

# Naples Area Market Report



## August 2020

Closed sales activity in the Naples area housing market maintained steady momentum through August with a 35.2 percent increase in overall closed sales to 1,098 closed sales from 812 in August 2019. According to the August 2020 Market Report released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), homebuying activity in Naples during the last three months exceeded activity reported in the first three months of 2020, more typically known as our peak resident season. Broker analysts reviewing the report predict this momentum, driven from more closed sales, more new pending sales, and more new listings compared to a year ago, will set the Naples area housing market up for continued positive performance into the fall months.

The market report showed August had the highest month-over-month increase in pending sales compared to any other month reported in 2020, with a 70.4 percent increase to 1,479 pending sales from 868 pending sales in August 2019. Not surprising, homebuyers seeking single-family homes continued to tilt the scales in August as the report showed a 76.4 percent increase for this home category, while pending sales of condominiums increased 63.9 percent.

In comparison, this summer's closed sales have eclipsed our peak season's closed sales as there were a combined 3,133 closed sales reported during June, July and August compared to a combined 2,659 closed sales reported in January, February and March.

August's inventory decreased 29.1 percent to 4,174 properties from 5,887 properties in August 2019. However, despite the month-over-month drop in inventory during August, there were more new listings added over the summer months than new listings added during the peak season months. Broker analysts were quick to point out that some of the new listings added during the summer were likely listings that had been pulled off the market during the Great Lockdown, which occurred in April and May.

Overall median closed prices in August increased 26.7 percent to \$399,000 from \$315,000 in August 2019. Single-family home median prices increased 15.7 percent to \$457,000 from \$395,000 in August 2019, and condominium median closed prices increased 18.4 percent in August to \$290,000 from \$245,000 in August 2019. However, keep in mind that the median closed price is a figure that is "in the middle," as half of homes listed are above this price and exactly half are below this price. Broker analysts reviewing the report were quick to point out that one sale of a high-worth property (e.g., \$2 million+) during a given month can greatly influence this figure, and that it doesn't mean all home prices increased. As such, when evaluating pricing trends, brokers prefer to use the 12-month ending median closed price statistics. For the 12-months ending August 2020, the median closed price increased 5.4 percent. Interestingly, using this metric, the August report showed median closed prices for homes between \$300,000 and \$2 million have actually decreased.

Geographically, closed sales of properties in the Naples Beach area (34102, 34103, 34108) during August increased 84.4 percent and saw an 82 percent increase in median closed price; the South Naples area (34112, 34113) reported the most new listings in August, with a 32.7 percent increase; and the East Naples area (34114, 34117, 34120, 34137) reported the biggest drop in months of inventory to 2.9 months of inventory in August from 6.4 months of inventory in August 2019.

## Quick Facts

<b>+ 35.2%</b>	<b>+ 26.7%</b>	<b>- 29.1%</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>+ 18.0%</b>	<b>+ 14.1%</b>	<b>+ 9.9%</b>
Price Range With the Strongest Sales: <b>\$2,000,001 and Above</b>	Bedroom Count With Strongest Sales: <b>4 Bedrooms or More</b>	Property Type With Strongest Sales: <b>Single Family</b>

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# 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	8-2019	8-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		1,001	<b>1,246</b>	+ 24.5%	10,514	<b>10,371</b>	- 1.4%
Closed Sales		812	<b>1,098</b>	+ 35.2%	7,144	<b>7,338</b>	+ 2.7%
Days on Market Until Sale		102	<b>96</b>	- 5.9%	103	<b>95</b>	- 7.8%
Median Closed Price		\$315,000	<b>\$399,000</b>	+ 26.7%	\$333,000	<b>\$359,900</b>	+ 8.1%
Average Closed Price		\$509,834	<b>\$734,827</b>	+ 44.1%	\$615,889	<b>\$662,511</b>	+ 7.6%
Percent of Current List Price Received		95.6%	<b>96.3%</b>	+ 0.7%	95.4%	<b>95.7%</b>	+ 0.3%
Pending Listings		868	<b>1,479</b>	+ 70.4%	8,906	<b>10,036</b>	+ 12.7%
Inventory of Homes for Sale		5,887	<b>4,174</b>	- 29.1%	—	—	—
Months Supply of Inventory		7.2	<b>4.8</b>	- 33.3%	—	—	—

# 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	8-201	8-202	% Change	YTD 2019	YTD 2020	% Change
New Listings		524	<b>583</b>	+ 11.3%	5,338	<b>5,103</b>	- 4.4%
Closed Sales		421	<b>583</b>	+ 38.5%	3,560	<b>3,815</b>	+ 7.2%
Days on Market Until Sale		95	<b>97</b>	+ 2.1%	102	<b>96</b>	- 5.9%
Median Closed Price		\$395,000	<b>\$457,000</b>	+ 15.7%	\$410,000	<b>\$446,250</b>	+ 8.8%
Average Closed Price		\$638,117	<b>\$773,424</b>	+ 21.2%	\$780,116	<b>\$820,297</b>	+ 5.2%
Percent of Current List Price Received		95.9%	<b>96.5%</b>	+ 0.6%	95.8%	<b>96.0%</b>	+ 0.2%
Pending Listings		449	<b>792</b>	+ 76.4%	4,438	<b>5,383</b>	+ 21.3%
Inventory of Homes for Sale		3,041	<b>1,784</b>	- 41.3%	—	—	—
Months Supply of Inventory		7.4	<b>3.9</b>	- 47.3%	—	—	—

# Condo Market Overview

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



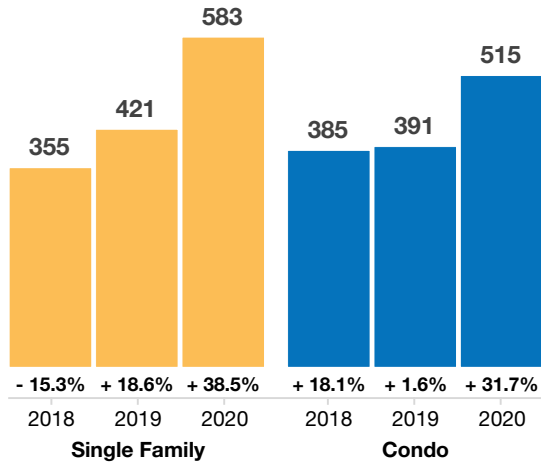
Key Metrics	Historical Sparkbars	8-201	8-202	% Change	YTD 2019	YTD 2020	% Change
New Listings		477	663	+ 39.0%	5,176	5,268	+ 1.8%
Closed Sales		391	515	+ 31.7%	3,584	3,523	- 1.7%
Days on Market Until Sale		109	95	- 12.8%	103	94	- 8.7%
Median Closed Price		\$245,000	\$290,000	+ 18.4%	\$263,000	\$275,000	+ 4.6%
Average Closed Price		\$371,708	\$691,134	+ 85.9%	\$452,806	\$491,639	+ 8.6%
Percent of Current List Price Received		95.3%	96.1%	+ 0.8%	95.1%	95.4%	+ 0.3%
Pending Listings		419	687	+ 63.9%	4,372	4,881	+ 11.6%
Inventory of Homes for Sale		2,846	2,390	- 16.0%	—	—	—
Months Supply of Inventory		7.0	5.7	- 18.6%	—	—	—

# Overall Closed Sales

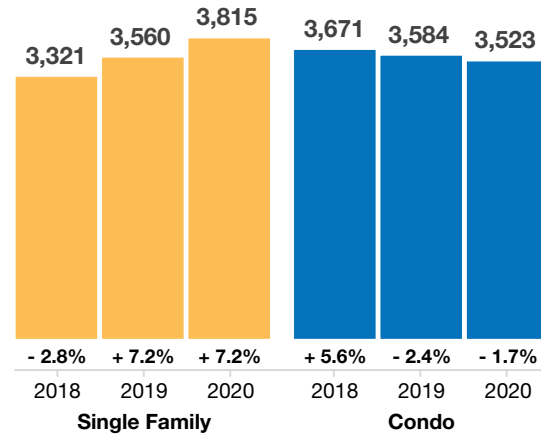
A count of the actual sales that closed in a given month.



## August

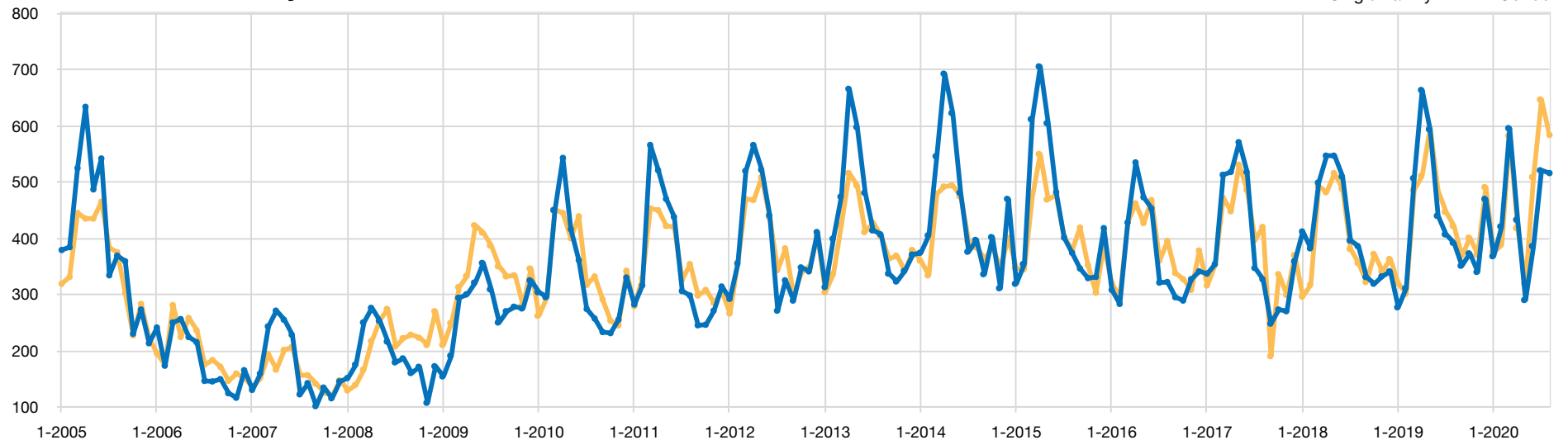


## Year-to-Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	367	+ 14.3%	350	+ 6.1%
Oct-2019	400	+ 7.8%	372	+ 17.0%
Nov-2019	370	+ 8.8%	339	+ 2.4%
Dec-2019	490	+ 35.4%	469	+ 37.9%
Jan-2020	374	+ 17.2%	367	+ 33.0%
Feb-2020	387	+ 29.0%	420	+ 35.5%
Mar-2020	582	+ 20.0%	595	+ 17.6%
Apr-2020	417	- 18.2%	432	- 34.8%
May-2020	318	- 46.6%	289	- 51.3%
Jun-2020	508	+ 5.0%	385	- 12.3%
Jul-2020	646	+ 44.8%	520	+ 28.1%
<b>Aug-2020</b>	<b>583</b>	<b>+ 38.5%</b>	<b>515</b>	<b>+ 31.7%</b>
12-Month Avg	454	+ 9.9%	421	+ 2.9%

