



LUXURY
ISLAND
PROPERTIES



**COLDWELL
BANKER**

SCHMITT
REAL ESTATE CO.

**Statistical Analysis of
Florida Keys
Luxury Residential
Listings & Sales
September 2020 –
August 2021**

LUXURY ISLAND PROPERTIES

YTD Listings & Sales All Properties by Market Area & Keys Wide

September 2020 - August 2021



	Upper Keys	Middle Keys	Lower Keys	Key West	Keys-wide	2019	2018	2017	2016
Sales	291	184	112	317	904	348	299	319	267
2020	150	84	51	126	411				
% Chg.	94.0%	119.0%	119.6%	151.6%	120.0%				
\$1.3 MM+	213	124	64	234	635				
Average Sale Price	\$1,955,653	\$1,876,509	\$1,691,743	\$1,890,410	\$1,883,969	\$1,703,995	\$1,587,584	\$1,586,526	\$1,698,630
2020	\$1,771,012	\$1,555,484	\$1,456,280	\$1,676,051	\$1,658,796				
% Chg.	10.4%	20.6%	16.2%	12.8%	13.6%				
\$1.3 MM+	\$2,258,560	\$2,229,487	\$2,113,796	\$2,156,588	\$2,200,715				
Dollar Volume	\$569,095,300	\$345,277,668	\$189,475,317	\$599,260,131	\$1,703,108,416	\$592,990,473	\$474,687,518	\$506,101,881	\$453,534,341
2020	\$265,651,849	\$130,660,700	\$74,270,280	\$211,182,510	\$681,765,339				
% Chg.	114.2%	164.3%	155.1%	183.8%	149.8%				
\$1.3 MM+	\$481,073,300	\$276,456,413	\$135,283,000	\$504,641,768	\$1,397,454,481				
Sale Price-to-Original List Price	91.08%	92.71%	92.25%	94.99%	92.89%	88.74%	87.89%	87.73%	87.79%
2020	89.86%	80.36%	88.96%	85.91%	86.57%				
% Chg.	1.4%	15.4%	3.7%	10.6%	7.3%				
\$1.3 MM+	92.08%	92.28%	90.72%	94.87%	92.97%				
Sale Price-to-Final List Price	94.47%	94.28%	94.21%	95.66%	94.82%	92.09%	91.04%	91.52%	91.89%
2020	91.84%	92.32%	92.69%	93.71%	92.60%				
% Chg.	2.9%	2.1%	1.6%	2.1%	2.4%				
\$1.3 MM+	94.34%	94.08%	93.60%	95.59%	94.66%				
Average Price Reduction	3.4%	1.6%	2.0%	0.7%	1.9%	3.4%	3.2%	3.8%	4.1%
Days On the Market	133	93	116	98	110	138	169	166.5	226.5
2020	175	147	146	103	144				
% Chg.	-24.0%	-36.7%	-20.5%	-4.9%	-23.6%				
\$1.3 MM+	138	109	147	103	120				
Listings On Market	97	55	60	81	293	475	444	420	386
2020	165	78	62	161	466				
% Chg.	-41.2%	-29.5%	-3.2%	-49.7%	-37.1%				
\$1.3 MM+	79	39	37	61	216				
Average List Price	\$2,927,369	\$2,771,061	\$1,898,778	\$2,334,617	\$2,523,528	\$2,334,950	\$2,348,958	\$2,315,848	\$2,256,661
2020	\$2,707,105	\$2,423,251	\$2,081,190	\$2,166,894	\$2,389,677				
% Chg.	8.1%	14.4%	-8.8%	7.7%	5.6%				
\$1.3 MM+	\$3,323,194	\$3,429,445	\$2,335,697	\$2,703,540	\$2,998,229				
Months of Inventory	4.0	3.6	6.4	3.1	3.9	16.4	17.8	15.8	17.3
2020	13.2	11.1	14.6	15.3	13.6				
% Chg.	-69.7%	-67.8%	-55.9%	-80.0%	-71.4%				
\$1.3 MM+	4.5	3.8	6.9	3.1	4.1				
Pending Transactions at the End of the Period*	32	22	18	36	108	62	66	48	38
2020	28	21	15	20	84				
% Chg.	14.3%	4.8%	20.0%	80.0%	28.6%				
\$1.3 MM+	25	15	9	26	75				

* INCLUDES PENDING, CONTINGENT & CONTINGENT-SHOW

Luxury Residential Sales Market Share

\$1,300,000+ Properties - Lower Keys through Upper Keys
September 2020 - August 2021

