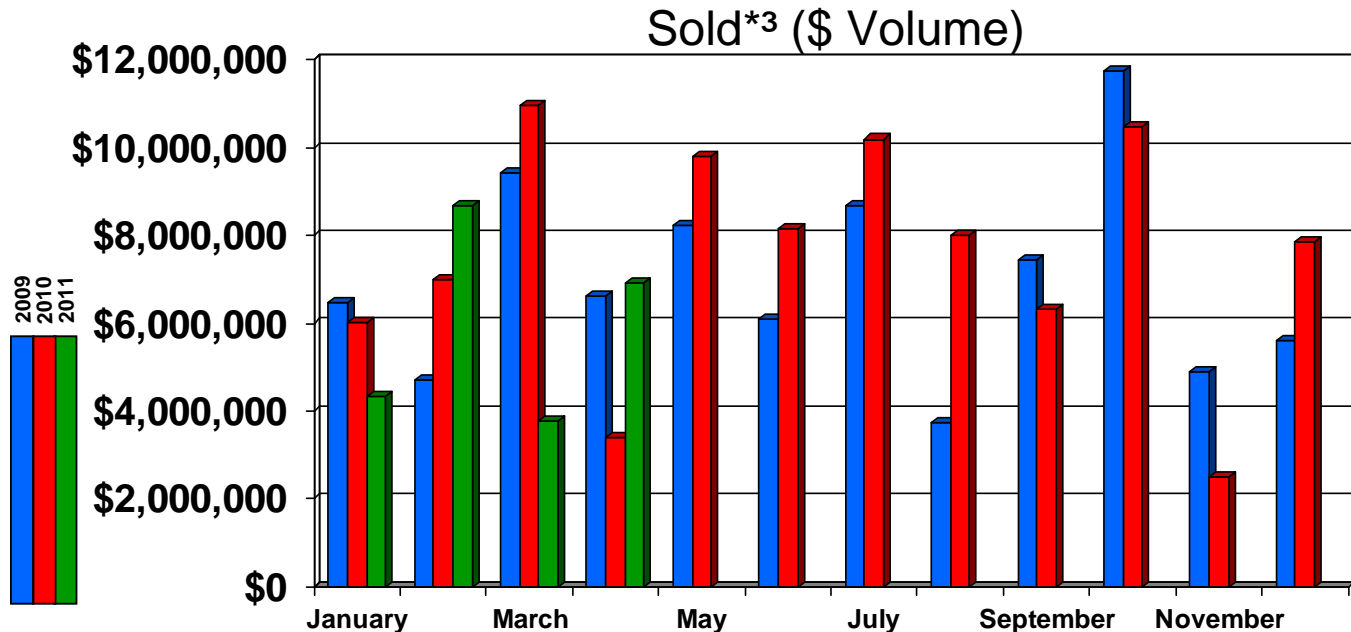


SOME BUYERS APPEAR



Based on information from the Western Upstate Multiple Listing Service for the Period January 1, 2009 through April 30, 2011

Lake Keowee Homes*¹

Last month, at the end of the first quarter, we were wondering what happened to the Lake Keowee home buyers in March. We speculated that that had been “holed-up elsewhere waiting for the snow to melt last January when they should have been down here on the lake inspecting properties and signing contracts”. As far as we can tell, a few well healed buyers made their way to the lake in February.

The above chart includes both waterfront homes on Lake Keowee and interior homes in Lake Keowee waterfront subdivisions (“*The Market*”). In April, nine such homes sold for a total of about \$6,928,000; about an 84% increase over March and about 105% over April of a year ago. Granted both those prior reference months were exceptional poor performers. But three of those nine homes sold for over \$1,000,000 in April, 2011. And one of these pushed hard at \$2,000,000. Clearly there is some money visiting the Upstate.

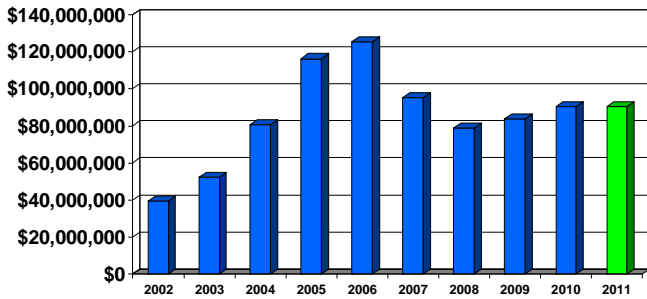
Our three month rolling average that compares 2011’s February, March and April to those months of a year ago remains depressed. Sales in those three months of this year of about \$19,000,000 are off about 10% from the sales experienced during the same period of the prior year.

