



Cole Blair Properties Market Report

Santa Rosa Beach, FL 32459

REPORT FOR 2/17/2020

Single-Family Homes

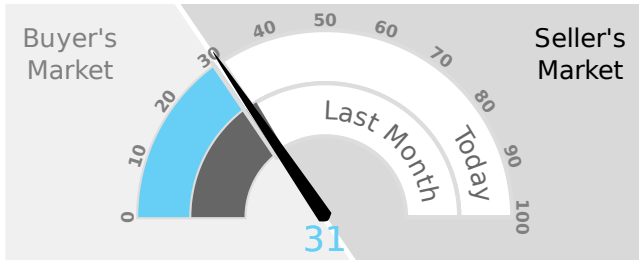


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This week the median list price for Santa Rosa Beach, FL 32459 is \$799,500 with the market action index hovering around 31. This is less than last month's market action index of 33. Inventory has held steady at or around 501.

MARKET ACTION INDEX

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



Slight Seller's Advantage

The market remains in a relative stasis in terms of sales to inventory. Prices have not been moving higher for several weeks. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up persistently, prices are likely to resume an upward climb.

REAL-TIME MARKET PROFILE

Median List Price		\$799,500
Per Square Foot		\$337
Days on Market		174
Price Decreased		32%
Price Increased		4%
Relisted		7%
Inventory		501
Median Rent		\$2,375
Most Expensive		\$12,750,000
Least Expensive		\$189,900
Market Action		31

Slight Seller's Advantage

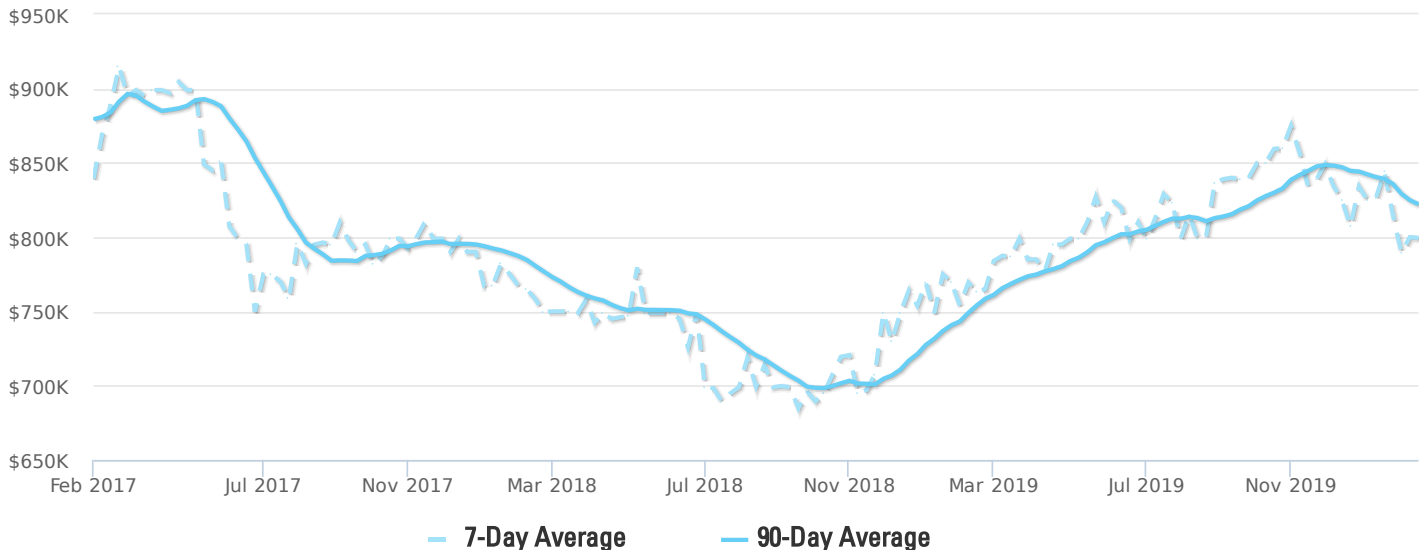
MARKET SEGMENTS

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

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$2,549,000	3,822	8,000 - 10,000 sqft	5	5	8	9	7	231
\$1,100,000	2,676	6,500 - 8,000 sqft	4	3	15	9	6	160
\$675,000	2,176	4,500 - 6,500 sqft	4	3	7	5	5	174
\$383,862	1,848	4,500 - 6,500 sqft	3	2	8	14	14	128

