

Q4 | 2019

Santa Fe

# Market Update

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## Sotheby's

INTERNATIONAL REALTY



SOPHISTICATED ELEGANCE IN LAS CAMPANAS  
127 WILDHORSE  
OFFERED AT \$1,450,000  
MLS 201905522

{Q4 | JAN - DEC 2019}

# at a glance

SANTA FE

6%

Change in Median Selling Price  
{2019 v 2018}

-5%

Change in Units Sold  
{2019 v 2018}

3,166

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

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In 2019, the real estate market throughout Santa Fe - all areas and all property types - remained buoyant. According to the Santa Fe Association of Realtors MLS, median prices rose 6% compared to one year ago, \$366K vs. \$345K, while the average selling price rose 7% to \$471K. Home sales above \$2M increased 10% from the year prior while homes sold between \$1M and \$2M increased 4%. Total units sold decreased 5% due in part to lower inventories which declined by 6% from 2018. Average days on market decreased 9% overall with the largest decreases happening in the \$500K to \$750K price sector, which was down 14%, and the \$2M+ price sector, which was down 19%. Demand for homes in the market above \$1M remained strong and showed patterns of continued growth for the fifth consecutive year. It was not unusual in the most active price sectors to see well-priced homes receive multiple offers within days of being placed on the MLS.

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)

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# Featured Properties

We invite you to explore offerings at  
[SOTHEBYSHOMES.COM/SANTA\\_FE](http://SOTHEBYSHOMES.COM/SANTA_FE)



GLORIOUS OUTDOOR SPACES  
4 GWENDOLYN COURT  
OFFERED AT \$850,000  
MLS 201904872

# My Featured Recent Transactions



1054 ENCANTADO DRIVE (ASSISTED SELLER)  
Last asking \$1,675,000  
SOLD

27 WILDHORSE (ASSISTED SELLER)  
Last asking \$1,450,000  
PENDING

6 VIA VECINO (ASSISTING SELLER)  
Last asking \$1,085,000  
SOLD

4 GWENDOLYN COURT (ASSISTED SELLER)  
Last asking \$850,000  
PENDING

1101 OLD TAOS HIGHWAY (ASSISTING SELLER)  
Last asking \$545,000  
SOLD

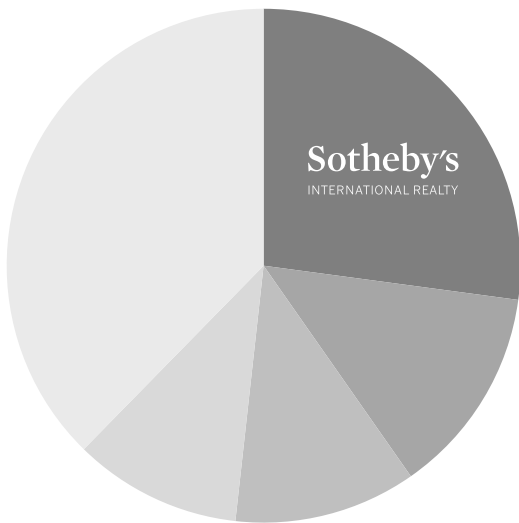
\* IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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

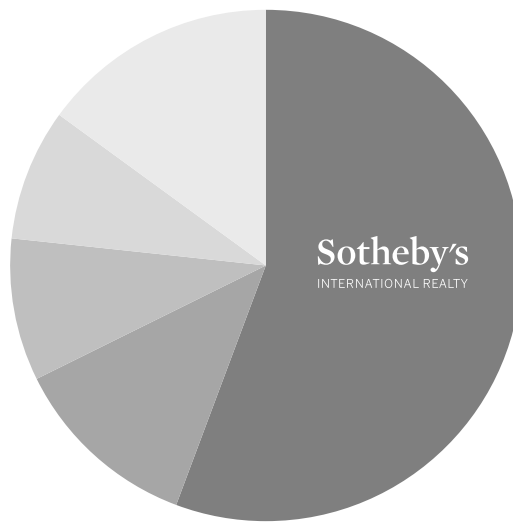
{DEC 2019 | LAST 12 MONTHS}

# Market Share

Sotheby's International Realty vs. Local Competitors



Market Share  
All Price Ranges



Market Share  
Over \$1 Million

- 27% Sotheby's International Realty | Santa Fe
- 13% Firm 2
- 11% Firm 3
- 11% Firm 4
- 38% Combination of Additional Companies