The contrast between results for March and April of this year is instructive. In March we saw twelve homes sold at an average price of about \$314,000 and 25% of them were sold short or were bank-owned.. In April, it was nine homes sold at an average of about \$770,000; more than twice price and none were bank-owned or sold short. What does it mean? It means opportunistic bargain hunting is at work; nibbling away at both ends of the market spectrum. That is a hopeful sign. Some buyers are deciding “now is the time”.



Annual Market Trending

Annual Market
(Total Market by Year)

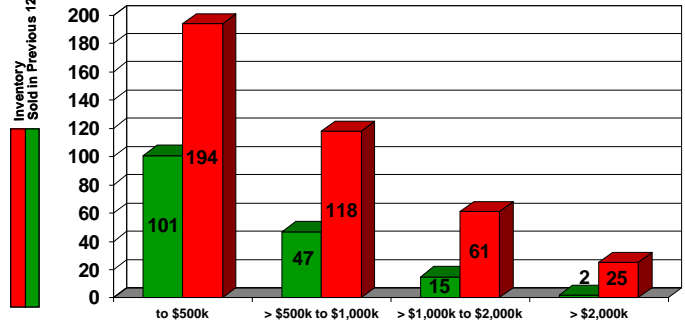


Lake Keowee Homes*1

This chart shows trends in *The Market* since 2002. Sales peaked in 2006 at just over \$120,000,000. It's clear that the market "bottomed out" in 2008. Based on the first quarter which typically accounts for 18% of annual sales, we now expect 2011 (estimated in green) sales to be \$100,000,000, about the same as 2010. Our outlook at the end of January was for about \$110,000,000 in 2011 sales.

Inventory by Price Segment

Sales vs Inventory*2 (Units)
(Market Segmented by Price Range)



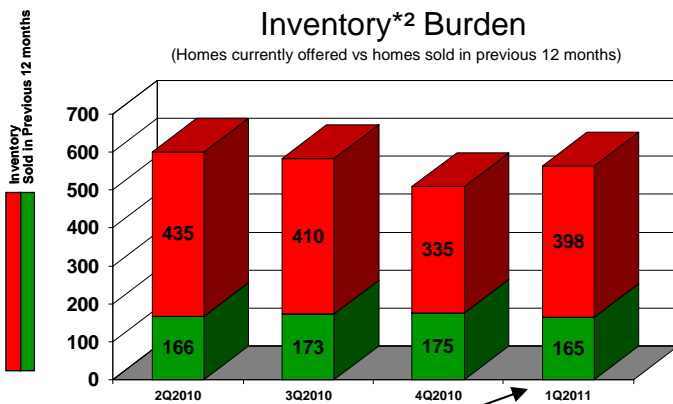
Lake Keowee Homes*1

This chart compares the total sales in a given price range (green) over the past twelve months versus the current inventory (red) of homes in that price range offered as of April 8, 2011. Inventory is in better balance below \$500,000. At \$2,000,000 and above there's about \$64,000,000 of homes currently offered. There were two sales reported in that range in over the past twelve months.

Inventory*2 Dynamics

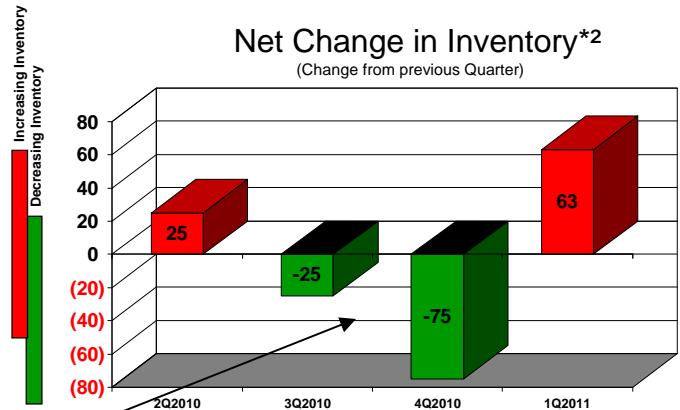
Inventory*2 Burden

(Homes currently offered vs homes sold in previous 12 months)



Net Change in Inventory*2

(Change from previous Quarter)



Lake Keowee Homes*1

To put *The Market* into perspective, you need to look at how a years worth of sales (green) stacks up to the current inventory of homes being offered (red). In the twelve months that ended on March 31, 2011 (the "1Q2011" stack on the left hand chart above) 165 homes valued at \$90,500,000 sold. As of April 8, 2011 there was a total of 398 such home being offered asking an aggregate of \$262,000,000. The chart is annually cyclic. Homes are brought on-market in the first and second quarters only to be withdrawn unsold in the third and fourth. Although the average selling price of a home sold in *The Market* over the past 12 months was \$550,000, those 63 homes entering the market during 1Q2011 are asking \$660,000 on average. We suspect that they will be discounted about 17% on average before they are sold.



