

Year-End Report | 2020

Santa Fe

Market Update

Sotheby's

INTERNATIONAL REALTY



CASA CULINARIA - A BOUTIQUE HOTEL
Offered at \$4,200,000
sothebysrealty.com/id/202003973

{Q4 | JAN - DEC 2020}

at a glance

SANTA FE

12.9%

Change in Median Selling Price
{2020 vs 2019}

3.7%

Change in Units Sold
{2020 vs 2019}

3,302

Units Sold

\$531k

Average Selling Price



A MESSAGE FROM

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2020 was an extraordinary year for residential sales in the Santa Fe area. The sellers' market continued a trend of robust momentum throughout the fourth quarter of 2020 to end the year on a very positive note. According to the Santa Fe MLS, the average selling price at our firm was \$819K while our nearest competitors had average selling prices at or below \$600K. Total units sold throughout Santa Fe increased in all price bands from \$500K+ with the strongest gains shown in the sale of homes priced from \$1M-\$2M, an increase of 33%, from 188 units in 2019 to 250 units in 2020. Sales of homes above \$2M reflected an increase of 48%, from 33 units sold in 2019 to 49 units sold in 2020. Other positive indicators included the following:

- The average selling price increased 13%, from \$470,457 in 2019 to \$531,150 in 2020.
- The median selling price increased 13%, from \$365,350 in 2019 to \$412,719 in 2020
- Active listings decreased in all price bands by 34%, with the exception of homes priced at \$2M+, which was up 6%
- Average days on market for homes \$750,000 to \$1M declined a remarkable 24%, and 16% for homes priced from \$1M-\$2M

While 2020 certainly presented its challenges, the real estate market in Santa Fe reflected the trends seen nationally, with many buyers opting for part or full-time residences in small cities with wide open spaces and access to everything from hiking trails, skiing, biking, hunting and fishing – all of which are abundant in our breathtaking corner of the world. Our firm and our experienced brokers are proud to carry on the tradition of being the undisputed market leader in all price ranges throughout the Santa Fe area.

As always, we are committed to providing the highest quality service and will continue to support our clients with a suite of virtual marketing tools that are proving effective with buyers today. We hope you find this market report to be a valuable resource and we look forward to working with you to meet your real estate needs. If you have any questions about the Santa Fe Market, please do not hesitate to reach out to me or any of our associates at 505.988.8088.

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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.

231 WASHINGTON AVENUE BROKERAGE
505.988.8088

326 GRANT AVENUE BROKERAGE
505.988.2533

318 GRANT AVENUE BROKERAGE
505.982.6207

Featured Properties

We invite you to explore our exclusive offerings at SOTHEBYSREALTY.COM



465 CAMINO DE LAS ANIMAS
Pueblo Revival-Style Home
and Casita on the Eastside
Offered at \$1,595,000
sothebysrealty.com/id/202005244