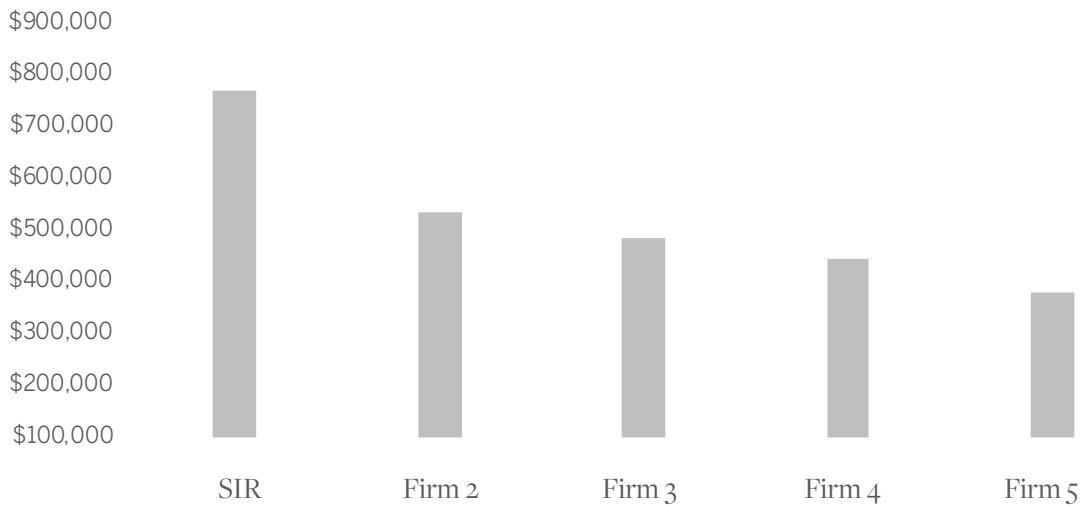
- 56% Sotheby's International Realty | Santa Fe
- 12% Firm 2
- 9% Firm 3
- 8% Firm 4
- 15% Combination of Additional Companies

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By dollar volume in 2018 - 2019. Obtained from the Santa Fe Association of Realtors Multiple Listing Service.

