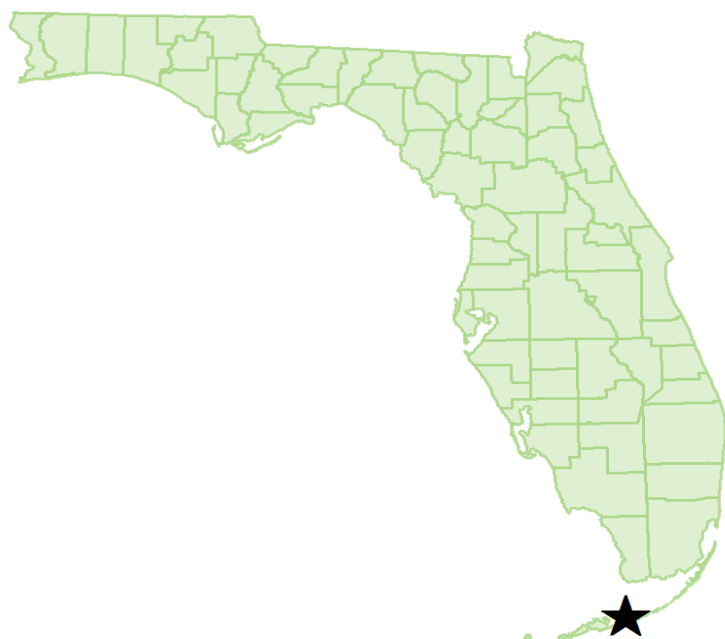


Yearly Market Detail - 2019

Single Family Homes

Marathon & Lower Keys Association of REALTORS®



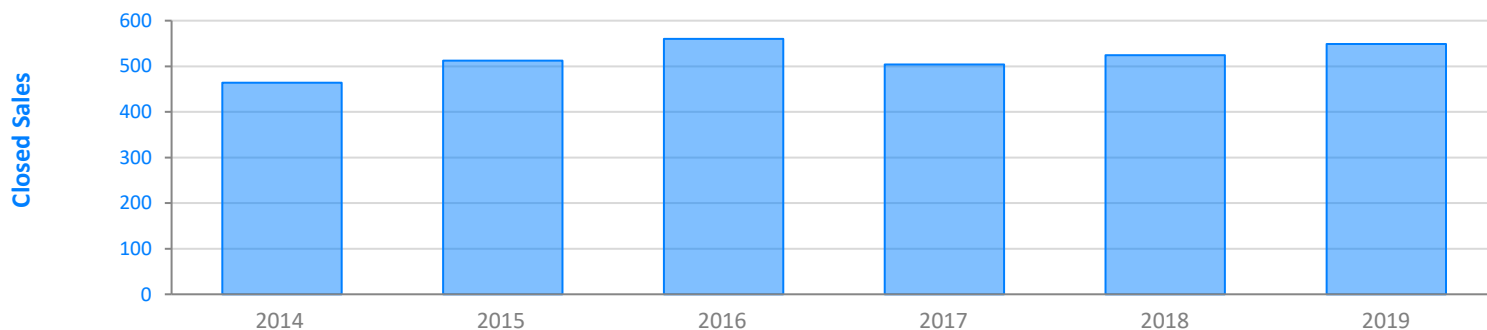
Summary Statistics	2019	2018	Percent Change Year-over-Year
Closed Sales	549	524	4.8%
Paid in Cash	166	209	-20.6%
Median Sale Price	\$555,000	\$540,000	2.8%
Average Sale Price	\$690,382	\$654,148	5.5%
Dollar Volume	\$379.0 Million	\$342.8 Million	10.6%
Median Percent of Original List Price Received	93.8%	94.7%	-1.0%
Median Time to Contract	84 Days	55 Days	52.7%
Median Time to Sale	128 Days	108 Days	18.5%
New Pending Sales	622	588	5.8%
New Listings	886	910	-2.6%
Pending Inventory	52	55	-5.5%
Inventory (Active Listings)	343	369	-7.0%
Months Supply of Inventory	7.5	8.5	-11.8%

Closed Sales

The number of sales transactions which closed during the year

Economists' note: Closed Sales are one of the simplest—yet most important—indicators for the residential real estate market. When comparing Closed Sales across markets of different sizes, we recommend comparing the percent changes in sales rather than the number of sales.

Year	Closed Sales	Percent Change Year-over-Year
2019	549	4.8%
2018	524	4.0%
2017	504	-10.0%
2016	560	9.4%
2015	512	10.3%
2014	464	5.7%



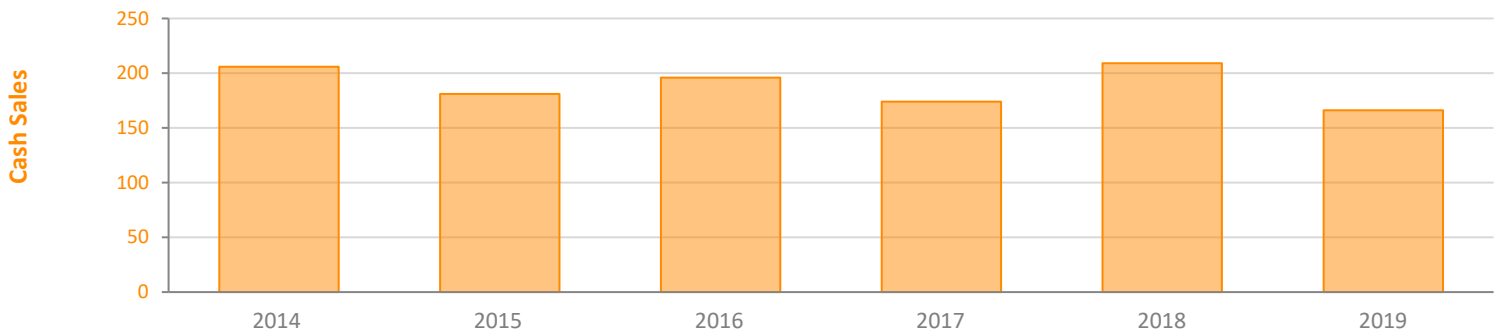


Cash Sales

The number of Closed Sales during the year in which buyers exclusively paid in cash

