





Dear Mission Bay Homeowners,

I hope you are enjoying this Spring season in the Bay Area! Since investing and moving into Mission Bay back in 2008, I have witnessed a lot of exciting activity in our burgeoning neighborhood.

From dirt pile on vacant land, to now poised as one of the most sought-after waterfront neighborhoods in San Francisco, our neighborhood Mission Bay has become home to countless pharmaceutical and biotech companies, UCSF Campus and its green living rooftops, Lyft, and the upcoming Uber HQ, Dropbox HQ, Chase Center Experience, and the Golden Gate Warriors stadium. Even more developments are underway including a planned ferry, water taxi landing, and an underground rapid transit called the Central Subway Project that will connect Mission Bay with Oakland and inner parts of San Francisco. What transformation!

On your hands is a book that will give you a peek of our neighborhood's overall market trend, as well as sales records of some of Mission Bay's most coveted luxury residences in Q2 of 2018.

Did you know that the average price per sq ft in Mission Bay is \$1,100 compared to \$1,250 in Pac Heights, \$950 in SOMA, and \$1,200 in South Beach? Did you also know that One Mission Bay – the latest development that sprung up in our neighborhood – is 88% sold out as of May 10th? The number of 3-bedrooms available are now down to seven and priced at \$1,695,000 to \$3,850,000 as of May, per OMB sales team.

The market in San Francisco continue to show a ferociously high demand for housing while rather low supply of availability. This dynamic encourages price appreciation and is an advantage to every homeowner as it means an increase in their net worth!

We might also want to keep an eye on the sales of newer condo developments such as Lumina and The Harrison in South Beach, the neighborhood next to ours. As of May 1st 2018, their sales records are skyrockets, and can absolutely be used as a model to base on when deciding on the price range to sell.

Jessie Lee, Ranked #1 Mission Bay Top Producer



MISSION BAY OVERVIEW

Police Headquarters
Police Station
Community Room

RADIANCE

330 Mission Bay Blvd/325 China Basin. 99 Homes.
Built in 2008.

Avg DOM= 46 days. Avg \$/SQFT= 1,105.36
4 units SOLD since 1/1/2018*

Unit	BD	BA	\$/SQFT	DOM	SOLD
805	1	1	\$1,025.64	62 days	\$920,000
416	2	2	\$998.89	0 days	\$1,695,000
413	2	2	\$1,355.23	5 days	\$1,199,000
410	2	2	\$1,041.67	70 days	\$1,450,000



MADRONE

420/480 Mission Bay Blvd and 435 China Basin St.
Approx 330 Homes. Built in 2012

Avg DOM= 20 days. Avg \$/SQFT= 1,225.51
4 units SOLD since 1/1/2018*

Unit	BD	BA	\$/SQFT	DOM	SOLD
112	1	1	\$1,099.98	14 days	\$925,000
901	2	2	\$1,386.96	11 days	\$1,595,000
1106	2	2	\$1,189.68	31 days	\$1,775,000

Data Source: 2018 MLS

ARDEN

718/738 Long Bridge St. 267 Homes. Built in 2016.

Avg DOM= 63 days. Avg \$/SQFT= 1,319.80

9 units SOLD since 1/1/2018*

Unit	BD	BA	\$/SQFT	DOM	SOLD
801	2	2	\$1,300.95	0 days	\$1,500,000
904	2	2	\$1,327.89	49 days	\$1,952,000
1207	3	2	\$1,372.90	64 days	\$2,290,000
1402	2	2	\$1,545.84	0 days	\$2,175,000



ONE MISSION BAY

110 Channel St & 1003 3rd St. 350 Units. Built in 2018.

Avg DOM= 28 days. Avg \$/SQFT= 1,305.88

11 units SOLD since 1/1/2018*

Unit	BD	BA	\$/SQFT	DOM	SOLD
219	1	1	\$1,084.05	41 days	\$910,600
307	2	2	\$1,383.76	24 days	\$1,500,000
503	3	2	\$1,299.17	26 days	\$1,652,550
611	3	2	\$1,398.49	13 days	\$2,039,000

235 BERRY

99 Units. Built in 2007.

Avg DOM= 41 days. Avg \$/SQFT= 1,071.14
3 units SOLD since 1/1/2018*

Unit	BD	BA	\$/SQFT	DOM	SOLD
412	2	2	\$1,308.90	12 days	\$1,250,000
417	2	2	\$1,028.04	96 days	\$1,100,000
101	2	3	\$876.47	14 days	\$1,490,000



