



## SWFL Coastal Markets

### QUICK STATS

#### Active Listings

Highest Price: \$59,990,000 – Port Royal

Lowest Price: \$232,500 - Fort Myers Beach

#### Sold in Past Year

Highest Price : \$20,000,000 - Port Royal

Lowest Price: \$150,000 - Marco Island

#### Sales in 2015 (YTD)

Highest Median Price: \$3,750,000 Naples

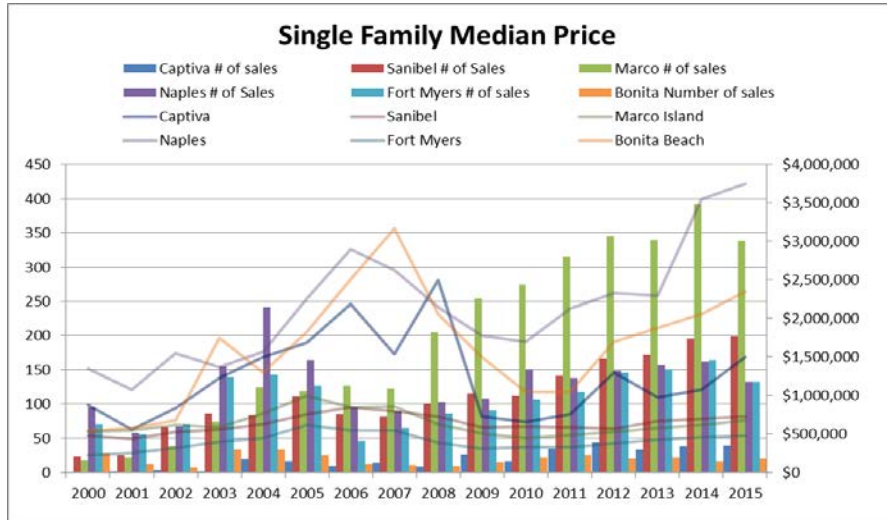
Lowest Median Price: \$482,000 Fort Myers

Highest Number of Sales: 338 sales

Marco Island

Lowest Number of Sales: 21 sales

Bonita Beach



Beaches. Estero Bay. Gulf of Mexico. Naples Bay. These are how most of us either got here or why we choose to stay in Southwest Florida, right? To round out 2015, we've analyzed the barrier waterfront markets of Southwest Florida. What we found should not be surprising; significant demand and a lack of inventory is driving price growth.

Captiva Island does not produce enough results to be statistically reliable, however there have been several notable sales in excess of \$5,000,000 this year and a potentially record-setting sale with a pending contract on

16660 Captiva Drive. Price increases for markets with enough sales to be statistically relevant were led by Marco Island (10%) and Bonita Beach (14%). Sanibel Island, and coastal areas of Naples and Fort Myers saw more modest price increases.

After several years of increasing sales pace, the more highly developed areas of Marco Island, Naples, and Fort Myers experienced a dip in sales pace. This is due mostly to a lack of inventory in these areas as opposed to reduced demand. Bonita Beach was able to capitalize on that demand with a tremendous

amount of new spec construction.

While the news is mostly good, speed bumps could continue in the form of taxes, flood insurance, and the inflexibility of non-conforming properties impacted by the FEMA 50% Rule.

### WORTHY OF NOTE:

#### Change in pace of sales 2014-2015

- Bonita Beach: 24%
- Captiva: 3%
- Sanibel: 2%
- Marco Island: -14%
- Naples: -18%
- Fort Myers: -20%

#### Change in median price 2014-2015

- Captiva 40%
- Bonita Beach 14%
- Marco Island 10%
- Fort Myers 6%
- Naples 6%
- Sanibel 4%

