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1455 Pine Ridge Road  
Naples, FL 34109



### Overall Market Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	2nd Qtr 2009	2nd Qtr 2010
\$0-\$300K	1,893	1,969	5,201	7,015	1,497	1,663	3,943	5,714	\$ 127	\$ 140	\$ 142	\$ 137	4,468	4,569	125	146
\$300K-\$500K	313	371	949	1,410	270	351	806	1,143	\$ 375	\$ 375	\$ 375	\$ 375	1,883	1,513	211	193
\$500K-\$1M	244	260	717	943	188	264	584	788	\$ 682	\$ 660	\$ 654	\$ 650	1,757	1,452	207	222
\$1M-\$2M	93	128	261	397	89	131	243	325	\$ 1,375	\$ 1,350	\$ 1,365	\$ 1,300	871	774	235	283
\$2M+	57	79	195	245	51	76	168	203	\$ 2,900	\$ 2,772	\$ 2,897	\$ 2,900	702	537	306	297
<b>TOTAL</b>	<b>2,600</b>	<b>2,807</b>	<b>7,323</b>	<b>10,010</b>	<b>2,095</b>	<b>2,485</b>	<b>5,744</b>	<b>8,173</b>	<b>\$ 175</b>	<b>\$ 200</b>	<b>\$ 200</b>	<b>\$ 185</b>	<b>9,681</b>	<b>8,845</b>	<b>155</b>	<b>175</b>
							<b>Median &gt; \$300K</b>		<b>\$ 540</b>	<b>\$ 565</b>	<b>\$ 545</b>	<b>\$ 530</b>				

### Overall Market Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	2nd Qtr 2009	2nd Qtr 2010
Naples Beach	421	435	1,125	1,573	352	457	981	1,415	\$ 545	\$ 620	\$ 560	\$ 525	2,402	2,154	215	235
North Naples	647	732	1,815	2,609	512	669	1,507	2,173	\$ 230	\$ 247	\$ 260	\$ 245	2,441	2,277	162	167
Central Naples	545	610	1,534	2,081	442	479	1,159	1,609	\$ 109	\$ 125	\$ 125	\$ 121	1,530	1,502	129	164
South Naples	319	407	960	1,414	285	390	782	1,194	\$ 145	\$ 155	\$ 150	\$ 150	1,433	1,205	166	153
East Naples	639	586	1,811	2,211	478	461	1,261	1,685	\$ 129	\$ 152	\$ 148	\$ 148	1,697	1,537	123	160
Immokalee/Ave Maria	9	25	27	55	9	18	14	41	\$ 79	\$ 55	\$ 100	\$ 62	26	27	69	97
<b>TOTAL</b>	<b>2,580</b>	<b>2,795</b>	<b>7,272</b>	<b>9,943</b>	<b>2,078</b>	<b>2,474</b>	<b>5,704</b>	<b>8,117</b>	<b>\$ 175</b>	<b>\$ 200</b>	<b>\$ 199</b>	<b>\$ 185</b>	<b>9,529</b>	<b>8,702</b>	<b>155</b>	<b>175</b>

### Legend

Geographic Location	USPS Zip Codes
Naples Beach:	34102, 34103, 34108
North Naples:	34109, 34110, 34119
Central Naples:	34104, 34105, 34116
South Naples:	34112, 34113
East Naples:	34114, 34117, 34120, 34137
Immokalee/Ave Maria:	34142

Calculations are based on property listings that exist within SunshineMLS. Only properties in Collier County, excluding Marco Island, are included. \*Counts for breakdowns of available inventory for prior years are unavailable. \*\*Median Sold Prices are unavailable for periods with zero sales reported. The median refers to the middle value in a set of statistical values that are arranged in ascending or descending order, in this case prices at which homes were actually sold. Data entry anomalies and non-Naples zip codes may result in minor discrepancies. However, these anomalies are statistically insignificant.

Single Family Homes are tabulated using properties with a building design of Single Family, Villa Detached, or Manufactured. Condo units are tabulated using properties with a building design of Low-Rise, Mid-Rise, High-Rise, or Villa Attached.



