

Q3 | 2018  
Santa Fe

# Market Update

**Sotheby's**  
INTERNATIONAL REALTY



1115 CALLE CONEJO  
[sothebyshomes.com/0566209](http://sothebyshomes.com/0566209)  
Offered at \$1,675,000

{Q3 | JUL - SEP 2018}

# at a glance

SANTA FE

6%

Change in Median Selling Price  
{2018 v 2017}

9%

Change in Units Sold  
{2018 v 2017}

2456

Units Sold

\$438k

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

**Neil D. Lyon, CRB, CRS, GRI**

*Associate Broker*

*neil@neillyon.com*

*505.660.8600*

I am pleased to report that the residential real estate market in Santa Fe continued to perform at a dynamic pace throughout the third quarter of 2018. According to the Santa Fe Association of Realtors, sales of residential properties rose by 9% over the same period from one year ago. Median prices rose by 6% to \$340,000 while the average sales price rose by 4% to \$438,000. Average days on market, another sign of a robust activity, decreased in all price sectors. Listing inventories declined or remained flat in all price sectors with the exception of homes \$2M+ which had a 13% increase in active homes for sale. In addition, sales of homes \$2M+ increased by 5% compared to one year ago.

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.sotthebyshomes.com/santafe)

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



PRIVATE TESUQUE VILLAGE COMPOUND  
6 A&B El Nido Lane | Offered at \$1,495,0000  
[sothebyshomes.com/0565527](http://sothebyshomes.com/0565527)



49 HEARTSTONE DRIVE  
Offered at \$1,475,000  
[sothebyshomes.com/0566398](https://sothebyshomes.com/0566398)

978 INDIAN RIDGE ROAD  
Offered at \$1,165,000  
[sothebyshomes.com/0566504](https://sothebyshomes.com/0566504)

15 MONTECITO  
Offered at \$949,000  
[sothebyshomes.com/0566539](https://sothebyshomes.com/0566539)

501 SUNSET STREET, UNIT B  
Offered at \$650,000  
[sothebyshomes.com/0566588](https://sothebyshomes.com/0566588)

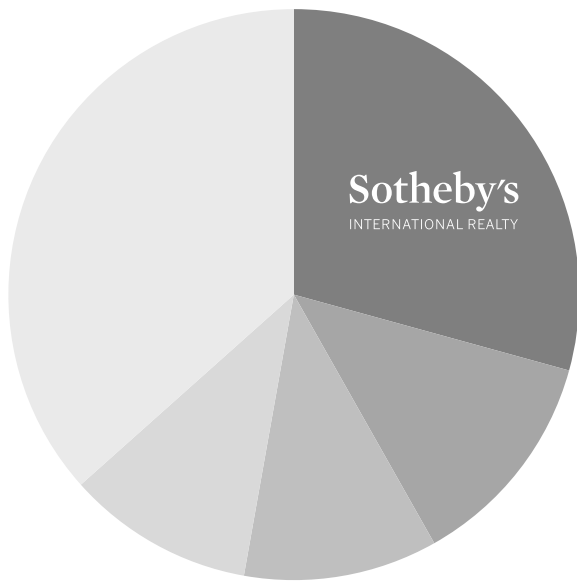
\*IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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

