

Q2 | 2021
Santa Fe

Market Update

Sotheby's
INTERNATIONAL REALTY



137 RIDGECREST DRIVE
Impeccable Trey Jordan remodel
Offered at \$1,450,000
sothebysrealty.com/id/WPQZWX

{Q2 | APR - JUN 2021}

at a glance

SANTA FE

16%

Change in Median Selling Price
{2021 vs 2020}

34.4%

Change in Units Sold
{2021 vs 2020}

1707

Units Sold

\$591k

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

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With the close of the second quarter of 2021, the housing market remained comfortably ahead of last year, one that was a record year for Sotheby's International Realty - Santa Fe Brokerage. According to the Santa Fe MLS, through the first half of 2021, average sales price increased 25.7%, to \$591K, compared to the same time frame one year ago, while median sales price rose more than 16%, to \$435K. The number of units sold increased 34.4% and the average sales price at our firm was \$910K.

In Q2 2021, buyer demand remained high in Santa Fe with sales increases across all price bands. Inventory was down significantly in all price categories with the exception of homes \$2M+, which increased 7%. Average days on market was down 54% for homes priced \$1-\$2M and down 72% for homes priced above \$2M. Sales of homes priced from \$1M-\$2M increased 143%, from 70 homes sold through Q2 2020 to 170 homes sold through Q2 2021.

As always, we are committed to providing the highest quality service and will continue to support our clients with a suite of virtual marketing tools that are proving effective with buyers today. We hope you find this market report to be a valuable resource and we look forward to working with you to meet your real estate needs. If you have any questions about the Santa Fe Market, please do not hesitate to reach out to us.

SOTHEBYSREALTY.COM

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
[SOTHEBYSREALTY.COM](https://www.sothebysrealty.com)



SOL Y LOMAS CONTEMPORARY RESIDENCE
137 Ridgcrest Drive
[sothebysrealty.com/id/WPQZWX](https://www.sothebysrealty.com/id/WPQZWX)
Offered at \$1,450,000



ZORRO RANCH

Offered at \$27,500,000

sothebysrealty.com/id/XV7KHY

1 KIA ROAD

Offered at \$14,250,000

sothebysrealty.com/id/Y94FNL

17 STORM VIEW LANE

Offered at \$4,700,000

sothebysrealty.com/id/GWJTF7

1026 SIERRA DEL NORTE

Offered at \$2,250,000

sothebysrealty.com/id/NQXJ4D

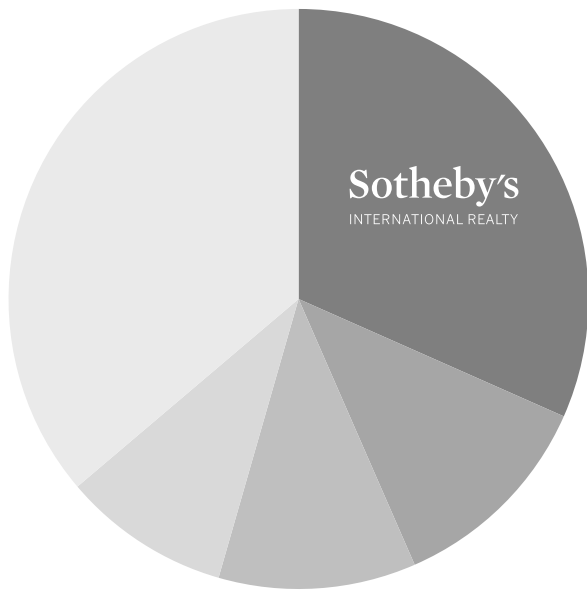
*IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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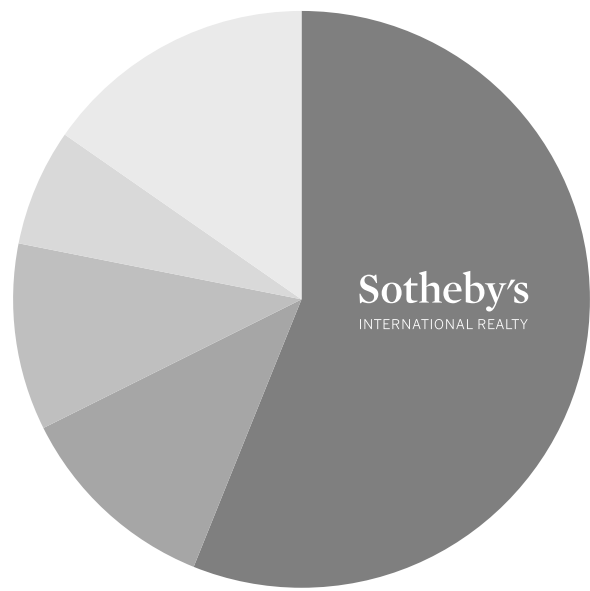
{JUN 2021 | LAST 12 MONTHS}

