

2020 in Historical Perspective
Sedona Area Market Statistics

Roy E. Grimm, PhD

Single Family Residences

Date: Jan-Dec	# SOLD	Median Recorded Sales Price	Avg \$/sq.ft
2003	599	\$339,000	\$168
2004	567	\$420,000	\$195
2005	582	\$529,000	\$248
2006	385	\$590,000	\$284
2007	254	\$557,500	\$270

2008	227	\$480,000	\$233
------	-----	-----------	-------

#SOLD Jan-Dec 2009: 343
MRSP: \$398,000 Avg. \$/sq.ft: **\$182**
106 Foreclosures [REO's] (31%)
36 Short-sales (10%)
203 Non-Distressed Trad. Sales (59%)
Sale-to-List Price Ratio: 93%
Days on Market: 309

SOLD Jan-Dec 2010: 407
MRSP: \$365,000 Avg. \$/sq.ft: **\$181**
129 Foreclosures [REO's] (33%)
44 Short-sales (11%)
234 Non-Distressed/Trad. Sales (58%)
Sale-to-List Price Ratio: 95%
Days on Market: 273

SOLD Jan-Dec 2011: 387
MRSP: \$350,000 Avg. \$/sq.ft: **\$171**
98 Foreclosures [REO's] (25%)
45 Short-sales (12%)
244 Non-Distressed/Trad. Sales (63%)
Sale-to-List Price Ratio: 95%
Days on Market: 263

SOLD Jan-Dec 2012: 406
MRSP: \$350,000 Avg. \$/sq.ft: **\$184**
63 Foreclosures [REO's] (15.5%)
34 Short-sales (8%)
309 Non-Distressed/Trad. Sales (76%)
Sale-to-List Price Ratio: 95%
Days on Market: 260

SOLD Jan-Dec 2013: 411
MRSP: \$395,000 (+13% over 2012)
Avg.\$/sq.ft: \$206 (+12% over 2012)
40 Foreclosures [REO's] (15.5%)
23 Short-sales (8%)
348 Non-Distressed/Trad. Sales (85%)
Sale-to-List Price Ratio: 96%
Days on Market: 220

SOLD Jan-Dec 2014: 392
MRSP: \$427,500 (+8% over 2013)
Avg.\$/Sq.ft: \$215 (+4% over 2013)
14 Foreclosures [REO's] (3.5%)
5 Short-sales (1.25%)
373 Non-Distressed/Trad. Sales (95%)
Sale-to-List Price Ratio: 96%
Days on Market (CDOM): 207

SOLD Jan-Dec 2015: 407 up 4%
MRSP: \$437,000 (+2% over 2014)
Avg.\$/Sq.ft: \$217 (+1% over 2014)
13 Foreclosures [REO's] (3.2%)
3 Short-sales (0.73%)
Non-Distressed/Trad. Sales: 96%
Sale-to-List Price Ratio: 96%
Days on Market (CDOM): 227

SOLD Jan-Dec 2016: 424 up 4%
MRSP: \$480,000 (+10% over 2015)
Avg.\$/Sq.ft: \$230 (+6% over 2016)
9 Foreclosures [REO's] (2%)
3 Short-sales (0.07%)
Non-Distressed/Trad. Sales: 97%
Sale-to-List Price Ratio: 96%
Days on Market (CDOM): 205

SOLD Jan-Dec 2017: 465 up 10%
MRSP: \$525,000 (+9% over 2016)
Avg.\$/Sq.ft: \$241 (+5% over 2016)
14 Foreclosures [REO's] (3%)
3 Short-sales (0.06%)
Non-Distressed/Trad. Sales: 97%
Sale-to-List Price Ratio: 96%
Days on Market (CDOM): 196

SOLD Jan-Dec 2018: 511 (+10%)
MRSP: \$560,000 (+7% over 2017)
Avg.\$/Sq.ft: \$264 (+9% over 2017)
12 Foreclosures [REO's] (2.3%)
0 Short-sales
Non-Distressed/Trad. Sales: 98%
Sale-to-List Price Ratio: 97%
Days on Market (CDOM): 145

SOLD Jan-Dec 2019: **498** (-2.5%)
MRSP: \$565,000 (+.7% over 2018)
Avg.\$/Sq.ft: \$280 (+6% over 2018)
6 Foreclosures [REO's]
0 Short-sales
Non-Distressed/Trad. Sales: 98%
Sale-to-List Price Ratio: 98%
Days on Market (CDOM): 119

