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# **San Francisco Bay Area Luxury Home Market**

**Spring 2023 Report**

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This report will generally look at Bay Area home markets of \$5 million+, or, depending on the analysis, at large, higher-price homes of 4000+ square feet. Generally speaking, luxury home sales soared from spring 2020, when the pandemic hit, through spring 2022 (the “pandemic boom”). Economic changes then caused the market to cool rapidly in the 2<sup>nd</sup> half. In early 2023, buyer demand began to rebound and sales to climb again. On a year-over-year basis, sales are still running far below levels seen last spring at the peak of the pandemic boom, but somewhat higher than before the pandemic. Activity continues to accelerate as we get deeper into the spring selling season.

In more affordable price segments, the number of new listings coming on market has generally dropped considerably since large interest rate increases began in early 2022 – this is mostly ascribed to the “mortgage lock-in effect” – but the number of new \$5m+ listings in April 2023 was slightly *higher* year-over-year. Over 540 Bay Area \$5m+ homes are now posted to MLS (plus others marketed off-MLS): About a 7 month supply of inventory at the current rate of sale. This substantially changes supply and demand dynamics, with buyers having a much greater choice of listings than in other price segments. For sellers, this means correct pricing is critical.

Within the inner Bay Area, activity in the luxury market typically climbs rapidly through spring, slows in summer, spikes back up in fall (usually with a large surge of new listings in September), and then plunges for the mid-winter holidays. But counties with large second-home markets, such as Napa and Sonoma, can see activity peak in summer with gradual declines thereafter.

What constitutes a “luxury” home is, of course, a matter of opinion, and factoring in the large differences in values by location, varies widely across the Bay Area. What one gets for however many millions of dollars in any specific city, town or neighborhood varies enormously, and in some locations, \$5 million will purchase a huge, immaculate mansion on a 10+ acre estate; in others, a “fixer-upper.” In some Bay Area counties, the threshold for “luxury” home prices could easily be set at \$3,000,000, or lower. In real estate, and especially in the market for very special, very expensive homes and estates, the devil is always in the details.

Statistics are very general indicators, and how they apply to any particular property is unknown without a specific comparative market analysis. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

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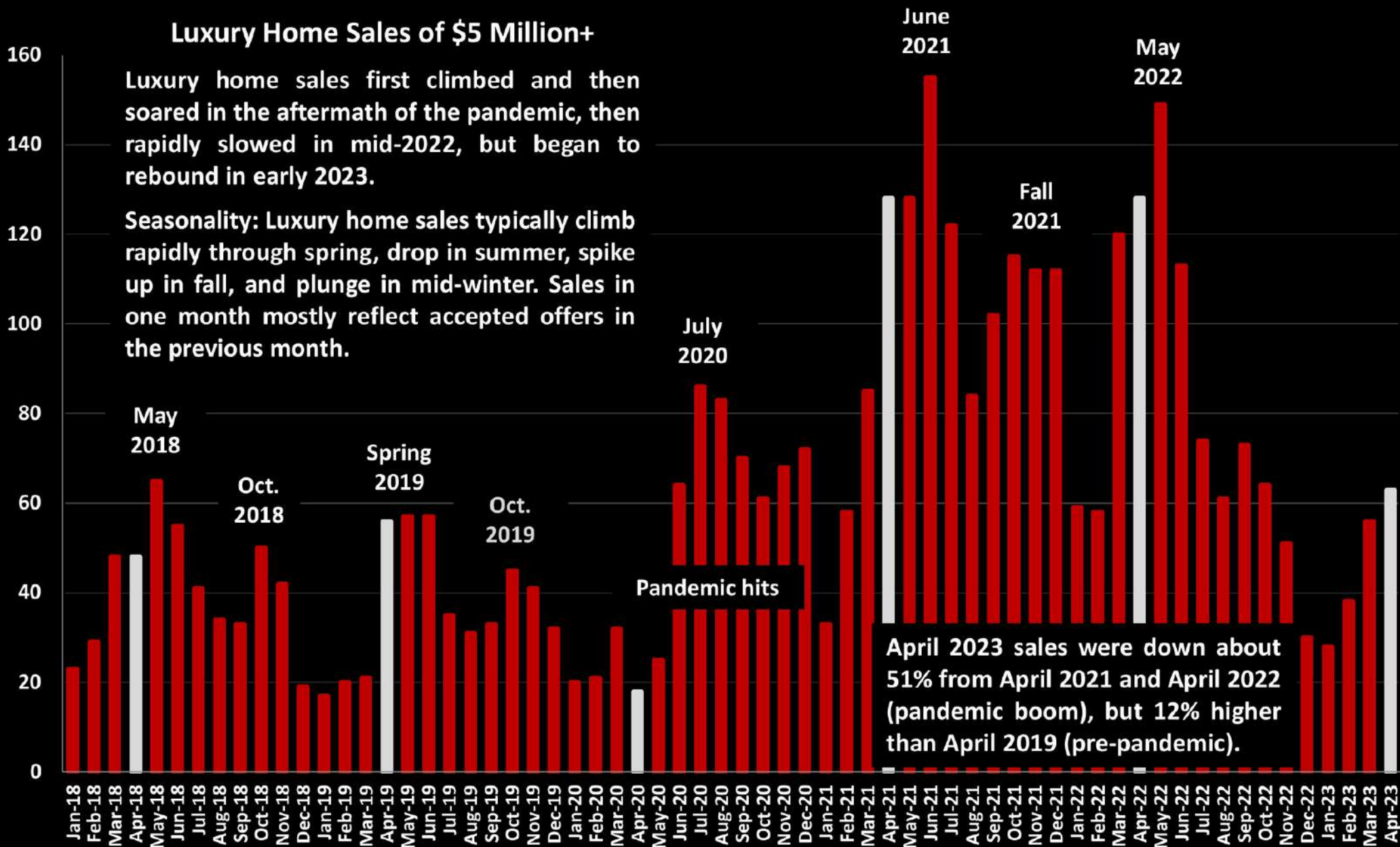
# Luxury Home Sales, \$5 Million+

## Bay Area Market Dynamics & Seasonality since 2018\*

### Luxury Home Sales of \$5 Million+

Luxury home sales first climbed and then soared in the aftermath of the pandemic, then rapidly slowed in mid-2022, but began to rebound in early 2023.

Seasonality: Luxury home sales typically climb rapidly through spring, drop in summer, spike up in fall, and plunge in mid-winter. Sales in one month mostly reflect accepted offers in the previous month.



\*10 Bay Area counties, Napa to Monterey (excluding Solano), residential sales reported to NorCal MLS Alliance, per Infosparks. Data from sources deemed reliable but may contain errors and subject to revision. All numbers are approximate, and may change with late reported sales. Not all sales are reported to MLS.

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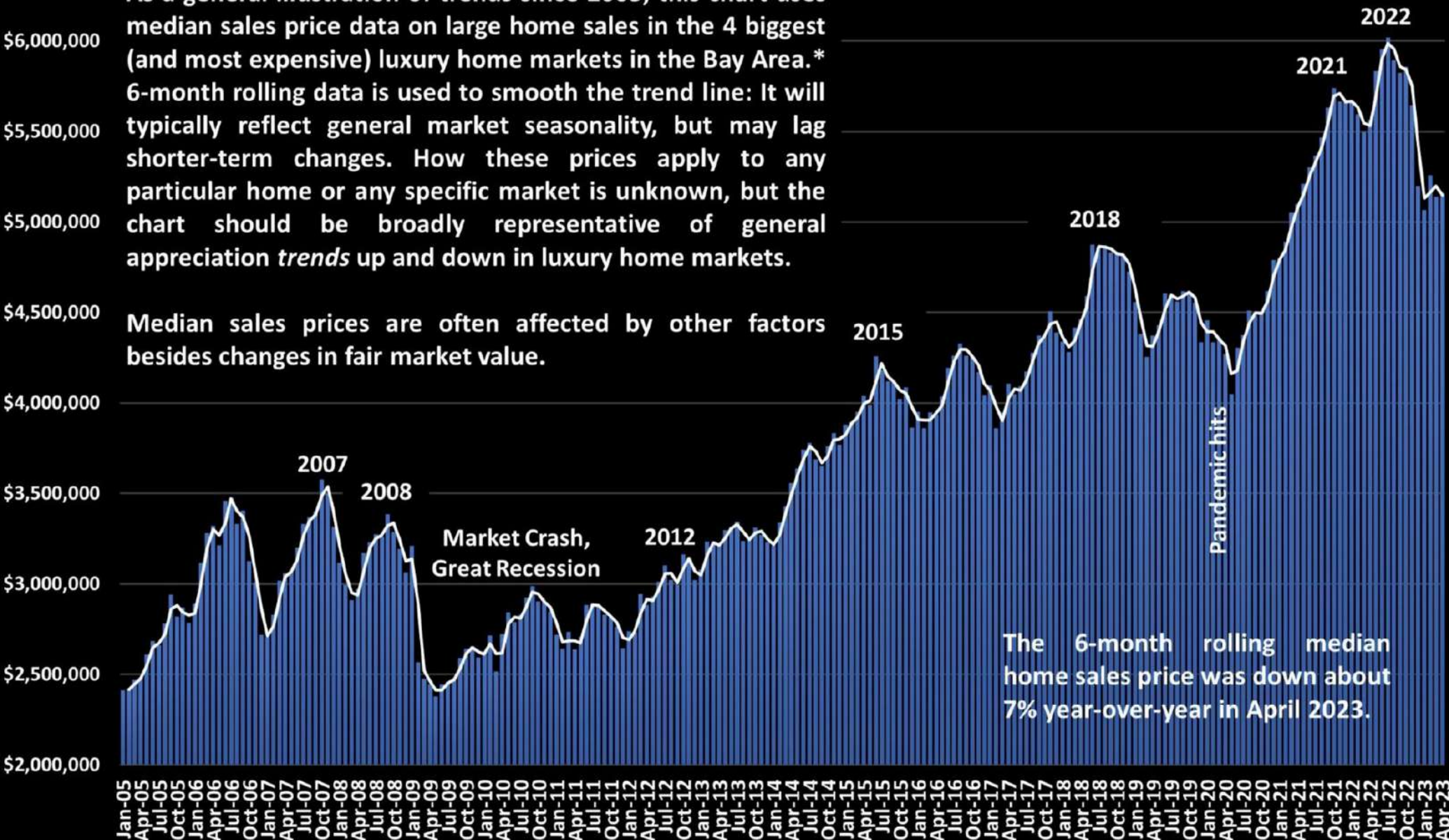


# Large Home Price Trends: 4+ Bedrooms, 4000+ Square Feet

## Bay Area Luxury Homes, 6-Month Rolling, Median Sales Price\*

As a general illustration of trends since 2005, this chart uses median sales price data on large home sales in the 4 biggest (and most expensive) luxury home markets in the Bay Area.\* 6-month rolling data is used to smooth the trend line: It will typically reflect general market seasonality, but may lag shorter-term changes. How these prices apply to any particular home or any specific market is unknown, but the chart should be broadly representative of general appreciation *trends* up and down in luxury home markets.

