

Q1 | 2022

Wine Country

# Market Update

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**Sotheby's**  
INTERNATIONAL REALTY



ST. HELENA  
Offered at \$26,000,000





CALISTOGA  
Summer Hill Napa Valley  
Offered at \$15,000,000



A MESSAGE FROM

# Jonathan Soh

*Vice President & Brokerage Manager*

The real estate market in Wine Country continued to be strong as we moved into the first quarter of 2022 with metrics in almost every region showing positive gains. The pandemic prompted lifestyle change for many, and Napa and Sonoma Counties continue to be desirable destinations for people seeking a combination of services, amenities, natural beauty, and a commutable distance to the greater Bay Area. High demand and limited supply of housing in the Wine Country is currently driving the market and pricing.

According to the Bay Area Real Estate Information Services (BAREIS), the market for single-family homes remained strong in Napa County in Q1 2022. In the city of Napa, the number of units sold in Q1 2022 vs. Q1 2021 remained unchanged at 163 units. However, strong demand and limited supply prompted a 12% increase in average sales price, to \$1.3M, and a 12% increase in total sales volume to \$207M. The St. Helena/Yountville market also showed strong gains. There was a 45% increase in total number of units sold to 29 units, an 11% decrease in the average sales price to \$1.7M, and an overall increase of 29% in total sales volume to \$49M.

Similarly, Sonoma County showed strong activity. The Sonoma Valley market saw an 8% increase in units sold to 83 units, a 28% increase in average sales price to \$1.6M, and a 38% increase in total sales volume to \$130M. The city of Santa Rosa saw a 4% decrease in units sold to 345 units, however, strong demand prompted a 19% increase in average sales price to \$931K, and overall, a 12% increase in total sales volume to \$313M. The town of Healdsburg saw a 6% decrease in units sold to 50 units, a 14% increase in average sales price to \$1.6M, and an 8% increase in total sales volume to \$80M. The Sonoma Coast saw a 3% decrease in units sold to 34 units, a 23% increase in the average sales price to \$1.6M, and a 19% increase in total sales volume to \$56M.

Overall, Napa County saw a 22% increase in sales volume from \$264M in Q1 2021 to \$323M in Q1 2022 and a 17% increase in average sales price to approximately \$1.3M. Sonoma County saw a 15% increase in sales volume from \$920M in Q1 2021 to \$940M in Q1 2022 and a 17% increase in average sales price to approximately \$1M. An analysis of the Wine Country real estate market moving into spring 2022 describes high demand and limited inventory. It remains to be seen if it will begin to balance in Q2.

SOTHEBYSREALTY.COM

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# Featured Properties

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



GLEN ELLEN  
Sonoma Valley Estate  
\$4,495,000





CALISTOGA  
Modern  
Offered at \$6,950,000

SONOMA  
The Glass House  
Offered at \$4,950,000

UKIAH  
Estate Vineyard, Winery, and Residence  
Offered at \$3,495,000

KENWOOD  
Stunning Spanish-Style Estate  
Offered at \$3,200,000

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

[SOTHEBYSREALTY.COM](https://www.sothebysrealty.com)







A photograph of a modern, single-story house at night. The house features large glass windows and doors, some of which are illuminated from within, showing interior furniture. The exterior has a mix of dark horizontal siding and light-colored concrete or stone panels. In the foreground, there is a swimming pool with a dark, reflective surface. The pool's edge is lined with large, dark rocks. The background is filled with tall, dark evergreen trees. The sky is a deep blue, suggesting twilight. The overall mood is serene and sophisticated.

# Napa County

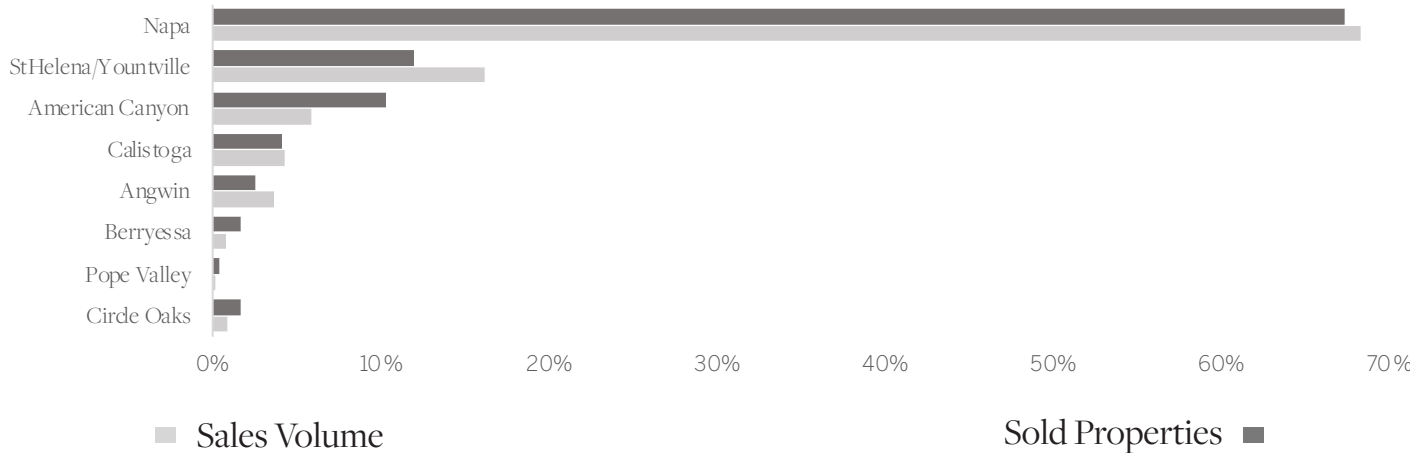
NAPA  
ST. HELENA/YOUNTVILLE  
CALISTOGA



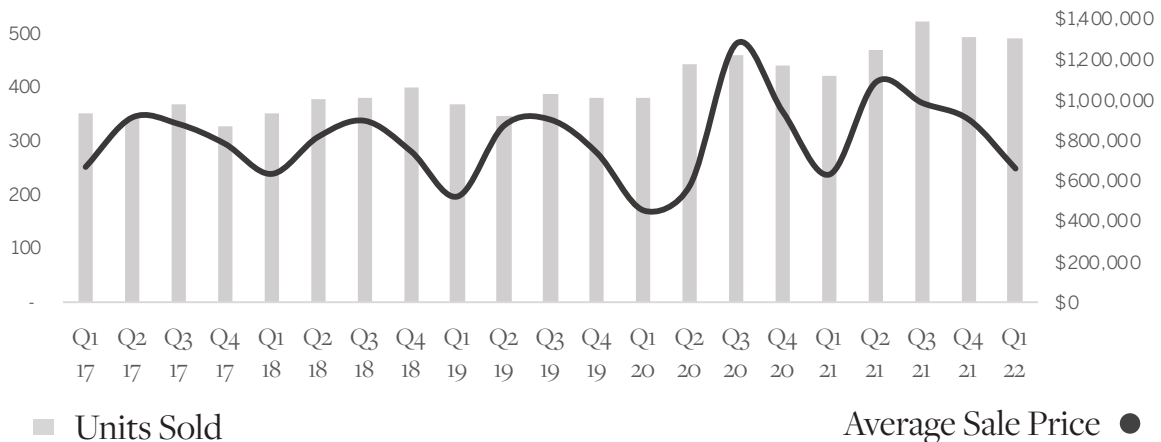
# Market Snapshot

Q1 Napa County

## Percentage of Total Market Share



## Average Sale Price | Sold Properties



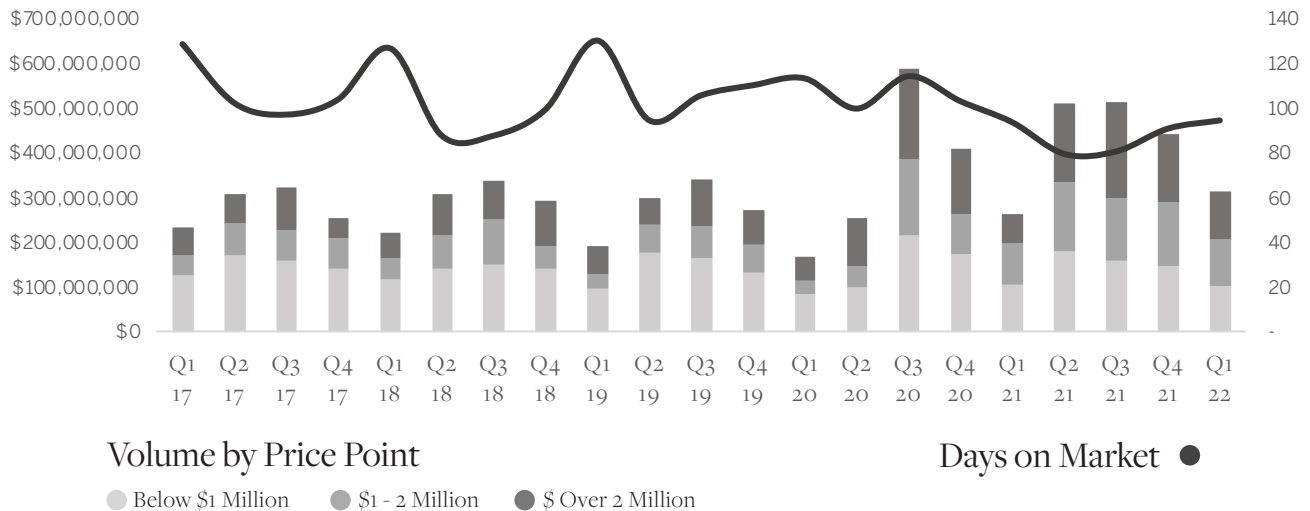
UNITS	195	2019	\$979k	SALES PRICE
	169	2020	\$1.0m	
	236	2021	\$1.1m	
	247	2022	\$1.3m	



