Century 21 The Harrelson Group

2017 1st Quarter Report

Covering all of Horry & Georgetown Counties

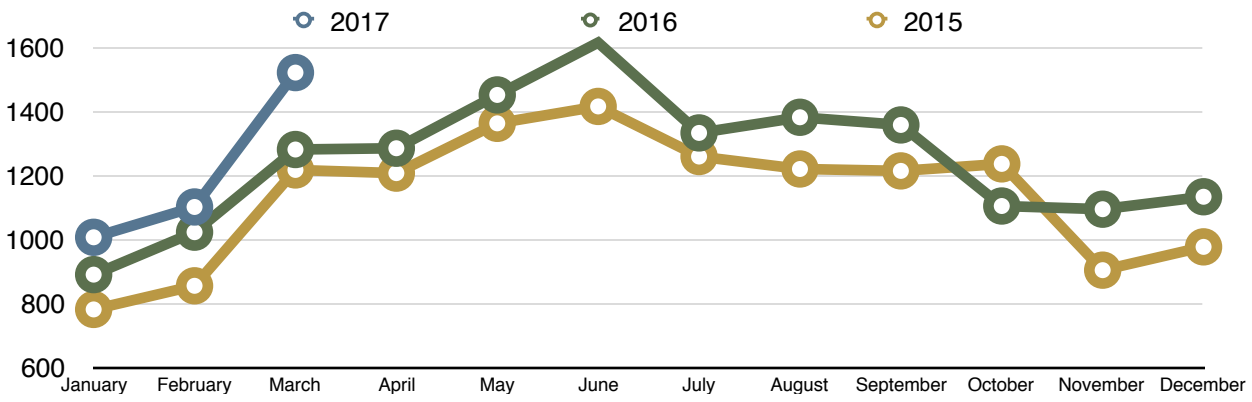
Century 21 The Harrelson Group

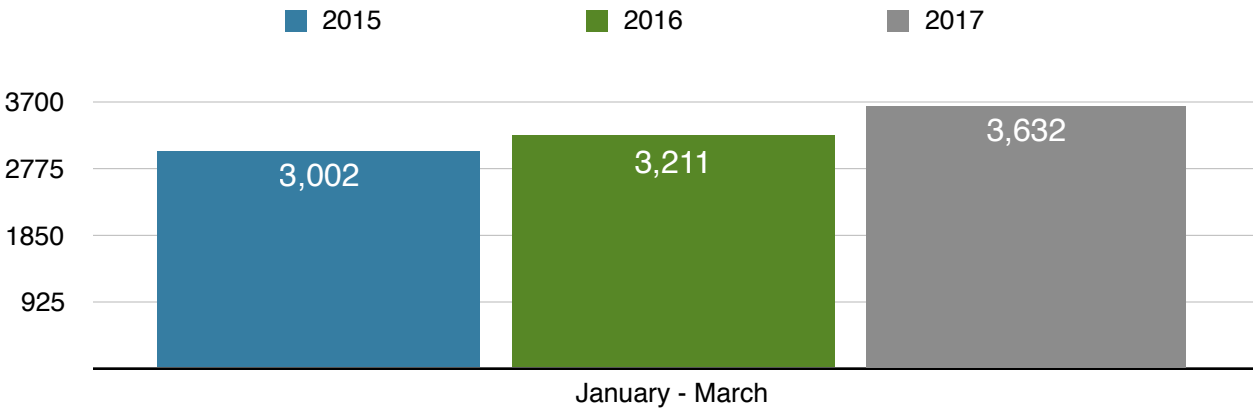
Research Conducted by Greg Harrelson

COASTAL CAROLINA MARKET

CCAR Closed Transactions

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2015	781	855	1218	1208	1364	1417	1260	1221	1215	1237	907	977
2016	890	1023	1282	1286	1453	1617	1334	1406	1436	1105	1095	1134
2017	1007	1102	1523									





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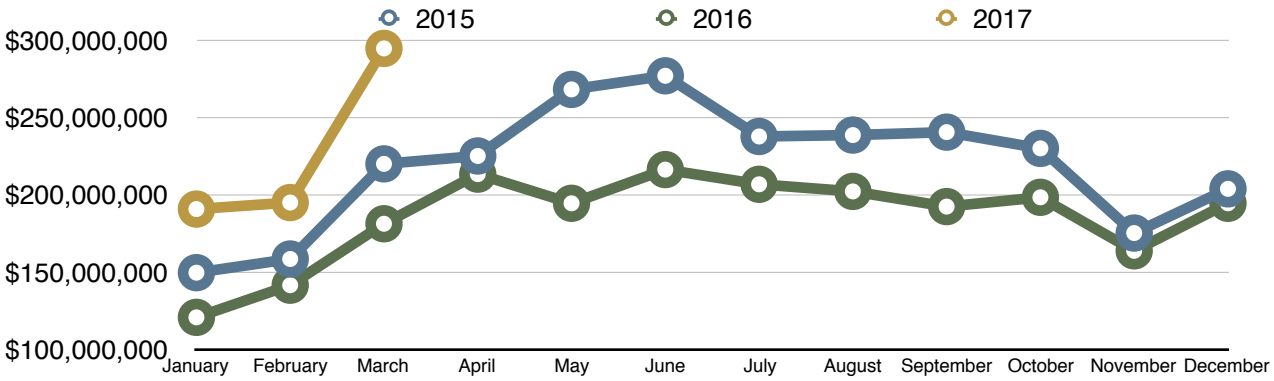
The Harrelson Group 2017 1st Quarter Market Report

