



SONOMA COUNTY MARKET UPDATE

2024 YEAR IN REVIEW





VANGUARD PROPERTIES

MARKET UPDATE

SONOMA COUNTY | 2024 YEAR IN REVIEW

The real estate market in 2024 reflected a mix of resilience and recovery amid broader economic challenges. High prices, limited inventory, and steady demand defined the landscape, with certain regions continuing to perform well despite a shifting economic backdrop.

Year-over-year data revealed promising growth. Single-family home sales increased by 10%, and the median sales price rose slightly by 0.5%. Competitive bidding remained common in sought-after neighborhoods, with numerous properties selling quickly and above the asking price.

Mortgage rates have been climbing steadily over the past five weeks, driven in part by the economy’s continued strength. The average rate for a 30-year fixed mortgage now stands at 7.04%. Despite these higher rates, buyers are showing renewed interest, with pending home sales on the rise.

The first half of January typically starts slow as the market emerges from the holiday lull. Activity is expected to build, with new and refreshed listings peaking during the busy spring selling season. Projections point to a seller’s market throughout 2025, characterized by tight inventory and sustained demand—conditions likely to support high pricing. The National Association of Realtors forecasts a 2% increase in home prices nationwide, driven by stabilizing mortgage rates and improving job and income opportunities.

Overall, 2024 laid the foundation for continued stability and growth in the Sonoma County real estate market, setting the stage for an active and optimistic year ahead.



SINGLE FAMILY HOMES

2024

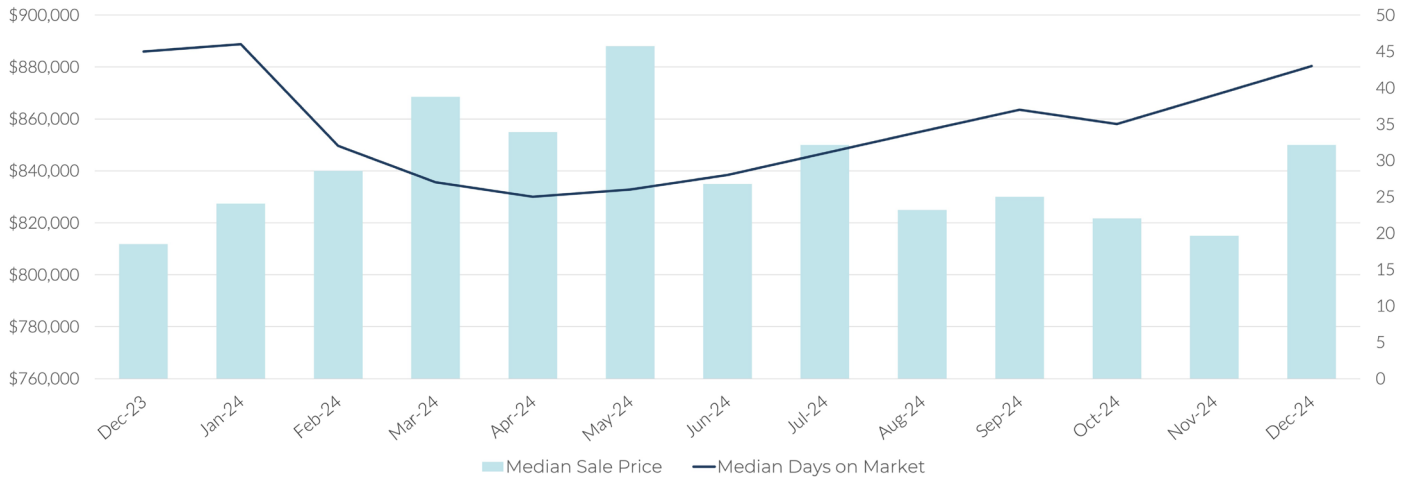
Median Sales Price	\$839,464 ↑
Days on market	32 ↑
\$ / SQ. FT.	\$508 ↑
# For Sale On Last Day Of Year	495 ↑
Went Into Contract	3,571 ↑
Properties Sold	3,585 ↑

SONOMA COUNTY MARKET UPDATE

2024 YEAR IN REVIEW

SINGLE FAMILY RESIDENCES

MONTH-OVER-MONTH COMPARISON



CHANGE IN PAST MONTH:

SALES PRICE: **+4.3%**

DAYS ON MARKET: **+4 days**

YEAR-OVER-YEAR COMPARISON

"Year-over-year data revealed promising growth. Single-family home sales increased by 10%, and the median sales price rose slightly by 0.5%."

