



**COLDWELL
BANKER**

REALTY





**COLDWELL
BANKER**
REALTY

Sells
**MORE
HOMES**
in Florida*

As Florida's #1 real estate brokerage*, Coldwell Banker Realty knows how to market and sell homes like no other. The result? More property marketing that reaches more buyers, which means more opportunities to sell your home.

*Based on total number of closed listing sides (representing the seller) in Florida in all price ranges as reported by MarketQuest on January 19, 2018 for the period of Jan 1 - Dec. 31, 2017. MarketQuest data is deemed reliable but not guaranteed. ID# 328269FL_4/18





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Orange/Seminole Counties Single Family Homes

3 year trend



Published 12/2022

Orange/Seminole Counties Condos/Townhomes

3 year trend

38 Buyers per
100 Active
Listings

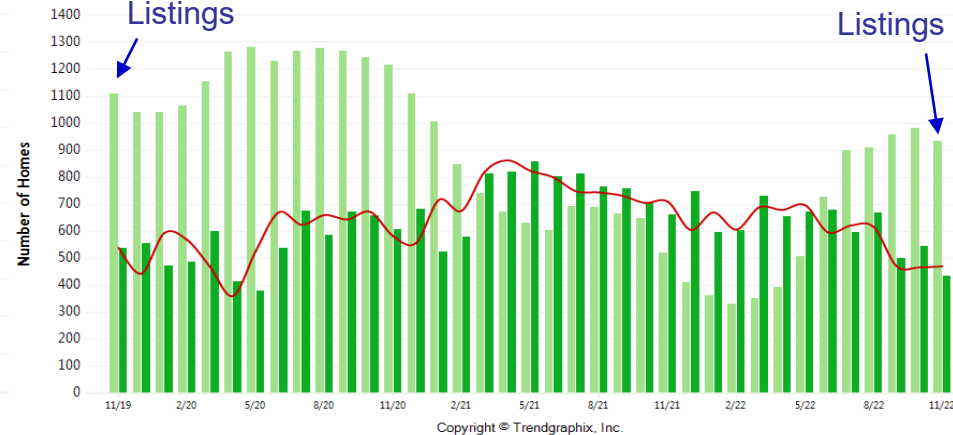
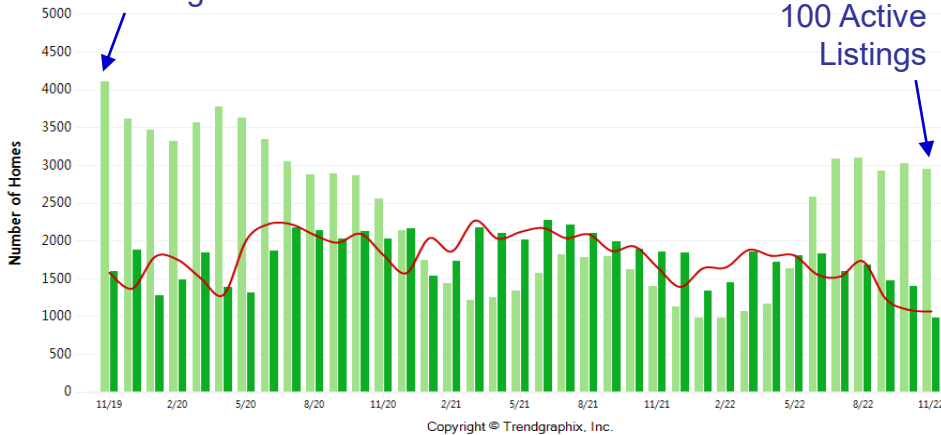
For Sale Sold Pended

33 Buyers per
100 Active
Listings

47 Buyers per
100 Active
Listings

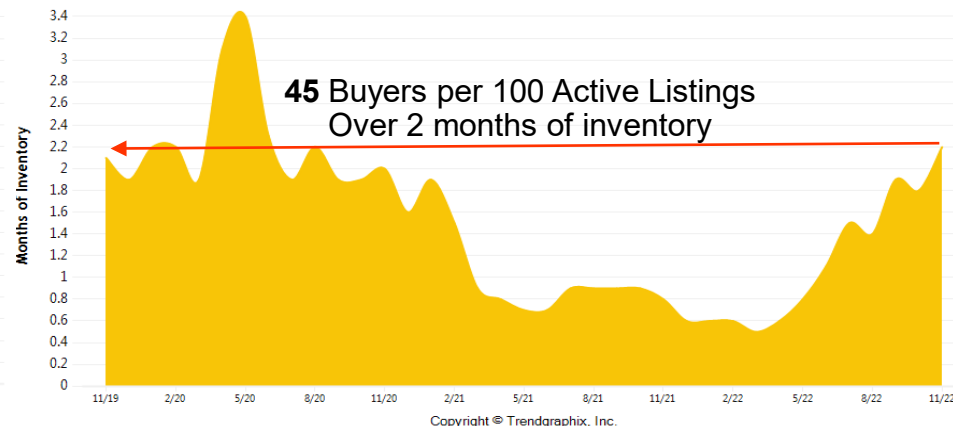
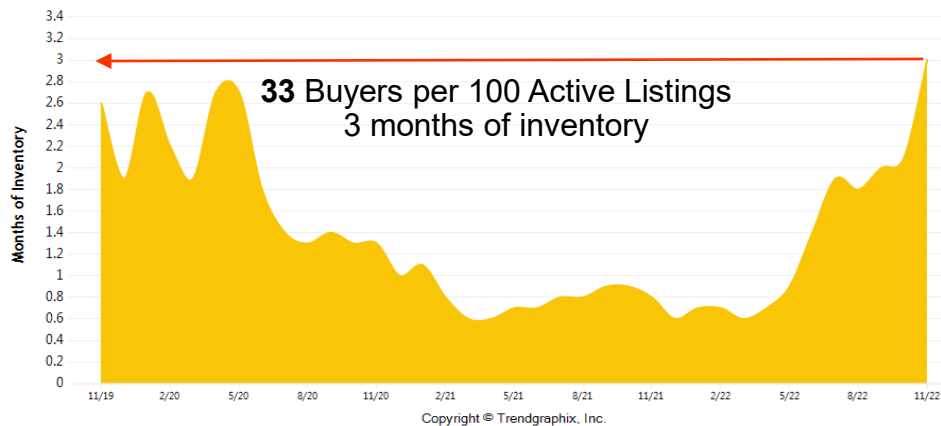
For Sale Sold Pended

45 Buyers per
100 Active
Listings



Months of Inventory based
on Closed Sales

Months of Inventory based
on Closed Sales





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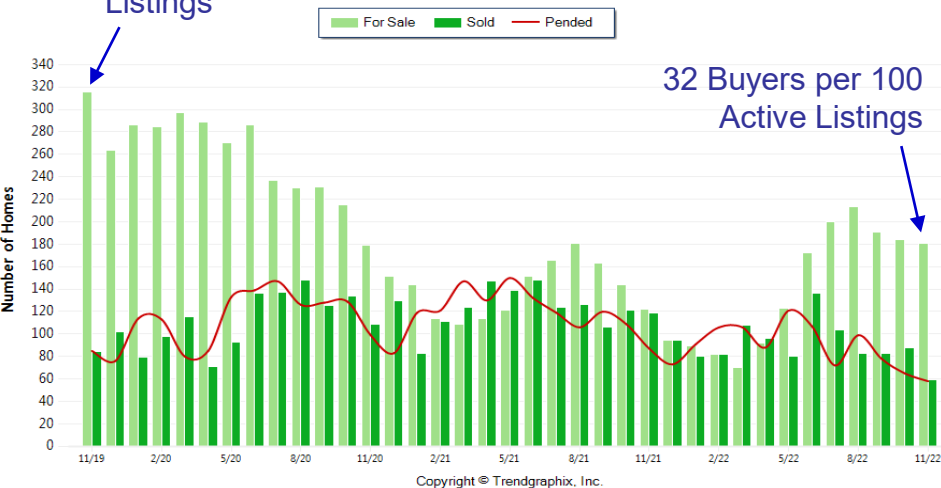
Winter Park/Maitland Single Family Homes

3 year trend

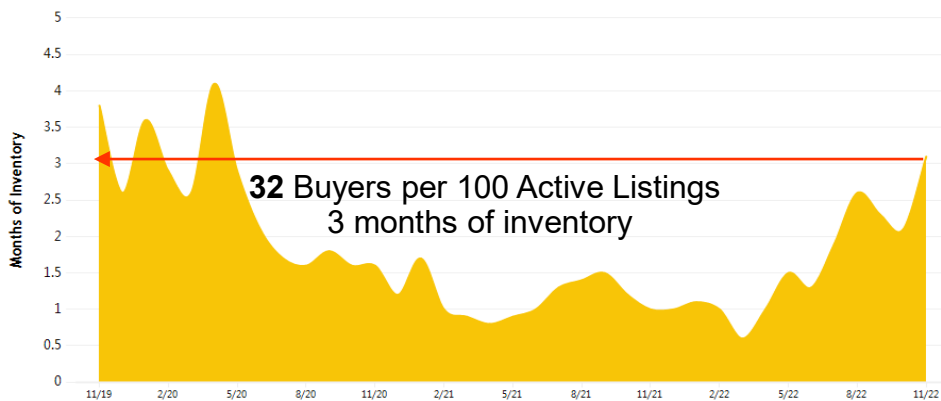


Published 12/2022

26 Buyers per
100 Active
Listings



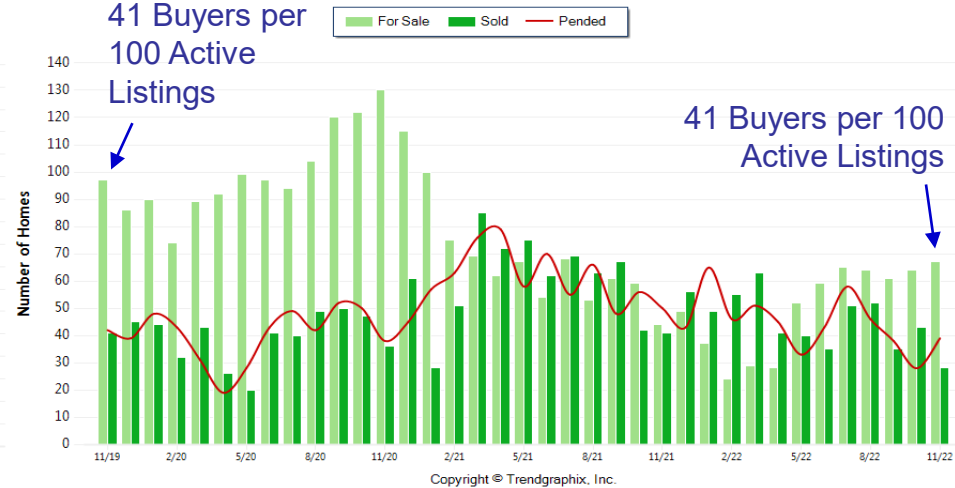
Months of Inventory based
on Closed Sales



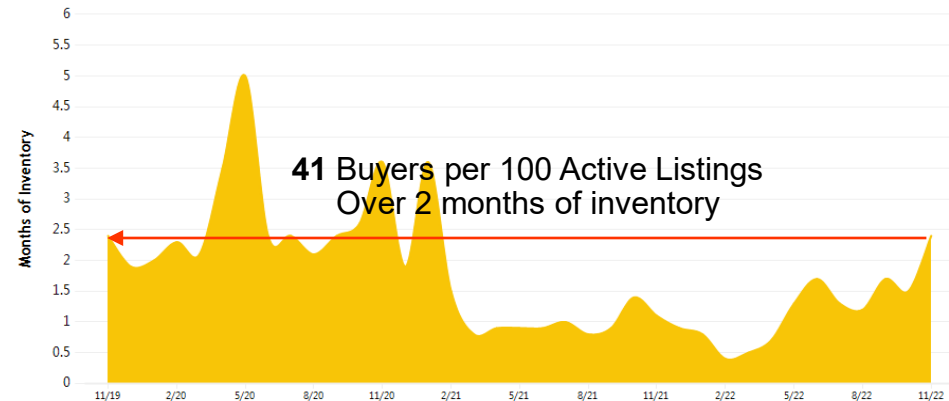
Winter Park/Maitland Condos/Townhomes

3 year trend

41 Buyers per
100 Active
Listings



Months of Inventory based
on Closed Sales





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Lake Mary/Heathrow
Zip Code: 32746
All Residential Properties
3 year trend

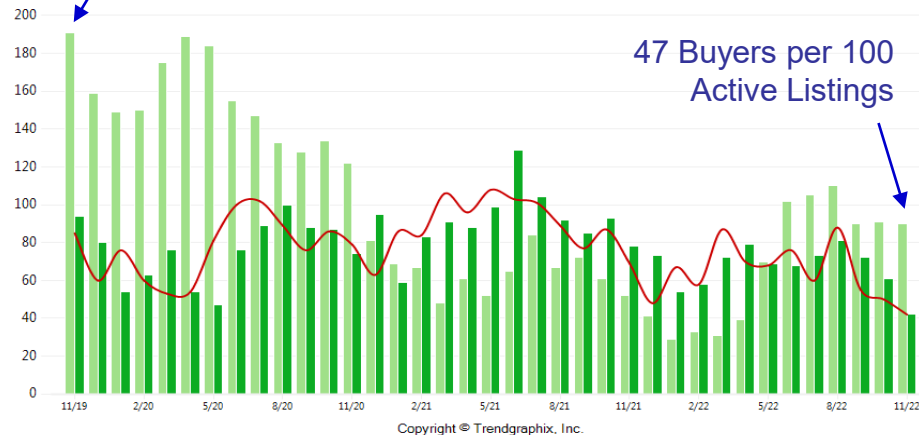


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Longwood
Zip Codes: 32750, 32779
All Residential Properties
3 year trend

50 Buyers per
100 Active
Listings

For Sale Sold Pended



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Months of Inventory based on Closed Sales

