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**If you take nothing else away
from this newsletter, HAVE
YOUR HOME PRE-INSPECTED.**

SELLING AND MARKETING SANTA FE REAL ESTATE

Instead of writing about each segment of the market, I am going to leave you to analyze the statistics in this newsletter provided by SFAR MLS and make your own conclusions. Instead, I am going to write about the selling and marketing of Santa Fe Luxury Real Estate – in hopes that it helps many of you understand the forces at work in our marketplace.

PRE-INSPECTION

If you take nothing else away from this newsletter, have your home pre-inspected. It is the best way to avoid surprises that may cause a buyer to terminate a sale – rather than deal with the issues on your home with all of the chips on the table. Then when an offer comes through you will not be held hostage by unreasonable demands from a buyer. Fix what needs to be fixed. Clue: The biggest culprits are flat roofs, stucco, and maintenance on mechanical systems.

STAGING

When you decide to sell, you are competing with some of the most spectacular real estate in the United States, and well prepared, competitive sellers go the extra mile to make their home stand out. This can mean refreshing landscaping, accessorizing in tandem with your current furnishings, deep cleaning, etc. I can provide a list of suggested stagers I work with standing ready to assist in assessing your home and its needs. We even have Virtual Staging that makes the most boring home shine.

DOCUMENTATION

“The Battle is over before it is fought.” When you are ready to sell, pull together a floor plan, a survey, a copy of the deed restrictions, preliminary title work, design guidelines, a seller's disclosure, Tax Levy Certificate, etc. As a general rule, my listings in the MLS system contain this and more in the “Associated Documents” section. That way buyers and brokers have fast access to pertinent information.

SUCCINCT MARKETING PLAN

Sellers often list their homes and wonder one month into the listing “what is happening with the sale of my home?” Through the programs and services offered by Sotheby's International Realty, I offer a point by point marketing plan that takes into account the marketing of a home in our Internet dominated era. Old world things like information-packed brochures for buyers are equally important. And thorough, timely, and meaningful feedback on showings have been a staple of mine for 34 years. My 30+ page plan takes into account marketing tools and concepts some of you have probably not used when you sold your homes in past years – and I think you will be surprised at the tools top brokers are employing today to attract buyers.

PHOTOGRAPHY

No longer is it sufficient in this category to rely on great still photos. I am one of a handful of brokers in Santa Fe that provide Matterport 3D tours that allow buyers to look at your entire home on their computer screen. The technology is amazing. On select properties we shoot a narrated video. I am also a licensed drone operator, which allows me to get great aerial shots on my listings that will benefit from this technology. Meaningful marketing will embrace some if not all of the above photography, and it will allow buyers to experience your home on the Internet. Remember, your first showing always occurs online.

The Compound at Monte Sereno

A COMMUNITY, A HOME, A SANTA FE LIFESTYLE



An active lifestyle living experience within the Monte Sereno Community, only minutes from The Santa Fe Opera. Floorplans from 2200 to 2800 sf within a beautifully landscaped and gated environment. Fifteen unique homes offering unparalleled views of the Sangres. Designed by Lorn Tryk and built by Odai Construction or Solterra Builders, an award winning Santa Fe team.

Offered by Paul McDonald of Sotheby's International Realty

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monte sereno

FEATURED LISTINGS



41 PASEO DE CONEJO

NORTHWEST

Truly one of the gems in Northwest Santa Fe, perched up on a hilltop with absolutely commanding views of the Sangre de Cristo mountains to the east and the Jemez mountains to the west. This true one level home exudes pride of ownership and has been meticulously maintained. The floor plan features 3 bedrooms suites, a study, a bar nook, and an additional office/media room. The kitchen area is great for entertaining, and features granite counter tops, custom cabinets, and a complete Jenn Air package – all of which flow into a spectacular formal dining room with floor to ceiling glass, and informal sitting area/family room with kiva fireplace, and a wonderful intimate breakfast room. The privacy and views in this home are hard to appreciate, unless you have seen the best that Tierra Preciosa, Tierra Nueva, and La Tierra have to offer. The 8 acre hilltop setting makes this one of the finest home sites in the whole of northwest Santa Fe. The outdoor portal space and walled in back yard are accented with some of the most beautiful gardens and fountains one can imagine, all of which are a prelude to absolutely enormous views. A 10,000 gallon cistern stores captured rain water from the roof and nourishes the many plantings that surround the home on both sides. The walls the owners added offer both security and a great way to define the home, allow for dogs, and help define the owners space from the surrounding countryside. Deluxe in-floor heating and refrigerated AC make for comfortable living in all parts of the home. 3 gas fireplaces inside along with 1 wood burning outside allow for easy use and burning night time fires to enjoy the outdoor spaces.

