

APRIL 15, 2025 - WRITTEN BY STEVEN THOMAS

ACCURATE PRICING IS CRUCIAL

AS SELLERS ENCOUNTER THE SLOWEST SPRING MARKET SINCE THE COVID LOCKDOWN IN 2020, CAREFUL, DELIBERATE PRICING IS ESSENTIAL TO SECURE SUCCESS.



Time for spring cleaning and garage sales. Many homeowners participating in the neighborhood garage sale quickly realize the importance of careful, meticulous pricing. Most buyer activity occurs the moment items are strategically placed on the driveway. After the first hour or two, the crowds diminish and sellers are left scratching their heads and second-guessing their pricing. After adjusting the price lower, they know that the longer they wait, the fewer shoppers arrive, and the higher the probability they will not be able to move their used merchandise.

Today's sellers are also realizing the importance of careful, meticulous pricing. It does not feel like a typical Spring Market. There is much more seller competition, the market is slowing weekly, and sellers are left second-guessing their price. They realize that the spring clock is ticking. The longer sellers are on the market, the fewer buyer showings, and the more doubt sets in.

Precise pricing is crucial in securing success, especially this year. It sets the stage for immediate buyer interest and is the most critical first impression before a buyer even sets foot in a home. Today's buyers are educated and understand value after immersing themselves in the housing market for several weeks. They utilize their favorite real estate app and wait for the next home to hit the market. They look at every photo and soak in all the details: bedrooms, bathrooms, square footage, condition, upgrades, location, lot size, amenities, year built, garages, storage, view, etc. **The price is most important.** It is the differentiator between a buyer choosing to see the home in person or waiting for the next home to hit the market.

After the initial 10 days of coming on the market, most seasoned buyers have seen a home. Even if they decide not to tour the house in person, they feel as if they have at least completed a "phone tour" and are ready to move on to the next one. The longer a home is exposed to the market, the less activity it receives. **Many sellers mistakenly expect a giant boost in showing activity after adjusting the asking price lower. When a seller reduces the asking price, it is not met with eager anticipation and excitement like when it was initially placed on the market.** Currently, 32% of all active listings in San Diego County have reduced the asking price at least once. Sellers do not get a second chance at the initial first impression.

San Diego County - March 2025

Reduction	% of Sales	Sales to Last List Price Ratio	Sales to Original List Price Ratio	Median DOM
No Reduction	77%	99.6%	99.6%	12 Days
1% to 4%	12%	97.6%	95.0%	45 Days
5% or more	11%	96.0%	87.2%	66 Days

The data illustrates that initial, meticulous pricing is the best strategy to walk away with the most money in the least amount of time. Yet, when a seller starts overpriced, requiring a reduction to secure success, the seller walks away with less. The sales price to **last** list

price ratio demonstrates that accurate pricing is crucial. This refers to the final list price before becoming a pending sale. These are averages, meaning there are exceptions, but the overall trend is mind blowing. In San Diego County, 77% of all closed sales in March did not reduce the asking price. The sales price to **last** list price ratio for these homes was 99.6%, meaning, on average, a home appropriately priced sold close to its initial asking price. A house listed at \$1 million sold for \$996,000, \$4,000 below the asking price. The median days on the market before becoming a pending sale was 12 days, revealing that accurate pricing also means noticeably less time on the market.

12% of all closed sales reduced their asking prices between 1% and 4%. The sales-to-last list price ratio for these homes was 97.6%, and it took 45 days (median) to become a pending sale, a month-and-a-half. A house that reduced its list price to \$1 million sold for \$976,000, a considerable \$20,000 less than the homeowners with no reduction.

For homes that reduced their asking prices by 5% or more, 11% of closed sales in March, the sales-to-last list price ratio was 96.0% after being on the market for 66 days (median), over two months. A home that finally reduced its price to \$1 million sold for \$960,000, a shocking \$36,000 less than the homeowners who did not need to reduce the asking price.

The sales price to **original** list price ratio reveals how far off the mark many sellers are when they finally arrive at a home's actual market value. This is the price of a home when it initially comes on the market before any price reductions. For homes that reduced the asking price between 1% and 4%, the sales price to original list price ratio was 95.0%. For example, a house initially listed at \$1,027,000 had to reduce the asking price to \$1 million to secure success and ultimately sold for \$976,000, an astonishing \$51,000 less than the original price.

Homes that reduced the asking price by at least 5% had a sales-to-original list price ratio of 87.2%. A house initially listed at \$1,101,000 had to lower the asking price, often more than once, to \$1 million to find success, and ultimately sold for \$960,000. That is an eye-opening \$141,000 less than the original asking price.

