HOMES POWERED BY kw NAPLES KELLERWILLIAMS. REALTY

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🟥 VWBS REAL ESTATE - 2005 YEAR END REVIEW – ESTATE SERIES

🟥 Estate Series – 222 Total Homes *(Carlyle, Dunwoody Lane,/Trail, Morningside Lane)*

Sales Activity *(Small sample over the past 12 months)*

- **Total Transactions = 12**
- **Total Closed Sales: 5 (42%)**
  - Price Range: $755,000 – $950,000
  - Average Sale Price: $822,000
  - Average Price Reduction: $80,600, ~9% below list
  - Average Price per SqFt: $334
  - Average Days on Market: 163 days
- **Pending Listings = 1**
- **Active Listings = 4**
- **Terminated/Expired/Withdrawn Listings = 2**

⭐ RECENT MARKET ACTIVITY — ESTATE SERIES

📅 Last 12 Months (Full 2025 Activity)

What Stood Out

- Estate homes required the longest marketing time in the neighborhood
- Larger price reductions were common, especially for homes that started high
- Even strong homes ultimately sold once pricing aligned with buyer expectations

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📘 Last 6 Months (Patience Required)

Market Behavior

- Estate buyers were highly selective and deliberate
- Homes that entered the market aggressively often sat 150–380 days
- Pricing corrections — not marketing — were the key to securing a sale
- Discounts ranged from 4% to 15%

- The largest reductions were tied to:
  - Early overpricing
  - Longer initial list periods
- Homes priced closer to market from the start required smaller concessions

Buyer Profile

- Buyers were financially strong but cautious
- Decisions were driven by:
  - Long-term value
  - Condition and layout
  - Comparative pricing within the neighborhood

🔥 Last 3 Months (Signs of Stability)

Recent Momentum

- Most recent Estate sales show:
  - Smaller discounts (4%)
  - Shorter days on market (as low as 16 days)
- Indicates improved alignment between seller expectations and buyer reality
- Once priced correctly, Estate homes do sell
- The challenge is not demand — it's initial positioning

🧠 Key Takeaway for Estate Homeowners

The Estate Series market in 2025 rewarded patience and realistic pricing. While buyers took longer to commit and negotiated more heavily, homes that adjusted to market conditions ultimately sold. Heading into 2026, Estate sellers will benefit most from accurate pricing at launch rather than testing the market and chasing it down over time.

📩 **To receive** a current **fair market evaluation** of your home based on comparables and recent transactions**:** Simply **reply "YES"** to this email.

No pressure, no obligation - just helpful information from a neighbor who truly loves this community. Whether you're thinking of selling in the next year, making updates, or simply staying informed, I'm always happy to be a resource.

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