

Naples Area Market Report



August 2021

Demand for homes in Collier County kept REALTORS® busy in August, even as inventory dropped 77.3 percent to 1,249 homes from 5,503 homes in August 2020. According to the August 2021 Market Report released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), REALTOR®s escorted buyers on over 30,000 home showings in August! The month's strong showing activity – coupled with a 76.8 percent decrease in days on market to 22 days – means most homes were listed, shown, and sold in less than 30 days.

Historically, median closed prices of homes sold during summer months tend to be lower than median closed prices of homes sold during high-season months (January through April), but that trend did not occur this year. According to the report, the median closed price reported in August was \$75,000 higher than the median closed price reported in January 2021. The median closed price of homes sold increased 11.7 percent in August to \$441,300 from \$395,000 in August 2020 (median price is the price at which 50 percent of the homes sold were above that price, and 50 percent were below).

With the help of a REALTOR®, homeowners who sold a home in August most likely enjoyed a nice profit. That's because local REALTORS® understand the market and can help price a home correctly, screen out unqualified buyers, assist in negotiating repairs and contingent offers, evaluate the offers presented and negotiate the best possible terms for the homeowner.

The August Market Report reported days on market in August decreased 76.8 percent to 22 days from 95 days in August 2020. As such, many of the 1,101 pending sales reported in August were also included in the report's 1,033 closed sales figure. Pending and closed sales, incidentally, decreased by 25.6 and 7.9 percent in August, respectively. Broker analysts predict pending and closed sales will continue to decrease in comparison to past years because of limited inventory.

Quick Facts

- 7.9%	+ 11.7%	- 77.3%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
+ 96.3%	+ 89.1%	+ 71.8%
Price Range With the Strongest Sales: \$2,000,001 and Above	Bedroom Count With Strongest Sales: 1 Bedroom or Fewer	Property Type With Strongest Sales: Condo

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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	8-2020	8-2021	% Change	YTD 2020	YTD 2021	% Change
New Listings		1,284	992	- 22.7%	10,464	10,857	+ 3.8%
Closed Sales		1,122	1,033	- 7.9%	7,381	11,659	+ 58.0%
Days on Market Until Sale		95	22	- 76.8%	95	51	- 46.3%
Median Closed Price		\$395,000	\$441,300	+ 11.7%	\$359,000	\$430,000	+ 19.8%
Average Closed Price		\$727,886	\$743,291	+ 2.1%	\$661,030	\$805,862	+ 21.9%
Percent of Current List Price Received		96.3%	99.2%	+ 3.0%	95.7%	98.3%	+ 2.7%
Pending Listings		1,479	1,101	- 25.6%	10,036	14,217	+ 41.7%
Inventory of Homes for Sale		5,503	1,249	- 77.3%	—	—	—
Months Supply of Inventory		6.3	0.9	- 85.7%	—	—	—

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	8-2020	8-2021	% Change	YTD 2020	YTD 2021	% Change
New Listings		602	531	- 11.8%	5,150	5,504	+ 6.9%
Closed Sales		599	536	- 10.5%	3,844	5,394	+ 40.3%
Days on Market Until Sale		96	25	- 74.0%	95	46	- 51.6%
Median Closed Price		\$452,000	\$595,000	+ 31.6%	\$445,000	\$585,000	+ 31.5%
Average Closed Price		\$763,339	\$943,636	+ 23.6%	\$817,101	\$1,109,628	+ 35.8%
Percent of Current List Price Received		96.5%	98.8%	+ 2.4%	96.0%	98.5%	+ 2.6%
Pending Listings		792	552	- 30.3%	5,383	6,679	+ 24.1%
Inventory of Homes for Sale		2,546	742	- 70.9%	—	—	—
Months Supply of Inventory		5.6	1.1	- 80.4%	—	—	—

Condo Market Overview

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



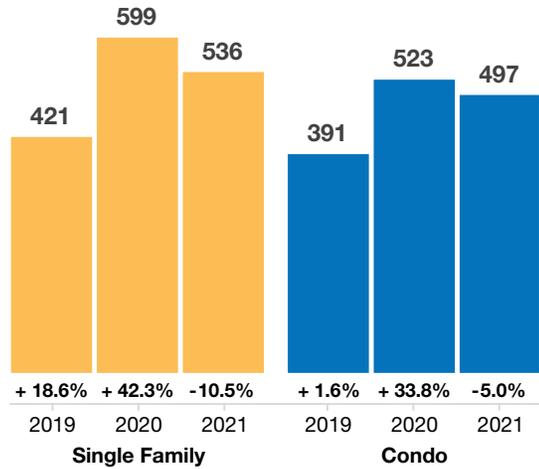
Key Metrics	Historical Sparkbars	8-2020	8-2021	% Change	YTD 2020	YTD 2021	% Change
New Listings		682	461	- 32.4%	5,314	5,353	+ 0.7%
Closed Sales		523	497	- 5.0%	3,537	6,265	+ 77.1%
Days on Market Until Sale		94	20	- 78.7%	94	55	- 41.5%
Median Closed Price		\$290,000	\$339,000	+ 16.9%	\$275,000	\$324,000	+ 17.8%
Average Closed Price		\$687,282	\$527,225	- 23.3%	\$491,404	\$544,328	+ 10.8%
Percent of Current List Price Received		96.1%	99.7%	+ 3.7%	95.4%	98.1%	+ 2.8%
Pending Listings		687	549	- 20.1%	4,881	7,538	+ 54.4%
Inventory of Homes for Sale		2,957	507	- 82.9%	—	—	—
Months Supply of Inventory		7.0	0.7	- 90.0%	—	—	—

Overall Closed Sales

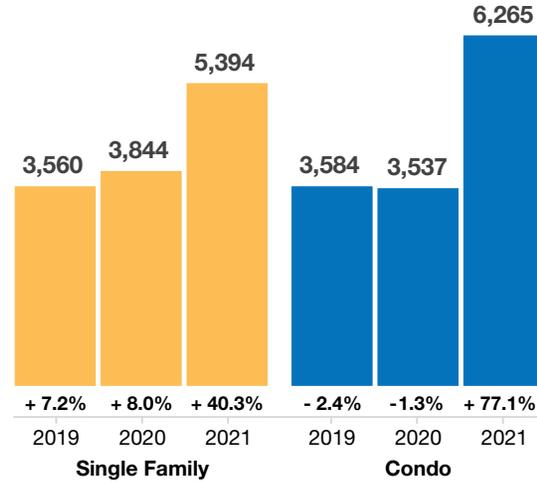
A count of the actual sales that closed in a given month.



August

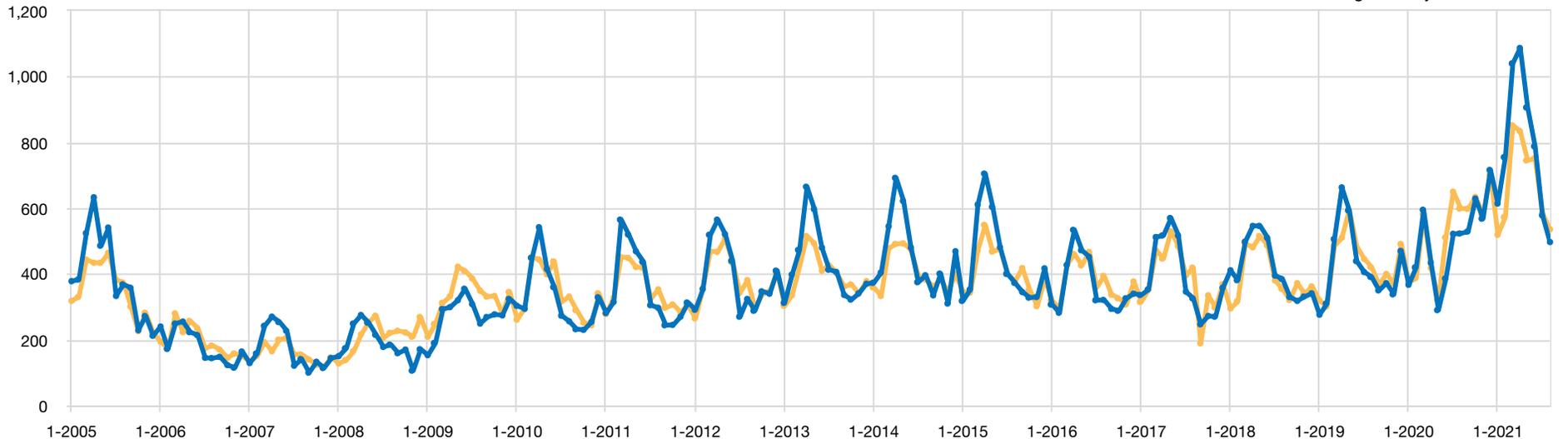


Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2020	598	+ 62.9%	529	+ 51.1%
Oct-2020	634	+ 58.5%	629	+ 69.1%
Nov-2020	580	+ 56.3%	568	+ 68.0%
Dec-2020	701	+ 42.8%	716	+ 52.3%
Jan-2021	519	+ 38.8%	614	+ 67.3%
Feb-2021	573	+ 48.1%	755	+ 79.8%
Mar-2021	852	+ 46.4%	1,040	+ 74.8%
Apr-2021	834	+ 99.0%	1,087	+ 150.5%
May-2021	745	+ 131.4%	906	+ 212.4%
Jun-2021	751	+ 47.0%	788	+ 104.1%
Jul-2021	584	- 10.2%	578	+ 10.7%
Aug-2021	536	- 10.5%	497	- 5.0%
12-Month Avg	659	+ 44.5%	726	+ 72.0%

