

Q2 | 2020

Santa Fe

Market Update

Sotheby's

INTERNATIONAL REALTY



CLASSIC 1930's EASTSIDE ESTATE
402 CAMINO MILITAR
OFFERED AT \$4,500,000
MLS 20200441

{Q2 | APR - JUN 2020}

at a glance

SANTA FE

4%

Change in Median Selling Price
{2020 vs 2019}

-14%

Change in Units Sold
{2020 vs 2019}

1261

Units Sold

\$471k

Average Selling Price

231 WASHINGTON AVENUE BROKERAGE
505.988.8088

326 GRANT AVENUE BROKERAGE
505.988.2533

318 GRANT AVENUE BROKERAGE
505.982.6207



A MESSAGE FROM

Caroline Russell

associate broker

caroline.russell@sothebyshomes.com

505.699.0909

As we continue to navigate these unprecedented times, the health and safety of our community is our top priority. We quickly adapted to conduct business and support our clients looking to buy, sell or rent homes by conducting virtual showings, virtual open houses and rolling out our new, visually rich website, sothebysrealty.com.

I invite you to review a summary of sales activity in the Santa Fe area during the second quarter of 2020, based on closed production from April – June 2020. The Santa Fe Association of Realtors reports the following market data for this quarter, which is compared here for the same period of 2019.

Closed sales from the second quarter do not tell a complete story regarding the housing recovery in Santa Fe. Heading into the third quarter, I wanted to bring your attention to additional positive indicators:

- Average selling price increased 5% from \$459k in Q2 2019 to \$483k in Q2 2020.
- Sales in the \$750k to \$1M price range increased 4% from 82 properties in Q2 2019 to 85 properties in Q2 2020.
- Average days on the market decreased 3% from 73 days in Q2 2019 to 71 days in Q2 2020.
- Median selling price increased 4% from \$360k in Q2 2019 to \$375k in Q2 2020.
- Sales in the \$1M to \$2M price range increased 1% from 69 properties in Q2 2019 to 70 properties in Q2 2020.

As always, my goal in sharing market data with you is to create a better understanding of the trends affecting our unique housing market. I hope you find it to be a valuable resource and 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 at 505.699.0909.

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 offerings at
[SOTBEBYSHOMES.COM/SANTA FE](https://www.sotbebyshomes.com/santa-fe)



ELEGANT, GATED EASTSIDE TERRITORIAL
1402 C CERRO GORDO
OFFERED AT \$1,995,000
MLS 202000982

My Featured Recent Transactions



88 TANO ROAD (ASSISTED SELLERS)
Last asking \$1,600,000
SOLD

3101 OLD PECOS TRAIL, UNIT 811 (ASSISTED BUYER)
Last asking \$1,215,000
SOLD

26 CALLE VENTOSO WEST (ASSISTED BUYERS)
Last asking \$1,175,000
SOLD

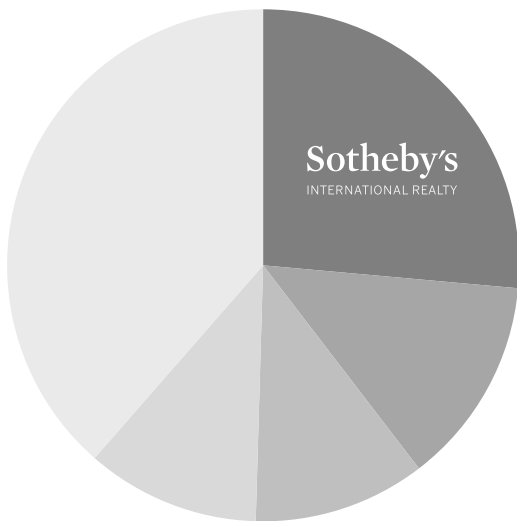
* IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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

{JUN 2020 | LAST 12 MONTHS}

Market Share

Sotheby's International Realty vs. Local Competitors



Market Share
All Price Ranges



Market Share
Over \$1 Million

- 26% Sotheby's International Realty | Santa Fe
- 13% Firm 2
- 11% Firm 3
- 11% Firm 4
- 39% Combination of Additional Companies

