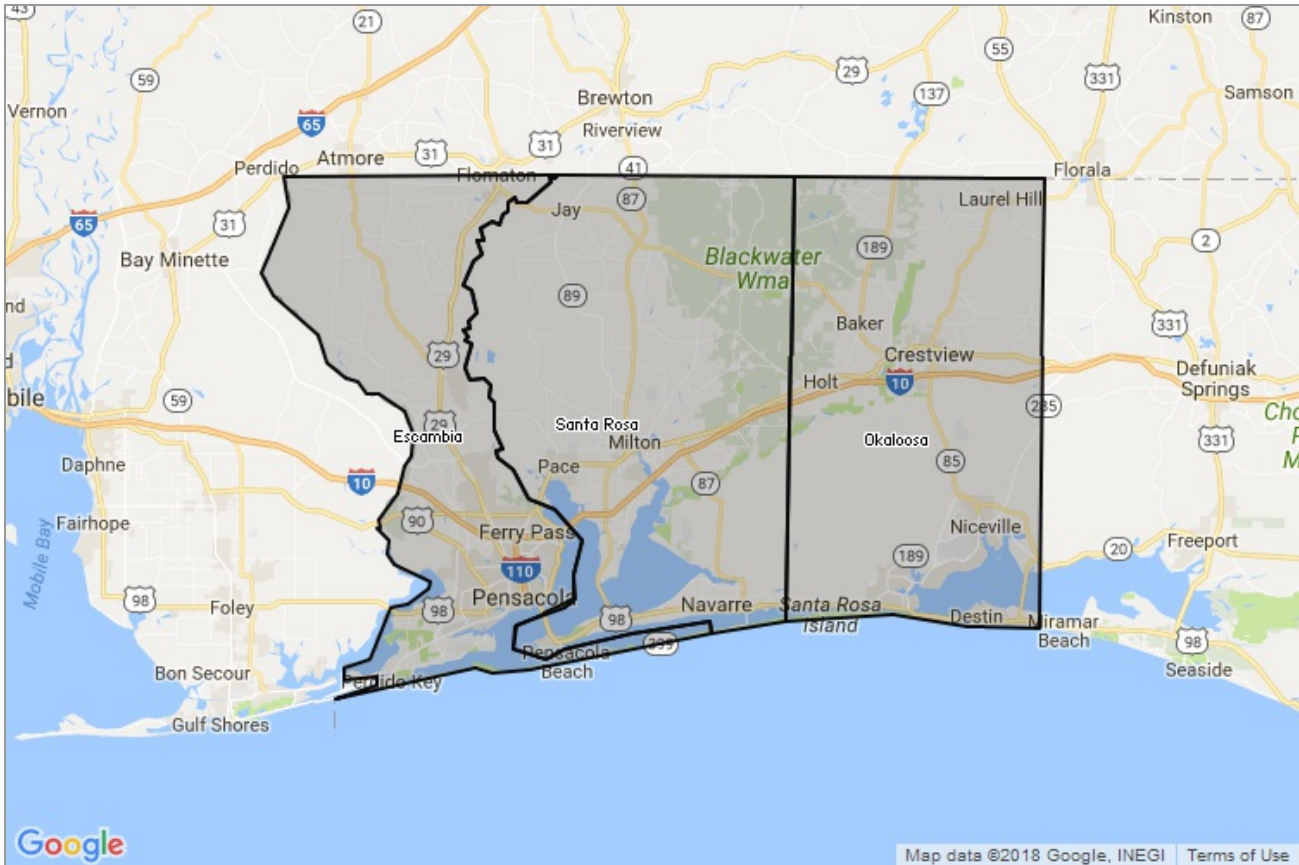


MARKET DATA REPORT

# Monthly Market Data Report



## Report Characteristics

**Report Name:**  
Monthly Market Data Report

**Report Date Range:**  
3/2017 – 3/2018

**Filters Used:**  
Location

**Avg/Med:** Avg Only

**Include Metrics By:** County

**Run Date:** 04/06/2018

**Scheduled:** Yes

Presented by

**Navarre Area Board of REALTORS®  
INC**

(850) 939-3870

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

1917 Navarre School Road  
Navarre, FL 32566

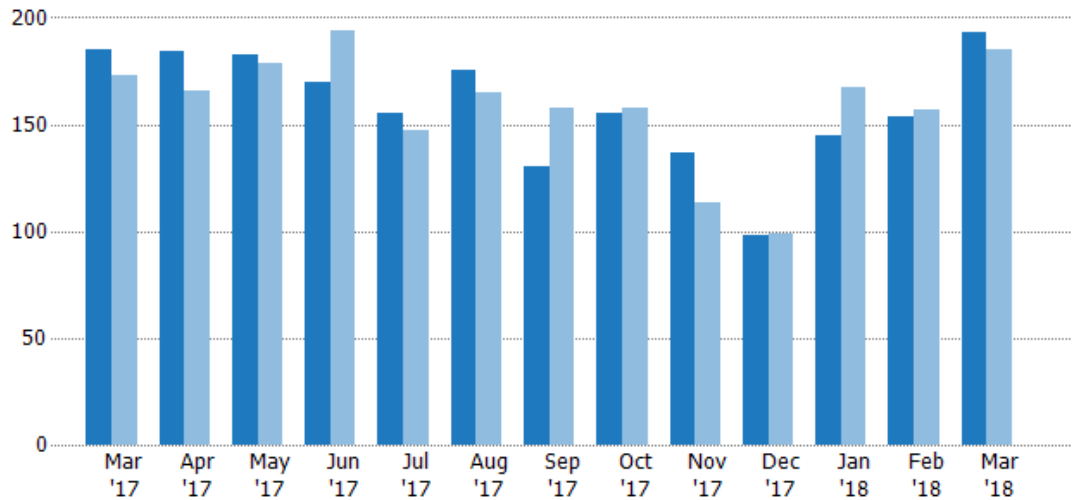
## New Listings

The number of new single-family, condominium and townhome listings that were added each month.