Overall Closed Sales by Month



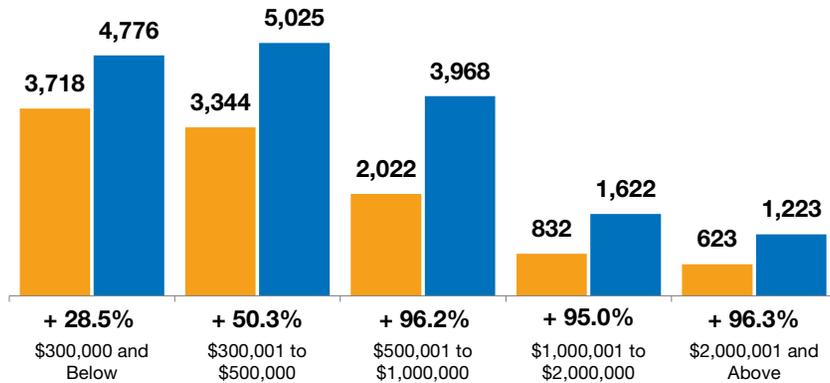
Overall Closed Sales by Price Range

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



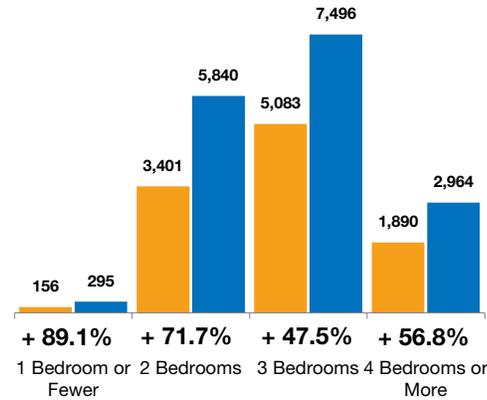
By Price Range

8-2020 8-2021



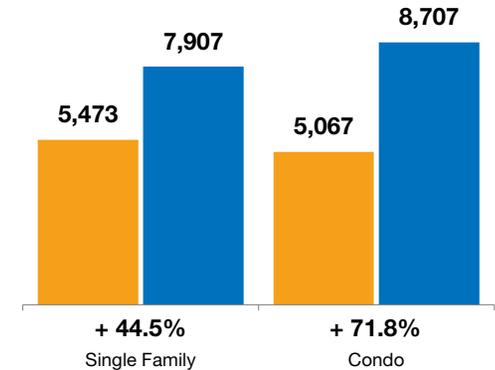
By Bedroom Count

8-2020 8-2021



By Property Type

8-2020 8-2021



All Properties

By Price Range	8-2020	8-2021	Change
\$300,000 and Below	3,718	4,776	+ 28.5%
\$300,001 to \$500,000	3,344	5,025	+ 50.3%
\$500,001 to \$1,000,000	2,022	3,968	+ 96.2%
\$1,000,001 to \$2,000,000	832	1,622	+ 95.0%
\$2,000,001 and Above	623	1,223	+ 96.3%
All Price Ranges	10,540	16,614	+ 57.6%

Single Family

8-2020	8-2021	Change
951	726	- 23.7%
2,148	2,613	+ 21.6%
1,424	2,683	+ 88.4%
513	1,004	+ 95.7%
436	881	+ 102.1%
5,473	7,907	+ 44.5%

Condo

8-2020	8-2021	Change
2767	4050	+ 46.4%
1196	2412	+ 101.7%
598	1285	+ 114.9%
319	618	+ 93.7%
187	342	+ 82.9%
5,067	8,707	+ 71.8%

By Bedroom Count

8-2020	8-2021	Change
156	295	+ 89.1%
3,401	5,840	+ 71.7%
5,083	7,496	+ 47.5%
1,890	2,964	+ 56.8%
10,540	16,614	+ 57.6%

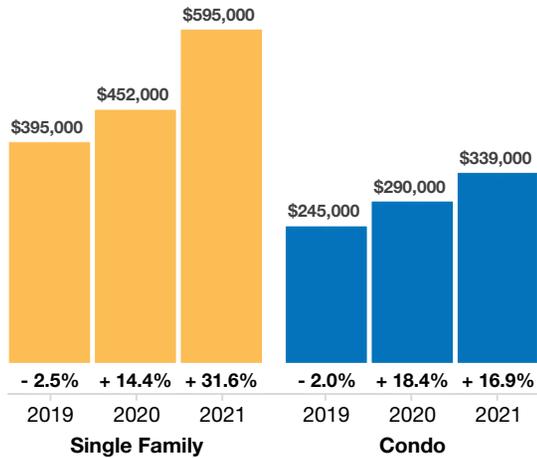
8-2020	8-2021	Change
22	31	+ 40.9%
485	833	+ 71.8%
3,200	4,268	+ 33.4%
1,765	2,771	+ 57.0%
5,473	7,907	+ 44.5%

Overall Median Closed Price

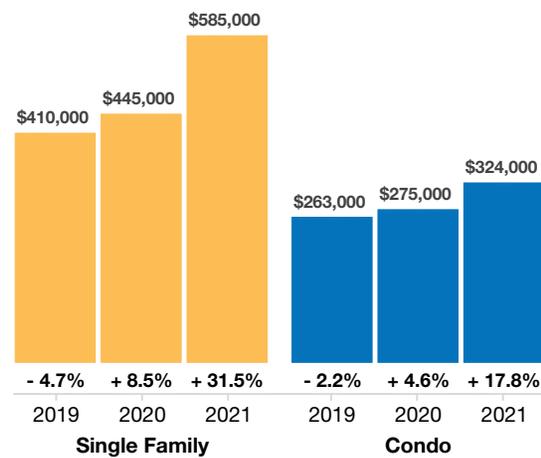
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



August



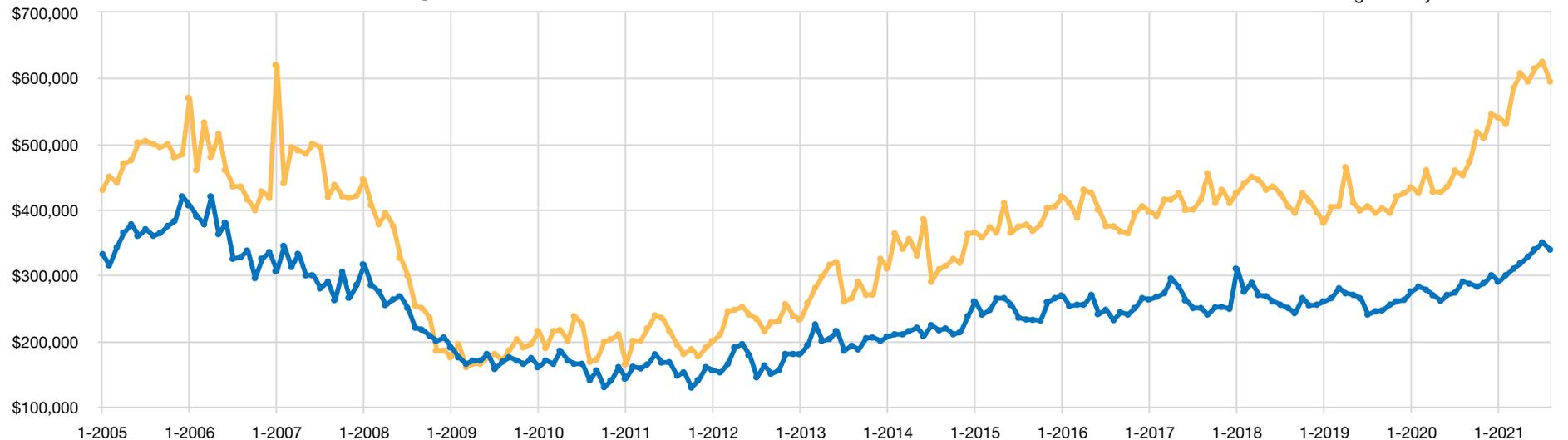
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2020	\$473,000	+ 17.7%	\$287,000	+ 16.6%
Oct-2020	\$517,750	+ 31.1%	\$282,500	+ 10.8%
Nov-2020	\$509,000	+ 21.2%	\$287,750	+ 10.7%
Dec-2020	\$545,000	+ 28.2%	\$300,000	+ 14.3%
Jan-2021	\$540,000	+ 24.6%	\$290,132	+ 5.5%
Feb-2021	\$530,000	+ 24.7%	\$300,000	+ 6.2%
Mar-2021	\$585,000	+ 27.2%	\$310,000	+ 11.6%
Apr-2021	\$607,500	+ 42.3%	\$318,000	+ 18.0%
May-2021	\$595,000	+ 39.5%	\$328,250	+ 25.8%
Jun-2021	\$615,000	+ 41.4%	\$339,300	+ 25.7%
Jul-2021	\$624,950	+ 36.0%	\$349,950	+ 28.0%
Aug-2021	\$595,000	+ 31.6%	\$339,000	+ 16.9%
12-Month Avg*	\$560,000	+ 28.7%	\$310,000	+ 15.2%

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

Overall Median Closed Price by Month



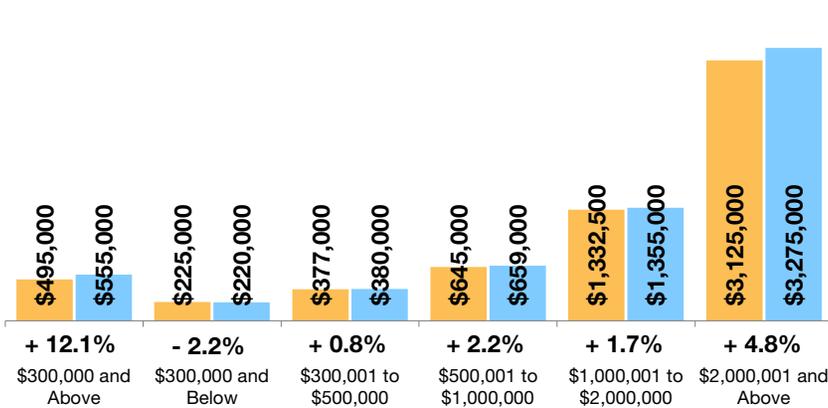
Overall Median Closed Price by Price Range

