



Naples Area Board of REALTORS®



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1455 Pine Ridge Road
Naples, FL 34109

July 2014

Overall Market Statistics by Price

| | # Pending | | | | # Closed | | | | Median Closed Price (,000's) | | | | Inventory | | Average DOM | |
|---------------|------------|------------|-------------------------|-------------------------|------------|------------|-------------------------|-------------------------|------------------------------|--------------|-------------------------|-------------------------|--------------|--------------|-------------|-----------|
| | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | July 2013 | July 2014 |
| | \$0-\$300K | 642 | 472 | 6,911 | 6,052 | 541 | 412 | 6,139 | 5,587 | \$165 | \$184 | \$155 | \$174 | 1,719 | 1,281 | 134 |
| \$300K-\$500K | 172 | 193 | 1,907 | 2,021 | 134 | 150 | 1,626 | 1,814 | \$357 | \$378 | \$375 | \$380 | 775 | 787 | 186 | 91 |
| \$500K-\$1M | 108 | 113 | 1,287 | 1,497 | 100 | 82 | 1,149 | 1,309 | \$637 | \$650 | \$655 | \$655 | 822 | 777 | 207 | 123 |
| \$1M-\$2M | 34 | 39 | 576 | 638 | 31 | 39 | 495 | 587 | \$1,350 | \$1,330 | \$1,380 | \$1,337 | 445 | 407 | 183 | 123 |
| \$2M+ | 19 | 28 | 337 | 426 | 32 | 22 | 282 | 385 | \$3,412 | \$3,080 | \$2,963 | \$2,875 | 325 | 311 | 238 | 153 |
| TOTAL | 975 | 845 | 11,018 | 10,634 | 838 | 705 | 9,691 | 9,682 | \$228 | \$269 | \$225 | \$260 | 4,086 | 3,563 | 158 | 77 |

Overall Market Statistics by Area

| | # Pending | | | | # Closed | | | | Median Closed Price (,000's) | | | | Inventory | | Average DOM | |
|---------------------|--------------|------------|-------------------------|-------------------------|------------|------------|-------------------------|-------------------------|------------------------------|--------------|-------------------------|-------------------------|--------------|--------------|-------------|-----------|
| | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | July 2013 | July 2014 |
| | Naples Beach | 159 | 141 | 2,193 | 2,151 | 177 | 126 | 2,037 | 2,028 | \$541 | \$570 | \$530 | \$616 | 1,015 | 756 | 185 |
| North Naples | 261 | 230 | 2,879 | 2,824 | 230 | 201 | 2,561 | 2,608 | \$261 | \$305 | \$270 | \$313 | 1,081 | 895 | 140 | 68 |
| Central Naples | 191 | 152 | 1,997 | 1,898 | 158 | 148 | 1,696 | 1,703 | \$165 | \$189 | \$145 | \$175 | 545 | 512 | 133 | 56 |
| South Naples | 150 | 132 | 1,713 | 1,664 | 113 | 92 | 1,469 | 1,472 | \$143 | \$198 | \$150 | \$175 | 608 | 561 | 211 | 87 |
| East Naples | 199 | 172 | 2,051 | 1,930 | 150 | 129 | 1,760 | 1,716 | \$182 | \$225 | \$175 | \$215 | 718 | 736 | 141 | 78 |
| Immokalee/Ave Maria | 7 | 3 | 58 | 50 | 3 | 3 | 53 | 44 | \$150 | \$176 | \$120 | \$165 | 18 | 15 | 83 | 39 |
| TOTAL | 967 | 830 | 10,891 | 10,517 | 831 | 699 | 9,576 | 9,571 | \$228 | \$267 | \$225 | \$257 | 3,985 | 3,475 | 158 | 76 |

Legend

| Geographic Location | USPS Zip Codes |
|----------------------|----------------------------|
| Naples Beach: | 34102, 34103, 34108 |
| North Naples: | 34109, 34110, 34119 |
| Central Naples: | 34104, 34105, 34116 |
| South Naples: | 34112, 34113 |
| East Naples: | 34114, 34117, 34120, 34137 |
| Immokalee/Ave Maria: | 34142 |

