

Annual Report on the Naples Area Housing Market

A Research Tool Provided by Naples Area Board of REALTORS®



2021

Fervent buyer demand, driven by pandemic-induced changes to housing needs and preferences, reached extraordinary levels in 2021. The inventory of homes for sale remained low, as home seller activity did not rise proportionally to meet this demand. New construction activity, while strong, remains limited by a combination of material and labor shortages, rising material costs, and a regulatory and operational environment that makes it difficult to scale quickly.

The strong seller's market of 2020 continued and even strengthened in 2021, with inventory levels remaining low and multiple offer situations common across much of the housing market both locally and nationally. Multiple offers again drove prices significantly higher for the year.

Sales: Total sales were up 25.8 percent to end the year at 15,523.

Prices: Home prices were up compared to last year. The overall median sales price increased 20.3 percent to \$445,000 for the year. Single Family home prices were up 27.6 percent compared to last year, and Townhouse-Condo home prices were up 20.7 percent.

List Price Received: Sellers received, on average, 98.6 percent of their original list price at sale, up 2.7 percent from last year.

Listings: Comparing 2021 to the prior year, the number of homes available for sale was lower by 76.6 percent. There were 1,042 active listings at the end of 2021. New listings decreased by 5.9 percent to finish the year at 14,755.

Sales by Price Range: The number of homes sold in the \$500,001 to \$1,000,000 price range rose 75.2 percent to 4,053 homes. Homes sold in the \$300,000 and Below price range were fell 7.4 percent to 4,074 homes.

Bedroom Count: Increases in closed sales occurred across homes of all sizes over the last year. In 2021, properties with 2 Bedrooms or Less saw the largest growth at 43.7 percent. The highest percent of original list price received at sale went to properties with 3 bedrooms at 98.9 percent.

The 2021 housing market was once again strong both locally and nationally. Inventory shortages and high buyer demand continued to push home prices higher, with multiple offers on a limited number of homes the common theme in most market segments.

This year looks to continue the trends seen in the last 18 months, pushing home prices higher still. As mortgage rates are likely to continue to rise over the year as well, housing affordability will remain an important factor to watch.

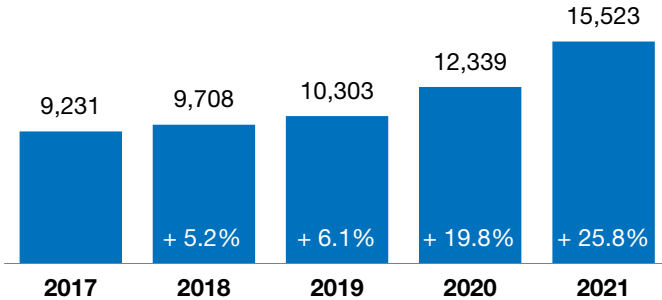
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Quick Facts



Total Sales



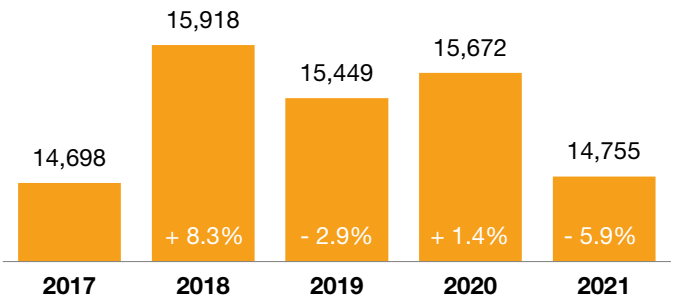
Top 5 Areas: Change in Total Sales from 2020

Everglades City	+ 66.7%
Immokalee	+ 63.2%
Immokalee / Ave Maria	+ 55.8%
34142	+ 55.8%
34105	+ 55.0%

Bottom 5 Areas: Change in Total Sales from 2020

North Naples	+ 17.6%
34110	+ 15.8%
34119	+ 14.5%
East Naples	+ 13.7%
34120	+ 5.8%

