

# Market Report – January 2015<sup>©</sup>

Naples, Bonita, Estero Market Area



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## LISTED, PENDED, CLOSED PAST 12 MONTHS

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE
2015	18,371	18,340	13,146	\$476,511
2014	17,732	16,864	12,217	\$439,112
2013	18,814	15,107	11,283	\$383,930
2012	19,462	14,610	10,500	\$365,369
2011	22,505	15,234	9,963	\$356,370
2010	23,133	15,332	9,133	\$343,062
2009	25,824	9,088	6,298	\$480,055

## LISTED, PENDED, CLOSED MONTH OF JANUARY 2015

YEAR	LISTED	PENDED	CLOSED	MEDIAN SALES PRICE
2015	2,180	1,654	798	\$307,000
2014	2,242	1,724	923	\$268,647
2013	2,310	1,464	723	\$217,500
2012	2,126	1,398	715	\$195,000
2011	2,316	1,506	709	\$165,000
2010	2,423	1,420	713	\$184,450
2009	2,830	955	439	\$190,000

## BREAKDOWN BY PRICE CATEGORY PAST 12 MONTHS

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

Range (000's)	LISTED		PENDED		CLOSED	
	UNITS	%	UNITS	%	UNITS	%
\$0 - \$250	6,768	37%	8,200	45%	5,919	45%
\$250 - \$500	6,479	35%	6,021	33%	4,255	32%
\$500 - \$750	2,015	11%	1,657	9%	1,233	9%
\$750 - \$1M	959	5%	799	4%	554	4%
\$1M - \$2M	1,278	7%	1,038	6%	751	6%
\$2M - \$5M	690	4%	509	3%	362	3%
\$5M +	182	1%	116	1%	72	1%

### CLOSED SALES

- The number of closed sales during the past 12 months continues to show a gain over prior year even though sales in the month of January slowed from the January 2014 level.
- The number of January closings is the second highest on record for the month (2000 – 2015).
- The number of closings in the past 12 months priced above \$2 million outpaced all other price categories with a 25% increase over prior year.

### PENDED SALES

- January pended sales in Naples remained approximately the same as 2014 (down less than 2%) while Bonita/Estero pended sales declined 11%.
- January pended sales is the second highest on record for the month, exceeded only by January 2014, which replaced January 2005 as the new high for the month.

### NEW LISTINGS/INVENTORY

- On February 1, 2015, available inventory in the combined Naples, Bonita Springs, Estero market stands at 5,380 units (2,353 condominiums and 3,027 single family homes). This is a 9% decrease from February 1, 2014 and represents a 4.9 month supply based on closings for the past 12 months (supply on this date 2014 was 5.8 months).
- In Naples, the supply of condominiums decreased 18% while the number of available single family homes increased by approximately 5%. In Bonita/Estero both condominium and single family home supplies decreased, with condominiums down 27% and single family homes down 7%.

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

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