

Naples Area Market Report



January 2021

Buyers fleeing frigid weather descended on Naples in full force during January, which reported a 38.5 percent increase in overall pending sales (homes under contract) to 2,210 pending sales from 1,359 pending sales in January 2020, according to the January 2021 Market Report, released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island). Not surprisingly, as a result of impressive activity during the fourth quarter of 2020, overall closed sales in January increased 49.7 percent to 1,109 closed sales from 741 closed sales in January 2020, leaving agents with 2.6 months of inventory at the end of the first month of the new year.

In addition to an increase in “over-asking price” offers, broker analysts reviewing the January report said it showed more price increases in January than decreases. While REALTORS® are trained to counsel sellers on setting realistic home prices; inventory is limited right now, so asking prices for many homes in Naples during January were higher than appraised values.

According to the report, showings in Naples increased 36 percent to 57,468 in January from 42,299 in January 2020. This was the highest number of showings recorded in one month over the past 12 months.

Overall inventory in January fell 59.7 percent to 2,750 homes from 6,828 homes in January 2020. The radical and continuous reduction in inventory is changing the dynamic of the transaction. According to broker analysts, in addition to more multiple offer encounters, their agents are reporting an increase in the use of escalation clauses, which is a clause stating that the buyer will pay a certain amount of money above the highest offer the seller receives, as well as other unique buying tactics such as the buyer writing a personal letter to a seller expressing their deep interest in the home.

The median closed price in January increased 14.7 percent to \$395,000 from \$344,500 in January 2020. And while this is \$10,000 lower than the median closed price reported in December, broker analysts reviewing the January report feel the market’s inability to keep up with demand and the 65.1 percent increase in closed sales for homes above \$2 million in January will have a substantial impact on where prices go in the coming months.

Brokers also report seeing an increase in revitalization efforts in older communities throughout Naples. There is great potential within more established neighborhoods that have no land for new home builds. Many of these older homes are ideal for a complete remodel or possibly a tear down and spec home.

Quick Facts

+ 65.1%	+ 39.2%	+ 23.6%
Price Range With the Strongest Sales: \$2,000,001 and Above	Bedroom Count With Strongest Sales: 4 Bedrooms or More	Property Type With Strongest Sales: Single Family
+ 49.7%	+ 14.7%	- 59.7%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties

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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	1-2020	1-2021	% Change	YTD 2020	YTD 2021	% Change
New Listings		1,932	1,599	- 17.2%	1,932	1,599	- 17.2%
Closed Sales		741	1,109	+ 49.7%	741	1,109	+ 49.7%
Days on Market Until Sale		107	78	- 27.1%	107	78	- 27.1%
Median Closed Price		\$344,500	\$395,000	+ 14.7%	\$344,500	\$395,000	+ 14.7%
Average Closed Price		\$679,750	\$787,721	+ 15.9%	\$679,750	\$787,721	+ 15.9%
Percent of Current Price Received		95.4%	96.5%	+ 1.2%	95.4%	96.5%	+ 1.2%
Pending Listings		1,359	2,210	+ 38.5%	1,359	2,210	+ 38.5%
Inventory of Homes for Sale		6,828	2,750	- 59.7%	—	—	—
Months Supply of Inventory		7.8	2.6	- 66.7%	—	—	—

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	1-2020	1-2021	% Change	YTD 2020	YTD 2021	% Change
New Listings		936	761	- 18.7%	936	761	- 18.7%
Total Sales		374	504	+ 34.8%	374	504	+ 34.8%
Days on Market Until Sale		110	72	- 34.5%	110	72	- 34.5%
Median Closed Price		\$433,500	\$540,000	+ 24.6%	\$433,500	\$540,000	+ 24.6%
Average Closed Price		\$859,796	\$1,173,123	+ 36.4%	\$859,796	\$1,173,123	+ 36.4%
Percent of Current Price Received		95.9%	96.7%	+ 0.8%	95.9%	96.7%	+ 0.8%
Pending Listings		681	1,027	+ 33.7%	681	1,027	+ 33.7%
Inventory of Homes for Sale		3,410	1,179	- 65.4%	—	—	—
Months Supply of Inventory		7.8	2.2	- 71.8%	—	—	—

Condo Market Overview

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



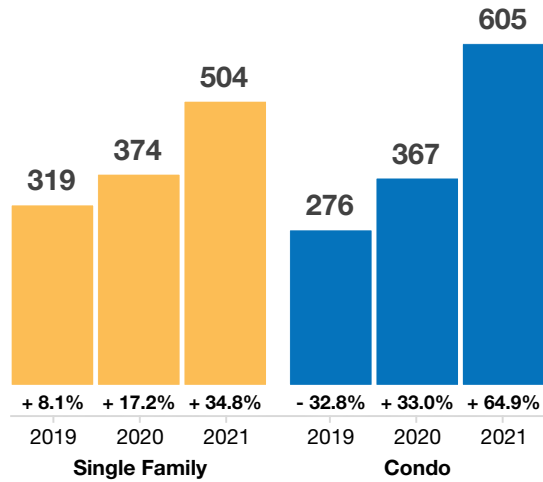
Key Metrics	Historical Sparkbars	1-2020	1-2021	% Change	YTD 2020	YTD 2021	% Change
New Listings		996	838	- 15.9%	996	838	- 15.9%
Total Sales		367	605	+ 64.9%	367	605	+ 64.9%
Days on Market Until Sale		103	83	- 19.4%	103	83	- 19.4%
Median Closed Price		\$275,000	\$291,000	+ 5.8%	\$275,000	\$291,000	+ 5.8%
Average Closed Price		\$495,769	\$466,659	- 5.9%	\$495,769	\$466,659	- 5.9%
Percent of List Price Received		94.9%	96.3%	+ 1.5%	94.9%	96.3%	+ 1.5%
Pending Sales		678	1,183	+ 42.7%	678	1,183	+ 42.7%
Inventory of Homes for Sale		3,418	1,571	- 54.0%	—	—	—
Months Supply of Inventory		7.9	3.0	- 62.0%	—	—	—

Overall Closed Sales

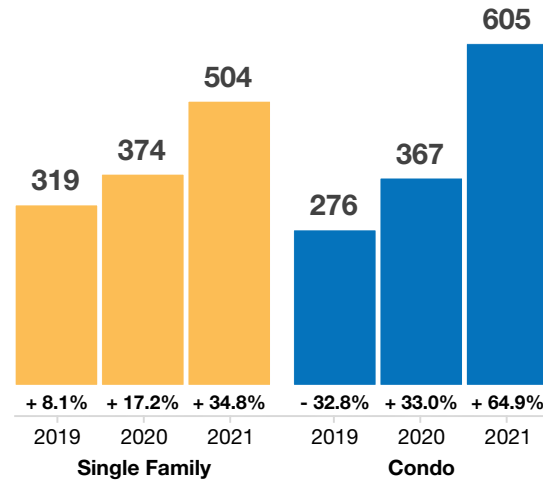
A count of the actual sales that closed in a given month.



January

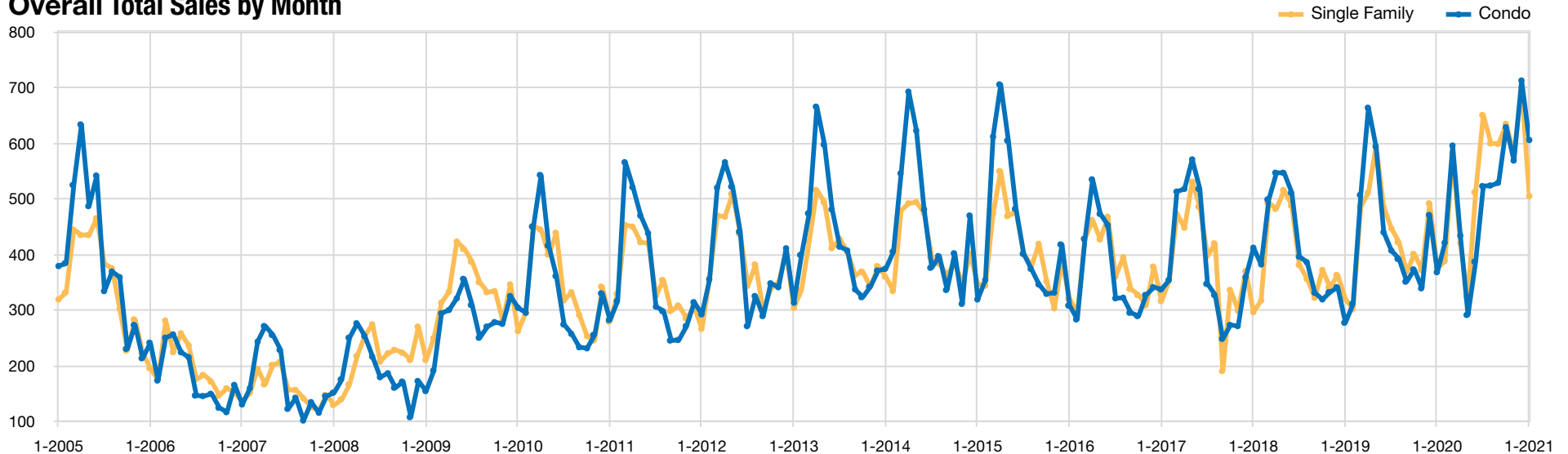


Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2020	387	+ 29.0%	420	+ 35.5%
Mar-2020	582	+ 20.0%	595	+ 17.6%
Apr-2020	419	- 17.8%	433	- 34.7%
May-2020	322	- 45.9%	290	- 51.1%
Jun-2020	511	+ 5.6%	386	- 12.1%
Jul-2020	650	+ 45.7%	522	+ 28.6%
Aug-2020	599	+ 42.3%	523	+ 33.8%
Sep-2020	598	+ 62.9%	528	+ 50.9%
Oct-2020	634	+ 58.5%	628	+ 68.8%
Nov-2020	578	+ 55.8%	568	+ 68.0%
Dec-2020	700	+ 42.6%	712	+ 51.5%
Jan-2021	504	+ 34.8%	605	+ 64.9%
12-Month Avg	540	+ 23.6%	518	+ 19.4%

