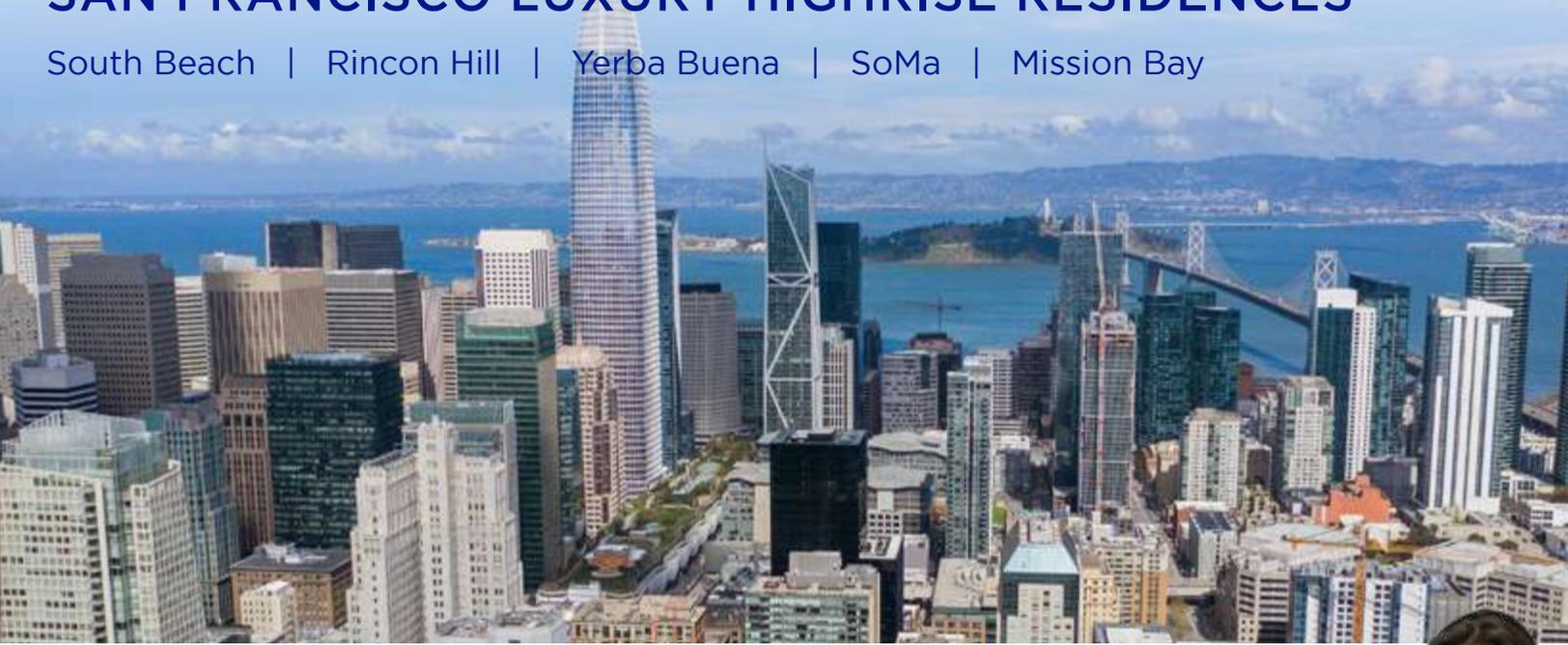


# 2019 QUARTER 1 MARKET REPORT SAN FRANCISCO LUXURY HIGHRISE RESIDENCES

South Beach | Rincon Hill | Yerba Buena | SoMa | Mission Bay



**ROBYN KAUFMAN**

[SFHIGHRISES.COM](http://SFHIGHRISES.COM)

South Beach Top Producer | Top 1% SF Condo Sales  
415.497.1798 | [robyn@sfhighrises.com](mailto:robyn@sfhighrises.com)



# YOUR 2019 QUARTER 1 REPORT

Spring is typically the season when median prices increase most. However, median house sales prices dropped dramatically from last March with a switch from high year-over-year quarterly appreciation rates to zero appreciation in the last 2 quarters.

MLS also reported less real estate sales and new listings in Q1 2019. In our neighborhood, sales in every building have been pretty skinny, with the average sales price remaining unchanged since last quarter. New listings almost always climb from January through March, but not this year. The reason behind this can be that sellers are waiting waiting for IPO buyers, which many manifest later in the year. Q2 will provide much more data regarding the media-frenzy "IPO" effect.

The good news is that open house activity has been steady citywide with many buyers just beginning their search. Interest rates have dropped: 30 year fixed rates are around 4% and 15 year fixed rates are around 3.625%. So, buyers are wanting to purchase now rather than wait.

Other factors are majorly influencing consumer confidence and home-buyer demand in the current marketplace: stock price movements, fluctuations in SF housing construction, and qualifying incomes to buy. Feel free to contact me and discuss how to navigate the current marketplace.