- 56% Sotheby's International Realty | Santa Fe
- 13% Firm 2
- 7% Firm 3
- 9% Firm 4
- 15% Combination of Additional Companies

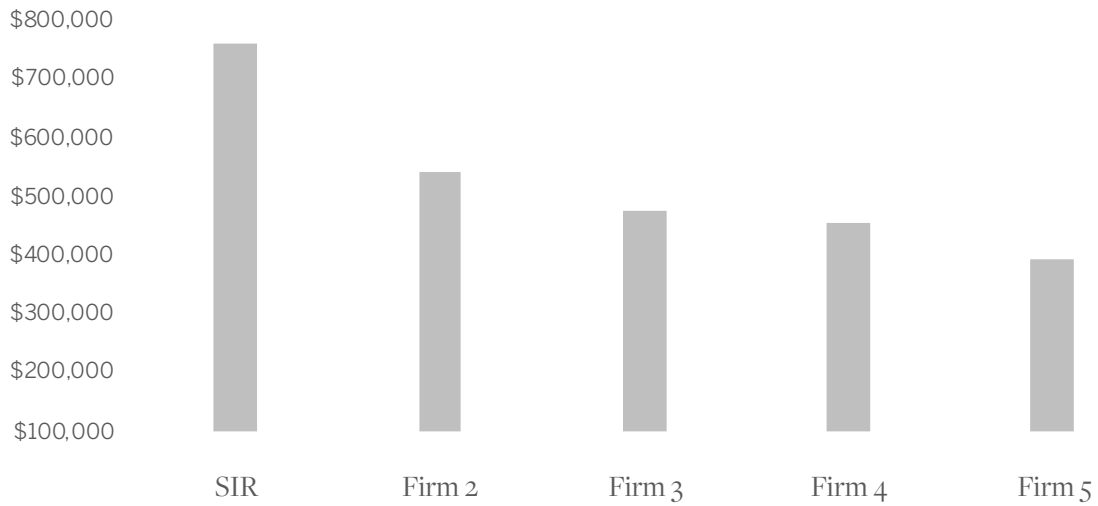
S

By dollar volume in 2019 - 2020. Obtained from the Santa Fe Association of Realtors Multiple Listing Service.