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



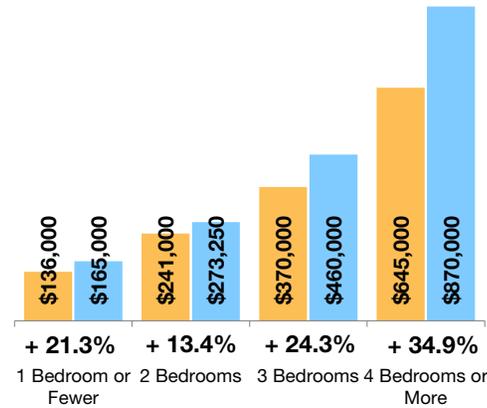
By Price Range

8-2020 8-2021



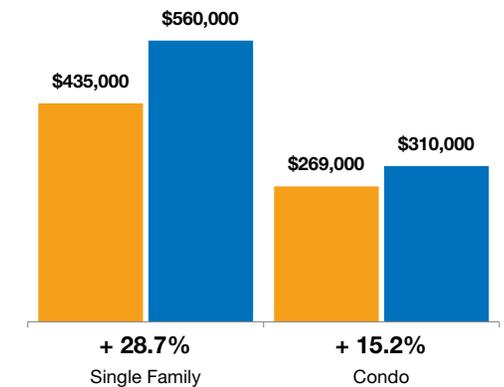
By Bedroom Count

8-2020 8-2021



By Property Type

8-2020 8-2021



All Properties

By Price Range

	8-2020	8-2021	Change
\$300,000 and Above	\$495,000	\$555,000	+ 12.1%
\$300,000 and Below	\$225,000	\$220,000	- 2.2%
\$300,001 to \$500,000	\$377,000	\$380,000	+ 0.8%
\$500,001 to \$1,000,000	\$645,000	\$659,000	+ 2.2%
\$1,000,001 to \$2,000,000	\$1,332,500	\$1,355,000	+ 1.7%
\$2,000,001 and Above	\$3,125,000	\$3,275,000	+ 4.8%
All Price Ranges	\$350,000	\$420,000	+ 20.0%

Single Family

	8-2020	8-2021	Change
\$300,000 and Above	\$495,000	\$600,000	+ 21.2%
\$300,000 and Below	\$268,000	\$249,950	- 6.7%
\$300,001 to \$500,000	\$385,980	\$395,000	+ 2.3%
\$500,001 to \$1,000,000	\$639,000	\$659,000	+ 3.1%
\$1,000,001 to \$2,000,000	\$1,325,000	\$1,350,000	+ 1.9%
\$2,000,001 and Above	\$3,325,000	\$3,500,000	+ 5.3%
All Single Family	\$435,000	\$560,000	+ 28.7%

Condo

	8-2020	8-2021	Change
\$300,000 and Above	\$489,500	\$480,000	- 1.9%
\$300,000 and Below	\$210,000	\$215,000	+ 2.4%
\$300,001 to \$500,000	\$360,000	\$369,000	+ 2.5%
\$500,001 to \$1,000,000	\$673,500	\$660,000	- 2.0%
\$1,000,001 to \$2,000,000	\$1,350,000	\$1,375,000	+ 1.9%
\$2,000,001 and Above	\$2,570,000	\$2,800,000	+ 8.9%
All Condo	\$269,000	\$310,000	+ 15.2%

By Bedroom Count

	8-2020	8-2021	Change
1 Bedroom or Fewer	\$136,000	\$165,000	+ 21.3%
2 Bedrooms	\$241,000	\$273,250	+ 13.4%
3 Bedrooms	\$370,000	\$460,000	+ 24.3%
4 Bedrooms or More	\$645,000	\$870,000	+ 34.9%
All Bedroom Counts	\$350,000	\$420,000	+ 20.0%

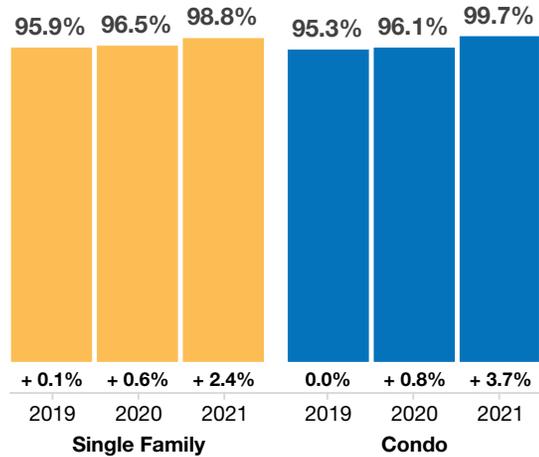
	8-2020	8-2021	Change
1 Bedroom or Fewer	\$94,000	\$85,000	- 9.6%
2 Bedrooms	\$299,900	\$360,000	+ 20.0%
3 Bedrooms	\$397,500	\$500,000	+ 25.8%
4 Bedrooms or More	\$625,000	\$850,000	+ 36.0%
All Single Family	\$435,000	\$560,000	+ 28.7%
1 Bedroom or Fewer	\$145,000	\$175,000	+ 20.7%
2 Bedrooms	\$230,000	\$263,500	+ 14.6%
3 Bedrooms	\$320,000	\$389,450	+ 21.7%
4 Bedrooms or More	\$2,100,000	\$1,975,000	- 6.0%
All Condo	\$269,000	\$310,000	+ 15.2%

Overall Percent of Current List Price Received

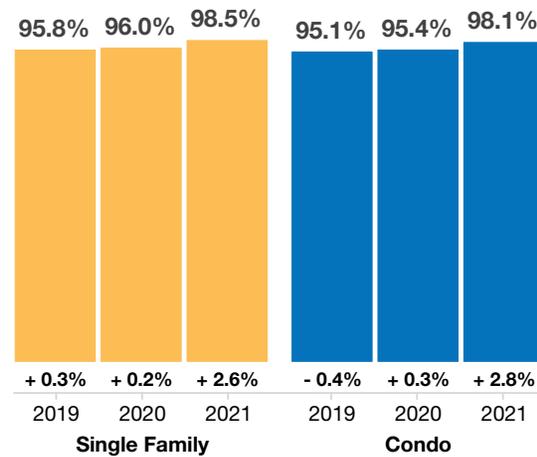
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



August



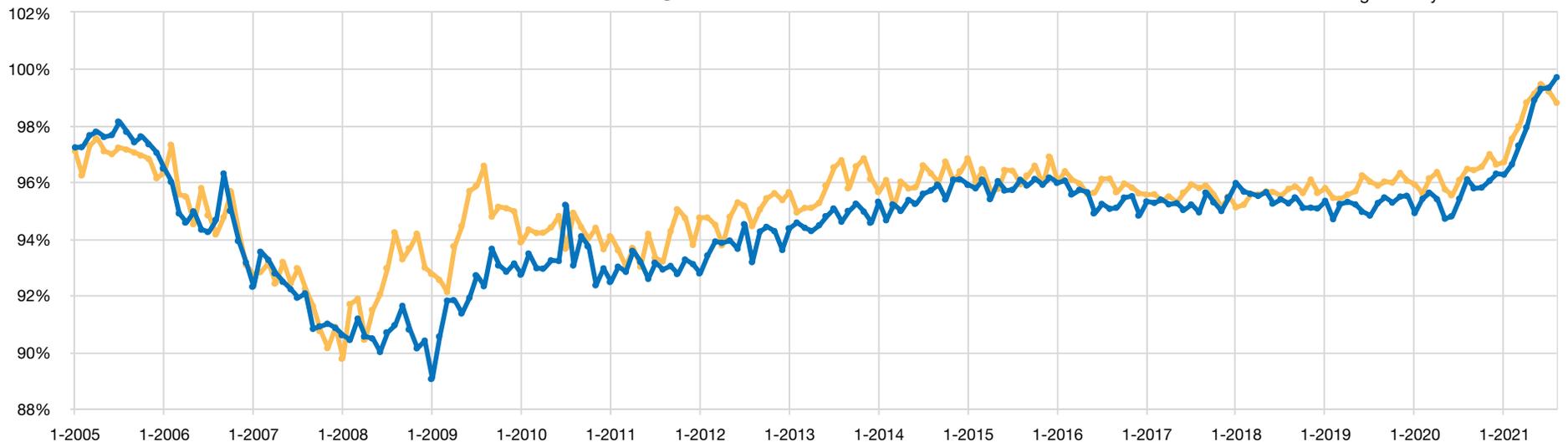
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-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%	96.0%	+ 0.5%
Dec-2020	96.6%	+ 0.5%	96.3%	+ 0.8%
Jan-2021	96.7%	+ 0.8%	96.3%	+ 1.5%
Feb-2021	97.5%	+ 2.0%	96.6%	+ 1.3%
Mar-2021	98.0%	+ 2.0%	97.3%	+ 1.8%
Apr-2021	98.8%	+ 2.5%	97.9%	+ 2.6%
May-2021	99.1%	+ 3.6%	98.9%	+ 4.4%
Jun-2021	99.5%	+ 4.2%	99.3%	+ 4.7%
Jul-2021	99.2%	+ 3.2%	99.3%	+ 4.1%
Aug-2021	98.8%	+ 2.4%	99.7%	+ 3.7%
12-Month Avg*	97.9%	+ 2.0%	97.5%	+ 2.2%

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

Overall Percent of Current List Price Received by Month



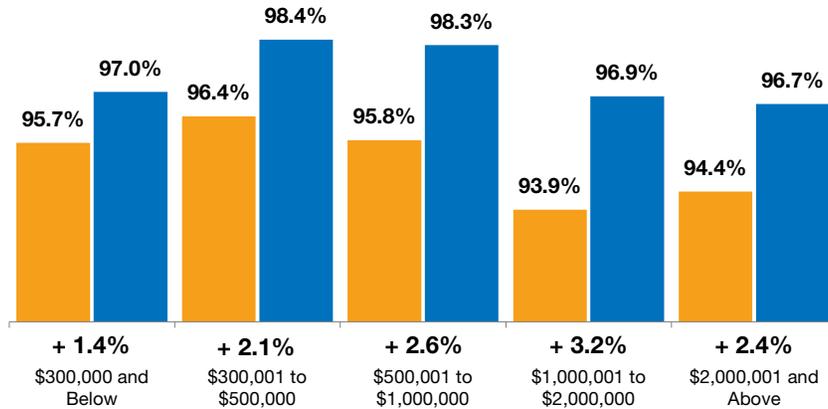
Overall Percent of Current List Price Received by Price Range

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold, not accounting for seller concessions. Based on a rolling 12-month average.



