

County: Pinellas



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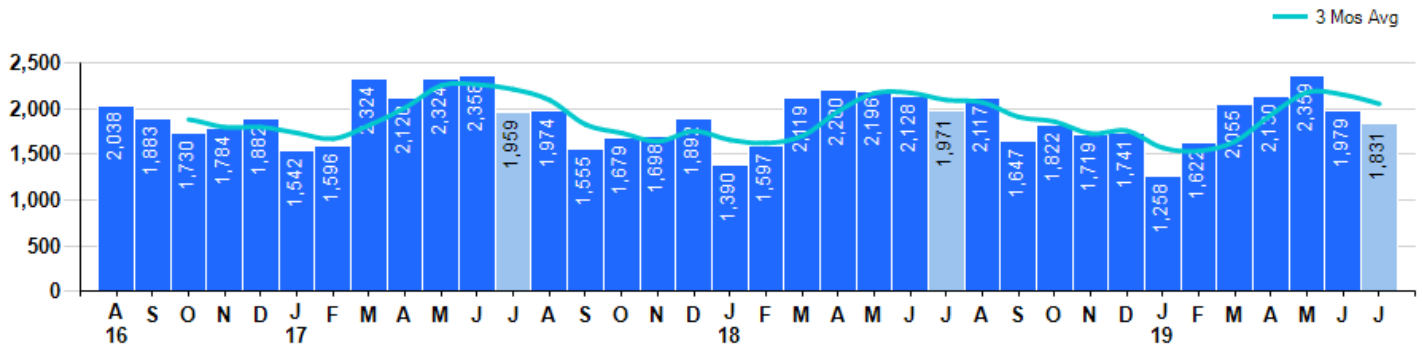
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$315,000	↑		↑				
Average List Price of all Current Listings	\$487,057	↑		↑				
July Median Sales Price	\$243,500	↔	↑	↑	↑	\$240,000	↑	↑
July Average Sales Price	\$311,740	↓	↓	↑	↑	\$326,092	↑	↑
Total Properties Currently for Sale (Inventory)	4,718	↓		↓				
July Number of Properties Sold	1,831	↓		↓		13,234	↓	
July Average Days on Market (Solds)	54	↓	↓	↑	↓	59	↑	↑
Asking Price per Square Foot (based on New Listings)	\$206	↔	↔	↑	↑	\$213	↑	↑
July Sold Price per Square Foot	\$192	↔	↓	↑	↑	\$199	↑	↑
July Month's Supply of Inventory	2.6	↓	↑	↓	↓	3.2	↑	↑
July Sale Price vs List Price Ratio	94.6%	↑	↑	↓	↔	94.2%	↓	↓

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

Property Sales

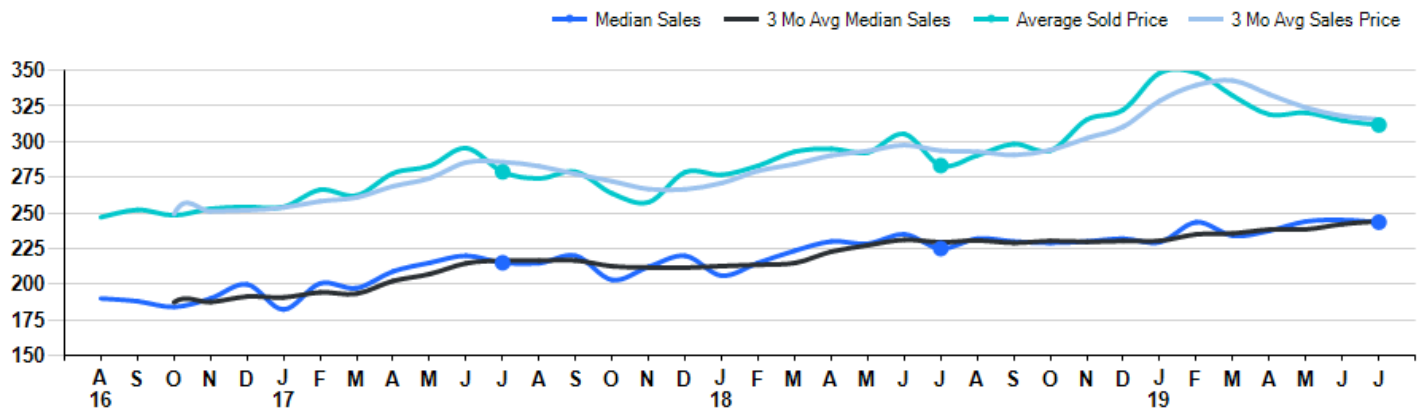
July Property sales were 1,831, down -7.1% from 1,971 in July of 2018 and -7.5% lower than the 1,979 sales last month. July 2019 sales were at their lowest level compared to July of 2018 and 2017. July YTD sales of 13,234 are running -2.7% behind last year's year-to-date sales of 13,601.



