goodly number of income properties, which is clearly indicated by the sale average.

This also applies in a modified degree to the 360 sales, aggregating $1,636,700, in the "Mission District". In the "Potrero and South San Francisco Section", the situation is somewhat different, and the 194 sales for a total of $664,000, while largely consisting of sales of single-family dwellings, undoubtedly include sales of vacant property for industrial purposes.

Taking it all in all, it is believed that 85 to 90% of the number of sales and from 60 to 65% of the dollar volume in the first quarter of 1937, represented conveyances of residences or residential building lots. Although realtors claim increasing inquiry, there is no question but that of all types, commercial properties are in the least demand at the present time, and it is thought that of the 350-odd sales of income properties, probably 250 were transfers of multi-family residential units.

There is apparently no disposition on the part of real estate brokers to press for business. They have had a very encouraging increase in their sales, business last year being easily 76% better than it was in 1933 and 1934. The interviews in the Appendix and information gathered during the survey both indicate that any single-family dwelling of from five to eight rooms, priced from $4500 to $16,000, is readily saleable, the greatest demand being for a five or six-room house selling from $4500 to $8,000.

In the income property class, small flats and apartment buildings, ranging from $16,000 to $30,000, are most in demand.

There is a moderate demand for well-located, vacant, residential lots, generally for immediate improvement. The speculative motive seems to be entirely lacking in San Francisco.


The situation here is rapidly developing into a seller's market, and any rightly priced residential property located in any of the better areas is saleable. The favorite areas, however, are as follows: