



Naples News

by: David Nourse

NAPLES CORNER. IT'S SHOWTIME!!!

Upcoming Events at the Naples Philharmonic:

Dec 5 & 6 - NPO Tribute to the Beatles

Dec 7 - National Acrobats of the Peoples Republic of China

Dec 8 - Loretta Lynn

Dec 15 - 18 - NPO Holiday Pops

Dec 20 - 23 - Million Dollar Quartet - Tony Award

Dec 29 - Regis & Joy Philbin

Dec 31 - NPO New Years Eve

Jan 4 - Dennis Miller

Jan 8 - Royal Philharmonic Orchestra

Jan 9 - Johnny Mathis

Jan 11 - John Pizzarelli Quartet

Jan 17 - 21 - NPO - Music of the Baby Boomers: The Beat Goes On

Jan 22 - Larry King

Jan 26 - 29 - Les Miserables

Jan 30 - Diane Krull

Jan 31 - Miami Ballet: Scarlett Premiere!

FORECAST 5/E9 HIGH 81/LOW 65

DECEMBER 2*11

Beach Area Sales Up 21%

Third Quarter Sales Activity Remains Strong:

For the 12 months ending September 2011, all Naples geographic areas showed an increase in pending sales compared to the same 12 months in 2010. Properties in the Naples Beach area remain in the highest demand with 1,776 contracts for the 12 month period which was a 21 percent increase over 2010.

Single Family homes in the \$500,000 to \$1 million price category increased 30 percent in the third quarter and the

average day on the market decrease 11 percent. The inventory of single family homes has reduced to only 592 in this price point.



The overall median closed price for properties over \$300,000 increased 18% in October 2011 compared to October 2010. The medium price is \$605,000 compared to

\$513,000 in the same period last year.

Closed sales in the \$2 million and over category for the 12 months ending October 2011 increased 10% with 223 sales compared to 203 sales in 2010.

The available inventory decreased 19 percent to 7,325 available properties in October 2011 compared to 9,044 last year. Homes are on the market for an average 3 months less than last year.

www.Naples2012.com - Up and Running

After many months and much hard work, I would like to introduce my new website www.Naples2012.com to my clients. I feel that this is the best site in Naples for your Real Estate needs.

I would like to take the opportunity to explain some of the features of this site. On the home page I have put the most popular areas of Naples for an easy search. You will see an area such as

Pelican Bay where you will easily be able search for single family homes, low rise condominiums or high rise condominiums effortlessly. Other areas I have on the front page also include: Olde Naples, Port Royal/Aqualane Shores, Moorings/Park Shore, Pelican Marsh, Grey Oaks, Mediterra and Lely Resort.

Other features include the advanced search engine which gives you the ability to customize and save a search for

particular neighborhoods or segments like foreclosures in any price range. Once set up, new listing will be e-mailed to you the next day.

There is a map search application which allows you to view your favorite area and see all of the available homes.

All of my historical chart indexes are available on line as well as the most current issue of Naples News.



Success is never really about the market, it is about yourself. I look forward to the privilege of working with you.

This Months Spotlight:

Royal Harbor:

Royal Harbor is a community of single family homes along the east shores of Naples Bay. This neighborhood offers its owners the rare ability to dock their boats behind their homes and have direct bridgeless access to the Gulf of Mexico. Royal Harbor's location is very convenient to the shops and restaurants of Olde Naples.

Inside the number:

In the mid 2000's Royal Harbor was a can't miss community. The average sales price increased a staggering 150% between 2004 and 2006. When the bubble burst, the prices came crashing down. Nearly 25% of the homes sold between 2009 and today have either been foreclosures or short sales. Only 10% of the current homes available are distress sales. The top end of this community have fared better. The homes view Naples Bay have fared much better. Over a third of the homes sold since 2008 have brought over \$1M with more than half of those bringing over \$2M.

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OVERALL NAPLES MARKET STATISTICS BY PRICE

	#PENDING		# SOLD		Medium Sold Price (000's)	
	12-mth ending 10/2010	12-mth ending 10/2011	12-mth ending 10/2010	12-mth ending 10/2011	12-mth ending 10/2010	12-mth ending 10/2011
\$0—\$300K	6573	7092	5575	5785	\$135K	\$132K
\$300K-\$500K	1306	1314	1083	1132	\$375K	\$379K
\$500K-\$1M	873	947	761	794	\$660K	\$660K
\$1M-\$2M	400	418	338	399	\$1.35M	\$1.33M
\$2M+	248	274	203	223	\$2.72M	\$3.00M
TOTAL	9,400	10,043	7,960	8,293	\$540K	\$550K (over \$300,000)

OVERALL MARKET STATISTICS BY AREA

	#PENDING		# SOLD		Medium Sold Price (000's)	
	12-mth ending 10/2010	12-mth ending 10/2011	12-mth ending 10/2010	12-mth ending 10/2011	12-mth ending 10/2010	12-mth ending 10/2011
Naples Beach	1501	1783	1358	1607	\$547K	\$500K
North Naples	2468	2584	2102	2178	\$235K	\$225K
Central Naples	1955	2005	1630	1611	\$122K	\$120K
South Naples	1338	1493	1164	1235	\$143K	\$125K
East Naples	2013	2025	1598	1530	\$150K	\$150K
Immokalee/Ave Maria	53	55	46	44	\$56K	\$64K
TOTAL	9328	9945	7898	8205	\$180K	\$176K (all sales)

LEGEND

GEOGRAPHIC LOCATION

Naples Beach
North Naples
Central Naples
South Naples
East Naples

USPS ZIP CODES

34102,34103, 34108
34109, 34110, 34119
34104, 34105, 34116
34112, 34113
34114, 34117, 34120, 34137