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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		
	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	4th Qtr 2008	4th Qtr 2009	
\$0-\$300K	914	1,738	3,182	6,890	768	1,238	2,641	5,051	\$ 150	\$ 135	\$ 185	\$ 130	4,871	4,435	129	145	
\$300K-\$500K	159	361	1,050	1,275	167	256	917	955	\$ 380	\$ 370	\$ 385	\$ 375	2,187	1,644	200	217	
\$500K-\$1M	120	217	762	827	117	161	678	628	\$ 637	\$ 667	\$ 654	\$ 659	2,027	1,636	195	231	
\$1M-\$2M	47	92	323	317	46	60	316	255	\$ 1,330	\$ 1,287	\$ 1,370	\$ 1,300	1,008	829	238	235	
\$2M+	36	47	250	204	32	35	213	167	\$ 2,322	\$ 2,700	\$ 2,700	\$ 3,100	758	657	312	313	
<b>TOTAL</b>	<b>1,276</b>	<b>2,455</b>	<b>5,567</b>	<b>9,513</b>	<b>1,130</b>	<b>1,750</b>	<b>4,765</b>	<b>7,056</b>	<b>\$ 205</b>	<b>\$ 183</b>	<b>\$ 274</b>	<b>\$ 178</b>	<b>10,851</b>	<b>9,201</b>	<b>158</b>	<b>172</b>	
									<b>Median &gt; \$300K</b>	<b>\$ 532</b>	<b>\$ 502</b>	<b>\$ 565</b>	<b>\$ 525</b>				

### Overall Market Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	4th Qtr 2008	4th Qtr 2009
Naples Beach	194	359	1,069	1,392	190	280	1,014	1,167	\$ 564	\$ 531	\$ 677	\$ 525	2,418	2,295	192	228
North Naples	287	635	1,458	2,413	322	470	1,316	1,822	\$ 270	\$ 259	\$ 310	\$ 245	2,732	2,319	190	174
Central Naples	268	532	1,039	2,022	223	355	859	1,417	\$ 140	\$ 125	\$ 200	\$ 114	1,798	1,527	135	157
South Naples	171	350	782	1,239	141	244	679	955	\$ 157	\$ 119	\$ 195	\$ 140	1,563	1,341	157	171
East Naples	342	546	1,139	2,348	244	383	836	1,627	\$ 146	\$ 145	\$ 200	\$ 138	2,141	1,547	113	142
Immokalee/Ave Maria	5	7	9	35	1	4	2	23	\$ 34	\$ 57	\$ 28	\$ 69	30	29	75	67
<b>TOTAL</b>	<b>1,267</b>	<b>2,429</b>	<b>5,496</b>	<b>9,449</b>	<b>1,121</b>	<b>1,736</b>	<b>4,706</b>	<b>7,011</b>	<b>\$ 205</b>	<b>\$ 180</b>	<b>\$ 270</b>	<b>\$ 177</b>	<b>10,682</b>	<b>9,058</b>	<b>158</b>	<b>172</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	
	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	4th Qtr 2008	4th Qtr 2009
\$0-\$300K	580	834	1,663	3,662	449	616	1,238	2,627	\$ 142	\$ 130	\$ 171	\$ 124	2,082	1,659	104	119
\$300K-\$500K	103	233	607	813	114	163	538	586	\$ 387	\$ 365	\$ 390	\$ 375	1,128	852	192	196
\$500K-\$1M	70	114	433	452	70	82	377	335	\$ 631	\$ 675	\$ 657	\$ 667	966	768	198	197
\$1M-\$2M	27	57	189	198	27	37	185	153	\$ 1,300	\$ 1,260	\$ 1,379	\$ 1,325	600	515	253	254
\$2M+	24	35	170	145	22	22	139	113	\$ 2,397	\$ 2,725	\$ 2,875	\$ 3,100	581	489	331	384
<b>TOTAL</b>	<b>804</b>	<b>1,273</b>	<b>3,062</b>	<b>5,270</b>	<b>682</b>	<b>920</b>	<b>2,477</b>	<b>3,814</b>	<b>\$ 209</b>	<b>\$ 200</b>	<b>\$ 300</b>	<b>\$ 185</b>	<b>5,357</b>	<b>4,283</b>	<b>145</b>	<b>153</b>

### Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	12-month ending 12/2008	12-month ending 12/2009	4th Qtr 2008	4th Qtr 2009	4th Qtr 2008	4th Qtr 2009
Naples Beach	96	156	463	615	87	116	421	491	\$ 500	\$ 572	\$ 835	\$ 560	884	825	191	204
North Naples	128	259	672	997	159	206	608	773	\$ 375	\$ 360	\$ 410	\$ 360	1,270	1,041	208	195
Central Naples	169	278	613	1,094	139	190	486	751	\$ 135	\$ 122	\$ 230	\$ 118	937	753	129	129
South Naples	90	152	354	589	73	100	297	448	\$ 159	\$ 137	\$ 280	\$ 169	668	565	119	130
East Naples	310	403	909	1,904	218	294	627	1,306	\$ 142	\$ 135	\$ 175	\$ 122	1,480	992	98	126
Immokalee/Ave Maria	4	7	7	32	1	4	2	20	\$ 34	\$ 57	\$ 28	\$ 69	20	18	75	67
<b>TOTAL</b>	<b>797</b>	<b>1,255</b>	<b>3,018</b>	<b>5,231</b>	<b>677</b>	<b>910</b>	<b>2,441</b>	<b>3,789</b>	<b>\$ 205</b>	<b>\$ 200</b>	<b>\$ 300</b>	<b>\$ 183</b>	<b>5,259</b>	<b>4,194</b>	<b>144</b>	<b>152</b>

### Legend

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Naples Beach:	34102, 34103, 34108
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### Condominium Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	4th Qtr	4th Qtr	12-month	12-month	4th Qtr	4th Qtr	12-month	12-month	4th Qtr	4th Qtr	12-month	12-month	4th Qtr	4th Qtr	4th Qtr	4th Qtr
	2008	2009	ending	ending	2008	2009	ending	ending	2008	2009	ending	ending	2008	2009	2008	2009
\$0-\$300K	334	904	1,519	3,228	319	622	1,403	2,424	\$ 162	\$ 140	\$ 190	\$ 140	2,789	2,776	164	171
\$300K-\$500K	56	128	443	462	53	93	379	369	\$ 370	\$ 365	\$ 379	\$ 375	1,059	792	216	251
\$500K-\$1M	50	103	329	375	47	79	301	293	\$ 645	\$ 650	\$ 650	\$ 650	1,061	868	190	264
\$1M-\$2M	20	35	134	119	19	23	131	102	\$ 1,400	\$ 1,250	\$ 1,350	\$ 1,300	408	314	210	204
\$2M+	12	12	80	59	10	13	74	54	\$ 2,187	\$ 2,500	\$ 2,600	\$ 2,925	177	168	275	213
<b>TOTAL</b>	<b>472</b>	<b>1,182</b>	<b>2,505</b>	<b>4,243</b>	<b>448</b>	<b>830</b>	<b>2,288</b>	<b>3,242</b>	<b>\$ 205</b>	<b>\$ 170</b>	<b>\$ 250</b>	<b>\$ 170</b>	<b>5,494</b>	<b>4,918</b>	<b>179</b>	<b>193</b>

### Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	4th Qtr	4th Qtr	12-month	12-month	4th Qtr	4th Qtr	12-month	12-month	4th Qtr	4th Qtr	12-month	12-month	4th Qtr	4th Qtr	4th Qtr	4th Qtr
	2008	2009	ending	ending	2008	2009	ending	ending	2008	2009	ending	ending	2008	2009	2008	2009
Naples Beach	98	203	606	777	103	164	593	676	\$ 564	\$ 522	\$ 617	\$ 515	1,534	1,470	193	245
North Naples	159	376	786	1,416	163	264	708	1,049	\$ 200	\$ 170	\$ 243	\$ 170	1,462	1,278	173	158
Central Naples	99	254	426	928	84	165	373	666	\$ 141	\$ 125	\$ 180	\$ 110	861	774	145	188
South Naples	81	198	428	650	68	144	382	507	\$ 149	\$ 118	\$ 177	\$ 126	895	776	197	199
East Naples	32	143	230	444	26	89	209	321	\$ 213	\$ 195	\$ 258	\$ 205	661	555	237	197
Immokalee/Ave Maria	1	0	2	3	0	0	0	3	**	**	**	\$ 101	10	11	0	0
<b>TOTAL</b>	<b>470</b>	<b>1,174</b>	<b>2,478</b>	<b>4,218</b>	<b>444</b>	<b>826</b>	<b>2,265</b>	<b>3,222</b>	<b>\$ 205</b>	<b>\$ 170</b>	<b>\$ 250</b>	<b>\$ 170</b>	<b>5,423</b>	<b>4,864</b>	<b>180</b>	<b>192</b>

