

# Essential Information for Buyers



**COLDWELL BANKER**  

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**SCHMITT**  
**REAL ESTATE CO.**

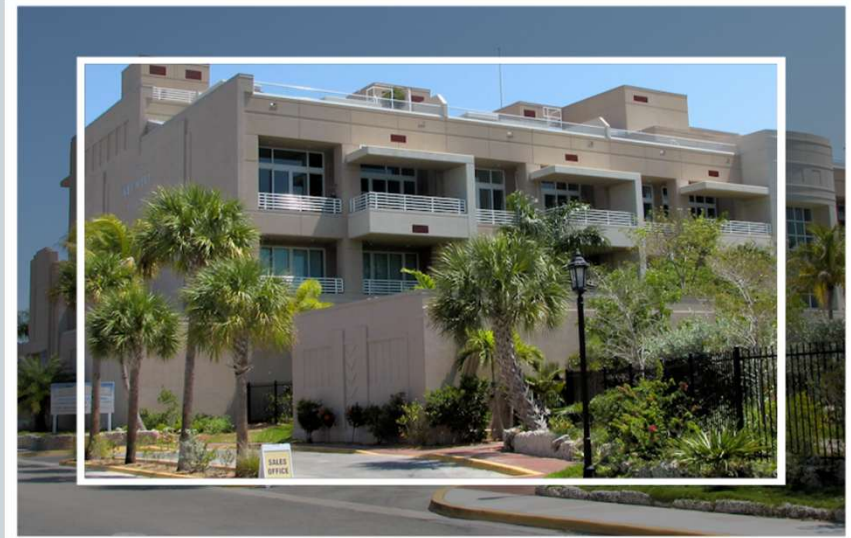
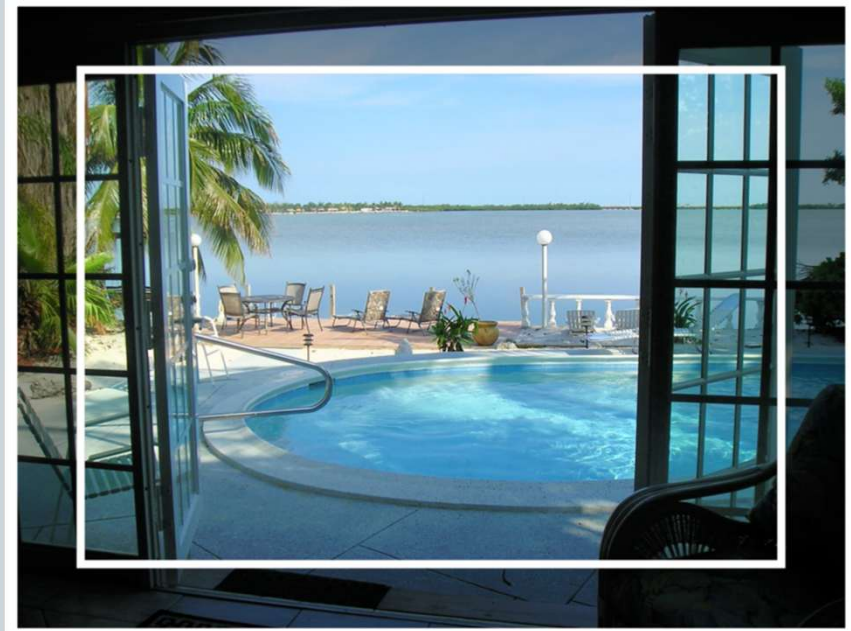
Key West ✦ Big Pine Key ✦ Marathon  
Islamorada ✦ Key Largo

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

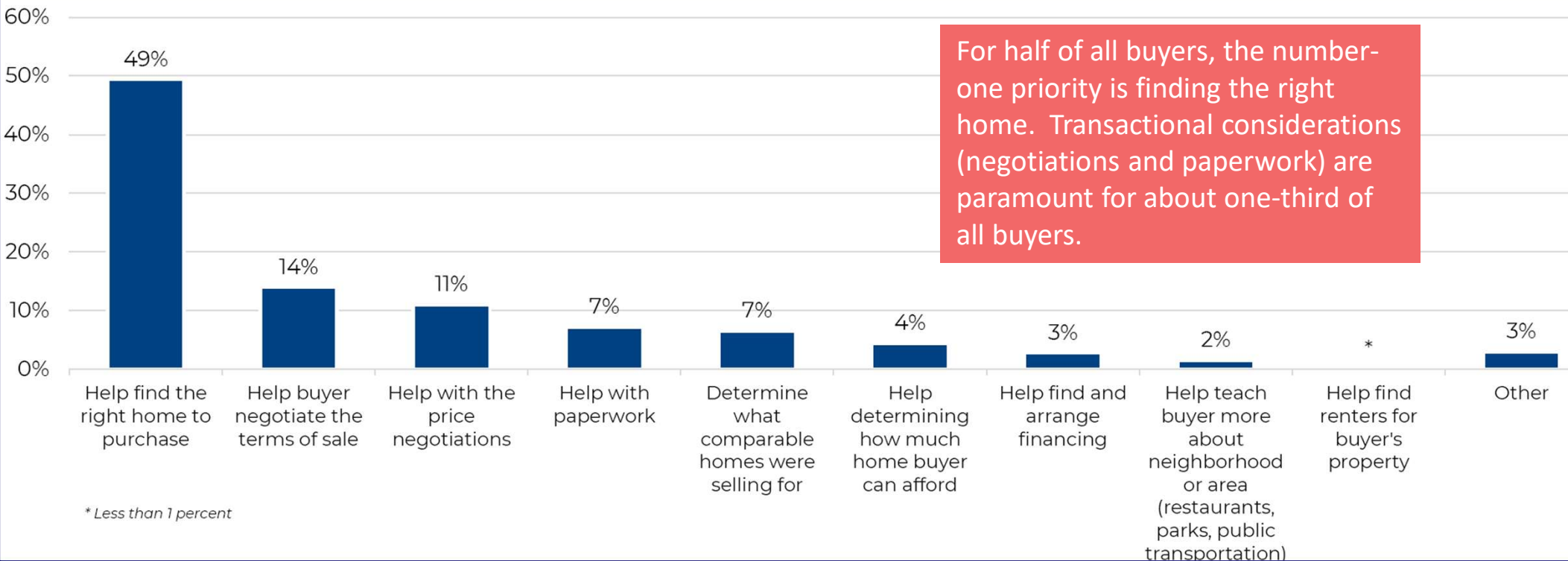
# What is important to buyers in purchasing a property?

We continually ask home buyers what is important to them. The five most important buyer priorities we hear, regardless of property value:

- Help finding the right home to purchase
- Help negotiating the terms of the sale
- Help with price negotiations
- Help with paperwork
- Assistance finding & arranging financing and inspections
- Information on the sale price of comparable properties



