



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.

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

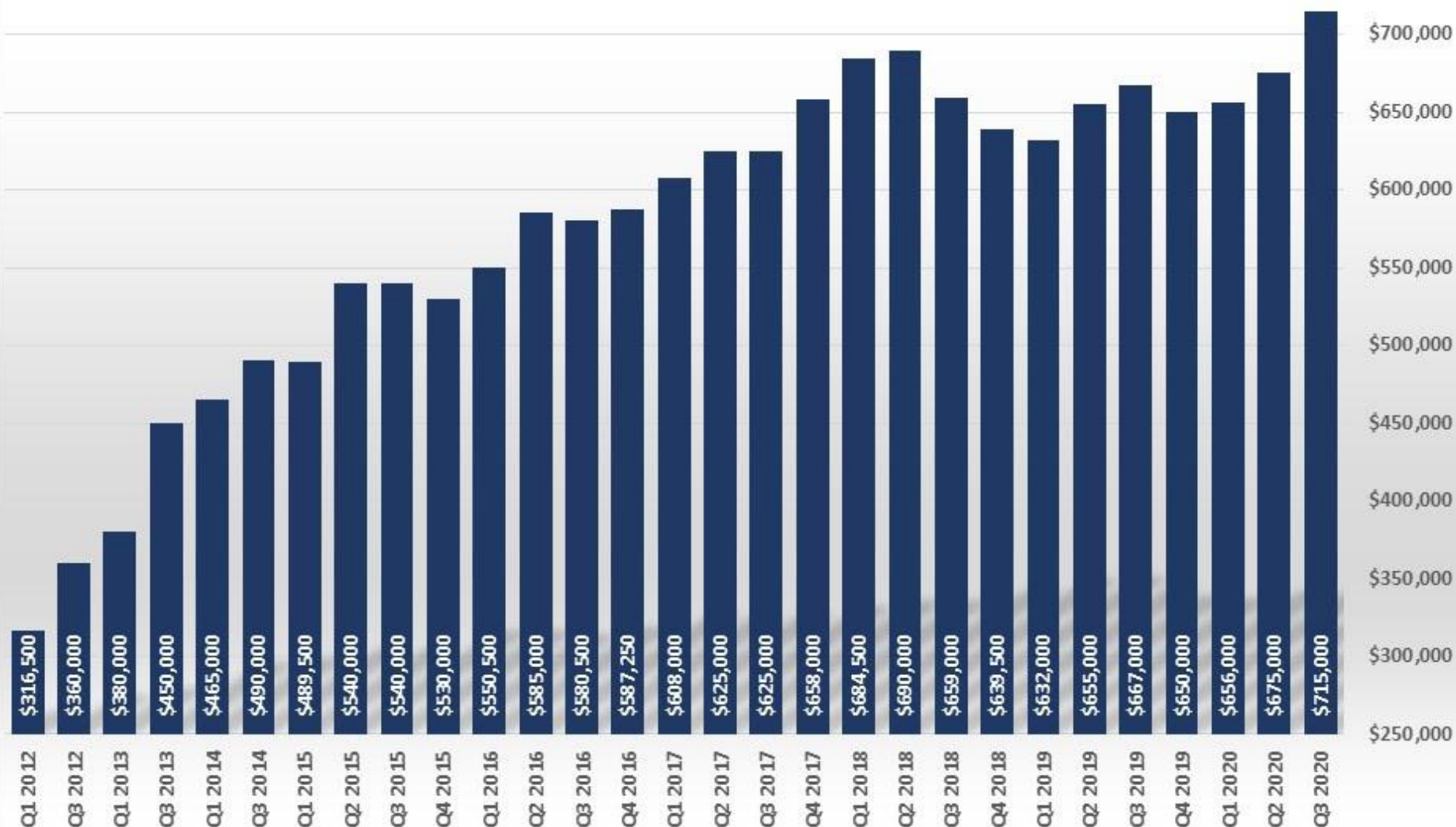
Houses, condos and co-ops unless specified otherwise. Sales reported to MLS, per Broker Metrics. Not all sales are reported. Data from sources deemed reliable, but may contain errors and subject to revision. Q3 2020 sales are estimates using data available in early October: Late reported sales may alter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



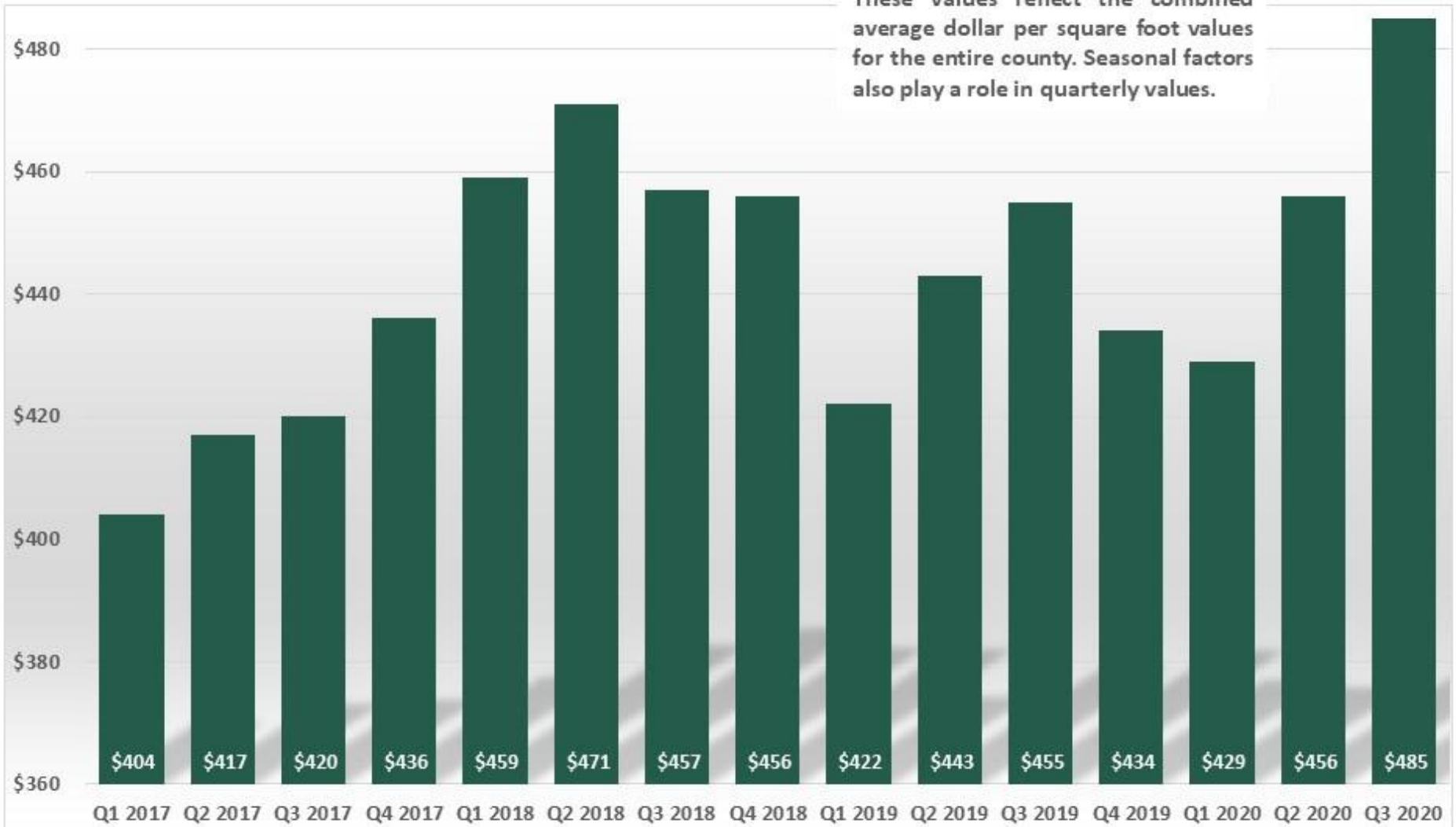
2-period moving average. MLS house sales data per Broker Metrics: deemed reliable but may contain errors and is subject to revision. All numbers approximate.