### Filters Used

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

Month/ Year	Count	% Chg.
Mar '18	193	4.3%
Mar '17	185	6.9%
Mar '16	173	8.1%



Current Year	185	184	183	170	155	175	130	155	137	98	145	154	193
Prior Year	173	166	179	194	147	165	158	158	113	99	167	157	185
Percent Change from Prior Year	7%	11%	2%	-12%	5%	6%	-18%	-2%	21%	-1%	-13%	-2%	4%

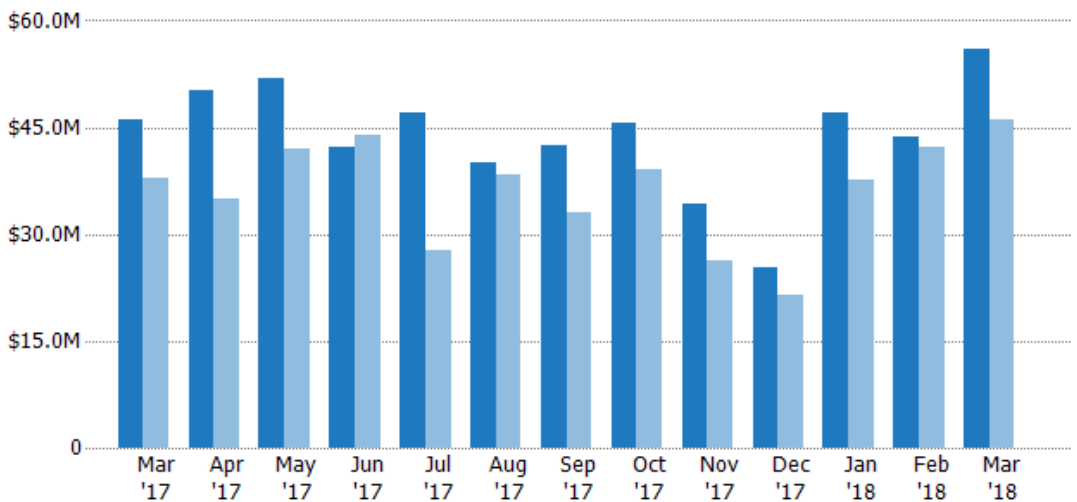
## New Listing Volume

The sum of the listing price of single-family, condominium and townhome listings that were added each month.

### Filters Used

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

Month/ Year	Volume	% Chg.
Mar '18	\$56M	21.3%
Mar '17	\$46.2M	22.2%
Mar '16	\$37.8M	11.4%



Current Year	\$46.2M	\$50.2M	\$51.9M	\$42.3M	\$46.9M	\$40.1M	\$42.4M	\$45.7M	\$34.2M	\$25.4M	\$47.2M	\$43.6M	\$56M
Prior Year	\$37.8M	\$35M	\$42M	\$43.9M	\$27.8M	\$38.3M	\$33.1M	\$39.1M	\$26.2M	\$21.5M	\$37.6M	\$42.1M	\$46.2M
Percent Change from Prior Year	22%	43%	24%	-4%	69%	5%	28%	17%	31%	18%	25%	3%	21%

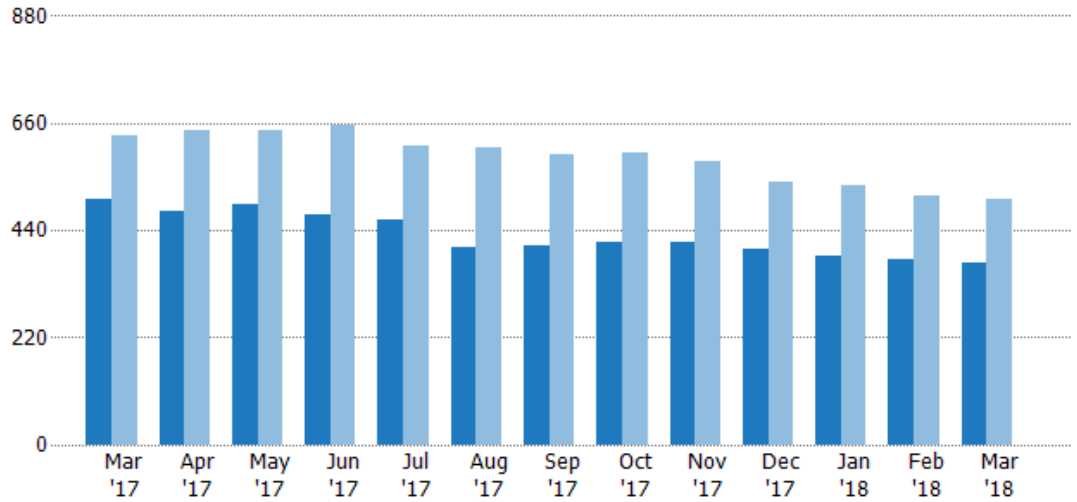
## Active Listings

The number of active single-family, condominium and townhome listings at the end of each month.

### Filters Used

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

Month/ Year	Count	% Chg.
Mar '18	372	-26%
Mar '17	503	-20.9%
Mar '16	636	39.6%



Current Year	503	479	492	472	462	404	409	417	415	400	386	381	372
Prior Year	636	646	646	654	613	609	596	599	582	539	531	512	503
Percent Change from Prior Year	-21%	-26%	-24%	-28%	-25%	-34%	-31%	-30%	-29%	-26%	-27%	-26%	-26%

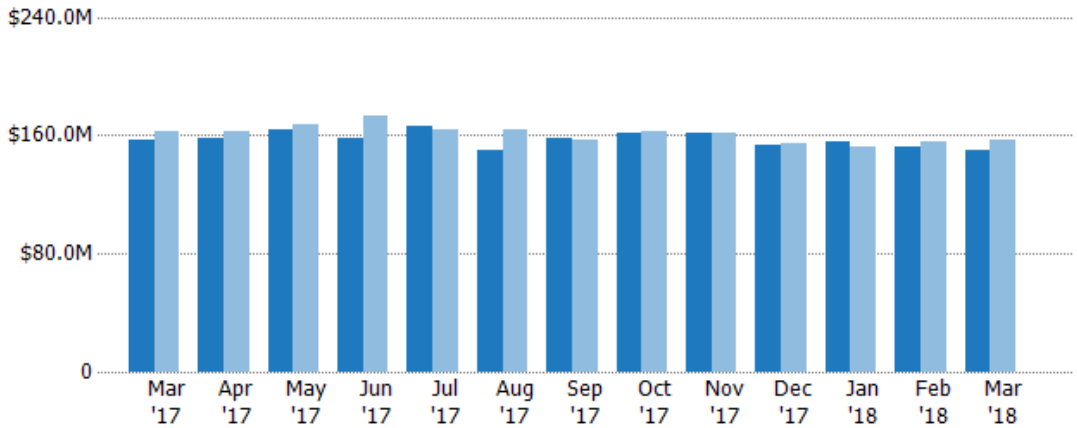
## Active Listing Volume

The sum of the listing price of active single-family, condominium and townhome listings at the end of each month.

