

Q4 | 2018

Santa Fe

Market Update

Sotheby's

INTERNATIONAL REALTY



SPECTACULAR 180-DEGREE VIEWS IN SONRISA
10 CLOUD MARCH EAST
OFFERED AT \$1,500,000
MLS 201805475

{Q4 | JAN - DEC 2018}

at a glance

SANTA FE

8%

Change in Median Selling Price
{2018 v 2017}

8%

Change in Units Sold
{2018 v 2017}

3301

Units Sold

\$441k

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

The residential real estate market in Santa Fe was remarkably robust throughout 2018. According to the Santa Fe Association of Realtors MLS, sales of residential properties rose 8% this year from 3,049 properties sold in 2017 to 3,301 properties sold in 2018. Median prices also rose 8% from \$320K in 2017 to \$345K in 2018. The average sales price rose by 4% from \$423K in 2017 to \$441K in 2018.

Average days on market, another key indicator of market activity, decreased by double digits in all price sectors except for homes priced \$2M+, which rose by 6%. Listing inventories in the \$500,000 to \$750,000 sectors rose by 4% and those listed above \$2M rose by 3%. Total active listings declined year over year by 5%.

The average selling price at our firm for properties sold in 2018 was approximately \$720,000 vs. \$501,000 for our nearest competitor.

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://sothebyshomes.com/santafe)

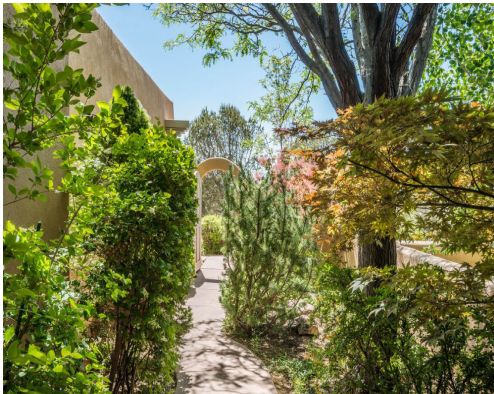
Statistics and numbers are obtained from the Santa Fe Association of Realtors Multiple Listing Service and are deemed reliable but are not guaranteed and are subject to change. Data may not reflect all real estate activity in the market area. Sotheby's International Realty and the Sotheby's International 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

THE BEST OF LOS MIRADORES
1224 LA RAMBLA
OFFERED AT \$879,000
MLS 201803830

My Featured Recent Transactions



172 SUNFLOWER DRIVE (ASSISTED BUYER)
Last asking \$950,000
SOLD

3 TESUQUE MEADOW (ASSISTING SELLER)
Last asking \$695,000
SOLD

3101 OLD PECOS TRAIL, UNIT 705 (ASSISTED SELLER)
Last asking \$535,000
SOLD

56 CIELO DE ORO (ASSISTED SELLER)
Last asking \$498,000
SOLD

1300 RUFINA CIRCLE, UNIT B4 (ASSISTED BUYER)
Last asking \$495,000
SOLD

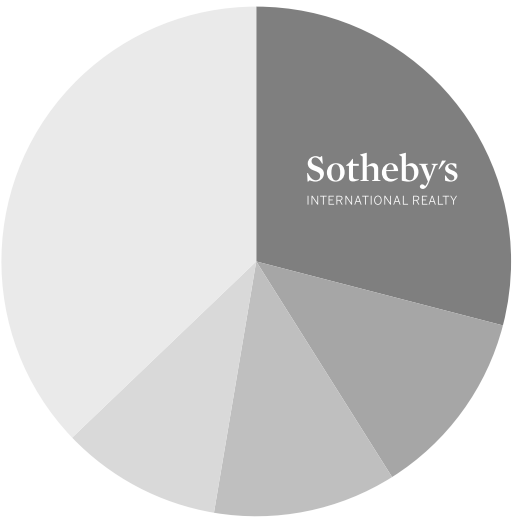
* IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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

