

Market Report – November 2013[©]

for Naples, Bonita, Estero Market Areas



LISTED, PENDED, CLOSED YEAR TO DATE NOVEMBER 2013

Bring Your Highest Expectations™

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2013	16,431	15,491	11,226	\$430,207	\$245,000
2012	17,238	14,053	10,356	\$379,788	\$210,000
2011	18,078	13,700	9,772	\$367,332	\$187,000
2010	20,978	14,092	9,176	\$359,842	\$185,000
2009	21,880	13,754	8,059	\$340,586	\$185,000
2008	24,185	7,979	5,714	\$514,515	\$294,500

LISTED, PENDED, CLOSED MONTH OF NOVEMBER 2013

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2013	1,490	1,293	741	\$379,826	\$248,000
2012	1,639	1,131	845	\$429,631	\$218,000
2011	1,740	1,037	662	\$342,978	\$166,000
2010	1,954	1,116	627	\$314,597	\$170,000
2009	1,772	1,180	676	\$313,022	\$180,000
2008	2,134	673	380	\$360,714	\$204,000

BREAKDOWN BY PRICE CATEGORY YEAR TO DATE NOVEMBER 2013 (This chart shows the percentage of the market represented by each price segment.)

Range (000's)	LISTED		PENDED		CLOSED	
	UNITS	%	UNITS	%	UNITS	%
\$0 - \$250	7,428	45.2%	7,968	51.4%	5,734	51.1%
\$250 - \$500	5,046	30.7%	4,418	28.5%	3,189	28.4%
\$500 - \$750	1,598	9.7%	1,312	8.5%	993	8.9%
\$750 - \$1M	807	4.9%	600	3.9%	449	4.0%
\$1M - \$2M	962	5.9%	772	5.0%	555	4.8%
\$2M - \$5M	492	3.0%	369	2.4%	264	2.4%
\$5M +	98	0.6%	52	0.3%	42	0.4%

CLOSED SALES

- Year to date, the average sales price is 13% higher than 2012 and the median sales price is up 17%. The average days on market is down 15% from prior year (145 days vs. 171).
- Through November, the number of closed sales in the luxury home market is up 23% from the same period 2012 (861 to 702).
- The Port Royal area has the highest average sales price in the luxury home market (\$4,881,736) with 53 closed sales.

PENDED SALES

- Year to date, the number of pended sales in the luxury home market are up 30% from the previous year.
- Less than 50% of Pended Sales in November were priced below \$500,000, down from 57% a year ago.

NEW LISTINGS

- On December 1, 2013, available inventory in the combined Naples, Bonita Springs and Estero market stands at 5,656 units (2,820 single family homes and 2,836 condominiums). This represents a 5.6 month supply based on the number of closings in the past 12 months.
- Available inventory in the Naples condominium market is up 8% (2,025 to 2,179). A majority of the condominiums for sale are in the Crayton Road area with an average list price of \$1,240,000.

John R. Wood Properties, *Bring Your Highest Expectations.*

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