

Q2 | 2019  
Santa Fe

# Market Update

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**Sotheby's**  
INTERNATIONAL REALTY



7 CAMINO DON PATRON  
7CaminoDonPatron.com  
Offered at \$2,628,000



{Q2 | APR - JUN 2019}

# at a glance

SANTA FE

9%

Change in Median Selling Price  
{2019 v 2018}

-9%

Change in Units Sold  
{2019 v 2018}

1,443

Units Sold

\$461k

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

# Gregg Antonsen

*Santa Fe Senior Vice President and Qualifying Broker*

Second quarter 2019 results for sales of residential properties in Santa Fe confirm a continued increase in average sales price and median sales price, while total units sold decreased by 9% from one year ago. According to the Santa Fe MLS, by the end of the second quarter of 2019, the average sales price for residential properties stood at \$461K, compared to \$423K one year ago, a 9% increase. The median selling price increased by 8%, or \$360K, compared to \$333K one year ago. As of June 30, 2019, active listings of residential properties in the Santa Fe area increased by 10%, with the largest increases found in homes priced between \$250K to \$500K, reflecting a 13% increase from one year ago while homes priced \$1M+ reflected an increase of 12% from one year ago. Increased inventory translates to more choices for buyers as the summer sales season is upon us. Average days on market decreased by 17% throughout the second quarter. The only price sector showing an increase in days on market were homes priced from \$1M to \$2M, which saw an 8% increase from 156 days on the market last year to 162 days on the market this year. Of note for the Santa Fe high-end market was the fact that sales activity in the \$2M+ market continued a slow yet steady increase in closed sales for the third year in a row.

Santa Fe was recently ranked by Travel & Leisure Magazine as #2 in “Best Cities in the US” and #14 in the “Top 15 Cities of the World”. As the summer season unfolds, be sure to make plans to visit our extraordinary city in order to experience some of the many cultural events and festivals that make Santa Fe so attractive to so many worldwide. Experience the lifestyle that only Santa Fe can offer and while you are here, make plans to select Santa Fe as a permanent part of your lifestyle choice.

As always, our goal in sharing this data with you is to create a better understanding of the trends affecting our unique housing market. We hope you find it to be a valuable resource and we look forward to working with you to meet your real estate needs now and in the future. If you have any questions about the Santa Fe market, please do not hesitate to reach out to me.

[SOTHEBYSHOMES.COM/SANTAFE](https://www.sotbeyshomes.com/santafe)

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# Featured Properties

*We invite you to explore our exclusive offerings at*  
[SOTHEBYSHOMES.COM/SANTAFE](http://SOTHEBYSHOMES.COM/SANTAFE)



EXTRAORDINARY LAS CAMPANAS ESTATE  
38 Mustang Mesa  
Offered at \$4,225,000  
[38mustangmesa.com](http://38mustangmesa.com)





12 CALLE DE LUZ  
Offered at \$3,975,000  
[casadevidriosantafe.com](http://casadevidriosantafe.com)

1000 CAMINO PINONES  
Offered at \$3,375,000  
[sothebyshomes.com/0567037](http://sothebyshomes.com/0567037)

14 BRAHMA LANE  
Offered at \$1,825,000  
[14brahmalane.com](http://14brahmalane.com)

21 CATTLE DRIVE  
Offered at \$1,000,000  
[sothebyshomes.com/0576517](http://sothebyshomes.com/0576517)

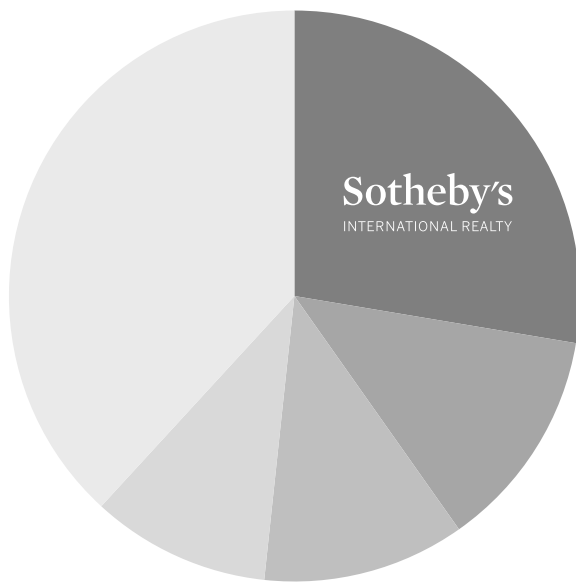
\*IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