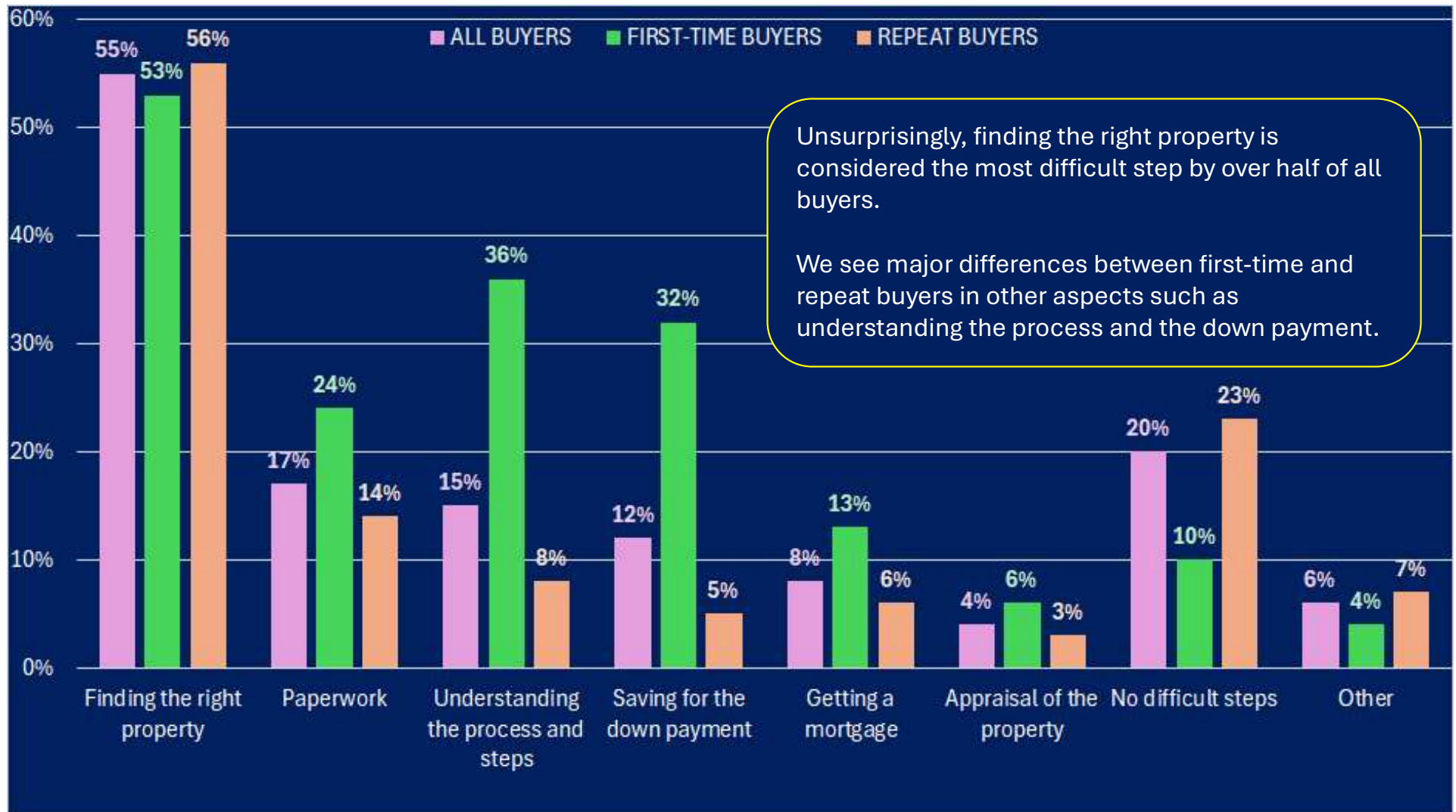
# Here's what buyers most wanted from Real Estate Agents in a recent national survey



2024 NAR Profile of Home Buyers & Sellers

What is important to buyers?

# Here's what buyers deemed the most difficult steps in the home buying process

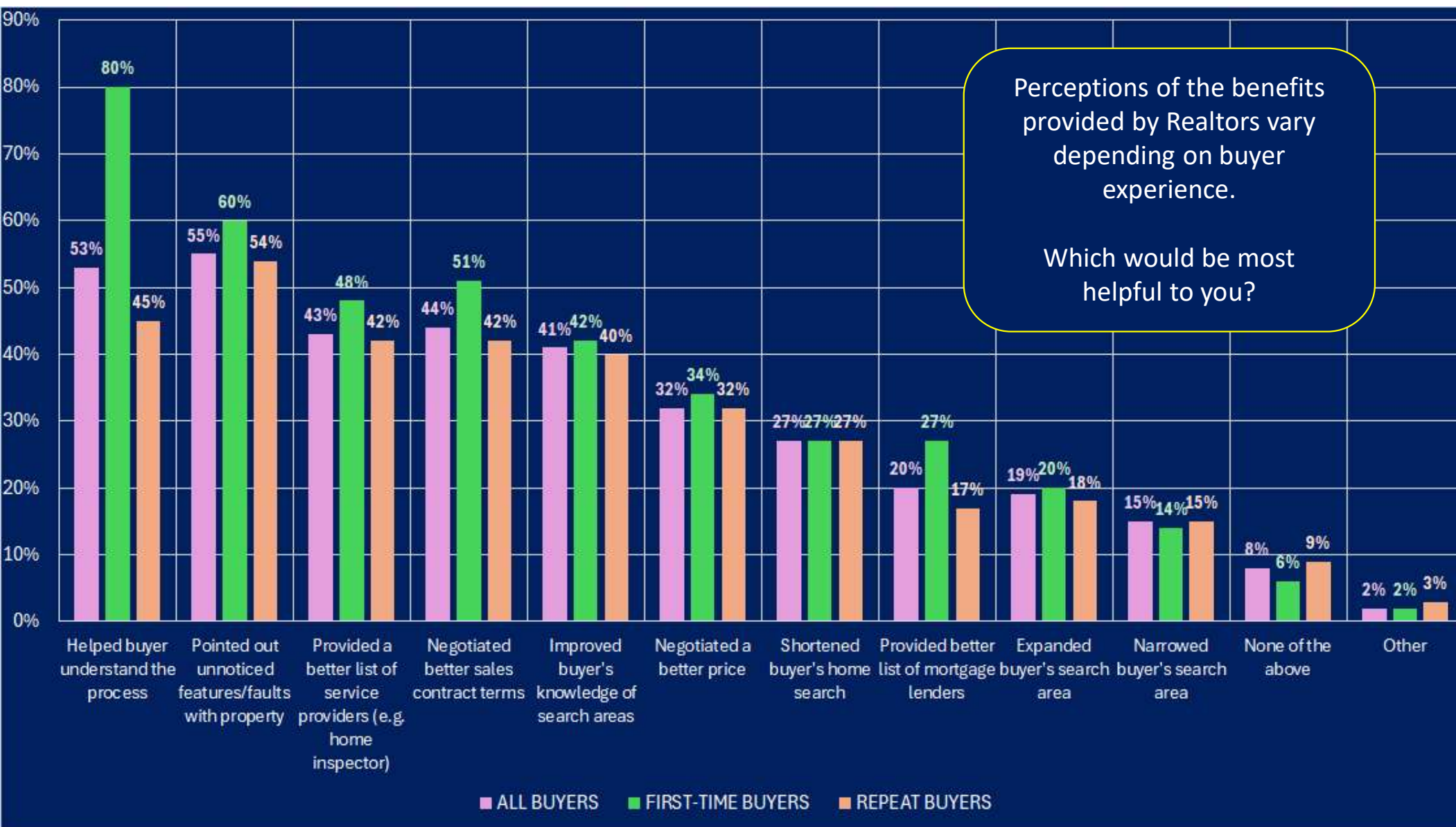


2024 NAR Profile of Home Buyers & Sellers

What is important to buyers?



# What Benefits Do Realtors Provide?



2024 NAR Profile of Home Buyers & Sellers

What is important to buyers?

# How closely does that match your priorities as a buyer?

- ❑ Please provide me your thoughts on the following:
  - What are your primary needs as a buyer?
  - What is your time frame for buying and moving?
  - What role does timing or pricing play in your decision?
  - Describe any other factors that will influence your decision (e.g., waterfront, pool, nearby amenities, pets, schools, ability to rent short-term, etc.)
- ❑ Do you have any concerns about purchasing property in the Keys?
- ❑ What's important to you in selecting your Realtor®?
- ❑ What expectations do you have for the agent who helps you to locate your next home, negotiates the best possible terms on your behalf and guides you through the process of closing the sale?
- ❑ What matters most in selecting the real estate company through which you'll purchase a property?



# During our conversation...

## □ We'll discuss

- The property search process
- Buying a property
- The benefits of working with Coldwell Banker Schmitt
- Coldwell Banker, the benefits of the dominant real estate brand
- Current Florida Keys real estate market conditions
- My qualifications to be your Realtor®
- The benefits of an exclusive Buyer Brokerage Agreement and the Buyers Passport to the Florida Keys



What is important to buyers?



# We recommend RealEstateFloridaKeys.com for searches and property previewing

**COLDWELL BANKER**  
SCHMITT  
REAL ESTATE CO.

(305) 743-5181

Home Search Open Houses Agents Luxury Commercial About Us Resources Vacation Rentals Careers Contact Us My Portal

Market Leaders and Trusted Advisors

**FIND A HOME**

FOR SALE OPEN HOUSES AGENTS OFFICES

Street, City, Zip, Neighborhood

Nearby

Price Min Price Max Beds Baths

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REAL ESTATE CO.