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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.

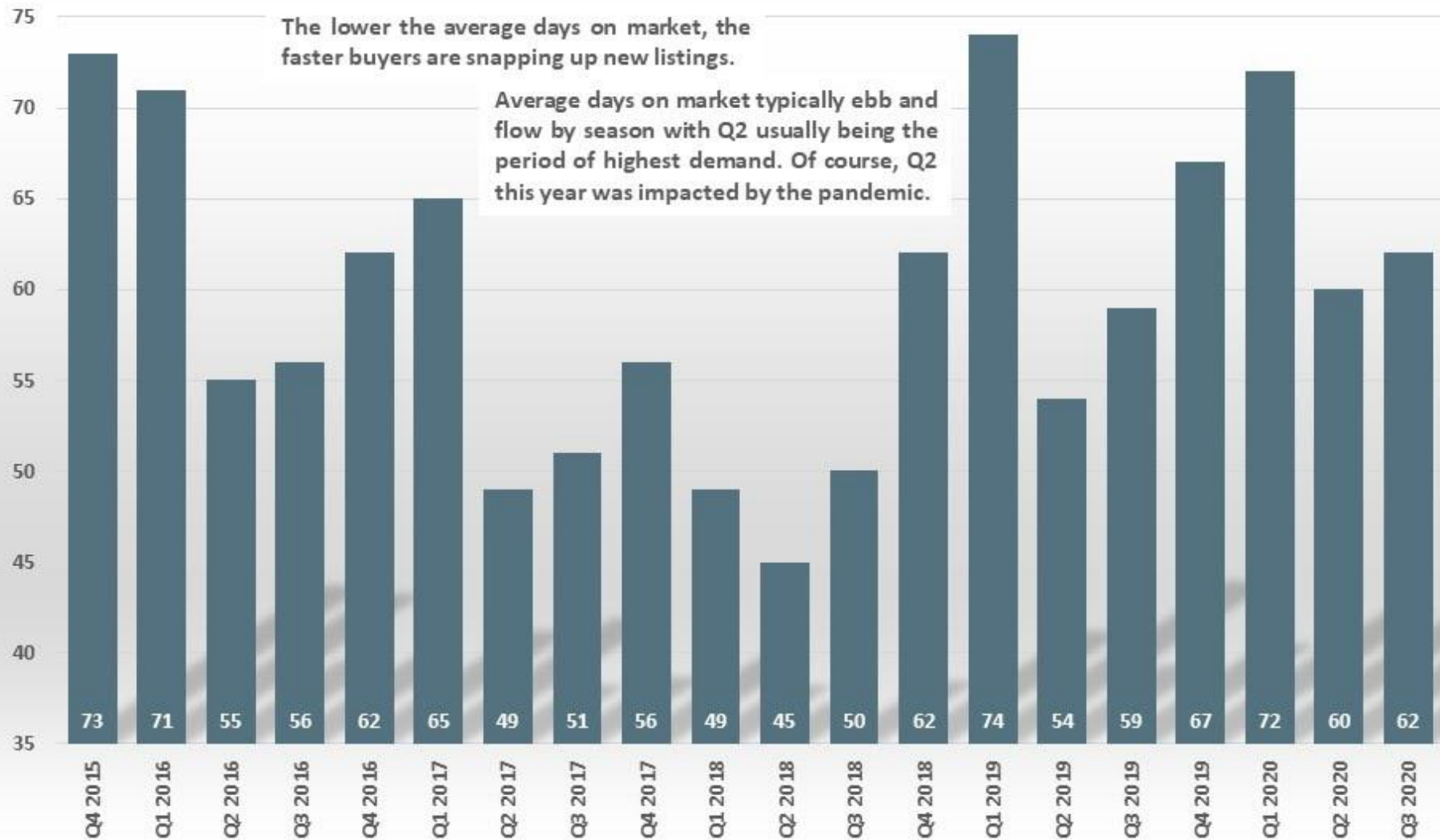


MLS house sales data per Broker Metrics: deemed reliable but may contain errors and is subject to revision. All numbers approximate.

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Average Days on Market by Quarter

