ROYAL PALM

MARKET REPORT



DEAR NEIGHBOR,

As the season draws to a close and summer approaches, residents are asking me what the next two quarters are likely to bring in terms of real estate market activity in Royal Palm.

<Rochelle consults crystal ball>

This pairs nicely with the sister question: Is Boca Raton still the seasonal market of the 1960's? Many claim that it is and that the majority of our selling activity is done for the year. (Seller: "Guess we have to wait until November to try to sell the house..."). Note: I completely disagree.

When in doubt, I like to have a peek at the facts. The month of the last rolling 12 with the highest dollar volume of sales was (drum roll, please) ${\bf JULY}$ with nearly \$30M in volume! Yes, ${\bf July}$. In 2017, it was February (reinforcing the seasonalists' perspective) with nearly \$40M in volume. The second highest volume month in the last 24 months was ${\bf June}$ 2016 with nearly \$35M in sales volume.

Have a look at the graphic on opposite page "Overall Sales (sliding scale)" for reference. The actual sales numbers tell the tale of there being a more consistent trend of sales in the fall, but the numbers fail to support ours being a seasonal market. Two out of the three top months for the year (by sales volume) were summer months, making it difficult for one to argue that summer brings the end of our "selling season".

Q: What actually needs to be done to my house before putting it on the market?

A: Most sellers experience anxiety and/or dread at the thought of de-cluttering and paring down their belongings and (finally) taking care of all of the small repairs and fixes needed around the house. After all, these are the same chores they've been avoiding for years in most cases.

There's no need to panic or to overshoot your goals. In general, there is far less to do than you may assume. With that said, homes that have been properly prepared for sale (especially in

the competitive Royal Palm Yacht & Country Club neighborhood) tend to sell faster and for a higher price than those that are not.

There are some major renovations and repairs that sellers often consider such as updating a kitchen or bathroom, or updating flooring throughout. With rare exception, I recommend against making this level of investment as going to this level of expense is rarely fruitful.

The small-dollar, big impact preparations I always recommend are de-cluttering, paring down of personal items (closets, curio cabinets, tabletops), deep cleaning (including windows, grout, descale of showers, etc), small repairs (caulking, patching, tightening of faucets, hardware, etc.) and in some cases, painting, a landscaping refresh, updating cabinet hardware or front door handles.

In the mind of a potential buyer, if there are little things that have been neglected over the years, it is easy for them to assume there are bigger issues lurking. Eliminate this concern (and potential negotiating tactic) completely by presenting a home free from small defects.

Should you be uncertain about what is prudent vs. overkill in your case, consult a trusted realtor or call in a professional home stager (or both!). These professionals have seen it all and will give you recommendations generally with no obligation or strings attached.

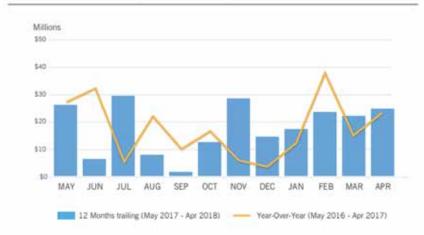




MARKET SNAPSHOT (AS OF MAY. 2018)



OVERALL SALES (SLIDING WINDOW)



MARKET MATRIX		Last 3 Months Feb 2018 - Apr 2018	Year Over Year Comparision Change % Feb 2017 - Apr 2017		3 Months Earlier Comparison Change % Nov 2017 - Jan 2018	
	No. of Sales	6	=	6	•	3
	Total Value of Sales	\$42,900,000	100	\$39,630,000	1005	\$20,959,375
WATER	Average Selling Price	\$7,150,000	1	\$6,605,000	4	\$6,986,458
	Average Price per 5qFt	\$865	43	\$903	-	\$1,115
	Average DOM	206	1	184	-	331
GOLF	No. of Sales	1	4	7	<u>-</u>	3
	Total Value of Sales	\$1,775,000	-	\$25,522,500	4	\$16,875,000
	Average Selling Price	\$1,775,000	-	\$3,646,071	-	\$5,625,000
	Average Price per SqFt	\$689		\$574	100	\$813
	Average DOM		-	163	100	224
INTERIOR	No. of Sales	8		4	=	8
	Total Value of Sales	\$25,078,712	1	\$11,370,000		\$21,876,000
	Average Selling Price	\$3,134,839	4	\$2,842,500		\$2,734,500
	Average Price per SqFt	\$657		\$509	4	\$586
	Average DOM	147		104	4	150
TOTAL	No. of Sales	15	-	17	•	14
	Total Value of Sales	\$69,753,712	-	\$76,522,500	4	\$59,710,375
	Average Selling Price	\$4,650,247	1	\$4,501,323	4	\$4,265,027
	Average Price per SqFt	\$742	1	\$675	-	\$748
	Average DOM	161	-	157	215	205

About Rochelle LeCavalier

With over 15 years of successful residential real estate development, sales, and finance experience including multi-million dollar spec home and rental property investor syndication- Rochelle is known by her clients as an exceptionally valuable resource on number of fronts. She has an understanding of global markets yet maintains a hyper-local, granular grasp of Boca Raton Luxury Real Estate market.

If you have questions or suggestions, please email us: spotlight@pinkpalm.com. We would love to hear from you. What did you like about the report? What else would you like to see?

26 Spotlight • June 2018 • Spotlight **27**