439 CAMINO DEL MONTE SOL
Offered at \$3,000,000
sothebysrealty.com/id/202000467

2335 WILDERNESS WAY
Offered at \$2,700,000
sothebysrealty.com/id/202002603

915 OLD SANTA FE TRAIL
Offered at \$2,150,000
sothebysrealty.com/id/201804889

282 CALLE JUANITA
Offered at \$2,000,000
sothebysrealty.com/id/202003645

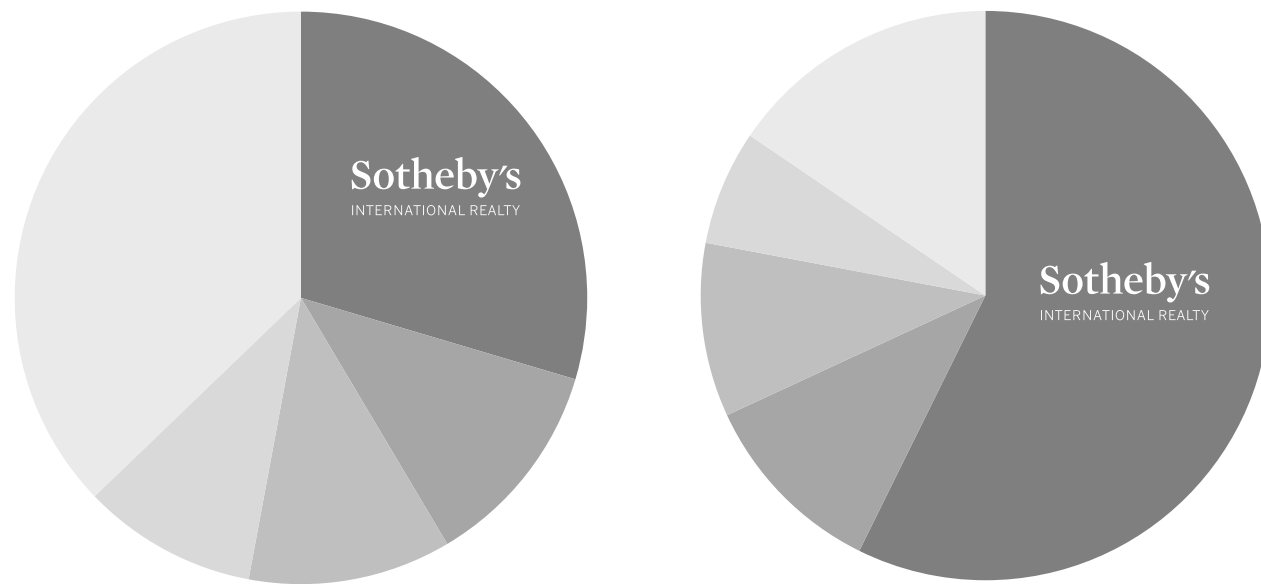
*IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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{DEC 2020 | LAST 12 MONTHS}

Market Share

Sotheby's International Realty vs. Local Competitors



Market Share
All Price Ranges

- 29% Sotheby's International Realty | Santa Fe
- 12% Firm 2
- 11% Firm 3
- 10% Firm 4
- 38% Combination of Additional Companies

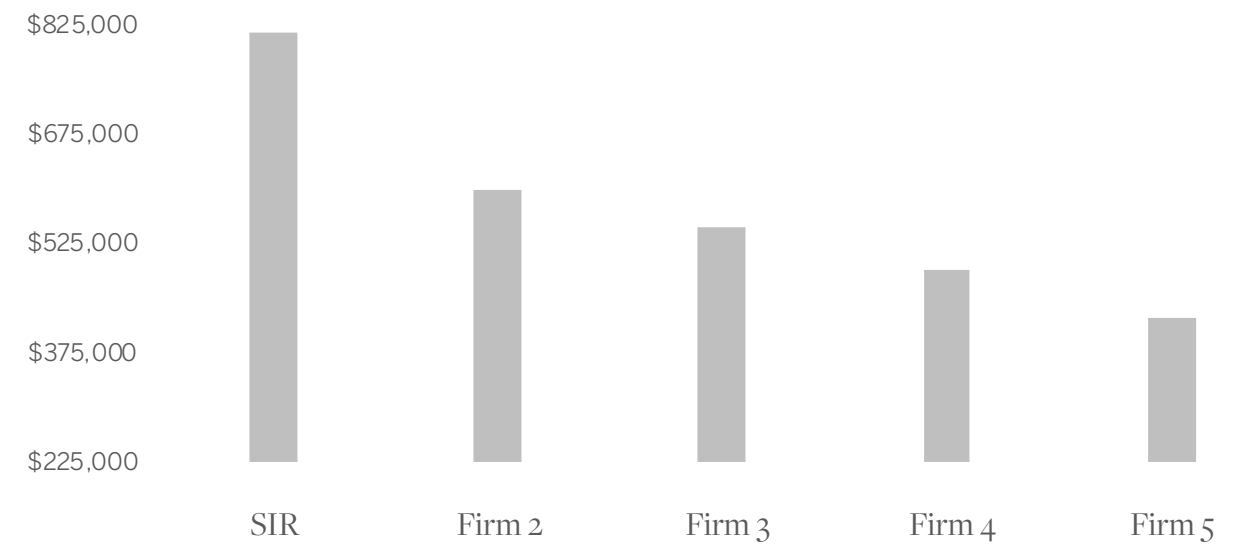
Market Share
Over \$1 Million

- 57% Sotheby's International Realty | Santa Fe
- 11% Firm 2
- 10% Firm 3
- 7% Firm 4
- 15% Combination of Additional Companies

