

Naples Area Market Report



July 2019

Heightened showing activity in June led to a spike in July's closed sales, which increased 7.1 percent to 829 closed sales compared to 774 closed sales during July 2018. And despite a 14.8 percent reduction in overall inventory compared to last July, overall median closed prices have not increased, according to the July 2019 Market Report released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island).

Twenty-six percent of the homes on the market during July had price reductions. According to broker analysts, the number-one reason a home lingers on the market is that it is priced too high. Those price reductions seemed to bring more buyers into the market in July.

The July 2019 ShowingTime report indicated that local REALTORS scheduled over 17,000 appointments to show a range of properties during July. Broker analysts believe the less inventory people have available to view, the more properties they want to see. This is why they believe now is a good time for sellers to enter the market so they have the opportunity to capture buyers who are looking at homes now.

The late summer and early fall are a good time for a seller to list a home because there is a lot of interest from eager buyers – 17 showings per listing in July compared to 13 in January – and values are not decreasing. Sellers added 935 new listings to July's inventory, but this increase in inventory failed to keep up with the buyers entering the market. At the end of July, there were 5,200 homes on the market compared to 6,100 in July 2018.

Since January, median closed prices have decreased 2.9 percent to \$335,000 from \$345,000. But compared to last July, prices have held steady. July's median closed price was \$326,200 compared to \$326,500 for July 2018.

Quick Facts

+ 7.1%	- 0.1%	- 14.8%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
+ 11.1%	+ 7.8%	+ 6.5%
Price Range With the Strongest Sales: \$300,001 to \$500,000	Bedroom Count With Strongest Sales: 3 Bedrooms	Property Type With Strongest Sales: Single Family

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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.

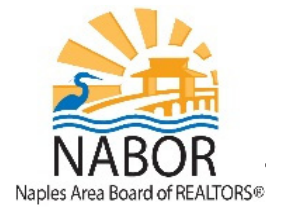


Naples Area Board of REALTORS®

Key Metrics	Historical Sparkbars	7-2018	7-2019	% Change	YTD 2018	YTD 2019	% Change
New Listings		1,017	935	- 8.1%	9,732	9,411	- 3.3%
Closed Sales		774	829	+ 7.1%	6,250	6,292	+ 0.7%
Days on Market Until Sale		94	103	+ 9.6%	95	103	+ 8.4%
Median Closed Price		\$326,500	\$326,200	- 0.1%	\$345,000	\$335,000	- 2.9%
Average Closed Price		\$539,970	\$575,454	+ 6.6%	\$652,421	\$622,782	- 4.5%
Percent of Current List Price Received		95.4%	95.5%	+ 0.1%	95.5%	95.4%	- 0.1%
Inventory of Homes for Sale		6,100	5,200	- 14.8%	—	—	—
Months Supply of Inventory		7.8	6.4	- 17.9%	—	—	—

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	7-2018	7-2019	% Change	YTD 2018	YTD 2019	% Change
New Listings		589	493	- 16.3%	4,863	4,757	- 2.2%
Closed Sales		380	435	+ 14.5%	2,964	3,118	+ 5.2%
Days on Market Until Sale		94	110	+ 17.0%	93	103	+ 10.8%
Median Closed Price		\$423,500	\$409,500	- 3.3%	\$435,000	\$414,000	- 4.8%
Average Closed Price		\$694,862	\$748,130	+ 7.7%	\$839,205	\$795,470	- 5.2%
Percent of Current List Price Received		95.5%	96.0%	+ 0.5%	95.5%	95.7%	+ 0.2%
Inventory of Homes for Sale		3,175	2,668	- 16.0%	—	—	—
Months Supply of Inventory		8.3	6.6	- 20.5%	—	—	—

Condo Market Overview

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



Naples Area Board of REALTORS®

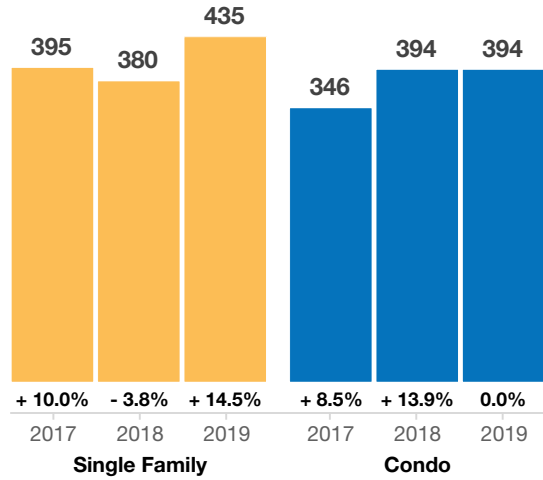
Key Metrics	Historical Sparkbars	7-2018	7-2019	% Change	YTD 2018	YTD 2019	% Change
New Listings		428	442	+ 3.3%	4,869	4,654	- 4.4%
Closed Sales		394	394	0.0%	3,286	3,174	- 3.4%
Days on Market Until Sale		93	96	+ 3.2%	96	102	+ 6.3%
Median Closed Price		\$254,500	\$240,000	- 5.7%	\$270,000	\$265,000	- 1.9%
Average Closed Price		\$390,583	\$384,810	- 1.5%	\$483,940	\$453,195	- 6.4%
Percent of Current List Price Received		95.4%	94.8%	- 0.6%	95.6%	95.1%	- 0.5%
Inventory of Homes for Sale		2,925	2,532	- 13.4%	—	—	—
Months Supply of Inventory		7.4	6.2	- 16.2%	—	—	—

Overall Closed Sales

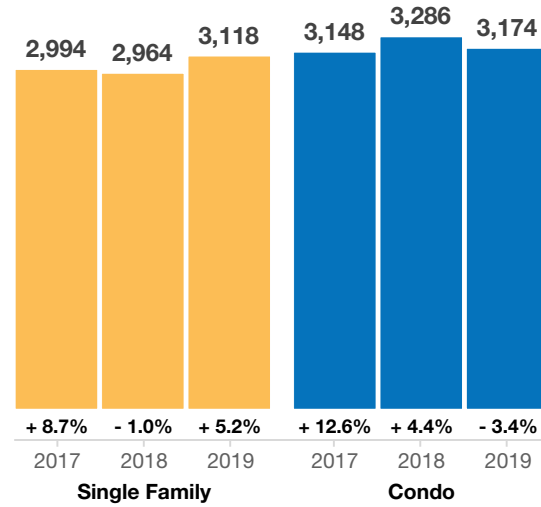
A count of the actual sales that closed in a given month.



July

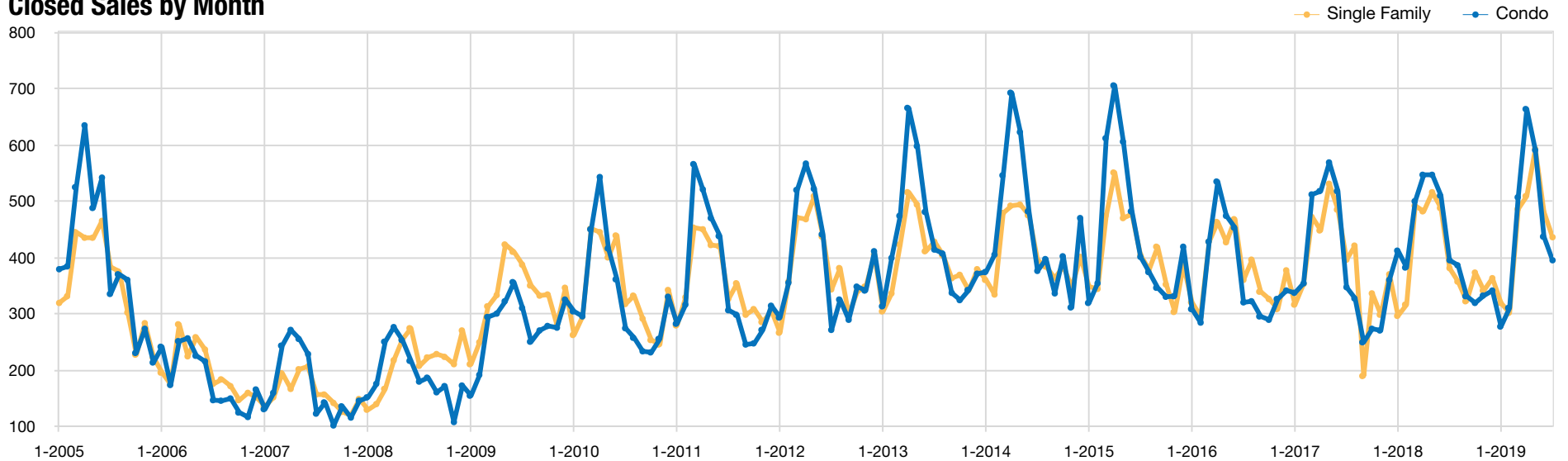


Year-to-Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2018	356	-15.2%	385	+18.1%
Sep-2018	321	+70.7%	330	+33.1%
Oct-2018	372	+11.0%	318	+16.9%
Nov-2018	340	+14.5%	331	+23.0%
Dec-2018	362	-1.9%	340	-5.3%
Jan-2019	318	+7.8%	276	-32.8%
Feb-2019	300	-4.8%	309	-18.9%
Mar-2019	485	-1.2%	506	+1.4%
Apr-2019	508	+5.6%	663	+21.4%
May-2019	592	+15.0%	590	+8.1%
Jun-2019	480	-1.4%	436	-14.3%
Jul-2019	435	+14.5%	394	0.0%
12-Month Avg	406	+6.6%	407	+2.5%

