



The Roe Report

for
Waterfront & Luxury Properties



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Information Supplied by:

**Cliff Roe, Broker/Owner and
Rebekah Moorehead, Broker/Owner**



Trust Matters

The best agent to sell your property will always be the one you trust the most. Property is a major investment that requires an honest evaluation from a trustworthy agent to insure your maximum return.

We could brag about selling 1,548+ properties since the start of 2010, more than any other agent or team. We could brag about days on the market before we receive an acceptable offer or we could talk about how close to the listing value we average. But, none of that matters.

We could talk about the 98 international partner associations we exchange information with. The Asian Real Estate Association (AREAA) awarded Cliff a plaque for ranking 2nd in the world in units sold; AREAA covers the U.S., Asia and the Pacific Islands. A broker from Vancouver came in first. Cliff is friends with the president of FIABCI the International Real Estate Federation located in London with a worldwide membership base, but that also doesn't matter.

It all comes down to trust. The rest of the world doesn't know about referring business to another agent. Just as you would not ask a local agent to recommend an agent in Milan or Bangkok, buyers from overseas don't ask for recommendations in the U.S. Overseas buyers look for properties online and contact the listing agent. We have sold to buyers from 27 countries, but most of our overseas business comes from past clients. We are in four international organizations in addition to the

98 partner associations and could make a strong case as being the most connected agents in town, but that would destroy the trust we want with our clients. The U.S. has approximately 95% coverage with its MLS (information exchange with other agents) while Canada has 85% and no other country covers an area larger than five counties. Nobody knows how they rank outside these two countries.

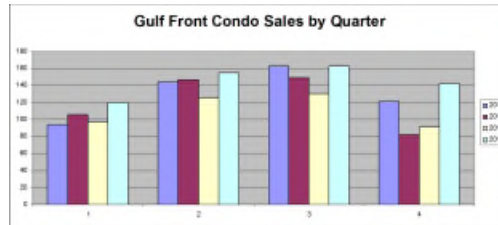
One way to establish trust is to never ask for a listing more than 90 days longer than the average number of days required to sell similar properties. If we asked for a longer listing period, we would be admitting we didn't think your property would sell in the normal time frame at the value we recommended. Property is similar to a loaf of bread in that it gets stale the longer it sits on the market. We have a fiduciary duty to protect your assets to the best of our ability. That simply means providing you all the information you need to make an informed decision on how to value your property. Over valuing means it won't sell and will grow stale. There isn't much interest in stale bread or a stale property.

We always provide you with a list of all the recent sales of similar properties. We always show you competing properties that are listed. Not a few, but all of them. We go over the pluses and minuses of each so you can make an informed decision on the market value of your property. We consider this step one in gaining your trust. We publish *The Roe Report* to ensure you have the necessary facts at your finger tips. We split our commission 50/50 with the buyer's agent. There are no hidden fees charged by us that would discourage another agent from showing your home. We give you a copy of the

Website: www.Roe-Realty.com

Cliff@Roe-Realty.com / (727) 644-7209 or Rebekah@Roe-Realty.com / (727) 385-5233

listing sheet showing the commission we are offering the agent who brings a buyer so you know we are doing what we say. Maybe it's because we are fair with our peers (6,500 Pinellas) + (3,500 Hillsborough) that we are able to sell more properties than anyone else. Trust must extend beyond the agent client relationship if we are to successfully sell your property in a reasonable amount of time and receive the highest possible price.



Zip Code 33767 (Clearwater Beach)—Sold 43 in an average of 145 days during the fourth quarter at an average of 95% of the final asking price. Currently 93 are listed equal to a 6.5 month supply.

Zip Code 33786 (Belleair Beach)—Sold 3 in an average of 65 days during the fourth quarter at an average of 94% of the final asking price. Currently 10 are listed equal to a 10 month supply.