Market Share

Sotheby's International Realty vs. Local Competitors



Market Share
All Price Ranges



Market Share
Over \$1 Million

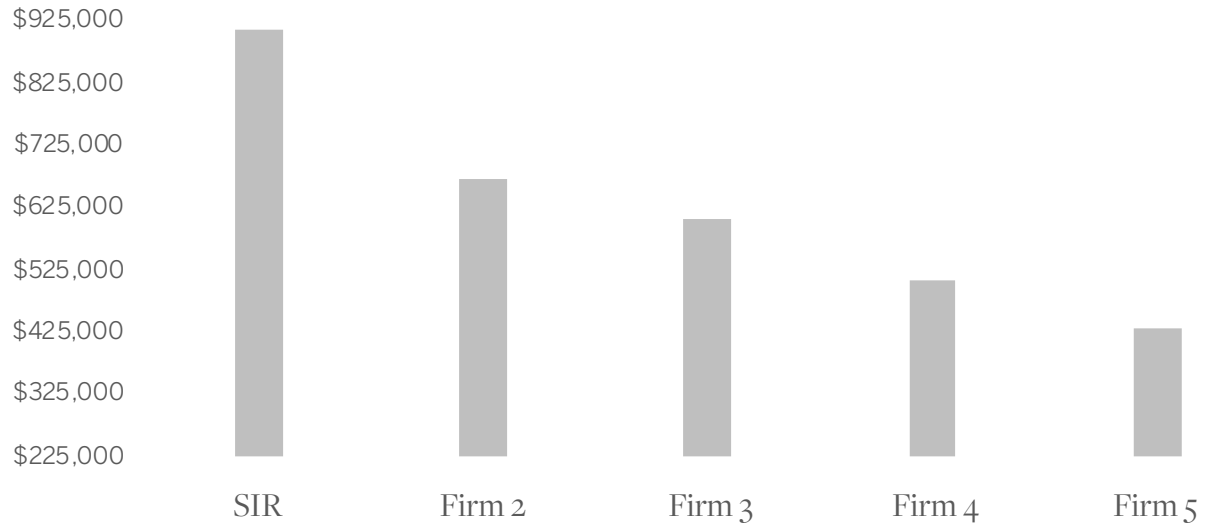
- 32% Sotheby's International Realty | Santa Fe
- 12% Firm 2
- 11% Firm 3
- 9% Firm 4
- 36% Combination of Additional Companies

- 56% Sotheby's International Realty | Santa Fe
- 12% Firm 2
- 10% Firm 3
- 7% Firm 4
- 15% Combination of Additional Companies

