

# Market Report – September 2010

## for Naples, Bonita, Estero Market Areas



LISTED, PENDED, CLOSED YEAR TO DATE SEPTEMBER 2010

The symbol of local knowledge

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2010	17,057	11,935	7,884	\$367,144	\$189,000
2009	18,155	11,310	6,646	\$345,171	\$185,000
2008	19,877	6,607	4,839	\$535,577	\$304,495
2007	20,929	5,275	4,109	\$682,783	\$381,000
2006	22,648	5,656	4,702	\$690,253	
2005	14,887	12,221	9,398	\$620,537	

LISTED, PENDED, CLOSED MONTH OF SEPTEMBER 2010

YEAR	LISTED	PENDED	CLOSED
2010	1,632	987	603
2009	1,715	1,167	733
2008	1,831	685	476
2007	1,753	331	306
2006	2,140	419	388
2005	1,739	852	814

BREAKDOWN BY PRICE CATEGORY YEAR TO DATE SEPTEMBER 2010 (This chart shows the percentage of the market represented by each price segment.)

RANGE	LISTED		PENDED		CLOSED	
	UNITS	%	UNITS	%	UNITS	%
0-\$250	8,994	52.73%	7,825	65.56%	4,909	62.27%
\$250-\$500	4,319	25.32%	2,431	20.37%	1,666	21.13%
\$500-\$750	1,351	7.92%	667	5.59%	549	6.96%
\$750-\$1M	783	4.59%	354	2.97%	237	3.01%
\$1-\$2M	1,019	5.97%	424	3.55%	340	4.31%
\$2-\$5M	507	2.97%	202	1.69%	158	2.00%
\$5M+	84	0.49%	32	0.27%	25	0.32%

### CLOSED SALES

- Closed sales units through September are up 19% over the same period 2009 and the highest for the period since 2005.
- Closed volume year-to-date is up 26%.
- Average sales price for the first nine months is up approximately 6% over 2009.
- Closed sales for the month of September are down 17% from September 2009, but remain the fourth strongest September since 2000.
- Closed sales priced above \$1,000,000 are up 38% through September when compared to prior year.

### PENDED SALES

- Pended sales units for September are down 15% from September 2009.
- The total number of pended sales year-to-date September is the highest for the period since 2005.
- Pended sales for properties priced above \$1,000,000 are up 27% through September over prior year.

### NEW LISTINGS

- The number of new listings placed on the market in September is down 5% from September 2009.
- The total number of new listings taken year-to-date September is at its lowest level for the period since 2005.
- Total available inventory in the Naples, Bonita Springs, Estero market on October 1, 2010 stands at 9,834 units (4,986 condominiums and 4,848 single family homes). This represents a 6% decline from October 1, 2009.