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1455 Pine Ridge Road  
Naples, FL 34109



### Overall Market Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM		
	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	July 2009	July 2010	
\$0-\$300K	549	577	5,493	6,849	474	334	4,206	5,618	\$ 130	\$ 125	\$ 139	\$ 137	4,382	4,597	130	141	
\$300K-\$500K	108	81	991	1,358	106	82	839	1,123	\$ 386	\$ 386	\$ 375	\$ 375	1,791	1,490	199	172	
\$500K-\$1M	63	52	718	918	62	67	586	794	\$ 640	\$ 695	\$ 650	\$ 660	1,660	1,386	214	262	
\$1M-\$2M	17	31	262	412	20	31	241	341	\$ 1,325	\$ 1,295	\$ 1,350	\$ 1,300	841	732	319	241	
\$2M+	15	19	191	248	13	20	169	210	\$ 3,000	\$ 4,200	\$ 2,820	\$ 3,000	685	526	444	331	
<b>TOTAL</b>	<b>752</b>	<b>760</b>	<b>7,655</b>	<b>9,785</b>	<b>675</b>	<b>534</b>	<b>6,041</b>	<b>8,086</b>	<b>\$ 172</b>	<b>\$ 201</b>	<b>\$ 190</b>	<b>\$ 185</b>	<b>9,359</b>	<b>8,731</b>	<b>162</b>	<b>174</b>	
									<b>Median &gt; \$300K</b>	<b>\$ 489</b>	<b>\$ 592</b>	<b>\$ 540</b>	<b>\$ 540</b>				

### Overall Market Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	July 2009	July 2010
Naples Beach	99	112	1,157	1,553	104	114	1,005	1,427	\$ 502	\$ 660	\$ 550	\$ 540	2,286	2,074	231	244
North Naples	190	206	1,894	2,576	189	142	1,590	2,145	\$ 245	\$ 255	\$ 255	\$ 245	2,402	2,223	174	167
Central Naples	165	173	1,620	2,028	128	111	1,220	1,603	\$ 116	\$ 116	\$ 124	\$ 121	1,484	1,510	131	144
South Naples	90	82	974	1,381	86	53	805	1,169	\$ 161	\$ 140	\$ 150	\$ 149	1,368	1,227	163	149
East Naples	199	180	1,930	2,128	161	107	1,364	1,645	\$ 125	\$ 149	\$ 143	\$ 150	1,653	1,531	132	156
Immokalee/Ave Maria	5	2	32	52	2	4	16	43	\$ 53	\$ 56	\$ 89	\$ 60	27	26	95	146
<b>TOTAL</b>	<b>748</b>	<b>755</b>	<b>7,607</b>	<b>9,718</b>	<b>670</b>	<b>531</b>	<b>6,000</b>	<b>8,032</b>	<b>\$ 172</b>	<b>\$ 200</b>	<b>\$ 190</b>	<b>\$ 185</b>	<b>9,220</b>	<b>8,591</b>	<b>163</b>	<b>174</b>

### 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 SunshineMLS. 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. 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.

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### Single Family Home Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	July 2009	July 2010
	\$0-\$300K	308	309	3,112	3,332	240	161	2,248	2,663	\$ 120	\$ 125	\$ 130	\$ 135	1,638	1,844	108
\$300K-\$500K	76	60	634	839	78	47	523	681	\$ 391	\$ 385	\$ 376	\$ 375	919	795	172	163
\$500K-\$1M	37	25	408	484	34	35	330	420	\$ 657	\$ 702	\$ 653	\$ 664	780	682	176	233
\$1M-\$2M	12	24	157	269	13	22	138	211	\$ 1,300	\$ 1,230	\$ 1,370	\$ 1,300	525	464	415	254
\$2M+	10	14	132	172	9	19	116	142	\$ 3,350	\$ 4,100	\$ 3,000	\$ 3,075	520	405	523	351
<b>TOTAL</b>	<b>443</b>	<b>432</b>	<b>4,443</b>	<b>5,096</b>	<b>374</b>	<b>284</b>	<b>3,355</b>	<b>4,117</b>	<b>\$ 185</b>	<b>\$ 237</b>	<b>\$ 195</b>	<b>\$ 205</b>	<b>4,382</b>	<b>4,190</b>	<b>151</b>	<b>170</b>

### Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	July 2009	July 2010
	Naples Beach	39	56	516	661	45	52	432	570	\$ 500	\$ 1,117	\$ 587	\$ 655	863	771	200
North Naples	92	81	817	1,061	90	59	702	915	\$ 372	\$ 391	\$ 370	\$ 360	1,088	1,002	187	166
Central Naples	85	106	917	1,069	61	59	669	820	\$ 139	\$ 165	\$ 127	\$ 135	731	797	141	140
South Naples	51	32	492	605	44	29	393	507	\$ 197	\$ 140	\$ 180	\$ 190	553	488	143	167
East Naples	169	151	1,647	1,611	131	79	1,124	1,233	\$ 113	\$ 124	\$ 129	\$ 133	1,043	1,030	117	131
Immokalee/Ave Maria	5	2	26	44	2	4	12	38	\$ 53	\$ 56	\$ 71	\$ 61	20	14	95	146
<b>TOTAL</b>	<b>441</b>	<b>428</b>	<b>4,415</b>	<b>5,051</b>	<b>373</b>	<b>282</b>	<b>3,332</b>	<b>4,083</b>	<b>\$ 185</b>	<b>\$ 237</b>	<b>\$ 194</b>	<b>\$ 205</b>	<b>4,298</b>	<b>4,102</b>	<b>151</b>	<b>171</b>

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### Condominium Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	July 2009	July 2010
	\$0-\$300K	241	268	2,381	3,517	234	173	1,958	2,955	\$ 135	\$ 125	\$ 148	\$ 140	2,744	2,753	153
\$300K-\$500K	32	21	357	519	28	35	316	442	\$ 372	\$ 375	\$ 375	\$ 375	872	695	260	183
\$500K-\$1M	26	27	310	434	28	32	256	374	\$ 597	\$ 675	\$ 650	\$ 650	880	704	271	295
\$1M-\$2M	5	7	105	143	7	9	103	130	\$ 1,298	\$ 1,350	\$ 1,350	\$ 1,332	316	268	174	204
\$2M+	5	5	59	76	4	1	53	68	\$ 2,550	\$ 2,350	\$ 2,600	\$ 2,797	165	121	247	171
<b>TOTAL</b>	<b>309</b>	<b>328</b>	<b>3,212</b>	<b>4,689</b>	<b>301</b>	<b>250</b>	<b>2,686</b>	<b>3,969</b>	<b>\$ 160</b>	<b>\$ 172</b>	<b>\$ 187</b>	<b>\$ 170</b>	<b>4,977</b>	<b>4,541</b>	<b>177</b>	<b>179</b>

### Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	12-month ending 7/2009	12-month ending 7/2010	July 2009	July 2010	July 2009	July 2010
	Naples Beach	60	56	641	892	59	62	573	857	\$ 470	\$ 483	\$ 548	\$ 500	1,423	1,303	254
North Naples	98	125	1,077	1,515	99	83	888	1,230	\$ 150	\$ 150	\$ 187	\$ 168	1,314	1,222	162	169
Central Naples	80	67	703	959	67	52	551	783	\$ 100	\$ 87	\$ 120	\$ 110	753	713	122	147
South Naples	39	50	482	776	42	24	412	662	\$ 147	\$ 142	\$ 140	\$ 135	815	739	184	128
East Naples	30	29	283	517	30	28	240	412	\$ 203	\$ 173	\$ 218	\$ 200	610	501	194	221
Immokalee/Ave Maria	0	0	6	8	0	0	4	5	\$	\$	\$ 226	\$ 25	7	12	0	0
<b>TOTAL</b>	<b>307</b>	<b>327</b>	<b>3,192</b>	<b>4,667</b>	<b>297</b>	<b>249</b>	<b>2,668</b>	<b>3,949</b>	<b>\$ 160</b>	<b>\$ 172</b>	<b>\$ 185</b>	<b>\$ 170</b>	<b>4,922</b>	<b>4,490</b>	<b>178</b>	<b>179</b>