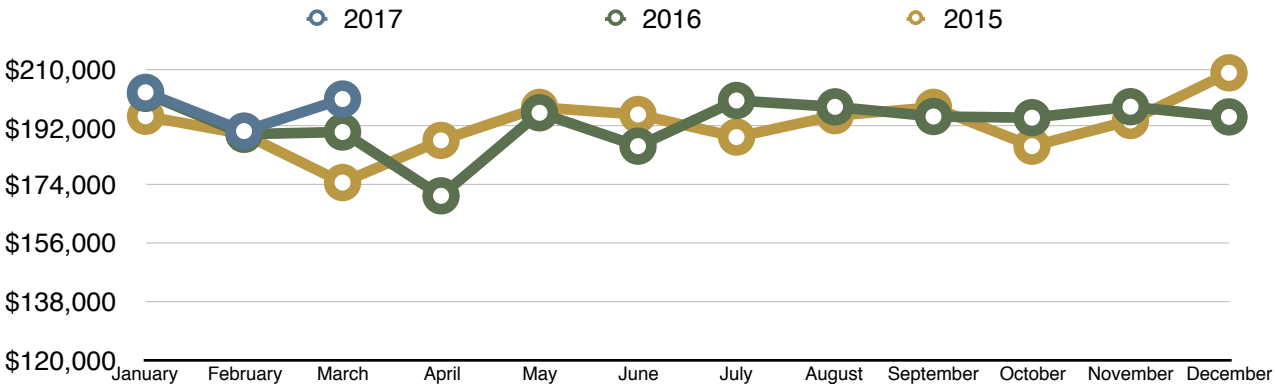
CCAR Sales Volume (In Millions)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2015	$149.8	$158.6	$220.1	$225.2	$268.2	$277.0	$237.8	$238.7	$240.6	$230.1	$175.4	$203.9
2016	$169.4	$183.1	$218.7	$219.2	$285.2	$287.0	$264.2	$274.1	$265.3	$215.3	$217.0	$221.2
2017	$190.9	$195.1	$294.7									



CCAR Average Sales Price

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2015	$195,301	$189,754	$174,742	$187,822	$198,039	$195,839	$188,850	$195,485	$198,065	$186,018	$193,982	$208,764
2016	$202,401	$189,733	$190,418	$170,629	$196,377	$186,032	$200,181	$198,216	$195,219	$194,851	$198,258	$195,099
2017	$202,710	$190,701	$200,640									



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COASTAL CAROLINA MARKET - SFR/Condo/Land

12.60% TOTAL SALES (RESIDENTIAL, CONDO/TOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	6,733	3,008	186	$185,808	95.31%
2017	7,189	3,387	182	$195,770	95.64%

7.31% RESIDENTIAL SALES

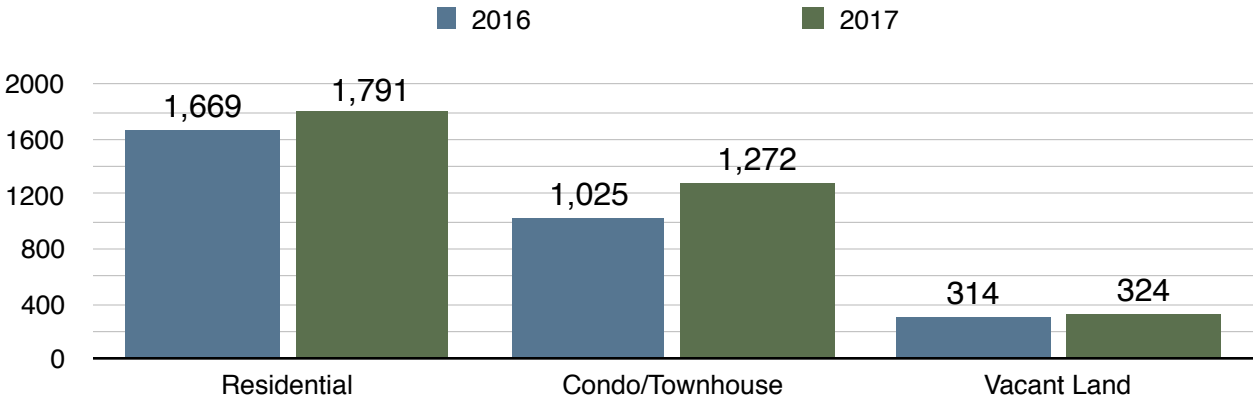
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	3,518	1,669	163	$229,299	96.44%
2017	3,731	1,791	176	$246,177	95.98%

24.10% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	2,263	1,025	162	$137,780	94.89%
2017	2,455	1,272	166	$151,592	95.58%

3.18% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	952	314	382	$111,423	85.89%
2017	1,003	324	275	$90,574	91.24%



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HORRY COUNTY

13.68% TOTAL SALES (RESIDENTIAL, CONDO/TOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	5,722	2,595	166	$178,912	95.83%
2017	5,969	2,950	180	$187,236	96.05%

