

# Coldwell Banker Schmitt

Tropical



Breezes

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The Real Estate Newsletter  
of the Florida Keys!

Spring 2004

## Florida Keys Real Estate Market 2003 vs 2002

\*Source: Tri-Services Multiple Listing Service (MLS) Board Key Largo To Key West

The chart below compares significant real estate market indicators that provide a comparison of the past 2 years activity for the "Keys" real estate market, Keys-wide and in the four major market areas. (The chart on page 2 provides market data for the past 6 years, 1997 through 2003.) 2003 continued the trend of the previous 5 years by setting a new record for sales, dollar value of sales and average sale price. Keys-wide for 2003 vs 2002 the number of sales increased by **7%** and the average sale price rose **32%** to \$433K. The impact on dollar value of sales was a **41%** increase to \$1.4 Billion dollars, versus \$1 Billion dollars for 2002.

The number of sales increased the most in the Upper Keys and Lower Keys, growing **9%** in each area. The Middle Keys was up **6%** and Key West **5%**. The dollar value of sales grew significantly in all areas. Key West led at **+47%**, the Upper Keys with **+40%** and **+38%** for the Middle Keys, with **+37%** for the Lower Keys.

The average sale price in Key West went from \$399,706 to \$557,181. The Middle Keys average sale price in 2002 was \$340,387 and ended 2003 at \$446,843. The Upper Keys increased from \$309,094 to \$395,672 and the Lower Keys from \$256,625 to \$323,405 over the past year.

2002 vs 2003 Green (+) Red (-)	<u>Upper Keys</u> (Lower Matecumbe to Key Largo)	<u>Middle Keys</u> (7 Mile Bridge to Long Key)	<u>Lower Keys</u> (Bay Point to Big Pine)	<u>Key West</u> (Key West to Shark Key)	<u>All Areas</u> Keys Wide
<b>Total Number of Sales For 2003:</b>	<b>9% More</b> 1,092	<b>6% More</b> 609	<b>9% More</b> 719	<b>5% More</b> 957	<b>7% More</b> 3,390
<b>\$ Value of Sales For 2003:</b> (in millions \$)	<b>40% More</b> \$431M	<b>38% More</b> \$272M	<b>37% More</b> \$232M	<b>47% More</b> \$533M	<b>41% More</b> \$1.4B
<b>Avg. Days To Sell For 2003:</b>	<b>11% Less</b> 153	<b>34% Less</b> 167	<b>13% Less</b> 145	<b>8% Less</b> 168	<b>17% Less</b> 158
<b>Avg. Sales Price For 2003:</b>	<b>28% More</b> \$395K	<b>31% More</b> \$446K	<b>26% More</b> \$323K	<b>39% More</b> \$557K	<b>32% More</b> \$433K
<b>Properties "For Sale" As of 12/31/03:</b>	<b>3% More</b> 671	<b>5% More</b> 317	<b>8% Less</b> 305	<b>4% Less</b> 517	<b>6% Less</b> 1,810

With the continued strong sales activity, the average days to sell was **17%** less Keys-wide with the biggest drop being in the Middle Keys, **34%** less. The Lower Keys was **-8%**, Upper Keys **-11%** and Key West **-8%** compared to 2002. Keys-wide the average days to sell in 2000 was 224 versus 158 for 2003, **29%** less!

The number of properties available "For Sale" on December 31, 2003 was **6%** less than on the same date in 2002. Two market areas had increases, the Middle Keys **+5%** and Upper Keys **+3%**. The Lower Keys had **8%** fewer homes available to purchase. Key West market inventory declined **4%**.

Buyer interest in "Keys" real estate, residential and commercial, continues to exceed the supply of properties available. That combined with projections of continued low interest rates and an improving economy in 2004, Coldwell Banker Schmitt anticipates another record (*continued on page 4*)

[www.RealEstateFloridaKeys.com](http://www.RealEstateFloridaKeys.com)

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REAL ESTATE CO.

