



## **Sonoma County: Quarterly Real Estate Market Dynamics**

Market indicators are often seasonal in nature, with spring and summer typically being the periods of highest demand, and the mid-winter holiday period being the period of lowest activity. The pandemic deeply affected early Q2 2020 market activity, but an extremely dramatic rebound soon followed – then the terrible fires struck in late summer and early autumn.

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Data from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate.

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## Sonoma County Real Estate

### Year-over-Year Q3 Comparisons: Selected Market Indicators

Statistic	Q3 2016	Q3 2017	Q3 2018	Q3 2019	Q3 2020
Median House Sales Price	\$585,000	\$625,000	\$659,000	\$667,000	\$715,000
Median Condo Sales Price	\$326,000	\$364,000	\$403,000	\$358,000	\$391,000
Avg. House \$/Sq.Ft. Value	\$400/sq.ft.	\$420	\$457	\$456	\$485/sq.ft.
Avg. Condo \$/Sq.Ft. Value	\$301/sq.ft.	\$327	\$360	\$342	\$360/sq.ft.
Average Days on Market	59 days	54	51	61	64 days
Sales Price to Orig. LP %	97.3% of LP	97.4%	96.4%	96.1%	97.6% of LP
Number of Sales	1586 sales	1572	1383	1443	1910 sales
% of Listings Sold	58% of listings	56%	46%	46%	64% of listings
# Sales, \$1.25 Million+	111 sales	125	143	137	269 sales
% of Listings Sold, \$1.25m+	26% of listings	26%	31%	24%	43% of listings
# of Sales, \$2 Million+	39 sales	27	41	42	98 sales

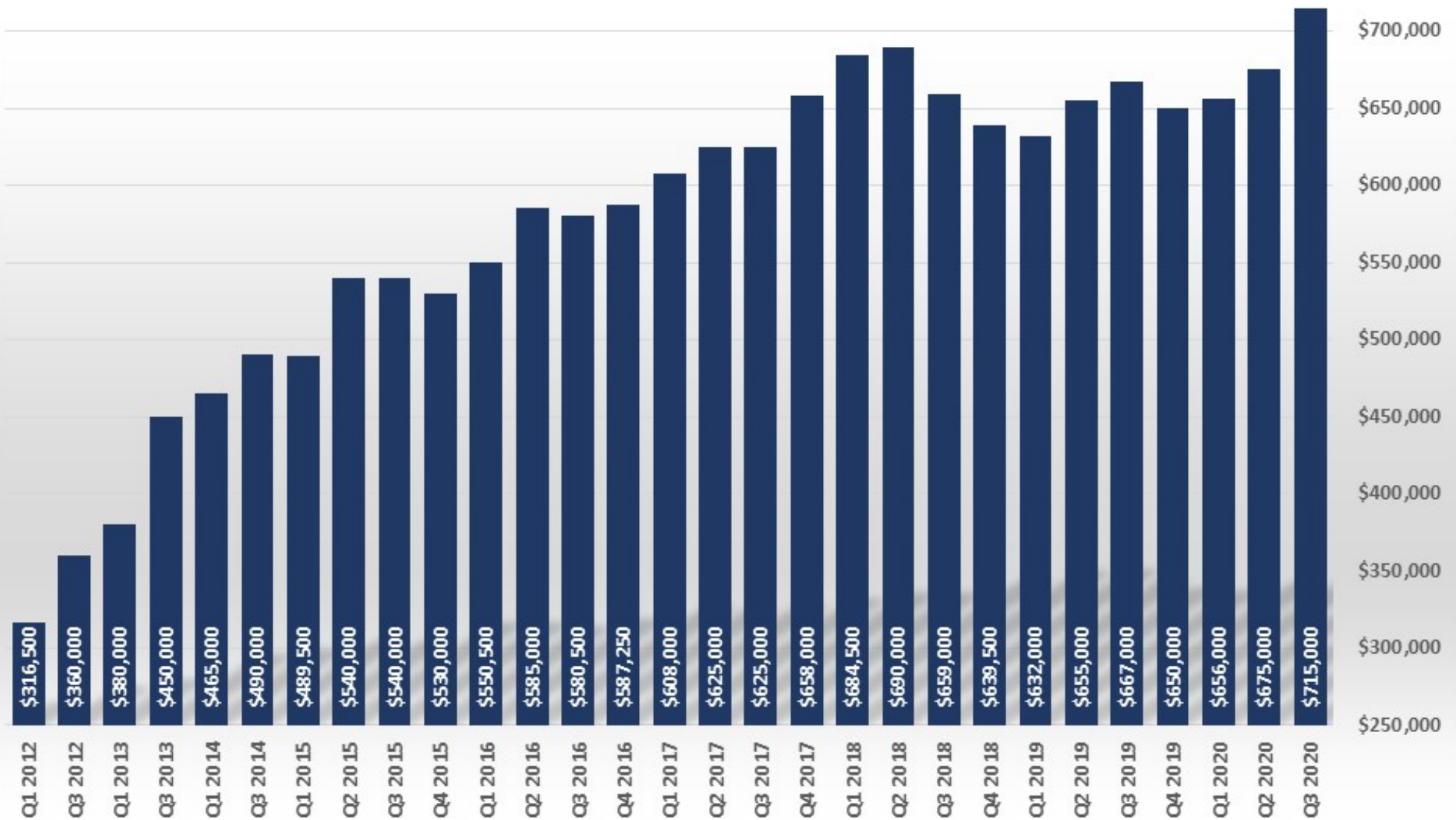
Houses, condos and co-ops unless specified otherwise. Sales reported to MLS, per Broker Metrics. Not all sales are reported. Data from sources deemed reliable, but may contain errors and subject to revision. Q3 2020 sales are estimates using data available in early October: Late reported sales may alter these numbers. All numbers are approximate.

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# Sonoma Home Price Appreciation

Median House Sales Prices by Quarter, 2012 - Present

As reported to MLS,  
per Broker Metrics



Median sales prices can be and often are affected by other factors besides changes in fair market value. Longer-term trends are more meaningful than short term fluctuations. All numbers approximate and subject to revision. Last quarter may change with late reported sales.

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# Sonoma County Home Sales & Size

Average House Square Footage, by Quarter: 2-Period Moving Average



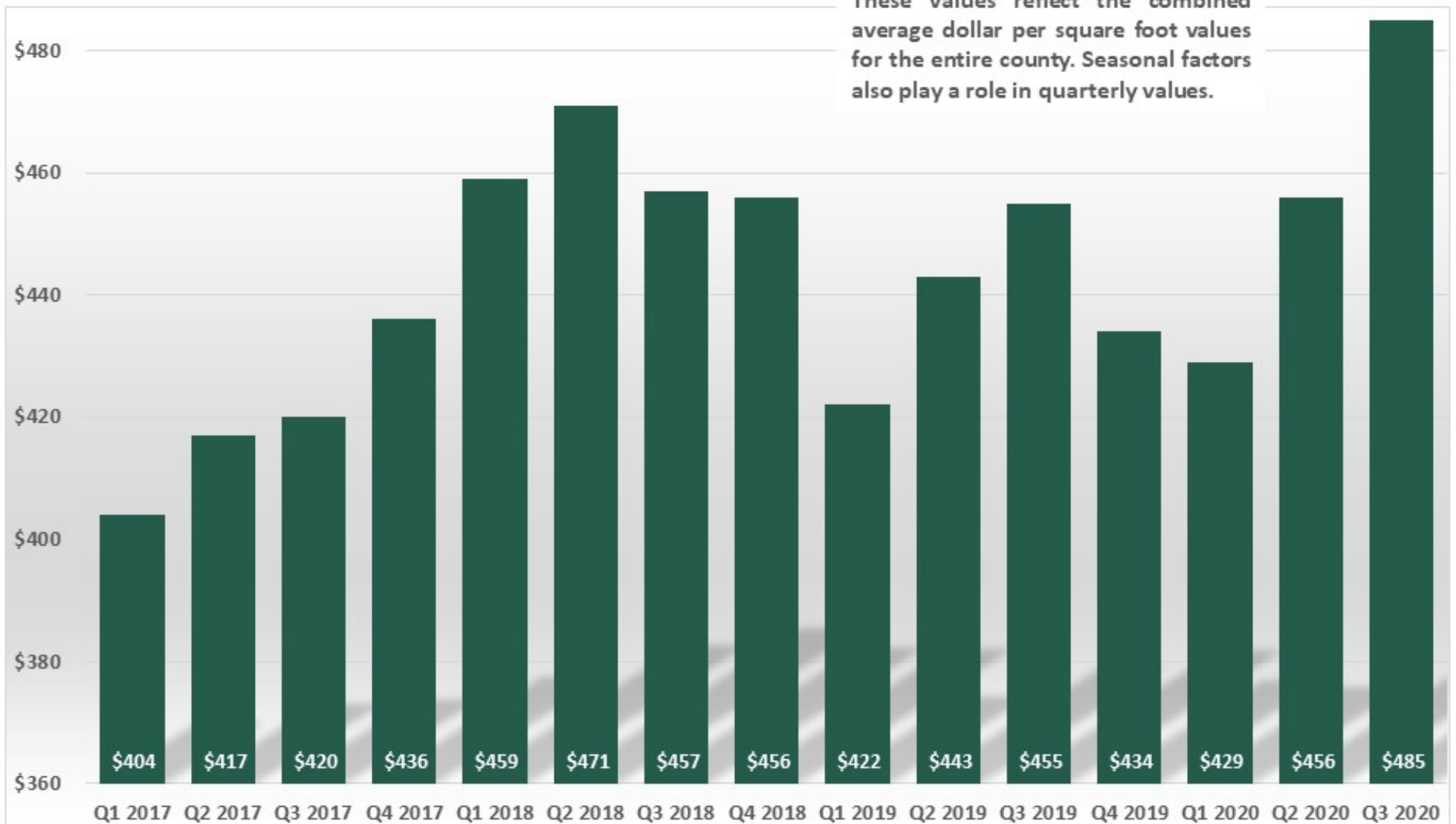
2-period moving average. MLS house sales data per Broker Metrics: deemed reliable but may contain errors and is subject to revision. All numbers approximate.

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## Sonoma County House Values

Average Dollar per Square Foot Values, by Quarter

These values reflect the combined average dollar per square foot values for the entire county. Seasonal factors also play a role in quarterly values.



