

MARKET DATA REPORT

# Monthly Market Data Report



## Report Characteristics

**Report Name:**  
Monthly Market Data Report

**Report Date Range:**  
11/2015 – 11/2016

**Filters Used:**  
Location

**Avg/Med:** Avg Only

**Include Metrics By:** County

**Run Date:** 12/06/2016

**Scheduled:** Yes

Presented by

**Navarre Area Board of REALTORS®  
INC**

(850) 939-3870

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

1917 Navarre School Road  
Navarre, FL 32566

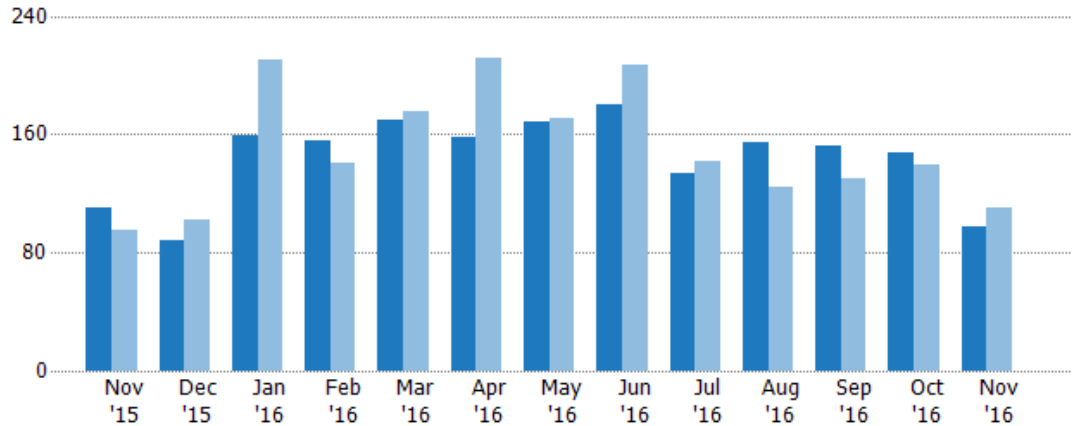
## New Listings

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.
Nov '16	98	-10.9%
Nov '15	110	15.8%
Nov '14	95	-1.1%



Current Year	110	88	159	156	170	158	169	180	134	154	152	147	98
Prior Year	95	102	210	141	176	212	171	207	142	124	130	140	110
Percent Change from Prior Year	16%	-14%	-24%	11%	-3%	-25%	-1%	-13%	-6%	24%	17%	5%	-11%

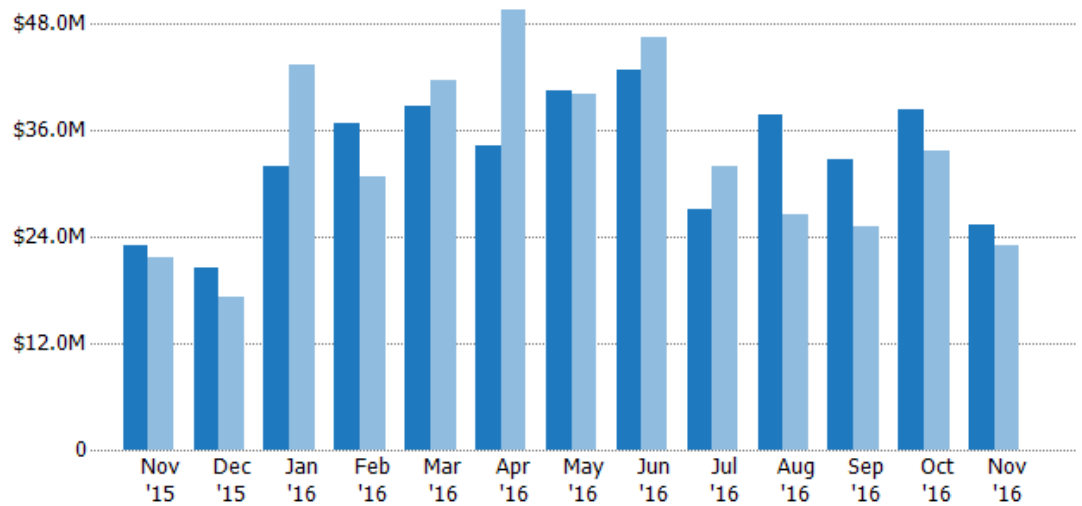
## New Listing Volume

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.
Nov '16	\$25.3M	10%
Nov '15	\$23M	6.6%
Nov '14	\$21.6M	.8%



Current Year	\$23M	\$20.4M	\$32M	\$36.8M	\$38.7M	\$34.3M	\$40.5M	\$42.7M	\$27.1M	\$37.8M	\$32.7M	\$38.4M	\$25.3M
Prior Year	\$21.6M	\$17.3M	\$43.5M	\$30.8M	\$41.6M	\$49.6M	\$40.1M	\$46.5M	\$31.9M	\$26.5M	\$25.1M	\$33.7M	\$23M
Percent Change from Prior Year	7%	18%	-26%	20%	-7%	-31%	1%	-8%	-15%	43%	30%	14%	10%