5.57% RESIDENTIAL SALES

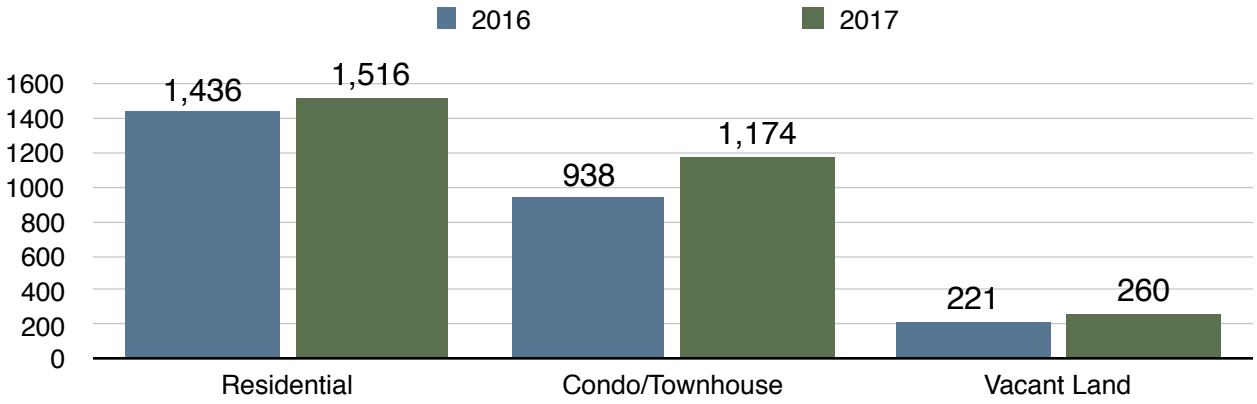
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	2,967	1,436	157	$218,684	97.05%
2017	3,055	1,516	177	$234,708	96.52%

25.16% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	2,061	938	156	$132,635	95.03%
2017	2,202	1,174	164	$147,951	95.66%

17.65% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	694	221	267	$116,903	86.15%
2017	712	260	267	$87,829	91.85%



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MYRTLE BEACH

21.59% TOTAL SALES (RESIDENTIAL, CONDO/TOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	2595	1218	163	$187,737	96.08%
2017	2786	1481	165	$187,607	96.01%

6.12% RESIDENTIAL SALES

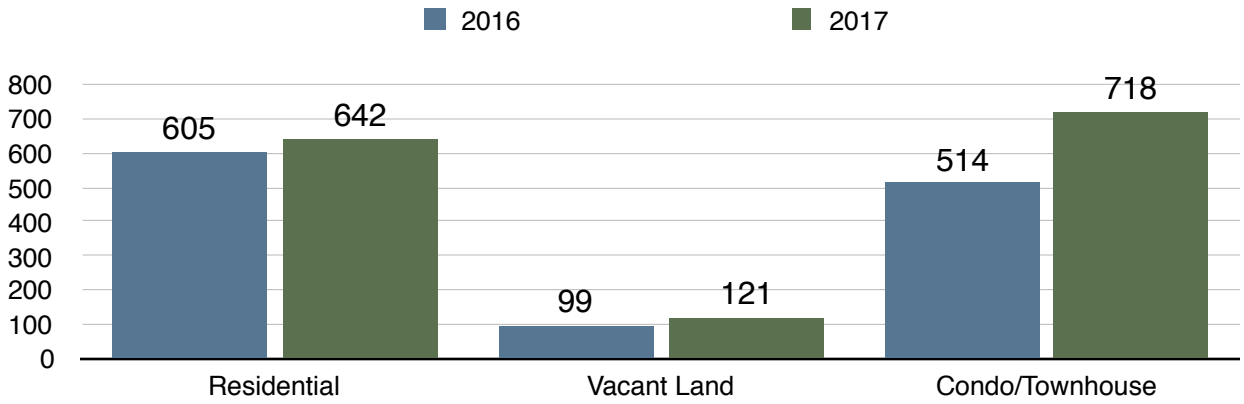
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	1184	605	153	$243,472	97.55%
2017	1242	642	154	$260,180	63.2%

22.22% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	261	99	247	$180,856	87.82%
2017	254	121	231	$102,791	95.46%

39.69% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	1150	514	158	$123,460	95.28%
2017	1290	718	164	$137,011	95.75%



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NORTH MYRTLE BEACH

17.92% TOTAL SALES (RESIDENTIAL, CONDO/TOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	864	318	174	$223,101	94.88%
2017	858	375	186	$245,023	95.19%

17.31% RESIDENTIAL SALES

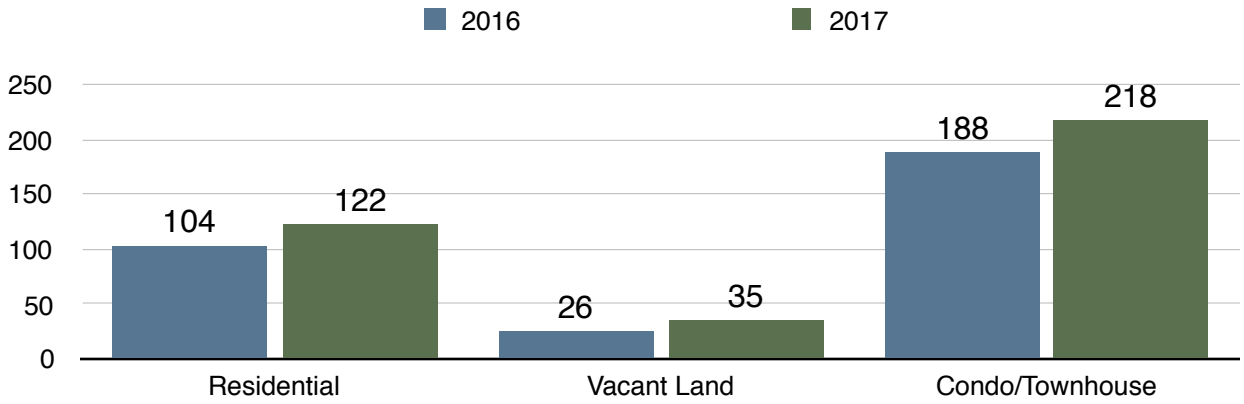
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	283	104	187	$316,320	95.51%
2017	274	122	172	$354,871	95.28%

34.62% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	76	26	249	$144,323	90.25%
2017	81	35	275	$115,820	92.55%

15.96% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	505	188	157	$182,427	94.82%
2017	503	218	179	$204,292	95.35%



