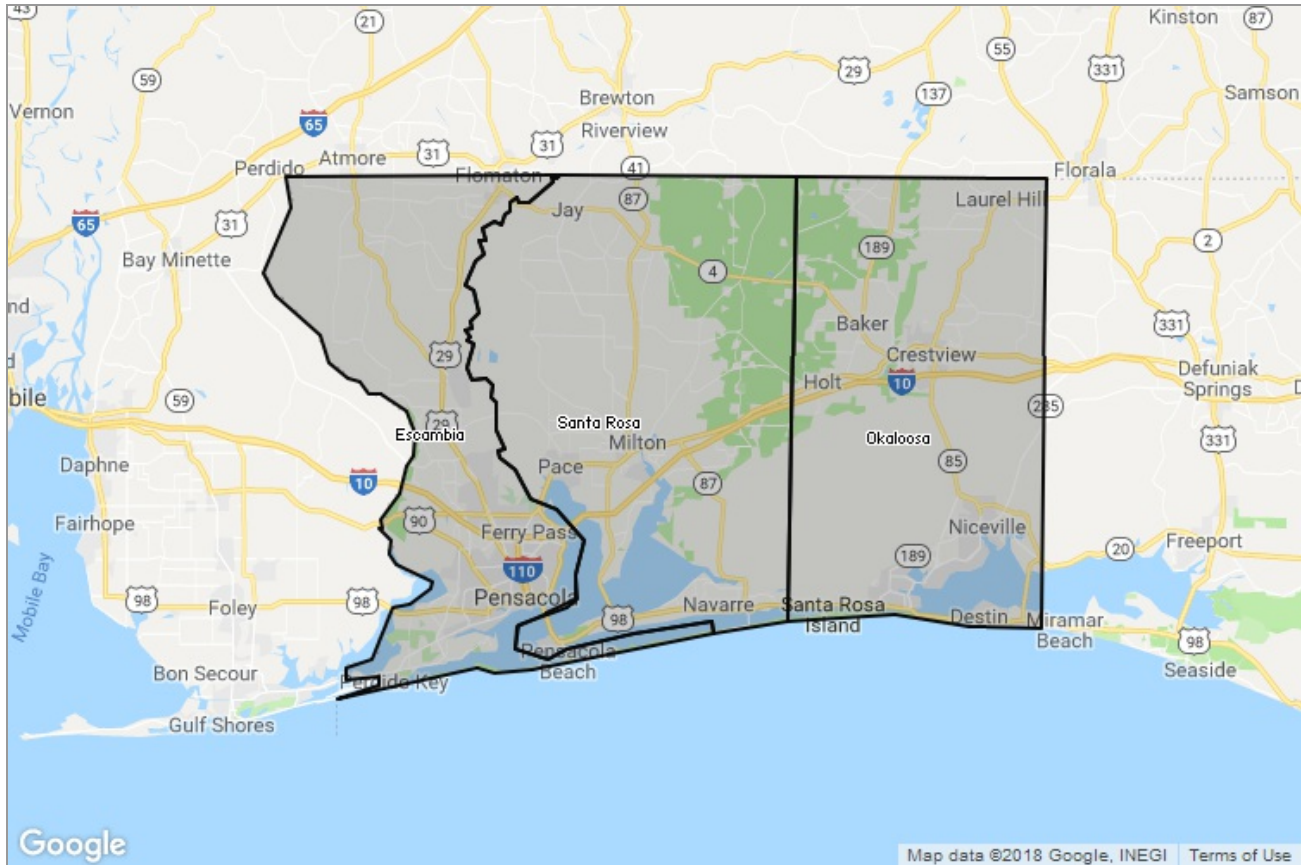


MARKET DATA REPORT

# Monthly Market Data Report



## Report Characteristics

**Report Name:**  
Monthly Market Data Report

**Report Date Range:**  
9/2017 – 9/2018

**Filters Used:**  
Location

**Avg/Med:** Avg Only

**Include Metrics By:** County

**Run Date:** 10/09/2018

**Scheduled:** Yes

Presented by

**Navarre Area Board of REALTORS®  
INC**

(850) 939-3870

Other: <http://www.naborhome.com/>

1917 Navarre School Road  
Navarre, FL 32566

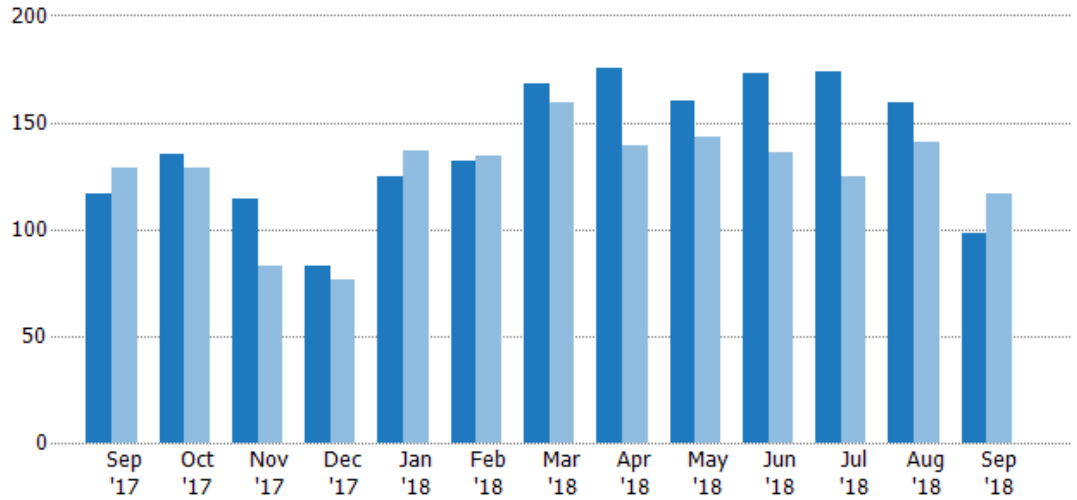
## New Listings

The number of new residential listings that were added each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Count	% Chg.
Sep '18	98	-16.2%
Sep '17	117	-9.3%
Sep '16	129	-15.5%



