



January 8, 2020

**15th Annual 2019 YEAR-END LAKE KEOWEE NEWSLETTER  
6-YR COMPARISON**

**Welcome to our comprehensive Lake Keowee year-end 2019 newsletter. At the end of the 3rd quarter, it appeared that our market was losing a little steam compared to 2018. However, the last quarter roared as you can see in the tables and charts below.**

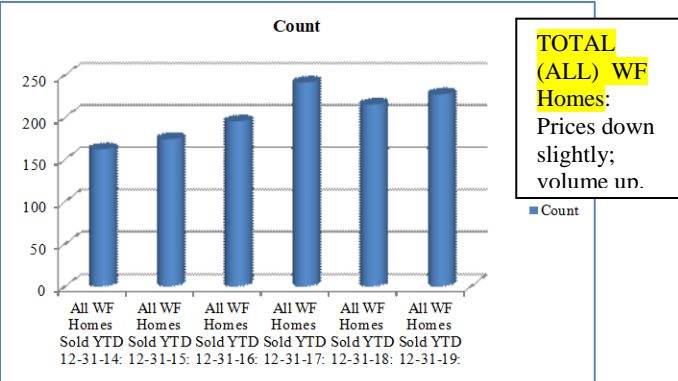
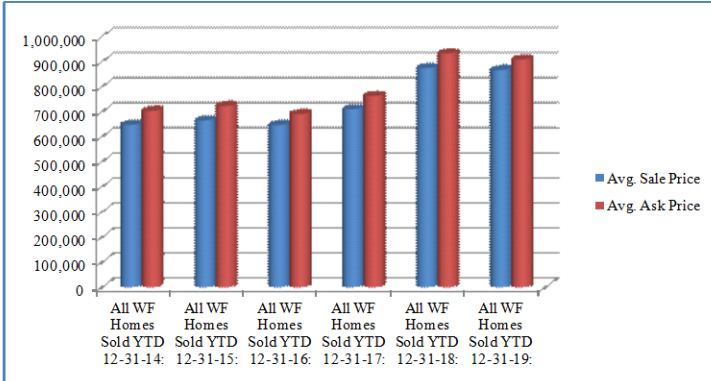
The Cason Group had its best year ever. With David Vandeputte heading up our operations in The Cliffs' communities, Renee Baxter providing expert buyers' assistance, and Melissa Cason-Custer, Gary and Patti Cason providing service on all levels, we closed 137 transactions this year totaling \$60,899,651. We advertise that we have sold the most properties in our market from 2015 through 2019 and our hope is that you will consider us the go-to-people when you think about buying or selling your Lake Keowee properties.

**As we noted in our September 2019 newsletter, we follow the trend lines.** We have been producing a Lake Keowee newsletter for the past 15 years for our benefit as well as our readers'. The information that follows is meant to provide insight into the current market for Lake Keowee properties as well as where the sales are taking place, what is happening to prices for properties, and what is the interest level for owning properties on Lake Keowee.

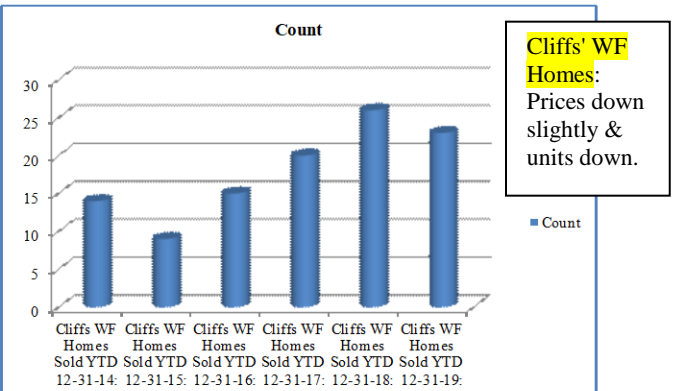
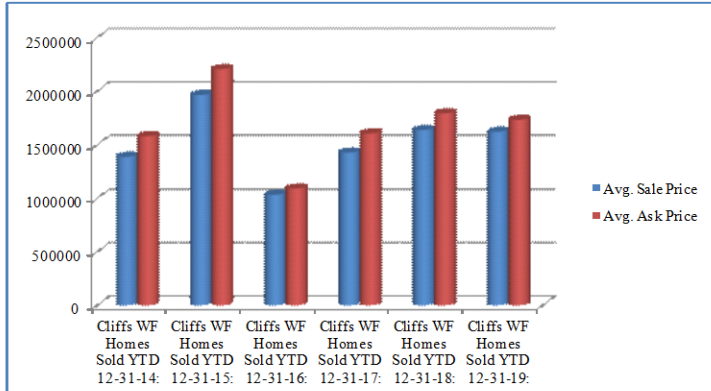
*The table immediately below is the waterfront home sales during 2019.* We breakdown sales in the large gated communities of The Cliffs, which includes four communities on Lake Keowee, followed by The Reserve@Lake Keowee and Keowee Key. We provide the market share for those communities as a percentage of the total sales. We hope this as well as the following tables and charts are a valuable visual aid for all buyers and sellers in this amazing Lake Keowee market!

<b>YEAR-END 2019 Composition of WF Home Sales:</b>	<b>% of Total Homes closed</b>	<b>Count of Homes Closed</b>	<b>Avg. Sold Price</b>	<b>Count of Homes Pending</b>	<b>Pending Avg. Asking Price</b>	<b>Count of Homes Active</b>	<b>Active Avg. Asking Price</b>
Cliffs' Communities WF Homes Closed:	10.13%	23	1,620,587	3	1,883,333	24	1,823,417
Reserve WF Homes Closed:	3.52%	8	1,603,980	1	1,499,685	18	2,184,649
<b>Total Cliffs' &amp; Reserve WF Homes Closed:</b>	<b>13.65%</b>	<b>31</b>	<b>1,616,301</b>	<b>4</b>	<b>1,787,421</b>	<b>42</b>	<b>1,978,231</b>
Keowee Key WF Homes & Condo Closed:	14.10%	32	624,281	3	815,667	14	548,896
<b>Total Cliffs' &amp; Reserve &amp; KK WF Homes:</b>	<b>27.75%</b>	<b>63</b>	<b>1,065,746</b>	<b>7</b>	<b>1,366,733</b>	<b>56</b>	<b>1,627,207</b>
WF Homes Excluding Cliffs, Reserve, or KK	72.25%	164	773,085	18	1,024,094	53	910,615
<b>TOTAL WATERFRONT HOMES CLOSED:</b>	<b>100.00%</b>	<b>227</b>	<b>867,261</b>	<b>25</b>	<b>1,121,215</b>	<b>109</b>	<b>1,275,531</b>

