

Q3 | 2018

Santa Fe

Market Update

Sotheby's

INTERNATIONAL REALTY



EXCEPTIONAL EASTSIDE ESTATE
1110 OLD SANTA FE TRAIL
OFFERED AT \$3,600,000
MLS 201804282

{Q3 | JUL - SEP 2018}

at a glance

SANTA FE

6%

Change in Median Selling Price
{2018 v 2017}

9%

Change in Units Sold
{2018 v 2017}

2456

Units Sold

\$438k

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

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I am pleased to report that the residential real estate market in Santa Fe continued to perform at a dynamic pace throughout the third quarter of 2018. According to the Santa Fe Association of Realtors, sales of residential properties rose by 9% over the same period from one year ago. Median prices rose by 6% to \$340,000 while the average sales price rose by 4% to \$438,000. Average days on market, another sign of a robust activity, decreased in all price sectors. Listing inventories declined or remained flat in all price sectors with the exception of homes \$2M+ which had a 13% increase in active homes for sale. In addition, sales of homes \$2M+ increased by 5% compared to one year ago.

As always, my goal in sharing this 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 I 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](https://www.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
SOTHEBYSHOMES.COM/SANTA FE



EXQUISITE ADOBE ESTATE
890 PASEO DE DON CARLOS
OFFERED AT \$3,500,000
MLS 201702972

My Featured Recent Transactions



10 SUNDANCE CIRCLE (ASSISTED BUYER)
Last asking \$1,170,000
SOLD

1224 LA RAMBLA (ASSISTING SELLER)
Last asking \$879,000
PENDING

12 LA VEREDA (ASSISTED BUYER)
Last asking \$785,000
SOLD

3101 OLD PECOS TRAIL, UNIT 705 (ASSISTING SELLER)
Last asking \$495,000
PENDING

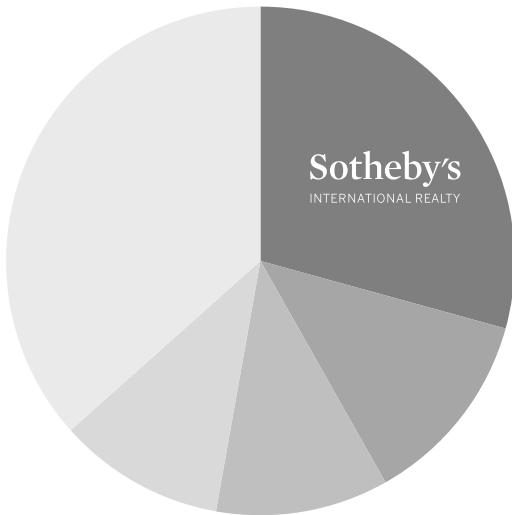
* IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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

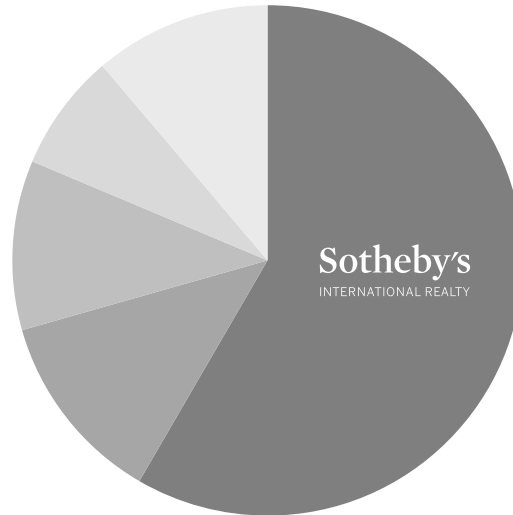
{SEP 2018 | LAST 12 MONTHS}

Market Share

Sotheby's International Realty vs. Local Competitors



Market Share
All Price Ranges



Market Share
Over \$1 Million

- 29% Sotheby's International Realty | Santa Fe
- 12% Firm 2
- 11% Firm 3
- 11% Firm 4
- 37% Combination of Additional Companies

