



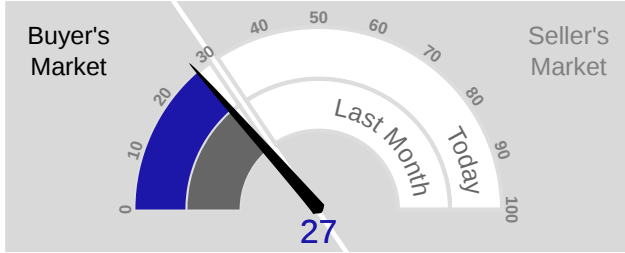
## SANTA ROSA BEACH, FL

### Condos/Townhomes

This week the median list price for Santa Rosa Beach, FL is \$680,000 with the market action index hovering around 27. This is about the same as last month's market action index of 27. Inventory has increased to 206.

### MARKET ACTION INDEX

This answers "How's the Market?" by comparing rate of sales versus inventory.

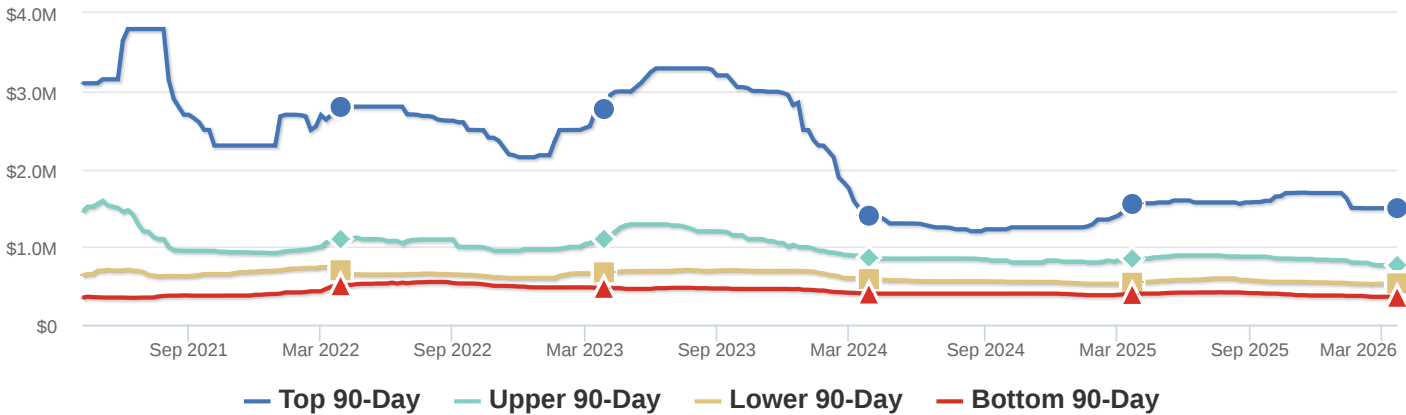


**Slight Buyer's Advantage**

### MARKET NARRATIVE

In terms of supply and demand, the market is getting cooler - more supply is coming on the market relative to the sales demand. However, in recent weeks prices have been moving higher. Since it is technically a Buyer's market, this price trend may be a result of improved quality (newer, larger homes) of the homes being listed. Look at the descriptive statistics where you may notice the homes being listed are larger and younger than they have been in the past.

### MEDIAN LIST PRICE



### MARKET SEGMENTS

Each segment below represents approximately 25% of the market ordered by price.

| Median Price | Sq. Ft. | Lot Size | Beds | Bath | Age | New | Absorbed | DOM |
|--------------|---------|----------|------|------|-----|-----|----------|-----|
| \$1,485,500  | 1,792   | -        | 3    | 3    | 22  | 0   | 3        | 168 |
| \$829,997    | 1,216   | -        | 3    | 2.5  | 21  | 0   | 2        | 140 |
| \$549,950    | 1,072   | -        | 2    | 2    | 27  | 2   | 1        | 231 |
| \$369,900    | 956     | -        | 2    | 2    | 21  | 2   | 3        | 140 |

### REAL-TIME MARKET PROFILE

|                              |           |
|------------------------------|-----------|
| Median List Price            | \$680,000 |
| Median Price of New Listings | \$399,450 |
| Per Square Foot              | \$594     |
| Average Days on Market       | 235       |
| Median Days on Market        | 161       |
| Price Decreased              | 32%       |
| Price Increased              | 1%        |
| Relisted                     | 10%       |
| Inventory                    | 206       |
| Median Rent                  | \$1,965   |
| Market Action                | 27        |

**Slight Buyer's Advantage**