

An aerial photograph of the San Francisco skyline at sunset. The image shows a dense urban landscape with a mix of low-rise residential buildings in the foreground and mid-rise commercial buildings in the background. The Golden Gate Bridge is visible on the left side, spanning the water. The sky is a mix of orange, pink, and blue, with some clouds. The text "SAN FRANCISCO MULTI-UNIT MARKET UPDATE" is overlaid in white, serif, all-caps font. A thin white horizontal line is positioned below the word "UPDATE".

SAN FRANCISCO MULTI-UNIT MARKET UPDATE

Q3 2025





VANGUARD PROPERTIES

MARKET UPDATE

SAN FRANCISCO | Q3 2025

The San Francisco multifamily market showed renewed strength in the third quarter of 2025, with transaction activity surging across both small and large buildings. Buyer confidence has been buoyed by rising rental income potential — Zillow reports that citywide rents have increased nearly 16% since the beginning of the year, bolstering returns and drawing investors back into the market.

It's worth noting that the multifamily sector in San Francisco consists of a relatively small number of highly varied properties across a broad mix of neighborhoods, which can make statistical interpretation more volatile. Still, the overall trend is one of steady demand meeting limited supply, leading to a healthier and more active investment landscape than a year ago.

Two-to-Four-Unit Buildings saw a strong pickup in transactions, with properties going into contract up 30.6% and closed sales up 39.8% year over year. Inventory tightened 12%, creating a more competitive environment even as pricing adjusted slightly. The median sales price decreased 8.5% to \$1,647,500, but price per square foot rose 2.4% to \$599, showing continued interest in well-located assets. Sellers still fared well, receiving an average of 101.8% of list price, while days on market remained quick at 28.

Five-Plus-Unit Buildings also saw renewed investor activity. Contracts surged 81.1%, and closed sales rose 18.4% from a year ago, while inventory fell 31.3%. The median sales price dipped just 1.1% to \$2.7 million, and the price per square foot slipped 3.3% to \$383, but investor competition strengthened — the share of sales over list price jumped 68%, and sellers averaged 97.1% of asking.

Overall, both segments reflect a market that's stabilizing and becoming more active, supported by limited supply, stronger rents, and rising confidence among buyers and investors alike.



2-4 UNIT BUILDINGS



5+ UNIT BUILDINGS

Q3 2025

Median Sales Price	\$1,647,500 ↓
Days on market	28 ↑
\$ / SQ. FT.	\$599 ↑
\$ / Unit	\$650,000 ↑
# For Sale On Last Day Of Quarter	146 ↓
Went Into Contract	128 ↑
Properties Sold	130 ↑

Q3 2025

Median Sales Price	\$2,700,000 ↓
Days On Market	45 ↓
\$ / Sq. Ft.	\$383 ↓
\$ / Unit	\$311,111 ↓
# For Sale Last Day Of Quarter	55 ↓
Went Into Contract	67 ↑
Properties Sold	45* ↑

* Small sample size; use caution when interpreting statistics. Sources: SFAR MLS & BrokerMetrics; Property types covered: Single-family, Condominiums, Loft condominiums, TIC, and Stock COOP. Only property data posted on the MLS is covered. All information is deemed reliable, but not guaranteed for accuracy. All data is subject to errors, omissions, revisions, and is not warranted. ©2025 Vanguard Properties. All rights reserved. Equal Housing Opportunity. DRE No. 01486075



VANGUARD PROPERTIES

SAN FRANCISCO MARKET UPDATE

Q3 2025

2-4 UNIT BUILDINGS

MONTH-OVER-MONTH COMPARISON



CHANGE IN PAST MONTH:

