



July 2011 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-11	Jul-10	Jul-09	Percent Change 2010-2011
New Listings	91	97	111	-6%
Combined Residential Sold	60	35	36	71%
Short Sale Foreclosure	19	12	10	58%
High	\$7,333,333	\$2,090,000	\$1,900,000	251%
Low	\$59,000	\$48,000	\$92,000	23%
Average Price Sold	\$932,875	\$430,474	\$611,719	117%
Average Price/sf	\$337.60	\$245.28	\$295.67	38%
Days on Market	259	203	302	28%

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

Year to Date Analysis	YTD 2011	YTD 2010	YTD 2009	Percent Change 2010-2011
New Listings	844	861	940	-2%
Combined Residential Sold	507	353	320	44%
Short Sale Foreclosure	183	142	95	29%
High	\$8,100,000	\$7,250,000	\$7,000,000	12%
Low	\$45,000	\$48,000	\$72,500	-6%
Average Price Sold	\$626,092	\$646,919	\$627,393	-3%
Days on Market	252	290	256	-13%

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



July 2011 Market Summary and Analysis

WaterColor Combined Residential

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

Year to Date Analysis	YTD 2011	YTD 2010	YTD 2009	Percent Change 2010-2011
Combined Residential Sold	61	33	54	85%
Short Sale Foreclosure	11	7	8	57%
High	\$2,500,000	\$3,100,000	\$2,750,000	-19%
*Low	\$375,288	\$425,000	\$419,000	-12%
*Average Price Sold	\$992,970	\$1,054,641	\$1,000,159	-6%
*Average Price/sf	\$351.14	\$371.48	\$353.04	-5%
Days on Market	291	254	229	15%

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



July 2011 Market Summary and Analysis

Rosemary Beach Combined Residential

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

Provided by Team Baranowski, Keller Williams Emerald Coast

Year to Date Analysis	YTD 2011	YTD 2010	YTD 2009	Percent Change 2010-2011
Combined Residential Sold	48	32	8	50%
Short Sale Foreclosure	19	9	2	111%
High	\$8,100,000	\$3,850,000	\$1,700,000	110%
*Low	\$295,000	\$399,000	\$407,550	-26%
*Average Price Sold	\$1,525,023	\$1,108,960	\$894,279	38%
*Average Price/sf	\$530.90	\$416.79	\$465.95	27%



July 2011 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 2011	YTD 2010	YTD 2009	Percent Change 2010-2011
New Listings	1931	2179	2149	-11%
Active Listings	3529	3884		-9%
Short Sale or Foreclosure (17% of active listings)	588	580		1%
Pending Listings	896	598	375	50%
Residential Lots Sold	661	523	324	26%
Percent Sold vs Active	19%	13%		39%
*Short Sale Foreclosure	190	151	69	26%
High	\$1,900,000	\$1,550,000	\$3,150,000	23%
Low	\$1,700	\$2,000	\$1,500	-15%
Average Price Listed	\$151,919	\$150,229	\$205,376	1%
Average Price Sold	\$126,869	\$118,244	\$169,695	7%
Percent of Selling Price/Listing Price	84%	79%	83%	7%
Days on Market	290	263	273	10%



July 2011 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 2011	YTD 2010	YTD 2009	Percent Change 2010-2011
New Listings	4744	5093	4888	-7%
Active Listings	3557	4419		-20%
Short Sale or Foreclosure (19% of active listings)	976	894		9%
Pending Listings	3910	2701	2632	45%
Residential Homes Sold	2714	2258	2154	20%
Percent Sold of Active	76%	51%		
Inventory on Hand in Months	10.75	19.84	13.68	-46%
Short Sale Foreclosure	839	678	578	24%
High	\$8,100,000	\$7,250,000	\$7,000,000	12%
Low	\$5,000	\$7,500	\$12,100	-33%
Average Price Listed of Sold Homes	\$310,473	\$304,980	\$299,938	2%
Average Price Sold	\$285,441	\$281,088	\$271,650	2%
Percent of Selling Price/Listing Price	92%	92%	91%	0%
Days on Market	148	143	156	3%

**June 2011 Inventory on Hand was at 8.2 Months!*