# Real Estate Market News

To comprehend the growth of the "Keys" real estate market one needs to look at what has occurred in property sales, dollar volume of sales, days to sell and inventory of properties available to purchase. The following chart provides you with that information for four of the past 6 years; 1997, 1999, 2001, 2003. The 1<sup>st</sup> section is the entire Keys, where the value of sales and sale price have risen dramatically at **145%**, **408%**, and **123%** respectively. With such a large increase in sales activity, the length of time a property is on the market dropped **-24%** as did the number of properties available for sale **-42%**. We factored the percentages from the peak average days to sell and Listing Inventory years to better reflect the decline.

Sales activity increases have been strongest in Key West, **+68%**, the Lower Keys, **+64%** and Middle Keys, **+61%**. The Upper Keys grew by **37%** since 1999. The total value of the sales had the greatest increase in Key West, up **285%** followed by the Lower Keys **+256%**, with the Middle Keys at **216%**. We believe the Upper Keys at **140%** since 1999 would show the same high percentage if we had the data back to 1997.

Sale price has increased **132%** since 1997 in the Lower Keys, the area with the lowest average cost to purchase in the Keys. Key West **+133%** and the Middle Keys **+106%**. Upper Keys prices rose **74%** in the 5 years since 1999. (1997 stats unavailable)

Listing inventory declined **57%** in the Lower Keys, **51%** in Key West, **48%** for the Middle Keys and **24%** for the Upper Keys. As expected, with the drop in inventory and the increase in number of sales, the average days to sell dropped in every area, with the Middle Keys having the highest decrease of **48%**.

The factors causing the Keys real estate market to experience consistently growing buyer interest, which is not the situation throughout the country, are:

- ✓ First, the obvious benefit of the climate and the great variety of year around out-of-doors recreational activities available for all ages to enjoy.
- ✓ Second, is limited land available for building and the restrictions on building, which limit the construction of new homes to less than 200 Keys-wide per year.
- ✓ Third, low interest rates coupled with significant property appreciation make property ownership a very attractive investment compared to most other investments.

Will the market change soon? As noted on the cover page, at this time all factors for continued growth appear to remain in place. We, therefore, anticipate another record real estate year throughout the Keys. The lack of inventory will continue to drive the current market.

## Florida Keys Real Estate Sales History 1997 through 2003

	1997	1999	2001	2003	% Change Years Noted
<b>KEYS WIDE</b>					
<b>Total Sales</b>	1,382	2,387	2,808	3,390	<b>145% More</b> 1997 Vs 2003
<b>\$ Volume</b>	\$289M	\$581M	\$808M	\$1.4B	<b>408% More</b> 1997 VS 2003
<b>Avg. Days to Sell</b>	253	200	209	158	<b>37% Less</b> 2001 Vs 2003
<b>Avg. Sale Price</b>	\$198K	\$242K	\$286K	\$433K	<b>123% More</b> 1997 Vs 2003
<b>Listing Inventory</b>	1,806	3,174	2,058	1,810	<b>42% Less</b> 1999 Vs 2003
<b>KEY WEST</b>					
<b>Total Sales</b>	568	630	755	957	<b>68% More</b> 1997 VS 2003
<b>\$ Volume</b>	\$138M	\$201M	\$272M	\$533M	<b>286% More</b> 1997 Vs 2003
<b>Avg. Days to Sell</b>	219	225	197	168	<b>25% Less</b> 1999 Vs 2003
<b>Avg. Sale Price</b>	\$239K	\$320K	\$360K	\$557K	<b>133% More</b> 1997 Vs 2003
<b>Listing Inventory</b>	651	1065	628	517	<b>51% Less</b> 2000 Vs 2003
<b>LOWER KEYS</b>					
<b>Total Sales</b>	436	483	618	719	<b>64% More</b> 1997 VS 2003
<b>\$ Volume</b>	\$65M	\$83M	\$129M	\$232M	<b>256% More</b> 1997 Vs 2003
<b>Avg. Days to Sell</b>	234	188	222	145	<b>38% Less</b> 1999 Vs 2003
<b>Avg. Sale Price</b>	#139K	\$173K	\$210K	\$323K	<b>132% More</b> 1997 Vs 2003
<b>Listing Inventory</b>	539	717	366	305	<b>57% Less</b> 1999 Vs 2003
<b>MIDDLE KEYS</b>					
<b>Total Sales</b>	378	479	502	609	<b>61% More</b> 1997 VS 2003
<b>\$ Volume</b>	\$86M	\$118M	\$151M	\$272M	<b>216% More</b> 1997 Vs 2003
<b>Avg. Days to Sell</b>	324	184	227	167	<b>48% Less</b> 1997 Vs 2003
<b>Avg. Sale Price</b>	\$216K	\$251K	\$302K	\$446K	<b>106% More</b> 1997 Vs 2003
<b>Listing Inventory</b>	616	502	401	317	<b>48% Less</b> 1997 Vs 2003
<b>UPPER KEYS</b>					
<b>Total Sales</b>	N/A	795	933	1,092	<b>37% More</b> 1999 Vs 2003
<b>\$ Volume</b>	N/A	\$179M	\$256M	\$431M	<b>140% More</b> 1999 Vs 2003
<b>Avg. Days to Sell</b>	N/A	205	228	153	<b>32% Less</b> 2001 Vs 2003
<b>Avg. Sale Price</b>	N/A	\$226K	\$273K	\$395K	<b>74% More</b> 1999 Vs 2003
<b>Listing Inventory</b>	N/A	890	663	671	<b>24% Less</b> 1999 Vs 2003

