

Statistics in this report are *general indicators* rather than exact measurements applicable to any particular property.



## The San Francisco 2-4 Unit Apartment Building Market

July 2025 Report

COMPASS

**“San Francisco’s beleaguered downtown continues to show signs of recovery, while the economy copes with continuing contraction in the tech industry, and accumulating signs of a broader slowdown nationally...the city’s unemployment rate fell to 3.7%...Most indicators of downtown activity trended up: MUNI Metro and downtown BART ridership recovery in April both reached post-pandemic highs, as did foot traffic...Apartment asking rents also continued their notable growth.”**

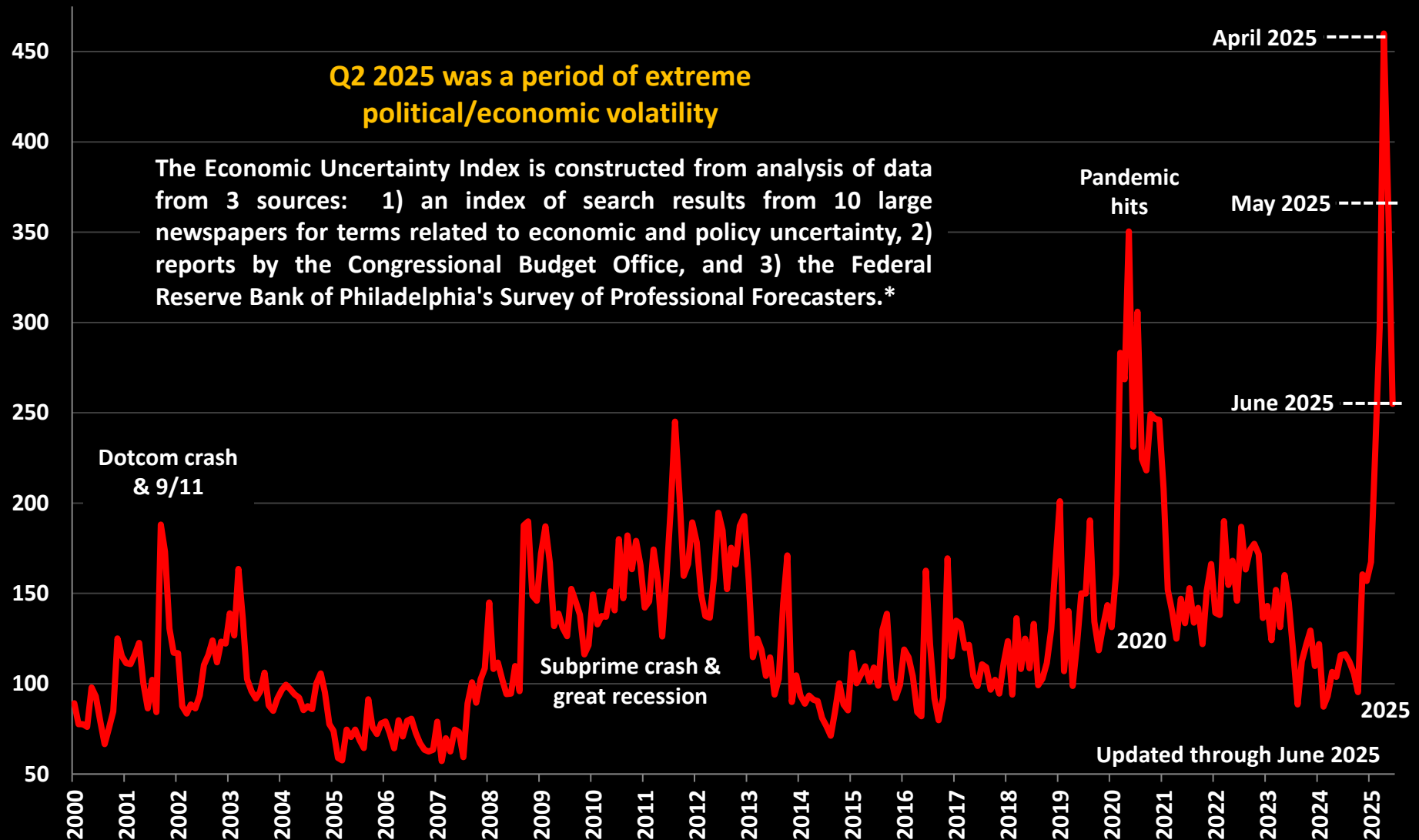
**Status of the San Francisco Economy, May 2025, SF Offices of the Controller & Economic Analysis**

**“America’s renter population has hit a record because fewer people can afford to get on the housing ladder...A weak spring home-selling season suggests rents will rise...[Rental unit] vacancy rates are falling again.”**

**Wall Street Journal, “First-Time Home Buyers are MIA, Landlords Are the Winners,” July 7, 2025**

# Economic Policy Uncertainty Index\*

By Month since January 2000



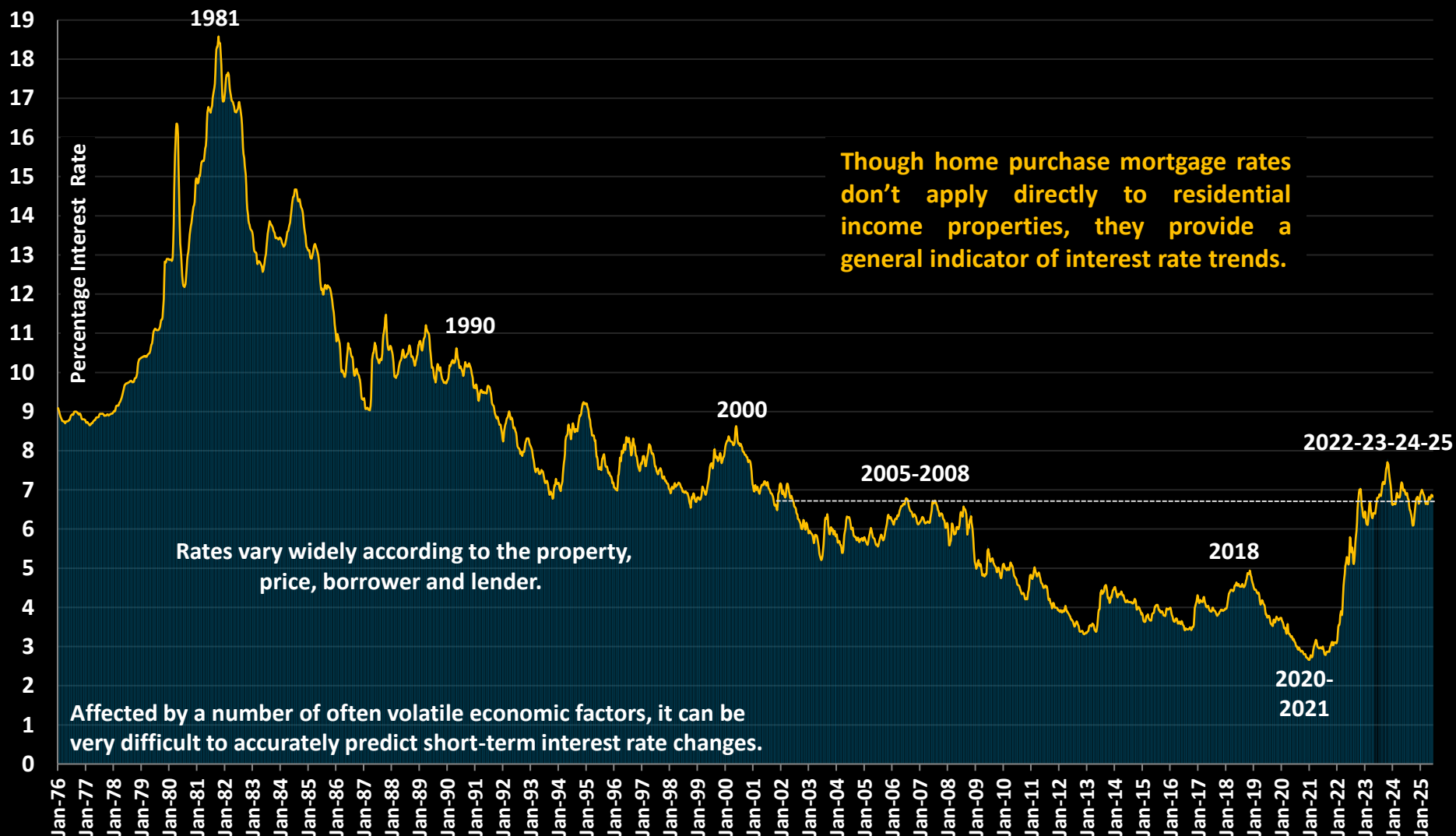
\*Source: 'Measuring Economic Policy Uncertainty' by Scott Baker, Nicholas Bloom and Steven J. Davis, 3-component index, [www.PolicyUncertainty.com](http://www.PolicyUncertainty.com), [https://www.policyuncertainty.com/us\\_monthly.html](https://www.policyuncertainty.com/us_monthly.html). Data from sources deemed reliable, but numbers to be considered approximate and subject to revision.

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# Mortgage Interest Rates, Long-Term Trends since 1976

30-Year Conforming Fixed-Rate Loans, Weekly Average Readings

Per Freddie Mac (FHLMC)



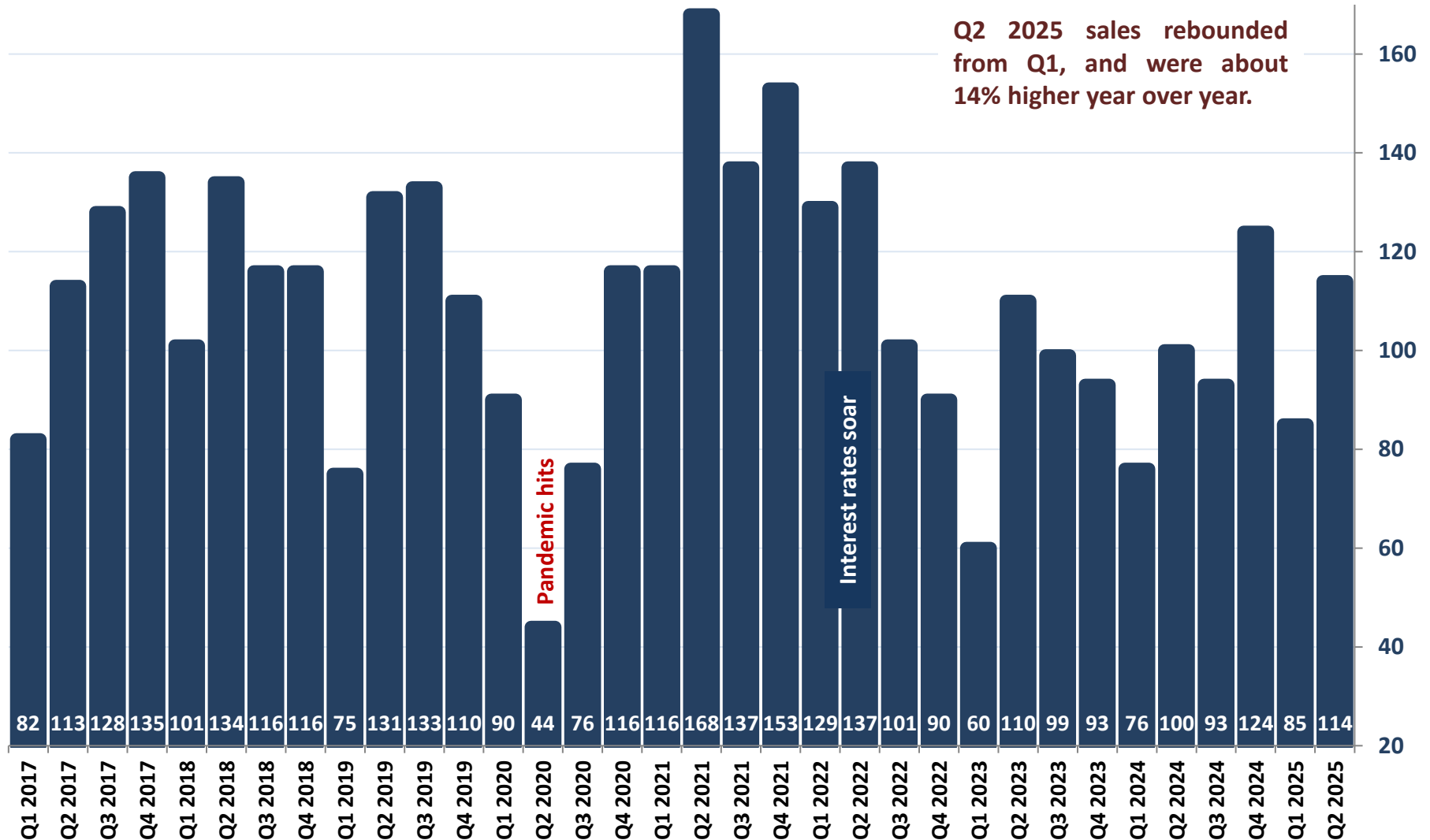
Freddie Mac, 30-Year Fixed Rate Mortgage Average in the United States, retrieved from Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/MORTGAGE30US>. FHLMC: <https://www.freddiemac.com/pmms>. Data from sources deemed reliable but not guaranteed. All numbers approximate.