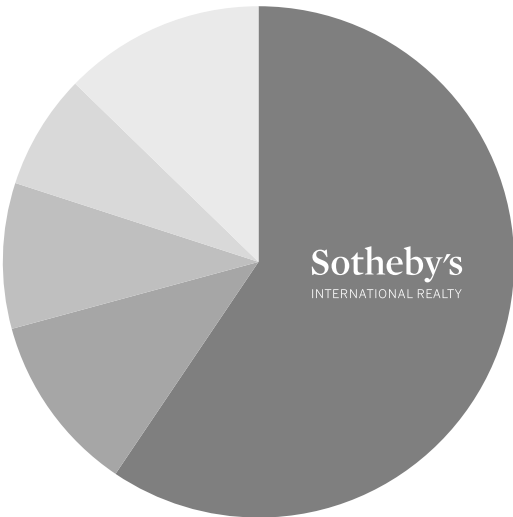
{DEC 2018 | LAST 12 MONTHS}

Market Share

Sotheby's International Realty vs. Local Competitors



Market Share
All Price Ranges



Market Share
Over \$1 Million

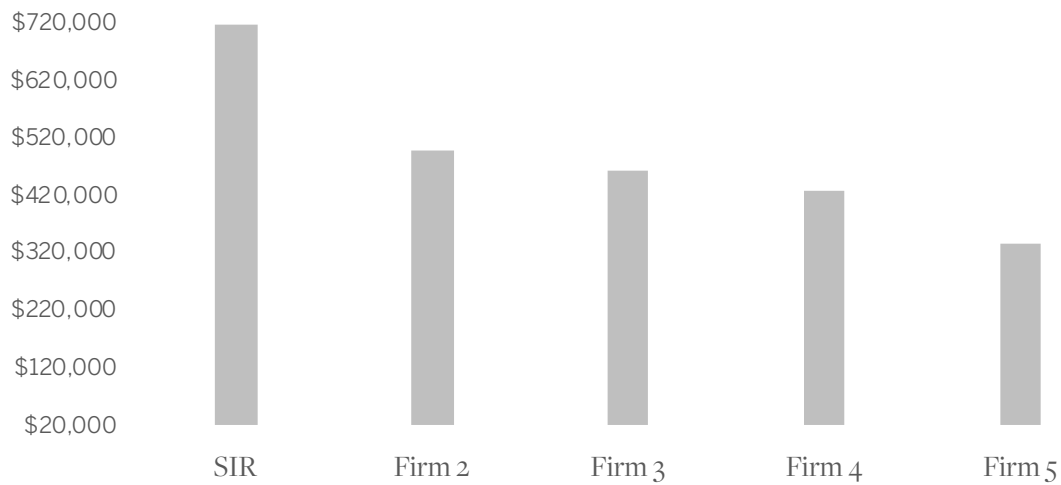
- 29% Sotheby's International Realty | Santa Fe
- 12% Firm 2
- 12% Firm 3
- 10% Firm 4
- 37% Combination of Additional Companies

- 60% Sotheby's International Realty | Santa Fe
- 11% Firm 2
- 9% Firm 3
- 7% Firm 4
- 13% Combination of Additional Companies