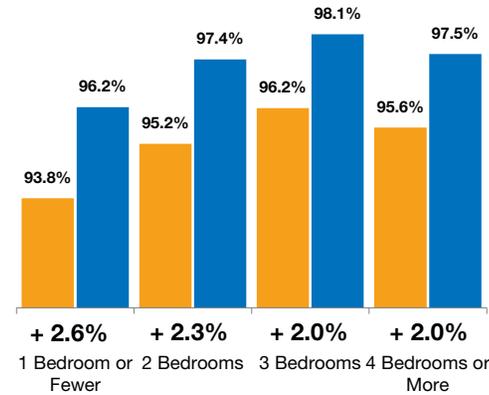
By Price Range

8-2020 8-2021



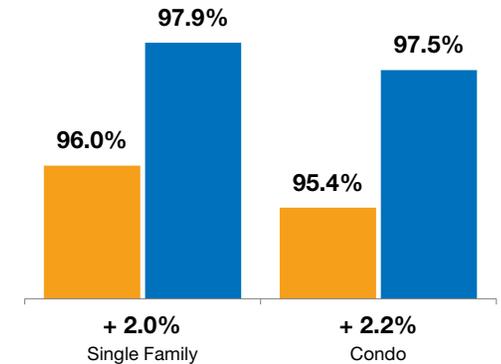
By Bedroom Count

8-2020 8-2021



By Property Type

8-2020 8-2021



All Properties

By Price Range

	8-2020	8-2021	Change
\$300,000 and Below	95.7%	97.0%	+ 1.4%
\$300,001 to \$500,000	96.4%	98.4%	+ 2.1%
\$500,001 to \$1,000,000	95.8%	98.3%	+ 2.6%
\$1,000,001 to \$2,000,000	93.9%	96.9%	+ 3.2%
\$2,000,001 and Above	94.4%	96.7%	+ 2.4%
All Price Ranges	95.7%	97.7%	+ 2.1%

Single Family

	8-2020	8-2021	Change
1 Bedroom or Fewer	93.4%	96.2%	+ 2.6%
2 Bedrooms	95.0%	97.4%	+ 2.3%
3 Bedrooms	96.2%	98.1%	+ 2.0%
4 Bedrooms or More	95.6%	97.5%	+ 2.0%
All Single Family	96.0%	97.9%	+ 2.0%

Condo

	8-2020	8-2021	Change
1 Bedroom or Fewer	93.4%	92.6%	- 0.9%
2 Bedrooms	95.0%	97.4%	+ 2.5%
3 Bedrooms	96.5%	98.3%	+ 1.9%
4 Bedrooms or More	95.5%	97.5%	+ 2.1%
All Condo	95.4%	97.5%	+ 2.2%

By Bedroom Count

	8-2020	8-2021	Change
1 Bedroom or Fewer	93.8%	96.2%	+ 2.6%
2 Bedrooms	95.2%	97.4%	+ 2.3%
3 Bedrooms	96.2%	98.1%	+ 2.0%
4 Bedrooms or More	95.6%	97.5%	+ 2.0%
All Bedroom Counts	95.7%	97.7%	+ 2.1%

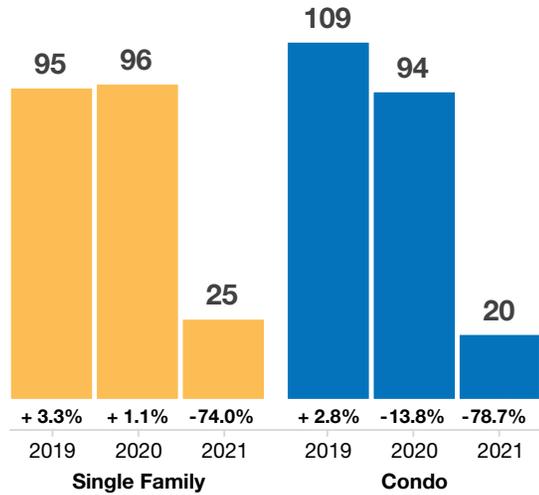
	8-2020	8-2021	Change
1 Bedroom or Fewer	93.4%	92.6%	- 0.9%
2 Bedrooms	95.0%	97.4%	+ 2.5%
3 Bedrooms	96.5%	98.3%	+ 1.9%
4 Bedrooms or More	95.5%	97.5%	+ 2.1%
All Single Family	96.0%	97.9%	+ 2.0%

Overall Days on Market Until Sale

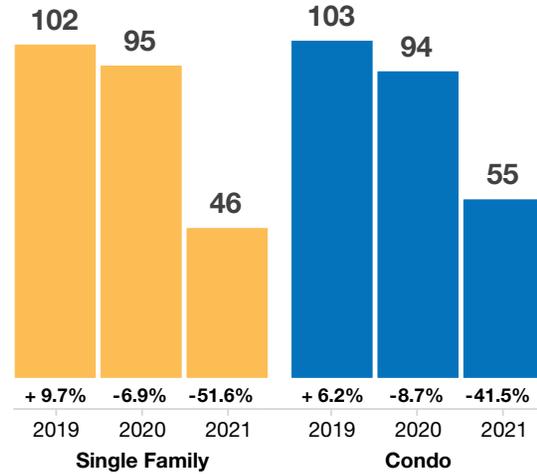
Average number of days between when a property is listed and when an offer is accepted in a given month.



August



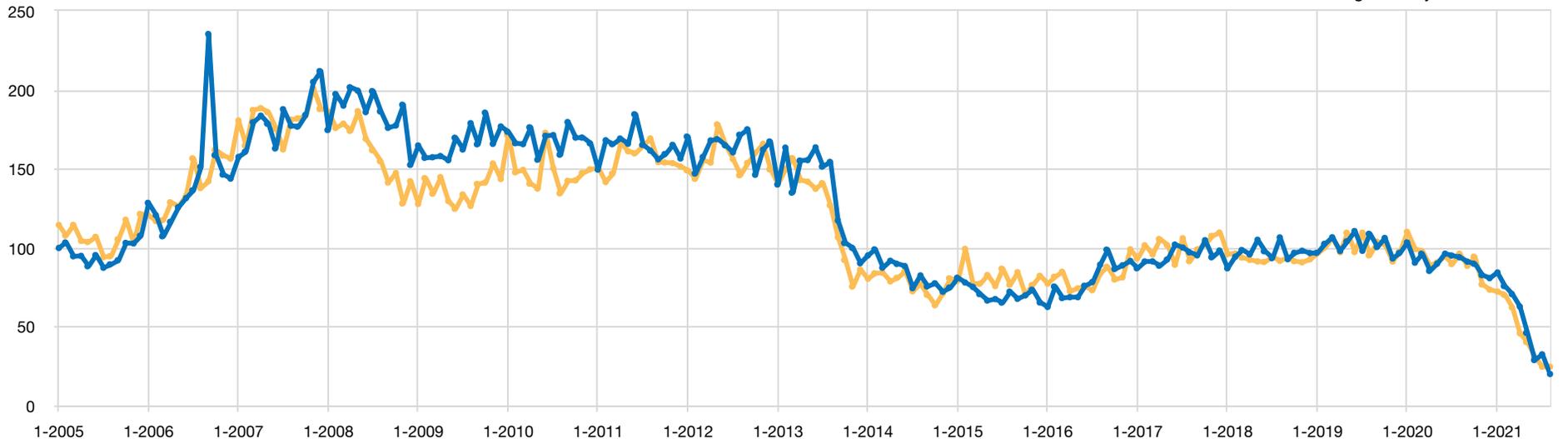
Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-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%	81	- 16.5%
Jan-2021	72	- 34.5%	84	- 18.4%
Feb-2021	70	- 29.3%	76	- 15.6%
Mar-2021	62	- 36.7%	71	- 26.0%
Apr-2021	46	- 48.3%	63	- 25.9%
May-2021	40	- 56.0%	46	- 48.9%
Jun-2021	31	- 67.0%	29	- 69.8%
Jul-2021	25	- 72.2%	32	- 66.3%
Aug-2021	25	- 74.0%	20	- 78.7%
12-Month Avg*	58	- 39.9%	63	- 33.5%

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

Overall Days on Market Until Sale by Month



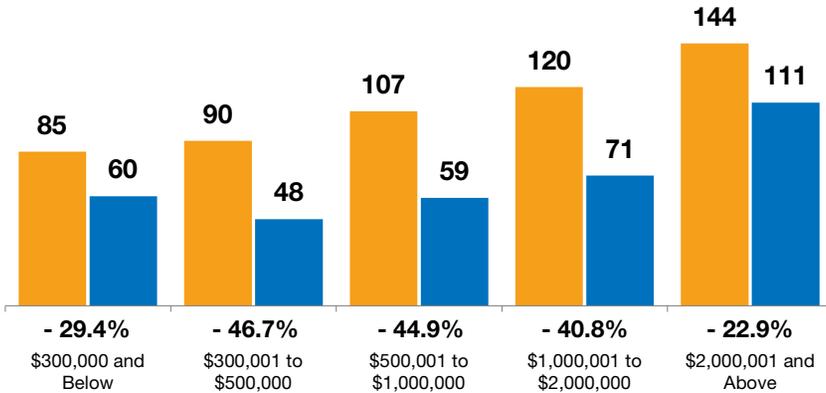
Overall Days on Market Until Sale by Price Range

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



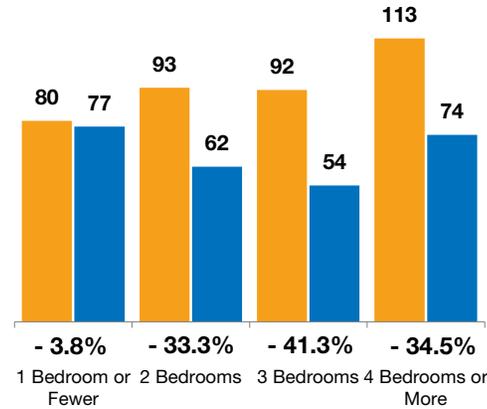
By Price Range

8-2020 8-2021



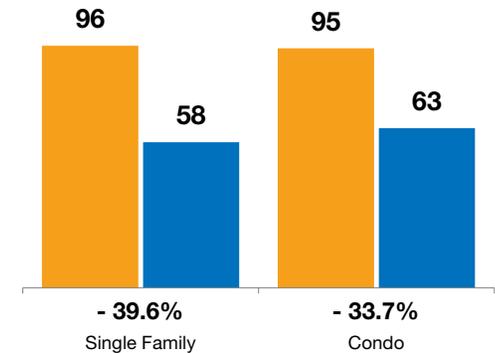
By Bedroom Count

8-2020 8-2021



By Property Type

8-2020 8-2021



All Properties

By Price Range	8-2020	8-2021	Change
\$300,000 and Below	85	60	-29.4%
\$300,001 to \$500,000	90	48	-46.7%
\$500,001 to \$1,000,000	107	59	-44.9%
\$1,000,001 to \$2,000,000	120	71	-40.8%
\$2,000,001 and Above	144	111	-22.9%
All Price Ranges	96	61	-36.5%

