



FOR RELEASE ON

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### **HERNANDO COUNTY SINGLE FAMILY CLOSED SALES ROSE 10.7 PERCENT OVER A YEAR AGO**

The median sales price of existing single-family homes in Hernando County increased 10.8 percent to \$205,000 in July 2020 from \$184,950 in July 2019, according to statistics released today by the Hernando County Association of REALTORS®. The number of closed sales of existing single-family homes rose 10.7 percent to 423 in July from 382 a year ago.

The median sales price of existing townhouses-condos decreased year-over-year by .2 percent to \$164,500 in July, a decrease from \$164,900 in July 2019.

The inventory (active listings) of existing single-family homes for sale in Hernando County decreased 43.5 percent to 564 compared to 998 in July 2019. The inventory of existing townhouses and condominiums for sale in Hernando County increased 60 percent to 32 listings from 20 listings in July 2019.

New single-family home for-sale listings decreased 17.9 percent to 435 single-family homes compared to 530 listings in July 2019. New townhouse-condo listings increased 72.7 percent to 19 compared to 11 listings in July 2019.

The number of months' supply of existing single-family home inventory for sale—an indication of the absorption rate based on home sale volume—was 1.6 months for single-family homes in July, compared to 2.9 month's supply of inventory in July 2019, a decrease of 44.8 percent. Condominium and townhouse inventory increased 100 percent to 2.2 months from 1.1 months in July 2019.

The median percent of original list price received increased 1 percent year-over-year with sellers receiving 98.5 percent of their asking price for existing single-family homes in July 2020. The townhouses and condo median percent of original list price declined slightly to 96.8 percent in July 2020 compared to 97.6 percent in July 2019.

New pending sales (under contract but have not closed yet) for single-family homes increased 5.7 percent in July to 462 compared to 437 in July 2019. Townhouses and condominium new pending sales increased 106.7 percent in July to 31, compared to 15 in July 2019.

Closed short sales for single-family homes declined 25 percent when compared to a year ago. The median sales price of a short sale single-family home in July 2020 was \$116,000 which was a 38.3 percent decrease from \$188,000 a year ago. Closed foreclosure sales increased 16.7 percent when compared to July 2019. The median sales price of single-family home foreclosures decreased 11.5 percent to \$128,750 in July compared to \$145,450 a year ago.

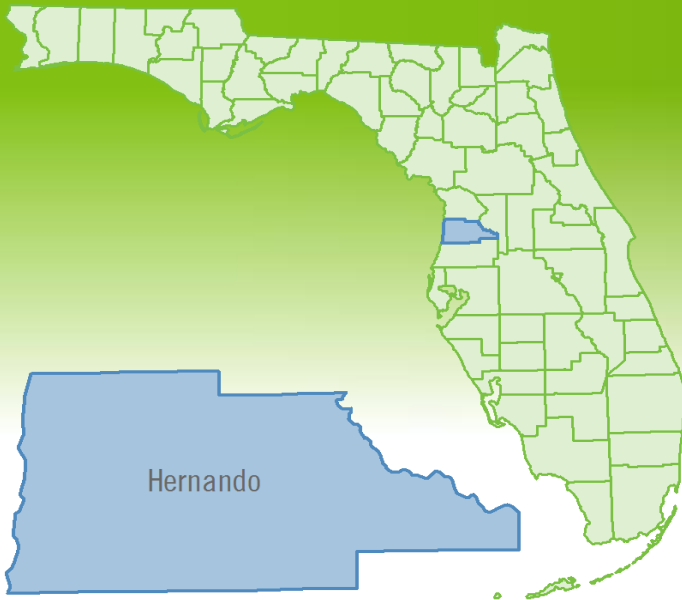
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*Hernando County Association of REALTORS® serves as the voice for real estate in Hernando County and provides programs, services, ongoing education, and legislation representation to its approximately 800 REALTOR® members.*

# Monthly Market Detail - July 2020

## Single Family Homes

### Hernando County



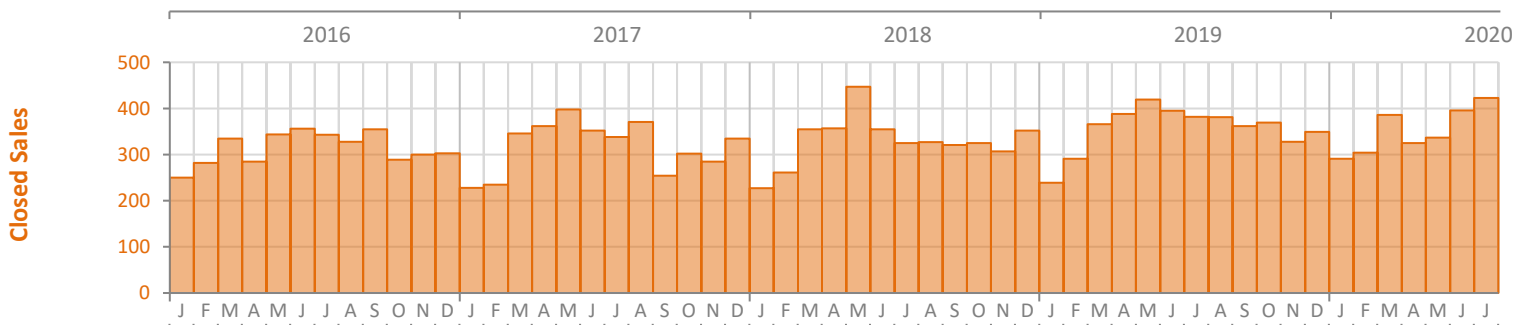
Summary Statistics	July 2020	July 2019	Percent Change Year-over-Year
Closed Sales	423	382	10.7%
Paid in Cash	64	100	-36.0%
Median Sale Price	\$205,000	\$184,950	10.8%
Average Sale Price	\$218,294	\$196,030	11.4%
Dollar Volume	\$92.3 Million	\$74.9 Million	23.3%
Median Percent of Original List Price Received	98.5%	97.5%	1.0%
Median Time to Contract	23 Days	24 Days	-4.2%
Median Time to Sale	70 Days	63 Days	11.1%
New Pending Sales	462	437	5.7%
New Listings	435	530	-17.9%
Pending Inventory	662	595	11.3%
Inventory (Active Listings)	564	998	-43.5%
Months Supply of Inventory	1.6	2.9	-44.8%

## 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	2,462	-0.7%
<b>July 2020</b>	<b>423</b>	<b>10.7%</b>
June 2020	396	0.3%
May 2020	337	-19.6%
April 2020	325	-16.2%
March 2020	386	5.5%
February 2020	304	4.5%
January 2020	291	21.8%
December 2019	349	-0.9%
November 2019	328	6.8%
October 2019	369	13.5%
September 2019	362	12.8%
August 2019	381	16.5%
July 2019	382	17.5%



# Monthly Market Detail - July 2020

## Single Family Homes

### Hernando County

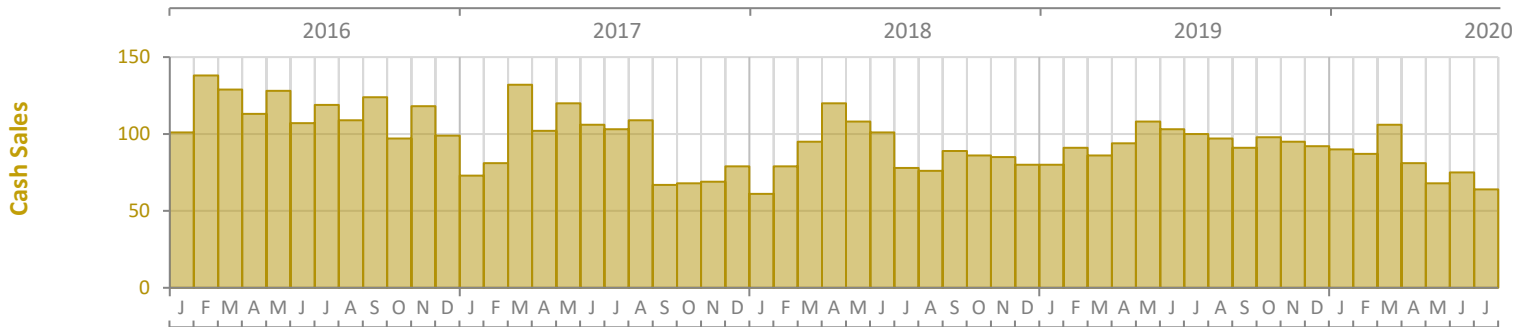


## Cash Sales

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	571	-13.7%
<b>July 2020</b>	<b>64</b>	<b>-36.0%</b>
June 2020	75	-27.2%
May 2020	68	-37.0%
April 2020	81	-13.8%
March 2020	106	23.3%
February 2020	87	-4.4%
January 2020	90	12.5%
December 2019	92	15.0%
November 2019	95	11.8%
October 2019	98	14.0%
September 2019	91	2.2%
August 2019	97	27.6%
July 2019	100	28.2%

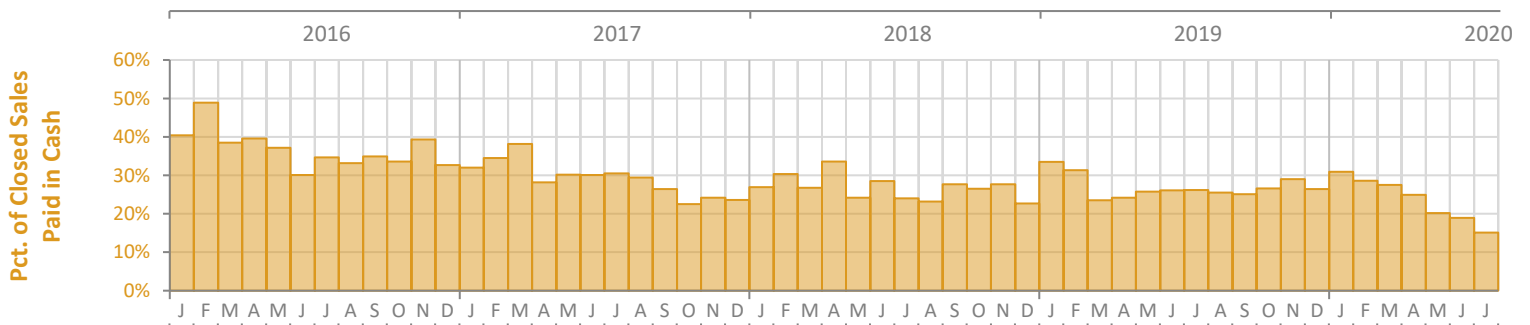


## Cash Sales as a Percentage of Closed Sales

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	23.2%	-13.1%
<b>July 2020</b>	<b>15.1%</b>	<b>-42.4%</b>
June 2020	18.9%	-27.6%
May 2020	20.2%	-21.7%
April 2020	24.9%	2.9%
March 2020	27.5%	17.0%
February 2020	28.6%	-8.6%
January 2020	30.9%	-7.8%
December 2019	26.4%	16.3%
November 2019	29.0%	4.7%
October 2019	26.6%	0.4%
September 2019	25.1%	-9.4%
August 2019	25.5%	9.9%
July 2019	26.2%	9.2%



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## Single Family Homes

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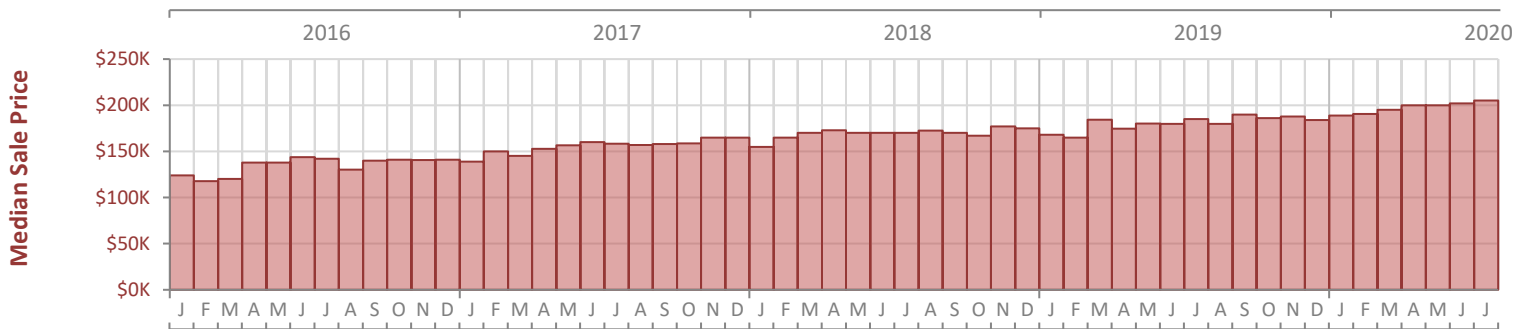


## Median Sale Price

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	\$197,513	11.0%
<b>July 2020</b>	<b>\$205,000</b>	<b>10.8%</b>
June 2020	\$202,000	12.3%
May 2020	\$199,900	11.1%
April 2020	\$199,900	14.6%
March 2020	\$194,950	5.7%
February 2020	\$190,500	15.5%
January 2020	\$189,000	12.5%
December 2019	\$183,990	5.2%
November 2019	\$187,700	6.1%
October 2019	\$186,000	11.4%
September 2019	\$189,945	11.7%
August 2019	\$179,900	4.3%
July 2019	\$184,950	8.8%

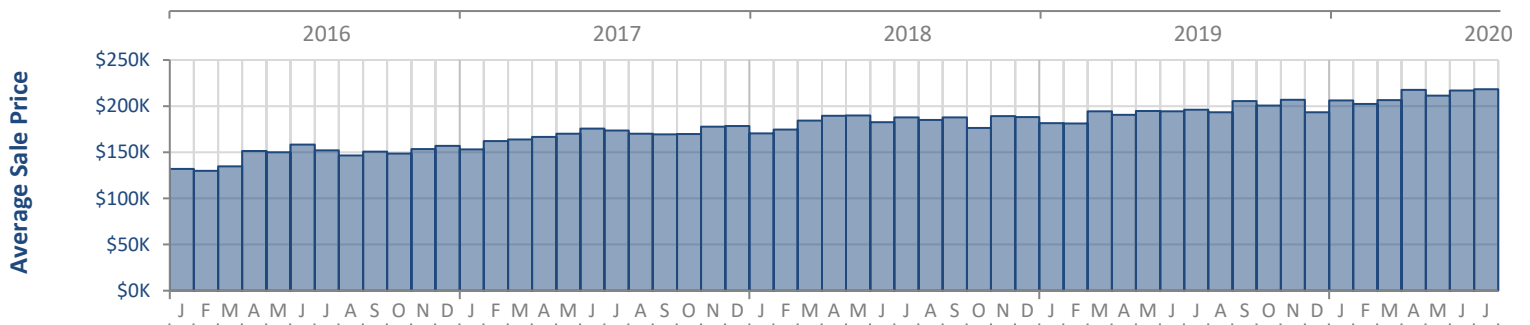


## Average Sale Price

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	\$211,750	10.7%
<b>July 2020</b>	<b>\$218,294</b>	<b>11.4%</b>
June 2020	\$216,817	11.5%
May 2020	\$211,497	8.6%
April 2020	\$217,731	14.2%
March 2020	\$206,367	6.2%
February 2020	\$202,192	11.6%
January 2020	\$206,082	13.5%
December 2019	\$193,456	2.9%
November 2019	\$206,875	9.3%
October 2019	\$200,610	13.9%
September 2019	\$205,301	9.4%
August 2019	\$193,289	4.4%
July 2019	\$196,030	4.4%



