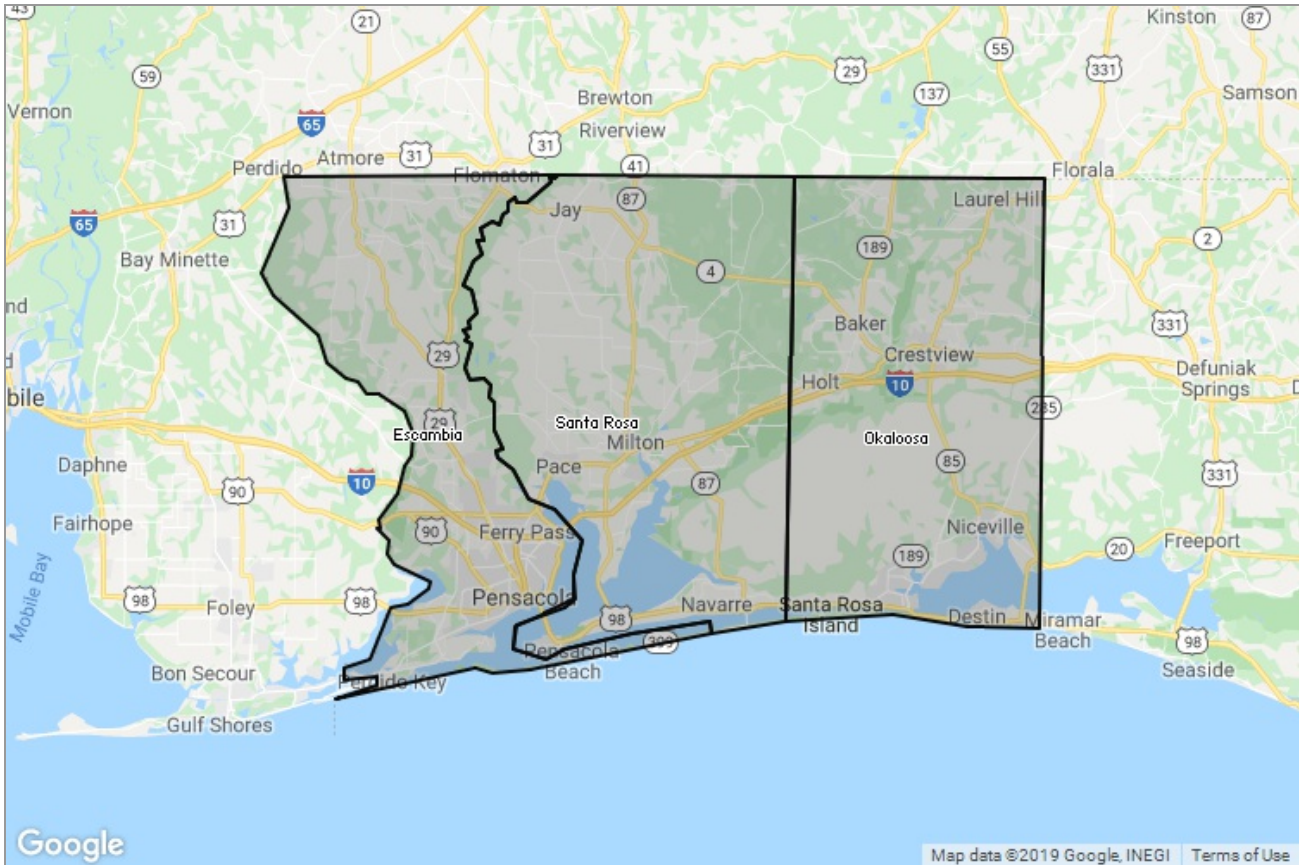


MARKET DATA REPORT

# Monthly Market Data Report



## Report Characteristics

**Report Name:**  
Monthly Market Data Report

**Report Date Range:**  
10/2018 – 10/2019

**Filters Used:**  
Location

**Avg/Med:** Avg Only

**Include Metrics By:** County

**Run Date:** 11/06/2019

**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

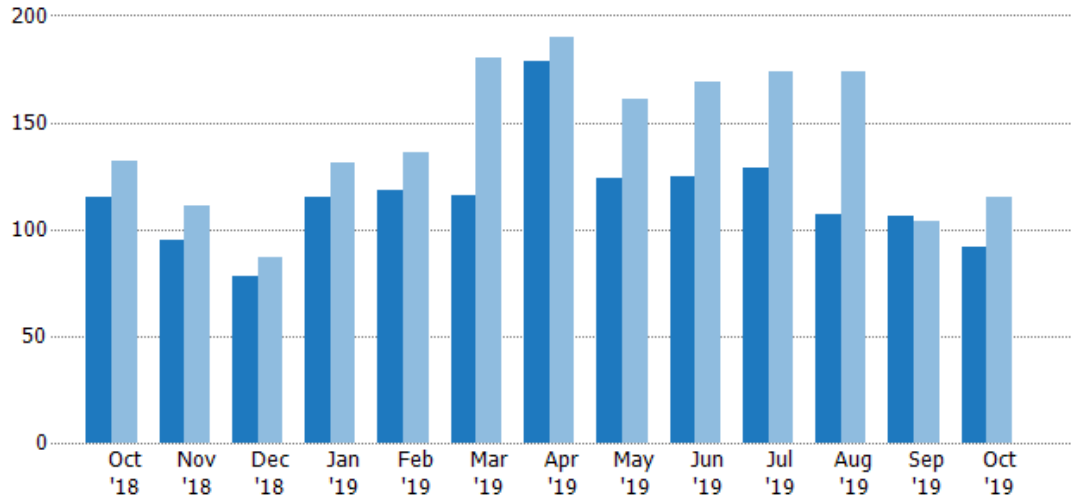
## New Listings

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.
Oct '19	92	-20%
Oct '18	115	-12.9%
Oct '17	132	-11.4%