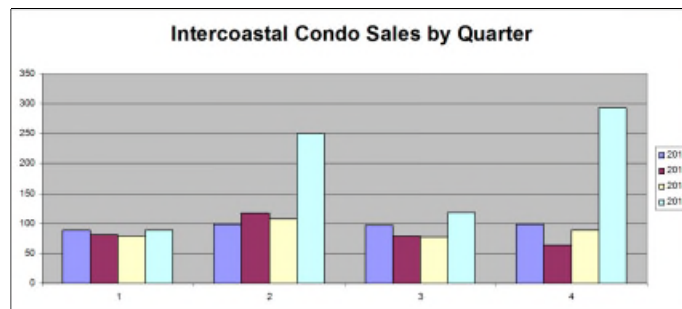
Zip Code 33785 (Indian Rocks Beach & Indian Shores Beach) —Sold 31 in an average of 79 days during the fourth quarter at 96% of the final asking price. Currently 40 are listed equal to a 3.9 month supply.

Zip Code 33708 (Redingtons' and Madeira)—Sold 30 in an average of 124 days during the fourth quarter at 96% of the final asking price. Currently 41 are listed equal to a 4.1 month supply.

Zip Code 33706 (St Pete, Treasure Island)– Sold 14 in an average of 115 days during the fourth quarter at 93% of the final asking price. Currently 29 are listed equal to a 6.2 month supply.

Total County- Sold 142 in an average of 115 days during the fourth quarter at an average of 95% of the final asking price. Currently 240 are listed equal to a 5.1 month supply.

Comments: A six month supply is considered a balanced market. This is a seller's market. Anticipate slightly higher prices.



Zip Code 33767—Sold 32 in an average of 129 days during the fourth quarter at an average of 96% of the final asking price. Currently 66 are listed equal to a 6.2 month supply.

Zip Code 33785—Sold 12 in an average of 98 days during the fourth quarter at 96% of the final asking price. Currently 37 are listed equal to a 9.3 month supply.

Zip Code 33708—Sold 19 in an average of 72 days during the fourth quarter at 96% of the final asking price. Currently 15 are listed equal to a 2.4 month supply.

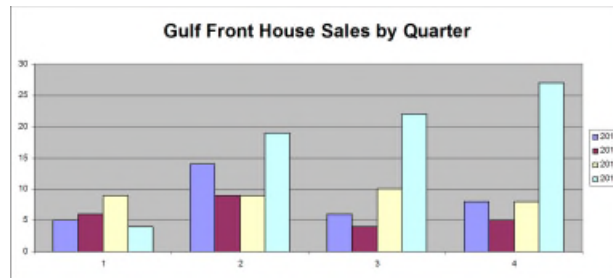
Zip Code 33707 (South Pasadena)– Sold 37 in an average of 71 days during the fourth quarter at 95% of the final asking price. Currently 35 are listed equal to a 6 month supply.

Zip Code 33706– Sold 41 in an average of 121 days during the fourth quarter at 94% of the final asking price. Currently 60 are listed equal to a 4.4 month supply.

Zip Code 33701 (Downtown St Petersburg)– Sold 3 in an average of 24 days during the fourth quarter at 94% of the final asking price. Currently 6 are listed equal to a 6 month supply.

Total County- Sold 293 in an average of 92 days during the fourth quarter at an average of 96% of the final asking price. Currently 414 are listed equal to a 3 month supply.

Comments: A six month supply is considered a balanced market. This is a seller's market. Anticipate higher prices.



Zip Code 33767—Sold 1 in an average of 530 days for 89% of the final asking price during the fourth quarter. Currently 6 are listed equal to a 18 month supply.

Zip Code 33786 (Belleair Shores)—Sold 2 in an average of 278 days for 99% of the final asking price during the fourth quarter. Currently 2 are listed equal to a 3 month supply.

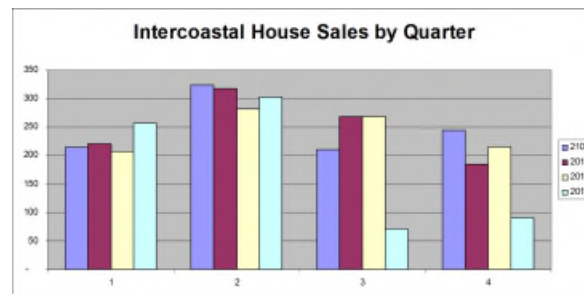
Zip Code 33785—Sold 1 in an average of 149 days during the fourth quarter at 92% of the final asking price. Currently 6 are listed equal to a 18 month supply.

