



January 2010 Market Summary and Analysis
 South Santa Rosa Beach and South Walton East Areas
 Combined Residential - Single Family, Multi-Family, Condo

Data Sources: Emerald Coast MLS and Metro Market Trends Real Estate Information Systems
 Provided by Team Baranowski, Keller Williams Emerald Coast

Month of January Analysis	Jan-10	Jan-09	Percent Change
New Listings	110	149	-26%
Combined Residential Pending	70	40	75%
Combined Residential Sold	36	24	50%
Short Sale Foreclosure	13	11	18%
High	\$3,000,000	\$1,985,000	51%
Low	\$67,500	\$72,500	-7%
Median	\$691,000	\$383,500	80%
Average Price/sf	\$357.53	\$260.70	37%
Days on Market	304	312	-3%

**Jan 2010: 3 Condos Sold \$995K and higher. 11 homes sold over \$1mil*

Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
New Listings	110	149	-26%
Combined Residential Sold	36	24	50%
Short Sale Foreclosure	13	11	18%
High	\$3,000,000	\$1,985,000	51%
Low	\$67,500	\$72,500	-7%
Median	\$691,000	\$383,500	80%
Days on Market	304	312	-3%



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Emerald Coast MLS

Single Family Residential

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Single Family Residential Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
New Listings	636	773	-18%
Active Listings	3941		
Short Sale or Foreclosure (20% of active listings)	788		
Pending Listings	366	285	28%
Residential Homes Sold	210	186	13%
Percent Sold of Active	5%		
Inventory on Hand in Months	21.21	29.59	-28%
Short Sale Foreclosure	75	66	14%
High	\$3,000,000	\$1,985,000	51%
Low	\$16,025	\$12,100	32%
Average Price Listed	\$343,719	\$274,714	25%
Average Price Sold	\$317,455	\$249,065	27%
Percent of Selling Price/Listing Price	92%	91%	1%
Days on Market	167	148	13%



January 2010 Market Summary and Analysis

Emerald Coast MLS

Residential Land

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Residential Land Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
New Listings	268	311	-14%
Active Listings	3716		
Short Sale or Foreclosure (12% of active listings)	468		
Pending Listings	81	27	200%
Residential Lots Sold	50	23	117%
Percent Sold vs Active	1%		
*Short Sale Foreclosure	14	7	100%
High	\$455,000	\$950,000	-52%
Low	\$4,000	\$3,000	33%
Average Price Listed	\$129,908	\$154,521	-16%
Average Price Sold	\$91,595	\$137,930	-34%
Percent of Selling Price/Listing Price	71%	89%	-20%
Days on Market	297	199	49%

** Jan 2010: Gulf front lot in Historic Grayton sold for \$455,000*