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## Single Family Homes

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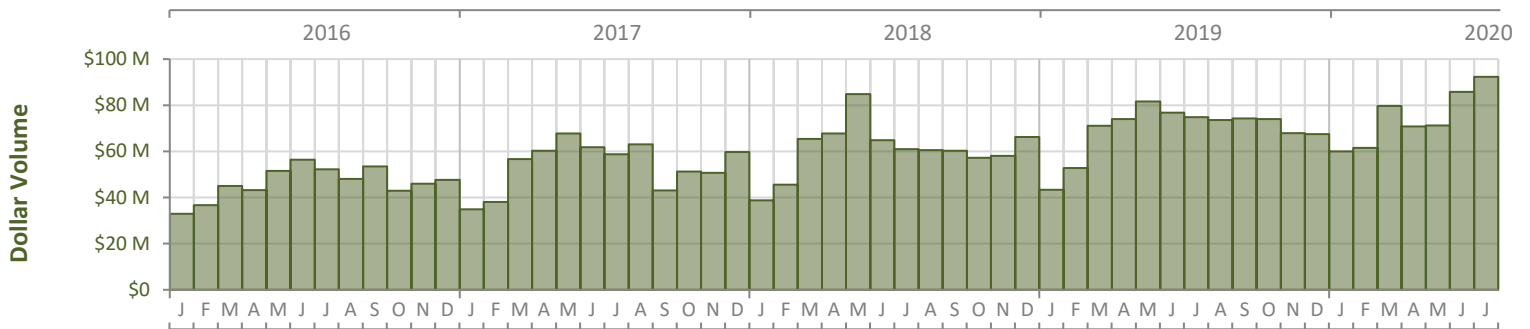


## Dollar Volume

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	\$521.3 Million	9.8%
<b>July 2020</b>	<b>\$92.3 Million</b>	<b>23.3%</b>
June 2020	\$85.9 Million	11.7%
May 2020	\$71.3 Million	-12.7%
April 2020	\$70.8 Million	-4.4%
March 2020	\$79.7 Million	12.0%
February 2020	\$61.5 Million	16.6%
January 2020	\$60.0 Million	38.2%
December 2019	\$67.5 Million	2.0%
November 2019	\$67.9 Million	16.8%
October 2019	\$74.0 Million	29.3%
September 2019	\$74.3 Million	23.3%
August 2019	\$73.6 Million	21.6%
July 2019	\$74.9 Million	22.7%

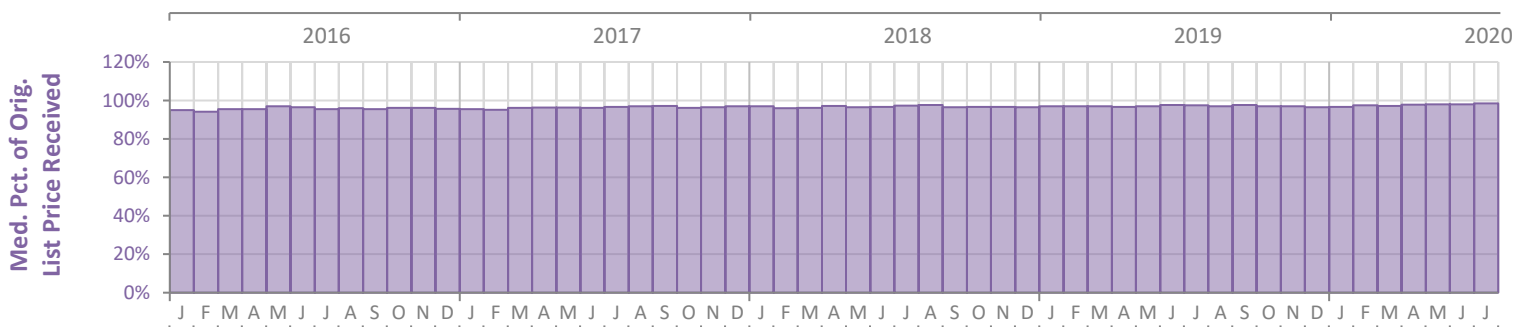


## Median Percent of Original List Price Received

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	97.6%	0.6%
<b>July 2020</b>	<b>98.5%</b>	<b>1.0%</b>
June 2020	97.9%	0.3%
May 2020	98.0%	1.1%
April 2020	97.8%	1.2%
March 2020	97.2%	0.3%
February 2020	97.4%	0.5%
January 2020	96.7%	-0.3%
December 2019	96.4%	0.0%
November 2019	97.0%	0.3%
October 2019	96.9%	0.2%
September 2019	97.7%	1.3%
August 2019	96.9%	-0.7%
July 2019	97.5%	0.2%



# Monthly Market Detail - July 2020

## Single Family Homes

### Hernando County

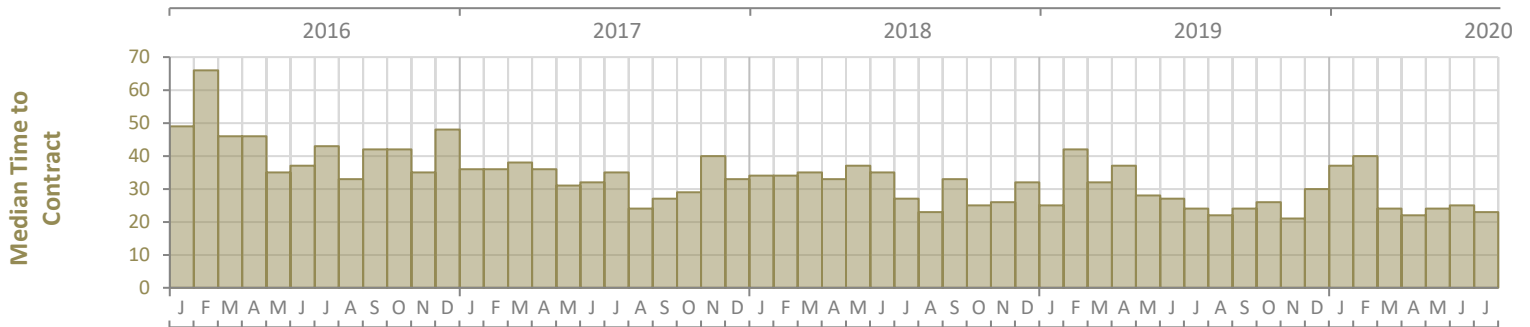


## Median Time to Contract

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	28 Days	-9.7%
<b>July 2020</b>	<b>23 Days</b>	<b>-4.2%</b>
June 2020	25 Days	-7.4%
May 2020	24 Days	-14.3%
April 2020	22 Days	-40.5%
March 2020	24 Days	-25.0%
February 2020	40 Days	-4.8%
January 2020	37 Days	48.0%
December 2019	30 Days	-6.3%
November 2019	21 Days	-19.2%
October 2019	26 Days	4.0%
September 2019	24 Days	-27.3%
August 2019	22 Days	-4.3%
July 2019	24 Days	-11.1%

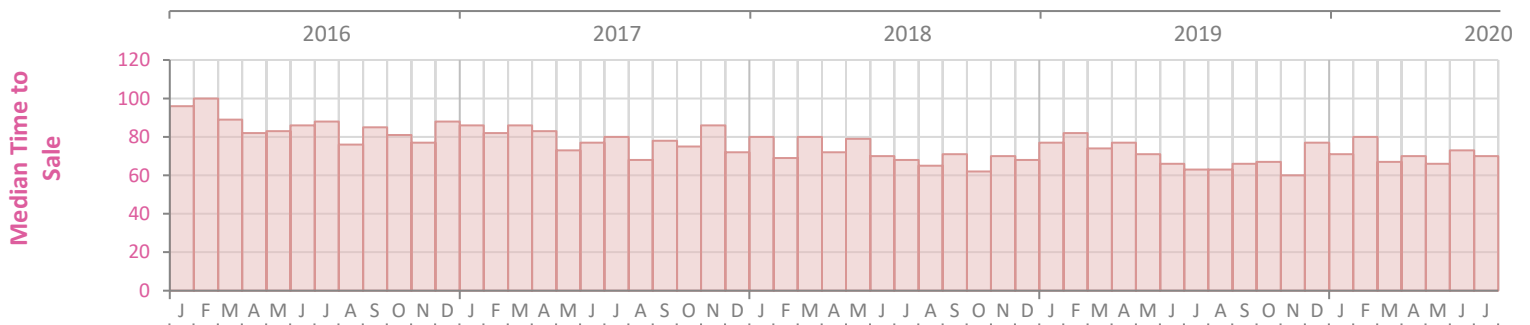


## Median Time to Sale

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	71 Days	0.0%
<b>July 2020</b>	<b>70 Days</b>	<b>11.1%</b>
June 2020	73 Days	10.6%
May 2020	66 Days	-7.0%
April 2020	70 Days	-9.1%
March 2020	67 Days	-9.5%
February 2020	80 Days	-2.4%
January 2020	71 Days	-7.8%
December 2019	77 Days	13.2%
November 2019	60 Days	-14.3%
October 2019	67 Days	8.1%
September 2019	66 Days	-7.0%
August 2019	63 Days	-3.1%
July 2019	63 Days	-7.4%



# Monthly Market Detail - July 2020

## Single Family Homes

### Hernando County

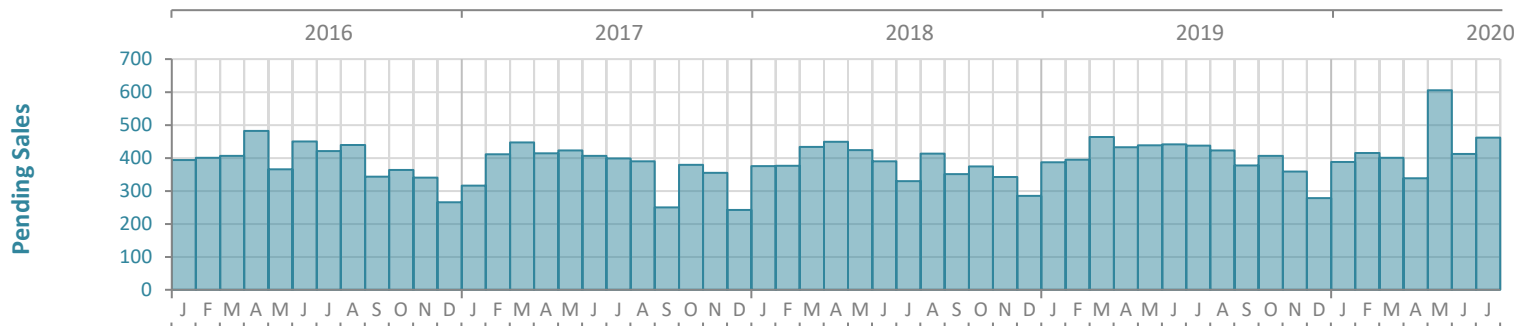


## New Pending Sales

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	3,021	0.9%
<b>July 2020</b>	<b>462</b>	<b>5.7%</b>
June 2020	412	-6.6%
May 2020	605	38.1%
April 2020	338	-21.9%
March 2020	401	-13.6%
February 2020	415	5.1%
January 2020	388	0.3%
December 2019	278	-2.5%
November 2019	359	5.0%
October 2019	406	8.6%
September 2019	377	7.4%
August 2019	423	2.4%
July 2019	437	32.4%

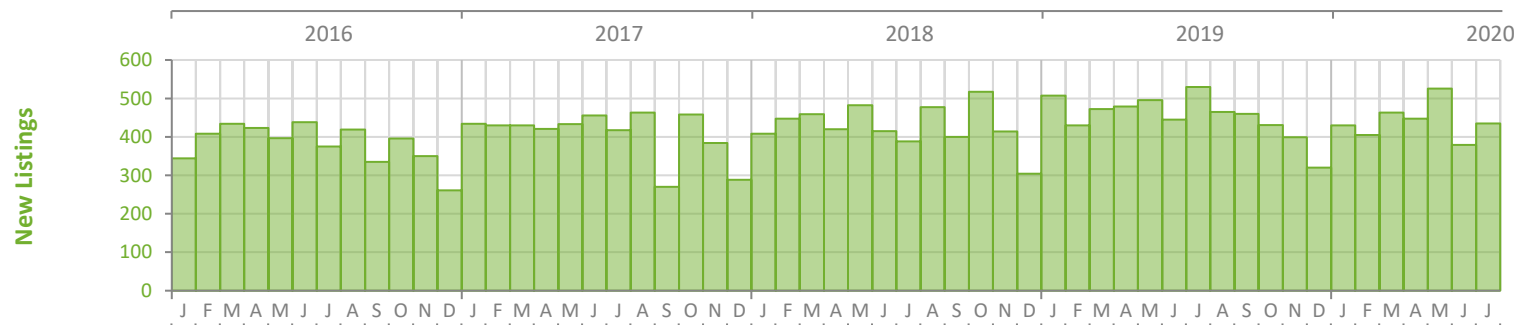


## New Listings

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	3,085	-8.2%
<b>July 2020</b>	<b>435</b>	<b>-17.9%</b>
June 2020	379	-14.8%
May 2020	526	6.0%
April 2020	447	-6.7%
March 2020	463	-1.9%
February 2020	405	-5.8%
January 2020	430	-15.2%
December 2019	320	5.3%
November 2019	399	-3.6%
October 2019	431	-16.6%
September 2019	460	15.0%
August 2019	465	-2.5%
July 2019	530	36.6%



# Monthly Market Detail - July 2020

## Single Family Homes

### Hernando County

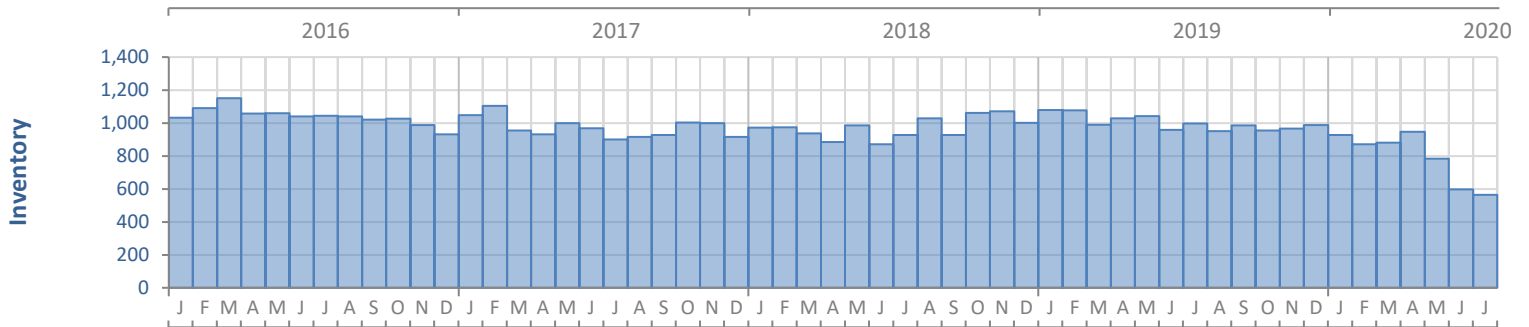


## Inventory (Active Listings)

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)	796	-22.3%
<b>July 2020</b>	<b>564</b>	<b>-43.5%</b>
June 2020	597	-37.7%
May 2020	783	-24.8%
April 2020	947	-8.0%
March 2020	881	-11.0%
February 2020	871	-19.1%
January 2020	927	-14.0%
December 2019	988	-1.3%
November 2019	966	-9.8%
October 2019	954	-10.1%
September 2019	985	6.1%
August 2019	951	-7.6%
July 2019	998	7.7%