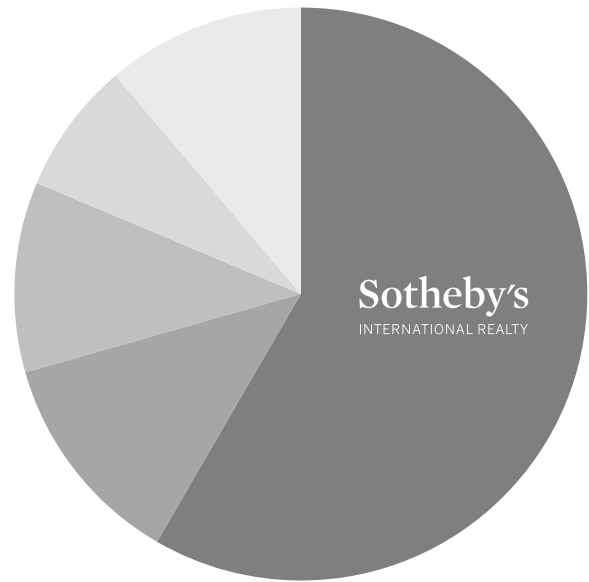
{SEP 2018 | LAST 12 MONTHS}

# Market Share

Sotheby's International Realty vs. Local Competitors



Market Share  
All Price Ranges



Market Share  
Over \$1 Million

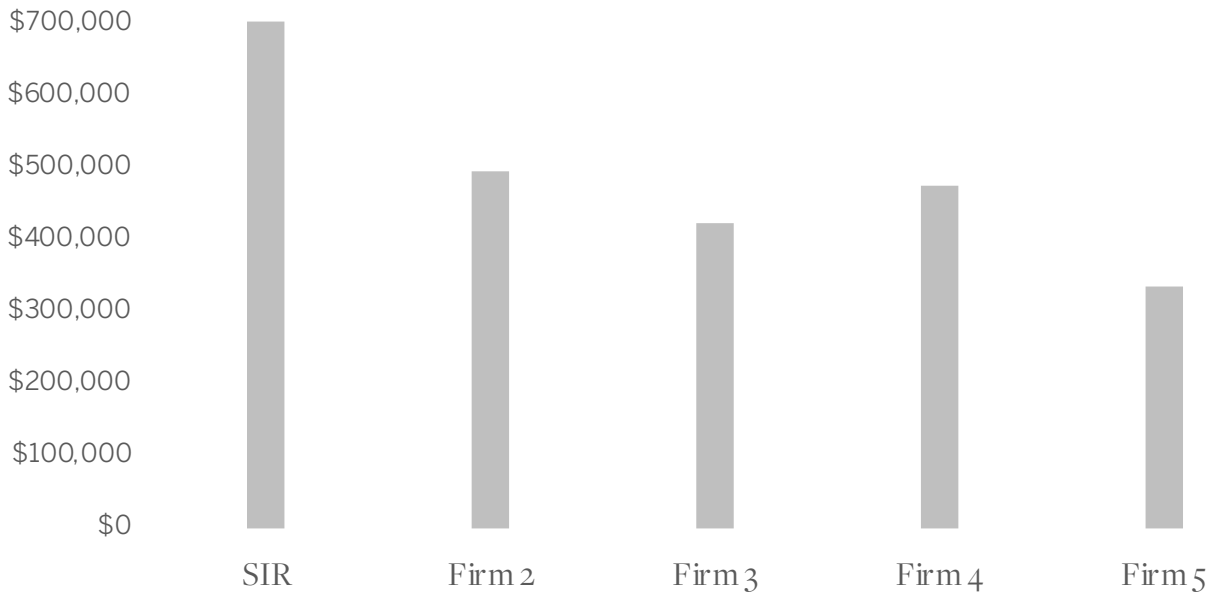
- 29% Sotheby's International Realty | Santa Fe
- 12% Firm 2
- 11% Firm 3
- 11% Firm 4
- 37% Combination of Additional Companies

- 58% Sotheby's International Realty | Santa Fe
- 12% Firm 2
- 11% Firm 3
- 8% Firm 4
- 11% Combination of Additional Companies

