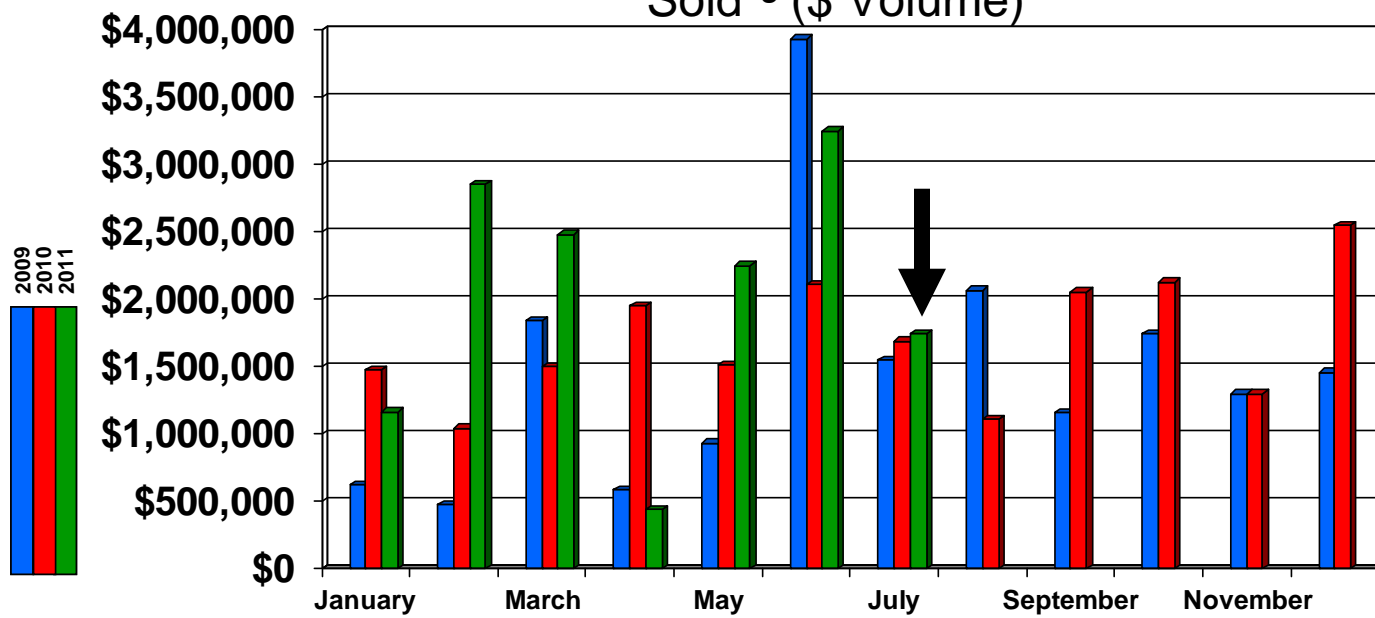


A LITTLE BETTER, STILL

Sold*3 (\$ Volume)



Based on information from the Western Upstate Multiple Listing Service for the Period January 1, 2009 through July 31, 2011

Lake Keowee Lots*1

The chart shows Lake Keowee Lot sales from January 1, 2009 through July, 2011 as reported by the Western Upstate Multiple Listing Service. The chart includes only waterfront lots on Lake Keowee (*"The Market"*). Things are still improving. June sales, which in our last report we stated as eight lots, turned out to be fourteen lot when delayed results from an auction of six lots were finally reported. These weren't "heavyweight" lots, but they brought the June sales volume up to \$3,246,800. The re-stated results for June were about 54% over the sales volume experienced in the prior June, 2010.

July's sales of eight waterfront lots generated about \$1,740,000 making the price of an average lot sold about \$218,000. Although the July sales were substantially less than the sales volume experience in May and the restated volume for June, the three 2011 months taken together remained about 37% ahead of the comparable period from 2010.

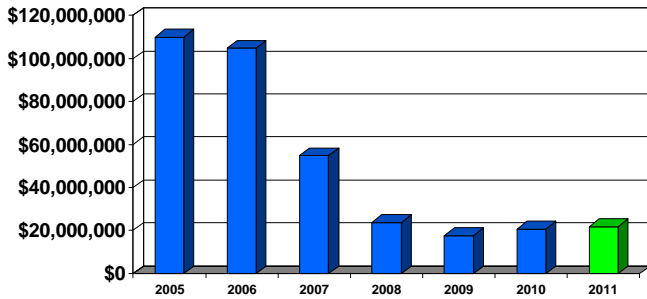
We remain convinced that the Lake Keowee Waterfront lot market is continuing to stabilize. It is a great time to buy. There's a broad choice of lots and prices are low. But remember, Duke Energy made only so much Lake Keowee Waterfront.



Integrity Realty, Inc.

