

Annual Report on the Northeast Florida Housing Market

FOR RESIDENTIAL REAL ESTATE ACTIVITY FROM THE
NORTHEAST FLORIDA ASSOCIATION OF REALTORS® MLS



2012

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With a mean crossover dribble and a wicked head fake, housing is again driving the lane with authority.

Between 2007 and 2011, housing markets were overburdened with distressed properties, excessive supply and weak consumer demand. But a timeout was taken in 2012, and the market was able to rehydrate and breathe easier. Yearlong evidence points to market recovery – just in time to alleviate beleaguered homeowners and relieve a dwindling tax base.

Housing has been the center of attention in 2012 – and it's lonely at the top. For the first time since 2006, housing is on track to be a net positive contributor to GDP. Some have claimed that an accommodating Federal Reserve policy has driven down interest rates so much that it's enabled families to purchase up to 50 percent more house than they otherwise could. Others make a more "market fundamentals" argument, asserting that dramatic declines in supply and solid increases in demand have led to the year's successful turnaround jump shot. The truth lies somewhere in the paint.

Low mortgage rates, affordable prices and rising rents created a three-point play that bolstered consumer confidence. On a national scale, natural disasters, fiscal cliffs, contested elections and sovereign debt crises could not slow down buyers. Consequently, home values are ticking higher in many regions.

In addition to the feel-good nature of a housing recovery, it has tangible benefits to homeowners – particularly those still in underwater mortgage situations. Rising prices should convince more sellers to re-enter the marketplace, passing the rock to buyers.

Listings In general, sellers remained along the baseline, but there are hints of change in the listings playbook. Traditional sellers are returning just as banks seem to be listing fewer distressed properties. In 2012, sellers introduced 26,487 new properties to the marketplace, a modest 2.1 percent or 563-unit decrease from 2011.

Sales The buyer rebound remained strong throughout the year. Better still, housing demand strengthened without performance-enhancing government incentives. Closed sales were up 7.1 percent to 17,872 for the year. And only 44.5 percent of them were distressed, compared to about 52.0 percent the past two years.

Inventory Buyers currently have 8,186 properties from which to choose, 28.1 percent fewer than last year at this time. Changing teams, sellers have 28.1 percent less competition with which to contend. Supply-side correction is generally a positive, but many local communities are on the brink of a housing shortage, which has given rise to new and infill construction in certain neighborhoods. High-quality, move-in ready inventory isn't always easy to find. Thus, restoring seller confidence is a slam dunk to continued recovery. Well-priced and well-presented listings are fetching 90.8 percent of original list price at sale, significantly higher than in recent years.

Prices Both locally and nationally, home prices are turning a corner. In fact, we ended 2012 with a 2.1 percent median price gain compared to 2011. At \$133,500, prices have come down roughly 32.0 percent from their bubbly apex in 2006. They have, however, recovered from the air ball lows of 2011.

Sustaining a healthy, equitable and bubble-free housing market is of paramount importance. It will require both public and private cooperation – something that was difficult to achieve last year. This recovery is fragile, and an injury at this juncture could be challenging. Given the importance of housing to the overall economy, it's also critical to the health of our nation. Here's to continued improvement and a breakaway year!

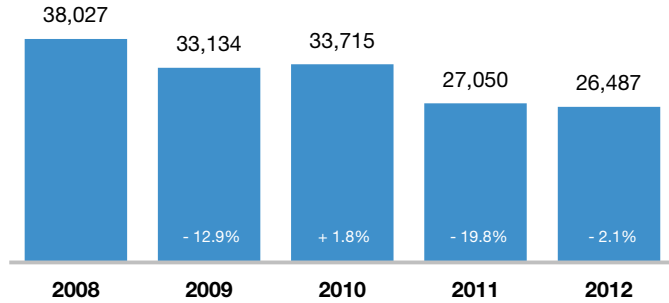
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Quick Facts

New Listings



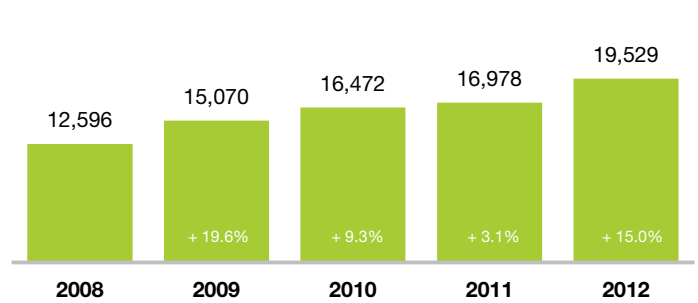
Top 5 Areas: Change in New Listings from 2011

Region 56: Putnam County NE	+ 16.7%
Reg. 26: P Ved Bch / S P Ved Bch / Vil Bch / Plm Vly / P Ved / Nctee	+ 15.7%
Region 22: Neptune Bch	+ 11.8%
Region 01: Southside / Mandarin / Bartram	+ 7.1%
Region 30: St. Johns County – NW	+ 4.5%