Median sales prices are often affected by other factors besides changes in fair market value.



\*Sales reported to NorCal MLS Alliance: Average of county-wide, 6-month-rolling median home sales prices for large homes in San Francisco, San Mateo, Santa Clara and Marin Counties, per Infosparks. 2-period moving trend line. All numbers approximate, may contain errors and subject to revision.

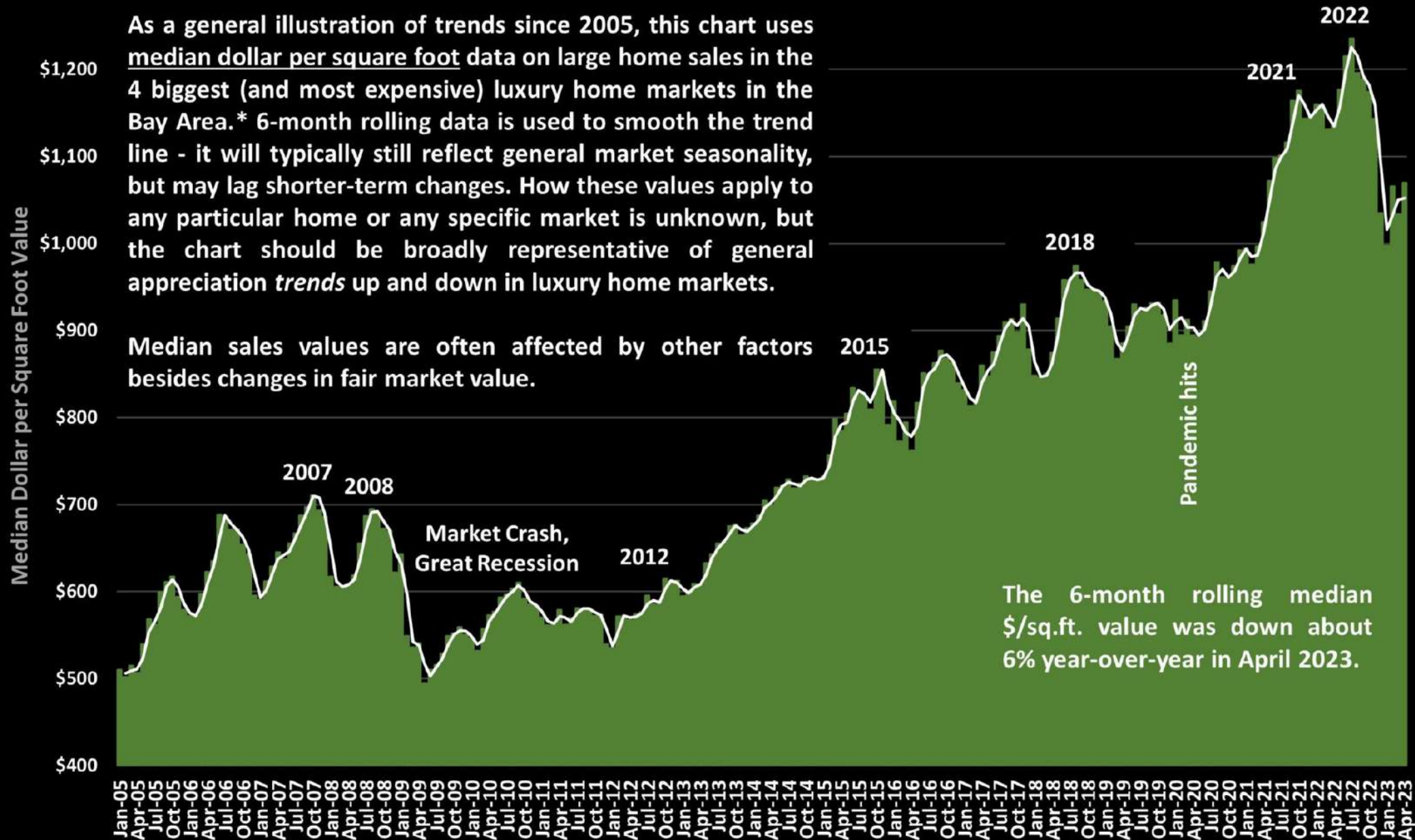


# Large Home Values: 4+ Bedrooms, 4000+ Square Feet

## Bay Area Luxury Homes, 6-Month Rolling, Median \$/Sq.Ft. Values\*

As a general illustration of trends since 2005, this chart uses median dollar per square foot data on large home sales in the 4 biggest (and most expensive) luxury home markets in the Bay Area.\* 6-month rolling data is used to smooth the trend line - it will typically still reflect general market seasonality, but may lag shorter-term changes. How these values apply to any particular home or any specific market is unknown, but the chart should be broadly representative of general appreciation *trends* up and down in luxury home markets.

Median sales values are often affected by other factors besides changes in fair market value.



\*Sales reported to NorCal MLS Alliance: Average of county-wide, 6-month-rolling median home \$/sq.ft. values for large homes in San Francisco, San Mateo, Santa Clara and Marin Counties, per Infosparks. 2-period moving trend line. All numbers approximate, may contain errors and subject to revision.

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# What You Get Where: Buying a Large, High-Price Home in the Bay Area

6 Months House Sales: 4+ Bedrooms, 4+ Baths, 4000+ Square Feet, \$2 Million+\*

County	# of Sales	Median Sales Price	Median Size	Median \$/Sq.Ft.	Median Lot Size	Avg. Days on Market	% Sold in 30 Days	Median Year Built
San Mateo	68	\$7,750,000	5132 sq.ft.	\$1528/sq.ft.	.82 acre	48 days	47%	1986
Napa	6	\$6,250,000	5397 sq.ft.	\$1158/sq.ft.	9 acres	61 days	50%	N/A
San Francisco	34	\$5,837,500	4887 sq.ft.	\$1305/sq.ft.	.09 acre	50 days	50%	1926
Monterey	18	\$5,162,500	5169 sq.ft.	\$938/sq.ft.	2.6 acres	61 days	50%	1999
Santa Clara	74	\$4,687,500	5081 sq.ft.	\$975/sq.ft.	1 acre	59 days	46%	2001
Marin	34	\$4,100,000	4443 sq.ft.	\$919/sq.ft.	.8 acre	51 days	52%	1989
Contra Costa	88	\$3,347,500	4890 sq.ft.	\$674/sq.ft.	.6 acre	43 days	65%	1997
Alameda	56	\$3,250,000	4639 sq.ft.	\$695/sq.ft.	.3 acre	41 days	64%	1998
Sonoma	13	\$2,750,000	4492 sq.ft.	\$570/sq.ft.	1.6 acres	90 days	7%	2006
Santa Cruz	6	\$2,525,000	5036 sq.ft.	\$500/sq.ft.	1.7 acres	44 days	66%	2003

Counties contain markets of widely varying values. Many diverse factors affect values.

\* House sales of \$2 million+ reported to NorCal MLS Alliance in 6 months through 5/16/23. Not all sales are reported to MLS. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers approximate. Square footage and \$/sq.ft. does not include garages, rooms built without permit, storage, decks, patios or lot size. Lot size in particular complicates the \$/sq.ft. value calculation. Outlier sales adjusted when identified.

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# Bay Area Luxury Market: Sales of \$5 Million+

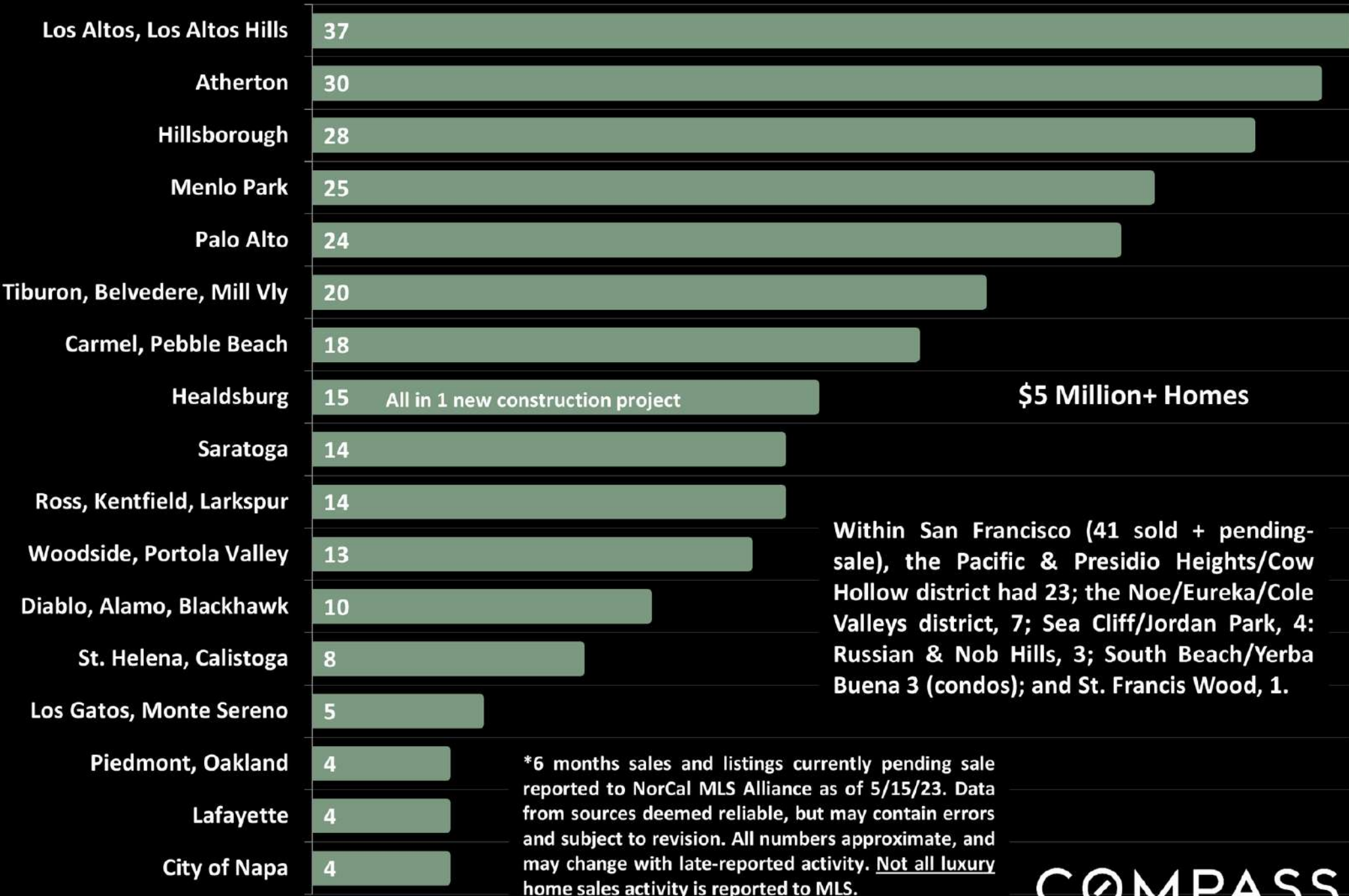
## by Bay Area County, 2023 YTD Home Sales\*