Current Year	115	95	78	115	118	116	179	124	125	129	107	106	92
Prior Year	132	111	87	131	136	180	190	161	169	174	174	104	115
Percent Change from Prior Year	-13%	-14%	-10%	-12%	-13%	-36%	-6%	-23%	-26%	-26%	-39%	2%	-20%

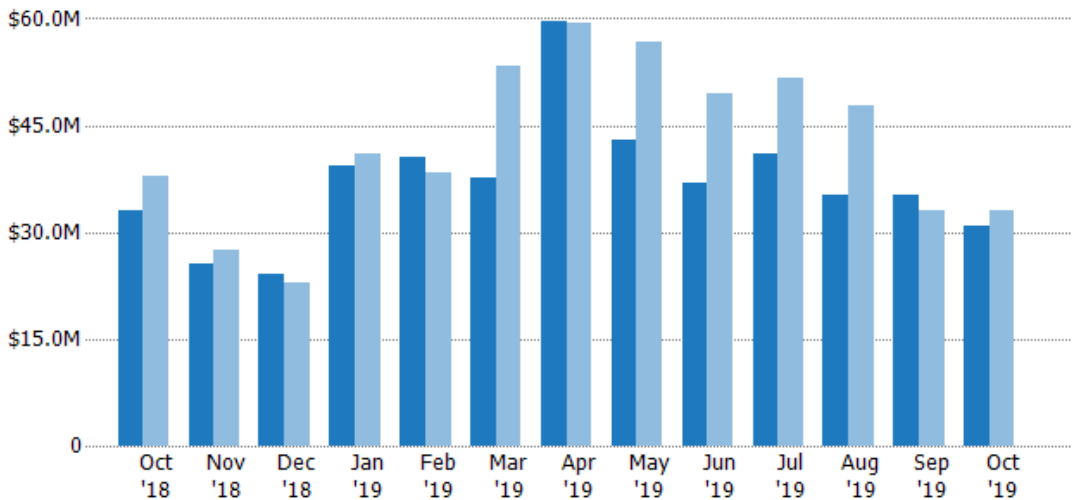
## New Listing Volume

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.
Oct '19	\$31M	-6.5%
Oct '18	\$33.2M	-12.7%
Oct '17	\$38M	-14.5%



Current Year	\$33.2M	\$25.6M	\$24.2M	\$39.4M	\$40.5M	\$37.5M	\$59.7M	\$43M	\$37M	\$41.1M	\$35.3M	\$35.1M	\$31M
Prior Year	\$38M	\$27.4M	\$23M	\$41.1M	\$38.5M	\$53.4M	\$59.3M	\$56.8M	\$49.5M	\$51.7M	\$47.9M	\$33M	\$33.2M
Percent Change from Prior Year	-13%	-7%	5%	-4%	5%	-30%	1%	-24%	-25%	-21%	-26%	6%	-7%

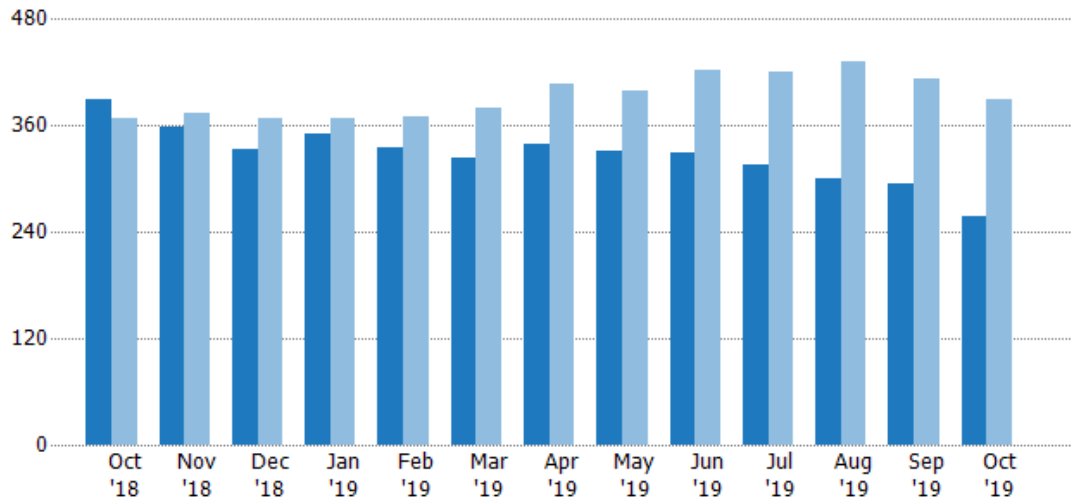
## Active Listings

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.
Oct '19	258	-33.7%
Oct '18	389	5.4%
Oct '17	369	13.8%



Current Year	389	359	333	350	336	324	339	331	330	316	301	294	258
Prior Year	369	373	368	368	371	380	407	400	422	420	433	412	389
Percent Change from Prior Year	5%	-4%	-10%	-5%	-9%	-15%	-17%	-17%	-22%	-25%	-30%	-29%	-34%