Economists' note : Cash Sales can be a useful indicator of the extent to which investors are participating in the market. Why? Investors are far more likely to have the funds to purchase a home available up front, whereas the typical homebuyer requires a mortgage or some other form of financing. There are, of course, many possible exceptions, so this statistic should be interpreted with care.

Year	Cash Sales	Percent Change Year-over-Year
2019	166	-20.6%
2018	209	20.1%
2017	174	-11.2%
2016	196	8.3%
2015	181	-12.1%
2014	206	13.2%

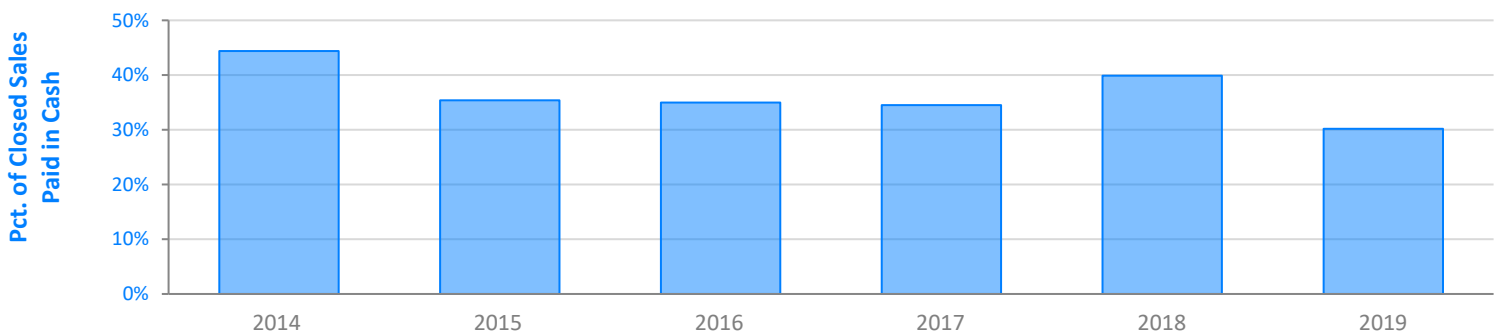


Cash Sales as a Percentage of Closed Sales

The percentage of Closed Sales during the year which were Cash Sales

Economists' note : This statistic is simply another way of viewing Cash Sales. The remaining percentages of Closed Sales (i.e. those not paid fully in cash) each year involved some sort of financing, such as mortgages, owner/seller financing, assumed loans, etc.

Year	Percent of Closed Sales Paid in Cash	Percent Change Year-over-Year
2019	30.2%	-24.3%
2018	39.9%	15.7%
2017	34.5%	-1.4%
2016	35.0%	-1.1%
2015	35.4%	-20.3%
2014	44.4%	7.0%



Yearly Market Detail - 2019

Single Family Homes

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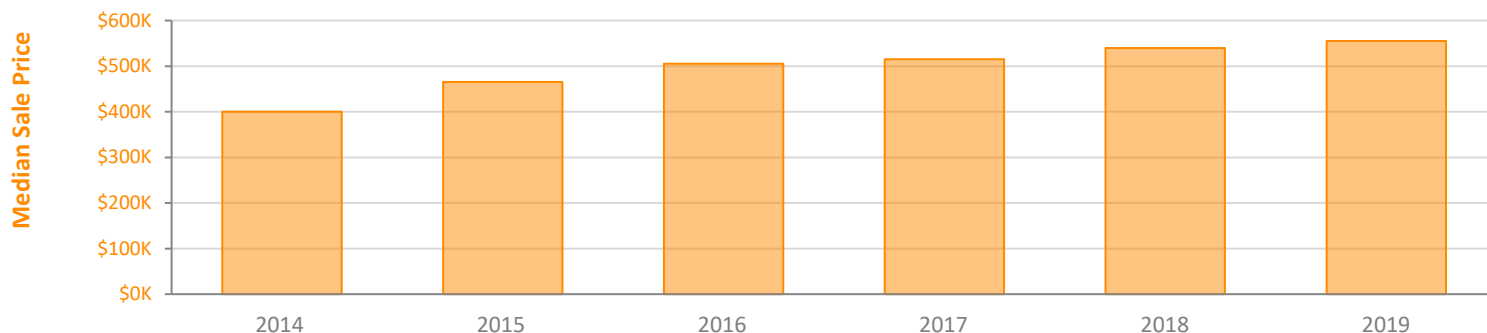


Median Sale Price

The median sale price reported for the year (i.e. 50% of sales were above and 50% of sales were below)

Economists' note: Median Sale Price is our preferred summary statistic for price activity because, unlike Average Sale Price, Median Sale Price is not sensitive to high sale prices for small numbers of homes that may not be characteristic of the market area. Keep in mind that median price trends over time are not always solely caused by changes in the general value of local real estate. Median sale price only reflects the values of the homes that *sold* each year, and the mix of the types of homes that sell can change over time.