Integrity Realty, Inc.

"Deal with Integrity and Save."

(864) 886-9410 Seneca, SC Local
(877) 836-1040 National Toll Free
www.upstateintegrityrealty.com

Lake Keowee Homes*1 - Sold*3 February, 2011 through April, 2011

Community	Type	Address	City	Beds	Bath	Half	Garage	SqFt	Closed	Sold	Initial	Discount	% DOM
BEACON SHORES	Waterfront	760 Navigators Pointe	Seneca	4	5	1	3	5700	2/1/2011	\$1,350,000	\$2,150,000	\$800,000	37% 236
KEOWEE SUBDIVISION		913 Lakecrest Drive	Seneca	4	3	2	3	3250	2/2/2011	\$340,000	\$349,900	\$9,900	3% 102
	Waterfront	11051 Fairview Church Road	Seneca	4	3	1	2	3600	2/3/2011	\$445,000	\$789,000	\$344,000	44% 1067
KEOWEE KEY		102 Starboard Tack	Salem	4	3	0	2	2700	2/7/2011	\$307,000	\$330,000	\$23,000	7% 47
CLIFFS @ VINYRD	Waterfront	116 Sun Drop Court	Sunset	4	4	1	3	4941	2/10/2011	\$1,575,000	\$2,195,000	\$620,000	28% 358
WATERFORD SUB		600 Edgeview Court	Seneca	4	3	1	3	3623	2/14/2011	\$385,000	\$525,000	\$140,000	27% 357
KEOWEE BAY	Waterfront	1015 Longshore Drive	Salem	4	4	1	2	3612	2/18/2011	\$630,000	\$875,000	\$245,000	28% 423
BACKWATER LANDING		#36 Melton Road	West Union	2	2	0	0	1100	2/21/2011	\$90,000	\$155,000	\$65,000	42% 289
KEOWEE KEY	Waterfront	52 Foremast Drive	Salem	3	2	1	2	3959	2/23/2011	\$735,000	\$799,000	\$64,000	8% 113
KNOX POINTE	Waterfront	339 Knox Campground Road	Seneca	6	5	0	0	5000	2/25/2011	\$600,000	\$936,500	\$336,500	36% 266
WATERFORD SUB	Waterfront	731 Clearlake Pointe	Seneca	4	5	0	3	5300	2/28/2011	\$2,200,000	\$2,589,000	\$389,000	15% 237
Count:	11								Totals:	\$8,657,000	\$11,693,400	\$3,036,400	
Results for February				Monthly Averages:	3.91	3.55	0.73	2.09	3,890	\$787,000	\$1,063,036	\$276,036	26% 318
MOUNTAIN VIEW POINT	Waterfront	304 Falling Leaf Court	Seneca	3	2	1	2	2800	3/2/2011	\$499,500	\$499,000	(\$500)	0% 74
SOUTH OAK POINT	Waterfront	120 South Oak Pointe Drive	Seneca	6	4	1	3	2597	3/3/2011	\$820,000	\$1,175,000	\$355,000	30% 336
WATERFORD RIDGE		614 Winterpine Court	Seneca	4	3	1	2	3800	3/4/2011	\$421,000	\$749,000	\$328,000	44% 739
LAKESIDE ESTATE	Waterfront	105 Meadowcrest Dr.	Seneca	4	3	0	2	3826	3/9/2011	\$400,000	\$625,000	\$225,000	36% 462
WATERSIDECROSSI		111 N Waterside Drive	Seneca	4	3	1	2	3229	3/14/2011	\$405,000	\$499,500	\$94,500	19% 235
KEOWEE KEY		1 Breakers Court	Salem	4	3	0	2	3000	3/15/2011	\$200,000	\$259,900	\$59,900	23% 183
BACKWATER LANDING		#96 Melton Road	West Union	2	2	0	0	1100	3/15/2011	\$160,000	\$195,000	\$35,000	18% 347
KEOWEE BAY		503 Keowee Bay Circle	Salem	3	2	0	0	1800	3/15/2011	\$175,000	\$285,000	\$110,000	39% 770
KEOWEE KEY		18 Golf Green Lane	Salem	3	2	1	2	2350	3/18/2011	\$242,500	\$329,000	\$86,500	26% 1068
HARBOR PLUS ON KEOWEE		131 Briar Ct	Seneca	3	2	0	1	1177	3/23/2011	\$110,000	\$149,000	\$39,000	26% 33
KEOWEE KEY		6 Golf Green Lane	Salem	3	2	1	2	2100	3/24/2011	\$160,000	\$249,000	\$89,000	36% 374
WATERS EDGE		300 Ridgeside Court	West Union	3	3	0	2	2300	3/25/2011	\$169,671	\$188,000	\$18,329	10% 144
Count:	12								Totals:	\$3,762,671	\$5,202,400	\$1,439,729	
Results for March				Monthly Averages:	3.50	2.58	0.50	1.67	2,507	\$313,556	\$433,533	\$119,977	28% 397
KEOWEE KEY		12 Coxswain Place	Salem	4	3	1	2	4500	4/4/2011	\$355,000	\$464,900	\$109,900	24% 445
WATERFORD POINTE - OCONEE	Waterfront	805 Treehaven Court	Seneca	5	5	1	3	5135	4/11/2011	\$1,100,000	\$1,295,000	\$195,000	15% 233
KEOWEE KEY	Waterfront	8 Skipper	Salem	3	3	1	2	5010	4/11/2011	\$620,000	\$799,000	\$179,000	22% 269
KEOWEE KEY	Waterfront	40 Quartermaster Drive	Salem	5	4	0	2	3717	4/14/2011	\$1,100,000	\$1,250,000	\$150,000	12% 240
FAIRVIEW COVE	Waterfront	209 Fairview Cove Road	Seneca	5	4	1	2	4242	4/18/2011	\$875,000	\$1,199,900	\$324,900	27% 544
KEOWEE KEY	Waterfront	9 Rum Row Court	Salem	4	4	1	2	4600	4/25/2011	\$600,000	\$749,000	\$149,000	20% 298
KEOWEE KEY		201 Long Reach Drive	Salem	3	2	0	2	1650	4/27/2011	\$288,000	\$240,000	(\$48,000)	-20% 230
KEOWEE KEY		23 Tide Turn Drive	Salem	2	2	0	2	1700	4/27/2011	\$140,000	\$195,000	\$55,000	28% 266
CLIFFS AT KEOWEE FALLS NORTH	Waterfront	688 Lake Breeze Lane	Salem	5	5	1	2	5990	4/29/2011	\$1,850,000	\$1,995,000	\$145,000	7% 413
Count:	9								Totals:	\$6,928,000	\$8,187,800	\$1,259,800	
Results for April				Monthly Averages:	4.00	3.56	0.67	2.11	4,060	\$769,778	\$909,756	\$139,978	15% 326
Three Month Count:	32								Three Month Total:	\$19,347,671	\$25,083,600	\$5,735,929	
Results for Three Months				Three Month Averages:	3.78	3.19	0.63	1.94	3,419	\$604,615	\$783,863	\$179,248	23% 359