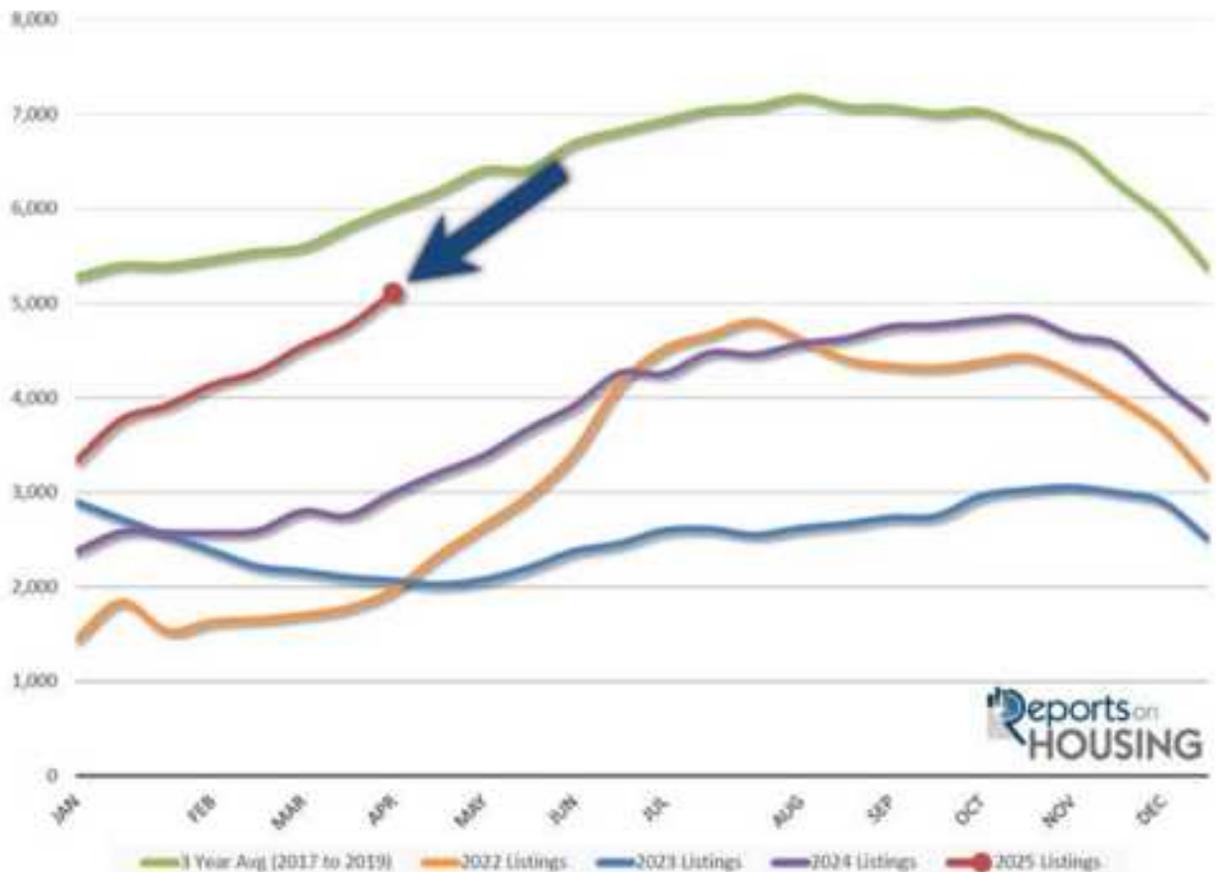
Given the increased competition, this year is proving to be a lot harder for sellers. The supply of available homes to purchase is up 71% over last year and at its highest level since 2020. Buyer demand (a snapshot of the number of new pending sales over the prior month) is only up 4% compared to last year. Demand is nearly identical to the previous two years, yet inventory is up considerably. Given the significant extra supply and similar annual demand, the Expected Market Time (the number of days it takes to sell all San Diego County listings at the current buying pace) is at 80 days, its highest April level since the 88-day reading during the pandemic lockdown in 2020. It was at 49 days last year. In addition, the Expected Market Time is on the rise. It was at 71 days, its hottest point of the year, six weeks ago. Demand may have reached its peak two weeks ago, while the inventory will, at the very least, continue to rise unabated through the Summer Market. The market will continue to cool weekly until the inventory peaks much later in the year.

For homeowners about to place their homes on the market, it is imperative to scrutinize every comparable pending and closed sale and spend as much time as possible, carefully arriving at a home's **Fair Market Value**. That does NOT mean adding a bit of cushion for negotiations or "testing" the market to see if a price is obtainable. That amounts to wasting valuable market time and ultimately walking away with less money. For sellers who have stretched the asking price and need to adjust the asking price to secure success, the longer the wait, the slower the market will become.

The active listing inventory increased by 358 homes in the past two weeks, up 8%, and now sits at 5,114, its highest level since May 2020. The inventory has far surpassed last year's 4,884 October peak. The inventory is growing much faster this year because many more homes are coming on the market compared to the previous couple of years. Yet, demand has remained muted at very similar year-over-year levels. There were 1,745 additional FOR SALE signs from January through March compared to last year, 21% extra. Compared to two years ago, there were 2,976 more signs, 43% extra. These extra homes on the market are accumulating fast and are responsible for the week-to-week slowing in the housing market. This will continue through the Spring and Summer Markets.

Last year, the inventory was at 2,992 homes, **41% lower, or 2,122 fewer**. The 3-year average before COVID (2017 through 2019) was 6,010, an additional 896 homes, or 18% more.