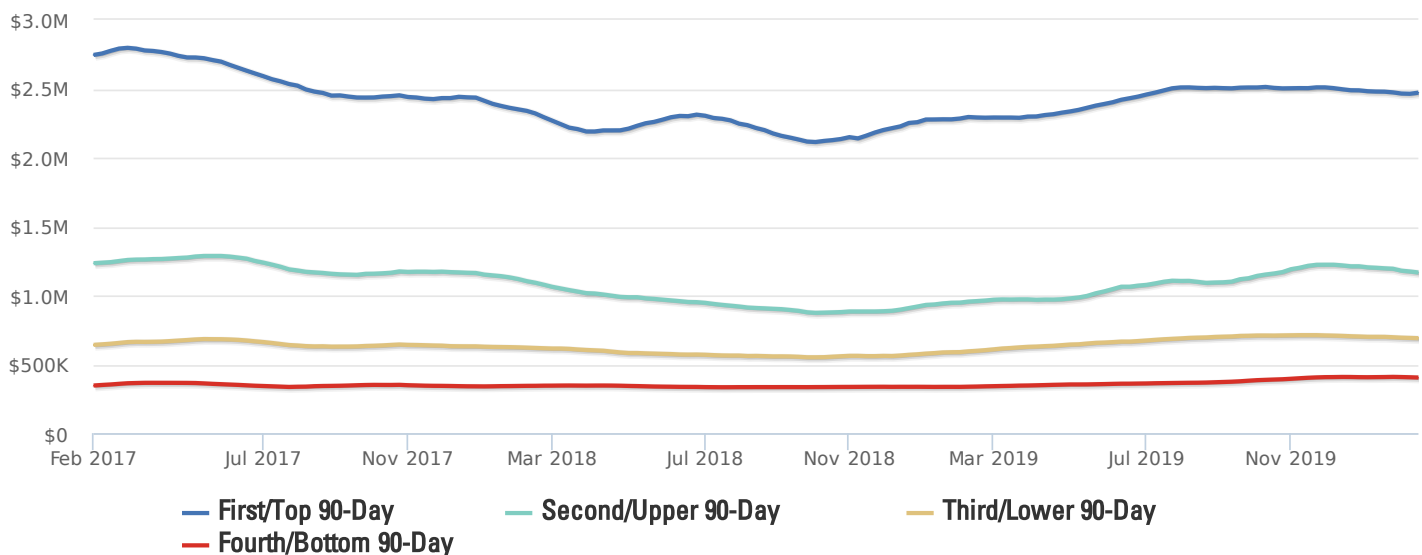
MEDIAN LIST PRICE

Prices in this zip code seem to have settled around a plateau. Look for a persistent down-shift in the Market Action Index before we see prices deviate from these levels.