[SOTHEBYSHOMES.COM/SANTAFE](http://SOTHEBYSHOMES.COM/SANTAFE)

{JUN 2019 | LAST 12 MONTHS}

# Market Share

Sotheby's International Realty vs. Local Competitors



Market Share  
All Price Ranges



Market Share  
Over \$1 Million

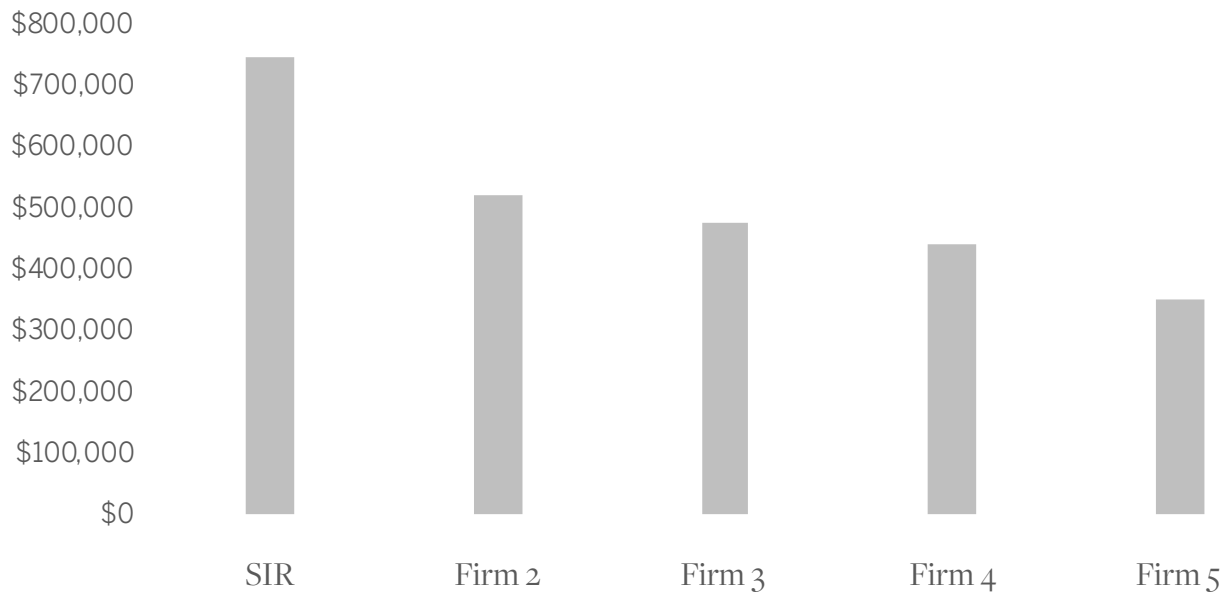
- 28% Sotheby's International Realty | Santa Fe
- 13% Firm 2
- 11% Firm 3
- 10% Firm 4
- 38% Combination of Additional Companies

- 58% Sotheby's International Realty | Santa Fe
- 11% Firm 2
- 8% Firm 3
- 7% Firm 4
- 16% Combination of Additional Companies

