



We Sell Lake Keowee
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July 6, 2012

Greetings Lake Keowee Lovers! Year-To-Date 2nd Quarter 2012 year over year results follow. The trend continues to improve for number of homes that closed through June 30 compared to last year, same period. Not too much change in the interior home units closed with just one less home sold this year compared to last and less than \$10,000 decrease in the average sales price. The waterfront homes closed so far in 2012 are up by 20 units, but selling at a larger discount to last year. So, demand has clearly increased. True to form, the story is in the numbers.

LAKE KEOWEE HOMES YEAR TO DATE COMPARISON FOR 2nd QUARTER 2012 vs 2011:

Patti & Gary & Michele's 2nd Qtr. 2012 to 2011 Comparison					
Lake Keowee Homes					
Status	Count	Ave. Sold Price	Ave. List Price	Var %	Ave D.O.M.
Total Interior Sold YTD 2nd Qtr 6-30-12:	39	257,199	285,054	90.2%	225
Total WF Sold YTD 2nd Qtr 6-30-12:	64	650,995	742,950	87.6%	254
Total Homes Sold YTD 2nd Qtr 6-30-12:	103	501,888	569,572	88.1%	239
Total Interior Sold YTD 2nd Qtr 6-30-11:	40	266,633	295,153	90.3%	251
Total WF Sold YTD 2nd Qtr 6-30-11:	44	819,595	944,914	86.7%	230
Total Homes Sold YTD 2nd Qtr 6-30-11:	84	556,280	635,504	87.5%	238
Diff: Interior Homes 2nd Qtr 2012 vs 2011	-1	-9,433	-10,099	-0.1%	-26
Diff: WF Homes 2nd Qtr 2012 vs 2011	20	-168,601	-201,964	0.9%	24
Diff: Total Homes 2nd Qtr 2012 vs 2011	19	-178,034	-212,063	94.0%	-2

This next table is for Lake Keowee residences @ June 20, 2012: Demonstrates not only units closed (same as above), but those homes pending and the current inventory level for interior and waterfront:

Patti & Gary & Michele's 2nd Qtr. 2012:					
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Total Homes Sold YTD 2nd Qtr 6-30-12:	103	501,888	569,572	88.1%	239
Total Interior Pending @ 6-30-12:	12	NA	217,792	NA	202
Total WF Pending @ 6-30-12:	24	NA	674,846	NA	260
Total Homes Pending @ 6-30-12:	36	NA	522,494	NA	241
Total Active @ June 30, 2012:	222	NA	375,575	NA	221
Total WF Active @ June 30, 2012:	257	NA	917,393	NA	187
Total Active Homes @ June 30, 2012:	479	NA	666,279	NA	202

Keowee Key Home Sales for 2nd Quarter 2012 vs. 2011 indicate closed sales had a net decrease of 1 interior and 4 water front homes with softer closing prices compared to 2011.

Patti & Gary & Michele Lake Keowee Newsletter 2nd Quarter 2012					
Keowee Key Subdivision Only					
Status	Count	Ave. Sold Price	Ave. List Price	Var %	Ave. D.O.M.
2nd Qtr 2012 Interior KK Homes:	23	201,773	229,048	88.1%	253
2nd Qtr 2011 Interior KK Homes:	24	232,767	258,338	90.1%	252
Difference Interior KK 2012 vs 2011:	-1	-30,994	-29,290	-2.0%	1
2nd Qtr 2012 WF KK Homes:	10	571,800	628,540	91.0%	396
2nd Qtr 2011 WF KK Homes:	14	582,464	660,993	88.1%	261
Difference WF KK 2012 vs 2011:	-4	-10,664	-32,453	2.9%	135

OTHER INTERESTING FACTS: Two water front homes closed year-to-date in Waterford Pointe and another closed July 2nd for \$1,437,500. The Reserve @ Lake Keowee also shows two water front homes closed at June 30, 2012. The various Cliffs Communities had thirteen closed (eight waterfront and five interiors). One of these was bank owned and two were “short sales”. This is per our Upstate Multiple Listing Service.