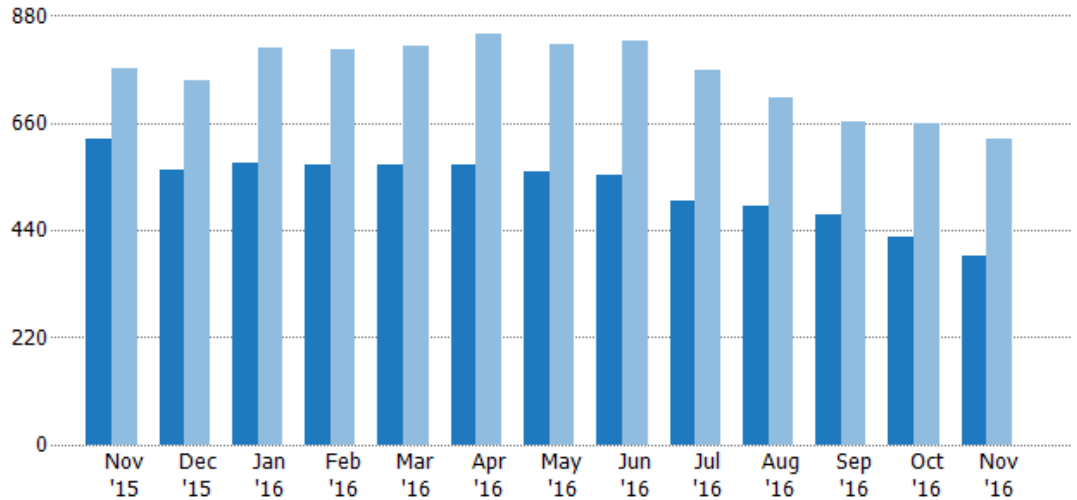
## Active Listings

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.
Nov '16	387	-38.3%
Nov '15	627	-18.8%
Nov '14	772	.3%



Current Year	627	565	578	574	573	573	560	553	501	491	473	428	387
Prior Year	772	749	815	812	819	844	821	829	770	713	662	660	627
Percent Change from Prior Year	-19%	-25%	-29%	-29%	-30%	-32%	-32%	-33%	-35%	-31%	-29%	-35%	-38%

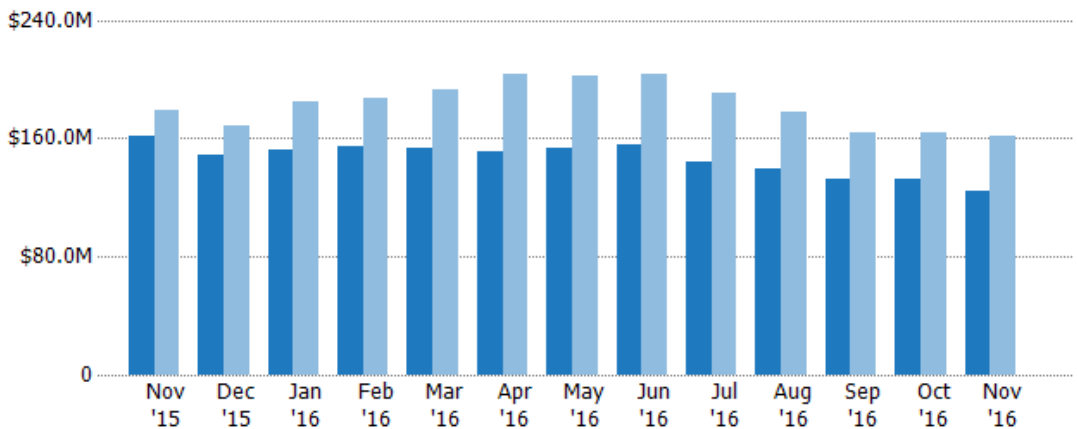
## Active Listing Volume

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.
Nov '16	\$125M	-22.7%
Nov '15	\$161M	-9.9%
Nov '14	\$179M	-2.8%



Current Year	\$161M	\$149M	\$152M	\$154M	\$154M	\$151M	\$153M	\$155M	\$144M	\$140M	\$132M	\$132M	\$125M
Prior Year	\$179M	\$168M	\$185M	\$187M	\$193M	\$203M	\$202M	\$203M	\$191M	\$178M	\$164M	\$164M	\$161M
Percent Change from Prior Year	-10%	-11%	-18%	-18%	-20%	-26%	-24%	-24%	-25%	-21%	-19%	-20%	-23%

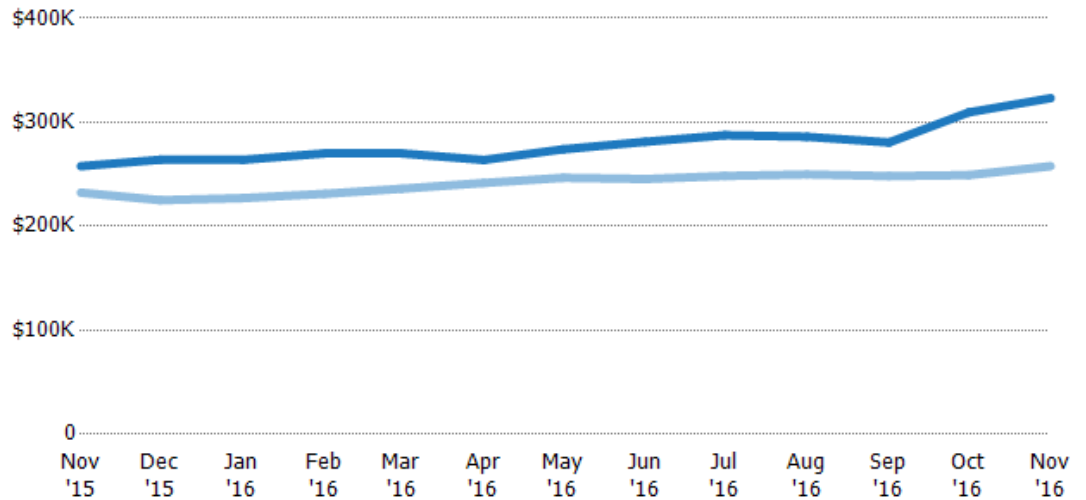
## Average Listing Price

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.
Nov '16	\$323K	25.4%
Nov '15	\$258K	10.9%
Nov '14	\$232K	-2.9%



