



SONOMA COUNTY MARKET UPDATE

FEBRUARY 2025





VANGUARD PROPERTIES

MARKET UPDATE

SONOMA COUNTY | FEBRUARY 2025

The U.S. economy closed 2024 on a strong note, with GDP growth exceeding initial estimates and job gains remaining steady. Consumer spending continued to drive economic expansion, though the labor market showed signs of cooling. Inflation, while lower than its 2022 peak, remains above the Federal Reserve's 2% target, suggesting that interest rates may stay elevated for longer than previously expected.

The Federal Reserve kept its benchmark rate unchanged, and mortgage rates have now dipped below 7%, offering some relief to buyers. Freddie Mac reports that recent data shows that purchase applications modestly exceeded those from 2024—an encouraging sign of resilient demand.

Consumer confidence has become somewhat uncertain, as stock markets remain high yet volatile. Additionally, California's recent devastating wildfires have inflicted significant human and financial costs that will take years to fully assess, further complicating the broader economic outlook.

In Sonoma County, the typical new year rebound is in full swing. New listings have bounced back from December lows, and while median home prices have ticked down 1.1% year-over-year, demand remains strong. New escrows have increased by 10.2%, and the median price per square foot increased by 2.4%.

Looking ahead, we expect the market to accelerate rapidly in the coming months as the spring season gains momentum.



SINGLE FAMILY HOMES

JANUARY 2025

Median Sales Price	\$818,500 ↓
Days on market	44 ↓
\$ / SQ. FT.	\$507 ↑
# For Sale On Last Day Of Month	532 ↑
Went Into Contract	217 ↑
Properties Sold	186 ↑



SONOMA COUNTY MARKET UPDATE

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SINGLE FAMILY RESIDENCES

MONTH-OVER-MONTH COMPARISON



CHANGE IN PAST MONTH:

SALES PRICE: **-3.7%**

DAYS ON MARKET: **+1 day**

YEAR-OVER-YEAR COMPARISON

"New escrows have increased by 10.2%, and the median price per square foot increased by 2.4%."

	MEDIAN		
	JAN-2025	JAN-2024	%Δ
Sales Price	\$818,500	\$827,450	-1.1%
Days On Market	44	46	-4.3%
\$ / SQ. FT.	\$507	\$495	+2.4%

	TOTAL		
	JAN-2025	JAN-2024	%Δ
Went Into Contract	217	197	+10.2%
Properties Sold	186	178	+4.5%
# For Sale Last Day of Month	532	396	+34.3%
% Of Properties Sold Over List	33.3%	27.5%	+21.1%
% Of List Price Received (Average)	99.3%	98.6%	+0.7%

Sources: SFAR Super Regional MLS & BrokerMetrics. Property types covered: Single-family. 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

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YEAR-OVER-YEAR REGION COMPARISON

REGION	HOMES SOLD (TOTAL)			DAYS ON MARKET (MEDIAN)			SALE PRICE (MEDIAN)		
	2024	2023	%Δ	2024	2023	%Δ	2024	2023	%Δ
Bodega Bay	43*	31*	▲ 39%	45	38	▲ 18%	\$1,350,000	\$1,457,000	▼ 7%
Cazadero	20*	21*	▼ 5%	36	44	▼ 18%	\$622,000	\$610,000	▲ 2%
Cloverdale	96	89	▲ 8%	43	40	▲ 8%	\$649,500	\$669,000	▼ 3%
Cotati	45*	44*	▲ 2%	31	26	▲ 19%	\$850,000	\$721,000	▲ 18%
Forestville	62	41*	▲ 51%	37	35	▲ 6%	\$625,000	\$741,000	▼ 16%
Geyserville	10*	8*	▲ 25%	63	53	▲ 19%	\$938,500	\$2,550,000	▼ 63%
Glen Ellen	40*	23*	▲ 74%	64	45	▲ 42%	\$1,250,000	\$1,425,000	▼ 12%
Guerneville	85	95	▼ 11%	44	31	▲ 42%	\$579,000	\$535,000	▲ 8%
Healdsburg	149	151	▼ 1%	47	39	▲ 21%	\$1,225,000	\$1,325,000	▼ 8%
Jenner	9*	7*	▲ 29%	34	33	▲ 3%	\$870,000	\$890,000	▼ 2%
Kenwood	18*	17*	▲ 6%	38	84	▼ 55%	\$1,575,000	\$1,895,000	▼ 17%
Monte Rio	39*	22*	▲ 77%	35	32	▲ 9%	\$500,000	\$528,500	▼ 5%
Occidental	12*	15*	▼ 20%	26	32	▼ 19%	\$1,322,500	\$960,000	▲ 38%
Penngrove	24*	22*	▲ 9%	20	31	▼ 35%	\$1,306,250	\$1,200,000	▲ 9%
Petaluma	448	399	▲ 12%	27	27	0%	\$944,950	\$950,000	▼ 1%
Rohnert Park	278	227	▲ 22%	27	28	▼ 4%	\$772,000	\$751,000	▲ 3%
Santa Rosa	1389	1303	▲ 7%	32	29	▲ 10%	\$775,000	\$770,000	▲ 1%
Sebastopol	192	161	▲ 19%	30	24	▲ 25%	\$1,107,500	\$1,170,000	▼ 5%
Sonoma	301	272	▲ 11%	38	30	▲ 27%	\$1,050,000	\$1,002,500	▲ 5%
Windsor	216	217	▼ 0%	27	26	▲ 4%	\$827,638	\$820,000	▲ 1%
SONOMA COUNTY	3,585	3,259	▲ 10%	32	29	▲ 10%	\$839,464	\$835,000	▲ 1%

