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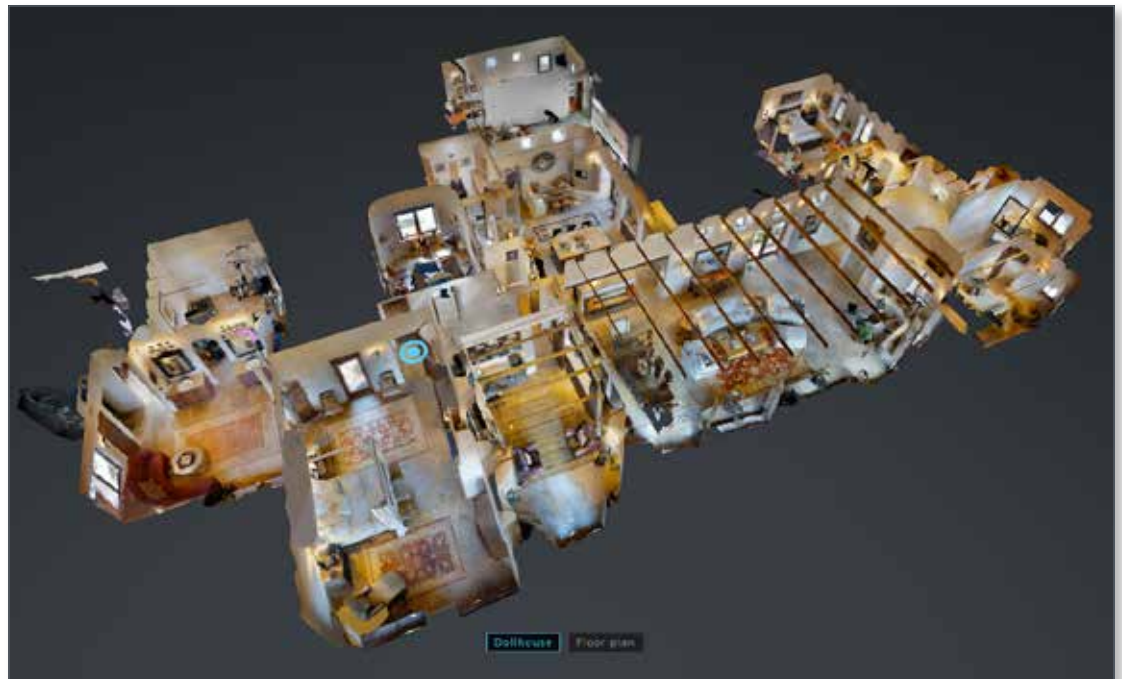
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IMMERSIVE 3D MEDIA PROPERTY TOURS

NEW TECHNOLOGY!

I'm thrilled to be offering Matterport, an immersive 3D virtual "always open house," to select sellers. This cutting edge 3D media technology offers a new way to show your home and enables the viewer to "walk" through a home on-line. The viewer is transported into your home and can explore every room as well as tour a high-level doll house and floor plan view for ease of navigation.

I'm proud to be at the forefront of this of incredible technology in the Santa Fe real estate community and offer it to sellers. This technology increases our reach to buyers by easily giving out-of-towners the ability to get a feel for a property by "walking" through without having to leave home.