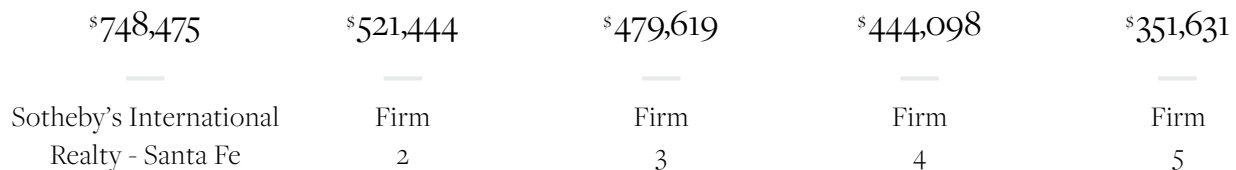
{JUN 2019 | LAST 12 MONTHS}

# Average Selling Prices by Top 5 Firms

Sotheby's International Realty vs. Local Competitors

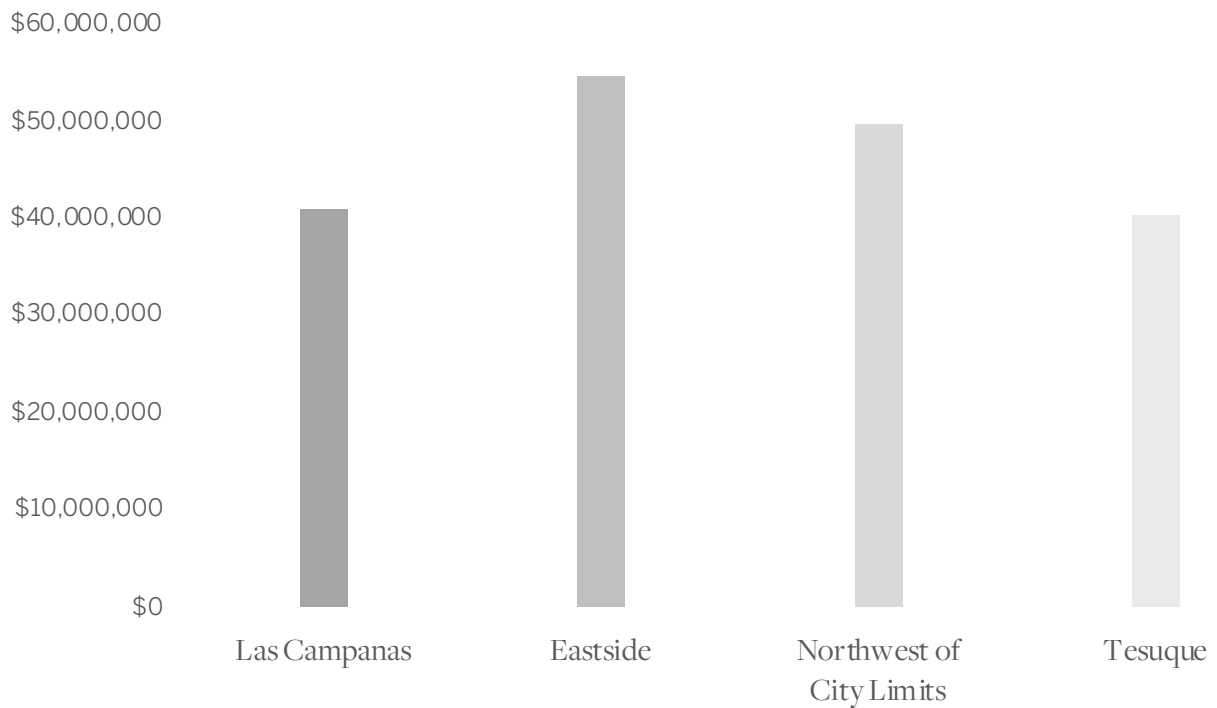


## Average Selling Prices by Brokerage

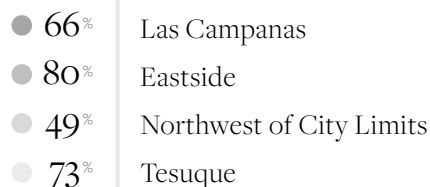