## Overall Closed Sales by Month



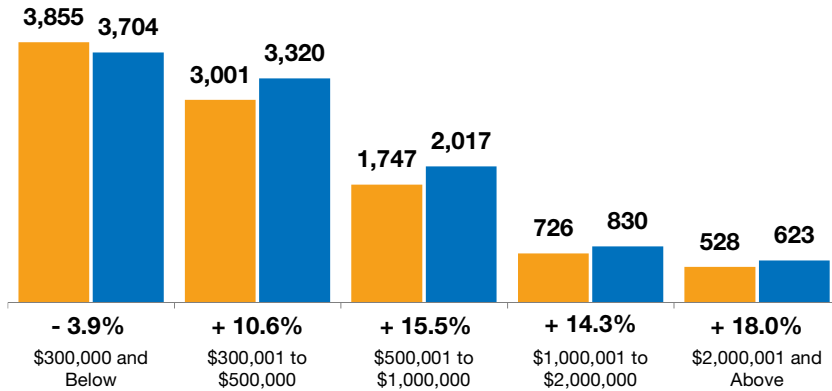
# Overall Closed Sales by Price Range

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



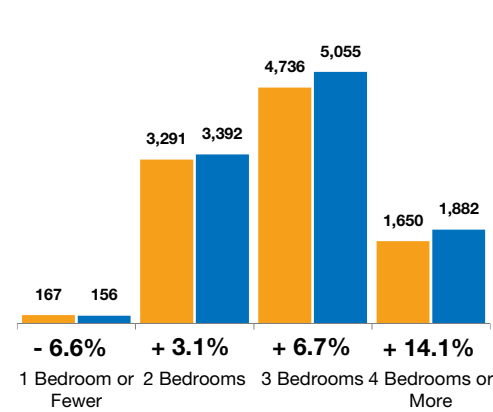
## By Price Range

8-2019 8-2020



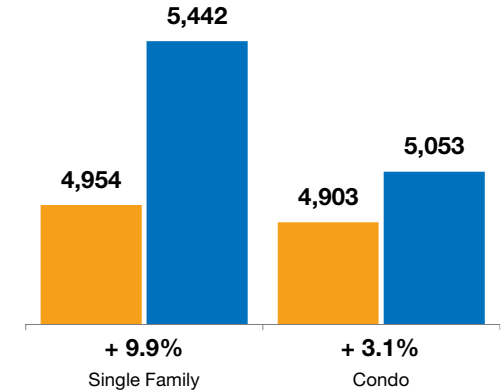
## By Bedroom Count

8-2019 8-2020



## By Property Type

8-2019 8-2020



## All Properties

### By Price Range

	8-2019	8-2020	Change
\$300,000 and Below	3,855	3,704	- 3.9%
\$300,001 to \$500,000	3,001	3,320	+ 10.6%
\$500,001 to \$1,000,000	1,747	2,017	+ 15.5%
\$1,000,001 to \$2,000,000	726	830	+ 14.3%
\$2,000,001 and Above	528	623	+ 18.0%
<b>All Price Ranges</b>	<b>9,857</b>	<b>10,495</b>	<b>+ 6.5%</b>

## Single Family

	8-2019	8-2020	Change
1 Bedroom or Fewer	1,092	944	- 13.6%
2 Bedrooms	1,876	2,129	+ 13.5%
3 Bedrooms	1,187	1,419	+ 19.5%
4 Bedrooms or More	427	513	+ 20.1%
<b>All Single Family</b>	<b>4,954</b>	<b>5,442</b>	<b>+ 9.9%</b>

## Condo

	8-2019	8-2020	Change
1 Bedroom or Fewer	2763	2760	- 0.1%
2 Bedrooms	1125	1191	+ 5.9%
3 Bedrooms	560	598	+ 6.8%
4 Bedrooms or More	299	317	+ 6.0%
<b>All Condo</b>	<b>4,903</b>	<b>5,053</b>	<b>+ 3.1%</b>

### By Bedroom Count

	8-2019	8-2020	Change
1 Bedroom or Fewer	167	156	- 6.6%
2 Bedrooms	3,291	3,392	+ 3.1%
3 Bedrooms	4,736	5,055	+ 6.7%
4 Bedrooms or More	1,650	1,882	+ 14.1%
<b>All Bedroom Counts</b>	<b>9,857</b>	<b>10,495</b>	<b>+ 6.5%</b>

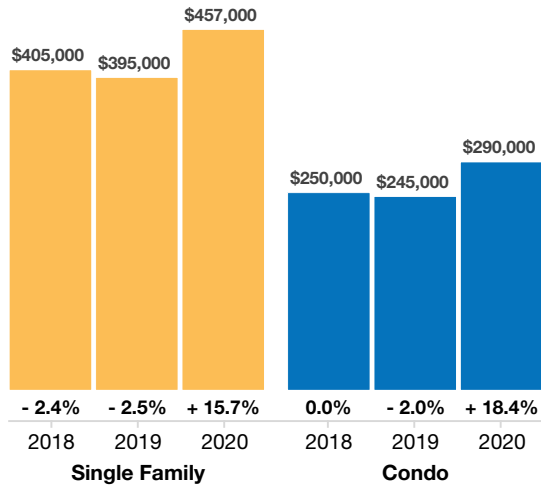
	8-2019	8-2020	Change
1 Bedroom or Fewer	23	22	- 4.3%
2 Bedrooms	493	485	- 1.6%
3 Bedrooms	2,889	3,176	+ 9.9%
4 Bedrooms or More	1,547	1,758	+ 13.6%
<b>All Single Family</b>	<b>4,954</b>	<b>5,442</b>	<b>+ 9.9%</b>

# Overall Median Closed Price

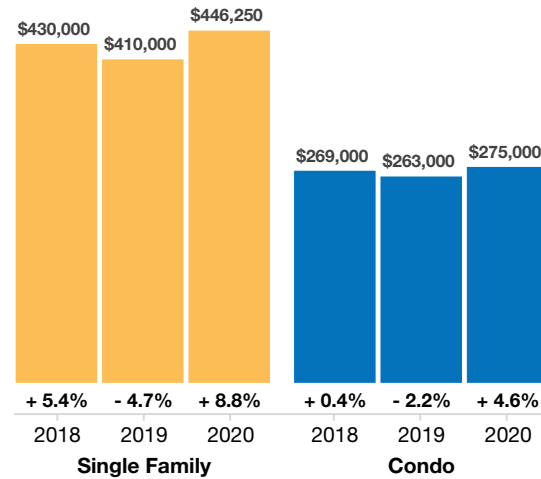
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



## August



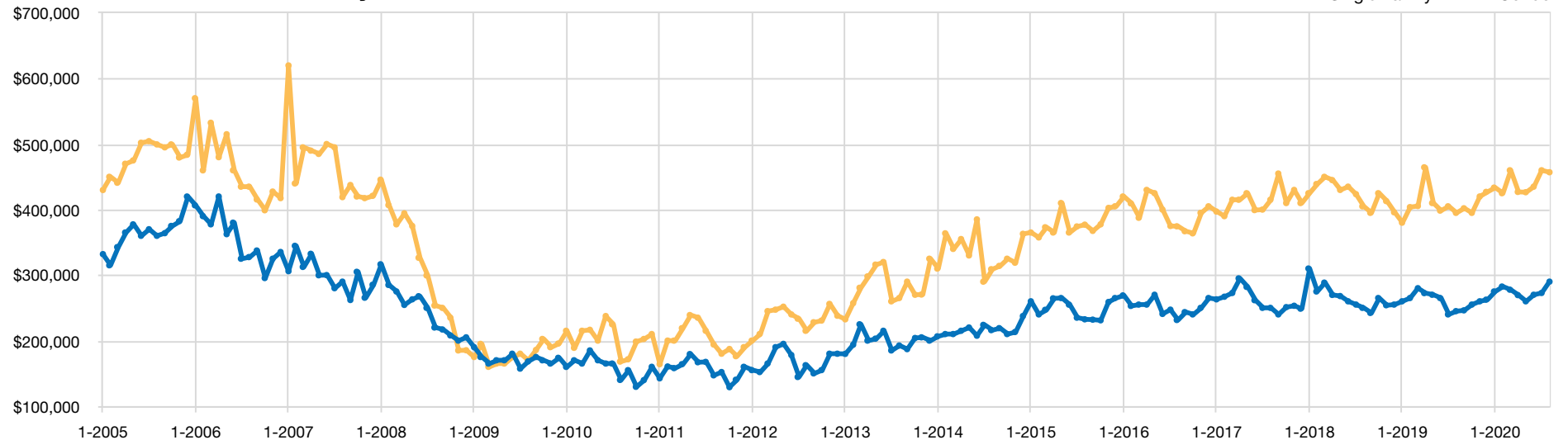
## Year-to-Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	\$402,000	+ 1.8%	\$246,195	+ 1.6%
Oct-2019	\$395,000	- 7.1%	\$255,000	- 3.8%
Nov-2019	\$420,000	+ 1.7%	\$260,000	+ 2.4%
Dec-2019	\$427,000	+ 7.9%	\$262,500	+ 2.9%
Jan-2020	\$433,500	+ 14.1%	\$275,000	+ 5.8%
Feb-2020	\$425,000	+ 5.3%	\$282,500	+ 6.6%
Mar-2020	\$460,000	+ 13.4%	\$277,715	- 0.8%
Apr-2020	\$427,000	- 8.1%	\$269,500	- 1.1%
May-2020	\$426,518	+ 4.0%	\$260,000	- 3.7%
Jun-2020	\$435,000	+ 9.2%	\$270,000	+ 1.9%
Jul-2020	\$460,000	+ 13.6%	\$272,750	+ 13.6%
<b>Aug-2020</b>	<b>\$457,000</b>	<b>+ 15.7%</b>	<b>\$290,000</b>	<b>+ 18.4%</b>
12-Month Avg*	\$435,000	+ 6.1%	\$269,135	+ 3.5%

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

## Overall Median Closed Price by Month

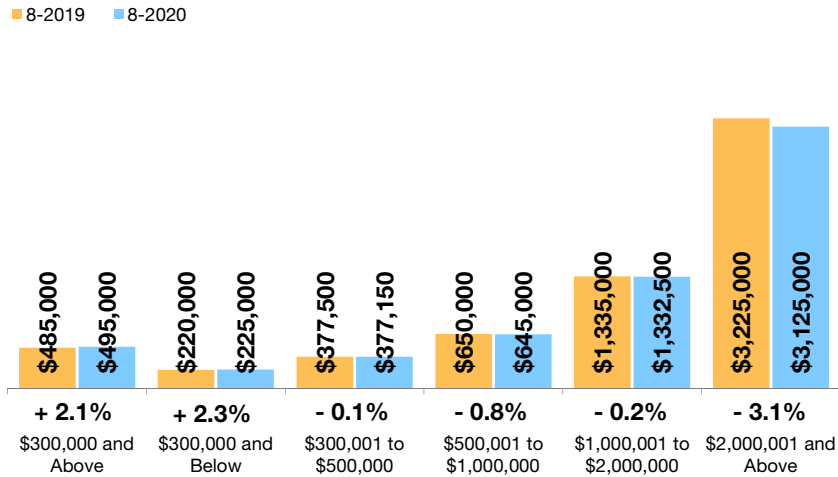


# Overall Median Closed Price by Price Range

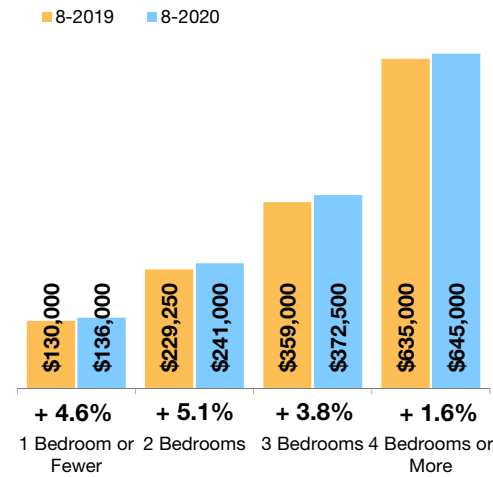


Median price point for all closed sales, not accounting for seller concessions. Based on a rolling 12-month median.