Current Year	\$258K	\$264K	\$264K	\$270K	\$270K	\$264K	\$274K	\$281K	\$288K	\$286K	\$281K	\$309K	\$323K
Prior Year	\$232K	\$225K	\$227K	\$231K	\$236K	\$242K	\$247K	\$245K	\$248K	\$250K	\$248K	\$249K	\$258K
Percent Change from Prior Year	11%	17%	16%	17%	14%	9%	11%	15%	16%	14%	13%	24%	25%

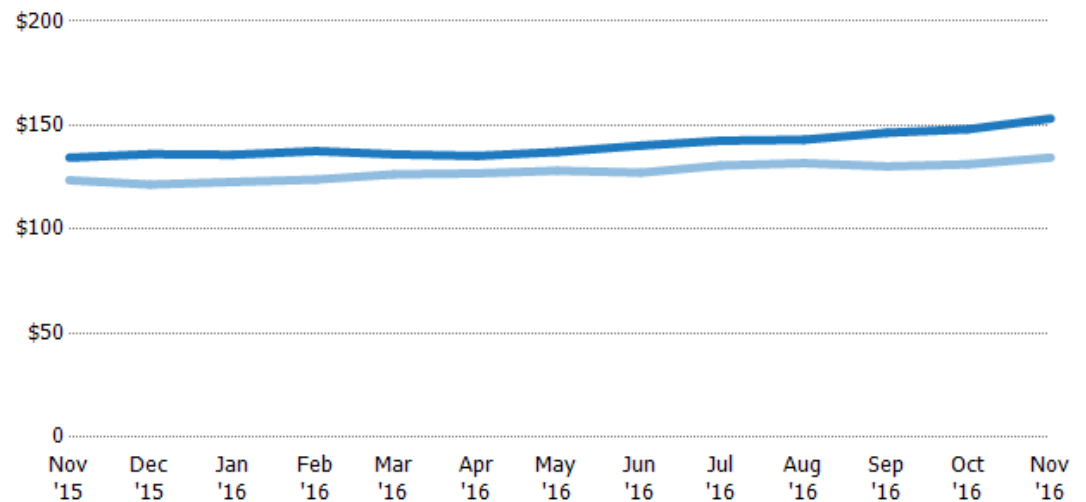
## Average Listing Price per Sq Ft

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.
Nov '16	\$153	13.9%
Nov '15	\$134	8.8%
Nov '14	\$124	-2.9%



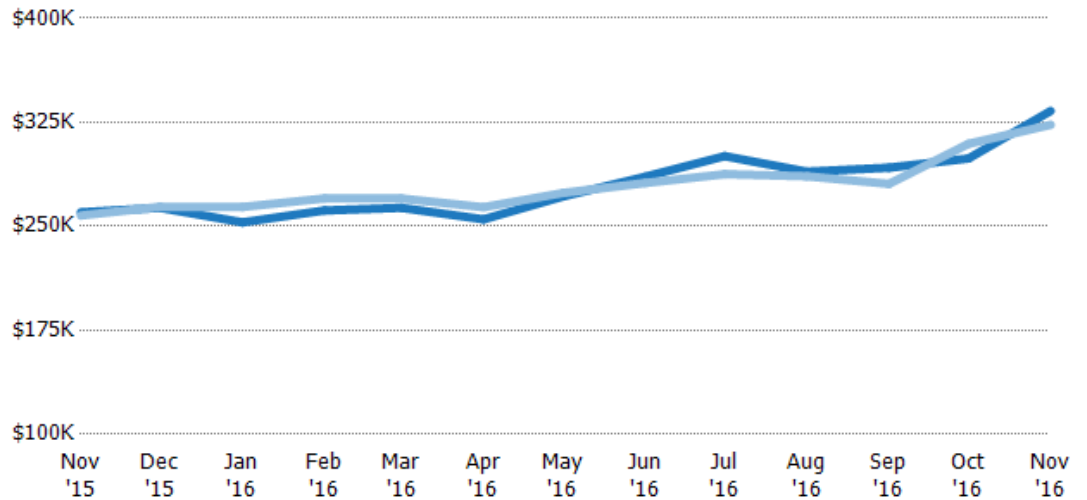
Current Year	\$134	\$136	\$136	\$138	\$136	\$135	\$137	\$140	\$143	\$143	\$146	\$148	\$153
Prior Year	\$124	\$122	\$123	\$124	\$126	\$127	\$128	\$127	\$131	\$132	\$130	\$131	\$134
Percent Change from Prior Year	9%	12%	11%	11%	8%	7%	7%	10%	9%	9%	12%	13%	14%

## 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	\$260K	\$263K	\$253K	\$261K	\$263K	\$255K	\$272K	\$286K	\$301K	\$289K	\$292K	\$299K	\$333K
Avg Listing Price	\$258K	\$264K	\$264K	\$270K	\$270K	\$264K	\$274K	\$281K	\$288K	\$286K	\$281K	\$309K	\$323K
Avg Listing Price as a % of Avg Est Value	99%	100%	104%	103%	103%	103%	101%	98%	96%	99%	96%	104%	97%

