

Naples Area Market Report



January 2024

Data in the January 2024 Market Report showed invigorated confidence in the Naples area housing market for both sellers and buyers. Overall inventory continued to climb for the sixth straight month resulting in a 58.8 percent increase in homes for sale in January or 4,639 properties from 2,921 in January 2023. Fueled by a 29.1 percent increase in new listings year over year, January showings doubled compared to showings reported in December 2023. The first month of the year also saw serious sellers taking action to capture increased buyer attention with 1,804 price decreases, a 122.7 percent increase compared to December's 810 price decreases.

The report showed 6.4 months of inventory for January compared to .9 months of inventory in January 2022, when frenzied pandemic buying began to simmer. Brokers reviewing the report said buyer intent has shifted from pandemic years of "I want a home in Naples," to a more sensible climate today of "I want the right home in Naples."

With more competition, REALTORS® who represent a buyer or seller must look at hyper-local factors such as location within a neighborhood, competition within each price range, and extenuating factors that may influence insurance coverage and affordability such as the age of the home or claim history.

While pending sales in January decreased 7.5 percent to 1,010 pending sales from 1,092 pending sales in January 2023, pending sales activity for January increased 73.2 percent compared to pending sales activity reported in December 2023 (583).

First-time homebuyers and those seeking homes under \$500,000 will be pleased to hear that inventory in this price range increased 58.6 percent in January. In fact, inventory for condominiums priced under \$300,000 increased 112 percent during the month. Notwithstanding, and because Naples is paradise, inventory for condominiums over \$5 million increased 182.6 percent in January.

Quick Facts

- 14.2%	- 0.8%	+ 58.8%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
- 4.3%	- 11.2%	- 9.5%
Price Range With the Strongest Sales: \$1,500,001 to \$5,000,000	Bedroom Count With Strongest Sales: 3 Bedrooms	Property Type With Strongest Sales: Single Family

Overall Market Overview	2
Single Family Market Overview	3
Condo Market Overview	4
Overall Closed Sales	5-6
Overall Median Closed Price	7-8
Overall Percent of Current List Price Received	9-10
Overall Days on Market until Sale	11-12
Overall New Listings by Month	13
Overall Inventory of Homes for Sale	14-15
Overall Listing and Sales Summary by Area Naples	16
Beach	17
North Naples	18
Central Naples	19
South Naples	20
East Naples	21
Immokalee/Ave Maria	22



This report covers Collier County, excluding San Marco Island. Percent changes are calculated using rounded figures.

Current as of February 10, 2024. All data from Southwest Florida MLS. Report © 2024 ShowingTime.

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	1-2023	1-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		1,379	1,780	+ 29.1%	1,379	1,780	+ 29.1%
Total Sales		564	484	- 14.2%	564	484	- 14.2%
Days on Market Until Sale		53	61	+ 15.1%	53	61	+ 15.1%
Median Closed Price		\$612,000	\$607,000	- 0.8%	\$612,000	\$607,000	- 0.8%
Average Closed Price		\$1,202,613	\$1,108,388	- 7.8%	\$1,202,613	\$1,108,388	- 7.8%
Percent of List Price Received		95.9%	95.8%	- 0.1%	95.9%	95.8%	- 0.1%
Pending Listings		1,092	1,010	- 7.5%	1,092	1,010	- 7.5%
Inventory of Homes for Sale		2,921	4,639	+ 58.8%	—	—	—
Months Supply of Inventory		3.5	6.4	+ 82.9%	—	—	—

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	1-2023	1-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		706	845	+ 19.7%	706	845	+ 19.7%
Total Sales		284	243	- 14.4%	284	243	- 14.4%
Days on Market Until Sale		59	66	+ 11.9%	59	66	+ 11.9%
Median Closed Price		\$715,000	\$755,500	+ 5.7%	\$715,000	\$755,500	+ 5.7%
Average Closed Price		\$1,563,171	\$1,448,379	- 7.3%	\$1,563,171	\$1,448,379	- 7.3%
Percent of List Price Received		95.5%	95.5%	0.0%	95.5%	95.5%	0.0%
Pending Listings		567	487	- 14.1%	567	487	- 14.1%
Inventory of Homes for Sale		1,718	2,335	+ 35.9%	—	—	—
Months Supply of Inventory		4.2	6.3	+ 50.0%	—	—	—

Condo Market Overview



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

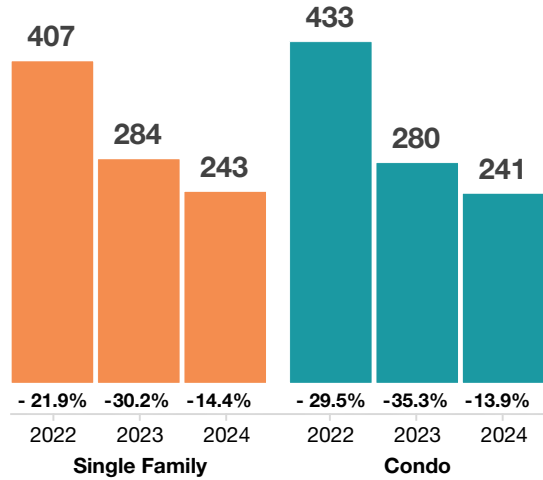
Key Metrics	Historical Sparkbars	1-2023	1-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		673	935	+ 38.9%	673	935	+ 38.9%
Total Sales		280	241	- 13.9%	280	241	- 13.9%
Days on Market Until Sale		48	56	+ 16.7%	48	56	+ 16.7%
Median Closed Price		\$482,500	\$475,000	- 1.6%	\$482,500	\$475,000	- 1.6%
Average Closed Price		\$836,904	\$765,576	- 8.5%	\$836,904	\$765,576	- 8.5%
Percent of List Price Received		96.3%	96.2%	- 0.1%	96.3%	96.2%	- 0.1%
Pending Listings		525	523	- 0.4%	525	523	- 0.4%
Inventory of Homes for Sale		1,203	2,304	+ 91.5%	—	—	—
Months Supply of Inventory		2.9	6.4	+ 120.7%	—	—	—

Overall Closed Sales

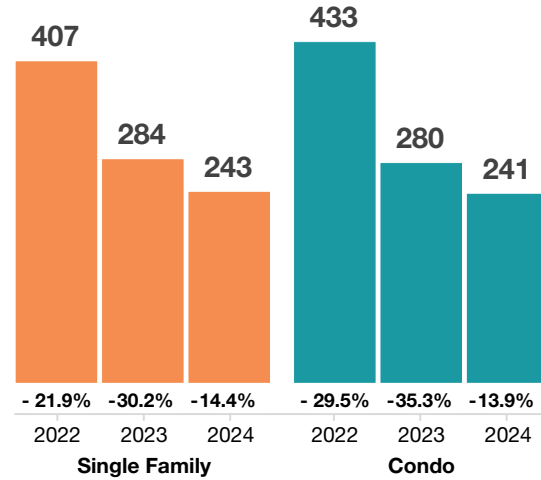
A count of the actual sales that closed in a given month.



January

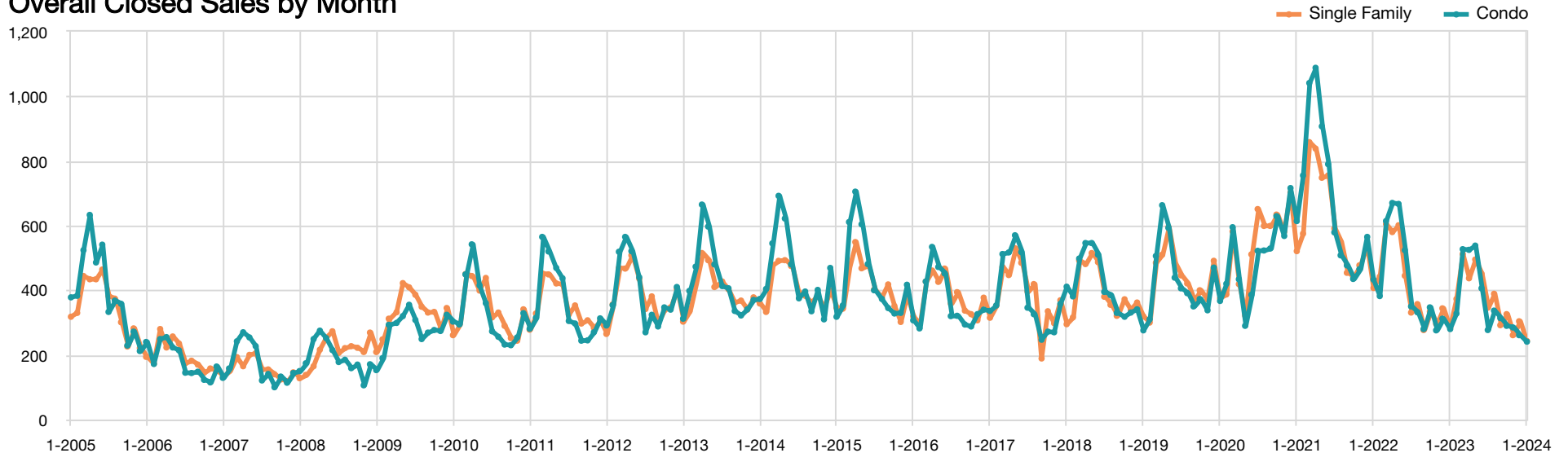


Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2023	373	- 15.6%	328	- 14.1%
Mar-2023	512	- 15.4%	527	- 14.2%
Apr-2023	437	- 24.7%	525	- 21.6%
May-2023	495	- 17.6%	538	- 19.3%
Jun-2023	451	+ 1.3%	406	- 22.5%
Jul-2023	346	+ 4.5%	277	- 20.9%
Aug-2023	389	+ 9.0%	337	+ 1.5%
Sep-2023	292	+ 5.4%	314	+ 12.1%
Oct-2023	326	- 2.4%	290	- 16.4%
Nov-2023	261	- 11.8%	285	+ 3.3%
Dec-2023	304	- 11.6%	261	- 16.3%
Jan-2024	243	- 14.4%	241	- 13.9%
12-Month Avg	369	- 9.6%	361	- 14.0%

