

The Bay Area's luxury market is defined as the top 10 percent of home sales. During the quarter, the luxury market saw price appreciation in San Francisco and the North Bay. The average price of a luxury home in San Francisco climbed 6 percent to \$4.17 million. In the North Bay (Marin, Napa and Sonoma) luxury home prices climbed 3.6 percent to \$2.04 million. Price appreciation was more modest in the East Bay, which saw a gain of just 1 percent to \$1.4 million while the average price of a luxury home declined in San Mateo County. Volume was down across all four markets.

Though the gains were relatively modest, prices continue to rise for luxury homes in most of the Bay Area's markets helped by the strength of the region's technology industry and the wealth that it has generated.

	Average Sales Price	Quantity	Days on Market	Average Price Per Sq. Ft.
Q4 2012	\$3,094,394	94	69	\$791
change	-18%	-6%	10%	-7%
Q3 2012	\$3,760,845	100	63	\$848
Q4 2012	\$3,094,394	94	69	\$791
change	-13%	45%	-3%	-10%
Q4 2011	\$3,566,005	65	71	\$876

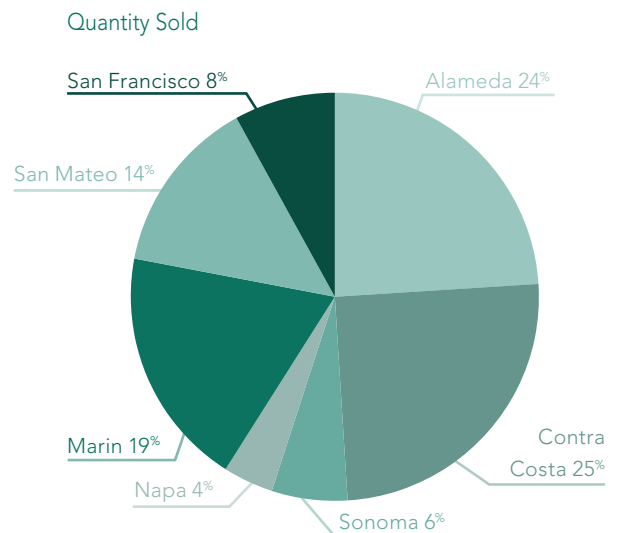
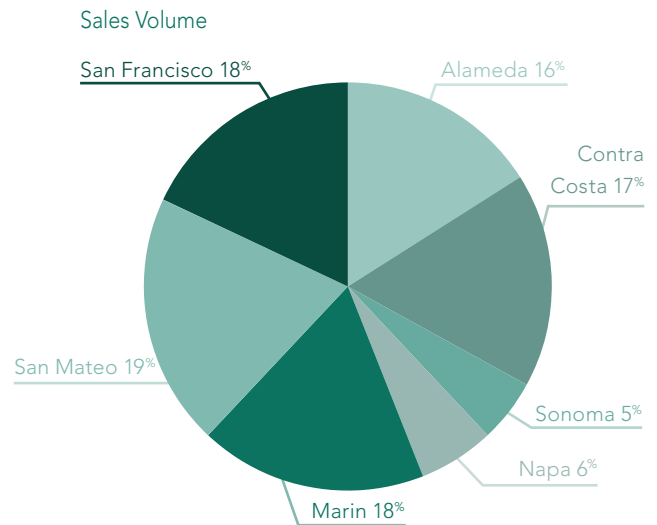
	Average Sales Price	Quantity	Days on Market	Average Price Per Sq. Ft.
Q4 2012	\$4,172,096	83	74	\$850
change	106%	-55%	95%	19%
Q3 2012	\$2,029,459	185	38	\$712
Q4 2012	\$4,172,096	83	74	\$850
change	6%	89%	12%	-5%
Q4 2011	\$3,930,773	44	66	\$895

	Average Sales Price	Quantity	Days on Market	Average Price Per Sq. Ft.
Q4 2012	\$1,419,633	400	39	\$415
change	-1%	-10%	11%	1%
Q3 2012	\$1,435,193	442	35	\$412
Q4 2012	\$1,419,633	400	39	\$415
change	1%	75%	-28%	8%
Q4 2011	\$1,404,715	228	54	\$385

	Average Sales Price	Quantity	Days on Market	Average Price Per Sq. Ft.
Q4 2012	\$2,114,092	235	121	\$648
change	11%	-3%	26%	8%
Q3 2012	\$1,897,686	242	96	\$602
Q4 2012	\$2,114,092	235	121	\$648
change	3.6%	55%	17%	176%
Q4 2011	\$2,039,788	152	103	618

Bay Area Luxury Market Share

By dollar volume sales were distributed relatively evenly across the Bay Area, with San Mateo taking 19 percent of sales, edging out San Francisco and Marin, each of which took 18 percent. By unit, the East Bay accounted for the 49 percent of the market share, with Contra Costa taking 25 percent and Alameda 24 percent.

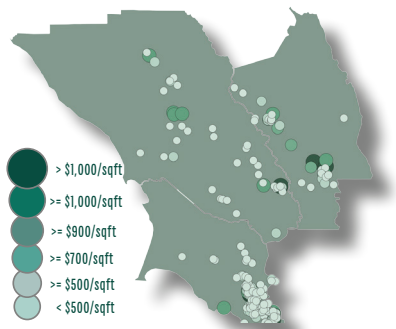
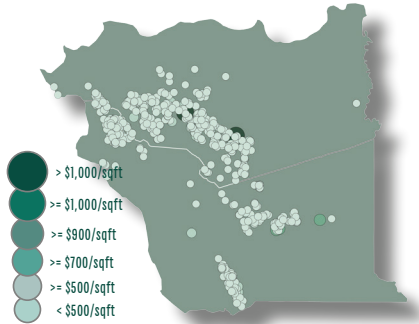
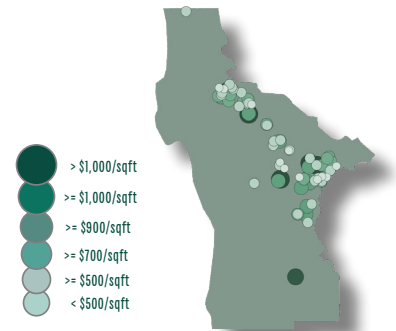
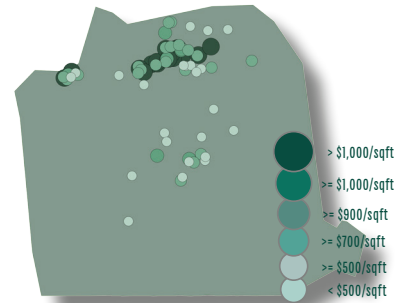


*Data is sourced from the San Francisco Multiple Listing Service, the East Bay Region District Listing Service, Bay Area Real Estate Information Services, and MLS Listings (MLS). MLS data is provided by individual listing brokerages. These are sources we deem reliable. We have no reason to doubt their accuracy, but we do not guarantee them. Past performance does not guarantee future performance.

Price Range As a Percent of Sales



Price Per Square Foot for Luxury Homes



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