



The
KEOWEE
Live it. Love it. Lake it. *Life*

Lake Keowee Market Report
January 1 - December 31, 2020

KWSENECA
KELLERWILLIAMS.

PRESENTED BY
THE PATTI AND GARY CASON GROUP



Lake Keowee Market Report
by the Patti & Gary Cason Group



Lake Keowee Home Inventory is Very Low; Ready to Sell?

Happy New Year!

We are excited to begin a new year and we are blessed to live in a wonderful region of our state, a place where we can experience the beauty of nature, kindness within our community, and the enjoyment of family and friends.

The real estate market has flourished in our area, and The Cason Group had its best year ever with 158.5 transactions closed totaling \$81,650,650 in all price points and in all Lake Keowee neighborhoods. Our closed sales sold for an average of 96.99% of the asking price.

Waterfront homes sales on Lake Keowee increased 61.7% with the number of homes closed this year totaling 367 homes compared to last year's 227. Prices soared by 17.6%. Consider this: on December 31, 2020, there were a total of 19 homes listed on the multiple listing compared to 109 last year!

Interior homes sales on Lake Keowee increased 30.5% with the number of homes closed this year totaling 261 vs. 200 last year. Prices soared by 22.96%. Inventory is low with a total of 33 homes listed compared to 73 on December 31 of last year!

Waterfront lot sales on Lake Keowee increased 121.48% with the number of lots closed this year totaling 330 homesites compared to last year's 149. The average sales price decreased slightly by -1.24%. The demand is very high for all neighborhoods.

Also, interior homesite sales on Lake Keowee increased 72.9%! The flight to Lake Keowee has been remarkable with 185 interior lots closed this year vs. 107 last year. The average sales price decreased slightly by -1.85% to \$44,293. Inventory levels dropped 282 this year from 305 on December 31 of last year.

If you would like to list your home or lot for sale, call us today! We would love to help you sell your home at the best price in the shortest amount of time!

Patti & Gary Cason

WATERFRONT HOME SALES OVERVIEW

January 1 - December 31, 2020

\$ 374,215,563

TOTAL WATERFRONT HOME SALES

367
HOMES SOLD

\$1,019,661
AVG. SALE PRICE

61.7%
Volume Increase Over
2019

17.6%
Price Increase Over
2019

96.2%
SALE TO ASK PRICE

111
AVG DAYS ON MARKET

\$1,059,849
Avg. Asking Price

24
Fewer Days on the Market
Than 2019

INTERIOR HOME SALES OVERVIEW

January 1 - December 31, 2020

\$107,700,748

TOTAL INTERIOR HOME SALES

261
HOMES SOLD

\$412,647
AVG. SALE PRICE

30.50%
Volume Increase Over
2019

22.96%
Price Increase Over
2019

96.5%
SALE TO ASK PRICE

115
AVG DAYS ON MARKET

\$427,732
Avg. Asking Price

9
Fewer Days on the Market
Than 2019



WATERFRONT HOMES

January 1 - December 31, 2020

THE CLIFFS AT LAKE KEOWEE

59
HOME SALES

5
PENDING SALES

\$1,731,039
Average Sale Price

\$3,035,300
Average Pending Price

16.08%
MARKET SHARE

0
ACTIVE HOMES

\$0
Average Asking Price

THE RESERVE AT LAKE KEOWEE

25
HOME SALES

3
PENDING SALES

\$1,745,480
Average Sale Price

\$1,861,333
Average Pending Price

6.81%
MARKET SHARE

3
ACTIVE HOMES

\$2,626,333
Average Asking Price

KEOWEE KEY

51
HOME SALES

3
PENDING SALES

\$603,326
Average Sale Price

\$853,0000
Average Pending Price

13.90%
MARKET SHARE

2
ACTIVE HOMES

\$677,450
Average Asking Price

OTHER WATERFRONT HOMES

232
HOME SALES

18
PENDING SALES

\$852,059
Average Sale Price

\$917,783
Average Pending Price

63.22%
MARKET SHARE

14
ACTIVE HOMES

\$1,379,598
Average Asking Price

SUMMARY OF LAKE KEOWEE WATERFRONT HOME MARKET

Cliffs' Waterfront Homes: The volume of homes closed is up 156.52% (59 this year vs. 23 last year). Prices up 6.82% to an average sales price of \$1,731,039. Three homes are "pending" and there were no waterfront homes listed as of December 31, 2020 compared to 24 homes that were for sale at the end of last year.

