



2015 Marco Island Market Report

2015 Comparison



Chart A. 15 Year Market Trends

Another stellar year in real estate with positive indicators across the board. The theme

for Marco Island for 2015 was price appreciation and declining inventory.

- **Prices increased by 12.87%;**
- **Inventory declined by 7.29%;**
- **For the third year in a row, there were more sales than inventory.**

	2014	2015	% Change
Closed Sales	1177	1179	.16%
Inventory (Properties for Sale)	987	915	-7.29%
Avg. Sale Price	\$575,518	\$649,630	12.87%
List-to-Sell Ratio	93.77%	93.97%	.21%
Average Days on Market	201	188	-6.53%

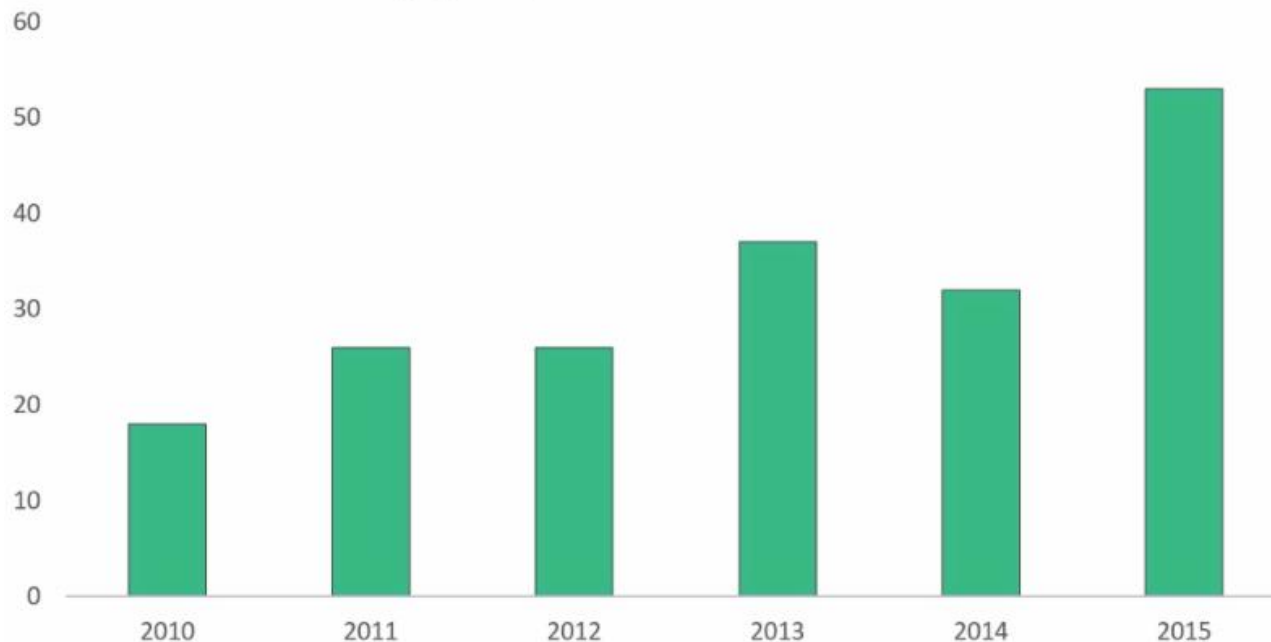
Table B. Year-over-Year Market Indicators Comparison

List-to-Sell Ratio summary:

- **2014, a property with a list price of \$1,000,000, would on average sell for \$937,700.**
- **2015, a property with a list price of \$1,000,000, would on average sell for \$939,700.**

Not only are prices increasing across Marco Island, but also, the negotiating power of the Seller is increasing since properties are selling slightly closer to list price.

Another area of the market with dramatic growth was the luxury real estate market which grew by 65%. In 2015, there were 53 sales with a list price in excess of \$2,000,000 versus only 32 in 2014.

\$2,000,000+ SALES TRENDS**Chart C. Luxury Sales Trends**

What does the fifteen year comparison of market trends for Marco Island show (**Chart A. 15 Year Market Trends**)? All positive news - prices are up, inventory is declining, and sales are increasing at a relatively stable pace.

Other Exciting Indicators

1. Since the peak of the real estate market (2004-2005), we reported the lowest average sale price in 2012, with an average sale price of \$491,653; however, this price was still higher than the average sale price of pre-peak pricing of \$465,328 in 2003.

- **Post Peak lowest average sale price: \$491,653 (2012)**
- **Pre-Peak average sale price: \$465,328 (2003)**
- **2015 average sale price: \$649,630 (2015)**

2. In 2012, inventory and yearly sales were almost break-even. Since 2012, sales have consistently, and increasingly, surpassed inventory.

3. The market conditions today are dramatically different than the peak of the real estate market (2004-2005).

- As you can see from [Chart A -15 Year Market Trends](#), sales dramatically increased and inventory substantially decreased at the peak of the real estate market (2004-2005). As many may recall, we experienced low barriers to lending which escalated the buying frenzy.
- In contrast, today, there is a significant decline in inventory while sales have increased marginally. Today, reports indicate that our local Buyers are predominantly cash buyers.

Monthly Overview

Unfortunately, the warmer fall and winter weather up north delayed our traditional buying spree at the end of 2015. For December 2015, closed sales reported a decline of 18.09% from December 2014. However, on a positive note, inventory continued to decline by 7.29%.