All the best,

Robyn

South Beach Top Producer | Top 1% SF Condo Sales  
SFHIGHRISES.COM  
Cal BRE# 01074779



COMPASS

## ROBYN'S RECENT SALES ACTIVITY

**SOLD** **\$2,720,000**



401 HARRISON STREET #38D  
THE HARRISON  
NEW CONDO SALE

**SOLD** **\$2,250,000**



355 1ST STREET #2801  
THE METROPOLITAN  
HIGHEST PRICE SOLD AT THE MET

**SOLD** **\$1,925,000**



338 MAIN STREET #10A  
LUMINA  
CASH DEAL. SOLD IN 15 DAYS

**SOLD** **\$1,261,000**



355 1ST STREET #609  
THE METROPOLITAN  
SOLD \$62,000 OVER ASKING

**SOLD** **\$960,000**



355 1ST STREET #2008  
THE METROPOLITAN  
LISTED AND SOLD IN 2 DAYS

**FOR SALE** **\$699,000**



1 HAWTHORNE #5B  
ONE HAWTHORNE  
JUNIOR 1 BEDROOM RESIDENCE

# INFINITY TOWERS 301 & 333 Main Street, 318 & 338 Spear Street

## SALES DATA

Quarter 1 2019

**\$1,706,859**

Average Sales Price

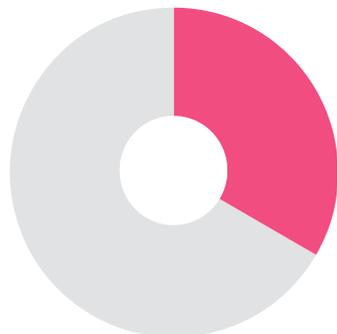
**\$1376**

Average \$/Sq. Ft.

**53**

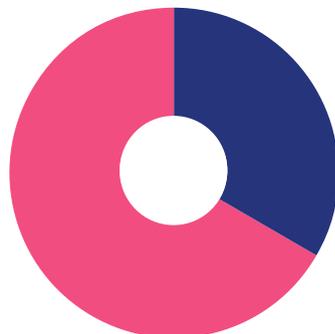
Average DOM

Sold Over Asking Data, Q1 2019



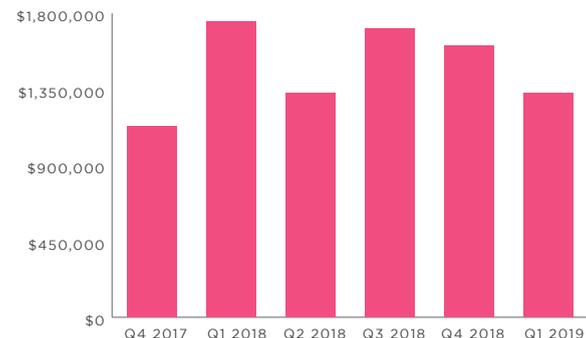
■ SOLD OVER ASKING PRICE  
■ SOLD AT FULL PRICE  
■ SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



■ SOLD UNDER 30 DAYS  
■ SOLD BETWEEN 30-60 DAYS  
■ SOLD OVER 60 DAYS

Average Sales Price by Quarter



Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
338 Spear St #31A	2/2/1	\$2,150,000	\$1,688	45	98%	3/25/19
318 Spear St #6E	1/1/1	\$935,000	\$1,105	16	98%	3/15/19
301 Main St #5F	1/1/1	\$899,000	\$1,124	44	100%	3/20/19



**SALES DATA**

Quarter 1 2019

**\$1,444,500**

Average Sales Price

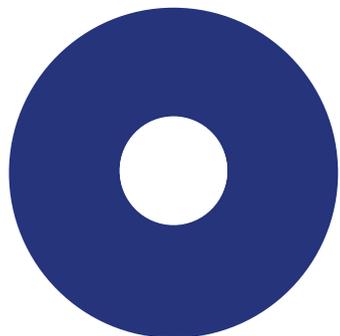
**\$1,268**

Average \$/Sq. Ft.

**7**

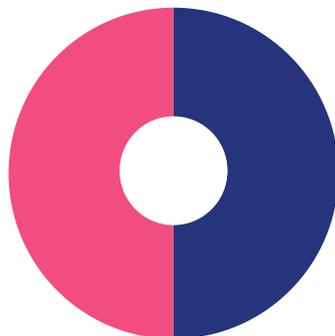
Average DOM

Sold Over Asking Data, Q1 2019



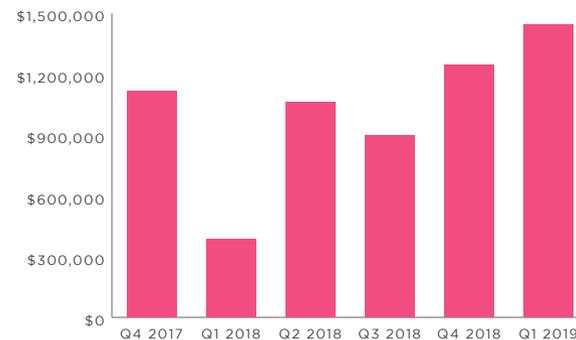
■ SOLD OVER ASKING PRICE  
■ SOLD AT FULL PRICE  
■ SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



