



Patti & Gary Cason Group - Keller Williams Realty

13th ANNUAL LAKE KEOWEE NEWSLETTER 2017

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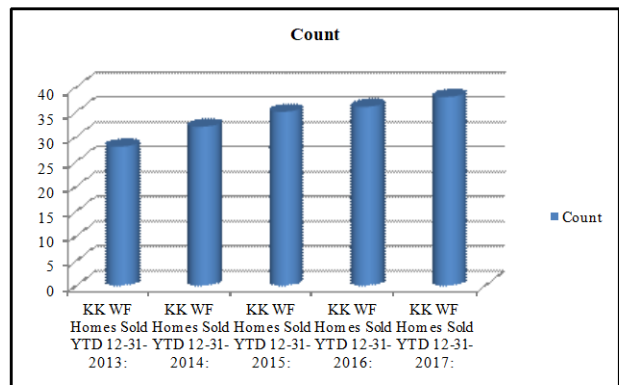
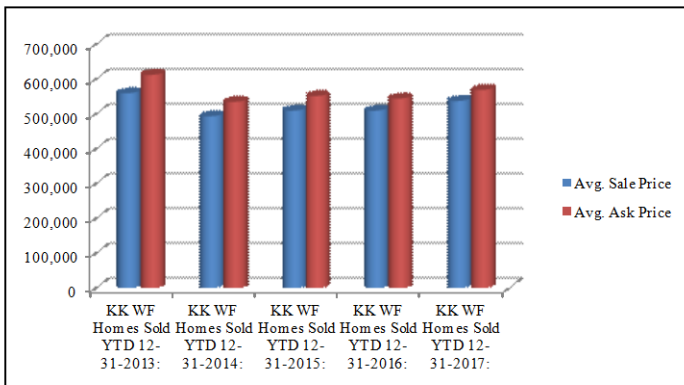
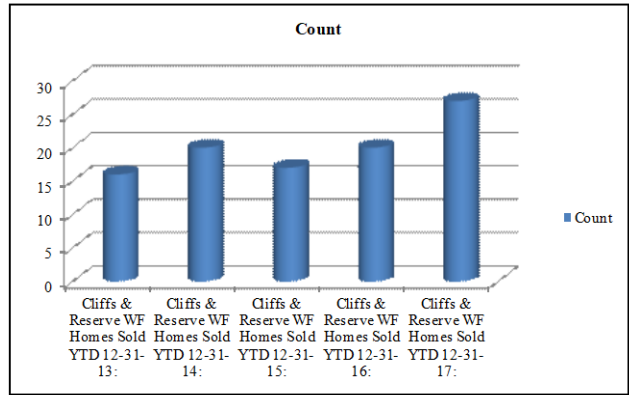
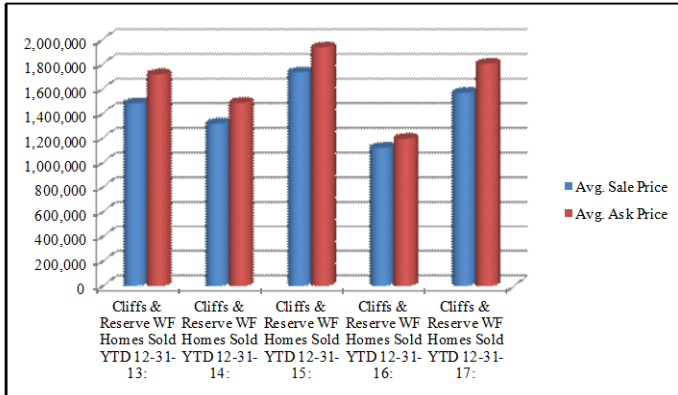
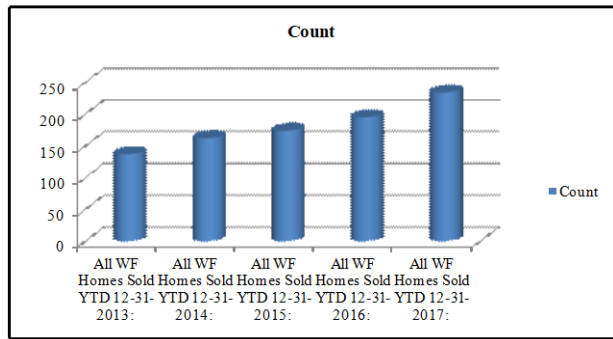
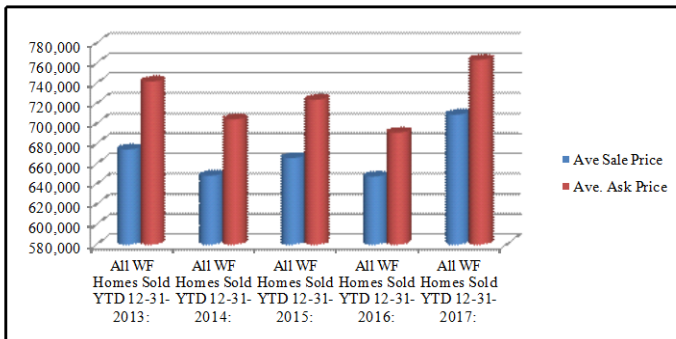
January 8, 2018

