



The Roe Report

for

Waterfront & Luxury Properties



ROE REALTY

Mid-Year 2013

www.RoeReport.com

Roe Realty, Inc

Information Supplied by:

Cliff Roe, Broker/Owner.



GOOD NEWS, if you have been waiting for an opportunity to sell, it's time. This is the best market for waterfront condos since October 2005 and for waterfront and luxury houses since April 2006.

Back in 2006, when I started *The Roe Report*, I promised to be honest about the market even if it cost me business. I had not yet heard of REO (bank owned) or Short Sales. Despite my fears, I kept you informed and you rewarded me by allowing me to list and sell more properties than any other agent or team in Pinellas County and I did it without reporting my teams sales under my name; as is often the case. I am extremely grateful to be trusted by so many.

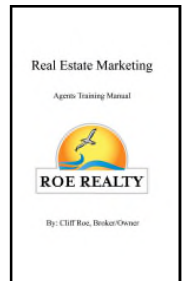
The *Roe Report* goes to owners of properties classified as waterfront or luxury from Clearwater Beach to St Pete Beach; on the Gulf plus east and west of the Intracoastal waterway. A total of just under 5,500 owners. I picked this coverage area in order to ensure a targeted market by class and geography in which I could perform well. I currently have a staff of fifteen plus nine buyers-agents. I do the marketing, staff ensures a smooth closing and agents handle the sales. It's a perfect mix that allows us to close approximately twenty-five properties a month.

To serve you better we moved into our new Seminole headquarters and opened boutique branches in Belleair Bluffs and St Pete. We have been fortunate to attract established agents who are experienced in

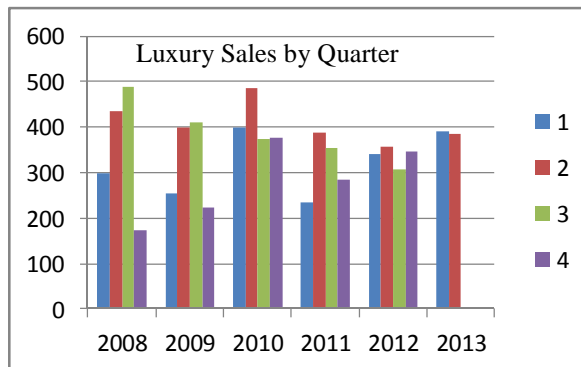
selling luxury homes and waterfront condos.

With the added space, we opened a rental department (Roe-Rentals) to concentrate on luxury rentals. It's a proven fact that guests will pay a little more if they are guaranteed a well maintained rental. For owners who only visit a few months a year and don't wish to rent we provide maintenance and weekly inspections. We currently inspect over 150 properties per week.

My second book titled, *Real Estate Marketing* is at the publishers. It covers the sales and marketing techniques I teach at real estate conferences; domestically and internationally. I include a copy with my listing presentation to provide you with the tricks of the trade. It explains the difference in marketing to get listings and marketing to sell listings.



In Real Estate a six month supply of properties "for sale" is considered a balanced market, neither buyer or seller has the upper hand. When the supply exceeds six months its called a buyer's market and conversely when there is less than a six month supply its called a seller's market.

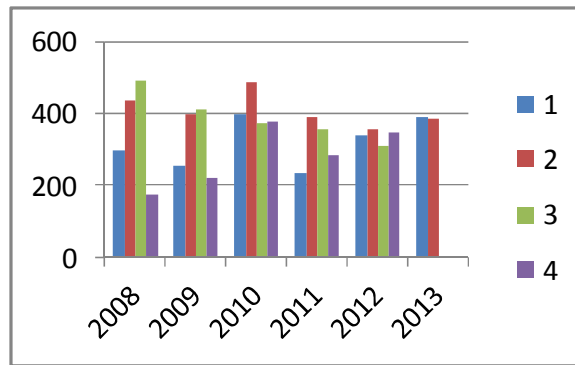


Appraisers are allowed to go back six months to evaluate a property. Three months is even better when evaluating current trends. There are 536 waterfront condos listed. Over the past three and six months there have been 279 and 386 sales giving us an average of 110.83 sales per month or a 4.8 month supply. There are 230 waterfront houses for sale. Over the past three and six months there have been 144 and 155 sales giving us an average of 49.8 sold per month or a 4.6 month supply. Both property classes are reflecting seller's markets and both are trending stronger.

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QUARTERLY WATERFRONT SINGLE FAMILY HOME SALES



www.GulfCoastHomeReport.com

Quarterly improvements are in green / negatives are in red / unchanged is black.

High, Low and Average selling price per property and Sq Ft for the 2nd quarter is listed under each area.

The Belleairs have 24 listings equaling a 9 month supply. There were 8 sales in the second quarter. Average days on the market was 104 and buyers paid 93% of the final asking price. :

High \$2,195,000, St Ft 912 / Low \$550,000 Sq Ft \$169 / Average \$1,127,308 Sq Ft \$325

Clearwater Beach, Island Estates and Sand Key have 23 listings representing a 5.3 month supply. There were 13 sales in the second quarter. Average days on the market was 169 and buyers paid 95% of the final asking price.