# Active Listings by Select Area

Listed by Sotheby's International Realty



## SIR Market Share Percentage By Active Listings Dollar Volume *as of June 30, 2019*

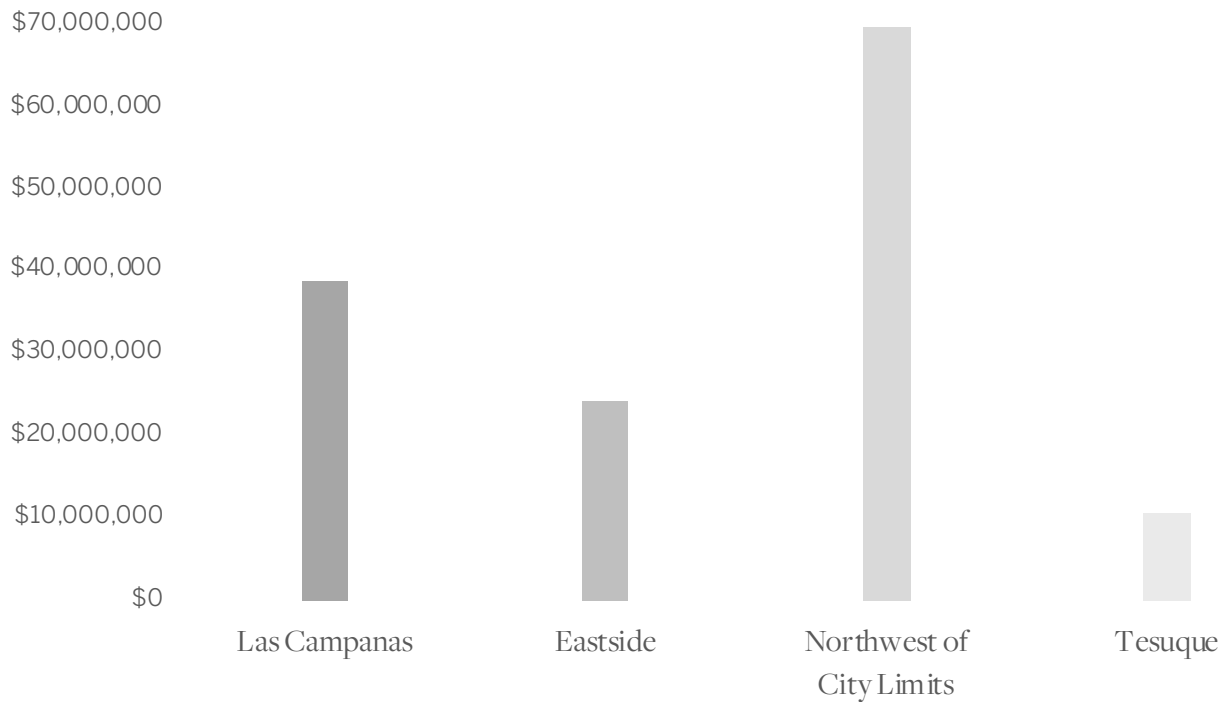




