



## **Naples Real Estate Market: The Comeback**

### **The Advantages of Being Naples**

Naples is the perfect real estate market.

If you're a seller who's been on the market for a while you may not think so at first, but deep down, you know how fortunate you are that the home you're selling is in Naples and not in say, Peoria. In spite of the recent fluctuations, homes in Naples have retained their value and most sellers will get a nice return on their investment.

For buyers, well it is obvious why you're happy. Home prices in Naples and the surrounding areas are leveling off and the abundance of listings means your ideal home is out there and most likely is for sale.

The whole drama will play itself out in less than 5 years. That doesn't happen in Peoria. In other cities, real estate "busts" can last 10, 20, 25 years. People lose their lifesavings. Whole towns disappear off the map. Does that give you some perspective?

Naples has redefined resiliency.

### **A "Bust" Market in Naples, Is A "Boom" In Any Other Town**

The Naples real estate market has had its incredible highs, it's somewhat disappointing but still profitable flattening, and now it is returning to a healthy norm. For the past two years, few experts were able to predict what the market would do next, though many tried.

One thing everyone knew was that "what goes up, must come down" – the REALTOR®'s least favorite law of physics. History shows us though, that thankfully, "coming down" in Naples, is still preferable than even a slight slide in any other market.

For all the doom-and-gloom and bubble-bursting predictions, Naples didn't experience catastrophe. The mountain was indeed a molehill. House-flippers are probably worst off – and most of them will still end up with a profit in the end. Sellers have to face a new reality, but even those who didn't make "a killing" on their sale will walk away with a respectable return on investment. Buyer's have it made. The market is awash with listings – over 11,000 or a 16 month supply according to the Naples Daily News – whatever kind of home you want, you'll find.

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**The Parlante Group Real Estate | Coldwell Banker Residential Real Estate, Inc.**

4851 North Tamiami Trail Suite 100 | Naples, Florida 34103

(239) 263-3300 or Toll Free 800-562-0233 | Direct Line (239) 261-9050 Fax (239) 263-0352

NoSnowNaples.com | Email: info@NoSnowNaples.com

## **Competition Brings Prices Down – If You Were Priced-Out Before, Now's Your Chance**

The market is so good for buyers right now that people who were previously priced-out of becoming homeowners in 2004, 05 & 06 are now coming back. They're finding more home for their dollar, more choices and more bargaining power than ever.

When homes prices skyrocketed, it hurt local business some. Many had to provide incentives to get their workers to stay and to entice new workers to move to Naples. Employees were given salary increases and bonuses in the form of loan down payments. Many businesses could not afford such incentives and all the bad news circulating in the press caused a great deal of unfounded stress for employers and workers.

Intelligent local REALTORS® knew that the market would rebound and return to normalcy. Now the regional economy is in a mode of expansion and new growth – which is good for everyone. For example, two new “mega” malls are opening in South Lee County – the Gulf Coast Town Center and Coconut Point. The Coastland Center in Naples is undergoing extensive renovations and the Waterside Shops are filled to capacity.

### **Anyone Who Sees the Naples Market as a “Bust” is Missing the Big Picture**

The leveling-off of home prices without any loss of value, the influx of homebuyers to the area, the resurgence of local business – should not come as a surprise to anyone. This is a vibrant region. It is, for the most part, a second home, resort-lifestyle community. It can't be compared with other cities or other areas of the country. Still, the “experts” tried. And the media reported their flawed conclusions. While the news outlets were crying “bust”, the real estate industry professionals were doing their jobs – giving sane advice to their clients in a fairly insane marketplace.

And that is what we'll continue to do.

If you're a seller, whether you've been on the market for 4 months or 14 months, make sure your home is competitively priced. If you're unsure of what that price should be, or if you're confident in your pricing but are not getting any offers, call us. We'll be glad to give you a free home value assessment. Correct pricing is the key to a sale!

If you're a buyer, congratulations. You're in the right place at the right time. Your dream home is listed. Use our precision search at [www.NoSnowNaples.com](http://www.NoSnowNaples.com) to find it. We have thousands of listings, and we'll even plot them on a map for you.

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If you're an investor who wants to find great properties at great prices with the intent of using them to build wealth, you've found the right partner. We've put our proven techniques to work for our clients and for ourselves for over 20 years. We can do it for you.

### **Naples: Up and Coming**

Naples has been "up and coming" since the first beachfront condo was built on the shores of the Gulf of Mexico. In a relatively short time, a long history of escalating value was established and continues on.

As a "resort-style" town offering upscale full-time, seasonal and vacation living, Naples has something for everyone and so, will always be a sought-after destination. Residents and visitors enjoy miles of pristine beaches, fishing and boating in the Gulf of Mexico, hiking, biking and horseback riding in the Everglades, hundreds of championship golf courses, tennis and swimming, first rate restaurants and shopping, plus museums, galleries and theaters.

As a "home" town, Naples fulfills every need of everyday life – excellent public and private schools, large universities and small specialty colleges, top medical facilities, diversity in business, professional sports, culture and entertainment, and an energetic, growing economy.

Perfect year-round, outdoor living in a temperate climate and surrounding natural beauty seal the deal for Naples. It offers the best of life, so people keep coming, and the buying and selling of homes will continue apace.

### **Want personalized information on current real estate market trends in Naples and how they affect your next home purchase or sale?**

Contact The Parlante Group of real estate professionals toll-free at **1-800-562-0233**, or via email at **info@NoSnowNaples.com**.

Visit our comprehensive web site, **www.NoSnowNaples.com**, for more useful market news and informative special reports, or to **Chat Live on-line** with a real estate representative.

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