■ SOLD UNDER 30 DAYS  
■ SOLD BETWEEN 30-60 DAYS  
■ SOLD OVER 60 DAYS

Average Sales Price by Quarter



Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
355 1st St #2803	2/2/1	\$2,112,500	-	0	97%	3/22/19
355 1st St #609	2/2/1	\$1,261,000	\$1,267	7	105%	3/28/19
355 1st St #2008	1/1/1	\$960,000	\$1,268	15	101%	2/1/19



# LUMINA 318 & 338 Main Street, 333 Beale Street, 201 Folsom Street

## SALES DATA

Quarter 1 2019

**\$1,421,000**

Average Sales Price

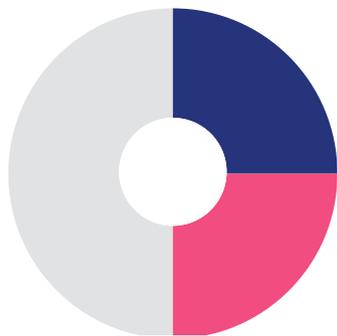
**\$1313**

Average \$/Sq. Ft.

**75**

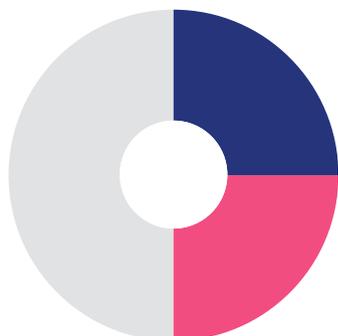
Average DOM

Sold Over Asking Data, Q1 2019



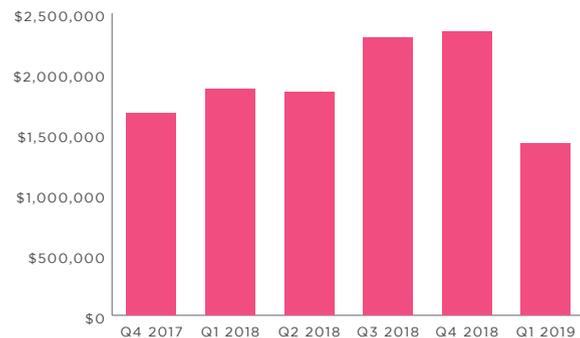
■ SOLD OVER ASKING PRICE  
■ SOLD AT FULL PRICE  
■ SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



■ SOLD UNDER 30 DAYS  
■ SOLD BETWEEN 30-60 DAYS  
■ SOLD OVER 60 DAYS

Average Sales Price by Quarter



Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
338 Main St #14G	2/2/1	\$1,900,000	\$1,356	43	99%	1/16/19
201 Folsom #10b	2/2/1	\$1,525,000	\$1,283	29	97%	2/20/19
318 Main St #A8G	1/1/1	\$1,160,000	\$1,362	72	106%	1/14/19
201 Folsom St #18D	1/1/1	\$1,099,000	\$1,255	154	100%	2/13/19



# ONE RINCON HILL 425 1st Street, 489 Harrison Street

## SALES DATA

Quarter 1 2019

**\$1,065,000**

Average Sales Price

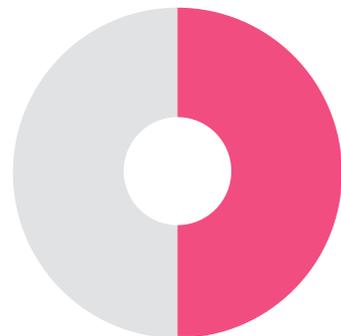
**\$1354**

Average \$/Sq. Ft.

**17**

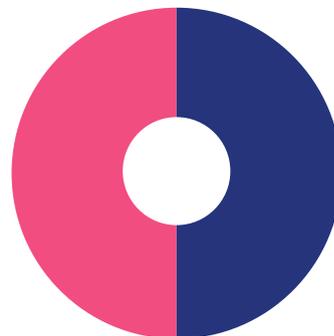
Average DOM

Sold Over Asking Data, Q1 2019



■ SOLD OVER ASKING PRICE  
■ SOLD AT FULL PRICE  
■ SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



■ SOLD UNDER 30 DAYS  
■ SOLD BETWEEN 30-60 DAYS  
■ SOLD OVER 60 DAYS

Average Sales Price by Quarter



Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
425 1st St #1807	1/1/1	\$1,100,000	\$1343	1	100%	3/21/19
425 1st St #1508	1/1/1	\$1,030,000	\$364	32	99%	3/19/19



**SALES DATA**

Quarter 1 2019

**\$1,635,455**

Average Sales Price

**\$1587**

Average \$/Sq. Ft.

