

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

FEBRUARY  
2022



SANTA BARBARA  

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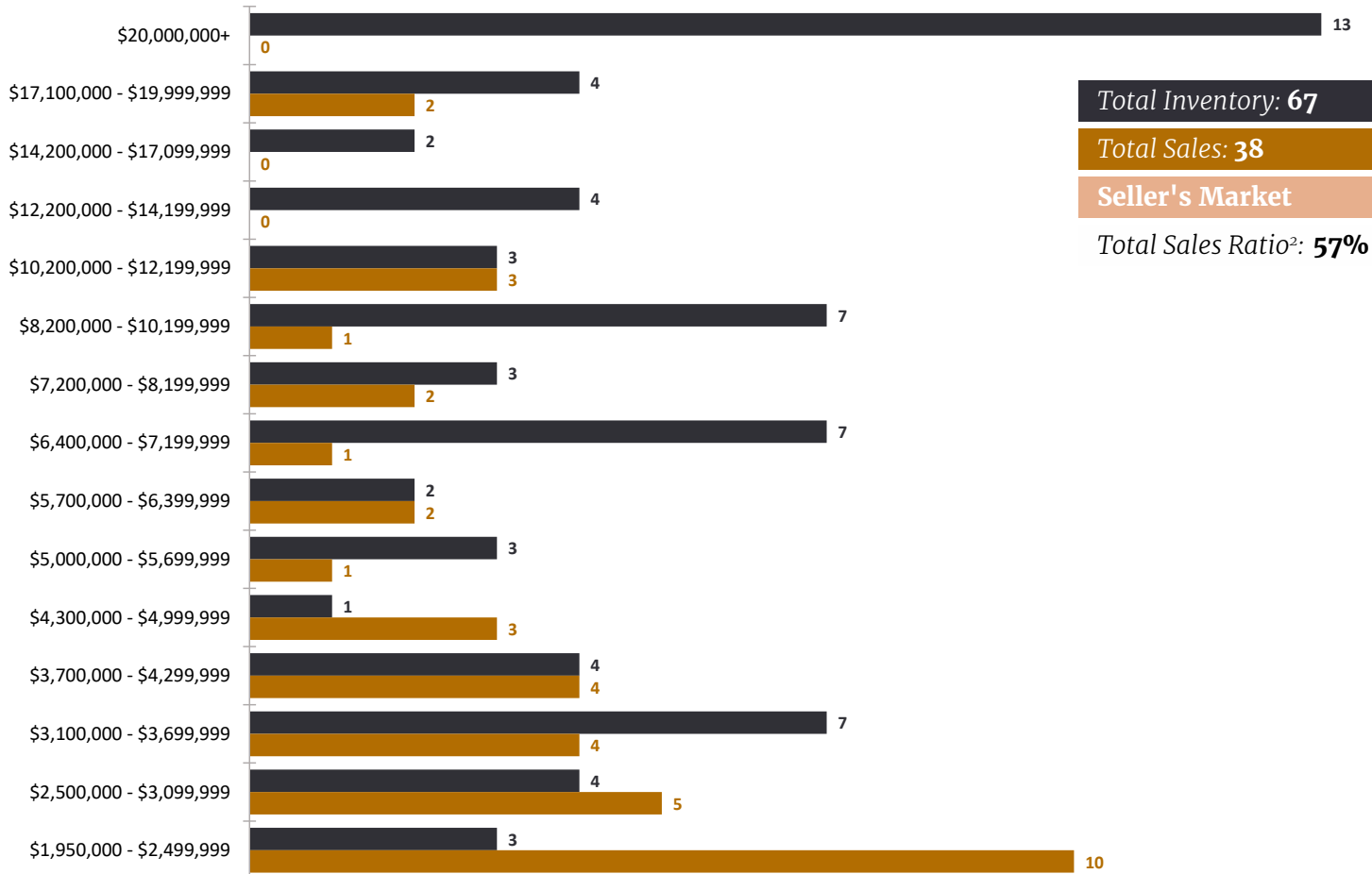
CALIFORNIA

[www.LuxuryHomeMarketing.com](http://www.LuxuryHomeMarketing.com)

