



3rd Quarter Market Report 2013



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Market Review – Third Quarter 2013

for Naples, Bonita, Estero Market Areas



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ACTIVE LISTING HISTORY BY PRICE SEGMENT

Price Segment	2007	2008	2009	2010	2011	2012	2013
\$0 - \$250,000	2,370	4,429	3,720	4,247	2,809	2,164	1,622
\$250,000 - \$500,000	6,008	4,389	3,068	2,603	2,189	1,800	1,523
\$500,000 - \$750,000	2,139	1,623	1,224	1,014	817	802	640
\$750,000 - \$1,000,000	1,061	897	759	588	546	419	373
\$1,000,000 - \$2,000,000	1,281	1,101	947	822	656	597	539
\$2,000,000 - \$5,000,000	678	636	601	457	360	293	294
Over \$5,000,000	125	137	123	103	82	76	84
Total	13,662	13,212	10,442	9,834	7,459	6,151	5,075

Exhibit 2

NEW LISTINGS AND PENDED SALES

Pended sales for the third quarter exceeded the number of new listings placed in inventory for the second consecutive quarter. The number of properties new to the market during the quarter decreased 10% from 3Q 2012, and is the lowest for the period since 2004. This trend is expected to continue in the coming months as demand remains strong and supply continues to diminish. (Exhibit 1)

Available inventory decreased to 5,075 single family homes and condominiums in the Naples, Bonita Springs, Estero combined market. This represents a 17% decrease from October 1, 2012 and a reduction of 63% from the peak in October 2007 when supply was at 13,662 units. (Exhibit 2)

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CLOSINGS AND AVERAGE SALES PRICE

Third quarter closings increased 22% from 3Q 2012 and are 169% higher than the low in 3Q 2007. This exceeds the previous high for the period and sets a new third quarter record of closed sales. The \$750,000 to \$1,000,000 price range posted the largest increase with closings up from 65 in Q3 2012 to 118 for the current quarter.

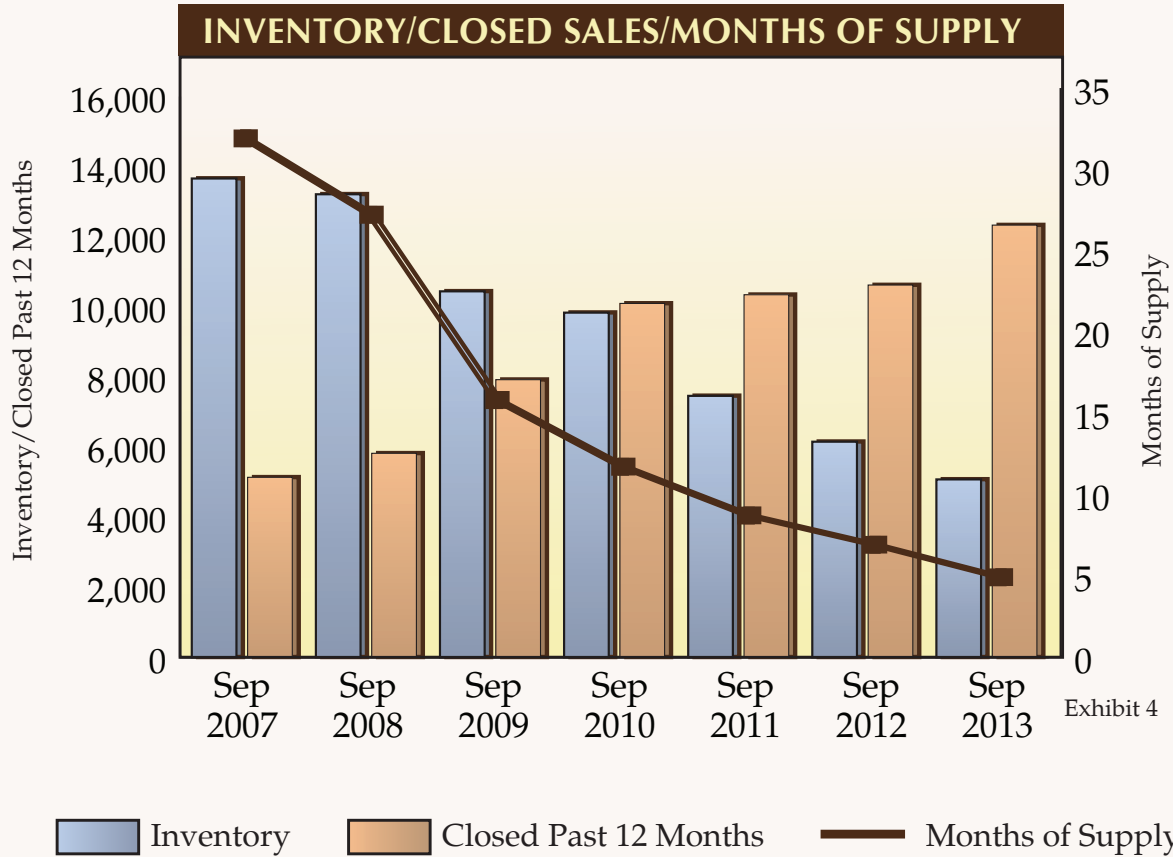
The market as a whole had an average sales price increase of 24% over the same quarter in 2012. Those properties priced over \$1,000,000 had the largest increase, up 14% over prior year. (Exhibit 3)

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INVENTORY/CLOSED SALES/MONTHS OF SUPPLY

Inventory for the quarter continued to decrease, as it has since Q3 2007 while the number of closings on a 12-month basis has steadily increased. The result is that the months of supply has declined from 31.9 months in Q2 2007 to its current level of slightly less than five months. (Exhibit 4)

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SUMMARY

Sales in all price ranges remained brisk during the third quarter as pending sales continued their upward trend. Properties priced under \$250,000 and those above \$1,000,000 posted significant gains in average sales price with under \$250,000 average up 13% and the estate market average (above \$1,000,000) up 14%. Other segments remained stable. Overall, average price for closed sales during the third quarter is at 2008 levels, but remains 34% below the peak for this quarter in 2006.

Demand is expected to remain strong into the 2014 season and although inventory typically increases during the first two quarters, demand will probably continue to outpace supply. New home product coming to market over the coming months may make up some of the shortage and help keep supply around the five month level. Price increases and available inventory vary greatly among various locations and property types, so buyers and sellers are advised to request specific data on properties in which there is a serious interest.

Contact your John R. Wood Realtors® Sales Professional for additional information or call our Customer Service Division at (239) 262-1900 or (877) 262-1300.