**88**

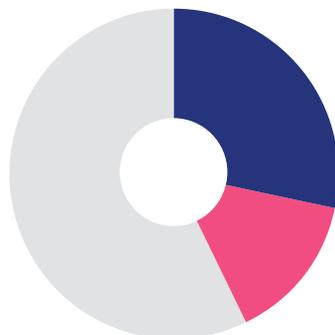
Average DOM

Sold Over Asking Data, Q1 2019



■ SOLD OVER ASKING PRICE  
■ SOLD AT FULL PRICE  
■ SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



■ SOLD UNDER 30 DAYS  
■ SOLD BETWEEN 30-60 DAYS  
■ SOLD OVER 60 DAYS

Average Sales Price by Quarter



Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
401 Harrison St #37D	2/2/1	\$2,650,000	\$2,043	-	97%	1/17/19
401 Harrison St #36C	2/2/1	\$2,360,000	\$1,769	120	99%	3/14/19
401 Harrison St #29C	2/2/1	\$2,180,000	\$1,634	70	98%	3/29/19
401 Harrison St #18C	2/2/1	\$1,788,000	\$1,340	56	99%	3/29/19
401 Harrison St #17B	2/2/1	\$1,620,000	\$1,236	-	100%	2/20/19
401 Harrison St #33F	1/1/1	\$1,447,000	\$1,743	71	98%	1/11/19
401 Harrison St #27F	1/1/1	\$1,395,000	\$1,681	-	100%	3/13/19
401 Harrison St #24F	1/1/1	\$1,340,000	\$1,614	22	97%	3/26/19
401 Harrison St #37A	1/1/1	\$1,179,000	\$1,404	-	100%	3/28/19
401 Harrison #24G	1/1/01	\$1,081,000	\$1,424	279	100%	2/26/19
401 Harrison St #11D	1/1/1	\$950,000	\$1,565	1	98%	3/5/19

## SALES DATA

Quarter 1 2019

**\$1,056,000**

Average Sales Price

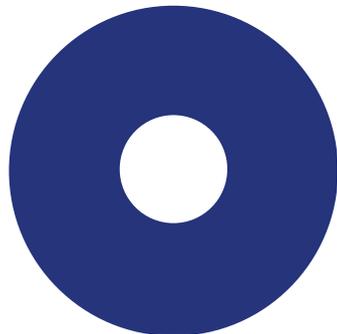
**\$1305**

Average \$/Sq. Ft.

**11**

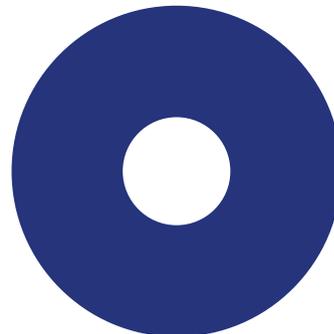
Average DOM

Sold Over Asking Data, Q1 2019



■ SOLD OVER ASKING PRICE  
■ SOLD AT FULL PRICE  
■ SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



■ SOLD UNDER 30 DAYS  
■ SOLD BETWEEN 30-60 DAYS  
■ SOLD OVER 60 DAYS

Average Sales Price by Quarter



Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
1 Hawthorne St #6H	2/2/1	\$1,670,000	\$1195	7	112%	3/8/19
1 Hawthorne St #15B	1/1/0	\$790,000	\$1416	12	102%	3/26/19
1 Hawthorne St #2F	0/1/1	\$710,000	-	14	105%	2/20/19



SALES DATA

Quarter 1 2019

Average Sales Price

No Sales Reported in MLS

Average \$/Sq. Ft.

Average DOM

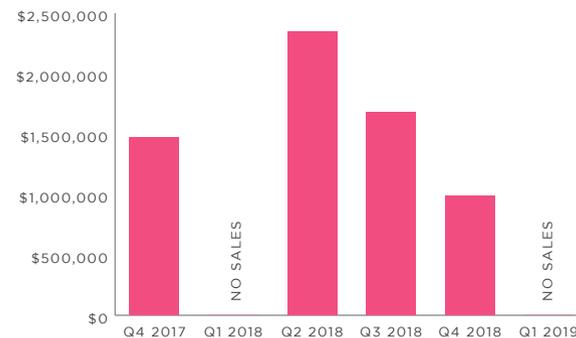
Sold Over Asking Data, Q1 2019



Days on Market Data, Q1 2019



Average Sales Price by Quarter



- SOLD OVER ASKING PRICE
- SOLD AT FULL PRICE
- SOLD BELOW ASKING PRICE

- SOLD UNDER 30 DAYS
- SOLD BETWEEN 30-60 DAYS
- SOLD OVER 60 DAYS

**SALES DATA**

Quarter 1 2019

**\$2,080,000**

Average Sales Price

**\$1149**

Average \$/Sq. Ft.