SALES PRICE: **+2.6%**

DAYS ON MARKET: **-12 days**

YEAR-OVER-YEAR COMPARISON

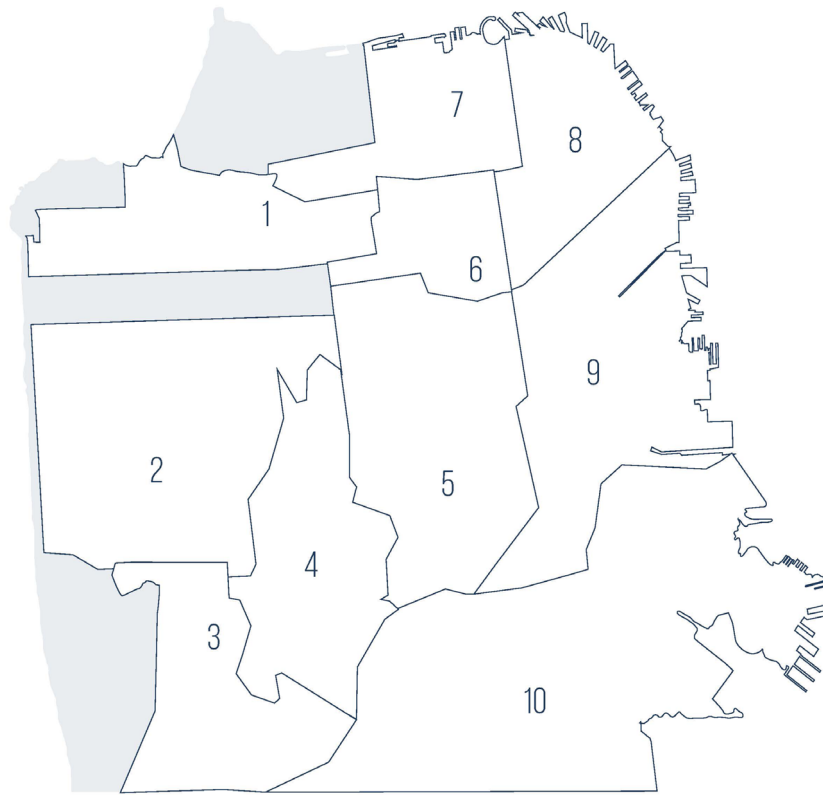
"This segment saw a strong pickup in transactions, with properties going into contract up 30.6% and closed sales up 39.8% year over year."

	MEDIAN			
	Q3 2025	Q3 2024	%Δ	2023
Sales Price	\$1,647,500	\$1,800,000	-8.5%	\$1,737,500
Days On Market	28	27	+3.7%	33
\$ / SQ. FT.	\$599	\$585	+2.4%	\$623
Price Per Unit	\$650,000	\$622,917	+4.3%	\$750,000

	TOTAL			
	Q3 2025	Q3 2024	%Δ	2023
Went Into Contract	128	98	+30.6%	371
Properties Sold	130	93	+39.8%	361
# For Sale Last Day of Quarter	146	166	-12.0%	68
% Of Properties Sold Over List	37.7%	40.9%	-7.8%	39.3%
% Of List Price Received (Average)	101.8%	100.3%	+1.5%	100.4%

MEDIAN AREA VALUES

Q3 2025



DISTRICT	2-4 UNIT BUILDINGS	\$ / SQ. FT.	% OF LIST PRICE RECEIVED (AVERAGE)	BUILDINGS SOLD
District 1	\$1,804,000	\$549	109.5%	20*
District 2	\$1,404,444	\$626	102.8%	14*
District 3	\$1,100,000	\$420	95.7%	1*
District 4	\$1,912,000	\$666	99.4%	2*
District 5	\$1,662,500	\$587	100.3%	24*
District 6	\$1,700,000	\$549	98.5%	11*
District 7	\$3,600,000	\$982	110.7%	9*
District 8	\$1,798,425	\$629	98.0%	18*
District 9	\$1,300,000	\$576	97.3%	23*
District 10	\$1,268,000	\$593	102.3%	8*

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SAN FRANCISCO MARKET UPDATE

Q3 2025

5+ UNIT BUILDINGS

YEAR-OVER-YEAR COMPARISON

		Q3 2025	Q3 2024	%Δ	2023
MEDIAN	Sales Price	\$2,700,000	\$2,730,500	-1.1%	\$2,512,500
	Days On Market	45	47	-4.3%	61
	\$ / Sq. Ft.	\$383	\$396	-3.3%	\$408
	Price Per Unit	\$311,111	\$325,609	-4.5%	\$343,750
	Cap Rate	5.92%	6.35%	-6.8%	5.64%
TOTAL	Gross Rent Multiplier	10.7	11.0	-2.7%	12.1
	Went Into Contract	67	37	+81.1%	115
	Properties Sold	45*	38*	+18.4%	116
	# For Sale Last Day Of Quarter	55	80	-31.3%	71
	% Of Properties Sold Over List Price	22.2%	13.2%	+68.2%	10.3%
	% Of List Price Received (Average)	97.1%	95.2%	+2.0%	93.8%

"Contracts surged 81.1%, and closed sales rose 18.4% from a year ago, while inventory fell 31.3%."