{JUN 2021 | LAST 12 MONTHS}

Average Selling Prices by Top 5 Firms

Sotheby's International Realty vs. Local Competitors

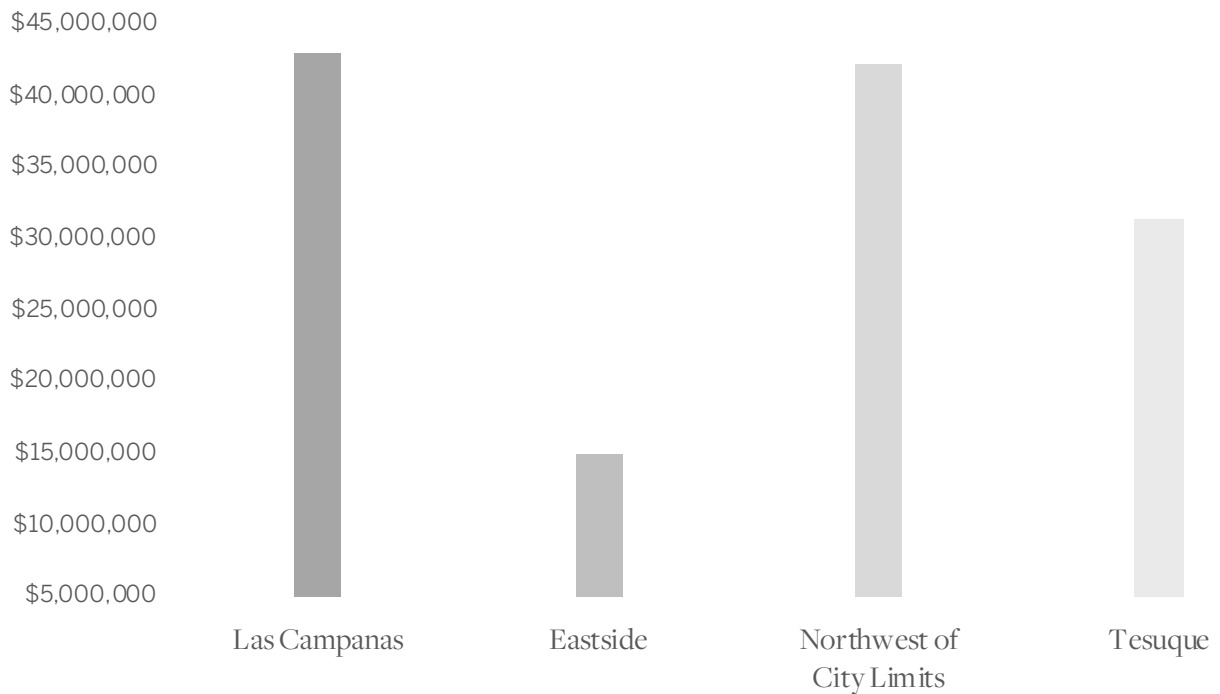


Average Selling Prices by Brokerage

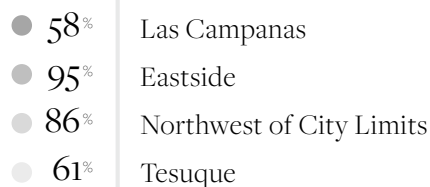
\$910,249	\$670,686	\$607,791	\$507,518	\$431,659
—	—	—	—	—
Sotheby's International Realty - Santa Fe	Firm 2	Firm 3	Firm 4	Firm 5

Active Listings by Select Area

Listed by Sotheby's International Realty



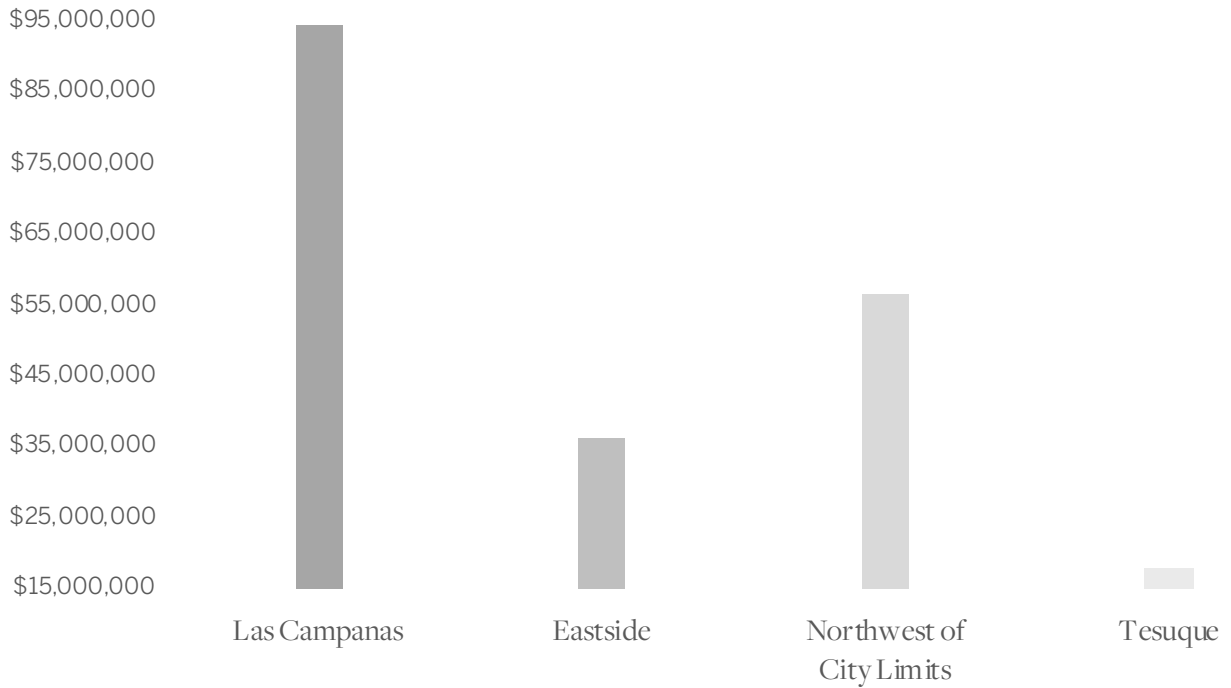
SIR Market Share By Active Listings Dollar Volume *as of June 30, 2021*