**75**

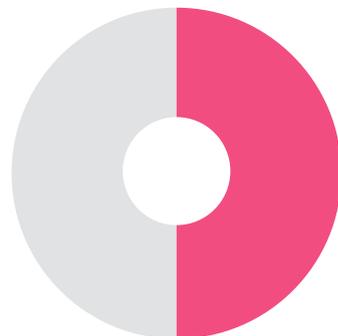
Average DOM

Sold Over Asking Data, Q1 2019



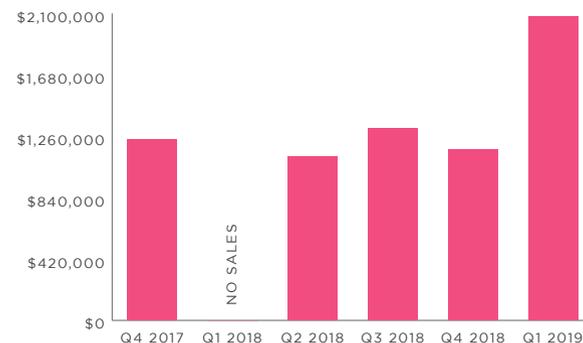
- SOLD OVER ASKING PRICE
- SOLD AT FULL PRICE
- SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



- SOLD UNDER 30 DAYS
- SOLD BETWEEN 30-60 DAYS
- SOLD OVER 60 DAYS

Average Sales Price by Quarter



Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
631 Folsom St #PHC	3/2.5/1	\$2,890,000	\$1265	107	93%	1/25/19
631 Folsom St #17D	2/2/1	\$1,270,000	\$1033	43	98%	1/2/19



# THE TOWERS 88 King Street

## SALES DATA

Quarter 1 2019

**\$1,508,333**

Average Sales Price

**\$1245**

Average \$/Sq. Ft.

**35**

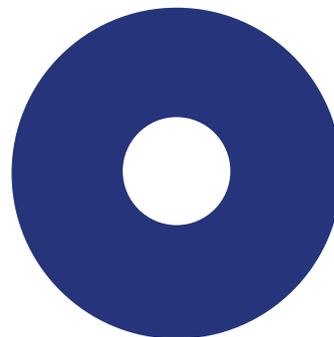
Average DOM

Sold Over Asking Data, Q1 2019



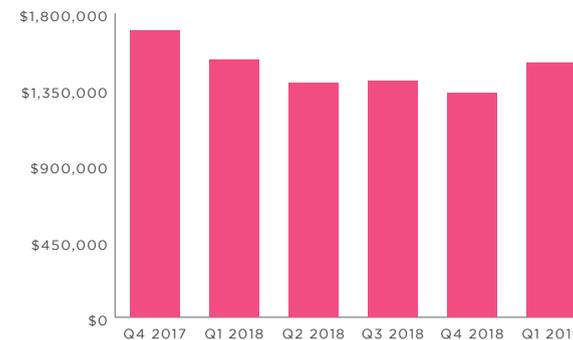
■ SOLD OVER ASKING PRICE  
■ SOLD AT FULL PRICE  
■ SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



■ SOLD UNDER 30 DAYS  
■ SOLD BETWEEN 30-60 DAYS  
■ SOLD OVER 60 DAYS

Average Sales Price by Quarter

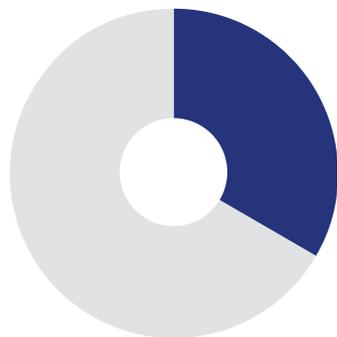


Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
88 King St #921	2/2/1	\$1,675,000	\$1167	0	99%	1/29/19
88 King St #904	2/2/1	\$1,540,000	\$1320	42	97%	3/15/19
88 King St #123	2/2/1	\$1,310,000	\$981	28	1020%	3/28/19



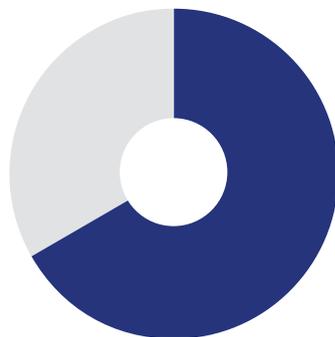
# THE BRANNAN 219, 229 & 239 Brannan Street