{JUN 2020 | LAST 12 MONTHS}

Average Selling Prices by Top 5 Firms

Sotheby's International Realty vs. Local Competitors

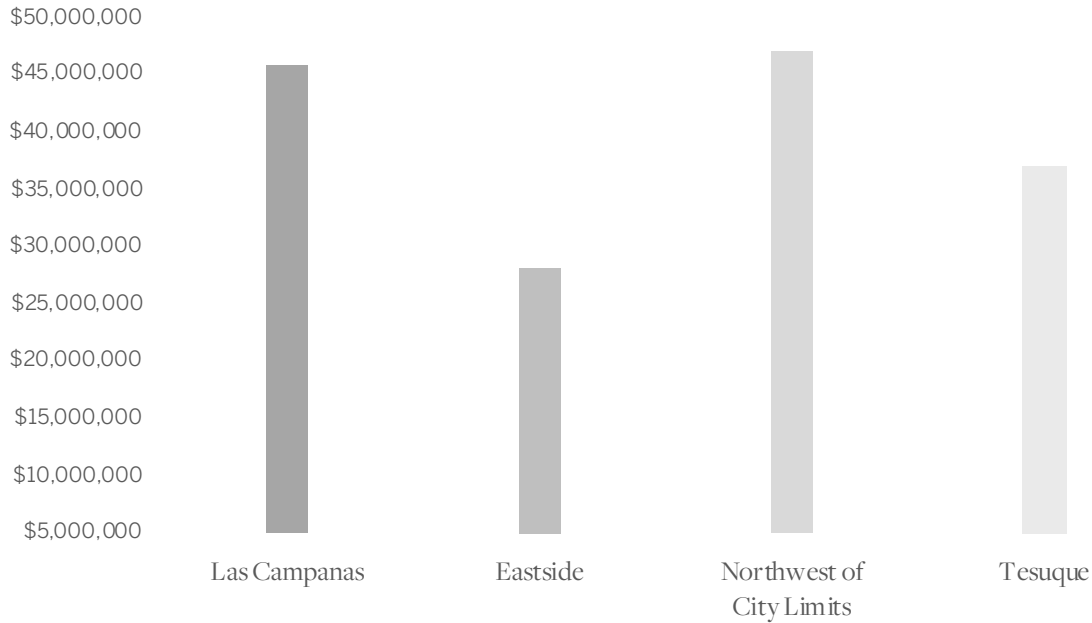


Average Selling Prices by Brokerage

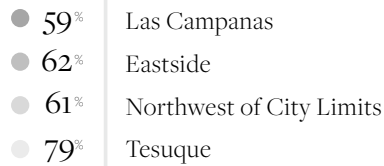
\$763,168	\$545,230	\$477,089	\$457,722	\$393,629
—	—	—	—	—
Sotheby's International Realty - Santa Fe	Firm 2	Firm 3	Firm 4	Firm 5

Active Listings by Select Area

Listed by Sotheby's International Realty



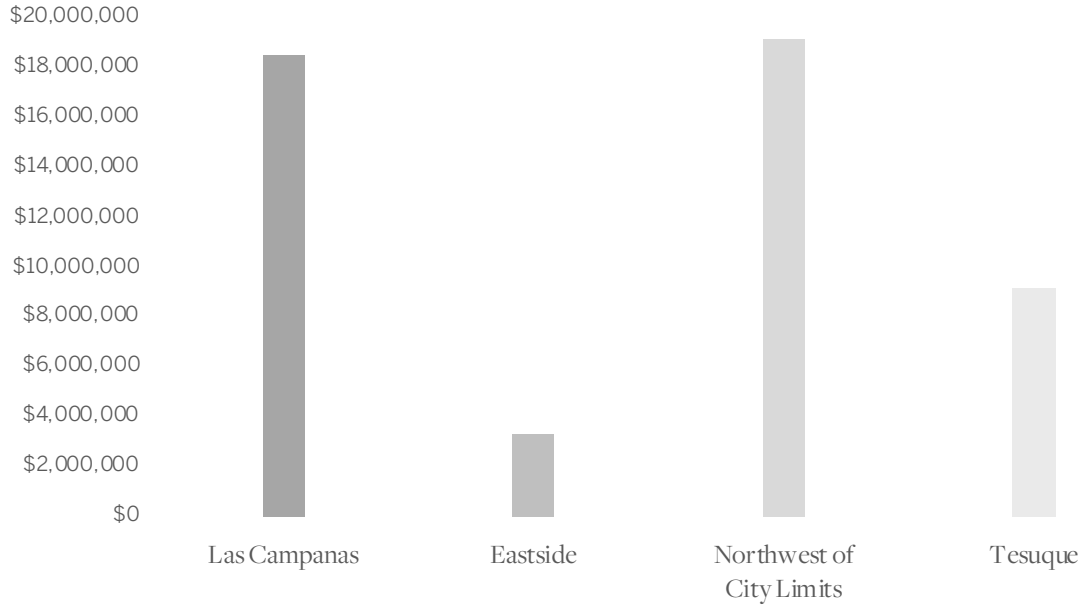
SIR Market Share By Active Listings Dollar Volume *as of June 30, 2020*



