

State of the Market June 2019

30A is Ok Rosemary Beach® is Down

Rosemary Beach® as of 6/20/2019 Homes and Condos YTD

Year	Sold listings	% CHG.	Sold Dollars	% CHG.
2019	18		\$36,640,000	
2018	33	46.0 %	\$58,017,000	36.9%
2017	29	37.9%	\$62,947,500	41.8%
2016	30	40.0%	\$75,827,000	51.8%

30A East/West as of 6/20/2019 Homes and Condos YTD

Year	Sold listings	% CHG.	Sold Dollars	% CHG.
2019	604		\$631,309,477	
2018	655	7.8 %	\$710,782,583	11.2%
2017	627	3.7%	\$653,260,229	3.4%
2016	546	10.6%	\$523,060,801	20.7%

What is selling over \$3,000,000 along 30A since 6/20/2017?

- 151 sales over 3M
- 121 that have Gulf Views
- 53 are gulf front
- 98 Remaining that not on Gulf and do not have gulf views
 - 78 Built after 2010
 - 20 older homes with no gulf views

Answer - Gulf front, Gulf View, New Construction

Note there are currently 64 homes on the market > \$3M built 2010 or later

Why is Rosemary Beach® down?

- Only 2 sales > \$3m in 2019
- Inventory is old only 4 homes built after 2010 on market
- Average list price south side \$936 with no view (16)
- All built between 1997 and 2007
- Of course, hurricane, red tide, market down and rentals down didn't help

30A New Sales by Year since 2015 Homes and Condos Only

Year Sold	2015	2016	2017	2018	2019***
Number Sold	148	260	423	488	180
Dollar Volume Sold	109,296,772	239,060,837	490,083,522	645,838,233	216,698,790
Average sold price	738,492	919,465	1,158,590	1,323,439	1,203,882
Average sold price per sq. ft.	277	324	388	434	398.22
Average Sq. ft. of homes sold	2,429	2,561	2,715	2,745	2,752

*** As of 6/7/2019

- 2019 Total Luxury Sales not on Gulf over \$3,000,000 sold since 1/1/2019 = **19**
- Of the 19 sales 16 sales were built in 2014 or later
- Bottom line buyers are looking for new construction homes

There are [38 Active Homes along 30A built in 2015 or later](#)

As long as there is plenty of inventory for new luxury homes prices for older homes may decline.

2 - Residential

Work on behalf of ...

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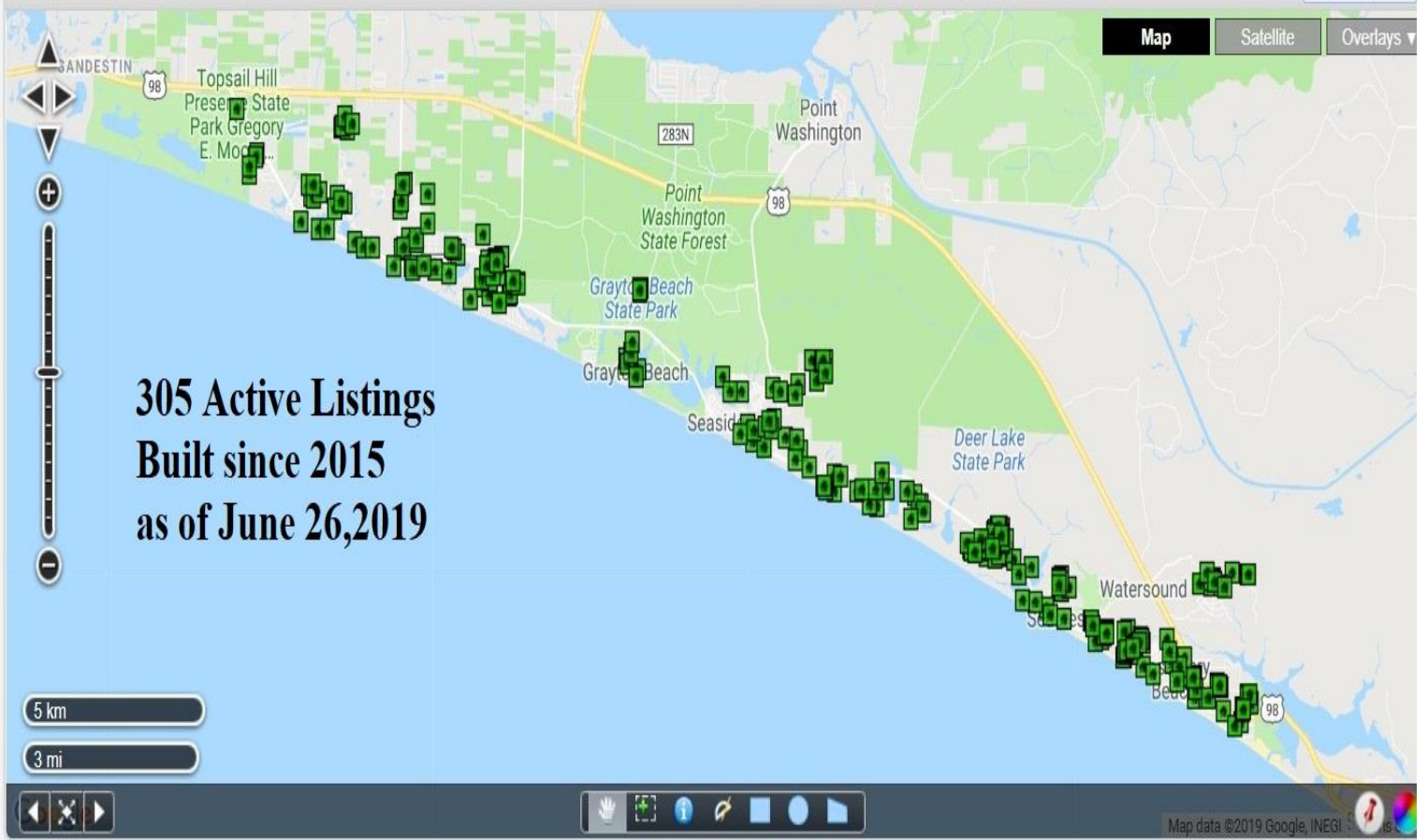
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EDIT SEARCH LIST DETAIL PHOTOS MAP COMPARE MESSAGE

