

Santa Rosa

City · CA · California > Sonoma County

BALANCED MARKET

\$731K

MEDIAN SALE PRICE

-3.2%

1-YR CHANGE

1,989

SALES (12 MO)

\$696K

MEDIAN VALUE (AVM)

Market temperature

Balanced market · 47 / 100



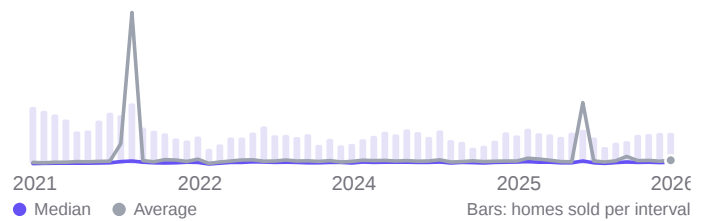
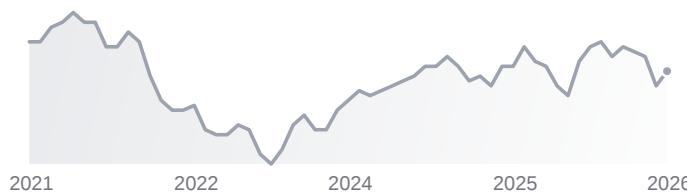
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

47 / 100

Sale prices

Median \$739K · Average \$875K

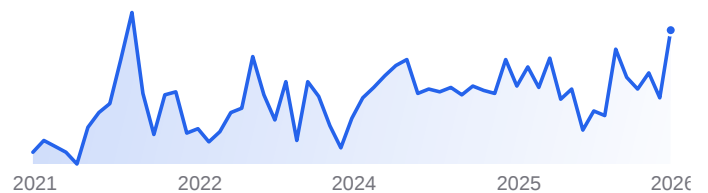
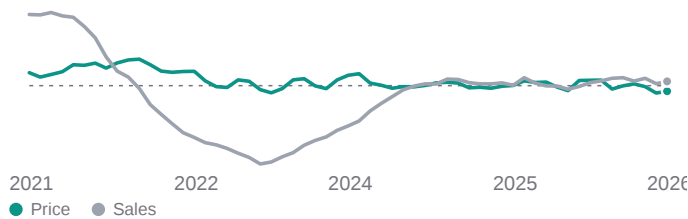


Growth (year over year)

Price -3.2% · Sales +2.5%

Price per square foot

\$497/ft²

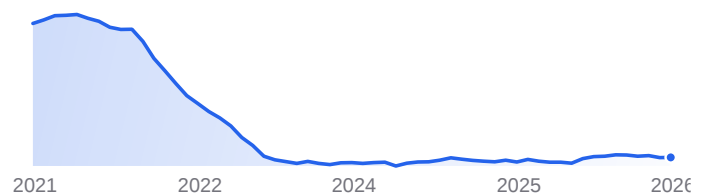


Sale premium vs estimated value

+0.0%

Annual turnover (share of homes sold)

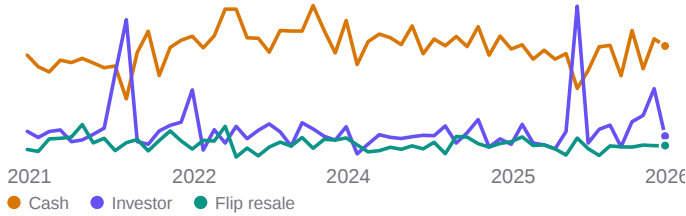
3.3%



BUYERS & OUTCOMES

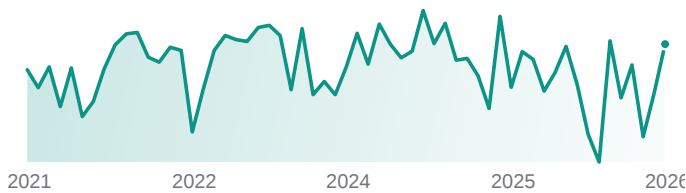
Buyer mix

Cash 26% · Investor 5.3% · Flip resale 3.2%



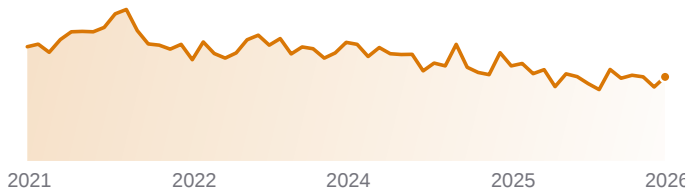
Sellers who sold at a gain

94%

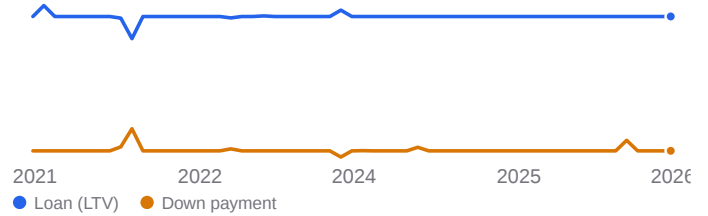


Median annualized return at resale

+3.6%

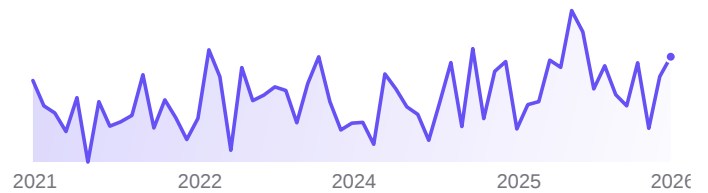


Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



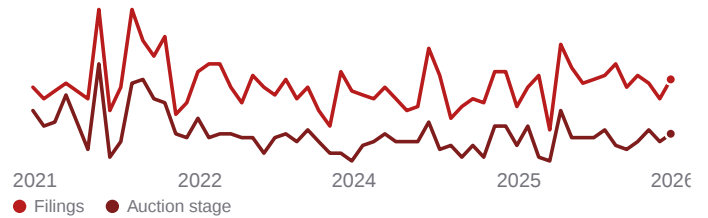
Typical hold before selling

11.3 yrs



Preforeclosure filings

Filings 24 · Auction stage 10



HOUSING STOCK

Homes	60,987
Median value (AVM)	\$696K
Median size	1,538 ft²
Median bedrooms	3
Median year built	1978
Single family	66%
Condos	5.1%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	54%
Underwater (LTV 125% or more)	2.0%
Owner occupied	76%
Company owned	35%
Median loan-to-value	47%

Typical ownership tenure

12.7 yrs

COMMUNITY

Population	177,349
Density	4,170 / mi²
Median household income	\$89K
Average household income	\$122K
Crime index (US avg 100)	92
Air pollution index (US avg 100)	85
Earthquake index (US avg 100)	506
Homes occupied	96%
Bachelor's or higher	22%
Poverty rate	10.3%
Unemployment	1.3%
Average temp	58°F
Annual precip	35 in
Sunshine	78%

Market metrics are derived from recorded arms-length deeds through July 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.