Overall Closed Sales by Month

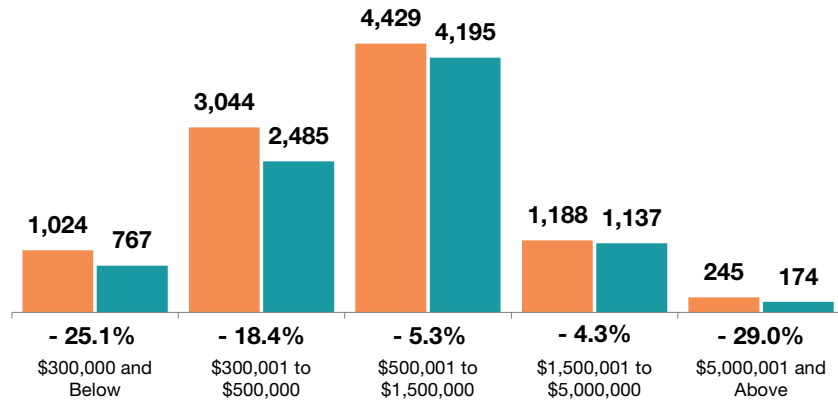


Overall Closed Sales by Price Range

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

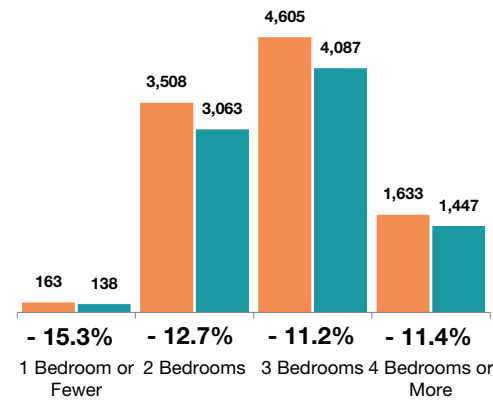
By Price Range

1-2023 1-2024



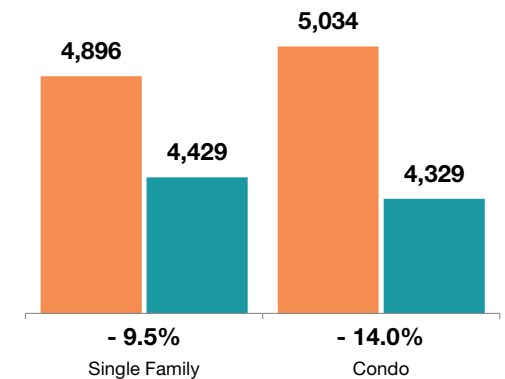
By Bedroom Count

1-2023 1-2024



By Property Type

1-2023 1-2024



All Properties

By Price Range

	1-2023	1-2024	Change
\$300,000 and Below	1,024	767	- 25.1%
\$300,001 to \$500,000	3,044	2,485	- 18.4%
\$500,001 to \$1,500,000	4,429	4,195	- 5.3%
\$1,500,001 to \$5,000,000	1,188	1,137	- 4.3%
\$5,000,001 and Above	245	174	- 29.0%
All Price Ranges	9,930	8,758	- 11.8%

Single Family

	1-2023	1-2024	Change
1 Bedroom or 2 Bedrooms Fewer	233	224	- 3.9%
2 Bedrooms	940	749	- 20.3%
3 Bedrooms	2,755	2,590	- 6.0%
4 Bedrooms or More	761	722	- 5.1%
All Single Family	4,896	4,429	- 9.5%

Condo

	1-2023	1-2024	Change
1 Bedroom or 2 Bedrooms Fewer	791	543	- 31.4%
2 Bedrooms	2,104	1,736	- 17.5%
3 Bedrooms	1,674	1,605	- 4.1%
4 Bedrooms or More	427	415	- 2.8%
All Condo	5,034	4,329	- 14.0%

By Bedroom Count

	1-2023	1-2024	Change
1 Bedroom or Fewer	163	138	- 15.3%
2 Bedrooms	3,508	3,063	- 12.7%
3 Bedrooms	4,605	4,087	- 11.2%
4 Bedrooms or More	1,633	1,447	- 11.4%
All Bedroom Counts	9,930	8,758	- 11.8%

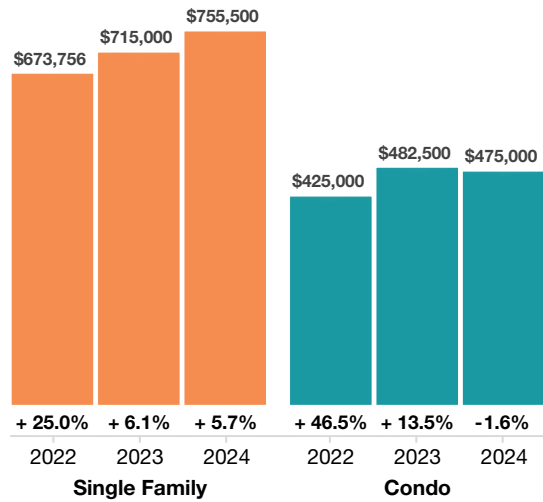
	1-2023	1-2024	Change
1 Bedroom or Fewer	23	28	+ 21.7%
2 Bedrooms	529	551	+ 4.2%
3 Bedrooms	2,811	2,480	- 11.8%
4 Bedrooms or More	1,531	1,364	- 10.9%
All Single Family	4,896	4,429	- 9.5%

Overall Median Closed Price

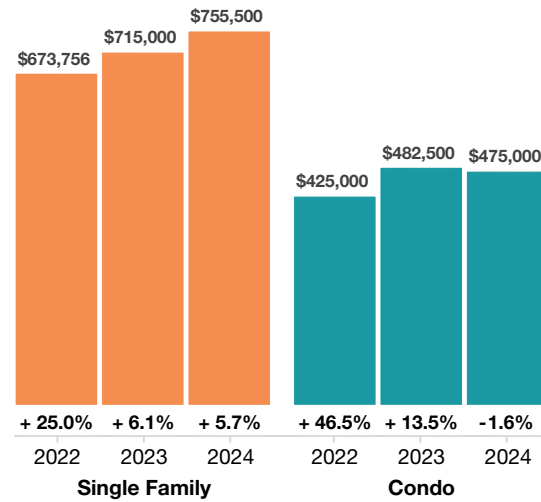
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



January



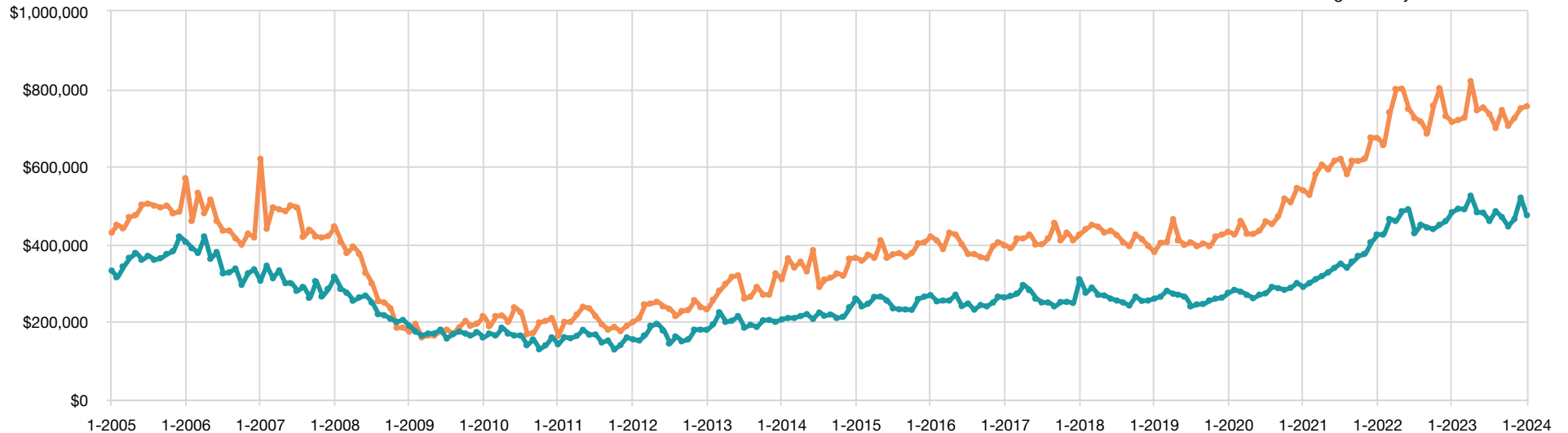
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2023	\$720,000	+ 9.8%	\$491,500	+ 15.6%
Mar-2023	\$726,000	- 1.9%	\$490,000	+ 5.4%
Apr-2023	\$820,000	+ 2.5%	\$525,000	+ 14.1%
May-2023	\$745,000	- 6.9%	\$482,500	- 0.5%
Jun-2023	\$752,500	+ 0.5%	\$481,250	- 1.8%
Jul-2023	\$735,000	+ 1.4%	\$460,000	+ 7.4%
Aug-2023	\$699,450	- 2.3%	\$485,000	+ 7.7%
Sep-2023	\$745,693	+ 8.9%	\$470,000	+ 6.0%
Oct-2023	\$705,000	- 6.9%	\$446,000	+ 1.6%
Nov-2023	\$725,000	- 9.6%	\$465,000	+ 3.3%
Dec-2023	\$750,000	+ 2.7%	\$520,000	+ 13.2%
Jan-2024	\$755,500	+ 5.7%	\$475,000	- 1.6%
12-Month Avg*	\$735,000	- 1.3%	\$485,000	+ 5.4%

* Median Closed Price for all properties from February 2023 through January 2024. This is not the average of the individual figures above.

Overall Median Closed Price by Month

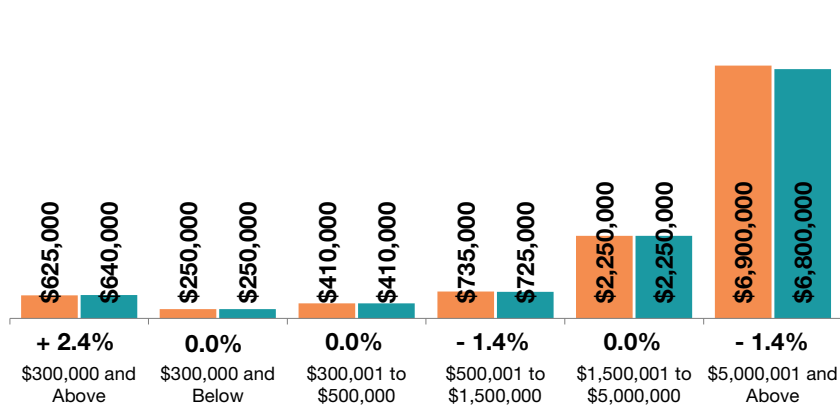


Overall Median Closed Price by Price Range

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

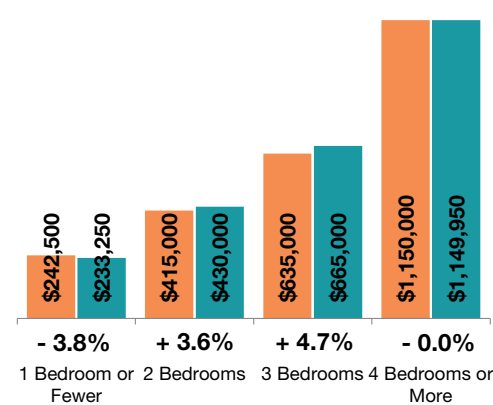
By Price Range

1-2023 1-2024



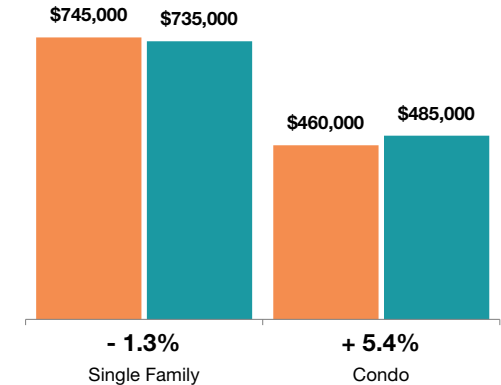
By Bedroom Count

1-2023 1-2024



By Property Type

1-2023 1-2024



All Properties

By Price Range

	1-2023	1-2024	Change
\$300,000 and Above	\$625,000	\$640,000	+ 2.4%
\$300,000 and Below	\$250,000	\$250,000	0.0%
\$300,001 to \$500,000	\$410,000	\$410,000	0.0%
\$500,001 to \$1,500,000	\$735,000	\$725,000	- 1.4%
\$1,500,001 to \$5,000,000	\$2,250,000	\$2,250,000	0.0%
\$5,000,001 and Above	\$6,900,000	\$6,800,000	- 1.4%
All Price Ranges	\$579,000	\$600,000	+ 3.6%

