

# Naples Area Market Report



January 2020

Despite a tug on inventory that resulted in a 26 percent decrease to 5,761 properties in January 2020 compared to 7,773 properties in January 2019, overall closed sales in Collier County rallied in January, especially in the luxury market. A 22 percent increase in January's overall closed sales has many broker analysts optimistic that continued strong sales activity can be expected through the first quarter. Aside from the 26 percent decrease in January's month-end inventory compared to January 2019, Collier County actually gained 360 more listings in January than what was available to buyers in December. Collier County has a 6.6-month supply of homes, which is much higher than many other hot markets in Florida.

"Unlike the first quarter of 2019, home buyers should move quickly, as time is not your friend this quarter," said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc., "especially those in the high-end home market." The \$1 million to \$2 million single-family home market in Collier County saw a 20 percent increase in closed sales year-over-year ending January 2020. According to the January 2020 Market Report released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), there are currently 354 single-family homes on the market in this price category.

"A year ago, many economists were predicting a recession by the end of 2019, but they've since changed their tune and the affluent buyer is listening," said Budge Huskey, President, Premier Sotheby's International Realty. "It looks like many buyers are rebalancing their portfolios and pulling money out of the stock market to buy homes because they fear they won't make the same returns as last year. The stock market inertia has reignited the luxury markets. Purchasing power is bringing back home buyers to the Naples area luxury home market. In essence, they believe now is the time to buy a luxury home in Naples."

NABOR Board President Lauren U. Melo, PA, a Licensed Real Estate Broker with Florida's Realty Specialists, added that the report indicated that "showings of single-family homes in the \$1 million to \$2 million price category increased 109 percent in January 2020 compared to January 2019!"

Spencer E. Haynes, Director of Business Development and Broker with John R. Wood Properties noted, "Seasonal visitors arrived earlier and spent more time during the 2019 holiday season looking for homes to purchase than in the previous holiday season." This was demonstrated in the November and December 2019 Market Reports, which showed a 27 percent and 21 percent increase in pending sales, respectively.

Median closed prices increased 5.5 percent in January to \$343,000 compared to \$325,000 in January 2019. But this is still much lower than the median closed price reported in January 2018, which was \$375,000.

Adam Vellano, West Coast Sales Manager, BEX Realty - Florida, noted that the report showed 1,885 price decreases in January, which he believes is "mostly old inventory that is finally coming to the buyer as a result of appealing price reductions." Jeff Jones, Broker at Keller Williams Naples, added that "January's price reductions represented 33 percent of active listings in January [5,761 properties], which is much higher than the 25 to 28 percent shown in the Market Reports over the last few months."

## Quick Facts

<b>+ 21.5%</b>	<b>+ 5.5%</b>	<b>- 25.9%</b>
Change in <b>Total Sales</b> All Properties	Change in <b>Median Closed Price</b> All Properties	Change in <b>Homes for Sale</b> All Properties
<b>+ 13.4%</b>	<b>+ 12.6%</b>	<b>+ 10.2%</b>
Price Range With the Strongest Sales:	Bedroom Count With Strongest Sales:	Property Type With Strongest Sales:
<b>\$1,000,001 to \$2,000,000</b>	<b>1 Bedroom or Fewer</b>	<b>Single Family</b>

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



This report covers residential real estate activity in Collier County, excluding Marco Island. Percent changes are calculated using rounded figures.

# 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	1-2019	1-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		2,069	<b>1,871</b>	- 9.6%	2,069	<b>1,871</b>	- 9.6%
Closed Sales		594	<b>722</b>	+ 21.5%	594	<b>722</b>	+ 21.5%
Days on Market Until Sale		96	<b>107</b>	+ 11.5%	96	<b>107</b>	+ 11.5%
Median Closed Price		\$325,000	<b>\$343,000</b>	+ 5.5%	\$325,000	<b>\$343,000</b>	+ 5.5%
Average Closed Price		\$682,546	<b>\$675,500</b>	- 1.0%	\$682,546	<b>\$675,500</b>	- 1.0%
Percent of Current List Price Received		95.6%	<b>95.4%</b>	- 0.2%	95.6%	<b>95.4%</b>	- 0.2%
Pending Sales		1022	<b>1359</b>	+ 33.0%	1022	<b>1359</b>	+ 33.0%
Inventory of Homes for Sale		7,773	<b>5,761</b>	- 25.9%	—	—	—
Months Supply of Inventory		9.7	<b>6.6</b>	- 32.0%	—	—	—

# 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	1-2019	1-2020	% Change	YTD 2019	YTD 2020	% Change
<b>New Listings</b>		1,004	<b>904</b>	- 10.0%	1,004	<b>904</b>	- 10.0%
<b>Closed Sales</b>		318	<b>361</b>	+ 13.5%	318	<b>361</b>	+ 13.5%
<b>Days on Market Until Sale</b>		96	<b>112</b>	+ 16.7%	96	<b>112</b>	+ 16.7%
<b>Median Closed Price</b>		\$380,500	<b>\$437,500</b>	+ 15.0%	\$380,500	<b>\$437,500</b>	+ 15.0%
<b>Average Closed Price</b>		\$862,354	<b>\$874,823</b>	+ 1.4%	\$862,354	<b>\$874,823</b>	+ 1.4%
<b>Percent of Current List Price Received</b>		95.8%	<b>95.9%</b>	+ 0.1%	95.8%	<b>95.9%</b>	+ 0.1%
<b>Pending Sales</b>		514	<b>681</b>	+ 32.5%	514	<b>681</b>	+32.5%
<b>Inventory of Homes for Sale</b>		3,903	<b>2,842</b>	- 27.2%	—	—	—
<b>Months Supply of Inventory</b>		9.9	<b>6.5</b>	- 34.3%	—	—	—

# Condo Market Overview

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



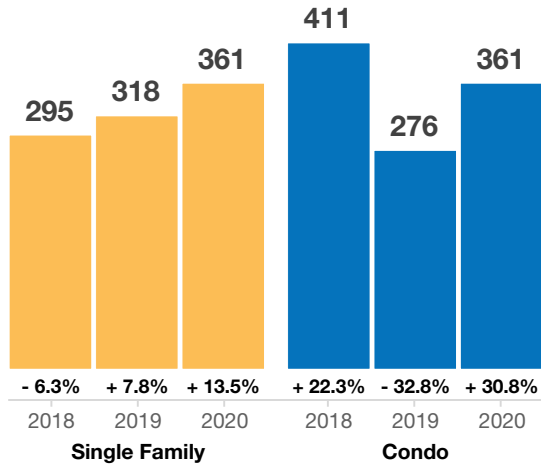
Key Metrics	Historical Sparkbars	1-2019	1-2020	% Change	YTD 2019	YTD 2020	% Change
<b>New Listings</b>		1,065	<b>967</b>	- 9.2%	1,065	<b>967</b>	- 9.2%
<b>Closed Sales</b>		276	<b>361</b>	+ 30.8%	276	<b>361</b>	+ 30.8%
<b>Days on Market Until Sale</b>		97	<b>103</b>	+ 6.2%	97	<b>103</b>	+ 6.2%
<b>Median Closed Price</b>		\$260,000	<b>\$270,000</b>	+ 3.8%	\$260,000	<b>\$270,000</b>	+ 3.8%
<b>Average Closed Price</b>		\$475,376	<b>\$475,623</b>	+ 0.1%	\$475,376	<b>\$475,623</b>	+ 0.1%
<b>Percent of Current List Price Received</b>		95.4%	<b>94.9%</b>	- 0.5%	95.4%	<b>94.9%</b>	- 0.5%
<b>Pending Sales</b>		508	<b>678</b>	+ 33.5%	508	<b>678</b>	+ 33.5%
<b>Inventory of Homes for Sale</b>		3,870	<b>2,919</b>	- 24.6%	—	—	—
<b>Months Supply of Inventory</b>		9.6	<b>6.7</b>	- 30.2%	—	—	—

# Overall Closed Sales

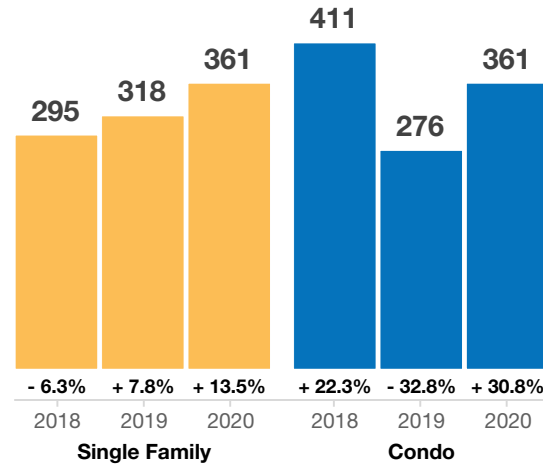
A count of the actual sales that closed in a given month.



## January

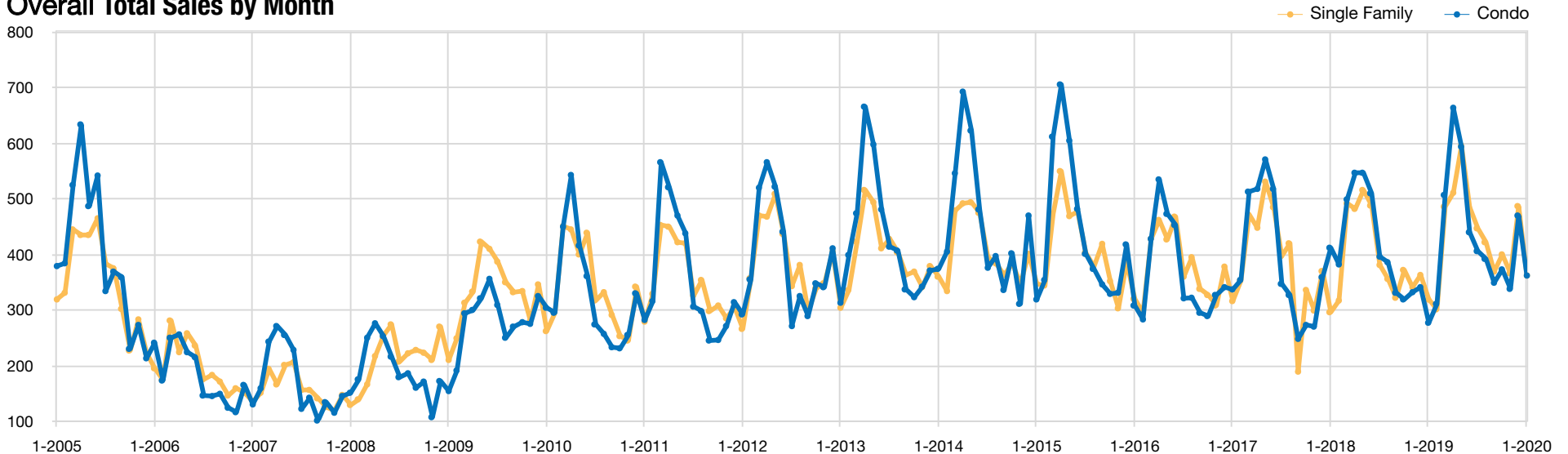


## Year-to-Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2019	300	- 5.1%	310	- 18.6%
Mar-2019	485	- 1.2%	506	+ 1.6%
Apr-2019	510	+ 6.0%	663	+ 21.4%
May-2019	595	+ 15.5%	593	+ 8.6%
Jun-2019	484	- 0.6%	439	- 13.8%
Jul-2019	446	+ 17.4%	405	+ 2.5%
Aug-2019	421	+ 18.6%	391	+ 1.6%
Sep-2019	368	+ 14.6%	348	+ 5.5%
Oct-2019	399	+ 7.5%	372	+ 17.0%
Nov-2019	365	+ 7.4%	337	+ 1.8%
Dec-2019	486	+ 34.3%	469	+ 37.9%
<b>Jan-2020</b>	<b>361</b>	<b>+ 13.5%</b>	<b>361</b>	<b>+ 30.8%</b>
12-Month Avg	435	+ 10.1%	433	+ 6.9%

