

# Market Report – July 2010

## for Naples, Bonita, Estero Market Areas



LISTED, PENDED, CLOSED YEAR TO DATE JULY 2010

The symbol of local knowledge

| YEAR | LISTED | PENDED | CLOSED | AVERAGE SALES PRICE | MEDIAN SALES PRICE |
|------|--------|--------|--------|---------------------|--------------------|
| 2010 | 13,751 | 9,929  | 6,480  | \$383,492           | \$195,000          |
| 2009 | 14,864 | 8,913  | 5,182  | \$349,140           | \$180,000          |
| 2008 | 16,325 | 5,195  | 3,860  | \$560,732           | \$320,000          |
| 2007 | 17,130 | 4,496  | 3,424  | \$703,550           | \$385,000          |
| 2006 | 18,427 | 4,734  | 3,919  | \$700,304           |                    |
| 2005 | 11,508 | 10,327 | 7,659  | \$629,307           |                    |

LISTED, PENDED, CLOSED MONTH OF JULY 2010

| YEAR | LISTED | PENDED | CLOSED |
|------|--------|--------|--------|
| 2010 | 1,629  | 1,009  | 676    |
| 2009 | 1,830  | 1,245  | 840    |
| 2008 | 1,908  | 698    | 518    |
| 2007 | 1,874  | 424    | 360    |
| 2006 | 2,016  | 462    | 385    |
| 2005 | 1,391  | 1,028  | 858    |

BREAKDOWN BY PRICE CATEGORY YEAR TO DATE JULY 2010

(This chart shows the percentage of the market represented by each price segment.)

| RANGE       | LISTED |        | PENDED |        | CLOSED |        |
|-------------|--------|--------|--------|--------|--------|--------|
|             | UNITS  | %      | UNITS  | %      | UNITS  | %      |
| 0-\$250     | 7,074  | 51.44% | 6,398  | 64.44% | 3,959  | 61.10% |
| \$250-\$500 | 3,566  | 25.93% | 2,070  | 20.85% | 1,397  | 21.56% |
| \$500-\$750 | 1,124  | 8.17%  | 573    | 5.77%  | 472    | 7.28%  |
| \$750-\$1M  | 649    | 4.72%  | 301    | 3.03%  | 198    | 3.06%  |
| \$1-\$2M    | 845    | 6.15%  | 383    | 3.86%  | 287    | 4.43%  |
| \$2-\$5M    | 426    | 3.10%  | 173    | 1.74%  | 142    | 2.19%  |
| \$5M+       | 67     | 0.49%  | 31     | 0.31%  | 25     | 0.39%  |

### CLOSED SALES

- Year-to-date sales through July remain 25% ahead of the same period 2009 and volume is up 37%.
- Closed sales for July are down 19% from July 2009.
- Average and median sales prices remain approximately even with June (2010).
- Median sales price increased 8.3% over July 2009 and average sales price increased by almost 10%.

### PENDED SALES

- Year-to-date pended sales over \$1,000,000 remain strong, posting a 40% increase over year-to-date 2009.
- Sales pended in July dropped 19% from July 2009.
- Year-to-date pended sales are up 11% over prior year.

### NEW LISTINGS

- New listings taken in July are down 11% from July 2009 and the lowest for the month since 2005.
- Year-to-date new listings are down 7% from same period, prior year.
- Available inventory in the Naples, Bonita Springs, Estero market on August 1, 2010, stands at 9,726 (4,954 condominiums and 4,772 single family homes). This represents an 11% decrease from August 1, 2009.