\* 2023 residential sales reported to NorCal MLS Alliance by 5/15/23. Not all luxury home sales are reported to MLS. Numbers may change with late reported sales. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

# Bay Area \$5 Million+ Home Sales Activity

Selected Cities & Towns, 6 Months Sales + Pending-Sale Listings\*





# Largest Home Sales, 2023 YTD

## In Selected S.F. Bay Area Markets\*

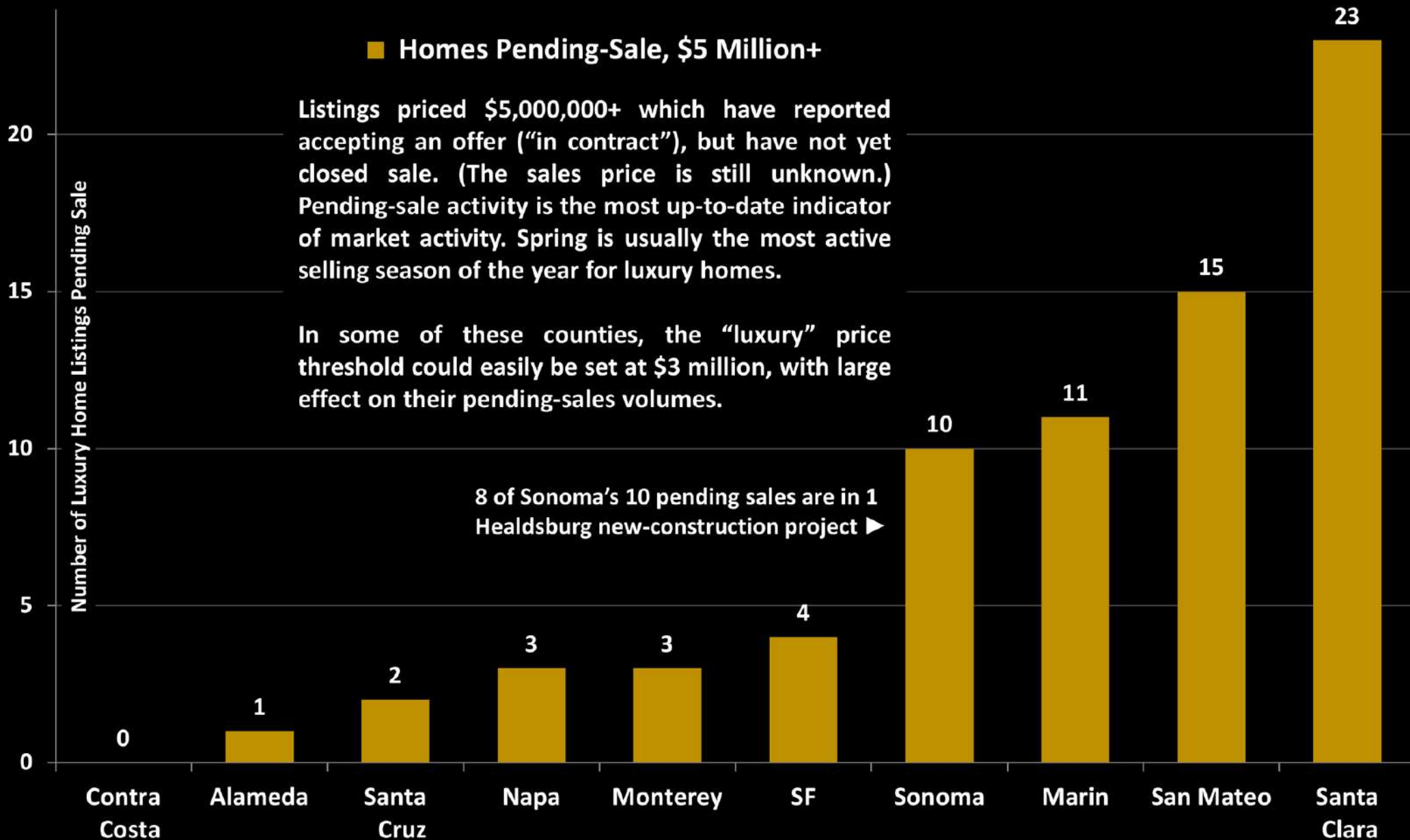
Location (County)	Highest Home Sale*
Woodside (San Mateo)	\$44,500,000
Presidio Heights (SF)	\$34,500,000
Atherton (San Mateo)	\$25,000,000
Sea Cliff (SF)	\$20,000,000
St. Helena (Napa)	\$17,950,000
Hillsborough (San Mateo)	\$15,000,000
Belvedere (Marin)	\$14,250,000
Ross (Marin)	\$14,000,000
City of Napa	\$13,750,000
Cow Hollow (SF)	\$13,500,000
Los Altos (Santa Clara)	\$13,000,000
Pebble Beach (Monterey)	\$12,350,000
Kenwood (Sonoma)	\$11,750,000
Pacific Heights (SF)	\$11,000,000
Palo Alto (Santa Clara)	\$10,200,000
Kentfield (Marin)	\$9,945,000
Clarendon Heights (SF)	\$9,938,000
Los Altos Hills (Santa Clara)	\$9,399,000
Blackhawk (Contra Costa)	\$9,250,000

Menlo Park (San Mateo)	\$8,900,000
Los Gatos (Santa Clara)	\$8,575,000
Saratoga (Santa Clara)	\$8,550,000
Mill Valley (Marin)	\$8,207,000
Portola Valley (San Mateo)	\$7,900,000
Carmel (Monterey)	\$7,500,000
Alamo (Contra Costa)	\$7,400,000
City of Sonoma	\$7,400,000
Diablo (Contra Costa)	\$7,350,000
La Selva Beach (Santa Cruz)	\$6,943,000
Tiburon (Marin)	\$6,388,000
Monte Sereno (Santa Clara)	\$6,210,000
Piedmont (Alameda)	\$6,200,000
San Jose (Santa Clara)	\$6,064,500
Healdsburg (Sonoma)	\$6,000,000
San Anselmo (Marin)	\$6,000,000
Burlingame (San Mateo)	\$6,000,000
Capitola (Santa Cruz)	\$5,600,000
Lafayette (Contra Costa)	\$5,375,000
Cupertino (Santa Clara)	\$5,297,500
Larkspur (Marin)	\$5,252,000
Oakland (Alameda)	\$5,000,000

\*2023 sales reported to NorCal MLS Alliance as of 5/15/23. Data from sources deemed reliable, but may contain errors and subject to revision. New sales are posted constantly. Not all luxury sales are reported.

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## Bay Area Luxury Market: Listings Pending Sale, \$5 Million+ by Bay Area County, Listings with Offers Accepted\*

