

Naples Area Market Report



October 2019

As predicted by a group of Naples real estate brokers, buyer activity began to rise in October with a remarkable 23.7 percent increase in overall pending sales (homes under contract) to 987 pending sales during October 2019 compared to 798 pending sales in October 2018. Sellers also felt a surge in showings (up 40 percent compared to October 2018), and the number of price reductions slowed to just 15 percent of the properties available in October's overall inventory compared to September, which saw 26 percent of its inventory's prices reduced.

Closed sales during October increased 9.7 percent to 758 closed sales compared to 689 closed sales in October 2018, according to the October 2019 Market Report released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island).

"These pre-season pending sales numbers are setting us up to have a good winter sales season," said Dominic Pallini, Broker at Vanderbilt Realty. "Inventory is also going up yet prices have been holding steady."

Even though October's overall inventory decreased 17.7 percent to 5,351 homes for sale from 6,500 homes for sale in October 2018, there were actually 362 more homes that came onto the market in October compared to September. "A large majority of the new construction over the last year appears to be in the market's "sweet spot", which is the category of homes priced below \$500,000," said Jeff Jones, Broker at Keller Williams Naples. "This influx of new construction is probably why the median closed price in that price range hasn't shifted much."

Tom Bringardner, Jr., President/CEO of Premier Commercial remarked, "median closed prices in the upper end of the market [homes priced at \$2 million and above] rose 8 percent" in October 2019 to \$3,200,000 from \$2,962,500 in October 2018. However, when 57 percent of the market's available inventory are homes priced under \$500,000, and the majority of new listings every month are also in this range, it's easy to understand how the overall median closed price reported for the entire market appears to be decreasing.

The overall median closed price decreased 3 percent in October to \$329,950 from \$340,000 in October 2018. But it's important to remember that there are also three times as many properties for sale under \$300,000 than properties for sale over \$2 million in Naples. "Inventory has kept prices attractive which drives demand," said Budge Huskey, President, Premier Sotheby's International Realty. "The under \$500,000 market is driving our overall market today. This is naturally bringing the median closed price down."

According to the October 2019 ShowingTime Report, a monthly supplemental report now released with monthly Market Reports, REALTORS® in Collier County reported over 5,000 more showing appointments in October 2019 – a total of 18,531 – compared to October 2018, which had 13,271 showing appointments, a statistic that indicates the heartbeat on overall real estate market activity.

Quick Facts

+ 9.7%	- 3.0%	- 17.7%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
+ 9.8%	+ 6.1%	+ 7.1%
Price Range With the Strongest Sales: \$300,001 to \$500,000	Bedroom Count With Strongest Sales: 3 Bedrooms	Property Type With Strongest Sales: Single Family

Overall Market Overview	2
Single Family Market Overview	3
Condo Market Overview	4
Overall Closed Sales	5-6
Overall Median Closed Price	7-8
Overall Percent of Current List Price Received	9-10
Overall Days on Market until Sale	11-12
Overall New Listings by Month	13
Overall Inventory of Homes for Sale	14-15
Overall Listing and Sales Summary by Area	16
Naples Beach	17
North Naples	18
Central Naples	19
South Naples	20
East Naples	21
Immokalee/Ave Maria	22



Overall Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year.



Key Metrics	Historical Sparkbars	10-2018	10-2019	% Change	YTD 2018	YTD 2019	% Change
New Listings		1,505	1,454	- 3.4%	13,411	12,987	- 3.2%
Closed Sales		689	756	+ 9.7%	8,330	8,600	+ 3.2%
Days on Market Until Sale		94	104	+ 10.6%	95	103	+ 8.4%
Median Closed Price		\$340,000	\$329,950	- 3.0%	\$340,000	\$330,000	- 2.9%
Average Closed Price		\$544,002	\$512,026	- 5.9%	\$622,200	\$591,397	- 5.0%
Percent of Current List Price Received		95.4%	95.6%	+ 0.2%	95.5%	95.5%	0.0%
Pending Listings		798	987	+ 23.7%	10,049	10,792	+ 7.4%
Inventory of Homes for Sale		6,500	5,351	- 17.7%	—	—	—
Months Supply of Inventory		8.1	6.4	- 21.0%	—	—	—

Single Family Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Single Family properties only.



Key Metrics	Historical Sparkbars	10-2018	10-2019	% Change	YTD 2018	YTD 2019	% Change
New Listings		747	707	- 5.4%	6,788	6,585	- 3.0%
Closed Sales		371	389	+ 4.9%	4,012	4,310	+ 7.4%
Days on Market Until Sale		91	103	+ 13.2%	93	102	+ 9.7%
Median Closed Price		\$425,000	\$395,000	- 7.1%	\$427,000	\$408,500	- 4.3%
Average Closed Price		\$654,811	\$641,804	- 2.0%	\$795,144	\$750,379	- 5.6%
Percent of Current List Price Received		95.6%	95.9%	+ 0.3%	95.6%	95.8%	+ 0.2%
Pending Listings		407	513	+ 26.0%	4910	5399	+ 9.9%
Inventory of Homes for Sale		3,376	2,675	- 20.8%	—	—	—
Months Supply of Inventory		8.7	6.4	- 26.4%	—	—	—

Condo Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Condo properties only.



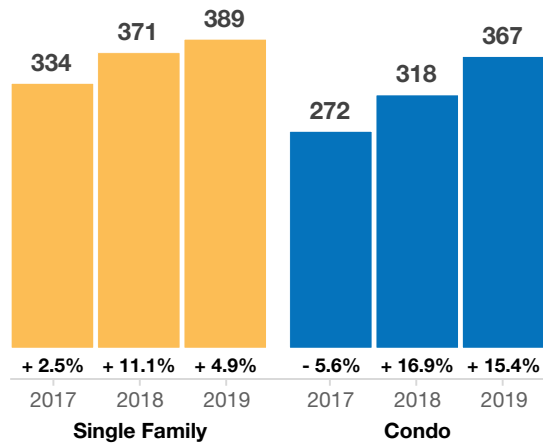
Key Metrics	Historical Sparkbars	10-2018	10-2019	% Change	YTD 2018	YTD 2019	% Change
New Listings		758	747	- 1.5%	6,623	6,402	- 3.3%
Closed Sales		318	367	+ 15.4%	4,318	4,290	- 0.6%
Days on Market Until Sale		97	106	+ 9.3%	97	103	+ 6.2%
Median Closed Price		\$265,000	\$255,000	- 3.8%	\$265,400	\$260,000	- 2.0%
Average Closed Price		\$414,316	\$374,469	- 9.6%	\$461,515	\$431,711	- 6.5%
Percent of Current List Price Received		95.1%	95.3%	+ 0.2%	95.5%	95.2%	- 0.3%
Pending Listings		391	474	+ 21.2%	5139	5393	+ 4.9%
Inventory of Homes for Sale		3,124	2,676	- 14.3%	—	—	—
Months Supply of Inventory		7.6	6.5	- 14.5%	—	—	—

Overall Closed Sales

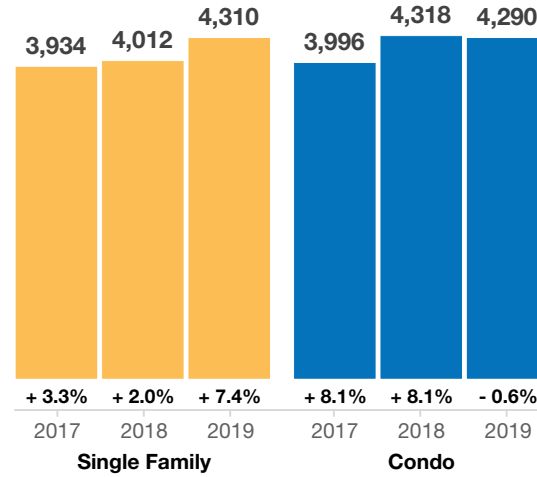
A count of the actual sales that closed in a given month.



October

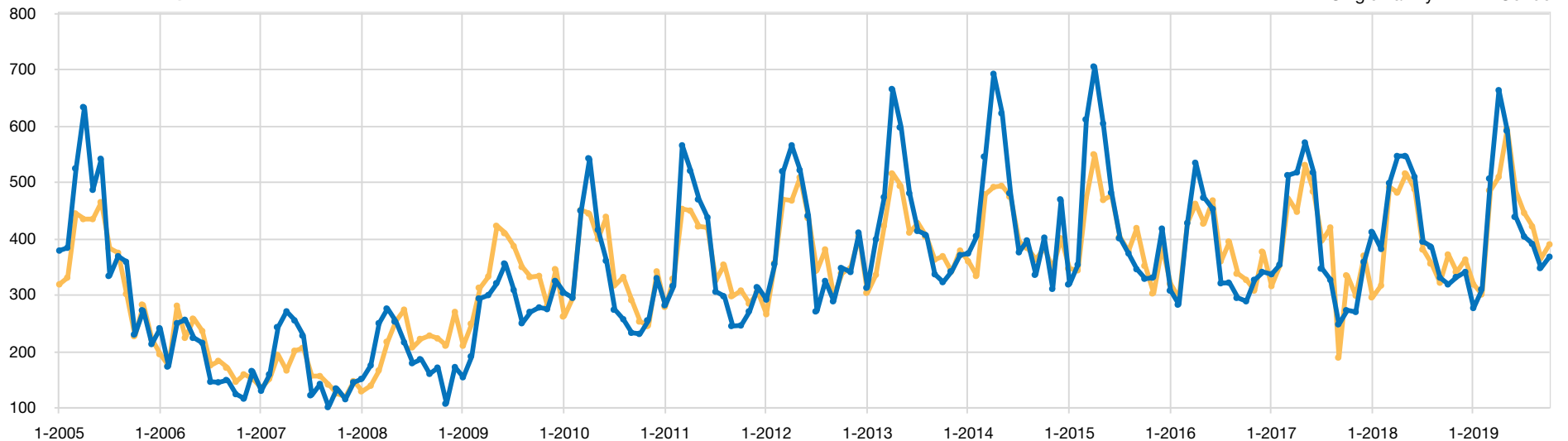


Year-to-Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Nov-2018	340	+ 14.1%	331	+ 23.0%
Dec-2018	362	- 1.9%	340	- 5.0%
Jan-2019	318	+ 7.8%	276	- 32.8%
Feb-2019	300	- 5.1%	309	- 18.9%
Mar-2019	485	- 1.2%	506	+ 1.6%
Apr-2019	509	+ 5.8%	663	+ 21.4%
May-2019	595	+ 15.5%	591	+ 8.2%
Jun-2019	484	- 0.6%	438	- 13.9%
Jul-2019	445	+ 17.1%	403	+ 2.3%
Aug-2019	421	+ 18.6%	390	+ 1.3%
Sep-2019	364	+ 13.4%	347	+ 5.2%
Oct-2019	389	+ 4.9%	367	+ 15.4%
12-Month Avg	418	+ 7.2%	413	+ 0.2%

Overall Sales by Month



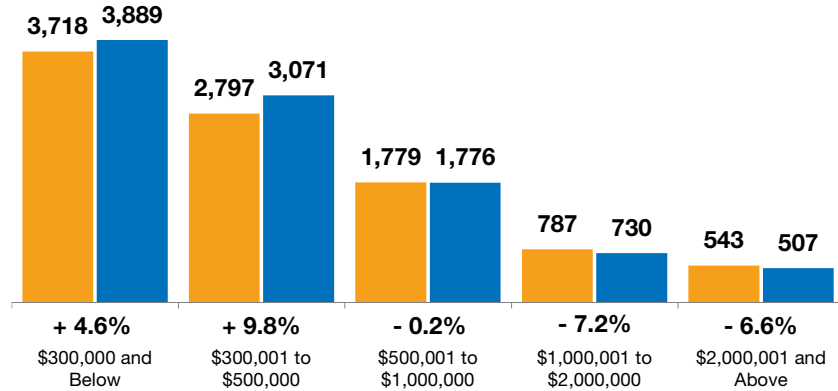
Overall Closed Sales by Price Range

A count of the actual sales that closed in a given month. Based on a rolling 12-month total.