- 58% Sotheby's International Realty | Santa Fe
- 12% Firm 2
- 11% Firm 3
- 8% Firm 4
- 11% Combination of Additional Companies

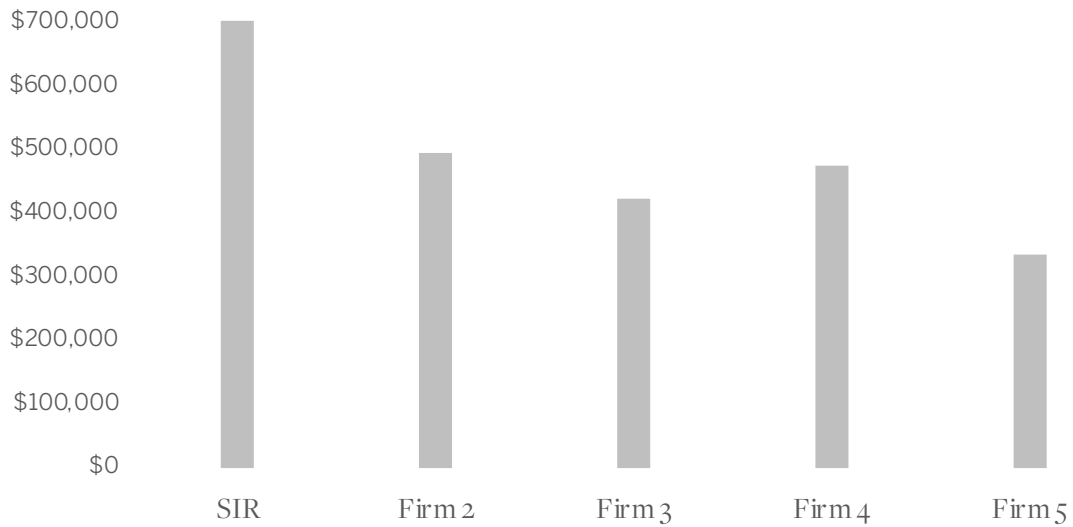
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By dollar volume in 2017 - 2018. Obtained from the Santa Fe Association of Realtors Multiple Listing Service.