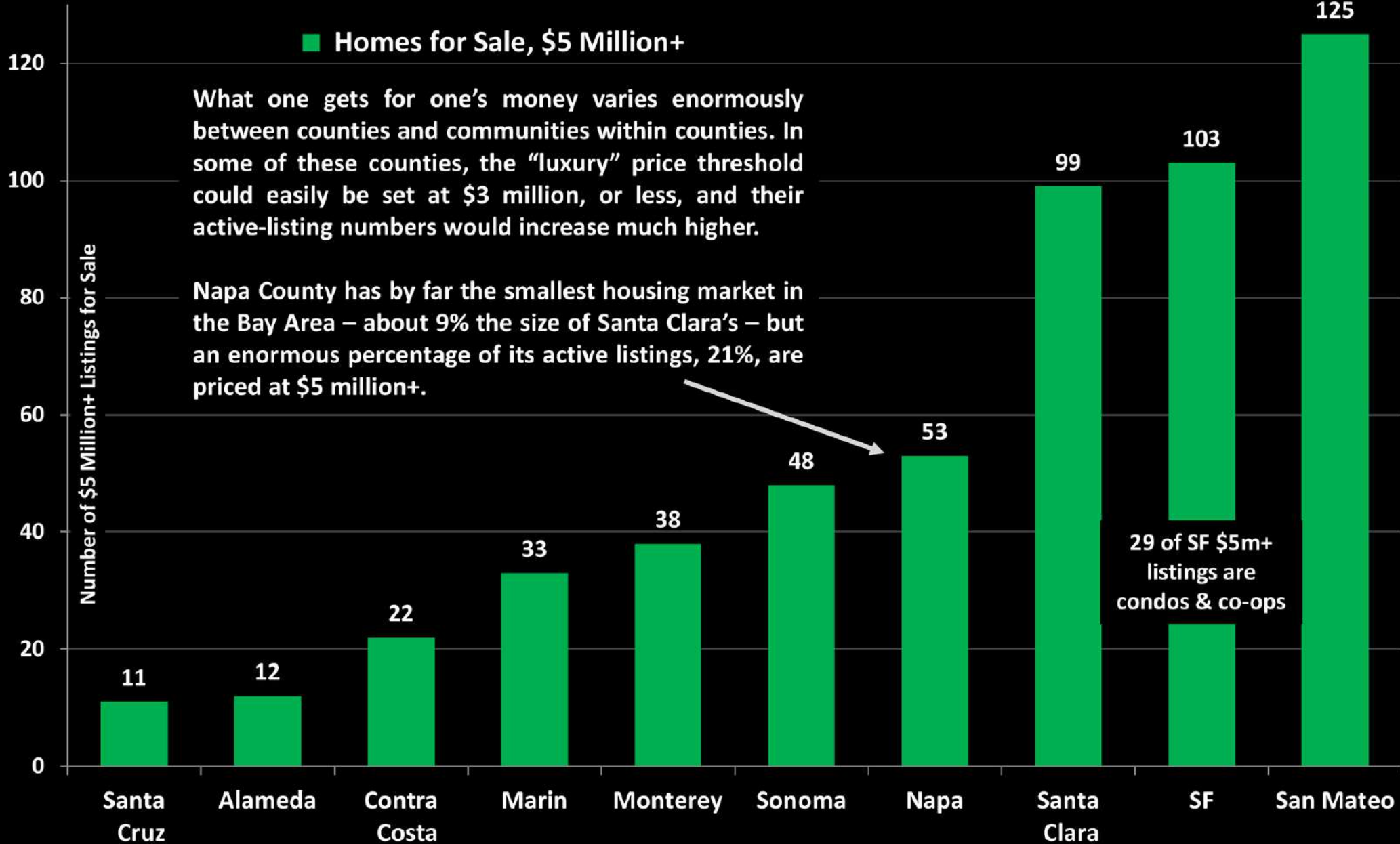


\* Residential listings with accepted offer but not yet closed sale, as posted to NorCal MLS Alliance on 5/15/23. Not all luxury home sales activity is reported to MLS. Numbers change constantly. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.



# Bay Area Luxury Market: Active Listings, \$5 Million+

## by Bay Area County, Luxury Homes for Sale\*



\*Residential active and coming-soon listings posted to NorCal MLS Alliance on 5/15/23. Not all luxury home listings are posted to MLS. In San Francisco, in particular, many new-project luxury condos are not listed in MLS. Numbers change constantly. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

## Highest Priced Listings on Market

### In Selected S.F. Bay Area Markets\*

Location (County)	Highest Price Listing*
Woodside (San Mateo)	\$125,000,000
Hillsborough (San Mateo)	\$68,000,000
Palo Alto (Santa Clara)	\$53,900,000
Atherton (San Mateo)	\$49,900,000
Portola Valley (San Mateo)	\$42,900,000
Carmel (Monterey)	\$40,000,000
Belvedere (Marin)	\$38,000,000
San Francisco	\$35,000,000
Pebble Beach (Monterey)	\$31,000,000
City of Monterey	\$28,500,000
City of Sonoma	\$29,500,000
City of Napa	\$24,700,000
Big Sur Coast (Monterey)	\$22,000,000
St. Helena (Napa)	\$19,950,000
Ross (Marin)	\$19,950,000
Los Altos Hills (Santa Clara)	\$19,995,000
Petaluma (Sonoma)	\$19,750,000
Tiburon (Marin)	\$19,500,000

Location (County)	Highest Price Listing*
Calistoga (Napa)	\$18,500,000
Menlo Park (San Mateo)	\$16,500,000
Piedmont (Alameda)	\$16,250,000
Saratoga (Santa Clara)	\$15,800,000
Los Gatos (Santa Clara)	\$14,888,000
Mill Valley (Marin)	\$13,495,000
Gilroy (Santa Clara)	\$13,200,000
Healdsburg (Sonoma)	\$12,900,000
Lafayette (Contra Costa)	\$12,450,000
Los Altos (Santa Clara)	\$11,998,000
Nicasio (Marin)	\$11,995,000
Monte Sereno (Santa Clara)	\$11,800,000
Pt. Reyes Station (Marin)	\$11,000,000
Pleasanton (Alameda)	\$10,990,000
American Canyon (Napa)	\$10,500,000
Sebastopol (Sonoma)	\$10,500,000
City of Santa Cruz	\$10,000,000
Livermore (Alameda)	\$9,500,000
Fremont (Alameda)	\$8,999,000
Danville (Contra Costa)	\$8,500,000
Alamo (Contra Costa)	\$8,499,000

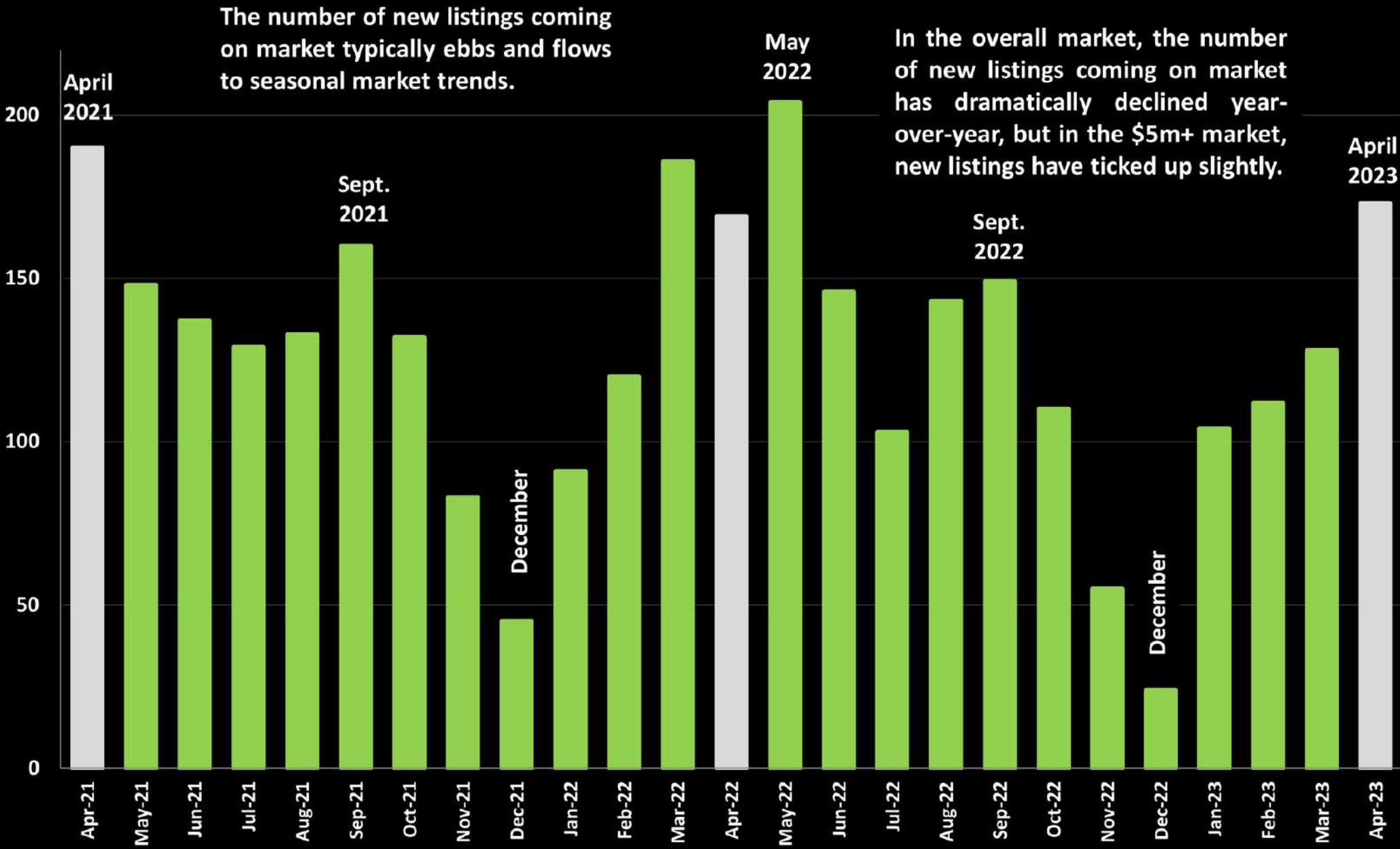
\*Residential listings with no offer accepted posted to NorCal MLS Alliance as of 5/15/23. Data from sources deemed reliable, but may contain omissions and errors, and subject to revision. Does not include the highest listing in every market. New listings are posted constantly.

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# New Listings Coming on Market, \$5 Million+