Overall Total Sales by Month



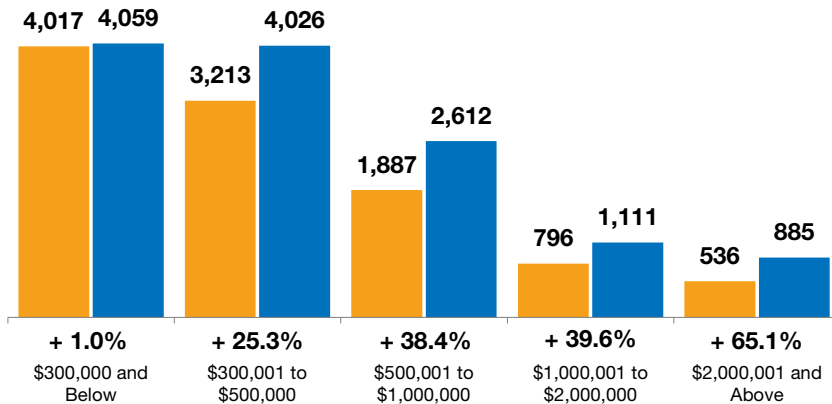
Overall Closed Sales by Price Range

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



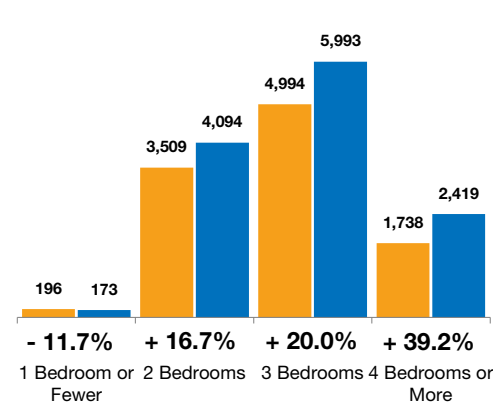
By Price Range

1-2020 1-2021



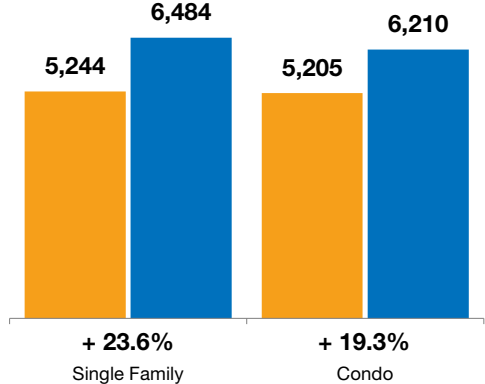
By Bedroom Count

1-2020 1-2021



By Property Type

1-2020 1-2021



All Properties

By Price Range

	1-2020	1-2021	Change
\$300,000 and Below	4,017	4,059	+ 1.0%
\$300,001 to \$500,000	3,213	4,026	+ 25.3%
\$500,001 to \$1,000,000	1,887	2,612	+ 38.4%
\$1,000,001 to \$2,000,000	796	1,111	+ 39.6%
\$2,000,001 and Above	536	885	+ 65.1%
All Price Ranges	10,449	12,694	+ 21.5%

Single Family

	1-2020	1-2021	Change
1 Bedroom or Fewer	1,087	869	- 20.1%
2 Bedrooms	2,025	2,430	+ 20.0%
3 Bedrooms	1,267	1,868	+ 47.4%
4 Bedrooms or More	480	692	+ 44.2%
All Single Family	5,244	6,484	+ 23.6%

Condo

	1-2020	1-2021	Change
1 Bedroom or Fewer	2930	3190	+ 8.9%
2 Bedrooms	1188	1596	+ 34.3%
3 Bedrooms	620	744	+ 20.0%
4 Bedrooms or More	316	419	+ 32.6%
All Condo	5,205	6,210	+ 19.3%

By Bedroom Count

	1-2020	1-2021	Change
1 Bedroom or Fewer	196	173	- 11.7%
2 Bedrooms	3,509	4,094	+ 16.7%
3 Bedrooms	4,994	5,993	+ 20.0%
4 Bedrooms or More	1,738	2,419	+ 39.2%
All Bedroom Counts	10,449	12,694	+ 21.5%

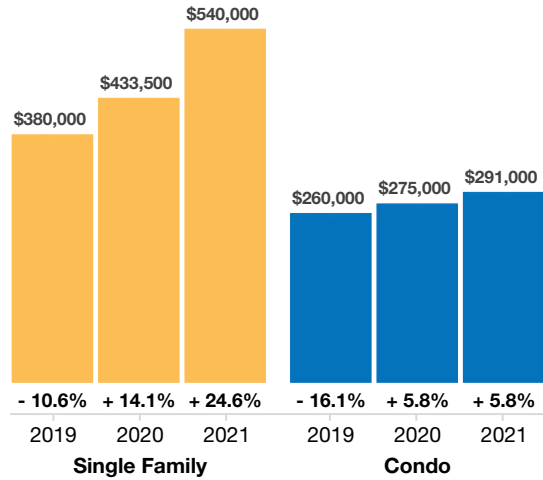
	1-2020	1-2021	Change
1 Bedroom or Fewer	29	19	- 34.5%
2 Bedrooms	505	593	+ 17.4%
3 Bedrooms	3,071	3,622	+ 17.9%
4 Bedrooms or More	1,637	2,247	+ 37.3%
All Single Family	5,244	6,484	+ 23.6%

Overall Median Closed Price

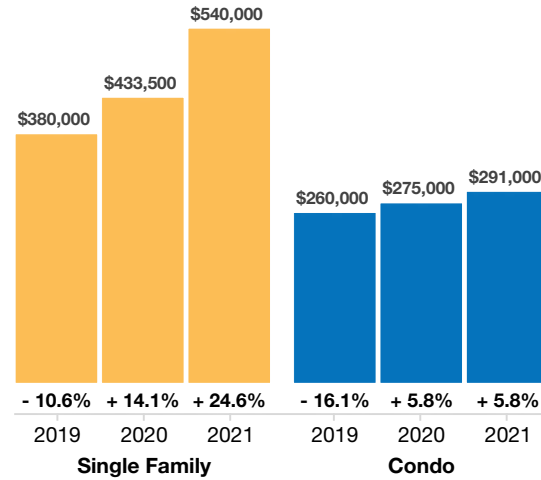
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



January



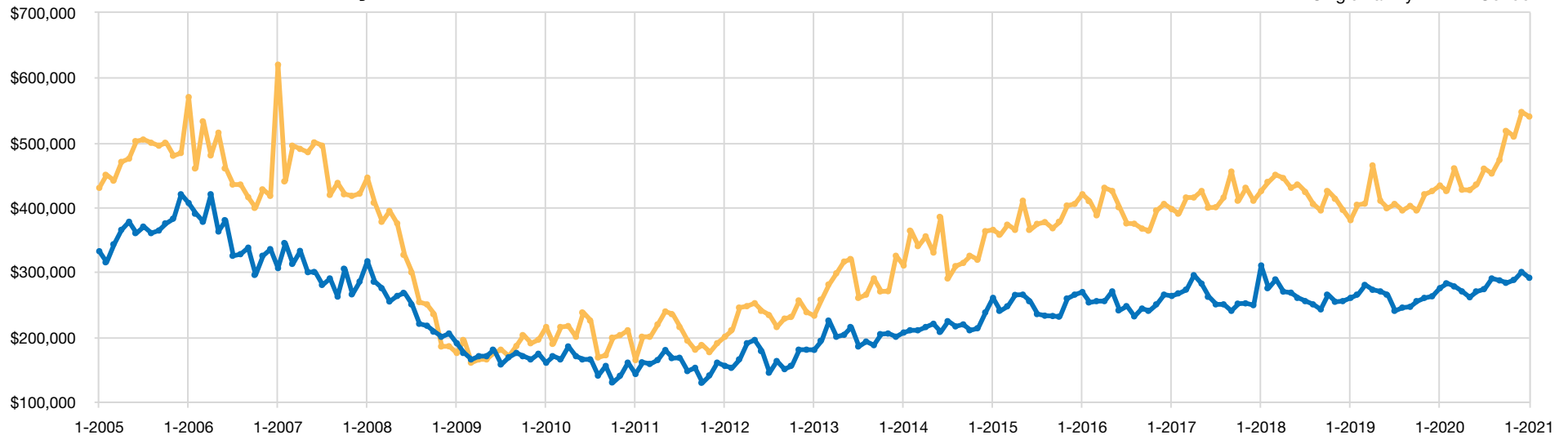
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-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%	\$270,000	- 0.9%
May-2020	\$426,518	+ 4.0%	\$261,000	- 3.3%
Jun-2020	\$435,000	+ 9.2%	\$270,000	+ 1.9%
Jul-2020	\$459,500	+ 13.5%	\$273,500	+ 14.0%
Aug-2020	\$452,000	+ 14.4%	\$290,000	+ 18.4%
Sep-2020	\$473,000	+ 17.7%	\$287,000	+ 16.6%
Oct-2020	\$517,750	+ 31.1%	\$283,250	+ 11.1%
Nov-2020	\$509,000	+ 21.2%	\$287,750	+ 10.7%
Dec-2020	\$547,000	+ 28.7%	\$300,000	+ 14.3%
Jan-2021	\$540,000	+ 24.6%	\$291,000	+ 5.8%
12-Month Avg*	\$475,000	+ 13.9%	\$282,500	+ 8.7%

* Median Closed Price for all properties from February 2020 through January 2021. This is not the average of the individual figures above.

Overall Median Closed Price by Month



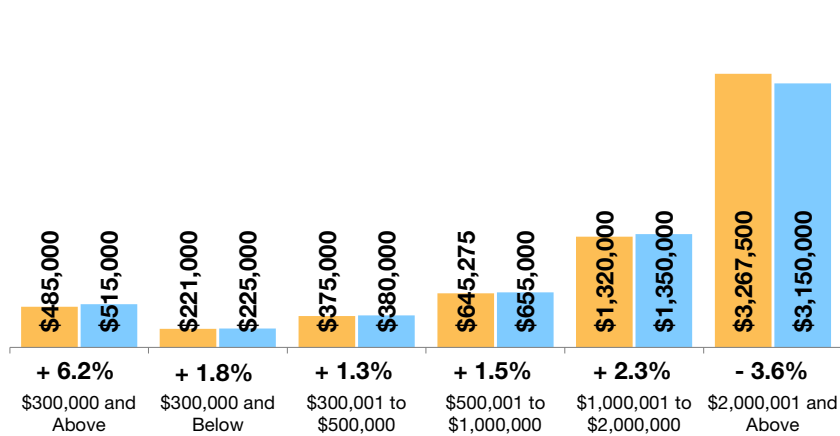
Overall Median Closed Price by Price Range

