



FOR IMMEDIATE RELEASE

Contact: Roger Brunswick, 2017 President – rbrunswick@johnrwood.com
Christine Bauder, CEO - christine@bonitaspringsrealtors.com

May 2017: Sales Start to Sizzle in Bonita Springs and Estero

Bonita Springs, FL | June 12, 2017 ----- According to the Bonita Springs-Estero Association of REALTORS® (B.E.A.R.) Media Committee, the month of May 2017 pointed to a market that is heating up, as shown by a 14% rise in pending sales. B.E.A.R. Media Committee Brokers believe that to be a direct reflection of the sellers repositioning their prices in the last 90 days. The Bonita Springs/Estero market shows that 18% of the inventory experienced a price reduction in the last month. “Sellers must remember that this area is not a seasonal market anymore,” stated Jerry Murphy, Managing Broker, Downing-Frye. “Buyers spend a lot of time online before and while they work with their REALTOR® to watch inventory before they make appointments to see the properties of interest to them.” He adds, “Buyers are savvy and will not waste time waiting for a price reduction before they move on to the next property.”

Area Brokers also advise buyers to explore the diversified markets that are offered in the Bonita Springs – Estero markets. “There are many choices and price points to fit every taste and budget,” stated Jeff Tiefenbach, Managing Broker, Keller Williams Realty, Bonita Springs. Buyers are advised to discuss all of the options with a REALTOR® and when the price is right, don’t hesitate, as those well-priced properties are selling quickly.” Buyers should also remember that builder’s sales staff represent the builder and not the buyer; buyers are also advised by area brokers to work with their own REALTOR® for new construction sales to ensure they take advantage of the numerous incentives available in a new build transaction.

The B.E.A.R. May 2017 Report shows these overall findings for both single family and condominiums combined. Buyers and homeowners should take note that the days-on-market figure is the time between when the property goes active to when it moves into a pending, expired or withdrawn status.

	12-Month Ending 5/2016	12-Month Ending 5/2017	% Change
Pending Sales Units	2,902	3,098	7
Closed Sales Units	2,965	2,989	1
Median Closed Price	\$305,000	\$300,000	-2
Average Days on Market	70	97	39
*Active Inventory as of 5/31/2017	1,566	1,552	0
*Avg Month's Supply as of 5/31/2017	-	6.2	-

To ensure your next real estate transaction in the Bonita Springs or Estero market is a success, contact a B.E.A.R. member REALTOR® by visiting BonitaSpringsRealtors.com.

**Inventory calculations are based on property listings that exist within the Southwest Florida MLS. Only properties in zip codes 33928, 34134 and 34135 are included. Single family homes are tabulated with the building design of single family, villa detached, or manufactured with land conveyed. Condo units are tabulated using properties with a building design of low-rise, mid-rise, high-rise or villa attached.*

The Bonita Springs-Estero Association of REALTORS® Multiple Listing Service (MLS) syndicates to LISTHUB, which distributes to 2,000+ real estate search websites.

Founded in 1966, the Bonita Springs-Estero Association of REALTORS®, Inc. (B.E.A.R.) is a local trade organization of over 850 REALTORS® and more than 120 affiliated industry members. B.E.A.R. is part of the National Association of REALTORS® and Florida REALTORS®, and provides its members with a wide range of services designed to educate and empower members and consumers alike through the opportunity to sell or purchase real property. It also provides the public with up-to-the-minute real estate reports, trends and information about the Bonita Springs and Estero real estate market.

Released by WBN Marketing LLC

PR@WBN-Marketing.com

239-919-0933