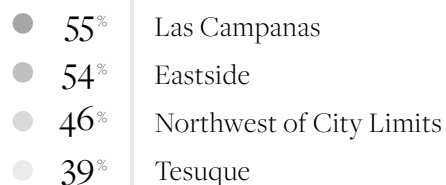
{JUN 2019 | LAST 12 MONTHS}

# Sold Dollar Volume by Select Area

Sold by Sotheby's International Realty



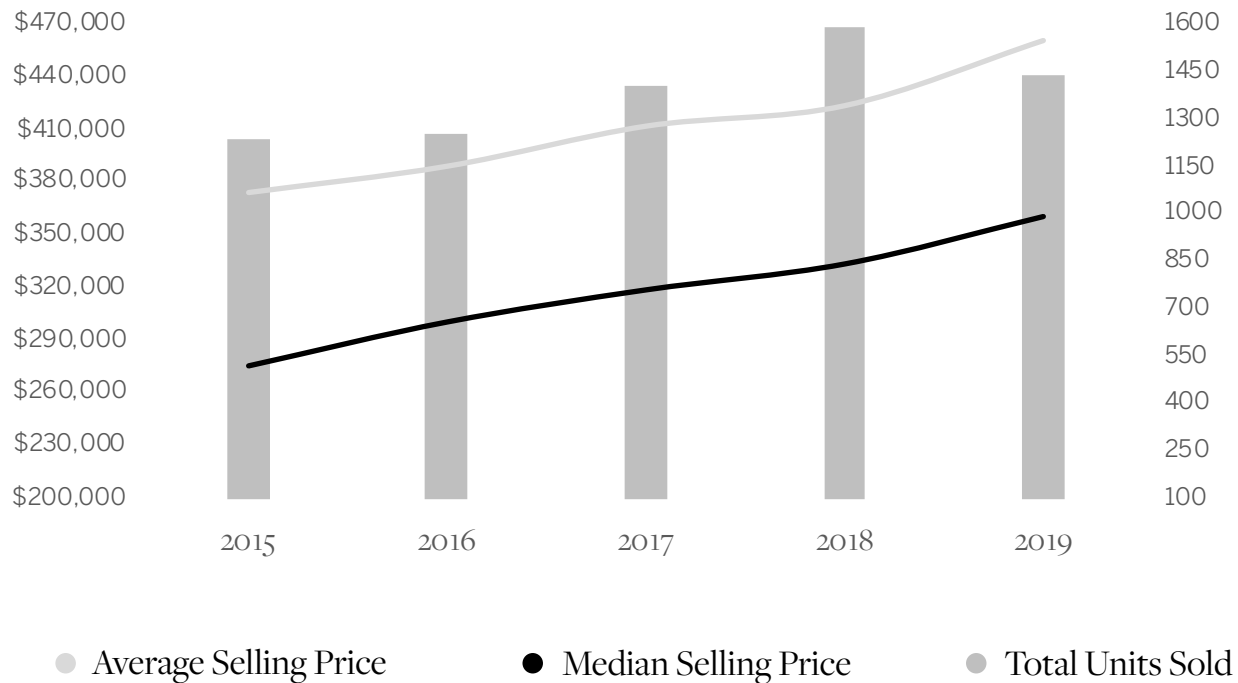
## SIR Market Share Percentage By Sold Dollar Volume *July 1, 2018 - June 30, 2019*



