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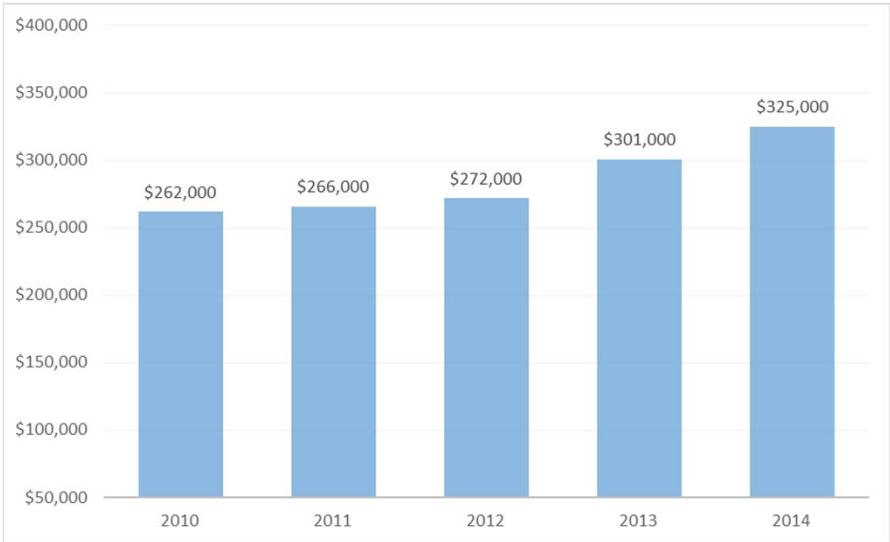
November 2014
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MARKET SNAPSHOT

QUICK STATS

Active Listings	140
Median List Price	\$463,165
Median Size	2,647 sf
Median DOM	59
Sold (Previous Year)	419
Median Sales Price	\$325,000
Median Size	2,202 sf
Median DOM	39

ESTERO SINGLE FAMILY MEDIAN PRICE



Is there a market in the country that's changed as dramatically as Estero over the past 10-20 years? Once known only as the pasture land between a Fort Myers to Naples drive, the early 2000's saw Estero explode in growth behind a regional mall (Coconut Point), FGCU to the immediate north, and several master-planned residential developments.

With the recent vote to incorporate and the imminent

relocation of Hertz worldwide headquarters, Estero appears poised to push forward with new growth factors.

New construction has been booming along the Corkscrew Road and Three Oaks Parkway corridors. Earlier this year, Preserve at Corkscrew was reporting a sales pace of 22 homes per month!

With only four months of existing home inventory available, builders have found

an opportunity to meet the growing demand.

The median single-family home price for 2014 stands at \$325,000 with a median of only 39 days on market. That's a price increase of nearly 20% over 2012. Talk about a HOT market! A median DOM of 39 suggests that the best marketing plan is to simply price the property right and be available for showings!



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WORTHY OF NOTE:

- 4 months of inventory
- 10.66% median price increase 2012 to 2013
- 7.97% median price increase 2013 to 2014

For more information, contact us at: info@mhsappraisal.com