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State of the Market

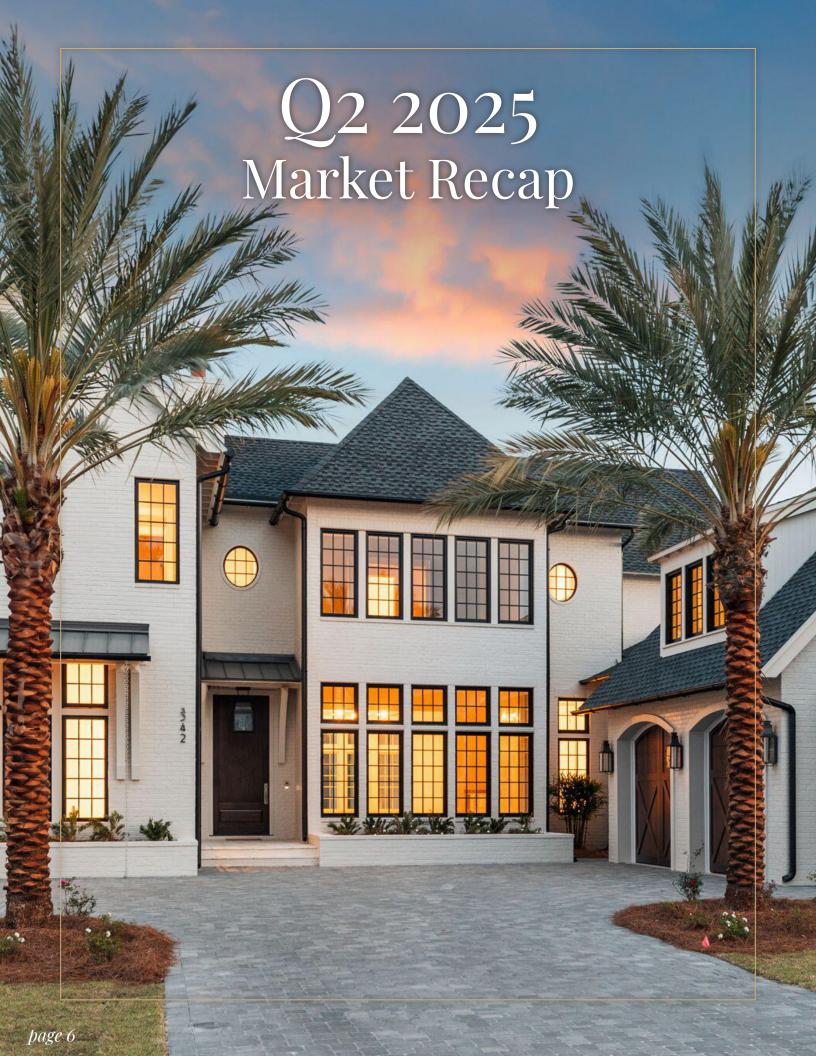
The second quarter continued to reflect a broader market reset along 30A, with increased inventory, longer days on market, and a more strategic, value-focused buyer pool. While overall sales volume remained below last year's levels, we saw a noticeable uptick in activity later in the quarter, particularly for well-positioned luxury properties that offered strong design, quality, and location. Buyers in this segment are entering the market with purpose, taking the time to evaluate each opportunity and prioritize properties that align with both lifestyle and investment goals.

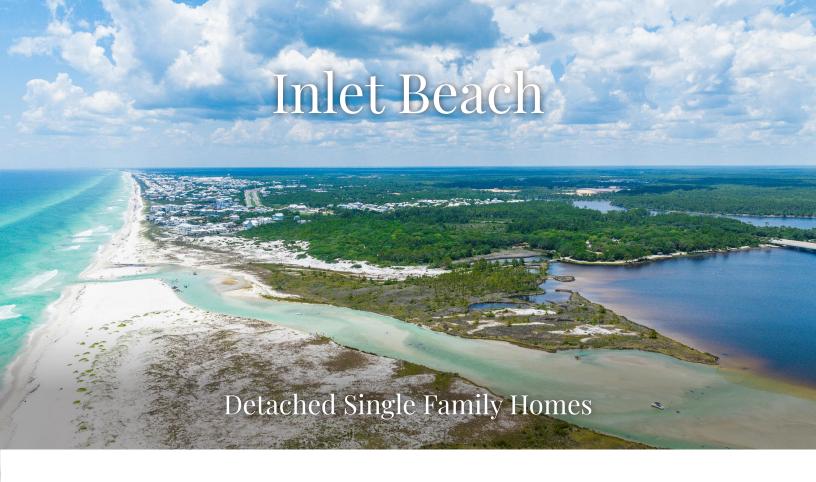
Looking ahead, the third quarter is historically one of the most active for 30A, as the summer season brings an influx of visitors who often turn into buyers. We anticipate a slight increase in inventory, which will provide buyers with more choices. However, pricing is expected to remain stable for high-quality, well-marketed listings. For sellers looking to take advantage of the summer momentum, a thoughtful pricing strategy, compelling presentation, and strong marketing presence will be key to standing out in a competitive environment. The coming months offer meaningful opportunity, especially for those who are prepared to meet the market with clarity and intention.