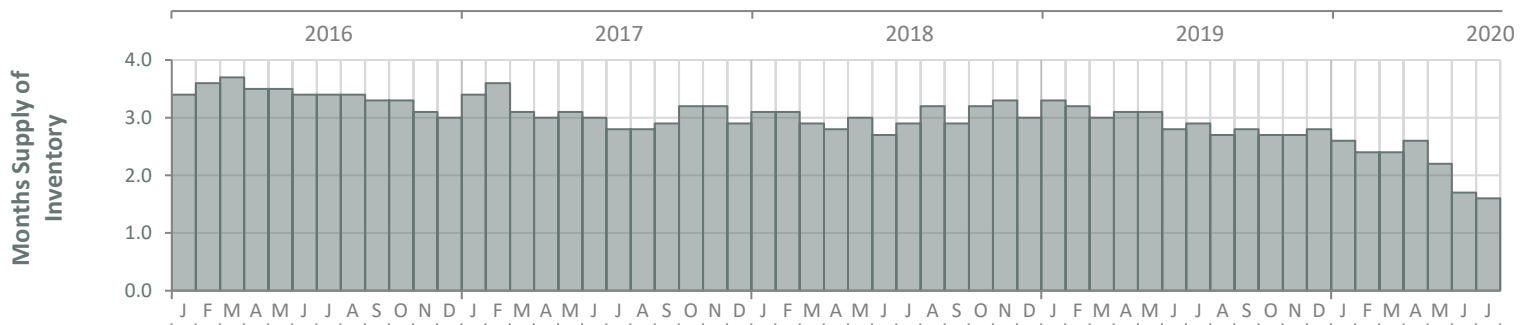


## Months Supply of Inventory

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)	2.0	-35.5%
<b>July 2020</b>	<b>1.6</b>	<b>-44.8%</b>
June 2020	1.7	-39.3%
May 2020	2.2	-29.0%
April 2020	2.6	-16.1%
March 2020	2.4	-20.0%
February 2020	2.4	-25.0%
January 2020	2.6	-21.2%
December 2019	2.8	-6.7%
November 2019	2.7	-18.2%
October 2019	2.7	-15.6%
September 2019	2.8	-3.4%
August 2019	2.7	-15.6%
July 2019	2.9	0.0%



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## Single Family Homes

### Hernando County

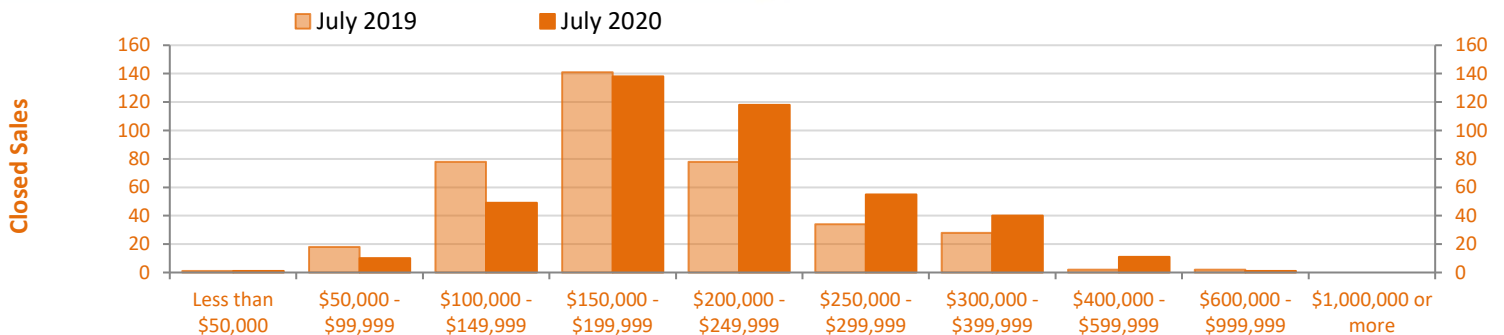


## Closed Sales by Sale Price

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	1	0.0%
\$50,000 - \$99,999	10	-44.4%
\$100,000 - \$149,999	49	-37.2%
\$150,000 - \$199,999	138	-2.1%
\$200,000 - \$249,999	118	51.3%
\$250,000 - \$299,999	55	61.8%
\$300,000 - \$399,999	40	42.9%
\$400,000 - \$599,999	11	450.0%
\$600,000 - \$999,999	1	-50.0%
\$1,000,000 or more	0	N/A

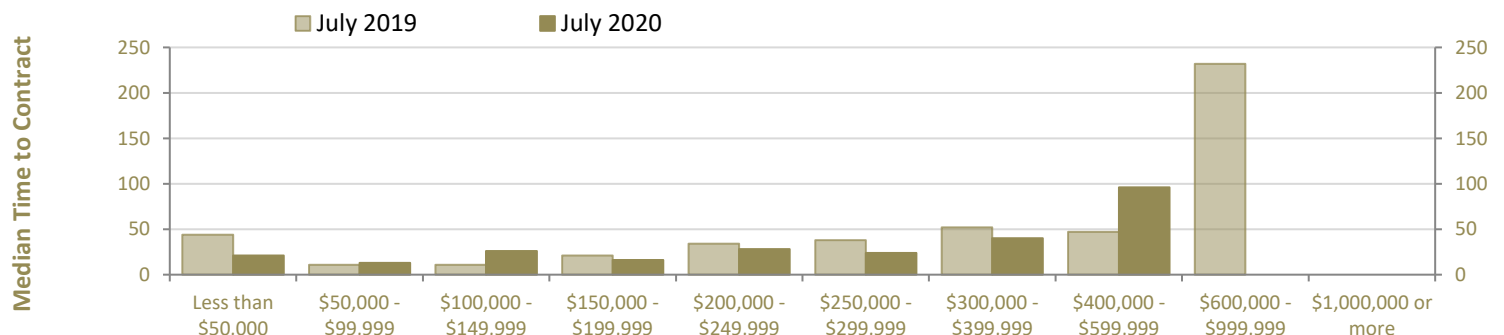


## Median Time to Contract by Sale Price

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	21 Days	-52.3%
\$50,000 - \$99,999	13 Days	18.2%
\$100,000 - \$149,999	26 Days	136.4%
\$150,000 - \$199,999	16 Days	-23.8%
\$200,000 - \$249,999	28 Days	-17.6%
\$250,000 - \$299,999	24 Days	-36.8%
\$300,000 - \$399,999	40 Days	-23.1%
\$400,000 - \$599,999	96 Days	104.3%
\$600,000 - \$999,999	0 Days	-100.0%
\$1,000,000 or more	(No Sales)	N/A



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## Single Family Homes

### Hernando County

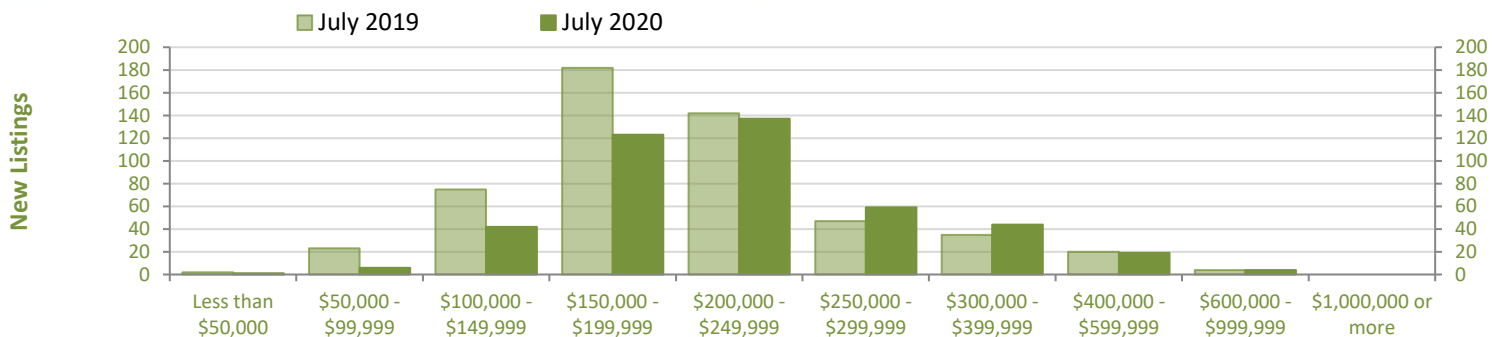


## New Listings by Initial Listing Price

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	1	-50.0%
\$50,000 - \$99,999	6	-73.9%
\$100,000 - \$149,999	42	-44.0%
\$150,000 - \$199,999	123	-32.4%
\$200,000 - \$249,999	137	-3.5%
\$250,000 - \$299,999	59	25.5%
\$300,000 - \$399,999	44	25.7%
\$400,000 - \$599,999	19	-5.0%
\$600,000 - \$999,999	4	0.0%
\$1,000,000 or more	0	N/A

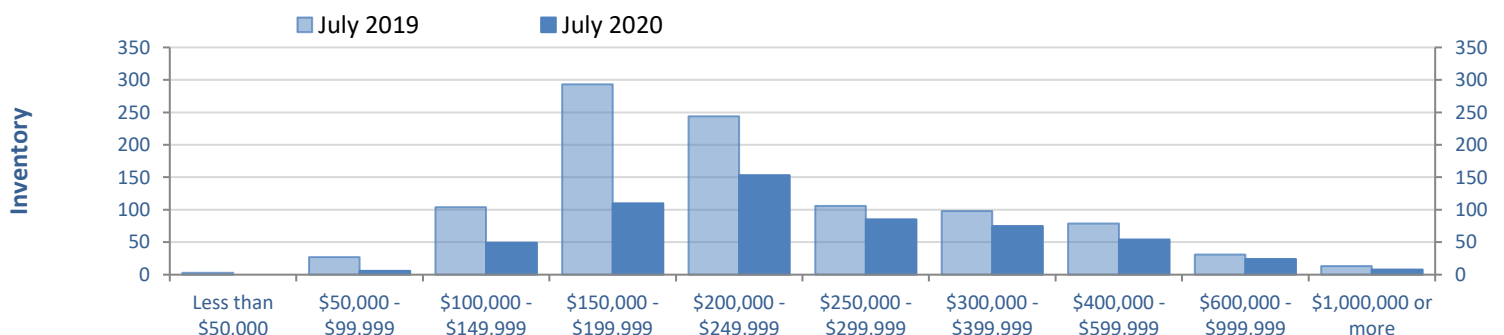


## Inventory by Current Listing Price

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.

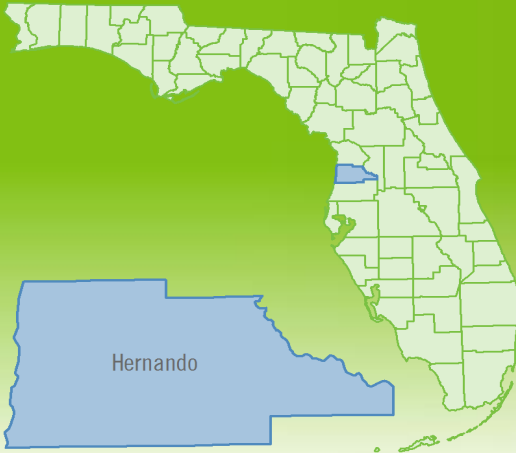
Current Listing Price	Inventory	Percent Change Year-over-Year
Less than \$50,000	0	-100.0%
\$50,000 - \$99,999	6	-77.8%
\$100,000 - \$149,999	49	-52.9%
\$150,000 - \$199,999	110	-62.5%
\$200,000 - \$249,999	153	-37.3%
\$250,000 - \$299,999	85	-19.8%
\$300,000 - \$399,999	75	-23.5%
\$400,000 - \$599,999	54	-31.6%
\$600,000 - \$999,999	24	-22.6%
\$1,000,000 or more	8	-38.5%



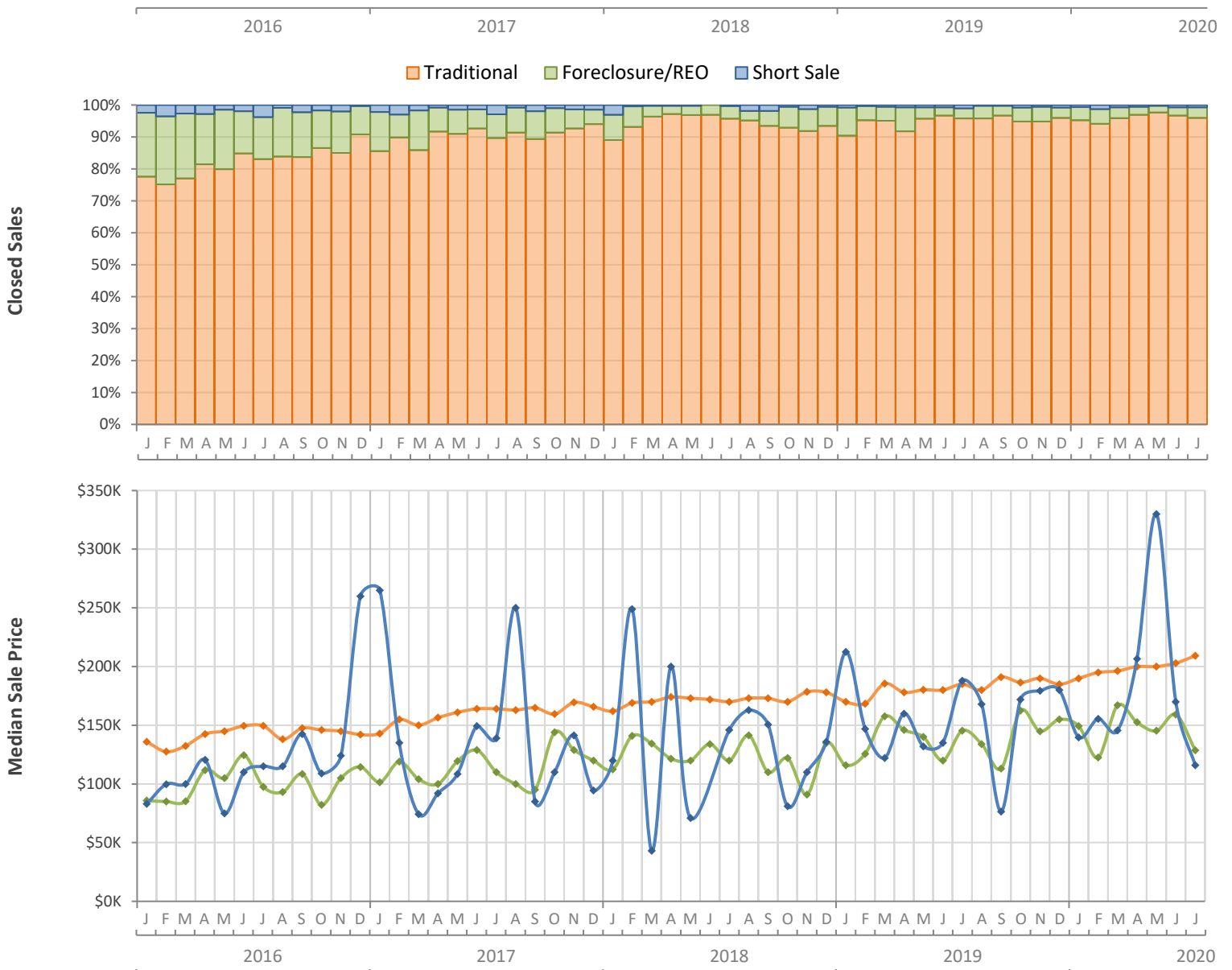
# Monthly Distressed Market - July 2020

## Single Family Homes

### Hernando County



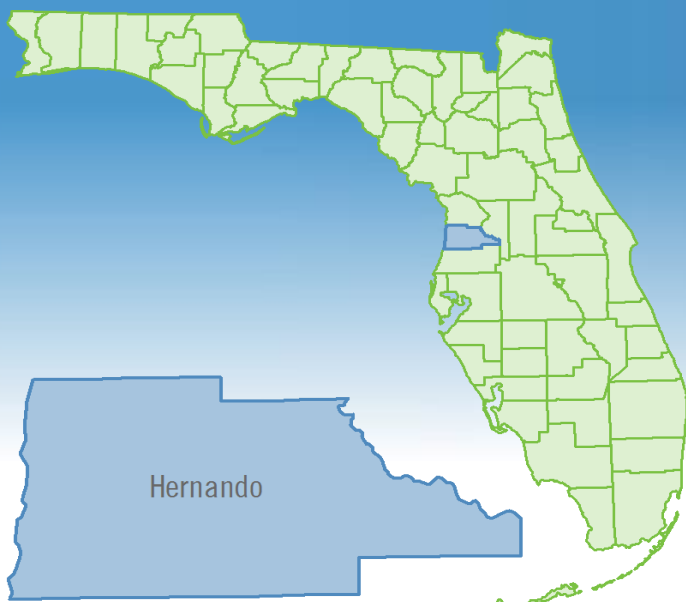
		July 2020	July 2019	Percent Change Year-over-Year
Traditional	Closed Sales	406	366	10.9%
	Median Sale Price	\$209,200	\$185,000	13.1%
Foreclosure/REO	Closed Sales	14	12	16.7%
	Median Sale Price	\$128,750	\$145,450	-11.5%
Short Sale	Closed Sales	3	4	-25.0%
	Median Sale Price	\$116,000	\$188,000	-38.3%



