Market Report – July 2014©

Naples, Bonita, Estero Market Area

1958 JOHN R. WOOD PROPERTIES

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LISTED, PENDED, CLOSED YEAR TO DATE JULY 2014

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2014	11,353	12,001	8,433	$486,184	$264,999
2013	11,061	10,473	7,743	$440,799	$230,000
2012	11,172	9,707	7,152	$390,073	$215,000
2011	11,901	9,979	6,989	$381,874	$195,000
2010	13,751	9,929	6,607	$380,802	$195,000
2009	14,864	8,913	5,182	$349,140	$180,000
2008	16,325	5,195	3,860	$560,732	$320,000

LISTED, PENDED, CLOSED MONTH OF JULY 2014

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2014	1,222	1,326	944	$442,601	$265,000
2013	1,262	1,221	1,010	$425,570	$230,000
2012	1,318	1,035	776	$361,024	$196,450
2011	1,338	874	761	$400,324	$200,000
2010	1,629	1,009	738	$465,800	$190,000
2009	1,830	1,242	840	$328,640	$178,250
2008	1,908	698	518	$470,696	$275,000

BREAKDOWN BY PRICE CATEGORY YEAR TO DATE JULY 2014

(This chart shows the percentage of the market represented by each price segment.)

Range (000's)	LISTED		PENDED		CLOSED	
	UNITS	%	UNITS	%	UNITS	%
$0 - $250	4,488	40%	5,496	46%	3,896	46%
$250 - $500	3,791	33%	3,732	31%	2,572	30%
$500 - $750	1,242	11%	1,103	9%	772	9%
$750 - $1M	578	5%	542	5%	365	4%
$1M - $2M	782	7%	695	6%	517	6%
$2M - $5M	374	3%	362	3%	263	3%
$5M +	98	1%	71	1%	48	1%

CLOSED SALES

- Year-to-date closed sales volume increased 17% from 2013 and is at the highest level since 2005. Sales greater than $1,000,000 were a major factor in the large increase in sales volume, with a 28% increase in total number of sales from the previous year (647 vs 828).
- Sales below $250,000 had the largest increase in average sales price when compared to July 2013 ($165,758 vs. $155,633, a 7% increase). The average days on market for product under $250,000 is at the lowest level for any time period since 2000 (75 days).

PENDED SALES

- Pended sales greater than $5,000,000 increased from one unit in July 2013 to seven units in July 2014. Five of the pended sales in July 2014 were in the Pine Ridge, Crayton Road and Port Royal/Aqualane areas of Naples.
- All price segments show increases in number of pended sales year-to-date, with the highest percentage increase in the segment above $2,000,000.

NEW LISTINGS/INVENTORY

- During July, new listings from $500,000 to $750,000 increased the greatest from the previous year (106 vs 138, 30% increase). The average list price for all price segements on August 1, 2014 is $831,370, which is a 9% increase from August 1, 2013.
- On August 1, 2014, available inventory in the combined Naples, Bonita Springs and Estero market stands at 4,550 units (2,471 single family homes and 2,079 condominiums). This represents a 4.3 month supply based on the number of closings in the past 12 months and a 9% decrease since August 1, 2013 (5,021 units vs 4,550).

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

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