Rank	Name	Sold Sides	% Total: Sold Sides	Volume	% Total: Volume
1	Coldwell Banker Schmitt	208	25.9	\$ 423,863,929	23.7
2	Ocean Sotheby's	72	9.0	\$ 212,372,150	11.9
3	American Caribbean	56	7.0	\$ 130,939,500	7.3
4	BHHS Keys	47	5.9	\$ 99,146,499	5.6
5	LoKation	40.5	5.0	\$ 81,755,000	4.6
6	BHHS Freewheeler	34	4.2	\$ 76,044,000	4.3
7	C21 Island Life	26	3.2	\$ 57,617,000	3.2
8	Coastal Realty	17	2.1	\$ 35,095,500	2.0
9	Island Equity	17	2.1	\$ 33,877,000	1.9
10	Island Breeze	16	2.0	\$ 34,674,999	1.9

**Statistical Analysis
of Florida Keys
YTD Listings & Sales
January-August 2021**



YTD LISTINGS & SALES ALL PROPERTIES BY MARKET AREA & KEYS WIDE

JANUARY - AUGUST 2021 VS 2020

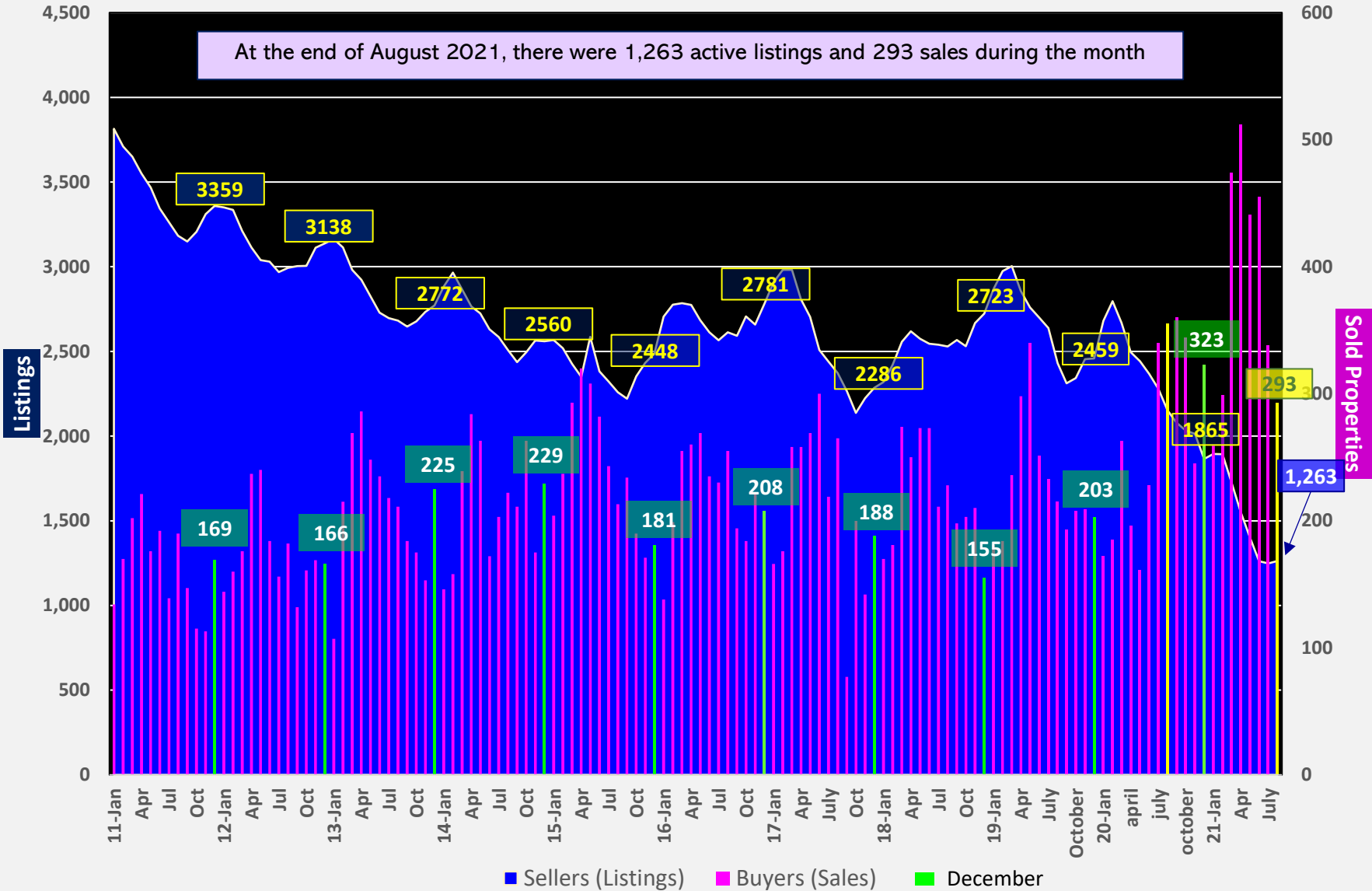
	Upper Keys	Middle Keys	Lower Keys	Key West	Keys-wide	2019	2018	2017	2016
Sales	919	705	609	948	3,179	1,971	1,948	1,980	1,941
2020	702	390	384	482	1,957				
% Chg.	30.9%	80.8%	58.6%	96.7%	62.4%				
Average Sale Price	\$879,922	\$797,259	\$697,233	\$970,196	\$853,631	\$624,901	\$650,154	\$576,198	\$604,079
2020	\$614,102	\$615,091	\$555,975	\$879,834	\$668,298				
% Chg.	43.3%	29.6%	25.4%	10.3%	27.7%				
Dollar Volume	\$808,648,424	\$562,067,998	\$424,615,352	\$919,746,351	\$2,713,693,125	\$1,232,304,846	\$1,264,499,905	\$1,140,884,582	\$1,169,738,762
2020	\$431,100,230	\$239,885,592	\$213,494,559	\$424,080,451	\$1,307,860,832				
% Chg.	87.6%	134.3%	98.9%	116.9%	107.5%				
