

NAPLES REAL ESTATE MARKET REPORT: THE SKY ISN'T FALLING!

It's just an acorn! When it comes to the Naples real estate market, why does the media focus on bad news, when there is plenty to be happy about?

As children, we learned that creating a panic ultimately leads to self-destruction. In the classic story of Chicken Little, the main character gets beamed on the head by an acorn and proceeds to convince the entire barnyard that the sky is falling. In the ensuing frenzy, the little guy leads all his friends directly into the wolf's den – where they are all summarily devoured. Today's media is a lot like Chicken Little crying that the sky is falling – especially when it comes to real estate. Why?

- Real estate trends are important to a lot of people –buyers, sellers, investors, builders, etc.
- The real estate market is often the top indicator of the country's overall economy. If real estate is bad, everything is bad.
- The media uses bad news to gain “eyeballs” – TV viewers, Internet surfers and newspaper and magazine readers. For the media, these eyeballs mean one thing – money. Bad news is good news for them, and they often create bad news where there really is none. That's what is happening to the news about Naples real estate. In truth, there's plenty to be hopeful about.

During hurricane season, bad weather news was the best news around for media outlets. As you probably remember, it is all they talked about. “Here comes another hurricane, there goes Naples real estate values...who's going to want to live here now?” The fact of the matter is, lots of people still want to live in Naples because it is one of the premier destinations in the country and in the world.

Hurricane damage in Naples was actually minimal. Yes, I know, that's not what the news reports said. The truth is that the hurricanes of 2005 didn't cause much if any major structural damage to homes or businesses in Naples. Most damage was limited to landscaping, screen enclosures and the like. On a particularly positive note, the storms brought additional sand into our beaches, so this year we'll actually save tax money on beach replenishment. Doom-and-gloom reporters go all out to convince us that the storm season was so terrible, and in reality, it just wasn't that bad.

But that's not the only thing that the media has been getting wrong. Here are some common reports you may hear from the media regarding the real estate market and the reasons why you can't always believe them:

- “Real estate markets are slumping nationwide. So Naples properties will lose value, seller's won't be able to sell and buyer's won't want to buy.”

Not true. First of all, there is no such thing as a “national” real estate market. Real estate is a local commodity. Values are as individual as regions within states, specific cities and towns, even distinct to particular neighborhoods. What happens in Pittsburgh, PA or Las Vegas, NV has no bearing what so ever on what happens in Naples, FL, or within any community of Naples.

- “Consumer confidence is plummeting. Naples real estate is down 40% from last year. Good luck selling your house now!”

Relax. The real estate market in Naples went crazy these last few years. Now we are experiencing a very natural “cooling off” period. The market is simply adjusting to more normal levels. We may be down 40% this year, but last year we were up 140%! So we're still up 100%. Why is that bad news?

- “Interest rates are rising. People will stop buying property in Naples!”

True interest rates are going up. But so are gasoline prices, and people are still driving their cars. Sure the market is better when interest rates are low, but rising rates don't spell doom for the real estate market - not in Naples anyway. Here's why:

- Naples is different than any other city in the country. No where can you find the amenities and services that you can find in Naples. Consider the what greater Naples has to offer:
 - 18 miles of pristine Gulf of Mexico beaches,
 - Over 100 public and private golf courses,
 - World-class boating, fishing and water sports
 - An ideal climate for year-round outdoor living and a naturally beautiful setting,
 - Unmatched restaurants and shopping districts such as 3rd Avenue and 5th Street South,
 - Cultural activities and venues like the Naples Center for Performing Arts and the Naples Philharmonic, plus numerous theaters and art galleries, museums and exciting nightlife,
 - Professional sporting events like Major League Baseball's Spring Training and Professional Ice Hockey,
 - The country's finest private schools plus the new Ave Maria University – the first new major Catholic university in the United States in 40 years,
 - The finest and most advanced Medical Center and Medical Services.

This is just a sampling of what Naples has going for it. Sure, it is probably more expensive to live in Naples than to live say, in Detroit...but the two cities cannot even be compared when it comes to lifestyle. People want to live in Naples because of its high quality of life, and they will pay for that privilege.

More reasons to be happy about the Naples real estate market:

- Migration is on the way up. People from all over the world are clamoring to buy homes in the United States and many have their eyes and their pocketbooks focused on Naples and Florida.
- Retiring Baby-Boomers. These are folks with the resources to buy. They are retiring in droves and looking for an spectacular place to live that provides them with all the amenities and activities they need to fulfill their golden years. Sounds like Naples to me.
- Almost anyone can get a loan. Lenders figured out that regardless of a borrower's credit report, loaning out money is good business. Today it is easy to get a loan. That means more people are able to buy more homes. More good news for Naples.

The bottom line is that there is more good news about the Naples real estate market than bad. Real estate is still the best investment you can make and Naples is still one of the top markets to invest in. So if you're looking to buy, rest assured your money will be well spent, and if you're looking to sell – you will sell – maybe not in a day or a week, but with an experienced REALTOR® advising you, you'll get a good price in a reasonable amount of time.

Next time you turn on the news, surf the web or open the daily paper and some pundit is claiming that the sky is falling on the Naples real estate market, remember Chicken Little. Don't buy into the doom-and-gloom of media ratings mongers.

If you want to know what is really happening in Naples or in your particular community, consult a local REALTOR®, like The Parlante Group. It's our job to know the facts and keep our clients informed. Our team of real estate professionals is constantly studying the

local and regional marketplace, so we are perfectly positioned to advise you on buying, selling or investing in our area. Check out our website, www.nosnownaples.com for more market news and valuable special reports, or call us at 800-562-0233. We will be happy to give you a Free Home Evaluation or to answer any of your real estate questions.



NoSnowNaples.com



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...and that's not all the media has been getting wrong. Go to **NoSnowNaples.com** and click on "Free Special Reports" under the "For Sellers" tab to read the rest of our informative and exclusive **Naples Real Estate Market Report**:

THE SKY ISN'T FALLING!

Find out the truth about buying, selling and investing in Naples real estate, plus why our market simply cannot be compared to others and why you can't always believe what the media says about it.

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NoSnowNaples.com

or, call us toll-free at:

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