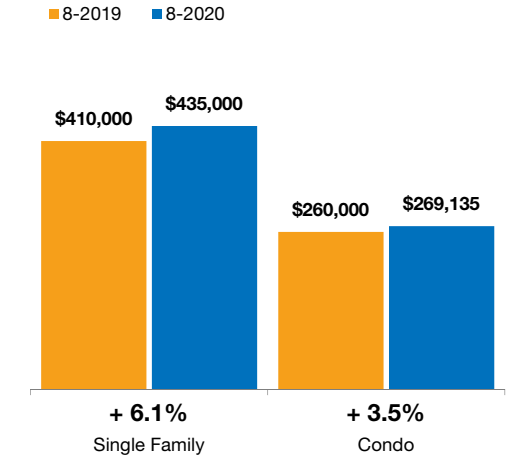
## By Price Range



## By Bedroom Count



## By Property Type



### All Properties

By Price Range	8-2019	8-2020	Change
\$300,000 and Above	\$485,000	\$495,000	+ 2.1%
\$300,000 and Below	\$220,000	\$225,000	+ 2.3%
\$300,001 to \$500,000	\$377,500	\$377,150	- 0.1%
\$500,001 to \$1,000,000	\$650,000	\$645,000	- 0.8%
\$1,000,001 to \$2,000,000	\$1,335,000	\$1,332,500	- 0.2%
\$2,000,001 and Above	\$3,225,000	\$3,125,000	- 3.1%
<b>All Price Ranges</b>	<b>\$332,000</b>	<b>\$350,000</b>	<b>+ 5.4%</b>

### Single Family

	8-2019	8-2020	Change
\$300,000 and Above	\$488,000	\$498,000	+ 2.0%
\$300,000 and Below	\$260,000	\$268,000	+ 3.1%
\$300,001 to \$500,000	\$385,000	\$386,750	+ 0.5%
\$500,001 to \$1,000,000	\$646,577	\$639,000	- 1.2%
\$1,000,001 to \$2,000,000	\$1,350,000	\$1,325,000	- 1.9%
\$2,000,001 and Above	\$3,350,000	\$3,325,000	- 0.7%
<b>All Single Family</b>	<b>\$410,000</b>	<b>\$435,000</b>	<b>+ 6.1%</b>

### Condo

	8-2019	8-2020	Change
\$300,000 and Above	\$475,000	\$489,500	+ 3.1%
\$300,000 and Below	\$200,000	\$210,000	+ 5.0%
\$300,001 to \$500,000	\$365,000	\$360,000	- 1.4%
\$500,001 to \$1,000,000	\$660,000	\$673,500	+ 2.0%
\$1,000,001 to \$2,000,000	\$1,321,250	\$1,350,000	+ 2.2%
\$2,000,001 and Above	\$2,878,750	\$2,570,000	- 10.7%
<b>All Condo</b>	<b>\$260,000</b>	<b>\$269,135</b>	<b>+ 3.5%</b>

## By Bedroom Count

	8-2019	8-2020	Change
1 Bedroom or Fewer	\$130,000	\$136,000	+ 4.6%
2 Bedrooms	\$229,250	\$241,000	+ 5.1%
3 Bedrooms	\$359,000	\$372,500	+ 3.8%
4 Bedrooms or More	\$635,000	\$645,000	+ 1.6%
<b>All Bedroom Counts</b>	<b>\$332,000</b>	<b>\$350,000</b>	<b>+ 5.4%</b>

	8-2019	8-2020	Change
1 Bedroom or Fewer	\$84,500	\$94,000	+ 11.2%
2 Bedrooms	\$277,500	\$299,900	+ 8.1%
3 Bedrooms	\$375,000	\$400,000	+ 6.7%
4 Bedrooms or More	\$630,000	\$625,000	- 0.8%
<b>All Single Family</b>	<b>\$410,000</b>	<b>\$435,000</b>	<b>+ 6.1%</b>
	8-2019	8-2020	Change
1 Bedroom or Fewer	\$134,500	\$145,000	+ 7.8%
2 Bedrooms	\$220,000	\$230,000	+ 4.5%
3 Bedrooms	\$325,000	\$320,000	- 1.5%
4 Bedrooms or More	\$1,175,000	\$2,125,000	+ 80.9%
<b>All Condo</b>	<b>\$260,000</b>	<b>\$269,135</b>	<b>+ 3.5%</b>

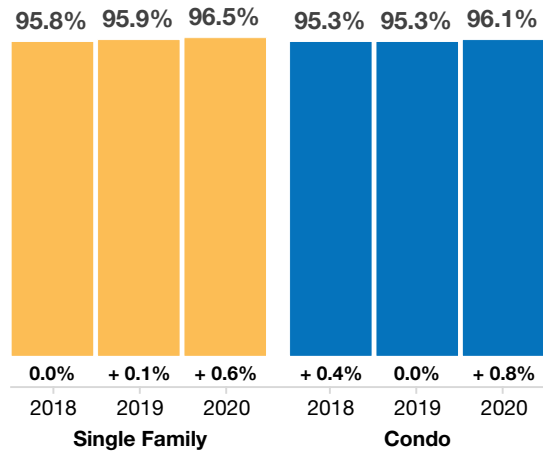


# Overall Percent of Current List Price Received

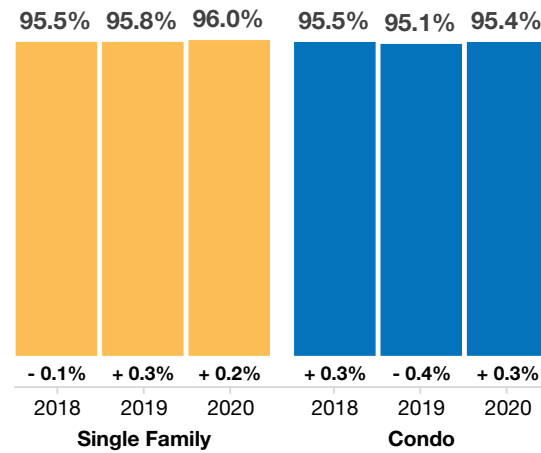


Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

## August



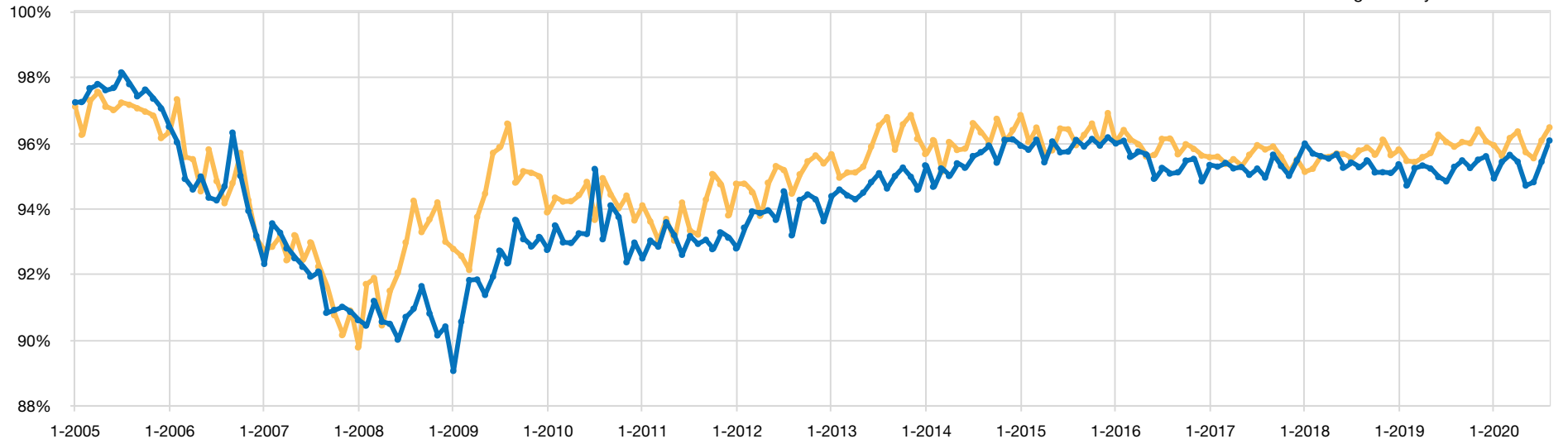
## Year-to-Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	96.0%	+ 0.2%	95.5%	0.0%
Oct-2019	96.0%	+ 0.4%	95.2%	+ 0.1%
Nov-2019	96.4%	+ 0.3%	95.5%	+ 0.4%
Dec-2019	96.0%	+ 0.4%	95.6%	+ 0.5%
Jan-2020	95.9%	+ 0.1%	94.9%	- 0.4%
Feb-2020	95.6%	+ 0.2%	95.4%	+ 0.7%
Mar-2020	96.1%	+ 0.7%	95.6%	+ 0.4%
Apr-2020	96.3%	+ 0.7%	95.4%	+ 0.1%
May-2020	95.7%	0.0%	94.7%	- 0.5%
Jun-2020	95.5%	- 0.7%	94.8%	- 0.2%
Jul-2020	96.1%	+ 0.1%	95.4%	+ 0.6%
<b>Aug-2020</b>	<b>96.5%</b>	<b>+ 0.6%</b>	<b>96.1%</b>	<b>+ 0.8%</b>
12-Month Avg*	96.0%	+ 0.3%	95.4%	+ 0.3%

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

## Overall Percent of Current List Price Received by Month



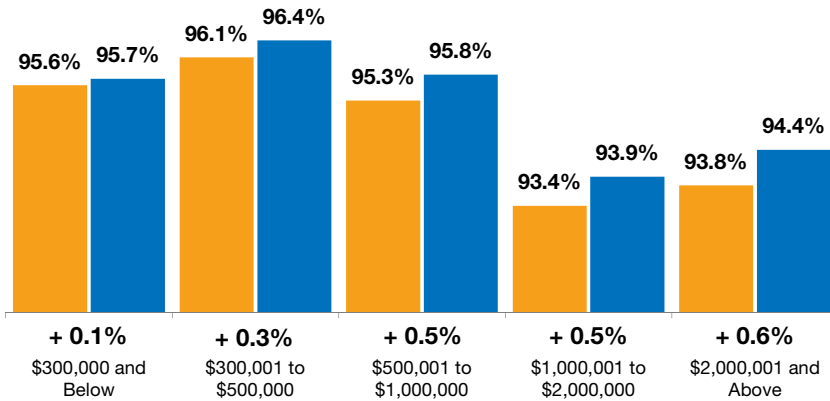
# Overall Percent of List Price Received by Price Range

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.



