



Doug, Annette &
Dale Bohannon
(813) 979-4963



| Su | M | T | W | Th | F | Sa |
|----|----|----|----|----|----|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |
| | | | | | | |

TABLE OF CONTENTS

| | |
|--|-----------|
| Market Dashboard | Pages 1-2 |
| Number For Sale vs. Under Contract | |
| Number Sold vs. Expired | |
| Days on Market (Sold vs. Expired) | |
| Sold Listings - Prices (Last 6 Months) | |
| Sold Listings - Days on Market (Last 6 Months) | |
| Market Summary Table | Page 3 |
| Glossary | Page 4 |



Monday, December 21, 2009

Doug, Annette & Dale Bohannon
 (813) 979-4963

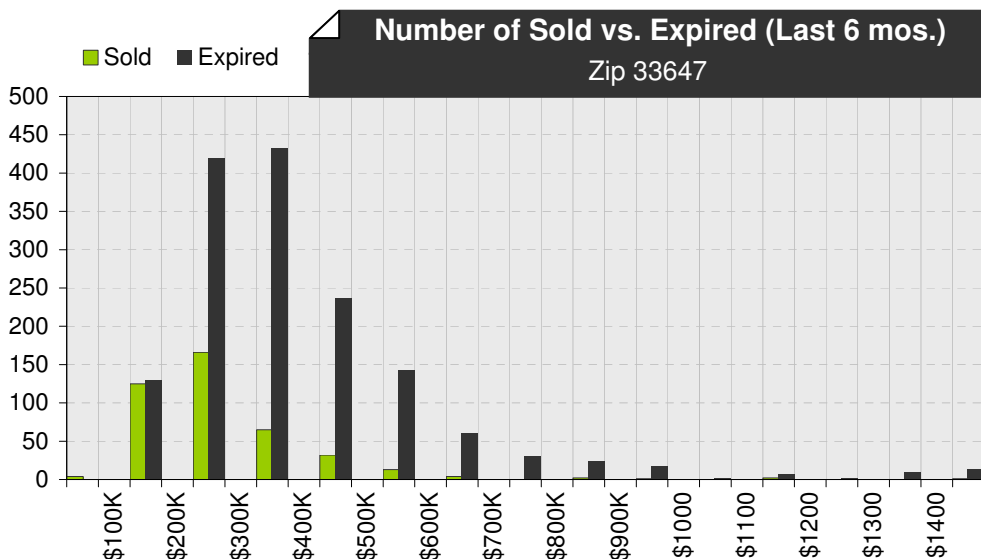
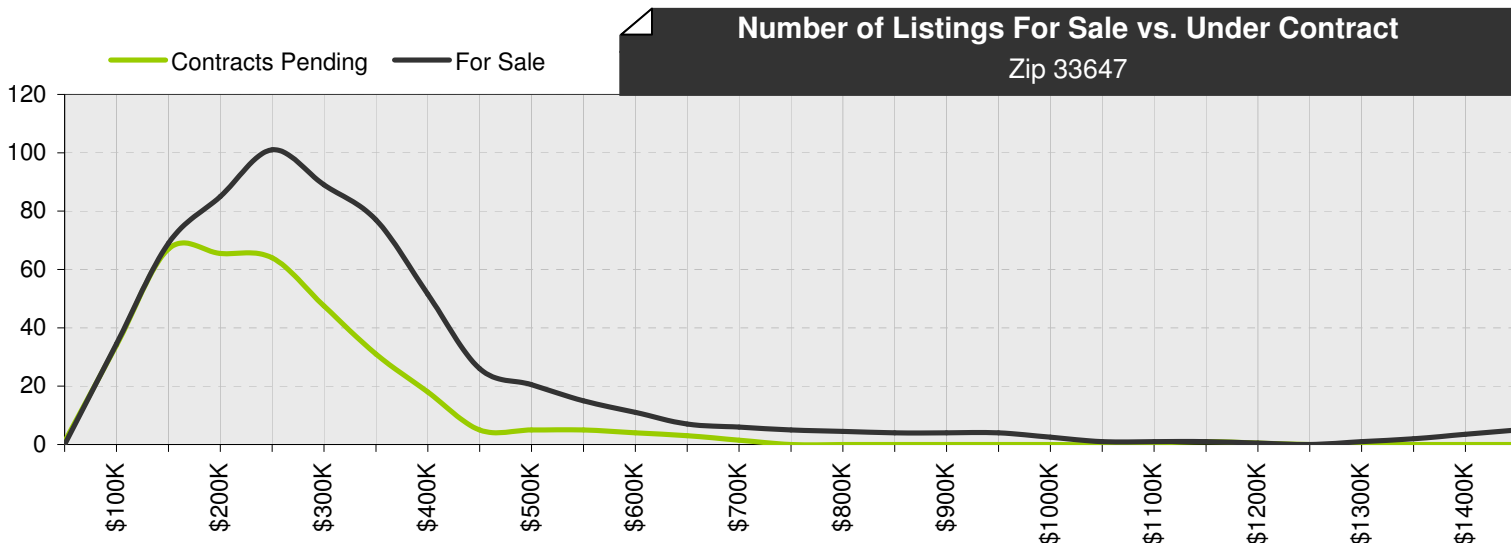
Let's take a look at the real estate market for Zip 33647 this week. Currently there are 177 contracts pending in the market overall, leaving 317 homes still for sale. The resulting pending ratio is 35.8% (177 divided by 494). So you might be asking yourself, that's great... but what exactly does it mean? I'm glad you asked!

