



## **FOR IMMEDIATE RELEASE**

Contact: Joe Pavich, Sr. 2018 President – [joe@jpavich.com](mailto:joe@jpavich.com)  
Meighan Harris, CEO - [meighan@bonitaesterorealtors.com](mailto:meighan@bonitaesterorealtors.com)

# **February 2018 Report: Online Views Spike in the Bonita Springs and Estero Real Estate Markets**

*Bonita Springs, FL / February 22, 2018* ----- According to the Bonita Springs-Estero REALTORS® Media Committee, the overall number of pending sales have increased by 13 percent in January 2018 versus January 2017. Additionally, closed sales in the same time comparison have also increased by 10 percent. “The increase in demand for homes in this market is further corroborated by the number of online views in the market as reported by Realtor.com,” stated Jerry Murphy, Broker, Downing-Frye Realty, Bonita Springs. “Realtor.com showed 8.9 million active listing page views in Bonita Springs and Estero for January 2018 versus 5 million in December 2017,” he adds. “Buyers are actively looking in this market.”

In the luxury market, which are homes priced \$1 million and above, area brokers have reported an oversupply of inventory with less activity than other price segments. “The slower activity in the luxury market may be due to larger scale storm damage, which takes longer to repair,” stated Julie Ross, Appraiser, Carroll & Carroll. Ross adds, “In all other price segments, appraisal activity has been steadily increasing since December 2017.” Overall inventory also saw an increase but was offset by the increase in pending sales.

The market continues to follow a stable path in both pricing and the days on market. Combined with the notable increase in online views, the Bonita Springs and Estero markets are a viable and

desirable option for buyers, perhaps more so than surrounding markets. “Buyers are savvy enough to know that they can get the same gulfside lifestyle in this market, but with a better value than other neighboring cities”, stated Victor Asencio, Broker-Owner, SWFL Luxury Realty, Bonita Springs. “This makes Bonita Springs and Estero the top of the list for buyers.”

The Bonita Springs-Estero REALTORS® February 2018 Report shows these overall findings for **both single family and condominiums combined** for the month of January 2018.

	<b>Month over <u>Month</u> 1/2017</b>	<b>Month over <u>Month</u> 1/2018</b>	<b>% Change</b>
Pending Sales Units	295	332	13
Closed Sales Units	190	209	10
Median Closed Price	\$310,000	\$295,000	-5
	<b><u>12-Month</u> <u>Ending</u> 1/2017</b>	<b><u>12-Month</u> <u>Ending</u> 1/2018</b>	<b>% Change</b>
Pending Sales Units	2,980	3,013	1
Closed Sales Units	2,892	2,952	2
Median Closed Price	\$304,000	\$294,000	-3
Average Days on Market	93	96	3
*Active Inventory	1,810	1,784	-1
*Avg Month's Supply	6.9	6.8	0.1

To ensure your next real estate transaction in the Bonita Springs or Estero market is a success, contact a Bonita Springs – Estero REALTOR® member by visiting [BonitaSpringsRealtors.com](http://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 REALTORS® Multiple Listing Service (MLS) syndicates to LISTHUB, which distributes to 2,000+ real estate search websites.*

*Founded in 1966, the Bonita Springs-Estero REALTORS® is a local trade organization of over 850 REALTORS® and more than 120 affiliated industry members. Bonita Springs-Estero REALTORS® 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](mailto:PR@WBN-Marketing.com)

239-919-0933