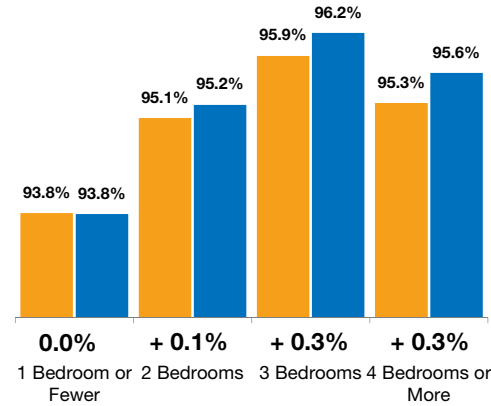
## By Price Range

8-2019 8-2020



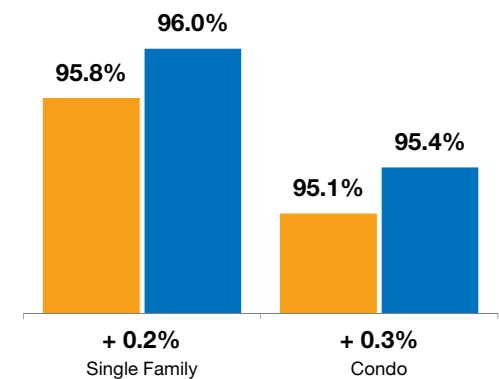
## By Bedroom Count

8-2019 8-2020



## By Property Type

8-2019 8-2020



## All Properties

By Price Range	8-2019	8-2020	Change
\$300,000 and Below	95.6%	95.7%	+ 0.1%
\$300,001 to \$500,000	96.1%	96.4%	+ 0.3%
\$500,001 to \$1,000,000	95.3%	95.8%	+ 0.5%
\$1,000,001 to \$2,000,000	93.4%	93.9%	+ 0.5%
\$2,000,001 and Above	93.8%	94.4%	+ 0.6%
<b>All Price Ranges</b>	<b>95.5%</b>	<b>95.7%</b>	<b>+ 0.2%</b>

## Single Family

8-2019	8-2020	Change	8-2019	8-2020	Change
96.6%	96.6%	0.0%	95.1%	95.3%	+ 0.2%
96.3%	96.7%	+ 0.4%	95.6%	95.7%	+ 0.1%
95.4%	96.0%	+ 0.6%	95.0%	95.2%	+ 0.2%
93.1%	93.4%	+ 0.3%	93.9%	94.8%	+ 1.0%
93.4%	93.8%	+ 0.4%	94.6%	96.0%	+ 1.5%
<b>95.8%</b>	<b>96.0%</b>	<b>+ 0.2%</b>	<b>95.1%</b>	<b>95.4%</b>	<b>+ 0.3%</b>

## Condo

By Bedroom Count	8-2019	8-2020	Change
1 Bedroom or Fewer	93.8%	93.8%	0.0%
2 Bedrooms	95.1%	95.2%	+ 0.1%
3 Bedrooms	95.9%	96.2%	+ 0.3%
4 Bedrooms or More	95.3%	95.6%	+ 0.3%
<b>All Bedroom Counts</b>	<b>95.5%</b>	<b>95.7%</b>	<b>+ 0.2%</b>

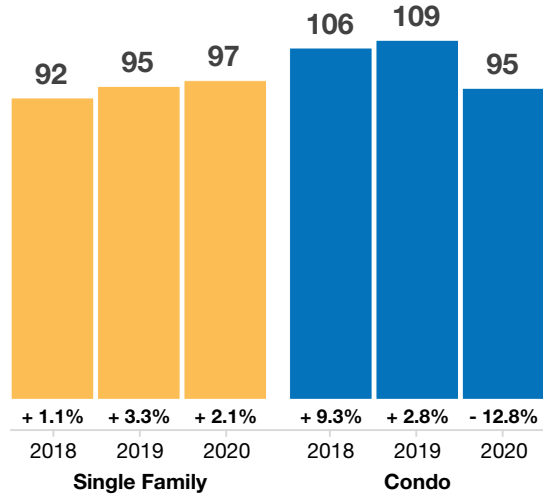
8-2019	8-2020	Change	8-2019	8-2020	Change
91.4%	93.4%	+ 2.2%	94.2%	93.9%	- 0.3%
94.6%	95.0%	+ 0.4%	95.1%	95.3%	+ 0.2%
96.3%	96.5%	+ 0.2%	95.2%	95.6%	+ 0.4%
95.3%	95.5%	+ 0.2%	94.6%	97.4%	+ 3.0%
<b>95.8%</b>	<b>96.0%</b>	<b>+ 0.2%</b>	<b>95.1%</b>	<b>95.4%</b>	<b>+ 0.3%</b>

# Overall Days on Market Until Sale

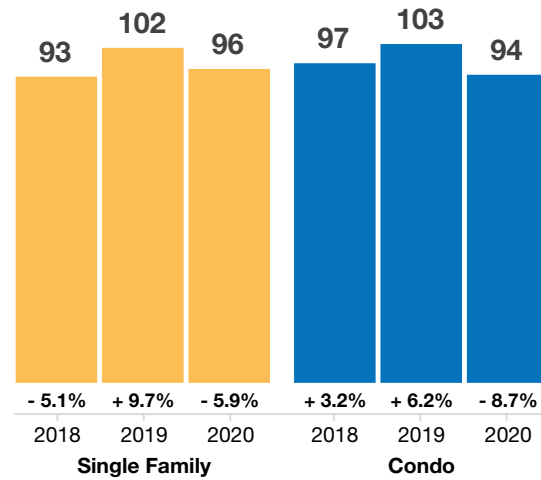
Average number of days between when a property is listed and when an offer is accepted in a given month.



## August



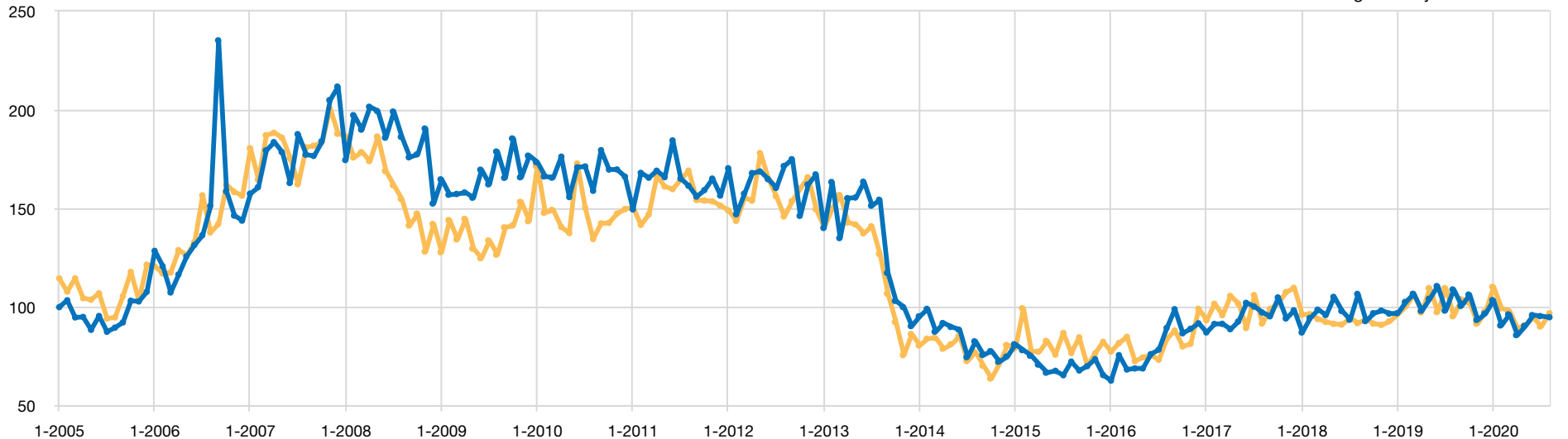
## Year-to-Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	104	+ 10.6%	100	+ 7.5%
Oct-2019	102	+ 12.1%	106	+ 9.3%
Nov-2019	91	0.0%	93	- 5.1%
Dec-2019	97	+ 4.3%	96	0.0%
Jan-2020	110	+ 14.6%	103	+ 6.2%
Feb-2020	99	- 1.0%	90	- 11.8%
Mar-2020	98	- 7.5%	96	- 10.3%
Apr-2020	89	- 8.2%	86	- 12.2%
May-2020	91	- 16.5%	90	- 13.5%
Jun-2020	94	- 3.1%	96	- 12.7%
Jul-2020	90	- 17.4%	95	- 3.1%
<b>Aug-2020</b>	<b>97</b>	<b>+ 2.1%</b>	<b>95</b>	<b>- 12.8%</b>
12-Month Avg*	97	- 2.6%	96	- 5.6%

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

## Overall Days on Market Until Sale by Month



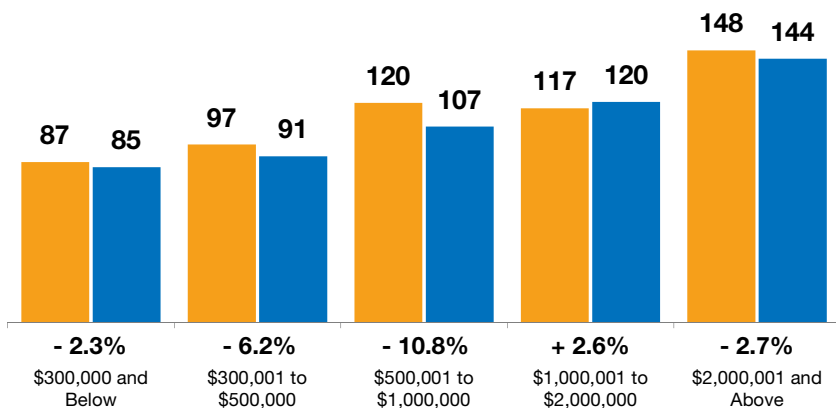
# Overall Days on Market Until Sale by Price Range

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



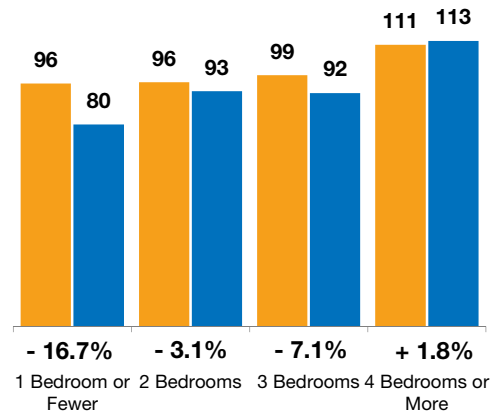
## By Price Range

8-2019 8-2020



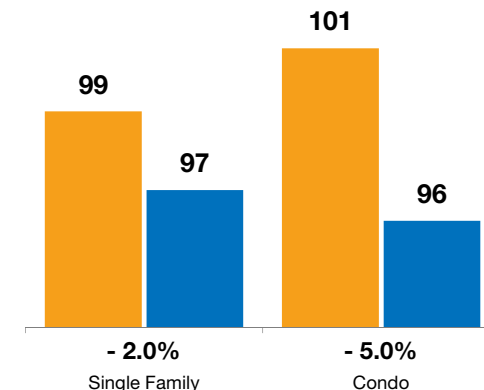
## By Bedroom Count

8-2019 8-2020



## By Property Type

8-2019 8-2020



### All Properties

#### By Price Range

	8-2019	8-2020	Change
\$300,000 and Below	87	85	- 2.3%
\$300,001 to \$500,000	97	91	- 6.2%
\$500,001 to \$1,000,000	120	107	- 10.8%
\$1,000,001 to \$2,000,000	117	120	+ 2.6%
\$2,000,001 and Above	148	144	- 2.7%
<b>All Price Ranges</b>	<b>100</b>	<b>96</b>	<b>- 4.0%</b>

### Single Family

	8-2019	8-2020	Change
1 Bedroom or Fewer	71	72	+ 1.4%
2 Bedrooms	95	87	- 8.4%
3 Bedrooms	115	105	- 8.7%
4 Bedrooms	118	125	+ 5.9%
4 Bedrooms or More	160	160	0.0%
<b>All Single Family</b>	<b>99</b>	<b>97</b>	<b>- 2.0%</b>

### Condo

	8-2019	8-2020	Change
Single Family	94	90	- 4.3%
Condo	101	98	- 3.0%
3 Bedrooms	130	111	- 14.6%
4 Bedrooms	114	113	- 0.9%
4 Bedrooms or More	120	102	- 15.0%
<b>All Condo</b>	<b>101</b>	<b>96</b>	<b>- 5.0%</b>

#### By Bedroom Count

	8-2019	8-2020	Change
1 Bedroom or Fewer	96	80	- 16.7%
2 Bedrooms	96	93	- 3.1%
3 Bedrooms	99	92	- 7.1%
4 Bedrooms or More	111	113	+ 1.8%
<b>All Bedroom Counts</b>	<b>100</b>	<b>96</b>	<b>- 4.0%</b>

