Local Market **Insight**

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January 2015

34639 - SFH/Villa

New Listings — 36

5.9% from Dec 2014: **34**

-35.7% from Jan 2014: **56**

YTD	2015	2014	+/-
	36	**56**	-35.7%

5-year Jan average: **46**

New Pendings — 45

9.8% from Dec 2014: **41**

-21.1% from Jan 2014: **57**

YTD	2015	2014	+/-
	45	**57**	-21.1%

5-year Jan average: **45**

Closed Sales — 32

-30.4% from Dec 2014: **46**

3.2% from Jan 2014: **31**

YTD	2015	2014	+/-
	32	**31**	3.2%

5-year Jan average: **26**

Median Sold Price — $175,000

-4.9% from Dec 2014: **$184,000**

-12.1% from Jan 2014: **$199,000**

YTD	2015	2014	+/-
	$175,000	**$199,000**	-12.1%

5-year Jan average: **$182,000**

Summary

In 34639, the median sold price for SFH/Villa properties for January was $175,000, representing a decrease of 4.9% compared to last month and a decrease of 12.1% from Jan 2014. The average days on market for units sold in January was 70 days, 27% below the 5-year January average of 96 days. There was a 9.8% month over month increase in new contract activity with 45 New Pendings; no MoM change in All Pendings (new contracts + contracts carried over from December) with 67; and an 11.3% decrease in supply to 102 active units.

This activity resulted in a Contract Ratio of 0.66 pendings per active listing, up from 0.58 in December and an increase from 0.62 in January 2014. The Contract Ratio is 13% lower than the 5-year January average of 0.75. A higher Contract Ratio signifies a relative increase in contract activity compared to supply, and indicates the market is moving in the seller's favor. A lower Contract Ratio signifies a relative decrease in contract activity compared to supply, and indicates the market is moving in the buyer's favor.

Active Listings — 102

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Min 81 | 143 (5-year Jan average) | Max 260

Dec 2014	Jan 2014
115	**138**

Avg DOM — 70

70

Min 70 | 96 (5-year Jan average) | Max 132

Dec 2014	Jan 2014	YTD
73	**91**	**70**

Avg Sold to OLP Ratio — 93.0%

93.0%

Min 89.6% | 91.5% (5-year Jan average) | Max 93.0%

Dec 2014	Jan 2014	YTD
94.6%	**92.4%**	**93.0%**

Data Source: MFRMLS. Statistics calculated February 09, 2015.

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