Year	Median Sale Price	Percent Change Year-over-Year
2019	\$555,000	2.8%
2018	\$540,000	4.9%
2017	\$515,000	2.0%
2016	\$505,000	8.6%
2015	\$465,000	16.3%
2014	\$400,000	5.5%

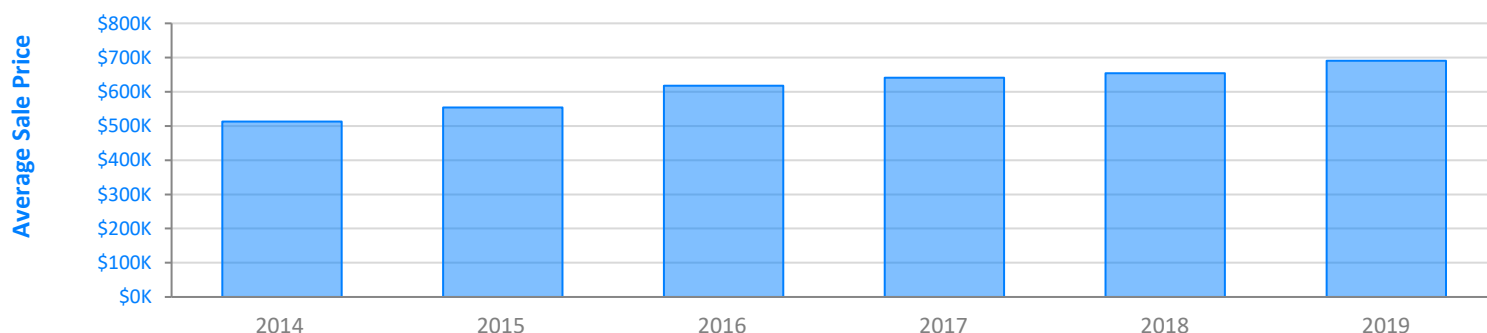


Average Sale Price

The average sale price reported for the year (i.e. total sales in dollars divided by the number of sales)

Economists' note: Usually, we prefer Median Sale Price over Average Sale Price as a summary statistic for home prices. However, Average Sale Price does have its uses—particularly when it is analyzed alongside the Median Sale Price. For one, the relative difference between the two statistics can provide some insight into the market for higher-end homes in an area.

Year	Average Sale Price	Percent Change Year-over-Year
2019	\$690,382	5.5%
2018	\$654,148	2.1%
2017	\$640,716	3.7%
2016	\$617,784	11.6%
2015	\$553,677	8.0%
2014	\$512,547	12.0%



Yearly Market Detail - 2019

Single Family Homes

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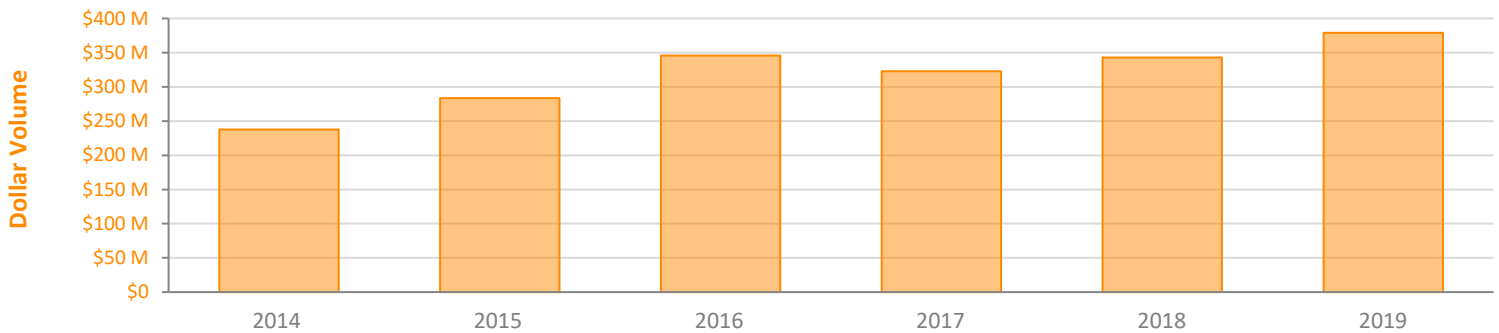


Dollar Volume

The sum of the sale prices for all sales which closed during the year

Economists' note: Dollar Volume is simply the sum of all sale prices in a given time period, and can quickly be calculated by multiplying Closed Sales by Average Sale Price. It is a strong indicator of the health of the real estate industry in a market, and is of particular interest to real estate professionals, investors, analysts, and government agencies. Potential home sellers and home buyers, on the other hand, will likely be better served by paying attention to trends in the two components of Dollar Volume (i.e. sales and prices) individually.

Year	Dollar Volume	Percent Change Year-over-Year
2019	\$379.0 Million	10.6%
2018	\$342.8 Million	6.1%
2017	\$322.9 Million	-6.7%
2016	\$346.0 Million	22.0%
2015	\$283.5 Million	19.2%
2014	\$237.8 Million	18.3%