Sold Over Asking Data, Q1 2019



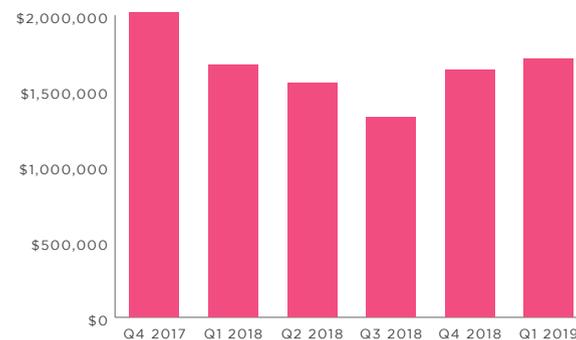
■ SOLD OVER ASKING PRICE  
■ SOLD AT FULL PRICE  
■ SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



■ SOLD UNDER 30 DAYS  
■ SOLD BETWEEN 30-60 DAYS  
■ SOLD OVER 60 DAYS

Average Sales Price by Quarter



## SALES DATA

Quarter 1 2019

**\$1,710,000**

Average Sales Price

**\$1263**

Average \$/Sq. Ft.

**60**

Average DOM

Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
219 Brannan St #4J	2/2/2	\$1,280,000	\$1122	7	107%	3/6/19
239 Brannan St #3D	2/2/1	\$1,375,000	\$1172	0	99%	1/25/19
229 Brannan St #12A	3/3/1	\$2,475,000	\$1496	112	92%	2/28/19



**SALES DATA**

Quarter 1 2019

**\$1,000,000**

Average Sales Price

**\$952**

Average \$/Sq. Ft.

**101**

Average DOM

Sold Over Asking Data, Q1 2019



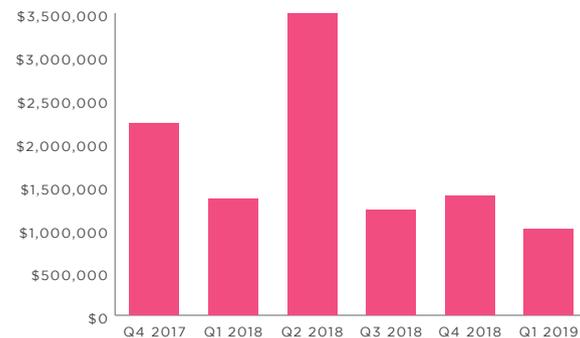
- SOLD OVER ASKING PRICE
- SOLD AT FULL PRICE
- SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



- SOLD UNDER 30 DAYS
- SOLD BETWEEN 30-60 DAYS
- SOLD OVER 60 DAYS

Average Sales Price by Quarter



Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
690 Market St #1705	1/2/1	\$1,000,000	\$952	101	89%	1/18/19



# ARDEN 718 & 738 Long Bridge Street

**SALES DATA**  
Quarter 1 2019

**\$1,560,000**  
Average Sales Price

**\$1194**  
Average \$/Sq. Ft.

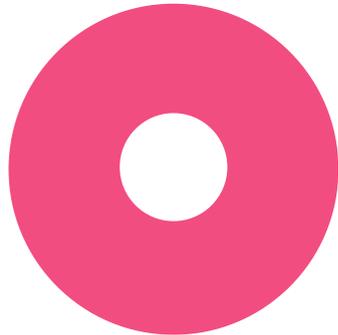
**55**  
Average DOM

Sold Over Asking Data, Q1 2019



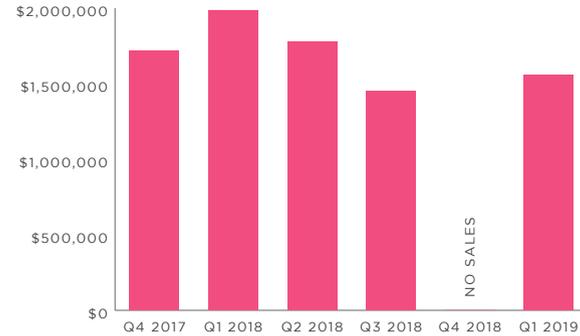
■ SOLD OVER ASKING PRICE  
■ SOLD AT FULL PRICE  
■ SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



■ SOLD UNDER 30 DAYS  
■ SOLD BETWEEN 30-60 DAYS  
■ SOLD OVER 60 DAYS

Average Sales Price by Quarter



Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
738 Long Bridge St #214	2/2/1	\$1,560,000	\$1194	55	98%	1/14/19



**SALES DATA**

Quarter 1 2019

Average Sales Price

**No Sales Reported in MLS**

Average \$/Sq. Ft.