Closed Sales by Month



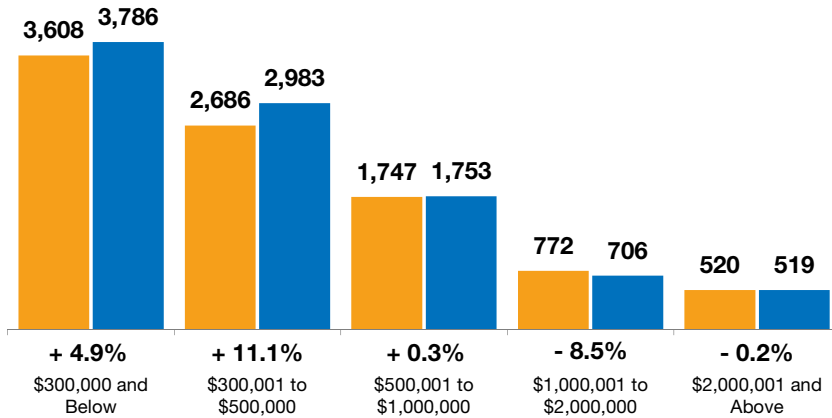
Overall Closed Sales by Price Range

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



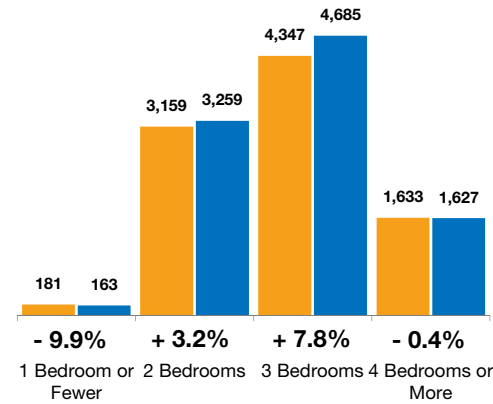
By Price Range

7-2018 7-2019



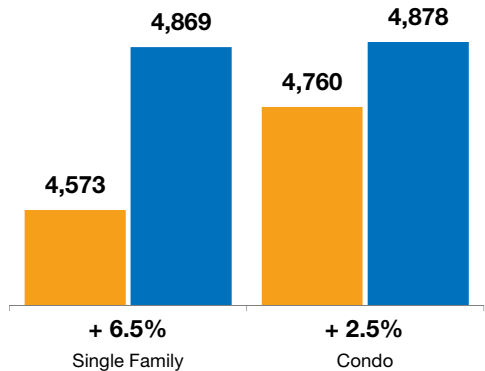
By Bedroom Count

7-2018 7-2019



By Property Type

7-2018 7-2019



All Properties

By Price Range	7-2018	7-2019	Change
\$300,000 and Below	3,608	3,786	+ 4.9%
\$300,001 to \$500,000	2,686	2,983	+ 11.1%
\$500,001 to \$1,000,000	1,747	1,753	+ 0.3%
\$1,000,001 to \$2,000,000	772	706	- 8.5%
\$2,000,001 and Above	520	519	- 0.2%
All Price Ranges	9,333	9,747	+ 4.4%

Single Family

7-2018	7-2019	Change	7-2018	7-2019	Change
968	1,052	+ 8.7%	2640	2734	+ 3.6%
1,629	1,846	+ 13.3%	1057	1137	+ 7.6%
1,177	1,188	+ 0.9%	570	565	- 0.9%
416	413	- 0.7%	356	293	- 17.7%
383	370	- 3.4%	137	149	+ 8.8%
4,573	4,869	+ 6.5%	4,760	4,878	+ 2.5%

Condo

By Bedroom Count	7-2018	7-2019	Change
1 Bedroom or Fewer	181	163	- 9.9%
2 Bedrooms	3,159	3,259	+ 3.2%
3 Bedrooms	4,347	4,685	+ 7.8%
4 Bedrooms or More	1,633	1,627	- 0.4%
All Bedroom Counts	9,333	9,747	+ 4.4%

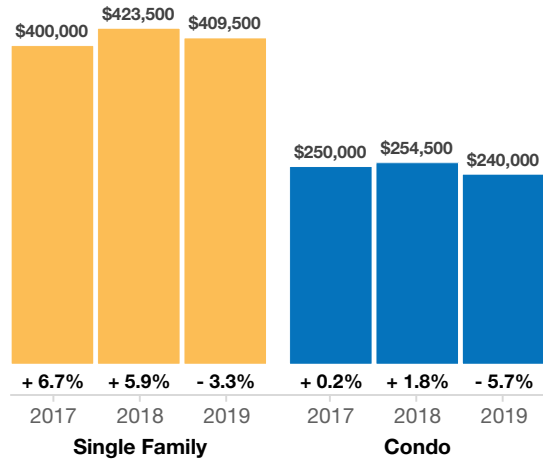
7-2018	7-2019	Change	7-2018	7-2019	Change
20	21	+ 5.0%	161	142	- 11.8%
476	484	+ 1.7%	2,683	2,775	+ 3.4%
2,601	2,833	+ 8.9%	1,746	1,852	+ 6.1%
1,475	1,530	+ 3.7%	158	97	- 38.6%
4,573	4,869	+ 6.5%	4,760	4,878	+ 2.5%

Overall Median Closed Price

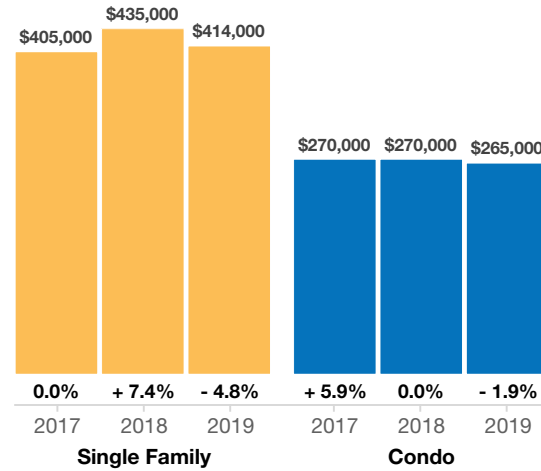
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



July



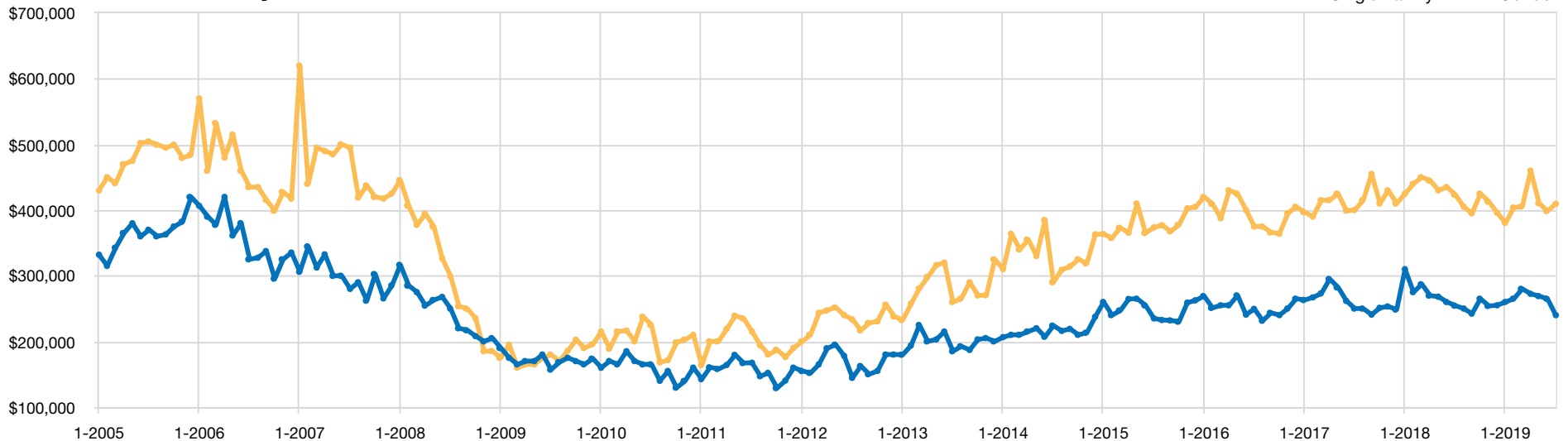
Year-to-Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2018	\$405,000	- 2.4%	\$250,000	0.0%
Sep-2018	\$395,000	- 13.2%	\$242,250	+ 0.6%
Oct-2018	\$425,000	+ 3.7%	\$265,000	+ 5.5%
Nov-2018	\$413,000	- 4.0%	\$254,000	+ 0.3%
Dec-2018	\$395,900	- 3.4%	\$255,000	+ 2.6%
Jan-2019	\$380,500	- 10.5%	\$260,000	- 16.1%
Feb-2019	\$403,750	- 8.2%	\$265,000	- 3.6%
Mar-2019	\$405,500	- 9.9%	\$280,000	- 2.4%
Apr-2019	\$460,000	+ 3.4%	\$272,500	+ 1.0%
May-2019	\$410,500	- 4.5%	\$269,000	+ 0.4%
Jun-2019	\$398,450	- 8.4%	\$265,000	+ 1.9%
Jul-2019	\$409,500	- 3.3%	\$240,000	- 5.7%
12-Month Avg*	\$410,000	- 4.7%	\$260,000	- 1.1%

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

Median Closed Price by Month



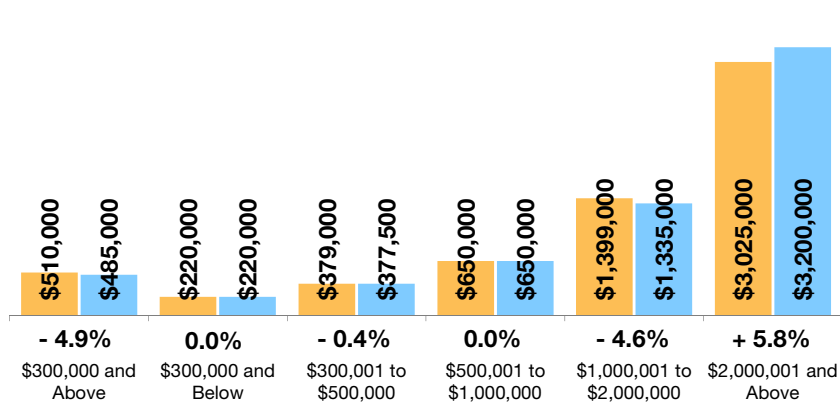
Overall Median Closed Price by Price Range

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



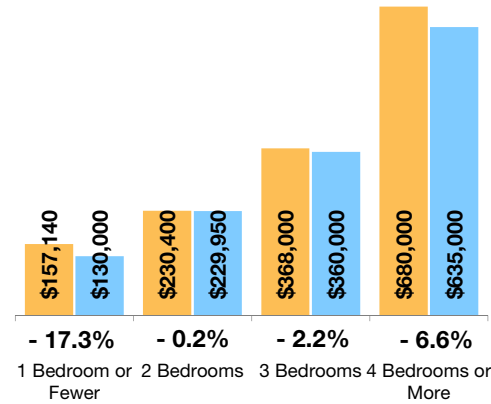
By Price Range

7-2018 7-2019



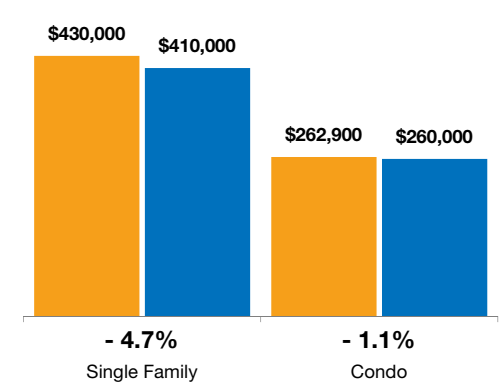
By Bedroom Count

7-2018 7-2019



By Property Type

7-2018 7-2019



All Properties

By Price Range	7-2018	7-2019	Change
\$300,000 and Above	\$510,000	\$485,000	- 4.9%
\$300,000 and Below	\$220,000	\$220,000	0.0%
\$300,001 to \$500,000	\$379,000	\$377,500	- 0.4%
\$500,001 to \$1,000,000	\$650,000	\$650,000	0.0%
\$1,000,001 to \$2,000,000	\$1,399,000	\$1,335,000	- 4.6%
\$2,000,001 and Above	\$3,025,000	\$3,200,000	+ 5.8%
All Price Ranges	\$339,000	\$333,000	- 1.8%