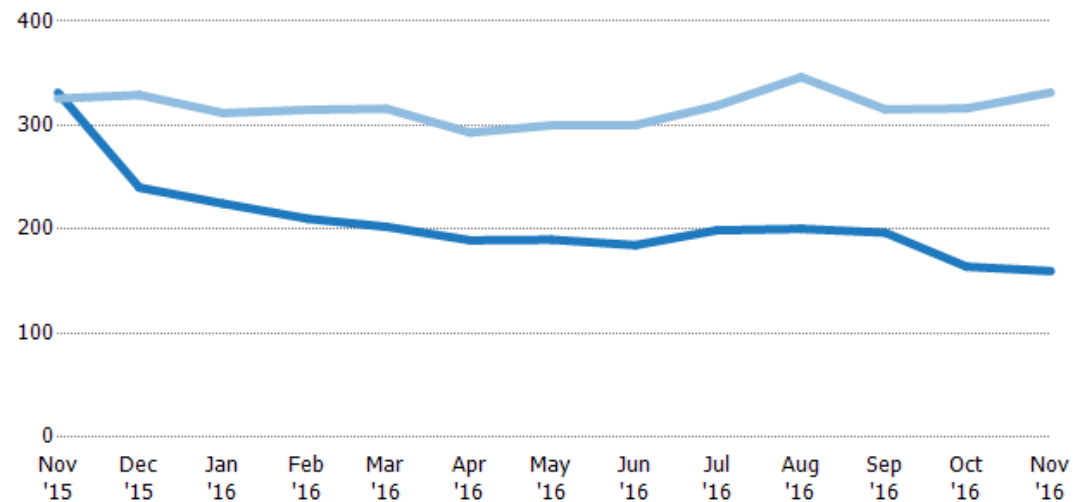
## Average Days in RPR

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.

### Filters Used

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

Month/ Year	Days	% Chg.
Nov '16	160	-51.8%
Nov '15	331	1.7%
Nov '14	326	11.2%

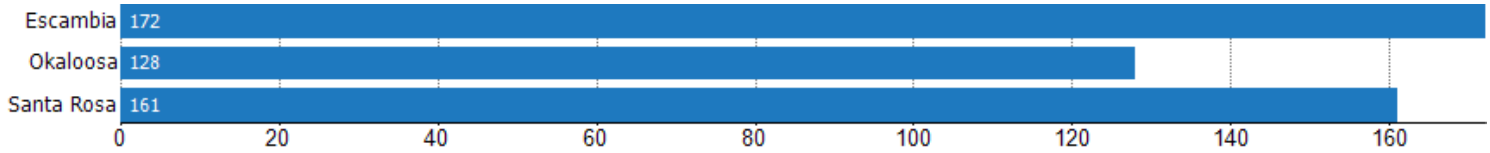


Current Year	331	240	225	210	202	189	190	185	199	200	197	164	160
Prior Year	326	329	312	315	316	293	300	300	319	346	315	316	331
Percent Change from Prior Year	2%	-27%	-28%	-33%	-36%	-35%	-37%	-38%	-38%	-42%	-38%	-48%	-52%

## 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



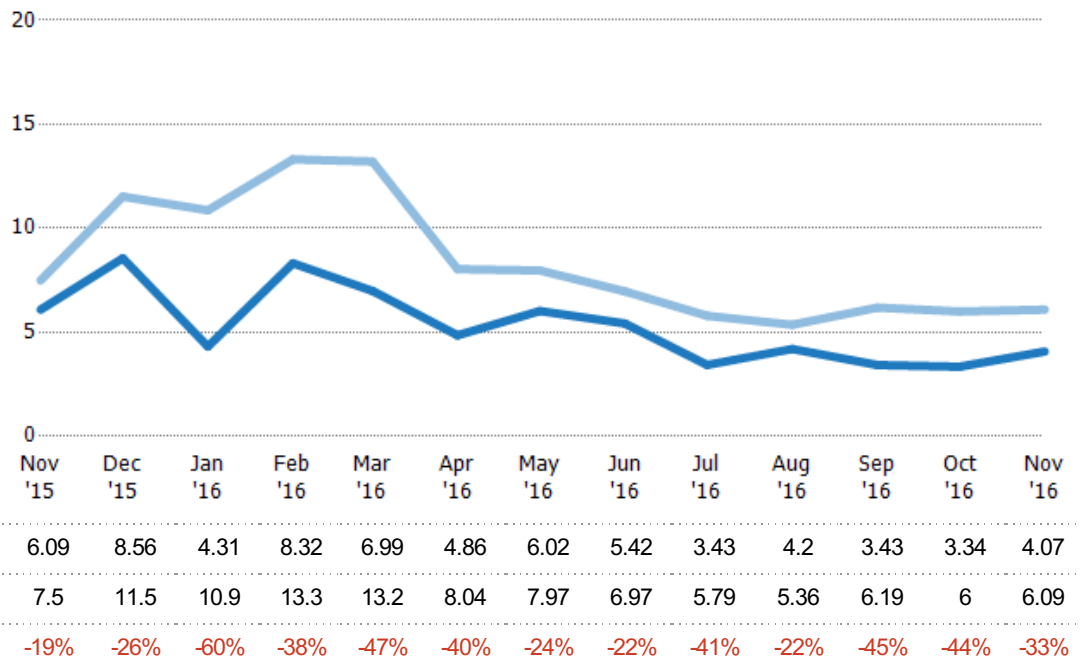
## Months of Inventory

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.
Nov '16	4.07	-33.1%
Nov '15	6.09	-18.8%
Nov '14	7.5	78%



