ALFORD-BON

SUNNYVALE

MARKET REPORT

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TIM & FAYE

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Sunnyvale's single-family market remains exceptionally scarce. July recorded 45 house closings against only 24 active listings, a $2.48 million median, 105% of list, and a 14-day median. Attached homes were much more balanced, with a $1.088 million median and roughly 2.4 months of inventory by the SCCAOR count.

The July house median was slightly below a year earlier and below the $2.665 million Q2 median, yet offer pressure stayed high. That combination points to a change in which homes sold-not a broad loss of demand.

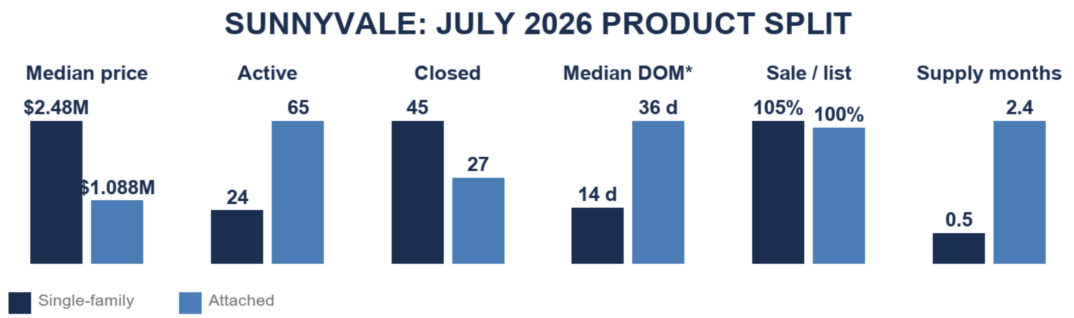
Sunnyvale's value proposition is unusually broad: central employment access, multiple school systems and ZIP-code submarkets, Caltrain, downtown, and future Moffett Park growth. It must be analyzed at the neighborhood level.

- Tim & Faye

SUNNYVALE MARKET

The Local Pulse

- July single-family median: **$2.48M**; 45 closings; 105% of list; 14 median days; 0.5 months of inventory.
- July attached median: **$1.088M**; 27 closings; 100% of list; 36 average days; about 2.4 months by SCCAOR counts.
- Q2 single-family median: **$2.665M**; 179 closings; 108% of list; 13 average days.
- July's lower median and still-high sale-to-list ratio indicate mix and seasonal change, not uniform price weakness.



* Average DOM used where median was unavailable. Sources vary slightly by cutoff.

FINANCING & AFFORDABILITY

What the September Rate Picture Means

Freddie Mac's national 30-year fixed average was **6.71% on September 3**. With 20% down on the city's July single-family median, the illustrative principal-and-interest payment is about **$12,820 per month**, before property tax, insurance, HOA costs or other obligations. This is a planning illustration rather than a loan quote; jumbo pricing, points and borrower profiles can differ materially.

C.A.R.'s second-quarter affordability index found that 22% of Santa Clara County households could afford the county's $2.05 million median single-family home. The model required about $510,800 in annual income at a 6.54% effective rate. That county measure is broader than any one city, but it explains why liquidity, equity and financing structure are now central to local demand.

Sunnyvale's very tight house inventory makes financing preparation part of offer strategy. A buyer using an ARM or buydown can preserve purchasing power, but the lender must underwrite the exact structure before offer day. The attached segment offers more time to compare both financing and HOA economics.

Many buyers are using adjustable-rate mortgages or temporary buydowns to reduce the initial payment while preserving the opportunity to refinance if fixed rates improve. The practical test is whether the adjustment schedule, rate caps and future payment range fit the household's broader plan - not whether the market promises a particular refinance date.

MARKET BEHAVIOR

What Is Moving

Turnkey single-family homes in established neighborhoods. Half a month of inventory keeps the best listings highly competitive.

Homes with a clear school/commute proposition. Sunnyvale buyers compare ZIP, district, traffic pattern, lot, and expansion potential closely.

Best-in-class attached homes. Newer or house-like units near transit and jobs can still move quickly when the HOA and monthly cost are credible.

MARKET BEHAVIOR

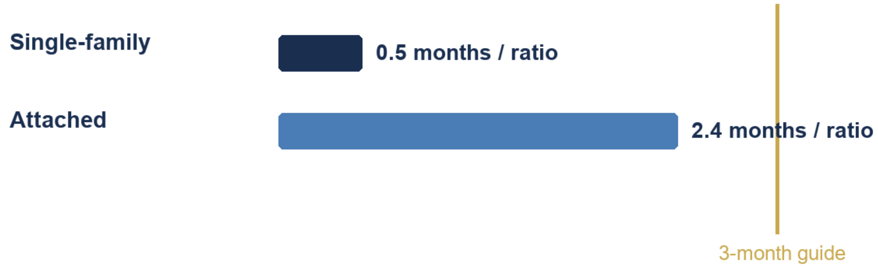
Where Activity Stalls

Attached listings in crowded peer groups. More than two months of inventory and a 36-day average give buyers time to compare and negotiate.