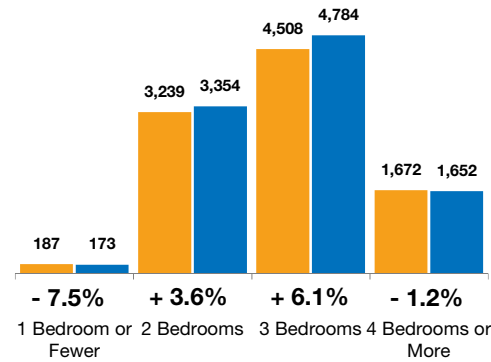
By Price Range

10-2018 10-2019



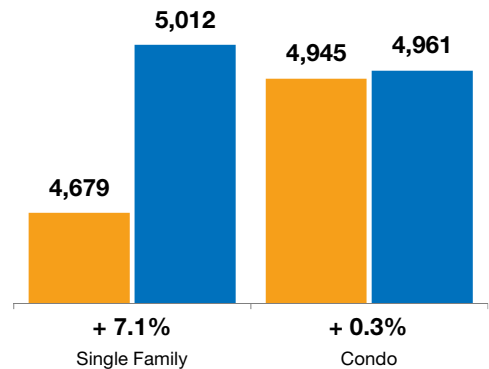
By Bedroom Count

10-2018 10-2019



By Property Type

10-2018 10-2019



All Properties

By Price Range

	10-2018	10-2019	Change
\$300,000 and Below	3,718	3,889	+ 4.6%
\$300,001 to \$500,000	2,797	3,071	+ 9.8%
\$500,001 to \$1,000,000	1,779	1,776	- 0.2%
\$1,000,001 to \$2,000,000	787	730	- 7.2%
\$2,000,001 and Above	543	507	- 6.6%
All Price Ranges	9,624	9,973	+ 3.6%

Single Family

	10-2018	10-2019	Change
1 Bedroom or Fewer	187	173	- 7.5%
2 Bedrooms	3,239	3,354	+ 3.6%
3 Bedrooms	4,508	4,784	+ 6.1%
4 Bedrooms or More	1,672	1,652	- 1.2%
All Single Family	4,679	5,012	+ 7.1%

Condo

	10-2018	10-2019	Change
1 Bedroom or Fewer	167	149	- 10.8%
2 Bedrooms	2,767	2,842	+ 2.7%
3 Bedrooms	1,831	1,866	+ 1.9%
4 Bedrooms or More	163	96	- 41.1%
All Condo	4,945	4,961	+ 0.3%

By Bedroom Count

	10-2018	10-2019	Change
1 Bedroom or Fewer	187	173	- 7.5%
2 Bedrooms	3,239	3,354	+ 3.6%
3 Bedrooms	4,508	4,784	+ 6.1%
4 Bedrooms or More	1,672	1,652	- 1.2%
All Bedroom Counts	9,624	9,973	+ 3.6%

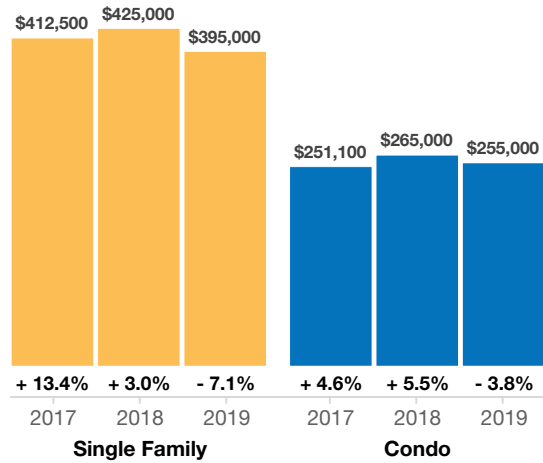
	10-2018	10-2019	Change
1 Bedroom or Fewer	20	24	+ 20.0%
2 Bedrooms	472	512	+ 8.5%
3 Bedrooms	2,677	2,918	+ 9.0%
4 Bedrooms or More	1,509	1,556	+ 3.1%
All Single Family	4,679	5,012	+ 7.1%

Overall Median Closed Price

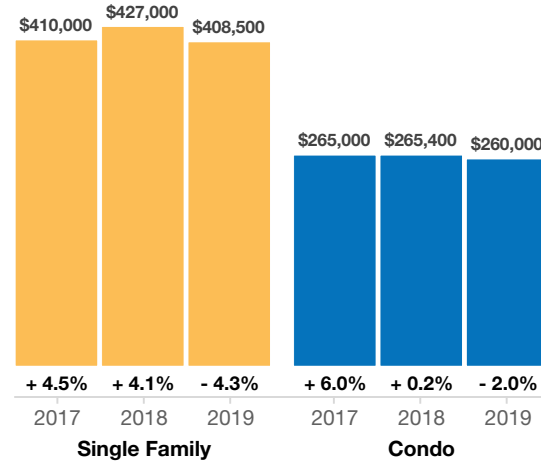
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



October



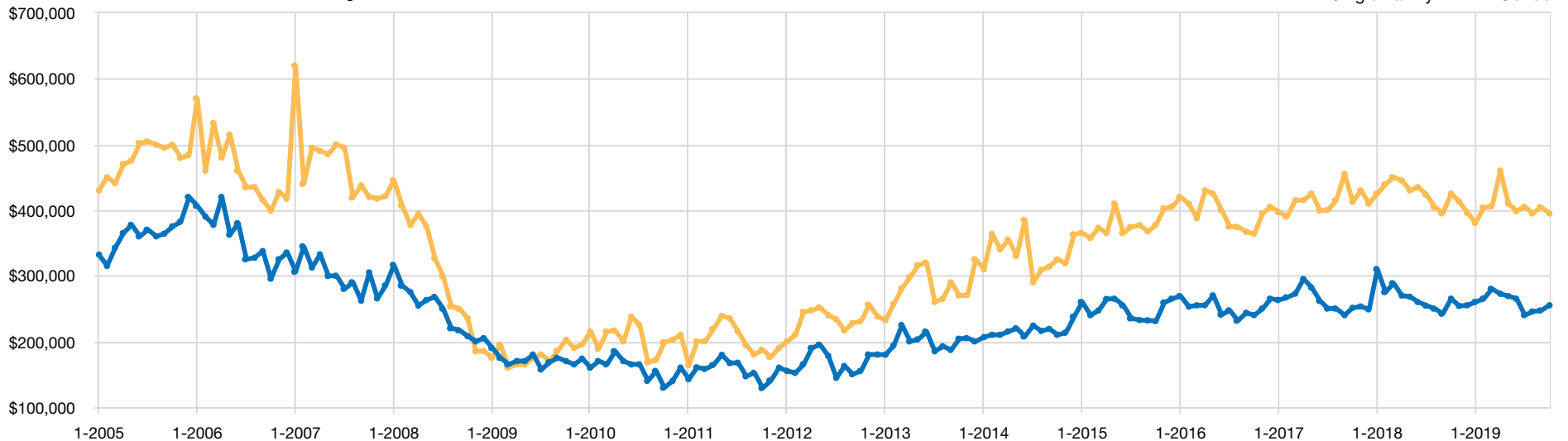
Year-to-Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Nov-2018	\$413,000	- 4.0%	\$254,000	+ 0.3%
Dec-2018	\$395,900	- 3.4%	\$255,000	+ 2.5%
Jan-2019	\$380,500	- 10.5%	\$260,000	- 16.1%
Feb-2019	\$403,750	- 8.0%	\$265,000	- 3.6%
Mar-2019	\$405,500	- 9.9%	\$280,000	- 2.9%
Apr-2019	\$460,000	+ 3.4%	\$272,500	+ 1.0%
May-2019	\$410,000	- 4.7%	\$269,000	+ 0.4%
Jun-2019	\$398,450	- 8.4%	\$265,000	+ 1.9%
Jul-2019	\$405,000	- 4.4%	\$240,000	- 5.7%
Aug-2019	\$395,000	- 2.5%	\$245,500	- 1.8%
Sep-2019	\$404,398	+ 2.4%	\$247,000	+ 2.0%
Oct-2019	\$395,000	- 7.1%	\$255,000	- 3.8%
12-Month Avg*	\$408,000	- 4.0%	\$259,900	- 1.6%

* Median Closed Price for all properties from November 2018 through October 2019. This is not the average of the individual figures above.

Overall Median Closed Price by Month



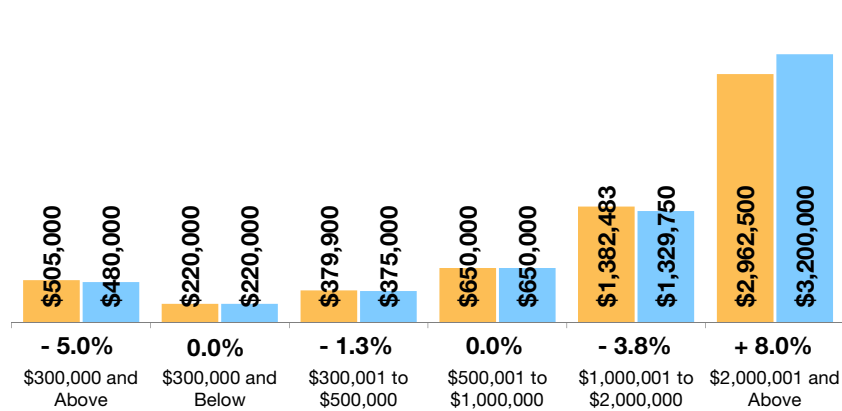
Overall Median Closed Price by Price Range

Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.