35 Buyers per 100
Active Listings

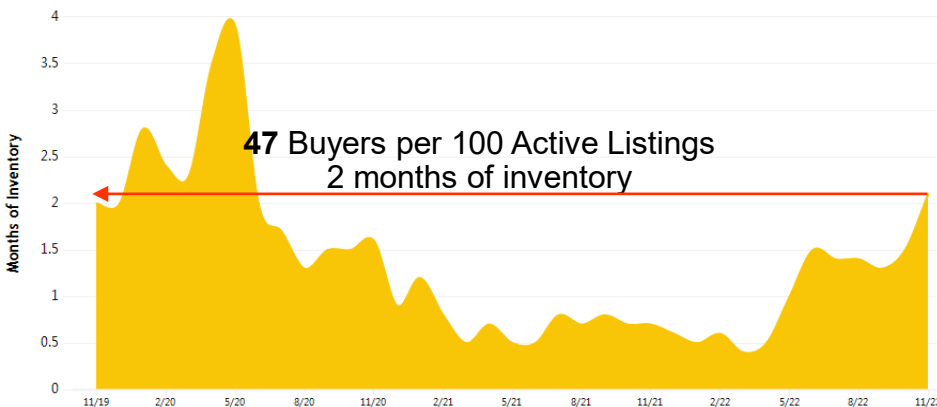
For Sale Sold Pended



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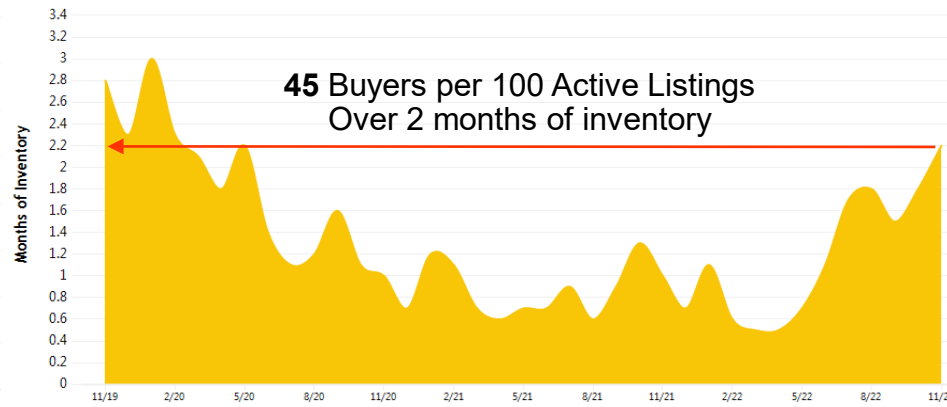
Months of Inventory based on Closed Sales

47 Buyers per 100 Active Listings
2 months of inventory



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45 Buyers per 100 Active Listings
Over 2 months of inventory



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Altamonte Springs
Zip Codes: 32701, 32714
All Residential Properties
3 year trend



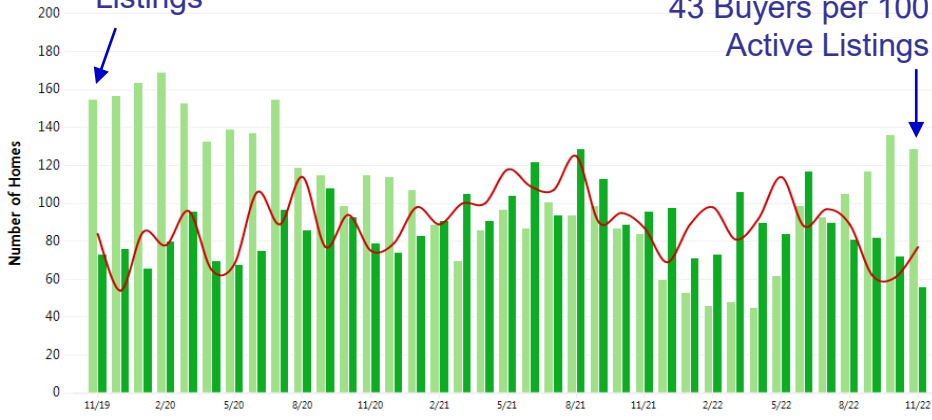
Published 12/2022

Apopka
Zip Codes: 32703, 32712
All Residential Properties
3 year trend

47 Buyers per
100 Active
Listings

For Sale Sold Pended

43 Buyers per 100
Active Listings



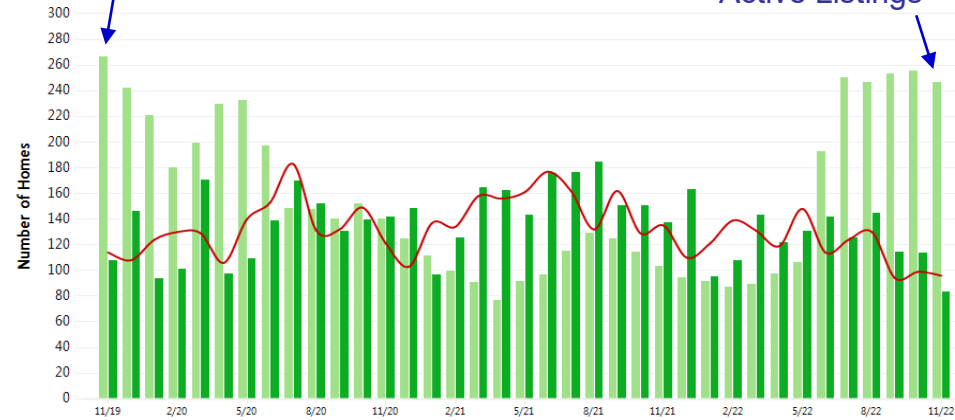
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Months of Inventory based on Closed Sales

40 Buyers per
100 Active
Listings

For Sale Sold Pended

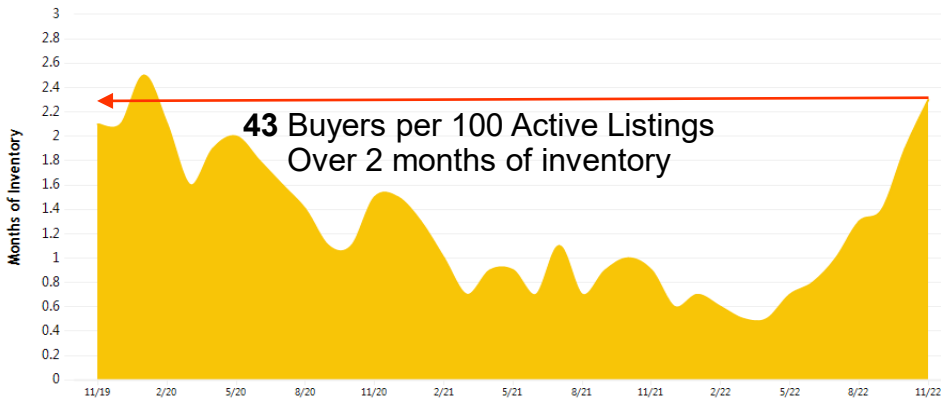
34 Buyers per 100
Active Listings



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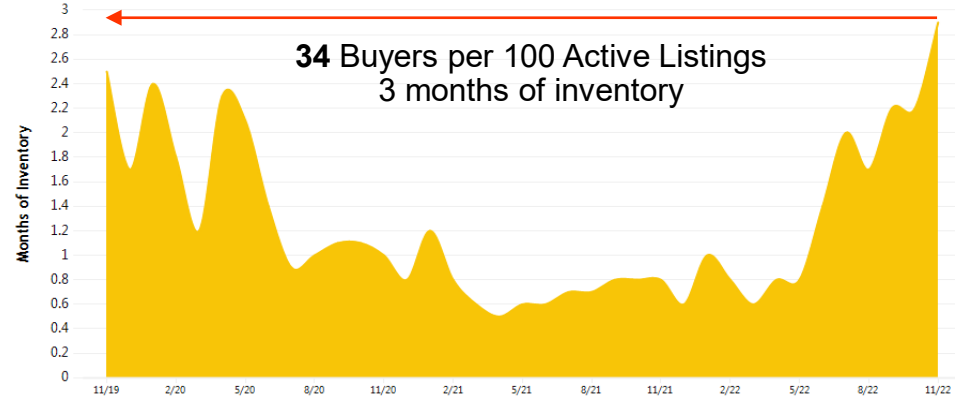
Months of Inventory based on Closed Sales

43 Buyers per 100 Active Listings
Over 2 months of inventory



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34 Buyers per 100 Active Listings
3 months of inventory



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Orlando, Colonial Town & College Park

Zip Codes: 32801, 32803 & 32804

All Residential Properties

3 year trend



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Baldwin Park - Orlando

Zip Code: 32814

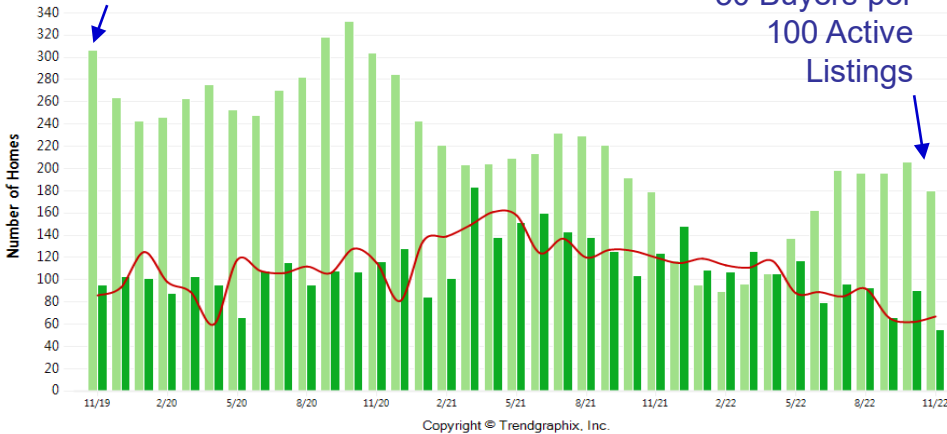
All Residential Properties

3 year trend

31 Buyers per
100 Active
Listings

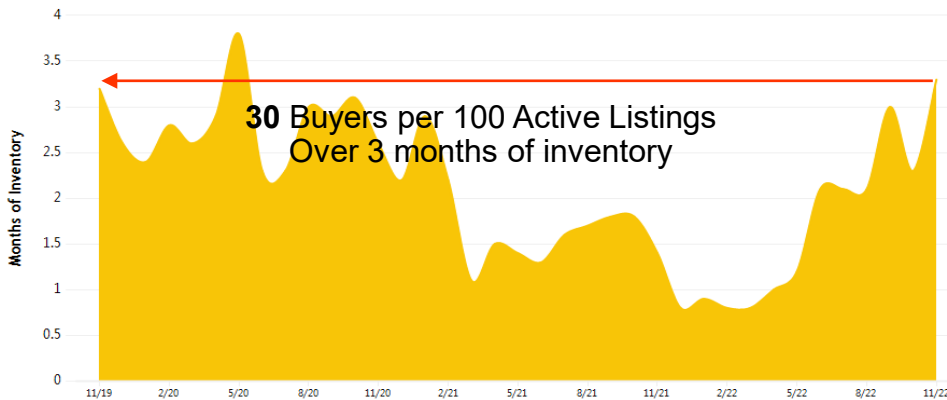
For Sale Sold Pending

30 Buyers per
100 Active
Listings



Months of Inventory based on Closed Sales

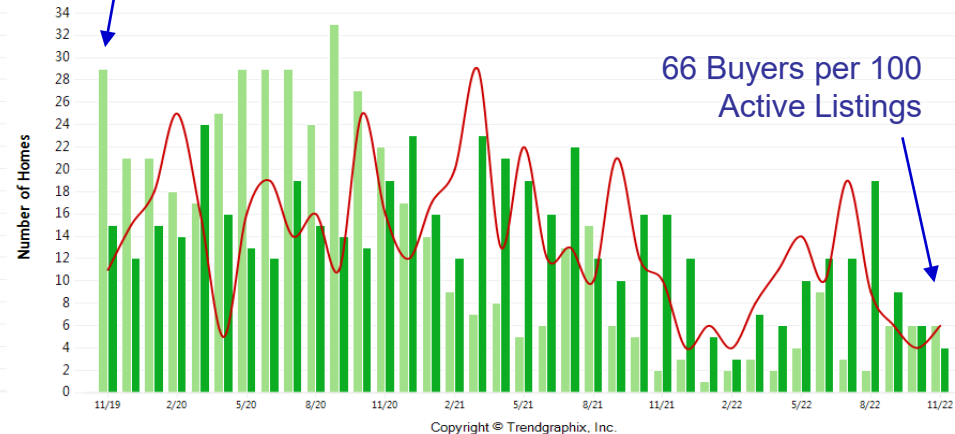
30 Buyers per 100 Active Listings
Over 3 months of inventory



52 Buyers per
100 Active Listings

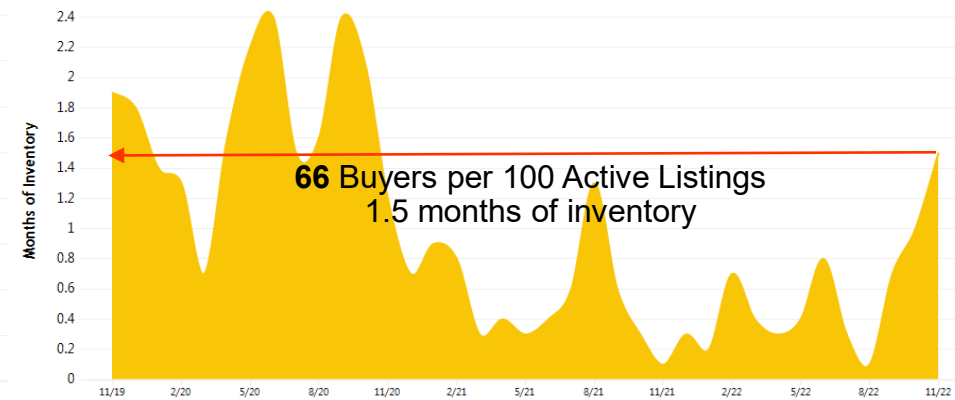
For Sale Sold Pending

66 Buyers per 100
Active Listings



Months of Inventory based on Closed Sales

66 Buyers per 100 Active Listings
1.5 months of inventory





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Orlando/Lake Nona

Zip Code: 32827

All Residential Properties

3 year trend



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Winter Springs/Oviedo/Chuluota