	8-2019	8-2020	Change
1 Bedroom or Fewer	114	125	+ 9.6%
2 Bedrooms	86	88	+ 2.3%
3 Bedrooms	95	88	- 7.4%
4 Bedrooms	111	114	+ 2.7%
<b>All Single Family</b>	<b>99</b>	<b>97</b>	<b>- 2.0%</b>

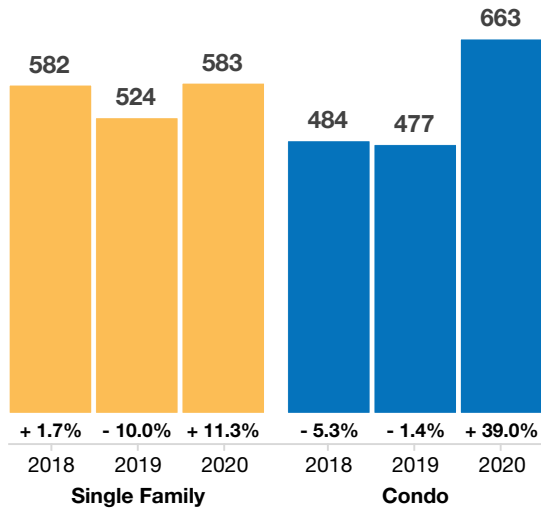
	8-2019	8-2020	Change
Single Family	93	72	- 22.4%
Condo	98	94	- 4.5%
3 Bedrooms	106	99	- 6.6%
4 Bedrooms	108	102	- 5.8%
<b>All Condo</b>	<b>101</b>	<b>96</b>	<b>- 5.0%</b>

# Overall New Listings

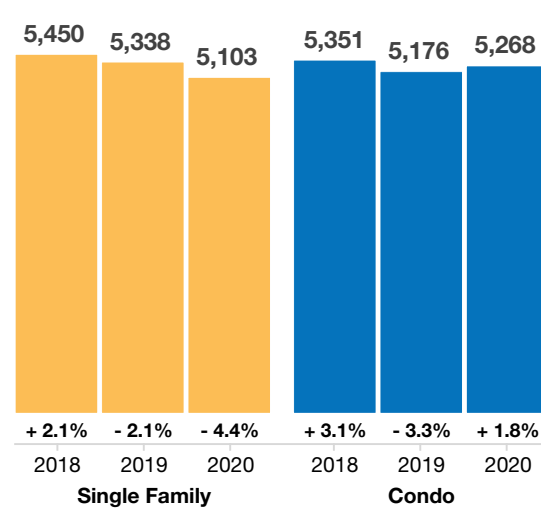
A count of the properties that have been newly listed on the market in a given month.



## August

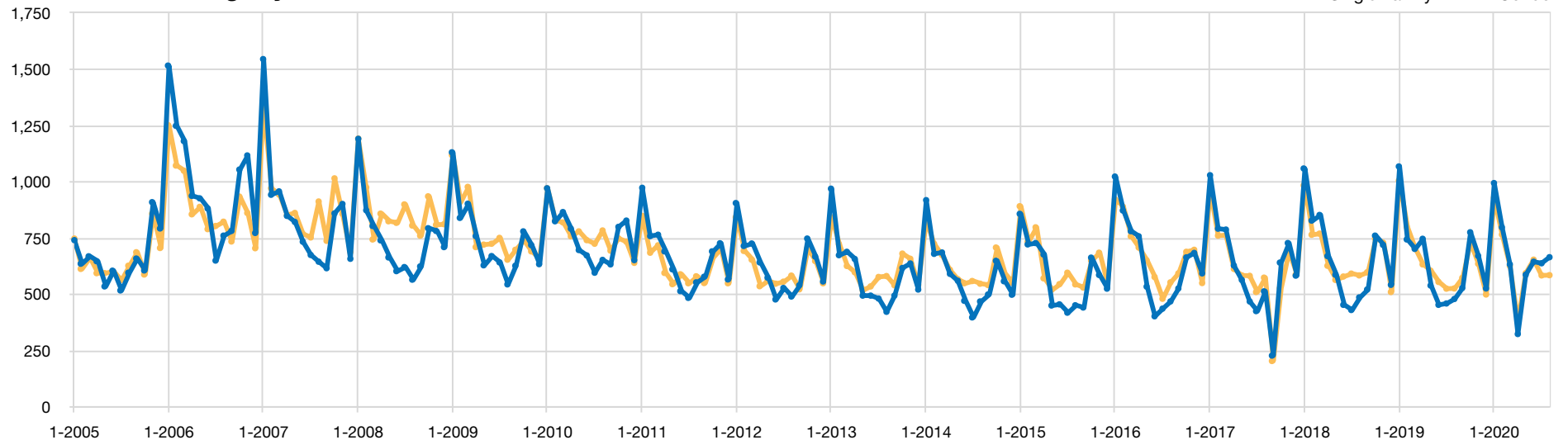


## Year-to-Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	571	- 4.2%	526	+ 1.3%
Oct-2019	729	- 2.4%	774	+ 2.0%
Nov-2019	634	- 12.9%	669	- 6.8%
Dec-2019	497	- 2.2%	524	- 3.0%
Jan-2020	928	- 7.6%	993	- 6.9%
Feb-2020	764	- 4.3%	796	+ 7.3%
Mar-2020	624	- 11.1%	631	- 9.9%
Apr-2020	378	- 40.1%	321	- 56.9%
May-2020	592	- 1.8%	585	+ 8.9%
Jun-2020	652	+ 17.9%	643	+ 42.6%
Jul-2020	582	+ 11.3%	636	+ 39.2%
<b>Aug-2020</b>	<b>583</b>	<b>+ 11.3%</b>	<b>663</b>	<b>+ 39.0%</b>
12-Month Avg	628	- 4.8%	647	+ 0.6%

## Overall New Listings by Month

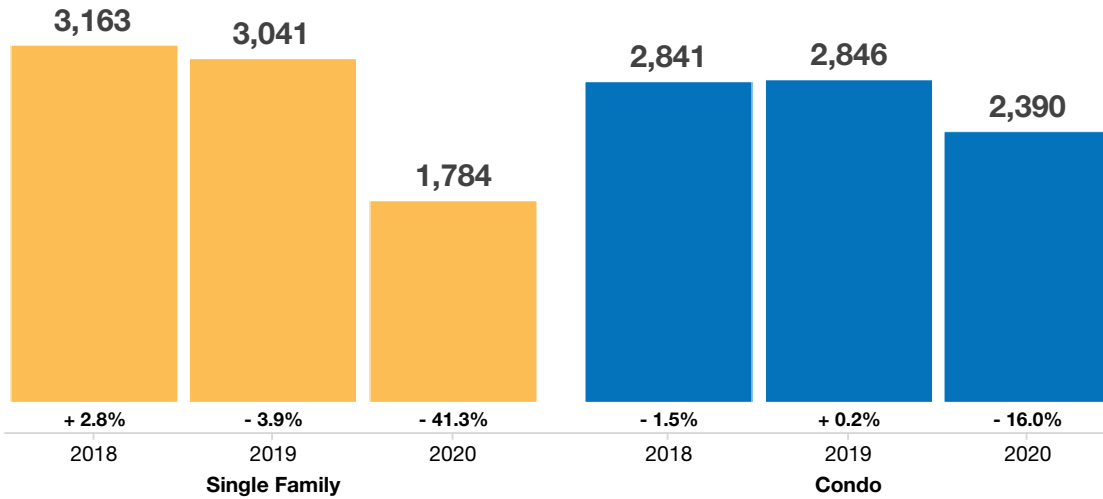


# Overall Inventory of Homes for Sale

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

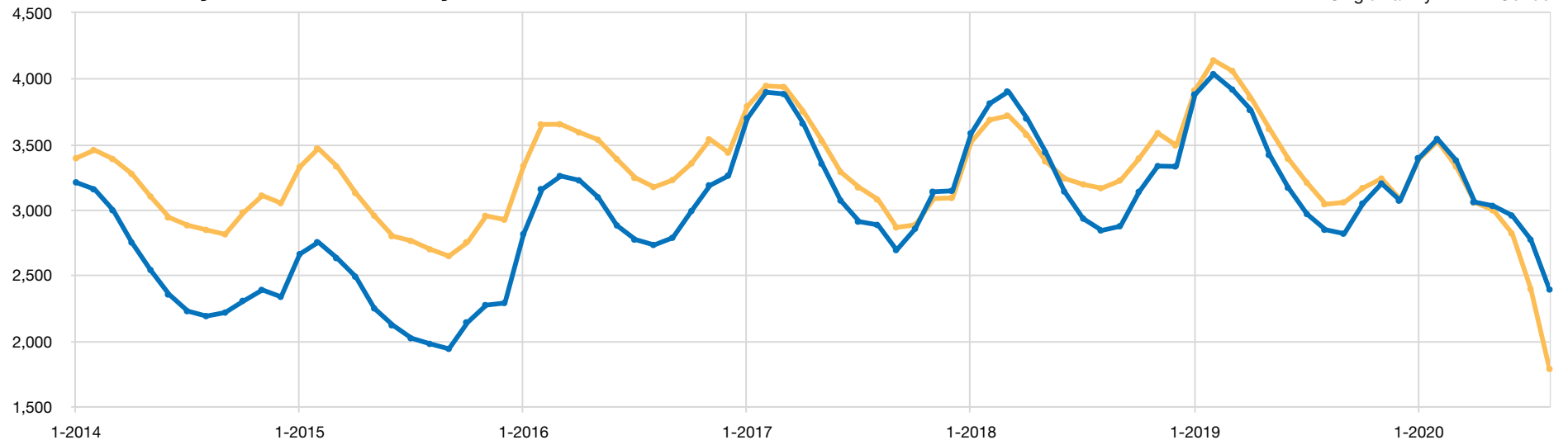


## August



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2019	3,055	- 5.2%	2,816	- 2.0%
Oct-2019	3,164	- 6.7%	3,046	- 2.8%
Nov-2019	3,237	- 9.7%	3,199	- 4.0%
Dec-2019	3,077	- 11.8%	3,068	- 7.8%
Jan-2020	3,384	- 13.5%	3,393	- 12.5%
Feb-2020	3,522	- 14.9%	3,539	- 12.3%
Mar-2020	3,329	- 18.0%	3,375	- 13.8%
Apr-2020	3,054	- 20.7%	3,057	- 18.7%
May-2020	2,995	- 17.2%	3,028	- 11.4%
Jun-2020	2,818	- 16.8%	2,955	- 6.7%
Jul-2020	2,394	- 25.3%	2,771	- 6.6%
<b>Aug-2020</b>	<b>1,784</b>	<b>- 41.3%</b>	<b>2,390</b>	<b>- 16.0%</b>
12-Month Avg	2,984	- 16.5%	3,053	- 9.9%

## Overall Inventory of Homes for Sale by Month



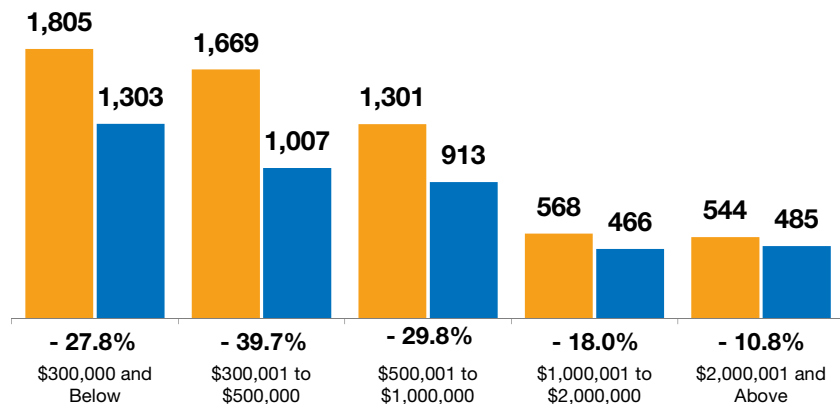
# Overall Inventory of Homes for Sale by Price Range