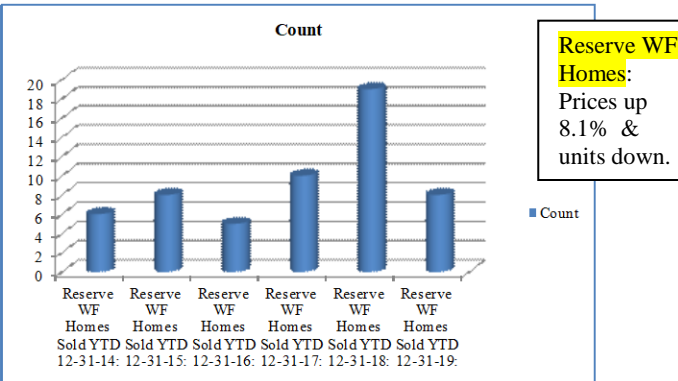
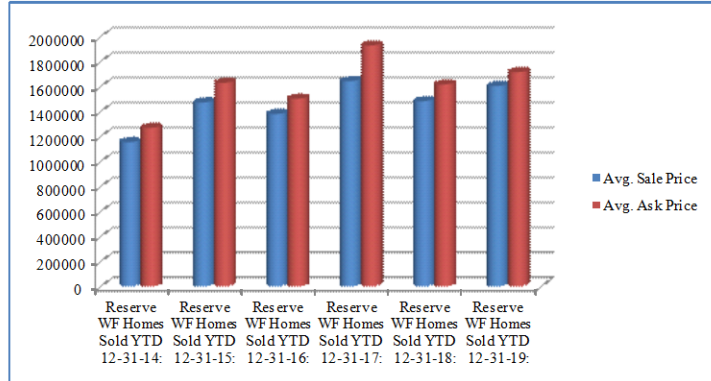
**CHARTS FOR THE WATERFRONT HOMES: ALL HOMES, THE CLIFFS', THE RESERVE, KEOWEE KEY**



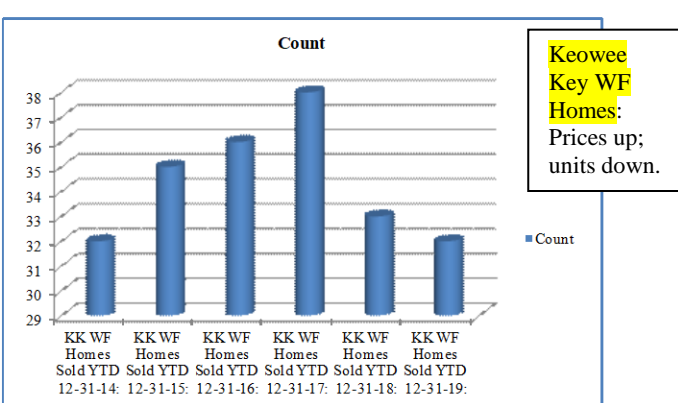
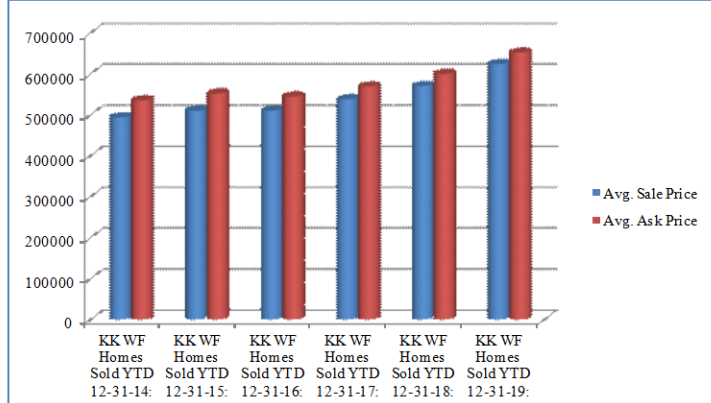
**TOTAL (ALL) WF Homes:**  
Prices down slightly; volume un.



**Cliffs' WF Homes:**  
Prices down slightly & units down.



**Reserve WF Homes:**  
Prices up 8.1% & units down.



**Keowee Key WF Homes:**  
Prices up; units down.

**SUMMARY OF ALL WATERFRONT HOME SALES:** All of the charts above display the 6-year trend for both average "sold price" and average "asking price" and the number of homes sold for the total waterfront homes followed by The Cliffs, The Reserve@Lake Keowee, and Keowee Key. The highest-priced waterfront home sold this year on Lake Keowee was in Wynward Pointe III and sold for \$3,500,000. The second highest was our sale in The Cliffs Falls South for \$3,450,000 which was listed and closed in 58 days.

The table below reflects the last six years of total sales volume for waterfront homes. The tables also reflect the difference by percentage between the "final sold" and the "final ask" price, the average days on market (D.O.M.), the average "sale" and "ask" price, the number of homes closed (count) and bank-owned. The very first table is for the total waterfront homes closed.