Zip Codes: 32708, 32732, 32765-66

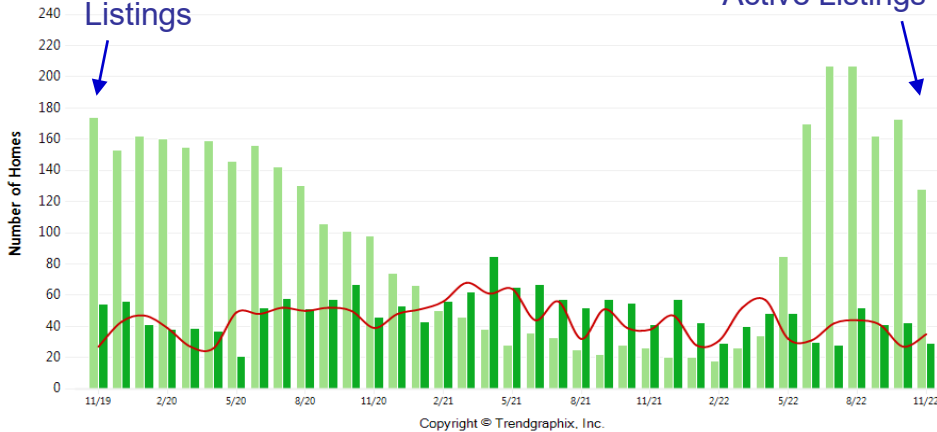
All Residential Properties

3 year trend

31 Buyers per
100 Active
Listings

For Sale Sold Pended

22 Buyers per 100
Active Listings

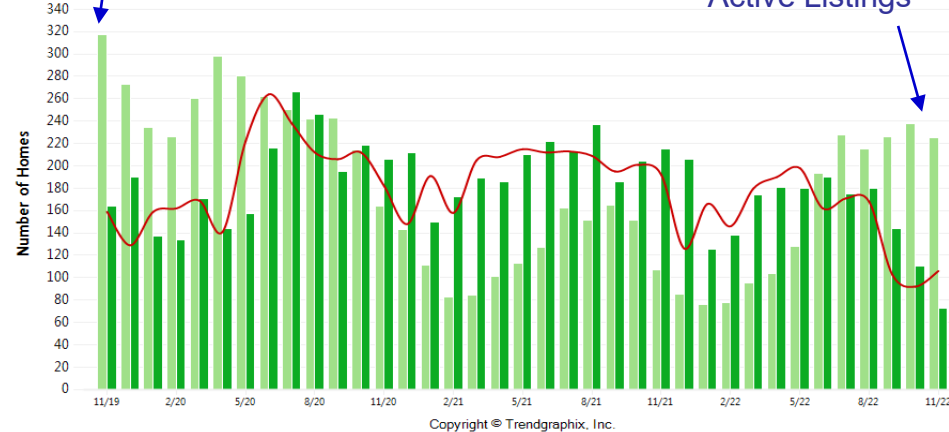


Months of Inventory based on Closed Sales

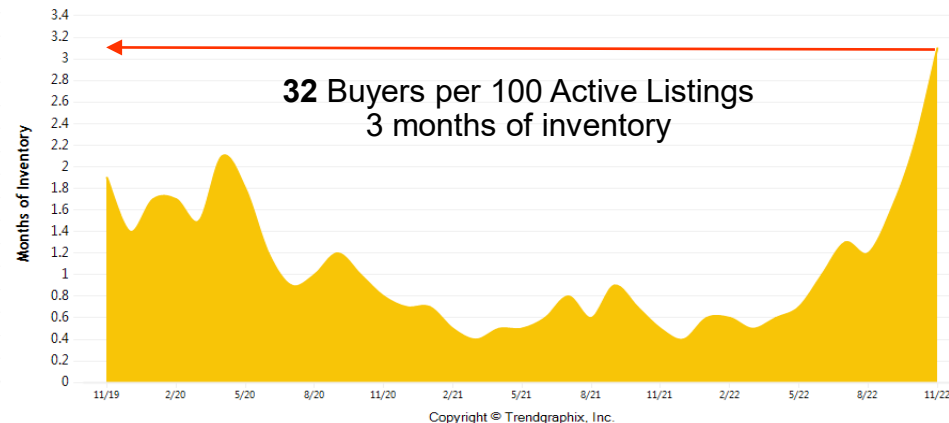
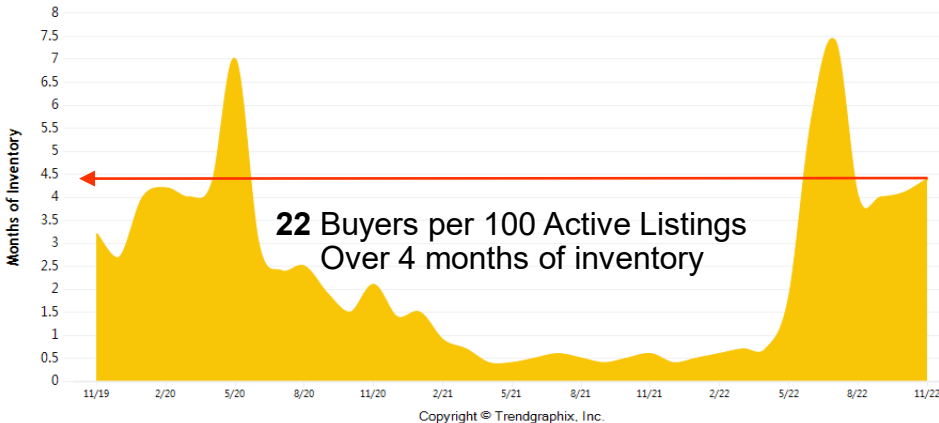
52 Buyers per
100 Active
Listings

For Sale Sold Pended

32 Buyers per 100
Active Listings



Months of Inventory based on Closed Sales





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Osceola County
Zip Codes: ALL
All Residential Properties
3 year trend



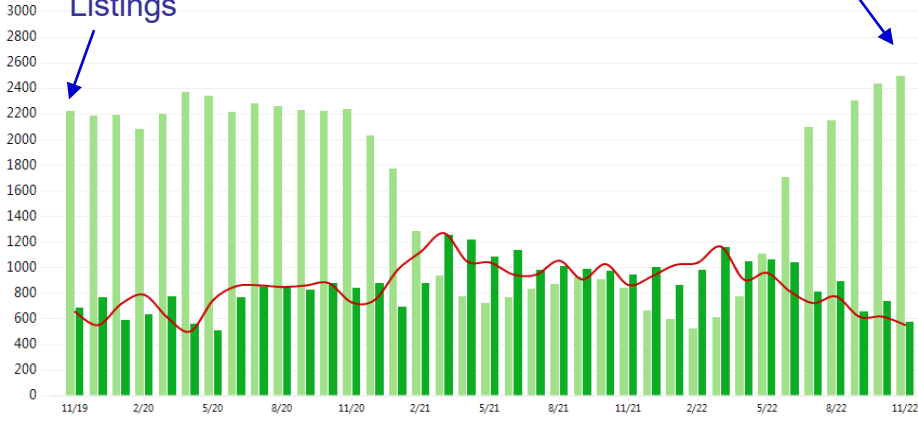
Published 12/2022

Polk County
Zip Codes: ALL
All Residential Properties
3 year trend

**31 Buyers per
100 Active
Listings**

■ For Sale ■ Sold — Pended

**23 Buyers per 100
Active Listings**



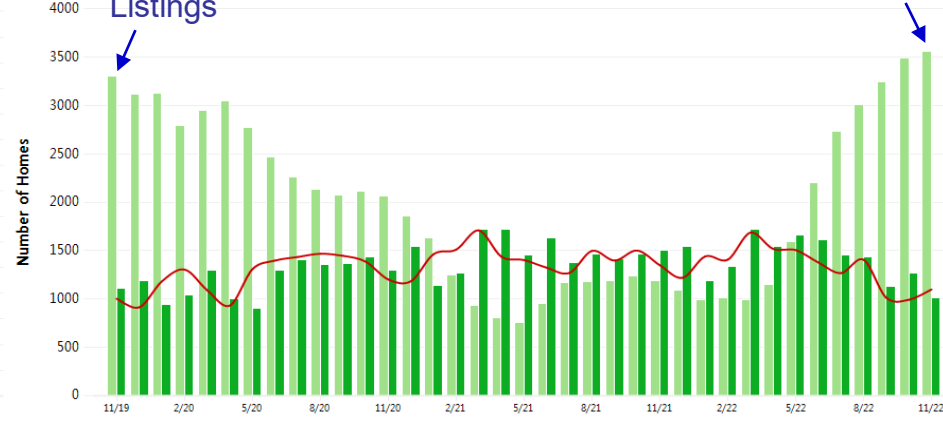
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■ Months of Inventory based on Closed Sales

**33 Buyers per
100 Active
Listings**

■ For Sale ■ Sold — Pended

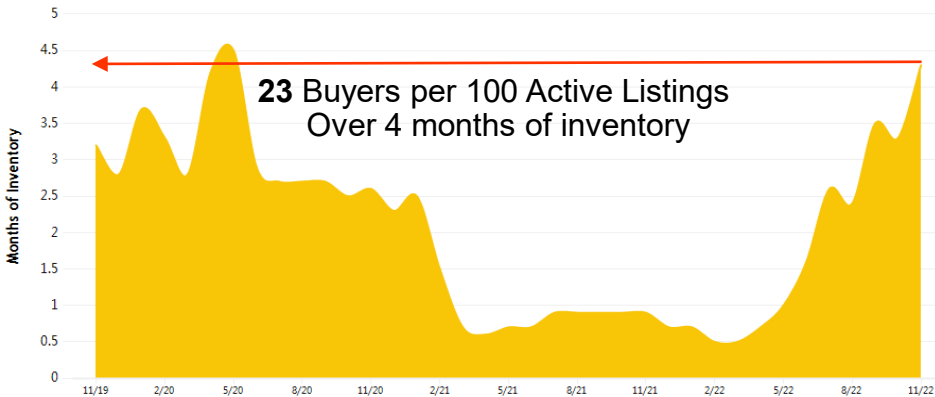
**28 Buyers per 100
Active Listings**



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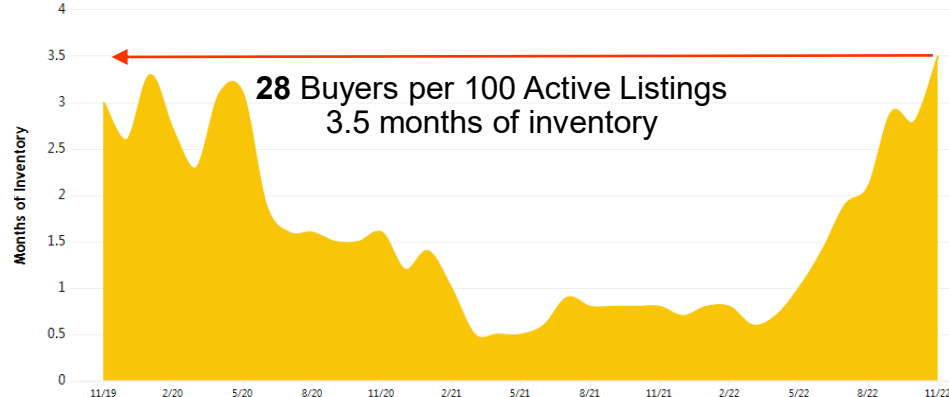
■ Months of Inventory based on Closed Sales

**23 Buyers per 100 Active Listings
Over 4 months of inventory**



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**28 Buyers per 100 Active Listings
3.5 months of inventory**



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Orange & Seminole Counties

Last 12 Months MLS Data

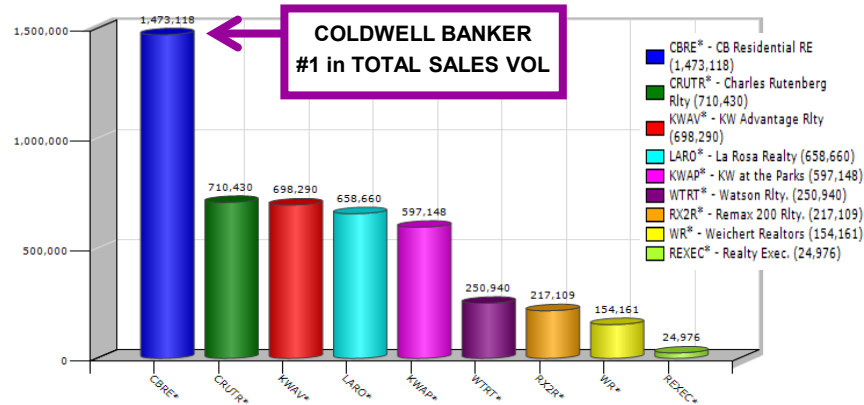
All Residential Properties

TOP 10 COMPANIES



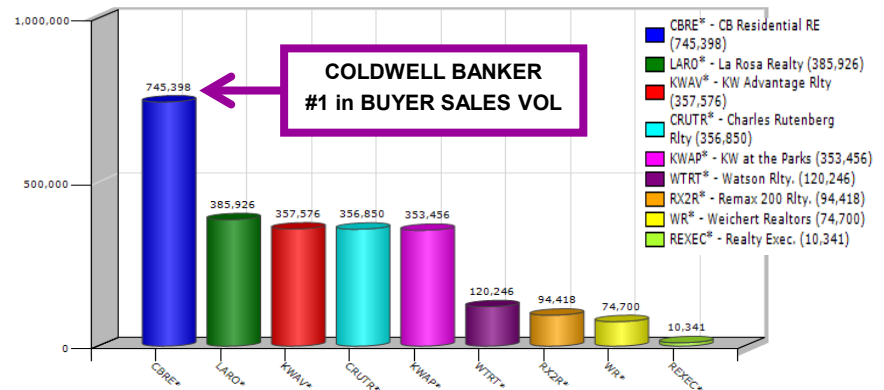
Published 12/2022

Total Sales by \$Vol (\$,000)