## Overall Total Sales by Month



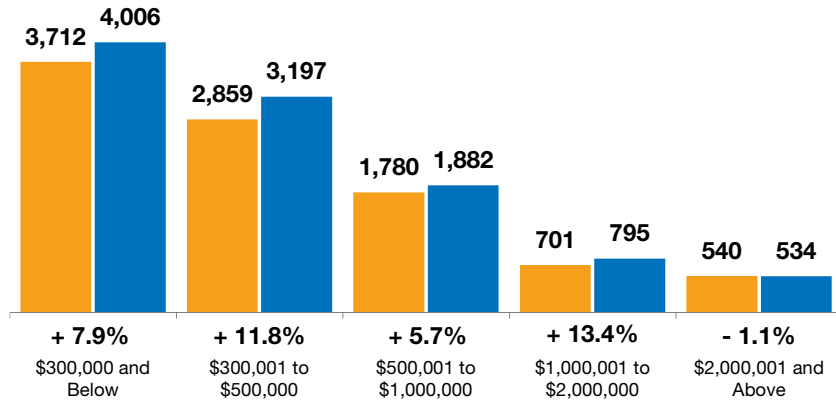
# Overall Closed Sales by Price Range

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



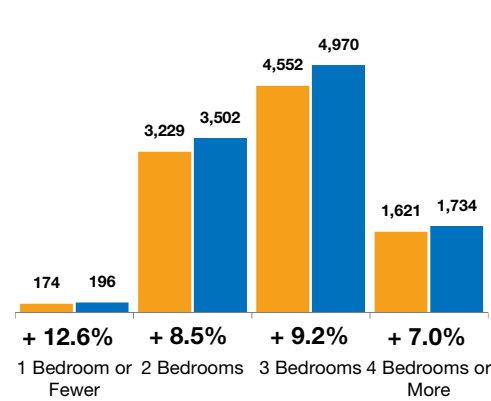
## By Price Range

1-2019 1-2020



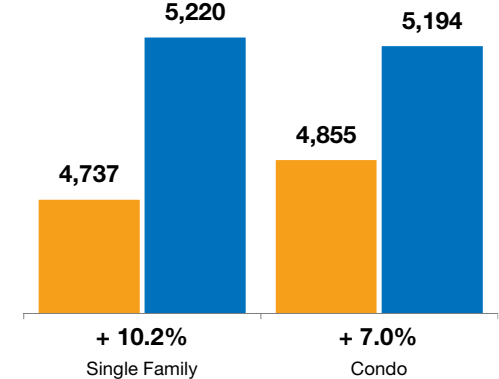
## By Bedroom Count

1-2019 1-2020



## By Property Type

1-2019 1-2020



### All Properties

By Price Range	1-2019	1-2020	Change
\$300,000 and Below	3,712	4,006	+ 7.9%
\$300,001 to \$500,000	2,859	3,197	+ 11.8%
\$500,001 to \$1,000,000	1,780	1,882	+ 5.7%
\$1,000,001 to \$2,000,000	701	795	+ 13.4%
\$2,000,001 and Above	540	534	- 1.1%
<b>All Price Ranges</b>	<b>9,592</b>	<b>10,414</b>	<b>+ 8.6%</b>

### Single Family

	1-2019	1-2020	Change
1 Bedroom or Fewer	1,020	1,078	+ 5.7%
2 Bedrooms	1,734	2,012	+ 16.0%
3 Bedrooms	1,182	1,265	+ 7.0%
4 Bedrooms or More	399	479	+ 20.1%
<b>All Single Family</b>	<b>4,737</b>	<b>5,220</b>	<b>+ 10.2%</b>

### Condo

	1-2019	1-2020	Change
1 Bedroom or Fewer	2692	2928	+ 8.8%
2 Bedrooms	1125	1185	+ 5.3%
3 Bedrooms	598	617	+ 3.2%
4 Bedrooms or More	302	316	+ 4.6%
<b>All Condo</b>	<b>4,855</b>	<b>5,194</b>	<b>+ 7.0%</b>

### By Bedroom Count

	1-2019	1-2020	Change
1 Bedroom or Fewer	174	196	+ 12.6%
2 Bedrooms	3,229	3,502	+ 8.5%
3 Bedrooms	4,552	4,970	+ 9.2%
4 Bedrooms or More	1,621	1,734	+ 7.0%
<b>All Bedroom Counts</b>	<b>9,592</b>	<b>10,414</b>	<b>+ 8.6%</b>

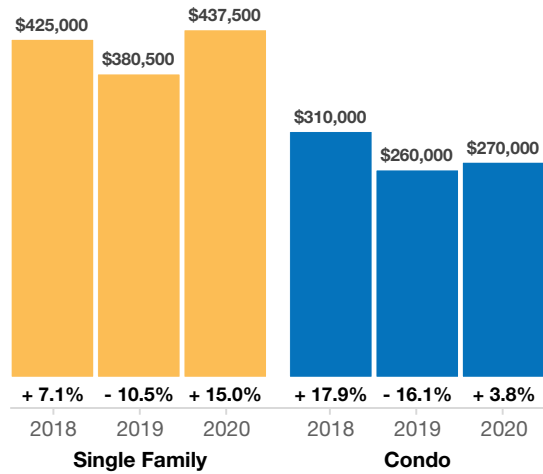
	1-2019	1-2020	Change
1 Bedroom or Fewer	21	29	+ 38.1%
2 Bedrooms	471	505	+ 7.2%
3 Bedrooms	2,726	3,048	+ 11.8%
4 Bedrooms or More	1,518	1,636	+ 7.8%
<b>All Single Family</b>	<b>4,737</b>	<b>5,220</b>	<b>+ 10.2%</b>

# Overall Median Closed Price

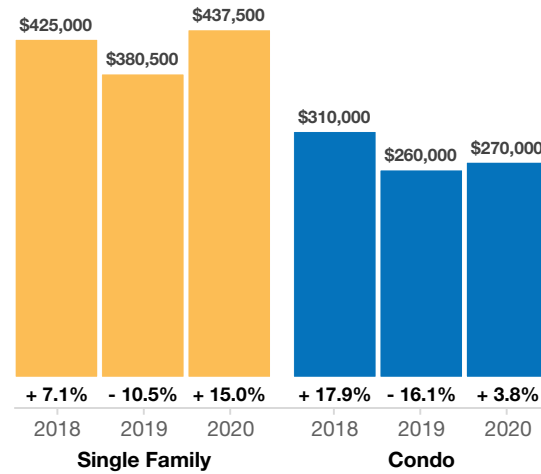
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



## January



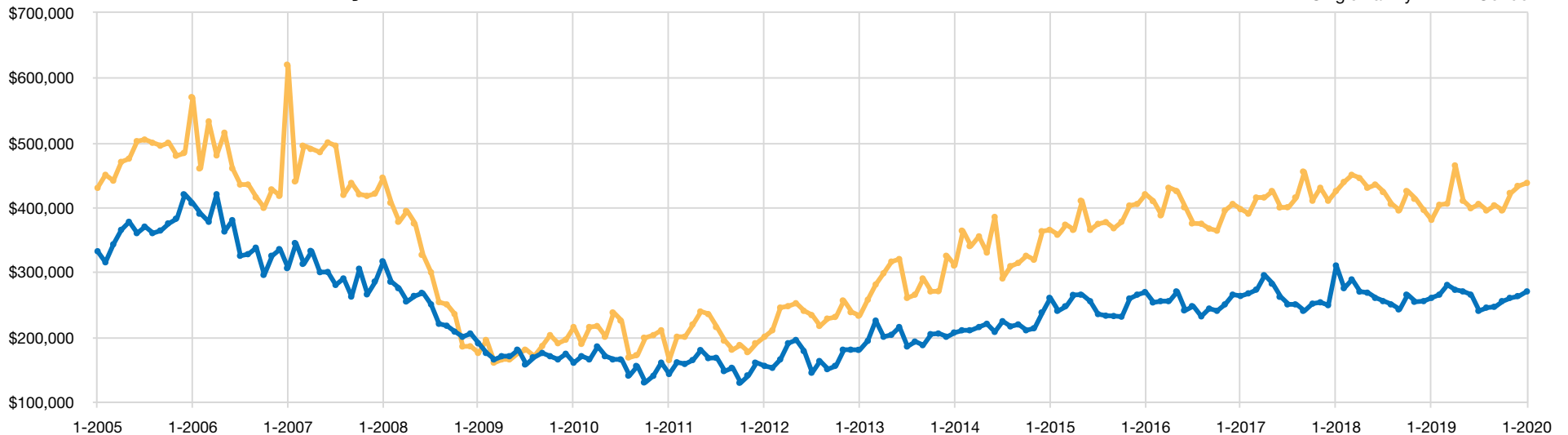
## Year-to-Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2019	\$403,750	- 8.0%	\$265,000	- 3.6%
Mar-2019	\$405,500	- 9.9%	\$280,000	- 2.9%
Apr-2019	\$464,500	+ 4.4%	\$272,500	+ 1.0%
May-2019	\$410,000	- 4.7%	\$270,000	+ 0.7%
Jun-2019	\$398,450	- 8.4%	\$265,000	+ 1.9%
Jul-2019	\$405,000	- 4.4%	\$240,000	- 5.9%
Aug-2019	\$395,000	- 2.5%	\$245,000	- 2.0%
Sep-2019	\$402,898	+ 2.0%	\$246,195	+ 1.6%
Oct-2019	\$395,000	- 7.1%	\$255,000	- 3.8%
Nov-2019	\$421,900	+ 2.2%	\$260,000	+ 2.4%
Dec-2019	\$432,850	+ 9.3%	\$262,750	+ 3.0%
<b>Jan-2020</b>	<b>\$437,500</b>	<b>+ 15.0%</b>	<b>\$270,000</b>	<b>+ 3.8%</b>
12-Month Avg*	\$418,000	- 1.6%	\$260,000	- 1.0%

\* Median Closed Price for all properties from February 2019 through January 2020. This is not the average of the individual figures above.

## Overall Median Closed Price by Month

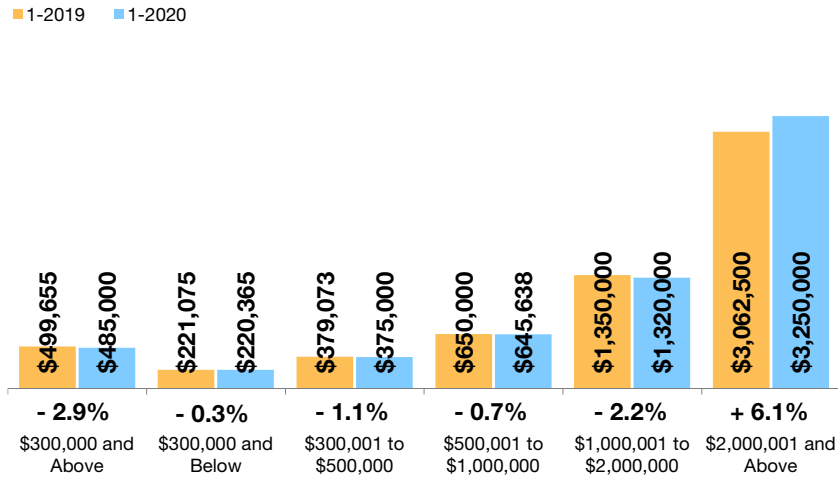


# Overall Median Closed Price

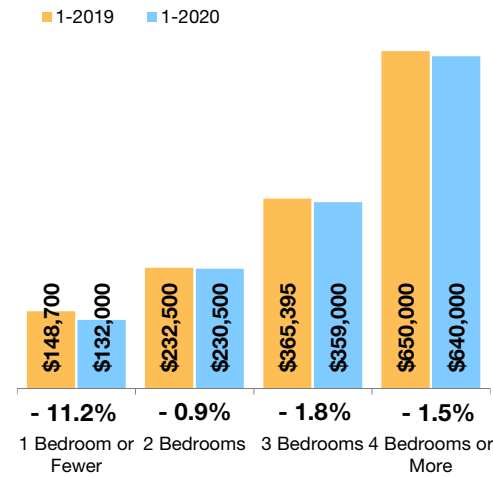
Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.



