



COMPASS

Santa Clara County

Market Dynamics & Seasonality

First general market, followed by
luxury home market charts

Sales prices, overbidding, supply and demand -
all are affected by market seasonality.

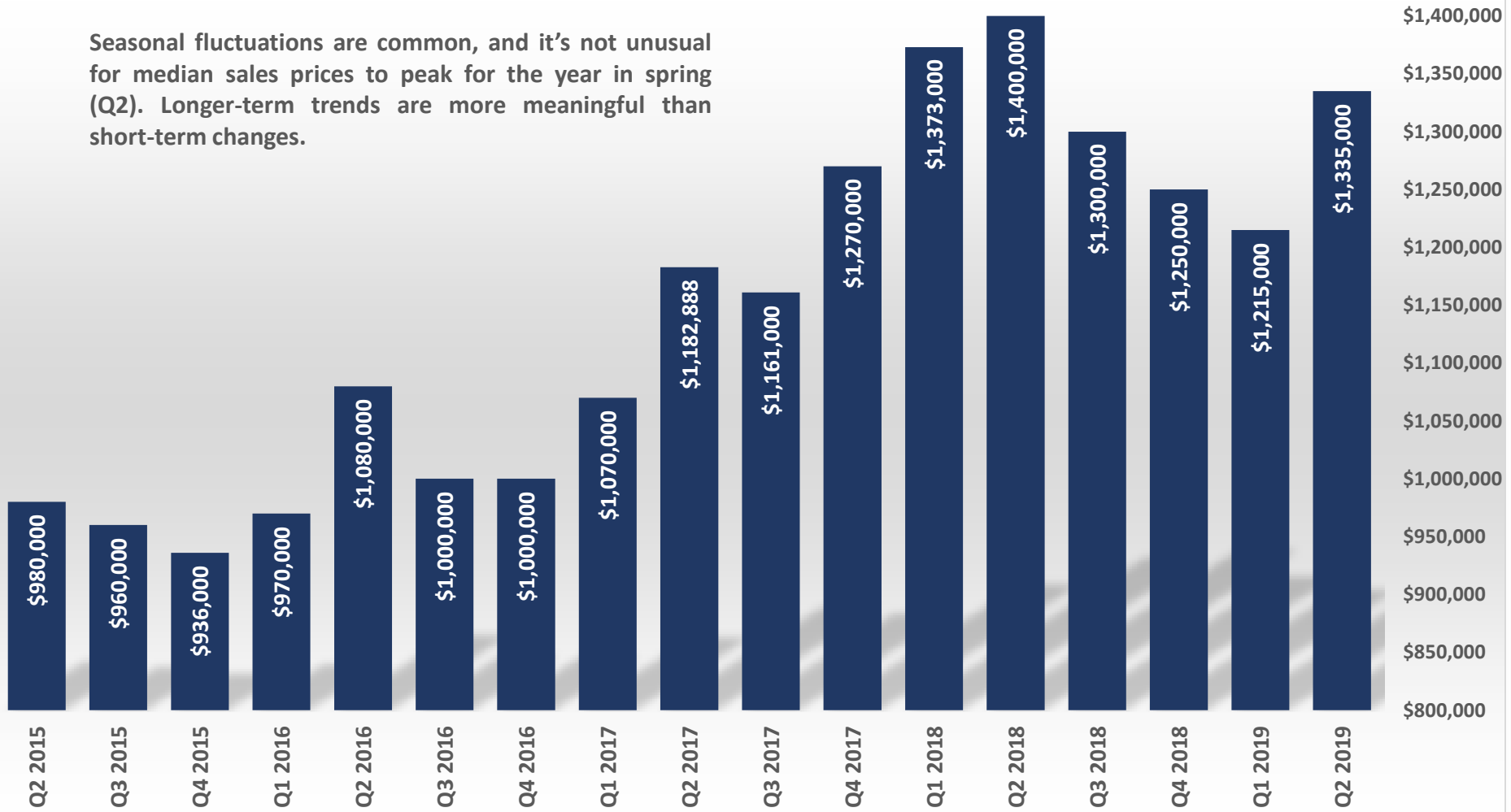
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Santa Clara County House Price Appreciation

Median House Sales Prices, 2015 – Present, by Quarter

As reported to MLS,
per Broker Metrics

Seasonal fluctuations are common, and it's not unusual for median sales prices to peak for the year in spring (Q2). Longer-term trends are more meaningful than short-term changes.



Sales reported by 7/2/19. Median sales price is that price at which half the sales occurred for more and half for less. It is a very general statistic that can be affected by other factors besides changes in fair market value. All numbers are approximate and subject to revision.

