








Coldwell Banker Schmitt's Real Estate Report

Vol. 21 No.2
Spring 2021

KEYS-WIDE COMPARISON: JANUARY–MARCH 2021 VS. 2020

Everyone recognizes that the Keys real estate market is red hot but quantifying just how hot presents a stunning picture. This report uniquely quantifies in detail the difference between the pre-COVID market and our current market which has been profoundly and somewhat unexpectedly impacted by COVID-19. Virtually every measure of this market from the number of sales which are up 66%, average sale price which is up 25%, and the inventory or lack thereof which is down over 31% are without equal at any time in Keys history. The Keys has never experienced this level of sales activity to the point that surveys, inspections, appraisals and closings are sometimes difficult to schedule as all of those service providers are overwhelmed processing the unprecedented number of sales transactions. We can confidently say that, for most sellers, their properties have never been worth more, however, many are reluctant to sell until the market peaks or because they can't find a replacement property in the Keys or elsewhere. The psychology of this market is fundamentally driven by a flight to economic and physical safety which the Florida Keys represents and is fueled by a strong sense of urgency and a fear of missing out. As a tourist destination, another measure of the popularity and desirability of the Keys is the hospitality sector which enjoys the highest average daily room rates and occupancy in the US. With interest rates and inventories at all-time lows, we fully expect the real estate market to continue to be hot through the summer. We are, however, being vigilant for any signs of cooling which will first be signaled by increased inventories and increased numbers of price reductions and erosion of the sale price-to-list price ratios.

| | | | | |
|---|---|---|--|--|
|  <p>Keys-wide Sales increased 66.0% from 639 to 1,061</p> |  <p>Average Sale Price (ASP) was up 25.0% to \$864,093 from \$691,414</p> |  <p>Average List Price (ALP) was up 14.7% from \$967,092 to \$1,109,655</p> |  <p>Days On Market (DOM) was essentially unchanged going from 108 to 109 days</p> |  <p>Properties For Sale declined 31.4% from 2,669 to 1,729</p> |
|---|---|---|--|--|

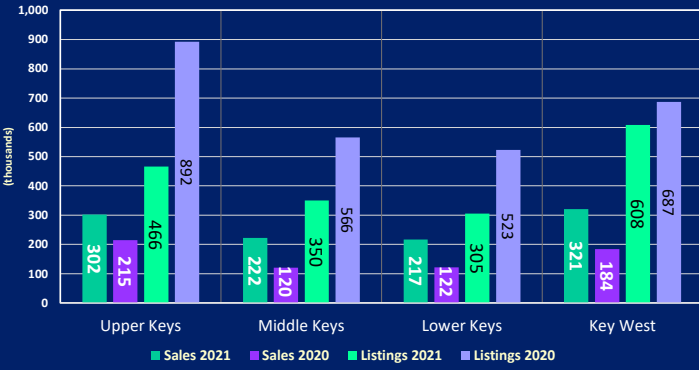
Based on All Property Types

KEYS-WIDE COMPARISON: SALE PRICE-TO-LIST PRICE RATIO

| | | |
|---|--|---|
| <p>Sales Price % vs Original Listed Price for properties sold after price reductions</p> <p>93.00% Up 3.9% from Q1 2020</p> | <p>Sales Price % vs Listed Price at the time the property obtained a contract & sold</p> <p>95.28% Up 0.3% from 2020</p> | <p>Avg List Price reduction during listing term for sold properties</p> <p>2.3% Down -58.5% from 2020</p> |
|---|--|---|

THE KEYS SUBMARKETS REPORT

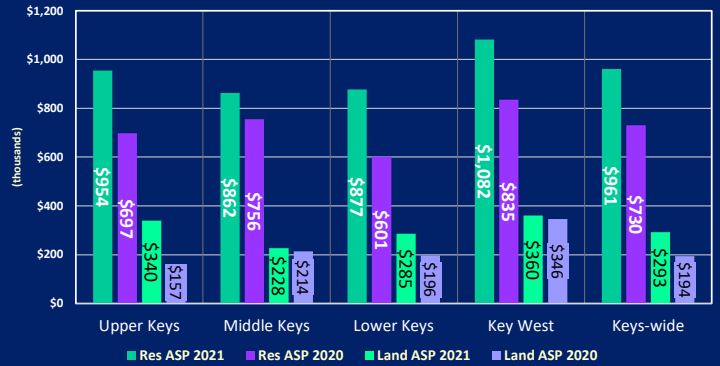
SALES & LISTINGS Q1 2021 VS 2020



When buyers were able to once again visit the Keys after June, the submarkets other than Key West fared better for sales initially due to the perception that it was easier to isolate elsewhere. Here, we see Key West's results matching the rest of the Keys more closely. Listings fell in each area (though less drastically in Key West) as the pace of sales consumed inventory rapidly.