Reserve@Lake Keowee Waterfront Homes: The volume of homes closed is up 212.50% from 8 to 25 and prices rose 8.82% year-over-year. There are 3 homes "pending" and 3 homes listed, which is down from 18 at the end of last year.

Keowee Key: The number of waterfront homes closed rose from 32 homes last year to 51 this year, an increase of 59.38% with a slight decrease of -3.47% in the average sales price.



INTERIOR HOMES

January 1 - December 31, 2020

THE CLIFFS AT LAKE KEOWEE

32

HOME SALES

2

PENDING SALES

\$721,379

Average Sale Price

\$1,035,000

Average Pending Price

12.26%

MARKET SHARE

5

ACTIVE HOMES

\$1,110,259

Average Asking Price

THE RESERVE AT LAKE KEOWEE

22

HOME SALES

0

PENDING SALES

\$863,216

Average Sale Price

\$0

Average Pending Price

8.43%

MARKET SHARE

12

ACTIVE HOMES

\$888,617

Average Asking Price

KEOWEE KEY

128

HOME SALES

11

PENDING SALES

\$281,948

Average Sale Price

\$302,355

Average Pending Price

49.04%

MARKET SHARE

8

ACTIVE HOMES

\$398,500

Average Asking Price

OTHER INTERIOR HOMES

79

HOME SALES

5

PENDING SALES

\$383,879

Average Sale Price

\$419,317

Average Pending Price

30.27%

MARKET SHARE

8

ACTIVE HOMES

\$512,500

Average Asking Price

SUMMARY OF LAKE KEOWEE INTERIOR HOME MARKET

Cliffs' Interior Homes: The volume of homes closed is up 100% (16 last year vs. 32 last year). The average sales price took a slight dip of -1.06% to an average sales price of \$721,379. There are 2 homes "pending" and 5 homes listed compared to 15 homes for sale at the end of last year.

Reserve@Lake Keowee Interior Homes: The volume of homes closed doubled in the Reserve just as it did in the Cliffs' Communities with 22 homes closed this year compared to 11 last year. Prices rose 12.37% year-over-year. There are none that are "pending" and 12 homes listed, which is down from 13 at the end of last year.

Keowee Key: The number of interior homes closed rose from 110 homes last year to 128 this year, an increase of 16.36% with 22.99% increase in the average sales price.



WATERFRONT LOTS

January 1 - December 31, 2020

THE CLIFFS AT LAKE KEOWEE

71

LOT SALES

\$424,457

Average Sale Price

21.52%

MARKET SHARE

10

PENDING SALES

\$369,775

Average Pending Price

47

ACTIVE LOTS

\$449,222

Average Asking Price

THE RESERVE AT LAKE KEOWEE

40

LOT SALES

\$501,208

Average Sale Price

12.12%

MARKET SHARE

5

PENDING SALES

\$417,500

Average Pending Price

27

ACTIVE LOTS

\$428,533

Average Asking Price

KEOWEE KEY

3

LOT SALES

\$79,333

Average Sale Price

0.91%

MARKET SHARE

1

PENDING SALES

\$189,000

Average Pending Price

2

ACTIVE LOTS

\$104,500

Average Asking Price

OTHER WATERFRONT LOTS

216

LOT SALES

\$214,788

Average Sale Price

65.45%

MARKET SHARE

35

PENDING SALES

\$280,441

Average Pending Price

104

ACTIVE LOTS

\$347,808

Average Asking Price

SUMMARY OF LAKE KEOWEE WATERFRONT LOT MARKET

Cliffs' Waterfront lots: The volume of homesites closed is up 97.22% from 36 last year to 71 this year. Prices are down slightly by -3.98% to an average sales price of \$424,457. There were 10 lots "pending" closing and 47 homesites listed for sale. Last year, the ending inventory of lots totaled 73.

Reserve@Lake Keowee Waterfront lots: The volume of homesites in The Reserve was up by 150.0% from 16 to 40 and prices rose 4.20% year-over-year. There are 5 homesites "pending" and 27 waterfront lots listed at an average sales price of \$428,533, which is down from 45 at the end of last year.