## Yearly Mortgage Comparison As Of January 1, 2004\*

Loan Type	2004		2003		2002		2000		1994		1984	
	Rate	Fees	Rate	Fees	Rate	Fees	Rate	Fees	Rate	Fees	Rate	Fees
<b>30-yr Fixed Rate Mortgages</b>	5.85%	0.7% **	5.95%	0.6%	6.11%	0.6%	7.80%	1.0%	8.93%	1.8%	14.13%	2.6%
<b>15-yr Fixed Rate Mortgages</b>	5.15%	0.7%	5.27%	0.06%	5.50%	0.06%	7.47%	1.0%	8.39%	1.8%	N/A	N/A
<b>1-yr Adjustable-Rate Mortgages</b>	3.72%	0.7%	3.74%	0.06%	4.27%	0.06%	7.23%	1.0%	5.79%	1.5%	11.96%	2.6%

\*Source: Freddie-Mac

\*\*Fees & Points

[www.RealEstateFloridaKeys.com](http://www.RealEstateFloridaKeys.com)

# 2003 Real Estate Sales Monroe County - Tri Board MLS Statistics

Coldwell Banker Schmitt Real Estate Co. would like to thank you, our clients, for your business over the years. Because of the trust and confidence you have placed in our sales associates to assist you in fulfilling your "Keys" real estate needs we as a Company have been able to consistently grow in market share to become the dominant real estate Company from Key Largo to Key West. While we are pleased with that achievement, it means nothing if we do not always provide you, your friends and associates with preeminent support to achieve your goals concerning real property in the "Keys." For that reason, in 2004 we will build a new real estate office in Marathon at the location of "Brian and DD's" restaurant in front of our current location. It will be a 2-story facility with state-of-the-art support for our agents and you, our clients. In addition, CBSREC will, upon completion of the new office, convert a major portion of the current facility to a Real Estate Training Center, the 1<sup>st</sup> of its kind in the Keys. We will be able to provide training in all aspects of the real estate profession for our new as well as experienced sales associates. **Our goal is to ensure they remain the most knowledgeable and professional sales associates practicing real estate in the Florida Keys – which is what you deserve!**

The following 2003 Real Estate Sales statistics for Monroe County come from the Tri-Board MLS, ARIS system. Again, thank you for your business that made the following possible:

## • COMPANIES

### **Coldwell Banker Schmitt Real Estate Co. (CBSREC) 2003 Market Share**

- Number of Sales: CBSREC is #1 with 19% market share
- \$ Volume of Sales: CBSREC is #1 with 17.5% market share
- Listings Sold: CBSREC is #1 with 19% market share
- Buyer Sales: CBSREC is #1 with 18% market share

### **Coldwell Banker Schmitt Real Estate Co.:**

- ~ Participated in almost **1 of every 5** Real Estate Transactions in Monroe County in 2003 that involved a Realtor
- ~ Had **20%** More Sales and **36%** More \$ Volume Than The #2 Company
- ~ Started 2004 with **56%** More Listings Valued at **75%** More \$ Volume Than The #2 Company