View Results: 305

Quick Search



Rosemary Beach Sold and Active Listings by Office as of 6/21/2019

Saturation Report by Offices Active Selling Offices Status Sold

Number and Volume Calculated By Sides

Rank	Name	Sides	Volume	Average	% Total: Number	% Total: Volume
1	Rosemary Beach Realty, Llc (ERMB)	14.5	24,040,000	1,657,931	40.28	32.81
2	Scenic Sotheby's Intl Realty (EDR3)	5.0	18,511,000	3,702,200	13.89	25.26
3	The Premier Property Group Seacrest Office (ETPP)	2.0	9,050,000	4,525,000	5.56	12.35
4	Scenic Sotheby's Intl Realty (EDRE)	3.0	4,810,000	1,603,333	8.33	6.56
5	Scenic Sotheby's Intl Realty (EDR4)	2.0	3,295,000	1,647,500	5.56	4.50
6	Engel & Volkers 30A Beaches (ENVB)	1.0	2,300,000	2,300,000	2.78	3.14
7	Engel & Volkers Destin (ENVO)	1.0	2,300,000	2,300,000	2.78	3.14
8	The Premier Property Group (ETP6)	1.0	1,980,000	1,980,000	2.78	2.70
9	The Premier Property Group Watercolor Office (ETP1)	2.0	1,957,000	978,500	5.56	2.67
10	Hilary & Reverie (EHJM)	1.0	1,347,000	1,347,000	2.78	1.84
11	Century 21 Coast Properties (ECPG)	1.0	1,140,000	1,140,000	2.78	1.56
12	Keller Williams Realty SRB (EKW5)	1.0	950,000	950,000	2.78	1.30
13	Coastal Luxury (ECLU)	1.0	850,000	850,000	2.78	1.16
14	850 Properties - Santa Rosa Beach (EEFO)	0.5	750,000	1,500,000	1.39	1.02
Totals:		36.0	73,280,000.00	2,035,555.56	100%	100%

Saturation Report by Offices Active Listing

Rank	Name	Listings	Volume	Average
1	Rosemary Beach Realty, Llc in Seacrest Beach (ERMB)	23	68,521,500.00	2,979,195.65
2	The Premier Property Group Seacrest Office in Seacrest Beach (ETPP)	7	28,769,999.00	4,109,999.86
3	Scenic Sotheby's Intl Realty in Inlet Beach (EDR3)	4	16,548,000.00	4,137,000.00
4	Engel & Volkers 30A Beaches in Santa Rosa Beach (ENVB)	4	12,948,000.00	3,237,000.00
5	Scott Provow Realty in Santa Rosa Beach (ESMP)	3	8,000,000.00	2,666,666.67
6	Century 21 Coast Properties in Santa Rosa Beach (ECPG)	3	7,499,000.00	2,499,666.67
7	Scenic Sotheby's Intl Realty in Destin (EDR4)	2	6,998,000.00	3,499,000.00
8	Keller Williams Realty SRB in Santa Rosa Beach (EKW5)	1	5,999,000.00	5,999,000.00
9	30a Escapes Real Estate Sales in Santa Rosa Beach (EEST)	3	5,639,000.00	1,879,666.67
10	Hilary & Reverie in Inlet Beach (EHJM)	1	4,495,000.00	4,495,000.00
11	HomeLister Inc in San Clemente (EHLS)	1	3,495,000.00	3,495,000.00
12	Scenic Sotheby's Intl Realty in Santa Rosa Beach (EDRE)	1	3,350,000.00	3,350,000.00
13	Beach Group Properties LLC in Santa Rosa Beach (ERON)	2	3,044,000.00	1,522,000.00
14	Berkshire Hathaway Home Services in Santa Rosa Beach (EBPF)	1	2,640,000.00	2,640,000.00
15	The Premier Property Group Watercolor Office in Santa Rosa Beach (ETP1)	1	2,499,000.00	2,499,000.00
16	Berkshire Hathaway Home Services in Santa Rosa Beach (EBF3)	1	2,318,000.00	2,318,000.00
17	Homes on 30A LLC in Santa Rosa Beach (EHO3)	1	1,185,000.00	1,185,000.00
18	850 Properties - Santa Rosa Beach in Santa Rosa Beach (EEFO)	1	789,850.00	789,850.00
19	Hill Spooner & Elliott Inc in Tallahassee (EHSE)	1	699,900.00	699,900.00
20	30a Local Properties in Santa Rosa Beach (E3LP)	1	669,900.00	669,900.00

