

Q1 | 2021
Santa Fe

Market Update

Sotheby's
INTERNATIONAL REALTY



GATED LA TIERRA COUNTRY COMPOUND
69 East Estrada Calabasa
sothebysrealty.com/id/VXS7S9
Offered at \$2,475,000

{Q1 | JAN - MAR 2021}

at a glance

SANTA FE

7.4%

Change in Median Selling Price
{2021 vs 2020}

16.8%

Change in Units Sold
{2021 vs 2020}

752

Units Sold

\$581k

Average Selling Price

231 WASHINGTON AVENUE BROKERAGE
505.988.8088

326 GRANT AVENUE BROKERAGE
505.988.2533

318 GRANT AVENUE BROKERAGE
505.982.6207



A MESSAGE FROM

Associate Brokers

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When you speak with any of our brokers, they will tell you they have never been busier and that there's never been more of a desire to own property in and around Santa Fe. It is not unusual in this strong sellers' market to experience multiple offers shortly after a property appears on the MLS. Buyers are encouraged to come prepared to make well-informed decisions and to move quickly once they find the property that most appeals to their desires.

According to our local MLS, 2020's fast-paced market continued to gain momentum through the first quarter of 2021 resulting in a 17% increase in average sales price, to \$581K, and a 16.8% increase in total units sold. Also notable is that available inventory decreased a dramatic 51% from one year ago. Just as dramatic has been the notable increase in sales in the \$1M-\$2M price category, from 40 homes in Q1 2020 to 78 homes in Q1 2021, an increase of 95% year over year. In addition, sales of homes \$2M+ increased a staggering 143%, from seven in Q1 2020 to 17 in Q1 2021.

While our market is brisk and shows signs of continued buyer demand, Santa Fe remains one of the best priced destination markets in the Southwest.

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 us.

SOTHEBYSREALTY.COM

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.

Featured Properties

We invite you to explore our exclusive offerings at
[SOTHEBYSREALTY.COM](https://sothebysrealty.com)

814 CAMINO ATALAYA
Contemporary Eastside Home & Guesthouse
Offered at \$3,800,000
sothebysrealty.com/id/GMD7TQ



109 115 117 TESUQUE RIDGE

Offered at \$8,500,000

sothebysrealty.com/id/YE46Q6

2216 WILDERNESS ARROYO

Offered at \$4,275,000

sothebysrealty.com/id/W3V7R2

2950 TESUQUE OVERLOOK

Offered at \$3,999,000

sothebysrealty.com/id/B3YSVQ

1204 NORTH SUMMIT DRIVE

Offered at \$2,495,000

sothebysrealty.com/id/H644TF

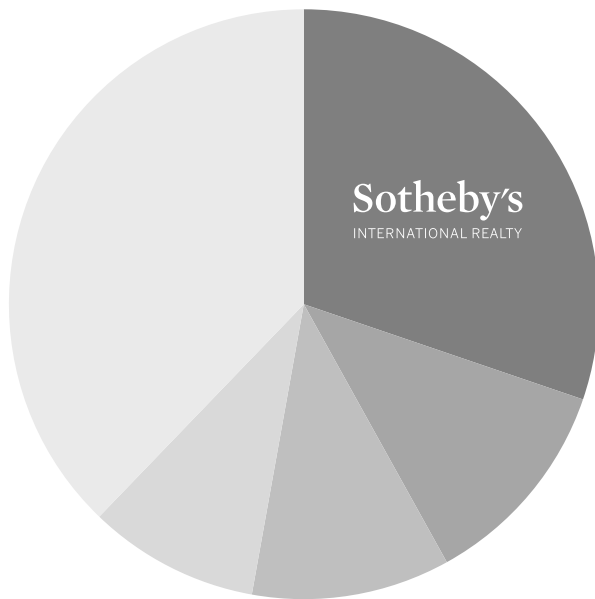
*IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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{MAR 2021 | LAST 12 MONTHS}