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SURFSIDE BEACH

3.91% TOTAL SALES (RESIDENTIAL, CONDO/TOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	221	128	141	$170,886	96.09%
2017	248	133	128	$230,899	95.54%

9.23% RESIDENTIAL SALES

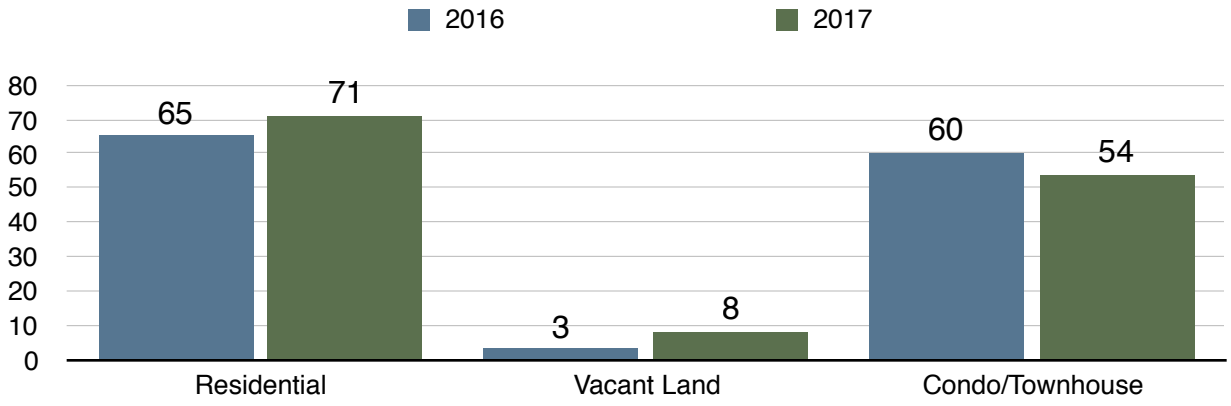
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	122	65	138	$236,794	96.7%
2017	141	71	138	$334,518	95.81%

166.67% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	11	3	252	$81,500	81.53%
2017	15	8	138	$170,300	91.76%

-10.00% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	88	60	140	$103,955	95.26%
2017	92	54	112	$103,636	95.34%



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GARDEN CITY/MURRELLS INLET

-8.18% **TOTAL SALES** (RESIDENTIAL, CONDO/TOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	669	318	190	$245,207	95.93%
2017	673	292	152	$248,133	96.37%

-19.50% **RESIDENTIAL SALES**

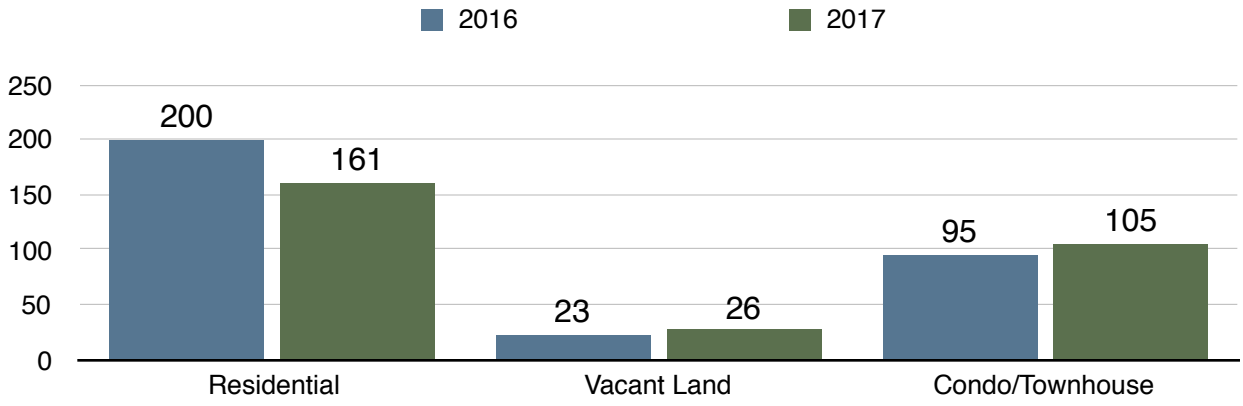
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	405	200	171	$290,801	96.25%
2017	413	161	137	$248,133	96.37%

13.04% **LAND SALES**

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	75	23	493	$93,043	90.23%
2017	77	26	277	$121,711	87.75%

10.53% **CONDO/TOWNHOUSE SALES**

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	189	95	155	$152,643	95.54%
2017	183	105	144	$166,858	96.32%



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PAWLEYS ISLAND/LITCHFIELD

16.89% TOTAL SALES (RESIDENTIAL, CONDOTOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	344	148	314	$255,422	92.82%
2017	433	173	210	$311,182	94.72%

36.23% RESIDENTIAL SALES

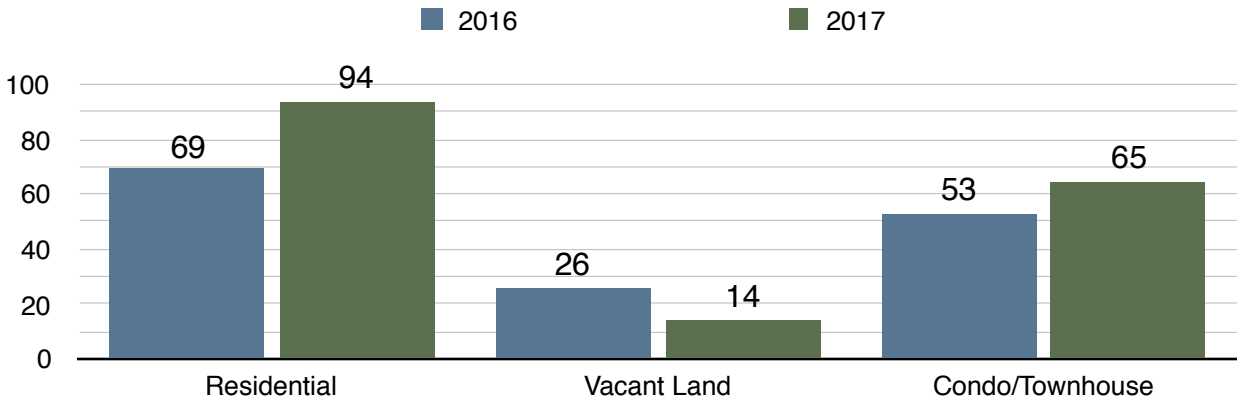
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	149	69	167	$342,616	93.74%
2017	194	94	156	$408,870	94.94%