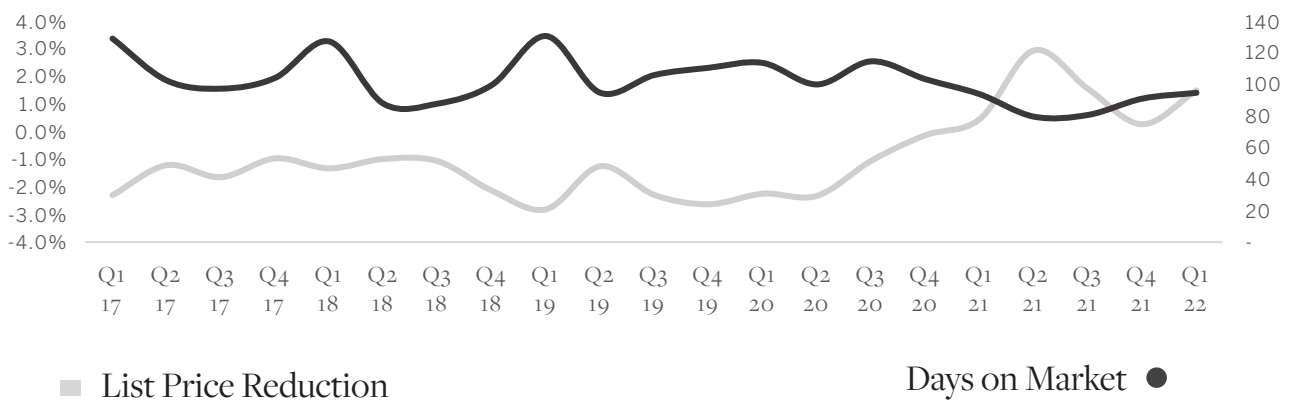
# Q1 Highlights

Napa County

## Volume by Price Point | Days on Market



## Average List Price Reduction | Days on Market



VOLUME	\$191m	2019	130	DAYS ON MARKET
	\$171m	2020	113	
	\$264m	2021	94	
	\$323m	2022	95	





{Q1 | 2022}

# at a glance

ST HELENA & YOUNTVILLE

{2022 v 2021}

+45%

29

Units Sold

-40%

89

Days on Market

-11%

\$1.7m

Average Selling Price

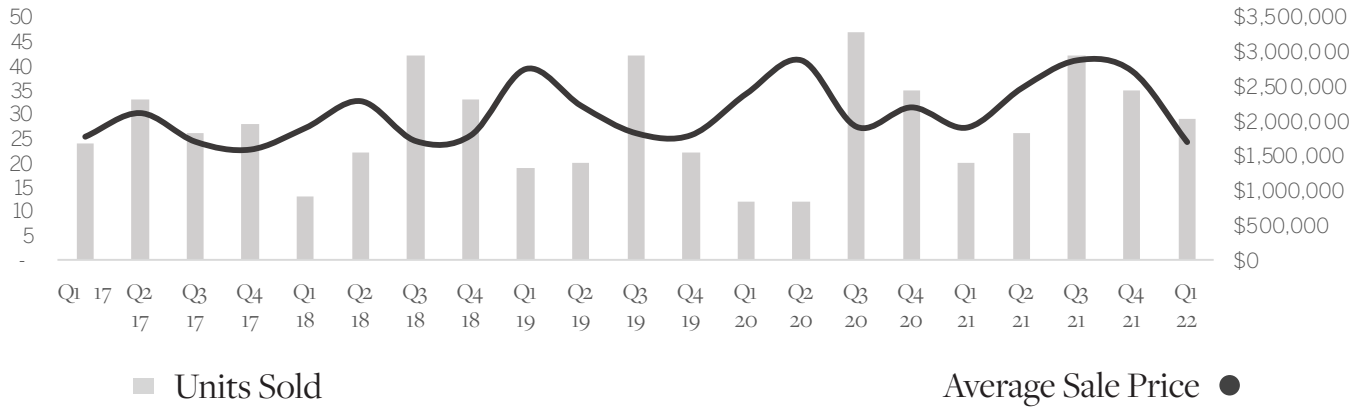
+29%

\$49m

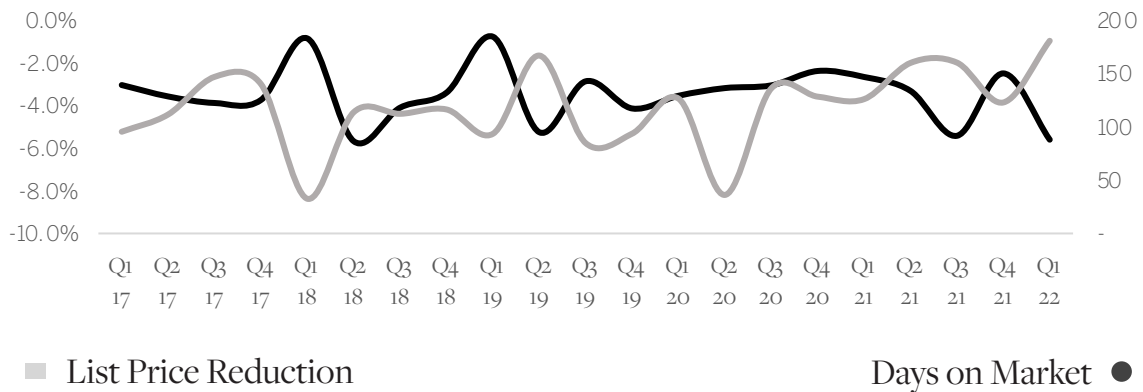
Sales Volume



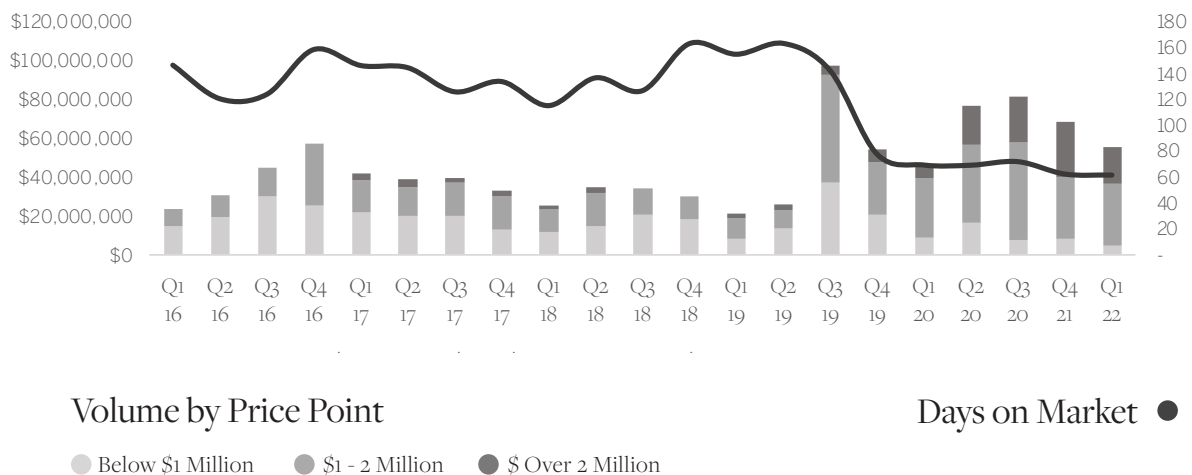
## Average Sale Price | Sold Properties



## Average List Price Reduction | Days on Market

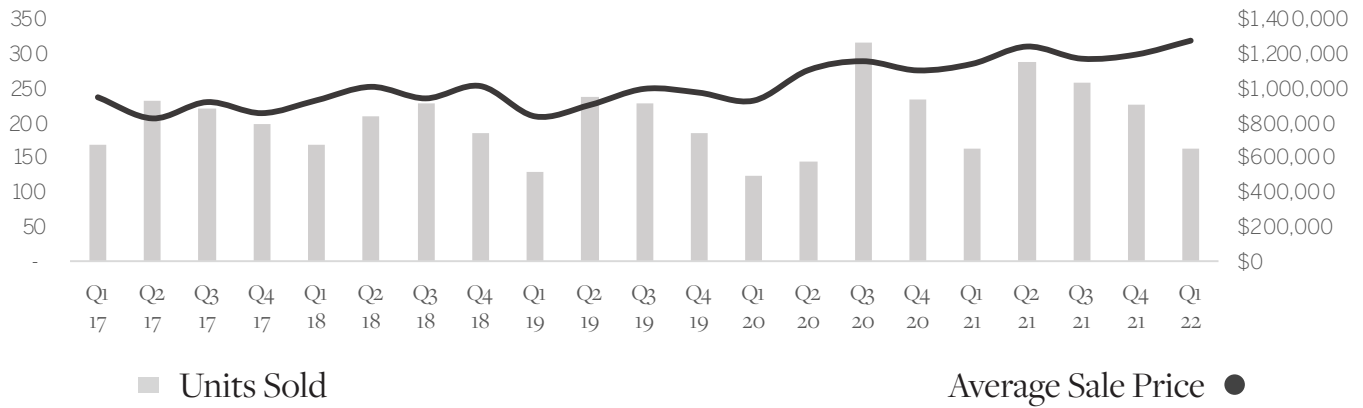


## Sales Volume by Price Point | Days on Market

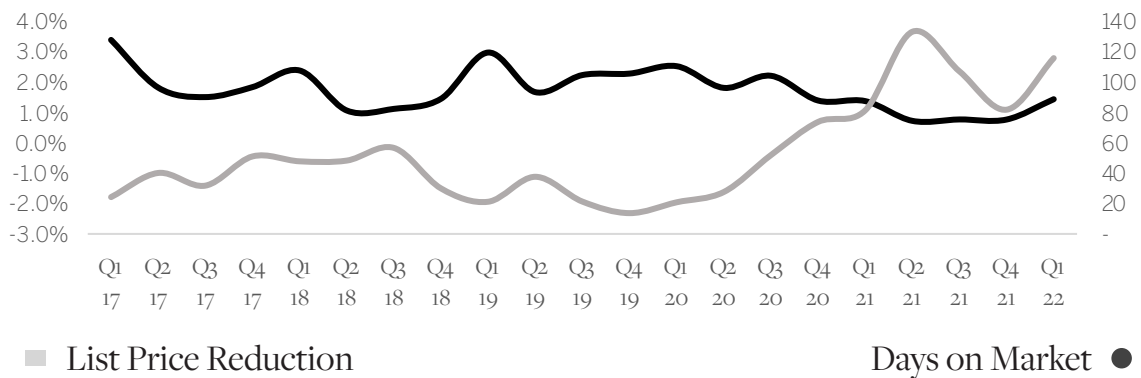




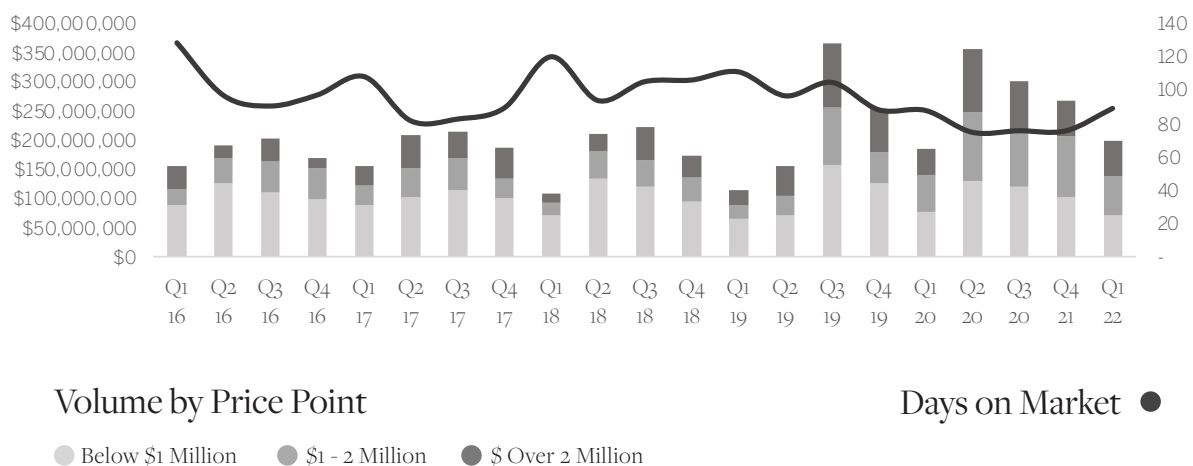
## Average Sale Price | Sold Properties



## Average List Price Reduction | Days on Market



## Sales Volume by Price Point | Days on Market





{Q1 | 2022}

# at a glance

NAPA