Market Share

Sotheby's International Realty vs. Local Competitors



Market Share
All Price Ranges



Market Share
Over \$1 Million

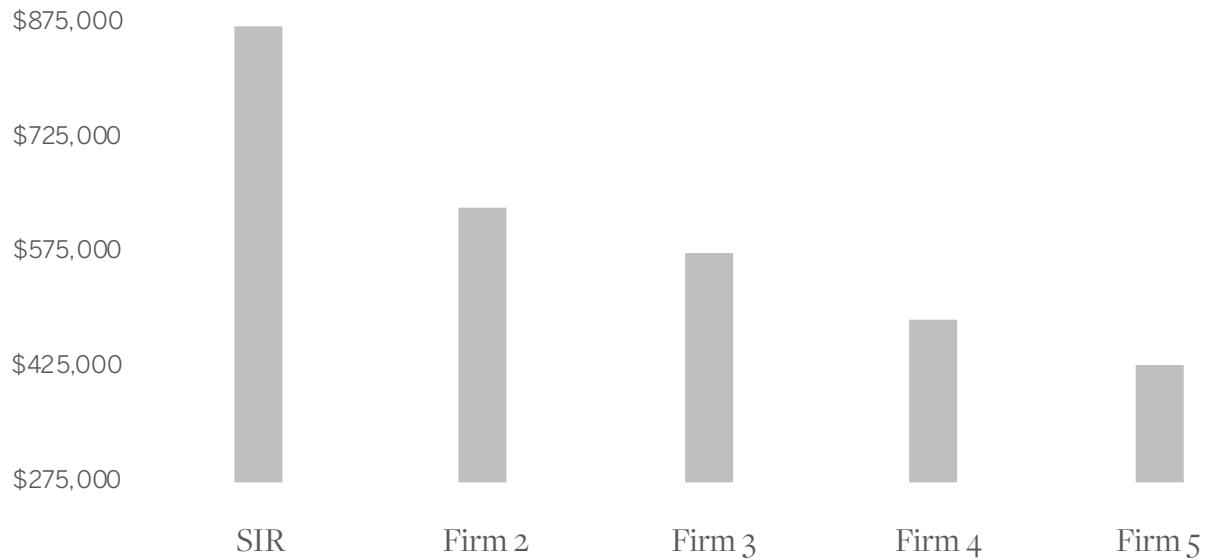
- 30% Sotheby's International Realty | Santa Fe
- 12% Firm 2
- 11% Firm 3
- 9% Firm 4
- 38% Combination of Additional Companies

- 57% Sotheby's International Realty | Santa Fe
- 11% Firm 2
- 10% Firm 3
- 6% Firm 4
- 16% Combination of Additional Companies