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# San Francisco 2-4 Unit Building Sales

## Sales Volume, 2017 – Present, by Quarter

Closed sales typically reflect offers accepted 3 to 6 weeks earlier. The market is often subject to seasonal trends in supply and demand.



As reported to NorCal MLS Alliance. Data from sources deemed reliable but may contain errors and subject to revision. All numbers approximate. Last reading estimated and may change with late reported activity.

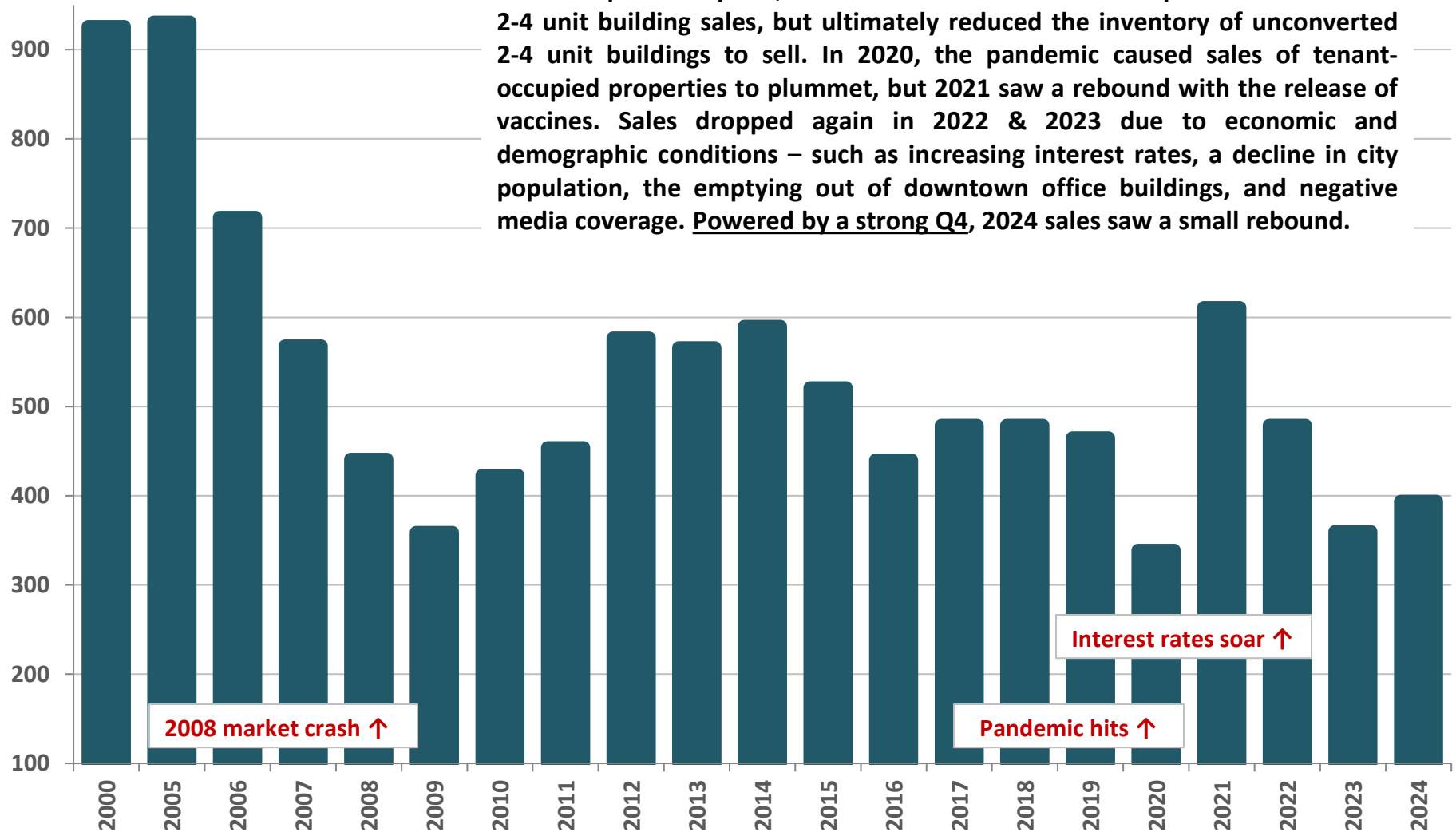
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# San Francisco Residential 2-4 Unit Building Sales

## Number of Buildings Sold by Year

Over the past 25+ years, the condo and TIC conversion option first increased 2-4 unit building sales, but ultimately reduced the inventory of unconverted 2-4 unit buildings to sell. In 2020, the pandemic caused sales of tenant-occupied properties to plummet, but 2021 saw a rebound with the release of vaccines. Sales dropped again in 2022 & 2023 due to economic and demographic conditions – such as increasing interest rates, a decline in city population, the emptying out of downtown office buildings, and negative media coverage. Powered by a strong Q4, 2024 sales saw a small rebound.

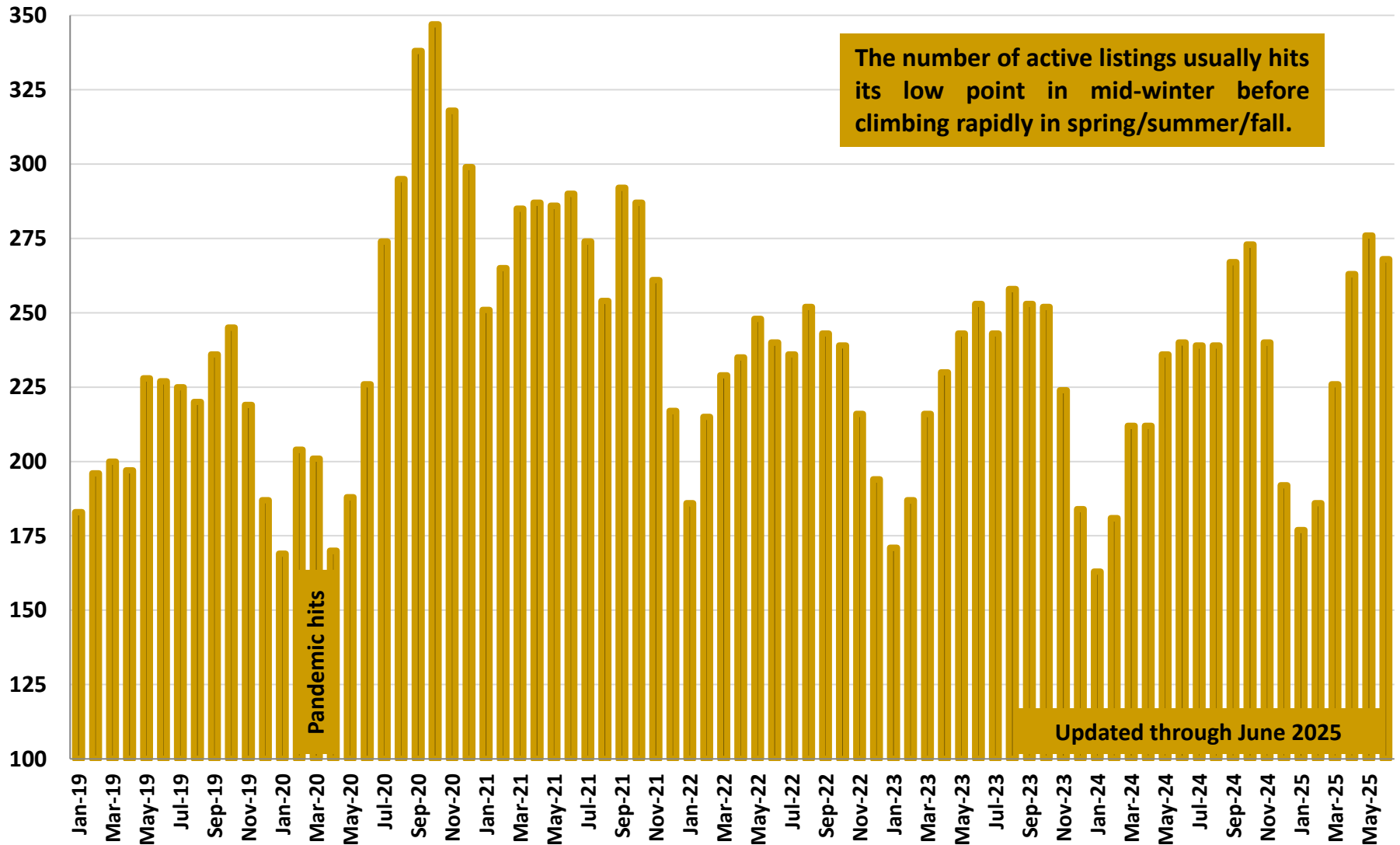


Sales reported to MLS. Years 2001-2004 omitted. Data from sources deemed reliable, but may contain errors and is subject to revision. 2024 sales estimated using data available in early January 2025. All numbers are approximate, and may change with late reported sales.

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# Active Listings on Market in Month

San Francisco 2-4 Multi-Family Building Market, since 2019



As reported to SFARMLS & MLSLISTINGS, per Broker Metrics. Data from sources deemed reliable but may contain errors and subject to revision. All numbers approximate, and may change with late reported activity.

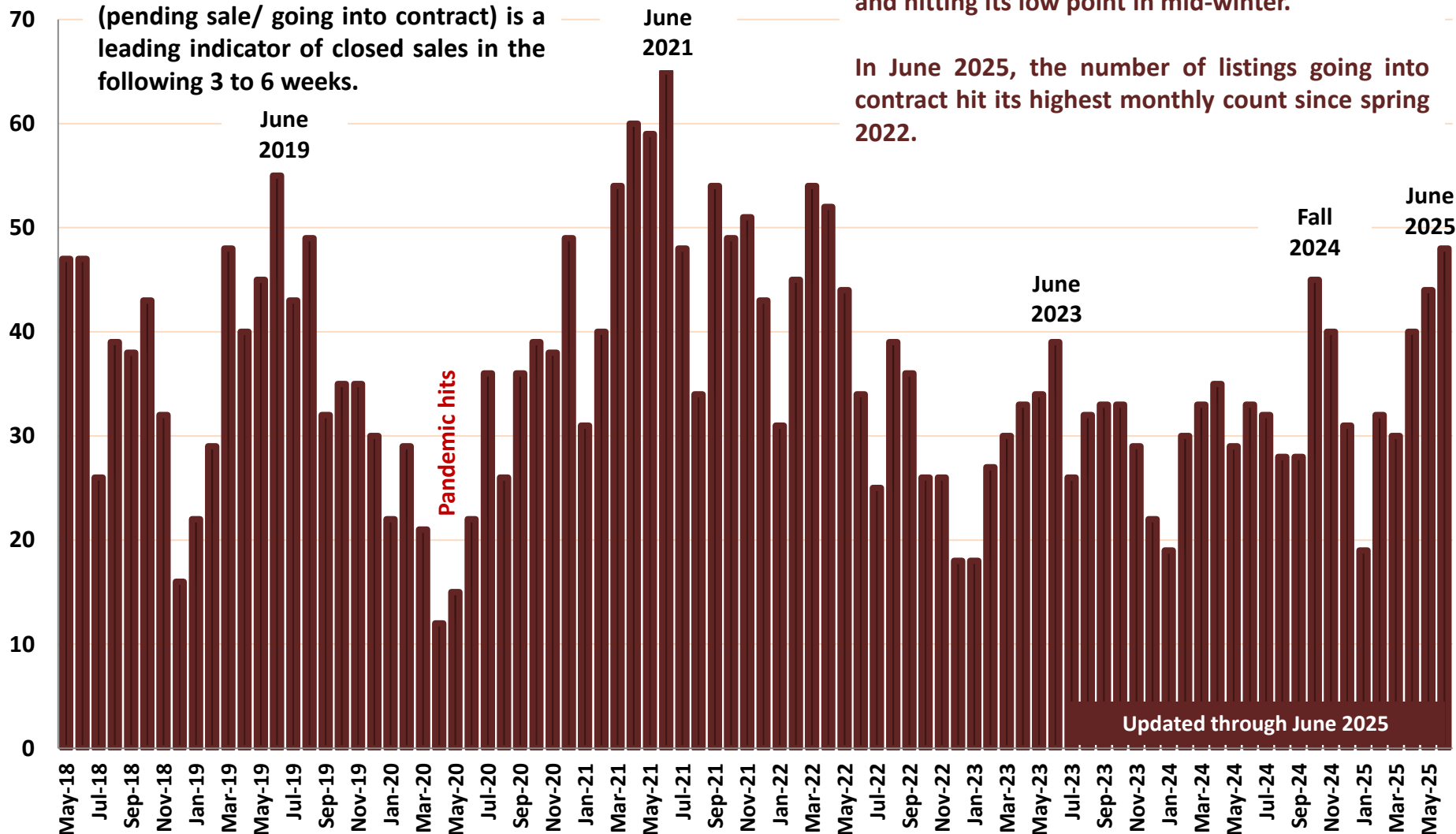
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# Listings Accepting Offers (Going into Contract) San Francisco 2-4 Unit Building Market by Month

The number of listings accepting offers (pending sale/ going into contract) is a leading indicator of closed sales in the following 3 to 6 weeks.

