

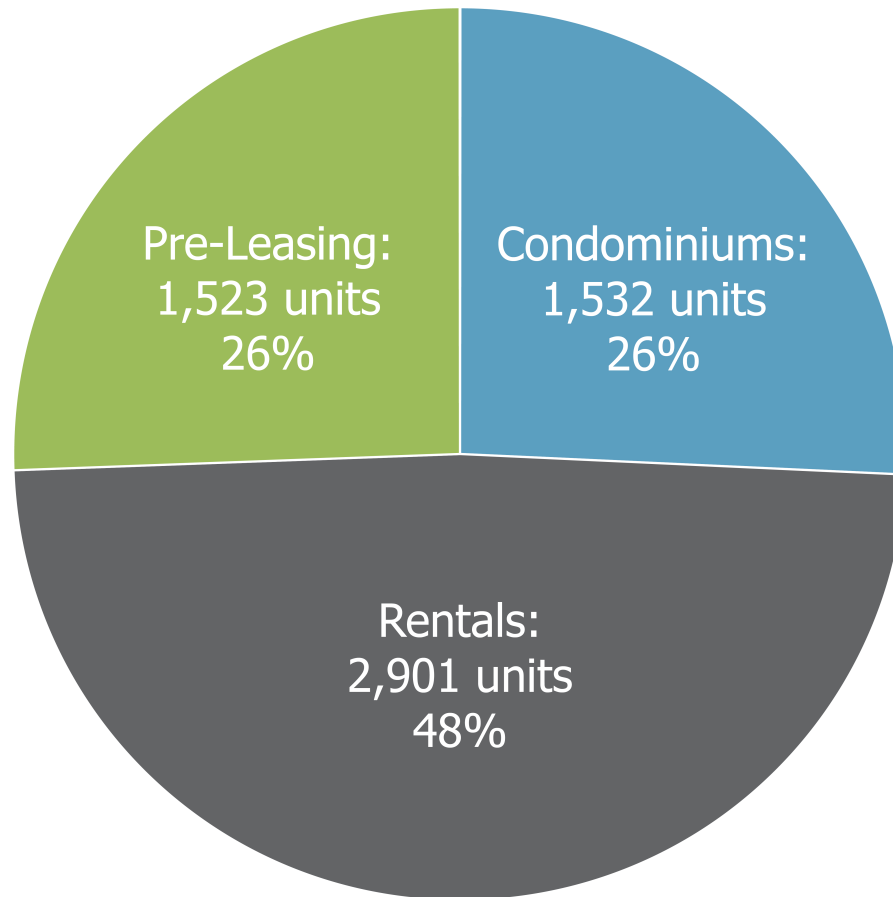
2014: What's Next For Housing in SF?



Alan P. Mark | The Mark Company | October 1, 2013

Inventory Trends

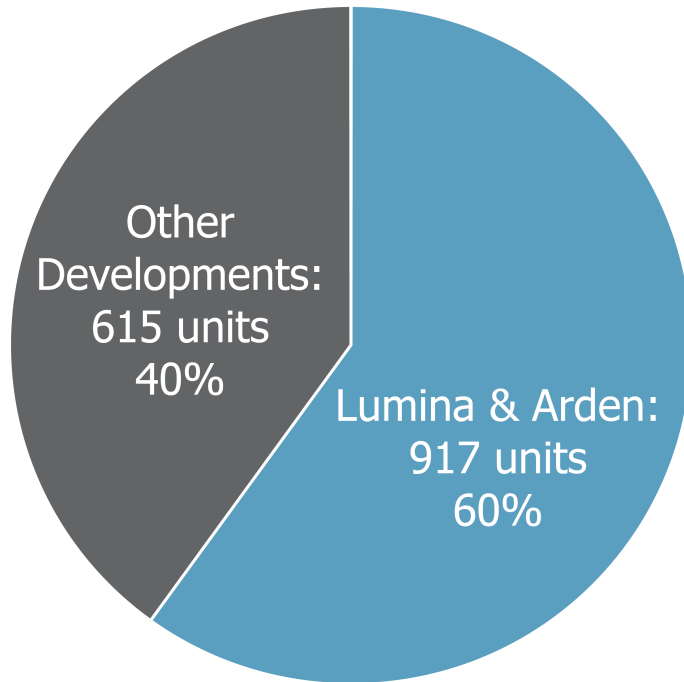
Under Construction Pipeline



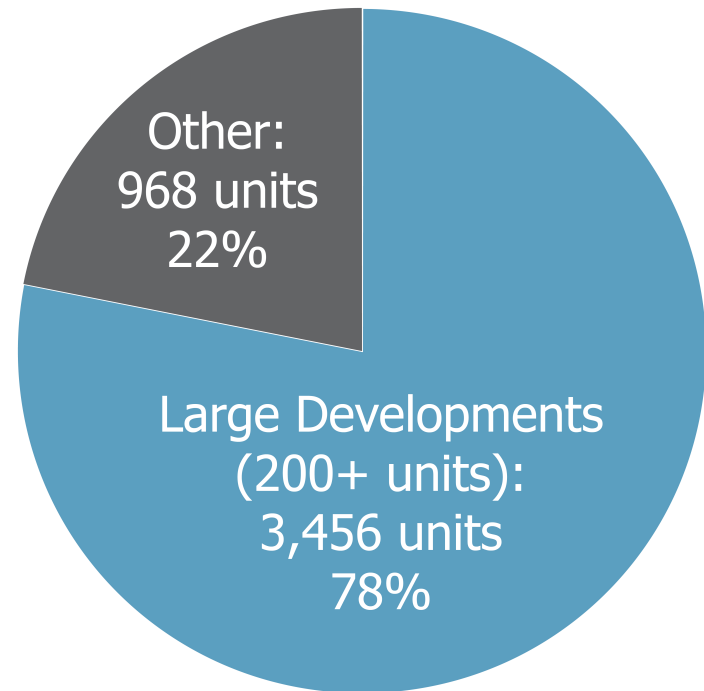
Inventory Trends

Under Construction Pipeline

Condominiums



Rentals



Inventory Trends

Currently Selling

- 6 projects currently selling
- Majority have <100 units
- Approximately 180 units available

Marketing To Buyers

- Healthy tech boom
- Gen Y/First time buyers
- Baby Boomers & 2nd homes
- Neighborhood marketing
- Lifestyle amenities
- Incorporating technology



Marketing To Buyers

- Leasing & Sales Centers as retail
- Model Homes as differentiator
- Search Engine Optimization (SEO), Search Engine Marketing (SEM) & Social Media
- No print



Pricing

Condominiums

- Closed new construction condominiums in SOMA averaged \$1,000/SF during 2013
- List prices range between approximately \$814 - \$1,086/SF

Rentals

- Brand new rentals range between \$2.87 - \$6.30/SF
- Average of \$4.29/SF
- The Lofts at Seven achieved \$6.50/SF

Trends

Three main types of scenarios today:

1) New construction as condos

- Longer term projects
- Large projects still seeking financing

2) New construction

- Condos or rentals, but financed as rentals
- Under construction or close to breaking ground

3) Apartments that could convert

Trends

Financing

- Who has the money?
- Who is willing to lend on condos?
- Who is the team?