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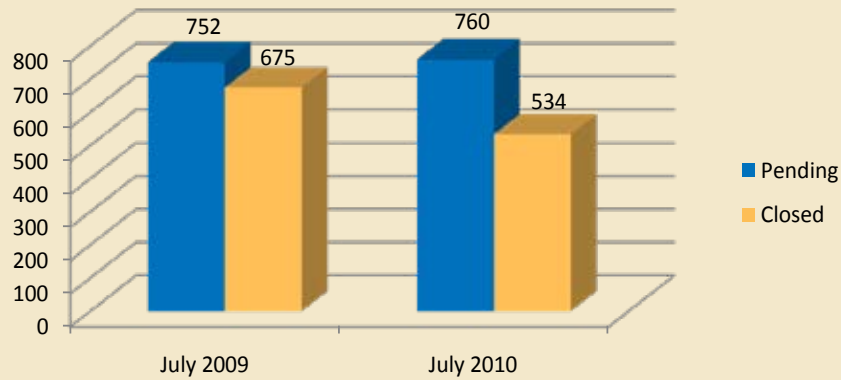
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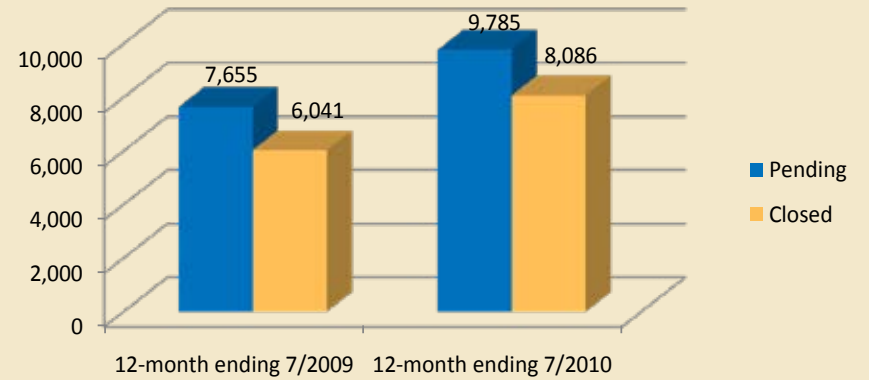
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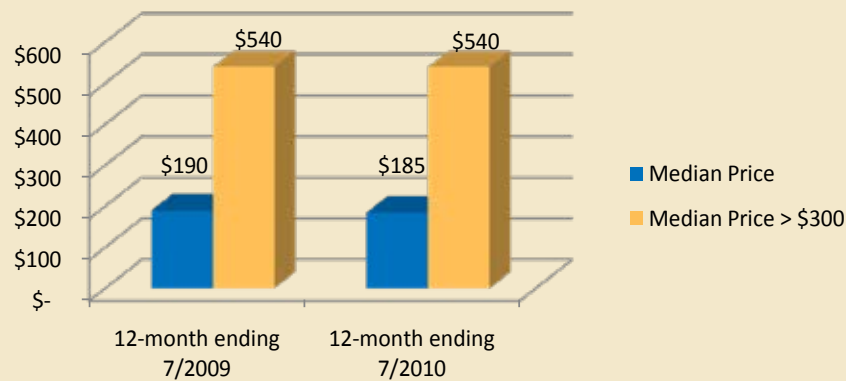
### Pending



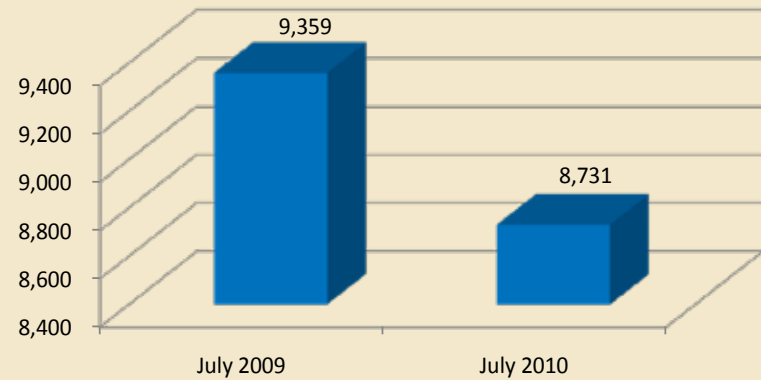
### Closed



### Median Price



### Inventory



### Overall

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