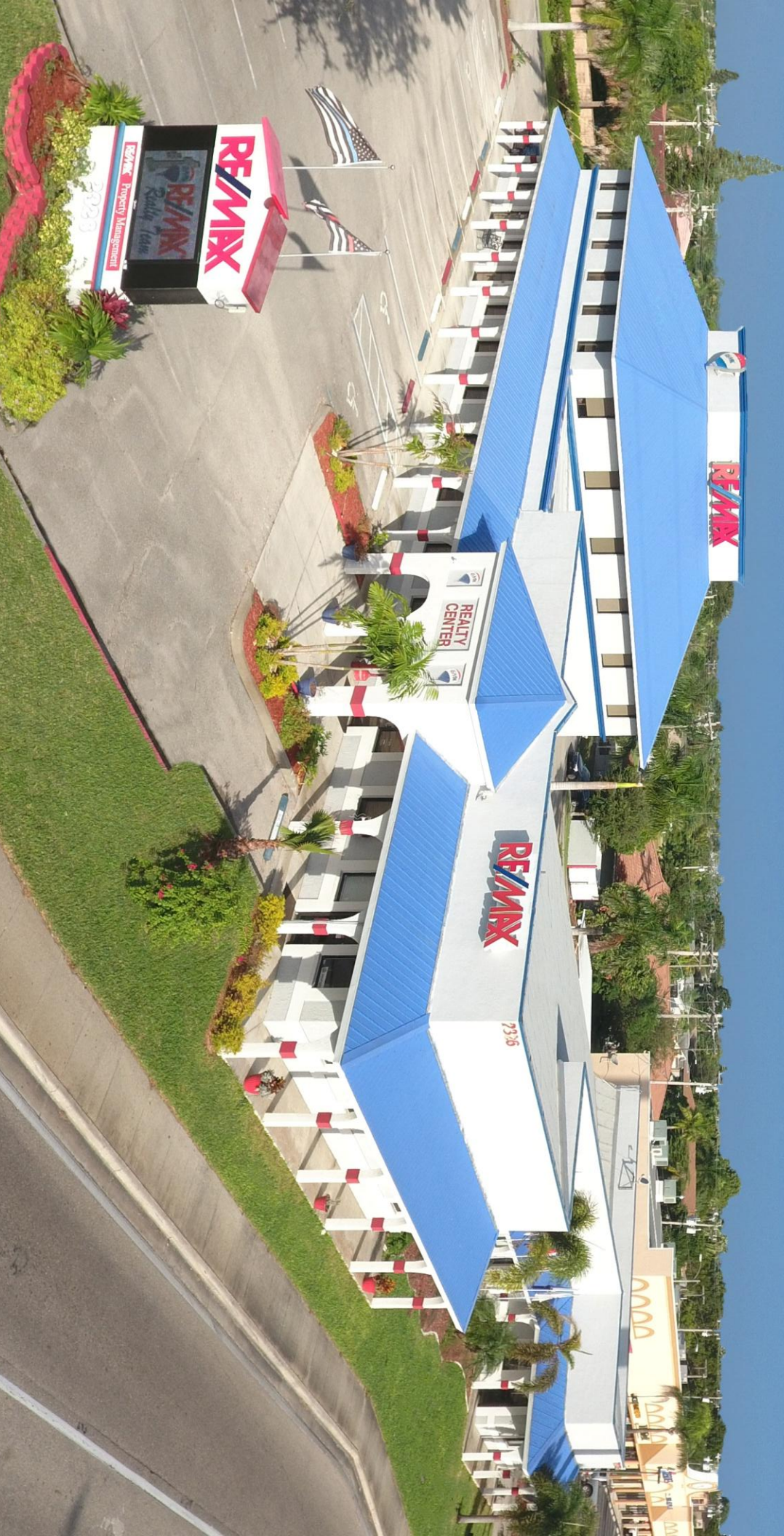


January 2019 Office Meetings



December 2018 Top Producers...

Lori Fiduccia: \$1,689,000 Volume

RE/MAX Tom Seele

REALTY TEAM

Gwen Martin



December 2018

Top Teams...