Calculations are based on property listings that exist within Southwest Florida MLS. Only properties in Collier County, excluding Marco Island, are included. *Counts for breakdowns of available inventory for prior years are unavailable. **Median Sold Prices are unavailable for periods with zero sales reported. In order to compile congruent data from multiple sources under the new Matrix system, a new method of calculating days on market was adopted. Therefore, historic comparisons of this data will be released when adequate time has elapsed allowing for such comparison. The median refers to the middle value in a set of statistical values that are arranged in ascending or descending order, in this case prices at which homes were actually sold. Data entry anomalies and non-Naples zip codes may result in minor discrepancies. However, these anomalies are statistically insignificant. Single Family Homes are tabulated using properties with a building design of Single Family, Villa Detached, or Manufactured. Condo units are tabulated using properties with a building design of Low-Rise, Mid-Rise, High-Rise or Villa Attached.



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Single Family Market Statistics by Price

| | # Pending | | | | # Closed | | | | Median Closed Price (,000's) | | | | Inventory | | Average DOM | |
|---------------|------------|------------|-------------------------|-------------------------|------------|------------|-------------------------|-------------------------|------------------------------|--------------|-------------------------|-------------------------|--------------|--------------|-------------|-----------|
| | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | July 2013 | July 2014 |
| | \$0-\$300K | 294 | 204 | 2,963 | 2,326 | 247 | 174 | 2,604 | 2,081 | \$179 | \$194 | \$166 | \$188 | 472 | 427 | 126 |
| \$300K-\$500K | 112 | 129 | 1,121 | 1,248 | 82 | 97 | 926 | 1,132 | \$357 | \$380 | \$375 | \$385 | 390 | 443 | 156 | 82 |
| \$500K-\$1M | 70 | 75 | 729 | 894 | 51 | 51 | 631 | 772 | \$636 | \$650 | \$669 | \$664 | 461 | 467 | 220 | 116 |
| \$1M-\$2M | 18 | 23 | 318 | 373 | 25 | 18 | 286 | 325 | \$1,350 | \$1,352 | \$1,390 | \$1,355 | 294 | 286 | 201 | 107 |
| \$2M+ | 11 | 22 | 225 | 311 | 19 | 15 | 196 | 269 | \$2,850 | \$3,135 | \$3,000 | \$2,854 | 263 | 283 | 242 | 178 |
| TOTAL | 505 | 453 | 5,356 | 5,152 | 424 | 355 | 4,643 | 4,579 | \$260 | \$308 | \$265 | \$330 | 1,880 | 1,906 | 153 | 77 |

Single Family Market Statistics by Area

| | # Pending | | | | # Closed | | | | Median Closed Price (,000's) | | | | Inventory | | Average DOM | |
|---------------------|--------------|------------|-------------------------|-------------------------|------------|------------|-------------------------|-------------------------|------------------------------|--------------|-------------------------|-------------------------|--------------|--------------|-------------|-----------|
| | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | July 2013 | July 2014 |
| | Naples Beach | 62 | 59 | 798 | 813 | 81 | 46 | 744 | 736 | \$610 | \$782 | \$697 | \$949 | 388 | 345 | 163 |
| North Naples | 124 | 117 | 1,321 | 1,284 | 96 | 88 | 1,166 | 1,165 | \$352 | \$419 | \$378 | \$450 | 554 | 538 | 148 | 83 |
| Central Naples | 104 | 89 | 1,005 | 952 | 88 | 79 | 839 | 835 | \$238 | \$255 | \$215 | \$260 | 262 | 246 | 143 | 66 |
| South Naples | 58 | 56 | 654 | 661 | 42 | 45 | 565 | 567 | \$185 | \$225 | \$218 | \$275 | 196 | 235 | 246 | 103 |
| East Naples | 149 | 117 | 1,465 | 1,335 | 112 | 90 | 1,222 | 1,182 | \$189 | \$222 | \$169 | \$216 | 401 | 469 | 123 | 58 |
| Immokalee/Ave Maria | 5 | 3 | 44 | 37 | 2 | 2 | 41 | 30 | \$156 | \$125 | \$83 | \$165 | 11 | 15 | 82 | 51 |
| TOTAL | 502 | 441 | 5,287 | 5,082 | 421 | 350 | 4,577 | 4,515 | \$262 | \$306 | \$264 | \$330 | 1,812 | 1,848 | 153 | 76 |