SAN DIEGO COUNTY ACTIVE LISTING INVENTORY YEAR-OVER-YEAR

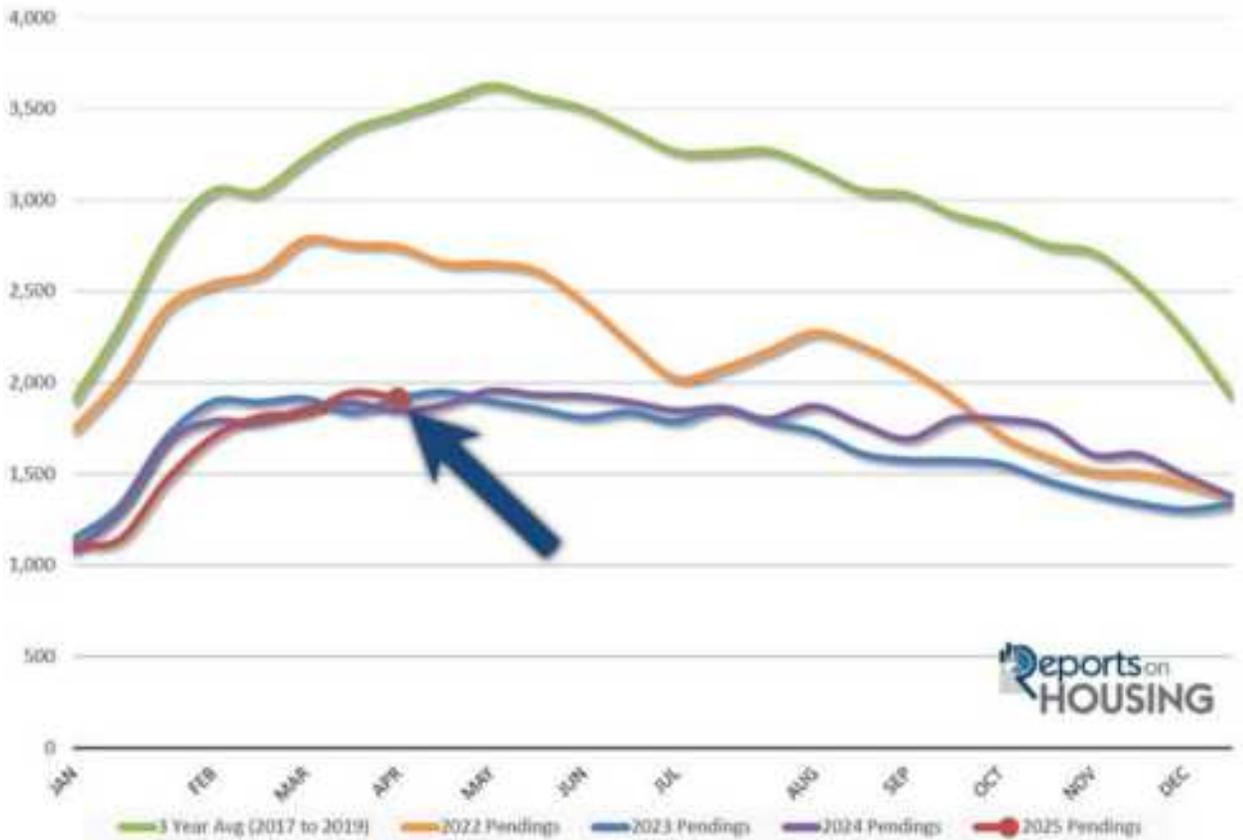


Homeowners continue to “hunker down” in their homes, unwilling to move due to their current underlying, locked-in, low fixed-rate mortgage. It became a crisis once rates skyrocketed in 2022. For March, 3,531 new sellers entered the market in San Diego County, 1,348 fewer than the 3-year average before COVID (2017 to 2019), 28% less. Last March, there were 2,913 new sellers, 18% fewer than this year. More sellers are opting to sell compared to the previous couple of years.

Demand, a snapshot of the number of new pending sales over the prior month, decreased from 1,946 to 1,919 in the past couple of weeks, down 27 pending sales, or 1%, its first decline of the year. It appears as if demand peaked at 1,946 pending sales two weeks ago. Since demand has likely reached its annual peak, it will continue to fall slowly through the Spring and Summer markets. The recent reversal of mortgage rate momentum will not help. Mortgage rates were stuck above 7% from mid-December through mid-February. They then dropped to about 6.75% and remained there until the introduction of tariffs. Now mortgage rates are hovering around 7% again. Economic volatility and uncertainty have not been helping rates, eating into affordability and potential activity. For perspective, rates hit 7.5% three times last year. So even with the recent instability, year-over-year affordability has improved.

As the Federal Reserve has indicated, watching all economic releases for signs of slowing is essential. That is the only path to lower mortgage rates right now. These releases can move mortgage rates higher or lower, depending on how they compare to market expectations. This Wednesday, Retail Sales will be released. Next week, the S&P Global Manufacturing and Services PMI will be released on Wednesday. Future tariff announcements could impact rates as well.