Among other factors, the market is typically subject to seasonal trends in supply and demand, with accepted-offer activity usually peaking in Q2 and hitting its low point in mid-winter.

In June 2025, the number of listings going into contract hit its highest monthly count since spring 2022.



As reported to MLS, per Broker Metrics. Data from sources deemed reliable but may contain errors and subject to revision. All numbers are approximate. Last reading estimated and may change with late reported activity.

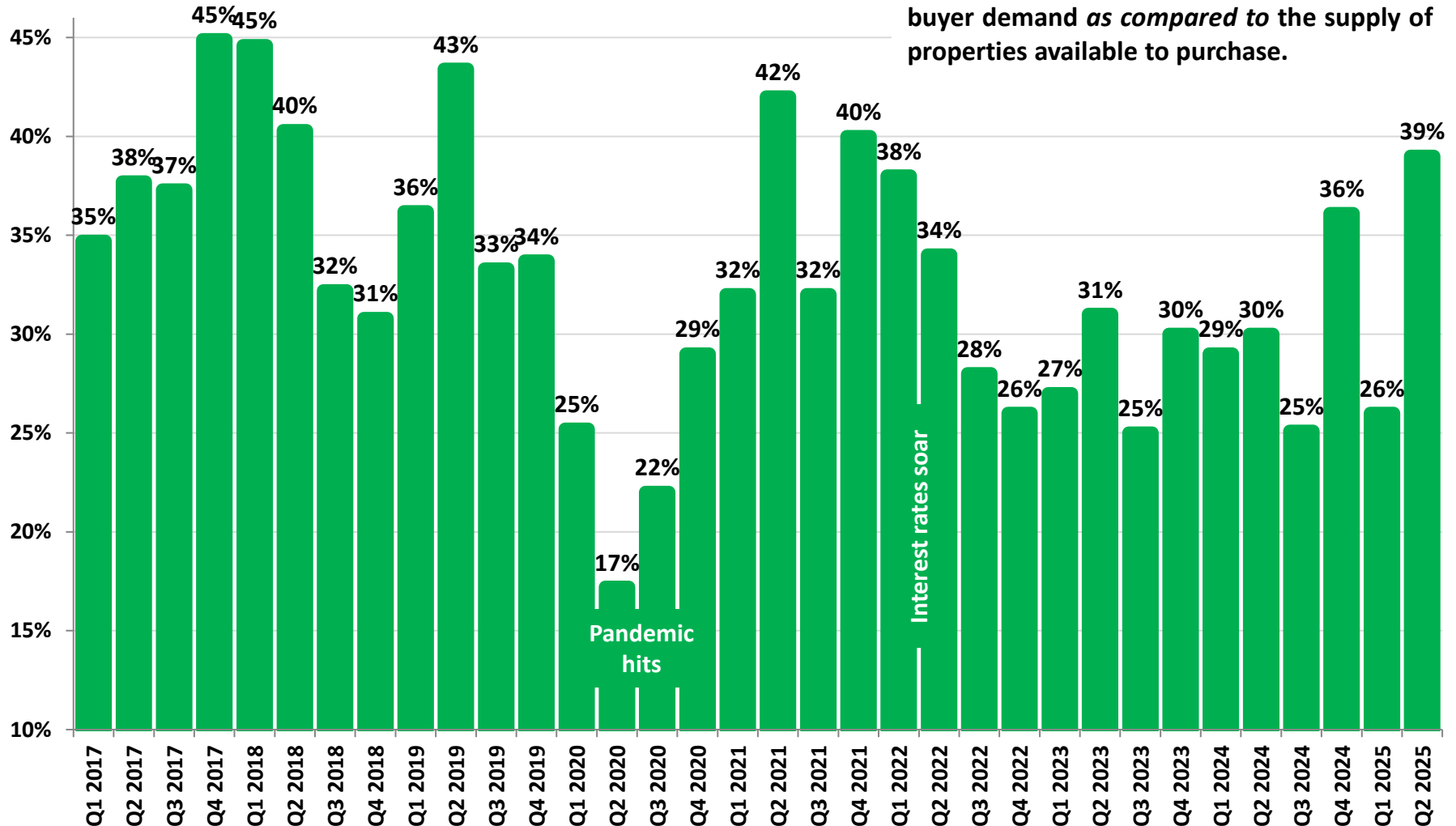
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# Percentage of Listings Accepting Offers

## San Francisco 2-4 Unit Building Market by Quarter

**Absorption Rate:** The higher the percentage of listings accepting offers, the stronger the buyer demand *as compared to* the supply of properties available to purchase.



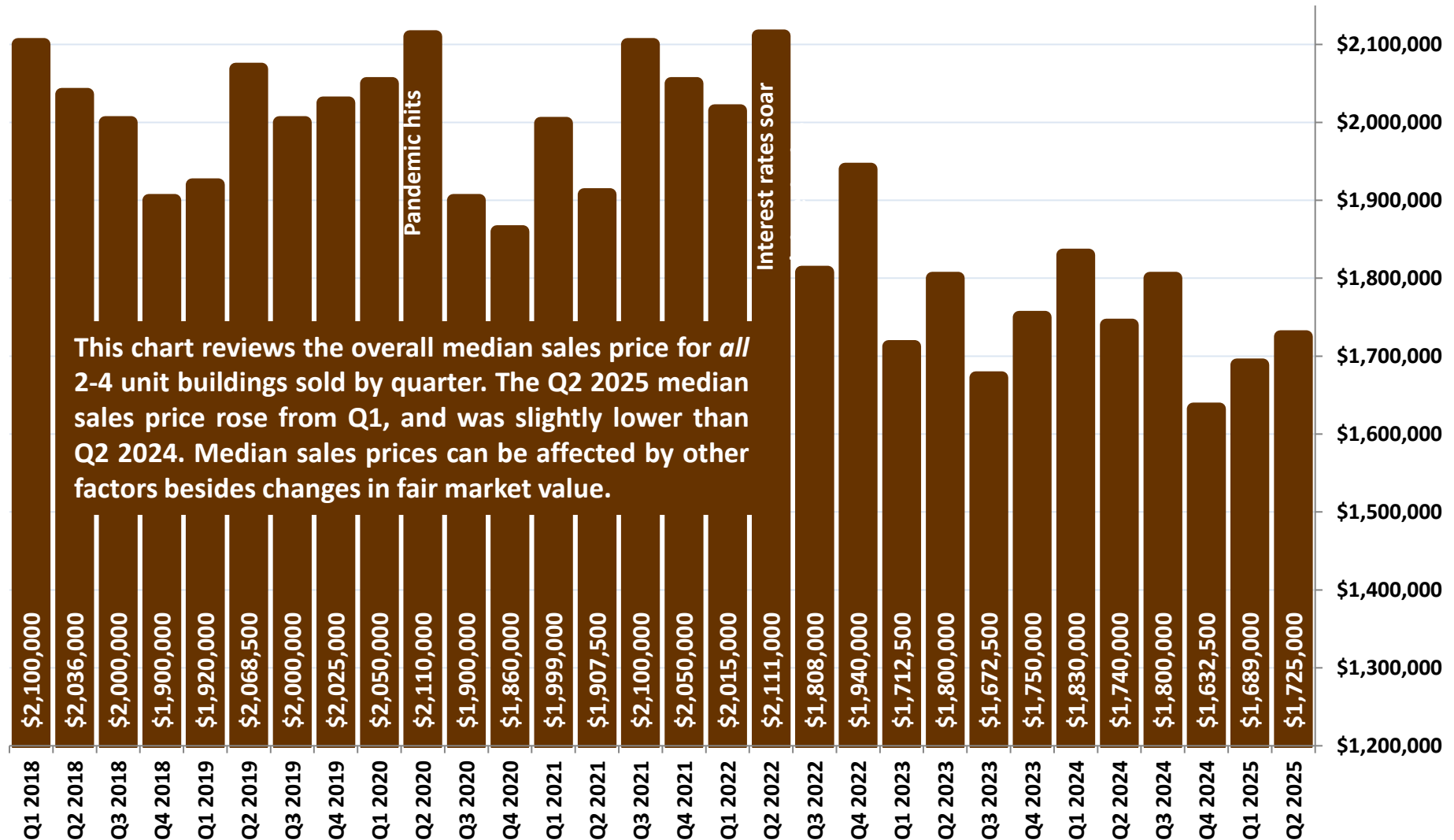
Based upon SFARMLS activity; per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate, and may change with late reported activity.

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# San Francisco 2-4 Unit Building Values

## Median Sales Prices, by Quarter

How these prices apply to any particular property is unknown without a specific comparative market analysis.



As reported to NorCal MLS Alliance. Data from sources deemed reliable but may contain errors and subject to revision. All numbers approximate, and may change with late reported activity.

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# Median Sales Price Trends since 2011 by Year

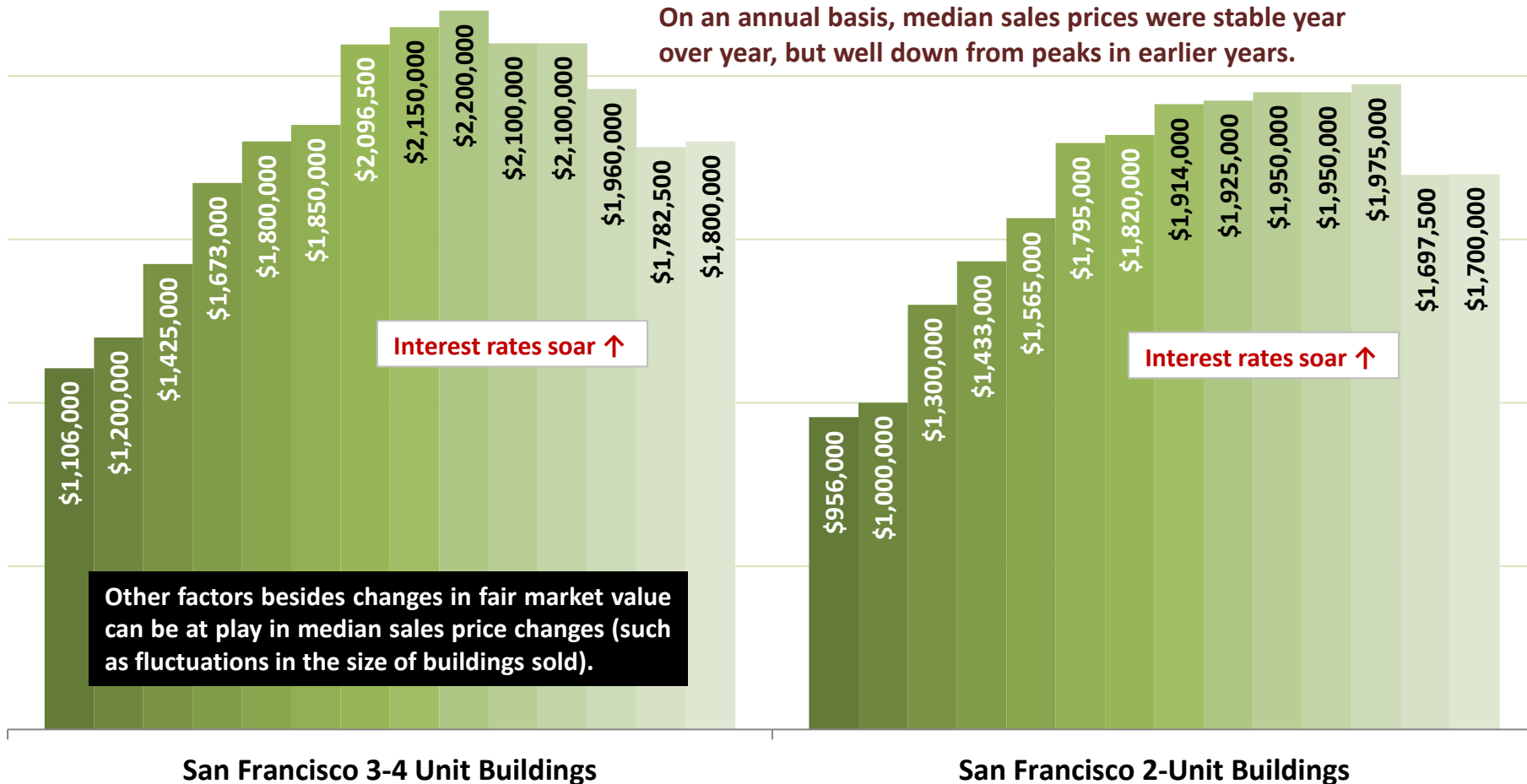
## San Francisco 2-4 Unit Residential Buildings\*

A specific comparative market analysis is required to value any particular property.

