



« [Families moving to Marin for schools](#) | [Main](#) |

## SF's most popular neighborhoods fetch dear rent indeed

18
  237
  4

Last week, On the Block's Jenny Pisillo asked if it isn't cheaper these days to buy in the Bay Area than rent. Today, we revisit the topic. More proof that the rental market in SF is crazy? Trulia's Rent Monitor report offers plenty.

First, a smattering of available rentals in popular SF neighborhoods. **SoMa**

The SoMa is all the rage now, thanks to tech boom 2.0, aided also by Twitter setting up camp in a less than savory South of Market area in exchange for a tax break. Suddenly the 'loin is looking more tender and folks are shelling out what used to be Upper-Fillmore prices for anything near the "Multimedia Gulch."

### SF's most popular 'nabes

In a city with such an uber-popular rental market, which neighborhoods get the most attention? Trulia tracks the most searched for neighborhoods on its site, and here they are.

Neighborhood	% total searches
SoMa	6.7%
Pacific Heights	4.7%
Nob Hill	3.9%
South Beach	3.7%
Russian Hill	3.7%
Noe Valley	3.3%
Marina	3.0%
Cow Hollow	2.9%
Potrero Hill	2.6%
Hayes Valley	2.5%
Mission Bay	2.5%
Lower Pacific Heights	2.3%
North Beach	2.2%
Financial District	2.1%
Downtown	2.0%
Mission	1.9%