255 BERRY

99 Units. Built in 2004.

Avg DOM= 35 days. Avg \$/SQFT= 1,096.06
2 units SOLD since 1/1/2018*

Unit	BD	BA	\$/SQFT	DOM	SOLD
103	2	2.5	\$989.43	63 days	\$1,310,000
111	2	2.5	\$1,202.68	6 days	\$1,525,000

Data Source: 2018 MLS



PARK TERRACE

325 Berry St. Approx 110 Units. Built in 2007.

Avg DOM= 52 days. Avg \$/SQFT= 1,028.67
3 units SOLD since 1/1/2018*

Unit	BD	BA	\$/SQFT	DOM	SOLD
403	1	1	\$1,088.24	61 days	\$999,000
112	2	2.5	\$1,035.08	38 days	\$1,800,000
110	3	2.5	\$962.70	56 days	\$1,600,000



ARTERRA

300 Berry St. 269 Units. Built in 2009.

Avg DOM= 18 days. Avg \$/SQFT= 1,171.81
7 units SOLD since 1/1/2018

Unit	BD	BA	\$/SQFT	DOM	SOLD
303	1	1	\$1,250.00	11 days	\$915,000
512	2	2	\$1,167.82	0 days	\$1,350,000
301	2	2	\$1,178.73	14 days	\$1,352,000
551	3	2	\$1,133.20	6 days	\$1,710,000



THE BEACON

250/260 King St. 595 Condos. Built in 2004.

Avg DOM= 47 days. Avg \$/SQFT= 1,042.42
12 units SOLD since 1/1/2018

Unit	BD	BA	\$/SQFT	DOM	SOLD
739	1	1	\$894.12	78 days	\$760,000
812	1	1	\$934.57	124 days	\$829,900
705	2	2	\$974.46	53 days	\$1,450,000
1616	2	2	\$1,147.89	33 days	\$1,630,000



207 KING ST

39 Homes. Built in 2007.

Avg DOM= 56 days. Avg \$/SQFT= 1,144.25
2 units SOLD since 1/1/2018*

Unit	BD	BA	\$/SQFT	DOM	SOLD
404	1	1	\$1,244.27	0 days	\$815,000
413	2	2	\$1,044.23	56 days	\$1,700,000

Data Source: 2018 MLS



Mission Bay Parks

On the edge of San Francisco Bay boasts Mission Bay's many open parks, pocket parks, pathways, and greenery to provide tranquil spaces and opportunity to be outdoors

Green Living Rooftops

The green rooftops of UCSF, Mission Bay Police Station, and Arterra are just a few of the many sustainable greening initiatives turning up at Mission Bay



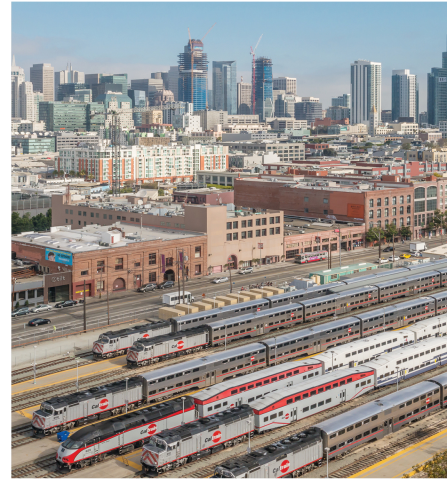
SLEEK ECO-FRIENDLY NEIGHBORHOOD

Mission Creek

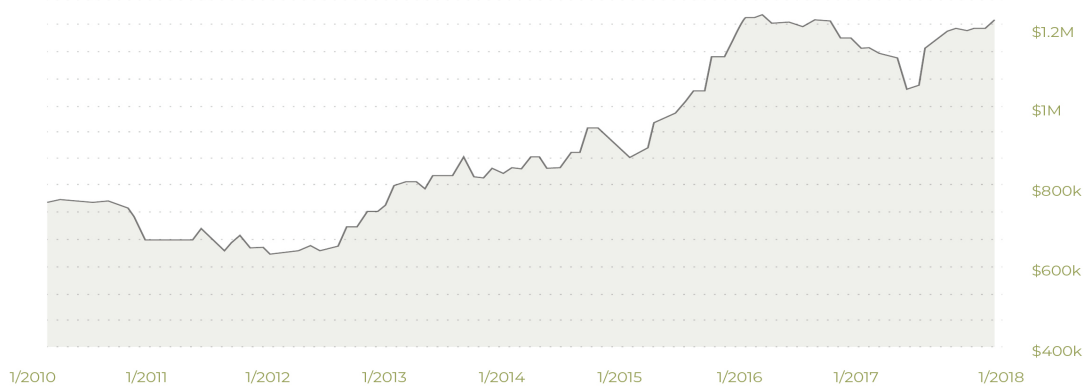
Not far from AT&T ballpark, the Caltrain/Muni, and away from the bustling city is a peaceful pathway that lines Mission Creek. It will take you through grassy hills and many perfect spots to picnic, show you bobbing house boats, places to rent kayaks, and lead you to a volleyball field and a basketball court underneath an underpass.

