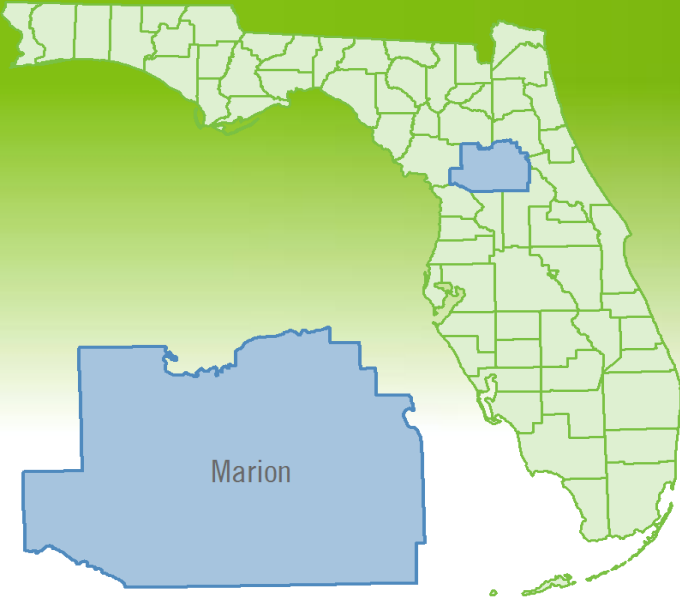


# Monthly Market Detail - July 2024

## Single-Family Homes

### Ocala MSA



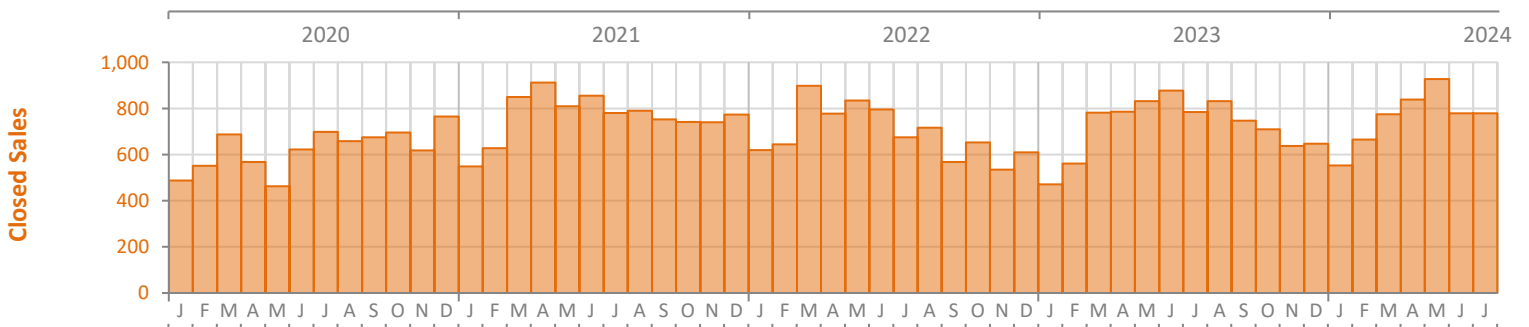
Summary Statistics	July 2024	July 2023	Percent Change Year-over-Year
Closed Sales	779	785	-0.8%
Paid in Cash	222	229	-3.1%
Median Sale Price	\$284,900	\$285,000	0.0%
Average Sale Price	\$349,963	\$319,872	9.4%
Dollar Volume	\$272.6 Million	\$251.1 Million	8.6%
Median Percent of Original List Price Received	97.2%	97.5%	-0.3%
Median Time to Contract	46 Days	37 Days	24.3%
Median Time to Sale	92 Days	80 Days	15.0%
New Pending Sales	806	837	-3.7%
New Listings	1,056	888	18.9%
Pending Inventory	1,084	1,231	-11.9%
Inventory (Active Listings)	2,982	2,118	40.8%
Months Supply of Inventory	4.0	3.1	29.0%

## Closed Sales

The number of sales transactions which closed during the month

**Economists' note:** Closed Sales are one of the simplest—yet most important—indicators for the residential real estate market. When comparing Closed Sales across markets of different sizes, we recommend comparing the percent changes in sales rather than the number of sales. Closed Sales (and many other market metrics) are affected by seasonal cycles, so actual trends are more accurately represented by year-over-year changes (i.e. comparing a month's sales to the amount of sales in the same month in the previous year), rather than changes from one month to the next.

Month	Closed Sales	Percent Change Year-over-Year
Year-to-Date	5,316	4.4%
<b>July 2024</b>	<b>779</b>	<b>-0.8%</b>
June 2024	779	-11.3%
May 2024	927	11.4%
April 2024	838	6.6%
March 2024	775	-0.8%
February 2024	665	18.5%
January 2024	553	17.4%
December 2023	647	6.2%
November 2023	638	19.3%
October 2023	709	8.6%
September 2023	747	31.5%
August 2023	831	16.1%
July 2023	785	16.3%

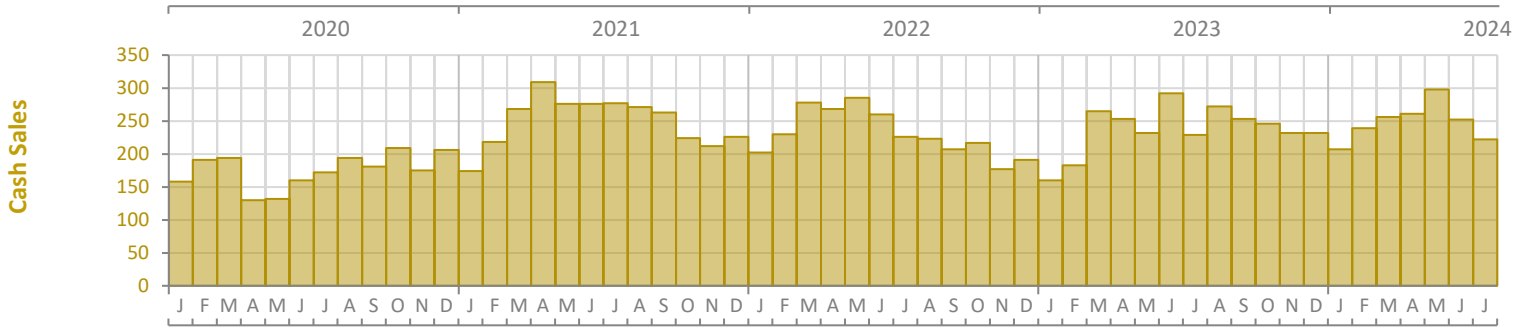


## Cash Sales

The number of Closed Sales during the month in which buyers exclusively paid in cash

**Economists' note:** Cash Sales can be a useful indicator of the extent to which investors are participating in the market. Why? Investors are far more likely to have the funds to purchase a home available up front, whereas the typical homebuyer requires a mortgage or some other form of financing. There are, of course, many possible exceptions, so this statistic should be interpreted with care.