This is our 13th Annual Lake Keowee Newsletter and we are closing out 2017 and heading into 2018 with huge Lake Keowee momentum! This is the same opening line from last year's newsletter. Let's begin with the Lake Keowee Waterfront Home sales starting with All communities combined and then the large, gated, golf and tennis, waterfront communities. We combined the four Cliffs' communities on Lake Keowee with The Reserve@Lake Keowee followed by the Keowee Key waterfront home sales. We placed a "filter" on the Subdivision column of our Excel worksheets so that any of you that like to drill down into various subdivisions are able to do so by clicking the subdivision(s) in the drop-down box. You can do as many or as few as you wish. If you want to see Waterside Crossing, Waterford Pointe, Wynward Pointe, Waterford Ridge, and Waterford, you can include all of those subdivisions to see the entire year's sales. Just select the communities that interest you.

Lake Keowee WF Homes YTD 12-31-17 comparison 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Ave Sale Price	Ave. Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
All WF Homes Sold YTD 12-31-2017:	165,885,164	178,635,118	708,911	763,398	92.9%	127	234	5
All WF Homes Sold YTD 12-31-2016:	126,259,113	134,748,490	647,483	691,018	93.7%	170	195	2
Difference:	39,626,051	43,886,628	61,428	72,380	-0.8%	-43	39	3
All WF Homes Sold YTD 12-31-2015:	115,865,950	125,928,538	665,896	723,727	92.0%	156	174	1
All WF Homes Sold YTD 12-31-2014:	105,016,147	114,088,117	648,248	704,248	92.0%	195	162	7
All WF Homes Sold YTD 12-31-2013:	92,389,981	101,625,398	674,379	741,791	90.9%	207	137	11
All WF Homes Pending @ 01-01-18:	NA	27,827,399	NA	1,159,475	NA	208	24	0
All WF Homes Pending @ 01-01-17:	NA	12,585,599	NA	839,040	NA	259	15	1
All WF Homes Active @ 01-01-18:	NA	137,069,517	NA	1,202,364	NA	210	114	1
All WF Homes Active @ 01-01-17:	NA	179,001,891	NA	1,140,139	NA	218	157	1

The Cliffs & The Reserve WF Homes YTD 12-31-2017 comparison 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Avg. Sale Price	Avg. Ask Price	% of Ask Price	Avg. D.O.M.	Count	Bank Own
Cliffs & Reserve WF Homes Sold YTD 12-31-17:	42,279,625	48,681,647	1,565,912	1,803,024	86.8%	202	27	0
Cliffs & Reserve WF Homes Sold YTD 12-31-16:	22,396,931	23,885,000	1,119,847	1,194,250	93.8%	244	20	0
Difference:	19,882,694	24,796,647	446,065	608,774	-6.9%	-41	7	0
Cliffs & Reserve WF Homes Sold YTD 12-31-15:	29,453,000	32,900,000	1,732,529	1,935,294	89.5%	170	17	0
Cliffs & Reserve WF Homes Sold YTD 12-31-14:	26,338,000	29,734,400	1,316,900	1,486,720	88.6%	327	20	4
Cliffs & Reserve WF Homes Sold YTD 12-31-13:	23,687,500	27,448,499	1,480,469	1,715,531	86.3%	244	16	2
Cliffs & Reserve WF Homes Pending @ 01-01-18:	NA	15,747,000	NA	1,749,667	NA	337	9	0
Cliffs & Reserve WF Homes Pending @ 01-01-17:	NA	4,869,000	NA	1,623,000	NA	337	3	0
Cliffs & Reserve WF Homes Active @ 01-01-18:	NA	89,482,747	NA	1,864,224	NA	258	48	0
Cliffs & Reserve WF Homes Active @ 01-01-17:	NA	98,798,747	NA	1,975,975	NA	269	50	0

KK WF Homes YTD 12-31-2017 comparison 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Avg. Sale Price	Avg. Ask Price	% of Ask Price	Avg. D.O.M.	Count	Bank Own
KK WF Homes Sold YTD 12-31-2017:	20,437,124	21,630,899	537,819	569,234	94.5%	131	38	0
KK WF Homes Sold YTD 12-31-2016:	18,350,560	19,604,900	509,738	544,581	93.6%	202	36	0
Difference:	2,086,564	2,025,999	28,081	24,654	0.9%	-71	2	0
KK WF Homes Sold YTD 12-31-2015:	17,842,500	19,314,399	509,786	551,840	92.4%	206	35	1
KK WF Homes Sold YTD 12-31-2014:	15,800,300	17,125,300	493,759	535,166	92.3%	260	32	1
KK WF Homes Sold YTD 12-31-2013:	15,680,700	17,153,600	560,025	612,629	91.4%	257	28	1
KK WF Homes Pending @ 01-01-18:	NA	1,637,500	NA	545,833	NA	105	3	0
KK WF Homes Pending @ 01-01-17:	NA	1,697,000	NA	565,667	NA	306	3	0
KK WF Homes Active @ 01-01-18:	NA	7,174,500	NA	652,227	NA	158	11	0
KK WF Homes Active @ 01-01-17:	NA	11,548,900	NA	679,347	NA	169	17	0



SUMMARY OF LAKE KEOWEE WATERFRONT HOME SALES IN 2017: The volume of homes closed was up 20% over 2016, which was up 12.07% over 2015. The number of homes closed in 2017 totaled 234 compared to 195 homes closed in 2016. The Cliffs/Reserve accounted for 11.5% (27 WF homes) of the total while Keowee Key represented 16.2% of the total (38 WF homes). The average Sales price was up across the board with all of the WF homes up an average of 9.5%, Cliffs/Reserve average Sales price soared 39.8%, and Keowee Key WF was up an average of 5.5%. **There were 24 "Pending" WF homes** scheduled to close compared to 15 last year. The inventory levels were **114 WF homes** per the MLS (Multiple Listing Service) compared to 157 listed waterfront homes at the end of last year.