{2022 v 2021}

+0%

163

Units Sold

+1%

89

Days on Market

+12%

\$1.3m

Average Selling Price

+12%

\$207m

Sales Volume







S

{Q1 | 2022}

# at a glance

CALISTOGA

{2022 v 2021}

+25%

10

Units Sold

+19%

138

Days on Market

+3%

\$1.3m

Average Selling Price

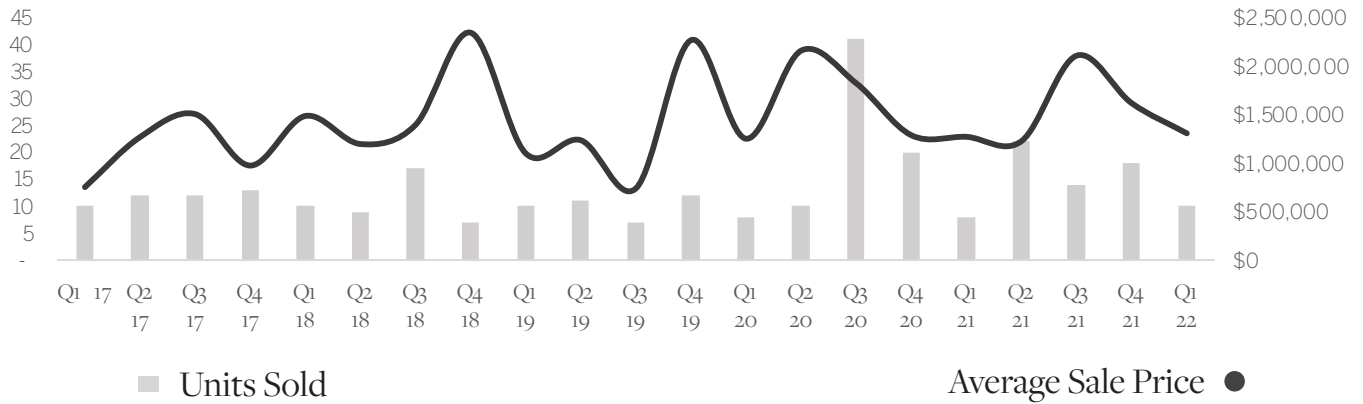
+29%

\$13m

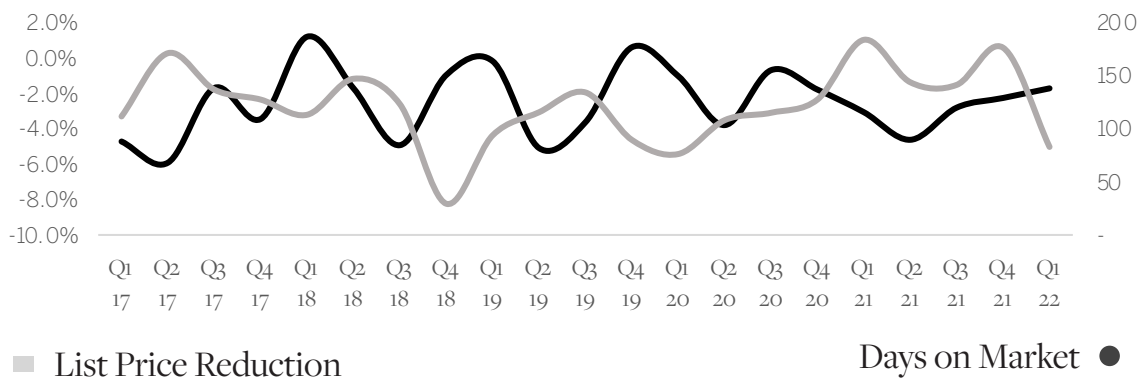
Sales Volume



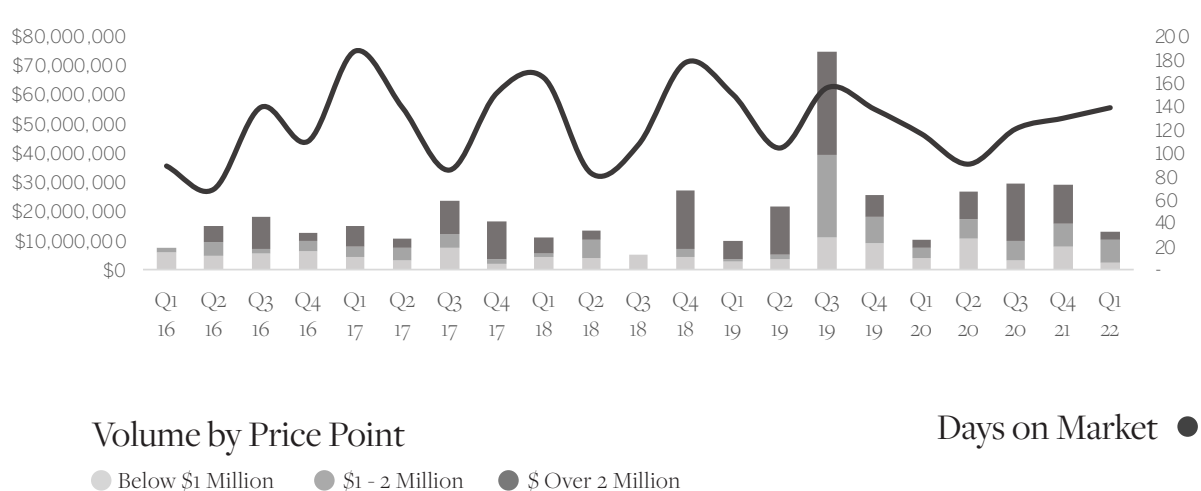
## Average Sale Price | Sold Properties



## Average List Price Reduction | Days on Market



## Sales Volume by Price Point | Days on Market







# Sonoma County

SONOMA VALLEY

HEALDSBURG

PETALUMA

SEBASTOPOL

SANTA ROSA

RUSSIAN RIVER

SONOMA COAST



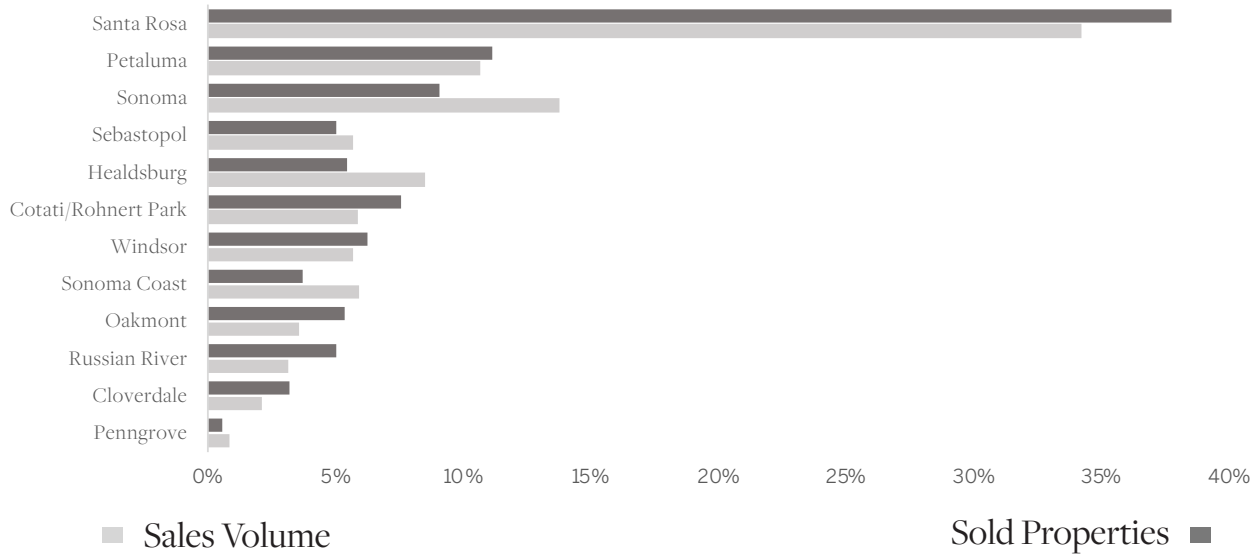




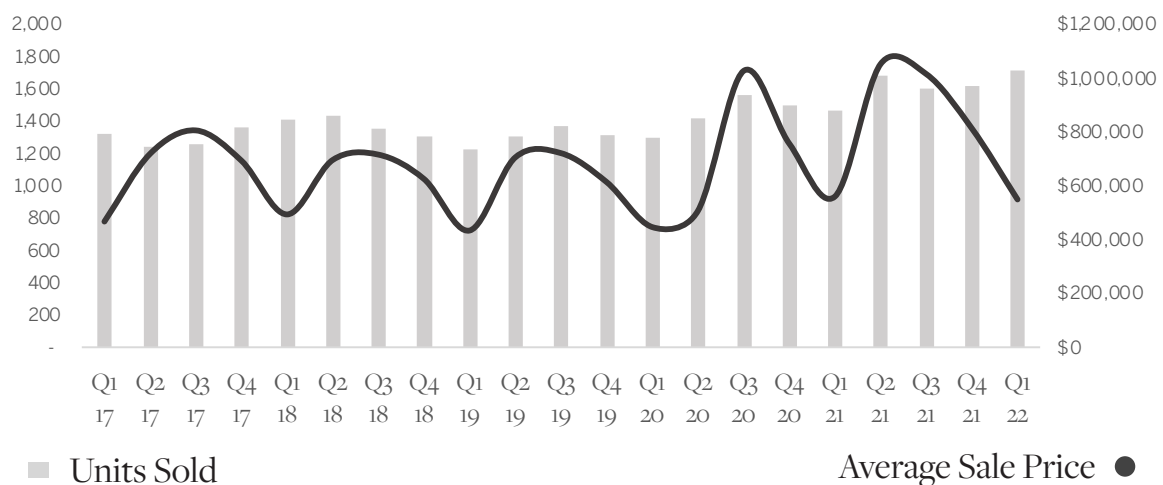
# Market Snapshot

Q1 Sonoma County

## Percentage of Total Market Share



## Average Sale Price | Sold Properties



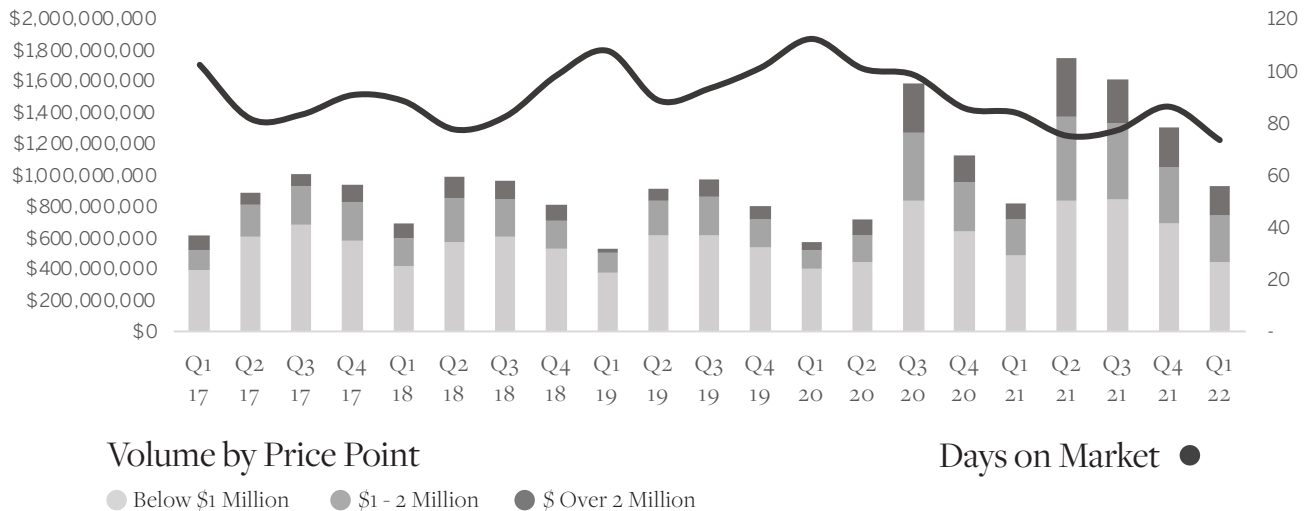
UNITS	724	2019	\$734k	SALES PRICE
	1,745	2020	\$777k	
	933	2021	\$879k	
	915	2022	\$1.0m	