Single Family

	1-2023	1-2024	Change
\$300,000 and Above	\$760,000	\$760,000	0.0%
\$300,000 and Below	\$195,000	\$200,000	+ 2.6%
\$300,001 to \$500,000	\$430,000	\$435,000	+ 1.2%
\$500,001 to \$1,500,000	\$759,670	\$750,000	- 1.3%
\$1,500,001 to \$5,000,000	\$2,275,000	\$2,250,000	- 1.1%
\$5,000,001 and Above	\$7,000,000	\$6,750,000	- 3.6%
All Single Family	\$745,000	\$735,000	- 1.3%

Condo

	1-2023	1-2024	Change
\$300,000 and Above	\$500,000	\$525,000	+ 5.0%
\$300,000 and Below	\$260,000	\$267,300	+ 2.8%
\$300,001 to \$500,000	\$400,000	\$400,000	0.0%
\$500,001 to \$1,500,000	\$676,427	\$680,000	+ 0.5%
\$1,500,001 to \$5,000,000	\$2,200,000	\$2,245,000	+ 2.0%
\$5,000,001 and Above	\$6,200,000	\$7,175,000	+ 15.7%
All Condo	\$460,000	\$485,000	+ 5.4%

By Bedroom Count

	1-2023	1-2024	Change
1 Bedroom or Fewer	\$242,500	\$233,250	- 3.8%
2 Bedrooms	\$415,000	\$430,000	+ 3.6%
3 Bedrooms	\$635,000	\$665,000	+ 4.7%
4 Bedrooms or More	\$1,150,000	\$1,149,950	- 0.0%
All Bedroom Counts	\$579,000	\$600,000	+ 3.6%

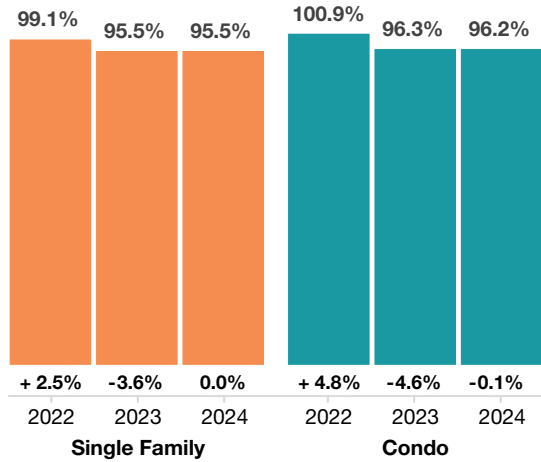
	1-2023	1-2024	Change
1 Bedroom or Fewer	\$125,000	\$152,500	+ 22.0%
2 Bedrooms	\$485,000	\$483,750	- 0.3%
3 Bedrooms	\$675,000	\$700,000	+ 3.7%
4 Bedrooms or More	\$1,150,000	\$1,100,000	- 4.3%
All Single Family	\$745,000	\$735,000	- 1.3%

	1-2023	1-2024	Change
1 Bedroom or Fewer	\$269,000	\$247,000	- 8.2%
2 Bedrooms	\$410,000	\$425,000	+ 3.7%
3 Bedrooms	\$560,000	\$625,000	+ 11.6%
4 Bedrooms or More	\$1,415,000	\$2,600,000	+ 83.7%
All Condo	\$460,000	\$485,000	+ 5.4%

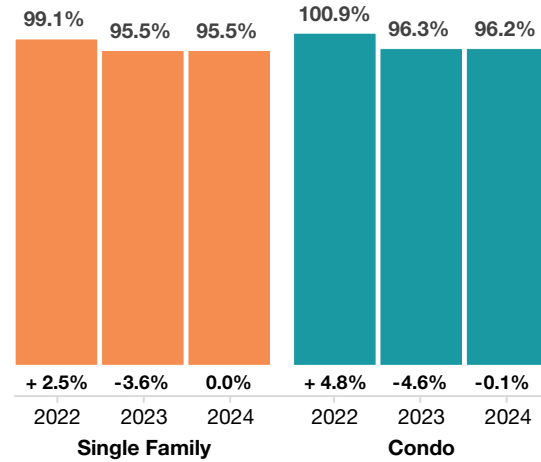
Overall Percent of Current List Price Received

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



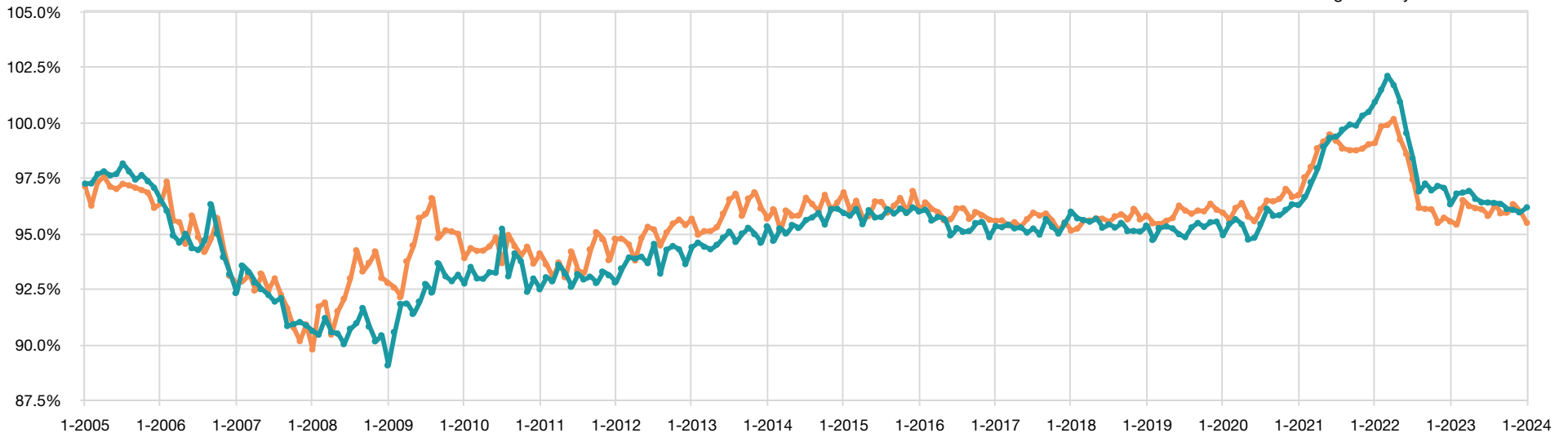
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2023	95.4%	- 4.4%	96.8%	- 4.6%
Mar-2023	96.5%	- 3.4%	96.8%	- 5.2%
Apr-2023	96.2%	- 3.9%	96.9%	- 4.7%
May-2023	96.1%	- 3.1%	96.5%	- 4.4%
Jun-2023	96.1%	- 2.5%	96.4%	- 3.1%
Jul-2023	95.8%	- 1.6%	96.4%	- 2.0%
Aug-2023	96.3%	+ 0.2%	96.4%	- 0.5%
Sep-2023	95.9%	- 0.2%	96.3%	- 0.9%
Oct-2023	95.9%	- 0.2%	96.1%	- 0.8%
Nov-2023	96.3%	+ 0.8%	96.0%	- 1.1%
Dec-2023	96.0%	+ 0.3%	95.9%	- 1.1%
Jan-2024	95.5%	0.0%	96.2%	- 0.1%
12-Month Avg*	96.0%	- 2.0%	96.5%	- 3.0%

* Pct. of List Price Received for all properties from February 2023 through January 2024. This is not the average of the individual figures above.

Overall Percent of List Price Received by Month

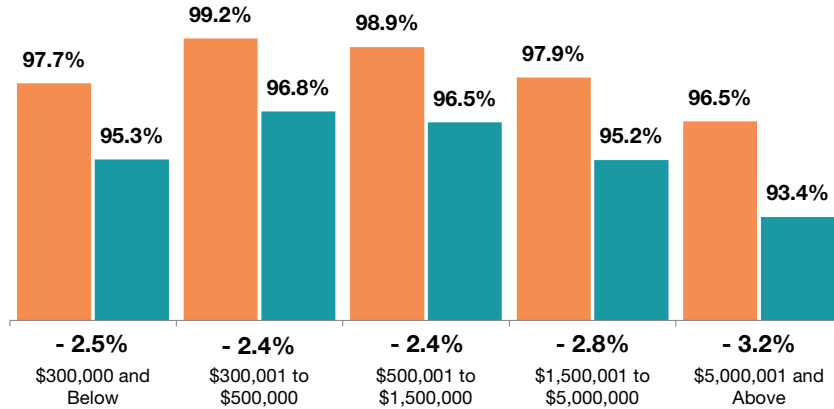


Overall Percent of Current List Price Received by Price Range

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.**

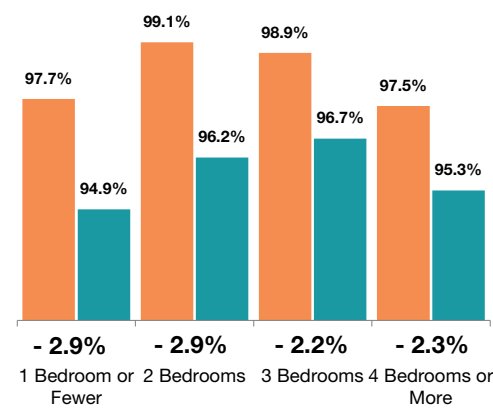
By Price Range

1-2023 1-2024



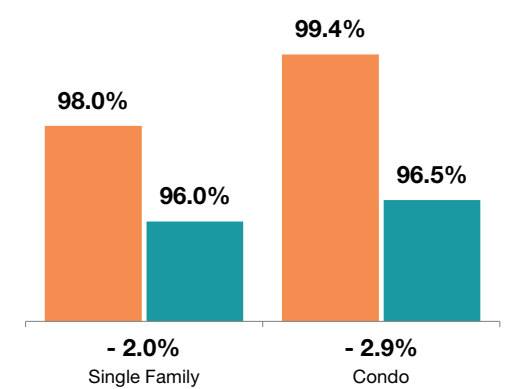
By Bedroom Count

1-2023 1-2024



By Property Type

1-2023 1-2024



All Properties

By Price Range	1-2023	1-2024	Change
\$300,000 and Below	97.7%	95.3%	-2.5%
\$300,001 to \$500,000	99.2%	96.8%	-2.4%
\$500,001 to \$1,500,000	98.9%	96.5%	-2.4%
\$1,500,001 to \$5,000,000	97.9%	95.2%	-2.8%
\$5,000,001 and Above	96.5%	93.4%	-3.2%
All Price Ranges	98.7%	96.2%	-2.5%