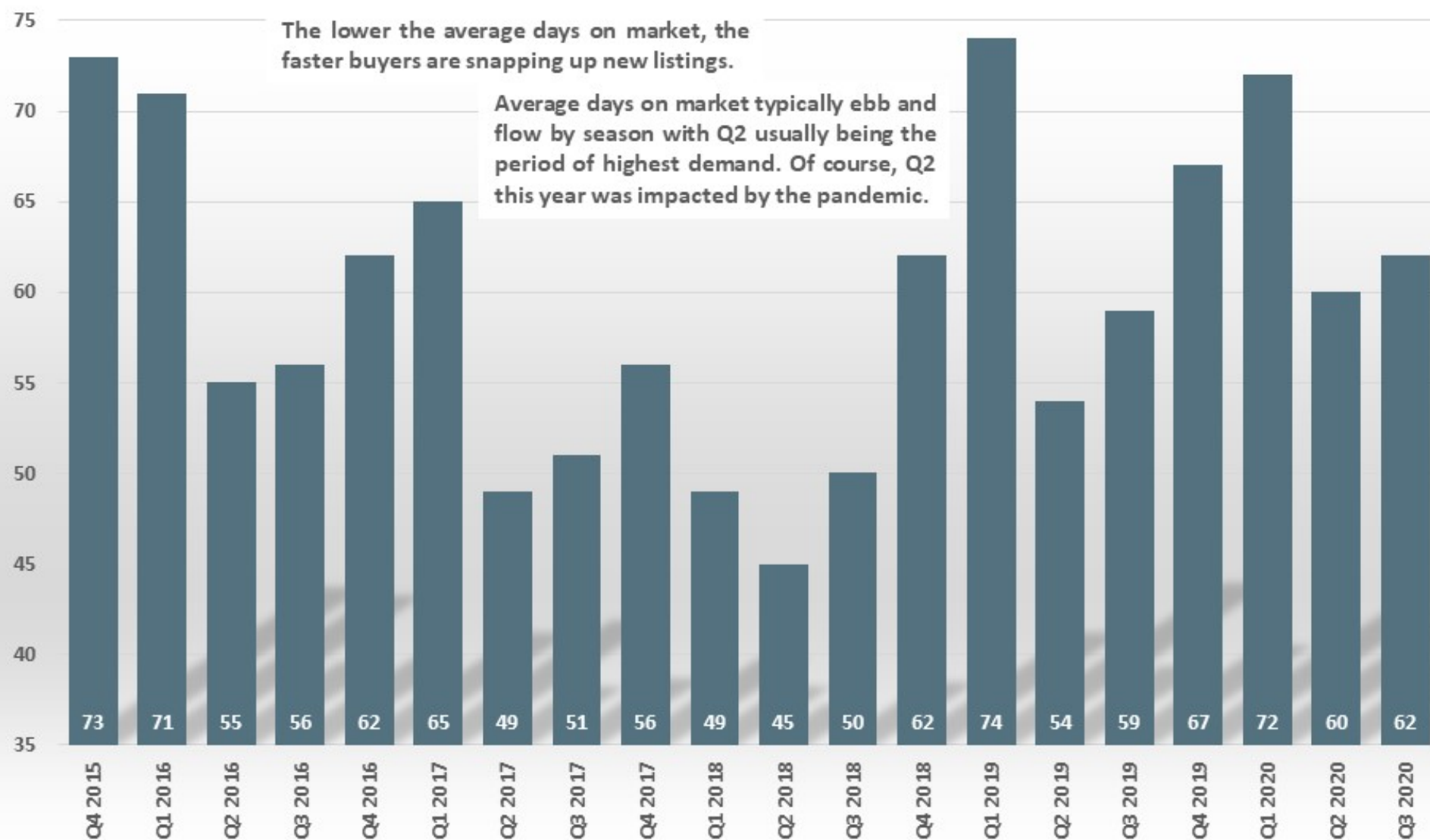
MLS house sales data per Broker Metrics: deemed reliable but may contain errors and is subject to revision. All numbers approximate.

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## Average Days on Market by Quarter

Sonoma County Market, 2015 to Present – Homes Selling for \$1,500,000 & Less

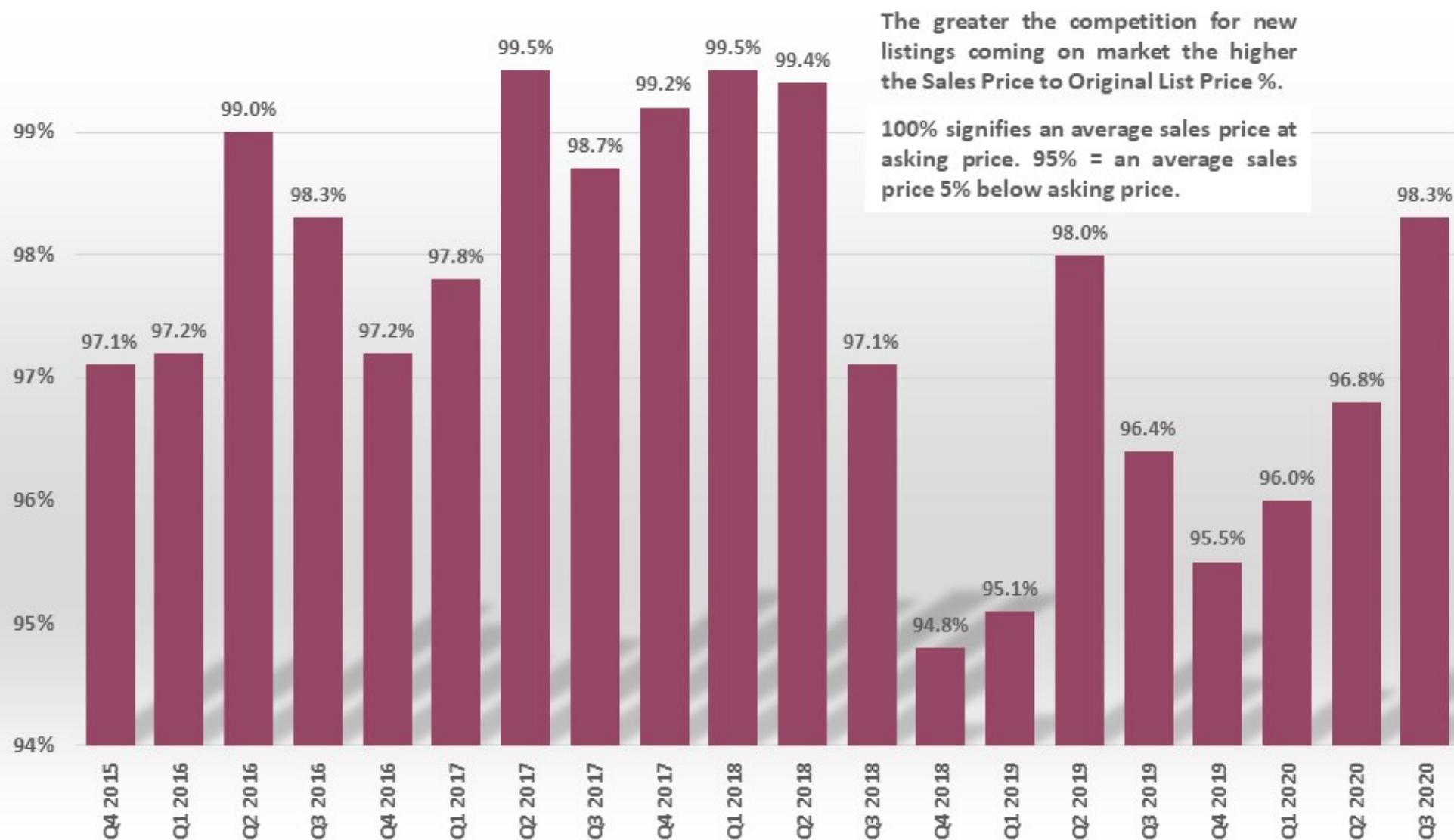


For sold listings reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision.

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## Sales Price to Original List Price % by Quarter

Sonoma County Market, 2015 to Present – Homes Selling for \$1,500,000 & Less

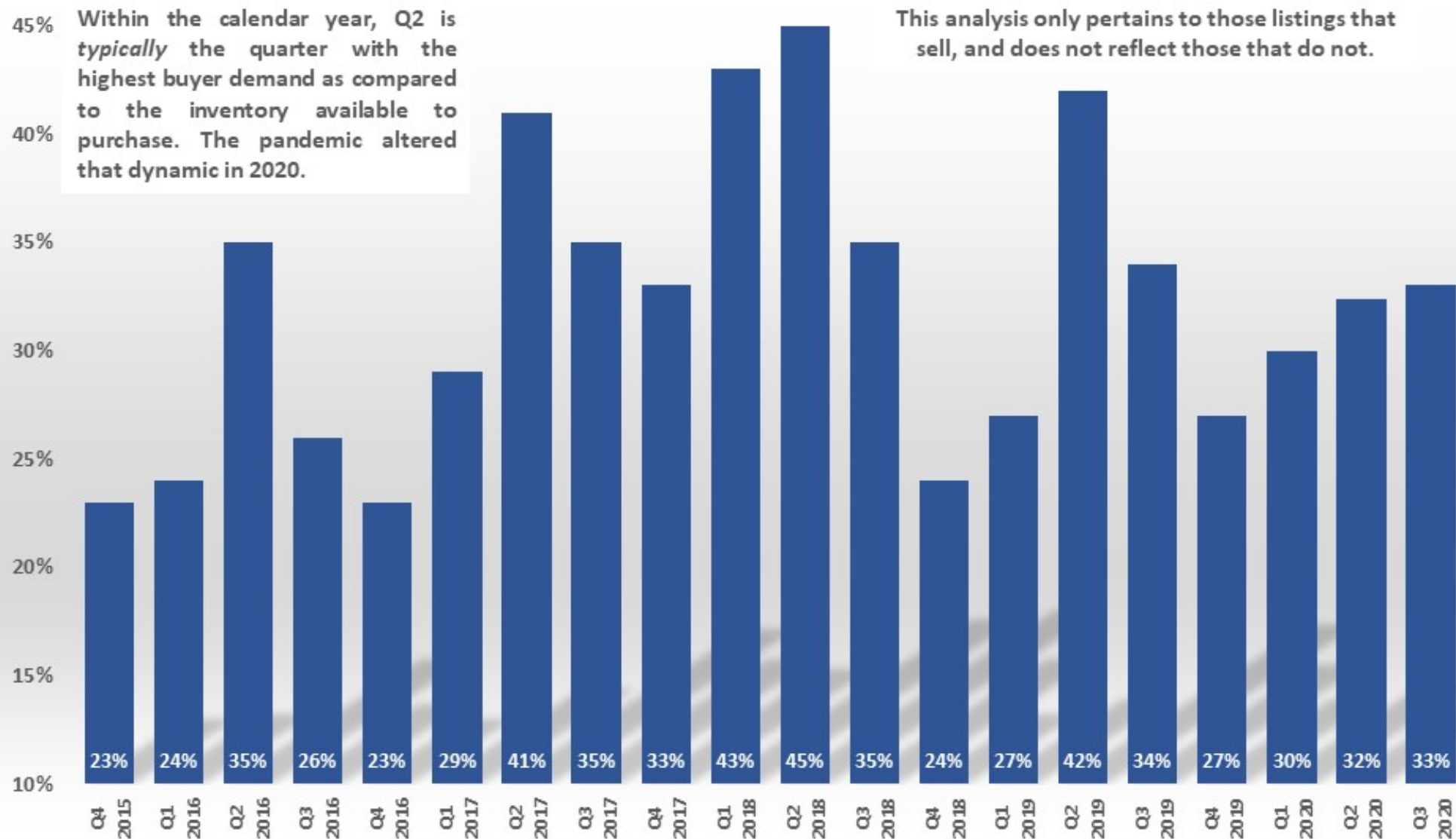


For sold residential properties reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. Last reading may change with late reported activity.

