



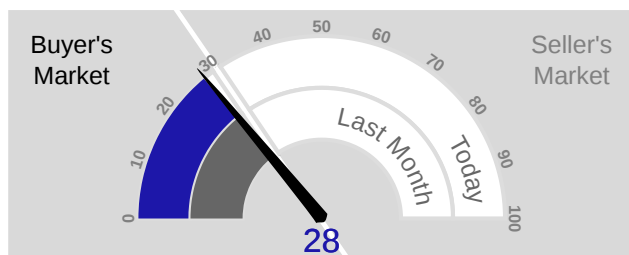
## PENSACOLA, FL

### Condos/Townhomes

This week the median list price for Pensacola, FL is \$354,000 with the market action index hovering around 28. This is less than last month's market action index of 29. Inventory has held steady at or around 382.

## MARKET ACTION INDEX

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

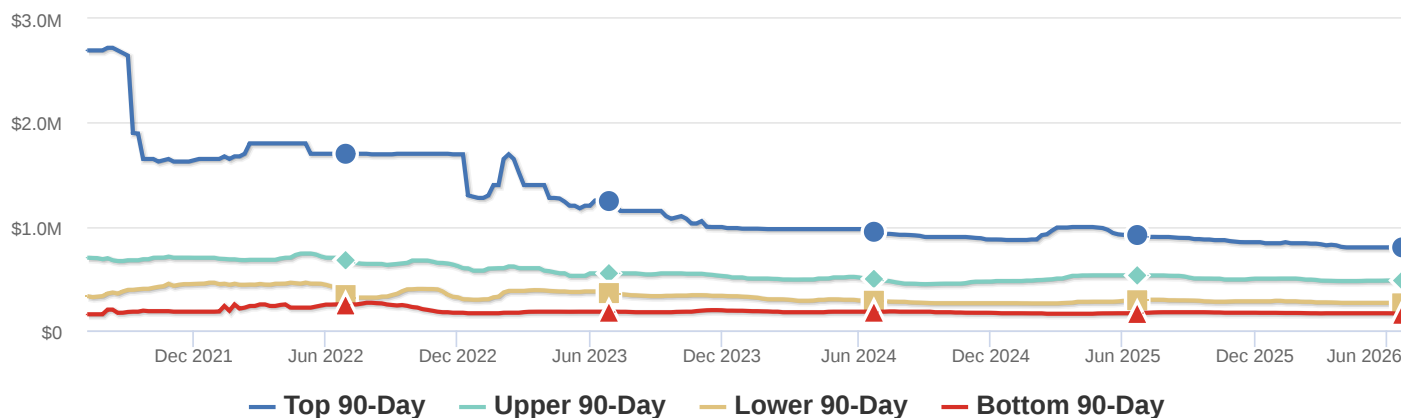


**Slight Buyer's Advantage**

## MARKET NARRATIVE

The market has been consistently cool for several weeks. Demand level are low relative to the available inventory. It's a Buyer's market and prices continue to fall. Look for a persistent shift in Market Action before prices plateau or begin to rise again.

## 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 |
|--------------|---------|--------------------|------|------|-----|-----|----------|-----|
| \$787,000    | 1,932   | 0.5 - 1 acre       | 3    | 3    | 25  | 1   | 6        | 108 |
| \$474,000    | 1,506   | 0.25 - 0.5 acre    | 2    | 2    | 20  | 1   | 4        | 112 |
| \$257,000    | 1,374   | 6,500 - 8,000 sqft | 2    | 2    | 35  | 5   | 3        | 105 |
| \$159,500    | 1,026   | 1 - 2.5 acres      | 2    | 2    | 43  | 6   | 6        | 84  |

## REAL-TIME MARKET PROFILE

|                              |  |           |
|------------------------------|--|-----------|
| Median List Price            |  | \$354,000 |
| Median Price of New Listings |  | \$229,000 |
| Per Square Foot              |  | \$283     |
| Average Days on Market       |  | 155       |
| Median Days on Market        |  | 105       |
| Price Decreased              |  | 40%       |
| Price Increased              |  | 2%        |
| Relisted                     |  | 3%        |
| Inventory                    |  | 382       |
| Median Rent                  |  | \$1,600   |
| Market Action                |  | 28        |

**Slight Buyer's Advantage**