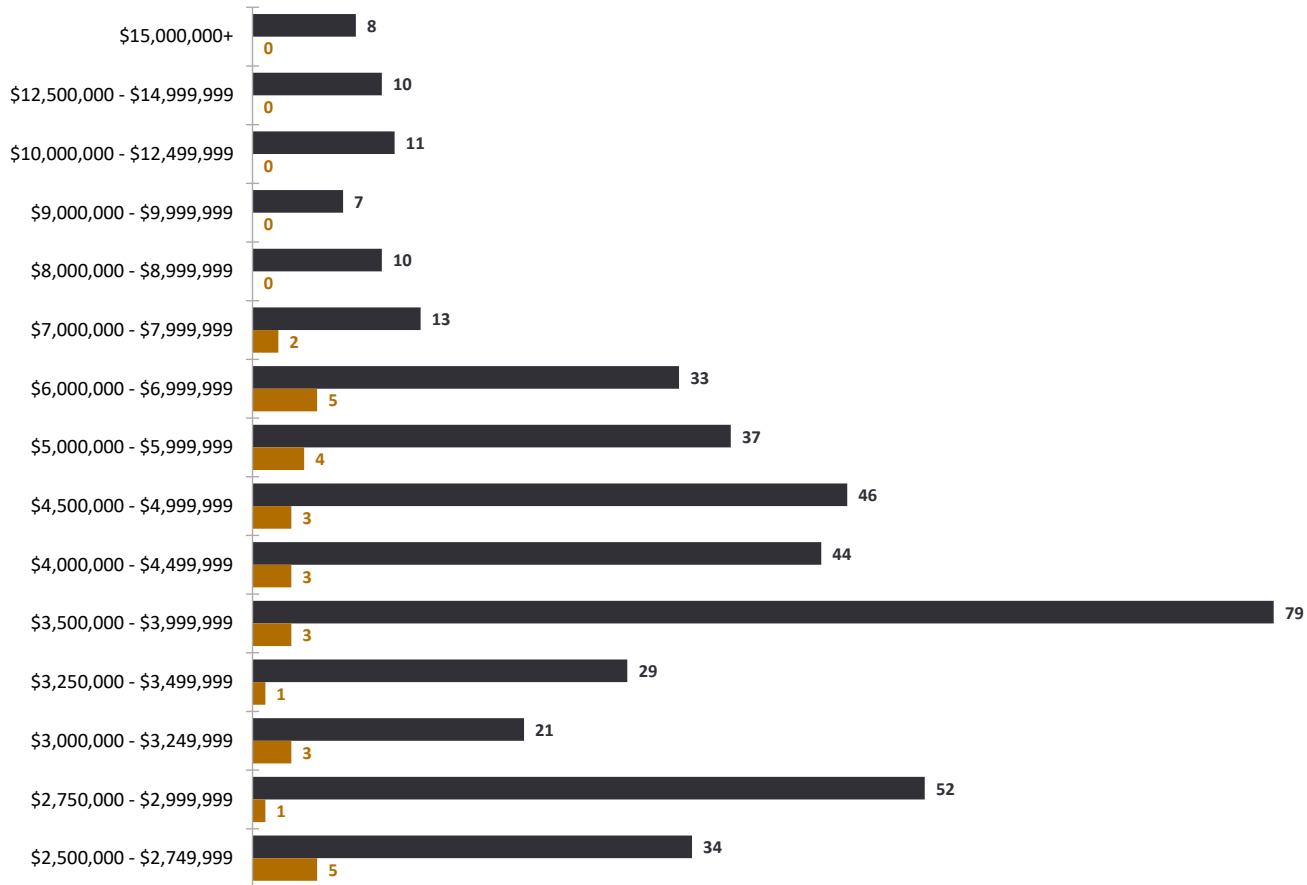


SOUTH WALTON
FLORIDA

LUXURY INVENTORY VS. SALES | JULY 2025

Total Inventory: 434**Total Sales: 30****Total Sales Ratio²: 7%****Buyer's Market**

Inventory Sales



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 2,999	\$2,900,000	3	4	6	66	9%
3,000 - 3,999	\$4,050,000	5	5	11	118	9%
4,000 - 4,999	\$5,700,000	5	6	6	122	5%
5,000 - 5,999	\$4,242,500	7	9	4	65	6%
6,000 - 6,999	\$6,225,000	6	8	2	45	4%
7,000+	\$5,400,000	7	9	1	18	6%