Lake Keowee WF Homes YTD 12-31-19 vs 2018, 2017, 2016, 2015, 2014, 2013										Price	Units
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
All WF Homes Sold YTD 12-31-2019:	196,868,243	206,305,404	95.4%	135	867,261	908,834	227	2			
All WF Homes Sold YTD 12-31-2018:	188,091,030	200,674,550	93.8%	159	874,842	933,370	215	0			
Difference:	8,777,213	5,630,854	1.6%	-24	-7,581	-24,536	12	2	-0.87%	5.6%	
All WF Homes Sold YTD 12-31-2017:	171,293,160	184,046,157	93.1%	122	710,760	763,677	241	5			
All WF Homes Sold YTD 12-31-2016:	126,259,113	134,748,490	93.7%	170	647,483	691,018	195	2			
All WF Homes Sold YTD 12-31-2015:	115,865,950	125,928,538	92.0%	156	665,896	723,727	174	1			
All WF Homes Sold YTD 12-31-2014:	105,016,147	114,088,117	92.0%	195	648,248	704,248	162	7			
All WF Homes Sold YTD 12-31-2013:	92,389,981	101,625,398	90.9%	207	674,379	741,791	137	11			
All WF Homes Pending @ 01-01-20:	NA	28,030,375	NA	135	NA	1,121,215	25	0			
All WF Homes Active @ 01-01-20:	NA	139,032,841	NA	170	NA	1,275,531	109	1			
The Cliffs WF Homes YTD 12-31-2019 vs 2018, 2017, 2016, 2015, and 2014											
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
Cliffs WF Homes Sold YTD 12-31-19:	37,273,500	39,825,747	93.6%	209	1,620,587	1,731,554	23	0			
Cliffs WF Homes Sold YTD 12-31-18:	42,600,896	46,615,010	91.8%	272	1,638,496	1,792,885	26	0			
Difference:	-5,327,396	-6,789,263	1.8%	-63	-17,909	-61,331	-3	0	-1.11%	-11.5%	
Cliffs WF Homes Sold YTD 12-31-17:	28,542,620	32,091,640	87.9%	182	1,427,131	1,604,582	20	0			
Cliffs WF Homes Sold YTD 12-31-16:	15,496,575	16,372,995	94.6%	240	1,033,105	1,091,533	15	0			
Cliffs WF Homes Sold YTD 12-31-15:	17,678,997	19,863,000	89.0%	246	1,964,333	2,207,000	9	0			
Cliffs WF Homes Sold YTD 12-31-14:	19,408,998	22,117,494	87.8%	353	1,386,357	1,579,821	14	2			
Cliffs WF Homes Pending @ 01-01-20:	NA	5,650,000	NA	337	NA	1,883,333	3	0			
Cliffs WF Homes Active @ 01-01-20:	NA	43,762,007	NA	201	NA	1,823,417	24	0			
The Reserve WF Homes YTD 12-31-2019 vs 2018, 2017, 2016, 2015, 2014											
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
Reserve WF Homes Sold YTD 12-31-19:	12,831,839	13,726,839	93.5%	293	1,603,980	1,715,855	8	1			
Reserve WF Homes Sold YTD 12-31-18:	28,180,712	30,713,800	91.8%	271	1,483,195	1,616,516	19	0			
Difference:	-15,348,873	-16,986,961	1.7%	23	120,785	99,339	-11	1	8.14%	-137.5%	
Reserve WF Homes Sold YTD 12-31-17:	16,434,000	19,287,000	85.2%	183	1,643,400	1,928,700	10	0			
Reserve WF Homes Sold YTD 12-31-16:	6,900,350	7,512,000	91.9%	253	1,380,070	1,502,400	5	0			
Reserve WF Homes Sold YTD 12-31-15:	11,774,000	13,037,000	90.3%	85	1,471,750	1,629,625	8	0			
Reserve WF Homes Sold YTD 12-31-14:	6,928,998	7,616,898	91.0%	264	1,154,833	1,269,483	6	2			
Reserve WF Homes Pending @ 01-01-20:	NA	1,499,685	NA	168	NA	1,499,685	1	0			
Reserve WF Homes Active @ 01-01-20:	NA	39,323,685	NA	171	NA	2,184,649	18	1			
KK WF Homes YTD 12-31-2019 vs 2018, 2017, 2016, 2015, 2014											
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
KK WF Homes Sold YTD 12-31-2019:	19,977,000	20,869,147	95.7%	140	624,281	652,161	32	0			
KK WF Homes Sold YTD 12-31-2018:	18,820,400	19,801,100	95.0%	140	570,315	600,033	33	0			
Difference:	1,156,600	1,068,047	0.7%	0	53,966	52,128	-1	0	9.46%	-3.1%	
KK WF Homes Sold YTD 12-31-2017:	20,437,124	21,630,899	94.5%	131	537,819	569,234	38	0			
KK WF Homes Sold YTD 12-31-2016:	18,350,560	19,604,900	93.6%	202	509,738	544,581	36	0			
KK WF Homes Sold YTD 12-31-2015:	17,842,500	19,314,399	92.4%	206	509,786	551,840	35	1			
KK WF Homes Sold YTD 12-31-2014:	15,800,300	17,125,300	92.3%	260	493,759	535,166	32	1			
KK WF Homes Pending @ 01-01-20:	NA	2,447,000	NA	121	NA	815,667	3	0			
KK WF Homes Active @ 01-01-20:	NA	7,684,550	NA	173	NA	548,896	14	0			

**\*\*\*The Lake Keowee Interior Homes activity YTD @ DECEMBER 31, 2019: \*\*\***

**This table reflects the interior homes** that closed during 2019 and the allocation between the gated golf, tennis, and pickle-ball communities which are The Cliffs' Communities, The Reserve@Lake Keowee and Keowee Key and those that are outside of those communities.

Keowee Key continues to retain the largest share of the interior home sales. It is a community that offers a wide selection of condos, townhomes, and single-family homes with a 55% market share. We find that our Keowee Key properties typically sell fairly quickly. As you review the following information, make a special note of the days on the market and the variance percentage between the final sales price and the final ask price. This first table is a breakdown of the 2019 total interior home sales:

<b>YEAR-END 2019 Composition of Interior Home Sales:</b>	<b>% of Total Homes closed</b>	<b>Count of Homes Closed</b>	<b>Avg. Sold Price</b>	<b>Count of Homes Pending</b>	<b>Pending Avg. Asking Price</b>	<b>Count of Homes Active</b>	<b>Active Avg. Asking Price</b>
Cliffs' Interior Homes closed:	8.00%	16	729,055	2	712,000	15	758,255
Reserve Interior Homes closed:	5.50%	11	768,200	0	NA	13	824,877
<b>Total Cliff's &amp; Reserve Int. Homes Closed:</b>	<b>13.50%</b>	<b>27</b>	<b>745,003</b>	<b>2</b>	<b>712,000</b>	<b>28</b>	<b>789,186</b>
Keowee Key Int. Homes & Condos:	55.00%	110	229,244	14	327,514	26	268,024
<b>Total Cliffs' &amp; Reserve &amp; KK Int. Homes:</b>	<b>68.50%</b>	<b>137</b>	<b>300,890</b>	<b>16</b>	<b>375,575</b>	<b>54</b>	<b>538,256</b>
Int. Homes Excluding Cliffs, Reserve, or KK:	31.50%	63	345,822	6	289,733	19	490,399
<b>TOTAL INTERIOR HOMES:</b>	<b>100.00%</b>	<b>200</b>	<b>335,593</b>	<b>22</b>	<b>352,164</b>	<b>73</b>	<b>525,800</b>