Sales Data For Rosemary Beach Realty

YTD Community Sales Comparison as
of 6/2/2019

Community	2018 Sold	2019 Sold	Diff	Percent Change	2018 Sold Dollars	2019 Sold Dollars	Difference	Percent Change	Pending Contracts Dollars
<i>Rosemary Beach</i>	29	16	-13	-45%	\$50,542,000	\$34,683,000	(\$15,859,000)	-31%	\$11,700,000
Alys Beach	12	4	-8	-67%	\$35,351,358	\$10,638,552	(\$24,712,806)	-70%	\$26,854,000
Watersound Beach	18	21	3	17%	\$39,256,000	\$55,510,000	\$16,254,000	41%	\$8,909,000
Watercolor	49	26	-23	-74%	\$79,304,000	\$43,270,000	(\$36,034,000)	-45%	\$24,760,000
30A East	390	350	-40	-10%	\$449,410,363	\$396,498,796	(\$52,811,767)	-12%	\$224,335,272
30A West	193	176	-17	-9%	\$172,306,478	\$156,964,119	(\$15,342,359)	-9%	\$49,470,000
Total 30A	583	525	-58	-10%	\$621,614,041	\$552,652,915	(\$68,984,126)	-11%	\$315,070,000

Sales Data For Rosemary Beach Realty

Yearly Market Comparison

Comparing Entire MLS

As of Wednesday, June 19, 2019 4:49:30 PM

Search Parameters: Property types Residential, Fractional Ownership, Land, Commercial for Sale, Commercial for Lease, Rental, Auction, Boat Slips/Docks; Sub-Type of 'Condominium', 'Detached Single Family', 'Dry Storage'; **Project Name/Subdivision like Rosemary Beach.**

	Number of Sold Listings				Dollar Volume of Sold Listings				Median Sale Price			
	2018	2019	Diff	Chg	2018	2019	Diff	Chg	2018	2019	Diff	Chg
January	8	2	-6	-75.0%	\$ 13,230,000	\$ 2,450,000	-10,780,000	-81.5%	1,492,500	1,225,000	-267,500	-17.9%
February	4	5	1	25.0%	\$ 11,375,000	\$ 18,120,000	6,745,000	59.2%	1,587,500	2,300,000	712,500	44.9%
March	8	1	-7	-87.5%	\$ 11,477,500	\$ 1,700,000	-9,777,500	-85.2%	1,600,000	1,700,000	100,000	6.2%
April	2	5	3	150.0%	\$ 2,275,000	\$ 8,930,000	6,655,000	292.5%	1,137,500	1,980,000	842,500	74.1%
May	7	3	-4	-57.1%	\$ 12,184,500	\$ 3,483,000	-8,701,500	-71.5%	1,650,000	1,140,000	-510,000	-30.9%
June	5	2	-3	-60.0%	\$ 11,475,000	\$ 1,957,000	-9,518,000	-83.0%	2,100,000	978,500	-1,121,500	-53.4%
July	10	0	-10	-100.0%	\$ 18,171,088	\$ 0	-18,171,088	-100.0%	1,700,000	0	-1,700,000	-100.0%
August	5	0	-5	-100.0%	\$ 9,772,500	\$ 0	-9,772,500	-100.0%	1,615,000	0	-1,615,000	-100.0%
September	4	0	-4	-100.0%	\$ 8,225,000	\$ 0	-8,225,000	-100.0%	1,507,500	0	-1,507,500	-100.0%
October	4	0	-4	-100.0%	\$ 6,685,000	\$ 0	-6,685,000	-100.0%	1,455,000	0	-1,455,000	-100.0%
November	7	0	-7	-100.0%	\$ 22,100,000	\$ 0	-22,100,000	-100.0%	2,500,000	0	-2,500,000	-100.0%
December	1	0	-1	-100.0%	\$ 1,643,000	\$ 0	-1,643,000	-100.0%	1,643,000	0	-1,643,000	-100.0%
YTD Total	33	18	-15	-45.5%	\$ 58,017,000	\$ 36,640,000	-21,377,000	-36.9%	1,600,000	1,618,000	18,000	1.1%
Total	65	18	-47	-72.3%	\$ 128,613,588	\$ 36,640,000	-91,973,588	-71.6%	1,615,000	1,559,000	-56,000	-3.5%

	Number of New Listings				Dollar Volume of New Listings				Median List Price			
	2018	2019	Diff	Chg	2018	2019	Diff	Chg	2018	2019	Diff	Chg
January	9	2	-7	-77.8%	\$ 20,563,000	\$ 9,799,000	-10,764,000	-52.4%	1,539,000	4,899,500	3,360,500	218.4%
February	10	2	-8	-80.0%	\$ 29,361,000	\$ 7,900,000	-21,461,000	-73.1%	2,497,500	3,950,000	1,452,500	58.2%
March	11	11	0	0.0%	\$ 20,546,900	\$ 22,147,000	1,600,100	7.7%	1,695,000	2,400,000	705,000	41.6%
April	8	9	1	12.5%	\$ 21,277,000	\$ 26,270,000	4,993,000	23.4%	2,112,500	2,890,000	777,500	36.8%
May	4	7	3	75.0%	\$ 7,038,000	\$ 14,279,900	7,241,900	102.8%	1,779,500	2,250,000	470,500	26.4%
June	4	7	3	75.0%	\$ 15,630,087	\$ 16,109,850	479,763	3.0%	4,005,044	2,150,000	-1,855,044	-46.3%
July	6	0	-6	-100.0%	\$ 21,287,000	\$ 0	-21,287,000	-100.0%	2,297,000	0	-2,297,000	-100.0%
August	9	0	-9	-100.0%	\$ 18,399,000	\$ 0	-18,399,000	-100.0%	1,595,000	0	-1,595,000	-100.0%
September	11	0	-11	-100.0%	\$ 26,507,000	\$ 0	-26,507,000	-100.0%	2,299,000	0	-2,299,000	-100.0%
October	3	0	-3	-100.0%	\$ 3,371,500	\$ 0	-3,371,500	-100.0%	1,275,000	0	-1,275,000	-100.0%
November	5	0	-5	-100.0%	\$ 12,026,999	\$ 0	-12,026,999	-100.0%	2,135,000	0	-2,135,000	-100.0%
December	8	0	-8	-100.0%	\$ 20,285,000	\$ 0	-20,285,000	-100.0%	1,835,000	0	-1,835,000	-100.0%
YTD Total	44	38	-6	-13.6%	\$ 105,429,899	\$ 96,505,750	-8,924,149	-8.5%	2,048,500	2,325,000	276,500	13.5%
Total	88	38	-50	-56.8%	\$ 216,292,486	\$ 96,505,750	-119,786,736	-55.4%	2,048,500	2,325,000	276,500	13.5%

