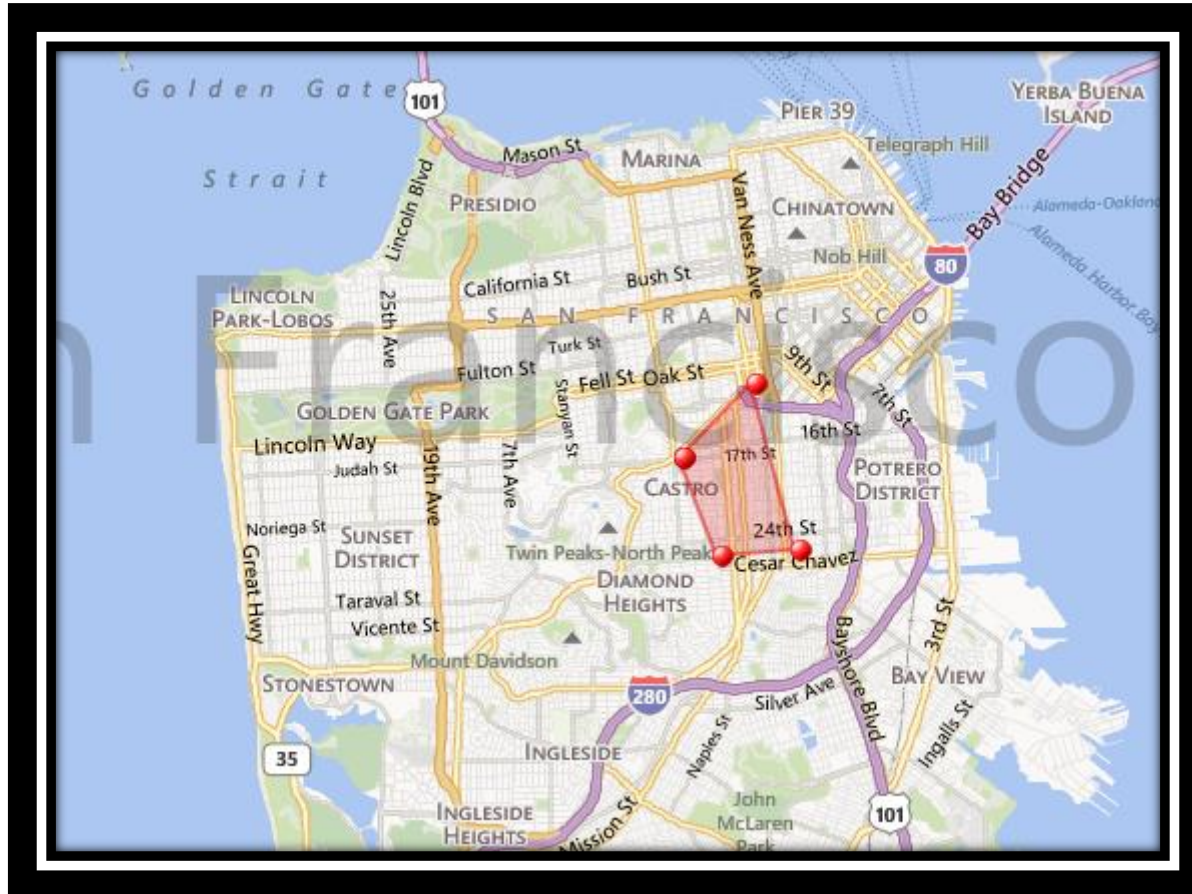


# The QUAD

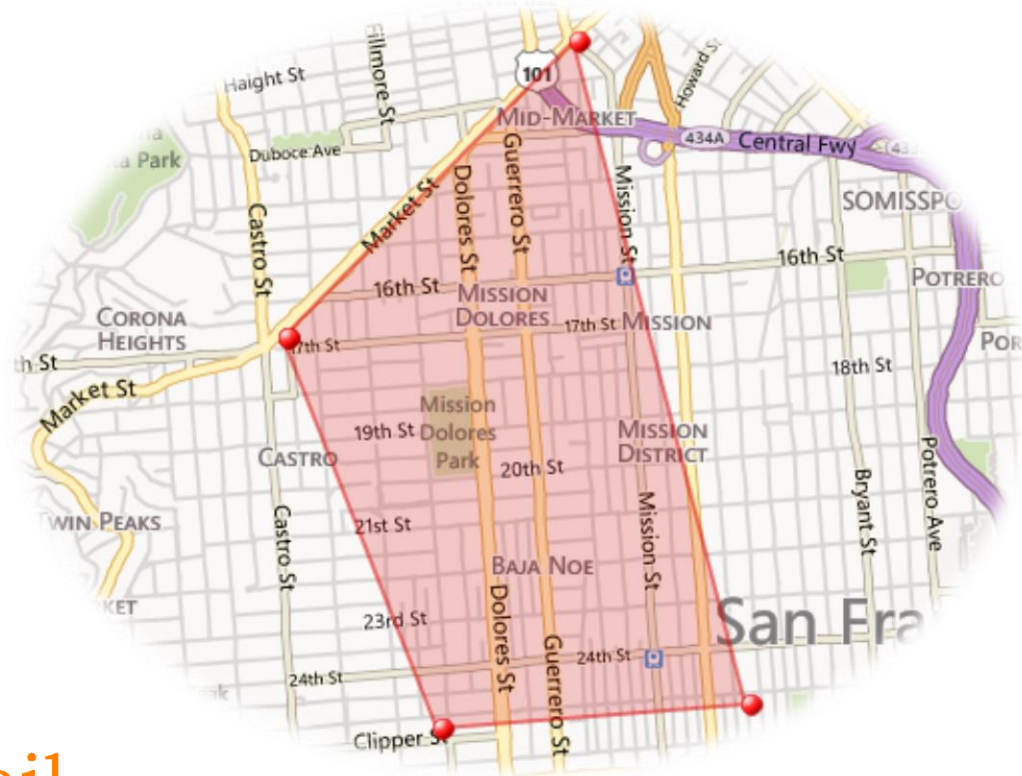
An Analysis of  
The area from the corner of 17th and Market to  
Market & Valencia to 25th and Shotwell to  
Dolores and 25th and back to 17th & Market



