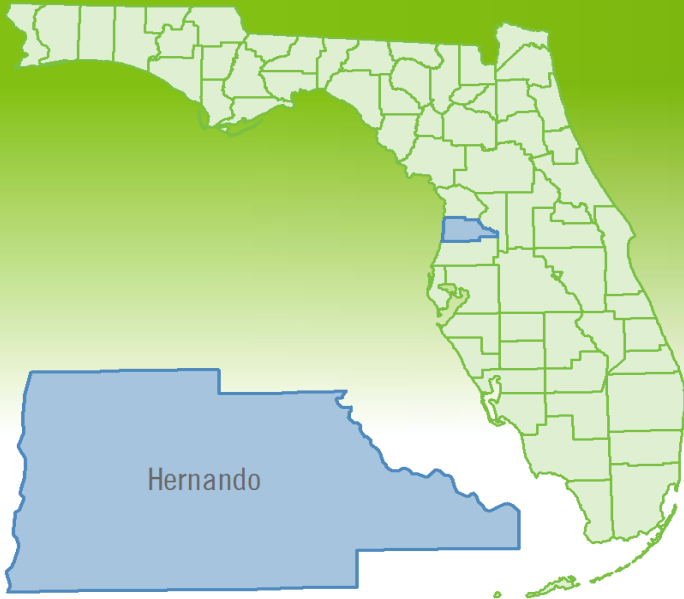


Monthly Market Detail - July 2018

Single Family Homes

Hernando County



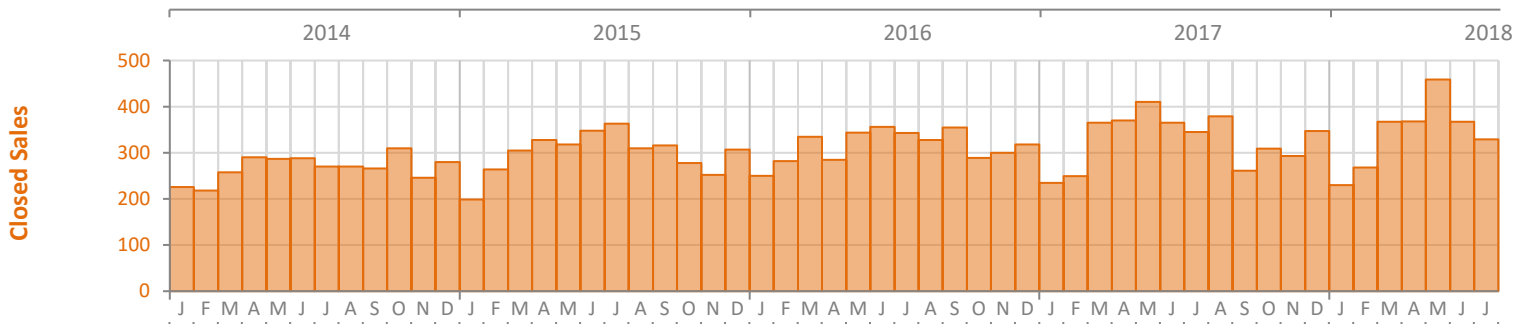
Summary Statistics	July 2018	July 2017	Percent Change Year-over-Year
Closed Sales	329	345	-4.6%
Paid in Cash	81	107	-24.3%
Median Sale Price	\$170,000	\$157,900	7.7%
Average Sale Price	\$186,966	\$172,921	8.1%
Dollar Volume	\$61.5 Million	\$59.7 Million	3.1%
Median Percent of Original List Price Received	97.3%	96.7%	0.6%
Median Time to Contract	27 Days	34 Days	-20.6%
Median Time to Sale	68 Days	80 Days	-15.0%
New Pending Sales	336	408	-17.6%
New Listings	395	424	-6.8%
Pending Inventory	526	609	-13.6%
Inventory (Active Listings)	945	910	3.8%
Months Supply of Inventory	2.9	2.8	3.6%

Closed Sales

The number of sales transactions which closed during the month

Economists' note: Closed Sales are one of the simplest—yet most important—indicators for the residential real estate market. When comparing Closed Sales across markets of different sizes, we recommend comparing the percent changes in sales rather than the number of sales. Closed Sales (and many other market metrics) are affected by seasonal cycles, so actual trends are more accurately represented by year-over-year changes (i.e. comparing a month's sales to the amount of sales in the same month in the previous year), rather than changes from one month to the next.

Month	Closed Sales	Percent Change Year-over-Year
Year-to-Date	2,388	2.1%
July 2018	329	-4.6%
June 2018	367	0.5%
May 2018	459	12.0%
April 2018	368	-0.5%
March 2018	367	0.5%
February 2018	268	7.6%
January 2018	230	-2.1%
December 2017	347	9.1%
November 2017	293	-2.3%
October 2017	309	6.9%
September 2017	261	-26.5%
August 2017	379	15.5%
July 2017	345	0.6%

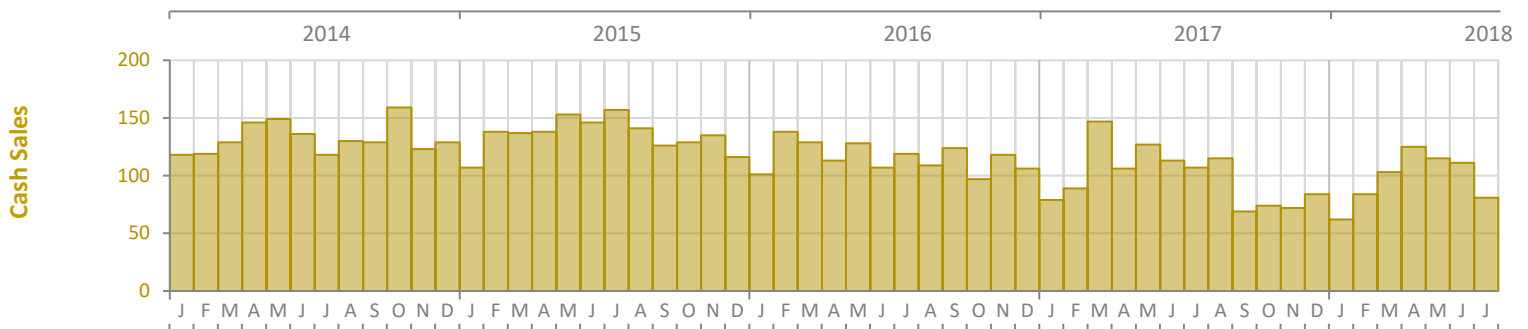


Cash Sales

The number of Closed Sales during the month in which buyers exclusively paid in cash

Economists' note: Cash Sales can be a useful indicator of the extent to which investors are participating in the market. Why? Investors are far more likely to have the funds to purchase a home available up front, whereas the typical homebuyer requires a mortgage or some other form of financing. There are, of course, many possible exceptions, so this statistic should be interpreted with care.

Month	Cash Sales	Percent Change Year-over-Year
Year-to-Date	681	-11.3%
July 2018	81	-24.3%
June 2018	111	-1.8%
May 2018	115	-9.4%
April 2018	125	17.9%
March 2018	103	-29.9%
February 2018	84	-5.6%
January 2018	62	-21.5%
December 2017	84	-20.8%
November 2017	72	-39.0%
October 2017	74	-23.7%
September 2017	69	-44.4%
August 2017	115	5.5%
July 2017	107	-10.1%

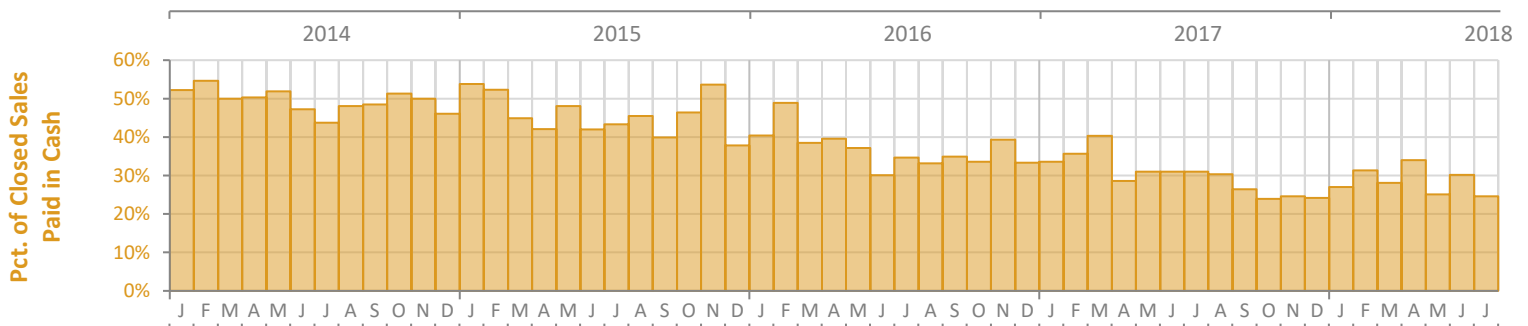


Cash Sales as a Percentage of Closed Sales

The percentage of Closed Sales during the month which were Cash Sales

Economists' note: This statistic is simply another way of viewing Cash Sales. The remaining percentages of Closed Sales (i.e. those not paid fully in cash) each month involved some sort of financing, such as mortgages, owner/seller financing, assumed loans, etc.

Month	Percent of Closed Sales Paid in Cash	Percent Change Year-over-Year
Year-to-Date	28.5%	-13.1%
July 2018	24.6%	-20.6%
June 2018	30.2%	-2.6%
May 2018	25.1%	-19.0%
April 2018	34.0%	18.9%
March 2018	28.1%	-30.3%
February 2018	31.3%	-12.3%
January 2018	27.0%	-19.6%
December 2017	24.2%	-27.3%
November 2017	24.6%	-37.4%
October 2017	23.9%	-28.9%
September 2017	26.4%	-24.4%
August 2017	30.3%	-8.7%
July 2017	31.0%	-10.7%

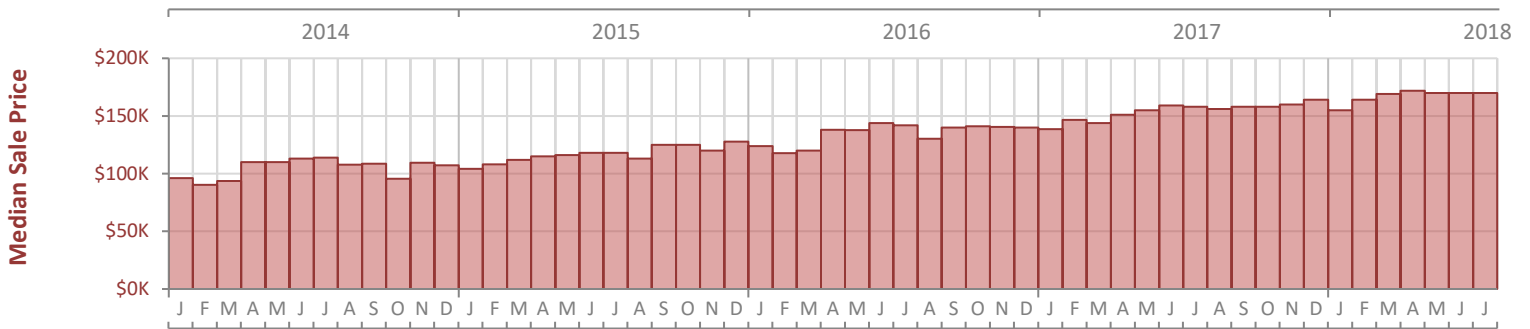


Median Sale Price

The median sale price reported for the month (i.e. 50% of sales were above and 50% of sales were below)

Economists' note: Median Sale Price is our preferred summary statistic for price activity because, unlike Average Sale Price, Median Sale Price is not sensitive to high sale prices for small numbers of homes that may not be characteristic of the market area. Keep in mind that median price trends over time are not always solely caused by changes in the general value of local real estate. Median sale price only reflects the values of the homes that *sold* each month, and the mix of the types of homes that sell can change over time.

Month	Median Sale Price	Percent Change Year-over-Year
Year-to-Date	\$167,000	11.3%
July 2018	\$170,000	7.7%
June 2018	\$169,900	6.9%
May 2018	\$170,000	9.7%
April 2018	\$172,000	13.9%
March 2018	\$169,000	17.4%
February 2018	\$164,000	11.9%
January 2018	\$155,000	11.8%
December 2017	\$164,000	17.2%
November 2017	\$160,000	13.9%
October 2017	\$158,000	12.1%
September 2017	\$158,000	12.9%
August 2017	\$156,000	19.8%
July 2017	\$157,900	11.2%

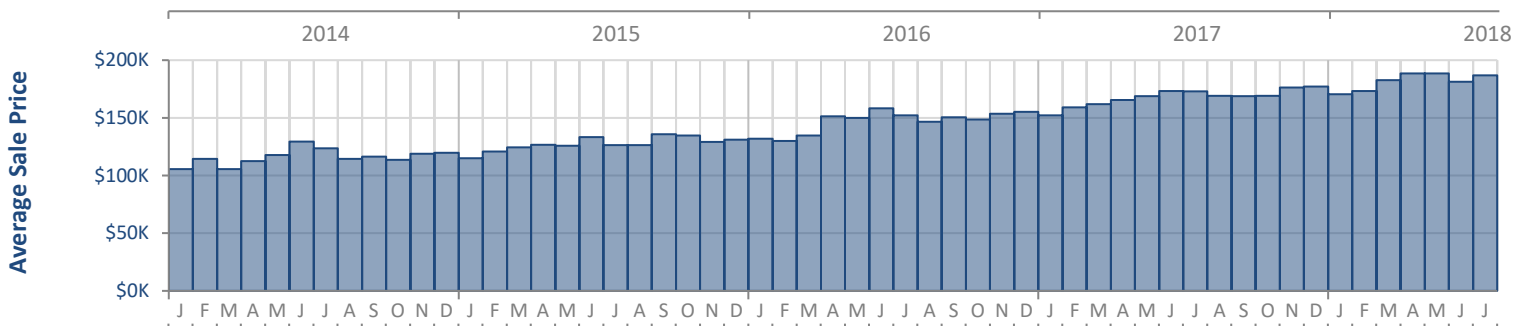


Average Sale Price

The average sale price reported for the month (i.e. total sales in dollars divided by the number of sales)

Economists' note: Usually, we prefer Median Sale Price over Average Sale Price as a summary statistic for home prices. However, Average Sale Price does have its uses—particularly when it is analyzed alongside the Median Sale Price. For one, the relative difference between the two statistics can provide some insight into the market for higher-end homes in an area.