The average Sales price for 2017 was \$708,911, up an average of \$61,428. The average ask price, or listing price, was \$763,398, up \$72,380. **It took almost nine years for the waterfront home recovery on Lake Keowee.**

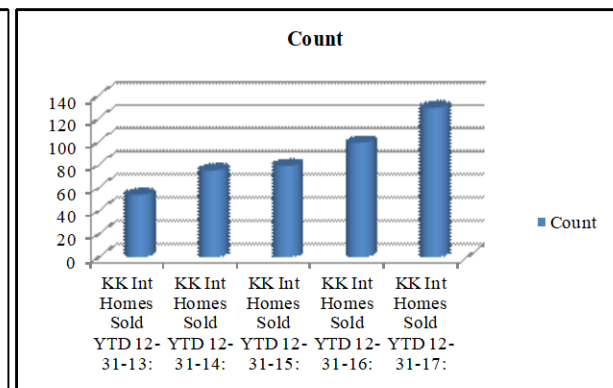
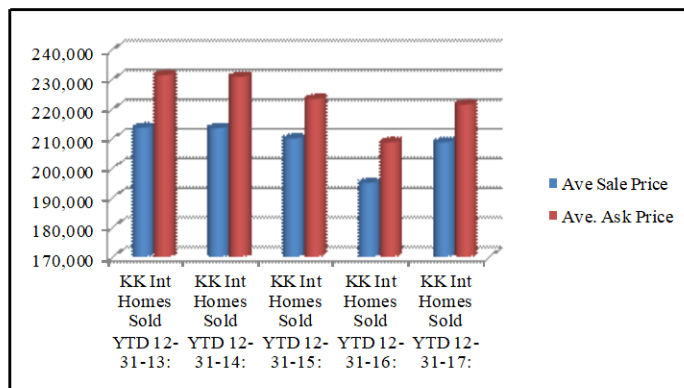
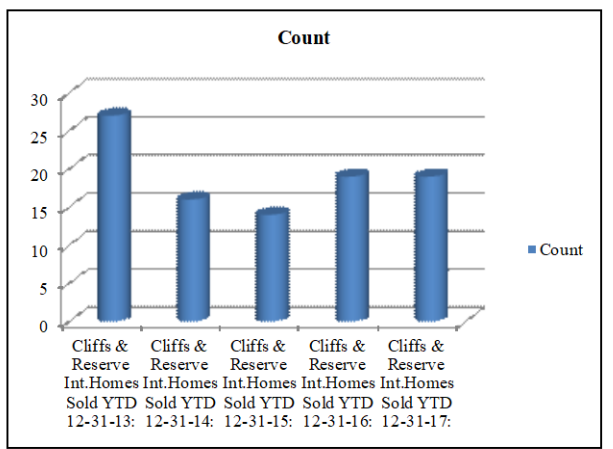
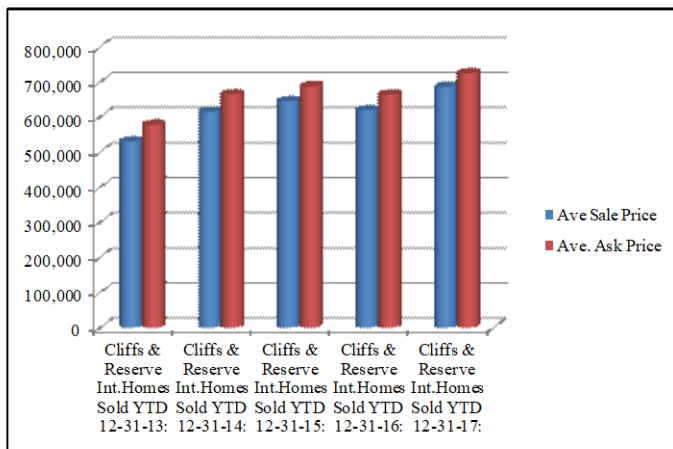
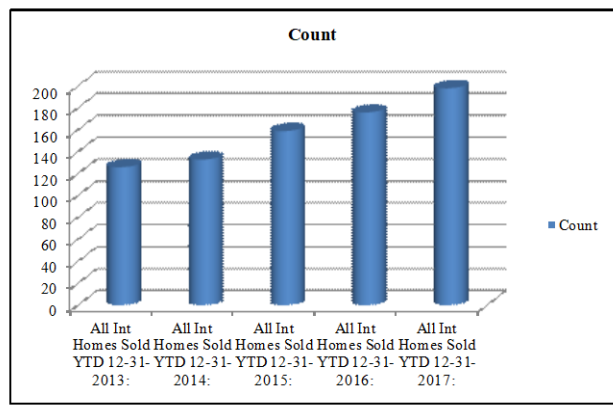
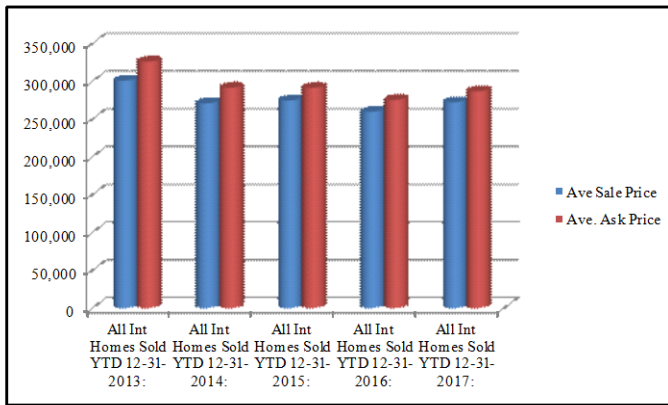
The Lake Keowee Interior Homes activity for 2017 5-YR Comparison: We begin with ALL of the communities on Lake Keowee and the total sales for 2017 followed by the large, gated, golf & tennis communities with water access for interior homeowners with the Cliffs' & The Reserve@Lake Keowee, followed by Keowee Key. Again, if you want to use our Excel spreadsheets and do a detailed search of activity in any or many combined subdivisions, use the drop-down box over the Subdivision column and select (or de-select) the communities that interest you.