-46.15% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	79	26	890	$130,192	83.47%
2017	76	14	492	$137,178	91.81%

22.64% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	116	53	224	$203,338	94.09%
2017	163	65	227	$207,388	94.52%



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CONWAY

7.58% TOTAL SALES (RESIDENTIAL, CONDOTOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	757	356	178	$130,429	95.11%
2017	760	383	167	$145,594	97.1%

11.58% RESIDENTIAL SALES

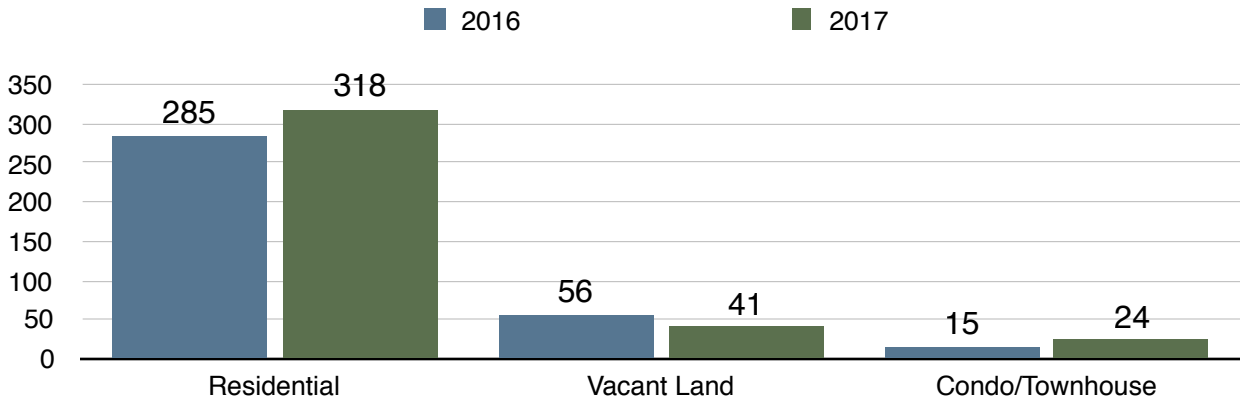
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	569	285	157	$151,203	96.91%
2017	583	318	142	$161,284	97.89%

-26.79% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	160	56	282	$43,321	72.18%
2017	141	41	335	$50,018	81.84%

60.00% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	28	15	178	$60,940	92.11%
2017	36	24	204	$101,017	95.97%



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PLANTATION LAKES

50.00% **TOTAL SALES** (RESIDENTIAL, LAND)

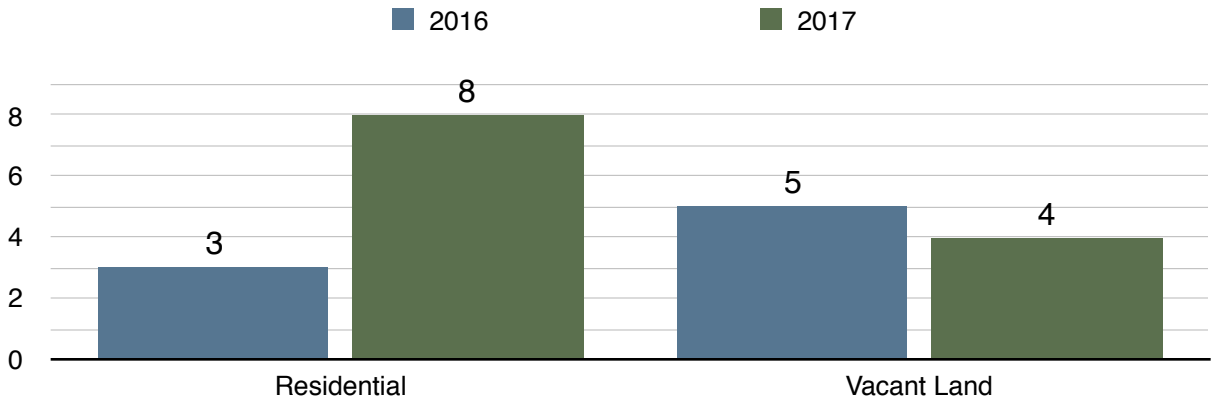
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	32	8	166	$265,687	95.41%
2017	41	12	119	$343,991	95.9%

166.67% **RESIDENTIAL SALES**

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	25	3	211	$518,666	97.03%
2017	33	8	96	$458,112	96.41%

-20.00% **LAND SALES**

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	7	5	139	$113,900	91.25%
2017	8	4	166	$115,750	92.07%



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CAROLINA FOREST

5.94% **TOTAL SALES** (RESIDENTIAL, CONDOTOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	627	303	150	$206,611	96.04%
2017	684	321	140	$174,360	97.26%