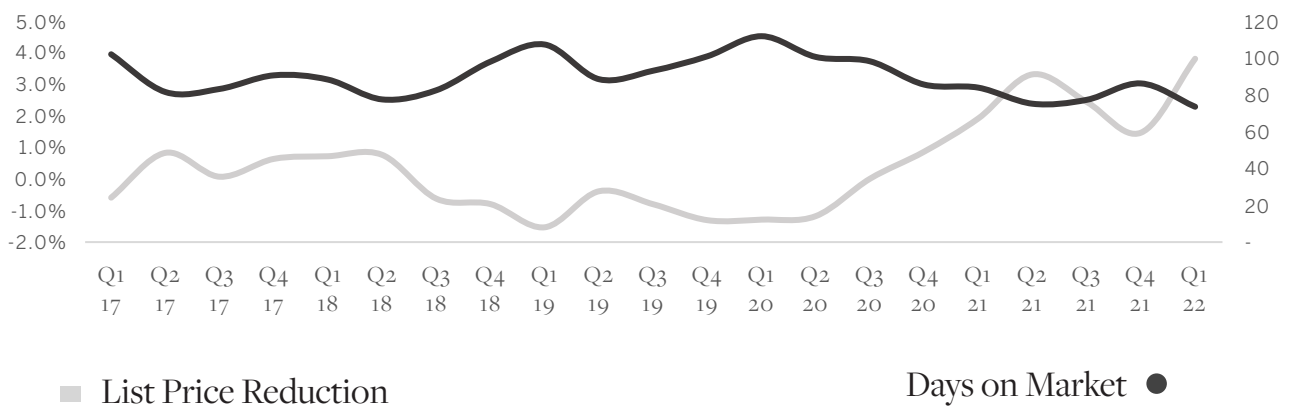
# Q1 Highlights

Sonoma County

## Volume by Price Point | Days on Market



## Average List Price Reduction | Days on Market



VOLUME	\$532m	2019	108	DAYS ON MARKET
	\$579m	2020	112	
	\$820m	2021	84	
	\$940m	2022	74	





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# at a glance

SONOMA VALLEY

{2022 v 2021}

+8%

83

Units Sold

+8%

90

Days on Market

+28%

\$1.6m

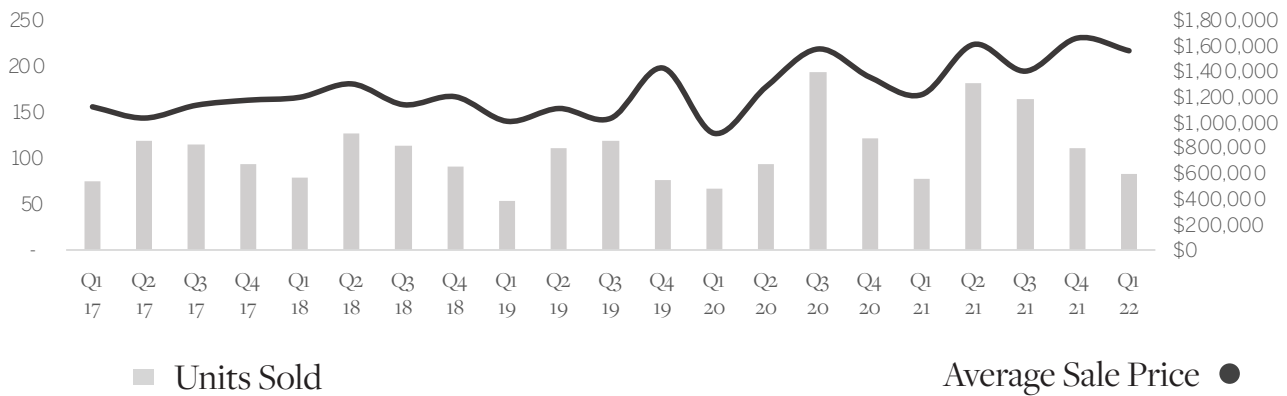
Average Selling Price

+38%

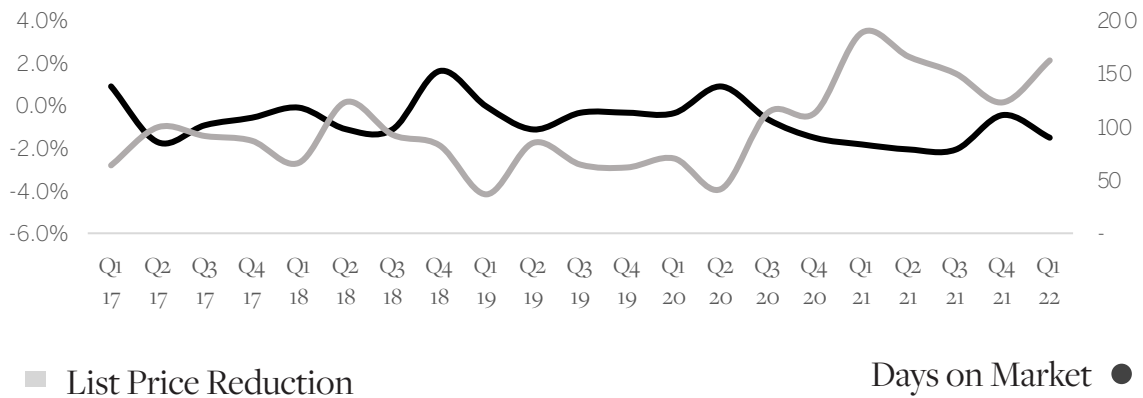
\$130m

Sales Volume

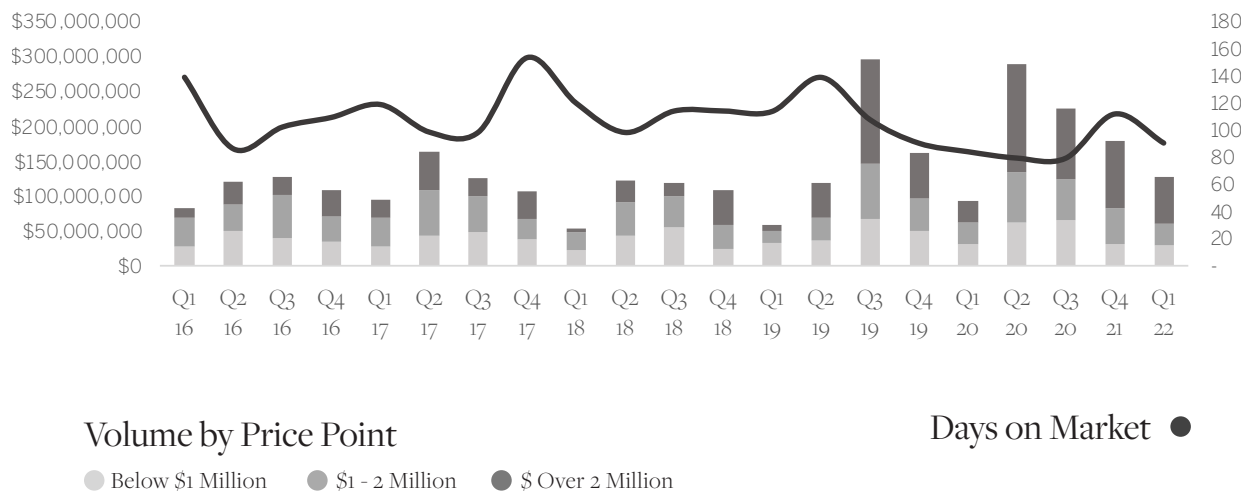
## Average Sale Price | Sold Properties



## Average List Price Reduction | Days on Market

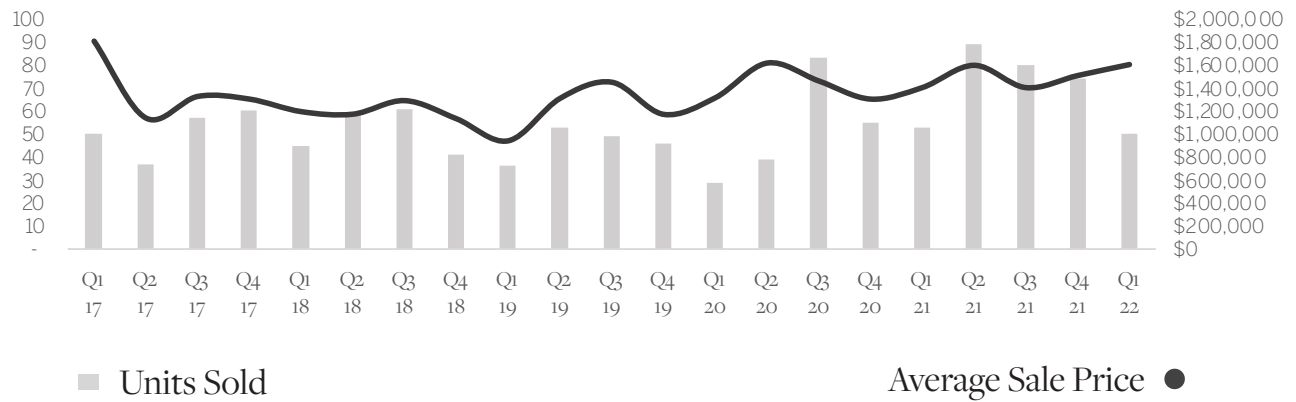


## Sales Volume by Price Point | Days on Market

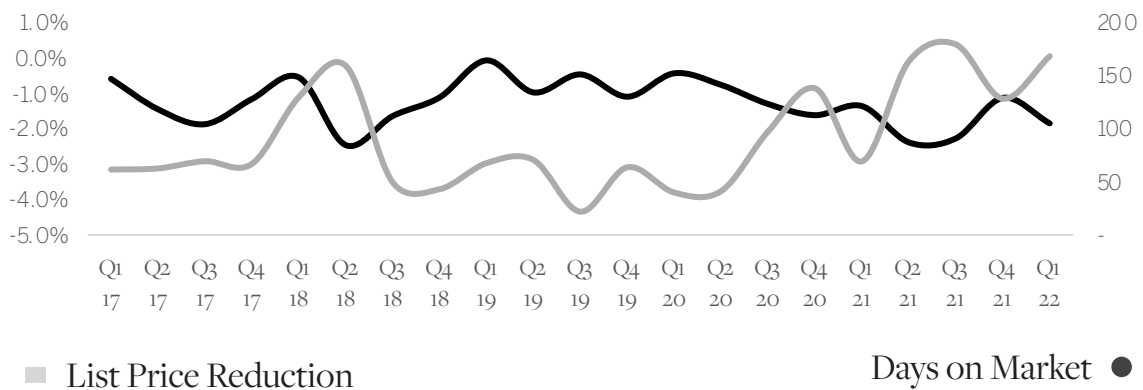