# Sales & Price Comparison

Q2 | All Santa Fe | Five Years

Average Selling Price | Median Selling Price | Total Units Sold

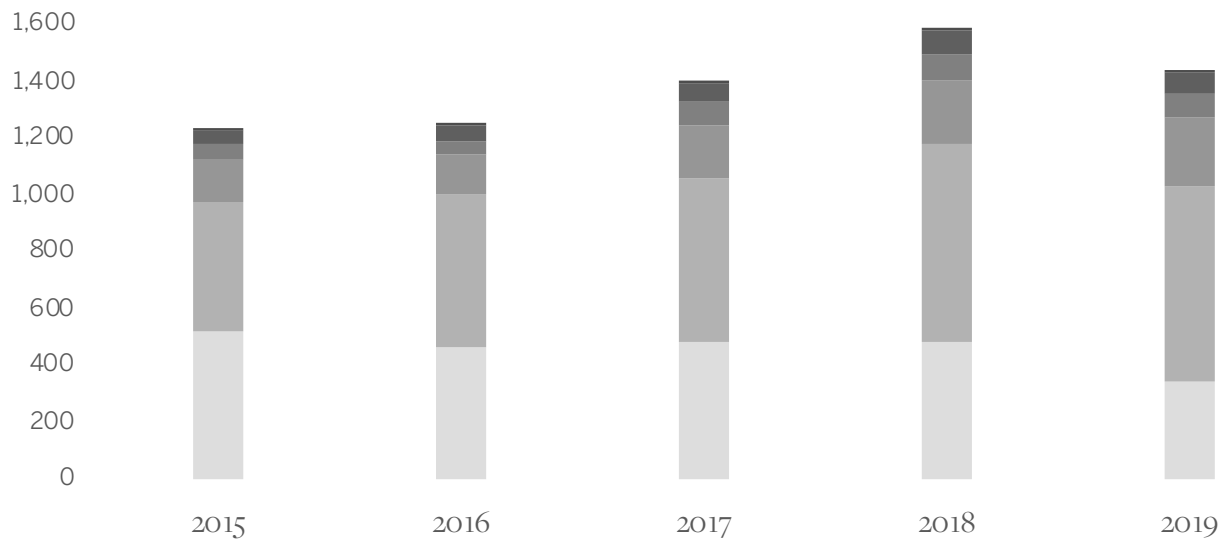


Q2	Average Selling Price	Median Selling Price	Total Units Sold
{2019 v 2018}			
Change	9%	8%	-9%
2019	\$460,613	\$360,000	1,443
2018	\$423,315	\$333,000	1,587
2017	\$411,592	\$318,250	1,402
2016	\$388,664	\$300,000	1,256
2015	\$373,576	\$275,000	1,235



# Units Sold Comparison

Q2 | All Santa Fe | Five Years



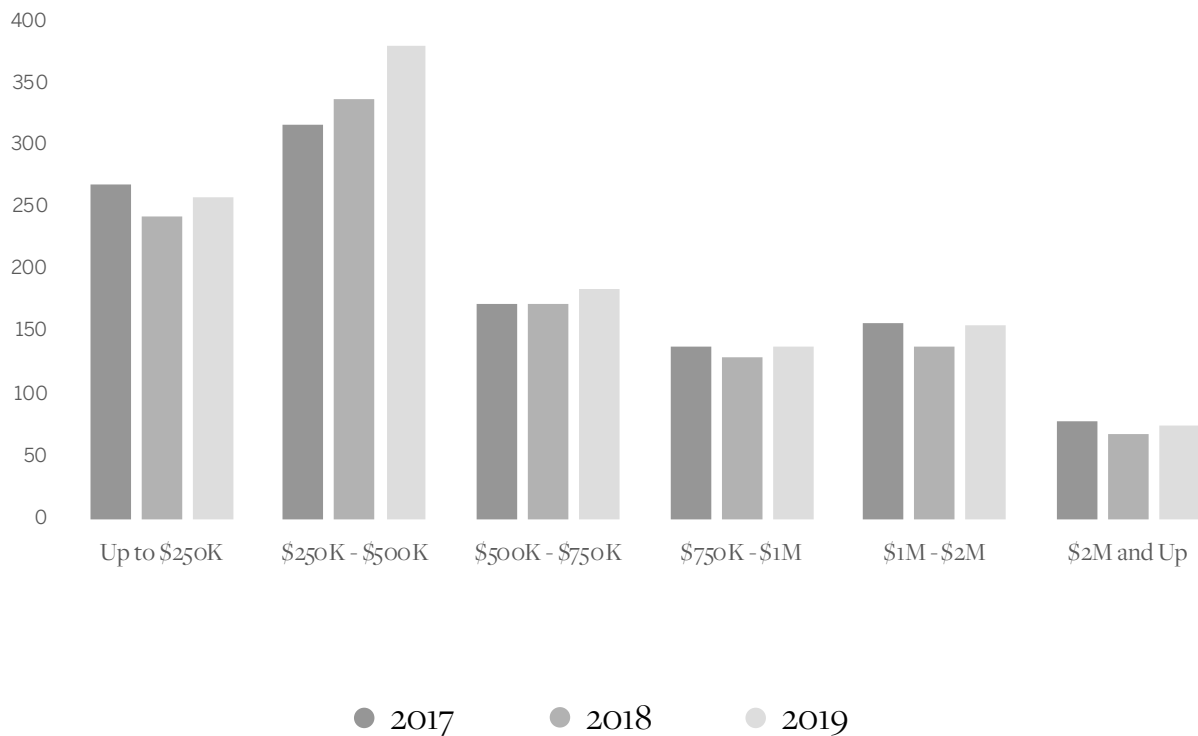
## Total Units Sold By Price Point



Q2	{Units   Percent}						Total
	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	
{2019 v 2018} Change	-29%	0%	9%	-15%	-13%	27%	-9%
2019	344   24%	690   48%	244   17%	82   6%	69   5%	14   1%	1,443
2018	483   30%	693   44%	224   14%	97   6%	79   5%	11   1%	1,587
2017	488   35%	572   41%	187   13%	84   6%	60   4%	11   1%	1,402
2016	464   37%	536   43%	139   11%	55   4%	56   4%	6   0%	1,256
2015	525   43%	450   36%	148   12%	57   5%	48   4%	7   1%	1,235