Bottom 5 Areas: Change in New Listings from 2011

Region 31: St. Johns County – NE	- 11.3%
Region 21: Jacksonville Bch	- 11.6%
Region 14: Middleburg Vicinity	- 12.8%
Region 12: Fleming Island Area	- 13.5%
Region 03: Riverside / Avondale / Ortega	- 13.7%

Pending Sales



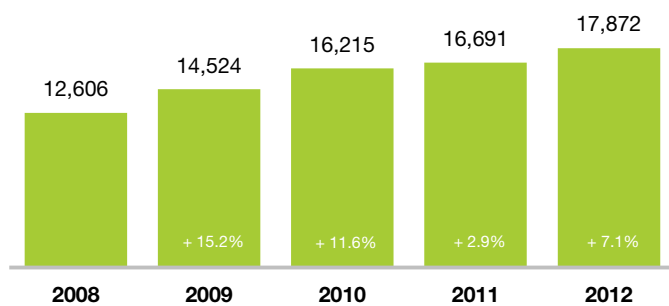
Top 5 Areas: Change in Pending Sales from 2011

Region 22: Neptune Bch	+ 36.2%
Region 58: Putnam County – South	+ 31.9%
Region 25: Ponte Vedra Bch North	+ 31.3%
Reg. 26: P Ved Bch / S P Ved Bch / Vil Bch / Plm Vly / P Ved / Nctee	+ 29.9%
Region 34: St. Johns County – SW	+ 27.2%

Bottom 5 Areas: Change in Pending Sales from 2011

Region 14: Middleburg Vicinity	- 0.5%
Region 15: Keystone Heights Vicinity	- 2.6%
Region 50: Baker County	- 3.3%
Region 16: Green Cove Springs	- 5.9%
Region 57: Putnam County – West	- 13.5%

Closed Sales



Top 5 Areas: Change in Closed Sales from 2011

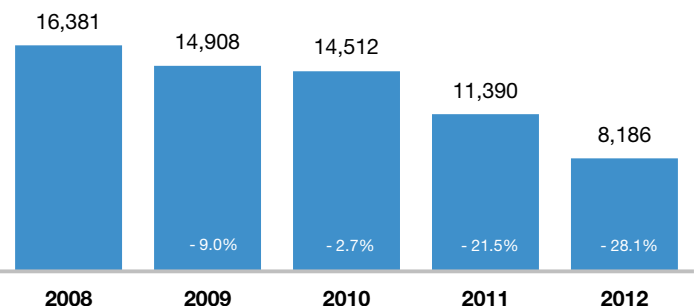
Region 22: Neptune Bch	+ 36.4%
Region 25: Ponte Vedra Bch North	+ 36.3%
Region 58: Putnam County – South	+ 33.3%
Reg. 26: P Ved Bch / S P Ved Bch / Vil Bch / Plm Vly / P Ved / Nctee	+ 27.4%
Region 34: St. Johns County – SW	+ 21.1%

Bottom 5 Areas: Change in Closed Sales from 2011

Region 12: Fleming Island Area	- 6.6%
Region 14: Middleburg Vicinity	- 8.5%
Region 16: Green Cove Springs	- 11.3%
Region 50: Baker County	- 13.9%
Region 57: Putnam County – West	- 19.0%

Inventory of Homes for Sale

At the end of the year.



Top 5 Areas: Change in Homes for Sale from 2011

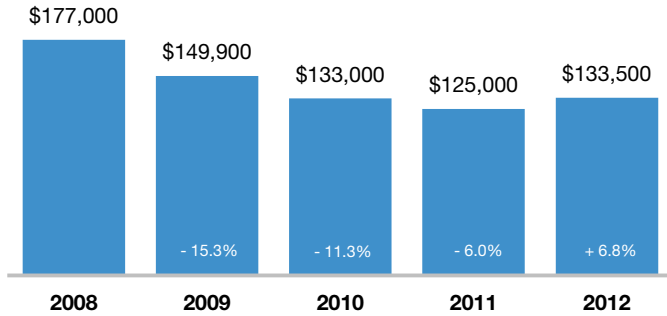
Region 16: Green Cove Springs	+ 4.0%
Region 56: Putnam County NE	+ 2.7%
Region 57: Putnam County – West	+ 2.6%
Region 50: Baker County	- 3.5%
Region 40: Nassau County	- 10.1%

Bottom 5 Areas: Change in Homes for Sale from 2011

Region 21: Jacksonville Bch	- 39.9%
Region 09: Jacksonville – North	- 40.3%
Region 12: Fleming Island Area	- 41.5%
Region 06: West Jacksonville	- 42.6%
Region 25: Ponte Vedra Bch North	- 44.6%

