



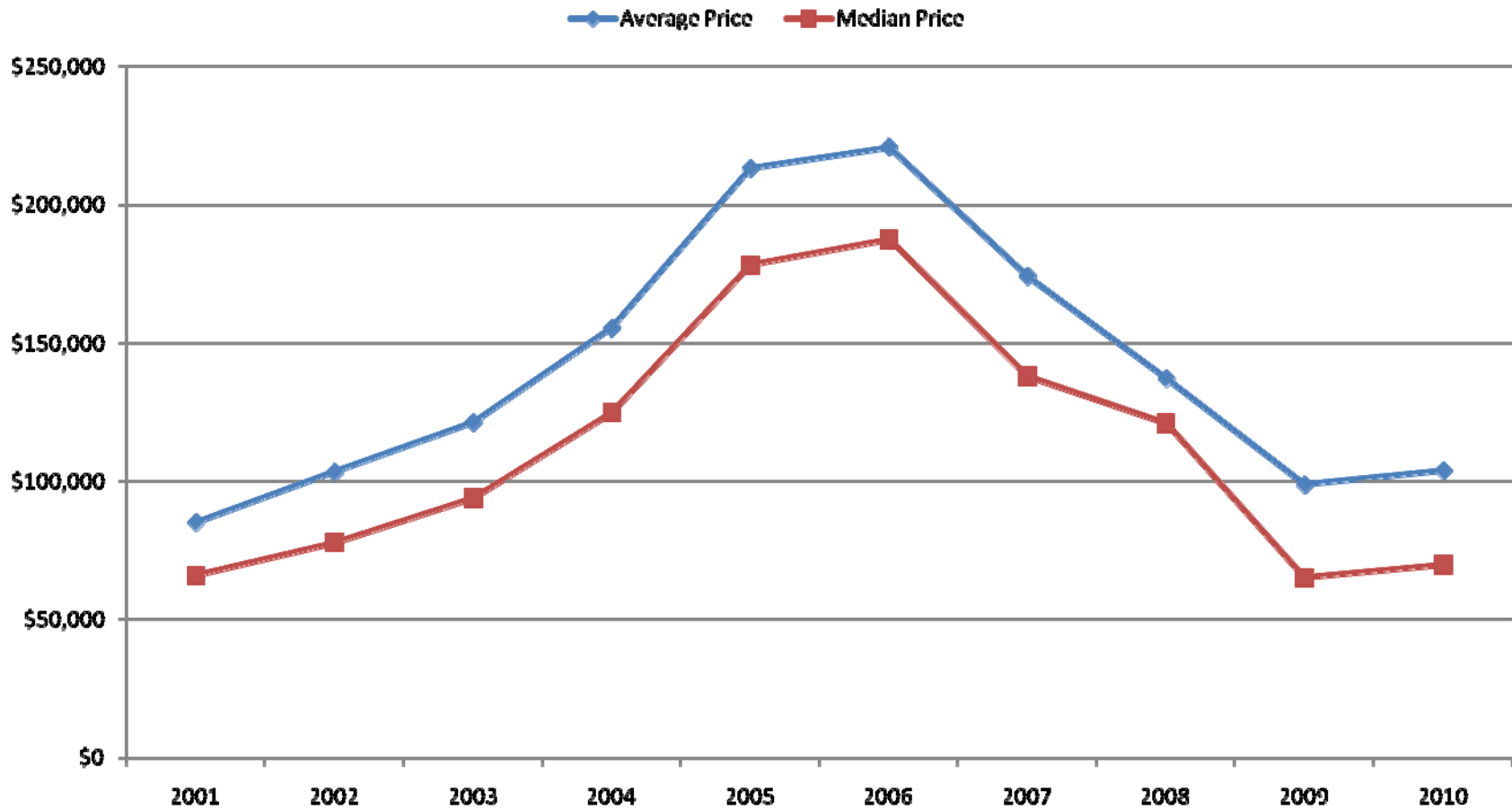
North Fort Myers

Case study 2001 thru 2010

SWFL REIA

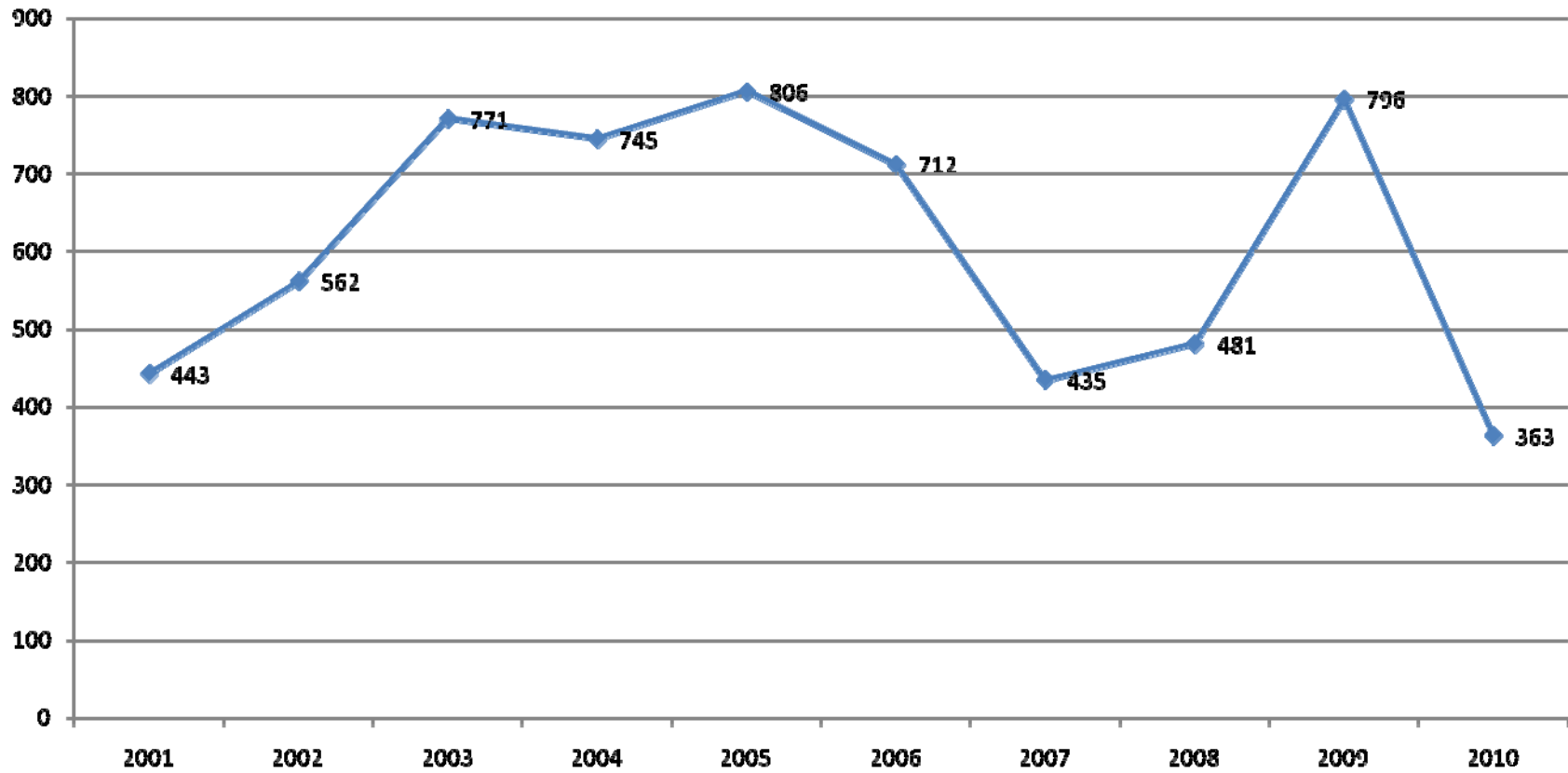
Jeff Tumbarello, Director

Please note 2010 numbers are YTD



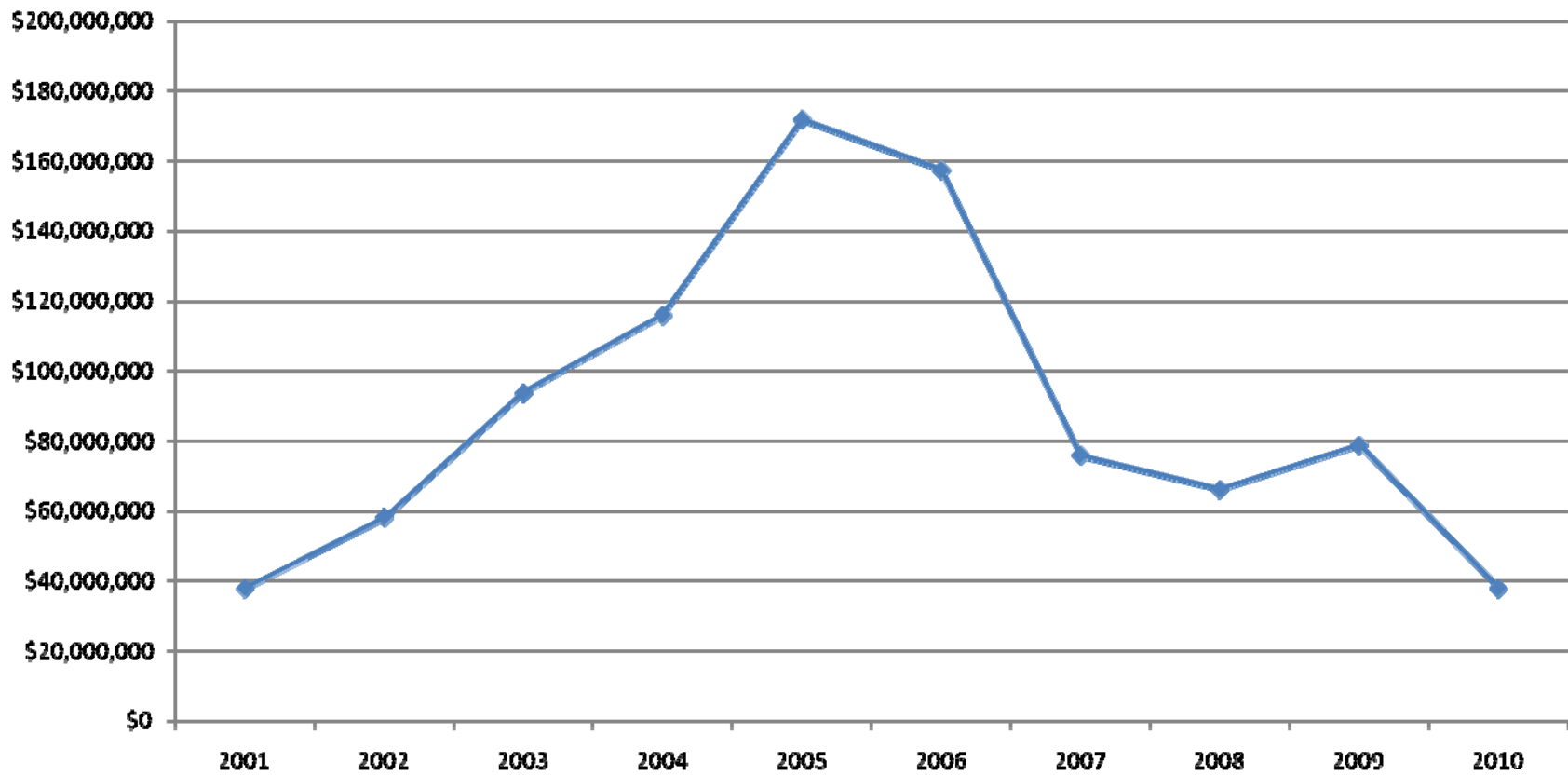
Please note 2010 numbers are YTD

Sales Counts

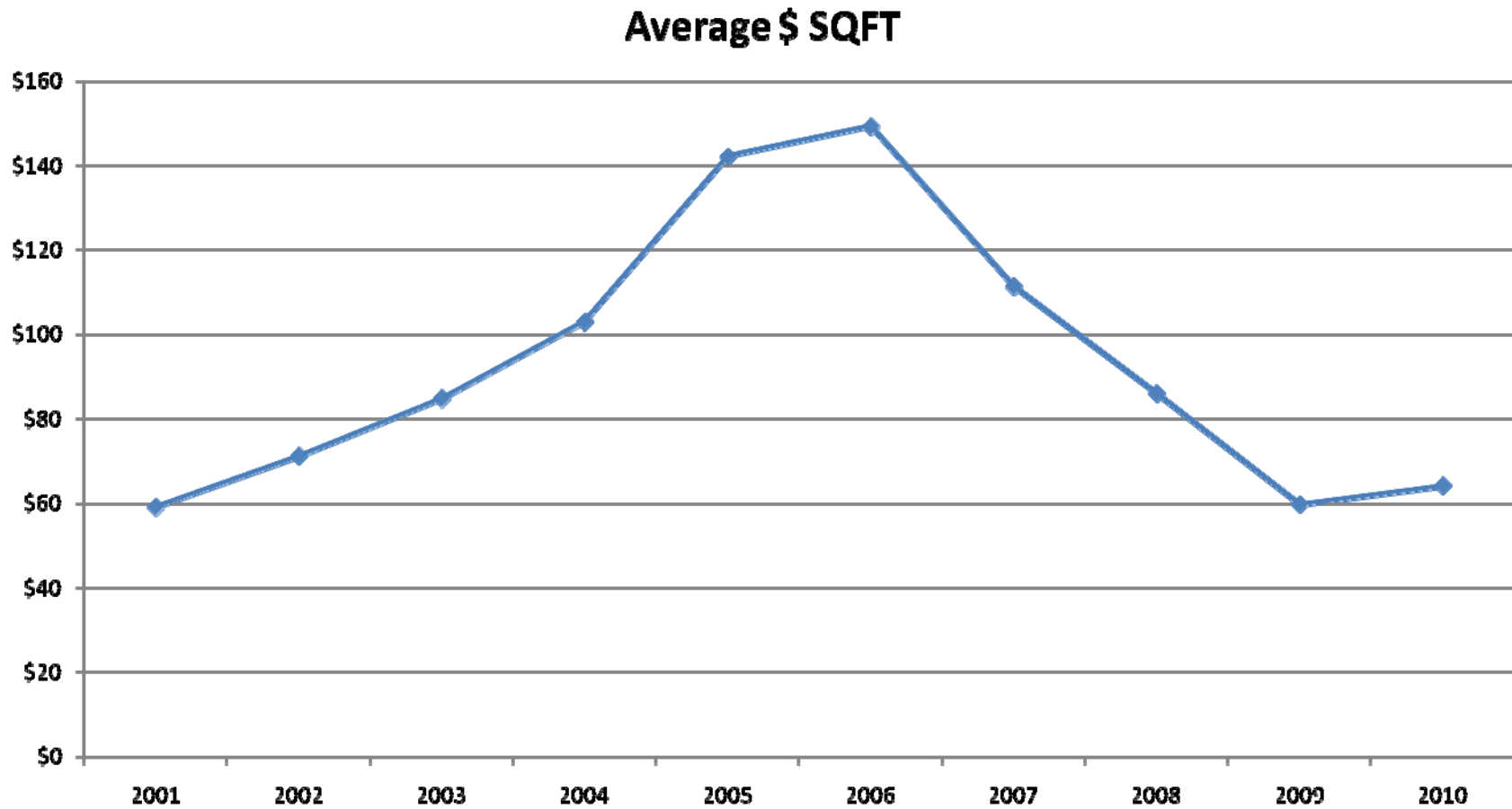


Please note 2010 numbers are YTD

Money in motion