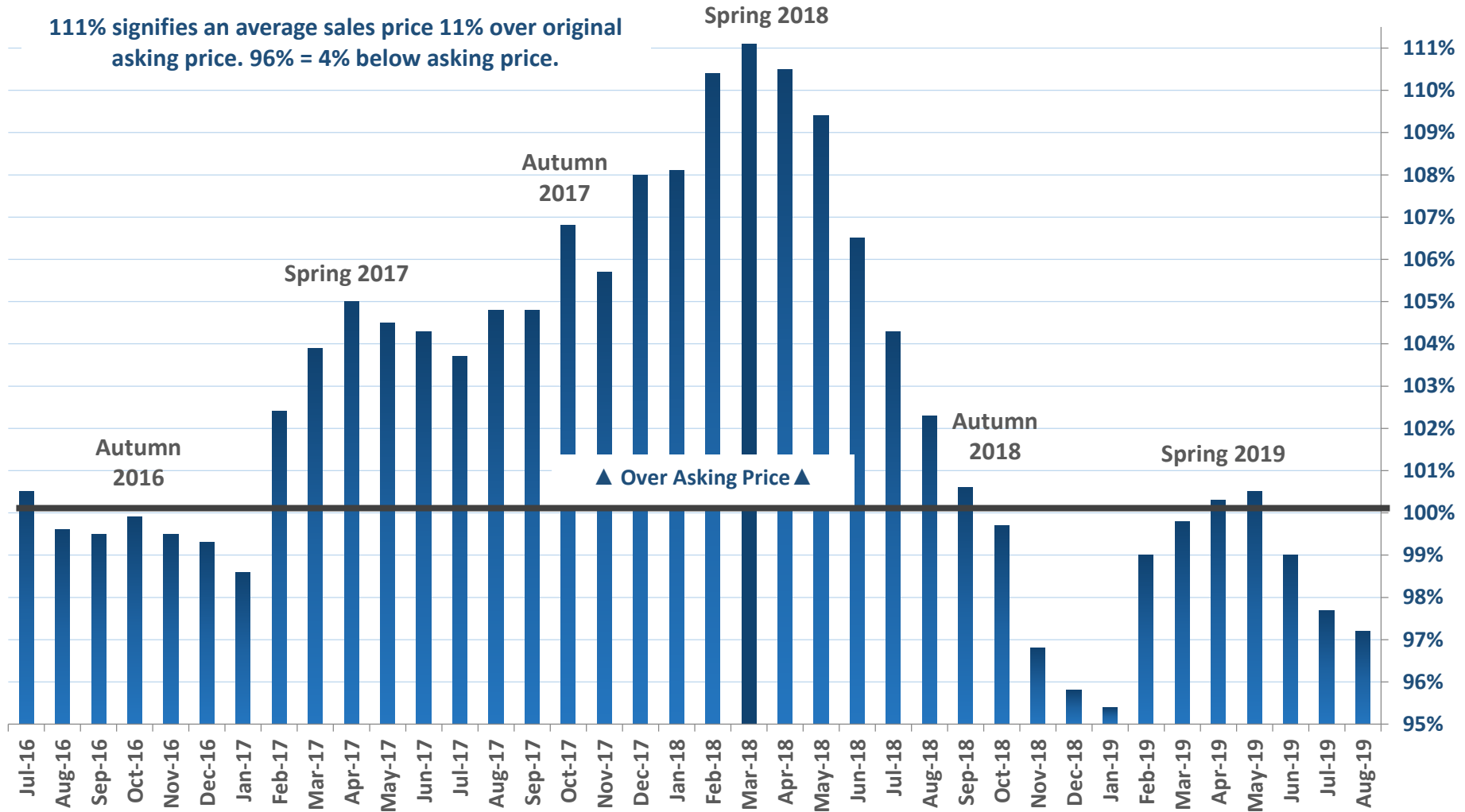


Average Sales Price to Original List Price (SP-OP) Percentage

Santa Clara County Market: Overbidding of Asking Prices

MLS sales of houses, condos, townhouses, duets, per Broker Metrics.

111% signifies an average sales price 11% over original asking price. 96% = 4% below asking price.



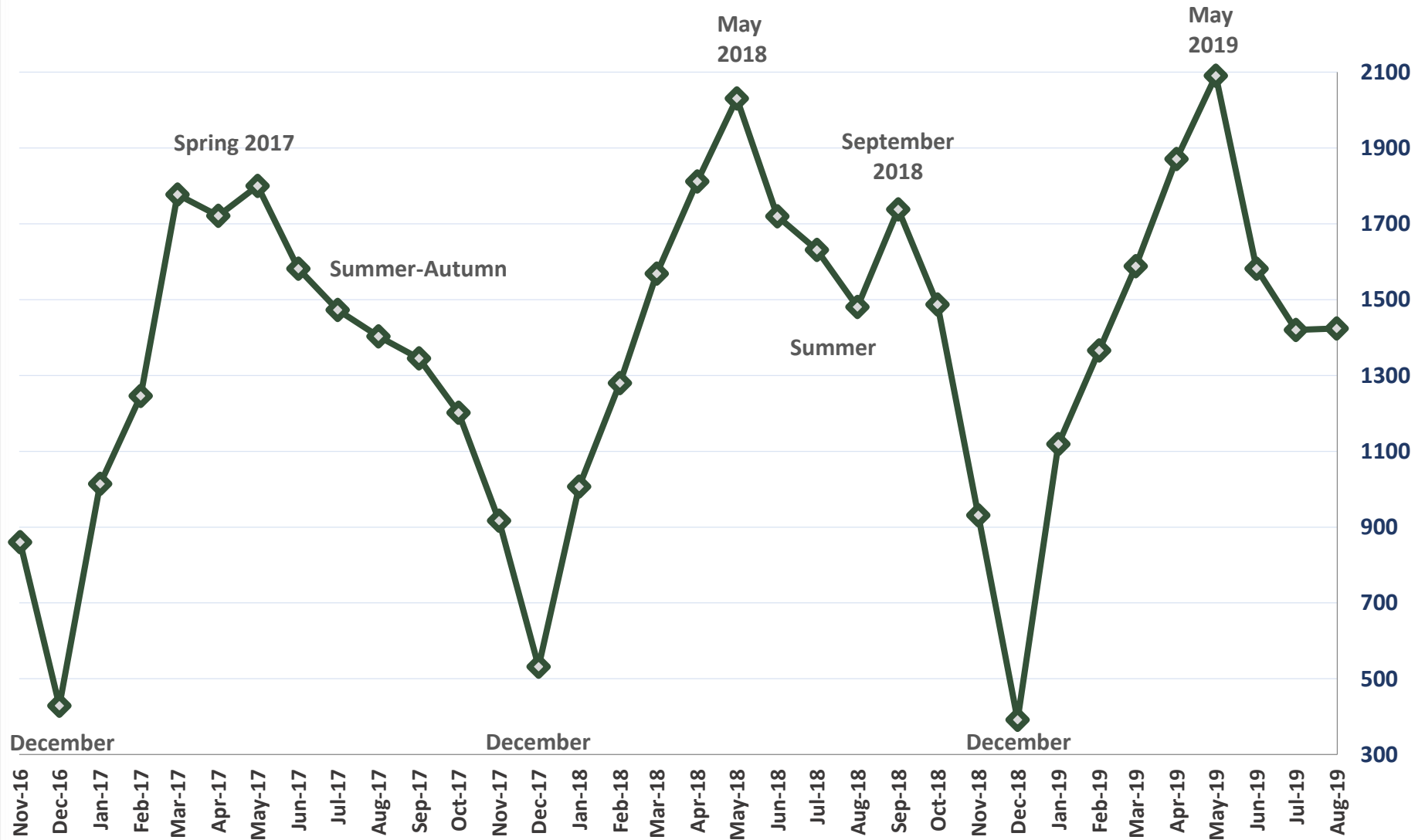
These analyses were performed in good faith with data derived from sources deemed reliable, but they may contain errors and are subject to revision. All numbers approximate.