### Annual Median Sales Prices

■ 2011 ■ 2012 ■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024

On an annual basis, median sales prices were stable year over year, but well down from peaks in earlier years.



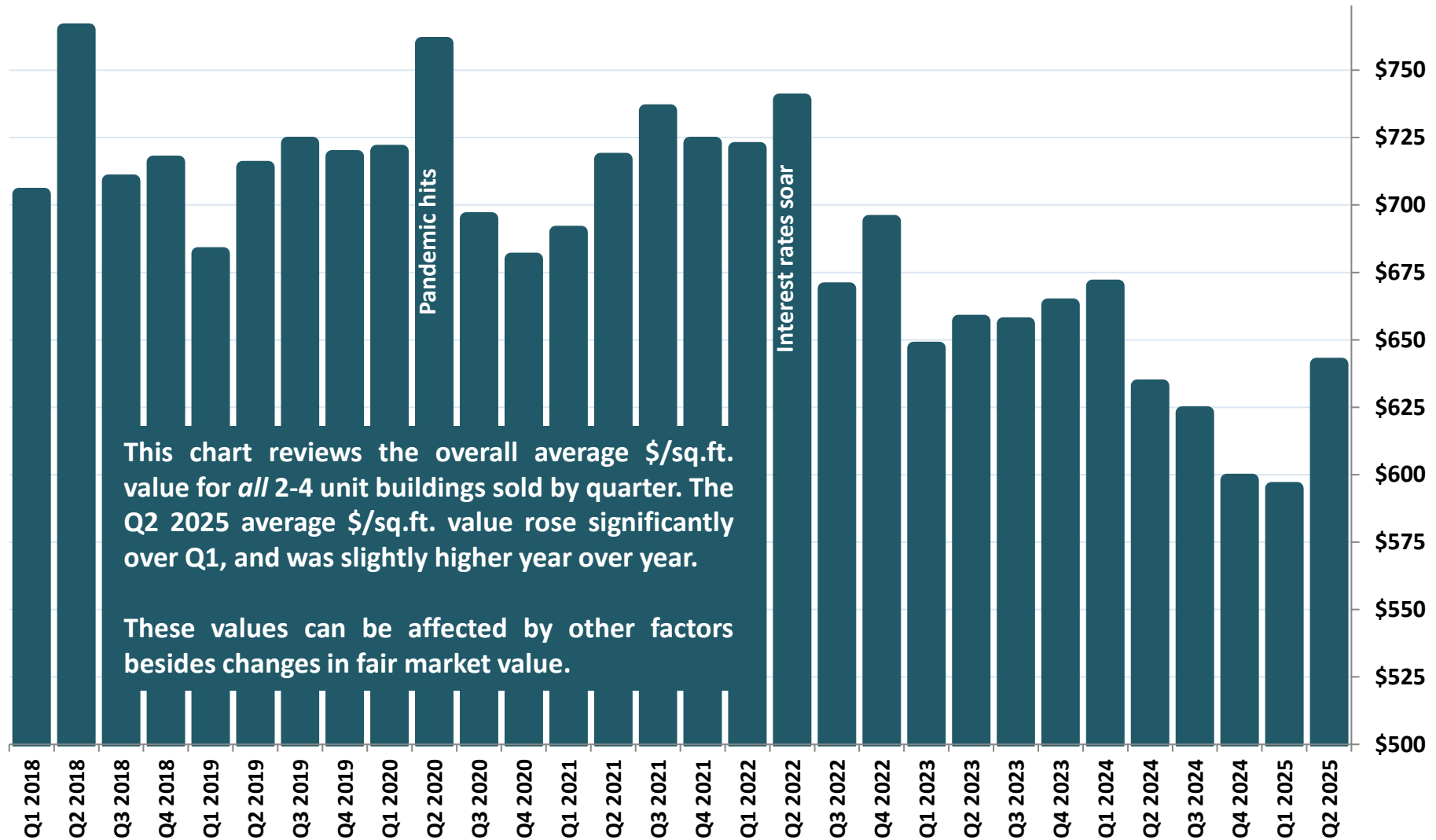
\*Sales reported to NorCal MLS Alliance by 12/31/24. These prices are generalities reflecting sales of a wide variety of buildings in locations of differing values. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers should be considered approximate. Late reported sales may change data.

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# San Francisco 2-4 Unit Building Values

## Average Dollar per Square Foot Values, by Quarter

How these prices apply to any particular property is unknown without a specific comparative market analysis.



As reported to NorCal MLS Alliance. Data from sources deemed reliable but may contain errors and subject to revision. All numbers approximate, and may change with late reported activity.

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# Average Dollar per Square Foot Values by Year

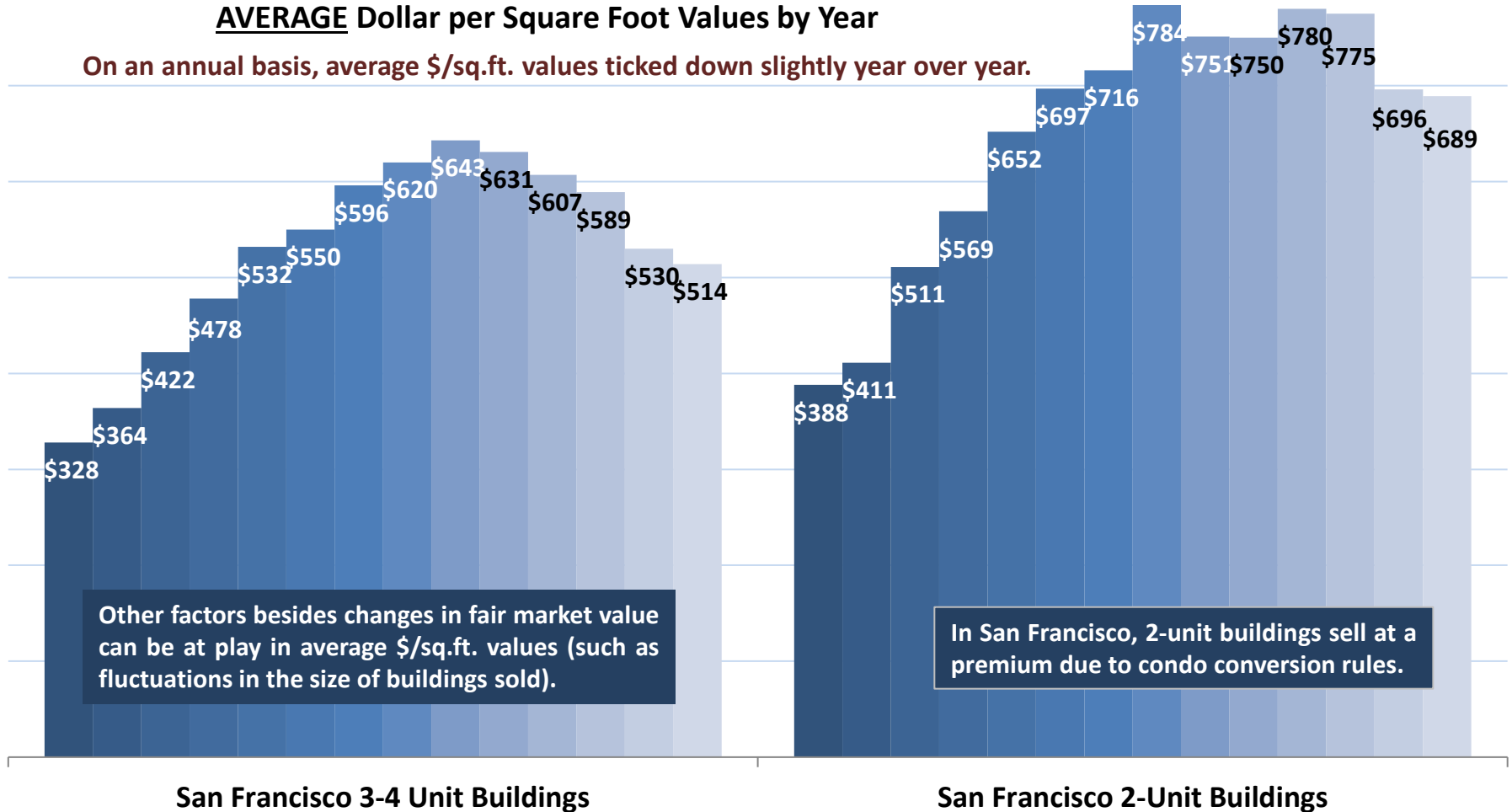
## San Francisco 2-4 Unit Residential Building Sales since 2011

A specific comparative market analysis is required to value any particular property.

■ 2011 ■ 2012 ■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024

### AVERAGE Dollar per Square Foot Values by Year

On an annual basis, average \$/sq.ft. values ticked down slightly year over year.

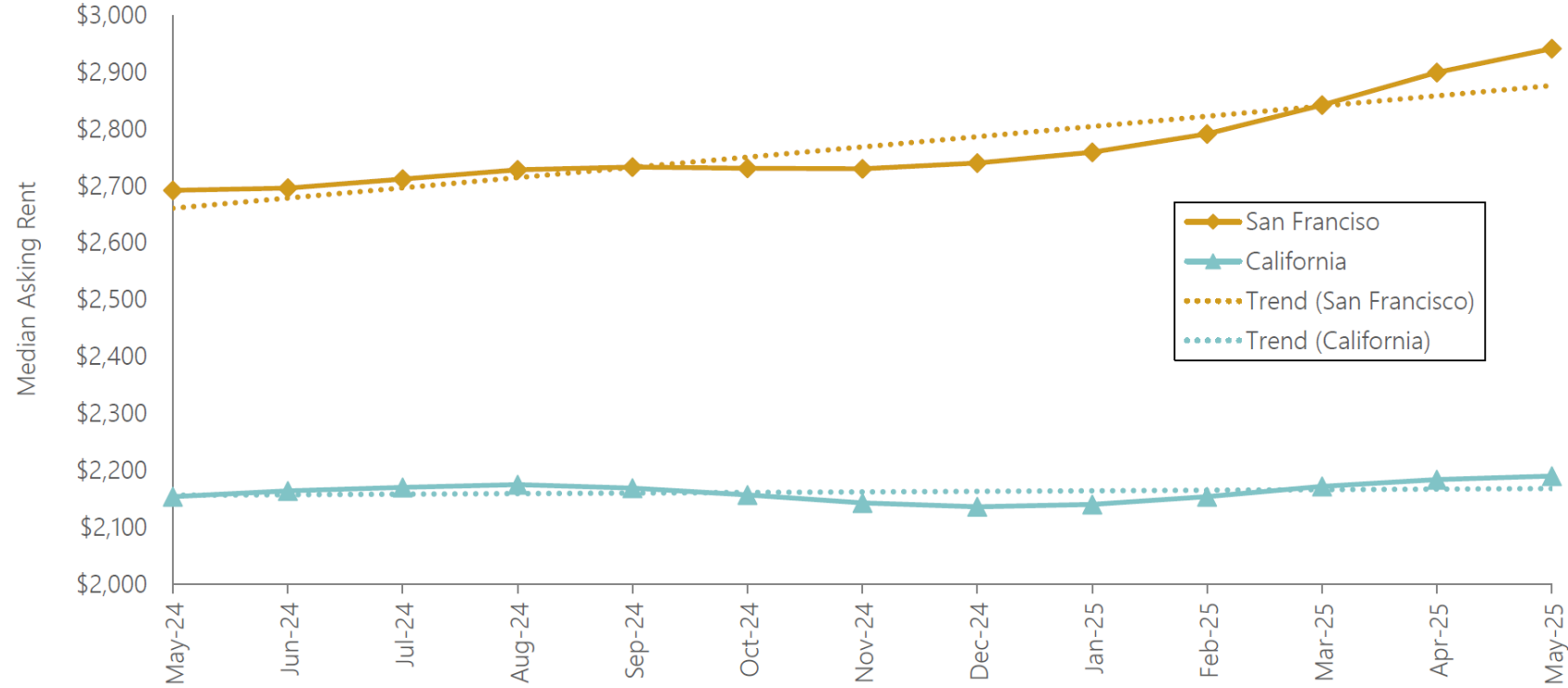


Sales reported to NorCal MLS Alliance by 12/31/24. These values are generalities reflecting sales of a wide variety of buildings in locations of differing values. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate. Late reported sales may alter these numbers.