Month	Average Sale Price	Percent Change Year-over-Year
Year-to-Date	\$182,857	10.3%
July 2018	\$186,966	8.1%
June 2018	\$181,293	4.7%
May 2018	\$188,585	11.7%
April 2018	\$188,476	13.9%
March 2018	\$182,809	13.0%
February 2018	\$173,186	8.9%
January 2018	\$170,401	12.1%
December 2017	\$177,258	14.1%
November 2017	\$176,375	14.9%
October 2017	\$169,084	13.9%
September 2017	\$168,773	12.1%
August 2017	\$169,160	15.4%
July 2017	\$172,921	13.6%

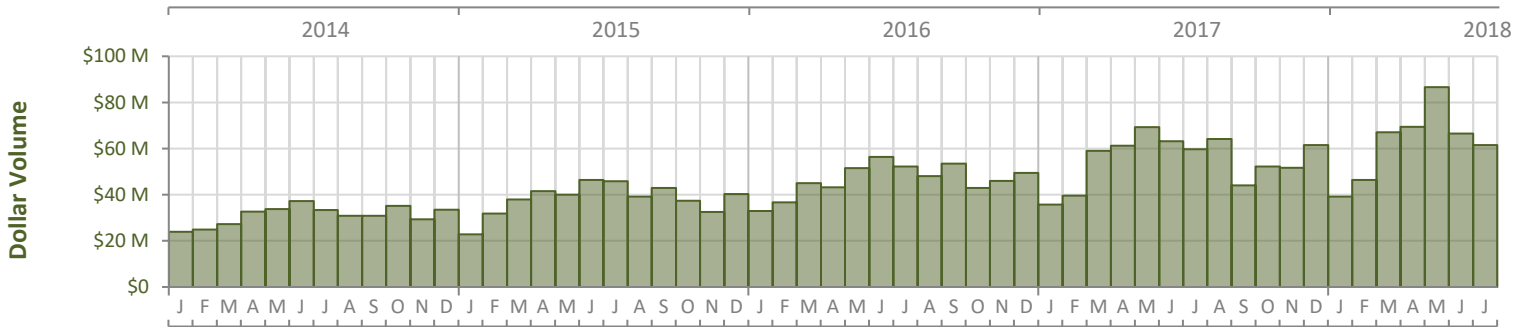


Dollar Volume

The sum of the sale prices for all sales which closed during the month

Economists' note: Dollar Volume is simply the sum of all sale prices in a given time period, and can quickly be calculated by multiplying Closed Sales by Average Sale Price. It is a strong indicator of the health of the real estate industry in a market, and is of particular interest to real estate professionals, investors, analysts, and government agencies. Potential home sellers and home buyers, on the other hand, will likely be better served by paying attention to trends in the two components of Dollar Volume (i.e. sales and prices) individually.

Month	Dollar Volume	Percent Change Year-over-Year
Year-to-Date	\$436.7 Million	12.6%
July 2018	\$61.5 Million	3.1%
June 2018	\$66.5 Million	5.2%
May 2018	\$86.6 Million	25.0%
April 2018	\$69.4 Million	13.3%
March 2018	\$67.1 Million	13.6%
February 2018	\$46.4 Million	17.2%
January 2018	\$39.2 Million	9.7%
December 2017	\$61.5 Million	24.5%
November 2017	\$51.7 Million	12.2%
October 2017	\$52.2 Million	21.8%
September 2017	\$44.0 Million	-17.6%
August 2017	\$64.1 Million	33.4%
July 2017	\$59.7 Million	14.3%

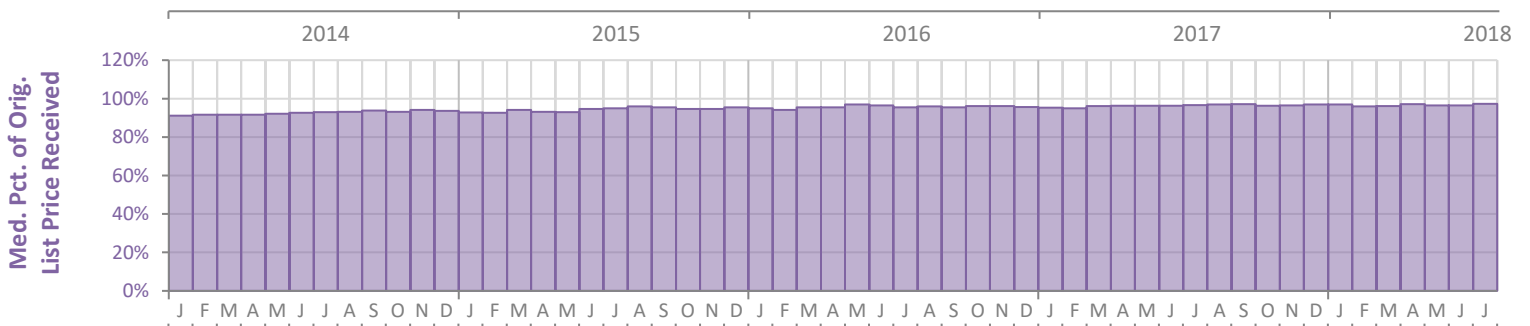


Median Percent of Original List Price Received

The median of the sale price (as a percentage of the original list price) across all properties selling during the month

Economists' note: The Median Percent of Original List Price Received is useful as an indicator of market recovery, since it typically rises as buyers realize that the market may be moving away from them and they need to match the selling price (or better it) in order to get a contract on the house. This is usually the last measure to indicate a market has shifted from down to up, so it is what we would call a *lagging* indicator.