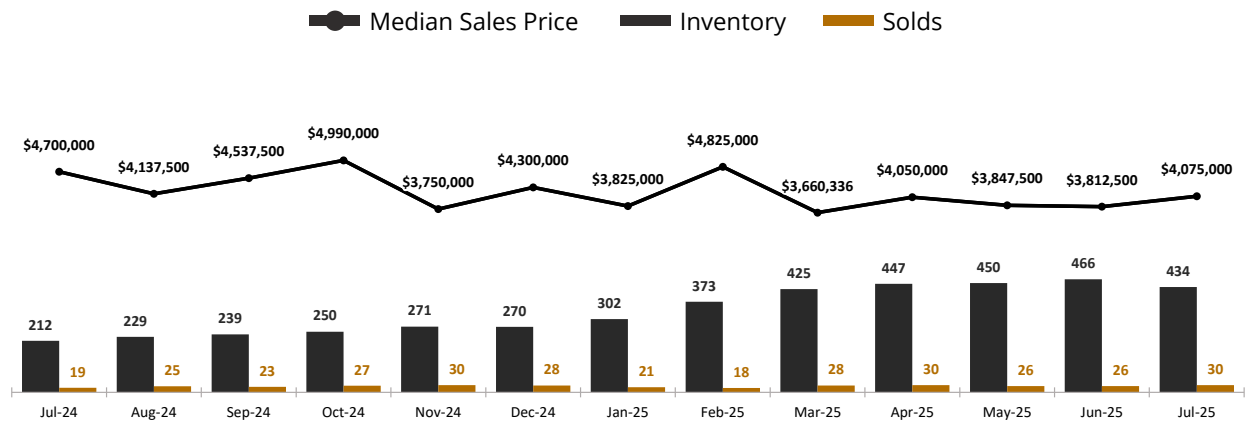
¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

SOUTH WALTON

SINGLE-FAMILY HOMES

Luxury Benchmark Price¹: **\$2,500,000**

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | JULY

TOTAL INVENTORY

Jul. 2024 Jul. 2025
212 **434**

VARIANCE: **105%**

TOTAL SOLDs

Jul. 2024 Jul. 2025
19 **30**

VARIANCE: **58%**

SALES PRICE

Jul. 2024 Jul. 2025
\$4.70m **\$4.08m**

VARIANCE: **-13%**

SALE PRICE PER SQFT.

Jul. 2024 Jul. 2025
\$983 **\$1,068**

VARIANCE: **9%**

SALE TO LIST PRICE RATIO

Jul. 2024 Jul. 2025
93.33% **94.37%**

VARIANCE: **1%**

DAYS ON MARKET

Jul. 2024 Jul. 2025
57 **82**

VARIANCE: **44%**

SOUTH WALTON MARKET SUMMARY | JULY 2025

- The single-family luxury market is a **Buyer's Market** with a **7% Sales Ratio**.
- Homes sold for a median of **94.37% of list price** in July 2025.
- The most active price band is **\$2,500,000-\$2,749,999**, where the sales ratio is **15%**.
- The median luxury sales price for single-family homes is **\$4,075,000**.
- The median days on market for July 2025 was **82** days, up from **57** in July 2024.

³Square foot table does not account for listings and solds where square foot data is not disclosed.

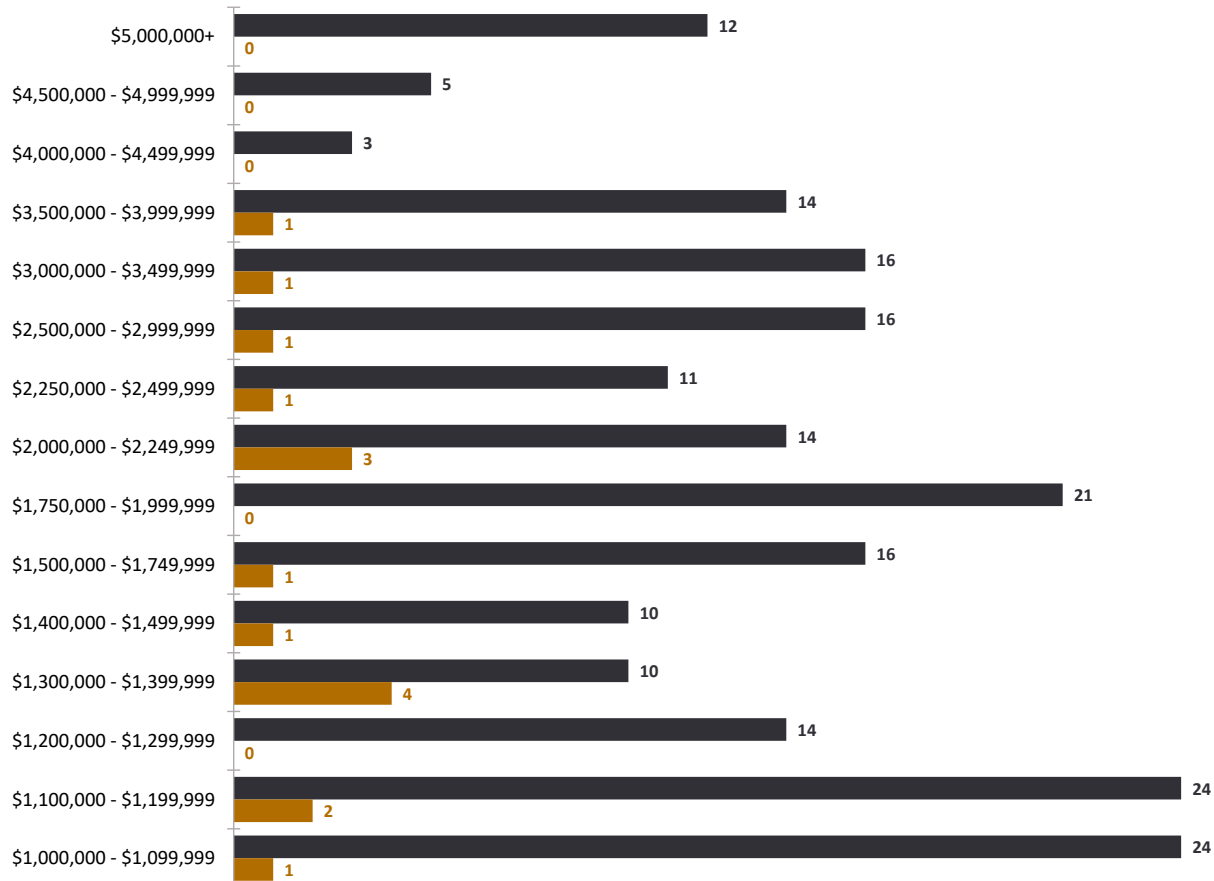
⁴Data reported includes Active and Sold properties and does not include Pending properties.

