Jan-Nov 2011

"Market Stats"

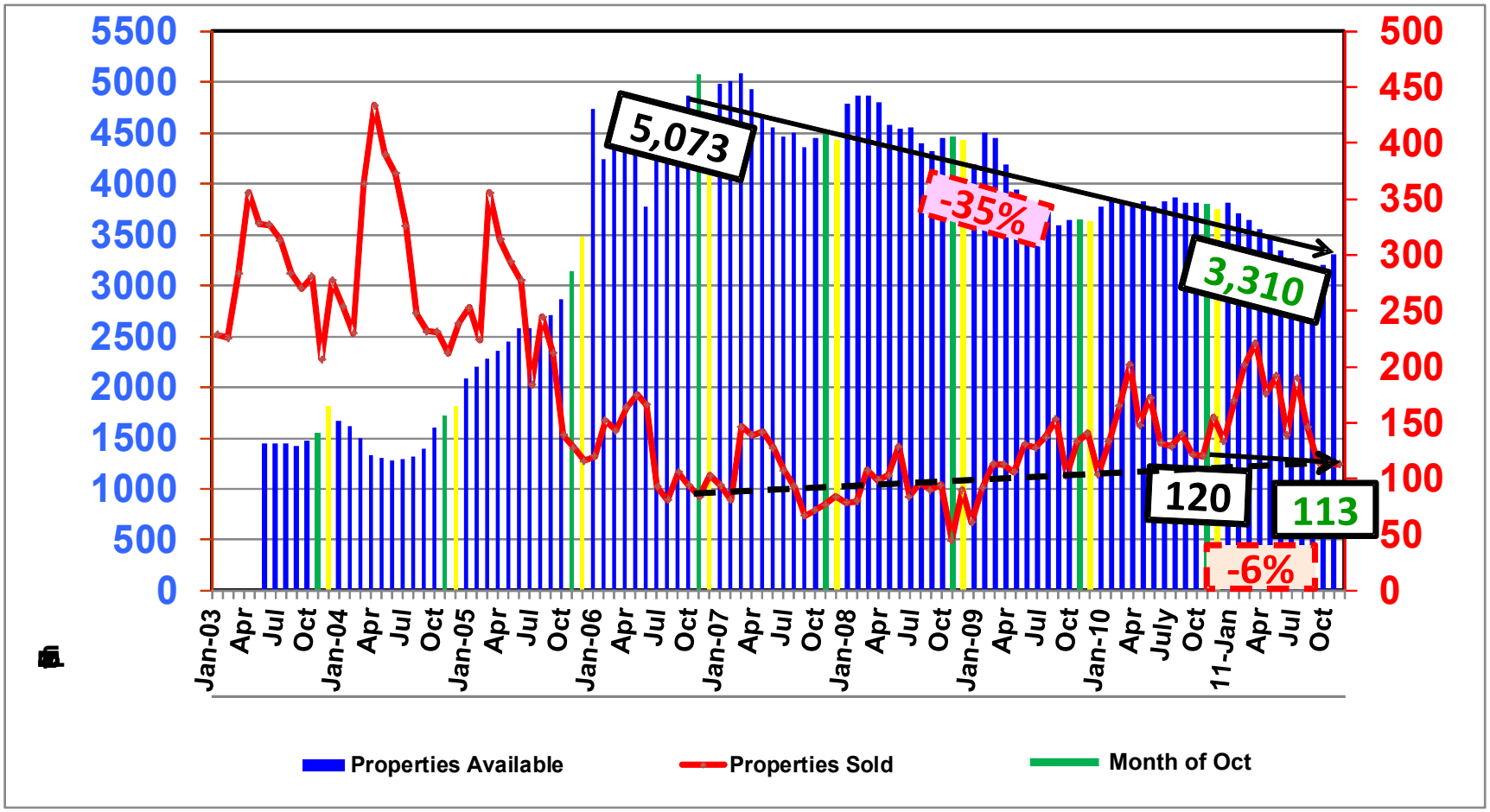
Florida Keys

Florida Keys Real Estate Market Jan-Nov 2011 Vs. 2010

	Upper Keys	Middle Keys	Lower Keys	Key West	All Areas
	Lower Matecumbe-KL	7 Mile Bridge-Long Key	Bay Point-Big Pine	KW-Shark Key	Keys-wide
Total Number of Sales As of 11/30/11	+31% More 609	+6% More 314	+6% More 376	+11% More 576	+14% More 1,875
Avg. Sale Price As of 11/30/11	+1% More $404K	-25% Less $360K	+1% More $344K	+13% More $477K	-1% Less $407K
$ Value of Sales As of 11/30/11	+32% More $246M	-21% Less $113M	+7% More $129M	+25% More $275M	+14% More $764M
Sale Price to Original List Price Jan-Nov '11	-10% Less 66.19%	+9% More 74.39%	+4% More 80.91%	+38% More 82.94%	+9% More 76.11%
Sale Price to Final List Price Jan-Nov '11	-2% Less 88.80%	-2% Less 90.74%	+2% 89.26%	+2% More 95.16	No Change 90.99%
Avg. Days to Sell As of 11/30/11	+7% More 237	+6% More 246	+11% More 209	+8% More 160	+8% More 213
Pending Transactions As of 11/30/11	+38% More 667	+13% More 338	+22% More 424	+9% More 606	+21% More 2,035
Number of Properties "*For Sale*" on 11/30/11	-17% Less 1,088	-12% Less 689	-9% Less 613	-11% Less 923	-13% Less 3,313
Average "List Price" As of 11/30/11	-2% Less $737K	-4% Less $662K	-18% Less $507K	-9% Less $769K	-7% Less $688