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# Continued Rapid Growth in Apartment Asking Rents

Apartment Median Asking Rent,  
San Francisco and California, May 2024-May 2025



Source: Apartment List

Status of the San Francisco Economy:  
May 2025



Office of the Controller  
Office of Economic Analysis

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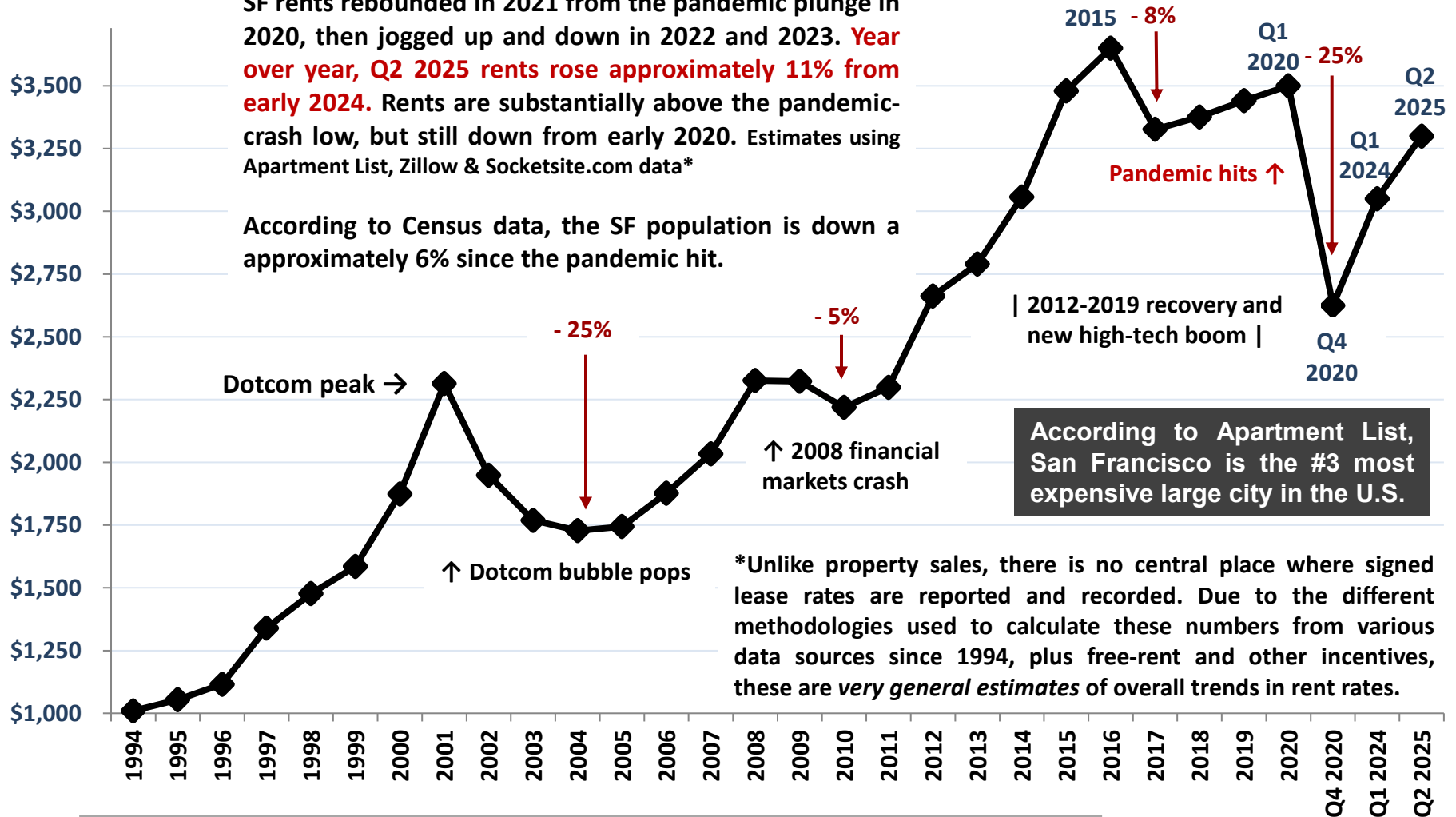


# San Francisco Residential Rents – Approximate, Good Faith Estimates\*

## Average Asking Rent, 1994 – Present, Q1 Data Points (except as labeled otherwise)

SF rents rebounded in 2021 from the pandemic plunge in 2020, then jogged up and down in 2022 and 2023. **Year over year, Q2 2025 rents rose approximately 11% from early 2024.** Rents are substantially above the pandemic-crash low, but still down from early 2020. Estimates using Apartment List, Zillow & Socketsite.com data\*

According to Census data, the SF population is down a approximately 6% since the pandemic hit.



1<sup>st</sup> quarter data points except as noted. Numbers are estimated using data from a variety of rental data sources over the past 25+ years, using differing methodologies. Data from sources deemed reasonably reliable but may contain errors and subject to revision. All numbers are good-faith estimates and very approximate.

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# San Francisco Residential Income Market

## Market Dynamics: Buildings by Number of Units\*

### Multi-Family Buildings with Up to 8 Units

Market indicators can change dramatically from period to period, due to both economic conditions and seasonal trends. Market activity typically accelerates in spring.

Prop. Type	# Listings for Sale*	# Listings in Contract*	12 Months Sales*	Median Sales Price	<u>Median</u> \$/Sq.Ft.**	Median Size (Sq.Ft.)	Avg. Days on Market**	Sales Over List Price
2-Unit Buildings	65	37	226 sales	\$1,655,000	\$632/sq.ft.	2750 sq.ft.	36 days	51%
3-Unit Buildings	44	10	97 sales	\$1,900,000	\$497/sq.ft.	3705 sq.ft.	67 days	29%
4-Unit Buildings	37	10	60 sales	\$1,720,000	\$497/sq.ft.	3510 sq.ft.	61 days	28%
5-8 Unit Buildings	43	16	105 sales	\$2,198,000	\$387/sq.ft.	5141 sq.ft.	57 days	18%

\*Listings for Sale (Active/Coming-Soon) & Listings in Contract (pending sale) posted to MLS as of late June 2025. Other statistics per 12 months sales reported by late June 2025. \*\**Median* calculations will vary from *average* calculations, though both are legitimate methods of measurement. Not all sales report square footage figures.

Statistics often rise and fall according to *seasonal* trends. Average-days-on-market measures the time from going on market until offer acceptance for those properties that sold.

Data reported to NorCal MLS Alliance, may contain errors and subject to revision. Not all activity is reported to MLS. All numbers approximate. Statistics based on past activity may not apply to future trends and can be distorted by outlier data (especially in low sales volume segments). Numbers change constantly.

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## 2-4 Unit Residential Building Values by San Francisco Realtor District

Median Sales Price, Median Size & Median \$/Sq.Ft. Value – 12 Months Sales\*

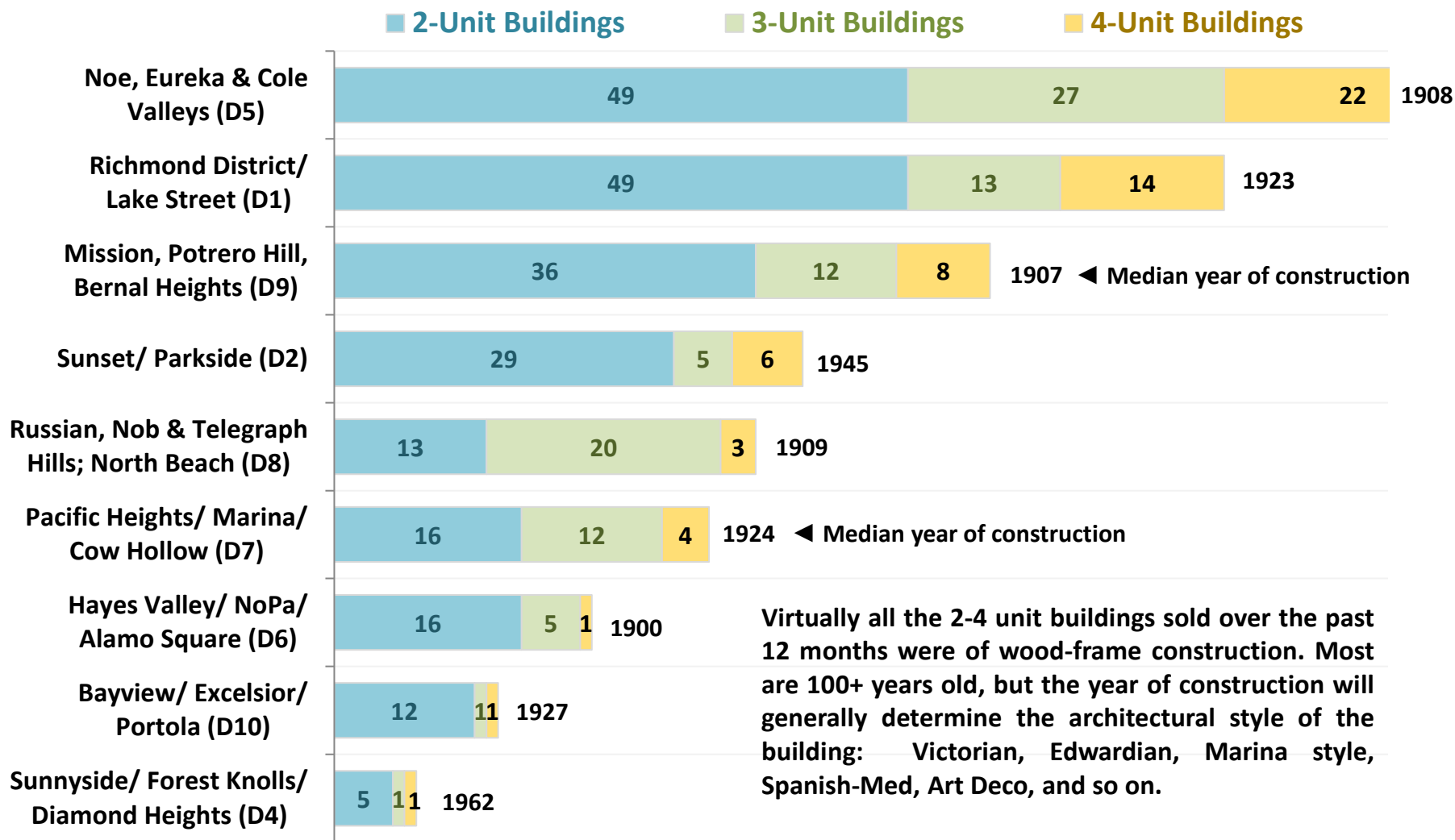
San Francisco District	2-Unit Buildings	3-Unit Buildings	4-Unit Buildings
Pacific & Presidio Heights, Cow Hollow & Marina (District 7)	\$2,790,000 3454 sq.ft.-\$866/sq.ft.	\$2,838,000 4200 sq.ft.-\$708/sq.ft.	\$2,612,500 4328 sq.ft.-\$651/sq.ft.
Russian, Nob & Telegraph Hills; North Beach (District 8)	\$1,730,000 2324 sq.ft.-\$686/sq.ft.	\$2,000,000 3948 sq.ft.-\$461/sq.ft.	Not enough sales for statistics
Noe, Eureka & Cole Valleys; Ashbury & Corona Heights; Mission Dolores (D5)	\$1,919,000 2662 sq.ft.-\$751/sq.ft.	\$1,600,000 3330 sq.ft.-\$600/sq.ft.	\$1,720,000 3141 sq.ft.-\$498/sq.ft.
North of Panhandle (NoPa), Alamo Square, Hayes Valley, Lower Pacific Heights (D6)	\$1,750,000 3000 sq.ft.-\$603/sq.ft.	\$2,210,000 3730 sq.ft.-\$580/sq.ft.	Not enough sales for statistics
Lake Street, Richmond District, Lone Mountain, Jordan Park (District 1)	\$1,652,000 2959 sq.ft.-\$549/sq.ft.	\$1,900,000 3688 sq.ft.-\$525/sq.ft.	\$1,607,500 3763 sq.ft.-\$462/sq.ft.
Inner Mission, Potrero Hill, Bernal Heights, South of Market (District 9)	\$1,332,500 2550 sq.ft.-\$525/sq.ft.	\$1,295,000 3645 sq.ft.-\$410/sq.ft.	\$1,687,500 2882 sq.ft.-\$464/sq.ft.
Sunset, Parkside (District 2)	\$1,620,000 2510 sq.ft.-\$647/sq.ft.	\$1,700,000 4051 sq.ft.-\$477/sq.ft.	\$1,520,000 3385 sq.ft.-\$389/sq.ft.
Bayview-Excelsior-Visitacion Valley (District 10)	\$942,500 2255 sq.ft.-\$450/sq.ft.	Not enough sales for analysis	Not enough sales for statistics

