

Market Report – August 2010

for Naples, Bonita, Estero Market Areas



LISTED, PENDED, CLOSED YEAR TO DATE AUGUST 2010

The symbol of local knowledge

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2010	15,425	10,948	7,185	\$374,327	\$190,000
2009	16,440	10,143	5,913	\$345,688	\$185,000
2008	18,046	5,922	4,363	\$546,638	\$314,200
2007	19,176	4,944	3,803	\$690,044	\$385,000
2006	20,508	5,237	4,314	\$690,164	
2005	13,148	11,369	8,584	\$624,327	

LISTED, PENDED, CLOSED MONTH OF AUGUST 2010

YEAR	LISTED	PENDED	CLOSED
2010	1,674	1,019	640
2009	1,576	1,230	731
2008	1,721	727	503
2007	2,046	448	379
2006	2,081	503	395
2005	1,640	1,042	925

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

RANGE	LISTED		PENDED		CLOSED	
	UNITS	%	UNITS	%	UNITS	%
0-\$250	8,058	52.24%	7,113	64.97%	4,438	61.77%
\$250-\$500	3,945	25.58%	2,265	20.69%	1,533	21.34%
\$500-\$750	1,237	8.02%	622	5.68%	505	7.03%
\$750-\$1M	709	4.60%	324	2.96%	221	3.08%
\$1-\$2M	929	6.02%	402	3.67%	314	4.37%
\$2-\$5M	466	3.02%	190	1.74%	149	2.07%
\$5M+	81	0.53%	32	0.29%	25	0.35%

CLOSED SALES

- The number of closed sales through August is up 21.5% over the same period 2009, and second only to 2005 during the past ten years.
- Closed volume is up 31.6%.
- Average sales price year-to-date August is at its lowest level since 2001.
- Closed sales for the month of August are down 12% from August 2009.

PENDED SALES

- Pended sales units for the month of August were down 17% from August 2009.
- The total number of sales pended year-to-date August are the highest since 2005, and are up 8% over the same period 2009.
- Pended sales priced over \$1,000,000 are up 33% for the first eight months of 2010 when compared with the same period 2009.

NEW LISTINGS

- The number of new listings taken in August is up 6% over August 2009.
- The total number of new listings taken year-to-date is the lowest for the period since August 2005.
- Total available inventory in the Naples, Bonita Springs, Estero market on September 1, 2010 stands at 9,814 units (4,998 condominiums and 4,816 single family homes). This represents a 6% decrease from September 1, 2009, and just under a one year supply based on the past 12 months absorption rate.