LaGace Partners: \$1,521,471 Volume

Team Bader

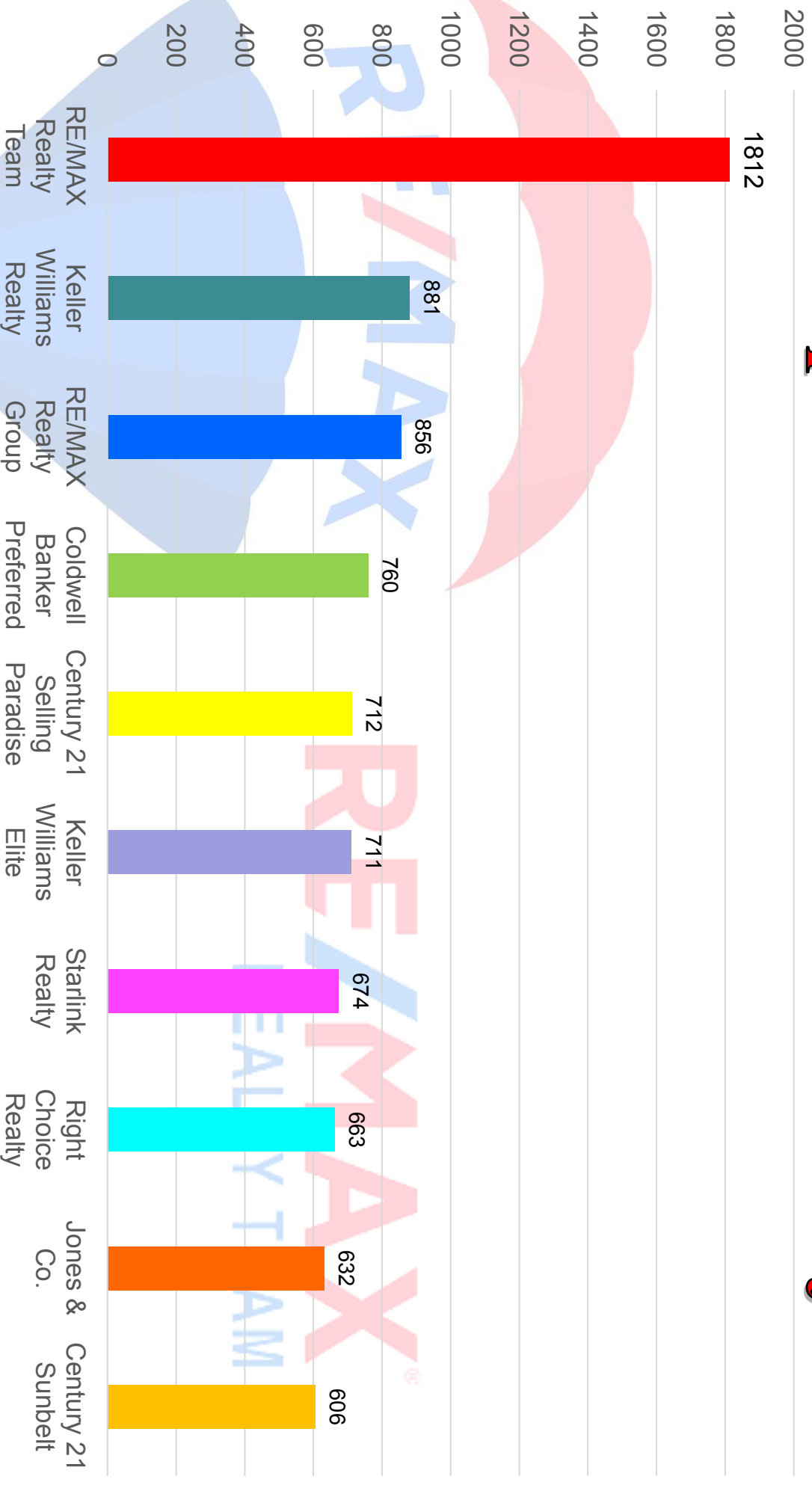
REALTY TEAM

BG & Company



2018

Top Offices in Lee County

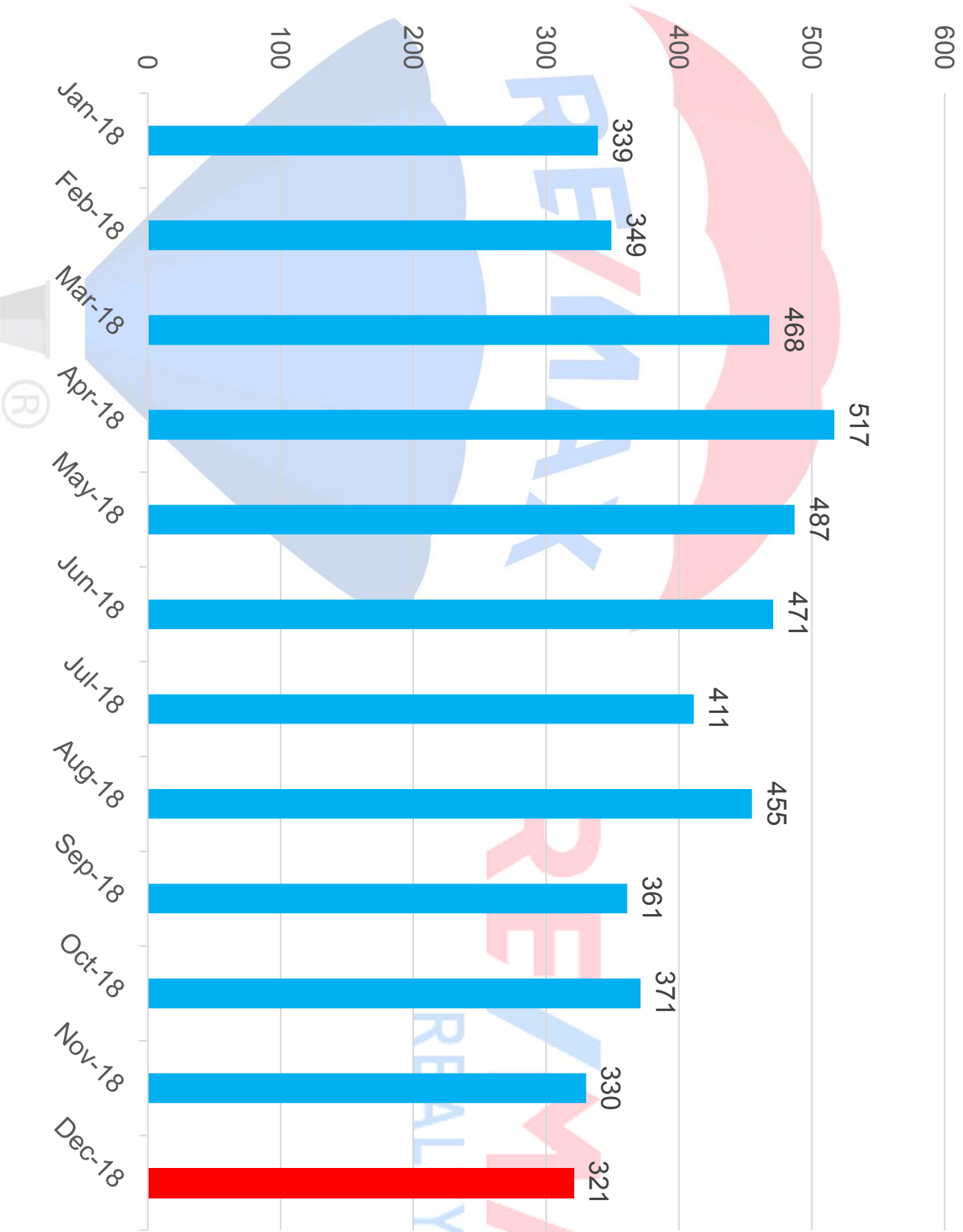


**RE/MAX Realty Team #1 Office in Lee County
Every Month for 9 Straight Years!**