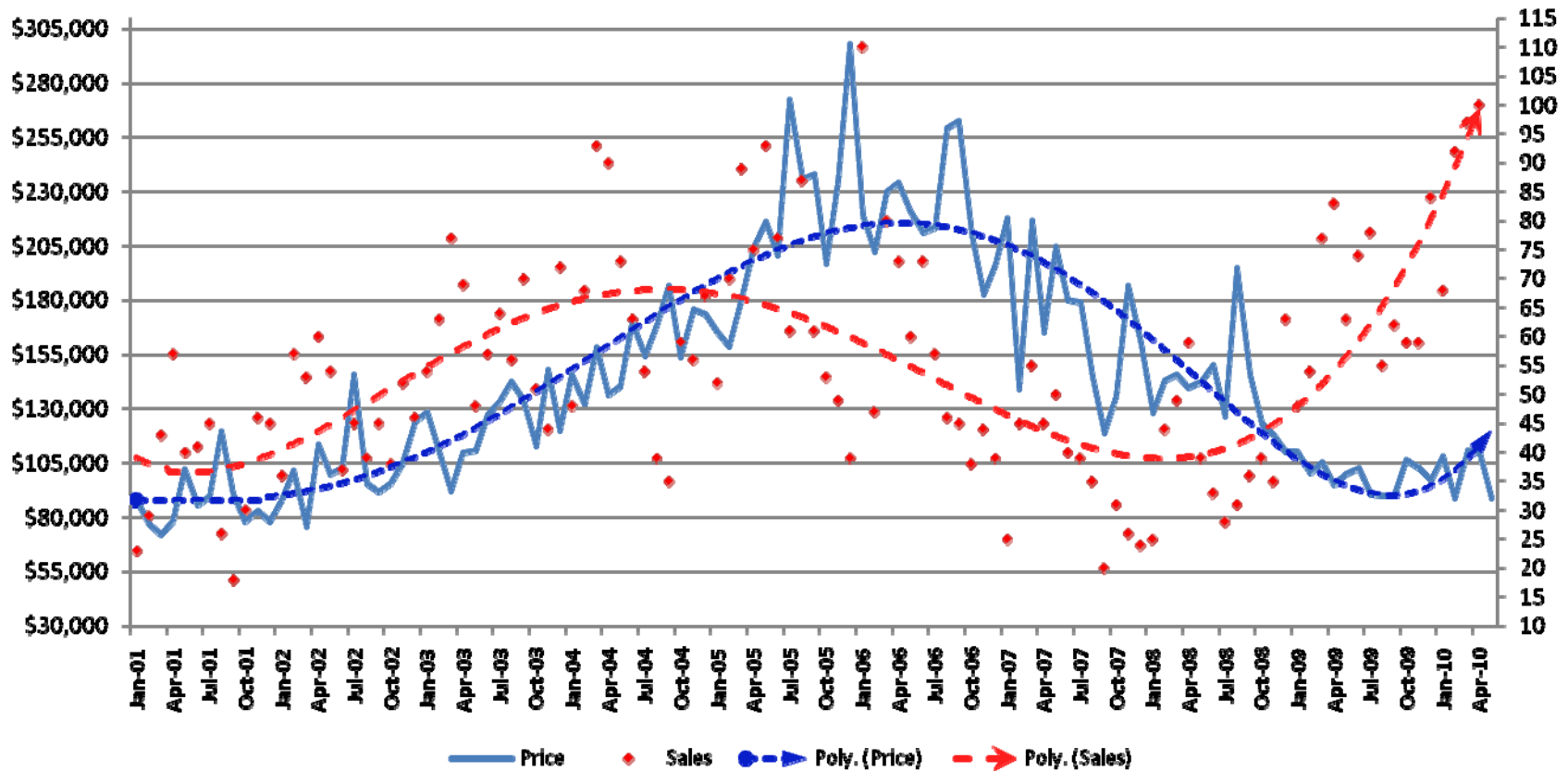


Pricing on a dollars per SQFT Basis appears to be trending upward

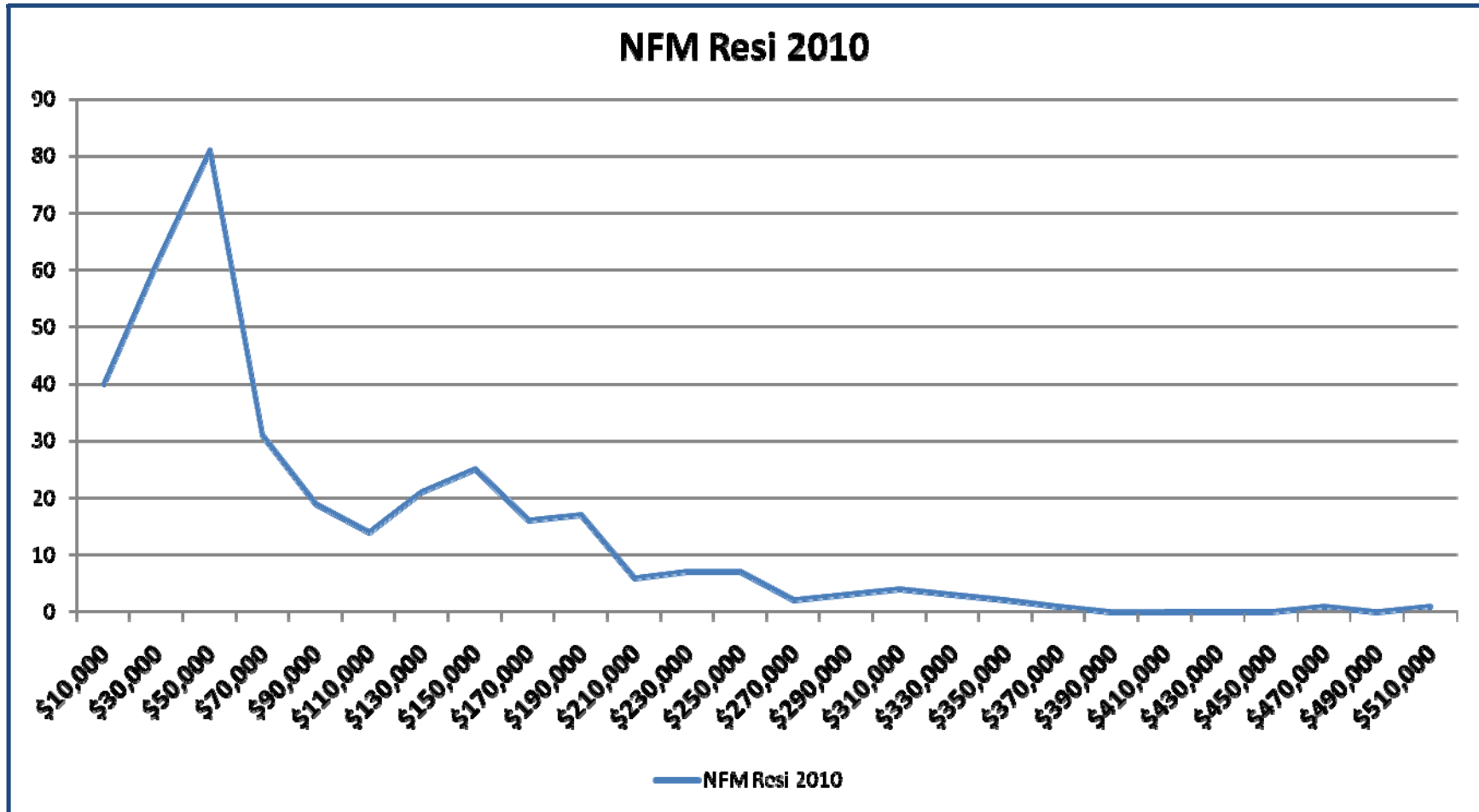


Sales and price trends

Average Price 2001 - 2010



Price bubble charts



2010 numbers are YTD

	Money in motion	Sales Counts	Average Price	Median Price	Average SQFT
2001	\$37,848,663	443	\$85,437	\$66,000	1,419
2002	\$58,156,338	562	\$103,481	\$78,000	1,395