As always, consulting with a trusted real estate advisor is key to understanding and successfully navigating the current real estate market. We look forward to the opportunity to serve you and your real estate needs.

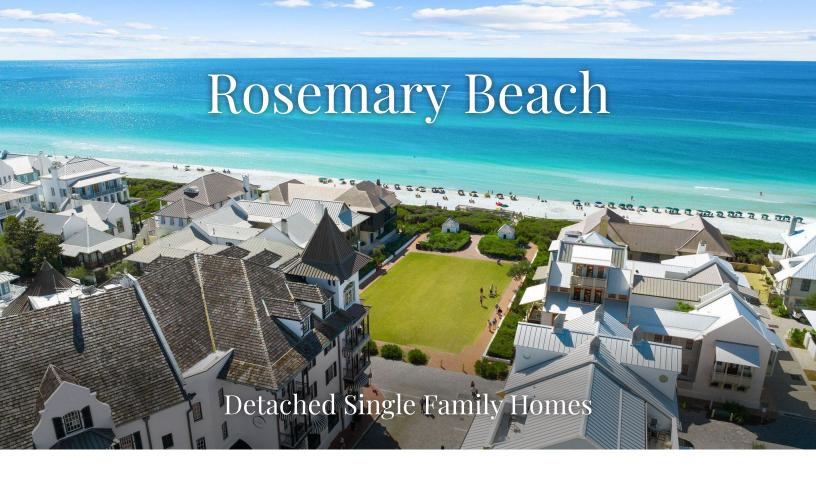








	Q2 2024	Q2 2025
NUMBER OF SALES	18	14
AVERAGE PRICE PER SQUARE FOOT	\$813	\$652
AVERAGE SALES PRICE	\$2.4M+	\$2M+
AVERAGE DAYS ON MARKET	113	112
SALES PRICE TO LIST PRICE RATIO	95%	98%



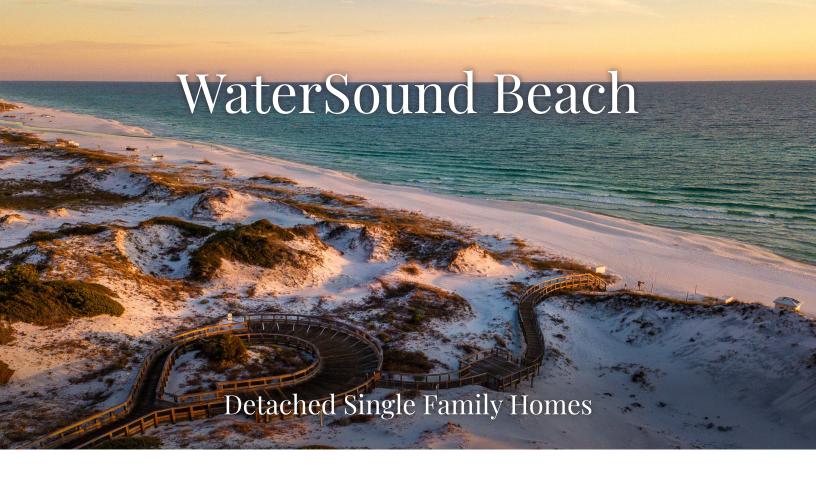
	Q2 2024	Q2 2025
NUMBER OF SALES	7	8
AVERAGE PRICE PER SQUARE FOOT	\$1,301	\$1,433
AVERAGE SALES PRICE	\$3.9M+	\$4.5M+
AVERAGE DAYS ON MARKET	98	76
SALES PRICE TO LIST PRICE RATIO	92%	94%



	Q2 2024	Q2 2025
NUMBER OF SALES	16	8
AVERAGE PRICE PER SQUARE FOOT	\$1,879	\$1,847
AVERAGE SALES PRICE	\$6.9M+	\$6.7M+
AVERAGE DAYS ON MARKET	29	144
SALES PRICE TO LIST PRICE RATIO	99%	97%