Current Year	117	135	114	83	125	132	168	175	160	173	174	159	98
Prior Year	129	129	83	76	137	134	159	139	143	136	125	141	117
Percent Change from Prior Year	-9%	5%	37%	9%	-9%	-1%	6%	26%	12%	27%	39%	13%	-16%

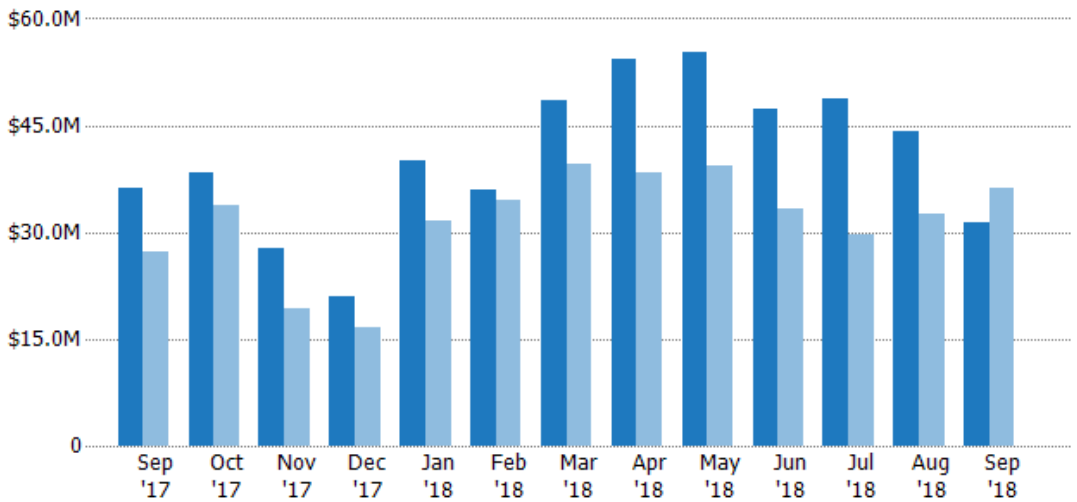
## New Listing Volume

The sum of the listing price of residential listings that were added each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Volume	% Chg.
Sep '18	\$31.3M	-13.7%
Sep '17	\$36.3M	32.8%
Sep '16	\$27.3M	-26%



Current Year	\$36.3M	\$38.3M	\$27.8M	\$21M	\$40.1M	\$36M	\$48.5M	\$54.4M	\$55.4M	\$47.2M	\$48.7M	\$44.1M	\$31.3M
Prior Year	\$27.3M	\$33.8M	\$19.2M	\$16.6M	\$31.5M	\$34.4M	\$39.6M	\$38.4M	\$39.4M	\$33.2M	\$29.7M	\$32.5M	\$36.3M
Percent Change from Prior Year	33%	13%	44%	26%	27%	5%	22%	41%	41%	42%	64%	35%	-14%

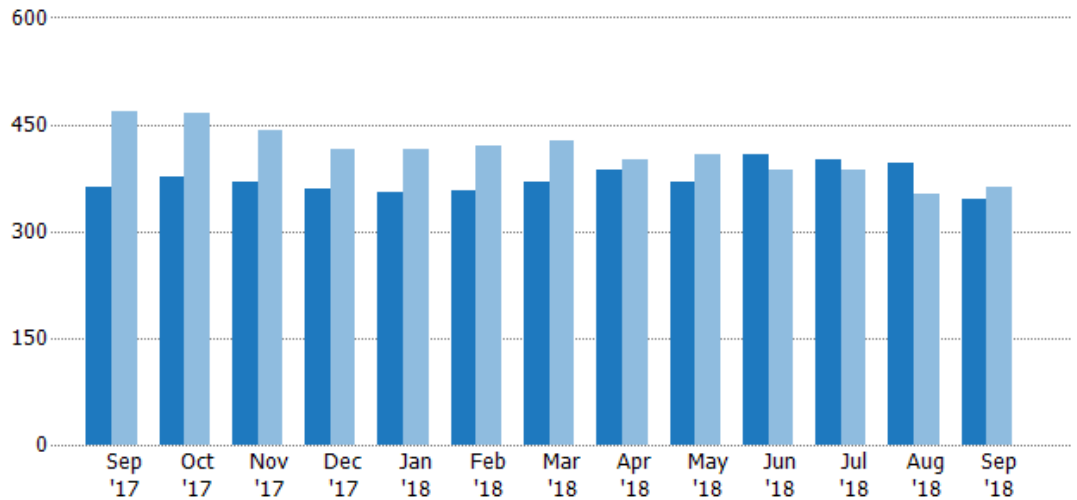
## Active Listings

The number of active residential listings at the end of each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Count	% Chg.
Sep '18	344	-5%
Sep '17	362	-22.5%
Sep '16	467	10.5%



Current Year	362	376	368	359	355	357	369	385	369	408	401	396	344
Prior Year	467	466	442	415	415	419	428	400	407	387	386	352	362
Percent Change from Prior Year	-22%	-19%	-17%	-13%	-14%	-15%	-14%	-4%	-9%	5%	4%	13%	-5%