Month	Med. Pct. of Orig. List Price Received	Percent Change Year-over-Year
Year-to-Date	96.6%	0.5%
July 2018	97.3%	0.6%
June 2018	96.5%	0.2%
May 2018	96.5%	0.2%
April 2018	97.1%	0.8%
March 2018	96.1%	-0.1%
February 2018	95.9%	1.1%
January 2018	97.0%	1.8%
December 2017	96.9%	1.3%
November 2017	96.5%	0.4%
October 2017	96.3%	0.2%
September 2017	97.2%	1.8%
August 2017	97.0%	1.0%
July 2017	96.7%	1.3%

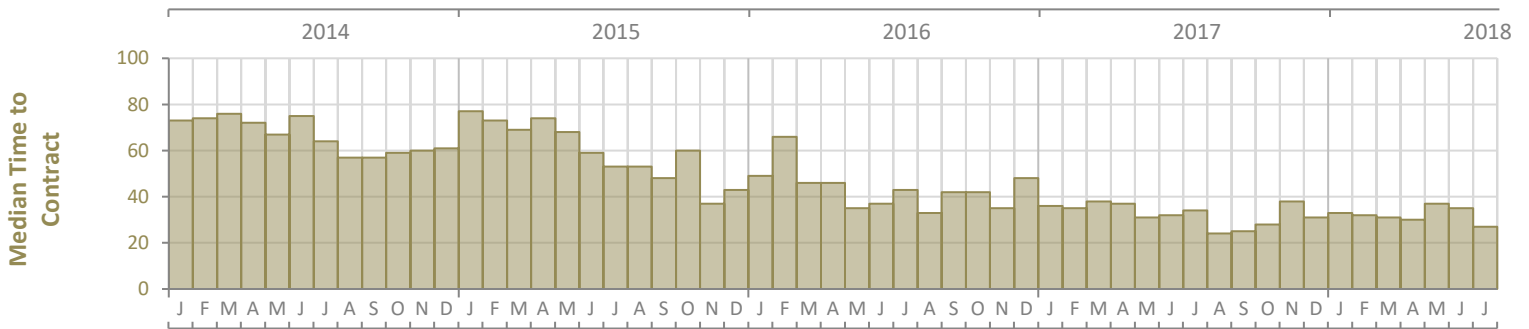


Median Time to Contract

The median number of days between the listing date and contract date for all Closed Sales during the month

Economists' note: Like Time to Sale, Time to Contract is a measure of the length of the home selling process calculated for sales which closed during the month. The difference is that Time to Contract measures the number of days between the initial listing of a property and the signing of the contract which eventually led to the closing of the sale. When the gap between Median Time to Contract and Median Time to Sale grows, it is usually a sign of longer closing times and/or declining numbers of cash sales.

Month	Median Time to Contract	Percent Change Year-over-Year
Year-to-Date	32 Days	-8.6%
July 2018	27 Days	-20.6%
June 2018	35 Days	9.4%
May 2018	37 Days	19.4%
April 2018	30 Days	-18.9%
March 2018	31 Days	-18.4%
February 2018	32 Days	-8.6%
January 2018	33 Days	-8.3%
December 2017	31 Days	-35.4%
November 2017	38 Days	8.6%
October 2017	28 Days	-33.3%
September 2017	25 Days	-40.5%
August 2017	24 Days	-27.3%
July 2017	34 Days	-20.9%

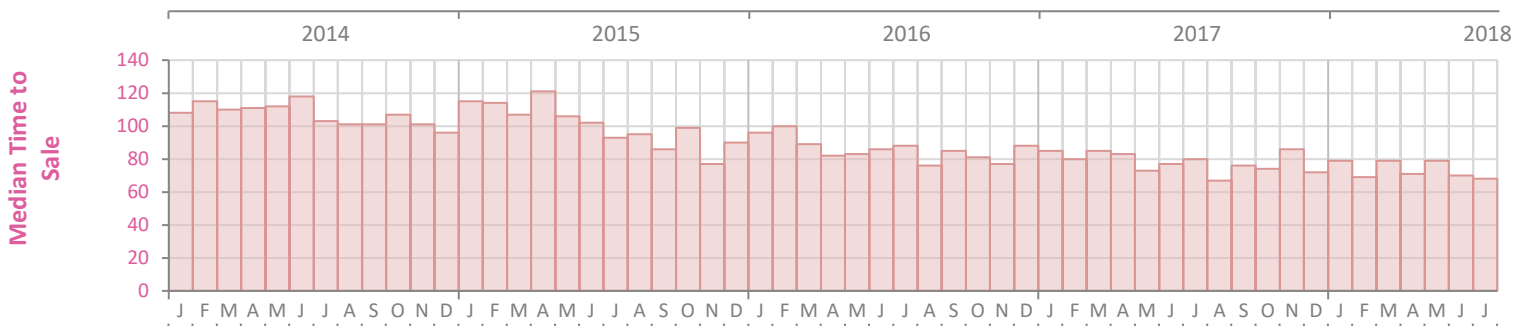


Median Time to Sale

The median number of days between the listing date and closing date for all Closed Sales during the month

Economists' note: Time to Sale is a measure of the length of the home selling process, calculated as the number of days between the initial listing of a property and the closing of the sale. *Median Time to Sale* is the amount of time the "middle" property selling this month was on the market. That is, 50% of homes selling this month took *less* time to sell, and 50% of homes took *more* time to sell. Median Time to Sale gives a more accurate picture than Average Time to Sale, which can be skewed upward by small numbers of properties taking an abnormally long time to sell.

Month	Median Time to Sale	Percent Change Year-over-Year
Year-to-Date	74 Days	-7.5%
July 2018	68 Days	-15.0%
June 2018	70 Days	-9.1%
May 2018	79 Days	8.2%
April 2018	71 Days	-14.5%
March 2018	79 Days	-7.1%
February 2018	69 Days	-13.8%
January 2018	79 Days	-7.1%
December 2017	72 Days	-18.2%
November 2017	86 Days	11.7%
October 2017	74 Days	-8.6%
September 2017	76 Days	-10.6%
August 2017	67 Days	-11.8%
July 2017	80 Days	-9.1%

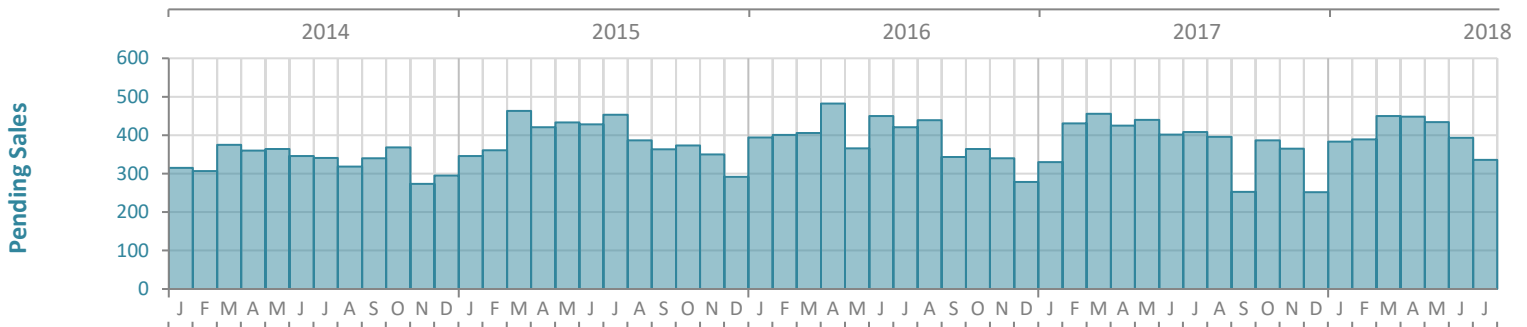


New Pending Sales

The number of listed properties that went under contract during the month

Economists' note: Because of the typical length of time it takes for a sale to close, economists consider Pending Sales to be a decent indicator of potential future Closed Sales. It is important to bear in mind, however, that not all Pending Sales will be closed successfully. So, the effectiveness of Pending Sales as a future indicator of Closed Sales is susceptible to changes in market conditions such as the availability of financing for homebuyers and the inventory of distressed properties for sale.

