



239.597.1666
239.597.7725 fax

โทร: NABOR.com
โทร: NaplesArea.com

1455 Pine Ridge Road
Naples, FL 34109

Your Leading Resource for Business.

FOR IMMEDIATE RELEASE

Contacts: *Jeff Jones, NABOR® Media Relations Committee Chair, (239) 597-1666*

Marcia Albert, NABOR® Director of Marketing, (239) 597-1666

November Housing Market Report Shows Activity Heating Up

Naples, Fla. (December 21, 2018) – Home sales in November increased by double digits across every price category resulting in an overall increase of 24 percent compared to November 2017. Median closed prices decreased for homes under \$1 million in November and inventory rose 12 percent to 5,971 homes, according to the November 2018 Market Report released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island).

“The November report shows greater balance in the market which is propelling strong performance,” said Budge Huskey, President, Premier Sotheby’s International Realty, who added that the 24 percent increase in overall closed sales for November is “significant because it reflects our recovery from the hurricane last year.”

The \$0 to \$300,000 single-family home market had the most impressive activity in November where inventory rose 38 percent and closed sales increased 30 percent compared to November 2017. This section of the market also saw its median closed price hold steady at \$250,000.

“New home construction in the lower price tiers is rushing to meet the needs of buyers and it’s building our inventory in much needed areas within eastern Collier,” said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc. The November market report supports Hughes’ claim as the East Naples area (34114, 34117, 34120 and 34137) saw the highest number of closed sales for single-family homes – 105 – with another 121 sales pending.

According to Cindy Carroll, SRA, of Carroll & Carroll Appraisers & Consultants, LLC, activity in the \$0 to \$300,000 price category is rallying in Collier. “Inventory under \$300,000 consumes over half of the available condominium inventory. It had the highest inventory increase [38 percent] in the single-family home market too. The November report shows our inventory levels are just about even between condos and single-family homes now.”

“We haven’t seen this level of inventory going into season in six years,” said NABOR® President Jeff Jones, Managing Broker for Engel & Völkers Naples and Bonita Springs offices. “Plus, days on market is cascading downward which is a sign of better pricing. The trend to price homes to sell is clearly taking hold and it’s definitely making a difference in overall sales numbers. Visitors will be impressed at the choices and stable prices this season.”

The NABOR® **November 2018 Market Reports** provide comparisons of single-family home and condominium sales (via the Southwest Florida MLS), price ranges, and geographic segmentation and includes an overall market summary. The November 2018 NABOR® sales statistics are presented in chart format, including these overall 3Q (single-family and condominium) findings:

CATEGORIES	November 2017	November 2018	CHANGE (percentage)
------------	---------------	---------------	---------------------

Total homes under contract (pending sales) (month/month)	728	700	-4
Total closed sales (month/month)	521	645	+24
Median closed price (month/month)	\$330,000	\$334,000	+1
Median closed price >\$300K (month/month)	\$482,000	\$485,000	+1
Total active listings (inventory)	5,322	5,971	+12
Average days on market	101	95	-6
Single-family closed sales (month/month)	271	327	+21
Single-family median closed price (month/month)	\$433,000	\$420,000	-3
Single-family inventory	2,606	3,033	+16
Condominium closed sales (month/month)	250	318	+27
Condominium median closed price (month/month)	\$250,000	\$255,000	+2
Condominium inventory	2,716	2,938	+8

Broken down geographically, Collier's housing market in November had some interesting pockets of activity. For example, median closed prices decreased 19 percent in the Naples Beach area (34102, 34103, 34108); but increased 12 percent in the North Naples area (34109, 34110, 34119). There was a 90 percent increase in closed sales of condominiums in East Naples (34114, 34117, 34120, 34137), which brokers attribute to an increase in new construction of townhome developments east of Collier Boulevard. And single-family homes in Central Naples (34104, 34105, 34116) sold the fastest with an average 66 days on the market from listing to closing.

If you are looking to sell a home in Naples, contact a REALTOR® who has the experience and knowledge to provide an accurate market comparison so you can determine the right asking price. A REALTOR® can also ensure your next purchase in the Naples area is a success. Search for your dream home and find a Naples REALTOR® on Naplesarea.com.

The Naples Area Board of REALTORS® (NABOR®) is an established organization (Chartered in 1949) whose members have a positive and progressive impact on the Naples Community. NABOR® is a local board of REALTORS® and real estate professionals with a legacy of nearly 60 years serving 6,000 plus members. NABOR® is a member of the Florida Realtors and the National Association of REALTORS®, which is the largest association in the United States with more than 1.3 million members and over 1,400 local board of REALTORS® nationwide. NABOR® is structured to provide programs and services to its membership through various committees and the NABOR® Board of Directors, all of whose members are non-paid volunteers.

The term REALTOR® is a registered collective membership mark which identifies a real estate professional who is a member of the National Association of REALTORS® and who subscribe to its strict Code of Ethics.