



## Patti & Gary Cason Group - Keller Williams Realty

### August 2017 LAKE KEOWEE NEWSLETTER

Certified Luxury Home Specialists and Global Properties' Specialist

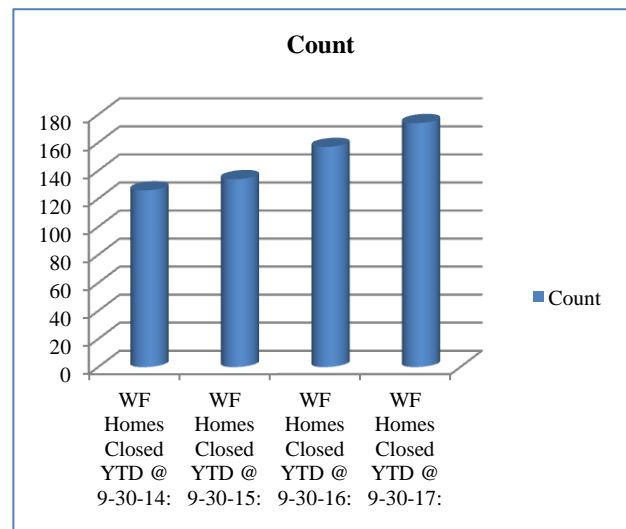
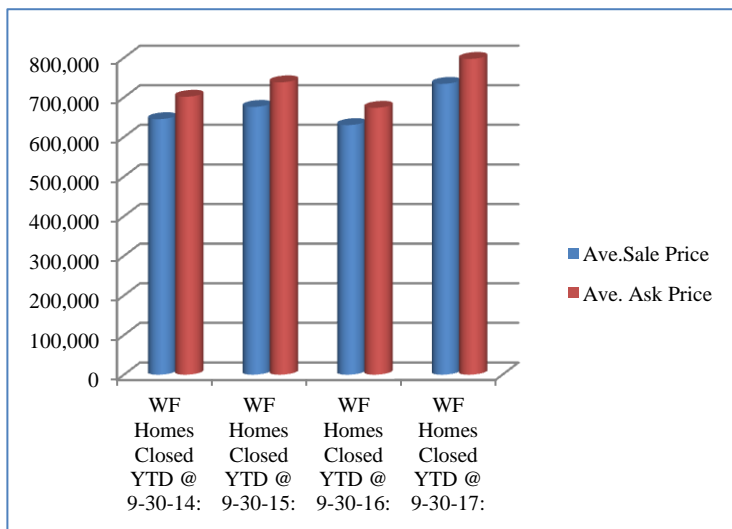
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OCTOBER 10, 2017

We are at the end of the 3rd Quarter for 2017 and are enjoying a gorgeous start to the fall season on Lake Keowee. With just 3 months left to complete the year, Lake Keowee sales remain strong. Let's start with the waterfront home sales. Since almost 98% of our sales are Lake Keowee properties on or off the water, we are very focused on what the market is demonstrating. Immediately below are two tables and two graphs demonstrating the growth in average sales price of \$104,065 per residence closed or an increase of 16.5%. The growth in number of homes closed over last year is up by 17 homes or just under 11%. The median sales price for the 174 homes closed is \$622,500. The most expensive residence that closed is in The Reserve @ Lake Keowee in Pickens County and it sold for \$3,215,000. There are 32 homes "pending" closing and the average asking price is \$683,579 with the median price at \$650,000. Of the 138 homes that are "active" and currently listed for sale, the average asking price is \$1,181,164 with the median asking price at \$999,000. The momentum continues to trend higher.