# Average Selling Prices by Top 5 Firms

Sotheby's International Realty vs. Local Competitors



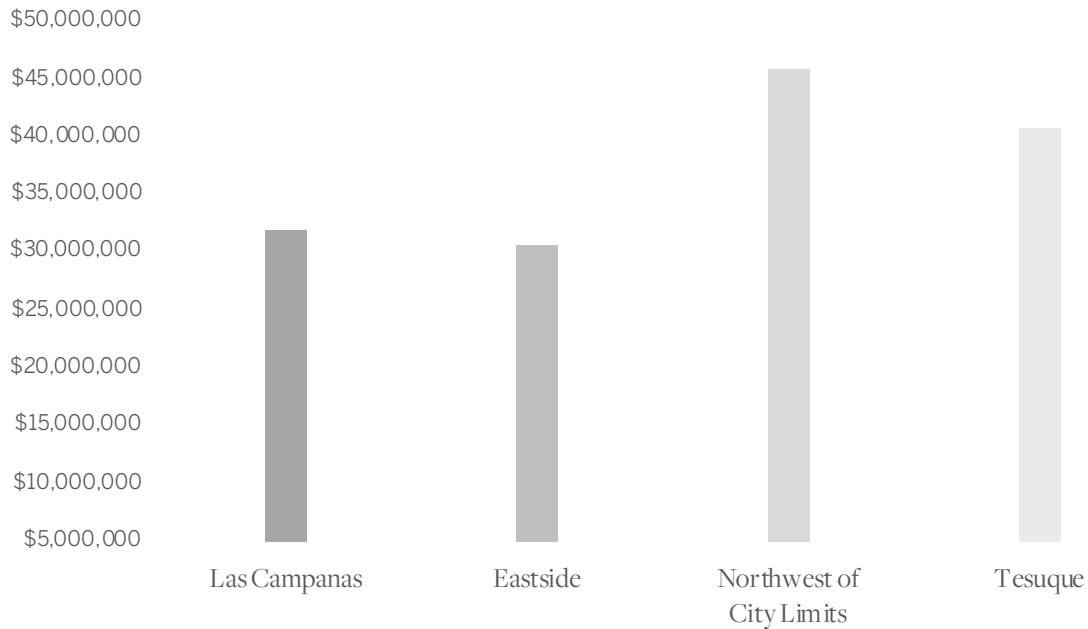
## Average Selling Prices by Brokerage

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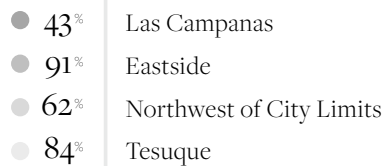
\$771,405	\$536,235	\$482,014	\$446,133	\$377,246
Sotheby's International Realty - Santa Fe	Firm 2	Firm 3	Firm 4	Firm 5

