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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	
	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	Aug. 2009	Aug. 2010
	\$0-\$300K	494	548	5,676	6,734	431	411	4,396	5,631	\$ 130	\$ 123	\$ 135	\$ 137	4,377	4,676	132
\$300K-\$500K	97	85	1,027	1,326	73	63	850	1,121	\$ 363	\$ 375	\$ 375	\$ 375	1,678	1,493	193	158
\$500K-\$1M	63	56	717	900	52	52	582	799	\$ 649	\$ 702	\$ 650	\$ 660	1,633	1,345	219	259
\$1M-\$2M	19	16	266	403	21	16	239	336	\$ 1,200	\$ 1,495	\$ 1,350	\$ 1,332	798	704	211	190
\$2M+	16	15	195	244	9	6	165	207	\$ 3,300	\$ 3,000	\$ 2,900	\$ 2,940	654	527	347	219
TOTAL	689	720	7,881	9,607	586	548	6,232	8,094	\$ 170	\$ 160	\$ 185	\$ 185	9,140	8,745	157	156
							Median > \$300K		\$ 525	\$ 540	\$ 535	\$ 540				

Overall Market Statistics By Area

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	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	Aug. 2009	Aug. 2010
	Naples Beach	113	104	1,192	1,532	98	74	1,029	1,408	\$ 557	\$ 417	\$ 550	\$ 537	2,192	2,040	213
North Naples	189	165	1,940	2,496	141	152	1,624	2,165	\$ 240	\$ 224	\$ 250	\$ 245	2,355	2,225	174	151
Central Naples	126	166	1,661	2,007	123	130	1,265	1,624	\$ 115	\$ 111	\$ 119	\$ 122	1,467	1,497	137	134
South Naples	82	89	1,007	1,358	77	62	826	1,162	\$ 126	\$ 100	\$ 149	\$ 149	1,329	1,291	135	150
East Naples	171	187	2,000	2,097	142	123	1,429	1,636	\$ 135	\$ 140	\$ 139	\$ 150	1,634	1,521	130	145
Immokalee/Ave Maria	5	5	36	51	2	2	18	43	\$ 137	\$ 32	\$ 89	\$ 58	25	29	102	65
TOTAL	686	716	7,836	9,541	583	543	6,191	8,038	\$ 169	\$ 160	\$ 185	\$ 185	9,002	8,603	157	155

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.

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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			12-month ending	12-month ending			12-month ending	12-month ending			12-month ending	12-month ending				
	Aug. 2009	Aug. 2010	8/2009	8/2010	Aug. 2009	Aug. 2010	8/2009	8/2010	Aug. 2009	Aug. 2010	8/2009	8/2010	Aug. 2009	Aug. 2010	Aug. 2009	Aug. 2010
\$0-\$300K	263	321	3,208	3,304	246	219	2,374	2,654	\$ 130	\$ 127	\$ 128	\$ 135	1,648	1,860	111	132
\$300K-\$500K	61	58	655	819	47	43	529	684	\$ 360	\$ 370	\$ 375	\$ 375	858	808	171	145
\$500K-\$1M	34	36	405	481	27	26	324	424	\$ 610	\$ 742	\$ 658	\$ 675	781	665	207	213
\$1M-\$2M	13	11	160	264	11	11	139	212	\$ 1,275	\$ 1,475	\$ 1,350	\$ 1,300	499	439	254	199
\$2M+	12	10	136	168	7	5	117	140	\$ 3,000	\$ 2,290	\$ 3,075	\$ 3,025	491	411	291	137
TOTAL	383	436	4,564	5,036	338	304	3,483	4,114	\$ 170	\$ 175	\$ 189	\$ 208	4,277	4,183	138	144

Single Family Home Statistics By Area

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			12-month ending	12-month ending			12-month ending	12-month ending			12-month ending	12-month ending				
	Aug. 2009	Aug. 2010	8/2009	8/2010	Aug. 2009	Aug. 2010	8/2009	8/2010	Aug. 2009	Aug. 2010	8/2009	8/2010	Aug. 2009	Aug. 2010	Aug. 2009	Aug. 2010
Naples Beach	57	49	539	649	39	33	446	568	\$ 425	\$ 290	\$ 590	\$ 655	830	753	183	180
North Naples	74	80	821	1,043	69	57	723	910	\$ 325	\$ 360	\$ 363	\$ 360	1,061	1,007	174	144
Central Naples	76	102	942	1,065	65	75	688	839	\$ 120	\$ 128	\$ 124	\$ 137	715	796	126	124
South Naples	36	43	504	595	47	32	413	495	\$ 137	\$ 106	\$ 175	\$ 191	525	516	112	132
East Naples	133	154	1,702	1,597	115	103	1,176	1,229	\$ 125	\$ 138	\$ 125	\$ 135	1,045	1,004	121	150
Immokalee/Ave Maria	5	5	30	43	2	2	14	38	\$ 137	\$ 32	\$ 75	\$ 59	19	16	102	65
TOTAL	381	433	4,538	4,992	337	302	3,460	4,079	\$ 170	\$ 175	\$ 188	\$ 206	4,195	4,092	138	144