Average DOM

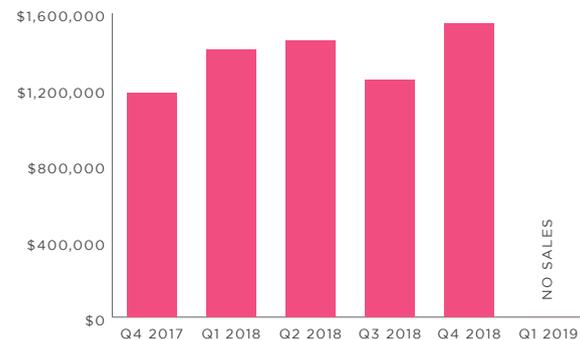
Sold Over Asking Data, Q1 2019



Days on Market Data, Q1 2019



Average Sales Price by Quarter



- SOLD OVER ASKING PRICE
- SOLD AT FULL PRICE
- SOLD BELOW ASKING PRICE

- SOLD UNDER 30 DAYS
- SOLD BETWEEN 30-60 DAYS
- SOLD OVER 60 DAYS



# MADRONE 420 & 480 Mission Bay Boulevard, 435 China Basin Street

## SALES DATA

Quarter 1 2019

**\$1,440,988**

Average Sales Price

**\$1192**

Average \$/Sq. Ft.

**174**

Average DOM

Sold Over Asking Data, Q1 2019



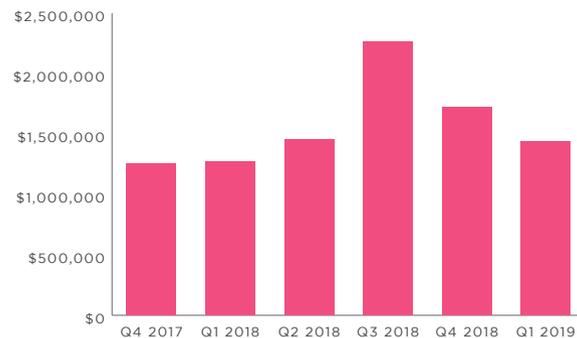
■ SOLD OVER ASKING PRICE  
■ SOLD AT FULL PRICE  
■ SOLD BELOW ASKING PRICE

Days on Market Data, Q1 2019



■ SOLD UNDER 30 DAYS  
■ SOLD BETWEEN 30-60 DAYS  
■ SOLD OVER 60 DAYS

Average Sales Price by Quarter



Address	BD/BA/PK	Sold Price	\$/Sq.Ft.	DOM	Sale-to-List %	Sold Date
420 Mission Bay Blvd #513	2/2/1	\$1,440,988	\$1192	174	96%	3/7/19



## 181 FREMONT | NEW CONDOS FOR SALE

**Address:** 181 Fremont Street  
**Neighborhood:** Yerba Buena

**Number of Units:** 67  
**AVG \$/Sq. Ft:** \$3,000+

**Number of Units Sold:** 29  
**HOA Dues:** ~\$3,000/month

**Price Range:**  
\$2,950,000 - \$15,500,000

**Amenities:**  
52nd floor sky lounge with outdoor wrap-around terrace, fitness center, Yoga room, landscaped lounges, catering kitchen with bar and seating, conference room, reading room & library.

## NEW CONDOS FOR SALE | THE HARRISON

**Address:** 401 Harrison Street  
**Neighborhood:** Rincon Hill

**Number of Units:** 300  
**AVG \$/Sq. Ft:** \$1,750

**Number of Units Sold:** 203  
**HOA Dues:** \$1,022-\$1,887

**Price Range:**  
\$1,081,000 - \$8,800,000

**Amenities:**  
Two-story entry lobby with library and mezzanine, Uncle Harry's 49th floor cocktail lounge for residents with Bay Bridge and water views, fitness center, heated outdoor pool, jacuzzi, concierge, doormen and valet. Daily coffee, tea and pastries.

## MIRA SF | NEW CONDOS FOR SALE

**Address:**  
260 Spear Street

**Neighborhood:**  
South Beach

**Number of Units:**  
235

**AVG \$/Sq. Ft:**  
\$1,800

**Number of Units Sold:**  
28

**HOA Dues:**  
\$1,120 - \$1450

**Price Range:**  
\$1,295,000 - \$4,695,000

### **Amenities:**

Staffed lobby, private dining room with deck & BBQ, fitness center, conference room, children's playroom, rooftop lounge, dog washing station, valet parking, bike parking and maintenance area & electric car charging stations.

## NEW CONDOS FOR SALE | THE AVERY

**Address:**  
488 Folsom Street

**Neighborhood:**  
Rincon Hill

**Number of Units:**  
118

**AVG \$/Sq. Ft:**  
\$2,000

**Number of Units Sold:**  
20

**HOA Dues:**  
NA

**Price Range:**  
\$1,815,000 - \$4,950,000

### **Amenities:**

Attended lobby with concierge, valet parking in private on-site garage, fitness center, indoor lap pool, pet spa, exclusive-use car share service, storage lockers, bike storage with maintenance station.