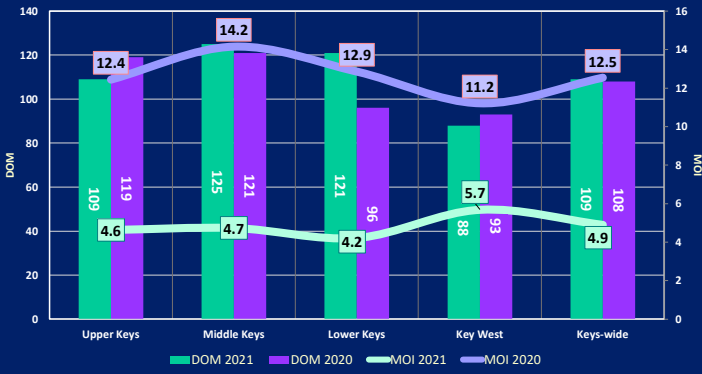
When we look at all property types, Key West, alone, had a reduction in ASP. Isolating residential and vacant land properties from the rest, though, shows increases in each submarket ranging from 14%-46% for housing and 4.3% to 116.2% for vacant land. The average list price for all property types was up 14.7% Keys-wide with the Upper Keys posting a 24.6% jump followed by the Middle Keys at 22.1%, the Lower Keys at 9.7% and Key West at 2.6%.

AVG SALE PRICE RESIDENTIAL & VACANT LAND



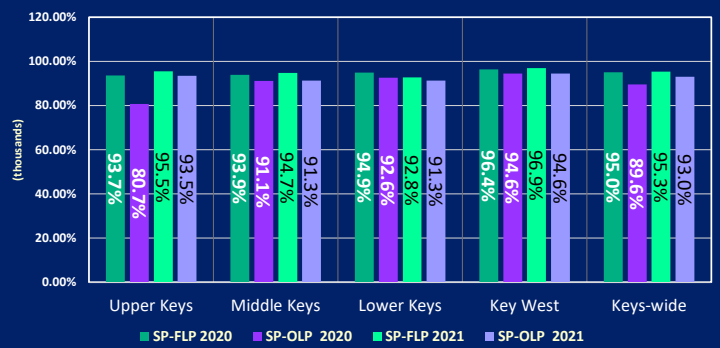
Keys-wide, the average days on market barely changed from 2020's figure of 108 days. While many properties are going under contract within days of being listed, a number that have been listed for longer-than-average periods have been selling, too, keeping the average fairly constant. The number of sales coupled with the shrinking inventory has significantly impacted the months of inventory which is a measure of the absorption rate or the time to sell all currently listed properties.

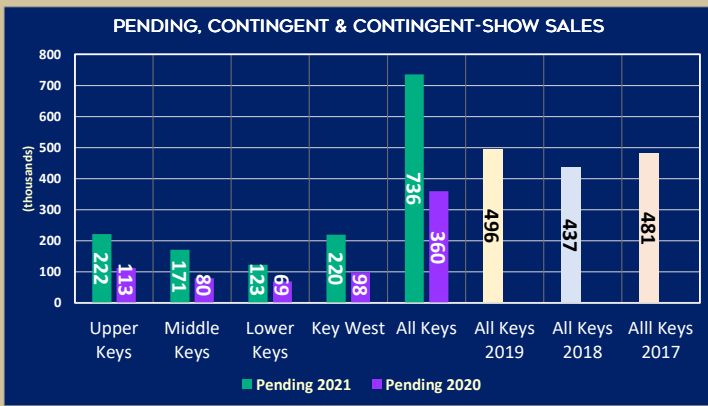
Days on Market & Months of Inventory - Q1 2021



Looking at residential sales, the ratios of sale price to-original sale price and original list price-to-final list price (which are a measure of the discounts sellers are having to provide) improved everywhere except in the Middle Keys where there was a 0.3% decrease. The average price reductions ranged from 1.8% in the Lower Keys to 3.6% in the Middle Keys. The lower number of vacant land transactions leads to wider swings. The Upper Keys and Middle Keys were up while the Lower Keys saw near-20% decreases. Key West was down to a lesser degree. Vacant land average price reductions ranged from 0.3% in the Upper Keys to 3.1% in Key West.