{MAR 2021 | LAST 12 MONTHS}

Average Selling Prices by Top 5 Firms

Sotheby's International Realty vs. Local Competitors

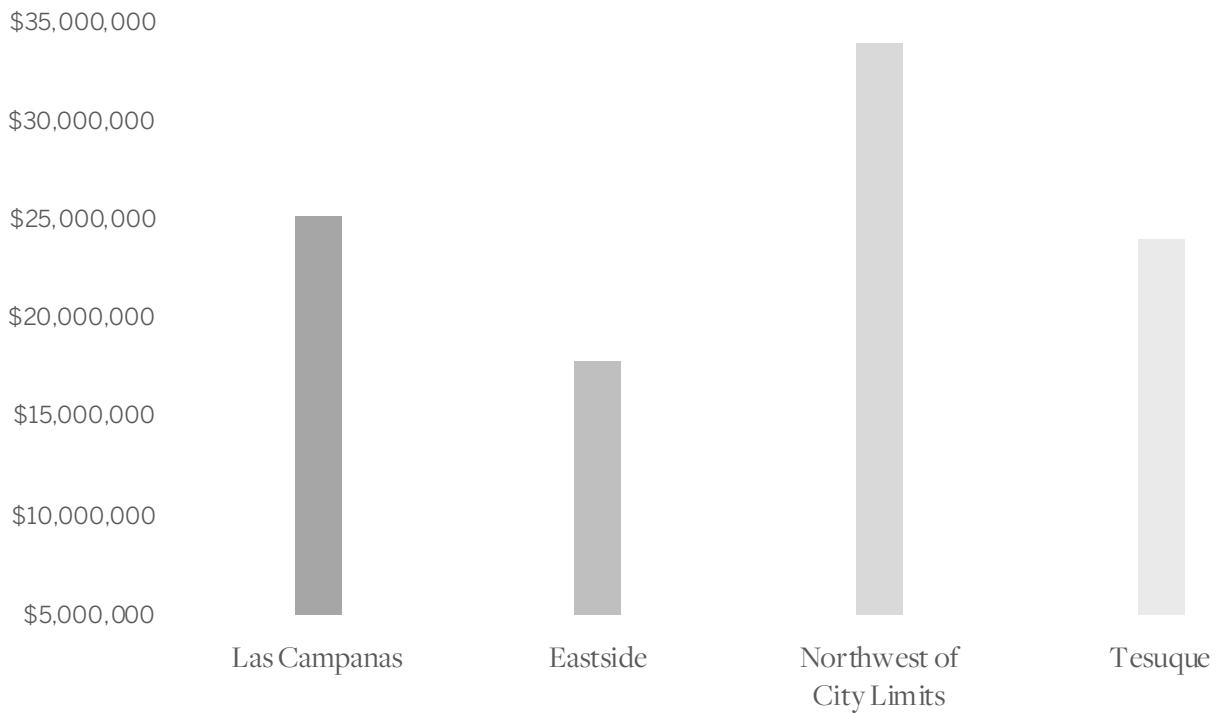


Average Selling Prices by Brokerage

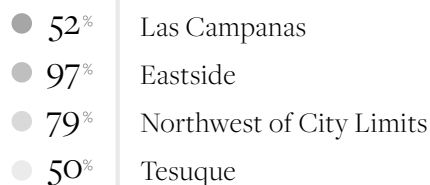


Active Listings by Select Area

Listed by Sotheby's International Realty



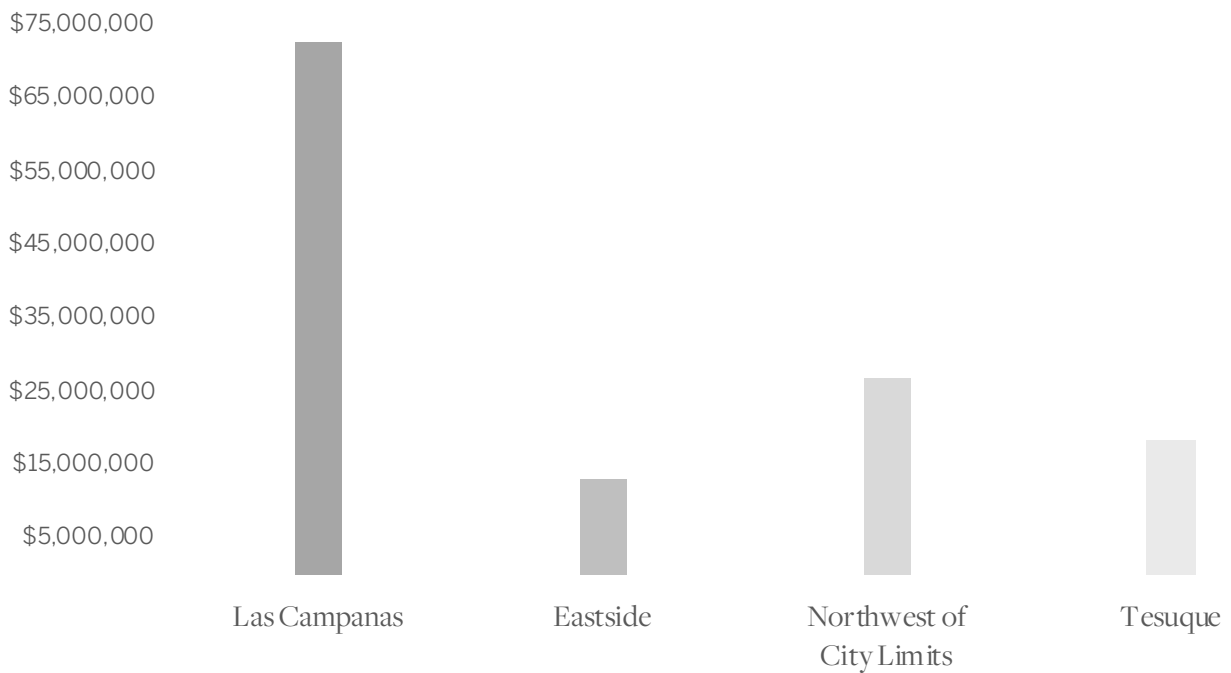
SIR Market Share By Active Listings Dollar Volume *as of March 31, 2021*