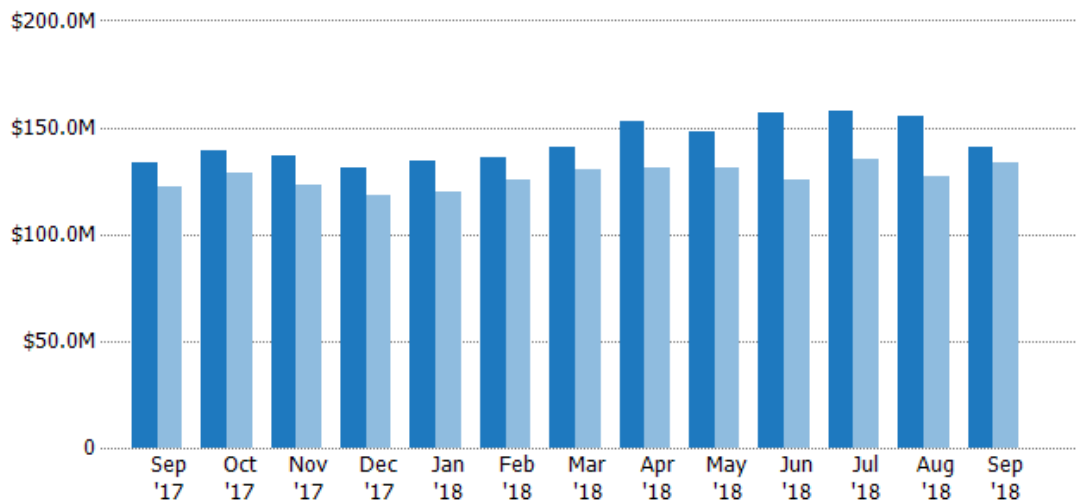
## Active Listing Volume

The sum of the listing price of active residential listings at the end of each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Volume	% Chg.
Sep '18	\$141M	5.2%
Sep '17	\$134M	9.3%
Sep '16	\$122M	-0.7%



Current Year	\$134M	\$139M	\$137M	\$131M	\$135M	\$136M	\$141M	\$153M	\$148M	\$157M	\$158M	\$155M	\$141M
Prior Year	\$122M	\$129M	\$123M	\$118M	\$120M	\$125M	\$130M	\$131M	\$131M	\$125M	\$136M	\$127M	\$134M
Percent Change from Prior Year	9%	8%	11%	11%	12%	9%	8%	17%	13%	25%	16%	22%	5%

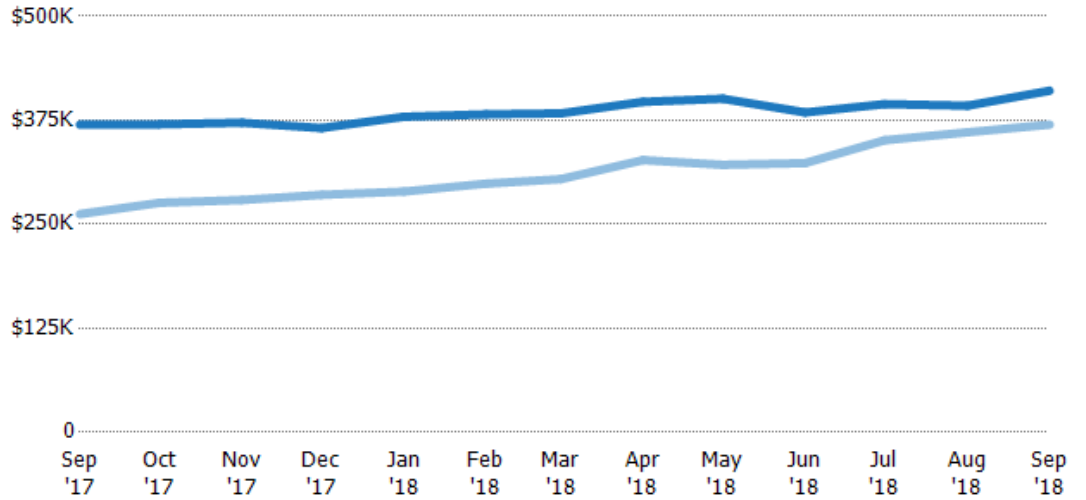
## Average Listing Price

The average listing price of active residential listings at the end of each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Price	% Chg.
Sep '18	\$411K	11%
Sep '17	\$370K	41%
Sep '16	\$262K	-10%



Current Year	\$370K	\$370K	\$372K	\$366K	\$379K	\$382K	\$383K	\$397K	\$401K	\$384K	\$394K	\$392K	\$411K
Prior Year	\$262K	\$276K	\$279K	\$285K	\$289K	\$299K	\$304K	\$327K	\$321K	\$324K	\$351K	\$361K	\$370K
Percent Change from Prior Year	41%	34%	33%	28%	31%	28%	26%	21%	25%	19%	12%	9%	11%

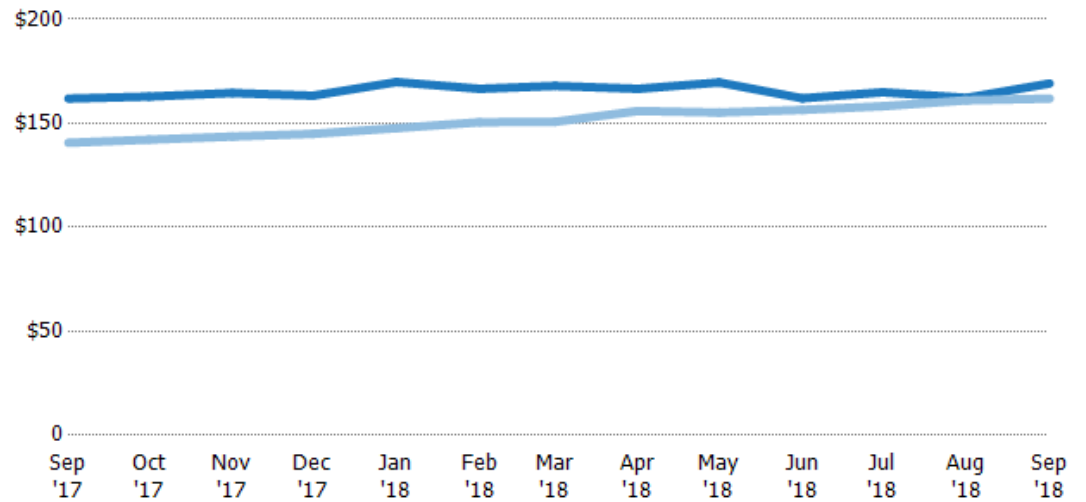
## Average Listing Price per Sq Ft

The average of listing prices divided by the living area of homes on market at the end of each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Price/sq ft	% Chg.
Sep '18	\$169	4.5%
Sep '17	\$162	15.1%
Sep '16	\$141	-9.1%



