



Patti & Gary Cason Group - Keller Williams Realty
MID-YEAR LAKE KEOWEE NEWSLETTER

Certified Luxury Home Specialists and Global Properties' Specialist

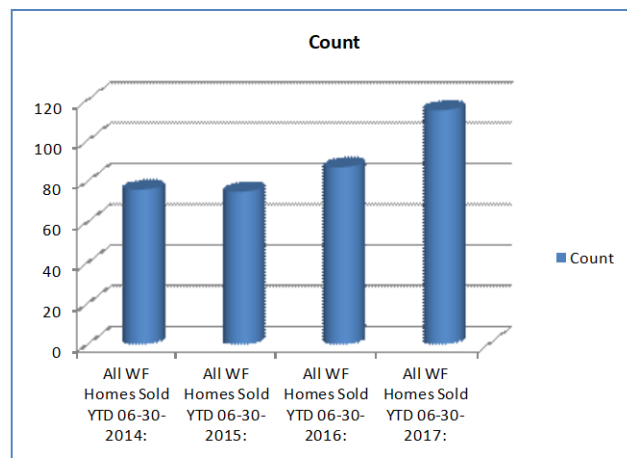
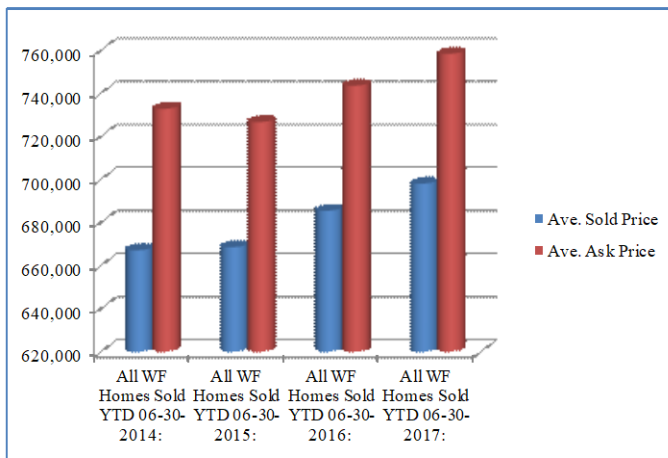
www.WeSellKeowee.com- 864-903-1234

July 12, 2017

This is the mid-year Lake Keowee Newsletter! Demand is up **32%** for waterfront homes and **24.64%** for interior homes.

ALL WATERFRONT HOMES YTD @ JUNE 30, 2017: 4 YEAR COMPARISON:

ALL WATERFRONT HOMES CLOSED YTD 6-30-17; PENDING, ACTIVE							
Status	Ave. Sold Price	Ave. Ask Price	% Ask Price	Ave. D.O.M.	Count	Bank Own	
All WF Homes Sold YTD 06-30-2017:	698,007	758,307	92.0%	124	115	3	
All WF Homes Sold YTD 06-30-2016:	685,444	743,475	92.2%	186	87	0	
Difference:	12,563	14,832	-0.1%	-62	28	3	
All WF Homes Sold YTD 06-30-2015:	668,495	726,596	92.0%	158	75	0	
All WF Homes Sold YTD 06-30-2014:	667,102	732,738	91.0%	176	76	6	
All WF Homes Pending @ 7-01-2017:	NA	819,434	NA	124	33	0	
All WF Homes Pending @ 07-4-2016:	NA	607,747	NA	211	39	1	
Difference:	NA	211,686	NA	-87	-6	-1	
All WF Homes Active @ 7-01-2017:	NA	1,163,363	NA	184	153	0	
All WF Homes Active @ 07-04-2016:	NA	1,039,275	NA	176	207	3	
Difference:	NA	124,087	NA	8	-54	-3	



