

Naples Area Market Report



September 2020

According to the September 2020 Market Report, released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), performance in several key areas was at a 20-year high compared to activity reported during any other September on record. As such, closed sales increased 52.9 percent to 1,096 closed sales in September 2020 from 717 closed sales in September 2019. Pending sales activity also increased a whopping 83.4 percent to 1,509 pending sales in September 2020 from 823 in September 2019.

Broker analysts reviewing the Market Report say their agents were very busy this September as the number of showings increased 80 percent to 35,465 appointments compared to 18,745 appointments in September 2019. The National Association of REALTORS® forecasted sales in 2020 would increase by 1 percent. In comparison, closed sales in Naples are up 7.5 percent since January compared to the same time frame in 2019.

Median closed prices for September increased 18.2 percent to \$384,000 from \$325,000 in September 2019. Broker analysts reviewing the market data also said they saw an uptick in multiple offer occurrences in September and advise buyers facing this situation not to delay with an offer if they like a property.

Inventory continues to be a challenge for buyers in Naples. In September, inventory decreased 32.2 percent to 3,980 properties from 5,873 properties in September 2019. Multi-million properties are being grabbed up with many buyers making an offer sight-unseen. There are currently less than 500 properties on the market over \$2 million. Not surprisingly, closed sales of homes above \$2 million have increased 30.7 percent in the 12-months ending September 2020.

There has also been a 19.6 percent increase in closed sales of homes with a minimum of four bedrooms over the last year. This data reflects another shift in buying behavior as a result of the pandemic. The demand for single family homes with additional space to accommodate a home office and a virtual schoolroom is increasing. The September Report showed a decrease of 37.9 percent to 779 properties on the market with four or more bedrooms compared to 1,255 in September 2019.

Quick Facts

+ 52.9	+ 18.2	- 32.2
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
+ 30.7%	+ 19.6%	+ 13.2%
Price Range With the Strongest Sales: \$2,000,001 and Above	Bedroom Count With Strongest Sales: 4 Bedrooms or More	Property Type With Strongest Sales: Single Family

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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	9-2019	9-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		1,098	1,308	+ 19.1%	11,611	11,718	+ 0.9%
Closed Sales		717	1,096	+ 52.9%	7,861	8,452	+ 7.5%
Days on Market Until Sale		102	90	- 11.8%	102	94	- 7.8%
Median Closed Price		\$325,000	\$384,000	+ 18.2%	\$330,000	\$360,000	+ 9.1%
Average Closed Price		\$506,452	\$648,722	+ 28.1%	\$605,906	\$660,150	+ 9.0%
Percent of Current List Price Received		95.7%	96.1%	+ 0.4%	95.5%	95.7%	+ 0.2%
Pending Listings		823	1,509	+ 83.4%	9,729	11,545	+ 18.7%
Inventory of Homes for Sale		5,873	3,980	- 32.2%	—	—	—
Months Supply of Inventory		7.1	4.4	- 38.0%	—	—	—

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	9-2019	9-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		572	672	+ 17.5%	5,909	5,795	- 1.9%
Closed Sales		367	577	+ 57.2%	3,927	4,401	+ 12.1%
Days on Market Until Sale		104	89	- 14.4%	102	95	- 6.9%
Median Closed Price		\$402,000	\$474,000	+ 17.9%	\$410,000	\$450,000	+ 9.8%
Average Closed Price		\$619,978	\$770,570	+ 24.3%	\$765,147	\$812,828	+ 6.2%
Percent of Current List Price Received		96.0%	96.4%	+ 0.4%	95.8%	96.1%	+ 0.3%
Pending Listings		442	778	+ 76.0%	4,880	6,161	+ 26.3%
Inventory of Homes for Sale		3,057	1,710	- 44.1%	—	—	—
Months Supply of Inventory		7.3	3.6	- 50.7%	—	—	—

Condo Market Overview

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



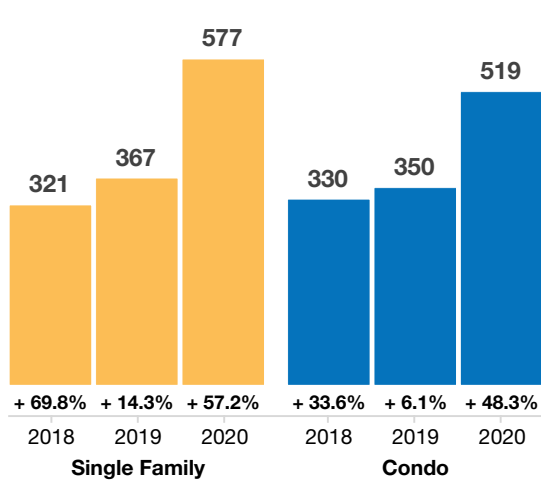
Key Metrics	Historical Sparkbars	9-2019	9-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		526	636	+ 20.9%	5,702	5,923	+ 3.9%
Closed Sales		350	519	+ 48.3%	3,934	4,051	+ 3.0%
Days on Market Until Sale		100	91	- 9.0%	103	94	- 8.7%
Median Closed Price		\$246,195	\$290,000	+ 17.8%	\$260,000	\$275,000	+ 5.8%
Average Closed Price		\$387,411	\$513,256	+ 32.5%	\$446,988	\$494,275	+ 10.6%
Percent of Current List Price Received		95.5%	95.7%	+ 0.2%	95.2%	95.4%	+ 0.2%
Pending Listings		381	731	+ 91.9%	4,753	5,612	+ 18.1%
Inventory of Homes for Sale		2,816	2,270	- 19.4%	—	—	—
Months Supply of Inventory		6.9	5.2	- 24.6%	—	—	—

Overall Closed Sales

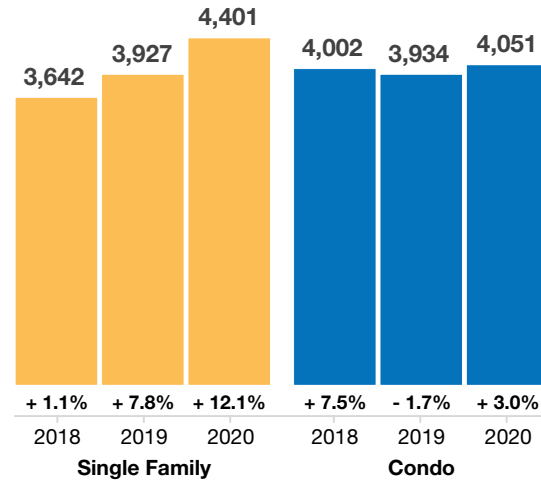
A count of the actual sales that closed in a given month.



September

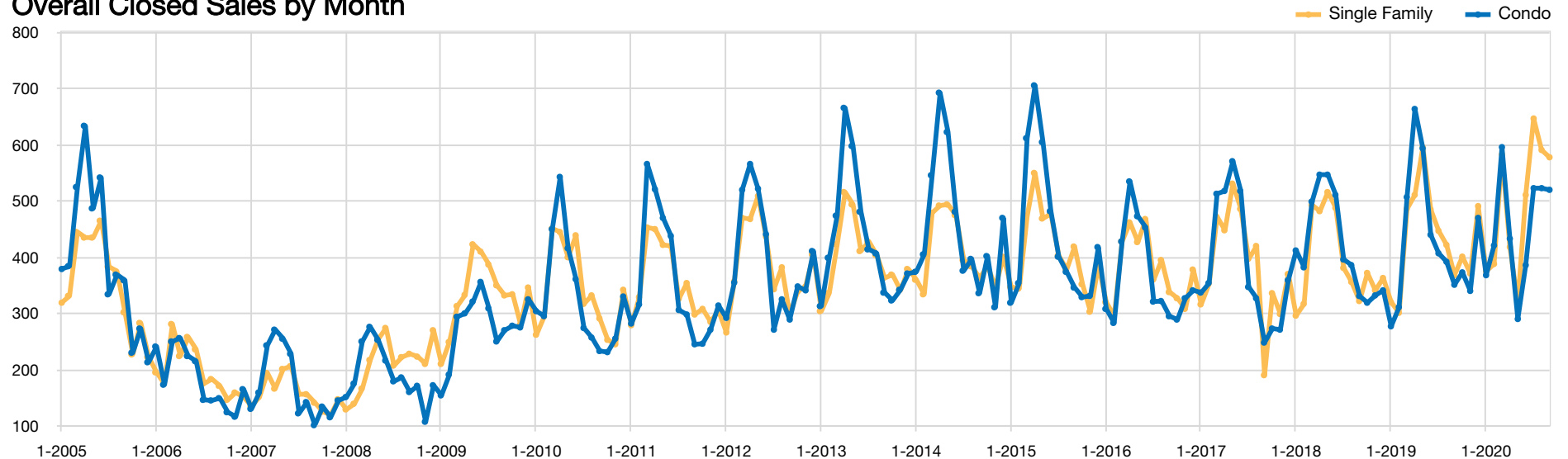


Year-to-Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Oct-2019	400	+ 7.8%	372	+ 17.0%
Nov-2019	370	+ 8.8%	339	+ 2.4%
Dec-2019	490	+ 35.4%	469	+ 37.9%
Jan-2020	374	+ 17.2%	367	+ 33.0%
Feb-2020	387	+ 29.0%	420	+ 35.5%
Mar-2020	582	+ 20.0%	595	+ 17.6%
Apr-2020	417	- 18.2%	432	- 34.8%
May-2020	318	- 46.6%	289	- 51.3%
Jun-2020	510	+ 5.4%	385	- 12.3%
Jul-2020	646	+ 44.8%	522	+ 28.6%
Aug-2020	590	+ 40.1%	522	+ 33.5%
Sep-2020	577	+ 57.2%	519	+ 48.3%
12-Month Avg	472	+ 13.2%	436	+ 6.3%