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



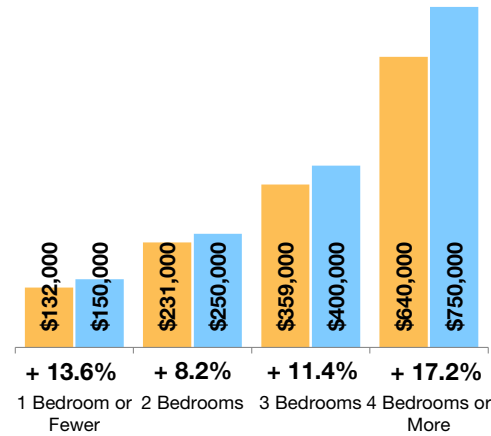
By Price Range

1-2020 1-2021



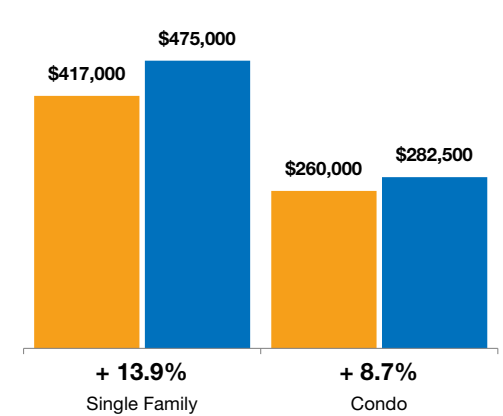
By Bedroom Count

1-2020 1-2021



By Property Type

1-2020 1-2021



All Properties

By Price Range	1-2020	1-2021	Change
\$300,000 and Above	\$485,000	\$515,000	+ 6.2%
\$300,000 and Below	\$221,000	\$225,000	+ 1.8%
\$300,001 to \$500,000	\$375,000	\$380,000	+ 1.3%
\$500,001 to \$1,000,000	\$645,275	\$655,000	+ 1.5%
\$1,000,001 to \$2,000,000	\$1,320,000	\$1,350,000	+ 2.3%
\$2,000,001 and Above	\$3,267,500	\$3,150,000	- 3.6%
All Price Ranges	\$333,000	\$375,000	+ 12.6%

Single Family

	1-2020	1-2021	Change
1 Bedroom or 2 Bedrooms Fewer	\$132,000	\$150,000	+ 13.6%
2 Bedrooms	\$231,000	\$250,000	+ 8.2%
3 Bedrooms	\$359,000	\$400,000	+ 11.4%
4 Bedrooms or More	\$640,000	\$750,000	+ 17.2%
All Single Family	\$417,000	\$475,000	+ 13.9%

Condo

	1-2020	1-2021	Change
Single Family	\$417,000	\$475,000	+ 13.9%
Condo	\$260,000	\$282,500	+ 8.7%
All Properties	\$333,000	\$375,000	+ 12.6%

By Bedroom Count

	1-2020	1-2021	Change
1 Bedroom or Fewer	\$132,000	\$150,000	+ 13.6%
2 Bedrooms	\$231,000	\$250,000	+ 8.2%
3 Bedrooms	\$359,000	\$400,000	+ 11.4%
4 Bedrooms or More	\$640,000	\$750,000	+ 17.2%
All Bedroom Counts	\$333,000	\$375,000	+ 12.6%

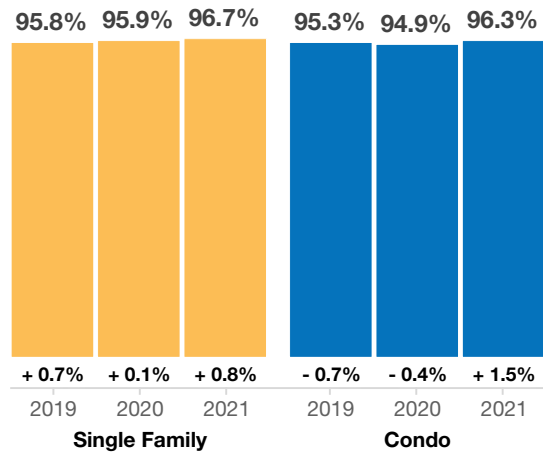
	1-2020	1-2021	Change
1 Bedroom or Fewer	\$85,000	\$93,000	+ 9.4%
2 Bedrooms	\$285,000	\$310,000	+ 8.8%
3 Bedrooms	\$375,000	\$430,000	+ 14.7%
4 Bedrooms or More	\$635,000	\$703,750	+ 10.8%
All Single Family	\$417,000	\$475,000	+ 13.9%
Single Family	\$417,000	\$475,000	+ 13.9%
Condo	\$260,000	\$282,500	+ 8.7%
All Properties	\$333,000	\$375,000	+ 12.6%

Overall Percent of Current List Price Received

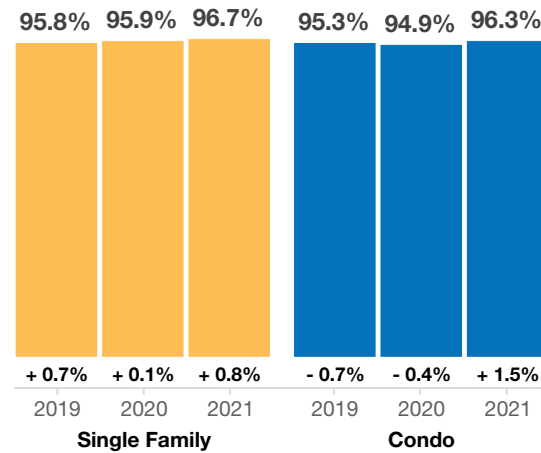
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



January



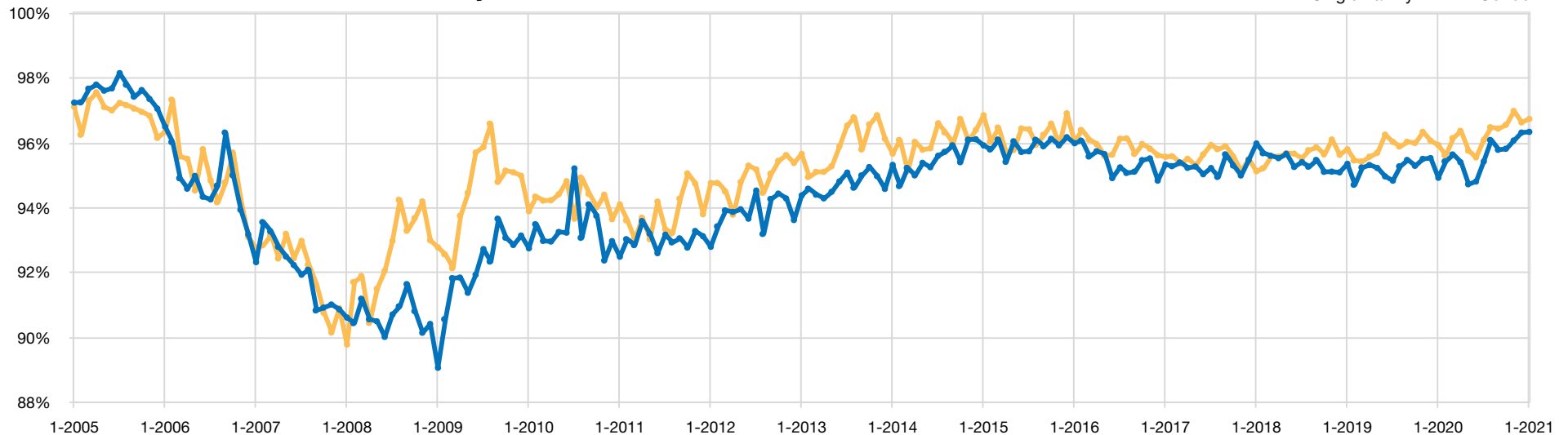
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2020	95.6%	+ 0.2%	95.4%	+ 0.7%
Mar-2020	96.1%	+ 0.7%	95.6%	+ 0.4%
Apr-2020	96.4%	+ 0.8%	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%
Aug-2020	96.5%	+ 0.6%	96.1%	+ 0.8%
Sep-2020	96.4%	+ 0.4%	95.8%	+ 0.3%
Oct-2020	96.5%	+ 0.5%	95.8%	+ 0.5%
Nov-2020	97.0%	+ 0.7%	96.1%	+ 0.6%
Dec-2020	96.6%	+ 0.5%	96.3%	+ 0.8%
Jan-2021	96.7%	+ 0.8%	96.3%	+ 1.5%
12-Month Avg*	96.3%	+ 0.5%	95.7%	+ 0.6%

* Pct. of List Price Received for all properties from February 2020 through January 2021. This is not the average of the individual figures above.

Historical Percent of List Price Received by Month



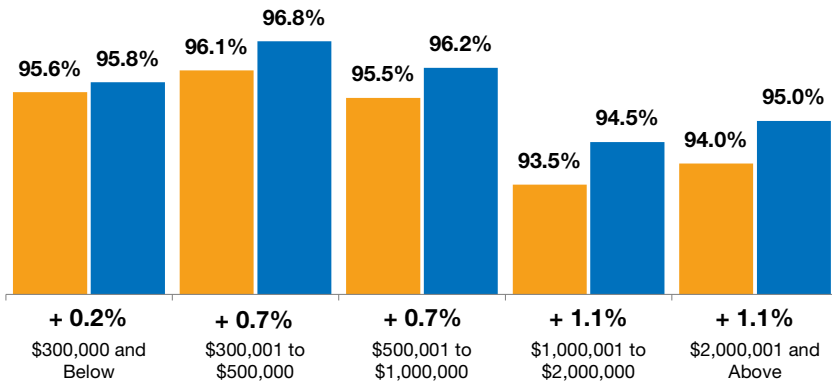
Overall Percent of Current List Price Received by Price Range



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.**

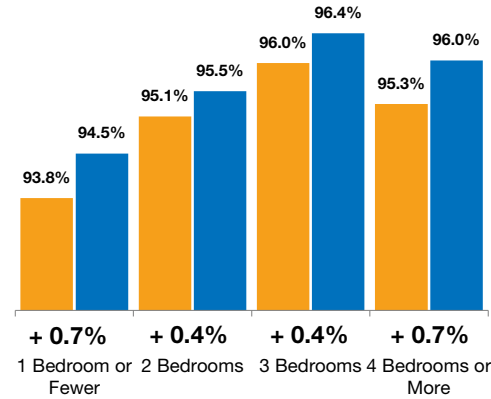
By Price Range

■ 1-2020 ■ 1-2021



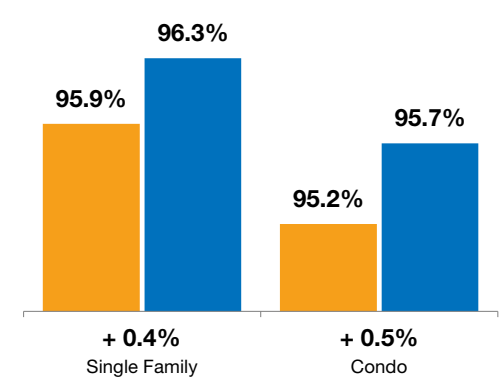
By Bedroom Count

■ 1-2020 ■ 1-2021



By Property Type

■ 1-2020 ■ 1-2021



All Properties

By Price Range	1-2020	1-2021	Change
\$300,000 and Below	95.6%	95.8%	+ 0.2%
\$300,001 to \$500,000	96.1%	96.8%	+ 0.7%
\$500,001 to \$1,000,000	95.5%	96.2%	+ 0.7%
\$1,000,001 to \$2,000,000	93.5%	94.5%	+ 1.1%
\$2,000,001 and Above	94.0%	95.0%	+ 1.1%
All Price Ranges	95.5%	96.0%	+ 0.5%

