



San Francisco

Successfully fusing culture, climate, industry and technology, San Francisco and the surrounding Bay Area is known worldwide as a desirable expatriate and transferee destination. Who hasn't heard of Silicon Valley denizens Apple, Facebook and Google? And while firmly established as an international technology hub, other blue-chip companies such as Wells Fargo and Gap proudly call San Francisco home.

Offering vibrant and eclectic metropolis living or community style suburban settings, your assignee will find diverse options available in what locals call "the City".

Rental Trends

When discussing rental ranges with your assignee, you may hear words like "pricey", "steep", "an arm and a leg" or "%\$#!" It is important to set expectations and prepare them for sky-high prices and inventory that moves quickly. *Apartment List* cites San Francisco as the most expensive U.S. city to live in and according to *Kiplinger's Cost of Living Index*, [San Francisco rent is 3x higher than the national average](#).



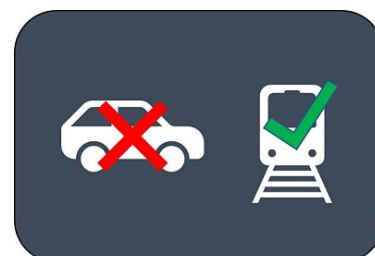
Studios in the city start at \$3,000 per month and adding additional bedrooms will tack on an additional \$1,000 - \$1,500 per bedroom. In popular locations, it is common to have a 20-minute open house during which the landlord will obtain 8 to 10 applications on the spot. [The candidate that gives full documentation \(credit, offer letter stating start date, salary, terms of employment\) and is available to move in immediately has the clear advantage](#). It's best for assignees to have available funds that cover 2 to 3 months' rent in a US bank account prior to home finding so a cashier's check can be immediately arranged if approved for a property. Keep in mind that most apartments are vacant and ready for rental so the deposit and rent must be paid immediately or the property is likely to go to the next qualified applicant.

Due to seasonal demand, rents tend to be highest in the summer months.

The good news? [In some areas, rents are decreasing or leveling out, albeit slightly](#), and incentives on newer units have become common.

Where to live

Those interested in newer apartments or high-rise living will find options in the neighborhoods of [Mission Bay and South of Market \(SOMA\)](#), which also offer residents an easy commute into the city or to Silicon Valley. This area is popular with younger professionals because of its cultural attractions as well as the high density of restaurants and bars. There are many art studios and performances that attract tourists and



locals alike to the area.

Older, established neighborhoods such as [Mission Delores/Castro](#), [Hayes Valley](#), [Noe Valley](#), [Marina](#), and [Russian/Telegraph](#) make it easy to live and work in the city proper. If you obtain a unit in an older (pre-1980) building, these structures are often protected by [rent control which limits the annual rent increase approximately 1% to 3%](#). However, these beautiful older buildings are located deeper within San Francisco which adds time to the commute. The average rent for a 1-bedroom unit in these areas is \$3,500.

Having a car in San Francisco can be a challenge. Street parking is very difficult and [garage space can cost about \\$300+ per month](#). It is recommended to use public transportation or ride sharing services to get around.

Those who plan on living in the suburbs will need a car to get around, but should be aware of the traffic and limited parking spaces in and around the city. Families might consider the beautiful suburbs of [Palo Alto](#), [Mountain View](#), and [Cupertino](#) which have excellent public school systems. Assignees can rent houses in these areas but should keep in mind that single family homes for rent often do not have updated kitchen/baths.

Tips for RMCs/HR & Assignees

Be honest with the rental budget amount. Often, assignees want to spend less, but are then very dissatisfied with the quality and safety of these apartment locations. Rents and amenities vary a lot according to city and/or neighborhood.



Housing moves very quickly - be prepared! When giving assignees temporary housing, [try not give them more than 4 weeks because rent will begin when you sign the lease](#). Typically, you want to show assignees available properties about 2 weeks before they really want to move. Remember, most apartments are vacant and ready for rental. Application approval normally only takes one day, and if approved the assignee will be required to pay the deposit and rent immediately.

[Realtors do not support with rental home finding in the Bay Area so there is no Multi Listing Service \(MLS\)](#) to view. Destination Consultants source all properties on their own through websites such as *Craig's List*, *Trulia*, and *Zillow* as well as working with property management companies to show the best available options to the assignees.

Local Insight for Assignees

Due to the year-round moderate climate, San Francisco is an outdoor enthusiast's dream. The Bay Area also offers sports, live music, art, theater and literary events year-round. Combined with an excellent public transportation system, it's no wonder Time has recently recognized the [City by the Bay as the 4th Happiest City in America](#).



Remember, San Francisco is in the northern part of California, meaning it will be chilly and colder compared to Southern California where they get a lot more sun and warmth. [Always carry a jacket](#) with you as the temperature in the city changes from morning to night - often many times!

[You will become good friends with Karl](#). The familiar fog that reigns and looms over the city throughout the day has an official name and Instagram account.

Get ready to hike - in the city! It's a hilly place so make sure you have comfortable shoes and be prepared to get your cardiovascular workout in.

For more information, please click on [IOR San Francisco City Guide](#)