## Bay Area Luxury Market Dynamics by Month since Spring 2021\*

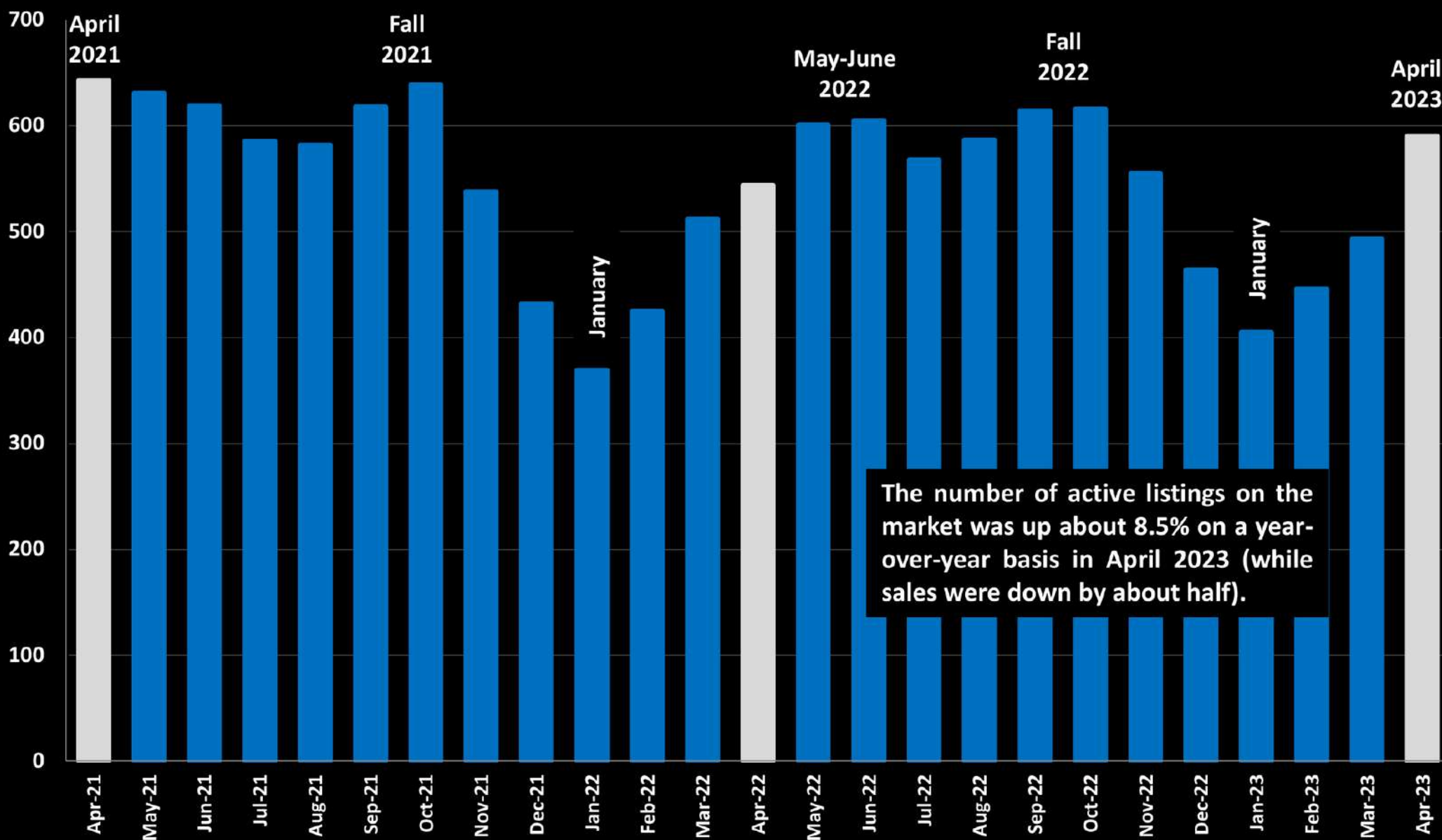


\*10 Bay Area counties, Napa to Monterey (excluding Solano), listings reported to NorCal MLS Alliance, per Broker Metrics. May not include coming-soon listings. Data from sources deemed reliable but may contain errors and subject to revision. All numbers are approximate, and may change with late reported activity. Not all listings are posted to MLS.



# Active Listings for Sale in Month, \$5 Million+

## Bay Area Luxury Market Dynamics since Spring 2021\*



\*10 Bay Area counties, Napa to Monterey (excluding Solano), listings reported to NorCal MLS Alliance, per Broker Metrics. Many not include coming-soon listings. Data from sources deemed reliable but may contain errors and subject to revision. All numbers are approximate, and may change with late reported activity. Not all listings are posted to MLS.

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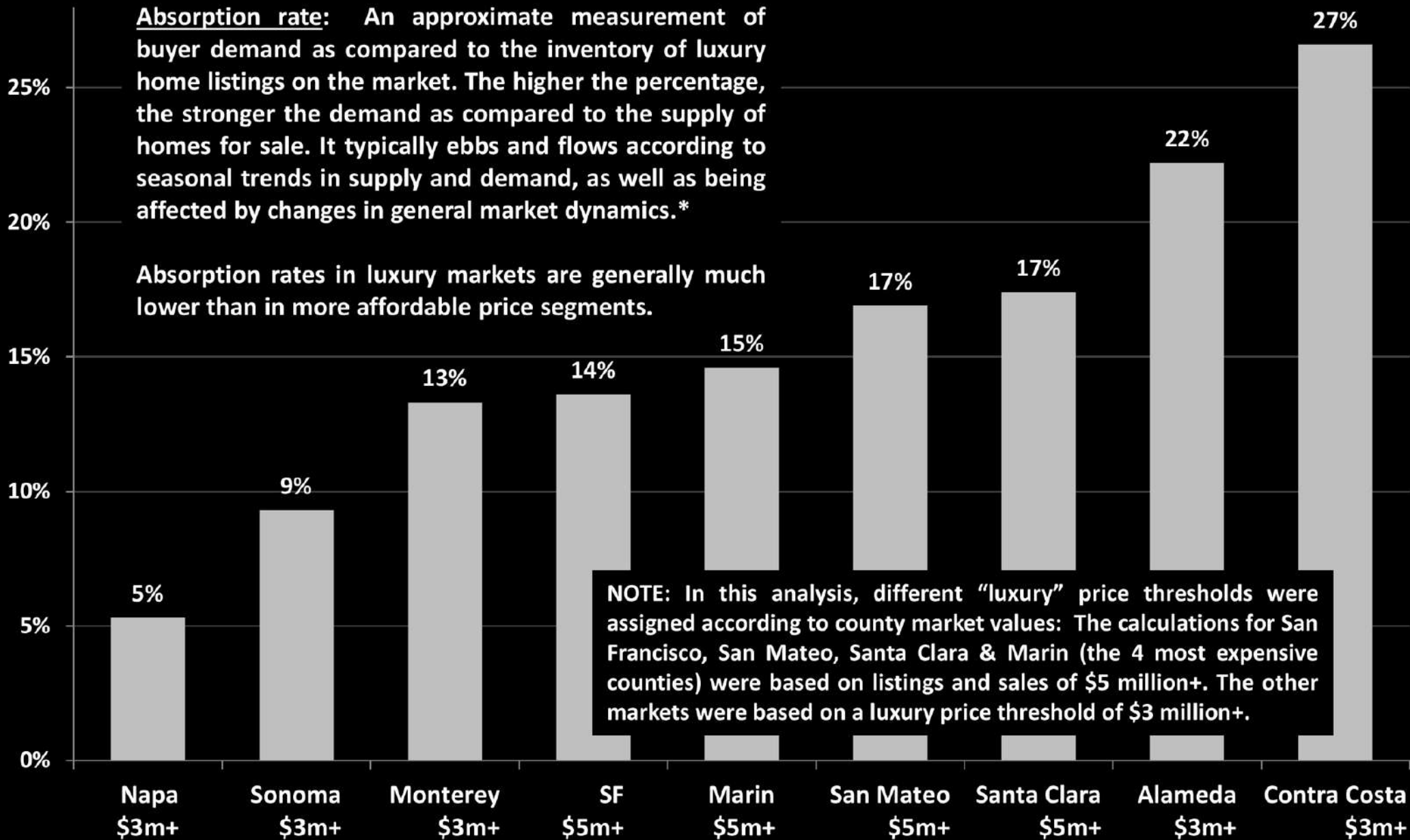


# Bay Area Luxury Market: Absorption Rate by County

## Percentage of Luxury Home Listings Accepting Offers, April 2023\*

**Absorption rate:** An approximate measurement of buyer demand as compared to the inventory of luxury home listings on the market. The higher the percentage, the stronger the demand as compared to the supply of homes for sale. It typically ebbs and flows according to seasonal trends in supply and demand, as well as being affected by changes in general market dynamics.\*

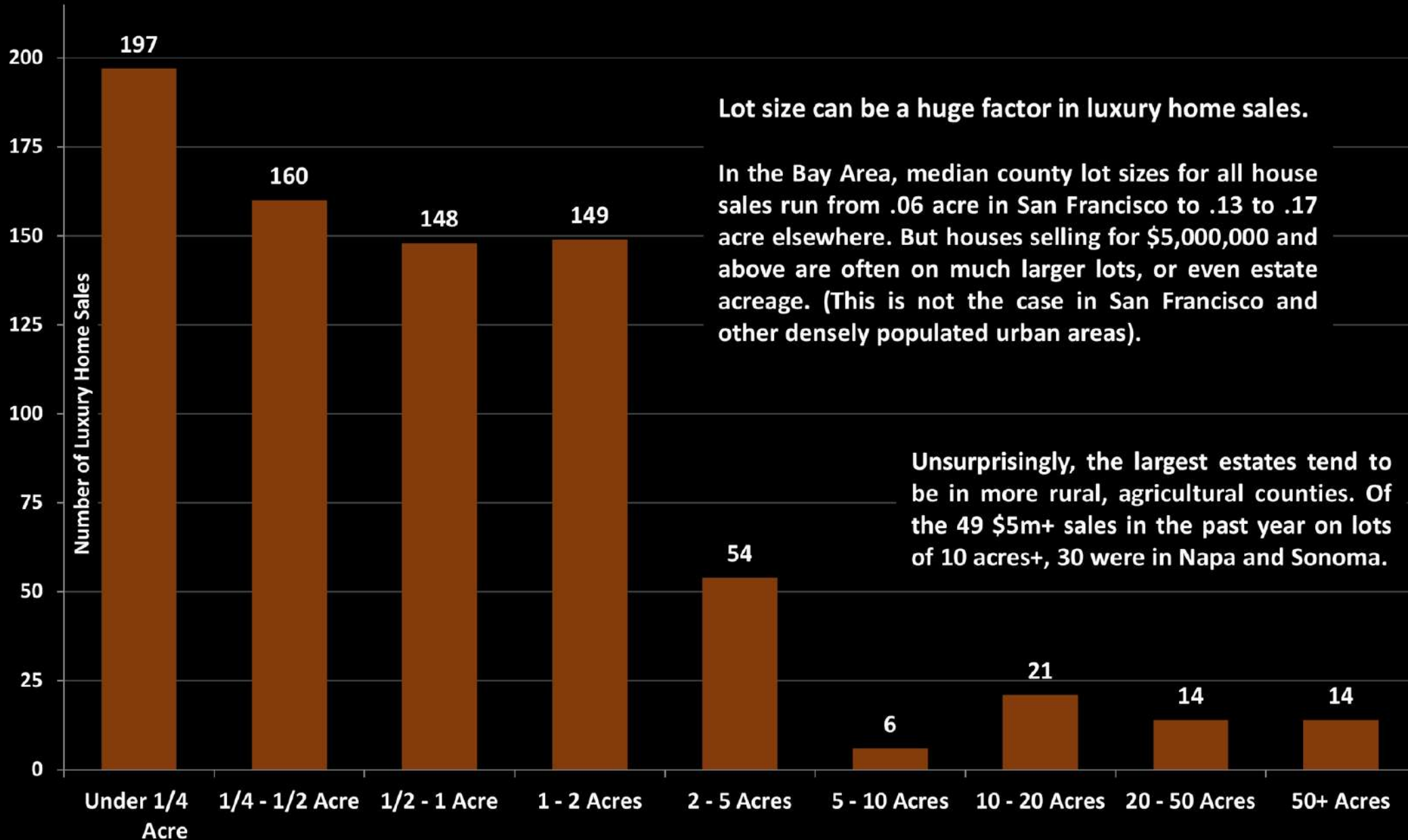
Absorption rates in luxury markets are generally much lower than in more affordable price segments.



