

30A LUXURY MARKET GUIDE

SOUTH OF HIGHWAY 98 | PERFORMANCE INSIGHTS

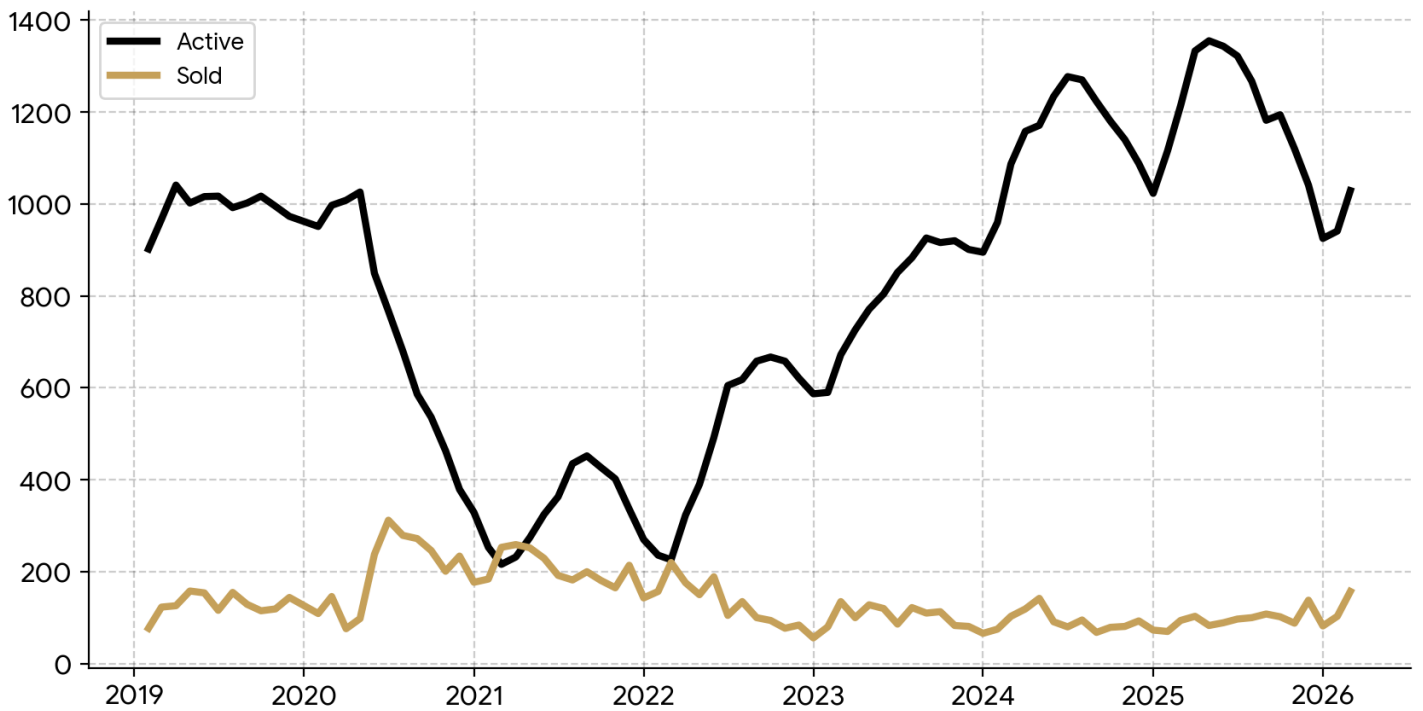
Inlet Beach, Rosemary Beach, Watersound, Alys Beach, Watercolor, Seaside, Seagrove Beach, Grayton Beach, Blue Mountain Beach and Dune Allen Beach



"In the luxury market south of 98, expertise is defined by the intersection of data and lifestyle. We lead with both."

Inventory & Momentum

Market Inventory vs Sales Velocity



Inventory levels south of Highway 98 have stabilized, allowing for a more balanced negotiation environment. We utilize hyper-local absorption data to ensure our listings maintain the highest possible capture rate compared to market averages.

