



The Rock Report



Key West & Lower Keys Residential Edition

2010 Quarter 2

2nd Quarter Inventory Contracting Despite Difficult Headlines

The second quarter of 2010 showed remarkable strength despite difficult headlines nationally regarding a potential double dip recession and a barrage of media coverage about the BP Gulf oil leak. Some might have expected an increase of homes hitting the market due to these external factors but instead the inventory of available homes and condos in Key West and the Lower Keys continued its decline as we saw in the first quarter of 2010. Key West Single family homes remained under pricing pressure but for a second straight quarter condo prices increased. Lower Keys residential properties managed to show an increase for the first time in 2010 with a modest 1% price increase.

2009 to 2010 Second Quarter Market Highlights

Key West Residential Sold	↑ 17.6%
Key West Residential Available	↓ 29.9%
Lower Keys Residential Sold	↑ 7.5%
Lower Keys Residential Available	↓ 19.6%

With substantial progress being made to cap the damaged oil rig and no signs of any oil on any Florida Keys beaches, we expect the momentum of falling inventory and more sales to continue to ease the drop in pricing as foreclosures and short sales continue to burn off the market. Agent activity as far as showings, calls and contract activity was higher last quarter than at any time over the past two years for our company. Buyers that have long been priced out of the Florida Keys markets are now returning, as the numbers show.

INSIDE THIS ISSUE

- 1** Introduction Cover
- 2/3** Key West Residential Market Data
- 4/5** Lower Keys Residential Market Data



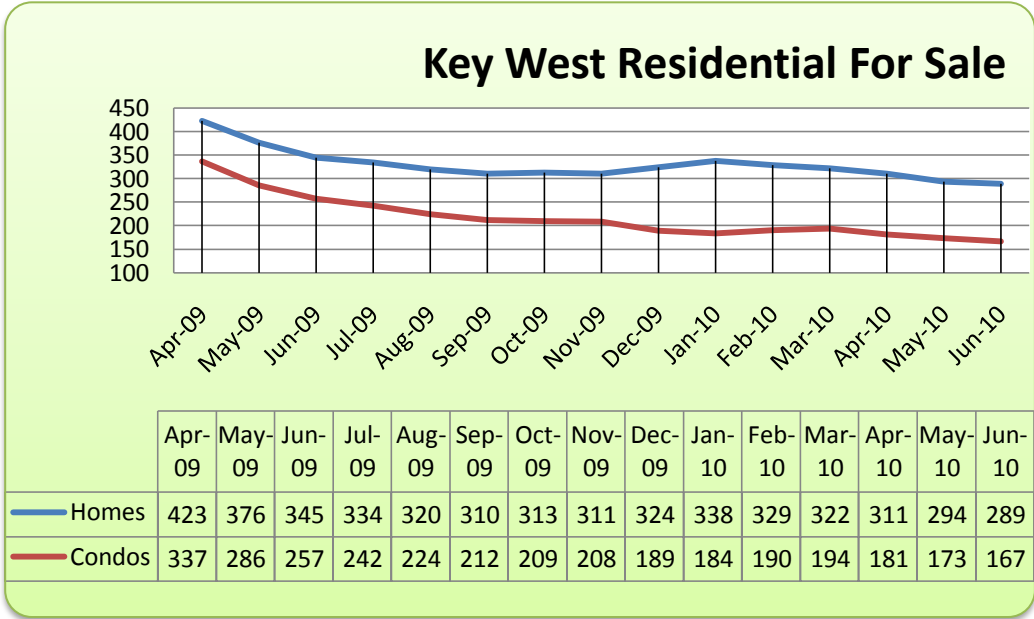
Agent Spotlight/ Kirsti Madeo

Having lived both on the water, up the Keys, and in the City of Key West gives her a wealth of knowledge of local real estate. Whether buying or selling, Kirsti specializes in residential properties in all areas of Key West including the Old Town Historic district, as well as waterfront properties from Key West to Big Pine Key.