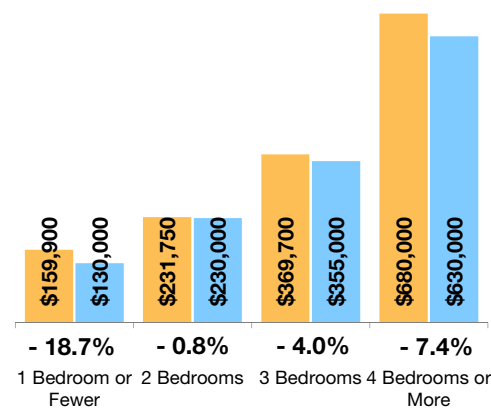
By Price Range

10-2018 10-2019



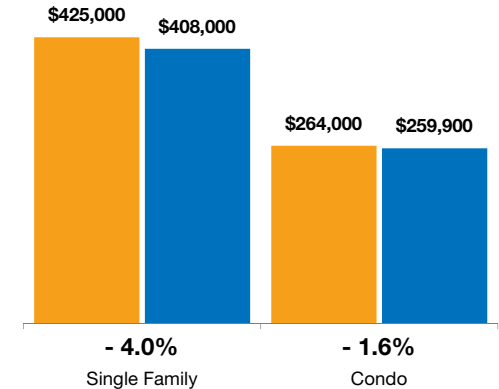
By Bedroom Count

10-2018 10-2019



By Property Type

10-2018 10-2019



All Properties

By Price Range	10-2018	10-2019	Change
\$300,000 and Above	\$505,000	\$480,000	- 5.0%
\$300,000 and Below	\$220,000	\$220,000	0.0%
\$300,001 to \$500,000	\$379,900	\$375,000	- 1.3%
\$500,001 to \$1,000,000	\$650,000	\$650,000	0.0%
\$1,000,001 to \$2,000,000	\$1,382,483	\$1,329,750	- 3.8%
\$2,000,001 and Above	\$2,962,500	\$3,200,000	+ 8.0%
All Price Ranges	\$337,500	\$330,000	- 2.2%

Single Family

10-2018	10-2019	Change	10-2018	10-2019	Change
\$505,000	\$485,000	- 4.0%	\$510,000	\$473,750	- 7.1%
\$259,000	\$260,000	+ 0.4%	\$202,000	\$202,000	0.0%
\$389,000	\$381,000	- 2.1%	\$360,000	\$362,500	+ 0.7%
\$640,307	\$645,000	+ 0.7%	\$683,500	\$660,000	- 3.4%
\$1,317,500	\$1,350,000	+ 2.5%	\$1,470,000	\$1,300,000	- 11.6%
\$3,200,000	\$3,400,000	+ 6.3%	\$2,575,000	\$2,800,000	+ 8.7%
\$425,000	\$408,000	- 4.0%	\$264,000	\$259,900	- 1.6%

Condo

By Bedroom Count	10-2018	10-2019	Change
1 Bedroom or Fewer	\$159,900	\$130,000	- 18.7%
2 Bedrooms	\$231,750	\$230,000	- 0.8%
3 Bedrooms	\$369,700	\$355,000	- 4.0%
4 Bedrooms or More	\$680,000	\$630,000	- 7.4%
All Bedroom Counts	\$337,500	\$330,000	- 2.2%

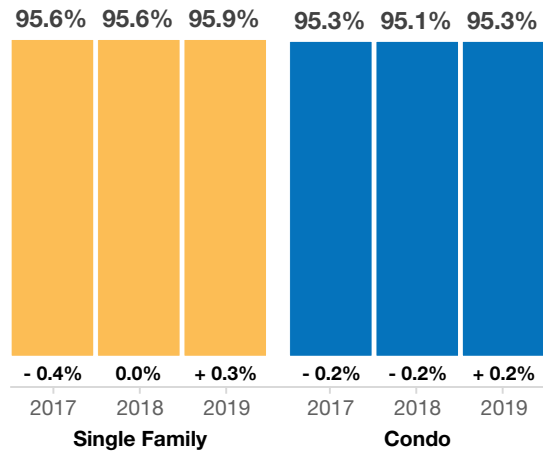
10-2018	10-2019	Change	10-2018	10-2019	Change
\$87,500	\$86,000	- 1.7%	\$165,000	\$133,000	- 19.4%
\$278,950	\$279,500	+ 0.2%	\$224,950	\$222,000	- 1.3%
\$389,000	\$375,000	- 3.6%	\$325,000	\$320,000	- 1.5%
\$649,000	\$625,000	- 3.7%	\$1,750,000	\$1,187,500	- 32.1%
\$425,000	\$408,000	- 4.0%	\$264,000	\$259,900	- 1.6%

Overall Percent of Current List Price Received

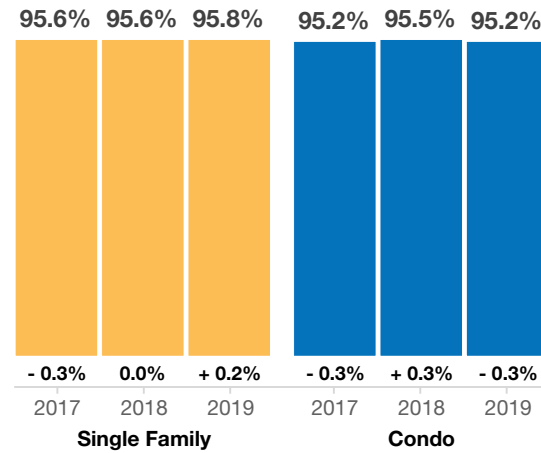
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



October



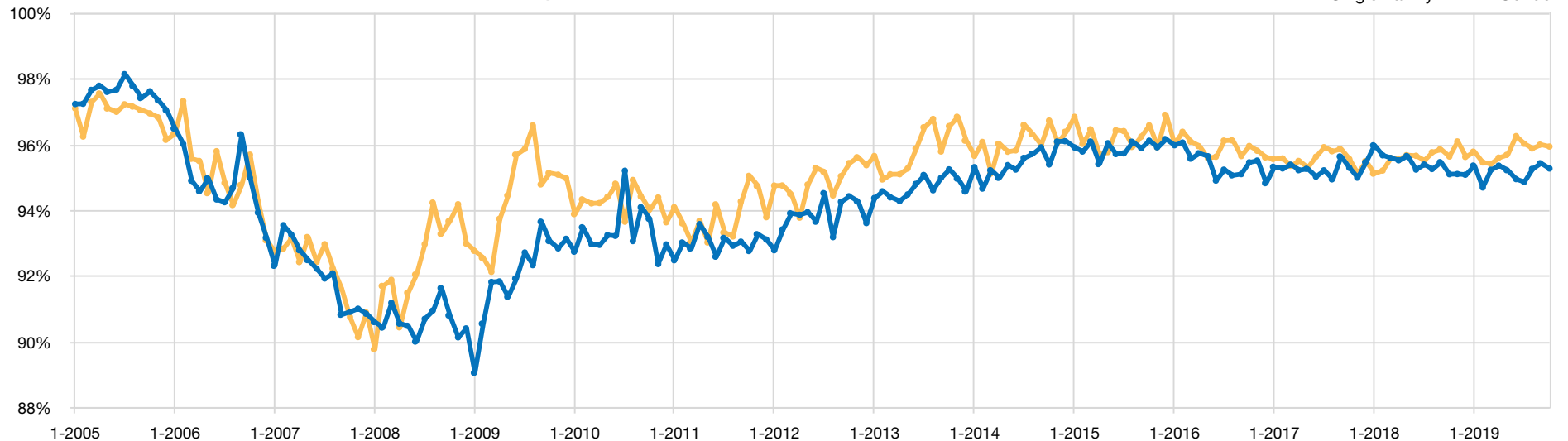
Year-to-Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Nov-2018	96.1%	+ 1.1%	95.1%	+ 0.1%
Dec-2018	95.6%	+ 0.1%	95.1%	- 0.4%
Jan-2019	95.8%	+ 0.7%	95.4%	- 0.6%
Feb-2019	95.5%	+ 0.3%	94.7%	- 1.0%
Mar-2019	95.4%	- 0.2%	95.2%	- 0.4%
Apr-2019	95.6%	0.0%	95.4%	- 0.1%
May-2019	95.7%	0.0%	95.2%	- 0.4%
Jun-2019	96.3%	+ 0.6%	94.9%	- 0.3%
Jul-2019	96.0%	+ 0.5%	94.9%	- 0.5%
Aug-2019	95.9%	+ 0.1%	95.3%	0.0%
Sep-2019	96.0%	+ 0.2%	95.4%	- 0.1%
Oct-2019	95.9%	+ 0.3%	95.3%	+ 0.2%
12-Month Avg*	95.8%	+ 0.3%	95.2%	- 0.3%

* Pct. of List Price Received for all properties from November 2018 through October 2019. This is not the average of the individual figures above.

Overall Percent of Current List Price Received by Month



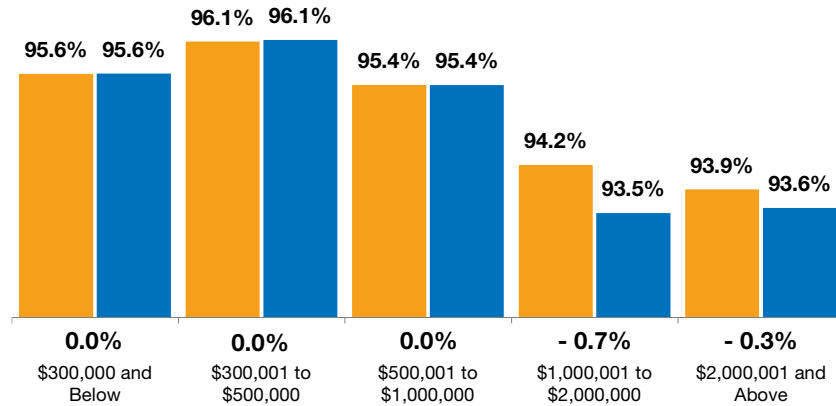
Overall Percent of Current List Price Received by Price Range

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold, not accounting for seller concessions. Based on a rolling 12-month average.