Lake Keowee Interior Homes YTD 12-31-2017, 2016, 2015 , 2014, 2013								
Status	Final Sold Price	Final Asking Price	Ave Sale Price	Ave. Ask Price	% of Ask Price	Ave. DOM	Count	Bank Own
All Int Homes Sold YTD 12-31-2017:	53,881,081	56,771,818	272,127	286,726	94.9%	135	198	3
All Int Homes Sold YTD 12-31-2016:	45,663,676	48,471,524	259,453	275,406	94.2%	156	176	14
Difference:	8,217,405	8,300,294	12,674	11,320	0.7%	-21	22	-11
All Int Homes Sold YTD 12-31-2015:	43,649,745	46,305,968	274,527	291,233	94.3%	187	159	13
All Int Homes Sold YTD 12-31-2014:	36,015,068	38,749,799	270,790	291,352	92.9%	204	133	16
All Int Homes Sold YTD 12-31-2013:	37,900,662	41,079,783	300,799	326,030	92.3%	198	126	18
All Int Homes Pending @ 01-03-18:	NA	7,692,597	NA	284,911	NA	246	27	0
All Int Homes Pending @ 01-03-17:	NA	4,599,000	NA	287,438	NA	155	16	0
All Int Homes Active @ 01-03-18:	NA	54,445,075	NA	439,073	NA	203	124	2
All Int Homes Active @ 01-03-17:	NA	63,224,698	NA	413,233	NA	205	153	0

Cliffs & Reserve Int Homes YTD 12-31-2017, 2016, 2015 , 2014, 2013								
Status	Final Sold Price	Final Ask Price	Ave Sale Price	Ave. Ask Price	% of Ask Price	D.O.M	Count	Bank Own
Cliffs & Reserve Int.Homes Sold YTD 12-31-17:	13,045,400	13,788,695	686,600	725,721	94.6%	288	19	2
Cliffs & Reserve Int.Homes Sold YTD 12-31-16:	11,787,717	12,628,900	620,406	664,679	93.3%	262	19	2
Difference:	1,257,683	1,159,795	66,194	61,042	1.3%	26	0	0
Cliffs & Reserve Int.Homes Sold YTD 12-31-15:	9,044,000	9,638,750	646,000	688,482	93.8%	375	14	2
Cliffs & Reserve Int.Homes Sold YTD 12-31-14:	9,851,780	10,653,600	615,736	665,850	92.5%	280	16	5
Cliffs & Reserve Int.Homes Sold YTD 12-31-13:	14,350,700	15,627,600	531,507	578,800	91.8%	264	27	10
Cliffs & Reserve Int Homes Pending @ 01-04-18:	NA	999,000	NA	999,000	NA	337	1	0
Cliffs & Reserve Int Homes Pending @ 01-04-17:	NA	474,000	NA	474,000	NA	0	1	0
Cliffs & Reserve Int. Homes Active @ 01-04-18:	NA	31,382,098	NA	848,165	NA	288	37	0
Cliffs & Reserve Int Homes Active @ 01-04-17:	NA	33,443,799	NA	815,702	NA	289	41	2