{SEP 2018 | LAST 12 MONTHS}

# Average Selling Prices by Top 5 Firms

Sotheby's International Realty vs. Local Competitors



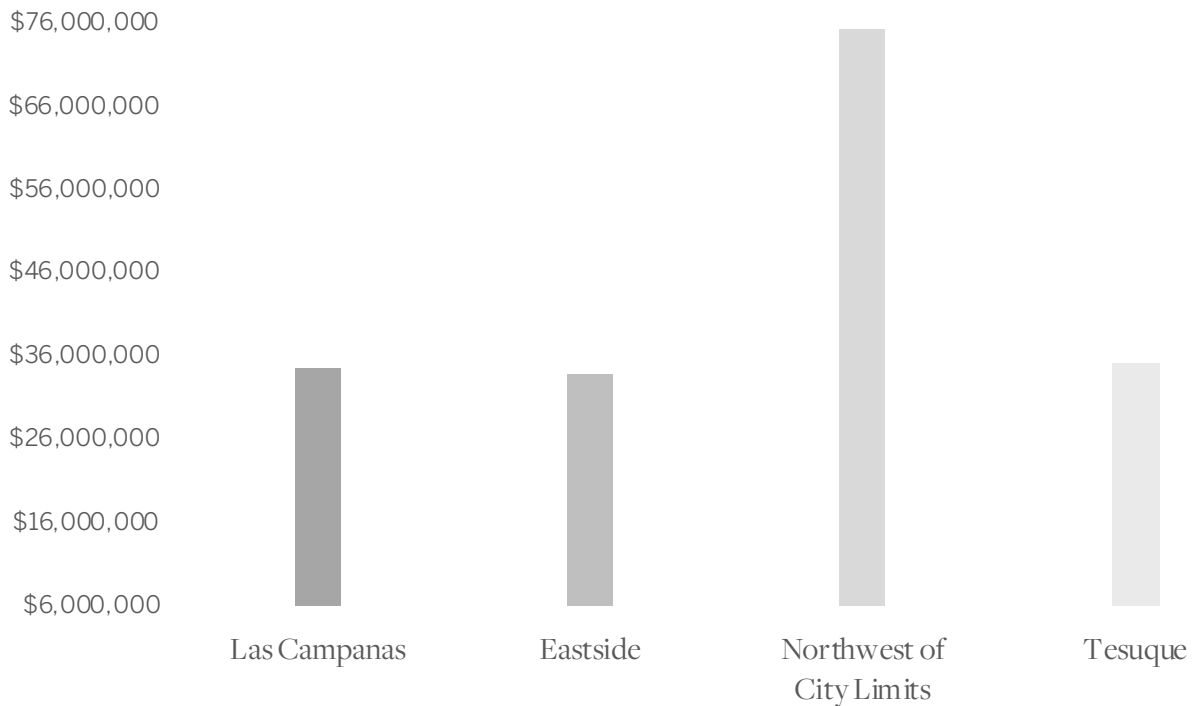
## Average Selling Prices by Brokerage

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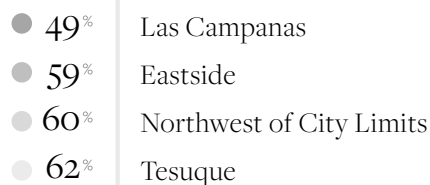
\$706,015	\$494,875	\$423,561	\$473,893	\$334,219
—	—	—	—	—
Sotheby's International Realty - Santa Fe	Firm 2	Firm 3	Firm 4	Firm 5