Single Family

7-2018	7-2019	Change	7-2018	7-2019	Change
\$510,000	\$490,000	- 3.9%	\$510,000	\$472,500	- 7.4%
\$255,000	\$260,000	+ 2.0%	\$201,500	\$200,000	- 0.7%
\$389,000	\$385,000	- 1.0%	\$360,000	\$365,000	+ 1.4%
\$641,500	\$646,577	+ 0.8%	\$670,000	\$666,000	- 0.6%
\$1,340,000	\$1,350,000	+ 0.7%	\$1,475,000	\$1,325,000	- 10.2%
\$3,300,000	\$3,350,000	+ 1.5%	\$2,547,500	\$2,878,750	+ 13.0%
\$430,000	\$410,000	- 4.7%	\$262,900	\$260,000	- 1.1%

Condo

By Bedroom Count	7-2018	7-2019	Change
1 Bedroom or Fewer	\$157,140	\$130,000	- 17.3%
2 Bedrooms	\$230,400	\$229,950	- 0.2%
3 Bedrooms	\$368,000	\$360,000	- 2.2%
4 Bedrooms or More	\$680,000	\$635,000	- 6.6%
All Bedroom Counts	\$339,000	\$333,000	- 1.8%

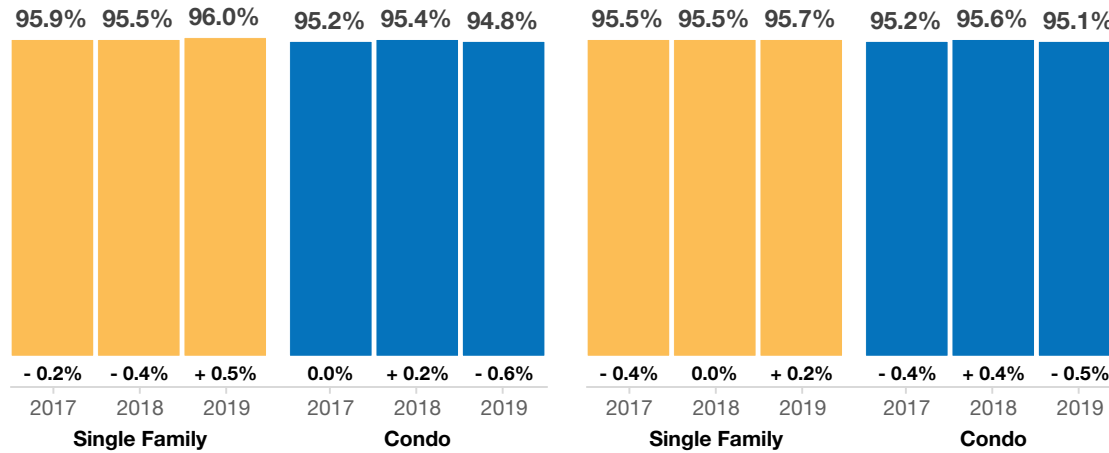
7-2018	7-2019	Change	7-2018	7-2019	Change
\$112,500	\$80,000	- 28.9%	\$159,900	\$134,500	- 15.9%
\$278,450	\$277,250	- 0.4%	\$222,000	\$220,000	- 0.9%
\$390,000	\$375,000	- 3.8%	\$322,500	\$325,000	+ 0.8%
\$650,000	\$633,000	- 2.6%	\$1,750,000	\$770,000	- 56.0%
\$430,000	\$410,000	- 4.7%	\$262,900	\$260,000	- 1.1%

Overall Percent of Current List Price Received

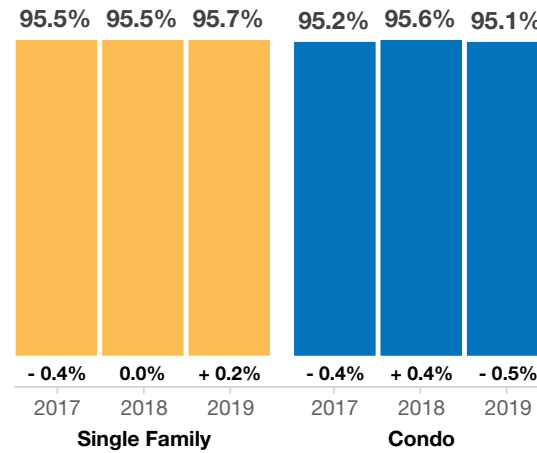
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



July



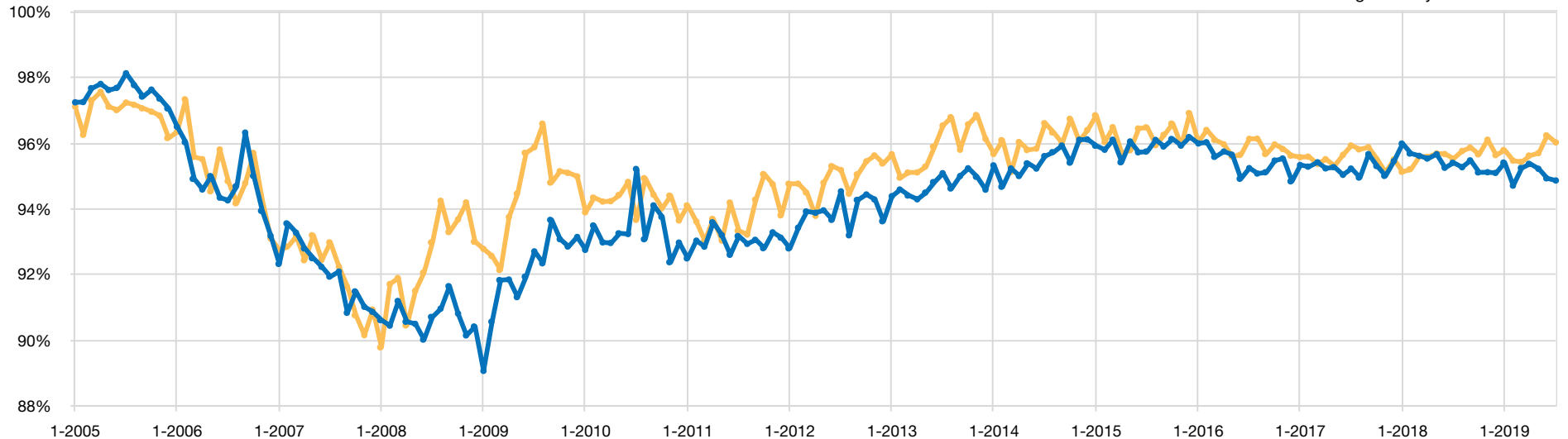
Year-to-Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2018	95.7%	- 0.1%	95.3%	+ 0.4%
Sep-2018	95.8%	- 0.1%	95.5%	- 0.1%
Oct-2018	95.6%	+ 0.1%	95.1%	- 0.2%
Nov-2018	96.1%	+ 1.1%	95.1%	+ 0.1%
Dec-2018	95.6%	+ 0.1%	95.1%	- 0.3%
Jan-2019	95.8%	+ 0.7%	95.4%	- 0.6%
Feb-2019	95.5%	+ 0.3%	94.7%	- 1.0%
Mar-2019	95.4%	- 0.2%	95.2%	- 0.4%
Apr-2019	95.6%	0.0%	95.4%	- 0.1%
May-2019	95.7%	0.0%	95.2%	- 0.4%
Jun-2019	96.2%	+ 0.5%	94.9%	- 0.3%
Jul-2019	96.0%	+ 0.5%	94.8%	- 0.6%
12-Month Avg*	95.8%	+ 0.2%	95.1%	- 0.3%

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

Overall Percent of List Price Received by Month



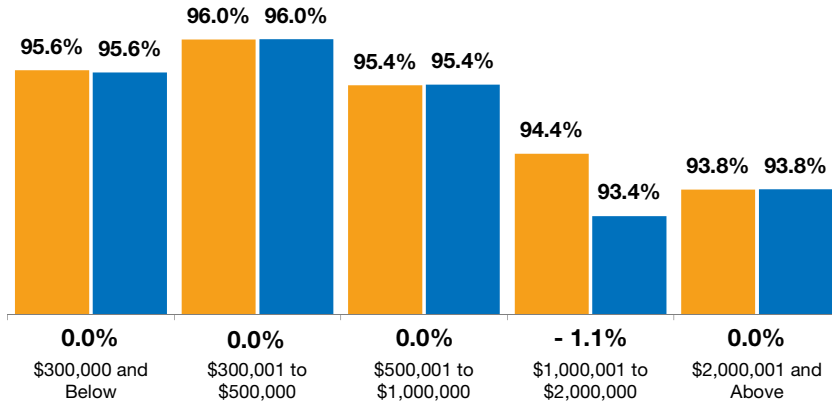
Overall Percent of List Price Received by Price Range

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.