Quick Facts

Median Sales Price



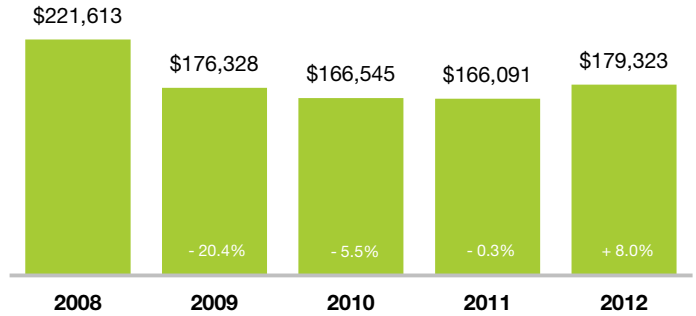
Top 5 Areas: Change in Median Sales Price from 2011

Region 34: St. Johns County – SW	+ 34.0%
Region 58: Putnam County – South	+ 29.8%
Region 02: Southside	+ 23.7%
Region 57: Putnam County – West	+ 22.3%
Region 32: St John's Cty – St Augustine Area (E of US 1)	+ 21.7%

Bottom 5 Areas: Change in Median Sales Price from 2011

Region 05: Hyde Gr. / Murr. Hill / Lkshr. / Wesconnett	0.0%
Region 31: St. Johns County – NE	- 1.1%
Region 04: Arlington / Fort Caroline	- 1.8%
Region 15: Keystone Heights Vicinity	- 6.0%
Region 23: Atlantic Bch	- 6.2%

Average Sales Price



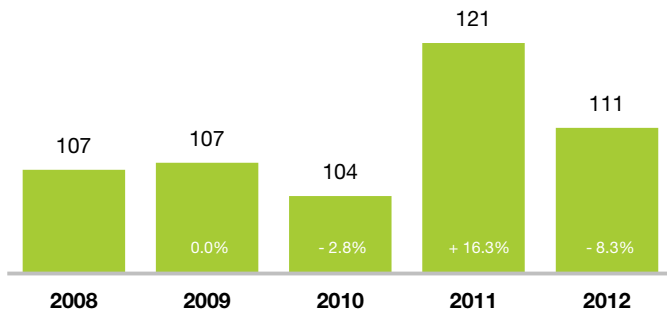
Top 5 Areas: Change in Average Sales Price from 2011

Region 58: Putnam County – South	+ 31.0%
Region 25: Ponte Vedra Bch North	+ 19.6%
Region 08: Mretta. / Whthse. / Baldw. / Gard. St / Dnsmr.	+ 18.3%
Region 16: Green Cove Springs	+ 17.7%
Region 40: Nassau County	+ 17.4%

Bottom 5 Areas: Change in Average Sales Price from 2011

Region 31: St. Johns County – NE	- 1.1%
Region 15: Keystone Heights Vicinity	- 3.4%
Region 22: Neptune Bch	- 3.5%
Region 07: Springfld. / Dwntrwn. / Paxon / Trout Riv. S.	- 3.8%
Region 32: St John's Cty – St Augustine Area (E of US 1)	- 5.4%

Days on Market Until Sale



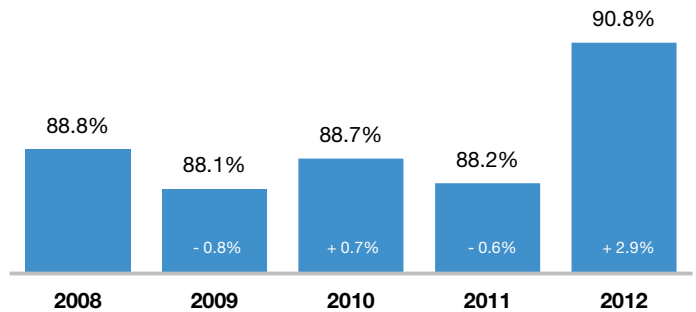
Top 5 Areas: Change in Days on Market from 2011

Region 58: Putnam County – South	+ 17.2%
Region 08: Mretta. / Whthse. / Baldw. / Gard. St / Dnsmr.	+ 11.8%
Region 07: Springfld. / Dwntrwn. / Paxon / Trout Riv. S.	+ 8.1%
Region 22: Neptune Bch	+ 7.4%
Region 31: St. Johns County – NE	+ 6.5%

Bottom 5 Areas: Change in Days on Market from 2011

Region 01: Southside / Mandarin / Bartram	- 16.4%
Region 56: Putnam County NE	- 18.1%
Region 32: St John's Cty – St Augustine Area (E of US 1)	- 23.5%
Reg. 26: P Ved Bch / S P Ved Bch / Vil Bch / Plm Vly / P Ved / Nctee	- 25.9%
Region 15: Keystone Heights Vicinity	- 29.4%

Percent of Original List Price Received



Top 5 Areas: Change in Pct. of Orig. Price Received from 2011

Region 25: Ponte Vedra Bch North	+ 5.9%
Region 15: Keystone Heights Vicinity	+ 5.3%
Region 32: St John's Cty – St Augustine Area (E of US 1)	+ 5.1%
Region 23: Atlantic Bch	+ 4.9%
Region 16: Green Cove Springs	+ 4.4%

