

# Market Report – July 2012<sup>©</sup>

## for Naples, Bonita, Estero Market Areas



LISTED, PENDED, CLOSED YEAR TO DATE JULY 2012

The symbol of local knowledge

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2012	11,172	9,707	7,049	\$391,970	\$199,000
2011	11,901	9,979	6,989	\$381,874	\$195,000
2010	13,751	9,929	6,607	\$380,802	\$195,000
2009	14,864	8,913	5,182	\$349,140	\$180,000
2008	16,325	5,195	3,860	\$560,732	\$320,000

LISTED, PENDED, CLOSED MONTH OF JULY 2012

YEAR	LISTED	PENDED	CLOSED
2012	1,318	1,035	722
2011	1,338	874	761
2010	1,629	1,009	738
2009	1,830	1,242	840
2008	1,908	698	518

BREAKDOWN BY PRICE CATEGORY YEAR TO DATE JULY 2012 (This chart shows the percentage of the market represented by each price segment.)

RANGE	LISTED		PENDED		CLOSED	
	UNITS	%	UNITS	%	UNITS	%
0-\$250	5,592	50.05%	5,723	58.96%	4,048	57.43%
\$250-\$500	2,990	26.76%	2,229	22.96%	1,641	23.28%
\$500-\$750	1,077	9.64%	730	7.52%	583	8.27%
\$750-\$1M	485	4.34%	337	3.47%	249	3.53%
\$1-\$2M	666	5.96%	439	4.52%	359	5.09%
\$2-\$5M	295	2.64%	223	2.30%	152	2.16%
\$5M+	67	0.60%	26	0.27%	17	0.24%

### CLOSED SALES

- Closed sales priced above \$1,000,000 remain strong with 528 closings during the first seven months of 2012 vs. 512 for the same period in 2011.
- Median sales price through the first seven months is up 11% over the same period 2009, with average sales price showing a similar increase.

### PENDED SALES

- Pended sales in July increased 18% over July 2011, with Naples up 17.5% and Bonita / Estero up 22%.
- The number of pended sales priced above \$1,000,000 jumped 50% for the month with 51 sales vs. 34 in July 2011.

### NEW LISTINGS

- New listings placed on the market in July is the lowest for the month since 2004.
- Available inventory in the Naples, Bonita Springs, Estero market on August 1, 2012 stands at 6,274 units (3,418 condominiums and 2,856 single family homes). This represents a 14% decline from August 1, 2011, and approximately a seven-month supply.