Local Market **Insight**

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July 2020

32757 - SFH/Villa

New Listings — 88

46.7% from Jun 2020: **60**
7.3% from Jul 2019: **82**

YTD	2020	2019	+/-
	477	**505**	-5.5%

5-year Jul average: **68**

New Pendings — 96

20.0% from Jun 2020: **80**
21.5% from Jul 2019: **79**

YTD	2020	2019	+/-
	557	**550**	1.3%

5-year Jul average: **70**

Closed Sales — 72

24.1% from Jun 2020: **58**
20.0% from Jul 2019: **60**

YTD	2020	2019	+/-
	390	**414**	-5.8%

5-year Jul average: **63**

Median Sold Price — $272,450

2.1% from Jun 2020: **$266,740**
5.2% from Jul 2019: **$258,990**

YTD	2020	2019	+/-
	$272,000	**$260,470**	4.4%

5-year Jul average: **$246,068**

Summary

In 32757, the median sold price for SFH/Villa properties for July was $272,450, representing an increase of 2.1% compared to last month and an increase of 5.2% from Jul 2019. The average days on market for units sold in July was 55 days, 2% below the 5-year July average of 56 days. There was a 20% month over month increase in new contract activity with 96 New Pendings; a 1.6% MoM increase in All Pendings (new contracts + contracts carried over from June) to 130; and a 2.3% increase in supply to 131 active units.

This activity resulted in a Contract Ratio of 0.99 pendings per active listing, down from 1.00 in June and an increase from 0.56 in July 2019. The Contract Ratio is 65% higher than the 5-year July average of 0.60. A higher Contract Ratio signifies a relative increase in contract activity compared to supply, and indicates the market is moving in the seller's favor. A lower Contract Ratio signifies a relative decrease in contract activity compared to supply, and indicates the market is moving in the buyer's favor.

Active Listings — 131

131
Min 131 — 160 — Max 179
5-year Jul average

Jun 2020	Jul 2019
128	**179**

Avg DOM — 55

55
Min 39 — 56 — Max 66
5-year Jul average

Jun 2020	Jul 2019	YTD
70	**57**	**64**

Avg Sold to OLP Ratio — 95.4%

95.4%
Min 94.3% — 95.6% — Max 97.3%
5-year Jul average

Jun 2020	Jul 2019	YTD
97.0%	**96.1%**	**95.5%**

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