Legend

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Condominium Statistics By Price

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	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	Aug. 2009	Aug. 2010
\$0-\$300K	231	227	2,468	3,430	185	192	2,022	2,977	\$ 134	\$ 112	\$ 145	\$ 138	2,729	2,816	160	148
\$300K-\$500K	36	27	372	507	26	20	321	437	\$ 387	\$ 392	\$ 375	\$ 375	820	685	239	188
\$500K-\$1M	29	20	312	419	25	26	258	375	\$ 695	\$ 672	\$ 650	\$ 646	852	680	232	304
\$1M-\$2M	6	5	106	139	10	5	100	124	\$ 1,091	\$ 1,500	\$ 1,315	\$ 1,350	299	265	175	160
\$2M+	4	5	59	76	2	1	48	67	\$ 3,500	\$ 3,250	\$ 2,600	\$ 2,700	163	116	535	301
TOTAL	306	284	3,317	4,571	248	244	2,749	3,980	\$ 169	\$ 140	\$ 182	\$ 170	4,863	4,562	181	172

Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	12-month ending 8/2009	12-month ending 8/2010	Aug. 2009	Aug. 2010	Aug. 2009	Aug. 2010
Naples Beach	56	55	653	883	59	41	583	840	\$ 540	\$ 410	\$ 540	\$ 500	1,362	1,287	232	256
North Naples	115	85	1,119	1,453	72	95	901	1,255	\$ 167	\$ 154	\$ 183	\$ 165	1,294	1,218	174	155
Central Naples	50	64	719	942	58	55	577	785	\$ 100	\$ 100	\$ 115	\$ 110	752	701	150	146
South Naples	46	46	503	763	30	30	413	667	\$ 124	\$ 96	\$ 140	\$ 134	804	775	171	170
East Naples	38	33	298	500	27	20	253	407	\$ 165	\$ 141	\$ 210	\$ 200	589	517	172	116
Immokalee/Ave Maria	0	0	6	8	0	0	4	5	\$	\$	\$ 226	\$ 25	6	13	0	0
TOTAL	305	283	3,298	4,549	246	241	2,731	3,959	\$ 168	\$ 140	\$ 180	\$ 170	4,807	4,511	182	169