Single Family

1-2020	1-2021	Change
96.7%	96.6%	- 0.1%
96.4%	97.1%	+ 0.7%
95.8%	96.5%	+ 0.7%
93.0%	94.1%	+ 1.2%
93.7%	94.4%	+ 0.7%
95.9%	96.3%	+ 0.4%

Condo

1-2020	1-2021	Change
95.2%	95.6%	+ 0.4%
95.6%	96.2%	+ 0.6%
95.0%	95.5%	+ 0.5%
94.3%	95.1%	+ 0.8%
94.9%	96.5%	+ 1.7%
95.2%	95.7%	+ 0.5%

By Bedroom Count

1-2020	1-2021	Change
93.8%	94.5%	+ 0.7%
95.1%	95.5%	+ 0.4%
96.0%	96.4%	+ 0.4%
95.3%	96.0%	+ 0.7%
95.5%	96.0%	+ 0.5%

1-2020	1-2021	Change
92.2%	92.2%	0.0%
94.8%	95.3%	+ 0.5%
96.4%	96.8%	+ 0.4%
95.3%	95.9%	+ 0.6%
95.9%	96.3%	+ 0.4%

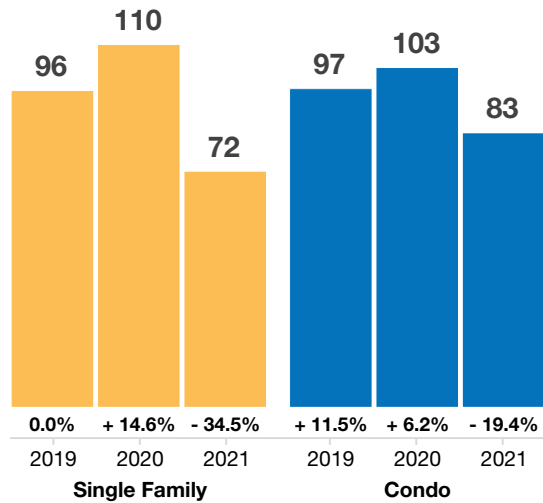
1-2020	1-2021	Change
94.1%	94.8%	+ 0.7%
95.2%	95.6%	+ 0.4%
95.3%	96.0%	+ 0.7%
95.5%	97.3%	+ 1.9%
95.2%	95.7%	+ 0.5%

Overall Days on Market Until Sale

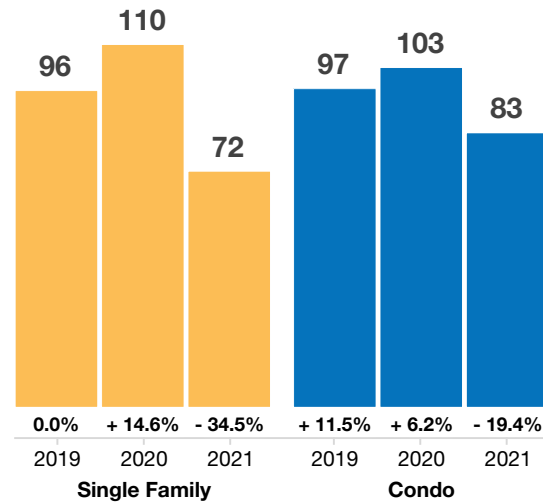
Average number of days between when a property is listed and when an offer is accepted in a given month.



January



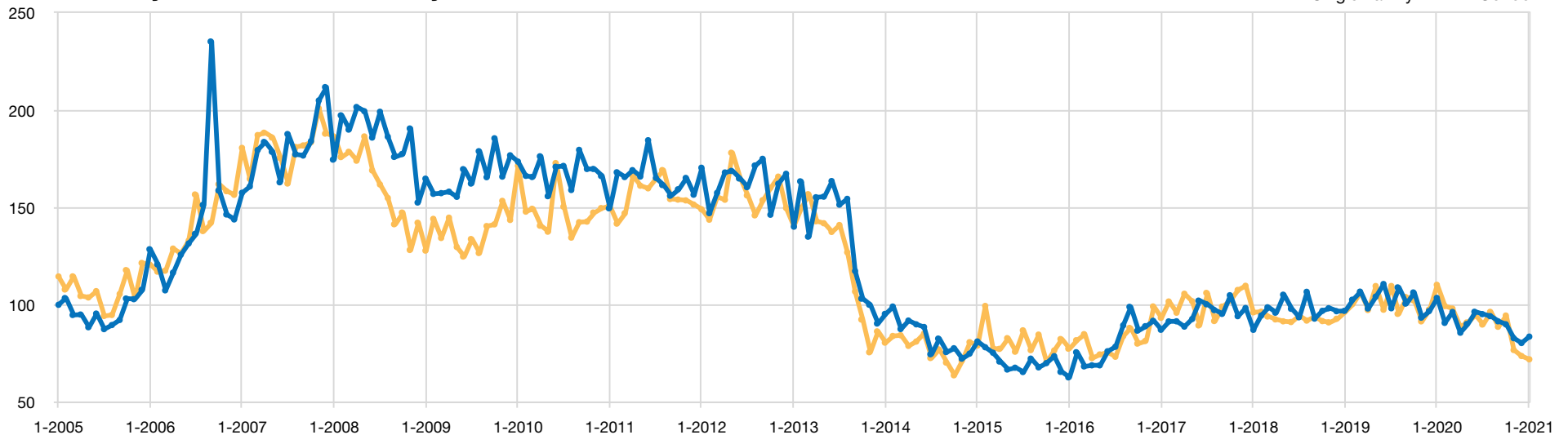
Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2020	99	- 1.0%	90	- 11.8%
Mar-2020	98	- 7.5%	96	- 10.3%
Apr-2020	89	- 8.2%	85	- 13.3%
May-2020	91	- 16.5%	90	- 13.5%
Jun-2020	94	- 3.1%	96	- 12.7%
Jul-2020	90	- 17.4%	95	- 3.1%
Aug-2020	96	+ 1.1%	94	- 13.8%
Sep-2020	88	- 15.4%	91	- 9.0%
Oct-2020	94	- 7.8%	90	- 15.1%
Nov-2020	77	- 15.4%	83	- 10.8%
Dec-2020	73	- 24.7%	80	- 17.5%
Jan-2021	72	- 34.5%	83	- 19.4%
12-Month Avg*	88	- 13.6%	89	- 12.9%

* Days on Market for all properties from February 2020 through January 2021. This is not the average of the individual figures above.

Historical Days on Market Until Sale by Month



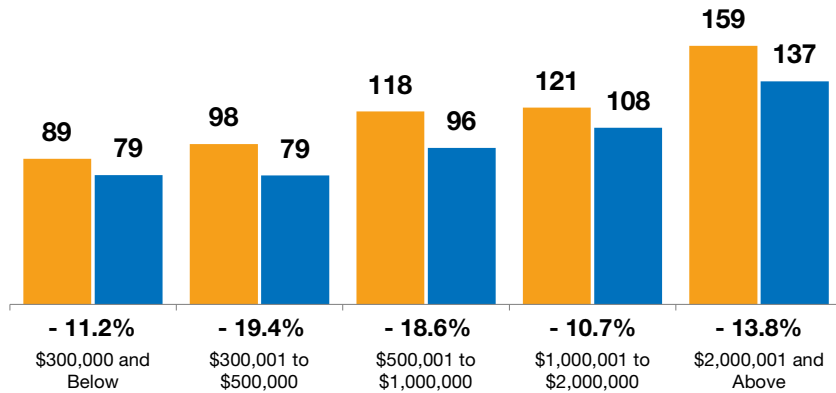
Overall Days on Market Until Sale by Price Range

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



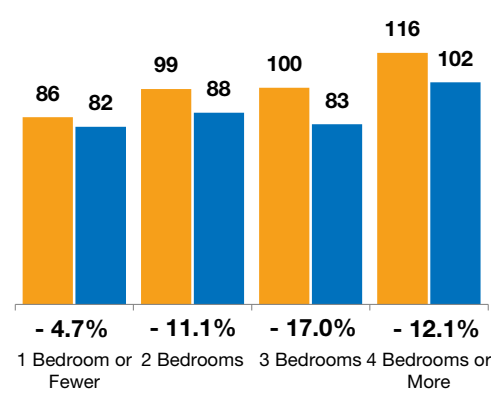
By Price Range

1-2020 1-2021



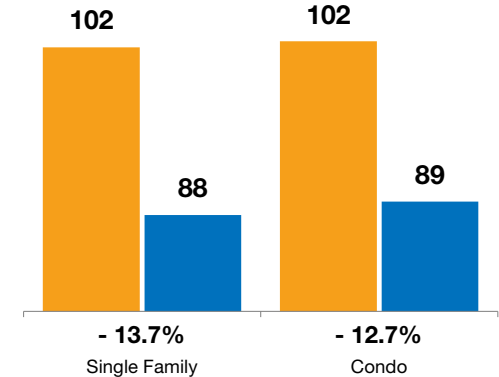
By Bedroom Count

1-2020 1-2021



By Property Type

1-2020 1-2021



All Properties

By Price Range

	1-2020	1-2021	Change
\$300,000 and Below	89	79	- 11.2%
\$300,001 to \$500,000	98	79	- 19.4%
\$500,001 to \$1,000,000	118	96	- 18.6%
\$1,000,001 to \$2,000,000	121	108	- 10.7%
\$2,000,001 and Above	159	137	- 13.8%
All Price Ranges	102	88	- 13.7%

Single Family

	1-2020	1-2021	Change
1 Bedroom or Fewer	73	69	- 5.5%
2 Bedrooms	97	72	- 25.8%
3 Bedrooms	115	92	- 20.0%
4 Bedrooms	124	111	- 10.5%
4 Bedrooms or More	171	153	- 10.5%
All Single Family	102	88	- 13.7%

Condo

	1-2020	1-2021	Change
1 Bedroom or Fewer	96	82	- 14.6%
2 Bedrooms	102	91	- 10.8%
3 Bedrooms	125	107	- 14.4%
4 Bedrooms	116	104	- 10.3%
4 Bedrooms or More	127	95	- 25.2%
All Condo	102	89	- 12.7%

By Bedroom Count

	1-2020	1-2021	Change
1 Bedroom or Fewer	86	82	- 4.7%
2 Bedrooms	99	88	- 11.1%
3 Bedrooms	100	83	- 17.0%
4 Bedrooms or More	116	102	- 12.1%
All Bedroom Counts	102	88	- 13.7%