MEDIAN AREA VALUES

DISTRICT	5+ UNIT BUILDINGS	\$ / SQ. FT.	PRICE PER UNIT	CAP RATE.	GROSS RENT MULTIPLIER	BUILDINGS SOLD
District 1	\$4,800,000	\$235	\$400,000	6.94%	9.5	1*
District 2	\$6,550,000	\$517	\$434,615	6.20%	10.7	2*
District 3	-	-	-	-	-	0
District 4	-	-	-	-	-	0
District 5	\$2,350,000	\$345	\$300,000	5.60%	9.4	13*
District 6	\$3,700,000	\$385	\$354,167	5.92%	11.5	7*
District 7	\$3,375,000	\$457	\$402,083	5.00%	12.8	6*
District 8	\$2,587,500	\$345	\$266,875	5.97%	8.9	10*
District 9	\$1,150,000	\$310	\$230,000	6.25%	10.2	5*
District 10	\$1,755,000	\$290	\$219,375	5.09%	11.4	1*

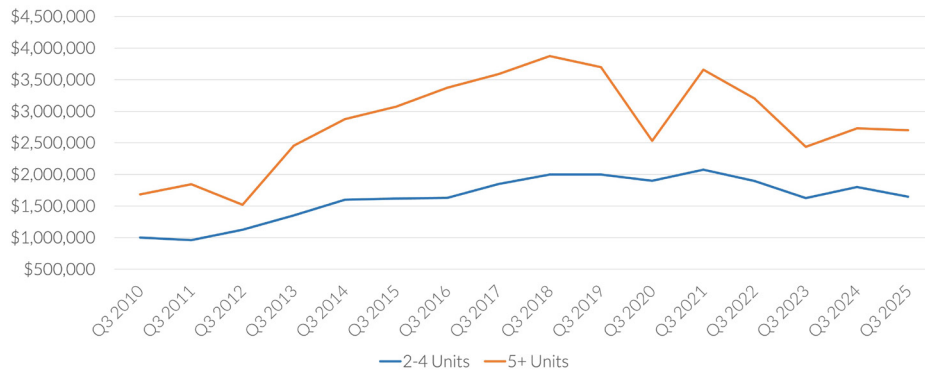
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SAN FRANCISCO MARKET UPDATE

Q3 2025

YEAR-OVER-YEAR COMPARISONS

MEDIAN SALE PRICE



2-4 Unit Buildings

\$1,647,500

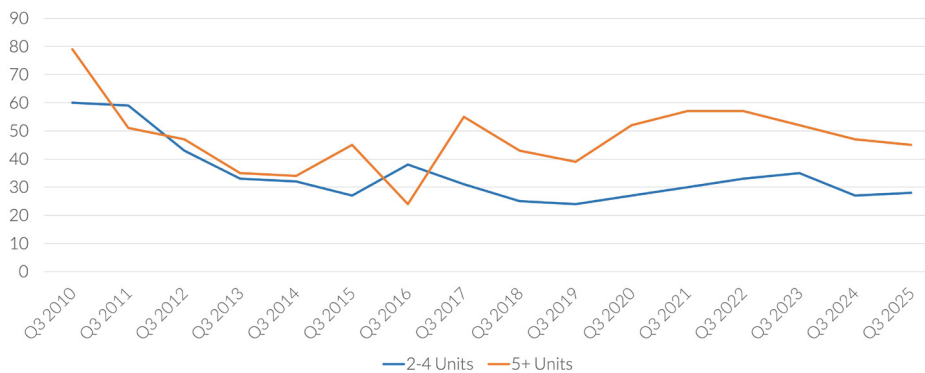
-8.5% change year-over-year

5+ Unit Buildings

\$2,700,000

-1.1% change year-over-year

MEDIAN MARKET TIME



2-4 Unit Buildings

28 days

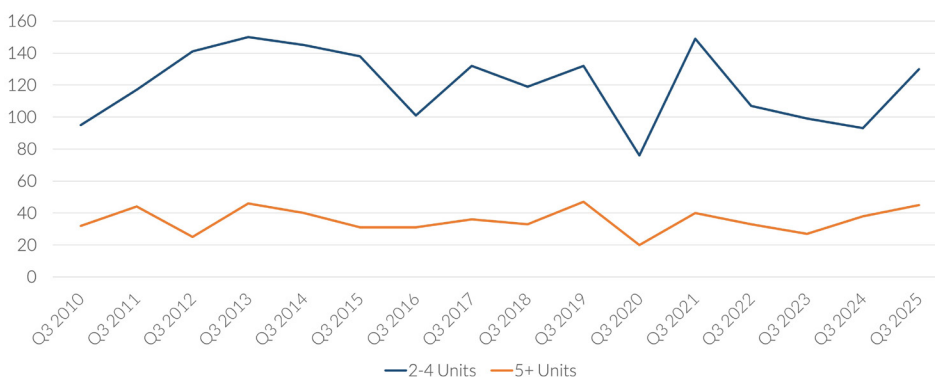
+1 day change year-over-year

5+ Unit Buildings

45 days

-2 day change year-over-year

NUMBER OF SALES



2-4 Unit Buildings

130

+39.8% change year-over-year

5+ Unit Buildings

45*

+18.4% change year-over-year

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