Bottom 5 Areas: Change in Pct. of Orig. Price Received from 2011

Region 07: Springfld. / Dwntrwn. / Paxon / Trout Riv. S.	0.0%
Region 03: Riverside / Avondale / Ortega	- 0.1%
Region 50: Baker County	- 0.8%
Region 58: Putnam County – South	- 1.2%
Region 57: Putnam County – West	- 1.3%

Property Type Review

112

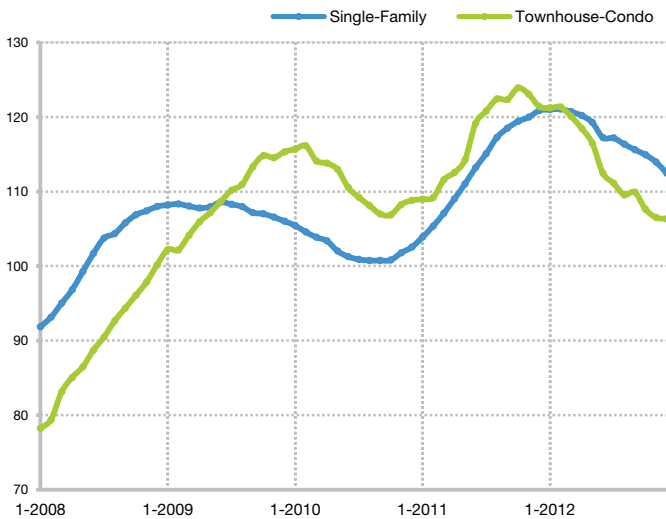
Average Days on Market
Single-Family Detached

106

Average Days on Market
Townhouse-Condo

Days on Market Until Sale

This chart uses a rolling 12-month average for each data point.



Top Areas: Townhouse-Condo Market Share in 2012

Entire MLS	17.5%
Region 21: Jacksonville Bch	53.9%
Region 32: St John's Cty - St Augustine Area (E of US 1)	39.3%
Region 02: Southside	34.4%
Region 33: St. Johns County - SE	32.2%
Region 23: Atlantic Bch	28.2%
Region 01: Southside / Mandarin / Bartram	25.4%
Region 25: Ponte Vedra Bch North	24.3%
Region 31: St. Johns County - NE	22.4%
Reg. 26: P Ved Bch / S P Ved Bch / Vil Bch / Plm Vly / P Ved / Nctee	20.6%
Region 12: Fleming Island Area	17.0%
Region 03: Riverside / Avondale / Ortega	13.7%
Region 22: Neptune Bch	13.3%
Region 04: Arlington / Fort Caroline	12.8%
Region 05: Hyde Gr. / Murr. Hill / Lkshr. / Wesconnett	12.8%
Region 13: Orange Park	11.8%
Region 06: West Jacksonville	9.8%
Region 30: St. Johns County - NW	9.7%
Region 40: Nassau County	7.6%
Region 09: Jacksonville - North	6.4%
Region 07: Springfld. / Dwntwn. / Paxon / Trout Riv. S.	5.7%
Region 58: Putnam County - South	5.3%
Region 14: Middleburg Vicinity	1.6%
Region 15: Keystone Heights Vicinity	0.9%
Region 16: Green Cove Springs	0.8%
Region 08: Mretta. / Whthse. / Baldw. / Gard. St / Dnsmr.	0.0%

