

Santa Rosa 95404

ZIP code · CA · California > Sonoma County > Santa Rosa

BALANCED MARKET

\$820K

MEDIAN SALE PRICE

-11.4%

1-YR CHANGE

389

SALES (12 MO)

\$808K

MEDIAN VALUE (AVM)

Market temperature

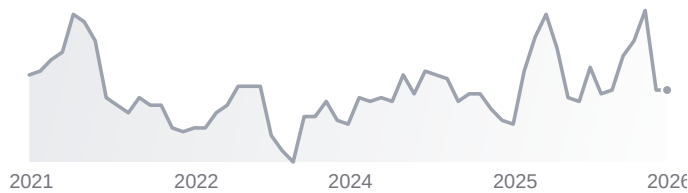
Balanced market · 43 / 100



MARKET TRENDS (5 YEARS)

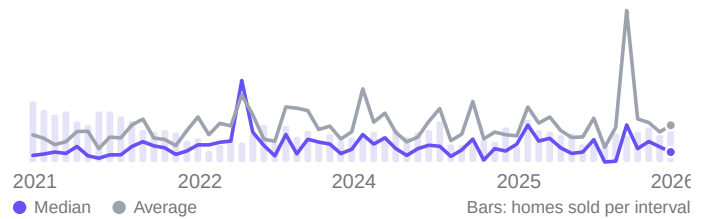
Market temperature (0–100)

43 / 100



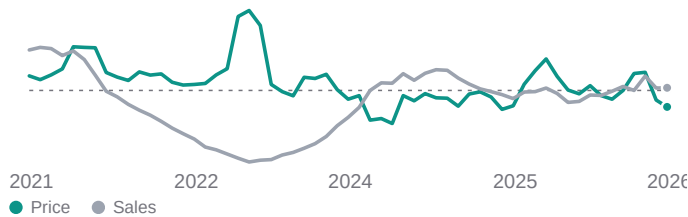
Sale prices

Median \$765K · Average \$1M



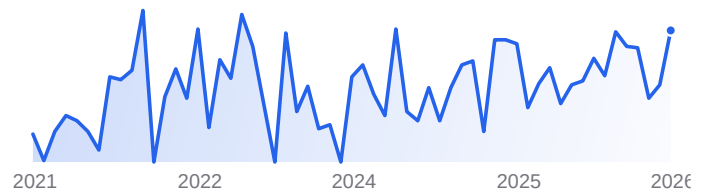
Growth (year over year)

Price -11.4% · Sales +1.8%



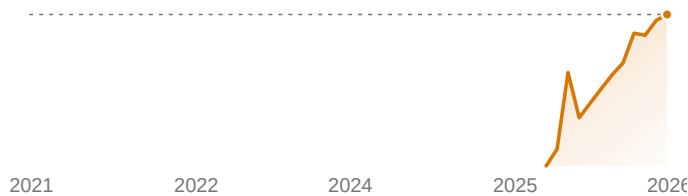
Price per square foot

\$541/ft²



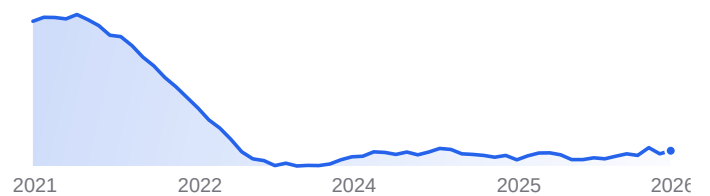
Sale premium vs estimated value

+0.0%



Annual turnover (share of homes sold)

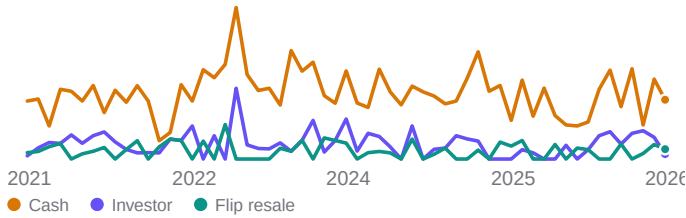
3.2%



BUYERS & OUTCOMES

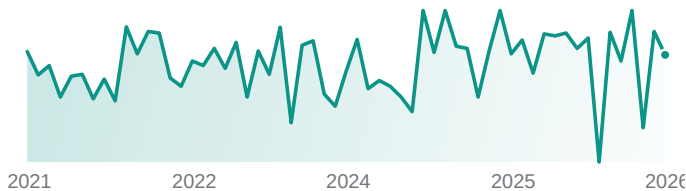
Buyer mix

Cash 26% · Investor 2.1% · Flip resale 4.3%



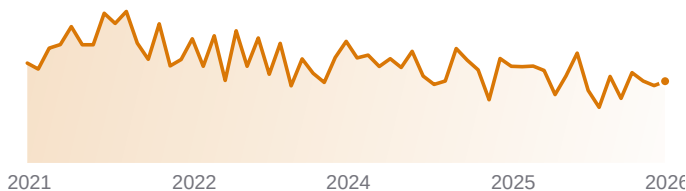
Sellers who sold at a gain

93%

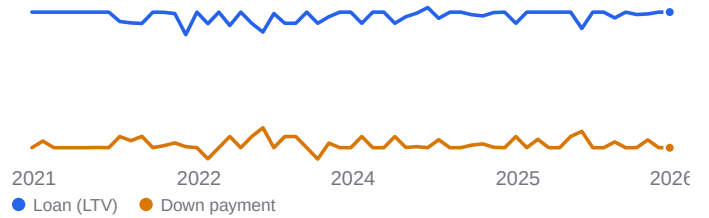


Median annualized return at resale

+3.9%

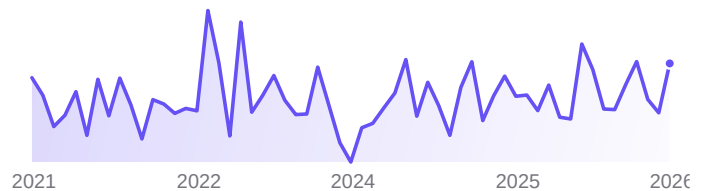


Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



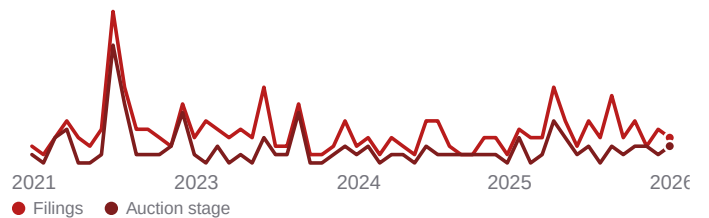
Typical hold before selling

11.5 yrs



Preforeclosure filings

Filings 3 · Auction stage 2



HOUSING STOCK

Homes	12,045
Median value (AVM)	\$808K
Median size	1,690 ft²
Median bedrooms	3
Median year built	1971
Single family	68%
Condos	3.6%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	56%
Underwater (LTV 125% or more)	1.8%
Owner occupied	76%
Company owned	39%
Median loan-to-value	45%

Typical ownership tenure

12.5 yrs

COMMUNITY

Population	43,241
Density	541 / mi²
Median household income	\$104K
Average household income	\$141K
Crime index (US avg 100)	102
Air pollution index (US avg 100)	82
Earthquake index (US avg 100)	598
Homes occupied	94%
Bachelor's or higher	28%
Poverty rate	8.5%
Unemployment	1.2%
Average temp	58°F
Annual precip	43 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.