	1-2020	1-2021	Change
1 Bedroom or Fewer	112	135	+ 20.5%
2 Bedrooms	91	81	- 11.0%
3 Bedrooms	96	79	- 17.7%
4 Bedrooms	117	103	- 12.0%
All Single Family	102	88	- 13.7%

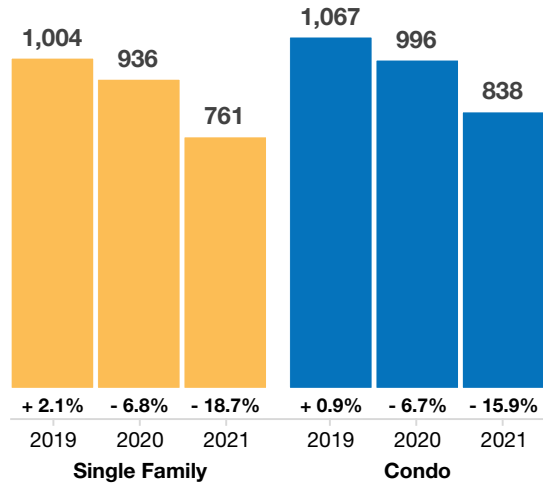
	1-2020	1-2021	Change
1 Bedroom or Fewer	82	76	- 7.5%
2 Bedrooms	101	89	- 11.0%
3 Bedrooms	107	88	- 16.9%
4 Bedrooms	101	98	- 3.2%
All Condo	102	89	- 12.7%

Overall New Listings

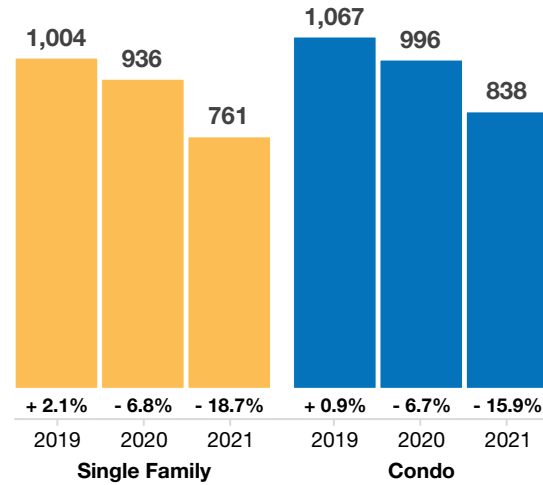
A count of the properties that have been newly listed on the market in a given month.



January

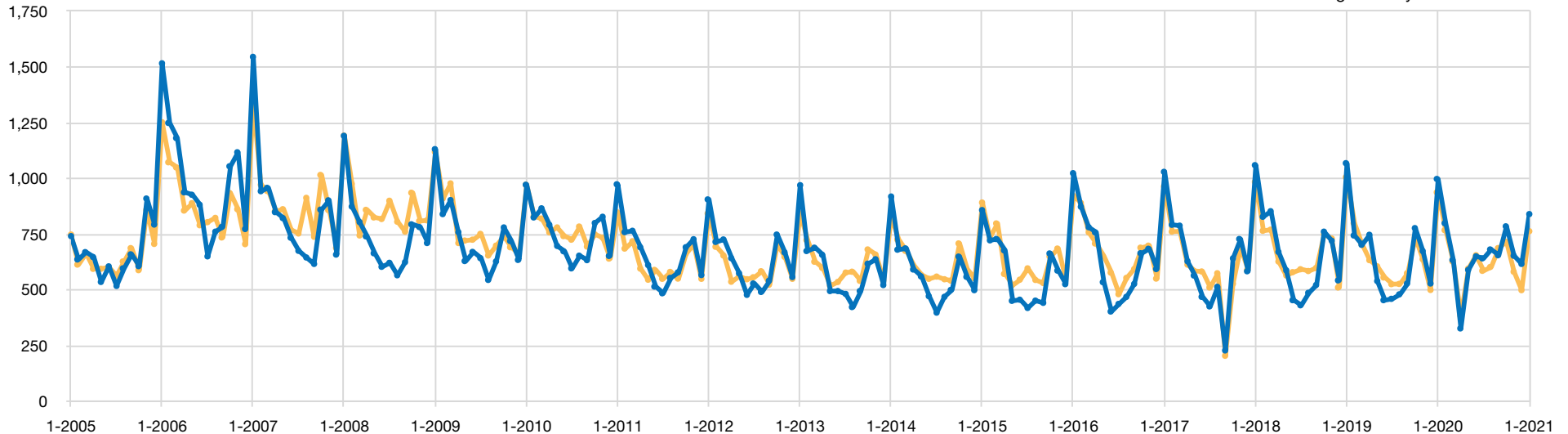


Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2020	766	- 3.9%	797	+ 7.4%
Mar-2020	625	- 11.0%	632	- 9.7%
Apr-2020	382	- 39.5%	324	- 56.5%
May-2020	593	- 1.7%	587	+ 9.3%
Jun-2020	653	+ 18.1%	648	+ 43.7%
Jul-2020	583	+ 11.5%	639	+ 39.8%
Aug-2020	600	+ 14.5%	679	+ 42.3%
Sep-2020	685	+ 19.8%	653	+ 24.1%
Oct-2020	714	- 2.6%	783	+ 1.0%
Nov-2020	579	- 8.8%	651	- 3.1%
Dec-2020	496	- 0.2%	614	+ 16.7%
Jan-2021	761	- 18.7%	838	- 15.9%
12-Month Avg	620	- 3.4%	654	+ 3.2%

Historical New Listings by Month

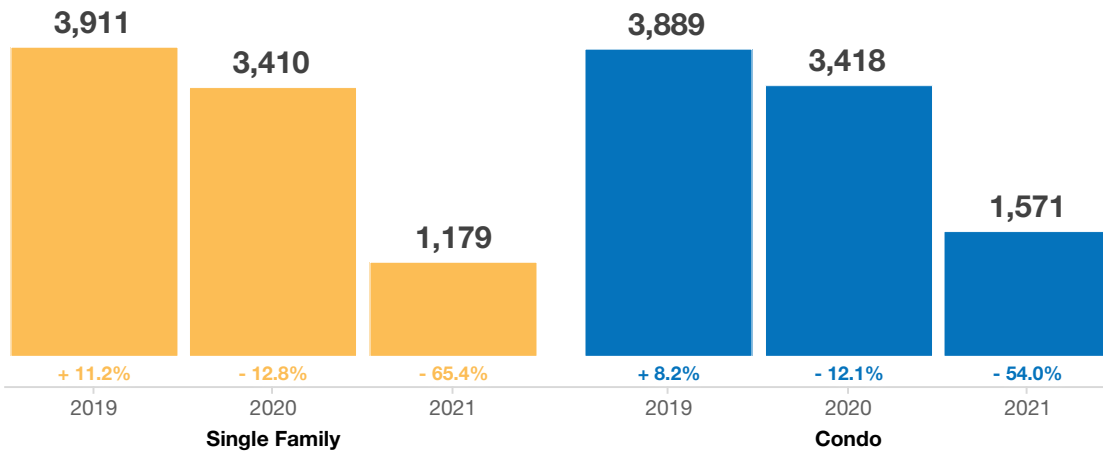


Overall Inventory of Homes for Sale

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

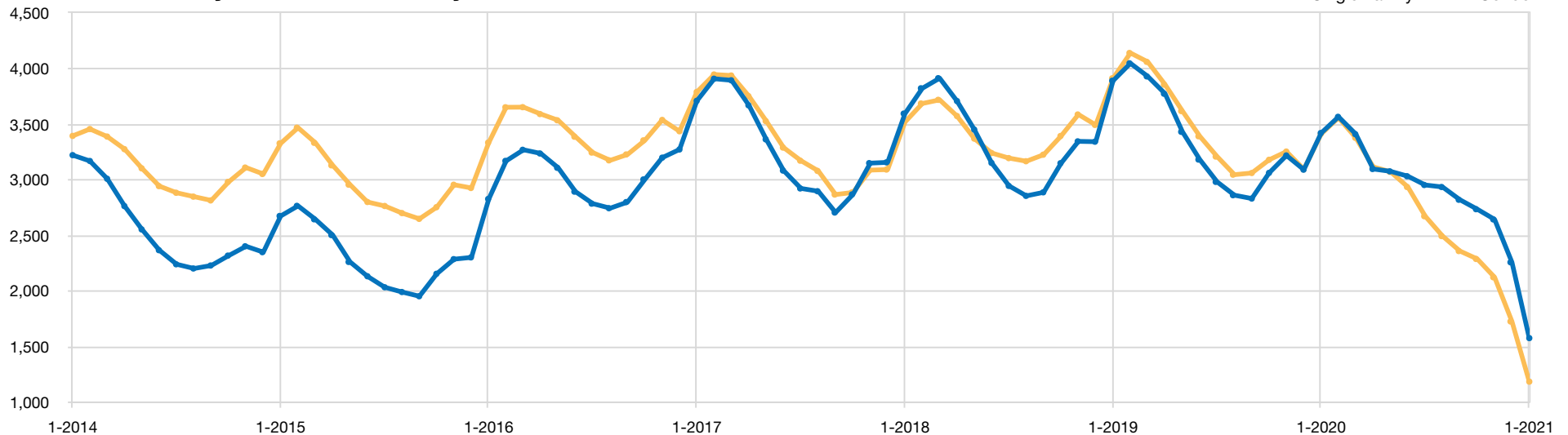


January



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2020	3,556	- 14.1%	3,564	- 11.9%
Mar-2020	3,375	- 16.9%	3,408	- 13.2%
Apr-2020	3,113	- 19.2%	3,094	- 18.0%
May-2020	3,069	- 15.1%	3,073	- 10.4%
Jun-2020	2,932	- 13.5%	3,029	- 4.7%
Jul-2020	2,669	- 16.7%	2,950	- 0.9%
Aug-2020	2,490	- 18.2%	2,932	+ 2.6%
Sep-2020	2,355	- 23.0%	2,817	- 0.4%
Oct-2020	2,284	- 28.1%	2,732	- 10.7%
Nov-2020	2,119	- 34.8%	2,640	- 17.9%
Dec-2020	1,721	- 44.3%	2,254	- 27.0%
Jan-2021	1,179	- 65.4%	1,571	- 54.0%
12-Month Avg	2,572	- 25.3%	2,839	- 14.4%

