

Market Report – August 2009

for Naples, Bonita, Estero Market Areas



LISTED, PENDED, CLOSED YTD AUGUST 2009

The symbol of local knowledge.

YEAR	LISTED	PENDED	CLOSED	AVERAGE SALES PRICE	MEDIAN SALES PRICE
2009	16,440	10,143	5,793	\$347,422	\$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	
2004	11,660	—	7,391	\$475,413	

LISTED, PENDED, CLOSED MONTH OF AUGUST 2009

YEAR	LISTED	PENDED	CLOSED
2009	1,576	1,230	637
2008	1,721	727	503
2007	2,046	448	379
2006	2,081	503	395
2005	1,640	1,042	925
2004	1,042	—	778

BREAKDOWN BY PRICE CATEGORY YTD AUGUST 2009 (This chart shows the percentage of the market represented by each price segment.)

RANGE	LISTED		PENDED		CLOSED	
	UNITS	%	UNITS	%	UNITS	%
0-\$250	7,980	48.54%	6,742	66.47%	3,694	63.77%
\$250-\$500	4,432	26.96%	2,131	21.01%	1,229	21.21%
\$500-\$750	1,521	9.25%	541	5.33%	388	6.70%
\$750-\$1M	860	5.23%	260	2.56%	151	2.61%
\$1-\$2M	961	5.84%	298	2.94%	207	3.57%
\$2-\$5M	560	3.41%	146	1.44%	106	1.83%
\$5M+	126	0.77%	25	0.25%	18	0.31%

CLOSED SALES

- YTD closed sales units up 33% over YTD August 2008 and highest since 2005.
- Median sales price down 41%, remaining at approximately the same level since January.

PENDED SALES

- Number of pended sales was the highest for any August on record (2000 - 2009).
- Pended sales units YTD August are up 71% over same period 2008 and just 11% below the YTD August 2005 level.
- New sales pended during the month of August up 69% over August 2008.
- Pended sales priced over \$1,000,000 are up 29% over August 2008, the first month to show an increase over prior years in this category.

NEW LISTINGS

- The number of new listings taken in August is down 8% from August 2008 level.
- Total available inventory in the Naples, Bonita Springs, Estero market stands at 10,476 units (5,092 single family homes and 5,384 condominiums). This represents a 20% decrease from August 2008 levels.

❖ This report represents the combined Naples, Bonita Springs, Estero market. Numbers August vary among various areas so be sure to research individual market segments carefully.

Disclaimer: All information from Sunshine MLS. Accuracy is deemed correct but not warranted.