New Listings Coming on Market

Santa Clara County Market Seasonality

Activity reported to MLS,
per Broker Metrics

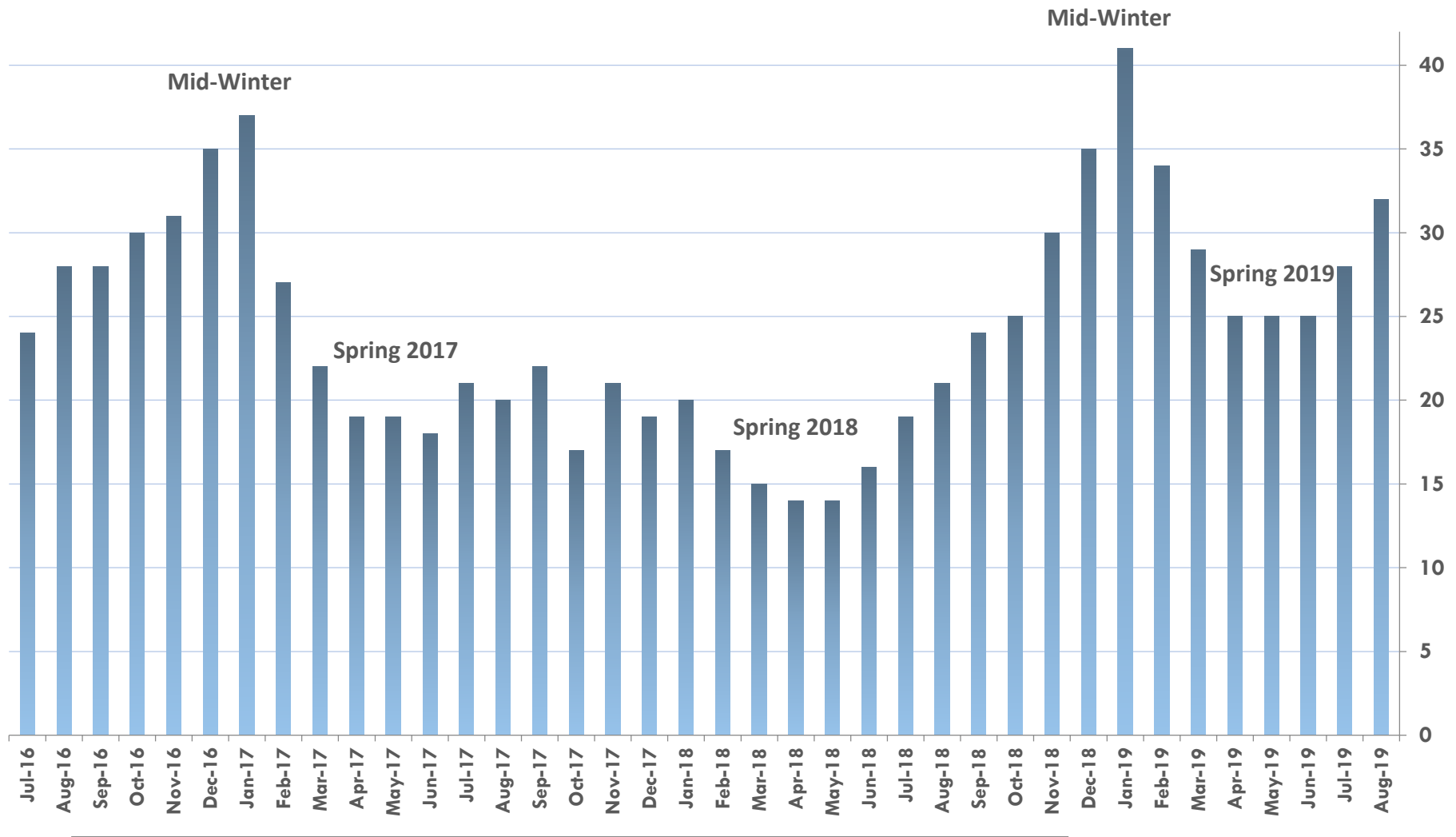


Residential activity reported to MLS. Data from sources deemed reliable but may contain errors and subject to revision. All numbers to be considered approximate.



Average Days on Market Prior to Acceptance of Offer

Santa Clara County Market Demand & Seasonality

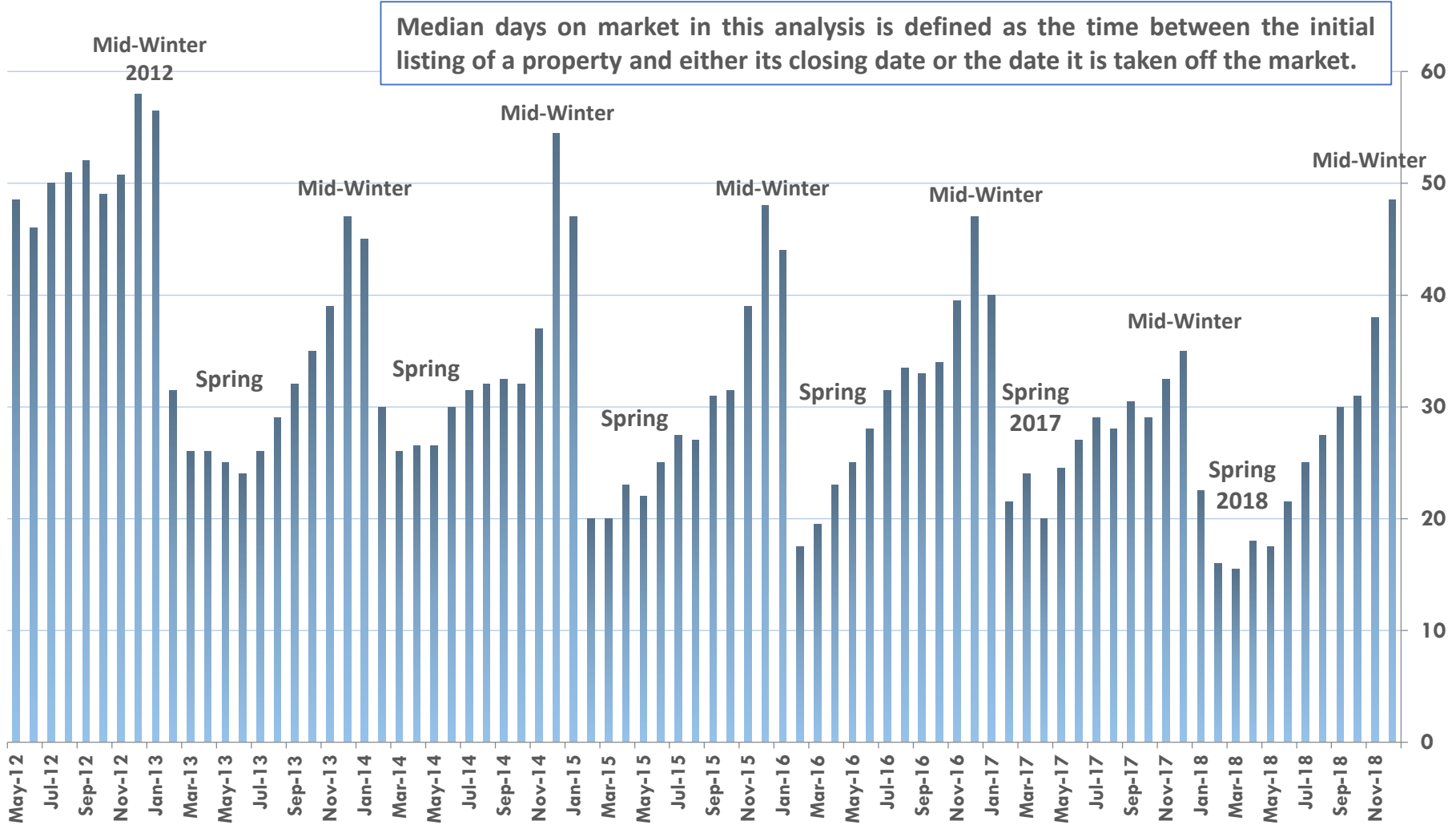


As reported to MLS, per Broker Metrics. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate.

Median Days on Market

Santa Clara County Market Demand & Seasonality since 2012

Median days on market in this analysis is defined as the time between the initial listing of a property and either its closing date or the date it is taken off the market.



