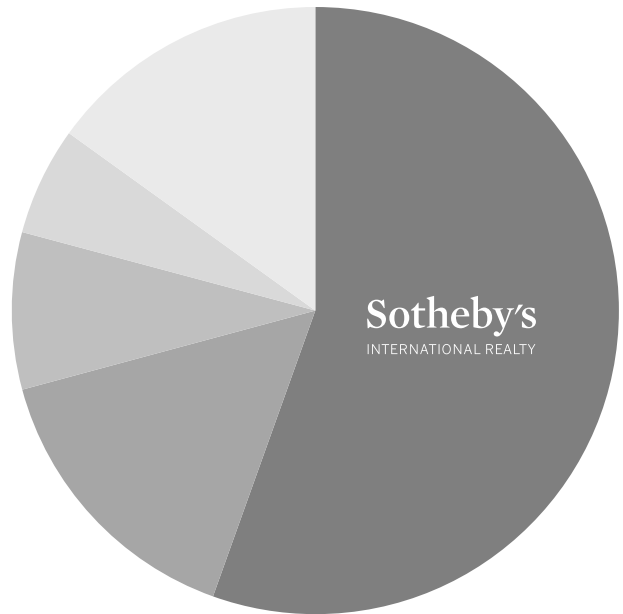
{SEPT 2017 | LAST 12 MONTHS}

# Market Share

Sotheby's International Realty vs. Local Competitors



Market Share  
All Price Ranges



Market Share  
Over \$1 Million

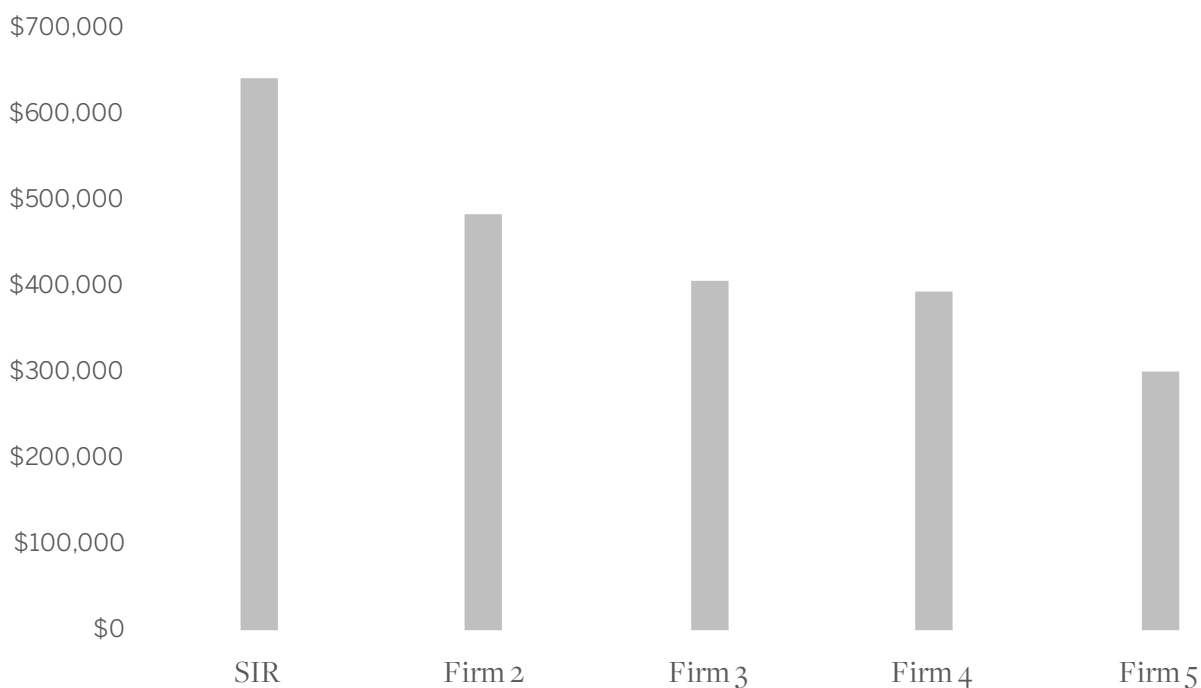
- 28% Sotheby's International Realty | Santa Fe
- 14% Firm 2
- 11% Firm 3
- 11% Firm 4
- 36% Combination of Additional Companies