Keowee Key Interior Homes YTD 12-31-17, 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Ask Price	Ave Sale Price	Ave. Ask Price	% of Ask Price	Ave. DOM	Count	Bank Own
KK Int Homes Sold YTD 12-31-17:	26,919,331	28,560,823	208,677	221,402	94.3%	134	129	0
KK Int Homes Sold YTD 12-31-16:	19,303,571	20,662,421	194,986	208,711	93.4%	157	99	6
Difference:	7,615,760	7,898,402	13,691	12,690	0.8%	-23	30	-6
KK Int Homes Sold YTD 12-31-15:	16,581,601	17,639,900	209,894	223,290	94.0%	197	79	6
KK Int Homes Sold YTD 12-31-14:	16,006,650	17,310,400	213,422	230,805	92.5%	203	75	7
KK Int Homes Sold YTD 12-31-13:	11,535,840	12,491,084	213,627	231,316	92.4%	229	54	7
KK Int Homes Pending @ 01-01-18:	NA	3,894,698	NA	229,100	NA	233	17	0
KK Int Homes Pending @ 01-01-17:	NA	1,877,600	NA	234,700	NA	104	8	0
KK Int Homes Active @ 01-01-18:	NA	10,883,077	NA	197,874	NA	180	55	4
KK Int Homes Active @ 01-01-17:	NA	19,389,299	NA	220,333	NA	206	88	0

The charts below show the 5-year comparison for Average Sales vs. Ask Price as well as the Count, which represents the number of homes closed. We begin with "All" of the Lake Keowee interior homes followed by the Cliffs/Reserve combined communities, and Keowee Key.



Interior homes (off water): There was a **12.5% increase** in the number of interior homes closed in 2017 compared to last year's **10.69%** growth. The average sales price per home increased **4.9%** compared to last year's decreased sales price of **-5.81%**. The combined Cliffs/Reserve communities represented **9.6%** of the total homes while Keowee Key represented **65.2%**. There were **27** "pending" homes scheduled to close compared to 16 last year. The inventory decreased by **-29** homes with the inventory standing at 124 homes compared to 153 homes listed for sale at the end of last year. That is a **-23.34%** decrease in interior home inventory. The inventory continues to decrease from 211 homes on 01-01-2015 to 177 homes on 01-01-2016 to 153 homes on 01-01-2017 to 124! Each category saw strength in number of homes closed as well as price increases. The overall price increase year-over-year was \$12,674 per home (4.9%), with the Cliffs/Reserve showing the highest increase at \$66,194 per home and Keowee Key averaging \$13,691 per home.

ALL LAKE KEOWEE WATERFRONT LOTS/HOMESITES ACTIVITY: 5-YR COMPARISON: We begin with "All" interior homes followed by separate tables for The Cliffs, The Reserve, and Keowee Key.

Lake Keowee WF Lots YTD 12-31-2017 comparison 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Ave Sale Price	Ave Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
All WF Lots Sold YTD 12-31-17:	48,149,656	52,368,989	258,869	281,554	91.9%	272	186	9
All WF Lots Sold YTD 12-31-16:	40,361,801	44,544,459	249,147	274,966	90.6%	215	162	7
Difference:	7,787,855	7,824,530	9,722	6,588	1.3%	57	24	2
All WF Lots Sold YTD 12-31-15:	45,282,000	50,382,800	263,267	292,923	89.9%	253	172	30
All WF Lots Sold YTD 12-30-14:	37,390,300	43,268,800	287,618	332,837	86.4%	236	130	22
All WF Lots Sold YTD 12-30-13:	36,357,050	42,624,185	271,321	318,091	85.3%	216	134	34
All Pending WF Lots @ 01-01-18:	NA	8,280,500	NA	318,481	NA	241	26	1
All Pending WF Lots @ 01-01-17:	NA	6,048,200	NA	288,010	NA	379	21	1
All Active WF Lots @ 01-01-18:	NA	123,655,404	NA	319,523	NA	344	387	6
All Active WF Lots @ 01-01-17:	NA	138,188,684	NA	316,221	NA	322	437	8

Cliffs' Communities WF Lots YTD 12-31-2017 comparison 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Ave Sale Price	Ave Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
Cliffs' WF Lots Sold YTD 12-31-17:	11,985,500	13,023,797	374,547	406,994	92.0%	336	32	3
Cliffs' WF Lots Sold YTD 12-31-16:	10,408,900	11,723,100	371,746	418,682	88.8%	349	28	5
Difference:	1,576,600	1,300,697	2,800	-11,688	3.2%	-13	4	-2
Cliffs' WF Lots Sold YTD 12-31-15:	17,087,400	18,724,200	379,720	416,093	91.3%	279	45	10
Cliffs' WF Lots Sold YTD 12-31-14:	14,953,900	17,227,400	467,309	538,356	86.8%	411	32	8
Cliffs' WF Lots Sold YTD 12-31-13:	9,891,900	11,938,085	366,367	442,151	82.9%	140	27	10
Cliffs WF Lots Pending @ 01-01-18:	NA	2,896,000	NA	579,200	NA	223	5	0
Cliffs WF Lots Pending @ 01-01-17:	NA	2,058,500	NA	514,625	NA	362	4	0
Cliffs' Active WF Lots @ 01-01-18:	NA	42,534,174	NA	443,064	NA	327	96	3
Cliffs Active WF Lots @ 01-01-17:	NA	47,883,573	NA	488,608	NA	337	98	0