# Monthly Market Detail - July 2020

## Townhouses and Condos

### Hernando County



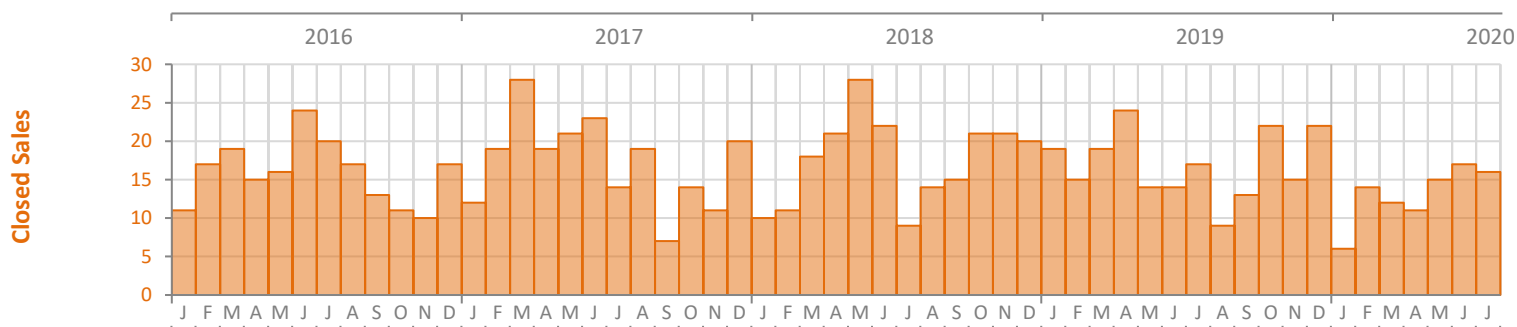
Summary Statistics	July 2020	July 2019	Percent Change Year-over-Year
Closed Sales	16	17	-5.9%
Paid in Cash	8	9	-11.1%
Median Sale Price	\$164,500	\$164,900	-0.2%
Average Sale Price	\$164,331	\$156,006	5.3%
Dollar Volume	\$2.6 Million	\$2.7 Million	-0.9%
Median Percent of Original List Price Received	96.8%	97.6%	-0.8%
Median Time to Contract	55 Days	11 Days	400.0%
Median Time to Sale	89 Days	66 Days	34.8%
New Pending Sales	31	15	106.7%
New Listings	19	11	72.7%
Pending Inventory	29	19	52.6%
Inventory (Active Listings)	32	20	60.0%
Months Supply of Inventory	2.2	1.1	100.0%

## 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	91	-25.4%
<b>July 2020</b>	<b>16</b>	<b>-5.9%</b>
June 2020	17	21.4%
May 2020	15	7.1%
April 2020	11	-54.2%
March 2020	12	-36.8%
February 2020	14	-6.7%
January 2020	6	-68.4%
December 2019	22	10.0%
November 2019	15	-28.6%
October 2019	22	4.8%
September 2019	13	-13.3%
August 2019	9	-35.7%
July 2019	17	88.9%



# Monthly Market Detail - July 2020

## Townhouses and Condos

### Hernando County

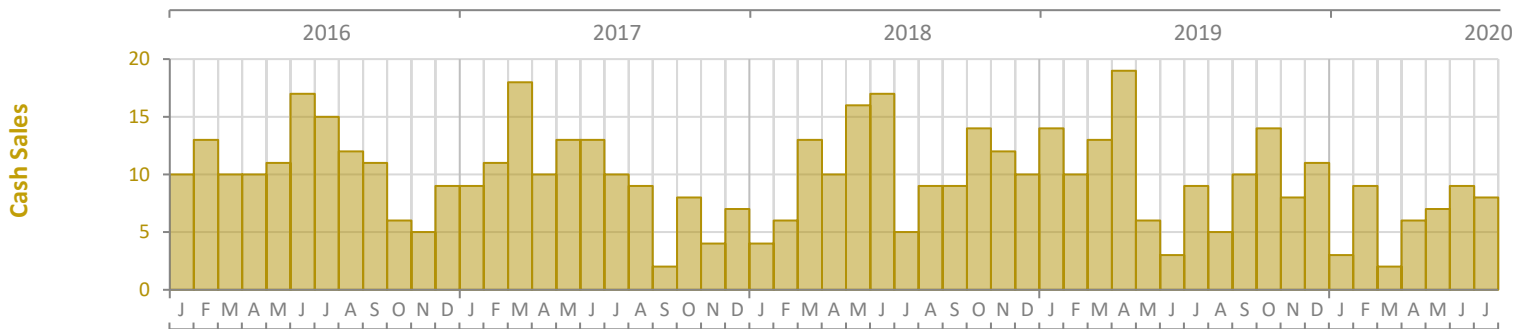


## Cash Sales

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	44	-40.5%
<b>July 2020</b>	<b>8</b>	<b>-11.1%</b>
June 2020	9	200.0%
May 2020	7	16.7%
April 2020	6	-68.4%
March 2020	2	-84.6%
February 2020	9	-10.0%
January 2020	3	-78.6%
December 2019	11	10.0%
November 2019	8	-33.3%
October 2019	14	0.0%
September 2019	10	11.1%
August 2019	5	-44.4%
July 2019	9	80.0%

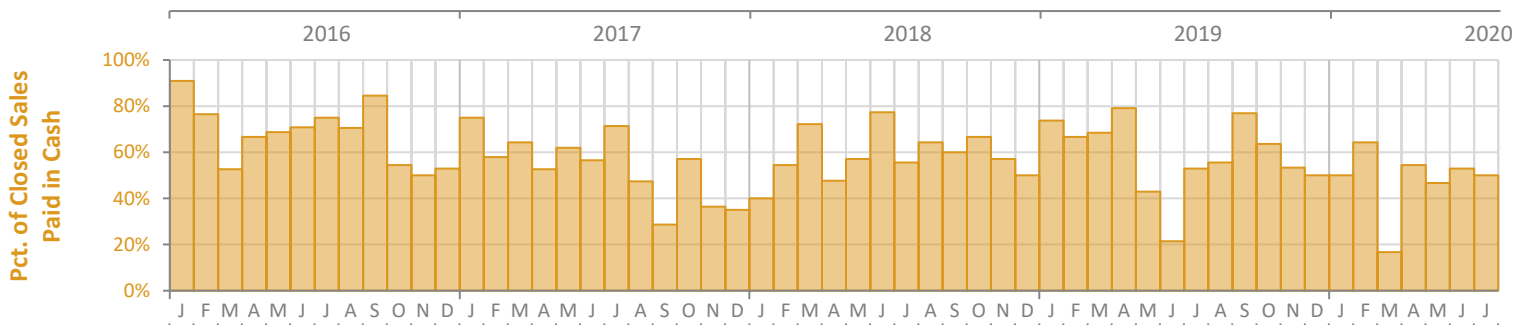


## Cash Sales as a Percentage of Closed Sales

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	48.4%	-20.3%
<b>July 2020</b>	<b>50.0%</b>	<b>-5.5%</b>
June 2020	52.9%	147.2%
May 2020	46.7%	8.9%
April 2020	54.5%	-31.2%
March 2020	16.7%	-75.6%
February 2020	64.3%	-3.6%
January 2020	50.0%	-32.2%
December 2019	50.0%	0.0%
November 2019	53.3%	-6.7%
October 2019	63.6%	-4.6%
September 2019	76.9%	28.2%
August 2019	55.6%	-13.5%
July 2019	52.9%	-4.9%



# Monthly Market Detail - July 2020

## Townhouses and Condos

### Hernando County

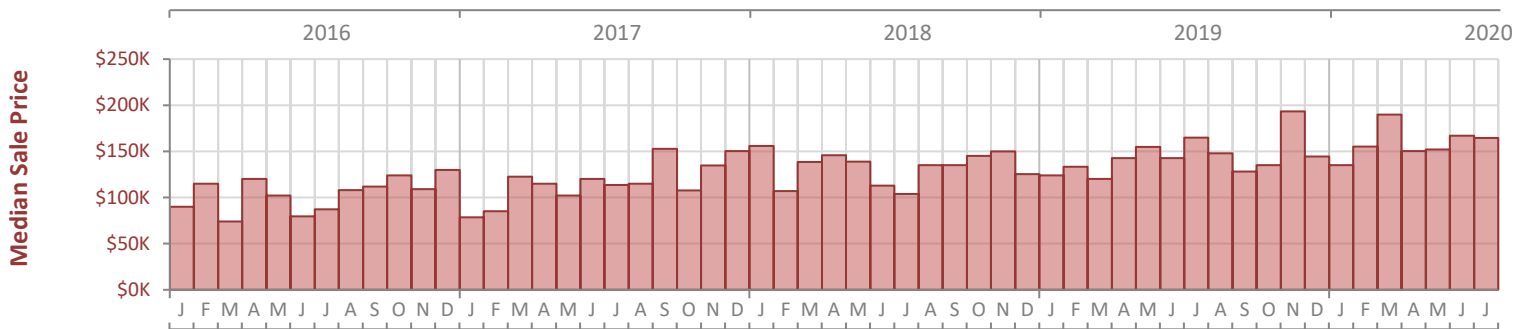


## Median Sale Price

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	\$158,450	15.1%
<b>July 2020</b>	<b>\$164,500</b>	<b>-0.2%</b>
June 2020	\$166,900	16.9%
May 2020	\$152,000	-1.9%
April 2020	\$150,500	5.4%
March 2020	\$190,000	58.3%
February 2020	\$155,150	16.2%
January 2020	\$135,250	9.1%
December 2019	\$144,450	15.4%
November 2019	\$193,500	29.0%
October 2019	\$135,000	-6.9%
September 2019	\$128,000	-5.2%
August 2019	\$148,000	9.6%
July 2019	\$164,900	58.8%

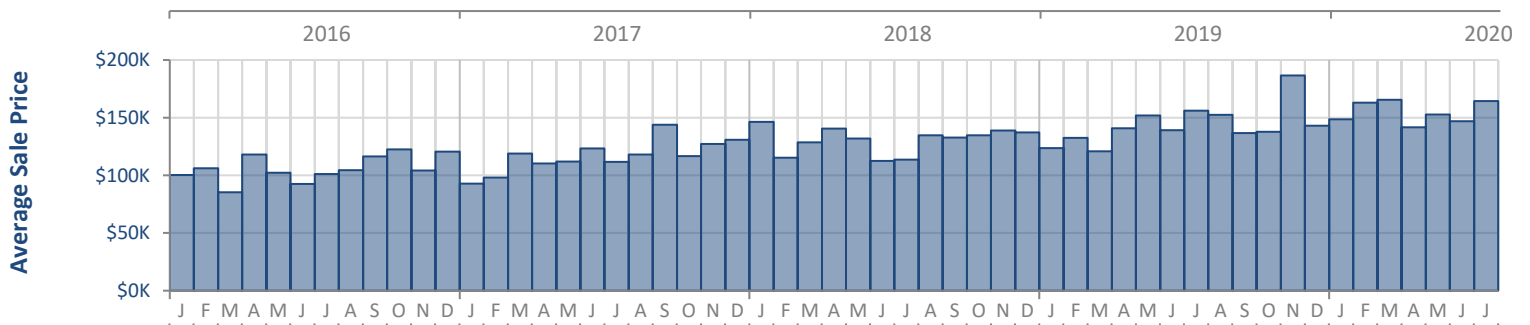


## Average Sale Price

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	\$155,353	13.2%
<b>July 2020</b>	<b>\$164,331</b>	<b>5.3%</b>
June 2020	\$147,032	5.8%
May 2020	\$152,627	0.6%
April 2020	\$141,627	0.5%
March 2020	\$165,618	37.0%
February 2020	\$163,039	23.2%
January 2020	\$148,500	20.1%
December 2019	\$143,027	4.2%
November 2019	\$186,600	34.4%
October 2019	\$137,668	2.1%
September 2019	\$136,504	2.7%
August 2019	\$152,333	13.0%
July 2019	\$156,006	37.3%



# Monthly Market Detail - July 2020

## Townhouses and Condos

### Hernando County

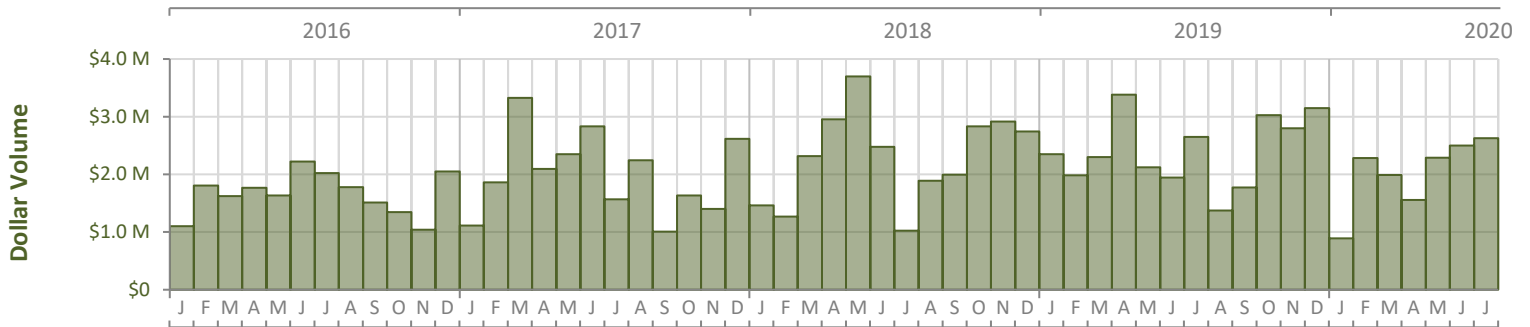


## Dollar Volume

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	\$14.1 Million	-15.5%
<b>July 2020</b>	<b>\$2.6 Million</b>	<b>-0.9%</b>
June 2020	\$2.5 Million	28.4%
May 2020	\$2.3 Million	7.8%
April 2020	\$1.6 Million	-53.9%
March 2020	\$2.0 Million	-13.5%
February 2020	\$2.3 Million	14.9%
January 2020	\$891,000	-62.1%
December 2019	\$3.1 Million	14.6%
November 2019	\$2.8 Million	-4.0%
October 2019	\$3.0 Million	7.0%
September 2019	\$1.8 Million	-11.0%
August 2019	\$1.4 Million	-27.4%
July 2019	\$2.7 Million	159.3%

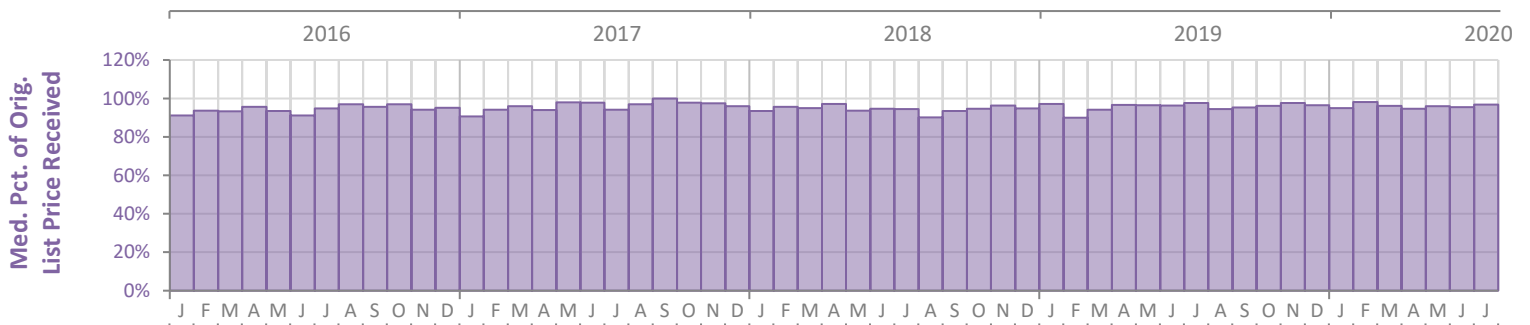


## Median Percent of Original List Price Received

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%	0.4%
<b>July 2020</b>	<b>96.8%</b>	<b>-0.8%</b>
June 2020	95.5%	-0.8%
May 2020	96.0%	-0.5%
April 2020	94.6%	-2.1%
March 2020	96.1%	2.1%
February 2020	98.2%	9.1%
January 2020	95.0%	-2.3%
December 2019	96.4%	1.7%
November 2019	97.6%	1.3%
October 2019	96.2%	1.7%
September 2019	95.3%	1.9%
August 2019	94.4%	4.7%
July 2019	97.6%	3.3%