Month	Cash Sales	Percent Change Year-over-Year
Year-to-Date	1,735	7.5%
<b>July 2024</b>	<b>222</b>	<b>-3.1%</b>
June 2024	252	-13.7%
May 2024	298	28.4%
April 2024	261	3.2%
March 2024	256	-3.4%
February 2024	239	30.6%
January 2024	207	29.4%
December 2023	232	21.5%
November 2023	232	31.1%
October 2023	246	13.4%
September 2023	253	22.2%
August 2023	272	22.0%
July 2023	229	1.3%

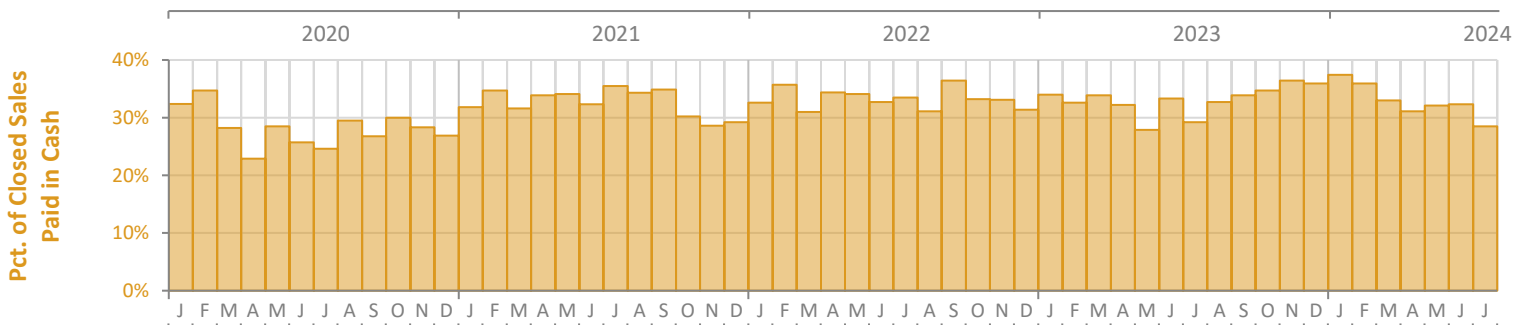


## Cash Sales as a Percentage of Closed Sales

The percentage of Closed Sales during the month which were Cash Sales

**Economists' note:** This statistic is simply another way of viewing Cash Sales. The remaining percentages of Closed Sales (i.e. those not paid fully in cash) each month involved some sort of financing, such as mortgages, owner/seller financing, assumed loans, etc.

Month	Percent of Closed Sales Paid in Cash	Percent Change Year-over-Year
Year-to-Date	32.6%	2.8%
<b>July 2024</b>	<b>28.5%</b>	<b>-2.4%</b>
June 2024	32.3%	-3.0%
May 2024	32.1%	15.1%
April 2024	31.1%	-3.4%
March 2024	33.0%	-2.7%
February 2024	35.9%	10.1%
January 2024	37.4%	10.0%
December 2023	35.9%	14.3%
November 2023	36.4%	10.0%
October 2023	34.7%	4.5%
September 2023	33.9%	-6.9%
August 2023	32.7%	5.1%
July 2023	29.2%	-12.8%

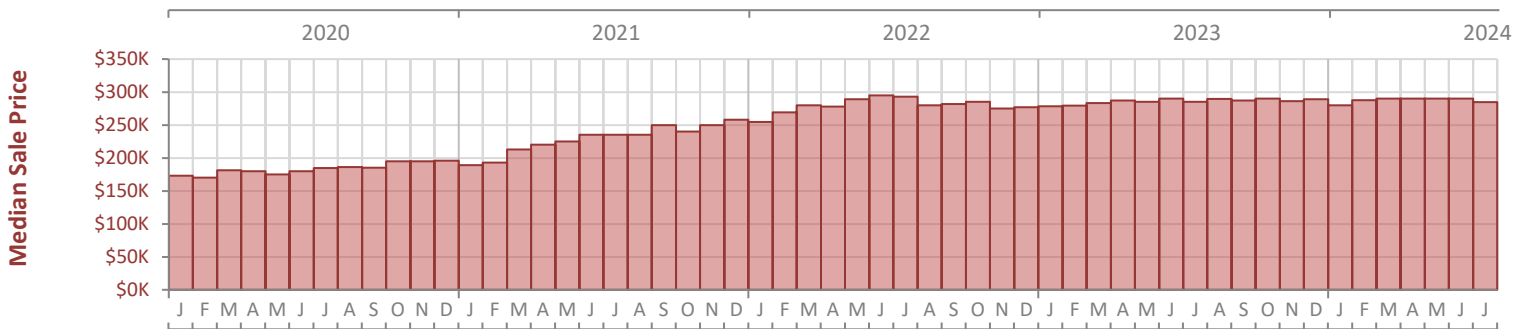


## Median Sale Price

The median sale price reported for the month (i.e. 50% of sales were above and 50% of sales were below)

**Economists' note:** Median Sale Price is our preferred summary statistic for price activity because, unlike Average Sale Price, Median Sale Price is not sensitive to high sale prices for small numbers of homes that may not be characteristic of the market area. Keep in mind that median price trends over time are not always solely caused by changes in the general value of local real estate. Median sale price only reflects the values of the homes that *sold* each month, and the mix of the types of homes that sell can change over time.

