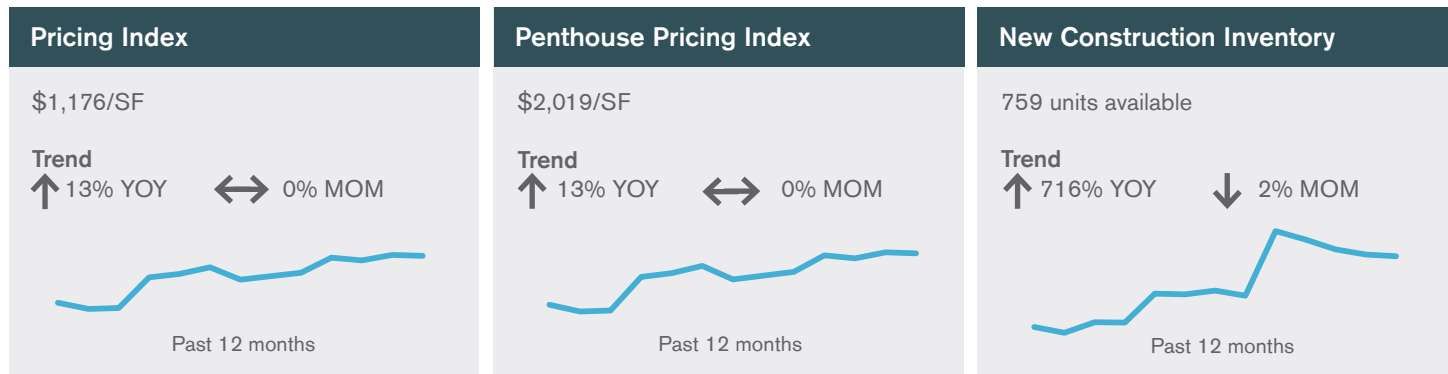


# THE MARK COMPANY TREND SHEET

## SAN FRANCISCO | JANUARY 2015

### New Construction



The Mark Company Pricing Index is the tool for tracking the value of a new construction condominium without the volatility of inventory changes. The Pricing Index uses a proprietary quantitative method to model the price per square foot of a new 10th floor, 1,000 SF condominium. The Penthouse Pricing Index applies the same methodology to a new 30th floor, 2,000 square foot penthouse.



Actively Selling Developments (20+ Market Rate Units)				
Development	Marketing Commenced	Status	Current Closing/List Prices	Approx. \$/SF
<b>870 Harrison</b> 870 Harrison Street   22 units	October 2014	22 sold   0 available	All units in contract	\$1,100
<b>8 Octavia</b> 8 Octavia Street   40 units	June 2014	30 sold   10 available	From high \$900's to \$1.3 million+	\$1,100
<b>Amero</b> 1501 Filbert Street   27 units	September 2014	25 sold   2 available	\$2,580,000 - \$3,499,000	\$1,300
<b>Linea</b> 8 Buchanan Street   115 units	August 2013	115 sold   0 available	All units in contract	\$1,100
<b>Lumina</b> 201 Folsom Street   656 units	September 2014	200 sold   456 available	\$675,000 - \$2,675,000	\$1,400
<b>Mission at 1875</b> 1875 Mission Street   39 units	October 2014	20 sold   19 available	\$619,000 - \$920,000	\$1,000
<b>Park Lane</b> 1100 Sacramento Street   33 units	October 2013	18 sold   15 available	\$3,195,000 - \$4,595,000	\$1,400
<b>Seventy2 Townsend</b> 72 Townsend Street   67 units	January 2015	0 sold   67 available	\$900,000 - \$1,600,000+	TBD
<b>Summit 800</b> 800 Brotherhood Way   182 units	July 2014	17 sold   165 available	\$979,000 - \$1,675,000	\$700
<b>The San Francisco Shipyard (Phase 1)</b> 451 Donahue Street   79 units	June 2014	79 sold   0 available	All units in contract	\$650
<b>Thirty Five Dolores</b> 35 Dolores Street   33 units	September 2014	32 sold   1 available	\$1,595,000	\$1,200
<b>Vida</b> 2558 Mission Street   114 units	March 2014	90 sold   24 available	\$579,000 - \$917,000	\$1,100

Sold indicates the number of units in contract or closed. Approximate Price/SF is based on MLS or other reported list prices or closed prices, if applicable.

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### Resales

Condominium Sales	Active Condominium Listings	Pending Condominium Listings
<p><b>Price/SF</b> \$943</p>  <p>Past 12 months</p> <p><b>Trend</b> ↑ 7% YOY    ↑ 6% MOM</p>	<p><b>Active Listings</b> 164 units</p> <p><b>Active Contingent Listings</b> 81 units</p> <p><b>Months of Inventory</b> 1.1</p> <p>1.1 month of inventory</p> <div style="display: flex; justify-content: space-around;"> <div style="width: 33%; background-color: #1a3d4d; color: white; padding: 2px;">Low Supply</div> <div style="width: 33%; background-color: #1a3d4d; color: white; padding: 2px;">Equilibrium</div> <div style="width: 33%; background-color: #1a3d4d; color: white; padding: 2px;">Excess Supply</div> </div>	<p><b>Pending Listings</b> 93 units</p> <p><b>Pending Percentage</b> 28%</p> <p>Pending Percentage = (Pending)/(Pending + Active + Active Contingent)</p> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: #e67e22; margin-right: 5px;"></div> <span>28%</span> </div> <div style="display: flex; align-items: center; margin-top: 5px;"> <div style="width: 20px; height: 20px; background-color: #e67e22; margin-right: 5px;"></div> <span>over 25% indicates a seller's market</span> </div>
<p><b>Number of Sales</b> 146</p>  <p>Past 12 months</p> <p><b>Trend</b> ↓ 8% YOY    ↓ 30% MOM</p>		

The Mark Company is the authority on urban residential marketing and sales. Our method, aligning buyer insights with developer goals, delivers unbeatable results. For more information about our comprehensive scope of services, please visit [www.themarkcompany.com](http://www.themarkcompany.com).