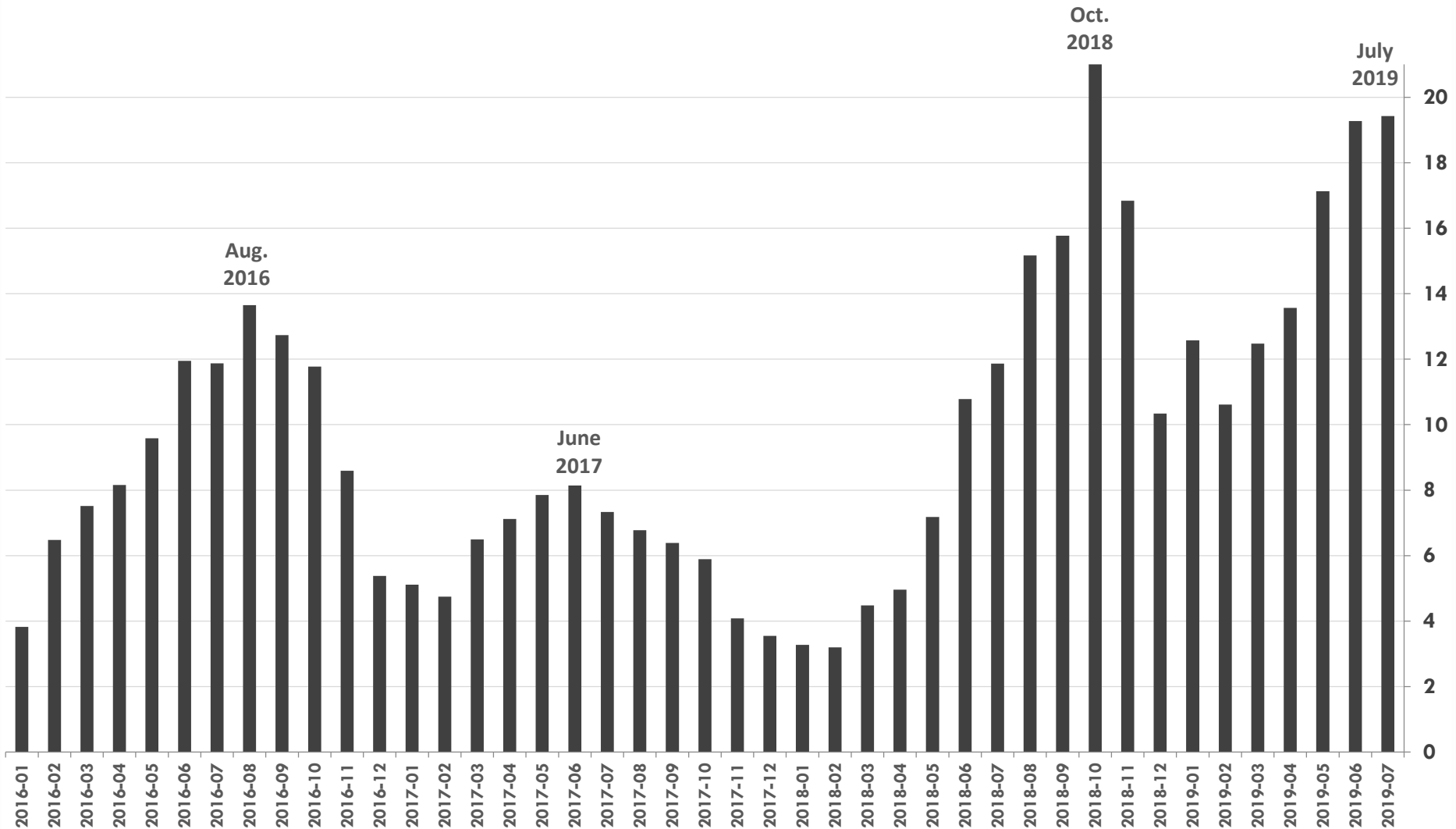
Per Realtor.com Real Estate Data Library: <https://www.realtor.com/research/data/>
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Percentage of Active Listings with Price Reductions

Santa Clara County Real Estate Market since 2016

Per Zillow Research Data



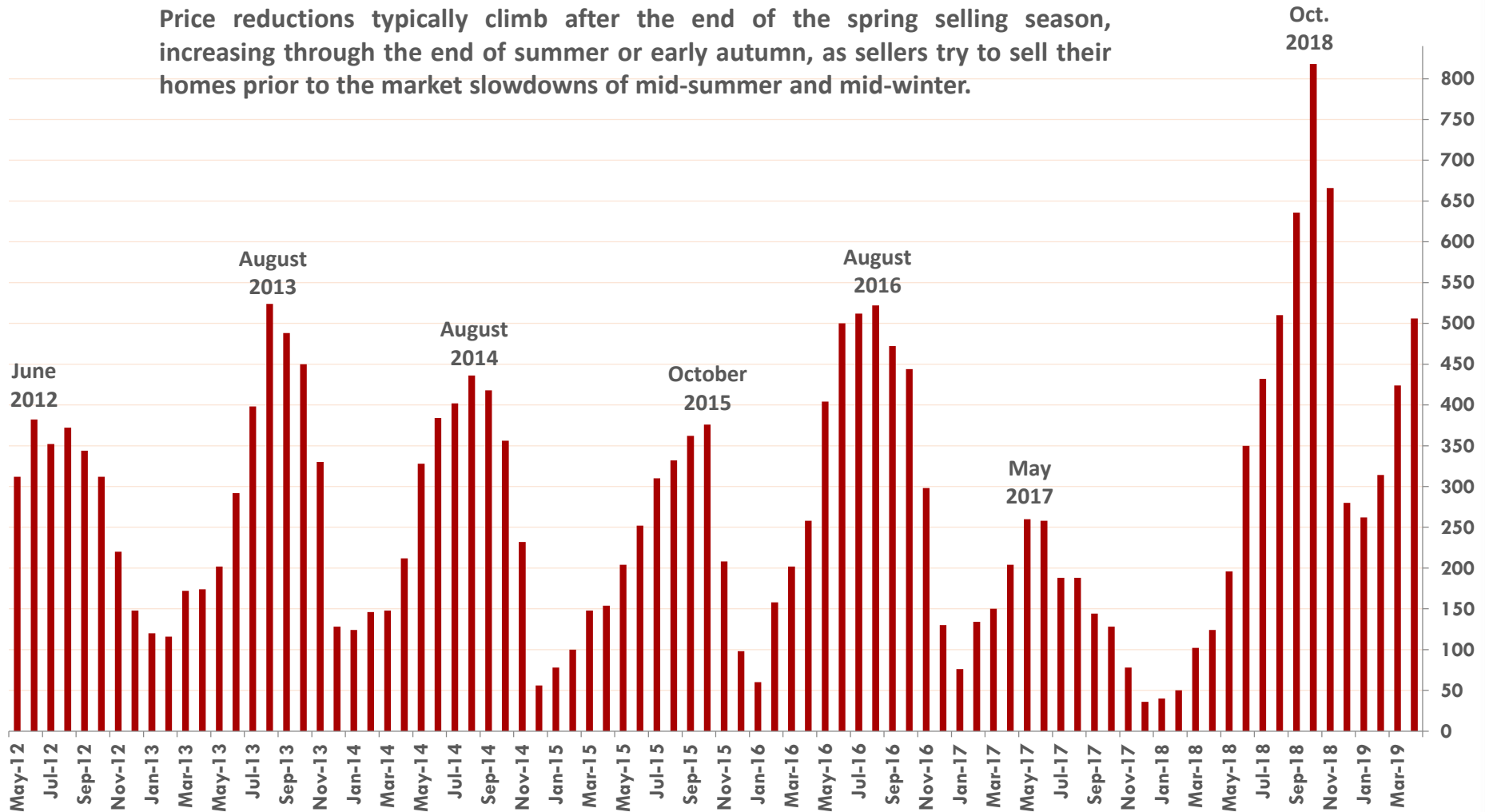
Per Zillow Research: <https://www.zillow.com/research/data/>. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate.



Price Reductions on Active Listings by Month

Santa Clara County Market Seasonality, by Month since 2012

Price reductions typically climb after the end of the spring selling season, increasing through the end of summer or early autumn, as sellers try to sell their homes prior to the market slowdowns of mid-summer and mid-winter.