Months of Inventory As of 11/30/11	-37% Less 20	-16% Less 24	-15% Less 18	-19% Less 18	-24% Less 19

Number Properties Available Vs Sold – Keys-Wide

Source: Florida Keys MLS



Coldwell Banker & Offices

Market Share Ranking

Jan-Nov 2011

Key Wide Market Share Jan-Nov 2011

Florida Keys MLS Areas 1-27

	# Offices	# Listed	Listing % Mkt.	# Sales Sides	Sales % Mkt.	$ Vol. Sales	Sales % Mkt.
Coldwell Banker	6	849	25.6%	874	23.3%	$366M	24.0%
C-21 Schwartz	8	406	12.3%	469	12.5%	$156.0M	10.2%
Truman & Co.	1	169	5.1%	112	3.0%	$94M	6.2%
Prudential K & G	1	215	6.5%	184	4.9%	$67M	4.4%
Amer. Carib. MK	1	87	2.6%	130	3.5%	$55M	3.6%
Marr	1	113	3.4%	145	3.9%	$48M	3.1%
Realty World Freewheeler	2	139	4.2%	148	3.9%	$47M	3.1%
Amer. Carib. UK	1	62	1.9%	58	1.5%	$43M	2.8%

Lower to Upper Keys Market Share Jan-Nov 2011

Florida Keys MLS Areas 6-27

	# Offices	# Listed	Listing % Mkt.	# Sales Sides	Sales % Mkt.	$ Vol. Sales	Sales % Mkt.
Coldwell Banker	4	658	28.6%	704	27.1%	$289M	29.6%
C-21 Schwartz	6	367	15.2%	422	16.2%	$139M	14.2%
Amer. Carib. MK	1	84	3.5%	126	4.8%	$53M	5.5%
Marr Properties	1	113	4.7%	145	5.6%	$48M	4.9%
Realty World Freewheeler	2	139	5.8%	148	5.7%	$47M	4.8%
Amer. Carib UK	1	62	2.6%	58	2.2%	$43M	4.4%
Exit Realty	3	236	9.9%	138	5.3%	$37M	3.8%
Internet Realty	1	43	1.8%	43	1.7%	$17M	1.8%

