THE MARK COMPANY TREND SHEET SAN FRANCISCO | DECEMBER 2017

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 List Prices	Approx. \$/SF		
1450 Franklin Street 1450 Franklin Street 58 units	September 2016	58 sold 0 available	All Units Sold	\$1,241		
181 Fremont 181 Fremont Street 67 units	May 2016	Status Unavailable	\$3,405,000 - \$42,000,000	TBD		
815 Tennessee 815 Tennessee Street 59 un	October 2017	25 sold 34 available	\$885,000 - \$1,415,000+	\$1,375		
99 Rausch 99 Rausch Street 99 units	June 2017	12 sold 87 available	\$599,000 - \$1,549,000	\$1,400		
1868 Van Ness 1868 Van Ness Avenue 35 u	February 2017 nits	24 sold 11 available	\$1,189,000 - \$1,599,000	\$1,361		
Fulton 555 555 Fulton Street 122 units	July 2017	57 sold 65 available	\$798,000 - \$3,819,000	\$1,400		
Knox 645 Texas St. & 1300 22nd S	February 2017 t. 80 units	80 sold 0 available	All Units Sold	\$1,205		
LagunaHayes 580 Hayes Street 25 units	June 2017	23 sold 2 available	\$949,000 - \$1,079,000	\$1,400		
La Maison 241 10th Street 28 units	June 2017	26 sold 2 available	\$769,000 - \$849,000	\$1,214		
Lumina 201 Folsom Street 656 units	October 2014	607 sold 49 available	\$1,055,000 - \$6,440,000	\$1,429		
One Mission Bay 1 Channel Street 350 units	May 2016	270 sold 80 available	\$900,000 - \$3,000,000+	\$1,300		
Rowan 346 Potrero Avenue 59 units	September 2016	59 sold 0 available	All Units Sold	\$1,240		

Actively Selling Developments (20+ market rate units)						
Development	Marketing Commenced	Status	Current List Prices	Approx. \$/SF		
Rockwell 1688 Pine Street 260 units	April 2015	259 sold 1 available	\$2,675,000	\$1,307		
Seventy2 Townsend 72 Townsend Street 67 units	January 2015	65 sold 2 available	\$1,100,000 - \$3,147,000	\$1,376		
Stage 1075 1075 Market Street 88 Units	October 2017	15 sold 64 available	\$562,000 - \$1,154,000	\$1,250		
The Austin 1545 Pine Street 88 Units	February 2017	39 sold 49 available	\$603,500 - \$2,194,500	\$1,450		
The District 2655 Bush Street 81 units	January 2016	64 sold 17 available	\$1,019,000 - \$1,963,000	\$1,219		
The Harrison 401 Harrison Street 298 units	April 2016	137 sold 161 available	\$785,000 - \$4,500,000	\$1,371		
The Pacific 2121 Webster Street 76 units	February 2016	74 sold 2 available	\$3,495,000 - \$13,850,000	\$1,833		
The San Francisco Shipyard - Blocks 53-54 Donahue & Innes Streets 143	April 2015 units	105 sold 38 available	\$599,800 - \$1,281,800	\$792		

Sold indicates the number of units in contract or closed. Price per square foot is based on MLS or other reported list prices or closed prices, if applicable.

Resales



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.