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



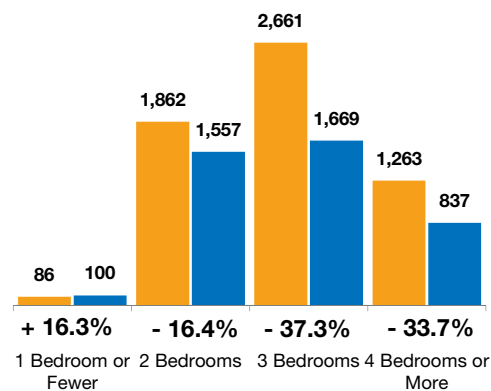
## By Price Range

8-2019 8-2020



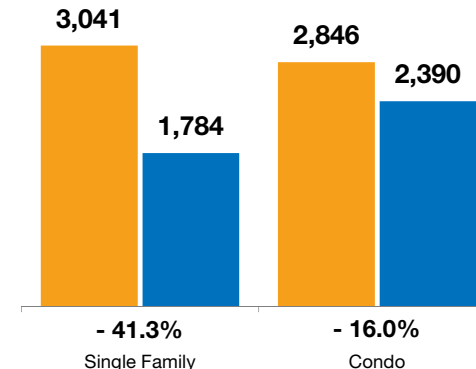
## By Bedroom Count

8-2019 8-2020



## By Property Type

8-2019 8-2020



## All Properties

### By Price Range

	8-2019	8-2020	Change
\$300,000 and Below	1,805	1,303	- 27.8%
\$300,001 to \$500,000	1,669	1,007	- 39.7%
\$500,001 to \$1,000,000	1,301	913	- 29.8%
\$1,000,001 to \$2,000,000	568	466	- 18.0%
\$2,000,001 and Above	544	485	- 10.8%
<b>All Price Ranges</b>	<b>5,887</b>	<b>4,174</b>	<b>- 29.1%</b>

## Single Family

	8-2019	8-2020	Change
1 Bedroom or Fewer	410	184	- 55.1%
2 Bedrooms	990	446	- 54.9%
3 Bedrooms	855	547	- 36.0%
4 Bedrooms or More	379	258	- 31.9%
<b>All Single Family</b>	<b>3,041</b>	<b>1,784</b>	<b>- 41.3%</b>

## Condo

	8-2019	8-2020	Change
1 Bedroom or Fewer	1395	1119	- 19.8%
2 Bedrooms	679	561	- 17.4%
3 Bedrooms	446	366	- 17.9%
4 Bedrooms or More	189	208	+ 10.1%
<b>All Condo</b>	<b>2,846</b>	<b>2,390</b>	<b>- 16.0%</b>

### By Bedroom Count

	8-2019	8-2020	Change
1 Bedroom or Fewer	86	100	+ 16.3%
2 Bedrooms	1,862	1,557	- 16.4%
3 Bedrooms	2,661	1,669	- 37.3%
4 Bedrooms or More	1,263	837	- 33.7%
<b>All Bedroom Counts</b>	<b>5,887</b>	<b>4,174</b>	<b>- 29.1%</b>

	8-2019	8-2020	Change
1 Bedroom or Fewer	16	20	+ 25.0%
2 Bedrooms	262	191	- 27.1%
3 Bedrooms	1,573	805	- 48.8%
4 Bedrooms or More	1,187	766	- 35.5%
<b>All Single Family</b>	<b>3,041</b>	<b>1,784</b>	<b>- 41.3%</b>

	8-2019	8-2020	Change
1 Bedroom or Fewer	70	80	+ 14.3%
2 Bedrooms	1,600	1,366	- 14.6%
3 Bedrooms	1,088	927	- 14.8%
4 Bedrooms or More	76	71	- 6.6%
<b>All Condo</b>	<b>2,846</b>	<b>2,390</b>	<b>- 16.0%</b>

# Listing and Sales Summary Report

## August 2020



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Aug-20	Aug-19	% Change	Aug-20	Aug-19	% Change	Aug-20	Aug-19	% Change	Aug-20	Aug-19	% Change
<b>Overall Naples Market*</b>	<b>\$399,000</b>	<b>\$315,000</b>	<b>+26.7%</b>	<b>1098</b>	<b>812</b>	<b>+35.2%</b>	<b>4,174</b>	<b>5,887</b>	<b>-29.1%</b>	<b>96</b>	<b>102</b>	<b>-5.9%</b>
<b>Collier County</b>	<b>\$410,000</b>	<b>\$328,500</b>	<b>+24.8%</b>	<b>1198</b>	<b>890</b>	<b>+34.6%</b>	<b>4,679</b>	<b>6,570</b>	<b>-28.8%</b>	<b>98</b>	<b>103</b>	<b>-4.9%</b>
Ave Maria	\$249,000	\$285,000	-12.6%	19	15	+26.7%	76	98	-22.4%	138	98	+40.8%
Central Naples	\$279,000	\$265,000	+5.3%	137	117	+17.1%	529	751	-29.6%	96	94	+2.1%
East Naples	\$347,750	\$309,450	+12.4%	258	188	+37.2%	705	1,203	-41.4%	87	92	-5.4%
Everglades City	--	--	--	0	0	--	11	7	+57.1%	--	--	--
Immokalee	\$214,450	\$216,900	-1.1%	4	1	+300.0%	14	38	-63.2%	14	0	--
Immokalee / Ave Maria	\$243,081	\$281,500	-13.6%	23	16	+43.8%	90	136	-33.8%	117	92	+27.2%
Naples	\$400,000	\$315,500	+26.8%	1073	796	+34.8%	4,085	5,750	-29.0%	95	102	-6.9%
Naples Beach	\$850,000	\$646,000	+31.6%	171	107	+59.8%	1,075	1,257	-14.5%	115	127	-9.4%
North Naples	\$501,875	\$350,500	+43.2%	346	244	+41.8%	1,019	1,577	-35.4%	89	113	-21.2%
South Naples	\$292,500	\$249,000	+17.5%	163	140	+16.4%	756	963	-21.5%	99	84	+17.9%
34102	\$1,200,000	\$735,000	+63.3%	44	29	+51.7%	364	425	-14.4%	123	202	-39.1%
34103	\$803,500	\$798,500	+0.6%	50	32	+56.3%	325	337	-3.6%	123	96	+28.1%
34104	\$223,000	\$252,500	-11.7%	60	64	-6.3%	238	322	-26.1%	94	83	+13.3%
34105	\$400,000	\$260,000	+53.8%	50	33	+51.5%	238	310	-23.2%	126	118	+6.8%
34108	\$712,000	\$582,500	+22.2%	77	46	+67.4%	386	495	-22.0%	106	103	+2.9%
34109	\$350,000	\$310,000	+12.9%	61	57	+7.0%	228	349	-34.7%	74	131	-43.5%
34110	\$1,200,000	\$319,000	+276.2%	167	83	+101.2%	448	609	-26.4%	96	106	-9.4%
34112	\$220,000	\$202,500	+8.6%	71	77	-7.8%	362	435	-16.8%	87	86	+1.2%
34113	\$350,000	\$325,000	+7.7%	92	63	+46.0%	394	528	-25.4%	109	81	+34.6%
34114	\$406,000	\$314,000	+29.3%	96	71	+35.2%	369	518	-28.8%	126	127	-0.8%
34116	\$279,000	\$295,000	-5.4%	27	20	+35.0%	53	119	-55.5%	43	88	-51.1%
34117	\$323,500	\$299,000	+8.2%	16	37	-56.8%	62	135	-54.1%	42	48	-12.5%
34119	\$437,500	\$395,000	+10.8%	118	104	+13.5%	343	618	-44.5%	89	109	-18.3%
34120	\$334,950	\$309,450	+8.2%	146	80	+82.5%	274	550	-50.2%	67	82	-18.3%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$243,081	\$281,500	-13.6%	23	16	+43.8%	90	136	-33.8%	117	92	+27.2%

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



# Local Market Update – August 2020

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## Naples Beach

34102, 34103, 34108

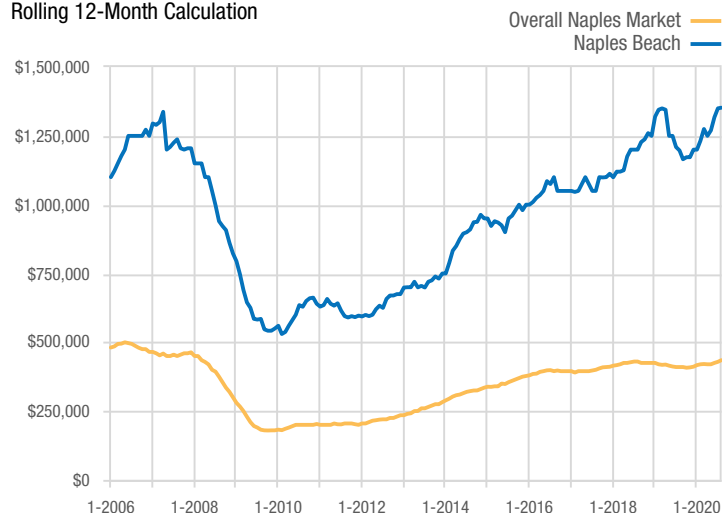
Single Family Key Metrics	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
New Listings	51	84	+ 64.7%	772	794	+ 2.8%
Closed Sales	45	83	+ 84.4%	528	570	+ 8.0%
Days on Market Until Sale	139	105	- 24.5%	125	121	- 3.2%
Median Closed Price*	\$570,000	\$1,037,500	+ 82.0%	\$1,200,000	\$1,490,000	+ 24.2%
Average Closed Price*	\$1,725,783	\$1,854,107	+ 7.4%	\$2,286,361	\$2,327,915	+ 1.8%
Percent of Current List Price Received*	92.8%	94.7%	+ 2.0%	93.9%	93.7%	- 0.2%
Inventory of Homes for Sale	515	402	- 21.9%	-	-	-
Months Supply of Inventory	9.0	6.4	- 28.9%	-	-	-

Condo Key Metrics	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
New Listings	93	117	+ 25.8%	1,182	1,238	+ 4.7%
Closed Sales	62	88	+ 41.9%	790	791	+ 0.1%
Days on Market Until Sale	118	125	+ 5.9%	113	110	- 2.7%
Median Closed Price*	\$694,500	\$655,000	- 5.7%	\$707,500	\$685,000	- 3.2%
Average Closed Price*	\$965,918	\$1,231,056	+ 27.4%	\$1,079,109	\$1,022,495	- 5.2%
Percent of Current List Price Received*	94.1%	94.2%	+ 0.1%	94.5%	94.4%	- 0.1%
Inventory of Homes for Sale	742	673	- 9.3%	-	-	-
Months Supply of Inventory	8.5	7.5	- 11.8%	-	-	-

\* 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.