-16.29% **RESIDENTIAL SALES**

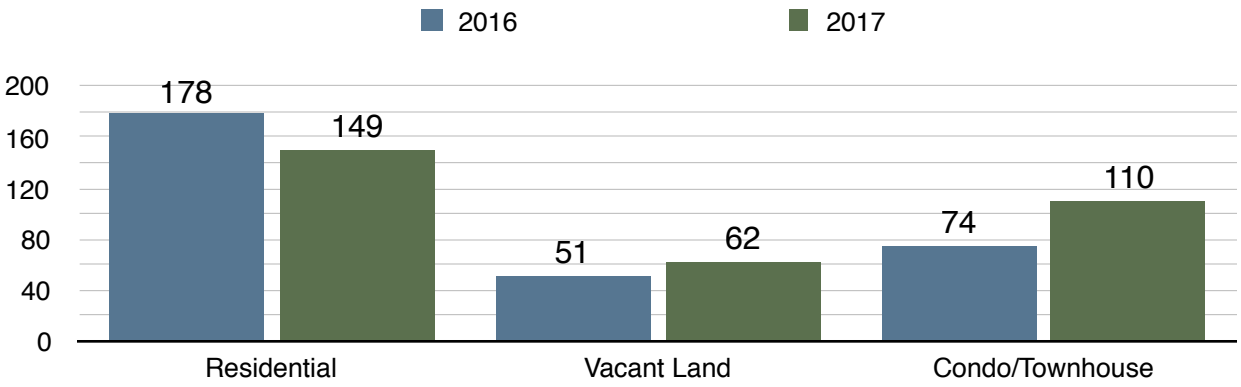
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	347	178	143	$264,441	98.42%
2017	360	149	139	$259,092	97.77%

21.57% **LAND SALES**

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	132	51	218	$138,815	82.19%
2017	124	62	133	$64,558	92.81%

48.65% **CONDO/TOWNHOUSE SALES**

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	148	74	119	$114,229	96.68%
2017	200	110	145	$121,475	97.18%



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GRANDE DUNES

41.67% TOTAL SALES (RESIDENTIAL, CONDOTOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	88	24	232	$404,808	95.66%
2017	70	34	235	$556,093	93.41%

37.50% RESIDENTIAL SALES

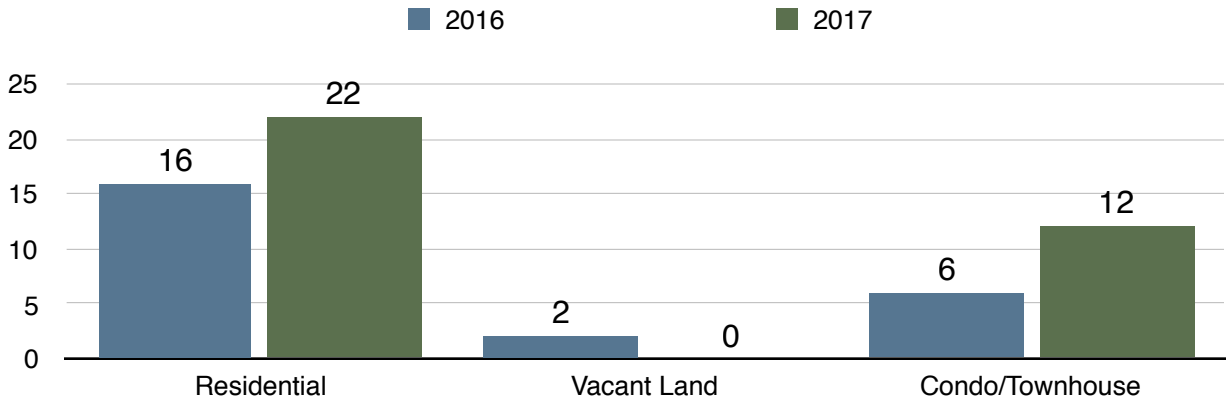
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	59	16	267	$684,590	98.47%
2017	41	22	255	$710,060	91.55%

-100.00% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	7	2	330	$210,500	92.22%
2017	13	0	0	$0	0%

100.00% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	22	6	100	$319,333	96.3%
2017	16	12	215	$402,125	95.27%



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PRINCE CREEK

-20.34% TOTAL SALES (RESIDENTIAL, CONDOTOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	111	59	197	$193,529	96.08%
2017	107	47	163	$182,232	92.94%

-30.61% RESIDENTIAL SALES

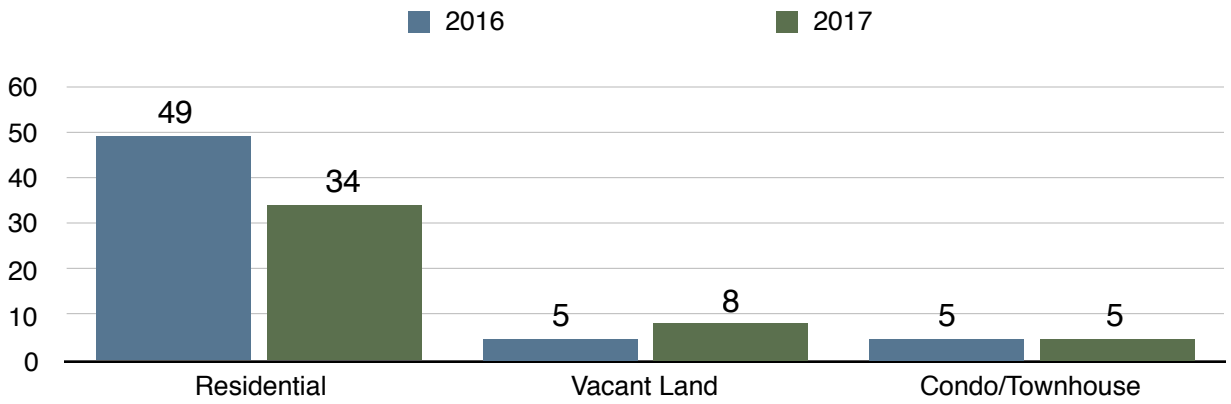
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	90	49	184	$318,388	99.73%
2017	80	34	178	$305,697	98.18%