Annual Market Trending

Annual Market
(Total Market by Year)

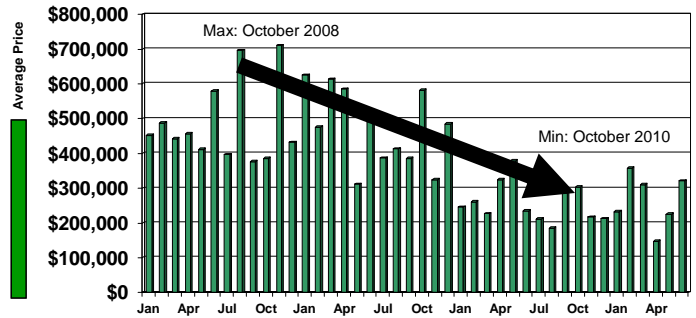


Lake Keowee Lots*1

This chart shows trends in *The Market* since 2005. Sales volume peaked in 2005 at just about \$110,000,000. It's clear that the market "bottomed out" in 2009. We now expect 2011 (estimated in green) sales to be about \$22,000,000, about 7% greater than 2010.

Average Price of Lot Sold

(January, 2008 through March, 2011)



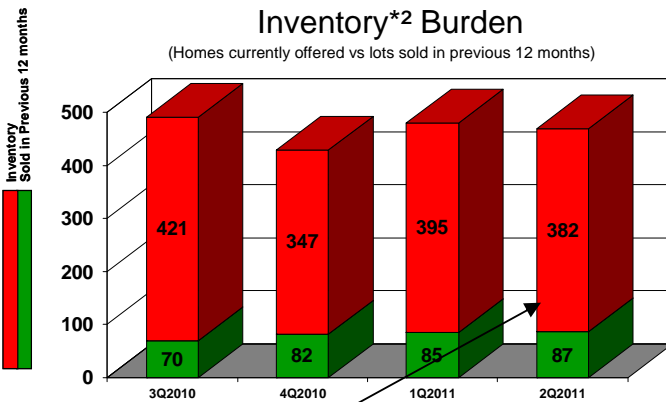
Lake Keowee Lots*1

The average price of a lot sold peaked in October, 2008. Since then this market measure had dropped rapidly but now seems to be leveling off. Because sales volume has diminished, the sale (or lack of sale) of very high-end lots greatly influenced these averages.

Inventory*2 Dynamics

Inventory*2 Burden

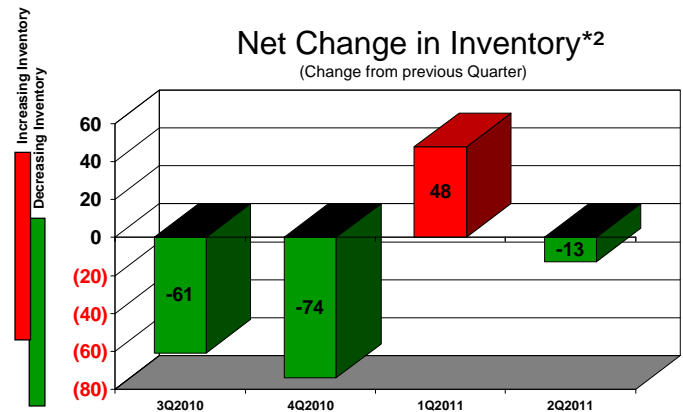
(Homes currently offered vs lots sold in previous 12 months)



Lake Keowee Lots*1

Net Change in Inventory*2

(Change from previous Quarter)



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 lots being offered (red). In the twelve months that ended on June 30, 2011 (the "2Q2011" stack on the left hand chart above) 87 lots valued at \$23,000,000 sold. As of July 20, 2011 there was a total of 382 such lots being offered asking an aggregate of \$154,000,000. The inventory is generally cyclic. It typically builds in the first and second quarter of each year as new properties are brought to market. When most of these properties remain unsold, they are withdrawn over the third and fourth quarters; only to return in the following year. This year, however, inventory dropped unexpectedly in the second quarter. By dollar volume, the current unsold inventory represents about seven years sales. By lot count, the inventory is a little over four years. Although we expect that the volume of lot sales will increase, the depth of inventory will keep pressure on pricing.



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 Lots*1 - Sold*3 May, 2011 through July, 2011