\*12 months sales reported to NorCal MLS Alliance by late June 2025. This analysis was performed in good faith with data derived from sources deemed reliable but may contain errors and subject to revision. Many factors affect multi-unit values, including income, condition, tenant profile, rent control and owner-occupancy. **How these values apply to any particular property is unknown without a specific comparative market analysis.** Houses with units and condo buildings excluded. All numbers approximate and may change with late-reported sales. Not all listings gave sq.ft.

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## 2-4 Unit Residential Property Sales by San Francisco Realtor District, 12 Months Sales\*

Realtor districts include other adjacent neighborhoods besides those used to identify the district. Districts often contain neighborhoods of varying values.

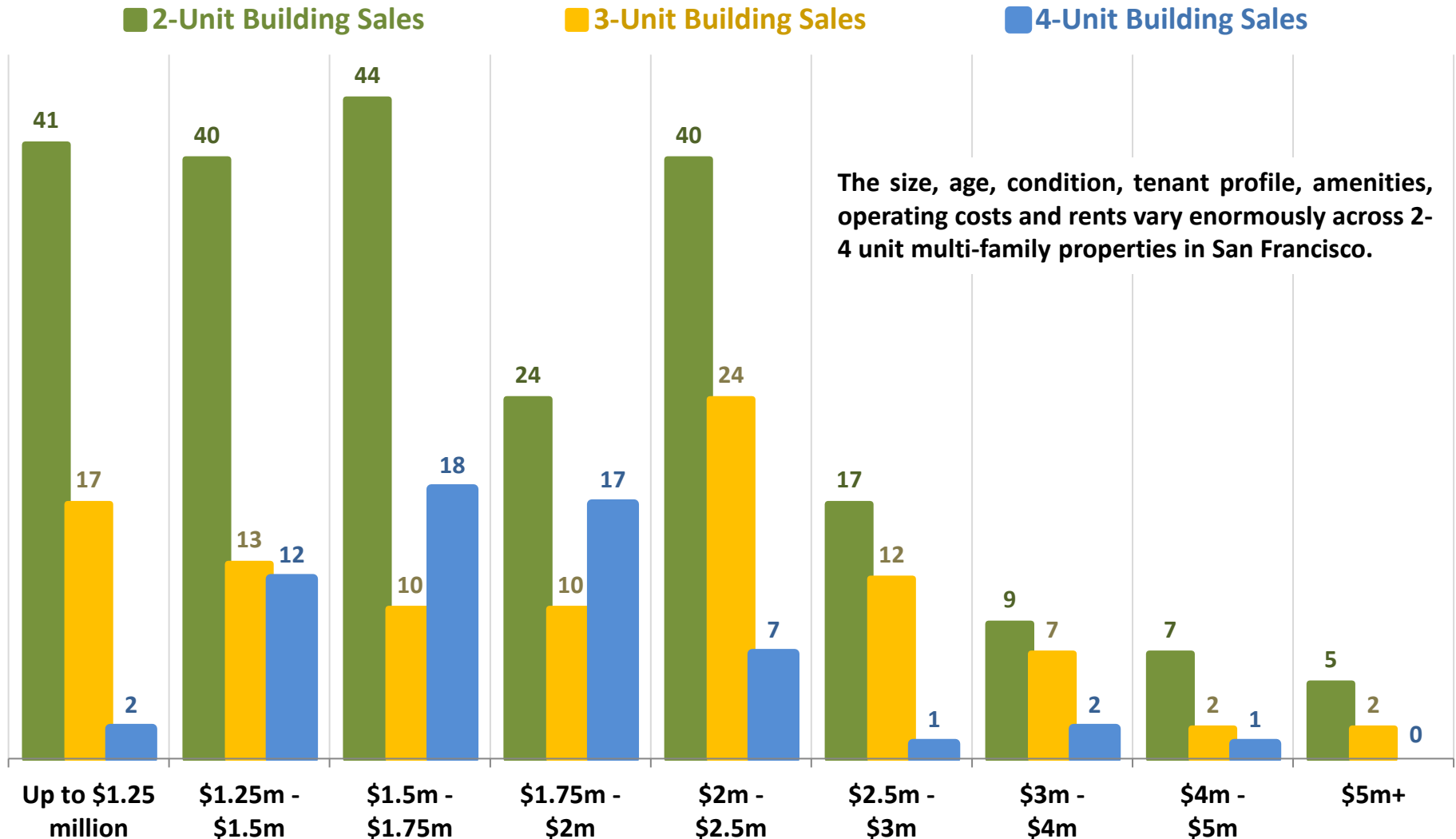


\*12 months sales reported to NorCal MLS Alliance by late June 2025. This analysis was performed in good faith with data derived from sources deemed reliable but may contain errors and subject to revision. All numbers approximate and may change with late-reported sales. Not all listings provided square footage figures.

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# San Francisco 2-4 Unit Residential Buildings

## 12 Months Sales by Number of Units & Price Segment\*



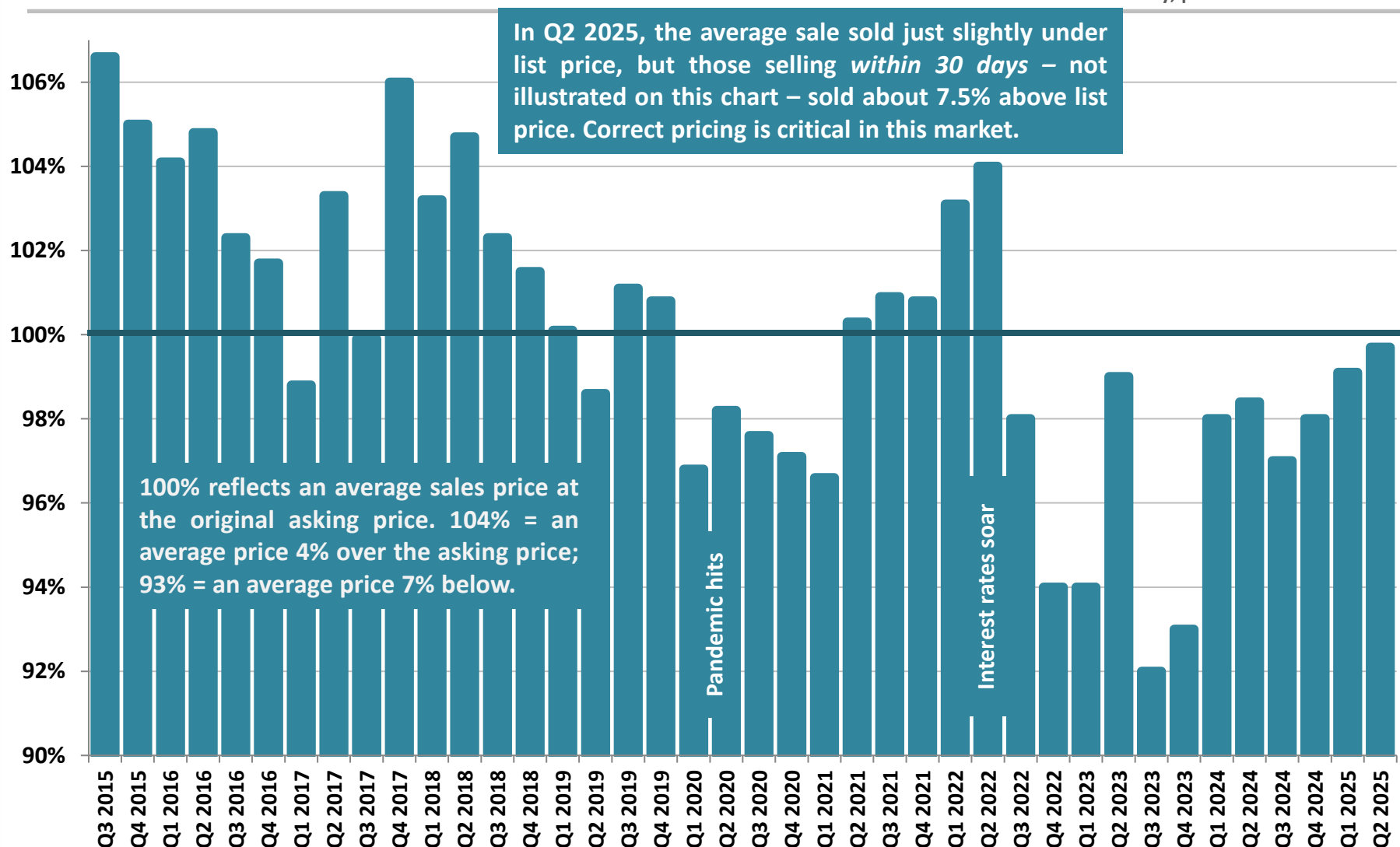
\*12 months sales reported to NorCal MLS Alliance by late June 2025. Data from sources deemed reliable but may contain errors and subject to revision. Houses and condos excluded. All numbers approximate and may change with late reported sales.

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# Sales Price to Original List Price Percentage

## San Francisco 2-4 Unit Buildings, by Quarter

Based upon SFARMLS  
activity, per Broker Metrics



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

All numbers are approximate. Fluctuations in this metric are not unusual.