{DEC 2018 | LAST 12 MONTHS}

Average Selling Prices by Top 5 Firms

Sotheby's International Realty vs. Local Competitors

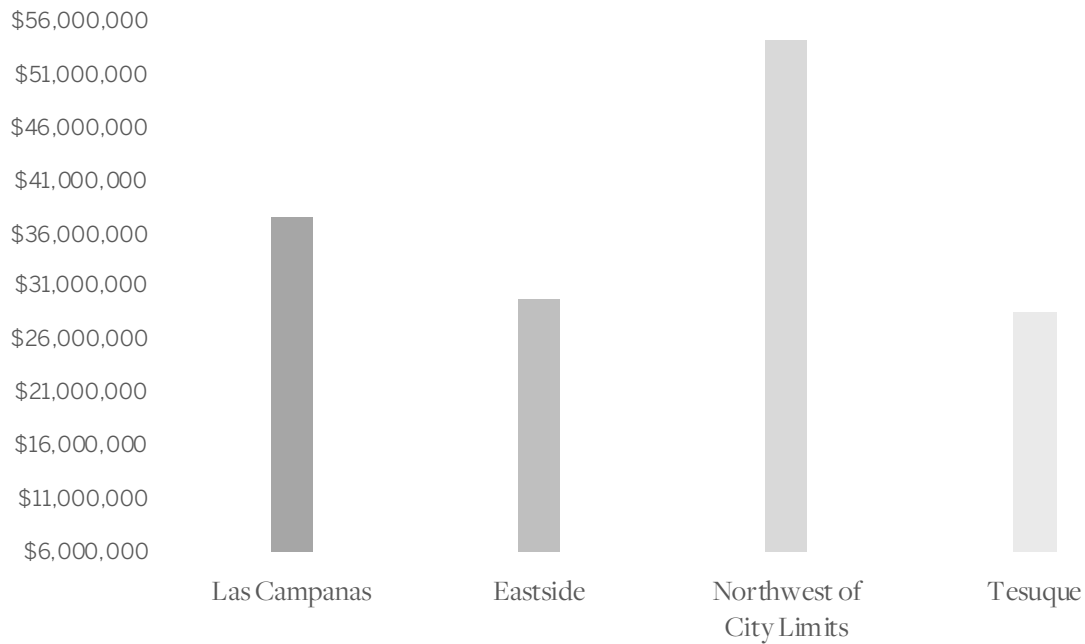


Average Selling Prices by Brokerage



Active Listings by Select Area

Listed by Sotheby's International Realty



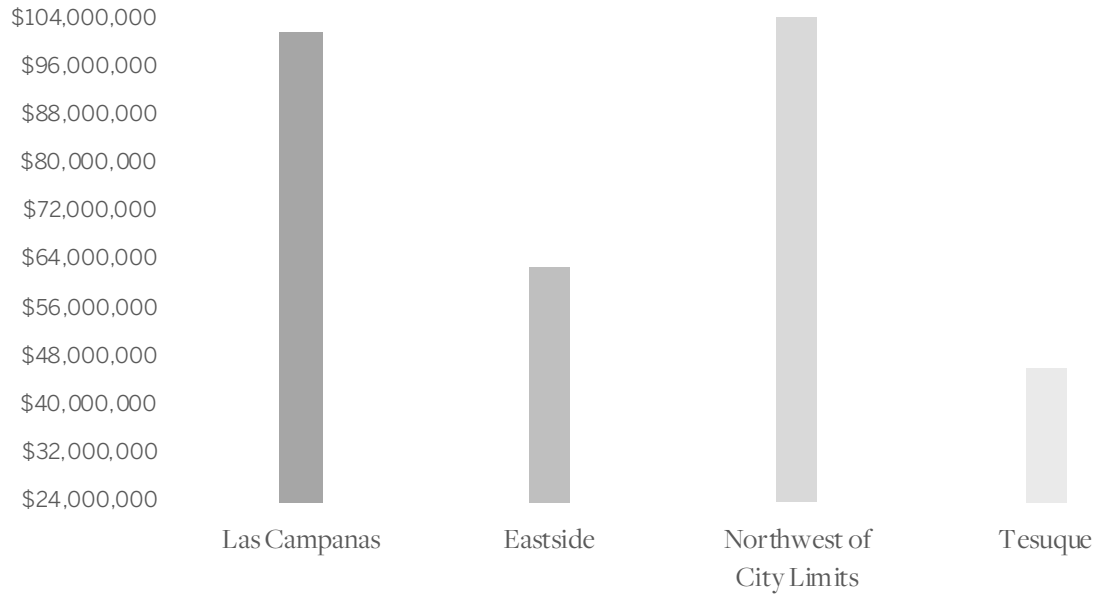
SIR Market Share Percentage By Active Listings Dollar Volume *as of December 31, 2018*