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# Percentage of Home Sales Selling Within 30 Days

Sonoma County Quarterly Market Trends since 2016



Sales reported to MLS. Data from sources deemed reliable but may contain errors and subject to revision. All numbers approximate.

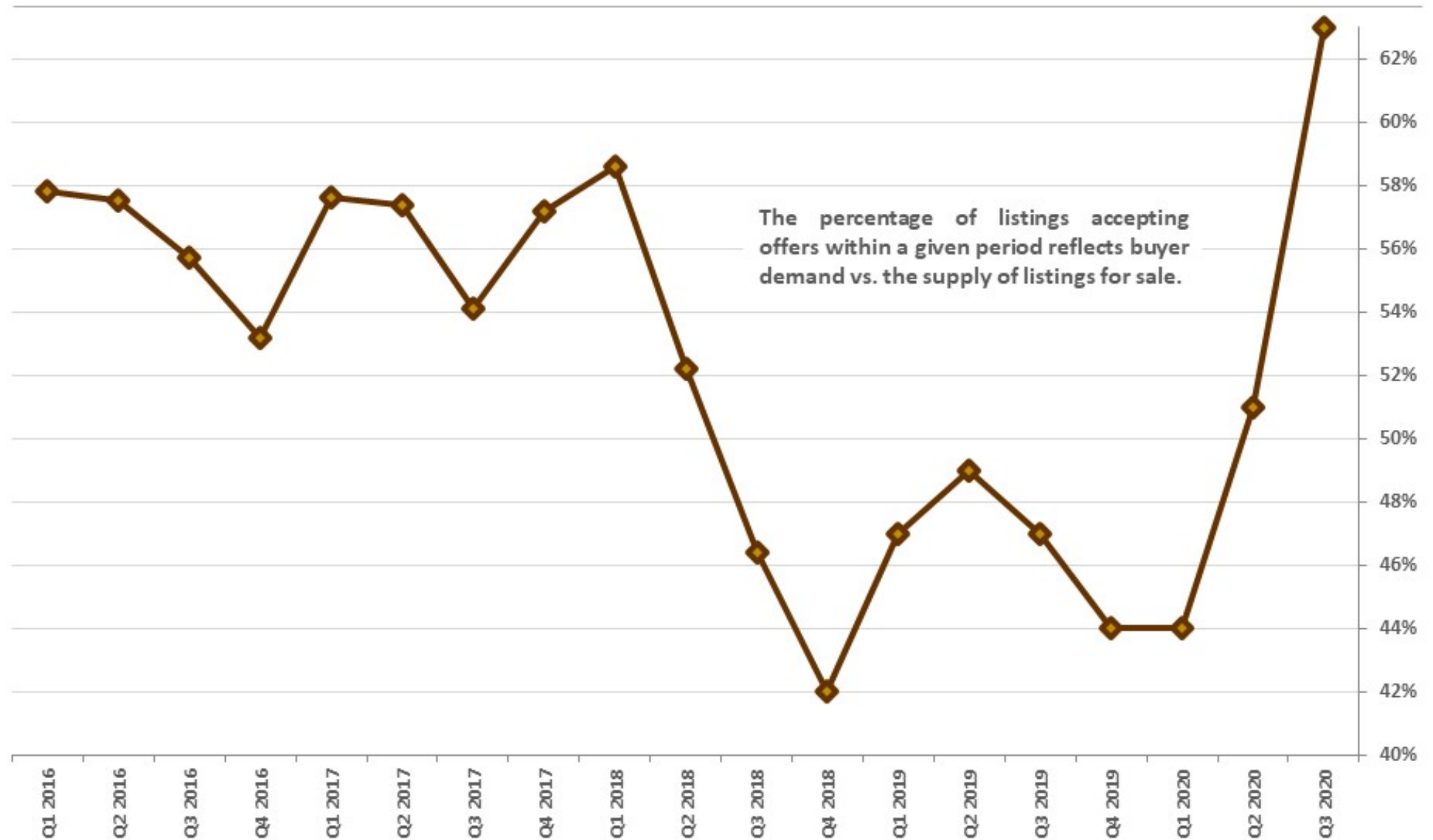
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## Percentage of Listings Accepting Offers by Quarter

### Sonoma County Real Estate Market Dynamics since 2016

House & condo listings, by quarter,  
reported to MLS, per Broker Metrics

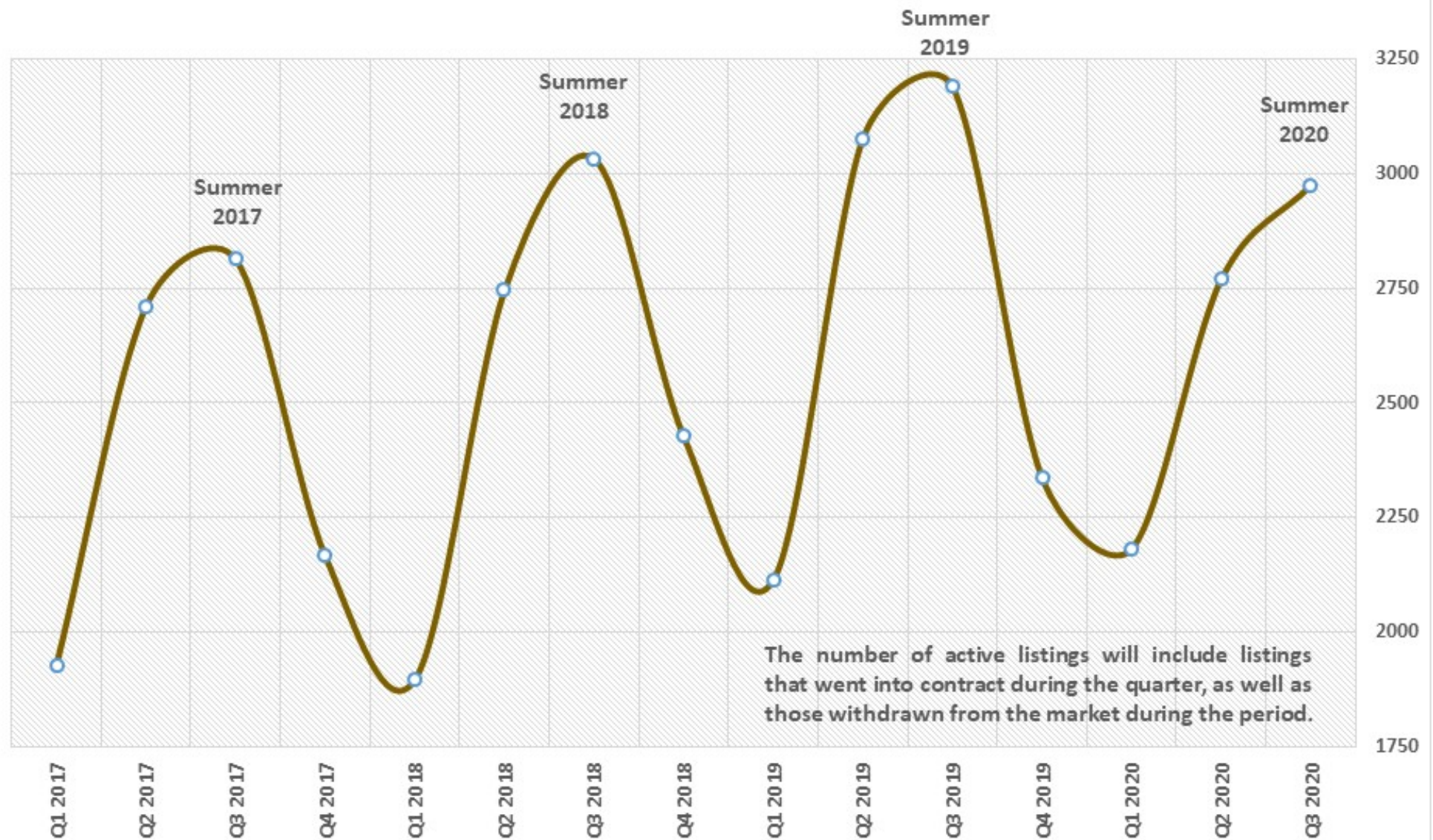


Data from sources deemed reliable, but may contain errors.  
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## Active Listings on Market in Quarter

### Sonoma County Market Dynamics & Seasonality



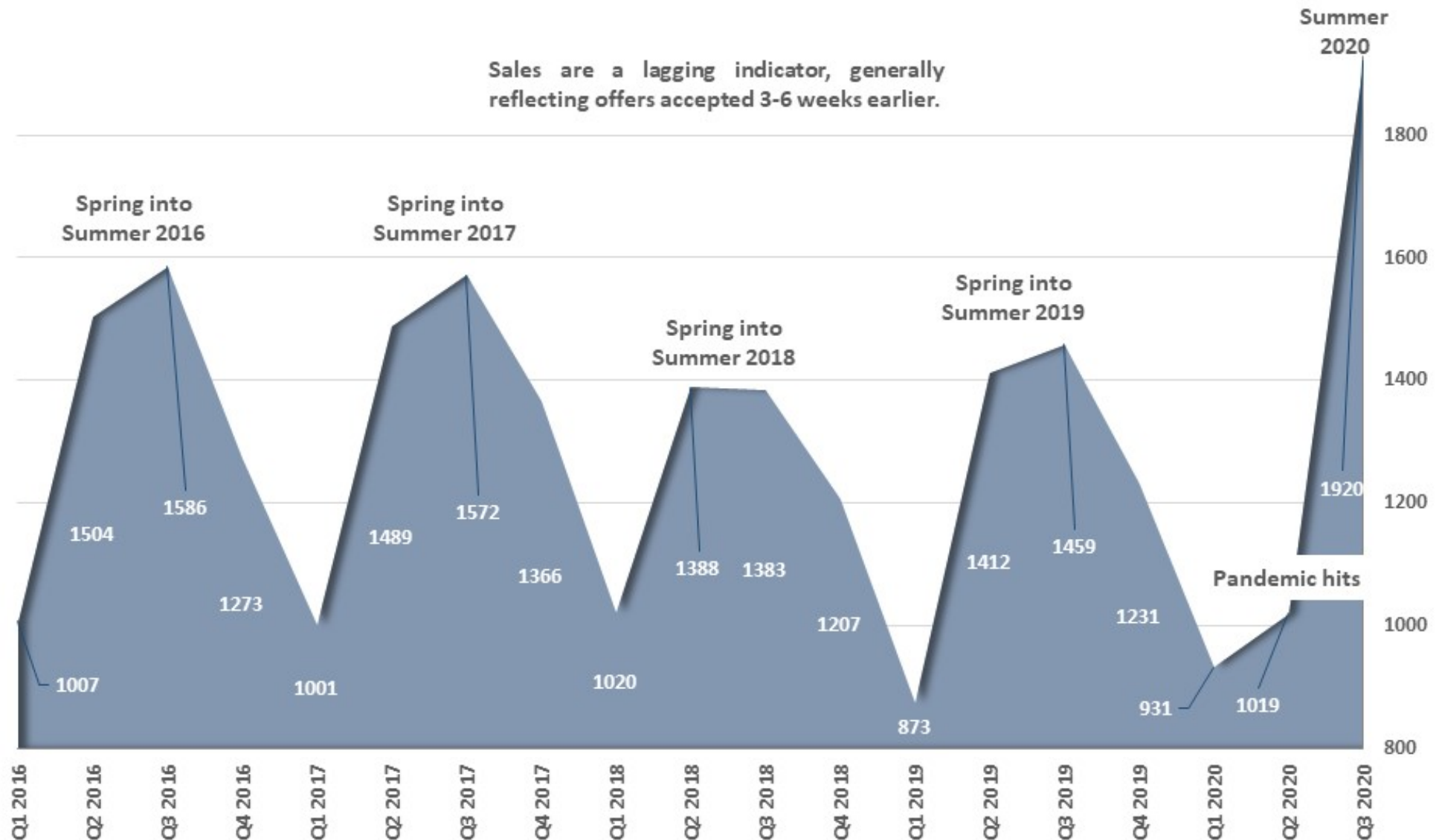
Residential market activity reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

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# Home Sales Volume by Quarter

## Sonoma County Market Dynamics & Seasonality

Sales are a lagging indicator, generally reflecting offers accepted 3-6 weeks earlier.