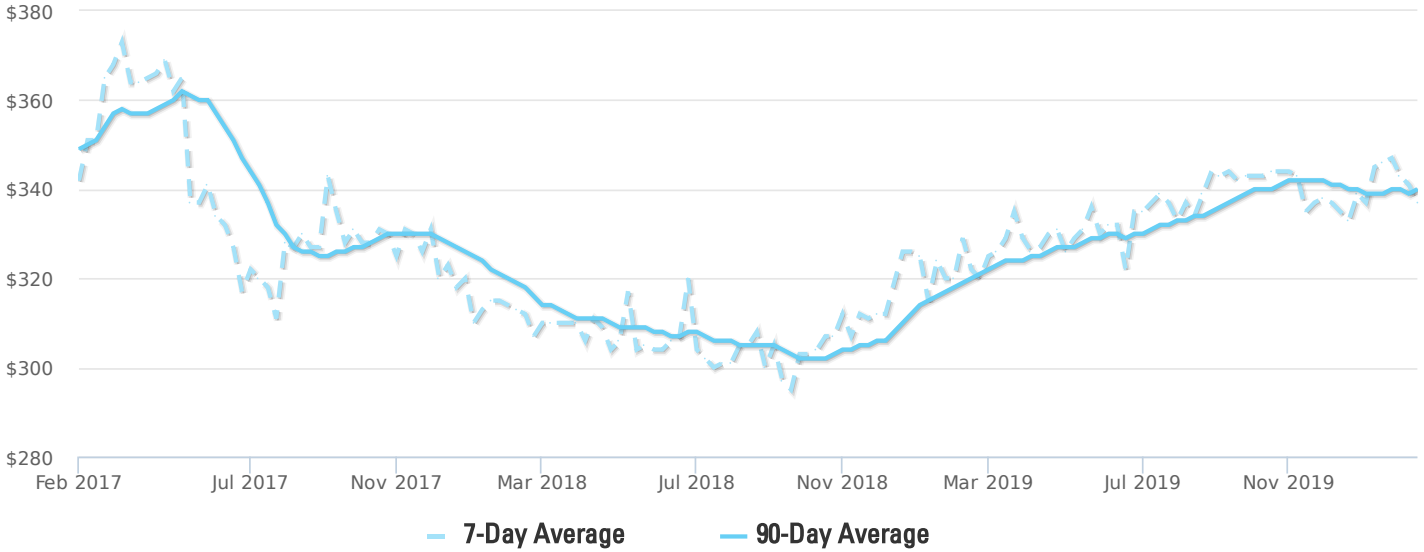
SEGMENTS

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



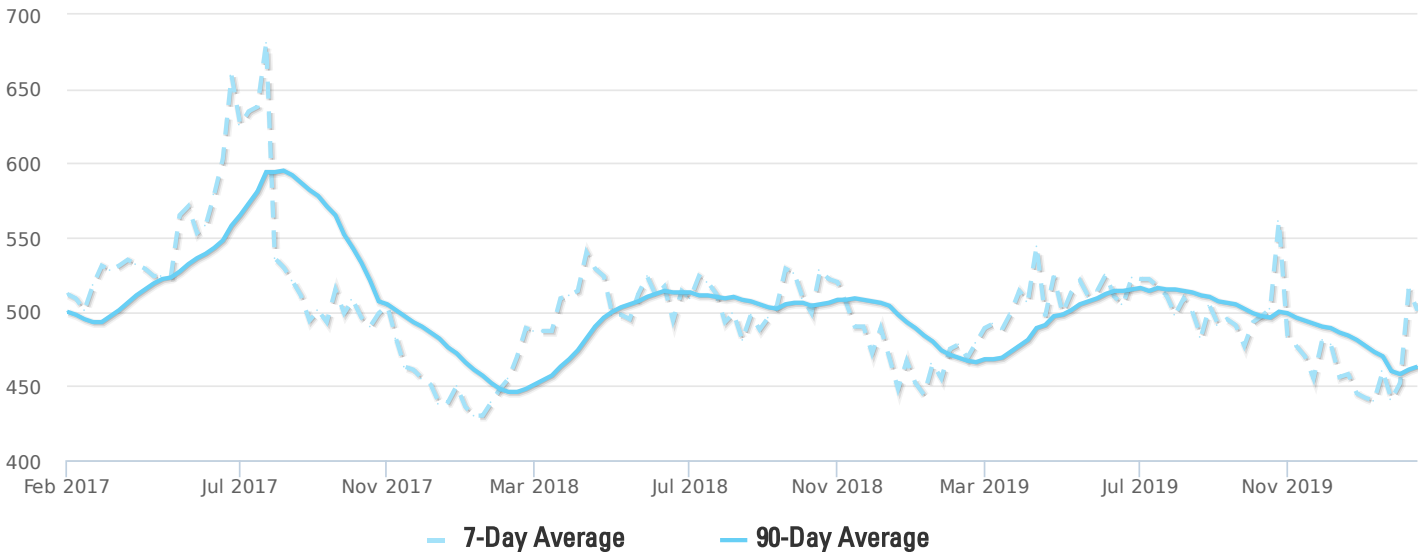
PRICE PER SQUARE FOOT

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.