Month	Median Sale Price	Percent Change Year-over-Year
Year-to-Date	\$289,000	1.4%
<b>July 2024</b>	<b>\$284,900</b>	<b>0.0%</b>
June 2024	\$290,000	0.0%
May 2024	\$289,900	1.7%
April 2024	\$290,000	1.0%
March 2024	\$289,900	2.3%
February 2024	\$287,900	3.0%
January 2024	\$280,000	0.5%
December 2023	\$288,990	4.3%
November 2023	\$285,990	4.0%
October 2023	\$290,000	1.8%
September 2023	\$287,000	1.8%
August 2023	\$289,750	3.5%
July 2023	\$285,000	-2.7%

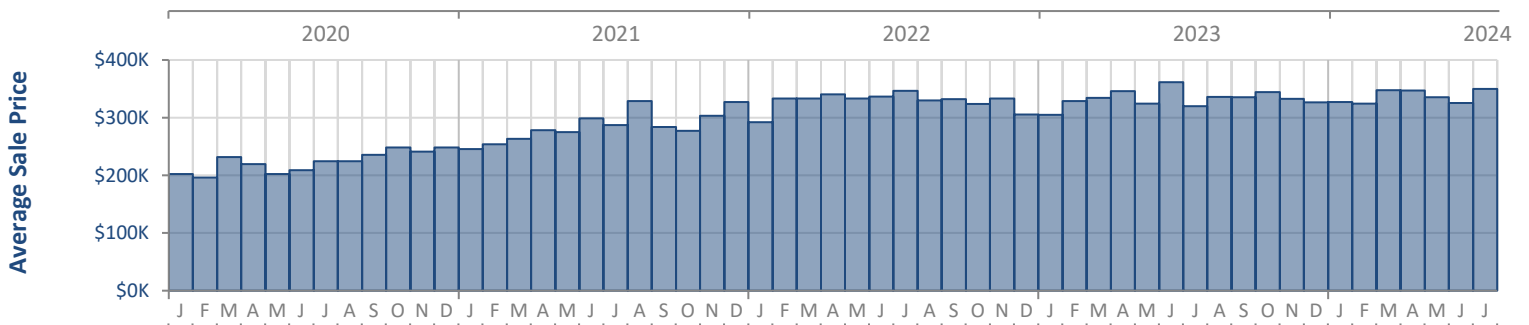


## Average Sale Price

The average sale price reported for the month (i.e. total sales in dollars divided by the number of sales)

**Economists' note:** Usually, we prefer Median Sale Price over Average Sale Price as a summary statistic for home prices. However, Average Sale Price does have its uses—particularly when it is analyzed alongside the Median Sale Price. For one, the relative difference between the two statistics can provide some insight into the market for higher-end homes in an area.

Month	Average Sale Price	Percent Change Year-over-Year
Year-to-Date	\$337,448	1.1%
<b>July 2024</b>	<b>\$349,963</b>	<b>9.4%</b>
June 2024	\$325,597	-9.9%
May 2024	\$335,392	3.4%
April 2024	\$346,989	0.2%
March 2024	\$347,507	3.9%
February 2024	\$324,214	-1.4%
January 2024	\$327,318	7.3%
December 2023	\$326,291	6.8%
November 2023	\$332,498	-0.3%
October 2023	\$344,423	6.4%
September 2023	\$335,555	1.0%
August 2023	\$335,863	1.8%
July 2023	\$319,872	-7.7%

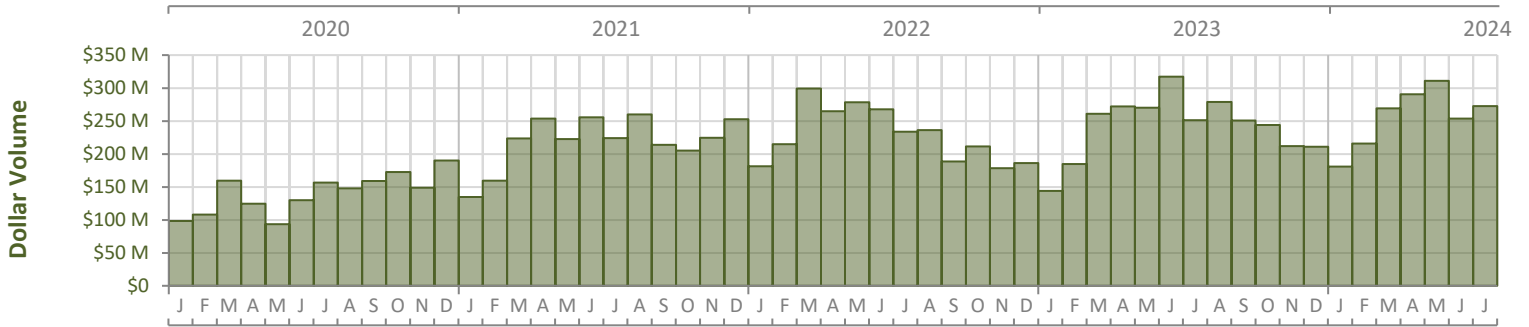


## Dollar Volume

The sum of the sale prices for all sales which closed during the month

**Economists' note:** Dollar Volume is simply the sum of all sale prices in a given time period, and can quickly be calculated by multiplying Closed Sales by Average Sale Price. It is a strong indicator of the health of the real estate industry in a market, and is of particular interest to real estate professionals, investors, analysts, and government agencies. Potential home sellers and home buyers, on the other hand, will likely be better served by paying attention to trends in the two components of Dollar Volume (i.e. sales and prices) individually.

