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2022 Year-End Market Report

2023 IS HERE! Goodbye 2022, and goodbye to your rapid-fire interest rate increases! The Lake Keowee market continues to be set apart from other markets around the country and we see people flocking here. Like other areas, we are impacted by higher interest rates, high prices, and low inventory. Unlike other areas, we have lots of buyers trying to find a home or homesite here in Upstate, South Carolina. The area is calling people here and we know it offers people something they are missing in their lives-and it is "The Keowee Life".

As we anticipate the arrival of Spring, new offerings are coming to market, so buyers get ready to buy and sellers, get ready to sell. Sellers, let's talk after you read this! Our inventory remains low and there may be several reasons. One reason would be exchanging a low interest rate for a higher one. If you have a low interest rate mortgage, say below 4%, do you want to give that up if you still need a mortgage on your next property? We likely will not see those interest rates again. We referred to it as "free money" and it is gone. An increase in your interest rate equals an increase in your monthly payment. This differential could be significant based upon the amount borrowed and the length of time involved. Another reason for low inventory is where will you go if you do sell? And, when you do find the right home, you must compete with other buyers. It has been a waiting game for many folks as they wait for all the pieces to fall into place at exactly the right time.

We control what we can control. We do not know what is coming; however, we know where we have been. That is our reason for the detailed reporting that we have done since 2005. The numbers tell the story. We follow the numbers. We break them down by category, status, subdivision, and history. The data has more detail than what you may ever want or need. Chances are if you want to know something about Lake Keowee real estate for 2022, it is in our Excel spreadsheets. Just like the past few years, The Cason Group of Patti, Gary, Melissa Cason-Custer, and Corey Custer, dug deep for properties for the many buyers that are looking. We welcome Sellers! We believe we are the standard bearers for presenting our homeowners' property to the buying public. It is our mission to assist you in bringing your property to market in the best possible light.

WATERFRONT HOME SALES SUMMARY

January 1, 2022 - December 31, 2022

\$344,439,393.00

Total Waterfront Home Sales 2022

202	\$1,705,146 .00
HOMES SOLD	AVERAGE SALE PRICE
-24.8%	\$395,070.00
VOLUME DECREASE	PRICE INCREASE
FROM 2021	OVER 2021
30.16%	55
SALE TO ASK PRICE	AVG. DAYS ON MARKET
\$1,767.529	-50
AVG. ASKING PRICE	FEWER HOMES CLOSED
	THAN 2021

INTERIOR HOME SALES SUMMARY

January 1, 2022 - December 31, 2022

\$131,196,385.00

Total Interior Home Sales 2022

205	\$639,982.00
HOMES SOLD	AVERAGE SALE PRICE
-14.63%	\$112,620.00
VOLUME DECREASE	PRICE INCREASE
FROM 2021	OVER 2021
21.36%	61
SALE TO ASK PRICE	AVG. DAYS ON MARKET
\$651,867.00	-30
AVG. ASKING PRICE	FEWER HOMES CLOSED
	THAN 2021

ALL LAKE KEOWEE WATERFRONT HOMES YTD

	Avg. Sale Price	Avg. Ask Price	% of Ask Price	Avg. DOM	Count	Total Sale Price
All WF Homes Sold YTD 2022	\$1,705,146.00	\$1,767,529.00	98.0%	55	202	\$344,439,393.00
All WF Homes Sold YTD 2021	\$1,310,076.00	\$1,279,769.00	98.7%	61	252	\$330,139,152.00
All WF Homes Sold YTD 2020	\$1,026,595.00	\$1,059,129.00	97.2%	111	369	\$378,813,555.00

WATERFRONT HOMES BREAKDOWN JANUARY 1, - DECEMBER 31, 2022

WATERFRONT HOMES THE CLIFFS

January 1, 2022 - December 31, 2022

\$85,150,053.00

Total Waterfront Home Sales 2022

29	3
HOME SALES	PENDING SALES
\$2,936,209.00	\$2,716,500.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
14.36%	11
MARKET SHARE	ACTIVE HOMES
+17.81%	\$3,885,909.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