Historical Inventory of Homes for Sale by Month



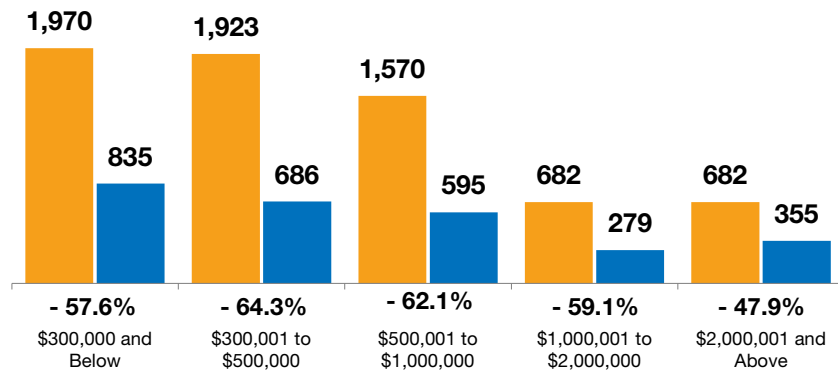
Overall Inventory of Homes for Sale by Price Range

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



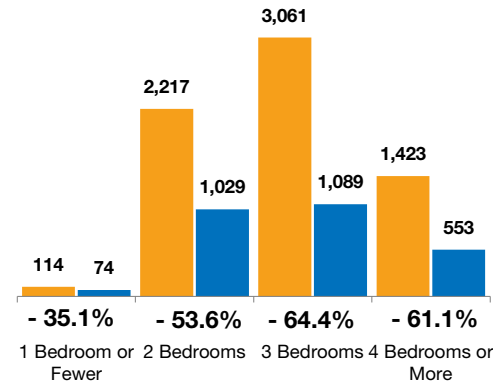
By Price Range

1-2020 1-2021



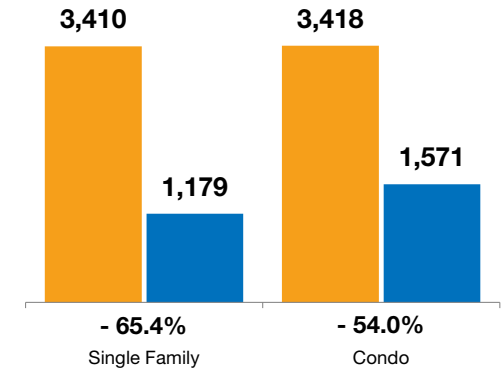
By Bedroom Count

1-2020 1-2021



By Property Type

1-2020 1-2021



All Properties

By Price Range

	1-2020	1-2021	Change
\$300,000 and Below	1,970	835	- 57.6%
\$300,001 to \$500,000	1,923	686	- 64.3%
\$500,001 to \$1,000,000	1,570	595	- 62.1%
\$1,000,001 to \$2,000,000	682	279	- 59.1%
\$2,000,001 and Above	682	355	- 47.9%
All Price Ranges	6,828	2,750	- 59.7%

Single Family

	1-2020	1-2021	Change
1 Bedroom or Fewer	404	142	- 64.9%
2 Bedrooms	1,061	332	- 68.7%
3 Bedrooms	1,028	321	- 68.8%
4 Bedrooms or More	419	141	- 66.3%
All Single Family	3,410	1,179	- 65.4%

Condo

	1-2020	1-2021	Change
1 Bedroom or Fewer	1566	693	- 55.7%
2 Bedrooms	862	354	- 58.9%
3 Bedrooms	542	274	- 49.4%
4 Bedrooms or More	263	138	- 47.5%
All Condo	3,418	1,571	- 54.0%

By Bedroom Count

	1-2020	1-2021	Change
1 Bedroom or Fewer	114	74	- 35.1%
2 Bedrooms	2,217	1,029	- 53.6%
3 Bedrooms	3,061	1,089	- 64.4%
4 Bedrooms or More	1,423	553	- 61.1%
All Bedroom Counts	6,828	2,750	- 59.7%

	1-2020	1-2021	Change
1 Bedroom or Fewer	27	18	- 33.3%
2 Bedrooms	303	130	- 57.1%
3 Bedrooms	1,749	540	- 69.1%
4 Bedrooms or More	1,326	491	- 63.0%
All Single Family	3,410	1,179	- 65.4%

	1-2020	1-2021	Change
1 Bedroom or Fewer	87	56	- 35.6%
2 Bedrooms	1,914	899	- 53.0%
3 Bedrooms	1,312	927	- 29.3%
4 Bedrooms or More	97	62	- 36.1%
All Condo	3,418	1,571	- 54.0%

Listing and Sales Summary Report

January 2021



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Jan-21	Jan-20	% Change	Jan-21	Jan-20	% Change	Jan-21	Jan-20	% Change	Jan-21	Jan-20	% Change
Overall Naples Market*	\$395,000	\$344,500	+14.7%	1109	741	+49.7%	2,750	6,828	-59.7%	78	107	-27.1%
Collier County	\$418,950	\$353,000	+18.7%	1238	799	+54.9%	3,084	7,635	-59.6%	81	108	-25.0%
Ave Maria	\$284,589	\$274,999	+3.5%	13	15	-13.3%	62	110	-43.6%	57	85	-32.9%
Central Naples	\$287,500	\$281,000	+2.3%	148	114	+29.8%	392	831	-52.8%	63	94	-33.0%
East Naples	\$378,750	\$306,000	+23.8%	218	156	+39.7%	527	1,364	-61.4%	61	97	-37.1%
Everglades City	--	\$610,000	--	0	1	-100.0%	8	9	-11.1%	--	108	--
Immokalee	\$91,450	\$198,900	-54.0%	2	3	-33.3%	12	32	-62.5%	111	21	+428.6%
Immokalee / Ave Maria	\$280,000	\$256,500	+9.2%	15	18	-16.7%	74	142	-47.9%	64	75	-14.7%
Naples	\$401,250	\$349,900	+14.7%	1094	722	+51.5%	2,678	6,689	-60.0%	78	107	-27.1%
Naples Beach	\$850,000	\$925,000	-8.1%	232	161	+44.1%	705	1,602	-56.0%	100	137	-27.0%
North Naples	\$465,000	\$400,000	+16.3%	285	178	+60.1%	579	1,749	-66.9%	77	89	-13.5%
South Naples	\$285,500	\$260,000	+9.8%	211	114	+85.1%	473	1,140	-58.5%	85	121	-29.8%
34102	\$1,345,000	\$1,575,000	-14.6%	62	40	+55.0%	252	529	-52.4%	95	152	-37.5%
34103	\$819,500	\$1,000,000	-18.1%	76	61	+24.6%	207	451	-54.1%	95	124	-23.4%
34104	\$231,500	\$255,000	-9.2%	62	57	+8.8%	146	379	-61.5%	67	97	-30.9%
34105	\$428,639	\$306,500	+39.8%	62	33	+87.9%	185	340	-45.6%	58	112	-48.2%
34108	\$804,500	\$832,500	-3.4%	94	60	+56.7%	245	622	-60.6%	108	141	-23.4%
34109	\$425,000	\$297,750	+42.7%	77	48	+60.4%	124	393	-68.4%	85	73	+16.4%
34110	\$442,000	\$463,250	-4.6%	99	66	+50.0%	256	706	-63.7%	94	104	-9.6%
34112	\$246,000	\$205,000	+20.0%	116	60	+93.3%	254	570	-55.4%	88	118	-25.4%
34113	\$347,000	\$343,000	+1.2%	95	54	+75.9%	219	570	-61.6%	81	124	-34.7%
34114	\$370,403	\$320,000	+15.8%	92	70	+31.4%	255	591	-56.9%	74	128	-42.2%
34116	\$311,500	\$287,000	+8.5%	24	24	0.0%	61	112	-45.5%	65	62	+4.8%
34117	\$403,000	\$357,450	+12.7%	26	14	+85.7%	66	127	-48.0%	49	91	-46.2%
34119	\$500,000	\$375,000	+33.3%	109	64	+70.3%	199	648	-69.3%	57	87	-34.5%
34120	\$382,500	\$300,000	+27.5%	100	72	+38.9%	206	646	-68.1%	52	69	-24.6%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$280,000	\$256,500	+9.2%	15	18	-16.7%	74	142	-47.9%	64	75	-14.7%

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

Local Market Update – January 2021

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Naples Beach

34102, 34103, 34108

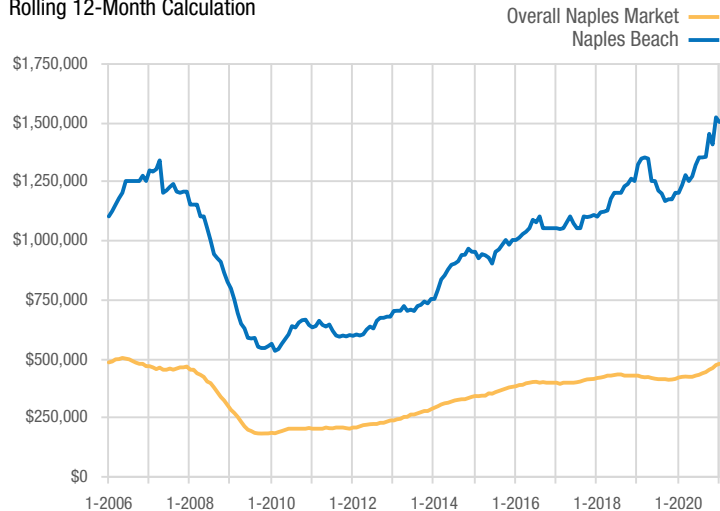
Single Family	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	160	124	- 22.5%	160	124	- 22.5%
Total Sales	71	91	+ 28.2%	71	91	+ 28.2%
Days on Market Until Sale	158	109	- 31.0%	158	109	- 31.0%
Median Closed Price*	\$1,825,000	\$1,525,000	- 16.4%	\$1,825,000	\$1,525,000	- 16.4%
Average Closed Price*	\$2,274,169	\$3,142,452	+ 38.2%	\$2,274,169	\$3,142,452	+ 38.2%
Percent of List Price Received*	94.4%	95.4%	+ 1.1%	94.4%	95.4%	+ 1.1%
Inventory of Homes for Sale	626	228	- 63.6%	—	—	—
Months Supply of Inventory	10.2	2.8	- 72.5%	—	—	—

Condo	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	258	185	- 28.3%	258	185	- 28.3%
Total Sales	90	141	+ 56.7%	90	141	+ 56.7%
Days on Market Until Sale	121	95	- 21.5%	121	95	- 21.5%
Median Closed Price*	\$718,000	\$760,000	+ 5.8%	\$718,000	\$760,000	+ 5.8%
Average Closed Price*	\$1,067,671	\$993,964	- 6.9%	\$1,067,671	\$993,964	- 6.9%
Percent of List Price Received*	94.3%	95.9%	+ 1.7%	94.3%	95.9%	+ 1.7%
Inventory of Homes for Sale	976	477	- 51.1%	—	—	—
Months Supply of Inventory	10.5	4.2	- 60.0%	—	—	—

* 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.