	Q2 2024	Q2 2025
NUMBER OF SALES	28	20
AVERAGE PRICE PER SQUARE FOOT	\$905	\$741
AVERAGE SALES PRICE	\$3M+	\$1.8M+
AVERAGE DAYS ON MARKET	75	112
SALES PRICE TO LIST PRICE RATIO	96%	93%



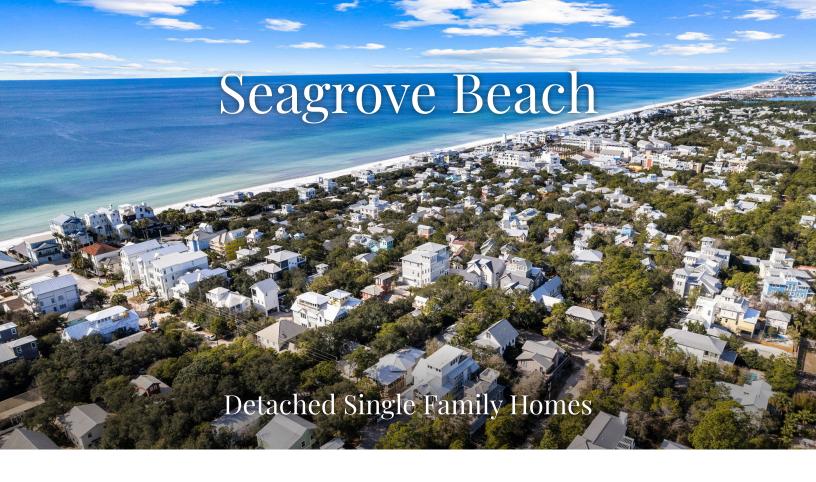
	Q2 2024	Q2 2025
NUMBER OF SALES	6	4
AVERAGE PRICE PER SQUARE FOOT	\$783	\$815
AVERAGE SALES PRICE	\$1.9M+	\$2.2M+
AVERAGE DAYS ON MARKET	135	21
SALES PRICE TO LIST PRICE RATIO	96%	96%



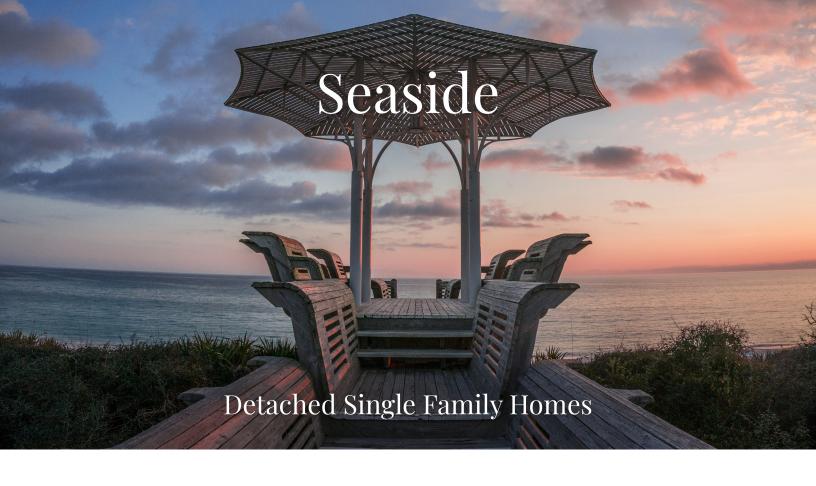
	Q2 2024	Q2 2025
NUMBER OF SALES	0	2
AVERAGE PRICE PER SQUARE FOOT	0	\$856
AVERAGE SALES PRICE	0	\$4.4M+
AVERAGE DAYS ON MARKET	0	239
SALES PRICE TO LIST PRICE RATIO	0	94%



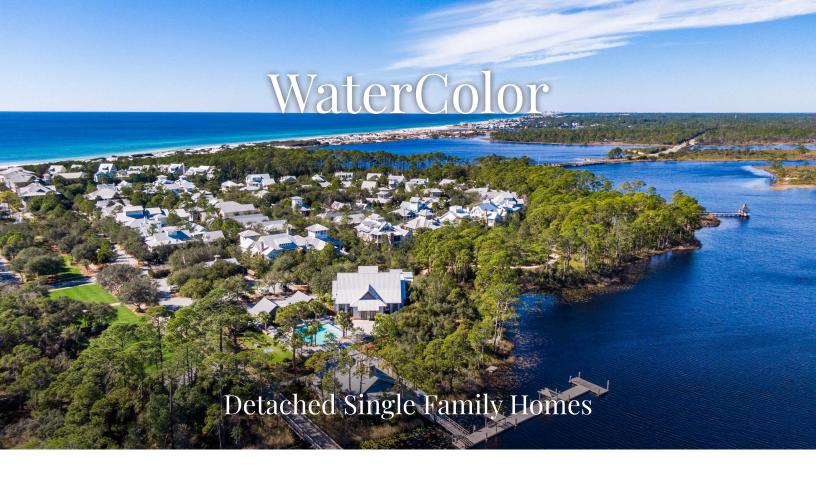
	Q2 2024	Q2 2025
NUMBER OF SALES	41	30
AVERAGE PRICE PER SQUARE FOOT	\$490	\$490
AVERAGE SALES PRICE	\$1.2M+	\$1.4M+
AVERAGE DAYS ON MARKET	58	150
SALES PRICE TO LIST PRICE RATIO	99%	99%