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

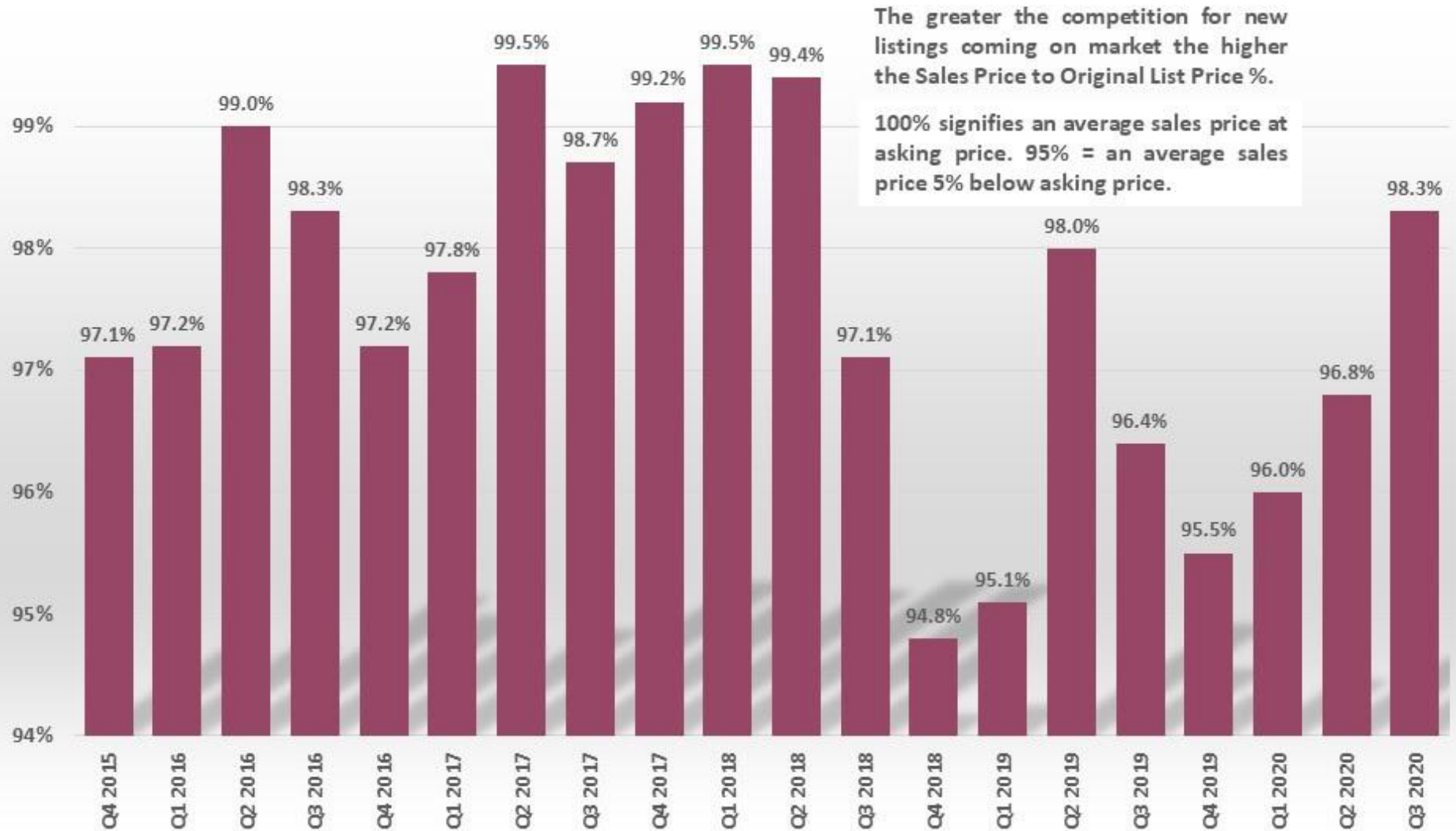


For sold listings reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision.

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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

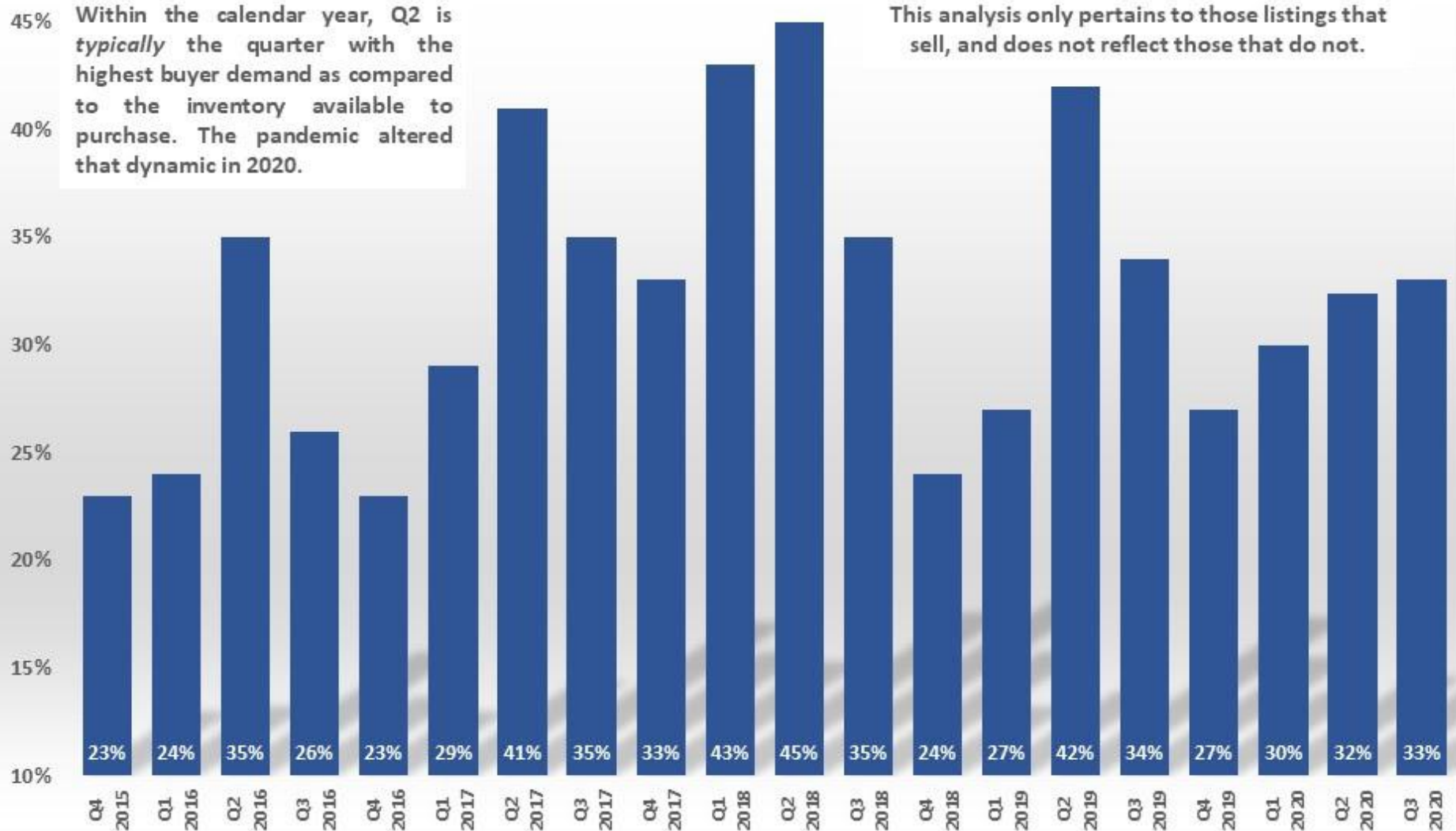


For sold residential properties reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. Last reading may change with late reported activity.

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Percentage of Home Sales Selling Within 30 Days

Sonoma County Quarterly Market Trends since 2016



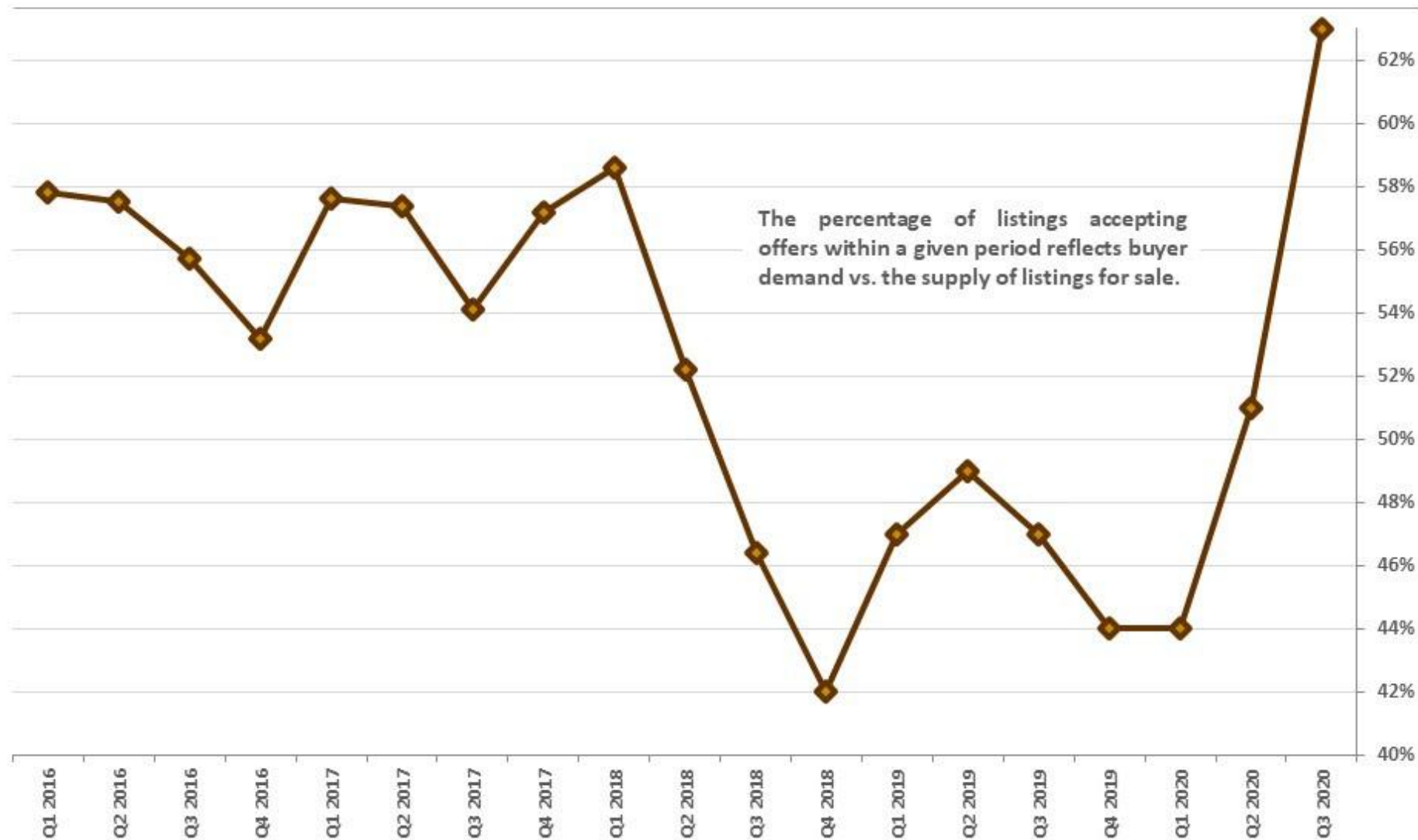
Sales reported to MLS. Data from sources deemed reliable but may contain errors and subject to revision. All numbers approximate.