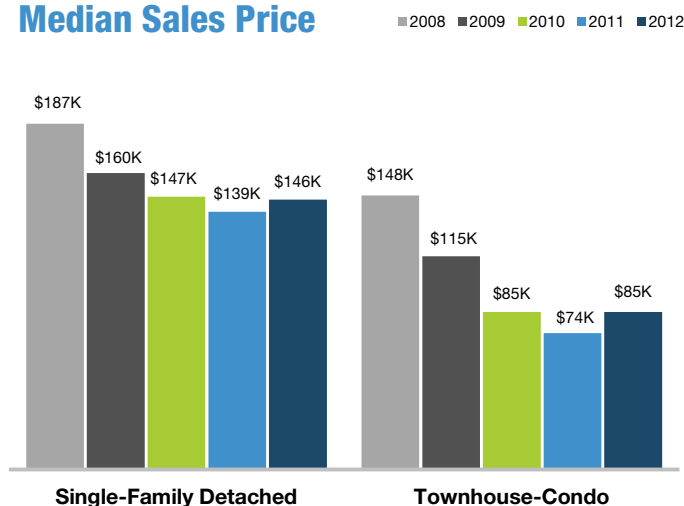
+ 4.7%

One-Year Change in Price
Single-Family Detached

+ 15.6%

One-Year Change in Price
Townhouse-Condo

Median Sales Price



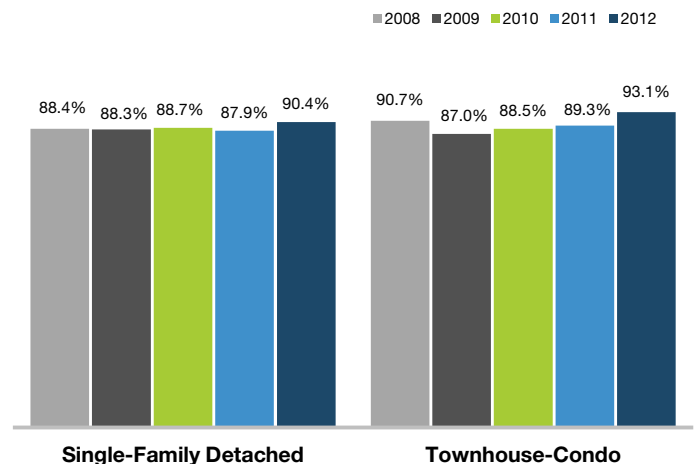
90.4%

Pct. of Orig. List Price
Received Single-Family
Detached

93.1%

Pct. of Orig. List Price
Received Townhouse-Condo

Percent of Original List Price Received



Lender-Mediated Review

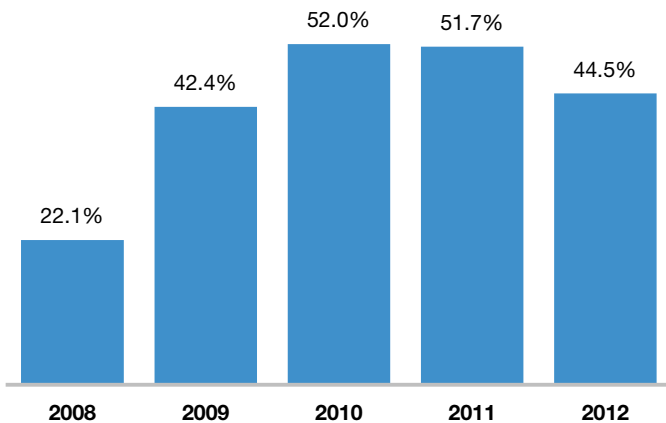
44.5%

Percent of Closed Sales in 2012 that were Lender-Mediated

- 7.7%

One-Year Change in Sales of Lender-Mediated

Percent of Sales That Were Lender-Mediated



Top Areas: Lender-Mediated Market Share in 2012

Entire MLS	44.5%
Region 08: Mretta. / Whthse. / Baldw. / Gard. St / Dnsmr.	62.1%
Region 07: Springfld. / Dwtwn. / Paxon / Trout Riv. S.	62.0%
Region 05: Hyde Gr. / Murr. Hill / Lkshr. / Wesconnett	60.2%
Region 06: West Jacksonville	59.8%
Region 04: Arlington / Fort Caroline	53.4%
Region 34: St. Johns County – SW	51.1%
Region 13: Orange Park	50.5%
Region 16: Green Cove Springs	50.0%
Region 02: Southside	48.6%
Region 14: Middleburg Vicinity	48.1%
Region 40: Nassau County	47.3%
Region 50: Baker County	46.7%
Region 31: St. Johns County – NE	42.5%
Region 01: Southside / Mandarin / Bartram	42.3%
Region 56: Putnam County NE	40.3%
Region 15: Keystone Heights Vicinity	37.5%
Region 12: Fleming Island Area	37.5%
Region 23: Atlantic Bch	36.7%
Region 03: Riverside / Avondale / Ortega	32.2%
Region 22: Neptune Bch	31.1%
Region 25: Ponte Vedra Bch North	29.9%
Region 30: St. Johns County – NW	29.7%
Region 21: Jacksonville Bch	29.6%
Region 33: St. Johns County – SE	28.6%

- 24.6%

Five-Year Change in Price All Properties

- 27.4%

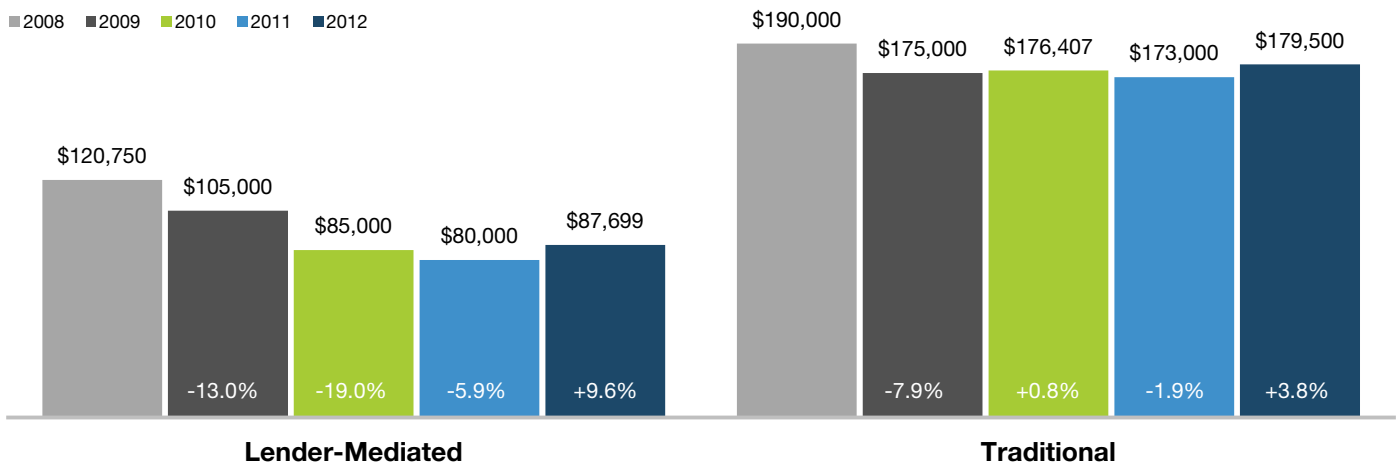
Five-Year Change in Price Lender-Mediated Properties