Sales Data For Rosemary Beach Realty

Yearly Market Comparison

Comparing Entire MLS

As of Wednesday, June 19, 2019 5:01:25 PM

Search Parameters: Property types Residential, Fractional Ownership, Land, Commercial for Sale, Commercial for Lease, Rental, Auction, Boat Slips/Docks; Sub-Type of 'Condominium', 'Detached Single Family', 'Dry Storage'; **Area of '17 - 30A West', '18 - 30A East'.**

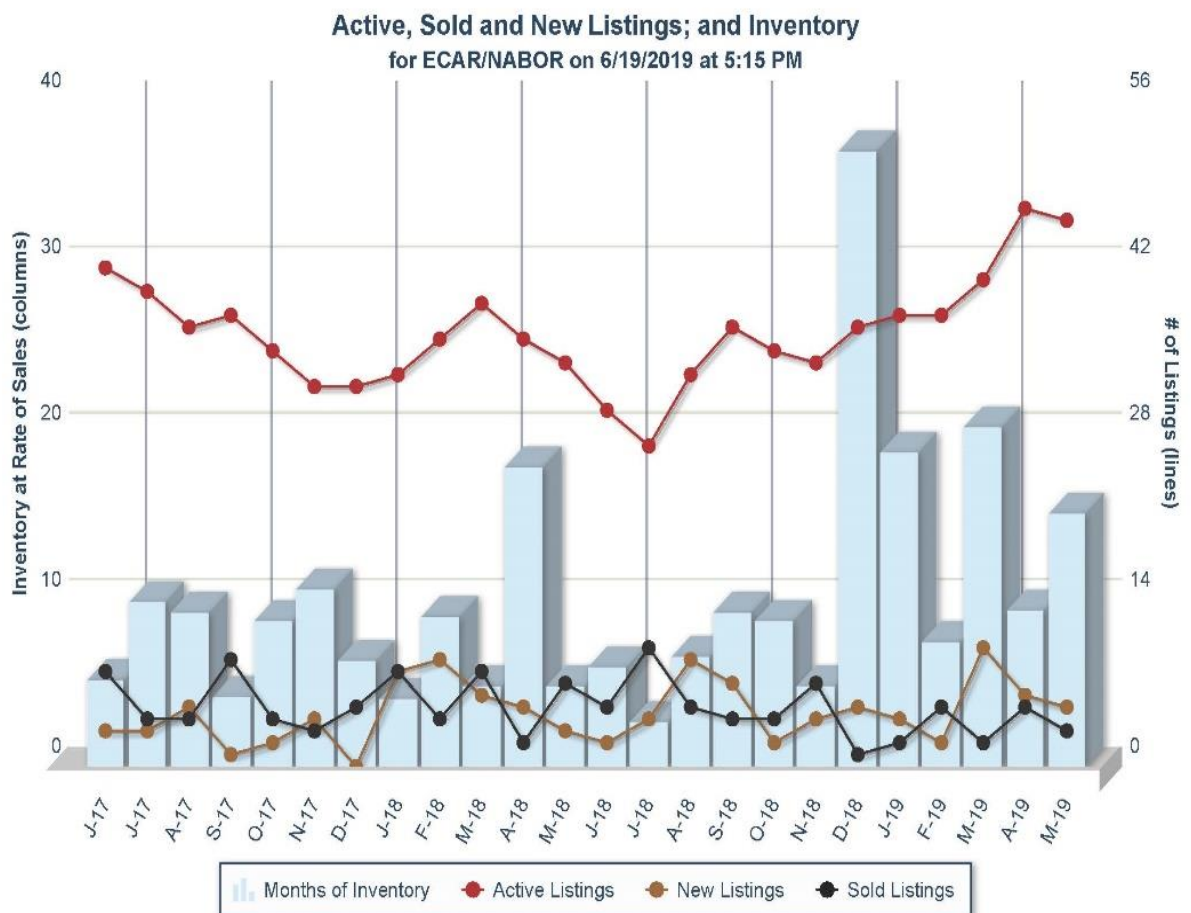
	Number of Sold Listings				Dollar Volume of Sold Listings				Median Sale Price			
	2018	2019	Diff	Chg	2018	2019	Diff	Chg	2018	2019	Diff	Chg
January	85	79	-6	-7.1%	\$ 100,985,892	\$ 68,138,947	-32,846,945	-32.6%	719,717	629,000	-90,717	-12.6%
February	87	81	-6	-6.9%	\$ 86,392,269	\$ 96,528,711	10,136,442	11.7%	642,470	724,900	82,430	12.8%
March	138	113	-25	-18.1%	\$ 140,084,071	\$ 114,083,364	-26,000,707	-18.6%	784,500	655,000	-129,500	-16.5%
April	123	116	-7	-5.7%	\$ 141,608,204	\$ 134,766,397	-6,841,807	-4.9%	649,900	815,000	165,100	25.4%
May	145	145	0	0.0%	\$ 149,386,305	\$ 147,760,253	-1,626,052	-1.1%	700,000	745,000	45,000	6.4%
June	126	69	-57	-45.2%	\$ 142,021,627	\$ 69,659,305	-72,362,322	-51.0%	720,713	625,000	-95,713	-13.3%
July	108	0	-108	-100.0%	\$ 132,512,274	\$ 0	-132,512,274	-100.0%	761,276	0	-761,276	-100.0%
August	107	0	-107	-100.0%	\$ 111,134,913	\$ 0	-111,134,913	-100.0%	725,000	0	-725,000	-100.0%
September	118	0	-118	-100.0%	\$ 148,796,105	\$ 0	-148,796,105	-100.0%	825,000	0	-825,000	-100.0%
October	84	0	-84	-100.0%	\$ 132,381,764	\$ 0	-132,381,764	-100.0%	859,950	0	-859,950	-100.0%
November	91	0	-91	-100.0%	\$ 100,326,649	\$ 0	-100,326,649	-100.0%	710,000	0	-710,000	-100.0%
December	82	0	-82	-100.0%	\$ 80,332,961	\$ 0	-80,332,961	-100.0%	759,711	0	-759,711	-100.0%
YTD Total	652	603	-49	-7.5%	\$ 706,672,583	\$ 630,936,977	-75,735,606	-10.7%	715,000	698,000	-17,000	-2.4%
Total	1,294	603	-691	-53.4%	\$ 1,465,963,034	\$ 630,936,977	-835,026,057	-57.0%	732,684	698,000	-34,684	-4.7%