Sale Price-to-Original LP	93.72%	94.32%	95.36%	95.56%	94.72%	89.93%	91.60%	90.22%	90.78%
2020	88.48%	90.14%	91.67%	90.32%	89.89%				
% Chg.	5.9%	4.6%	4.0%	5.8%	5.4%				
Sale Price-to-Final List Price	95.43%	95.87%	96.21%	96.55%	96.02%	94.45%	93.71%	94.36%	94.12%
2020	93.12%	93.61%	94.82%	95.50%	94.25%				
% Chg.	2.5%	2.4%	1.5%	1.1%	1.9%				
Average Price Reduction	1.7%	1.6%	0.8%	1.0%	1.3%	4.5%	2.1%	4.1%	3.3%
DOM	91	99	92	82	90	119	126	148	139
2020	129	127	122	102	121				
% Chg.	-29.5%	-22.0%	-24.6%	-19.6%	-25.6%				
Listed Properties For Sale	371	244	264	385	1,263	2,434	2,529	2,372	2,613
2020	665	459	406	627	2,159				
% Chg.	-44.2%	-46.8%	-35.0%	-38.6%	-41.5%				
Average List Price	\$1,429,848	\$1,357,709	\$965,241	\$1,299,825	\$1,279,902	\$984,650	\$910,222	\$907,839	\$785,563
2020	\$1,178,977	\$976,046	\$767,896	\$1,167,313	\$1,054,175				
% Chg.	21.3%	39.1%	25.7%	11.4%	21.4%				
Months of Inventory	3.2	2.8	3.5	3.2	3.2	9.9	10.4	9.6	10.8
2020	7.6	9.4	8.5	10.4	8.8				
% Chg.	-57.4%	-70.6%	-59.0%	-68.8%	-64.0%				
Pending Transactions at the End of the Month*	112	74	79	111	376	355	345	380	376
2020	197	116	135	123	571				
% Chg.	-43.1%	-36.2%	-41.5%	-9.8%	-34.2%				

* includes Pending, Contingent & Contingent-Show

Properties Available vs. Sold Keys-wide

Source: Florida Keys MLS

At the end of August 2021, there were 1,263 active listings and 293 sales during the month



