



February 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 | Feb-10 | Feb-09 | Percent Change |
|-------------------------------------|-------------|-------------|----------------|
| New Listings | 112 | 150 | -25% |
| Combined Residential Pending | 70 | 48 | 46% |
| Combined Residential Sold | 37 | 25 | 48% |
| Short Sale Foreclosure | 23 | 6 | 283% |
| High | \$1,400,000 | \$2,370,000 | -41% |
| Low | \$102,000 | \$95,000 | 7% |
| Median | \$425,000 | \$405,000 | 5% |
| Average Price/sf | \$235.97 | \$262.30 | -10% |
| Days on Market | 296 | 321 | -8% |

**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 | 225 | 299 | -25% |
| Combined Residential Sold | 74 | 49 | 51% |
| Short Sale Foreclosure | 36 | 15 | 140% |
| High | \$3,000,000 | \$2,370,000 | 27% |
| Low | \$67,500 | \$72,500 | -7% |
| Median | \$538,625 | \$395,000 | 36% |
| Days on Market | 302 | 317 | -5% |

** Distressed property was 62% of all combined residential sold in February 2010 on 30A!*



February 2010 Market Summary and Analysis

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 | 1365 | 1396 | -2% |
| Active Listings | 4038 | | |
| Short Sale or Foreclosure (19% of active listings) | 775 | | |
| Pending Listings | 734 | 570 | 29% |
| Residential Homes Sold | 436 | 407 | 7% |
| Percent Sold of Active | 11% | | |
| Inventory on Hand in Months | 20.38 | 24.97 | -18% |
| Short Sale Foreclosure | 153 | 132 | 16% |
| High | \$3,000,000 | \$2,370,000 | 27% |
| Low | \$12,000 | \$12,100 | -1% |
| Average Price Listed of Sold Homes | \$299,222 | \$286,062 | 5% |
| Average Price Sold | \$277,382 | \$256,699 | 8% |
| Percent of Selling Price/Listing Price | 93% | 90% | 3% |
| Days on Market | 164 | 154 | 6% |



February 2010 Market Summary and Analysis
Emerald Coast MLS
Residential Land

Data Sources: Emerald Coast MLS and Metro Market Trends Real Estate Information Systems
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| Residential Land Year to Date Analysis | YTD 2010 | YTD 2009 | Percent Change |
|---|-----------------|-----------------|-----------------------|
| New Listings | 563 | 600 | -6% |
| Active Listings | 3674 | | |
| Short Sale or Foreclosure (13% of active listings) | 473 | | |
| Pending Listings | 177 | 64 | 177% |
| Residential Lots Sold | 120 | 51 | 135% |
| Percent Sold vs Active | 3% | | |
| *Short Sale Foreclosure | 41 | 10 | 310% |
| High | \$455,000 | \$1,300,000 | -65% |
| Low | \$2,200 | \$3,000 | -27% |
| Average Price Listed | \$116,288 | \$195,117 | -40% |
| Average Price Sold | \$90,197 | \$155,054 | -42% |
| Percent of Selling Price/Listing Price | 78% | 79% | -1% |
| Days on Market | 279 | 264 | 6% |

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