- 54% Sotheby's International Realty | Santa Fe
- 15% Firm 2
- 8% Firm 3
- 6% Firm 4
- 17% Combination of Additional Companies

{SEPT 2017 | LAST 12 MONTHS}

# Average Selling Prices by Top 5 Firms

Sotheby's International Realty vs. Local Competitors



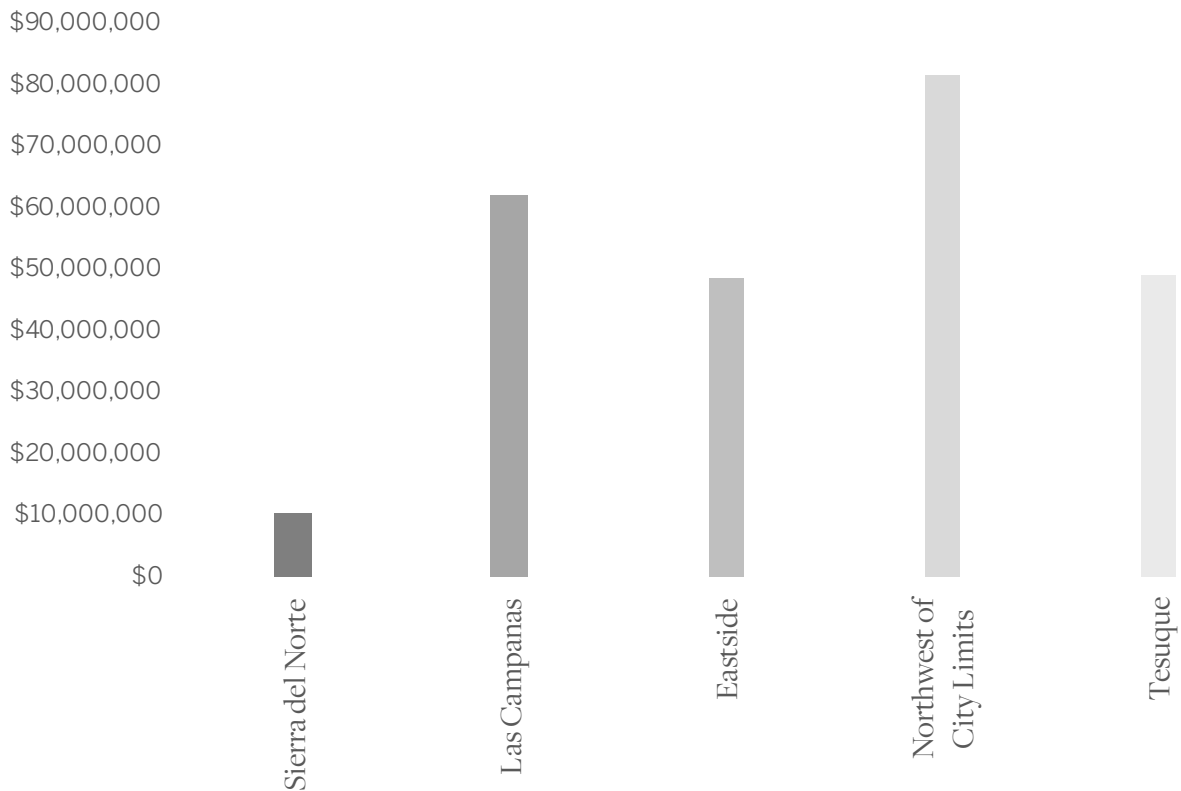
## Average Selling Prices by Brokerage

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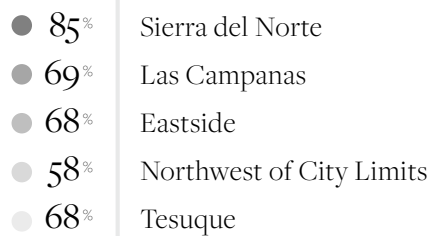
\$642,279	\$483,501	\$406,215	\$393,613	\$300,293
Sotheby's International Realty - Santa Fe	Firm 2	Firm 3	Firm 4	Firm 5