### Filters Used

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

Month/ Year	Volume	% Chg.
Mar '18	\$150M	-4%
Mar '17	\$157M	-3.7%
Mar '16	\$163M	23.2%



Current Year	\$157M	\$158M	\$163M	\$158M	\$167M	\$150M	\$158M	\$161M	\$162M	\$154M	\$156M	\$153M	\$150M
Prior Year	\$163M	\$163M	\$168M	\$173M	\$164M	\$164M	\$157M	\$163M	\$161M	\$154M	\$153M	\$156M	\$157M
Percent Change from Prior Year	-4%	-3%	-3%	-9%	2%	-8%	1%	-1%	0%	0%	2%	-2%	-4%

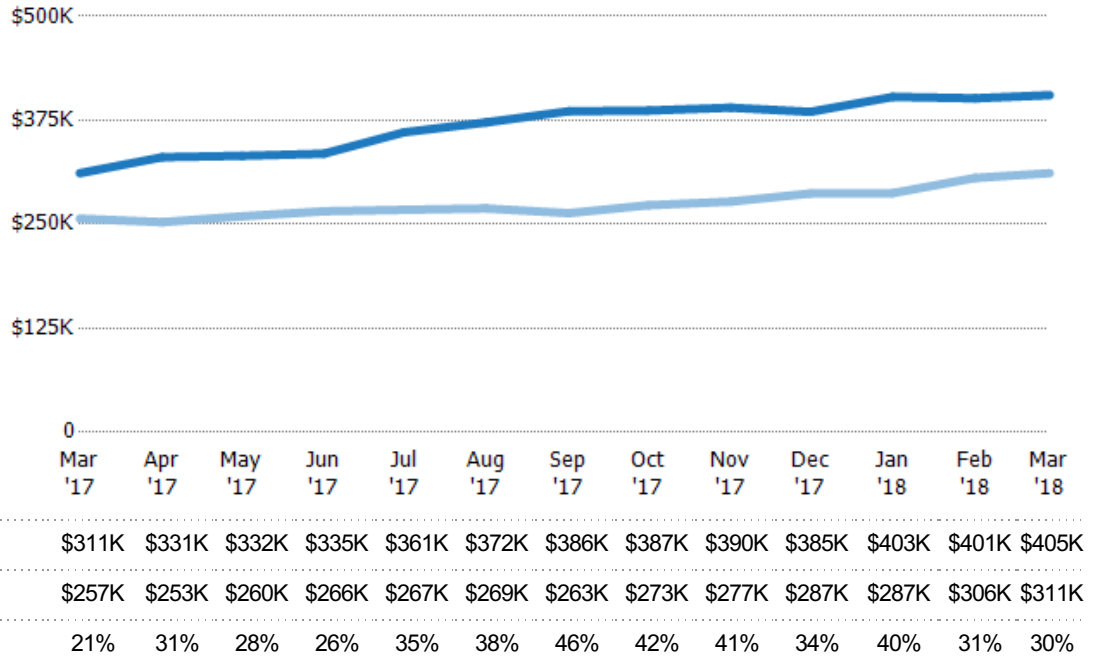
## Average Listing Price

The average listing price of active single-family, condominium and townhome listings at the end of each month.

### Filters Used

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

Month/ Year	Price	% Chg.
Mar '18	\$405K	30.1%
Mar '17	\$311K	21.3%
Mar '16	\$257K	-11.9%



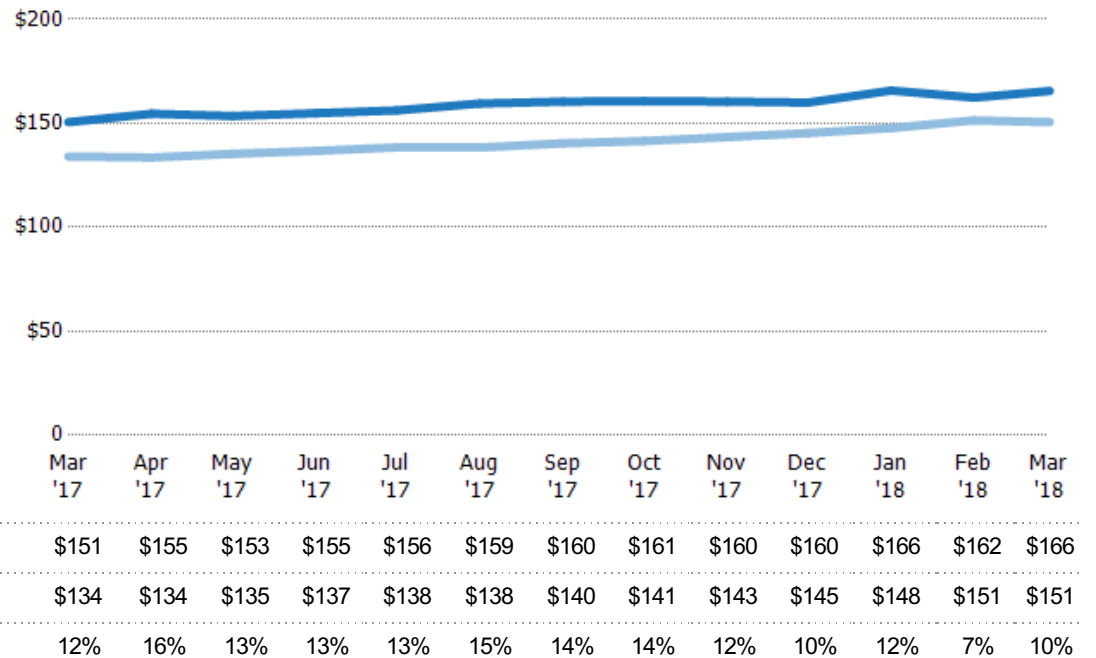
## Average Listing Price per Sq Ft

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.
Mar '18	\$166	10%
Mar '17	\$151	12.3%
Mar '16	\$134	-6.6%