Lake Keowee WF Homes YTD @ 9-30-17: Closed, Pending, Active						
Status	Ave. Sale Price	Ave. Ask Price	% of Final Ask Price	Ave. DOM	Count	Bank Own
WF Homes Closed YTD @ 9-30-17:	734,306	797,223	92.1%	121	174	3
WF Homes Closed YTD @ 9-30-16:	630,241	673,820	93.5%	174	157	2
Difference	104,065	123,403	-1.4%	-53	17	1
WF Homes Pending @ 9-30-17:	NA	683,579	NA	208	32	0
WF Homes Active @ 9-30-17:	NA	1,181,164	NA	200	138	0

Lake Keowee WF Homes YTD 9-30-2014, 2015, 2016, 2017						
Status	Ave. Sale Price	Ave. Ask Price	% of Final Ask Price	Ave. DOM	Count	Bank Own
WF Homes Closed YTD @ 9-30-14:	645,256	701,764	91.9%	182	126	7
WF Homes Closed YTD @ 9-30-15:	676,166	738,239	91.6%	147	134	1
WF Homes Closed YTD @ 9-30-16:	630,241	673,820	93.5%	174	157	2
WF Homes Closed YTD @ 9-30-17:	734,306	797,223	92.1%	121	174	3

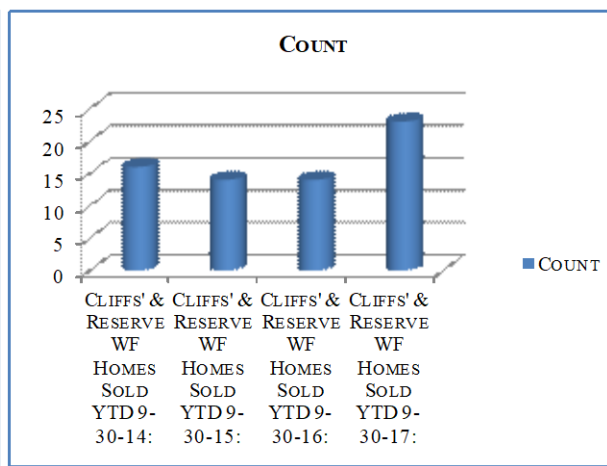
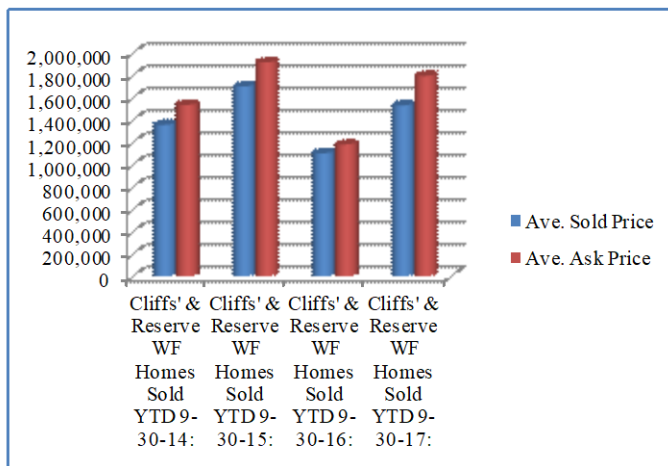


**THE CLIFFS & THE RESERVE@LAKE KEOWEE WF HOMES @ September 30, 2017: 4 YR COMPARISON:**

The Combined communities of The Cliffs & The Reserve: Sales volume and average sales price are up: 64% and 38.9% respectively in these gated golf & tennis communities. The highest priced home closed y-t-d is in The Reserve for \$3,215,000, boosting the average sales price across the entire waterfront homes category. There are no "pending" sales as of October 3, 2017. There are 56 residences listed for sale at an average asking price of \$1,875,464. As a percent of sales, these communities represent 13.2% of homes closed and 40.6% of available inventory.

Cliffs & Reserve Closed WF Homes 9-30-17; PENDING, ACTIVE						
Status	Ave. Sold Price	Ave. Ask Price	% Final Ask Price	Ave. DOM	Count	Bank Own
Cliffs' & Reserve WF Homes Sold YTD 9-30-17:	1,532,158	1,797,332	85.2%	196	23	0
Cliffs' & Reserve WF Homes Sold YTD 9-30-16:	1,103,311	1,183,250	93.2%	271	14	0
<b>Difference:</b>	<b>428,847</b>	<b>614,082</b>	<b>-8.0%</b>	<b>-75</b>	<b>9</b>	<b>0</b>
Cliffs & Reserve WF Homes Pending @ 9-30-17:	NA	NA	NA	NA	0	0
Cliffs & Reserve WF Homes Active @ 9-30-17:	NA	1,875,464	NA	222	56	0