Month	Dollar Volume	Percent Change Year-over-Year
Year-to-Date	\$1.8 Billion	5.5%
<b>July 2024</b>	<b>\$272.6 Million</b>	<b>8.6%</b>
June 2024	\$253.6 Million	-20.1%
May 2024	\$310.9 Million	15.2%
April 2024	\$290.8 Million	6.9%
March 2024	\$269.3 Million	3.1%
February 2024	\$215.6 Million	16.8%
January 2024	\$181.0 Million	25.9%
December 2023	\$211.1 Million	13.4%
November 2023	\$212.1 Million	18.9%
October 2023	\$244.2 Million	15.5%
September 2023	\$250.7 Million	32.8%
August 2023	\$279.1 Million	18.2%
July 2023	\$251.1 Million	7.4%

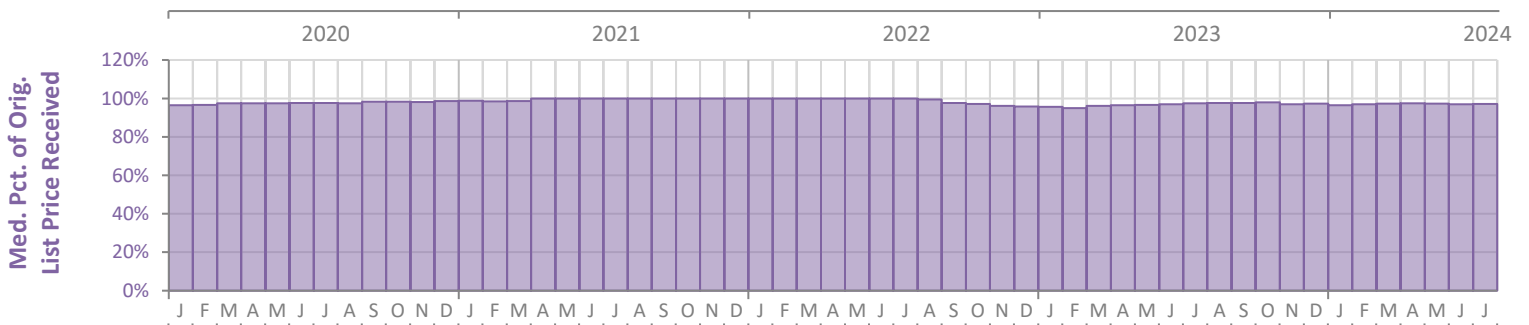


## Median Percent of Original List Price Received

The median of the sale price (as a percentage of the original list price) across all properties selling during the month

**Economists' note:** The Median Percent of Original List Price Received is useful as an indicator of market recovery, since it typically rises as buyers realize that the market may be moving away from them and they need to match the selling price (or better it) in order to get a contract on the house. This is usually the last measure to indicate a market has shifted from down to up, so it is what we would call a *lagging* indicator.

Month	Med. Pct. of Orig. List Price Received	Percent Change Year-over-Year
Year-to-Date	97.1%	0.6%
<b>July 2024</b>	<b>97.2%</b>	<b>-0.3%</b>
June 2024	96.9%	0.0%
May 2024	97.3%	0.6%
April 2024	97.4%	1.0%
March 2024	97.3%	1.2%
February 2024	96.9%	2.0%
January 2024	96.4%	0.8%
December 2023	97.3%	1.6%
November 2023	97.0%	0.8%
October 2023	97.9%	0.8%
September 2023	97.6%	-0.1%
August 2023	97.6%	-1.9%
July 2023	97.5%	-2.5%

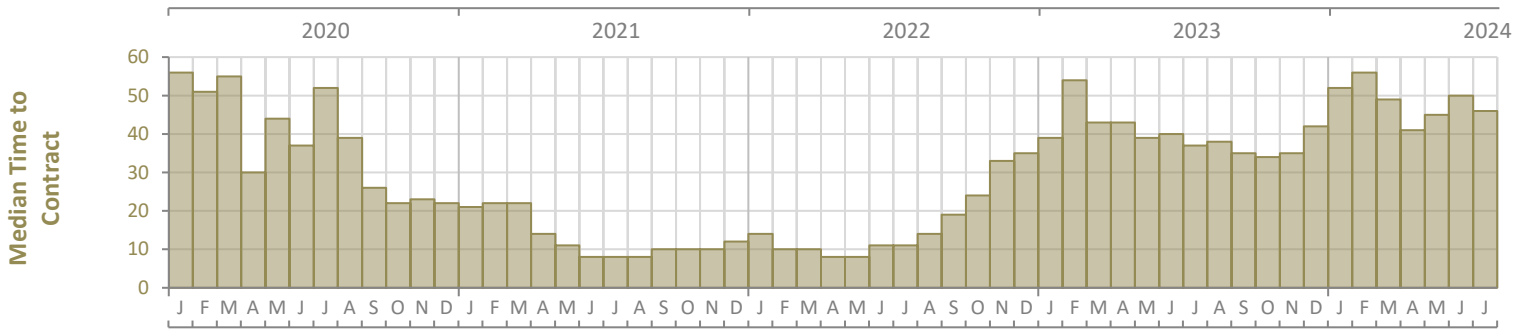


## Median Time to Contract

The median number of days between the listing date and contract date for all Closed Sales during the month

**Economists' note:** Like Time to Sale, Time to Contract is a measure of the length of the home selling process calculated for sales which closed during the month. The difference is that Time to Contract measures the number of days between the initial listing of a property and the signing of the contract which eventually led to the closing of the sale. When the gap between Median Time to Contract and Median Time to Sale grows, it is usually a sign of longer closing times and/or declining numbers of cash sales.

Month	Median Time to Contract	Percent Change Year-over-Year
Year-to-Date	51 Days	18.6%
<b>July 2024</b>	<b>46 Days</b>	<b>24.3%</b>
June 2024	50 Days	25.0%
May 2024	45 Days	15.4%
April 2024	41 Days	-4.7%
March 2024	49 Days	14.0%
February 2024	56 Days	3.7%
January 2024	52 Days	33.3%
December 2023	42 Days	20.0%
November 2023	35 Days	6.1%
October 2023	34 Days	41.7%
September 2023	35 Days	84.2%
August 2023	38 Days	171.4%
July 2023	37 Days	236.4%