	Q2 2024	Q2 2025
NUMBER OF SALES	26	27
AVERAGE PRICE PER SQUARE FOOT	\$846	\$754
AVERAGE SALES PRICE	\$2.2M+	\$2.2M+
AVERAGE DAYS ON MARKET	77	106
SALES PRICE TO LIST PRICE RATIO	93%	94%



	Q2 2024	Q2 2025
NUMBER OF SALES	6	6
AVERAGE PRICE PER SQUARE FOOT	\$1,333	\$1,487
AVERAGE SALES PRICE	\$3M+	\$3M+
AVERAGE DAYS ON MARKET	53	46
SALES PRICE TO LIST PRICE RATIO	97%	94%



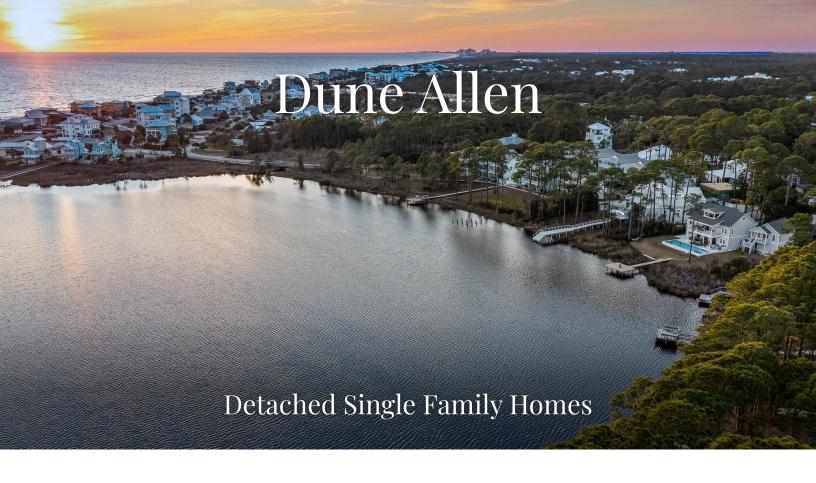
	Q2 2024	Q2 2025
NUMBER OF SALES	15	11
AVERAGE PRICE PER SQUARE FOOT	\$1,052	\$983
AVERAGE SALES PRICE	\$3.1M+	\$3.5M+
AVERAGE DAYS ON MARKET	85	93
SALES PRICE TO LIST PRICE RATIO	97%	94%

Grayton Beach Detached Single Family Homes

	Q2 2024	Q2 2025
NUMBER OF SALES	6	1
AVERAGE PRICE PER SQUARE FOOT	\$1,129	\$1,282
AVERAGE SALES PRICE	\$2.4M+	\$5.5M+
AVERAGE DAYS ON MARKET	114	12
SALES PRICE TO LIST PRICE RATIO	93%	81%



	Q2 2024	Q2 2025
NUMBER OF SALES	23	23
AVERAGE PRICE PER SQUARE FOOT	\$643	\$731
AVERAGE SALES PRICE	\$2.2M+	\$1.6M+
AVERAGE DAYS ON MARKET	175	121
SALES PRICE TO LIST PRICE RATIO	95%	95%



	Q2 2024	Q2 2025
NUMBER OF SALES	35	50
AVERAGE PRICE PER SQUARE FOOT	\$655	\$565
AVERAGE SALES PRICE	\$1.7M+	\$1.5M+
AVERAGE DAYS ON MARKET	89	112
SALES PRICE TO LIST PRICE RATIO	95%	97%



	Q2 2024	Q2 2025
NUMBER OF SALES	7	4
AVERAGE PRICE PER SQUARE FOOT	\$2,359	\$2,015
AVERAGE SALES PRICE	\$9.3M+	\$10.3M+
AVERAGE DAYS ON MARKET	48	22
SALES PRICE TO LIST PRICE RATIO	95%	97%