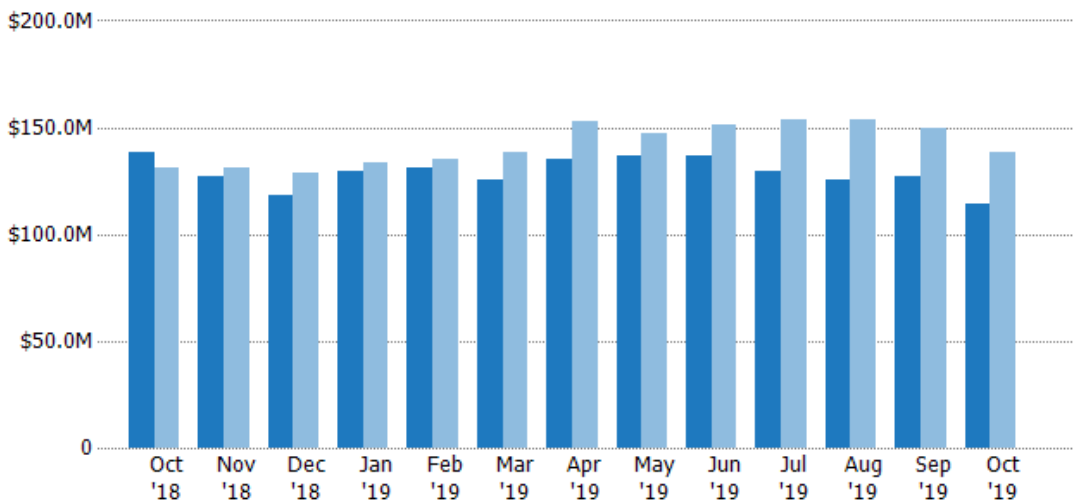
## Active Listing Volume

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.
Oct '19	\$114M	-17.7%
Oct '18	\$139M	5.5%
Oct '17	\$131M	-5.5%



Current Year	\$139M	\$127M	\$118M	\$130M	\$131M	\$126M	\$135M	\$137M	\$136M	\$130M	\$126M	\$127M	\$114M
Prior Year	\$131M	\$131M	\$129M	\$133M	\$135M	\$138M	\$153M	\$147M	\$152M	\$153M	\$154M	\$150M	\$139M
Percent Change from Prior Year	6%	-3%	-8%	-3%	-3%	-9%	-12%	-7%	-10%	-15%	-18%	-15%	-18%

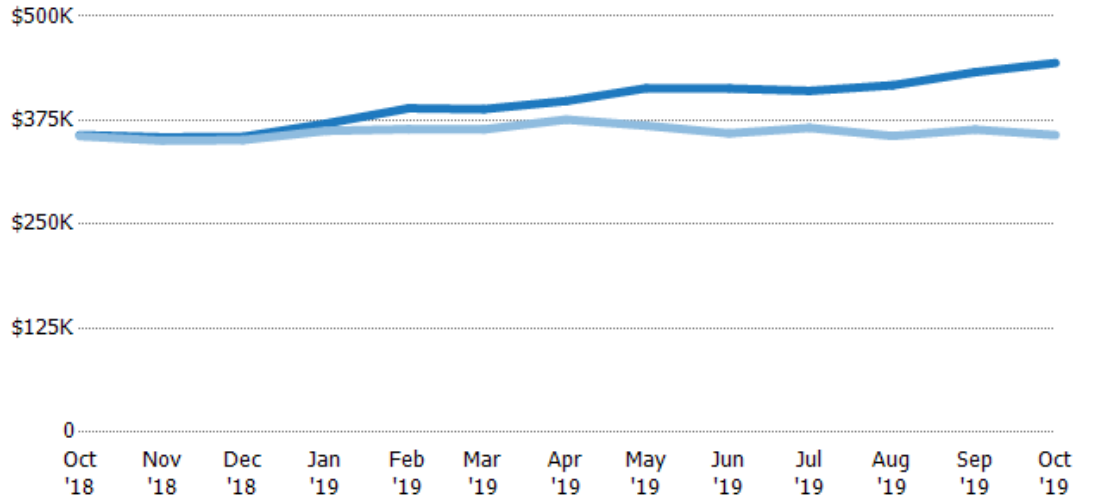
## Average Listing Price

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.
Oct '19	\$444K	24.3%
Oct '18	\$357K	0.3%
Oct '17	\$356K	-16.7%



Current Year	\$357K	\$355K	\$355K	\$371K	\$389K	\$388K	\$398K	\$414K	\$413K	\$410K	\$417K	\$433K	\$444K
Prior Year	\$356K	\$351K	\$351K	\$362K	\$364K	\$364K	\$376K	\$368K	\$359K	\$366K	\$356K	\$364K	\$357K
Percent Change from Prior Year	0%	1%	1%	2%	7%	7%	6%	12%	15%	12%	17%	19%	24%