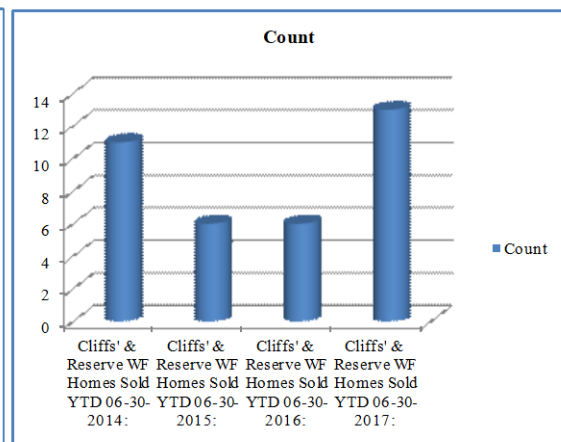
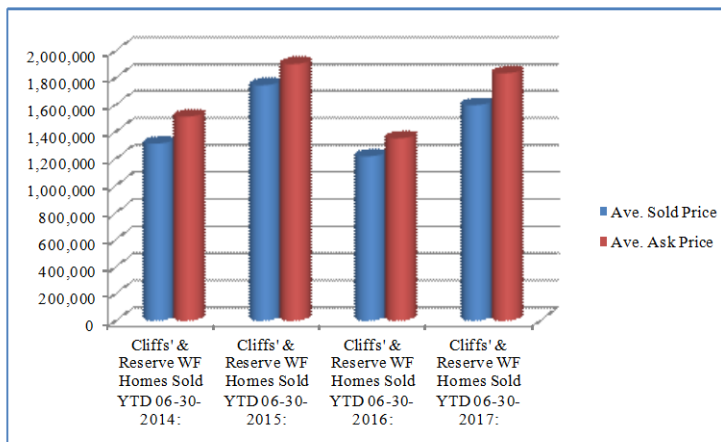
Volume of waterfront homes closed is up 32.2% year-over-year!

19 homes closed over \$1,000,000, or **16.52%** of the **115** homes closed through 06-30-17 with **11** located in The Cliffs & The Reserve communities, **6** in Crescent communities, **one** in Keowee Key, **one** in Hampton Shores.

There are 33 "Pending" homes and **9** are listed over \$1 million, representing **27.2%** of the homes. This category is lower by **6** homes compared to last year. Of the **153** listed waterfront homes at June 30, **70** are priced over \$1m, which is **45.75%** of the inventory. Waterfront inventory is down by **-54** homes at June 30 (last year the inventory was **207**). We truly are trying to find homes to sell for the buyers that are actively looking but, they have not found the right fit for their family.

THE CLIFFS & THE RESERVE@LAKE KEOWEE WF HOMES @ JUNE 30, 2017: 4 YR COMPARISON:

Cliffs & Reserve Closed Homes @ 6-30-17; Pending & Active						
Status	Ave. Sold Price	Ave. Ask Price	% Final Ask Price	Ave. D.O.M.	Count	Bank Own
Cliffs' & Reserve WF Homes Sold YTD 06-30-2017:	1,595,740	1,832,077	87.1%	204	13	0
Cliffs' & Reserve WF Homes Sold YTD 06-30-2016:	1,216,725	1,350,117	90.1%	231	6	0
Difference:	379,015	481,960	-3.0%	-27	7	0
Cliffs' & Reserve WF Homes Sold YTD 06-30-2015:	1,743,333	1,900,500	91.7%	116	6	0
Cliffs' & Reserve WF Homes Sold YTD 06-30-2014:	1,311,227	1,511,264	86.8%	238	11	4
Cliffs & Reserve WF Homes Pending @ 7-02-17:	NA	1,520,662	NA	189	4	0
Cliffs & Reserve WF Homes Pending @ 7-02-16:	NA	1,262,333	NA	374	3	0
Difference:	NA	258,329	NA	-27	1	0
Cliffs & Reserve WF Homes Active @ 7-02-17:	NA	1,992,982	NA	222	55	0
Cliffs & Reserve WF Homes Active @ 7-02-16:	NA	1,830,739	NA	190	66	0
Difference:	NA	162,243	NA	-27	-11	0



The combined Cliffs' Communities and The Reserve: Over twice as many waterfront homes closed this year over last year (**up 217%**). These gated communities account for **11.3+%** of the total number of homes sold. The average sales price was **up \$379,015** per home. Inventory is down by **-27** homes. SO! If you are looking for an incredible value, please consider our Community Concepts listing at **160 Ridge Top Lane**, sold turn-key with furniture, dishes, lines for \$1,195,000! This house originally sold, new and unfurnished for \$2,095,000. The furniture and accessories are gorgeous!

