



***We Sell Lake Keowee.com***  
***Patti & Gary***  
*www.WeSellKeowee.com, 1<sup>st</sup> Choice Realty @ Keowee Key*  
**864-903-1234 or 864-903-0312**

August 20, 2013

**YTD Comparison 8-15-2013 vs. 08-15-2012**

Greetings from Lake Keowee during mid-August. We have had well over 70 inches of rain this year and if a house is still dry, it is reassuring to prospective buyers. Along with that, the lakes are full. The rain has not kept us from enjoying our beautiful Lake Keowee. With Clemson football and Labor Day weekend fast approaching, this should be a very exciting fall.

**REAL ESTATE NEWS:** Is our market at Lake Keowee experiencing the same super-charged growth as the surrounding markets in cities such as Atlanta, Charlotte, Birmingham and Greenville? How about New York City and Miami? It depends on the house you are selling and its price, location, suitability, age, condition, and other competing homes, as well certain attributes such as mountain and water views, gentle lot, steep lot, deep water, long shoreline, improved shoreline, etc. There are a myriad of factors. The market may be much better for one home seller than another in our area since this is the land of custom lots and custom homes.

**LAKE KEOWEE HOMES -YTD AUGUST 15, 2013 VS AUGUST 15, 2012:**

This table is for ALL homes classified as Lake Keowee on our Multiple Listing Service and is broken down between interior and water front homes closed YTD 08-15-2013 compared to the same period last year. Below that are the homes that are "pending" closing and current, active inventory levels.

INTERIOR HOME SALES FOR ALL COMMUNITIES are up by 32 units or 61.58%. The average sales price has increased about 15% compared to last year. WATERFRONT HOME SALES FOR ALL COMMUNITIES are down by 7 units yet there is an increase in the average sales price year over year of 5%.

Patti & Gary - HOMES YTD 08-15-13 vs 08-15-12; Sold, Pending Sales & Active									
Status	Total Sold Price	Total Asking Price	% Variance	Ave. DOM	Ave Sold Price	Ave List Price	Count	Bank Own	
Int Homes Closed YTD @ 08-15-13:	23,923,772	25,599,183	93.5%	181	284,807	304,752	84	13	
Int Homes Closed YTD @ 08-15-12:	12,885,775	14,196,400	90.8%	219	247,803	273,008	52	6	
Difference: 08-15-13 vs 08-15-12:	11,037,997	11,402,783	2.7%	-38	37,004	31,744	32	7	
WF Homes YTD Closed @ 08-15-13:	53,574,200	59,108,798	90.6%	183	669,678	738,860	80	6	
WF Homes YTD Closed @ 08-15-12:	55,452,926	63,208,199	87.7%	267	637,390	726,531	87	8	
Difference: 08-15-13 vs 08-15-12:	-1,878,726	-4,099,401	2.9%	-84	32,288	12,329	-7	-2	
Total Homes YTD Closed @ 08-15-13:	77,497,972	84,707,981	91.5%	182	472,549	516,512	164	19	
Total Homes YTD Closed @ 08-15-12:	68,338,701	77,404,599	88.3%	249	491,645	556,868	139	14	
Difference: 08-15-13 vs 08-15-12:	9,159,271	7,303,382	3.2%	-67	-19,097	-40,356	25	5	
<b>BELOW ARE PENDING &amp; ACTIVE LISTINGS @ 08-15-13:</b>									
Int Homes Pending @ 08-15-13:	NA	6,953,099	NA	360	NA	409,006	17	3	
WF Homes Pending @ 08-15-13:	NA	16,676,300	NA	274	NA	758,014	22	3	
Total Homes Pending @ 08-15-13:	NA	23,629,399	NA	311	NA	605,882	39	6	
Int Homes Active @ 08-15-13:	NA	89,527,345	NA	221	NA	385,894	232	8	
WF Homes Active @ 08-15-13:	NA	222,670,513	NA	226	NA	935,590	238	4	
Total Homes Active @ 08-15-13:	NA	312,197,858	NA	224	NA	664,251	470	12	

**KEOWEE KEY HOME SALES:** Representing approximately 31.3% of the homes sold year-to-date (51 total homes out of 163), Keowee Key has just begun to show a cumulative improvement in the waterfront homes 8 1/2 months into 2013. Finally, waterfront Keowee Key home sales exceeded last year by 1 home. And, although the Keowee Key waterfront average homes sale price is \$179,345 lower than the average sales price for the general Lake Keowee market, there is an improvement over last year of \$19,492 on average, or just above 4%. The interior home sales in KK are up by 8 units or 28.5% and there is the slightest improvement in average sales price of \$4,128/unit or just above 2%.