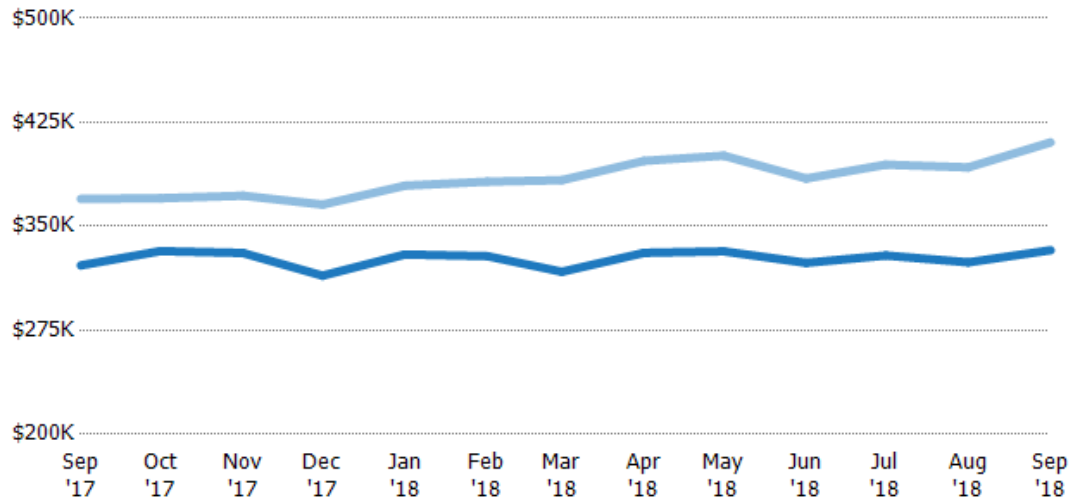
Current Year	\$162	\$163	\$165	\$163	\$170	\$167	\$168	\$167	\$170	\$162	\$165	\$162	\$169
Prior Year	\$141	\$142	\$144	\$145	\$148	\$151	\$151	\$156	\$155	\$156	\$158	\$161	\$162
Percent Change from Prior Year	15%	15%	15%	13%	15%	11%	11%	7%	9%	4%	4%	1%	4%

## Average Listing Price vs Average Est Value

The average listing price as a percentage of the average AVM or RVM® valuation estimate for active listings each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida



Avg Est Value	\$322K	\$332K	\$331K	\$314K	\$330K	\$328K	\$317K	\$331K	\$332K	\$324K	\$329K	\$324K	\$333K
Avg Listing Price	\$370K	\$370K	\$372K	\$366K	\$379K	\$382K	\$383K	\$397K	\$401K	\$384K	\$394K	\$392K	\$411K
Avg Listing Price as a % of Avg Est Value	115%	111%	112%	116%	115%	116%	121%	120%	121%	119%	120%	121%	123%

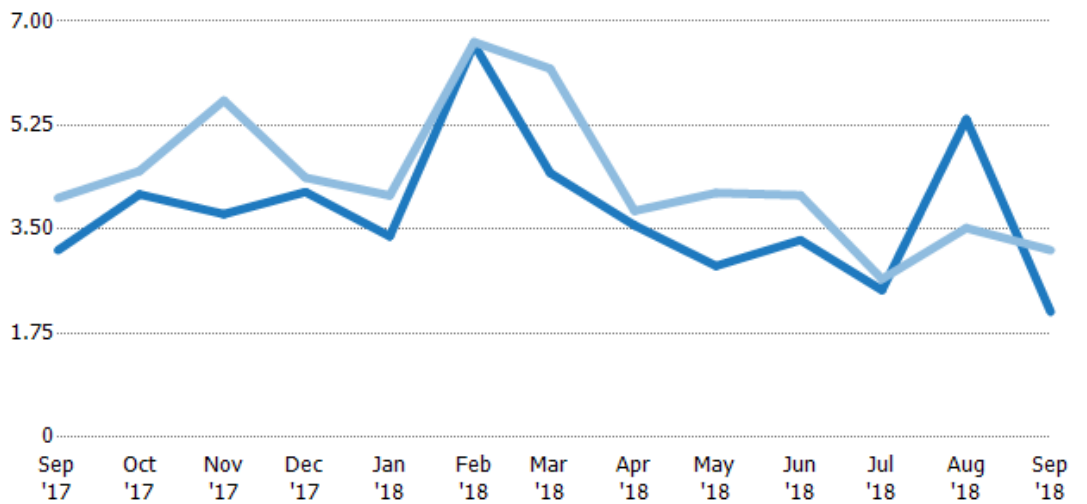
## Months of Inventory

The number of months it would take to exhaust active listings at the current sales rate.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Months	% Chg.
Sep '18	2.11	-33%
Sep '17	3.15	-21.8%
Sep '16	4.03	45.7%



Current Year	3.15	4.09	3.76	4.13	3.38	6.61	4.45	3.56	2.88	3.32	2.48	5.35	2.11
Prior Year	4.03	4.48	5.67	4.37	4.07	6.65	6.2	3.81	4.11	4.07	2.66	3.52	3.15
Percent Change from Prior Year	-22%	-9%	-34%	-6%	-17%	-1%	-28%	-6%	-30%	-19%	-7%	52%	-33%

