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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 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	4th Qtr 2009	4th Qtr 2010	
\$0-\$300K	1,429	1,645	6,429	6,565	1,293	1,135	5,108	5,482	\$ 135	\$ 130	\$ 130	\$ 135	4,436	4,764	146	148	
\$300K-\$500K	319	294	1,216	1,240	261	216	960	1,062	\$ 365	\$ 378	\$ 375	\$ 375	1,644	1,528	218	196	
\$500K-\$1M	187	195	789	870	167	138	635	758	\$ 669	\$ 643	\$ 660	\$ 659	1,636	1,468	234	233	
\$1M-\$2M	82	76	302	390	60	56	255	339	\$ 1,287	\$ 1,350	\$ 1,312	\$ 1,350	828	799	227	279	
\$2M+	42	53	197	254	36	35	168	199	\$ 2,725	\$ 2,900	\$ 3,075	\$ 2,900	659	586	293	325	
<b>TOTAL</b>	<b>2,059</b>	<b>2,263</b>	<b>8,933</b>	<b>9,319</b>	<b>1,817</b>	<b>1,580</b>	<b>7,126</b>	<b>7,840</b>	<b>\$ 182</b>	<b>\$ 175</b>	<b>\$ 179</b>	<b>\$ 180</b>	<b>9,203</b>	<b>9,145</b>	<b>172</b>	<b>172</b>	
									<b>Median &gt; \$300K</b>	<b>\$ 505</b>	<b>\$ 515</b>	<b>\$ 525</b>	<b>\$ 544</b>				

### Overall Market Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	4th Qtr 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	4th Qtr 2009	4th Qtr 2010
Naples Beach	320	347	1,334	1,500	284	252	1,169	1,347	\$ 522	\$ 435	\$ 525	\$ 535	2,295	2,295	224	237
North Naples	519	575	2,249	2,433	489	427	1,842	2,092	\$ 258	\$ 225	\$ 245	\$ 235	2,320	2,337	174	172
Central Naples	437	479	1,884	1,930	367	324	1,430	1,604	\$ 125	\$ 117	\$ 114	\$ 120	1,528	1,528	158	155
South Naples	301	320	1,174	1,341	262	238	974	1,144	\$ 123	\$ 120	\$ 140	\$ 142	1,341	1,308	171	163
East Naples	449	503	2,194	1,990	394	316	1,638	1,552	\$ 147	\$ 150	\$ 138	\$ 150	1,547	1,502	143	147
Immokalee/Ave Maria	7	16	37	61	6	8	27	44	\$ 64	\$ 90	\$ 79	\$ 56	29	31	100	132
<b>TOTAL</b>	<b>2,033</b>	<b>2,240</b>	<b>8,872</b>	<b>9,255</b>	<b>1,802</b>	<b>1,565</b>	<b>7,080</b>	<b>7,783</b>	<b>\$ 180</b>	<b>\$ 175</b>	<b>\$ 177</b>	<b>\$ 180</b>	<b>9,060</b>	<b>9,001</b>	<b>171</b>	<b>173</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 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	4th Qtr 2009	4th Qtr 2010
\$0-\$300K	676	836	3,423	3,219	637	518	2,650	2,541	\$ 130	\$ 140	\$ 124	\$ 137	1,659	1,879	120	130
\$300K-\$500K	197	181	763	757	167	131	590	644	\$ 365	\$ 380	\$ 375	\$ 376	852	794	198	185
\$500K-\$1M	95	119	430	479	86	79	340	412	\$ 675	\$ 675	\$ 667	\$ 670	768	711	207	189
\$1M-\$2M	48	50	184	258	37	37	153	217	\$ 1,275	\$ 1,365	\$ 1,350	\$ 1,350	515	464	246	295
\$2M+	30	45	138	183	23	32	114	145	\$ 2,750	\$ 2,950	\$ 3,150	\$ 3,000	489	447	354	329
<b>TOTAL</b>	<b>1,046</b>	<b>1,231</b>	<b>4,938</b>	<b>4,896</b>	<b>950</b>	<b>797</b>	<b>3,847</b>	<b>3,959</b>	<b>\$ 200</b>	<b>\$ 213</b>	<b>\$ 185</b>	<b>\$ 209</b>	<b>4,283</b>	<b>4,295</b>	<b>154</b>	<b>162</b>

### Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	4th Qtr 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	12-month ending 12/2009	12-month ending 12/2010	4th Qtr 2009	4th Qtr 2010	4th Qtr 2009	4th Qtr 2010
Naples Beach	132	147	583	638	118	111	493	553	\$ 560	\$ 535	\$ 560	\$ 660	825	819	201	201
North Naples	205	260	923	1,030	212	183	780	874	\$ 360	\$ 338	\$ 360	\$ 352	1,041	1,096	197	180
Central Naples	227	267	1,027	1,011	199	159	760	813	\$ 125	\$ 160	\$ 119	\$ 140	753	778	131	166
South Naples	129	151	554	607	104	100	453	487	\$ 137	\$ 153	\$ 170	\$ 190	565	532	133	151
East Naples	328	378	1,781	1,517	300	227	1,312	1,157	\$ 135	\$ 140	\$ 122	\$ 139	992	960	125	137
Immokalee/Ave Maria	7	14	33	51	6	7	23	38	\$ 64	\$ 56	\$ 75	\$ 55	18	24	100	97
<b>TOTAL</b>	<b>1,028</b>	<b>1,217</b>	<b>4,901</b>	<b>4,854</b>	<b>939</b>	<b>787</b>	<b>3,821</b>	<b>3,922</b>	<b>\$ 199</b>	<b>\$ 213</b>	<b>\$ 183</b>	<b>\$ 209</b>	<b>4,194</b>	<b>4,209</b>	<b>153</b>	<b>163</b>

### Legend

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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
	2009	2010	ending	ending	2009	2010	ending	ending	2009	2010	ending	ending	2009	2010	2009	2010
\$0-\$300K	753	809	3,006	3,346	656	617	2,458	2,941	\$ 140	\$ 123	\$ 140	\$ 133	2,776	2,885	172	163
\$300K-\$500K	122	113	453	483	94	85	370	418	\$ 367	\$ 374	\$ 375	\$ 375	792	734	250	213
\$500K-\$1M	92	76	359	391	81	59	295	346	\$ 650	\$ 625	\$ 650	\$ 645	868	757	260	293
\$1M-\$2M	34	26	118	132	23	19	102	122	\$ 1,300	\$ 1,275	\$ 1,300	\$ 1,375	314	335	197	248
\$2M+	12	8	59	71	13	3	54	54	\$ 2,700	\$ 2,300	\$ 2,875	\$ 2,670	168	139	205	280
<b>TOTAL</b>	<b>1,013</b>	<b>1,032</b>	<b>3,995</b>	<b>4,423</b>	<b>867</b>	<b>783</b>	<b>3,279</b>	<b>3,881</b>	<b>\$ 170</b>	<b>\$ 148</b>	<b>\$ 170</b>	<b>\$ 163</b>	<b>4,918</b>	<b>4,850</b>	<b>192</b>	<b>182</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
	2009	2010	ending	ending	2009	2010	ending	ending	2009	2010	ending	ending	2009	2010	2009	2010
Naples Beach	188	200	751	862	166	141	676	794	\$ 517	\$ 425	\$ 515	\$ 490	1,470	1,476	241	265
North Naples	314	315	1,326	1,403	277	244	1,062	1,218	\$ 170	\$ 150	\$ 170	\$ 162	1,278	1,241	157	166
Central Naples	210	212	857	919	168	165	670	791	\$ 125	\$ 99	\$ 110	\$ 105	774	750	191	144
South Naples	172	169	620	734	158	138	521	657	\$ 122	\$ 110	\$ 129	\$ 128	776	776	196	171
East Naples	121	125	413	473	94	89	326	395	\$ 197	\$ 195	\$ 206	\$ 195	555	542	200	173
Immokalee/Ave Maria	0	2	4	10	0	1	4	6	\$ 290	\$ 226	\$ 194	\$ 194	11	7	0	339
<b>TOTAL</b>	<b>1,005</b>	<b>1,023</b>	<b>3,971</b>	<b>4,401</b>	<b>863</b>	<b>778</b>	<b>3,259</b>	<b>3,861</b>	<b>\$ 170</b>	<b>\$ 148</b>	<b>\$ 170</b>	<b>\$ 163</b>	<b>4,864</b>	<b>4,792</b>	<b>191</b>	<b>182</b>