House and condo activity reported to MLS, per Broker Metrics. Data from sources deemed reliable but may contain errors and subject to revision. All numbers should be considered approximate.

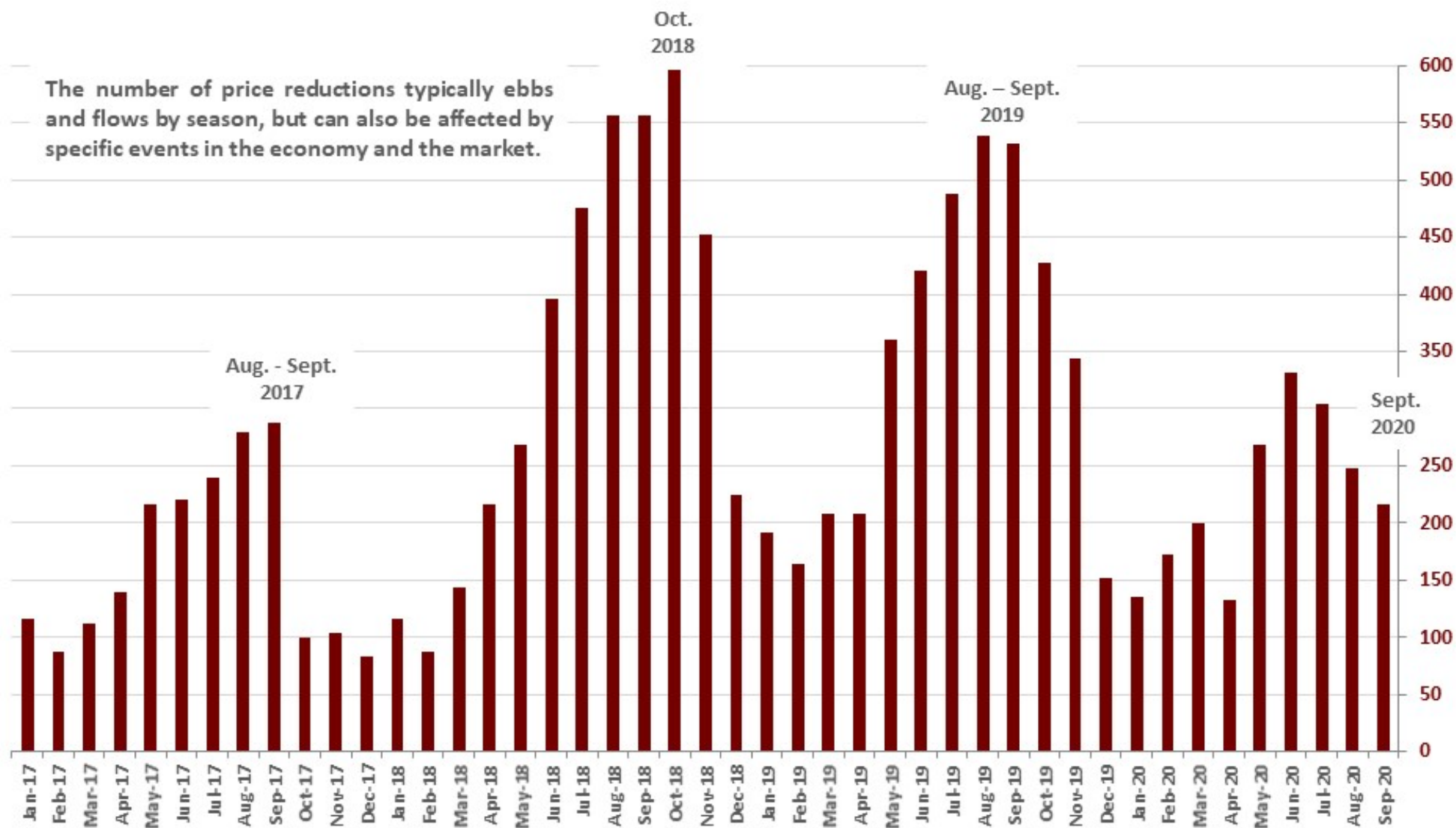
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# Price Reductions on Active Listings

## Sonoma County Real Estate Market Dynamics

For houses and condos

The number of price reductions typically ebbs and flows by season, but can also be affected by specific events in the economy and the market.



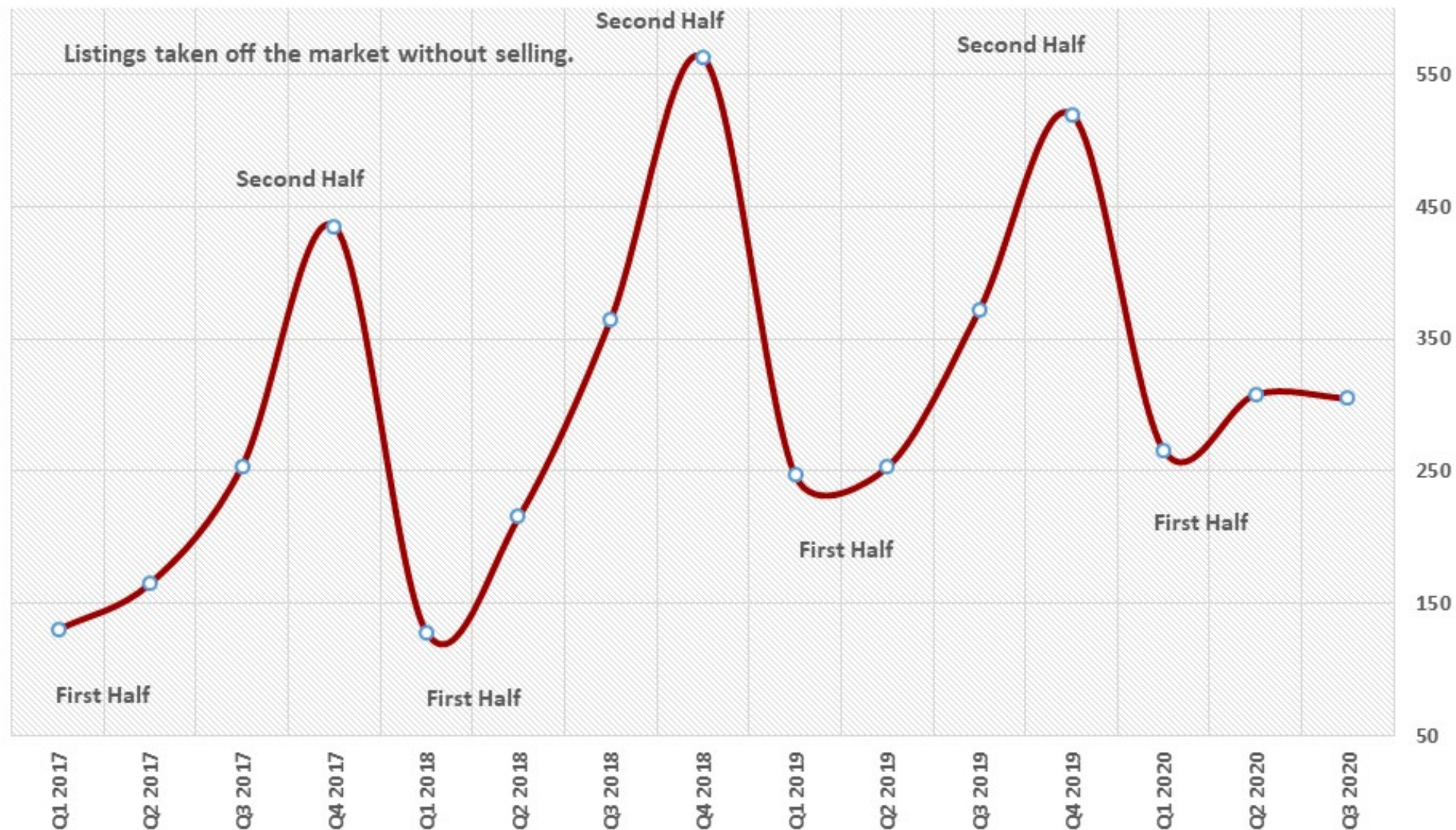
Per Realtor.com Research: <https://www.realtor.com/research/data/>, activity on website. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate.

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## Listings Expired/Withdrawn (No Sale) in Quarter

### Sonoma County Market Dynamics & Seasonality



Residential market activity reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