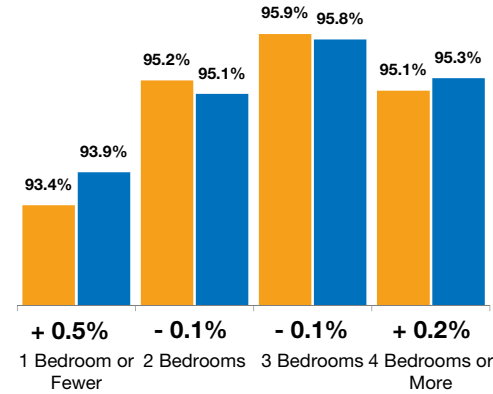
By Price Range

7-2018 7-2019



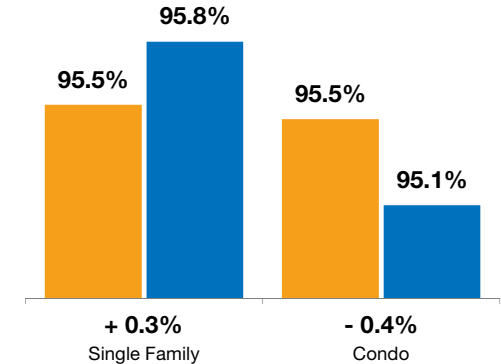
By Bedroom Count

7-2018 7-2019



By Property Type

7-2018 7-2019



All Properties

By Price Range

	7-2018	7-2019	Change
\$300,000 and Below	95.6%	95.6%	0.0%
\$300,001 to \$500,000	96.0%	96.0%	0.0%
\$500,001 to \$1,000,000	95.4%	95.4%	0.0%
\$1,000,001 to \$2,000,000	94.4%	93.4%	- 1.1%
\$2,000,001 and Above	93.8%	93.8%	0.0%
All Price Ranges	95.5%	95.5%	0.0%

Single Family

	7-2018	7-2019	Change
1 Bedroom or Fewer	93.4%	93.9%	+ 0.5%
2 Bedrooms	95.2%	95.1%	- 0.1%
3 Bedrooms	95.9%	95.8%	- 0.1%
4 Bedrooms or More	95.1%	95.3%	+ 0.2%
All Bedroom Counts	95.5%	95.5%	0.0%

Condo

	7-2018	7-2019	Change
Single Family	95.5%	95.8%	+ 0.3%
Condo	95.5%	95.1%	- 0.4%

By Bedroom Count

	7-2018	7-2019	Change
1 Bedroom or Fewer	93.4%	93.9%	+ 0.5%
2 Bedrooms	95.2%	95.1%	- 0.1%
3 Bedrooms	95.9%	95.8%	- 0.1%
4 Bedrooms or More	95.1%	95.3%	+ 0.2%
All Bedroom Counts	95.5%	95.5%	0.0%

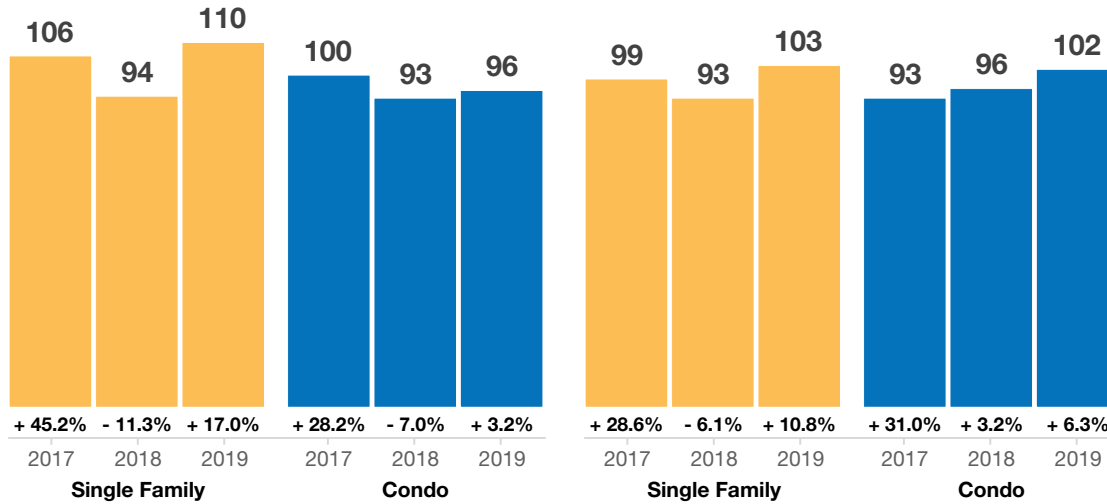
	7-2018	7-2019	Change
Single Family	95.5%	95.8%	+ 0.3%
Condo	95.5%	95.1%	- 0.4%

Overall Days on Market Until Sale

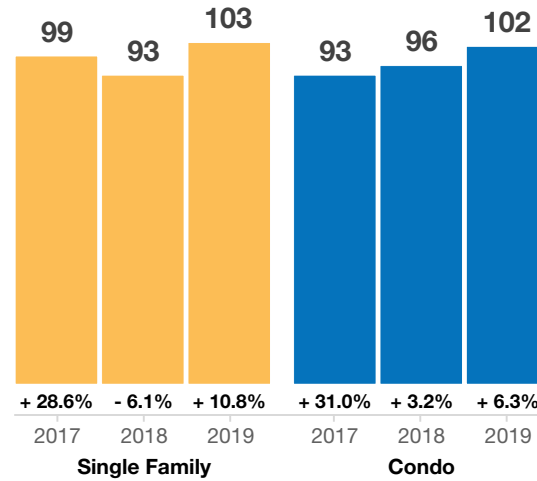
Average number of days between when a property is listed and when an offer is accepted in a given month.



July



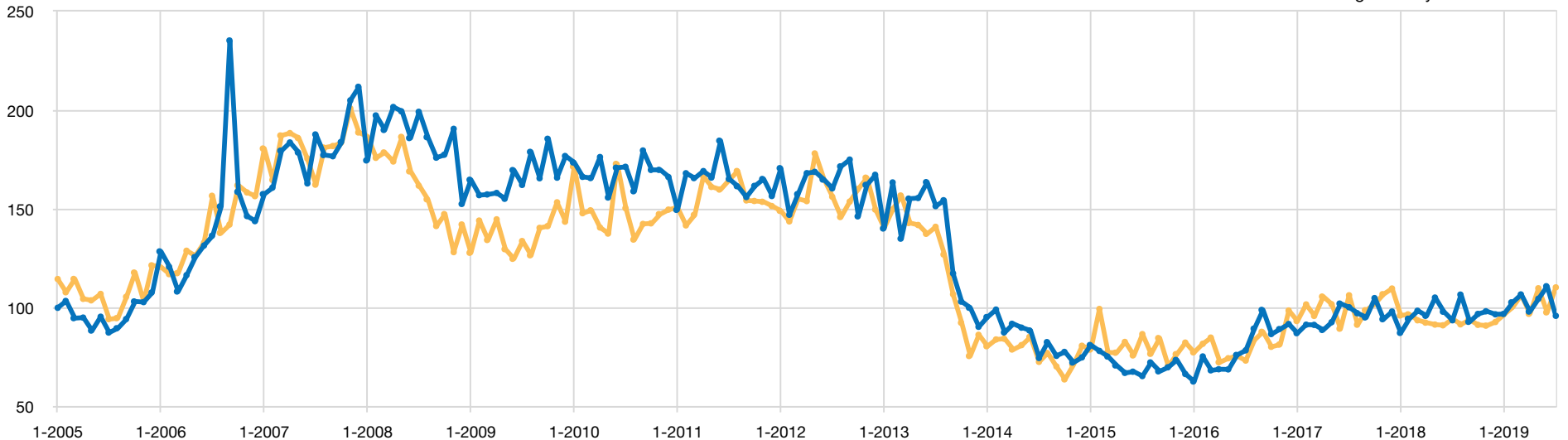
Year-to-Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2018	91	0.0%	106	+ 9.3%
Sep-2018	94	- 5.1%	93	- 2.1%
Oct-2018	91	- 10.8%	97	- 7.6%
Nov-2018	91	- 15.0%	98	+ 4.3%
Dec-2018	93	- 15.5%	96	- 2.0%
Jan-2019	96	0.0%	97	+ 11.5%
Feb-2019	100	+ 4.2%	103	+ 9.6%
Mar-2019	106	+ 14.0%	107	+ 9.2%
Apr-2019	97	+ 5.4%	98	+ 2.1%
May-2019	110	+ 20.9%	104	- 1.0%
Jun-2019	97	+ 6.6%	111	+ 13.3%
Jul-2019	110	+ 17.0%	96	+ 3.2%
12-Month Avg*	99	+ 3.1%	101	+ 4.2%

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

Overall Days on Market Until Sale by Month



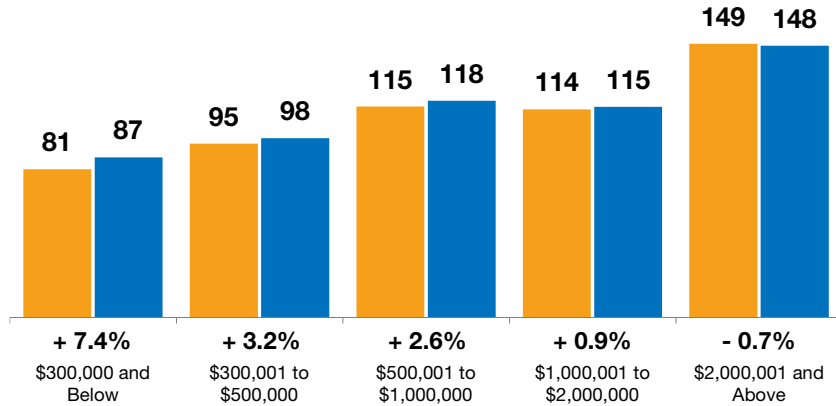
Overall Days on Market Until Sale by Price Range

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



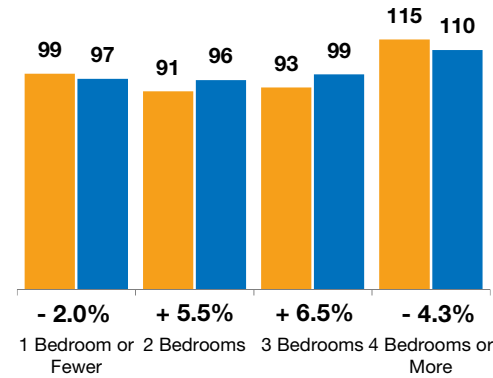
By Price Range

7-2018 7-2019



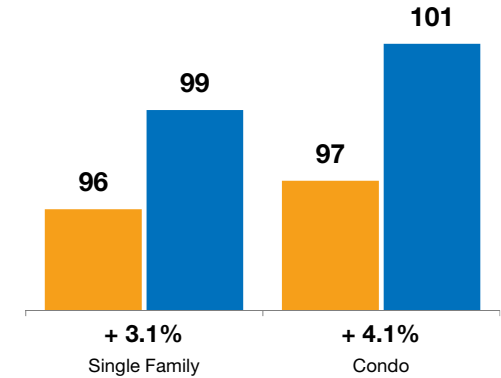
By Bedroom Count

7-2018 7-2019



By Property Type

7-2018 7-2019



All Properties

By Price Range	7-2018	7-2019	Change
\$300,000 and Below	81	87	+ 7.4%
\$300,001 to \$500,000	95	98	+ 3.2%
\$500,001 to \$1,000,000	115	118	+ 2.6%
\$1,000,001 to \$2,000,000	114	115	+ 0.9%
\$2,000,001 and Above	149	148	- 0.7%
All Price Ranges	96	100	+ 4.2%

Single Family

	7-2018	7-2019	Change
1 Bedroom or Fewer	62	71	+ 14.5%
2 Bedrooms	88	96	+ 9.1%
3 Bedrooms	111	112	+ 0.9%
4 Bedrooms or More	128	115	- 10.2%
All Single Family	161	162	+ 0.6%
All Single Family	96	99	+ 3.1%