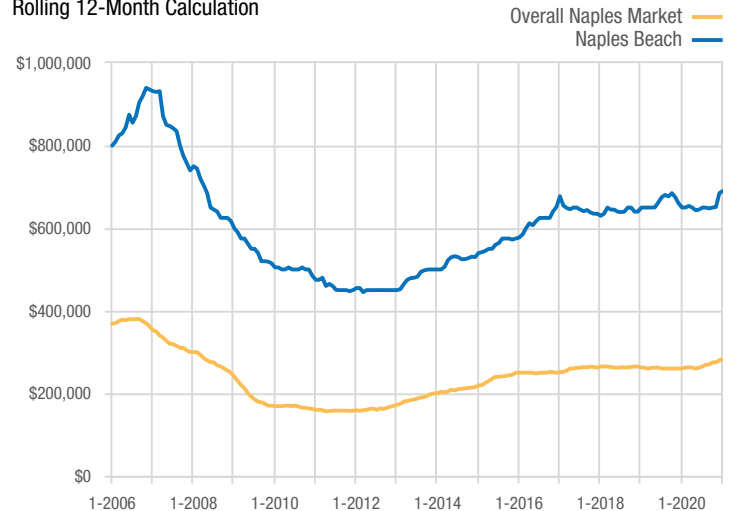
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – January 2021

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North Naples

34109, 34110, 34119

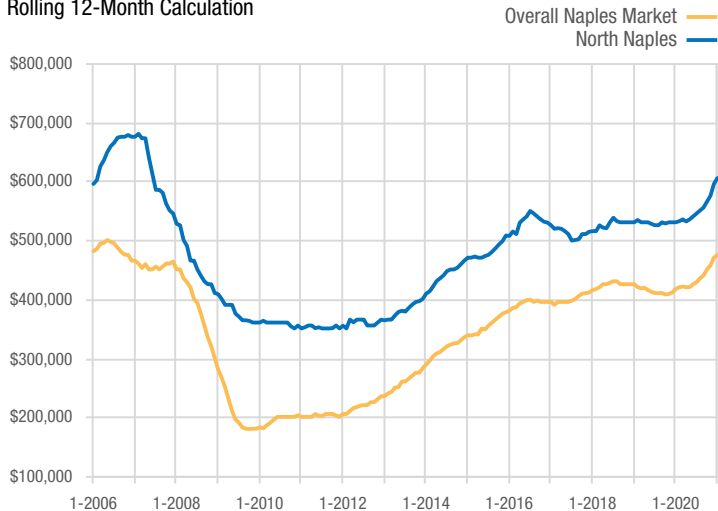
Single Family	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	243	176	- 27.6%	243	176	- 27.6%
Total Sales	72	125	+ 73.6%	72	125	+ 73.6%
Days on Market Until Sale	99	60	- 39.4%	99	60	- 39.4%
Median Closed Price*	\$544,500	\$715,000	+ 31.3%	\$544,500	\$715,000	+ 31.3%
Average Closed Price*	\$813,704	\$1,051,821	+ 29.3%	\$813,704	\$1,051,821	+ 29.3%
Percent of List Price Received*	95.5%	96.9%	+ 1.5%	95.5%	96.9%	+ 1.5%
Inventory of Homes for Sale	880	233	- 73.5%	—	—	—
Months Supply of Inventory	8.0	1.7	- 78.8%	—	—	—

Condo	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	257	221	- 14.0%	257	221	- 14.0%
Total Sales	106	160	+ 50.9%	106	160	+ 50.9%
Days on Market Until Sale	83	91	+ 9.6%	83	91	+ 9.6%
Median Closed Price*	\$268,500	\$280,000	+ 4.3%	\$268,500	\$280,000	+ 4.3%
Average Closed Price*	\$410,280	\$389,480	- 5.1%	\$410,280	\$389,480	- 5.1%
Percent of List Price Received*	95.4%	96.3%	+ 0.9%	95.4%	96.3%	+ 0.9%
Inventory of Homes for Sale	869	346	- 60.2%	—	—	—
Months Supply of Inventory	7.2	2.3	- 68.1%	—	—	—

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

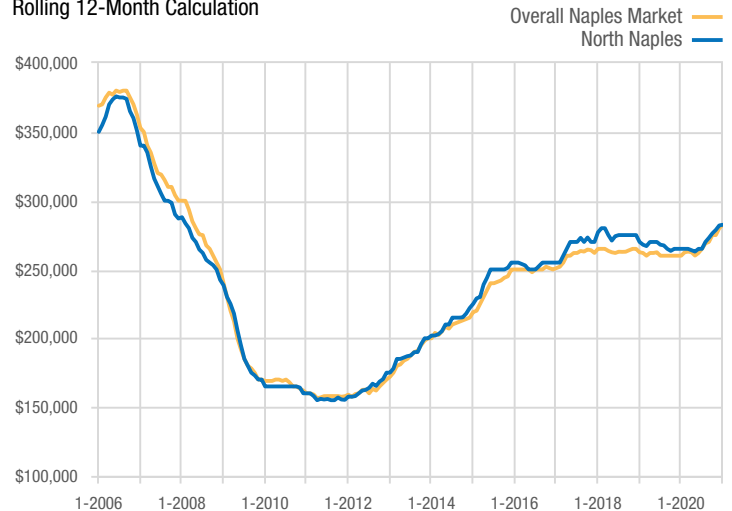
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – January 2021

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Central Naples

34104, 34105, 34116

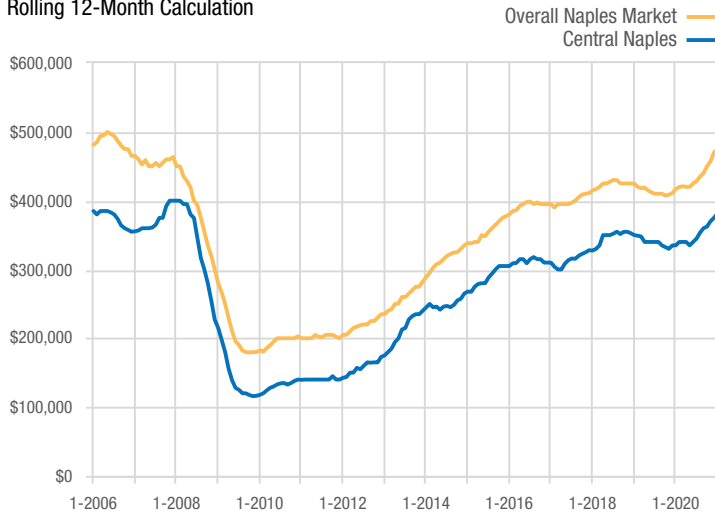
Single Family	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	136	91	- 33.1%	136	91	- 33.1%
Total Sales	56	62	+ 10.7%	56	62	+ 10.7%
Days on Market Until Sale	99	58	- 41.4%	99	58	- 41.4%
Median Closed Price*	\$339,500	\$426,500	+ 25.6%	\$339,500	\$426,500	+ 25.6%
Average Closed Price*	\$504,144	\$900,618	+ 78.6%	\$504,144	\$900,618	+ 78.6%
Percent of List Price Received*	96.4%	97.2%	+ 0.8%	96.4%	97.2%	+ 0.8%
Inventory of Homes for Sale	416	144	- 65.4%	—	—	—
Months Supply of Inventory	6.7	2.1	- 68.7%	—	—	—

Condo	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	142	143	+ 0.7%	142	143	+ 0.7%
Total Sales	58	86	+ 48.3%	58	86	+ 48.3%
Days on Market Until Sale	89	67	- 24.7%	89	67	- 24.7%
Median Closed Price*	\$178,000	\$219,750	+ 23.5%	\$178,000	\$219,750	+ 23.5%
Average Closed Price*	\$207,551	\$254,233	+ 22.5%	\$207,551	\$254,233	+ 22.5%
Percent of List Price Received*	94.4%	96.7%	+ 2.4%	94.4%	96.7%	+ 2.4%
Inventory of Homes for Sale	415	248	- 40.2%	—	—	—
Months Supply of Inventory	6.1	3.5	- 42.6%	—	—	—

* 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.

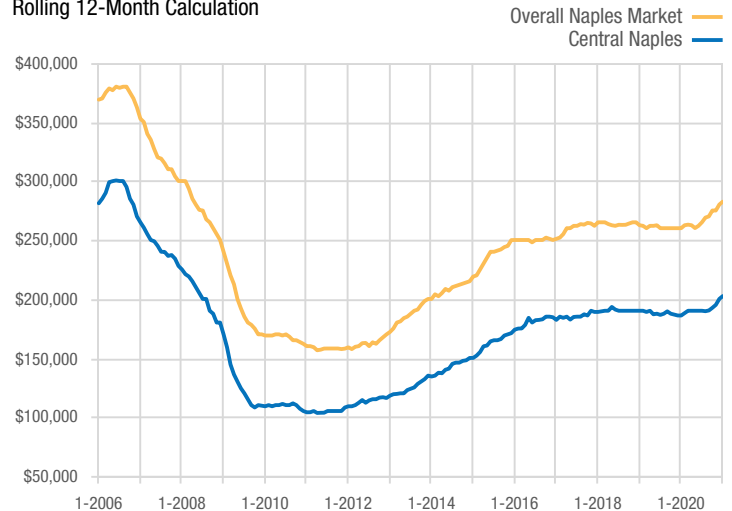
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – January 2021

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South Naples

34112, 34113

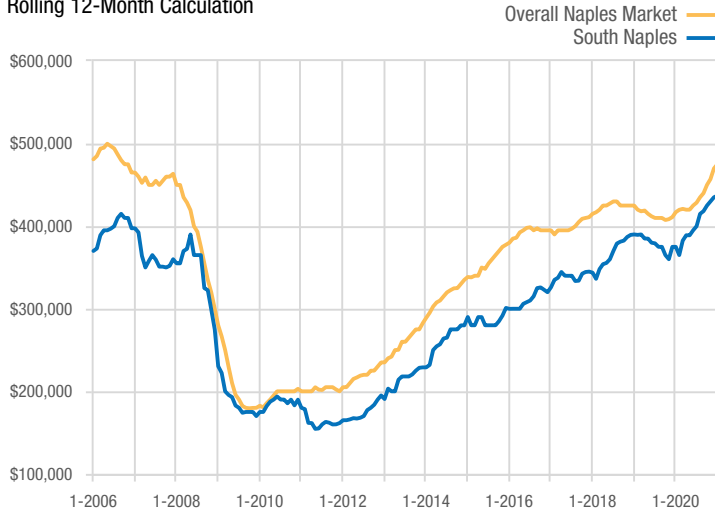
Single Family	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	126	100	- 20.6%	126	100	- 20.6%
Total Sales	41	73	+ 78.0%	41	73	+ 78.0%
Days on Market Until Sale	116	81	- 30.2%	116	81	- 30.2%
Median Closed Price*	\$367,000	\$439,900	+ 19.9%	\$367,000	\$439,900	+ 19.9%
Average Closed Price*	\$499,147	\$594,020	+ 19.0%	\$499,147	\$594,020	+ 19.0%
Percent of List Price Received*	95.2%	96.6%	+ 1.5%	95.2%	96.6%	+ 1.5%
Inventory of Homes for Sale	424	149	- 64.9%	—	—	—
Months Supply of Inventory	8.5	2.3	- 72.9%	—	—	—

Condo	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	217	184	- 15.2%	217	184	- 15.2%
Total Sales	73	138	+ 89.0%	73	138	+ 89.0%
Days on Market Until Sale	124	87	- 29.8%	124	87	- 29.8%
Median Closed Price*	\$214,750	\$240,000	+ 11.8%	\$214,750	\$240,000	+ 11.8%
Average Closed Price*	\$253,412	\$249,821	- 1.4%	\$253,412	\$249,821	- 1.4%
Percent of List Price Received*	95.1%	96.2%	+ 1.2%	95.1%	96.2%	+ 1.2%
Inventory of Homes for Sale	716	324	- 54.7%	—	—	—
Months Supply of Inventory	7.4	2.9	- 60.8%	—	—	—

* 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.