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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

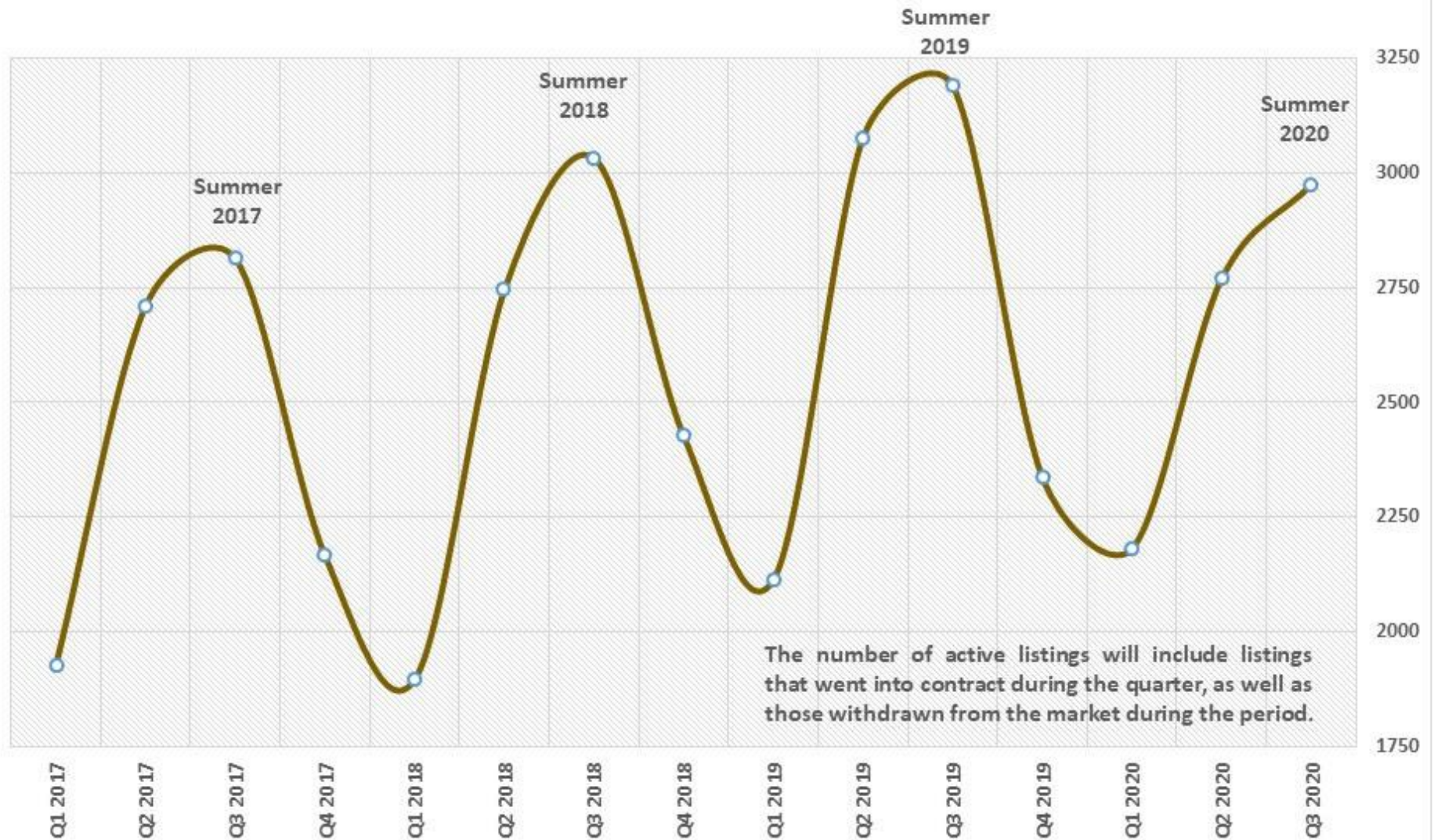


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Active Listings on Market in Quarter