Condo

	7-2018	7-2019	Change
Single Family	88	94	+ 6.8%
Condo	106	101	- 4.7%
Condo	123	130	+ 5.7%
Condo	96	115	+ 19.8%
Condo	117	115	- 1.7%
All Condo	117	115	- 1.7%
All Condo	97	101	+ 4.1%

By Bedroom Count

	7-2018	7-2019	Change
1 Bedroom or Fewer	99	97	- 2.0%
2 Bedrooms	91	96	+ 5.5%
3 Bedrooms	93	99	+ 6.5%
4 Bedrooms or More	115	110	- 4.3%
All Bedroom Counts	96	100	+ 4.2%

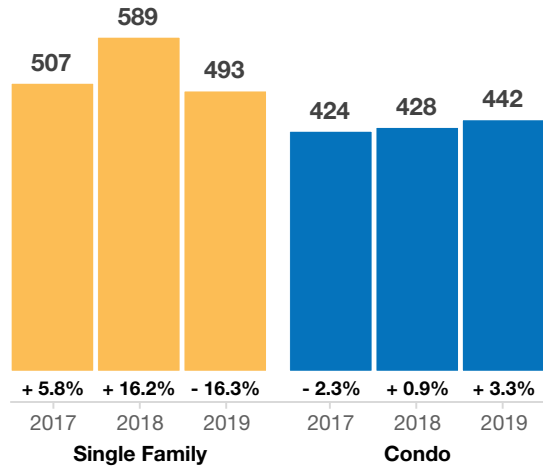
	7-2018	7-2019	Change
1 Bedroom or Fewer	175	112	- 36.0%
2 Bedrooms	83	87	+ 4.8%
3 Bedrooms	86	95	+ 10.5%
4 Bedrooms or More	117	110	- 6.0%
All Single Family	161	162	+ 0.6%
All Single Family	96	99	+ 3.1%

Overall New Listings by Month

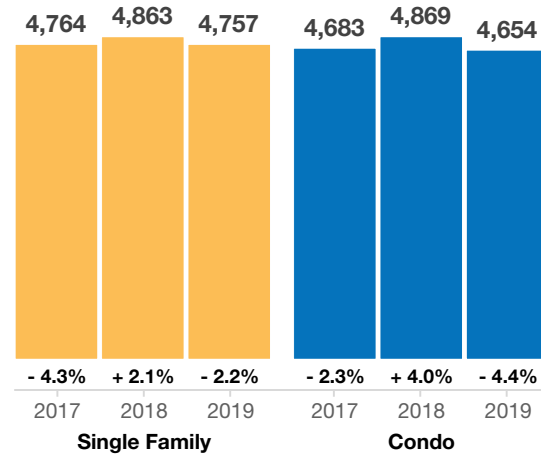
A count of the properties that have been newly listed on the market in a given month.



July

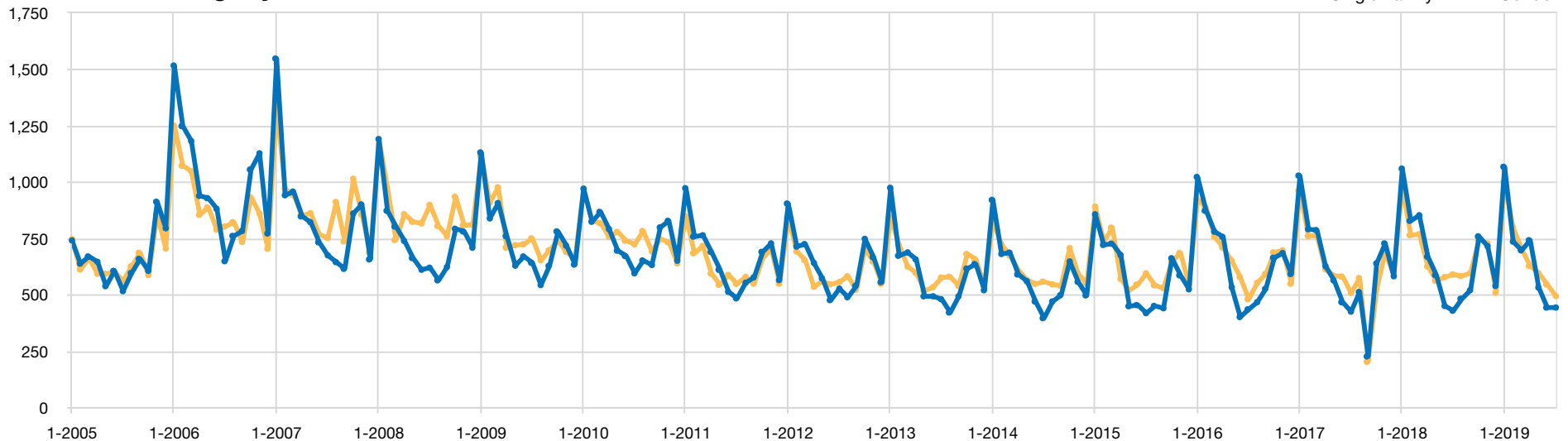


Year-to-Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2018	582	+ 1.6%	481	- 5.9%
Sep-2018	595	+ 196.0%	519	+ 130.7%
Oct-2018	744	+ 41.7%	758	+ 18.8%
Nov-2018	727	+ 5.8%	715	- 1.7%
Dec-2018	508	- 13.3%	538	- 7.4%
Jan-2019	998	+ 1.8%	1,067	+ 0.8%
Feb-2019	797	+ 4.5%	735	- 11.1%
Mar-2019	702	- 8.6%	696	- 18.3%
Apr-2019	627	+ 0.3%	741	+ 10.9%
May-2019	595	+ 6.1%	531	- 9.4%
Jun-2019	545	- 5.5%	442	- 1.6%
Jul-2019	493	- 16.3%	442	+ 3.3%
12-Month Avg	659	+ 6.3%	639	+ 1.6%

Overall New Listings by Month

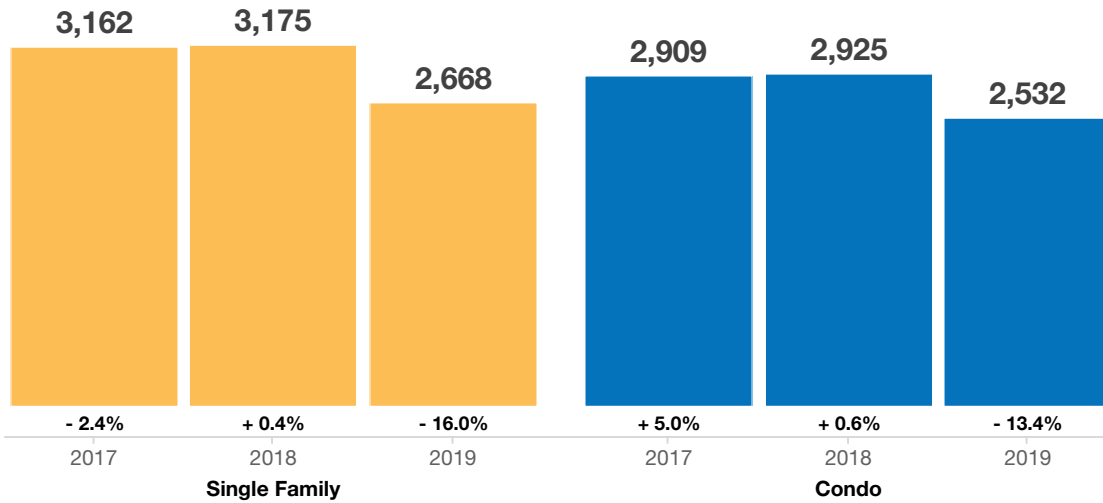


Overall Inventory of Homes for Sale

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

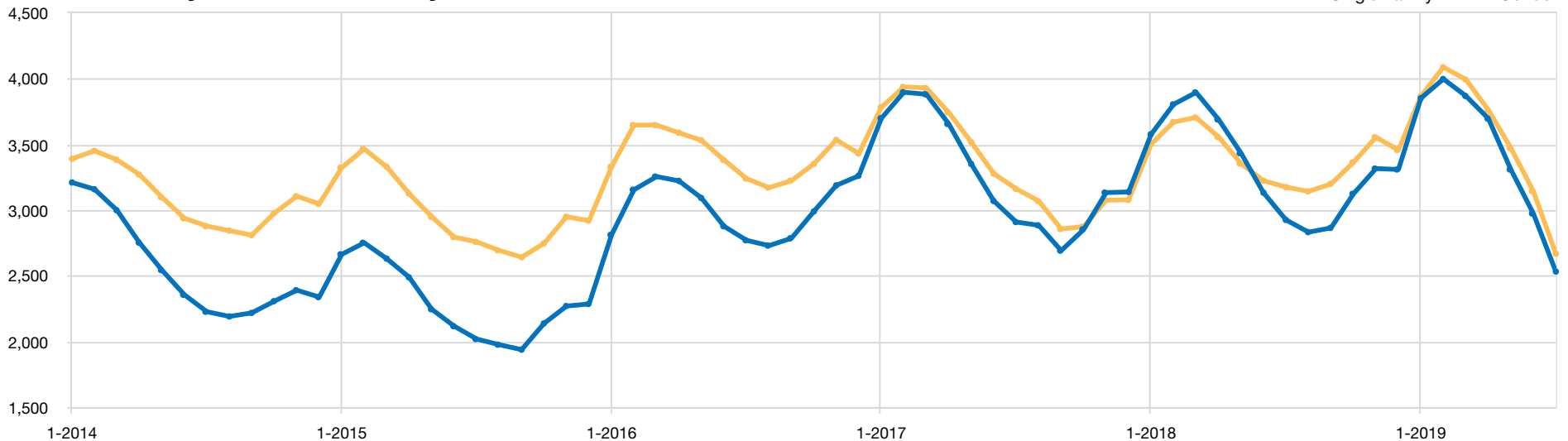


July



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2018	3,142	+ 2.4%	2,832	- 1.8%
Sep-2018	3,199	+ 12.0%	2,864	+ 6.4%
Oct-2018	3,363	+ 17.0%	3,124	+ 9.5%
Nov-2018	3,555	+ 15.6%	3,316	+ 5.8%
Dec-2018	3,457	+ 12.3%	3,309	+ 5.4%
Jan-2019	3,867	+ 10.4%	3,852	+ 7.7%
Feb-2019	4,088	+ 11.4%	3,998	+ 5.1%
Mar-2019	3,995	+ 7.8%	3,869	- 0.7%
Apr-2019	3,762	+ 5.8%	3,697	+ 0.2%
May-2019	3,473	+ 3.5%	3,309	- 3.6%
Jun-2019	3,144	- 2.5%	2,974	- 5.0%
Jul-2019	2,668	- 16.0%	2,532	- 13.4%
12-Month Avg	3,476	+ 6.6%	3,306	+ 1.3%