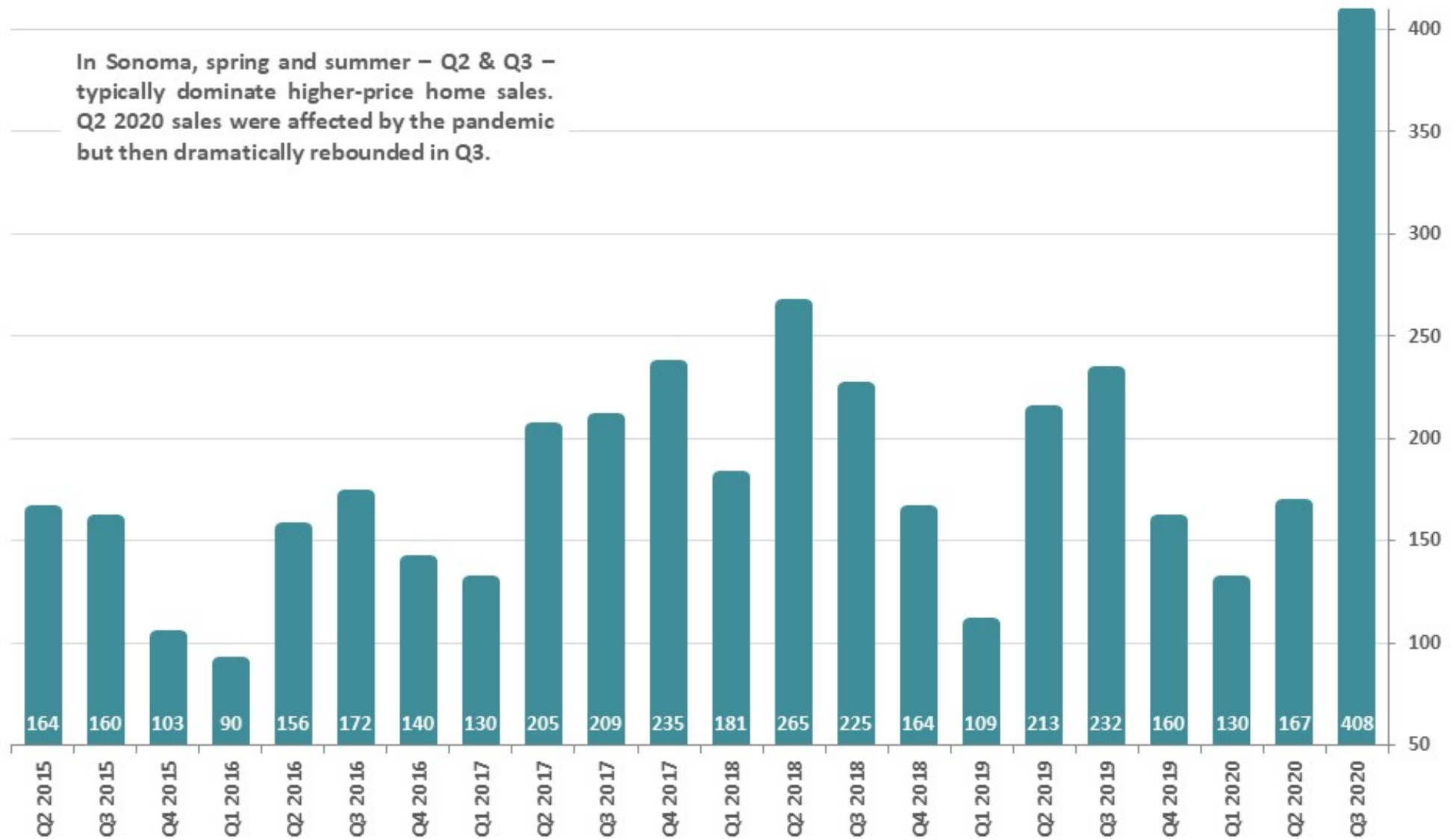
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## Sonoma County Higher-Price Home Sales

Sales of \$1 Million+, by Quarter since 2015

In Sonoma, spring and summer – Q2 & Q3 – typically dominate higher-price home sales. Q2 2020 sales were affected by the pandemic but then dramatically rebounded in Q3.



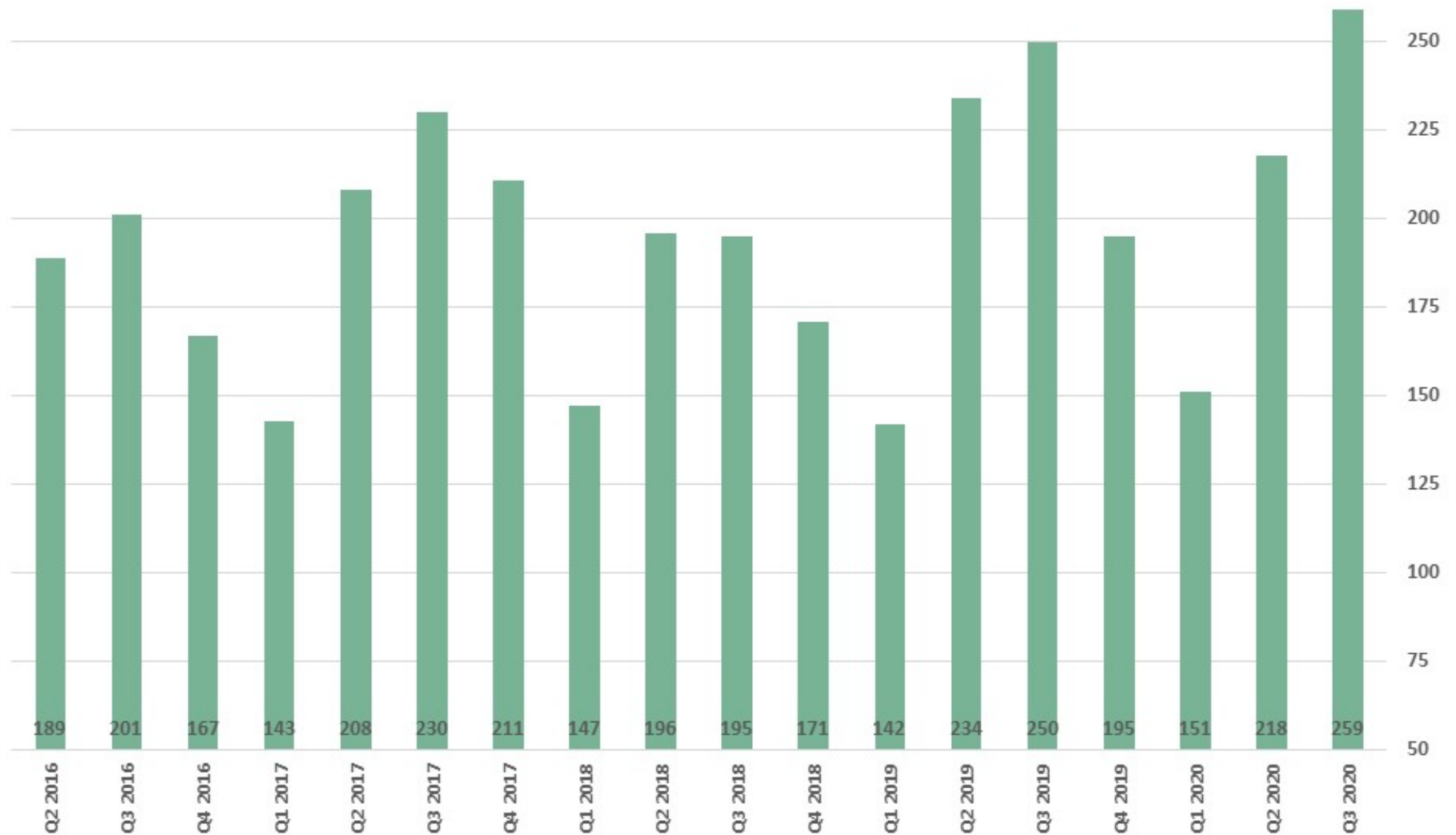
Sales reported to MLS, per Broker Metrics. Data from sources deemed reliable, but subject to error and revision. All numbers are approximate.

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# Sonoma County Luxury Home Market

Active Listings Priced \$2 Million+, by Quarter

As reported to MLS,  
per Broker Metrics



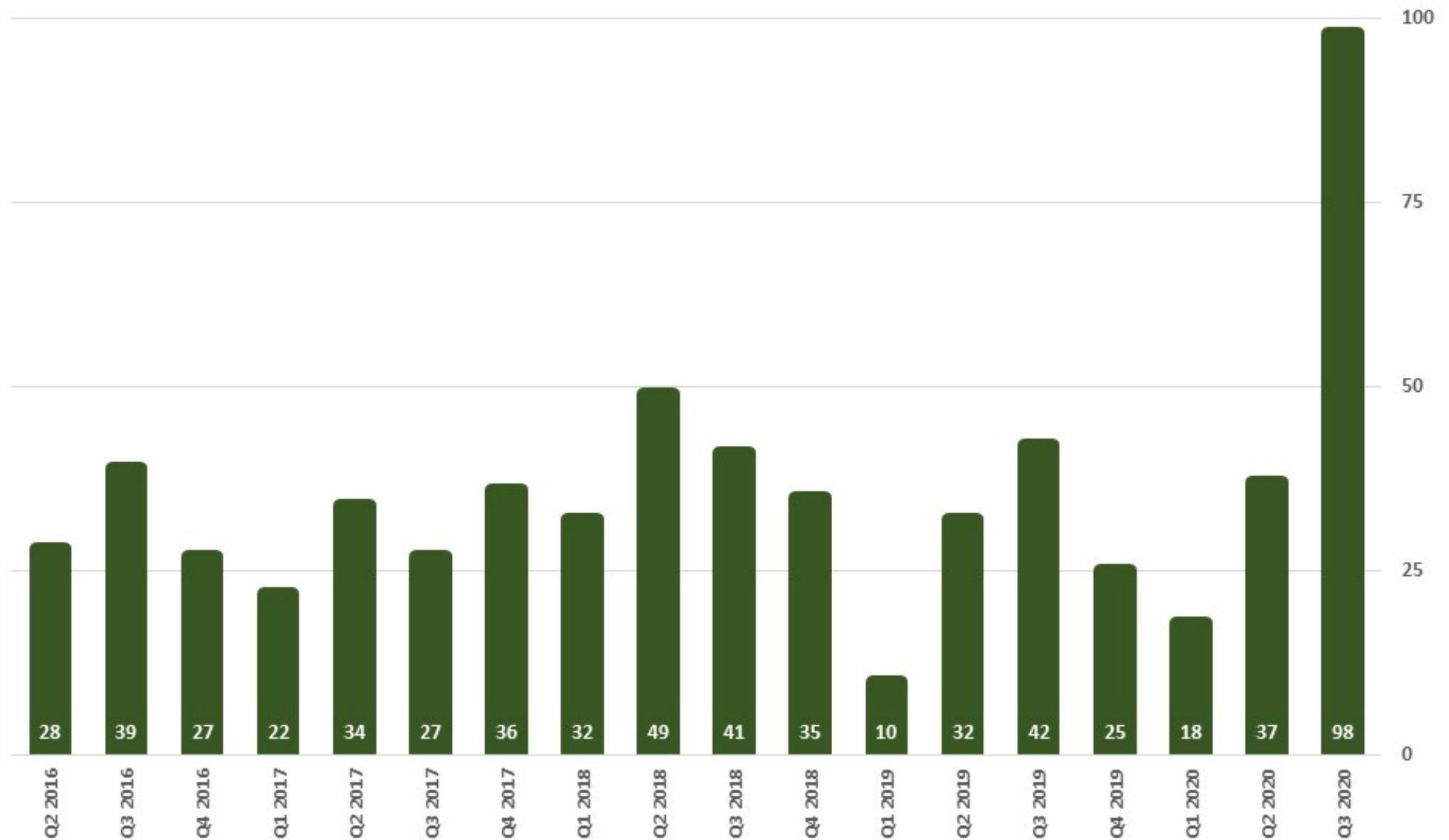
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# Sonoma County Luxury Home Market