{MAR 2021 | LAST 12 MONTHS}

Sold Dollar Volume by Select Area

Sold by Sotheby's International Realty



SIR Market Share By Sold Dollar Volume

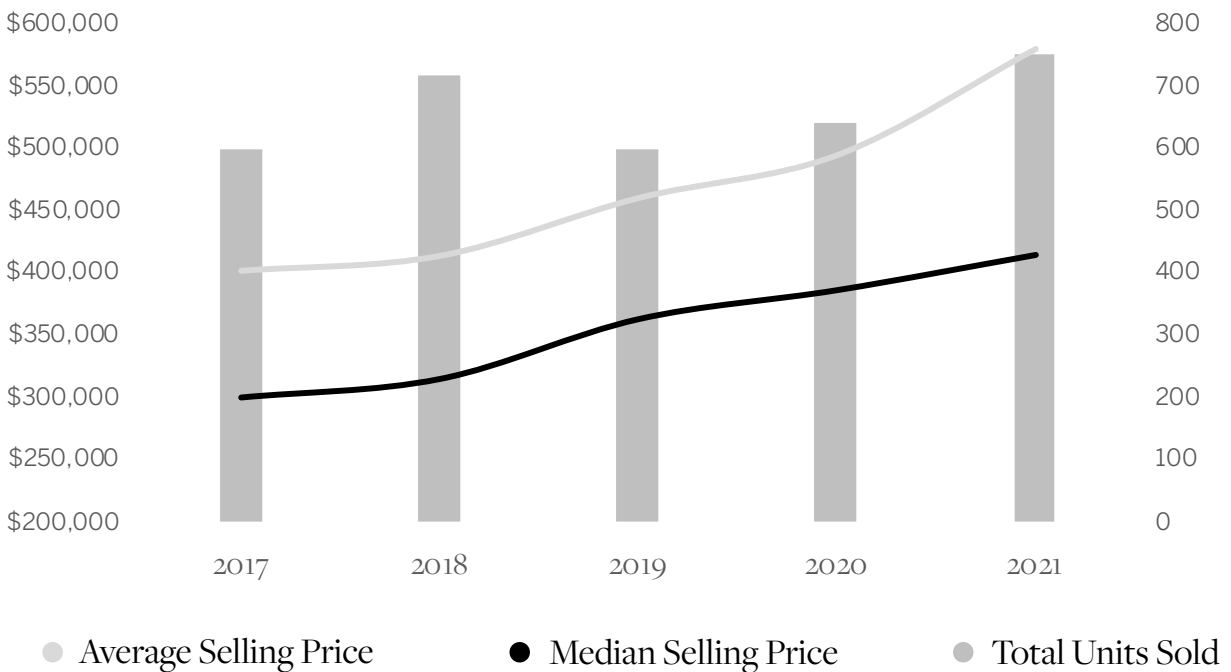
January 1, 2021 - March 31, 2021

71%	Las Campanas
60%	Eastside
46%	Northwest of City Limits
55%	Tesuque

Sales & Price Comparison

Q1 | All Santa Fe | Five Years

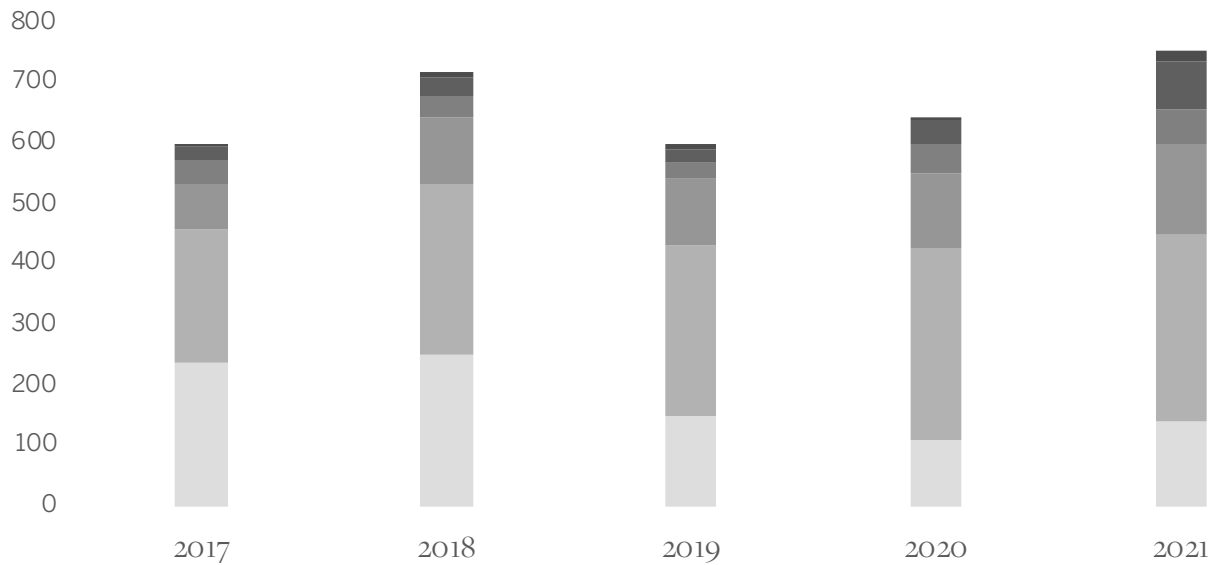
Average Selling Price | Median Selling Price | Total Units Sold