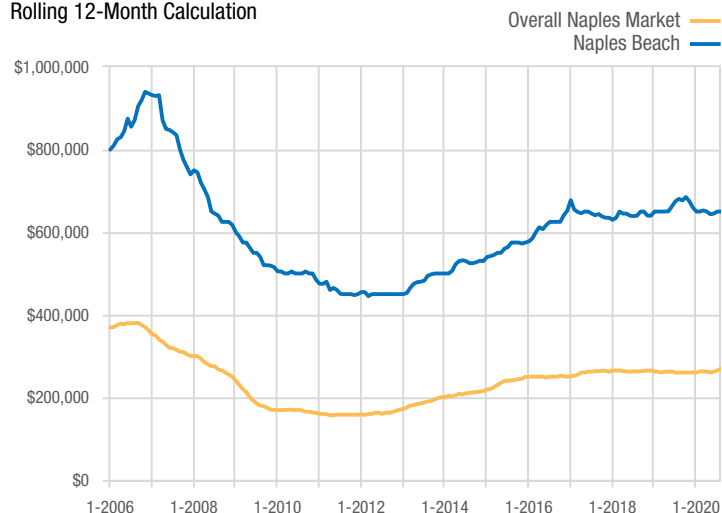
### Median Closed Price - Single Family

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 – August 2020

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## North Naples

34109, 34110, 34119

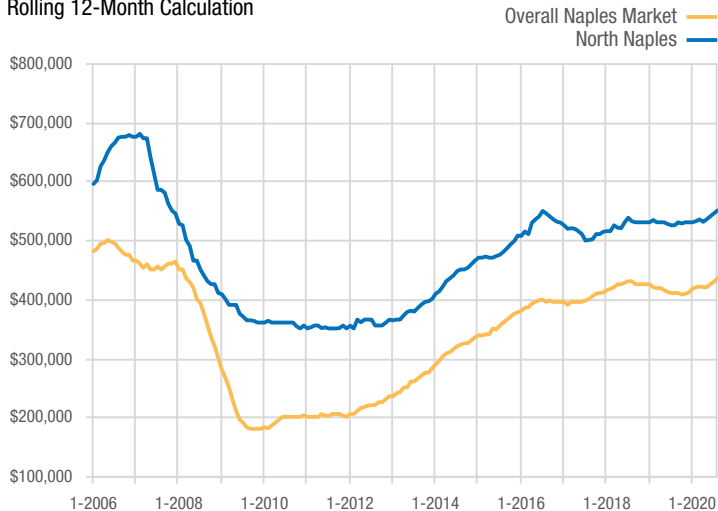
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
<b>Key Metrics</b>						
New Listings	130	<b>133</b>	+ 2.3%	1,365	<b>1,248</b>	- 8.6%
Closed Sales	111	<b>144</b>	+ 29.7%	879	<b>926</b>	+ 5.3%
Days on Market Until Sale	108	<b>99</b>	- 8.3%	106	<b>94</b>	- 11.3%
Median Closed Price*	\$500,000	<b>\$572,500</b>	+ 14.5%	\$525,000	<b>\$557,500</b>	+ 6.2%
Average Closed Price*	\$706,473	<b>\$837,973</b>	+ 18.6%	\$721,249	<b>\$766,199</b>	+ 6.2%
Percent of Current List Price Received*	95.1%	<b>95.6%</b>	+ 0.5%	95.1%	<b>95.6%</b>	+ 0.5%
Inventory of Homes for Sale	807	<b>426</b>	- 47.2%	-	-	-
Months Supply of Inventory	7.8	<b>3.8</b>	- 51.3%	-	-	-

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
<b>Key Metrics</b>						
New Listings	143	<b>213</b>	+ 49.0%	1,438	<b>1,441</b>	+ 0.2%
Closed Sales	133	<b>202</b>	+ 51.9%	970	<b>1,031</b>	+ 6.3%
Days on Market Until Sale	117	<b>83</b>	- 29.1%	104	<b>88</b>	- 15.4%
Median Closed Price*	\$252,500	<b>\$383,000</b>	+ 51.7%	\$268,000	<b>\$275,000</b>	+ 2.6%
Average Closed Price*	\$314,483	<b>\$961,599</b>	+ 205.8%	\$347,438	<b>\$485,659</b>	+ 39.8%
Percent of Current List Price Received*	95.5%	<b>97.4%</b>	+ 2.0%	95.4%	<b>96.0%</b>	+ 0.6%
Inventory of Homes for Sale	770	<b>593</b>	- 23.0%	-	-	-
Months Supply of Inventory	6.9	<b>4.8</b>	- 30.4%	-	-	-

\* 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.

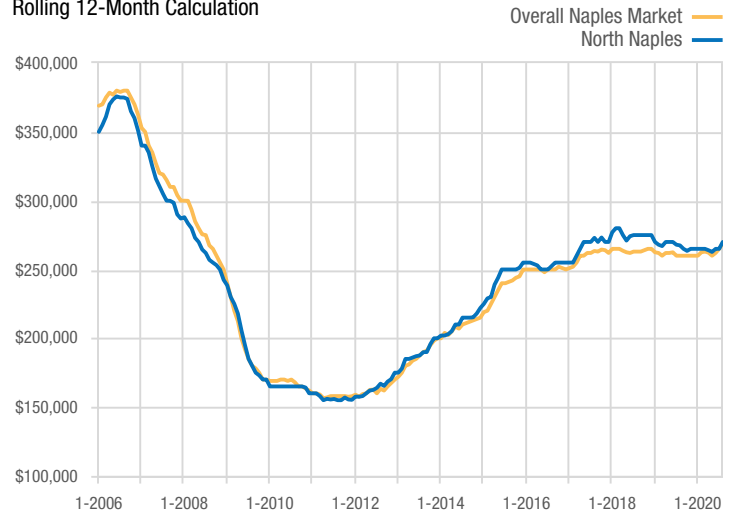
### Median Closed Price - Single Family

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 – August 2020

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## Central Naples

34104, 34105, 34116

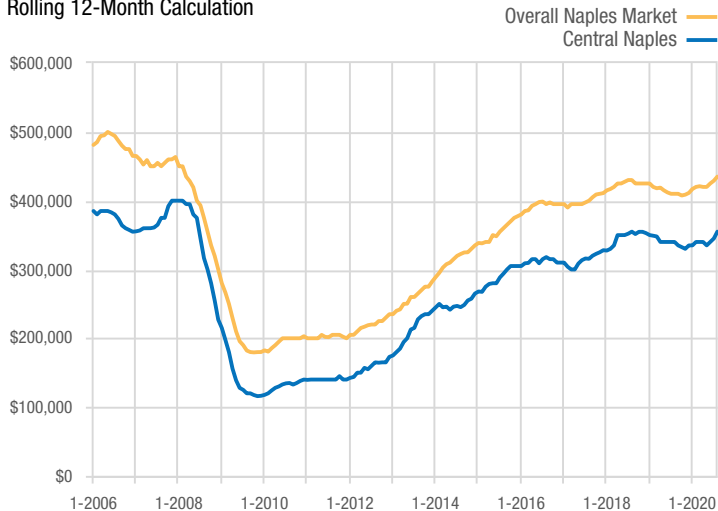
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
<b>Key Metrics</b>						
New Listings	78	<b>68</b>	- 12.8%	751	<b>623</b>	- 17.0%
Closed Sales	54	<b>72</b>	+ 33.3%	490	<b>491</b>	+ 0.2%
Days on Market Until Sale	93	<b>90</b>	- 3.2%	90	<b>91</b>	+ 1.1%
Median Closed Price*	\$333,750	<b>\$388,825</b>	+ 16.5%	\$331,250	<b>\$360,000</b>	+ 8.7%
Average Closed Price*	\$518,015	<b>\$498,728</b>	- 3.7%	\$517,663	<b>\$572,106</b>	+ 10.5%
Percent of Current List Price Received*	95.8%	<b>96.4%</b>	+ 0.6%	96.2%	<b>96.1%</b>	- 0.1%
Inventory of Homes for Sale	394	<b>197</b>	- 50.0%	-	-	-
Months Supply of Inventory	6.7	<b>3.3</b>	- 50.7%	-	-	-

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
<b>Key Metrics</b>						
New Listings	76	<b>110</b>	+ 44.7%	745	<b>786</b>	+ 5.5%
Closed Sales	63	<b>65</b>	+ 3.2%	575	<b>481</b>	- 16.3%
Days on Market Until Sale	94	<b>102</b>	+ 8.5%	95	<b>83</b>	- 12.6%
Median Closed Price*	\$200,000	<b>\$188,500</b>	- 5.8%	\$187,000	<b>\$190,000</b>	+ 1.6%
Average Closed Price*	\$200,459	<b>\$202,186</b>	+ 0.9%	\$214,361	<b>\$211,868</b>	- 1.2%
Percent of Current List Price Received*	95.4%	<b>95.0%</b>	- 0.4%	95.3%	<b>95.0%</b>	- 0.3%
Inventory of Homes for Sale	357	<b>332</b>	- 7.0%	-	-	-
Months Supply of Inventory	5.3	<b>5.6</b>	+ 5.7%	-	-	-

\* 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.

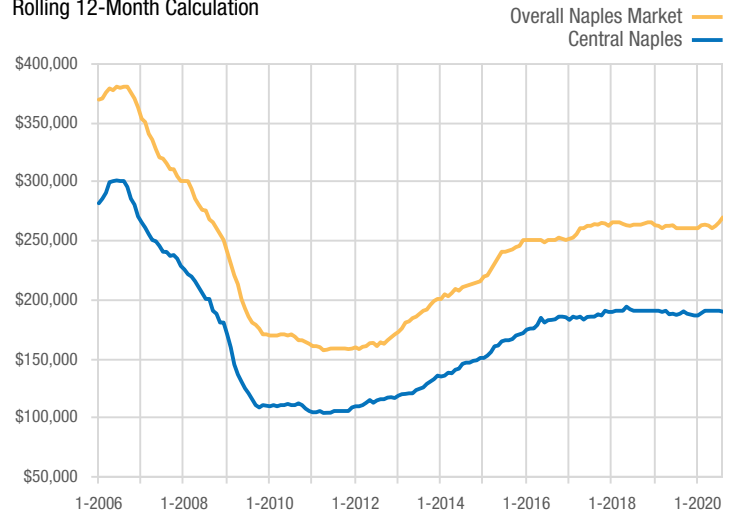
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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# Local Market Update – August 2020

A Research Tool Provided by Naples Area Board of REALTORS®



## South Naples

34112, 34113

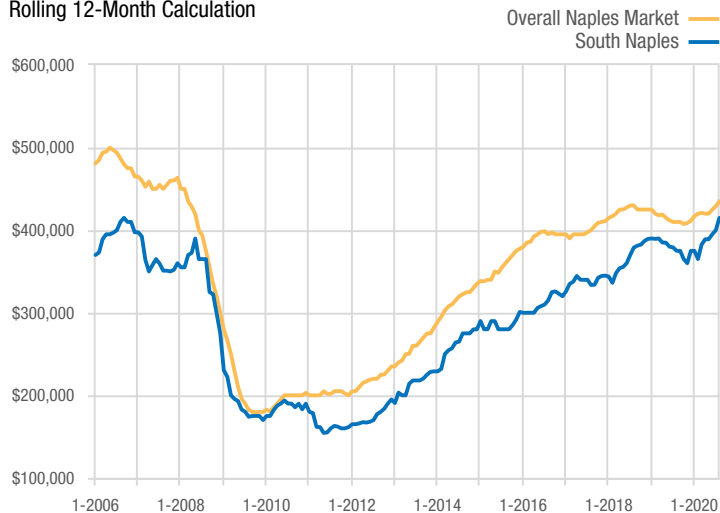
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
<b>Key Metrics</b>						
New Listings	55	<b>73</b>	+ 32.7%	670	<b>660</b>	- 1.5%
Closed Sales	54	<b>68</b>	+ 25.9%	405	<b>426</b>	+ 5.2%
Days on Market Until Sale	74	<b>130</b>	+ 75.7%	93	<b>95</b>	+ 2.2%
Median Closed Price*	\$376,250	<b>\$476,500</b>	+ 26.6%	\$360,000	<b>\$415,250</b>	+ 15.3%
Average Closed Price*	\$471,119	<b>\$692,056</b>	+ 46.9%	\$460,403	<b>\$548,488</b>	+ 19.1%
Percent of Current List Price Received*	96.5%	<b>96.1%</b>	- 0.4%	95.3%	<b>95.4%</b>	+ 0.1%
Inventory of Homes for Sale	352	<b>259</b>	- 26.4%	–	–	–
Months Supply of Inventory	7.7	<b>5.0</b>	- 35.1%	–	–	–