High 3,700,000 St Ft \$553 / Low \$499,500 Sq Ft \$103 / Average \$763,077 Sq Ft \$257

Indian Rocks and Indian Shores have 15 listings representing a 15 month supply. There were 3 sales in the second quarter. Average days on the market was 188 and buyers paid 93% of the final asking price.

High \$610,000 St Ft \$413 / Low \$395,000 Sq Ft \$247 / Average \$473.330 Sq Ft \$311

Madeira Beach has 14 listings representing a 8.3 month supply. There were 8 sales in the second quarter. Average days on the market was 209 and buyers paid 93% of the final asking price.

High \$1,289,000 St Ft \$305 / Low \$250,000 Sq Ft \$145 / Average \$517,173 Sq Ft \$249

The Redingtons have 22 listings representing a 10 month supply. There were 21 sales in the second quarter. Average days on the market was 114 and buyers paid 96% of the final asking price.

High \$1,500,000 St Ft \$356 / Low \$365,000 Sq Ft \$245 / Average \$631,595 Sq Ft \$245

Seminole and Large have 15 listings representing a 4.6 month supply. There were 7 sales in the second quarter. Average days on the market was 110 and buyers paid 96% of the final asking price.

High 1,470,000 St Ft \$269 / Low \$575,000 Sq Ft \$235 / Average \$895,571 Sq Ft \$255

St Pete and St Pete Beach have 97 listings representing a 6.4 month supply. There were 63 sales in the second quarter. Average days on the market was 115 and buyers paid 95% of the final asking price.

High \$3,600,000 St Ft \$703 / Low \$172,000 Sq Ft \$97 / Average \$819,093 Sq Ft \$283

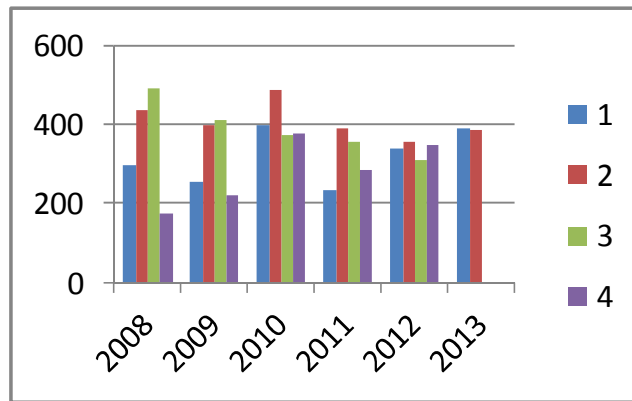
Treasure Island has 21 listings representing a 4.5 month supply. There were 14 sales in the second quarter. Average days on the market was 190 and buyers paid 94% of the final asking price.

High \$989,000 St Ft \$361 / Low \$365,000 Sq Ft \$228 / Average \$621.071 Sq Ft \$289

Tierra Verde has 18 listings representing a 18 month supply. There was 3 sale in the second quarter. Average days on the market was 132 and buyers paid 91% of the final asking price.

High \$1,250,000 St Ft \$282 / Low \$527,500 Sq Ft \$223 / Average \$840,833 Sq Ft \$260

QUARTERLY WATERFRONT CONDO SALES



www.GulfCoastCondoReport.com

Quarterly improvements are in green / negatives are in red / unchanged is black.
High, Low and Average selling price per Sq Ft for the 4th quarter is listed under each area.

Belleair Beach, Belleair Bluffs & Belleair. There are currently 33 condos listed, representing a 11 month supply. Sales during the second quarter totaled 9. Average days on the market was 213 and buyers paid 93% of the final asking price. Fourth quarter sales:

High \$1,550,000 St Ft \$399 / Low \$106,900 Sq Ft \$83 / Average \$374,322 Sq Ft \$187

Clearwater Beach, Island Estates and Sand Key. There are currently 189 condos listed, representing a 4.4 month supply. Sales during the second quarter totaled 130. Average days on the market was 101 and buyers paid 94% of the final asking price.

High \$2,935,000 St Ft \$592 / Low \$42,000 Sq Ft \$74 / Average \$398,839 Sq Ft \$247

Dunedin. There are currently 13 condos listed, representing a 1.9 month supply. Sales during the second quarter totaled 21. Average days on the market was 113 and buyers paid 95% of the final asking price.

High \$649,900 St Ft \$270 / Low \$62,000 Sq Ft \$90 / Average \$131,324 Sq Ft \$94

South Pasadena. There are currently 29 condos listed, representing a 4.8 month supply. Sales during the second quarter totaled 23. Average days on the market was 60 and buyers paid 95% of the final asking price.

High \$308,500 St Ft \$253 / Low \$51,000 Sq Ft \$76 / Average \$156,990 Sq Ft \$150

Indian Rocks Beach. There are currently 34 condos listed, representing a 6 month supply. Sales during the second quarter totaled 18. Average days on the market was 108 and buyers paid 95% of the final asking price.