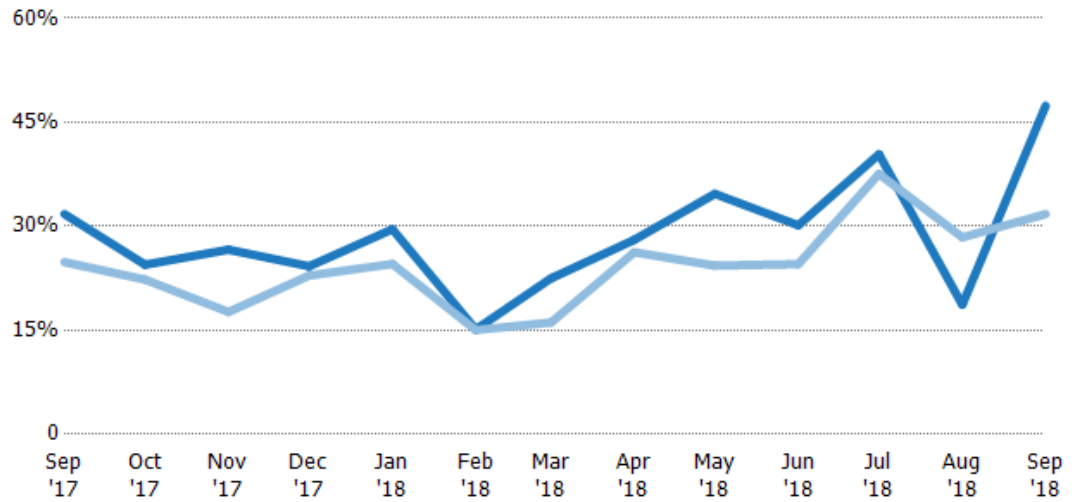
## Absorption Rate

The percentage of inventory sold per month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Rate	Chg.
Sep '18	47%	-15.6%
Sep '17	32%	-6.9%
Sep '16	25%	-31.3%

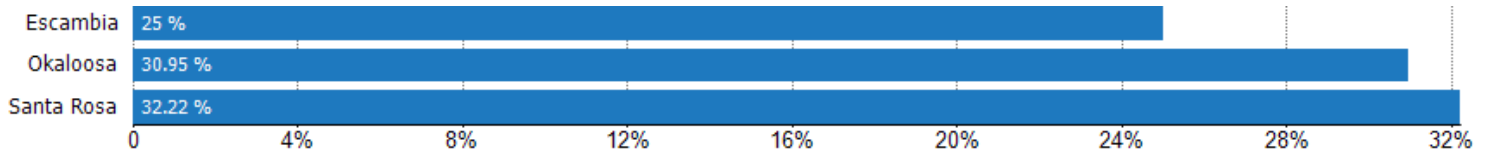


Current Year	32%	24%	27%	24%	30%	15%	22%	28%	35%	30%	40%	19%	47%
Prior Year	25%	22%	18%	23%	25%	15%	16%	26%	24%	25%	38%	28%	32%
Change from Prior Year	-7%	-2%	-9%	-1%	-5%	0%	-6%	-2%	-10%	-6%	-3%	10%	-16%

## Absorption Rate (By County)

The percentage of the inventory sold during the last month by county.

Filters Used: County: Escambia County, Florida, Okaloosa County, Florida, Santa Rosa County, Florida



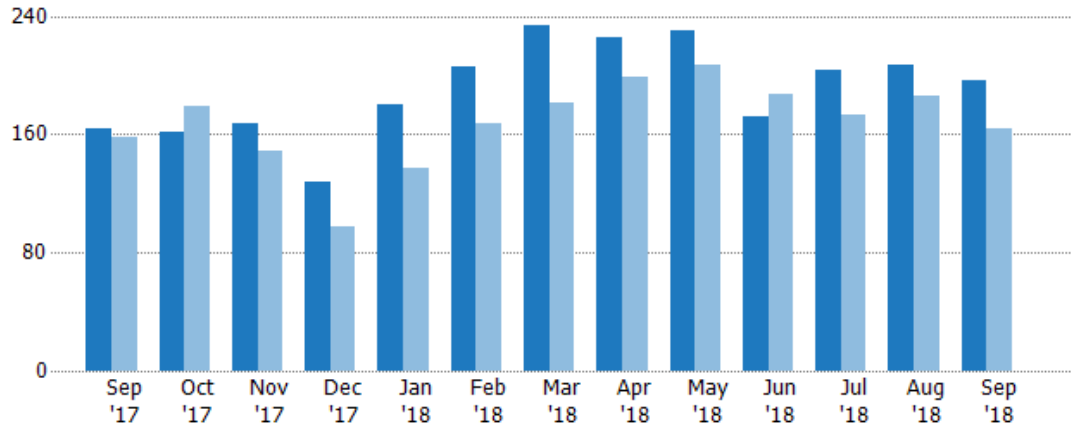
## Pending Sales

The number of residential properties with accepted offers that were available at the end each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Count	% Chg.
Sep '18	197	20.1%
Sep '17	164	3.8%
Sep '16	158	-7%



Current Year	164	162	167	128	180	206	234	226	230	172	204	207	197
Prior Year	158	179	149	97	137	167	181	199	207	187	173	186	164
Percent Change from Prior Year	4%	-9%	12%	32%	31%	23%	29%	14%	11%	-8%	18%	11%	20%

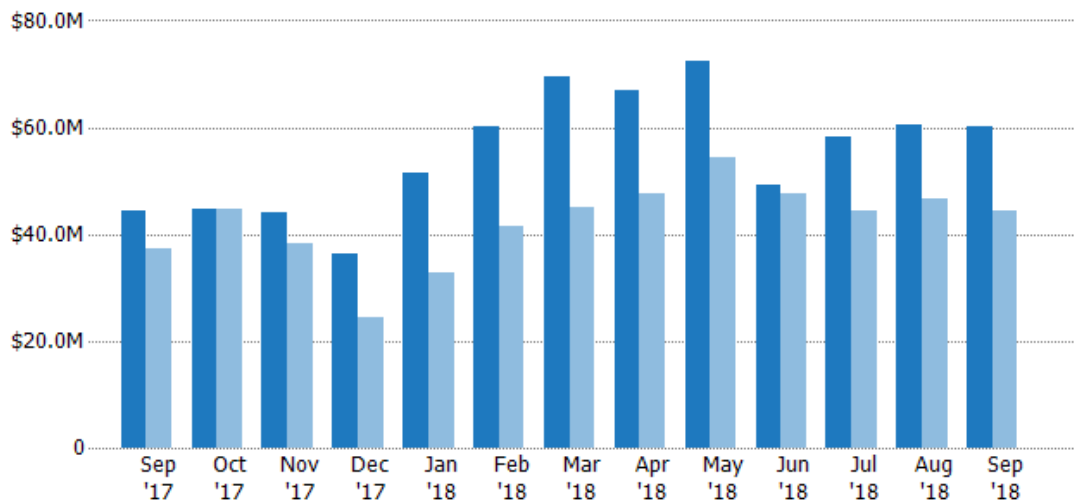
## Pending Sales Volume

The sum of the sales price of residential properties with accepted offers that were available at the end of each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Volume	% Chg.
Sep '18	\$60.1M	35.9%
Sep '17	\$44.3M	19.1%
Sep '16	\$37.1M	-10%