Sonoma County Market Dynamics & Seasonality



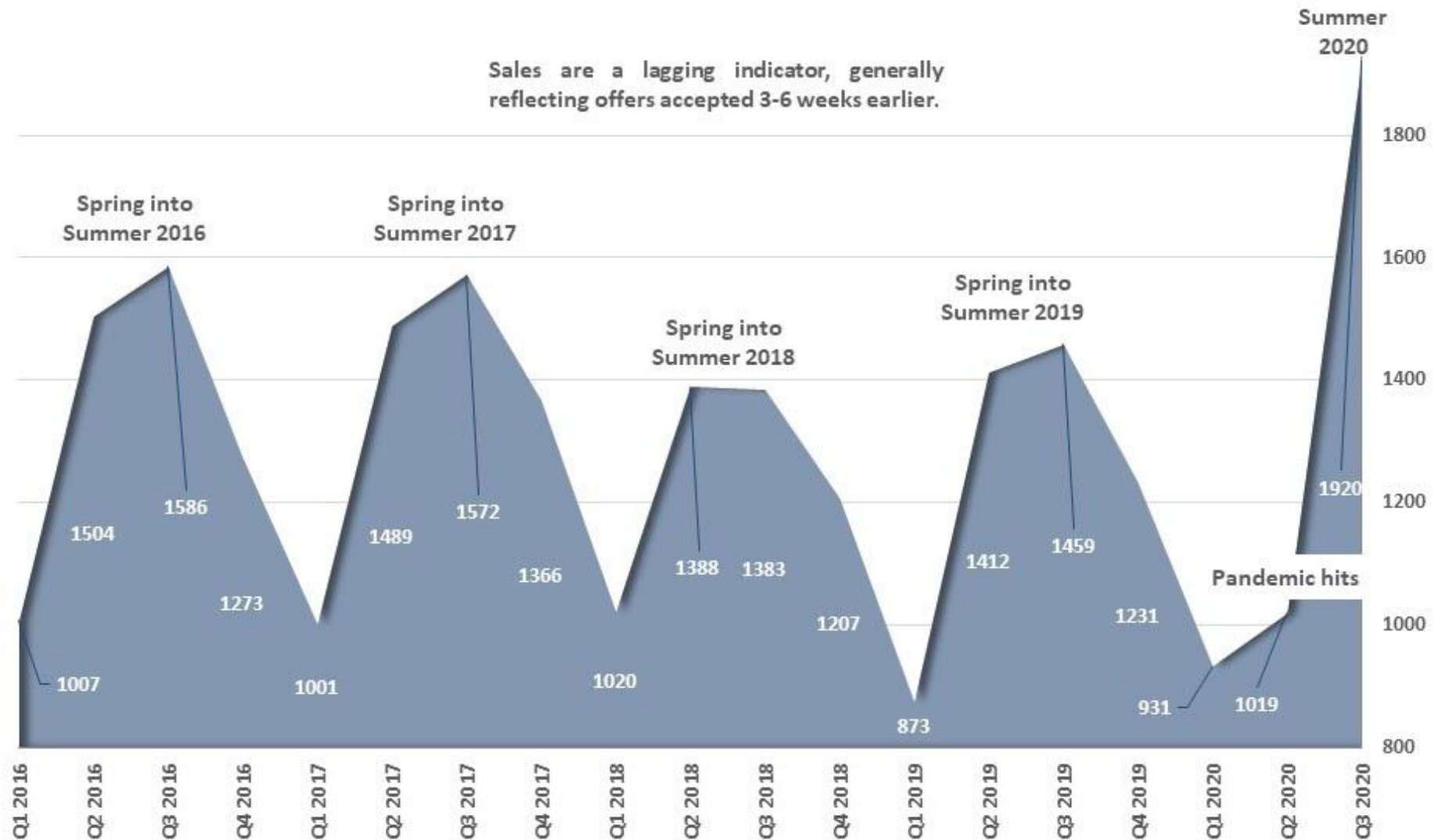
Residential market activity reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

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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.

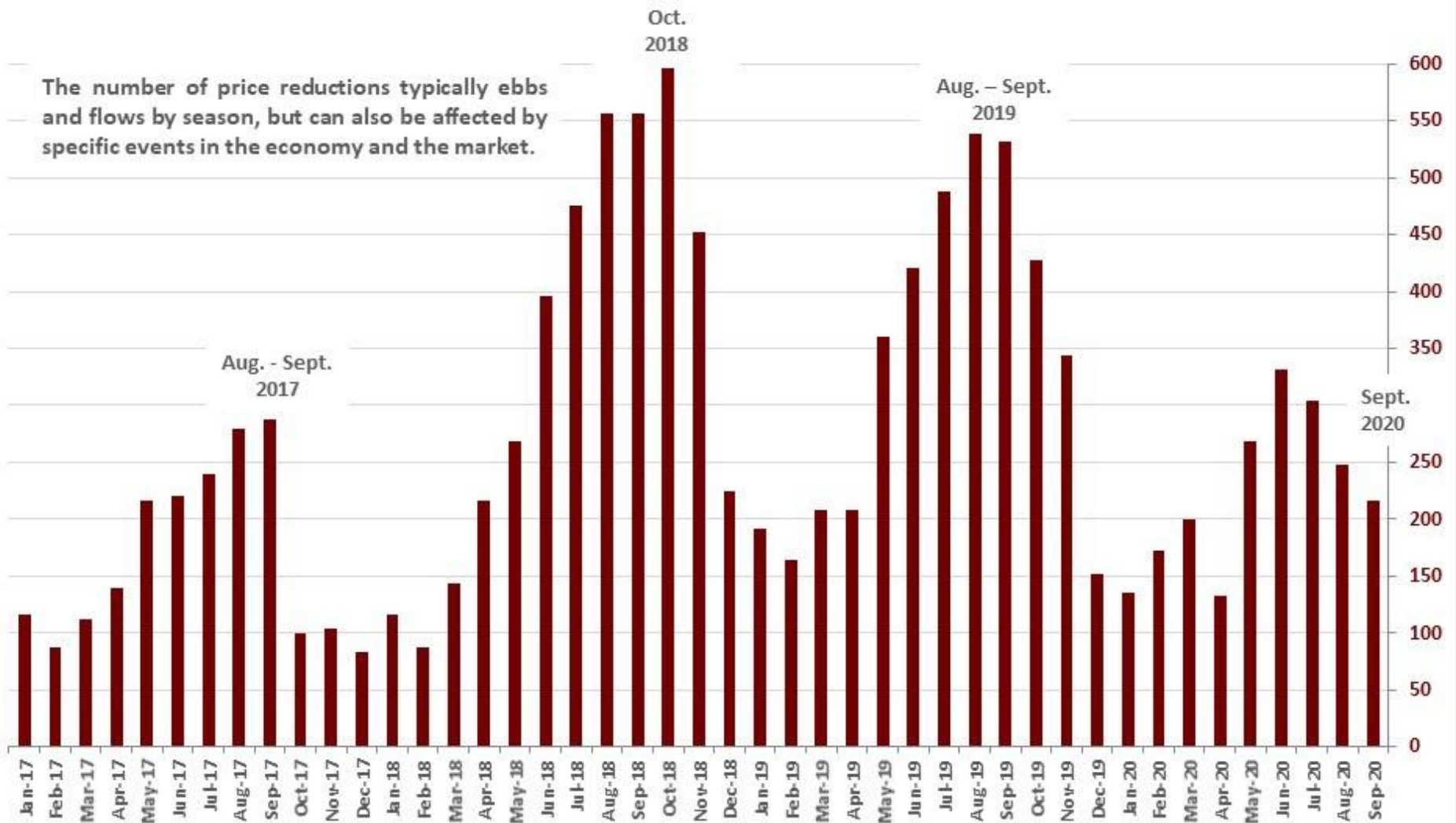
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Price Reductions on Active Listings

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.