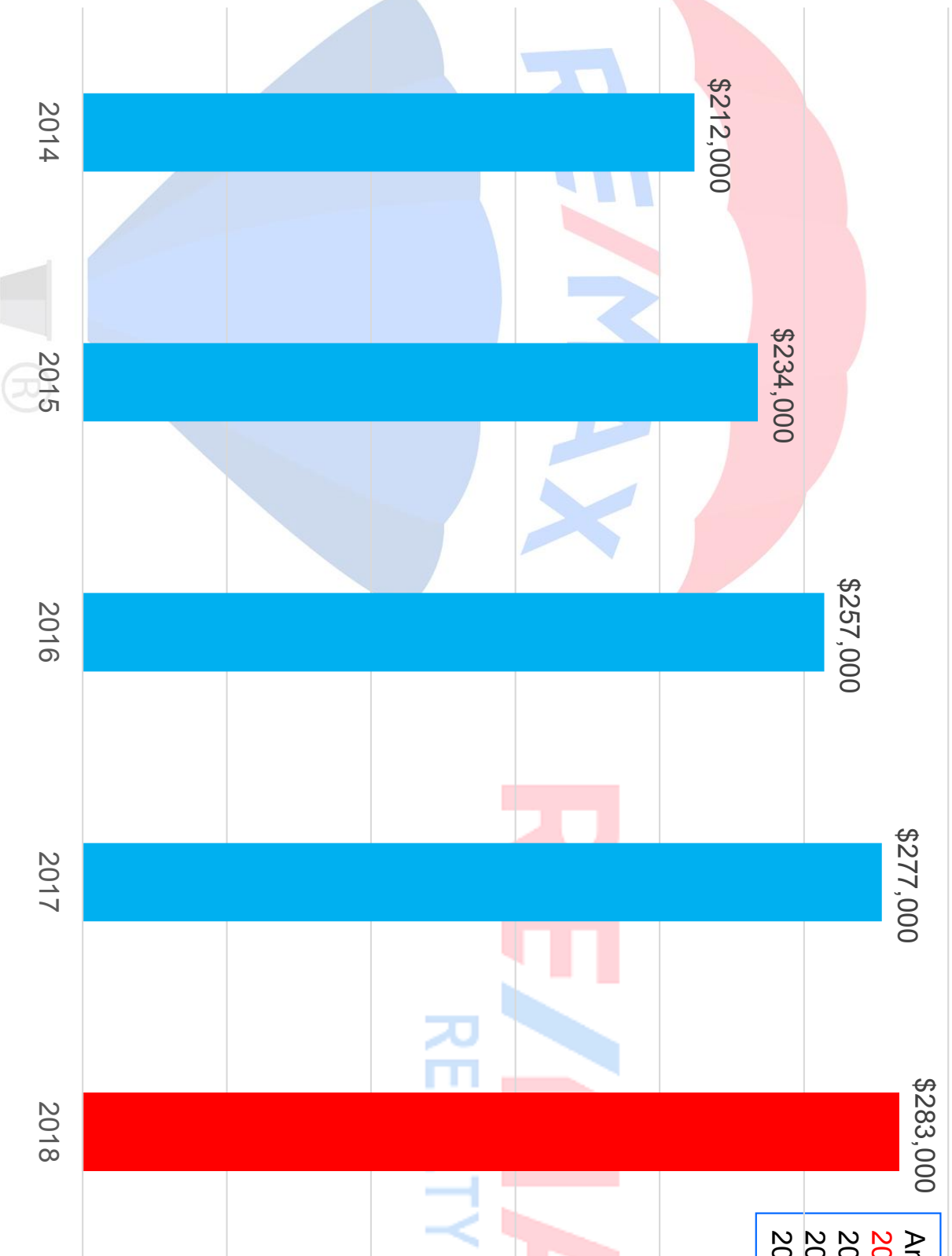
2018 Cape Coral Closed Single Family Homes

Active SF Homes
2,177

Total Sales for
2018: 5,129



Cape Coral Annual Average Home Prices



Annual Appreciation:
2017-2018: **+2.2% (Increase)**
2016-2017: +8% (Increase)
2015-2016: +10% (Increase)
2014-2015: +10% (Increase)