{DEC 2020 | LAST 12 MONTHS}

Average Selling Prices by Top 5 Firms

Sotheby's International Realty vs. Local Competitors

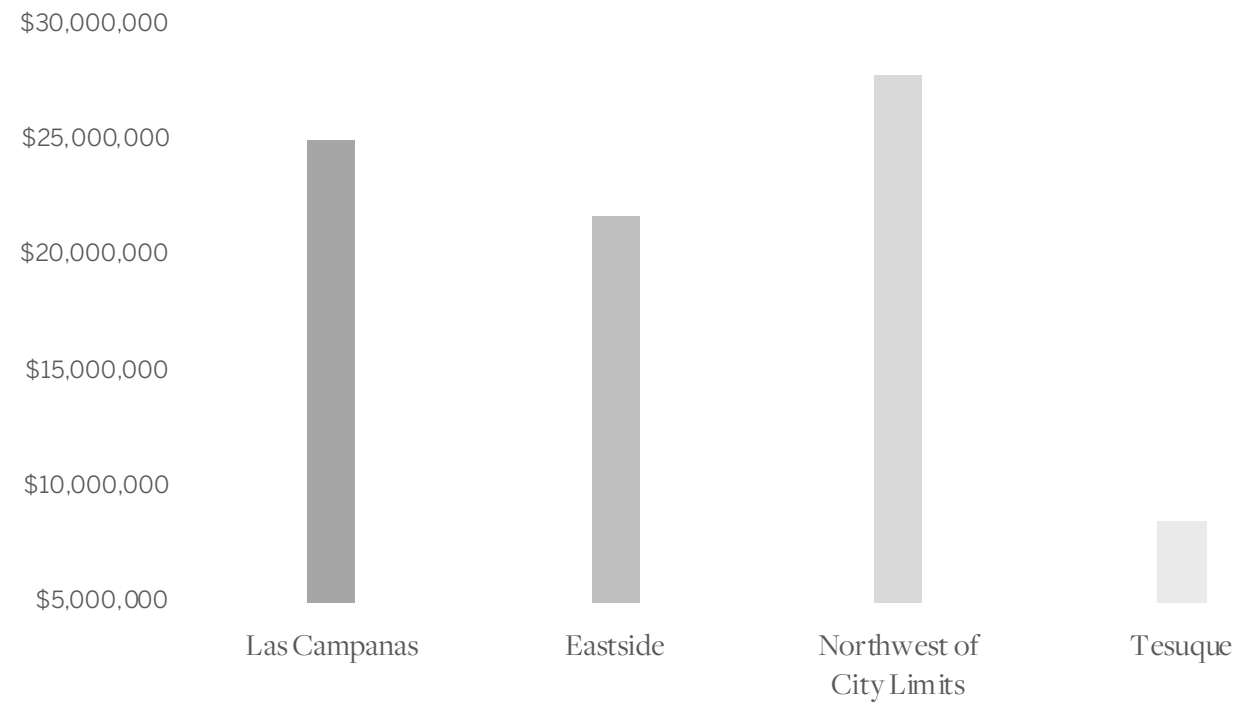


Average Selling Prices
by Brokerage

\$819,033	\$600,145	\$550,432	\$489,445	\$425,416
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