- In Real Estate since 1988
- Moved to Cudjoe Key in 1977 for a “maximum” period of 2 years, from Manhattan. Soon decided that New York was great, Norway wonderful, but the Keys are a rare find, for its’ people, the climate and the ambiance
- Involvements include the Historic Florida Keys Foundation, The Key West Association of Realtors Scholarship Committee and the Valentine’s Day Silent Auction for the Wesley House Family Services
- Favorite Keys Event is the annual Songwriters Festival
- Passionate about matching people with places here in our “tropical paradise”

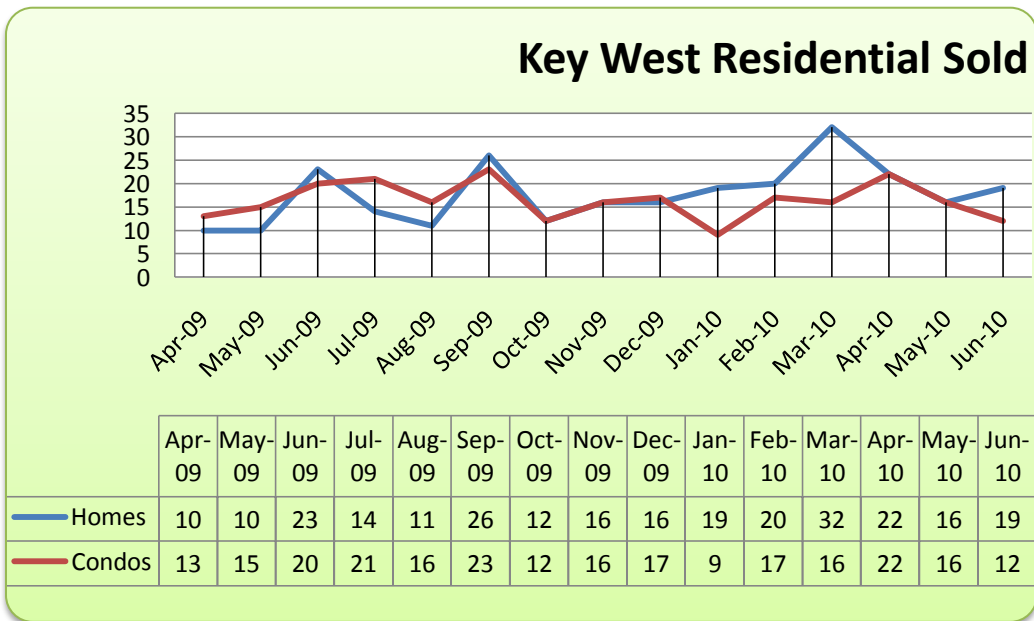
Kirsti
Madeo





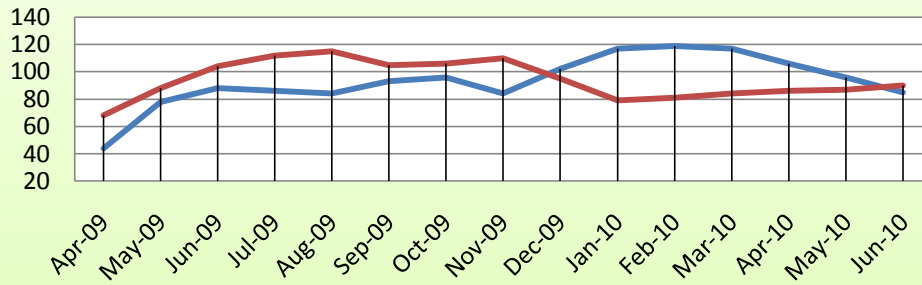
Single Family Home Stats Comparison April- June 2009 to April- June 2010		
Homes Available	↓	21.8%
Homes Sold	↑	32.6%
Click To View Key West Homes For Sale		

Condominium Stats Comparison April- June 2009 to April- June 2010		
Condos Available	↓	40.6%
Condos Sold	↑	4.16%
Click To View Key West Condos For Sale		





Key West Residential Under Contract



	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
Homes	44	78	88	86	84	93	96	84	102	117	119	117	106	96	85
Condos	68	88	104	112	115	105	106	110	95	79	81	84	86	87	90