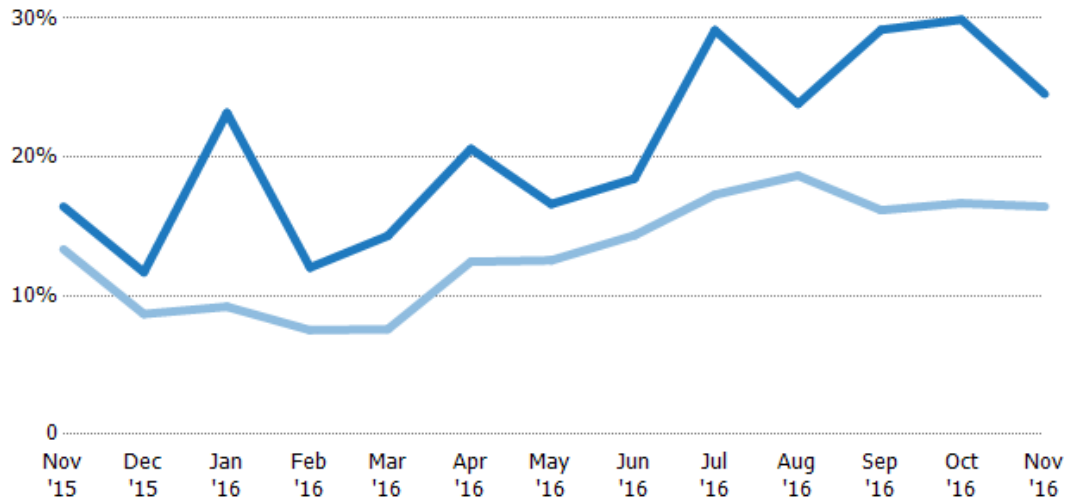
## Absorption Rate

The percentage of inventory sold per month.

### Filters Used

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

Month/ Year	Rate	Chg.
Nov '16	25%	-8.1%
Nov '15	16%	-3.1%
Nov '14	13%	-43.9%

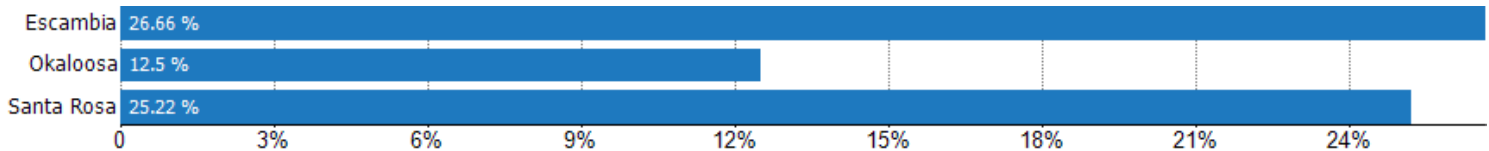


Current Year	16%	12%	23%	12%	14%	21%	17%	18%	29%	24%	29%	30%	25%
Prior Year	13%	9%	9%	8%	8%	12%	13%	14%	17%	19%	16%	17%	16%
Change from Prior Year	-3%	-3%	-14%	-5%	-7%	-8%	-4%	-4%	-12%	-5%	-13%	-13%	-8%

## 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



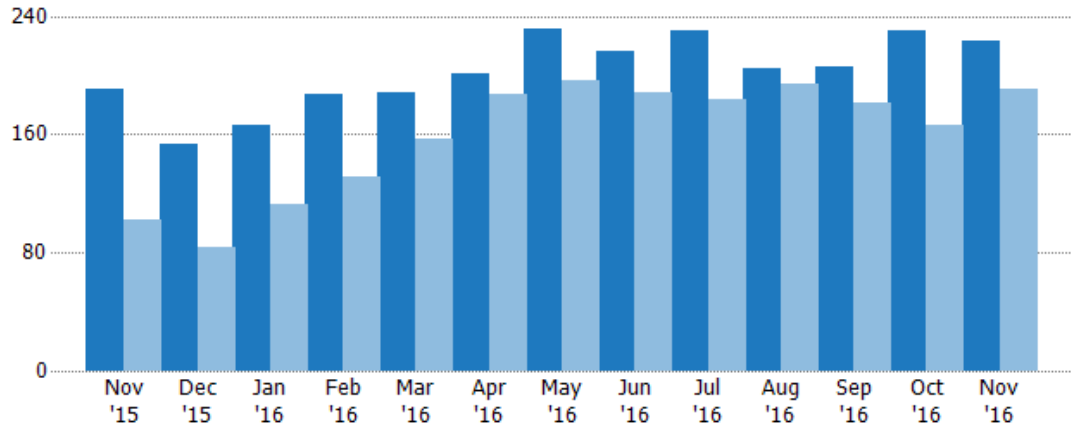
## Pending Sales

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.
Nov '16	223	16.8%
Nov '15	191	87.3%
Nov '14	102	



Current Year	191	153	166	187	188	201	231	216	230	205	206	230	223
Prior Year	102	84	113	131	157	187	196	188	184	194	181	166	191
Percent Change from Prior Year	87%	82%	47%	43%	20%	7%	18%	15%	25%	6%	14%	39%	17%

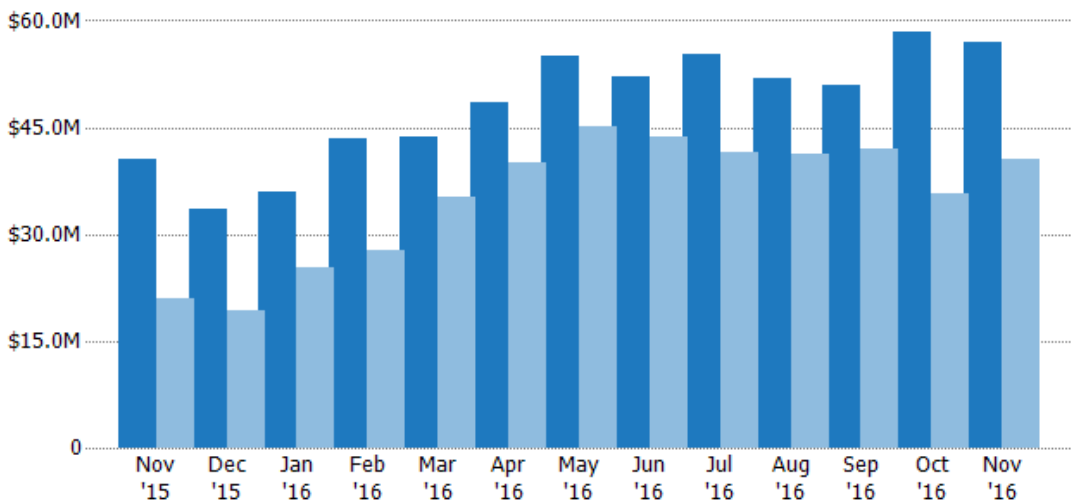
## Pending Sales Volume

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.
Nov '16	\$56.9M	40.5%
Nov '15	\$40.5M	92.9%
Nov '14	\$21M	