WATERFRONT HOMES - THE RESERVE

January 1, 2022 - December 31, 2022

\$43,050,000.00

Total Waterfront Home Sales 2022

13	0
HOME SALES	PENDING SALES
\$3,311,538.00	\$0
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
6.44%	3
MARKET SHARE	ACTIVE HOMES
+23.67%	\$3,169,667.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

WATERFRONT HOMES - KEOWEE KEY

January 1, 2022 - December 31, 2022

\$24,669,600.00

Total Waterfront Home Sales 2022

28	0
HOME SALES	PENDING SALES
\$882,129.00	0
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
13.86%	8
MARKET SHARE	ACTIVE HOMES
+9.60%	\$1,194,669.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

OTHER WATERFRONT HOMES LAKE KEOWEE

January 1, 2022 - December 31, 2022

\$191,539,740.00

Total Waterfront Home Sales 2022

132	9
HOME SALES	PENDING SALES
\$1,451,059.00	\$1,250,11.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
65.35%	27
MARKET SHARE	ACTIVE HOMES
+38.5%	\$1,876,422.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

WATERFRONT HOMES SUMMARY AND ENDING INVENTORY:

Waterfront homes saw another year-to-date price increase by 30.16% compared to the 24.46% last year. Added together the increase is 54.62% since January 1, 2021. The decrease in number of homes closed is -24.8%. There is an ending inventory increase of 29 homes.

- 2022: There were 49 waterfront homes listed for sale at an average asking price of \$2,295,403.
- 2021: There were 20 waterfront homes listed for sale at an average asking price of \$2,788,276.
- 2020: There were 109 waterfront homes listed for sale at an average asking price of \$1,275,531.

ALL LAKE KEOWEE INTERIOR HOMES YTD

	Avg. Sale Price	Avg. Ask Price	% of Ask Price	Avg. DOM	Count	Total Sale Price
All INT Homes Sold YTD 2022	\$639,982.00	\$651,867.00	98.5%	61	205	\$131,196,385.00
All INT Homes Sold YTD 2021	\$527,362.00	\$534,316.00	98.7%	66	235	\$123,930,171.00
All INT Homes Sold YTD 2020	\$412,647.00	\$427,732.00	96.5%	115	261	\$107,700,748.00

INTERIOR HOMES BREAKDOWN JANUARY 1, - DECEMBER 31, 2022

INTERIOR HOMES THE CLIFFS AT LAKE KEOWEE

January 1, 2022 - December 31, 2022

\$26,684,901.00

Total Interior Home Sales 2022

20	1
HOME SALES	PENDING SALES
\$1,334,245.00	\$195,000.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
9.76%	3
MARKET SHARE	ACTIVE HOMES
+32.14%	\$1,296,000.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

INTERIOR HOMES KEOWEE KEY

January 1, 2022 - December 31, 2022

\$37,846,734.00

Total Interior Home Sales 2022

85	6
HOME SALES	PENDING SALES
\$445,256.00	\$559,467.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
41.46%	8
MARKET SHARE	ACTIVE HOMES
+18.38%	\$398,850.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

INTERIOR HOMES THE RESERVE AT LAKE KEOWEE

January 1, 2022 - December 31, 2022

\$21,863,112.00

Total Interior Home Sales 2022

15	1
HOME SALES	PENDING SALES
\$1,457,541.00	\$899,685.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
7.32%	4
MARKET SHARE	ACTIVE HOMES
+25.09%	\$2,260,514.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

OTHER INTERIOR HOMES

January 1, 2022 - December 31, 2022

\$44,801,638.00

Total Interior Home Sales 2022

85	6
HOME SALES	PENDING SALES
\$527,078.00	\$557,317.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
41.46%	11
MARKET SHARE	ACTIVE HOMES
+14.81%	\$567,618.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

INTERIOR HOMES SUMMARY AND ENDING INVENTORY:

Interior homes saw another year-to-date sales price increase by 21.36% compared to the 27.80% last year. Added together, the increase is up 49.16% since January 1, 2021. The decrease in number of homes closed is down -14.63%. There is an ending inventory decrease of 7 homes.