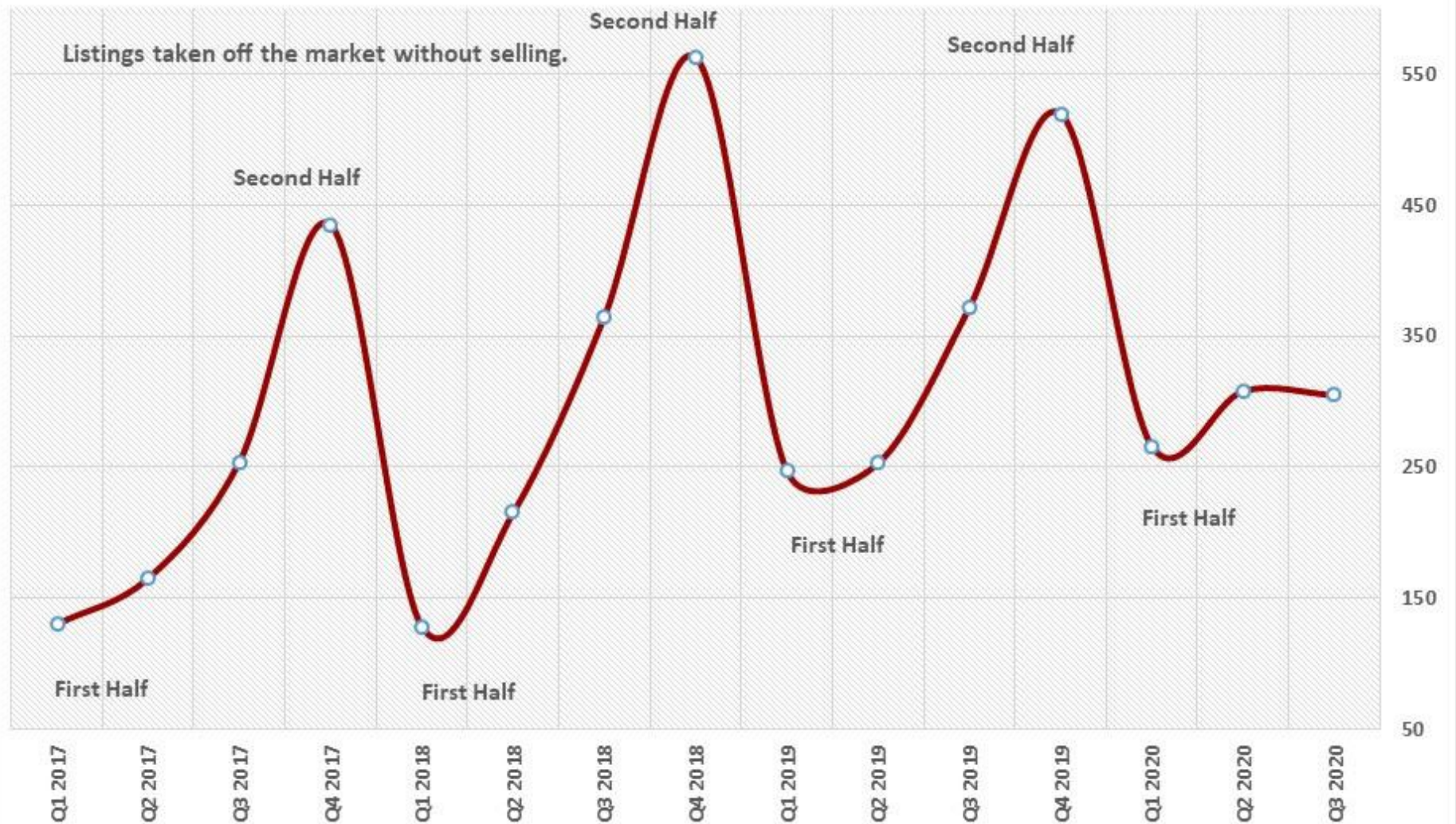


Per Realtor.com Research: <https://www.realtor.com/research/data/>, activity on website. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate.

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Listings Expired/Withdrawn (No Sale) in Quarter

Sonoma County Market Dynamics & Seasonality



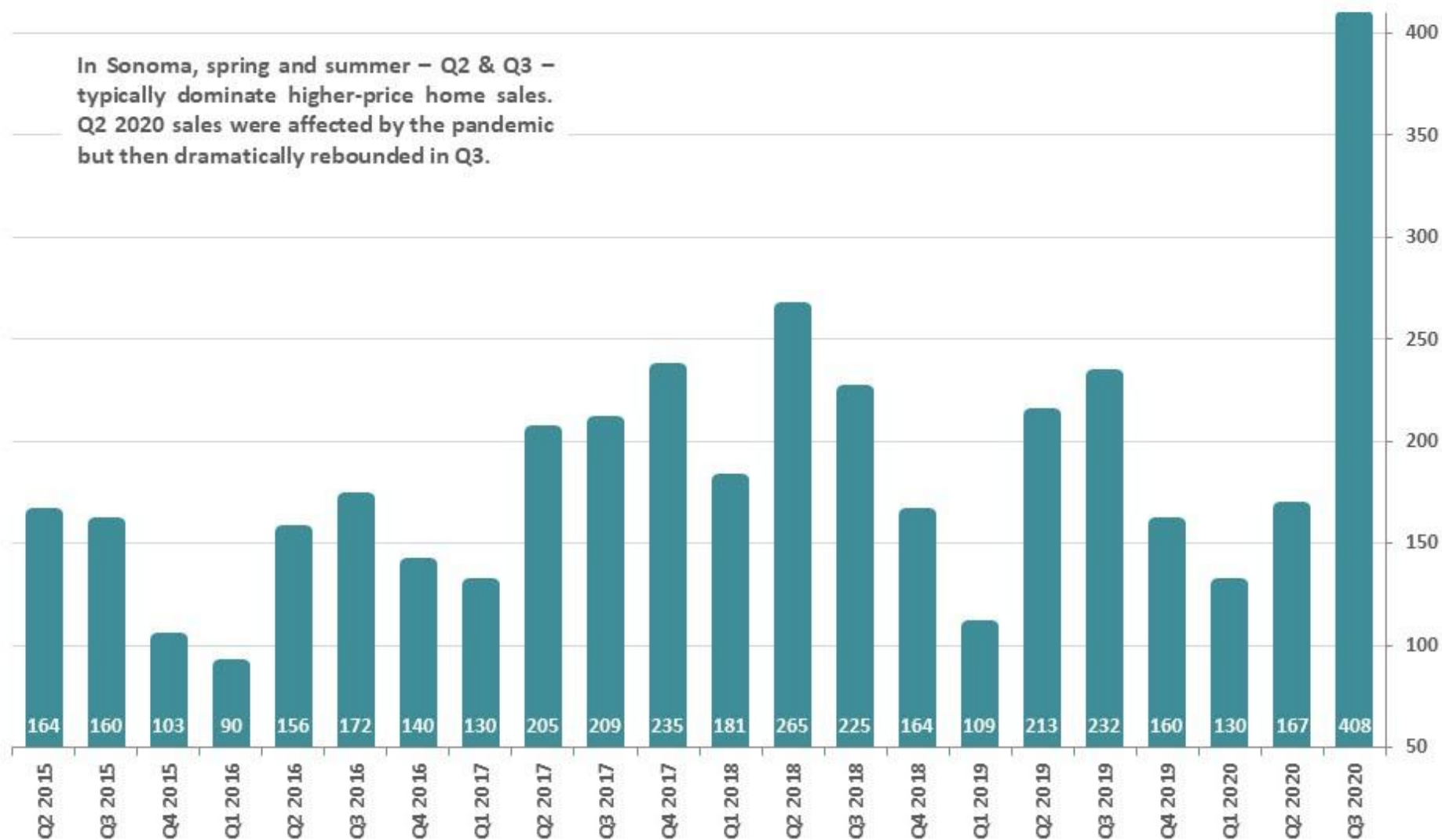
Residential market activity reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

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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.