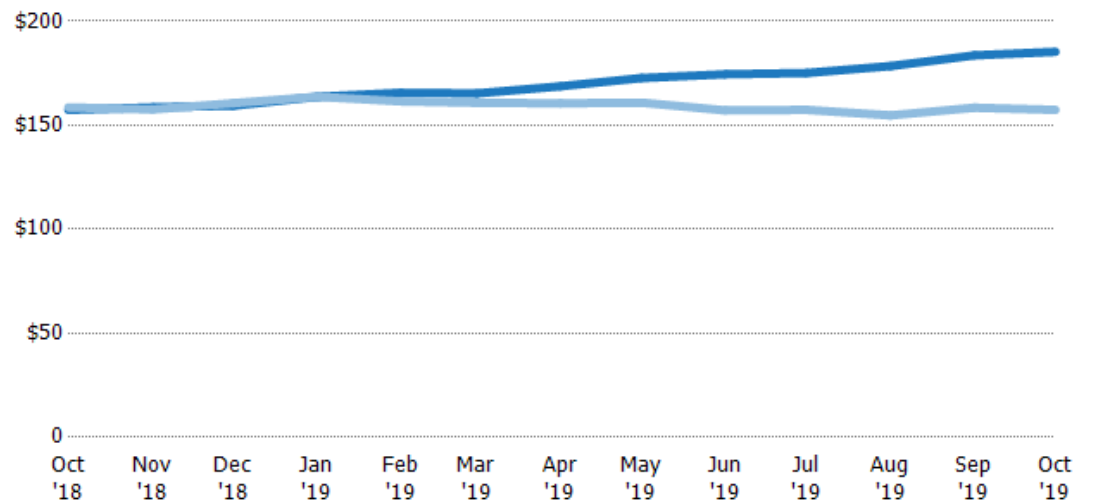
## Average Listing Price per Sq Ft

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.
Oct '19	\$185	17.7%
Oct '18	\$157	-0.8%
Oct '17	\$159	-14.1%



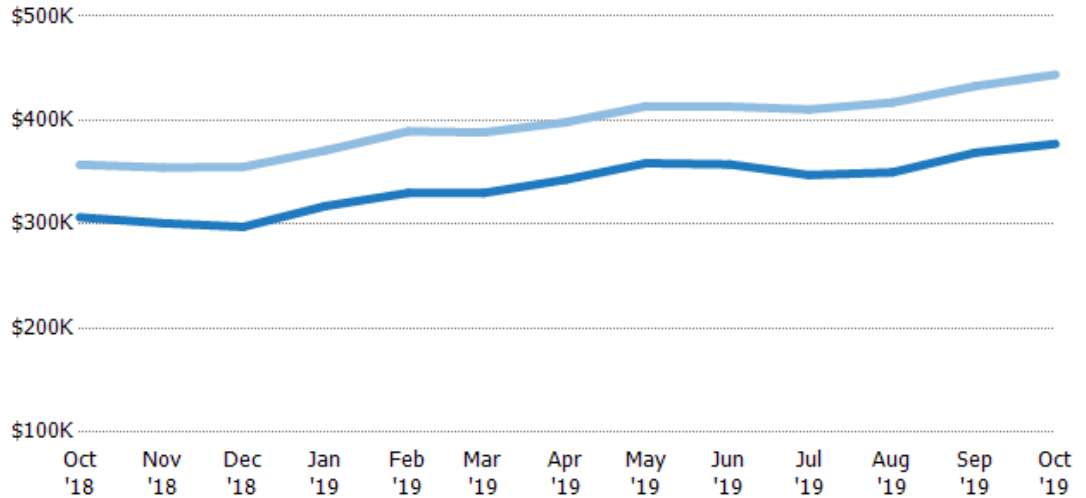
Current Year	\$157	\$159	\$159	\$164	\$166	\$165	\$169	\$173	\$175	\$175	\$178	\$184	\$185
Prior Year	\$159	\$158	\$161	\$164	\$161	\$161	\$161	\$161	\$157	\$157	\$155	\$158	\$157
Percent Change from Prior Year	-1%	1%	-1%	0%	3%	3%	5%	7%	11%	11%	15%	16%	18%

## 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	\$307K	\$301K	\$297K	\$318K	\$330K	\$330K	\$343K	\$359K	\$358K	\$347K	\$350K	\$369K	\$377K
Avg Listing Price	\$357K	\$355K	\$355K	\$371K	\$389K	\$388K	\$398K	\$414K	\$413K	\$410K	\$417K	\$433K	\$444K
Avg Listing Price as a % of Avg Est Value	116%	118%	119%	117%	118%	118%	116%	115%	116%	118%	119%	117%	118%

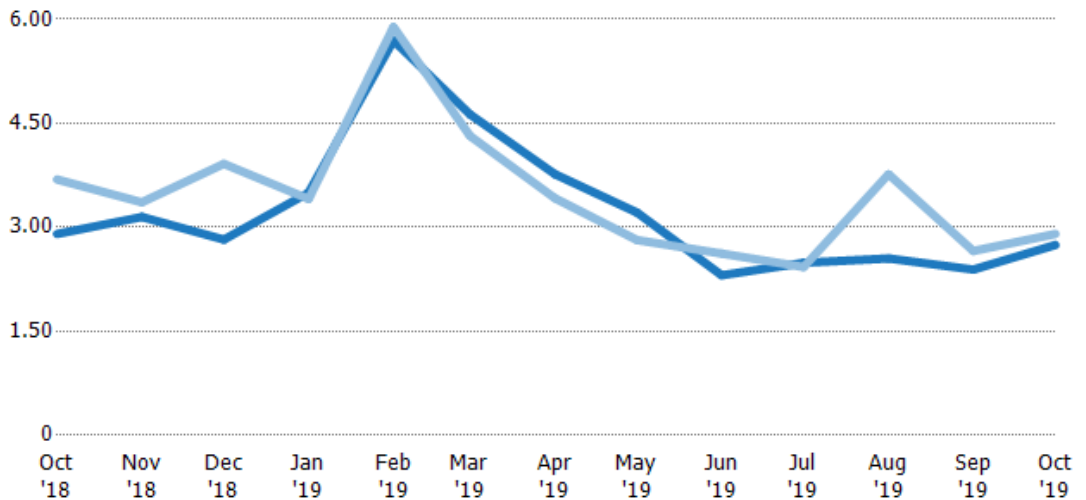
## Months of Inventory

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.
Oct '19	2.74	-5.5%
Oct '18	2.9	-21.3%
Oct '17	3.69	-7.5%