# Active Listings by Select Area

Listed by Sotheby's International Realty



## SIR Market Share Percentage By Active Listings Dollar Volume *as of September 30, 2017*

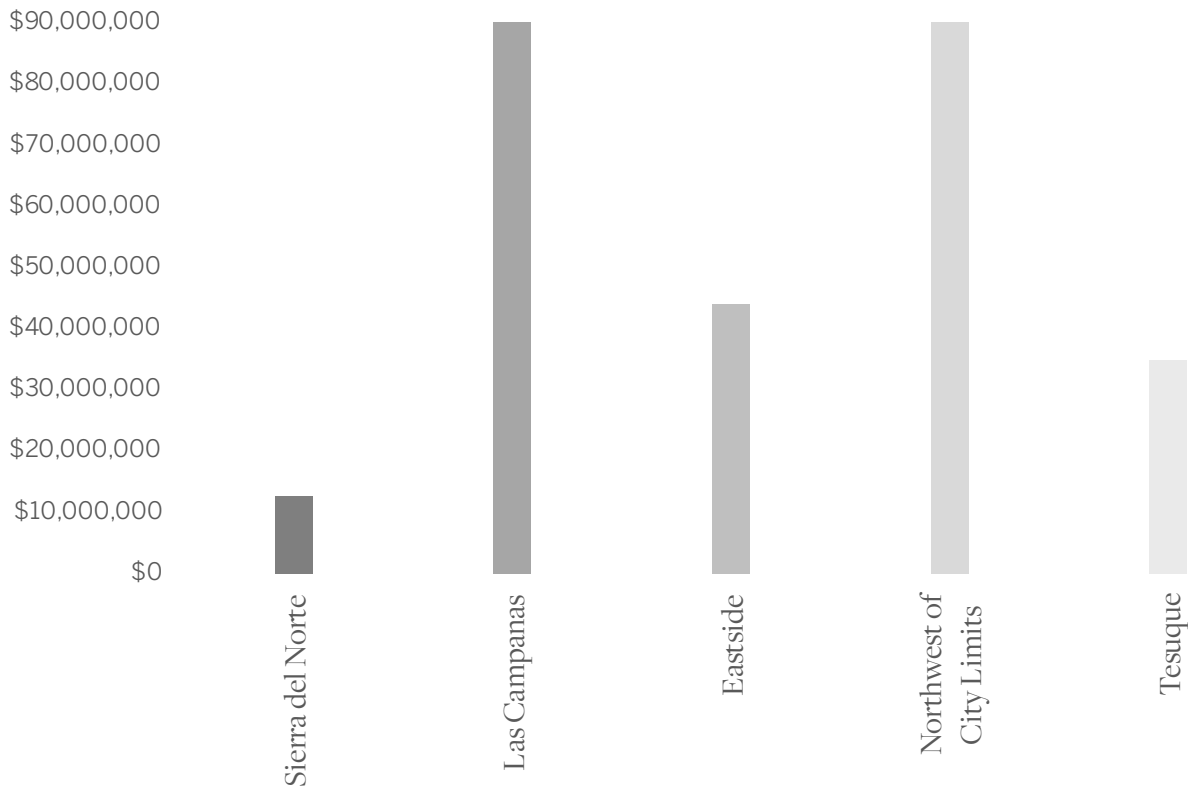




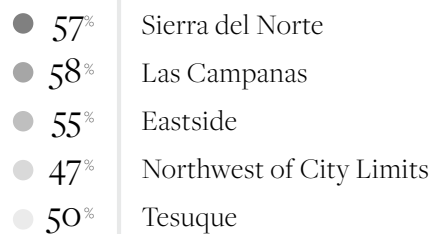
{SEPT 2017 | LAST 12 MONTHS}

# Sold Dollar Volume by Select Area

Sold by Sotheby's International Realty