	Number of New Listings				Dollar Volume of New Listings				Median List Price			
	2018	2019	Diff	Chg	2018	2019	Diff	Chg	2018	2019	Diff	Chg
January	173	167	-6	-3.5%	\$ 166,287,039	\$ 195,309,325	29,022,286	17.4%	675,000	799,000	124,000	18.4%
February	175	195	20	11.4%	\$ 237,672,080	\$ 262,701,962	25,029,882	10.5%	865,000	786,200	-78,800	-9.1%
March	213	232	19	8.9%	\$ 302,693,814	\$ 308,935,310	6,241,496	2.0%	899,000	849,000	-50,000	-5.6%
April	175	198	23	13.1%	\$ 248,332,184	\$ 267,124,663	18,792,479	7.5%	779,900	799,000	19,100	2.4%
May	222	221	-1	-0.5%	\$ 226,651,214	\$ 295,065,954	68,414,740	30.1%	719,000	849,900	130,900	18.2%
June	166	82	-84	-50.6%	\$ 195,204,750	\$ 102,516,559	-92,688,191	-47.5%	738,359	759,500	21,141	2.9%
July	162	0	-162	-100.0%	\$ 188,255,231	\$ 0	-188,255,231	-100.0%	728,678	0	-728,678	-100.0%
August	144	0	-144	-100.0%	\$ 189,499,340	\$ 0	-189,499,340	-100.0%	759,000	0	-759,000	-100.0%
September	149	0	-149	-100.0%	\$ 189,776,647	\$ 0	-189,776,647	-100.0%	759,000	0	-759,000	-100.0%
October	130	0	-130	-100.0%	\$ 162,302,929	\$ 0	-162,302,929	-100.0%	756,495	0	-756,495	-100.0%
November	146	0	-146	-100.0%	\$ 182,128,707	\$ 0	-182,128,707	-100.0%	760,000	0	-760,000	-100.0%
December	115	0	-115	-100.0%	\$ 141,859,020	\$ 0	-141,859,020	-100.0%	769,900	0	-769,900	-100.0%
YTD Total	1,064	1,099	35	3.3%	\$ 1,289,274,176	\$ 1,431,653,773	142,379,597	11.0%	759,211	825,000	65,789	8.7%
Total	1,970	1,095	-875	-44.4%	\$ 2,430,662,955	\$ 1,431,653,773	-999,009,182	-41.2%	759,211	825,000	65,789	8.7%