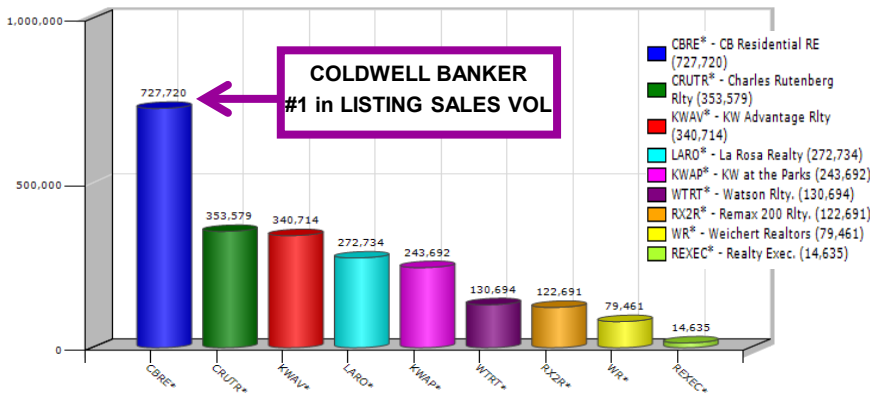
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Buyer Sales by \$Vol (\$,000)



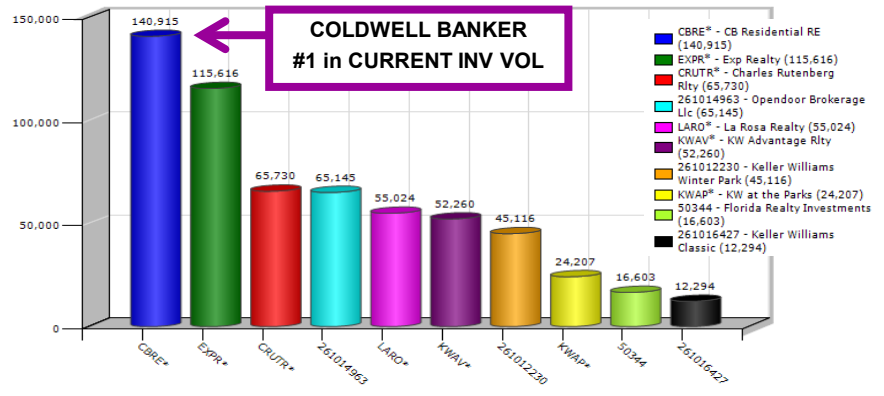
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Listing Sales by \$Vol (\$,000)



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Current Inventory by \$Vol (\$,000)



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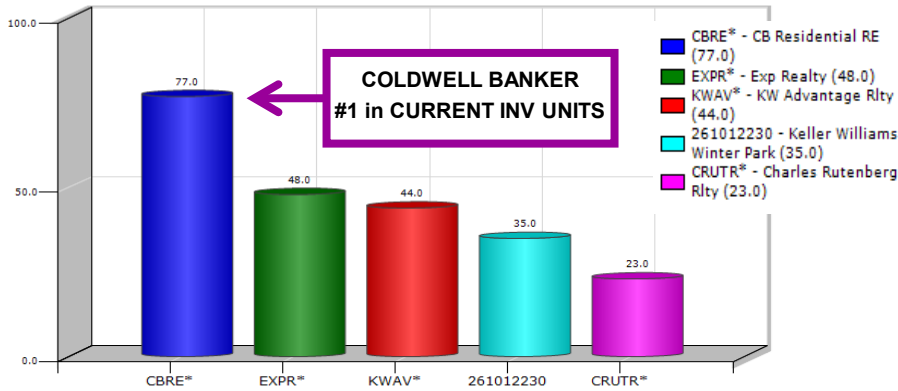
COLDWELL BANKER REALTY

Winter Park/Maitland Zip Codes: 32789, 32792, 32751 Last 12 Months MLS Data All Residential Properties **TOP 5 COMPANIES**



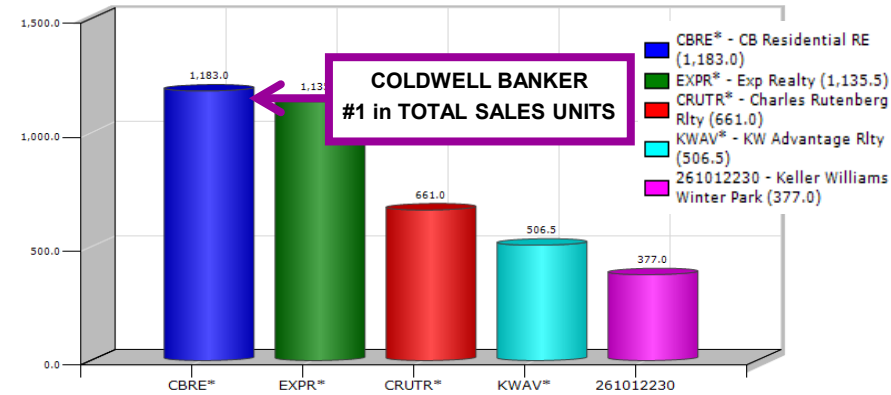
Published 12/2022

Current Inventory in Units



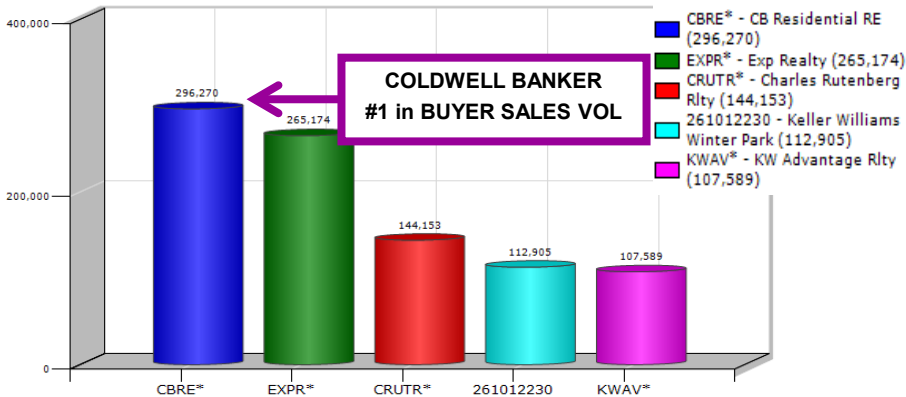
Copyright © Trendgraphix, Inc.

Total Sales in Units



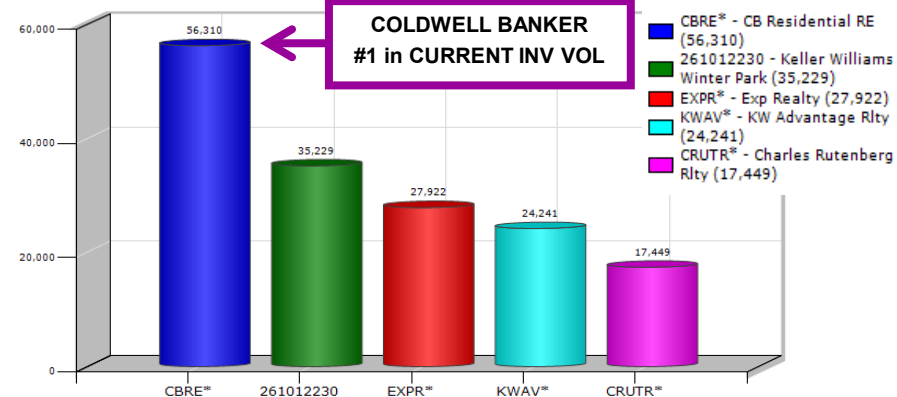
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Buyer Sales by \$Vol (\$,000)



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Current Inventory by \$Vol (\$,000)



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Orlando

Zip Codes: 32801, 32803, 32804, 32814, 32817

Last 12 Months MLS Data

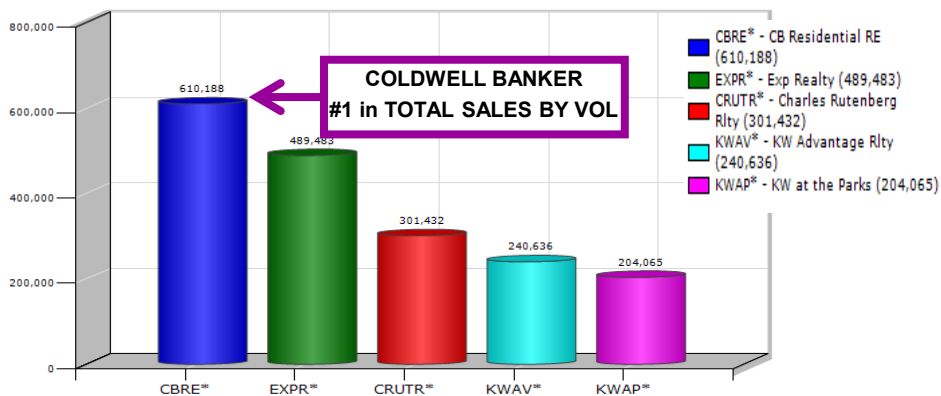
All Residential Properties

TOP 5 COMPANIES



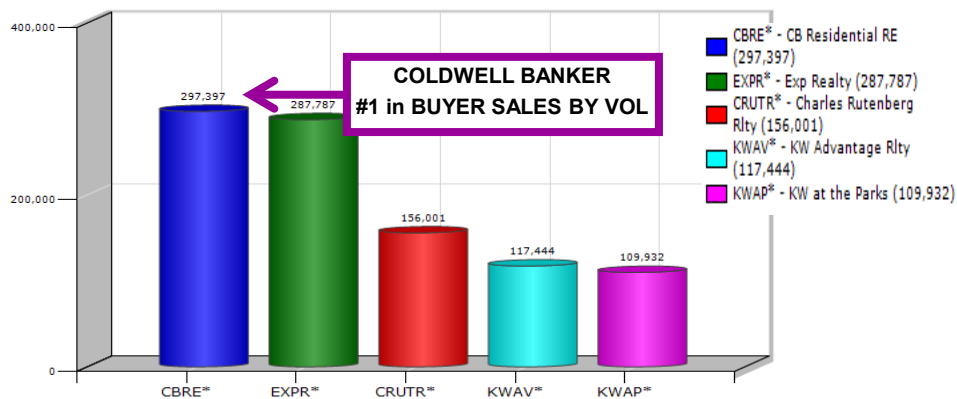
Published 12/2022

Total Sales by \$Vol (\$,000)



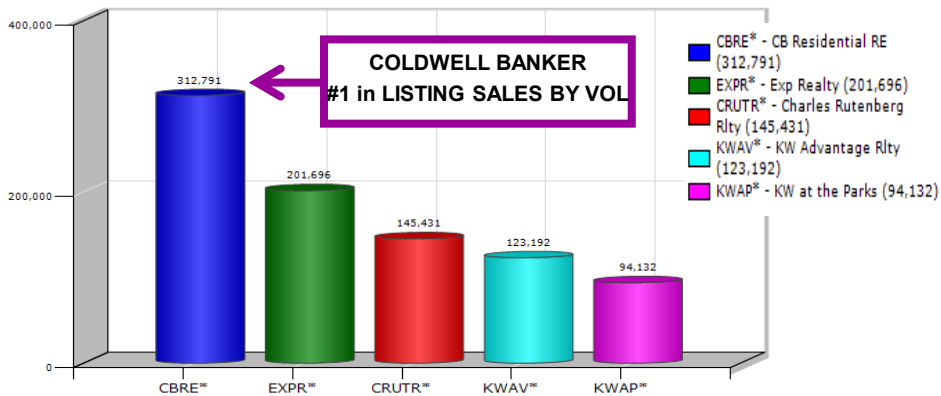
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Buyer Sales by \$Vol (\$,000)



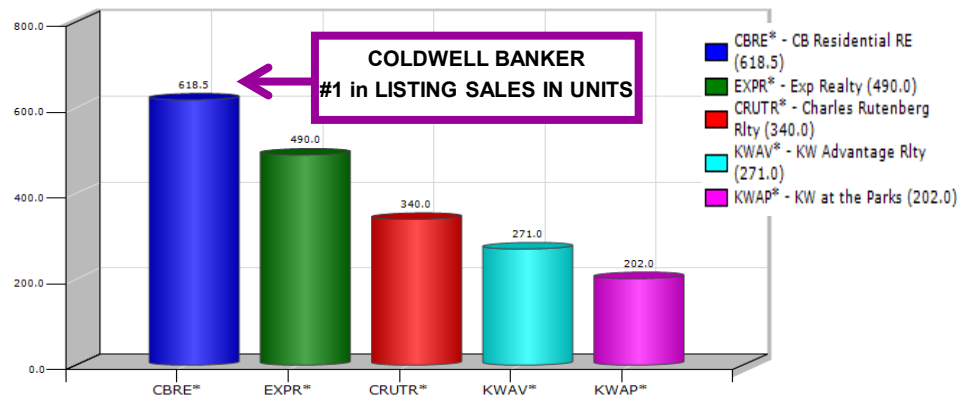
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Listing Sales by \$Vol (\$,000)



