

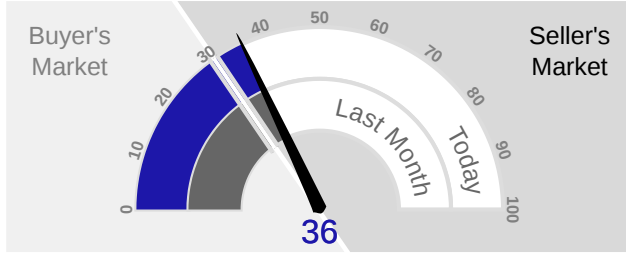


PENSACOLA, FL Single-Family Homes

This week the median list price for Pensacola, FL is \$319,000 with the market action index hovering around 36. This is about the same as last month's market action index of 36. Inventory has held steady at or around 991.

MARKET ACTION INDEX

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

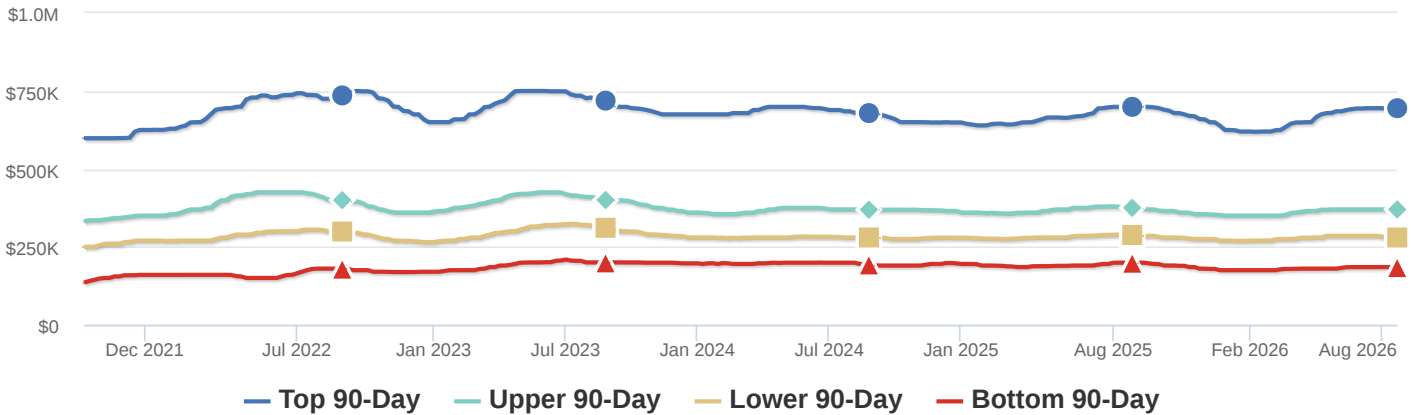


Slight Seller's Advantage

MARKET NARRATIVE

The market has been cooling over time and prices plateaued for a while. Despite the consistent decrease in MAI, we're in the Seller's zone. Watch for changes in MAI. If the MAI resumes its climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.

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
\$699,000	2,613	0.25 - 0.5 acre	4	3	23	10	19	91
\$365,000	1,934	0.25 - 0.5 acre	3	2	29	25	14	70
\$279,000	1,538	8,000 - 10,000 sqft	3	2	37	19	30	63
\$183,000	1,184	8,000 - 10,000 sqft	3	2	67	15	30	70

REAL-TIME MARKET PROFILE

Median List Price	\$319,000
Median Price of New Listings	\$325,000
Per Square Foot	\$188
Average Days on Market	114
Median Days on Market	70
Price Decreased	49%
Price Increased	2%
Relisted	6%
Inventory	991
Median Rent	\$1,895
Market Action	36

Slight Seller's Advantage