Home Sales, \$2 Million+ by Quarter since 2016

As reported to MLS,  
per Broker Metrics

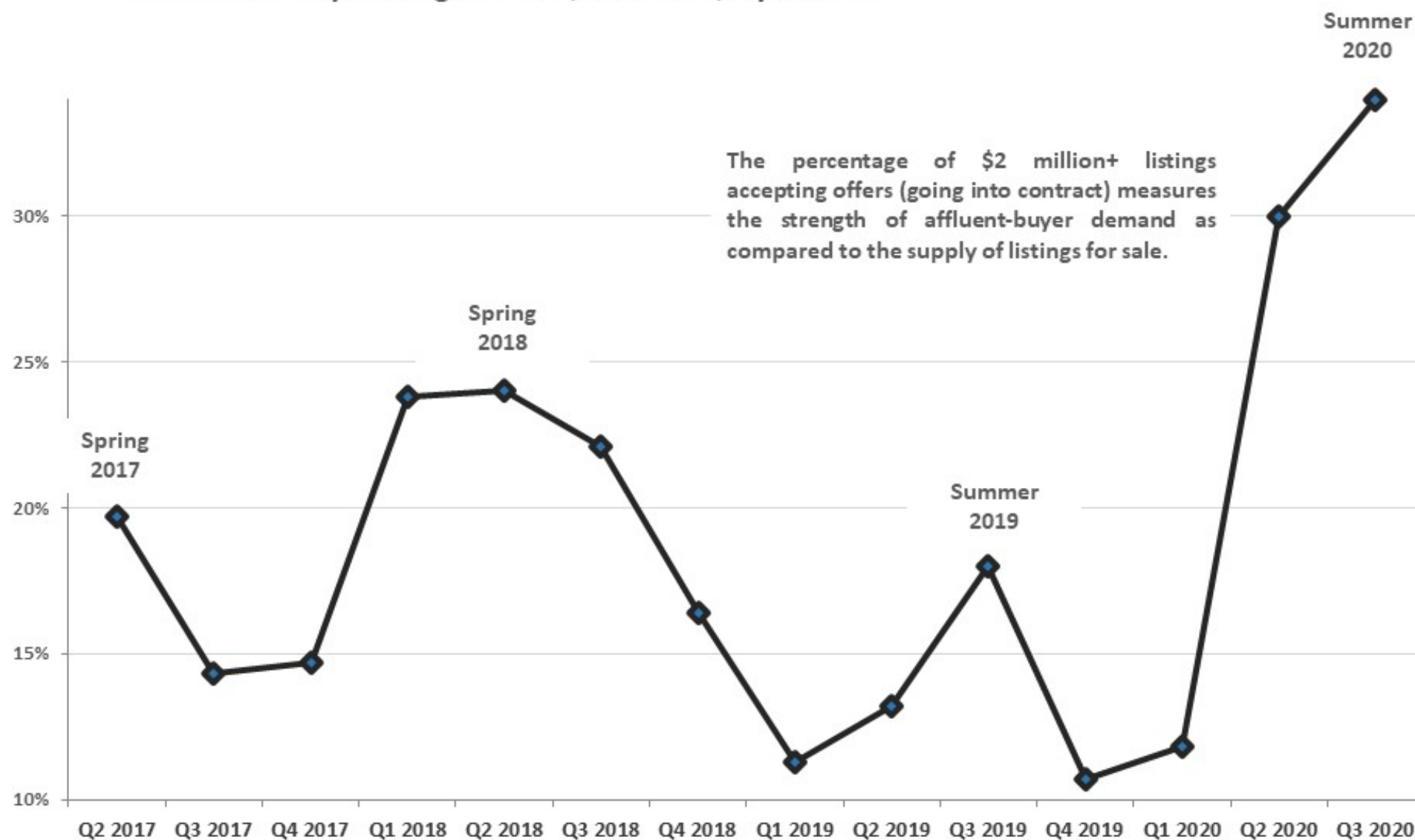


As reported to MLS, per Broker Metrics. Data from sources deemed reliable but may contain errors and subject to revision. All numbers should be considered approximate.

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# Percentage of Luxury Listings Accepting Offers

Sonoma County: Listings Priced \$2 Million+, by Quarter



\* MLS reported data, per Broker Metrics. Last month's data is estimated and may change with late reported activity. Data from sources deemed reliable but may contain errors and subject to revision. All numbers are approximate.

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Compass San Francisco Bay Area Reports: <https://www.bayareamarketreports.com/>

**It is impossible to know how median and average value statistics apply to any particular home without a specific comparative market analysis. Many factors affect sales prices besides neighborhood/ bedroom count: quality of location *within* the neighborhood, condition, size, architecture, views, amenities, parking, outdoor space, etc.**

These analyses were made in good faith with data from sources deemed reliable, but may contain errors and are subject to revision. It is not our intent to convince you of a particular position, but to attempt to provide straightforward data and analysis, so you can make your own informed decisions. Median and average statistics are enormous generalities: There are hundreds of different markets in the county and the Bay Area, each with its own unique dynamics. Median prices and average dollar per square foot values can be and often are affected by other factors besides changes in fair market value. Longer term trends are much more meaningful than short-term.

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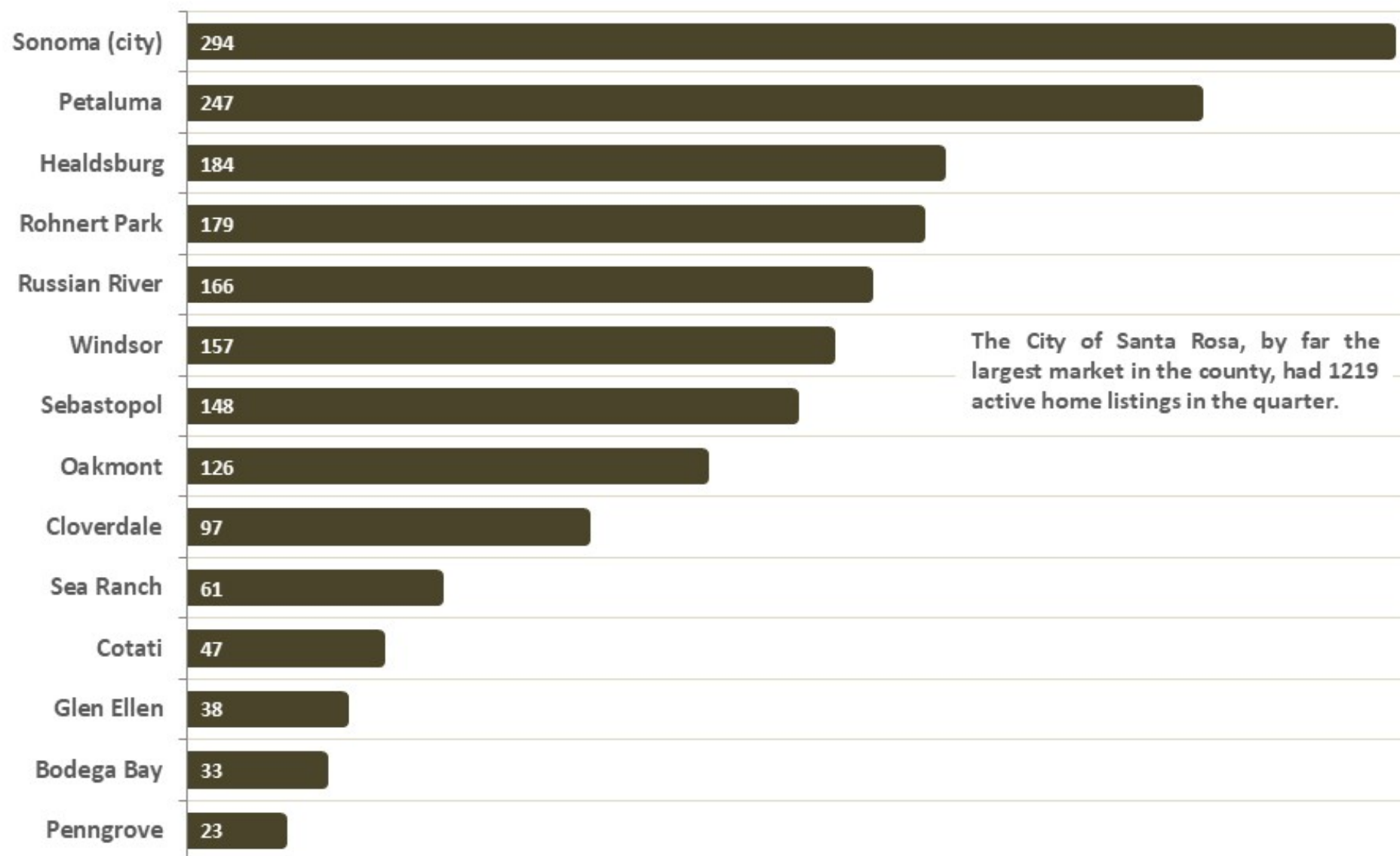
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## Active Listings on Market

Sonoma County Market by City or Region, in Q3 2020

House and condo listings posted to MLS, per Broker Metrics



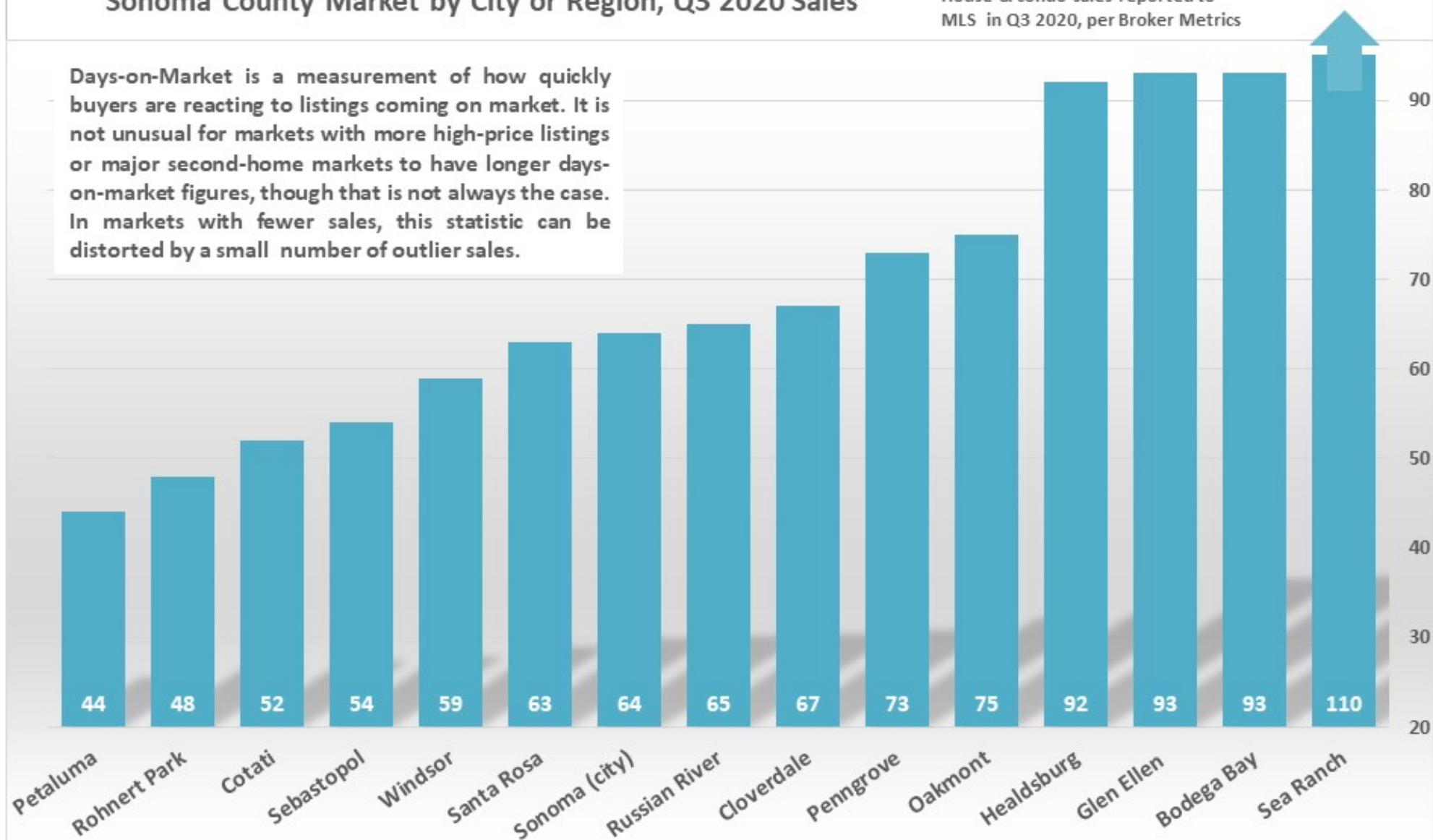
Data from sources deemed reliable but may contain errors and subject to revision.  
All numbers are approximate. City of Sonoma includes the entire zip code 95476.

