



Florida Gulf Coast
Bonita Springs & Estero & Naples

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Tracking the Track Record What the Experts say about Housing Prices

"Houses cost too much for the mass market. Today's average price is out of reach for two-thirds of all buyers. "

- *Science Digest 1948 (average price at the time: \$8,000)*

"The goal of owning a home seems to be getting beyond the reach of more and more Americans."

- *Business Week 1969 (average price at the time: \$28,000)*

"The era of easy profits in real estate may be drawing to a close."

- *Money Magazine 1981*

"If you are looking to buy, be careful. Rising home values are not a sure thing anymore."

- *Miami Herald 1985*

Most economists agree...a home will become little more than a roof and a tax deduction, certainly not the lucrative investment it was..."

- *Money Magazine 1986*

"We're starting to go back to the time when you bought a home not for its potential money-making abilities, but rather as a nesting spot."

- *Los Angeles Times 1993*

Note that 1993 was the absolute low-point for real estate values in Los Angeles. Prices have sky-rocketed since.

"Financial planners agree that houses will continue to be a poor investment."

- *Kiplinger's Personal Financial Magazine 1993*

"A home is where the bad investment is."

- *San Francisco Examiner 1996*



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