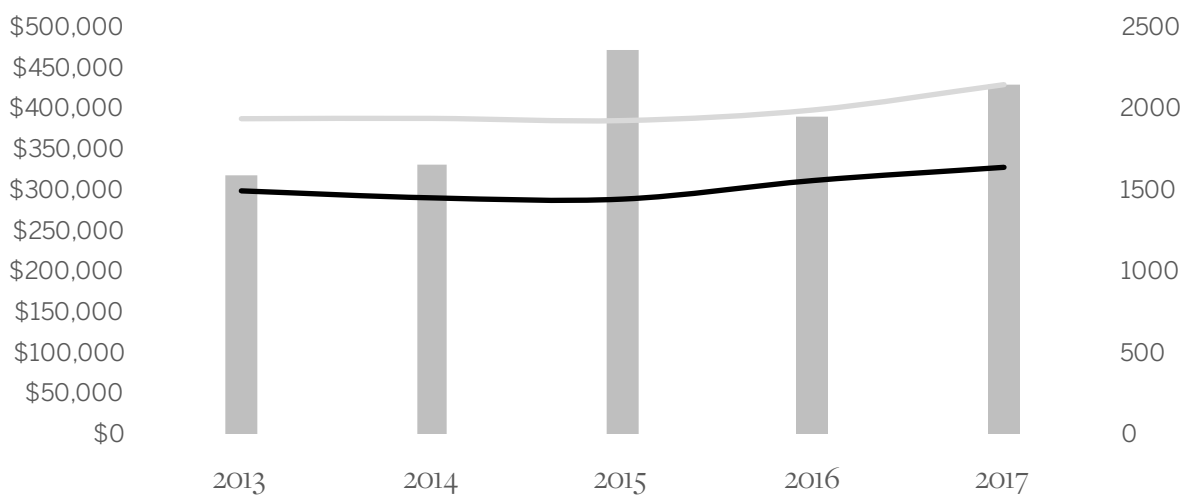
## SIR Market Share Percentage By Sold Dollar Volume *October 1, 2016 - Sept 30, 2017*



# Sales & Price Comparison

Q3 | All Santa Fe | Five Years

Average Selling Price | Median Selling Price | Total Units Sold



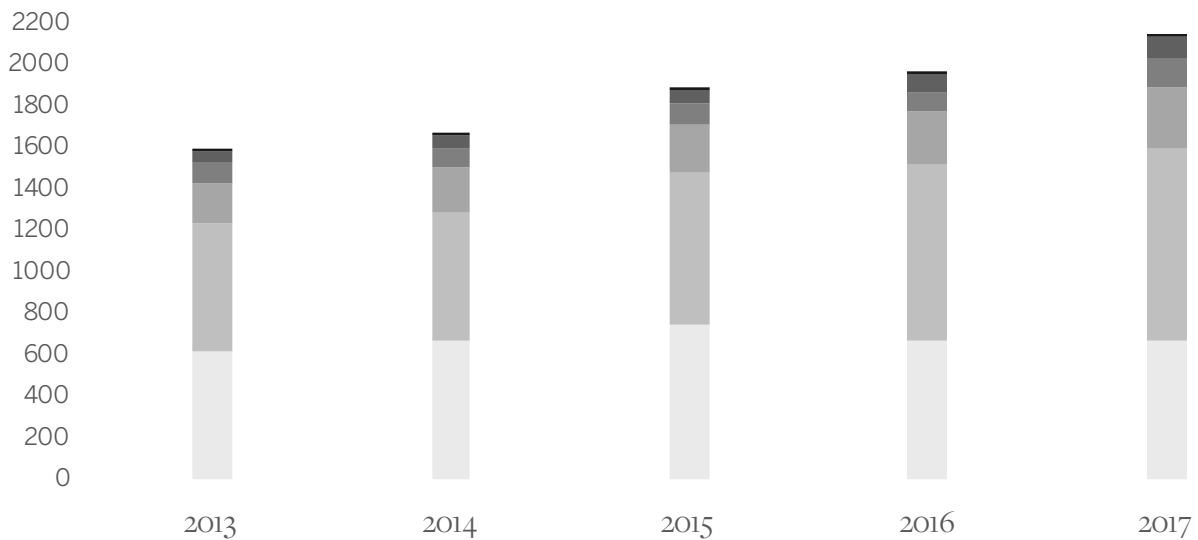
● Average Selling Price      ● Median Selling Price      ● Total Units Sold