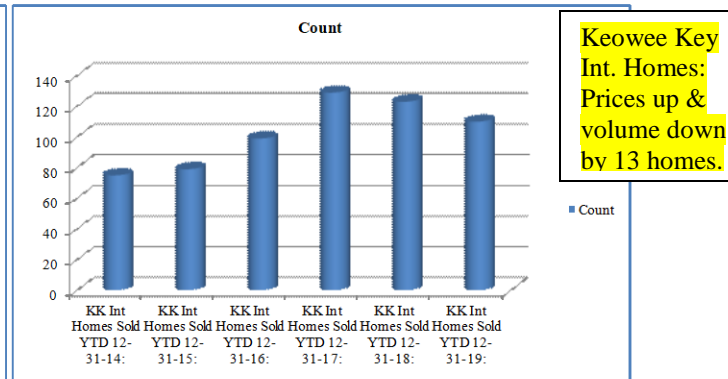
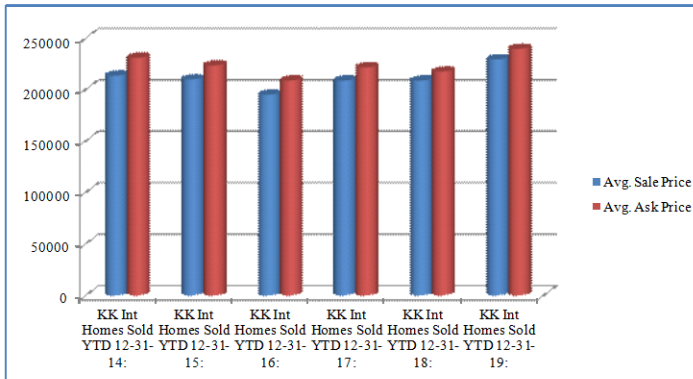
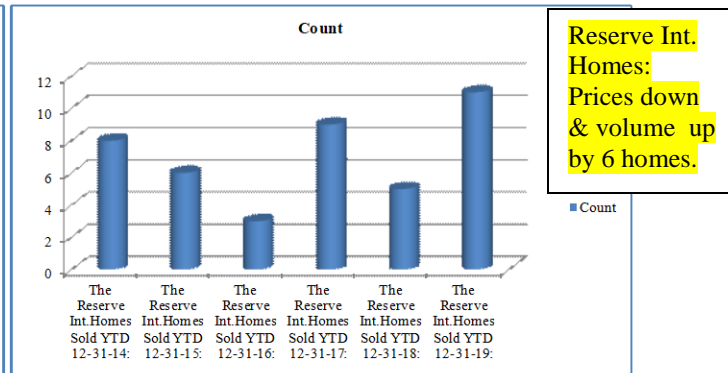
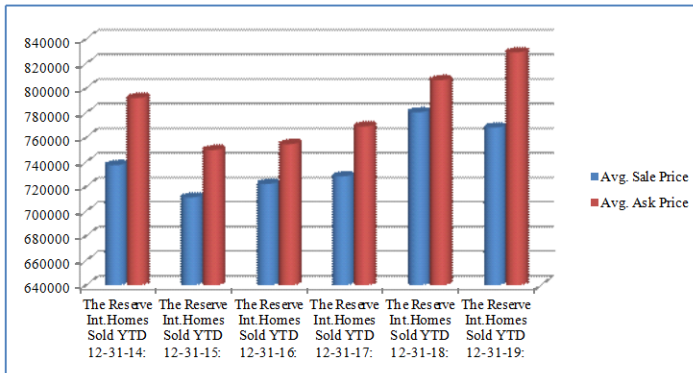
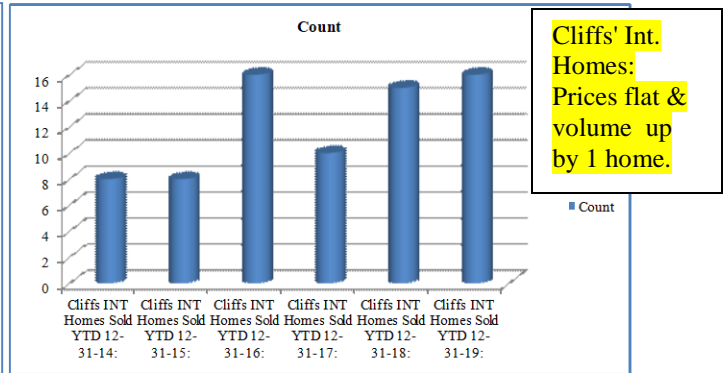
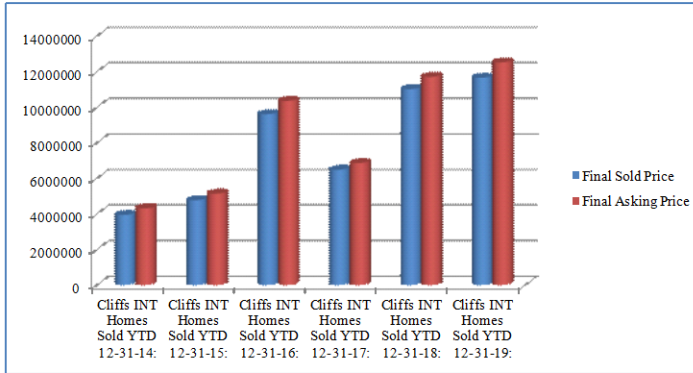
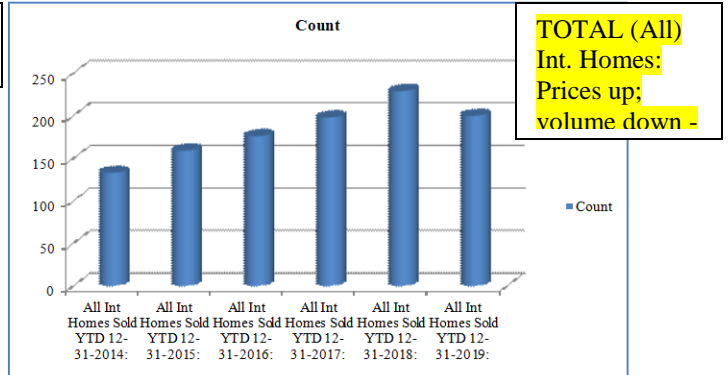
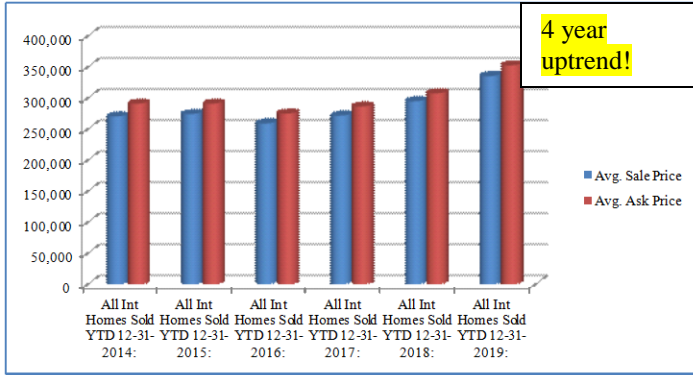
*\*\*The Averages for the combined communities are totaled from the supporting Excel spreadsheets.*

Below are the charts and tables for the entire Lake Keowee Interior home market, which includes single-family homes as well as condos and townhouses.

Things to consider:

- Demand remains strong.
- Inventory constraints: There are many buyers; they may not be able to find what they are looking for immediately so they wait for the right property to come on the market.
- Pricing stability.
- Buyers and sellers have different objectives. Success is when each objective is met.
- Truth: there is a limit to Lake Keowee properties that are available for sale.
- People do not have to buy here....they just want to!
- Boat-slips usually accompany interior homes offered for sale in several of the Crescent Communities. For example, our listing at 603 S. Acorn Way in Waterford Pointe includes a boat slip. Boat slips are limited or unavailable in certain neighborhoods.
- Two of our "cottages" located in Knots Landing on the Pickens side of Lake Keowee near Warpath landing each includes a boat slip with the home: 121 and 125 Knots Lane, Six Mile, SC.

CHARTS FOR THE INTERIOR HOMES: ALL HOMES, THE CLIFFS', THE RESERVE, KEOWEE KEY



The tables below reflect the past six years' total sales dollar volume, the percent difference between the final sold price and the final ask price, the average days on the market (D.O.M.), the average sold price and the average ask price per home. The "count" is the number of interior homes closed during the respective calendar year followed by the number of bank foreclosures. The last two columns are the increase/decrease for average sold price and homes closed year-over-year.

