



## This Week

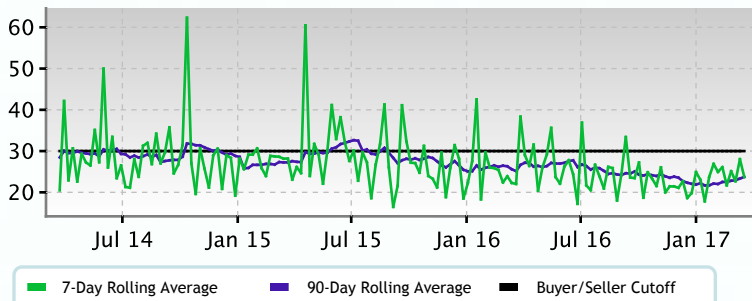
The median list price in NAPLES, FL 34103 this week is \$1,763,000.

Even though the days-on-market is trending higher, so is the Market Action Index at these inventory levels, providing a neutral outlook for the market.

## Supply and Demand

- Home sales have been exceeding new inventory for several weeks. Since this is a Buyer's market prices are not yet moving higher as excess inventory is consumed. However, as the supply and demand trends continue, the market moves into the Seller's zone, and we are likely to see upward pressure on pricing.

Market Action Index



The Market Action Index answers the question "How's the Market?" by measuring the current rate of sale versus the amount of the inventory. Index above 30 implies Seller's Market conditions. Below 30, conditions favor the buyer.

## Quartiles

### Characteristics per Quartile

Investigate the market in quartiles - where each quartile is 25% of homes ordered by price.

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 3,872,500	4442	0.25 - 0.50 acre	4.0	5.0	1	42	2	0	246	Most expensive 25% of properties
Upper/Second	\$ 2,547,000	3988	0.25 - 0.50 acre	4.0	4.5	4	42	1	2	266	Upper-middle 25% of properties
Lower/Third	\$ 1,295,000	2382	0.25 - 0.50 acre	3.0	3.0	41	42	0	1	170	Lower-middle 25% of properties
Bottom/Fourth	\$ 525,000	1779	8,001 - 10,000 sqft	3.0	2.0	46	43	3	3	139	Least expensive 25% of properties

### Real-Time Market Profile

		Trend
Median List Price	\$ 1,763,000	↔↔
Asking Price Per Square Foot	\$ 616	↔↔
Average Days on Market (DOM)	205	↑
Percent of Properties with Price Decrease	43 %	
Percent Relisted (reset DOM)	7 %	
Percent Flip (price increased)	2 %	
Median House Size (sq ft)	3182	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.5	
Market Action Index	Buyer's Advantage 23.7	↑↑

↔↔ No change    ↑↑ Strong upward trend    ↓↓ Strong downward trend  
 ↑ Slight upward trend    ↓ Slight downward trend

## Price

- Recently prices in this zip have settled at a plateau even though they dipped this week. Look for a persistent up-shift in the Market Action Index before we see prices significantly move from these levels.

Price Trends