KEOWEE KEY WF HOME SALES @ JUNE 30, 2017: 4 YEAR COMPARISON:

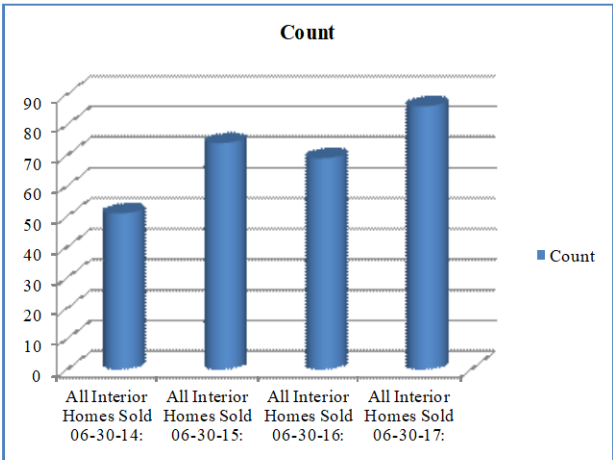
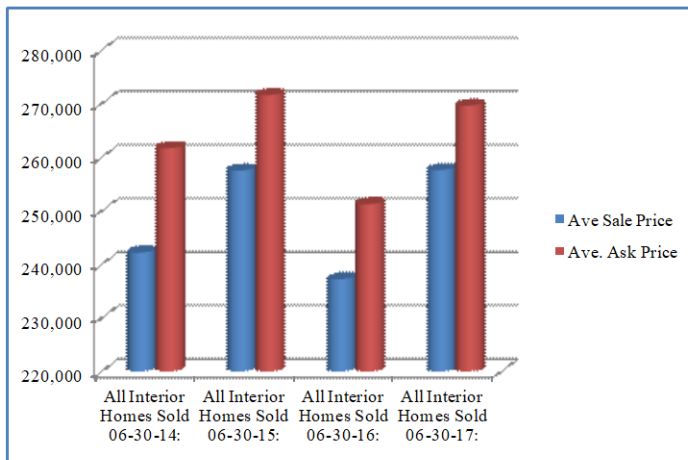
KEOWEE KEY WATERFRONT HOMES CLOSED YTD 6-30-17; PENDING, ACTIVE						
Status	Ave. Sold Price	Ave. Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
KK WF Homes Sold YTD 06-30-2017:	563,705	601,191	93.8%	142	23	0
KK WF Homes Sold YTD 06-30-2016:	492,709	525,353	93.8%	223	17	0
Difference:	70,996	75,838	0.0%	-81	6	0
KK WF Homes Sold YTD 06-30-2015:	549,429	606,136	90.6%	261	14	0
KK WF Homes Sold YTD 06-30-2014:	557,771	607,079	91.9%	268	14	6
KK WF Homes Pending @ 7-01-17:	NA	620,740	NA	90	5	0
KK WF Homes Pending @ 07-02-16:	NA	542,400	NA	293	5	0
Difference:	NA	78,340	NA	-203	0	0
KK WF Homes Active @ 7-01-17:	NA	459,820	NA	138	15	0
KK WF Homes Active @ 7-01-16:	NA	518,234	NA	220	29	1
Difference:	NA	-58,414	NA	-82	-14	0

Keowee Key: Every single stat has improved since last year: 23 waterfront homes closed y-t-d June 20, 2017 representing **20%** of the total waterfront home sales. The sales prices are up **14.4%** and **closed units are up by 6 homes**. There are **5** waterfront homes "pending" closing out of a total of **33** representing **15.15%** of the market and **15 homes** listed out of **153** or just under **10%**. **This is interesting!** The first sales price of **\$1,000,000** was achieved and this is a first since 2013! There is a shortage of waterfront homes to sell in Keowee Key! And, there is now a shortage of waterfront homes available for sale.

SUMMARY OF WATERFRONT HOMES: WE ARE LOOKING FOR MORE HOMES TO SELL TO THOSE THAT ARE CONTINUING TO LOOK AND READY TO BUY WHEN THE RIGHT HOME FOR THEM HITS THE MARKET.

