



2019 saw the Sonoma County market make a shift towards more buyer-friendly territory. The median sale price recorded at \$657,000; a 1.8% decrease since 2018. Most other key metrics are also cooler year-over-year with a 4-day increase in median days on market and median price per square foot dropping 1.9%. However, the number of properties sold ticked up by 0.2%, reflecting FreddieMac's report that homeowners remain bullish with mortgage rates hovering around 3.7% for the last two months. This low rate environment combined with the booming labor market is setting the stage for a continued rise in home sales as we gear up for the busy season.

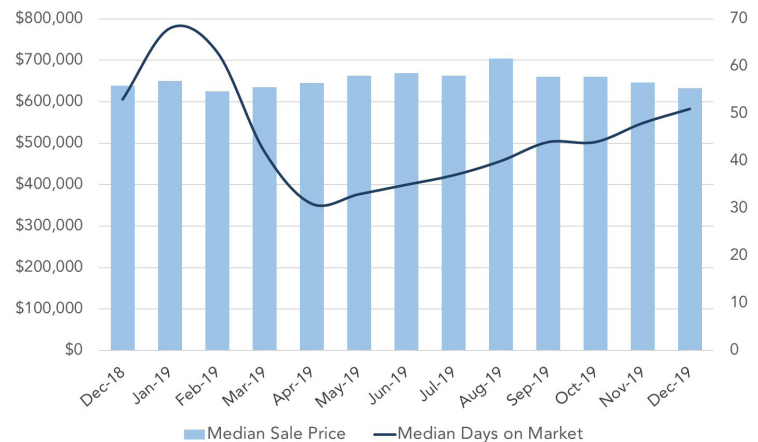
Looking across cities, Occidental is the biggest outlier to the softening trend with key metric data stronger year-over-year.

SINGLE FAMILY RESIDENCES

YEAR-OVER-YEAR MARKET COMPARISON

	2019	2018	%Δ
MEDIAN			
SALE PRICE	\$657,000	\$669,000	-1.8%
DAYS ON MARKET	41	37	+10.8%
\$ / SQ. FT.	\$411	\$419	-1.9%
TOTAL			
PROPERTIES SOLD	4,137	4,129	+0.2%
PROPERTIES FOR SALE	637	759	-16.1%
% OF PROPERTIES SOLD OVER LIST PRICE	30.6%	37.4%	-6.8%
% OF LIST PRICE RECEIVED (AVERAGE)	99.1%	99.9%	-0.8%

MONTH-OVER-MONTH COMPARISON



CHANGE IN PAST MONTH: SALE PRICE **-2.2%** DAYS ON MARKET **+3 Days**

YEAR-OVER-YEAR REGION COMPARISON

REGION	HOMES SOLD			MEDIAN DAYS ON MARKET			MEDIAN PRICE		
	2019	2018	%Δ	2019	2018	%Δ	2019	2018	%Δ
Bodega Bay	51	59	▼ 14%	75	50	▲ 50%	\$940,000	\$977,500	▼ 4%
Cazadero	20	24	▼ 17%	68	42	▲ 62%	\$483,000	\$503,500	▼ 4%
Cloverdale	103	110	▼ 6%	53	42	▲ 26%	\$555,000	\$579,500	▼ 4%
Cotati	70	96	▼ 27%	47	28	▲ 68%	\$602,000	\$622,500	▼ 3%
Forestville	70	95	▼ 26%	48	41	▲ 17%	\$507,500	\$537,000	▼ 5%
Geyserville	13	19	▼ 32%	144	63	▲ 129%	\$875,000	\$1,336,000	▼ 35%
Glen Ellen	25	33	▼ 24%	32	54	▼ 41%	\$1,029,500	\$1,050,000	▼ 2%
Guerneville	124	114	▲ 9%	48	36	▲ 33%	\$460,500	\$467,500	▼ 1%
Healdsburg	171	170	▲ 1%	63	45	▲ 40%	\$875,000	\$950,000	▼ 8%
Jenner	7	12	▼ 42%	143	102	▲ 40%	\$510,000	\$805,000	▼ 37%
Kenwood	13	16	▼ 19%	83	30	▲ 177%	\$1,200,000	\$1,460,000	▼ 18%
Monte Rio	25	32	▼ 22%	40	38	▲ 5%	\$480,000	\$527,500	▼ 9%
Occidental	20	14	▲ 43%	75	63	▲ 19%	\$1,028,500	\$955,000	▲ 8%
Penngrove	38	38	0%	45	45	0%	\$990,000	\$955,000	▲ 4%
Petaluma	578	522	▲ 11%	32	31	▲ 3%	\$725,000	\$750,000	▼ 3%
Rohnert Park	284	253	▲ 12%	38	32	▲ 19%	\$590,500	\$597,000	▼ 1%
Santa Rosa	1613	1589	▲ 2%	40	38	▲ 5%	\$605,000	\$612,000	▼ 1%
Sebastopol	225	214	▲ 5%	39	45	▼ 13%	\$869,000	\$865,000	0%
Sonoma	301	337	▼ 11%	50	36	▲ 39%	\$905,000	\$925,000	▼ 2%
Windsor	279	265	▲ 5%	39	35	▲ 11%	\$662,000	\$669,000	▼ 1%
All Sonoma County	4,137	4,129	▲ 0%	41	37	▲ 11%	\$657,000	\$669,000	▼ 2%