Single Family

8-2020	8-2021	Change
72	61	-15.3%
87	42	-51.7%
105	50	-52.4%
125	67	-46.4%
160	116	-27.5%
96	58	-39.6%

Condo

8-2020	8-2021	Change
89	60	-32.6%
98	54	-44.9%
111	78	-29.7%
113	79	-30.1%
102	98	-3.9%
95	63	-33.7%

By Bedroom Count

8-2020	8-2021	Change
80	77	-3.8%
93	62	-33.3%
92	54	-41.3%
113	74	-34.5%
96	61	-36.5%

8-2020	8-2021	Change
125	177	+41.6%
88	57	-35.2%
88	48	-45.5%
113	72	-36.3%
96	58	-39.6%

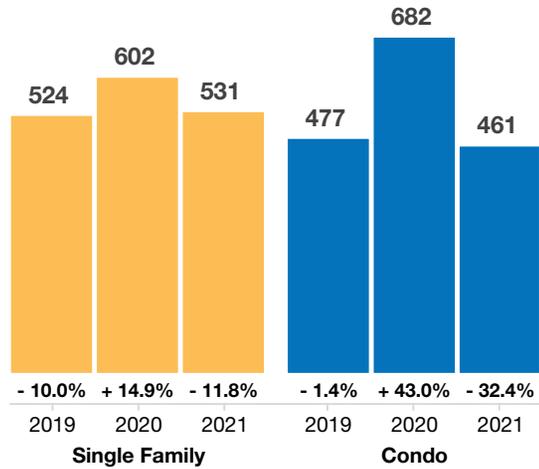
8-2020	8-2021	Change
72	66	-8.4%
94	62	-33.5%
99	62	-37.2%
101	106	+4.8%
95	63	-33.7%

Overall New Listings

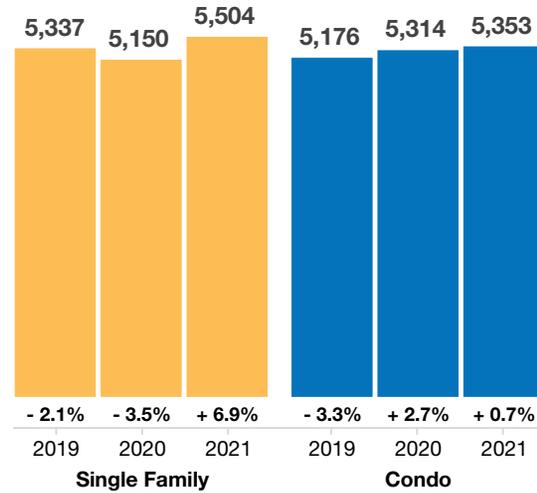
A count of the properties that have been newly listed on the market in a given month.



August

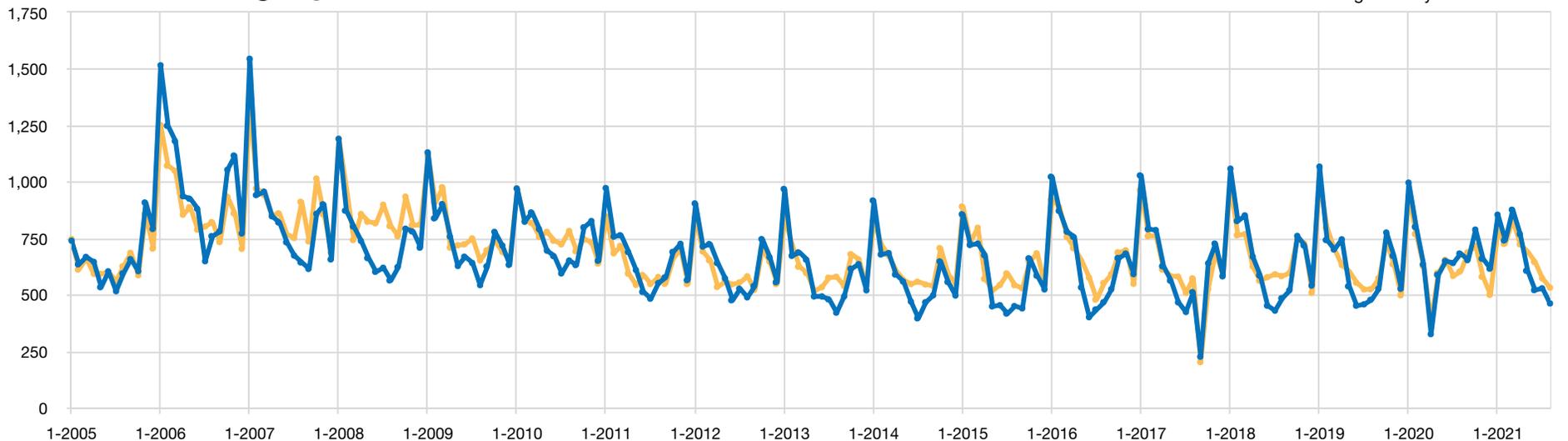


Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2020	687	+ 20.1%	653	+ 24.1%
Oct-2020	716	- 2.3%	788	+ 1.7%
Nov-2020	579	- 8.8%	659	- 1.9%
Dec-2020	499	+ 0.4%	615	+ 16.9%
Jan-2021	785	- 16.1%	854	- 14.3%
Feb-2021	725	- 5.7%	740	- 7.5%
Mar-2021	832	+ 32.9%	876	+ 38.2%
Apr-2021	723	+ 88.3%	768	+ 136.3%
May-2021	691	+ 15.9%	606	+ 3.1%
Jun-2021	645	- 1.4%	520	- 19.9%
Jul-2021	572	- 1.9%	528	- 17.5%
Aug-2021	531	- 11.8%	461	- 32.4%
12-Month Avg	665	+ 5.2%	672	+ 3.2%

Overall New Listings by Month

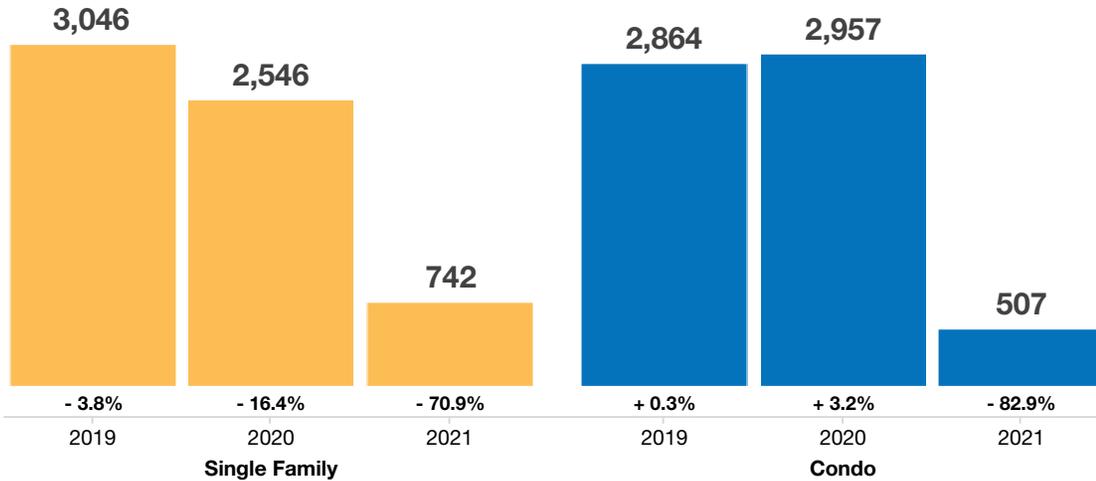


Overall Inventory of Homes for Sale

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

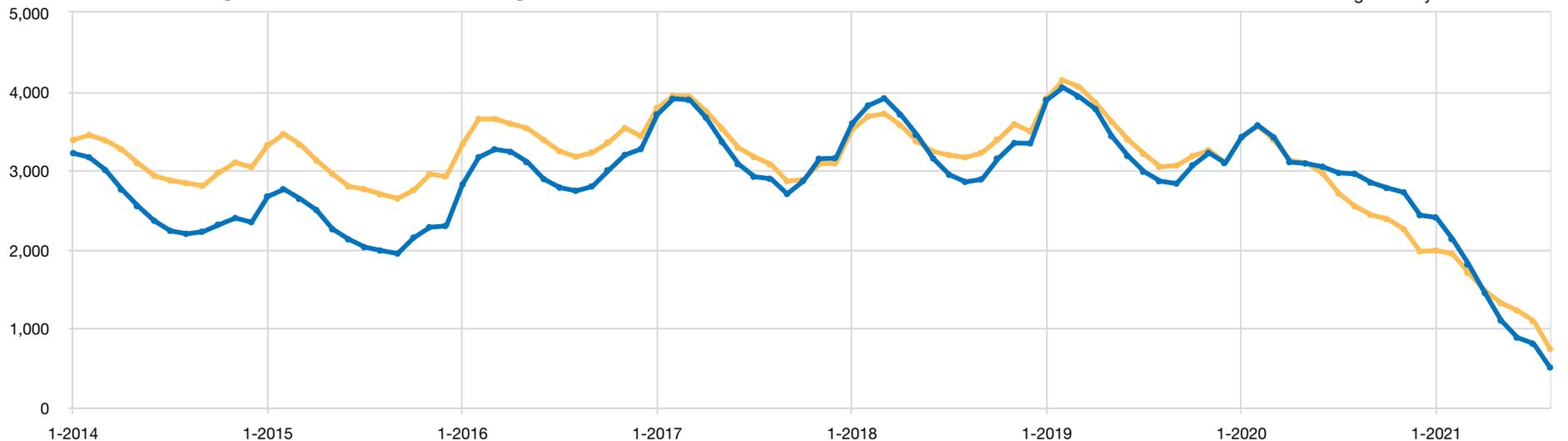


August



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2020	2,436	- 20.4%	2,846	+ 0.4%
Oct-2020	2,386	- 25.0%	2,778	- 9.4%
Nov-2020	2,256	- 30.7%	2,723	- 15.5%
Dec-2020	1,976	- 36.2%	2,434	- 21.3%
Jan-2021	1,987	- 41.8%	2,405	- 29.8%
Feb-2021	1,947	- 45.4%	2,132	- 40.3%
Mar-2021	1,704	- 49.7%	1,811	- 47.0%
Apr-2021	1,476	- 52.8%	1,447	- 53.4%
May-2021	1,321	- 57.3%	1,100	- 64.4%
Jun-2021	1,228	- 58.5%	884	- 71.0%
Jul-2021	1,094	- 59.6%	807	- 72.8%
Aug-2021	742	- 70.9%	507	- 82.9%
12-Month Avg	1,713	- 45.0%	1,823	- 42.1%