Month	New Pending Sales	Percent Change Year-over-Year
Year-to-Date	2,833	-2.0%
July 2018	336	-17.6%
June 2018	393	-2.2%
May 2018	434	-1.4%
April 2018	448	5.4%
March 2018	450	-1.3%
February 2018	389	-9.7%
January 2018	383	16.1%
December 2017	252	-9.4%
November 2017	365	7.4%
October 2017	387	6.3%
September 2017	253	-26.2%
August 2017	396	-9.8%
July 2017	408	-3.1%

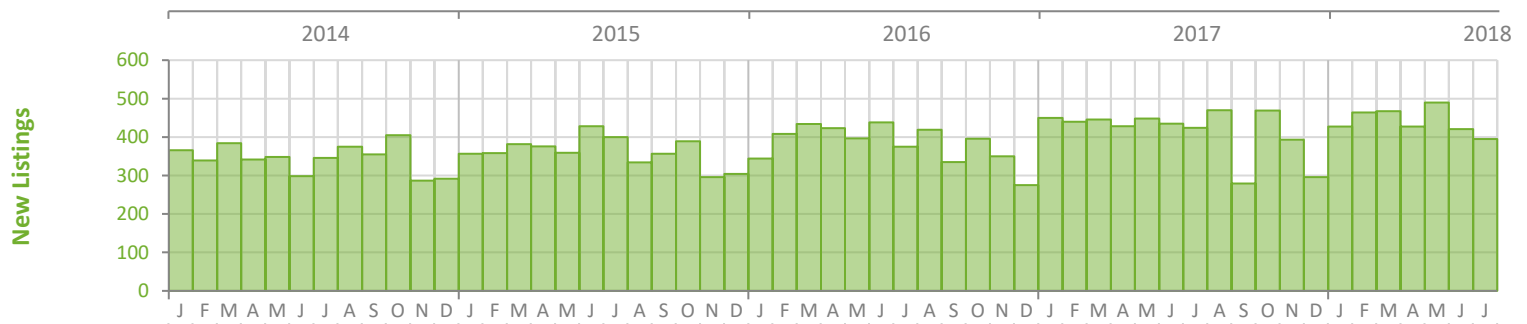


New Listings

The number of properties put onto the market during the month

Economists' note: New Listings tend to rise in delayed response to increasing prices, so they are often seen as a lagging indicator of market health. As prices rise, potential sellers raise their estimations of value—and in the most recent cycle, rising prices have freed up many potential sellers who were previously underwater on their mortgages. Note that in our calculations, we take care to not include properties that were recently taken off the market and quickly relisted, since these are not really *new* listings.

Month	New Listings	Percent Change Year-over-Year
Year-to-Date	3,091	0.7%
July 2018	395	-6.8%
June 2018	421	-3.2%
May 2018	490	9.4%
April 2018	427	-0.2%
March 2018	467	4.7%
February 2018	464	5.5%
January 2018	427	-5.1%
December 2017	296	7.6%
November 2017	393	12.3%
October 2017	469	18.4%
September 2017	279	-16.7%
August 2017	470	12.2%
July 2017	424	13.1%

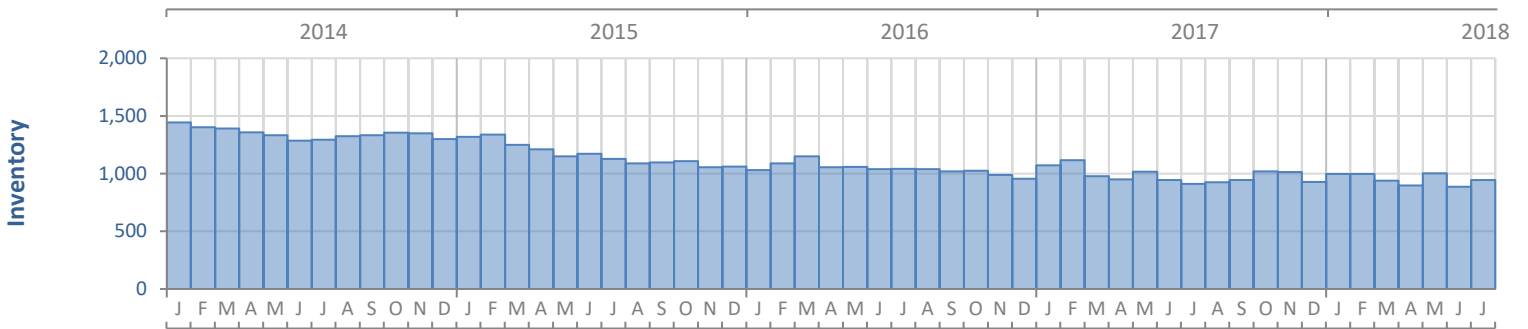


Inventory (Active Listings)

The number of property listings active at the end of the month

Economists' note: There are a number of ways to define and calculate Inventory. Our method is to simply count the number of active listings on the last day of the month, and hold this number to compare with the same month the following year. Inventory rises when New Listings are outpacing the number of listings that go off-market (regardless of whether they actually sell). Likewise, it falls when New Listings aren't keeping up with the rate at which homes are going off-market.