Single Family Home Stats Comparison April- June 2009 to April- June 2010

Avg Monthly Homes Under Contract	↑	36.7%
Avg Home Sold Price	↓	19.5%

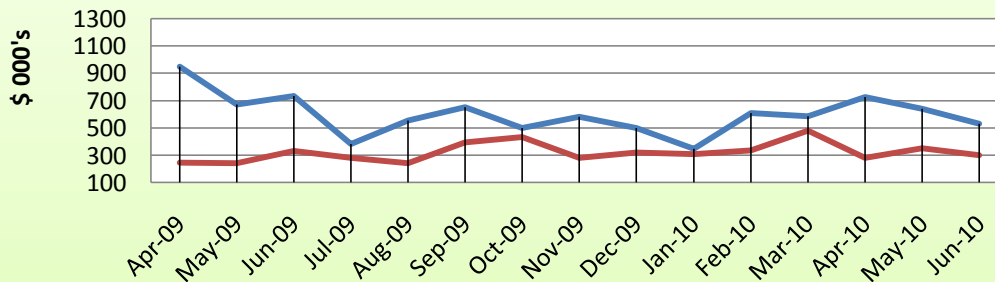
[Click To View Key West Homes Sold In Second Quarter](#)

Condominium Stats Comparison April- June 2009 to April- June 2010

Avg Monthly Condos Under Contract	↑	1.15%
Avg Condo Sold Price	↑	14.3%

[Click To View Key West Condos Sold In Second Quarter](#)

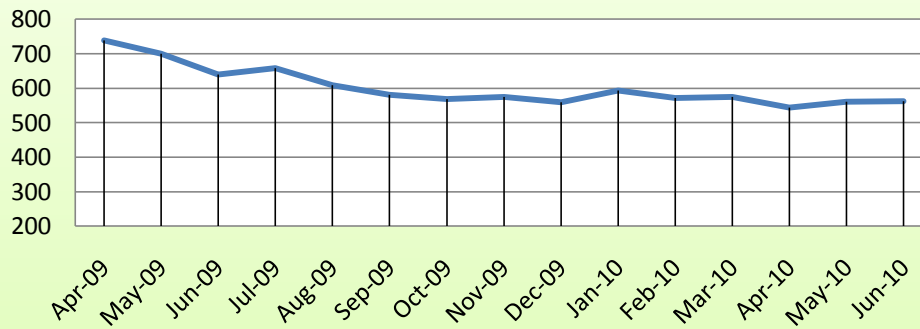
Key West Residential Avg Sales Price



	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
Homes	949	673	732	382	555	651	500	580	501	349	610	587	727	640	530
Condos	247	241	331	283	241	396	433	283	322	307	334	480	282	353	302



Lower Keys Residential For Sale



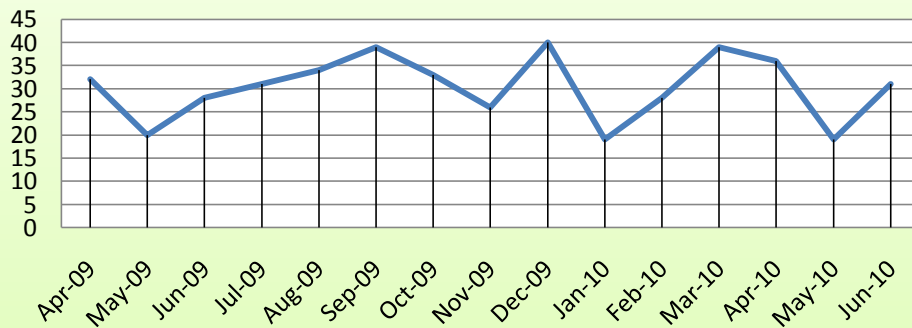
	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
Homes	739	700	639	658	609	581	569	575	559	593	572	574	544	561	562

Single Family Home Stats Comparison April- June 2009 to April- June 2010

Homes Available	↓	19.6%
Homes Sold	↑	7.5%

[Click To View Lower Keys Homes Sold In Second Quarter](#)

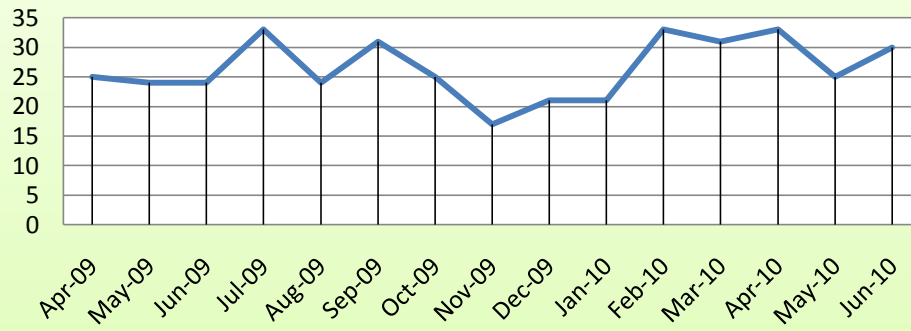
Lower Keys Residential Sold



	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
Homes	32	20	28	31	34	39	33	26	40	19	28	39	36	19	31