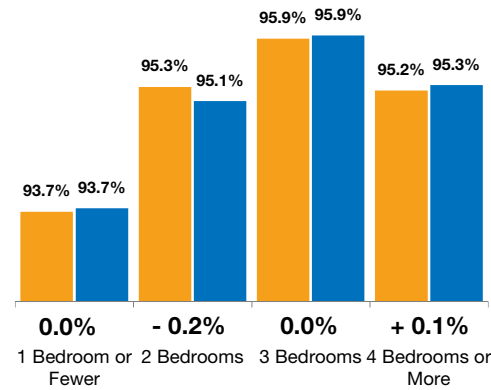
By Price Range

10-2018 10-2019



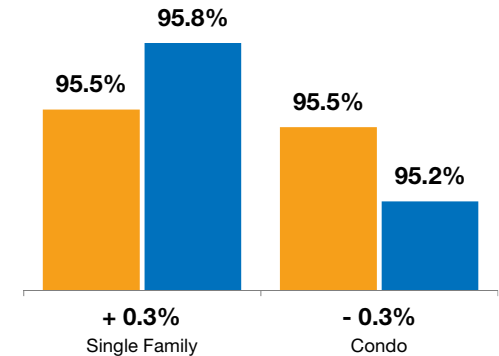
By Bedroom Count

10-2018 10-2019



By Property Type

10-2018 10-2019



All Properties

By Price Range	10-2018	10-2019	Change
\$300,000 and Below	95.6%	95.6%	0.0%
\$300,001 to \$500,000	96.1%	96.1%	0.0%
\$500,001 to \$1,000,000	95.4%	95.4%	0.0%
\$1,000,001 to \$2,000,000	94.2%	93.5%	-0.7%
\$2,000,001 and Above	93.9%	93.6%	-0.3%
All Price Ranges	95.5%	95.5%	0.0%

Single Family

10-2018	10-2019	Change	10-2018	10-2019	Change
96.2%	96.7%	+0.5%	95.3%	95.1%	-0.2%
96.2%	96.3%	+0.1%	95.8%	95.7%	-0.1%
95.4%	95.6%	+0.2%	95.4%	95.1%	-0.3%
92.9%	93.2%	+0.3%	95.7%	94.0%	-1.8%
93.4%	93.2%	-0.2%	95.4%	94.7%	-0.7%
95.5%	95.8%	+0.3%	95.5%	95.2%	-0.3%

Condo

By Bedroom Count	10-2018	10-2019	Change
1 Bedroom or Fewer	93.7%	93.7%	0.0%
2 Bedrooms	95.3%	95.1%	-0.2%
3 Bedrooms	95.9%	95.9%	0.0%
4 Bedrooms or More	95.2%	95.3%	+0.1%
All Bedroom Counts	95.5%	95.5%	0.0%

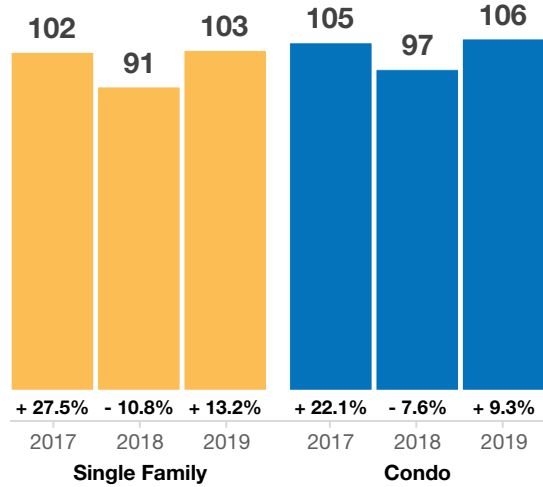
10-2018	10-2019	Change	10-2018	10-2019	Change
88.2%	91.1%	+3.3%	94.3%	94.1%	-0.2%
94.5%	94.8%	+0.3%	95.4%	95.1%	-0.3%
96.1%	96.3%	+0.2%	95.6%	95.3%	-0.3%
95.0%	95.3%	+0.3%	97.2%	94.6%	-2.7%
95.5%	95.8%	+0.3%	95.5%	95.2%	-0.3%

Overall Days on Market Until Sale

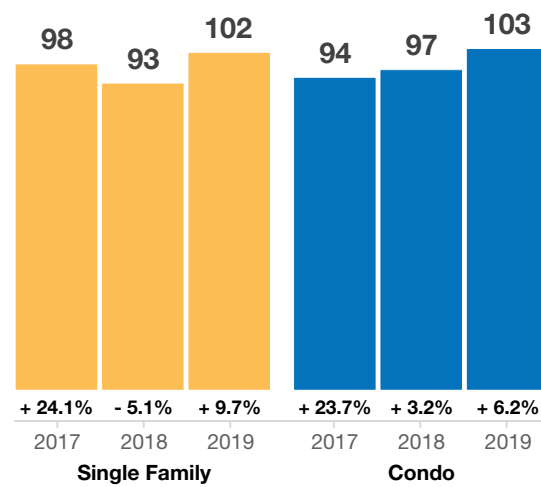
Average number of days between when a property is listed and when an offer is accepted in a given month.



October



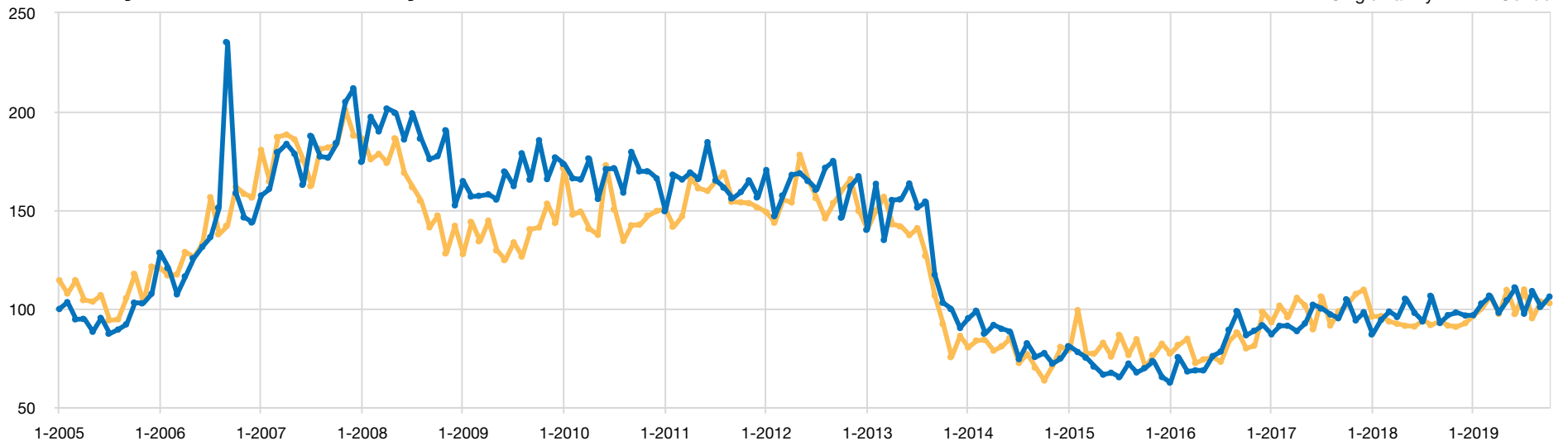
Year-to-Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Nov-2018	91	- 15.0%	98	+ 4.3%
Dec-2018	93	- 15.5%	96	- 2.0%
Jan-2019	96	0.0%	97	+ 11.5%
Feb-2019	100	+ 4.2%	103	+ 9.6%
Mar-2019	106	+ 14.0%	107	+ 9.2%
Apr-2019	97	+ 5.4%	98	+ 2.1%
May-2019	109	+ 19.8%	104	- 1.0%
Jun-2019	97	+ 6.6%	111	+ 13.3%
Jul-2019	110	+ 17.0%	97	+ 4.3%
Aug-2019	95	+ 3.3%	109	+ 2.8%
Sep-2019	104	+ 10.6%	101	+ 8.6%
Oct-2019	103	+ 13.2%	106	+ 9.3%
12-Month Avg*	101	+ 5.9%	102	+ 5.6%

* Days on Market for all properties from November 2018 through October 2019. This is not the average of the individual figures above.

Overall Days on Market Until Sale by Month



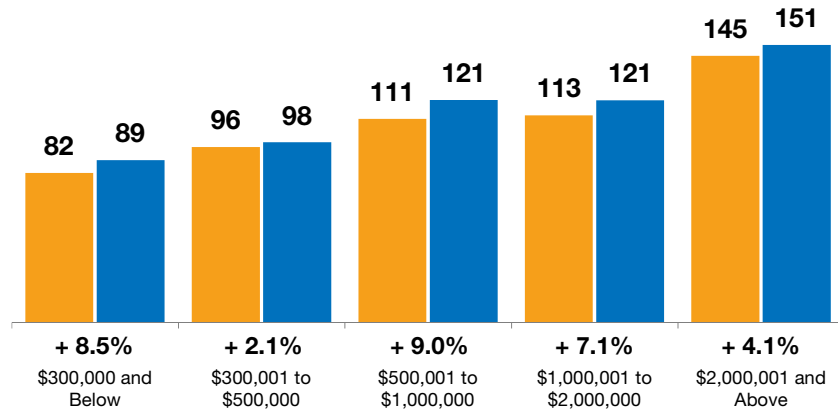
Overall Days on Market Until Sale by Price Range

Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.



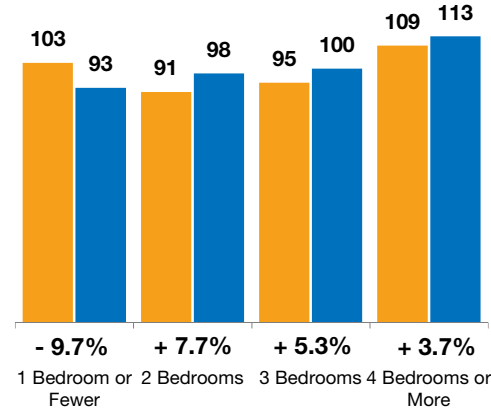
By Price Range

10-2018 10-2019



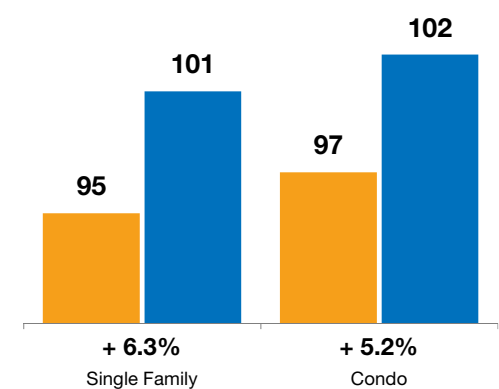
By Bedroom Count

10-2018 10-2019



By Property Type

10-2018 10-2019



All Properties

By Price Range

	10-2018	10-2019	Change
\$300,000 and Below	82	89	+ 8.5%
\$300,001 to \$500,000	96	98	+ 2.1%
\$500,001 to \$1,000,000	111	121	+ 9.0%
\$1,000,001 to \$2,000,000	113	121	+ 7.1%
\$2,000,001 and Above	145	151	+ 4.1%
All Price Ranges	96	102	+ 6.3%

Single Family

	10-2018	10-2019	Change
1 Bedroom or Fewer	63	72	+ 14.3%
2 Bedrooms	91	96	+ 5.5%
3 Bedrooms	105	118	+ 12.4%
4 Bedrooms	125	123	- 1.6%
4 Bedrooms or More	160	163	+ 1.9%
All Single Family	95	101	+ 6.3%

Condo

	10-2018	10-2019	Change
Single Family	89	95	+ 6.7%
Condo	104	103	- 1.0%
3 Bedrooms	124	129	+ 4.0%
4 Bedrooms	100	119	+ 19.0%
4 Bedrooms or More	106	124	+ 17.0%
All Condo	97	102	+ 5.2%

By Bedroom Count

	10-2018	10-2019	Change
1 Bedroom or Fewer	103	93	- 9.7%
2 Bedrooms	91	98	+ 7.7%
3 Bedrooms	95	100	+ 5.3%
4 Bedrooms or More	109	113	+ 3.7%
All Bedroom Counts	96	102	+ 6.3%

