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This is our 10th annual year-end Lake Keowee Report! Since 2005, we have been the leaders in communicating sales information for Lake Keowee area properties. Visit our newly revamped and informative website to view all of our year end newsletters at www.WeSellKeowee.com. We want informed buyers and sellers. We are all about knowledge and trust and building relationships that don't end at the closing table. The data below for 2014 is based upon Western Upstate MLS data as of January 4, 2015.

We have expanded our team! **Keller Williams** has become the leading brokerage in our area and we are so excited to be part of this national and international company. For 2014, Keller Williams was number one in sales volume and units closed and we were privileged to be their number one sales team. We have expanded and now our team includes Renee Baxter, Buyer Specialist, with over 16 years selling in this area; Lisa Vogel who is our specialist in The Reserve @ Lake Keowee, and David Vandeputte, our specialist in all things related to The Cliffs' Communities. We promise you will be in very good hands with extremely knowledgeable people.

The 2014 Lake Keowee INTERIOR Homes Market Report: Growth! Look at the table below for "All" interior homes and note that more units have closed each of the last three years. The average sold and the average "ask/list" prices are lower than 2013, but higher than 2012. Unit growth up 5.5%; average SOLD price is down about 12% compared to 2013, but up about 5% compared to 2012.

ALL LAKE KEOWEE INTERIOR HOMES CLOSED YTD 2014, 2013, 2012								
Status	Sold Price	Asking Price @ Sale	% Final List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
All Interior Homes Closed YTD @ 12-31-2014:	35,673,318	38,229,699	93.3%	205	268,220	287,441	133	16
All Interior Homes Closed YTD @ 12-31-2013:	37,900,662	41,079,783	92.3%	198	300,799	326,030	126	18
All Interior Homes Closed YTD @ 12-31-2012:	21,746,655	23,796,005	91.4%	229	255,843	279,953	85	10
Below: Pending & Active Interior Homes:								
All Int. Pending @ 01-04-15:	NA	4,485,800	NA	270	NA	280,363	16	1
All Int. Active @ 01-04-15:	NA	78,743,300	NA	267	NA	373,191	211	5

The Cliffs Communities' Interior home sales for the past three years are still in recovery:

THE CLIFFS INT HOMES CLOSED YTD 2014, 2013, 2012								
Status	Sold Price	Asking Price @ Sale	% Final List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
Int. Homes Closed YTD @ 12-31-2014:	3,951,000	4,315,900	91.5%	310	493,875	539,488	8	2
Int. Homes Closed YTD @ 12-31-2013:	9,998,900	11,183,800	89.4%	275	526,258	588,621	19	9
Int. Homes Closed YTD @ 12-31-2012:	4,862,000	5,300,900	91.7%	243	540,222	588,989	9	1
Below: Pending & Active Cliffs Interior Homes:								
The Cliffs Int. Homes Pending @ 01-04-15:	NA	NA	NA	NA	NA	NA	NA	NA
The Cliffs Int. Homes Active @ 01-04-15:	NA	21,544,500	NA	341	NA	828,635	26	0

The Reserve @ Lake Keowee Interior Homes: improvement in the average sold price and volume is flat.

THE RESERVE INTERIOR HOMES CLOSED 2014, 2013, 2012								
Status	Sold Price	Asking Price @ Sale	% Final List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
Int. Homes Closed YTD @ 12-31-2014:	5,496,530	5,742,700	96%	276	785,219	820,386	7	1
Int. Homes Closed YTD @ 12-31-2013:	4,351,800	4,443,800	92.3%	239	543,975	555,475	8	1
Int. Homes Closed YTD @ 12-31-2012:	0	0	0.0%	0	0	0	0	0
Below: Pending & Active Reserve Interior Homes:								
RESERVE Int. Homes Pending @ 01-04-2015:	NA	1,493,000	NA	276	NA	746,500	2	0
RESERVE Int. Homes Active @ 01-04-2015:	NA	13,377,700	NA	413	NA	955,550	14	0

KEOWEE KEY INTERIOR HOMES: This gated community with an array of amenities including 4 pickle ball courts, 14 tennis courts, 18 hole golf course, 2 water front marinas, 300 community boat slips, clubhouse, water front walking trail, fitness center with heated pool, event and activity center continues to show strength and stability. Almost 39% increase in units sold; prices are stable.