30A Gulf Front



	Q2 2024	Q2 2025
NUMBER OF SALES	23	10
AVERAGE PRICE PER SQUARE FOOT	\$1,136	\$1,076
AVERAGE SALES PRICE	\$1.8M+	\$1.7M+
AVERAGE DAYS ON MARKET	86	123
SALES PRICE TO LIST PRICE RATIO	93%	95%

30A Market Overall



	Q2 2024	Q2 2025
NUMBER OF SALES	254	228
AVERAGE PRICE PER SQUARE FOOT	\$860	\$779
AVERAGE SALES PRICE	\$2.6M+	\$2.3M+
AVERAGE DAYS ON MARKET	85	112
SALES PRICE TO LIST PRICE RATIO	96%	96%

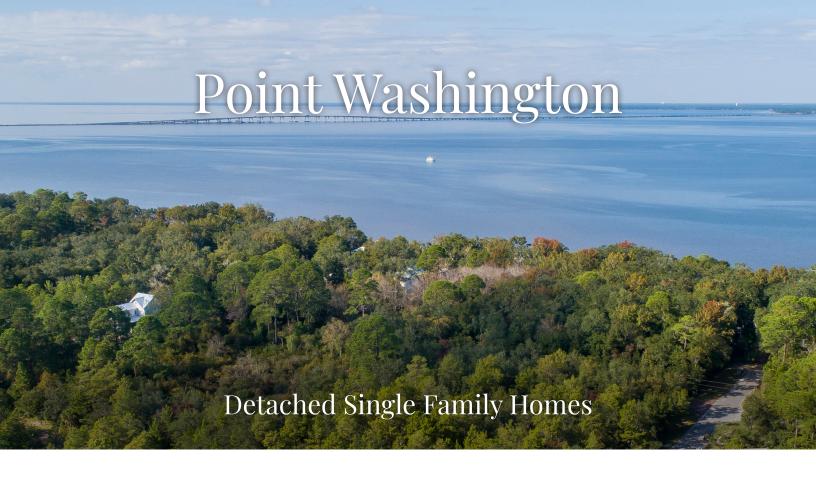
30A Market Overall



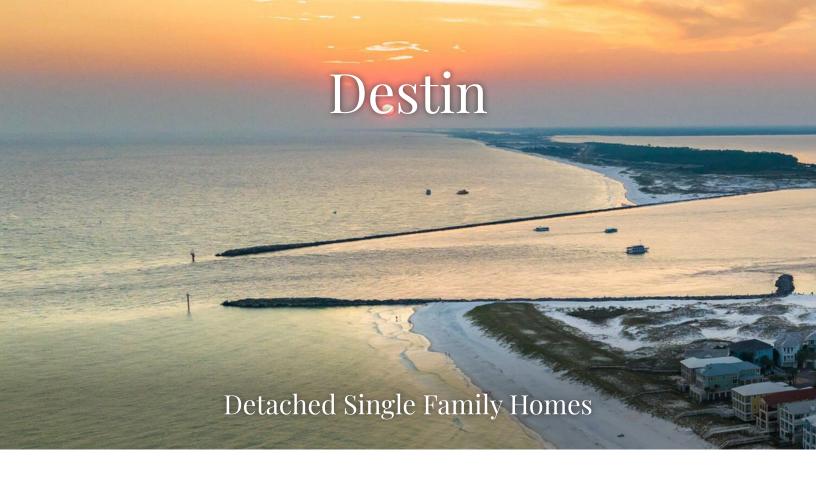
	Q2 2024	Q2 2025
NUMBER OF SALES	91	39
AVERAGE PRICE PER SQUARE FOOT	\$1,158	\$855
AVERAGE SALES PRICE	\$1.7M+	\$939K+
AVERAGE DAYS ON MARKET	65	112
SALES PRICE TO LIST PRICE RATIO	98%	96%



	Q2 2024	Q2 2025
NUMBER OF SALES	76	58
AVERAGE PRICE PER SQUARE FOOT	\$360	\$373
AVERAGE SALES PRICE	\$972+	\$1 M+
AVERAGE DAYS ON MARKET	85	103
SALES PRICE TO LIST PRICE RATIO	96%	97%



	Q2 2024	Q2 2025
NUMBER OF SALES	21	15
AVERAGE PRICE PER SQUARE FOOT	\$398	\$441
AVERAGE SALES PRICE	\$843K+	\$1.2M+
AVERAGE DAYS ON MARKET	81	55
SALES PRICE TO LIST PRICE RATIO	96%	98%