Cliffs & Reserve Closed WF Homes 9-30-14, 2015, 2016, 2017						
Status	Ave. Sold Price	Ave. Ask Price	% Final Ask Price	Ave. DOM	Count	Bank Own
Cliffs' & Reserve WF Homes Sold YTD 9-30-14:	1,358,188	1,537,275	88.4%	302	16	4
Cliffs' & Reserve WF Homes Sold YTD 9-30-15:	1,702,071	1,918,643	88.7%	179	14	0
Cliffs' & Reserve WF Homes Sold YTD 9-30-16:	1,103,311	1,183,250	93.2%	271	14	0
Cliffs' & Reserve WF Homes Sold YTD 9-30-17:	1,532,158	1,797,332	85.2%	196	23	0

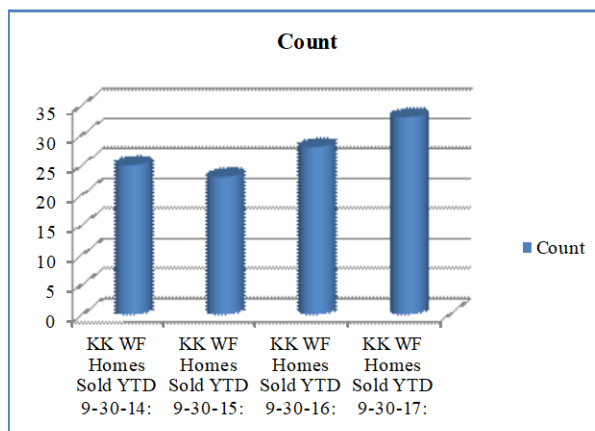
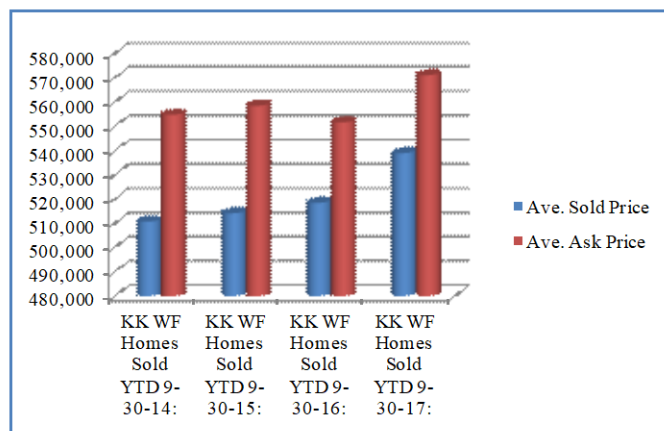


**KEOWEE KEY WF HOME SALES @ September 30, 2017: 4 YEAR COMPARISON:**

**Keowee Key:** The number of waterfront homes closed through September 30 is up 17.9% and the final average sales price increased by 3.95% or an average of \$20,488 per waterfront residence. Keowee Key represents just over 18.9% of the total waterfront home sales. There are two waterfront residences "pending" closing representing 6.25% of the total and 13 homes available for sale at an average asking price of \$578,285, which represents 9.42% of inventory. This indicates of shortage of homes for sale!

KEOWEE KEY WATERFRONT HOMES CLOSED YTD 9-30-17; PENDING, ACTIVE						
Status	Ave. Sold Price	Ave. Ask Price	% Final Ask Price	Count	Bank Own	
KK WF Homes Sold YTD 9-30-17:	538,883	571,027	94.4%	33	0	
KK WF Homes Sold YTD 9-30-16:	518,395	551,604	94.0%	28	0	
Difference:	20,488	19,424	0.4%	5	0	
KK WF Homes Pending @ 9-30-17:	NA	692,000	NA	2	0	
KK WF Homes Active @ 9-30-17:	NA	578,285	NA	13	0	