Prices

The Median Sales Price in July was \$243,500, up 8.2% from \$225,000 in July of 2018 and down -0.6% from \$245,000 last month. The Average Sales Price in July was \$311,740, up 10.1% from \$283,240 in July of 2018 and down -1.0% from \$314,914 last month. July 2019 ASP was at highest level compared to July of 2018 and 2017.

Median means Middle (the same # of properties sold above and below Median) (000's)



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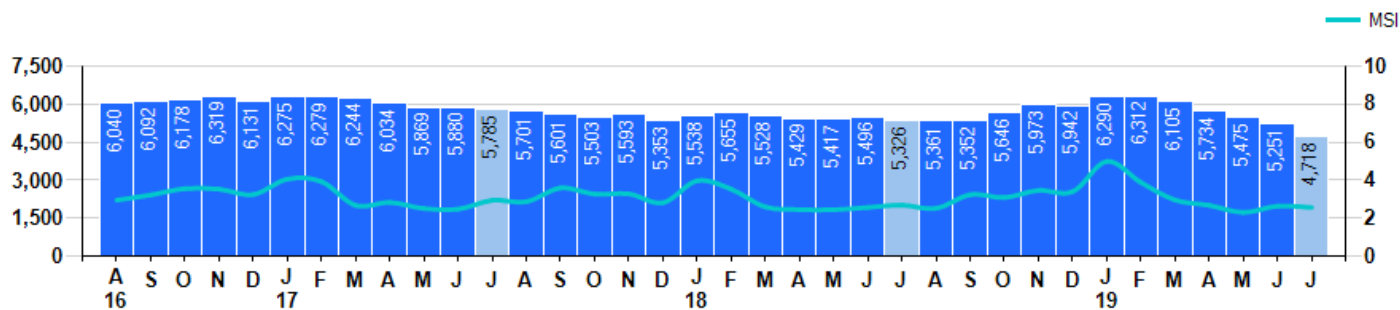
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Inventory & MSI

The Total Inventory of Properties available for sale as of July was 4,718, down -10.2% from 5,251 last month and down -11.4% from 5,326 in July of last year. July 2019 Inventory was at the lowest level compared to July of 2018 and 2017.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2019 MSI of 2.6 months was at its lowest level compared with July of 2018 and 2017.

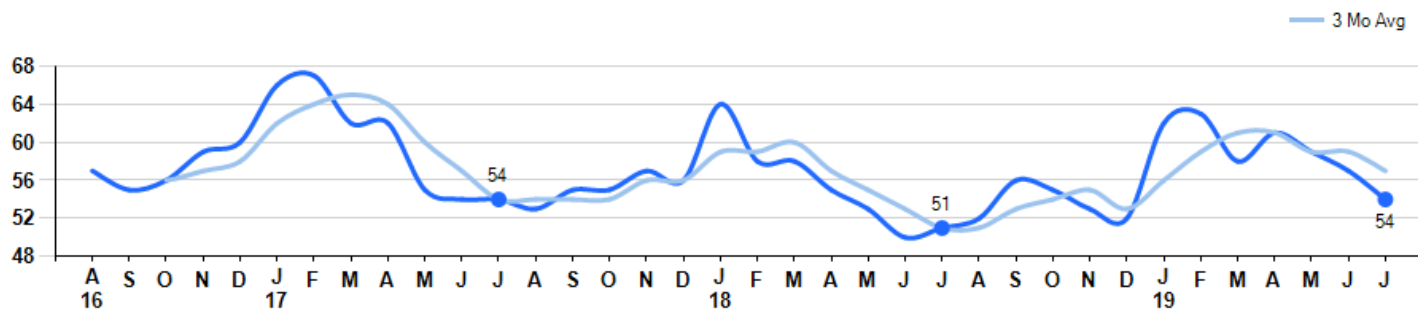
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



Market Time

The average Days On Market(DOM) shows how many days the average Property is on the Market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for July was 54, down -5.3% from 57 days last month and up 5.9% from 51 days in July of last year. The July 2019 DOM was at a mid range compared with July of 2018 and 2017.