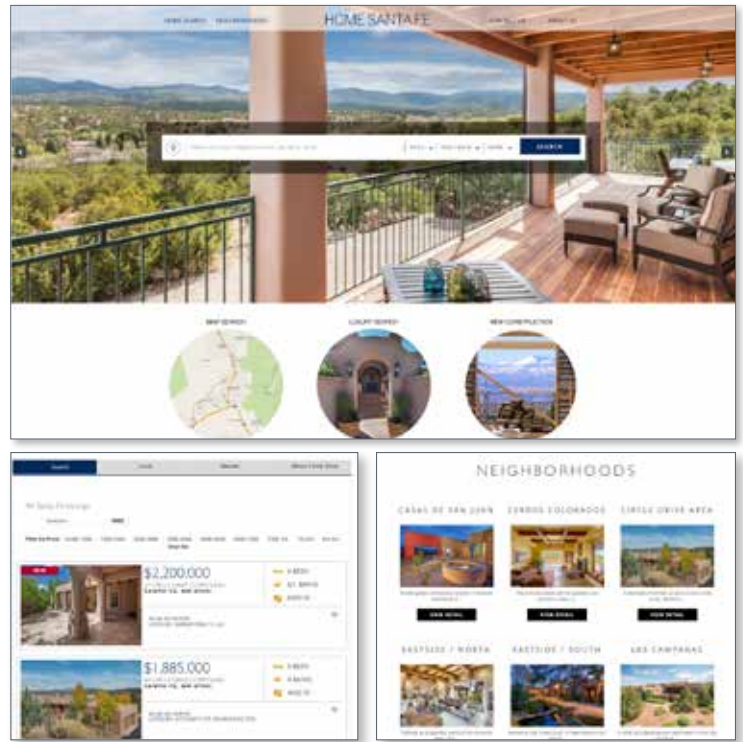
With Matterport, buyers view more properties, spend 3x the time exploring, and are up to 95% more likely to reach out for more information.



A REDESIGN FOR HOMESANTAFE.COM

Announcing a new redesigned homesantafe.com website!

I'm pleased to announce my Home Santa Fe website has been redesigned and features a clean design, simplified look and offers improved navigation and expanded search functions. New features include sections dedicated to popular Santa Fe neighborhoods, larger photos, map and luxury searches, current listing section as well as links to the quarterly newsletter and blog. The site features a responsive design that improves functionality across all devices including tablets and mobile phones. Be sure to check it out!



90% OF ALL HOME BUYERS ARE **SEARCHING ONLINE**

THE SOTHEBY'S ADVANTAGE

Sotheby's International Realty offers a legendary brand, synonymous with quality and expertise; globally recognized as marketer of the world's most prized possessions. Including:

- **Worldwide marketing exposure** – partners with the most significant media companies and real estate focused websites in the world
- **Strong digital presence** – strong optimization, SEO functionality and responsive design to function across all devices
- **Local publication** – Santa Fe Style, published twice a year
- **National publications** – New York Times, Wall Street Journal, The Robb Report Home & Style
- **Premier partnerships** – special relationships with best-in-class brands in print and digital media

Sotheby's
INTERNATIONAL REALTY

PROPERTIES ARE VIEWED AN ASTOUNDING
190 MILLION
TIMES ACROSS ALL OF OUR PARTNER SITES ANNUALLY

PAUL'S TOP TEN SELLING FUNDAMENTALS:

The keys to selling luxury homes in Santa Fe, especially in a slow market, in general are not a mystery:

- 1 Realistic pricing
- 2 Great staging
- 3 Professional photography – stills and 3D tours
- 4 Strong hand outs/support materials
- 5 Pre-inspections eliminating physical plant issues
- 6 Extraordinary web presence by listing agent and brokerage
- 7 Modern sales-assistance techniques versus old "hard sell"
- 8 Title binders updated upfront
- 9 Monthly updates on all facets of the market and the marketing
- 10 Strong support staff to follow up on details

CURRENT LISTINGS



86 AMBERWOOD LOOP

LAS CAMPANAS

Pueblo style home located on the 6th fairway of the Las Campanas Sunrise Golf Course. High ceilings and Jemez and Sangre views. Large formal spaces are complemented by generous outdoor patios. Main house with 2 Master Suite configuration and 2 bedroom casita with privacy and great views. 4 bed / 4.5 bath. 5,352 sq. ft. \$1,195,000 #201604956



1062 SIERRA DEL NORTE

SIERRA DEL NORTE

This traditional New Mexico Estate sits on a very private 2.5 acres, 180 feet uphill from its dedicated entry gate, and almost completely encircled by adjoining, non-buildable public and private hills. Enjoy panoramic, unobstructed mountain and sunset views. 3.3 miles to downtown. 5 bed / 4.5 bath. 6,540 sq. ft. \$2,250,000 #201600881