	10-2018	10-2019	Change
1 Bedroom or Fewer	176	109	- 38.1%
2 Bedrooms	85	88	+ 3.5%
3 Bedrooms	87	96	+ 10.3%
4 Bedrooms	111	113	+ 1.8%
All Single Family	95	101	+ 6.3%

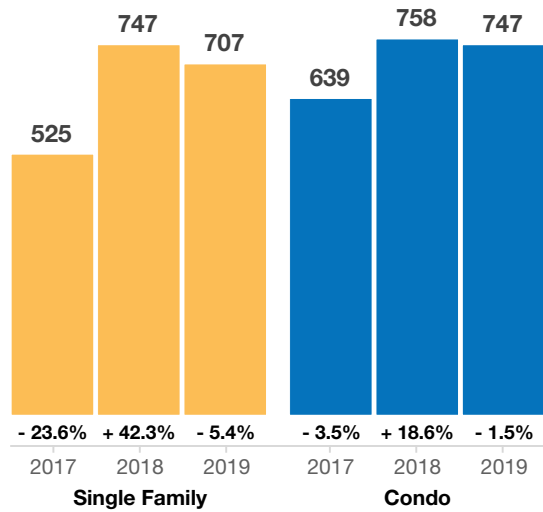
	10-2018	10-2019	Change
Single Family	94	90	- 3.9%
Condo	92	100	+ 9.0%
3 Bedrooms	105	106	+ 1.2%
4 Bedrooms	96	109	+ 13.1%
All Condo	97	102	+ 5.2%

Overall New Listings by Month

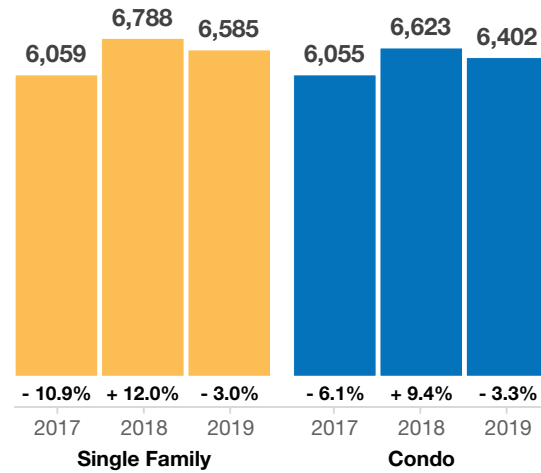
A count of the properties that have been newly listed on the market in a given month.



October

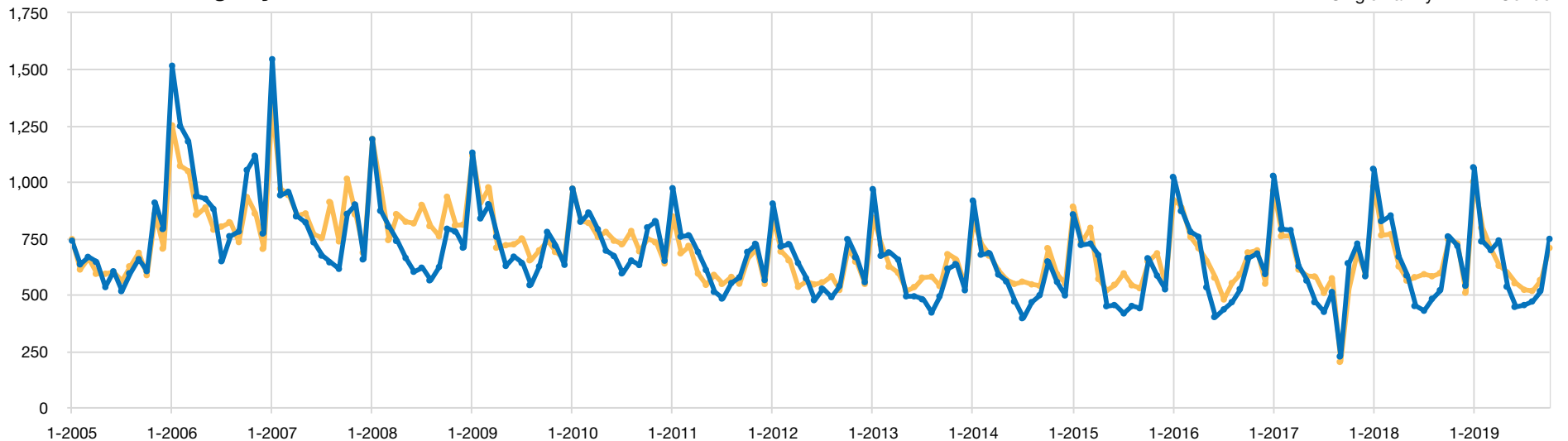


Year-to-Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Nov-2018	727	+ 5.8%	716	- 1.4%
Dec-2018	508	- 13.3%	539	- 7.2%
Jan-2019	1,002	+ 2.2%	1,065	+ 0.7%
Feb-2019	797	+ 4.5%	736	- 10.9%
Mar-2019	702	- 8.6%	697	- 18.1%
Apr-2019	628	+ 0.5%	740	+ 10.8%
May-2019	598	+ 6.4%	535	- 8.5%
Jun-2019	550	- 4.7%	445	- 0.9%
Jul-2019	521	- 11.7%	453	+ 5.8%
Aug-2019	516	- 11.2%	469	- 2.5%
Sep-2019	564	- 5.2%	515	- 0.8%
Oct-2019	707	- 5.4%	747	- 1.5%
12-Month Avg	652	- 3.0%	638	- 3.5%

Overall New Listings by Month

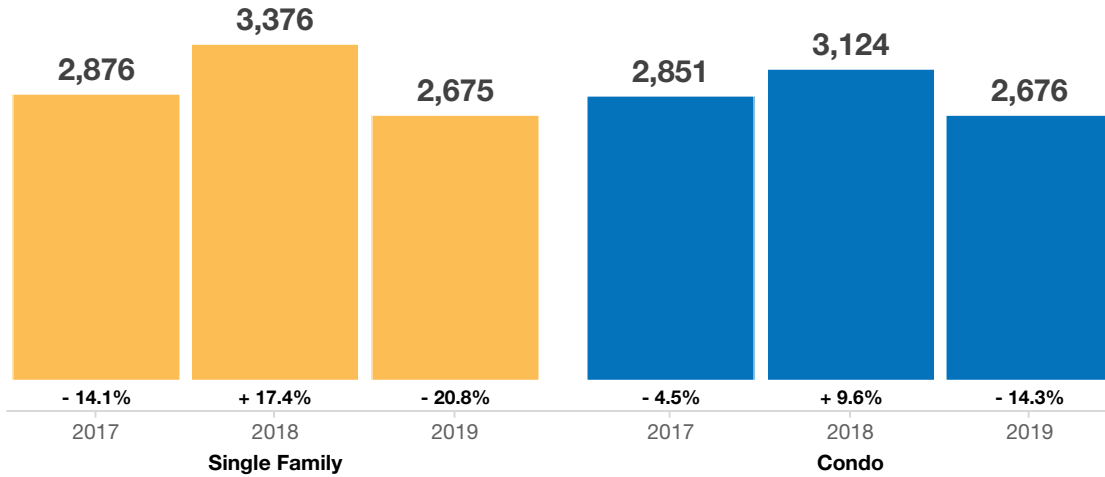


Overall Inventory of Homes for Sale

The number of properties available for sale in active status at the end of a given month.

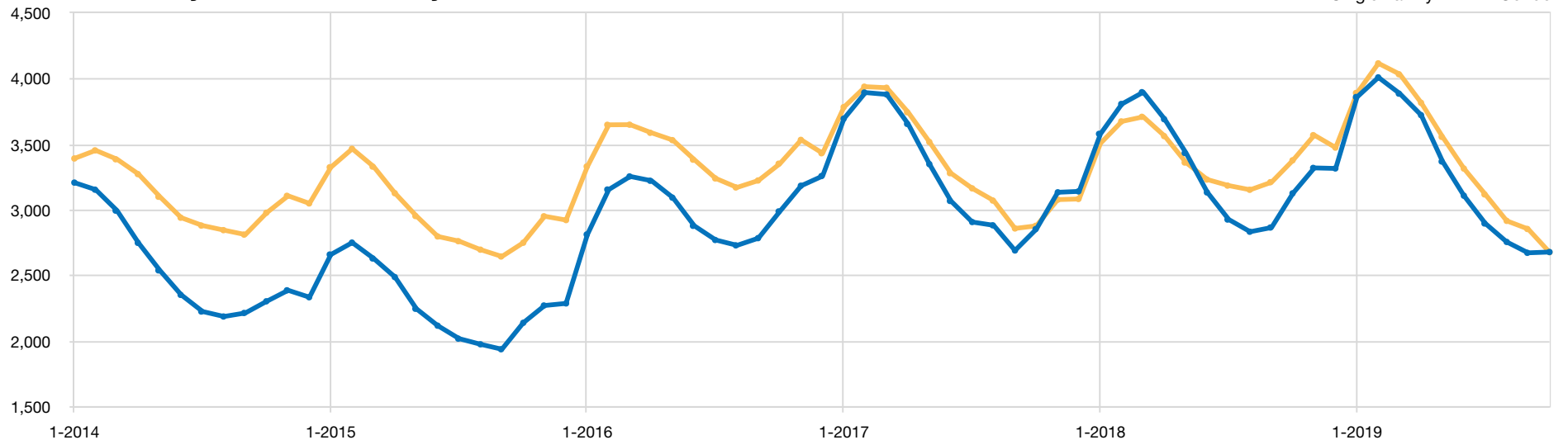


October



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Nov-2018	3,568	+ 16.0%	3,318	+ 5.9%
Dec-2018	3,473	+ 12.7%	3,314	+ 5.6%
Jan-2019	3,890	+ 11.0%	3,859	+ 7.9%
Feb-2019	4,116	+ 12.1%	4,009	+ 5.3%
Mar-2019	4,033	+ 8.8%	3,885	- 0.3%
Apr-2019	3,815	+ 7.1%	3,721	+ 0.8%
May-2019	3,555	+ 5.8%	3,367	- 1.9%
Jun-2019	3,313	+ 2.6%	3,106	- 0.8%
Jul-2019	3,116	- 2.1%	2,894	- 1.0%
Aug-2019	2,914	- 7.5%	2,753	- 2.8%
Sep-2019	2,852	- 11.1%	2,670	- 6.7%
Oct-2019	2,675	- 20.8%	2,676	- 14.3%
12-Month Avg	3,443	+ 3.0%	3,298	+ 0.1%

Overall Inventory of Homes for Sale by Month



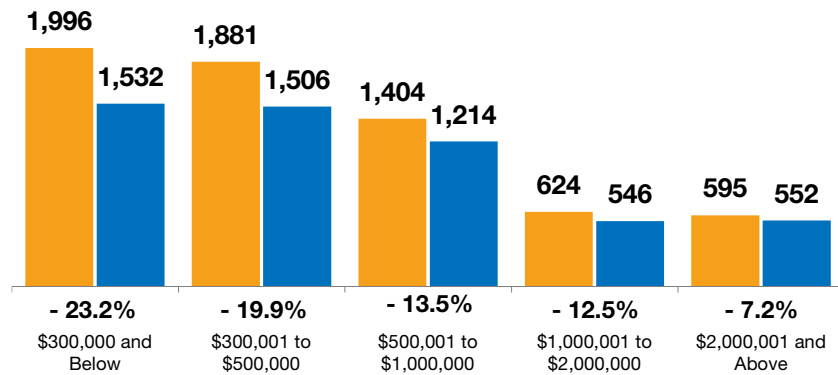
Overall Inventory of Homes for Sale by Price Range

The number of properties available for sale in active status at the end of the most recent month. Based on one month of activity.