	2024	2023	%Δ
Median Sales Price	\$839,464	\$835,000	+0.5%
Median Days On Market	32	29	+10.3%
\$/SQ. FT.	\$508	\$503	+1.0%

	2024	2023	%Δ
Total Properties Sold	3,571	3,284	+8.7%
Went Into Contract	3,585	3,259	+10.0%
# For Sale Last Day of Year	495	483	+2.5%
% Of Properties Sold Over List	37.0%	41.7%	-11.3%
% Of List Price Received (Average)	100.2%	100.6%	-0.4%

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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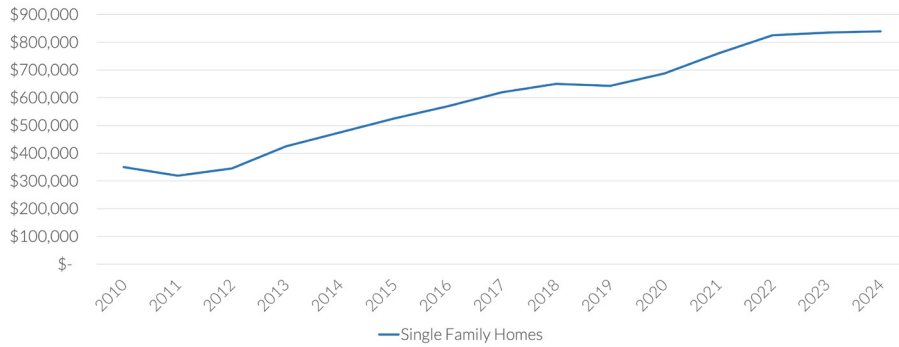
YEAR-OVER-YEAR REGION COMPARISON

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%
Penngrrove	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

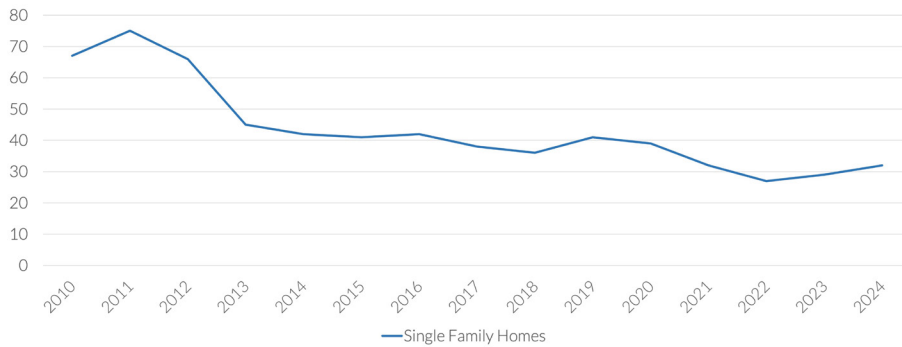


Single Family Residences

\$839,464

+0.5% change year-over-year

MEDIAN MARKET TIME

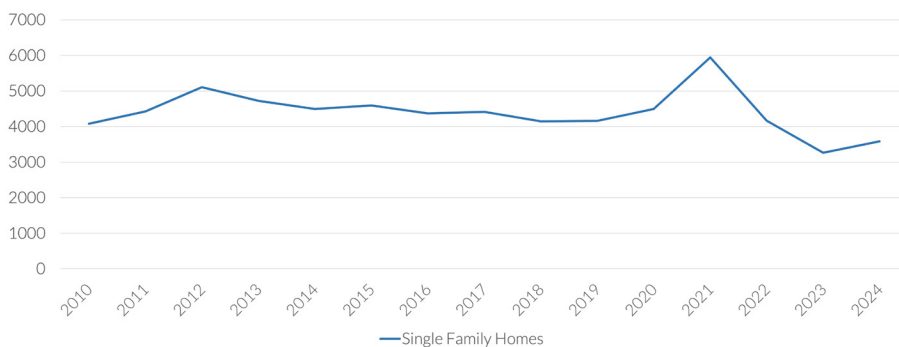


Single Family Residences

32 days

+3 day change year-over-year

NUMBER OF SALES



Single Family Residences

3,585

+10.0% change year-over-year