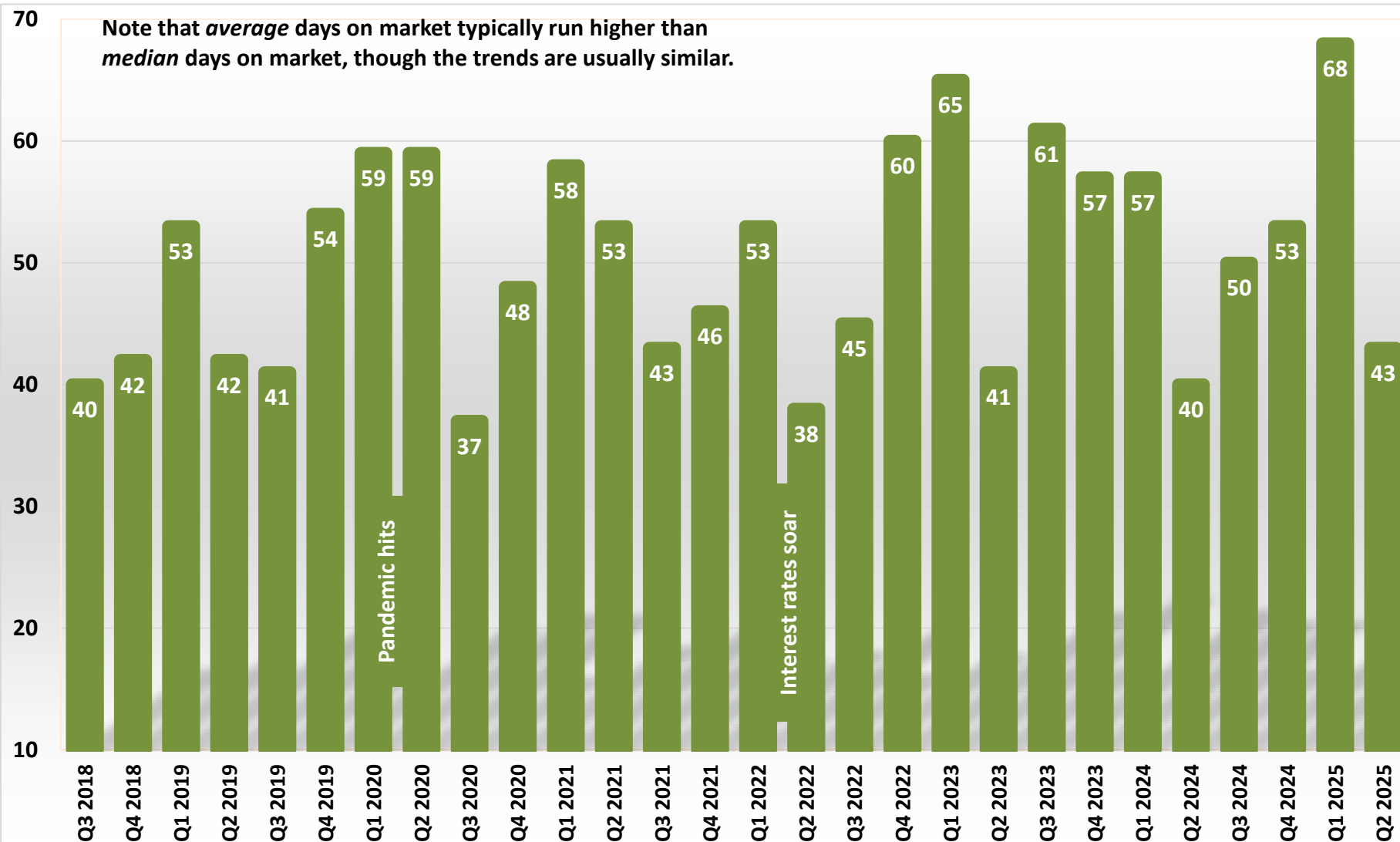
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# Average Days on Market by Quarter

## San Francisco 2-4 Residential Unit Building Sales

2-unit buildings typically sell faster than 3-4 unit properties.

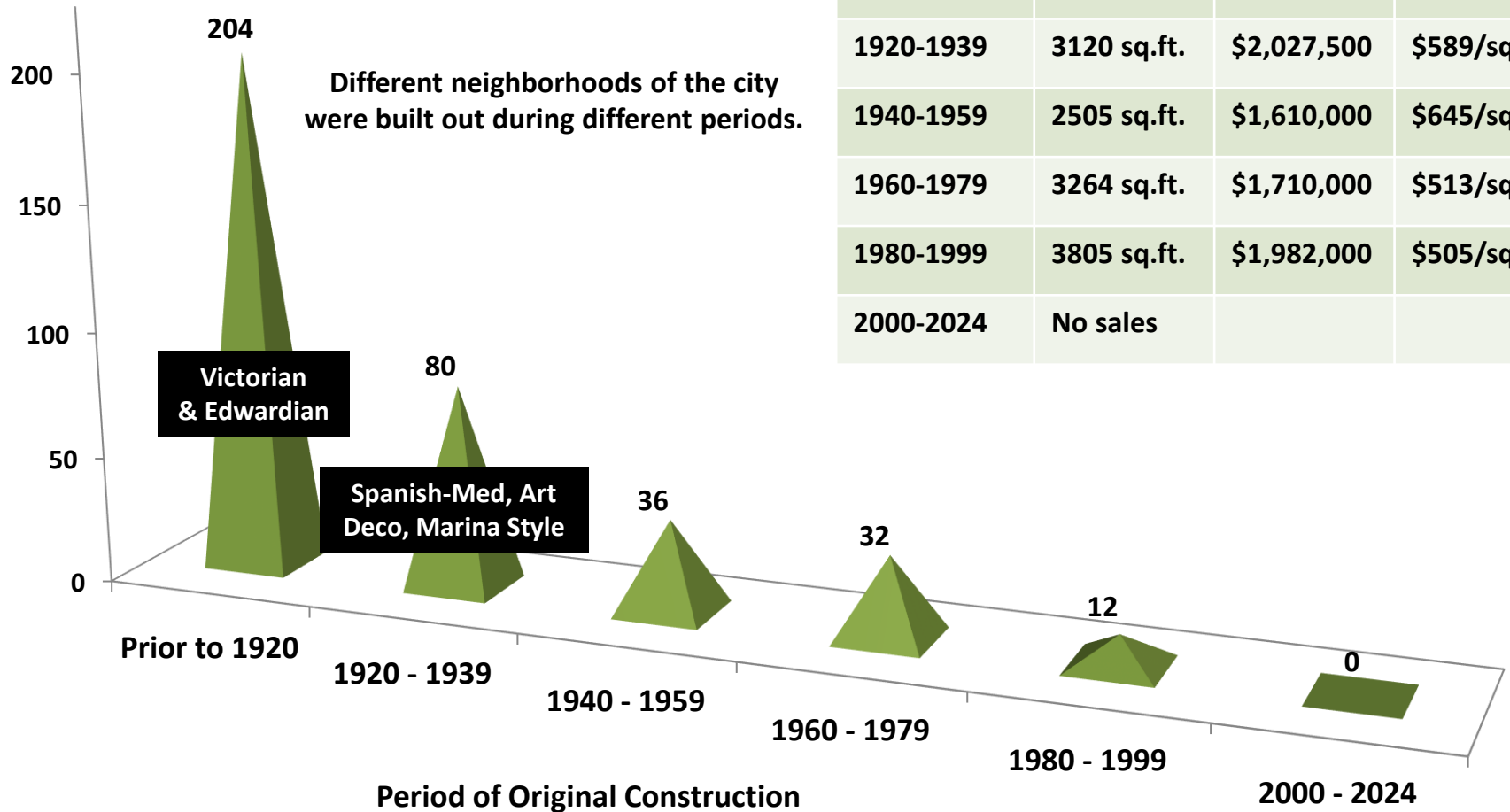


Sales reported to SFARMLS. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate. Last reading may change with late-reported activity. Outlier sales adjusted when identified.

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# San Francisco 2-4 Unit Building Sales

## Number of Sales by Era of Construction



## 12 Months 2-4 Unit Bldg. Sales\*

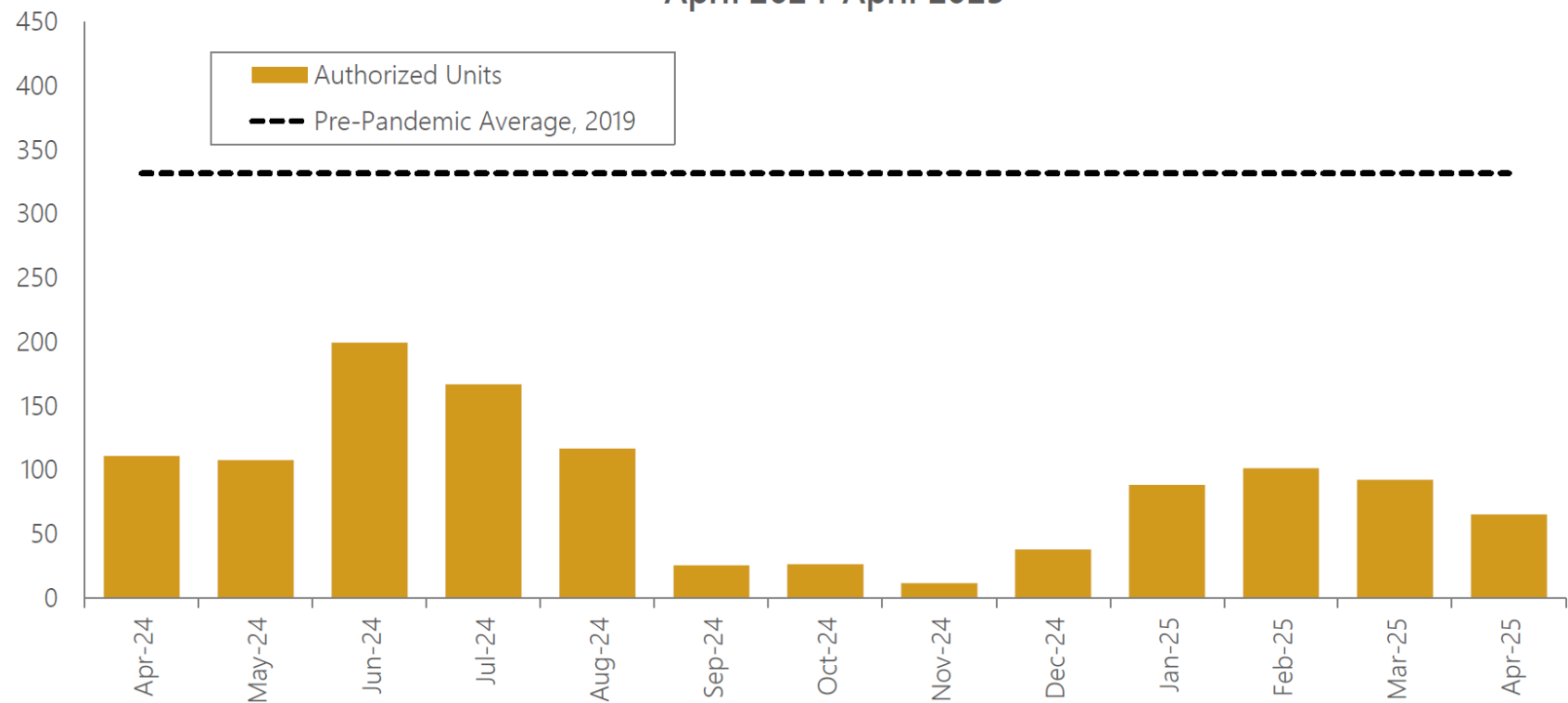
Year Built	Median Sq.Ft.	Median Sale Price	Median \$/Sq.Ft.
Before 1920	3000 sq.ft.	\$1,602,500	\$561/sq.ft.
1920-1939	3120 sq.ft.	\$2,027,500	\$589/sq.ft.
1940-1959	2505 sq.ft.	\$1,610,000	\$645/sq.ft.
1960-1979	3264 sq.ft.	\$1,710,000	\$513/sq.ft.
1980-1999	3805 sq.ft.	\$1,982,000	\$505/sq.ft.
2000-2024	No sales		

Sales reported to NorCal MLS Alliance in the 12 months through late March 2025. Not all sales provided construction dates. Data derived from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

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# Housing Permits Remain Below Pre-Pandemic Levels

Authorized Housing Units, 3-Month Moving Average,  
April 2024-April 2025



Source: San Francisco Planning Department

Status of the San Francisco Economy:  
May 2025



Office of the Controller  
Office of Economic Analysis

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# New Housing Permit Issuance Continues to Run Extremely Low