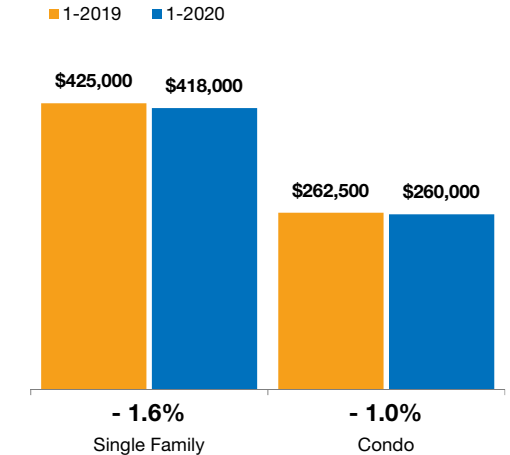
## By Price Range



## By Bedroom Count



## By Property Type



### All Properties

By Price Range	1-2019	1-2020	Change
\$300,000 and Above	\$499,655	\$485,000	- 2.9%
\$300,000 and Below	\$221,075	\$220,365	- 0.3%
\$300,001 to \$500,000	\$379,073	\$375,000	- 1.1%
\$500,001 to \$1,000,000	\$650,000	\$645,638	- 0.7%
\$1,000,001 to \$2,000,000	\$1,350,000	\$1,320,000	- 2.2%
\$2,000,001 and Above	\$3,062,500	\$3,250,000	+ 6.1%
<b>All Price Ranges</b>	<b>\$335,000</b>	<b>\$333,000</b>	<b>- 0.6%</b>

### Single Family

1-2019	1-2020	Change	1-2019	1-2020	Change
\$500,000	\$488,243	- 2.4%	\$489,900	\$477,000	- 2.6%
\$259,900	\$260,000	+ 0.0%	\$203,750	\$202,000	- 0.9%
\$385,000	\$385,000	0.0%	\$362,250	\$360,000	- 0.6%
\$645,000	\$641,000	- 0.6%	\$677,000	\$655,000	- 3.2%
\$1,341,000	\$1,335,000	- 0.4%	\$1,350,000	\$1,300,000	- 3.7%
\$3,300,000	\$3,368,750	+ 2.1%	\$2,725,000	\$2,800,000	+ 2.8%
<b>\$425,000</b>	<b>\$418,000</b>	<b>- 1.6%</b>	<b>\$262,500</b>	<b>\$260,000</b>	<b>- 1.0%</b>

### Condo

By Bedroom Count	1-2019	1-2020	Change
1 Bedroom or Fewer	\$148,700	\$132,000	- 11.2%
2 Bedrooms	\$232,500	\$230,500	- 0.9%
3 Bedrooms	\$365,395	\$359,000	- 1.8%
4 Bedrooms or More	\$650,000	\$640,000	- 1.5%
<b>All Bedroom Counts</b>	<b>\$335,000</b>	<b>\$333,000</b>	<b>- 0.6%</b>

1-2019	1-2020	Change	1-2019	1-2020	Change
\$90,000	\$85,000	- 5.6%	\$158,000	\$135,000	- 14.6%
\$275,000	\$285,000	+ 3.6%	\$225,000	\$224,000	- 0.4%
\$383,125	\$377,000	- 1.6%	\$325,000	\$319,000	- 1.8%
\$649,000	\$637,000	- 1.8%	\$1,900,000	\$830,000	- 56.3%
<b>\$425,000</b>	<b>\$418,000</b>	<b>- 1.6%</b>	<b>\$262,500</b>	<b>\$260,000</b>	<b>- 1.0%</b>

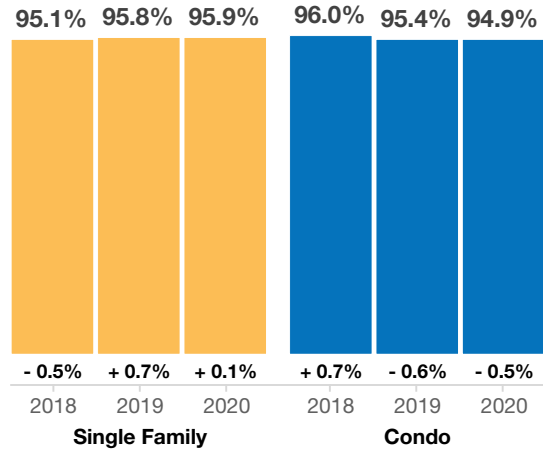


# Overall Percent of Current List Price Received

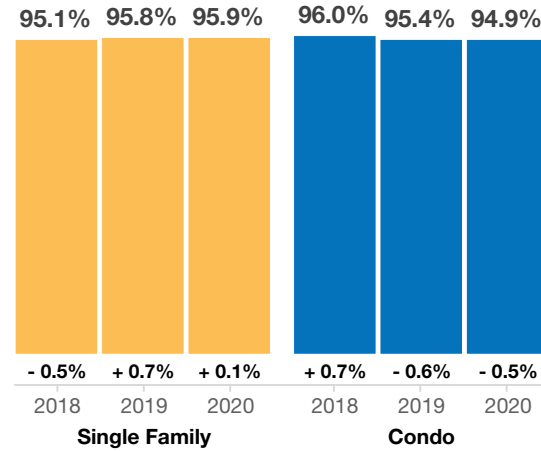
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



## January



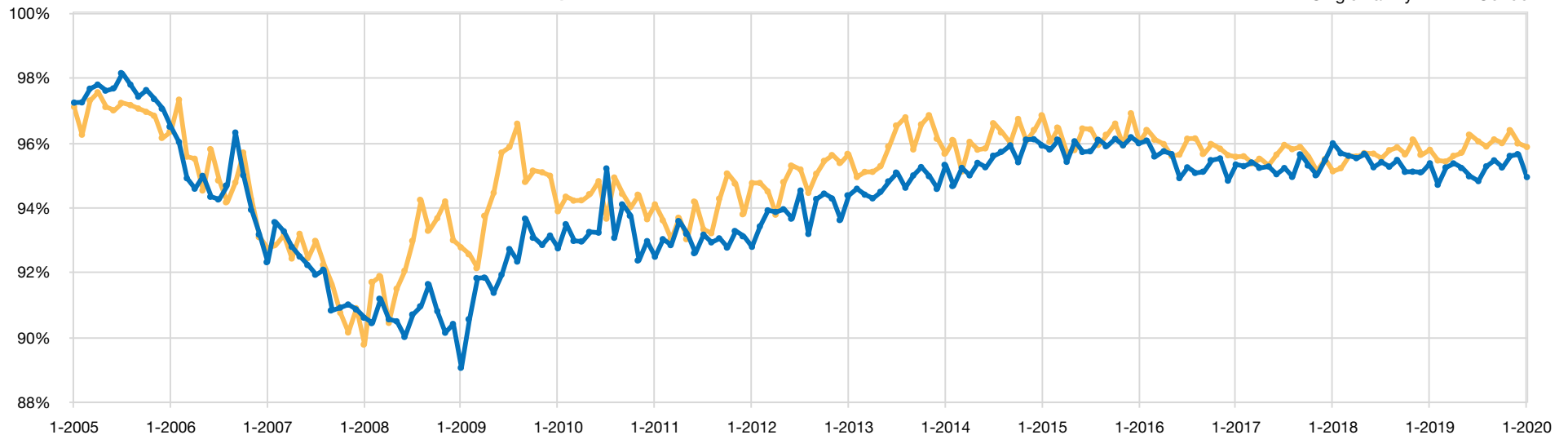
## Year-to-Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2019	95.4%	+ 0.2%	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	96.2%	+ 0.5%	95.0%	- 0.2%
Jul-2019	96.0%	+ 0.5%	94.8%	- 0.6%
Aug-2019	95.9%	+ 0.1%	95.3%	0.0%
Sep-2019	96.1%	+ 0.3%	95.4%	- 0.1%
Oct-2019	96.0%	+ 0.4%	95.2%	+ 0.1%
Nov-2019	96.4%	+ 0.3%	95.6%	+ 0.5%
Dec-2019	96.0%	+ 0.4%	95.6%	+ 0.5%
<b>Jan-2020</b>	<b>95.9%</b>	<b>+ 0.1%</b>	<b>94.9%</b>	<b>- 0.5%</b>
12-Month Avg*	95.9%	+ 0.2%	95.2%	- 0.2%

\* Pct. of List Price Received for all properties from February 2019 through January 2020. This is not the average of the individual figures above.

## Overall Percent of Current List Price Received by Month



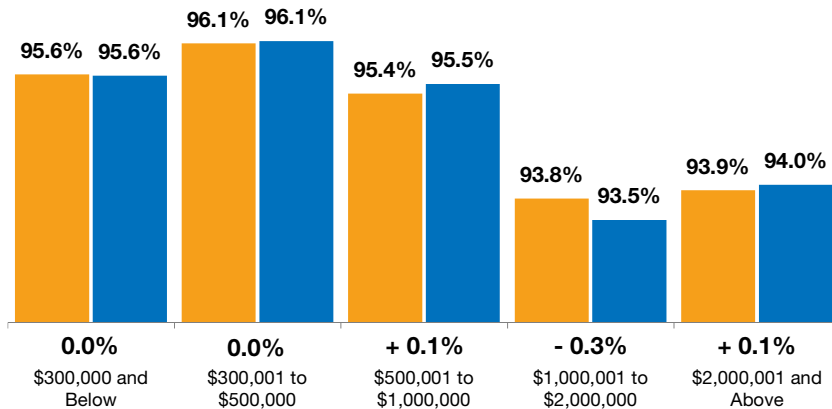
# Overall Percent of Current List Price Received by Price Range

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.