Keowee Key: The number of waterfront homesites closed were down this year to 3 lots from 4 last year. This neighborhood has only a few undeveloped waterfront homesites left. The average sales price in 2020 was \$79,333. There were two available for sale on December 31, 2020.



INTERIOR LOTS

January 1 - December 31, 2020

THE CLIFFS AT LAKE KEOWEE

23

LOT SALES

2

PENDING SALES

\$72,528

Average Sale Price

\$22,500

Average Pending Price

12.43%

MARKET SHARE

54

ACTIVE LOTS

\$107,074

Average Asking Price

THE RESERVE AT LAKE KEOWEE

24

LOT SALES

2

PENDING SALES

\$28,680

Average Sale Price

\$24,000

Average Pending Price

12.97%

MARKET SHARE

21

ACTIVE LOTS

\$42,810

Average Asking Price

KEOWEE KEY

20

LOT SALES

2

PENDING SALES

\$22,675

Average Sale Price

\$10,750

Average Pending Price

10.81%

MARKET SHARE

64

ACTIVE LOTS

\$19,064

Average Asking Price

OTHER INTERIOR LOTS

118

LOT SALES

10

PENDING SALES

\$45,629

Average Sale Price

\$44,160

Average Pending Price

63.78%

MARKET SHARE

143

ACTIVE LOTS

\$53,810

Average Asking Price

SUMMARY OF LAKE KEOWEE INTERIOR LOT MARKET

Cliffs' Interior Lots: The volume of interior homesites closed is up 5% to 23 lots enjoying a 9% price increase to an average sales price of \$72,528. There are 2 lots "pending" and 54 offered for sale, relatively unchanged from last year.

Reserve@Lake Keowee Interior Lots: The volume of interior lots closed in the Reserve increased to 24 lots from 5 lots last year. Prices rose 58.0% year-over-year. There are 2 "pending" and 21 listed, which is down from 35 at the end of last year.

Keowee Key Lots: The number of interior lots closed rose of 43% to 20 from 14 with an 11% price increase. There are 2 "pending" and 64 listed for sale, down from 72 last year

Cason Group Listings



4 Lead Line Way
JUST LISTED
\$499,000

This 4 bedroom, three bath, one level home in Keowee Key features fabulous indoor and outdoor space which provides the perfect private oasis for entertaining your family and friends!

[View Our Video](#)



Lot 4 Bennye Dr.
JUST LISTED
\$1,700,000

Spectacular is the only description for this level, point lot that encompasses breathtaking views of the Blue Ridge Mountains to the Northwest, morning sunrises to the east, and expansive water views to the south.

[View Our Video](#)



1400 Cool Ridge
UNDER CONTRACT
\$979,000



521 Long Reach
UNDER CONTRACT
\$439,000



588 Tall Ship
SOLD
\$850,000



205 Harbor View Ln.
SOLD
\$879,000



5 Yeoman
SOLD
\$399,000



11 Calm Sea
SOLD
\$515,000



Leaders in the Lake Keowee Real Estate Market

The Cason Group in 2020

- \$81,650,650 in total sales closed from January 1 - through December 31, 2020.
- Completed 158.5 transactions since January 1, 2020
- We have been making an impact in the Lake Keowee real estate market since 2004.
- In addition to Patti and Gary Cason, the Cason Group includes buyer's agent, Renee Baxter, Cliffs communities expert David Vandeputte, listing agent Melissa Cason Custer, administrative assistant and closing specialist Nancy Segars, and marketing specialist Linda Zeagler.
- Since 2013, we have been Keller Williams agents because we wanted to be a part of the very best local, national and international brokerage firm. The technology, training, and values of this company are both motivating and inspiring.
- We are members of the Certified Members the Institute of Luxury Home Marketing (CLHMS), Keller Williams Luxury International.

The Cason Group

Contact us to help you with your Lake Keowee real estate needs!
We appreciate your personal referral which is the very best endorsement.

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All of the data is sourced from The Western Upstate Multiple Listing Service. It is not reflective of non-MLS sales. The data is consistent from year to year. If an agent posts and enters their property into the MLS as "Lake Keowee", then it appears in this data. Sometimes agents do not post their property as "Lake Keowee" and even though it is, it would not appear in these tables. 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.