There was an increase in the average sold price of 13.7%, however, the number of homes closed was down by -14.5% or 29 homes. The number of homes closed in The Cliffs and The Reserve was up; Keowee Key prices up with 13 fewer homes closed.. The average sold price was basically flat in The Cliffs, down about \$12,400 per home in The Reserve.

Lake Keowee Interior Homes YTD 12-31-2019, 2018, 2017, 2016, 2015, 2014, 2013										Price	Units
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. DOM	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
All Int Homes Sold YTD 12-31-2019:	67,118,675	70,599,795	95.1%	124	335,593	352,999	200	3		13.70%	-14.50%
All Int Homes Sold YTD 12-31-2018:	67,588,314	70,525,146	95.8%	158	295,145	307,970	229	4			
Difference:	-469,639	74,649	-0.8%	-34	40,448	45,029	-29	-1			
All Int Homes Sold YTD 12-31-2017:	53,881,081	56,771,818	94.9%	130	272,127	286,726	198	3			
All Int Homes Sold YTD 12-31-2016:	45,663,676	48,471,524	94.2%	154	259,453	275,406	176	14			
All Int Homes Sold YTD 12-31-2015:	43,649,745	46,305,968	94.3%	186	274,527	291,233	159	13			
All Int Homes Sold YTD 12-31-2014:	36,015,068	38,749,799	92.9%	207	270,790	291,352	133	16			
All Int Homes Sold YTD 12-31-2013:	37,900,662	41,079,783	92.3%	198	300,799	326,030	126	18			
All Int Homes Pending @ 01-03-20:	NA	7,747,600	NA	157	NA	352,164	22	0			
All Int Homes Active @ 01-03-20:	NA	38,383,410	NA	177	NA	525,800	73	0			
The Cliffs INT Homes YTD 12-31-2019 vs 2018, 2017, 2016, 2015, and 2014										-0.80%	6.67%
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
Cliffs INT Homes Sold YTD 12-31-19:	11,664,875	12,534,022	93.1%	142	729,055	783,376	16	0			
Cliffs INT Homes Sold YTD 12-31-18:	11,023,100	11,713,182	94.1%	258	734,873	780,879	15	0			
Difference:	641,775	820,840	-1.0%	-116	-5,819	2,498	1	0			
Cliffs INT Homes Sold YTD 12-31-17:	6,488,900	6,866,900	94.5%	340	648,890	686,690	10	2			
Cliffs INT Homes Sold YTD 12-31-16:	9,620,720	10,365,008	92.8%	222	601,295	647,813	16	2			
Cliffs INT Homes Sold YTD 12-31-15:	4,775,504	5,139,504	92.9%	504	596,938	642,438	8	1			
Cliffs INT Homes Sold YTD 12-31-14:	3,951,000	4,315,904	91.5%	305	493,875	539,488	8	4			
Cliffs INT Homes Pending @ 01-01-20:	NA	1,424,000	NA	190	NA	712,000	2	0			
Cliffs Int. Homes Active @ 01-01-20:	NA	11,373,820	NA	237	NA	758,255	15	0			
The Reserve Int. Homes YTD 12-31-2019 vs 2018, 2017, 2016, 2015, 2014										-1.61%	120.00%
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
The Reserve Int.Homes Sold YTD 12-31-19:	8,450,200	9,122,900	92.6%	276	768,200	829,355	11	1			
The Reserve Int.Homes Sold YTD 12-31-18:	3,903,000	4,033,500	96.8%	194	780,600	806,700	5	0			
Difference:	4,547,200	5,089,400	-4.1%	82	-12,400	22,655	6	1			
The Reserve Int.Homes Sold YTD 12-31-17:	6,556,500	6,921,792	94.7%	216	728,500	769,088	9	0			
The Reserve Int.Homes Sold YTD 12-31-16:	2,166,999	2,263,899	95.7%	399	722,333	754,633	3	0			
The Reserve Int.Homes Sold YTD 12-31-15:	4,268,502	4,499,250	94.9%	190	711,417	749,875	6	1			
The Reserve Int.Homes Sold YTD 12-31-14:	5,900,784	6,337,704	93.1%	319	737,598	792,213	8	1			
The Reserve Int. Homes Pending @ 01-01-20:	NA	0	NA	NA	NA	NA	0	0			
The Reserve Int. Homes Active @ 01-01-20:	NA	10,723,400	NA	182	NA	824,877	13	0			
Keowee Key Interior Homes YTD 12-31-19, 2018, 2017, 2016, 2015, 2014, 2013										9.86%	-11.82%
Status	Final Sold Price	Final Ask Price	% of Ask Price	Avg. DOM	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
KK Int Homes Sold YTD 12-31-19:	25,216,800	26,340,773	95.7%	113	229,244	239,462	110	3			
KK Int Homes Sold YTD 12-31-18:	25,665,114	26,748,590	95.9%	174	208,659	217,468	123	6			
Difference:	-448,314	-407,817	-0.2%	-61	20,584	21,993	-13	-3			
KK Int Homes Sold YTD 12-31-17:	26,919,331	28,560,823	94.3%	132	208,677	221,402	129	1			
KK Int Homes Sold YTD 12-31-16:	19,303,571	20,662,421	93.4%	158	194,986	208,711	99	6			
KK Int Homes Sold YTD 12-31-15:	16,581,601	17,639,900	94.0%	195	209,894	223,290	79	6			
KK Int Homes Sold YTD 12-31-14:	16,006,650	17,310,400	92.5%	206	213,422	230,805	75	7			
KK Int Homes Sold YTD 12-31-13:	11,535,840	12,491,084	92.4%	229	213,627	231,316	54	7			
KK Interior Homes Pending @ 01-01-20:	NA	4,585,200	NA	82	NA	327,514	14	0			
KK Interior Homes Active @ 01-01-20:	NA	6,968,613	NA	140	NA	268,024	26	0			