\* As posted and reported to NorCal MLS Alliance, per Broker Metrics. Not all luxury home sales activity is reported to MLS. Numbers change constantly. In the luxury segment absorption rates can sometimes fluctuate dramatically. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

# Bay Area Luxury House Sales by Lot Size

12 Months Sales, \$5 Million+\*



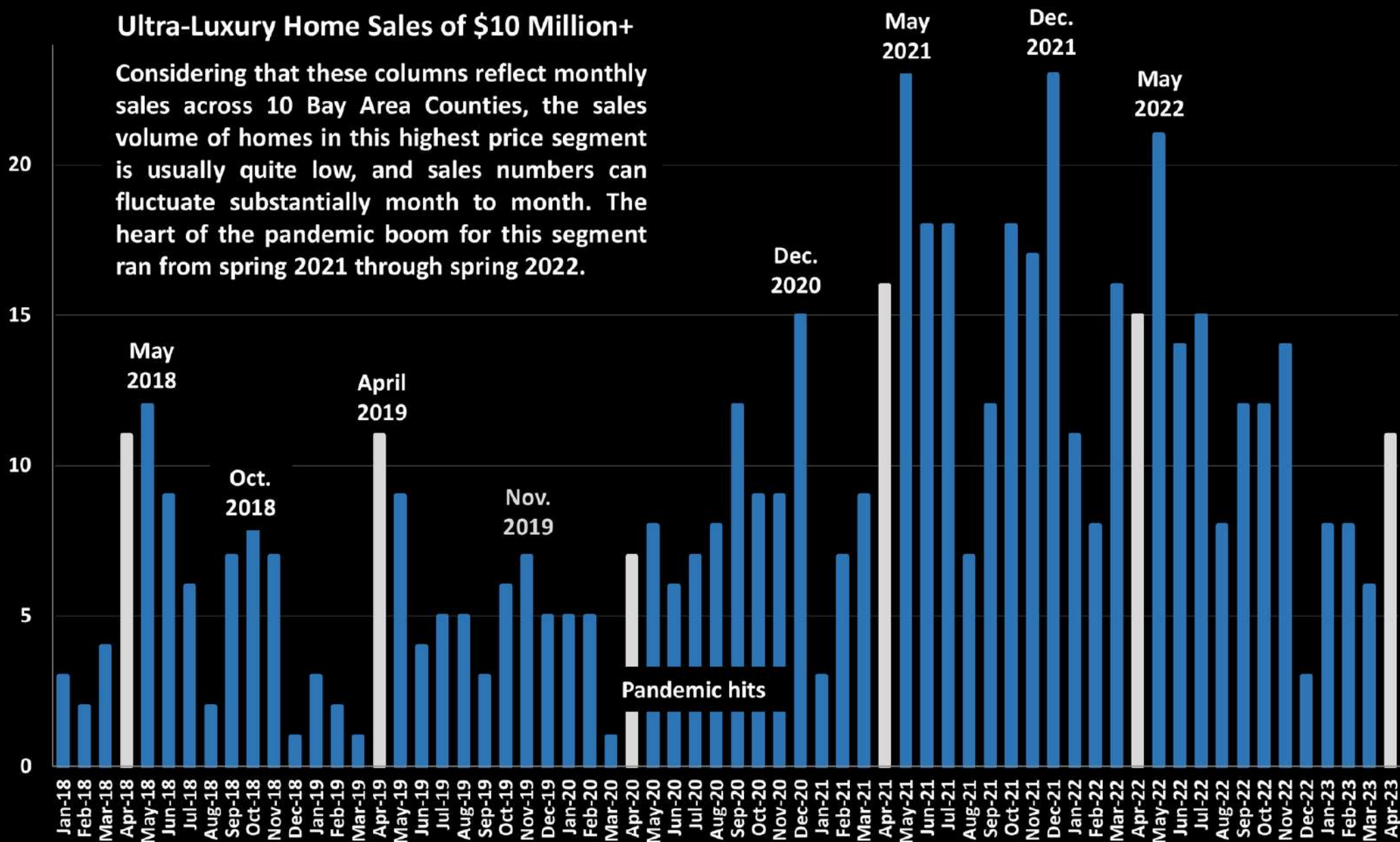
\* 12 months \$5m+ house sales reported to NorCal MLS Alliance by 5/15/23. Numbers may change with late reported sales. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

# Ultra-Luxury Home Sales, \$10 Million+

## Bay Area Market Dynamics & Seasonality since 2018\*

### Ultra-Luxury Home Sales of \$10 Million+

Considering that these columns reflect monthly sales across 10 Bay Area Counties, the sales volume of homes in this highest price segment is usually quite low, and sales numbers can fluctuate substantially month to month. The heart of the pandemic boom for this segment ran from spring 2021 through spring 2022.

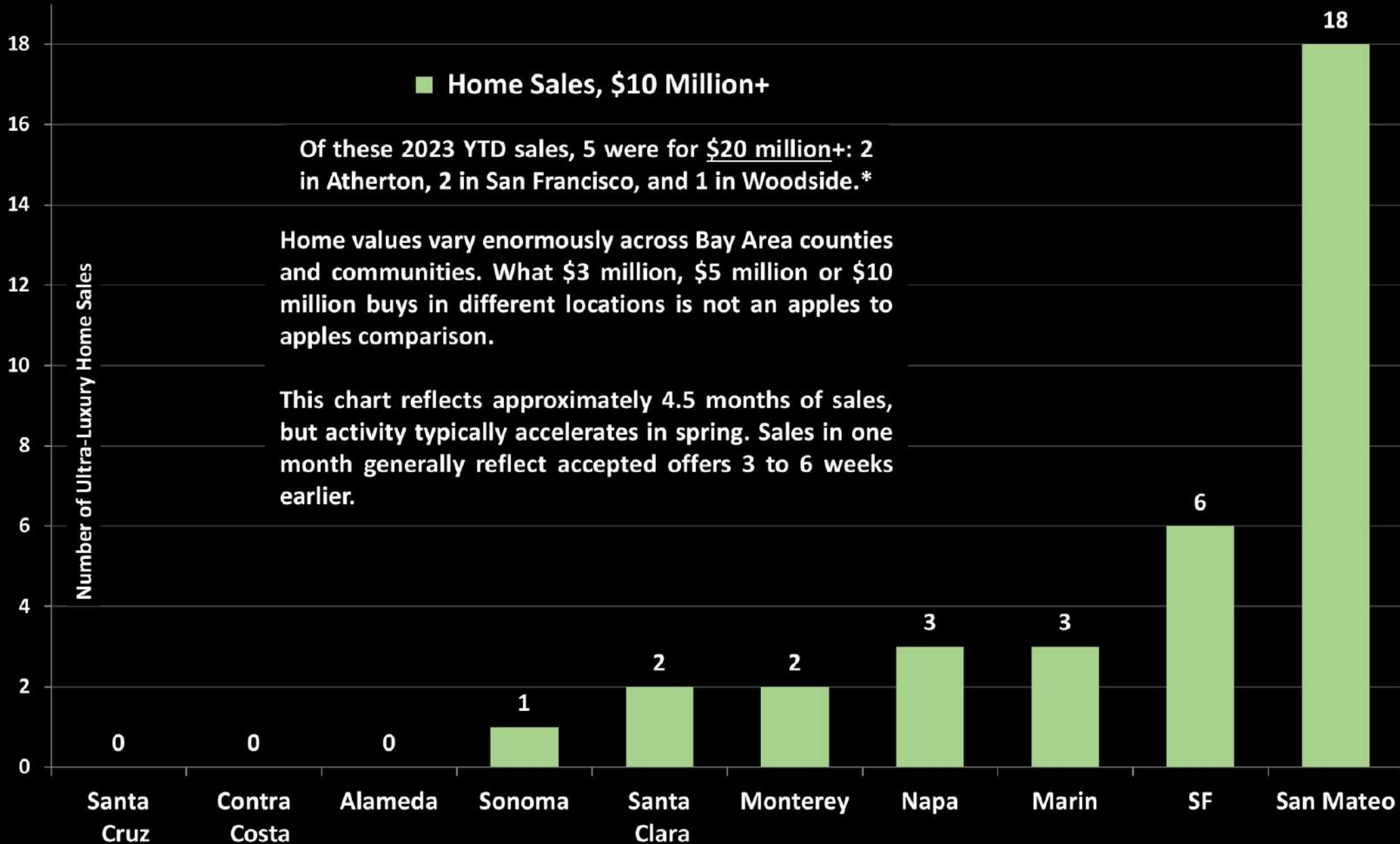


\*10 Bay Area counties, Napa to Monterey (excluding Solano), residential sales reported to NorCal MLS Alliance, per Infosparks. Data from sources deemed reliable but may contain errors and subject to revision. All numbers are approximate, and may change with late reported sales. Not all sales are reported to MLS.