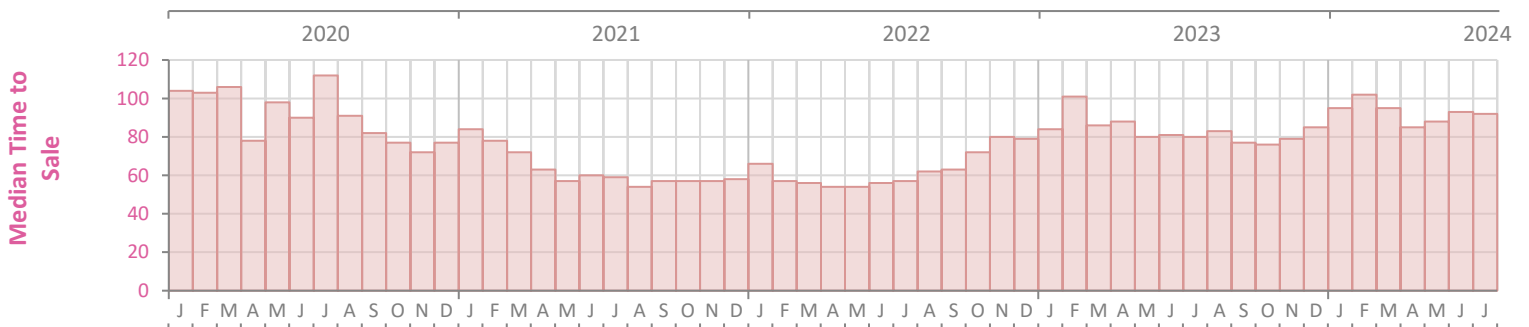


## Median Time to Sale

The median number of days between the listing date and closing date for all Closed Sales during the month

**Economists' note:** Time to Sale is a measure of the length of the home selling process, calculated as the number of days between the initial listing of a property and the closing of the sale. *Median Time to Sale* is the amount of time the "middle" property selling this month was on the market. That is, 50% of homes selling this month took *less* time to sell, and 50% of homes took *more* time to sell. Median Time to Sale gives a more accurate picture than Average Time to Sale, which can be skewed upward by small numbers of properties taking an abnormally long time to sell.

Month	Median Time to Sale	Percent Change Year-over-Year
Year-to-Date	96 Days	11.6%
<b>July 2024</b>	<b>92 Days</b>	<b>15.0%</b>
June 2024	93 Days	14.8%
May 2024	88 Days	10.0%
April 2024	85 Days	-3.4%
March 2024	95 Days	10.5%
February 2024	102 Days	1.0%
January 2024	95 Days	13.1%
December 2023	85 Days	7.6%
November 2023	79 Days	-1.3%
October 2023	76 Days	5.6%
September 2023	77 Days	22.2%
August 2023	83 Days	33.9%
July 2023	80 Days	40.4%

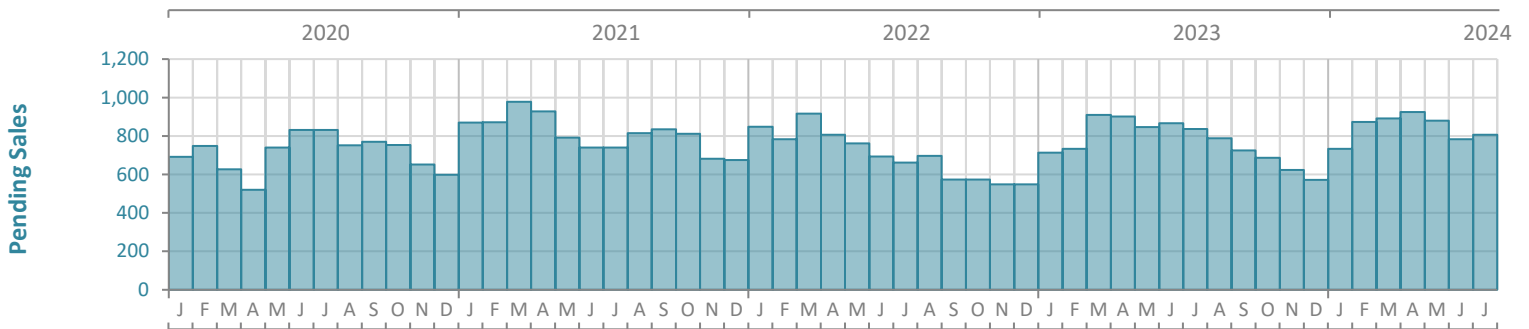


## New Pending Sales

The number of listed properties that went under contract during the month

**Economists' note:** Because of the typical length of time it takes for a sale to close, economists consider Pending Sales to be a decent indicator of potential future Closed Sales. It is important to bear in mind, however, that not all Pending Sales will be closed successfully. So, the effectiveness of Pending Sales as a future indicator of Closed Sales is susceptible to changes in market conditions such as the availability of financing for homebuyers and the inventory of distressed properties for sale.

Month	New Pending Sales	Percent Change Year-over-Year
Year-to-Date	5,890	1.4%
<b>July 2024</b>	<b>806</b>	<b>-3.7%</b>
June 2024	784	-9.5%
May 2024	879	3.9%
April 2024	924	2.6%
March 2024	891	-2.1%
February 2024	873	19.1%
January 2024	733	2.8%
December 2023	571	4.0%
November 2023	624	13.9%
October 2023	687	19.7%
September 2023	725	26.5%
August 2023	789	13.2%
July 2023	837	26.4%

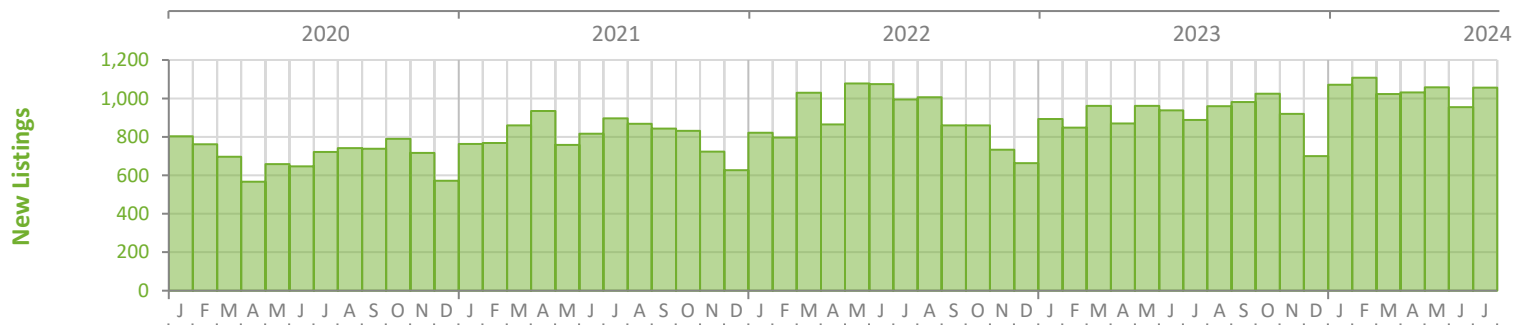


## New Listings

The number of properties put onto the market during the month

**Economists' note:** New Listings tend to rise in delayed response to increasing prices, so they are often seen as a lagging indicator of market health. As prices rise, potential sellers raise their estimations of value—and in the most recent cycle, rising prices have freed up many potential sellers who were previously underwater on their mortgages. Note that in our calculations, we take care to not include properties that were recently taken off the market and quickly relisted, since these are not really *new* listings.