5 bed / 3.5 bath / 4,838 sq. ft. / #201802645

\$1,935,000



RECENTLY SOLD BY PAUL MCDONALD

+ 21 BIG TESUQUE	\$3,100,000
+ 2948 ASPEN VIEW	\$1,350,000
+ 84 CIRCLE DRIVE	\$1,750,000
+ 1229 SOUTH SUMMIT	\$1,595,000
+ 22 VUELTA MARIA	\$1,200,000
+ 9 BLUESKY CIRCLE	\$1,189,000
+ 111 CALLE VENTOSO WEST	\$1,125,000
+ 1275 SPANISH HILL	\$1,095,000
+ 10 VIA VECINO	\$1,025,000

HAPPY BUYER

"Paul McDonald has every positive attribute you could hope for in a real estate professional. We contacted him in our search for a Santa Fe home and with remarkable patience and skill, he helped us understand the market, the dynamics of home values, and structural & design issues. When we finally chose a home, Paul did a great job in the negotiations and he and his excellent team were able to handle some complicated issues leading to a successful close. We love our house and I seriously doubt that we would have it without Paul. Obviously, we would recommend him unreservedly to anyone selling or buying a home."

– Mykay4

FEATURED LISTINGS

1015 SIERRA PIÑON

SIERRA DEL NORTE

One of the premier homes in all of Sierra del Norte, this expansive Pueblo Revival home enjoys great views back over the city and tremendous privacy due to the setting. Massive pine timbers adorn the main part of the home with vigas and columns that set the tone for truly grand entertaining spaces. Beautiful finishes include sandstone floors, plaster walls throughout, granite counter tops, spectacular vigas and latillas in the ceiling areas and more. Luxurious Owner's suite with private office area, huge closet, spa type bathroom with steam room, sauna, and whirlpool tub (with romantic wood burning fireplace) and easy laundry room access. Guest wing bedrooms share a portal with wonderful city views and off to the Jemez mountains. Outdoor entertaining portal is one of the most grand in all of Santa Fe, with multiple levels and an inviting water feature/pond to set the tone...includes electronic blinds for added comfort. With 2 year old stucco and recent sealing on the foam roof - this shows the seller's attention to detail. 8 Fireplaces, oversized 3 car garage (heated with 3/4 bath!) with 1 lockout bay. Mature landscaping adds an element of place that can't be missed.

4 bed / 5.5 bath / 5,832 sq. ft. / #201803231 \$2,395,000



3073 MONTE SERENO DRIVE

MONTE SERENO

Ideally situated at the front of the Monte Sereno subdivision, this traditional Santa Fe style home boasts enormous views, high-end finishes, and meticulous maintenance (new roof, new stucco, new concrete driveway, new tankless boiler, etc.). Sweeping views from virtually all rooms and a wonderful private rear portal fill the windows with enormous views of the Sangre de Cristo mountains. Gourmet kitchen, expansive owner's suite with private portal, rare triple garage, family room off of kitchen equipped with true home theatre are just a few of the features of this home. The home also is extremely private and insulated from any surrounding neighbors or roads. Extra lot available for view protection.

3 bed / 3 bath / 3,525 sq. ft. / #201803271 \$1,595,000



SOLD: 2ND QUARTER STATISTICS

OVERALL SANTA FE HOMES MARKET

YEAR	# SOLD	AVERAGE PRICE	SQ FT	\$/SQ FT	DOM	ACTIVE LISTINGS	PENDING
2018	1,551	\$429,018	1,791	\$215	89	1,230	516
2017	1,379	\$412,692	1,838	\$200	144	1,516	462
2016	1,244	\$388,785	1,841	\$185	155	1,656	478
2015	1,243	\$375,134	2,082	\$181	181	1,893	365
2014	1,067	\$376,406	1,917	\$174	187	2,193	371
2013	966	\$368,867	1,967	\$187	188		
2012	927	\$375,344	2,193	\$171	265		
2011	819	\$422,455	2,210	\$191	299		
2010	885	\$378,596	2,102	\$180	268		
2009	694	\$381,426	2,067	\$184	260		
2008	878	\$460,159	2,036	\$226	228		
2007	1,242	\$464,092	2,021	\$229	182		

HOMES OVER \$1 MILLION

YEAR	# SOLD	AVERAGE PRICE	SQ FT	\$/SQ FT	DOM	ACTIVE LISTINGS	PENDING
2018	90	\$1,433,897	4,052	353	169	263	39
2017	71	\$1,505,469	4,399	\$341	231	282	29
2016	62	\$1,407,078	4,299	\$320	221	286	22
2015	55	\$1,468,176	3,989	\$368	220	285	12
2014	45	\$1,583,438	4,661	\$365	213		
2013	38	\$1,622,226	4,974	\$321	241		
2012	41	\$1,416,569	4,156	\$340	293		
2011	55	\$1,632,356	4,620	\$353	473		
2010	39	\$1,487,778	4,566	\$325	458		
2009	24	\$1,366,549	4,317	\$316	269		
2008	56	\$1,941,216	4,990	\$389	377		
2007	82	\$1,470,015	4,100	\$358	314		