KEOWEE KEY INTERIOR HOMES CLOSED 2014, 2013, 2012								
Status	Sold Price	Asking Price @ Sale	% Final List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
Int Homes Closed YTD @ 12-31-14:	16,006,650	17,310,400	92.5%	203	213,422	230,805	75	7
Int Homes Closed YTD @ 12-31-13:	11,535,840	12,491,084	92.4%	229	213,627	231,316	54	7
Int Homes Closed YTD @ 12-31-12:	9,379,675	10,364,000	90.5%	246	199,568	220,511	47	7
Below: KK Pending & Active:								
KK Pending Int Homes @ 01-04-15:	NA	1,499,000	NA	355	NA	166,556	9	0
KK Active Int Homes @ 01-04-15:	NA	23,710,400	NA	273	NA	221,593	107	4

"ALL" LAKE KEOWEE WATER FRONT HOME SALES HAVE IMPROVED! UNIT VOLUME IS UP 17.5% OVER 2013: The trend is indeed improving for water front home sales. The improvement in the sold price since the end of 2012 is about 5%. Prices are very compelling and very competitive.

ALL LAKE KEOWEE WF HOMES CLOSED YTD 2014, 2013, 2012								
Status	Sold Price	Asking Price @ Sale	% Final List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
All WF Homes Closed YTD @ 12-31-2014:	104,628,647	113,688,217	92.0%	201	649,867	706,138	161	7
All WF Homes Closed YTD @ 12-31-2013:	92,389,981	101,625,398	90.9%	207	674,379	741,791	137	11
All WF Homes Closed YTD @ 12-31-2012:	89,232,126	100,475,999	88.8%	237	619,668	697,750	144	17
All WF Homes Pending & Active:								
All WF Homes Pending @ 12-31-2014:	NA	8,999,300	NA	254	NA	599,953	15	0
All WF Homes Active @ 12-31-2014:	NA	208,883,608	NA	239	NA	940,917	222	2

The 5 Cliffs' Water front communities combined: Improvement in units, prices, and the variance between sold and ask price.

THE CLIFFS WF HOMES CLOSED YTD 2014, 2013, 2012								
Status	Sold Price	Asking Price @ Sale	% Final List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
WF Homes Closed YTD @ 12-31-2014:	22,274,000	25,060,500	88.9%	310	1,310,235	1,474,147	17	2
WF Homes Closed YTD @ 12-31-2013:	13,656,000	15,660,499	87.2%	244	1,241,455	1,423,682	11	2
WF Homes Closed YTD @ 12-31-2012:	16,001,000	18,885,900	84.7%	281	1,066,733	1,259,060	15	4
Below: Pending & Active Cliffs Interior Homes:								
The Cliffs WF Homes Pending @ 01-04-15:	NA	579,000	NA	166	NA	579,000	1	0
The Cliffs WF Homes Active @ 01-04-15:	NA	58,107,900	NA	294	NA	2,003,721	29	0

The Reserve @ Lake Keowee Water front Home Sales: The "sold" prices are down from 2013, but up from 2012. Unit volume is flat.

RESERVE WF HOMES CLOSED YTD 2014, 2013, 2012								
Status	Sold Price	Asking Price @ Sale	% Final List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
WF Homes Closed YTD @ 12-31-2014:	6,929,000	7,616,900	91.0%	264	1,154,833	1,269,483	6	2
WF Homes Closed YTD @ 12-31-2013:	10,680,000	12,477,000	85.6%	260	1,780,000	2,079,500	6	0
WF Homes Closed YTD @ 12-31-2012:	5,714,000	7,188,000	79.5%	302	1,142,800	1,437,600	5	2
Below: Reserve Pending & Active:								
THE RESERVE WF Homes Pending @ 01-04-15:	NA	0	NA	0	NA	0	0	0
THE RESERVE WF Homes Active @ 01-04-15:	NA	31,929,899	NA	214	NA	1,878,229	17	0

Keowee Key Water front Home Sales: The demand for water front homes in Keowee Key is up in the units closed for three consecutive years. Sold prices are skewed due to a high dollar house closing in 2013 (\$1,400,000), which brought the average sold price up for that year.

