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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		
	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	Sept. 2009	Sept. 2010	
\$0-\$300K	510	578	5,920	6,649	421	352	4,583	5,596	\$ 137	\$ 126	\$ 133	\$ 135	4,426	4,659	133	151	
\$300K-\$500K	93	94	1,057	1,313	75	52	866	1,103	\$ 378	\$ 390	\$ 375	\$ 375	1,686	1,503	202	163	
\$500K-\$1M	59	58	723	887	54	38	585	783	\$ 648	\$ 662	\$ 650	\$ 660	1,629	1,373	229	169	
\$1M-\$2M	20	22	268	401	18	25	241	343	\$ 1,287	\$ 1,425	\$ 1,315	\$ 1,350	798	733	207	374	
\$2M+	6	12	191	246	15	8	164	200	\$ 3,400	\$ 2,537	\$ 3,000	\$ 2,892	670	526	344	335	
<b>TOTAL</b>	<b>688</b>	<b>764</b>	<b>8,159</b>	<b>9,496</b>	<b>583</b>	<b>475</b>	<b>6,439</b>	<b>8,025</b>	<b>\$ 185</b>	<b>\$ 160</b>	<b>\$ 180</b>	<b>\$ 182</b>	<b>9,209</b>	<b>8,794</b>	<b>161</b>	<b>169</b>	
									<b>Median &gt; \$300K</b>	<b>\$ 525</b>	<b>\$ 565</b>	<b>\$ 530</b>	<b>\$ 540</b>				

### Overall Market Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	Sept. 2009	Sept. 2010
Naples Beach	87	103	1,211	1,520	116	77	1,075	1,373	\$ 369	\$ 420	\$ 525	\$ 550	2,223	2,065	204	221
North Naples	183	208	2,020	2,476	157	126	1,675	2,140	\$ 245	\$ 219	\$ 245	\$ 240	2,349	2,213	161	173
Central Naples	146	170	1,718	1,988	103	102	1,286	1,637	\$ 102	\$ 121	\$ 115	\$ 122	1,481	1,518	134	161
South Naples	84	104	1,044	1,357	68	64	853	1,163	\$ 165	\$ 100	\$ 149	\$ 145	1,362	1,292	191	168
East Naples	185	172	2,087	2,035	131	99	1,488	1,613	\$ 132	\$ 145	\$ 136	\$ 150	1,626	1,548	133	137
Immokalee/Ave Maria	1	3	35	53	5	4	22	42	\$ 60	\$ 42	\$ 79	\$ 56	27	23	99	67
<b>TOTAL</b>	<b>686</b>	<b>760</b>	<b>8,115</b>	<b>9,429</b>	<b>580</b>	<b>472</b>	<b>6,399</b>	<b>7,968</b>	<b>\$ 185</b>	<b>\$ 160</b>	<b>\$ 180</b>	<b>\$ 182</b>	<b>9,068</b>	<b>8,659</b>	<b>161</b>	<b>169</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	
	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	Sept. 2009	Sept. 2010
\$0-\$300K	289	300	3,328	3,230	219	184	2,462	2,638	\$ 127	\$ 129	\$ 125	\$ 134	1,643	1,878	110	128
\$300K-\$500K	63	64	669	810	46	34	537	676	\$ 383	\$ 390	\$ 375	\$ 375	868	802	177	133
\$500K-\$1M	36	34	405	470	31	24	324	417	\$ 660	\$ 622	\$ 658	\$ 670	772	689	209	155
\$1M-\$2M	14	16	164	262	13	18	143	217	\$ 1,300	\$ 1,412	\$ 1,350	\$ 1,300	502	448	206	466
\$2M+	5	12	132	171	9	5	113	136	\$ 2,600	\$ 2,450	\$ 3,100	\$ 3,025	496	408	433	276
<b>TOTAL</b>	<b>407</b>	<b>426</b>	<b>4,698</b>	<b>4,943</b>	<b>318</b>	<b>265</b>	<b>3,579</b>	<b>4,084</b>	<b>\$ 190</b>	<b>\$ 173</b>	<b>\$ 185</b>	<b>\$ 205</b>	<b>4,281</b>	<b>4,225</b>	<b>146</b>	<b>154</b>

### Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	Sept. 2009	Sept. 2010
Naples Beach	40	61	548	650	49	35	462	556	\$ 255	\$ 370	\$ 555	\$ 662	826	750	205	204
North Naples	89	90	846	1,021	66	52	727	899	\$ 367	\$ 370	\$ 363	\$ 360	1,041	1,008	148	164
Central Naples	87	85	970	1,034	59	63	700	850	\$ 160	\$ 120	\$ 120	\$ 135	718	812	151	153
South Naples	37	53	515	602	32	23	422	488	\$ 187	\$ 95	\$ 175	\$ 189	555	530	186	159
East Naples	152	130	1,763	1,545	106	85	1,230	1,216	\$ 125	\$ 143	\$ 125	\$ 137	1,037	1,026	104	130
Immokalee/Ave Maria	1	3	30	45	5	4	18	37	\$ 60	\$ 42	\$ 75	\$ 55	20	12	99	67
<b>TOTAL</b>	<b>406</b>	<b>422</b>	<b>4,672</b>	<b>4,897</b>	<b>317</b>	<b>262</b>	<b>3,559</b>	<b>4,046</b>	<b>\$ 190</b>	<b>\$ 171</b>	<b>\$ 183</b>	<b>\$ 205</b>	<b>4,197</b>	<b>4,138</b>	<b>146</b>	<b>154</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	
	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	Sept. 2009	Sept. 2010
\$0-\$300K	221	278	2,592	3,419	202	168	2,121	2,958	\$ 148	\$ 124	\$ 142	\$ 137	2,783	2,781	158	177
\$300K-\$500K	30	30	388	503	29	18	329	427	\$ 370	\$ 400	\$ 375	\$ 375	818	701	235	222
\$500K-\$1M	23	24	318	417	23	14	261	366	\$ 600	\$ 715	\$ 650	\$ 650	857	684	255	190
\$1M-\$2M	6	6	104	139	5	7	98	126	\$ 1,084	\$ 1,425	\$ 1,307	\$ 1,368	296	285	210	176
\$2M+	1	0	59	75	6	3	51	64	\$ 4,725	\$ 2,350	\$ 2,800	\$ 2,700	174	118	203	482
<b>TOTAL</b>	<b>281</b>	<b>338</b>	<b>3,461</b>	<b>4,553</b>	<b>265</b>	<b>210</b>	<b>2,860</b>	<b>3,941</b>	<b>\$ 175</b>	<b>\$ 154</b>	<b>\$ 180</b>	<b>\$ 166</b>	<b>4,928</b>	<b>4,569</b>	<b>180</b>	<b>188</b>

### Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	12-month ending 9/2009	12-month ending 9/2010	Sept. 2009	Sept. 2010	Sept. 2009	Sept. 2010
Naples Beach	47	42	663	870	67	42	613	817	\$ 364	\$ 435	\$ 520	\$ 505	1,397	1,315	203	238
North Naples	94	118	1,174	1,455	91	74	948	1,241	\$ 160	\$ 152	\$ 177	\$ 165	1,308	1,205	170	180
Central Naples	59	85	748	954	44	39	586	787	\$ 85	\$ 101	\$ 110	\$ 112	763	706	110	173
South Naples	47	51	529	755	36	41	431	675	\$ 150	\$ 100	\$ 135	\$ 131	807	762	195	174
East Naples	33	42	324	490	25	14	258	397	\$ 201	\$ 158	\$ 211	\$ 195	589	522	258	178
Immokalee/Ave Maria	0	0	5	8	0	0	4	5	\$	\$	\$ 226	\$ 98	7	11	0	0
<b>TOTAL</b>	<b>280</b>	<b>338</b>	<b>3,443</b>	<b>4,532</b>	<b>263</b>	<b>210</b>	<b>2,840</b>	<b>3,922</b>	<b>\$ 175</b>	<b>\$ 154</b>	<b>\$ 179</b>	<b>\$ 166</b>	<b>4,871</b>	<b>4,521</b>	<b>180</b>	<b>188</b>

