

## SPOTLIGHT ON REAL ESTATE

# Sophisticated, Affluent Buyers Drawn to SF Real Estate Market

SFAR Members Say Clients Reflect Cultural & Financial Diversity.

It takes more than just money and a good REALTOR® to secure property in the dynamic San Francisco real estate market, explained Linda Harrison, director on the board of the San Francisco Association of REALTORS® (SFAR) and senior sales associate at Pacific Union/GMAC Real Estate. Today's buyers are a new breed of sophisticated shopper with high expectations.

"These are diverse individuals – culturally, intellectually and financially – and most often consider themselves savvy affluent outsiders," said Harrison.

New buyers in San Francisco are also very tech savvy, career oriented and have no time to waste, said Lorrie French, also a SFAR director and broker associate at Pacific Union/GMAC Real Estate. "The REALTOR® must be up to date on communicating by email in a very short response time," she explained.

Thanks to the Internet and variety of ways to search property listings, buyers also know what inventory is available. Successful REALTORS® make it a priority to communicate with clients to understand exactly what they are looking for and focus on properties that specifically fit their personal and lifestyle needs. Buyers of all ages today are active and outgoing and many want to be close to coffee shops, trendy restaurants, shopping districts, gyms, walking and biking paths.

"As their REALTORS®, we need to know the inventory - especially in the SOMA / South Beach areas where all new devel-

opment is occurring," explained French. "Current San Francisco residents who are selling their homes are either moving out of the City or buying down to condominium living because they want less upkeep in their life, so they are looking for the same amenities as first-time younger buyers."

San Francisco also draws a great deal of out-of-state and -country buyers who are looking for a second home for vacation or business purposes in the City.

It is a given that the REALTOR® is knowledgeable and able to locate the ideal property. According to Harrison, REALTORS® must also serve as advisors.

"We present the buyer with options to secure a property and advise them on whether it is the best fit for their current lifestyle and investment portfolio master plan," she explained.

Content provided by the San Francisco Association of REALTORS®. For more about the Association, visit [www.sfrealtors.com](http://www.sfrealtors.com) or call 415.431.8500. Or go to [www.sfbaywindow.com](http://www.sfbaywindow.com) for information of importance to homeowners in San Francisco.

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