Legend

| Geographic Location | USPS Zip Codes |
|----------------------|----------------------------|
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July 2014

Condominium Market Statistics by Price

| | # Pending | | | | # Closed | | | | Median Closed Price (,000's) | | | | Inventory | | Average DOM | |
|---------------|------------|------------|-------------------------|-------------------------|------------|------------|-------------------------|-------------------------|------------------------------|--------------|-------------------------|-------------------------|--------------|--------------|-------------|-----------|
| | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | July 2013 | July 2014 |
| | \$0-\$300K | 348 | 268 | 3,948 | 3,726 | 294 | 238 | 3,535 | 3,506 | \$150 | \$180 | \$146 | \$165 | 1,145 | 854 | 141 |
| \$300K-\$500K | 60 | 64 | 786 | 773 | 52 | 53 | 700 | 682 | \$357 | \$375 | \$375 | \$375 | 354 | 344 | 232 | 106 |
| \$500K-\$1M | 38 | 38 | 558 | 603 | 49 | 31 | 518 | 537 | \$639 | \$623 | \$640 | \$650 | 329 | 310 | 193 | 136 |
| \$1M-\$2M | 16 | 16 | 258 | 265 | 6 | 21 | 209 | 262 | \$1,325 | \$1,300 | \$1,350 | \$1,325 | 158 | 121 | 124 | 135 |
| \$2M+ | 8 | 6 | 112 | 115 | 13 | 7 | 86 | 116 | \$3,600 | \$3,025 | \$2,850 | \$2,900 | 57 | 28 | 232 | 95 |
| TOTAL | 470 | 392 | 5,662 | 5,482 | 414 | 350 | 5,048 | 5,103 | \$185 | \$231 | \$190 | \$213 | 2,043 | 1,657 | 163 | 77 |

Condominium Market Statistics by Area

| | # Pending | | | | # Closed | | | | Median Closed Price (,000's) | | | | Inventory | | Average DOM | |
|---------------------|--------------|------------|-------------------------|-------------------------|------------|------------|-------------------------|-------------------------|------------------------------|--------------|-------------------------|-------------------------|--------------|--------------|-------------|-----------|
| | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | 12-month ending 07/2013 | 12-month ending 07/2014 | July 2013 | July 2014 | July 2013 | July 2014 |
| | Naples Beach | 97 | 82 | 1,395 | 1,338 | 96 | 80 | 1,293 | 1,292 | \$540 | \$505 | \$485 | \$535 | 589 | 411 | 203 |
| North Naples | 137 | 113 | 1,558 | 1,540 | 134 | 113 | 1,395 | 1,443 | \$174 | \$234 | \$189 | \$215 | 471 | 357 | 135 | 57 |
| Central Naples | 87 | 63 | 992 | 946 | 70 | 69 | 857 | 868 | \$126 | \$155 | \$124 | \$145 | 278 | 266 | 120 | 44 |
| South Naples | 92 | 76 | 1,059 | 1,003 | 71 | 47 | 904 | 905 | \$126 | \$153 | \$128 | \$146 | 369 | 326 | 189 | 72 |
| East Naples | 50 | 55 | 586 | 595 | 38 | 39 | 538 | 534 | \$168 | \$235 | \$200 | \$212 | 292 | 267 | 193 | 124 |
| Immokalee/Ave Maria | 2 | 0 | 14 | 13 | 1 | 1 | 12 | 14 | \$150 | \$176 | \$172 | \$167 | 4 | - | 85 | 14 |
| TOTAL | 465 | 389 | 5,604 | 5,435 | 410 | 349 | 4,999 | 5,056 | \$185 | \$230 | \$189 | \$212 | 2,003 | 1,627 | 163 | 76 |