ALL INTERIOR HOMES ON LAKE KEOWEE @ JUNE 30, 2017: 4 YEAR COMPARISON:

Status	Ave Sale Price	Ave. Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
All Interior Homes Sold 06-30-17:	257,617	269,644	95.5%	114	86	0
All Interior Homes Sold 06-30-16:	237,240	251,270	94.4%	183	69	3
Difference:	20,377	18,375	1.1%	-69	17	-3
All Interior Homes Sold 06-30-15:	257,534	271,633	94.8%	192	74	11
All Interior Homes Sold 06-30-14:	242,216	261,722	92.5%	198	51	3
All Interior Homes Pending 07-01-17:	NA	283,176	NA	191	29	0
All Interior Homes Pending @ 07-04-16:	NA	228,924	NA	216	29	1
Difference:	NA	54,252	NA	-25	0	-1
All Interior Homes Active 07-01-17:	NA	383,217	NA	177	166	3
All Interior Homes Active @ 07-04-16:	NA	396,736	NA	192	179	5
Difference:	NA	-13,519	NA	-15	-13	-2

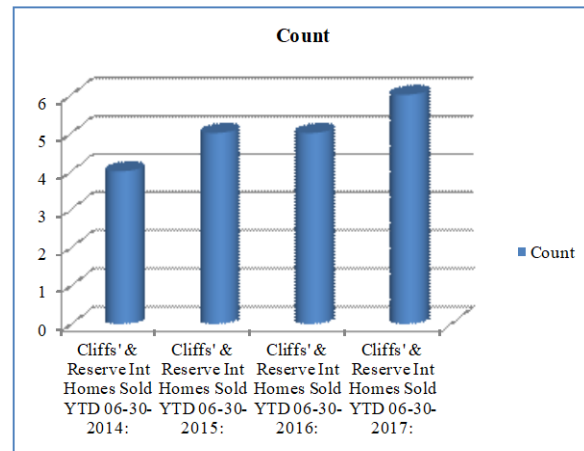
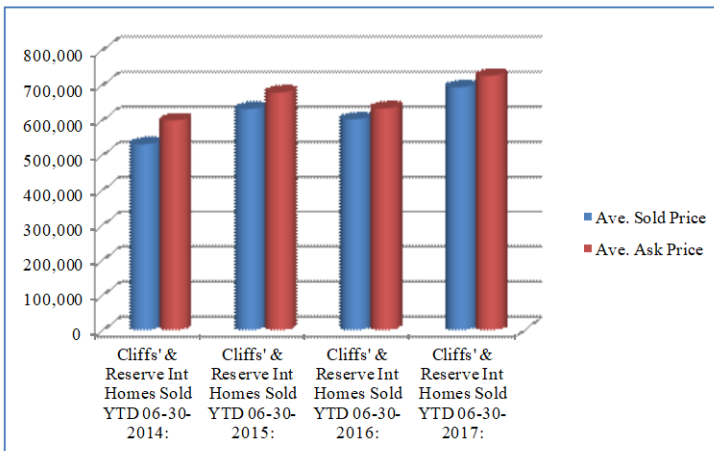


Volume of interior homes closed is up 24.6% year-over-year! For the entire interior homes category, the average sales price is up **\$20,377** or **8.6%**. **Eighty-six** homes closed through 06-30-17 with **6** located in The Cliffs & The Reserve communities, and **60** in Keowee Key. The remaining 20 are throughout the various Lake Keowee communities.

There are 29 "Pending" homes which is the same as last year and **166** interior homes listed at June 30, 2017. This is a drop of **-13** homes compared to last year.

THE CLIFFS & THE RESERVE@ LAKE KEOWEE INTERIOR HOMES @ JUNE 30, 2017: 4 YEAR COMPARISON:

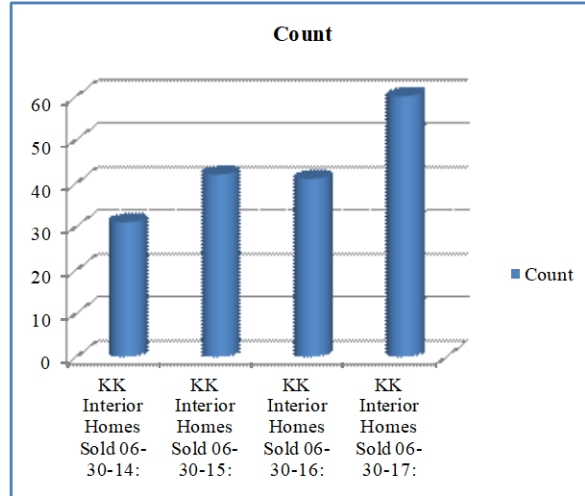
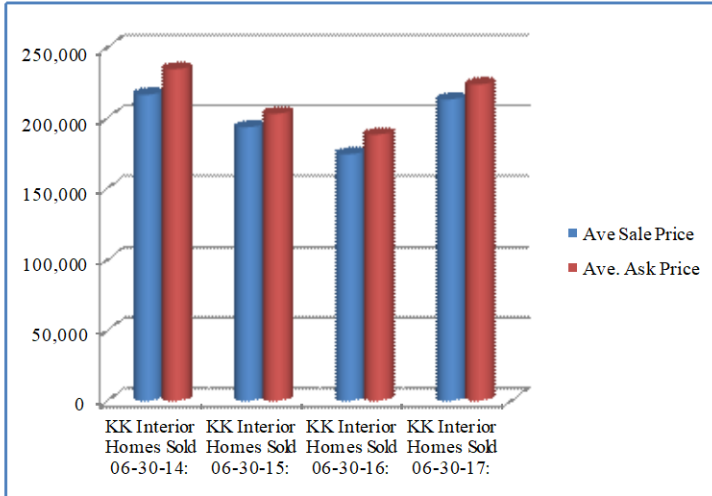
Cliffs & Reserve Interior Closed Homes 6-30-17; PENDING, ACTIVE							
Status	Ave. Sold Price	Ave. Ask Price	% Final Ask Price	Ave. D.O.M.	Count	Bank Own	
Cliffs' & Reserve Int Homes Sold YTD 06-30-2017:	693,333	726,149	95.5%	401	6	0	
Cliffs' & Reserve Int Homes Sold YTD 06-30-2016:	601,742	632,600	95.1%	256	5	0	
Difference:	91,592	93,549	0.4%	145	1	0	
Cliffs' & Reserve Int Homes Sold YTD 06-30-2015:	631,200	678,000	93.1%	227	5	1	
Cliffs' & Reserve Int Homes Sold YTD 06-30-2014:	530,625	598,475	88.7%	230	4	1	
Cliffs & Reserve Int Homes Pending @ 7-02-17:	NA	614,000	NA	367	2	0	
Cliffs & Reserve Int Homes Pending @ 07-03-16:	NA	463,225	NA	86	4	1	
Difference:	NA	150,775	NA	281	-2	-1	
Cliffs & Reserve Int Homes Active @ 7-02-17:	NA	798,822	NA	206	45	2	
Cliffs & Reserve Int. Homes Active @ 07-03-16:	NA	869,136	NA	280	42	1	
Difference:	NA	-70,314	NA	-74	3	1	



The Cliffs Communities & The Reserve at Lake Keowee: Very steady progress with an increase year-over-year of 1 home closed with an average sales price per home of **\$91,592 or +15%**. Interior inventory levels are up by 3 homes. This differs from the overall Lake Keowee interior homes market since it is down by **-7.8%**.