Per Realtor.com Real Estate Data Library: <https://www.realtor.com/research/data/>

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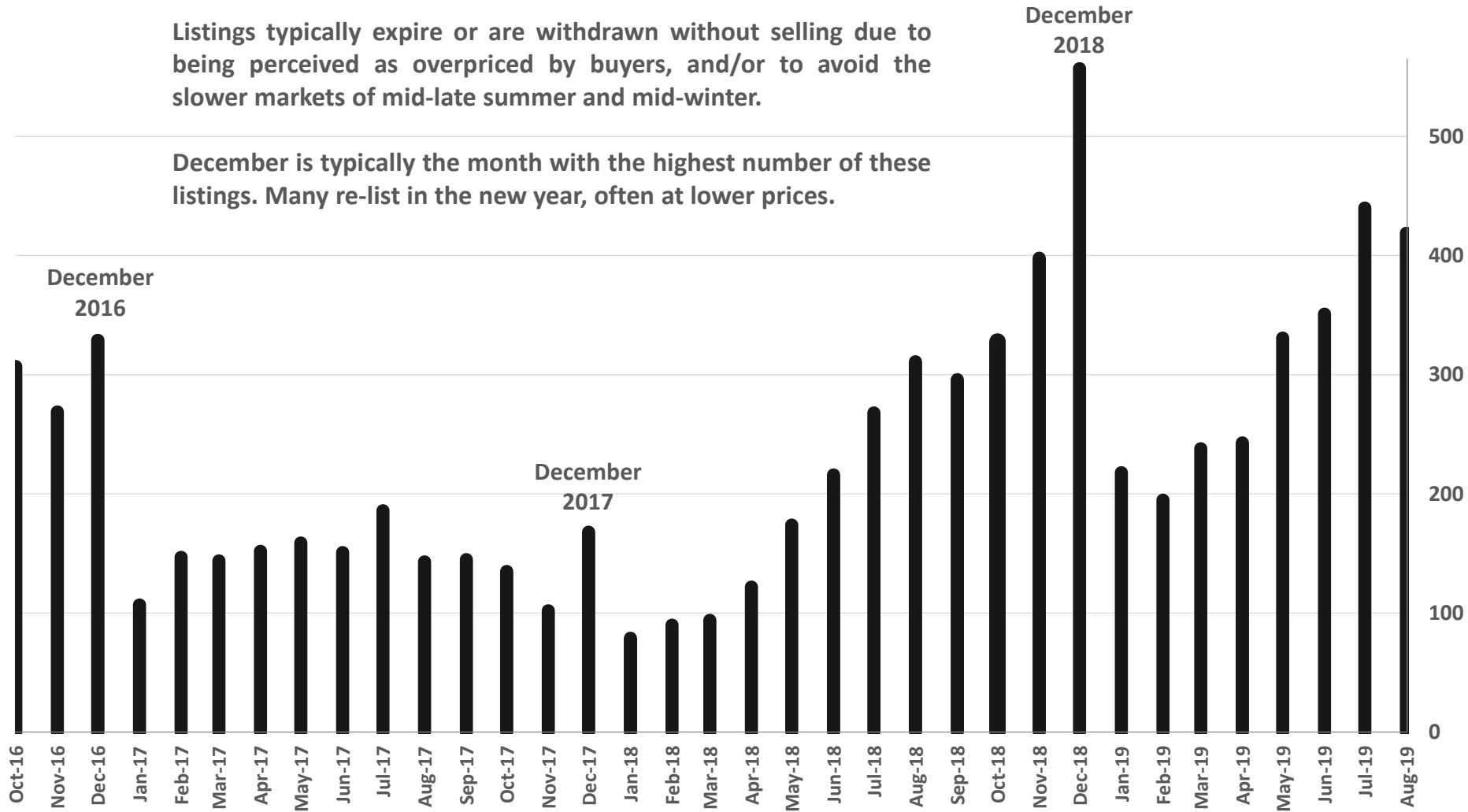
Santa Clara Market Dynamics

Listings Expired or Withdrawn (No Sale)

Houses, condos, duets, duplexes as listed in MLS per Broker Metrics.

Listings typically expire or are withdrawn without selling due to being perceived as overpriced by buyers, and/or to avoid the slower markets of mid-late summer and mid-winter.

December is typically the month with the highest number of these listings. Many re-list in the new year, often at lower prices.



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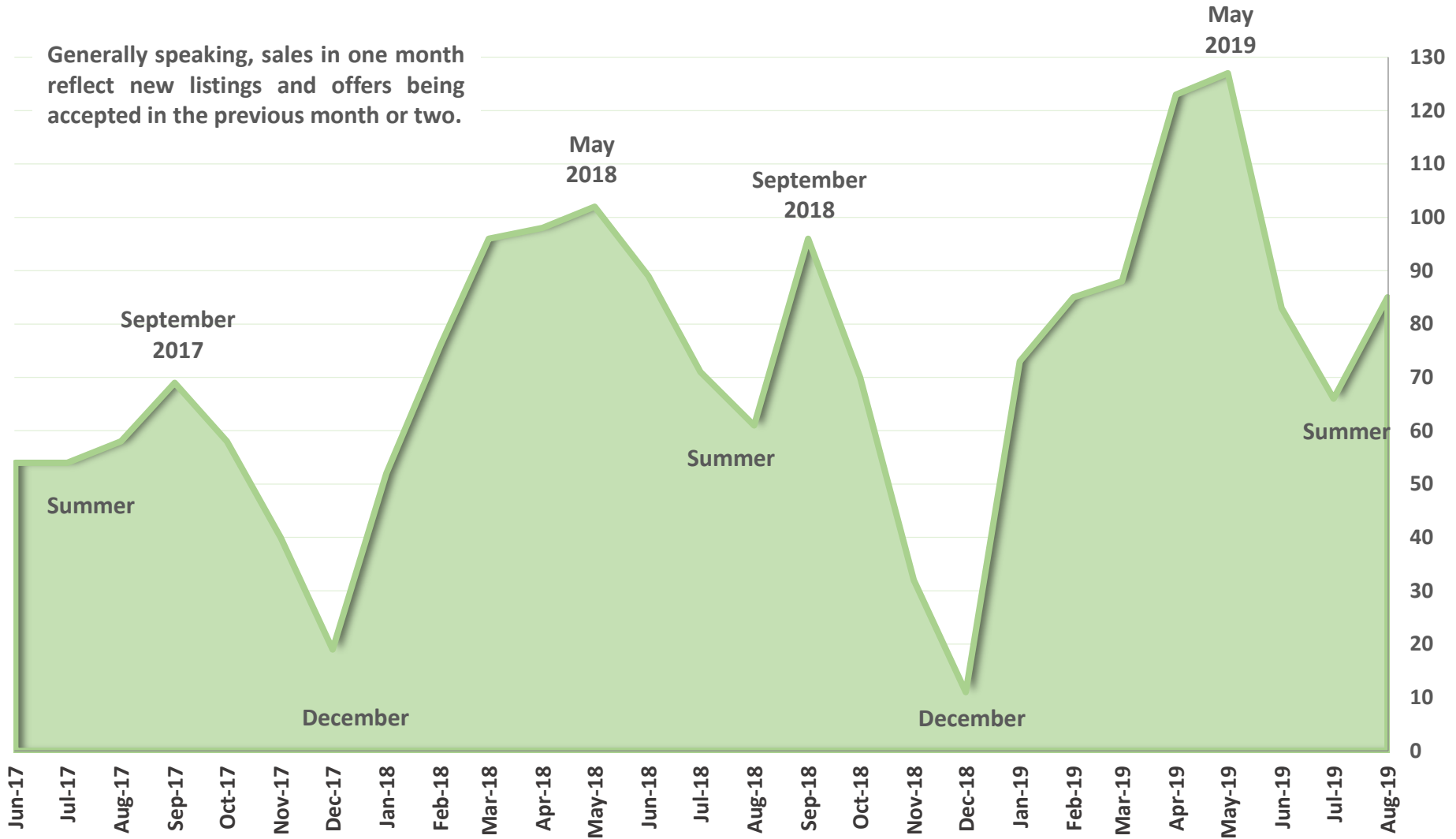
Luxury Home Market Seasonality

New Luxury Home New Listings

Santa Clara County Market Seasonality: Homes \$3,000,000+

New Listings in MLS, per Broker Metrics

Generally speaking, sales in one month reflect new listings and offers being accepted in the previous month or two.