Overall Inventory of Homes for Sale by Month



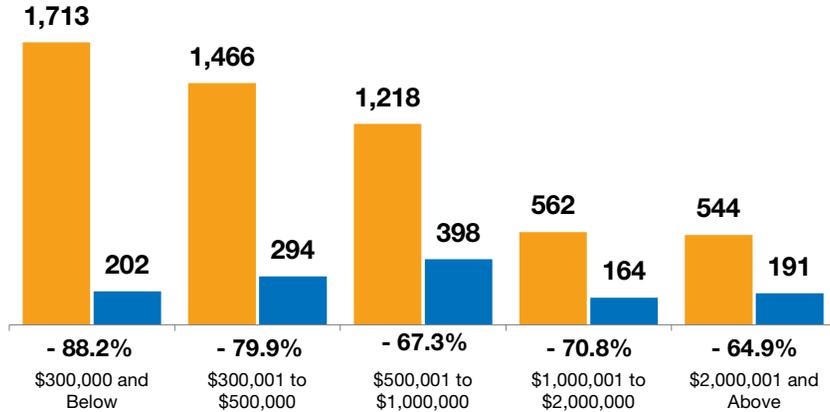
Overall Inventory of Homes for Sale by Price Range

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



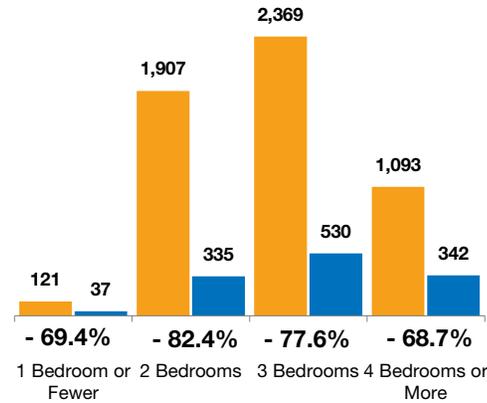
By Price Range

8-2020 8-2021



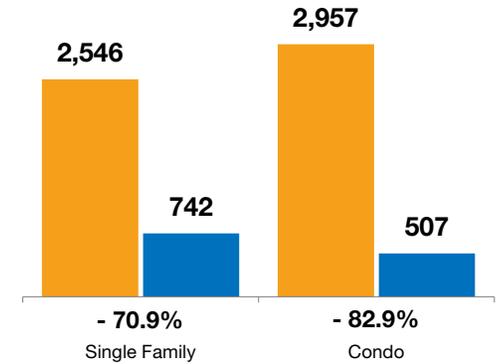
By Bedroom Count

8-2020 8-2021



By Property Type

8-2020 8-2021



All Properties

By Price Range	8-2020	8-2021	Change
\$300,000 and Below	1,713	202	- 88.2%
\$300,001 to \$500,000	1,466	294	- 79.9%
\$500,001 to \$1,000,000	1,218	398	- 67.3%
\$1,000,001 to \$2,000,000	562	164	- 70.8%
\$2,000,001 and Above	544	191	- 64.9%
All Price Ranges	5,503	1,249	- 77.3%

Single Family

8-2020	8-2021	Change	8-2020	8-2021	Change
308	59	- 80.8%	1405	143	- 89.8%
754	141	- 81.3%	712	153	- 78.5%
764	288	- 62.3%	454	110	- 75.8%
324	108	- 66.7%	238	56	- 76.5%
396	146	- 63.1%	148	45	- 69.6%
2,546	742	- 70.9%	2,957	507	- 82.9%

Condo

By Bedroom Count	8-2020	8-2021	Change
1 Bedroom or Fewer	121	37	- 69.4%
2 Bedrooms	1,907	335	- 82.4%
3 Bedrooms	2,369	530	- 77.6%
4 Bedrooms or More	1,093	342	- 68.7%
All Bedroom Counts	5,503	1,249	- 77.3%

8-2020	8-2021	Change	8-2020	8-2021	Change
21	12	- 42.9%	100	25	- 75.0%
245	73	- 70.2%	1,662	262	- 84.2%
1,265	330	- 73.9%	1,104	200	- 81.9%
1,013	326	- 67.8%	80	16	- 80.0%
2,546	742	- 70.9%	2,957	507	- 82.9%

Listing and Sales Summary Report

August 2021



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Aug-21	Aug-20	% Change	Aug-21	Aug-20	% Change	Aug-21	Aug-20	% Change	Aug-21	Aug-20	% Change
Overall Naples Market*	\$441,300	\$395,000	+11.7%	1033	1122	-7.9%	1,249	5,503	-77.3%	22	95	-76.8%
Collier County	\$455,000	\$405,000	+12.3%	1105	1226	-9.9%	1,450	6,161	-76.5%	23	97	-76.3%
Ave Maria	\$396,000	\$249,000	+59.0%	23	19	+21.1%	35	97	-63.9%	18	138	-87.0%
Central Naples	\$321,250	\$278,450	+15.4%	166	144	+15.3%	177	710	-75.1%	16	93	-82.8%
East Naples	\$441,000	\$347,750	+26.8%	234	268	-12.7%	328	1,053	-68.9%	25	88	-71.6%
Everglades City	--	--	--	0	0	--	6	11	-45.5%	--	--	--
Immokalee	\$211,400	\$214,450	-1.4%	6	4	+50.0%	10	36	-72.2%	73	14	+421.4%
Immokalee / Ave Maria	\$369,900	\$243,081	+52.2%	29	23	+26.1%	45	133	-66.2%	29	117	-75.2%
Naples	\$447,500	\$400,000	+11.9%	1003	1097	-8.6%	1,207	5,372	-77.5%	22	95	-76.8%
Naples Beach	\$809,500	\$850,000	-4.8%	152	172	-11.6%	298	1,297	-77.0%	39	115	-66.1%
North Naples	\$499,500	\$503,750	-0.8%	288	349	-17.5%	213	1,354	-84.3%	19	89	-78.7%
South Naples	\$349,500	\$292,750	+19.4%	164	166	-1.2%	188	956	-80.3%	13	99	-86.9%
34102	\$1,187,500	\$1,200,000	-1.0%	40	44	-9.1%	120	425	-71.8%	55	123	-55.3%
34103	\$640,000	\$775,000	-17.4%	44	51	-13.7%	75	394	-81.0%	47	120	-60.8%
34104	\$280,000	\$224,000	+25.0%	70	61	+14.8%	68	314	-78.3%	22	93	-76.3%
34105	\$315,000	\$395,000	-20.3%	69	51	+35.3%	59	304	-80.6%	14	124	-88.7%
34108	\$800,000	\$712,000	+12.4%	68	77	-11.7%	103	478	-78.5%	23	106	-78.3%
34109	\$417,500	\$345,500	+20.8%	68	62	+9.7%	46	307	-85.0%	17	75	-77.3%
34110	\$500,000	\$1,272,500	-60.7%	98	168	-41.7%	68	542	-87.5%	21	95	-77.9%
34112	\$299,000	\$230,000	+30.0%	83	74	+12.2%	90	465	-80.6%	13	86	-84.9%
34113	\$387,000	\$350,000	+10.6%	81	92	-12.0%	98	491	-80.0%	13	109	-88.1%
34114	\$487,000	\$410,000	+18.8%	90	97	-7.2%	112	483	-76.8%	35	128	-72.7%
34116	\$342,000	\$278,450	+22.8%	27	32	-15.6%	50	92	-45.7%	9	43	-79.1%
34117	\$415,000	\$335,000	+23.9%	33	19	+73.7%	54	115	-53.0%	21	51	-58.8%
34119	\$559,000	\$440,000	+27.0%	122	119	+2.5%	99	505	-80.4%	19	88	-78.4%
34120	\$429,900	\$329,950	+30.3%	111	152	-27.0%	162	455	-64.4%	19	66	-71.2%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$369,900	\$243,081	+52.2%	29	23	+26.1%	45	133	-66.2%	29	117	-75.2%

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

Local Market Update – August 2021

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Naples Beach

34102, 34103, 34108

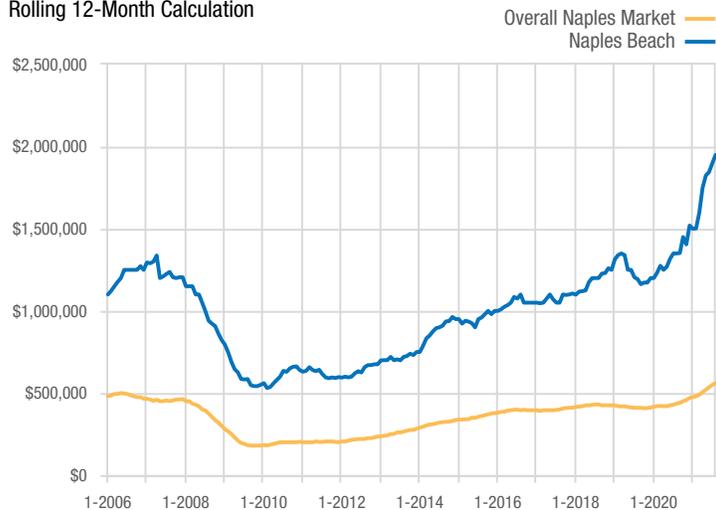
Single Family	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	90	67	- 25.6%	805	836	+ 3.9%
Total Sales	84	56	- 33.3%	571	836	+ 46.4%
Days on Market Until Sale	104	46	- 55.8%	121	73	- 39.7%
Median Closed Price*	\$1,028,750	\$1,190,000	+ 15.7%	\$1,487,500	\$2,128,690	+ 43.1%
Average Closed Price*	\$1,840,963	\$2,728,416	+ 48.2%	\$2,325,147	\$3,173,578	+ 36.5%
Percent of List Price Received*	94.7%	96.7%	+ 2.1%	93.7%	97.8%	+ 4.4%
Inventory of Homes for Sale	488	147	- 69.9%	—	—	—
Months Supply of Inventory	7.8	1.4	- 82.1%	—	—	—

Condo	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	125	90	- 28.0%	1,253	1,233	- 1.6%
Total Sales	88	96	+ 9.1%	791	1,538	+ 94.4%
Days on Market Until Sale	125	34	- 72.8%	110	73	- 33.6%
Median Closed Price*	\$655,000	\$770,000	+ 17.6%	\$685,000	\$775,000	+ 13.1%
Average Closed Price*	\$1,231,056	\$1,286,781	+ 4.5%	\$1,022,501	\$1,168,783	+ 14.3%
Percent of List Price Received*	94.2%	98.5%	+ 4.6%	94.4%	97.3%	+ 3.1%
Inventory of Homes for Sale	809	151	- 81.3%	—	—	—
Months Supply of Inventory	9.0	0.9	- 90.0%	—	—	—

* 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.