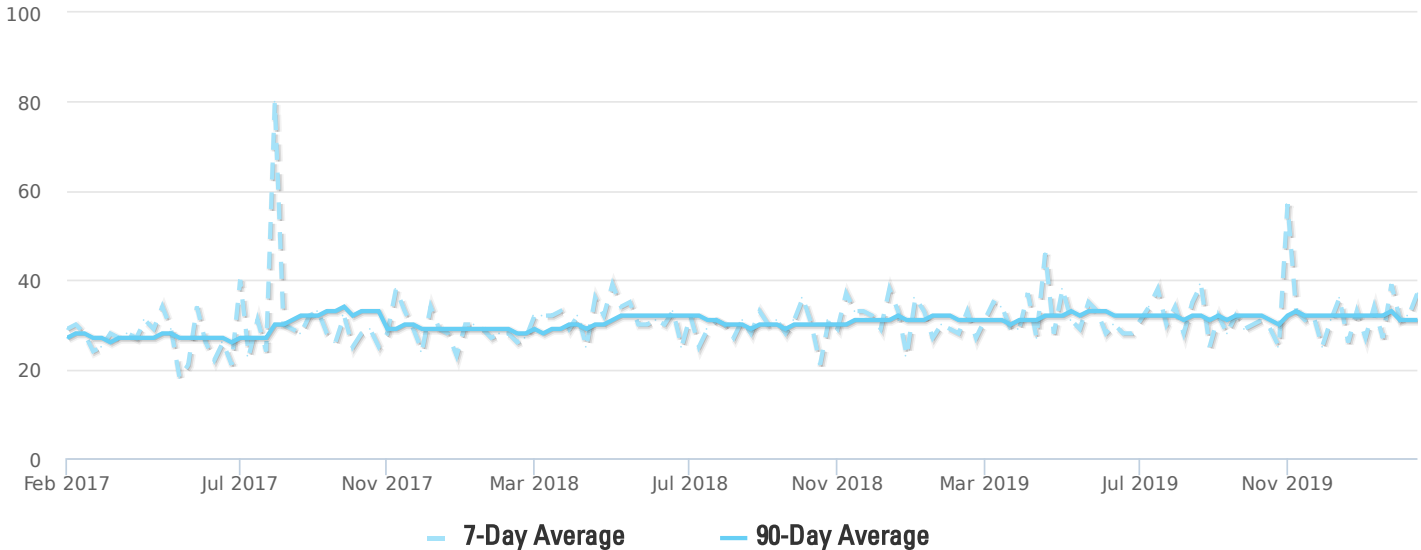
INVENTORY

Inventory has been relatively steady around these levels in recent weeks.