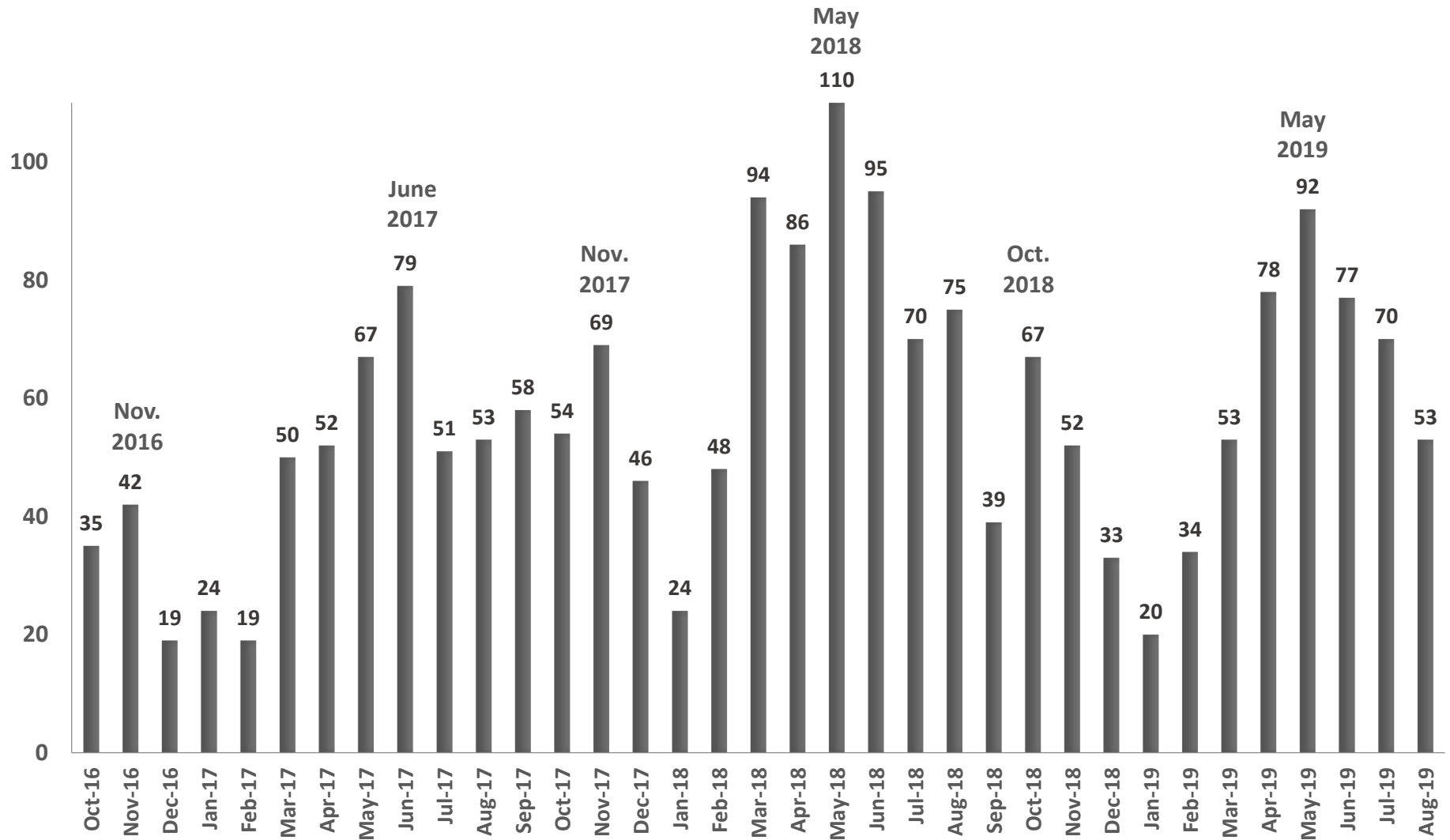
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Santa Clara County Luxury Home Sales by Month

Sales Prices of \$3 Million & Above

Sales reported to MLS,
per Broker Metrics



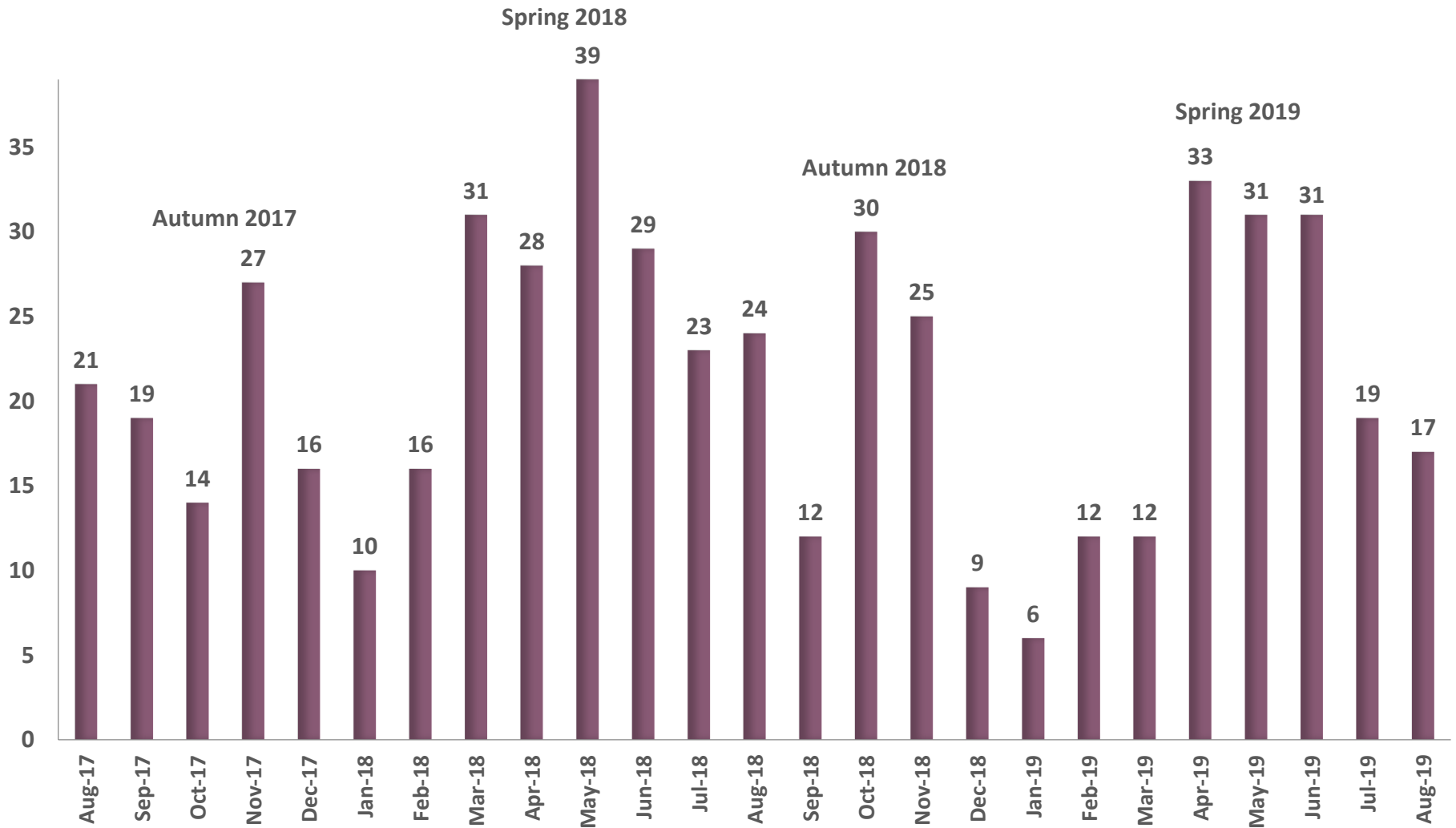
Sales activity reported to MLS, per Broker Metrics. Data from sources deemed reliable but may contain errors and subject to revision. All numbers should be considered approximate.