SAN DIEGO COUNTY DEMAND YEAR-OVER-YEAR

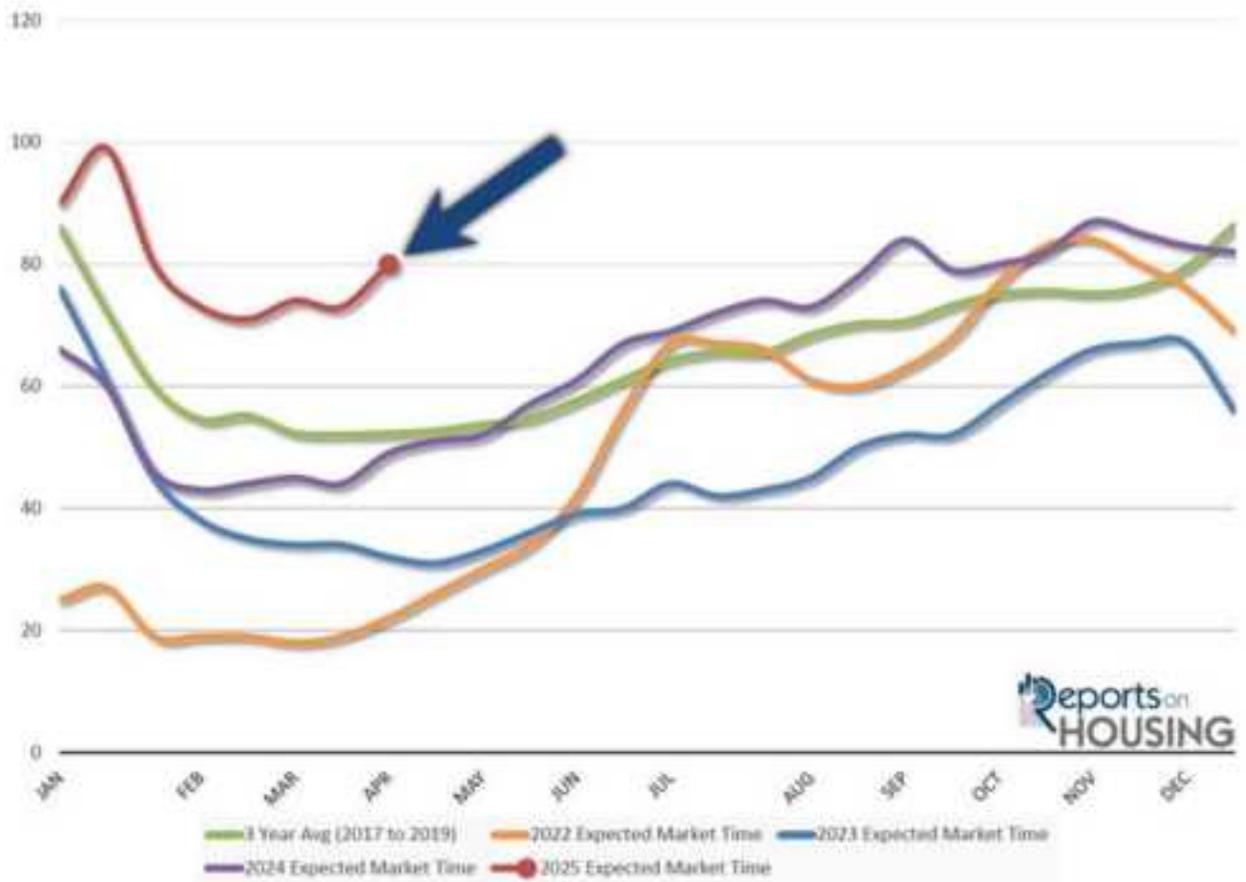


Last year, demand was 1,847, with **72 fewer pending sales or 4% less**. The 3-year average before COVID (2017 to 2019) was 3,466 pending sales, **81% more than today, or an additional 1,547**.

With supply of available homes rising by 358 homes, up 8%, and demand falling by 27 pending sales, down 1%, the Expected Market Time (the number of days it takes to sell all San Diego County listings at the current buying pace) increased from 73 to 80 days in the past couple of weeks. It is the slowest reading since late-January's 80-day reading. Last year, it was 49 days, substantially faster than today. The 3-year average before COVID was 52 days, which is also quicker than today. The previous reading above 73 days at the start of April occurred during the COVID lockdowns in 2020, when it reached a peak for that year at 88 days.

SAN DIEGO COUNTY

EXPECTED MARKET TIME YEAR-OVER-YEAR (IN DAYS)



In the past couple of weeks, the luxury inventory of homes priced above \$2 million (the top 10% of the San Diego County housing market) increased from 908 to 957 homes, up 49, or 5%. Luxury demand fell by 12 pending sales, down 6%, and now sits at 193. With supply soaring and demand falling, the Expected Market Time for luxury homes priced above \$2 million rose from 133 to 149 days, adding 16 days. The luxury market is considerably slower than the lower ranges. Expect the luxury market to slow as more homes come on during the Spring and Summer Markets.

Year over year, the active luxury inventory is up by 269 homes or 39%, and luxury demand is down by 9 pending sales, or 4%. Last year's Expected Market Time was 102 days, substantially faster than today.

In the past two weeks, the Expected Market Time for homes priced between \$2 million and \$4 million increased from 106 to 120 days. For homes priced between \$4 million and \$6 million, the Expected Market Time increased from 172 to 213 days. For homes priced above \$6 million, the Expected Market Time decreased from 453 to 358 days. At 358 days, a seller would be looking at placing their home into escrow around **April 2026**.

SAN DIEGO COUNTY MARKET BREAKDOWN

PRICE RANGES & MARKET SPEED	MARKET TIME	% OF CURRENT INVENTORY	% OF CURRENT DEMAND	LAST YEAR
\$0 - \$750k 	78 Days	32%	33%	41 Days
\$750k - \$1m 	58 Days	21%	29%	34 Days
\$1m - \$1.25m 	74 Days	10%	11%	37 Days
\$1.25m - \$1.5m 	80 Days	9%	9%	57 Days
\$1.5m - \$2m 	89 Days	10%	8%	63 Days
\$2m - \$4m 	120 Days	12%	8%	80 Days
\$4M - \$8M 	213 Days	3%	1%	125 Days
\$6m + 	358 Days	3%	1%	321 Days