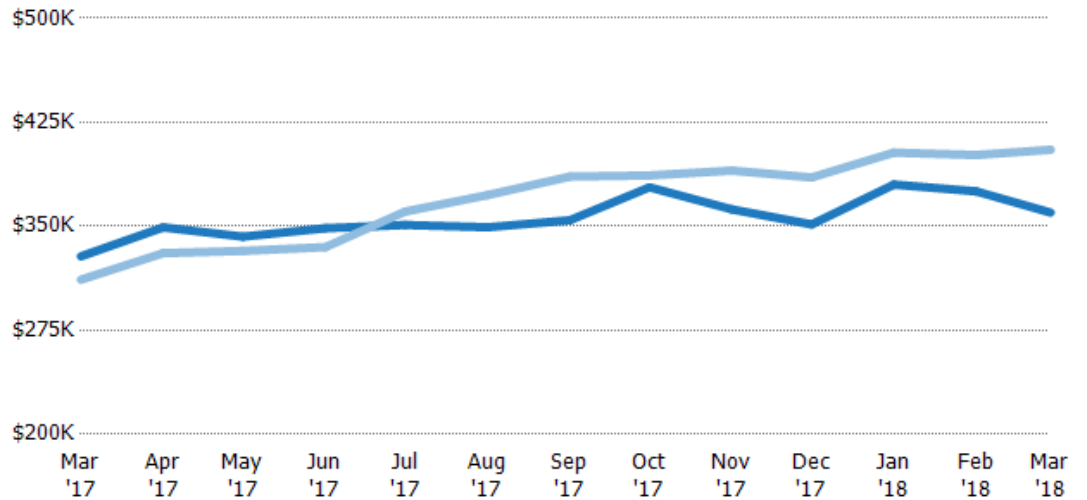


## Average Listing Price vs Average Est Value

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

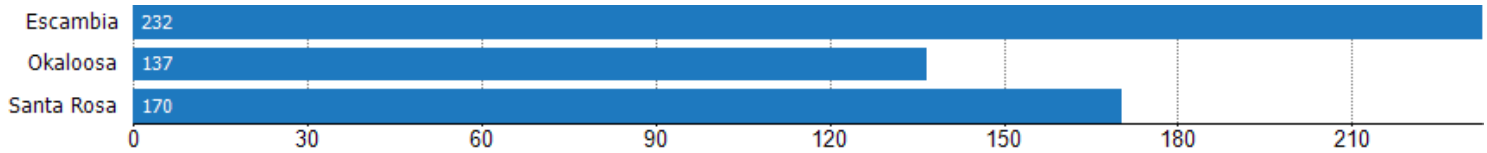


Avg Est Value	\$328K	\$349K	\$343K	\$349K	\$351K	\$349K	\$354K	\$378K	\$362K	\$351K	\$380K	\$375K	\$360K
Avg Listing Price	\$311K	\$331K	\$332K	\$335K	\$361K	\$372K	\$386K	\$387K	\$390K	\$385K	\$403K	\$401K	\$405K
Avg Listing Price as a % of Avg Est Value	95%	95%	97%	96%	103%	107%	109%	102%	108%	110%	106%	107%	113%

## Average Days in RPR (By County)

The average number of days between when residential properties are first displayed as active listings in RPR and when accepted offers have been noted in RPR by county.

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



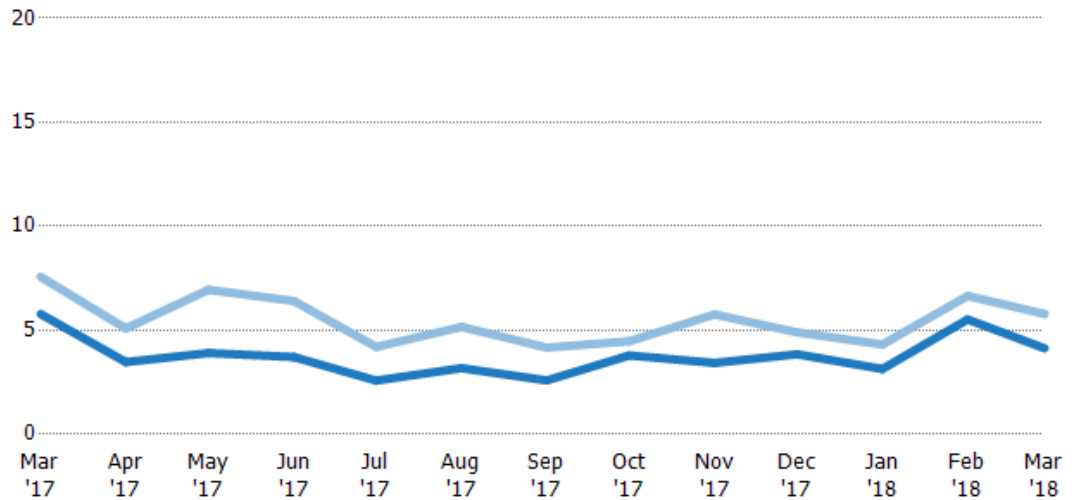
## Months of Inventory

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.
Mar '18	4.13	-28.5%
Mar '17	5.78	-23.6%
Mar '16	7.57	86.2%



Current Year	5.78	3.47	3.9	3.72	2.58	3.18	2.59	3.79	3.43	3.85	3.14	5.52	4.13
Prior Year	7.57	5.09	6.95	6.41	4.2	5.16	4.17	4.47	5.76	4.9	4.32	6.65	5.78
Percent Change from Prior Year	-24%	-32%	-44%	-42%	-39%	-38%	-38%	-15%	-40%	-22%	-27%	-17%	-29%