Overall Closed Sales by Month



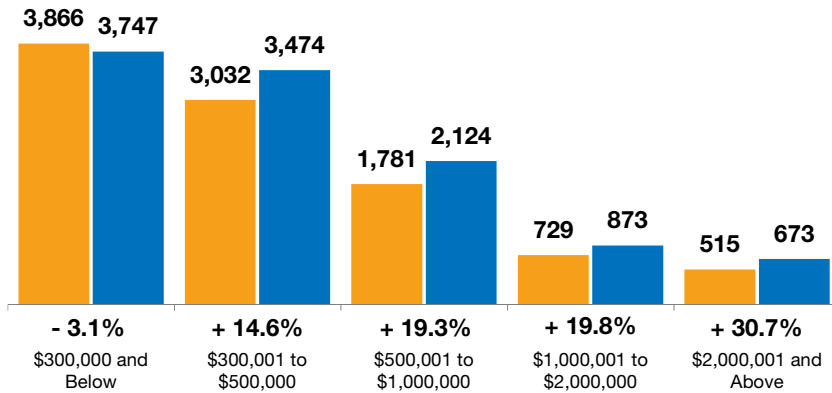
Overall Closed Sales by Price Range



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

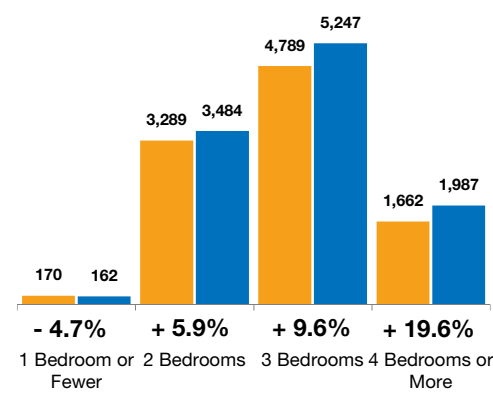
By Price Range

9-2019 9-2020



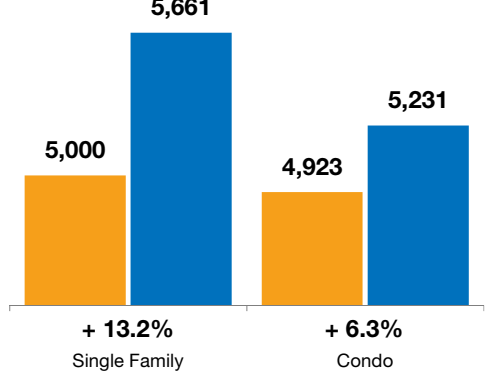
By Bedroom Count

9-2019 9-2020



By Property Type

9-2019 9-2020



All Properties

By Price Range

	9-2019	9-2020	Change
\$300,000 and Below	3,866	3,747	- 3.1%
\$300,001 to \$500,000	3,032	3,474	+ 14.6%
\$500,001 to \$1,000,000	1,781	2,124	+ 19.3%
\$1,000,001 to \$2,000,000	729	873	+ 19.8%
\$2,000,001 and Above	515	673	+ 30.7%
All Price Ranges	9,923	10,892	+ 9.8%

Single Family

	9-2019	9-2020	Change
1 Bedroom or Fewer	1,092	928	- 15.0%
2 Bedrooms	1,896	2,225	+ 17.4%
3 Bedrooms	1,224	1,504	+ 22.9%
4 Bedrooms or More	429	539	+ 25.6%
All Single Family	5,000	5,661	+ 13.2%

Condo

	9-2019	9-2020	Change
1 Bedroom or Fewer	2774	2819	+ 1.6%
2 Bedrooms	1136	1249	+ 9.9%
3 Bedrooms	557	620	+ 11.3%
4 Bedrooms or More	300	334	+ 11.3%
All Condo	4,923	5,231	+ 6.3%

By Bedroom Count

	9-2019	9-2020	Change
1 Bedroom or Fewer	170	162	- 4.7%
2 Bedrooms	3,289	3,484	+ 5.9%
3 Bedrooms	4,789	5,247	+ 9.6%
4 Bedrooms or More	1,662	1,987	+ 19.6%
All Bedroom Counts	9,923	10,892	+ 9.8%

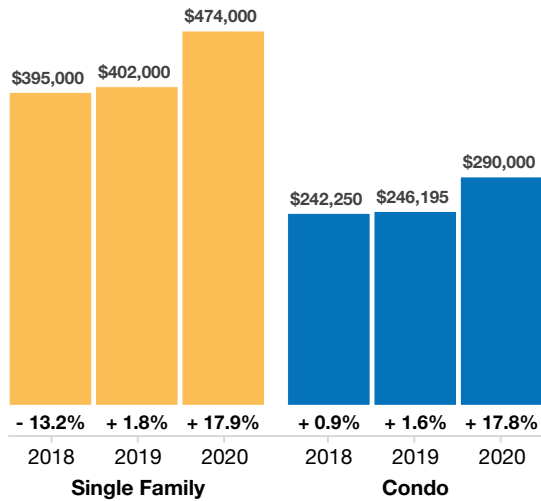
	9-2019	9-2020	Change
1 Bedroom or Fewer	24	23	- 4.2%
2 Bedrooms	496	495	- 0.2%
3 Bedrooms	2,920	3,304	+ 13.2%
4 Bedrooms or More	1,558	1,838	+ 18.0%
All Single Family	5,000	5,661	+ 13.2%
1 Bedroom or Fewer	146	139	- 4.8%
2 Bedrooms	2,793	2,989	+ 7.0%
3 Bedrooms	1,869	1,943	+ 4.0%
4 Bedrooms or More	104	149	+ 43.3%
All Condo	4,923	5,231	+ 6.3%

Overall Median Closed Price

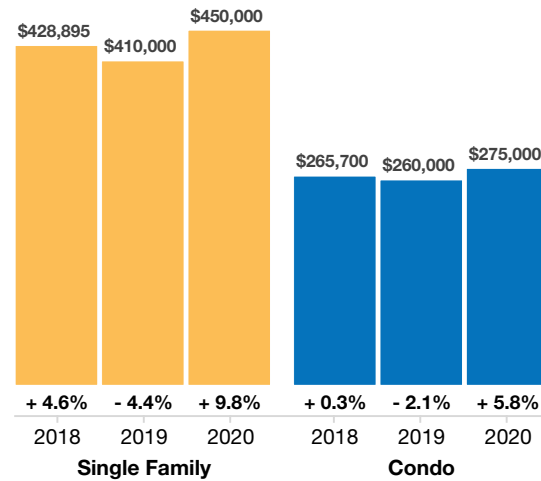
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



September



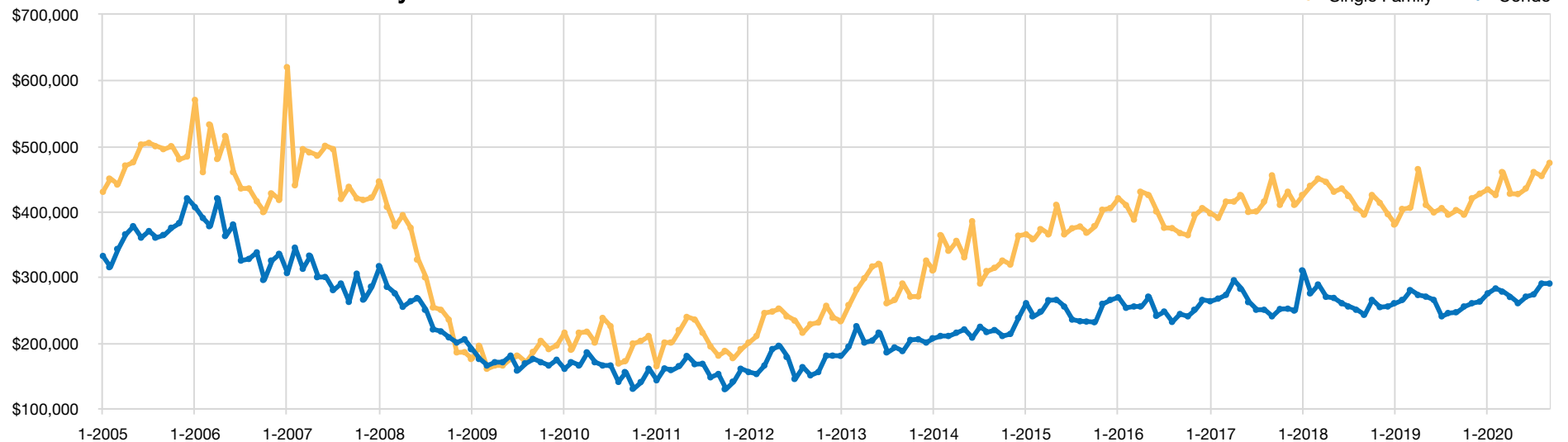
Year-to-Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Oct-2019	\$395,000	- 7.1%	\$255,000	- 3.8%
Nov-2019	\$420,000	+ 1.7%	\$260,000	+ 2.4%
Dec-2019	\$427,000	+ 7.9%	\$262,500	+ 2.9%
Jan-2020	\$433,500	+ 14.1%	\$275,000	+ 5.8%
Feb-2020	\$425,000	+ 5.3%	\$282,500	+ 6.6%
Mar-2020	\$460,000	+ 13.4%	\$277,715	- 0.8%
Apr-2020	\$427,000	- 8.1%	\$269,500	- 1.1%
May-2020	\$426,518	+ 4.0%	\$260,000	- 3.7%
Jun-2020	\$435,000	+ 9.2%	\$270,000	+ 1.9%
Jul-2020	\$460,000	+ 13.6%	\$273,500	+ 14.0%
Aug-2020	\$454,000	+ 14.9%	\$290,000	+ 18.4%
Sep-2020	\$474,000	+ 17.9%	\$290,000	+ 17.8%
12-Month Avg*	\$440,000	+ 7.3%	\$270,000	+ 3.8%

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

Overall Median Closed Price by Month

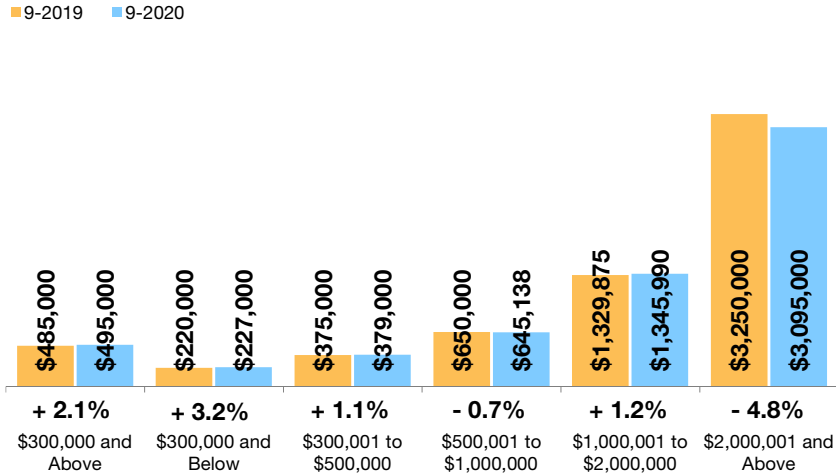


Overall Median Closed Price by Price Range

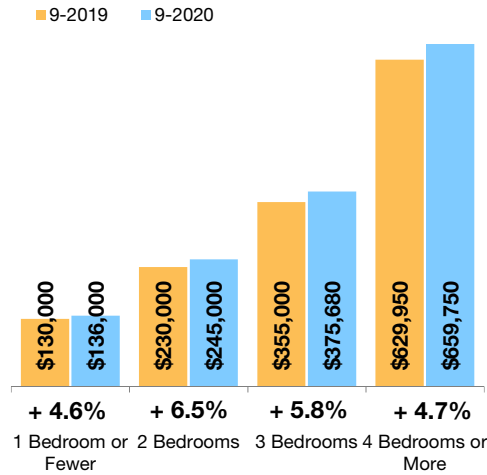


Median price point for all closed sales, not accounting for seller concessions. Based on a rolling 12-month median.