SOLD Jan-Dec 2020: **632** (+27%)
MRSP: \$650,000 (+15% over 2019)
Avg.\$/Sq.ft: \$307 (+10% over 2019)
1 Foreclosure [REO]
0 Short-sales
Non-Distressed/Trad. Sales: 99.8%
Sale-to-List Price Ratio: 98%
Days on Market (CDOM): 151

Pending

PAST PENINGS

31 Dec 08: **15**
31 Dec 09: **44**
31 Dec 11: **56**
31 Dec 12: **56**
31 Dec 13: **57**
31 Dec 14: **43**
31 Dec 15: **47**
31 Dec 16: **54**
31 Dec 17: **50**
31 Dec 18: **41**
31 Dec 19: **65**

PENDING 31 Dec. 2020: **79**
Median List Price: \$937,000
0 REO's
1 Short-sale

Inventory

Past ACTIVE Inventory

31 Dec 05: **244**
31 Dec 08: **459**
31 Dec 09: **380**
31 Dec 10: **335**
31 Dec 11: **301**
31 Dec 12: **234**
31 Dec 13: **255**
31 Dec 14: **253**
31 Dec 15: **233**
31 Dec 16: **194**
31 Dec 17: **181**
31 Dec 18: **171**
31 Dec 19: **185**

ACTIVE 31 Dec. 2020: **50**
Median List Price: \$1,300,000
(\$828,000 in 2019)
Avg. \$/Sq. Ft: \$478
Avg. Cum. Days on Market: 143
0 REO
0 Short-sales

City of Sedona

SOLD Jan-Dec 2020: **412**
MRSP: \$703,000
Avg.\$/Sq.ft: \$323
Luxury SF Home Sales: 106

Village of Oak Creek

SOLD Jan-Dec 2020: **220**
MRSP: \$545,243
Avg.\$/Sq.ft: \$276
Luxury SF Home Sales: 14

17% differential in \$/Sq. ft
(Historically it's 10%)

Luxury Homes (\$1,000,000+)

<i>Date Jan.- Dec.</i>	<i># SOLD</i>	<i>Median RS Price & Days On Market</i>	<i>Sale/List Price Ratio</i>	<i>Avg. \$/sq.ft</i>
2003	23	\$1,400,000 DOM: 274	91%	\$362
2004	33	\$1,225,000 DOM: 314	93%	\$349
2005	52	\$1,250,000 DOM: 253	95%	\$378
2006	55	\$1,245,000 DOM: 259	94%	\$440
2007	42	\$1,317,000 DOM: 293	93%	\$403
2008	25	\$1,290,000 DOM: 293	89%	\$408
2009	19	\$1,500,000 DOM: 494	88%	\$350
2010	17	\$1,200,000 DOM: 414	88%	\$321
2011	17	\$1,440,000 DOM: 570	88%	\$353
2012	24	\$1,332,500 DOM: 476	90%	\$329
2013	31	\$1,245,000 DOM: 463	93%	\$345
2014	32	\$1,241,000 DOM:364	93%	\$326
2015	26	\$1,212,200 DOM:469	95%	\$355

SOLD Jan-Dec 2016: 25
MRSP - \$1,500,000 Avg. \$/sq.ft: **\$375**
DOM: 417 Sale/List Price Ratio: **92%**

SOLD Jan-Dec 2017: 38
MRSP - \$1,325,000 Avg. \$/sq.ft: **\$334**
DOM: 368 Sale/List Price Ratio: **95%**

SOLD Jan-Dec. 2018: 53 +2 (+39%)
MRSP: \$1,315,000
 Avg, Size: **4,578** sq. ft.; \$/sq.ft: **\$352**
Sale/List Price Ratio: 92%; CDOM: 295

SOLD Jan-Dec. 2019: 56 +5* (+11%)
MRSP: \$1,187,500
 Avg, Size: **4,044** sq. ft.; \$/sq.ft: **\$350**
Sale/List Price Ratio: 92%; CDOM: 295
 (*5 TH's at Seven Cyns)

SOLD Jan-Dec. 2020: 120 +11*
(+114%/115%)
MRSP: \$1,423,000
 Avg, Size: **4,138** sq. ft.; \$/sq.ft: **\$392**
Sale/List Price Ratio: 97%; CDOM: 267
 (*TownHomes's at Seven Cyns & The Cottages at Coffeepot)