34 E GOODNIGHT TRAIL

LA TIERRA NUEVA

Gorgeous contemporary Pueblo style home in La Tierra Nueva. The house was completely renovated and remodeled in 2007-2008 by Wolf Corp. All adobe construction, with skylights, vigas, covered ceilings, custom cabinets and doors throughout. State-of-the-art kitchen appliances. Beautifully landscaped. 4 bed / 3 bath. 4,501 sq. ft. \$1,695,000 #201604618



3360 MONTE SERENO

MONTE SERENO

Incredible opportunity to own an architecturally designed, leading edge contemporary home in Monte Sereno - to be built by Kim Dressel of Dressel Construction. Fabulous views and sensible floorplan all come to life in this truly breathtaking home. Be sure to check out the virtual photos and virtual tours. 3 bed / 3 bath. 2,905 sq. ft. \$1,465,000 #201604314



1103 PADRE KINO

SIERRA DEL NORTE

Classic Pueblo Revival with wonderful views of the Sangre de Cristo Mountains. Open kitchen, dining room, living room format. Living room offers expansive east and north views. Spacious master suite and main guest suite with en suite bath. Beautifully maintained, extremely private and quiet location. 4 bed / 3 bath. 3,580 sq. ft. \$1,295,000 #201604398



84 CIRCLE DRIVE COMPOUND

CIRCLE DRIVE

Poised in the most private part of the gated Circle Drive Compound, this Kim Unger built Pueblo Revival home is perched on the hill with extraordinary views of the Sangre de Cristo Mountains, Tesuque Valley, and Ski Basin. Great portal and outdoor entertaining space capture the views. 3 bed / 4 bath. 4,432 sq. ft. 5 acres. \$1,850,000 #201604235

FOR SALE: 3RD QUARTER MARKET SUMMARY

OVERALL INVENTORY – SANTA FE HOMES MARKET

PENDING SALES

Overall inventory of homes for sale stands at 1651 versus 1717 last year, but the pending sales category stands at 455 this year compared with 376 last year – a 17% increase. Average price is up from \$687,692 to \$ 714,765. Days on Market stands at 183 versus 204 last year.

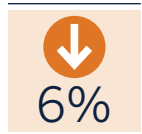


YEAR	ACTIVE	PENDING	AVG LIST	DOM
2016	1651	455	\$714,765	183
2015	1717	376	\$687,692	204
2014	2130	373	\$620,500	198
2013	2280	351	\$601,347	196
2012	2037	317	\$577,668	273

OVERALL INVENTORY – LOTS

DOM

Overall land inventory is constant, with 1379 this year versus 1372 last year. Average price is up a bit to \$192,807 compared with \$187,581 last year. Days on market is down to 426 in 2016 with 2015 having 454.



YEAR	ACTIVE	PENDING	AVG LIST	DOM
2016	1379	52	\$192,807	426
2015	1372	42	\$187,581	454
2014	1515	49	\$196,193	503
2013	1495	43	\$191,356	459
2012	1486	37	\$198,373	544

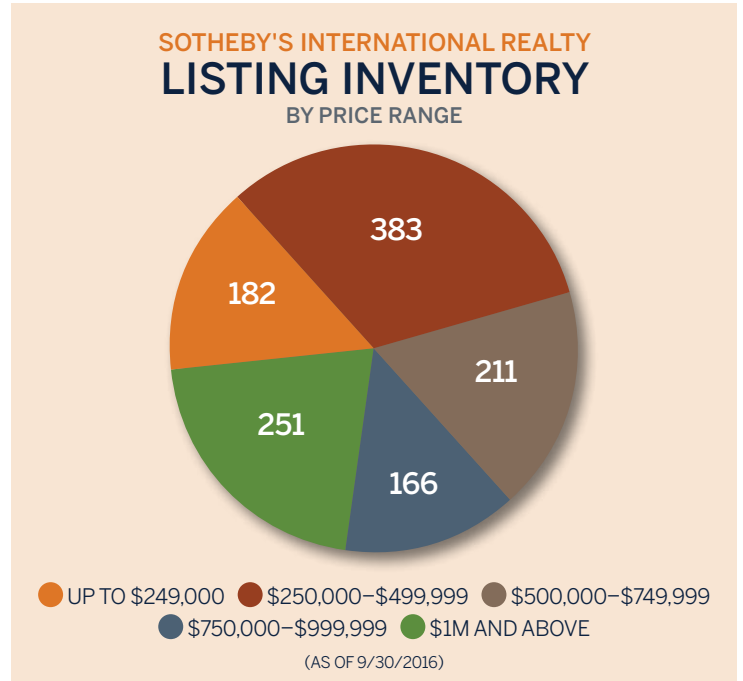
OVERALL INVENTORY – HOMES OVER \$1 MILLION

