



# Real life. Real answers.

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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		
	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	2nd Qtr 2010	2nd Qtr 2011	
\$0-\$300K	1,969	1,980	6,475	7,043	1,726	1,691	5,786	5,613	\$ 140	\$ 137	\$ 137	\$ 130	4,569	3,638	148	166	
\$300K-\$500K	371	398	1,353	1,297	359	383	1,153	1,083	\$ 375	\$ 375	\$ 375	\$ 380	1,513	1,330	193	198	
\$500K-\$1M	260	285	905	910	266	273	790	779	\$ 660	\$ 655	\$ 650	\$ 675	1,452	1,230	224	215	
\$1M-\$2M	128	128	392	420	135	138	329	356	\$ 1,350	\$ 1,350	\$ 1,300	\$ 1,375	774	591	278	276	
\$2M+	79	88	239	280	76	91	203	211	\$ 2,772	\$ 3,000	\$ 2,825	\$ 3,025	537	419	297	258	
<b>TOTAL</b>	<b>2,807</b>	<b>2,879</b>	<b>9,364</b>	<b>9,950</b>	<b>2,562</b>	<b>2,576</b>	<b>8,261</b>	<b>8,042</b>	<b>\$ 195</b>	<b>\$ 197</b>	<b>\$ 185</b>	<b>\$ 175</b>	<b>8,845</b>	<b>7,208</b>	<b>176</b>	<b>186</b>	
									<b>Median &gt; \$300K</b>	<b>\$ 560</b>	<b>\$ 570</b>	<b>\$ 530</b>	<b>\$ 551</b>				

## Overall Market Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	2nd Qtr 2010	2nd Qtr 2011
Naples Beach	435	537	1,505	1,726	463	542	1,421	1,503	\$ 619	\$ 545	\$ 525	\$ 509	2,154	1,797	234	227
North Naples	732	775	2,452	2,557	689	683	2,195	2,089	\$ 247	\$ 235	\$ 245	\$ 225	2,277	1,868	167	175
Central Naples	610	549	1,920	2,000	499	466	1,630	1,601	\$ 125	\$ 125	\$ 121	\$ 120	1,502	1,128	166	162
South Naples	407	401	1,340	1,457	402	389	1,207	1,192	\$ 150	\$ 135	\$ 150	\$ 122	1,204	1,059	154	172
East Naples	586	566	2,031	2,058	480	450	1,711	1,527	\$ 150	\$ 158	\$ 147	\$ 150	1,537	1,192	161	194
Immokalee/Ave Maria	25	16	52	53	18	9	41	44	\$ 55	\$ 70	\$ 68	\$ 55	28	33	97	86
<b>TOTAL</b>	<b>2,795</b>	<b>2,844</b>	<b>9,300</b>	<b>9,851</b>	<b>2,551</b>	<b>2,539</b>	<b>8,205</b>	<b>7,956</b>	<b>\$ 196</b>	<b>\$ 195</b>	<b>\$ 184</b>	<b>\$ 175</b>	<b>8,702</b>	<b>7,077</b>	<b>176</b>	<b>186</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.

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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## Single Family Home Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	2nd Qtr 2010	2nd Qtr 2011
\$0-\$300K	964	973	3,151	3,375	775	702	2,761	2,523	\$ 140	\$ 140	\$ 132	\$ 135	1,782	1,394	130	155
\$300K-\$500K	235	229	831	784	211	224	718	644	\$ 375	\$ 378	\$ 375	\$ 380	796	680	196	167
\$500K-\$1M	156	160	480	507	150	152	420	433	\$ 677	\$ 650	\$ 661	\$ 675	719	616	237	199
\$1M-\$2M	92	66	253	246	80	69	202	207	\$ 1,312	\$ 1,400	\$ 1,300	\$ 1,400	499	379	288	292
\$2M+	52	68	166	215	41	64	132	166	\$ 2,940	\$ 3,172	\$ 2,950	\$ 3,150	410	321	222	270
<b>TOTAL</b>	<b>1,499</b>	<b>1,496</b>	<b>4,881</b>	<b>5,127</b>	<b>1,257</b>	<b>1,211</b>	<b>4,233</b>	<b>3,973</b>	<b>\$ 220</b>	<b>\$ 245</b>	<b>\$ 200</b>	<b>\$ 210</b>	<b>4,206</b>	<b>3,390</b>	<b>170</b>	<b>179</b>

## Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	2nd Qtr 2010	2nd Qtr 2011
Naples Beach	205	216	627	702	178	201	567	592	\$ 710	\$ 655	\$ 600	\$ 640	808	643	220	211
North Naples	307	313	1,032	1,081	289	277	949	869	\$ 355	\$ 350	\$ 360	\$ 352	1,019	891	168	181
Central Naples	322	308	996	1,060	242	230	827	812	\$ 148	\$ 163	\$ 135	\$ 146	784	579	173	165
South Naples	193	184	594	634	173	157	525	493	\$ 222	\$ 189	\$ 194	\$ 160	472	443	156	158
East Naples	443	441	1,547	1,543	353	319	1,296	1,115	\$ 138	\$ 142	\$ 130	\$ 139	1,015	725	153	180
Immokalee/Ave Maria	20	16	44	48	14	9	36	41	\$ 55	\$ 70	\$ 65	\$ 55	18	29	93	86
<b>TOTAL</b>	<b>1,490</b>	<b>1,478</b>	<b>4,840</b>	<b>5,068</b>	<b>1,249</b>	<b>1,193</b>	<b>4,200</b>	<b>3,922</b>	<b>\$ 220</b>	<b>\$ 239</b>	<b>\$ 200</b>	<b>\$ 209</b>	<b>4,116</b>	<b>3,310</b>	<b>170</b>	<b>179</b>

## Legend

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## Condominium Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	2nd Qtr 2010	2nd Qtr 2011
\$0-\$300K	1,005	1,007	3,324	3,668	951	989	3,025	3,090	\$ 140	\$ 135	\$ 140	\$ 127	2,787	2,244	162	173
\$300K-\$500K	136	169	522	513	148	159	435	439	\$ 375	\$ 370	\$ 375	\$ 375	717	650	189	238
\$500K-\$1M	104	125	425	403	116	121	370	346	\$ 625	\$ 660	\$ 645	\$ 670	733	614	210	236
\$1M-\$2M	36	62	139	174	55	69	127	149	\$ 1,359	\$ 1,300	\$ 1,325	\$ 1,350	275	212	260	258
\$2M+	27	20	73	65	35	27	71	45	\$ 2,700	\$ 2,686	\$ 2,700	\$ 2,686	127	98	384	234
<b>TOTAL</b>	<b>1,308</b>	<b>1,383</b>	<b>4,483</b>	<b>4,823</b>	<b>1,305</b>	<b>1,365</b>	<b>4,028</b>	<b>4,069</b>	<b>\$ 173</b>	<b>\$ 168</b>	<b>\$ 170</b>	<b>\$ 159</b>	<b>4,639</b>	<b>3,818</b>	<b>181</b>	<b>193</b>

## Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	12-month ending 6/2010	12-month ending 6/2011	2nd Qtr 2010	2nd Qtr 2011	2nd Qtr 2010	2nd Qtr 2011
Naples Beach	230	385	915	903	218	277	770	855	\$ 445	\$ 450	\$ 500	\$ 485	1,346	1,154	233	221
North Naples	425	471	1,460	1,367	307	293	1,167	1,214	\$ 168	\$ 150	\$ 165	\$ 158	1,258	977	159	172
Central Naples	288	347	929	933	209	225	745	810	\$ 109	\$ 107	\$ 110	\$ 105	718	549	139	151
South Naples	214	341	713	795	187	220	601	696	\$ 136	\$ 109	\$ 134	\$ 120	732	616	178	151
East Naples	143	190	472	506	112	121	377	408	\$ 208	\$ 185	\$ 209	\$ 188	522	467	234	189
Immokalee/Ave Maria	5	3	6	10	1	2	4	7	\$ 98	\$ 237	\$ 135	\$ 290	10	4	134	129
<b>TOTAL</b>	<b>1,305</b>	<b>1,737</b>	<b>4,495</b>	<b>4,514</b>	<b>1,034</b>	<b>1,138</b>	<b>3,664</b>	<b>3,990</b>	<b>\$ 166</b>	<b>\$ 156</b>	<b>\$ 170</b>	<b>\$ 160</b>	<b>4,586</b>	<b>3,767</b>	<b>182</b>	<b>177</b>