New Listings



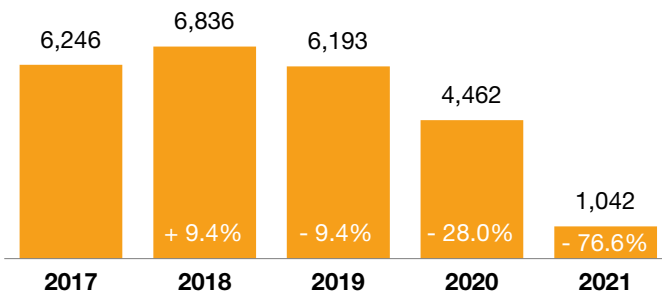
Top 5 Areas: Change in New Listings from 2020

Everglades City	+ 30.0%
34116	+ 28.1%
34117	+ 13.6%
34104	+ 5.3%
Central Naples	+ 4.6%

Bottom 5 Areas: Change in New Listings from 2020

North Naples	- 10.1%
34112	- 10.6%
34103	- 13.4%
34102	- 14.1%
34110	- 17.9%

Inventory of Homes for Sale



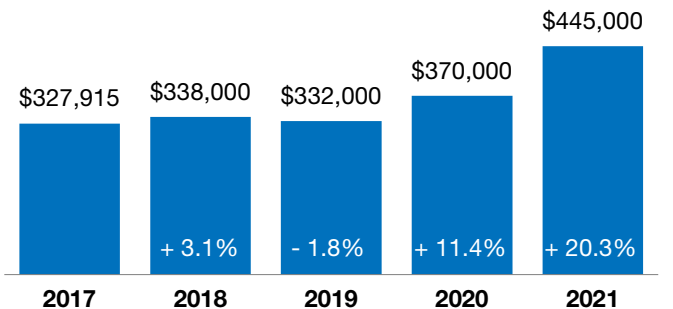
Top 5 Areas: Change in Homes for Sale from 2020

Everglades City	- 33.3%
34116	- 37.6%
34117	- 50.4%
34120	- 58.9%
34102	- 62.3%

Bottom 5 Areas: Change in Homes for Sale from 2020

34113	- 85.0%
34105	- 85.8%
34104	- 86.5%
34110	- 87.2%
Immokalee	- 89.8%

Median Closed Price



Top 5 Areas: Change in Median Sales Price from 2020

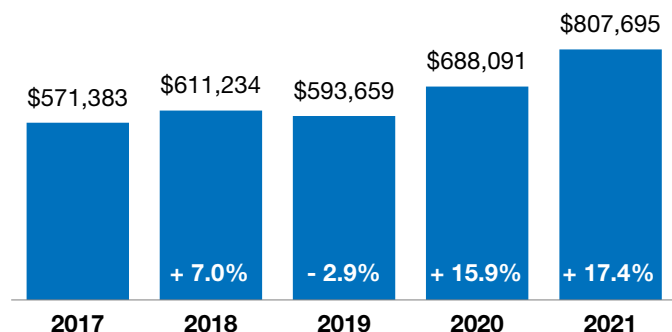
34120	+ 29.1%
East Naples	+ 26.6%
34117	+ 26.1%
Ave Maria	+ 24.8%
34109	+ 24.7%

Bottom 5 Areas: Change in Median Sales Price from 2020

Immokalee	+ 8.7%
34103	+ 5.7%
Naples Beach	+ 5.5%
34105	- 3.0%
Everglades City	- 5.5%

Quick Facts

Average Closed Price



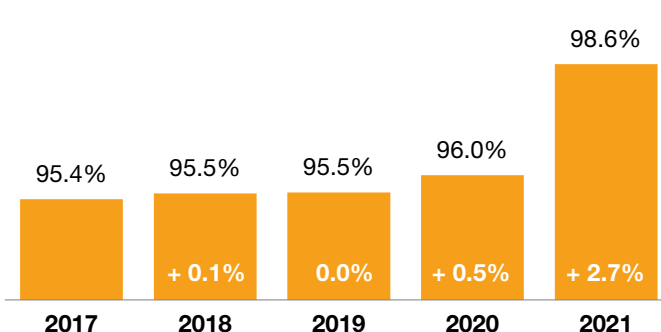
Top 5 Areas: Change in Average Closed Price from 2020

34117	+ 33.3%
34120	+ 29.9%
Ave Maria	+ 28.5%
East Naples	+ 26.7%
34116	+ 26.7%

Bottom 5 Areas: Change in Average Closed Price from 2020

34103	+ 12.4%
Central Naples	+ 11.2%
Everglades City	- 1.1%
34105	- 2.2%
34110	- 3.2%