RE/MAX
RETY TEAM

Cape Coral

Home Statistics 2018

Home Prices at Bottom of Market (Dec. 2010): \$120,000

Home Prices Now: \$281,000

Percentage Increase: +134%

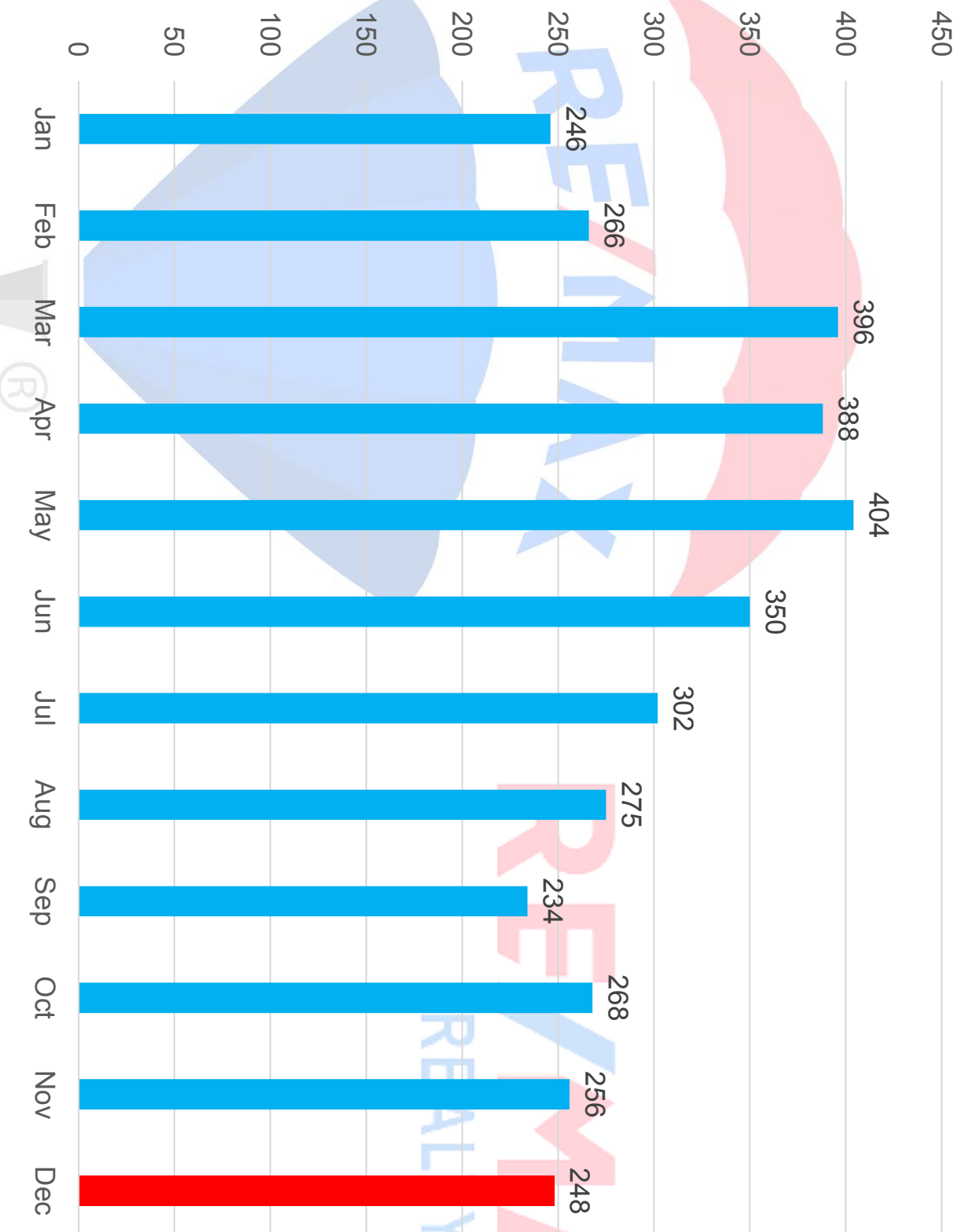
RE/MAX RE/MAX

Home Prices at Last Peak: \$378,000 (Jan. 2006)

How Far From Last Peak: \$97,000



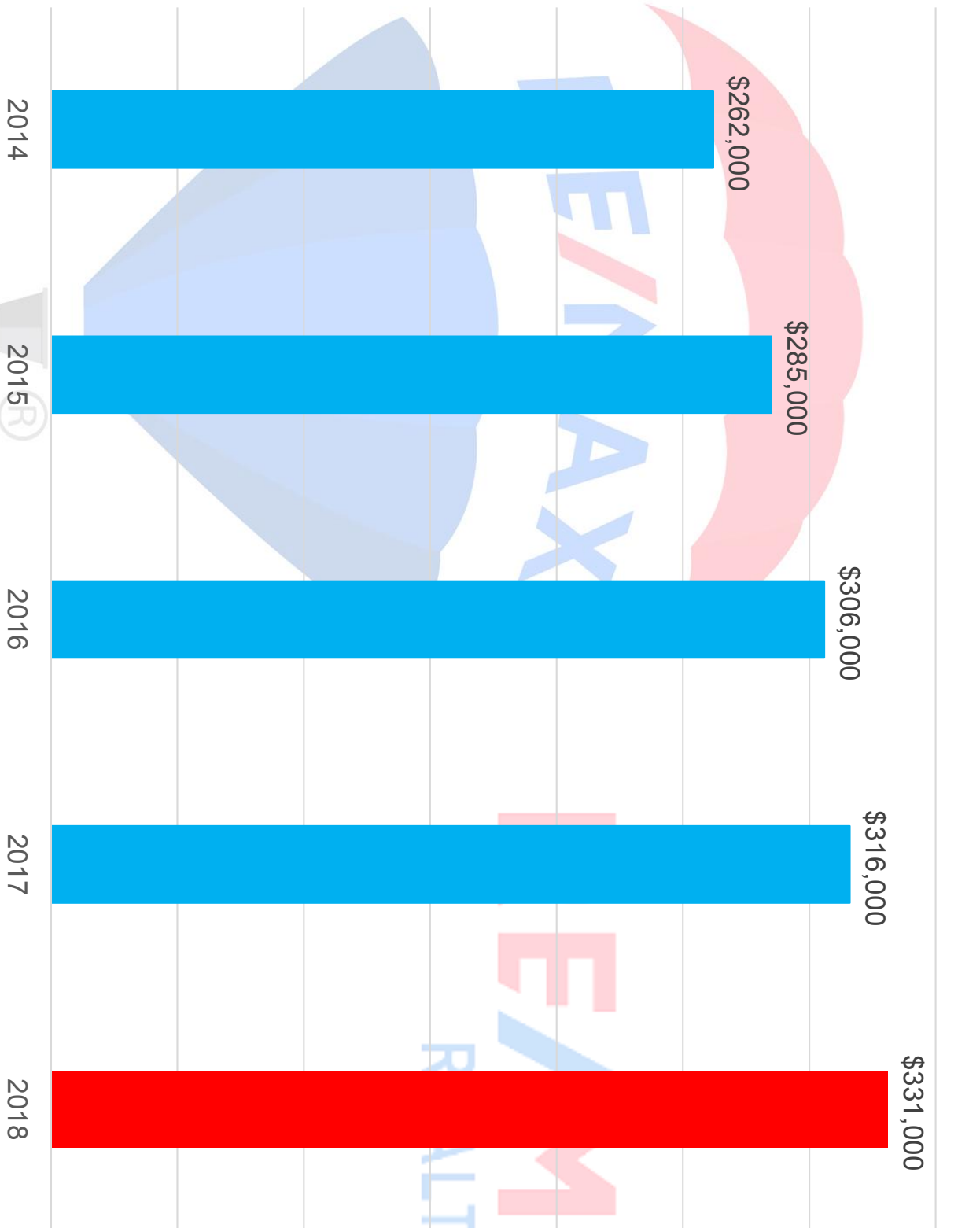
2018 Fort Myers Closed Single Family Homes