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Listing Sales in Units



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Ocoee/Winter Garden/Oakland

Zip Codes: 34760, 34761, 34787

Last 12 Months MLS Data

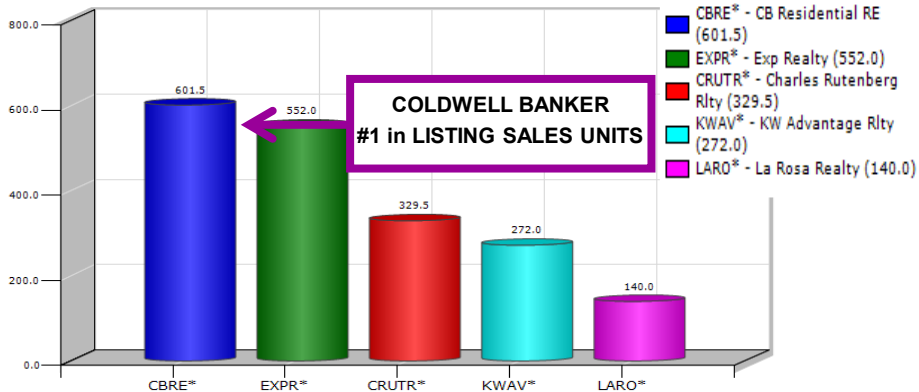
All Residential Properties

TOP 5 COMPANIES



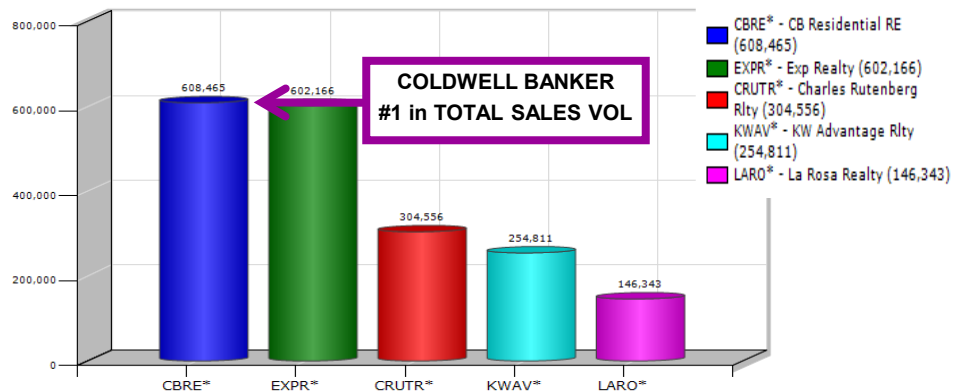
Published 12/2022

Listing Sales in Units



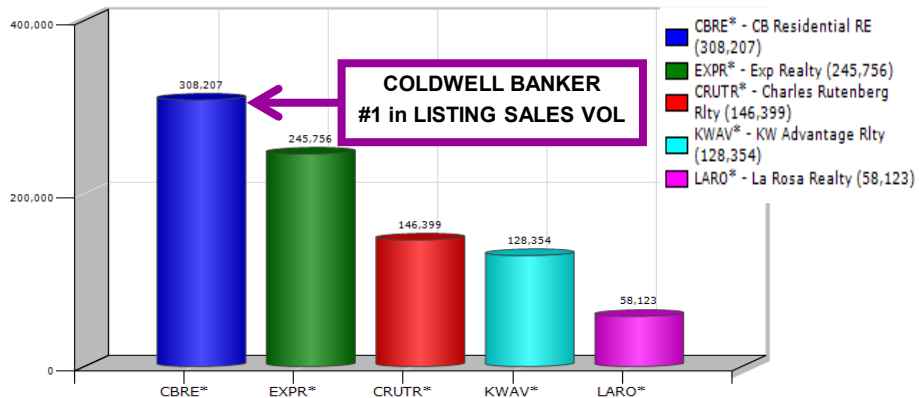
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Total Sales by \$Vol (\$,000)



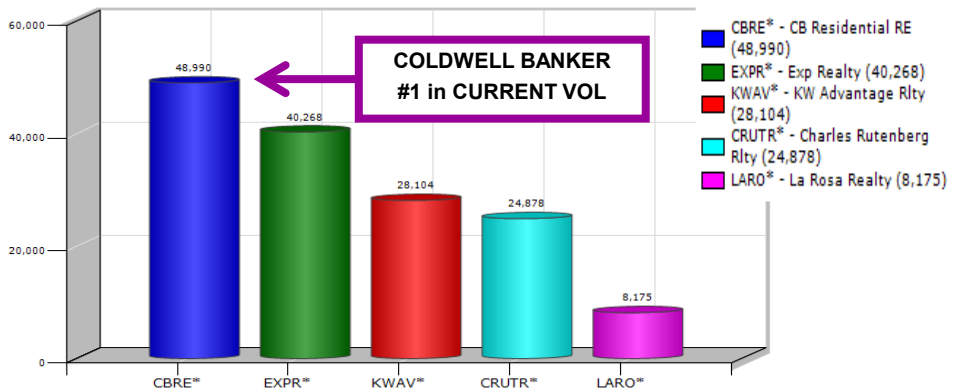
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Listing Sales by \$Vol (\$,000)



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Current Inventory by \$Vol (\$,000)



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Windermere/Bay Hill/Dr. Phillips

Zip Codes: 34786, 32836, 32819

Last 12 Months MLS Data

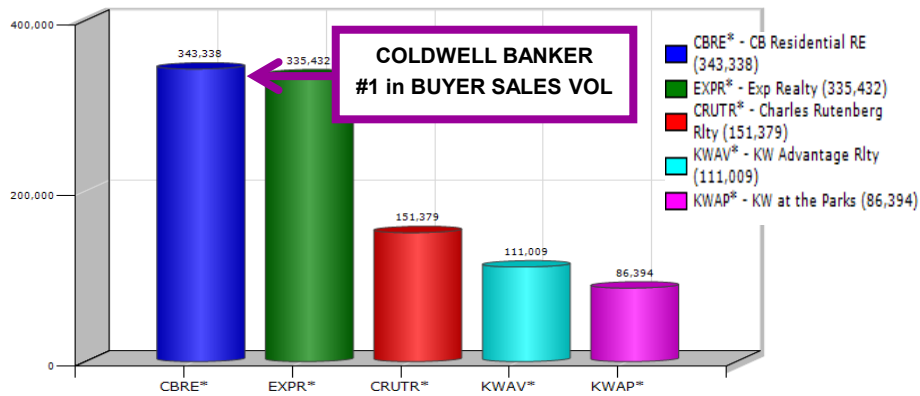
All Residential Properties

TOP 5 COMPANIES



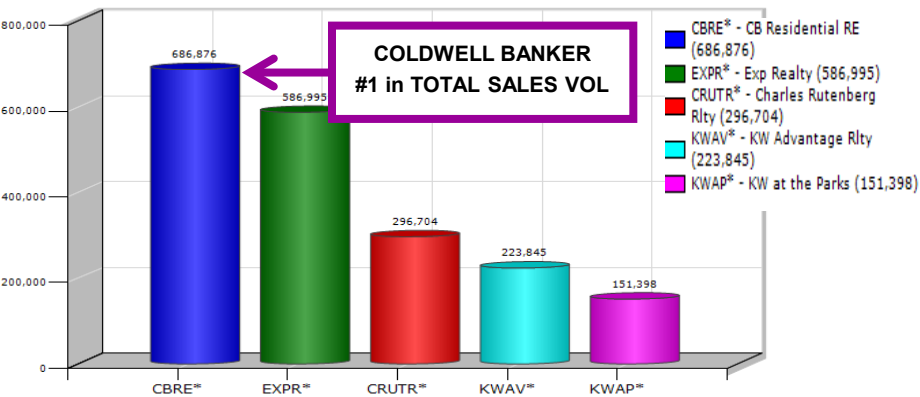
Published 12/2022

Buyer Sales by \$Vol (\$,000)



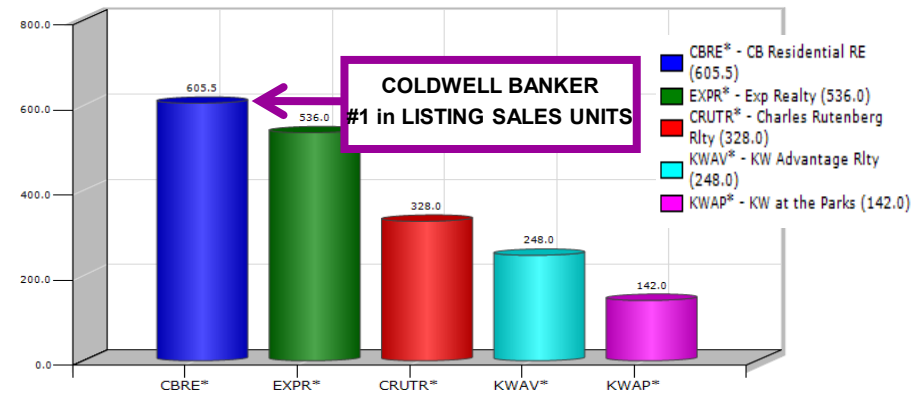
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Total Sales by \$Vol (\$,000)



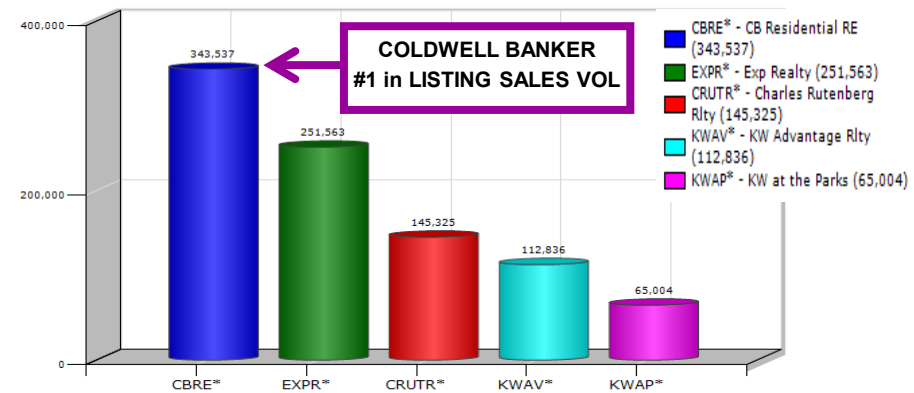
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Listing Sales in Units



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Listing Sales by \$Vol (\$,000)



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COLDWELL BANKER REALTY

Longwood

Zip Codes: 32750, 32779

Last 12 Months MLS Data

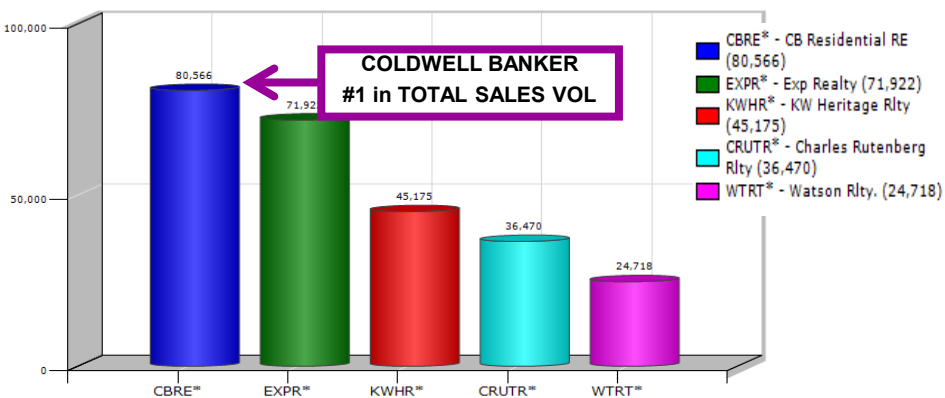
All Residential Properties

TOP 5 COMPANIES



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Total Sales by \$Vol (\$,000)



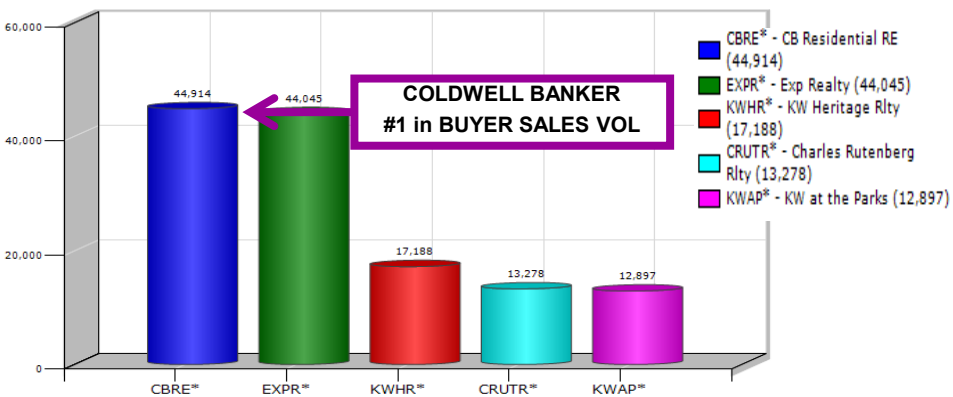
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Listing Sales by \$Vol (\$,000)



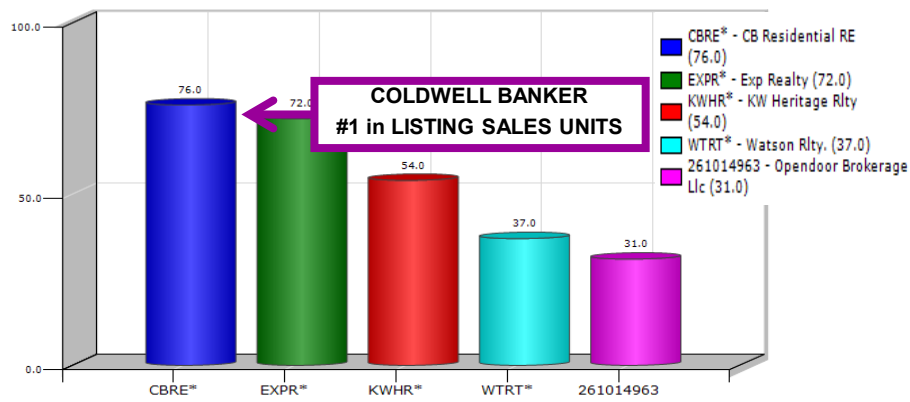
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Buyer Sales by \$Vol (\$,000)