Pricing Authority

Sale-to-Original List Price Ratio (%)

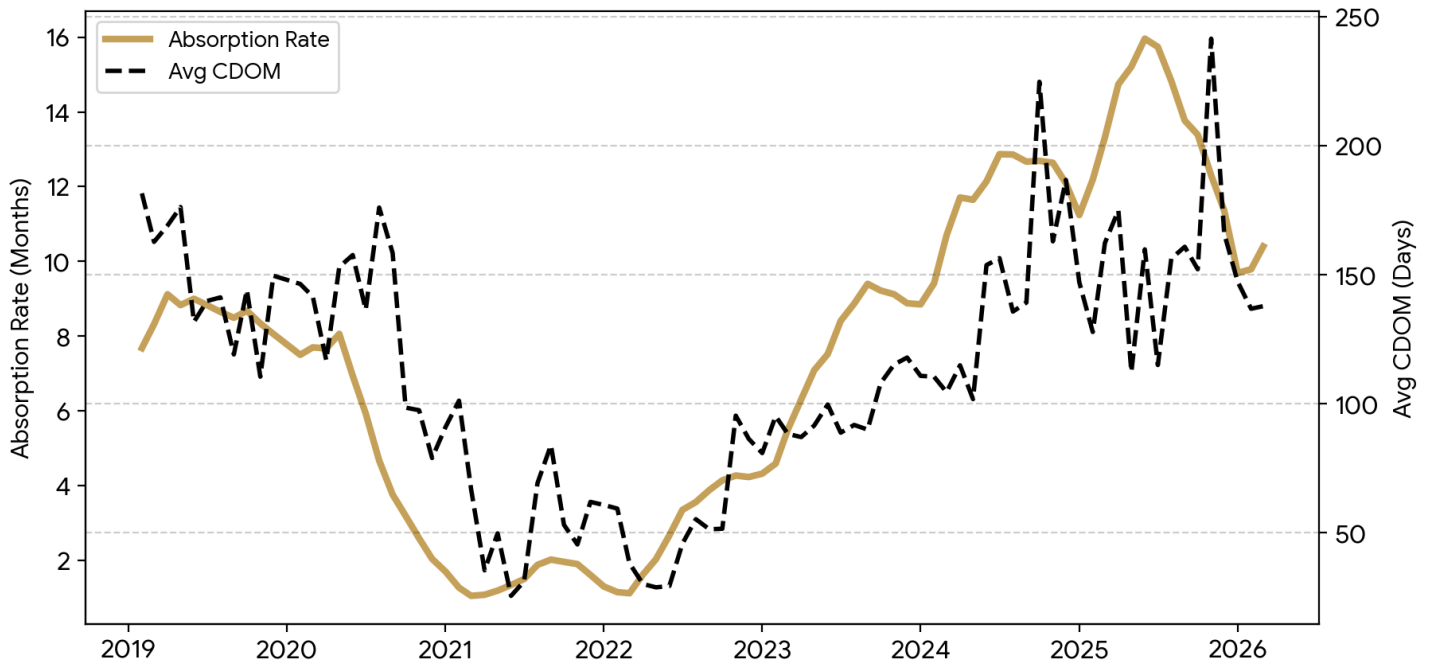


Defending Property Value

Pricing a 30A luxury property is an exercise in brand positioning. The Sale-to-List ratio demonstrates that while the market has found its new floor, properties priced with expert data-driven precision continue to retain maximum seller equity.

Market Velocity & Absorption

Market Velocity: Absorption & CDOM



Understanding Absorption Rate

Absorption Rate measures how many months it would take to sell current inventory at the current sales pace. A lower number indicates a 'Seller's Market' where demand outstrips supply, while a higher number suggests a 'Buyer's Market'.

Summary of Findings:

Tracking CDOM (Cumulative Days on Market) alongside the Absorption Rate highlights the true velocity of 30A luxury real estate. Current data shows a market that has transitioned from the record-low days on market to a more sustainable, high-value equilibrium, requiring seasoned advisory for optimal timing.

The Simpson Group

The 30A market is defined by distinct coastal neighborhoods, discerning buyers, and properties where details matter. Our team combines local intelligence, data-driven strategy, and white-glove service to guide clients through every step with discretion and precision. Buying and selling a home is more than just a transaction; it's an experience. At Christie's International Real Estate Emerald Coast, we elevate the real estate experience - providing exceptional, personalized service for all of our clients. We take great pride in the relationships we build and work relentlessly to help our clients achieve their dreams of owning coastal real estate.



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