SALE PRICE-TO-ORIGINAL LIST PRICE & SALE PRICE-TO-FINAL LIST PRICE





The level of pending sales is the best predictor of what the months ahead hold in store. The number at the end of Q1 is well ahead of what we've experienced in recent years indicating that the market remains red hot. There were 736 pending sales Keys-wide compared with 360 at Q1 2020's end, 496 in Q1 2019, 437 in Q1 2018, and 481 in Q1 2017.

COLDWELL BANKER SCHMITT RANKED AMONG TOP 500 BROKERS

Based on dollar volume of sales for 2020, we were ranked among the largest real estate companies in the United States, appearing at #380 in [RISMedia's 2021 Power Broker Report](#) and #390 in the [2021 REALTrends Power Broker 500](#). This means our company ranks in the top one-half percent of all 106,500+ real estate brokerages in America. Brian Schmitt, president and broker, said "There's a reason that we, alone, among all Florida Keys real estate companies have repeatedly appeared in both RISMedia's Top 500 Power Brokers and REALTrends Power Broker 500: customer satisfaction and loyalty. Through the knowledge, experience and professionalism of our people, our marketing and transaction management programs, along with our commitment to represent our customers as [single agents](#), we continually strive to provide an exceptional experience for Keys sellers and buyers."

2020 IN REVIEW: REALESTATEFLORIDAKEYS.COM

We're pleased to note that our site, RealEstateFloridaKeys.com, saw a 39% increase in traffic for calendar year 2020 vs. 2019. This comes on the heels of a 56% increase for 2019 vs. 2018. Total sessions in 2020 grew by 37% and pageviews were up 21%. (Our vacation rentals site, RentalsFloridaKeys.com posted a 21% increase in users and sessions over 2019 despite the Keys being inaccessible to vacationers for several months.)

Because most buyers search and find their home on the internet, we make sure our listings are exposed where buyers are looking. Visits from social media posted the biggest proportionate gain among all sources, up 94%, reflecting the success of the marketing programs we've put in place to increase listings exposure as well as share news and information about Florida Keys real estate.

Here we present a look at where those visits originate geographically, ranking the top 25 States and Nations in order. Overall, 92.5% of visits originated in the United States, and within the USA, visits from Florida accounted for nearly half of all sessions, an increase of about 7% over the previous year.

Canada is traditionally our number-one international point of origin but 2020 totals illustrate the restrictive effect of the pandemic on travel especially with regard to the EU and UK.

We saw continuing expansion in the use of mobile devices for real estate search. Visits to the mobile version of the site via smart phone were up 73% while desktop computer sessions grew by 17%.

| Region | Country |
|-------------------|-------------------------|
| 1 Florida | 1 United States |
| 2 Virginia | 2 China |
| 3 Illinois | 3 Canada |
| 4 New York | 4 India |
| 5 California | 5 Finland |
| 6 Texas | 6 United Kingdom |
| 7 New Jersey | 7 France |
| 8 Pennsylvania | 8 Germany |
| 9 Georgia | 9 Netherlands |
| 10 Ohio | 10 Hong Kong |
| 11 Michigan | 11 United Arab Emirates |
| 12 North Carolina | 12 Philippines |
| 13 Massachusetts | 13 Pakistan |
| 14 Tennessee | 14 Turkey |
| 15 Maryland | 15 Argentina |
| 16 Indiana | 16 Austria |
| 17 Wisconsin | 17 South Korea |
| 18 South Carolina | 18 Dominican Republic |
| 19 Connecticut | 19 Singapore |
| 20 Colorado | 20 Ukraine |
| 21 Kansas | 21 Australia |
| 22 Minnesota | 22 Italy |
| 23 Washington | 23 Belgium |
| 24 Iowa | 24 Denmark |
| 25 Oregon | 25 Russia |