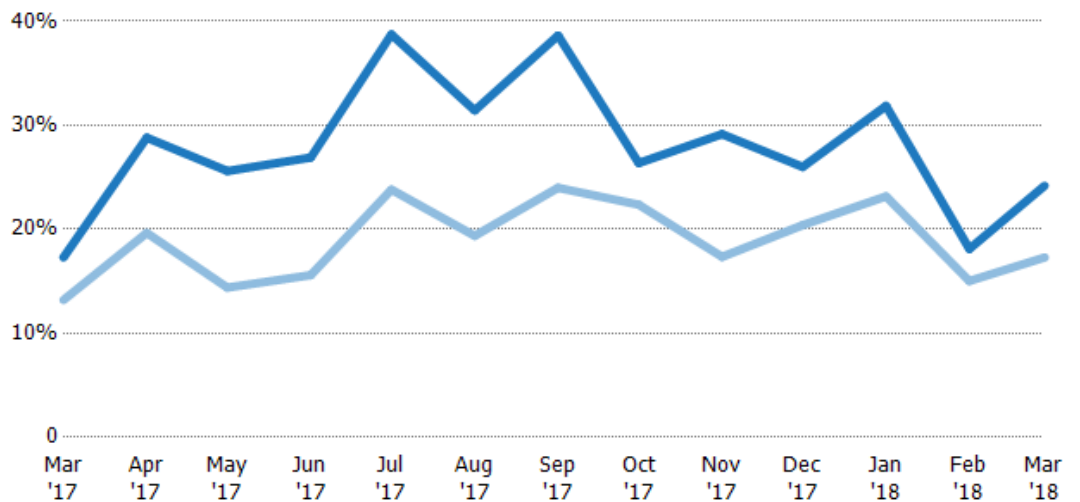
## Absorption Rate

The percentage of inventory sold per month.

### Filters Used

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

Month/ Year	Rate	Chg.
Mar '18	24%	-6.9%
Mar '17	17%	-4.1%
Mar '16	13%	-46.3%

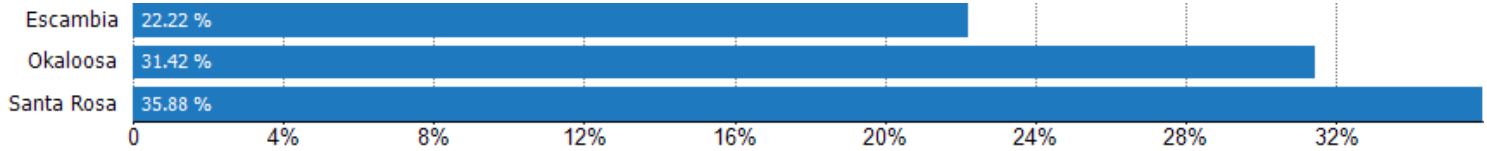


Current Year	17%	29%	26%	27%	39%	31%	39%	26%	29%	26%	32%	18%	24%
Prior Year	13%	20%	14%	16%	24%	19%	24%	22%	17%	20%	23%	15%	17%
Change from Prior Year	-4%	-9%	-11%	-11%	-15%	-12%	-15%	-4%	-12%	-6%	-9%	-3%	-7%

## 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



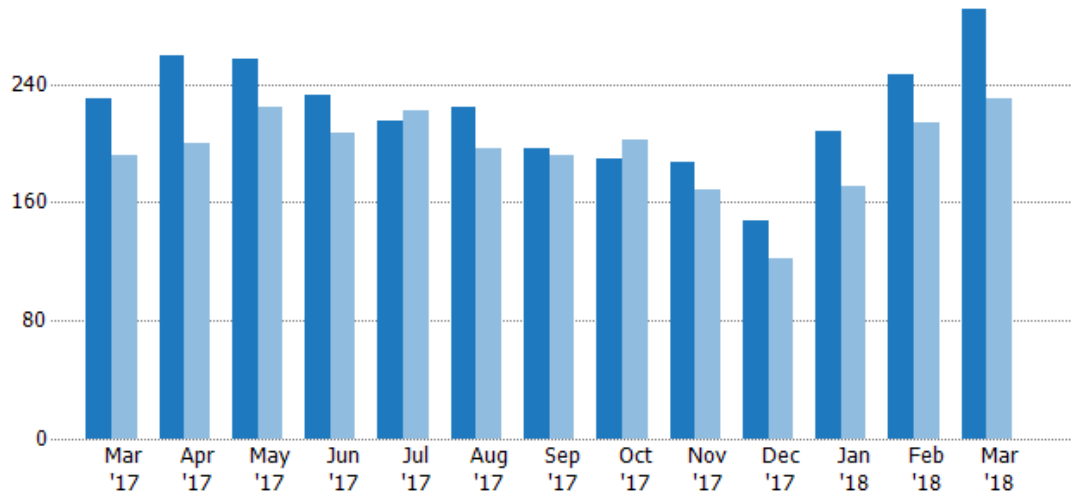
## Pending Sales

The number of single-family, condominium and townhome 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.
Mar '18	291	26.5%
Mar '17	230	19.8%
Mar '16	192	-14.6%



Current Year	230	259	257	232	215	224	197	189	187	147	208	247	291
Prior Year	192	200	224	207	222	196	192	202	169	122	171	214	230
Percent Change from Prior Year	20%	30%	15%	12%	-3%	14%	3%	-6%	11%	20%	22%	15%	27%