## FOUR SEASONS | NEW CONDOS FOR SALE



**Address:**  
706 Mission Street

**Neighborhood:**  
Yerba Buena

**Number of Units:**  
146

**AVG \$/Sq. Ft.:**  
na

**Number of Units Sold:**  
na

**HOA Dues:**  
na

**Price Range:**  
na

**Amenities:**  
Spa services, in-residence dining services, housekeeping, concierge services and more.

## NEW CONDOS FOR SALE | FULTON 555



**Address:**  
555 Fulton

**Neighborhood:**  
Hayes Valley

**Number of Units:**  
139

**AVG \$/Sq. Ft.:**  
\$1,400

**Number of Units Sold:**  
49

**HOA Dues:**  
\$475 - \$815

**Price Range:**  
\$799,000 - \$1,493,000

**Amenities:**  
Osite grocery market, rooftop terrace, lounge, dog park, private meeting space, and bike workstation.

## UNDER CONSTRUCTION - ONE STEUART LANE

**Address:**  
75 Howard Street

**Number of Proposed Units:**  
120

**Number of Stories:**  
20

**Developers:**  
John Buck Co., Paramount Group &  
SRE Group Limited

**Neighborhood:**  
Rincon Hill

**Estimated Completion Date:**  
2021



## OCEANWIDE CENTER - UNDER CONSTRUCTION

**Address:**  
50 1st Street

**Number of Proposed Units:**  
365

**Number of Stories:**  
Tower I - 75  
Tower II - 54

**Developer:**  
Oceanwide Center LLC

**Neighborhood:**  
Yerba Buena

**Estimated Completion Date:**  
2021



## SELL YOUR HOME FOR THE PRICE YOU WANT

I live, work and own in South Beach. As your Realtor, I am personally here 24/7 to guide your transaction and achieve the greatest level of success for your sale.

### 16 YEARS IN TRANSBAY

16 years of selling real estate in our neighborhood means that we are experts in Transbay residential transactions.

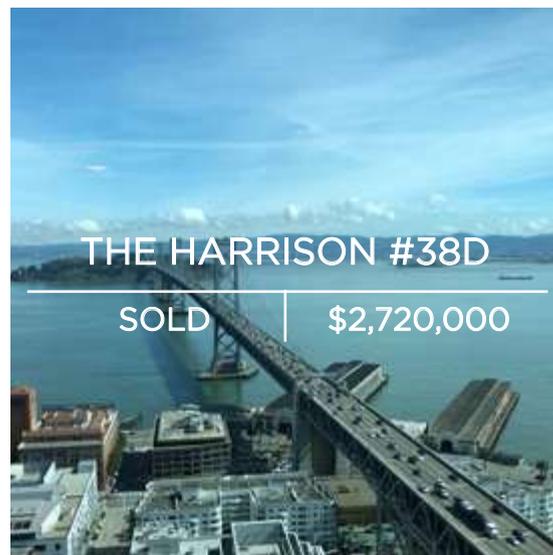
### A FULL-SERVICE AGENCY

Our goal is to make the selling process a stress-free experience that delivers high quality results.

### ESTABLISHED NETWORK

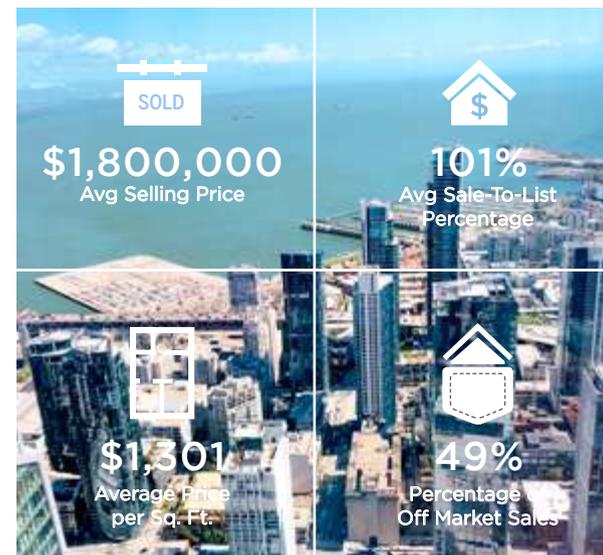
Our past and present clientele can speak to our level of service. In fact, 69% of last year's sales were repeat business.

### SOLD - BUYER REPRESENTED



## SELLING CONDOS IN SOUTH BEACH SINCE 2003

With over \$500 million in condo sales, my proven marketing plan sells homes for the highest possible price. View my plan of action at [SFHIGHRISES.COM/SELLERS](http://SFHIGHRISES.COM/SELLERS).



### Robyn knows this market...

“We bought our condo from Robyn 8 years ago, and we just sold it with her. I watched her sell numerous condos in our building during the past eight years. She is professional, smart, savvy, well connected, and knows what to do to sell in this market.”

“Listen to her and you will get multiple offers over asking within one week like we did. Highly recommended.”

-Maurice B, 2019 Seller



**ROBYN KAUFMAN**

**SFHIGHRISES.COM**

South Beach Top Producer | Top 1% SF Condo Sales

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**WE KNOW REAL ESTATE**