Q1	Average Selling Price	Median Selling Price	Total Units Sold
{2021 vs 2020} Change	17%	7%	17%
2021	\$580,923	\$415,547	752
2020	\$495,937	\$387,000	644
2019	\$461,603	\$363,500	600
2018	\$415,270	\$315,000	718
2017	\$403,360	\$300,000	599

Units Sold Comparison

Q1 | All Santa Fe | Five Years



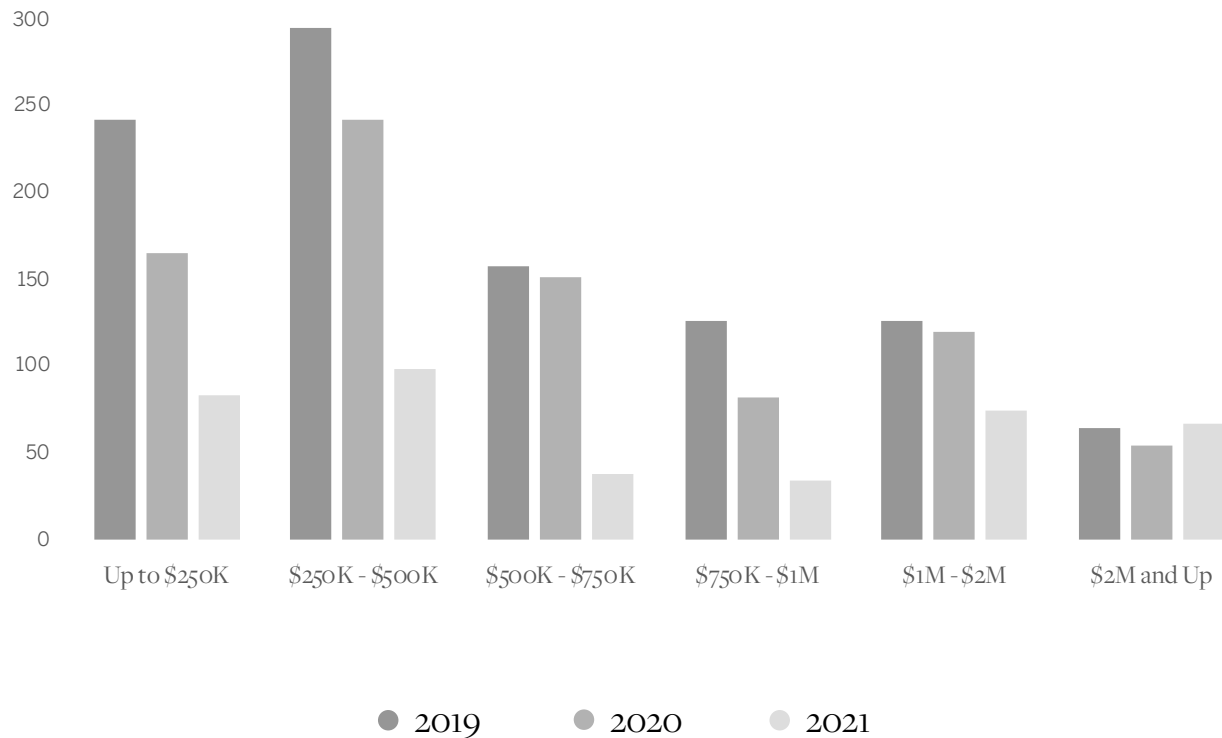
Total Units Sold By Price Point

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

Q1	{Units Percent}							
	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total	
{2021 vs 2020}								
Change	29%	-2%	20%	24%	95%	143%	17%	
2021	139 19%	310 41%	151 20%	57 8%	78 10%	17 2%	752	
2020	108 17%	317 49%	126 20%	46 7%	40 6%	7 1%	644	
2019	149 25%	281 47%	113 19%	27 5%	21 4%	9 2%	600	
2018	248 35%	286 40%	108 15%	36 5%	33 5%	7 1%	718	
2017	236 39%	221 37%	76 13%	38 6%	23 4%	5 1%	599	

Listing Inventory

All Santa Fe

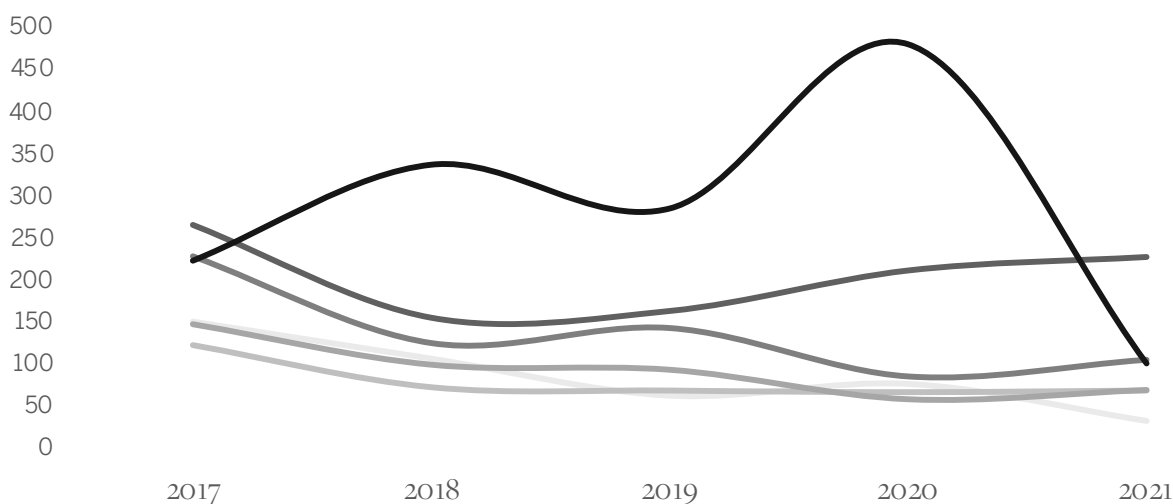


Active Listings for all of Santa Fe County *as of March 31, 2021*

Q1	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
{2021 vs 2020} Change	-49%	-59%	-74%	-57%	-38%	24%	-51%
2021	84	99	39	35	75	68	400
2020	166	243	152	82	120	55	818
2019	243	295	158	126	126	65	1013

Days On Market