## • AGENTS

### **Coldwell Banker Schmitt Real Estate Co. Agents 2003 Sales Ranking Keyswide**

- # of Agents in Top 5 Keyswide —40% - CBSREC #1
- # of Agents in Top 20 Keyswide —30% - CBSREC #1
- # of Agents in Top 100 Keyswide —17% - CBSREC #1
- # of Agents in Top 200 Keyswide —18% - CBSREC #1

## • OFFICES

### **Coldwell Banker Schmitt Real Estate Co. Office Market Share as of December 31, 2003**

CBSREC 5 Offices All Ranked in the Top 10 Out of 132 Total Offices Keyswide:

- #1 Office - CBSREC Marathon Office with \$333M in Sales and Listings
- #4 Office - CBSREC Key West Office with \$248M in Sales and Listings
- #5 Office - CBSREC Big Pine Office with \$185M in Sales and Listings
- #7 Office - CBSREC Islamorada Office with \$142M in Sales and Listings
- #9 Office - CBSREC Key Largo Office with \$135M in Sales and Listings
- ~ CBSREC Islamorada & Key Largo Offices Ranked #2 & #3 of All Upper Keys Offices
- ~ CBSREC Marathon & Big Pine Offices Ranked #1 & #2 of All Middle Keys Offices
- ~ CBSREC Key West Office Ranked #3 of All Key West Offices

~ CBSREC had **MORE** Agents in Every Top Production Category Than Any Other Company

~ In Fact, **200%** More In the Top 20 and

~ **44%** More in The Top 200 Than The #2 Company



For the many clients of Curtis Skomp, CCIM, the **Top Commercial** and the **#3 Agent Keyswide**, and ranked in the Top 3% of 113,800 Coldwell Banker® agents worldwide, join us in recognizing an unprecedented accomplishment—**achieving 5 consecutive years as the Top agent Companywide in 2003**. His **\$47** million in commercial and residential sales set a company record for production, as he has done every year since 1999. Curtis' market knowledge and professional skills are exceptional as is his dedication to every client. **Congratulations Curtis and Thank You!**

- Brian Schmitt, Broker/President, Coldwell Banker Schmitt Real Estate Co.

(continued from page 1)

year of real estate activity in the Keys. Our goal remains that of assisting you in fulfilling your real estate needs throughout the Keys. To achieve that goal we are dedicated to providing you the with unparalleled service while steadfastly maintaining the highest ethical standards so we will continue to be recognized as the *"The Most Trusted Name in Florida Keys Real Estate."*

Should you or anyone you know have a question concerning Keys real estate, or an interest in learning about the market, contact us via email [buyparadise@bellsouth.net](mailto:buyparadise@bellsouth.net), or dial toll free the office most convenient to you (Key Largo (877) 289-0035; Islamorada (800) 217-4160; Marathon (800) 366-5181; Big Pine (800) 488-3050; Key West (800) 598-7727). To view current listings Keys-wide or for any area throughout the State of Florida visit our website, [www.RealEstateFloridaKeys.com](http://www.RealEstateFloridaKeys.com). For anyone interested in renting a property, contact us at [rentparadise@bellsouth.net](mailto:rentparadise@bellsouth.net) and visit our Vacation Rental website at [www.rentalsfloridakeys.com](http://www.rentalsfloridakeys.com).

## More Florida Keys History For You



The Civil Air Patrol 'Control' Tower At Marathon Airport during the Cuban Missile Crisis

If you have a piece of history you would like to share with us, email us at [buyparadise@bellsouth.net](mailto:buyparadise@bellsouth.net).

If you would like a **FREE** Comparative Market Analysis contact one of our five offices from Key Largo to Key West. We are the *"Most Trusted Name In Florida Keys Real Estate"*.

Moving Forward By Giving Back



COLDWELL BANKER SCHMITT  
CHARITABLE FOUNDATION

When you list or sell with Coldwell Banker Schmitt Real Estate Co. you are also helping the less fortunate in the Florida Keys with a contribution.

Look For The Little Conch House With A Big Red Heart!

If you would like to make a donation call:  
(305) 289-6502



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Photo By Eileen Albury