{JUN 2020 | LAST 12 MONTHS}

Sold Dollar Volume by Select Area

Sold by Sotheby's International Realty



SIR Market Share By Sold Dollar Volume

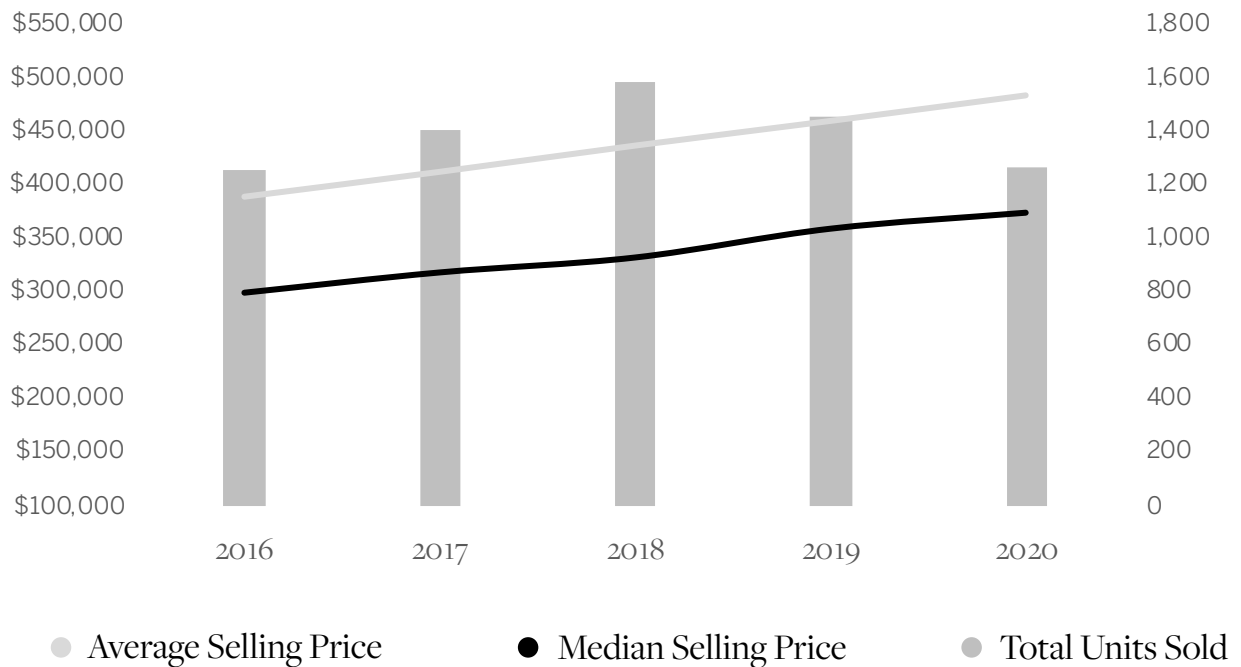
July 1, 2019 - June 30, 2020

- 66% Las Campanas
- 29% Eastside
- 50% Northwest of City Limits
- 43% Tesuque

Sales & Price Comparison

Q2 | All Santa Fe | Five Years

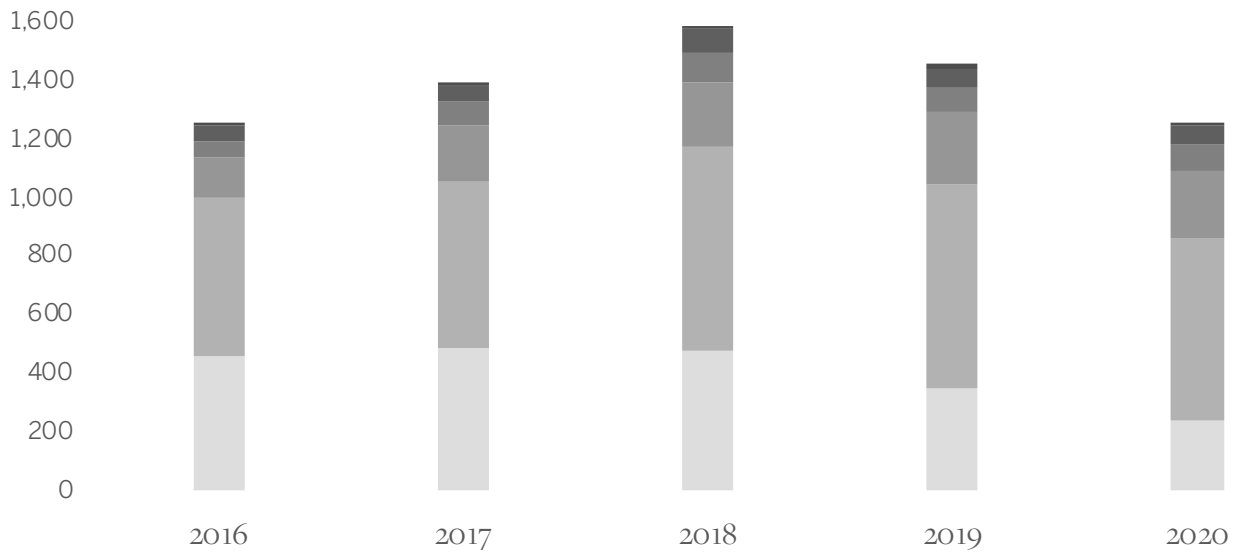
Average Selling Price | Median Selling Price | Total Units Sold