# Active Listings by Select Area

Listed by Sotheby's International Realty



## SIR Market Share Percentage By Active Listings Dollar Volume *as of December 31, 2019*

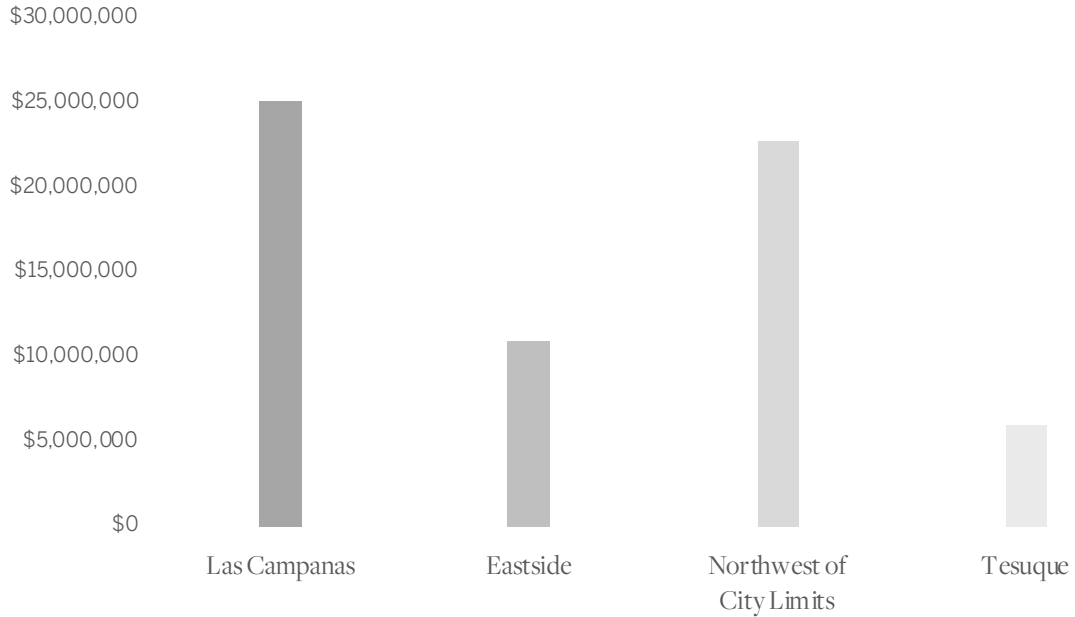




{DEC 2019 | LAST 12 MONTHS}

# Sold Dollar Volume by Select Area

Sold by Sotheby's International Realty



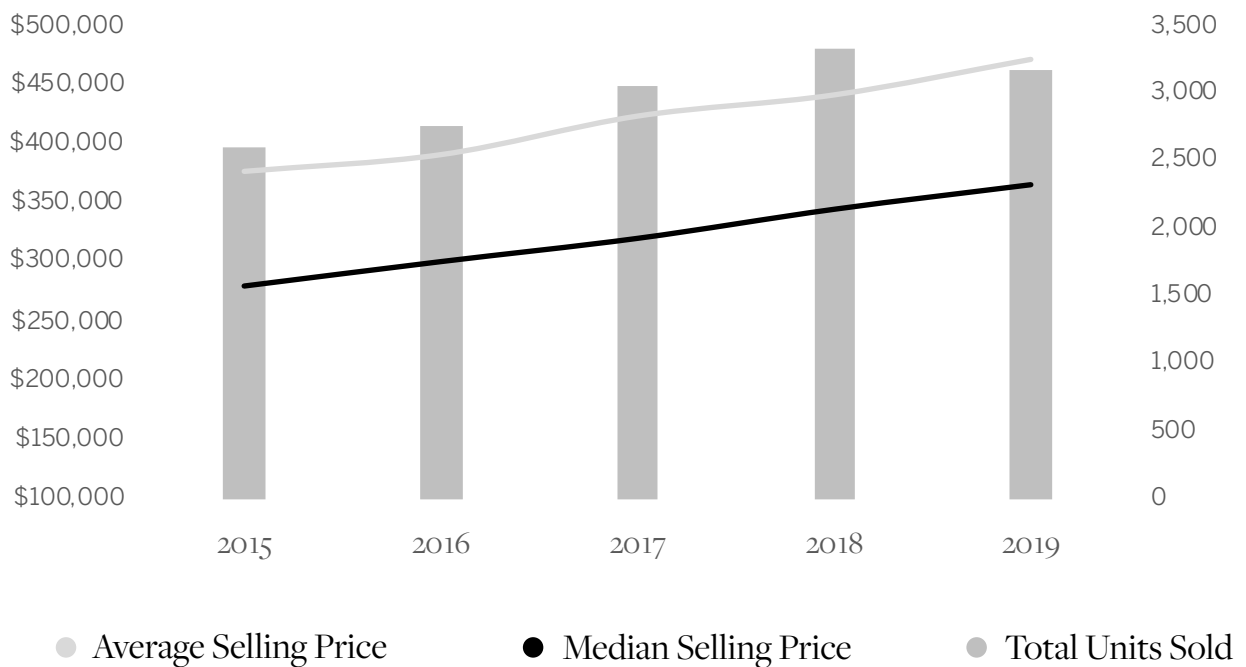