**Deacon:**  
Hello! I'm a LIVE site greeter.  
Welcome to Coldwell Banker Schmitt  
Real Estate Co. May I have your first  
and last name, please?

Type here...

Powered By: InterChanges

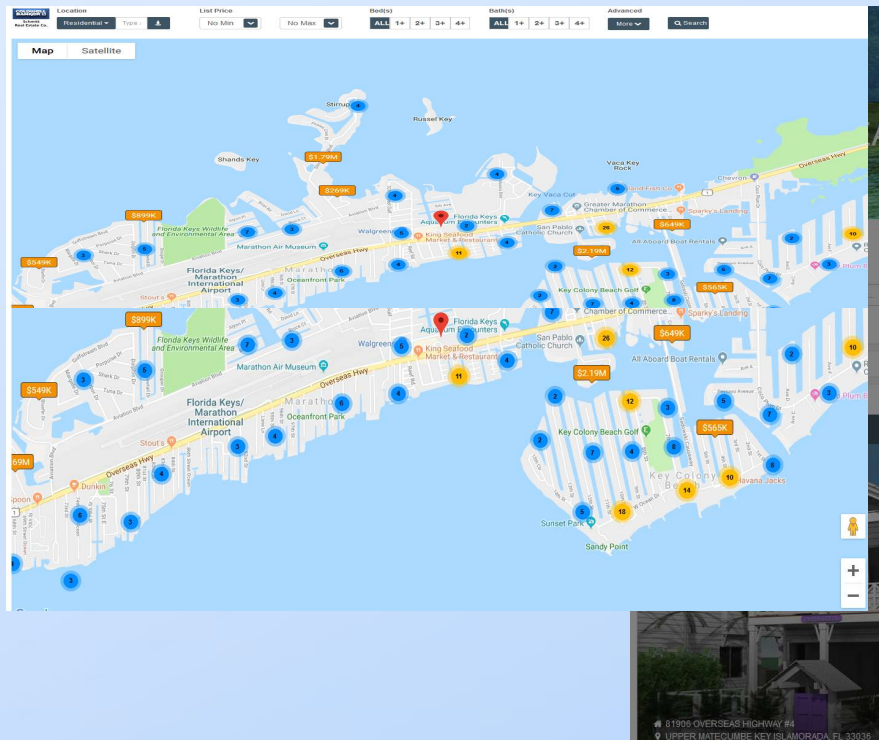
RealEstateFloridaKeys.com

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REAL ESTATE CO.**

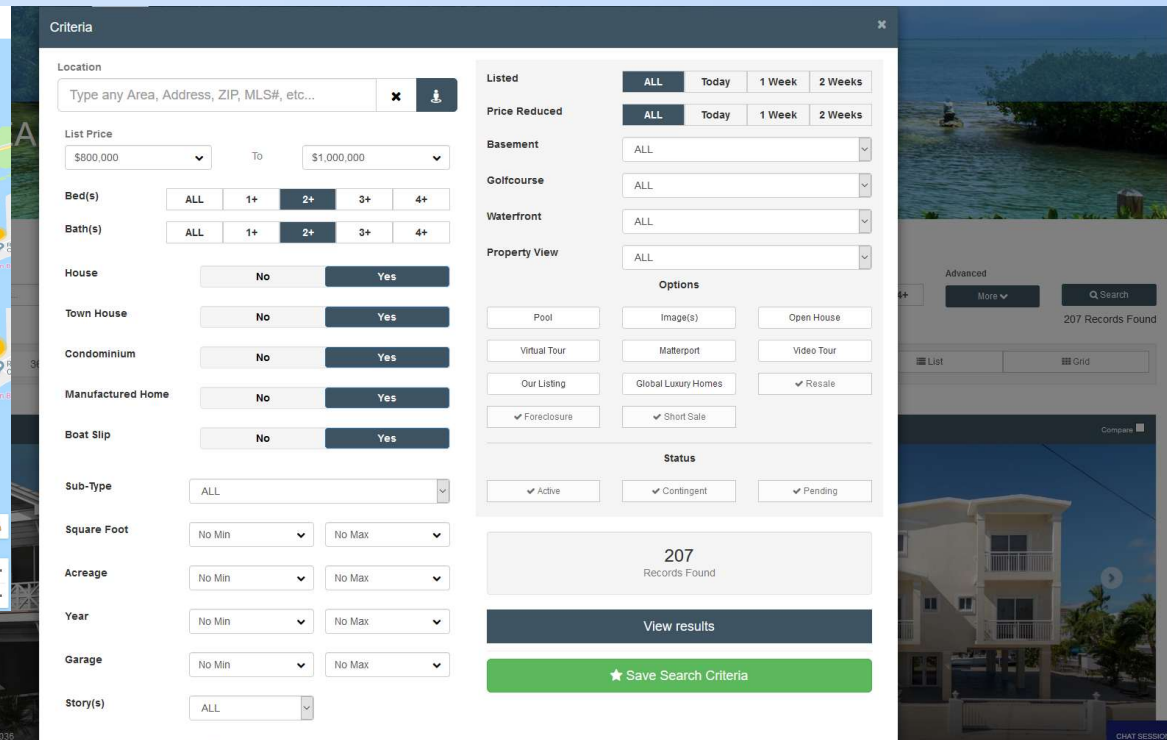


# We recommend RealEstateFloridaKeys.com for searches and property previewing

Search By Map



Search By Detailed Criteria



# Our Client Portal

Your Portal account sends you emails with new listings, open house events, changes in price and listing status, new photos, and allows you to save searches and favorites

## MY PORTAL

### Status Change Notification

Be notified when the status of a home changes

#### ACCOUNT LOGIN

User ID:

Password:

- ☐ Save login info  
☐ Automatically log me in

[Forgot Password](#)

Login

[Sign in with facebook](#)

#### Open House Tracker

Would you like to be able to walk through homes for sale at your leisure? of the open houses on the market

#### New to Market Notification

Unless you want to conduct searches every day, you will not be able to also meet your search criteria without a tool like our Property Watch.

#### Image Change Notification

Often, more photos will be added to properties that you are interested in for giving you a good feel of the home before making the decision to see any new images added to saved properties.

#### Status Change Notification

Maybe there is a home under contract that you know you would be interested in. Property Watch can help you keep track of multiple homes under contract quickly notify you when they do.

#### Price Change Notification

Whether you want to save a list of properties that are just out of your price range, you want to know if the asking price of a property you are interested in is reduced, you want to know if the asking price of a property you are interested in is on the market for sale and you want to know if other properties in your area can help you with all of the scenarios and more.

[Create Account Now!](#)

4

\$1,999,000

Compare

COLDWELL BANKER

GLOBAL LUXURY

434 CARIBBEAN DRIVE

SUMMERLAND KEY, FL 33042

4 Bed(s) | 4 Bath(s) | 3,056 SqFt | 0.14 Acres

Save

Hide

View Full Details

Fred Mullins

(305) 304-5341

(305) 296-7727

Contact Me

COLDWELL BANKER

Schmitt Real Estate Co.






# Get in-depth information about listings of interest


◀ Previous Listing

**16845 TAMARIND ROAD**  
Sugarloaf Key, FL 33042  
**\$1,399,000** 🏠 \$7,510 EST/MO

Print Save Hide



Images Video Tour Map



## Description


Exceptional 4 BR/3.5 BA open water pool home in Sugarloaf Shores, an upscale coastal community of waterfront homes just minutes to Key West. The custom home boasts gorgeous open water views and lots of upgraded finishes including beautiful Mahogany wood floors and a granite Chef's Kitchen offering stainless appliances and a center cooking island. The open floor looks out to water on all sides and leads to an expansive deck where you can enjoy dining under the stars. After a day out on the water lift your boat onto the davits at your concrete dock and relax by the waterfront pool & spa. The 2-story home is ideal for guests or large families with a Master Suite and entertaining area on the 1st floor an a 2nd Master & Guest Bedrooms on the 2nd main living level.