Legend

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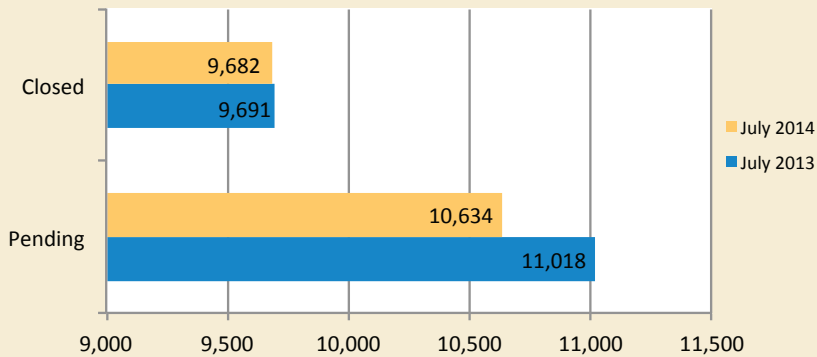
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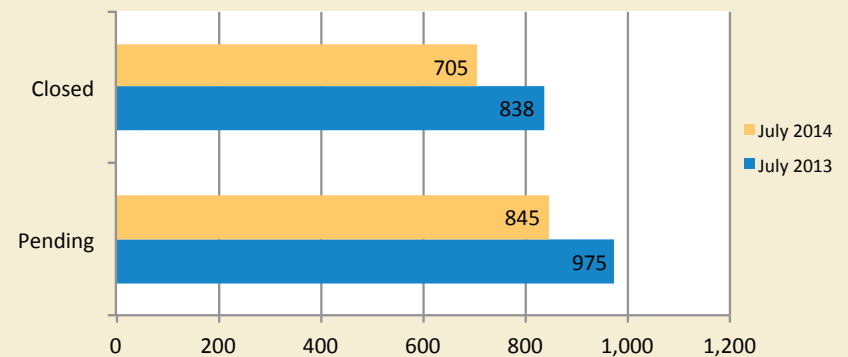
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July 2014

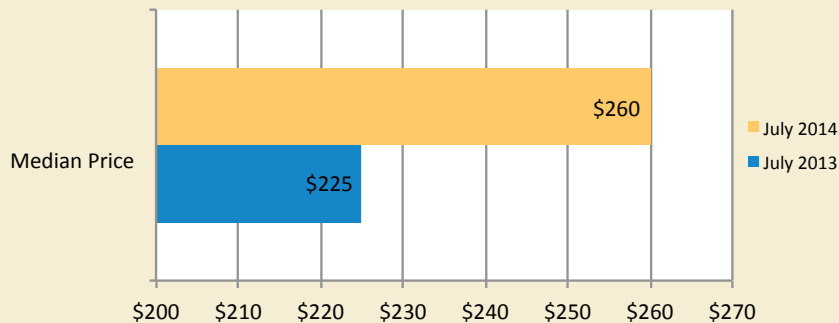
Most Recent 12 Months



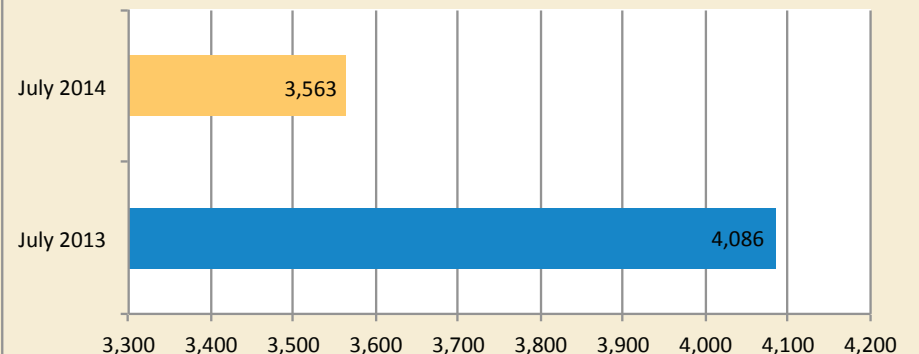
Month to Month



Median Closed Price (,000's) 12 Months Ending



Inventory



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