Q2	Average Selling Price	Median Selling Price	Total Units Sold
{2020 vs 2019} Change	5%	4%	-14%
2020	\$483,366	\$375,000	1261
2019	\$459,482	\$360,000	1459
2018	\$436,432	\$333,000	1587
2017	\$411,921	\$319,000	1400
2016	\$388,664	\$300,000	1256

Units Sold Comparison

Q2 | All Santa Fe | Five Years



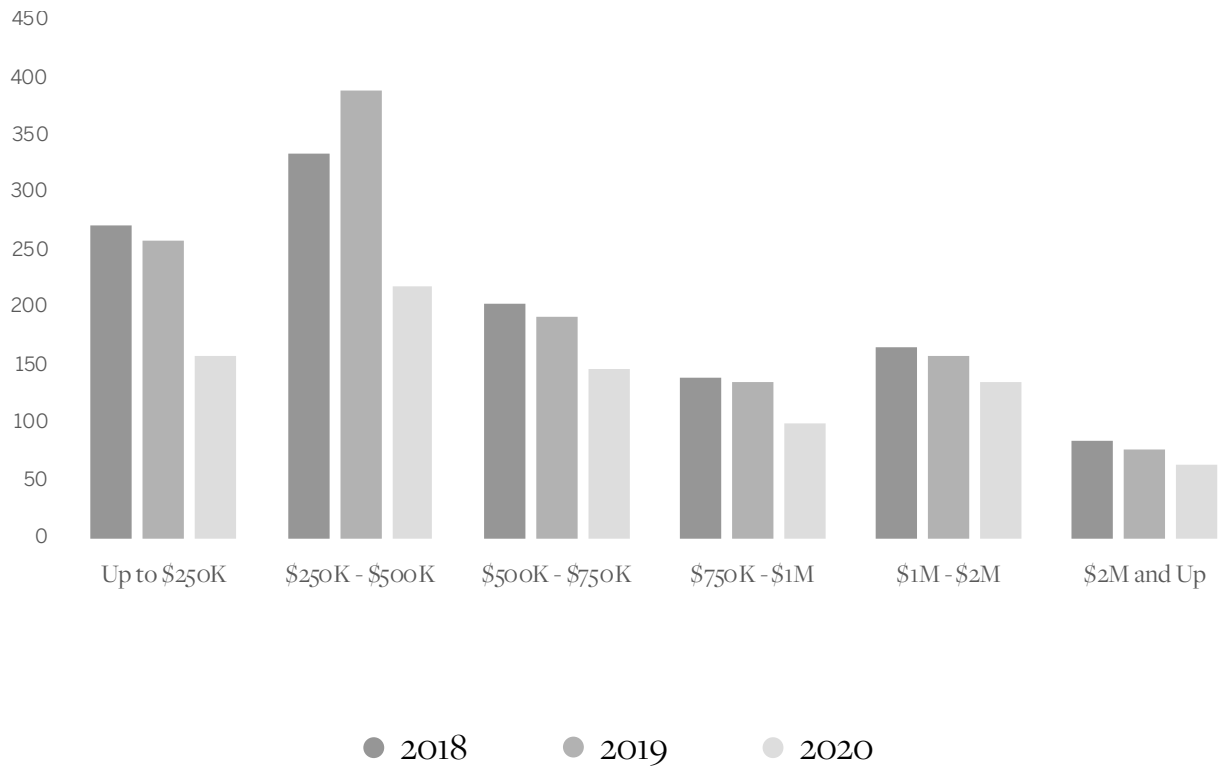
Total Units Sold By Price Point

- Up to \$250K
- \$250K-\$500K
- \$500K-\$750K
- \$750K-\$1M
- \$1M-\$2M
- Above \$2M