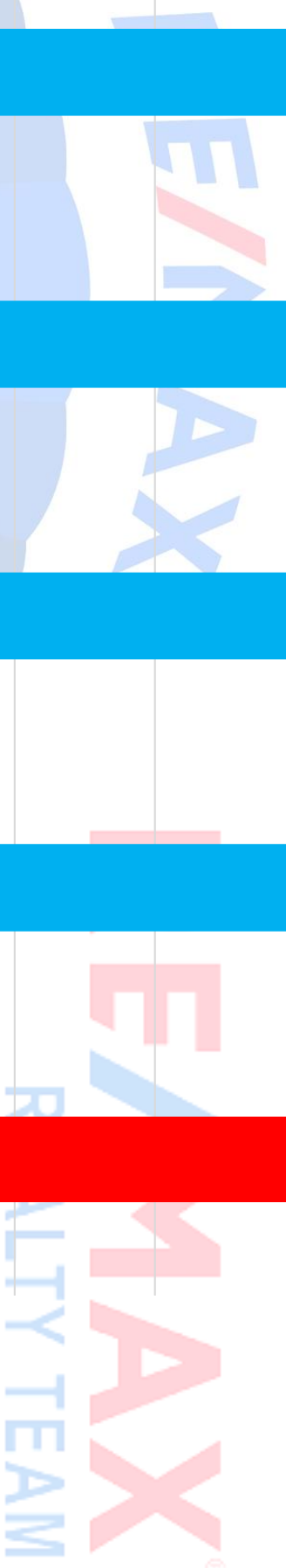
Active SF Homes
1,677

Total Sales for 2018:
3,692

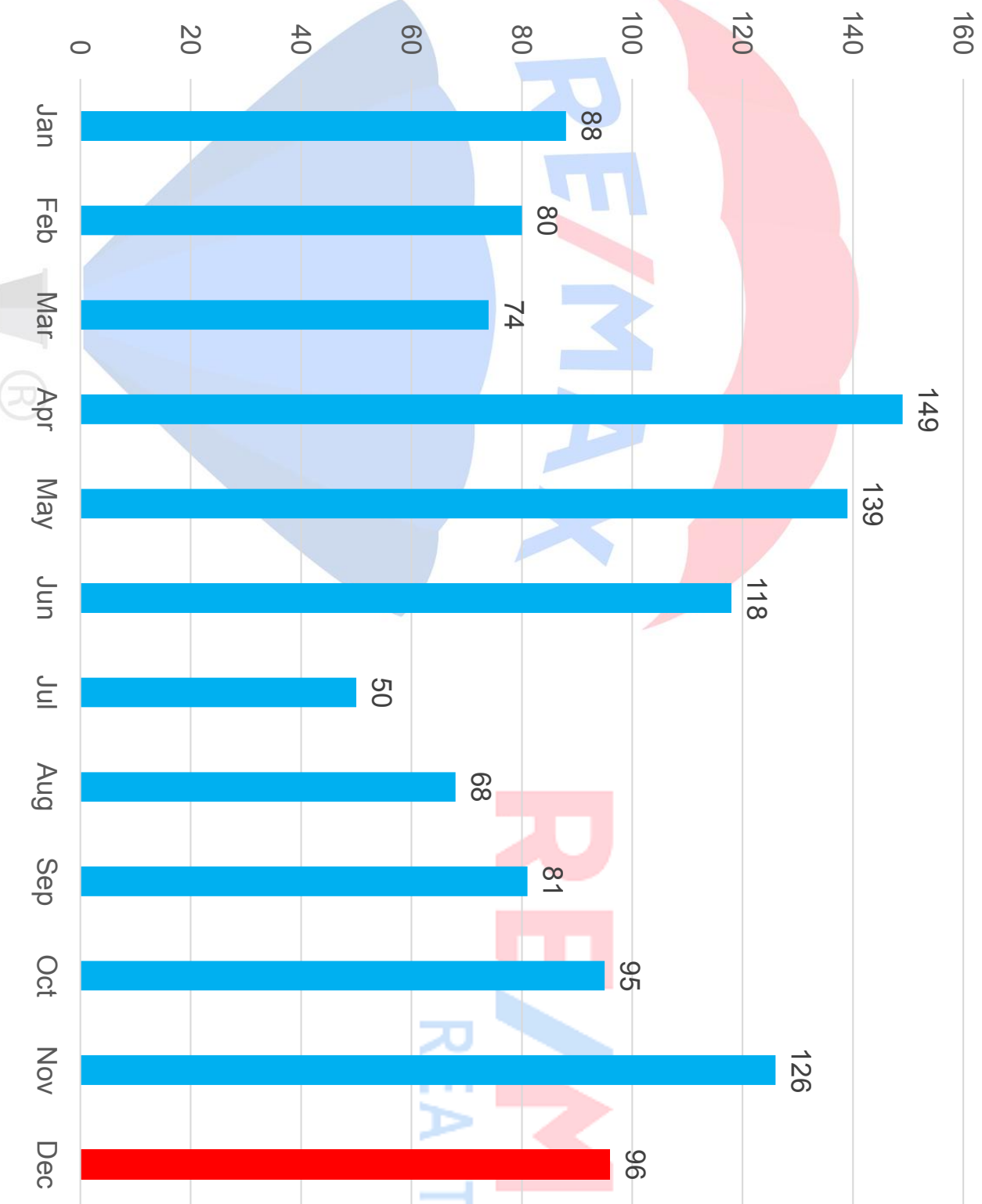
Fort Myers Annual Average Home Prices



Appreciation:
2017-2018: +5% (Increase)
2016-2017: +3% (Increase)
2015-2016: +7% (Increase)
2014-2015: +9% (Increase)



