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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		
	Dec. 2009	Dec. 2010	12-month ending	12-month ending	Dec. 2009	Dec. 2010	12-month ending	12-month ending	Dec. 2009	Dec. 2010	12-month ending	12-month ending	Dec. 2009	Dec. 2010	Dec. 2009	Dec. 2010	
			12/2009	12/2010			12/2009	12/2010			12/2009	12/2010					12/2009
\$0-\$300K	455	557	6,429	6,565	475	440	5,108	5,482	\$ 137	\$ 138	\$ 130	\$ 135	4,436	4,764	146	153	
\$300K-\$500K	93	96	1,216	1,240	95	80	960	1,062	\$ 360	\$ 380	\$ 375	\$ 375	1,644	1,528	236	220	
\$500K-\$1M	69	67	789	870	67	61	635	758	\$ 675	\$ 649	\$ 660	\$ 659	1,636	1,468	224	225	
\$1M-\$2M	29	25	302	390	18	25	255	339	\$ 1,415	\$ 1,320	\$ 1,312	\$ 1,350	828	799	205	302	
\$2M+	14	23	197	254	16	12	168	199	\$ 2,675	\$ 3,050	\$ 3,075	\$ 2,900	659	586	254	318	
TOTAL	660	768	8,933	9,319	671	618	7,126	7,840	\$ 190	\$ 183	\$ 179	\$ 180	9,203	9,145	173	180	
									Median > \$300K	\$ 507	\$ 550	\$ 525	\$ 544				

Overall Market Statistics By Area

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			12/2009	12/2010			12/2009	12/2010			12/2009	12/2010				
Naples Beach	111	133	1,334	1,500	105	104	1,169	1,347	\$ 545	\$ 395	\$ 525	\$ 535	2,295	2,295	232	241
North Naples	151	179	2,249	2,433	170	180	1,842	2,092	\$ 269	\$ 246	\$ 245	\$ 235	2,320	2,337	175	188
Central Naples	131	165	1,884	1,930	140	110	1,430	1,604	\$ 130	\$ 117	\$ 114	\$ 120	1,528	1,528	160	144
South Naples	94	102	1,174	1,341	97	88	974	1,144	\$ 115	\$ 120	\$ 140	\$ 142	1,341	1,308	170	185
East Naples	157	177	2,194	1,990	144	130	1,638	1,552	\$ 150	\$ 149	\$ 138	\$ 150	1,547	1,502	134	150
Immokalee/Ave Maria	0	4	37	61	4	3	27	44	\$ 129	\$ 56	\$ 79	\$ 56	29	31	131	213
TOTAL	644	760	8,872	9,255	660	615	7,080	7,783	\$ 190	\$ 183	\$ 177	\$ 180	9,060	9,001	171	181

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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	Dec. 2009	Dec. 2010	12-month ending 12/2009	12-month ending 12/2010	Dec. 2009	Dec. 2010	12-month ending 12/2009	12-month ending 12/2010	Dec. 2009	Dec. 2010	12-month ending 12/2009	12-month ending 12/2010	Dec. 2009	Dec. 2010	Dec. 2009	Dec. 2010
	\$0-\$300K	204	297	3,423	3,219	236	202	2,650	2,541	\$ 134	\$ 141	\$ 124	\$ 137	1,659	1,879	120
\$300K-\$500K	60	61	763	757	59	48	590	644	\$ 355	\$ 385	\$ 375	\$ 376	852	794	211	224
\$500K-\$1M	36	38	430	479	29	34	340	412	\$ 675	\$ 670	\$ 667	\$ 670	768	711	176	181
\$1M-\$2M	18	15	184	258	11	17	153	217	\$ 1,475	\$ 1,350	\$ 1,350	\$ 1,350	515	464	190	316
\$2M+	11	19	138	183	12	12	114	145	\$ 2,675	\$ 3,050	\$ 3,150	\$ 3,000	491	447	303	318
TOTAL	329	430	4,938	4,896	347	313	3,847	3,959	\$ 200	\$ 217	\$ 185	\$ 209	4,285	4,295	151	177

Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Dec. 2009	Dec. 2010	12-month ending 12/2009	12-month ending 12/2010	Dec. 2009	Dec. 2010	12-month ending 12/2009	12-month ending 12/2010	Dec. 2009	Dec. 2010	12-month ending 12/2009	12-month ending 12/2010	Dec. 2009	Dec. 2010	Dec. 2009	Dec. 2010
	Naples Beach	45	56	583	638	44	44	493	553	\$ 640	\$ 467	\$ 560	\$ 660	826	819	180
North Naples	64	87	923	1,030	69	81	780	874	\$ 349	\$ 380	\$ 360	\$ 352	1,042	1,096	198	204
Central Naples	70	96	1,027	1,011	77	59	760	813	\$ 130	\$ 162	\$ 119	\$ 140	753	778	130	153
South Naples	25	52	554	607	38	36	453	487	\$ 137	\$ 153	\$ 170	\$ 190	565	532	126	182
East Naples	113	129	1,781	1,517	106	89	1,312	1,157	\$ 138	\$ 140	\$ 122	\$ 139	992	960	124	140
Immokalee/Ave Maria	0	4	33	51	4	2	23	38	\$ 129	\$ 43	\$ 75	\$ 55	18	24	131	88
TOTAL	317	424	4,901	4,854	338	311	3,821	3,922	\$ 199	\$ 217	\$ 183	\$ 209	4,196	4,209	148	178

Legend

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Condominium Statistics By Price

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	Dec. 2009	Dec. 2010	12-month ending	12-month ending	Dec. 2009	Dec. 2010	12-month ending	12-month ending	Dec. 2009	Dec. 2010	12-month ending	12-month ending	Dec. 2009	Dec. 2010	Dec. 2009	Dec. 2010
			12/2009	12/2010			12/2009	12/2010			12/2009	12/2010				
\$0-\$300K	251	260	3,006	3,346	239	238	2,458	2,941	\$ 140	\$ 135	\$ 140	\$ 133	2,777	2,885	172	163
\$300K-\$500K	33	35	453	483	36	32	370	418	\$ 365	\$ 367	\$ 375	\$ 375	792	734	279	214
\$500K-\$1M	33	29	359	391	38	27	295	346	\$ 667	\$ 630	\$ 650	\$ 645	868	757	258	287
\$1M-\$2M	11	10	118	132	7	8	102	122	\$ 1,350	\$ 1,252	\$ 1,300	\$ 1,375	313	335	228	274
\$2M+	3	4	59	71	4	0	54	54	\$ 2,875		\$ 2,875	\$ 2,670	168	139	126	0
TOTAL	331	338	3,995	4,423	324	305	3,279	3,881	\$ 173	\$ 162	\$ 170	\$ 163	4,918	4,850	196	183

Condominium Statistics By Area

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			12/2009	12/2010			12/2009	12/2010			12/2009	12/2010				
Naples Beach	66	77	751	862	61	60	676	794	\$ 505	\$ 375	\$ 515	\$ 490	1,469	1,476	269	243
North Naples	87	92	1,326	1,403	101	99	1,062	1,218	\$ 195	\$ 162	\$ 170	\$ 162	1,278	1,241	159	174
Central Naples	61	69	857	919	63	51	670	791	\$ 129	\$ 97	\$ 110	\$ 105	775	750	198	134
South Naples	69	50	620	734	59	52	521	657	\$ 112	\$ 117	\$ 129	\$ 128	776	776	198	188
East Naples	44	48	413	473	38	41	326	395	\$ 214	\$ 185	\$ 206	\$ 195	555	542	163	173
Immokalee/Ave Maria	0	0	4	10	0	1	4	6	\$ 290	\$ 226	\$ 194		11	7	0	339
TOTAL	327	336	3,971	4,401	322	304	3,259	3,861	\$ 173	\$ 162	\$ 170	\$ 163	4,864	4,792	195	184

