

Walton®

NORTHERN CALIFORNIA

REGIONAL MARKET REPORT • Q3 2023



2023

Northern California is characterized by its mix of modern urban cities and scenic natural settings. Centered around two bays that feed from the North Pacific Ocean, the San Francisco-Bay Area is one of Northern California's main attractions. One of the area's most compelling activities is a scenic boat tour that sails under the iconic Golden Gate Bridge. Just north of San Francisco is Napa Valley – a romantic destination known for its rolling hills and wineries. Northern California's diverse landscape is best seen through its many national parks, like Yosemite and Sequoia, where outdoor enthusiasts can enjoy picturesque waterfalls and the world's tallest trees. From its mix of rugged coastlines and beautiful waters to architectural staples and tech-centric cities, Northern California is truly an all-encompassing region. ⁽¹⁾



Plentiful Career Opportunities



Large Opportunity for Funding



Robust Economy



Sustainable Environment

PEOPLE

Population	10,003,931
Projected % Change in 2028	-1.8%
Median Age	40 y/o
Households	3,594,116
Median Household Income	\$109,597

Zonda - Neustar

JOBS

% Unemployed	2.1% (as of Sep 2023)
Total Employed	5,194,636
Total Unemployed	175,919

Zonda - Neustar

TOP EMPLOYERS

Kaiser Permanente	24,707
Sutter Health	18,206
Wells Fargo & Co	18,000
Salesforce Inc.	14,966
Uber Technologies Inc.	14,839

JBREC | Zippia | California Labor Market Information

NEW OR NOTABLE EMPLOYERS

Affirm (HQ)
Instacart (HQ)
Lyft (HQ)

Zippia | California Labor Market Information

LOCAL ECONOMY ⁽²⁾

Northern California is an economic powerhouse and the fifth largest megaregional economy in the U.S., Anchored by the San Francisco-Bay Area economy, which includes Silicon Valley, Northern California specializes in manufacturing, technology, life sciences, healthcare, and international business. The San Francisco-Bay Area alone produced 5.5% of the nation's total GDP last year, ranking 1st for total GDP growth. The Bay Area is the Venture Capital investment epicenter of the U.S., raking in \$52.4 billion in the first half of last year and earning the number one spot amongst extended metro areas. Despite recent tech layoffs, the SF-Bay Area continues to drive Northern California's job market, recording 12 consecutive months of net job growth last year. Northern California's economic faculty has made it home to industry leaders and Fortune 500 corporations like Apple, Chevron, and Meta.

RANK

- #1 - Largest State Economy (California)
- #1 - Best City to Live In (Sacramento)
- #11- Largest Megaregional Economy

Bloomberg | Forbes

ECONOMIC DEVELOPMENT UPDATE

Aug '23 – Bosch, a German engineering and tech company, is near closing on their acquisition of TSI Semiconductors Corp.'s chip manufacturing plan in Northern California. Bosch plans to invest \$1.5 billion in the Roseville site to begin manufacturing silicon carbide chips for EV's by 2026. Bosch's acquisition will include a staff of about 250 employees.

[Click here to read more](#)

Sep '23 – A Northern California almond company has purchased 201.7 acres of farmland in Yolo County. The Woodland area farmland was purchased for \$3.7 million by The Vann family of companies, an almond-growing operation that farms about 17,000 acres across Northern California. Almonds have now become one of the highest value crops in California, including the Sacramento region.

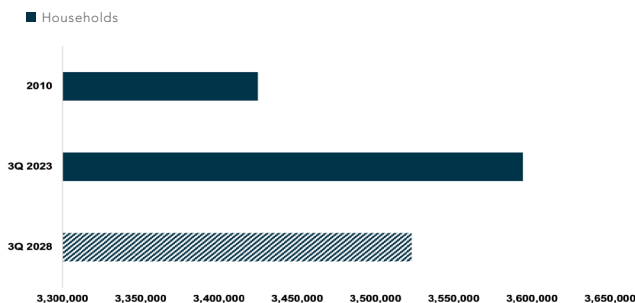
[Click here to read more](#)

Sacramento Business Journal

GROWTH TRENDS

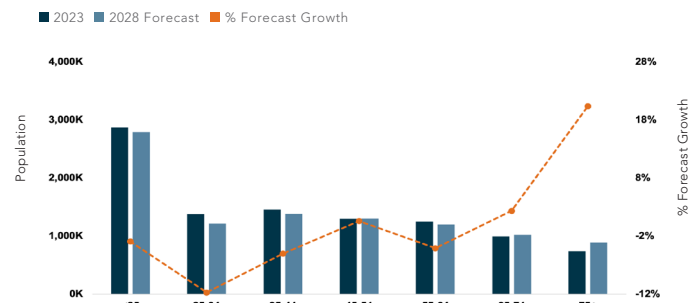
HOUSEHOLD GROWTH

Zonda - Market Report



POPULATION GROWTH BY AGE

Zonda - Market Report





NEW HOME MARKET

Northern California's average new home price was among the highest in the nation in Q3, increasing by nearly 8% on a trailing twelve-month basis. Levels of single-family inventory were nearly 17% lower than they were last year but increased by 8% compared to Q2. Permit activity fell in Q3, decreasing by 10% year-over-year. Home starts in the region increased by over 44% year-over-year.