Month	Inventory	Percent Change Year-over-Year
YTD (Monthly Avg)	952	-4.6%
July 2018	945	3.8%
June 2018	886	-6.1%
May 2018	1,002	-1.4%
April 2018	898	-5.5%
March 2018	938	-4.0%
February 2018	996	-10.9%
January 2018	997	-7.0%
December 2017	929	-2.7%
November 2017	1,015	2.7%
October 2017	1,020	-0.6%
September 2017	945	-7.4%
August 2017	926	-10.9%
July 2017	910	-12.8%

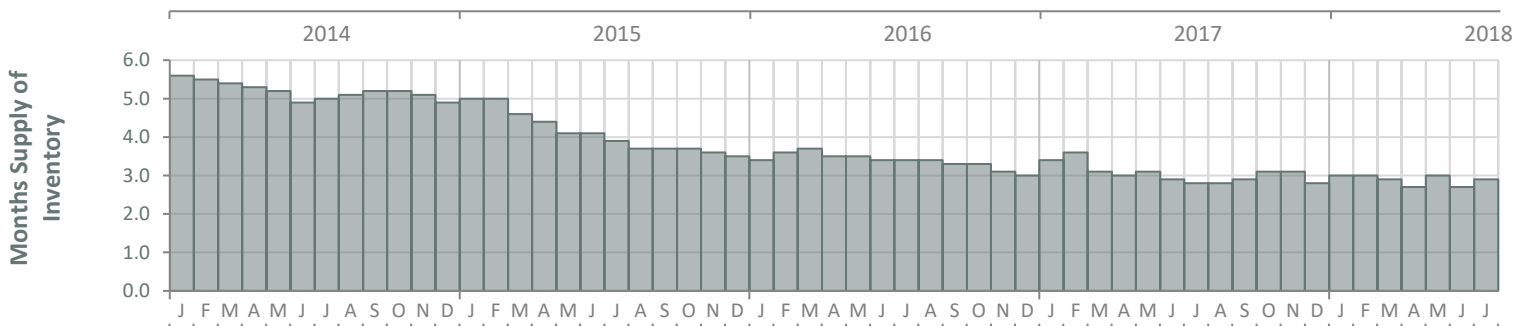


Months Supply of Inventory

An estimate of the number of months it will take to deplete the current Inventory given recent sales rates

Economists' note: MSI is a useful indicator of market conditions. The benchmark for a balanced market (favoring neither buyer nor seller) is 5.5 months of inventory. Anything higher is traditionally a buyers' market, and anything lower is a sellers' market. There is no single accepted way of calculating MSI. A common method is to divide current Inventory by the most recent month's Closed Sales count, but this count is a usually poor predictor of future Closed Sales due to seasonal cycles. To eliminate seasonal effects, we use the 12-month average of monthly Closed Sales instead.

Month	Months Supply	Percent Change Year-over-Year
YTD (Monthly Avg)	2.9	-6.5%
July 2018	2.9	3.6%
June 2018	2.7	-6.9%
May 2018	3.0	-3.2%
April 2018	2.7	-10.0%
March 2018	2.9	-6.5%
February 2018	3.0	-16.7%
January 2018	3.0	-11.8%
December 2017	2.8	-6.7%
November 2017	3.1	0.0%
October 2017	3.1	-6.1%
September 2017	2.9	-12.1%
August 2017	2.8	-17.6%
July 2017	2.8	-17.6%

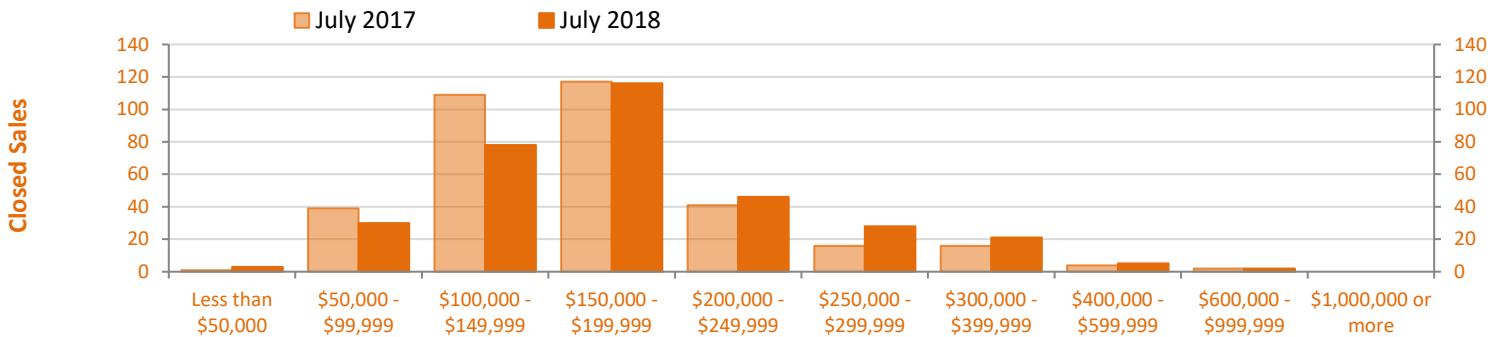


Closed Sales by Sale Price

The number of sales transactions which closed during the month

Economists' note: Closed Sales are one of the simplest—yet most important—indicators for the residential real estate market. When comparing Closed Sales across markets of different sizes, we recommend comparing the percent changes in sales rather than the number of sales. Closed Sales (and many other market metrics) are affected by seasonal cycles, so actual trends are more accurately represented by year-over-year changes (i.e. comparing a month's sales to the amount of sales in the same month in the previous year), rather than changes from one month to the next.

Sale Price	Closed Sales	Percent Change Year-over-Year
Less than \$50,000	3	200.0%
\$50,000 - \$99,999	30	-23.1%
\$100,000 - \$149,999	78	-28.4%
\$150,000 - \$199,999	116	-0.9%
\$200,000 - \$249,999	46	12.2%
\$250,000 - \$299,999	28	75.0%
\$300,000 - \$399,999	21	31.3%
\$400,000 - \$599,999	5	25.0%
\$600,000 - \$999,999	2	0.0%
\$1,000,000 or more	0	N/A

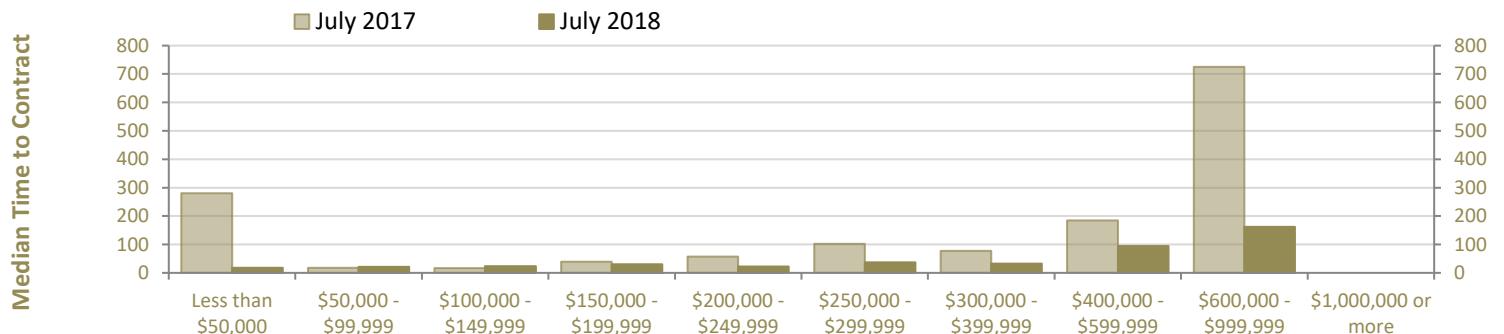


Median Time to Contract by Sale Price

The median number of days between the listing date and contract date for all Closed Sales during the month

Economists' note: Like Time to Sale, Time to Contract is a measure of the length of the home selling process calculated for sales which closed during the month. The difference is that Time to Contract measures the number of days between the initial listing of a property and the signing of the contract which eventually led to the closing of the sale. When the gap between Median Time to Contract and Median Time to Sale grows, it is usually a sign of longer closing times and/or declining numbers of cash sales.