Q1 | All Santa Fe | Five Years



Average Days on Market

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

Q1	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
<small>{2021 vs 2020}</small> Change	-56%	3%	19%	24%	8%	-79%	-17%
2021	34	68	70	105	229	103	68
2020	78	66	59	85	213	482	82
2019	64	68	94	143	165	287	82
2018	108	72	100	125	157	339	98
2017	152	123	148	229	267	225	151

Extraordinary Results

We celebrate the notable success of our associates and clients



5 CHIPPEWA CIRCLE
Expansive & Elegantly Appointed
Last asking \$4,150,000



705 CAMINO OCASO DEL SOL
Wonderful Compound in an Incredible Setting
Last asking \$3,995,000

1003 GOVERNOR DEMPSEY
View-Filled Estate
Last asking \$3,319,000

5 SENDERO CENTRO
Glorious Indoor-Outdoor Living
Last asking \$2,750,000

2114 COLINA VERDE
Cerro Colorado Oasis
Last asking \$2,695,000

*IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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It was a privilege
to work with you
as 2020 redefined home.

\$150 Billion
GLOBAL SALES VOLUME 2020

24,000
SALES ASSOCIATES

1,000
OFFICES WORLDWIDE

75
COUNTRIES & TERRITORIES

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VALENCIA, SPAIN | PROPERTY ID: ZB9BEL