Current Year	2.9	3.15	2.82	3.5	5.69	4.63	3.77	3.21	2.31	2.49	2.55	2.39	2.74
Prior Year	3.69	3.36	3.91	3.41	5.89	4.32	3.42	2.82	2.62	2.43	3.77	2.66	2.9
Percent Change from Prior Year	-21%	-6%	-28%	3%	-3%	7%	10%	14%	-12%	2%	-32%	-10%	-5%

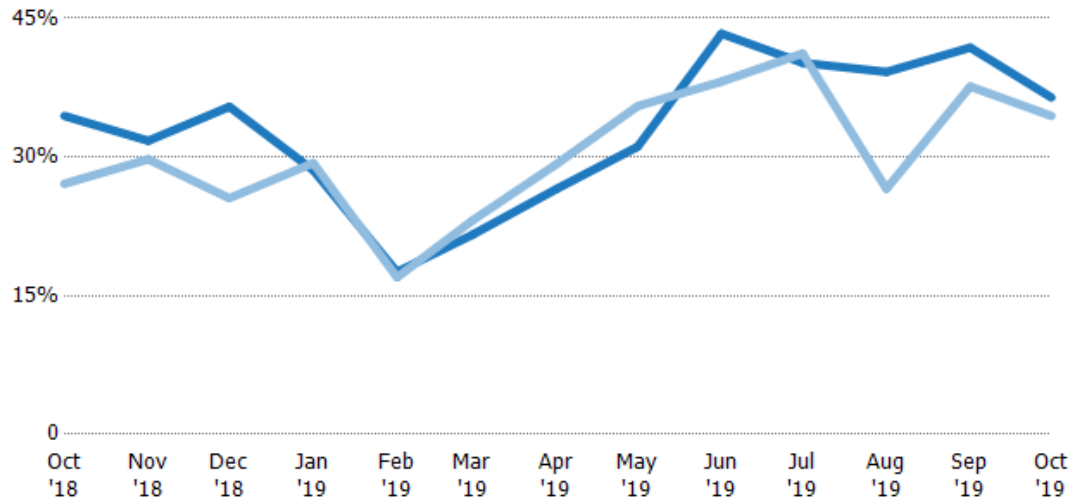
## Absorption Rate

The percentage of inventory sold per month.

### Filters Used

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

Month/ Year	Rate	Chg.
Oct '19	36%	-2%
Oct '18	34%	-7.3%
Oct '17	27%	8%

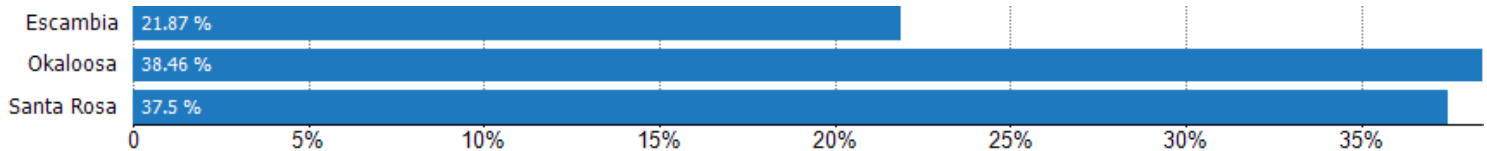


Current Year	34%	32%	35%	29%	18%	22%	27%	31%	43%	40%	39%	42%	36%
Prior Year	27%	30%	26%	29%	17%	23%	29%	36%	38%	41%	27%	38%	34%
Change from Prior Year	-7%	-2%	-10%	1%	-1%	2%	3%	4%	-5%	1%	-13%	-4%	-2%

## 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



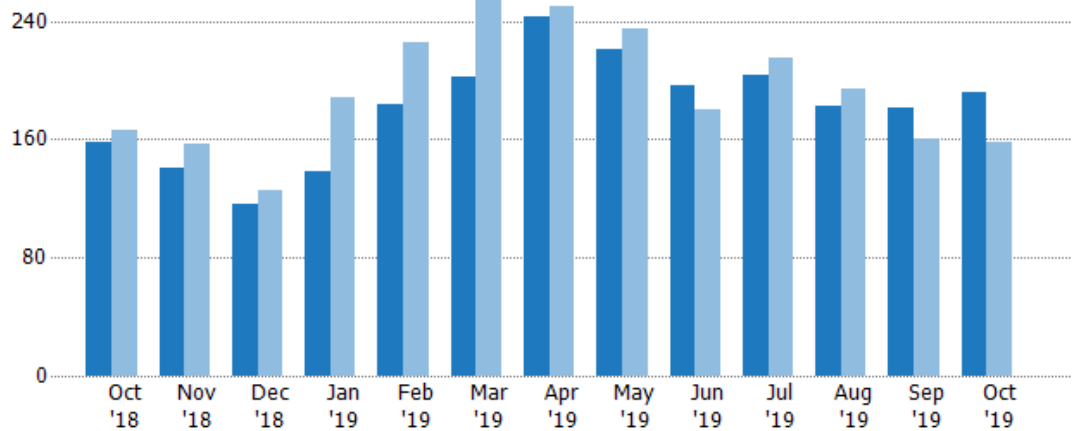
## Pending Sales

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.
Oct '19	192	21.5%
Oct '18	158	-4.8%
Oct '17	166	10.2%