KEOWEE KEY WF HOMES CLOSED YTD 9-30-14, 2015, 2016, 2017						
Status	Ave. Sold Price	Ave. Ask Price	% Final Ask Price	Count	Bank Own	
KK WF Homes Sold YTD 9-30-14:	510,692	554,700	92.1%	25	1	
KK WF Homes Sold YTD 9-30-15:	514,109	558,417	92.1%	23	1	
KK WF Homes Sold YTD 9-30-16:	518,395	551,604	94.0%	28	0	
KK WF Homes Sold YTD 9-30-17:	538,883	571,027	94.4%	33	0	



### SUMMARY OF WATERFRONT HOMES:

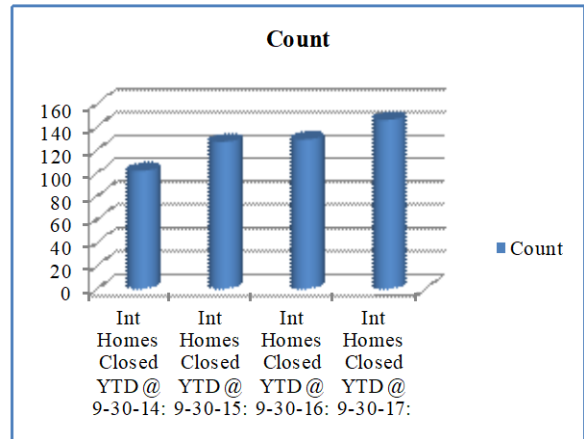
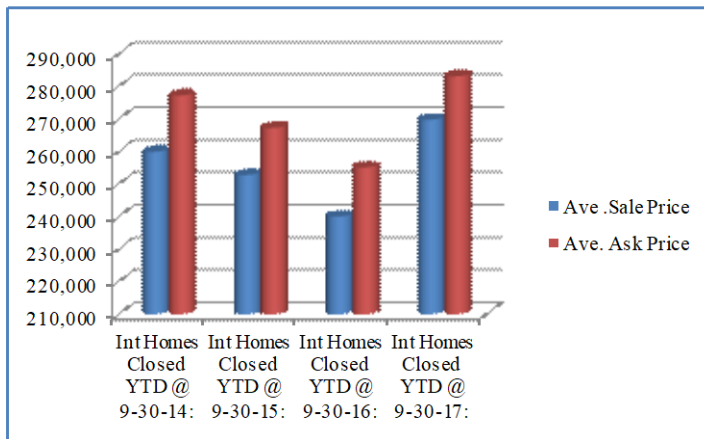
- Sales remain strong.**
- Inventory is lower than in past years.**
- Pricing of the homes is extremely important.**
- Buyers ask us if we watch HGTV - we say, "We Live It"!**

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

All of the interior homes in the Lake Keowee area, across all communities, are improved over last year as to average sales price and number of homes closed. If you look at the tables for the four years below, 2016 had the lowest average sales price. The chart below is the same as the chart for "All Lake Keowee WF Homes". Volume of homes closed over last year: Up by +13.18%. Average sales/closed price: Up by +12.38%.

Lake Keowee Interior Homes YTD @ 9-30-17: Closed, Pending, Active							
Status	Ave. Sale Price	Ave. Ask Price	% of Final Ask Price	Ave. DOM	Count	Bank Own	
Int Homes Closed YTD @ 9-30-17:	269,700	283,053	95.3%	125	146	2	
Int Homes Closed YTD @ 9-30-16:	239,985	255,048	94.1%	153	129	9	
Difference:	29,715	28,006	1.2%	-28	17	-7	
Int Homes Pending @ 10-04-17:	NA	313,686	NA		29	0	
Int Homes Active @ 10-04-17:	NA	412,837	NA	188	158	2	

Lake Keowee Interior Homes YTD @ 9-30-14, 2015, 2016, 2017							
Status	Ave. Sale Price	Ave. Ask Price	% of Final Ask Price	Ave. DOM	Count	Bank Own	
Int Homes Closed YTD @ 9-30-14:	259,846	277,156	93.8%	206	102	13	
Int Homes Closed YTD @ 9-30-15:	252,762	267,194	94.6%	192	127	13	
Int Homes Closed YTD @ 9-30-16:	239,985	255,048	94.1%	153	129	9	
Int Homes Closed YTD @ 9-30-17:	269,700	283,053	95.3%	125	146	2	