Community	Type	Address	City	Closed	Sold	Initial	Discount	%	DOM
WATERSIDECROSSI	Waterfront	Lot 185	Seneca	5/4/2011	\$203,000	\$224,000	\$21,000	9%	91
THE RESERVE AT LAKE KEOWEE	Waterfront	309 E Fort George Way	Sunset	5/6/2011	\$450,000	\$500,000	\$50,000	10%	2
THE RESERVE AT LAKE KEOWEE	Waterfront	425 Augusta Way	Sunset	5/11/2011	\$130,000	\$149,900	\$19,900	13%	48
KEOWEE BAY	Waterfront	Lot 37 Keowee Bay Circle	Salem	5/11/2011	\$71,000	\$79,900	\$8,900	11%	111
BEACON SHORES	Waterfront	77 Clifton Ct.	Seneca	5/19/2011	\$290,000	\$385,000	\$95,000	25%	183
WILDERNESS COVE	Waterfront	Lot 21	West Union	5/20/2011	\$50,350	\$85,900	\$35,550	41%	258
RIVERSTONE	Waterfront	Lot 14 Rocky Springs Drive	Salem	5/23/2011	\$274,500	\$499,000	\$224,500	45%	857
POINTE HARBOR	Waterfront	Lot 1	Seneca	5/23/2011	\$220,000	\$239,000	\$19,000	8%	71
LAUREL POINTE	Waterfront	Lot 7	Seneca	5/26/2011	\$65,500	\$130,000	\$64,500	50%	259
THE RESERVE AT LAKE KEOWEE	Waterfront	Lot E 163	Sunset	5/31/2011	\$497,000	\$599,000	\$102,000	17%	320
Count:	10				Totals: \$2,251,350	\$2,891,700	\$640,350		
Results for May					Average: \$225,135	\$289,170	\$64,035	22%	220
THE RESERVE AT LAKE KEOWEE	Waterfront	835 Top Ridge Drive	Sunset	6/1/2011	\$625,000	\$699,950	\$74,950	11%	45
OTHER	Waterfront	Lot 8 Meares Road	Seneca	6/3/2011	\$138,500	\$150,000	\$11,500	8%	141
WATERSIDECROSSI	Waterfront	Lot 78	Seneca	6/10/2011	\$280,000	\$299,900	\$19,900	7%	66
SOUTHWIND BAY	Waterfront	Lot 36	Seneca	6/13/2011	\$185,000	\$249,900	\$64,900	26%	300
OTHER	Waterfront	Lot 10 Meares Road	Seneca	6/3/2011	\$140,250	\$150,000	\$9,750	7%	141
CLEAR WATER	Waterfront	Lot 28	Seneca	6/24/2011	\$90,000	\$159,900	\$69,900	44%	381
CRESTVIEW SUBD.	Waterfront	Lot 22 Crest Pointe Drive	Seneca	6/27/2011	\$600,000	\$699,000	\$99,000	14%	60
WATERSIDECROSSI	Waterfront	183 Sunset Court	Seneca	6/29/2011	\$485,000	\$495,000	\$10,000	2%	8
THE RESERVE AT LAKE KEOWEE	Waterfront	306 Cool Water Way	Sunset	6/29/2011	\$209,900	\$249,000	\$39,100	16%	97
OTHER	Waterfront	Lot 3 Meares Road	Seneca	6/30/2011	\$107,250	\$150,000	\$42,750	29%	168
OTHER	Waterfront	Lot 7 Meares Road	Seneca	6/30/2011	\$104,500	\$150,000	\$45,500	30%	168
OTHER	Waterfront	Lot 6 Meares Road	Seneca	6/30/2011	\$99,000	\$150,000	\$51,000	34%	168
OTHER	Waterfront	Lot 4 Meares Road	Seneca	6/30/2011	\$92,400	\$150,000	\$57,600	38%	168
RIVERSTONE	Waterfront	Lot 20	Salem	6/30/2011	\$90,000	\$224,900	\$134,900	60%	856
Count:	14				Totals: \$3,246,800	\$3,977,550	\$730,750		
Results for June					Average: \$231,914	\$284,111	\$52,196	18%	198
CLIFFS AT KEOWEE	Waterfront	Lot 63	Sunset	7/2/2011	\$312,000	\$395,000	\$83,000	21%	1060
LAKESIDE POINTE	Waterfront	Lot 5	Seneca	7/5/2011	\$280,000	\$420,000	\$140,000	33%	1058
WATERFORD POINTE - OCONEE	Waterfront	Lot 227	Seneca	7/15/2011	\$230,000	\$239,000	\$9,000	4%	101
POINTE HARBOR	Waterfront	Lot 47	Seneca	7/15/2011	\$135,000	\$299,000	\$164,000	55%	746
OTHER	Waterfront	Lot 5 Meares Road	Seneca	7/25/2011	\$94,600	\$149,000	\$54,400	37%	101
THE RESERVE AT LAKE KEOWEE	Waterfront	160 South Falls Road	Sunset	7/26/2011	\$399,900	\$698,000	\$298,100	43%	1286
THE COVE	Waterfront	Lot 14	Salem	7/29/2011	\$210,000	\$220,000	\$10,000	5%	182
CLEAR WATER	Waterfront	Lot 21	Seneca	7/29/2011	\$80,000	\$129,000	\$49,000	38%	314
Count:	8				Totals: \$1,741,500	\$2,549,000	\$807,500		
Results for July					Average: \$217,688	\$318,625	\$100,938	32%	606
Count:	32				Totals: \$7,239,650	\$9,418,250	\$2,178,600		
Results for Three Months					Average: \$226,239	\$294,320	\$68,081	23%	307

Bank Owned Property
Short Sale

Range: Lake Keowee Waterfront Lots
Closed: Based on information from the Western Upstate Multiple Listing Service for the period May 1, 2011 through July 31, 2011

We Understand how to deal in this market. It takes three things to sell a lot. 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.





"Mountain Lake" ©Copyright 2011 Integrity Realty, Inc.

Footnotes:

Lake Keowee Lots*1 means waterfront lots.

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

Sold*3 means aggregate value (in units or dollars) of Lake Keowee Lot 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.