KEOWEE KEY WF HOMES CLOSED YTD 2014, 2013, 2012								
Status	Sold Price	Asking Price @ Sale	% Final List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
WF Homes Closed YTD @ 12-31-14:	15,800,300	17,125,300	92.3%	260	493,759	535,166	32	1
WF Homes Closed YTD @ 12-31-13:	15,680,700	17,153,600	91.4%	257	560,025	612,629	28	1
WF Homes Closed YTD @ 12-31-12:	13,574,675	14,660,900	92.6%	297	522,103	563,881	26	0
Below: KK Pending & Active:								
KK Pending WF Homes @ 01-04-15:	NA	2,709,000	NA	528	NA	677,250	4	0
KK Active WF Homes @ 12-31-14:	NA	21,874,900	NA	229	NA	546,873	40	1

SUMMARY: LAKE KEOWEE IS A DESIRABLE AREA! GREAT WEATHER, STABLE PRICES, RECOVERING MARKET. Ask yourself this question, "what are you waiting for"?

- More buyers competing for your dream home?
- Missing an opportunity and wishing you had acted?
- Just be prepared and let us guide you in achieving your purpose.

LAKE KEOWEE LOTS: The first table is the SALES comparison for lots listed as "Lake Keowee" area at year-end for the past three years: 2014, 2013, 2012:

ALL LAKE KEOWEE INTERIOR LOTS CLOSED YTD @ 12-31-14; Pending & Active								
Status	Sold Price	Asking Price	% List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
All Int Lots Closed YTD @ 12-31-14:	3,534,112	4,213,827	83.9%	346	51,972	61,968	68	26
All Int Lots Closed YTD @ 12-31-13:	2,577,000	3,122,750	82.5%	209	40,905	49,567	63	31
All Int Lots Closed YTD @ 12-31-12:	3,563,879	4,314,748	82.60%	181	65,998	79,903	54	14
Below: All Pending & Active :								
All Int Pending @ 12-31-14:	NA	566,000	NA	460		62,889	9	5
All Int Lots Active @ 12-31-14:	NA	31,042,886	NA	395	NA	78,590	395	50

ALL LAKE KEOWEE WF LOTS CLOSED YTD @ 12-31-14; PENDING AND ACTIVE								
Status	Sold Price	Asking Price	% List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
All WF Lots Closed YTD @ 12-31-14:	37,390,300	43,268,800	86.4%	236	287,618	332,837	130	22
All WF Lots Closed YTD @ 12-31-13:	36,357,050	42,624,185	85.3%	216	271,321	318,091	134	34
All WF Lots Closed YTD @ 12-31-12:	30,926,525	36,376,997	85.00%	245	273,687	321,920	113	25
Below: All Pending & Active :								
All WF Lots Pending @ 12-31-2014:	NA	7,618,800	NA	289	NA	380,940	20	4
All WF Lots Active @ 12-31-2014:	NA	132,520,975	NA	387	NA	323,222	410	25

The Cliffs' Communities: The interior and water front "sold" lots are combined below for the past two years ending 2014 and 2013:

Cliffs Interior & WF Lots Closed YTD 2014 vs 2013; Pending & Active								
Status	Sold Price	Asking Price	% List Price	Ave .DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
Cliffs Int Lots Closed YTD @ 12-31-14:	1,822,024	2,172,100	83.9%	522	72,880	86,884	25	12
Cliffs Int Lots Closed YTD @ 12-31-13:	1,073,900	1,308,550	82.1%	243	51,138	62,311	21	16
Difference Year-over-year:	748,124	863,550	1.8%	279	21,742	24,573	4	-4
Cliffs WF Lots Closed YTD @ 12-31-14:	15,168,900	17,452,400	86.9%	387	459,663	528,860	33	8
Cliffs WF Lots Closed YTD @ 12-31-13:	9,891,900	11,938,085	82.9%	140	366,367	442,151	27	10
Difference Year-over-year:	5,277,000	5,514,315	4.1%	247	93,296	86,709	6	-2
Cliffs Int Lots Pending @ 12-31-14:	NA	385,000	NA	424	NA	192,500	2	1
Cliffs WF Lots Pending @ 12-31-14:	NA	2,959,900	NA	339	NA	493,317	6	2
Cliffs Int Lots Active @ 12-31-2014:	NA	11,384,498	NA	453	NA	117,366	97	27
Cliffs WF Lots Active @ 12-31-2014:	NA	42,953,477	NA	334	NA	466,886	92	5