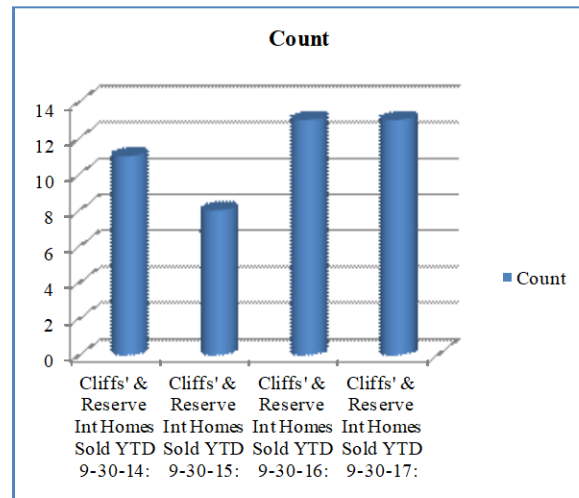
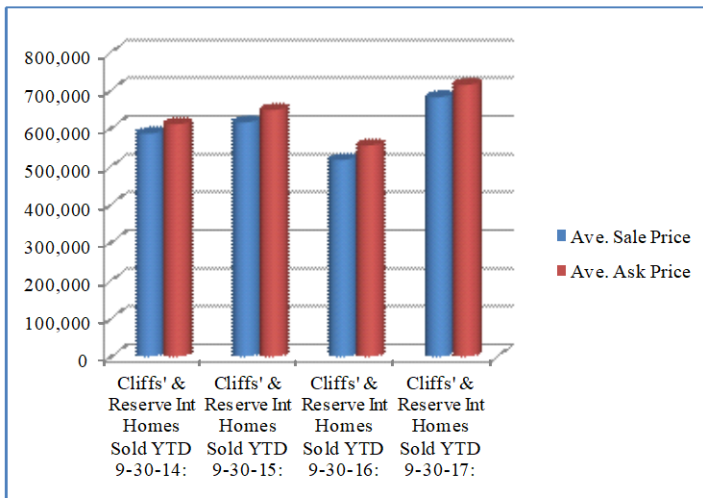


**THE CLIFFS & THE RESERVE@LAKE KEOWEE INTERIOR HOMES @ September 30, 2017:  
4 YEAR COMPARISON:**

The interior homes average sales price is up year-to-date by +31.8%. No growth as to number of homes sold. These communities make up 8.9% of the sold/closed homes, 13.79% of "pending" interior homes, and 27.2% of active homes for sales.

Cliffs & Reserve Interior Closed Homes 9-30-17; PENDING, ACTIVE							
Status	Ave. Sale Price	Ave. Ask Price	% Final Ask Price	Ave. D.O.M.	Count	Bank Own	
Cliffs' & Reserve Int Homes Sold YTD 9-30-17:	681,069	713,592	95.4%	301	13	2	
Cliffs' & Reserve Int Homes Sold YTD 9-30-16:	516,594	554,769	93.1%	199	13	1	
Difference:	164,475	158,823	2.3%	102	0	1	
Cliffs' & Reserve Int Homes Pending @ 10-3-17:	NA	754,500	NA	195	4	0	
Cliffs & Reserve Int Homes Active @ 10-3-17:	NA	825,502	NA	249	43	0	

Cliffs & Reserve Interior Closed Homes 9-30-14; 2015, 2016, 2017						
Status	Ave. Sale Price	Ave. Ask Price	% Final Ask Price	Ave. D.O.M.	Count	Bank Own
Cliffs' & Reserve Int Homes Sold YTD 9-30-14:	585,412	610,436	95.9%	341	11	4
Cliffs' & Reserve Int Homes Sold YTD 9-30-15:	615,250	647,906	95.0%	418	8	2
Cliffs' & Reserve Int Homes Sold YTD 9-30-16:	516,594	554,769	93.1%	199	13	1
Cliffs' & Reserve Int Homes Sold YTD 9-30-17:	681,069	713,592	95.4%	301	13	2