Single Family

	1-2023	1-2024	Change
1 Bedroom or 2 Bedrooms Fewer	96.0%	94.6%	-1.5%
3 Bedrooms	98.1%	97.1%	-1.0%
4 Bedrooms	98.4%	96.4%	-2.0%
4 Bedrooms or More	97.4%	94.7%	-2.8%
All Single Family	96.3%	93.0%	-3.4%
All Single Family	98.0%	96.0%	-2.0%

Condo

	1-2023	1-2024	Change
Single Family	98.3%	95.5%	-2.8%
Condo	99.7%	96.7%	-3.0%
Condo	99.8%	96.6%	-3.2%
Condo	98.8%	96.1%	-2.7%
Condo	97.8%	95.1%	-2.8%
All Condo	99.4%	96.5%	-2.9%

By Bedroom Count

	1-2023	1-2024	Change
1 Bedroom or Fewer	97.7%	94.9%	-2.9%
2 Bedrooms	99.1%	96.2%	-2.9%
3 Bedrooms	98.9%	96.7%	-2.2%
4 Bedrooms or More	97.5%	95.3%	-2.3%
All Bedroom Counts	98.7%	96.2%	-2.5%

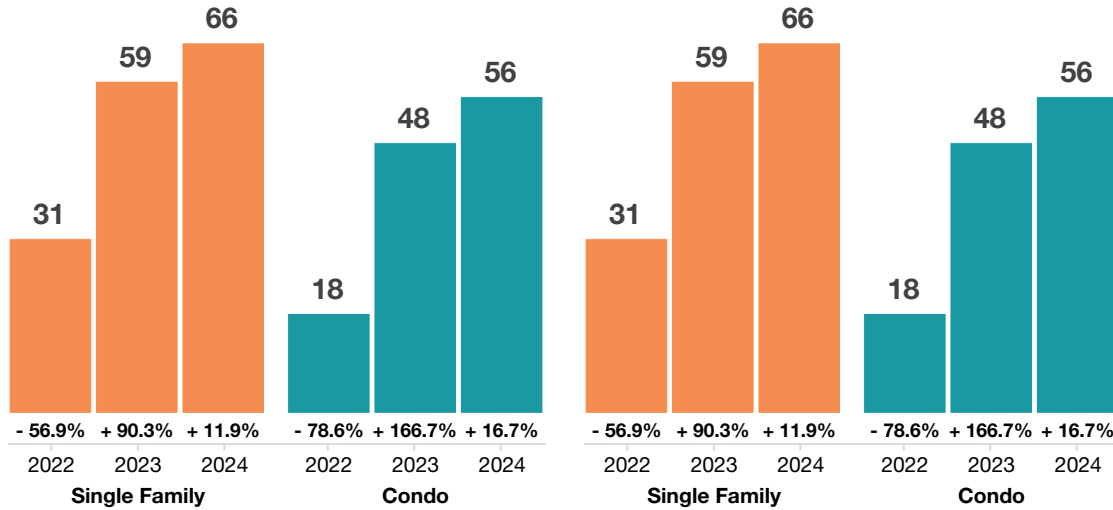
	1-2023	1-2024	Change
1 Bedroom or Fewer	95.4%	93.0%	-2.5%
2 Bedrooms	97.6%	95.3%	-2.4%
3 Bedrooms	98.4%	96.7%	-1.7%
4 Bedrooms or More	97.4%	95.3%	-2.2%
All Single Family	98.0%	96.0%	-2.0%
Single Family	98.1%	95.3%	-2.9%
Condo	99.4%	96.4%	-3.0%
Condo	99.6%	96.7%	-2.9%
Condo	99.0%	96.4%	-2.6%
All Condo	99.4%	96.5%	-2.9%

Overall Days on Market Until Sale

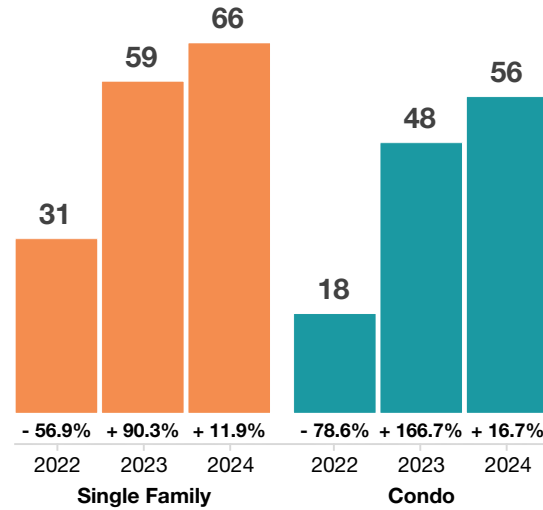
Average number of days between when a property is listed and when an offer is accepted in a given month.



January



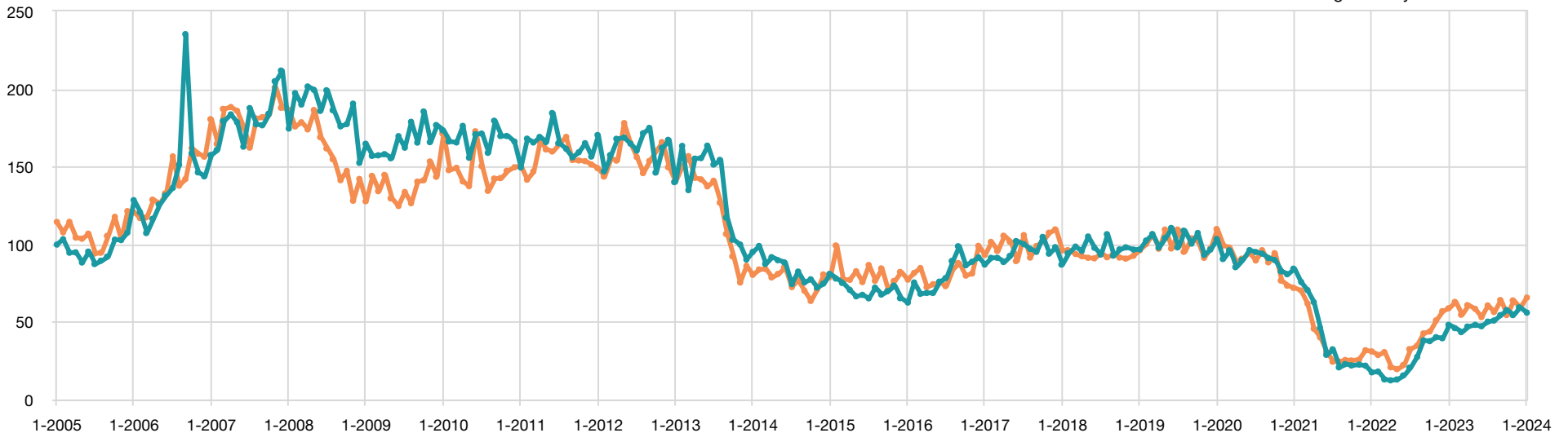
Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2023	63	+ 117.2%	46	+ 155.6%
Mar-2023	55	+ 77.4%	43	+ 230.8%
Apr-2023	61	+ 190.5%	47	+ 291.7%
May-2023	58	+ 190.0%	48	+ 269.2%
Jun-2023	53	+ 140.9%	47	+ 213.3%
Jul-2023	61	+ 90.6%	50	+ 150.0%
Aug-2023	56	+ 60.0%	51	+ 88.9%
Sep-2023	64	+ 48.8%	54	+ 42.1%
Oct-2023	54	+ 22.7%	58	+ 52.6%
Nov-2023	64	+ 25.5%	54	+ 35.0%
Dec-2023	59	+ 3.5%	59	+ 51.3%
Jan-2024	66	+ 11.9%	56	+ 16.7%
12-Month Avg*	59	+ 73.8%	50	+ 116.1%

* Days on Market for all properties from February 2023 through January 2024. This is not the average of the individual figures above.

Overall Days on Market Until Sale by Month

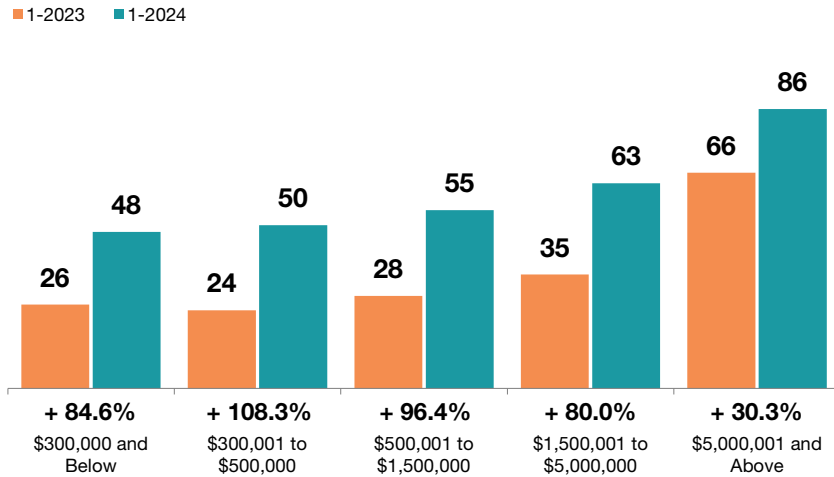


Overall Days on Market Until Sale by Price Range

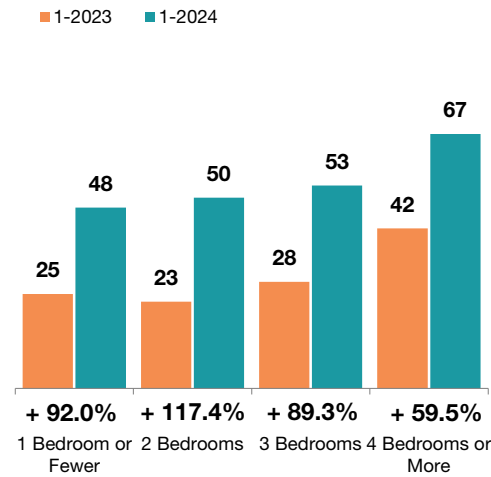


Average number of days between when a property is listed and when an offer is accepted.
Based on a rolling 12-month average.