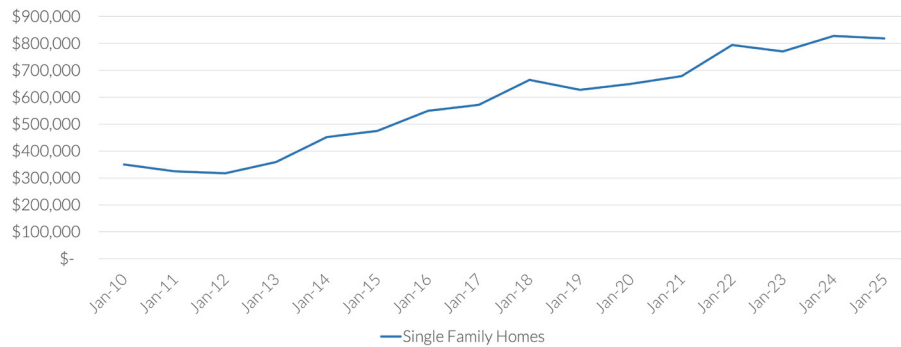
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YEAR-OVER-YEAR COMPARISONS

MEDIAN SALE PRICE

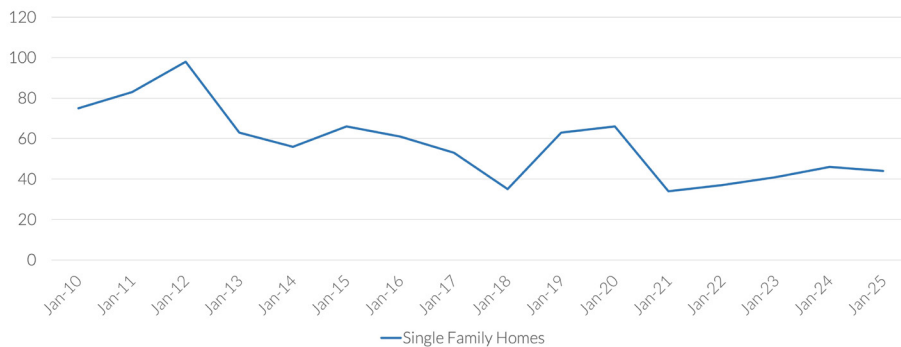


Single Family Residences

\$818,500

-1.1% change year-over-year

MEDIAN MARKET TIME

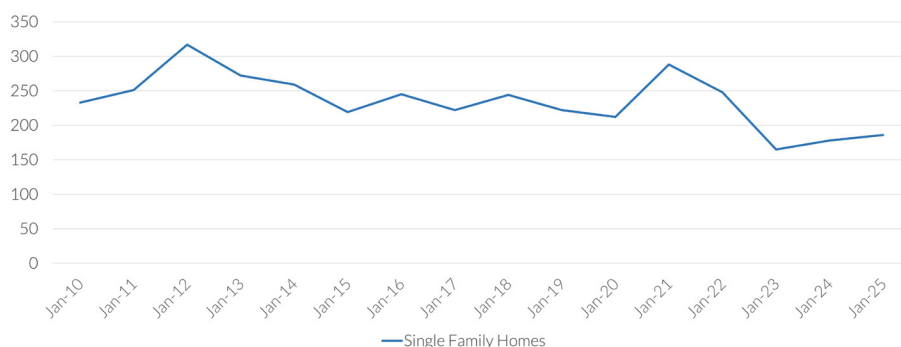


Single Family Residences

44 days

-2 day change year-over-year

NUMBER OF SALES



Single Family Residences

186

+4.5% change year-over-year