## Details


MLS#	585303
Style	House
Sub-Type	Resale

Area Information Whats Around


### Home Services




**Jim Rutherford Construction & Remodeling**  
★★★★★ yelp  
Based on 1 Reviews  
Contractors, Painters, Windows Installation  
Map



**Conch Republic Cleaning Service**  
★★★★★ yelp  
Based on 1 Reviews  
Home Cleaning, Office Cleaning  
Map



**Key West Deco Tile Store**  
★★★★★ yelp  
Based on 1 Reviews  
Building Supplies, Flooring, Countertop Installation  
Map



**Terry L. Tidwell Plumbing**  
★★★★★ yelp  
Based on 2 Reviews  
Plumbing  
Map

## Area Information

State	FL
County	Monroe
City	Sugarloaf Key
Zip Code	33042
Area	Lower Keys
Community Name	Sugarloaf Shores (17.0)

### Listing VS Median (in Sugarloaf Shores (17.0))

Price: low | high Med:  
\$1,399,000 \$1,047,500

SqFt: low | high Med:  
3,042 1,873

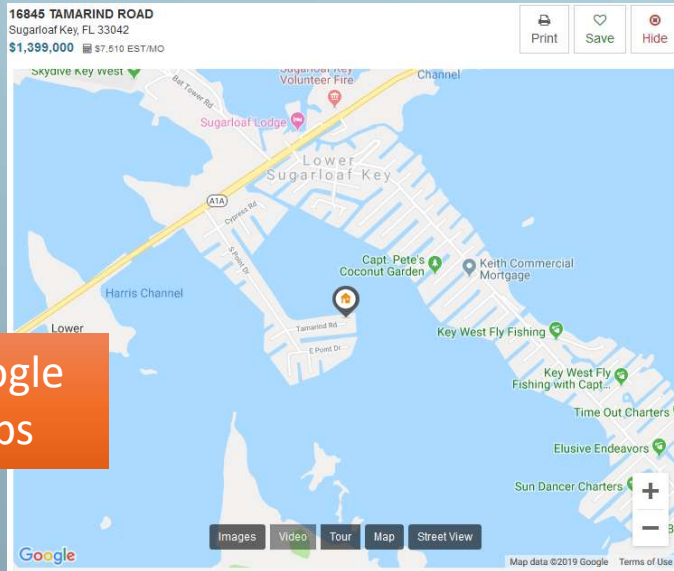
\$ / SqFt: low | high Med:  
\$460 \$561

## Market Activity 33042

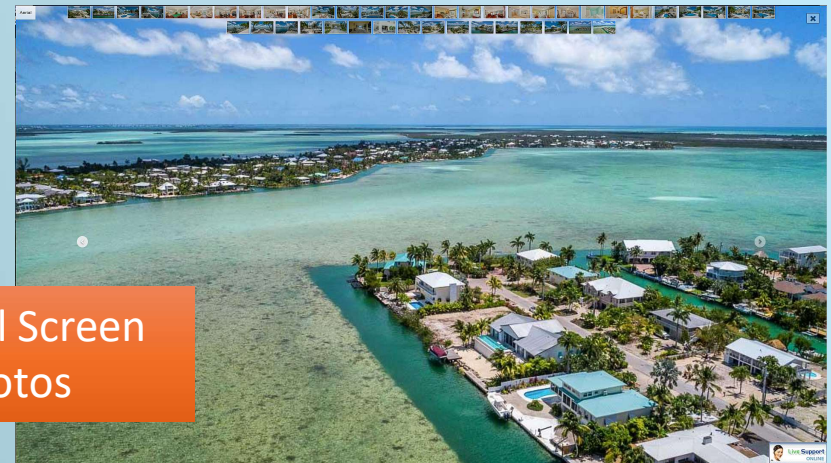
Date	Sales	Avg \$ Per SqFt	Min Sale Price	Max Sale Price	Med Sale Price
Apr 2019	1	\$556.27	\$865,000	\$865,000	\$865,000
Mar 2019	2	\$542.87	\$99,900	\$899,000	\$499,450
Feb 2019	4	\$483.48	\$230,000	\$1,300,000	\$690,000
Jan 2019	9	\$576.76	\$170,000	\$1,575,000	\$750,000
Dec 2018	7	\$578.01	\$225,000	\$1,725,000	\$515,000
Nov 2018	7	\$450.09	\$349,000	\$698,000	\$667,000
Oct 2018	11	\$388.65	\$257,500	\$993,500	\$510,000
Sep 2018	9	\$387.44	\$188,000	\$1,250,000	\$560,000
Aug 2018	4	\$379.15	\$255,000	\$760,000	\$587,500
Jul 2018	7	\$443.17	\$155,000	\$1,335,000	\$775,000
Jun 2018	12	\$437.03	\$215,000	\$1,350,000	\$643,500
May 2018	4	\$487.4	\$529,000	\$2,500,000	\$880,000



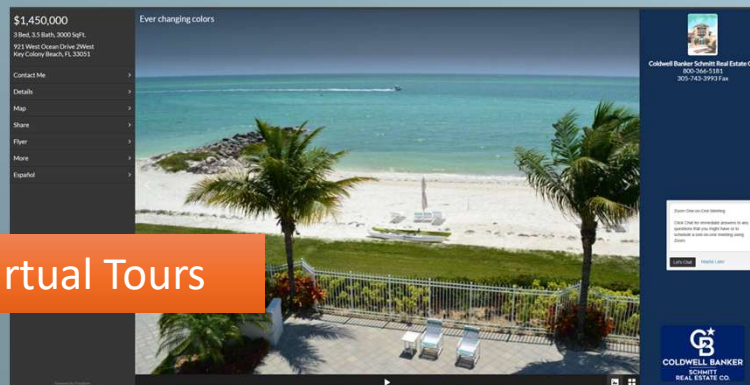
# Get in-depth information about listings of interest



