



## **Napa 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 significantly affected early Q2 2020 market activity, but a dramatic rebound followed soon thereafter – then the terrible fires struck in August and September.

# Napa 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	\$639,000	\$658,000	\$728,000	\$725,000	\$825,000
Average Dollar per Sq.Ft.	\$460/sq.ft.	\$475	\$519	\$549	\$573/sq.ft
Average Days on Market	76 days	68 days	60 days	75 days	78 days
Sales Price to Orig. LP %	95% of LP	93%	95%	92%	94% of LP
Number of Sales	439 sales	379	385	382	544 sales
% of Listings Sold	46% of listings	43%	42%	38%	55% of listings
# of Sales, \$1.25 Million+	55 sales	54	70	73	131 sales
% of Listings Sold, \$1.25m+	21% of listings	20%	26%	23%	34% of listings
# of Sales, \$2 Million+	26 sales	23	28	36	51 sales

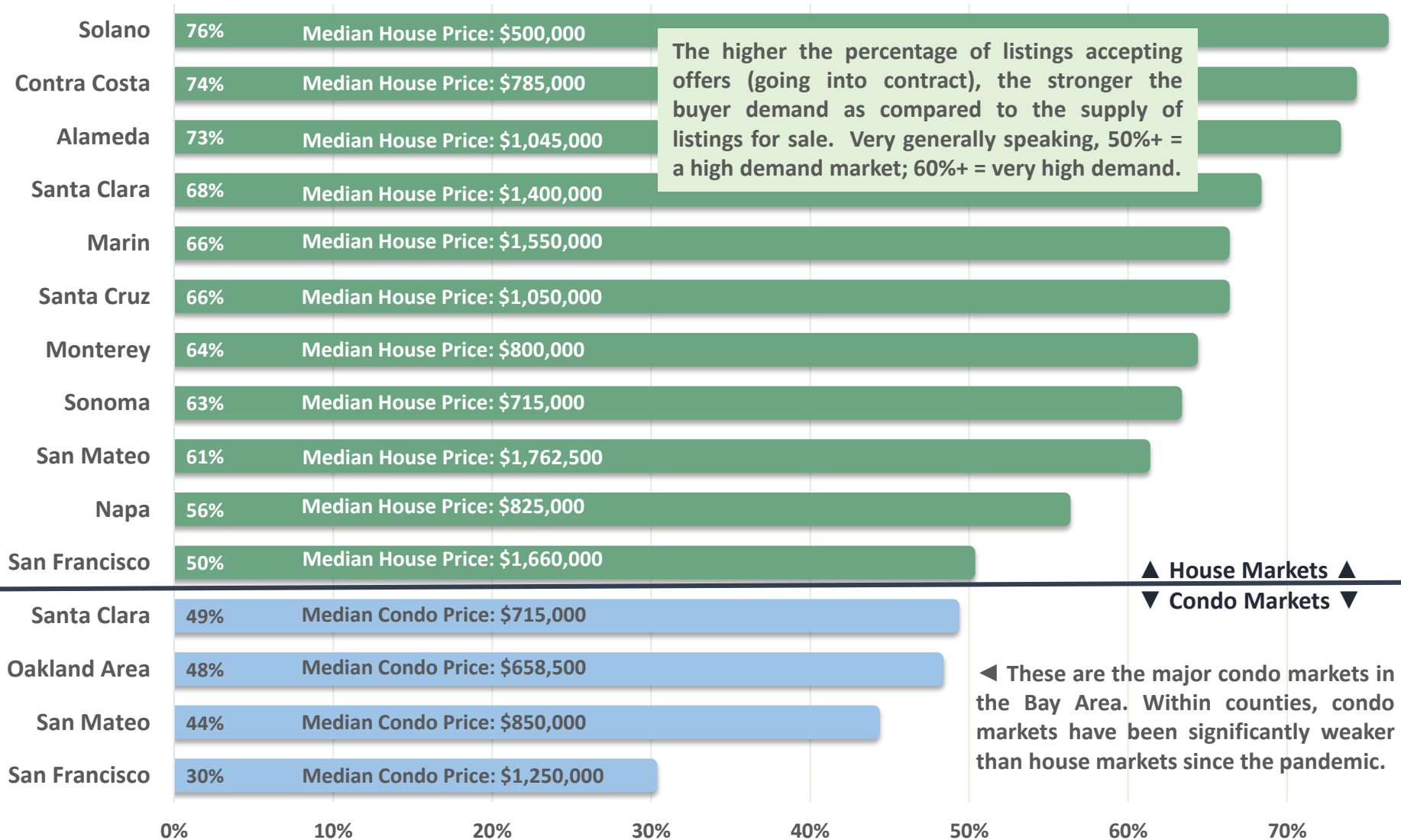
Houses, condos and co-ops unless specified otherwise. Sales reported to MLS, per Broker Metrics. Not all sales are reported. Data from sources deemed reliable, but may contain errors and subject to revision. Q3 2020 sales are estimates using data available in early October. Late reported sales may alter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

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# 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



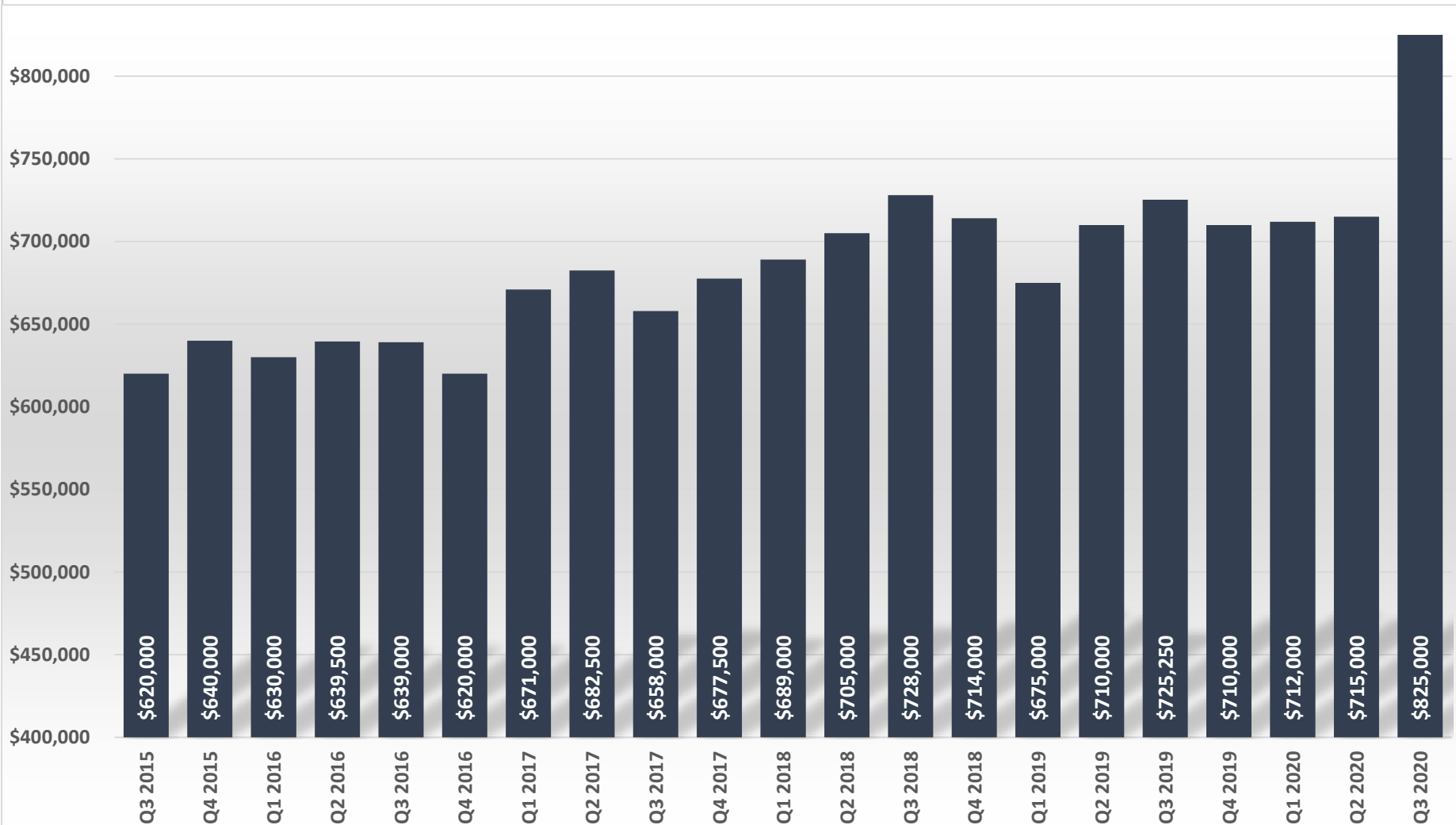
\* Q3 2020 activity reported to MLS, per Broker Metrics. By county except for Oakland condos entry. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

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# Napa County Home Price Appreciation