Accessibility

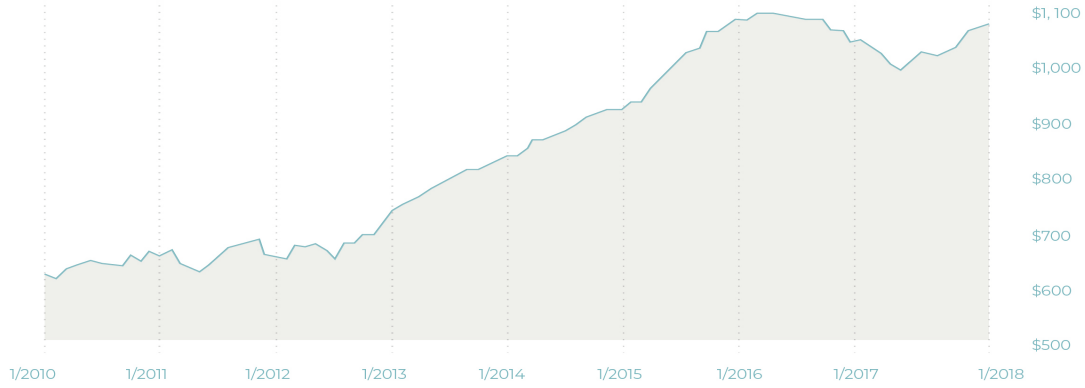
Traveling to Mission Bay is easy with options such as the T-3rd Street Muni Light Rail, several SF Muni bus lines, the free Mission Bay TMA shuttles, and the Caltrain Station on 4th & King.



MISSION BAY MEDIAN SALES PRICE SINCE 2010



MISSION BAY AVERAGE \$/SF SINCE 2010



*Source: Sales reported to MLS per Infosparks



Soon to materialize is Uber's Mission Bay Campus, a 435,000+ sq ft of almost fully transparent urban architecture that is two buildings linked by glass walkways. It is located at 1455 & 1515 3rd Street, adjacent to the Golden State Warriors Arena.



Lyft headquarters lives at 185 Berry Street at China Basin – which is a hop, skip and jump away from Caltrain depot, the AT&T ballpark, and overlooking McCovey Cove

GOLDEN STATE WARRIORS STADIUM

The Home of the Warriors

The Golden State Warriors in Mission Bay is opening next year in 2019!

Mission Bay is soon to be San Francisco's sports hub with AT&T Park nearby and the upcoming multi-purpose arena, Chase Center, also scheduled to open next year before the 2019-2020 NBA season begins!



Photo Source: sf.gov.org



DROPBOX

This 736,000+ sq ft office space at Mission Bay's The Exchange at 1800 Owens Street is the new headquarters of Dropbox in 2019!



BAYER

Bayer HealthCare is one of dozens of biotech companies that makes Mission Bay a premier center for science and innovation. Bayer is located at 455 Mission Bay South.



NEKTAR

Nektar Therapeutics has also called Mission Bay home since 2009 with its corporate offices and research and development labs nestled next door to Bayer at 455 Mission Bay Blvd.

2017

- // Panelist for 100 Most Influential Real Estate Agents in SF
- // Paragon Real Estate Mission Bay Top Producer, 2017
- // Top Agent Network - Top 1% of Agents since 2010
- // Foreign Investor Professional since 2010

2016

- // Award of Excellence for Top 100 Most Influential Agents, 2016
- // One Mission Bay Recognition Award for Top Selling Agent, 2016
- // Climb Real Estate Mission Bay Top Producer from 2010-2016

2015

- // Mission Bay Homeowner and Property Investor since 2015
- // Top 10 Realtors by Real Scout
- // NAAAP SF Bay Area Community Director since 2015

2012

- // Madrone Mission Bay Recognition for Top Selling Agent, 2012
- // Host of the Korean Cultural Festival 2010 and 2012
- // MBA of Foreign Studies from Hankuk University 2012-2013
- // BA in Hotel and Property Management, University of Las Vegas 2012

2010

- // Zillow Top Selling Premier Agent since 2010
- // VP of the Korean American Chamber of Commerce since 2010
- // BA in Biochemistry, Konkuk University





PARAGON
REAL ESTATE GROUP



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Mission Bay Top Producer*

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