Patti & Gary - KEOWEE KEY HOMES YTD 08-15-13 vs 08-15-12: Sold, Pending Sales & Active								
Status	Sold Price	Asking Price	% Variance	Ave. DOM	Ave Sold Price	Ave List Price	Count	Bank Own
Int KK Homes Closed YTD @ 08-15-13:	7,314,250	7,940,284	92.1%	219	203,174	220,563	36	6
Int KK Homes Closed YTD @ 08-15-12:	5,573,275	6,276,800	88.8%	235	199,046	224,171	28	5
Difference: 08-15-13 vs 08-15-12:	1,740,975	1,663,484	3.3%	-16	4,128	-3,608	8	1
WF KK Homes YTD Closed @ 08-15-13:	7,490,000	8,026,700	93.3%	180	499,333	535,113	15	1
WF KK Homes YTD Closed @ 08-15-12:	6,717,775	7,359,200	91.3%	363	479,841	525,657	14	0
Difference: 08-15-13 vs 08-15-12:	772,225	667,500	2.0%	-183	19,492	9,456	1	1
Total KK Homes YTD Closed @ 08-15-13:	14,804,250	15,966,984	92.7%	207	290,279	313,078	51	7
Total KK Homes YTD Closed @ 08-15-12:	12,291,050	13,636,000	90.1%	249	292,644	324,667	42	5
Difference: 08-15-13 vs 08-15-12:	2,513,200	2,330,984	2.6%	-42	-2,365	-11,589	9	2
<b>BELOW ARE PENDING &amp; ACTIVE LISTINGS @ 08-15-13:</b>								
Int KK Homes Pending @ 08-15-13:	NA	1,253,100	NA	344	NA	179,014	7	0
WF KK Homes Pending @ 08-15-13:	NA	4,273,900	NA	299	NA	854,780	5	0
Total KK Homes Pending @ 08-15-12:	NA	5,527,000	NA	328	NA	460,583	12	0
Int Homes Active @ 08-15-13:	NA	28,360,350	NA	232	NA	244,486	116	1
KK WF Homes Active @ 08-15-13:	NA	25,232,699	NA	317	NA	615,432	41	0
KK Total Homes Active @ 08-15-13:	NA	53,593,049	NA	250	NA	341,357	157	1

**THE CLIFFS COMMUNITIES:** Total homes sales in the five Cliffs Communities through 08-15-2013 totaled 18 with an average selling price of \$773,742, an average list price of \$877,855 (88.1%), and an average number of days on the market of 221 days. Last year had 15 total home sales at an average selling price of \$852,066 and an average list price of \$1,003,793 (85%), and an average days on market of 302 days. The Cliffs Communities represent approximately 11% of our market to date in 2013.

**THE RESERVE ON LAKE KEOWEE:** Total homes sales in The Reserve community through 08-15-2013 totaled 11 with an average selling price of \$1,086,163, an average list price of \$1,207,618 (89.9%), and an average number of days on the market of 252. Last year, a total of 3 homes closed, at an average sales price of \$1,371,333, an average list price of \$1,763,000 (77.8%), and an average days on market of 330 days. The Reserve on Lake Keowee represents approximately 6.7% of our market to date.