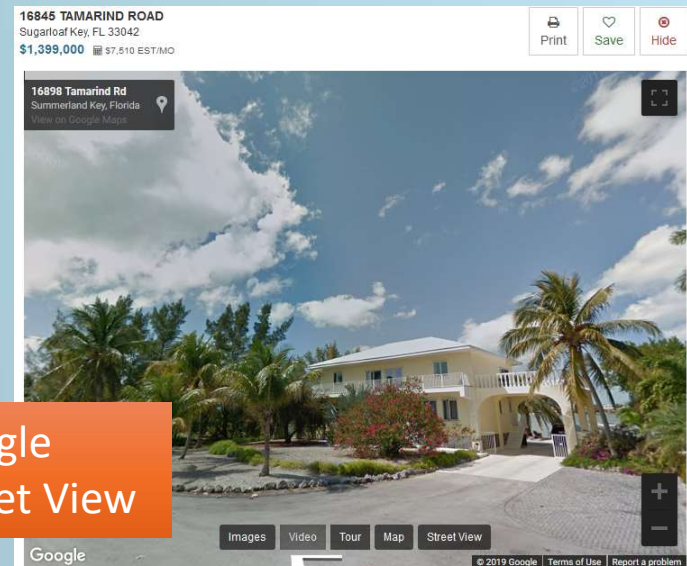
Google Maps



Full Screen Photos

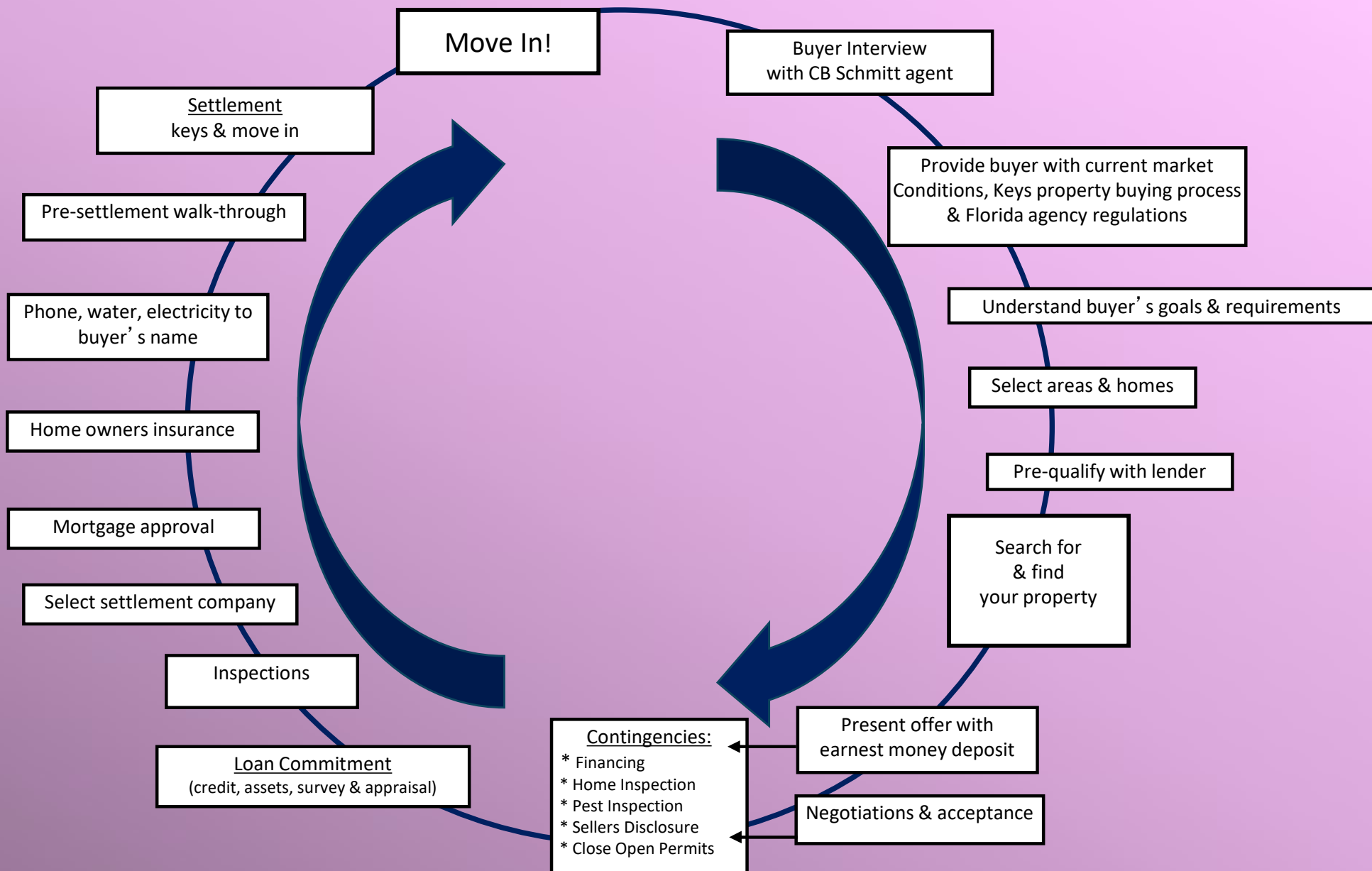


Virtual Tours



Google Street View

# The Home Buying Process



# Property Buying Process

## Preparing, Submitting & Negotiating Your Purchase Offer:

- ❑ Add to your negotiating power by being pre-approved for a mortgage. That demonstrates to sellers and their agents you are serious about buying.
- ❑ Provide you with important information concerning a property you have an interest in purchasing such as:
  - Open and expired permits and code violations and your options for having them closed
  - Whether or not the property is on the Species Focus Area List and possible impact on plans to build or expand an existing structure or add a pool
  - If a lot, the tier designation and what that means for plans to build on the property
  - Status of the downstairs enclosure and the possible impact on flood insurance
  - Status of connection to the central sewer system and any possible cost to you
- ❑ Determine the terms and conditions of the purchase offer
- ❑ Complete the FAR/BAR As /s Contract For Sale And Purchase, including as appropriate for the property:
  - Monroe County Local Rider to “As Is” Contract For Sale and Purchase which modifies the statewide contract to address purchasing property in the Florida Keys
  - Seller’s Disclosure provides you information about the seller’s knowledge of the property
  - Buyer’s Inspection Disclosure for the seller to update specific information about the property
- ❑ Assist you in preparing responses and counteroffers appropriate to your purchase objective
- ❑ Exchange offers/counteroffers and contract documents via internet for your convenience in order to obtain e-signatures
- ❑ Keep you informed every step of the way to achieving a satisfactory contract to purchase that property



# Property Buying Process

- ❑ Support you from Contract Acceptance through Closing
- ❑ Provide & discuss with you our Critical Dates Checklist of buyer items to complete prior to taking ownership, such as:
  - Additional Escrow Deposits
  - Property Inspections
  - Loan Approval
  - Insuring the property prior to closing
  - Electric and water placed in your name as of the day of closing
  - Wiring funds to close
- ❑ Assist you to complete inspections and determine your course of action depending on the results
  - Provide you with a list of companies and individuals that can provide expertise and services related to your specific needs
  - Provide you a contact list of agencies to establish service for your new property and getting settled in the Keys
- ❑ Together, we'll conduct a walk-through inspection of the property to verify the condition is in accordance with the terms of the contract, and that any required repairs have been completed the day prior to or the morning of closing
- ❑ We provide you with our 22 points of service Buyer Services Guarantee for the important services you need when buying a property in the Florida Keys with its many differences from other regions of the country due to our ecologically-sensitive environment.

# About Coldwell Banker Schmitt

## We are a Single Agency company

- ❑ We are the only brokerage in the Keys whose agency policy is to represent people, not transactions. As Single Agents, we represent our clients' interests above all other interests, including our own. Our fiduciary relationship puts our feet into your shoes so we are acting on your behalf.
- ❑ Most other companies act as Transactional Brokerages. Regardless of whether they act for only you or both parties at once, they represent "the Transaction." Agents are required to facilitate the transaction by assisting both the buyer and seller, and not represent one party to the detriment of the other. This limits the confidentiality and direct support they can provide to you.
- ❑ Single Agency means that I am your advocate
  - I will represent you and your interest above all others, including my own.
  - I can provide the full spectrum of representation to you including the fiduciary responsibilities of loyalty, confidentiality and obedience.
  - I will present all offers and counteroffers in a timely manner.
  - I will disclose all known facts that materially affect the value of your property and are not readily observable.
  - We believe this is the type of representation you expect and deserve.
- ❑ The Single Agency relationship serves all parties well except when agents of CBSREC represent the seller and the buyer in the same transaction (in-house sale). In that instance the law forces the agents to transition from being a Single Agent to a Transaction Broker wherein we provide both parties with fair and honest dealing, skill, care and diligence, accounting and disclosure of all known facts that materially affect the value of the property.
  - This limited form of representation allows the agents to facilitate the transaction by assisting both the buyer and the seller, however, the agents will not work to represent one party to the detriment of the other.
  - The added benefit is we'll be working with a Coldwell Banker Schmitt agent, which facilitates a smooth and orderly process to closing.
  - To ease this transition, CBSREC policy is to ask all buyers that we represent as single agents to allow us to provide this form of representation when showing and negotiating an offer on a CBSREC listing.

# Coldwell Banker Schmitt

- ❑ Coldwell Banker Schmitt is the oldest real estate company in the Florida Keys, celebrating our 69th year of service in 2024.

We're also the largest real estate sales organization here with five offices from Key Largo to Key West, 135 sales agents and assistants, and 15 support staff. In addition,