Upper Keys Market Share - YTD as of August 31, 2021

Listings

Rank	Name	2021 Sides	2020 Sides	2021 % Total: Number	2020 % Total: Number	2021 Volume	2020 Volume	2021 % Total: Volume	2020 % Total: Volume
1	Coldwell Banker Schmitt	61	126	16.35	19.1	131,434,962	152,951,442	24.74	19.55
2	American Caribbean	38	75	10.19	11.4	63,391,700	101,953,200	11.93	13.03
3	BHHS Freewheeler	34	61	9.12	9.2	34,412,197	46,611,749	6.48	5.96
4	RE/MAX All Keys	22.5	34	6.03	5.1	23,095,584	28,457,790	4.35	3.64
5	Ocean Sotheby's	22	64	5.9	9.7	39,738,980	128,724,589	7.48	16.45
6	Coastal Realty	13	29	3.49	4.4	14,905,000	36,144,800	2.81	4.62
7	C21 Island Life	11	33	2.95	5.0	12,572,000	28,030,650	2.37	3.58
8	LoKation	10	33	2.68	5.0	6,067,199	21,243,148	1.14	2.72
9	International Keys	8	11.5	2.14	1.7	2,061,100	843,050	0.39	0.11
10	RE/MAX Advance Realty	7.5		2.01		8,200,000		1.54	
11	Island Equity	7	9	1.88	1.4	9,334,945	9,344,500	1.76	1.19
12	EXP Realty	7		1.88		7,666,000		1.44	
13	The Firm	7	9	1.88	1.4	5,062,700	9,922,900	0.95	1.27
15	RE Sales Force	6	6	1.61	0.9	11,432,005	4,427,450	2.15	0.57
14	Keys Country	6	11	1.61	1.7	2,252,500	2,675,850	0.42	0.34
16	BH&G Destinations	5		1.34		4,724,000		0.89	
17	Buccaneer	4		1.07		23,000,000		4.33	
18	Illustrated Properties	4	5	1.07	0.8	5,695,000	5,885,000	1.07	0.75
19	Real Living Cypress	4		1.07		4,869,800		0.92	
20	Engel & Volkers Islamorada	3	10	0.8	1.5	9,474,999	23,036,894	1.78	2.94

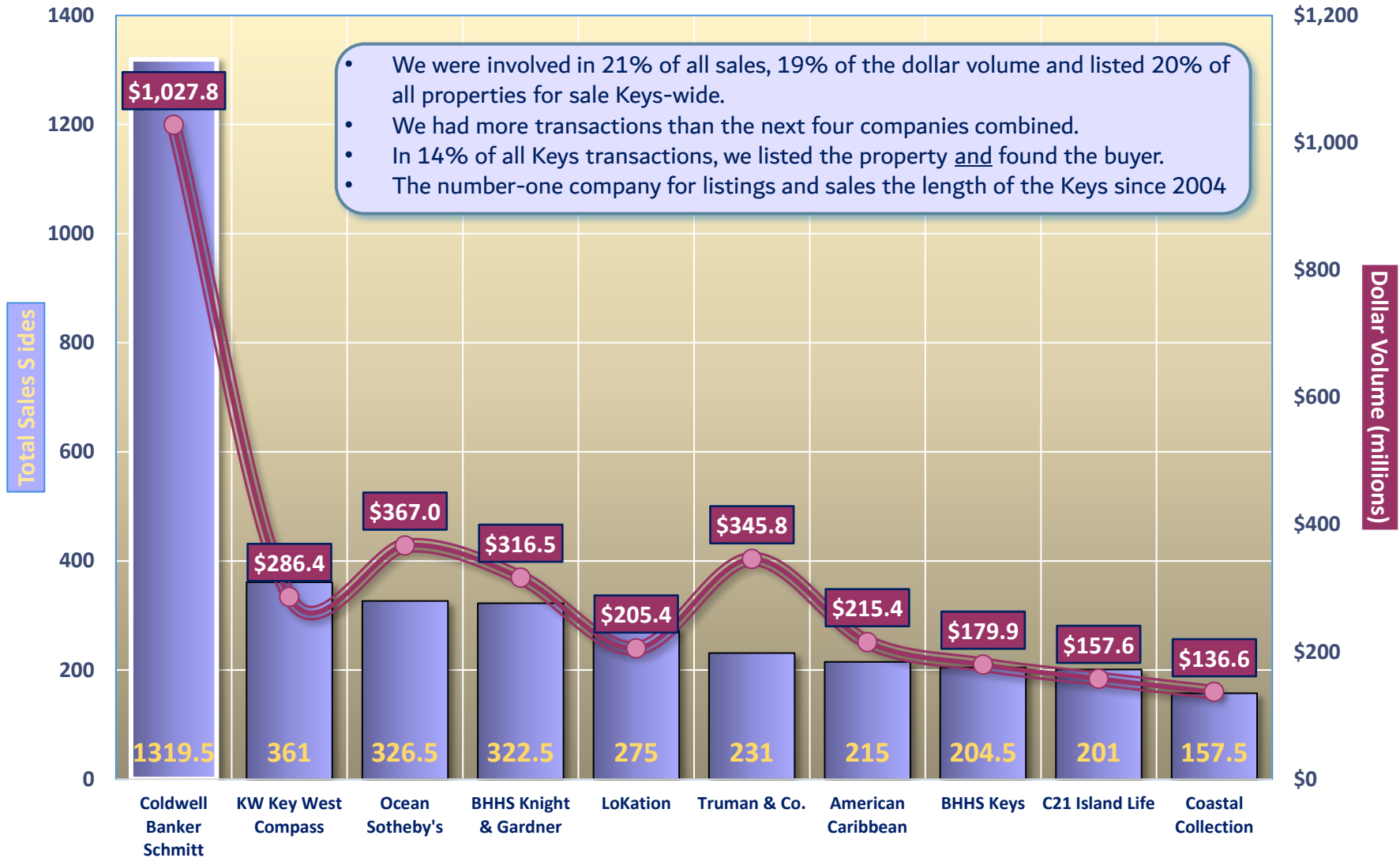
Upper Keys Market Share - YTD as of August 31, 2021