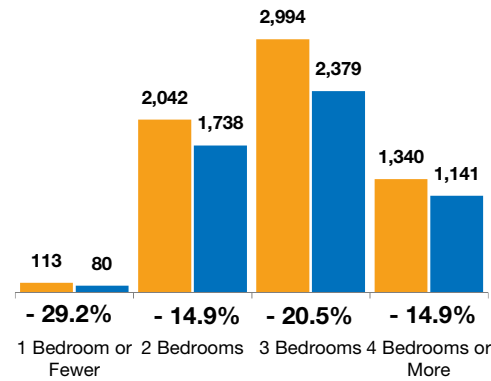
By Price Range

10-2018 10-2019



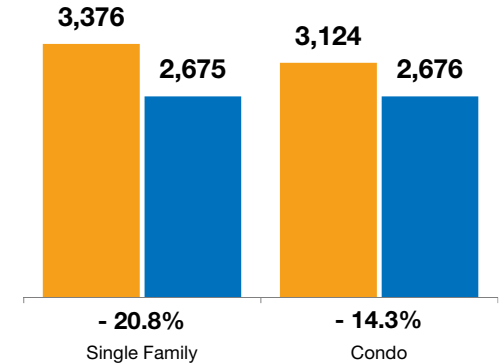
By Bedroom Count

10-2018 10-2019



By Property Type

10-2018 10-2019



All Properties

By Price Range

	10-2018	10-2019	Change
\$300,000 and Below	1,996	1,532	- 23.2%
\$300,001 to \$500,000	1,881	1,506	- 19.9%
\$500,001 to \$1,000,000	1,404	1,214	- 13.5%
\$1,000,001 to \$2,000,000	624	546	- 12.5%
\$2,000,001 and Above	595	552	- 7.2%
All Price Ranges	6,500	5,351	- 17.7%

Single Family

	10-2018	10-2019	Change
1 Bedroom or Fewer	498	298	- 40.2%
2 Bedrooms	1,105	824	- 25.4%
3 Bedrooms	920	791	- 14.0%
4 Bedrooms or More	392	360	- 8.2%
Condo	461	401	- 13.0%
All Single Family	3,376	2,675	- 20.8%

Condo

	10-2018	10-2019	Change
Single Family	1,498	1,234	- 17.6%
2 Bedrooms	776	682	- 12.1%
3 Bedrooms	484	423	- 12.6%
4 Bedrooms or More	232	186	- 19.8%
Condo	134	151	+ 12.7%
All Condo	3,124	2,676	- 14.3%

By Bedroom Count

	10-2018	10-2019	Change
1 Bedroom or Fewer	113	80	- 29.2%
2 Bedrooms	2,042	1,738	- 14.9%
3 Bedrooms	2,994	2,379	- 20.5%
4 Bedrooms or More	1,340	1,141	- 14.9%
All Bedroom Counts	6,500	5,351	- 17.7%

	10-2018	10-2019	Change
1 Bedroom or Fewer	25	20	- 20.0%
2 Bedrooms	309	243	- 21.4%
3 Bedrooms	1,784	1,351	- 24.3%
4 Bedrooms or More	1,255	1,059	- 15.6%
All Single Family	3,376	2,675	- 20.8%

	10-2018	10-2019	Change
Single Family	88	60	- 31.8%
2 Bedrooms	1,733	1,495	- 13.7%
3 Bedrooms	1,210	927	- 23.4%
4 Bedrooms or More	85	82	- 3.5%
All Condo	3,124	2,676	- 14.3%

Listing and Sales Summary Report

October 2019



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Oct-19	Oct-18	% Change	Oct-19	Oct-18	% Change	Oct-19	Oct-18	% Change	Oct-19	Oct-18	% Change
Overall Naples Market*	\$329,950	\$340,000	-3.0%	756	689	+9.7%	5,351	6,500	-17.7%	104	94	+10.6%
Collier County	\$339,750	\$351,258	-3.3%	810	745	+8.7%	5,995	7,202	-16.8%	106	96	+10.4%
Ave Maria	\$266,835	\$283,000	-5.7%	12	9	+33.3%	86	77	+11.7%	98	99	-1.0%
Central Naples	\$249,950	\$293,750	-14.9%	94	118	-20.3%	684	864	-20.8%	92	71	+29.6%
East Naples	\$329,680	\$318,750	+3.4%	187	160	+16.9%	1,054	1,415	-25.5%	103	95	+8.4%
Everglades City	\$335,000	--	--	1	0	--	7	5	+40.0%	184	--	--
Immokalee	\$210,000	\$189,900	+10.6%	3	5	-40.0%	14	26	-46.2%	12	44	-72.7%
Immokalee / Ave Maria	\$259,000	\$249,342	+3.9%	15	14	+7.1%	101	102	-1.0%	81	79	+2.5%
Naples	\$330,000	\$348,000	-5.2%	742	674	+10.1%	5,250	6,402	-18.0%	105	94	+11.7%
Naples Beach	\$750,000	\$600,000	+25.0%	119	111	+7.2%	1,220	1,383	-11.8%	138	101	+36.6%
North Naples	\$370,000	\$410,000	-9.8%	210	199	+5.5%	1,380	1,683	-18.0%	99	101	-2.0%
South Naples	\$237,900	\$260,000	-8.5%	131	87	+50.6%	912	1,053	-13.4%	96	99	-3.0%
34102	\$990,000	\$1,043,750	-5.1%	39	34	+14.7%	411	521	-21.1%	134	106	+26.4%
34103	\$1,000,000	\$460,000	+117.4%	27	27	0.0%	343	374	-8.3%	190	92	+106.5%
34104	\$230,000	\$272,500	-15.6%	43	48	-10.4%	318	367	-13.4%	92	78	+17.9%
34105	\$242,500	\$335,000	-27.6%	30	45	-33.3%	259	345	-24.9%	105	74	+41.9%
34108	\$500,000	\$585,000	-14.5%	53	50	+6.0%	466	488	-4.5%	115	103	+11.7%
34109	\$342,500	\$370,000	-7.4%	74	45	+64.4%	309	430	-28.1%	100	88	+13.6%
34110	\$387,500	\$415,000	-6.6%	56	60	-6.7%	554	582	-4.8%	101	119	-15.1%
34112	\$208,900	\$177,250	+17.9%	67	44	+52.3%	443	515	-14.0%	84	84	0.0%
34113	\$271,000	\$360,500	-24.8%	64	43	+48.8%	469	538	-12.8%	109	114	-4.4%
34114	\$353,157	\$350,000	+0.9%	71	64	+10.9%	494	634	-22.1%	115	129	-10.9%
34116	\$287,500	\$275,000	+4.5%	21	25	-16.0%	107	152	-29.6%	74	52	+42.3%
34117	\$311,325	\$305,000	+2.1%	29	19	+52.6%	93	162	-42.6%	60	65	-7.7%
34119	\$383,000	\$421,750	-9.2%	80	94	-14.9%	517	671	-23.0%	96	96	0.0%
34120	\$316,000	\$316,500	-0.2%	87	76	+14.5%	467	619	-24.6%	107	75	+42.7%
34137	--	\$180,000	--	0	1	-100.0%	0	0	--	--	19	--
34142	\$259,000	\$249,342	+3.9%	15	14	+7.1%	101	102	-1.0%	81	79	+2.5%

* Overall Naples Market is defined as Collier County, excluding Marco Island.

Local Market Update – October 2019

A Research Tool Provided by Naples Area Board of REALTORS®



Naples Beach

34102, 34103, 34108

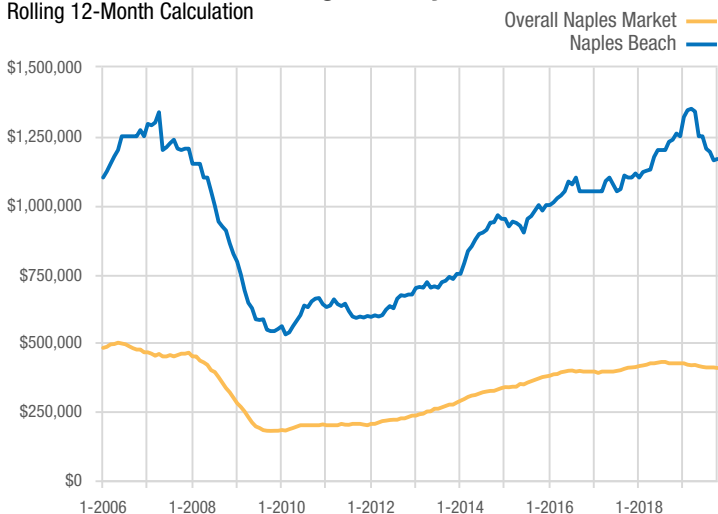
Single Family	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	120	109	- 9.2%	1,008	948	- 6.0%
Total Sales	46	48	+ 4.3%	595	616	+ 3.5%
Days on Market Until Sale	119	154	+ 29.4%	109	129	+ 18.3%
Median Closed Price*	\$1,037,500	\$1,055,000	+ 1.7%	\$1,260,000	\$1,165,000	- 7.5%
Average Closed Price*	\$1,729,487	\$1,723,988	- 0.3%	\$2,209,676	\$2,180,999	- 1.3%
Percent of List Price Received*	93.5%	94.2%	+ 0.7%	93.8%	93.9%	+ 0.1%
Inventory of Homes for Sale	588	482	- 18.0%	—	—	—
Months Supply of Inventory	10.2	8.4	- 17.6%	—	—	—

Condo	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	180	196	+ 8.9%	1,534	1,468	- 4.3%
Total Sales	65	71	+ 9.2%	956	911	- 4.7%
Days on Market Until Sale	89	127	+ 42.7%	104	114	+ 9.6%
Median Closed Price*	\$550,000	\$605,000	+ 10.0%	\$640,000	\$687,500	+ 7.4%
Average Closed Price*	\$860,265	\$866,080	+ 0.7%	\$913,173	\$1,016,789	+ 11.3%
Percent of List Price Received*	95.0%	94.8%	- 0.2%	95.0%	94.5%	- 0.5%
Inventory of Homes for Sale	795	738	- 7.2%	—	—	—
Months Supply of Inventory	9.0	8.6	- 4.4%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