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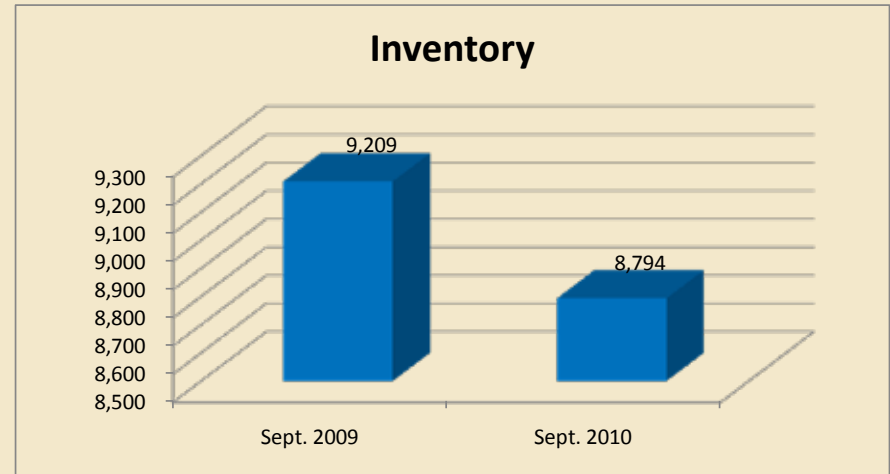
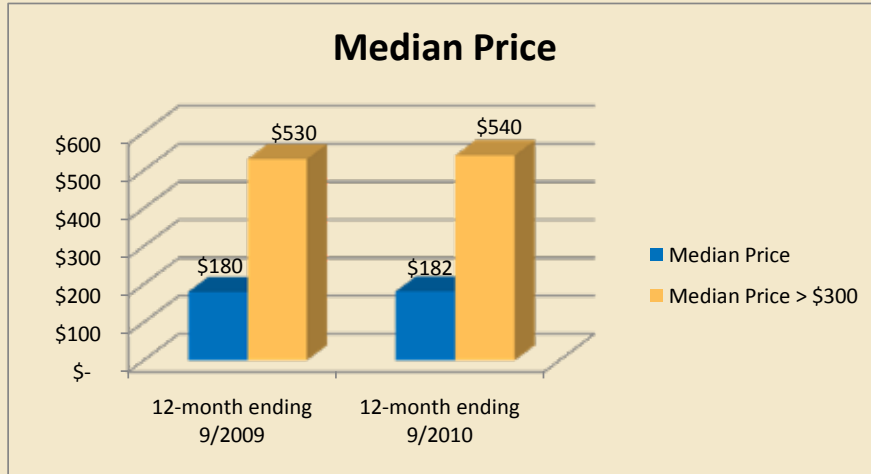
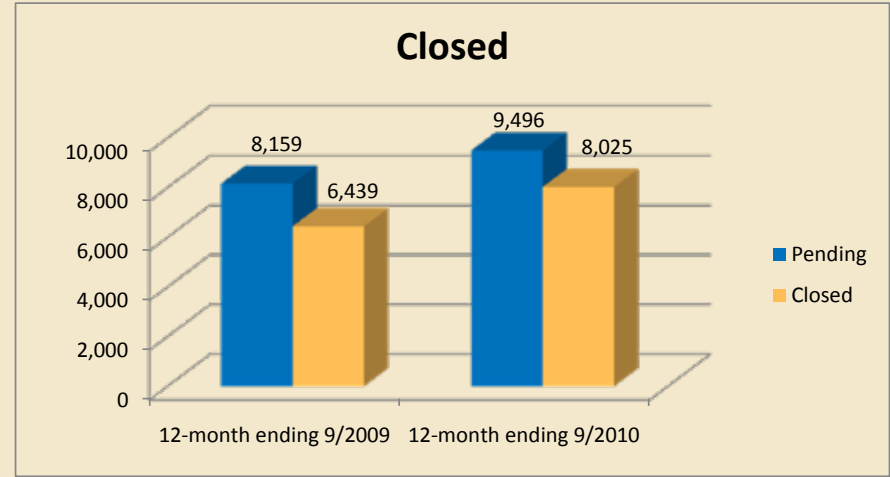
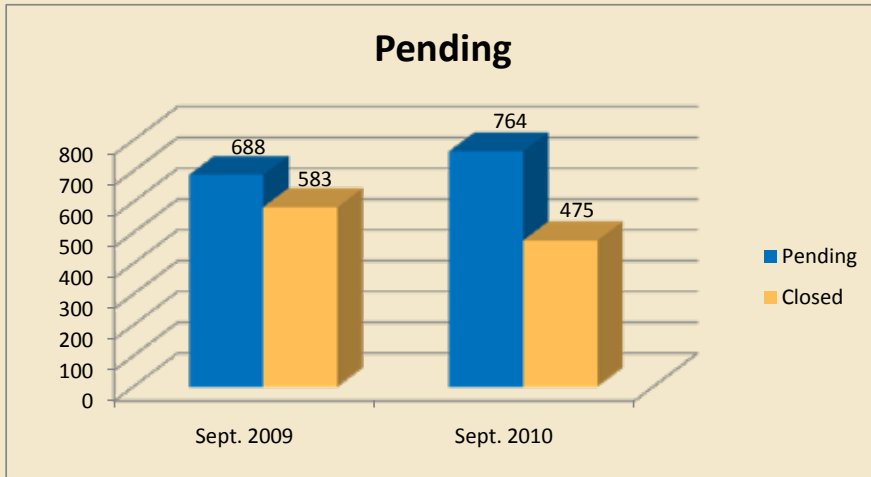


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**Overall**