{SEP 2018 | LAST 12 MONTHS}

Average Selling Prices by Top 5 Firms

Sotheby's International Realty vs. Local Competitors

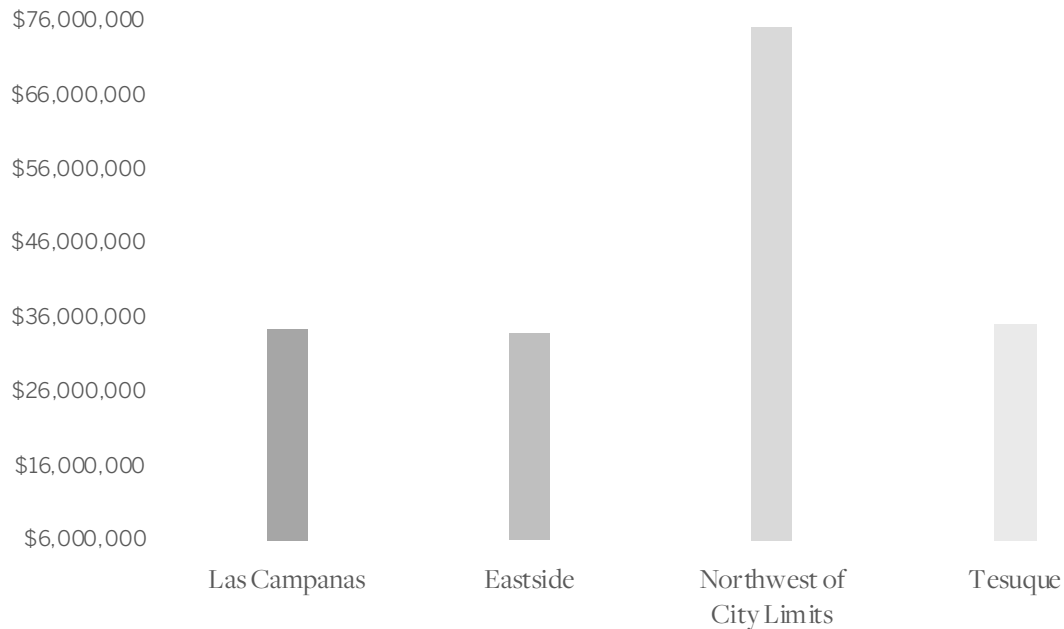


Average Selling Prices by Brokerage

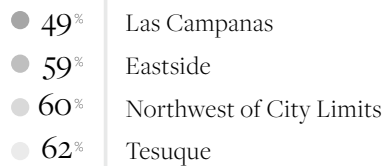
| | | | | |
|---|-----------|-----------|-----------|-----------|
| \$706,015 | \$494,875 | \$423,561 | \$473,893 | \$334,219 |
| — | — | — | — | — |
| Sotheby's International Realty - Santa Fe | Firm 2 | Firm 3 | Firm 4 | Firm 5 |

Active Listings by Select Area

Listed by Sotheby's International Realty



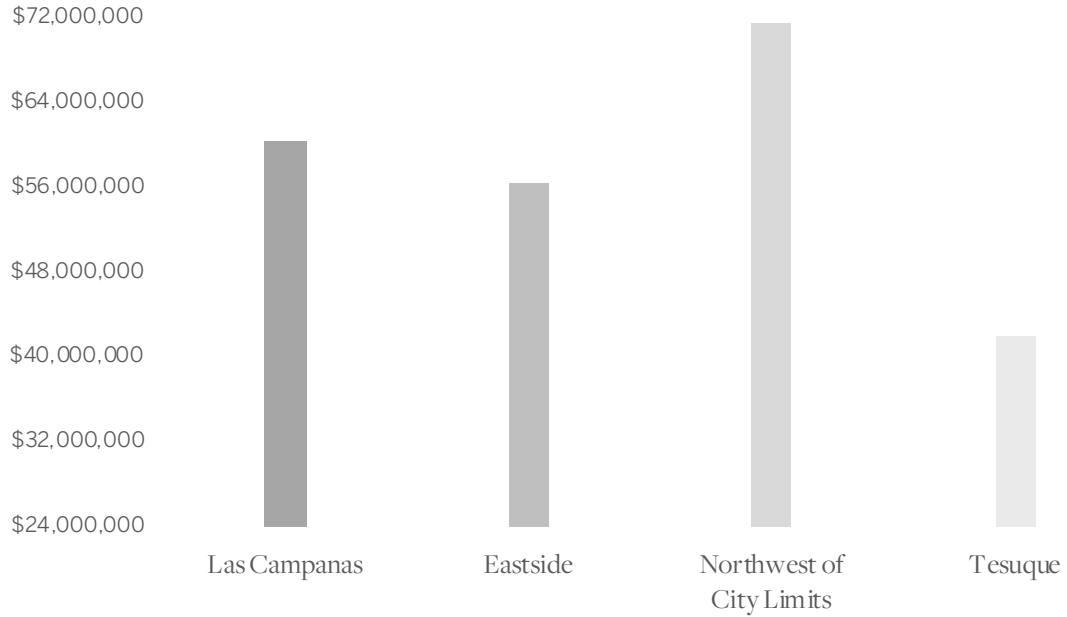
SIR Market Share Percentage By Active Listings Dollar Volume *as of September 30, 2018*