Percent of List Price Received



Top 5 Areas: Change in Pct. of List Price Received from 2020

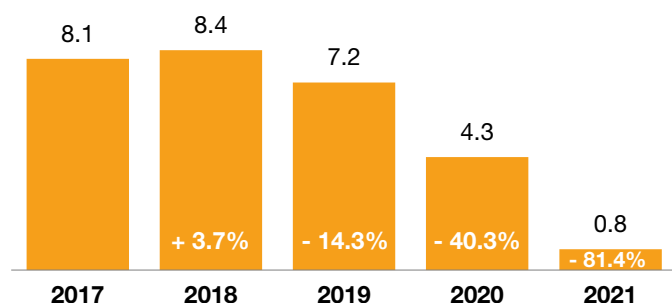
34102	+ 3.6%
34105	+ 3.6%
34109	+ 3.5%
Naples Beach	+ 3.4%
34103	+ 3.3%

Bottom 5 Areas: Change in Pct. of List Price Received from 2020

Immokalee / Ave Maria	+ 1.5%
34116	+ 1.2%
34117	+ 0.4%
Immokalee	+ 0.1%
Everglades City	- 0.4%

Months Supply of Inventory

At the end of the year.



Top 5 Areas: Months Supply of Inventory

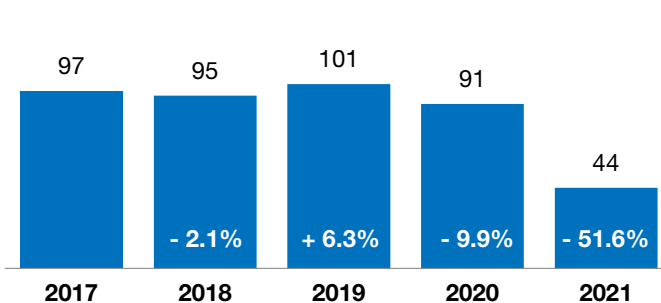
Everglades City	2.8
34117	2.0
34102	2.0
34116	1.6
34120	1.2

Bottom 5 Areas: Months Supply of Inventory

34105	0.5
34110	0.5
34109	0.5
34104	0.4
34137	0.0

Days on Market

At the end of the year.



Top 5 Areas: Change in Days on Market from 2020

Everglades City	+ 79.1%
34102	- 33.9%
34116	- 42.6%
Naples Beach	- 43.5%
34117	- 44.3%

Bottom 5 Areas: Change in Days on Market from 2020

East Naples	- 57.3%
34114	- 58.4%
34120	- 59.7%
34119	- 63.9%
Immokalee	- 64.0%

Property Type Review

41

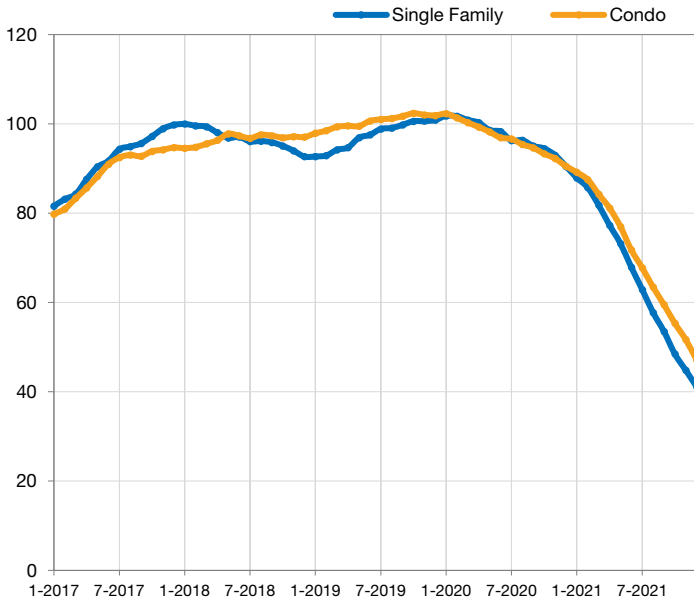
Average Days on Market
Single Family

47

Average Days on Market
Condo

Days on Market

This chart uses a rolling 12-month average for each data point.