SAN DIEGO COUNTY HOUSING SUMMARY



- **INVENTORY:** The active listing inventory in the past couple of weeks increased by 358 homes, up 8%, and now sits at 5,114, its highest level since May 2020. In March, 28% fewer homes came on the market compared to the 3-year average before COVID (2017 to 2019), 1,348 less. Yet, 618 more sellers came on the market this March compared to March 2024. Last year, there were 2,992 homes on the market, 2,122 fewer homes, or 41% less. The 3-year average before COVID (2017 to 2019) was 6,010, or 18% extra.
- **DEMAND:** Buyer demand, the number of pending sales over the prior month, decreased by 27 pending sales in the past two weeks, down 1%, and now totals 1,919, its first decline of the year. Last year, there were 1,847 pending sales, **4% less**. The 3-year average before COVID (2017 to 2019) was 3,466, or **81% more**.
- **MARKET TIME:** With supply surging and demand slightly falling, the Expected Market Time, the number of days to sell all San Diego County listings at the current buying pace, climbed from 73 to 80 days in the past couple of weeks, its slowest pace since late-January's 80 days. Last year, it was 49 days, substantially faster than today. The 3-year average before COVID (2017 to 2019) was 52 days, which is also quicker than today.
- **LUXURY:** In the past two weeks, the Expected Market Time for homes priced between \$2 million and \$4 million increased from 106 to 120 days. For homes priced between \$4 million and \$6 million, the Expected Market Time increased from 172 to 213 days. For homes priced above \$6 million, the Expected Market Time decreased from 453 to 358 days.
- **DISTRESSED HOMES:** Short sales and foreclosures combined, comprised only 0.4% of all listings and 0.9% of demand. Only eight foreclosures and 17 short sales are available today in San Diego County, with 21 total distressed homes on the active market, up four from two weeks ago. Last year, eight distressed homes were on the market, similar to today.
- **CLOSED SALES:** There were 1,860 closed residential resales in March, down 7% compared to March 2024's 2,001, but up 13% from February 2025. The sales-to-list price ratio was 98.9% for San Diego County. Foreclosures accounted for 0.1%, and short sales accounted for 0.2% of all closed sales. That means that 99.7% of all sales were sellers with equity.

SAN DIEGO COUNTY MARKET TIME REPORT

APRIL 15, 2025 - ACCURATE PRICING IS CRUCIAL

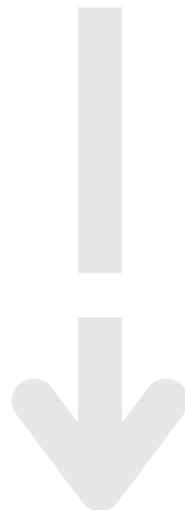
SAN DIEGO COUNTY CITIES	CURRENT ACTIVES	DEMAND (LAST 30 DAYS PENDING)	MARKET TIME (IN DAYS)	MARKET TIME 1-WEEKS AGO	MARKET TIME 4-WEEKS AGO	MARKET TIME 1-YEAR AGO	MARKET TIME 2-YEARS AGO	MEDIAN ACTIVE LIST PRICE
4/10/2025								
Alpine	42	11	115	103	98	35	30	\$1.2m
Bonita	31	8	116	165	71	46	42	\$1.2m
Bonsall	28	5	168	270	165	52	83	\$1.2m
Borrego Springs	46	13	106	107	155	78	41	\$370k
Campo	12	4	90	110	330	40	23	\$515k
Cardiff by the Sea	18	8	68	60	63	44	40	\$2.2m
Carlsbad	224	95	71	66	82	48	38	\$1.6m
Carmel Valley	80	30	80	72	61	40	37	\$1.7m
Chula Vista	201	109	55	50	55	36	18	\$830k
City Heights	36	20	54	58	86	25	16	\$604k
Clairemont	59	25	71	36	37	38	14	\$1.2m
Coronado	109	18	182	137	294	139	50	\$2.9m
Del Cerro	42	34	37	38	66	41	20	\$915k
Del Mar	49	17	86	144	120	96	108	\$3.8m
Downtown	302	38	238	197	162	134	71	\$722k
El Cajon	214	83	77	77	99	42	23	\$774k
Encanto	48	39	37	37	68	44	18	\$780k
Encinitas	102	21	146	92	78	63	51	\$2.7m
Escondido	249	130	57	60	66	51	26	\$890k
Fallbrook	151	57	79	87	79	63	41	\$1.0m
Imperial Beach	53	10	159	110	78	120	47	\$869k
Jamul	25	11	68	68	109	60	75	\$1.4m
Julian	39	7	167	330	180	125	107	\$649k
La Jolla	142	42	101	102	99	89	92	\$3.3m
La Mesa	92	41	67	68	52	38	30	\$944k
Lakeside	73	26	84	69	52	38	12	\$850k
Lemon Grove	32	11	87	60	55	36	8	\$750k
Linda Vista	50	21	71	71	53	22	15	\$830k
Mira Mesa	65	29	67	59	45	36	23	\$995k
Mission Hills/Hillcrest	97	24	121	106	114	59	86	\$1.2m
Mission Valley	92	24	115	111	94	29	21	\$588k
National City	29	11	79	96	113	58	24	\$650k
Normal Heights	61	22	83	92	60	72	27	\$1.2m
North Park	49	18	82	78	80	51	24	\$799k
Ocean Beach	47	7	201	100	55	73	27	\$2.0m
Oceanside	318	135	71	55	51	43	29	\$850k
Old Town SD	44	12	110	132	43	38	24	\$799k
Otay Mesa	47	37	38	35	51	28	9	\$715k
Pacific/Mission Beach	104	20	156	153	97	62	73	\$1.6m
Paradise Hills	10	17	18	23	21	29	13	\$700k
Pauma Valley	12	3	120	195	Infinite	48	40	\$1.3m
Pine Valley	6	3	60	30	30	INF	20	\$595k
Point Loma	58	17	102	103	101	124	63	\$2.0m
Poway	101	28	108	87	118	33	39	\$1.6m
Ramona	98	45	65	69	116	37	28	\$934k
Rancho Bernardo	113	47	72	58	67	40	18	\$860k
Rancho Peñasquitos	56	34	49	36	51	27	17	\$1.2m
Rancho Santa Fe	118	7	506	210	219	150	100	\$6.8m
San Carlos	36	15	72	48	40	27	15	\$840k
San Diego	1,849	676	82	71	69	47	28	\$899k
San Marcos	140	77	55	76	83	38	27	\$908k