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
<b>Key Metrics</b>						
New Listings	101	<b>136</b>	+ 34.7%	1,182	<b>1,123</b>	- 5.0%
Closed Sales	86	<b>95</b>	+ 10.5%	788	<b>752</b>	- 4.6%
Days on Market Until Sale	90	<b>78</b>	- 13.3%	97	<b>92</b>	- 5.2%
Median Closed Price*	\$182,500	<b>\$210,000</b>	+ 15.1%	\$200,000	<b>\$220,000</b>	+ 10.0%
Average Closed Price*	\$213,146	<b>\$228,946</b>	+ 7.4%	\$233,111	<b>\$251,450</b>	+ 7.9%
Percent of Current List Price Received*	95.1%	<b>95.6%</b>	+ 0.5%	95.0%	<b>95.4%</b>	+ 0.4%
Inventory of Homes for Sale	611	<b>497</b>	- 18.7%	–	–	–
Months Supply of Inventory	6.9	<b>5.4</b>	- 21.7%	–	–	–

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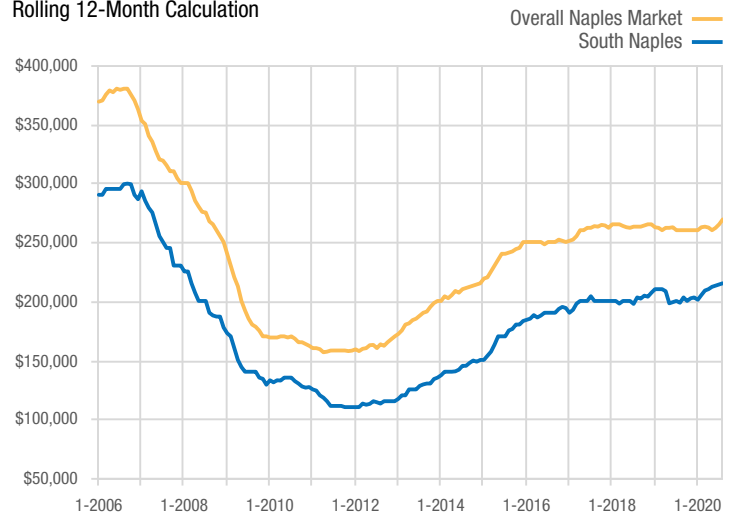
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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## East Naples

34114, 34117, 34120, 34137

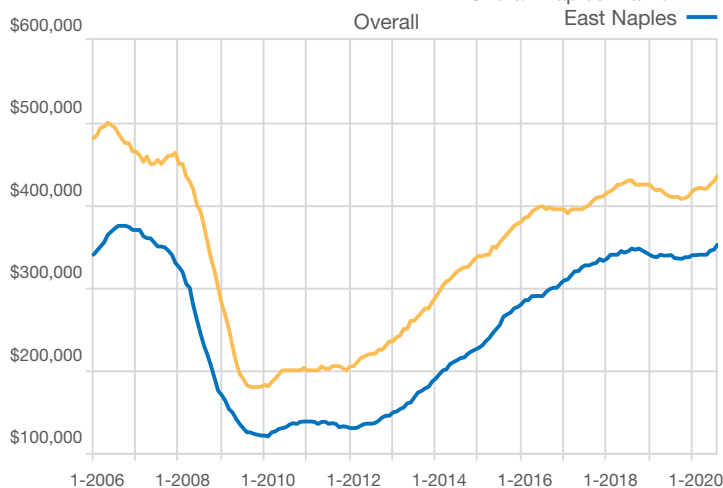
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
<b>Key Metrics</b>						
New Listings	181	<b>191</b>	+ 5.5%	1,580	<b>1,609</b>	+ 1.8%
Closed Sales	142	<b>198</b>	+ 39.4%	1,155	<b>1,289</b>	+ 11.6%
Days on Market Until Sale	81	<b>83</b>	+ 2.5%	97	<b>88</b>	- 9.3%
Median Closed Price*	\$323,000	<b>\$381,500</b>	+ 18.1%	\$337,000	<b>\$360,000</b>	+ 6.8%
Average Closed Price*	\$382,773	<b>\$444,705</b>	+ 16.2%	\$404,704	<b>\$424,976</b>	+ 5.0%
Percent of Current List Price Received*	97.1%	<b>97.9%</b>	+ 0.8%	97.0%	<b>97.3%</b>	+ 0.3%
Inventory of Homes for Sale	852	<b>433</b>	- 49.2%	-	-	-
Months Supply of Inventory	6.4	<b>2.9</b>	- 54.7%	-	-	-

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
<b>Key Metrics</b>						
New Listings	62	<b>82</b>	+ 32.3%	605	<b>644</b>	+ 6.4%
Total Sales	46	<b>60</b>	+ 30.4%	450	<b>453</b>	+ 0.7%
Days on Market Until Sale	127	<b>102</b>	- 19.7%	102	<b>94</b>	- 7.8%
Median Closed Price*	\$259,000	<b>\$290,000</b>	+ 12.0%	\$268,950	<b>\$279,900</b>	+ 4.1%
Average Closed Price*	\$271,265	<b>\$289,212</b>	+ 6.6%	\$275,808	<b>\$281,294</b>	+ 2.0%
Percent of Current List Price Received*	96.0%	<b>96.1%</b>	+ 0.1%	95.7%	<b>96.0%</b>	+ 0.3%
Inventory of Homes for Sale	351	<b>272</b>	- 22.5%	-	-	-
Months Supply of Inventory	6.8	<b>5.1</b>	- 25.0%	-	-	-

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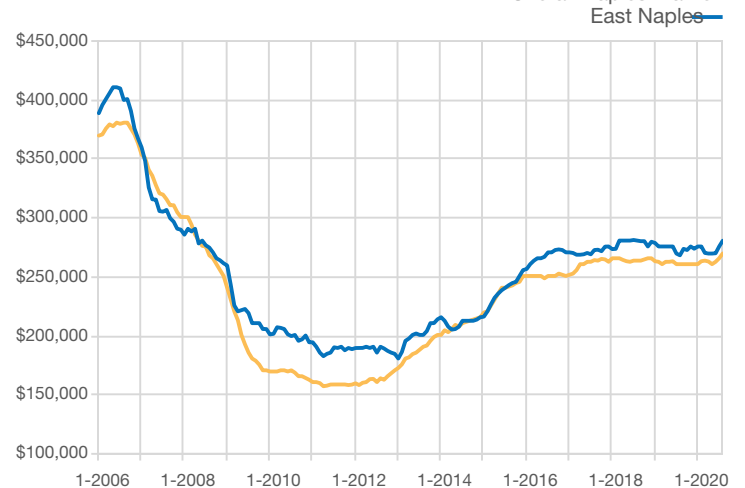
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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## Immokalee / Ave Maria

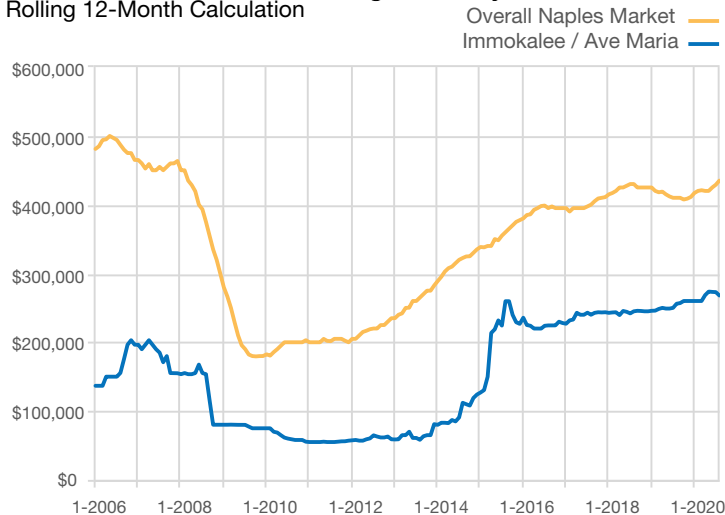
Single Family	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
<b>Key Metrics</b>						
New Listings	29	<b>34</b>	+ 17.2%	200	<b>169</b>	- 15.5%
Closed Sales	15	<b>18</b>	+ 20.0%	103	<b>113</b>	+ 9.7%
Days on Market Until Sale	88	<b>96</b>	+ 9.1%	94	<b>94</b>	0.0%
Median Closed Price*	\$285,000	<b>\$296,500</b>	+ 4.0%	\$260,000	<b>\$273,500</b>	+ 5.2%
Average Closed Price*	\$320,113	<b>\$295,966</b>	- 7.5%	\$272,928	<b>\$281,215</b>	+ 3.0%
Percent of Current List Price Received*	97.0%	<b>97.2%</b>	+ 0.2%	96.8%	<b>97.2%</b>	+ 0.4%
Inventory of Homes for Sale	121	<b>67</b>	- 44.6%	-	-	-
Months Supply of Inventory	9.2	<b>4.9</b>	- 46.7%	-	-	-

Condo	August			Year-to-Date		
	2019	2020	% Change	Thru 8-2019	Thru 8-2020	% Change
<b>Key Metrics</b>						
New Listings	2	<b>5</b>	+ 150.0%	24	<b>36</b>	+ 50.0%
Closed Sales	1	<b>5</b>	+ 400.0%	11	<b>15</b>	+ 36.4%
Days on Market Until Sale	155	<b>192</b>	+ 23.9%	199	<b>133</b>	- 33.2%
Median Closed Price*	\$187,000	<b>\$229,604</b>	+ 22.8%	\$200,000	<b>\$240,000</b>	+ 20.0%
Average Closed Price*	\$187,000	<b>\$222,721</b>	+ 19.1%	\$207,584	<b>\$239,421</b>	+ 15.3%
Percent of Current List Price Received*	96.3%	<b>97.6%</b>	+ 1.3%	97.5%	<b>96.5%</b>	- 1.0%
Inventory of Homes for Sale	15	<b>23</b>	+ 53.3%	-	-	-
Months Supply of Inventory	8.8	<b>8.3</b>	- 5.7%	-	-	-

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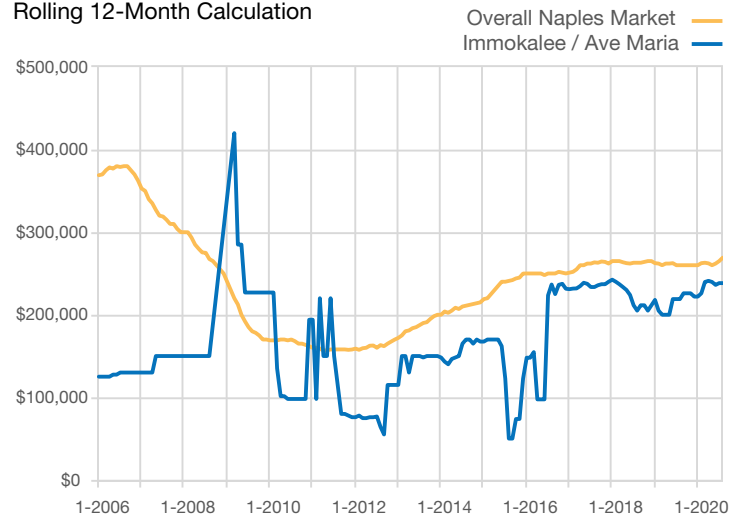
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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