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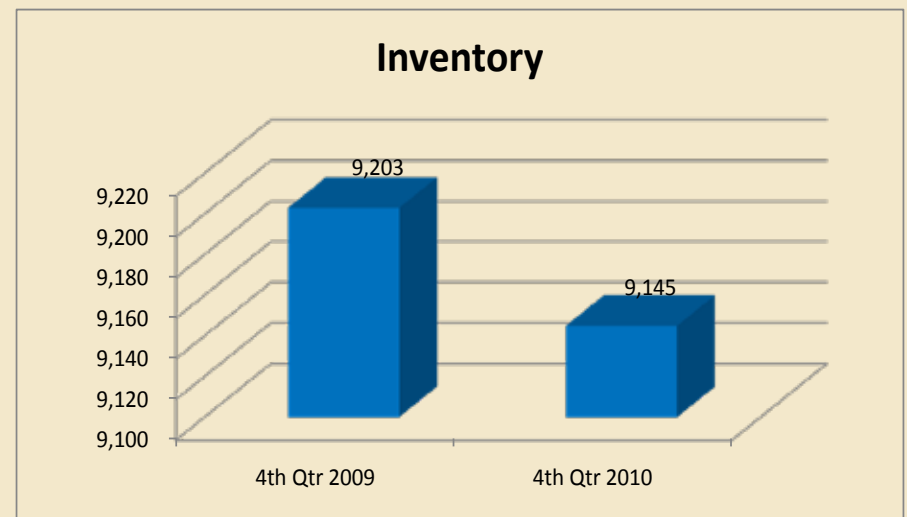
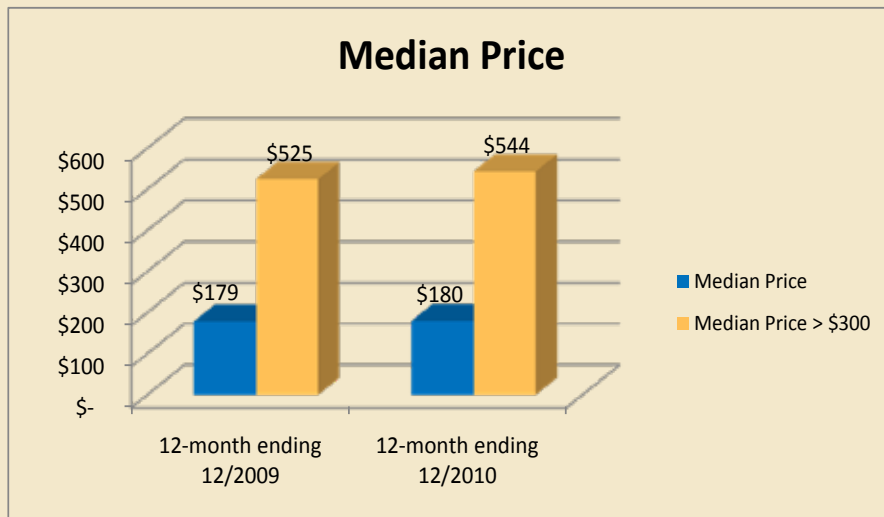
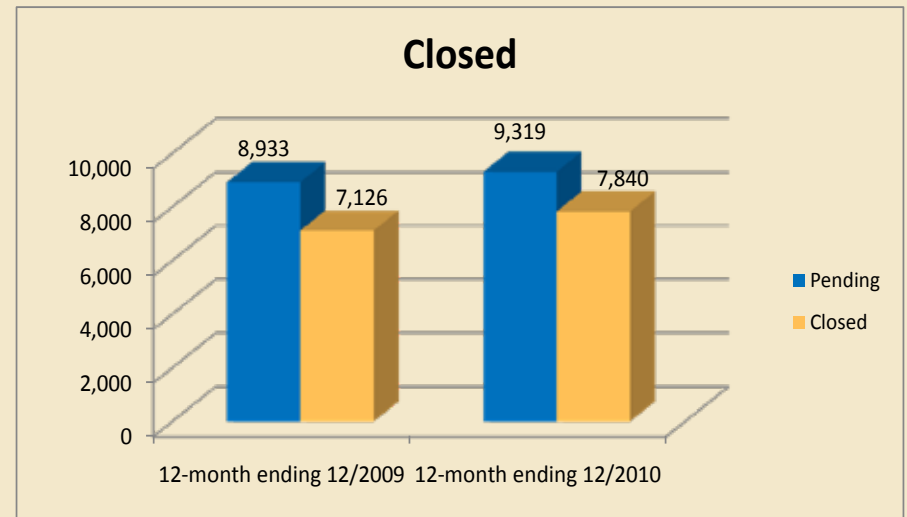
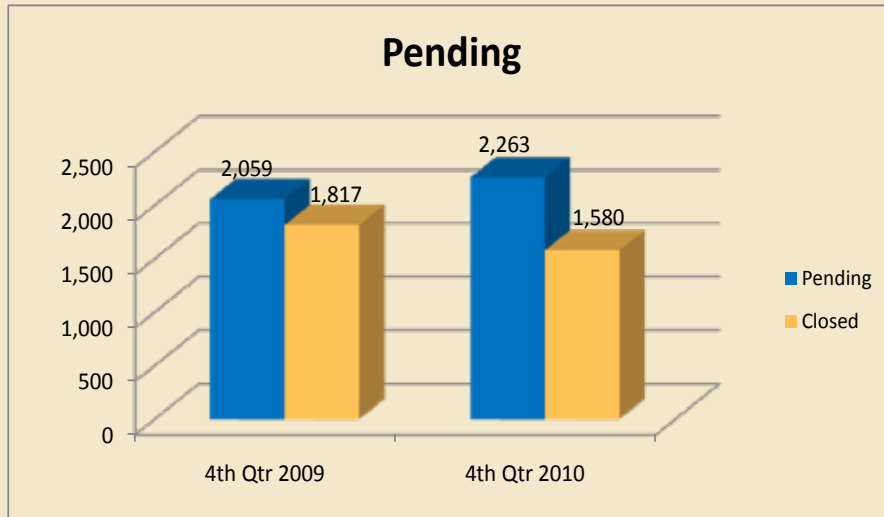


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### Overall

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