KEOWEE KEY INTERIOR HOMES @ JUNE 30, 2017: 4 YEAR COMPARISON

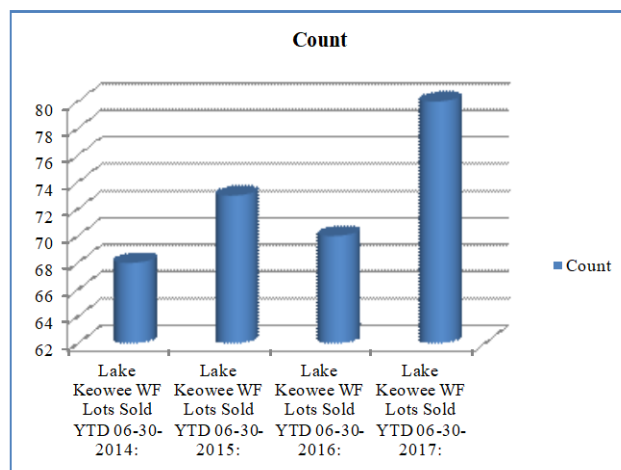
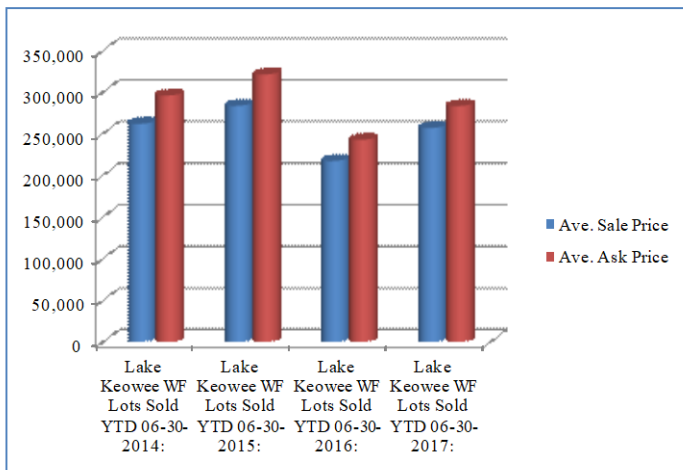
Keowee Key Interior Homes Sold, Pending & Active YTD 6-30-17 vs 2016: Pending & Active							
Status	Ave Sale Price	Ave. Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own	
KK Interior Homes Sold 06-30-17:	213,259	223,868	95.3%	99	60	0	
KK Interior Homes Sold 06-30-16:	174,318	188,317	92.6%	196	41	1	
Difference:	38,940	35,551	2.7%	-97	19	-1	
KK Interior Homes Sold 06-30-15:	193,543	203,086	95.3%	187	42	6	
KK Interior Homes Sold 06-30-14:	216,574	234,694	92.3%	218	31	1	
KK Interior Homes Pending 07-02-17:	NA	239,668	NA	169	19	0	
KK Interior Homes Pending 07-02-16:	NA	161,482	NA	261	11	1	
Difference:	NA	78,186	NA	-92	8	-1	
KK Interior Homes Active 07-02-17:	NA	202,114	NA	160	90	1	
KK Interior Homes Active @ 07-02-16:	NA	244,005	NA	157	101	1	
Difference:	NA	-41,891	NA	4	-11	0	



Keowee Key interior homes closed are up **+46%** with **19** more homes closing this year over last year and represents **69.7%** of the total unit sales in the entire Lake Keowee interior homes market. The average sales price is up and almost back to the 2014 levels but, with nearly double the volume of that year. There are **19** "Pending" sales representing **65.5%** of the total pending homes and **90** active interior homes listings representing **60.8%** of the inventory. The inventory is down to **90** units from **101** units last year!

ALL LAKE KEOWEE WATERFRONT LOTS @ JUNE 30,2017: 4 YEAR COMPARISON

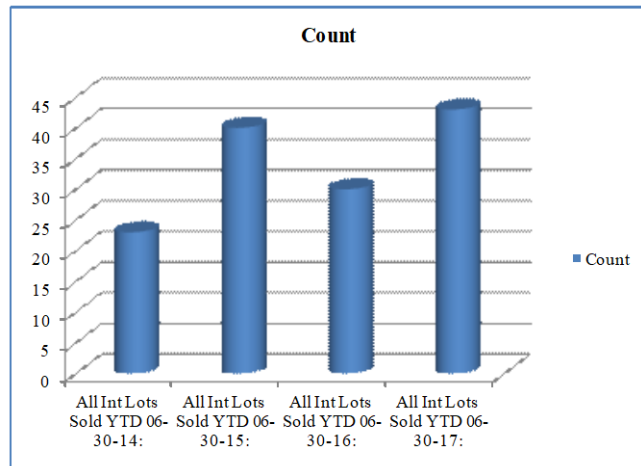
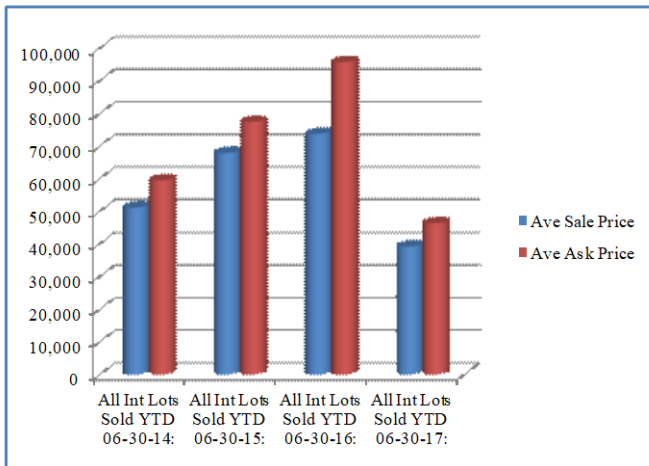
Status	Lake Keowee WF Lots YTD June 30,2017 Sold, Pending & Active						
	Ave. Sale Price	Ave. Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own	
Lake Keowee WF Lots Sold YTD 06-30-2017:	256,955	283,261	90.7%	283	80	4	
Lake Keowee WF Lots Sold YTD 06-30-2016:	217,306	242,708	89.5%	190	70	3	
Difference:	39,649	40,553	1.2%	93	10	1	
Lake Keowee WF Lots Sold YTD 06-30-2015:	283,566	321,282	88.3%	256	73	19	
Lake Keowee WF Lots Sold YTD 06-30-2014:	261,965	296,006	88.5%	229	68	10	
Lake Keowee WF Lots Pending @ 07-2-2017:		262,416	NA	282	32	1	
All WF Lots Active @ 07-04-2017:	NA	309,715	NA	311	441	5	
All WF TRACTS Active @ 07-04-2017:	NA	3,009,750	NA	352	4	0	