Current Year	\$44.3M	\$44.8M	\$43.9M	\$36.5M	\$51.5M	\$60.1M	\$69.7M	\$67M	\$72.4M	\$49.2M	\$58.3M	\$60.4M	\$60.1M
Prior Year	\$37.1M	\$44.8M	\$38.3M	\$24.6M	\$32.8M	\$41.3M	\$45.2M	\$47.7M	\$54.2M	\$47.5M	\$44.3M	\$46.8M	\$44.3M
Percent Change from Prior Year	19%	0%	15%	48%	57%	45%	54%	41%	34%	4%	32%	29%	36%

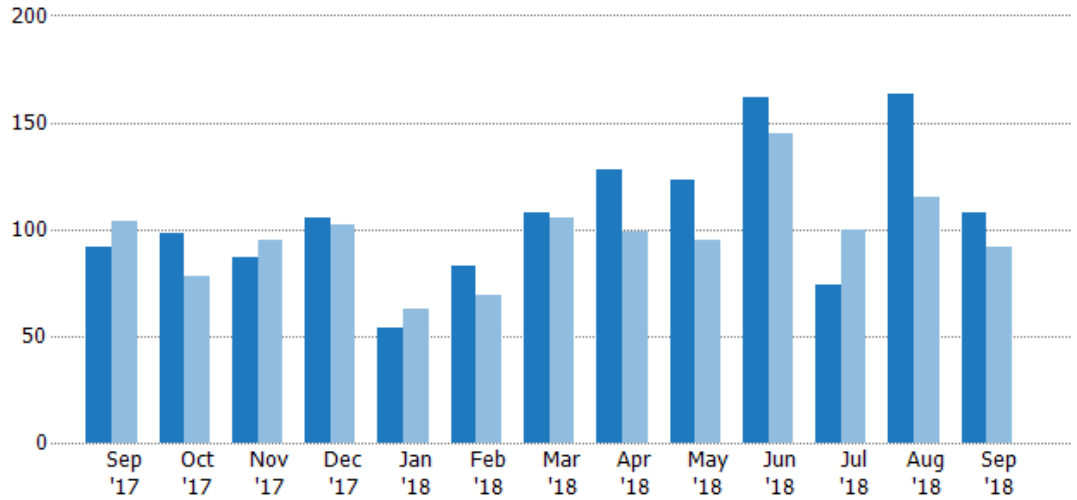
## Closed Sales

The total number of residential properties sold each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Count	% Chg.
Sep '18	108	17.4%
Sep '17	92	-11.5%
Sep '16	104	-25%



Current Year	92	98	87	105	54	83	108	128	123	162	74	163	108
Prior Year	104	78	95	102	63	69	105	99	95	145	100	115	92
Percent Change from Prior Year	-12%	26%	-8%	3%	-14%	20%	3%	29%	29%	12%	-26%	42%	17%

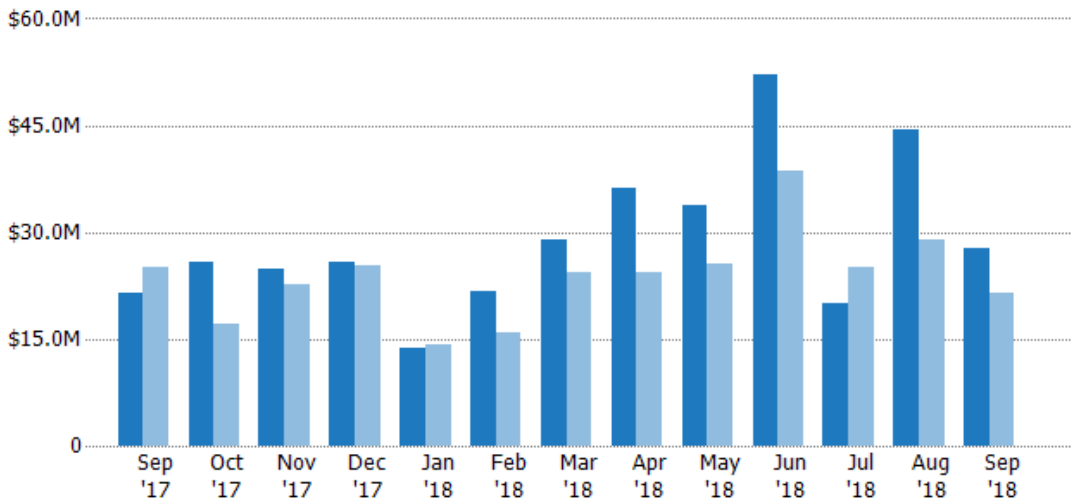
## Closed Sales Volume

The sum of the sales price of residential properties sold each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Volume	% Chg.
Sep '18	\$27.8M	30.4%
Sep '17	\$21.3M	-14.7%
Sep '16	\$25M	-29%



Current Year	\$21.3M	\$25.7M	\$24.7M	\$25.9M	\$13.8M	\$21.7M	\$28.9M	\$36.2M	\$33.8M	\$52.1M	\$20.1M	\$44.4M	\$27.8M
Prior Year	\$25M	\$17.1M	\$22.7M	\$25.4M	\$14.2M	\$15.8M	\$24.3M	\$24.4M	\$25.6M	\$38.6M	\$25.2M	\$28.9M	\$21.3M
Percent Change from Prior Year	-15%	50%	9%	2%	-3%	38%	19%	49%	32%	35%	-20%	54%	30%

