



df DOWNING-FRYE REALTY, INC.

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Key Interest Rates:

- 30-year Fixed 4.97 %
- 15-year Fixed 4.32 %
- 5/1-year ARM 3.78 %
- 1-year ARM 3.07 %
- 30-year Fixed Jumbo 5.50 %
- 15-year Fixed Jumbo 4.92 %
- 5/1-year ARM Jumbo 3.97 %
- Prime Rate 3.25 %

Inside the Numbers:

Jan. 1—Nov. 30, 2010
 (Naples Only)

Single Family Homes

Total # Sold **3,553**

Avg. Sale Price **\$464,819**

Currently Listed **3,648**

Currently Pending **957**

Condos (all types)

Total # Sold **3,571**

Avg. Sale Price **\$286,531**

Currently Listed **4,519**

Currently Pending **757**

Monthly Quote:

Christmas Gift Suggestions:

To your enemy, forgiveness.
 To an opponent, tolerance.
 To a friend, your heart.
 To a customer, service.
 To all, charity.
 To every child, a good example.
 To yourself, respect.

~ Oren Arnold

Nick Bobzien's Real Estate Review

Merry Christmas & Happy New Year! Welcome to my December 2010 Real Estate Review. If you know someone else who would like to receive my newsletter, please email or call me with their contact information, & I would be happy to include them in all future emailings. I hope you continue to find this newsletter entertaining, useful & informative. Please feel free to send your comments to:

Nick@SoldInNaplesByNick.com Or call me at 239-825-5411

Naples Real Estate Market: Buyers—Choosing One out of a Thousand

If you are a buyer in the Naples Real Estate Market right now, you are one of the lucky ones... well maybe not as much as everyone thinks. Yes interest rates are at historical lows (though rising lately I might add), Yes prices have declined 50–60% from their peak prices in 2005–2006, & Yes there is a great selection of inventory to choose from. But HOW do you choose 1 home when there are over 7,000 homes available?

Buying a home is supposed to be fun, exciting, a bit nerve-racking, but yet rewarding! So many buyers search for weeks on the internet before they go see their first home in person. They research the town/city, possible locations, communities, school districts (if applicable), amenities, activities, etc. National averages show buyers are researching homes on the internet for two weeks or more before they make their first phone call to a Realtor to go look at their first property. With many homes on the market to search through, some people get stressed to the point the home buying experience is no longer fun! Here are 8 great ways to filter those 7,000+ homes down to the top 5–10 that fit your criteria.

1. **Create A Wish List:** Write down on a piece of paper your “needs” & your “wants”. Make sure you don’t mix the two up though! Some of the typical “needs” pertaining to buyers are the number of bedrooms, bathrooms & garages, the school district, the square footage under air, the location within the town/city, etc. Some of the typical “wants” pertaining to buyers are the upgrades—granite counters, wood cabinets, tile or carpet flooring, view out back, etc. Some people “need” 3 bedrooms because they have two kids, but they “want” 4 bedrooms so they have some extra space for a guest room or home office. Differentiating your “needs” from your “wants” can help save you time & money!
2. **Create A Reality Check:** Just because prices have declined drastically over the past 5 years, the home you are looking for may still be priced higher than you can afford. Go back & look at your Wish List to make sure your “needs” & “wants” are correctly organized. Then focus on your “wants” list & put them in order of importance. Again, you might want the 4 bedrooms (though you only need 3 bedrooms) more than you want the granite counters or wood cabinets. Having this list organized will help you narrow your property search down. It doesn’t hurt to “want” everything, just be realistic when it comes time to make decisions & sacrifices.
3. **Get Pre-Approved:** I cannot stress this enough...lending guidelines have changed drastically over the past several years making it more difficult to obtain a mortgage. Lenders want more documentation proving the buyer can afford the home, & they are asking for what seems like EVERYTHING! In addition, I’ve had buyers looking for homes

\$50,000–\$60,000 cheaper than what they thought they could comfortably afford. Remember, lower interest rates equal lower mortgage payments. Speaking with a Mortgage Broker to get pre-approved will pay dividends for you, & make the home-buying process much easier & enjoyable!

4. **Find your Neighborhood / Area:** Not every neighborhood or community is going to fit your criteria, (location, amenities, school districts, etc). Eliminate those areas or neighborhoods where you know you don’t want to buy a home. This will obviously speed up your purchase, & save you a lot of wasted time.
5. **Find a Realtor:** Now that you have your “Wish List” well organized, a pre-approval letter in hand from a Mortgage Broker, & you have begun to narrow your desired locations, it is time to make contact with a Realtor to further assist you with finding your new home. Personally, I specialize in the Naples, Bonita Springs, Estero, & South Fort Myers Real Estate markets. If you are looking to purchase a home outside of one of these areas, please contact me & I will be able to assist you in finding a Realtor who specializes in the area you are looking to buy in.
6. **Search the Internet** You can begin looking for homes on the internet as well as with your Realtor. The reason I have this option behind “Find a Realtor”, is that many websites have outdated information. I get phone calls & emails all the time about a property a client has found on the internet they are interested in, only to find out the home went pending three weeks ago. Searching the internet can be lots of fun, but it can also be stressful. My website is updated every night, so as properties go pending, list prices change, pictures are added, or any other changes made, it is automatically updated for you!
7. **Drive By Showings:** After finding homes on the internet, you can drive by them to help eliminate those you no longer have any interest in—maybe you don’t like the community, or the home doesn’t have good curb appeal, etc). This is hard to do in SW Florida with many communities being gated, & you don’t want to necessarily “judge a book by its cover”, but this can help save you time by only looking at the inside of homes you have interest in.
8. **Only Look at Homes in Your Price Range:** Looking at homes above your price range happens frequently unfortunately, & all it does is creates false hope. Buyer’s fall in love with a home they cannot afford. Make sure the homes you are searching for & looking at are within your price range.

