



KEYS-WIDE COMPARISON: JANUARY-MARCH 2023 VS. 2022

The normalization of the Florida Keys Real Estate market proceeds in earnest with continued downward adjustments in number of sales & average sale prices, increases in inventories of properties for sale, and marketing times over the all-time peak sales levels in 2021 and 2022. With 39% fewer buyers and 27% more properties for buyers to choose from sellers are having to readjust their expectations from a year ago. The average seller is suffering price reductions over 4% during the term of the listing and achieving almost 10% less than the original list price when the property sells which is taking 25% longer. While those statistics may sound dire the reality is that this market remains historically quite good relative to average sale prices which are down less than 1%, buoyed by an inventory of properties for sale which is running at about half of the historical average. Unlike the last downturn in the Keys starting in 2006 when inventories ballooned, sellers are staying put in 2023, not ready to make a lateral move in a relatively price-stable market or lose their low interest rate mortgage. With so many sales in 2021 & 2022 those buyers are simply not ready to sell yet and there is little motivation for them to do so. Going forward in 2023, we expect that the current market dynamics will continue to play out with low inventories maintaining the higher price points established as a result of the Pandemic. We do not forecast any wholesale reduction in property values as a result of the current market or the ongoing challenges driving fewer sales. Besides the continuing challenges posed by higher interest rates put in place to slow the economy along with real estate sales, the market will be affected going forward by the lack of wind insurance for coverage over \$1 million and increasing premiums. FEMA may finally enact the new Flood Insurance Rate Maps in 2023 which will further stress flood insurance premiums. In our 68-year Company history, we have seen greater challenges than these, all of which the market has overcome and even prospered as a result of. We believe that the allure of the Keys will overwhelm any of these risks and obstacles and there will always be great demand to own real estate in the Florida Keys.



**Keys-wide
Sales**
decreased
39% from
897 to 547



**Average Sale
Price (ASP) was**
down 0.8% to
\$1,032,171 from
\$1,040,486



**Average List
Price (ALP) was**
up 15.8% from
\$1,427,950 to
\$1,653,532



**Days On
Market (DOM)**
was up 25% going
from 60 to 75
days



**Properties
For Sale**
increased
26.9% from
1,199 to 1,521

Based on All Property Types

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

Sales Price % vs
Original Listed
Price for properties
sold after price
reductions

90.52%
Down 1.9%
from 2022

Sales Price % vs
Listed Price at
the time the
property
obtained a
contract & sold

94.86%
Down 2.2%
from 2022

Avg List
Price
reduction
during
listing term
for sold
properties

4.3%
Down 4.8%
from 2022

REALESTATEFLORIDAKEYS.COM – WHERE OUR TRAFFIC ORIGINATES

We're pleased to note a 16% increase in visitors to our website over the 12-month period ending March 31, 2023. Because most buyers search for and find their home on the internet, we ensure our listings are exposed where they're looking. Visits from organic search engine links posted the biggest proportionate gain among all our channels, up 91%, while social media and advertising referrals were essentially unchanged. Visits via smart phones were up 3% to 57% overall while visits via desktop PC (40%) fell by a similar amount. Visits via tablet (e.g. iPad) was unchanged at 3%. Here, we present a look at where those visits originate geographically, ranking the top 20 domestic markets and nations in order. Overall, 93.75% of visits originated in the United States — 2% more than in the previous 12 months — and within the USA, visits from Florida accounted for 37% of the total, a decrease of about 9% from the previous year. Canada is traditionally our number-one international point of origin but we've seen a dramatic rise in visits from Ireland, perhaps in response to the uncertainties about the future of EU access and border policies prior to April's adoption of the Windsor Framework.

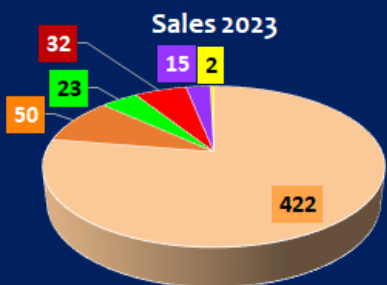
Domestic Metro Area

1. Miami-Ft. Lauderdale FL
2. Atlanta GA
3. Tampa-St. Petersburg-Sarasota FL
4. Washington DC-Hagerstown MD
5. New York, NY
6. Yakima-Pasco-Richland-Kennewick WA
7. Orlando-Daytona Beach-Melbourne FL
8. Des Moines-Ames IA
9. San Antonio, TX
10. Chicago, IL
11. Greenville-Spartanburg-Asheville-Anderson
12. West Palm Beach-Ft. Pierce FL
13. Cheyenne WY-Scottsbluff NE
14. Philadelphia, PA
15. Ft. Myers-Naples FL
16. Spokane WA
17. Dallas- Ft. Worth TX
18. Charlotte NC
19. Boston MA—Manchester NH
20. Raleigh-Durham-Fayetteville NC