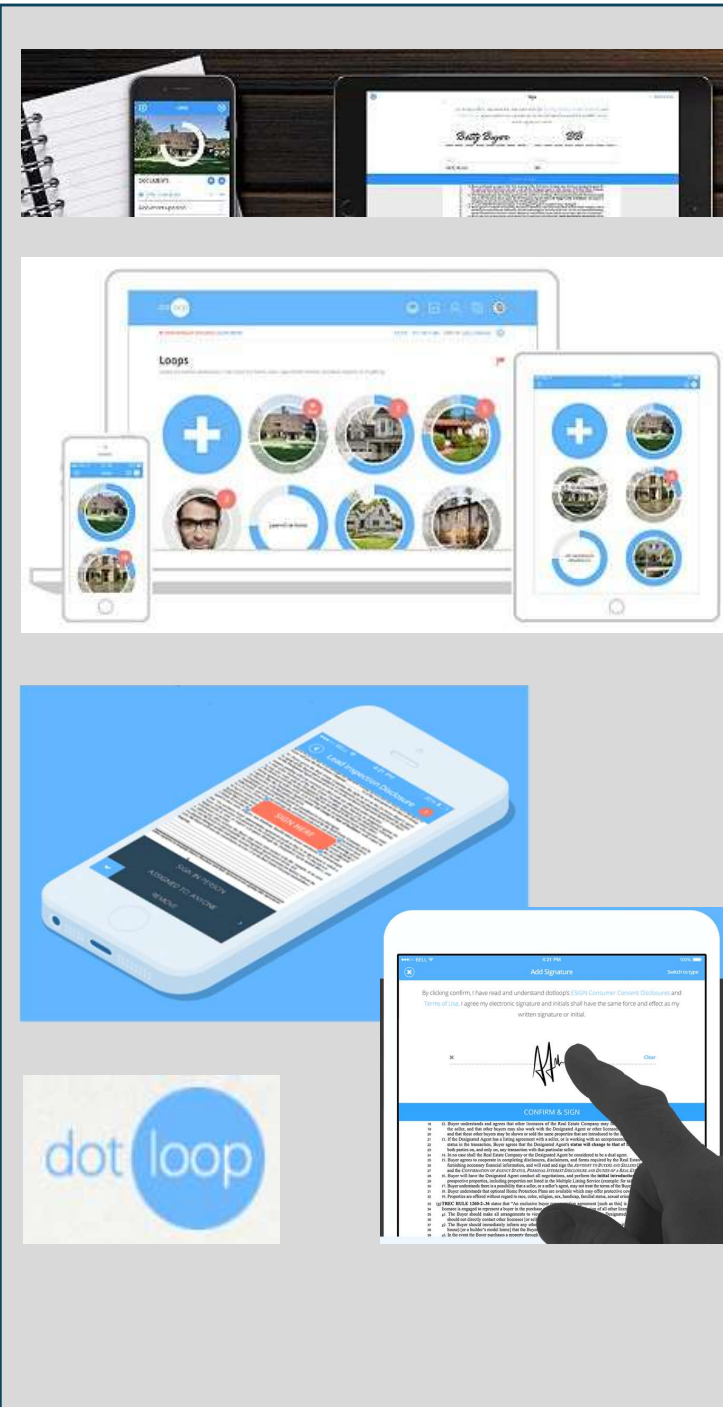
- ❑ We have been the #1 company for sales and listing since 2004. There were 232 real estate companies with transactions in the Florida Keys during 2023.
- ❑ We are the #3 Coldwell Banker affiliate in Florida and the #20 affiliate in the United States.
- ❑ We are ranked #339 among all real estate companies nationally for 2023 by RIS Media and #357 by REAL Trends, respectively, the only Florida Keys real estate company ever to be listed among the Top 500. It was our 9<sup>th</sup> appearance on RIS Media's Power Broker 500 and our 8<sup>th</sup> in the 2022 REALTRENDS 500.
- ❑ 98% of our customers recently surveyed said they would work with us again and that they would recommend us to others.
- ❑ This recognition drives us to work harder every day to continue to be "The Most Trusted Name in Florida Keys Real Estate."





# About Coldwell Banker Schmitt dotloop

- ❑ CBSREC is one of the only companies in the Keys utilizing the most advanced internet-based electronic transaction processing system available to provide all customers with a seamless method for sending, viewing and signing the paperwork involved in real estate transactions today: dotloop.
- ❑ dotloop is an online system that links people, documents and tasks helping everyone work together, better. It's easy and it's everything you need in one place. We'll share documents, send messages, complete tasks and collaborate every step of the way. It's safe and secure, and you'll be able to review anything I share with you online, letting us get things done quickly. A few things you can look forward to:
  - the ability to move quickly so you don't lose out
  - never being asked to track down a fax machine or printer
  - keeping all of your documents organized and accessible (very helpful at tax time)



# About Me: Expertise & Qualifications

## **Specialties**

- All things Middle Keys
- Residential
- Duck Key to 7 Mile
- Transferable Building Rights ( TBR )
- Land Development
- Density and Zoning
- Commercial
- Prospecting
- Lead Generation

## **Sam's Client Commitment**

- My success is built on a foundation of trust, hard work, and an unwavering commitment to my clients' needs. In the Keys, your real estate journey is more than a transaction—it's about finding your slice of paradise. With my in-depth market knowledge and dedication to your success, we'll unlock the perfect opportunity together

## **Experience the difference with Sam**

- Where unparalleled expertise meets unwavering dedication. Contact today to start your Florida Keys real estate journey

## **Awards & Certifications**

- Coldwell Banker Global Luxury Home Certification
- Short Sales and Foreclosure Resource (SFR) Certification
- Featured on national television (FYI Network, HGTV)
- Real Trends America's Best Agents list (2014-2023)
- Guest speaker at elite agent retreats and industry conferences
- Rotarian since 2010: two- time Rotarian of year and two-time Past president
- Personally, provides affordable housing to multiple residents locally
- Raise's over \$100k annually for local scholarships and community projects
- Supporter of Coldwell Banker Schmitt Charitable Foundation



# About Me: Expertise & Qualifications

I bring extensive expertise in zoning, density, building rights, and the construction process, with a proven track record of over 1,200 transactions closed exclusively in the Middle Keys and over \$667 million in sales. My unparalleled knowledge, relentless work ethic, and unwavering commitment to the community have earned me a reputation as the go-to agent for discerning clients seeking exceptional service and results. I have achieved more closed transactions in the Middle Keys than any agent in the region's history—and yes, we've done the math. As an active agent, I don't wait for opportunities to come to me. I proactively prospect daily, connecting with more buyers and sellers each day than most agents do in a week—outpacing any three agents in the Middle Keys combined.

With over a decade of real estate coaching experience, I've honed my skills through continuous professional development. I attend four specialized conferences annually, training alongside the highest-producing agents across North America to stay at the forefront of the industry. Ranked in the top 1% of agents worldwide for production, I am also proud to be one of the top 10 agents for AGCI within the Coldwell Banker global network.

My dedication extends to training and leadership roles as a CBSREC trainer and host of the dynamic "Role Play Rumble," where I help elevate the performance of fellow agents. To maintain peak focus and performance, I follow a disciplined routine that includes structured sleep and daily workouts, ensuring I bring my best to every client interaction. This combination of unparalleled experience, relentless work ethic, and ongoing professional growth sets me apart as a trusted leader in the real estate industry.

## Professional Recognition

- Featured on national television (FYI Network, HGTV)
- Real Trends America's Best Agents list (2014-2023)
- Guest speaker at elite agent retreats and industry conferences
- Highlighted in Mike Ferry Organization (MFO) company blasts to top 2000 North American agents
- #10 Individual Agent in North America for Coldwell Banker in 2022 and 2024
- Has closed more transactions in the Middle Keys than any agent in the History of the Middle Keys

## Community Champion

- Rotarian since 2010; two-time Rotarian of the Year (2012, 2019) Spearheading affordable housing initiatives for local families
- Raised over \$100,000 annually for local scholarships and community projects
- Supporter of Coldwell Banker Schmitt Charitable Foundation
- Supports of dozens of local Charities annually



# TESTIMONIALS

## **Diligent, Hardworking!**

**Review by Deborah S**



Sam Williams team is one of the most professional, diligent, hardworking, caring group of people I have come across in the real estate business.

## **Sam and his crew are hard working!**

**Review Karen A**



Sam and his crew are hard working. Selling my home was worry free. I highly recommend Sam. He's the best.

## **Sam & his team did an outstanding job selling our home!**

**Reviewed by D.S.**



Sam & his team did an outstanding job selling our home. Trish, Sam & Linda stayed in constant communication with us. Within 3 months our home was sold, they had multiple open houses, assisted us with our personal needs and extremely professional.

## **Sam and his team made this process incredibly smooth, quick, and easy for our family!**

**Reviewed by Pam C**



Sam and his team made this process incredibly smooth, quick, and easy for our family!

Due to an unfortunate family situation, we had to sell a home in the Florida Keys and we were unable to be physically present during this time. Sam and his team made this process incredibly smooth, quick, and easy for our family. We'd recommend him to anyone looking to buy or sell in the area!