{DEC 2018 | LAST 12 MONTHS}

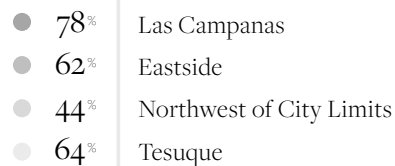
Sold Dollar Volume by Select Area

Sold by Sotheby's International Realty



SIR Market Share Percentage By Sold Dollar Volume

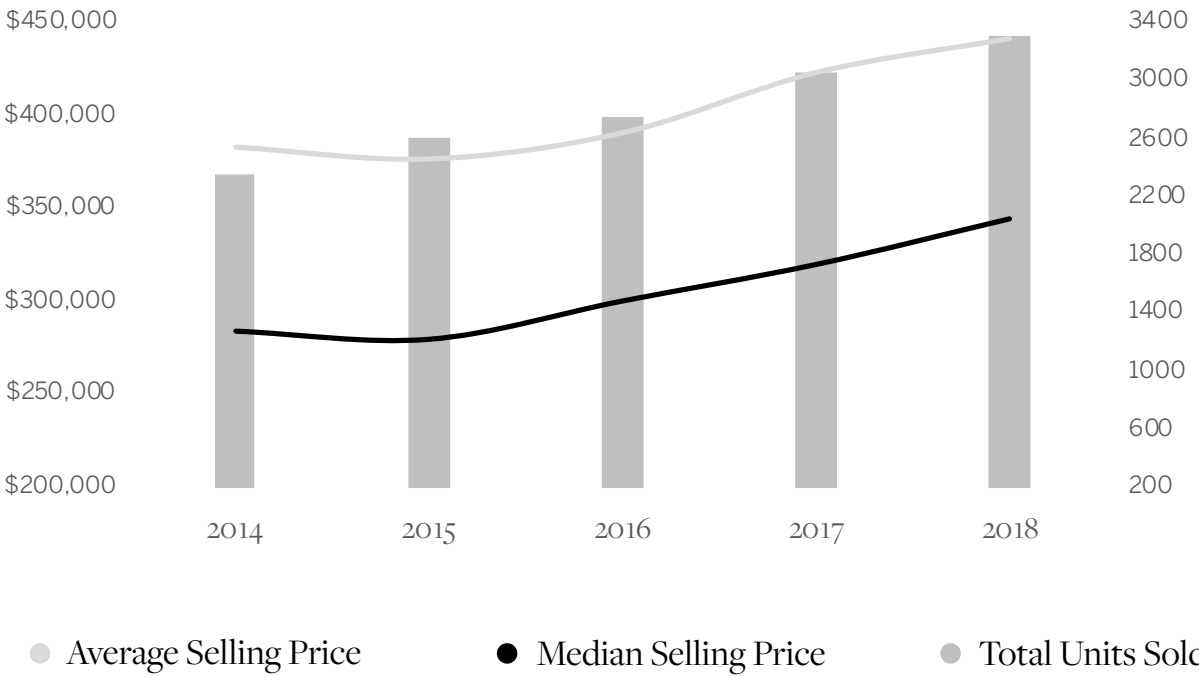
January 1, 2018 - December 31, 2018



Sales & Price Comparison

Q4 | All Santa Fe | Five Years

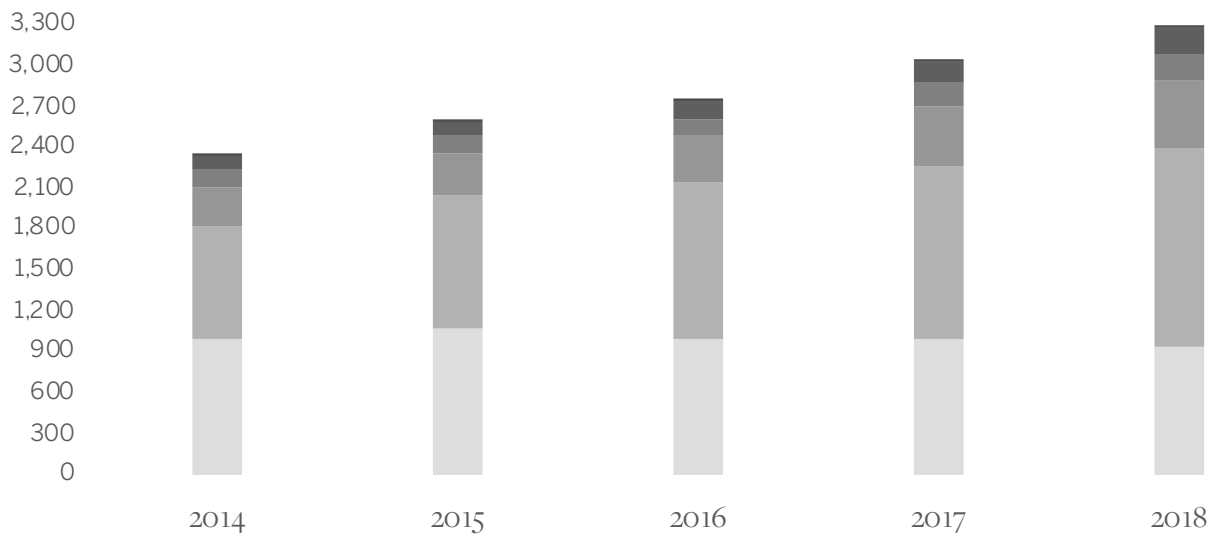
Average Selling Price | Median Selling Price | Total Units Sold



