

Market Report – March 2010

for Naples, Bonita, Estero Market Areas



LISTED, PENDED, CLOSED YEAR TO DATE MARCH 2010

The symbol of local knowledge

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2010	6,588	4,814	2,470	\$369,255	\$190,000
2009	7,450	3,547	1,722	\$361,839	\$190,000
2008	8,416	2,048	1,363	\$612,011	\$337,500
2007	8,834	2,084	1,328	\$721,272	\$390,000
2006	9,517	2,378	1,716	\$713,976	
2005	5,348	5,022	2,966	\$616,011	

LISTED, PENDED, CLOSED MONTH OF MARCH 2010

YEAR	LISTED	PENDED	CLOSED
2010	2,099	1,906	1,013
2009	2,448	1,466	734
2008	2,955	713	574
2007	2,473	785	575
2006	2,949	839	684
2005	1,842	1,819	1,194

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

RANGE	LISTED		PENDED		CLOSED	
	UNITS	%	UNITS	%	UNITS	%
0-\$250	3,097	47.01%	3,002	62.36%	1,534	62.11%
\$250-\$500	1,781	27.03%	1,041	21.62%	541	21.90%
\$500-\$750	576	8.74%	308	6.40%	178	7.21%
\$750-\$1M	361	5.48%	159	3.30%	68	2.75%
\$1-\$2M	488	7.41%	193	4.0%	89	3.60%
\$2-\$5M	248	3.76%	97	2.0%	49	1.98%
\$5M+	37	0.56%	14	0.29%	11	0.45%

CLOSED SALES

- Closed units for March are up 38% over March 2009 and the highest for the month since March 2005.
- Closed units year-to-date March are up 43% over the same period 2009. Volume is up 46%.
- Average sales price increased 2%, while median sales price remained the same as March 2009.

PENDED SALES

- Pended sales units in March are up 30% over March 2009.
- Pended sales year-to-date March are up 36% over the same period 2009.
- Sixty two percent of year-to-date pended sales are priced under \$250,000. This compares to 66% in this category during the same period 2009.

NEW LISTINGS

- The number of new listings taken year-to-date March is down 11.6% from prior period.
- The number of new listings taken in March is the lowest for the month since 2005.
- Available inventory on April 1, 2010 was 10,355 units (5,257 condominiums and 5,098 single family homes). This represents a 26% decrease from April 1, 2009.