DOM

Overall inventory of homes over \$1 million is 296 for 2016, compared with 287 last year. Average price is similar with \$2,040,284 for 2016 and \$2,082,444 last year. Average days on market is down to 229 from 255. Lastly, pending sales are at 23 for 2016 versus 22 last year.



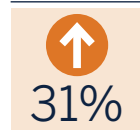
YEAR	ACTIVE	PENDING	AVG LIST	DOM
2016	296	23	\$2,040,284	229
2015	287	22	\$2,082,444	255
2014	289	25	\$2,084,385	228
2013	309	26	\$2,097,563	---
2012	280	13	---	---



LAS CAMPANAS HOME INVENTORY

INVENTORY

Las Campanas homes are up to 80 versus 61 last year. Pending sales are up too with 15 this year compared with 12 last year. Average days on market have dropped from 215 to 188, as has the average price of homes for sale which stand at \$1,283,178 compared with \$1,331,359 last year.



YEAR	ACTIVE	PENDING	AVG LIST	DOM
2016	80	15	\$1,283,178	188
2015	61	12	\$1,331,359	215
2014	76	11	\$1,330,073	199
2013	90	11	\$1,479,929	202
2012	65	9	\$1,579,373	370

LAS CAMPANAS LAND INVENTORY

DOM

Las Campanas land inventory now stands at 102 compared with 90 last year at this time. Average price is constant the last 5 years at \$135,901 in 2016 and average the previous 4 years of \$139,796. Average Days on Market stands at 350 compared to 510 as the previous 4 year average.



YEAR	ACTIVE	PENDING	AVG LIST	DOM
2016	102	5	\$135,901	350
2015	90	4	\$130,903	443
2014	101	6	\$141,576	459
2013	123	6	\$131,309	415
2012	101	1	\$155,398	726

SALES: 3RD QUARTER MARKET SUMMARY

OVERALL SALES – SANTA FE HOMES MARKET

PRICE/SQ FT



15%

Sales jumped up 2.7% in 2016 over 2015, while the average sale price also moved up from \$375,152 to \$389,188. Days on market dropped significantly from 173 days down to 145 – a 16% drop. Lastly, the price per square foot is up to

\$209 from last year's \$182 – a 15% increase.

YEAR	# HOMES SOLD	AVERAGE PRICE	DOM	\$/SQ FT
2016	2033	\$389,188	145	\$209
2015	1978	\$375,152	173	\$182
2014	1745	\$377,176	178	\$176
2013	1661	\$377,910	179	\$179
2012	1509	\$380,598	218	\$173

OVERALL SALES – LOTS

DOM



2.4%

Land sales were flat. 228 last year through the first 3 quarters versus 232 in 2016. Average sales priced dipped from \$115,130 to \$111,085. And days on market moved slightly from 379 to 370.