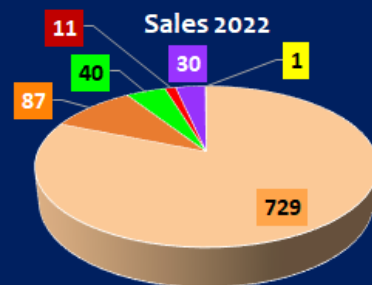
International

1. United States
2. Ireland
3. Canada
4. Sweden
5. India
6. Germany
7. Philippines
8. United Kingdom
9. France
10. Pakistan
11. Indonesia
12. Russia
13. Bangladesh
14. Netherlands
15. Mexico
16. Brazil
17. Japan
18. South Korea
19. Nigeria
20. Italy

REALESTATEFLORIDAKEYS.COM – SALES BY PROPERTY TYPE



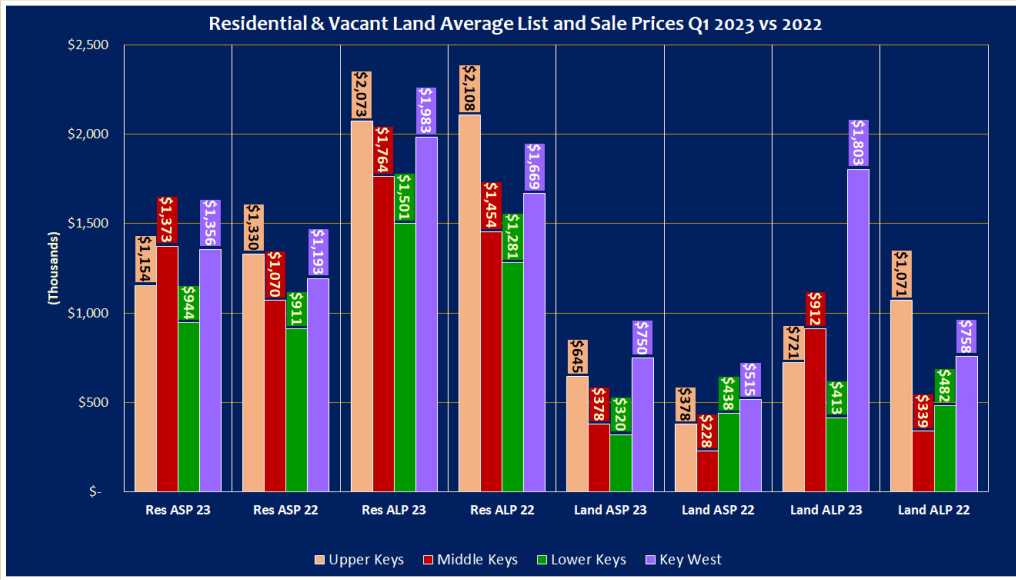
■ Residential
 ■ Land
 ■ Commercial
■ LT Rentals
 ■ Boat Slips
 ■ Business Opp



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 ■ Land
 ■ Commercial
■ LT Rentals
 ■ Boat Slips
 ■ Business Opp