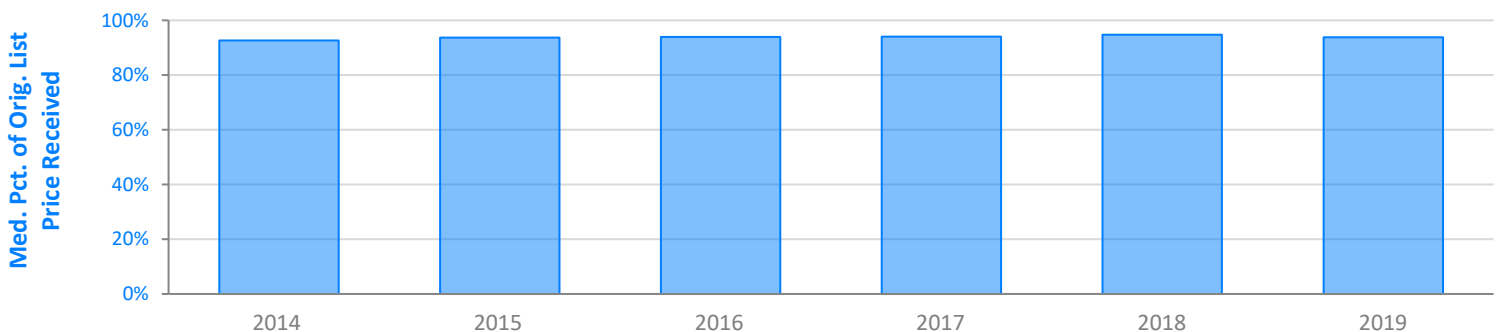


Median Percent of Original List Price Received

The median of the sale price (as a percentage of the original list price) across all properties selling during the year

Economists' note: The Median Percent of Original List Price Received is useful as an indicator of market recovery, since it typically rises as buyers realize that the market may be moving away from them and they need to match the selling price (or better it) in order to get a contract on the house. This is usually the last measure to indicate a market has shifted from down to up, so it is what we would call a *lagging* indicator.

Year	Med. Pct. of Orig. List Price Received	Percent Change Year-over-Year
2019	93.8%	-1.0%
2018	94.7%	0.7%
2017	94.0%	0.1%
2016	93.9%	0.2%
2015	93.7%	1.2%
2014	92.6%	1.9%



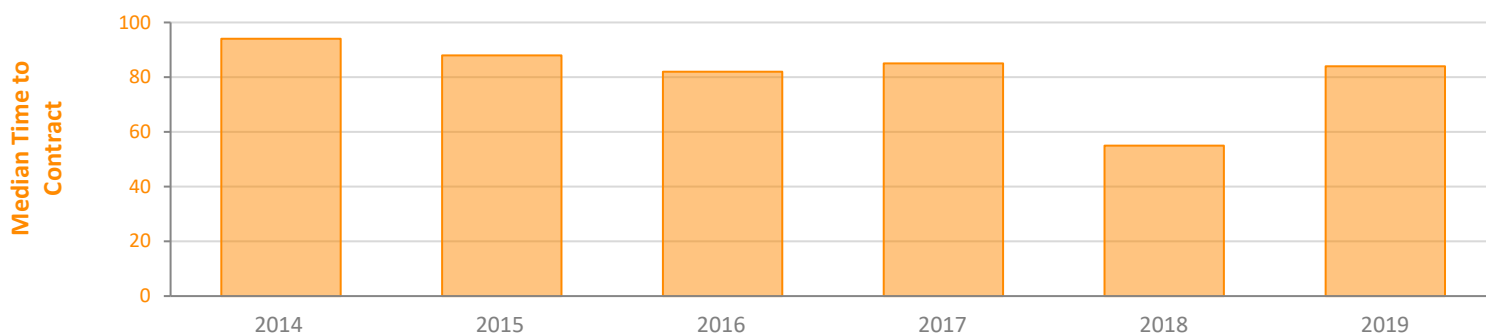


Median Time to Contract

The median number of days between the listing date and contract date for all Closed Sales during the year

Economists' note: Like Time to Sale, Time to Contract is a measure of the length of the home selling process calculated for sales which closed during the year. The difference is that Time to Contract measures the number of days between the initial listing of a property and the signing of the contract which eventually led to the closing of the sale. When the gap between Median Time to Contract and Median Time to Sale grows, it is usually a sign of longer closing times and/or declining numbers of cash sales.

Year	Median Time to Contract	Percent Change Year-over-Year
2019	84 Days	52.7%
2018	55 Days	-35.3%
2017	85 Days	3.7%
2016	82 Days	-6.8%
2015	88 Days	-6.4%
2014	94 Days	-18.3%

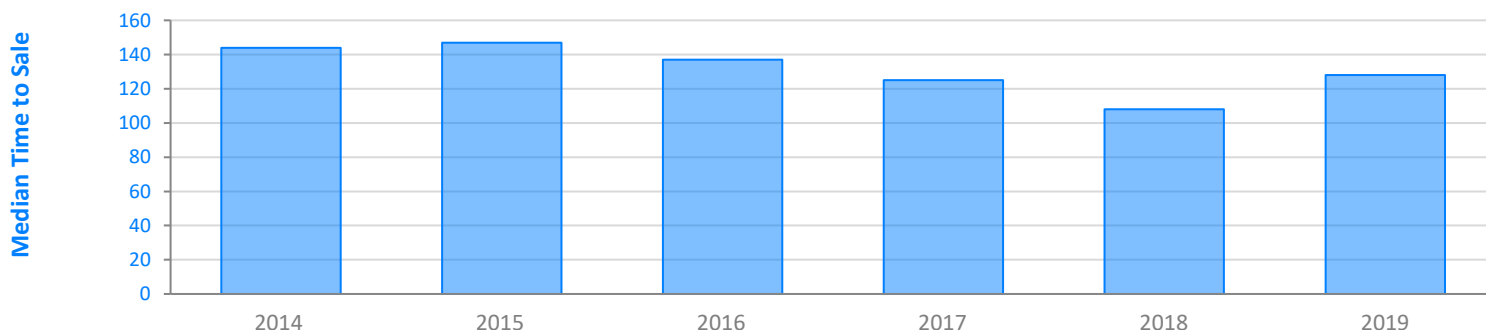


Median Time to Sale

The median number of days between the listing date and closing date for all Closed Sales during the year

Economists' note: Time to Sale is a measure of the length of the home selling process, calculated as the number of days between the initial listing of a property and the closing of the sale. *Median* Time to Sale is the amount of time the "middle" property selling this month was on the market. That is, 50% of homes selling this month took *less* time to sell, and 50% of homes took *more* time to sell. Median Time to Sale gives a more accurate picture than Average Time to Sale, which can be skewed upward by small numbers of properties taking an abnormally long time to sell.