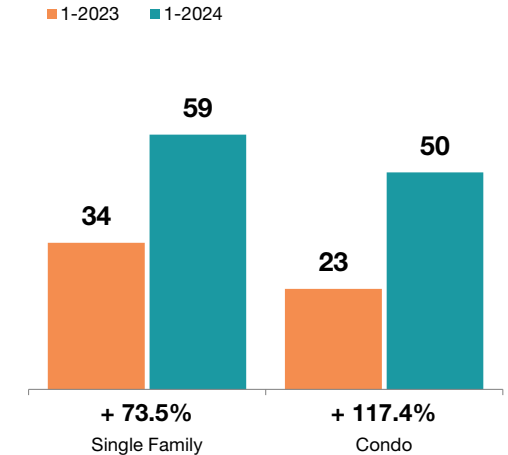
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	1-2023	1-2024	Change
\$300,000 and Below	26	48	+ 84.6%
\$300,001 to \$500,000	24	50	+ 108.3%
\$500,001 to \$1,500,000	28	55	+ 96.4%
\$1,500,001 to \$5,000,000	35	63	+ 80.0%
\$5,000,001 and Above	66	86	+ 30.3%
All Price Ranges	28	55	+ 96.4%

Single Family

	1-2023	1-2024	Change
1 Bedroom or Fewer	31	52	+ 67.7%
2 Bedrooms	31	52	+ 67.7%
3 Bedrooms	32	58	+ 81.3%
4 Bedrooms or More	37	63	+ 70.3%
All Single Family	70	90	+ 28.6%
All Single Family	34	59	+ 73.5%

Condo

	1-2023	1-2024	Change
Single Family	24	46	+ 91.7%
Condo	21	49	+ 133.3%
3 Bedrooms	23	49	+ 113.0%
4 Bedrooms or More	31	62	+ 100.0%
All Condo	43	66	+ 53.5%
All Condo	23	50	+ 117.4%

By Bedroom Count

	1-2023	1-2024	Change
1 Bedroom or Fewer	25	48	+ 92.0%
2 Bedrooms	23	50	+ 117.4%
3 Bedrooms	28	53	+ 89.3%
4 Bedrooms or More	42	67	+ 59.5%
All Bedroom Counts	28	55	+ 96.4%

	1-2023	1-2024	Change
1 Bedroom or Fewer	39	52	+ 33.3%
2 Bedrooms	25	53	+ 112.0%
3 Bedrooms	31	55	+ 77.4%
4 Bedrooms or More	42	68	+ 61.9%
All Single Family	34	59	+ 73.5%

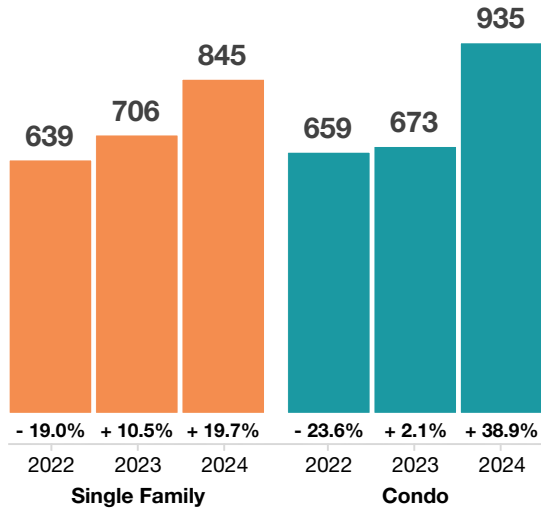
	1-2023	1-2024	Change
Single Family	23	46	+ 106.7%
Condo	22	50	+ 121.9%
3 Bedrooms	24	50	+ 112.2%
4 Bedrooms or More	37	57	+ 53.4%
All Condo	23	50	+ 117.4%

Overall New Listings

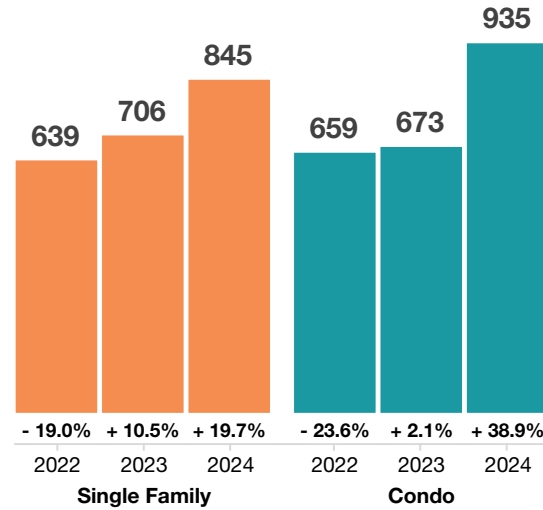
A count of the properties that have been newly listed on the market in a given month.



January

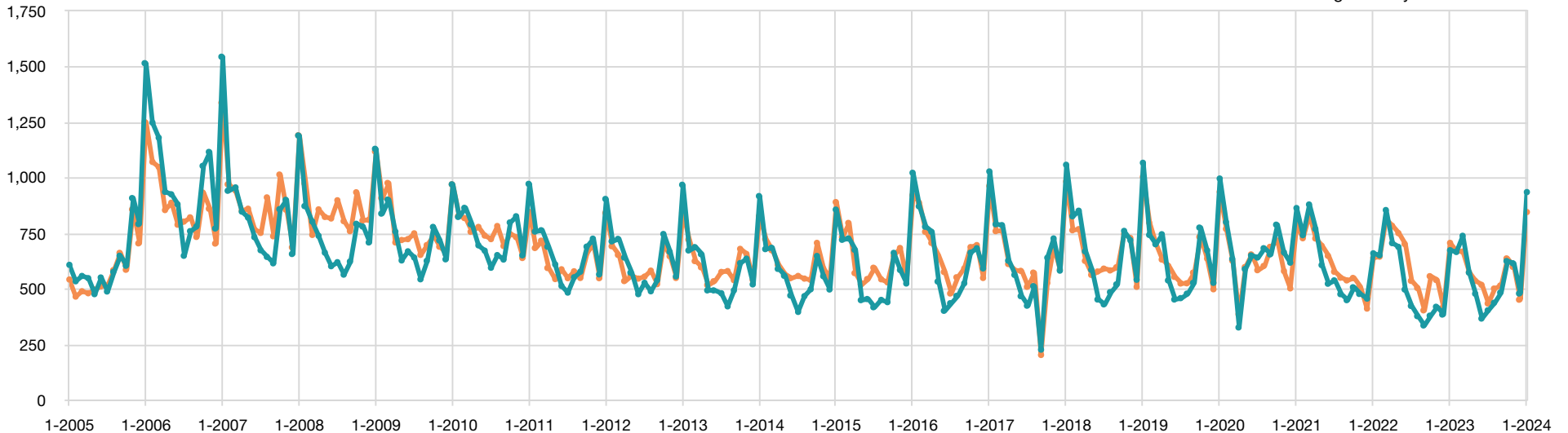


Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2023	669	+ 3.9%	665	+ 2.3%
Mar-2023	667	- 18.0%	738	- 13.6%
Apr-2023	574	- 26.7%	572	- 18.9%
May-2023	535	- 28.7%	477	- 30.7%
Jun-2023	517	- 26.2%	365	- 26.4%
Jul-2023	433	- 19.1%	402	- 4.7%
Aug-2023	500	- 0.6%	436	+ 16.0%
Sep-2023	514	+ 27.9%	482	+ 44.3%
Oct-2023	636	+ 14.4%	624	+ 65.1%
Nov-2023	598	+ 10.9%	614	+ 46.9%
Dec-2023	450	+ 9.0%	478	+ 24.8%
Jan-2024	845	+ 19.7%	935	+ 38.9%
12-Month Avg	578	- 5.6%	566	+ 6.6%

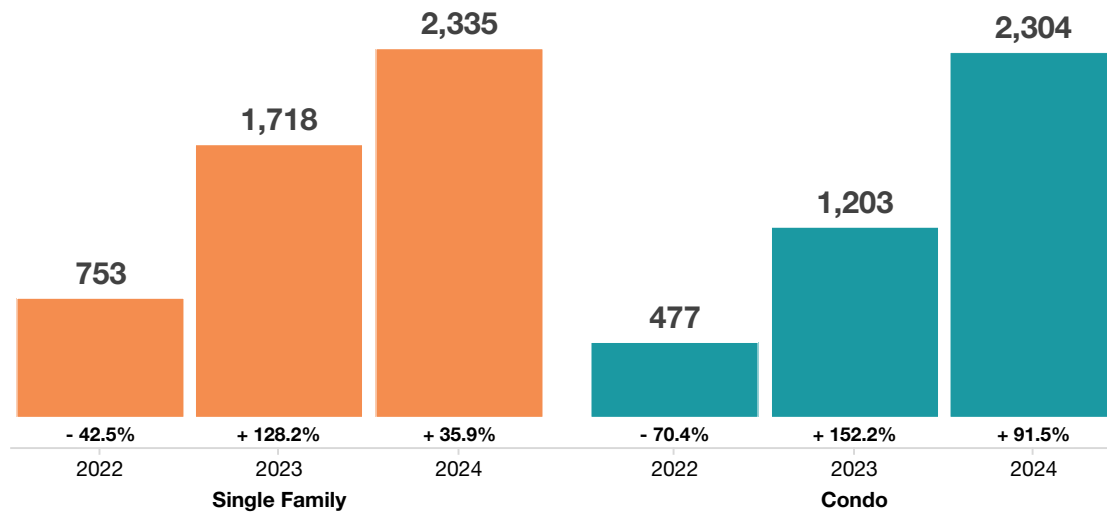
Overall New Listings by Month



Overall Inventory of Homes for Sale

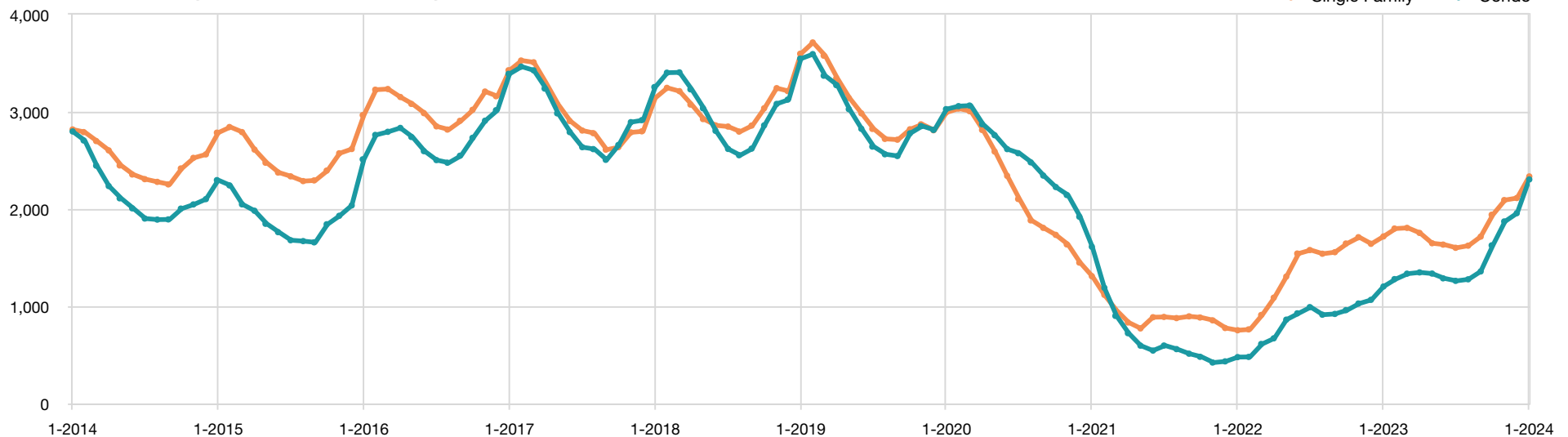
The number of properties available for sale in active status at the end of a given month.