Table D. Year-over-Year Comparison of Market Indicators

	December 2014	December 2015	% Change
Inventory	987	915	-7.29%
Closed Sales	94	77	-18.09%

What's Hot?

When we look at what's hot, we compared the ratio of inventory to 2015 number of sales. We rated several market segments by lowest to highest.

1. For the year, **inland homes** (excluding Hideaway & Estates), were the strongest segment of the market with 61 homes for sale and 116 closed and pending sales.
2. **Beachfront Condominiums** came in a close second with 155 condominiums for sale and 244 closed and pending sales for the year. The Royalty Buildings (Prince, Princess, and Duchess) and the condominiums in Hideaway Beach were two areas that helped contribute to the strength of the beachfront market.
3. Water indirect homes had only 108 homes for sale versus 162 closed and pending sales.

	Inventory	#Closed	#Pending	List Price Range
Royalty Buildings (Prince, Princess, & Duchess)	6	13	0	\$750,000 to \$1,299,000
Homes - Inland (excludes Hideaway & Estates)	61	106	10	\$279,000 to \$989,000
Hideaway Condominiums	18	3	27	\$699,000 to \$1,700,000
Beachfront Condominiums	155	224	20	\$260,000 to \$7,245,000
Water Indirect Homes	108	144	18	\$509,700 to \$3,272,716
Homes - Water Direct (excludes Estates & Key Marco)	110	100	9	\$598,000 to \$5,950,000
Cape Marco & Madeira	33	28	1	\$1,575,000 to \$7,245,000
Estates - Water Direct Homes	30	18	2	\$1,725,000 to \$9,990,000

Table D. Inventory to Sales Comparison for Select Market Segments (data from 1/14/16)

For information on the Naples Real Estate Market Report, reference the following link:

[Naples Market Report](#)

Exciting Properties for Sale on Marco Island?

<p>162 South Beach HIDEAWAY BEACH \$8,500,000 Pinnacle of Luxury Living Rarely available beachfront</p> <p><u>VT - Pinnacle of Beachfront Living</u></p>	<p><u>SOLD - \$1,800,000</u> 5000 Royal Marco Way #734 HIDEAWAY BEACH Last remaining front unit for sale in Riviera w/ stunning views. <u>VT - Riviera 734</u></p>	<p><u>SOLD - \$1,600,000</u> 2000 Royal Marco Way BC12 HIDEAWAY BEACH Rarely available, each walkout condominium. <u>VT - Beach Cottage 12</u></p>
<p>Madeira #403 \$4,500,000 Contemporary elegance with spectacular, long beach views! Enjoy the elegance of the newest beachfront condominium on Marco Island & convenient to the Marriott. <u>VT - Madeira 403</u></p>	<p><u>JUST LISTED - WATER DIRECT TIP LOT-Tigertail</u> 680 Dorando Ct \$2,395,000 Boaters delight, desirable Tigertail water direct tip home with 171' of water frontage. <u>VT 680 Dorando</u></p>	<p>Duchess PH-C \$875,000 Southern exposure penthouse in the sky. Higher ceilings, top floor unit with stunning beach views. <u>VT - Duchess PHC</u></p>
<p><u>Esplanade 2 #207</u> \$750,000 Professionally decorated, rarely available, 3 bed/3 bath luxury condominium. <u>VT - Esplanade 2 #207</u></p>	<p><u>Water Direct - 15 Blue Hill Ct</u> \$800,000 Unique location w/ stunning bay views & private mangroves. <u>VT - WD 15 Blue Hill</u></p>	<p>760 Inlet Drive - <u>ESTATES</u> \$1,595,000 Roberts Bay to Barfield Bay views from this estate home. <u>VT-760 Inlet</u></p>
<p><u>Esplanade T-Docks</u> C-115 - 60' slip - \$435,000 C-105 - 30' slip - \$110,000 D-111 - 30' slip - \$105,000 Pier 81 Dock - A-17 - \$44,900</p>	<p>HIDEAWAY BEACH 2 Gulf & Beach View Lots 740 Waterside Drive - steps to beach and boardwalk \$399,000 648 Waterside Drive - Private lot</p>	<p><u>JUST LISTED - LUXURY PRINCE UNIT</u> Prince 706 \$895,000 Luxury finishes with stunning beach views.</p>

location \$595,000

[VT Prince 706](#)



A recap of the real estate market conditions today: low inventory, price appreciation, nominal increase in sales volume, and predominantly cash purchases for real estate.

For more information on the Marco Island Real Estate Market, contact your knowledgeable and experienced Realtor, Natalie Kirstein.

Natalie is Selling Marco's Luxury Lifestyle!

Sincerely,

Natalie Kirstein

MBA, CLHMS

Million Dollar Guild - Institute of Luxury Home Marketing

2015 Average Sale Price of \$1,600,000

Top 10 Sales for Second Half of 2015 - Marco Island Area Association of Realtors

Feel free to forward market report to your family & friends interested in buying or selling on Marco Island.

*The best compliments we receive are referrals to our Team!
Your family and friends will be in great hands with us. Call us today!*

Disclosure: Based upon sales reports and data provided by the Marco Area Association of Realtors, from January 1, 2000 to January 14, 2016.

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John R. Wood Properties

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