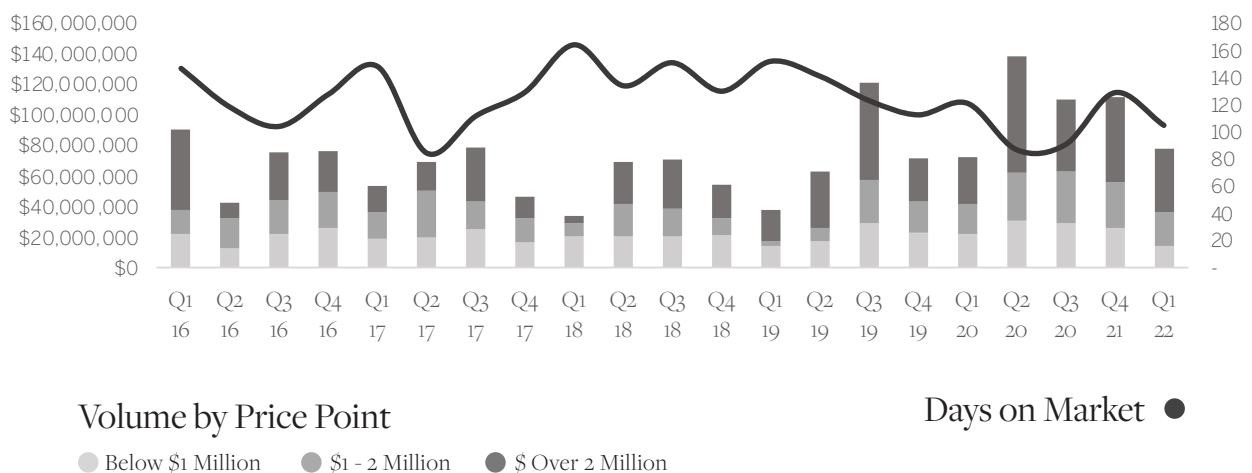
## Average Sale Price | Sold Properties



## Average List Price Reduction | Days on Market



## Sales Volume by Price Point | Days on Market



{Q1 | 2022}

# at a glance

HEALDSBURG

{2022 v 2021}

-6%

50

Units Sold

-13%

105

Days on Market

+14%

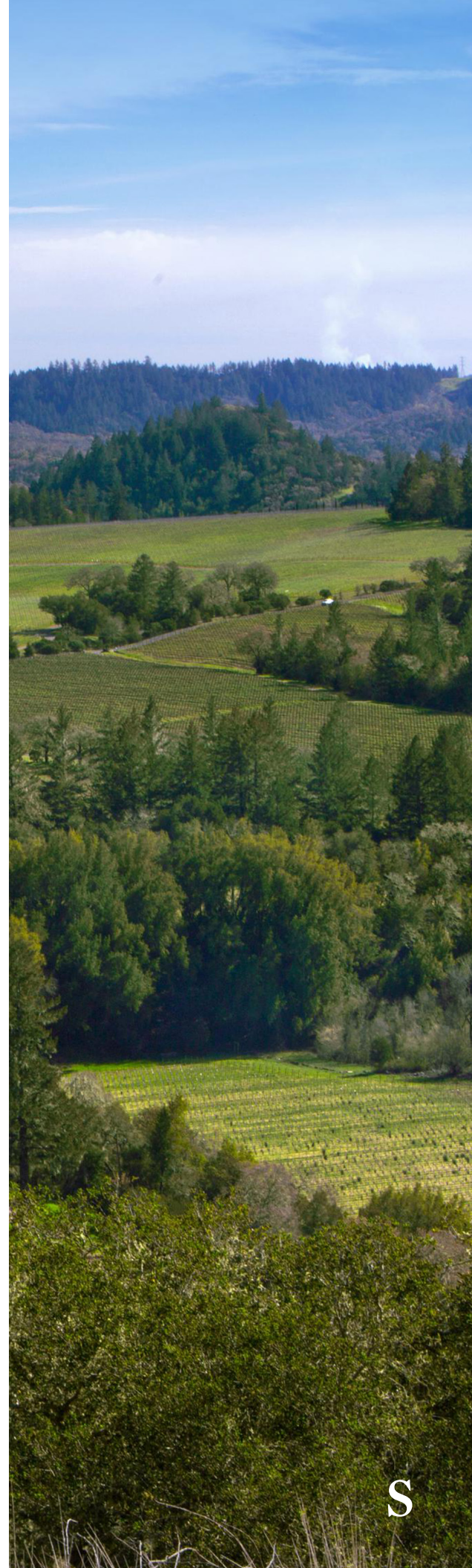
\$1.6m

Average Selling Price

+8%

\$80m

Sales Volume







{Q1 | 2022}

# at a glance

PETALUMA

{2022 v 2021}

-1%

102

Units Sold

-21%

59

Days on Market

+6%

\$983k

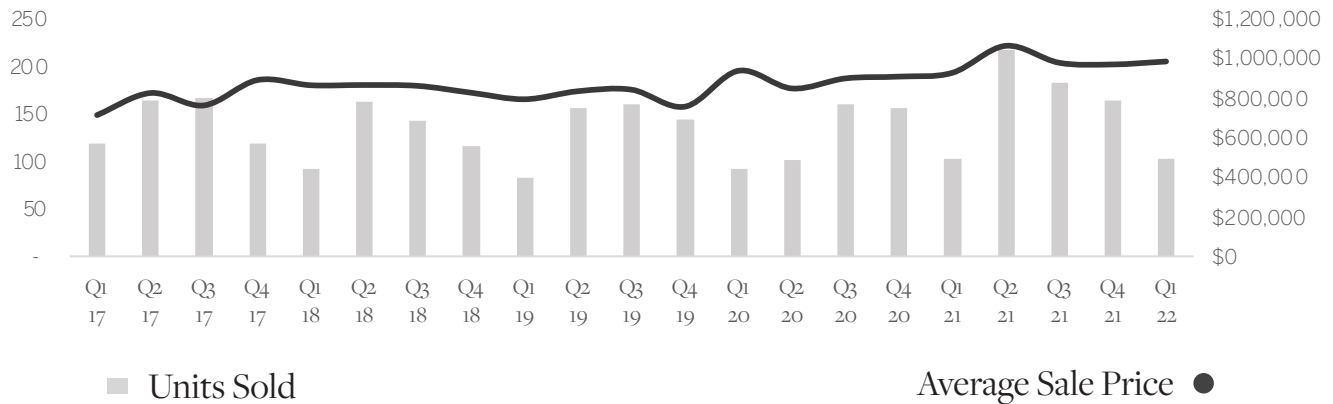
Average Selling Price

+5%

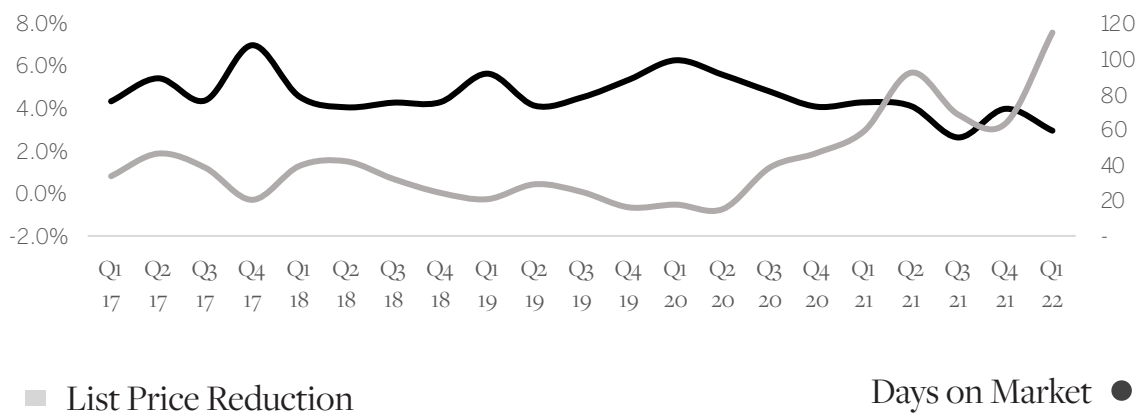
\$100m

Sales Volume

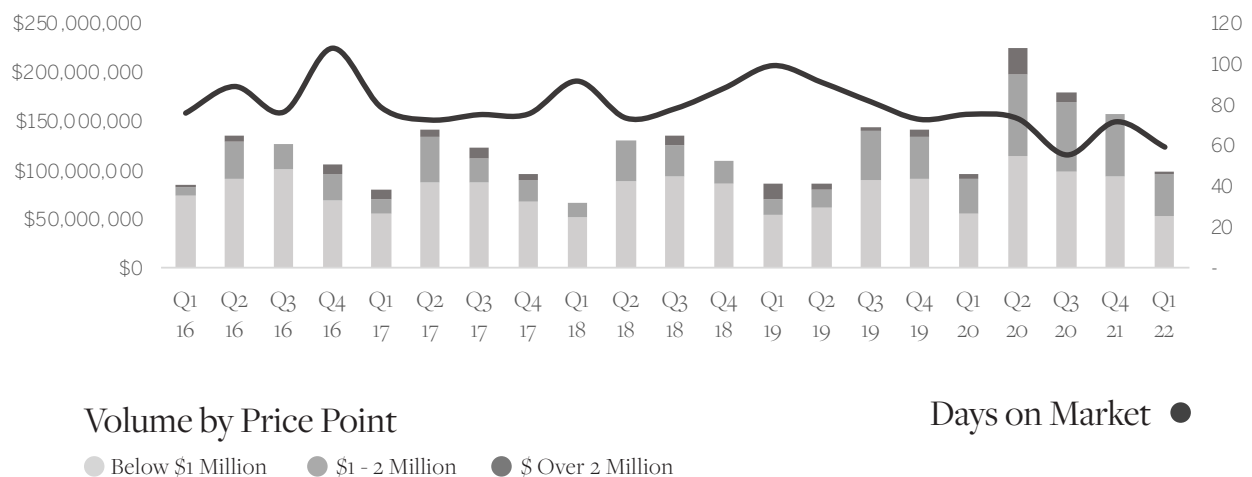
## Average Sale Price | Sold Properties



## Average List Price Reduction | Days on Market

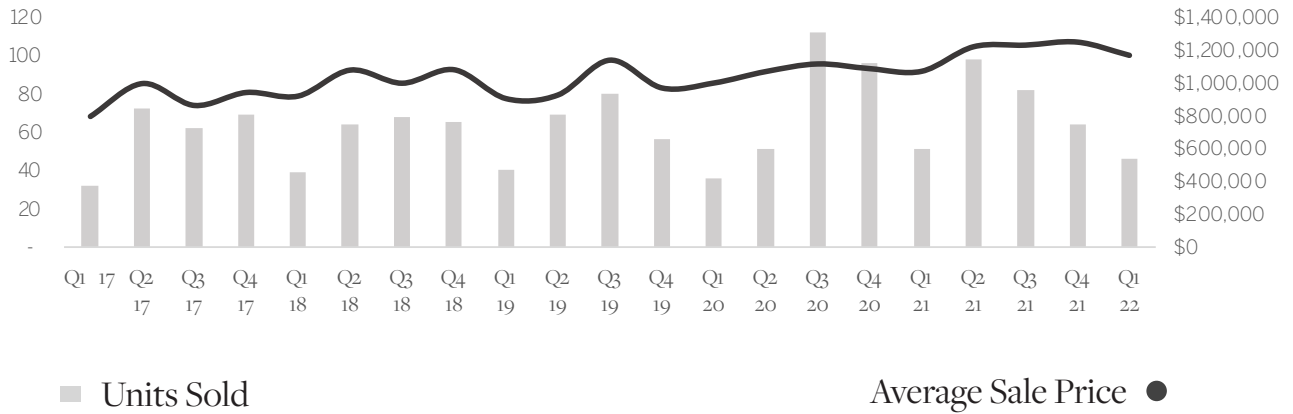