# YTD LISTINGS & SALES ALL PROPERTIES BY MARKET AREA & KEYS-WIDE JANUARY 2025 VS 2024



	Upper Keys	Middle Keys	Lower Keys	Key West	Keys-wide	2023	2022	2021	2020	2019	2018	2017
Sales	38	23	28	45	134	147	230	259	172	180	177	166
2024	43	32	24	52	151							
% Chg.	-11.6%	-28.1%	16.7%	-13.5%	-11.3%							
Average Sale Price	\$1,071,252	\$1,202,634	\$844,357	\$1,083,986	\$1,050,668	\$850,026	\$901,613	\$900,303	\$559,214	\$583,668	\$630,704	\$670,701
2024	\$1,183,831	\$1,092,628	\$1,202,958	\$1,271,790	\$1,197,834							
% Chg.	-9.5%	10.1%	-29.8%	-14.8%	-12.3%							
Dollar Volume	\$40,707,592	\$27,660,600	\$23,642,000	\$48,779,390	\$140,789,582	\$124,953,846	\$207,371,218	\$233,178,542	\$96,184,840	\$105,060,330	\$111,634,674	\$112,084,818
2024	\$50,904,750	\$34,964,100	\$28,871,000	\$66,133,087	\$180,872,937							
% Chg.	-20.0%	-20.9%	-18.1%	-26.2%	-22.2%							
Sale Price-to-Original List Price	92.73%	92.82%	90.15%	95.43%	93.21%	90.88%	95.05%	94.83%	84.76%	87.29%	92.69%	91.10%
2024	92.26%	87.97%	89.58%	92.84%	91.17%							
% Chg.	0.5%	5.5%	0.6%	2.8%	2.2%							
Sale Price-to-Final List Price	94.86%	95.33%	93.65%	98.15%	95.86%	94.53%	96.67%	96.62%	94.42%	94.71%	93.85%	92.10%
2024	94.53%	93.51%	92.50%	95.85%	94.47%							
% Chg.	0.3%	1.9%	1.2%	2.4%	1.5%							
Average Price Reduction	2.1%	2.5%	3.5%	2.7%	2.7%	3.7%	1.6%	1.8%	9.7%	7.4%	1.2%	1.0%
2024	2.3%	5.5%	2.9%	3.0%	3.3%							
Days on Market	113	78	114	77	95	71	57	103	114	104	117	131
2024	43	114	95	80	79							
% Chg.	162.8%	-31.6%	20.0%	-3.8%	20.3%							
Current Active Listings	712	477	399	605	2,193	1,472	1,183	1,894	2,680	2,906	2,319	2,908
2024	619	421	322	523	1,886							
% Chg.	15.0%	13.3%	23.9%	15.7%	16.3%							
Average List Price	\$1,929,823	\$1,706,182	\$1,410,115	\$1,885,967	\$1,774,523	\$1,603,641	\$1,451,253	\$1,089,424	\$966,933	\$917,380	\$899,000	\$849,922
2024	\$1,854,336	\$1,671,997	\$1,377,234	\$1,810,269	\$1,718,487							
% Chg.	4.1%	2.0%	2.4%	4.2%	3.3%							
Months of Inventory	18.7	20.7	14.3	13.4	16.4	10.0	5.1	7.3	15.6	16.1	13.1	17.5
2024	14.4	13.2	13.4	10.1	12.5							
% Chg.	30.2%	57.6%	6.2%	33.7%	31.0%							
Pending Transactions at Month's End*	54	36	43	81	214	234	528	528	376	N/A	381	243
2024	59	38	29	72	198							
% Chg.	-8.5%	-5.3%	48.3%	12.5%	8.1%							

\* includes Pending, Contingent & Contingent-Show. 2019 data not available.



## January 2025 vs 2024



<i>Residential</i>						Percent of All Properties Total				
	Upper Keys	Middle Keys	Lower Keys	Key West	Keys-wide		2023	2022	2021	2020
Sales - Residential	23	18	22	33	96	71.6%	103	185	214	134
2024	30	22	19	46	117	77.5%				
% chg	-23.3%	-18.2%	15.8%	-28.3%	-17.9%					
ASP - Residential	\$1,691,261	\$1,229,755	\$1,012,363	\$1,337,257	\$1,327,459		\$1,124,325	\$1,041,621	\$944,966	\$680,128
2024	\$1,593,636	\$1,208,465	\$1,407,263	\$1,377,630	\$1,406,020					
% chg	6.1%	1.8%	-28.1%	-2.9%	-5.6%					
Dollar Volume - Residential	\$38,899,017	\$22,135,600	\$22,272,000	\$44,129,500	\$127,436,117	90.5%	\$115,805,498	\$192,700,028	\$202,222,905	91,137,190
2024	\$47,809,100	\$26,586,250	\$26,738,000	\$63,371,000	\$164,504,350	91.0%				
% chg	-18.6%	-16.7%	-16.7%	-30.4%	-22.5%					
SP-OLP Residential	92.83%	92.49%	90.48%	92.60%	92.27%		90.21%	95.13%	93.61%	91.00%
2024	92.14%	86.96%	89.75%	91.95%	90.80%					
% chg	0.7%	6.4%	0.8%	0.7%	1.6%					
SP-FLP Residential	95.01%	95.63%	94.11%	94.06%	94.63%		94.02%	96.82%	95.51%	94.46%
2024	94.51%	93.23%	92.53%	95.00%	94.16%					
% chg	0.5%	2.6%	1.7%	-1.0%	0.5%					
Average Price Reduction - Residential	2.2%	3.1%	3.6%	1.5%	2.4%		3.8%	1.7%	1.9%	3.5%
2024	2.4%	6.3%	2.8%	3.1%	3.4%					
DOM - Residential	104	79	102	61	84		60	48	101	106
2024	45	81	82	81	72					
% chg	131.1%	-2.5%	24.4%	-24.7%	16.7%					
Current Active Listings - Residential	522	379	308	453	1,662					
2023	444	310	218	379	1,351					
2024	17.6%	22.3%	41.3%	19.5%	23.0%					
Average List Price - Residential	\$2,146,354	\$1,863,093	\$1,490,616	\$1,901,181	\$1,893,414					
2024	\$2,044,801	\$1,894,533	\$1,683,111	\$2,001,901	\$1,937,809					
% Chg.	5.0%	-1.7%	-11.4%	-5.0%	-2.3%					
Months of Inventory	22.7	21.1	14.0	13.7	17.3					
2024	14.8	14.1	11.5	8.2	11.5					
% Chg.	53.3%	49.4%	22.0%	66.6%	49.9%					
Pending Transactions at Month's End - Residential	54	36	43	81	214					
2024	59	38	29	72	198					
% Chg.	-8.5%	-5.3%	48.3%	12.5%	8.1%					
Pending totals include properties with the status of pending, contingent and contingent-sale										



## Listings & Sales by Market Area & Property Type January 2025 vs 2024



<i>Vacant Land</i>						Percent of All Properties Total				
	Upper Keys	Middle Keys	Lower Keys	Key West	Keys-wide		2023	2022	2021	2020
Sales - Vacant Land	3	4	6	2	15	11.2%	19	27	25	21
2024	1	8	4	1	14	9.3%				
% chg	200.0%	-50.0%	50.0%	100.0%	7.1%					
ASP - Vacant Land	\$262,666	\$1,031,250	\$228,333	\$1,087,500	\$563,866		\$217,263	\$315,358	279,220	206,633
2024	\$450,000	\$1,014,125	\$532,000	\$750,000	\$817,214					
% chg	-41.6%	1.7%	-57.1%	45.0%	-31.0%					
Dollar Volume - Vacant Land	\$788,000	\$4,125,000	\$1,370,000	\$2,175,000	\$8,458,000	6.0%	\$ 4,128,000	\$ 8,514,690	\$ 6,980,500	4,339,300
2024	\$450,000	\$8,113,000	\$2,128,000	\$750,000	\$11,441,000	6.3%				
% chg	75.1%	-49.2%	-35.6%	190.0%	-26.1%					
SP-OLP - Vacant Land	91.10%	101.38%	85.04%	75.65%	89.79%		90.44%	90.81%	94.16%	34.26%
2024	81.08%	91.15%	87.58%	100.00%	90.54%					
% chg	12.4%	11.2%	-2.9%	-24.4%	-0.8%					
SP-FLP Vacant Land	92.76%	101.38%	86.65%	91.58%	95.31%		92.42%	91.08%	96.06%	92.72%
2024	81.08%	94.27%	92.13%	100.00%	93.62%					
% chg	14.4%	7.5%	-5.9%	-8.4%	1.8%					
Average Price Reduction - Vacant Land	1.7%	0.0%	1.6%	15.9%	5.5%		2.0%	0.3%	1.9%	58.5%
2024	0.0%	3.1%	4.6%	0.0%	3.1%					
DOM - Vacant Land	38	88	160	230	125					
2024	11	232	171	-	182		115	61	154	208
% chg	245.5%	-62.1%	-6.4%	n/a	-31.3%					
Current Active Listings - Vacant Land	67	39	60	15	181					
2024	75	51	79	21	226					
% Chg.	-10.7%	-23.5%	-24.1%	-28.6%	-19.9%					
Average List Price - Vacant Land	\$2,030,119	\$1,299,393	\$867,839	\$3,345,600	\$1,596,401					
2024	\$867,629	\$829,990	\$525,250	\$1,481,333	\$796,480					
% Chg.	134.0%	56.6%	65.2%	125.9%	100.4%					
Months of Inventory	22.3	9.8	10.0	7.5	12.1					
2024	75.0	6.4	19.8	n/a	16.1					
% Chg.	-70.2%	52.9%	-49.4%	n/a	-25.3%					
Pending Transactions at Month's End - Vacant Land	9	4	8	2	23					
2024	7	8	9	2	26					
% Chg.	28.6%	-50.0%	-11.1%	0.0%	-11.5%					
Pending totals include properties with the status of pending, contingent and contingent-sale										