Median House Sales Prices by Quarter, 2015 - Present

As reported to MLS,  
per Broker Metrics

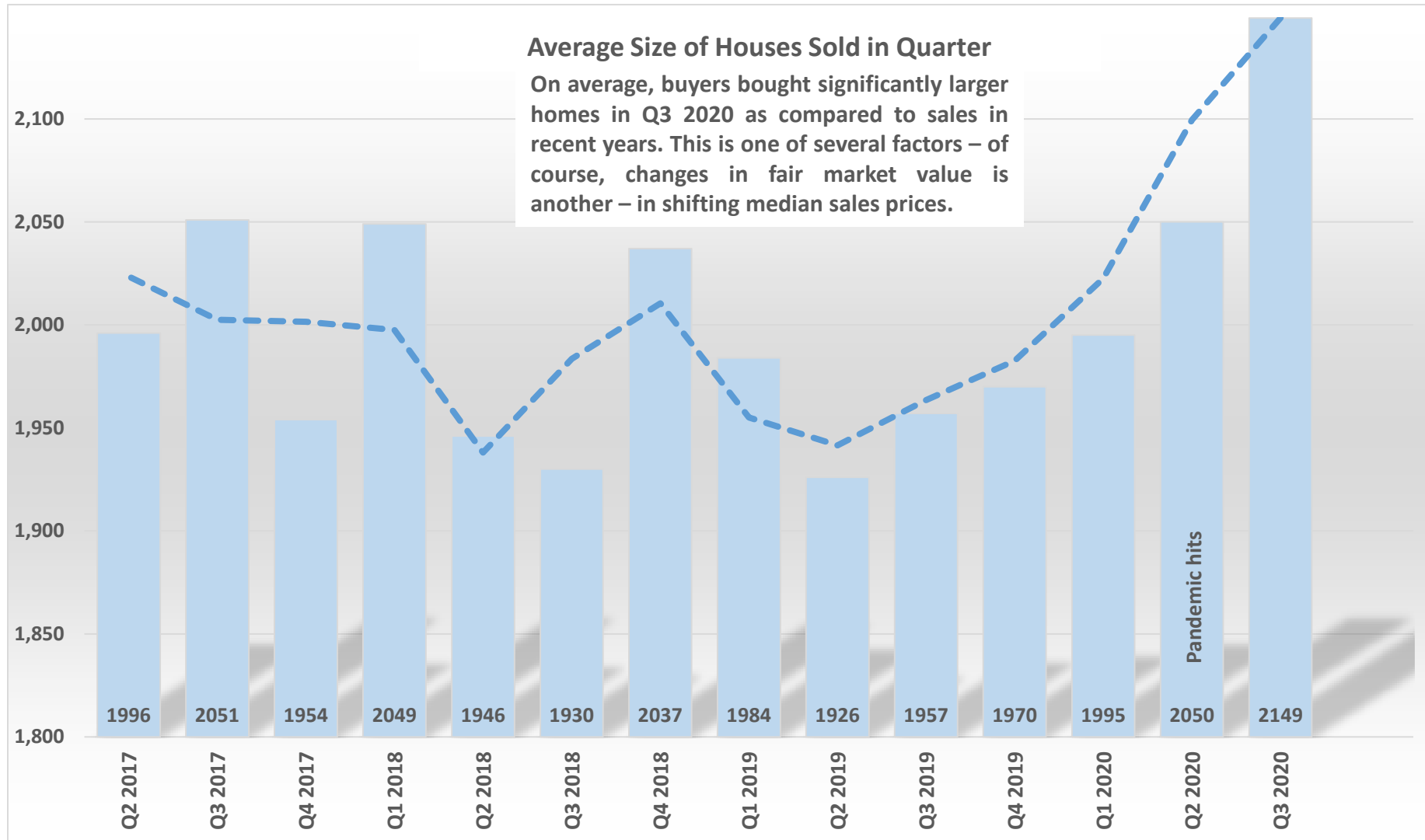


Median sales prices can be and often are affected by other factors besides changes in fair market value. Longer-term trends are more meaningful than short term fluctuations. All numbers are approximate and subject to revision.

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# Napa County Home Sales & Size

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



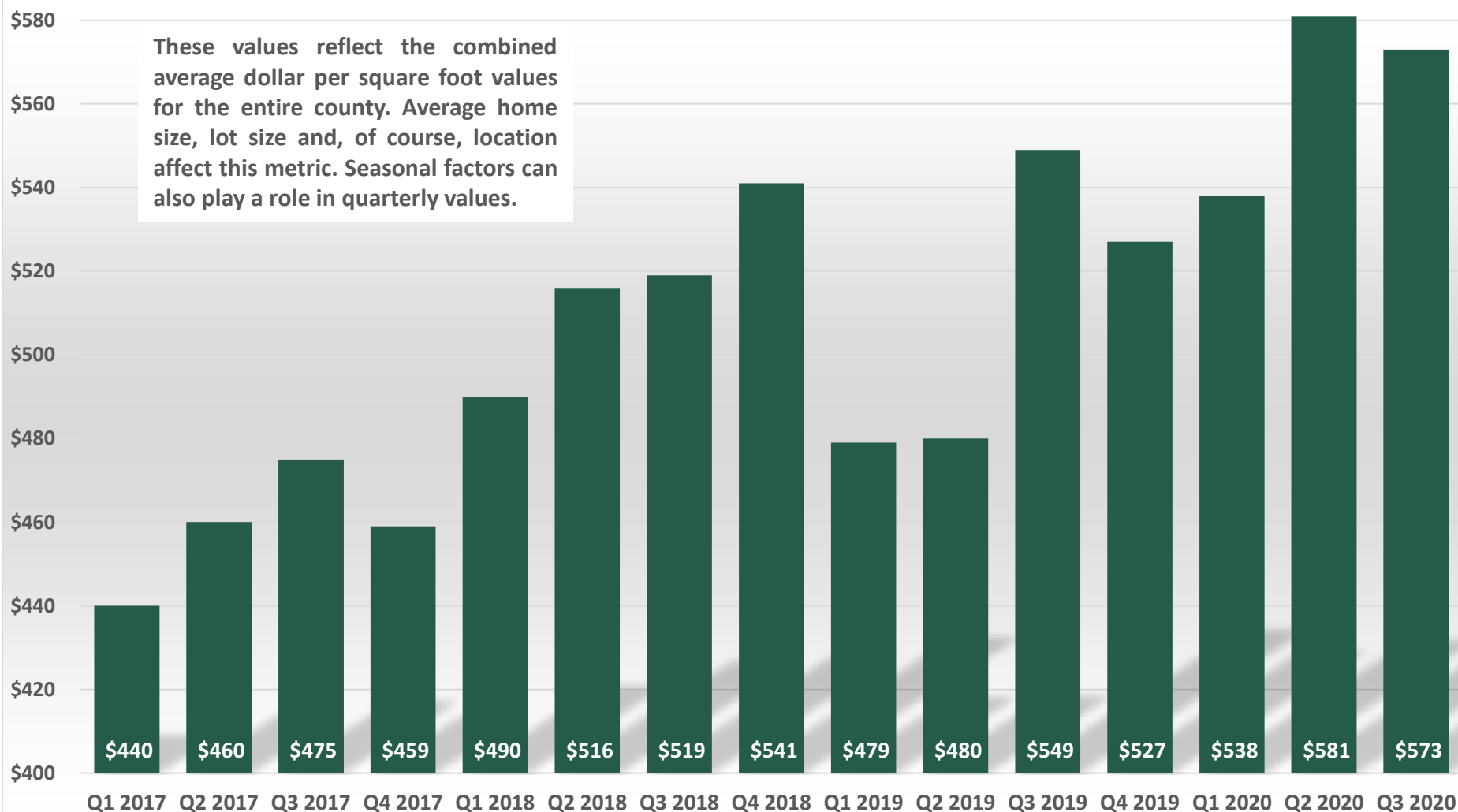
2-period moving average. MLS house sales data per Broker Metrics: deemed reliable but may contain errors and is subject to revision. All numbers approximate.

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# Napa 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. Average home size, lot size and, of course, location affect this metric. Seasonal factors can also play a role in quarterly values.



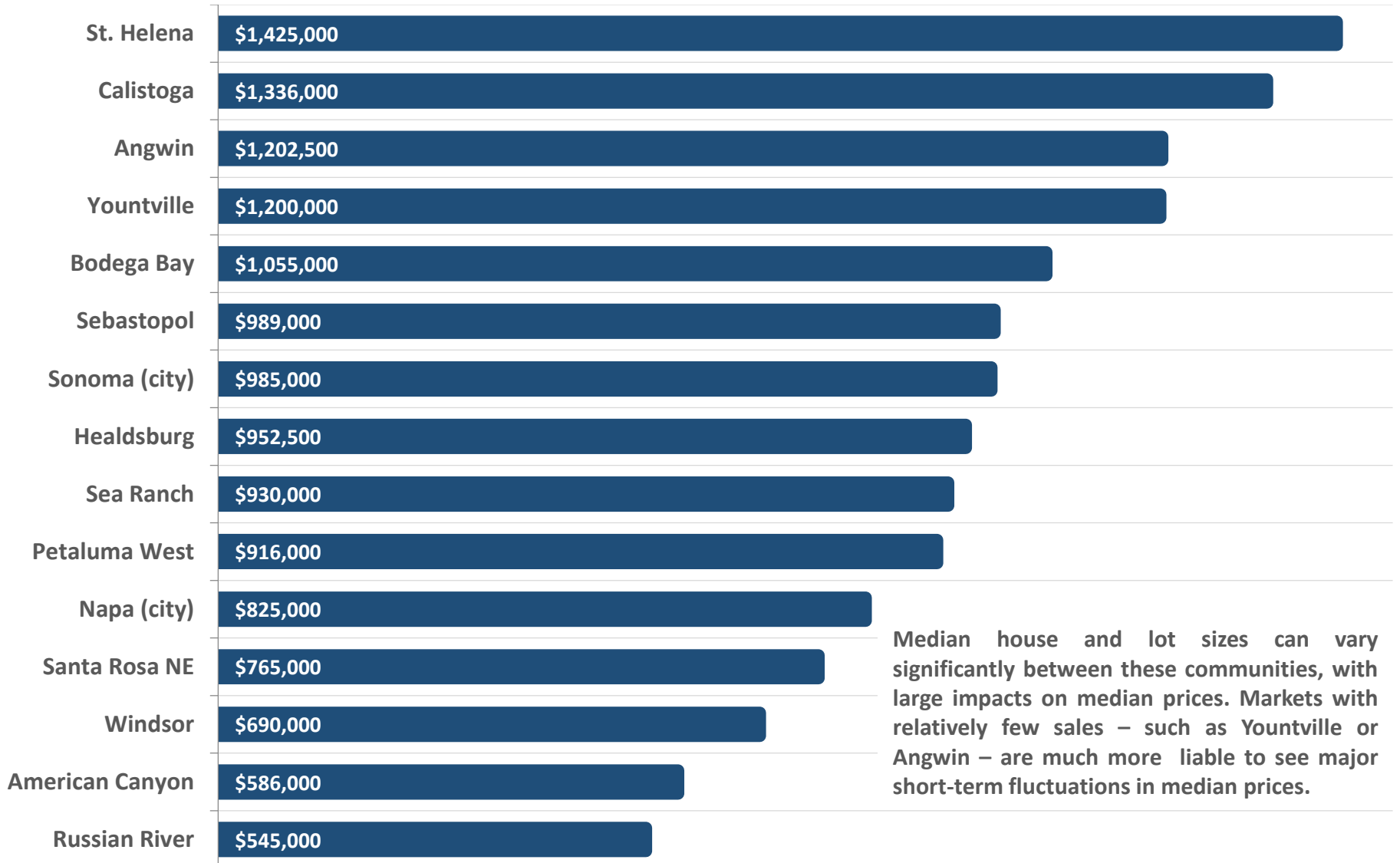
MLS house sales data per Broker Metrics: deemed reliable but may contain errors and is subject to revision. All numbers approximate.

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# Median House Sales Prices

## Napa & Sonoma Markets by City or Region, Q3 2020

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



Median house and lot sizes can vary significantly between these communities, with large impacts on median prices. Markets with relatively few sales – such as Yountville or Angwin – are much more liable to see major short-term fluctuations in median prices.

