

# 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.