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Listing Sales in Units



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**COLDWELL
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Altamonte Springs

Zip Codes: 32701, 32714

Last 12 Months MLS Data

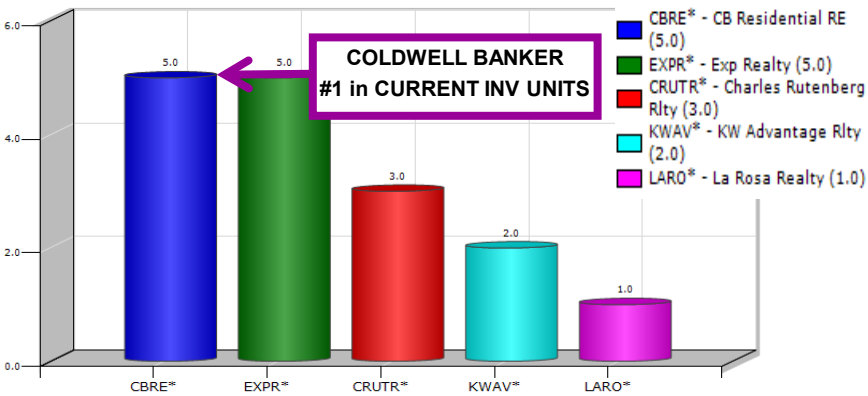
All Residential Properties

TOP 5 COMPANIES



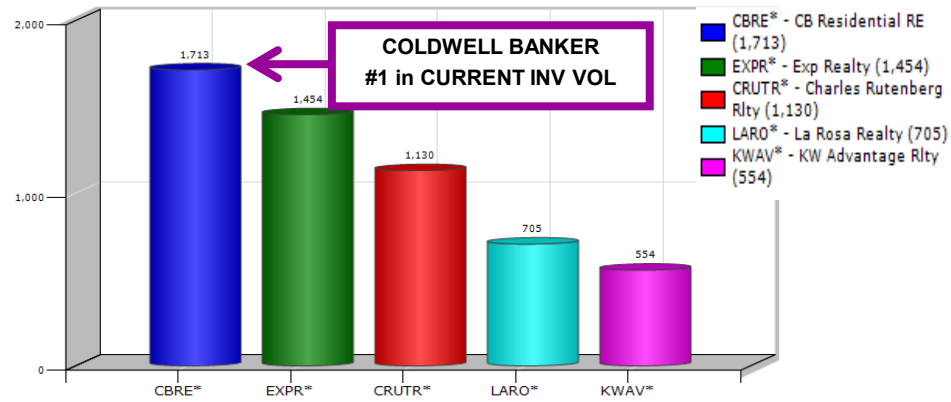
Published 12/2022

Current Inventory in Units



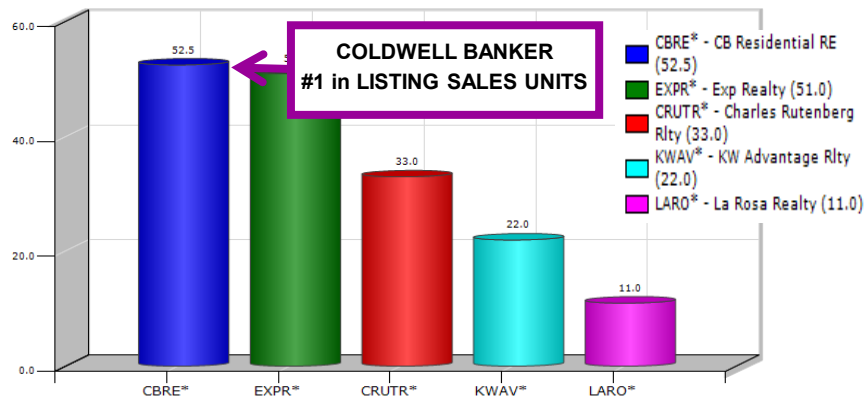
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Current Inventory by \$Vol (\$,000)



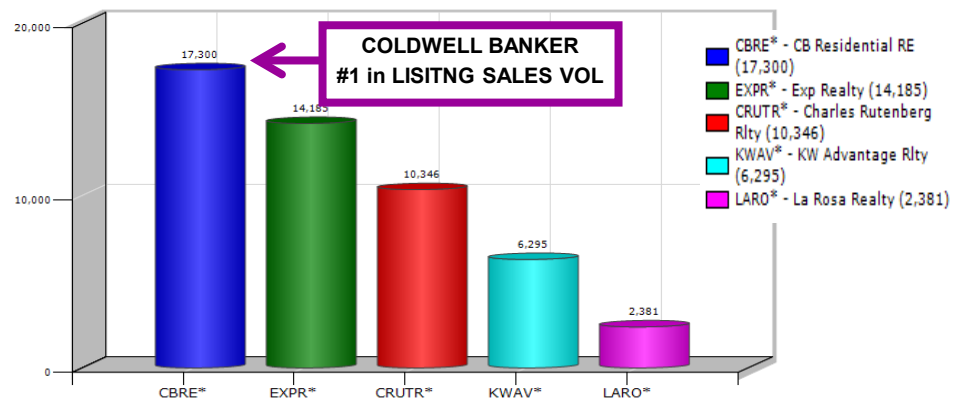
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Listing Sales in Units



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Listing Sales by \$Vol (\$,000)



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#1 NATIONWIDE

Realty Brokerage Group LLC has been the #1 residential real estate brokerage in the U.S. for 24 years*, successfully bringing together home buyers and sellers from across the country.

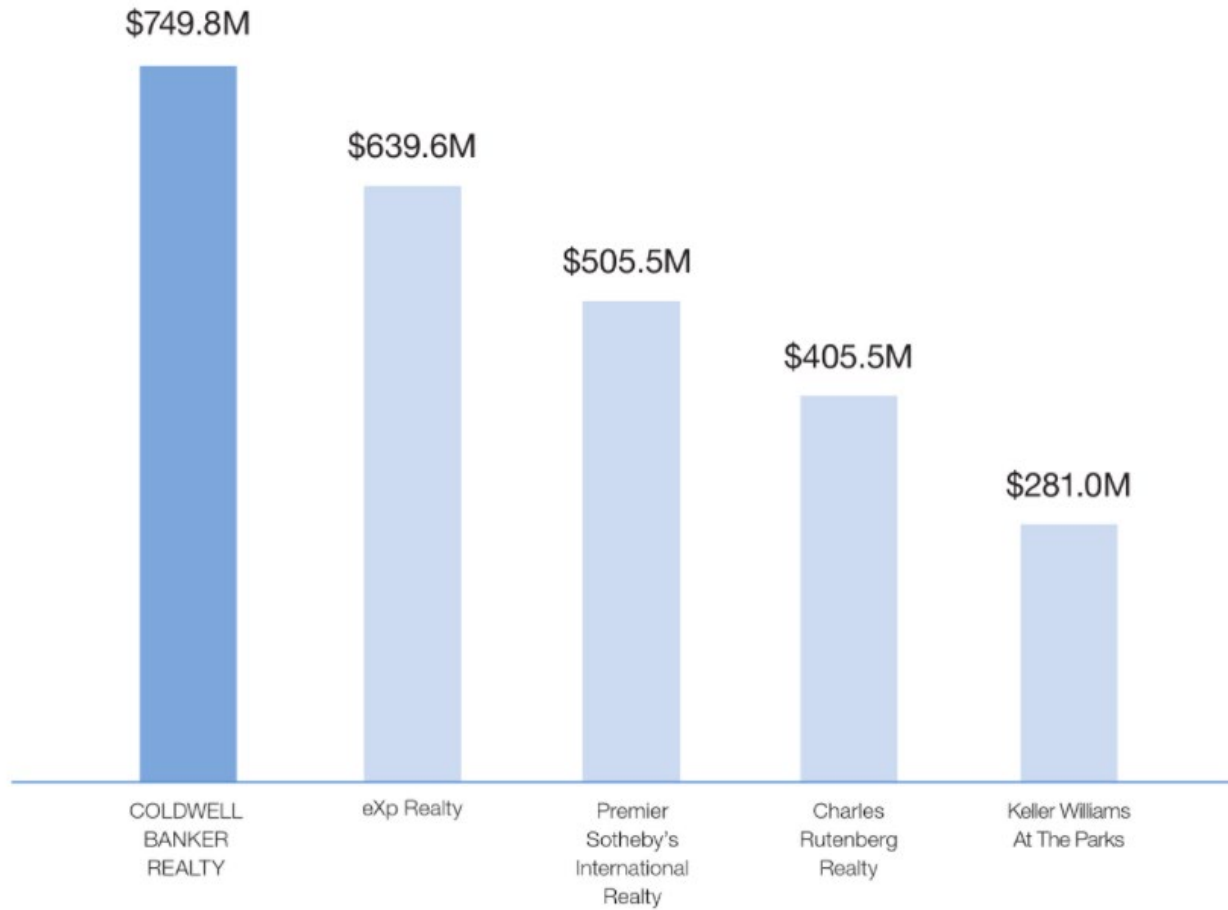


REALTRENDS
THE TRUSTED SOURCE

Company	Sales Volume
1. REALOGY BROKERAGE GROUP LLC	\$184 Billion
2. Compass	\$151 Billion
3. Home Services of America, Inc.	\$150 Billion
4. eXp Realty	\$72 Billion
5. Redfin	\$37 Billion
6. Douglas Elliman Real Estate	\$29 Billion
7. Hanna Holdings/Allen Tate	\$26 Billion
8. @properties	\$16 Billion
9. William Raveis	\$16 Billion
10. HomeSmart	\$15 Billion

#1 IN ORLANDO*

Locally, nationally, globally – we have the reach to market properties to interested buyers.



2021 SALES VOLUME, LISTINGS



**COLDWELL
BANKER**

REALTY

REAL VITALIZE



**Maximize selling price and sell your home faster – with no payment until closing.
Easy and hassle free!**

The *RealVitalize*™ program, powered by HomeAdvisor, is an exclusive offering for Coldwell Banker Residential Real Estate clients that helps with home improvements and repairs to prep your home for sale. We cover your upfront costs and get paid back when your home sells. No hidden fees, interest charges or markups.



**COLDWELL
BANKER**

REALTY

**LISTING CONCIERGE
360° MARKETING**

EXCLUSIVE PROPERTY MARKETING

In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of service to my valued clients.

We are proud to deliver exceptional property marketing that is designed to attract attention, showcase your property's distinctive qualities and help your home sell quickly and for the best price. From professional photography to a single-property website, brochure, direct mail and TV promotion, we ensure that your property is uniquely positioned to sell.



Professional Photography
Up to 35 professional photos perfect for print and online to make your property look its very best



Print Advertising
Eye-catching property advertisement in our statewide *View* magazine, which is inserted into the region's prime print publications



Neighborhood Announcement
Stunning, oversized "Just Listed" postcards direct mailed to your neighborhood



Single-Property Website
Professionally designed property website that is viewable on all devices and easily shared via social media



TV and Online Promotion
Professionally produced spot posted on the *At Home in Florida* YouTube™ channel and featured on one of Coldwell Banker's local TV shows*:

- *At Home in Southeast Florida* on The CW Sundays at 9 am
- *At Home on the Treasure Coast* on The CW Sundays at 9 am



*Based on listing location



Targeted Online Advertising
Geographic targeting technology markets your property directly to local buyers online and on social media



Just Listed eFlyer
"Just Listed" announcement eBlast sent to an exclusive list of personal and professional contacts



Area REALTOR® Notification
Agents at all local real estate companies in your area will be notified that your home has come on the market



Property Tour
Professionally produced photo slideshow with narration



Property Brochures
Beautiful, professionally printed property brochures to showcase your home



Online Property Syndication
Your home will be displayed on hundreds of websites, including the most-visited real estate websites in the world

EXCLUSIVE PROPERTY MARKETING

Professional Photography

Up to 35 professional photos perfect for print and online to make your property look its very best



COLDWELL
BANKER
REALTY

EXCLUSIVE PROPERTY MARKETING

Property Brochures

Beautiful, professionally printed property brochures to showcase your home



EXCLUSIVE PROPERTY MARKETING

Single-Property Website

Professionally designed property website that is viewable on all devices and easily shared via social media



COLDWELL
BANKER
REALTY

EXCLUSIVE PROPERTY MARKETING

Targeted Online Advertising

Geographic targeting technology markets your property directly to local buyers online and on social media



EXCLUSIVE PROPERTY MARKETING

Just Listed eFlyer

"Just Listed" announcement eBlast sent to an exclusive list of personal and professional contacts



EXCLUSIVE PROPERTY MARKETING

TV and Online Promotion

Professionally produced spot posted on the *At Home in Florida* YouTube™ channel and featured on one of Coldwell Banker's local TV shows*:

- *At Home in Greater Orlando* on The CW Sundays at 11:30 am
- *At Home on the Treasure Coast* on The CW Sundays at 9 am



EXCLUSIVE PROPERTY MARKETING

Neighborhood Announcement

Stunning, oversized "Just Listed" postcards direct mailed to your neighborhood

Handsome, Georgian-style, fully detached home with wonderful curb appeal in a premier setting. Six bedrooms and four and one-half bathrooms include a luxurious master suite with a terrace and lovely outdoor. Four additional bedrooms plus an office are on one level. Guestroom's suite with its own private entrance on the lower level. Spacious, large scale public rooms flooded with light and a beautifully renovated, stylish kitchen with formal dining as well as a welcoming built-in granite breakfast table. A terrific media room on the lower level, with huge amount of storage space.