ACTIVE (31 Dec. 2020): 32
(91-Dec.09; 65-Dec.10; 66-Dec.11; 64-Dec.12;
71-Dec.13; 65-Dec.14; 66-Dec.15; 47-Dec.16;
53-Dec.17; 63-Dec.18; 73-Dec.19)
Median List Price: \$1,996,500
Size: 4,810 sq. ft.; Avg. \$/sq.ft: **\$559**

PENDING (31 Dec. 2020): 34
Median List Price: \$1,600,000

Threshold for Top 10%: \$1,380,000

Vacant Residential Land

<i>Date Jan- Dec</i>	<i># SOLD</i>	<i>Median Recorded Sales Price</i>
2003	386	\$181,500
2004	428	\$225,000
2005	333	\$375,000
2006	115	\$519,000
2007	69	\$353,500
2008	58	\$300,000
2009	95	\$135,000
2010	94	\$135,000
2011	90	\$125,000
2012	117	\$121,500
2013	124	\$157,500

SOLD Jan-Dec 2014: 129 (+4% over 2013)
MRSP: \$155,000 (-1.5% less than 2013)
6 REO's (9 in 2013) **1** Short-sale (6 in 2013)
 Days On Market: **557**

SOLD Jan-Dec 2015: 105
MRSP: \$139,000 (-10% less than 2014)
3 REO's (6 in 2014) **1** Short-sale (1 in 2014)
 Days On Market: **588**

SOLD Jan-Dec 2016: 109
MRSP: \$130,000
 0 REO's 1 Short-sale
 Days On Market: **467**
 Sale to List Price Ratio: **89%**

SOLD Jan-Dec 2017: 141
MRSP: \$137,500
 0 REO's 0 Short-sales
 Days On Market: **447**
 Sale to List Price Ratio: **90%**

SOLD Jan-Dec 2018: 173 (+23%)
MRSP: \$148,500 (+8%)
 0 REO's 0 Short-sales
 Days On Market: **433**
 Sale to List Price Ratio: **92%**

SOLD Jan-Dec 2019: 142 (-18%)
MRSP: \$167,500 (+13%)
 0 REO's 0 Short-sales
 Days On Market: **438**
 Sale to List Price Ratio: **92%**

SOLD Jan-Dec 2020: 192 (+35%)
MRSP: \$198,250 (+18%)
 0 REO's 0 Short-sales
 Days On Market: **436**
 Sale to List Price Ratio: **93%**

ACTIVE 31 Dec. 2020: 159 (-39%)
(262 – 2019)
MListP: \$290,000
(0 REO's; **0** short-sales)
 Days On Market: **465**

PENDING 31 Dec. 2020: 47 (+147)
(19 – 2019; 7 - 2018)
MListP: \$249,000
(0 REO's; **0** short-sales)
 Days On Market: **626**

Sedona Condos/Townhomes

SOLD Jan-Dec. **1999: 118**

Median Recorded Sales Price: \$146,000

Size: **1,322** sq. ft.; \$/sq.ft: **\$110**

SOLD Jan-Dec. **2000: 137**

Median Recorded Sales Price: \$159,000

Size: **1,322** sq. ft.; \$/sq.ft: **\$119**;

SOLD Jan-Dec. **2001: 124**

Median Recorded Sales Price: \$158,250

Size: **1,223** sq. ft.; \$/sq.ft: **\$129**;

SOLD Jan-Dec. **2002: 150**

Median Recorded Sales Price: \$177,250

Size: **1,163** sq. ft.; \$/sq.ft: **\$153**

SOLD Jan-Dec. **2003: 154**

Median Recorded Sales Price: \$209,475

Size: **1,270** sq. ft.; \$/sq.ft: **\$165**

SOLD Jan-Dec. **2004: 129**

Median Recorded Sales Price: \$279,000

Size: **1,325** sq. ft.; \$/sq.ft: **\$211**

SOLD Jan-Dec. **2005: 111**

Median Recorded Sales Price: \$312,000

Size: **1176** sq. ft.; \$/sq. ft: **265**

SOLD Jan-Dec. **2006: 86**

Median Recorded Sales Price: \$390,000

Size: **1,352** sq. ft.; \$/sq.ft: **\$288**;