The Reserve@Lake Keowee WF Lots YTD 12-31-2017 comparison 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Ave Sale Price	Ave Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
Reserve WF Lots Sold YTD 12-31-17:	5,337,456	6,039,199	410,574	464,554	88.4%	248	13	1
Reserve WF Lots Sold YTD 12-31-16:	3,972,500	4,376,000	441,389	486,222	90.8%	140	9	0
Difference:	1,364,956	1,663,199	-30,815	-21,668	-2.4%	108	4	1
Reserve WF Lots Sold YTD 12-31-15:	5,345,800	6,049,000	411,215	465,308	88.4%	209	13	2
Reserve WF Lots Sold YTD 12-31-14:	3,010,000	3,534,400	250,833	294,533	85.2%	183	12	2
Reserve WF Lots Sold YTD 12-31-13:	9,068,250	10,314,900	412,193	468,859	87.9%	140	22	6
Reserve WF Lots Pending @ 01-01-18:	NA	628,000	NA	314,000	NA	119	2	0
Reserve WF Lots Pending @ 01-01-17:	NA	919,900	NA	306,633	NA	277	3	0
The Reserve Active WF Lots @ 01-01-18:	NA	24,570,800	NA	431,067	NA	270	57	1
The Reserve Active WF Lots @ 01-01-17:	NA	58,926,200	NA	879,496	NA	299	67	0

Keowee Key WF Lots YTD 12-31-2017 comparison 2016,2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Ave Sale Price	Ave Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
KK WF Lots Sold YTD 12-31-17:	0	0	0	0	0.0%	0	0	0
KK WF Lots Sold YTD 12-31-16:	508,500	547,900	101,700	109,580	92.8%	71	5	0
KK WF Lots Sold YTD 12-31-15:	377,500	468,400	94,375	117,100	80.6%	428	4	0
KK WF Lots Sold YTD 12-31-14:	110,000	175,000	110,000	175,000	62.9%	433	1	0
KK WF Lots Sold YTD 12-31-13:	0	0	0	0	0.0%	0	0	0
KK WF Lots Pending @ 01-01-18:	NA	NA	NA	NA	NA	0	0	0
KK WF Lots Pending @ 01-01-17:	NA	NA	NA	NA	NA	0	0	0
KK Active WF Lots @ 01-01-18:	NA	764,400	NA	109,200	NA	164	7	0
KK Active WF Lots @ 01-01-17:	NA	1,453,300	NA	161,478	NA	236	9	0

SUMMARY OF WATERFRONT LOT ACTIVITY: The volume growth was up 14.8% and prices increased 3.9%. The Cliffs represented 17.2% of the total lots closed with <1% price increase. The Reserve represented 7% of the total with a decrease in average sales price of -7%. No waterfront lots sold in Keowee Key in 2017.

ALL LAKE KEOWEE INTERIOR LOTS/HOMESITES: 5-YR COMPARISON. The first table is the entire group of interior homesites followed by the subsets for The Cliffs, The Reserve@Lake Keowee, and Keowee Key.

All Lake Keowee Interior Lots YTD 12-31-2017 comparison 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Ave Sale Price	Ave Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
All Int. Lots Sold YTD 12-31-17:	4,626,880	5,323,898	48,704	56,041	86.9%	252	95	9
All Int. Lots Sold YTD 12-31-16:	3,756,429	4,867,411	52,173	67,603	77.2%	244	72	11
Difference:	870,451	456,487	-3,469	-11,562	9.7%	8	23	-2
All Int. Lots Sold YTD 12-31-15:	5,243,905	6,157,989	60,976	71,605	85.2%	386	86	26
All Int. Lots Sold YTD 12-31-14:	3,553,112	4,233,827	51,494	61,360	83.9%	342	69	26
All Int. Lots Sold YTD 12-31-13:	2,577,000	3,122,750	40,905	49,567	82.5%	216	63	31
All Int.Lots Pending @ 01-05-18:	NA	458,400	NA	41,673	NA	169	11	0
All Int.Lots Pending @ 01-05-17:	NA	513,200	NA	42,767	NA	245	12	3
All Int. Lots Active @ 01-01-18:	NA	20,051,776	NA	56,011	NA	292	358	20
All Int. Lots Active @ 01-01-17:	NA	18,987,801	NA	65,702	NA	319	289	17