Current Year	\$40.5M	\$33.5M	\$35.8M	\$43.5M	\$43.7M	\$48.4M	\$55.1M	\$52.1M	\$55.2M	\$52M	\$50.9M	\$58.4M	\$56.9M
Prior Year	\$21M	\$19.4M	\$25.2M	\$27.7M	\$35.1M	\$40.1M	\$45.2M	\$43.7M	\$41.5M	\$41.3M	\$42M	\$35.6M	\$40.5M
Percent Change from Prior Year	93%	73%	42%	57%	24%	21%	22%	19%	33%	26%	21%	64%	40%



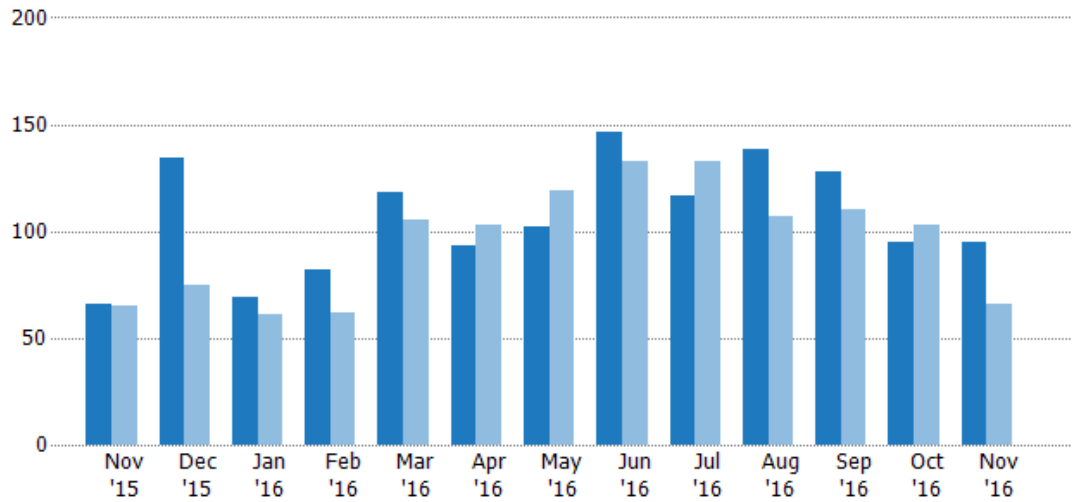
## Closed Sales

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.
Nov '16	95	43.9%
Nov '15	66	1.5%
Nov '14	65	4.6%



Current Year	66	134	69	82	118	93	102	146	117	138	128	95	95
Prior Year	65	75	61	62	105	103	119	133	133	107	110	103	66
Percent Change from Prior Year	2%	79%	13%	32%	12%	-10%	-14%	10%	-12%	29%	16%	-8%	44%

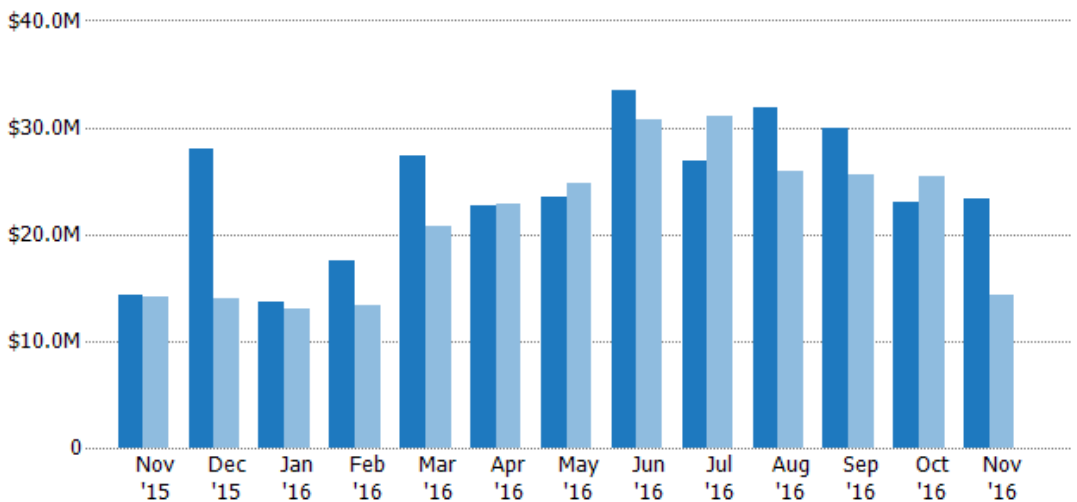
## Closed Sales Volume

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.
Nov '16	\$23.3M	62.6%
Nov '15	\$14.4M	1.3%
Nov '14	\$14.2M	1.2%