AVERAGE NEW HOME PRICE

\$836,930 — TTM **8.3%**

Zonda - Metrostudy

SINGLE-FAMILY PERMITS

Q3 2022

4,553

Q3 2023

4,084



U.S. Census Bureau

TOP HOMEBUILDERS BY RANK

Rank	Homebuilder	Market Share
1.	Lennar	24.1%
2.	KB Home	7.5%
3.	Taylor Morrison	6.0%
4.	D.R. Horton Inc.	5.3%
5.	Toll Brothers Inc.	4.8%
6.	Richmond American Homes	4.6%
7.	Tri Pointe Homes	3.8%
8.	Meritage Homes	3.7%
9.	Pulte Homes	2.8%
10.	K Hovnanian Homes	2.7%

MARKET SHARE

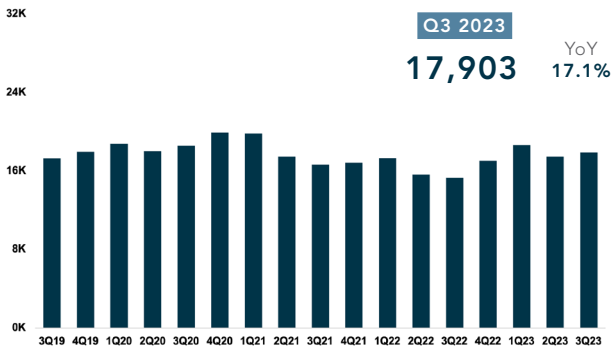
SINGLE-FAMILY INVENTORY

6,868 — YoY **-16.8%**

Zonda - Metrostudy

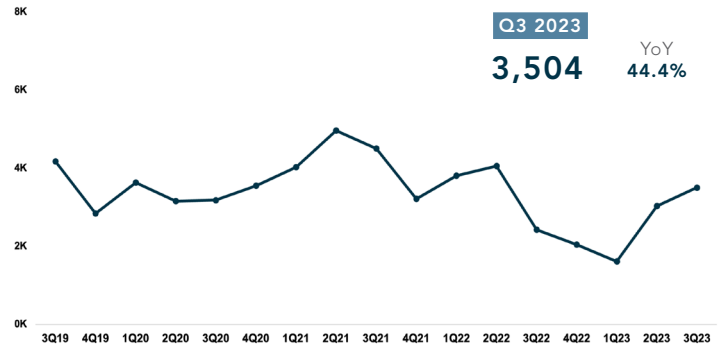
VACANT DEVELOPED LOTS

Zonda - Metrostudy



HOME STARTS

Zonda - Metrostudy



EXISTING HOME MARKET

Sales of existing homes in the Northern California region fell by 20% year-over-year. Northern California's existing median home price increased by just over 3% compared to the year prior. Months' supply of existing homes throughout the Northern California region was at 1.6 months to end Q3, suggesting the region was largely a seller's market.

EXISTING HOME SALES

9,284 — YoY **-20.0%**

Zonda - Market Report

EXISTING MEDIAN HOME PRICE*

\$565,000 — YoY **3.2%**

Zonda - Market Report

MONTHS' SUPPLY*

as of Sep. 2023 **1.6 mos** — YoY **-0.4 mos**

Sacramento Association of Realtors

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REGIONAL MARKET REPORTS • Q3 2023

ALABAMA

HUNTSVILLE

ARIZONA

MARICOPA COUNTY
PINAL COUNTY

CALIFORNIA

NORTHERN CALIFORNIA
SOUTHERN CALIFORNIA
CENTRAL CALIFORNIA

COLORADO

DENVER
COLORADO SPRINGS

FLORIDA

CENTRAL FLORIDA
SOUTHEAST FLORIDA
NORTHEAST FLORIDA

GEORGIA

ATLANTA
SOUTHEAST GEORGIA

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LAS VEGAS

NORTH CAROLINA

CHARLOTTE

SOUTH CAROLINA

UPSTATE - SPARTANBURG

TENNESSEE

CHATTANOOGA
KNOXVILLE
NASHVILLE

TEXAS

DALLAS-FORT WORTH
AUSTIN
HOUSTON

UTAH

ST. GEORGE

WASHINGTON

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SPOKANE

NEW LAND ACQUISITIONS

For land sellers searching for a buyer contact us: infousa@walton.com