High \$920,000 St Ft \$358 / Low \$168,000 Sq Ft \$128 / Average \$424,528 Sq Ft \$280

Indian Shores. There are currently 41 condos listed, representing a 4.7 month supply. Sales during the second quarter totaled 26. Average days on the market was 148 and buyers paid 93% of the final asking price.

High \$2,500,000 St Ft \$477 / Low \$52,000 Sq Ft \$149 / Average \$445,396 Sq Ft \$270

Largo & Seminole. There are currently 12 condos listed, representing a 3.3 month supply. Sales during the second quarter totaled 11. Average days on the market was 43 and buyers paid 94% of the final asking price.

High \$265,000 St Ft \$174 / Low \$65,000 Sq Ft \$80 / Average \$180.859 Sq Ft \$125

Madeira Beach. There are currently 24 condos listed, representing a 3 month supply. Sales during the second quarter totaled 24. Average days on the market was 73 and buyers paid 95% of the final asking price.

High \$1,199,000 St Ft \$413 / Low \$115,000 Sq Ft \$146 / Average \$403,208 Sq Ft \$282

North Redington. There are currently 18 condos listed, representing a 6.4 month supply. Sales during the second quarter totaled 7. Average days on the market was 75 and buyers paid 92% of the final asking price.

High \$889,000 St Ft \$484 / Low \$74,900 Sq Ft \$204 / Average \$438,800 Sq Ft \$346

Redington Beach. There are currently 6 condos listed, representing a 9 month supply. Sales during the second quarter totaled 2. Average days on the market was 70 and buyers paid 89% of the final asking price.

High 950,000 St Ft \$362 / Low \$313,500 Sq Ft \$294, Average \$576,750 Sq Ft \$328

Redington Shores. There are currently 22 condos listed, representing a 3.5 month supply. Sales during the second quarter totaled 19. Average days on the market was 137 and buyers paid 94% of the final asking price.

High \$860,000 St Ft \$358 / Low \$195,000 Sq Ft \$180 / Average \$345,000 Sq Ft \$278

St Pete & St Pete Beach. There are currently 148 condos listed, representing a 3.4 month supply. Sales during the second quarter totaled 132. Average days on the market was 128 and buyers paid 95% of the final asking price.

High \$1,295,000 St Ft \$777 / Low \$45,000 Sq Ft \$57 / Average \$297,072 Sq Ft \$216

Tierra Verde. There are currently 9 condos listed, representing a 6.8 month supply. Sales during the second quarter totaled 4. Average days on the market was 288 and buyers paid 9% of the final asking price.

High \$900,000 St Ft \$211 / Low \$217,000 Sq Ft \$174 / Average \$248,750 Sq Ft \$196

Treasure Island. There are currently 62 condos listed, representing a 4.1 month supply. Sales during the second quarter totaled 45. Average days on the market was 109 and buyers paid 95% of the final asking price.

High 675,000 St Ft \$477 / Low \$60,000 Sq Ft \$107 / Average \$247,627 Sq Ft \$259

CLIFF'S COMMENTS

I believe we have three distinct real estate markets.

- You, the readers of the *Roe Report*, are in the upper 10% and are only affected by the public's attitude. Your buyers are employed and able to buy; they only hesitate when the news is negative on real estate.
- A second category is controlled by Hedge Funds who started buying and repairing 3 bedroom, 2 bath single family homes in the higher rated school districts at an average cost of \$150,000 including repairs. They wanted 1% or \$1,500 per month rent. When there were no more homes in this price range they upped the average purchase price and told investors they were switching from a profit on rents to one of buying below replacement cost with profits coming from holding the properties for 6-10 years instead of 2-3. In our market hedge funds have over 1,100 vacant homes for rent. The average household income in our area is \$45,000 per year which means the funds have already rented to virtually anyone who can afford the prices they require. Anything purchased over the past twelve months is out of the averages families affordability range. As we know from the Hunt Brothers silver debacle in the 1970's and the Hedge Funds are learning, you can't corner a market forever. Excess purchases force up prices and cause you to run out of capital. I expect they will be forced to start selling in the next twelve months. If they are forced to sell quickly it will cause another housing bust. As anyone who follows Wall Street knows you don't get fired from running with the herd, but if you go against the herd, you better be right. When one sells, the others will follow.
- The third group is everyone else. The average family that wants to buy, but is being priced out of the market by the Hedge Funds. It's my best guess that the market will turn in their favor in nine months or less. Nobody can time the ups and downs correctly, but its easy to see what's coming.

On the first page, I suggested this is the best time to sell in years. Prices are up 9.6% from last year. Inventory is down, rents are up and the media is shouting recovery. Buyers are lined up to buy in what appears to be a shortage of supply. A mini-feeding frenzy. On the front Page, I bragged about being number one in Pinellas County during 2012. My business is up 45% over last year. I'm good but I'm not that good. :) This is a window of opportunity for anyone wanting to sell a property.

As always, if I can be of help, let me know. Put me to work for you.

Sincerely,

Cliff



If you know someone whose mortgage is under water, please have them visit

www.FL-ForeclosureOptions.com

Our Short Sale department is often able to help.

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