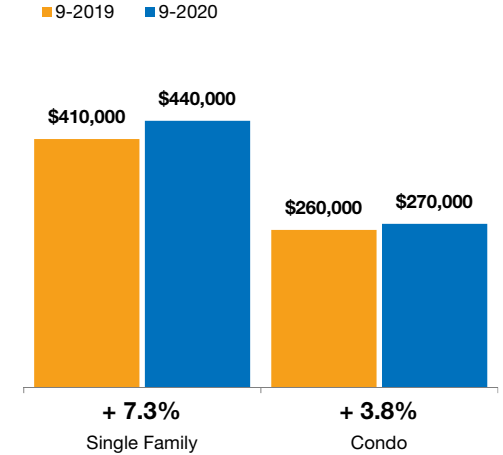
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	9-2019	9-2020	Change
\$300,000 and Above	\$485,000	\$495,000	+ 2.1%
\$300,000 and Below	\$220,000	\$227,000	+ 3.2%
\$300,001 to \$500,000	\$375,000	\$379,000	+ 1.1%
\$500,001 to \$1,000,000	\$650,000	\$645,138	- 0.7%
\$1,000,001 to \$2,000,000	\$1,329,875	\$1,345,990	+ 1.2%
\$2,000,001 and Above	\$3,250,000	\$3,095,000	- 4.8%
All Price Ranges	\$330,000	\$355,000	+ 7.6%

Single Family

9-2019	9-2020	Change
\$487,500	\$499,990	+ 2.6%
\$260,000	\$269,950	+ 3.8%
\$384,950	\$389,000	+ 1.1%
\$646,253	\$639,000	- 1.1%
\$1,350,000	\$1,325,000	- 1.9%
\$3,400,000	\$3,300,000	- 2.9%
\$410,000	\$440,000	+ 7.3%

Condo

9-2019	9-2020	Change
\$475,000	\$490,000	+ 3.2%
\$202,000	\$210,000	+ 4.0%
\$362,500	\$359,000	- 1.0%
\$656,250	\$678,500	+ 3.4%
\$1,300,000	\$1,400,000	+ 7.7%
\$2,825,000	\$2,500,000	- 11.5%
\$260,000	\$270,000	+ 3.8%

By Bedroom Count

By Bedroom Count	9-2019	9-2020	Change
1 Bedroom or Fewer	\$130,000	\$136,000	+ 4.6%
2 Bedrooms	\$230,000	\$245,000	+ 6.5%
3 Bedrooms	\$355,000	\$375,680	+ 5.8%
4 Bedrooms or More	\$629,950	\$659,750	+ 4.7%
All Bedroom Counts	\$330,000	\$355,000	+ 7.6%

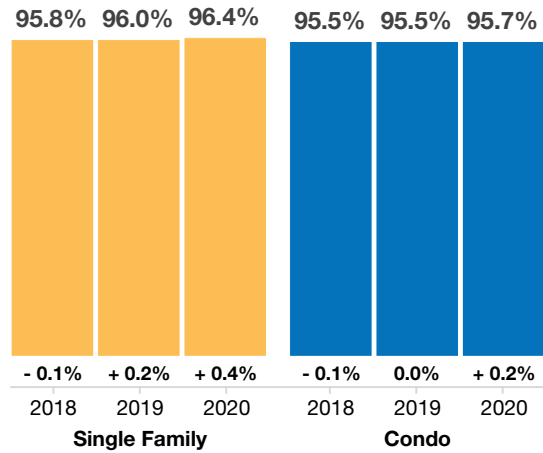
9-2019	9-2020	Change	9-2019	9-2020	Change
\$84,750	\$93,000	+ 9.7%	\$133,500	\$161,500	+ 21.0%
\$280,000	\$300,000	+ 7.1%	\$223,000	\$235,000	+ 5.4%
\$375,000	\$405,000	+ 8.0%	\$320,000	\$321,000	+ 0.3%
\$625,000	\$627,500	+ 0.4%	\$1,187,500	\$2,100,000	+ 76.8%
\$410,000	\$440,000	+ 7.3%	\$260,000	\$270,000	+ 3.8%

Overall Percent of Current List Price Received

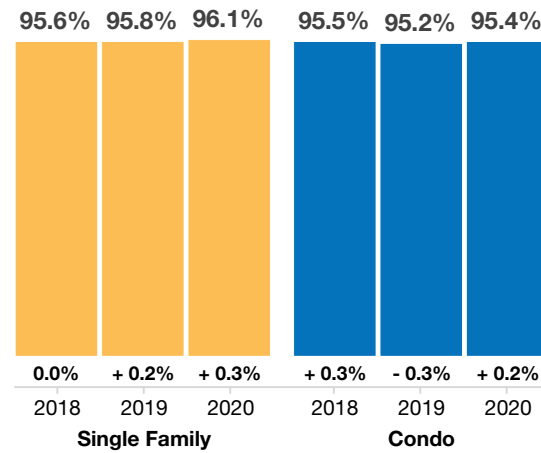


Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

September



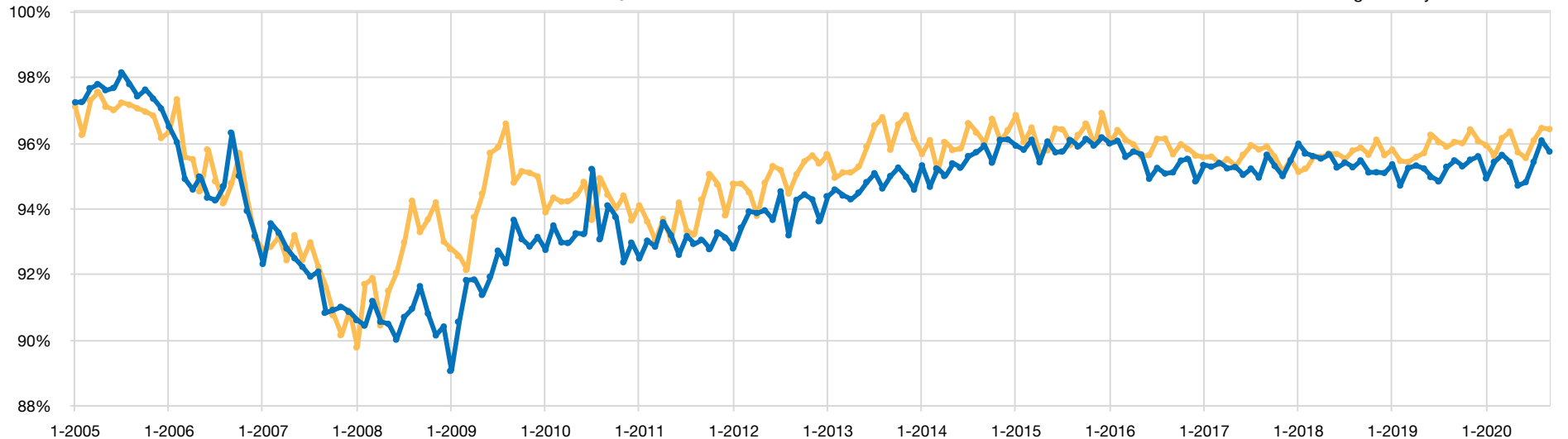
Year-to-Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Oct-2019	96.0%	+ 0.4%	95.3%	+ 0.2%
Nov-2019	96.4%	+ 0.3%	95.5%	+ 0.4%
Dec-2019	96.0%	+ 0.4%	95.6%	+ 0.5%
Jan-2020	95.9%	+ 0.1%	94.9%	- 0.4%
Feb-2020	95.6%	+ 0.2%	95.4%	+ 0.7%
Mar-2020	96.1%	+ 0.7%	95.6%	+ 0.4%
Apr-2020	96.3%	+ 0.7%	95.4%	+ 0.1%
May-2020	95.7%	0.0%	94.7%	- 0.5%
Jun-2020	95.5%	- 0.7%	94.8%	- 0.2%
Jul-2020	96.1%	+ 0.1%	95.4%	+ 0.6%
Aug-2020	96.4%	+ 0.5%	96.1%	+ 0.8%
Sep-2020	96.4%	+ 0.4%	95.7%	+ 0.2%
12-Month Avg*	96.1%	+ 0.3%	95.4%	+ 0.3%

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

Overall Percent of Current List Price Received by Month



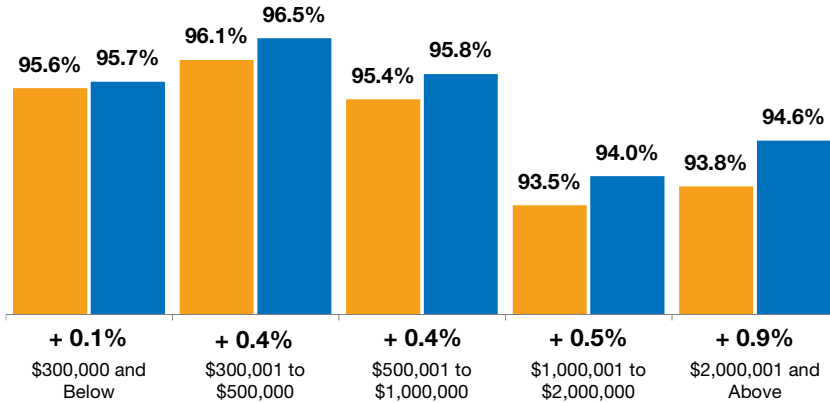
Percent of Current List Price Received by Price Range



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.