Month	New Listings	Percent Change Year-over-Year
Year-to-Date	7,301	14.8%
<b>July 2024</b>	<b>1,056</b>	<b>18.9%</b>
June 2024	955	1.8%
May 2024	1,058	10.0%
April 2024	1,031	18.5%
March 2024	1,023	6.5%
February 2024	1,107	30.5%
January 2024	1,071	19.9%
December 2023	700	5.6%
November 2023	919	25.4%
October 2023	1,024	19.2%
September 2023	982	14.2%
August 2023	960	-4.6%
July 2023	888	-10.7%

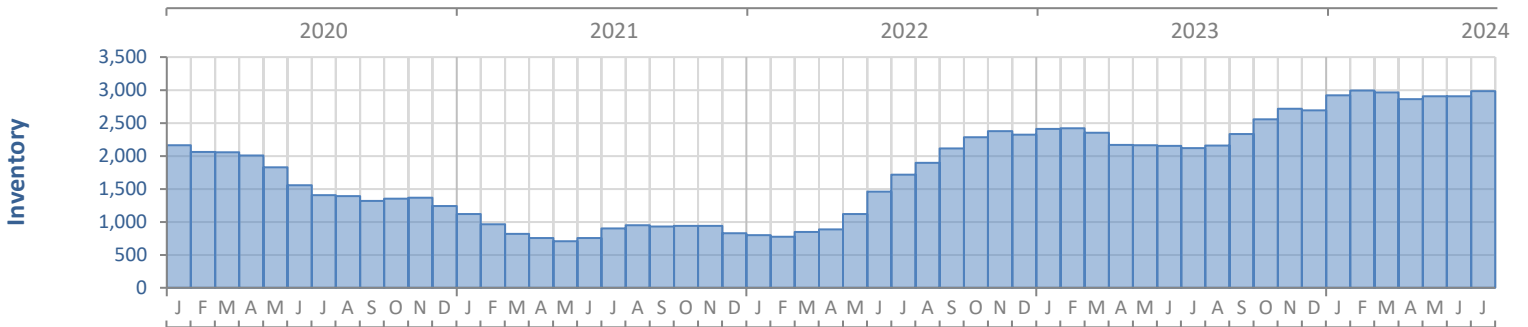


## Inventory (Active Listings)

The number of property listings active at the end of the month

**Economists' note:** There are a number of ways to define and calculate Inventory. Our method is to simply count the number of active listings on the last day of the month, and hold this number to compare with the same month the following year. Inventory rises when New Listings are outpacing the number of listings that go off-market (regardless of whether they actually sell). Likewise, it falls when New Listings aren't keeping up with the rate at which homes are going off-market.

Month	Inventory	Percent Change Year-over-Year
YTD (Monthly Avg)	2,933	30.1%
<b>July 2024</b>	<b>2,982</b>	<b>40.8%</b>
June 2024	2,905	35.0%
May 2024	2,904	34.4%
April 2024	2,863	32.1%
March 2024	2,964	25.9%
February 2024	2,995	23.9%
January 2024	2,919	21.1%
December 2023	2,693	16.0%
November 2023	2,715	14.3%
October 2023	2,556	11.9%
September 2023	2,334	10.5%
August 2023	2,160	14.0%
July 2023	2,118	23.5%

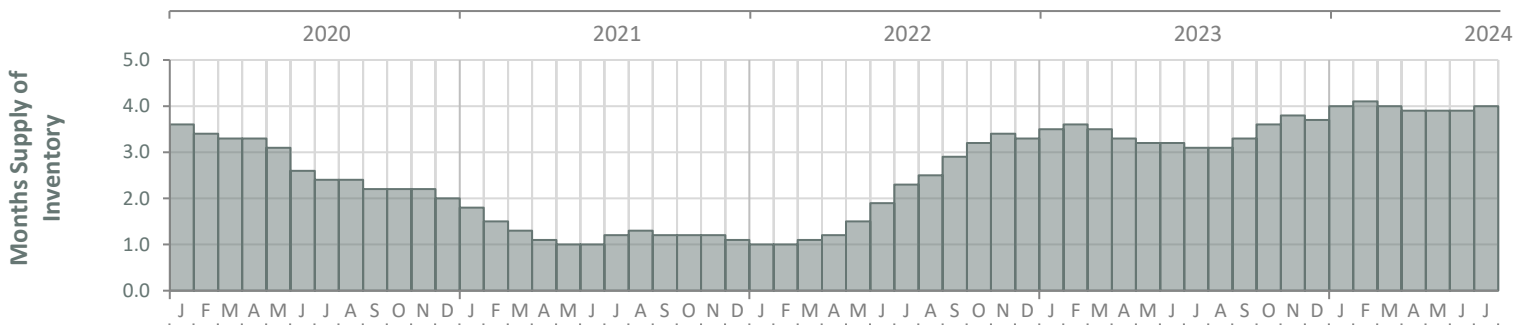


## Months Supply of Inventory

An estimate of the number of months it will take to deplete the current Inventory given recent sales rates

**Economists' note:** MSI is a useful indicator of market conditions. The benchmark for a balanced market (favoring neither buyer nor seller) is 5.5 months of inventory. Anything higher is traditionally a buyers' market, and anything lower is a sellers' market. There is no single accepted way of calculating MSI. A common method is to divide current Inventory by the most recent month's Closed Sales count, but this count is a usually poor predictor of future Closed Sales due to seasonal cycles. To eliminate seasonal effects, we use the 12-month average of monthly Closed Sales instead.