## Sales Volume by Price Point | Days on Market

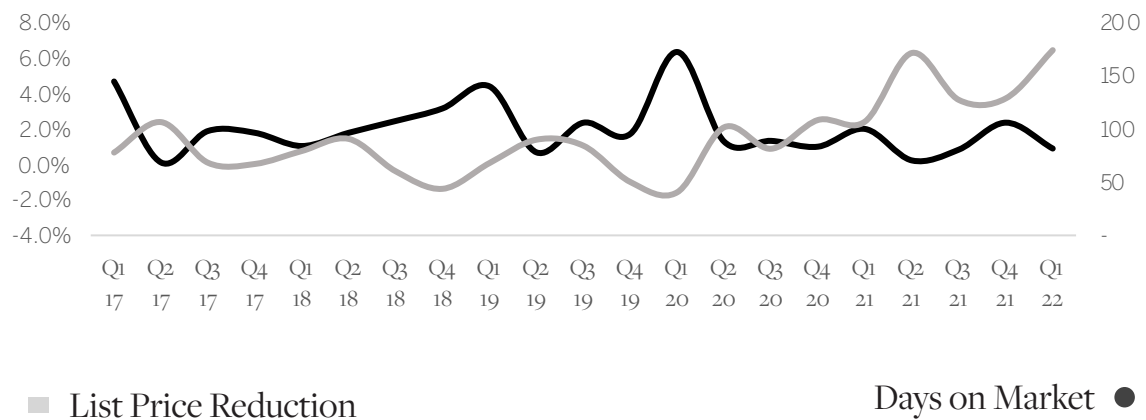




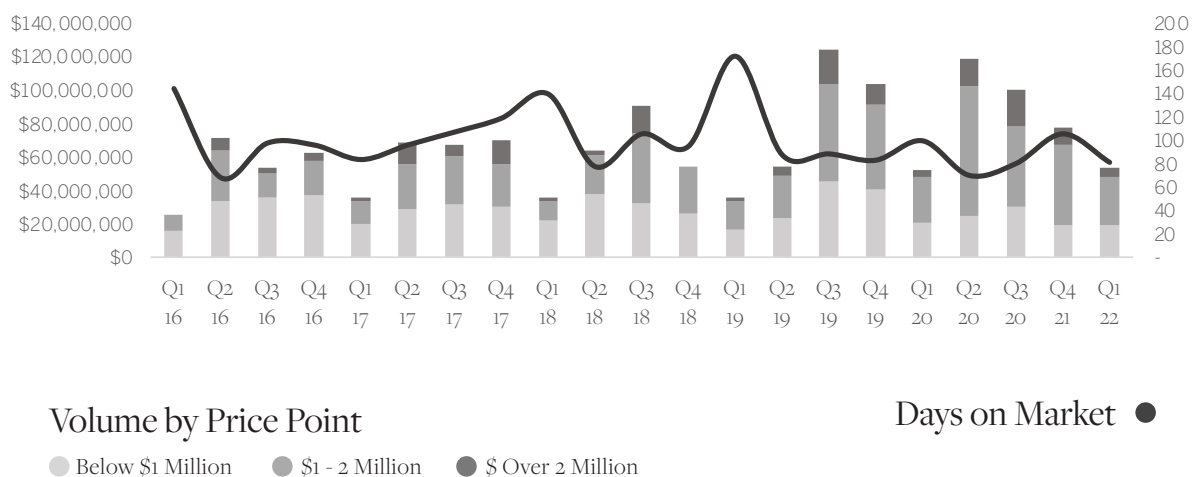
## Average Sale Price | Sold Properties



## Average List Price Reduction | Days on Market



## Sales Volume by Price Point | Days on Market



{Q1 | 2022}

# at a glance

SEBASTOPOL

{2022 v 2021}

-10%

46

Units Sold

-18%

82

Days on Market

+9%

\$1.2m

Average Selling Price

-2%

\$54m

Sales Volume







{Q1 | 2022}

# at a glance

SANTA ROSA

{2022 v 2021}

-4%

345

Units Sold

-13%

70

Days on Market

+19%

\$931k

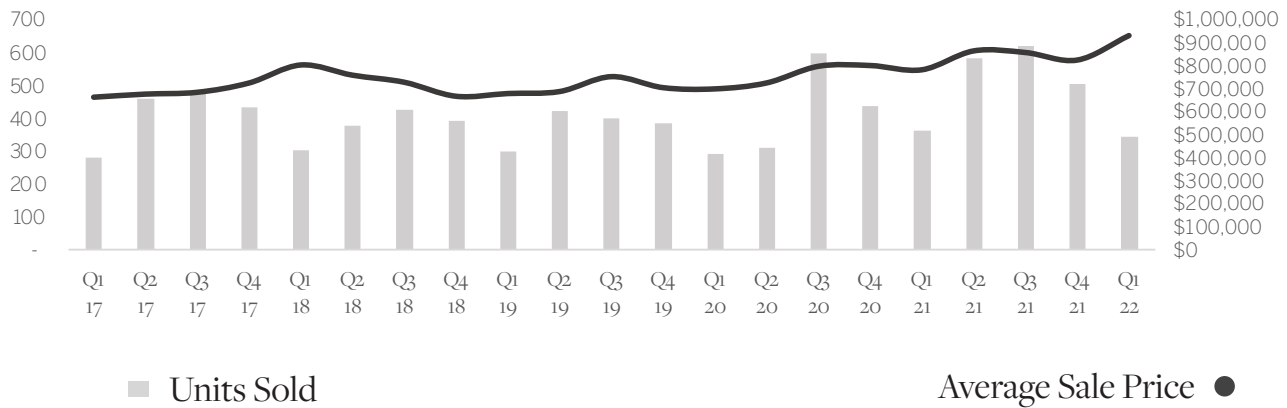
Average Selling Price

+14%

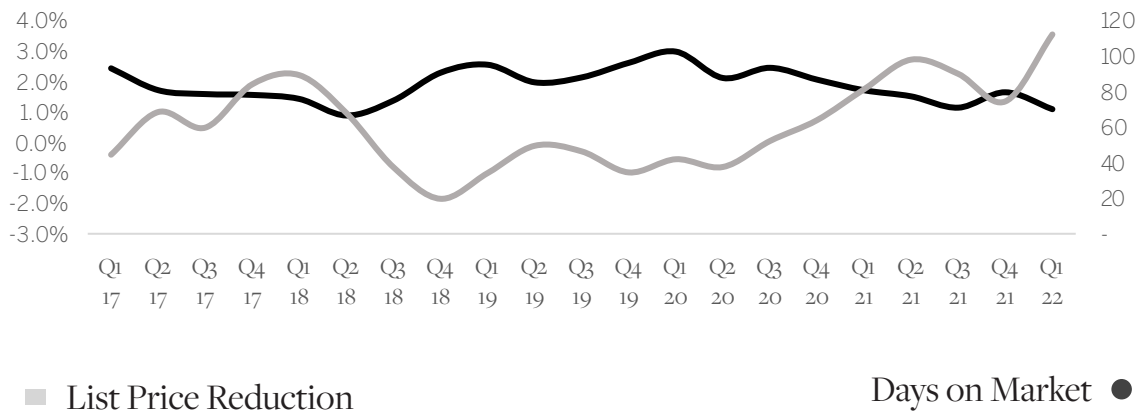
\$321m

Sales Volume

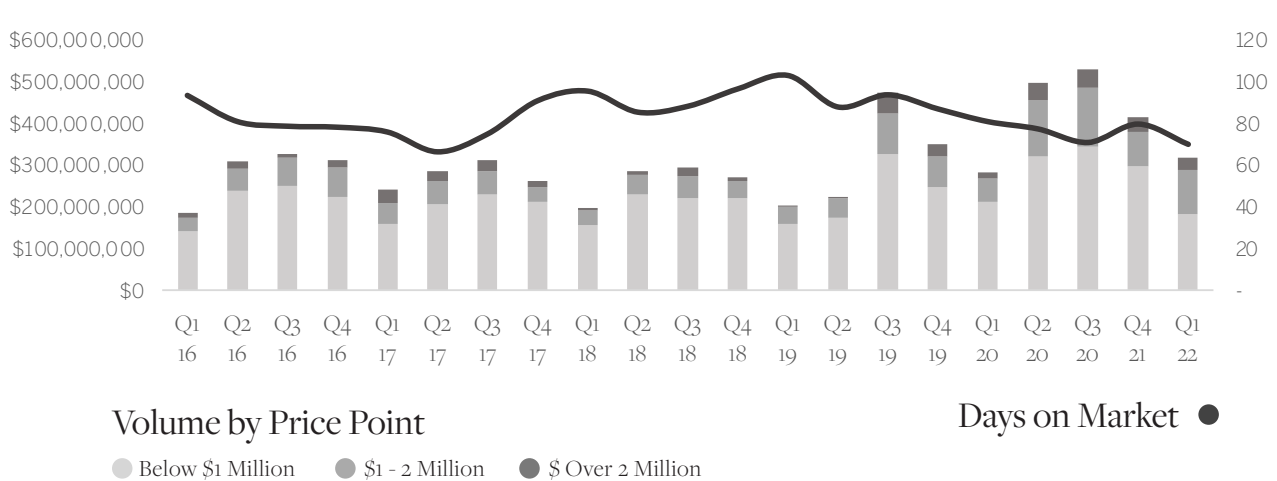