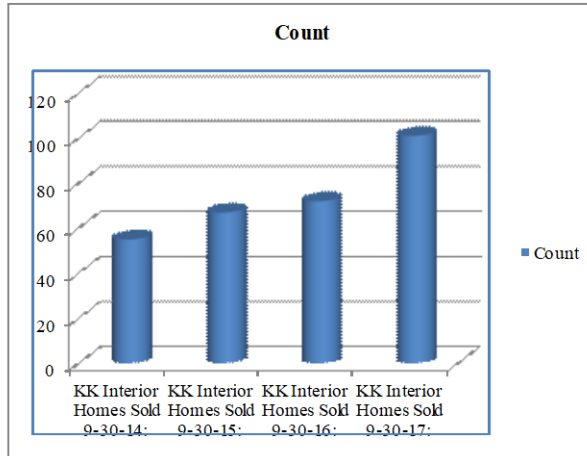
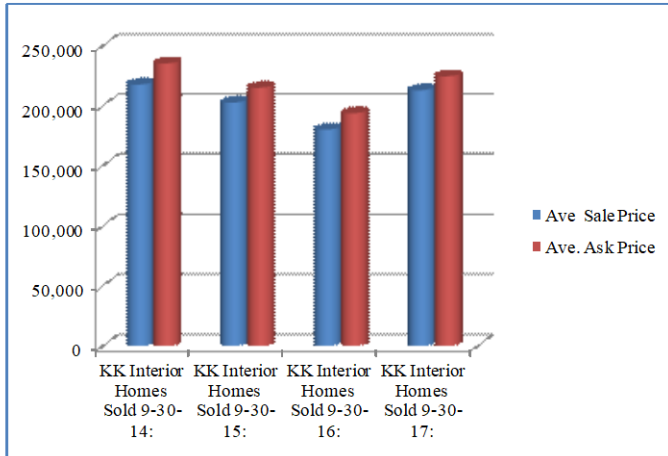


### KEOWEE KEY INTERIOR HOMES @ September 30, 2017: 4 YEAR COMPARISON

Interior homes sales, including condos, townhomes, and single family homes, continue to have their best year since 2014 when year-to-date sales were half of what they are now. Keowee Key represents approximately 69.2% of the entire interior Lake Keowee market for homes closed year-to-date; 17 of the 29 homes that are "pending" closing (58.6%); and 71 homes (63.9%) of the inventory available for sale.

Keowee Key Interior Homes Sold, Pending & Active YTD 9-30-17 vs 2016: Pending & Active						
Status	Ave Sale Price	Ave. Ask Price	% of Final Ask Price	Ave. D.O.M.	Count	Bank Own
KK Interior Homes Sold 9-30-17:	213,089	224,718	94.8%	NA	101	0
KK Interior Homes Sold 9-30-16:	180,260	193,887	93.0%	NA	72	4
Difference:	32,829	30,831	1.9%	NA	29	-4
KK Interior Homes Active 10-3-17:	NA	221,182	NA	NA	17	0
KK Interior Homes Active 10-3-17:	NA	203,923	NA	NA	71	2

Keowee Key Interior Homes Sold YTD 9-30-2014, 2015, 2016, 2017						
Status	Ave Sale Price	Ave. Ask Price	% of Final Ask Price	Ave. D.O.M.	Count	Bank Own
KK Interior Homes Sold 9-30-14:	217,800	235,358	92.5%	NA	55	5
KK Interior Homes Sold 9-30-15:	202,755	215,204	94.2%	NA	67	6
KK Interior Homes Sold 9-30-16:	180,260	193,887	93.0%	NA	72	4
KK Interior Homes Sold 9-30-17:	213,089	224,718	94.8%	NA	101	0