SUMMARY OF WATERFRONT LOT ACTIVITY: Even with the land sale developers coming into the Lake Keowee market beginning in October 2014, the *listed* waterfront homesites are up as to volume of homesites sold and to average sold price which increased by \$39,649 to \$217,306.

ALL LAKE KEOWEE INTERIOR LOTS@ JUNE 30, 2017: 4 YEAR COMPARISON

Lake Keowee Int Lots Sold YTD 6-30 2017, Pending & Active						
Status	Ave Sale Price	Ave Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
All Int Lots Sold YTD 06-30-17:	39,186	46,274	84.7%	196	43	4
All Int Lots Sold YTD 06-30-16:	73,712	95,715	77.0%	290	30	3
Difference:	-34,526	-49,440	7.7%	-94	13	1
All Int Lots Sold YTD 06-30-15:	67,855	77,379	87.7%	410	40	13
All Int Lots Sold YTD 06-30-14:	51,142	59,461	86.0%	283	23	9
All Int Lots Pending YTD 07-02-17:	NA	87,879	NA	366	14	1
All Int Lots Active YTD 07-02-17:	NA	61,198	NA	289	314	22



SUMMARY OF INTERIOR LOT ACTIVITY: The closed volume is up, sales price are down, inventory is down. Just like the waterfront lots, the land sale developers have brought lots of traffic to the Lake Keowee market beginning in October 2014 with their one-day sales. Inventory is down from 375 lots last year at the same time.

WHAT IS NOT TO LOVE AND WHAT YOU WANT TO KNOW: This gorgeous lake is approximately 26 miles long and is comprised of all types of neighborhoods, some gated and some not. The three communities that offer extensive amenities are the four Cliffs' communities on Lake Keowee, The Reserve @ Lake Keowee, and Keowee Key. Each offers access to a wide array of amenities including golf, tennis, pickle ball, fitness centers, restaurants, marinas. If this appeals to your lifestyle, then you will want to visit them. Since each is a large component of the Lake Keowee market, they are presented separately.

EXCEL SPREAD SHEETS: The source for all of the data is the Western Upstate Multiple Listing Service. The data is downloaded into Excel spreadsheets and then further sorted for specific information. Now that so many users are on smart phones and tablets, the spread sheets are still available to you, but most prefer PDF files as they are easy to open. If you want any additional information, please send an email so that we can assist you to wesellkeowee@gmail.com.

WHO ARE WE AND WHY DO YOU CARE? Patti & Gary Cason and our team are proud to be Keller Williams agents based in the Lake Keowee market of upstate South Carolina just minutes from Clemson University, and the precious towns of Seneca, Salem, Sunset, West Union, Six Mile and Walhalla. We love what we do. We are leaders in our market in the sale of Lake Keowee area properties.

REFERRALS: A personal referral is the very best endorsement. We want to thank you for them as they are so very appreciated.

We have many people who enjoy receiving this newsletter. We would be honored if you would pass it on. This is not intended to be a solicitation! We would appreciate if you would inform us if you detect any unintentional errors!

Sincerely,

Patti & Gary Cason, Patti & Gary Cason Team at Keller Williams
Renee Baxter, David Vandeputte, Cindy Johnson Andrews - Buyers' Agents
KELLER WILLIAMS LAKE KEOWEE OFFICE, SENECA, SC
www.WeSellKeowee.com wesellkeowee@gmail.com
Patti (864) 903-1234 Gary (864) 903-0312

- Certified Members of both the Institute of Luxury Home Marketing (CLHMS) & the Luxury Home Council (ALHS) and Global Properties Specialists.