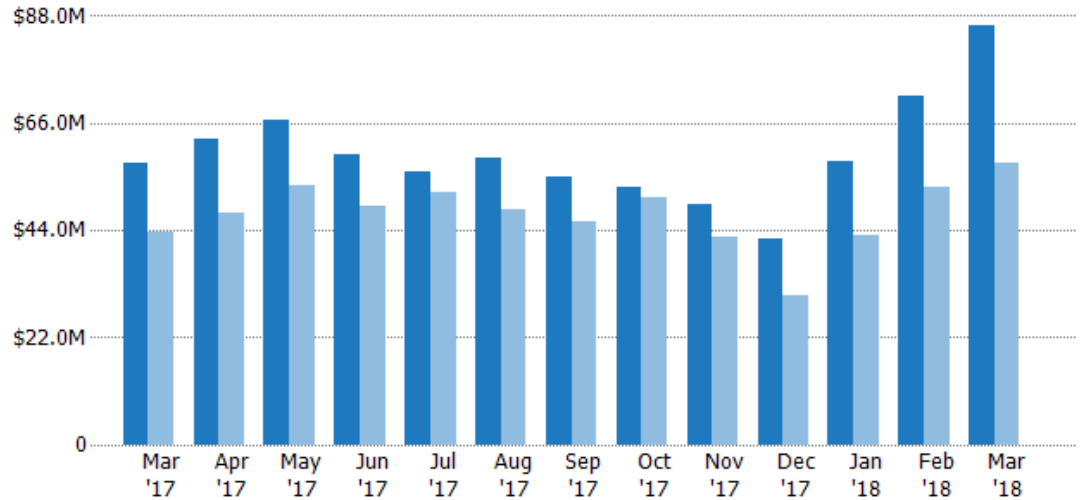
## Pending Sales Volume

The sum of the sales price of single-family, condominium and townhome 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.
Mar '18	\$86.1M	49%
Mar '17	\$57.8M	32.2%
Mar '16	\$43.7M	-18.7%



Current Year	\$57.8M	\$62.7M	\$66.6M	\$59.5M	\$56M	\$58.7M	\$55.1M	\$52.9M	\$49.4M	\$42.3M	\$58.2M	\$71.5M	\$86.1M
Prior Year	\$43.7M	\$47.7M	\$53.1M	\$49.2M	\$51.9M	\$48.3M	\$45.9M	\$50.6M	\$42.6M	\$30.6M	\$42.8M	\$52.8M	\$57.8M
Percent Change from Prior Year	32%	31%	25%	21%	8%	22%	20%	4%	16%	39%	36%	35%	49%

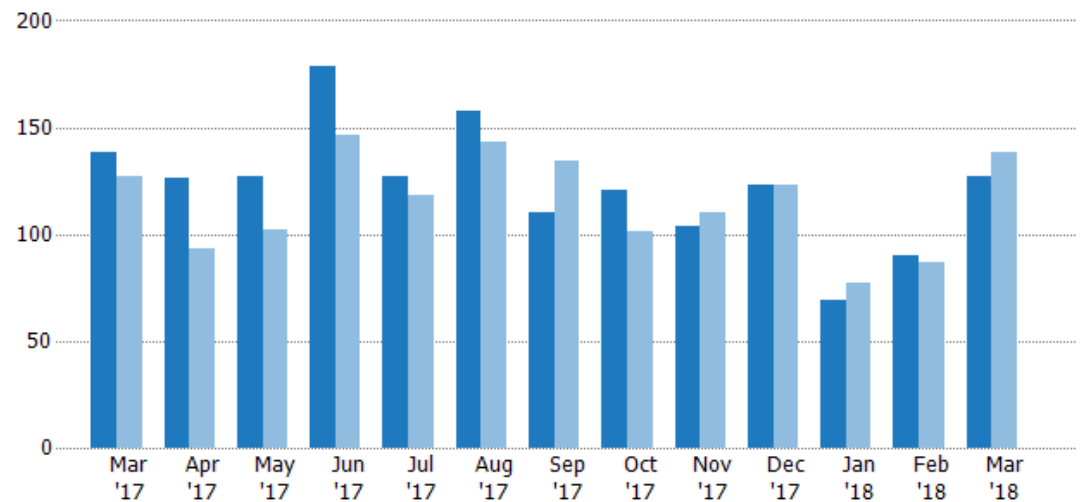
## Closed Sales

The total number of single-family, condominium and townhome properties sold each month.

### Filters Used

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

Month/ Year	Count	% Chg.
Mar '18	127	-8%
Mar '17	138	8.7%
Mar '16	127	-17.3%



Current Year	138	126	127	179	127	158	110	121	104	123	69	90	127
Prior Year	127	93	102	146	118	143	134	101	110	123	77	87	138
Percent Change from Prior Year	9%	35%	25%	23%	8%	10%	-18%	20%	-5%	0%	-10%	3%	-8%



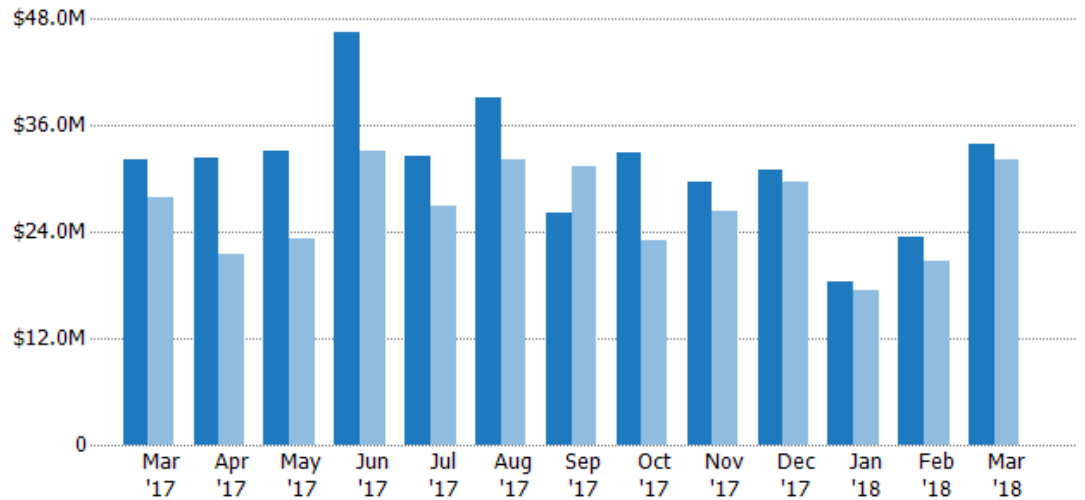
## Closed Sales Volume

The sum of the sales price of single-family, condominium and townhome properties sold each month.