# Monthly Market Detail - July 2020

## Townhouses and Condos

### Hernando County

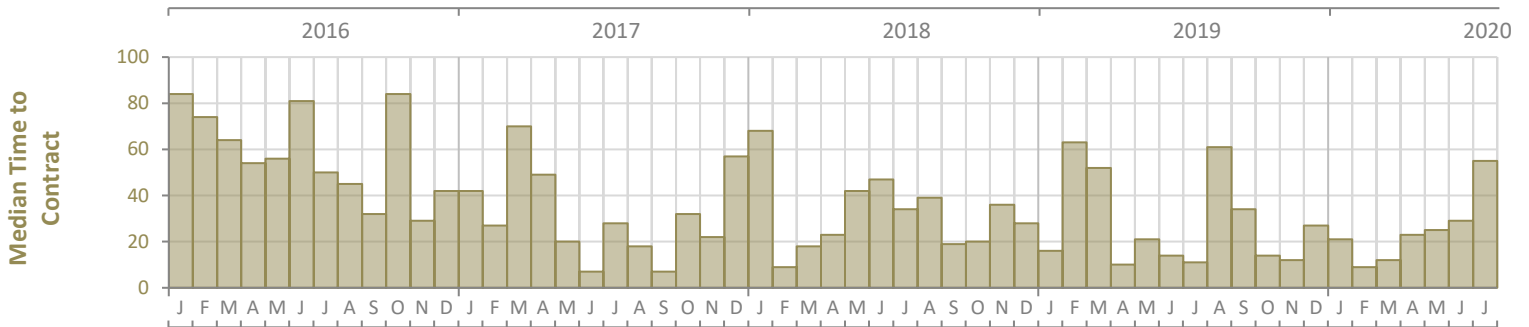


## Median Time to Contract

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	20 Days	-20.0%
<b>July 2020</b>	<b>55 Days</b>	<b>400.0%</b>
June 2020	29 Days	107.1%
May 2020	25 Days	19.0%
April 2020	23 Days	130.0%
March 2020	12 Days	-76.9%
February 2020	9 Days	-85.7%
January 2020	21 Days	31.3%
December 2019	27 Days	-3.6%
November 2019	12 Days	-66.7%
October 2019	14 Days	-30.0%
September 2019	34 Days	78.9%
August 2019	61 Days	56.4%
July 2019	11 Days	-67.6%

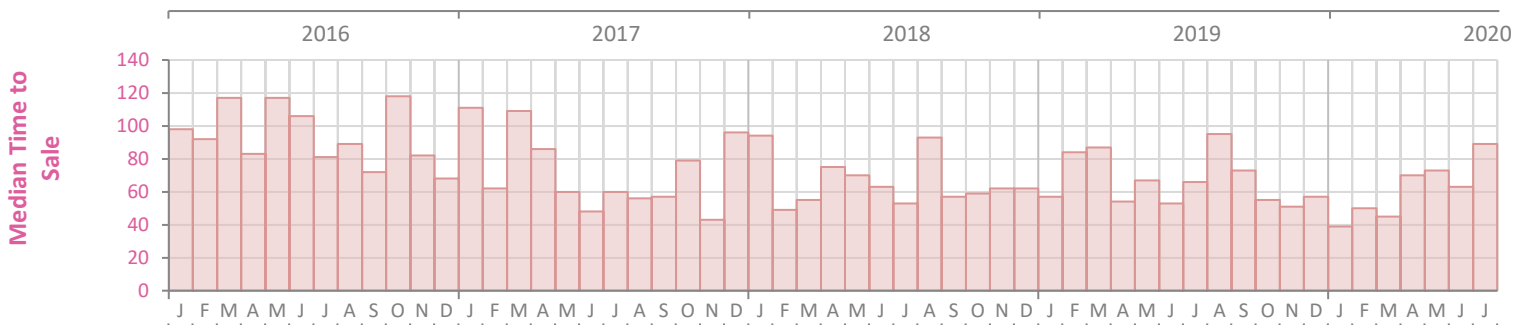


## Median Time to Sale

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	62 Days	1.6%
<b>July 2020</b>	<b>89 Days</b>	<b>34.8%</b>
June 2020	63 Days	18.9%
May 2020	73 Days	9.0%
April 2020	70 Days	29.6%
March 2020	45 Days	-48.3%
February 2020	50 Days	-40.5%
January 2020	39 Days	-31.6%
December 2019	57 Days	-8.1%
November 2019	51 Days	-17.7%
October 2019	55 Days	-6.8%
September 2019	73 Days	28.1%
August 2019	95 Days	2.2%
July 2019	66 Days	24.5%



# Monthly Market Detail - July 2020

## Townhouses and Condos

### Hernando County

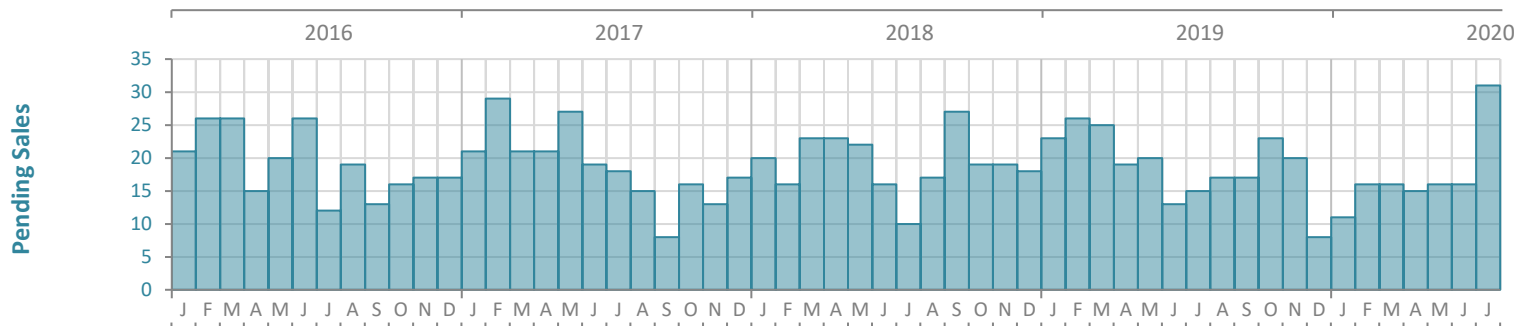


## New Pending Sales

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	121	-14.2%
<b>July 2020</b>	<b>31</b>	<b>106.7%</b>
June 2020	16	23.1%
May 2020	16	-20.0%
April 2020	15	-21.1%
March 2020	16	-36.0%
February 2020	16	-38.5%
January 2020	11	-52.2%
December 2019	8	-55.6%
November 2019	20	5.3%
October 2019	23	21.1%
September 2019	17	-37.0%
August 2019	17	0.0%
July 2019	15	50.0%

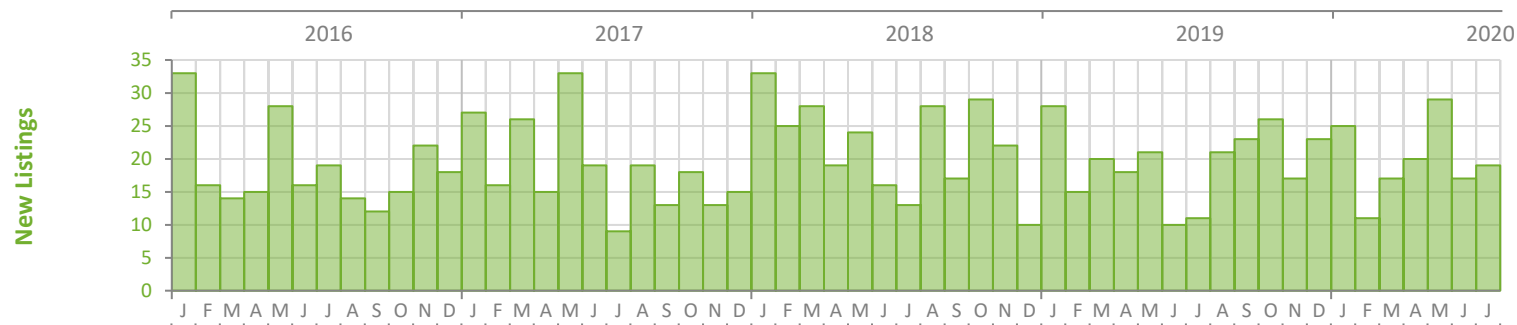


## New Listings

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	138	12.2%
<b>July 2020</b>	<b>19</b>	<b>72.7%</b>
June 2020	17	70.0%
May 2020	29	38.1%
April 2020	20	11.1%
March 2020	17	-15.0%
February 2020	11	-26.7%
January 2020	25	-10.7%
December 2019	23	130.0%
November 2019	17	-22.7%
October 2019	26	-10.3%
September 2019	23	35.3%
August 2019	21	-25.0%
July 2019	11	-15.4%



# Monthly Market Detail - July 2020

## Townhouses and Condos

### Hernando County

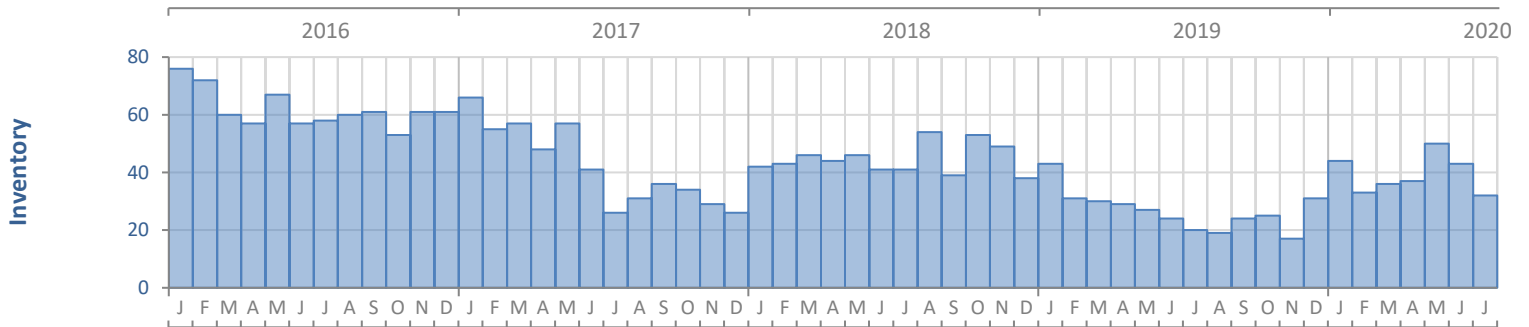


## Inventory (Active Listings)

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)	39	34.5%
<b>July 2020</b>	<b>32</b>	<b>60.0%</b>
June 2020	43	79.2%
May 2020	50	85.2%
April 2020	37	27.6%
March 2020	36	20.0%
February 2020	33	6.5%
January 2020	44	2.3%
December 2019	31	-18.4%
November 2019	17	-65.3%
October 2019	25	-52.8%
September 2019	24	-38.5%
August 2019	19	-64.8%
July 2019	20	-51.2%

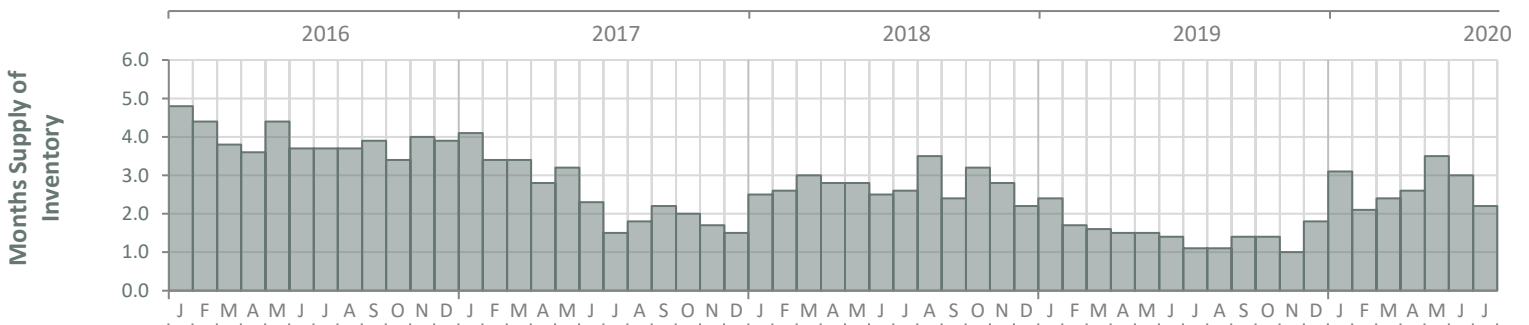


## Months Supply of Inventory

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)	3.0	87.5%
<b>July 2020</b>	<b>2.2</b>	<b>100.0%</b>
June 2020	3.0	114.3%
May 2020	3.5	133.3%
April 2020	2.6	73.3%
March 2020	2.4	50.0%
February 2020	2.1	23.5%
January 2020	3.1	29.2%
December 2019	1.8	-18.2%
November 2019	1.0	-64.3%
October 2019	1.4	-56.3%
September 2019	1.4	-41.7%
August 2019	1.1	-68.6%
July 2019	1.1	-57.7%



# Monthly Market Detail - July 2020

## Townhouses and Condos

### Hernando County

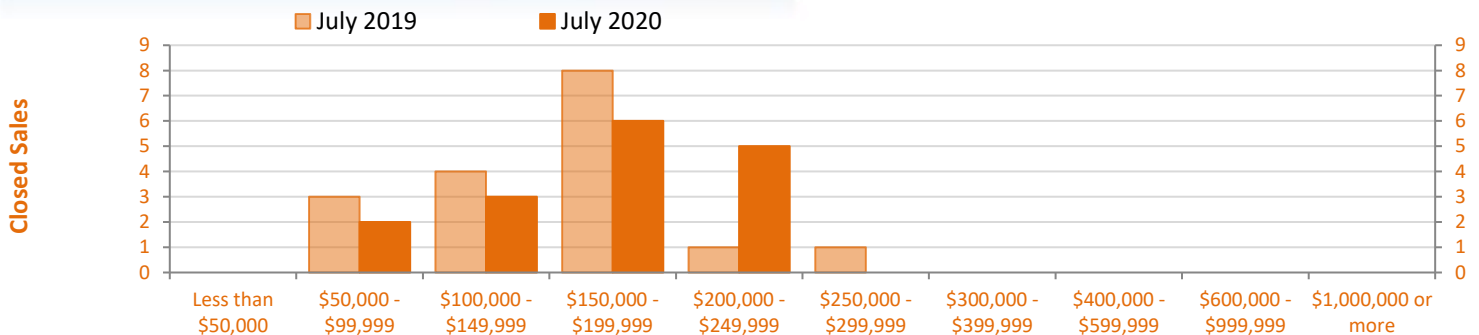


## Closed Sales by Sale Price

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	0	N/A
\$50,000 - \$99,999	2	-33.3%
\$100,000 - \$149,999	3	-25.0%
\$150,000 - \$199,999	6	-25.0%
\$200,000 - \$249,999	5	400.0%
\$250,000 - \$299,999	0	-100.0%
\$300,000 - \$399,999	0	N/A
\$400,000 - \$599,999	0	N/A
\$600,000 - \$999,999	0	N/A
\$1,000,000 or more	0	N/A