SOLD Jan-Dec. **2007: 59**

Median Recorded Sales Price: \$350,000

Size: **1,226** sq. ft.; \$/sq.ft: **\$285**

SOLD Jan-Dec. **2008: 55**

Median Recorded Sales Price: \$295,000

Size: **1,272** sq. ft.; \$/sq.ft: **\$232**

SOLD Jan-Dec. **2009: 54**

Median Recorded Sales Price: \$270,000

Size: **1,303** sq. ft.; \$/sq.ft: **\$207**

SOLD Jan-Dec. **2010: 69**

Median Recorded Sales Price: \$250,000

Size: **1,274** sq. ft.; \$/sq.ft: **\$196**

(**9** REO's – **13%**; **5** Short-sales – **7%**)

SOLD Jan-Dec. **2011: 56**

Median Recorded Sales Price: \$196,500

Size: **1,270** sq. ft.; \$/sq.ft: **\$155**

(**9** REO's – **16%**; **6** Short-sales – **11%**)

SOLD Jan-Dec. **2012: 111**

Median Recorded Sales Price: \$221,000

Size: **1,398** sq. ft.; \$/sq.ft: **\$158**

13 REO's (**12%**); **10** Short-sales (**9%**)

SOLD Jan-Dec. **2013: 96** (-14%)

Median R.S. Price: \$211,500 (-4%)

Size: **1,403** sq.ft.; \$/sq.ft: **\$176** (+11)

16 REO's (**17%**); **2** Short-sales (**2%**)

Days On Market: **170**

Sale-to-list Price Ratio: **98%**

SOLD Jan-Dec. **2014: 90** (-9%)

Median R.S. Price: \$240,000 (+13.5%)

Size: **1,384** sq.ft.; \$/sq.ft: **\$190** (+8%)

2 REO's (**2%**); **3** Short-sales (**3%**)

Days On Market: **167**

Sale-to-list Price Ratio: **96%**

SOLD Jan-Dec. **2015: 100** (+11%)

Median R.S. Price: \$270,000 (+12.5%)

Size: **1,539** sq.ft.; \$/sq.ft: **\$188** (-1%)

2 REO's (**2%**); **1** Short-sale (**1%**)

Days On Market: **167**

Sale-to-list Price Ratio: **96%**

SOLD Jan-Dec. **2016: 95** (-5 %)

Median R.S. Price: \$259,000 (-4%)

Size: **1,427** sq.ft.; \$/sq.ft: **\$208** (+11%)

1 REO's; **0** Short-sales

Days On Market: **152**

Sale-to-list Price Ratio: **97%**

SOLD Jan-Dec. **2017: 124** (+31%)

Median R.S. Price: \$280,000 (+8%)

Size: **1,449** sq.ft.; \$/sq.ft: **\$223** (+7%)

0 REO's; **0** Short-sales

Days On Market: **124**

Sale-to-list Price Ratio: **98%**

SOLD Jan-Dec. **2018: 136** (+10%)

Median R.S. Price: \$299,750 (+7%)

Size: **1,436** sq.ft.; \$/sq.ft: **\$240** (+8%)

1 REO; **0** Short-sales

Days On Market: **94**

Sale-to-list Price Ratio: **98%**

SOLD Jan-Dec. **2019: 134** (6 at 7 Cyns)

Median R.S. Price: \$310,000 (+3%)

Size: **1,385** sq.ft.; \$/sq.ft: **\$271** (+13%)

Days On Market: **90**

Sale-to-list Price Ratio: **98%**

SOLD Jan-Dec. 2020: 117 (-9%)
(9 at 7Cyns)
Median R.S. Price: \$383,347 (+24%)
Size: 1,517 sq.ft.; \$/sq.ft: \$295 (+9%)
Days On Market: 104
Sale-to-list Price Ratio: 99%

Condo/Townhome Inventory

Past ACTIVEs:

31 Dec.09: **75**
31 Dec.10: **80**
31 Dec.12: **44**
31 Dec.13: **34**
31 Dec.14: **45**
31 Dec.15: **36**
31 Dec.16: **20**
31 Dec.17: **21**
31 Dec.18: **19**

ACTIVE 31 Dec. 2020: 20
(12 at Park Place; 3 at Seven Cyns))
Med. List Price: \$696,000
Avg. Size: 1,894 Sq. ft.
Avg \$/Sq.ft: \$367

PENDING 31 Dec. 2020: 9
Median List Price: \$315,000
Avg. Size: 1,203 Sq. ft.; \$/Sq.ft: \$318