Silicon Valley/Peninsula Ultra-Luxury Home Sales

Sales Prices of \$5 Million & Above, by Month

San Mateo & Santa Clara Counties: Sales reported to MLS, per Broker Metrics



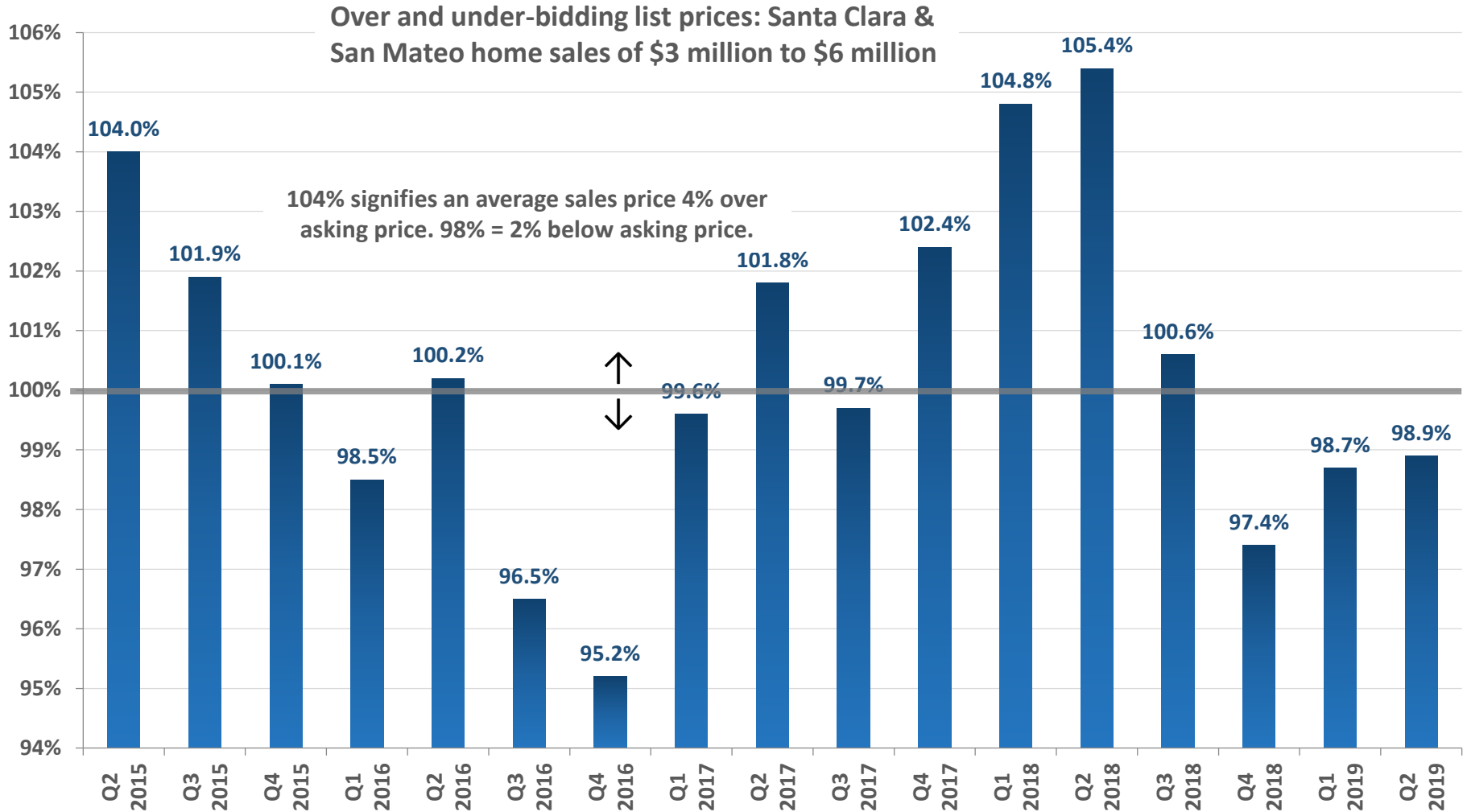
Sales activity reported to MLS, per Broker Metrics. Data from sources deemed reliable but may contain errors and subject to revision. All numbers should be considered approximate.



Average Sales Price to Original List Price (SP-OP) Percentage

Silicon Valley/Peninsula Overbidding of Luxury Home Asking Prices

MLS sales of houses, condos and townhouses, per Broker Metrics.