Q3	Average Selling Price	Median Selling Price	Total Units Sold
<sup>{2017 v 2016}</sup> Change	8%	5%	10%
2017	\$430,788	\$328,658	2151
2016	\$399,843	\$312,588	1959
2015	\$386,886	\$290,000	2363
2014	\$389,548	\$291,500	1665
2013	\$389,150	\$300,000	1593



# Units Sold Comparison

Q3 | All Santa Fe | Five Years



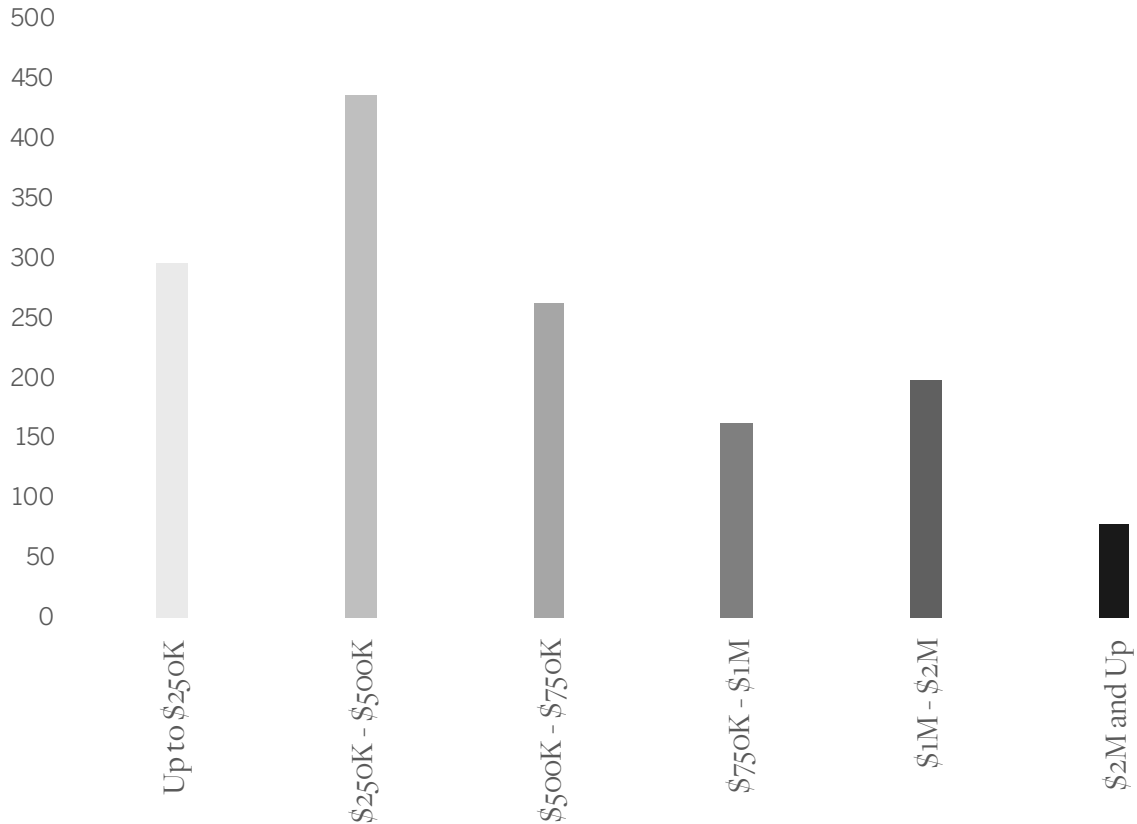
## Total Units Sold By Price Point

- Up to \$249,999
- \$250,000-\$499,999
- \$500,000-\$749,000
- \$750,000-\$999,999
- \$1M-\$2M
- Above \$2M