Q4	Average Selling Price	Median Selling Price	Total Units Sold
<div>{2018 v 2017}</div> Change	4%	8%	8%
2018	\$441,387	\$345,000	3301
2017	\$422,994	\$320,000	3049
2016	\$390,467	\$300,000	2747
2015	\$376,322	\$279,000	2601
2014	\$382,706	\$283,450	2354

Units Sold Comparison

Q4 | All Santa Fe | Five Years



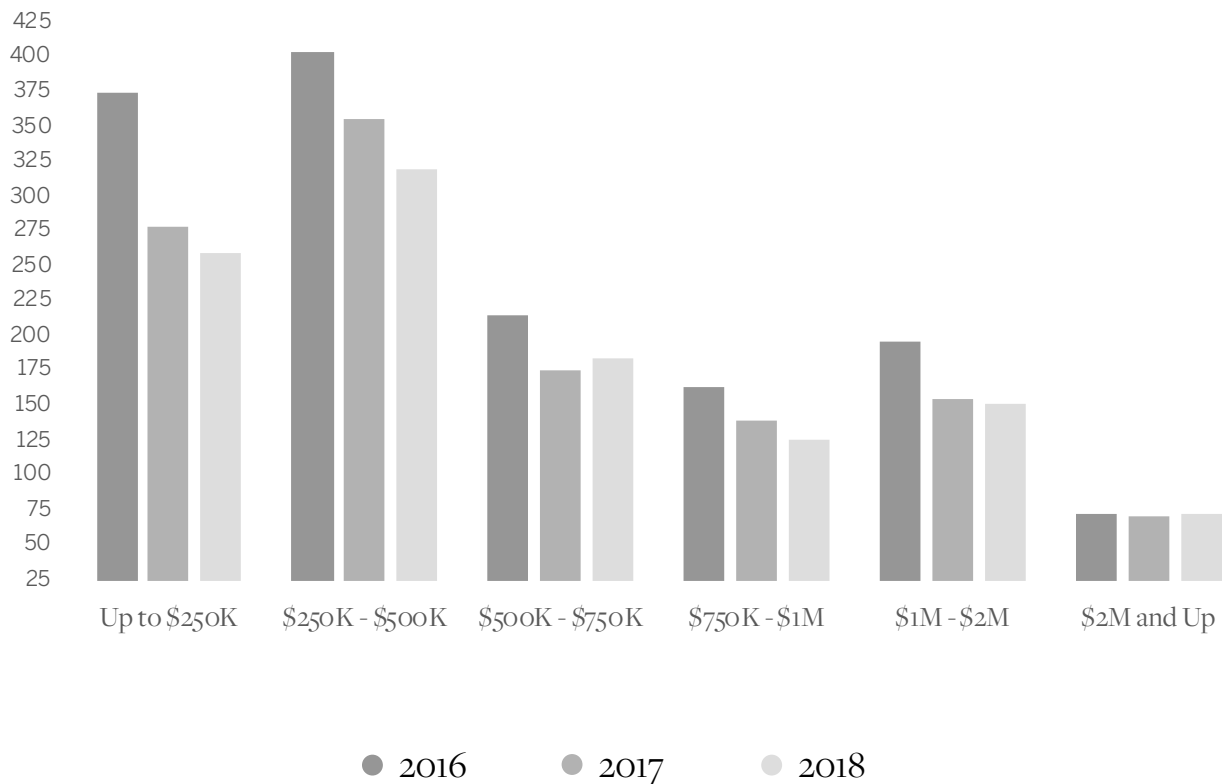
Total Units Sold By Price Point



Q4	{Units Percent}						Total
	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	
{2018 v 2017} Change	-7%	17%	13%	5%	30%	3%	8%
2018	938 28%	1466 44%	496 15%	191 6%	180 5%	30 1%	3301
2017	1006 33%	1255 41%	439 14%	182 6%	138 5%	29 1%	3049
2016	1000 36%	1150 42%	338 12%	123 4%	124 5%	12 0%	2747
2015	1073 41%	981 38%	309 12%	123 5%	104 4%	11 0%	2601
2014	999 42%	829 35%	286 12%	128 5%	97 4%	15 1%	2354

Listing Inventory

All Santa Fe

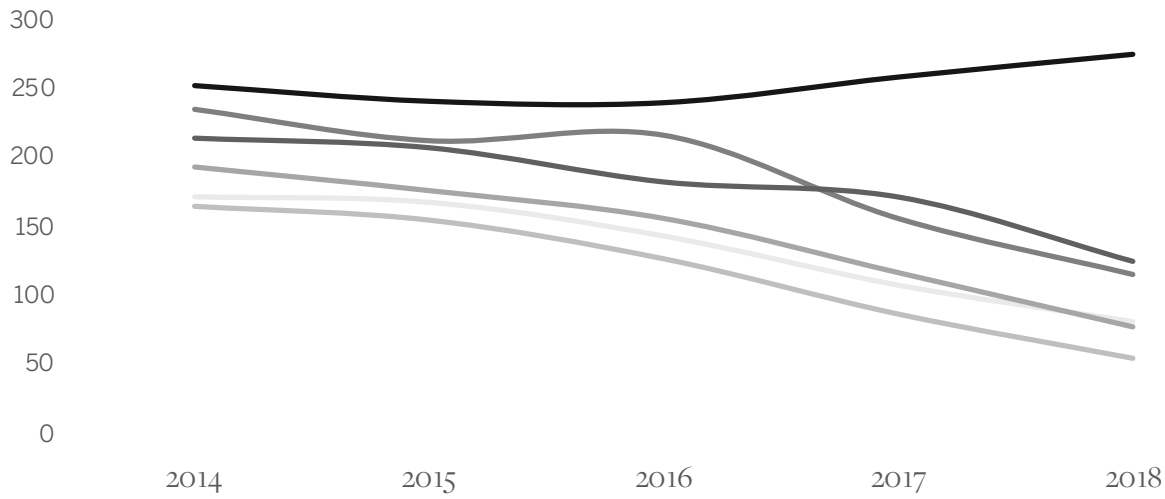


Active Listings for all of Santa Fe County *as of December 31, 2018*

Q4	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
{2018 v 2017} Change	-7%	-10%	4%	-10%	-2%	3%	-5%