Q2	{Units Percent}							Total
	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M		
{2020 vs 2019} Change	-31%	-10%	-7%	4%	1%	-29%	-14%	
2020	241 19%	626 50%	229 18%	85 7%	70 6%	10 1%	1261	
2019	351 24%	696 48%	247 17%	82 6%	69 5%	14 1%	1459	
2018	483 30%	693 44%	224 14%	97 6%	79 5%	11 1%	1587	
2017	487 35%	571 41%	187 13%	84 6%	60 4%	11 1%	1400	
2016	464 37%	536 43%	139 11%	55 4%	56 4%	6 0%	1256	

Listing Inventory

All Santa Fe

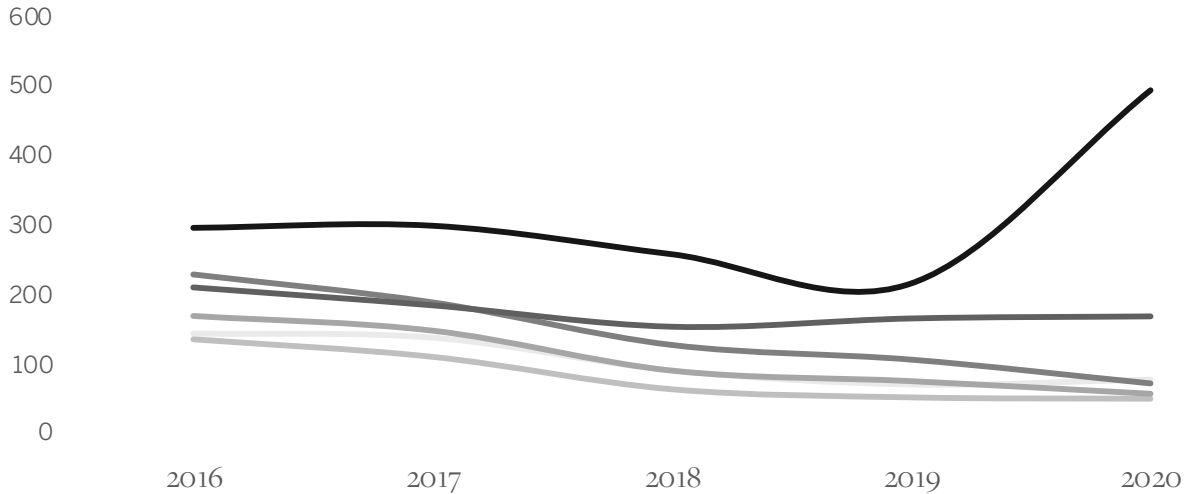


Active Listings for all of Santa Fe County as of June 30, 2020

Q2	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
{2020 vs 2019} Change	-39%	-44%	-23%	-26%	-14%	-18%	-32%
2020	159	219	147	100	136	63	824
2019	259	389	192	135	158	77	1210
2018	272	334	204	139	166	85	1200

Days On Market

Q2 | All Santa Fe | Five Years



Average Days on Market

- Up to \$250K
- \$250K-\$500K
- \$500K-\$750K
- \$750K-\$1M
- \$1M-\$2M
- Above \$2M

Q2	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
{2020 vs 2019} Change	9%	-4%	-23%	-31%	2%	126%	-3%
2020	81	52	60	75	171	498	71
2019	74	54	78	109	168	220	73
2018	94	66	93	130	156	262	88
2017	141	114	150	191	187	303	139
2016	147	140	171	231	213	300	154

My Featured Listings



CLASSIC 1930's EASTSIDE ESTATE
402 CAMINO MILITAR
MLS 202000441 | \$4,500,000

ELEGANT, GATED EASTSIDE TERRITORIAL
1402 C CERRO GORDO
MLS 202000982 | \$1,995,000

ADOBE IN THE HEART OF THE RAILYARD DISTRICT
521 AGUA FRIA STREET
MLS 202002158 | \$710,000

BROAD JEMEZ MOUNTAIN SUNSET VIEWS
6 WINDRIDGE CIRCLE, LOT 443
MLS 201902923 | \$55,000

* IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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