### LUXURY INVENTORY VS. SALES | JANUARY 2022

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,950,000**



Total Inventory: **67**

Total Sales: **38**

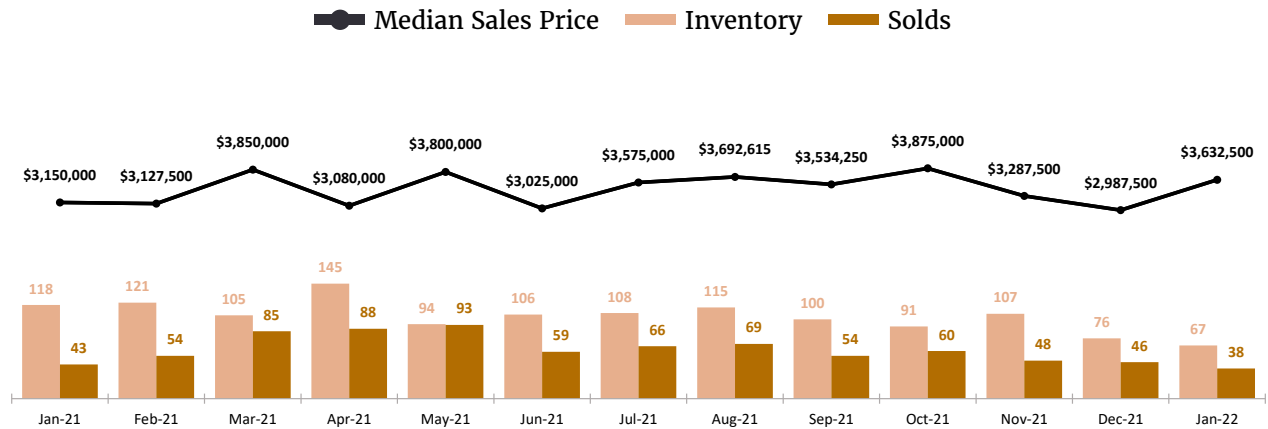
Seller's Market

Total Sales Ratio<sup>2</sup>: **57%**

Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 2,999	\$2,440,000	3	3	14	14	100%
3,000 - 3,999	\$3,865,000	4	4	7	5	140%
4,000 - 4,999	\$3,975,000	5	5	6	6	100%
5,000 - 5,999	\$4,200,000	4	5	1	6	17%
6,000 - 6,999	\$6,866,000	4	5	1	9	11%
7,000+	\$14,675,000	5	7	2	14	14%

<sup>1</sup> The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup> Sales Ratio defines market speed and market type: Buyer's < 14.5%; Balanced >= 14.5 to < 20.5%; Seller's >= 20.5% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

### 13-MONTH LUXURY MARKET TREND<sup>4</sup>



### MEDIAN DATA REVIEW | JANUARY

#### TOTAL INVENTORY

Jan. 2021      Jan. 2022  
**118**            **67**

VARIANCE: **-43%**

#### TOTAL SOLDS

Jan. 2021      Jan. 2022  
**43**              **38**

VARIANCE: **-12%**

#### SALES PRICE

Jan. 2021      Jan. 2022  
**\$3.15m**        **\$3.63m**

VARIANCE: **15%**

#### SALE PRICE PER SQFT.

Jan. 2021      Jan. 2022  
**\$1,019**        **\$1,154**

VARIANCE: **13%**

#### SALE TO LIST PRICE RATIO

Jan. 2021      Jan. 2022  
**97.69%**        **100.08%**

VARIANCE: **2%**

#### DAYS ON MARKET

Jan. 2021      Jan. 2022  
**36**              **12**

VARIANCE: **-67%**

## SANTA BARBARA MARKET SUMMARY | JANUARY 2022

- The Santa Barbara single-family luxury market is a **Seller's Market** with a **57% Sales Ratio**.
- Homes sold for a median of **100.08% of list price** in January 2022.
- The most active price band is **\$1,950,000-\$2,499,999**, where the sales ratio is **333%**.
- The median luxury sales price for single-family homes is **\$3,632,500**.
- The median days on market for January 2022 was **12** days, down from **36** in January 2021.

<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.