# Active Listings by Select Area

Listed by Sotheby's International Realty



## SIR Market Share Percentage By Active Listings Dollar Volume *as of September 30, 2018*

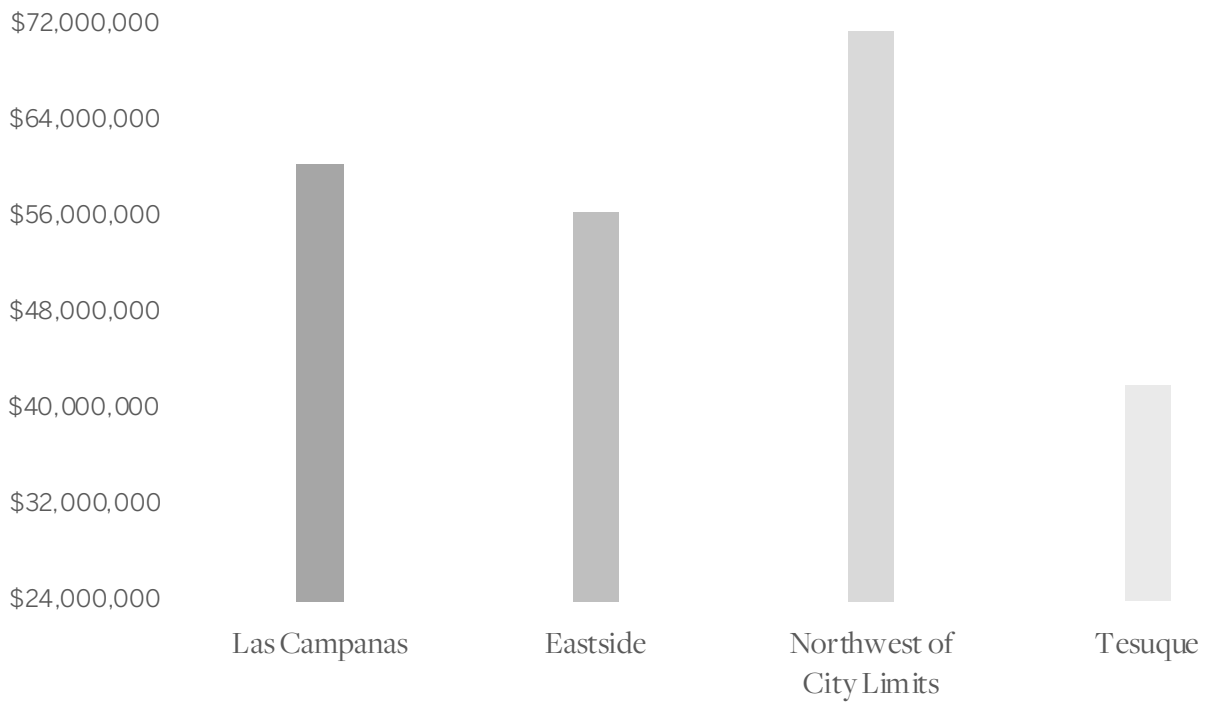




{SEP 2018 | LAST 12 MONTHS}

# Sold Dollar Volume by Select Area

Sold by Sotheby's International Realty



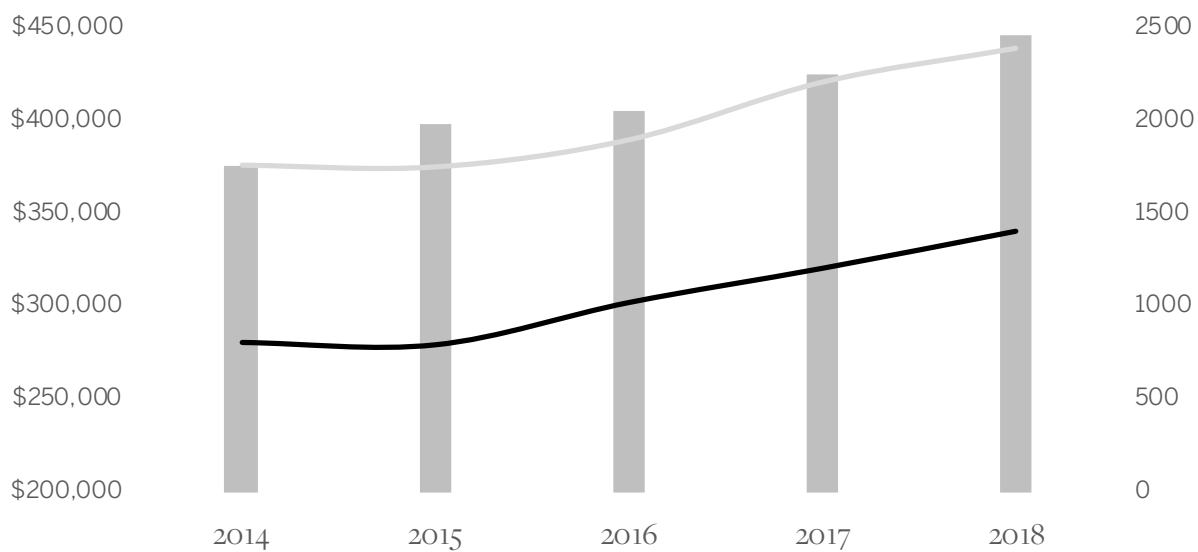
## SIR Market Share Percentage By Sold Dollar Volume *Oct 1, 2017 - September 30, 2018*