	Q2 2024	Q2 2025
NUMBER OF SALES	86	80
AVERAGE PRICE PER SQUARE FOOT	\$399	\$428
AVERAGE SALES PRICE	\$1M+	\$1.1M+
AVERAGE DAYS ON MARKET	79	114
SALES PRICE TO LIST PRICE RATIO	96%	95%

Destin

	Q2 2024	<u>Q</u> 2 2025
NUMBER OF SALES	113	121
AVERAGE PRICE PER SQUARE FOOT	\$527	\$429
AVERAGE SALES PRICE	\$712K+	\$583K+
AVERAGE DAYS ON MARKET	98	118
SALES PRICE TO LIST PRICE RATIO	95%	95%

Miramar Beach & Sandestin Detached Single Family Homes

	Q2 2024	Q2 2025
NUMBER OF SALES	73	59
AVERAGE PRICE PER SQUARE FOOT	\$511	\$478
AVERAGE SALES PRICE	\$1.4M+	\$1M+
AVERAGE DAYS ON MARKET	89	76
SALES PRICE TO LIST PRICE RATIO	94%	95%

Miramar Beach & Sandestin Condominiums

	Q2 2024	Q2 2025
NUMBER OF SALES	119	107
AVERAGE PRICE PER SQUARE FOOT	\$490	\$462
AVERAGE SALES PRICE	\$635K+	\$627K+
AVERAGE DAYS ON MARKET	68	150
SALES PRICE TO LIST PRICE RATIO	96%	97%

Panama City Beach



	Q2 2024	Q2 2025
NUMBER OF SALES	231	218
AVERAGE PRICE PER SQUARE FOOT	\$327	\$321
AVERAGE SALES PRICE	\$659K+	\$618K+
AVERAGE DAYS ON MARKET	84	82
SALES PRICE TO LIST PRICE RATIO	96%	97%

Panama City Beach Condominiums

	Q2 2024	Q2 2025
NUMBER OF SALES	264	167
AVERAGE PRICE PER SQUARE FOOT	\$402	\$401
AVERAGE SALES PRICE	\$434K+	\$418K+
AVERAGE DAYS ON MARKET	96	124
SALES PRICE TO LIST PRICE RATIO	95%	95%