Overall Inventory of Homes for Sale by Month



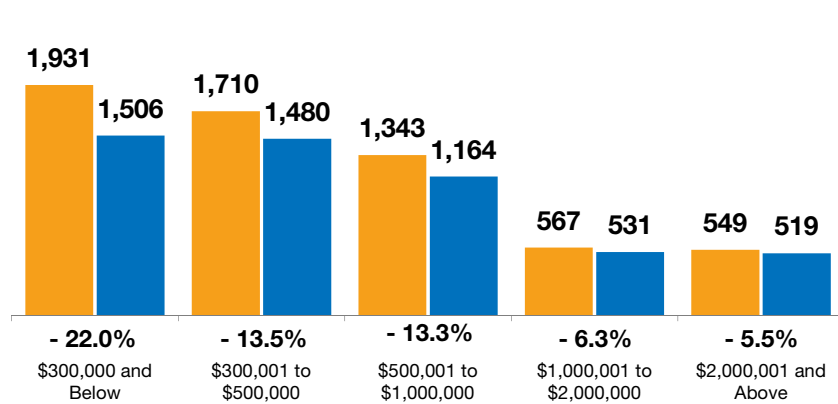
Overall Inventory of Homes for Sale by Price Range

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



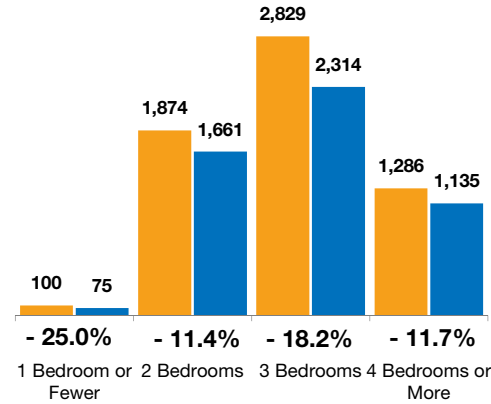
By Price Range

7-2018 7-2019



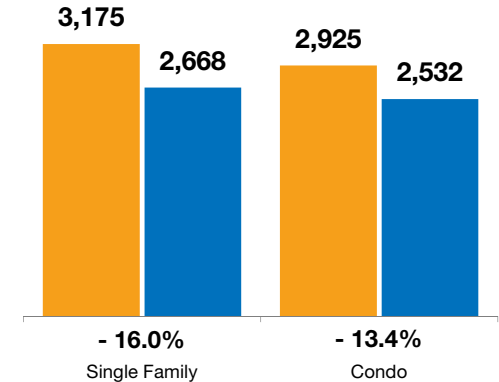
By Bedroom Count

7-2018 7-2019



By Property Type

7-2018 7-2019



All Properties

By Price Range	7-2018	7-2019	Change
\$300,000 and Below	1,931	1,506	- 22.0%
\$300,001 to \$500,000	1,710	1,480	- 13.5%
\$500,001 to \$1,000,000	1,343	1,164	- 13.3%
\$1,000,001 to \$2,000,000	567	531	- 6.3%
\$2,000,001 and Above	549	519	- 5.5%
All Price Ranges	6,100	5,200	- 14.8%

Single Family

7-2018	7-2019	Change	7-2018	7-2019	Change
480	305	- 36.5%	1451	1201	- 17.2%
1,016	868	- 14.6%	694	612	- 11.8%
889	755	- 15.1%	454	409	- 9.9%
361	351	- 2.8%	206	180	- 12.6%
429	389	- 9.3%	120	130	+ 8.3%
3,175	2,668	- 16.0%	2,925	2,532	- 13.4%

Condo

By Bedroom Count	7-2018	7-2019	Change
1 Bedroom or Fewer	100	75	- 25.0%
2 Bedrooms	1,874	1,661	- 11.4%
3 Bedrooms	2,829	2,314	- 18.2%
4 Bedrooms or More	1,286	1,135	- 11.7%
All Bedroom Counts	6,100	5,200	- 14.8%

7-2018	7-2019	Change	7-2018	7-2019	Change
21	17	- 19.0%	79	58	- 26.6%
262	245	- 6.5%	1,612	1,416	- 12.2%
1,683	1,342	- 20.3%	1,146	927	- 19.1%
1,205	1,062	- 11.9%	81	73	- 9.9%
3,175	2,668	- 16.0%	2,925	2,532	- 13.4%

Listing and Sales Summary Report

July 2019



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Jul-19	Jul-18	% Change	Jul-19	Jul-18	% Change	Jul-19	Jul-18	% Change	Jul-19	Jul-18	% Change
Overall Naples Market*	\$326,200	\$326,500	-0.1%	829	774	+7.1%	5,200	6,100	-14.8%	103	94	+9.6%
Collier County	\$332,250	\$335,000	-0.8%	898	832	+7.9%	5,810	6,795	-14.5%	103	95	+8.4%
Ave Maria	\$275,000	\$242,375	+13.5%	7	8	-12.5%	92	92	0.0%	103	75	+37.3%
Central Naples	\$233,000	\$237,000	-1.7%	126	120	+5.0%	640	847	-24.4%	100	88	+13.6%
East Naples	\$326,500	\$317,750	+2.8%	197	160	+23.1%	998	1,277	-21.8%	102	83	+22.9%
Everglades City	--	--	--	0	0	--	5	3	+66.7%	--	--	--
Immokalee	\$187,900	\$197,500	-4.9%	6	3	+100.0%	13	30	-56.7%	98	46	+113.0%
Immokalee / Ave Maria	\$230,000	\$240,000	-4.2%	13	11	+18.2%	105	121	-13.2%	100	67	+49.3%
Naples	\$328,500	\$329,500	-0.3%	816	764	+6.8%	5,094	5,982	-14.8%	103	94	+9.6%
Naples Beach	\$767,500	\$613,200	+25.2%	140	139	+0.7%	1,166	1,241	-6.0%	116	105	+10.5%
North Naples	\$396,250	\$417,500	-5.1%	238	224	+6.3%	1,418	1,636	-13.3%	106	102	+3.9%
South Naples	\$242,000	\$233,000	+3.9%	115	120	-4.2%	873	978	-10.7%	90	88	+2.3%
34102	\$1,211,250	\$1,025,000	+18.2%	40	40	0.0%	368	445	-17.3%	103	127	-18.9%
34103	\$801,500	\$695,000	+15.3%	44	44	0.0%	315	346	-9.0%	111	89	+24.7%
34104	\$234,500	\$230,500	+1.7%	60	51	+17.6%	285	358	-20.4%	109	66	+65.2%
34105	\$221,950	\$237,000	-6.4%	42	44	-4.5%	276	355	-22.3%	101	119	-15.1%
34108	\$600,000	\$490,000	+22.4%	56	55	+1.8%	483	450	+7.3%	130	102	+27.5%
34109	\$419,000	\$460,000	-8.9%	63	59	+6.8%	314	394	-20.3%	98	79	+24.1%
34110	\$388,500	\$415,000	-6.4%	68	63	+7.9%	561	540	+3.9%	109	102	+6.9%
34112	\$188,000	\$200,000	-6.0%	64	69	-7.2%	413	463	-10.8%	80	88	-9.1%
34113	\$320,000	\$280,000	+14.3%	51	51	0.0%	460	515	-10.7%	102	87	+17.2%
34114	\$315,000	\$352,500	-10.6%	69	60	+15.0%	443	580	-23.6%	118	104	+13.5%
34116	\$260,263	\$265,000	-1.8%	24	25	-4.0%	79	134	-41.0%	73	79	-7.6%
34117	\$332,200	\$300,000	+10.7%	24	28	-14.3%	112	137	-18.2%	54	61	-11.5%
34119	\$405,000	\$400,000	+1.3%	107	102	+4.9%	543	702	-22.6%	108	116	-6.9%
34120	\$318,500	\$301,000	+5.8%	104	72	+44.4%	443	560	-20.9%	102	73	+39.7%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$230,000	\$240,000	-4.2%	13	11	+18.2%	105	121	-13.2%	100	67	+49.3%

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

Local Market Update – July 2019

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Naples Beach

34102, 34103, 34108

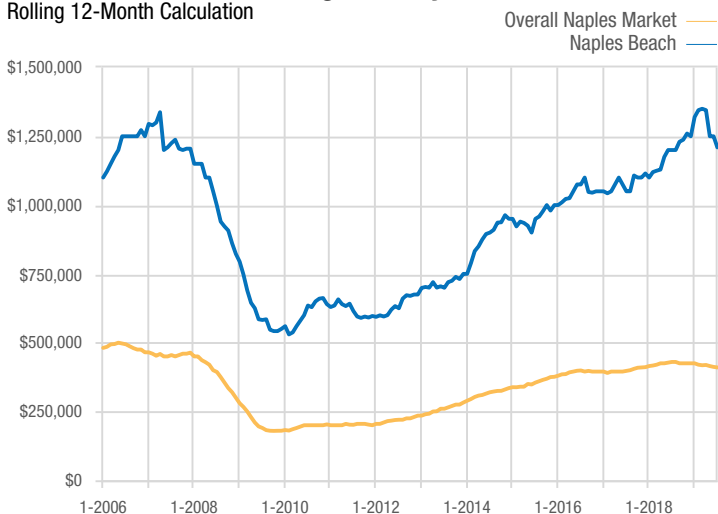
Single Family	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	82	64	- 22.0%	729	710	- 2.6%
Closed Sales	47	66	+ 40.4%	469	477	+ 1.7%
Days on Market Until Sale	123	123	0.0%	109	124	+ 13.8%
Median Closed Price*	\$1,100,000	\$1,062,500	- 3.4%	\$1,395,000	\$1,320,000	- 5.4%
Average Closed Price*	\$1,798,745	\$2,142,050	+ 19.1%	\$2,287,619	\$2,319,289	+ 1.4%
Percent of Current List Price Received*	93.7%	94.3%	+ 0.6%	93.9%	94.1%	+ 0.2%
Inventory of Homes for Sale Months	538	479	- 11.0%	—	—	—
Supply of Inventory	9.3	8.5	- 8.6%	—	—	—

Condo	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	73	93	+ 27.4%	1,127	1,077	- 4.4%
Closed Sales	92	74	- 19.6%	765	719	- 6.0%
Days on Market Until Sale	95	110	+ 15.8%	105	113	+ 7.6%
Median Closed Price*	\$497,500	\$632,500	+ 27.1%	\$650,000	\$705,000	+ 8.5%
Average Closed Price*	\$772,835	\$957,108	+ 23.8%	\$926,590	\$1,051,343	+ 13.5%
Percent of Current List Price Received*	95.1%	93.2%	- 2.0%	95.0%	94.5%	- 0.5%
Inventory of Homes for Sale Months	703	687	- 2.3%	—	—	—
Supply of Inventory	8.3	8.0	- 3.6%	—	—	—

* 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.