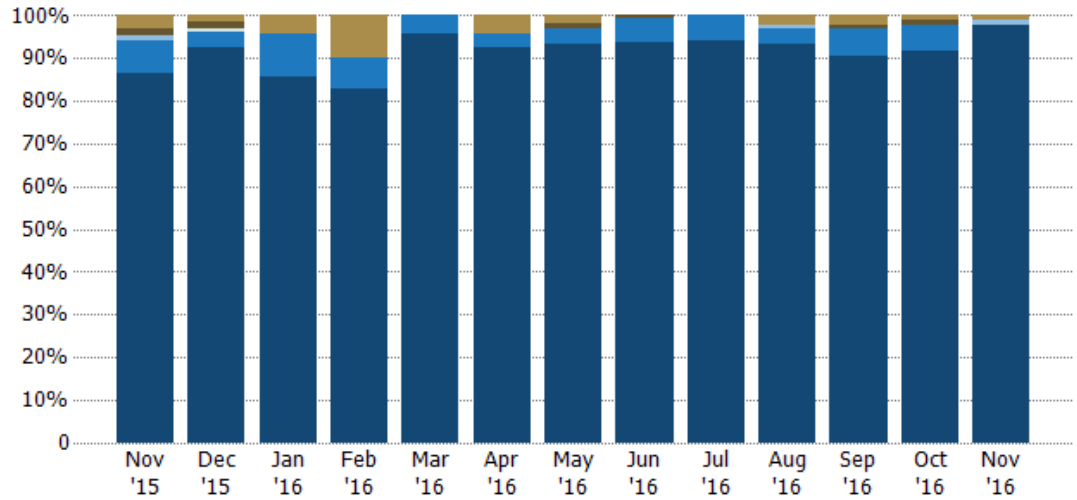
Current Year	\$14.4M	\$27.9M	\$13.7M	\$17.5M	\$27.4M	\$22.6M	\$23.5M	\$33.4M	\$26.8M	\$31.8M	\$29.9M	\$23M	\$23.3M
Prior Year	\$14.2M	\$14M	\$13.1M	\$13.4M	\$20.8M	\$22.8M	\$24.8M	\$30.7M	\$31.1M	\$25.9M	\$25.5M	\$25.4M	\$14.4M
Percent Change from Prior Year	1%	99%	5%	31%	32%	-1%	-5%	9%	-14%	23%	17%	-10%	63%

## 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

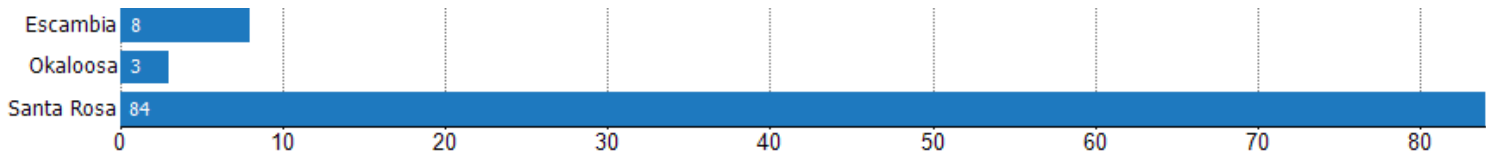


Other	3%	1%	4%	10%	-	4%	2%	-	-	2%	2%	1%	1%
Lot/Land	2%	1%	-	-	-	-	1%	1%	-	-	1%	1%	-
Multifamily/Multiplex	-	1%	-	-	-	-	-	-	-	-	-	-	-
Mobile/Manufactured	2%	-	-	-	-	-	-	-	-	1%	-	-	1%
Condo/Townhouse	8%	4%	10%	7%	4%	3%	4%	5%	6%	4%	6%	6%	-
Single Family Residence	86%	93%	86%	83%	96%	92%	93%	94%	94%	93%	91%	92%	98%