Condo Market Share in 2021

34112	72.0%
34103	71.8%
34105	68.2%
South Naples	65.9%
Naples Beach	63.7%
34108	63.7%
34110	63.0%
34109	62.0%
34113	59.6%
34104	59.0%
Central Naples	57.1%
34102	55.7%
North Naples	54.8%
Naples	53.7%
Collier County	53.2%
34114	47.4%
34119	43.2%
East Naples	30.9%
34116	25.7%
34120	24.0%
Ave Maria	14.3%
Immokalee / Ave Maria	12.8%
34142	12.8%
Everglades City	10.0%
Immokalee	6.5%
34117	0.0%
34137	0.0%

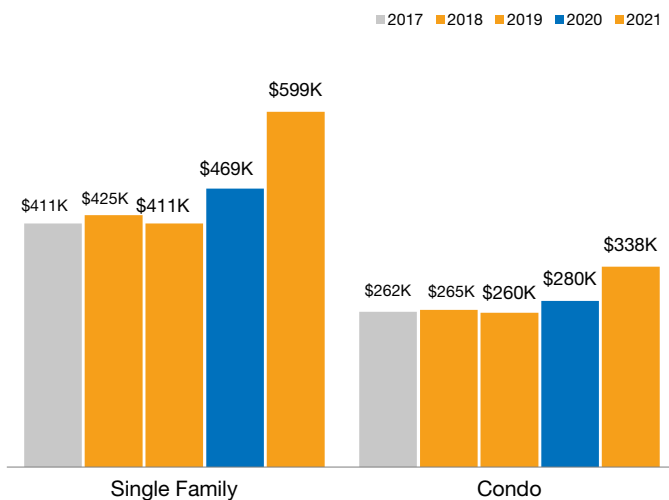
+ 27.6%

One-Year Change in Price
Single Family

+ 20.7%

One-Year Change in Price
Condo

Median Closed Price



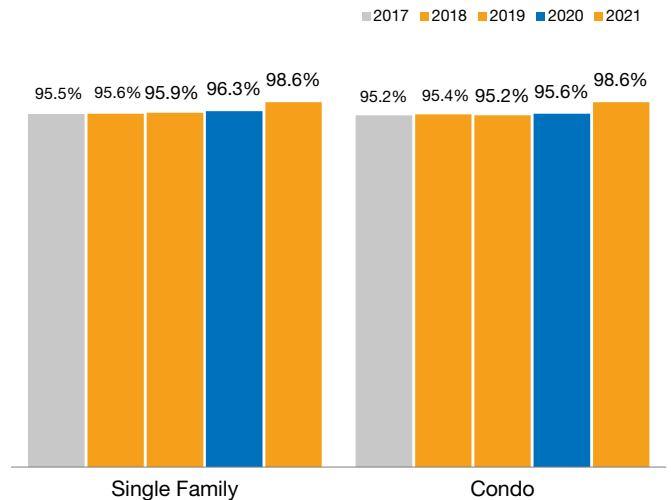
98.6%

Pct. of List Price Received
Single Family

98.6%

Pct. of List Price Received
Condo

Percent of List Price Received



Price Range Review

\$300,001 to \$500,000

Price Range with Shortest Average Days on Market Until Sale

\$2,000,001 and Above

Price Range with Longest Average Days on Market Until Sale

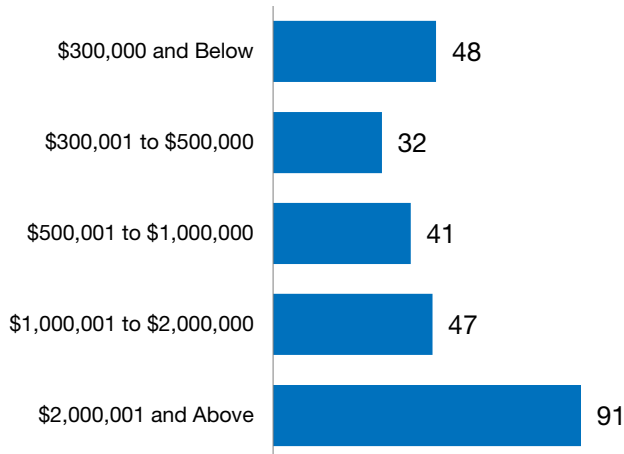
8.4%

of Sales at Year End Priced \$300,000 and Below

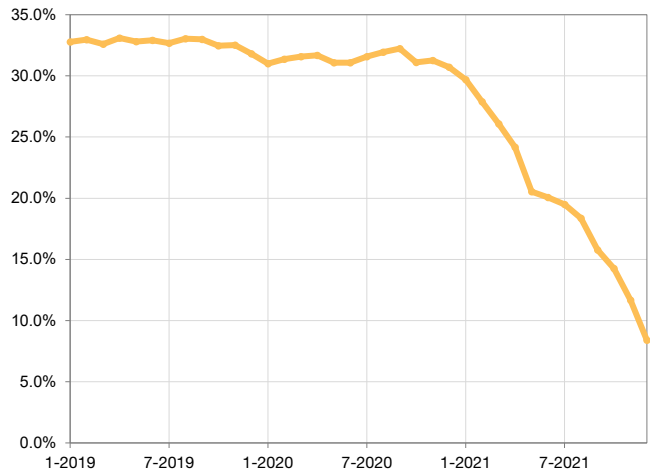
- 93.6%