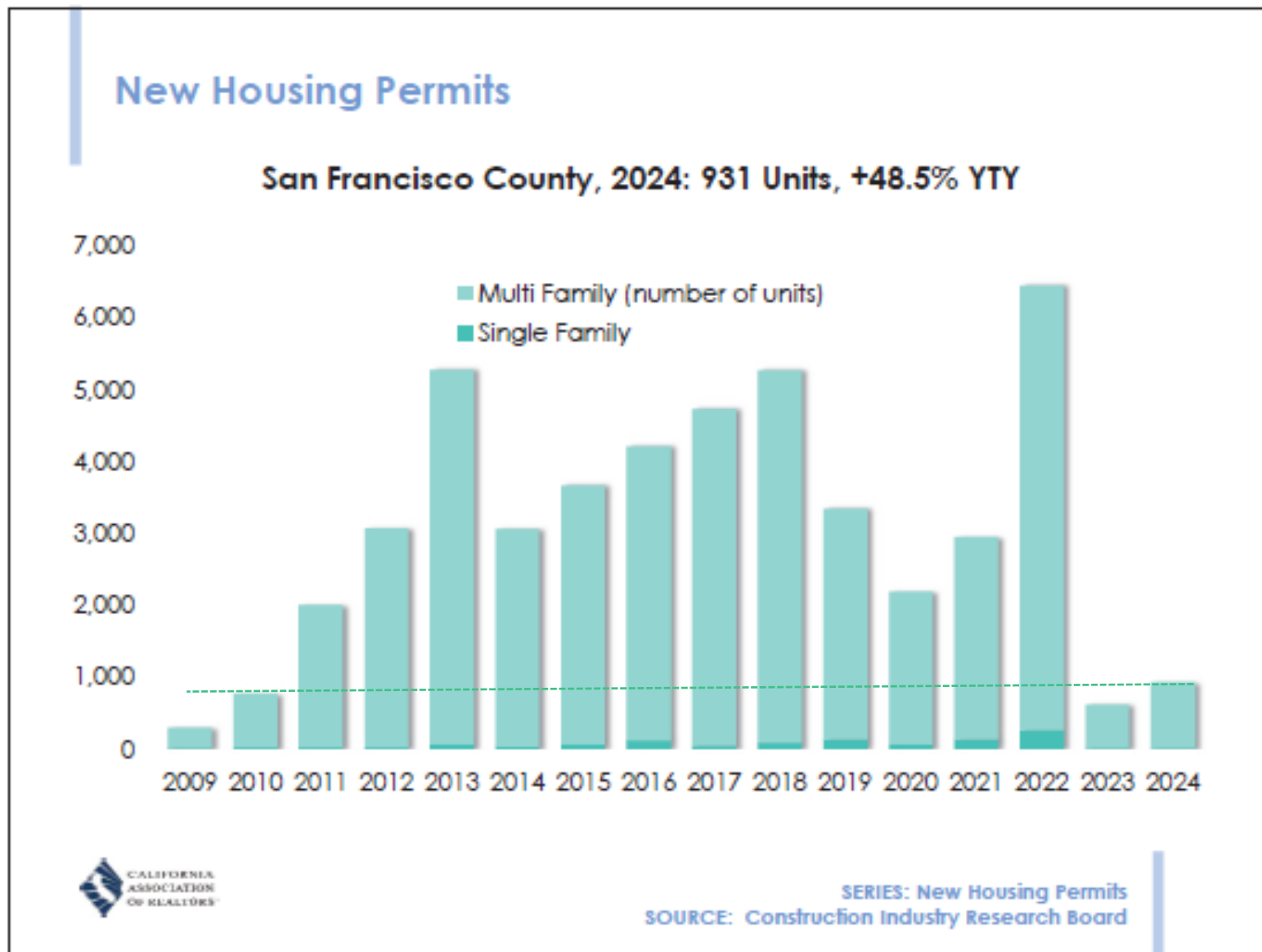


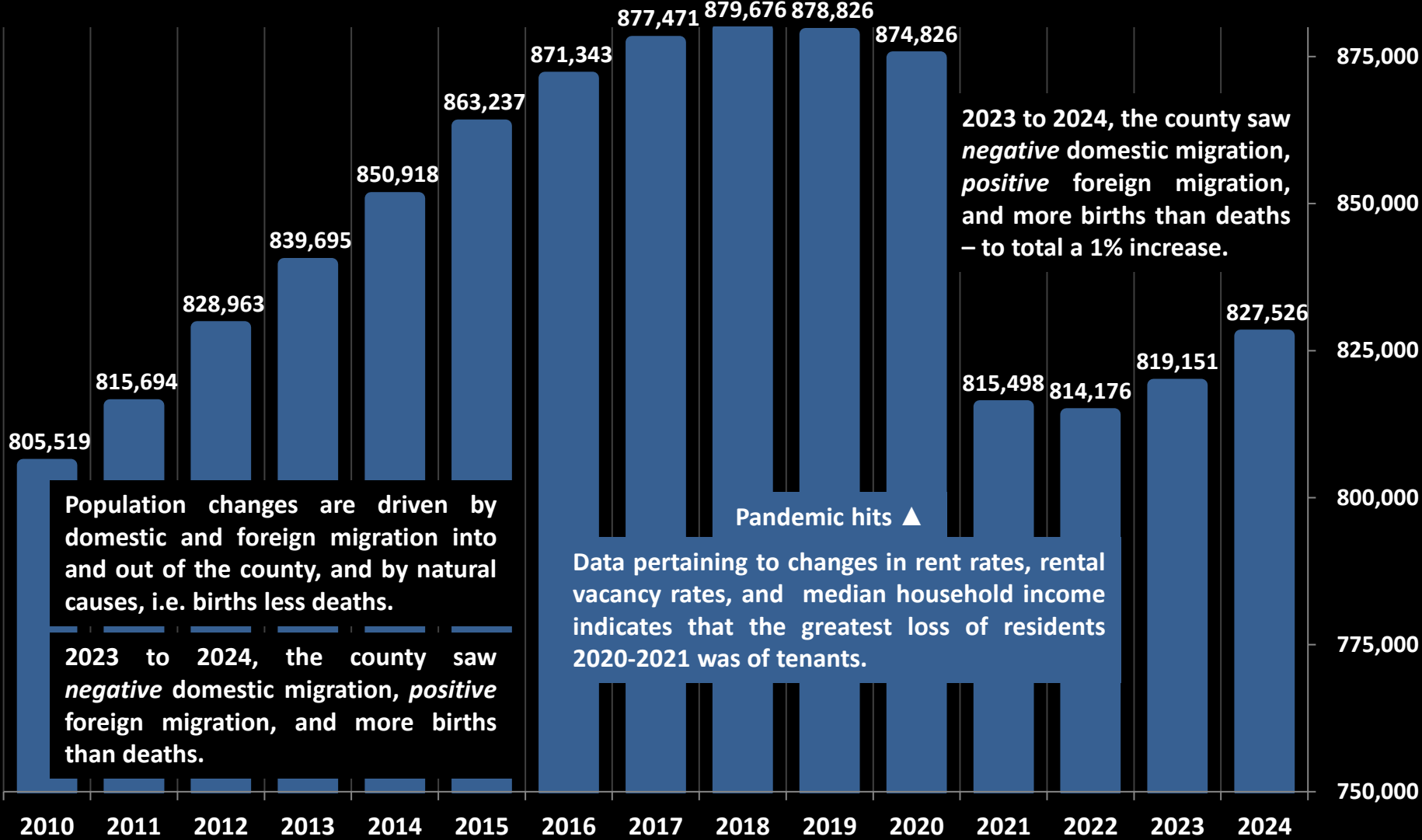
Chart from the California Association of Realtors "2025 CALIFORNIA ECONOMIC & HOUSING MARKET UPDATE" published March 2025. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers should be considered approximate estimates.

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# San Francisco Population Trends since 2010

## U.S. Census Estimates, July 1<sup>st</sup> to July 1<sup>st</sup>

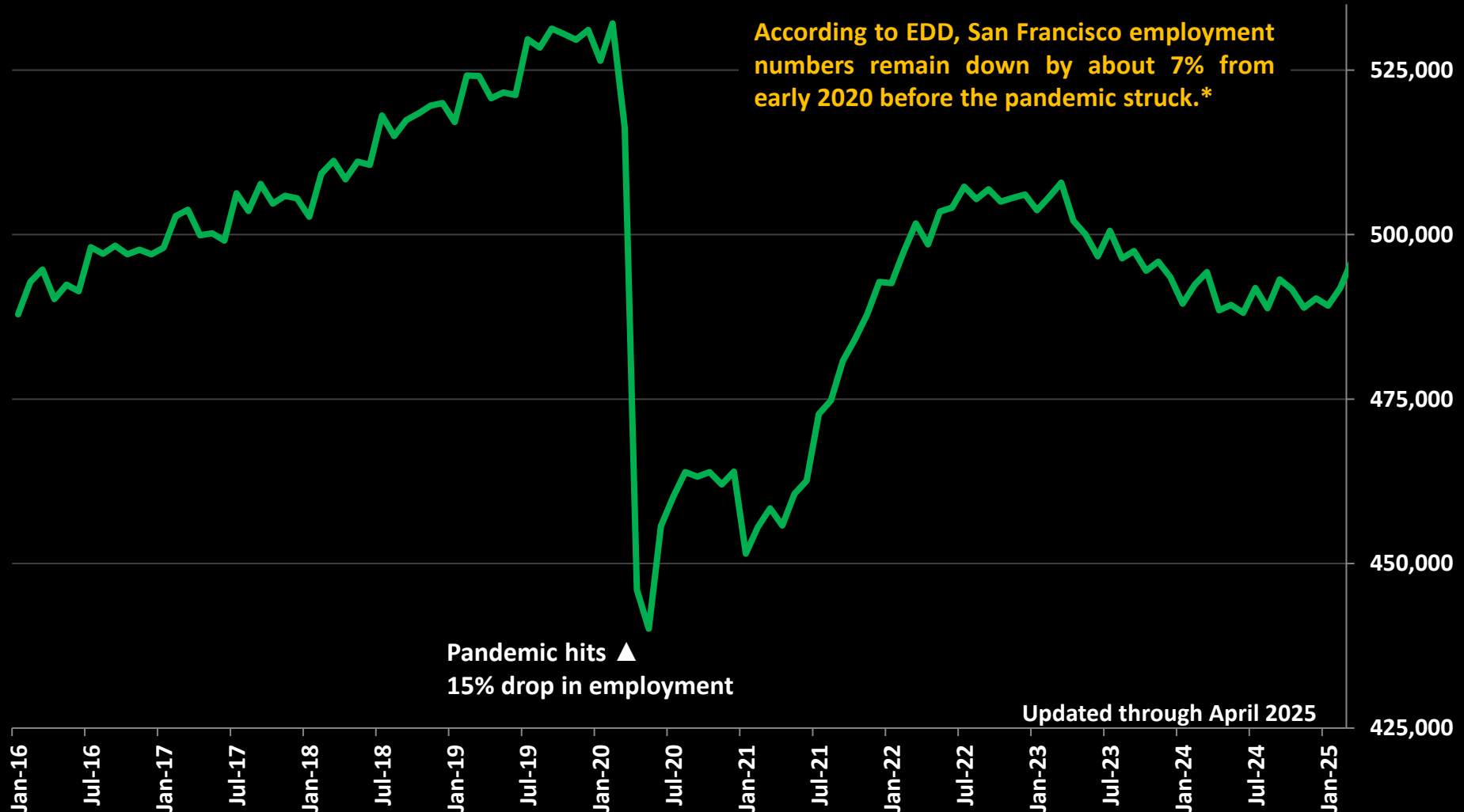
Changes measured from July 1<sup>st</sup> of previous year to July 1<sup>st</sup> of labeled year.



Estimates as of July 1 of each year. 2020-2024 data published March 13, 2025 by U.S. Census. The Census often revises numbers in subsequent estimates. All numbers to be considered approximate.

# San Francisco Employment Trends

Number of Employed Residents, by Month since 2016\*



\*Per California Employment Development Dept. (EDD) . Last month's data is labeled "preliminary" by EDD. EDD often goes back to revise past data releases. Data from sources deemed reliable but may contain errors and subject to revision. All numbers should be considered approximate.



# San Francisco Multi-Family Building Sales by Broker

## Market Share, Dollar-Volume Residential Income Properties\*

Over the 12-month period, Compass closed over 3650 transactions worth more than \$7.2 billion in San Francisco residential and residential income sales.\*

Compass ranks 1<sup>st</sup> in the Greater Bay Area for dollar-volume sales.

Compass ranks 1<sup>st</sup> in the U.S. per RealTrends Dollar-Volume Sales Rankings



\*12 months residential multi-family property sales reported to NorCal MLS Alliance by late June 2025. Analysis made in good faith using transaction-side, dollar-volume sales data, per MLS Ranking Report of top 30 brokers. Data from sources deemed reliable but should be considered approximate.

Note that the quantity of sales in any given local submarket is usually relatively small and/or the number of sales that report the necessary financial information can be limited. Buildings of different ages, qualities and sizes selling in different periods can cause these average and median figures to fluctuate significantly. Furthermore, the reliability of some of these calculations depends upon the quality of the income and expense figures provided by the listing agents, and sometimes instead of actual numbers, much less meaningful projected or scheduled figures are used. Therefore, the above statistics should be considered very general indicators, and how they apply to any particular property without a specific comparative market analysis is unknown.

These analyses were made in good faith with data from sources deemed reliable, but they may contain errors and are subject to revision. Statistics are generalities and all numbers should be considered approximate.

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