- 2022: There were 26 interior homes listed for sale at an average asking price of \$860,179.
- 2021: There were 15 interior homes listed for sale at an average asking price of \$661,739.
- 2020: There were 33 interior homes listed for sale at an average asking price of \$712,203.

Vangelis

Elevate the Everyday.



ITS NOT CHRISTMAS ANYMORE...
BUT WE DO HAVE:

183 DIFFERENT WINES
30 BOURBONS
15 TEQUILAS
13 GINS
12 WHISKEYS
11 SCOTCHES
10 VODKAS
9 RUMS
8 RYES
7 SERVERS
5 CHEFS
3 BARTENDERS

NO PARTRIDGE IN A PEAR TREE BUT...
SOME OF THE BEST FOOD IN THE
UPSTATE!*

*(GOOGLE RATING 4.8 OUT OF 5)

PROUD RECIPIENT OF THE 2022 WINE SPECTATOR AWARD! 119 RAM CAT ALLEY, SENECA, SC · 864.973.8887 · WWW.VANGELISBISTRO.COM

WATERFRONT LOTS SALES SUMMARY

January 1, 2022 - December 31, 2022

\$61,860,473.00

145

LOTS SOLD

-122.07%

VOLUME DECREASE
FROM 2021

12.74%

SALE TO ASK PRICE

\$448,718.00

AVG. ASKING PRICE

\$426,624.00

AVERAGE SALE PRICE

\$48,202.00

PRICE INCREASE
OVER 2021

122

AVG. DAYS ON MARKET

-177

FEWER LOTS
CLOSED THAN 2021

INTERIOR LOTS SALES SUMMARY

January 1, 2022 - December 31, 2022

\$18,100,959.00

249

LOTS SOLD

2.89%

VOLUME INCREASE
FROM 2021

16.18%

SALE TO ASK PRICE

\$79,844.00

AVG. ASKING PRICE

\$72,695.00

AVERAGE SALE PRICE

\$10,124.00

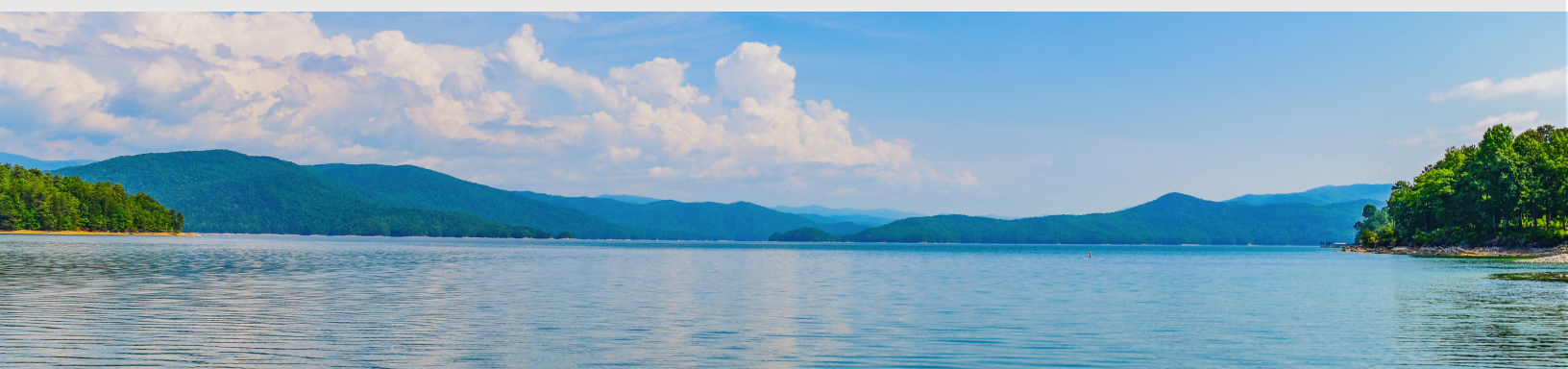
PRICE INCREASE
OVER 2021

261

AVG. DAYS ON MARKET

7

MORE LOTS
CLOSED THAN 2021



ALL LAKE KEOWEE WATERFRONT LOTS YTD

ALL LAKE KEOWEE WF LOTS YTD	Avg. Sale Price	Avg. Ask Price	% of Ask Price	Avg. DOM	Count	Total Sale Price
All WF LOTS Sold YTD 2022	\$426,624.00	\$448,718.00	94.7%	122	145	\$61,860,473.00
All WF LOTS Sold YTD 2021	\$378,422.00	\$411,507.00	95.1%	240	322	\$121,851,939.00
All WF LOTS Sold YTD 2020	\$293,385.00	\$312,865.00	93.1%	251	330	\$96,817,074.00

WATERFRONT LOTS BREAKDOWN JANUARY 1, - DECEMBER 31, 2022

WATERFRONT LOTS THE CLIFFS

January 1, 2022 - December 31, 2022

\$24,382,150.00

Total Waterfront Lots Sales 2022

34	1
LOT SALES	PENDING SALES
\$717,122.00	\$639,00.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
23.45%	17
MARKET SHARE	ACTIVE LOTS
+52.51%	\$778,746.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

WATERFRONT LOTS THE RESERVE