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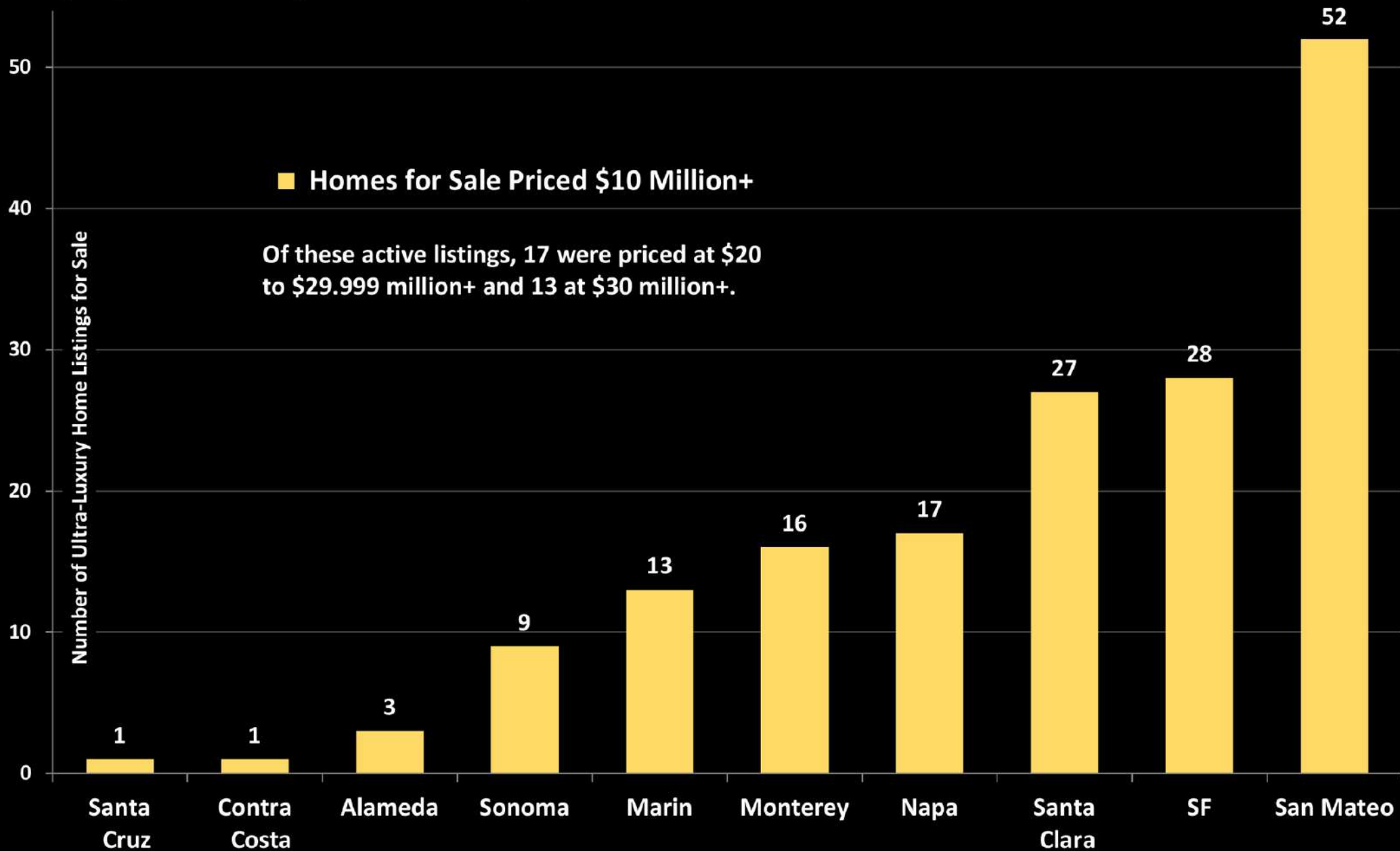


## Bay Area Ultra-Luxury Market: Sales of \$10 Million+ by Bay Area County, 2023 YTD Home Sales\*



\* 2022 residential sales reported to NorCal MLS Alliance by 5/15/23. Not all luxury home sale activity is reported to MLS, and new sales are reported constantly. Numbers may change with late reported sales. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers approximate.

## Bay Area Ultra-Luxury Market: Active Listings, \$10 Million+ by Bay Area County, Homes for Sale, Posted to MLS\*



\* Active/Coming-Soon residential listings without accepted offer posted to NorCal MLS Alliance on 5/15/23. Not all luxury home listings are posted to MLS. In San Francisco particularly, many new-project ultra-luxury condos are not posted to MLS. Numbers change constantly. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers are approximate.

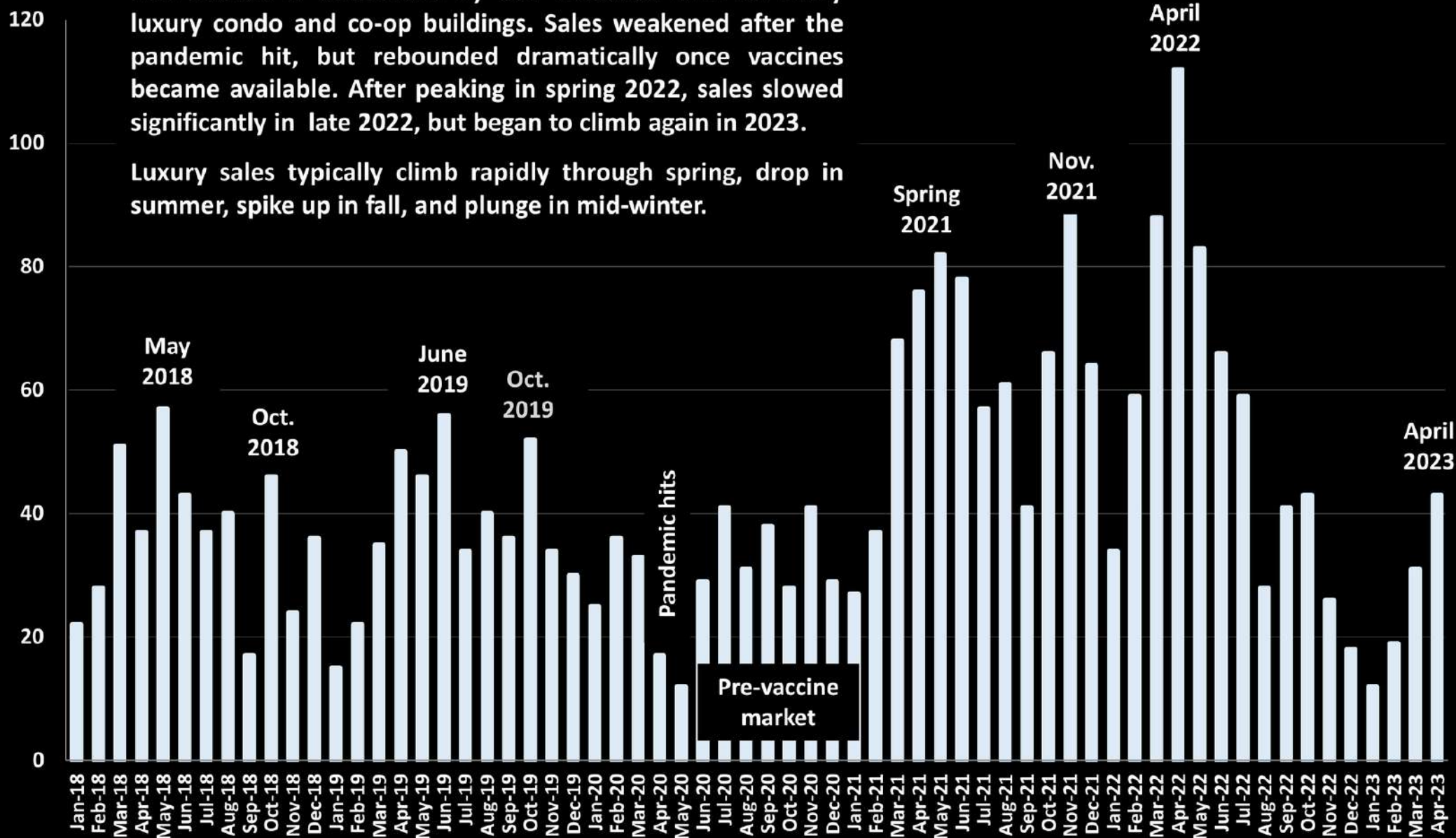
# Luxury Condo & Co-op Sales, \$2 Million+

## Bay Area Market Dynamics & Seasonality since 2018\*

In the 1<sup>st</sup> 4 months of 2023, sales volume was down about 64% (from the peak of the pandemic boom).

This market is dominated by San Francisco with its many luxury condo and co-op buildings. Sales weakened after the pandemic hit, but rebounded dramatically once vaccines became available. After peaking in spring 2022, sales slowed significantly in late 2022, but began to climb again in 2023.

Luxury sales typically climb rapidly through spring, drop in summer, spike up in fall, and plunge in mid-winter.



\*10 Bay Area counties: Condo, co-op, townhouse, TIC sales reported to NorCal MLS Alliance, per Infosparks. Data from sources deemed reliable but may contain errors and subject to revision. All numbers are approximate, and may change with late reported sales. Does not include new-project condo sales unreported to MLS.

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# Bay Area market reports.

The most up-to-date and comprehensive analysis of San Francisco home prices, values, conditions and trends of the San Francisco Bay Area residential real estate market.

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## San Francisco Home Prices, Market Conditions & Trends

August 2022. The economic headwinds that have been building over recent months are having very significant impacts on the market's supply and demand dynamics, and year-over-year home-price appreciation rates.

[Read more](#)



## San Mateo County Home Prices, Market Conditions

August 2022. The San Mateo County real estate market: home prices, supply and demand statistics, luxury home sales, economic indicato...

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## Marin County Home Prices, Market Conditions & Trends

August 2022. Home prices in the cities and towns of affluent Marin County, market conditions and trends, luxury home sales, supply and...

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## Santa Clara County Home Prices, Market Conditions

August 2022. Real estate market conditions, house and condo prices, supply and demand trends, luxury home sales in Santa Clara County...

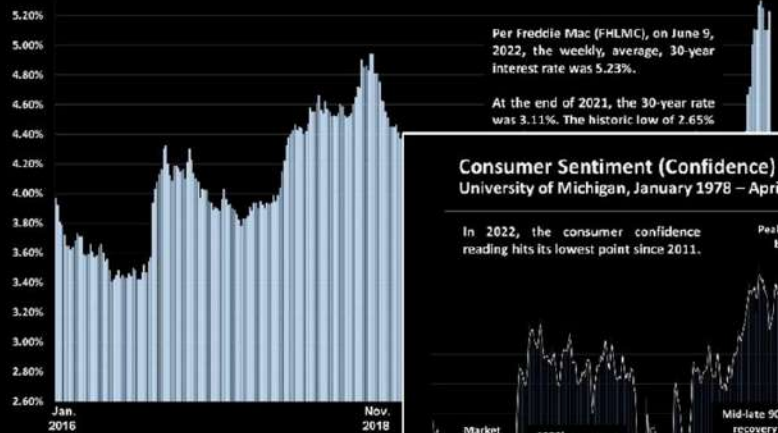
[Read more](#)



## Mortgage Interest Rate Trends, 2016 – Present

### 30-Year Conforming Fixed-Rate Loans, Weekly Average Readings

Rates published by the FHLMC



Interest rates may fluctuate suddenly and dramatically, and changes. Data from sources deemed reliable but not guaranteed. Home loans should consult with a qualified mortgage professional.