SAN DIEGO COUNTY MARKET TIME REPORT

APRIL 15, 2025 - ACCURATE PRICING IS CRUCIAL

SAN DIEGO COUNTY CITIES	CURRENT ACTIVES	DEMAND (LAST 30 DAYS PENDING)	MARKET TIME (IN DAYS)	MARKET TIME 2-WEEKS AGO	MARKET TIME 4-WEEKS AGO	MARKET TIME 1-YEAR AGO	MARKET TIME 2-YEARS AGO	MEDIAN ACTIVE LIST PRICE
4/10/2025								
San Ysidro	12	5	72	55	105	23	90	\$615k
Santaluz	88	40	66	69	84	50	43	\$1.4m
Santee	79	46	52	52	50	25	21	\$784k
Scripps Ranch	52	13	120	83	79	29	30	\$1.5m
Solana Beach	45	16	84	161	185	94	105	\$2.5m
Spring Valley	75	37	61	52	50	37	24	\$809k
Tierrasanta	20	15	40	38	25	16	24	\$730k
University City	49	19	77	54	43	47	33	\$715k
Valley Center	62	18	103	71	80	92	39	\$1.2m
Vista	136	60	68	54	57	48	28	\$997k
All of S.D.	5,114	1,919	80	73	74	49	32	\$975k

SAN DIEGO COUNTY PRICE RANGES REPORT



SAN DIEGO COUNTY PRICE RANGE REPORT

APRIL 15, 2025 - ACCURATE PRICING IS CRUCIAL

SAN DIEGO COUNTY ATTACHED HOMES	CURRENT ACTIVES	DEMAND (LAST 30 DAYS PENDING)	MARKET TIME (IN DAYS)	MARKET TIME 2-WEEKS AGO	MARKET TIME 4-WEEKS AGO	MARKET TIME 1-YEAR AGO	MARKET TIME 2-YEAR AGO	MEDIAN ACTIVE LIST PRICE
4/10/2025								
All of S.D.	2,089	656	96	86	86	48	27	\$697k
S.D. \$0-\$500k	476	145	98	93	99	49	17	\$432k
S.D. \$500k-\$750k	751	264	85	72	76	39	18	\$625k
S.D. \$750k-\$1m	388	143	81	77	81	44	29	\$840k
S.D. \$1m-\$2m	324	85	114	96	84	66	-	\$1.3m
S.D. \$2m+	150	19	237	265	167	110	-	\$2.9m

SAN DIEGO COUNTY DETACHED HOMES	CURRENT ACTIVES	DEMAND (LAST 30 DAYS PENDING)	MARKET TIME (IN DAYS)	MARKET TIME 2-WEEKS AGO	MARKET TIME 4-WEEKS AGO	MARKET TIME 1-YEAR AGO	MARKET TIME 2-YEAR AGO	MEDIAN ACTIVE LIST PRICE
4/10/2025								
All of S.D.	3,025	1,263	72	67	68	49	36	\$1.3m
S.D. \$0-\$500k	147	50	88	129	159	76	54	\$350k
S.D. \$500k-\$750k	264	173	46	45	52	30	20	\$650k
S.D. \$750k-\$1m	675	407	50	46	49	31	22	\$875k
S.D. \$1m-\$1.25m	388	172	68	58	55	36	29	\$1.1m
S.D. \$1.25m-\$1.5m	356	143	75	60	57	52	33	\$1.4m
S.D. \$1.5m-\$2m	388	144	81	82	67	57	41	\$1.7m
S.D. \$2m-\$4m	493	138	107	91	100	76	78	\$2.7m
S.D. \$4m-\$6m	151	23	197	158	187	135	-	\$5.0m
S.D. \$6m+	163	13	376	492	517	305	-	\$9.7m

SAN DIEGO COUNTY ALL HOMES	CURRENT ACTIVES	DEMAND (LAST 30 DAYS PENDING)	MARKET TIME (IN DAYS)	MARKET TIME 2-WEEKS AGO	MARKET TIME 4-WEEKS AGO	MARKET TIME 1-YEAR AGO	MARKET TIME 2-YEAR AGO	MEDIAN ACTIVE LIST PRICE
4/10/2025								
All of S.D.	5,114	1,919	80	73	74	49	32	\$975k
S.D. \$0-\$500k	623	195	96	101	110	56	26	\$420k
S.D. \$500k-\$750k	1,015	437	70	62	67	35	19	\$630k
S.D. \$750k-\$1m	1,063	550	58	54	57	34	24	\$860k
S.D. \$1m-\$1.25m	510	207	74	64	57	37	31	\$1.1m
S.D. \$1.25m-\$1.5m	459	172	80	65	63	57	36	\$1.4m
S.D. \$1.5m-\$2m	487	165	89	87	73	63	53	\$1.7m
S.D. \$2m-\$4m	620	155	120	106	108	80	84	\$2.7m
S.D. \$4m-\$6m	170	24	213	172	196	125	157	\$5.0m
S.D. \$6m+	167	14	358	453	471	321	371	\$9.7m

*Data tabulated from CRM/S. This data may not reflect all real estate activity in the market. Due to Range Price Histograms, "All Homes," "Attached" and "Detached" totals do not add up and are slightly off.