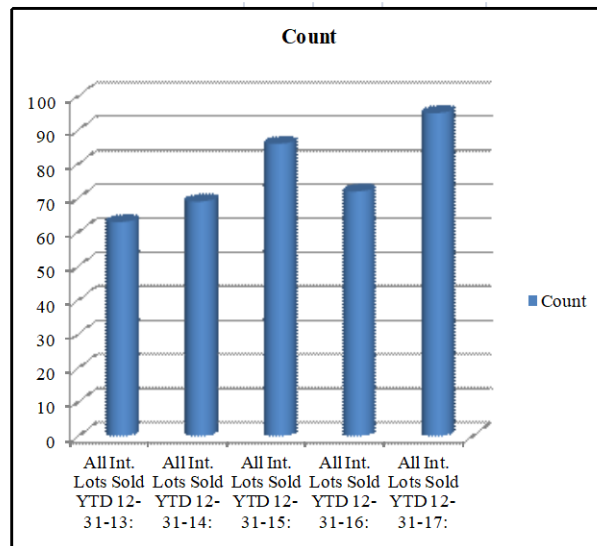
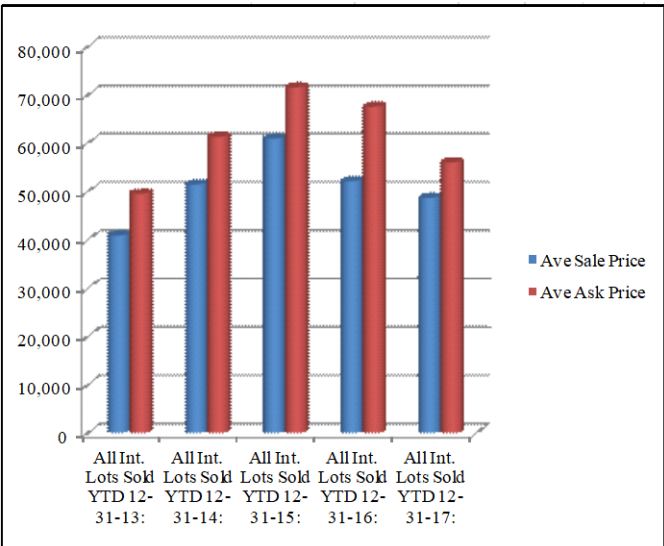
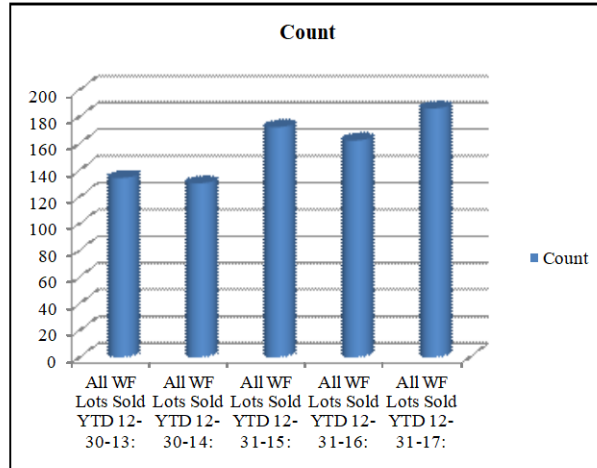
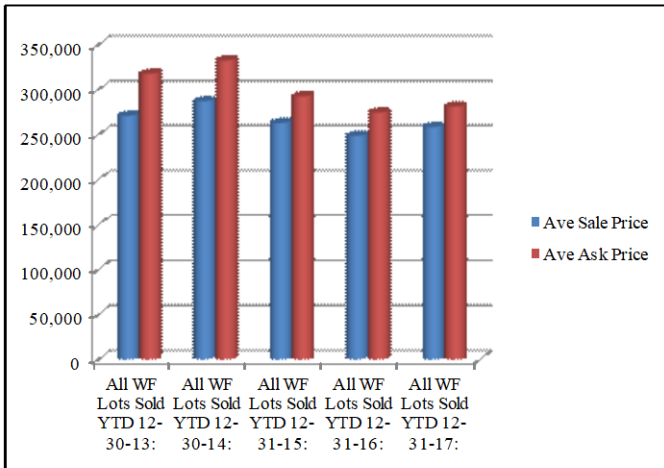
Cliffs' Communities Int Lots YTD 12-31-2017 comparison 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Ave Sale Price	Ave Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
Cliffs' Int. Lots Sold YTD 12-31-17:	1,958,331	2,290,400	63,172	73,884	85.5%	318	31	8
Cliffs' Int. Lots Sold YTD 12-31-16:	1,980,499	2,675,972	110,028	148,665	74.0%	360	18	2
Difference:	-22,168	-385,572	-46,856	-74,781	11.5%	-42	13	6
Cliffs' Int. Lots Sold YTD 12-31-15:	2,482,495	2,698,400	146,029	158,729	92.0%	326	17	8
Cliffs' Int. Lots Sold YTD 12-31-14:	1,822,024	2,172,100	72,881	86,884	83.9%	411	25	14
Cliffs' Int. Lots Sold YTD 12-31-13:	1,073,900	1,308,550	51,138	62,312	82.1%	243	21	16
Cliffs' Int. Lots Pending @ 01-05-18:	NA	0	NA	NA	NA	NA	0	0
Cliffs' Int. Lots Pending @ 01-05-17:	NA	49,900	NA	12,475	NA	680	4	3
Cliffs' Int. LotsActive @ 01-05-18:	NA	7,782,521	NA	106,610	NA	336	73	13
Cliffs' Int. LotsActive @ 01-05-17:	NA	5,715,789	NA	100,277	NA	341	57	9

The Reserve@Lake Keowee Int. Lots YTD 12-31-2017 comparison 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Ave Sale Price	Ave Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
Reserve Int. Lots Sold YTD 12-31-17:	252,750	273,750	42,125	45,625	92.3%	349	6	0
Reserve Int. Lots Sold YTD 12-31-16:	501,500	639,900	55,722	71,100	78.4%	282	9	0
Difference:	-248,750	-366,150	-13,597	-25,475	14.0%	67	-3	0
Reserve Int. Lots Sold YTD 12-31-15:	704,600	848,900	88,075	106,113	83.0%	230	8	1
Reserve Int. Lots Sold YTD 12-31-14:	500,000	599,200	50,000	59,920	83.4%	318	10	4
Reserve Int. Lots Sold YTD 12-31-13:	433,700	518,900	54,213	64,863	83.6%	292	8	5
Reserve Int. Lots Pending @ 01-05-18:	NA	209,000	NA	104,500	NA	177	2	0
Reserve Int. Lots Pending @ 01-05-17:	NA	25,000	NA	25,000	NA	203	1	0
Reserve Int. Lots Active @ 01-01-18:	NA	2,449,200	NA	64,453	NA	255	38	3
Reserve Int. Lots Active @ 01-01-17:	NA	3,910,090	NA	79,798	NA	378	49	4

