Small multiple-family unit properties are most popular when located in "B-10", "B-11", "B-12", "C-7", "C-8", "C-10", "C-11", "C-26", and "C-26".

The areas offering the greatest sales resistance are as follows:

So far as flats and apartments are concerned, this does not particularly apply to "C-12" and "C-14".

4. Terms of Sale.

A borrower’s market exists in San Francisco at the present time, and competition for loans is so keen that there is a distinct tendency to permit the borrower to name the terms that meet his needs up to the limits prescribed for the insurance of loans under Federal Housing Administration Title II. Under these conditions, it is natural that sales terms should be very liberal, and they do quite generally, as a matter of fact, follow the pattern set by the terms of Federal Housing Administration Title II loans. The generous sales terms available have undoubtedly had much to do with the increased residential sales during the past year or two.

Terms on the sale of institutionally acquired property are different and are discussed under 2 2. With the exception of such sales, conditional sales contracts are very seldom used, and the employment of second mortgages in connection with a sale is a rarity.

If the property being sold is located in an "A" or "B" area and the amount of loan required does not exceed 50 to 60% of the purchase price, the borrower can usually better the F. H. A. Title II interest rate, and if the amortization period is not more than 10 or 12 years, a rate of 5 or 5 1/2% can be obtained. The sales commission to real estate dealers is uniformly 5% on residential sales and is paid by the vendor.