Current Year	158	141	116	138	184	202	243	221	197	203	183	181	192
Prior Year	166	157	126	188	225	258	250	235	180	215	194	160	158
Percent Change from Prior Year	-5%	-10%	-8%	-27%	-18%	-22%	-3%	-6%	9%	-6%	-6%	13%	22%

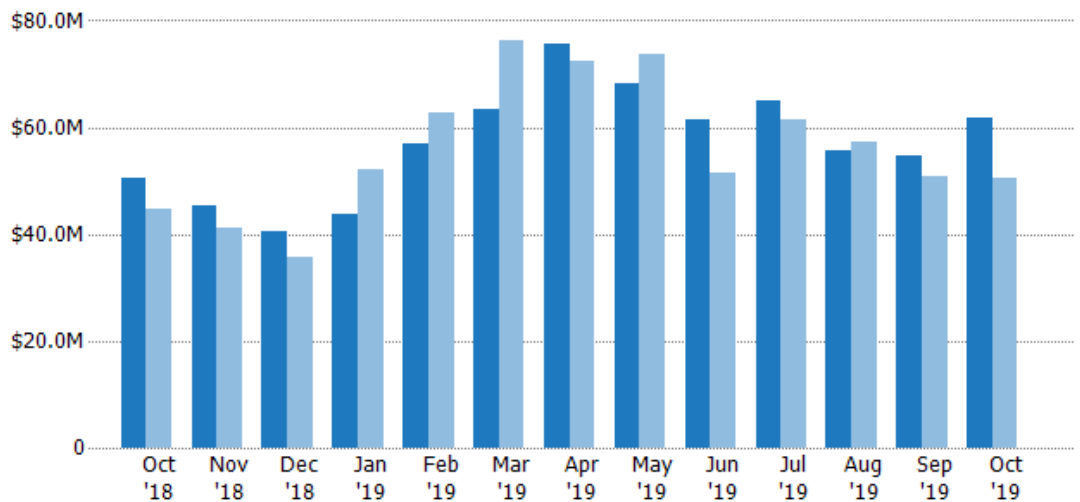
## Pending Sales Volume

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.
Oct '19	\$61.9M	22.8%
Oct '18	\$50.4M	12.6%
Oct '17	\$44.8M	2.5%



Current Year	\$50.4M	\$45.3M	\$40.4M	\$43.9M	\$56.9M	\$63.4M	\$75.6M	\$68.2M	\$61.3M	\$64.9M	\$55.8M	\$54.9M	\$61.9M
Prior Year	\$44.8M	\$41.3M	\$35.8M	\$52.1M	\$62.9M	\$76.3M	\$72.4M	\$73.6M	\$51.4M	\$61.6M	\$57.4M	\$50.8M	\$50.4M
Percent Change from Prior Year	13%	10%	13%	-16%	-10%	-17%	4%	-7%	19%	5%	-3%	8%	23%

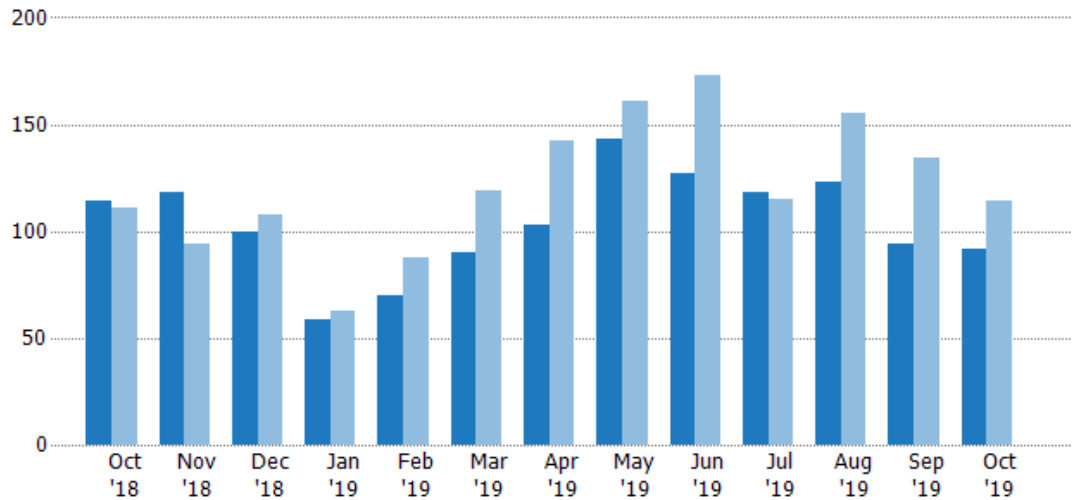
## Closed Sales

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.
Oct '19	92	-19.3%
Oct '18	114	2.7%
Oct '17	111	-19.8%



Current Year	114	118	100	59	70	90	103	143	127	118	123	94	92
Prior Year	111	94	108	63	88	119	142	161	173	115	155	134	114
Percent Change from Prior Year	3%	26%	-7%	-6%	-20%	-24%	-27%	-11%	-27%	3%	-21%	-30%	-19%