## SIR Market Share Percentage By Sold Dollar Volume *January 1, 2019 - December 31, 2019*

- 52% Las Campanas
- 53% Eastside
- 46% Northwest of City Limits
- 42% Tesuque

# Sales & Price Comparison

Q4 | All Santa Fe | Five Years

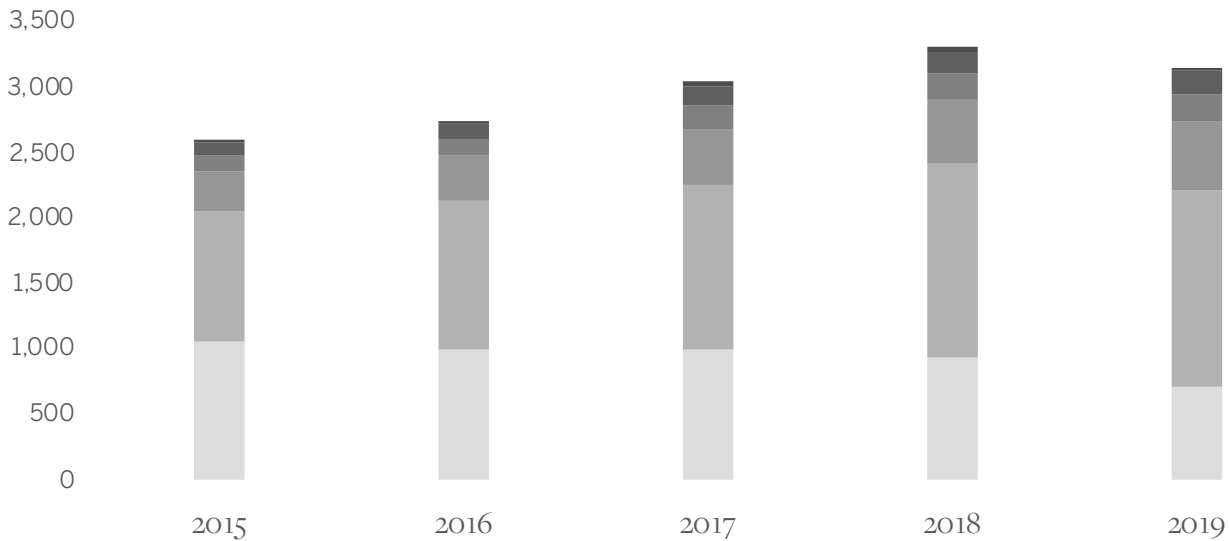
Average Selling Price | Median Selling Price | Total Units Sold