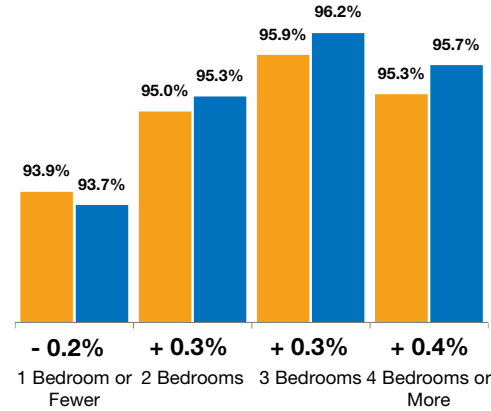
By Price Range

9-2019 9-2020



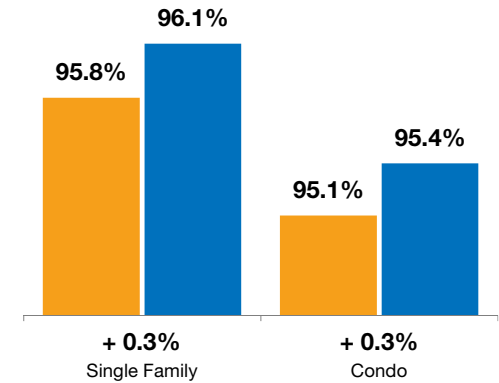
By Bedroom Count

9-2019 9-2020



By Property Type

9-2019 9-2020



All Properties

By Price Range	9-2019	9-2020	Change
\$300,000 and Below	95.6%	95.7%	+ 0.1%
\$300,001 to \$500,000	96.1%	96.5%	+ 0.4%
\$500,001 to \$1,000,000	95.4%	95.8%	+ 0.4%
\$1,000,001 to \$2,000,000	93.5%	94.0%	+ 0.5%
\$2,000,001 and Above	93.8%	94.6%	+ 0.9%
All Price Ranges	95.5%	95.8%	+ 0.3%

Single Family

	9-2019	9-2020	Change
1 Bedroom or Fewer	96.6%	96.6%	0.0%
2 Bedrooms	96.3%	96.8%	+ 0.5%
3 Bedrooms	95.5%	96.1%	+ 0.6%
4 Bedrooms or More	93.2%	93.4%	+ 0.2%
All Single Family	95.8%	96.1%	+ 0.3%

Condo

	9-2019	9-2020	Change
1 Bedroom or Fewer	95.1%	95.3%	+ 0.2%
2 Bedrooms	95.6%	95.8%	+ 0.2%
3 Bedrooms	95.0%	95.2%	+ 0.2%
4 Bedrooms or More	93.9%	95.0%	+ 1.2%
All Condo	94.9%	96.2%	+ 1.4%

By Bedroom Count

	9-2019	9-2020	Change
1 Bedroom or Fewer	93.9%	93.7%	- 0.2%
2 Bedrooms	95.0%	95.3%	+ 0.3%
3 Bedrooms	95.9%	96.2%	+ 0.3%
4 Bedrooms or More	95.3%	95.7%	+ 0.4%
All Bedroom Counts	95.5%	95.8%	+ 0.3%

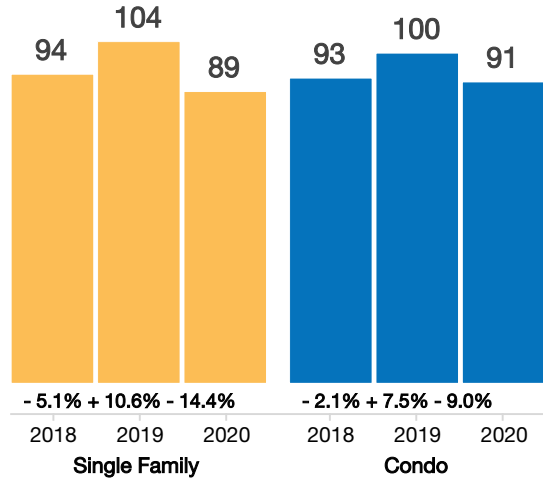
	9-2019	9-2020	Change
1 Bedroom or Fewer	91.5%	92.4%	+ 1.0%
2 Bedrooms	94.7%	95.1%	+ 0.4%
3 Bedrooms	96.2%	96.5%	+ 0.3%
4 Bedrooms or More	95.3%	95.6%	+ 0.3%
All Single Family	95.8%	96.1%	+ 0.3%

Overall Days on Market Until Sale

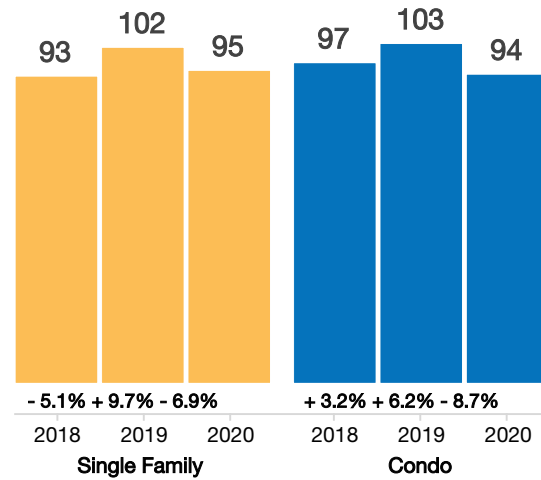
Average number of days between when a property is listed and when an offer is accepted in a given month.



September



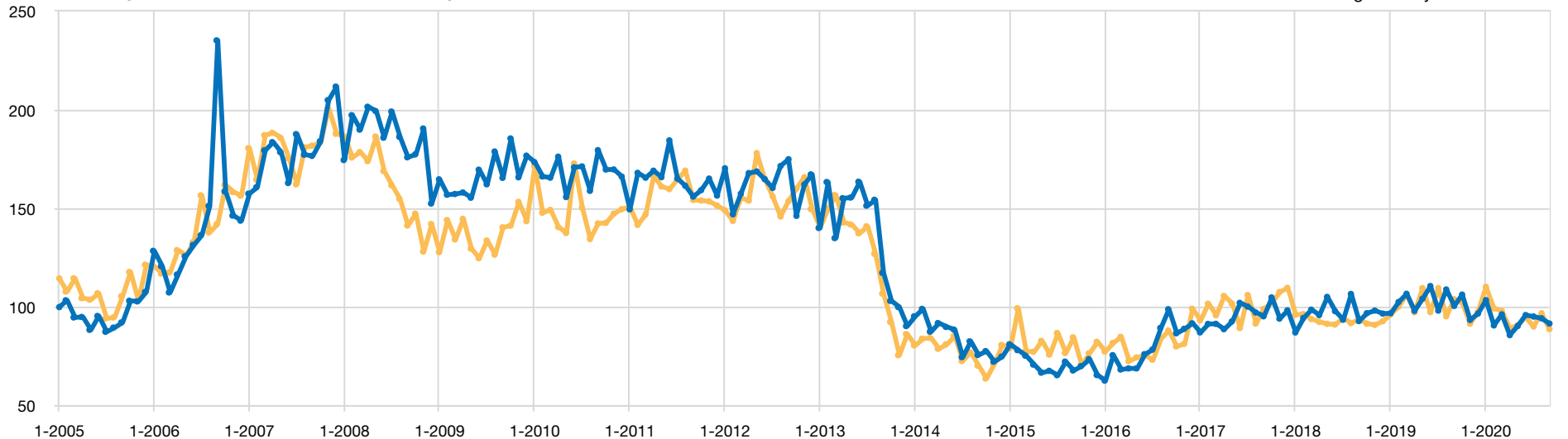
Year-to-Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Oct-2019	102	+12.1%	106	+9.3%
Nov-2019	91	0.0%	93	-5.1%
Dec-2019	97	+4.3%	96	0.0%
Jan-2020	110	+14.6%	103	+6.2%
Feb-2020	99	-1.0%	90	-11.8%
Mar-2020	98	-7.5%	96	-10.3%
Apr-2020	89	-8.2%	86	-12.2%
May-2020	91	-16.5%	90	-13.5%
Jun-2020	95	-2.1%	96	-12.7%
Jul-2020	90	-17.4%	95	-3.1%
Aug-2020	97	+2.1%	94	-13.8%
Sep-2020	89	-14.4%	91	-9.0%
12-Month Avg*	95	-4.6%	95	-6.9%

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

Overall Days on Market Until Sale by Month



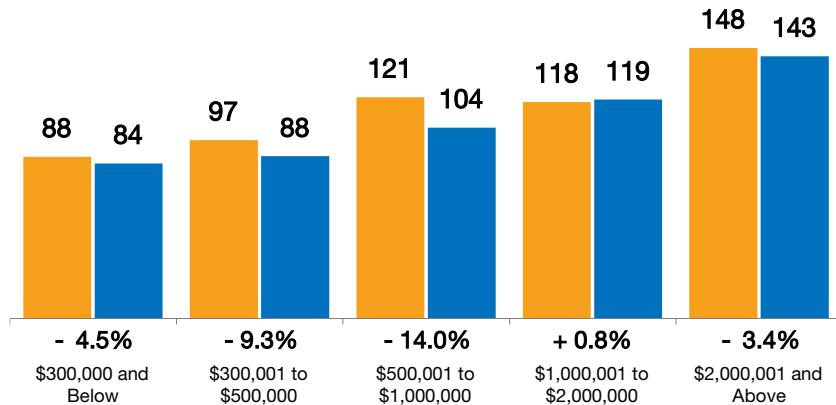
Overall Days on Market Until Sale by Price Range



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

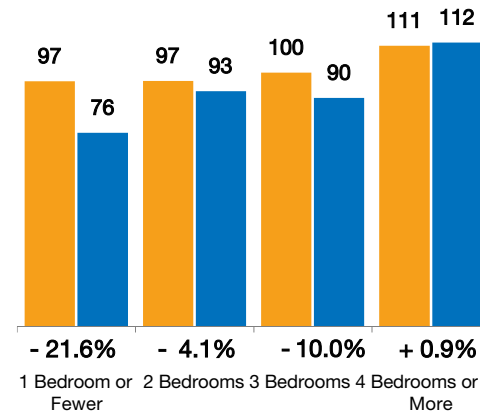
By Price Range

9-2019 9-2020



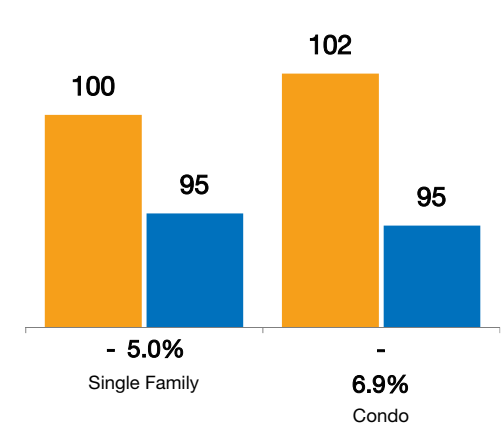
By Bedroom Count

9-2019 9-2020



By Property Type

9-2019 9-2020



All Properties

By Price Range

	9-2019	9-2020	Change
\$300,000 and Below	88	84	- 4.5%
\$300,001 to \$500,000	97	88	- 9.3%
\$500,001 to \$1,000,000	121	104	- 14.0%
\$1,000,001 to \$2,000,000	118	119	+ 0.8%
\$2,000,001 and Above	148	143	- 3.4%
All Price Ranges	101	95	- 5.9%

Single Family

	9-2019	9-2020	Change
72	72	0.0%	
95	85	- 10.5%	
117	100	- 14.5%	
120	124	+ 3.3%	
161	161	0.0%	
100	95	- 5.0%	

Condo

	9-2019	9-2020	Change
95	89	- 6.3%	
102	95	- 6.9%	
129	113	- 12.4%	
115	112	- 2.6%	
116	100	- 13.8%	
102	95	- 6.9%	