Year	Median Time to Sale	Percent Change Year-over-Year
2019	128 Days	18.5%
2018	108 Days	-13.6%
2017	125 Days	-8.8%
2016	137 Days	-6.8%
2015	147 Days	2.1%
2014	144 Days	-14.3%



Yearly Market Detail - 2019

Single Family Homes

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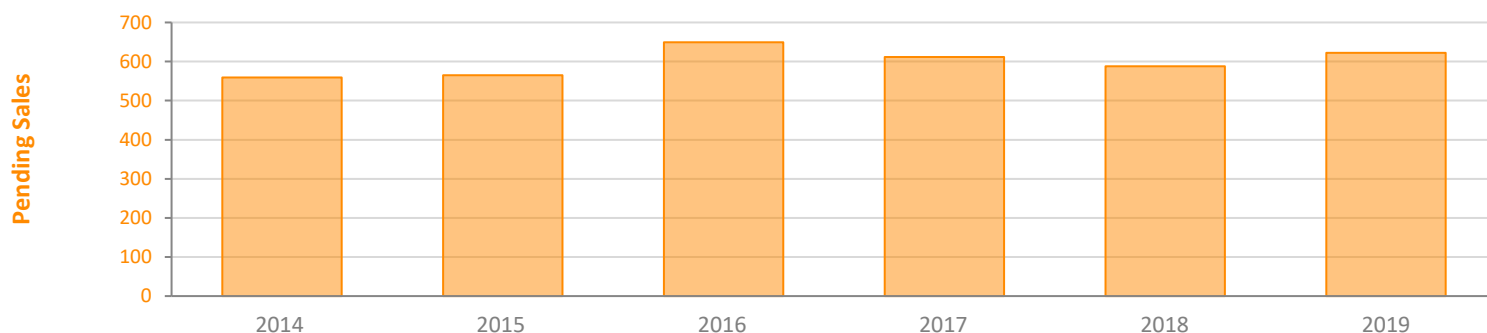


New Pending Sales

The number of listed properties that went under contract during the year

Economists' note: Because of the typical length of time it takes for a sale to close, economists consider Pending Sales to be a decent indicator of potential future Closed Sales. It is important to bear in mind, however, that not all Pending Sales will be closed successfully. So, the effectiveness of Pending Sales as a future indicator of Closed Sales is susceptible to changes in market conditions such as the availability of financing for homebuyers and the inventory of distressed properties for sale.

Year	New Pending Sales	Percent Change Year-over-Year
2019	622	5.8%
2018	588	-3.9%
2017	612	-5.7%
2016	649	14.9%
2015	565	1.1%
2014	559	3.5%

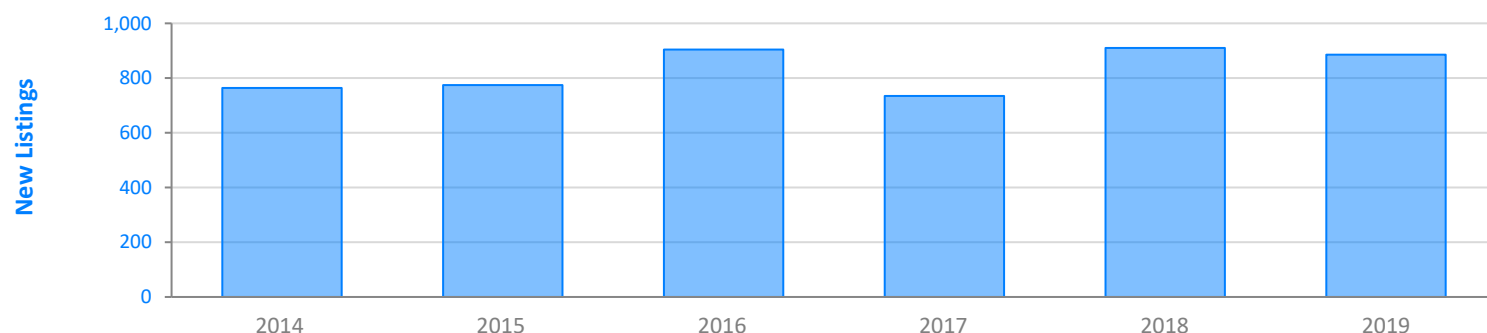


New Listings

The number of properties put onto the market during the year

Economists' note: New Listings tend to rise in delayed response to increasing prices, so they are often seen as a lagging indicator of market health. As prices rise, potential sellers raise their estimations of value—and in the most recent cycle, rising prices have freed up many potential sellers who were previously underwater on their mortgages. Note that in our calculations, we take care to not include properties that were recently taken off the market and quickly relisted, since these are not really *new* listings.