Sales Data For Rosemary Beach Realty

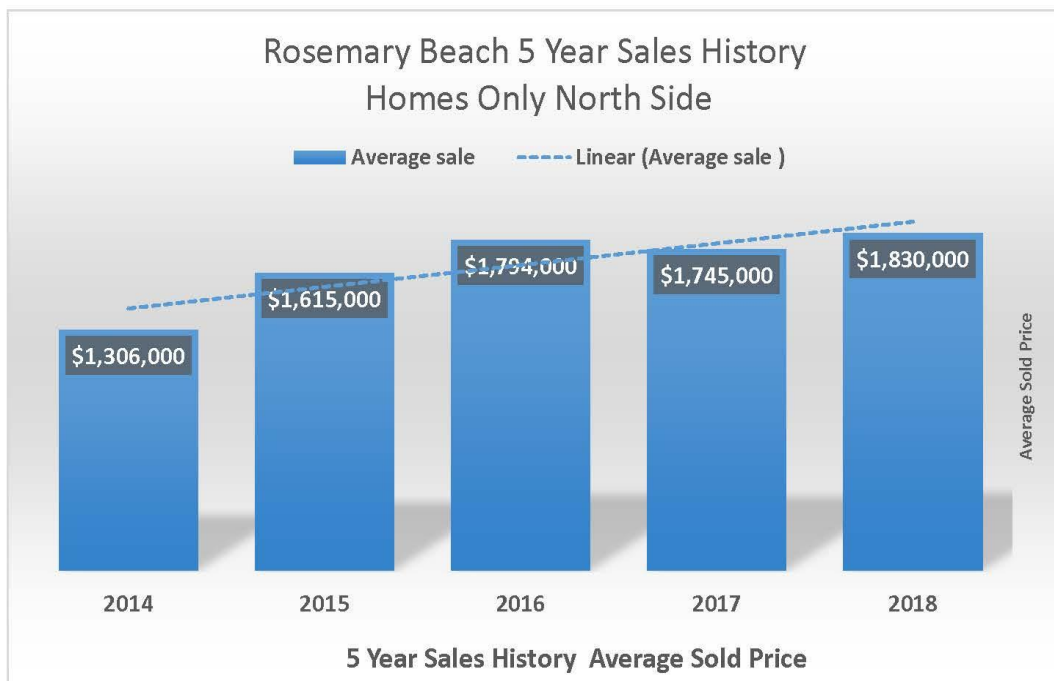
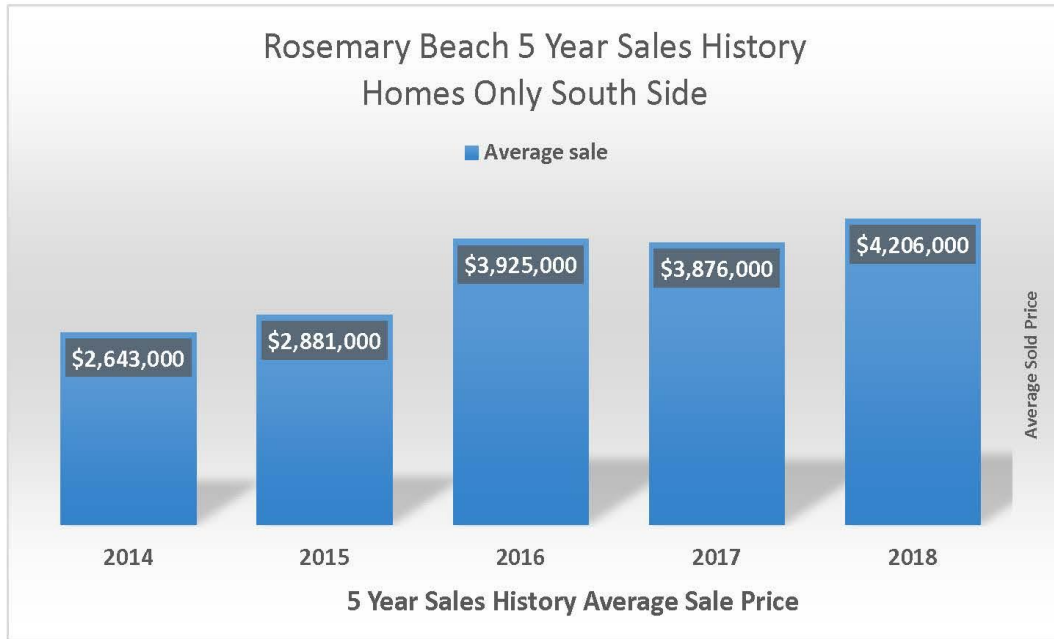
My Market Report for 6/1/2017 - 5/31/2019