By Bedroom Count

	9-2019	9-2020	Change
1 Bedroom or Fewer	97	76	- 21.6%
2 Bedrooms	97	93	- 4.1%
3 Bedrooms	100	90	- 10.0%
4 Bedrooms or More	111	112	+ 0.9%
All Bedroom Counts	101	95	- 5.9%

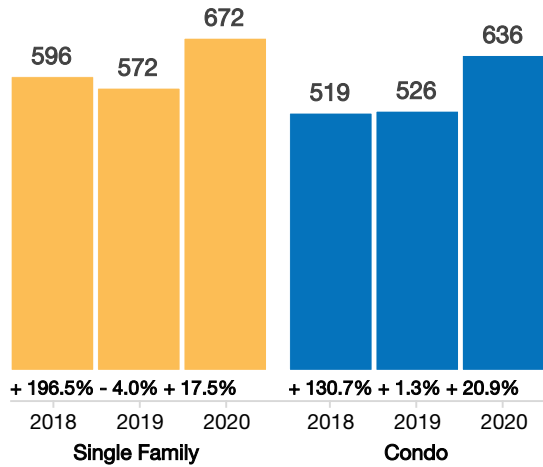
	9-2019	9-2020	Change
111	128	+ 15.3%	
87	87	0.0%	
96	86	- 10.4%	
111	113	+ 1.8%	
100	95	- 5.0%	

Overall New Listings

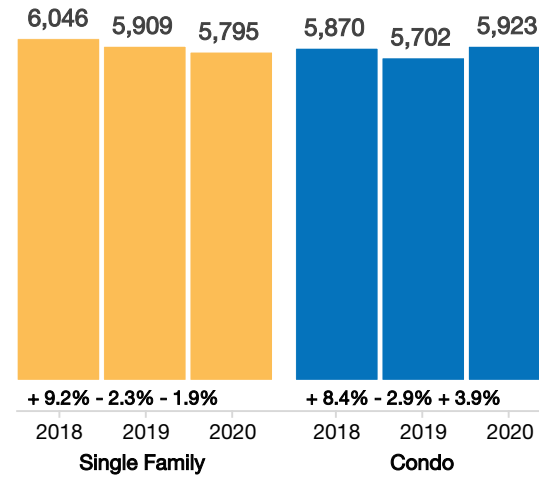
A count of the properties that have been newly listed on the market in a given month.



September

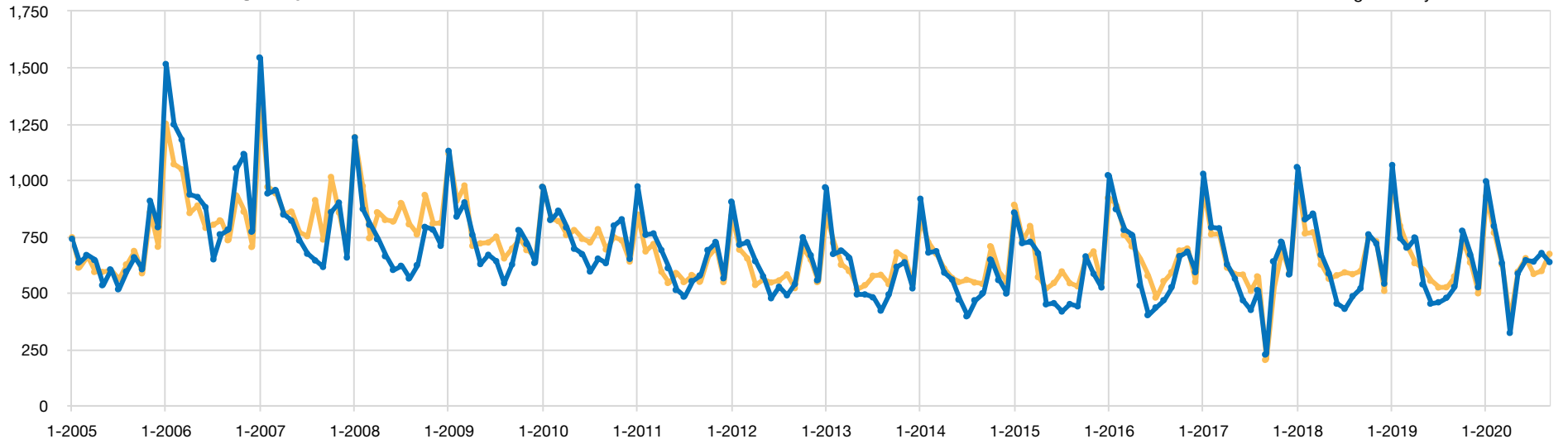


Year-to-Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Oct-2019	731	- 2.1%	775	+ 2.1%
Nov-2019	634	- 12.9%	669	- 6.8%
Dec-2019	497	- 2.2%	524	- 3.0%
Jan-2020	928	- 7.6%	995	- 6.7%
Feb-2020	766	- 3.9%	796	+ 7.3%
Mar-2020	624	- 11.1%	632	- 9.7%
Apr-2020	380	- 39.8%	321	- 56.9%
May-2020	593	- 1.7%	585	+ 8.9%
Jun-2020	653	+ 18.1%	644	+ 42.8%
Jul-2020	583	+ 11.5%	638	+ 39.6%
Aug-2020	596	+ 13.7%	676	+ 41.7%
Sep-2020	672	+ 17.5%	636	+ 20.9%
12-Month Avg	638	- 3.0%	658	+ 2.3%

Overall New Listings by Month

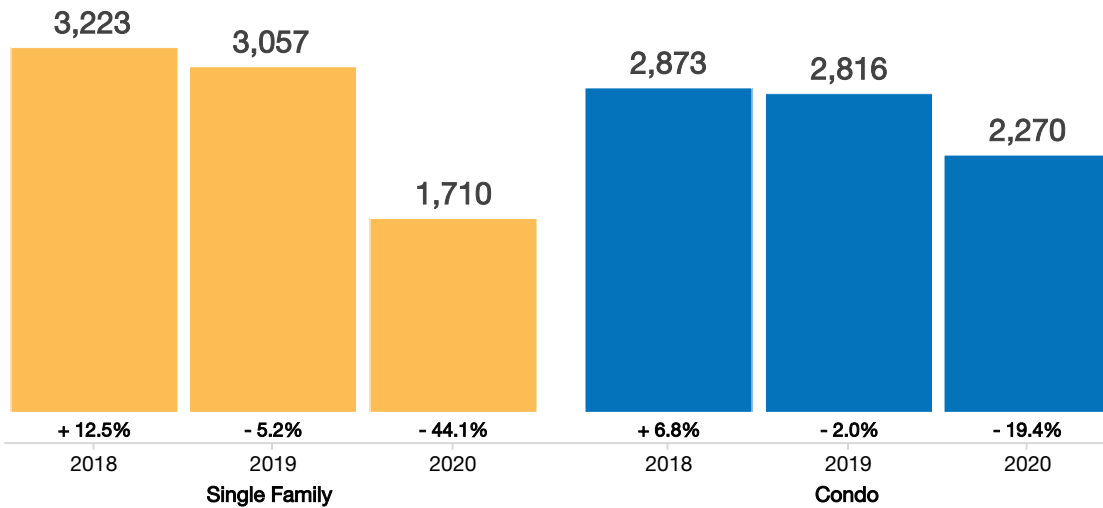


Overall Inventory of Homes for Sale

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

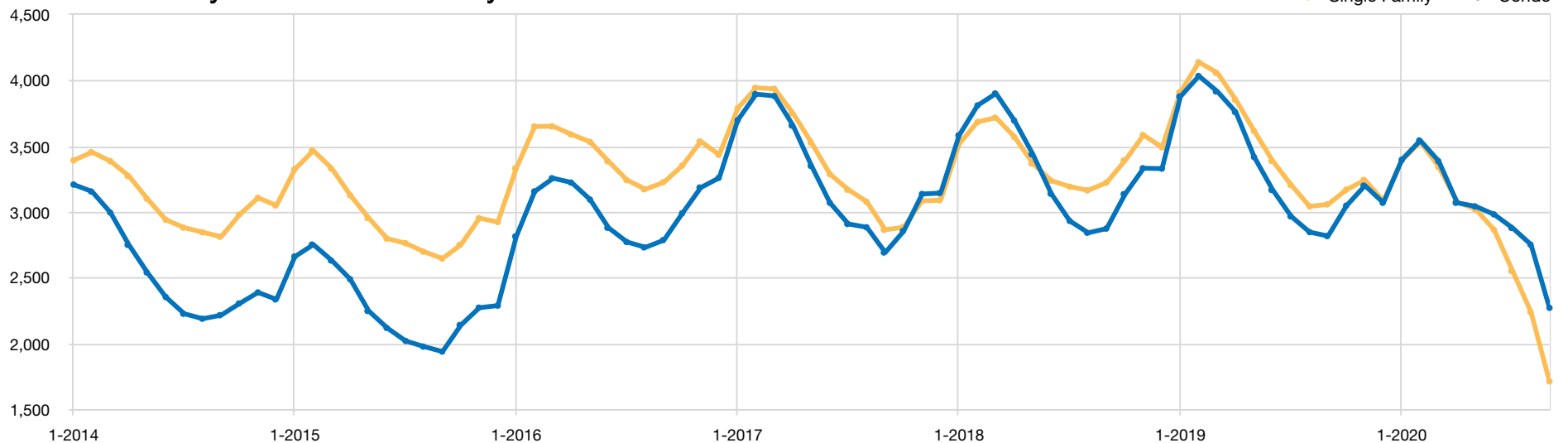


September



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Oct-2019	3,169	- 6.5%	3,047	- 2.8%
Nov-2019	3,243	- 9.5%	3,200	- 4.0%
Dec-2019	3,083	- 11.7%	3,069	- 7.8%
Jan-2020	3,391	- 13.3%	3,397	- 12.4%
Feb-2020	3,533	- 14.6%	3,543	- 12.2%
Mar-2020	3,343	- 17.6%	3,386	- 13.5%
Apr-2020	3,075	- 20.2%	3,069	- 18.4%
May-2020	3,021	- 16.4%	3,042	- 11.0%
Jun-2020	2,864	- 15.5%	2,981	- 5.9%
Jul-2020	2,551	- 20.4%	2,878	- 3.0%
Aug-2020	2,238	- 26.4%	2,751	- 3.3%
Sep-2020	1,710	- 44.1%	2,270	- 19.4%
12-Month Avg	2,935	- 17.6%	3,053	- 9.8%