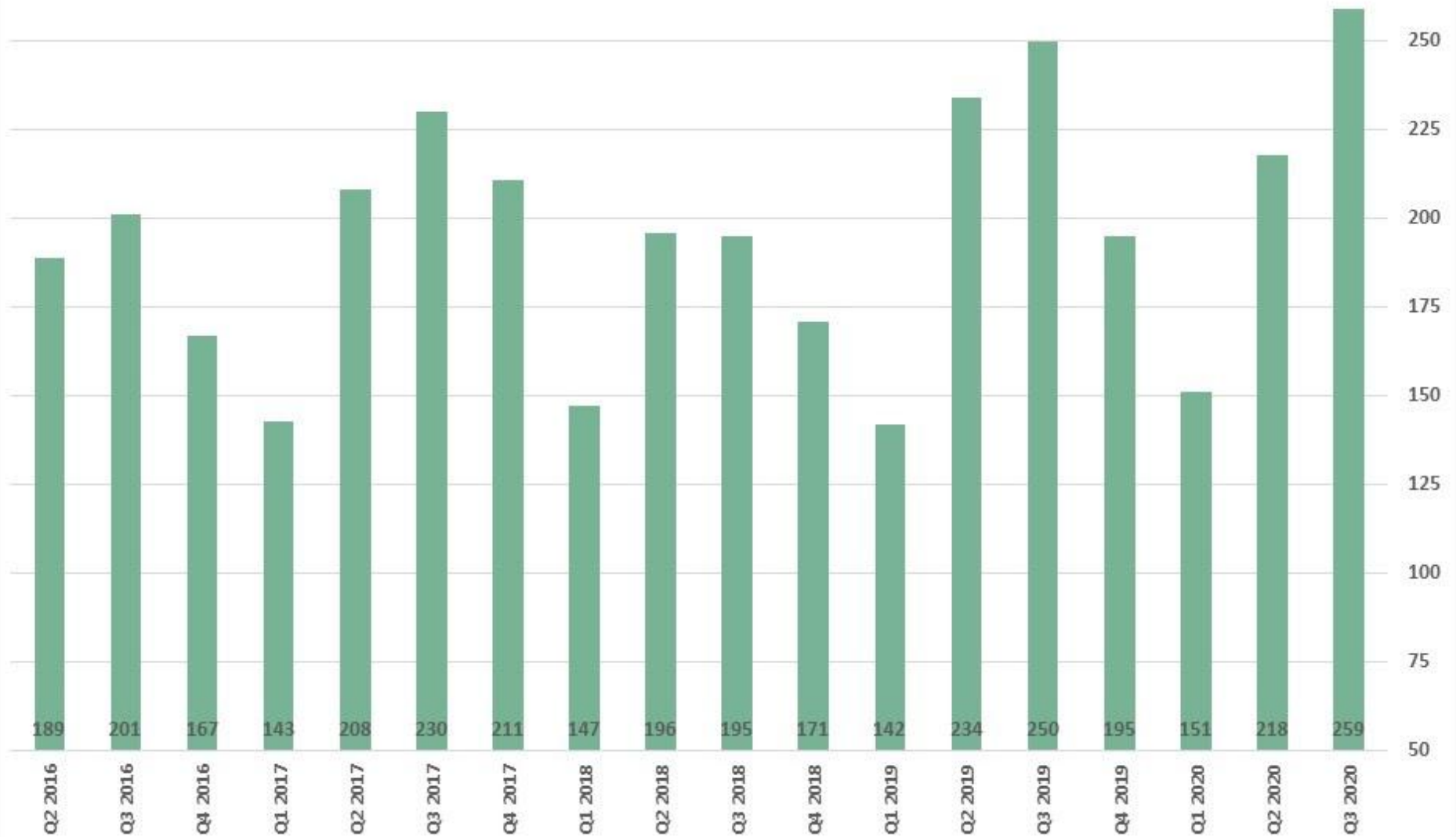
Sales reported to MLS, per Broker Metrics. Data from sources deemed reliable, but subject to error and revision. All numbers are approximate.

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Sonoma County Luxury Home Market

Active Listings Priced \$2 Million+, by Quarter

As reported to MLS,
per Broker Metrics



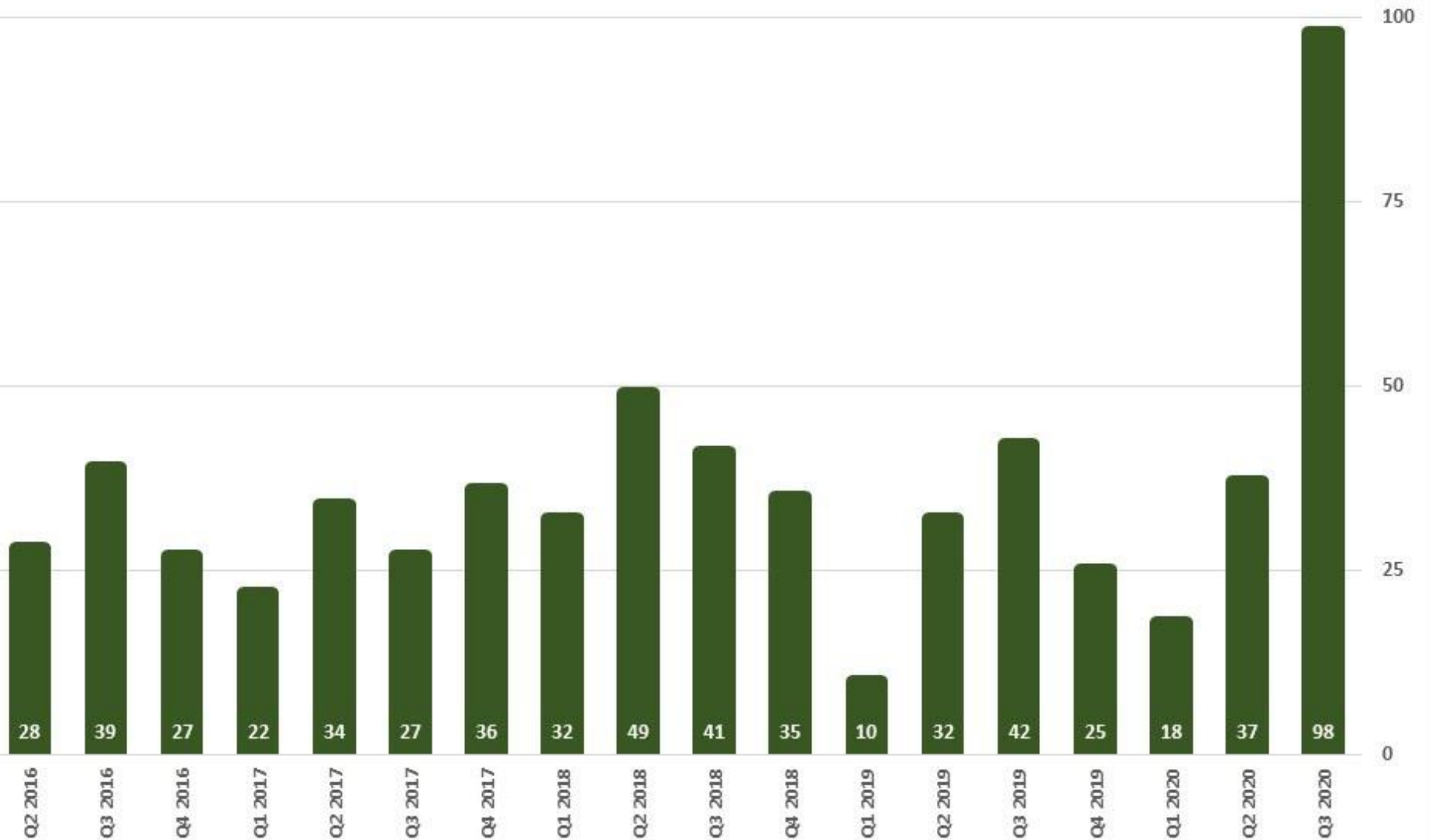
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Sonoma County Luxury Home Market

