



**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

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

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

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



## July 2010 Market Summary and Analysis

### Rosemary Beach Combined Residential

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

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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**

Data Sources: Emerald Coast MLS and Metro Market Trends Real Estate Information Systems  
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Year to Date Analysis	YTD 2010	YTD 2009	Percent Change
<b>Combined Residential Sold</b>	23	14	<b>64%</b>
<b>*Short Sale Foreclosure</b>	11	<b>6</b>	<b>83%</b>
<b>High</b>	\$1,816,000.00	\$2,370,000.00	<b>-23%</b>
<b>Low</b>	\$425,000.00	\$439,000.00	<b>-3%</b>
<b>Median</b>	\$905,261.00	\$1,220,850.00	<b>-26%</b>
<b>Average Price/sf</b>	\$433.85	\$414.68	<b>5%</b>
<b>Days on Market</b>	395	326	<b>21%</b>



## 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

Provided by Team Baranowski, Keller Williams Emerald Coast

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

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

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

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