

Newsletter



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THE NATIONAL SCENE:

Nationally, the housing sector is in for a slow and gradual recovery, according to Lawrence Yun, chief economist for the National Association of Realtors® (America's largest trade association with 1.1 million members). "The housing market is trying to recover on its own power without the home buyer tax credit. Home values have shown stabilizing trends over the past year, even as the economy shed millions of jobs, because of the home buyer tax credit stimulus. Now that the economy is adding some jobs, the housing market needs to steadily improve and eventually stand on its own."

AROUND FLORIDA:

Closed sales of existing Florida homes rose 1 percent in August (a total of 13,997 homes sold statewide compared to 13,908 homes closed in August 2009), according to the latest housing data released by Florida Realtors®. Statewide existing home sales in August increased 3 percent over statewide sales activity in July.

Florida's median sales price for existing homes in August 2010 was \$134,000; a year ago, it was \$146,500 for a decrease of 9 percent. (The median is the midpoint; half the homes sold for more, half for less.) Note: The rise in closed sales coupled with a decrease in the median price indicates more sales occurring in lower price ranges.

SALES UNDER \$300,000 DOMINATE THE SOUTHWEST FLORIDA MARKET

NAPLES:

The median closed sales price for the Naples market was \$160,000 in August 2010 compared to \$170,000 in August 2009, and closed sales are up by 30 percent for that same time period. These figures strongly support that sales in the Naples market are following the same trend as sales across Florida and the nation: that the sales of more affordable homes remain strong despite the discontinuation of the first-time home buyer tax credit.

"As of August 31, 2010 we have already closed over 2,000 transactions for the year," said Mike Hughes, Vice-President of Downing-Frye Realty, Inc. "I think the second half of 2010 will be good but it will still be hard to beat the second half of 2009 for company closings. In any event, we are well on our way to exceed \$1 billion in closed sales volume for 2010."

For the 12 months ending August 2010, overall pending sales in the Naples market increased 22 per-

cent, overall closed sales increased 30 percent, single-family pending sales increased 14 percent, and the overall available inventory declined 4 percent.

BONITA SPRINGS:

This market is also following the trend with 85 percent of the overall closed sales for August 2010 selling under \$300,000. The Bonita Springs -Estero Association of Realtors® reported 126 overall closed sales and only 19 of those were over \$300,000. There continues to be a steady number of luxury properties (\$1 million+) sold with the top ten sales reported in The Colony, Bonita Bay, The Brooks and Pelican Landing.

The number of single-family homes coming on the market in August 2010 increased slightly from the previous month, as did sales of the same during that same period. Condos listed and sold during August 2010 declined from the previous month, due in part to seasonal buying patterns.



INTEREST RATES REMAIN LOW

A 30-year fixed-rate mortgage averaged 4.43 percent in August, down from the 5.19 percent averaged in August 2009, according to Freddie Mac.

DOWNING-FRYE REALTY, INC. POISED FOR A STRONG FUTURE

"We're in a strong position for the upcoming season," said Mike Hughes. "Our company continues to dominate the local market in numbers of listings and sales. That strength, along with historically low interest rates, is a perfect combination for a win-win situation for our clients."

Exceptional service for over 45 years.