- 5.5%

Five-Year Change in Price Traditional Properties

Median Sales Price

■ 2008 ■ 2009 ■ 2010 ■ 2011 ■ 2012



New Construction Review

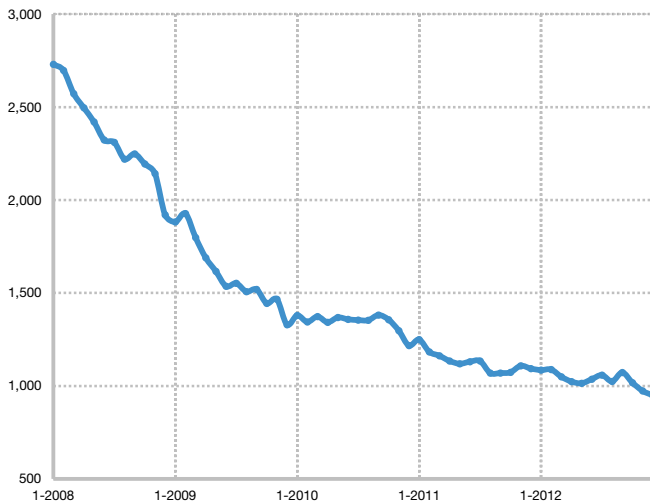
Jan '08

1,781

Peak of
New Construction Inventory

Drop in New Construction
Inventory from Peak

New Construction Homes for Sale



Top Areas: New Construction Market Share in 2012

Entire MLS	12.6%
Reg. 26: P Ved Bch / S P Ved Bch / Vil Bch / Plm Vly / P Ved / Nctee	34.7%
Region 30: St. Johns County – NW	32.6%
Region 31: St. Johns County – NE	25.4%
Region 40: Nassau County	23.9%
Region 09: Jacksonville – North	20.5%
Region 14: Middleburg Vicinity	20.2%
Region 33: St. Johns County – SE	19.4%
Region 34: St. Johns County – SW	18.5%
Region 32: St John's Cty – St Augustine Area (E of US 1)	16.7%
Region 21: Jacksonville Bch	15.0%
Region 13: Orange Park	14.6%
Region 16: Green Cove Springs	12.7%
Region 08: Mretta. / Whthse. / Baldw. / Gard. St / Dnsmr.	11.8%
Region 06: West Jacksonville	10.5%
Region 50: Baker County	9.5%
Region 01: Southside / Mandarin / Bartram	8.4%
Region 12: Fleming Island Area	7.1%
Region 02: Southside	5.9%
Region 22: Neptune Bch	5.6%
Region 05: Hyde Gr. / Murr. Hill / Lkshr. / Wesconnett	3.0%
Region 58: Putnam County – South	2.6%
Region 04: Arlington / Fort Caroline	2.5%
Region 07: Springfld. / Dwntrwn. / Paxon / Trout Riv. S.	2.0%
Region 56: Putnam County NE	1.9%
Region 03: Riverside / Avondale / Ortega	1.1%