The Reserve @ Lake Keowee: The interior and water front "sold" lots are combined for the past two years ending 2014 and 2013:

RESERVE LOTS CLOSED YTD @ 12-31-14; PENDING AND ACTIVE								
Status	Sold Price	Asking Price	% List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
Reserve Int Lots Closed YTD @ 12-31-14:	500,000	599,200	83.4%	318	50,000	59,920	10	4
Reserve Int Lots Closed YTD @ 12-31-13:	433,700	518,900	83.6%	292	54,213	64,863	8	5
Difference Year-over-year:	66,300	80,300	-0.1%	26	-4,213	-4,943	2	-1
Reserve WF Lots Closed YTD @ 12-31-14:	3,010,000	3,534,400	85.2%	183	250,833	294,533	12	2
Reserve WF Lots Closed YTD @ 12-31-13:	9,068,250	10,314,900	87.9%	216	412,193	468,859	22	6
Difference Year-over-year:	-6,058,250	-6,780,500	-2.8%	-33	-	161,360	-10	-4
Reserve WF Lots Pending @ 12-31-14:	NA	99,000	NA	398	NA	99,000	1	0
Reserve Int Active@ 12-31-14:	NA	4,756,195	NA	256	NA	121,954	39	3
Reserve Int Active@ 12-31-14:	NA	26,002,699	NA	298	NA	500,052	52	2

KEOWEE KEY LOTS: One water front lot closed in 2014 and none in 2013. Three of the five interior lots closed in 2014 were full amenity lots.

KEOWEE KEY LOTS CLOSED YTD @ 12-31-14; PENDING AND ACTIVE								
Status	Sold Price	Asking Price	% List Price	Ave. DOM	Ave Sold Price	Ave. List Price	Count	Bank Own
KK Int Lots Closed YTD @ 12-31-14:	70,500	91,200	77.3%	85	14,100	18,240	5	0
KK Int Lots Closed YTD @ 12-31-13:	91,900	129,300	71.1%	165	11,488	16,163	8	1
Difference Year-over-year:	-21,400	-38,100	6.2%	-80	2,613	2,078	-3	-1
KK WF Lots Closed YTD @ 12-31-14:	110,000	175,000	62.9%	433	110,000	175,000	1	0
KK WF Lots Closed YTD @ 12-31-13:	0	0	NA	0	0		0	0
Difference Year-over-year:	110,000	175,000	62.9%	433	110,000	175,000	1	0
KK Int Lots Pending@ 12-31-14:		32,000		306		16,000	2	0
KK Int Lots Active @ 12-31-14:	NA	1,195,199	NA	498	NA	22,551	53	2
KK WF Lots Active @ 12-31-14:	NA	2,255,900	NA	459		173,531	13	0

LAKE KEOWEE COMMUNITIES are not limited to the ones above, which are simply the golf course and water front communities. This gorgeous lake is approximately 21 miles long and is comprised of all types of neighborhoods, some gated and some not. The Crescent Communities include Waterford Pointe, Waterford, Waterford Ridge, Wynward Pointe, Waterside Crossing, South Oak Point, Crestview, The Summit, East Shores, Beacon Shores, Emerald Pointe, Point Harbor I & II, Southwind, North Harbor, and Cane Creek Landing. Other communities are Keowee Bay, Keowee Harbours, Turtlehead, Bay Ridge, Port Santorini, Stoneledge, Harbor Pointe, Knots Landing, The Woods, Wellington Pointe, Peninsula Pointe (brand new with three phases), The Oaks (also brand news) and the Outer Banks.

OUR WEBSITE IS RENEWED, AGAIN! We are constantly trying to stay ahead of the competition and provide a wealth of information so we engaged a very knowledgeable IT person (and neighbor!) for his expertise. We hope you will find it very much improved. Please look for our blogs! We hope you will follow us.

EXCEL SPREAD SHEETS: Our email edition of the newsletter is packed with Excel spread sheets. Our EXCEL spreadsheets enable 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 the subdivision name and you will see all of its 2014 activity: closed, under contract, and currently available at the time of the newsletter. 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. These worksheets are not protected so that you, as a user, can do your own searching and scenarios. We just want to make it easy for folks that like to utilize their own parameters. In each of our Excel workbooks, there are individual sheets for The Cliffs, The Reserve, and Keowee Key.

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. We would be honored if you would pass on our newsletter. 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 Team

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