As always, please feel free to email me your thoughts & opinions on the Florida &/or Naples Real Estate markets!!

The figures for “Inside the Numbers” are derived from SunshineMLS on December 21, 2010. They are deemed accurate, but are not warranted or guaranteed. All interest rates are derived from Bloomberg.com on December 21, 2010.

Current Listings, Pendings & Recent 6 Month Sales



Saturnia Lakes—4+Den, 3.5 baths, 3 car garage, 3,773 sqft. under air, marble floors, granite counters, tropical pool, lake views, Turnkey Furnished! [Click Here](#) **\$689,900**



Harbourside @ Wiggins Bay—2 beds, 2 baths, 2nd floor, completely remodeled w/ new maple wood cabinets, granite counters, & SS appliances! [Click Here](#) **\$175,000**



Village Walk—3+ Den, 2 baths, 2 car garage, nearly 2,000 sq ft. under air, custom pool, crown molding, plantation shutters, impeccable condition! [Click Here](#) **\$380,000**



Calusa Bay—2+Den, 2 baths, 1 car garage, 2nd floor, nearly 2,000 sq ft. under air, beautiful lake views, electric hurricane shutters, Excellent condition! [Click Here](#) **\$269,000**



Golden Gate—2.80 acres of wooded land backing up to Twin Eagles Golf Club. Neighbor has a 1+ acre lake for your added viewing benefit! [Click Here](#) **\$150,000**



Saturnia Lakes—3 bedrooms, 2 baths, 2 car garage, granite counters w/ tumbled-stone backsplash, tile & wood floors, southern lake views, Furnished! [Click Here](#) **\$349,000**



5 Acres—Very Rare piece of Real Estate located only 10 min. to downtown Naples! 5 acres of private & peaceful land. You can have up to 10 horses!! [Click Here](#) **\$895,000**



Port Charlotte—Gulf Access vacant lot, 1/4 acre parcel, located in very popular area of Port Charlotte for boaters. Build your dream home! [Click Here](#) **\$125,000**



Firano—4+Den, 3 baths, 3 car garage, 3,000+ sqft, gourmet kitchen w/ granite counters & SS appliances, Huge backyard w/ private preserve views! [Click Here](#) **\$599,999**



Golden Gate Estates—3 bedrooms, 2 baths, 2 car garage, over 1,500 sq ft. under air, 2.73 acres, and a 2 bed, 1 bath guest house w/ 720 sq ft., Close-in! [Click Here](#) **\$169,000**



Huntington Lakes—2 bedrooms, 2 baths, 1 car garage, 2nd floor, over 1,100 sq ft. under air, beautiful western lake views, looks brand new! [Click Here](#) **\$129,900**



Imperial Golf Estates—3 bd, 3 ba, 2 car 2,700+ sqft, remodeled w/ granite & hickory maple wood cabinets, pool, tile, new roof, new carpet, corner lot! [Click Here](#) **\$399,900**

Current Listings, Pendings & Recent 6 Month Sales



Milano—3 bedrooms, 2.5 baths, 1 car garage, beautiful lake views, nearly 1,600 sq ft., nice upgrades, great school districts, freshly painted, new carpets! [Click Here](#) \$1,200/mo.



Sherwood—2 bedrooms + Den, 2 baths, 1 car garage, beautifully Turnkey furnished, stunning lake views, hurricane shutters, Great Location!! [Click Here](#) \$169,900



Pelican Isle—3+Den, 3.5 baths, 2,800+ sq ft, 3rd floor w/ SW views of the Bay, Electric shutters & more. Offered for Sale or Rent! [For Sale](#) [For Rent](#) \$924,900 / \$2,995/mo.



Fairway Preserve—3 bedrooms, 2 baths, 1 carport, 1,500 sqft under air, 2nd floor, screened lanai, great amenities, great investment opportunity! [Click Here](#) \$95,000



Golden Gate Estates—3 bedrooms, 2 baths, 2 car garage, recently remodeled with all new SS appliances, granite counters, tile & carpet. [Click Here](#) \$109,100



Milano—3 bedrooms, 2.5 baths, 2 car garage, end unit, lake view, corian counters, over \$8,000 in custom window treatments, & many more upgrades!! [Click Here](#) \$229,900



Commercial—Office/Medical space in North Naples available for lease. 1st & 2nd floor units still available, General Impact Fees paid. [Click Here](#) \$18/sqft.