Year	New Listings	Percent Change Year-over-Year
2019	886	-2.6%
2018	910	23.8%
2017	735	-18.7%
2016	904	16.8%
2015	774	1.3%
2014	764	-1.8%



Yearly Market Detail - 2019

Single Family Homes

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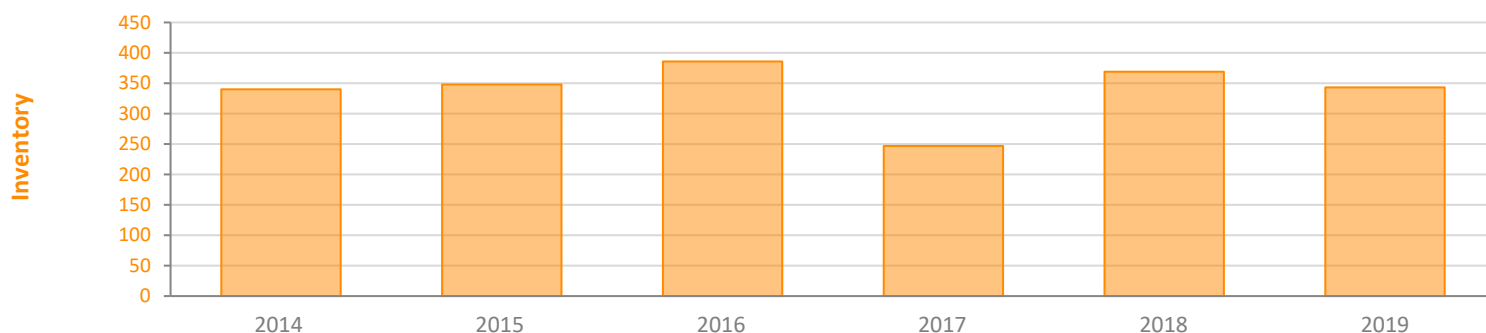


Inventory (Active Listings)

The number of property listings active at the end of the year

Economists' note: There are a number of ways to define and calculate Inventory. Our method is to simply count the number of active listings on the last day of the year, since it is the most current. Inventory rises when New Listings are outpacing the number of listings that go off-market (regardless of whether they actually sell). Likewise, it falls when New Listings aren't keeping up with the rate at which homes are going off-market.

Year	Inventory	Percent Change Year-over-Year
2019	343	-7.0%
2018	369	49.4%
2017	247	-36.0%
2016	386	10.9%
2015	348	2.4%
2014	340	-19.2%

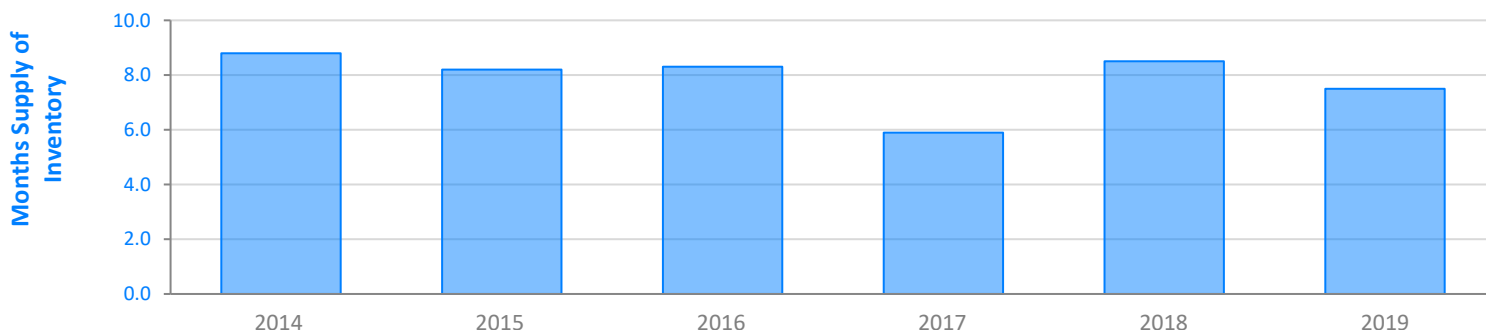


Months Supply of Inventory (Year-End)

An estimate of the number of months it will take to deplete the current Inventory given recent sales rates

Economists' note: MSI is a useful indicator of market conditions. The benchmark for a balanced market (favoring neither buyer nor seller) is 5.5 months of inventory. Anything higher is traditionally a buyers' market, and anything lower is a sellers' market. There is no single accepted way of calculating MSI. A common method is to divide current Inventory by the most recent month's Closed Sales count, but this count is a usually poor predictor of future Closed Sales due to seasonal cycles. To eliminate seasonal effects, we use the 12-month average of monthly Closed Sales instead.

Year	Months Supply	Percent Change Year-over-Year
2019	7.5	-11.8%
2018	8.5	44.1%
2017	5.9	-28.9%
2016	8.3	1.2%
2015	8.2	-6.8%
2014	8.8	-23.5%