Month	Months Supply	Percent Change Year-over-Year
YTD (Monthly Avg)	4.0	21.2%
<b>July 2024</b>	<b>4.0</b>	<b>29.0%</b>
June 2024	3.9	21.9%
May 2024	3.9	21.9%
April 2024	3.9	18.2%
March 2024	4.0	14.3%
February 2024	4.1	13.9%
January 2024	4.0	14.3%
December 2023	3.7	12.1%
November 2023	3.8	11.8%
October 2023	3.6	12.5%
September 2023	3.3	13.8%
August 2023	3.1	24.0%
July 2023	3.1	34.8%

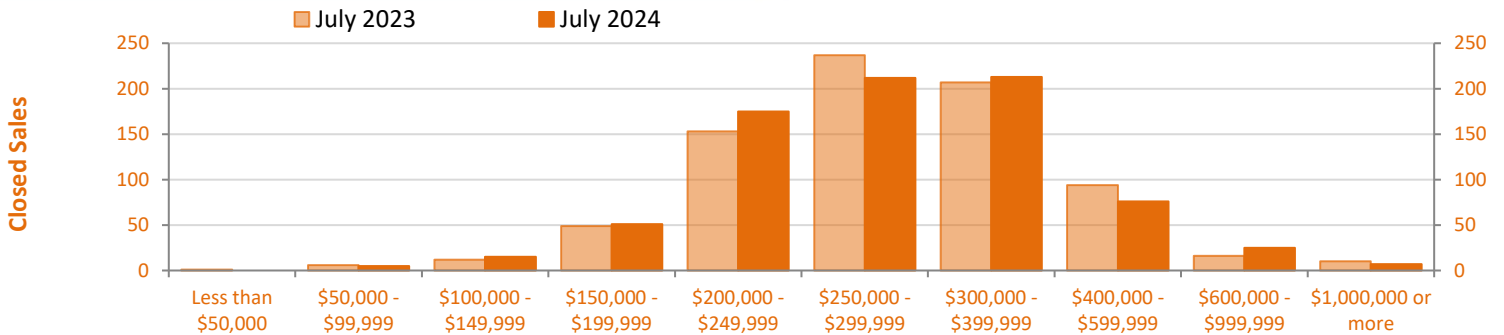


## Closed Sales by Sale Price

The number of sales transactions which closed during the month

**Economists' note:** Closed Sales are one of the simplest—yet most important—indicators for the residential real estate market. When comparing Closed Sales across markets of different sizes, we recommend comparing the percent changes in sales rather than the number of sales. Closed Sales (and many other market metrics) are affected by seasonal cycles, so actual trends are more accurately represented by year-over-year changes (i.e. comparing a month's sales to the amount of sales in the same month in the previous year), rather than changes from one month to the next.

Sale Price	Closed Sales	Percent Change Year-over-Year
Less than \$50,000	0	-100.0%
\$50,000 - \$99,999	5	-16.7%
\$100,000 - \$149,999	15	25.0%
\$150,000 - \$199,999	51	4.1%
\$200,000 - \$249,999	175	14.4%
\$250,000 - \$299,999	212	-10.5%
\$300,000 - \$399,999	213	2.9%
\$400,000 - \$599,999	76	-19.1%
\$600,000 - \$999,999	25	56.3%
\$1,000,000 or more	7	-30.0%

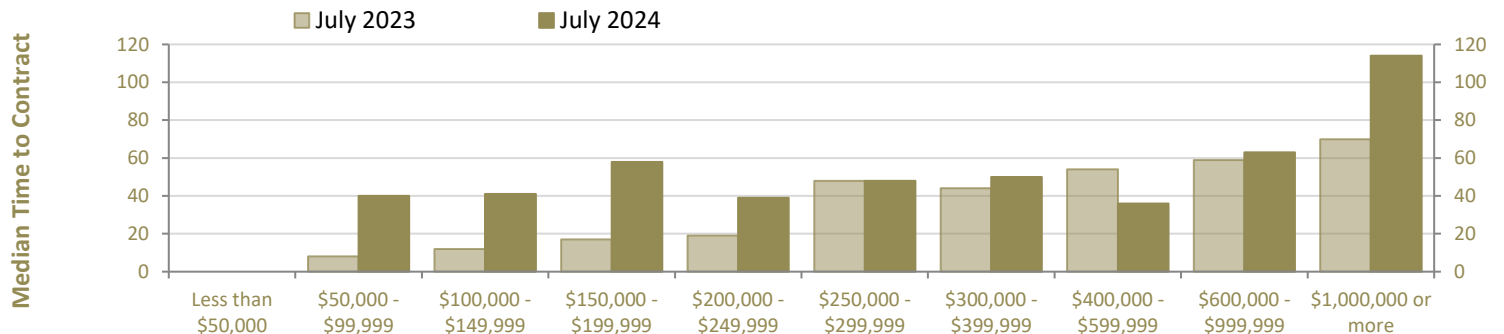


## Median Time to Contract by Sale Price

The median number of days between the listing date and contract date for all Closed Sales during the month

**Economists' note:** Like Time to Sale, Time to Contract is a measure of the length of the home selling process calculated for sales which closed during the month. The difference is that Time to Contract measures the number of days between the initial listing of a property and the signing of the contract which eventually led to the closing of the sale. When the gap between Median Time to Contract and Median Time to Sale grows, it is usually a sign of longer closing times and/or declining numbers of cash sales.

Sale Price	Median Time to Contract	Percent Change Year-over-Year
Less than \$50,000	(No Sales)	N/A
\$50,000 - \$99,999	40 Days	400.0%
\$100,000 - \$149,999	41 Days	241.7%
\$150,000 - \$199,999	58 Days	241.2%
\$200,000 - \$249,999	39 Days	105.3%
\$250,000 - \$299,999	48 Days	0.0%
\$300,000 - \$399,999	50 Days	13.6%
\$400,000 - \$599,999	36 Days	-33.3%
\$600,000 - \$999,999	63 Days	6.8%
\$1,000,000 or more	114 Days	62.9%