### Legend

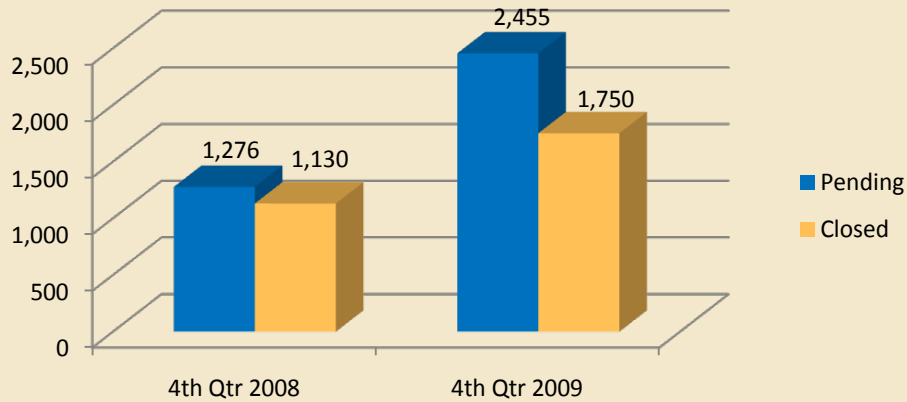
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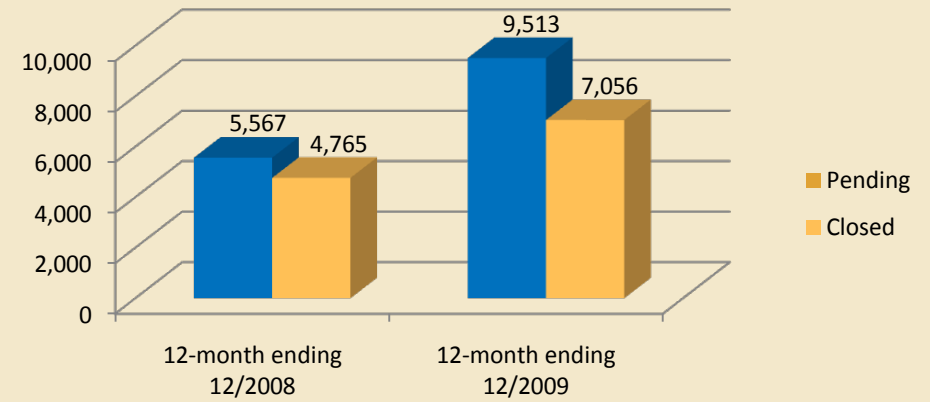
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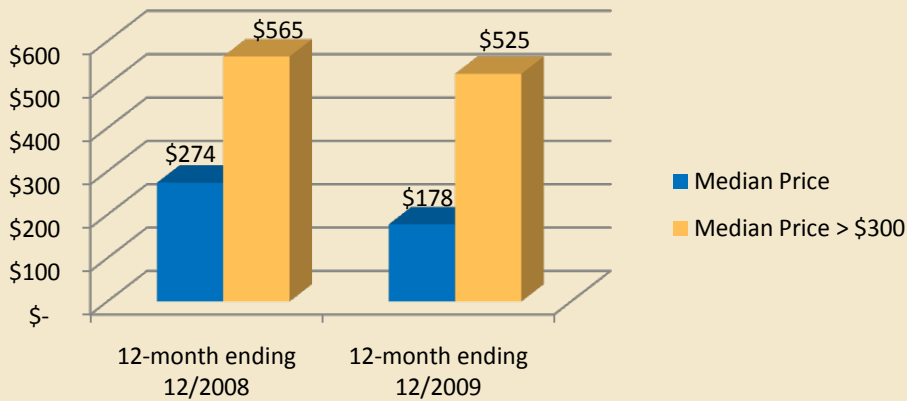
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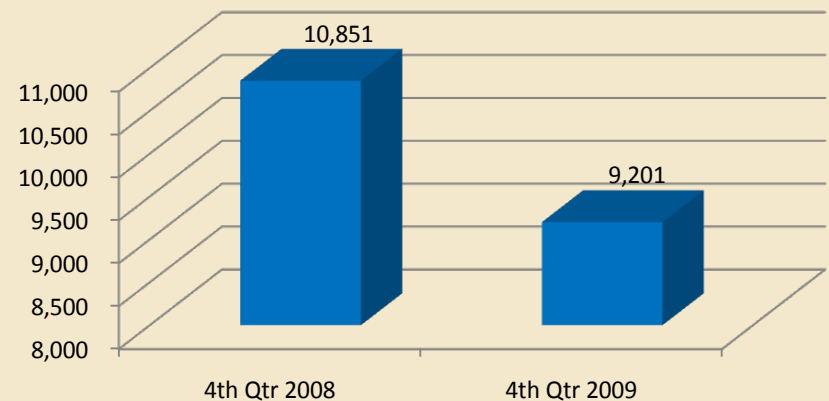
### Closed



### Median Price



### Inventory



### Overall