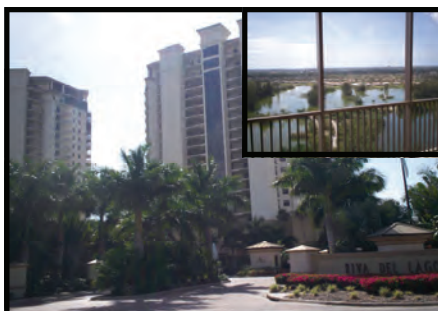
Heritage Greens—2 bedrooms plus Den, 2 baths, 1 car attached garage, nearly 1,700 sq ft, 2nd floor overlooking western lake & golf course views! [Click Here](#) \$199,000



Fairway Preserve—2 bedrooms, 1 bath, 1 car garage, 1,045 sqft under air, private & peaceful preserve view, screened lanai, great amenities! [Click Here](#) \$92,500



Beau Rivage—3 beds, 3 baths, 2 car garage, 16th floor, nearly 1,500 sqft under air, cherry cabinets, Corian counters Caloosahatchee River views. [Click Here](#) \$339,000



Riva Del Lago—4 bedrooms, 3 baths, 2 car garage, 2,312 sqft, Panoramic Western Views from this 18th floor end unit condo, many upgrades! [Click Here](#) \$479,000



Sherwood—2 + Den, 2 bath, 1st floor, 1 car garage, over 1,600 sq.ft, & beautiful Sunset lake views! Completely remodeled in 2009, plantation shutters. [Click Here](#) \$164,900

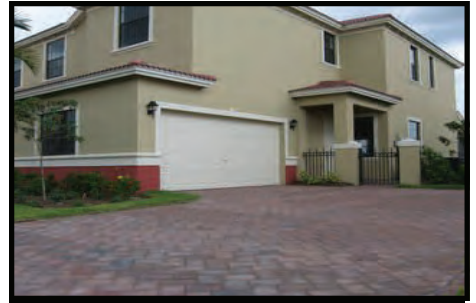
Current Listings, Pendings & Recent 6 Month Sales



Heritage Greens—3 bedrooms plus Den, 2 baths, 1 car garage, 2,050 sq ft. under air, western lake & golf course views, new carpet, wood floor & paint. [Click Here](#) **\$229,000**



Milano—3 bdrms, 2.5 baths, 1 car garage, 1,580 sqft., lake views, granite counters, maple cabinets, SS appliances, & mahogany wood floors. [Click Here](#) **\$1,400/mo.**



Summit Place—3 bedrooms, 2.5 baths, 2 car garage, beautiful lake view, nearly 2,300 sq. ft. under air, large Master Suite, and lots of upgrades. [Click Here](#) **\$169,000**



Golden Gate Estates—3 bedrooms (each w/ a walk-in closet), 2 baths, 2.73 acres of land, split floor plan, tiled kitchen counters, and wood floors! [Click Here](#) **\$99,900**



Sherwood—2 bedrooms plus den, 2 baths, 1 car garage, 1st floor with private preserve views, granite counters, screened lanai plus stone paver patio. [Click Here](#) **\$164,900**



Port Charlotte—2 vacant neighboring lots in Port Charlotte—1 corner lot, 1 with Gulf Access! Each lot is nearly 1/4 acre in size! [Corner Lot](#) [Gulf Access Lot](#) **\$125,000/both**



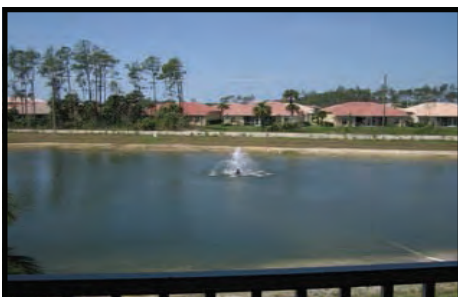
Milano—3 bedrooms, 2.5 baths, 1 car attached garage, nearly 1,600 sq ft., beautiful kitchen, many upgrades, very private view from lanai. [Click Here](#) **\$115,000**



Golden Gate—3 bedrooms, 2 baths, 2 car garage, split floor plan, private wooded/preserve views, granite counters, custom built in 2007. [Click Here](#) **\$125,000**



Heritage Greens—2+Den, 2 baths, 2 car garage, over 1,700 sq ft, endless & private lake/golf views, upgraded cabinets & countertops, Priced right! [Click Here](#) **\$249,000**



Sherwood—2 bedrooms, 2 baths, 1 car garage, over 1,100 sq ft, nice upgrades including Plantation Shutters, and beautiful western views over a lake! [Click Here](#) **\$99,900**



Lehigh Acres—1/4 acre of land in a great location in popular area of Southwest Lehigh. Surrounded by established homes & shopping centers! [Click Here](#) **\$3,999**



Milano—3 bedrooms, 2.5 baths, 1 car garage, 1580 sq ft., beautiful southern lake views, barely lived in and located in a very popular community! [Click Here](#) **\$120,300**