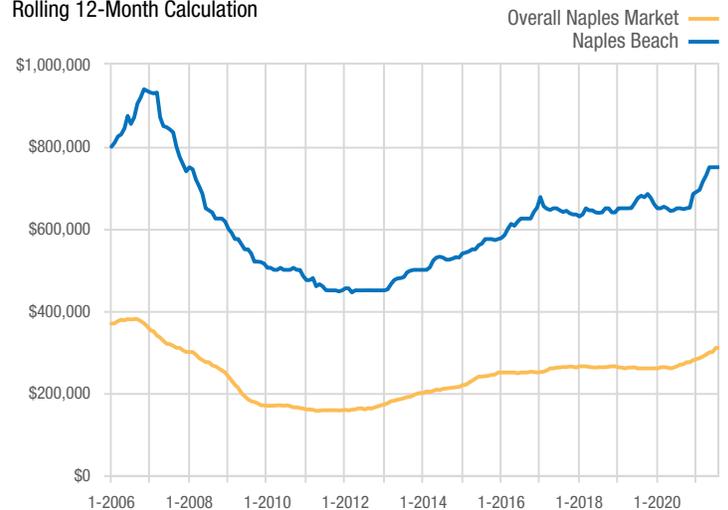
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – August 2021

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North Naples

34109, 34110, 34119

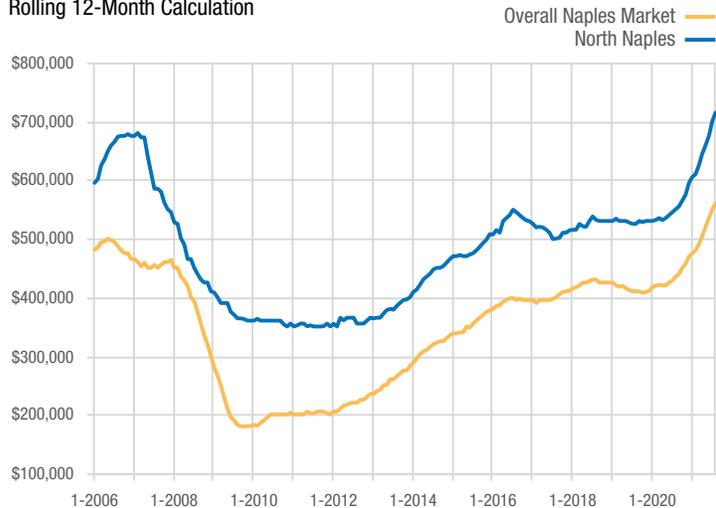
Single Family	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	140	104	- 25.7%	1,264	1,311	+ 3.7%
Total Sales	145	146	+ 0.7%	928	1,352	+ 45.7%
Days on Market Until Sale	98	23	- 76.5%	94	40	- 57.4%
Median Closed Price*	\$575,000	\$800,000	+ 39.1%	\$559,500	\$736,500	+ 31.6%
Average Closed Price*	\$836,504	\$1,040,832	+ 24.4%	\$766,035	\$1,021,356	+ 33.3%
Percent of List Price Received*	95.7%	99.2%	+ 3.7%	95.7%	98.9%	+ 3.3%
Inventory of Homes for Sale	607	121	- 80.1%	—	—	—
Months Supply of Inventory	5.3	0.7	- 86.8%	—	—	—

Condo	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	218	127	- 41.7%	1,452	1,400	- 3.6%
Total Sales	204	142	- 30.4%	1,035	1,614	+ 55.9%
Days on Market Until Sale	82	16	- 80.5%	88	47	- 46.6%
Median Closed Price*	\$383,000	\$339,500	- 11.4%	\$275,000	\$320,000	+ 16.4%
Average Closed Price*	\$961,657	\$407,051	- 57.7%	\$487,137	\$448,151	- 8.0%
Percent of List Price Received*	97.4%	100.4%	+ 3.1%	96.0%	98.7%	+ 2.8%
Inventory of Homes for Sale	747	92	- 87.7%	—	—	—
Months Supply of Inventory	6.0	0.5	- 91.7%	—	—	—

* 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.

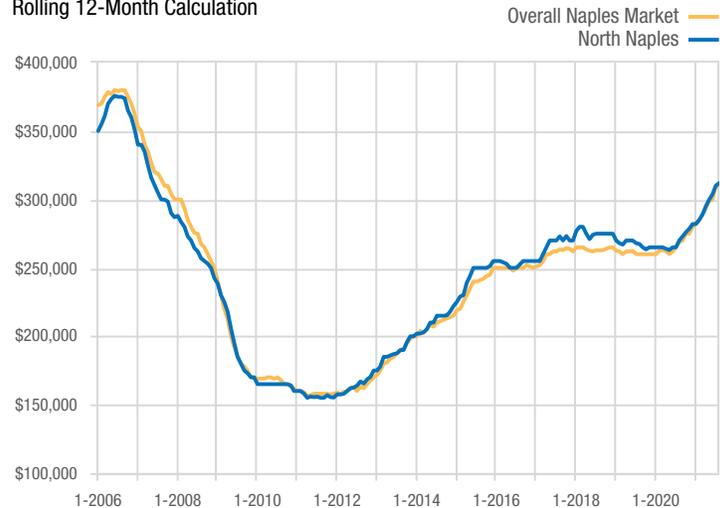
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Central Naples

34104, 34105, 34116

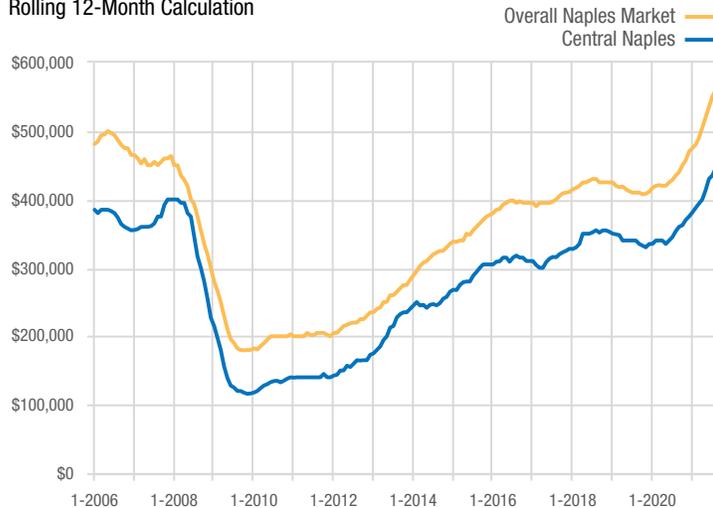
Single Family	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	69	81	+ 17.4%	628	751	+ 19.6%
Total Sales	76	78	+ 2.6%	495	696	+ 40.6%
Days on Market Until Sale	88	19	- 78.4%	90	39	- 56.7%
Median Closed Price*	\$377,500	\$557,500	+ 47.7%	\$360,000	\$465,250	+ 29.2%
Average Closed Price*	\$488,230	\$757,405	+ 55.1%	\$569,901	\$750,205	+ 31.6%
Percent of List Price Received*	96.5%	98.7%	+ 2.3%	96.1%	98.4%	+ 2.4%
Inventory of Homes for Sale	296	99	- 66.6%	—	—	—
Months Supply of Inventory	4.9	1.2	- 75.5%	—	—	—

Condo	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	112	73	- 34.8%	793	872	+ 10.0%
Total Sales	68	88	+ 29.4%	484	1,006	+ 107.9%
Days on Market Until Sale	98	14	- 85.7%	83	50	- 39.8%
Median Closed Price*	\$188,750	\$228,500	+ 21.1%	\$190,000	\$220,000	+ 15.8%
Average Closed Price*	\$202,472	\$244,775	+ 20.9%	\$211,849	\$250,946	+ 18.5%
Percent of List Price Received*	95.2%	100.0%	+ 5.0%	95.0%	98.1%	+ 3.3%
Inventory of Homes for Sale	414	78	- 81.2%	—	—	—
Months Supply of Inventory	6.9	0.7	- 89.9%	—	—	—

* 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.

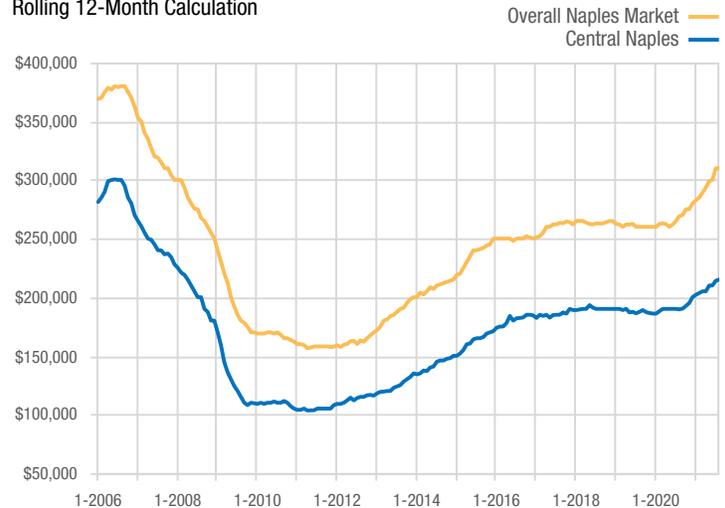
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – August 2021