Sale Price	Median Time to Contract	Percent Change Year-over-Year
Less than \$50,000	18 Days	-93.6%
\$50,000 - \$99,999	21 Days	16.7%
\$100,000 - \$149,999	24 Days	41.2%
\$150,000 - \$199,999	30 Days	-23.1%
\$200,000 - \$249,999	22 Days	-61.4%
\$250,000 - \$299,999	37 Days	-63.7%
\$300,000 - \$399,999	32 Days	-58.4%
\$400,000 - \$599,999	94 Days	-48.9%
\$600,000 - \$999,999	162 Days	-77.7%
\$1,000,000 or more	(No Sales)	N/A

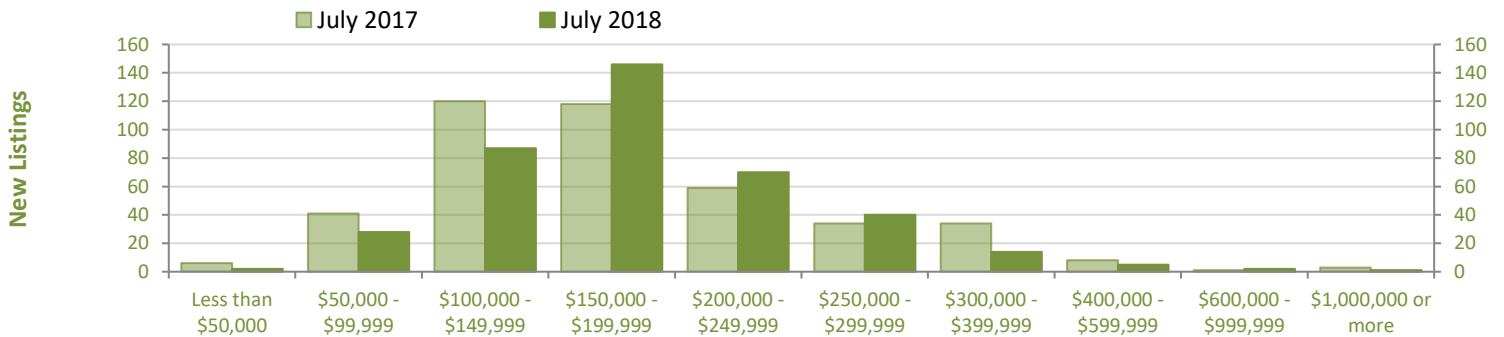


New Listings by Initial Listing Price

The number of properties put onto the market during the month

Economists' note: New Listings tend to rise in delayed response to increasing prices, so they are often seen as a lagging indicator of market health. As prices rise, potential sellers raise their estimations of value—and in the most recent cycle, rising prices have freed up many potential sellers who were previously underwater on their mortgages. Note that in our calculations, we take care to not include properties that were recently taken off the market and quickly relisted, since these are not really *new* listings.

Initial Listing Price	New Listings	Percent Change Year-over-Year
Less than \$50,000	2	-66.7%
\$50,000 - \$99,999	28	-31.7%
\$100,000 - \$149,999	87	-27.5%
\$150,000 - \$199,999	146	23.7%
\$200,000 - \$249,999	70	18.6%
\$250,000 - \$299,999	40	17.6%
\$300,000 - \$399,999	14	-58.8%
\$400,000 - \$599,999	5	-37.5%
\$600,000 - \$999,999	2	100.0%
\$1,000,000 or more	1	-66.7%

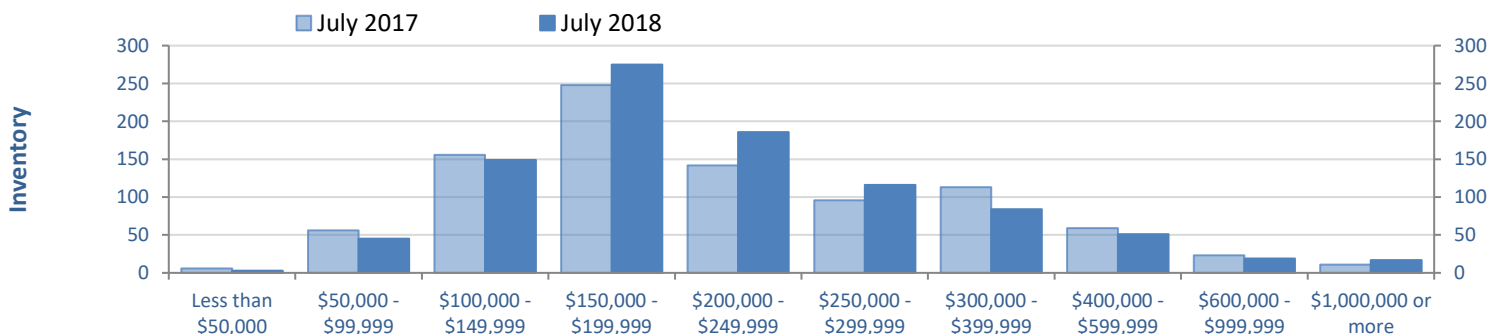


Inventory by Current Listing Price

The number of property listings active at the end of the month

Economists' note: There are a number of ways to define and calculate Inventory. Our method is to simply count the number of active listings on the last day of the month, and hold this number to compare with the same month the following year. Inventory rises when New Listings are outpacing the number of listings that go off-market (regardless of whether they actually sell). Likewise, it falls when New Listings aren't keeping up with the rate at which homes are going off-market.

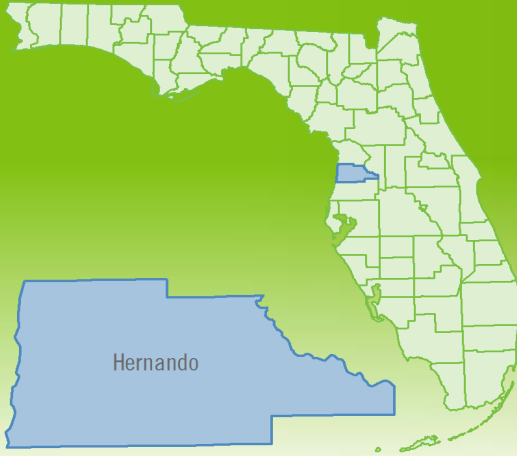
Current Listing Price	Inventory	Percent Change Year-over-Year
Less than \$50,000	3	-50.0%
\$50,000 - \$99,999	45	-19.6%
\$100,000 - \$149,999	149	-4.5%
\$150,000 - \$199,999	275	10.9%
\$200,000 - \$249,999	186	31.0%
\$250,000 - \$299,999	116	20.8%
\$300,000 - \$399,999	84	-25.7%
\$400,000 - \$599,999	51	-13.6%
\$600,000 - \$999,999	19	-17.4%
\$1,000,000 or more	17	54.5%