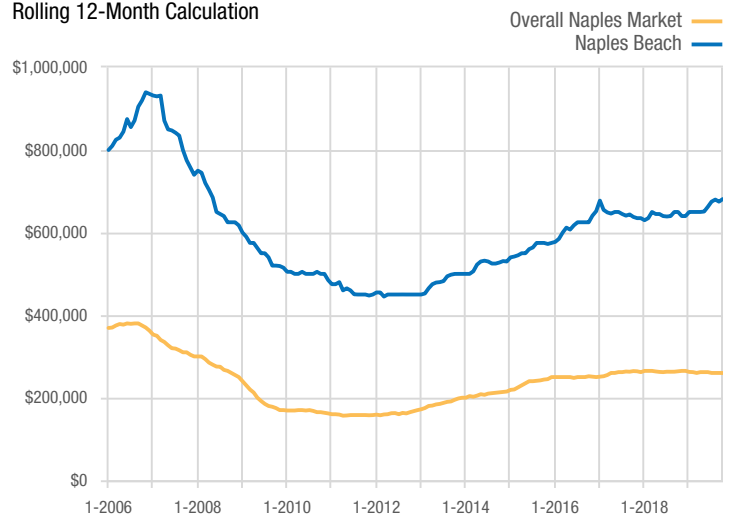
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Local Market Update – October 2019

A Research Tool Provided by Naples Area Board of REALTORS®



North Naples

34109, 34110, 34119

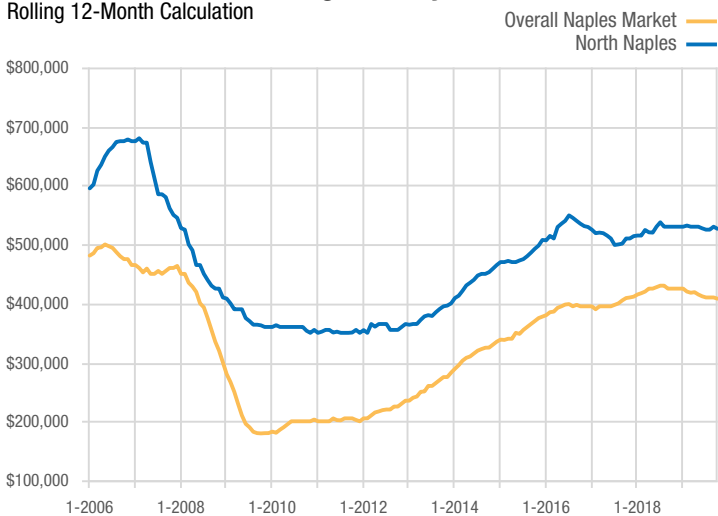
Single Family	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	196	183	- 6.6%	1,791	1,660	- 7.3%
Total Sales	102	105	+ 2.9%	1,071	1,093	+ 2.1%
Days on Market Until Sale	112	102	- 8.9%	103	105	+ 1.9%
Median Closed Price*	\$555,000	\$506,000	- 8.8%	\$529,500	\$526,000	- 0.7%
Average Closed Price*	\$676,118	\$689,271	+ 1.9%	\$759,398	\$711,168	- 6.4%
Percent of List Price Received*	94.8%	95.5%	+ 0.7%	95.0%	95.2%	+ 0.2%
Inventory of Homes for Sale	867	670	- 22.7%	—	—	—
Months Supply of Inventory	8.5	6.3	- 25.9%	—	—	—

Condo	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	202	199	- 1.5%	1,840	1,765	- 4.1%
Total Sales	97	105	+ 8.2%	1,328	1,181	- 11.1%
Days on Market Until Sale	89	96	+ 7.9%	91	103	+ 13.2%
Median Closed Price*	\$256,900	\$257,500	+ 0.2%	\$278,000	\$263,500	- 5.2%
Average Closed Price*	\$370,347	\$300,007	- 19.0%	\$478,604	\$341,716	- 28.6%
Percent of List Price Received*	95.4%	95.7%	+ 0.3%	96.0%	95.4%	- 0.6%
Inventory of Homes for Sale	816	710	- 13.0%	—	—	—
Months Supply of Inventory	6.4	6.2	- 3.1%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

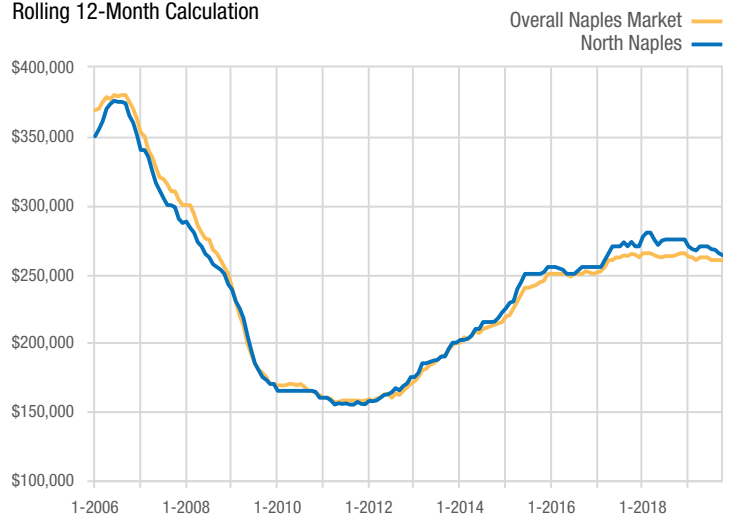
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Local Market Update – October 2019

A Research Tool Provided by Naples Area Board of REALTORS®



Central Naples

34104, 34105, 34116

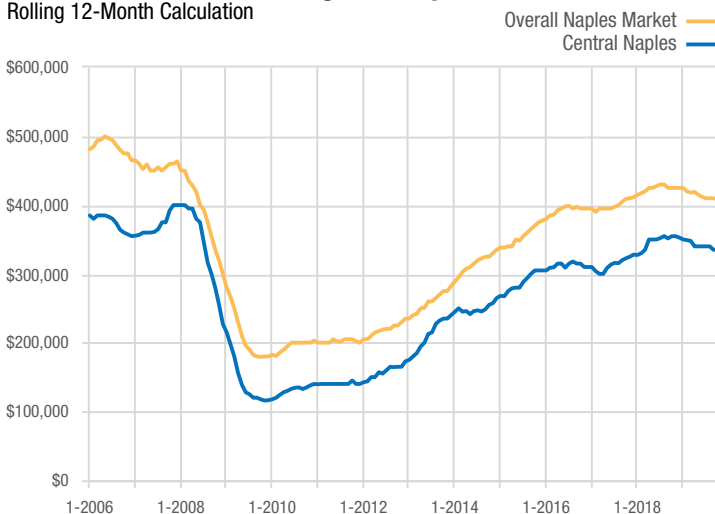
Single Family	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	87	91	+ 4.6%	956	934	- 2.3%
Total Sales	59	46	- 22.0%	581	580	- 0.2%
Days on Market Until Sale	54	86	+ 59.3%	76	88	+ 15.8%
Median Closed Price*	\$355,000	\$360,000	+ 1.4%	\$354,500	\$329,950	- 6.9%
Average Closed Price*	\$451,292	\$482,093	+ 6.8%	\$574,909	\$502,003	- 12.7%
Percent of List Price Received*	97.0%	94.5%	- 2.6%	96.2%	96.0%	- 0.2%
Inventory of Homes for Sale	430	361	- 16.0%	—	—	—
Months Supply of Inventory	7.7	6.3	- 18.2%	—	—	—

Condo	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	106	114	+ 7.5%	1,076	925	- 14.0%
Total Sales	59	48	- 18.6%	726	676	- 6.9%
Days on Market Until Sale	88	98	+ 11.4%	89	93	+ 4.5%
Median Closed Price*	\$215,000	\$185,535	- 13.7%	\$190,000	\$186,285	- 2.0%
Average Closed Price*	\$246,078	\$200,137	- 18.7%	\$225,516	\$212,534	- 5.8%
Percent of List Price Received*	95.2%	94.3%	- 0.9%	95.4%	95.3%	- 0.1%
Inventory of Homes for Sale	434	323	- 25.6%	—	—	—
Months Supply of Inventory	6.2	4.9	- 21.0%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

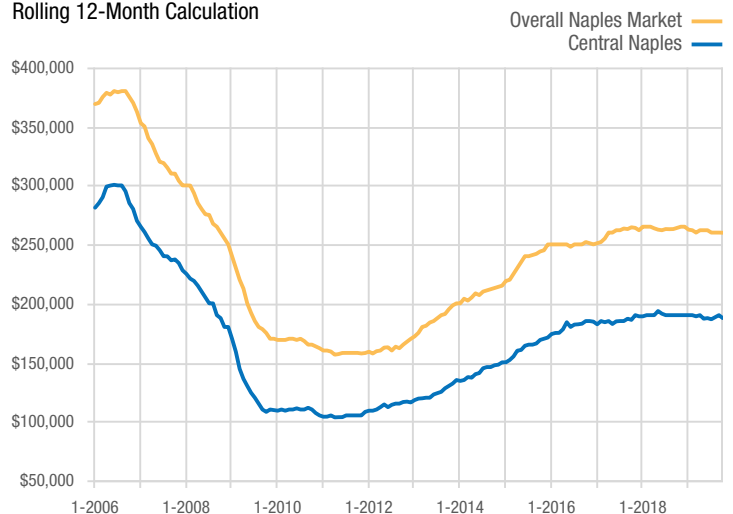
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Local Market Update – October 2019

A Research Tool Provided by Naples Area Board of REALTORS®



South Naples

34112, 34113

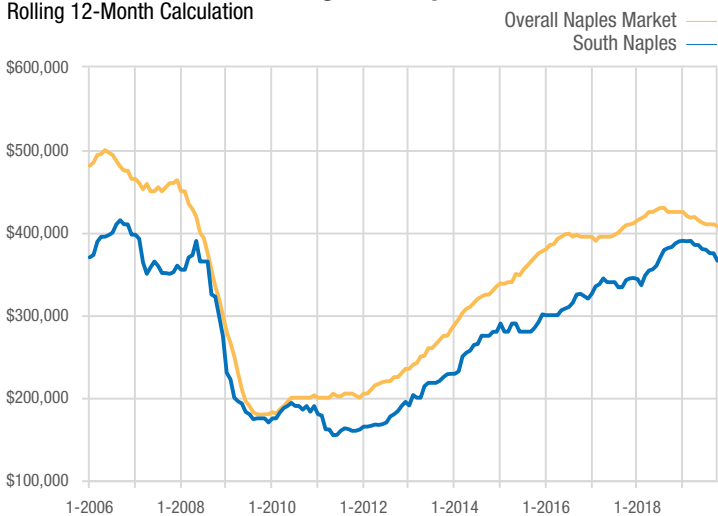
Single Family	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	99	97	- 2.0%	802	840	+ 4.7%
Total Sales	35	43	+ 22.9%	457	493	+ 7.9%
Days on Market Until Sale	103	90	- 12.6%	96	97	+ 1.0%
Median Closed Price*	\$372,000	\$341,000	- 8.3%	\$385,000	\$360,000	- 6.5%
Average Closed Price*	\$544,992	\$379,434	- 30.4%	\$485,055	\$451,853	- 6.8%
Percent of List Price Received*	95.0%	95.8%	+ 0.8%	95.4%	95.3%	- 0.1%
Inventory of Homes for Sale	408	337	- 17.4%	—	—	—
Months Supply of Inventory	9.2	7.1	- 22.8%	—	—	—