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South Naples

34112, 34113

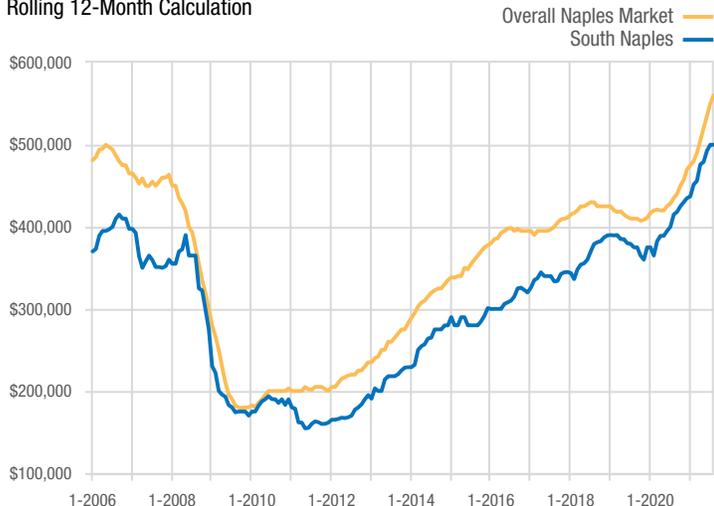
Single Family	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	74	59	- 20.3%	663	701	+ 5.7%
Total Sales	68	61	- 10.3%	426	709	+ 66.4%
Days on Market Until Sale	130	17	- 86.9%	95	49	- 48.4%
Median Closed Price*	\$476,500	\$485,000	+ 1.8%	\$415,250	\$520,000	+ 25.2%
Average Closed Price*	\$692,056	\$640,670	- 7.4%	\$548,488	\$666,878	+ 21.6%
Percent of List Price Received*	96.1%	99.3%	+ 3.3%	95.4%	98.3%	+ 3.0%
Inventory of Homes for Sale	347	84	- 75.8%	—	—	—
Months Supply of Inventory	6.7	1.0	- 85.1%	—	—	—

Condo	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	139	99	- 28.8%	1,134	1,142	+ 0.7%
Total Sales	98	103	+ 5.1%	757	1,345	+ 77.7%
Days on Market Until Sale	77	11	- 85.7%	92	54	- 41.3%
Median Closed Price*	\$213,750	\$275,000	+ 28.7%	\$220,000	\$249,000	+ 13.2%
Average Closed Price*	\$231,090	\$307,808	+ 33.2%	\$251,660	\$274,333	+ 9.0%
Percent of List Price Received*	95.6%	99.8%	+ 4.4%	95.4%	97.9%	+ 2.6%
Inventory of Homes for Sale	609	104	- 82.9%	—	—	—
Months Supply of Inventory	6.6	0.7	- 89.4%	—	—	—

* 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.

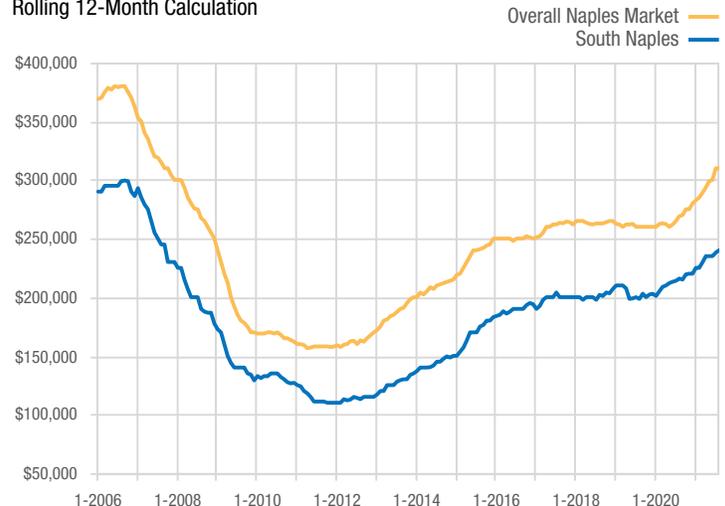
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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East Naples

34114, 34117, 34120, 34137

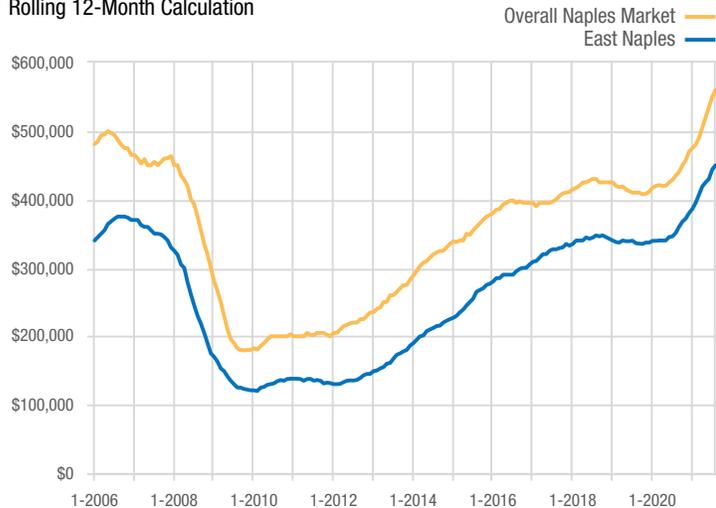
Single Family	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	195	197	+ 1.0%	1,620	1,686	+ 4.1%
Total Sales	208	169	- 18.8%	1,310	1,599	+ 22.1%
Days on Market Until Sale	84	26	- 69.0%	88	38	- 56.8%
Median Closed Price*	\$371,000	\$460,000	+ 24.0%	\$360,000	\$465,000	+ 29.2%
Average Closed Price*	\$441,411	\$550,341	+ 24.7%	\$424,162	\$552,244	+ 30.2%
Percent of List Price Received*	97.8%	99.0%	+ 1.2%	97.3%	98.7%	+ 1.4%
Inventory of Homes for Sale	701	255	- 63.6%	—	—	—
Months Supply of Inventory	4.6	1.3	- 71.7%	—	—	—

Condo	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	83	68	- 18.1%	646	679	+ 5.1%
Total Sales	60	65	+ 8.3%	455	741	+ 62.9%
Days on Market Until Sale	102	24	- 76.5%	93	39	- 58.1%
Median Closed Price*	\$290,000	\$407,500	+ 40.5%	\$279,900	\$340,000	+ 21.5%
Average Closed Price*	\$290,148	\$411,372	+ 41.8%	\$281,230	\$355,378	+ 26.4%
Percent of List Price Received*	96.3%	99.5%	+ 3.3%	96.1%	98.7%	+ 2.7%
Inventory of Homes for Sale	352	73	- 79.3%	—	—	—
Months Supply of Inventory	6.6	0.8	- 87.9%	—	—	—

* 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.

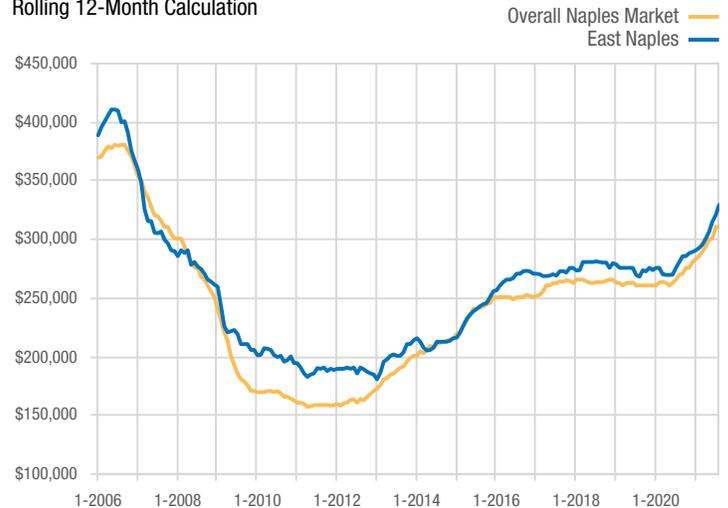
Median Closed Price - Single Family

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 2021

A Research Tool Provided by Naples Area Board of REALTORS®



Immokalee / Ave Maria

Single Family	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	34	23	- 32.4%	170	219	+ 28.8%
Total Sales	18	26	+ 44.4%	114	202	+ 77.2%
Days on Market Until Sale	96	15	- 84.4%	95	50	- 47.4%
Median Closed Price*	\$296,500	\$388,500	+ 31.0%	\$274,250	\$334,950	+ 22.1%
Average Closed Price*	\$295,966	\$379,626	+ 28.3%	\$281,599	\$363,115	+ 28.9%
Percent of List Price Received*	97.2%	99.7%	+ 2.6%	97.3%	98.7%	+ 1.4%
Inventory of Homes for Sale	107	36	- 66.4%	—	—	—
Months Supply of Inventory	7.8	1.6	- 79.5%	—	—	—

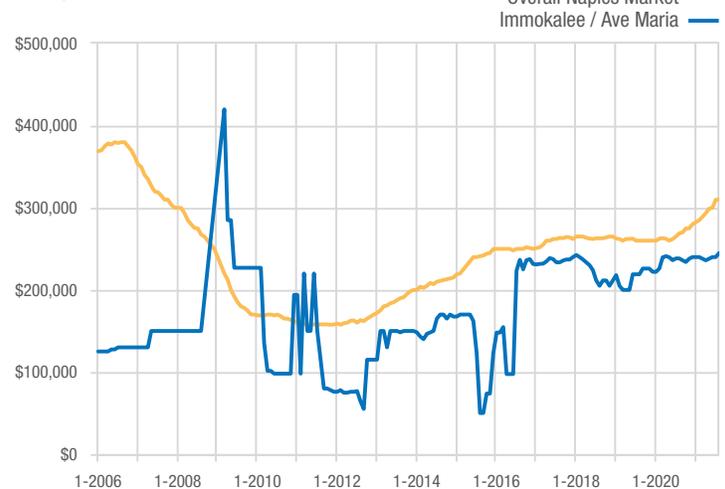
Condo	August			Year to Date		
	2020	2021	% Change	Thru 8-2020	Thru 8-2021	% Change
Key Metrics						
New Listings	5	4	- 20.0%	36	27	- 25.0%
Total Sales	5	3	- 40.0%	15	21	+ 40.0%
Days on Market Until Sale	192	150	- 21.9%	133	94	- 29.3%
Median Closed Price*	\$229,604	\$266,000	+ 15.9%	\$240,000	\$245,000	+ 2.1%
Average Closed Price*	\$222,721	\$238,333	+ 7.0%	\$239,421	\$216,397	- 9.6%
Percent of List Price Received*	97.6%	96.6%	- 1.0%	96.5%	97.2%	+ 0.7%
Inventory of Homes for Sale	26	9	- 65.4%	—	—	—
Months Supply of Inventory	9.4	3.2	- 66.0%	—	—	—

* 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



Median Closed Price - Condo



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.