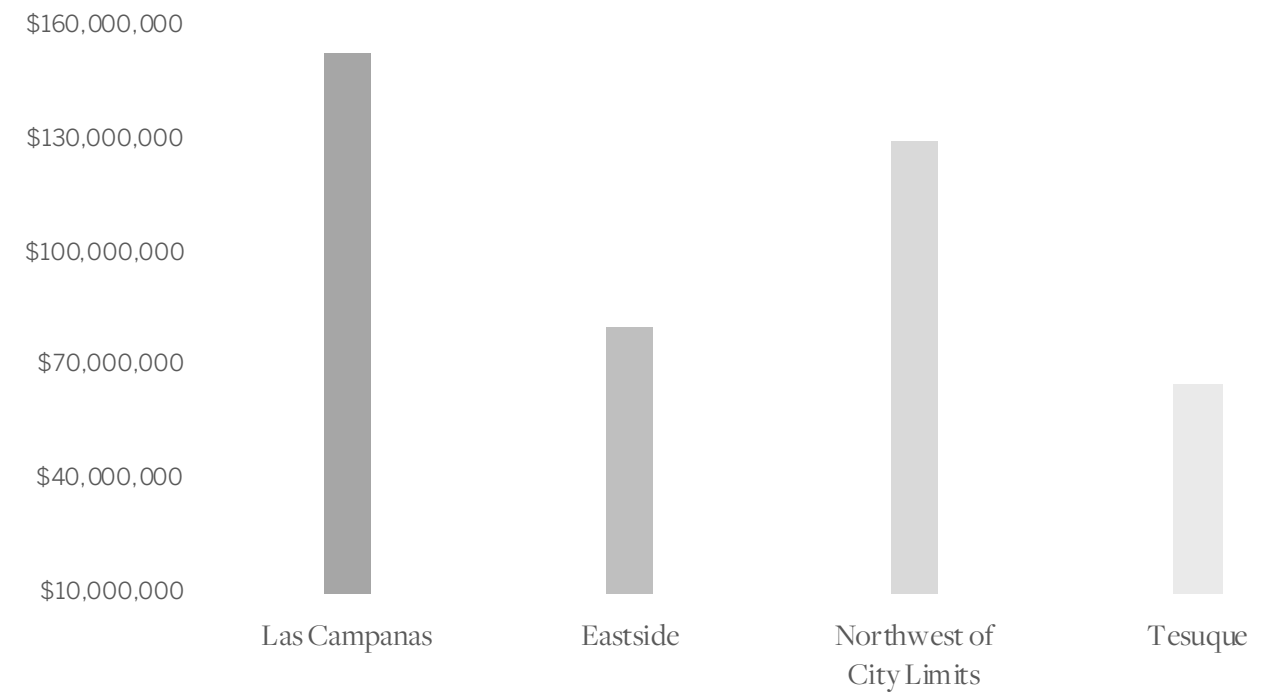
SIR Market Share By
Active Listings Dollar Volume
as of December 31, 2020



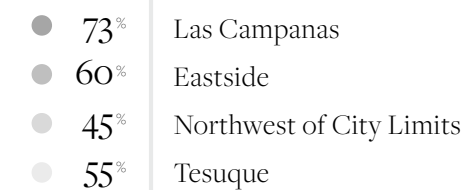
{DEC 2020 | LAST 12 MONTHS}

Sold Dollar Volume by Select Area

Sold by Sotheby's International Realty



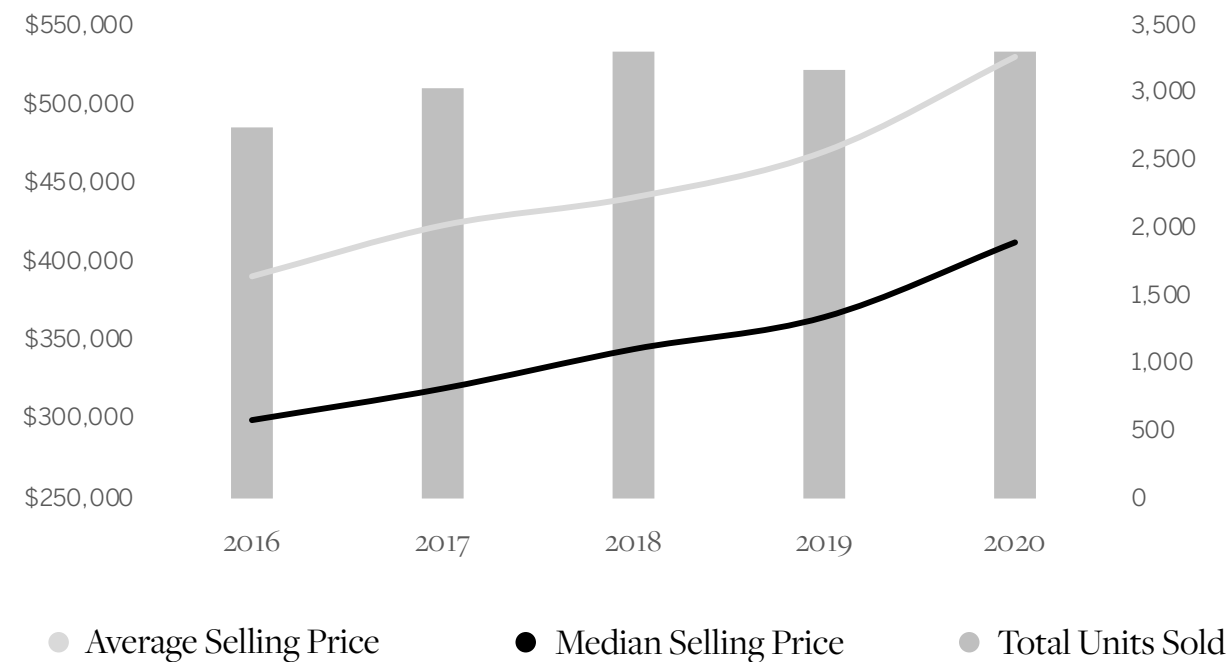
SIR Market Share
By Sold Dollar Volume
January 1, 2020 - December 31, 2020



