Market Report – February 2015©

Naples, Bonita, Estero Market Area

1958 JOHN R. WOOD PROPERTIES

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LISTED, PENDED, CLOSED PAST 12 MONTHS

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE
2015	18,408	18,397	13,092	$478,333
2014	17,786	17,151	12,249	$448,706
2013	18,841	15,046	11,356	$386,385
2012	19,401	14,562	10,494	$366,254
2011	22,268	15,442	10,045	$359,180
2010	23,027	15,694	9,346	$340,091
2009	25,644	9,456	6,431	$458,611

LISTED, PENDED, CLOSED MONTH OF FEBRUARY 2015

YEAR	LISTED	PENDED	CLOSED
2015	1,886	1,931	851
2014	1,849	1,874	943
2013	1,795	1,587	911
2012	1,768	1,648	838
2011	1,829	1,696	844
2010	2,066	1,488	762
2009	2,172	1,126	549

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	6,555	36%	8,060	44%	5,842	45%
$250 - $500	6,669	36%	6,199	34%	4,289	33%
$500 - $750	2,046	11%	1,643	9%	1,229	9%
$750 - $1M	977	5%	815	4%	554	4%
$1M - $2M	1,286	7%	1,038	6%	750	6%
$2M - $5M	700	4%	516	3%	351	3%
$5M +	175	1%	126	1%	77	1%

CLOSED SALES

- Properties priced above $5 million posted the largest percentage gain in the number of closed units, up 48% over the previous 12 months (77 vs 52).
- Average sales price increased 6.6% over prior year following a 16% increase for February 2013 – February 2014.
- Closings for the month of February decreased approximately 10% from February 2014. This was driven largely by decreases in the $750,000 - $1million segment (down 30%) and the $2 million to $5 million range (down 35%).

PENDED SALES

- Pended sales for the month of February remained approximately the same as last year in the Naples market (up less than 2%), while Bonita Springs / Estero posted an 8% gain for the month.
- February pended sales are the highest on record for the month (2003 – 2015).

NEW LISTINGS/INVENTORY

- On March 1, 2015, available inventory in the combined Naples, Bonita Springs, Estero market stands at 5,400 units (3,152 single family homes and 2,248 condominiums). This represents a 4.9 month supply, based on closings for the past 12 months and a 12% decrease from March 1, 2014.

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

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