## Average Sale Price | Sold Properties



## Average List Price Reduction | Days on Market

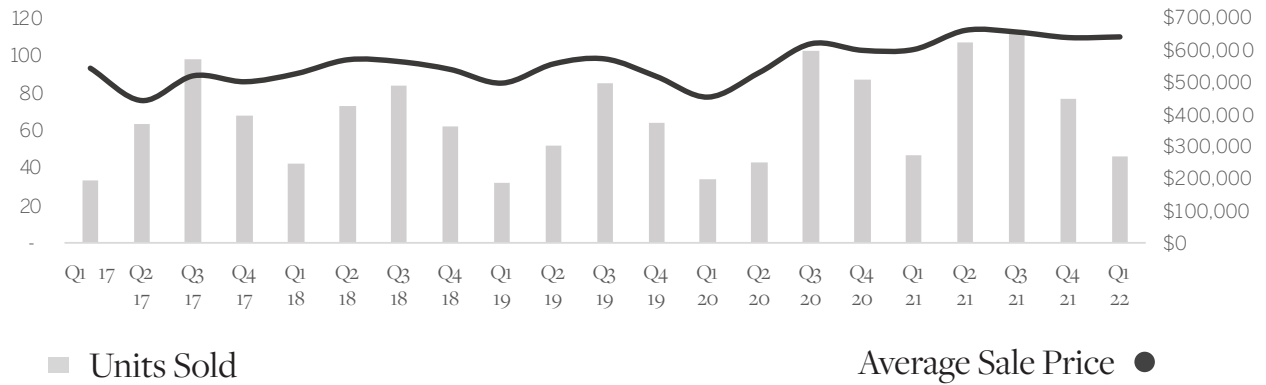


## Sales Volume by Price Point | Days on Market

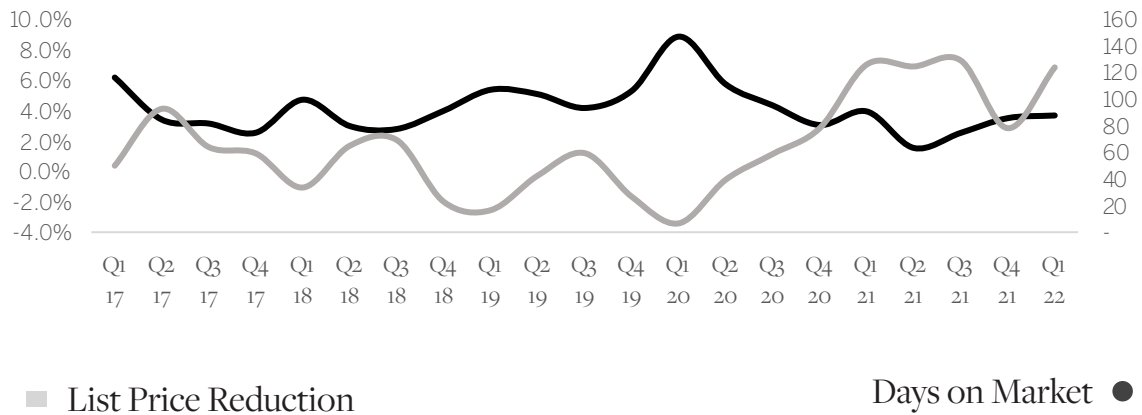




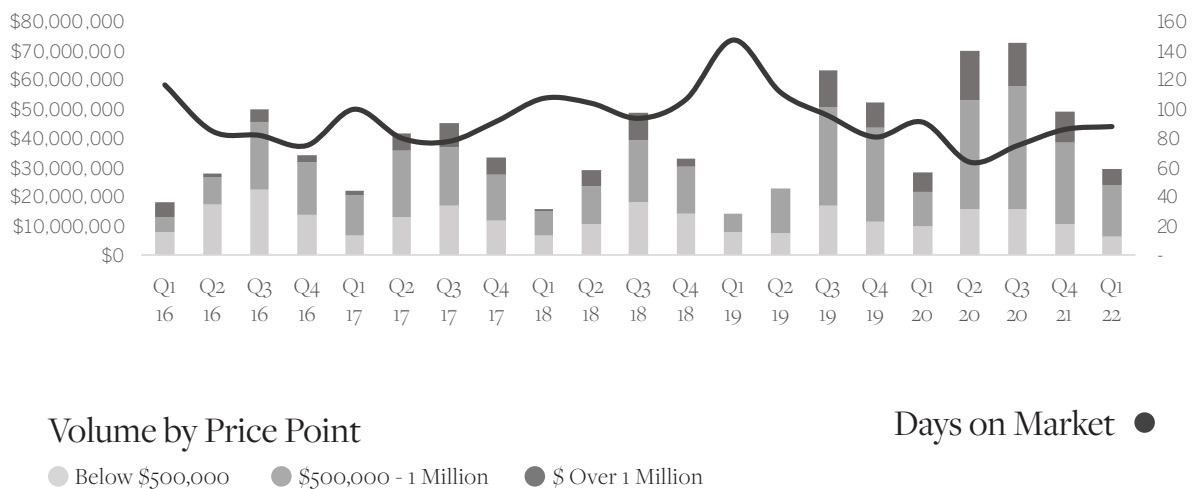
## Average Sale Price | Sold Properties



## Average List Price Reduction | Days on Market



## Sales Volume by Price Point | Days on Market



{Q1 | 2022}

# at a glance

RUSSIAN RIVER

{2022 v 2021}

-2%

46

Units Sold

-3%

88

Days on Market

+7%

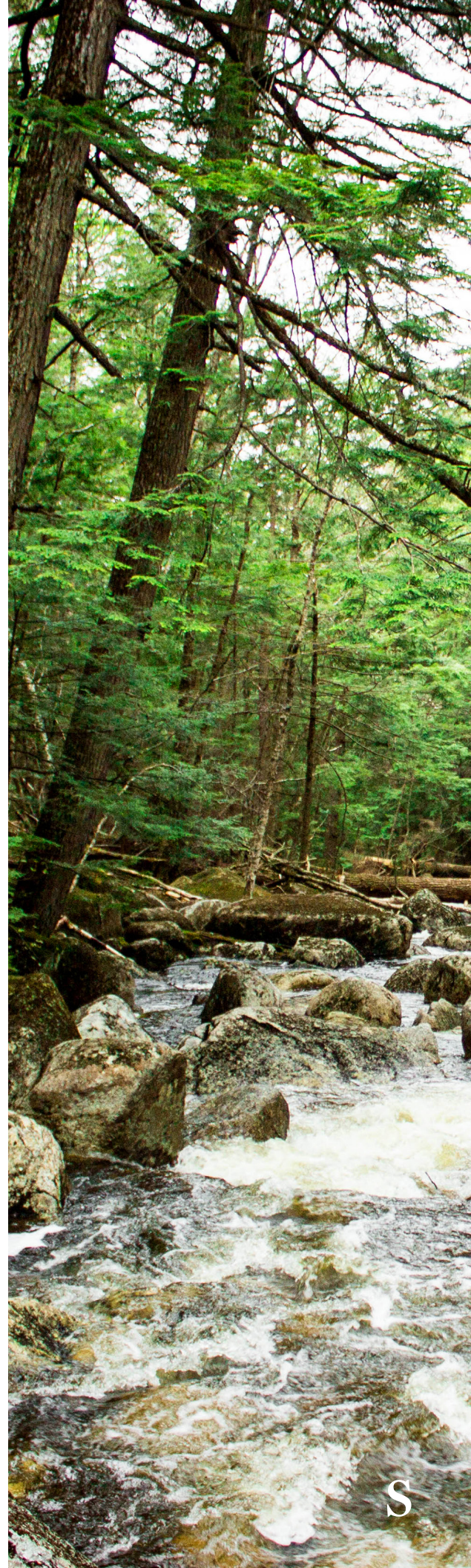
\$641k

Average Selling Price

+4%

\$30m

Sales Volume



S





{Q1 | 2021}

# at a glance

SONOMA COAST

{2022 v 2021}

-3%

34

Units Sold

-11%

62

Days on Market

+23%

\$1.6m

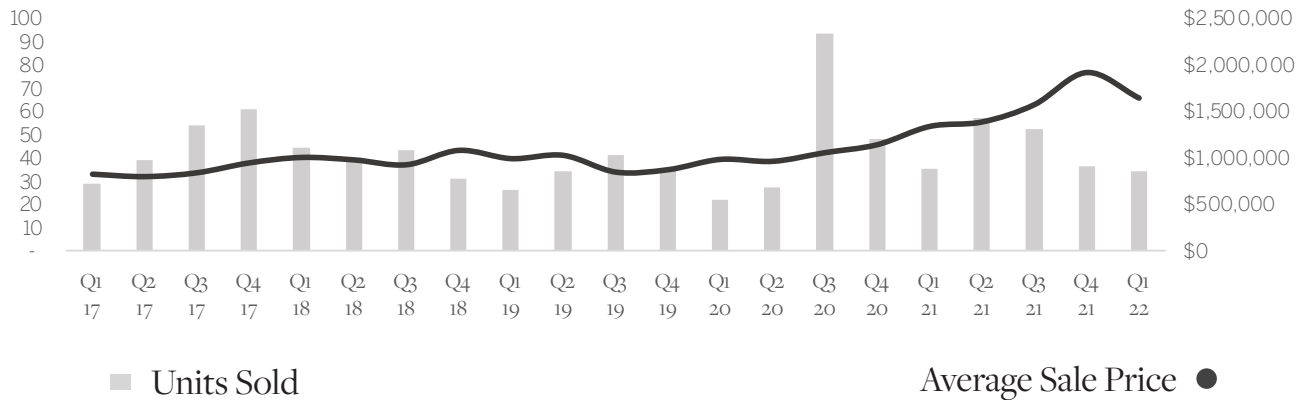
Average Selling Price

+19%

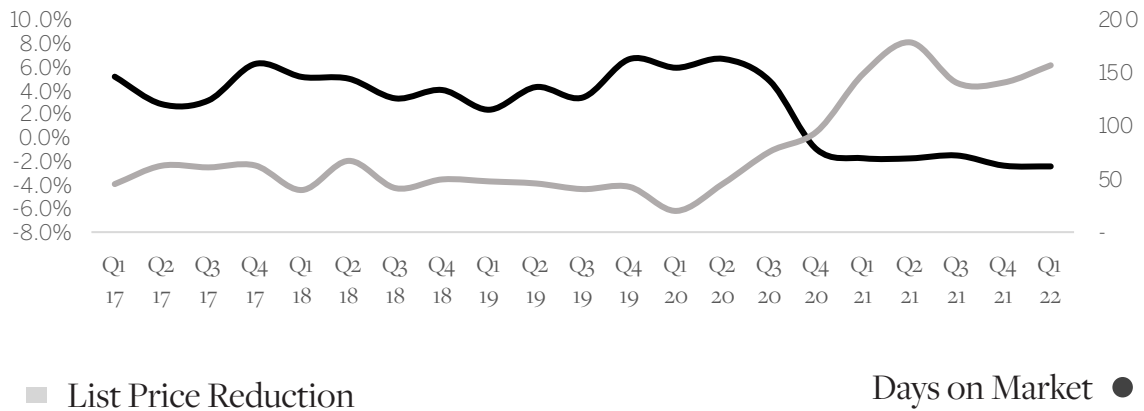