LUXURY INVENTORY VS. SALES | JULY 2025

Total Inventory: **210**Total Sales: **16**Total Sales Ratio²: **8%**

Buyer's Market

Inventory Sales



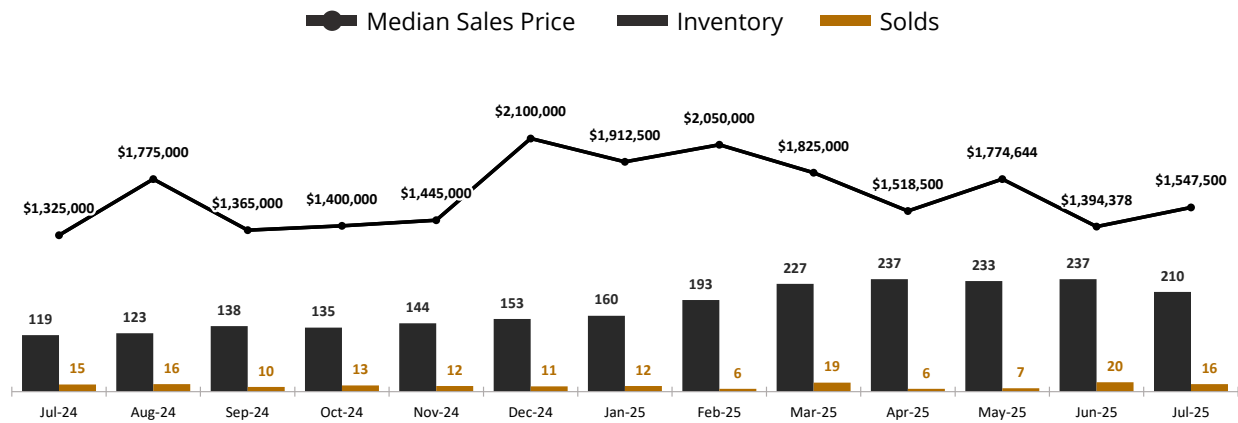
Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	NA	NA	NA	0	53	0%
1,500 - 1,999	\$1,325,000	3	3	9	62	15%
2,000 - 2,499	\$2,289,000	3	3	6	45	13%
2,500 - 2,999	\$3,999,500	4	5	1	26	4%
3,000 - 3,499	NA	NA	NA	0	7	0%
3,500+	NA	NA	NA	0	17	0%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ² Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

SOUTH WALTON

ATTACHED HOMES
Luxury Benchmark Price¹: **\$1,000,000**

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | JULY

TOTAL INVENTORY

Jul. 2024 Jul. 2025
119 210

VARIANCE: **76%**

TOTAL SOLDs

Jul. 2024 Jul. 2025
15 16

VARIANCE: **7%**

SALES PRICE

Jul. 2024 Jul. 2025
\$1.33m \$1.55m

VARIANCE: **17%**

SALE PRICE PER SQFT.

Jul. 2024 Jul. 2025
\$841 \$808

VARIANCE: **-4%**

SALE TO LIST PRICE RATIO

Jul. 2024 Jul. 2025
94.59% 94.30%

VARIANCE: **0%**

DAYS ON MARKET

Jul. 2024 Jul. 2025
63 50

VARIANCE: **-21%**

SOUTH WALTON MARKET SUMMARY | JULY 2025

- The attached luxury market is a **Buyer's Market** with an **8% Sales Ratio**.
- Homes sold for a median of **94.30% of list price** in July 2025.
- The most active price band is **\$1,300,000-\$1,399,999**, where the sales ratio is **40%**.
- The median luxury sales price for attached homes is **\$1,547,500**.
- The median days on market for July 2025 was **50** days, down from **63** in July 2024.

³Square foot table does not account for listings and solds where square foot data is not disclosed.

⁴Data reported includes Active and Sold properties and does not include Pending properties.