SAN DIEGO COUNTY SOLD REPORT

APRIL 15, 2025 - ACCURATE PRICING IS CRUCIAL

SAN DIEGO COUNTY CITIES	UNITS SOLD MAR 2025	MEDIAN SALES PRICE	MEDIAN LIST PRICE	SALES TO LIST PRICE RATIO	LOW PRICE	HIGH PRICE	MEDIAN SQ.FT.	MEDIAN \$ PER SQ.FT.	MEDIAN DOM	UNITS SOLD MAR 2024
Alpine	17	\$1,055,000	\$1,049,000	98.9%	\$185,000	\$2,150,000	2,017	\$523	17	14
Bonita	10	\$1,192,038	\$1,149,000	100.3%	\$429,000	\$1,660,000	2,033	\$585	18	13
Bonsall	6	\$1,385,514	\$1,345,515	99.3%	\$823,000	\$2,220,000	2,889	\$489	22	7
Borrego Springs	3	\$215,000	\$230,000	98.3%	\$94,500	\$340,000	1,161	\$185	8	11
Camas	2	\$451,000	\$455,000	100.0%	\$390,000	\$520,000	1,040	\$438	23	4
Cardiff by the Sea	11	\$2,225,000	\$2,295,000	101.1%	\$985,000	\$5,493,552	1,792	\$1,242	13	11
Carlsbad	83	\$1,550,000	\$1,500,000	99.9%	\$328,000	\$4,400,000	2,020	\$767	16	101
Carmel Valley	32	\$1,500,000	\$1,471,500	100.0%	\$289,262	\$6,190,000	1,708	\$876	15	30
Chula Vista	113	\$825,000	\$820,000	100.2%	\$465,000	\$2,350,000	1,675	\$493	14	140
City Heights	16	\$551,000	\$562,500	99.8%	\$355,000	\$811,500	889	\$620	16	14
Claremont	35	\$1,125,000	\$1,125,000	99.2%	\$399,000	\$2,020,000	1,421	\$792	14	35
Conorado	15	\$2,775,000	\$2,925,000	97.7%	\$1,870,000	\$9,000,000	1,710	\$1,623	19	28
Del Cerro	20	\$1,090,000	\$1,088,500	99.4%	\$387,600	\$1,979,000	1,537	\$709	13	29
Del Mar	13	\$2,325,000	\$2,399,000	97.1%	\$1,030,000	\$10,950,000	2,398	\$970	14	12
Downtown	42	\$767,500	\$785,000	97.8%	\$325,000	\$3,448,000	1,205	\$637	21	55
El Cajon	62	\$780,000	\$772,500	100.3%	\$80,000	\$1,805,000	1,433	\$544	12	94
Encanto	18	\$778,000	\$775,800	99.6%	\$570,000	\$1,850,000	1,189	\$654	15	22
Escondido	44	\$1,985,000	\$1,995,000	98.1%	\$48,000	\$8,700,000	1,968	\$1,009	10	30
Escondido	103	\$775,000	\$795,000	99.6%	\$267,800	\$1,930,000	1,044	\$471	17	111
Fallbrook	45	\$825,000	\$849,985	99.1%	\$485,000	\$2,000,000	2,036	\$405	26	46
Imperial Beach	12	\$877,500	\$887,500	98.7%	\$708,000	\$1,400,000	1,494	\$587	18	9
Jamal	6	\$832,500	\$854,500	95.5%	\$400,000	\$1,849,000	2,177	\$382	27	5
Julian	6	\$582,000	\$584,000	97.3%	\$180,000	\$1,115,000	1,326	\$439	95	8
La Jolla	46	\$2,147,750	\$2,237,250	96.7%	\$485,000	\$13,211,350	2,177	\$987	20	42
La Mesa	57	\$835,000	\$849,900	100.3%	\$379,900	\$2,450,000	1,280	\$652	12	43
Lakeside	33	\$850,000	\$850,000	101.7%	\$378,000	\$1,260,000	1,660	\$512	15	28
Lemon Grove	21	\$775,000	\$749,999	99.6%	\$472,000	\$1,233,000	1,132	\$582	30	20
Linda Vista	27	\$950,000	\$979,900	98.6%	\$406,000	\$1,508,000	1,350	\$704	10	29
Mira Mesa	31	\$1,100,000	\$1,099,000	99.1%	\$542,500	\$1,409,900	1,521	\$718	15	31
Mission Hills/Hillcrest	85	\$975,000	\$950,000	98.7%	\$505,000	\$3,750,000	1,194	\$817	15	82
Mission Valley	22	\$585,000	\$582,500	99.1%	\$200,000	\$1,200,000	989	\$592	25	20
National City	11	\$605,000	\$599,999	98.6%	\$359,000	\$1,125,000	1,200	\$504	11	9
Normal Heights	23	\$963,000	\$1,073,000	98.3%	\$405,000	\$2,450,000	1,008	\$955	15	32
North Park	29	\$1,130,000	\$1,099,000	99.3%	\$361,400	\$1,735,000	929	\$1,216	11	27
Ocean Beach	15	\$1,460,000	\$1,500,000	98.5%	\$450,000	\$4,210,000	1,332	\$1,096	18	13
Oceanside	143	\$817,000	\$819,000	99.3%	\$330,000	\$2,445,000	1,456	\$561	13	132
Old Town SD	16	\$920,000	\$924,000	98.3%	\$405,000	\$3,250,000	1,058	\$677	12	16
Otay Mesa	24	\$726,500	\$722,000	100.3%	\$359,000	\$1,075,000	1,531	\$475	12	30
Pacific/Mission Beach	16	\$1,454,750	\$1,360,000	97.7%	\$379,000	\$7,300,000	1,218	\$1,312	17	19
Paradise Hills	16	\$802,500	\$814,900	100.2%	\$445,000	\$959,888	1,367	\$587	14	18
Pauma Valley	0									0
Pine Valley	4	\$649,700	\$642,500	100.2%	\$435,000	\$825,000	2,014	\$323	8	0
Point Loma	17	\$1,800,000	\$1,800,000	101.0%	\$999,900	\$3,675,000	1,819	\$990	12	18
Poway	20	\$1,670,000	\$1,650,000	99.8%	\$444,500	\$2,950,000	2,621	\$637	15	26
Ranona	29	\$800,000	\$829,000	98.5%	\$360,000	\$1,280,000	1,932	\$414	20	28
Rancho Bernardo	48	\$890,000	\$899,000	99.7%	\$443,000	\$1,882,500	1,463	\$608	16	52
Rancho Penasquitos	25	\$1,020,000	\$1,050,000	99.3%	\$447,500	\$1,775,000	1,405	\$726	15	25
Rancho Santa Fe	17	\$3,950,075	\$4,299,000	94.6%	\$1,500,000	\$11,850,000	4,298	\$919	44	16
San Carlos	38	\$985,000	\$1,012,000	100.2%	\$375,000	\$1,690,834	1,681	\$586	8	22
San Diego	675	\$950,000	\$949,900	99.3%	\$200,000	\$7,300,000	1,366	\$695	15	759
San Marcos	58	\$886,500	\$879,950	99.1%	\$185,000	\$3,995,000	1,556	\$570	14	59
San Ysidro	2	\$320,000	\$319,500	100.2%	\$300,000	\$340,000	454	\$705	93	2
Santa Luz	26	\$2,137,500	\$2,087,000	98.7%	\$238,733	\$5,550,000	3,042	\$703	14	36
Santee	36	\$754,500	\$749,450	101.6%	\$214,000	\$1,280,000	1,346	\$561	13	18
Scraper Ranch	16	\$1,515,250	\$1,499,000	100.3%	\$700,000	\$2,767,000	2,014	\$752	12	13
Solana Beach	10	\$2,362,000	\$2,349,500	91.8%	\$1,105,500	\$13,500,000	1,832	\$1,289	14	10