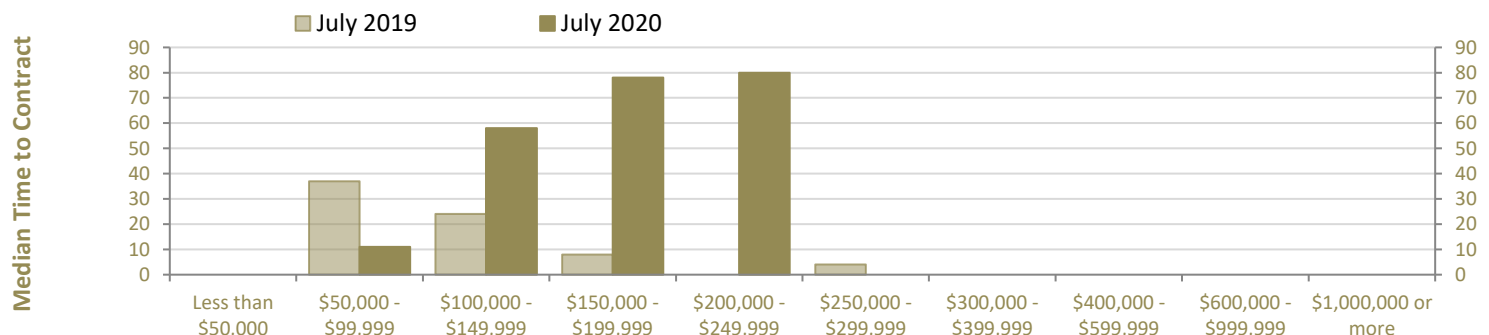


## Median Time to Contract by Sale Price

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	(No Sales)	N/A
\$50,000 - \$99,999	11 Days	-70.3%
\$100,000 - \$149,999	58 Days	141.7%
\$150,000 - \$199,999	78 Days	875.0%
\$200,000 - \$249,999	80 Days	N/A
\$250,000 - \$299,999	(No Sales)	N/A
\$300,000 - \$399,999	(No Sales)	N/A
\$400,000 - \$599,999	(No Sales)	N/A
\$600,000 - \$999,999	(No Sales)	N/A
\$1,000,000 or more	(No Sales)	N/A



# Monthly Market Detail - July 2020

## Townhouses and Condos

### Hernando County

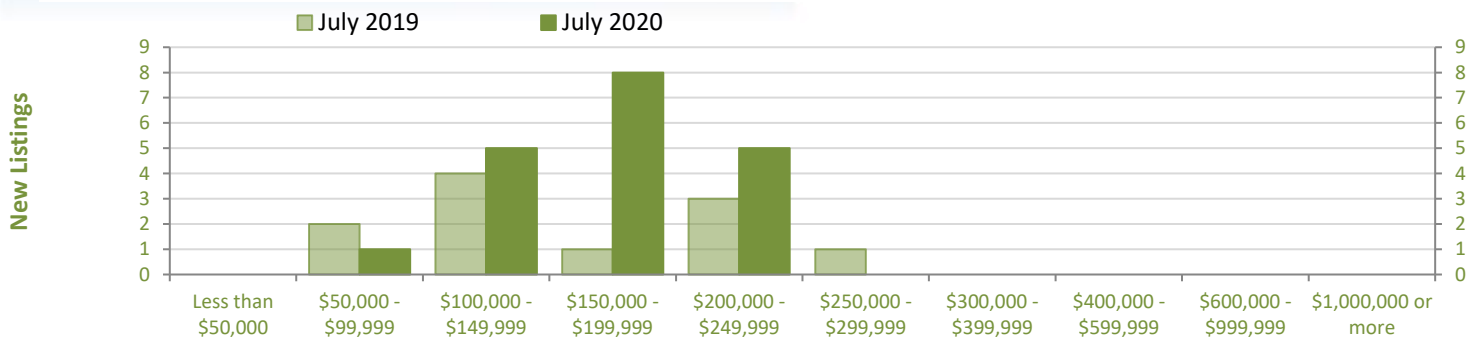


## New Listings by Initial Listing Price

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	0	N/A
\$50,000 - \$99,999	1	-50.0%
\$100,000 - \$149,999	5	25.0%
\$150,000 - \$199,999	8	700.0%
\$200,000 - \$249,999	5	66.7%
\$250,000 - \$299,999	0	-100.0%
\$300,000 - \$399,999	0	N/A
\$400,000 - \$599,999	0	N/A
\$600,000 - \$999,999	0	N/A
\$1,000,000 or more	0	N/A

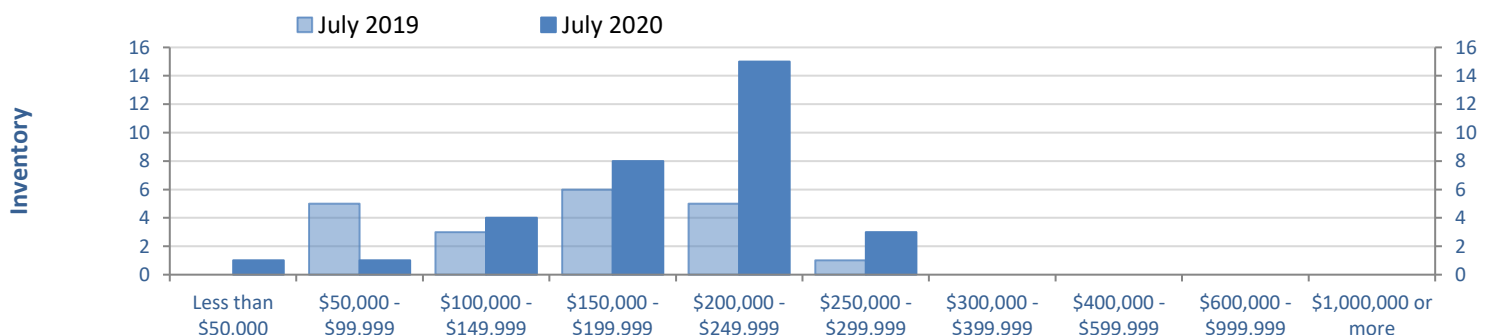


## Inventory by Current Listing Price

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.

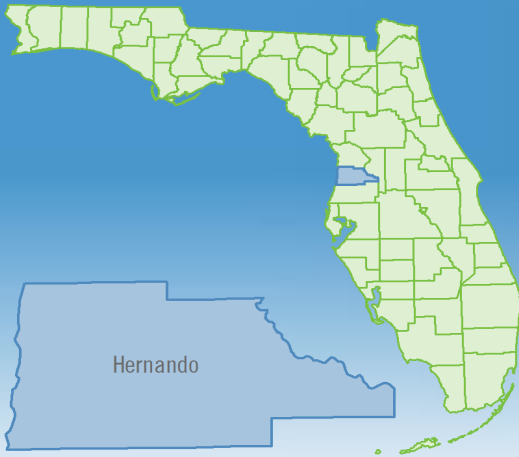
Current Listing Price	Inventory	Percent Change Year-over-Year
Less than \$50,000	1	N/A
\$50,000 - \$99,999	1	-80.0%
\$100,000 - \$149,999	4	33.3%
\$150,000 - \$199,999	8	33.3%
\$200,000 - \$249,999	15	200.0%
\$250,000 - \$299,999	3	200.0%
\$300,000 - \$399,999	0	N/A
\$400,000 - \$599,999	0	N/A
\$600,000 - \$999,999	0	N/A
\$1,000,000 or more	0	N/A



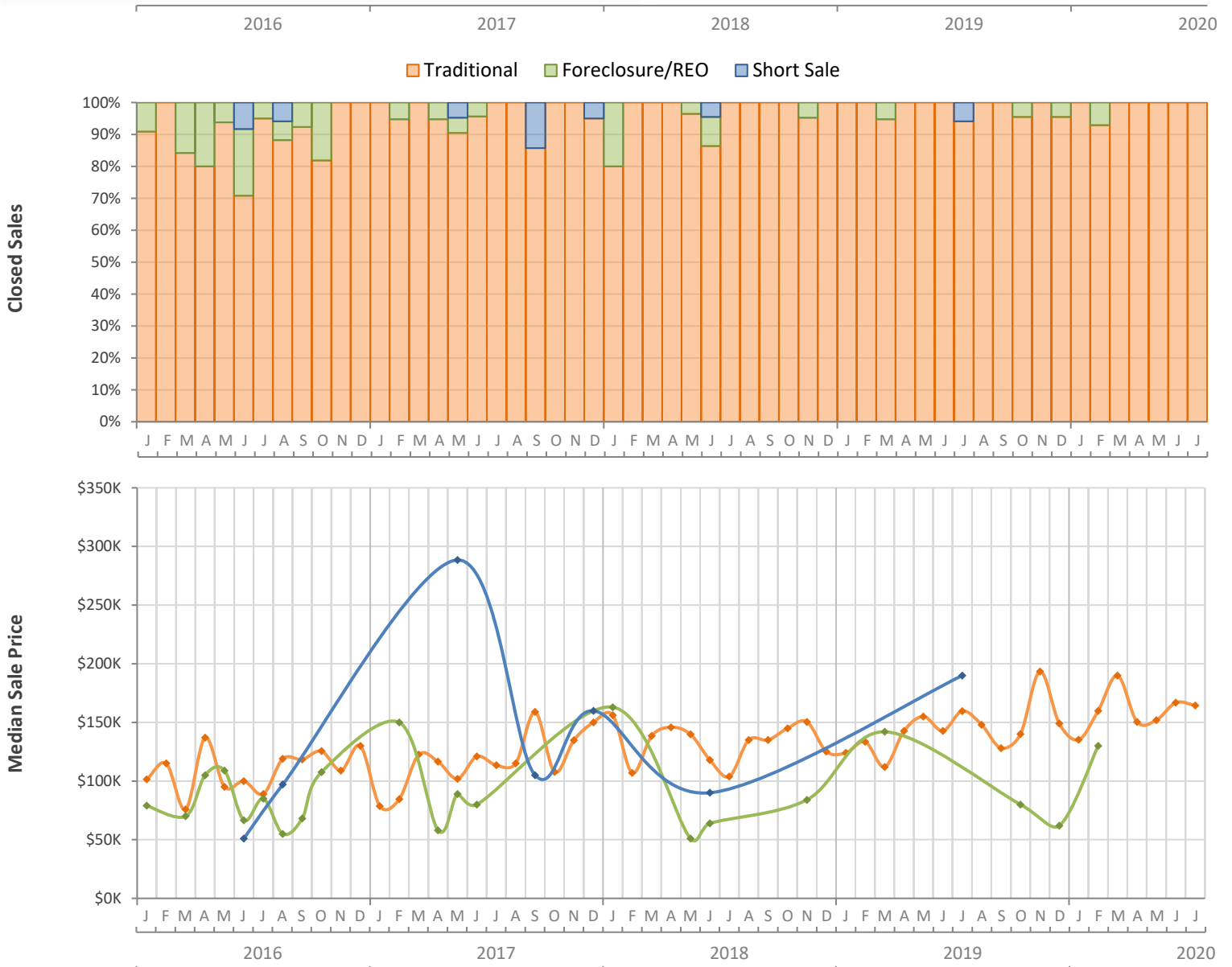
# Monthly Distressed Market - July 2020

## Townhouses and Condos

### Hernando County



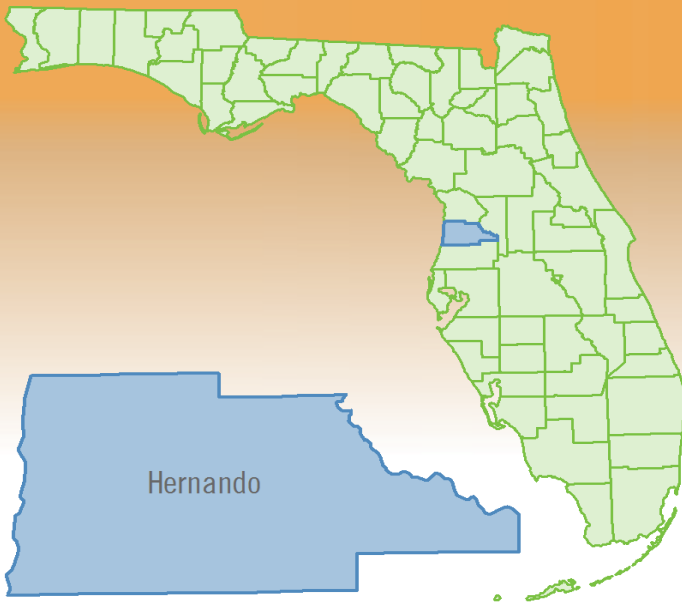
		July 2020	July 2019	Percent Change Year-over-Year
Traditional	Closed Sales	16	16	0.0%
	Median Sale Price	\$164,500	\$159,700	3.0%
Foreclosure/REO	Closed Sales	0	0	N/A
	Median Sale Price	(No Sales)	(No Sales)	N/A
Short Sale	Closed Sales	0	1	-100.0%
	Median Sale Price	(No Sales)	\$189,900	N/A



# Monthly Market Detail - July 2020

## Manufactured Homes

### Hernando County



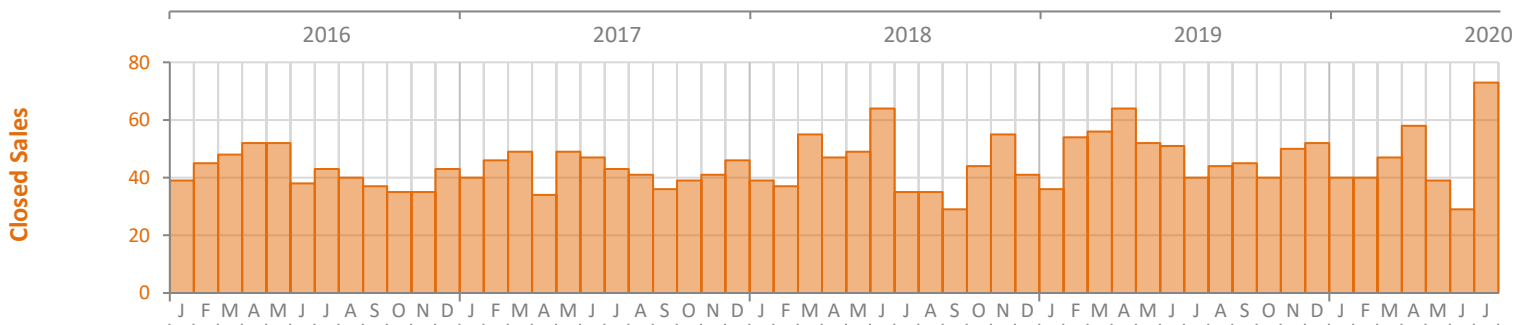
Summary Statistics	July 2020	July 2019	Percent Change Year-over-Year
Closed Sales	73	40	82.5%
Paid in Cash	39	20	95.0%
Median Sale Price	\$106,000	\$87,450	21.2%
Average Sale Price	\$115,011	\$93,951	22.4%
Dollar Volume	\$8.4 Million	\$3.8 Million	123.4%
Median Percent of Original List Price Received	93.0%	94.4%	-1.5%
Median Time to Contract	73 Days	38 Days	92.1%
Median Time to Sale	111 Days	74 Days	50.0%
New Pending Sales	53	45	17.8%
New Listings	41	65	-36.9%
Pending Inventory	55	65	-15.4%
Inventory (Active Listings)	101	132	-23.5%
Months Supply of Inventory	2.2	2.8	-21.4%

## 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	326	-7.6%
<b>July 2020</b>	<b>73</b>	<b>82.5%</b>
June 2020	29	-43.1%
May 2020	39	-25.0%
April 2020	58	-9.4%
March 2020	47	-16.1%
February 2020	40	-25.9%
January 2020	40	11.1%
December 2019	52	26.8%
November 2019	50	-9.1%
October 2019	40	-9.1%
September 2019	45	55.2%
August 2019	44	25.7%
July 2019	40	14.3%