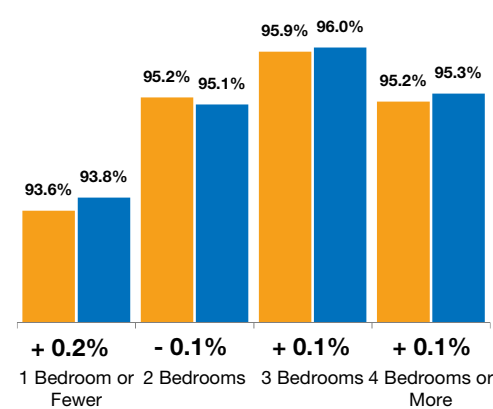
## By Price Range

■ 1-2019 ■ 1-2020



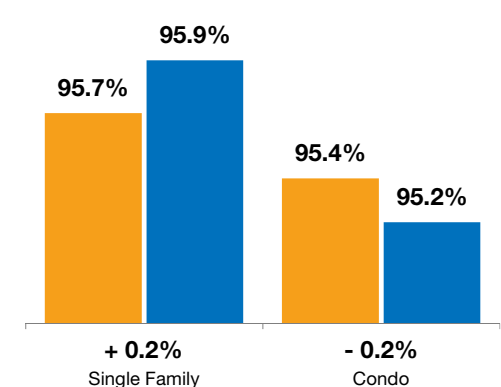
## By Bedroom Count

■ 1-2019 ■ 1-2020



## By Property Type

■ 1-2019 ■ 1-2020



### All Properties

By Price Range	1-2019	1-2020	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%	95.5%	+ 0.1%
\$1,000,001 to \$2,000,000	93.8%	93.5%	- 0.3%
\$2,000,001 and Above	93.9%	94.0%	+ 0.1%
<b>All Price Ranges</b>	<b>95.5%</b>	<b>95.5%</b>	<b>0.0%</b>

### Single Family

1-2019	1-2020	Change	1-2019	1-2020	Change
96.4%	96.7%	+ 0.3%	95.3%	95.2%	- 0.1%
96.3%	96.4%	+ 0.1%	95.8%	95.7%	- 0.1%
95.4%	95.8%	+ 0.4%	95.4%	95.0%	- 0.4%
93.3%	93.0%	- 0.3%	94.5%	94.3%	- 0.2%
93.6%	93.8%	+ 0.2%	95.1%	94.7%	- 0.4%
<b>95.7%</b>	<b>95.9%</b>	<b>+ 0.2%</b>	<b>95.4%</b>	<b>95.2%</b>	<b>- 0.2%</b>

### Condo

By Bedroom Count	1-2019	1-2020	Change
1 Bedroom or Fewer	93.6%	93.8%	+ 0.2%
2 Bedrooms	95.2%	95.1%	- 0.1%
3 Bedrooms	95.9%	96.0%	+ 0.1%
4 Bedrooms or More	95.2%	95.3%	+ 0.1%
<b>All Bedroom Counts</b>	<b>95.5%</b>	<b>95.5%</b>	<b>0.0%</b>

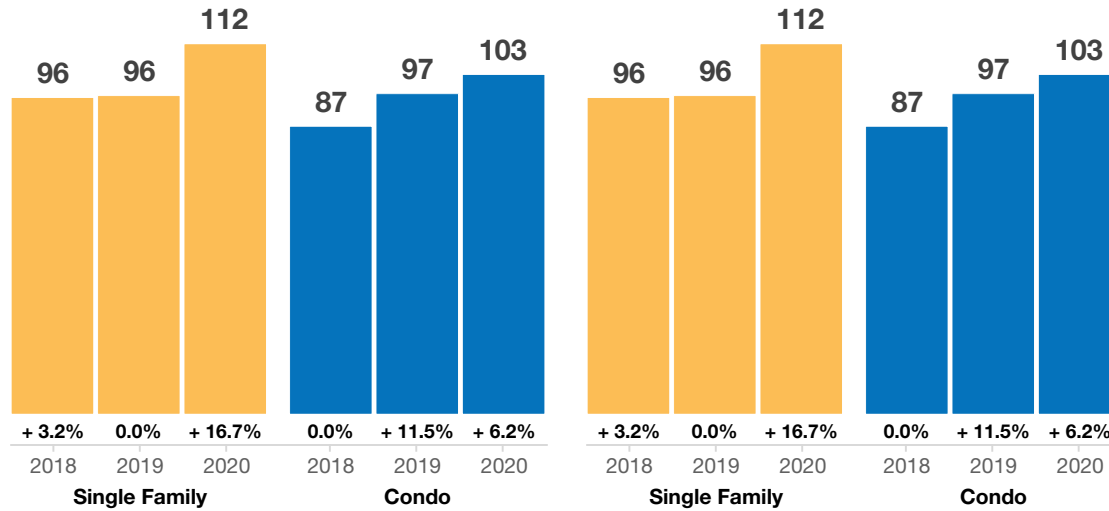
1-2019	1-2020	Change	1-2019	1-2020	Change
88.3%	92.2%	+ 4.4%	94.3%	94.1%	- 0.2%
94.6%	94.9%	+ 0.3%	95.4%	95.2%	- 0.2%
96.2%	96.4%	+ 0.2%	95.5%	95.3%	- 0.2%
95.2%	95.3%	+ 0.1%	95.5%	95.3%	- 0.2%
<b>95.7%</b>	<b>95.9%</b>	<b>+ 0.2%</b>	<b>95.4%</b>	<b>95.2%</b>	<b>- 0.2%</b>

# Overall Days on Market Until Sale

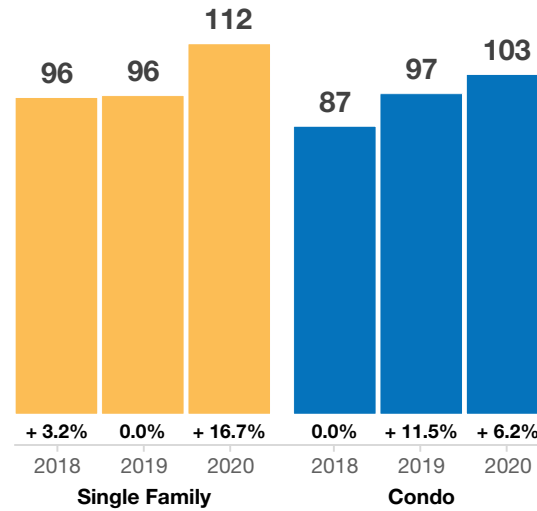
Average number of days between when a property is listed and when an offer is accepted in a given month.



## January



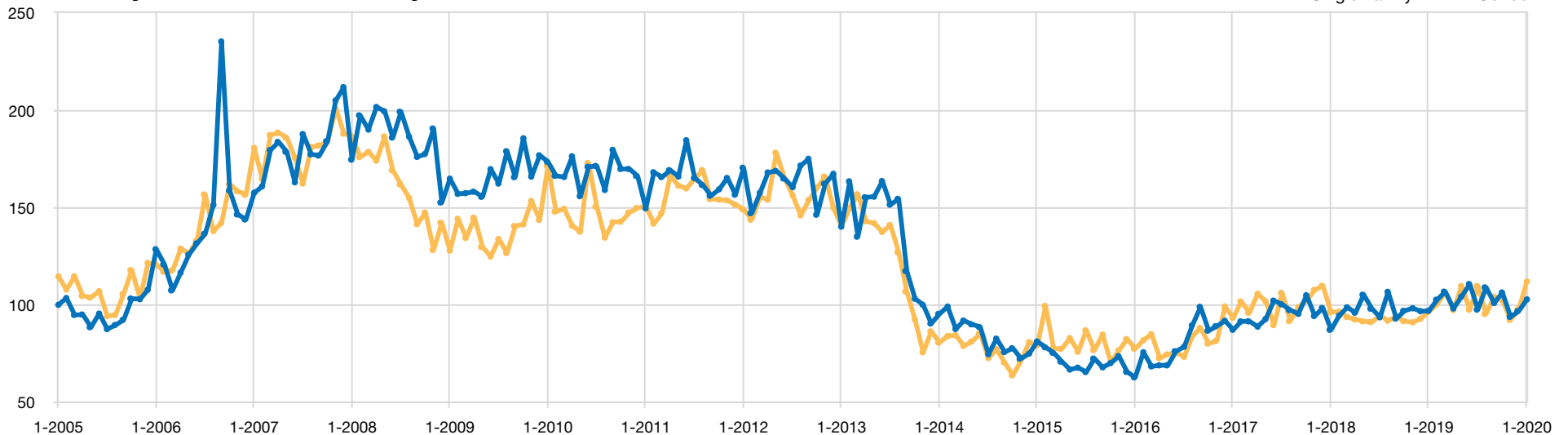
## Year-to-Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2019	100	+ 4.2%	102	+ 8.5%
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%	110	+ 12.2%
Jul-2019	109	+ 16.0%	97	+ 4.3%
Aug-2019	95	+ 3.3%	109	+ 2.8%
Sep-2019	104	+ 10.6%	101	+ 8.6%
Oct-2019	102	+ 12.1%	106	+ 9.3%
Nov-2019	92	+ 1.1%	94	- 4.1%
Dec-2019	97	+ 4.3%	96	0.0%
<b>Jan-2020</b>	<b>112</b>	<b>+ 16.7%</b>	<b>103</b>	<b>+ 6.2%</b>
12-Month Avg*	102	+ 10.0%	102	+ 4.4%

\* Days on Market for all properties from February 2019 through January 2020. This is not the average of the individual figures above.

## Overall Days on Market Until Sale by Month



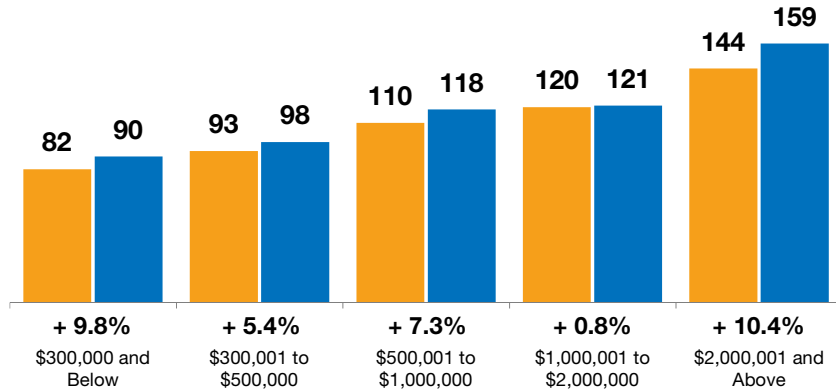
# Overall Days on Market Until Sale by Price Range

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



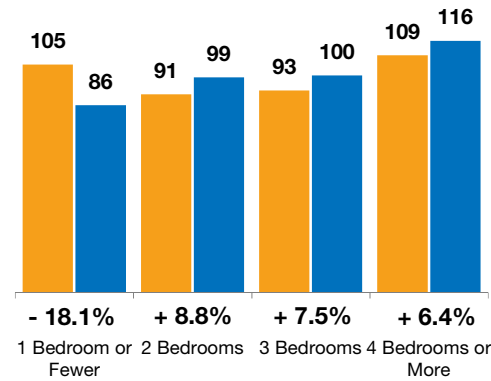
## By Price Range

1-2019 1-2020



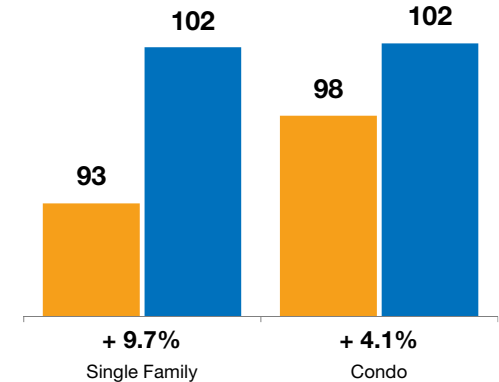
## By Bedroom Count

1-2019 1-2020



## By Property Type

1-2019 1-2020



### All Properties

By Price Range	1-2019	1-2020	Change
\$300,000 and Below	82	90	+ 9.8%
\$300,001 to \$500,000	93	98	+ 5.4%
\$500,001 to \$1,000,000	110	118	+ 7.3%
\$1,000,001 to \$2,000,000	120	121	+ 0.8%
\$2,000,001 and Above	144	159	+ 10.4%
<b>All Price Ranges</b>	<b>95</b>	<b>102</b>	<b>+ 7.4%</b>

### Single Family

1-2019	1-2020	Change
64	74	+ 15.6%
88	97	+ 10.2%
102	115	+ 12.7%
122	124	+ 1.6%
153	171	+ 11.8%
<b>93</b>	<b>102</b>	<b>+ 9.7%</b>