2018 Bonita/Estero Closed Single Family Homes

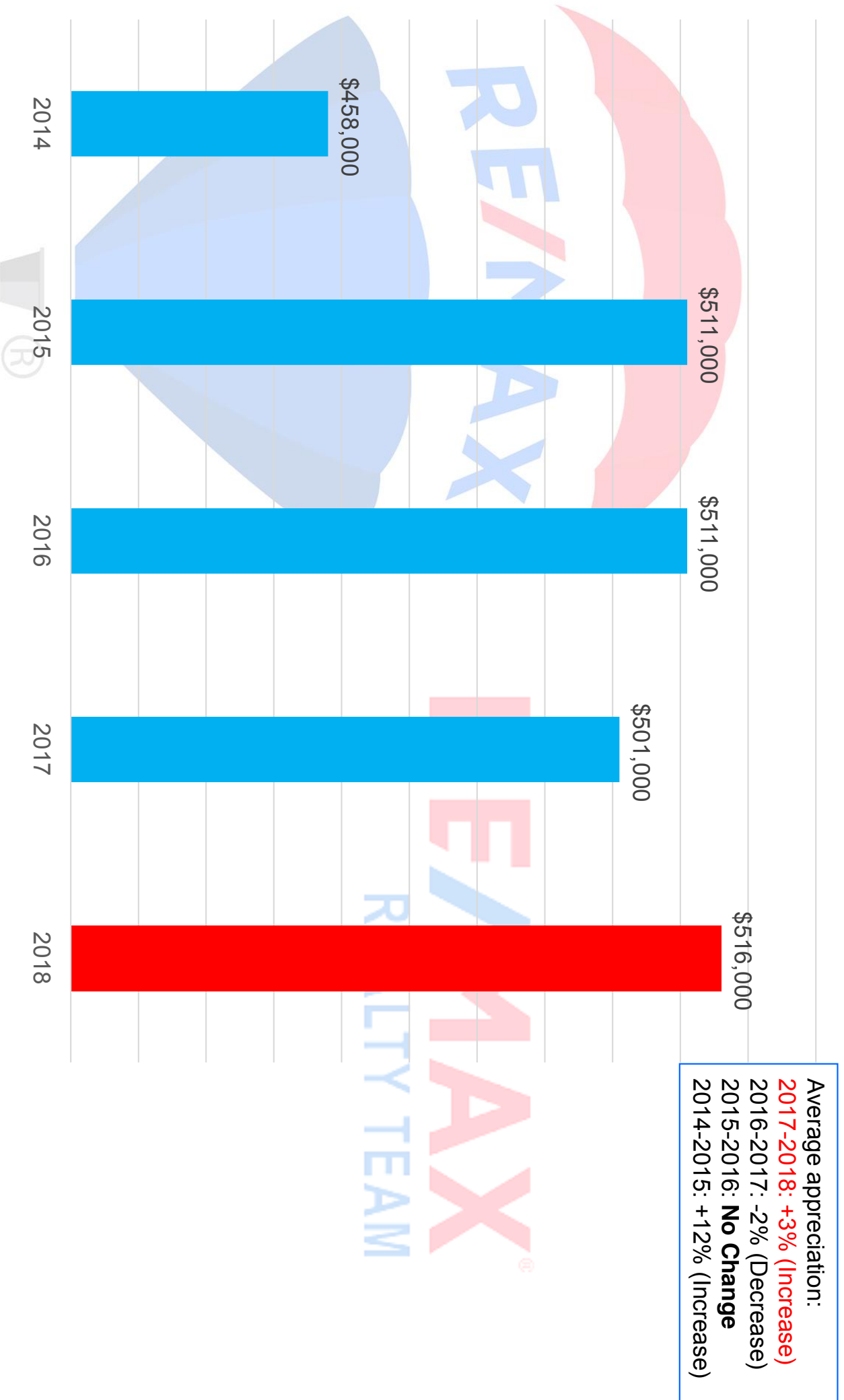


Active SF Homes
817

Total Sales for 2018:
1,444

RE/MAX
REALTY TEAM

Bonita Estero Annual Average Home Prices



Home Price Comparisons

2018

Cape Coral

Home Price

\$283,000

RE/MAX

RE/MAX
REALTY TEAM

Fort Myers

\$331,000: 17% Higher

Bonita & Estero

\$516,000: 82% Higher



Gulf Access Homes Comparisons

2018

Cape Coral

Home Price

\$501,000

RE/MAX

RE/MAX
REALTY TEAM

Fort Myers

\$594,000: 19% Higher

Bonita & Estero

\$1,015,000: 102% Higher



Non-Gulf Access Home Comparisons

2018

Cape Coral

Home Price

\$235,000

RE/MAX

RE/MAX
REALTY TEAM

Fort Myers

\$307,000: 31% Higher

Bonita & Estero

\$487,000: 107% Higher





Top Producer:

2018

Deb Cullen: \$10,919,380

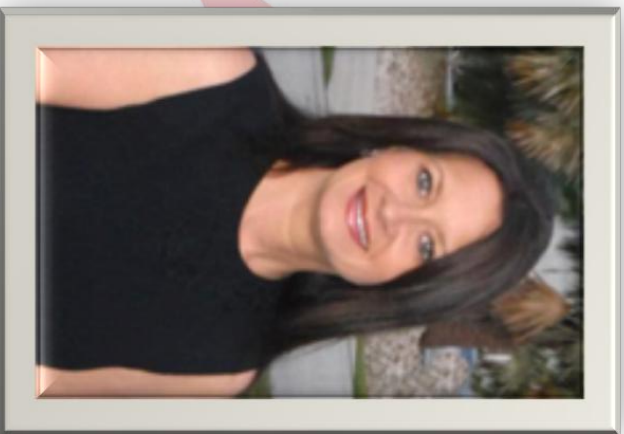


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TOP TEAM 2018



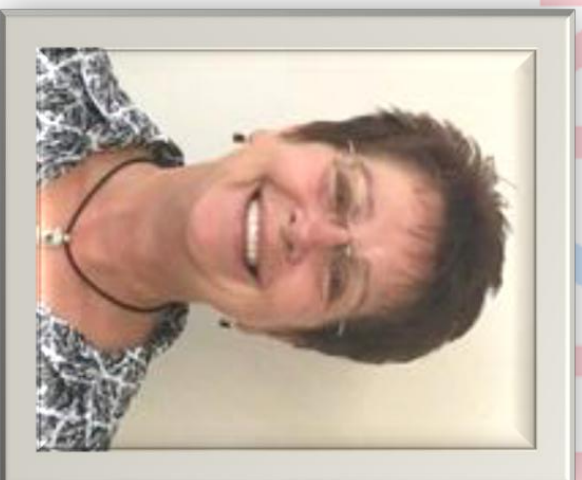
RE/MAX
REALTY TEAM



\$19,294,447

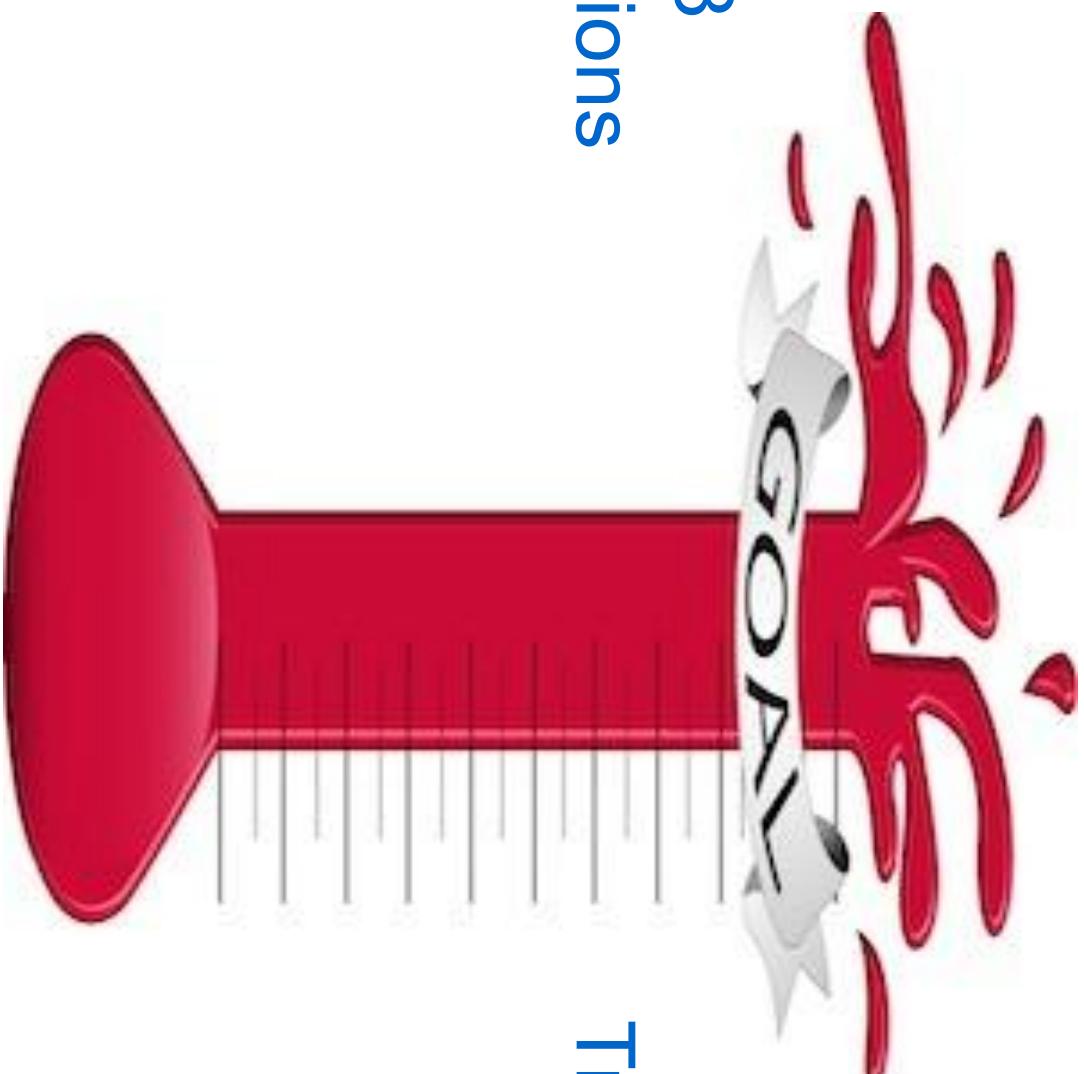
AXIS

TY TEAM



2018 Transaction Goal...

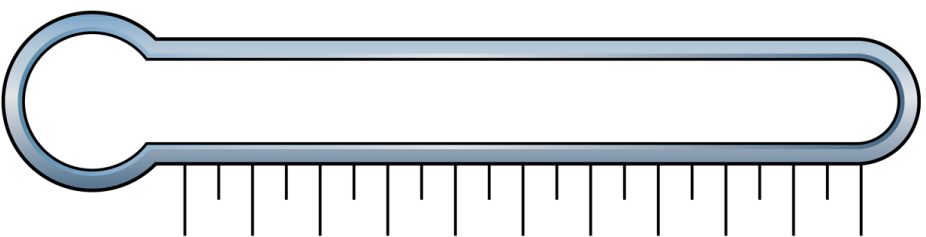
Goal
2,088
Transactions



Actual
2,100
Transactions



2019 Goals...



2,616 Transactions

#4 In Transactions &

#7 In Volume

for Florida RE/MAX, LLC



RE/MAX
REALTY TEAM

2018 Predictions...

- Inventory will rise modestly this year although not enough to offset the demand. Existing homeowners will remain the largest source of inventory and as a result, seller's will continue to have the upper hand. 10-12K in 2018 for all three markets: Cape Coral, Ft. Myers and Bonita Estero with the majority being in Cape Coral.
- Appreciation will continue in the single digits as we've seen over the course of the last couple years but they may reach the double digit mark, if the slow rate of homebuilding persists (permitting, labor shortage etc.). Overall they will be less than 10% in 2018 in Cape Coral and Ft. Myers.
- Cape Coral new construction remains strong and robust as builders add more inventory on a more consistent basis to our already limited supply. Expect more spec homes being built which should help the supply shortage. The biggest obstacle will be in wages, skilled trades, etc.
- Interest rates-anticipate higher rates in 2018 with 5% not out of the question before the end of the year, looser lending requirements and more technology advances will make automation data collection more common and more buyers qualifying for mortgages.
- Affordability-as unemployment continues to be below the national average, wages (income) and home prices could align allowing for more FTHB and Millennials to enter the market. Nearly 37% of buyers are FTHB and 36% are Millennials.

2018 Facts

- Single family home sales 10,845 in 2017.
- New Construction highest in 12 years with 2,187 single family permits.
- 2% annual appreciation in Cape Coral and 5% in Fort Myers.