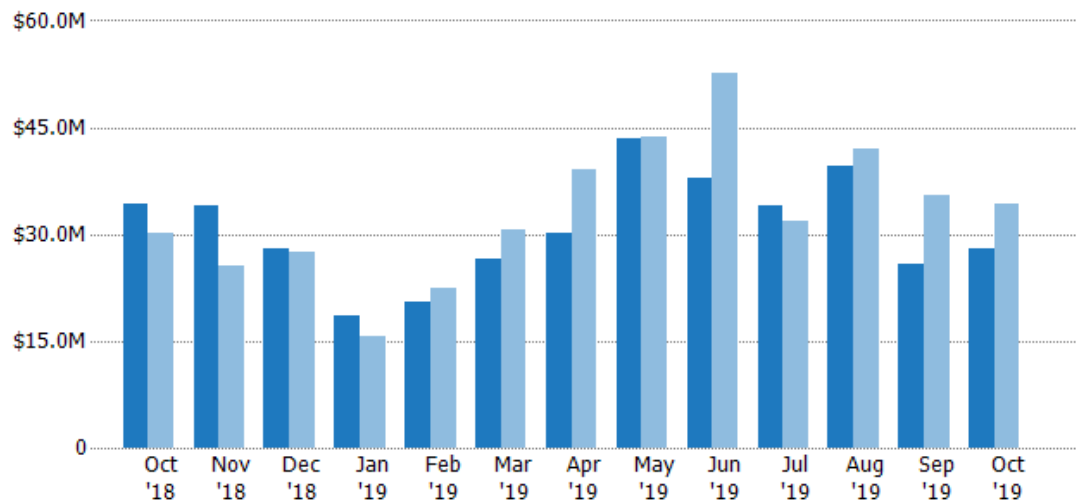
## Closed Sales Volume

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.
Oct '19	\$28M	-18.7%
Oct '18	\$34.4M	13.6%
Oct '17	\$30.3M	-28.7%



Current Year	\$34.4M	\$34.1M	\$28M	\$18.5M	\$20.5M	\$26.5M	\$30.1M	\$43.4M	\$37.9M	\$33.9M	\$39.5M	\$25.9M	\$28M
Prior Year	\$30.3M	\$25.6M	\$27.5M	\$15.6M	\$22.5M	\$30.6M	\$39.1M	\$43.7M	\$52.6M	\$31.7M	\$41.9M	\$35.4M	\$34.4M
Percent Change from Prior Year	14%	33%	2%	18%	-9%	-13%	-23%	-1%	-28%	7%	-6%	-27%	-19%

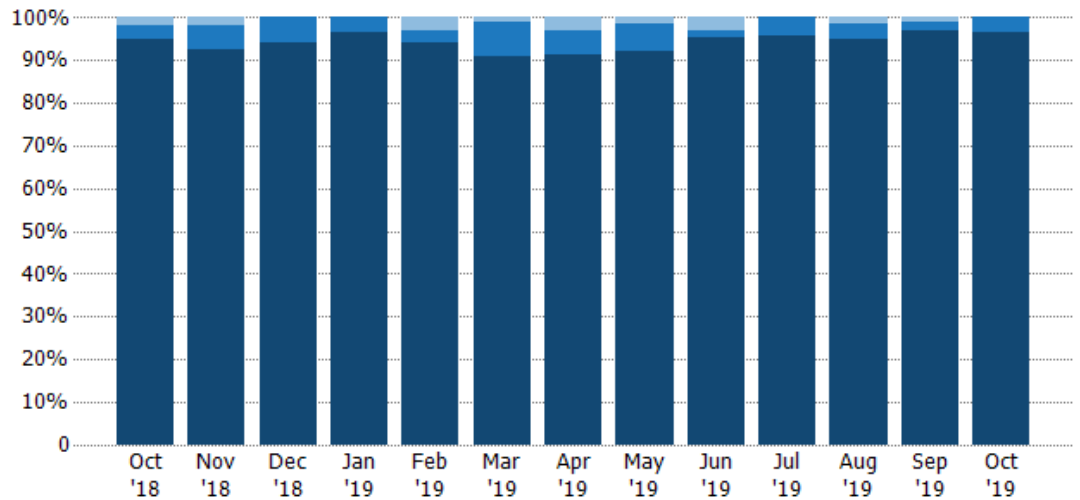


## Closed Sales by Property Type

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

### Filters Used

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

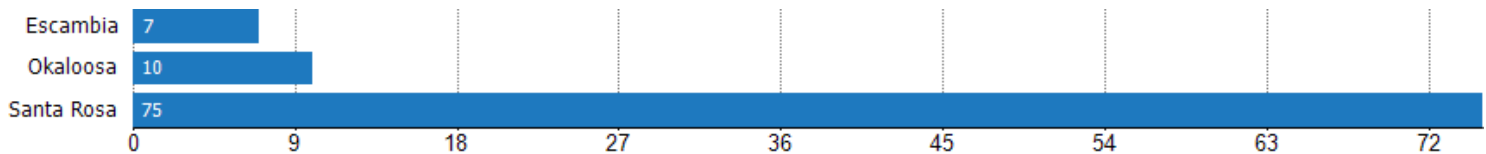


Mobile/Manufactured	2%	2%	-	-	3%	1%	3%	1%	3%	-	2%	1%	-
Condo/Townhouse	4%	6%	6%	3%	3%	8%	6%	6%	2%	4%	3%	2%	3%
Single Family Residence	95%	92%	94%	97%	94%	91%	91%	92%	95%	96%	95%	97%	97%