Legend

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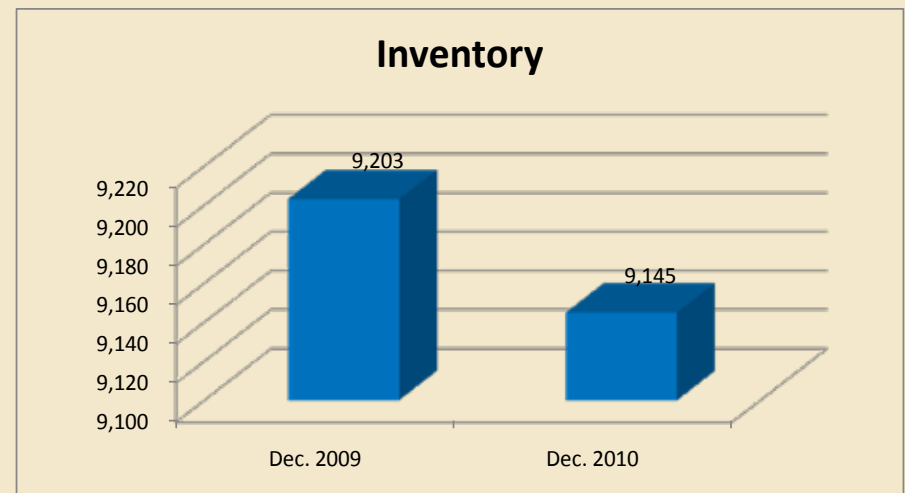
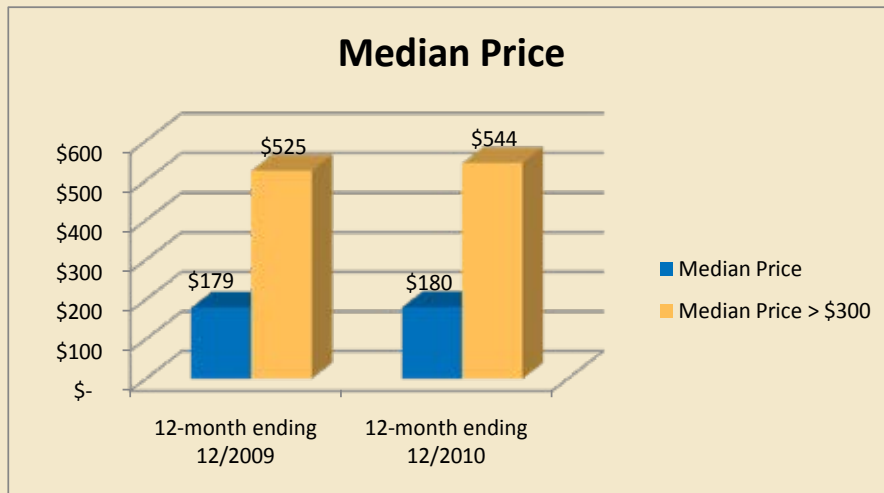
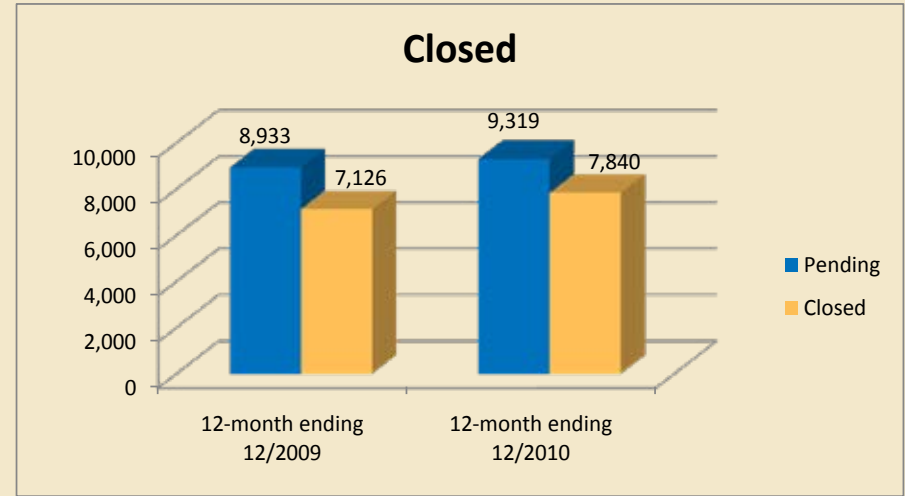
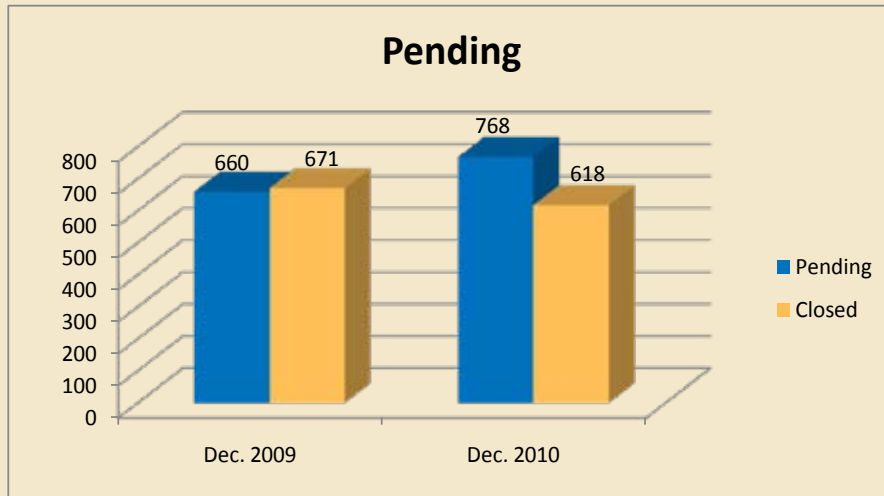


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Overall

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