# Monthly Market Detail - July 2020

## Manufactured Homes

### Hernando County

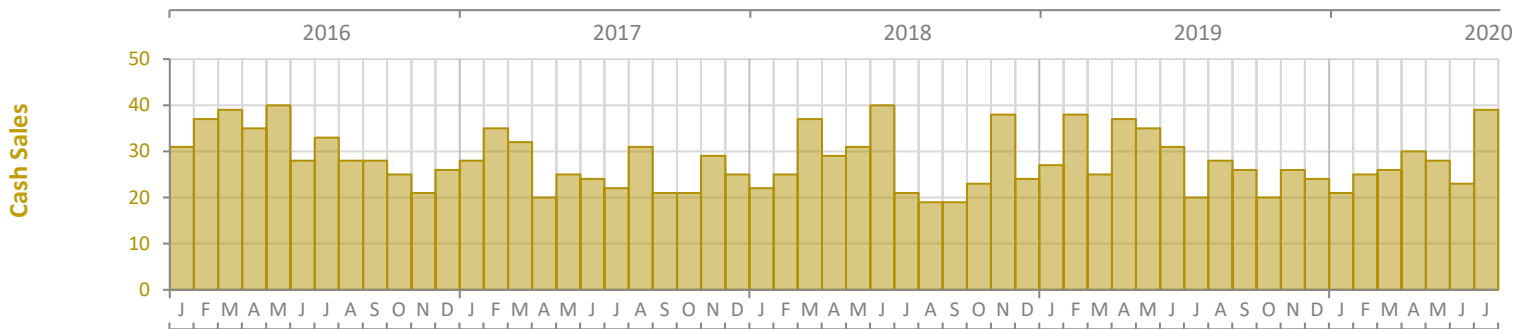


## Cash Sales

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	192	-9.9%
<b>July 2020</b>	<b>39</b>	<b>95.0%</b>
June 2020	23	-25.8%
May 2020	28	-20.0%
April 2020	30	-18.9%
March 2020	26	4.0%
February 2020	25	-34.2%
January 2020	21	-22.2%
December 2019	24	0.0%
November 2019	26	-31.6%
October 2019	20	-13.0%
September 2019	26	36.8%
August 2019	28	47.4%
July 2019	20	-4.8%

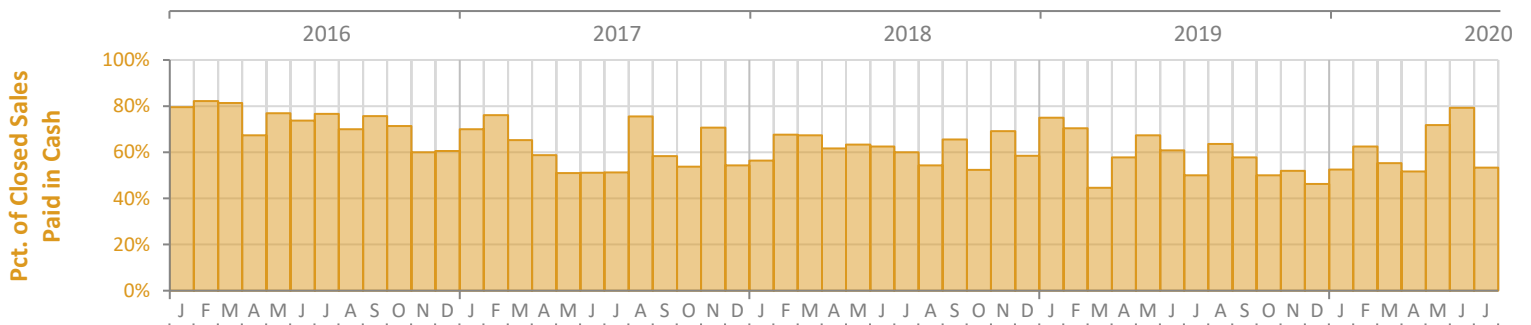


## Cash Sales as a Percentage of Closed Sales

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	58.9%	-2.3%
<b>July 2020</b>	<b>53.4%</b>	<b>6.8%</b>
June 2020	79.3%	30.4%
May 2020	71.8%	6.7%
April 2020	51.7%	-10.6%
March 2020	55.3%	24.0%
February 2020	62.5%	-11.2%
January 2020	52.5%	-30.0%
December 2019	46.2%	-21.0%
November 2019	52.0%	-24.7%
October 2019	50.0%	-4.4%
September 2019	57.8%	-11.8%
August 2019	63.6%	17.1%
July 2019	50.0%	-16.7%



# Monthly Market Detail - July 2020

## Manufactured Homes

### Hernando County

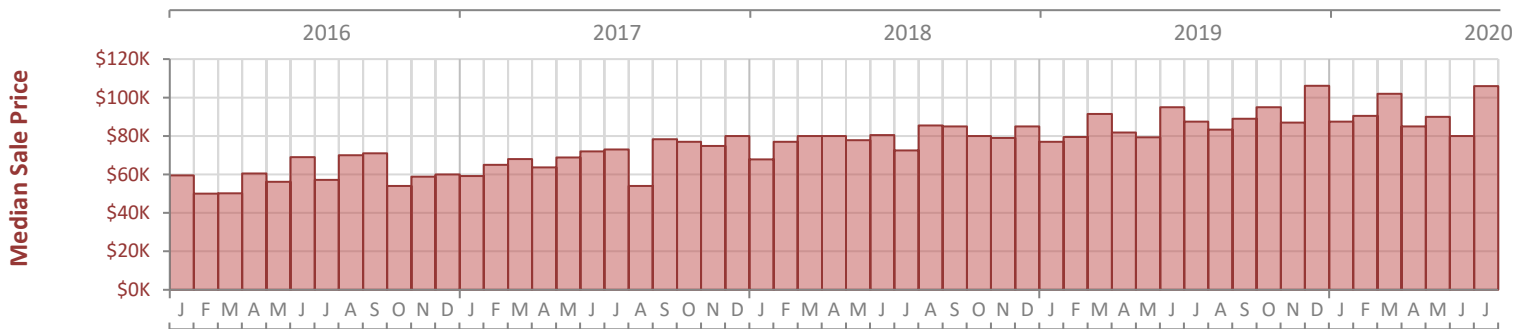


## Median Sale Price

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	\$91,000	9.6%
<b>July 2020</b>	<b>\$106,000</b>	<b>21.2%</b>
June 2020	\$80,000	-15.8%
May 2020	\$90,000	13.6%
April 2020	\$84,950	3.9%
March 2020	\$102,000	11.5%
February 2020	\$90,550	13.9%
January 2020	\$87,450	13.6%
December 2019	\$106,200	24.9%
November 2019	\$87,000	10.1%
October 2019	\$95,000	18.8%
September 2019	\$88,900	4.6%
August 2019	\$83,250	-2.6%
July 2019	\$87,450	20.6%

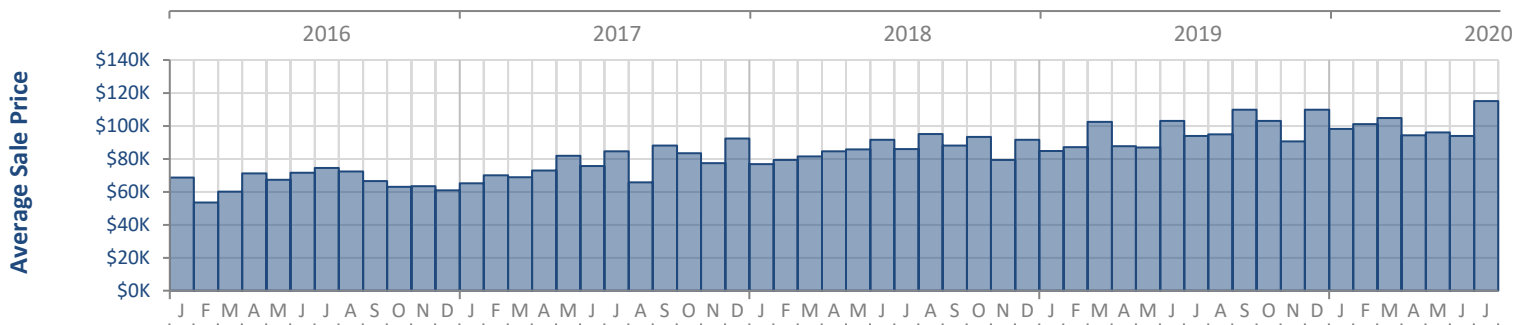


## Average Sale Price

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	\$101,914	10.2%
<b>July 2020</b>	<b>\$115,011</b>	<b>22.4%</b>
June 2020	\$93,979	-8.8%
May 2020	\$95,968	10.3%
April 2020	\$94,234	7.5%
March 2020	\$104,850	2.3%
February 2020	\$101,086	16.0%
January 2020	\$98,080	15.6%
December 2019	\$109,864	20.0%
November 2019	\$90,668	14.3%
October 2019	\$102,980	10.4%
September 2019	\$109,802	24.7%
August 2019	\$94,798	-0.2%
July 2019	\$93,951	9.2%



# Monthly Market Detail - July 2020

## Manufactured Homes

### Hernando County

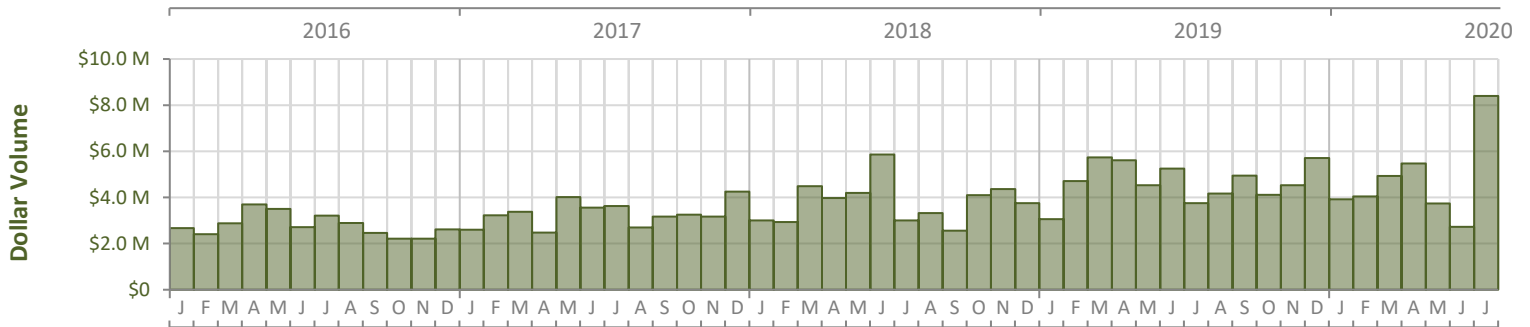


## Dollar Volume

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	\$33.2 Million	1.8%
<b>July 2020</b>	<b>\$8.4 Million</b>	<b>123.4%</b>
June 2020	\$2.7 Million	-48.1%
May 2020	\$3.7 Million	-17.3%
April 2020	\$5.5 Million	-2.6%
March 2020	\$4.9 Million	-14.1%
February 2020	\$4.0 Million	-14.1%
January 2020	\$3.9 Million	28.4%
December 2019	\$5.7 Million	52.2%
November 2019	\$4.5 Million	3.9%
October 2019	\$4.1 Million	0.4%
September 2019	\$4.9 Million	93.5%
August 2019	\$4.2 Million	25.5%
July 2019	\$3.8 Million	24.8%

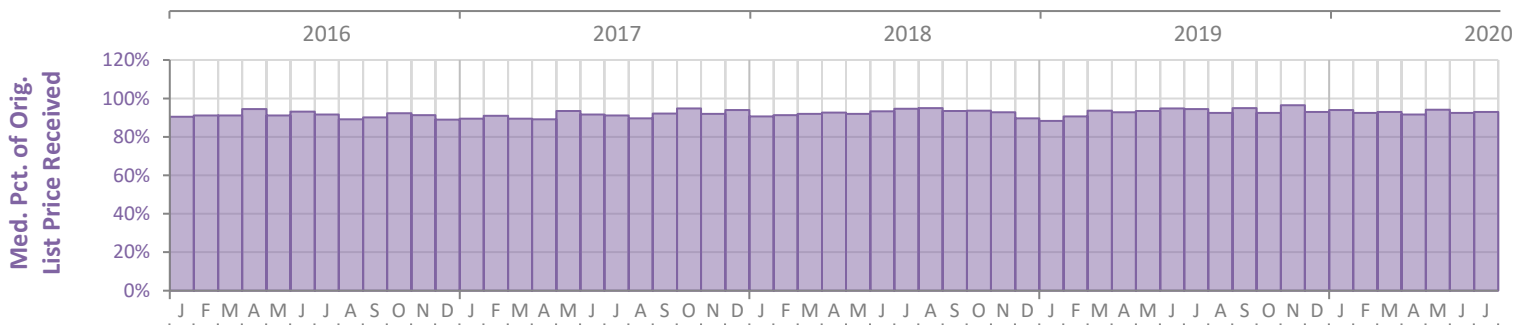


## Median Percent of Original List Price Received

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.

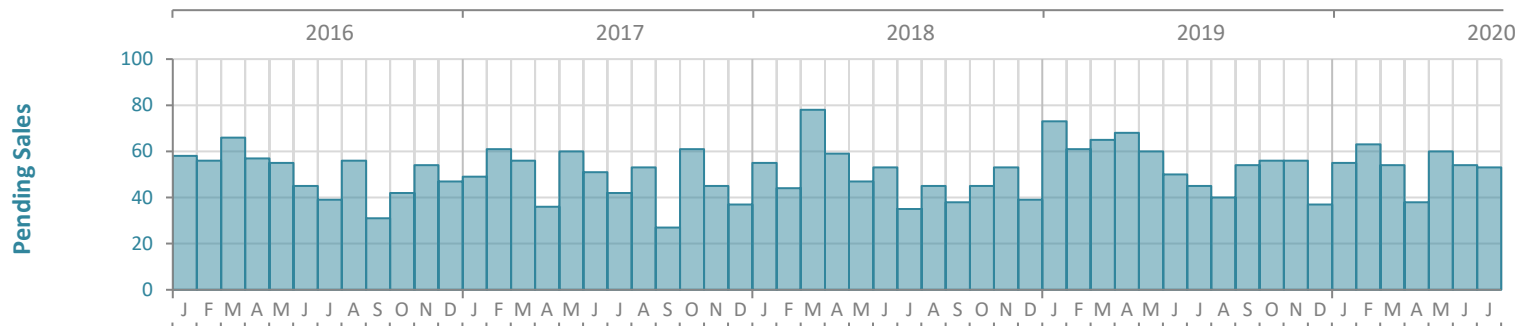
Month	Med. Pct. of Orig. List Price Received	Percent Change Year-over-Year
Year-to-Date	92.6%	0.1%
<b>July 2020</b>	<b>93.0%</b>	<b>-1.5%</b>
June 2020	92.5%	-2.4%
May 2020	94.2%	0.7%
April 2020	91.7%	-1.2%
March 2020	93.0%	-0.7%
February 2020	92.5%	2.0%
January 2020	93.9%	6.3%
December 2019	93.0%	3.8%
November 2019	96.5%	4.0%
October 2019	92.5%	-1.3%
September 2019	94.9%	1.5%
August 2019	92.5%	-2.5%
July 2019	94.4%	-0.3%