Overall Inventory of Homes for Sale by Month



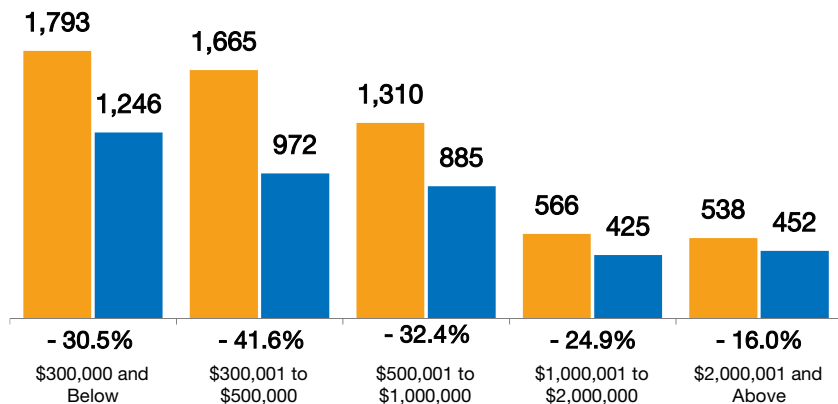
Overall Inventory of Homes for Sale by Price Range



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

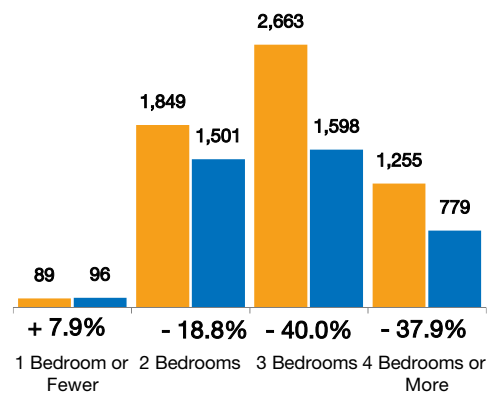
By Price Range

9-2019 9-2020



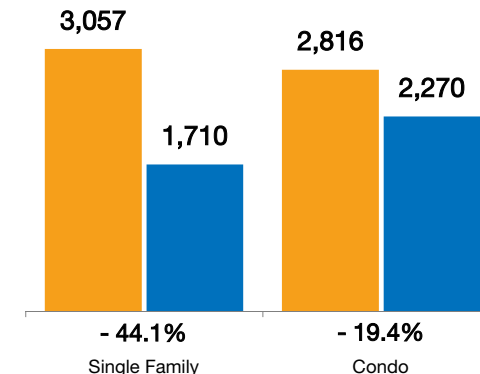
By Bedroom Count

9-2019 9-2020



By Property Type

9-2019 9-2020



All Properties

By Price Range

	9-2019	9-2020	Change
\$300,000 and Below	1,793	1,246	- 30.5%
\$300,001 to \$500,000	1,665	972	- 41.6%
\$500,001 to \$1,000,000	1,310	885	- 32.4%
\$1,000,001 to \$2,000,000	566	425	- 24.9%
\$2,000,001 and Above	538	452	- 16.0%
All Price Ranges	5,873	3,980	- 32.2%

Single Family

	9-2019	9-2020	Change
1 Bedroom or Fewer	410	182	- 55.6%
2 Bedrooms	983	446	- 54.6%
3 Bedrooms	881	524	- 40.5%
4 Bedrooms or More	384	231	- 39.8%
All Single Family	3,057	1,710	- 44.1%

Condo

	9-2019	9-2020	Change
Condo	1383	1064	- 23.1%
Single Family	682	526	- 22.9%
3 Bedrooms	429	361	- 15.9%
4 Bedrooms or More	182	194	+ 6.6%
1 Bedroom or Fewer	140	125	- 10.7%
All Condo	2,816	2,270	- 19.4%

By Bedroom Count

	9-2019	9-2020	Change
1 Bedroom or Fewer	89	96	+ 7.9%
2 Bedrooms	1,849	1,501	- 18.8%
3 Bedrooms	2,663	1,598	- 40.0%
4 Bedrooms or More	1,255	779	- 37.9%
All Bedroom Counts	5,873	3,980	- 32.2%

	9-2019	9-2020	Change
1 Bedroom or Fewer	17	21	+ 23.5%
2 Bedrooms	255	179	- 29.8%
3 Bedrooms	1,594	798	- 49.9%
4 Bedrooms or More	1,187	712	- 40.0%
All Single Family	3,057	1,710	- 44.1%
Condo	72	75	+ 4.2%
Single Family	1,594	1,322	- 17.1%
3 Bedrooms	1,069	927	- 13.3%
4 Bedrooms or More	68	67	- 1.5%
All Condo	2,816	2,270	- 19.4%

Listing and Sales Summary Report September 2020



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Sep-20	Sep-19	% Change	Sep-20	Sep-19	% Change	Sep-20	Sep-19	% Change	Sep-20	Sep-19	% Change
Overall Naples Market*	\$384,000	\$325,000	+18.2%	1096	717	+52.9%	3,980	5,873	-32.2%	90	102	-11.8%
Collier County	\$399,750	\$330,000	+21.1%	1215	767	+58.4%	4,478	6,560	-31.7%	93	104	-10.6%
Ave Maria	\$296,750	\$272,909	+8.7%	18	11	+63.6%	68	94	-27.7%	82	111	-26.1%
Central Naples	\$308,000	\$249,900	+23.2%	137	99	+38.4%	538	771	-30.2%	77	71	+8.5%
East Naples	\$345,000	\$318,500	+8.3%	243	156	+55.8%	697	1,234	-43.5%	86	98	-12.2%
Everglades City	--	--	--	0	0	--	9	8	+12.5%	--	--	--
Immokalee	\$195,000	\$175,000	+11.4%	1	3	-66.7%	15	36	-58.3%	6	0	--
Immokalee / Ave Maria	\$293,500	\$263,148	+11.5%	19	14	+35.7%	83	130	-36.2%	78	87	-10.3%
Naples	\$389,950	\$325,000	+20.0%	1078	703	+53.3%	3,896	5,744	-32.2%	90	102	-11.8%
Naples Beach	\$705,000	\$685,000	+2.9%	192	99	+93.9%	1,014	1,238	-18.1%	126	126	0.0%
North Naples	\$474,000	\$385,000	+23.1%	319	215	+48.4%	925	1,523	-39.3%	81	99	-18.2%
South Naples	\$275,000	\$250,000	+10.0%	186	134	+38.8%	723	977	-26.0%	85	119	-28.6%
34102	\$1,345,000	\$1,000,000	+34.5%	59	32	+84.4%	342	411	-16.8%	136	183	-25.7%
34103	\$695,000	\$672,500	+3.3%	50	30	+66.7%	290	339	-14.5%	124	108	+14.8%
34104	\$253,900	\$230,000	+10.4%	57	51	+11.8%	224	324	-30.9%	88	82	+7.3%
34105	\$337,500	\$233,450	+44.6%	49	26	+88.5%	254	315	-19.4%	79	74	+6.8%
34108	\$580,000	\$450,000	+28.9%	83	37	+124.3%	381	488	-21.9%	121	92	+31.5%
34109	\$389,000	\$370,000	+5.1%	62	63	-1.6%	215	324	-33.6%	66	93	-29.0%
34110	\$560,000	\$379,500	+47.6%	111	66	+68.2%	405	596	-32.0%	92	110	-16.4%
34112	\$216,000	\$219,000	-1.4%	101	70	+44.3%	344	458	-24.9%	86	110	-21.8%
34113	\$375,000	\$297,500	+26.1%	85	64	+32.8%	379	519	-27.0%	83	129	-35.7%
34114	\$352,250	\$339,900	+3.6%	106	53	+100.0%	355	532	-33.3%	93	121	-23.1%
34116	\$340,000	\$269,000	+26.4%	31	22	+40.9%	60	132	-54.5%	51	43	+18.6%
34117	\$341,500	\$303,000	+12.7%	28	27	+3.7%	72	136	-47.1%	64	81	-21.0%
34119	\$455,000	\$410,898	+10.7%	145	86	+68.6%	305	602	-49.3%	78	95	-17.9%
34120	\$344,000	\$307,750	+11.8%	109	76	+43.4%	270	566	-52.3%	84	87	-3.4%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$293,500	\$263,148	+11.5%	19	14	+35.7%	83	130	-36.2%	78	87	-10.3%

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

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Naples Beach

34102, 34103, 34108

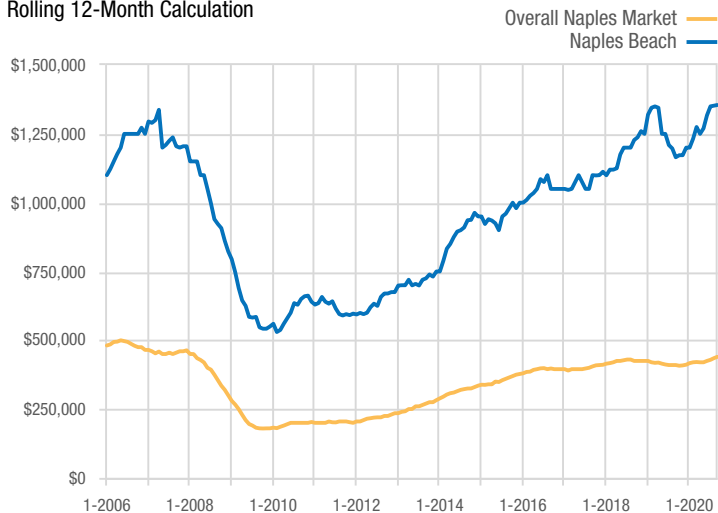
Single Family	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	72	82	+ 13.9%	844	882	+ 4.5%
Closed Sales	41	86	+ 109.8%	569	656	+ 15.3%
Days on Market Until Sale	147	141	- 4.1%	127	123	- 3.1%
Median Closed Price*	\$975,000	\$1,172,750	+ 20.3%	\$1,170,000	\$1,425,000	+ 21.8%
Average Closed Price*	\$1,765,744	\$1,873,205	+ 6.1%	\$2,248,847	\$2,268,212	+ 0.9%
Percent of Current List Price Received*	92.9%	94.8%	+ 2.0%	93.9%	93.8%	- 0.1%
Inventory of Homes for Sale	506	366	- 27.7%	—	—	—
Months Supply of Inventory	8.8	5.5	- 37.5%	—	—	—

Condo	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	105	129	+ 22.9%	1,287	1,370	+ 6.4%
Closed Sales	58	106	+ 82.8%	848	897	+ 5.8%
Days on Market Until Sale	111	114	+ 2.7%	113	110	- 2.7%
Median Closed Price*	\$583,450	\$545,500	- 6.5%	\$697,000	\$665,000	- 4.6%
Average Closed Price*	\$962,201	\$890,141	- 7.5%	\$1,071,113	\$1,006,854	- 6.0%
Percent of Current List Price Received*	94.4%	94.4%	0.0%	94.5%	94.4%	- 0.1%
Inventory of Homes for Sale	732	648	- 11.5%	—	—	—
Months Supply of Inventory	8.5	6.9	- 18.8%	—	—	—

