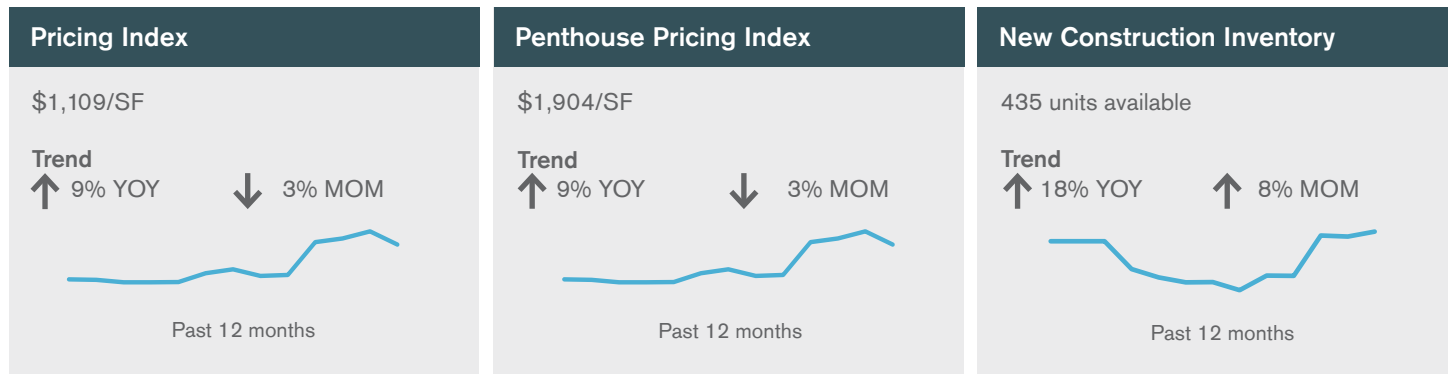


# THE MARK COMPANY TREND SHEET

## SAN FRANCISCO | JULY 2014

### New Construction



The Mark Company Pricing Index is the tool for tracking the value of a new construction condominium without the volatility of inventory changes. The Pricing Index uses a proprietary quantitative method to model the price per square foot of a new 10th floor, 1,000 SF condominium. The Penthouse Pricing Index applies the same methodology to a new 30th floor, 2,000 square foot penthouse.

### Actively Selling Developments (20+ units)

Development	Marketing Commenced	Status	Current List Prices	Approx. \$/SF
<b>1645 Pacific</b> 1645 Pacific Avenue   39 units	June 2014	36 sold    3 available	\$1,570,000	\$1,150
<b>8 Octavia</b> 8 Octavia Street   40 units	June 2014	TBD	\$700,000s - \$1,395,000+	\$1,200
<b>Amero</b> 1501 Filbert Street   27 units	June 2014	TBD	TBD	TBD
<b>Arden</b> 718 Long Bridge Street   267 units	May 2014	200+ sold    <67 available	\$1,000,000+	TBD
<b>Fifteen Fifteen</b> 1515 15th Street   45 units	June 2014	43 sold    2 available	\$752,000+	\$1,050
<b>Linea</b> 1998 Market Street   115 units	August 2013	112 sold    3 available	\$719,000 - \$1,145,000	\$1,000
<b>Millwheel North</b> 1275 Indiana Street   39 units	May 2014	34 sold    5 available	\$999,000 - \$1,425,000	\$900
<b>Mint Collection</b> 2 & 10 Mint Plaza   21 units	April 2014	12 sold    9 available	\$535,000 - \$1,350,000	\$1,000
<b>Onyx</b> 1717 17th Street   20 units	March 2014	19 sold    1 available	\$1,015,000	\$985
<b>Park Lane (On Hold)</b> 1100 Sacramento Street   33 units	October 2013	12 sold    21 available	\$2,995,000 - \$3,300,000	\$1,500
<b>Summit 800</b> 800 Brotherhood Way   182 units	July 2014	0 sold    182 available	\$1 million+	TBD
<b>The San Francisco Shipyard</b> Hunters Point   79 units (Phase I)	June 2014	TBD	mid \$400,000s+	TBD
<b>Vida</b> 2558 Mission Street   114 units	March 2014	46 sold    68 available	\$579,000 - \$917,000	\$1,100

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### Resales

Condominium Sales	Active Condominium Listings	Pending Condominium Listings
<p><b>Price/SF</b> \$892/SF</p>  <p>Past 12 months</p> <p><b>Trend</b> ↑ 6% YOY    ↓ 6% MOM</p>	<p><b>Active Listings</b> 302 units</p> <p><b>Active Contingent Listings</b> 117 units</p> <p><b>Months of Inventory</b> 1.2</p> <p>1.2 months of inventory</p> <p>Low Supply    Equilibrium    Excess Supply</p>	<p><b>Pending Listings</b> 141 units</p> <p><b>Pending Percentage</b> 25%</p> <p><i>Pending Percentage = (Pending)/(Pending + Active + Active Contingent)</i></p> <p>25%</p> <p>over 25% indicates a seller's market</p>
<p><b>Number of Sales</b> 250</p>  <p>Past 12 months</p> <p><b>Trend</b> ↓ 27% YOY    ↓ 7% MOM</p>		

The Mark Company is the authority on urban residential marketing and sales. Our method, aligning buyer insights with developer goals, delivers unbeatable results. For more information about our comprehensive scope of services, please visit [www.themarkcompany.com](http://www.themarkcompany.com).