- Interest rates did not rise to the 6% as economist projected, although higher, they remain at historic lows.
- Distressed properties make up less than 3% of total sales in Cape Coral.
- Rental market (rent prices) leveled off and dropped for the last ½ of year.
- Affordability challenges as wages rise only by 1% (adjusted annually) since 2011. Millennials and FTHB largest group of buyers.



2019 Predictions...

- Inventory levels will rise throughout 2019 approximately by 3-5% each month. This increase will be in part to new construction homes. Sellers will have to adjust their expectations in order to compete with newer homes and buyers will take longer to purchase as a result of higher inventory levels. The fast pace and lower Days on the Market is a thing of the past.
- Sales will soften in 2019, and may reach the 10-11K in 2019 for all three markets: Cape Coral, Ft. Myers and Bonita Estero. 18-20% of active inventory will result in a sale in 2019 each month.
- Home values will not see any major change in 2019, as inventory levels rise, values and entry points will be dismal. Appreciation expected to be below 5%.
- Cape Coral new construction will continue it's strong and robust stride especially in the affordable, entry level areas. Approximately 15-20% of all single family home sales will be in new construction. Builder competition will be fierce as more adjust prices to stay ahead and could possibly cause several to price themselves out of the market. A major concern for this sector is: builder competition, skilled trades and/or materials.
- Interest rates will continue at historically low levels, however, more and more loosening lending standards will be of growing concern.
- Affordability concerns may be limited, so long as interest rates remain low.



YEAR -TO- DATE TOTALS FOR 2018

CLOSINGS 2,100

LISTING SIDE 1,001

SELLING SIDE 1,099

TOTAL VOLUME \$406,258,274

LISTING TAKEN 1,166

CONTRACTS WRITTEN 1,838

NEW TALENTED ROCK STARS 59

COMMISSIONS PAID \$10,950,989



**SUCCESS IN
LIFE COMES
WHEN YOU
SIMPLY REFUSE
TO GIVE UP, WITH
GOALS SO STRONG
THAT OBSTACLES,
FAILURE, AND
LOSS ONLY ACT
AS MOTIVATION.**



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