A pending ratio indicates the supply and demand of the market. Specifically, a high ratio means that listings are in demand and quickly going to contract. Alternatively, a low ratio means there are not enough qualified buyers for the existing supply.

"The current inventory can best be described as mildly active."

Taking a closer look, we notice that the \$100K - \$200K price range has the largest number of contracts that are currently pending. The \$200K - \$300K price range has the largest active inventory of 101 homes for sale.

Additionally, the current average list price (or asking price) for all homes in this market is \$371,903.



A total of 415 homes have sold in the last 6 months with an average sold price of \$276,455. Alternatively, 1,527 listings have expired in that same period of time. Listings may expire for many reasons such as being priced too high, having been inadequately marketed, the home was in poor condition, or perhaps the owner had second thoughts about selling at this particular time.

Breaking it down, we see that more homes have sold in the \$200K - \$300K price range than any other. The \$300K - \$400K price range has the largest number of expired listings at 432 homes.

Monday, December 21, 2009

Doug, Annette & Dale Bohannon
 (813) 979-4963

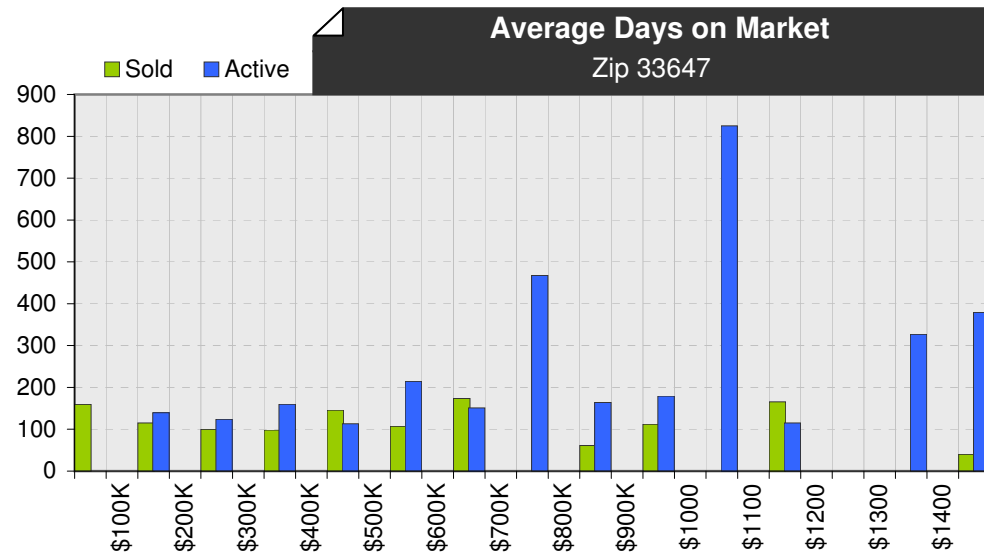
Homes currently for sale have been on the market for an average of 154 days. Taking a closer look at the chart to the right, we see that active listings in the \$400K - \$500K price range have been on the market the least amount of time at 113 days.

"Based on this index, demand appears to be very low."

Analysis of sold homes for the last six months reveals an average time on market of 109 days. Notice that homes in the \$1400K & up price range have been selling quickest over the last six months.

"Overall home sales have been slow lately."

The recent history of home sales can be seen in the two charts below. The average sold price for the last 30 days is \$336,352 (+26.6%) with an average of 95 days on market (-35.5%). Since this is less than the average DOM for the last 6 months, it indicates that there has recently been increased demand.