**SUMMARY OF INTERIOR HOMES:**

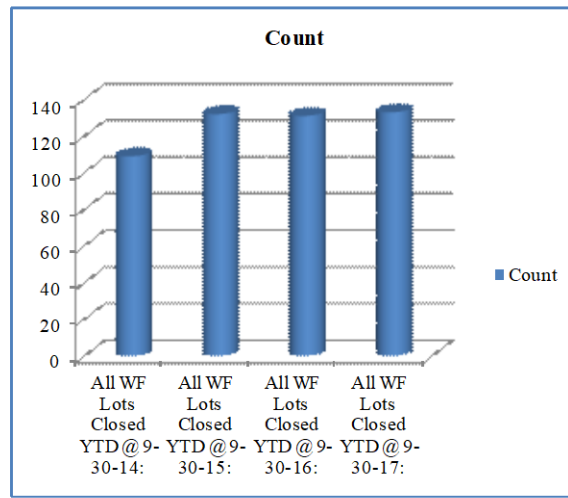
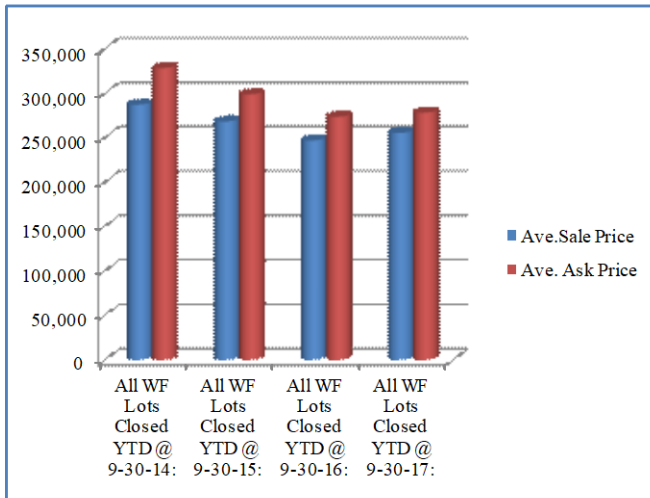
**Inventory is available in Waterside Crossing, The Summit, as well as other Lake Keowee communities but, most of the available homes are inside the gates of Keowee Key which has an average sales/closed price of \$213,080 y-t-d.**

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

**SUMMARY OF WATERFRONT LOT ACTIVITY:** There are 133 waterfront homesites closed this year through September 30, 2017, 29 of the lots were located in the combined Cliffs' Communities & The Reserve @ Lake Keowee. Keowee Key had none closed so far this year. Of the 28 "pending" that are awaiting closing, 5 are located in The Cliffs/Reserve and none in Keowee Key. Of the 429 active waterfront homesites, 178 are in The Cliffs/Reserve and 11 in Keowee Key.

Lake Keowee WF Lots YTD @ 9-30-17: Closed, Pending, Active						
Status	Ave. Sale Price	Ave. Ask Price	% of Final Ask Price	Ave. DOM	Count	Bank Own
All WF Lots Closed YTD @ 9-30-17:	255,374	278,123	91.8%	262	133	4
All WF Lots Closed YTD @ 9-30-16:	246,925	273,459	90.3%	218	131	6
Difference:	8,449	4,663	1.5%	44	2	-2
All WF Lots Pending YTD @ 10-9-17:	NA	300,289	NA	337	28	0
All WF Lots Active @ 10-07-17:	NA	312,582	NA	311	429	0
All WF Tract or Acreage Active @ 10-07-17:	NA	2,572,250	NA	33,218	4	0

Lake Keowee WF Lots YTD @ 9-30-14, 2015, 2016, 2017						
Status	Ave. Sale Price	Ave. Ask Price	% of Final Ask Price	Ave. DOM	Count	Bank Own
All WF Lots Closed YTD @ 9-30-14:	287,131	328,418	87.4%	223	109	19
All WF Lots Closed YTD @ 9-30-15:	268,188	298,880	89.7%	262	132	24
All WF Lots Closed YTD @ 9-30-16:	246,925	273,459	90.3%	218	131	6
All WF Lots Closed YTD @ 9-30-17:	255,374	278,123	91.8%	262	133	4