Homes whose school or micro-location story is assumed. Sunnyvale mailing addresses can sit in different districts; buyers should verify rather than rely on marketing shorthand.

Project homes without a realistic discount. Higher rates and construction costs make buyers less tolerant of vague renovation budgets.

SCARCITY AND NEGOTIATING ROOM



Lower bars indicate tighter supply. Figures are source-reported months or active-listing-to-July-sales ratios.

REGIONAL COMPARISON

AI Wealth: A Local Reading

Sunnyvale sits directly in the South Bay employment network and may benefit from AI, semiconductor, and established technology compensation. Unlike the narrowest luxury markets, its demand spans a wider range of buyers and home types.

That supports detached scarcity but does not remove the attached-home supply difference. New technology wealth is most likely to intensify bidding for finished houses before it lifts every condo or townhouse.

WHAT CHANGES NEXT

Forces to Watch

Moffett Park. The 2023 specific plan creates a framework for a major mixed-use district with housing, open space, and employment; at least 15% of future homes are intended to be deed-restricted affordable, with a 20% goal.

Current pipeline. Sunnyvale's CEQA notices include a 318-home project at 1250 Oakmead Parkway, among other Moffett Park proposals.

Transit and district identity. Downtown, Caltrain, Lawrence, and Moffett Park growth can reinforce specific locations while leaving conventional detached supply tight.

SIX-MONTH OUTLOOK

Our Base-Case View

Segment	Direction	Why
Turnkey single-family	**Very competitive**	0.5 months of inventory.
Dated single-family	**Selective**	Scarcity helps; cost still matters.
Best attached	**Active**	Transit and house-like utility.
Older attached	**Negotiable**	More supply and HOA scrutiny.

Prediction: Sunnyvale should remain a two-speed market through early 2027. Detached homes are likely to retain pricing power despite seasonal cooling. Attached homes should show wider outcomes based on age, HOA quality, school/commute utility, and competition from newer product.

This outlook is an informed opinion, not a guarantee. Property condition, micro-location, financing, schools, permits, insurance and broader economic conditions can materially change an individual result.

RECOMMENDATIONS

What Matters Now

- **Homeowners:** identify the exact district, ZIP, neighborhood, lot, and product type before choosing comparables.
- **Homeowners:** watch Moffett Park as a long-term amenity and product-mix change, not immediate resale inventory.
- **Sellers:** use the low-inventory window, but do not confuse scarcity with permission to skip preparation.
- **Sellers:** attached listings should present HOA finances and monthly ownership costs clearly.
- **Buyers:** prepare early for single-family offers; underwriting and risk limits should be complete before touring the best homes.
- **Buyers:** negotiate selectively in attached inventory after reviewing reserves, insurance, assessments, and rental rules.

A PROPERTY-SPECIFIC CONVERSATION

Turn Market Data Into a Decision

> City statistics identify direction; they do not determine the value or strategy for an individual home. We can prepare a neighborhood-level analysis that accounts for condition, lot, school assignment, location, improvements, timing, and the competing inventory a buyer will actually see.
>
> For buyers, we can separate true scarcity from offer-day pressure and identify where stale or attached inventory creates a better risk-adjusted opportunity.

RESEARCH

Sources & Notes

MLSListings / Aculist - Sunnyvale
City of Sunnyvale - Moffett Park Specific Plan
City of Sunnyvale - CEQA Environmental Notices
City of Sunnyvale - Specific Plans
SCCAOR - July 2026 county and city statistics
SCCAOR - Q2 2026 city statistics
Freddie Mac - Primary Mortgage Market Survey
WIRED - AI equity and Bay Area housing
The Guardian - AI wealth and San Francisco housing
C.A.R. - July 2026 California Home Sales and Price Report
C.A.R. - Q2 2026 Housing Affordability Index
BLS - San Jose-Sunnyvale-Santa Clara Economy at a Glance
BLS - August 2026 Employment Situation

City market figures use July 2026 unless stated otherwise. SCCAOR had not published August 2026 city statistics as of September 5, so July remains the newest complete official city period for this edition. Source cutoffs and property classifications can differ. Hero photography was supplied by Tim Alford for use in this report.

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