Q3	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
<small>{2017 v 2016}</small> Change	1%	8%	18%	49%	17%	150%	10%
2017	673	916	303	137	102	20	2151
2016	665	850	257	92	87	8	1959
2015	743	736	233	95	72	11	1890
2014	675	614	208	94	62	12	1665
2013	613	627	188	95	59	11	1593

# Listing Inventory

All Santa Fe



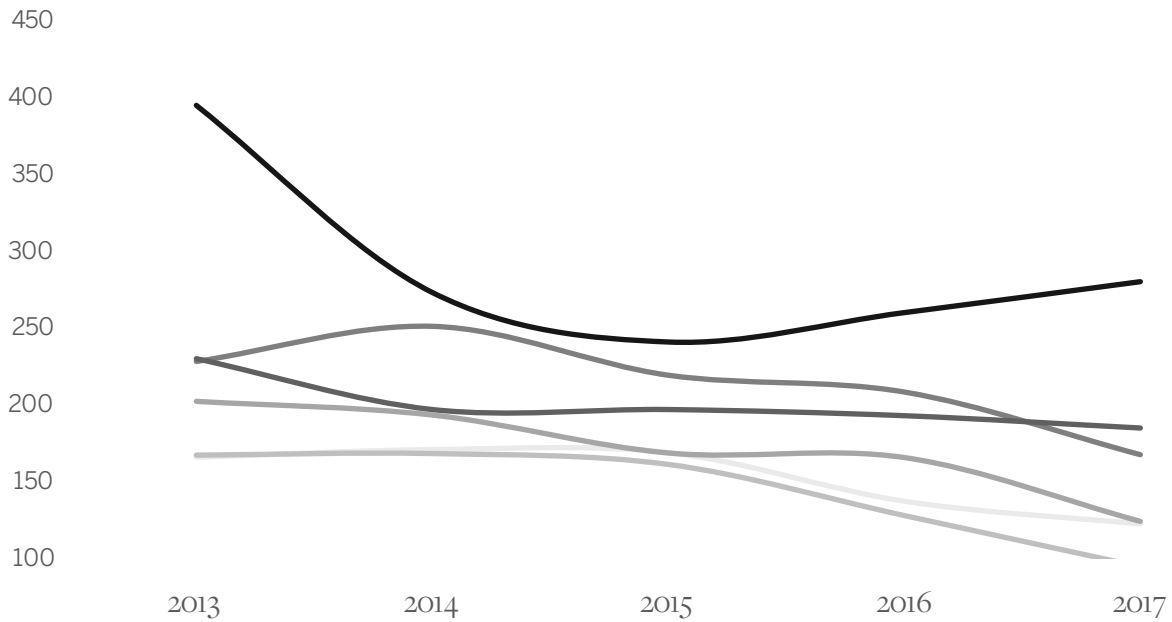
Active Listings for all of Santa Fe County  
*as of September 30, 2017*

- 297 Up to \$250K
- 437 \$250K-\$500K
- 262 \$500K-\$750K
- 162 \$750K-\$1M
- 198 \$1M-\$2M
- 79 Above \$2M



# Days On Market

Q3 | All Santa Fe | Five Years



## Average Days on Market

- Up to \$249,999
- \$250,000-\$499,999
- \$500,000-\$749,000
- \$750,000-\$999,999
- \$1M-\$2M
- Above \$2M

Q3	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
<small>{2017 v 2016}</small> Change	-11%	-26%	-25%	-20%	-4%	8%	-17%
2017	122	95	124	168	185	281	118
2016	137	128	166	209	193	261	143
2015	169	161	169	220	197	242	170
2014	171	168	194	252	197	274	179
2013	166	167	203	229	230	395	178