{JUN 2021 | LAST 12 MONTHS}

Sold Dollar Volume by Select Area

Sold by Sotheby's International Realty



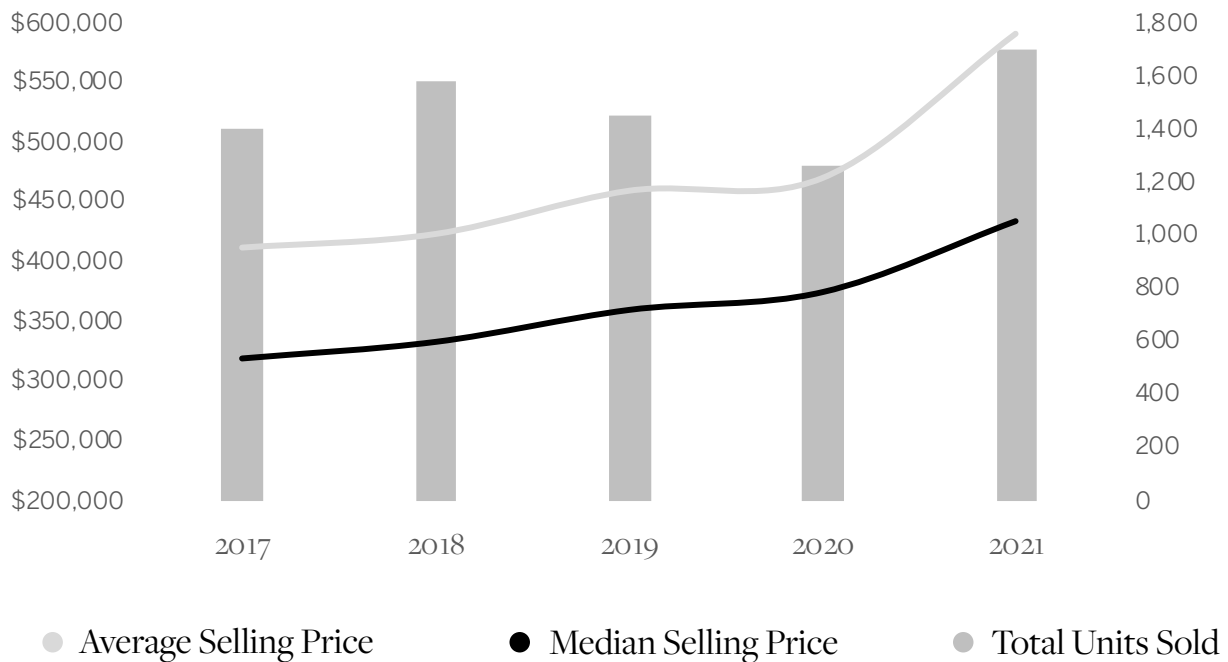
SIR Market Share By Sold Dollar Volume *July 1, 2020 - June 30, 2021*