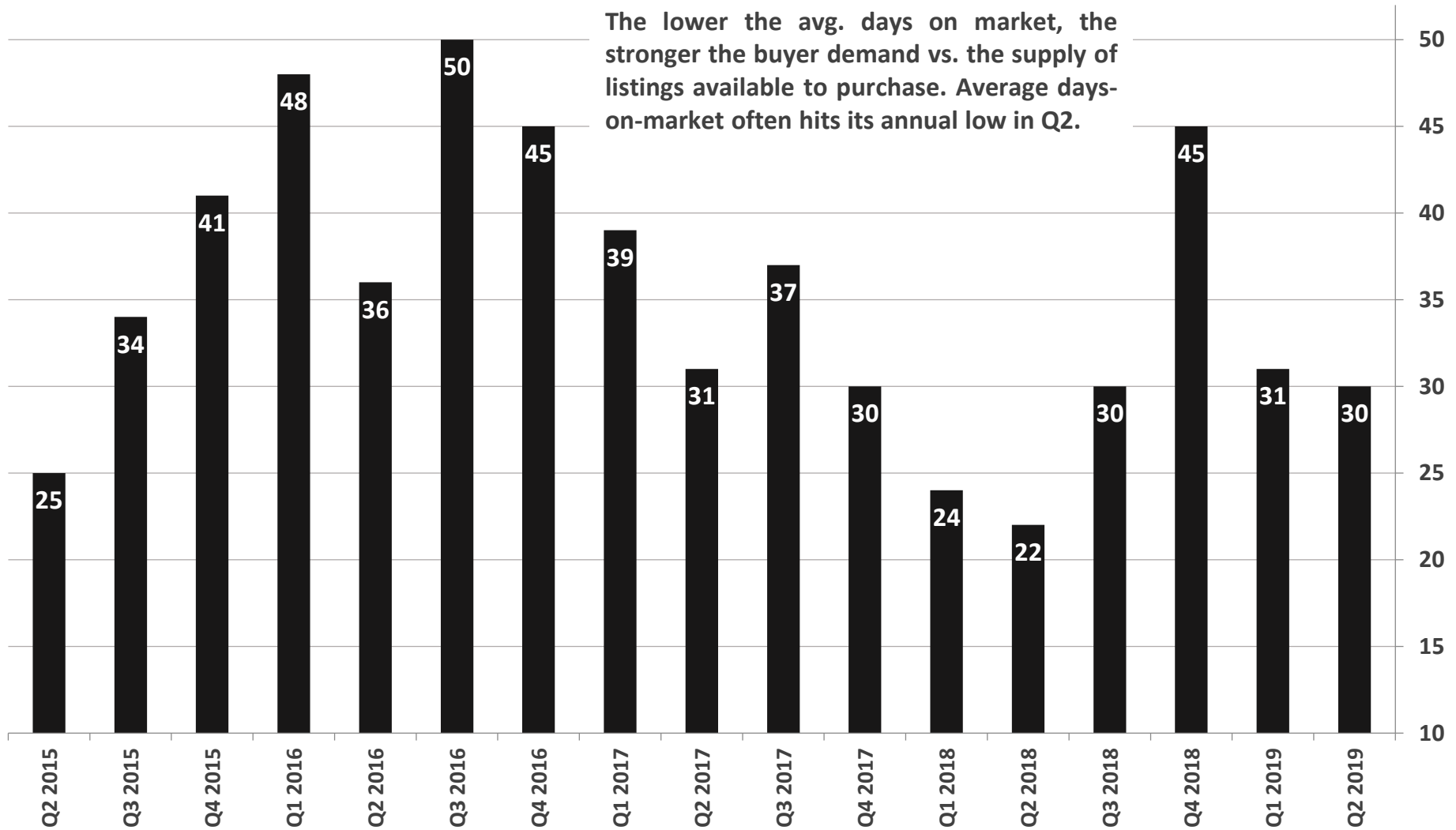
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Average Days on Market prior to Acceptance of Offer

Silicon Valley/Peninsula Luxury Home Sales, \$3 Million+

As reported to MLS, per Broker Metrics for San Mateo & Santa Clara Counties



For listings that closed sale. Sales reported to MLS only, per Broker Metrics. Data from sources deemed reliable, but may contain errors and is subject to revision.

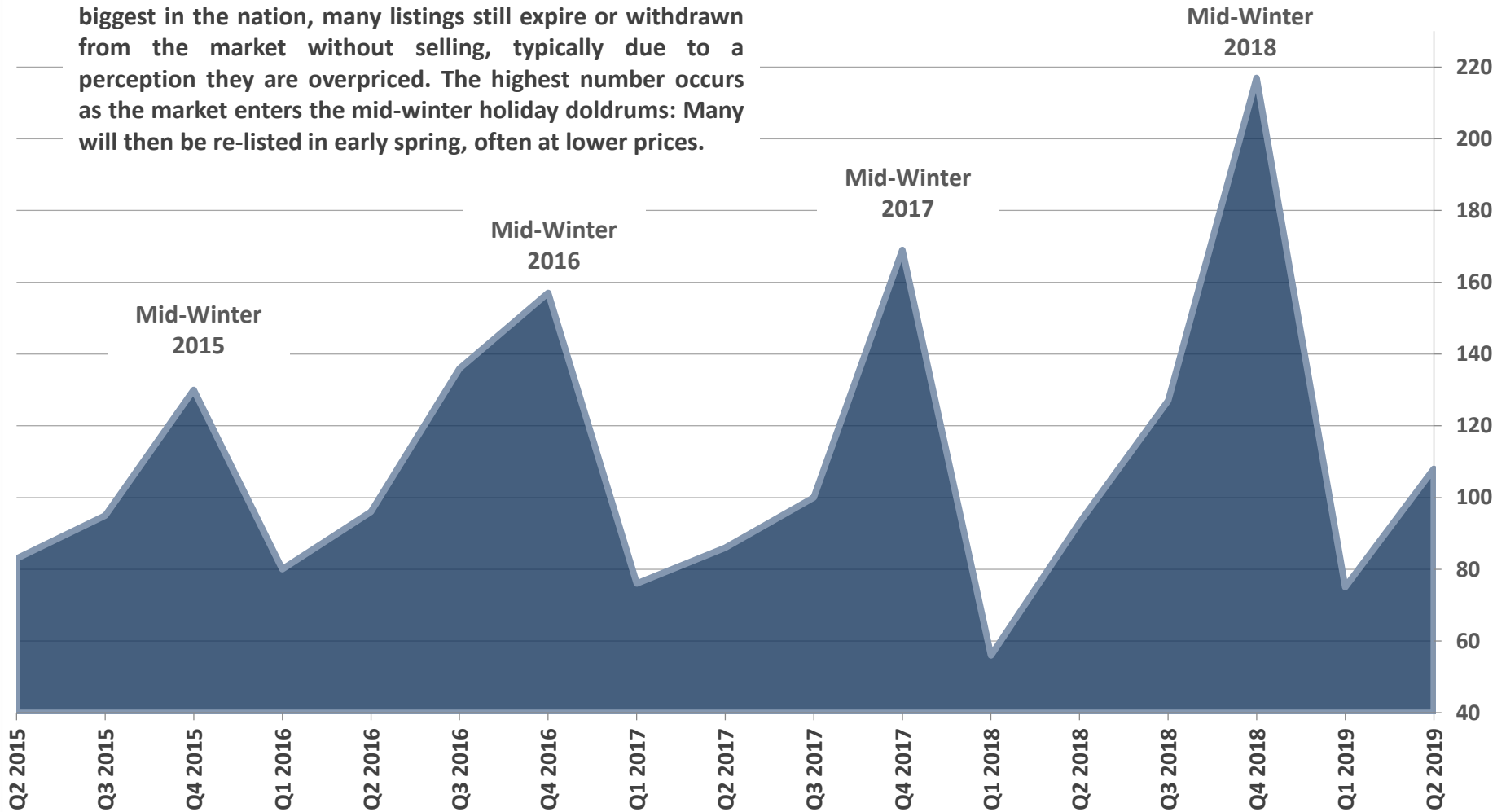


Silicon Valley/Peninsula Luxury Homes Market – No Sale

Listing Expiring or Withdrawn, List Prices of \$3,000,000+

San Mateo and Santa Clara activity reported to MLS, per Broker Metrics

Though the Silicon Valley luxury home market is one of the biggest in the nation, many listings still expire or withdrawn from the market without selling, typically due to a perception they are overpriced. The highest number occurs as the market enters the mid-winter holiday doldrums: Many will then be re-listed in early spring, often at lower prices.



Sales reported to MLS for San Mateo & Santa Clara Counties. Data from sources deemed reliable, but subject to error and revision. All numbers are approximate. Not all luxury home sales are reported to MLS.



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