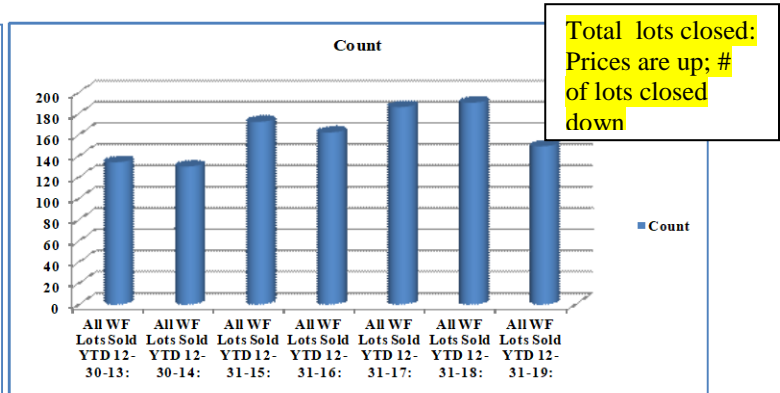
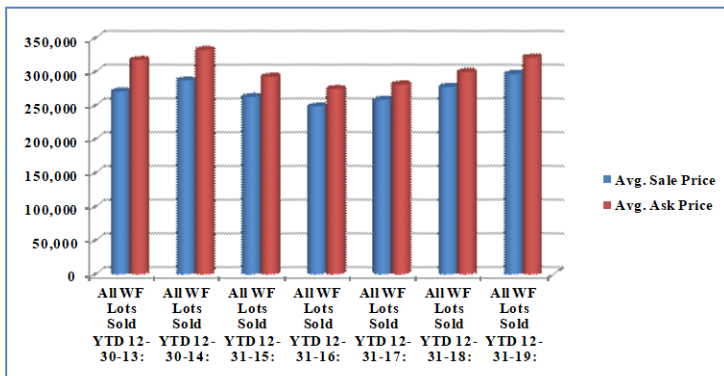
**\*\*\*\*The Lake Keowee Water front Homesites Activity  
YTD @ DECEMBER 31, 2019: \*\*\*\***

**ALL LAKE KEOWEE WATERFRONT LOTS/HOMESITES:**

This is the distribution of the waterfront homesites. The market share of the large gated communities is shown separately. The Cliffs' Communities: 24.16%; The Reserve@ Lake Keowee: 10.74%; Keowee Key: 2.68%. The remainder is distributed between all the other communities, including all Crescent Development communities. The Excel spreadsheets that are the source of this data allow you to select the community of your choice by using the filter above the subdivision column.

Composition of WATERFRONT Lots Closed YEAR-END 2019:	% of Total WF Lots closed	Count	Avg Sold Price	Count of Lots Pending	Pending Avg. Ask Price	Count of Lots Active	Active Avg. Ask Price
Cliffs' Communities WF Lots Closed:	24.16%	36	441,338	3	424,158	73	438,650
Reserve WF Lots Closed:	10.74%	16	480,994	4	231,225	45	457,931
<b>Total Cliffs' &amp; Reserve Combined WF Lots Closed:</b>	<b>34.90%</b>	<b>52</b>	<b>453,539</b>	<b>7</b>	<b>313,910</b>	<b>118</b>	<b>446,003</b>
Keowee Key WF Lots Closed:	2.68%	4	59,725	1	119,000	3	139,600
<b>Total Cliffs' &amp; Reserve &amp; KK WF Lots closed:</b>	<b>37.58%</b>	<b>56</b>	<b>425,410</b>	<b>8</b>	<b>289,547</b>	<b>121</b>	<b>438,406</b>
All Other WF Lots Excluding Cliffs, Reserve, or KK:	62.42%	93	219,705	10	140,360	193	285,270
<b>TOTAL WATERFRONT LOTS:</b>	<b>100.00%</b>	<b>149</b>	<b>297,017</b>	<b>18</b>	<b>176,110</b>	<b>314</b>	<b>344,281</b>

Below are the bar-charts and the tables for the total waterfront lots beginning with 2013 on the far left through the year-ending 12-31-19 for waterfront homesites:



- Waterfront lot sales have had four consecutive years of price improvement.
- Inventory levels have continued to decrease so there is less to choose from.
- There are very few large, undeveloped tracts that are left for adding additional waterfront lots.
- A 104+ acre tract located on Doc Greer Lane shares a boundary with The Reserve@ Lake Keowee at an asking price of \$14,000,000 is the only large tract included in the "All Other WF lots" category below. We are co-listing agents on this parcel.

# LAKE KEOWEE WATERFRONT LOTS' TABLES 2013-2019:

Lake Keowee WF Lots YTD 12-31-2019 vs 2018, 2017, 2016, 2015, 2014, 2013										Price %	Unit %
Status	Final Sold Price	Final Asking Price	Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
All WF Lots Sold YTD 12-31-19:	44,255,500	47,924,448	92.3%	263	297,017	321,641	149	3			
All WF Lots Sold YTD 12-31-18:	52,776,436	57,010,674	92.6%	232	277,771	300,056	190	5			
Difference:	-8,520,936	-9,086,226	-0.2%	31	19,246	21,584	-41	-2	6.93%	-27.52%	
All WF Lots Sold YTD 12-31-17:	48,149,656	52,368,989	91.9%	272	258,869	281,554	186	9			
All WF Lots Sold YTD 12-31-16:	40,361,801	44,544,459	90.6%	215	249,147	274,966	162	7			
All WF Lots Sold YTD 12-31-15:	45,282,000	50,382,800	89.9%	253	263,267	292,923	172	30			
All WF Lots Sold YTD 12-30-14:	37,390,300	43,268,800	86.4%	236	287,618	332,837	130	22			
All WF Lots Sold YTD 12-30-13:	36,357,050	42,624,185	85.3%	216	271,321	318,091	134	34			
All Pending WF Lots @ 01-06-20:	NA	3,169,974	NA	291	NA	176,110	18	1			
All Active WF Lots @ 01-06-20:	NA	108,104,195	NA	308	NA	344,281	314	6			
Cliffs' Communities WF Lots YTD 12-31-2019 vs. 2018, 2017, 2016, 2015, 2014, 2013										Price %	Unit %
Status	Final Sold Price	Final Asking Price	Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
Cliffs' WF Lots Sold YTD 12-31-19:	15,888,150	17,356,600	91.5%	253	441,338	482,128	36	2			
Cliffs' WF Lots Sold YTD 12-31-18:	20,567,000	22,134,574	92.9%	261	467,432	503,059	44	2			
Difference:	-4,678,850	-4,777,974	-1.4%	-7	-26,094	-20,931	-8	0	-5.91%	-22.22%	
Cliffs' WF Lots Sold YTD 12-31-17:	11,985,500	13,023,797	92.0%	336	374,547	406,994	32	3			
Cliffs' WF Lots Sold YTD 12-31-16:	10,408,900	11,723,100	88.8%	349	371,746	418,682	28	5			
Cliffs' WF Lots Sold YTD 12-31-15:	17,087,400	18,724,200	91.3%	279	379,720	416,093	45	10			
Cliffs' WF Lots Sold YTD 12-31-14:	14,953,900	17,227,400	86.8%	411	467,309	538,356	32	8			
Cliffs' WF Lots Sold YTD 12-31-13:	9,891,900	11,938,085	82.9%	140	366,367	442,151	27	10			
Cliffs' Pending WF Lots @ 01-06-20:	NA	1,272,474	NA	744	NA	424,158	3	1			
Cliffs' Active WF Lots @ 01-06-20:	NA	32,021,474	NA	343	NA	438,650	73	3	73		
The Reserve@Lake Keowee WF Lots YTD 12-31-2019 vs. 2018, 2017, 2016, 2015, 2014, 2013										Price %	Unit %
Status	Final Sold Price	Final Asking Price	Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
Reserve WF Lots Sold YTD 12-31-19:	7,695,900	8,339,700	92.3%	334	480,994	521,231	16	1			
Reserve WF Lots Sold YTD 12-31-18:	6,129,800	6,861,700	89.3%	191	340,544	381,206	18	2			
Difference:	1,566,100	1,478,000	2.9%	143	140,449	140,026	-2	-1	41.24%	-12.50%	
Reserve WF Lots Sold YTD 12-31-17:	5,337,456	6,039,199	88.4%	248	410,574	464,554	13	1			
Reserve WF Lots Sold YTD 12-31-16:	3,972,500	4,376,000	90.8%	140	441,389	486,222	9	0			
Reserve WF Lots Sold YTD 12-31-15:	5,345,800	6,049,000	88.4%	209	411,215	465,308	13	2			
Reserve WF Lots Sold YTD 12-31-14:	3,010,000	3,534,400	85.2%	183	250,833	294,533	12	2			
Reserve WF Lots Sold YTD 12-31-13:	9,068,250	10,314,900	87.9%	140	412,193	468,859	22	6			
Reserve WF Pending Lots @ 01-06-20:	NA	924,899	NA	713	NA	231,225	4	0			
Reserve Active WF Lots @ 01-06-20:	NA	20,606,900	NA	168	NA	457,931	45	1			
Keowee Key WF Lots YTD 12-31-2019 vs 2018 comparison 2017, 2016, 2015, 2014, 2013										Price %	Unit %
Status	Final Sold Price	Final Asking Price	Ask Price	Ave. D.O.M.	Ave Sale Price	Ave Ask Price	Count	Bank Own			
KK WF Lots Sold YTD 12-31-19:	238,900	257,900	367.7%	334	59,725	64,475	4	0			
KK WF Lots Sold YTD 12-31-18:	385,500	403,500	389.8%	251	96,375	100,875	4	0			
Difference:	-146,600	-145,600	-22.1%	84	-36,650	-36,400	0	0	-61.36%	100.00%	
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	92.8%	71	101,700	109,580	5	0			
KK WF Lots Sold YTD 12-31-15:	377,500	468,400	80.6%	428	94,375	117,100	4	0			
KK WF Lots Sold YTD 12-31-14:	110,000	175,000	62.9%	433	110,000	175,000	1	0			
KK WF Lots Sold YTD 12-31-13:	0	0	0.0%	0	0	0	0	0			
Keowee Key Pending WF Lots @ 01-06-20:	NA	119,000	NA	154	NA	119,000	1	0			