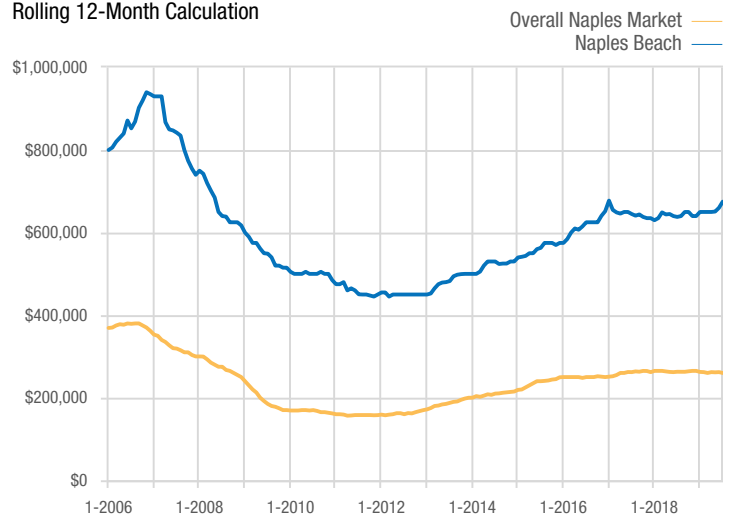
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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North Naples

34109, 34110, 34119

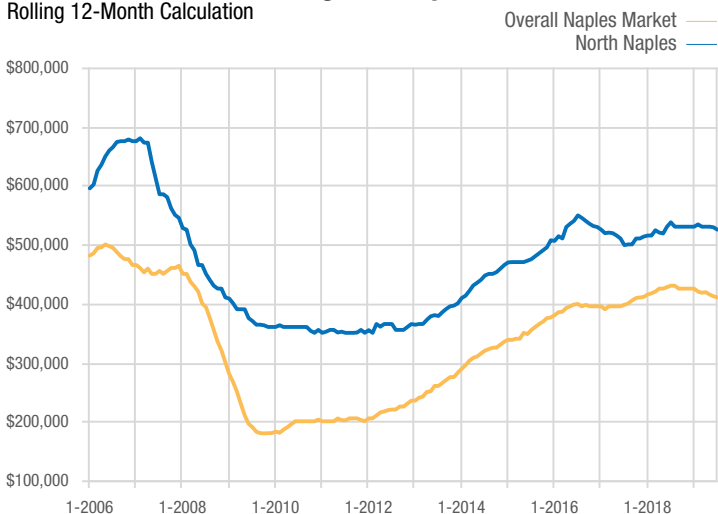
Single Family	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	140	126	- 10.0%	1,331	1,219	- 8.4%
Closed Sales	113	121	+ 7.1%	792	767	- 3.2%
Days on Market Until Sale Median	113	121	+ 7.1%	102	106	+ 3.9%
Closed Price* Average Closed Price*	\$547,000	\$507,000	- 7.3%	\$545,000	\$530,000	- 2.8%
Percent of Current List Price Received*	\$767,150	\$680,372	- 11.3%	\$783,884	\$723,737	- 7.7%
Inventory of Homes for Sale Months	94.8%	94.8%	0.0%	95.0%	95.1%	+ 0.1%
Supply of Inventory	869	741	- 14.7%	—	—	—
	8.6	7.2	- 16.3%	—	—	—

Condo	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	129	133	+ 3.1%	1,361	1,275	- 6.3%
Closed Sales	111	117	+ 5.4%	1,020	835	- 18.1%
Days on Market Until Sale	91	89	- 2.2%	90	102	+ 13.3%
Median Closed Price*	\$265,000	\$259,500	- 2.1%	\$283,725	\$270,000	- 4.8%
Average Closed Price*	\$362,681	\$306,311	- 15.5%	\$512,998	\$352,995	- 31.2%
Percent of Current List Price Received*	95.5%	95.3%	- 0.2%	96.1%	95.3%	- 0.8%
Inventory of Homes for Sale Months	767	677	- 11.7%	—	—	—
Supply of Inventory	6.1	6.1	0.0%	—	—	—

* 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.

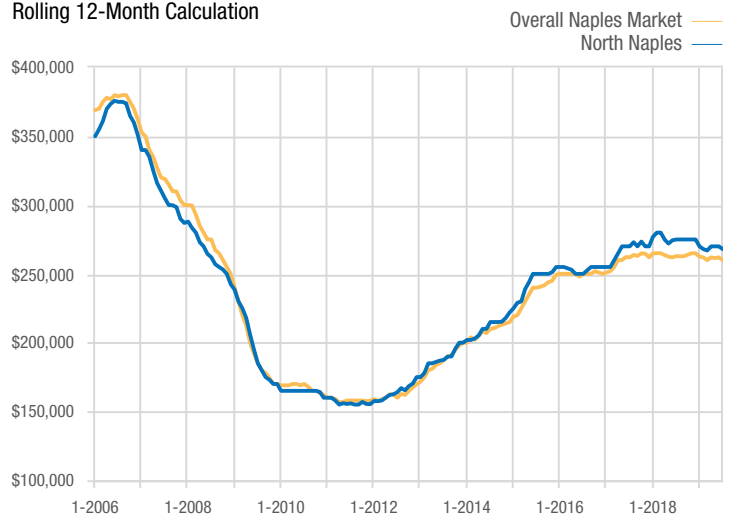
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Central Naples

34104, 34105, 34116

Naples Area Board of REALTORS®

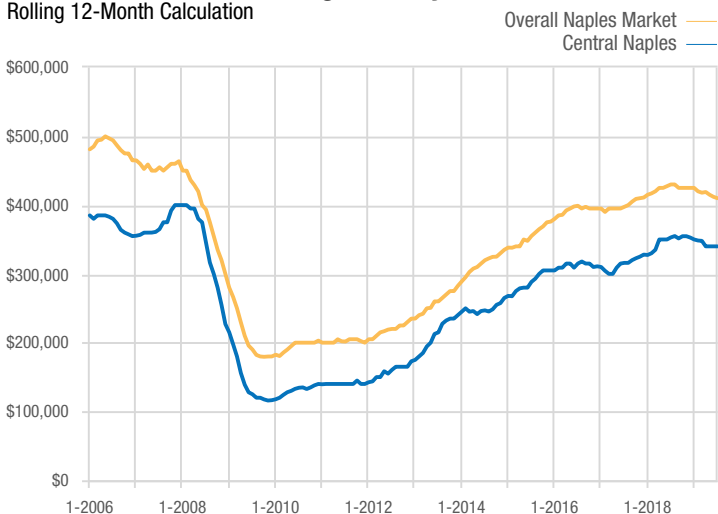
Single Family	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	92	64	- 30.4%	681	666	- 2.2%
Closed Sales	47	51	+ 8.5%	419	435	+ 3.8%
Days on Market Until Sale	74	103	+ 39.2%	78	90	+ 15.4%
Median Closed Price*	\$330,000	\$335,000	+ 1.5%	\$353,000	\$329,900	- 6.5%
Average Closed Price* Percent of Current List Price Received*	\$500,850	\$495,407	- 1.1%	\$619,515	\$517,855	- 16.4%
Inventory of Homes for Sale	400	325	- 18.8%	—	—	—
Months Supply of Inventory	7.4	5.5	- 25.7%	—	—	—

Condo	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	77	62	- 19.5%	808	665	- 17.7%
Closed Sales	73	75	+ 2.7%	529	511	- 3.4%
Days on Market Until Sale	97	97	0.0%	86	94	+ 9.3%
Median Closed Price*	\$183,000	\$175,500	- 4.1%	\$193,500	\$185,000	- 4.4%
Average Closed Price*	\$208,436	\$191,528	- 8.1%	\$224,213	\$216,028	- 3.7%
Percent of Current List Price Received*	95.4%	95.6%	+ 0.2%	95.3%	95.3%	0.0%
Inventory of Homes for Sale Months	447	315	- 29.5%	—	—	—
Supply of Inventory	6.8	4.6	- 32.4%	—	—	—

* 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.

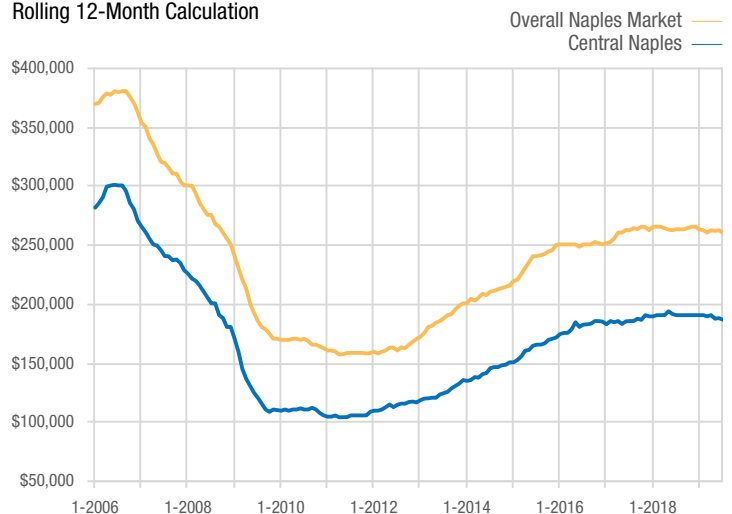
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – July 2019

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South Naples

34112, 34113

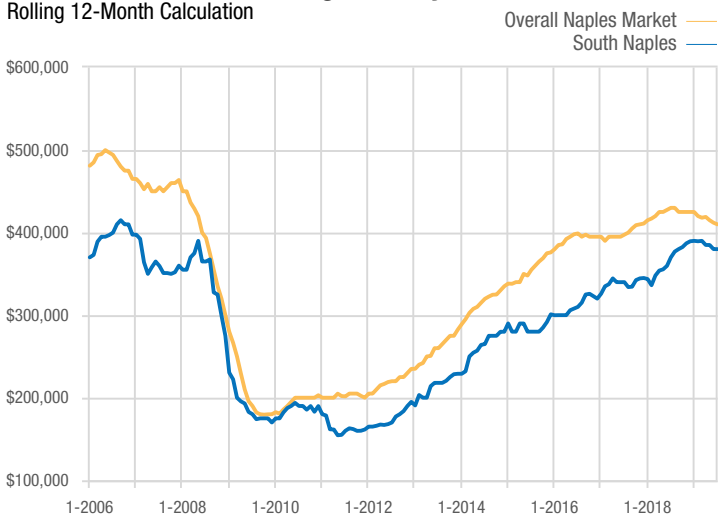
Single Family	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	61	51	- 16.4%	572	604	+ 5.6%
Closed Sales	44	35	- 20.5%	341	349	+ 2.3%
Days on Market Until Sale	84	96	+ 14.3%	92	96	+ 4.3%
Median Closed Price*	\$364,000	\$335,000	- 8.0%	\$385,000	\$360,000	- 6.5%
Average Closed Price* P	\$476,169	\$435,548	- 8.5%	\$492,869	\$460,277	- 6.6%
Percent of List Price Received*	95.1%	95.6%	+ 0.5%	95.5%	95.1%	- 0.4%
Inventory of Homes for Sale Months	390	328	- 15.9%	—	—	—
Supply of Inventory	8.8	7.2	- 18.2%	—	—	—