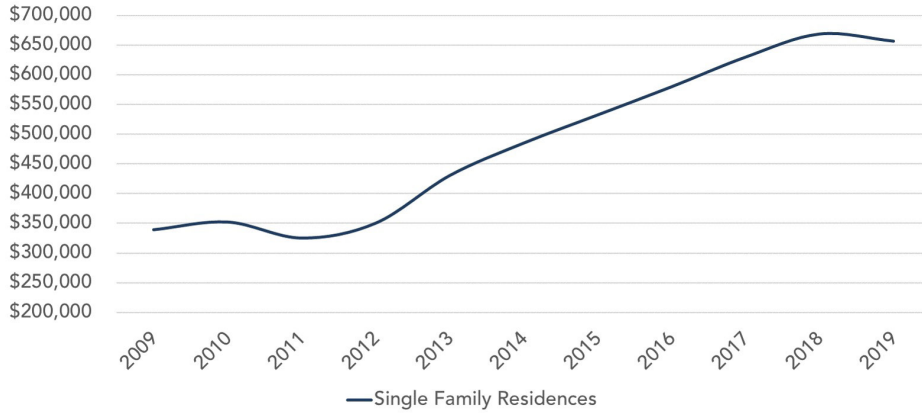
*Small sample size (n<10); use caution when interpreting statistics.

Sources: BAREIS MLS & BrokerMetrics, Data for Single Family Detached Homes. 1/01/2019 - 12/31/2019 was used for region values. All information is deemed reliable, but not guaranteed for accuracy. ©2020 Vanguard Properties. All rights reserved. Equal Housing Opportunity. DRE License No. 01486075. Equal Housing Opportunity.



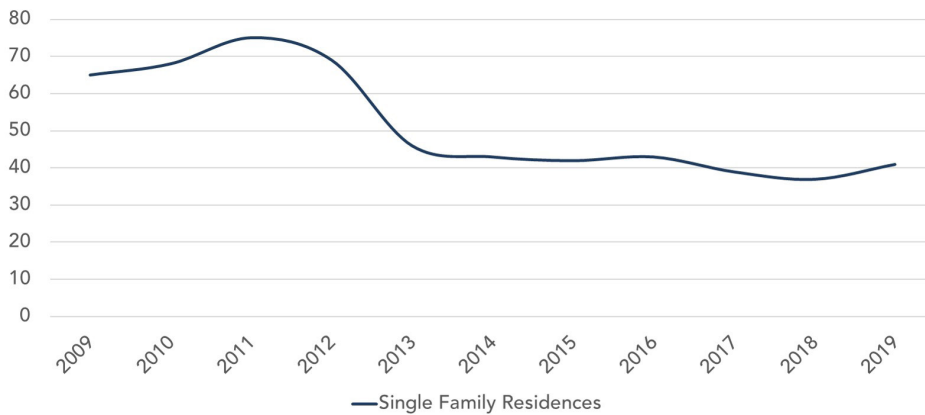
YEAR-OVER-YEAR COMPARISONS

MEDIAN SALE PRICE



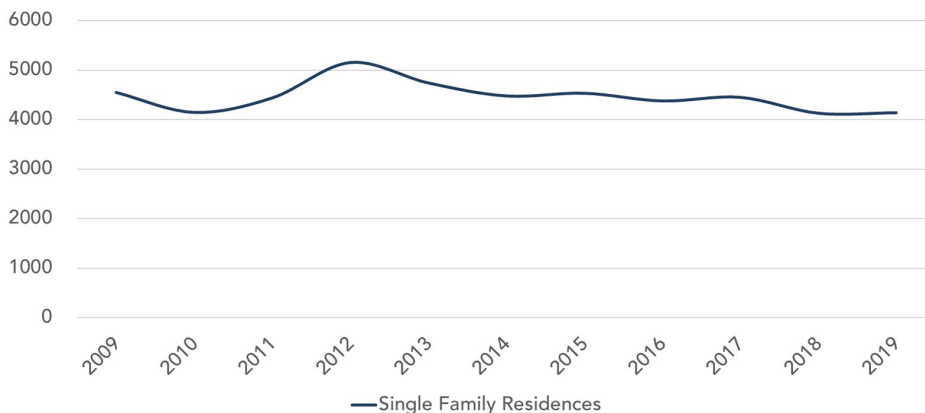
Single Family Residences
\$657,000
 -1.8% year-over-year

MEDIAN MARKET TIME



Single Family Residences
41 days
 +4 days year-over-year

NUMBER OF SALES



Single Family Residences
4,137
 +0.2% year-over-year