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## Average Days on Market Prior to Acceptance of Offer Sonoma County Market by City or Region, Q3 2020 Sales

House & condo sales reported to  
MLS in Q3 2020, per Broker Metrics

Days-on-Market is a measurement of how quickly buyers are reacting to listings coming on market. It is not unusual for markets with more high-price listings or major second-home markets to have longer days-on-market figures, though that is not always the case. In markets with fewer sales, this statistic can be distorted by a small number of outlier sales.



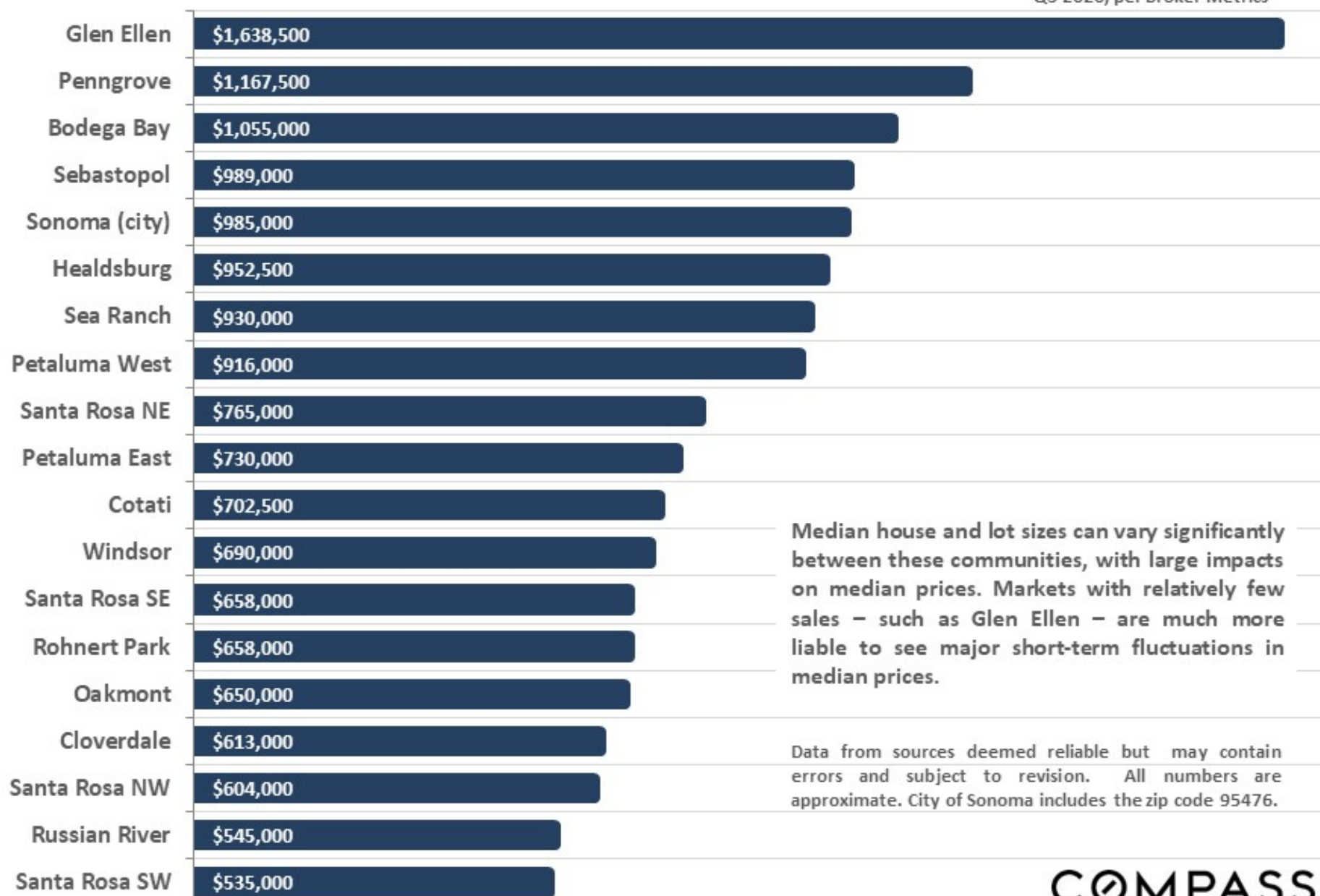
Data derived from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate. City of Sonoma includes the entire zip code 95476.

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# Sonoma House Values

## Median Sales Prices by City or Region, Q3 2020

House sales reported to MLS in  
Q3 2020, per Broker Metrics



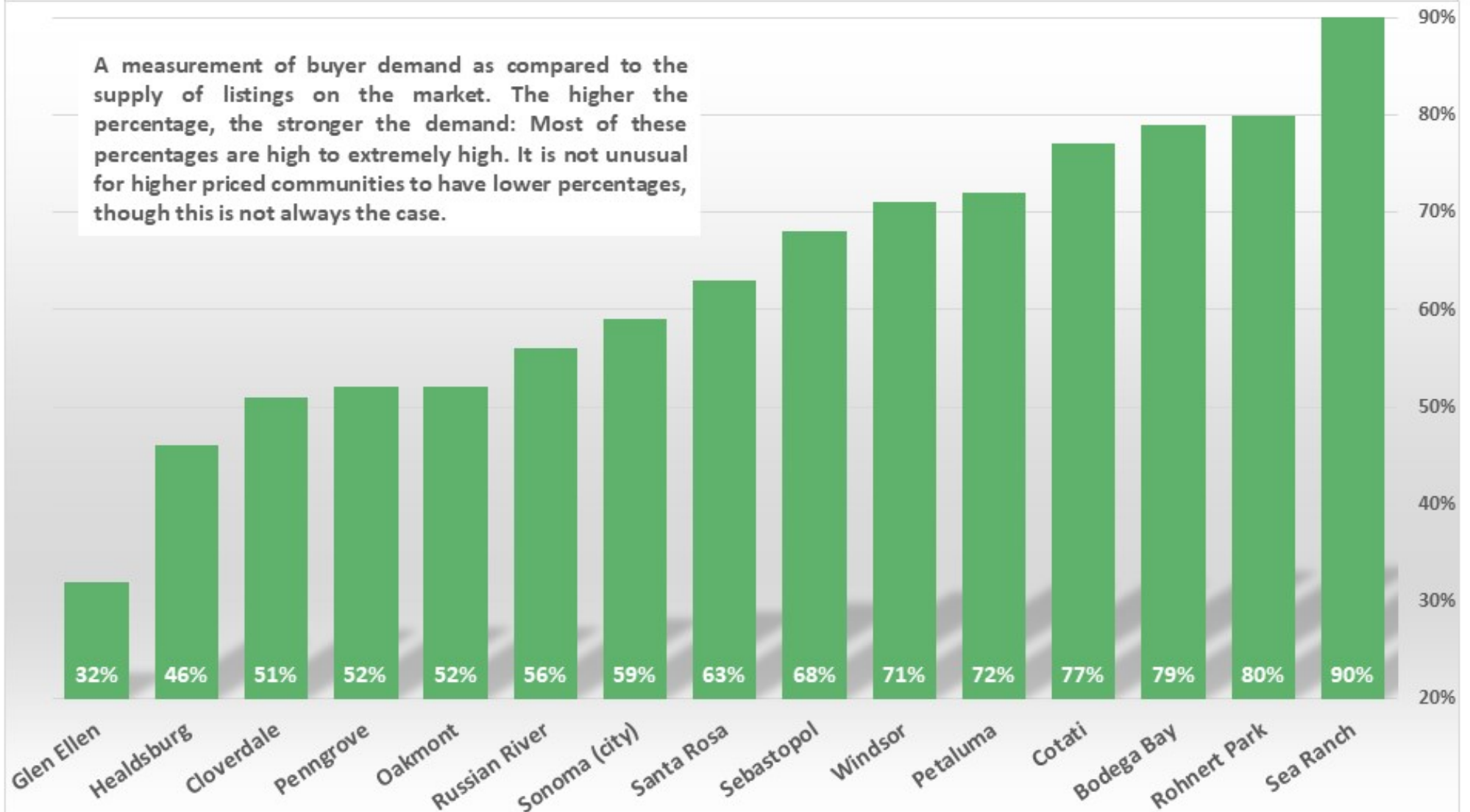
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## Percentage of Listings Accepting Offers

### Sonoma County Market by City or Region, Q3 2020

House and condo activity reported to MLS, per Broker Metrics

A measurement of buyer demand as compared to the supply of listings on the market. The higher the percentage, the stronger the demand: Most of these percentages are high to extremely high. It is not unusual for higher priced communities to have lower percentages, though this is not always the case.



