



July 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 July Analysis	Jul-10	Jul-09	Percent Change
New Listings	97	111	-13%
Combined Residential Pending	64	63	2%
Combined Residential Sold	28	36	-22%
Short Sale Foreclosure	12	10	20%
High	\$2,090,000	\$1,900,000	10%
Low	\$48,000	\$92,000	-48%
Average Price Sold	\$490,852	\$611,719	-20%
Average Price/sf	\$245.28	\$295.67	-17%
Days on Market	195	302	-35%

**July 2010: 2 homes and 1 condo sold over \$1mil*

Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
New Listings	861	940	-8%
Combined Residential Sold	353	320	10%
Short Sale Foreclosure	142	95	49%
High	\$7,250,000	\$7,000,000	4%
Low	\$48,000	\$72,500	-34%
Average Price Sold	\$646,919	\$627,393	3%
Days on Market	290	256	13%

** Distressed property was 40% of all combined residential sold Year-to-Date in 2010 on 30A.*



July 2010 Market Summary and Analysis

WaterColor Combined Residential

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Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
Combined Residential Sold	33	54	-39%
Short Sale Foreclosure	7	8	-13%
High	\$3,100,000	\$2,750,000	13%
*Low	\$425,000	\$419,000	1%
*Average Price Sold	\$1,054,641	\$1,000,159	5%
*Average Price/sf	\$371.48	\$353.04	5%
Days on Market	254	229	11%

**Private Residence Club Fractional Sales not included in Price Calculations.*



July 2010 Market Summary and Analysis

Rosemary Beach Combined Residential

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Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
Combined Residential Sold	32	8	300%
Short Sale Foreclosure	9	2	350%
High	\$3,850,000	\$1,700,000	126%
*Low	\$399,000	\$407,550	-2%
*Average Price Sold	\$1,108,960	\$894,279	24%
*Average Price/sf	\$416.79	\$465.95	-11%



July 2010 Market Summary and Analysis
WaterSound Beach Combined Residential

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Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
Combined Residential Sold	23	14	64%
*Short Sale Foreclosure	11	6	83%
High	\$1,816,000.00	\$2,370,000.00	-23%
Low	\$425,000.00	\$439,000.00	-3%
Median	\$905,261.00	\$1,220,850.00	-26%
Average Price/sf	\$433.85	\$414.68	5%
Days on Market	395	326	21%



July 2010 Market Summary and Analysis

Emerald Coast MLS

Single Family Residential

Data Sources: Emerald Coast MLS and Metro Market Trends Real Estate Information Systems

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Single Family Residential Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
New Listings	5093	4888	4%
Active Listings	4419		
Short Sale or Foreclosure (19% of active listings)	894		
Pending Listings	2701	2632	3%
Residential Homes Sold	2258	2154	5%
Percent Sold of Active	51%		
Inventory on Hand in Months	19.84	13.68	45%
Short Sale Foreclosure	678	578	17%
High	\$7,250,000	\$7,000,000	4%
Low	\$7,500	\$12,100	-38%
Average Price Listed of Sold Homes	\$304,980	\$299,938	2%
Average Price Sold	\$281,088	\$271,650	3%
Percent of Selling Price/Listing Price	92%	91%	2%
Days on Market	143	156	-8%

**June 2010 Inventory on Hand was at 11 Months!*



July 2010 Market Summary and Analysis

Emerald Coast MLS

Residential Land

Data Sources: Emerald Coast MLS and Metro Market Trends Real Estate Information Systems

Provided by Team Baranowski, Keller Williams Emerald Coast

Residential Land Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
New Listings	2179	2149	1%
Active Listings	3884		
Short Sale or Foreclosure (15% of active listings)	580		
Pending Listings	598	375	59%
Residential Lots Sold	523	324	61%
Percent Sold vs Active	13%		
*Short Sale Foreclosure	151	69	119%
High	\$1,550,000	\$3,150,000	-51%
Low	\$2,000	\$1,500	33%
Average Price Listed	\$150,229	\$205,376	-27%
Average Price Sold	\$118,244	\$169,695	-30%
Percent of Selling Price/Listing Price	79%	83%	-5%
Days on Market	263	273	-4%

**Two Gulf front lots sold for under \$1mil on 30A*



July 2010 Market Summary and Analysis

Panama City MLS

Bay County - Beach Condos

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

Bay County Beach Condos Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
New Listings	1198	1245	-4%
Active Listings	1402		
Short Sale or Foreclosure (17% of active listings)	276		
Pending Listings	488	633	-23%
Condos Sold	480	506	-5%
Percent Sold of Active	34%		
Short Sale or Foreclosure Sold	196	108	81%
High	\$800,000	\$550,000	45%
Low	\$20,000	\$39,500	-49%
Average Price Listed When Sold	\$249,845	\$223,857	12%
Average Price Sold	\$228,707	\$218,289	5%
Percent of Selling Price/Listing Price	92%	98%	-6%
Days on Market	158	138	14%

* Grand Panama Beach Resort top selling condo year to date with 39 sales