Zip Code 33708—Sold 3 in an average of 386 days during the fourth quarter at 92% of the final asking price. Currently 13 are listed equal to a 13 month supply.

Zip Code 33706— Sold 1 in an average of 144 days during the fourth quarter at 92% of the final asking price. Currently 2 are listed equal to a 6 month supply.

Total County- Sold 27 in an average of 168 days during the fourth quarter at an average of 93% of the final asking price. Currently 60 are listed equal to a 6.7 month supply.

Comments: A six month supply is considered a balanced market. This is tilted toward a buyer's market. Expect slightly downward pressure on prices.



Zip Code 33767—Sold 6 in an average of 165 days during the fourth quarter at 93% of the final asking price. Currently 35 are listed equal to a 17.5 month supply.

Zip Code 33786—Sold 5 in an average of 118 days during the fourth quarter at an average of 89% of the final asking price. Currently 19 are listed equal to a 6.7 month supply.

Zip Code 33785—Sold 3 in an average of 290 days during the fourth quarter at 95% of the final asking price. Currently 17 are listed equal to a 17 month supply.

Zip Code 33708—Sold 15 in an average of 81 days during the fourth quarter at 95% of the final asking price. Currently 34 are listed equal to a 6.8 month supply.

Zip Code 33706— Sold 20 in an average of 115 days during the fourth quarter at 95% of the final asking price. Currently 53 are listed equal to an 8 month supply.

Zip Code 33704— Sold 6 in an average of 232 days during the fourth quarter at 96% of the final asking price. Currently 22 are listed equal to a 11 month supply.

Zip Code 33703— Sold 6 in an average of 94 days during the fourth quarter at 97% of the final asking price. Currently 9 are listed equal to a 4.5 month supply.

Total County- Sold 93 in an average of 136 days during the fourth quarter at an average of 95% of final asking price. Currently 323 are listed equal to a 10.4 month supply.

Comments: A six month supply is considered a balanced market. This is a buyers market. Expect downward pricing pressure.

Cliff Notes

Mortgage rates will be rising as we move into 2016. How much, we don't know. The dollar has been strong, to the point that Canadians (and most other foreign buyers) who bought three years ago have seen an increase of 30+% in the exchange rate plus a 20+% increase in property values. All these factors make it impossible to predict the future of real estate prices. We realize values can't keep increasing at the current rate without causing another housing bubble. The dollar cannot remain at the current level since it makes exports much less competitive. We are not predicting a decline in values, just pointing out that price increases are not likely to match the past few years.

If you or someone you know is considering buying or selling we would appreciate the opportunity to earn your trust. If you are curious as to the current market value of your home we would be happy to supply the current activity of similar properties.

Sincerely,

Cliff & Rebekah

NOTE: All our properties are on every MLS available to any other agent plus *The Roe Report* goes to over 6,500 owners and buyers interested in our local waterfront and luxury market. When you are ready to sell, Make The Right Move and give us a call.

Cliff (727) 644-7209 / Rebekah (727) 385-5233 / Cliff@Roe-Realty.com



JUST LISTED! Dan's Island condo #613

Offered at \$750,000, this one-of-a-kind unit has been completely renovated down to the last detail. Urban chic design in one of Sand Key's most desirable beach-front buildings. Gulf views from every room. Stainless steel tile fireplace surround, master suite with infinity, expanded kitchen—too many upgrades to list, must see to appreciate the attention to detail. Infinity Tub. Don't miss it!



Coming Soon! Madeira Beach Penthouse

Exquisite panoramic Gulf views, soaring ceilings and plenty of room for guests. Over 3,800 square feet, SW Corner, with 4 bedrooms, 4.5 baths, and an office, plus an expansive master suite. Call today to reserve a showing as soon as it is on the market, won't last long! \$1,050,000.