Attached one-car garage


COLDWELL BANKER
Serving West
Houston, TX 77057


COLDWELL BANKER

JUST LISTED

123 Street Name
City, State, Zip



EXCLUSIVE PROPERTY MARKETING

Property Tour

Professionally produced photo slideshow with narration

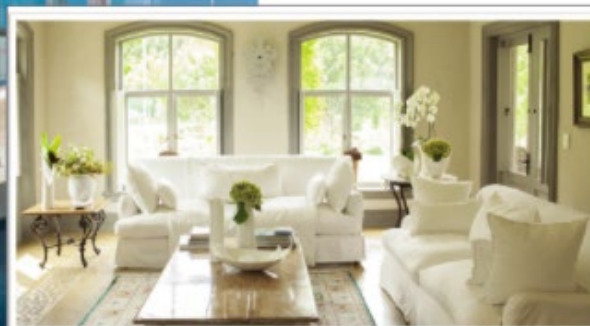


COLDWELL
BANKER
REALTY

EXCLUSIVE PROPERTY MARKETING

Print Advertising

Eye-catching property advertisement in our statewide *View* magazine, which is inserted into the region's prime print publications



CITY OR AREA | \$1,000,000

Ea ni doluptatio quis ad puecrenim Ea ni doluptatio
quis ad puecrenim ips eicium dioatem.

First Name Last Name

555.555.5555 | agentname@email.com



**COLDWELL
BANKER
REALTY**

EXCLUSIVE PROPERTY MARKETING

Area REALTOR® Notification

Agents at local real estate companies in your area will be notified that your home has come on the market



COLDWELL
BANKER
REALTY

WEB NETWORK

Your property will be featured on hundreds of websites across the country, including the most popular real estate sites*. Through web syndication, your property will receive vast exposure on local and national websites focusing on properties for sale, home and garden, news and more.

The following are examples of our impressively wide reach:

ColdwellBankerHomes.com

coldwellbanker.com
coldwellbankerluxury.com
Barrons.com/Penta
Dallas Morning News
East-West Property Advisors (China)
GoHome.com.hk (Hong Kong)
Hamptons International (U.K./Europe)
HomeFinder.com
HomeGlobally's network of 125+ international websites
Homes.com®
Homes & Land
HomeSteps.com (Freddie Mac site)
Houston Chronicle
iProperty.com (Singapore)
JamesEdition.com
LeProgres.fr (France)
LuxeListHome.com
Mansion Global – The Wall Street Journal (U.S. and China)
marketwatch.com

NextDoor.com

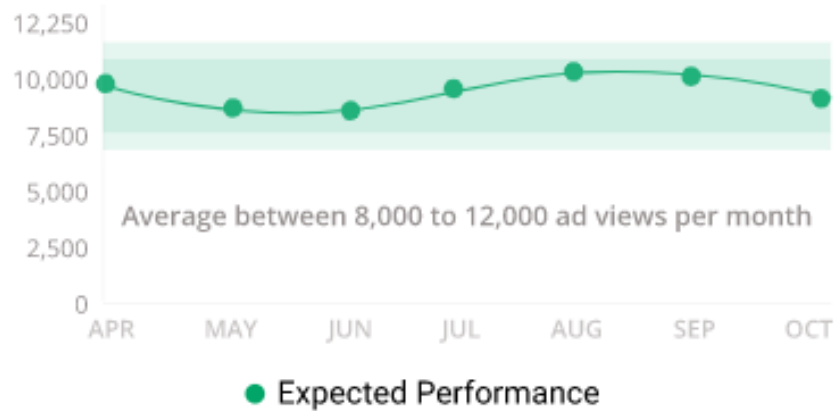
Pasadena Star-News
Pittsburgh Post-Gazette
realestate.co.jp (Japan)
realtor.com®
RealtyTrac.com
Robb Report
The Cincinnati Enquirer
TheHouseShop.com (U.K.)
The Wall Street Journal
Trulia®
Unique Homes
99acres.com (India)
38,000+ agent websites
100+ international websites for properties over \$2M
100+ LandsofAmerica.com sites
50 LakeHousesofAmerica.com sites
50 CountyHomesofAmerica.com sites
30+ HUD websites (Housing and Urban Development)



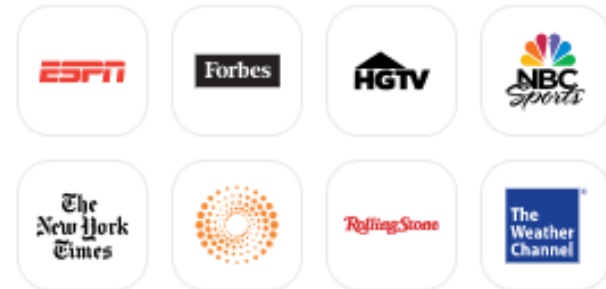
*Not all properties will appear on every website. Some sites have limits, such as price and type of property. List is accurate as of March 11, 2022 and is subject to change.

HOMESPOTTER.COM

EXPECTED MONTHLY AD VIEWS



VIEWED ON TOP SITES SUCH AS



REACHING BUYERS AROUND THE WORLD

Recognized Leaders in Relocation



**WE CAN HELP YOU FIND THE RIGHT
OUT-OF-TOWN HOMEBUYER FASTER**

Cartus Relocation Services

- Participates in the nation's relocation business
- Has served over 3.5 million families since 2003 in more than 185 countries.
- Represented over 163,000 transferees in 150 countries world-wide.

Coldwell Banker Network

- Relocation assistance provided to Fortune 500 companies
- Coldwell Banker is a member of this leading international real estate network with 3,000 members in 65 countries.



7+ Million potential buyers from 195 countries on 6 continents looked at Coldwellbankerhomes.com in the month of November 2022!



**COLDWELL
BANKER
REALTY**

E-MARKETING ANALYTICS REPORT

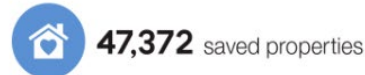
What you need to know about **ColdwellBankerHomes.com** – **November 2022**



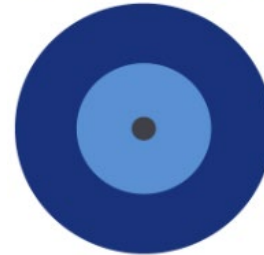
291,155

PROPERTY DETAIL PAGES VIEWED
ON CYBER MONDAY (NOVEMBER 28)

There's strength in numbers. Millions of visitors annually flock to **ColdwellBankerHomes.com**, where we collectively drive traffic and increase exposure for our listings.

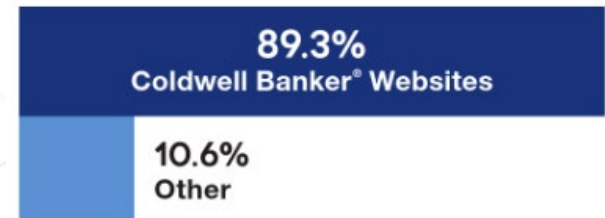


PROPERTY VIEWS OF OUR LISTINGS ON AFFILIATED SITES



20.3m Zillow Group
6.9m realtor.com®
1.2m Trulia.com

TOP LEAD-GENERATING SITES



WORLDWIDE TRAFFIC

Consumers who visited
ColdwellBankerHomes.com



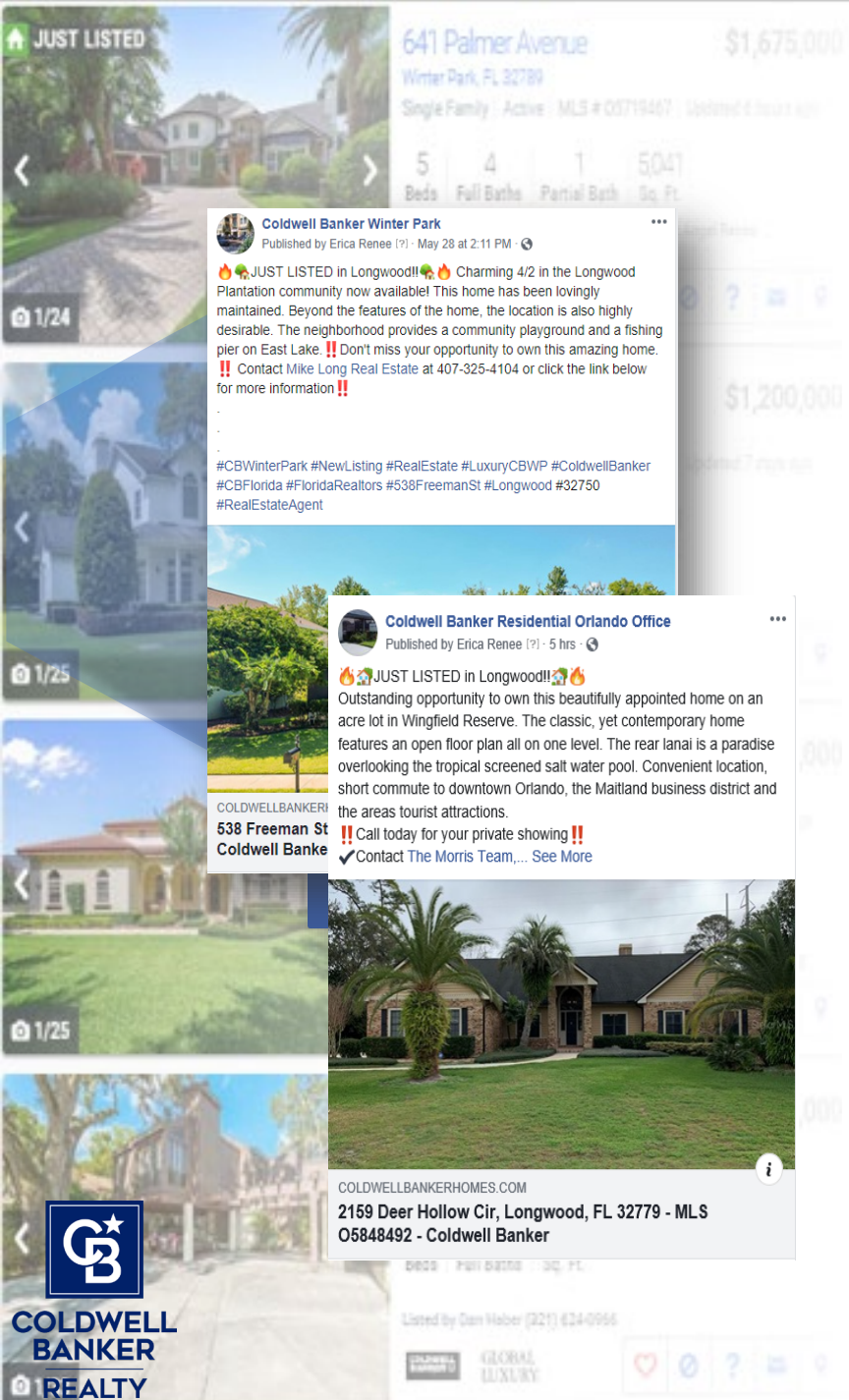
Where Buyers Are Coming From

Today's home buyer can come from just about anywhere. That's why **ColdwellBankerHomes.com** is optimized for search engines, which increases traffic and exposure, and designed for viewing on all devices.



More Eyes This Way

In addition to **ColdwellBankerHomes.com**, our listings are also on hundreds of real estate sites, including the leading industry portals. Our strategy means more eyes on our listings and more buyer leads.



Social Media Outreach!

As a New Listing:

- ★ Posted on CB Winter Park or CB Downtown Orlando Facebook page
- ★ Posted on CB Winter Park or CB Downtown Orlando Instagram page
- ★ Paid Facebook/Instagram ads using CBx targeted buyer technology
- ★ Posted on East Coast Facebook First to Know Facebook page

Your First 3 Open Houses:

- ★ Posted on CB Winter Park or CB Downtown Orlando Facebook page
- ★ Posted on CB Winter Park or CB Downtown Orlando Instagram page
- ★ Paid Facebook/Instagram ads using CBx targeted buyer technology
- ★ Posted on East Coast Facebook First to Know Facebook page

Every Price Improvement:

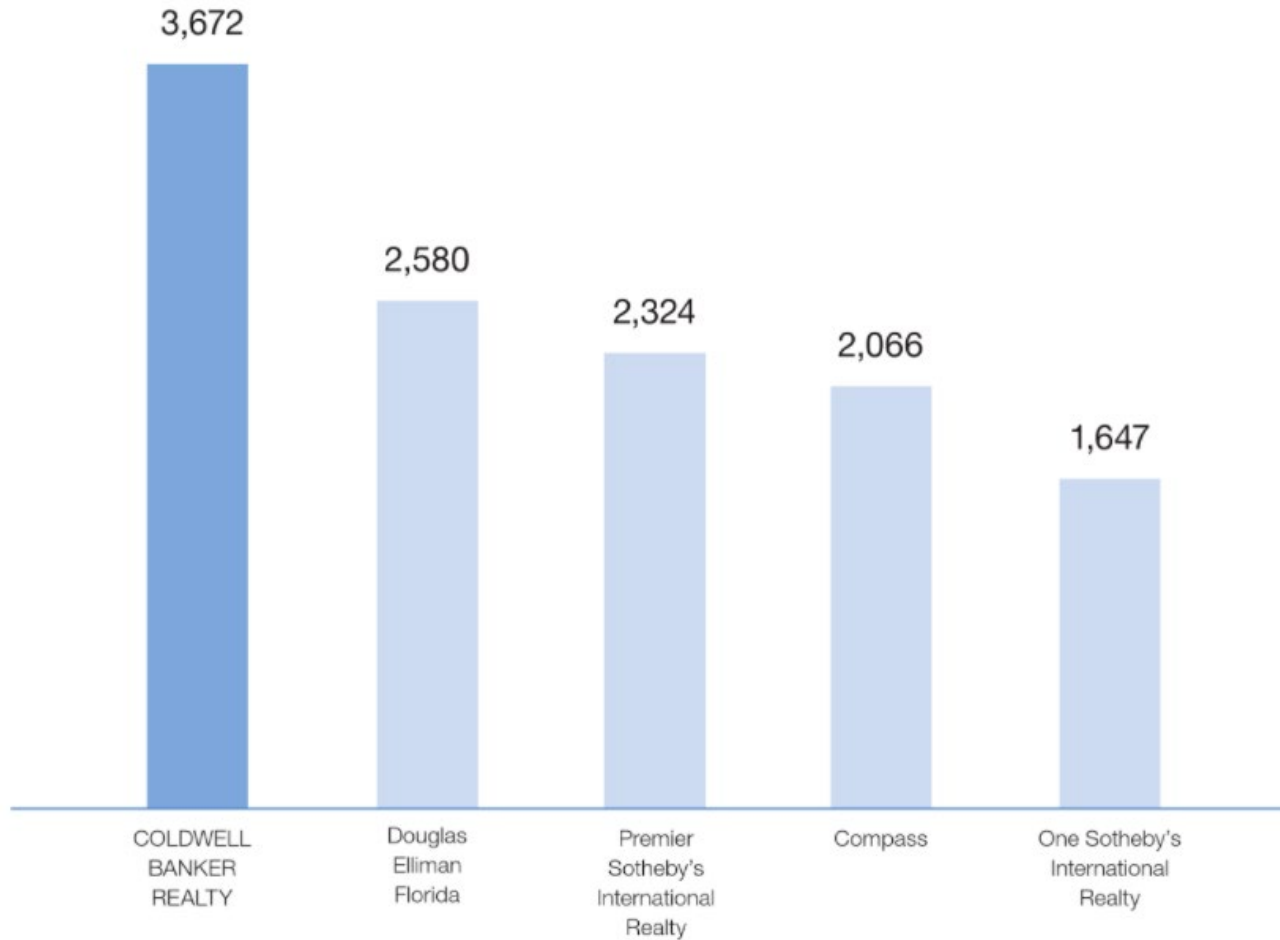
- ★ Posted on CB Winter Park or CB Downtown Orlando Facebook page
- ★ Posted on CB Winter Park or CB Downtown Orlando Instagram page
- ★ Paid Facebook/Instagram ads using CBx targeted buyer technology
- ★ Posted on East Coast Facebook First to Know Facebook page

Just "Like" our
 CB Winter Park Facebook page (www.facebook.com/CBWinterpark/) OR
 CB Downtown Orlando Facebook page (www.facebook.com/ColdwellBankerDowntownOrlando/)
 and "Share" your property's professional post!

**Coldwell Banker: Impressive, Proactive, Engaging
 and Connected with today's home buyers!**

#1 IN FLORIDA IN \$1M+ SALES*

Locally, nationally, globally – we have the reach to market properties to interested buyers.

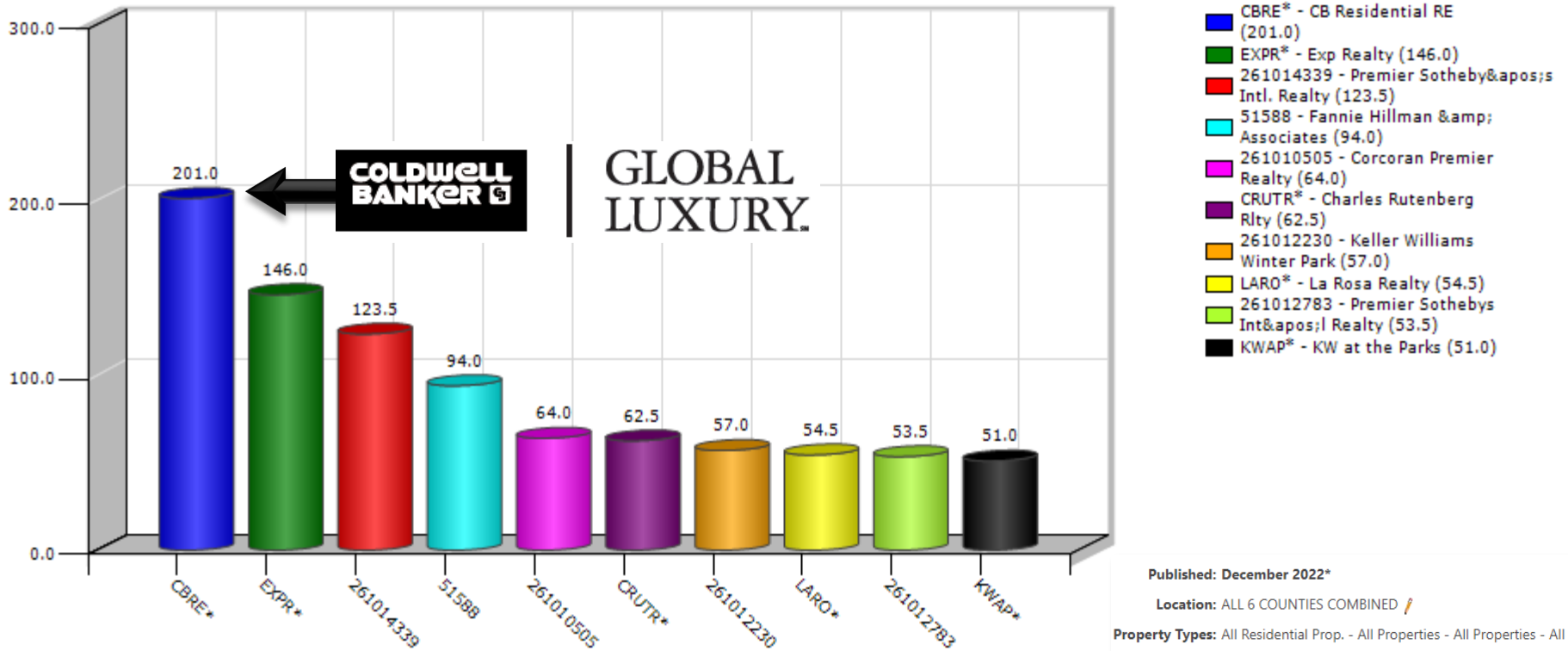


2021 SALES UNITS

COLDWELL BANKER GLOBAL LUXURY

CENTRAL FLORIDA'S Top 10 Luxury Real Estate Leader

Total Sales in Units



Published: December 2022*

Location: ALL 6 COUNTIES COMBINED /

Property Types: All Residential Prop. - All Properties - All Properties - All Properties /

Date Range: Last 12 Months (12/1/2021 - 11/30/2022) /

Price Range: \$1,000,000 - No Limit /

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We Sell More Luxury Properties in Central Florida*

Than Any Other Brokerage Company

All Properties - \$1 Million +

*Based upon combined transaction sides in Orange, Seminole, Lake, Osceola, Polk and Volusia counties.**One Unit equals one side of a transaction (buyer or seller)



TREND IN MARKET SEGMENTS FROM 9/2021 TO 11/2022

ALL RESIDENTIAL PROPERTIES PUBLISHED 12/2022



ZIP CODES	COLDWELL BANKER REALTY AREA	ACTIVE	PENDING	CLOSED	LIST : SALE PRICE RATIO	DAYS ON MARKET	AVG PRICE CLOSE	MONTHS OF INVENTORY	ORIG LIST PRICE V.S. ACTUAL SALE PRICE	MONTHS	ACTIVES	CLOSED	% TURNED	# OF BUYERS PER 100 ACTIVE LISTING	ABSORPTION RATE In Months to Sell A Inventory	ODD'S OF SELLING In 30 days	SOLD Price per SQ Foot 3/22	SOLD Price per SQ Foot 4/22	SOLD Price per SQ Foot 5/22	SOLD Price per SQ Foot 6/22	SOLD Price per SQ Foot 7/22	SOLD Price per SQ Foot 8/22	SOLD Price per SQ Foot 9/22	SOLD Price per SQ Foot 10/22	SOLD Price per SQ Foot 11/22	SOLD PRICE PER FOOT - CHANGE LAST 30 DAYS	SOLD PRICE PER FOOT - CHANGE LAST 3 MONTHS
OC	Orange County					▼ ▲	▼ ▲	▼	97%	1152	44887	1269	3%	0	1152	0:10	\$236	\$245	\$252	\$257	\$257	\$247	\$248	\$254	\$248	98%	105%
32789	Winter Park	▲							91%	3	101	37	37%	37	3	2:10	\$383	\$427	\$443	\$427	\$417	\$422	\$449	\$440	\$418	95%	109%
32751	Maitland/Eatonville	▲				▼	▲		92%	4	59	16	27%	27	4	1:10	\$243	\$273	\$262	\$286	\$292	\$254	\$264	\$293	\$243	83%	100%
32801	Orlando	▲				▼	▲		92%	3	45	17	38%	38	3	2:10	\$328	\$328	\$343	\$347	\$332	\$343	\$357	\$311	\$330	106%	101%
32803	Orl/Colonial Town	▲				▼	▲		95%	2	54	23	43%	43	2	2:10	\$317	\$321	\$346	\$338	\$338	\$307	\$319	\$307	\$339	110%	107%
32804	Orlando/College Park	▲				▼	▲		95%	5	81	15	19%	19	5	1:10	\$319	\$319	\$308	\$315	\$365	\$313	\$304	\$291	\$330	113%	103%
32806	Orl/DelaneyPk/Crystal Lk	▲				▼	▲		95%	3	71	22	31%	31	3	1:10	\$264	\$260	\$274	\$282	\$315	\$285	\$299	\$284	\$262	92%	99%
32807	Orl/Azalea Park/Prk Mnr	▲					▲		94%	4	54	14	26%	26	4	1:10	\$212	\$210	\$223	\$221	\$216	\$245	\$216	\$231	\$233	101%	110%
32814	Orlando/Baldwin Park	▲	▲				▲		99%	2	6	4	67%	67	2	2:10	\$348	\$347	\$337	\$331	\$391	\$355	\$339	\$354	\$327	92%	94%
32817/26/20	E.Orl/Univ	▲							95%	4	114	33	29%	29	4	1:10	\$216	\$229	\$215	\$241	\$236	\$225	\$223	\$231	\$225	97%	104%
32836	Dr. Phillips/Bay Vista	▲				▼	▲		94%	3	68	25	37%	37	3	2:10	\$266	\$336	\$323	\$382	\$372	\$295	\$367	\$268	\$391	146%	147%
32819	Bayhill/Sandlake	▲							94%	4	102	23	23%	23	4	1:10	\$268	\$287	\$269	\$267	\$284	\$257	\$246	\$353	\$262	74%	98%
34786	Windermere	▲				▼			92%	3	149	47	32%	31	3	2:10	\$308	\$321	\$363	\$318	\$331	\$309	\$301	\$347	\$315	91%	102%
32812	Orlando/ Belle Isl/Conway	▲							94%	3	83	25	30%	30	3	1:10	\$223	\$227	\$235	\$235	\$234	\$226	\$224	\$231	\$219	95%	98%
32825	Orlando/Rio Pinar/Union	▲					▲		97%	3	85	34	40%	40	3	2:10	\$215	\$221	\$234	\$225	\$226	\$222	\$231	\$218	\$218	100%	101%
32827	Lake Nona	▲					▲		96%	4	128	29	23%	23	4	1:10	\$274	\$286	\$302	\$360	\$376	\$318	\$315	\$333	\$262	79%	96%
32835	Metrowest/Orlo Vista	▲					▲		89%	2	112	49	44%	43	2	2:10	\$193	\$208	\$209	\$218	\$228	\$220	\$226	\$218	\$225	103%	117%
32828	Orl/Alafaya/Waterford Lakes	▲					▲		97%	2	94	54	57%	59	2	2:10	\$207	\$213	\$221	\$223	\$220	\$217	\$212	\$217	\$215	99%	104%
SM	Seminole County	▲					▲		94%	3	968	376	39%	38	3	2:10	\$214	\$224	\$227	\$235	\$234	\$226	\$226	\$230	\$233	101%	109%
32792	Winter Park/Aloma	▲				▼	▲		95%	2	90	37	41%	42	2	2:10	\$230	\$233	\$249	\$282	\$238	\$248	\$262	\$242	\$244	101%	106%
32708/65/66	Winter Sprgs/Oviedo	▲					▲		91%	3	225	73	32%	32	3	1:10	\$226	\$229	\$234	\$238	\$238	\$237	\$233	\$230	\$255	111%	113%
32707/30	Casselberry/Fern Park	▲					▲		96%	2	69	34	49%	50	2	2:10	\$207	\$219	\$216	\$220	\$216	\$214	\$210	\$217	\$208	96%	100%
32701/14	Altamonte Springs	▲	▲						96%	2	129	56	43%	43	2	2:10	\$196	\$200	\$206	\$204	\$205	\$206	\$206	\$224	\$200	89%	102%
32750/79	Longwood	▲					▲		93%	2	128	59	46%	45	2	2:10	\$219	\$233	\$242	\$241	\$249	\$227	\$220	\$241	\$246	102%	112%
32746	Lk Mary/Heathrow	▲					▲		94%	2	90	42	47%	48	2	2:10	\$224	\$242	\$245	\$253	\$257	\$234	\$232	\$249	\$236	95%	105%
32771/73	Sanford	▲					▲		96%	3	244	80	33%	32	3	1:10	\$199	\$206	\$211	\$219	\$215	\$214	\$222	\$209	\$220	105%	111%
32703/12	Apopka	▲					▲		96%	3	244	80	33%	32	3	1:10	\$190	\$198	\$212	\$208	\$213	\$202	\$200	\$202	\$195	97%	103%
Combined	Orange & Seminole Counties	▲					▲		94%	3	4083	1479	36%	36	3	2:10	\$230	\$239	\$246	\$251	\$250	\$242	\$242	\$248	\$244	98%	106%

Indicates columns to track phase 2



Indicates segment is performing correctly



LOIS RAWSON
MANAGING BROKER

(407) 647-1211 Office
(407) 571-5301 Direct

Lois.Rawson@floridamoves.com



WINTER PARK / THORNTON PARK OFFICE
#1 OFFICE STATEWIDE

2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021