{SEP 2018 | LAST 12 MONTHS}

Sold Dollar Volume by Select Area

Sold by Sotheby's International Realty



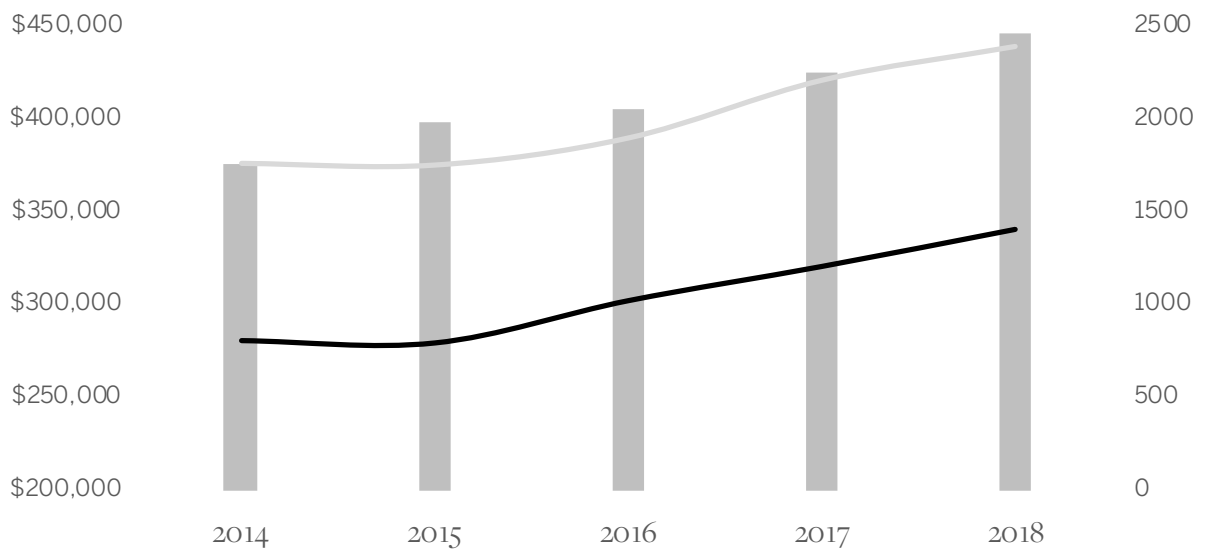
SIR Market Share Percentage By Sold Dollar Volume *Oct 1, 2017 - September 30, 2018*