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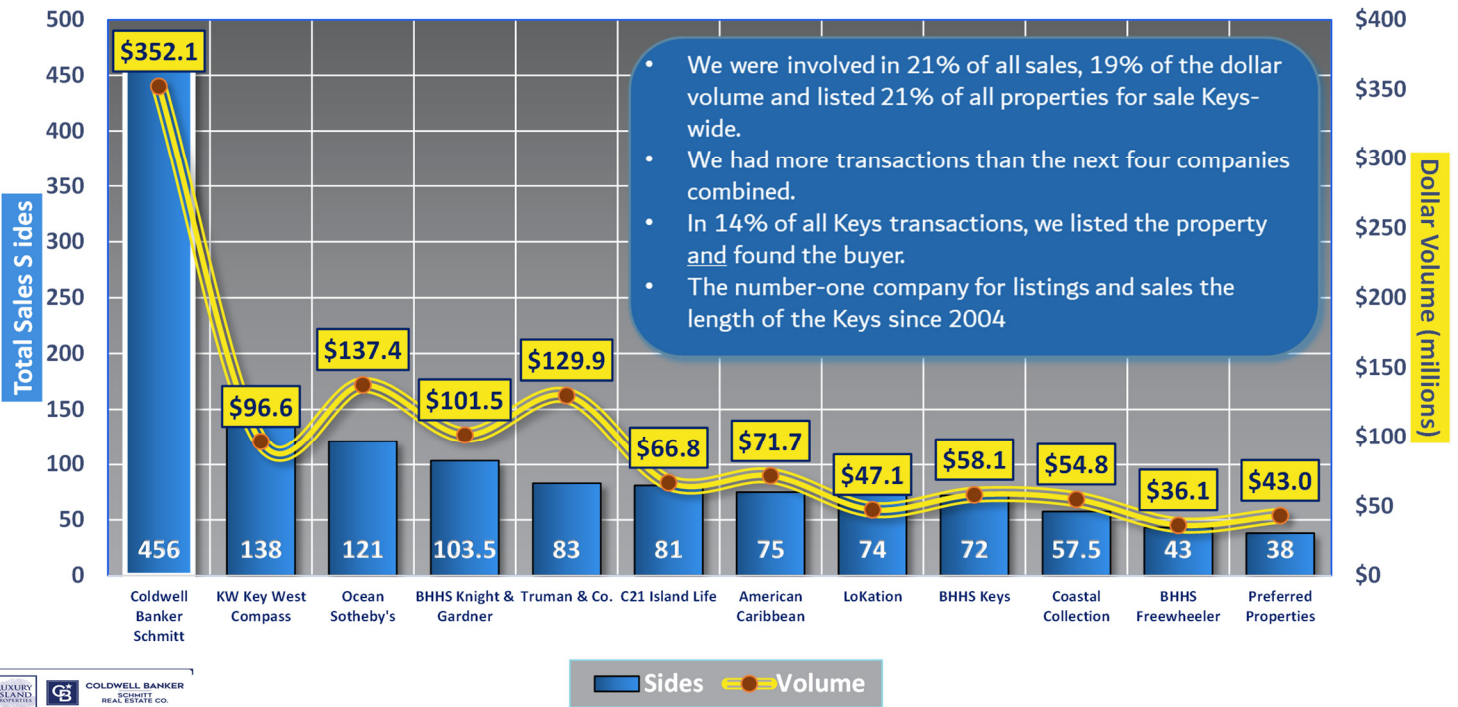
AND/OR CURRENT RESIDENT:

If you would like a **FREE** Comparative Market Analysis, contact one of our five offices at the toll free numbers below. We are *“The Most Trusted Name In Florida Keys Real Estate.”*

Key Largo (877) 289-0035 100430 Overseas Hwy. | Islamorada (800) 207-4160 85996 Overseas Hwy. | Marathon (800) 366-5181 11050 Overseas Hwy. | Big Pine (800) 488-3050 29967 Overseas Hwy. | Key West (800) 598-7727 1201 White Street, #101

WHICH COMPANY’S AGENTS WOULD YOU WANT TO SELL *YOUR* PROPERTY?

KEYS-WIDE INFORMATION FROM FLORIDA KEYS MLS JANUARY-MARCH 2021



COLDWELL BANKER SCHMITT IS THE LEADING COMPANY FOR SALES & LISTINGS SOLD KEYS-WIDE