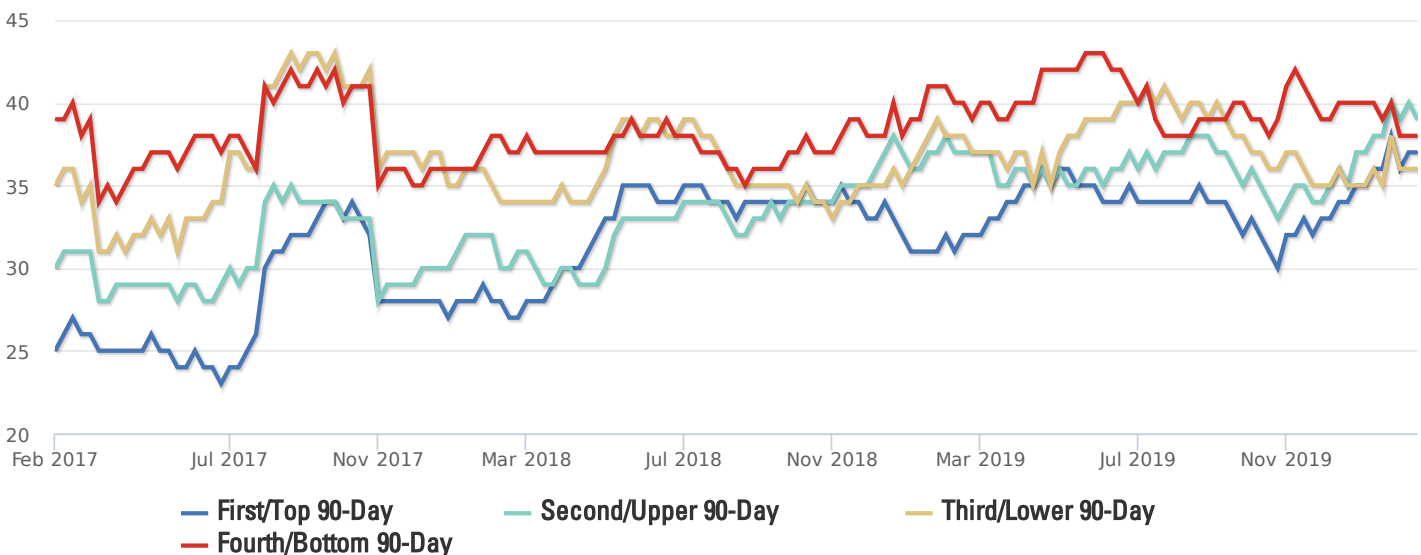
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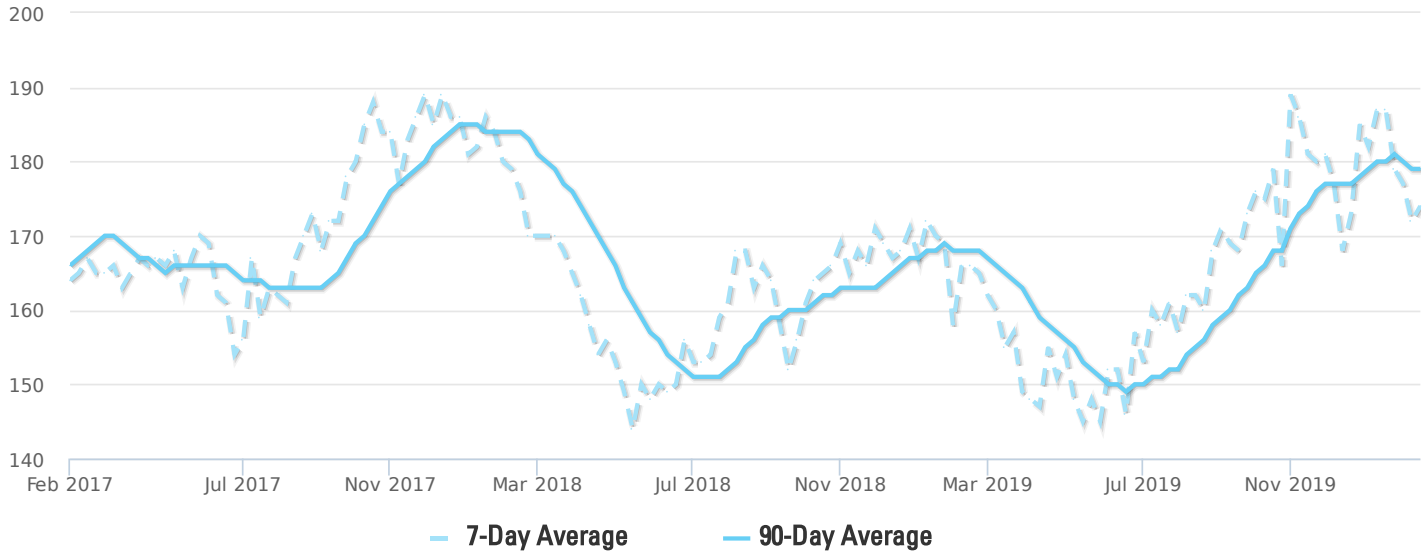
MARKET ACTION SEGMENTS

Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



AVERAGE DAYS ON MARKET (DOM)

The properties have been on the market for an average of 179 days. Half of the listings have come newly on the market in the past 128 or so days. Watch the 90-day DOM trend for signals of a changing market.



SEGMENTS

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.