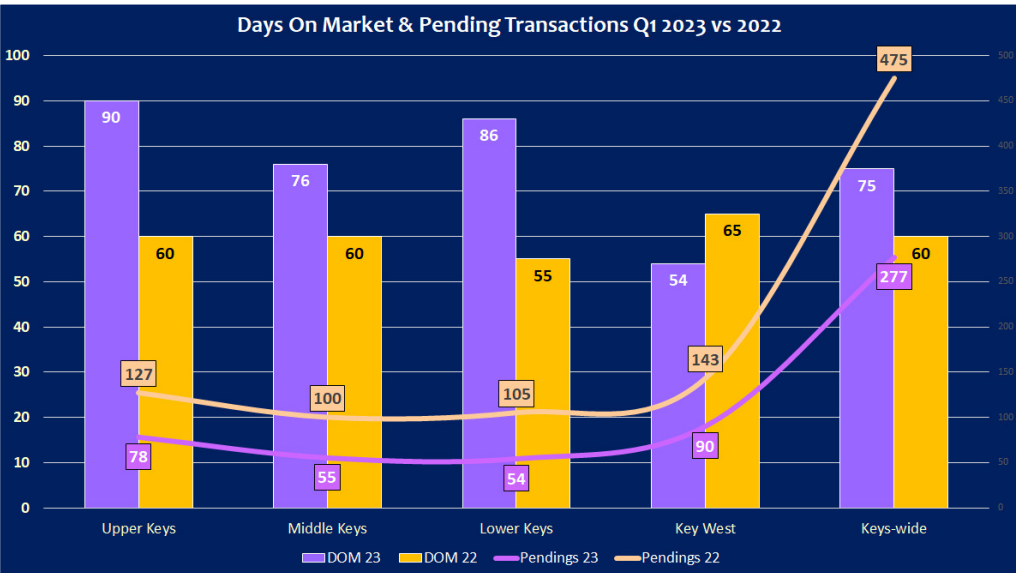
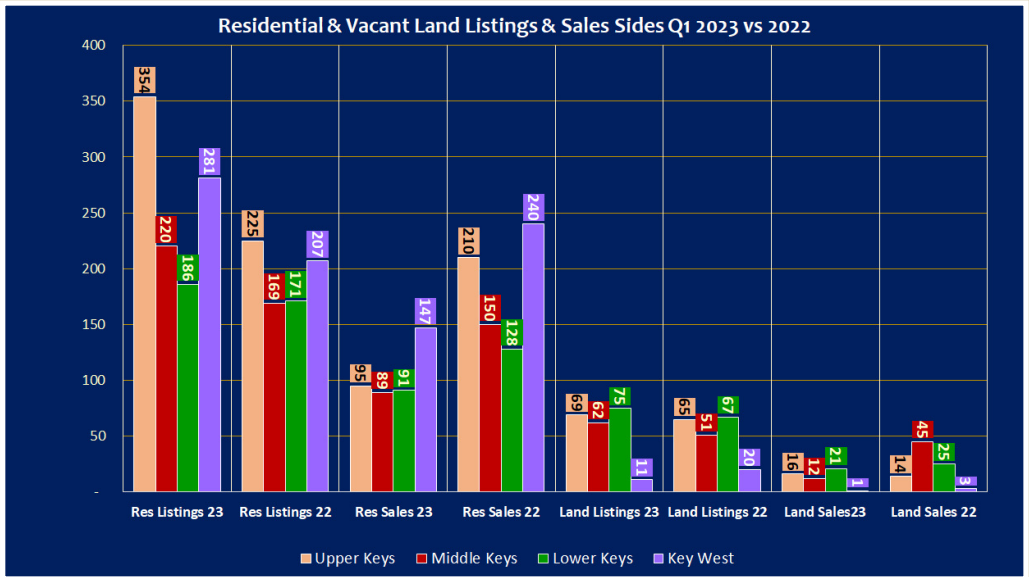
Sales in the first quarter of 2023 were 61% of Q1 2022's total. The percentage of sales by property type was relatively unchanged for residential (78% vs. 81% in 2022), vacant land (9% vs. 10%), commercial (unchanged at 4%), boat slips (unchanged at 3%) and business opportunities (less than 1% each year.) The main difference was in the percentage of long-term rentals. There were few available in Q1 2022, ranging from 17 to 33 listed at any given time. In Q1 2023, the number available has ranged between 64 to 92 listed. Consequently, they accounted for 6% of transactions vs. 1% in Q1 2022.

THE KEYS SUBMARKETS REPORT



The average residential sale price was up 6% Keys-wide with the Upper Keys the only submarket to experience a decline (87% of Q1 22) and the Middle Keys leading with a 28% increase. Residential list prices were up from 17% (Lower Keys) to 21% (Middle Keys) except for the Upper Keys at 98% of Q1 22. Vacant Land list and sale prices fluctuated widely as can be expected given the much smaller number of sales.

Keys-wide in Q1 2023, the number of residential active listings increased by 35% over Q1 2022. Residential sales sides were 58% of Q1 2022's level. Q1 2023 Vacant Land listings were up 7% over Q1 2022 while land sales were at 57% of 2022's total. The Upper Keys saw the most dramatic swing with 57% more residential listings but less than half as many sales.