Q4	Average Selling Price	Median Selling Price	Total Units Sold
{2019 v 2018} Change	7%	6%	-5%
2019	\$471,121	\$366,125	3,166
2018	\$441,057	\$345,000	3,319
2017	\$423,106	\$320,000	3,048
2016	\$390,467	\$300,000	2,747
2015	\$376,322	\$279,000	2,601

# Units Sold Comparison

Q4 | All Santa Fe | Five Years



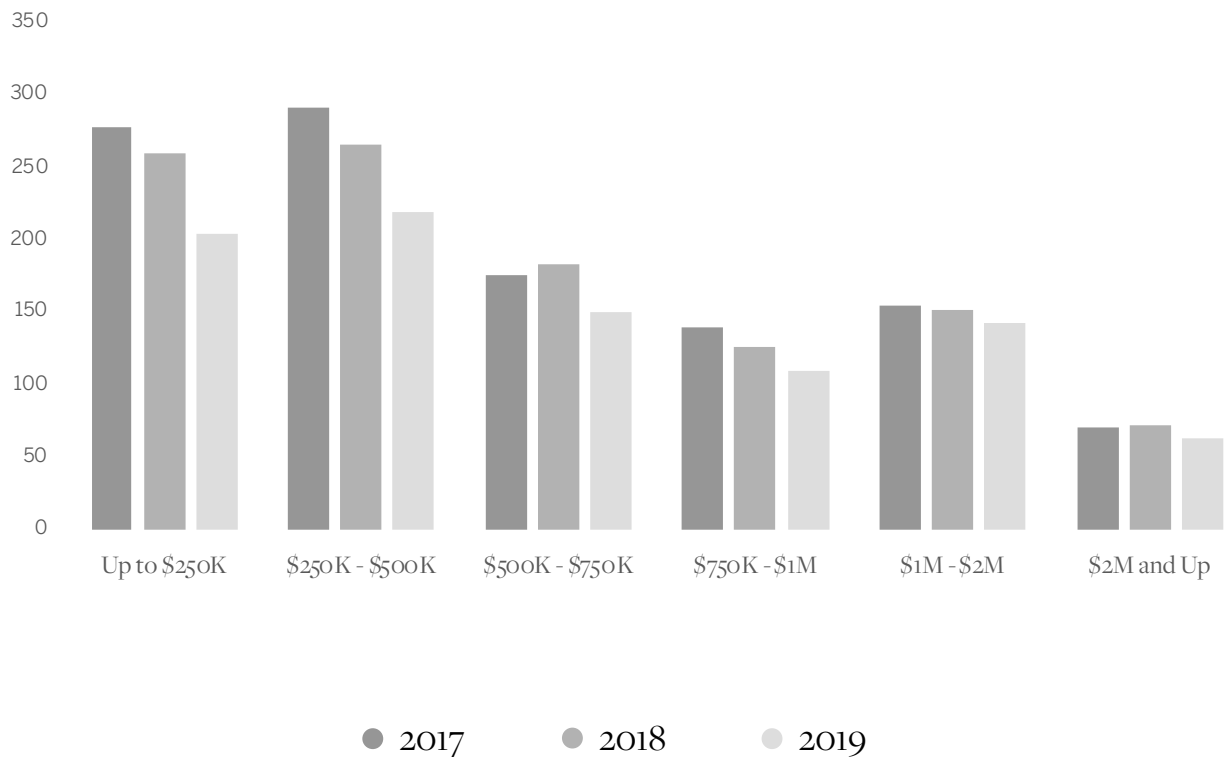
## Total Units Sold By Price Point

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

Q4	{Units   Percent}							Total
	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M		
<b>Change</b> <small>{2019 v 2018}</small>	-23%	2%	7%	2%	4%	10%	-5%	
2019	723   23%	1,497   47%	530   17%	195   6%	188   6%	33   1%	3,166	
2018	945   28%	1,474   44%	497   15%	192   6%	181   5%	30   1%	3,319	
2017	1,005   33%	1,255   41%	439   14%	182   6%	138   5%	29   1%	3,048	
2016	1,000   36%	1,150   42%	338   12%	123   4%	124   5%	12   0%	2,747	
2015	1,073   41%	981   38%	309   12%	123   5%	104   4%	11   0%	2,601	

# Listing Inventory

All Santa Fe

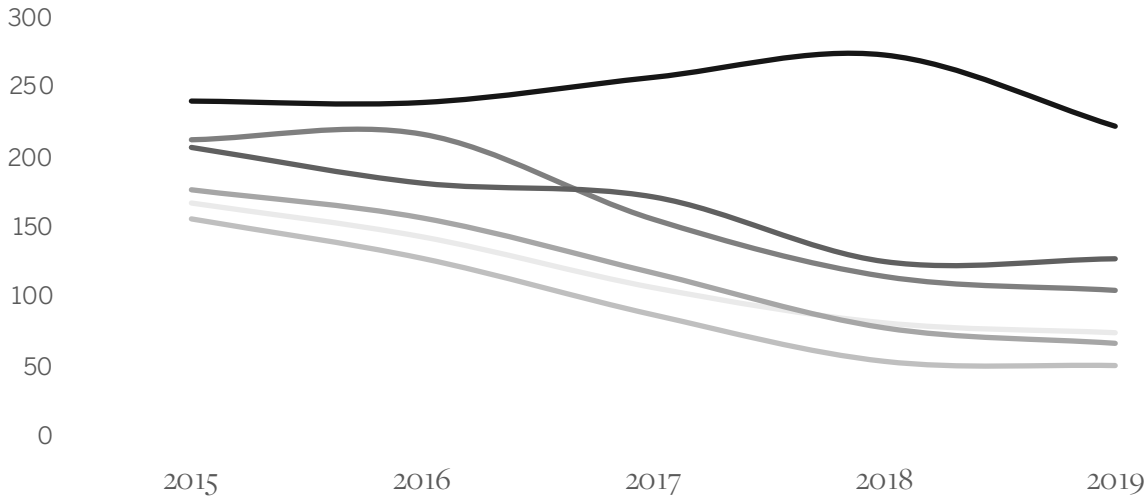


## Active Listings for all of Santa Fe County as of December 31, 2019

Q4	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
<i>{2019 v 2018}</i> Change	-21%	-17%	-18%	-13%	-6%	-13%	-16%
2019	204	219	150	109	143	63	888
2018	259	265	183	126	152	72	1,057
2017	278	291	176	140	155	70	1,110

# 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
<sup>{2019 v 2018}</sup> Change	-8%	-5%	-14%	-9%	2%	-19%	-9%
2019	76	52	68	106	128	224	69
2018	83	55	79	116	126	275	76
2017	108	88	118	157	173	259	109
2016	144	128	157	218	183	241	144
2015	168	156	177	214	209	242	169

# My Featured Listings

## SOPHISTICATED ELEGANCE

27 WILDHORSE  
MLS 201905522 | \$1,450,000 (PENDING)



## INCREDIBLE VIEW LOT IN CERROS ALTOS

2051 CERROS ALTOS  
MLS 201804676 | \$950,000



## GLORIOUS OUTDOOR SPACES

4 GWENDOLYN COURT  
MLS 201904872 | \$835,000 (PENDING)



# My Featured Listings

## BROAD JEMEZ MOUNTAIN SUNSET VIEWS

6 WINDRIDGE CIRCLE, LOT 443  
MLS 201902923 | \$95,000