- 69% Las Campanas
- 62% Eastside
- 40% Northwest of City Limits
- 63% Tesuque

Sales & Price Comparison

Q2 YTD | All Santa Fe | Five Years

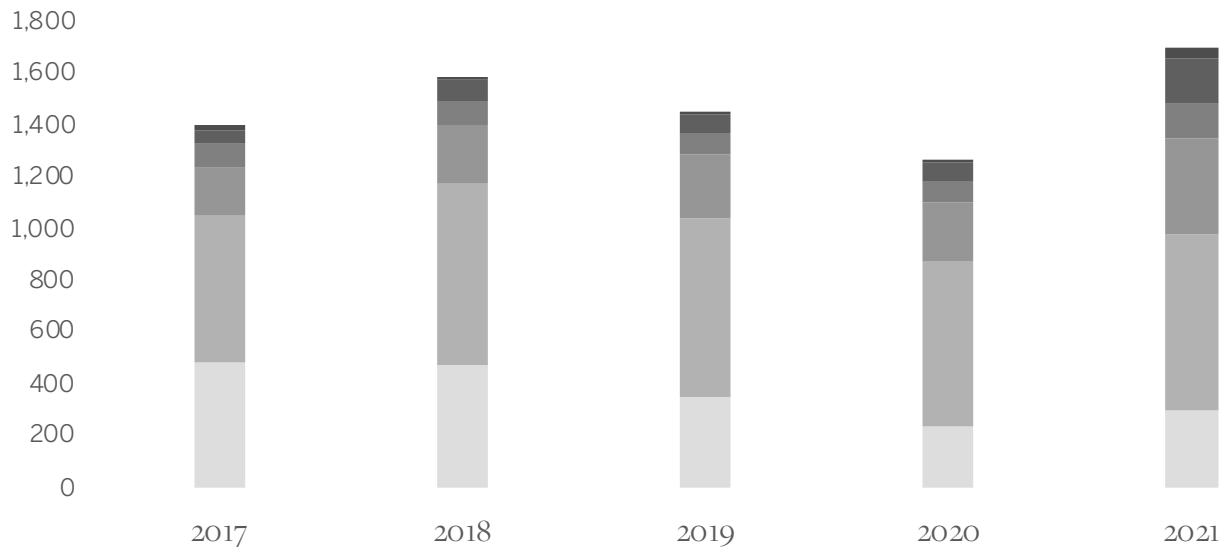
Average Selling Price | Median Selling Price | Total Units Sold



Q2 YTD <small>{2021 vs 2020}</small> Change	Average Selling Price	Median Selling Price	Total Units Sold
	26%	16%	34%
2021	\$590,932	\$435,000	1707
2020	\$470,084	\$375,000	1270
2019	\$459,482	\$360,000	1459
2018	\$423,315	\$333,000	1587
2017	\$411,921	\$319,000	1400