- 80% Las Campanas
- 62% Eastside
- 42% Northwest of City Limits
- 66% Tesuque

# Sales & Price Comparison

Q3 | All Santa Fe | Five Years

Average Selling Price | Median Selling Price | Total Units Sold

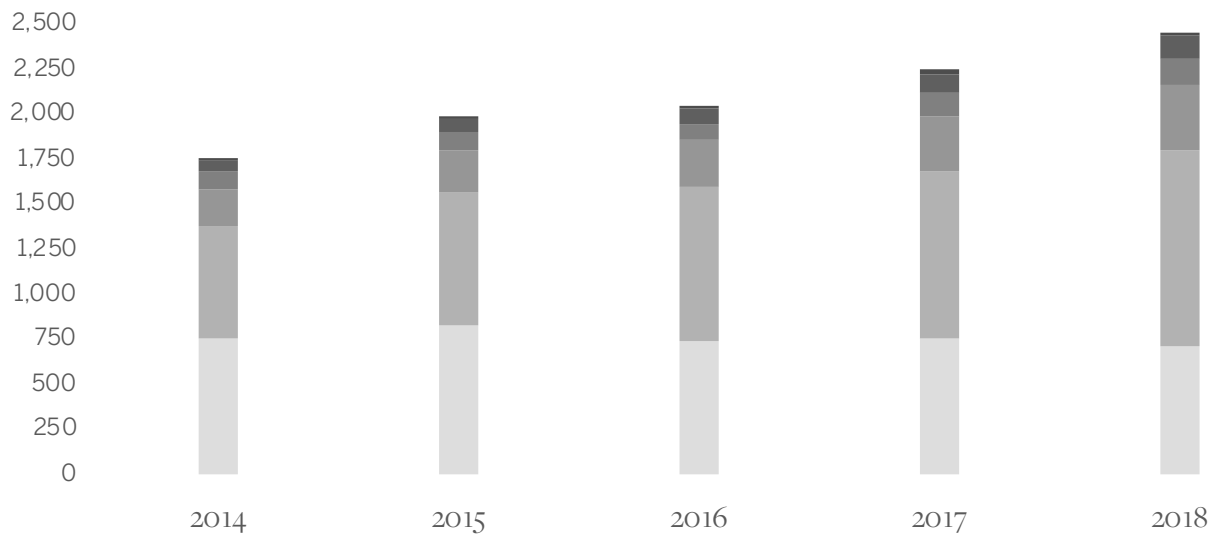


● Average Selling Price      ● Median Selling Price      ● Total Units Sold

Q3	Average Selling Price	Median Selling Price	Total Units Sold
<small>{2018 v 2017}</small> Change	4%	6%	9%
2018	\$437,990	\$340,000	2456
2017	\$420,044	\$320,000	2249
2016	\$389,432	\$301,550	2044
2015	\$375,065	\$278,750	1980
2014	\$375,956	\$280,000	1756