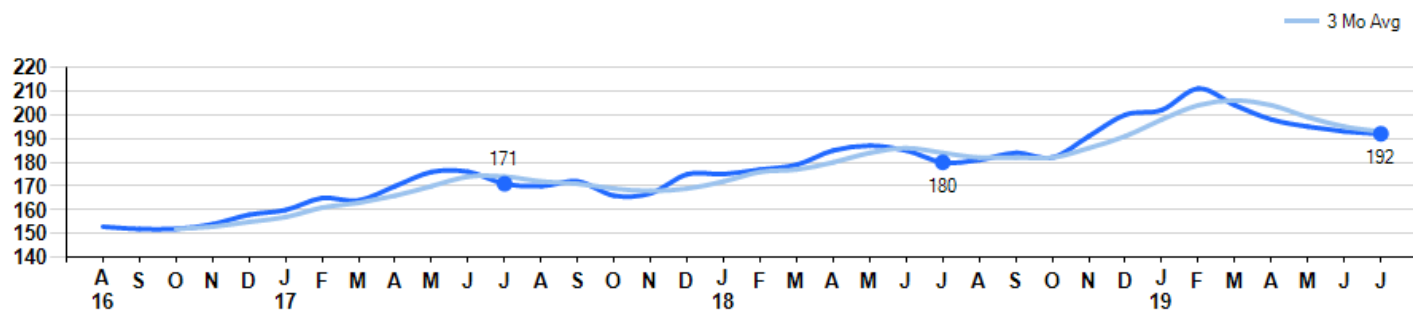
Average Days on Market(Listing to Contract) for properties sold during the month



Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The July 2019 Selling Price per Square Foot of \$192 was down -0.5% from \$193 last month and up 6.7% from \$180 in July of last year.

Average Selling Price per Square Foot for properties that sold during the month



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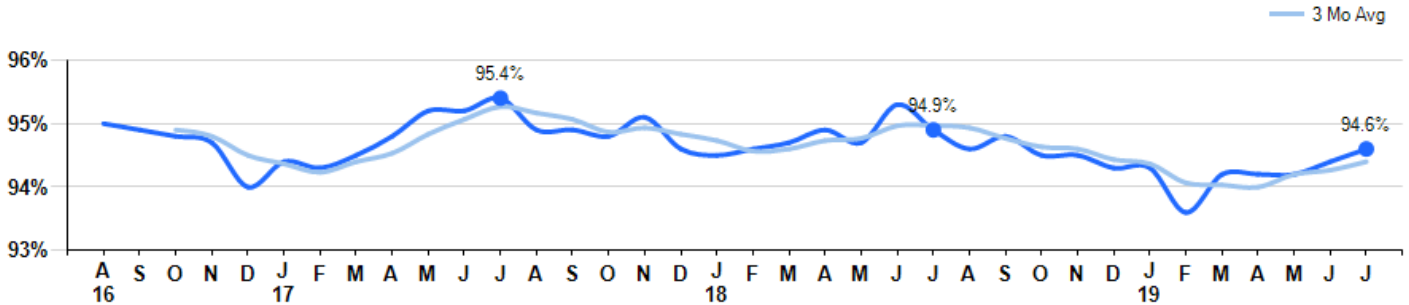
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Selling Price vs Listing Price

The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2019 Selling Price vs List Price of 94.6% was up from 94.4% last month and down from 94.9% in July of last year.