YEAR	# LOTS SOLD	AVERAGE PRICE	DOM
2016	222	\$111,085	370
2015	228	\$115,130	379
2014	197	\$131,452	372
2013	227	\$108,903	439
2012	152	\$112,180	376

OVERALL SALES – HOMES OVER \$1 MILLION

SALES



14%

Sales increased to 95 sales in 2016 versus 83 last year – a 14% increase. Average price dropped to \$1,391,966 to \$1,473,966. Average price per square foot dropped from \$354 to \$325 – an 8% drop. Days on Market were steady moving from 203 to 200. Average size of home stands at 4,106 versus 4,211 last year.

YEAR	# HOMES SOLD	AVG PRICE	DOM	\$/SQ FT	AVG SQ FT
2016	95	\$1,391,975	200	\$325	4106
2015	83	\$1,473,966	203	\$354	4211
2014	75	\$1,518,159	212	\$363	4262
2013	70	\$1,461,858	256	\$330	4617
2012	68	\$1,537,188	298	\$352	4366



RECENTLY SOLD BY PAUL MCDONALD

PROPERTY LISTING PRICE

+ 18 GREEN MEADOW LOOP	\$1,349,000
+ 521 CAMINO DON MIGUEL	\$899,900
+ 3304 MONTE SERENO	\$1,795,000
+ 1124 PIEDRA RONDO	\$995,000
+ 23 HAWTHORNE CIRCLE	\$1,995,000
+ 807 CALLE RUMOLO	\$1,850,000
+ 1104 PIEDRAS ROJAS	\$1,100,000
+ 165 BROWNELL HOWLAND	\$1,950,000

LAS CAMPANAS HOMES

PRICE/SQ FT



11%

Sales were off a bit, with 43 selling in 2016 versus 50 last year. Average price up modestly to \$986,720 from \$972,990. Price per square foot up to \$286 after years in the \$250 to \$260 range. Average square footage of a home up a bit to 3,677 from 3,610.

YEAR	# HOMES SOLD	AVG PRICE	DOM	\$/SQ FT	AVG SQ FT
2016	43	\$986,720	213	\$286	3677
2015	50	\$972,990	218	\$258	3610
2014	46	\$991,112	301	\$262	3687
2013	26	\$964,944	323	\$261	3623
2012	44	\$1,013,285	398	\$247	3699

LAS CAMPANAS LAND

AVG PRICE



29%

Sales were down a tad to 29 sales from the 30's the last 3 years. Average price jumped to \$117,431 from \$91,954 – first time in 5 years since the \$100k barrier was broken. Days on market still long at 423 versus 409 last year.

YEAR	# LOTS SOLD	AVERAGE PRICE	DOM
2016	29	\$117,431	423
2015	32	\$91,054	409
2014	34	\$98,932	380
2013	31	\$94,406	428
2012	9	\$73,444	558

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CURRENT LISTINGS



10 VIA VECINO

NORTHSIDE

Northwest of Bishop's Lodge Road, this home features spectacular views of the Sangre de Cristo Mountains. Main living room/dining is open and spacious, stunning center-island kitchen with deep dining portal. Features high ceilings throughout, generous outdoor portal spaces, A/C, and a heated 2-car garage. 3 bed / 3.5 bath. 4,015 sq. ft. \$1,200,000 #201602023



2020 CALLE LEJANO

EASTSIDE

Private oasis featuring tranquil views just minutes from downtown. Master suite with forward sitting room, generous closet space and kiva fireplace. Attached guest suite features large main room, high ceilings and corner fireplace, bedroom area, 3/4 bathroom and large custom closet space. 3 bed / 3 bath. 3,950 sq. ft. \$1,100,000 #201603002



2323 OLD ARROYO CHAMISO

NORTHSIDE

Northern New Mexico home with gourmet kitchen open to the dining area – ala Betty Stewart. Soaring ceilings and lots of windows make for open, bright space. Generous outdoor portal spaces with spectacular views and outdoor garden areas. Great 3 room lofted master suite with large closet space. 3 bed / 3 bath. 3,541 sq. ft. \$1,100,000 #201603368

PAUL IS ONE OF ONLY
EIGHT AGENTS
IN SANTA FE TO AVERAGE OVER
\$1 MILLION
PER SALE FOR THE PAST 16 YEARS



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