- 80% Las Campanas
- 62% Eastside
- 42% Northwest of City Limits
- 66% Tesuque

Sales & Price Comparison

Q3 | All Santa Fe | Five Years

Average Selling Price | Median Selling Price | Total Units Sold

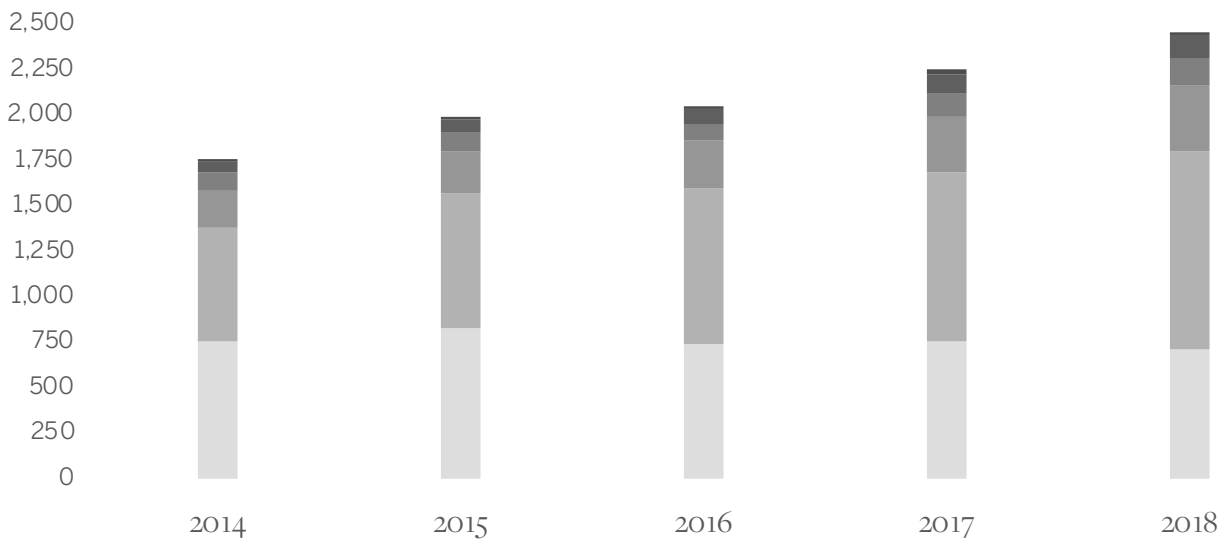


● Average Selling Price ● Median Selling Price ● Total Units Sold

| Q3 | Average Selling Price | Median Selling Price | Total Units Sold |
|------------------------------------|-----------------------|----------------------|------------------|
| ^{2018 v 2017} Change | 4% | 6% | 9% |
| 2018 | \$437,990 | \$340,000 | 2456 |
| 2017 | \$420,044 | \$320,000 | 2249 |
| 2016 | \$389,432 | \$301,550 | 2044 |
| 2015 | \$375,065 | \$278,750 | 1980 |
| 2014 | \$375,956 | \$280,000 | 1756 |