60.00% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	14	5	286	$67,200	92.26%
2017	20	8	200	$66,000	85.42%

0.00% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	7	5	120	$195,000	96.24%
2017	7	5	111	$175,000	95.22%



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ARROWHEAD

-15.00% TOTAL SALES (RESIDENTIAL, CONDOTOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	46	20	122	$126,050	98.58%
2017	41	17	209	$176,715	92.56%

-6.25% RESIDENTIAL SALES

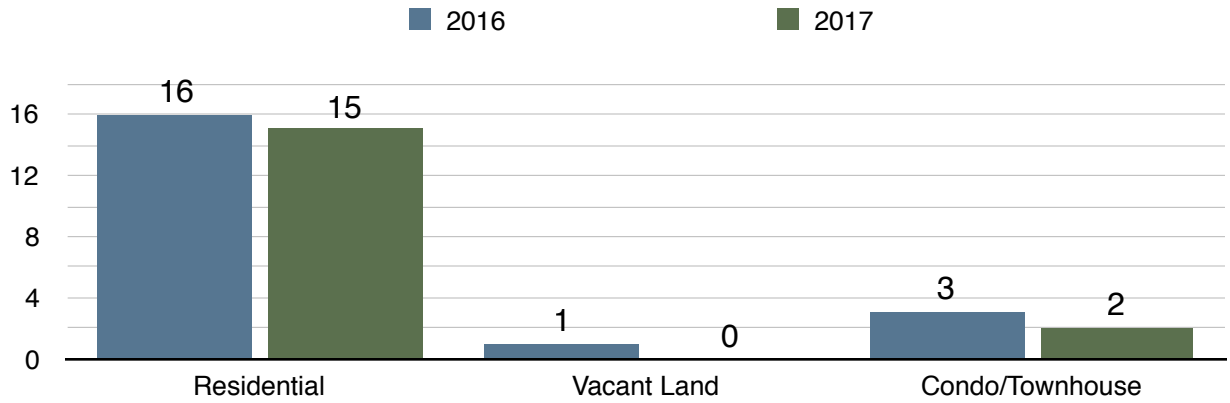
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	39	16	182	$228,984	97.45%
2017	35	15	141	$233,180	97.3%

LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	0	1	207	$36,000	92.54%
2017	0	0	0	$0	0%

-33.33% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	7	3	62	$113,166	99.71%
2017	6	2	277	$120,250	87.81%



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LEGENDS

30.77% TOTAL SALES (RESIDENTIAL, LAND, CONDO/TOWNHOUSE)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	34	13	206	$168,447	92.19%
2017	51	17	154	$173,580	93.07%

20.00% RESIDENTIAL SALES

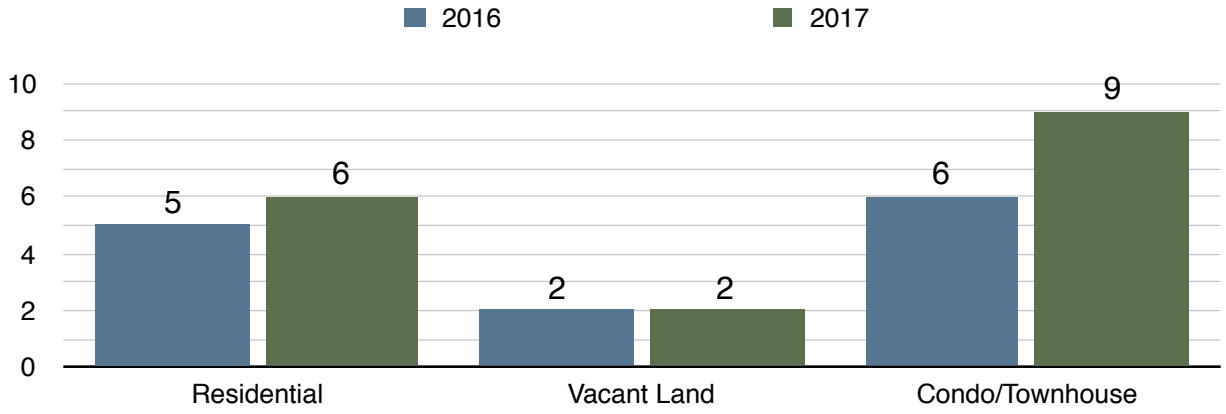
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	12	5	163	$364,900	95.84%
2017	32	6	155	$365,925	94.84%

0.00% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	9	2	212	$48,750	88.72%
2017	7	2	131	$62,500	89.67%

50.00% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	13	6	242	$91,691	92%
2017	12	9	177	$92,315	94.69%



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BAREFOOT RESORT

37.50% TOTAL SALES (RESIDENTIAL, CONDOTOWNHOUSE, LAND)

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	144	48	173	$251,358	95.22%
2017	134	66	179	$202,531	95.53%