# Units Sold Comparison

Q3 | All Santa Fe | Five Years



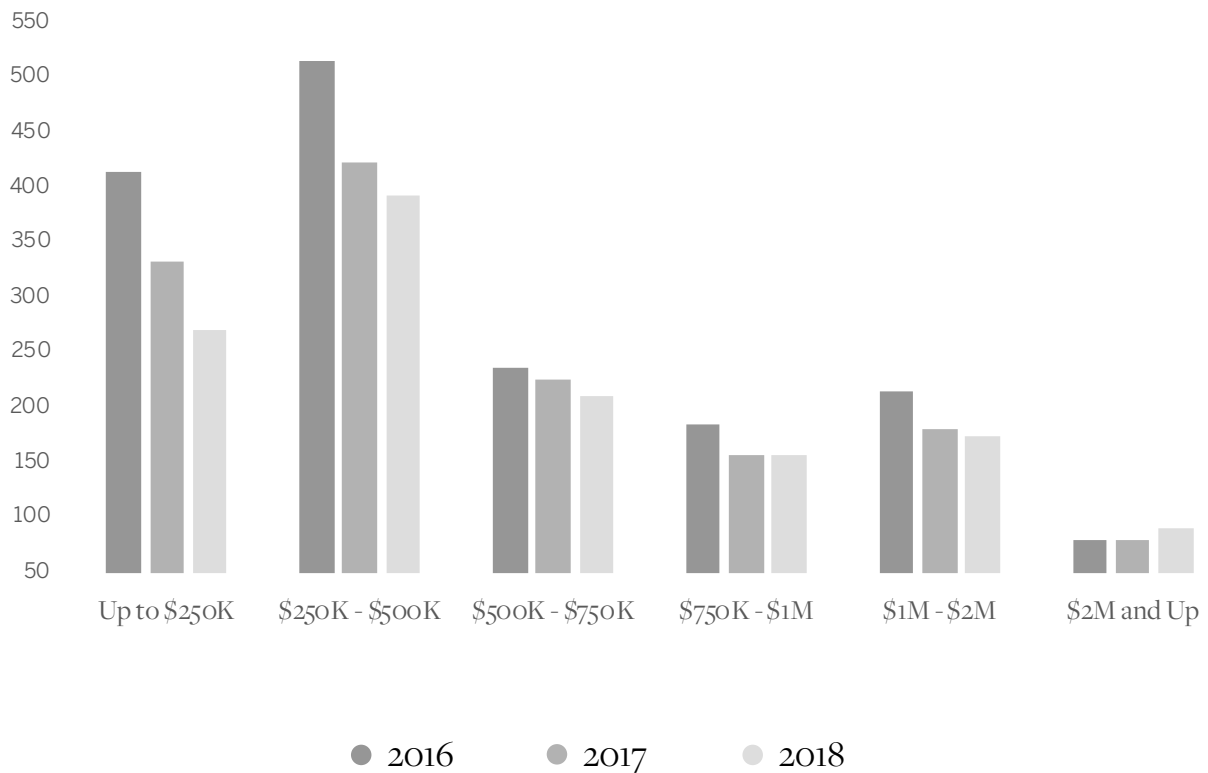
## Total Units Sold By Price Point

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

Q3	{Units   Percent}						Total
	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	
{2018 v 2017} Change	-5%	17%	18%	3%	26%	5%	9%
2018	709   29%	1091   44%	364   15%	142   6%	129   5%	21   1%	2456
2017	749   33%	932   41%	308   14%	138   6%	102   5%	20   1%	2249
2016	742   36%	858   42%	257   13%	92   5%	87   4%	8   0%	2044
2015	828   42%	741   37%	233   12%	95   5%	72   4%	11   1%	1980
2014	758   43%	621   35%	209   12%	94   5%	62   4%	12   1%	1756

# Listing Inventory

All Santa Fe



## Active Listings for all of Santa Fe County as of September 30

Q3	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
<i>{2018 v 2017}</i> Change	-19%	-7%	-7%	0%	-3%	13%	-7%
2018	270	393	210	156	173	89	1291
2017	333	422	225	156	179	79	1394
2016	413	515	236	185	214	78	1641

# Days On Market

Q3 | All Santa Fe | Five Years



## Average Days on Market

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

Q3	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
<small>{2018 v 2017}</small> Change	-30%	-39%	-36%	-28%	-26%	-4%	-34%
2018	85	57	78	120	136	269	78
2017	122	94	122	166	185	281	118
2016	143	128	166	209	193	261	145
2015	176	161	169	220	197	242	173
2014	170	167	194	252	197	274	178

