



**MULTIFAMILY REPORT**

# San Francisco Winds Down

November 2024

**T3 Advertised Asking Rents Contract**

**Deliveries Solid, Pipeline Slows**

**Investments Set to Outpace 2023**

# SAN FRANCISCO MULTIFAMILY



## Rents Decline, Supply Steadies

San Francisco's multifamily market ended the third quarter with an uneven performance as fundamentals were influenced by several economic factors, including seasonal slowdowns. Average advertised asking rents were down 0.1%, on a trailing three-month basis through September, to \$2,811, while the national rate stood flat, at \$1,750. Occupancy in the metro increased 40 basis points year-over-year, to 95.7%, above the 94.8% U.S. average.

Unemployment reached 4.7% in August, 50 basis points higher than the national figure, according to preliminary data from the Bureau of Labor Statistics. Although job growth only saw a 0.5% rate of expansion over the 12 months ending in July, the rate was an improvement from the beginning of the year. The metro gained 27,500 net jobs during this period, with education and health services contributing the most (23,700 jobs). Meanwhile, tech layoffs continued, with the information sector contracting by 9,200 jobs.

Supply expansion was still low but showed signs of improvement, as developers completed 6,132 units year-to-date through September. This was only about 200 units less than the deliveries recorded during the same period last year. Construction starts were down 64.4% year-over-year, however. Meanwhile, investors traded \$1.2 billion in multifamily assets year-to-date through September, on par with the total volume for 2023.

## Market Analysis | November 2024

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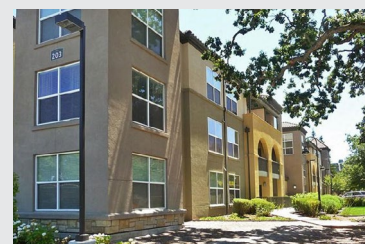
### Recent San Francisco Transactions

#### L Seven



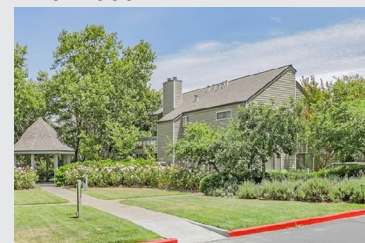
City: San Francisco  
Buyer: Waterton  
Purchase Price: \$387 MM  
Price per Unit: \$944,567

#### Villa Montanaro



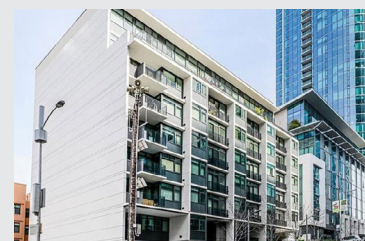
City: Pleasant Hill, Calif.  
Buyer: Acacia Capital  
Purchase Price: \$59 MM  
Price per Unit: \$400,685

#### Riverwood



City: Napa, Calif.  
Buyer: Friedkin Property Group  
Purchase Price: \$49 MM  
Price per Unit: \$292,560

#### 333 Fremont



City: San Francisco  
Buyer: JRK Property Holdings  
Purchase Price: \$44 MM  
Price per Unit: \$533,133