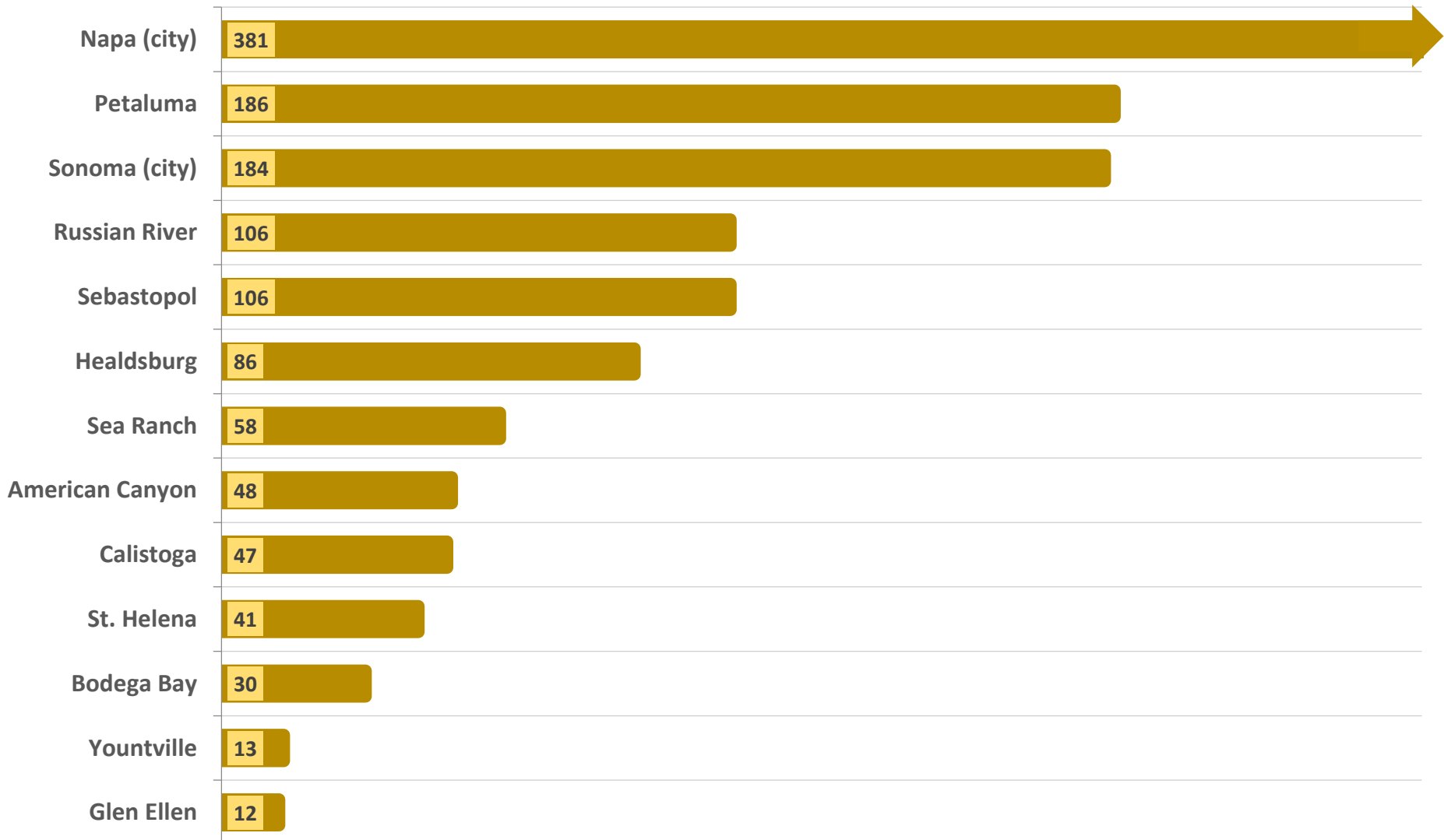
Data from sources deemed reliable but may  
contain errors and subject to revision.

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# Number of Home Sales within Quarter

## Napa & Sonoma Markets 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.

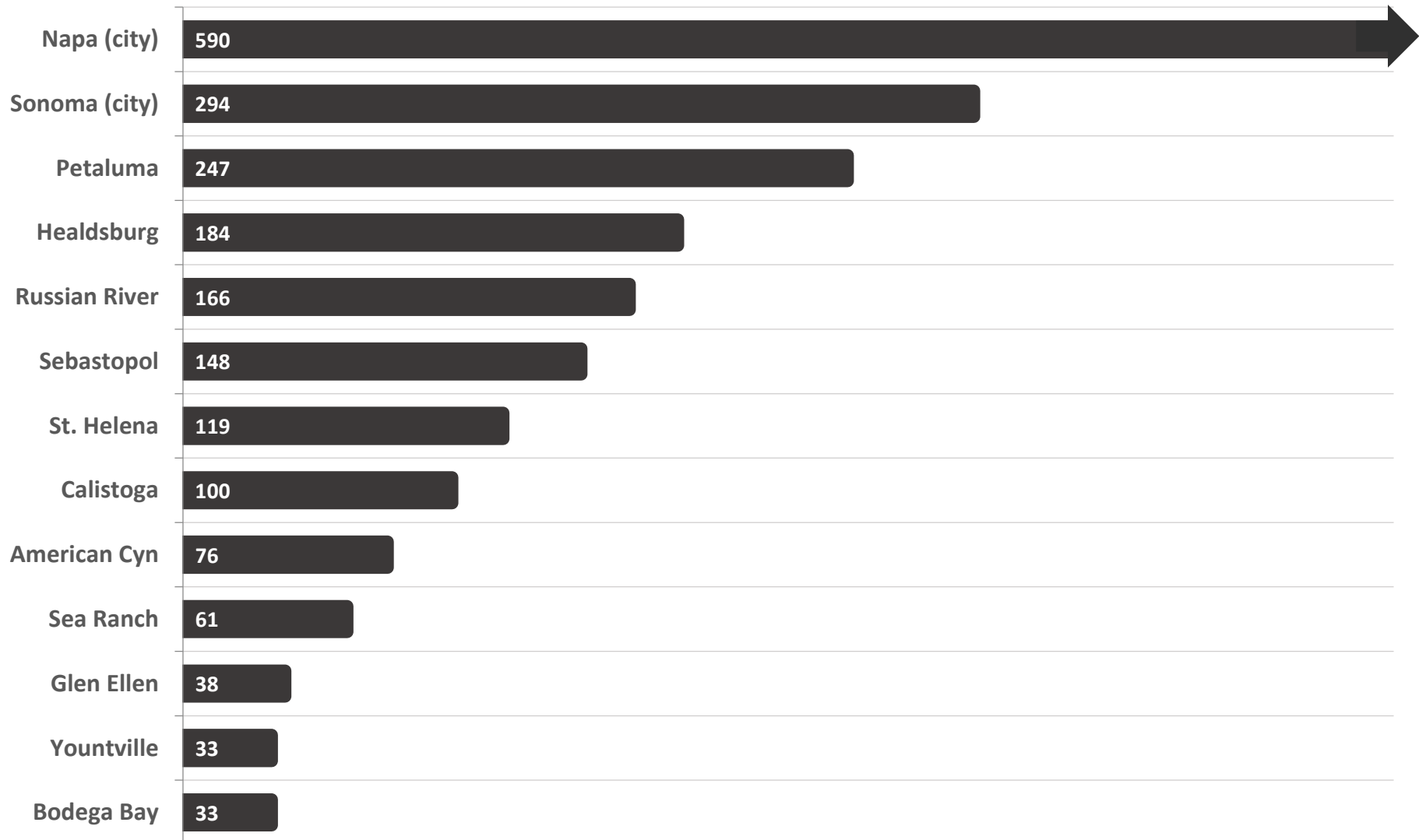
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# Active Listings on Market during Quarter

## Napa & Sonoma Markets by City or Region, in Q3 2020

House and condo listings posted to MLS, per Broker Metrics

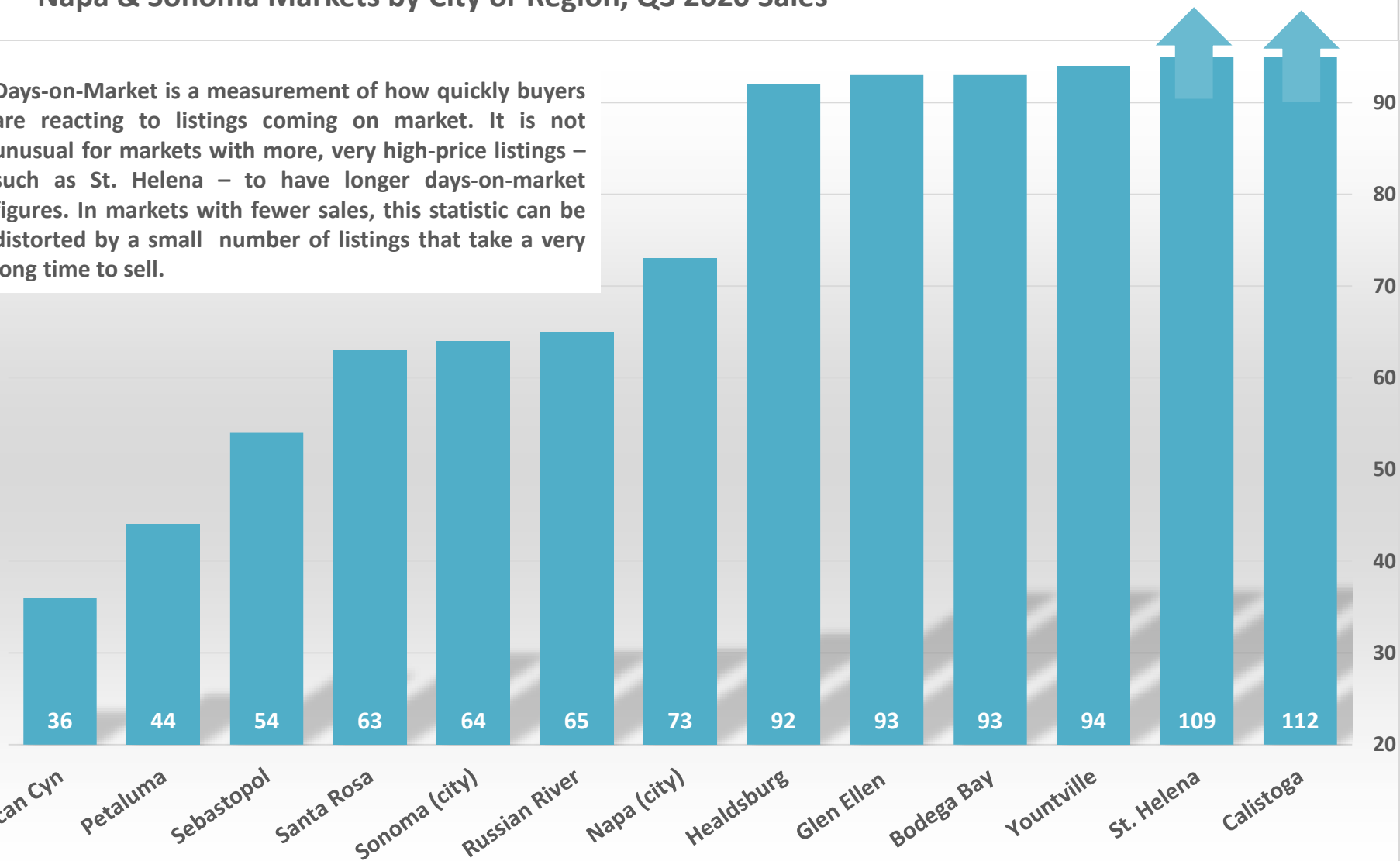


Data from sources deemed reliable but may contain errors and subject to revision. All numbers are approximate.