### Condo

1-2019	1-2020	Change
89	96	+ 7.9%
102	102	0.0%
125	125	0.0%
117	116	- 0.9%
113	127	+ 12.4%
<b>98</b>	<b>102</b>	<b>+ 4.1%</b>

### By Bedroom Count

1-2019	1-2020	Change
105	86	- 18.1%
91	99	+ 8.8%
93	100	+ 7.5%
109	116	+ 6.4%
<b>95</b>	<b>102</b>	<b>+ 7.4%</b>

1-2019	1-2020	Change
181	112	- 38.1%
85	91	+ 7.1%
85	96	+ 12.9%
108	117	+ 8.3%
<b>93</b>	<b>102</b>	<b>+ 9.7%</b>

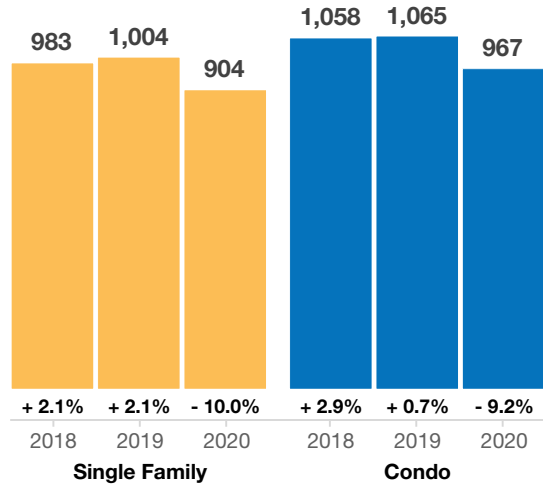
1-2019	1-2020	Change
95	82	- 13.5%
92	101	+ 8.9%
105	106	+ 1.3%
131	100	- 23.6%
<b>98</b>	<b>102</b>	<b>+ 4.1%</b>

# New Overall Listings

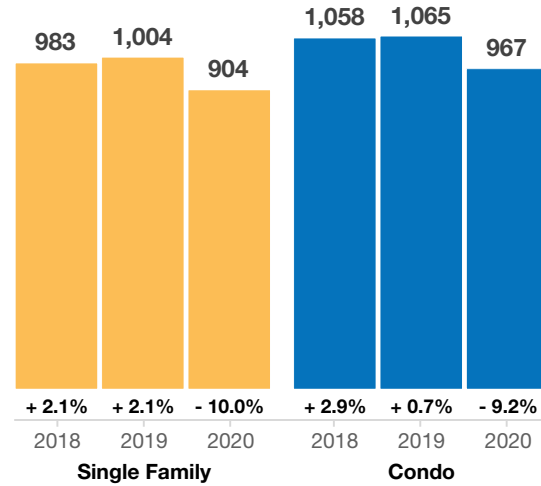
A count of the properties that have been newly listed on the market in a given month.



## January

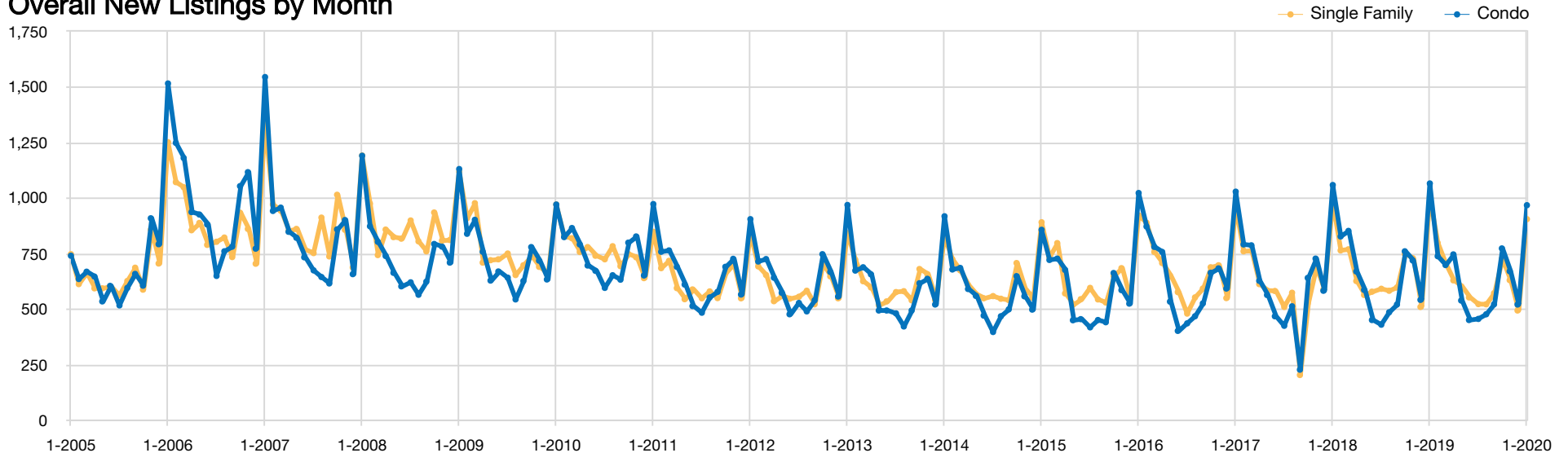


## Year-to-Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2019	797	+ 4.5%	737	- 10.8%
Mar-2019	703	- 8.5%	697	- 18.1%
Apr-2019	628	+ 0.5%	745	+ 11.5%
May-2019	601	+ 6.9%	537	- 8.2%
Jun-2019	551	- 4.5%	449	0.0%
Jul-2019	521	- 11.7%	454	+ 6.1%
Aug-2019	520	- 10.5%	475	- 1.9%
Sep-2019	570	- 4.4%	520	+ 0.2%
Oct-2019	725	- 2.9%	772	+ 1.7%
Nov-2019	629	- 13.6%	669	- 6.8%
Dec-2019	492	- 3.1%	519	- 3.9%
<b>Jan-2020</b>	<b>904</b>	<b>- 10.0%</b>	<b>967</b>	<b>- 9.2%</b>
12-Month Avg	637	- 5.1%	628	- 4.6%

## Overall New Listings by Month

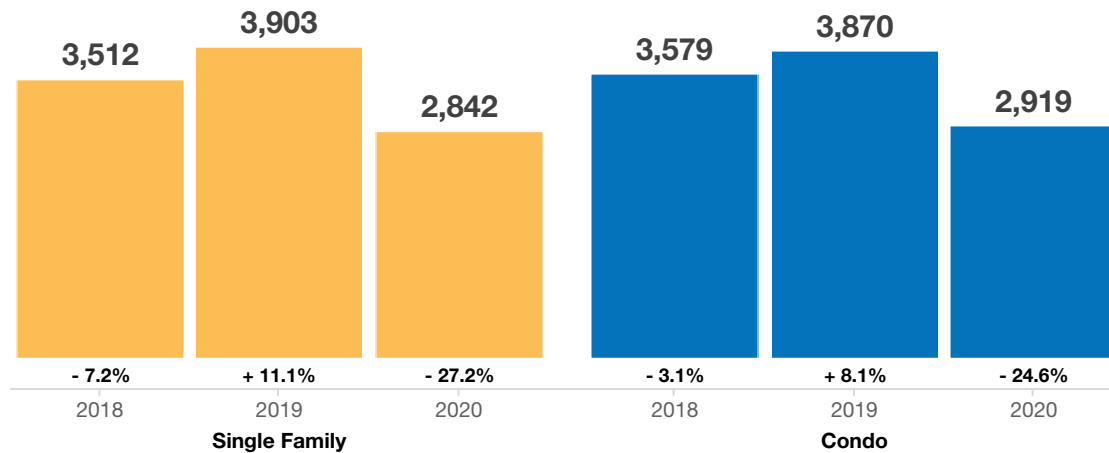


# Overall Inventory of Homes for Sale by Price Range



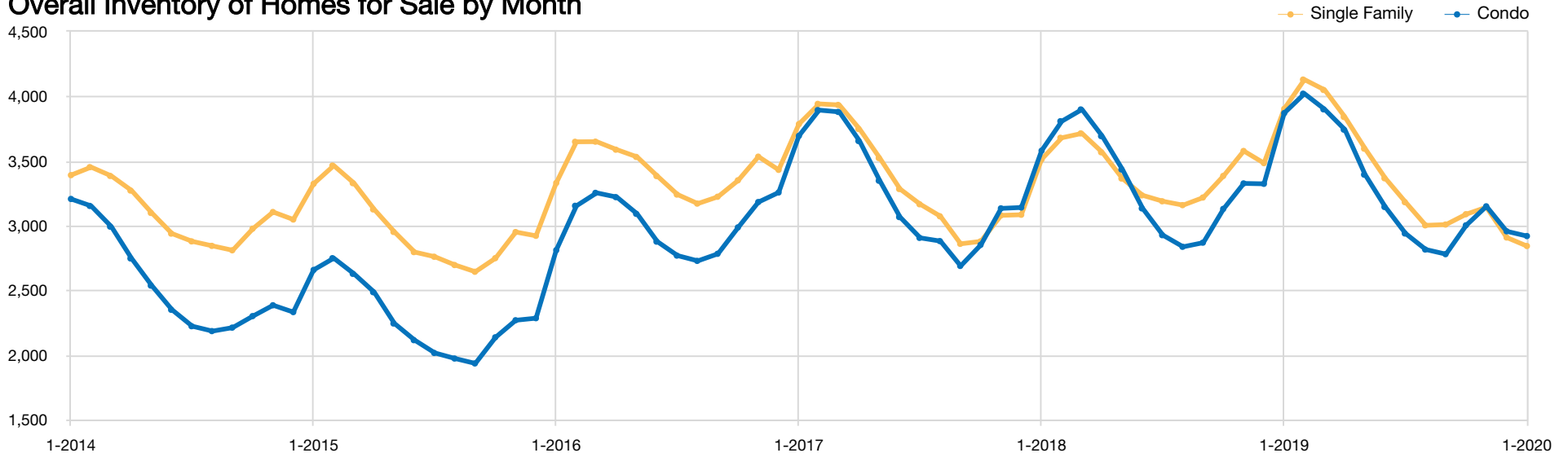
The number of properties available for sale in active status at the end of a given month.