# Extraordinary Results

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



3 CAMPO RANCHEROS  
Architectural Masterpiece  
Asking \$1,725,0000



920 OLD SANTA FE TRAIL  
Eastside Enchantment  
Asking \$1,295,000

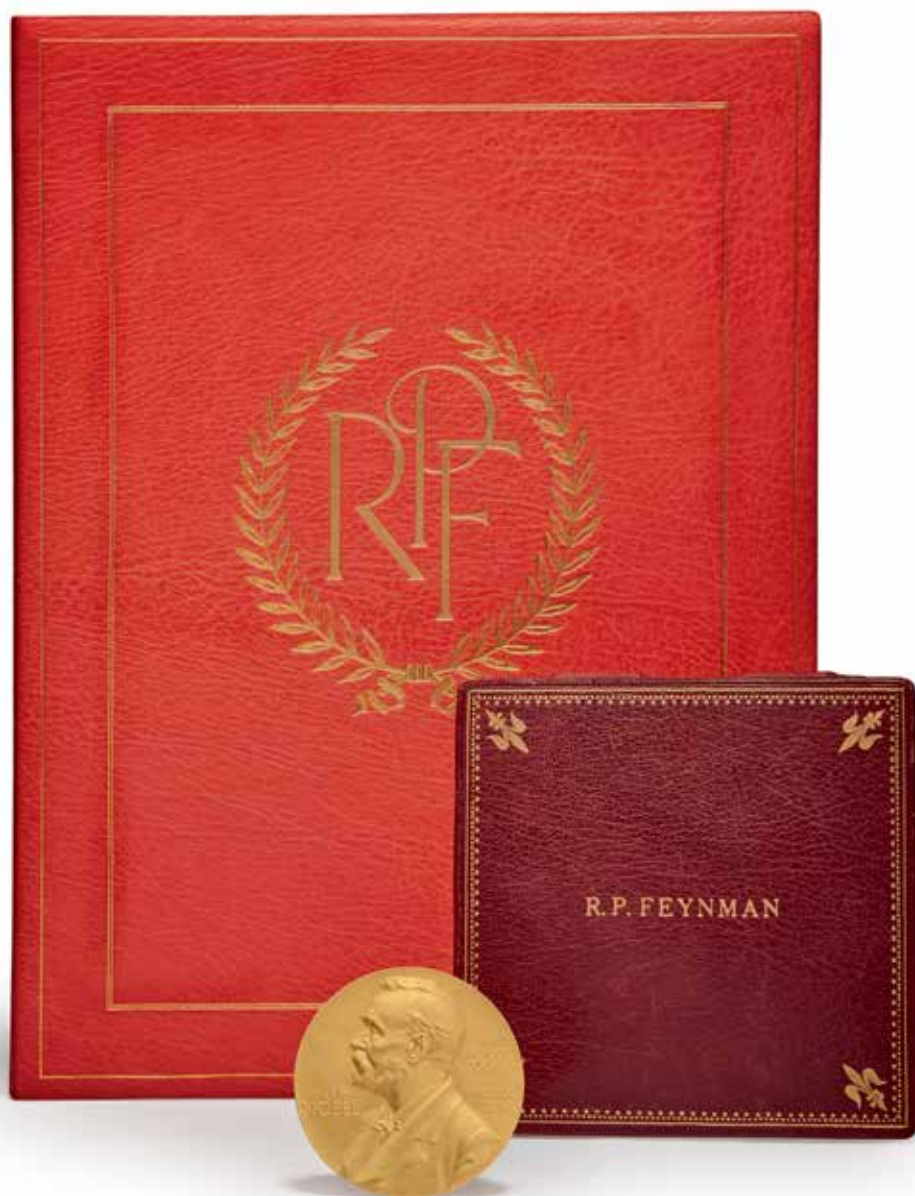
1005 EAST ALAMEDA, UNIT M  
Private Eastside Gem  
Asking \$1,175,000

310 DELGADO STREET  
Steps from Canyon Road  
Asking \$1,150,000

9 CAMINO SIN GANAS  
Stunning Contemporary  
Asking \$799,000

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

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## Auctions 2018

**Impressionist & Modern Art  
Evening Sale**

12 November

**Impressionist & Modern Art  
Day Sale**

13 November

**Contemporary Art  
Evening Auction**

14 November

**Contemporary Art  
Day Auction**

15 November

**Space Exploration**

29 November

**History of Science &  
Technology**

30 November

**Finest & Rarest Wines**

1 December

**Magnificent Jewels**

4 December

**Important Watches**

5 December

Richard P. Feynman's 1965 Nobel Prize Medal in Physics, for his contributions to creating a new quantum electrodynamics (QED). Estimate \$800,000–1,200,000 To be Sold in History of Science & Technology Auction in New York 30 November

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