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

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, very high-price listings – such as St. Helena – to have longer days-on-market figures. In markets with fewer sales, this statistic can be distorted by a small number of listings that take a very long time to sell.



House & condo sales reported to MLS in Q3 2020, per Broker Metrics. Data derived from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate.

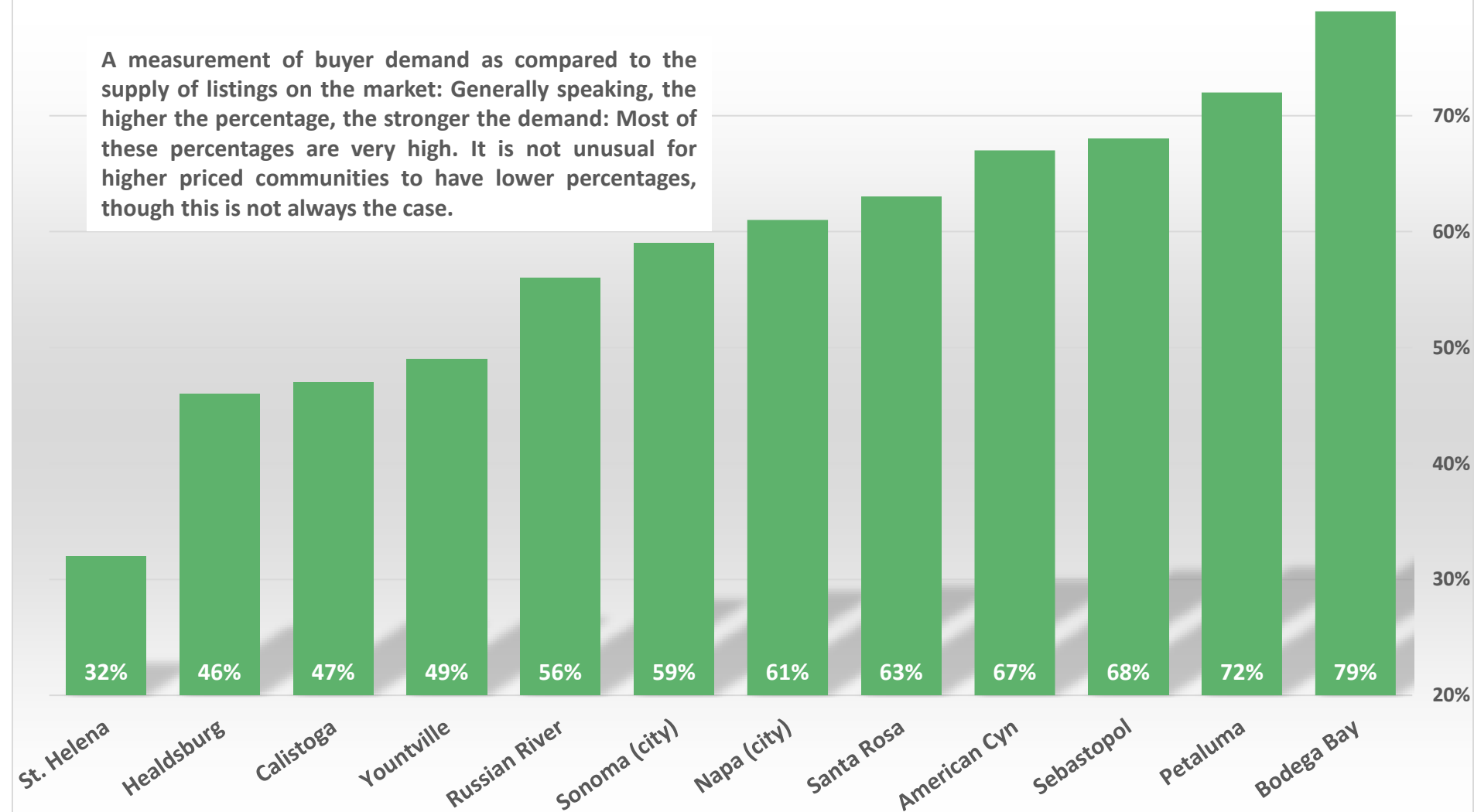
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# Percentage of Listings Accepting Offers

## Napa & 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: Generally speaking, the higher the percentage, the stronger the demand: Most of these percentages are very high. It is not unusual for higher priced communities to have lower percentages, though this is not always the case.

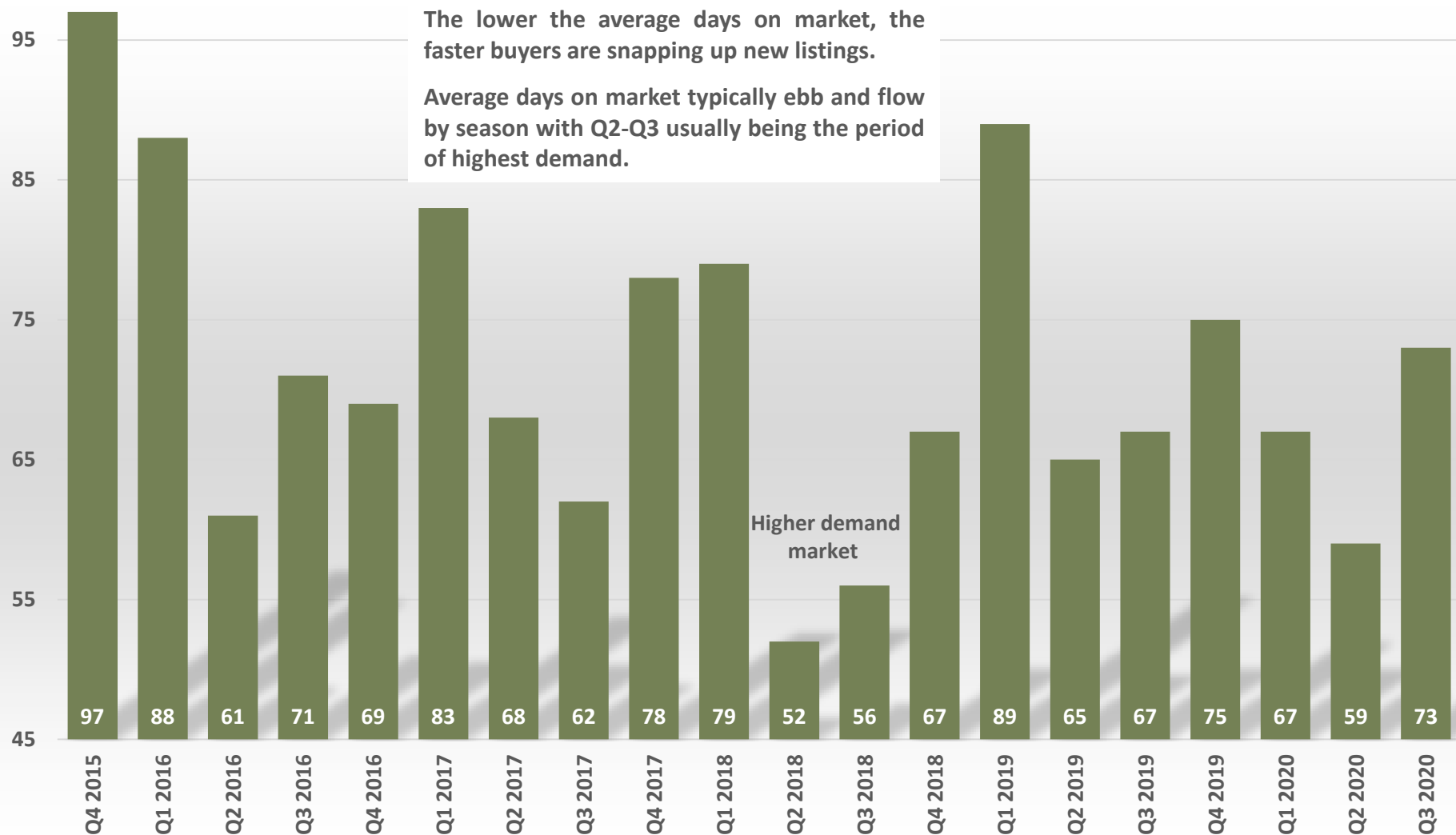


Per Broker Metrics. Data derived from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate.