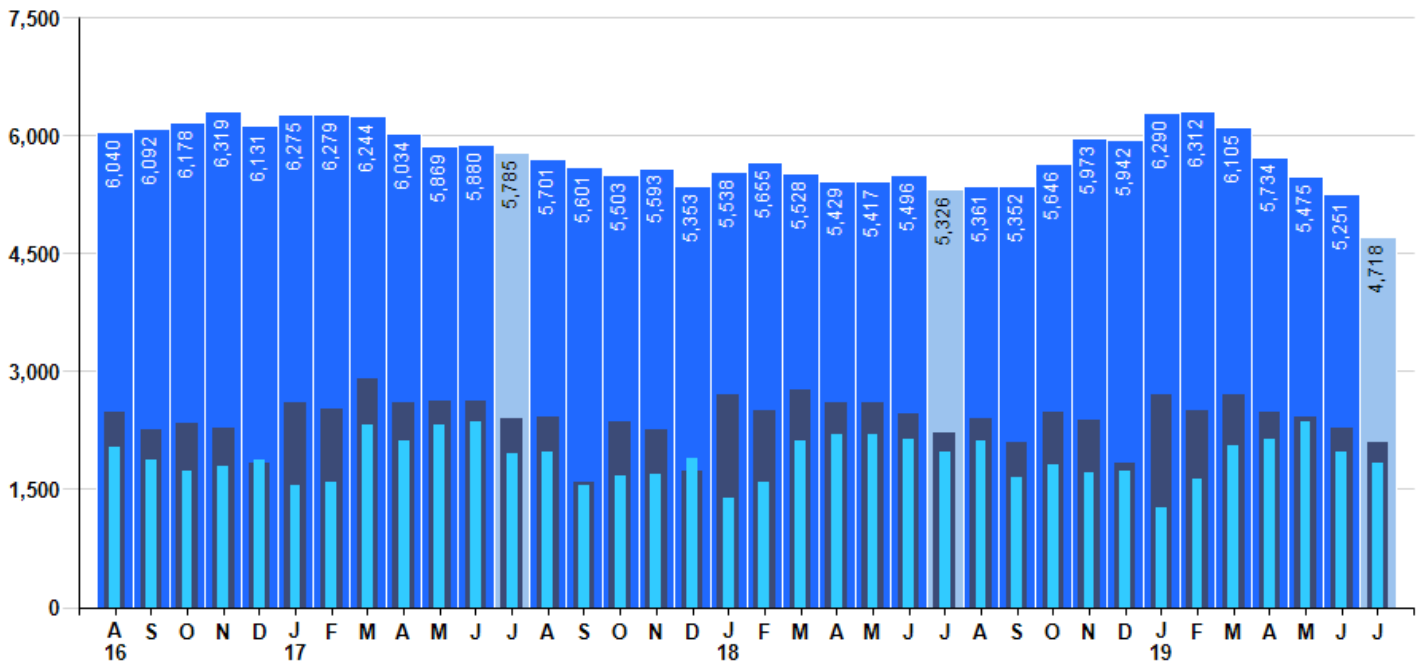
Avg Selling Price divided by Avg Listing Price for sold properties during the month



Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in July 2019 was 2088, down -8.1% from 2,273 last month and down -6.2% from 2,226 in July of last year.

Inventory NewListings Sold



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	A 16	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18	F	M	A	M	J	J	A	S	O	N	D	J 19	F	M	A	M	J	J
Homes Sold	2,038	1,883	1,730	1,784	1,882	1,542	1,596	2,324	2,120	2,324	2,358	1,959	1,974	1,555	1,679	1,698	1,892	1,390	1,597	2,119	2,200	2,196	2,128	1,971	2,117	1,647	1,822	1,719	1,741	1,258	1,622	2,055	2,130	2,359	1,979	1,831
3 Mo. Roll Avg			1,884	1,799	1,799	1,736	1,673	1,821	2,013	2,256	2,267	2,214	2,097	1,829	1,736	1,644	1,756	1,660	1,626	1,702	1,972	2,172	2,175	2,098	2,072	1,912	1,862	1,729	1,761	1,573	1,540	1,645	1,936	2,181	2,156	2,056

(000's)	A 16	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18	F	M	A	M	J	J	A	S	O	N	D	J 19	F	M	A	M	J	J
MedianSalePrice	190	188	184	190	200	182	201	197	209	215	220	215	215	220	203	212	220	206	215	224	230	228	235	225	232	230	229	230	232	229	244	234	238	244	245	244
3 Mo. Roll Avg			187	187	191	191	194	193	202	207	215	217	217	217	213	212	212	213	214	215	223	227	231	229	231	229	230	230	230	230	235	236	238	239	242	244