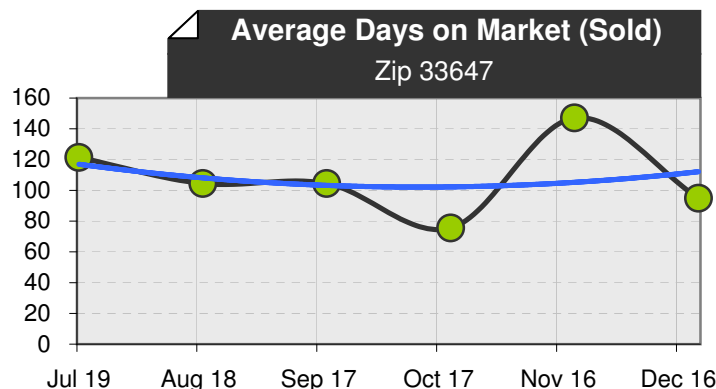
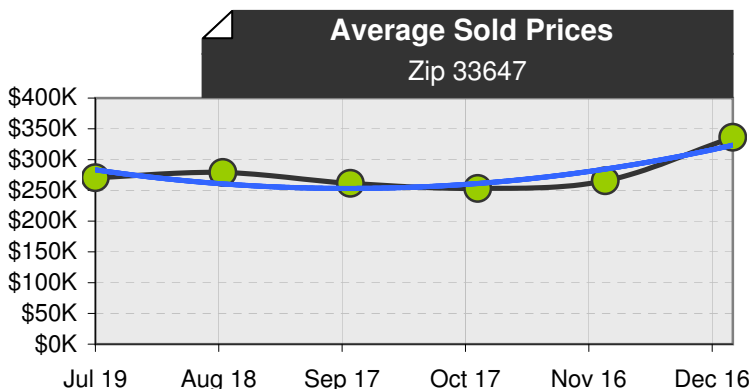
It is important to realize two things about this information. First of all, this does not necessarily mean that home values have increased by 26.6%. And secondly, real estate markets can fluctuate due to seasonal changes, as well as, other factors such as shifting interest rates or the economy.

The average list-to-sales ratio is 95.3%. This is the percentage of the final list price that the buyer ultimately

paid. It is commonly used to help decide how much to offer on a home.

Analysis of the absorption rate indicates an inventory of 4.6 months based on the last 6 months of sales. This estimate may be used to determine how fast listings are currently selling. Please note that this does not take into account the number of new listings which will eventually come on the market.

Continue to Market Summary Table...