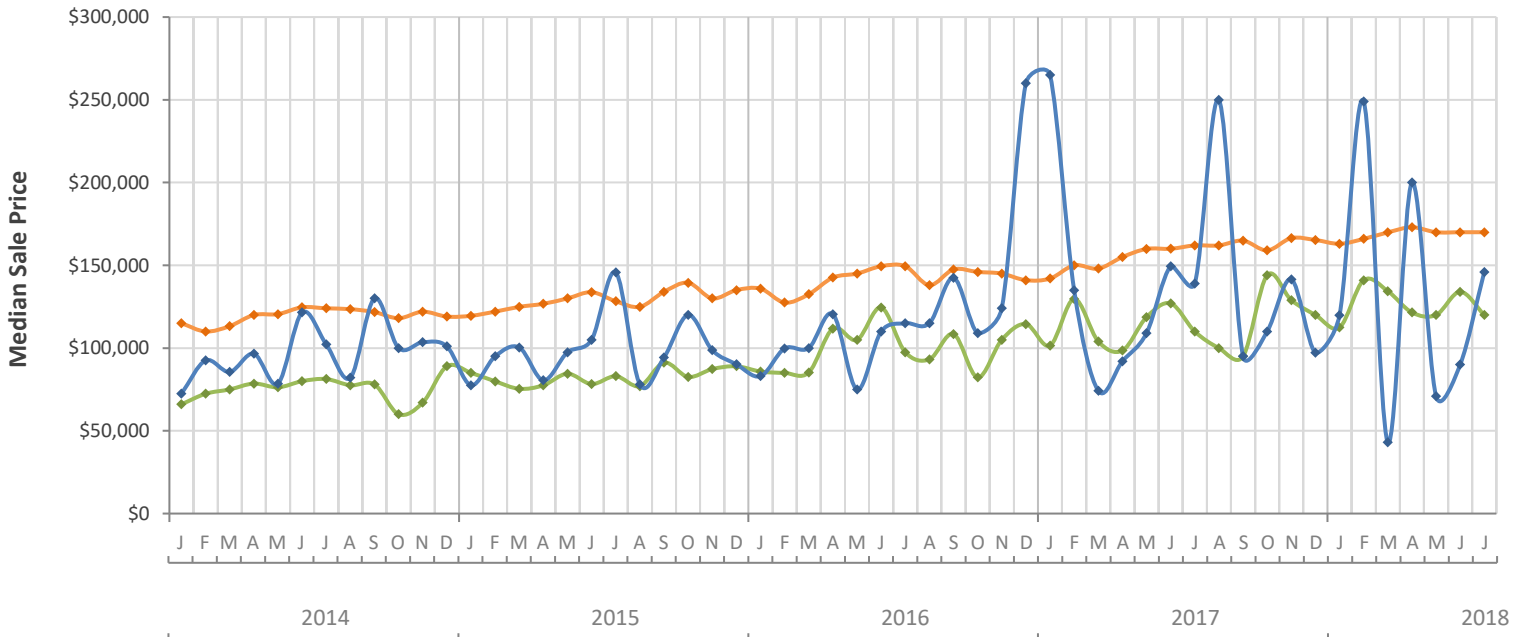
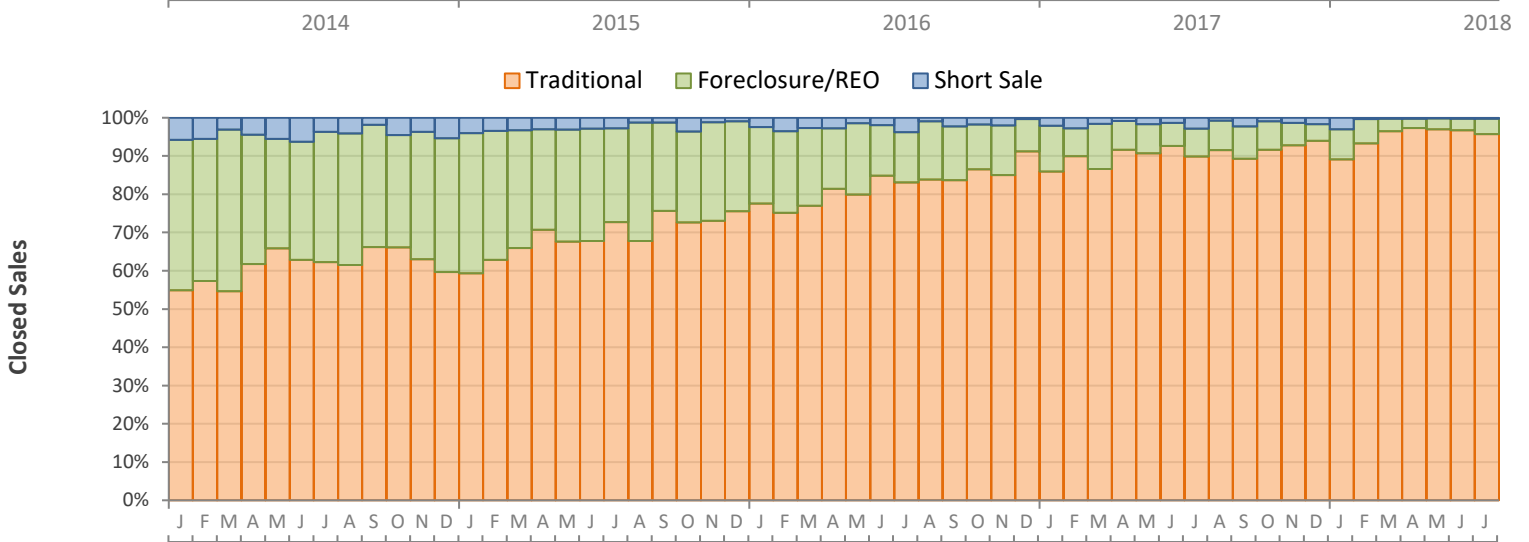
Monthly Distressed Market - July 2018

Single Family Homes

Hernando County



		July 2018	July 2017	Percent Change Year-over-Year
Traditional	Closed Sales	315	310	1.6%
	Median Sale Price	\$170,000	\$162,000	4.9%
Foreclosure/REO	Closed Sales	13	25	-48.0%
	Median Sale Price	\$120,001	\$110,000	9.1%
Short Sale	Closed Sales	1	10	-90.0%
	Median Sale Price	\$146,000	\$139,000	5.0%



Produced by Florida Realtors® with data provided by Florida's multiple listing services. Statistics for each month compiled from MLS feeds on the 15th day of the following month. Data released on Wednesday, August 22, 2018. Next data release is Thursday, September 20, 2018.