



"Linda is an expert at pricing a property to sell in a timely manner no matter what the market is doing. That's because she is on top of the stats - a real professional. Her staging tips and marketing expertise proved invaluable in the three transactions she completed for me in the past few months." —J.K. Benson

Linda Murphy
Associate Broker

505 780-7711
505 946-4040
linda@lindamurphy.com
www.lindamurphy.com

of units sold year over year -up 66%, the average sales price dropped by 21% in 2010 bringing down the average sales price to \$772,087 as compared to the 2009 average sales price of \$983,077.

I further studied the average price per square foot, which also declined significantly by 26%, now hovering around \$346.00 a square foot as compared with the 2009 number of \$468.00.

What is this telling us? At least for the sales that occurred during 2010, the majority of the sales were on the lower end as compared to the sales in 2009. That is not to say that we did not have some higher priced homes selling in the Historic Eastside, it is only to say that the preponderance of sales were in the lower end, thereby bringing down the overall average sales price, as well as the average price per square foot.

In 2009 nearly 39% of the total sales in Core Historic were over 1 million dollars, whereas in 2010 only 25% of the sales were over 1 million dollars, but twice as many sales in the under \$500,000 category. Essentially what this is telling us (at least for this past year) is what seems to be selling are lower end properties, many being condominiums and to a lesser extent higher priced homes.

The Good..The Bad..and The Future... A two year comparison...

I have been asked by countless clients about how the Santa Fe Real Estate market is fairing, so I decided that many of you might want to know the real facts and figures. In a nutshell, the data is mixed with some good news and some not-so-good news.

In this newsletter I focus on the greater Santa Fe area (city and county single family residences) with numbers broken down for both county and city compared across a two year time span and then a further dissection for just the "Core Historic" area which I define as the following boundaries: Santa Fe River to the North, Old Santa Fe Trail to the West, Garcia to the South and Camino del Monte Sol to the East. I analyzed the total number of units sold and average prices for the city versus county comparison and I added an additional dimension -average price per square foot for the Core Historic District. (See graphs of the back of this newsletter)

What the numbers are showing: As a whole our Santa Fe numbers are showing consistent trends with the rest of

the nation which when generalized indicate that city properties are holding up better than county properties. Within the city limits the number of units sold increased by approximately 11% along with an 11% increase in average price. The average price of a typical Santa Fe City single family residence in 2010 is approximately \$341,750 up from the 2009 estimate of \$308,000. The county on the other hand experienced equal numbers of sales year over year, but lost approximately 5% in average sales price, coming in at approximately \$367,588.

What I found to be the most interesting statistic was the comparison between all residential sales (single family homes+condos) in the Core Historic District. While we had a phenomenal increase in number





Linda Murphy
Sotheby's

INTERNATIONAL REALTY
 231 Washington Ave.
 Santa Fe NM 87501
 505 780-7711
 505 988-8088
 linda@lindamurphy.com
 www.lindamurphy.com

PRSRT STD
 U.S. POSTAGE
 PAID
 SANTA FE, NM
 PERMIT NO. 463

I believe we are likely to see this change in 2011-2012 with the wealthier client feeling more confident about the overall economy and economic recovery that seems to be underway, along with recent runs in the stock market, adding dollars to their portfolios.

A more bullish stock market rally often precedes and signals by several months a bullish transition for the housing market sector as well. Housing will generally lag the stock market rally by several months when entering into a bullish housing recovery. Often a housing downturn can precede and somewhat predict a future downturn in the stock market as well. Both markets seem to be consistently intertwined, often one leading the other.

If the current stock market rally is indeed a good bell weather and indicator, I presume that we will see a definite and clear improvement in the housing market, particularly starting in the upper end in 2011. We may see our previous pattern reverse with more signs of life in the higher end properties, which clearly will benefit the Core Historic area along with other higher end communities.

—Linda Murphy