4.6

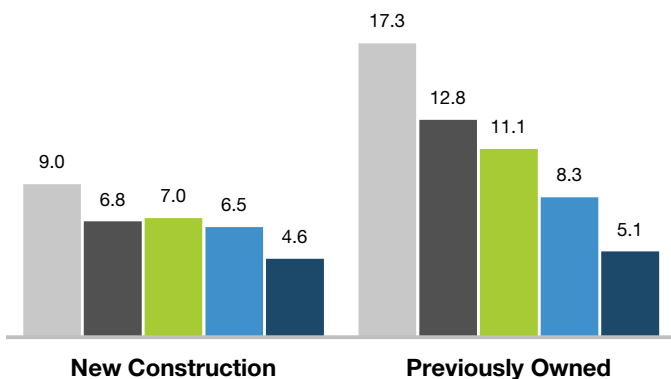
5.1

Year-End Months Supply
New Construction

Year-End Months Supply
Previously Owned

Months Supply of Inventory

■ 2008 ■ 2009 ■ 2010 ■ 2011 ■ 2012



96.6%

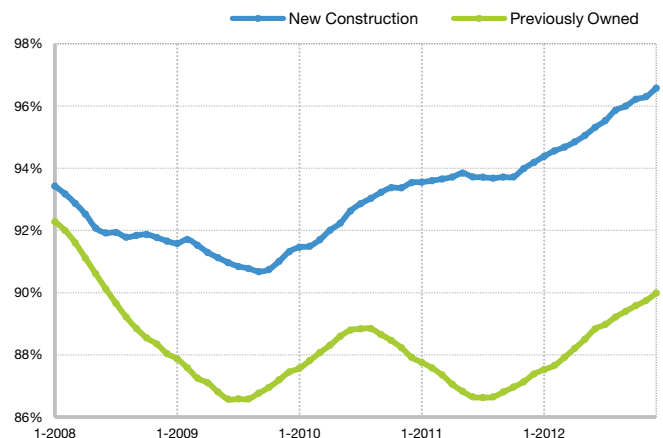
90.0%

Pct. of Orig. List Price
Received
New Construction

Pct. of Orig. List Price
Received
Previously Owned

Percent of Original List Price Received

This chart uses a Rolling 12 Month Average for each data point.



Area Overviews

	Total Closed Sales	Change from 2011	Percent New Construction	Percent Townhouse- Condo	Percent Lender Mediated	Days on Market	Pct. of Orig. Price Received
Entire MLS	17,872	+ 7.1%	12.6%	17.5%	44.5%	111	90.8%
Region 01: Southside / Mandarin / Bartram	1,841	+ 15.5%	8.4%	25.4%	42.3%	102	91.6%
Region 02: Southside	2,445	+ 1.6%	5.9%	34.4%	48.6%	102	92.4%
Region 03: Riverside / Avondale / Ortega	379	+ 15.2%	1.1%	13.7%	32.2%	127	86.3%
Region 04: Arlington / Fort Caroline	1,363	+ 8.4%	2.5%	12.8%	53.4%	107	89.8%
Region 05: Hyde Gr. / Murr. Hill / Lkshr. / Wesconnett	797	+ 14.8%	3.0%	12.8%	60.2%	105	88.3%
Region 06: West Jacksonville	1,128	+ 4.4%	10.5%	9.8%	59.8%	105	90.5%
Region 07: Springfld. / Dwntrwn. / Paxon / Trout Riv. S.	789	+ 0.4%	2.0%	5.7%	62.0%	107	86.9%
Region 08: Mretta. / Whthse. / Baldw. / Gard. St / Dnsmr.	161	+ 1.9%	11.8%	0.0%	62.1%	133	89.3%
Region 09: Jacksonville – North	923	+ 10.8%	20.5%	6.4%	58.5%	119	91.4%
Region 12: Fleming Island Area	411	- 6.6%	7.1%	17.0%	37.5%	114	92.1%
Region 13: Orange Park	1,137	+ 3.2%	14.6%	11.8%	50.5%	105	92.1%
Region 14: Middleburg Vicinity	563	- 8.5%	20.2%	1.6%	48.1%	119	91.5%
Region 15: Keystone Heights Vicinity	112	+ 2.8%	0.0%	0.9%	37.5%	125	84.0%
Region 16: Green Cove Springs	118	- 11.3%	12.7%	0.8%	50.0%	124	90.1%
Region 21: Jacksonville Bch	486	+ 1.0%	15.0%	53.9%	29.6%	101	94.1%
Region 22: Neptune Bch	90	+ 36.4%	5.6%	13.3%	31.1%	131	92.0%
Region 23: Atlantic Bch	245	+ 20.7%	0.0%	28.2%	36.7%	110	90.7%
Region 25: Ponte Vedra Bch North	214	+ 36.3%	0.5%	24.3%	29.9%	145	89.9%
Reg. 26: P Ved Bch / S P Ved Bch / Vil Bch / Plm Vly / P Ved / Nctee	982	+ 27.4%	34.7%	20.6%	17.4%	109	93.1%
Region 30: St. Johns County – NW	1,593	+ 15.9%	32.6%	9.7%	29.7%	107	94.2%
Region 31: St. Johns County – NE	134	- 2.9%	25.4%	22.4%	42.5%	148	89.7%
Region 32: St John's Cty – St Augustine Area (E of US 1)	84	+ 1.2%	16.7%	39.3%	20.2%	117	88.5%
Region 33: St. Johns County – SE	566	+ 0.5%	19.4%	32.2%	28.6%	128	89.6%
Region 34: St. Johns County – SW	92	+ 21.1%	18.5%	0.0%	51.1%	103	88.5%
Region 40: Nassau County	410	- 5.5%	23.9%	7.6%	47.3%	118	90.0%
Region 50: Baker County	105	- 13.9%	9.5%	0.0%	46.7%	112	87.5%
Region 56: Putnam County NE	216	+ 13.7%	1.9%	0.0%	40.3%	140	82.8%
Region 57: Putnam County – West	115	- 19.0%	0.0%	0.0%	23.5%	165	77.7%
Region 58: Putnam County – South	152	+ 33.3%	2.6%	5.3%	21.1%	198	79.8%