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

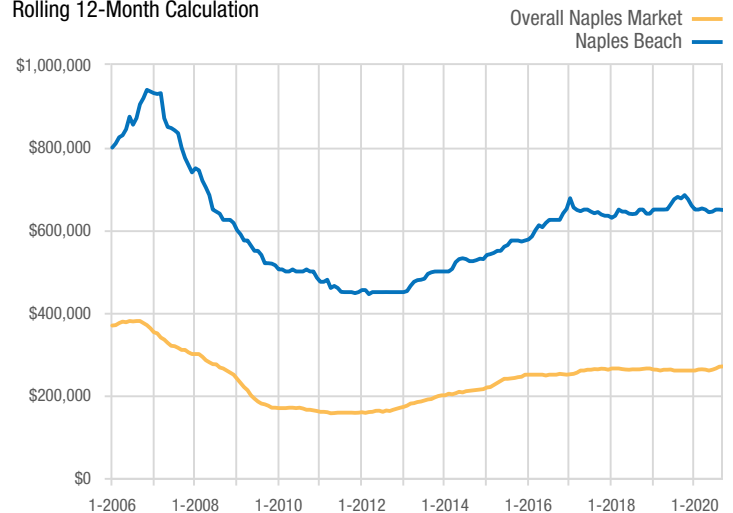
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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North Naples

34109, 34110, 34119

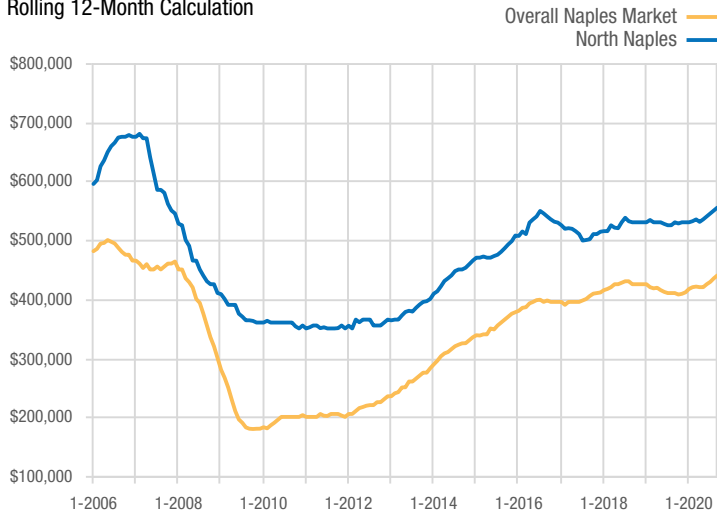
Single Family	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	126	154	+ 22.2%	1,490	1,407	- 5.6%
Total Sales	109	160	+ 46.8%	988	1,087	+ 10.0%
Days on Market Until Sale	100	72	- 28.0%	106	91	- 14.2%
Median Closed Price*	\$551,000	\$597,500	+ 8.4%	\$530,000	\$565,000	+ 6.6%
Average Closed Price*	\$650,509	\$832,285	+ 27.9%	\$713,445	\$775,797	+ 8.7%
Percent of List Price Received*	95.6%	96.2%	+ 0.6%	95.2%	95.7%	+ 0.5%
Inventory of Homes for Sale	775	391	- 49.5%	—	—	—
Months Supply of Inventory	7.3	3.3	- 54.8%	—	—	—

Condo	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	142	181	+ 27.5%	1,580	1,629	+ 3.1%
Closed Sales	106	159	+ 50.0%	1,076	1,192	+ 10.8%
Days on Market Until Sale	98	90	- 8.2%	104	88	- 15.4%
Median Closed Price*	\$242,250	\$305,000	+ 25.9%	\$265,000	\$277,250	+ 4.6%
Average Closed Price*	\$330,671	\$676,550	+ 104.6%	\$345,786	\$511,914	+ 48.0%
Percent of Current List Price Received*	95.4%	96.4%	+ 1.0%	95.4%	96.0%	+ 0.6%
Inventory of Homes for Sale	748	534	- 28.6%	—	—	—
Months Supply of Inventory	6.6	4.2	- 36.4%	—	—	—

* 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.

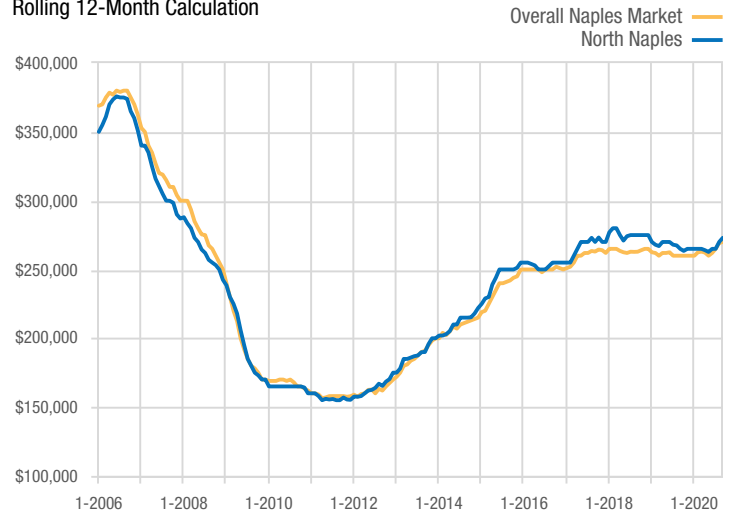
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Central Naples

34104, 34105, 34116

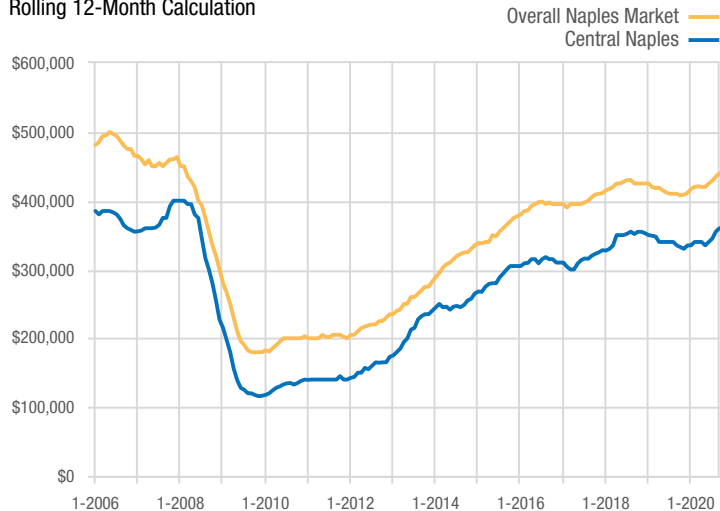
Single Family	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	93	92	- 1.1%	844	717	- 15.0%
Closed Sales	44	71	+ 61.4%	534	564	+ 5.6%
Days on Market Until Sale	68	78	+ 14.7%	88	89	+ 1.1%
Median Closed Price*	\$307,500	\$400,000	+ 30.1%	\$329,900	\$364,850	+ 10.6%
Average Closed Price*	\$348,417	\$440,796	+ 26.5%	\$503,718	\$554,609	+ 10.1%
Percent of Current List Price Received*	96.5%	97.2%	+ 0.7%	96.2%	96.2%	0.0%
Inventory of Homes for Sale	425	202	- 52.5%	—	—	—
Months Supply of Inventory	7.3	3.2	- 56.2%	—	—	—

Condo	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	72	101	+ 40.3%	817	890	+ 8.9%
Closed Sales	55	66	+ 20.0%	630	549	- 12.9%
Days on Market Until Sale	74	75	+ 1.4%	93	82	- 11.8%
Median Closed Price*	\$182,000	\$209,500	+ 15.1%	\$186,250	\$192,500	+ 3.4%
Average Closed Price*	\$202,105	\$217,054	+ 7.4%	\$213,291	\$212,579	- 0.3%
Percent of Current List Price Received*	95.8%	95.1%	- 0.7%	95.4%	95.0%	- 0.4%
Inventory of Homes for Sale	346	336	- 2.9%	—	—	—
Months Supply of Inventory	5.2	5.5	+ 5.8%	—	—	—

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

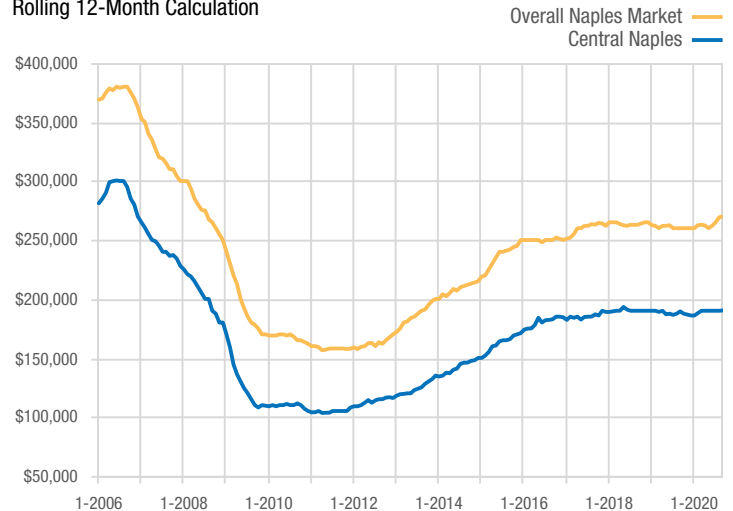
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – September 2020

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South Naples

34112, 34113

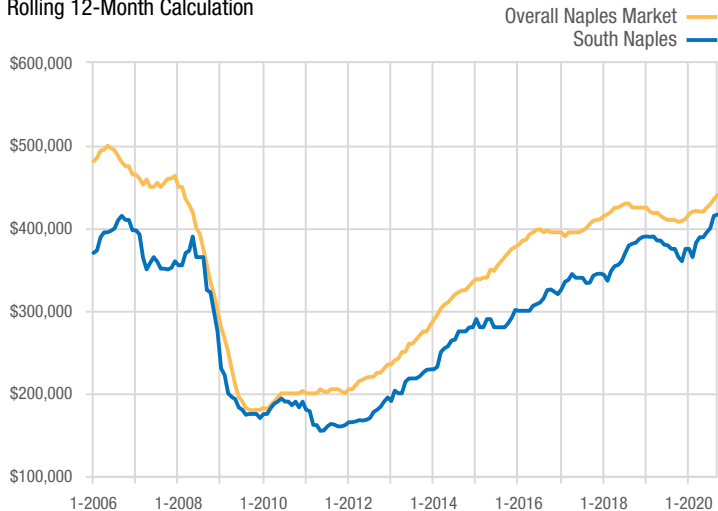
Single Family	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	74	75	+ 1.4%	744	735	- 1.2%
Closed Sales	46	74	+ 60.9%	451	500	+ 10.9%
Days on Market Until Sale	137	88	- 35.8%	98	94	- 4.1%
Median Closed Price*	\$390,750	\$450,000	+ 15.2%	\$362,000	\$423,000	+ 16.9%
Average Closed Price*	\$440,450	\$521,204	+ 18.3%	\$458,368	\$544,450	+ 18.8%
Percent of Current List Price Received*	95.0%	95.6%	+ 0.6%	95.2%	95.4%	+ 0.2%
Inventory of Homes for Sale	343	236	- 31.2%	—	—	—
Months Supply of Inventory	7.3	4.4	- 39.7%	—	—	—

Condo	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	141	150	+ 6.4%	1,323	1,278	- 3.4%
Closed Sales	88	112	+ 27.3%	876	868	- 0.9%
Days on Market Until Sale	109	83	- 23.9%	98	91	- 7.1%
Median Closed Price*	\$215,950	\$198,500	- 8.1%	\$202,250	\$220,000	+ 8.8%
Average Closed Price*	\$243,342	\$244,928	+ 0.7%	\$234,139	\$250,827	+ 7.1%
Percent of Current List Price Received*	94.6%	95.7%	+ 1.2%	95.0%	95.4%	+ 0.4%
Inventory of Homes for Sale	634	487	- 23.2%	—	—	—
Months Supply of Inventory	7.0	5.2	- 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.