## 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

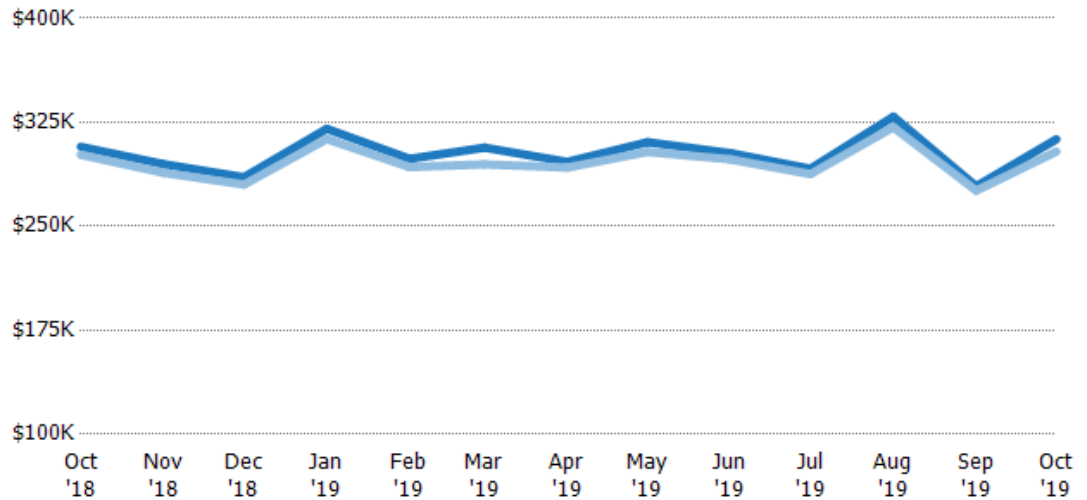


## Average Sales Price vs Average Listing Price

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

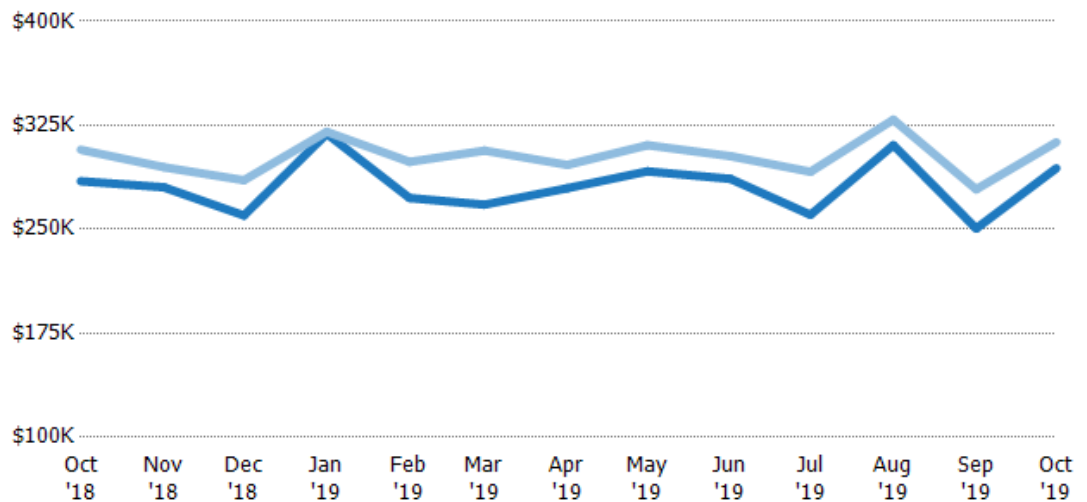


## Average Sales Price vs Average Est Value

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



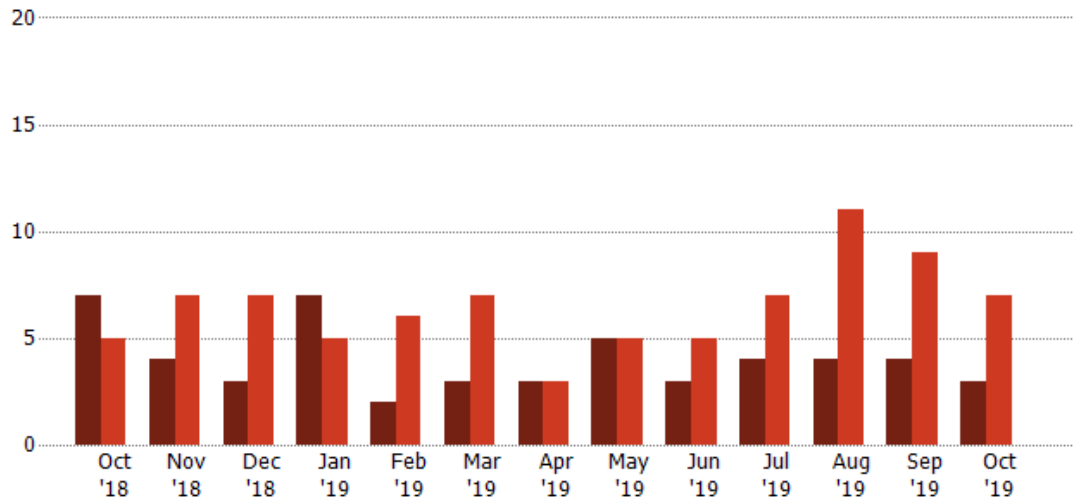
## Distressed Listings

The number of distressed 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.
Oct '19	3	-57.1%
Oct '18	7	40%
Oct '17	5	-20%



Current Year	7	4	3	7	2	3	3	5	3	4	4	4	3
Prior Year	5	7	7	5	6	7	3	5	5	7	11	9	7
Percent Change from Prior Year	40%	-43%	-57%	40%	-67%	-57%	0%	0%	-40%	-43%	-64%	-56%	-57%

## 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:** 11/06/2019

**Scheduled:** Yes

**Report Date Range:** From 10/2018 To: 10/2019

## 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 10/2019 data

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