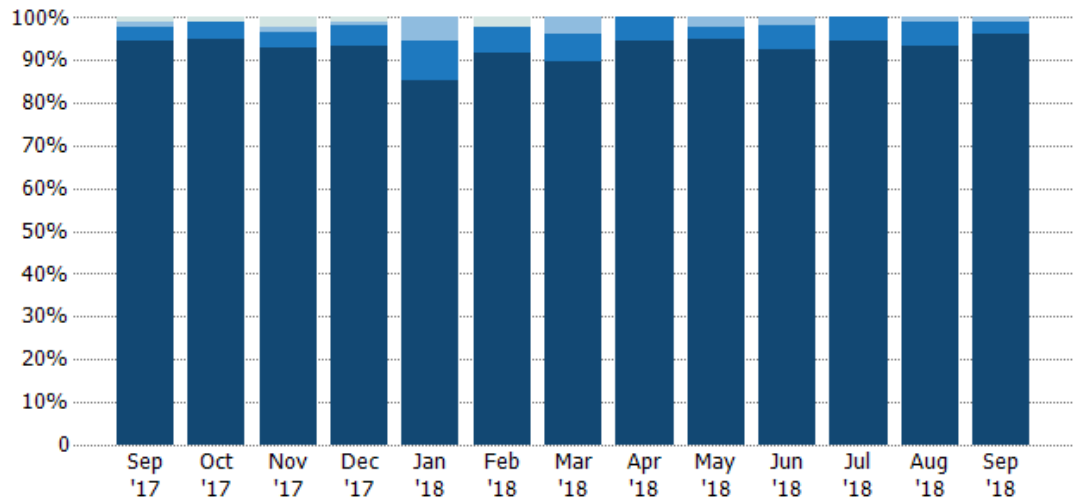


## Closed Sales by Property Type

The percentage of residential properties sold each month by property type.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

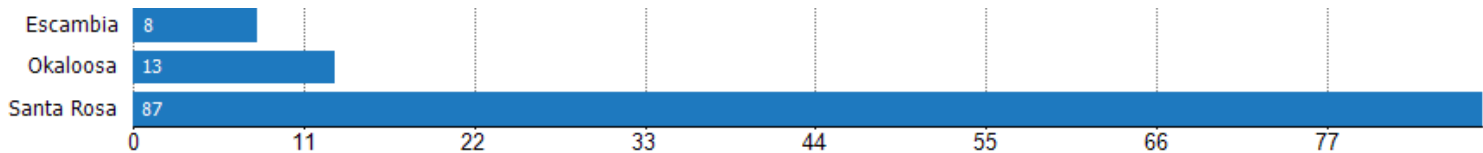


Other	1%	1%	2%	1%	-	2%	-	-	-	-	-	-	-
Mobile/Manufactured	1%	-	1%	1%	6%	-	4%	-	2%	2%	-	1%	1%
Condo/Townhouse	3%	4%	3%	5%	9%	6%	6%	5%	2%	6%	5%	6%	3%
Single Family Residence	95%	95%	93%	93%	85%	92%	90%	95%	95%	93%	95%	93%	96%

## Closed Sales (By County)

The total number of residential properties sold during the last month by county.

Filters Used: County: Escambia County, Florida, Okaloosa County, Florida, Santa Rosa County, Florida

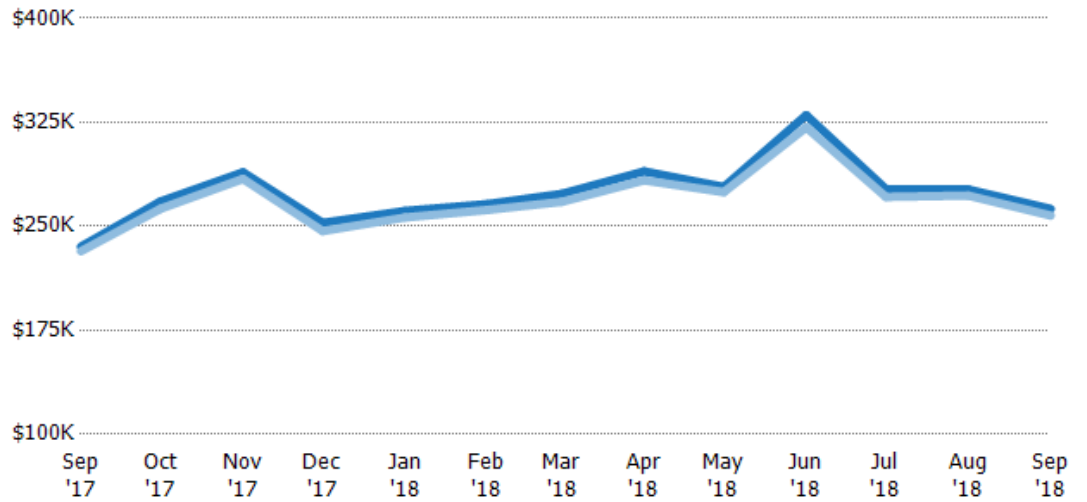


## Average Sales Price vs Average Listing Price

The average sales price as a percentage of the average listing price for properties sold each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida



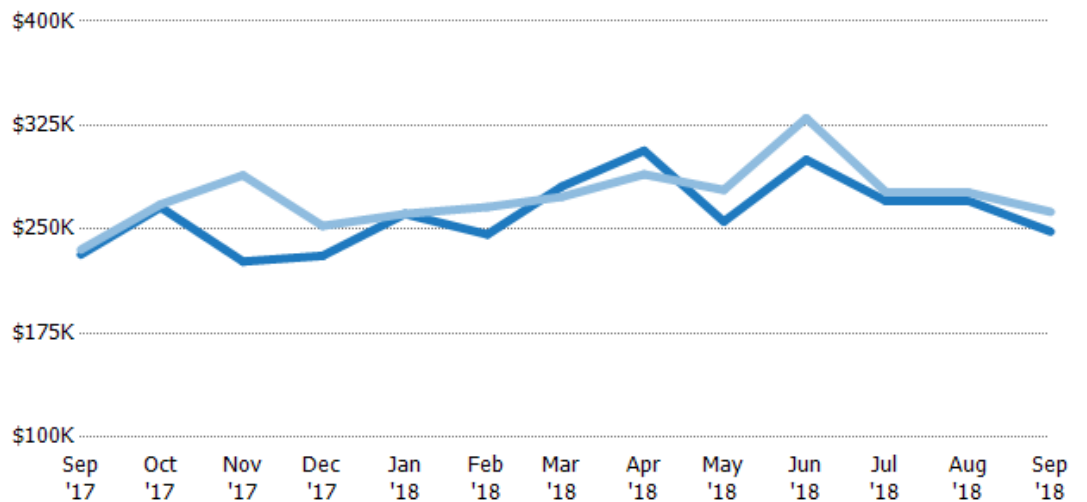
Avg List Price	\$235K	\$268K	\$289K	\$252K	\$261K	\$266K	\$273K	\$290K	\$278K	\$330K	\$277K	\$277K	\$263K
Avg Sales Price	\$232K	\$263K	\$284K	\$247K	\$256K	\$262K	\$268K	\$283K	\$275K	\$321K	\$271K	\$272K	\$258K
Avg Sales Price as a % of Avg List Price	99%	98%	98%	98%	98%	98%	98%	98%	99%	97%	98%	98%	98%