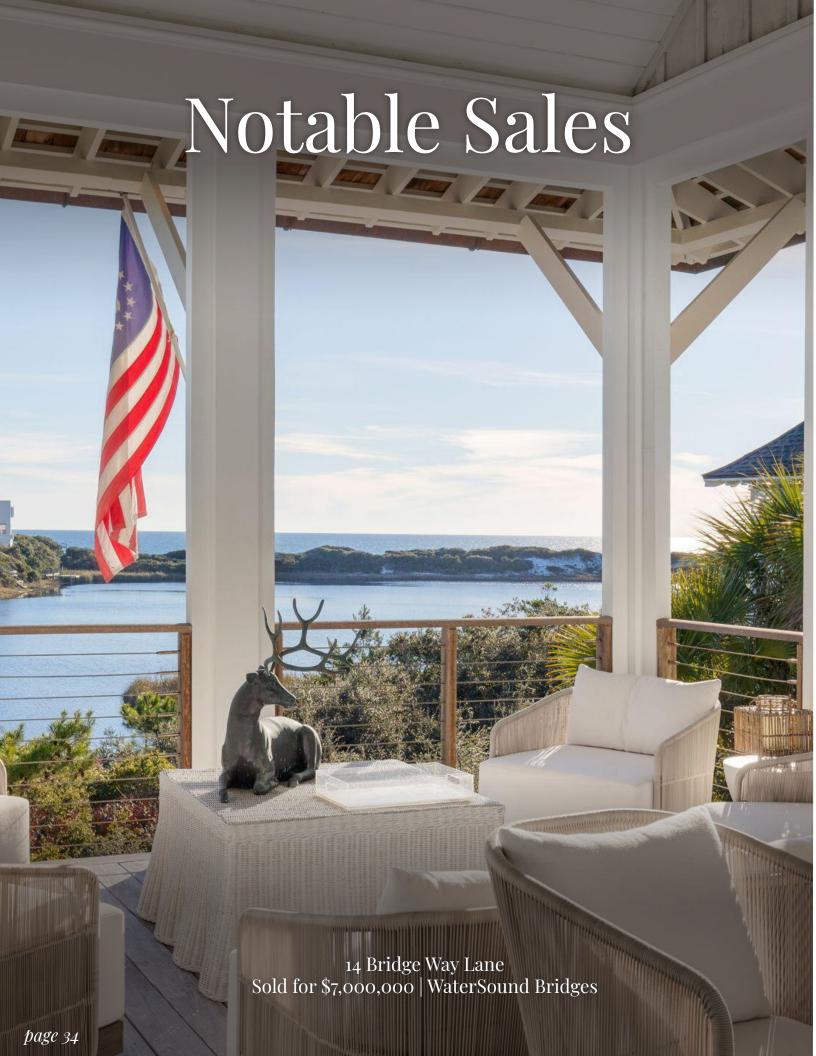
Q2 Market Overview



	Q2 2024	Q2 2025
NUMBER OF SALES	741	658
AVERAGE PRICE PER SQUARE FOOT	\$476	\$470
AVERAGE SALES PRICE	\$1.2M+	\$1.2M+
AVERAGE DAYS ON MARKET	84	90
SALES PRICE TO LIST PRICE RATIO	96%	96%

Q2 Market Overview Condominiums

	Q2 2024	Q2 2025
NUMBER OF SALES	496	434
AVERAGE PRICE PER SQUARE FOOT	\$473	\$537
AVERAGE SALES PRICE	\$594K+	\$642K+
AVERAGE DAYS ON MARKET	87	126
SALES PRICE TO LIST PRICE RATIO	96%	96%