## January



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2019	4,129	+ 12.2%	4,020	+ 5.6%
Mar-2019	4,049	+ 9.0%	3,899	+ 0.0%
Apr-2019	3,840	+ 7.7%	3,742	+ 1.4%
May-2019	3,595	+ 6.9%	3,394	- 1.2%
Jun-2019	3,366	+ 4.1%	3,144	+ 0.4%
Jul-2019	3,181	- 0.2%	2,939	+ 0.4%
Aug-2019	3,002	- 4.9%	2,815	- 0.7%
Sep-2019	3,008	- 6.5%	2,779	- 3.1%
Oct-2019	3,088	- 8.7%	3,002	- 4.1%
Nov-2019	3,142	- 12.2%	3,149	- 5.3%
Dec-2019	2,908	- 16.5%	2,956	- 11.0%
<b>Jan-2020</b>	<b>2,842</b>	<b>- 27.2%</b>	<b>2,919</b>	<b>- 24.6%</b>
12-Month Avg	3,346	- 3.2%	3,230	- 3.7%

## Overall Inventory of Homes for Sale by Month



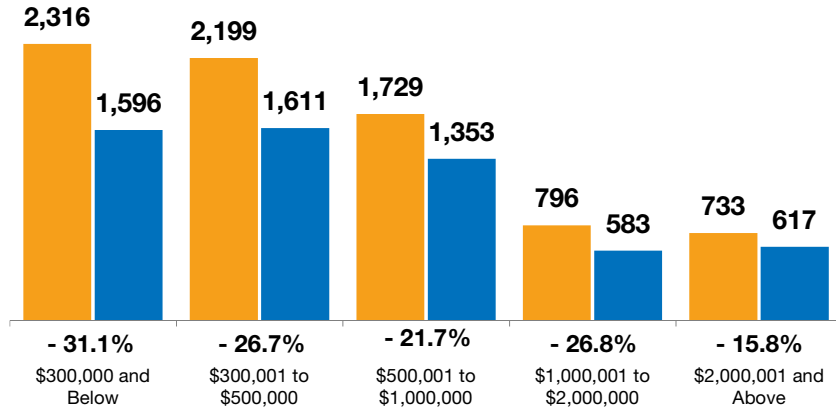
# Overall Inventory of Homes for Sale by Price Range

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



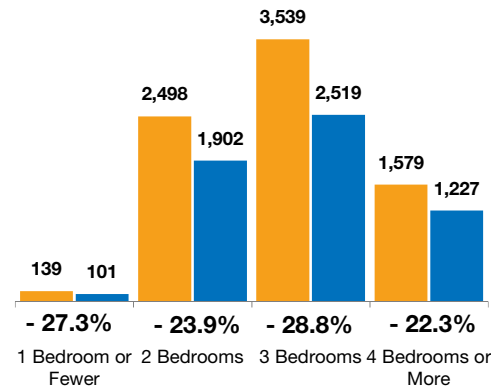
## By Price Range

1-2019 1-2020



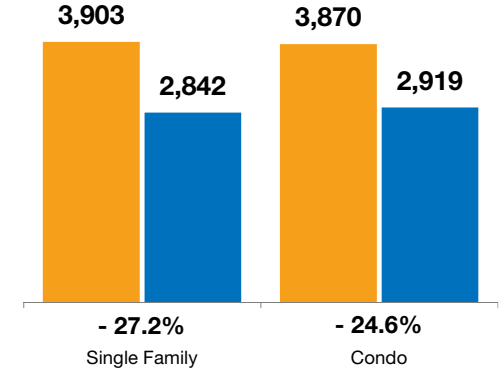
## By Bedroom Count

1-2019 1-2020



## By Property Type

1-2019 1-2020



### All Properties

By Price Range	1-2019	1-2020	Change
\$300,000 and Below	2,316	1,596	- 31.1%
\$300,001 to \$500,000	2,199	1,611	- 26.7%
\$500,001 to \$1,000,000	1,729	1,353	- 21.7%
\$1,000,001 to \$2,000,000	796	583	- 26.8%
\$2,000,001 and Above	733	617	- 15.8%
<b>All Price Ranges</b>	<b>7,773</b>	<b>5,761</b>	<b>- 25.9%</b>

### Single Family

1-2019	1-2020	Change	1-2019	1-2020	Change
481	295	- 38.7%	1835	1301	- 29.1%
1,250	860	- 31.2%	949	751	- 20.9%
1,112	880	- 20.9%	617	473	- 23.3%
494	354	- 28.3%	302	229	- 24.2%
566	452	- 20.1%	167	165	- 1.2%
<b>3,903</b>	<b>2,842</b>	<b>- 27.2%</b>	<b>3,870</b>	<b>2,919</b>	<b>- 24.6%</b>

### Condo

By Bedroom Count	1-2019	1-2020	Change
1 Bedroom or Fewer	139	101	- 27.3%
2 Bedrooms	2,498	1,902	- 23.9%
3 Bedrooms	3,539	2,519	- 28.8%
4 Bedrooms or More	1,579	1,227	- 22.3%
<b>All Bedroom Counts</b>	<b>7,773</b>	<b>5,761</b>	<b>- 25.9%</b>

1-2019	1-2020	Change	1-2019	1-2020	Change
30	27	- 10.0%	109	74	- 32.1%
350	265	- 24.3%	2,148	1,637	- 23.8%
2,038	1,409	- 30.9%	1,501	927	- 38.2%
1,478	1,137	- 23.1%	101	90	- 10.9%
<b>3,903</b>	<b>2,842</b>	<b>- 27.2%</b>	<b>3,870</b>	<b>2,919</b>	<b>- 24.6%</b>

# Listing and Sales Summary Report

## January 2020



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Jan-20	Jan-19	% Change	Jan-20	Jan-19	% Change	Jan-20	Jan-19	% Change	Jan-20	Jan-19	% Change
<b>Overall Naples Market**</b>	<b>\$343,000</b>	<b>\$325,000</b>	<b>+5.5%</b>	<b>722</b>	<b>594</b>	<b>+21.5%</b>	<b>5,761</b>	<b>7,773</b>	<b>-25.9%</b>	<b>107</b>	<b>96</b>	<b>+11.5%</b>
<b>Collier County</b>	<b>\$350,000</b>	<b>\$339,990</b>	<b>+2.9%</b>	<b>776</b>	<b>641</b>	<b>+21.1%</b>	<b>6,465</b>	<b>8,665</b>	<b>-25.4%</b>	<b>109</b>	<b>98</b>	<b>+11.2%</b>
Ave Maria	\$274,999	\$373,489	-26.4%	15	5	+200.0%	99	93	+6.5%	85	65	+30.8%
Central Naples	\$274,450	\$255,000	+7.6%	112	88	+27.3%	688	1,018	-32.4%	95	97	-2.1%
East Naples	\$306,000	\$300,000	+2.0%	148	136	+8.8%	1,128	1,529	-26.2%	99	86	+15.1%
Everglades City	\$610,000	--	--	1	0	--	8	6	+33.3%	108	--	--
Immokalee	\$198,900	\$184,900	+7.6%	3	5	-40.0%	12	22	-45.5%	21	2	+950.0%
Immokalee / Ave Maria	\$256,500	\$228,950	+12.0%	18	10	+80.0%	111	114	-2.6%	75	33	+127.3%
Naples	\$347,365	\$329,000	+5.6%	703	585	+20.2%	5,649	7,661	-26.3%	108	98	+10.2%
Naples Beach	\$925,000	\$1,182,500	-21.8%	158	102	+54.9%	1,392	1,777	-21.7%	139	125	+11.2%
North Naples	\$400,000	\$400,000	0.0%	176	157	+12.1%	1,484	2,035	-27.1%	89	99	-10.1%
South Naples	\$259,900	\$240,000	+8.3%	110	101	+8.9%	958	1,300	-26.3%	120	84	+42.9%
34102	\$1,575,000	\$3,225,000	-51.2%	40	30	+33.3%	459	638	-28.1%	152	162	-6.2%
34103	\$1,012,500	\$1,023,500	-1.1%	60	34	+76.5%	399	509	-21.6%	124	93	+33.3%
34104	\$255,000	\$232,500	+9.7%	57	36	+58.3%	314	447	-29.8%	97	114	-14.9%
34105	\$306,500	\$250,000	+22.6%	33	29	+13.8%	290	417	-30.5%	112	108	+3.7%
34108	\$832,500	\$778,495	+6.9%	58	38	+52.6%	534	630	-15.2%	145	123	+17.9%
34109	\$300,000	\$347,000	-13.5%	46	42	+9.5%	336	505	-33.5%	70	84	-16.7%
34110	\$463,250	\$333,500	+38.9%	66	55	+20.0%	607	720	-15.7%	104	99	+5.1%
34112	\$205,000	\$190,000	+7.9%	60	55	+9.1%	482	655	-26.4%	118	61	+93.4%
34113	\$308,000	\$370,000	-16.8%	50	46	+8.7%	476	645	-26.2%	121	111	+9.0%
34114	\$320,000	\$295,000	+8.5%	69	47	+46.8%	520	724	-28.2%	127	114	+11.4%
34116	\$277,450	\$280,000	-0.9%	22	23	-4.3%	84	154	-45.5%	65	59	+10.2%
34117	\$410,000	\$310,000	+32.3%	11	26	-57.7%	96	132	-27.3%	88	51	+72.5%
34119	\$375,000	\$571,450	-34.4%	64	60	+6.7%	540	810	-33.3%	87	109	-20.2%
34120	\$300,000	\$300,000	0.0%	68	63	+7.9%	512	673	-23.9%	72	79	-8.9%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$256,500	\$228,950	+12.0%	18	10	+80.0%	111	114	-2.6%	75	33	+127.3%

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



# Local Market Update – January 2020

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## Naples Beach

34102, 34103, 34108

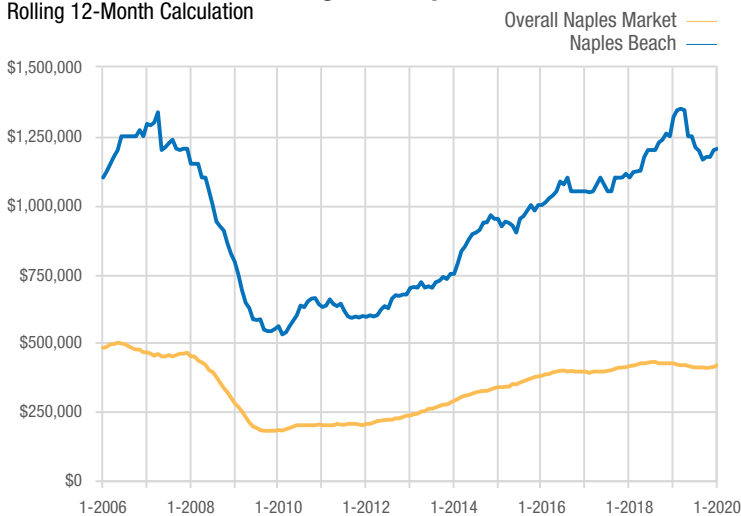
Single Family	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	183	<b>152</b>	- 16.9%	183	<b>152</b>	- 16.9%
Closed Sales	46	<b>70</b>	+ 52.2%	46	<b>70</b>	+ 52.2%
Days on Market Until Sale	155	<b>159</b>	+ 2.6%	155	<b>159</b>	+ 2.6%
Median Closed Price*	\$2,095,000	<b>\$1,837,500</b>	- 12.3%	\$2,095,000	<b>\$1,837,500</b>	- 12.3%
Average Closed Price*	\$3,005,661	<b>\$2,300,100</b>	- 23.5%	\$3,005,661	<b>\$2,300,100</b>	- 23.5%
Percent of List Current Price Received*	95.0%	<b>94.4%</b>	- 0.6%	95.0%	<b>94.4%</b>	- 0.6%
Inventory of Homes for Sale	744	<b>540</b>	- 27.4%	—	—	—
Months Supply of Inventory	13.3	<b>8.8</b>	- 33.8%	—	—	—

Condo	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	270	<b>253</b>	- 6.3%	270	<b>253</b>	- 6.3%
Closed Sales	56	<b>88</b>	+ 57.1%	56	<b>88</b>	+ 57.1%
Days on Market Until Sale	100	<b>122</b>	+ 22.0%	100	<b>122</b>	+ 22.0%
Median Closed Price*	\$922,500	<b>\$718,000</b>	- 22.2%	\$922,500	<b>\$718,000</b>	- 22.2%
Average Closed Price*	\$1,218,969	<b>\$993,470</b>	- 18.5%	\$1,218,969	<b>\$993,470</b>	- 18.5%
Percent of Current List Price Received*	95.0%	<b>94.3%</b>	- 0.7%	95.0%	<b>94.3%</b>	- 0.7%
Inventory of Homes for Sale	1,033	<b>852</b>	- 17.5%	—	—	—
Months Supply of Inventory	11.8	<b>9.2</b>	- 22.0%	—	—	—

\* 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.