## Consumer Sentiment (Confidence) Index

### University of Michigan, January 1978 – April 2022

As published by the Federal Reserve Bank of St. Louis

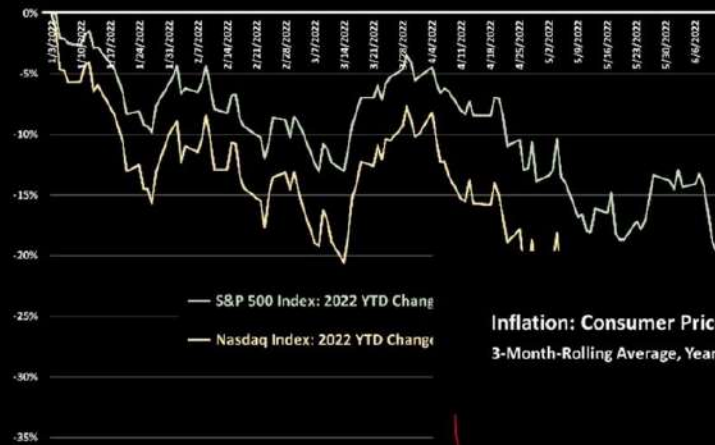
In 2022, the consumer confidence reading hits its lowest point since 2011.



**Click Here for Review of Selected Macroeconomic Trends**

## Financial Markets in 2022

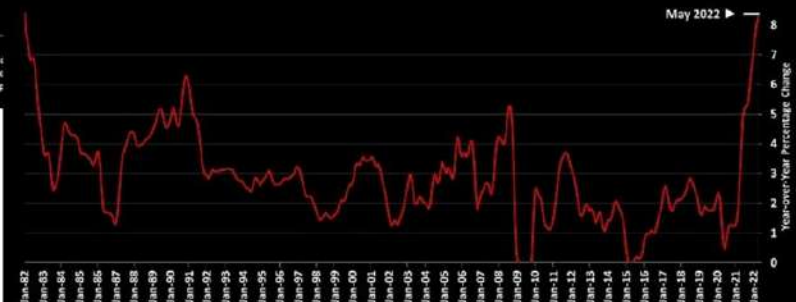
### Percentage Declines since January 3, 2022



Last reading as of 6/13/22 AM. Data per MarketWatch.com, daily closing price reading. Data from source deemed reliable, but may contain errors and subtle financial markets change constantly and all numbers should be considered as

## Inflation: Consumer Price Index, 1982 – 2022\*

### 3-Month-Rolling Average, Year-over-Year % Change



\*3-month rolling average of Consumer Price Index for All Urban Consumers: All Items in U.S. City Average (CPIAUCSL), retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/CPIAUCSL>, June 2022. Data from U.S. Bureau of Labor Statistics. All items (CPIAUCSL) is a price index of a basket of goods and services paid by urban consumers. This particular index includes roughly 88 percent of the total population. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers approximate.

## Factors in Bay Area Real Estate Markets

Many of these factors' effects can swing both positive and negative; sometimes effects are deeply counter-intuitive (e.g. a pandemic causing a fierce housing boom). Economic, political, social and ecological dynamics constantly change and interact in difficult-to-predict ways. Market-changing developments can percolate gradually, or arise suddenly and unexpectedly. The impact of specific factors can vary by market segment.

Local economic conditions: High-tech booms, employment, housing affordability & development, venture capital & foreign investment, pro/anti-business sentiment, etc.

Interest rates    Stock markets    Inflation    Consumer confidence

Household wealth, personal, corporate, govt. debt levels    Massive, governmental economic interventions (including by the Fed): post 9/11/2001, post 9/2008, post 3/2020

Natural disasters such as COVID, 1989 earthquake, 2017-21 fires, drought

Domestic & foreign migration; federal immigration policy; demographic changes

Tax law e.g. real estate tax benefits & credits, 2017 SALT-deduction limitation    Rental market dynamics    State income tax disparities

International economic/political events, e.g. large oil price swings, military/economic conflict, foreign economic crises, 9/11, 2015 Chinese stock market crash

Local, state & national politics    Social and quality of life issues: Crime, homelessness, cost of living, economic inequality, partisan politics, etc.

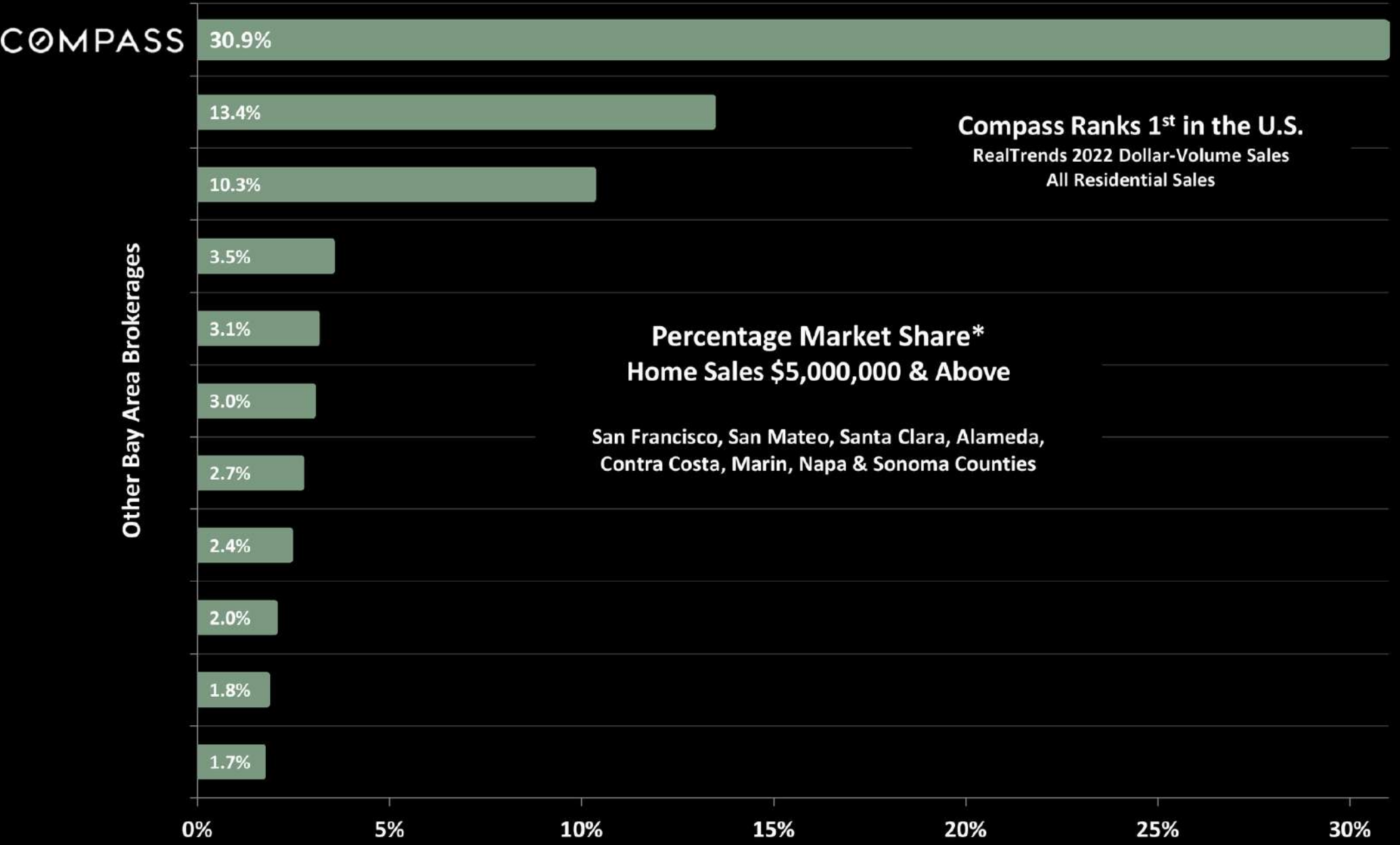
Financial industry manipulation, fraud, engineering, recklessness, e.g. junk bonds, S&L collapse, predatory lending, abandonment of risk mgmt. & underwriting standards, CDOs & rating-agency deceit, insider trading, over-leveraged investing; irrational exuberance

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# San Francisco Bay Area Luxury Home Sales

Percentage Market Share, Homes Selling for \$5 Million+\*



\*2022 transaction-side dollar-volume residential property sales reported to Bay Area MLS Associations by 12/15/22, per Broker Metrics. Analysis made in good faith with the data available. Not all sales are reported to MLS. Rounded to nearest tenth of a percent.



Statistics are generalities, essentially summaries of widely disparate data generated by dozens or hundreds of unique, individual sales occurring within different time periods. They are best seen not as precise measurements, but as broad, comparative indicators, with reasonable margins of error. Anomalous fluctuations in statistics are not uncommon, especially in smaller, expensive market segments. Last period data should be considered estimates that may change with late-reported data. Different analytics programs sometimes define statistics – such as “active listings,” “days on market,” and “months supply of inventory” – differently: what is most meaningful are not specific calculations but the *trends* they illustrate. Most listing and sales data derives from the local or regional multi-listing service (MLS) of the area specified in the analysis, but not all listings or sales are reported to MLS and these won’t be reflected in the data. “Homes” signifies real-property, single-household housing units: houses, condos, co-ops, townhouses, duets and TICs (but not mobile homes), as applicable to each market. City/town names refer specifically to the named cities and towns, unless otherwise delineated. Multi-county metro areas will be specified as such. Data from sources deemed reliable, but may contain errors and subject to revision. All numbers to be considered approximate.

Many aspects of value cannot be adequately reflected in median and average statistics: curb appeal, age, condition, amenities, views, lot size, quality of outdoor space, “bonus” rooms, additional parking, quality of location *within* the neighborhood, and so on. How any of these statistics apply to any particular home is unknown without a specific comparative market analysis.

Median Sales Price is that price at which half the properties sold for more and half for less. It may be affected by seasonality, “unusual” events, or changes in inventory and buying trends, as well as by changes in fair market value. The median sales price for an area will often conceal an enormous variety of sales prices in the underlying individual sales.

Dollar per Square Foot is based upon the home’s interior living space and does not include garages, unfinished attics and basements, rooms built without permit, patios, decks or yards (though all those can add value to a home). These figures are usually derived from appraisals or tax records, but are sometimes unreliable (especially for older homes) or unreported altogether. The calculation can only be made on those home sales that reported square footage.

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