



1958

Charles E. Cox was President. This is 1958 but in 1952 “Ki” Cox became the eight REALTOR in the city. He was the past president of the Chamber of Commerce and a Charter member of the Naples Elks Club. He was named REALTOR of the Year in 1978 by the Naples Area Board of REALTORS (NABOR).

He was active in forming the Multiple Listing Service (MLS). This was not an easy task. Now members had to pay dues and abide by the NAREB Code of Ethics AND pay to share their listing information. None-the-less, MLS sales totaled just under \$9,000,000 the first year.

(This MLS information was provided by 1986 President, Philip Wood). “The MLS courier from the Board would deliver a new listing packet twice a week to each member office for each agent. Each agent maintained their own small three ring notebooks with the listings usually organized by area and type; house, condo, co-op, lot, acreage. Listing information was on the front of the half-page piece of paper and included a photo of the property. The packet from the Board included a list of changes; sold, withdrawn, price changes and expired. If it was a price change, you just wrote the new price on the listing sheet. If it was sold, expired, or withdrawn, you wrote on the page and moved the page to another section of your notebook”.

“Most companies would keep a master set of notebooks that were more complete than the agent version. And more importantly, the company kept years of sold listings, by neighborhood, in small file drawers. So if you had a potential listing in the Moorings, you could review the most recent sales in that area from the file, work up a simple CMA (Comparative Market Analysis) and then return the sold sheets to the file.

- The '50s saw the beginning of the fabulous selection of bay and beach front condominiums and cooperatives along Gulf Shore Blvd developed for sale.
- Some Port Royal lots now listed at \$12,500.
- The Moorings home sites listed for \$4,800 and Moorings waterfront lots were \$9,500.
- Ad Miller listed a two bedroom, two bath home with pool at Orchid and Mandarin Drive in the Coquina Sands subdivision for \$31,500.
- City Council ruled that guest houses in Port Royal couldn't be rented.
- Installation of an U.S. Air Force Missile Tracking Station was started on Marco Island.
- Shadowlawn School was to be built at \$9.00 a square foot.
- President Cox negotiated with the Collier Corporation with little or no success to move the Everglades Court House closer to the more populated area of Naples.
- The Jaycees petition brought the referendum to the voters on moving the Court House from Everglades City to East Naples. The new court house and jail was estimated to cost \$450,000.
- The Quick Chek Grocery store had sugar on sale, five pounds for nineteen cents.