Sales & Price Comparison

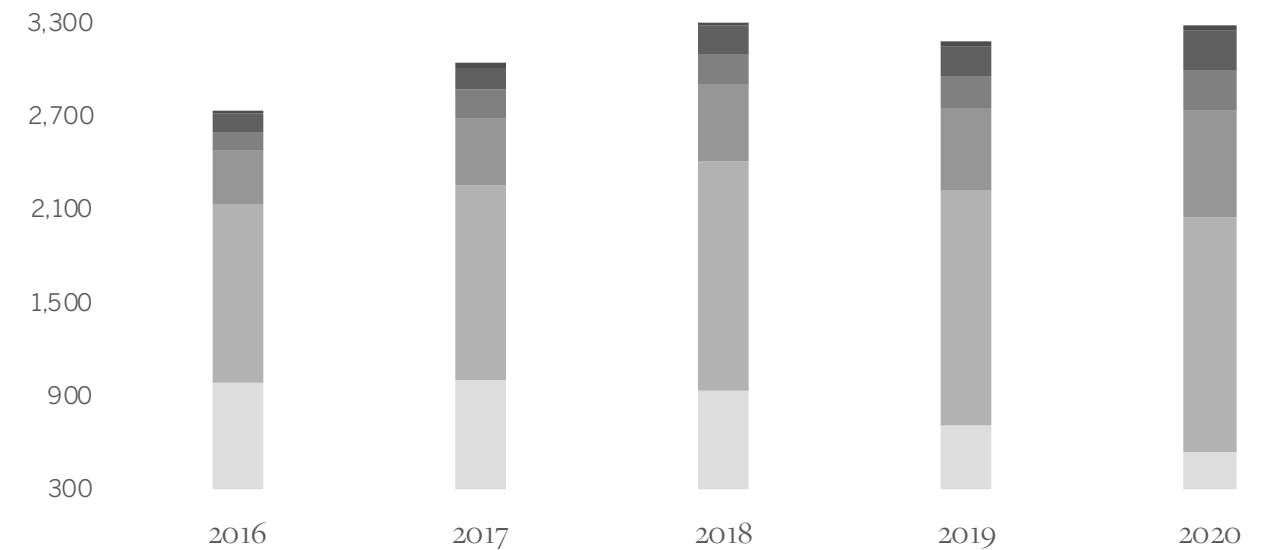
Q4 | All Santa Fe | Five Years

Average Selling Price | Median Selling Price | Total Units Sold



Units Sold Comparison

Q4 | All Santa Fe | Five Years



Total Units Sold By Price Point

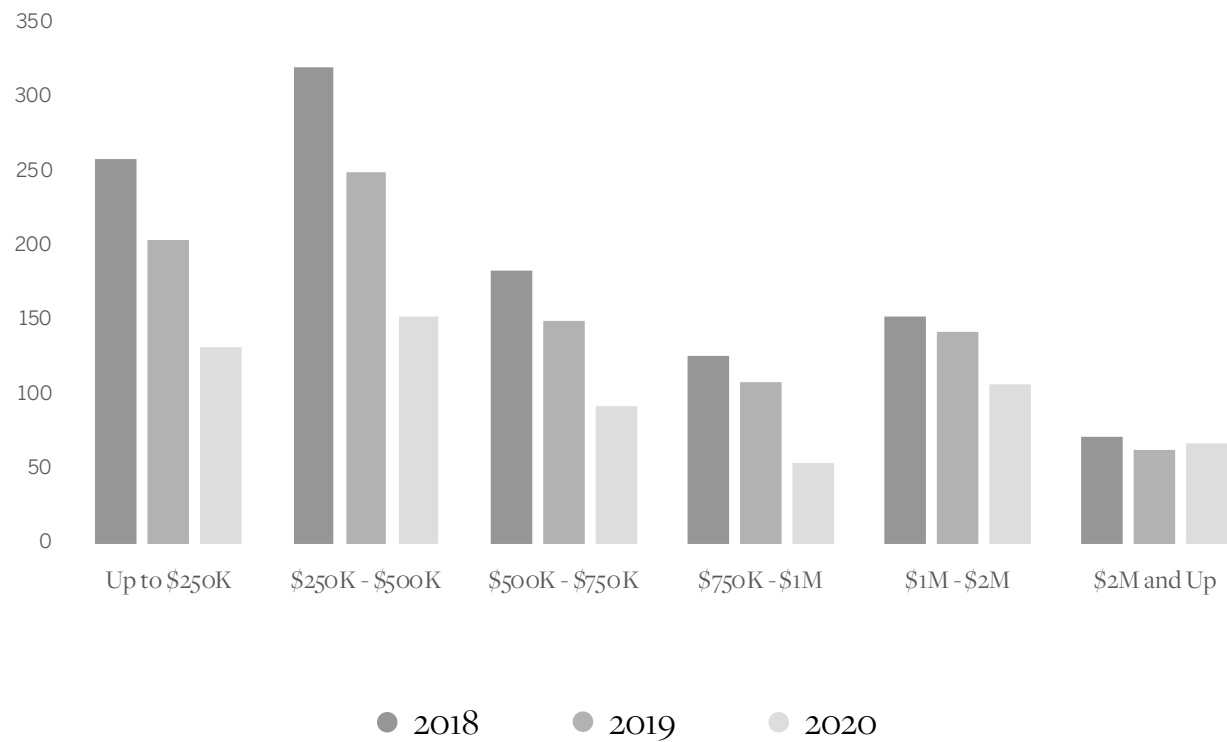
- Up to \$250K
- \$250K-\$500K
- \$500K-\$750K
- \$750K-\$1M
- \$1M-\$2M
- Above \$2M

Q4	Average Selling Price	Median Selling Price	Total Units Sold
{2020 vs 2019} Change	13%	13%	4%
2020	\$531,150	\$412,719	3302
2019	\$470,457	\$365,350	3183
2018	\$441,057	\$345,000	3319
2017	\$423,152	\$320,000	3047
2016	\$390,467	\$300,000	2747

Q4	{Units Percent}						Total
	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	
{2020 vs 2019} Change	-24%	0%	28%	32%	33%	48%	4%
2020	551 17%	1,513 46%	681 21%	258 8%	250 8%	49 1%	3,302
2019	726 23%	1,510 47%	531 17%	195 6%	188 6%	33 1%	3,183
2018	945 28%	1,474 44%	497 15%	192 6%	181 5%	30 1%	3,319
2017	1,005 33%	1,254 41%	439 14%	182 6%	138 5%	29 1%	3,047
2016	1,000 36%	1,150 42%	338 12%	123 4%	124 5%	12 0%	2,747