DO YOU WANT TO BUY? If you are a Buyer, there are some exceptional opportunities out there. But, as you can tell from this local newsletter, we are experiencing an increase in the number of homes sold this year-to-date. The financial and news networks are stating that real estate activity is increasing and we think that the numbers reflect this. No question that our area has an inventory that gives you a very large selection. But, when you do go shopping, depending on what you want, you may see that those choices are beginning to narrow.

DO YOU WANT TO SELL? If you are the Seller, you want buyers. With price points available on Lake Keowee from below \$54,900 for a Captain’s Walk unit to \$3,700,000, there could honestly be a great deal of activity. But, it may not be in your price point or your neighborhood, or for your style of home.

WE WANT YOU TO MEET YOUR GOALS: This market of ours did not feel the down turn immediately and now that things are improving in so many areas of the country, we believe it is our time to enjoy the return of enthusiasm to the housing market. Once homes start to sell, people can move on. This is most likely what we are experiencing.

The Lake Keowee Lot Market: Below is the Table for all lot activity for the 2nd Quarter 2012 vs 2nd Quarter 2011:

Patti & Gary & Michele 2nd Qtr Lot 2012 vs 2011:						
All Lot Activity for Lake Keowee 1st Quarter						
Status	Count	Ave. Sold Price	Ave. List Price	% Var	Ave. D.O.M.	Bank Owned
Sold Interior Lots 2nd Qtr 2012:	16	86,858	107,663	80.7%	169	5
Sold Interior Lots 2nd Qtr 2011:	25	53,346	66,583	80.1%	308	5
Diff: Int Lots 2nd Qtr. 2012 vs 2011:	-9	33,512	41,080	0	-139	0
Sold WF Lots 2nd Qtr 2012:	51	252,132	296,823	84.9%	263	11
Sold WF Lots 2nd Qtr 2011:	49	257,674	295,867	87.1%	204	6
Diff: WF Lots 2012 vs 2011::	2	-5,542	956	-2.1%	59	5
Total Sold Lots 2nd Qtr. 2012:	67	212,664	251,651	84.5%	240	16
Total Sold Lots 2nd Qtr 2011:	74	188,644	218,406	86.4%	239	26
Diff: Total Lots 2nd Qtr 2012 vs 2011:	-7	24,020	33,245	0	1	11



se in the total number of units closed with fewer interior lots closing this year, but at a higher average price. waterfront lots are virtually unchanged for the same period. The next table is just 2012 year-to-date results reflecting the properties pending closing and the current inventory levels:

Patti & Gary & Michele 2nd Qtr Lot Activity 2012: All Lot Activity for Lake Keowee 1st Quarter						
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Sold WF Lots 2nd Qtr. 2012:	51	252,132	296,823	84.9%	263	11
Sold Total Lots 2nd Qtr. 2012:	67	212,664	251,651	84.5%	240	16
Pending Interior Lots @ 6-30-12:	3	NA	150,133	NA	151	0
Pending WF Lots @ 07-05-12:	16	NA	323,956	NA	210	3
Total Pending WF Lots @ 07-05-12:	19	NA	296,510	NA	184	3
Interior Active Lots @ 7-05-12	382	NA	96,546	NA	325	53
WF Active Lots @ 7-05-12:	395	NA	383,924	NA	303	26
Total Active Lots @ 7-05-12:	777	NA	242,639	NA	313	79

Please visit our newly “renovated” personal website, www.WeSellKeowee.com and view not only our Lake Keowee homes, but also our listings in Cross Creek Plantation, Lakes Cherokee and Hartwell and the very popular Clemson area. We are here to serve!

We prepare and provide Excel spreadsheets for Lake Keowee Homes and Lake Keowee Lots for your use. Each of these spreadsheets enables the user to “filter” by subdivision. Just click on the arrow above the SUBDIVISION column and then scroll down until you find the subdivision you want. Click on it and you will see all of the 2012 activity: closed, under contract, and currently available. **To go back to seeing all of the properties, scroll back to “ALL” and click on that to return to view all of the lots and/ or homes.** If you navigate the Excel spreadsheets, you will see additional sheets that you can click on for even more information. We attach them to our email version.

We thank you for your emails, calls, and referrals. We have many people who enjoy receiving this newsletter. If you like this type of information, please visit our website at www.WeSellKeowee.com and see what our beautiful area has to offer. And, pass it on! This is not intended to be a solicitation!

Sincerely,

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