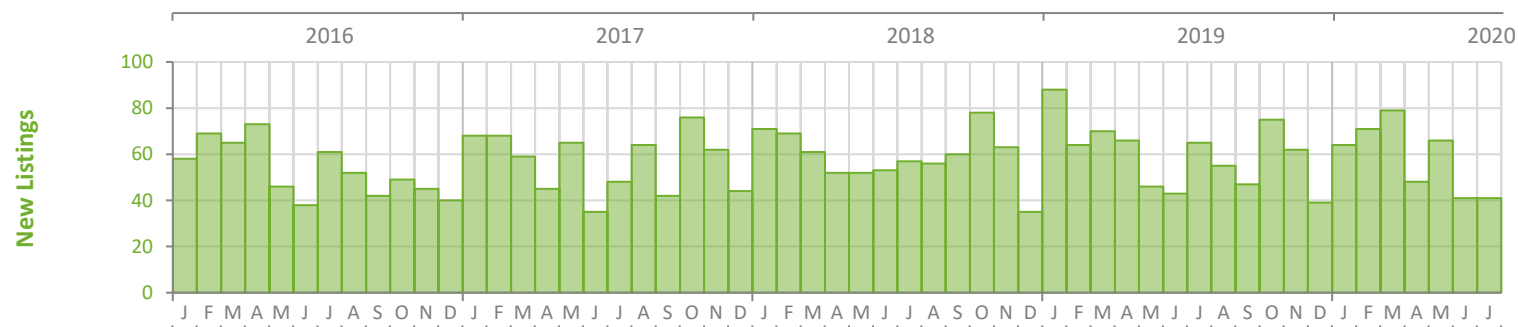
***Economists' note:*** Because of the typical length of time it takes for a sale to close, economists consider Pending Sales to be a decent indicator of potential future Closed Sales. It is important to bear in mind, however, that not all Pending Sales will be closed successfully. So, the effectiveness 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	377	-10.7%
<b>July 2020</b>	<b>53</b>	<b>17.8%</b>
June 2020	54	8.0%
May 2020	60	0.0%
April 2020	38	-44.1%
March 2020	54	-16.9%
February 2020	63	3.3%
January 2020	55	-24.7%
December 2019	37	-5.1%
November 2019	56	5.7%
October 2019	56	24.4%
September 2019	54	42.1%
August 2019	40	-11.1%
July 2019	45	28.6%



***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	410	-7.2%
<b>July 2020</b>	<b>41</b>	<b>-36.9%</b>
June 2020	41	-4.7%
May 2020	66	43.5%
April 2020	48	-27.3%
March 2020	79	12.9%
February 2020	71	10.9%
January 2020	64	-27.3%
December 2019	39	11.4%
November 2019	62	-1.6%
October 2019	75	-3.8%
September 2019	47	-21.7%
August 2019	55	-1.8%
July 2019	65	14.0%



# Monthly Market Detail - July 2020

## Manufactured Homes

### Hernando County

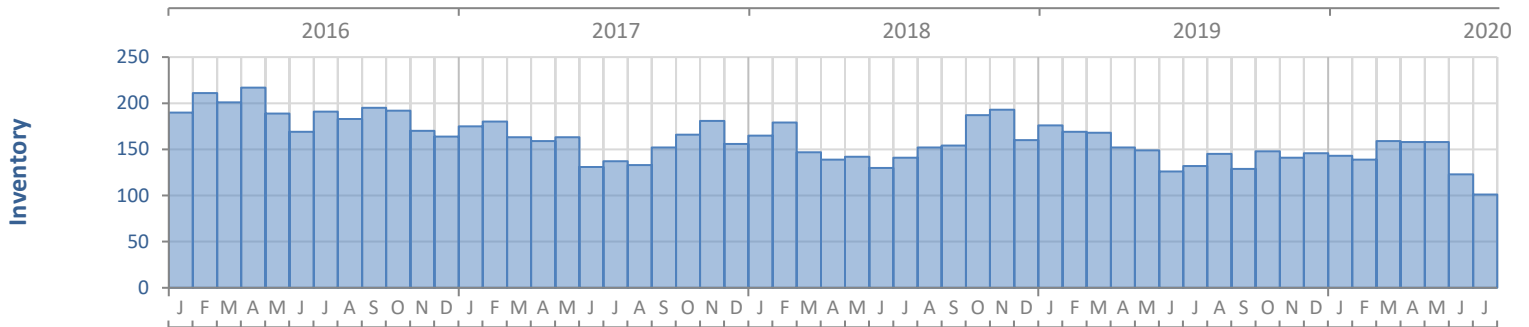


## Inventory (Active Listings)

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)	140	-8.5%
<b>July 2020</b>	<b>101</b>	<b>-23.5%</b>
June 2020	123	-2.4%
May 2020	158	6.0%
April 2020	158	3.9%
March 2020	159	-5.4%
February 2020	139	-17.8%
January 2020	143	-18.8%
December 2019	146	-8.8%
November 2019	141	-26.9%
October 2019	148	-20.9%
September 2019	129	-16.2%
August 2019	145	-4.6%
July 2019	132	-6.4%

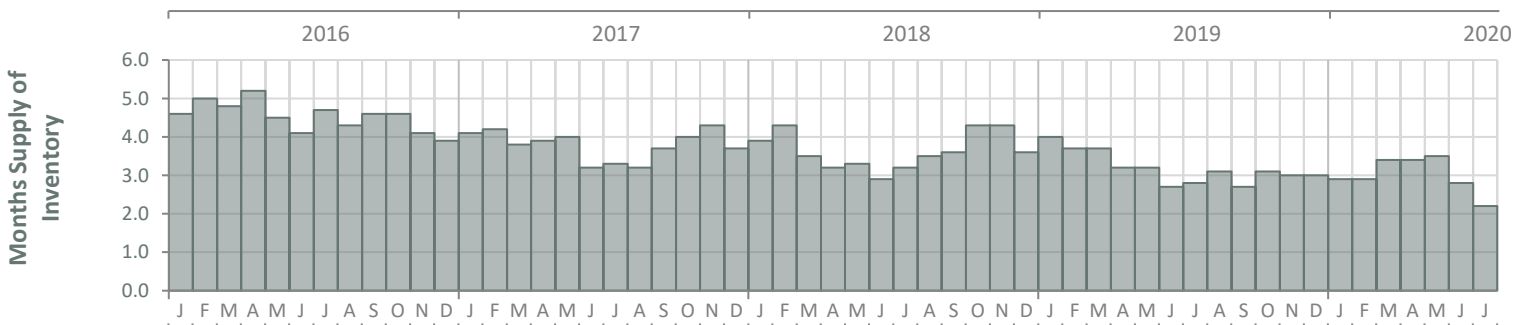


## Months Supply of Inventory

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)	3.0	-9.1%
<b>July 2020</b>	<b>2.2</b>	<b>-21.4%</b>
June 2020	2.8	3.7%
May 2020	3.5	9.4%
April 2020	3.4	6.2%
March 2020	3.4	-8.1%
February 2020	2.9	-21.6%
January 2020	2.9	-27.5%
December 2019	3.0	-16.7%
November 2019	3.0	-30.2%
October 2019	3.1	-27.9%
September 2019	2.7	-25.0%
August 2019	3.1	-11.4%
July 2019	2.8	-12.5%

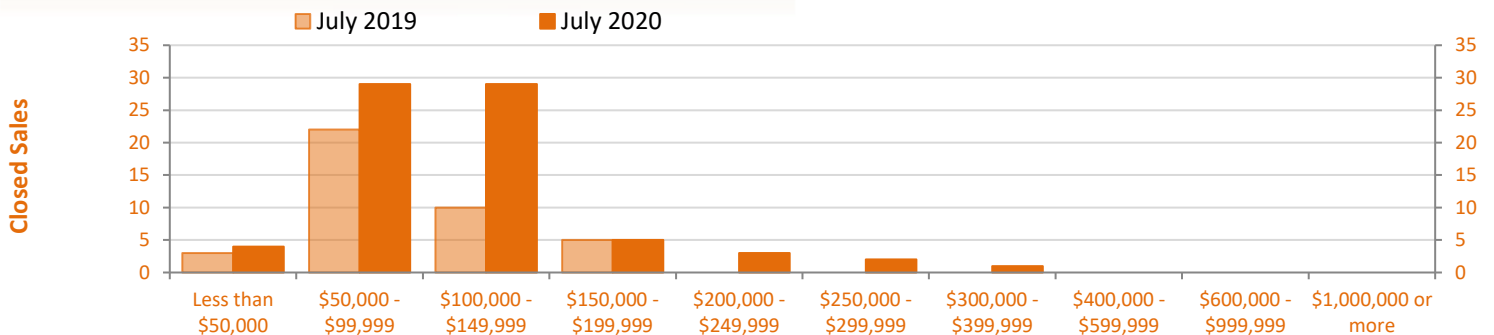


## Closed Sales by Sale Price

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	4	33.3%
\$50,000 - \$99,999	29	31.8%
\$100,000 - \$149,999	29	190.0%
\$150,000 - \$199,999	5	0.0%
\$200,000 - \$249,999	3	N/A
\$250,000 - \$299,999	2	N/A
\$300,000 - \$399,999	1	N/A
\$400,000 - \$599,999	0	N/A
\$600,000 - \$999,999	0	N/A
\$1,000,000 or more	0	N/A

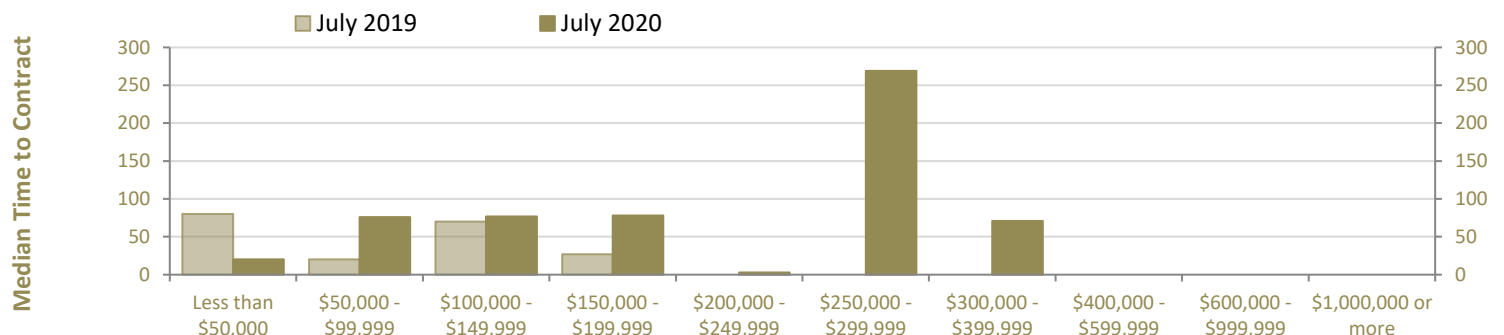


## Median Time to Contract by Sale Price

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	20 Days	-75.0%
\$50,000 - \$99,999	76 Days	280.0%
\$100,000 - \$149,999	77 Days	10.0%
\$150,000 - \$199,999	78 Days	188.9%
\$200,000 - \$249,999	3 Days	N/A
\$250,000 - \$299,999	269 Days	N/A
\$300,000 - \$399,999	71 Days	N/A
\$400,000 - \$599,999	(No Sales)	N/A
\$600,000 - \$999,999	(No Sales)	N/A
\$1,000,000 or more	(No Sales)	N/A

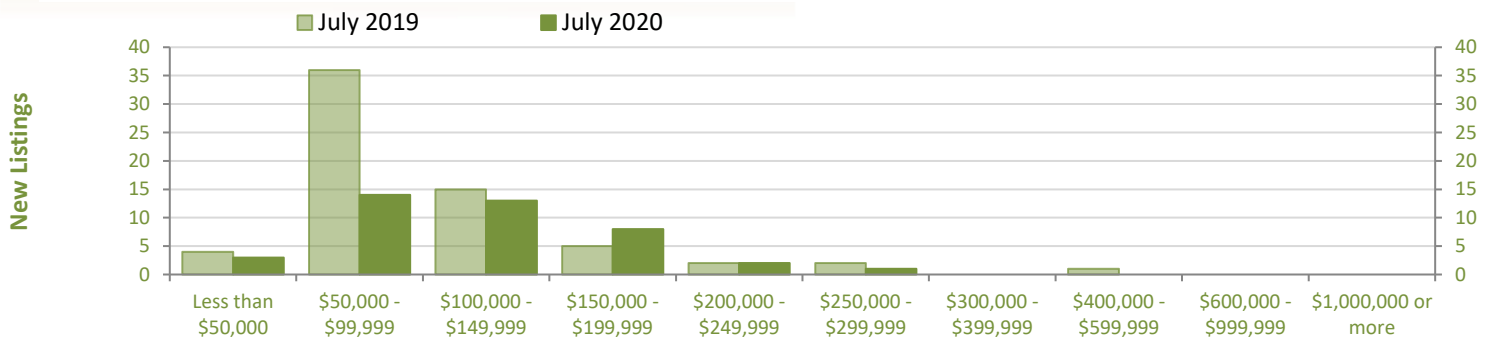


## New Listings by Initial Listing Price

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	3	-25.0%
\$50,000 - \$99,999	14	-61.1%
\$100,000 - \$149,999	13	-13.3%
\$150,000 - \$199,999	8	60.0%
\$200,000 - \$249,999	2	0.0%
\$250,000 - \$299,999	1	-50.0%
\$300,000 - \$399,999	0	N/A
\$400,000 - \$599,999	0	-100.0%
\$600,000 - \$999,999	0	N/A
\$1,000,000 or more	0	N/A

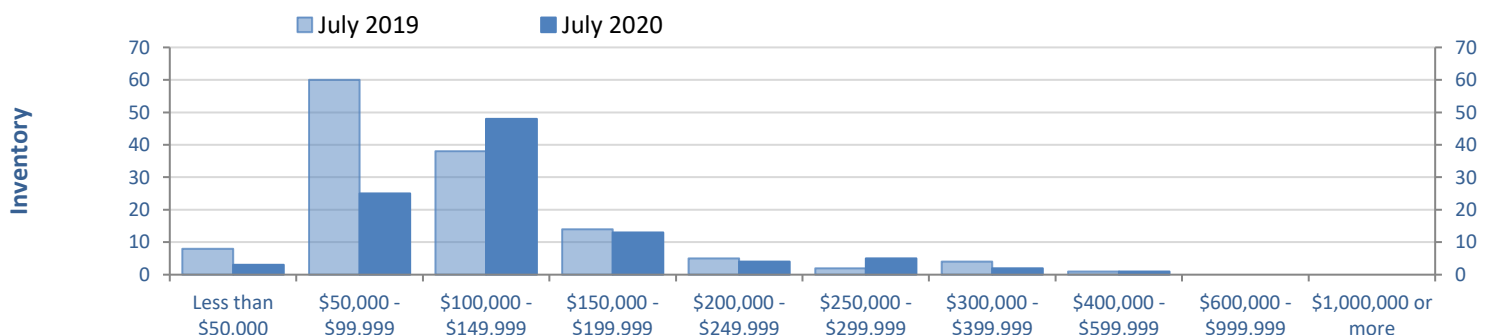


## Inventory by Current Listing Price

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.

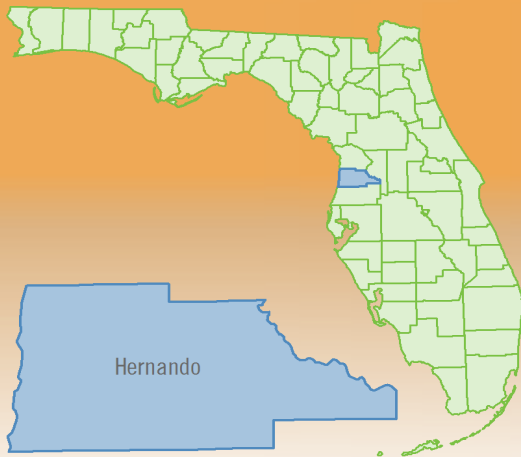
Current Listing Price	Inventory	Percent Change Year-over-Year
Less than \$50,000	3	-62.5%
\$50,000 - \$99,999	25	-58.3%
\$100,000 - \$149,999	48	26.3%
\$150,000 - \$199,999	13	-7.1%
\$200,000 - \$249,999	4	-20.0%
\$250,000 - \$299,999	5	150.0%
\$300,000 - \$399,999	2	-50.0%
\$400,000 - \$599,999	1	0.0%
\$600,000 - \$999,999	0	N/A
\$1,000,000 or more	0	N/A



# Monthly Distressed Market - July 2020

## Manufactured Homes

### Hernando County



		July 2020	July 2019	Percent Change Year-over-Year
Traditional	Closed Sales	66	39	69.2%
	Median Sale Price	\$111,500	\$89,900	24.0%
Foreclosure/REO	Closed Sales	6	1	500.0%
	Median Sale Price	\$69,638	\$52,500	32.6%
Short Sale	Closed Sales	1	0	N/A
	Median Sale Price	\$125,000	(No Sales)	N/A