Bank Owned Property Range: Lake Keowee Subdivision Homes

Short Sale Closed: Based on information from the Western Upstate Multiple Listing Service for the period February 1, 2011 thru April 30, 2011

We Understand how to deal in this market. It takes three things to sell a home. We call them the three Ps of real estate: **Preparation, Positioning and Promotion.** Give us a call and we'll tell you more. There's no obligation on your part.





"Ready for Action" ©Copyright 2011 Integrity Realty, Inc.

Footnotes:

Lake Keowee Homes*¹ means waterfront and interior homes in subdivisions that share a boundary with Lake Keowee.

Inventory*² means current volume (in units or dollars) of Lake Keowee Homes offered for sale.

Sold*³ means aggregate value (in units or dollars) of Lake Keowee Home contracts reported as closed during the period indicated.

Source: Western Upstate Multiple Listing Service for the periods indicated. Some transactions are not reported by the MLS. Examples include but are not limited to: sales by unrepresented sellers, sales by large developers not actively participating in the MLS (*Cliffs Communities Real Estate, Inc., The Reserve at Lake Keowee®*, etc.), sales resulting from foreclosure auctions and tax sales. "On Market" time may be longer and "Original Price" may have been higher. These statistics are only reported for the most recent listing. There may have been one or more earlier listings of a given property. The data is deemed reliable but is not guaranteed. This *Integrity Market Report* does not provide investment advice.