**LAKE KEOWEE LOTS -YTD AUGUST 15, 2013 VS AUGUST 15, 2012:** Below is the comparison of lots. There is a definite improvement in the closing of interior lots, but the average sales price has been temporarily reduced due to a number of interior lots in The Cliffs that were sold for \$1,000 each. This is evident in the 18 unit increase year-to-date in the foreclosure total. The waterfront lots closed are slightly improved as to volume (1 lot) and average price increase of \$13,648 per lot or slightly over 5%. The Cliffs Communities accounted for 12 of the 43 interior lots closed YTD, or 27.9% and 15 of the 74 waterfront lots, or 20.2%. The Reserve on Lake Keowee had 4 interior lots closed and 13 waterfront, accounting for 9.3% and 17.6%+-. Keowee Key closed 5 interior lots (listed per the MLS) and no waterfront lots.

Patti & Gary ALL LOTS SOLD YTD 08-15-13 vs 08-15-12: Pending Sales & Active									
Status	Total Sold Price	Total Asking Price	% Variance	Ave. DOM	Ave Sold Price	Ave List Price	Count	Bank Own	
Int Lots Closed YTD @ 08-15-13:	1,340,600	1,612,300	83.1%	208	31,177	37,495	43	24	
Int Lots Closed YTD @ 08-15-12:	1,822,229	2,180,099	83.6%	164	91,111	109,005	20	6	
Difference: 08-15-13 vs 08-15-12:	-481,629	-567,799	-0.4%	44	-59,934	-71,510	23	18	
WF Lots Closed YTD @ 8-15-13:	20,950,850	24,721,100	84.7%	240	283,120	334,069	74	16	
WF Lots YTD Closed @ 08-15-12:	18,863,025	22,106,197	85.3%	228	269,472	315,803	70	15	
Difference: 08-15-13 vs 08-15-12:	2,087,825	2,614,903	-0.6%	12	13,648	18,266	4	1	
Total Lots YTD Closed @ 08-15-13:	22,291,450	26,333,400	84.7%	228	190,525	225,072	117	40	
Total Lots YTD Closed @ 08-15-12:	20,685,254	24,286,296	85.2%	215	229,836	269,848	90	21	
Difference: 08-15-13 vs 08-15-12:	1,606,196	2,047,104	-0.5%	13	-39,311	-44,776	27	19	
<b>BELOW ARE PENDING &amp; ACTIVE LISTINGS @ 08-15-13:</b>									
Int Lots Pending @ 08-15-13:	NA	411,800	NA	186	NA	102,950	4	3	
WF Lots Pending @ 08-15-13:	NA	5,134,800	NA	244	NA	244,514	21	9	
Total Lots Pending @ 8-15-13:	NA	5,546,600	NA	227	NA	221,864	25	12	
Int Lots Active @ 08-15-13:	NA	34,607,970	NA	399	NA	85,241	406	77	
WF Lots Active @ 08-15-13:	NA	166,673,045	NA	291	NA	363,122	459	39	
Total Lots Active @ 08-15-13:	NA	201,281,015	NA	342	NA	232,695	865	116	

**SUMMARY:** Below are the PENDING HOMES UPDATED THROUGH AUGUST 21, 2013, an additional three interior homes are now under contract for a total of 20; an additional 2 waterfront homes are under contract since the 15th. Both of our listings on Point North in Keowee Key are currently under contract. It is a street with incredible views on both sides of the peninsula.

I apologize in advance for any errors that slipped through. The data is voluminous when sorting by the various developments. The Excel spreadsheets that accompany the Email version may be too large to send for you to open.

Our email version has Excel spreadsheets with the YTD results compared to the same period last year for sales closed by 08-15-13. These provide you with the addresses for all sold and pending homes and lots for this period. You may filter by SUBDIVISION if you would like by clicking on the down arrow on the Excel spreadsheet. Select the subdivision you want to view and all of the sold, pending and available properties display. Click on the arrow to select ALL and you revert back to all of the properties. Each Excel workbook has a sheet for "Detail for All", "Keowee Key", and "The Cliffs and Reserve" plus the Summary, which is reproduced in the actual newsletter.

We are looking forward to a very exciting selling season and hope we will be able to work with you!

Sincerely,

**Patti & Gary Cason**  
**www.wesellkeowee.com**  
**(864)-903-1234 or (864)903-0312**  
[wesellkeowee@gmail.com](mailto:wesellkeowee@gmail.com)

Patti (864) 903-1234 Gary (864) 903-0312