January



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2023	1,799	+ 136.1%	1,279	+ 167.0%
Mar-2023	1,806	+ 98.5%	1,335	+ 118.1%
Apr-2023	1,754	+ 61.2%	1,348	+ 101.2%
May-2023	1,648	+ 26.3%	1,336	+ 55.0%
Jun-2023	1,634	+ 6.0%	1,287	+ 38.8%
Jul-2023	1,601	+ 1.5%	1,261	+ 27.2%
Aug-2023	1,623	+ 5.4%	1,277	+ 39.9%
Sep-2023	1,716	+ 10.3%	1,358	+ 47.4%
Oct-2023	1,941	+ 18.0%	1,626	+ 69.4%
Nov-2023	2,092	+ 22.3%	1,872	+ 82.1%
Dec-2023	2,113	+ 28.7%	1,957	+ 83.6%
Jan-2024	2,335	+ 35.9%	2,304	+ 91.5%
12-Month Avg	1,839	+ 29.9%	1,520	+ 71.6%

Overall Inventory of Homes for Sale by Month



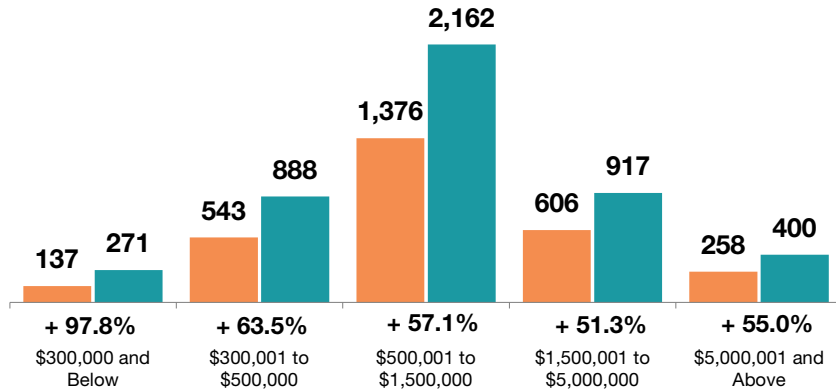
Overall Inventory of Homes for Sale by Price Range



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

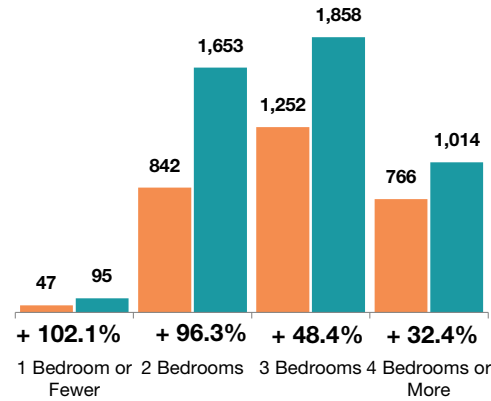
By Price Range

1-2023 1-2024



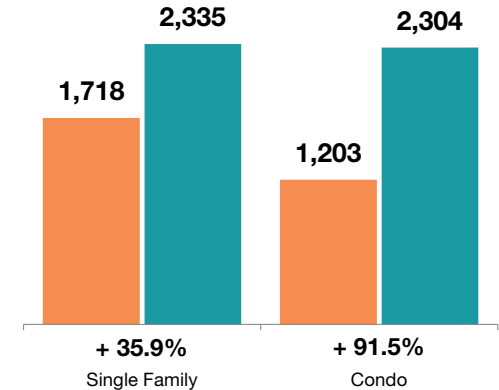
By Bedroom Count

1-2023 1-2024



By Property Type

1-2023 1-2024



All Properties

By Price Range

	1-2023	1-2024	Change
\$300,000 and Below	137	271	+ 97.8%
\$300,001 to \$500,000	543	888	+ 63.5%
\$500,001 to \$1,500,000	1,376	2,162	+ 57.1%
\$1,500,001 to \$5,000,000	606	917	+ 51.3%
\$5,000,001 and Above	258	400	+ 55.0%
All Price Ranges	2,921	4,639	+ 58.8%

Single Family

	1-2023	1-2024	Change
1 Bedroom or 2 Bedrooms Fewer	54	95	+ 75.9%
3 Bedrooms	147	138	- 6.1%
4 Bedrooms or More	866	1,195	+ 38.0%
4 Bedrooms or More	415	571	+ 37.6%
4 Bedrooms or More	235	335	+ 42.6%
All Single Family	1,718	2,335	+ 35.9%

Condo

	1-2023	1-2024	Change
1 Bedroom or 2 Bedrooms Fewer	83	176	+ 112.0%
3 Bedrooms	396	750	+ 89.4%
4 Bedrooms or More	510	967	+ 89.6%
4 Bedrooms or More	191	346	+ 81.2%
4 Bedrooms or More	23	65	+ 182.6%
All Condo	1,203	2,304	+ 91.5%

By Bedroom Count

	1-2023	1-2024	Change
1 Bedroom or Fewer	47	95	+ 102.1%
2 Bedrooms	842	1,653	+ 96.3%
3 Bedrooms	1,252	1,858	+ 48.4%
4 Bedrooms or More	766	1,014	+ 32.4%
All Bedroom Counts	2,921	4,639	+ 58.8%

	1-2023	1-2024	Change
1 Bedroom or Fewer	13	17	+ 30.8%
2 Bedrooms	161	269	+ 67.1%
3 Bedrooms	804	1,090	+ 35.6%
4 Bedrooms or More	733	953	+ 30.0%
All Single Family	1,718	2,335	+ 35.9%

Listing and Sales Summary Report

January 2024



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Jan-24	Jan-23	% Change	Jan-24	Jan-23	% Change	Jan-24	Jan-23	% Change	Jan-24	Jan-23	% Change
Overall Naples Market*	\$607,000	\$612,000	-0.8%	484	564	-14.2%	4,639	2,921	+58.8%	61	53	+15.1%
Collier County	\$644,000	\$630,000	+2.2%	551	604	-8.8%	5,264	3,347	+57.3%	63	53	+18.9%
Ave Maria	\$427,500	\$519,298	-17.7%	16	14	+14.3%	109	85	+28.2%	70	53	+32.1%
Central Naples	\$455,000	\$397,500	+14.5%	53	94	-43.6%	498	297	+67.7%	47	46	+2.2%
East Naples	\$600,000	\$600,000	0.0%	131	134	-2.2%	1,020	725	+40.7%	65	48	+35.4%
Everglades City	--	--	--	0	0	--	11	9	+22.2%	--	--	--
Immokalee	\$332,950	\$329,900	+0.9%	6	5	+20.0%	14	16	-12.5%	61	48	+27.1%
Immokalee / Ave Maria	\$350,900	\$518,596	-32.3%	22	19	+15.8%	123	101	+21.8%	67	52	+28.8%
Naples	\$633,000	\$625,000	+1.3%	461	545	-15.4%	4,515	2,820	+60.1%	61	54	+13.0%
Naples Beach	\$1,339,500	\$1,537,500	-12.9%	76	86	-11.6%	1,310	788	+66.2%	80	64	+25.0%
North Naples	\$699,000	\$775,000	-9.8%	123	137	-10.2%	934	553	+68.9%	50	51	-2.0%
South Naples	\$472,500	\$497,500	-5.0%	79	94	-16.0%	754	457	+65.0%	60	63	-4.8%
34102	\$1,912,500	\$2,125,000	-10.0%	20	33	-39.4%	436	264	+65.2%	65	75	-13.3%
34103	\$1,200,000	\$2,187,500	-45.1%	35	20	+75.0%	375	232	+61.6%	80	57	+40.4%
34104	\$392,500	\$355,000	+10.6%	22	45	-51.1%	196	130	+50.8%	51	37	+37.8%
34105	\$700,000	\$460,000	+52.2%	19	34	-44.1%	211	117	+80.3%	57	41	+39.0%
34108	\$1,280,000	\$1,195,000	+7.1%	21	33	-36.4%	499	292	+70.9%	93	57	+63.2%
34109	\$750,000	\$662,500	+13.2%	33	36	-8.3%	193	113	+70.8%	42	44	-4.5%
34110	\$695,000	\$1,600,000	-56.6%	37	55	-32.7%	395	238	+66.0%	53	52	+1.9%
34112	\$380,500	\$406,000	-6.3%	44	46	-4.3%	414	251	+64.9%	68	44	+54.5%
34113	\$615,000	\$560,000	+9.8%	35	48	-27.1%	340	206	+65.0%	49	82	-40.2%
34114	\$635,000	\$600,000	+5.8%	62	55	+12.7%	475	277	+71.5%	62	42	+47.6%
34116	\$487,450	\$380,000	+28.3%	12	15	-20.0%	91	50	+82.0%	25	82	-69.5%
34117	\$522,500	\$530,000	-1.4%	12	11	+9.1%	102	109	-6.4%	51	62	-17.7%
34119	\$670,000	\$740,000	-9.5%	53	46	+15.2%	346	202	+71.3%	53	55	-3.6%
34120	\$592,500	\$599,000	-1.1%	56	68	-17.6%	442	339	+30.4%	72	51	+41.2%
34137	\$230,000	--	--	1	0	--	1	0	--	15	--	--
34142	\$350,900	\$518,596	-32.3%	22	19	+15.8%	123	101	+21.8%	67	52	+28.8%

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

Local Market Update – January 2024

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Naples Beach

34102, 34103, 34108

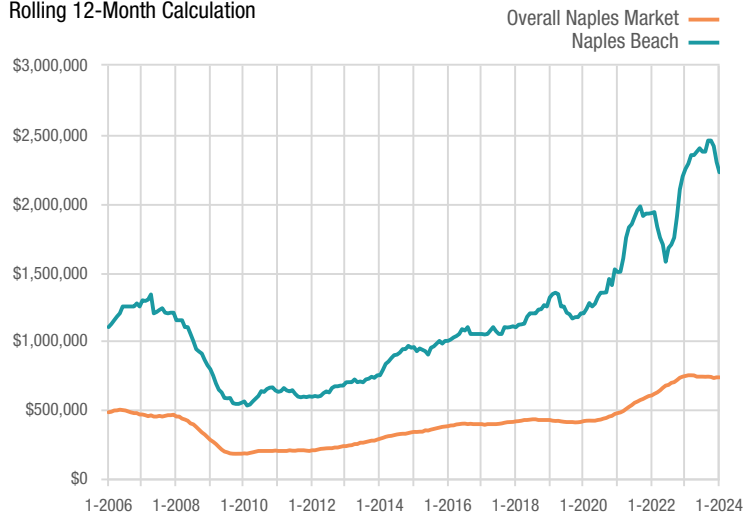
Single Family	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	142	136	- 4.2%	142	136	- 4.2%
Total Sales	42	25	- 40.5%	42	25	- 40.5%
Days on Market Until Sale	84	115	+ 36.9%	84	115	+ 36.9%
Median Closed Price*	\$3,900,000	\$2,250,000	- 42.3%	\$3,900,000	\$2,250,000	- 42.3%
Average Closed Price*	\$5,173,583	\$4,494,280	- 13.1%	\$5,173,583	\$4,494,280	- 13.1%
Percent of List Price Received*	94.5%	90.3%	- 4.4%	94.5%	90.3%	- 4.4%
Inventory of Homes for Sale	446	559	+ 25.3%	—	—	—
Months Supply of Inventory	8.6	14.7	+ 70.9%	—	—	—

Condo	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	177	248	+ 40.1%	177	248	+ 40.1%
Total Sales	44	51	+ 15.9%	44	51	+ 15.9%
Days on Market Until Sale	44	62	+ 40.9%	44	62	+ 40.9%
Median Closed Price*	\$1,087,500	\$1,200,000	+ 10.3%	\$1,087,500	\$1,200,000	+ 10.3%
Average Closed Price*	\$1,350,030	\$1,581,131	+ 17.1%	\$1,350,030	\$1,581,131	+ 17.1%
Percent of List Price Received*	94.7%	93.9%	- 0.8%	94.7%	93.9%	- 0.8%
Inventory of Homes for Sale	342	751	+ 119.6%	—	—	—
Months Supply of Inventory	4.1	9.7	+ 136.6%	—	—	—

* 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.