## 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

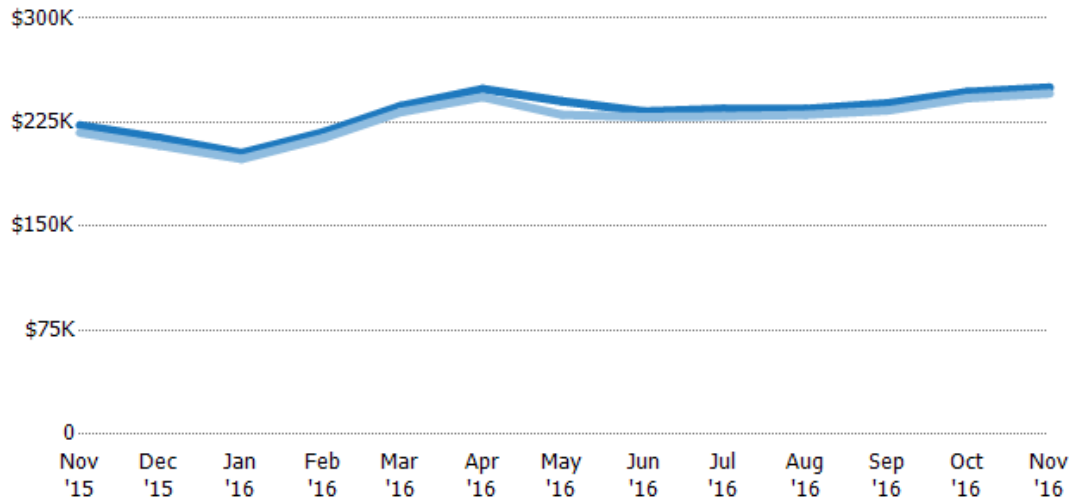


## Average Sales Price vs Average Listing Price

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



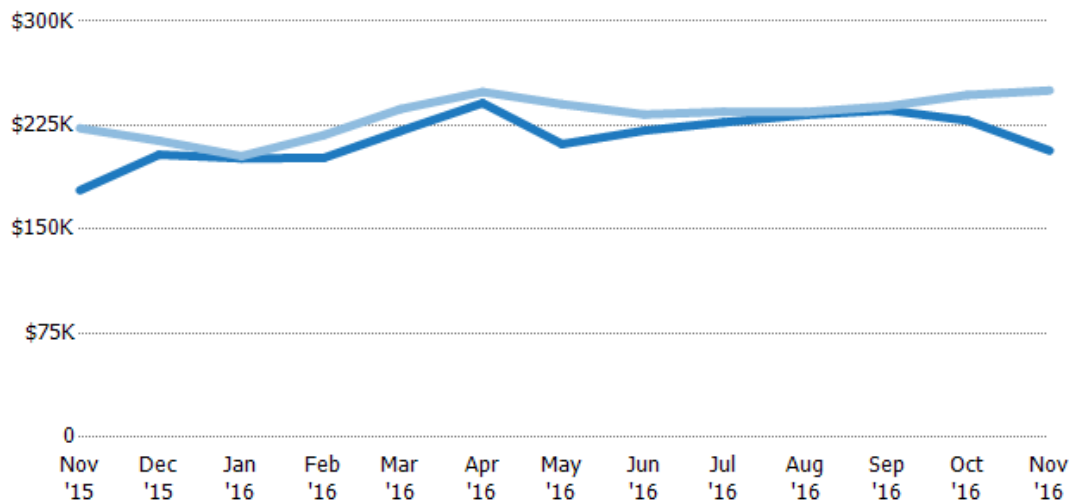
Avg List Price	\$223K	\$214K	\$203K	\$218K	\$237K	\$249K	\$240K	\$233K	\$235K	\$235K	\$239K	\$247K	\$250K
Avg Sales Price	\$218K	\$208K	\$199K	\$214K	\$232K	\$243K	\$230K	\$229K	\$229K	\$230K	\$234K	\$242K	\$246K
Avg Sales Price as a % of Avg List Price	98%	97%	98%	98%	98%	98%	96%	98%	98%	98%	98%	98%	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



Avg Est Value	\$178K	\$204K	\$201K	\$201K	\$221K	\$241K	\$211K	\$221K	\$227K	\$232K	\$236K	\$228K	\$207K
Avg Sales Price	\$223K	\$214K	\$203K	\$218K	\$237K	\$249K	\$240K	\$233K	\$235K	\$235K	\$239K	\$247K	\$250K
Avg Sales Price as a % of Avg Est Value	125%	105%	101%	108%	107%	103%	114%	105%	103%	101%	101%	108%	121%

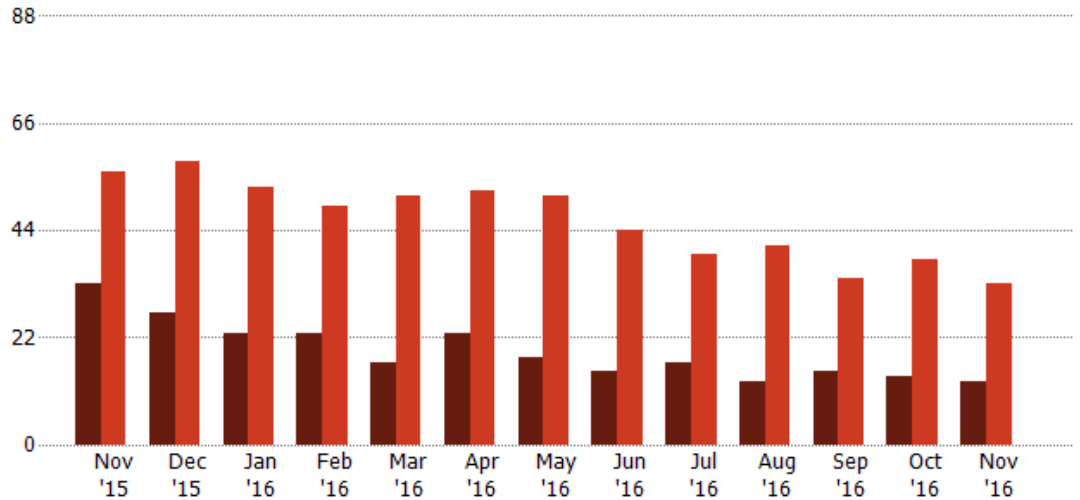
## Distressed Listings

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.
Nov '16	13	-60.6%
Nov '15	33	-41.1%
Nov '14	56	57.1%

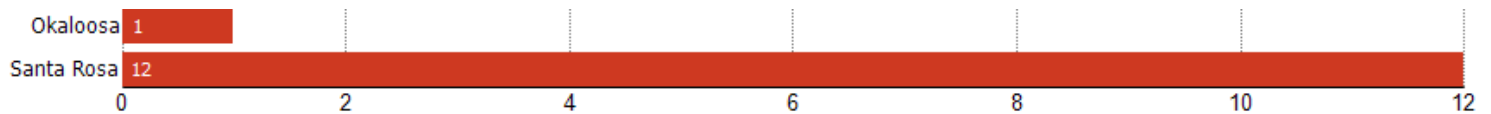


Current Year	33	27	23	23	17	23	18	15	17	13	15	14	13
Prior Year	56	58	53	49	51	52	51	44	39	41	34	38	33
Percent Change from Prior Year	-41%	-53%	-57%	-53%	-67%	-56%	-65%	-66%	-56%	-68%	-56%	-63%	-61%

## 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:** 12/06/2016

**Scheduled:** Yes

**Report Date Range:** From 11/2015 To: 11/2016

### Information Included

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

### 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
- ☒ Average 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 11/2016 data

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