January 1, 2022 - December 31, 2022

\$5,075,322.00

Total Waterfront Lots Sales 2022

11	2
LOT SALES	PENDING SALES
\$461,393.00	\$812,00.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
7.59%	5
MARKET SHARE	ACTIVE LOTS
-11.83%	\$447,760.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

WATERFRONT LOTS KEOWEE KEY

January 1, 2022 - December 31, 2022

\$177,676.00

Total Waterfront Lots Sales 2022

2	0
LOT SALES	PENDING SALES
\$88,838.00	\$0
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
1.38%	2
MARKET SHARE	ACTIVE LOTS
-85.52%	\$109,250.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

January 1, 2022 - December 31, 2022

\$32,225,325.00

Total Waterfront Lots Sales 2022

98	5
LOT SALES	PENDING SALES
\$328,830.00	\$441,077.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
67.59%	41
MARKET SHARE	ACTIVE LOTS
+1.60%	\$843,200.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

WATERFRONT LOTS SUMMARY AND ENDING INVENTORY:

Waterfront Lots saw another year-to-date sales price increase by 12.74% compared to the 28.98% last year. Added together, the increase is up 41.72% since January 1, 2021. The decrease in number of lots closed is down -122.07%.

- 2022: There were 65 waterfront lots listed for sale at an average asking price of \$773,341.
- 2021: There were 81 waterfront lots listed for sale at an average asking price of \$395,385.
- 2020: There were 180 waterfront lots listed for sale at an average asking price of \$383,694.

ALL LAKE KEOWEE INTERIOR LOTS YTD

ALL LAKE KEOWEE INT LOTS YTD	Avg. Sale Price	Avg. Ask Price	% of Ask Price	Avg. DOM	Count	Total Sale Price
All INT LOTS Sold YTD 2022	\$72,695.00	\$79,884.00	90.5%	261	249	\$18,100,959.00
All INT LOTS Sold YTD 2021	\$62,570.00	\$69,331.00	92.0%	273	242	\$15,142,011.00
All INT LOTS Sold YTD 2020	\$44,293.00	\$50,096.00	91.5%	263	185	\$8,194,164.00

INTERIOR LOTS BREAKDOWN JANUARY 1, - DECEMBER 31, 2022

INTERIOR LOTS AT THE CLIFFS

January 1, 2022 - December 31, 2022

\$5,123,276.00

Total Interior Lot Sales 2022

44	2
LOT SALES	PENDING SALES
\$116,438.00	\$267,00.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
17.67%	59
MARKET SHARE	ACTIVE LOTS
+24.66%	\$150,691.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