The number of listings with the status of pending, contingent, or contingent-show for Q1 2023 represents 58% of 2022's Keys-wide count. All areas were down ranging from the Lower Keys at 51% of March 31, 2022 to Key West at 63%. Days On Market rose 25% across-the-board with Key West the only area to post a decrease from Q1 2022.



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U.S. POSTAGE
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Marathon, FL
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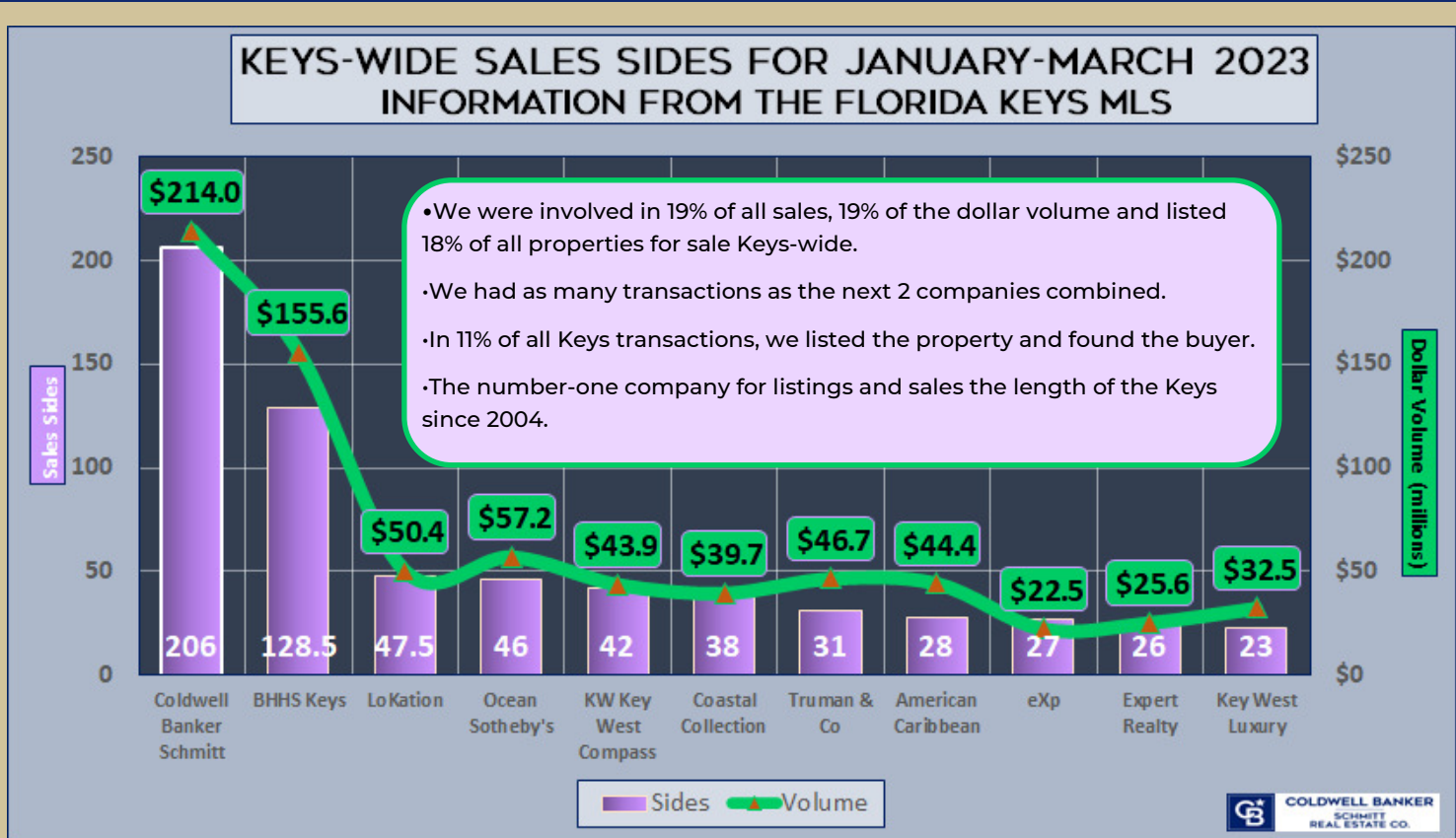
11050 Overseas Hwy. — Main Office
Marathon, FL 33050
Toll Free: 800-366-5181
Office: 305-743-5181

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?



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