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

As reported to MLS,
per Broker Metrics

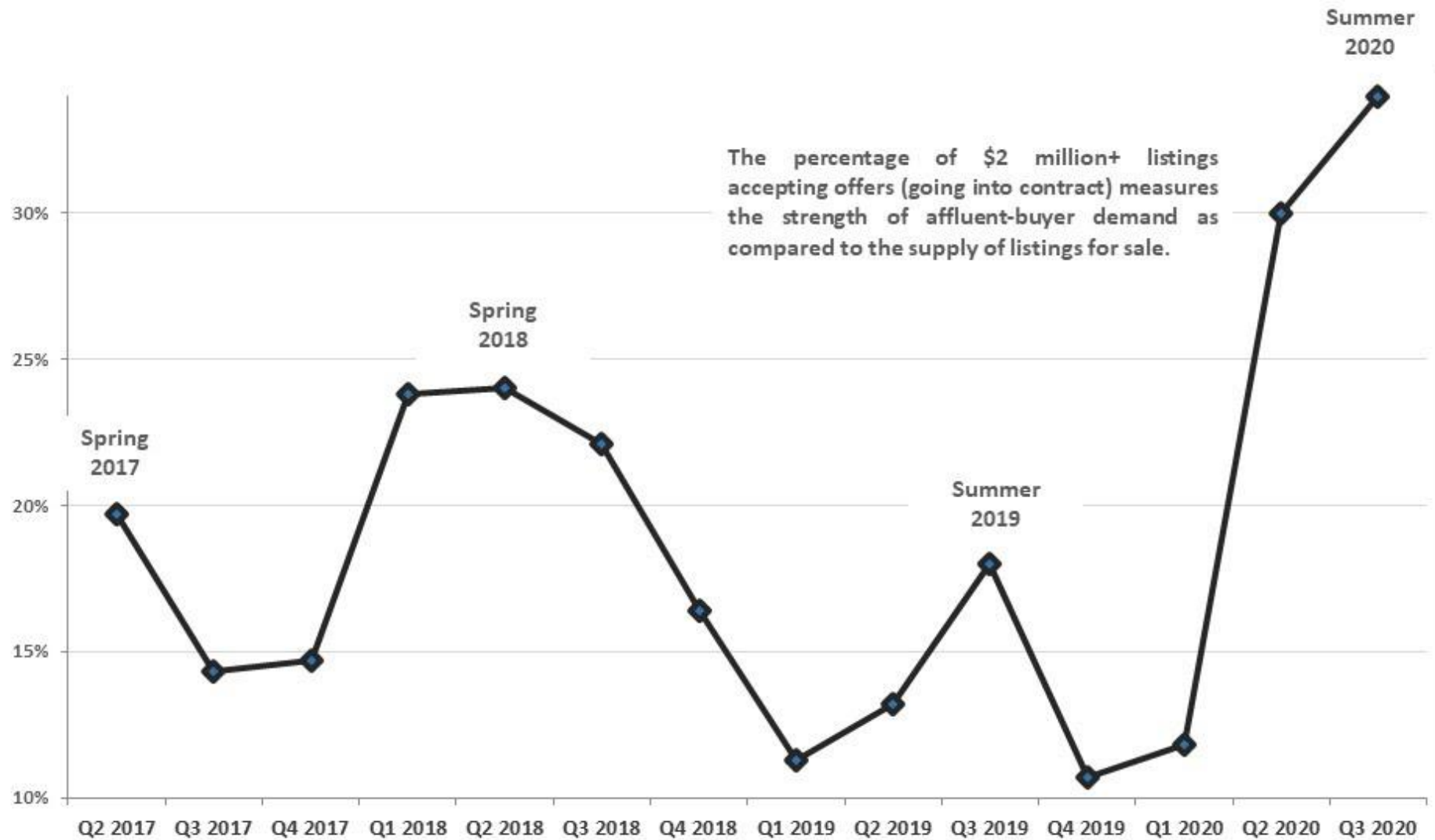


As reported to MLS, per Broker Metrics. Data from sources deemed reliable but may contain errors and subject to revision. All numbers should be considered approximate.

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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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Compass Real Estate Market Trends Report

San Francisco Bay Area

Sonoma County

2020-10-08

New Listings

Calculations are on a rolling month (28 day) basis. Compares the latest full year to the prior full year.

593

New Listings - Last 4 Weeks
▼ -1.2% VS LAST YEAR

New Listings - Trailing 4 Weeks



522

Single Family / Townhouse ▼ -1.7%

71

Condo / Co-op ▲ 3.9%

New Contracts

Calculations are on a rolling month (28 day) basis. Compares the latest full year to the prior full year.

830

New Contracts - Last 4 Weeks
▲ 72.9% VS LAST YEAR

New Contracts - Trailing 4 Weeks



743

Single Family / Townhouse ▲ 74.4%

87

Condo / Co-op ▲ 57.7%

Sold Listings

Calculations are on a rolling month (28 day) basis. Compares the latest full year to the prior full year.

556

Sold Listings - Last 4 Weeks
▲ 15.7% VS LAST YEAR

Sold Listings - Trailing 4 Weeks



507

Single Family / Townhouse ▲ 20.7%

49

Condo / Co-op ▼ 18.9%

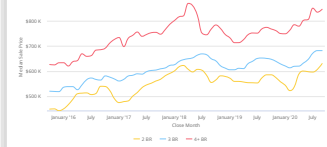
Median Sale Price by Bedroom Count

Calculations are on a rolling three-month basis.

\$712 K

Median Sale Price - Single Family / Townhouse ▲ 6.8% vs Last Year

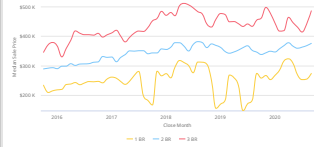
Median Sale Price by # Bedrooms - Single Family / Townhouse



\$403 K

Median Sale Price - Condo / Co-op ▲ 10.2% vs Last Year

Median Sale Price by # Bedrooms - Condo/Co-op



Average Price per Square Foot

Calculations are on a rolling three-month basis.

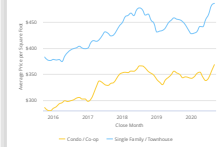
\$486

Avg PPSF - Single Family / Townhouse ▲ 6.5% vs Last Year

\$368

Avg PPSF - Condo / Co-op ▲ 5.4% vs Last Year

Average Price per Square Foot



Close Price vs List Price

Calculations are on a rolling three-month basis.

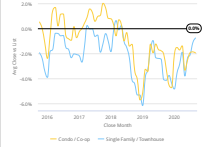
-0.7%

Close Price vs List Price - Single Family / Townhouse -0.7% Last Year

-1.9%

Close Price vs List Price - Condo / Co-op -2.1% Last Year

Close Price vs List Price



Number of Sales by Price Point

Year Over Year Comparison

Rolling month (28 day) basis

-18.0%

YoY Sales (Last 4 Weeks) - \$200K - \$500K

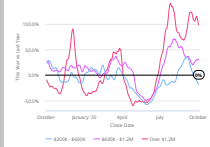
30.2%

YoY Sales (Last 4 Weeks) - \$500K - \$1.2M

98.3%

YoY Sales (Last 4 Weeks) - \$1.2M+

Sales by Price Point - Year Over Year Comp



Days on Market

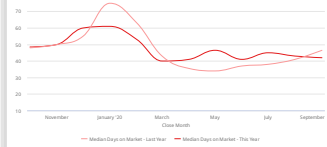
For listings that closed in a given calendar month

No rolling legs is applied.

42

Median Days on Market ▼ -5 Days vs Last Year

Median Days on Market



Weekly Open Houses

As scheduled in the MLS. Attendance is unknown.

No rolling legs is applied.

2

Open Houses Last Week # vs Last Year

Open Houses