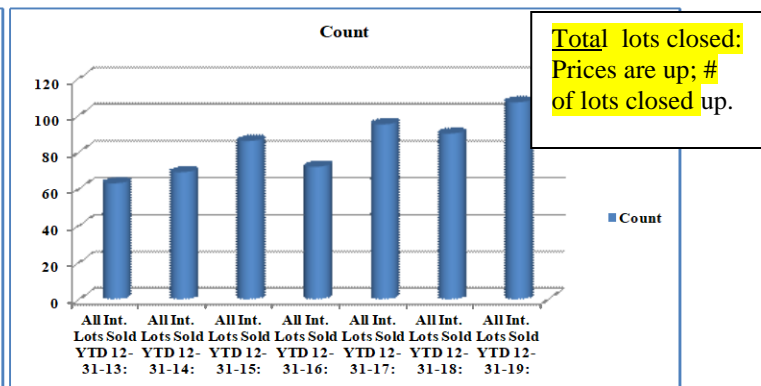
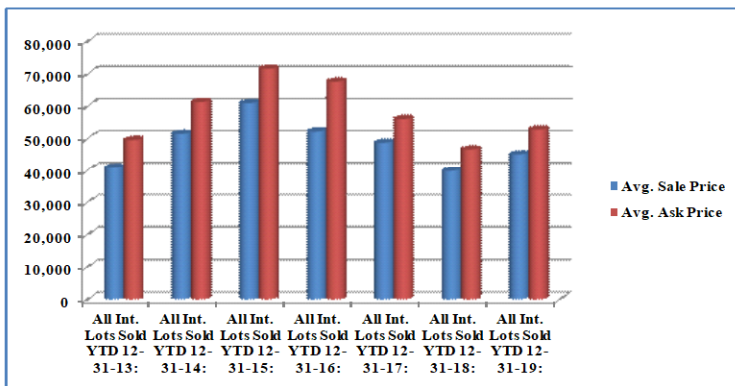


**ALL LAKE KEOWEE INTERIOR LOTS/HOMESITES AT DECEMBER 31, 2019:**

This is the distribution of the interior homesites. The market share of the large gated communities is shown separately. The Cliffs' Communities: 20.56%; The Reserve@ Lake Keowee: 4.67%; Keowee Key: 13.08%. The remainder is distributed between all the other communities, including all Crescent Development communities. The Excel spreadsheets that are the source of this data allow you to select the community of your choice by using the filter.

Composition of Interior Lots Closed YEAR-END 2019:	% of Total Int. Lots closed	Count	Avg Sold Price	Count of Lots Pending	Pending Avg. Ask Price	Count of Lots Active	Active Avg. Ask Price
Cliffs' Communities Int. Lots Closed:	20.56%	22	66,659	2	144,950	56	99,497
Reserve Int. Lots Closed:	4.67%	5	18,100	0	0	35	69,500
<b>Total Cliffs' &amp; Reserve Combined Int. Lots Closed:</b>	<b>25.23%</b>	<b>27</b>	<b>57,667</b>	<b>2</b>	<b>0</b>	<b>91</b>	<b>69,500</b>
Keowee Key Int. Lots Closed:	13.08%	14	20,443	2	25,500	72	18,953
<b>Total Cliffs' &amp; Reserve &amp; KK WF Lots closed:</b>	<b>38.32%</b>	<b>41</b>	<b>44,956</b>	<b>4</b>	<b>85,225</b>	<b>163</b>	<b>56,705</b>
All Other Int. Lots Excluding Cliffs, Reserve, or KK:	61.68%	66	45,207	8	38,600	142	54,210
<b>TOTAL INTERIOR LOTS:</b>	<b>100.00%</b>	<b>107</b>	<b>45,111</b>	<b>12</b>	<b>54,142</b>	<b>305</b>	<b>57,674</b>

Below are the bar-charts and the tables for the total interior lots beginning with 2013 on the far left through the year-ending 12-31-19 for interior homesites:



- Interior homesite sales have had a rockier road for price improvement.
- Inventory levels have continued to decrease so there is less to choose from.
- Boat slip availability is typical with most Crescent Communities; there are a few that do not have boat slips.
- Keowee Key and Keowee Harbours each has community boat slips and a waiting list.
- Keowee Key has listed the lots that the community owns.
- The Reserve@Lake Keowee currently has four interior lots for sale for \$1.00 and one for \$5.00.
- The Reserve@Lake Keowee sold one lot for \$1.00. Note that the membership fee must be paid.