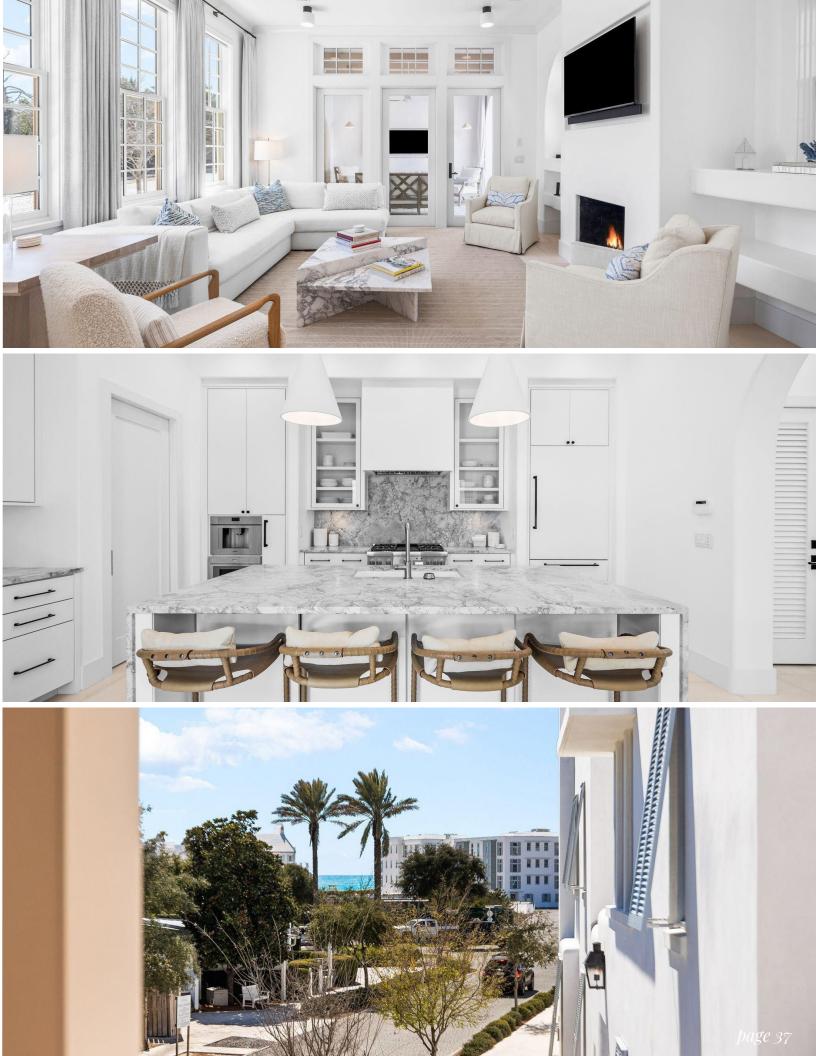


























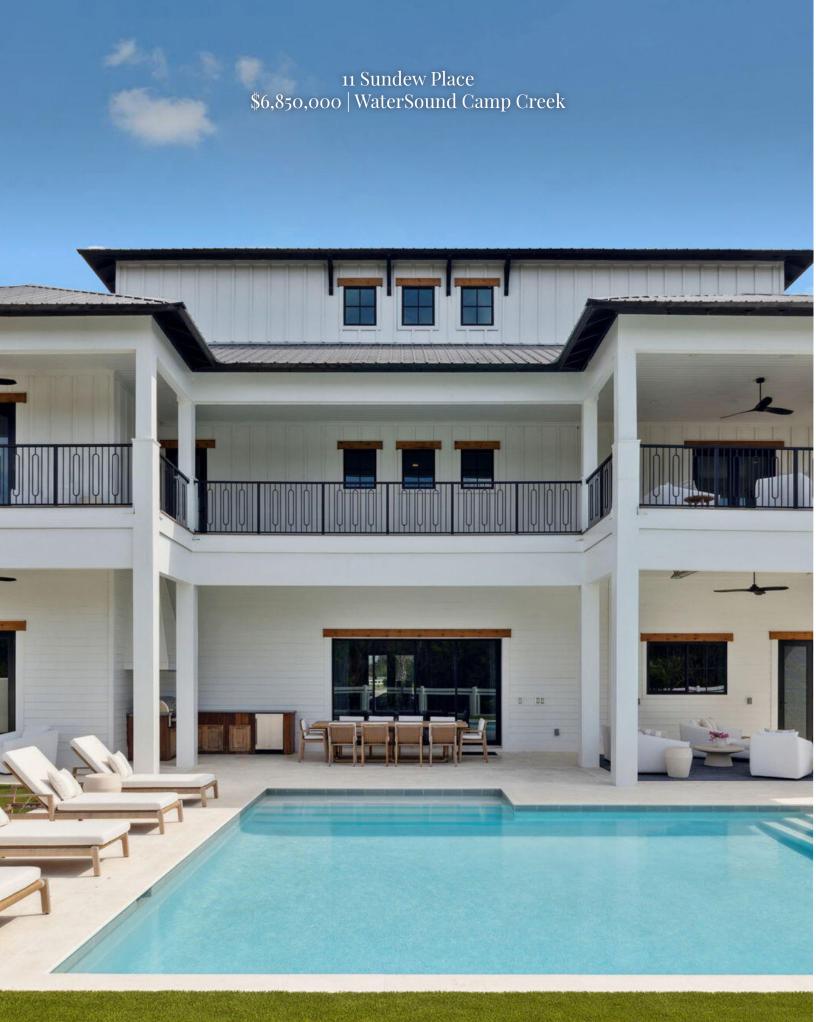






Just steps from the sugar-white sands of Inlet Beach, this newly built 5,200+ sq ft retreat offers four levels of luxury living. Featuring 6 bedrooms, 6.5 baths, multiple laundry rooms, and an elevator, the home blends thoughtful design with coastal elegance.

Highlights include a chef's kitchen, spacious balconies, a private primary suite with spa-style bath, and Gulf views from the top floor. Outdoors, enjoy a heated pool, sun shelf, and fenced yard. Fully furnished and rental-ready, with prime access to 30A and Rosemary Beach.









This newly constructed home, built in 2024, boasts a spacious 6,121 square feet of living space, featuring 5 bedrooms, 7 bathrooms (5 full and 2 half), and a Craftsman-style architectural design.

The property sits on a generous 0.57-acre lot and includes a private pool, a two-car attached garage, and additional open parking spaces. The lot offers enough space to add an additional garage and carriage house.

Living in Watersound Camp Creek offers a lifestyle of luxury and convenience. The community provides access to amenities such as a beach, exercise room, golf facilities, tennis courts, a playground, and a resort style pool. The area is known for its serene environment, proximity to the Gulf Coast, and vibrant local culture. It's an ideal location for families, retirees, or anyone seeking a peaceful yet active lifestyle.









Welcome to 10 Rainer Lane, a coastal retreat just steps from WaterSound Beach Club and tucked behind the gates of Grace Point. Featuring 12-foot ceilings, hardwood floors, a gourmet kitchen, and a screened porch with summer kitchen, this home blends classic design with modern comfort.

With 4 bedrooms, a bunk room, Gulf-view tower, and private pool, it's perfect for relaxing or entertaining. Owners enjoy optional access to WaterSound Club amenities, including private beach, pools, dining, and golf—all in the heart of 30A.









Located in the gated community of WaterSound Beach, 85 S Founders Lane offers over 4,500 square feet of thoughtfully designed living just steps from the Dunesider pool and beach boardwalks. This six-bedroom home features a secondary living area, custom bunk room, and screened porch on the first floor, with open-concept main living on the second—highlighted by brick accents, wood beams, and a full accordion door leading to a wrap-around balcony.

The third-floor primary suite includes a spa-like bath and private rooftop terrace with expansive views. With hardwood floors, designer finishes, and seamless indoor-outdoor living, this home is a refined coastal retreat ideal for gathering and entertaining.