Legend

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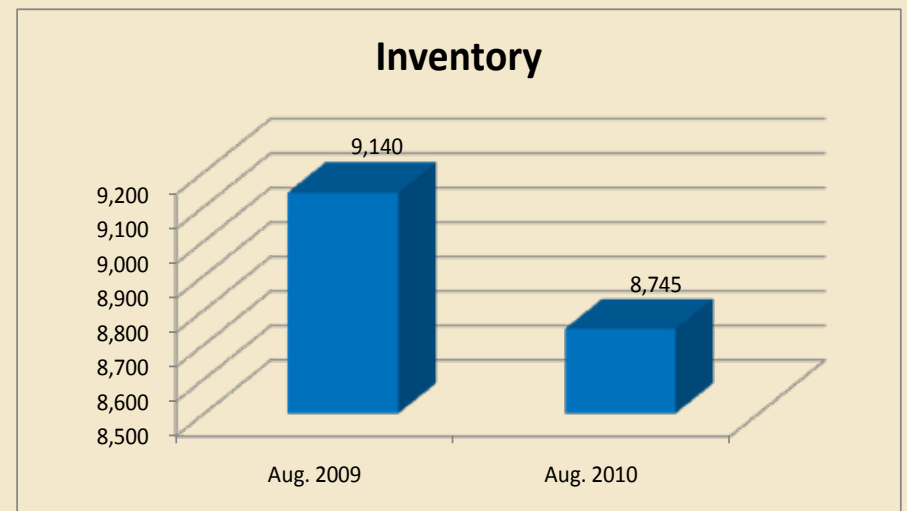
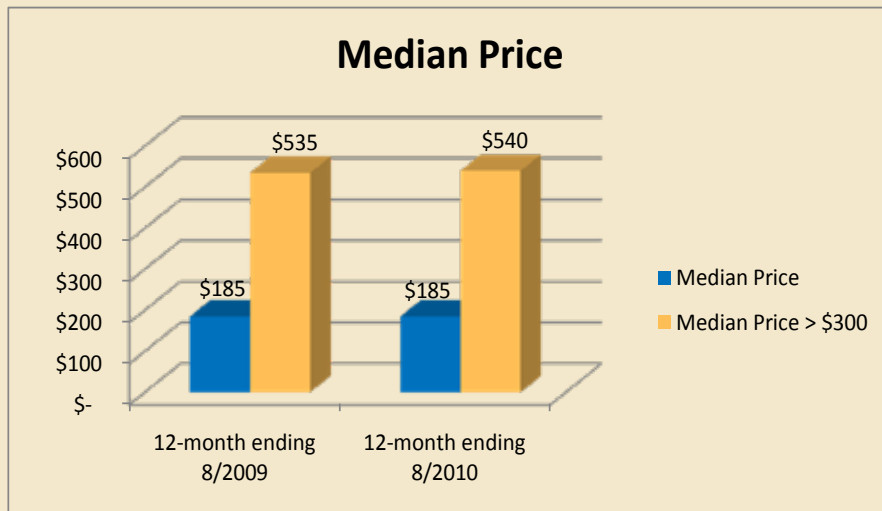
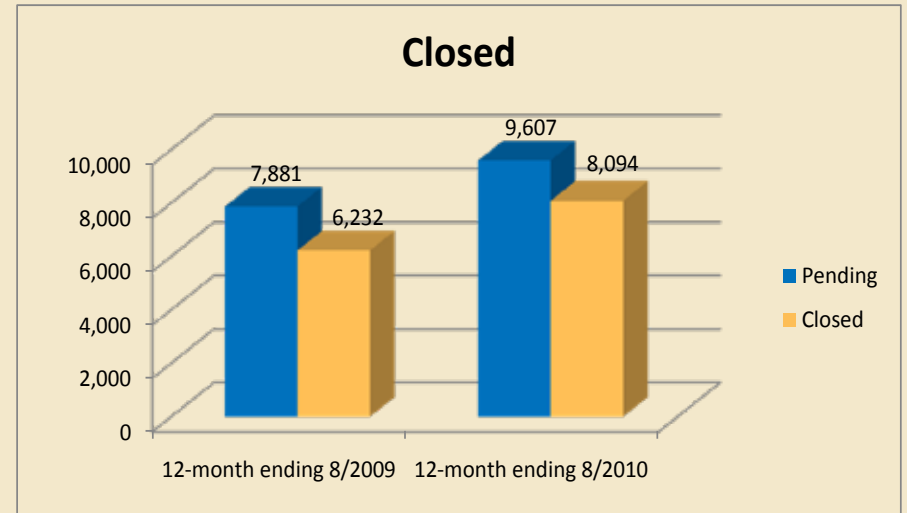
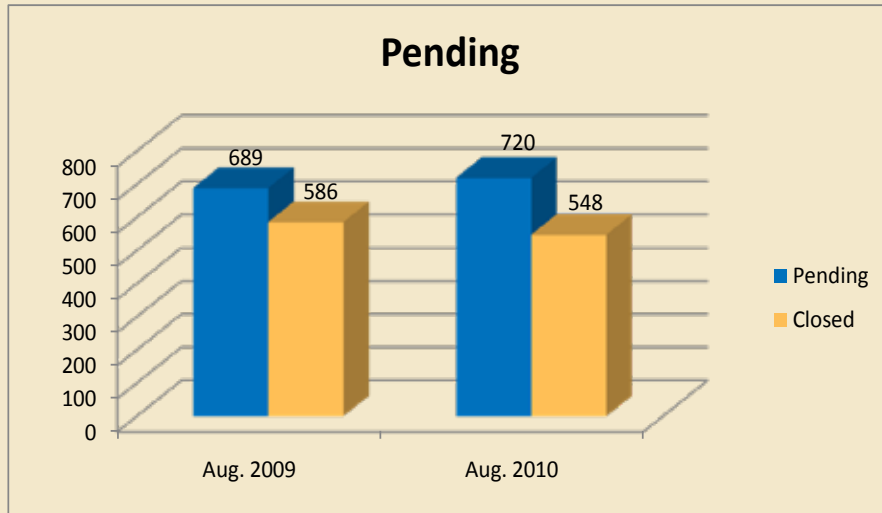


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Overall

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