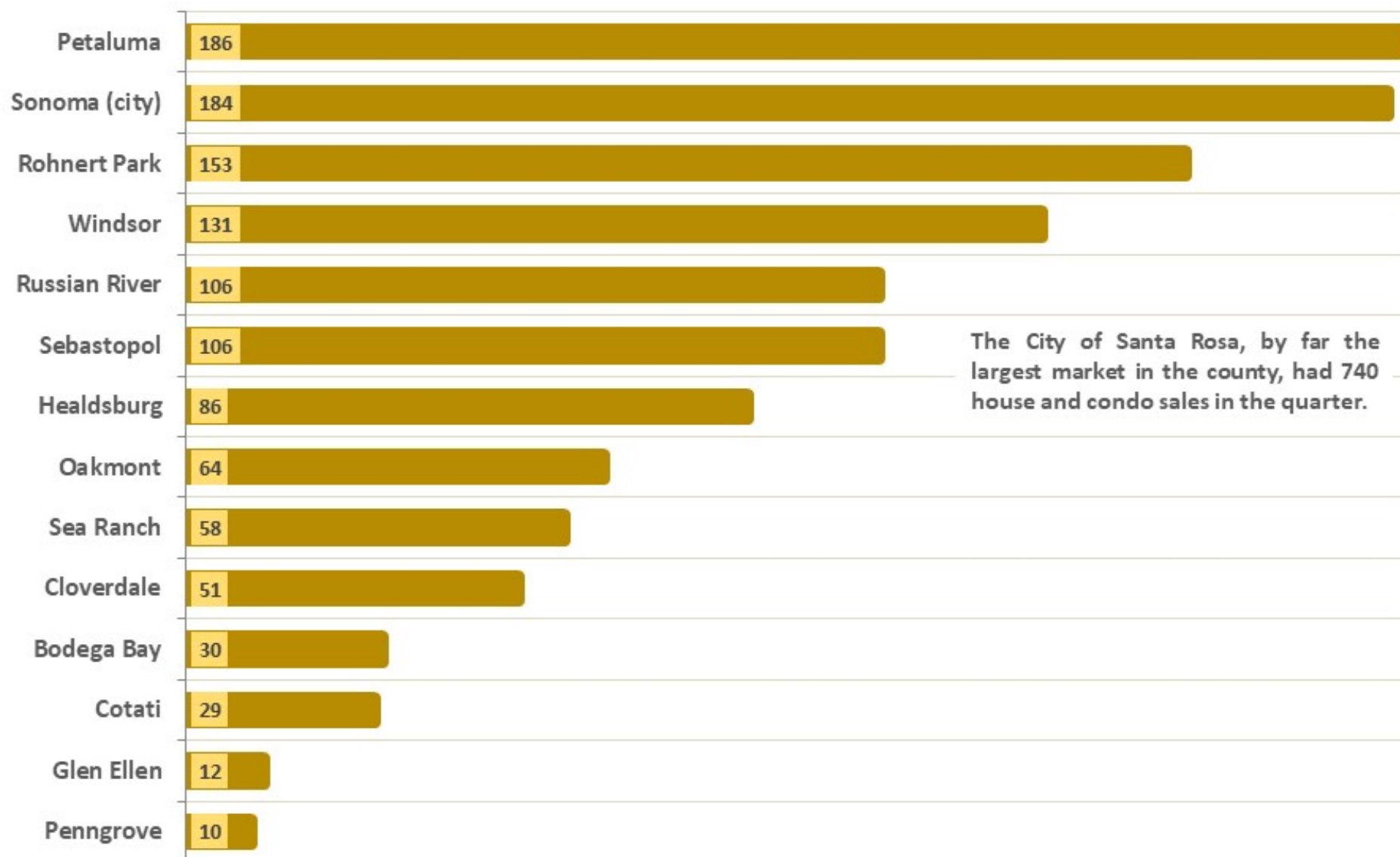
Per Broker Metrics. Data derived from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate.

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## Number of Home Sales within Quarter

### Sonoma County Market by City or Region, in Q3 2020

House and condo sales reported  
to MLS, per Broker Metrics



Data from sources deemed reliable but may contain errors and subject to revision. All numbers are approximate. City of Sonoma includes the entire zip code 95476.

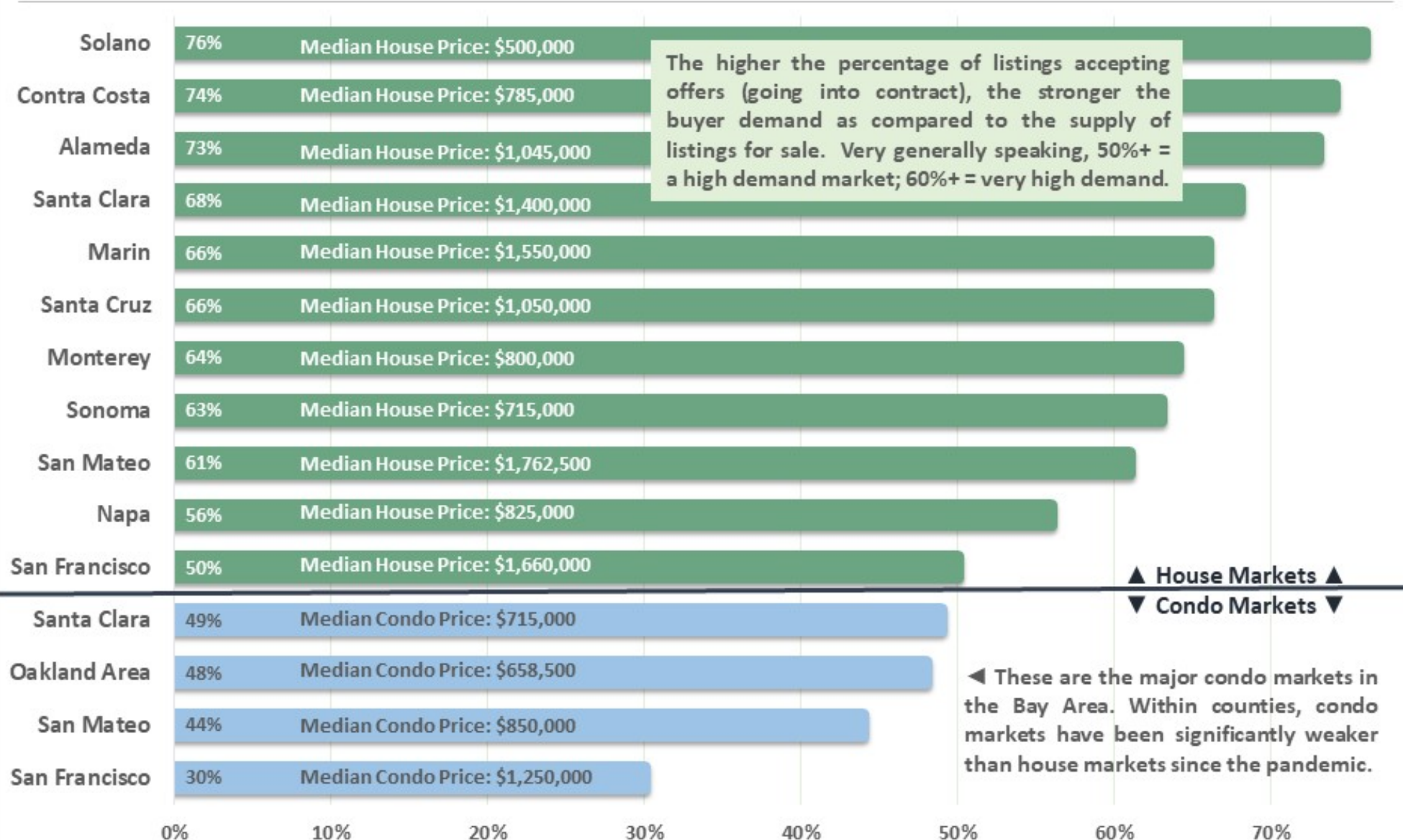
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# Percentage of Listings Accepting Offers in Quarter\*

## Bay Area Counties, House & Condo Markets

Percentages and median prices refer to Q3 2020 sales reported to MLS

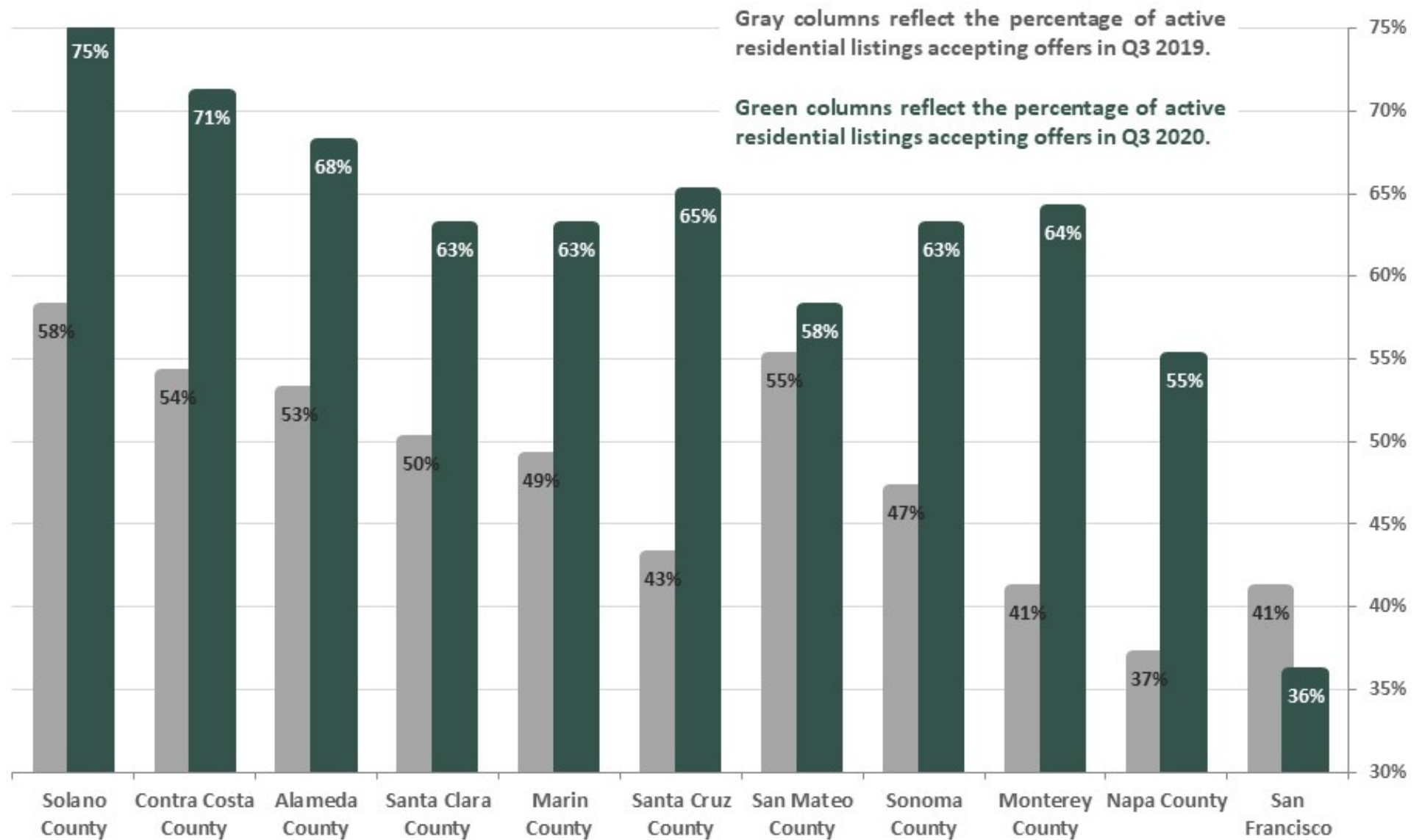


\* Q3 2020 activity reported to MLS, per Broker Metrics. By county except for Oakland condos entry. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

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# Demand vs. Supply, Year-over-Year Comparison

Percentage of Residential Listings Accepting Offers, Q3 2019 to Q3 2020



MLS residential activity, houses, condos, townhouses, duets, per Broker Metrics. These analyses were performed in good faith with data derived from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

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