One-Year Change in Homes for Sale Priced \$300,000 and Below

Days on Market Until Sale by Price Range



Share of Homes for Sale At Year End \$300,000 and Below



\$300,001 to \$500,000

Price Range with the Most Closed Sales

+ 75.2%

Price Range with Strongest One-Year Change in Sales: \$500,001 to \$1,000,000

\$2,000,001 and Above

Price Range with the Fewest Closed Sales

- 7.4%

Price Range with Weakest One-Year Change in Sales: \$300,000 and Below

Closed Sales by Price Range



Bedroom Count Review

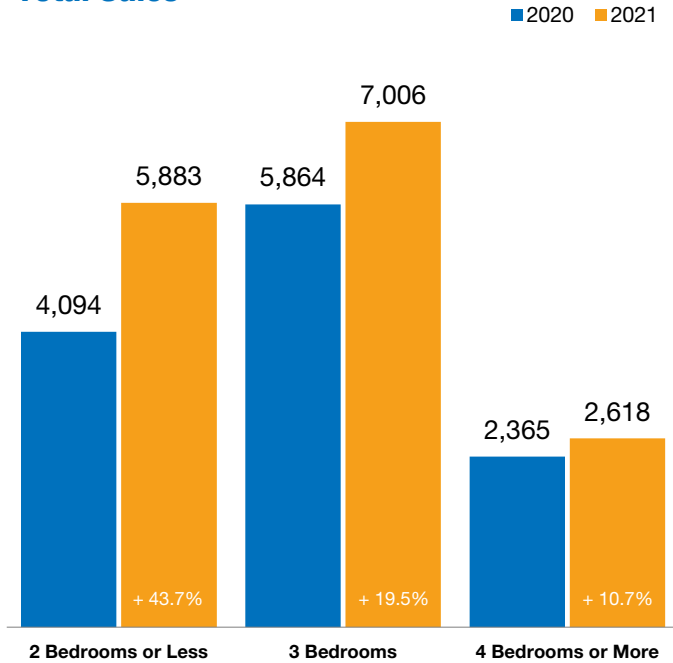
+ 43.7%

Growth in Total Sales
2 Bedrooms or Less

+ 10.7%

Growth in Total Sales
4 Bedrooms or More

Total Sales



4 Bedrooms or More Market Share in 2021

34119	30.2%
34117	29.2%
34102	28.5%
34120	27.2%
North Naples	21.3%
East Naples	19.7%
Immokalee	19.4%
34116	19.3%
Naples Beach	18.7%
Immokalee / Ave Maria	18.6%
34142	18.5%
Ave Maria	18.4%
Naples	16.8%
Collier County	16.7%
34109	16.6%
34103	15.9%
34110	14.7%
34108	14.1%
34105	13.6%
Central Naples	12.5%
34114	11.1%
34113	10.3%
Everglades City	10.0%
34104	8.9%
South Naples	7.0%
34112	3.7%
34137	0.0%

