



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.*



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WaterColor Combined Residential

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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

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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

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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

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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!*