### Filters Used

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

Month/ Year	Volume	% Chg.
Mar '18	\$34M	5.9%
Mar '17	\$32.1M	15.1%
Mar '16	\$27.9M	-25.4%



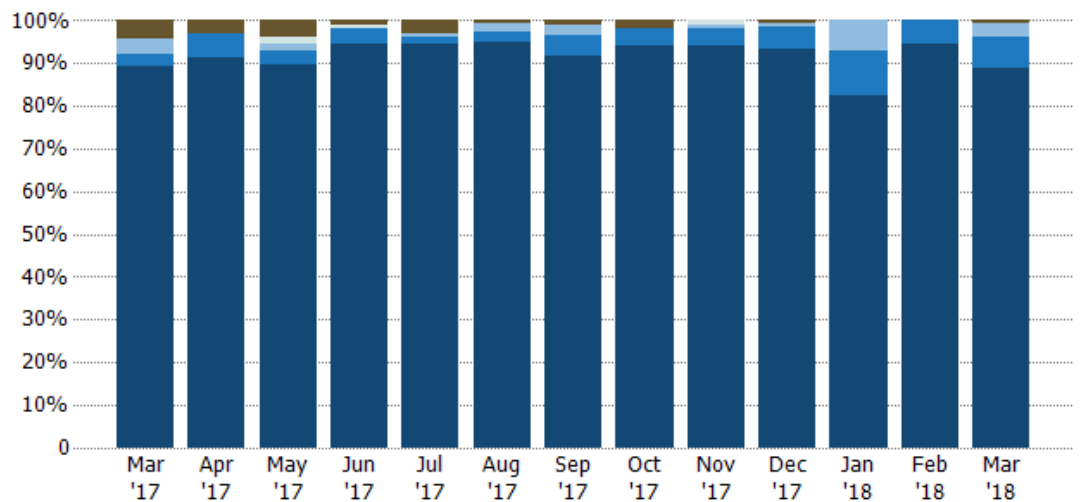
Current Year	\$32.1M	\$32.4M	\$33.2M	\$46.6M	\$32.5M	\$39.1M	\$26.1M	\$32.9M	\$29.6M	\$31M	\$18.4M	\$23.5M	\$34M
Prior Year	\$27.9M	\$21.5M	\$23.2M	\$33.1M	\$27M	\$32.2M	\$31.3M	\$23M	\$26.4M	\$29.7M	\$17.5M	\$20.8M	\$32.1M
Percent Change from Prior Year	15%	51%	43%	41%	20%	22%	-17%	43%	12%	4%	5%	13%	6%

## Closed Sales by Property Type

The percentage of single-family, condominium and townhome properties sold each month by property type.

### Filters Used

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

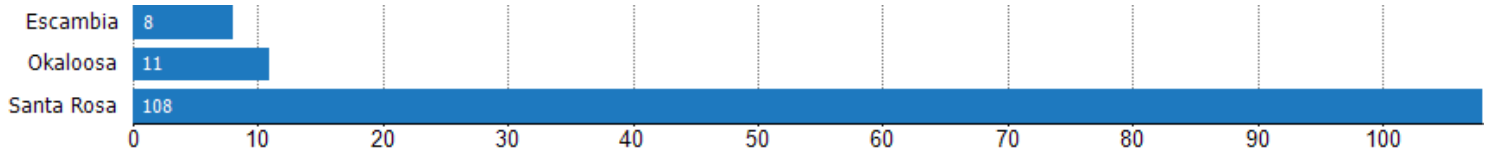


Other	4%	3%	4%	1%	3%	1%	1%	2%	-	1%	-	-	1%
Lot/Land	-	-	2%	1%	-	-	-	-	1%	-	-	-	-
Mobile/Manufactured	4%	-	2%	-	1%	2%	3%	-	1%	1%	7%	-	3%
Condo/Townhouse	3%	6%	3%	4%	2%	3%	5%	4%	4%	5%	10%	6%	7%
Single Family Residence	89%	91%	90%	94%	94%	95%	92%	94%	94%	93%	83%	94%	89%

## Closed Sales (By County)

The total number of single-family, condominium and townhome properties sold during the last month by county.