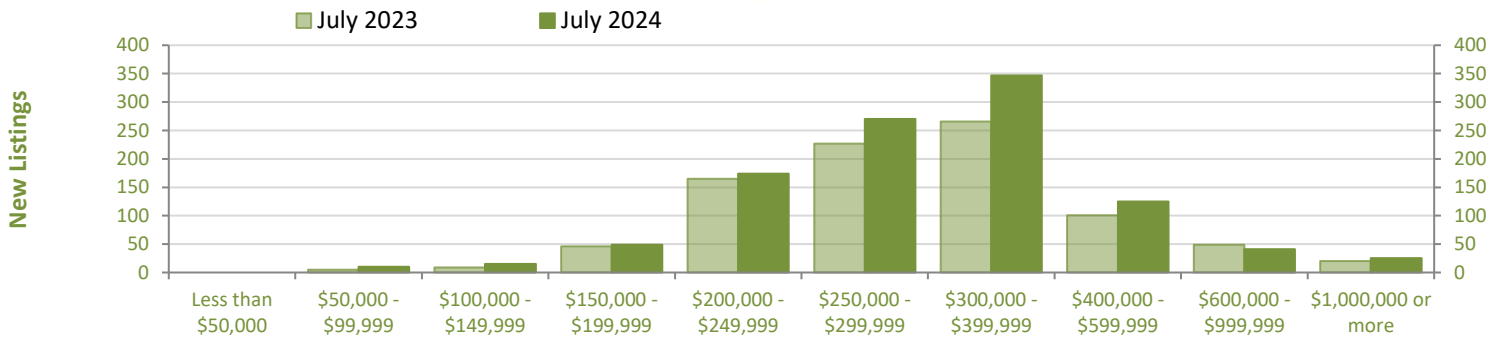


## New Listings by Initial Listing Price

The number of properties put onto the market during the month

**Economists' note:** New Listings tend to rise in delayed response to increasing prices, so they are often seen as a lagging indicator of market health. As prices rise, potential sellers raise their estimations of value—and in the most recent cycle, rising prices have freed up many potential sellers who were previously underwater on their mortgages. Note that in our calculations, we take care to not include properties that were recently taken off the market and quickly relisted, since these are not really *new* listings.

Initial Listing Price	New Listings	Percent Change Year-over-Year
Less than \$50,000	0	N/A
\$50,000 - \$99,999	10	100.0%
\$100,000 - \$149,999	15	66.7%
\$150,000 - \$199,999	49	6.5%
\$200,000 - \$249,999	174	5.5%
\$250,000 - \$299,999	270	18.9%
\$300,000 - \$399,999	347	30.5%
\$400,000 - \$599,999	125	23.8%
\$600,000 - \$999,999	41	-16.3%
\$1,000,000 or more	25	25.0%

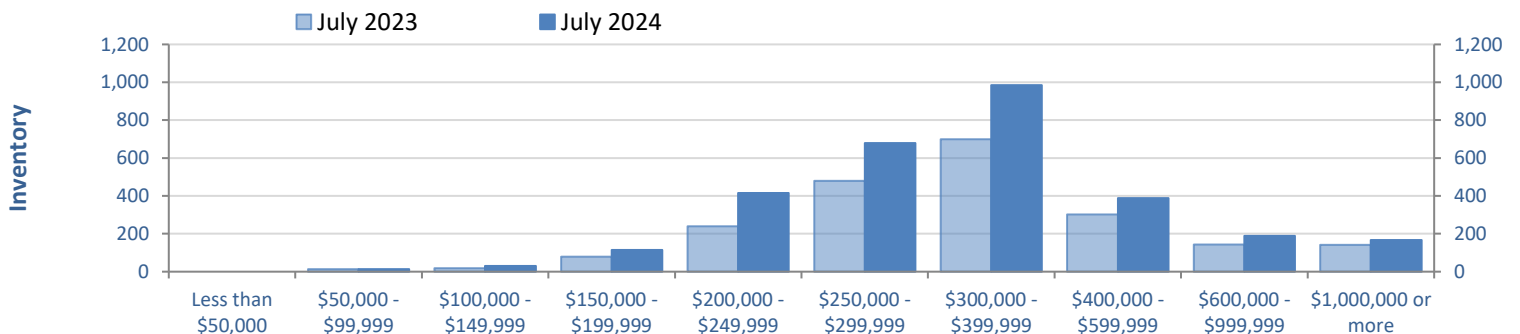


## Inventory by Current Listing Price

The number of property listings active at the end of the month

**Economists' note:** There are a number of ways to define and calculate Inventory. Our method is to simply count the number of active listings on the last day of the month, and hold this number to compare with the same month the following year. Inventory rises when New Listings are outpacing the number of listings that go off-market (regardless of whether they actually sell). Likewise, it falls when New Listings aren't keeping up with the rate at which homes are going off-market.

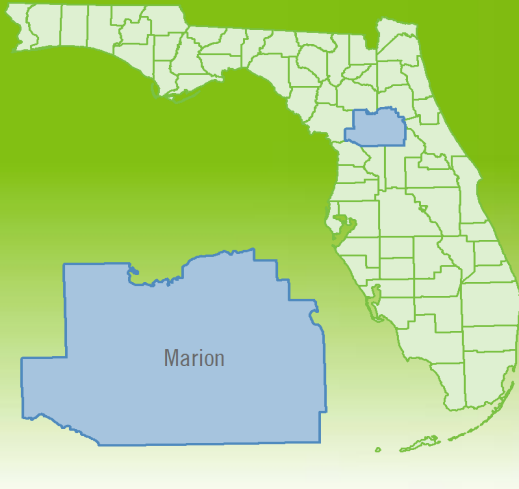
Current Listing Price	Inventory	Percent Change Year-over-Year
Less than \$50,000	0	N/A
\$50,000 - \$99,999	14	7.7%
\$100,000 - \$149,999	30	57.9%
\$150,000 - \$199,999	115	45.6%
\$200,000 - \$249,999	415	73.6%
\$250,000 - \$299,999	679	41.8%
\$300,000 - \$399,999	984	40.6%
\$400,000 - \$599,999	389	28.4%
\$600,000 - \$999,999	189	31.3%
\$1,000,000 or more	167	17.6%



# Monthly Distressed Market - July 2024

## Single-Family Homes

### Ocala MSA



		July 2024	July 2023	Percent Change Year-over-Year
Traditional	Closed Sales	769	783	-1.8%
	Median Sale Price	\$285,000	\$285,000	0.0%
Foreclosure/REO	Closed Sales	6	2	200.0%
	Median Sale Price	\$212,000	\$190,000	11.6%
Short Sale	Closed Sales	4	0	N/A
	Median Sale Price	\$249,450	(No Sales)	N/A