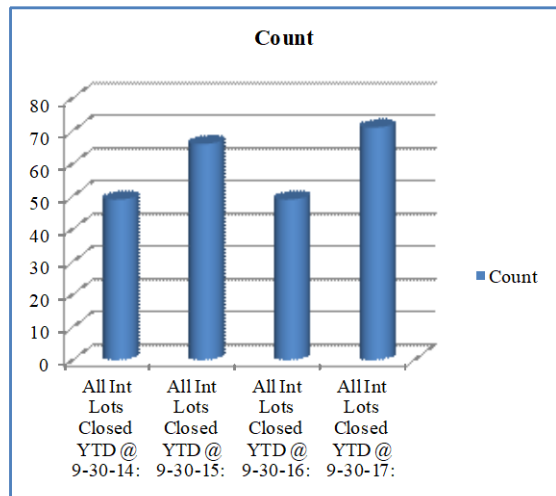
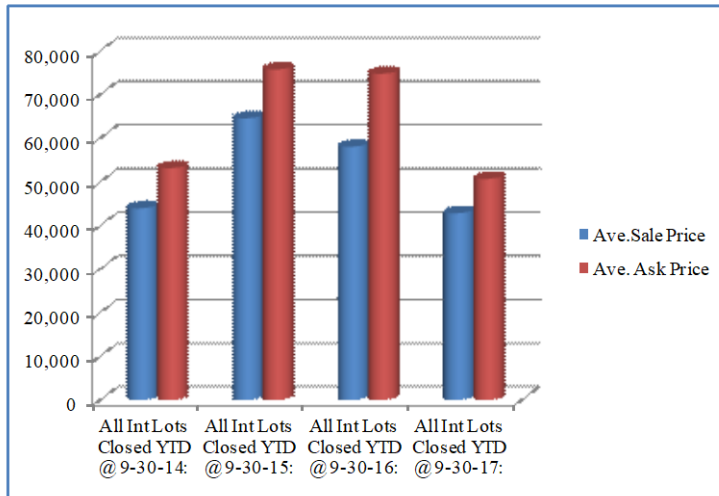
**ALL LAKE KEOWEE INTERIOR LOTS @ September 30,2017: 4 YEAR COMPARISON:**

**SUMMARY OF INTERIOR LOT ACTIVITY:** The number of lots closed this year over last year is up approximately **45%**. The average sales or closed price is down approximately **-35%**. Of the 71 interior lots closed, 23 were located in the four Cliffs Communities and The Reserve @ Lake Keowee. The lowest priced lot to sell actually was in The Reserve located on Top Ridge and it sold for \$250.00. Eight were located in Keowee Key and three of those were "amenity lots" and the amenity lots had an average sales price of \$17,667.

Lake Keowee Interior Lots YTD @ 9-30-17: Closed, Pending, Active							
Status	Ave. Sale Price	Ave. Ask Price	% of Final Ask Price	Ave. DOM	Count	Bank Own	
All Int Lots Closed YTD @ 9-30-17:	42,843	50,713	84.5%	247	71	9	
All Int Lots Closed YTD @ 9-30-16:	58,089	74,829	77.6%	237	49	8	
Difference:	-15,245	-24,117	6.9%	10	22	1	
All Int Lots Pending YTD @ 10-8-17:	NA	48,917	NA	393	6	0	
All Int. Lots Active @ 10-07-17:	NA	63,155	NA	319	320	19	

Lake Keowee Interior Lots YTD @ 9-30-14, 2015, 2016, 2017							
Status	Ave. Sale Price	Ave. Ask Price	% of Final Ask Price	Ave. DOM	Count	Bank Own	
All Int Lots Closed YTD @ 9-30-14:	43,958	53,184	82.7%	310	49	17	
All Int Lots Closed YTD @ 9-30-15:	64,593	75,779	85.2%	417	66	19	
All Int Lots Closed YTD @ 9-30-16:	58,089	74,829	77.6%	237	49	8	
All Int Lots Closed YTD @ 9-30-17:	42,843	50,713	84.5%	247	71	9	





**LAKE KEOWEE:** 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. If you want any additional information, please send an email so that we can assist you to wesellkeowee@gmail.com.

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. Also, 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, Wayne Edmonston,, Treasured Team Members  
**KELLER WILLIAMS LAKE KEOWEE OFFICE, SENECA, SC**  
[www.WeSellKeowee.com](http://www.WeSellKeowee.com)      [wesellkeowee@gmail.com](mailto:wesellkeowee@gmail.com)  
 Patti (864) 903-1234      Gary (864) 903-0312

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