Lower Keys Residential Under Contract



	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
Homes	25	24	24	33	24	31	25	17	21	21	33	31	33	25	30



Single Family Home Stats Comparison April- June 2009 to April- June 2010

Avg Monthly Homes Under Contract



20.5%

Avg Home Sold Price

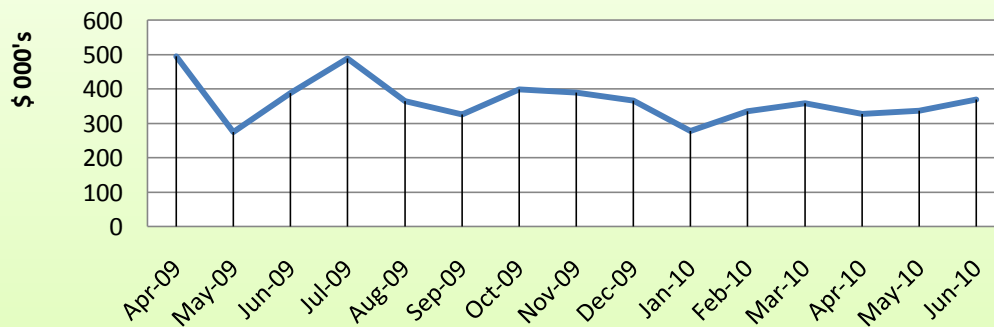


1.0%

[Click To View Lower Keys Homes For Sale](#)



Lower Keys Residential Avg Sales Price



	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
Homes	495	275	388	488	365	326	398	390	366	278	335	359	328	337	369



Information in this report is obtained from the Key West Association of Realtors MLS system and the Marathon and Lower Keys Association of Realtors MLS System and does not include property for sale or property sales outside of the MLS system. All information is believed accurate but not warranted.

When Should I Consider A Short Sale?

At Prudential Knight & Gardner Realty, we have the most experienced agents in the islands as far as handling short sale transactions. A short sale is a transaction that occurs when your property's market value falls below the loan amount currently encumbering the property. To some this may feel like an overwhelming process. There also may be some hesitancy from some homeowners to seek help out of fear, embarrassment and or lack of knowledge about the subject. The fact of the matter is that short sales are a common avenue for Sellers looking for relief from an overburdening mortgage payment or an investment that they are underwater in. Below you will find common questions and answers that we receive every day about the short sale process.

1. Do I need permission from the lender to short sale my property? *No. In some cases you can receive permission from your lender before you place your home on the market as a short sale but in most cases we place the property on the market, wait for a buyer and then submit the short sale offer to the lender.*
2. Will I have to pay back the deficiency amount? In most cases no. *There are some lenders that require a pay-back plan and others do not. Our agents can walk you through this negotiation with the lender and make sure you are comfortable with the outcome before you have to take any action to sell your property.*
3. Will a short sale hurt my credit? *Yes, but in most cases, short sales have a much lesser impact on your credit than a foreclosure.*
4. I do not have the funds for closing costs; can I still do a short sale? *Most expenses, including the real estate commission are paid for out of the lenders loan balance on the property so it is uncommon for a short sale seller to have to bring cash to the closing.*



How Can Prudential Help With Your Real Estate Needs?

Click Below:



[Search Residential Listings](#) | [Residential Services](#)



[Search Commercial Listings](#) | [Commercial Services](#)



[Property Management Services](#)

Kirsti Madeo | Residential Services

Prudential Knight & Gardner Realty
336 Duval Street, Key West, FL 33040
305.294.5155 ext. 230 | office
305.587.0087 | mobile

Kirsti@realestatekeywest.com | worldwide

Additional Links:

[View My Listings](#)

[View My Personal Website](#)

[E-mail Me For A Free Market Analysis](#)



Prudential
Knight & Gardner
Realty



KEYSREAL ESTATE.COM



Return Address
Street Number and Name
City, State 98765-4321

BULK RATE
US POSTAGE
PAID
PERMIT NO.
00000

ADDRESS CORRECTION REQUESTED

Mailing Address
Street Number and Name
City, State 98765-4321