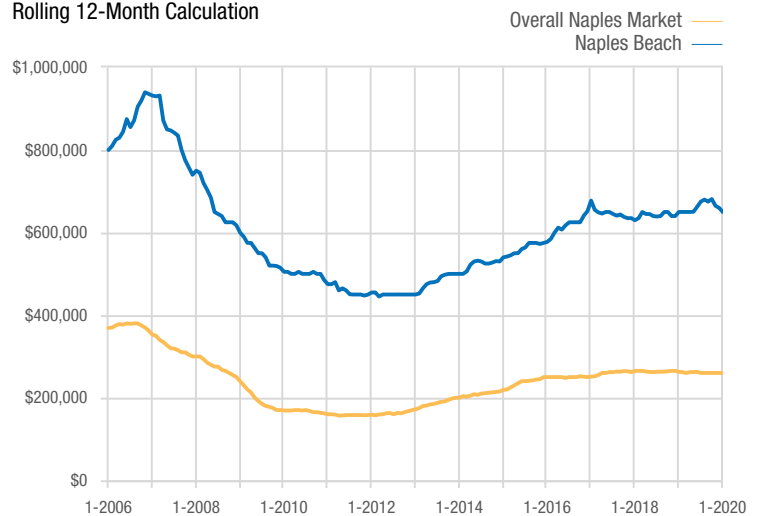
### Median Closed Price - Single Family

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 – January 2020

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## North Naples

34109, 34110, 34119

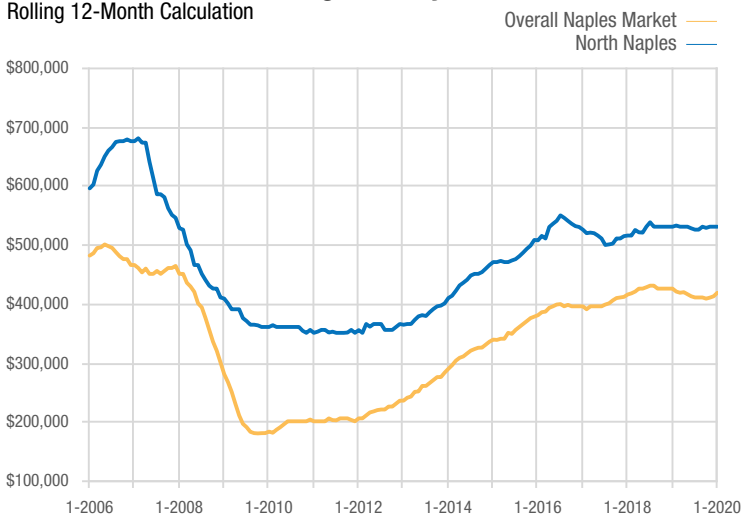
Single Family	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	262	<b>228</b>	- 13.0%	262	<b>228</b>	- 13.0%
Closed Sales	72	<b>72</b>	0.0%	72	<b>72</b>	0.0%
Days on Market Until Sale	89	<b>99</b>	+ 11.2%	89	<b>99</b>	+ 11.2%
Median Closed Price*	\$557,500	<b>\$544,500</b>	- 2.3%	\$557,500	<b>\$544,500</b>	- 2.3%
Average Closed Price*	\$725,252	<b>\$813,704</b>	+ 12.2%	\$725,252	<b>\$813,704</b>	+ 12.2%
Percent of Current List Price Received*	95.2%	<b>95.5%</b>	+ 0.3%	95.2%	<b>95.5%</b>	+ 0.3%
Inventory of Homes for Sale	1,030	<b>752</b>	- 27.0%	—	—	—
Months Supply of Inventory	9.9	<b>6.9</b>	- 30.3%	—	—	—

Condo	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	279	<b>244</b>	- 12.5%	279	<b>244</b>	- 12.5%
Closed Sales	85	<b>104</b>	+ 22.4%	85	<b>104</b>	+ 22.4%
Days on Market Until Sale	107	<b>81</b>	- 24.3%	107	<b>81</b>	- 24.3%
Median Closed Price*	\$272,500	<b>\$268,500</b>	- 1.5%	\$272,500	<b>\$268,500</b>	- 1.5%
Average Closed Price*	\$361,063	<b>\$413,555</b>	+ 14.5%	\$361,063	<b>\$413,555</b>	+ 14.5%
Percent of Current List Price Received*	95.2%	<b>95.4%</b>	+ 0.2%	95.2%	<b>95.4%</b>	+ 0.2%
Inventory of Homes for Sale	1,005	<b>732</b>	- 27.2%	—	—	—
Months Supply of Inventory	8.3	<b>6.1</b>	- 26.5%	—	—	—

\* 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.

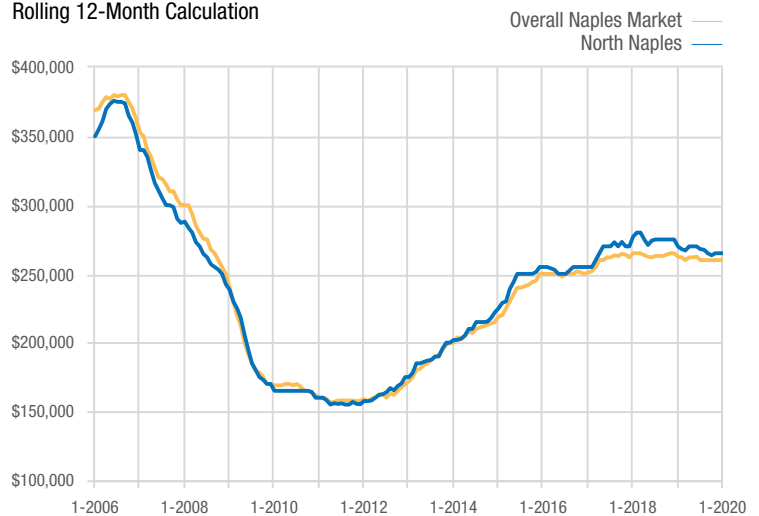
### Median Closed Price - Single Family

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.

# Local Market Update – January 2020

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## Central Naples

34104, 34105, 34116

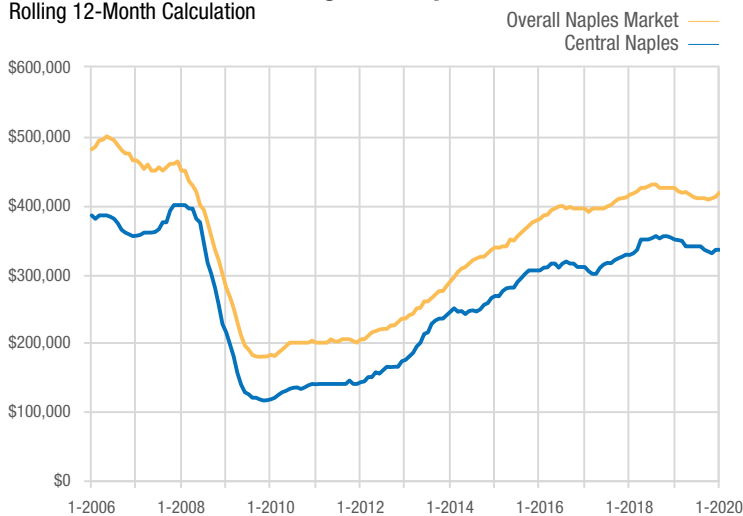
Single Family	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	143	<b>131</b>	- 8.4%	143	<b>131</b>	- 8.4%
Closed Sales	40	<b>54</b>	+ 35.0%	40	<b>54</b>	+ 35.0%
Days on Market Until Sale	81	<b>102</b>	+ 25.9%	81	<b>102</b>	+ 25.9%
Median Closed Price*	\$305,500	<b>\$339,500</b>	+ 11.1%	\$305,500	<b>\$339,500</b>	+ 11.1%
Average Closed Price*	\$535,968	<b>\$510,316</b>	- 4.8%	\$535,968	<b>\$510,316</b>	- 4.8%
Percent of Current List Price Received*	96.6%	<b>96.4%</b>	- 0.2%	96.6%	<b>96.4%</b>	- 0.2%
Inventory of Homes for Sale	510	<b>345</b>	- 32.4%	—	—	—
Months Supply of Inventory	8.9	<b>5.6</b>	- 37.1%	—	—	—

Condo	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	145	<b>141</b>	- 2.8%	145	<b>141</b>	- 2.8%
Closed Sales	48	<b>58</b>	+ 20.8%	48	<b>58</b>	+ 20.8%
Days on Market Until Sale	111	<b>89</b>	- 19.8%	111	<b>89</b>	- 19.8%
Median Closed Price*	\$180,000	<b>\$178,000</b>	- 1.1%	\$180,000	<b>\$178,000</b>	- 1.1%
Average Closed Price*	\$222,016	<b>\$207,551</b>	- 6.5%	\$222,016	<b>\$207,551</b>	- 6.5%
Percent of Current List Price Received*	95.5%	<b>94.4%</b>	- 1.2%	95.5%	<b>94.4%</b>	- 1.2%
Inventory of Homes for Sale	508	<b>343</b>	- 32.5%	—	—	—
Months Supply of Inventory	7.3	<b>5.0</b>	- 31.5%	—	—	—

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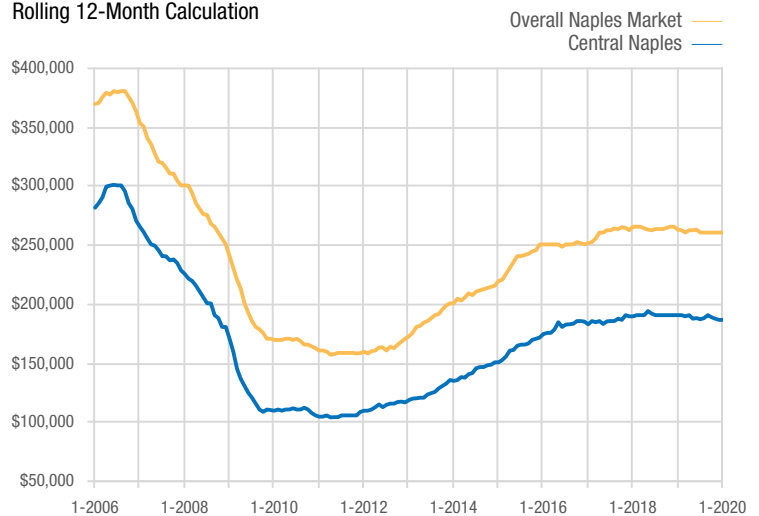
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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# Local Market Update – January 2020

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## South Naples

34112, 34113

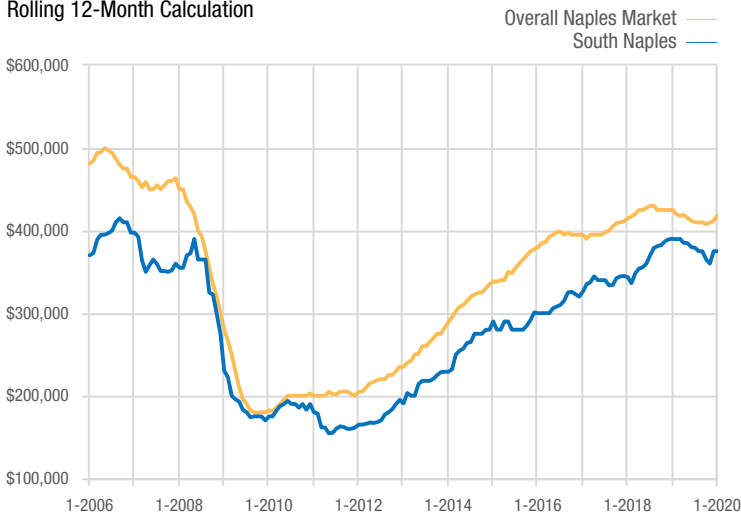
Single Family	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	143	<b>123</b>	- 14.0%	143	<b>123</b>	- 14.0%
Closed Sales	42	<b>39</b>	- 7.1%	42	<b>39</b>	- 7.1%
Days on Market Until Sale	103	<b>118</b>	+ 14.6%	103	<b>118</b>	+ 14.6%
Median Closed Price*	\$358,000	<b>\$355,000</b>	- 0.8%	\$358,000	<b>\$355,000</b>	- 0.8%
Average Closed Price*	\$418,179	<b>\$474,307</b>	+ 13.4%	\$418,179	<b>\$474,307</b>	+ 13.4%
Percent of Current List Price Received*	94.1%	<b>95.1%</b>	+ 1.1%	94.1%	<b>95.1%</b>	+ 1.1%
Inventory of Homes for Sale	476	<b>350</b>	- 26.5%	—	—	—
Months Supply of Inventory	10.5	<b>7.1</b>	- 32.4%	—	—	—

