

# Vacation Popularity Of Marco Island Creates Demand For Local Real Estate According To McCarty Group

*Marco Island's role as a popular vacation destination has strengthened the local real estate market as visitors decide to buy a primary or second home.*

MARCO ISLAND, FLA., USA, June 16, 2014  
/EINPresswire.com/ -- Popular vacation destination Marco Island has a healthy real estate market in part because of visitors who love it and decide to stay, according to local real estate broker Mike McCarty.

Mike and Wendy McCarty, brokers and owners of McCarty Group, say that people come to get a piece of the Marco Island lifestyle, but understandably, don't want to leave it.

"Marco Island's status as the 'Hawaii of the East' is well documented," says Mike McCarty. "We have great hotels, beaches, condos, luxury homes and golf courses within easy reach. Anything that Hawaii has, Marco Island has, including amazing water views."

He says that vacationers come from every part of the country, and many even hail from Canada, the U.K., or Europe, to enjoy Marco Island's unique vistas overlooking the beautiful Gulf of Mexico.

"The widespread appeal of Marco Island is obviously great for the local economy--it is thriving. But it also makes [the real estate here](#) very attractive, keeping the market very stable," he says.

Wendy McCarty agrees, and notes that [Marco Island homeowners](#) have been treated to steadily increasing home values in recent years.

"Marco Island home and condo values appreciated about 9.4% over the past year, which is wonderful for homeowners," Wendy McCarty says. "The Median house value is currently around \$445,400, and market watchers are expecting valuations to increase up to [4.2% over the coming year](#)."



Vacation Destination Boosts Demand For Marco Island Real Estate

Of course, median home values don't tell the whole story of what's going on in the market, according to McCarty Group. Mike McCarty notes that the luxury home market is particularly strong, with waterfront condos in particular demand as the buying season and the weather heat up.

"We've seen a very strong luxury condo market in Marco Island during the past year, and look forward to what the summer will bring," he says.

"We've had a chance to welcome a lot of former tourists to our little oasis as new owners, and I know we'll welcome a lot more in 2014," Wendy McCarty adds.

#### About McCarty Group

The McCartys began their careers in the midwest, where Mike was the owner/broker of the area's highest-performing real estate brokerage, and Wendy was employed by a Fortune 500 company. "We discovered Marco Island and Naples in the mid-1990s, fell in love with both of the communities, with the beautiful real estate, sugar-sand beaches and the warmest tropical climate in the continental U.S. and we moved forward with our first property purchase immediately. After vacationing here for a few years and just after the tragedy of 9/11 occurred, we chose to improve our lifestyle and make sunny Florida our full-time home. Some may believe this area is primarily known as a tourist and retiree destination, however it's actually a wonderful place to raise a family as well!"

Mike has over 25 years experience in the real estate business, holding the top sales position in each market he's worked in from the very beginning of his career. Wendy joined the McCarty Group when their family relocated to Florida. Year after year, the McCarty Group has been in the top 1% of sales accomplishments in the Marco Island and Naples areas.

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