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# Average Days on Market by Quarter

## Napa County Market – Homes Selling for \$1,500,000 & Less

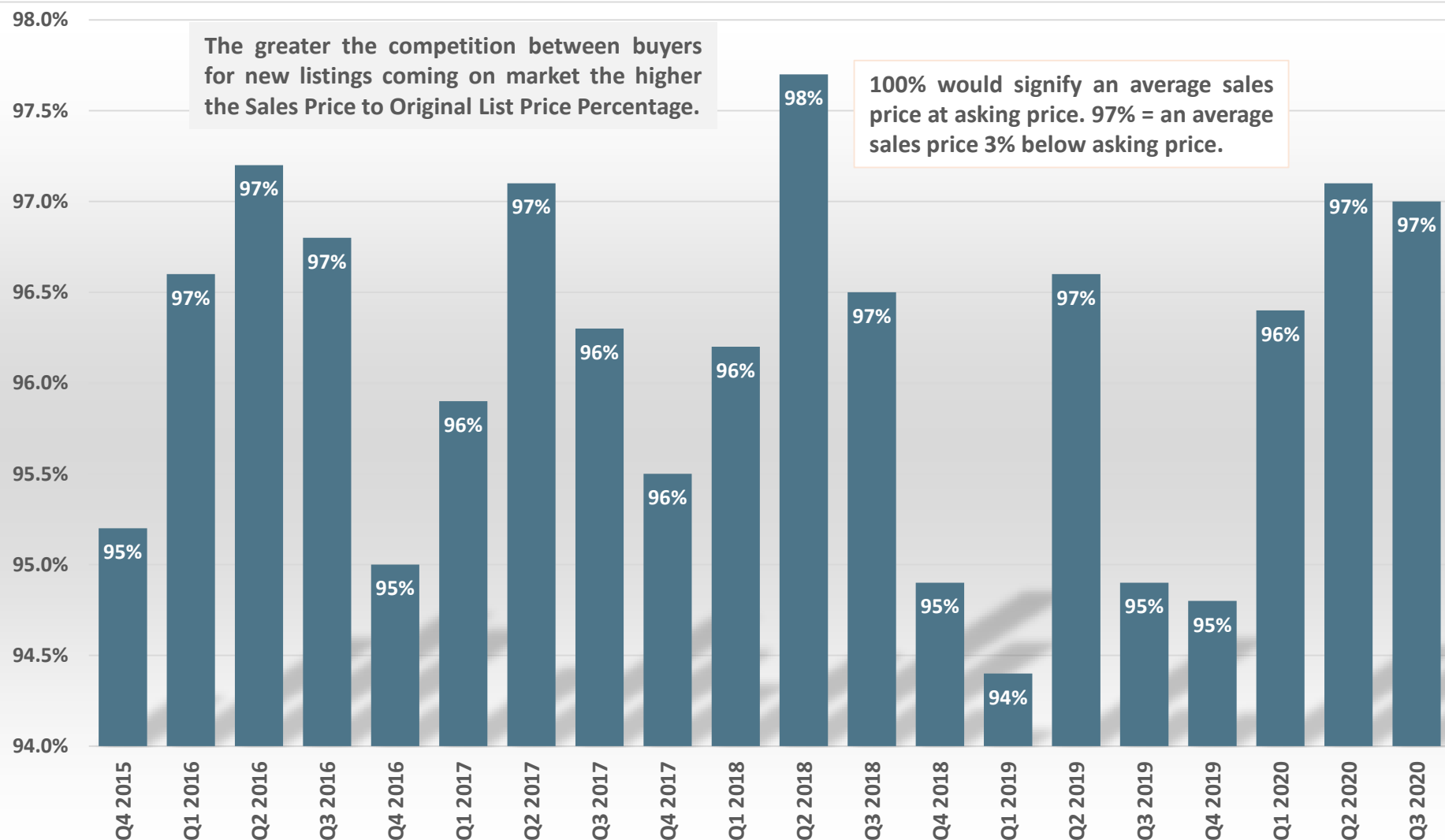


For sold listings reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

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## Sales Price to Original List Price Percentage by Quarter

### Napa County Market – Homes Selling for \$1,500,000 & Less



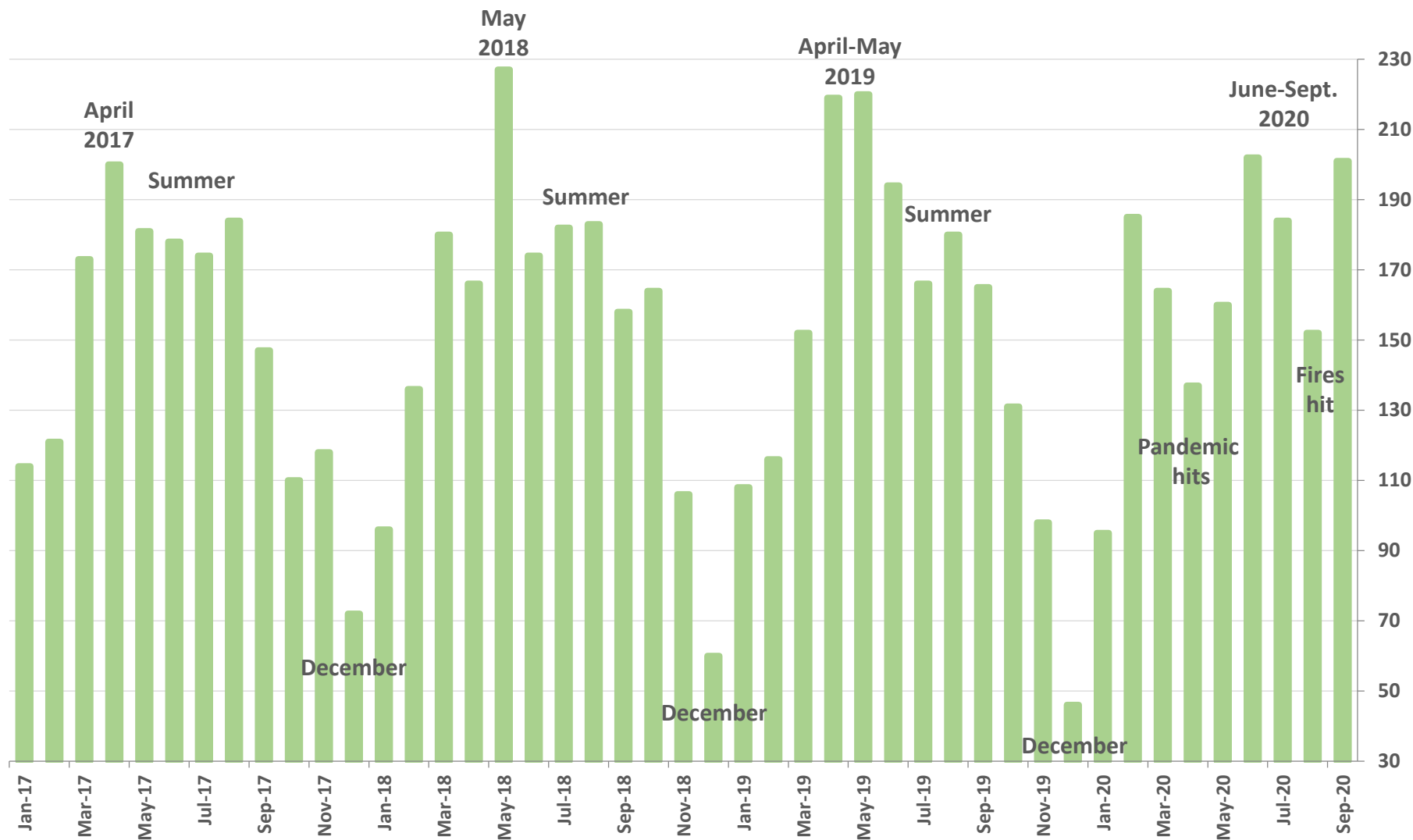
For residential properties reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. Rounded off to nearest full percent.

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# New Listings Coming on Market

## Napa County Market Seasonality

MLS house and condo listing activity, per Broker Metrics.

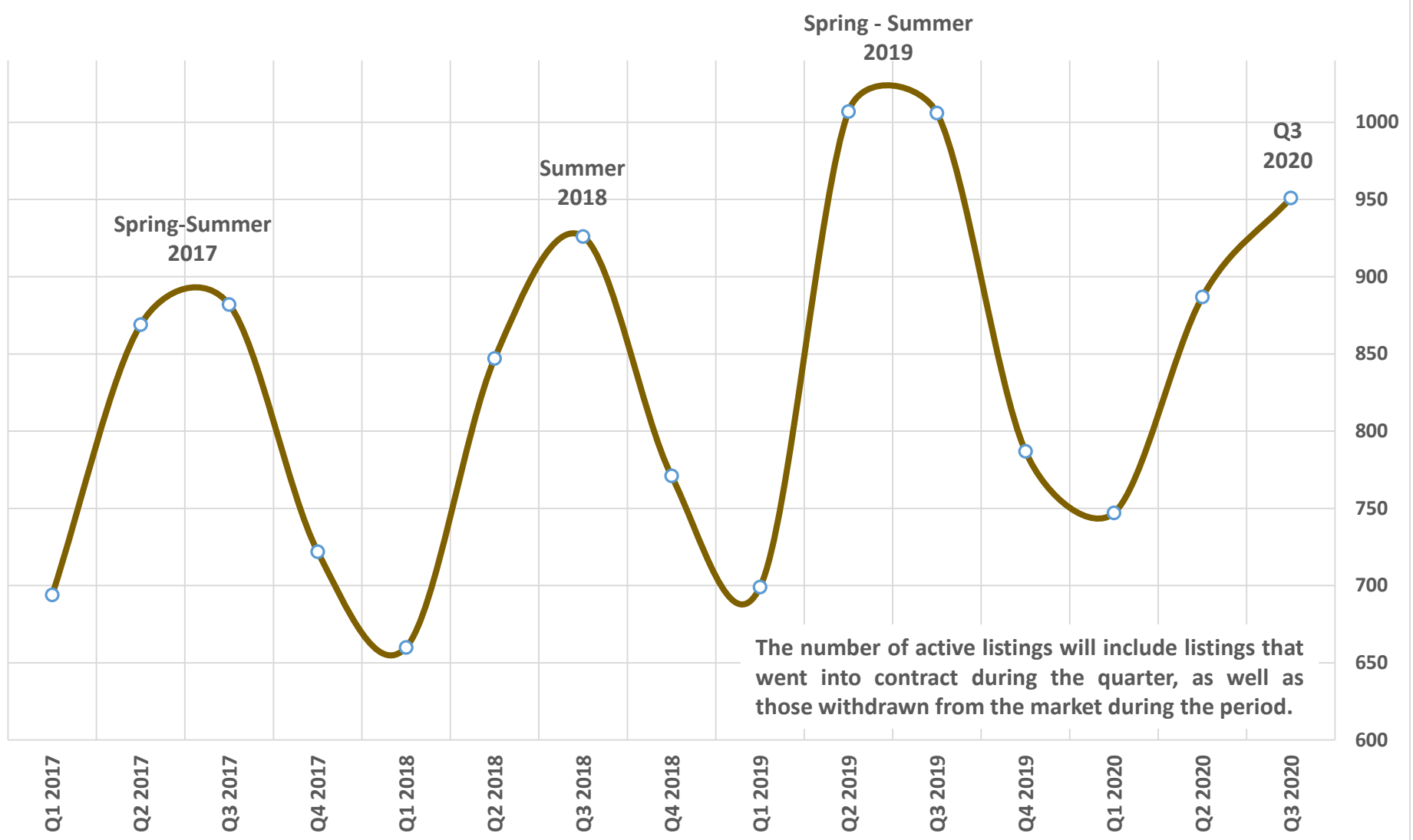


Data from sources deemed reliable, but may contain errors and subject to revision.  
Based upon MLS activity. All numbers approximate.

