



NEWSLETTER

**Arthur & Candis Hill
Hill & Hill Associates**

January 2011 **HAPPY NEW YEAR!**



Market Areas We Serve	Houses	Condo's
Destin (MLS 14)		
Sold last yr 01/01/09— 12/31/09	290	277
Sold this yr 01/01/10 —12/31/10	275	341
% Chg # sales / Avg price chg	-5.2% +8%	+23% -17.8%
For Sale Inventory- 01/03/2011	356	601
Miramar Beach (MLS 15)		
Sold last yr 01/01/09—12/31/09	193	289
Sold this yr 01/01/10 —12/31/10	191	364
% Chg # sales / Avg price chg	-1% -5.7%	+11.2% -13%
For Sale Inventory- 01/03/2011	245	633
N SRB (Mack Bayou) (MLS 16)		
Sold last yr 01/01/09— 12/31/09	114	8
Sold this yr 01/01/10 —12/31/10	150	5
% Chg # sales / Avg price chg	+24% -5.4%	-37.5% -20%
For Sale Inventory- 01/03/2011	158	10
Santa Rosa Beach (MLS 17)		
Sold last yr 01/01/09— 12/31/09	136	85
Sold this yr 01/01/10 —12/31/10	133	72
% Chg # sales / Avg price chg	-2.2% +8.3%	-15.3% -15.6%
For Sale Inventory- 01/03/2011	202	108
Grayton Beach (MLS 18)		
Sold last yr 01/01/09—12/31/09	238	103
Sold this yr 01/01/10 -12/31/10	250	153
% Chg # sales / Avg price chg	+48.5% -1.3%	+56% -4.2%
For Sale Inventory- 01/03/2011	420	250
Point Washington (MLS 19)		
Sold last yr 01/01/09—12/31/09	15	0
Sold this yr 01/01/10 —12/31/10	19	0
% Chg # sales / Avg price chg	+27% -24%	0
For Sale Inventory- 01/03/2011	38	0
Fort Walton Beach (MLS 12)		
Sold last yr 01/01/09— 12/31/09	572	175
Sold this yr 01/01/10 —12/31/10	570	177
% Chg # sales / Avg price chg	-.4% -10.2%	-1% -9.4%
For Sale Inventory- 01/03/2011	386	367
Niceville (MSL 13)		
Sold last yr 01/01/09—12/31/09	403	10
Sold this yr 12/01/10 —12/31/10	407	12
% Chg # sales / Avg price chg	+9% +0.2%	+20% -9%
For Sale Inventory- 01/03/2011	279	31



BOLD PREDICTION FOR 2011: CONTINUED IMPROVEMENT

BP'S blowout kicked the stuffing out of our recovering market area for four prime marketing months in 2010, yet increased sales before the blowout and after the well was capped resulted in combined total home sales for the 3 county area served by the Emerald Coast Assn. of REALTORS remaining stable, ticking up slightly up from 3,729 units in 2009 to 3,769 units in 2010. Condo sales rose from 1,018 units in 2009 to 1,158 in 2010, up by 13.75%. **ADP: US payrolls up 297,000 in December, 2010!** This is the highest monthly gain in employment since ADP started keeping records. **INCREASED VISITATION AND REAL ESTATE SALES** in 2011 is a certainty! Conservative expert estimates indicate the BP oil well blowout adversely impacted out entire prime season in 2010, lowering visitations over 21% from the prior year, after over a decade of exponentially increasing numbers. A robust rebound for 2011 is evidenced by increased year-end holiday bookings, and advance bookings for 2011! **More good news** We typically recover robustly after out-of-state primary home markets recover. Residential values in some key feeder markets for the Emerald Coast have ticked up! Notably, Birmingham, Memphis, Greater New Orleans area, and Dallas markets are all up, and forecasted to recover more in 2011, which bodes well for us! **Interest Rates** Quantitative Easing by the FED hasn't stopped creeping interest rates. For what it's worth, Leading prognosticators tell us we must soon say goodbye to below 5% interest rates of 2010, but rates will stabilize and remain between 5% and 6% for the entirety of 2011—*more than acceptable, if they're right!* **Our Keller Williams Office is riding high!** Per MLS data, we finished 2010 with \$116,914,048 in gross volume for the year, and lead the entire 3 county MLS with 478.5 "sides". The Hill Team was the #1 team for December! Thank you profoundly for your support. Please remember us when you hear of anyone thinking of buying or selling, regardless of location of price range on location. WE NEED REFERRALS!

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