Units Sold Comparison

Q3 | All Santa Fe | Five Years



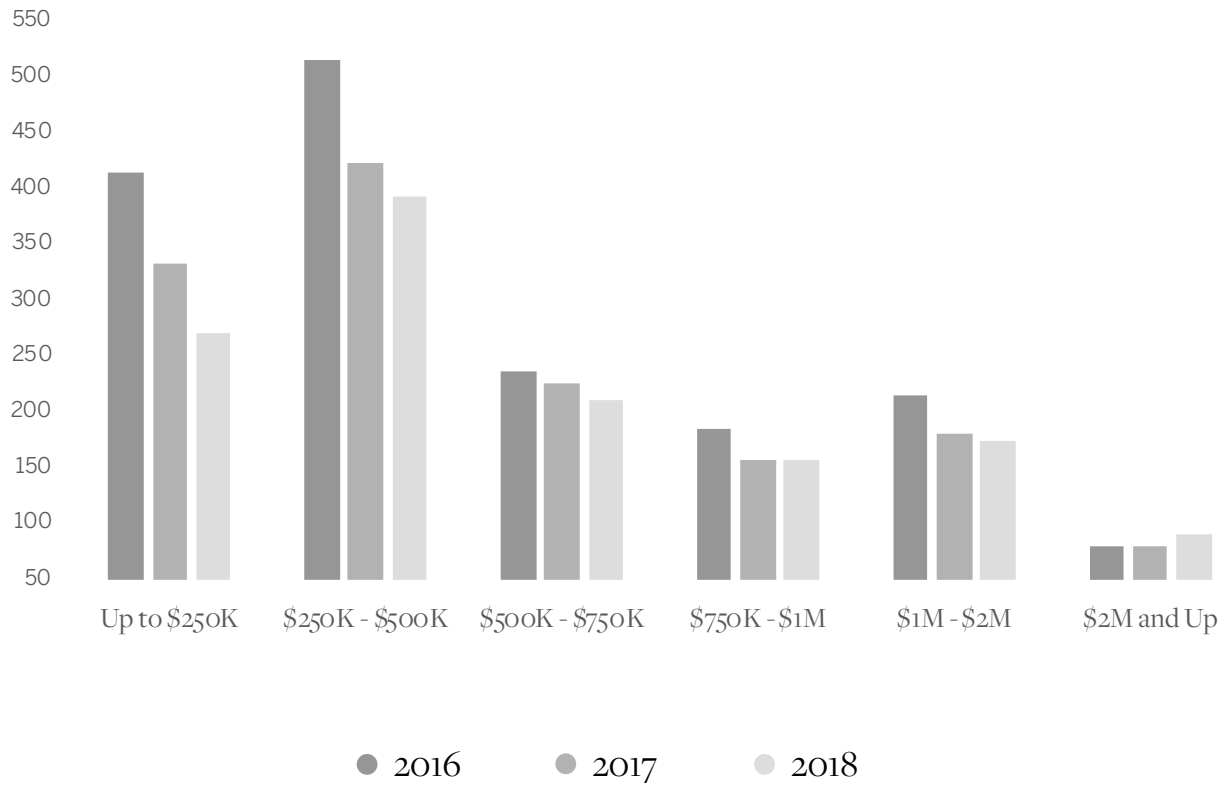
Total Units Sold By Price Point

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

| Q3 | {Units Percent} | | | | | | Total |
|-------------------------|-------------------|-----------------|-----------------|---------------|-------------|------------|-------|
| | Up to \$250K | \$250K - \$500K | \$500K - \$750K | \$750K - \$1M | \$1M - \$2M | Above \$2M | |
| {2018 v 2017} Change | -5% | 17% | 18% | 3% | 26% | 5% | 9% |
| 2018 | 709 29% | 1091 44% | 364 15% | 142 6% | 129 5% | 21 1% | 2456 |
| 2017 | 749 33% | 932 41% | 308 14% | 138 6% | 102 5% | 20 1% | 2249 |
| 2016 | 742 36% | 858 42% | 257 13% | 92 5% | 87 4% | 8 0% | 2044 |
| 2015 | 828 42% | 741 37% | 233 12% | 95 5% | 72 4% | 11 1% | 1980 |
| 2014 | 758 43% | 621 35% | 209 12% | 94 5% | 62 4% | 12 1% | 1756 |

Listing Inventory

All Santa Fe



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

| Q3 | Up to \$250K | \$250K - \$500K | \$500K - \$750K | \$750K - \$1M | \$1M - \$2M | Above \$2M | Total |
|--------------------------------|--------------|-----------------|-----------------|---------------|-------------|------------|-------|
| <i>{2018 v 2017}</i> Change | -19% | -7% | -7% | 0% | -3% | 13% | -7% |
| 2018 | 270 | 393 | 210 | 156 | 173 | 89 | 1291 |
| 2017 | 333 | 422 | 225 | 156 | 179 | 79 | 1394 |
| 2016 | 413 | 515 | 236 | 185 | 214 | 78 | 1641 |

Days On Market

Q3 | All Santa Fe | Five Years



Average Days on Market

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

| Q3 | Up to \$250K | \$250K - \$500K | \$500K - \$750K | \$750K - \$1M | \$1M - \$2M | Above \$2M | Total |
|--|--------------|-----------------|-----------------|---------------|-------------|------------|-------|
| <small>{2018 v 2017}</small> Change | -30% | -39% | -36% | -28% | -26% | -4% | -34% |
| 2018 | 85 | 57 | 78 | 120 | 136 | 269 | 78 |
| 2017 | 122 | 94 | 122 | 166 | 185 | 281 | 118 |
| 2016 | 143 | 128 | 166 | 209 | 193 | 261 | 145 |
| 2015 | 176 | 161 | 169 | 220 | 197 | 242 | 173 |
| 2014 | 170 | 167 | 194 | 252 | 197 | 274 | 178 |

My Featured Listings

EXCEPTIONAL EASTSIDE ESTATE

1110 OLD SANTA FE TRAIL
MLS 201704282 | \$3,600,000



EXQUISITE ADOBE ESTATE

890 PASEO DE DON CARLOS
MLS 201702972 | \$3,500,000



ELEGANT HACIENDA STYLE

PASEO ENCANTADO NE
MLS 201802243 | \$1,600,000



My Featured Listings

EXTRAORDINARY VISTAS

824 CALLE DAVID
MLS 201704779 | \$1,295,000



SPECTACULAR VIEW LOT, UTILITIES IN PLACE

2051 CERROS ALTOS
MLS 201804676 | \$1,100,000



BEAUTIFUL MOUNTAIN VIEWS IN LA MIRADA

12 STAR SPLASH
MLS 201804345 | \$865,000