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### Single Family Home Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	2nd Qtr 2009	2nd Qtr 2010
\$0-\$300K	1,037	964	2,946	3,447	787	743	2,110	2,721	\$ 115	\$ 140	\$ 135	\$ 134	1,687	1,781	106	127
\$300K-\$500K	204	235	605	872	155	203	489	708	\$ 375	\$ 375	\$ 377	\$ 375	935	796	194	196
\$500K-\$1M	124	156	409	504	98	148	330	418	\$ 700	\$ 677	\$ 655	\$ 661	834	719	211	233
\$1M-\$2M	57	92	155	259	50	80	138	202	\$ 1,375	\$ 1,312	\$ 1,370	\$ 1,300	537	499	246	289
\$2M+	40	52	135	169	37	41	116	132	\$ 3,000	\$ 2,750	\$ 3,000	\$ 3,000	529	410	303	222
<b>TOTAL</b>	<b>1,462</b>	<b>1,499</b>	<b>4,250</b>	<b>5,251</b>	<b>1,127</b>	<b>1,215</b>	<b>3,183</b>	<b>4,181</b>	<b>\$ 175</b>	<b>\$ 225</b>	<b>\$ 200</b>	<b>\$ 200</b>	<b>4,522</b>	<b>4,205</b>	<b>143</b>	<b>169</b>

### Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	2nd Qtr 2009	2nd Qtr 2010
Naples Beach	188	205	508	663	151	173	423	562	\$ 550	\$ 740	\$ 590	\$ 600	885	808	198	220
North Naples	261	307	778	1,093	191	284	659	943	\$ 363	\$ 357	\$ 375	\$ 360	1,123	1,019	192	166
Central Naples	305	322	882	1,082	243	232	647	816	\$ 105	\$ 150	\$ 130	\$ 135	740	784	126	172
South Naples	155	193	484	641	137	167	377	518	\$ 186	\$ 222	\$ 184	\$ 194	586	472	143	154
East Naples	537	443	1,545	1,681	389	337	1,042	1,273	\$ 117	\$ 140	\$ 134	\$ 130	1,077	1,015	110	152
Immokalee/Ave Maria	6	20	21	47	6	14	10	36	\$ 77	\$ 55	\$ 77	\$ 65	20	17	62	93
<b>TOTAL</b>	<b>1,452</b>	<b>1,490</b>	<b>4,218</b>	<b>5,207</b>	<b>1,117</b>	<b>1,207</b>	<b>3,158</b>	<b>4,148</b>	<b>\$ 175</b>	<b>\$ 225</b>	<b>\$ 200</b>	<b>\$ 200</b>	<b>4,431</b>	<b>4,115</b>	<b>143</b>	<b>169</b>

### Legend

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### Condominium Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	2nd Qtr 2009	2nd Qtr 2010
	\$0-\$300K	856	1,005	2,255	3,568	710	920	1,833	2,993	\$ 140	\$ 140	\$ 150	\$ 140	2,781	2,788	147
\$300K-\$500K	109	136	344	538	115	148	317	435	\$ 373	\$ 375	\$ 375	\$ 373	948	717	235	190
\$500K-\$1M	120	104	308	439	90	116	254	370	\$ 657	\$ 625	\$ 651	\$ 645	923	733	203	210
\$1M-\$2M	36	36	106	138	39	51	105	123	\$ 1,333	\$ 1,350	\$ 1,350	\$ 1,325	334	275	219	271
\$2M+	17	27	60	76	14	35	52	71	\$ 2,537	\$ 2,640	\$ 2,600	\$ 2,700	173	127	312	384
<b>TOTAL</b>	<b>1,138</b>	<b>1,308</b>	<b>3,073</b>	<b>4,759</b>	<b>968</b>	<b>1,270</b>	<b>2,561</b>	<b>3,992</b>	<b>\$ 175</b>	<b>\$ 175</b>	<b>\$ 195</b>	<b>\$ 170</b>	<b>5,159</b>	<b>4,640</b>	<b>169</b>	<b>181</b>

### Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	12-month ending 6/2009	12-month ending 6/2010	2nd Qtr 2009	2nd Qtr 2010	2nd Qtr 2009	2nd Qtr 2010
	Naples Beach	233	230	617	910	201	284	558	853	\$ 537	\$ 572	\$ 550	\$ 500	1,517	1,346	228
North Naples	386	425	1,037	1,516	321	385	848	1,230	\$ 165	\$ 169	\$ 196	\$ 167	1,318	1,258	144	167
Central Naples	240	288	652	999	199	247	512	793	\$ 110	\$ 115	\$ 125	\$ 111	790	718	134	157
South Naples	164	214	476	773	148	223	405	676	\$ 133	\$ 135	\$ 140	\$ 135	847	733	187	153
East Naples	102	143	266	530	89	124	219	412	\$ 227	\$ 210	\$ 222	\$ 200	620	522	180	181
Immokalee/Ave Maria	3	5	6	8	3	4	4	5	\$ 101	\$ 162	\$ 226	\$ 25	6	10	83	118
<b>TOTAL</b>	<b>1,128</b>	<b>1,305</b>	<b>3,054</b>	<b>4,736</b>	<b>961</b>	<b>1,267</b>	<b>2,546</b>	<b>3,969</b>	<b>\$ 175</b>	<b>\$ 175</b>	<b>\$ 195</b>	<b>\$ 170</b>	<b>5,098</b>	<b>4,587</b>	<b>169</b>	<b>181</b>