# The Big Picture



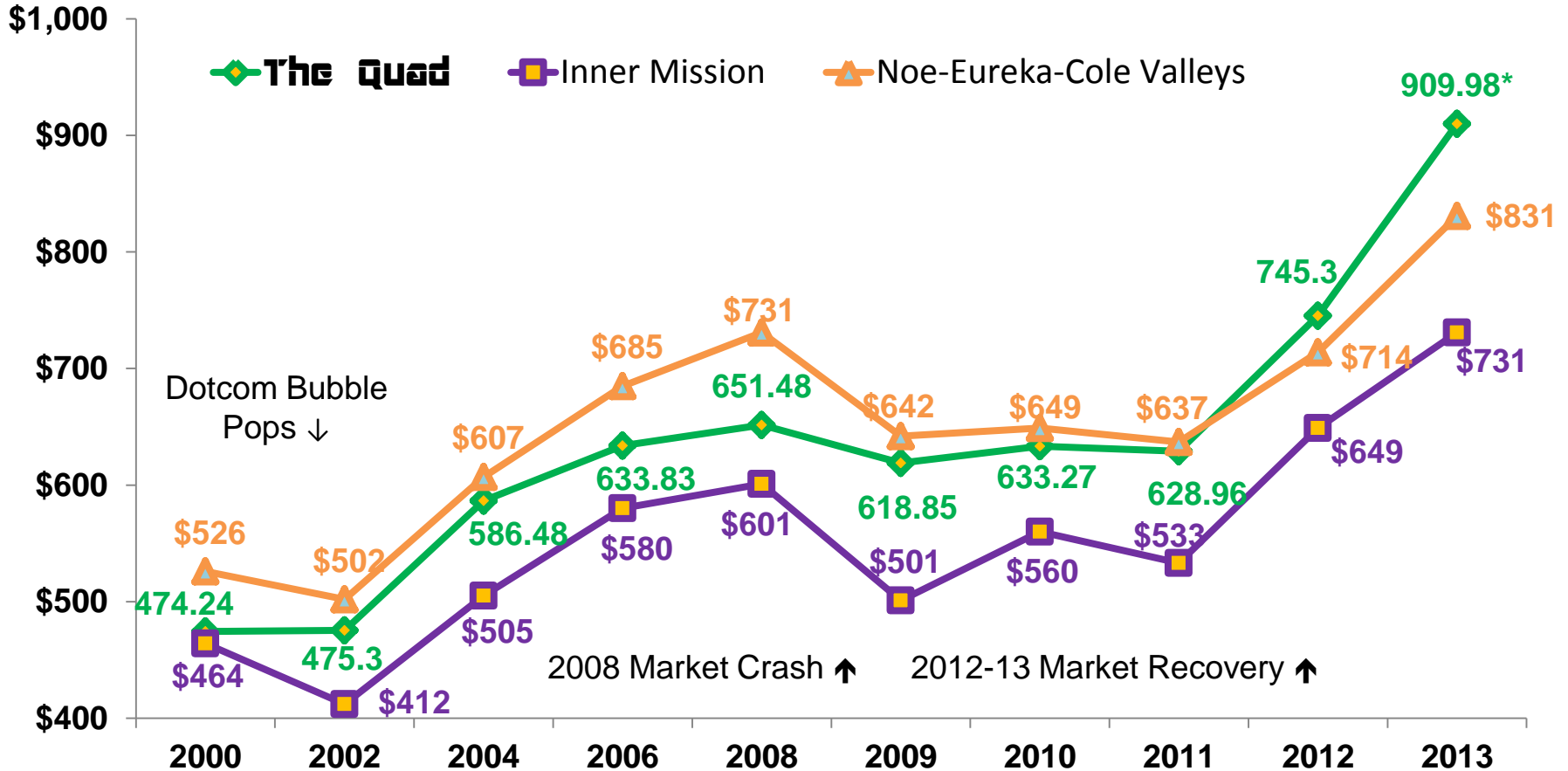
# The Zoom



# The Quad Takes Off

Intersection of 4 "Official" Hoods Outperforms Them All

The QUAD: Market & 17<sup>th</sup> to Market & Valencia to 25<sup>th</sup> & Shotwell to 25<sup>th</sup> & Church and back again



DOLLAR PER SQUARE FOOT (\$/sqft) is based upon the home's interior living space and is usually derived from appraisals or tax records, but is sometimes unreliable or unreported altogether. Statistical fluctuations do not always denote changes in value as they can be affected by other factors. All numbers should be considered approximate and subject to revision.

\*see note next slide on 3500 19<sup>th</sup> sales.

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# The Data



## TheQUAD

The area from the corner of 17th and Market to Market & Valencia to 25th and Shotwell to Dolores and 25th and back to 17th & Market