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# Active Listings on Market in Quarter

## Napa County Market Dynamics & Seasonality



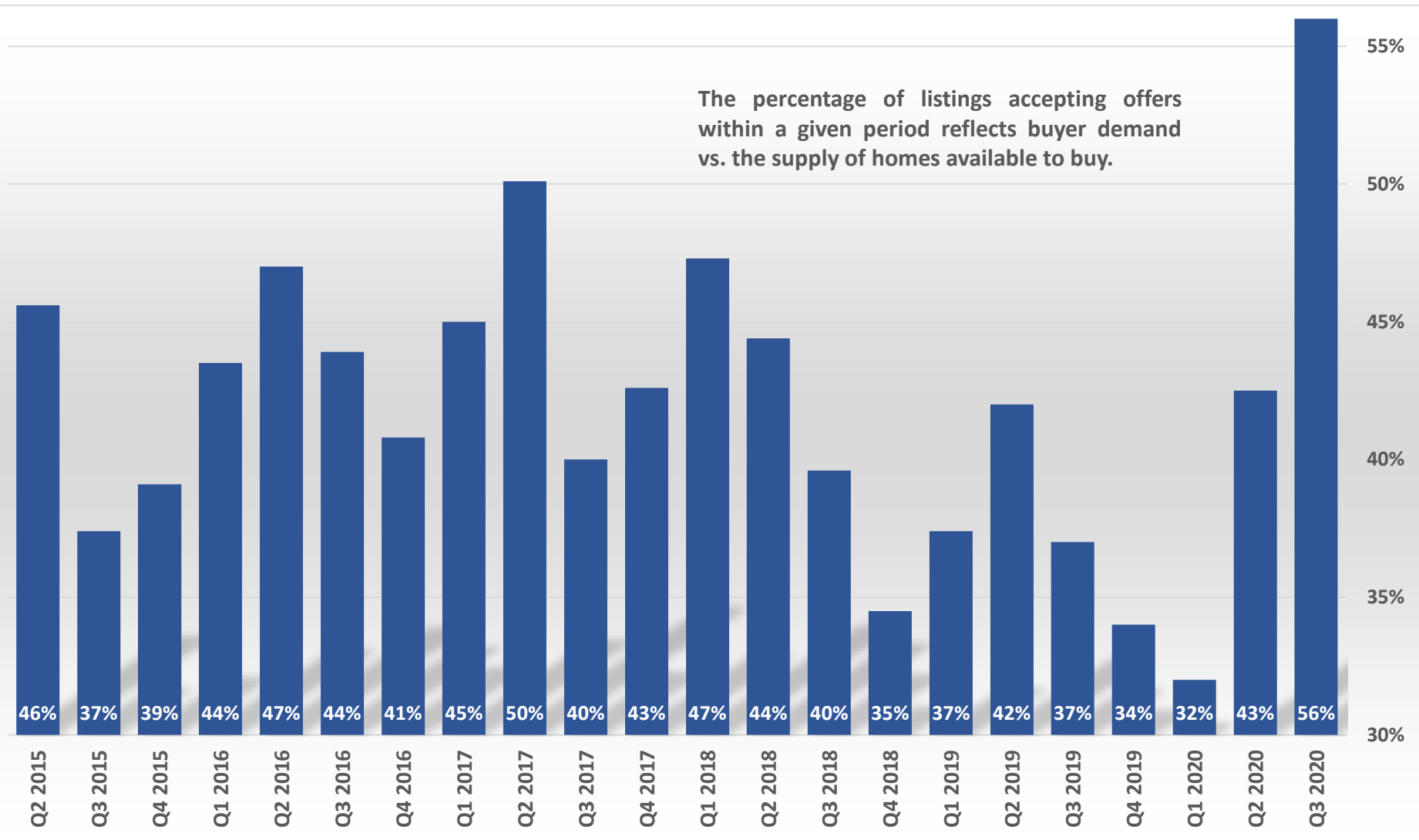
Residential market activity reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

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# Percentage of Listings Accepting Offers

## Napa County Market Dynamics by Quarter

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



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

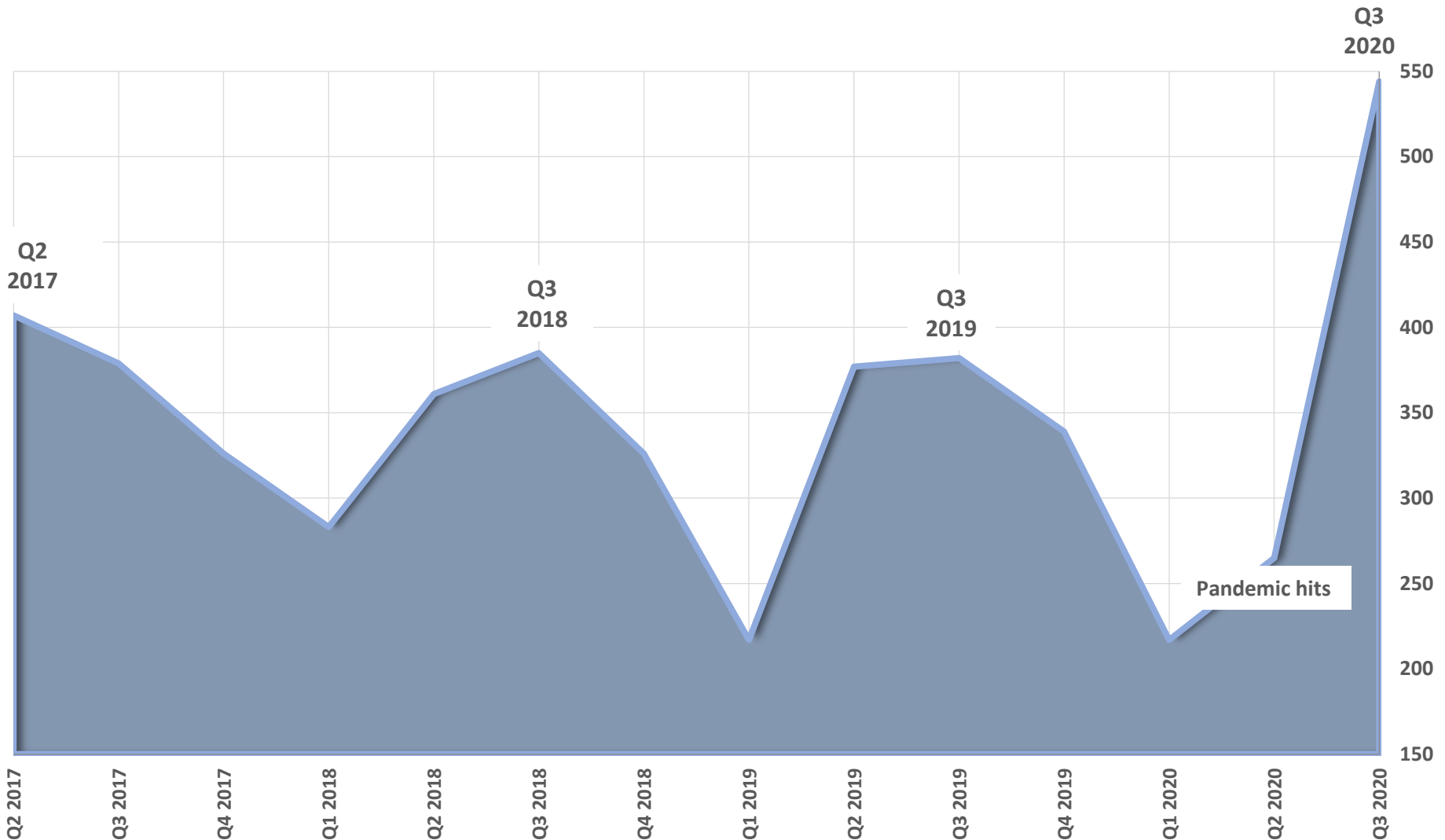
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# Sales Volume by Quarter

## Napa County Market Dynamics & Seasonality

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.

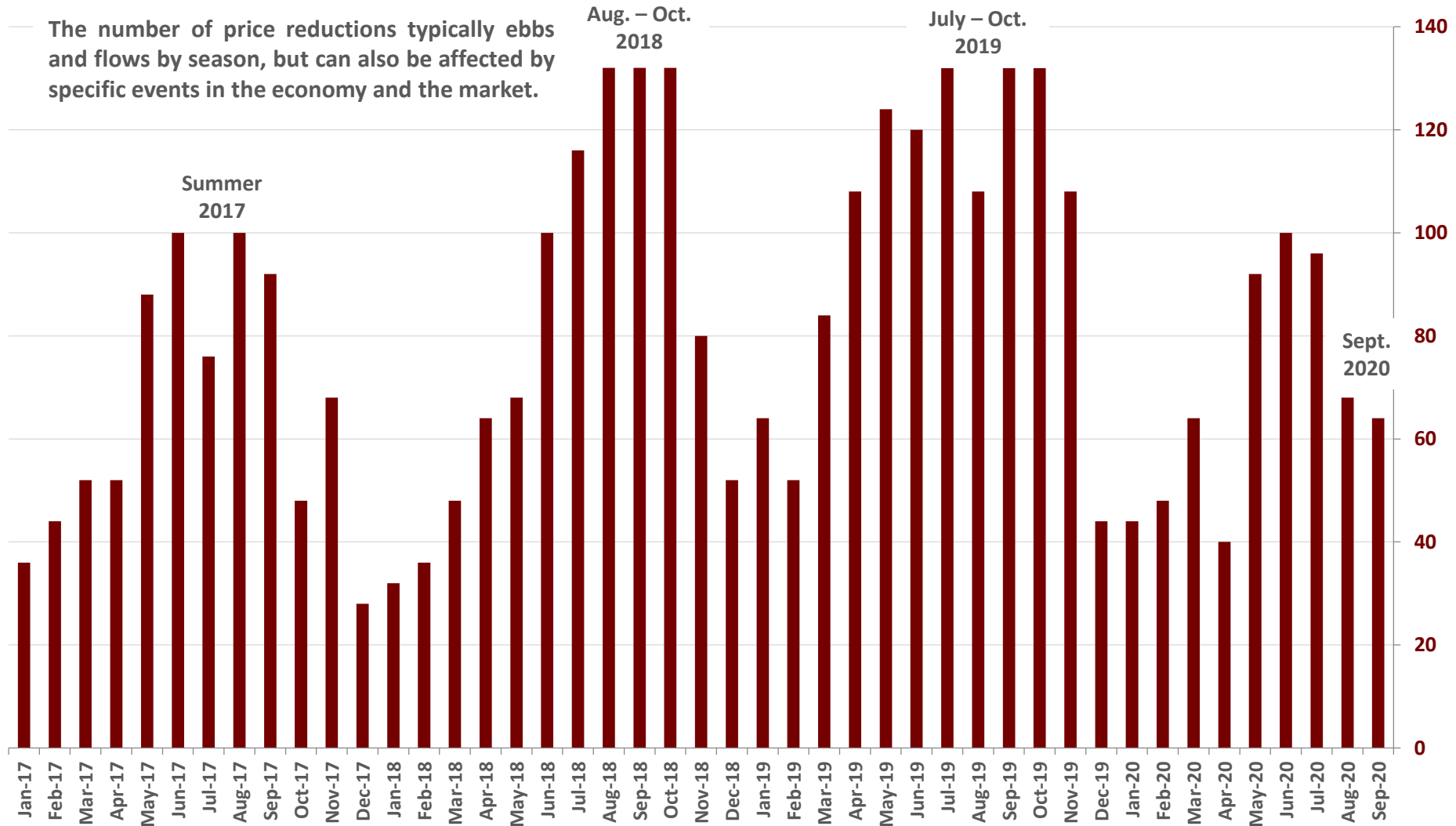
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# Price Reductions on Active Listings