Sales

Rank	Name	2021 Sides	2020 Sides	2021 % Total: Number	2020 % Total: Number	2021 Volume	2020 Volume	2021 % Total: Volume	2020 % Total: Volume
1	Coldwell Banker Schmitt	317.5	238	17.26	16.6	279,612,950	196,195,705	17.28	22.45
2	American Caribbean	198	168	10.76	11.7	197,603,356	119,249,700	12.21	13.65
3	LoKation	128	102	6.95	7.1	97,635,260	42,988,400	6.03	4.92
4	BHHS Freewheeler	115.5	86.5	6.28	6.0	108,477,556	46,926,800	6.7	5.37
5	Ocean Sotheby's	87.5	95	4.76	6.6	132,771,050	85,510,950	8.21	9.78
6	C21 Island Life	87	86.5	4.73	6.0	79,589,000	46,115,257	4.92	5.28
7	RE/MAX All Keys	75.5	85.5	4.1	6.0	33,739,900	24,629,470	2.08	2.82
8	Coastal Realty	74	50	4.02	3.5	62,706,750	38,638,600	3.87	4.42
9	Island Equity	52	38.5	2.83	2.7	52,165,900	25,901,600	3.22	2.96
10	BH&G Destinations	42	29	2.28	2.0	24,615,100	10,394,450	1.52	1.19
11	RE Sales Force	40	26	2.17	1.8	32,430,550	13,586,200	2.01	1.55
12	International Keys	33.5	14.5	1.82	1.0	712,200	2,758,400	0.04	0.32
13	Barbara Eads	31	19	1.68	1.3	14,964,410	5,127,500	0.92	0.59
14	Keys Country	30	25	1.63	1.7	8,428,308	6,637,500	0.52	0.76
15	Engel & Volkers Islamorada	24	13	1.3	0.9	13,059,200	5,073,050	0.81	0.58
16	Tropical Realty	20	10	1.09	0.7	11,798,000	4303300	0.73	0.49
17	The Firm	18.5	21	1.01	1.5	17,725,500	19,017,900	1.1	2.18
18	Broker's Edge	18	15	0.98	1.0	11,533,900	5,040,000	0.71	0.58
19	Illustrated Properties	15	15	0.82	1.04	16,612,900	6961700	1.03	0.8
20	Real Living Cypress	12	7	0.65	0.5	16,911,000	6,313,400	1.04	0.72

Which Agent & Company Do You Want to Sell Your Property? The Leading Company for Sales & Listings Sold Keys-wide

Keys-wide Information from Florida Keys MLS January-August 2021



- We were involved in 21% of all sales, 19% of the dollar volume and listed 20% of all properties for sale Keys-wide.
- We had more transactions than the next four companies combined.
- In 14% of all Keys transactions, we listed the property and found the buyer.
- The number-one company for listings and sales the length of the Keys since 2004

Which Agent & Company Do You Want to Sell Your Property?

The Leading Company for Sales & Listings Sold from Key Largo to Bay Point

Lower Keys-Upper Keys Information from Florida Keys MLS January-August 2021

- We were involved in 26% of all sales, 25% of the sales dollar volume and listed 25% of all properties for sale from the Upper Keys through the Lower Keys.
- We had more transactions than the next 6 companies combined.
- In 17% of all Lower-to-Upper Keys transactions, we listed the property and found the buyer.
- The number-one company for listings and sales the length of the Keys since 2004.