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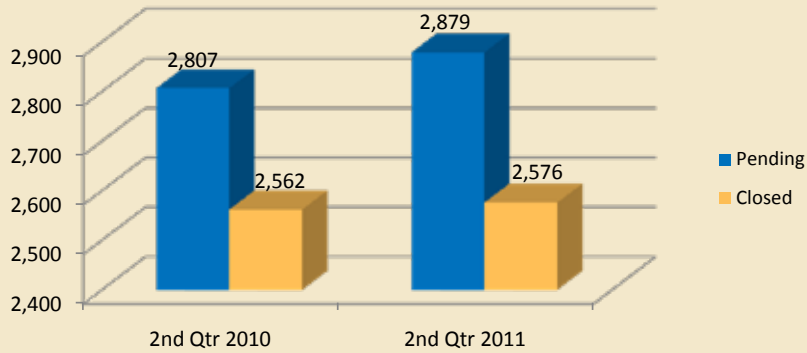
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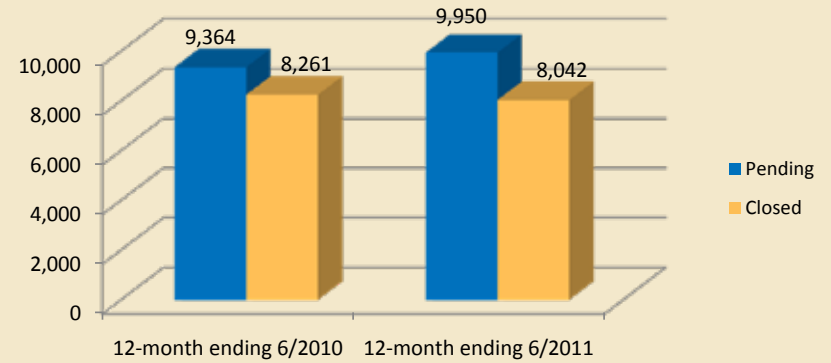
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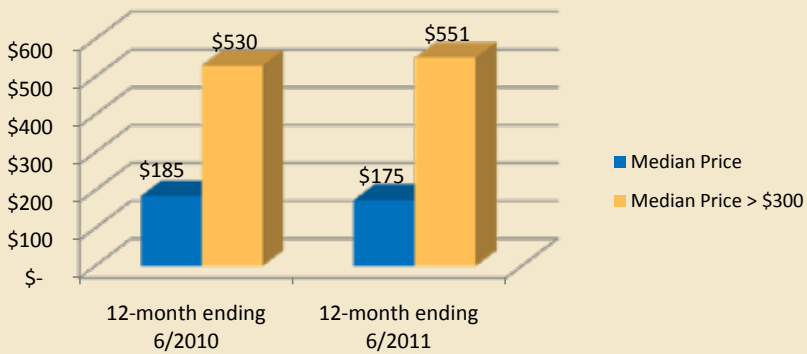
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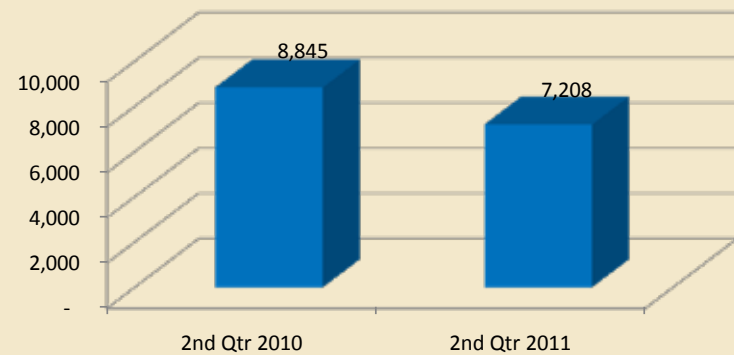
### Closed



### Median Price



### Inventory



### Overall