LAS CAMPANAS HOMES

YEAR	# SOLD	AVERAGE PRICE	SQ FT	\$/SQ FT	DOM	ACTIVE LISTINGS	PENDING
2018	24	\$1,104,115	3,882	\$277	161	49	10
2017	35	\$1,041,499	3,800	\$275	174	63	25
2016	31	\$990,600	3,877	\$261	218	71	9
2015	28	\$936,218	3,453	\$250	227	66	10
2014	28	\$1,053,181	3,960	\$266	269		
2013	13	\$892,151	3,294	\$268	266		
2012	26	\$958,961	3,700	\$258	433		
2011	27	\$1,031,257	3,994	\$258	625		
2010	12	\$1,029,441	3,945	\$261	513		
2009	20	\$1,008,845	3,477	\$290	267		
2008	23	\$1,452,083	3,981	\$364	485		
2007	28	\$1,292,769	3,810	\$339	287		

OVERALL SANTA FE LAND MARKET

YEAR	# SOLD	AVERAGE PRICE	DOM	ACTIVE LISTINGS	PENDING
2018	204	\$119,626	383	1,292	72
2017	170	\$107,809	317	1,320	52
2016	141	\$116,156	398	1,394	46
2015	122	\$122,668	407	1,371	40
2014	118	\$100,910	384		
2013	137	\$114,125	466		
2012	96	\$106,968	452		
2011	97	\$162,165	347		
2010	99	\$136,437	314		
2009	88	\$181,185	314		
2008	147	\$205,841	307		
2007	316	\$212,074	237		

MONTE SERENO LAND

YEAR	# SOLD	AVERAGE PRICE	DOM	ACTIVE LISTINGS	PENDING
2018	5	\$217,000	204	24	0
2017	4	\$190,500	371	23	1
2016	0	\$0	0	27	1
2015	3	\$314,166	291	26	1
2014	1	\$285,000	387		
2013	2	\$112,500	671		
2012	4	\$200,499	407		
2011	3	\$195,000	516		
2010	5	\$260,380	318		
2009	2	\$264,000	279		
2008	7	\$350,843	138		
2007	10	\$325,680	198		

LAS CAMPANAS LAND

YEAR	# SOLD	AVERAGE PRICE	DOM	ACTIVE LISTINGS	PENDING
2018	27	\$129,885	318	84	9
2017	15	\$74,966	347	89	4
2016	19	\$133,394	411	90	2
2015	17	\$70,141	352	90	4
2014	14	\$84,642	549		
2013	20	\$92,111	458		
2012	8	\$72,625	356		
2011	7	\$172,143	306		
2010	5	\$130,000	422		
2009	11	\$176,545	571		
2008	17	\$278,676	396		
2007	33	\$460,786	368		

Statistics and numbers are obtained from the Santa Fe Association of Realtors Multiple Listing Service and are deemed reliable but are not guaranteed and are subject to change. Data may not reflect all real estate activity in the market area. Sotheby's International Realty and the Sotheby's International Realty logo are registered (or unregistered) service marks used with permission. Operated by Sotheby's International Realty, Inc. Real estate agents affiliated with Sotheby's International Realty, Inc. are independent contractor sales associates and are not employees of Sotheby's International Realty, Inc. Equal housing opportunity.

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CURRENT LISTINGS



NEW PRICE

6 ESTATES DRIVE

LAS CAMPANAS

Estate I setting along the coveted Las Campanas green belt. Enjoy a home that combines art space with living space, wonderful formal and informal spaces, walls of glass and energy efficiency, casual indoor spaces and several fabulous outdoor areas. Walls of glass offer truly panoramic views.

4 bed / 5.5 bath / 7,162 sq. ft. / #201703920 \$2,995,000



NEW PRICE

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. / #201600881 \$1,999,000



150 PASEO ARAGON

LAS CAMPANAS

This sprawling estate is comprised of 4 separate lots, clean lines and bright open spaces define this one level home – with great outdoor living areas and vast views. Adobe construction with beautifully finished plaster walls are the back drop for modern decor and contemporary living.

5 bed / 5.5 bath / 9,741 sq. ft. / #201800264 \$3,795,000



4 FALLING STAR

LAS CAMPANAS

Spanish-influenced classic featuring a spacious living room-kitchen-family room with large French doors and an enclosed courtyard. Clay Plaster walls, white oak floors, Cantera stone architectural elements, custom-engineered wood doors. Unobstructed mountain views from virtually every room.

4 bed / 4.5 bath. 5,946 sq. ft. / #201704144 \$1,775,000

>> visit homesantafe.com to see all listings <<