Condo	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	172	151	- 12.2%	1,353	1,465	+ 8.3%
Total Sales	52	88	+ 69.2%	801	964	+ 20.3%
Days on Market Until Sale	97	99	+ 2.1%	99	98	- 1.0%
Median Closed Price*	\$227,500	\$200,000	- 12.1%	\$209,000	\$201,000	- 3.8%
Average Closed Price*	\$245,841	\$217,115	- 11.7%	\$228,495	\$232,742	+ 1.9%
Percent of List Price Received*	94.6%	94.5%	- 0.1%	95.3%	95.0%	- 0.3%
Inventory of Homes for Sale	645	575	- 10.9%	—	—	—
Months Supply of Inventory	8.2	6.2	- 24.4%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

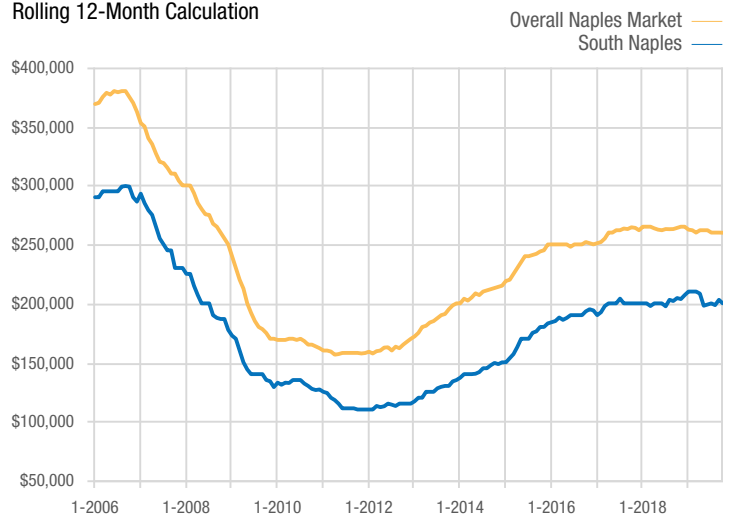
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Local Market Update – October 2019

A Research Tool Provided by Naples Area Board of REALTORS®



East Naples

34114, 34117, 34120, 34137

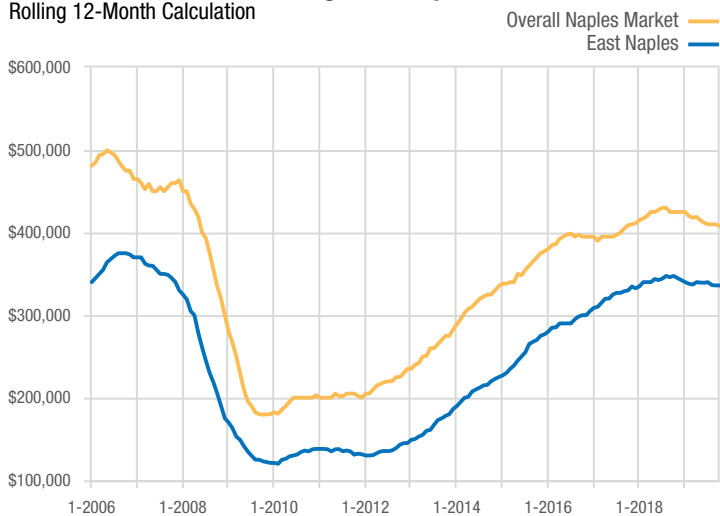
Single Family	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	223	200	- 10.3%	2,013	1,957	- 2.8%
Total Sales	116	135	+ 16.4%	1,189	1,402	+ 17.9%
Days on Market Until Sale	78	99	+ 26.9%	84	97	+ 15.5%
Median Closed Price*	\$352,500	\$349,000	- 1.0%	\$345,000	\$339,000	- 1.7%
Average Closed Price*	\$391,953	\$389,618	- 0.6%	\$400,475	\$402,514	+ 0.5%
Percent of List Price Received*	96.5%	97.3%	+ 0.8%	96.7%	97.1%	+ 0.4%
Inventory of Homes for Sale	996	731	- 26.6%	—	—	—
Months Supply of Inventory	8.4	5.4	- 35.7%	—	—	—

Condo	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	94	85	- 9.6%	796	753	- 5.4%
Total Sales	44	52	+ 18.2%	497	541	+ 8.9%
Days on Market Until Sale	138	114	- 17.4%	110	104	- 5.5%
Median Closed Price*	\$279,000	\$292,000	+ 4.7%	\$279,000	\$270,000	- 3.2%
Average Closed Price*	\$276,382	\$289,044	+ 4.6%	\$272,079	\$278,004	+ 2.2%
Percent of List Price Received*	94.9%	97.0%	+ 2.2%	95.6%	96.0%	+ 0.4%
Inventory of Homes for Sale	419	323	- 22.9%	—	—	—
Months Supply of Inventory	8.9	6.2	- 30.3%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

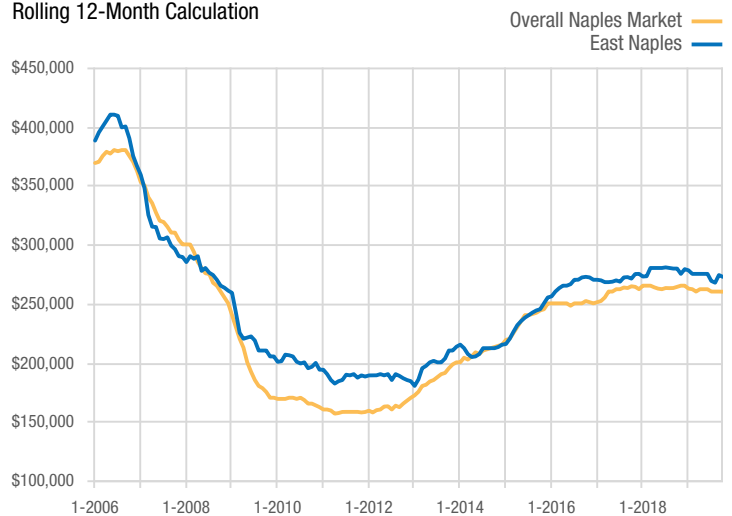
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Local Market Update – October 2019

A Research Tool Provided by Naples Area Board of REALTORS®



Immokalee / Ave Maria

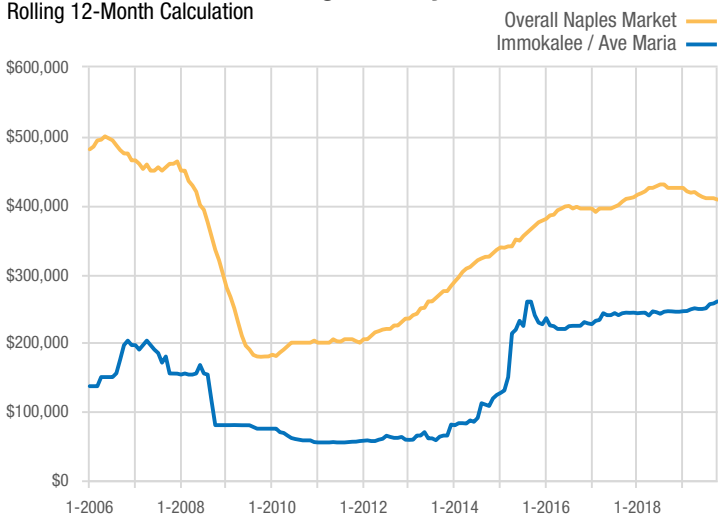
Single Family	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	22	27	+ 22.7%	218	246	+ 12.8%
Total Sales	13	12	- 7.7%	119	126	+ 5.9%
Days on Market Until Sale	84	67	- 20.2%	76	91	+ 19.7%
Median Closed Price*	\$239,684	\$266,835	+ 11.3%	\$245,500	\$261,000	+ 6.3%
Average Closed Price*	\$249,767	\$287,203	+ 15.0%	\$253,394	\$275,657	+ 8.8%
Percent of List Price Received*	97.6%	97.5%	- 0.1%	96.6%	97.0%	+ 0.4%
Inventory of Homes for Sale	87	94	+ 8.0%	—	—	—
Months Supply of Inventory	7.4	7.5	+ 1.4%	—	—	—

Condo	October			Year to Date		
	2018	2019	% Change	Thru 10-2018	Thru 10-2019	% Change
Key Metrics						
New Listings	4	2	- 50.0%	24	26	+ 8.3%
Total Sales	1	3	+ 200.0%	10	17	+ 70.0%
Days on Market Until Sale	18	137	+ 661.1%	130	167	+ 28.5%
Median Closed Price*	\$280,000	\$238,325	- 14.9%	\$211,500	\$226,000	+ 6.9%
Average Closed Price*	\$280,000	\$231,608	- 17.3%	\$203,696	\$220,144	+ 8.1%
Percent of List Price Received*	98.4%	99.3%	+ 0.9%	95.6%	98.3%	+ 2.8%
Inventory of Homes for Sale	15	7	- 53.3%	—	—	—
Months Supply of Inventory	12.0	3.3	- 72.5%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

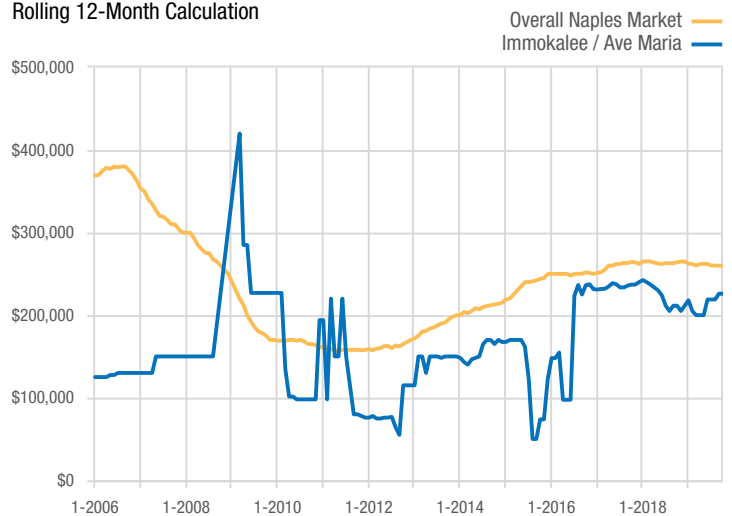
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.