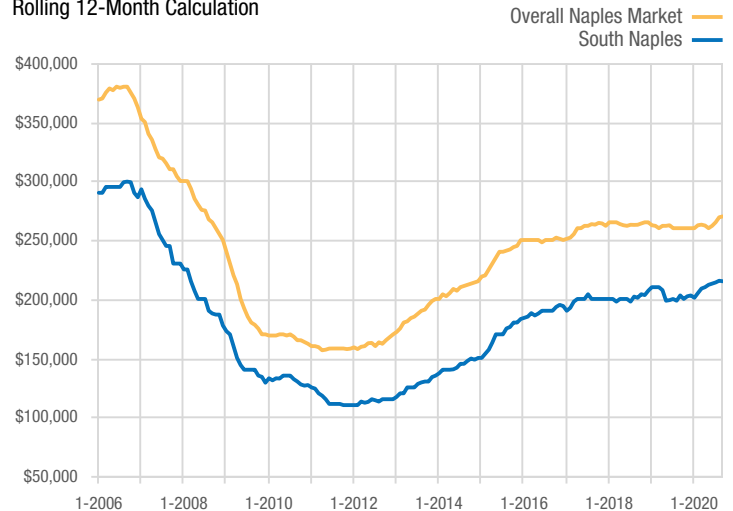
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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East Naples

34114, 34117, 34120, 34137

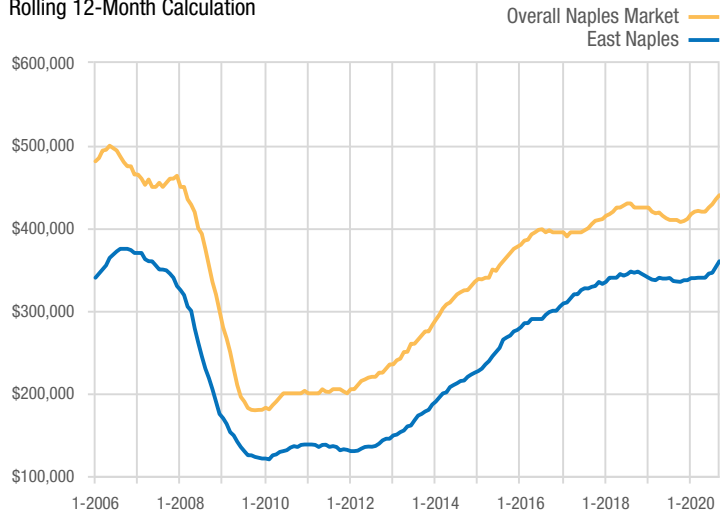
Single Family	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	188	245	+ 30.3%	1,768	1,860	+ 5.2%
Closed Sales	116	168	+ 44.8%	1,271	1,462	+ 15.0%
Days on Market Until Sale	94	84	- 10.6%	97	88	- 9.3%
Median Closed Price*	\$337,000	\$399,825	+ 18.6%	\$337,000	\$361,000	+ 7.1%
Average Closed Price*	\$391,941	\$445,075	+ 13.6%	\$403,538	\$426,976	+ 5.8%
Percent of Current List Price Received*	97.5%	97.4%	- 0.1%	97.0%	97.3%	+ 0.3%
Inventory of Homes for Sale	887	453	- 48.9%	—	—	—
Months Supply of Inventory	6.6	2.9	- 56.1%	—	—	—

Condo	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	65	72	+ 10.8%	670	717	+ 7.0%
Closed Sales	40	75	+ 87.5%	490	529	+ 8.0%
Days on Market Until Sale	108	90	- 16.7%	103	93	- 9.7%
Median Closed Price*	\$287,000	\$302,000	+ 5.2%	\$269,000	\$286,000	+ 6.3%
Average Closed Price*	\$286,027	\$299,415	+ 4.7%	\$276,643	\$283,894	+ 2.6%
Percent of Current List Price Received*	98.0%	96.9%	- 1.1%	95.9%	96.1%	+ 0.2%
Inventory of Homes for Sale	347	244	- 29.7%	—	—	—
Months Supply of Inventory	6.7	4.3	- 35.8%	—	—	—

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

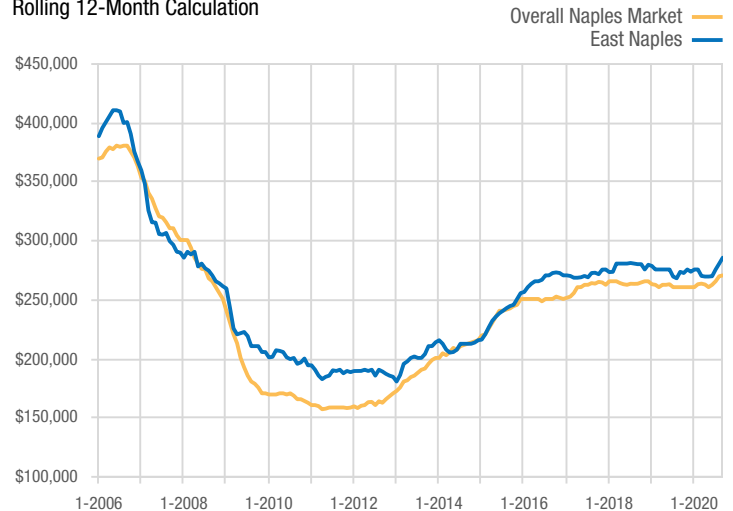
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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

Local Market Update – September 2020

A Research Tool Provided by Naples Area Board of REALTORS®



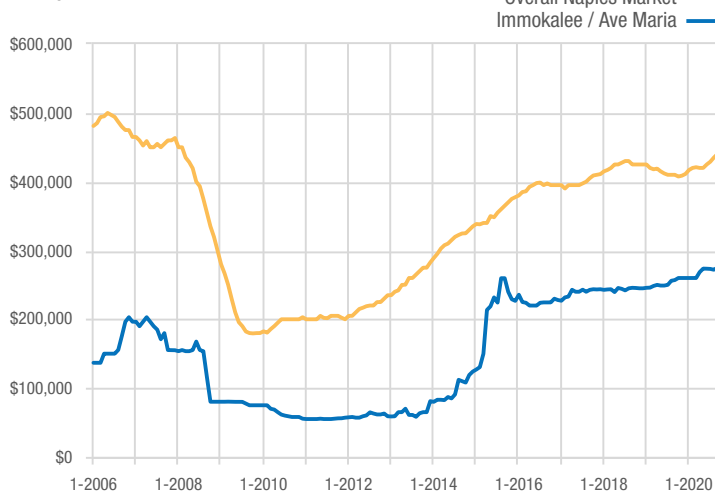
Immokalee / Ave Maria

Single Family	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	19	24	+ 26.3%	219	194	- 11.4%
Closed Sales	11	18	+ 63.6%	114	132	+ 15.8%
Days on Market Until Sale	89	76	- 14.6%	93	92	- 1.1%
Median Closed Price*	\$272,909	\$296,750	+ 8.7%	\$261,000	\$278,000	+ 6.5%
Average Closed Price*	\$288,617	\$317,758	+ 10.1%	\$274,442	\$286,530	+ 4.4%
Percent of List Price Received*	98.0%	97.1%	- 0.9%	96.9%	97.2%	+ 0.3%
Inventory of Homes for Sale	121	62	- 48.8%	—	—	—
Months Supply of Inventory	9.6	4.3	- 55.2%	—	—	—

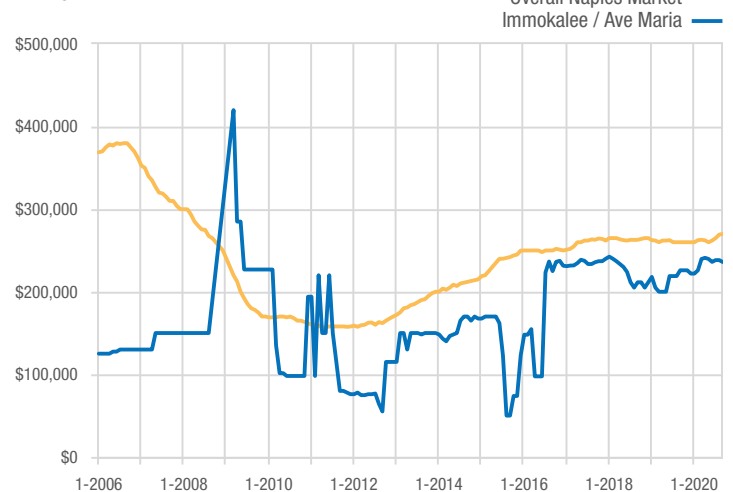
Condo	September			Year-to-Date		
	2019	2020	% Change	Thru 9-2019	Thru 9-2020	% Change
Key Metrics						
New Listings	1	3	+ 200.0%	25	39	+ 56.0%
Closed Sales	3	1	- 66.7%	14	16	+ 14.3%
Days on Market Until Sale	79	119	+ 50.6%	173	132	- 23.7%
Median Closed Price*	\$256,295	\$240,000	- 6.4%	\$222,500	\$240,000	+ 7.9%
Average Closed Price*	\$254,732	\$240,000	- 5.8%	\$217,687	\$239,457	+ 10.0%
Percent of List Price Received*	100.6%	92.3%	- 8.3%	98.1%	96.2%	- 1.9%
Inventory of Homes for Sale	9	21	+ 133.3%	—	—	—
Months Supply of Inventory	4.7	8.2	+ 74.5%	—	—	—

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

Median Closed Price - Single Family



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.