

The September 2012 Preferred Client Newsletter will review Active listings and Second Quarter ("Q2") 2011 – 2012 comparative Sales results for Condominium ("Condo"), Townhome ("TH") and Single Family Home ("SFH") listings in Clearwater Beach, Island Estates and Sand Key, which are as follows:

#### Active Listings, June 30, 2012

	<u>Clearwater Beach</u>	<u>Island Estates</u>	<u>Sand Key</u>	<u>Totals</u>
Condo	79	53	105	237
TH	1	10	6	17
SFH	<u>32</u>	<u>16</u>	<u>28</u>	<u>76</u>
Totals	112	79	139	330

#### Closed Sales, April 1, 2011 – June 30, 2011

	<u>Clearwater Beach</u>	<u>Island Estates</u>	<u>Sand Key</u>	<u>Totals</u>
Condo	50	25	37	112
TH	7	1	4	12
SFH	<u>4</u>	<u>6</u>	<u>12</u>	<u>22</u>
Totals	61	32	53	146

#### Closed Sales, April 1, 2012 – June 30, 2012

	<u>Clearwater Beach</u>	<u>Island Estates</u>	<u>Sand Key</u>	<u>Totals</u>
Condo	53	16	48	117
TH	2	2	1	5
SFH	<u>12</u>	<u>12</u>	<u>17</u>	<u>41</u>
Totals	67	30	66	163

Closed sales have been presented on a comparative basis because our sales are cyclical in nature. Sales remain strong and inventory continues to weaken. Inventory was 330 units at June 30, 2012, down 26 units from 356 at March 31, 2012. This 7% reduction was driven by sales on Clearwater Beach and Sand Key, along with insufficient new listings. Sales are up 12%, Q2 2012 vs. Q2 2011.

Sellers are turning down offers that are market prices today, seeking a price that reflects our ongoing appreciation. Most buyers are in denial, wanting to believe they have not waited too long to purchase. The dynamics present substantial challenges to real estate agents.

Please feel free to call any time for an update.

*Paul*

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# PREFERRED CLIENT UPDATE

Working Hard to Keep You Informed

No. 9 2012

## Busy September

September tends to be a busy month for many households. Vacations are ending. Kids are returning to school. Just don't forget that we're still in the midst of summer – which doesn't officially end for a couple of weeks. Be sure to carve out some time for yourself and enjoy the sunshine.

All the best.



**Paul Gibson**

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