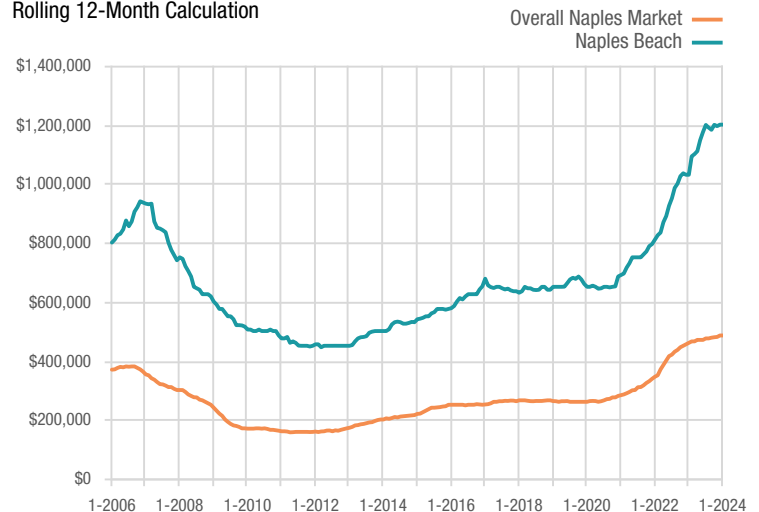
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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 2024

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North Naples

34109, 34110, 34119

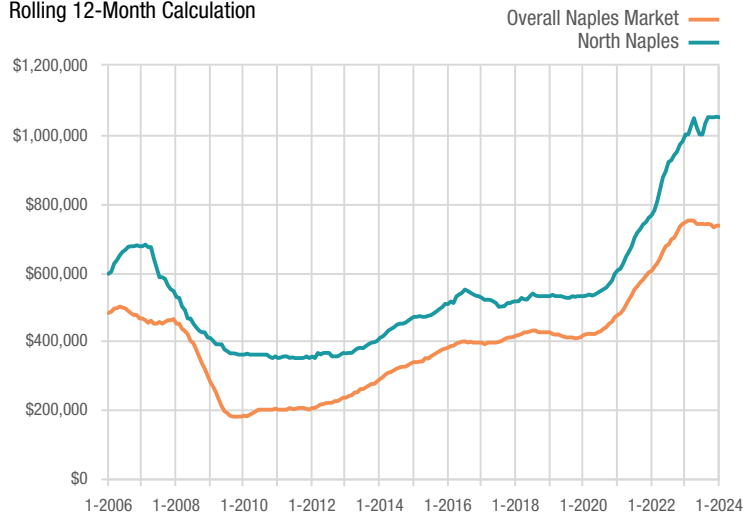
Single Family	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	141	194	+ 37.6%	141	194	+ 37.6%
Total Sales	52	55	+ 5.8%	52	55	+ 5.8%
Days on Market Until Sale	54	51	- 5.6%	54	51	- 5.6%
Median Closed Price*	\$1,137,500	\$990,000	- 13.0%	\$1,137,500	\$990,000	- 13.0%
Average Closed Price*	\$1,610,941	\$1,325,171	- 17.7%	\$1,610,941	\$1,325,171	- 17.7%
Percent of List Price Received*	95.2%	95.8%	+ 0.6%	95.2%	95.8%	+ 0.6%
Inventory of Homes for Sale	285	432	+ 51.6%	—	—	—
Months Supply of Inventory	3.1	5.2	+ 67.7%	—	—	—

Condo	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	176	224	+ 27.3%	176	224	+ 27.3%
Total Sales	85	68	- 20.0%	85	68	- 20.0%
Days on Market Until Sale	49	49	0.0%	49	49	0.0%
Median Closed Price*	\$555,000	\$508,500	- 8.4%	\$555,000	\$508,500	- 8.4%
Average Closed Price*	\$1,222,106	\$694,280	- 43.2%	\$1,222,106	\$694,280	- 43.2%
Percent of List Price Received*	97.2%	96.3%	- 0.9%	97.2%	96.3%	- 0.9%
Inventory of Homes for Sale	268	502	+ 87.3%	—	—	—
Months Supply of Inventory	2.3	5.3	+ 130.4%	—	—	—

* 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.

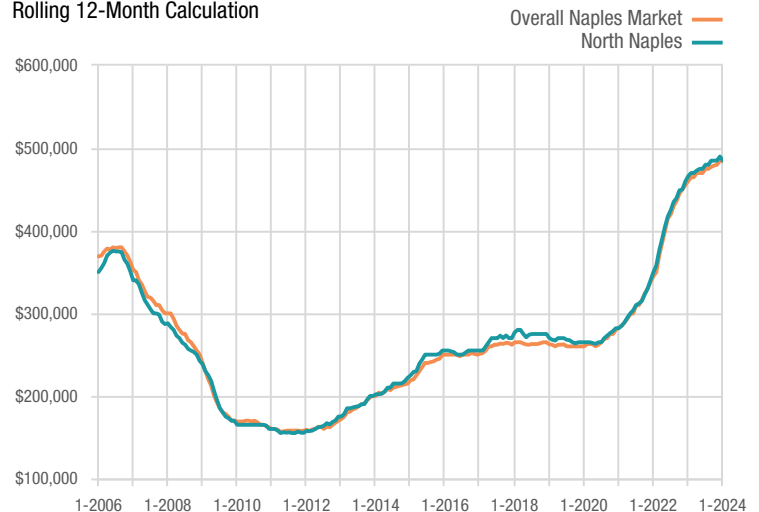
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – January 2024

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Central Naples

34104, 34105, 34116

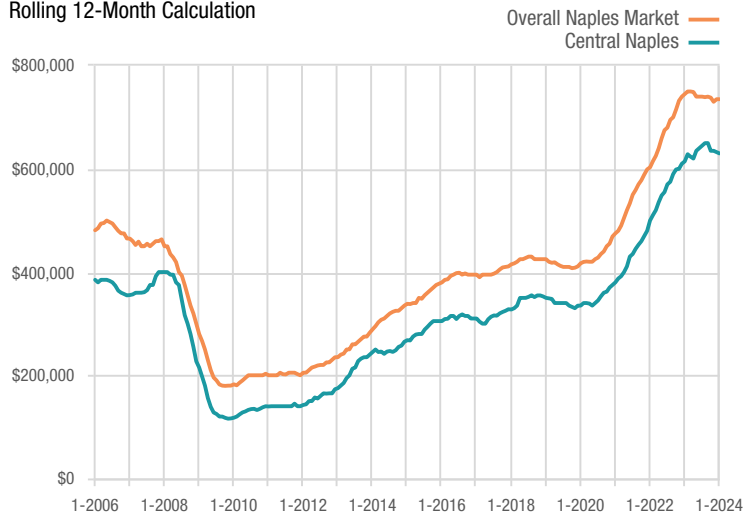
Single Family	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	74	92	+ 24.3%	74	92	+ 24.3%
Total Sales	45	24	- 46.7%	45	24	- 46.7%
Days on Market Until Sale	55	45	- 18.2%	55	45	- 18.2%
Median Closed Price*	\$614,000	\$592,500	- 3.5%	\$614,000	\$592,500	- 3.5%
Average Closed Price*	\$785,173	\$2,072,038	+ 163.9%	\$785,173	\$2,072,038	+ 163.9%
Percent of List Price Received*	95.1%	95.3%	+ 0.2%	95.1%	95.3%	+ 0.2%
Inventory of Homes for Sale	148	227	+ 53.4%	—	—	—
Months Supply of Inventory	2.5	4.9	+ 96.0%	—	—	—

Condo	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	95	143	+ 50.5%	95	143	+ 50.5%
Total Sales	49	29	- 40.8%	49	29	- 40.8%
Days on Market Until Sale	37	49	+ 32.4%	37	49	+ 32.4%
Median Closed Price*	\$349,900	\$360,000	+ 2.9%	\$349,900	\$360,000	+ 2.9%
Average Closed Price*	\$400,935	\$471,303	+ 17.6%	\$400,935	\$471,303	+ 17.6%
Percent of List Price Received*	96.2%	96.5%	+ 0.3%	96.2%	96.5%	+ 0.3%
Inventory of Homes for Sale	149	271	+ 81.9%	—	—	—
Months Supply of Inventory	2.1	5.4	+ 157.1%	—	—	—

* 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.

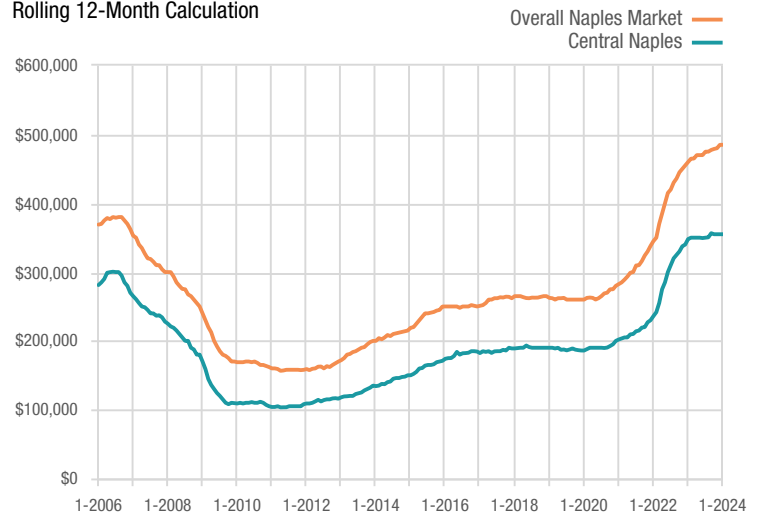
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – January 2024

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South Naples

34112, 34113

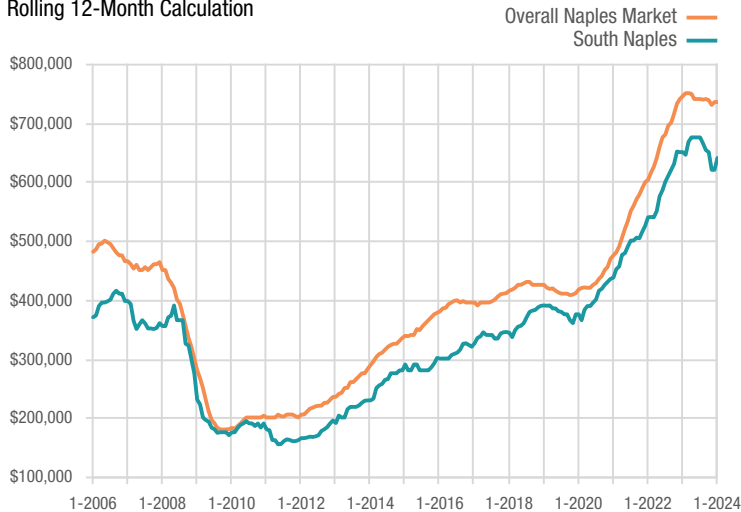
Single Family	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	78	100	+ 28.2%	78	100	+ 28.2%
Total Sales	27	26	- 3.7%	27	26	- 3.7%
Days on Market Until Sale	69	46	- 33.3%	69	46	- 33.3%
Median Closed Price*	\$600,000	\$912,500	+ 52.1%	\$600,000	\$912,500	+ 52.1%
Average Closed Price*	\$937,926	\$1,197,058	+ 27.6%	\$937,926	\$1,197,058	+ 27.6%
Percent of List Price Received*	92.8%	94.7%	+ 2.0%	92.8%	94.7%	+ 2.0%
Inventory of Homes for Sale	197	269	+ 36.5%	—	—	—
Months Supply of Inventory	4.2	5.7	+ 35.7%	—	—	—

Condo	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	119	207	+ 73.9%	119	207	+ 73.9%
Total Sales	67	53	- 20.9%	67	53	- 20.9%
Days on Market Until Sale	61	67	+ 9.8%	61	67	+ 9.8%
Median Closed Price*	\$442,500	\$425,000	- 4.0%	\$442,500	\$425,000	- 4.0%
Average Closed Price*	\$500,012	\$442,978	- 11.4%	\$500,012	\$442,978	- 11.4%
Percent of List Price Received*	95.9%	96.6%	+ 0.7%	95.9%	96.6%	+ 0.7%
Inventory of Homes for Sale	260	485	+ 86.5%	—	—	—
Months Supply of Inventory	2.9	6.0	+ 106.9%	—	—	—

* 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.