	A 16	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18	F	M	A	M	J	J	A	S	O	N	D	J 19	F	M	A	M	J	J
Inventory	6,040	6,092	6,178	6,319	6,131	6,275	6,279	6,244	6,034	5,869	5,880	5,785	5,701	5,601	5,503	5,593	5,353	5,538	5,655	5,528	5,429	5,417	5,496	5,326	5,361	5,352	5,646	5,973	5,942	6,290	6,312	6,105	5,734	5,475	5,251	4,718
MSI	3	3	4	4	3	4	4	3	3	3	2	3	3	4	3	3	3	4	4	3	2	2	3	3	3	3	3	3	3	5	4	3	3	2	3	3

	A 16	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18	F	M	A	M	J	J	A	S	O	N	D	J 19	F	M	A	M	J	J
Days On Market	57	55	56	59	60	66	67	62	62	55	54	54	53	55	55	57	56	64	58	58	55	53	50	51	52	56	55	53	52	62	63	58	61	59	57	54
3 Mo. Roll Avg			56	57	58	62	64	65	64	60	57	54	54	54	54	56	56	59	59	60	57	55	53	51	51	53	54	55	53	56	59	61	61	59	59	57

	A 16	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18	F	M	A	M	J	J	A	S	O	N	D	J 19	F	M	A	M	J	J
Price per Sq Ft	153	152	152	154	158	160	165	164	170	176	176	171	170	172	166	167	175	175	177	179	185	187	185	180	181	184	182	191	200	202	211	204	198	195	193	192
3 Mo. Roll Avg			152	153	155	157	161	163	166	170	174	174	172	171	169	168	169	172	176	177	180	184	186	184	182	182	186	191	198	204	206	204	199	195	193	

	A 16	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18	F	M	A	M	J	J	A	S	O	N	D	J 19	F	M	A	M	J	J
Sale to List Price	0.950	0.949	0.948	0.947	0.940	0.944	0.943	0.945	0.948	0.952	0.952	0.954	0.949	0.949	0.948	0.951	0.946	0.945	0.946	0.947	0.949	0.947	0.953	0.949	0.946	0.948	0.945	0.945	0.943	0.943	0.936	0.942	0.942	0.944	0.946	
3 Mo. Roll Avg			0.949	0.948	0.945	0.944	0.942	0.944	0.945	0.948	0.951	0.953	0.952	0.951	0.949	0.949	0.948	0.947	0.946	0.946	0.947	0.948	0.950	0.950	0.949	0.948	0.946	0.946	0.944	0.944	0.941	0.940	0.942	0.943	0.944	

	A 16	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18	F	M	A	M	J	J	A	S	O	N	D	J 19	F	M	A	M	J	J
New Listings	2,476	2,262	2,350	2,281	1,826	2,605	2,530	2,917	2,604	2,615	2,622	2,392	2,429	1,586	2,371	2,268	1,737	2,713	2,506	2,763	2,598	2,596	2,468	2,226	2,408	2,103	2,484	2,385	1,828	2,715	2,504	2,699	2,482	2,428	2,273	2,088
Inventory	6,040	6,092	6,178	6,319	6,131	6,275	6,279	6,244	6,034	5,869	5,880	5,785	5,701	5,601	5,503	5,593	5,353	5,538	5,655	5,528	5,429	5,417	5,496	5,326	5,361	5,352	5,646	5,973	5,942	6,290	6,312	6,105	5,734	5,475	5,251	4,718
Sales	2,038	1,883	1,730	1,784	1,882	1,542	1,596	2,324	2,120	2,324	2,358	1,959	1,974	1,555	1,679	1,698	1,892	1,390	1,597	2,119	2,200	2,196	2,128	1,971	2,117	1,647	1,822	1,719	1,741	1,258	1,622	2,055	2,130	2,359	1,979	1,831

(000's)	A 16	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18	F	M	A	M	J	J	A	S	O	N	D	J 19	F	M	A	M	J	J
Avg Sale Price	247	252	248	253	254	254	266	262	278	283	296	279	274	279	264	258	279	277	283	293	295	292	305	283	290	298	294	315	322	348	348	332	319	320	315	312
3 Mo. Roll Avg			249	251	252	254	258	261	269	274	285	286	283	277	272	267	267	271	280	284	290	294	298	294	293	291	294	303	311	329	340	343	333	324	318	316