# YTD LISTINGS & SALES JANUARY 2025 VS 2024

## LUXURY ISLAND PROPERTIES LISTED AT \$1.8+ MILLION



	Upper Keys	Middle Keys	Lower Keys	Key West	Keys-wide
<b>Sales</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>20</b>
2024	10	6	5	7	28
% Chg.	-30.0%	-33.3%	-40.0%	-14.3%	-28.6%
<b>Average Sale Price</b>	<b>\$3,429,288</b>	<b>\$2,591,400</b>	<b>\$2,330,000</b>	<b>\$2,800,000</b>	<b>\$2,908,030</b>
2024	\$2,909,610	\$2,422,500	\$2,437,600	\$3,361,428	\$2,833,896
% Chg.	17.9%	7.0%	-4.4%	-16.7%	2.6%
<b>Dollar Volume</b>	<b>\$24,005,017</b>	<b>\$10,365,600</b>	<b>\$6,990,000</b>	<b>\$16,800,000</b>	<b>\$58,160,617</b>
2024	\$29,096,100	\$14,535,000	\$12,188,000	\$23,530,000	\$79,349,100
% Chg.	-17.5%	-28.7%	-42.6%	-28.6%	-26.7%
<b>Sale Price-to-Original List Price</b>	<b>94.07%</b>	<b>93.86%</b>	<b>89.16%</b>	<b>94.51%</b>	<b>93.54%</b>
2024	92.23%	83.65%	91.40%	93.56%	90.78%
% Chg.	2.0%	12.2%	-2.5%	1.0%	3.0%
<b>Sale Price-to-Final List Price</b>	<b>95.19%</b>	<b>96.94%</b>	<b>90.31%</b>	<b>94.51%</b>	<b>94.68%</b>
2024	93.52%	92.47%	92.83%	93.84%	93.31%
% Chg.	1.8%	4.8%	-2.7%	0.7%	1.5%
<b>Average Price Reduction</b>	<b>1.1%</b>	<b>3.1%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>1.1%</b>
2024	1.3%	8.8%	1.4%	0.3%	2.5%
<b>Days on Market</b>	<b>79</b>	<b>72</b>	<b>170</b>	<b>52</b>	<b>89</b>
2024	51	84	51	58	58
% Chg.	54.9%	-14.3%	233.3%	-10.3%	53.4%
<b>Current Active Listings</b>	<b>147</b>	<b>111</b>	<b>61</b>	<b>152</b>	<b>471</b>
2023	N/A	N/A	N/A	N/A	N/A
<b>Active In Range</b>	<b>171</b>	<b>121</b>	<b>70</b>	<b>171</b>	<b>533</b>
2023	144	110	52	144	450
% Chg.	18.8%	10.0%	34.6%	18.8%	18.4%
<b>Average List Price</b>	<b>\$5,255,011</b>	<b>\$4,072,835</b>	<b>\$3,085,322</b>	<b>\$3,294,807</b>	<b>\$4,062,817</b>
2023	N/A	N/A	N/A	N/A	N/A
<b>Months of Inventory</b>	<b>21.0</b>	<b>27.8</b>	<b>20.3</b>	<b>25.3</b>	<b>23.6</b>
2023	N/A	N/A	N/A	N/A	N/A
<b>Pending Transactions at Month's End*</b>	<b>20</b>	<b>14</b>	<b>7</b>	<b>19</b>	<b>60</b>
2023	N/A	N/A	N/A	N/A	N/A

\* includes Pending, Contingent & Contingent-Show.



# Properties I recently sold or are pending

Address	Days on Market	List Price	Sold Price	LP/SP %
8 Ocean East	153	\$5,900,000	\$4,615,000	78%
5 Ocean East	126	\$4,500,000	\$3,250,000	72%
000 Old Highway Plantation Key	5	\$7,00,000	\$7,000,000	100%
750 90th St	52	\$3,847,500	\$3,600,000	94%
115 Windy Point Circle	127	\$4,595,000	\$4,595,000	100%
41 Treasure Rd	5	\$2,999,000	\$2,800,000	93%
8403 Gulf Of Mexico Blvd 403	3	\$1,299,000	\$1,250,000	96%
1279 91St Court Ocean	39	\$1,750,000	\$1,600,000	91%
11335 6th Ave Ocean	96	\$2,250,000	\$1,625,000	72%
8404 Gulf Of Mexico Blvd 404	7	\$1,049,000	\$980,000	93%
201 B David Ln	125	\$1,199,000	\$995,000	83%
524 Sombrero Beach Rd	90	\$1,945,000	\$1,724,999	89%
114 Avenue E	55	\$2,270,000	\$2,099,000	92%
11252 5th Ave Gulf	7	\$2,399,000	\$2,399,000	100%
1158 Bulevar De Palmas	12	\$2,950,000	\$2,950,000	100%

About Me



# Client Reference List

Name	Location	Telephone Number
Wolfe Stevens Law offices ~ Patrick Stevens	Marathon	305-393-2206
Alice and Larry Anderson	Marathon	305-743-3233
Ben Daughtry owner of Aquarium Encounters	Marathon	305-395-8791
Hutch Holseberg	Marathon	843-860-2213
Alex Henriquez- Owner of Brutus Seafood Marathon	Marathon	305-343-1816
Will Campbell-Campbell Engineering	Marathon	305-363-8330
Jason Koler Owner Keys Weekly FL Keys	Marathon	305-481-1463
George Garrett Marathon City Manager	Marathon	305-395-1850
Rick Ramsey Monroe County Sheriff	Marathon	305-481-8036
Brian Schmitt CB Broker	Marathon	305-304-0791
Marv Shindler	Marathon	305-393-0364

# MOVING FORWARD BY GIVING BACK

**Since April 2002, the Coldwell Banker Schmitt Charitable Foundation, a registered 501c3, has raised more than \$3.5 million and helped more than 1,000 individuals and local organizations.**

Thanks to the generosity of our agents, associates, business partners, affiliates, and friends, we have been able to partner with Monroe County to bridge the financial gaps created by unfortunate circumstances. Gifting is based on needs and requests are researched and reviewed by the board prior to approval.

# 100%

of funds donated go directly  
to meeting needs

# \$0

goes towards  
administrative costs



## ORGANIZATIONS BENEFITTED BY THE FOUNDATION

Autism Society of the Florida Keys • Children's Foundation • Easter Seals Florida, Inc. Guidance Care Center -The Heron • Habitat for Humanity -Key West • International Women's Flag Football Association • Learning Center of Key West • Lower Keys Rotary • Marathon Wild Bird Center • Monroe County School District Food Service • Samuel's House • Take Stock in Children • Volunteers of America





# THANK YOU FOR THE OPPORTUNITY!

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Sam Williams  
(305) 305-942-6069  
[sam.williams@coldwellbanker.com](mailto:sam.williams@coldwellbanker.com)