## LAKE KEOWEE INTERIOR LOTS' TABLES 2013-2019:

Lake Keowee Interior Lots YTD 12-31-2019 vs. 2018, 2017, 2016, 2015, 2014, 2013										Price %	Unit %
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
All Int. Lots Sold YTD 12-31-19:	4,826,851	5,651,896	85.4%	67	45,111	52,821	107	5		13.12%	18.89%
All Int. Lots Sold YTD 12-31-18:	3,588,950	4,198,311	85.5%	249	39,877	46,648	90	7			
Difference:	1,237,901	1,453,585	-0.1%	-181	5,234	6,174	17	-2			
All Int. Lots Sold YTD 12-31-17:	4,626,880	5,323,898	86.9%	252	48,704	56,041	95	9			
All Int. Lots Sold YTD 12-31-16:	3,756,429	4,867,411	77.2%	244	52,173	67,603	72	11			
All Int. Lots Sold YTD 12-31-15:	5,243,905	6,157,989	85.2%	386	60,976	71,605	86	26			
All Int. Lots Sold YTD 12-31-14:	3,553,112	4,233,827	83.9%	342	51,494	61,360	69	26			
All Int. Lots Sold YTD 12-31-13:	2,577,000	3,122,750	82.5%	216	40,905	49,567	63	31			
All Int. Lots Pending @ 01-05-20:	NA	649,700	NA	153	NA	54,142	12	1			
All Int. Lots Active @ 01-04-20:	NA	17,590,478	NA	418	NA	57,674	305	15			
Cliffs' Communities Int Lots YTD 12-31-2019 vs 2018, 2017, 2016, 2015, 2014, 2013										13.94%	10.00%
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
Cliffs' Int. Lots Sold YTD 12-31-19:	1,466,500	1,818,747	80.6%	406	66,659	82,670	22	2			
Cliffs' Int. Lots Sold YTD 12-31-18:	1,170,050	1,501,047	77.9%	263	58,503	75,052	20	4			
Difference:	296,450	317,700	2.7%	144	8,157	7,618	2	-2			
Cliffs' Int. Lots Sold YTD 12-31-17:	1,958,331	2,290,400	85.5%	318	63,172	73,884	31	8			
Cliffs' Int. Lots Sold YTD 12-31-16:	1,980,499	2,675,972	74.0%	360	110,028	148,665	18	2			
Cliffs' Int. Lots Sold YTD 12-31-15:	2,482,495	2,698,400	92.0%	326	146,029	158,729	17	8			
Cliffs' Int. Lots Sold YTD 12-31-14:	1,822,024	2,172,100	83.9%	411	72,881	86,884	25	14			
Cliffs' Int. Lots Sold YTD 12-31-13:	1,073,900	1,308,550	82.1%	243	51,138	62,312	21	16			
Cliffs' Int. Lots Pending @ 01-04-20:	NA	289,900	NA	221	NA	144,950	2	1			
Cliffs' Int. Lots Active @ 01-04-20:	NA	5,571,834	NA	279	NA	99,497	56	2			
The Reserve@Lake Keowee Int. Lots YTD 12-31-2019 vs 2018, 2017, 2016, 2015, 2014, 2013											
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
Reserve Int. Lots Sold YTD 12-31-19:	90,501	90,501	100.0%	105	18,100	18,100	5	0			
Reserve Int. Lots Sold YTD 12-31-18:	287,900	340,900	84.5%	345	47,983	56,817	6	0			
Difference:	-197,399	-250,399	15.5%	-240	-29,883	-38,716	-1	0			
Reserve Int. Lots Sold YTD 12-31-17:	252,750	273,750	92.3%	349	42,125	45,625	6	0			
Reserve Int. Lots Sold YTD 12-31-16:	501,500	639,900	78.4%	282	55,722	71,100	9	0			
Reserve Int. Lots Sold YTD 12-31-15:	704,600	848,900	83.0%	230	88,075	106,113	8	1			
Reserve Int. Lots Sold YTD 12-31-14:	500,000	599,200	83.4%	318	50,000	59,920	10	4			
Reserve Int. Lots Sold YTD 12-31-13:	433,700	518,900	83.6%	292	54,213	64,863	8	5			
Reserve Int. Lots Pending @ 01-04-20:	NA	0	NA	0	NA	0	0	0			
Reserve Int. Lots Active @ 01-04-20:	NA	2,306,486	NA	304	NA	65,900	35	2			
Keowee Key Int. Lots YTD 12-31-2019 vs 2018, 2017, 2016, 2015, 2014, 2013										6.79%	0.00%
Status	Final Sold Price	Final Asking Price	% of Ask Price	Avg. D.O.M.	Avg. Sale Price	Avg. Ask Price	Count	Bank Own			
KK Int. Lots Sold YTD 12-31-19:	286,200	324,700	88.1%	186	20,443	23,193	14	1			
KK Int. Lots Sold YTD 12-31-18:	268,000	295,175	90.8%	249	19,143	21,084	14	1			
Difference:	18,200	29,525	-2.7%	-63	1,300	2,109	0	0			
KK Int. Lots Sold YTD 12-31-17:	116,749	175,549	66.5%	201	12,972	19,505	9	1			
KK Int. Lots Sold YTD 12-31-16:	48,350	71,899	67.2%	172	8,058	11,983	6	1			
KK Int. Lots Sold YTD 12-31-15:	40,600	50,000	81.2%	649	8,120	10,000	5	0			
KK Int. Lots Sold YTD 12-31-14:	89,500	111,200	80.5%	85	14,917	18,533	6	0			
KK Int. Lots Sold YTD 12-31-13:	81,400	109,300	74.5%	114	11,629	15,614	7	1			
KK Int. Lots Pending @ 01-07-20:	NA	51,000	NA	239	NA	25,500	2	0			
KK Int. Lots Active @ 01-07-20:	NA	1,364,600	NA	668	NA	18,953	72	0			

**DATA SOURCE FOR THE STATISTICS:** *All of the data is sourced from our Multiple Listing Service. It is not reflective of non-MLS sales.* The data is consistent from year to year. If an agent enters their property into the MLS as "Lake Keowee", it appears in this data. All of the data is downloaded into Excel Spreadsheets and sorted by price followed by subdivision. A "FILTER" appears above the subdivision column and you may select or de-select any subdivisions you want.

**The Cason Group** began 2004 when Patti Cason and Michele Davies started as "Patti & Michele". We had a great partnership for seven years. In 2005, Gary Cason joined our team. We are Keller Williams agents because we believe they are the very best local, national, and international brokerage. The technology, the training, and the values of this company are necessary, motivating and inspiring. Our group is comprised of exceptional Realtors: Renee Baxter, our expert Buyers agent, David Vandeputte, our expert Cliffs' Communities associate, and Melissa Cason-Custer, our assistant. In our market, we closed the highest number of units between 2015-2019.

We hope you will visit our website, [www.WeSellKeowee.com](http://www.WeSellKeowee.com) and check out our billboards. We love referrals!

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Sincerely,

*Patti Cason*

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