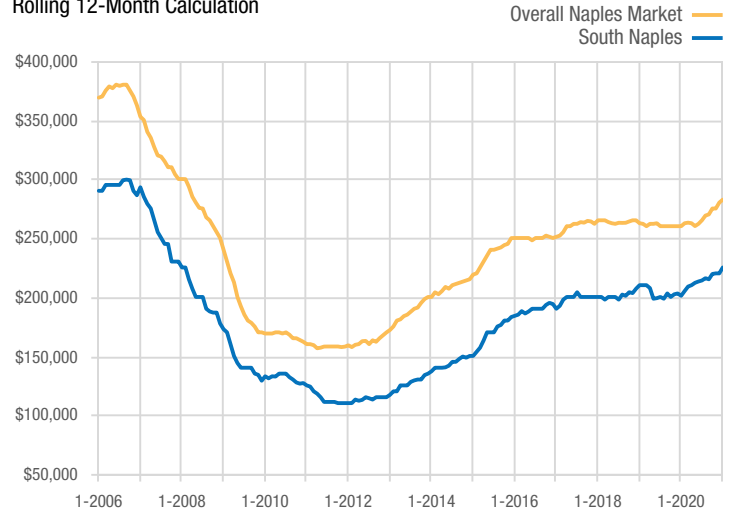
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – January 2021

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East Naples

34114, 34117, 34120, 34137

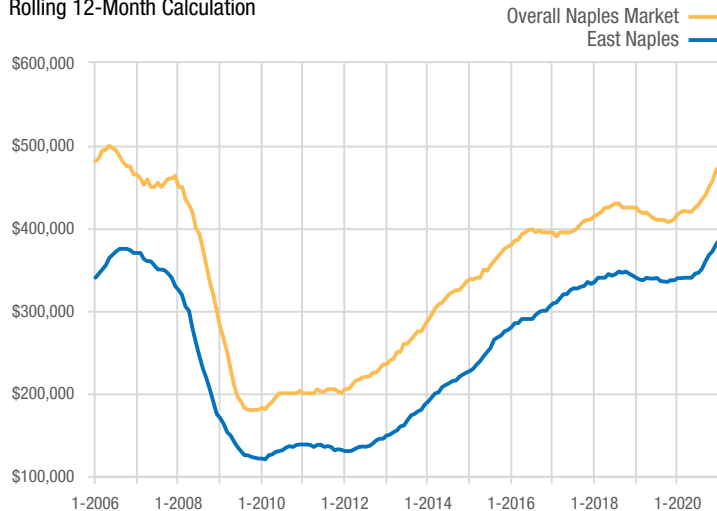
Single Family	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	251	244	- 2.8%	251	244	- 2.8%
Total Sales	116	141	+ 21.6%	116	141	+ 21.6%
Days on Market Until Sale	96	61	- 36.5%	96	61	- 36.5%
Median Closed Price*	\$317,000	\$447,707	+ 41.2%	\$317,000	\$447,707	+ 41.2%
Average Closed Price*	\$413,901	\$503,951	+ 21.8%	\$413,901	\$503,951	+ 21.8%
Percent of List Price Received*	96.8%	97.1%	+ 0.3%	96.8%	97.1%	+ 0.3%
Inventory of Homes for Sale	941	368	- 60.9%	—	—	—
Months Supply of Inventory	6.7	2.1	- 68.7%	—	—	—

Condo	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	115	101	- 12.2%	115	101	- 12.2%
Total Sales	40	77	+ 92.5%	40	77	+ 92.5%
Days on Market Until Sale	102	60	- 41.2%	102	60	- 41.2%
Median Closed Price*	\$264,950	\$295,000	+ 11.3%	\$264,950	\$295,000	+ 11.3%
Average Closed Price*	\$289,692	\$299,695	+ 3.5%	\$289,692	\$299,695	+ 3.5%
Percent of List Price Received*	95.2%	96.9%	+ 1.8%	95.2%	96.9%	+ 1.8%
Inventory of Homes for Sale	423	159	- 62.4%	—	—	—
Months Supply of Inventory	7.8	2.3	- 70.5%	—	—	—

* 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.

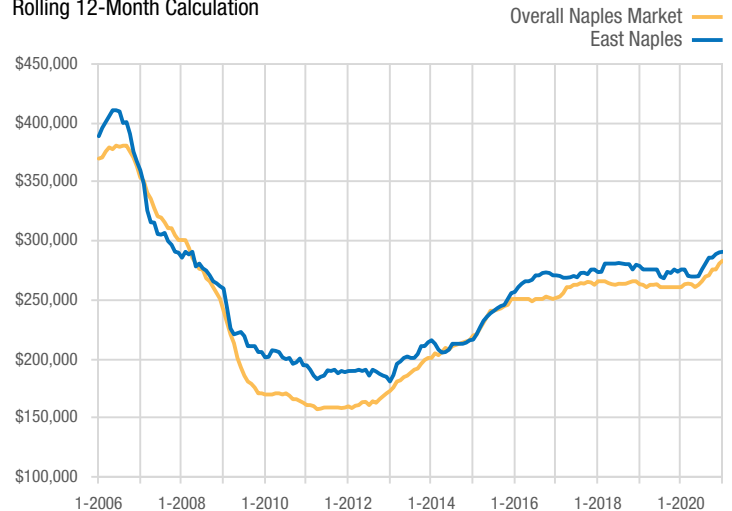
Median Closed Price - Single Family

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 2021

A Research Tool Provided by Naples Area Board of REALTORS®



Immokalee / Ave Maria

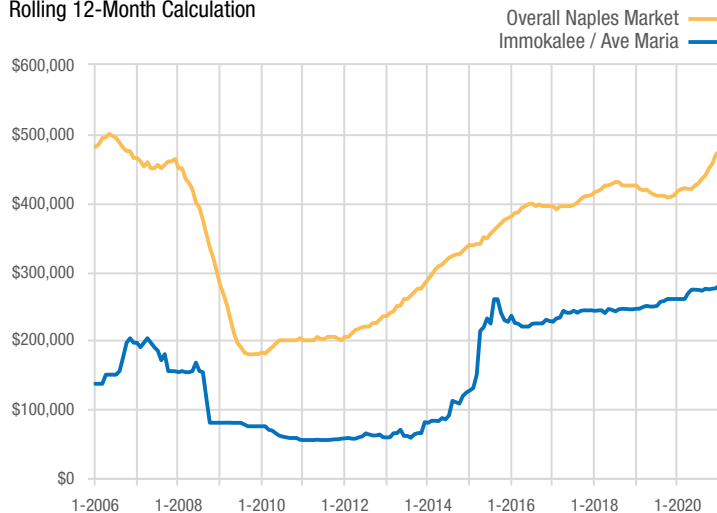
Single Family	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	20	26	+ 30.0%	20	26	+ 30.0%
Total Sales	18	12	- 33.3%	18	12	- 33.3%
Days on Market Until Sale	75	58	- 22.7%	75	58	- 22.7%
Median Closed Price*	\$256,500	\$287,245	+ 12.0%	\$256,500	\$287,245	+ 12.0%
Average Closed Price*	\$266,752	\$296,207	+ 11.0%	\$266,752	\$296,207	+ 11.0%
Percent of List Price Received*	98.1%	97.8%	- 0.3%	98.1%	97.8%	- 0.3%
Inventory of Homes for Sale	123	57	- 53.7%	—	—	—
Months Supply of Inventory	9.1	3.7	- 59.3%	—	—	—

Condo	January			Year to Date		
	2020	2021	% Change	Thru 1-2020	Thru 1-2021	% Change
Key Metrics						
New Listings	7	4	- 42.9%	7	4	- 42.9%
Total Sales	0	3	—	0	3	—
Days on Market Until Sale	—	86	—	—	86	—
Median Closed Price*	—	\$93,000	—	—	\$93,000	—
Average Closed Price*	—	\$148,967	—	—	\$148,967	—
Percent of List Price Received*	—	96.6%	—	—	96.6%	—
Inventory of Homes for Sale	19	17	- 10.5%	—	—	—
Months Supply of Inventory	9.0	6.1	- 32.2%	—	—	—

* 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.

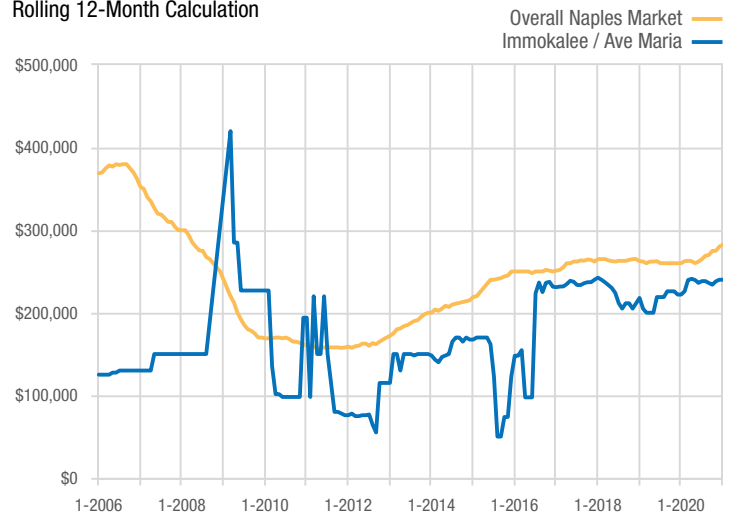
Median Closed Price - Single Family

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.