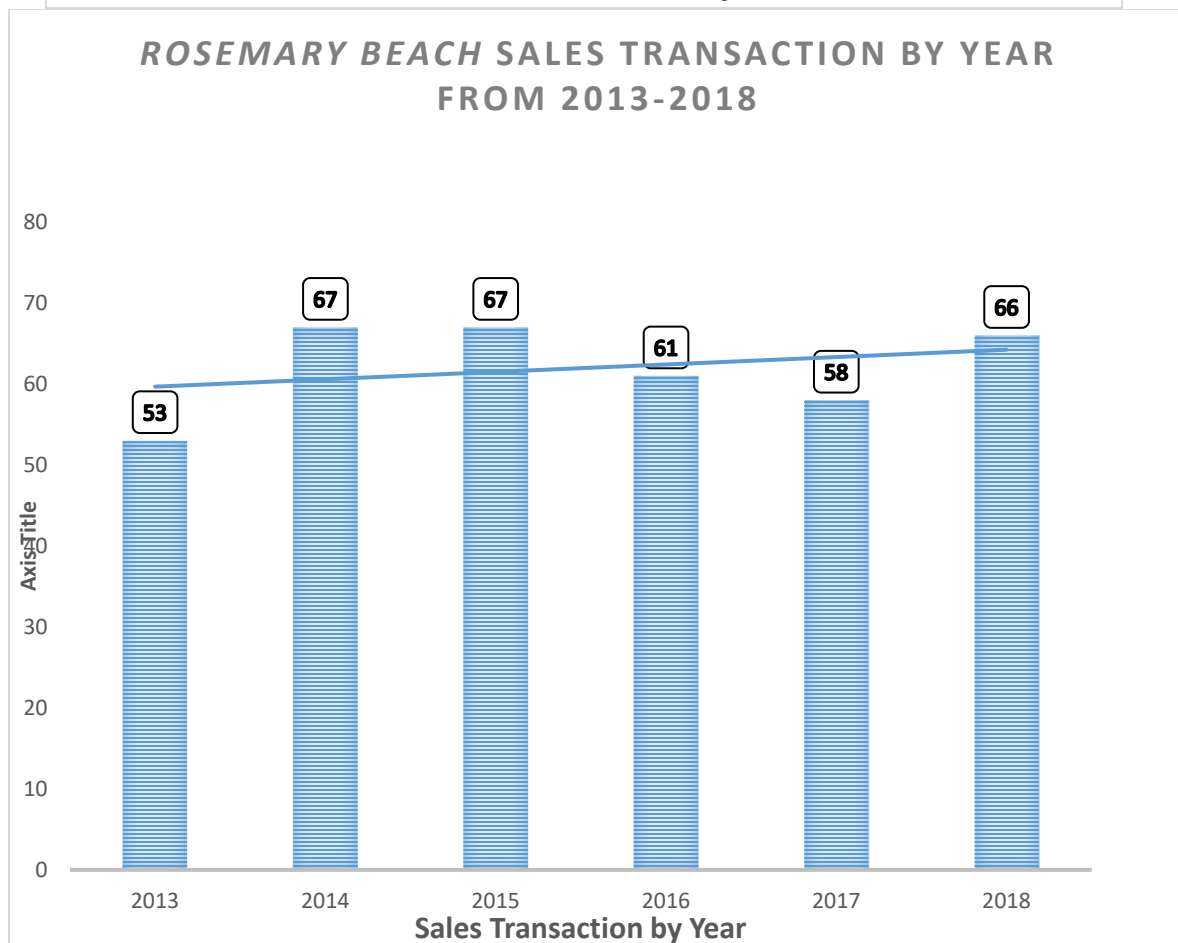
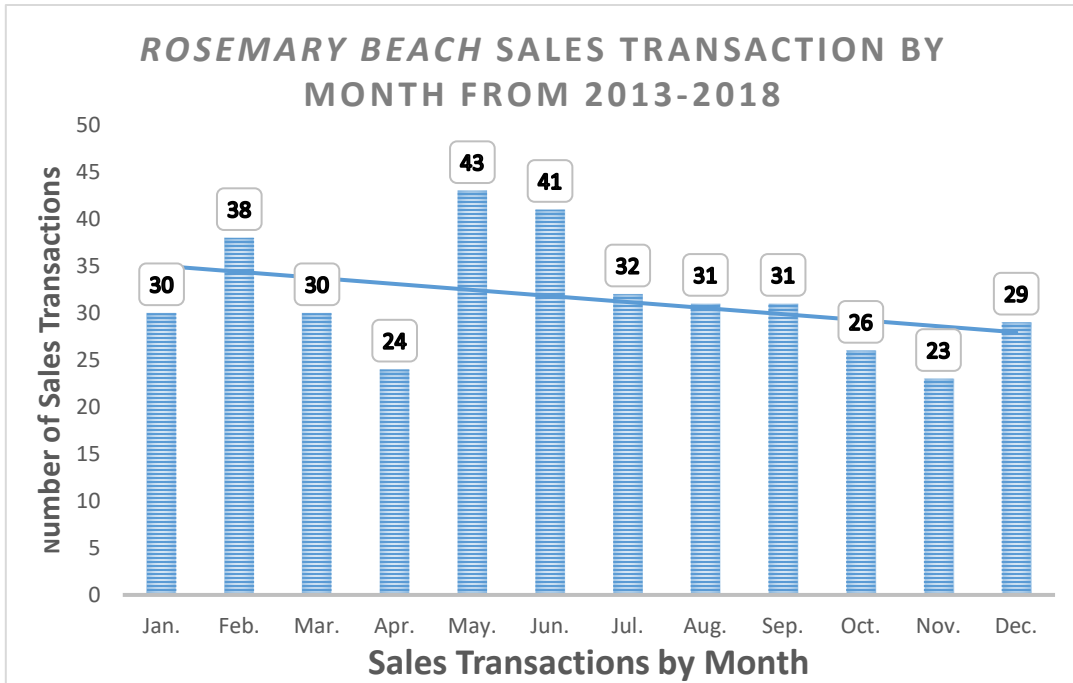
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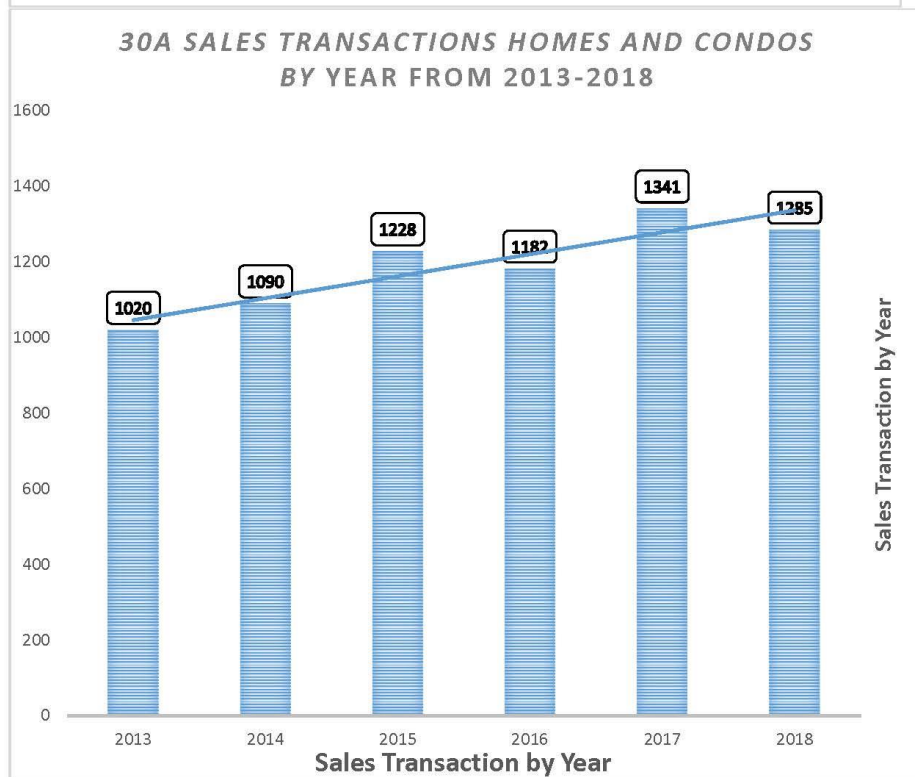
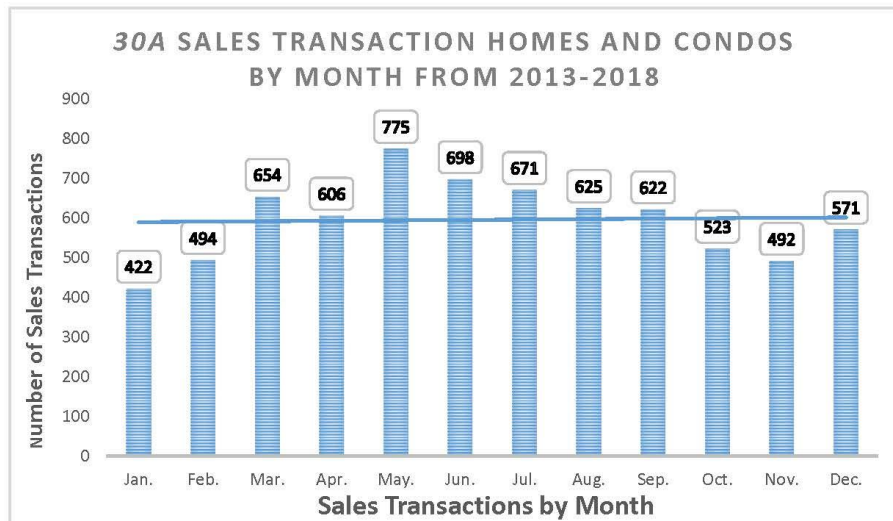
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Sales Data For Rosemary Beach Realty