WEEKLY REAL ESTATE MARKET REPORT

ZIP 33647

Monday, December 21, 2009

Doug, Annette & Dale Bohannon
(813) 979-4963

| Price Range | | Contracts Pending | | | | | Expired Listings in the Last 6 Months* | | | | | | Absorption Rate | |
|------------------------------------|-------------|-------------------|---------|----------------|----------------------------------|---------------|--|-----------|---------|---------------------|----------------------|----------------|-----------------|------|
| | | Homes For Sale | | | Homes Sold in the Last 6 Months* | | | | | | | | | |
| Min. | Max. | Total Num | Avg DOM | Avg List Price | Total Num | Pending Ratio | Total Num | Total Num | Avg DOM | Avg Orig List Price | Avg Final List Price | Avg Sold Price | List to Sales | Mos. |
| \$0 | \$ 99,999 | 0 | - | - | 1 | - | 0 | 4 | 159 | \$ 116,200 | \$ 89,725 | \$ 88,625 | 98.8% | 0.0 |
| \$100,000 | \$ 199,999 | 69 | 139 | \$ 167,832 | 67 | 49.3% | 130 | 125 | 115 | \$ 188,172 | \$ 169,711 | \$ 164,588 | 97.0% | 3.3 |
| \$200,000 | \$ 299,999 | 101 | 124 | \$ 254,553 | 64 | 38.8% | 419 | 166 | 100 | \$ 272,292 | \$ 255,229 | \$ 245,836 | 96.3% | 3.7 |
| \$300,000 | \$ 399,999 | 77 | 160 | \$ 347,748 | 31 | 28.7% | 432 | 65 | 98 | \$ 375,741 | \$ 356,500 | \$ 339,754 | 95.3% | 7.1 |
| \$400,000 | \$ 499,999 | 26 | 113 | \$ 436,360 | 5 | 16.1% | 237 | 32 | 146 | \$ 517,358 | \$ 465,539 | \$ 440,118 | 94.5% | 4.9 |
| \$500,000 | \$ 599,999 | 15 | 215 | \$ 565,940 | 5 | 25.0% | 143 | 13 | 107 | \$ 620,085 | \$ 570,869 | \$ 539,247 | 94.5% | 6.9 |
| \$600,000 | \$ 699,999 | 7 | 151 | \$ 639,986 | 3 | 30.0% | 60 | 4 | 174 | \$ 746,225 | \$ 687,475 | \$ 641,000 | 93.2% | 10.5 |
| \$700,000 | \$ 799,999 | 5 | 467 | \$ 725,000 | 0 | - | 31 | 0 | - | - | - | - | - | - |
| \$800,000 | \$ 899,999 | 4 | 164 | \$ 845,508 | 0 | - | 24 | 2 | 61 | \$ 937,000 | \$ 899,500 | \$ 825,000 | 91.7% | 12.0 |
| \$900,000 | \$ 999,999 | 4 | 180 | \$ 989,475 | 0 | - | 17 | 1 | 112 | \$1,100,000 | \$1,075,000 | \$ 975,000 | 90.7% | 24.0 |
| \$1,000,000 | \$1,099,999 | 1 | 825 | \$1,050,000 | 0 | - | 2 | 0 | - | - | - | - | - | - |
| \$1,100,000 | \$1,199,999 | 1 | 115 | \$1,199,000 | 1 | 50.0% | 7 | 2 | 166 | \$1,345,000 | \$1,224,500 | \$1,112,500 | 90.9% | 3.0 |
| \$1,200,000 | \$1,299,999 | 0 | - | - | 0 | - | 2 | 0 | - | - | - | - | - | - |
| \$1,300,000 | \$1,399,999 | 2 | 327 | \$1,374,500 | 0 | - | 9 | 0 | - | - | - | - | - | - |
| \$1,400,000 | + | 5 | 379 | \$2,709,800 | 0 | - | 14 | 1 | 40 | \$2,900,000 | \$2,850,000 | \$2,400,000 | 84.2% | 30.0 |
| Market Summary >>> | | 317 | 154 | \$ 371,903 | 177 | 35.8% | 1,527 | 415 | 109 | \$ 312,712 | \$ 290,012 | \$ 276,455 | 95.3% | 4.6 |

* Dates are from June 21, 2009 to December 21, 2009

Single-Family Residential Listings

Data believed to be accurate but not guaranteed.

Search: {33647}

Monday, December 21, 2009

Doug, Annette & Dale Bohannon
(813) 979-4963**1. HOMES FOR SALE**

- a. **Number Active:** The number of listings for sale which are currently being marketed but do not yet have a purchase agreement.
- b. **Average Days on Market (DOM):** The average marketing period of currently active listings. This does not account for some listings which have had a previous listing period, but were re-entered as a new listing.
- c. **Average List Price:** The average price that a seller is currently asking.

2. CONTRACTS PENDING

- a. **Number Pending:** The number of current listings for which a contract has been signed but has not yet closed.
- b. **Pending Ratio:** Sometimes called a "list to pending ratio". This is a measure of how fast homes are going under contract vs. how fast they are being listed.

$$\text{Pending Ratio} = \frac{P \text{ (Number of Pending Listings)}}{A+P \text{ (Number of Active + Pending)}}$$

(P) represents homes that buyers have chosen

(A+P) represents the entire pool from which they have chosen

3. EXPIRED LISTINGS

- a. **Number Expired:** The number of listing agreements that have expired in the last 6 months. Some owners may choose to reoffer their home for sale.

4. HOMES SOLD

- a. **Number Sold:** The number of homes that have gone to a closing in the last 6 months.
- b. **Average Days on Market (DOM):** The average marketing time it has taken homes to sell in the last six (6) months.
- c. **Average Original List Price:** The average price at which a sold home was originally marketed.
- d. **Average List Price:** The average price at which a sold home was marketed just prior to selling.
- e. **Average Sold Price:** The average price for which a home sold.
- f. **List to Sales Ratio:** The percentage of the list price that the buyer ultimately paid for the home.

$$\text{List to Sales Ratio} = \frac{\text{Average Sold Price}}{\text{Average List Price}}$$

5. OTHER

- a. **Absorption Rate / Months of Inventory:** An estimate of how fast listings are currently selling measured in months. For example, if 100 homes sell per month and there are 800 homes for sale - there is an 8 month supply of inventory before counting the additional homes that will come on the market.