2018	259	320	183	126	152	72	1112
2017	278	355	176	140	155	70	1174
2016	374	404	214	164	195	72	1423

Days On Market

Q4 | All Santa Fe | Five Years



Average Days on Market

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

Q4	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
<small>{2018 v 2017}</small>							
Change	-24%	-36%	-33%	-26%	-27%	6%	-30%
2018	83	56	79	116	126	275	76
2017	109	88	118	157	173	259	109
2016	144	128	157	218	184	241	145
2015	168	156	177	214	209	242	169
2014	172	166	194	237	216	253	179

My Featured Listings

EXCEPTIONAL EASTSIDE ESTATE

1110 OLD SANTA FE TRAIL
MLS 201804282 | \$3,600,000



EXQUISITE ADOBE ESTATE

890 PASEO DE DON CARLOS
ON WAIVER | \$3,500,000



EXTRAORDINARY VISTAS

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



My Featured Listings

SPECTACULAR 180-DEGREE VIEWS

10 CLOUD MARCH EAST
MLS 201805475 | \$1,150,000



THE BEST OF LOS MIRADORES

1224 LA RAMBLA
MLS 201803830 | \$879,000



CHARMING DOWNTOWN BUNGALOW

220 McKENZIE STREET
MLS 201803842 | \$642,000