-23.08% RESIDENTIAL SALES

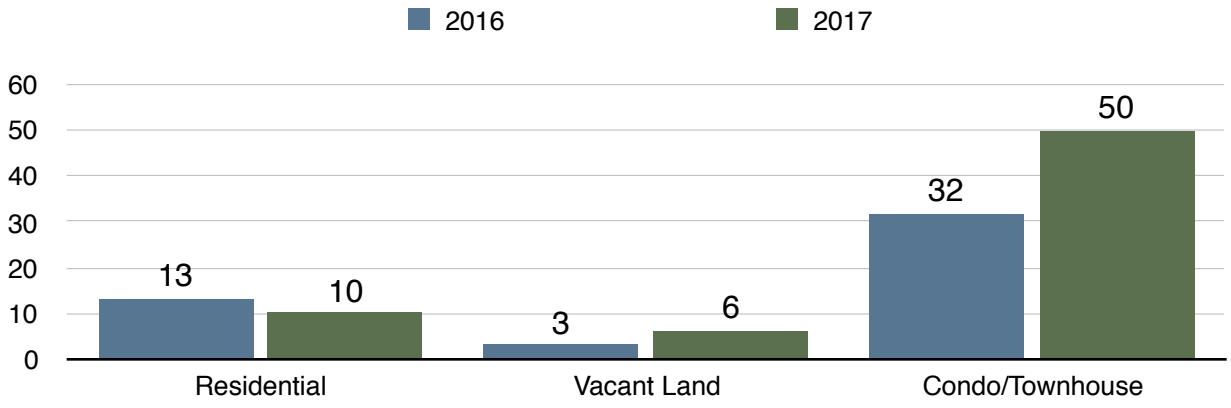
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	39	13	238	$317,707	95.95%
2017	21	10	117	$332,420	96.45%

100.00% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	16	3	221	$638,333	95.27%
2017	10	6	356	$122,500	90.33%

56.25% CONDO/TOWNHOUSE SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	89	32	142	$188,126	94.71%
2017	103	50	170	$186,157	95.64%



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PRESTWICK

28.57% **TOTAL SALES** (RESIDENTIAL, LAND)

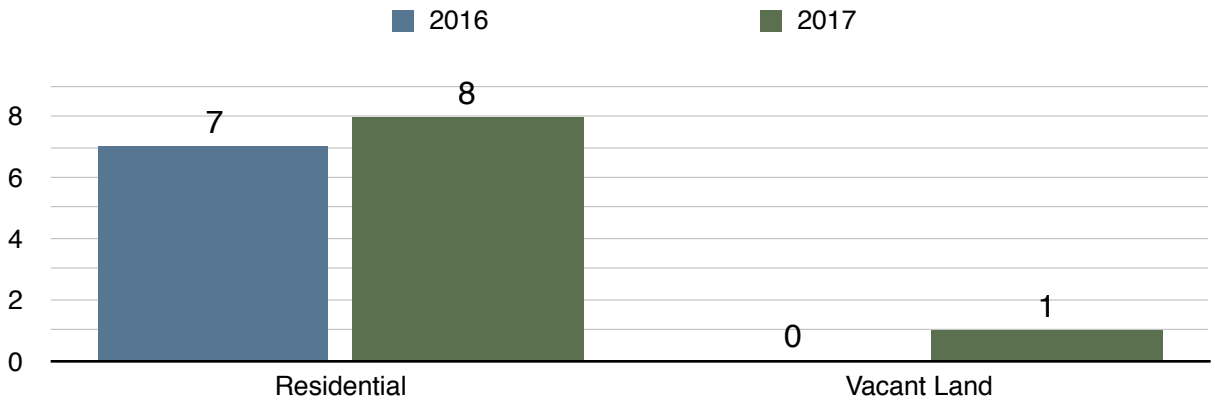
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	18	7	166	$251,985	96.65%
2017	12	9	177	$295,427	95.45%

14.29% **RESIDENTIAL SALES**

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	16	7	166	$251,985	96.65%
2017	11	8	158	$316,625	95.46%

NA **LAND SALES**

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	2	0	0	$0	0%
2017	1	1	330	$125,850	95.34%



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TIDEWATER

87.50% TOTAL SALES (RESIDENTIAL, LAND)

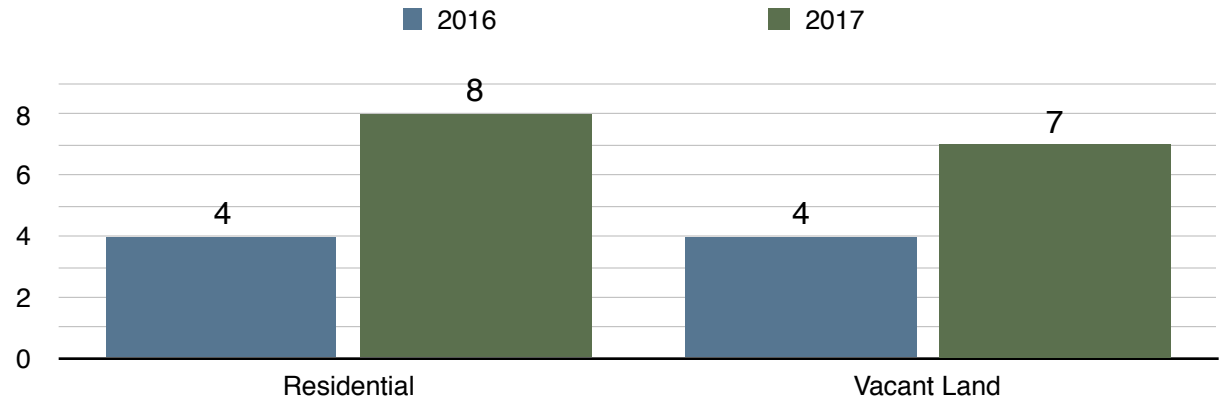
	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	37	8	200	$185,050	90.62%
2017	39	15	171	$348,312	95.44%

100.00% RESIDENTIAL SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	25	4	147	$326,375	94.07%
2017	19	8	171	$348,312	96.73%

75.00% LAND SALES

	TOTAL LISTED	NO. OF SALES	AVERAGE DAYS ON THE MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2016	12	4	252	$43,725	71.16%
2017	20	7	139	$45,485	85.43%



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