Condo	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	256	<b>210</b>	- 18.0%	256	<b>210</b>	- 18.0%
Closed Sales	59	<b>71</b>	+ 20.3%	59	<b>71</b>	+ 20.3%
Days on Market Until Sale	71	<b>121</b>	+ 70.4%	71	<b>121</b>	+ 70.4%
Median Closed Price*	\$220,000	<b>\$205,000</b>	- 6.8%	\$220,000	<b>\$205,000</b>	- 6.8%
Average Closed Price*	\$242,682	<b>\$245,194</b>	+ 1.0%	\$242,682	<b>\$245,194</b>	+ 1.0%
Percent of Current List Price Received*	95.5%	<b>95.2%</b>	- 0.3%	95.5%	<b>95.2%</b>	- 0.3%
Inventory of Homes for Sale	824	<b>608</b>	- 26.2%	—	—	—
Months Supply of Inventory	10.4	<b>6.3</b>	- 39.4%	—	—	—

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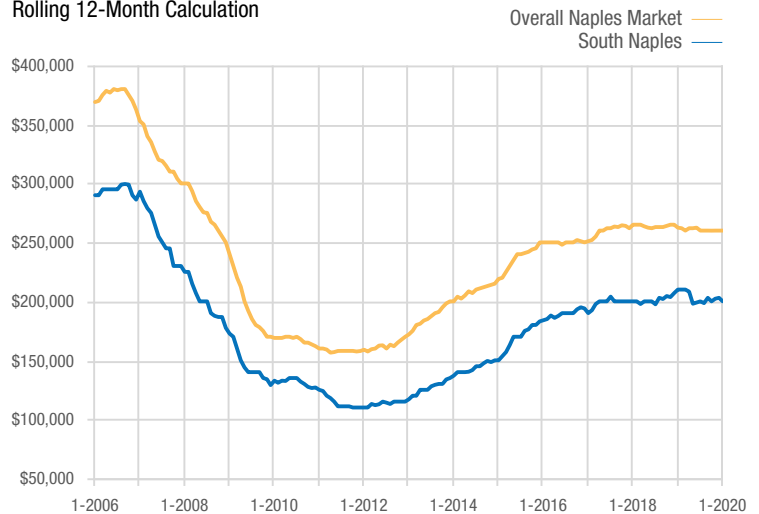
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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## East Naples

34114, 34117, 34120, 34137

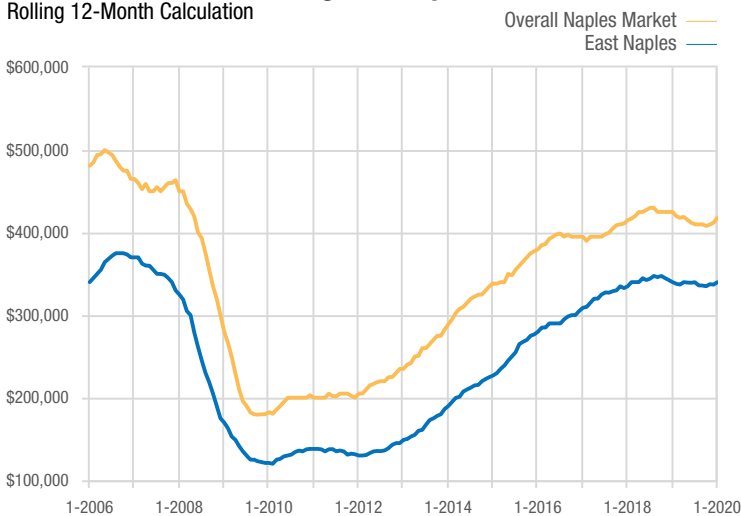
Single Family	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	248	<b>250</b>	+ 0.8%	248	<b>250</b>	+ 0.8%
Closed Sales	108	<b>108</b>	0.0%	108	<b>108</b>	0.0%
Days on Market Until Sale	85	<b>98</b>	+ 15.3%	85	<b>98</b>	+ 15.3%
Median Closed Price*	\$315,000	<b>\$317,000</b>	+ 0.6%	\$315,000	<b>\$317,000</b>	+ 0.6%
Average Closed Price*	\$390,773	<b>\$420,008</b>	+ 7.5%	\$390,773	<b>\$420,008</b>	+ 7.5%
Percent of Current List Price Received*	96.8%	<b>96.7%</b>	- 0.1%	96.8%	<b>96.7%</b>	- 0.1%
Inventory of Homes for Sale	1,044	<b>762</b>	- 27.0%	—	—	—
Months Supply of Inventory	8.7	<b>5.5</b>	- 36.8%	—	—	—

Condo	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	114	<b>112</b>	- 1.8%	114	<b>112</b>	- 1.8%
Closed Sales	28	<b>40</b>	+ 42.9%	28	<b>40</b>	+ 42.9%
Days on Market Until Sale	88	<b>102</b>	+ 15.9%	88	<b>102</b>	+ 15.9%
Median Closed Price*	\$241,000	<b>\$264,950</b>	+ 9.9%	\$241,000	<b>\$264,950</b>	+ 9.9%
Average Closed Price*	\$259,862	<b>\$289,692</b>	+ 11.5%	\$259,862	<b>\$289,692</b>	+ 11.5%
Percent of Current List Price Received*	96.2%	<b>95.2%</b>	- 1.0%	96.2%	<b>95.2%</b>	- 1.0%
Inventory of Homes for Sale	485	<b>366</b>	- 24.5%	—	—	—
Months Supply of Inventory	10.2	<b>6.8</b>	- 33.3%	—	—	—

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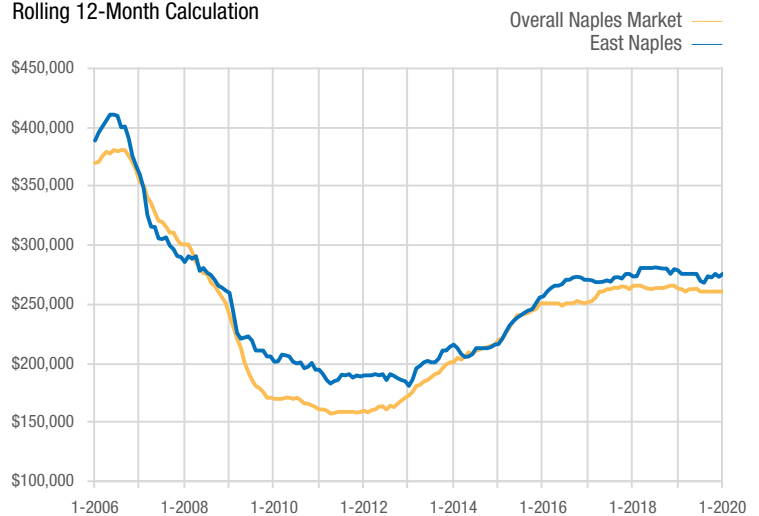
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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## Immokalee / Ave Maria

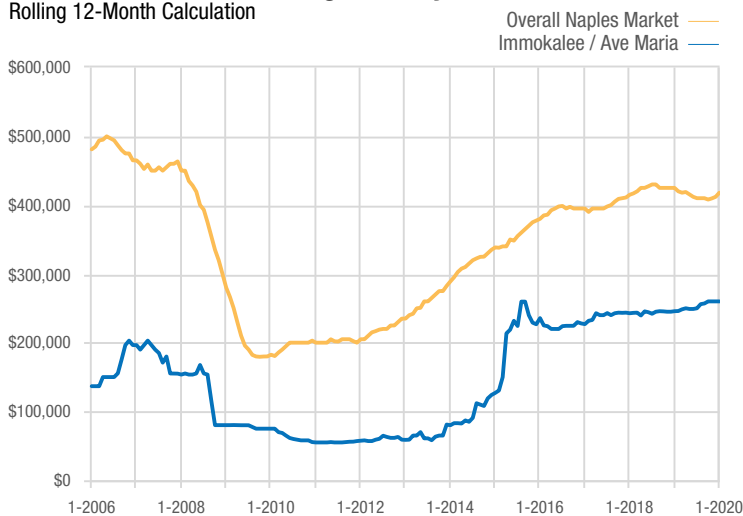
Single Family	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	25	20	- 20.0%	25	20	- 20.0%
Closed Sales	10	18	+ 80.0%	10	18	+ 80.0%
Days on Market Until Sale	33	75	+ 127.3%	33	75	+ 127.3%
Median Closed Price*	\$228,950	<b>\$256,500</b>	+ 12.0%	\$228,950	<b>\$256,500</b>	+ 12.0%
Average Closed Price*	\$254,419	<b>\$266,752</b>	+ 4.8%	\$254,419	<b>\$266,752</b>	+ 4.8%
Percent of Current List Price Received*	95.9%	<b>98.1%</b>	+ 2.3%	95.9%	<b>98.1%</b>	+ 2.3%
Inventory of Homes for Sale	99	93	- 6.1%	—	—	—
Months Supply of Inventory	8.1	6.9	- 14.8%	—	—	—

Condo	January			Year-to-Date		
	2019	2020	% Change	Thru 1-2019	Thru 1-2020	% Change
<b>Key Metrics</b>						
New Listings	1	7	+ 600.0%	1	7	+ 600.0%
Closed Sales	0	0	0.0%	0	0	0.0%
Days on Market Until Sale	—	—	—	—	—	—
Median Closed Price*	—	—	—	—	—	—
Average Closed Price*	—	—	—	—	—	—
Percent of Current List Price Received*	—	—	—	—	—	—
Inventory of Homes for Sale	15	18	+ 20.0%	—	—	—
Months Supply of Inventory	10.4	8.6	- 17.3%	—	—	—

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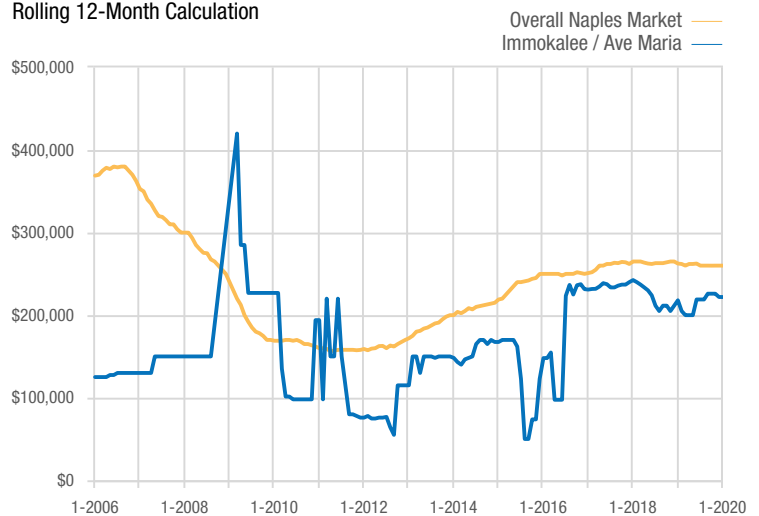
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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