Units Sold Comparison

Q2 YTD | All Santa Fe | Five Years



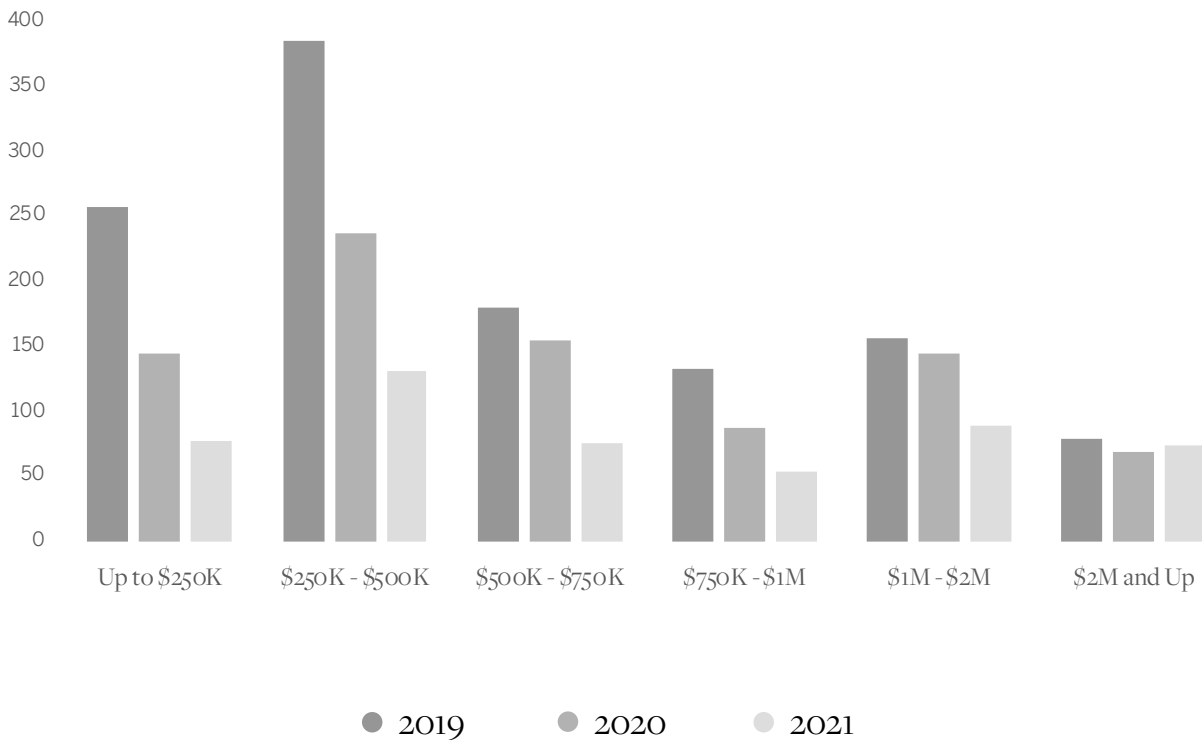
Total Units Sold By Price Point

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

Q2 YTD	{Units Percent}						Total
	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	
{2021 vs 2020} Change	22%	9%	59%	66%	143%	350%	34%
2021	298 17%	687 40%	364 21%	143 8%	170 10%	45 3%	1707
2020	245 19%	630 50%	229 18%	86 7%	70 6%	10 1%	1270
2019	351 24%	696 48%	247 17%	82 6%	69 5%	14 1%	1459
2018	483 30%	693 44%	224 14%	97 6%	79 5%	11 1%	1587
2017	487 35%	571 41%	187 13%	84 6%	60 4%	11 1%	1400

Listing Inventory

All Santa Fe

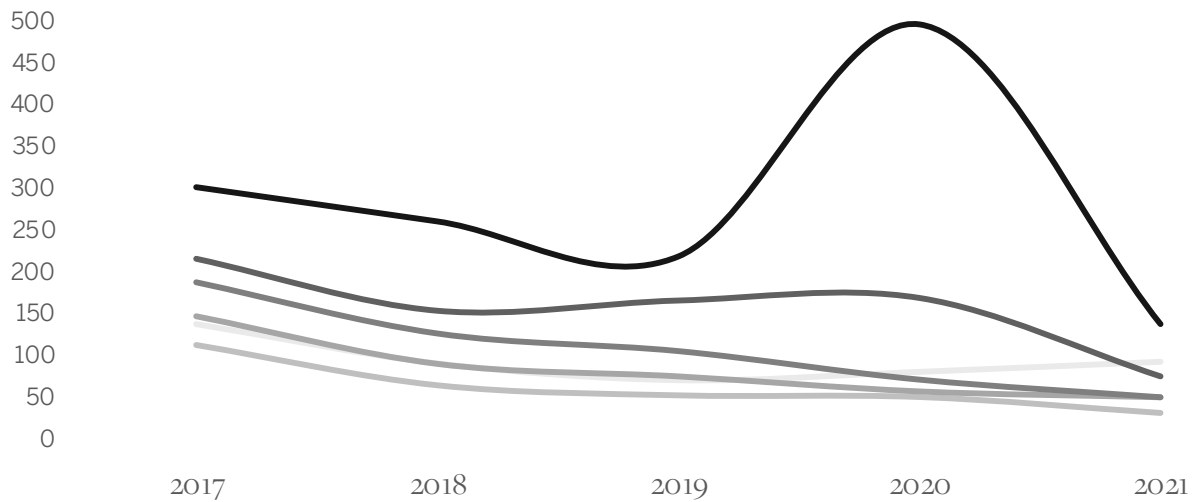


Active Listings for all of Santa Fe County *as of June 30, 2021*

Q2	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
<i>{2021 vs 2020}</i> Change	-47%	-45%	-51%	-39%	-38%	7%	-40%
2021	77	130	75	53	89	74	498
2020	144	236	154	87	144	69	834
2019	256	385	179	132	156	78	1186

Days On Market

Q2 YTD | All Santa Fe | Five Years



Average Days on Market

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

Q2 YTD	Up to \$250K	\$250K - \$500K	\$500K - \$750K	\$750K - \$1M	\$1M - \$2M	Above \$2M	Total
{2021 vs 2020} Change	14%	-37%	-12%	-28%	-54%	-72%	-18%
2021	96	33	53	54	79	139	58
2020	84	52	60	75	171	498	71
2019	74	54	78	109	168	220	73
2018	94	66	93	130	156	262	88
2017	141	114	150	191	217	303	139

Extraordinary Results

We celebrate the notable success of our associates and clients

97 TESUQUE RIDGE
Tesuque Ridge Ranch
Last asking \$4,995,000



1 C LA CUEVA CREEK ROAD
Private Sanctuary in Glorieta
Last asking \$430,000

815 EAST PALACE AVENUE, UNITS 5 AND 1
Elegant Historic Adobe Estate
Last asking \$3,300,000

58 & 57 HONEYSUCKLE CIRCLE
Welcoming Oasis in Las Campanas
Last asking \$3,200,000

21 LUCERO ROAD
Spacious Home in Eldorado
Last asking \$450,000

*IN ORDER FROM LEFT TO RIGHT, TOP TO BOTTOM

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INTERNATIONAL REALTY



SANTA FE, NEW MEXICO

SANTA FE BROKERAGES

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by real experts.

Nothing compares.

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