Middle Keys Market Share Jan-Nov 2011

Florida Keys MLS Areas 13,14,15,16,17,18,19,20

	# Offices	# Listed	Listing % Mkt.	# Sales Sides	Sales % Mkt.	$ Vol. Sales	Sales % Mkt.
Coldwell Banker	1	296	42.8%	225	35.2%	$78M	34.4%
Amer. Caribbean	1	84	12.6%	114	17.8%	$50M	22.2%
Exit Realty	1	118	17.0%	79	12.3%	$23M	10.3%
Hawks Cay	1	72	10.4%	41	6.4%	$16M	7.3%
C-21 Schwartz	1	8	1.1%	26	3.9%	$10M	3.8%
Key Colony Beach	1	32	4.6%	26	4.0%	$8M	3.7%
Island Breeze	1	26	3.7%	25	3.9%	$8M	3.7%
Gail's Island Realty	1	18	2.6%	15	2.3%	$4M	2.0%

Lower Keys Market Share Jan-Nov 2011

Florida Keys MLS Areas 6,7,8,9,10,11

	# Offices	# Listed	Listing % Mkt.	# Sales Sides	Sales % Mkt.	$ Vol. Sales	$ Vol. % Mkt.
Coldwell Banker	1	172	28%	282	35.1%	$110M	42.8%
C-21 Schwartz	2	51	8.3%	93	8.8%	$30M	8.5%
Internet Realty	1	39	6.3%	43	5.3%	$18M	7.0%
Exit Realty	1	116	18.8%	51	6.3%	$13M	4.9%
Sellstate	1	23	2.7%	48	5.9%	$9M	3.5%
Pru K&G	1	25	4.0%	28	2.2%	$7M	2.7%
RE/Max SM	1	19	3.0%	9	1.1%	$5M	1.9%
A Key RE Co.	1	25	4.0%	23	2.8%	$4M	1.5%

Key West Market Share Jan-Nov 2011

Florida Keys MLS Areas 1,2,3,4,5

	# Offices	# Listed	Listing % Mkt.	# Sales Sides	Sales % Mkt.	$ Vol. Sales	$ Vol. % Mkt.
Coldwell Banker	2	191	20.7%	170	14.8%	$77M	14.0%
Truman & Co.	1	161	17.4%	109	9.5%	$88M	16.1%
Prudential K&G	1	190	20.6%	156	13.5%	$60M	10.9%
Preferred Prop.	1	74	8.0%	71	6.2%	$40M	7.4%
Compass	2	63	6.8%	61	5.3%	$30M	5.5%
Marquis Prop.	1	19	.8%	28	2.4%	$20M	3.7%
Doug Mayberry	1	43	4.6%	33	2.8%	$20M	3.7%
C-21 Schwartz	2	39	4.2%	47	4.1%	$17M	3.1%

Upper Keys Market Share Jan-Nov 2011

Florida Keys MLS Areas 21,22,23,24,25,26,27,28

	# Offices	# Listed	Listing % Mkt.	# Sales Sides	Sales % Mkt.	$ Vol. Sales	$ Vol. % Mkt.
Coldwell Banker	2	192	17.5%	199	16.3%	$102M	20.7%
C-21 Schwartz	3	307	28.2%	298	24.3%	$96M	16.6%
Marr Properties	1	112	10.3%	144	11.8%	$48M	9.7%
Realty World Freewheeler	2	136	12.5%	125	10.2%	$43M	8.8%
American Carib.	1	58	5.3%	53	4.3%	$41M	8.3%
RE/Max Keys	1	28	2.5%	68	5.5%	$19M	3.9%
Island Equity	1	11	1.3%	39	3.2%	$15M	3.1%
Moorings	1	50	4.6%	32	2.6%	$13.5M	2.7%