Yearly Market Detail - 2019

Single Family Homes

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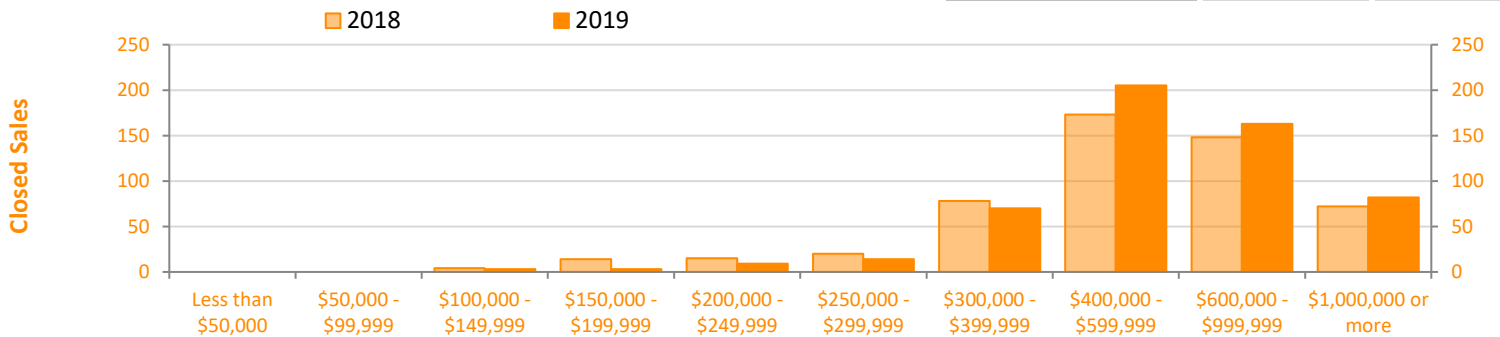


Closed Sales by Sale Price

The number of sales transactions which closed during the year

Economists' note: Closed Sales are one of the simplest—yet most important—indicators for the residential real estate market. When comparing Closed Sales across markets of different sizes, we recommend comparing the percent changes in sales rather than the number of sales.

Sale Price	Closed Sales	Percent Change Year-over-Year
Less than \$50,000	0	N/A
\$50,000 - \$99,999	0	N/A
\$100,000 - \$149,999	3	-25.0%
\$150,000 - \$199,999	3	-78.6%
\$200,000 - \$249,999	9	-40.0%
\$250,000 - \$299,999	14	-30.0%
\$300,000 - \$399,999	70	-10.3%
\$400,000 - \$599,999	205	18.5%
\$600,000 - \$999,999	163	10.1%
\$1,000,000 or more	82	13.9%

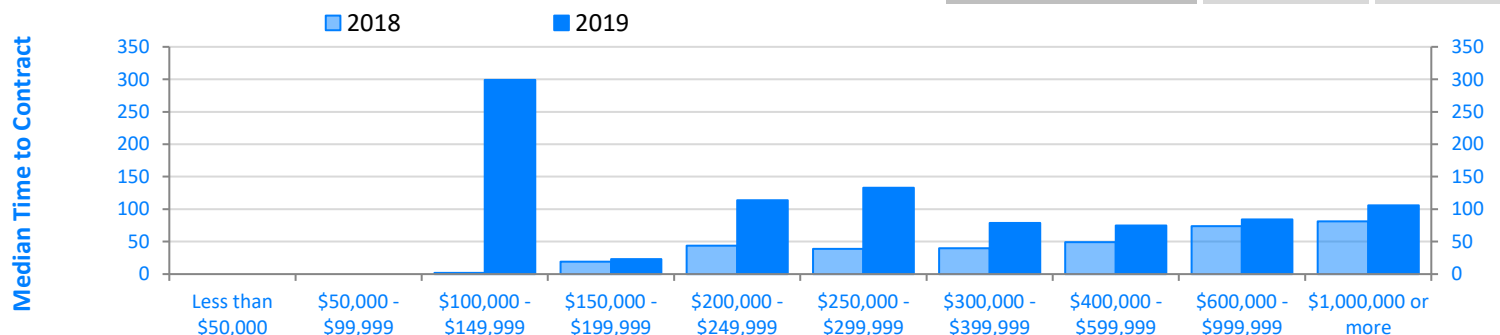


Median Time to Contract by Sale Price

The median number of days between the listing date and contract date for all Closed Sales during the year

Economists' note: Like Time to Sale, Time to Contract is a measure of the length of the home selling process calculated for sales which closed during the year. The difference is that Time to Contract measures the number of days between the initial listing of a property and the signing of the contract which eventually led to the closing of the sale. When the gap between Median Time to Contract and Median Time to Sale grows, it is usually a sign of longer closing times and/or declining numbers of cash sales.

Sale Price	Median Time to Contract	Percent Change Year-over-Year
Less than \$50,000	(No Sales)	N/A
\$50,000 - \$99,999	(No Sales)	N/A
\$100,000 - \$149,999	299 Days	14850.0%
\$150,000 - \$199,999	23 Days	21.1%
\$200,000 - \$249,999	114 Days	159.1%
\$250,000 - \$299,999	133 Days	241.0%
\$300,000 - \$399,999	79 Days	97.5%
\$400,000 - \$599,999	75 Days	53.1%
\$600,000 - \$999,999	84 Days	13.5%
\$1,000,000 or more	106 Days	30.9%