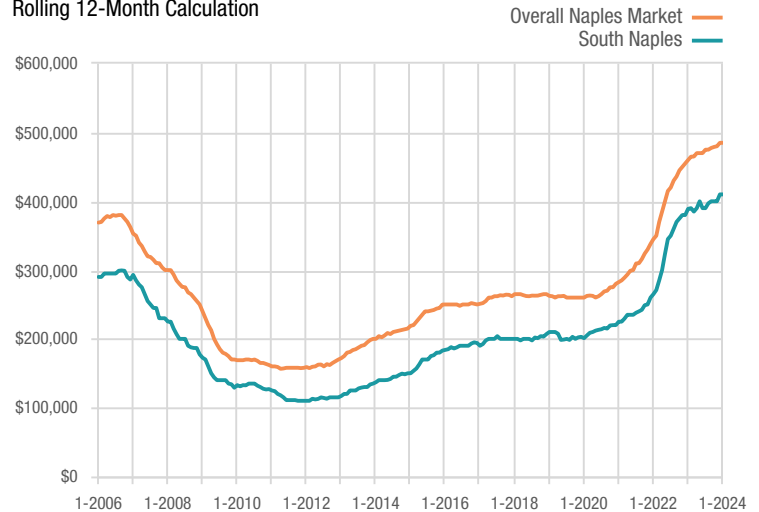
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – January 2024

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East Naples

34114, 34117, 34120, 34137

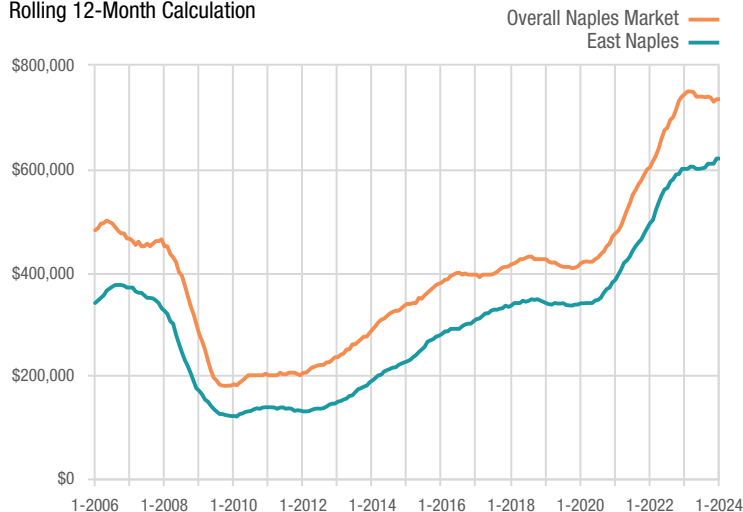
Single Family	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	239	286	+ 19.7%	239	286	+ 19.7%
Total Sales	100	98	- 2.0%	100	98	- 2.0%
Days on Market Until Sale	52	69	+ 32.7%	52	69	+ 32.7%
Median Closed Price*	\$630,000	\$648,500	+ 2.9%	\$630,000	\$648,500	+ 2.9%
Average Closed Price*	\$734,682	\$801,432	+ 9.1%	\$734,682	\$801,432	+ 9.1%
Percent of List Price Received*	96.9%	96.4%	- 0.5%	96.9%	96.4%	- 0.5%
Inventory of Homes for Sale	559	742	+ 32.7%	—	—	—
Months Supply of Inventory	3.9	5.6	+ 43.6%	—	—	—

Condo	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	98	103	+ 5.1%	98	103	+ 5.1%
Total Sales	34	33	- 2.9%	34	33	- 2.9%
Days on Market Until Sale	38	53	+ 39.5%	38	53	+ 39.5%
Median Closed Price*	\$440,450	\$450,535	+ 2.3%	\$440,450	\$450,535	+ 2.3%
Average Closed Price*	\$515,181	\$523,025	+ 1.5%	\$515,181	\$523,025	+ 1.5%
Percent of List Price Received*	96.9%	98.2%	+ 1.3%	96.9%	98.2%	+ 1.3%
Inventory of Homes for Sale	166	278	+ 67.5%	—	—	—
Months Supply of Inventory	3.1	5.4	+ 74.2%	—	—	—

* 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.

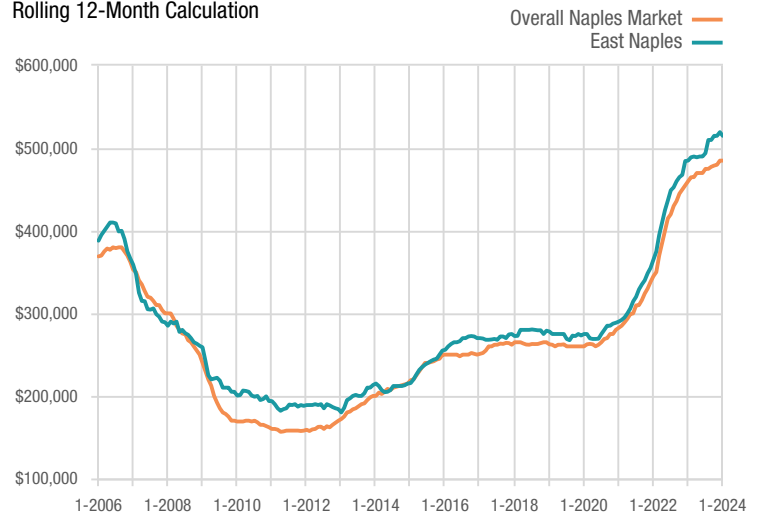
Median Closed Price - Single Family

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.

Local Market Update – January 2024

A Research Tool Provided by Naples Area Board of REALTORS®



Immokalee / Ave Maria

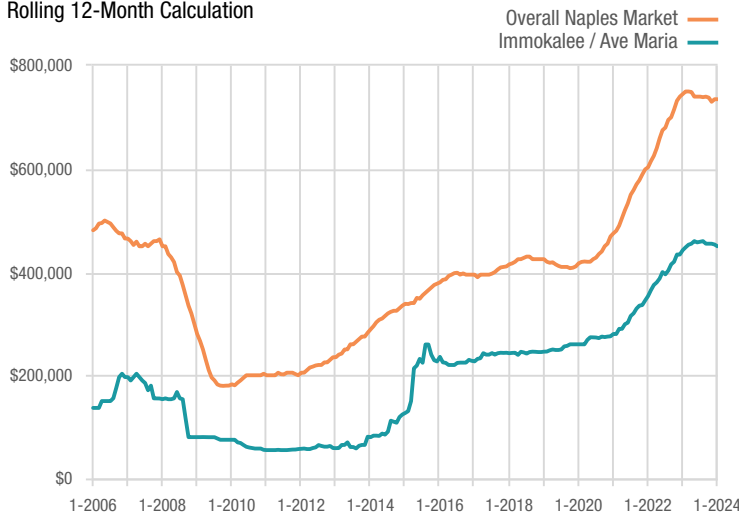
Single Family	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	32	37	+ 15.6%	32	37	+ 15.6%
Total Sales	18	15	- 16.7%	18	15	- 16.7%
Days on Market Until Sale	49	78	+ 59.2%	49	78	+ 59.2%
Median Closed Price*	\$518,596	\$480,000	- 7.4%	\$518,596	\$480,000	- 7.4%
Average Closed Price*	\$486,456	\$488,134	+ 0.3%	\$486,456	\$488,134	+ 0.3%
Percent of List Price Received*	96.5%	98.1%	+ 1.7%	96.5%	98.1%	+ 1.7%
Inventory of Homes for Sale	83	106	+ 27.7%	—	—	—
Months Supply of Inventory	4.9	4.6	- 6.1%	—	—	—

Condo	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
Key Metrics						
New Listings	8	10	+ 25.0%	8	10	+ 25.0%
Total Sales	1	7	+ 600.0%	1	7	+ 600.0%
Days on Market Until Sale	102	44	- 56.9%	102	44	- 56.9%
Median Closed Price*	\$390,000	\$322,998	- 17.2%	\$390,000	\$322,998	- 17.2%
Average Closed Price*	\$390,000	\$321,356	- 17.6%	\$390,000	\$321,356	- 17.6%
Percent of List Price Received*	98.0%	96.8%	- 1.2%	98.0%	96.8%	- 1.2%
Inventory of Homes for Sale	18	17	- 5.6%	—	—	—
Months Supply of Inventory	4.6	3.0	- 34.8%	—	—	—

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

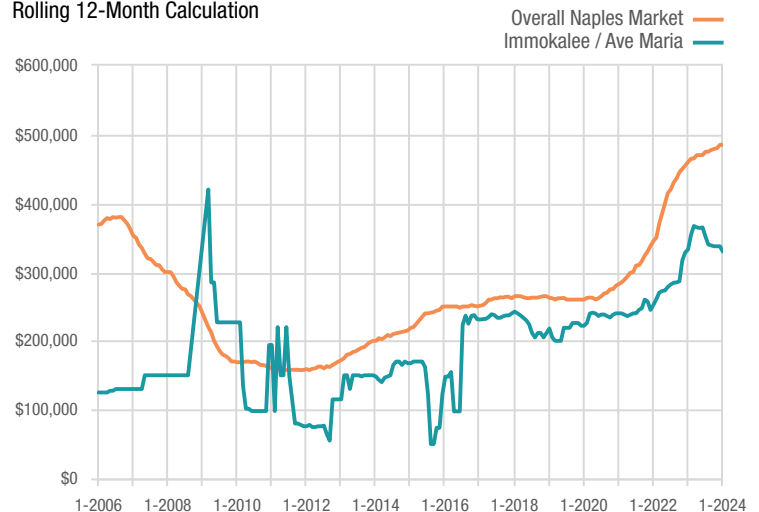
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.