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

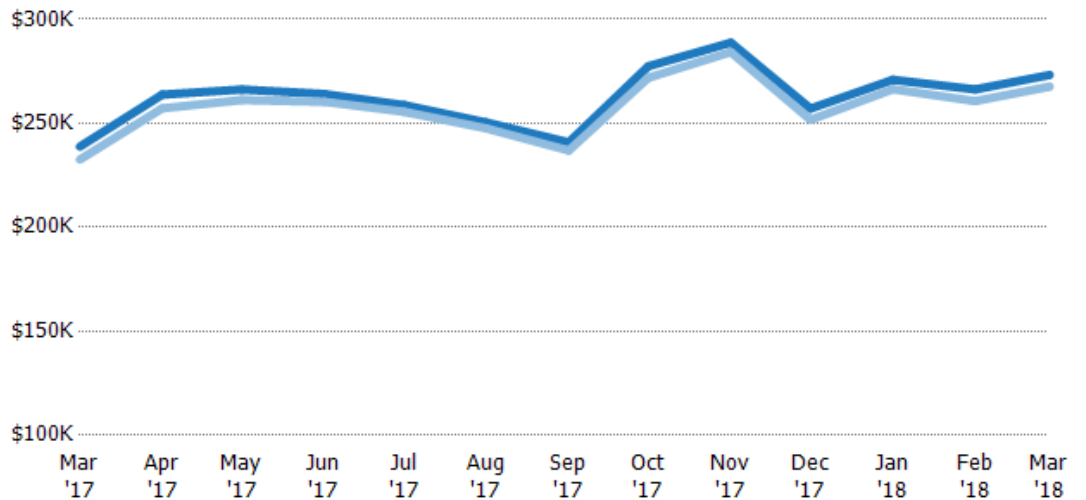


## Average Sales Price vs Average Listing Price

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



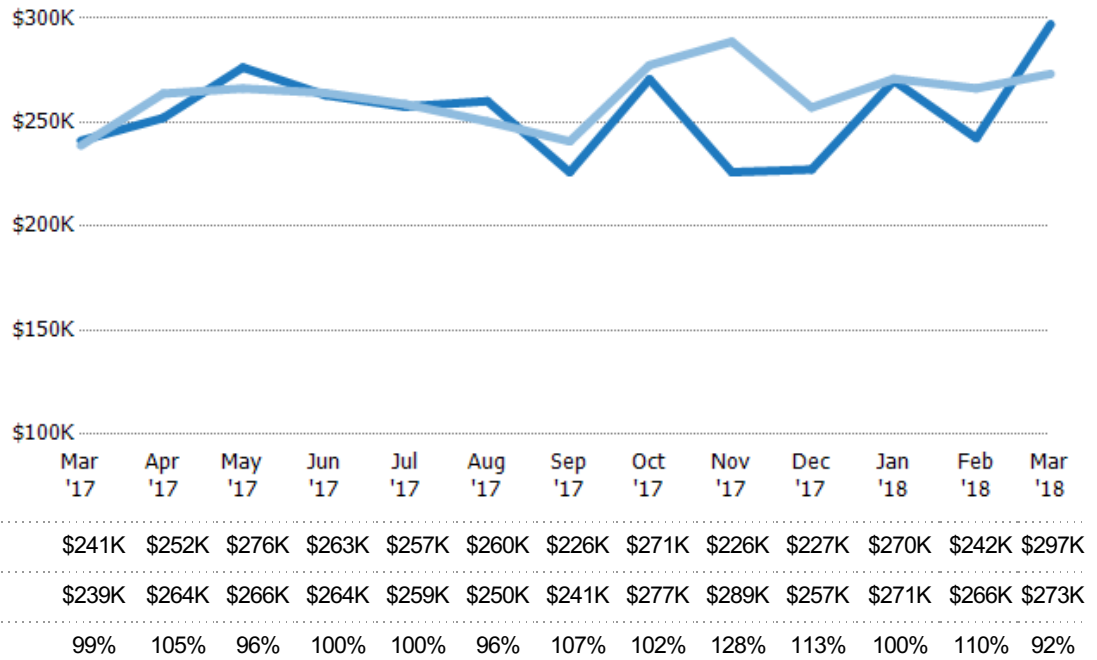
	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18
Avg List Price	\$239K	\$264K	\$266K	\$264K	\$259K	\$250K	\$241K	\$277K	\$289K	\$257K	\$271K	\$266K	\$273K
Avg Sales Price	\$233K	\$257K	\$261K	\$260K	\$256K	\$248K	\$237K	\$272K	\$284K	\$252K	\$266K	\$261K	\$268K
Avg Sales Price as a % of Avg List Price	97%	97%	98%	99%	99%	99%	98%	98%	98%	98%	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



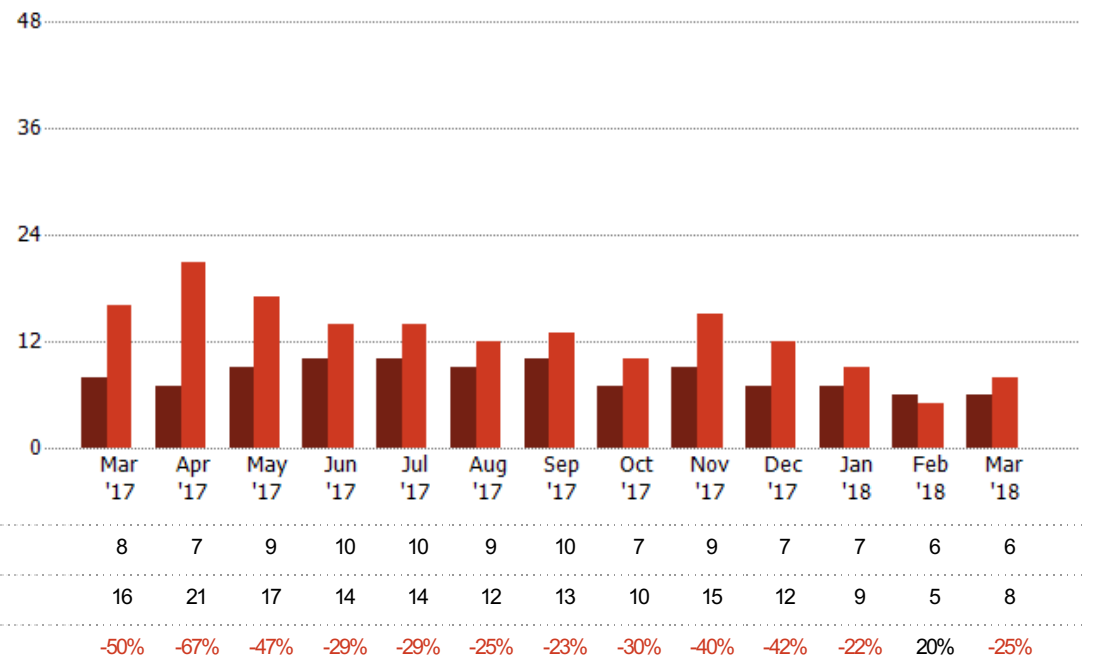
## Distressed Listings

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

### Filters Used

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

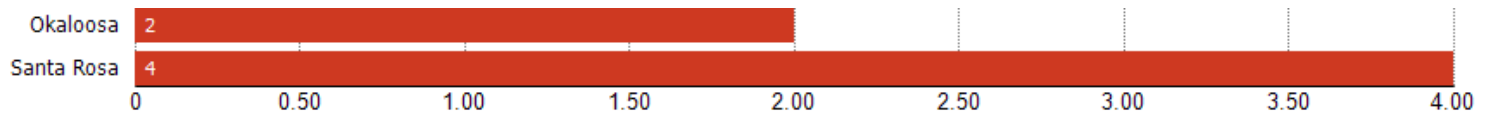
Month/ Year	Count	% Chg.
Mar '18	6	-25%
Mar '17	8	-50%
Mar '16	16	193.8%



## 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:** 04/06/2018

**Scheduled:** Yes

**Report Date Range:** From 3/2017 To: 3/2018

## 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 3/2018 data

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