SAN DIEGO COUNTY SOLD REPORT

APRIL 15, 2025 - ACCURATE PRICING IS CRUCIAL

SAN DIEGO COUNTY CITIES	UNITS SOLD MAR 2025	MEDIAN SALES PRICE	MEDIAN LIST PRICE	SALES TO LIST PRICE RATIO	LOW PRICE	HIGH PRICE	MEDIAN SQ. FT.	MEDIAN \$ PER SQ. FT.	MEDIAN DOM	UNITS SOLD MAR 2024
Spring Valley	32	\$711,000	\$699,950	100.3%	\$193,000	\$1,273,000	1,457	\$488	11	49
Tierrasanta	13	\$1,070,000	\$1,080,000	100.2%	\$655,000	\$1,666,000	1,553	\$689	45	13
University City	22	\$763,000	\$760,000	98.4%	\$370,000	\$2,299,000	1,084	\$706	15	22
Valley Center	28	\$987,500	\$1,011,500	98.3%	\$300,000	\$3,237,500	2,553	\$387	21	14
Vista	63	\$914,000	\$899,000	99.4%	\$310,000	\$2,978,000	1,674	\$546	13	74
All of S.D.	1,060	\$906,500	\$899,375	98.9%	\$40,000	\$13,500,000	1,552	\$586	15	2,001
\$0-\$500k	171	\$428,600	\$428,600	98.6%	\$40,000	\$500,000	861	\$497	23	186
\$500k-\$750k	413	\$650,000	\$650,000	99.4%	\$501,500	\$750,000	1,177	\$552	18	480
\$750k-\$1m	511	\$860,000	\$859,990	99.8%	\$753,500	\$1,000,000	1,560	\$551	13	560
\$1m-\$1.25m	263	\$1,125,000	\$1,123,000	99.9%	\$1,005,000	\$1,250,000	1,810	\$622	15	258
\$1.25m-\$1.5m	140	\$1,350,000	\$1,350,000	99.8%	\$1,252,325	\$1,500,000	1,954	\$691	11	164
\$1.5m-\$2m	153	\$1,735,000	\$1,750,000	99.2%	\$1,308,000	\$2,000,000	2,248	\$772	14	168
\$2m-\$4m	160	\$2,632,500	\$2,695,000	98.6%	\$2,007,000	\$4,000,000	3,017	\$873	15	145
\$4m-\$6m	23	\$4,900,000	\$4,950,000	98.7%	\$4,200,000	\$5,850,000	4,285	\$1,144	15	25
\$6m+	17	\$7,500,000	\$7,060,000	91.3%	\$6,026,880	\$13,300,000	4,806	\$1,560	60	15

SAN DIEGO COUNTY
HYPERLINKS
(SHARABLE AND NON-SHAREABLE)