Condo	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	91	98	+ 7.7%	970	1,078	+ 11.1%
Closed Sales	76	80	+ 5.3%	600	698	+ 16.3%
Days on Market Until Sale Median	90	87	- 3.3%	100	98	- 2.0%
Closed Price* Average Closed Price*	\$184,500	\$209,750	+ 13.7%	\$210,000	\$205,000	- 2.4%
Percent of Current List Price Received*	\$209,979	\$230,079	+ 9.6%	\$230,379	\$235,531	+ 2.2%
Inventory of Homes for Sale Months	95.3%	95.0%	- 0.3%	95.4%	95.0%	- 0.4%
Supply of Inventory	588	545	- 7.3%	—	—	—
	7.8	6.2	- 20.5%	—	—	—

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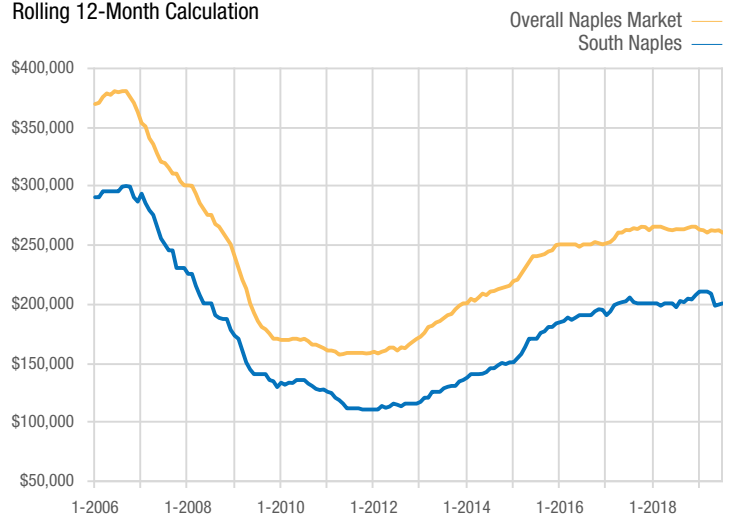
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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East Naples

34114, 34117, 34120, 34137

Naples Area Board of REALTORS®

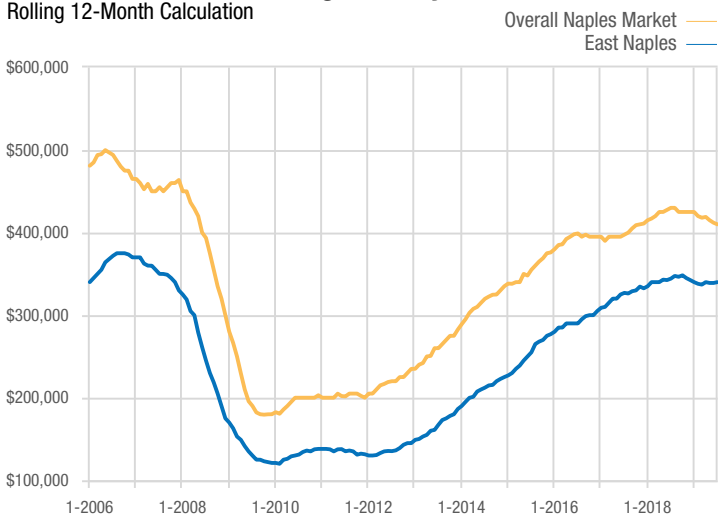
Single Family	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	192	164	- 14.6%	1,380	1,390	+ 0.7%
Closed Sales	119	149	+ 25.2%	869	1,002	+ 15.3%
Days on Market Until Sale	79	102	+ 29.1%	86	99	+ 15.1%
Median Closed Price*	\$344,000	\$349,000	+ 1.5%	\$345,000	\$340,000	- 1.4%
Average Closed Price*	\$384,705	\$389,518	+ 1.3%	\$400,089	\$408,451	+ 2.1%
Percent of Current List Price Received*	96.6%	97.6%	+ 1.0%	96.6%	97.0%	+ 0.4%
Inventory of Homes for Sale Months	872	705	- 19.2%	—	—	—
Supply of Inventory	7.6	5.4	- 28.9%	—	—	—

Condo	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	54	54	0.0%	585	539	- 7.9%
Closed Sales	41	48	+ 17.1%	365	402	+ 10.1%
Days on Market Until Sale	95	101	+ 6.3%	106	100	- 5.7%
Median Closed Price*	\$282,500	\$242,328	- 14.2%	\$280,000	\$269,500	- 3.8%
Average Closed Price*	\$272,303	\$253,744	- 6.8%	\$273,780	\$276,293	+ 0.9%
Percent of Current List Price Received*	95.9%	95.0%	- 0.9%	95.8%	95.6%	- 0.2%
Inventory of Homes for Sale Months	405	293	- 27.7%	—	—	—
Supply of Inventory	9.1	5.7	- 37.4%	—	—	—

* 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.

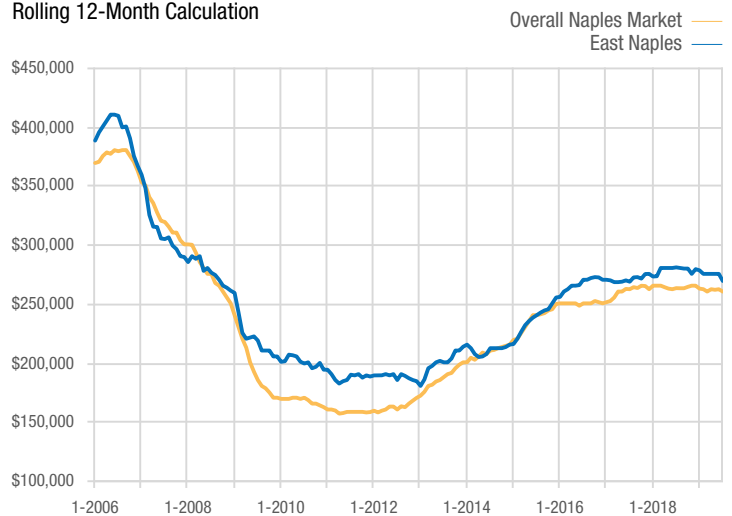
Median Closed Price - Single Family

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 – July 2019

A Research Tool Provided by Naples Area Board of REALTORS®



Immokalee / Ave Maria

Naples Area Board of REALTORS®

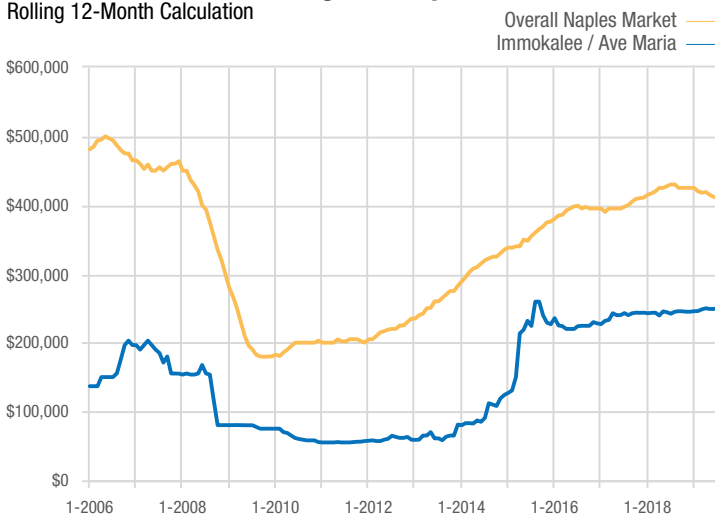
Single Family	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	22	24	+ 9.1%	170	168	- 1.2%
Closed Sales	10	13	+ 30.0%	74	88	+ 18.9%
Days on Market Until Sale	62	100	+ 61.3%	70	95	+ 35.7%
Median Closed Price*	\$242,375	\$230,000	- 5.1%	\$243,875	\$250,000	+ 2.5%
Average Closed Price*	\$254,725	\$245,243	- 3.7%	\$247,990	\$264,885	+ 6.8%
Percent of Current List Price Received*	97.2%	97.3%	+ 0.1%	96.3%	96.7%	+ 0.4%
Inventory of Homes for Sale Months	106	90	- 15.1%	—	—	—
Supply of Inventory	11.2	6.8	- 39.3%	—	—	—

Condo	July			Year-to-Date		
	2018	2019	% Change	Thru 7-2018	Thru 7-2019	% Change
Key Metrics						
New Listings	4	2	- 50.0%	18	20	+ 11.1%
Closed Sales	1	0	- 100.0%	7	9	+ 28.6%
Days on Market Until Sale	115	—	—	170	190	+ 11.8%
Median Closed Price*	\$192,500	—	—	\$205,000	\$219,000	+ 6.8%
Average Closed Price*	\$192,500	—	—	\$194,357	\$212,714	+ 9.4%
Percent of Current List Price Received*	89.6%	—	—	94.1%	97.8%	+ 3.9%
Inventory of Homes for Sale Months	15	15	0.0%	—	—	—
Supply of Inventory	11.3	8.4	- 25.7%	—	—	—

* 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.

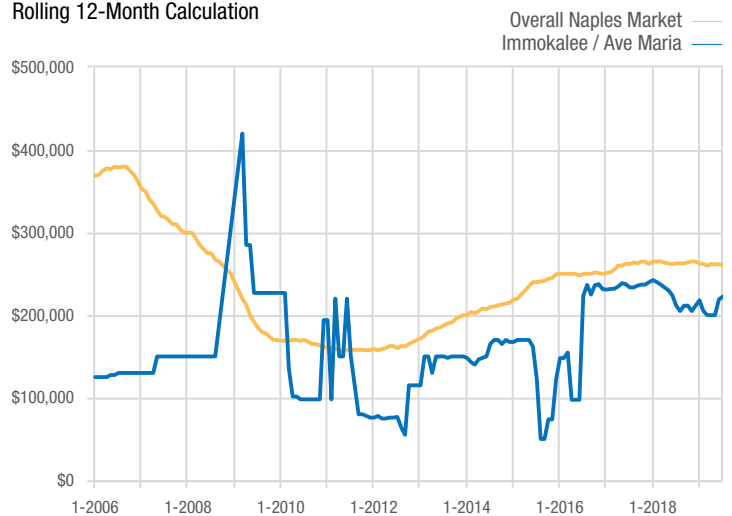
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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