



Emerald Coast Association of REALTORS®



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Upward Trend Continued in May

(Emerald Coast, Fla) – According to statistics released from the Emerald Coast Association of Realtors (ECAR), the upward sales trend seen over the past several months continued in May. Across the Emerald Coast, sales increased in all categories – residential, condos, and townhomes. The increase was much more modest than in recent months, about 17 percent, but this can be explained, in part, to the end of the home buyer tax credit. Destin saw an increase in sales at the same rate as the Emerald Coast, approximately 17 percent.

“The continued upward trend can be attributed in large part to closings from buyers taking advantage of the tax credit. The National Association of Realtors (NAR) is predicting a continued increase in sales for May and June because of the tax credit extension, as well,” states Mary Anne Windes, President of ECAR.

Any increase in sales is positive and highlights the fact that the local real estate market is making a comeback over recent years. Military members and their families with the 7th Special Forces are slowly beginning to move to the area which will only help residential sales and rentals for the Emerald Coast.

The question that many are asking is how much more of an increase could have been seen without the perception that the oil crisis had already hit our area. “We have to wonder if it [sales] could have seen a greater increase without the oil spill and the media’s role in the public perception that we had oil on the beach,” continues Windes, Broker/Owner of Real Estate Professionals in Destin.

Throughout May, the message was, “The Coast is clear.” But if perception is reality, with national media outlets proclaiming that the oil crisis had devastated the region, it is not unlikely that potential buyers backed out or stayed away from real estate purchases. Now that oil has hit local beaches, a clearer picture of the oil spill’s effect on the local real estate market should emerge within the next few months.



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The Emerald Coast Association of Realtors is a not-for-profit trade association with over 2300 members. The mission of the Emerald Coast Association of Realtors is to assist all members in promoting their success through education, marketing, and member services.

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