\$56m

Sales Volume

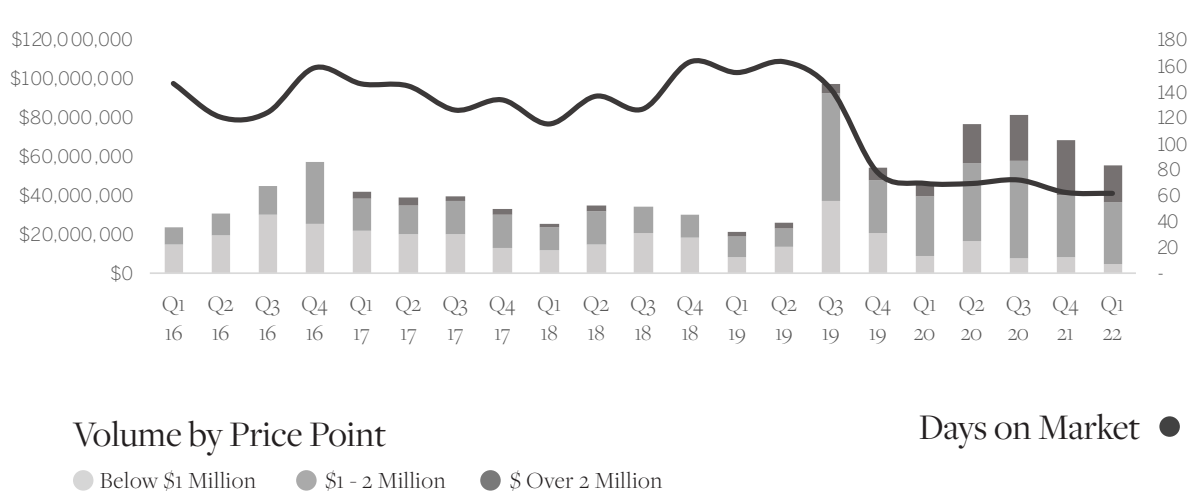
## Average Sale Price | Sold Properties



## Average List Price Reduction | Days on Market



## Sales Volume by Price Point | Days on Market





# Extraordinary Results

*We celebrate the notable success of our associates and clients*

ST. HELENA  
Spectacular Vineyard Estate  
Last asking \$10,800,000





SONOMA  
Eastside Sonoma Home  
Last asking \$4,495,000

GLEN ELLEN  
Stunning Modern Farmhouse  
Last asking \$2,900,000

GEYSERVILLE  
Geyserville Getaway  
Last asking \$2,895,000

SANTA ROSA  
Bucolic Bennett Valley  
Last asking \$1,599,000

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

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turn someday  
into right now.

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