## Napa 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.

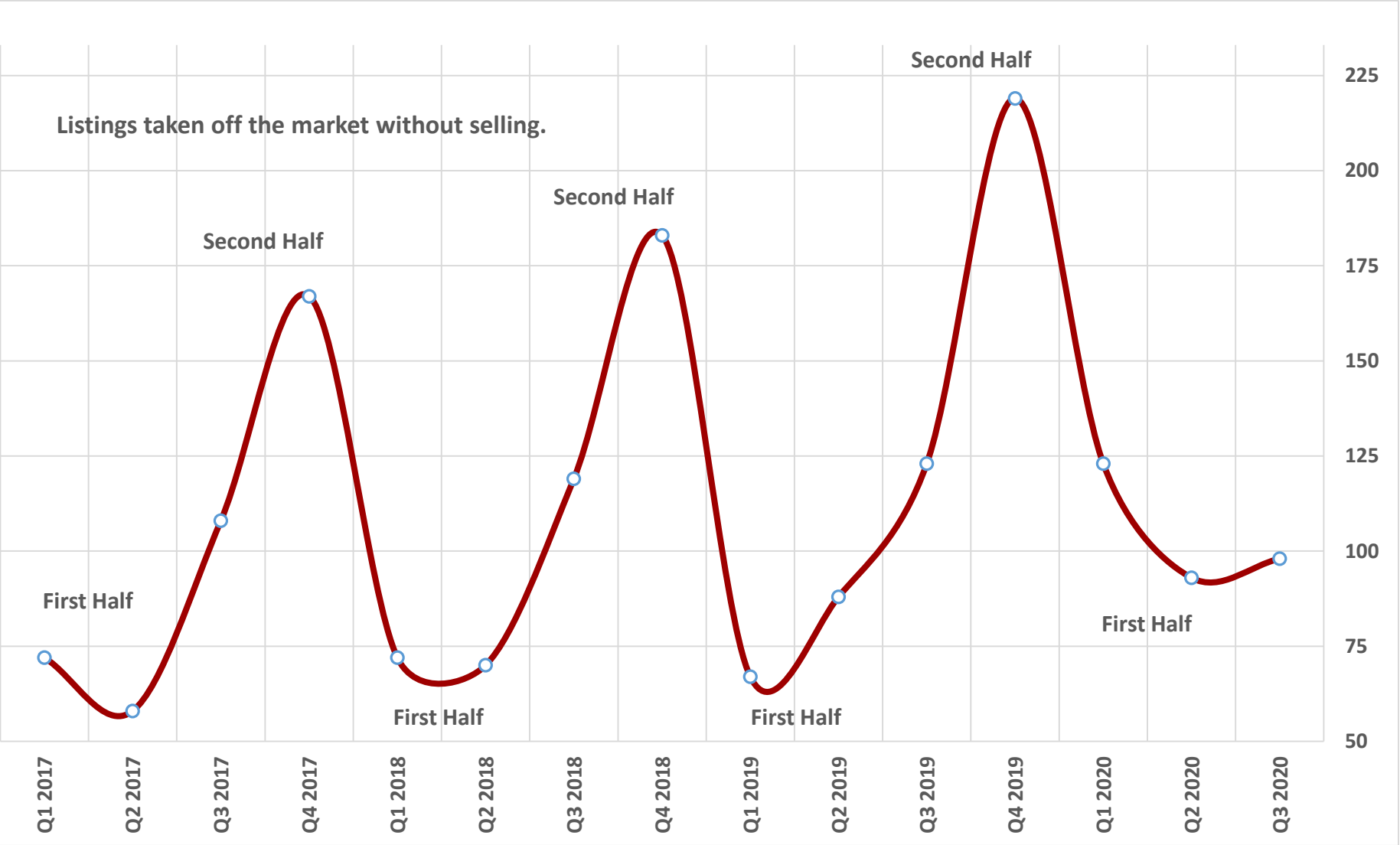


Per Realtor.com Research: <https://www.realtor.com/research/data/>, activity on website. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate.

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# Listings Expired/Withdrawn in Quarter

## Napa County Market Dynamics & Seasonality

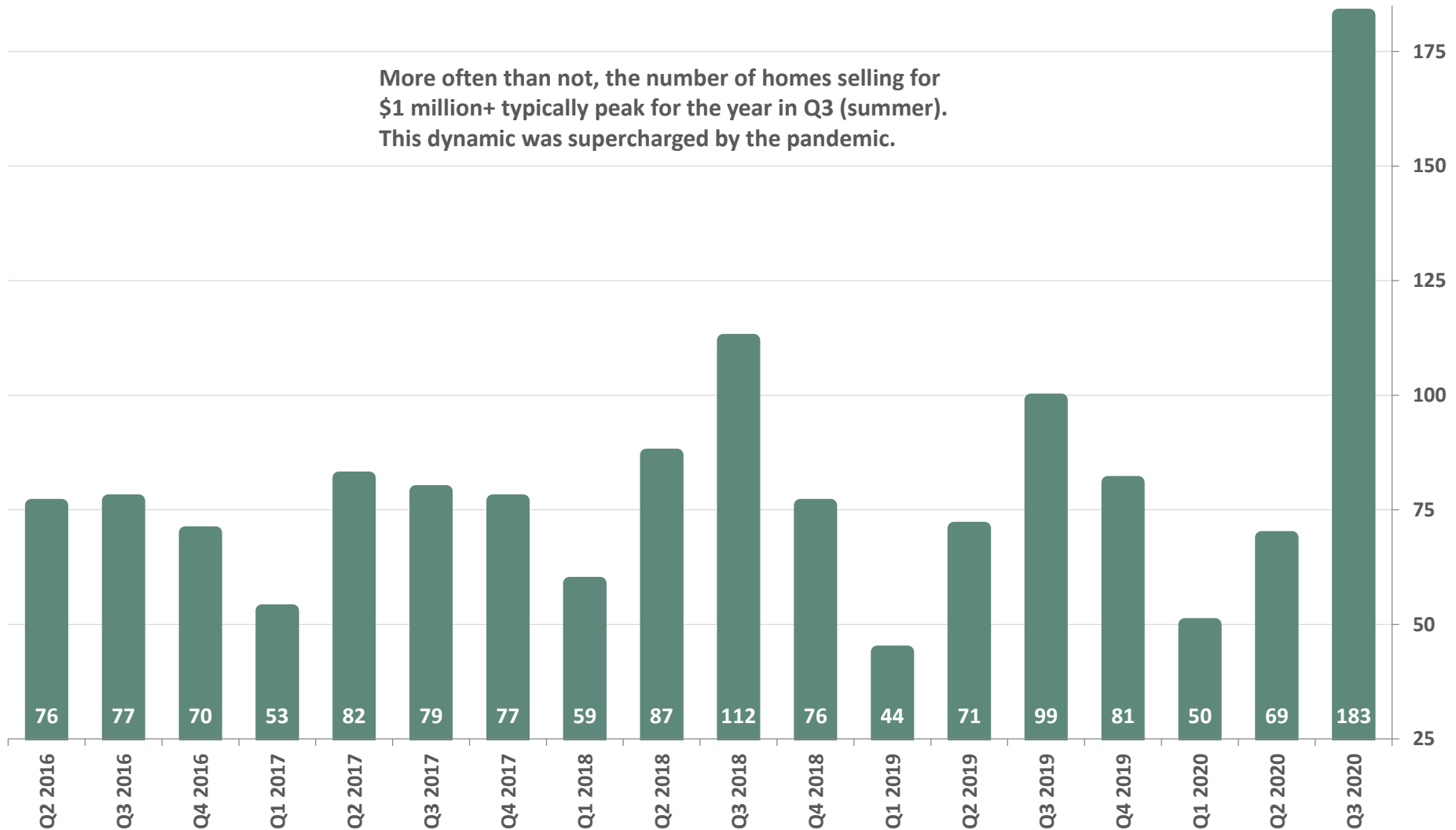


Residential market activity reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

# Napa County Higher-Price Home Sales

## \$1 Million+ Sales by Quarter since 2015

More often than not, the number of homes selling for \$1 million+ typically peak for the year in Q3 (summer). This dynamic was supercharged by the pandemic.