## Average Sales Price vs Average Est Value

The average sales price as a percentage of the average AVM or RVM® valuation estimate for properties sold each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida



Avg Est Value	\$232K	\$266K	\$227K	\$231K	\$261K	\$246K	\$281K	\$307K	\$256K	\$300K	\$270K	\$271K	\$248K
Avg Sales Price	\$235K	\$268K	\$289K	\$252K	\$261K	\$266K	\$273K	\$290K	\$278K	\$330K	\$277K	\$277K	\$263K
Avg Sales Price as a % of Avg Est Value	102%	101%	127%	109%	100%	108%	97%	94%	109%	110%	102%	102%	106%

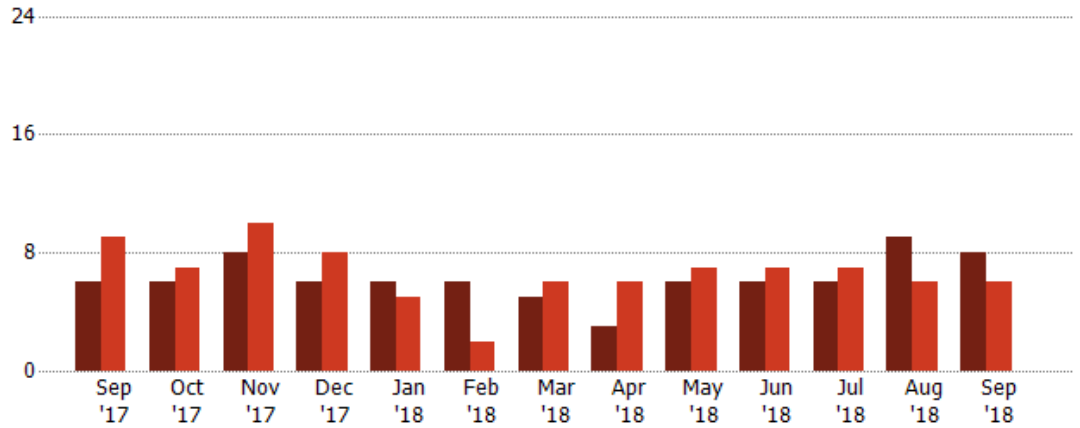
## Distressed Listings

The number of distressed residential properties that were for sale at the end of each month.

### Filters Used

County: Escambia County, Florida,  
Okaloosa County, Florida, Santa  
Rosa County, Florida

Month/ Year	Count	% Chg.
Sep '18	8	33.3%
Sep '17	6	-33.3%
Sep '16	9	144.4%



Current Year	6	6	8	6	6	6	5	3	6	6	6	9	8
Prior Year	9	7	10	8	5	2	6	6	7	7	7	6	6
Percent Change from Prior Year	-33%	-14%	-20%	-25%	20%	200%	-17%	-50%	-14%	-14%	-14%	50%	33%

## Distressed Listings (By County)

The number of distressed single-family, condominium and townhome properties that were for sale at the end of the last month by county.

Filters Used: County: Escambia County, Florida, Okaloosa County, Florida, Santa Rosa County, Florida



## Appendix

The metrics that are calculated by RPR® may show the same general trends as those published by other sources (i.e. MLS, Associations or vendors), but because of our processes and parcel-centric approach, some variation may occur. Data sources include MLS's, where licensed, and public records for more in-depth metrics on distressed properties.

### Report Details

**Report Name:** Monthly Market Data Report

**Run Date:** 10/09/2018

**Scheduled:** Yes

**Report Date Range:** From 9/2017 To: 9/2018

### Information Included

- |  |  |  |
|--|--|--|
| <input checked="" type="checkbox"/> Include Cover Sheet        | <input checked="" type="checkbox"/> Include Appendix | <input checked="" type="checkbox"/> Averages |
| <input type="checkbox"/> Include Key Metric Summary            |  | <input type="checkbox"/> Medians             |
| <input checked="" type="checkbox"/> Include Metrics By: County |  |  |

### MLS Filter

**MLS:** All

### Listing Filters

**Property Types:** All

**Sales Types:** All

**Price Range:** None

### Location Filters

**State:** All

**County:** Escambia County, Florida Okaloosa County, Florida Santa Rosa County, Florida

**ZIP Code:** All

### Listing Activity Charts

- ☒ New Listings
- ☒ Active Listings
- ☒ Average Listing Price
- ☒ Average Listing Price per Sq Ft
- ☒ Average Listing Price vs Est Value
- ☒ Median Days in RPR
- ☒ Months of Inventory
- ☒ Absorption Rate

### Sales Activity Charts

- ☐ Active/Pending/Sold
- ☐ New Pending Sales
- ☒ Pending Sales
- ☒ Closed Sales
- ☐ Average Sales Price
- ☐ Average Sales Price per Sq Ft
- ☒ Average Sales Price vs Listing Price
- ☒ Average Sales Price vs Est Value

### Distressed Charts

- ☒ Distressed Listings
- ☐ Distressed Sales

### Data Tables Using 9/2018 data

- ☐ Listing Activity by ZIP
- ☐ Listing Activity by Metro Area
- ☐ Sales Activity by ZIP
- ☐ Sales Activity by Metro Area