Listing Inventory

All Santa Fe

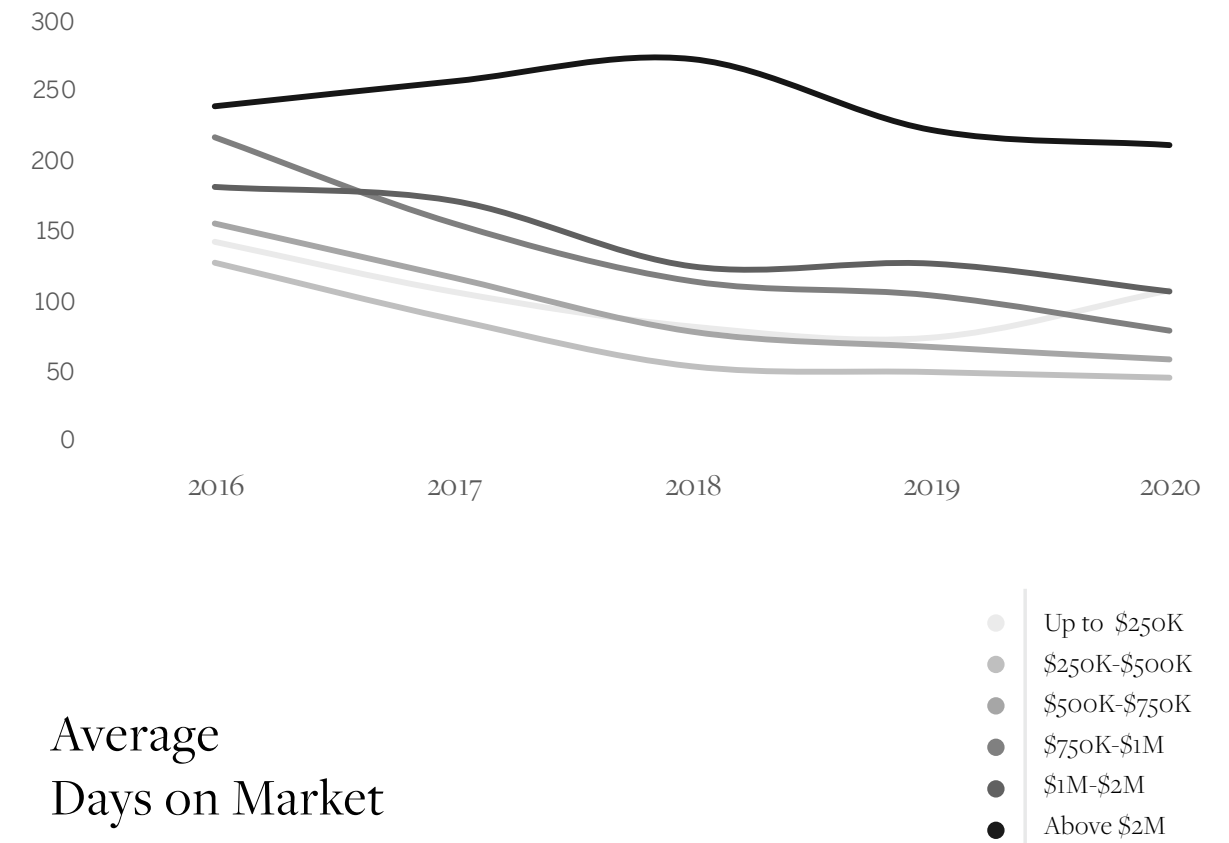


Active Listings for all of Santa Fe County as of December 31, 2020

Q4	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
^{2020 vs 2019} Change	-35%	-39%	-39%	-50%	-25%	6%	-34%
2020	132	152	92	54	107	67	604
2019	204	250	150	109	153	63	929
2018	259	320	183	126	152	72	1112

Days On Market

Q4 | All Santa Fe | Five Years



Average Days on Market

Q4	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
^{2020 vs 2019} Change	45%	-8%	-13%	-24%	-16%	-5%	1%
2020	109	47	59	81	108	213	70
2019	75	51	68	106	128	224	69
2018	83	55	79	116	126	275	76
2017	108	88	118	157	173	259	108
2016	144	128	157	218	183	241	144

Extraordinary Results

We celebrate the notable success of our associates and clients



511 518 AND 0 OLD SANTA FE TRAIL
Three Parcels at Commercial Plaza
Last asking \$9,400,000



3361 MONTE SERENO
Contemporary-Style Home
Last asking \$2,500,000

20 HOLLYHOCK CIRCLE
Southwestern and Contemporary Aesthetics
Last asking \$2,500,000

140 LEAPING POWDER ROAD
Spanish Pueblo Revival-Style Home
Last asking \$3,500,000

854 CAMINO RANCHITOS
Casa Contenta Tranquil Eastside Compound
Last asking \$2,750,000

*IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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For those looking forward

Extraordinary Santa Fe Compound | tanpointestate.com

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