

Market Report – October 2014[©]

Naples, Bonita, Estero Market Area



Bring Your Highest Expectations™

LISTED, PENDED, CLOSED YEAR TO DATE OCTOBER 2014

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2014	15,645	15,949	11,221	\$477,312	\$265,000
2013	14,941	14,198	10,383	\$435,814	\$245,000
2012	15,599	12,922	9,511	\$375,360	\$210,000
2011	16,338	12,663	9,110	\$369,101	\$190,000
2010	19,024	12,976	8,549	\$363,161	\$187,000
2009	20,108	12,574	7,383	\$343,110	\$180,000
2008	22,051	7,306	5,334	\$525,472	\$300,000

LISTED, PENDED, CLOSED MONTH OF OCTOBER 2014

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2014	1,692	1,420	925	\$454,532	\$267,500
2013	1,590	1,254	817	\$405,564	\$255,000
2012	1,792	1,157	817	\$325,819	\$200,000
2011	1,486	967	647	\$324,136	\$170,000
2010	1,967	1,041	571	\$332,764	\$170,000
2009	1,953	1,264	737	\$324,522	\$190,000
2008	2,174	699	495	\$426,690	\$240,000

BREAKDOWN BY PRICE CATEGORY YEAR TO DATE OCTOBER 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	6,058	39%	7,349	46%	5,153	46%
\$250 - \$500	5,327	34%	5,056	32%	3,536	31%
\$500 - \$750	1,701	11%	1,427	9%	1,039	9%
\$750 - \$1M	816	5%	692	4%	478	4%
\$1M - \$2M	1,072	7%	889	6%	634	6%
\$2M - \$5M	532	3%	441	3%	315	3%
\$5M +	139	1%	95	1%	66	1%

CLOSED SALES

- Closed Sales during October 2014 are the highest on record for the month, and 13% above October 2013. In the luxury home market above \$1,000,000, the number of closed sales year-to-date increased 24% (1015 v 816).
- Average sales price year-to-date is at its highest level since 2008, but remains 30% below the high for this period established in 2007.

PENDED SALES

- Pended Sales for the month of October increased 13% over October 2013, and are the highest on record for the month.
- The number of pended sales above \$1,000,000 increased 67% over October 2013 (127 v 76).

NEW LISTINGS/INVENTORY

- On November 1, 2014, available inventory in the combined Naples, Bonita Springs and Estero market stands at 4,834 units (2,658 single family homes and 2,176 condominiums). This represents a 4.5 month supply based on the number of closings in the past 12 months, and is a 10% decline from October 2013.
- Year-to-date the number of new listings priced above \$1,000,000 is up 26% over prior year.

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

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