Area Historical Median Prices

	2008	2009	2010	2011	2012	Change From 2011	Change From 2008
Entire MLS	\$177,000	\$149,900	\$133,000	\$125,000	\$133,500	+ 6.8%	- 24.6%
Region 01: Southside / Mandarin / Bartram	\$204,995	\$175,000	\$149,900	\$142,500	\$149,705	+ 5.1%	- 27.0%
Region 02: Southside	\$172,950	\$146,000	\$125,000	\$97,000	\$120,000	+ 23.7%	- 30.6%
Region 03: Riverside / Avondale / Ortega	\$235,000	\$185,500	\$183,750	\$167,900	\$174,000	+ 3.6%	- 26.0%
Region 04: Arlington / Fort Caroline	\$164,900	\$136,500	\$117,700	\$103,900	\$102,000	- 1.8%	- 38.1%
Region 05: Hyde Gr. / Murr. Hill / Lkshr. / Wesconnett	\$119,000	\$80,000	\$51,950	\$50,000	\$50,000	0.0%	- 58.0%
Region 06: West Jacksonville	\$149,900	\$119,000	\$100,000	\$83,000	\$90,000	+ 8.4%	- 40.0%
Region 07: Springfld. / Dwntrn. / Paxon / Trout Riv. S.	\$34,700	\$19,000	\$17,500	\$18,500	\$21,000	+ 13.5%	- 39.5%
Region 08: Mretta. / Whthse. / Baldw. / Gard. St / Dnsmr.	\$160,000	\$137,050	\$116,500	\$102,500	\$115,500	+ 12.7%	- 27.8%
Region 09: Jacksonville – North	\$179,000	\$155,000	\$141,025	\$123,500	\$125,200	+ 1.4%	- 30.1%
Region 12: Fleming Island Area	\$230,000	\$222,750	\$192,500	\$189,000	\$195,000	+ 3.2%	- 15.2%
Region 13: Orange Park	\$175,600	\$153,300	\$134,000	\$118,635	\$119,010	+ 0.3%	- 32.2%
Region 14: Middleburg Vicinity	\$168,900	\$153,000	\$130,000	\$123,326	\$128,375	+ 4.1%	- 24.0%
Region 15: Keystone Heights Vicinity	\$118,000	\$100,000	\$71,365	\$74,500	\$70,000	- 6.0%	- 40.7%
Region 16: Green Cove Springs	\$199,950	\$178,500	\$150,000	\$132,000	\$151,500	+ 14.8%	- 24.2%
Region 21: Jacksonville Bch	\$317,500	\$255,000	\$216,000	\$226,000	\$248,000	+ 9.7%	- 21.9%
Region 22: Neptune Bch	\$325,000	\$286,450	\$250,750	\$259,000	\$282,500	+ 9.1%	- 13.1%
Region 23: Atlantic Bch	\$245,000	\$185,500	\$165,000	\$190,000	\$178,250	- 6.2%	- 27.2%
Region 25: Ponte Vedra Bch North	\$651,000	\$320,000	\$449,500	\$405,000	\$460,000	+ 13.6%	- 29.3%
Reg. 26: P Ved Bch / S P Ved Bch / Vil Bch / Plm Vly / P Ved / Nctee	\$405,000	\$309,950	\$308,000	\$295,000	\$310,000	+ 5.1%	- 23.5%
Region 30: St. Johns County – NW	\$268,000	\$233,000	\$220,000	\$213,500	\$225,000	+ 5.4%	- 16.0%
Region 31: St. Johns County – NE	\$246,880	\$225,000	\$247,000	\$252,000	\$249,275	- 1.1%	+ 1.0%
Region 32: St John's Cty – St Augustine Area (E of US 1)	\$166,000	\$160,000	\$155,000	\$170,000	\$206,875	+ 21.7%	+ 24.6%
Region 33: St. Johns County – SE	\$197,495	\$164,495	\$145,000	\$152,750	\$158,000	+ 3.4%	- 20.0%
Region 34: St. Johns County – SW	\$159,900	\$133,245	\$75,000	\$67,500	\$90,450	+ 34.0%	- 43.4%
Region 40: Nassau County	\$189,990	\$173,000	\$145,000	\$142,000	\$153,500	+ 8.1%	- 19.2%
Region 50: Baker County	\$145,000	\$136,200	\$129,850	\$121,250	\$128,000	+ 5.6%	- 11.7%
Region 56: Putnam County NE	\$128,000	\$85,675	\$70,000	\$65,000	\$68,000	+ 4.6%	- 46.9%
Region 57: Putnam County – West	\$69,450	\$44,000	\$51,250	\$37,000	\$45,250	+ 22.3%	- 34.8%
Region 58: Putnam County – South	\$72,000	\$65,000	\$45,000	\$40,000	\$51,900	+ 29.8%	- 27.9%