98.6%

Percent of List Price Received
in 2021 for
All Properties

98.4%

Percent of List Price Received
in 2021 for
2 Bedrooms or Less

98.9%

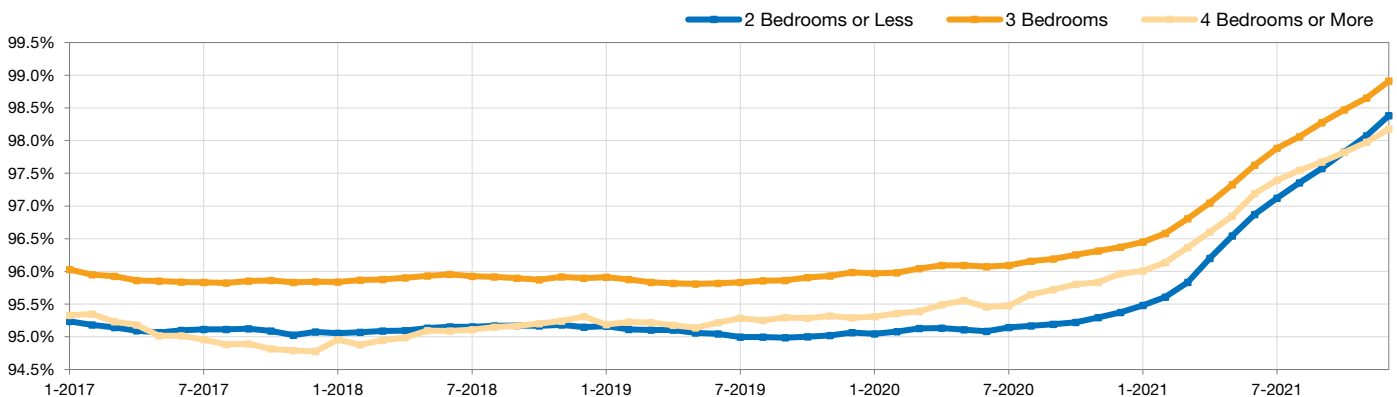
Percent of List Price Received
in 2021 for
3 Bedrooms

98.2%

Percent of List Price Received
in 2021 for
4 Bedrooms or More

Percent of List Price Received

This chart uses a rolling 12-month average for each data point.



Area Overviews



	Total Total Sales	Change from 2020	Change from 2017	New Listings	Average Days on Market	Inventory of Homes for Sale	Months Supply of Inventory	Pct. of List Price Received
Collier County	17,060	+ 25.9%	--	16,180	46	1,210	0.9	98.5%
Central Naples	2,329	+ 43.1%	+ 57.2%	2,246	39	125	0.6	98.7%
East Naples	3,257	+ 13.7%	+ 68.3%	3,367	35	306	1.1	98.9%
Immokalee / Ave Maria	335	+ 55.8%	+ 193.9%	332	48	25	0.9	98.7%
Naples Beach	3,028	+ 32.4%	+ 82.0%	2,790	65	288	1.1	97.8%
North Naples	3,913	+ 17.6%	+ 53.9%	3,603	38	177	0.5	99.0%
South Naples	2,661	+ 31.9%	+ 78.1%	2,417	46	121	0.5	98.4%
Everglades City	10	+ 66.7%	+ 100.0%	13	154	4	2.8	90.9%
Naples	15,187	+ 25.3%	+ 66.6%	14,424	44	1,020	0.8	98.6%
Ave Maria	272	+ 53.7%	+ 240.0%	269	53	19	0.8	98.9%
Immokalee	62	+ 63.2%	+ 82.4%	61	27	5	1.0	97.9%
34102	867	+ 23.9%	- 97.1%	850	80	141	2.0	97.7%
34103	875	+ 32.4%	+ 79.7%	770	63	70	1.0	97.6%
34104	1,021	+ 38.3%	+ 71.9%	950	39	34	0.4	98.8%
34105	919	+ 55.0%	+ 65.3%	827	42	38	0.5	98.5%
34108	1,286	+ 38.9%	+ 84.2%	1,170	56	77	0.7	98.0%
34109	1,013	+ 25.2%	- 96.6%	930	32	38	0.5	98.9%
34110	1,345	+ 15.8%	- 95.5%	1,154	52	53	0.5	98.9%
34112	1,350	+ 28.1%	- 95.5%	1,246	43	64	0.6	98.4%
34113	1,311	+ 36.1%	- 95.6%	1,171	48	57	0.5	98.4%
34114	1,343	+ 19.1%	- 95.5%	1,324	42	93	0.8	98.3%
34116	389	+ 31.0%	- 98.7%	469	31	53	1.6	99.1%
34117	380	+ 32.9%	- 98.7%	435	34	62	2.0	98.5%
34119	1,555	+ 14.5%	- 94.8%	1,519	30	86	0.7	99.2%
34120	1,534	+ 5.8%	- 94.9%	1,608	29	151	1.2	99.5%
34137	0	--	--	--	--	--	0.0	0.0%
34142	335	+ 55.8%	- 98.9%	332	48	25	0.9	98.7%