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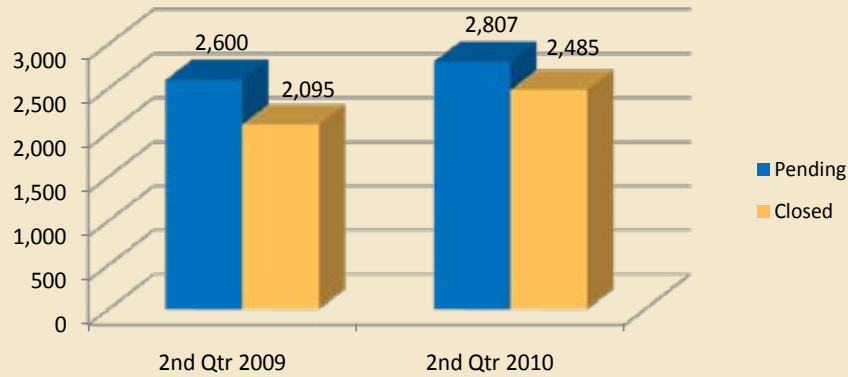
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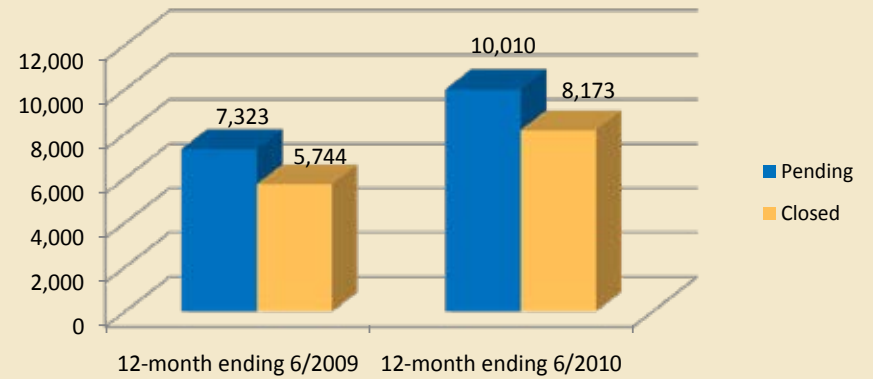
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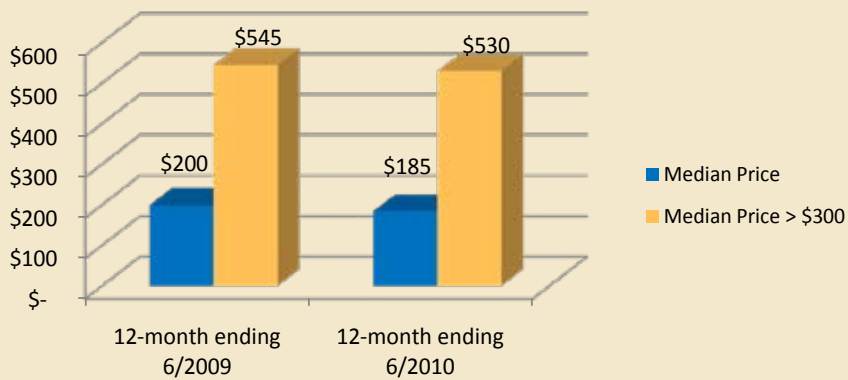
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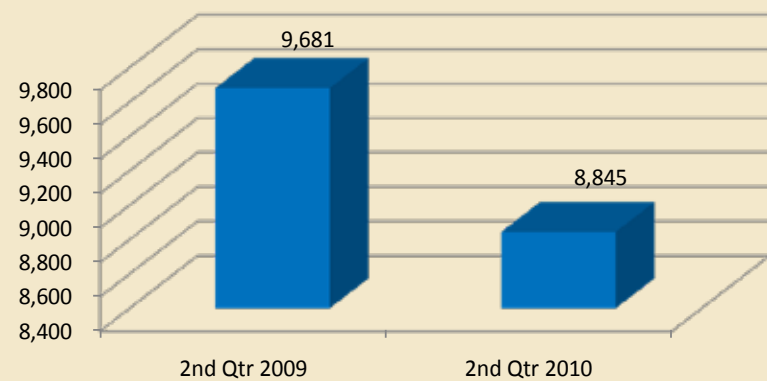
### Closed



### Median Price



### Inventory



### Overall

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