### LUXURY INVENTORY VS. SALES | JANUARY 2022

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,150,000**



Total Inventory: **4**

Total Sales: **7**

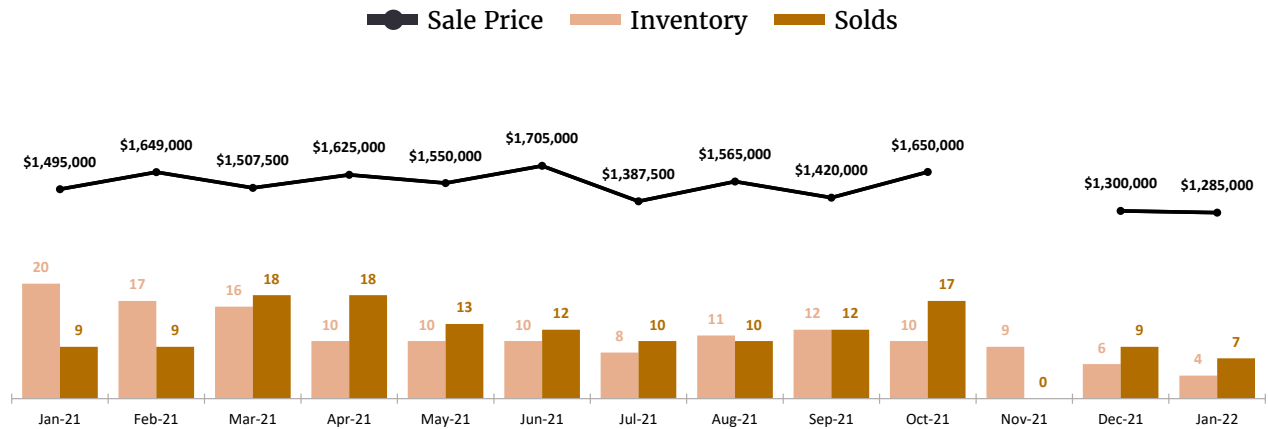
Seller's Market

Total Sales Ratio<sup>2</sup>: **175%**

Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 499	NA	NA	NA	0	0	NA
500 - 999	\$1,850,000	1	1	1	0	NA
1,000 - 1,499	\$1,450,000	2	2	1	2	50%
1,500 - 1,999	\$1,200,000	3	3	3	0	NA
2,000 - 2,499	\$1,255,000	3	3	2	1	200%
2,500+	NA	NA	NA	0	0	NA

<sup>1</sup> The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup> Sales Ratio defines market speed and market type: Buyer's < 14.5%; Balanced >= 14.5 to < 20.5%; Seller's >= 20.5% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

### 13-MONTH LUXURY MARKET TREND<sup>4</sup>



### MEDIAN DATA REVIEW | JANUARY

#### TOTAL INVENTORY

Jan. 2021      Jan. 2022  
**20**              **4**

VARIANCE: **-80%**

#### TOTAL SOLD

Jan. 2021      Jan. 2022  
**9**                **7**

VARIANCE: **-22%**

#### SALES PRICE

Jan. 2021      Jan. 2022  
**\$1.50m**      **\$1.29m**

VARIANCE: **-14%**

#### SALE PRICE PER SQFT.

Jan. 2021      Jan. 2022  
**\$953**        **\$660**

VARIANCE: **-31%**

#### SALE TO LIST PRICE RATIO

Jan. 2021      Jan. 2022  
**100.00%**    **100.00%**

VARIANCE: **0%**

#### DAYS ON MARKET

Jan. 2021      Jan. 2022  
**16**              **11**

VARIANCE: **-31%**

## SANTA BARBARA MARKET SUMMARY | JANUARY 2022

- The Santa Barbara attached luxury market is a **Seller's Market** with a **175% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in January 2022.
- The most active price bands are **\$1,150,000-\$1,199,999**, **\$1,500,000-\$1,599,999**, **\$1,600,000-\$1,699,999** and **\$3,000,000+**, where the sales ratio is **0%**.
- The median luxury sales price for attached homes is **\$1,285,000**.
- The median days on market for January 2022 was **11** days, down from **16** in January 2021.

<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.