2003	\$93,664,330	771	\$121,484	\$94,000	1,401
2004	\$115,950,407	745	\$155,638	\$125,000	1,428
2005	\$171,950,930	806	\$213,339	\$178,225	1,446
2006	\$157,370,097	712	\$221,025	\$187,500	1,432
2007	\$75,878,105	435	\$174,432	\$138,000	1,466
2008	\$66,126,690	481	\$137,478	\$121,000	1,495
2009	\$78,735,386	796	\$98,914	\$65,250	1,531
2010	\$37,777,772	363	\$104,071	\$69,900	1,518

2010 is YTD

	Average \$ SQFT	High	Low
2001	\$59	\$436,000	\$137
2002	\$71	\$1,700,000	\$4,500
2003	\$85	\$1,500,000	\$6,927
2004	\$103	\$2,300,000	\$0
2005	\$142	\$1,300,000	\$2,005
2006	\$149	\$1,700,000	\$25,000
2007	\$111	\$2,550,000	\$25,000
2008	\$86	\$1,750,000	\$10,500
2009	\$60	\$800,000	\$2,000
2010	\$64	\$525,000	\$9,500

North Fort Myers notes

- NFM tends to be a split market. You have many submarkets. From waterfront, retirement, condo, acreage and affordable housing.
- NFM waterfront does not have the foreclosure activity other waterfront markets in Lee County show. Foreclosure activity starting at a point of Slater Road and heading East thru Alva Shows a noticeable trend of a lack of foreclosure activity. This was not a speculator friendly market. There is also a much lower amount of foreclosure activity in Waterway Estates in relation to the rest of Lee County
- Price appears to be trending up as are the sales counts
- NFM appears to trend the demographics for inbound retiree's perfectly.
- The interaction of the Median and Average prices reflect the Countywide trends as well for the same time periods.
- It all boils down to affordability, the better it get, the better it gets...