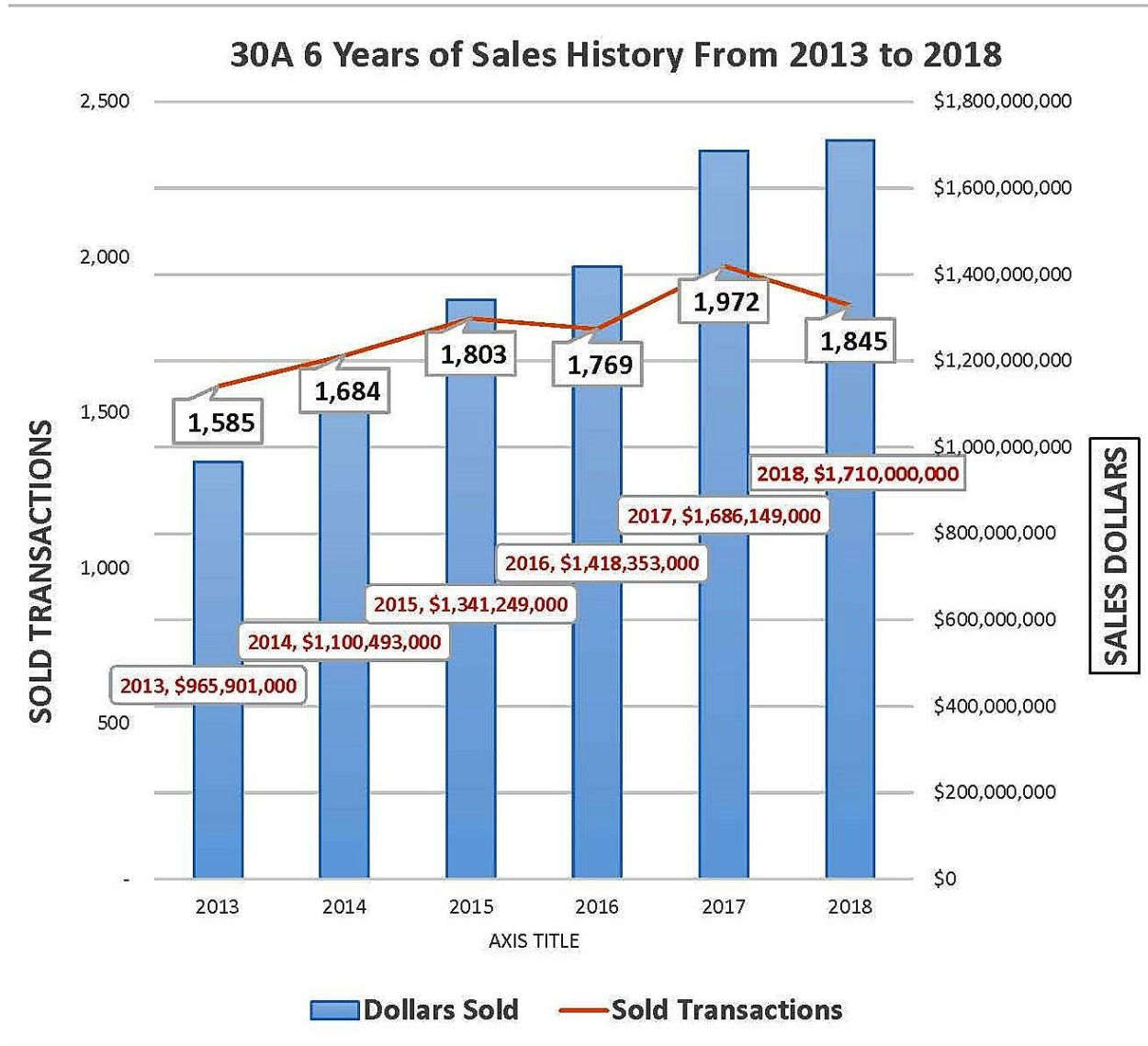




Sales Data For Rosemary Beach Realty



Sales Data For Rosemary Beach Realty



Sold dollars **2013 = \$965,901,000** Sold Dollars **2018 = \$1,710,000,000** Appreciation = **77%**