



San Francisco has long been the west coast financial center of the U.S. but is now becoming the center of financial and professional service innovation across the globe. New technologies are revolutionizing the way that consumers and businesses make payments, get loans and the way that companies pay and reward their employees. The city is also home to 6 Fortune 500 companies as well as the SF branch of the Federal Reserve Bank. In general, this strong financial services economy lead many to consider San Francisco as the financial capital of the West Coast.

## FINANCE & INSURANCE

- Over 20 international banks have branches in San Francisco
- U.S. headquarters of crowdfunding, home to companies including Lending Club, Funding Circle, Circle Up, Indiegogo and Prosper
- Driver of innovation in the financial services industry, with companies including Square and Boku reducing cost in merchant transactions

## REAL ESTATE


- Every major U.S. commercial realty firm has a presence in San Francisco, alongside some of the largest international firms
- One of the hottest commercial real estate markets in the world, with significant flow and low vacancy rates

## PROFESSIONAL SERVICES

- The strength of the San Francisco economy has provided fertile ground for legal and accounting firms of all sizes to attract a diverse client base
- Innovation is coming to the recruitment, benefits and payroll space, with new cloud-based solutions providing cost-saving human resources and payroll options including Hired.com, Financial Force, Zenefits and Zen Payroll

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# Why San Francisco?

## TALENT



San Francisco enjoys one of the most educated and productive workforces in the world. More than 52% of the population holds a Bachelor's degree or higher and 46% of local residents speak more than one language.



## INNOVATION

Access to over a hundred local incubator, accelerator and co-working spaces gives your business the resources it needs to succeed. San Francisco is consistently ranked as one of the most innovative cities in the world and is the #2 best performing city for creating and sustaining jobs (Milken Institute 2015).

## INVESTMENT



The Bay Area is home to the world's largest concentration of VC firms, with a significant number having a presence in San Francisco. In Q2 of 2016, \$5.5 billion was invested into San Francisco based companies, making it the #1 U.S. city for venture capital investment.



## LIFESTYLE

San Francisco is considered one of the top cities in the world for work and leisure. From the iconic Golden Gate Bridge to renowned exhibits at SFMOMA, San Francisco takes pride in its vibrant culture, unique neighborhoods and exceptional quality of life.

## FAST FACTS

Land Area: 47 square miles (121 square km)

Population: 864,816

Median Age: 38

Total housing units: 380,512

Median household income: \$78,378

Colleges and universities: 25

Annual VC investments: \$6.5 billion

Average temperature: 58°F (14°C)

Annual visitors: 24.6 million

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