

Jan-Oct 2011

“Market Stats”

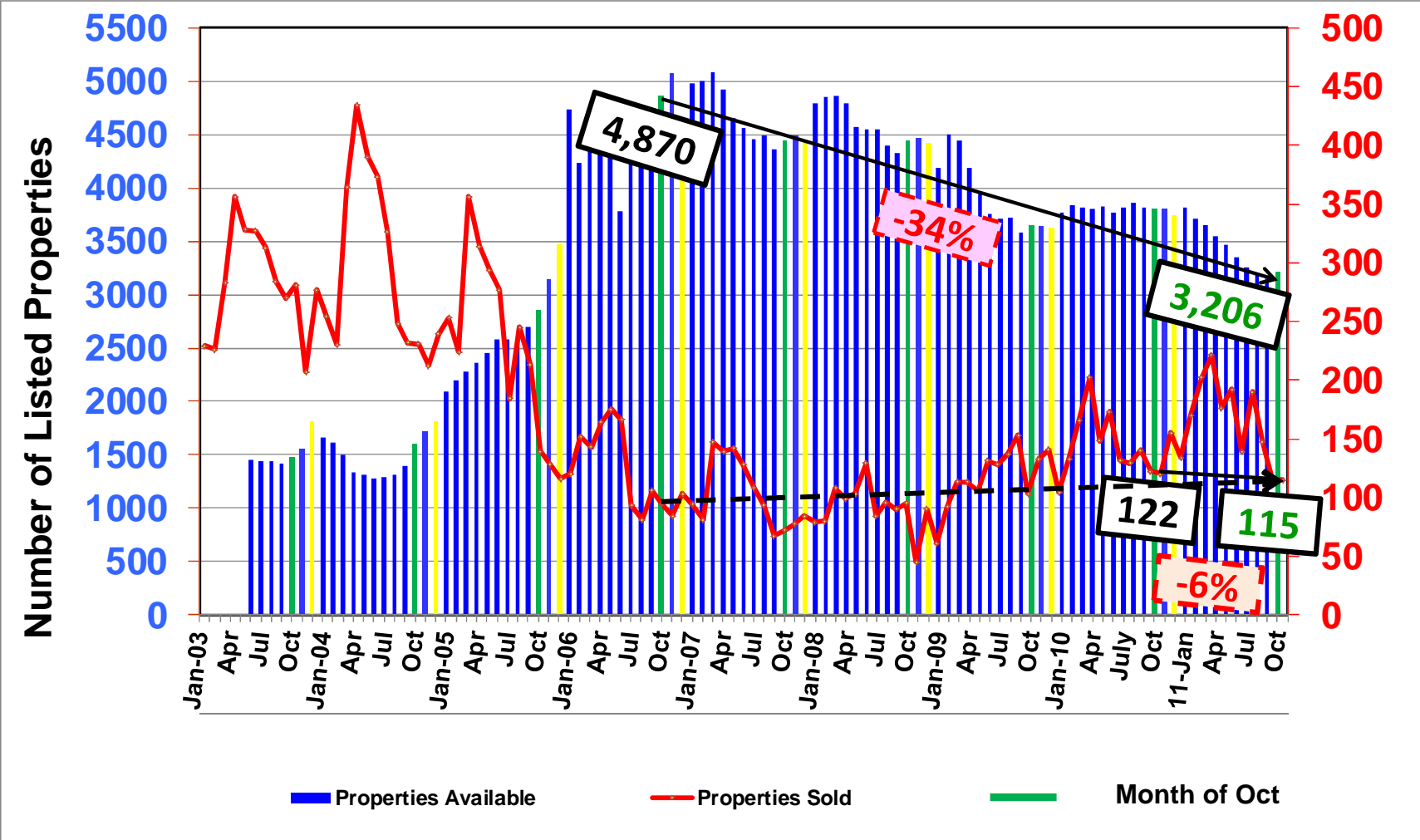
Florida Keys

Florida Keys Real Estate Market Jan-Oct 2011 Vs. 2010

	Upper Keys	Middle Keys	Lower Keys	Key West	All Areas
	Lower Matecumbe-KL	7 Mile Bridge-Long Key	Bay Point-Big Pine	KW-Shark Key	Keys-wide
Total Number of Sales As of 10/31/11	+33% More 568	+7% More 295	+6% More 348	+12% More 541	+16% More 1,752
Avg. Sale Price As of 10/31/11	+2% More \$409K	-18% Less \$357K	+1% More \$343K	+13% More \$480K	+2% More \$401K
\$ Value of Sales As of 10/31/11	+36% More \$236M	-12% Less \$105M	+8% More \$119M	+26% More \$260M	+18% More \$717M
Sale Price to Original List Price Jan-Oct '11	No Change 74.41%	+16% More 73.86%	+13% More 88.20%	+6% More 82.44%	+8% More 79.73%
Sale Price to Final List Price Jan-Oct '11	-1% Less 88.72%	+2% More 90.63%	+1% 89.40%	+2% More 95.11	+1% More 90.97%
Avg. Days to Sell As of 10/31/11	+6% More 281	+3% More 304	No Change 243	+8% More 162	+4% More 248
Pending Transactions As of 10/31/11	+35% More 609	+17% More 323	+21% More 392	+9% More 564	+20% More 1,888
Number of Properties "For Sale" on 10/31/11	-17% Less 1,076	-16% Less 662	-21% Less 555	-11% Less 913	-16% Less 3,206
Average "List Price" As of 10/31/11	-3% Less \$746K	-2% Less \$696K	-13% Less \$536K	-11% Less \$761K	-6% Less \$704
Months of Inventory As of 10/31/11	-37% Less 19	-22% Less 22	-26% Less 16	-20% Less 17	-27% Less 18

Number Properties Available Vs Sold – Keys-Wide

Source: Florida Keys MLS



Coldwell Banker & Offices

Market Share Ranking

Jan-Oct 2011

Upper Keys Market Share Jan-Oct 2011

Florida Keys MLS Areas 21,22,23,24,25,26,27,28

	<u># Offices</u>	<u># Listed</u>	<u>Listing % Mkt.</u>	<u># Sales Sides</u>	<u>Sales % Mkt.</u>	<u>\$ Vol. Sales</u>	<u>\$ Vol. % Mkt.</u>
Coldwell Banker	2	183	16.9%	190	16.6%	\$99.1M	21.3%
C-21 Schwartz	3	306	28.3%	277	24.3%	\$56.8M	19.5%
Marr Properties	1	111	10.3%	136	11.3%	\$44.9M	9.6%
Realty World Freewheeler	2	139	12.8%	119	10.4%	\$41.7M	8.9%
American Carib.	1	54	5.0%	50	4.3%	\$40.0M	8.6%
RE/Max Keys	1	26	2.4%	63	5.3%	\$18.7M	4.0%
Island Equity	1	10	.9%	37	3.2%	\$15.2M	3.2%
Moorings	1	51	4.7%	31	2.7%	\$11.7M	2.5%