Keowee Key Int. Lots YTD 12-31-2017 comparison 2016, 2015, 2014, 2013								
Status	Final Sold Price	Final Asking Price	Ave Sale Price	Ave Ask Price	% of Ask Price	Ave. D.O.M.	Count	Bank Own
KK Int. Lots Sold YTD 12-31-17:	116,749	175,549	12,972	19,505	66.5%	201	9	1
KK Int. Lots Sold YTD 12-31-16:	48,350	71,899	8,058	11,983	67.2%	172	6	1
Difference:	68,399	103,650	4,914	7,522	-0.7%	29	3	0
KK Int. Lots Sold YTD 12-31-15:	40,600	50,000	8,120	10,000	81.2%	649	5	0
KK Int. Lots Sold YTD 12-31-14:	89,500	111,200	14,917	18,533	80.5%	85	6	0
KK Int. Lots Sold YTD 12-31-13:	81,400	109,300	11,629	15,614	74.5%	114	7	1
KK Int.Lots Pending @ 01-05-18:	NA	92,900	NA	18,580	NA	116	5	0
KK Int.Lots Pending @ 01-05-17:	NA	49,400	NA	24,700	NA	378	2	0
KK Int. Lots Active @ 01-01-18:	NA	1,655,700	NA	20,958	NA	155	79	0
KK Int. Lots Active @ 01-01-17:	NA	861,800	NA	21,545	NA	296	40	0

SUMMARY OF INTERIOR LOT ACTIVITY: This year, the highest number of Lake Keowee interior homesites sold was recorded with 95 and that is up 31.9% increase in units closed. The average sales price decreased by (\$3,469) per homesite, not significant, but we would like to see that reverse. The Cliffs' communities represented 33% of the total units closed at a significant reduction in average sales price of (-\$46,856) per interior homesite over last year. The Reserve@Lake Keowee had only six interior homesites close, down three from last year and an average drop in sales price of (-\$13,597).per interior homesite. Keowee Key introduced a building program, listed all of their lots that they own, and introduced incentives. Interior homesites improved from 6 lots last year to 9 lots this year with an average sales price improvement of \$4,914.

Below are the waterfront and interior homesite charts for the average sales price vs. average ask price as well as the "count" or number of units closed for the past 5 years.



THIS IS WHO WE ARE: We are considered experts in our area. We built a team who excel at what we do, which is to sell Lake Keowee homes and homesites, primarily. Our team, known as the Patti & Gary Cason Group, is focused on you. We are laser focused on commitment, communication, coordination of efforts, the contribution of knowledge, and closing your transaction whether you are our buyer or our seller. We led our entire Western Upstate Association of Realtors in the total number of transactions and sales for the year ended 2017 with over **\$52,159,365** exceeding our nearest competitor by over \$5,900,000. Our last year's total of **\$48,122,654** exceeded our sales of **\$33,775,579** in 2015. We work for the number #1 brokerage in Upstate South Carolina, Keller Williams Realty, which did not even come to Seneca until 2009, the depths of the real estate market collapse. We clearly have the right brokerage for our team.

Our website, www.WeSellKeowee.com, which has been operational since 2004, is totally new and designed for mobile applications on or before January 22, 2018. We also benefit from Keller Williams Realty websites and its "App" which allows you to view all listed properties. Just click on the "app" once you download it to your mobile device and drive through any area of interest and the listed properties will display on your smart device.

NEW OFFICE STRATEGY: Patti & Gary purchased approximately 6 acres next to and behind the Subway and we are investigating a future office to compliment our main office in Seneca at 455 By-Pass Hwy. 123. It is a great location as it aligns with the fire station across the street and the maintenance gate entrance to Keowee Key.

Because Lake Keowee is approximately 26 miles long and is comprised of all types of neighborhoods, some gated and some not, you want an expert to navigate the real estate transaction process. There are three communities that offer extensive amenities: 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, we attempt to highlight the market share that these communities have. Not all communities allow short-term rentals so you must make sure that you understand that as well.

EXCEL SPREADSHEETS: 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 spreadsheets 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. If you receive this email and wish to be removed from the distribution list, please email me and I will remove your name. We do have a number of email accounts and your name may appear in more than one of them. Do keep in mind that each of the spreadsheets that are for the entire lake, which I refer to as "ALL" , has a FILTER over the subdivision column and a drop-down box that allows you to search by individual subdivision or combined subdivisions. It is a great feature. If you want help with that, I am happy to talk with you.

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 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, Patti & Gary Cason Team at Keller Williams

Renee Baxter, David Vandeputte, Cindy Johnson Andrews, Wayne Edmondson - Team Members

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- Certified Members the Institute of Luxury Home Marketing (CLHMS); Global Properties Specialists.



Gary & Patti Cason, Cindy Johnson Andrews, David Vandeputte, Renee Baxter. Missing is Wayne Edmondson. Photo by Pam Nafziger, Casual Moments Photography, Seneca, SC.