# Listing Inventory

All Santa Fe



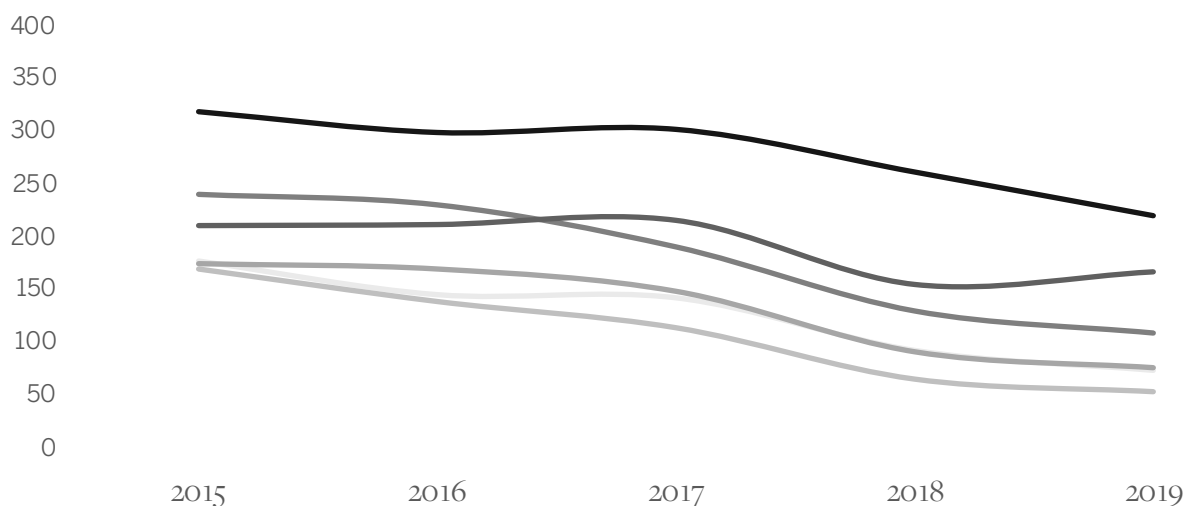
## Active Listings for all of Santa Fe County *as of June 30, 2019*

Q2	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
{2019 v 2018} Change	7%	13%	6%	7%	12%	12%	10%
2019	259	380	184	138	156	75	1,192
2018	243	337	173	129	139	67	1,088
2017	268	317	172	138	157	78	1,130



# Days On Market

Q2 | All Santa Fe | Five Years



## Average Days on Market

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

Q2	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
{2019 v 2018}							
Change	-20%	-18%	-16%	-16%	8%	-16%	-17%
2019	75	54	78	109	168	220	73
2018	94	66	93	130	156	262	88
2017	144	115	150	191	217	303	140
2016	147	140	171	231	213	300	154
2015	179	171	176	241	212	320	181

# Extraordinary Results

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



1050 SIERRA DEL NORTE  
Elegant Single Level  
Last asking \$1,795,000





555 CAMINO DEL MONTE SOL  
 Historic Eastside Compound  
 Last asking \$3,350,000

524 CAMINO DEL MONTE SOL  
 New And Old Artfully Combined  
 Last asking \$2,400,000

789 STAGECOACH CIRCLE  
 Serene Southwestern Living  
 Last asking \$1,850,000

33 TEDDY BEAR TRAIL  
 Hilltop Oasis with Panoramic Views  
 Last asking \$1,795,000

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

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