Year	Number of sales	High	Low	Median	Av. Ask	Av. Sale	% ofask	Av. sq footage	Av. price per sq/foot
2000	59	1,025,000	285,000	550,000	492,422	569,610	115.68	1158	474.24
2001	59	825,000	308000	499,500	498,826	505,988	101.44	1132	454.81
2002	50	850,000	271000	557,500	517,592	536,466	105.13	1144	475.3
2003	88	875,000	330000	597,000	564,442	574,841	102.73	1171	492.25
2004	62	985,000	400,000	675,000	628,151	682,594	109.19	1182	586.48
2005	66	1,114,000	440000	752500	660,423	744,439	112.48	1134	659.93
2006	75	1,175,000	495000	755000	732,985	740,521	102.41	1144	633.83
2007	58	1,375,000	480000	832500	794,447	814,776	104.18	1201	680.18
2008	49	1,404,000	450000	800000	818,755	810,908	100.75	1253	651.48
2009	65	1,200,000	399000	685000	738,120	703,477	97.84	1108	618.85
2010	56	1,200,000	465000	758000	776,552	777,013	100.54	1257	633.27
2011	71	1,249,000	300000	778000	1,566,132	761,627	1011	1251	628.96
2012	48	1,215,000	432500	830000	791,188	826,813	104.8	1133	745.3
*2013	76	2,300,000	535000	1000000	975,380	1,081,321	110.91	1155	909.98

\*numbers for 2013 do not include square footage on very high sales at 3500 19<sup>th</sup> @ Valencia because I could not verify the square footage. It was reputedly over 1400/square foot and also all sales were not included in the MLS. It stands to reason the average would be even higher if these figures could have been included.

# The What



- The Quad is an area that crosses four SFARMLS real estate districts:
  - Inner Mission
  - Eureka Valley
  - Mission Dolores
  - Noe Valley
- Certain high value buyers ONLY want to be in this area.
- It is bigger than the “Valencia Corridor” and includes the view areas of Dolores Heights
- Because it is crossing the borders of official SF MLS “hoods” it’s hard to analyze prices and trends.

# The People

- Young – most under 40 years old
- Educated
- Working in high tech/biotech/startups
- Extremely affluent
  - THE residential destination for the new/young billionaires as well as those who work for them



# The Why

- Urban living at its best
  - Walkable/Bikeable
  - Fine & casual dining restaurants open late
    - too busy to cook daily
    - often work late with long commutes
  - Easy access to nightlife and social spaces for interaction with peers
  - Great shopping for food, clothes, and household goods
  - Easy travel to work
    - Shuttles
    - Public transit
    - Bike routes
    - Freeway access
- To be near their friends and colleagues
- To be seen as living somewhere cool
- Good weather!





# The Hot Spots



- **Dolores Park** – “This is where all my friends are all the time.”
- **BiRite** – “I only shop at BiRite”
- **20<sup>th</sup> & Valencia** - Shotwell and 20<sup>th</sup> is “Too Far!” (*Seriously? It is 3 blocks.*)
- **21<sup>st</sup> Street from Guerrero to Dolores** will be the **Billionaires Row** or **Gold Coast** in San Francisco for this generation.



# The Wants

- Open Plan Living Areas
- A Second Bathroom
- A Third Bedroom
- High-end, up-to-the-minute finishes
- Laundry
- Period Details
- Parking
- LOCATION



# The Sales

Address	Type	Beds	Baths	Parking	Square Ft	PP Sq Foot	Date Closed	Ask	Sale	% of asking
3725 21st St	Condo	2	2	1	1450	1,241	11/05/13	1595000	1800000	110.77
3500 19th St #304	Condo	2	2.5	1	0		12/06/13	2150000	2200000	102.33
3500 19th St #305	Condo	2	2.5	1	0		11/27/13	2300000	2300000	100
49 Ford St	Condo	3	1.5	1	1515	1,097	02/27/14	1195000	1661800	139.06
466 Sanchez St	Single Family	4	3.5	2	3004	1,132	08/23/13	2999000	3400000	113.37
40 Lapidge St	Single Family	5	4	2	3026	925	01/18/13	2550000	2800000	109.8
507 Capp St	Single Family	5	6	3	4869	724	10/31/13	3600000	3525000	97.92
3450 21st St*	Single Family	4	3	3	5542	1,804	11/14/12	0	9999000	non MLS
36-38 Camp St	2 Units	7	5	2	3802	938	11/20/13	3550000	3565000	103.51

\*Word on the street says the buyer was Mark Zuckerberg.