Area Prices



	2017	2018	2019	2020	2021	Change From 2020	Change From 2017
Collier County	\$340,000	\$350,000	\$344,000	\$385,900	\$465,000	+ 20.5%	+ 36.8%
Central Naples	\$250,000	\$259,000	\$262,000	\$287,250	\$320,000	+ 11.4%	+ 28.0%
East Naples	\$312,500	\$315,000	\$319,000	\$343,900	\$435,000	+ 26.5%	+ 39.2%
Immokalee / Ave Maria	\$243,360	\$242,000	\$254,000	\$266,000	\$330,000	+ 24.1%	+ 35.6%
Naples Beach	\$764,450	\$750,000	\$816,000	\$877,500	\$925,250	+ 5.4%	+ 21.0%
North Naples	\$380,000	\$400,000	\$390,000	\$430,500	\$510,000	+ 18.5%	+ 34.2%
South Naples	\$242,000	\$250,000	\$249,900	\$275,000	\$320,000	+ 16.4%	+ 32.2%
Everglades City	\$235,000	\$215,000	\$133,000	\$275,000	\$260,000	- 5.5%	+ 10.6%
Naples	\$330,000	\$340,000	\$335,000	\$375,000	\$450,000	+ 20.0%	+ 36.4%
Ave Maria	\$257,500	\$268,500	\$285,000	\$280,000	\$349,500	+ 24.8%	+ 35.7%
Immokalee	\$170,000	\$186,758	\$177,900	\$200,950	\$218,450	+ 8.7%	+ 28.5%
34102	\$985,000	\$1,047,500	\$1,100,000	\$1,262,500	\$1,370,000	+ 8.5%	+ 39.1%
34103	\$860,000	\$785,000	\$840,000	\$875,000	\$925,000	+ 5.7%	+ 7.6%
34104	\$214,250	\$229,950	\$235,000	\$247,500	\$282,500	+ 14.1%	+ 31.9%
34105	\$290,000	\$300,000	\$275,000	\$355,000	\$344,500	- 3.0%	+ 18.8%
34108	\$635,000	\$640,000	\$650,000	\$699,000	\$820,000	+ 17.3%	+ 29.1%
34109	\$355,000	\$365,000	\$358,500	\$385,000	\$480,000	+ 24.7%	+ 35.2%
34110	\$380,000	\$426,000	\$390,000	\$465,000	\$515,000	+ 10.8%	+ 35.5%
34112	\$205,000	\$204,000	\$195,500	\$220,000	\$258,000	+ 17.3%	+ 25.9%
34113	\$310,000	\$301,500	\$315,000	\$338,000	\$390,000	+ 15.4%	+ 25.8%
34114	\$325,000	\$325,000	\$332,250	\$375,840	\$458,281	+ 21.9%	+ 41.0%
34116	\$246,250	\$265,000	\$280,000	\$300,000	\$345,000	+ 15.0%	+ 40.1%
34117	\$290,000	\$304,500	\$318,000	\$335,000	\$422,500	+ 26.1%	+ 45.7%
34119	\$395,000	\$410,000	\$411,700	\$440,000	\$530,500	+ 20.6%	+ 34.3%
34120	\$310,000	\$312,900	\$310,000	\$330,000	\$426,000	+ 29.1%	+ 37.4%
34137	\$0	\$180,000	\$0	\$0	\$0	--	--
34142	\$243,360	\$242,000	\$254,000	\$266,000	\$330,000	+ 24.1%	+ 35.6%