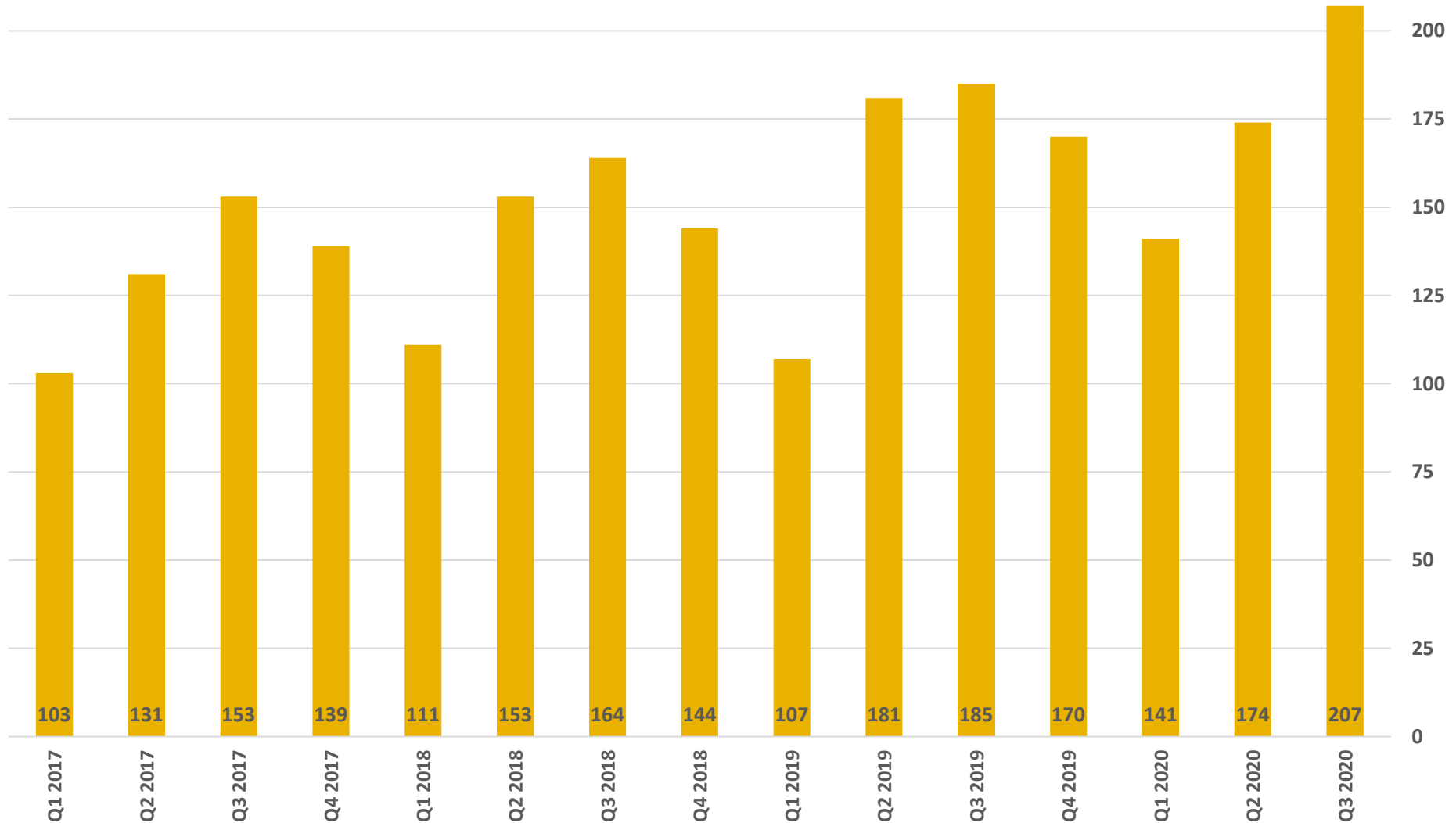
Sales reported to MLS, per Broker Metrics. Data from sources deemed reliable, but subject to error and revision. All numbers are approximate.

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# Napa County Luxury Home Market

## Active Listings Priced \$2 Million+, by Quarter

As reported to MLS,  
per Broker Metrics



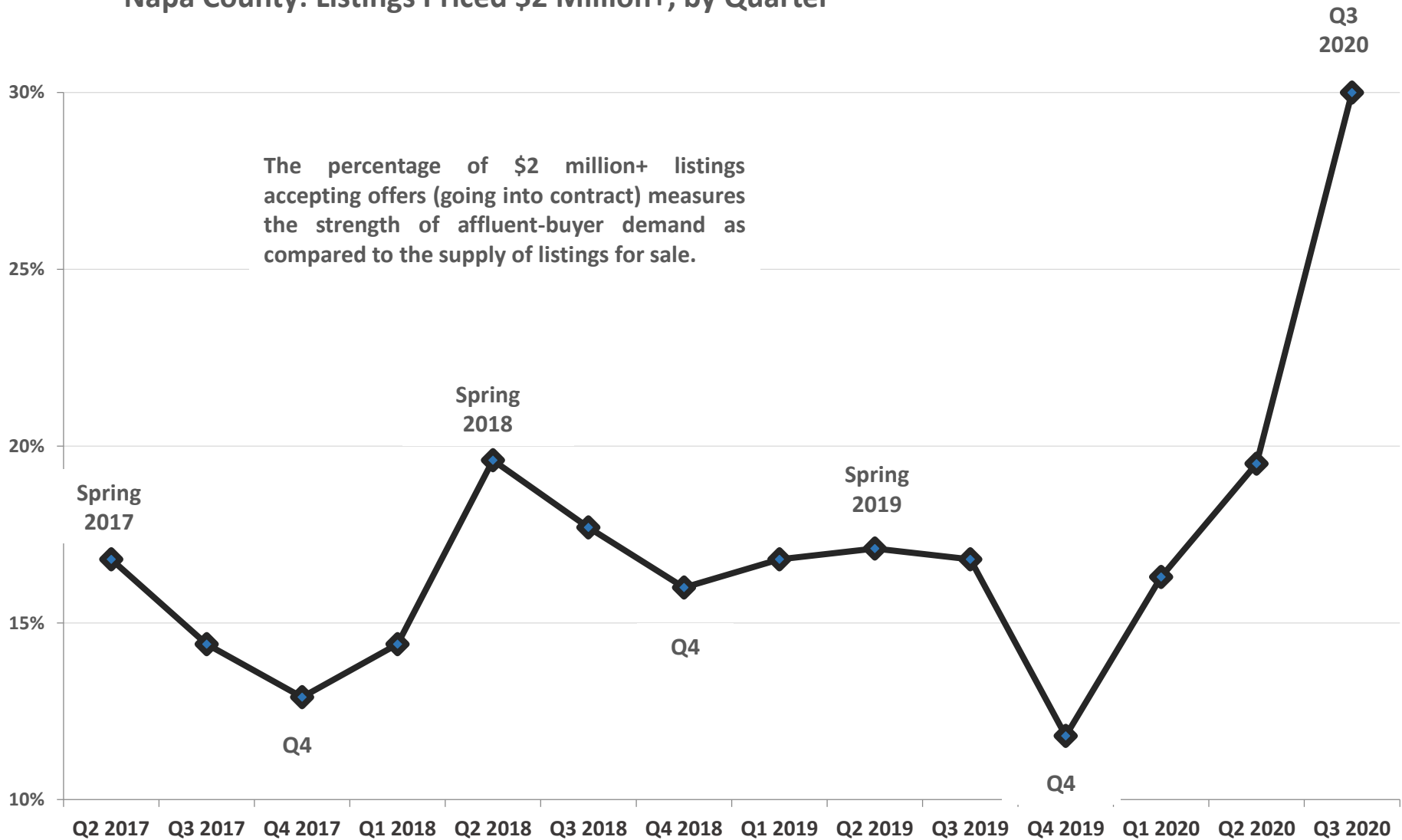
As reported to MLS, per Broker Metrics. Data from sources deemed reliable but may contain errors and subject to revision. All numbers should be considered approximate.

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# Percentage of Luxury Listings Accepting Offers

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

The percentage of \$2 million+ listings accepting offers (going into contract) measures the strength of affluent-buyer demand as compared to the supply of listings for sale.



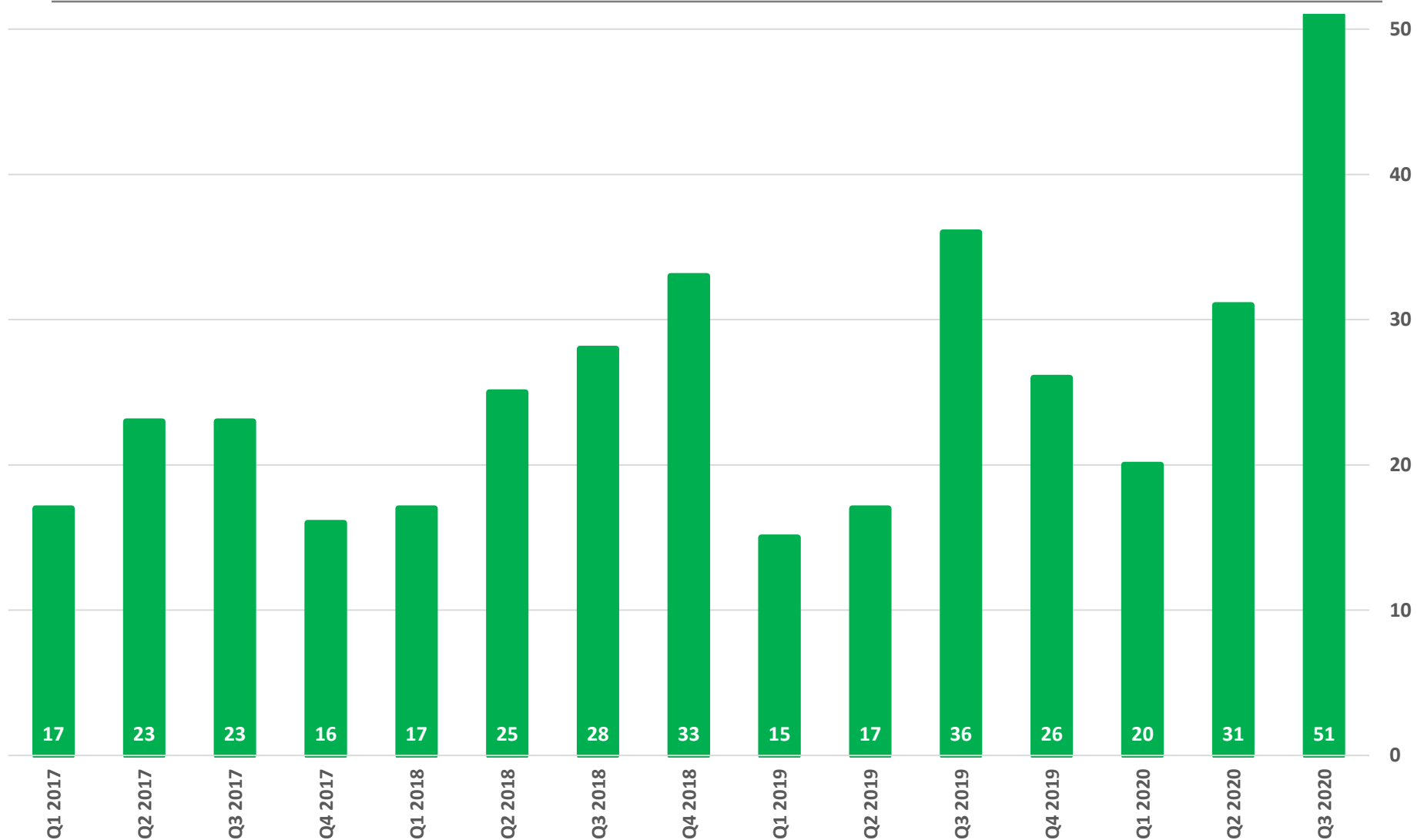
\* MLS reported data, per Broker Metrics. Last month's data is estimated and may change with late reported activity. Data from sources deemed reliable but may contain errors and subject to revision. All numbers are approximate.

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# Napa County Luxury Home Market

## Number of Sales, Priced \$2 Million+, by Quarter

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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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 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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