INTERIOR LOTS AT THE RESERVE

January 1, 2022 - December 31, 2022

\$1,952,536.00

Total Interior Lot Sales 2022

31	1
LOT SALES	PENDING SALES
\$62,985.00	\$157,685.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
12.45	13
MARKET SHARE	ACTIVE LOTS
-8.47%	\$120,015.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

INTERIOR LOTS AT KEOWEE KEY

January 1, 2022 - December 31, 2022

\$800,517.00

Total Interior Lot Sales 2022

35	6
LOT SALES	PENDING SALES
\$22,872.00	\$16,750.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
14.06%	4
MARKET SHARE	ACTIVE LOTS
+41.24%	\$59,250.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

ALL OTHER INTERIOR LOTS LAKE KEOWEE

January 1, 2022 - December 31, 2022

\$10,224,630.00

Total Interior Lot Sales 2022

139	5
LOT SALES	PENDING SALES
\$73,558.00	\$52,100.00
AVERAGE SALE PRICE	AVERAGE PENDING PRICE
55.82%	58
MARKET SHARE	ACTIVE LOTS
+21.18%	\$65,288.00
SALES TO ASK PRICE	AVERAGE ASKING PRICE

INTERIOR LOTS SUMMARY AND ENDING INVENTORY:

Interior lots saw another year-to-date sales price increase by 16.18% compared to the 28.98% last year. Added together, the increase is up 45.16% since January 1, 2021. The decrease in number of lots closed is up by 7.

- 2022: There were 134 interior lots listed for sale at an average asking price of \$108,020.
- 2021: There were 213 interior lots listed for sale at an average asking price of \$70,474
- 2020: There were 282 interior lots listed for sale at an average asking price of \$55,305.



The four spreadsheets are: Lake Keowee Waterfront Homes, Lake Keowee Interior Homes, Lake Keowee Waterfront Homesites and Lake Keowee off-water/interior homesites. Each spreadsheet is embedded in the digital edition of our market report. Each of the four spreadsheets has a summary page and detailed tabs for individual communities and the ability to filter by individual subdivision on the "detailed" page. If you are reading a print version, we will send you any or all of the Excel spreadsheets. The detail is extraordinary.

All the data in this newsletter 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", than it appears in this data. Sometimes agents do not post their property as "Lake Keowee" and even though it is, it may not appear in these tables. All of the data is downloaded into Excel spreadsheets and sorted by price followed by subdivision.

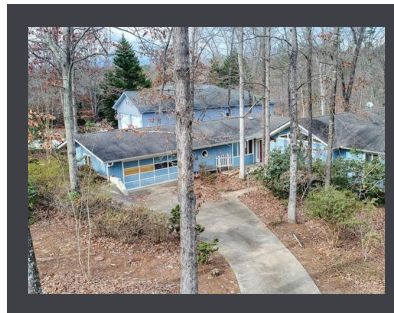


THE CASON GROUP

It's a GREAT time to sell your home!

Why Choose The Cason Group?
Honesty, Integrity, Trustworthiness

THE KEOWEE LIFE LISTINGS



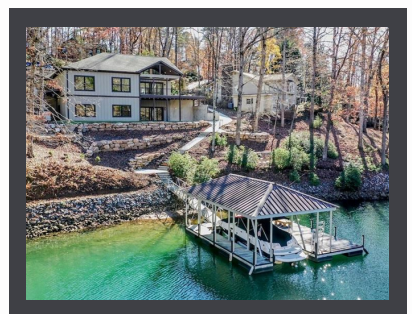
24 Main Sail
Salem



409 S Depot Street
Seneca



5 Maritime Drive, Salem



40 Foremast Drive, Salem

The KEOWEE

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We will provide to you our exceptional professional expertise in the marketing and selling of your home.

**Committed to Exceeding Expectations.
It's Who We Are!**



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