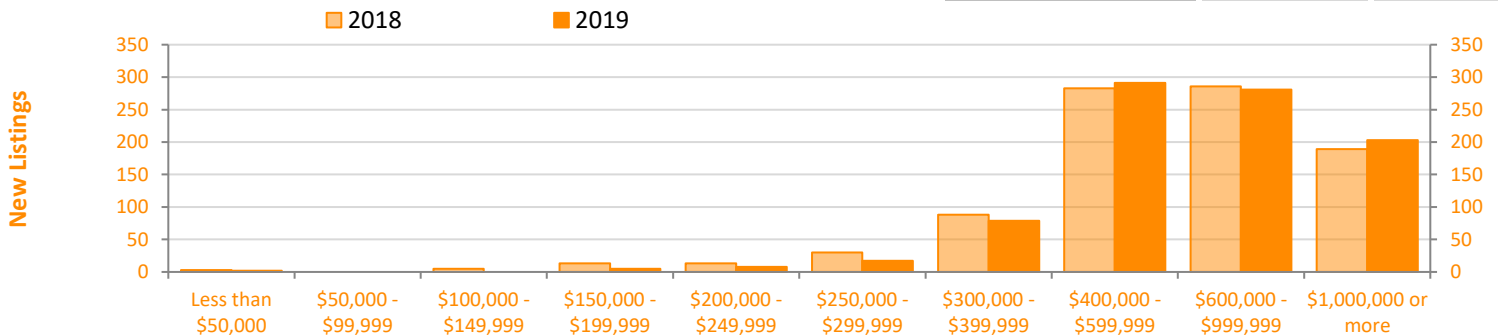


New Listings by Initial Listing Price

The number of properties put onto the market during the year

Economists' note: New Listings tend to rise in delayed response to increasing prices, so they are often seen as a lagging indicator of market health. As prices rise, potential sellers raise their estimations of value—and in the most recent cycle, rising prices have freed up many potential sellers who were previously underwater on their mortgages. Note that in our calculations, we take care to not include properties that were recently taken off the market and quickly relisted, since these are not really *new* listings.

Initial Listing Price	New Listings	Percent Change Year-over-Year
Less than \$50,000	2	-33.3%
\$50,000 - \$99,999	0	N/A
\$100,000 - \$149,999	0	-100.0%
\$150,000 - \$199,999	5	-61.5%
\$200,000 - \$249,999	8	-38.5%
\$250,000 - \$299,999	17	-43.3%
\$300,000 - \$399,999	79	-10.2%
\$400,000 - \$599,999	291	2.8%
\$600,000 - \$999,999	281	-1.7%
\$1,000,000 or more	203	7.4%

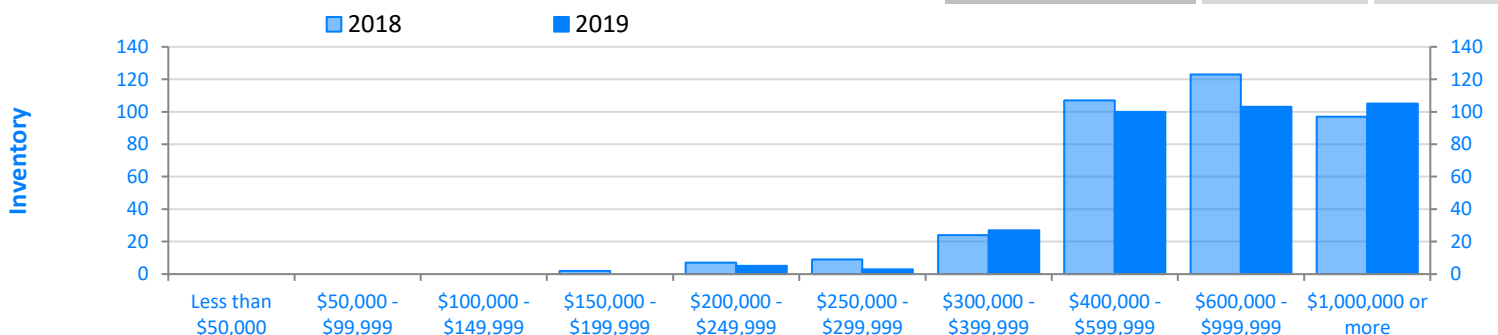


Inventory by Current Listing Price

The number of property listings active at the end of the year

Economists' note: There are a number of ways to define and calculate Inventory. Our method is to simply count the number of active listings on the last day of the year, since it is the most current. Inventory rises when New Listings are outpacing the number of listings that go off-market (regardless of whether they actually sell). Likewise, it falls when New Listings aren't keeping up with the rate at which homes are going off-market.

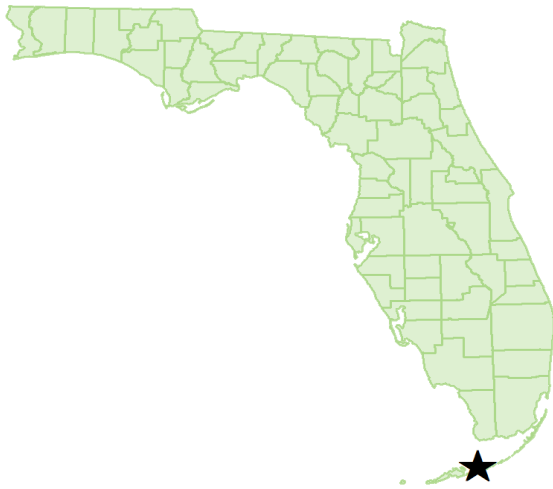
Current Listing Price	Inventory	Percent Change Year-over-Year
Less than \$50,000	0	N/A
\$50,000 - \$99,999	0	N/A
\$100,000 - \$149,999	0	N/A
\$150,000 - \$199,999	0	-100.0%
\$200,000 - \$249,999	5	-28.6%
\$250,000 - \$299,999	3	-66.7%
\$300,000 - \$399,999	27	12.5%
\$400,000 - \$599,999	100	-6.5%
\$600,000 - \$999,999	103	-16.3%
\$1,000,000 or more	105	8.2%



Yearly Distressed Market - 2019

Single Family Homes

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		2019	2018	Percent Change Year-over-Year
Traditional	Closed Sales	538	507	6.1%
	Median Sale Price	\$563,750	\$543,500	3.7%
Foreclosure/REO	Closed Sales	7	10	-30.0%
	Median Sale Price	\$425,000	\$326,550	30.1%
Short Sale	Closed Sales	4	7	-42.9%
	Median Sale Price	\$385,500	\$540,000	-28.6%

