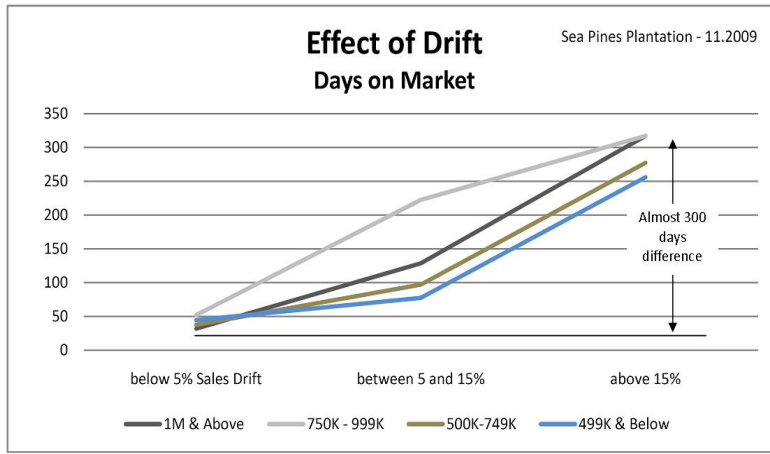
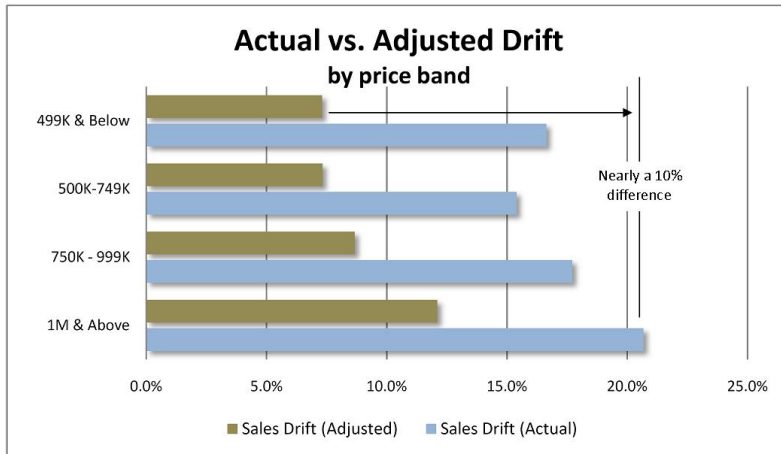


For all properties sold, those displaying 5% drift or less sold almost 300 days faster than those of 15% drift and higher. Regardless of the price band, this difference remained consistent. Over-price by just a little, and one may be waiting while for that home to sell, often times for less that if it was priced appropriately to start with.

For all properties sold through 11.15.2009, there was a distinct difference between Actual Drift & Adjusted Drift - on average, nearly a 10% difference. If one used the Adjusted Drift to price a home, that 10% may keep that home from being seen because it is viewed at overpriced. A home, no matter how great, if it is deemed overpriced will be invisible even to the most qualified buyers.



Statistical Disclaimer
All the statistical data above and in each correspondence from Charter I Realty & Marketing is based on information from the Hilton Head MLS system and is deemed reliable but not guaranteed.



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LISTINGDRIFT

The difference between the Original List Price and the Current List Price.

Why is this important?

Properly pricing your home up front is critical. If you "drift" behind the market, you risk keeping your home on the market for an extended period of time.

ACTUALSALESDRIFT

The difference between the Original List Price and the Final Sales Price.

Why is this important?

This takes into account the total amount the sales price has "drifted" from the original sales price. It gives a more accurate account of current value.

ADJUSTEDSALESDRIFT

The difference between the Final Sales Price and the Listing Price at the time of closing.

Why is this important?

This may be the most mis-leading statistic with regards to properly pricing a home in any market. Using this statistic could have you missing the true market value by over 10%. Missing by that much may mean extending the shelf life of a listing.

THEBOTTOMLINE • INVENTORY&ACTIVITY

Properties \$1M and above		Properties \$750K to \$999K		Properties \$500K to \$749K		Properties \$499K and below	
Available	Qty	Available	Qty	Available	Qty	Available	Qty
Homes	100	Homes	39	Homes	47	Homes	35
Villas	11	Villas	11	Villas	31	Villas	88
Lot	10	Lot	5	Lot	6	Lot	14
Pending	Qty	Pending	Qty	Pending	Qty	Pending	Qty
Homes	9	Homes	3	Homes	1	Homes	3
Villas	-	Villas	-	Villas	3	Villas	8
Lot	-	Lot	-	Lot	1	Lot	1
Sold	Qty	Sold	Qty	Sold	Qty	Sold	Qty
Homes	30	Homes	15	Homes	33	Homes	26
Villas	-	Villas	-	Villas	12	Villas	37
Lot	3	Lot	1	Lot	-	Lot	3