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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	
	June 2009	June 2010	12-month ending 6/2009	12-month ending 6/2010	June 2009	June 2010	12-month ending 6/2009	12-month ending 6/2010	June 2009	June 2010	12-month ending 6/2009	12-month ending 6/2010	June 2009	June 2010	June 2009	June 2010
	\$0-\$300K	596	633	5,201	7,015	531	474	3,943	5,714	\$ 132	\$ 140	\$ 142	\$ 137	4,468	4,569	131
\$300K-\$500K	90	104	949	1,410	96	113	806	1,143	\$ 365	\$ 360	\$ 375	\$ 375	1,883	1,513	202	194
\$500K-\$1M	76	67	717	943	70	81	584	788	\$ 695	\$ 675	\$ 654	\$ 650	1,757	1,452	199	253
\$1M-\$2M	30	29	261	397	23	33	243	325	\$ 1,450	\$ 1,385	\$ 1,365	\$ 1,300	871	774	228	331
\$2M+	21	14	195	245	22	22	168	203	\$ 2,900	\$ 2,564	\$ 2,897	\$ 2,900	702	537	275	283
<b>TOTAL</b>	<b>813</b>	<b>847</b>	<b>7,323</b>	<b>10,010</b>	<b>742</b>	<b>723</b>	<b>5,744</b>	<b>8,173</b>	<b>\$ 184</b>	<b>\$ 211</b>	<b>\$ 200</b>	<b>\$ 185</b>	<b>9,681</b>	<b>8,845</b>	<b>156</b>	<b>182</b>
							<b>Median &gt; \$300K</b>		<b>\$ 537</b>	<b>\$ 554</b>	<b>\$ 545</b>	<b>\$ 530</b>				

### Overall Market Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	June 2009	June 2010	12-month ending 6/2009	12-month ending 6/2010	June 2009	June 2010	12-month ending 6/2009	12-month ending 6/2010	June 2009	June 2010	12-month ending 6/2009	12-month ending 6/2010	June 2009	June 2010	June 2009	June 2010
	Naples Beach	133	119	1,125	1,573	136	130	981	1,415	\$ 520	\$ 625	\$ 560	\$ 525	2,402	2,154	211
North Naples	211	236	1,815	2,609	197	199	1,507	2,173	\$ 210	\$ 280	\$ 260	\$ 245	2,441	2,277	150	197
Central Naples	176	190	1,534	2,081	150	154	1,159	1,609	\$ 118	\$ 126	\$ 125	\$ 121	1,530	1,502	147	169
South Naples	91	99	960	1,414	86	105	782	1,194	\$ 146	\$ 150	\$ 150	\$ 150	1,433	1,204	157	161
East Naples	194	189	1,811	2,211	166	124	1,261	1,685	\$ 142	\$ 155	\$ 148	\$ 148	1,697	1,537	127	139
Immokalee/Ave Maria	3	8	27	55	1	9	14	41	\$ 101	\$ 54	\$ 100	\$ 62	26	28	141	115
<b>TOTAL</b>	<b>808</b>	<b>841</b>	<b>7,272</b>	<b>9,943</b>	<b>736</b>	<b>721</b>	<b>5,704</b>	<b>8,117</b>	<b>\$ 180</b>	<b>\$ 211</b>	<b>\$ 199</b>	<b>\$ 185</b>	<b>9,529</b>	<b>8,702</b>	<b>156</b>	<b>182</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.

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### Single Family Home Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
			12-month ending	12-month ending			12-month ending	12-month ending			12-month ending	12-month ending				
	June 2009	June 2010	6/2009	6/2010	June 2009	June 2010	6/2009	6/2010	June 2009	June 2010	6/2009	6/2010	June 2009	June 2010	June 2009	June 2010
\$0-\$300K	342	323	2,946	3,447	274	231	2,110	2,721	\$ 125	\$ 140	\$ 135	\$ 134	1,687	1,782	102	130
\$300K-\$500K	67	72	605	872	58	73	489	708	\$ 360	\$ 368	\$ 377	\$ 375	935	796	194	201
\$500K-\$1M	42	44	409	504	33	54	330	418	\$ 723	\$ 685	\$ 655	\$ 661	834	719	208	238
\$1M-\$2M	21	21	155	259	14	20	138	202	\$ 1,462	\$ 1,405	\$ 1,370	\$ 1,300	537	499	239	378
\$2M+	13	11	135	169	13	13	116	132	\$ 2,900	\$ 2,500	\$ 3,000	\$ 3,000	529	410	222	309
<b>TOTAL</b>	<b>485</b>	<b>471</b>	<b>4,250</b>	<b>5,251</b>	<b>392</b>	<b>391</b>	<b>3,183</b>	<b>4,181</b>	<b>\$ 181</b>	<b>\$ 245</b>	<b>\$ 200</b>	<b>\$ 200</b>	<b>4,522</b>	<b>4,206</b>	<b>136</b>	<b>181</b>

### Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
			12-month ending	12-month ending			12-month ending	12-month ending			12-month ending	12-month ending				
	June 2009	June 2010	6/2009	6/2010	June 2009	June 2010	6/2009	6/2010	June 2009	June 2010	6/2009	6/2010	June 2009	June 2010	June 2009	June 2010
Naples Beach	66	60	508	663	59	59	423	562	\$ 315	\$ 700	\$ 590	\$ 600	885	808	177	242
North Naples	93	94	778	1,093	73	103	659	943	\$ 350	\$ 350	\$ 375	\$ 360	1,123	1,019	182	201
Central Naples	105	106	882	1,082	87	74	647	816	\$ 120	\$ 173	\$ 130	\$ 135	740	784	140	165
South Naples	49	53	484	641	43	53	377	518	\$ 160	\$ 212	\$ 184	\$ 194	586	472	104	189
East Naples	169	146	1,545	1,681	126	93	1,042	1,273	\$ 123	\$ 140	\$ 134	\$ 130	1,077	1,015	98	133
Immokalee/Ave Maria	3	8	21	47	0	8	10	36	\$ -	\$ 59	\$ 77	\$ 65	20	18	0	125
<b>TOTAL</b>	<b>485</b>	<b>467</b>	<b>4,218</b>	<b>5,207</b>	<b>388</b>	<b>390</b>	<b>3,158</b>	<b>4,148</b>	<b>\$ 180</b>	<b>\$ 245</b>	<b>\$ 200</b>	<b>\$ 200</b>	<b>4,431</b>	<b>4,116</b>	<b>136</b>	<b>181</b>

### Legend

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Naples Beach:	34102, 34103, 34108
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### Condominium Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
			12-month ending 6/2009	12-month ending 6/2010			12-month ending 6/2009	12-month ending 6/2010			12-month ending 6/2009	12-month ending 6/2010				
	June 2009	June 2010			June 2009	June 2010			June 2009	June 2010			June 2009	June 2010	June 2009	June 2010
\$0-\$300K	254	310	2,255	3,568	257	243	1,833	2,993	\$ 138	\$ 135	\$ 150	\$ 140	2,781	2,787	162	165
\$300K-\$500K	23	32	344	538	38	40	317	435	\$ 388	\$ 356	\$ 375	\$ 373	948	717	216	182
\$500K-\$1M	34	23	308	439	37	27	254	370	\$ 650	\$ 637	\$ 651	\$ 645	923	733	192	278
\$1M-\$2M	9	8	106	138	9	13	105	123	\$ 1,450	\$ 1,375	\$ 1,350	\$ 1,325	334	275	209	218
\$2M+	8	3	60	76	9	9	52	71	\$ 2,475	\$ 2,512	\$ 2,600	\$ 2,700	173	127	348	258
<b>TOTAL</b>	<b>328</b>	<b>376</b>	<b>3,073</b>	<b>4,759</b>	<b>350</b>	<b>332</b>	<b>2,561</b>	<b>3,992</b>	<b>\$ 185</b>	<b>\$ 167</b>	<b>\$ 195</b>	<b>\$ 170</b>	<b>5,159</b>	<b>4,639</b>	<b>179</b>	<b>183</b>

### Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
			12-month ending 6/2009	12-month ending 6/2010			12-month ending 6/2009	12-month ending 6/2010			12-month ending 6/2009	12-month ending 6/2010				
	June 2009	June 2010			June 2009	June 2010			June 2009	June 2010			June 2009	June 2010	June 2009	June 2010
Naples Beach	67	59	617	910	77	71	558	853	\$ 530	\$ 535	\$ 550	\$ 500	1,517	1,346	236	234
North Naples	118	142	1,037	1,516	124	96	848	1,230	\$ 155	\$ 178	\$ 196	\$ 167	1,318	1,258	132	193
Central Naples	71	84	652	999	63	80	512	793	\$ 110	\$ 114	\$ 125	\$ 111	790	718	156	172
South Naples	42	46	476	773	43	52	405	676	\$ 130	\$ 133	\$ 140	\$ 135	847	732	209	134
East Naples	25	43	266	530	40	31	219	412	\$ 228	\$ 175	\$ 222	\$ 200	620	522	215	156
Immokalee/Ave Maria	0	0	6	8	1	1	4	5	\$ 101	\$ 22	\$ 226	\$ 25	6	10	141	35
<b>TOTAL</b>	<b>323</b>	<b>374</b>	<b>3,054</b>	<b>4,736</b>	<b>348</b>	<b>331</b>	<b>2,546</b>	<b>3,969</b>	<b>\$ 182</b>	<b>\$ 167</b>	<b>\$ 195</b>	<b>\$ 170</b>	<b>5,098</b>	<b>4,586</b>	<b>178</b>	<b>183</b>

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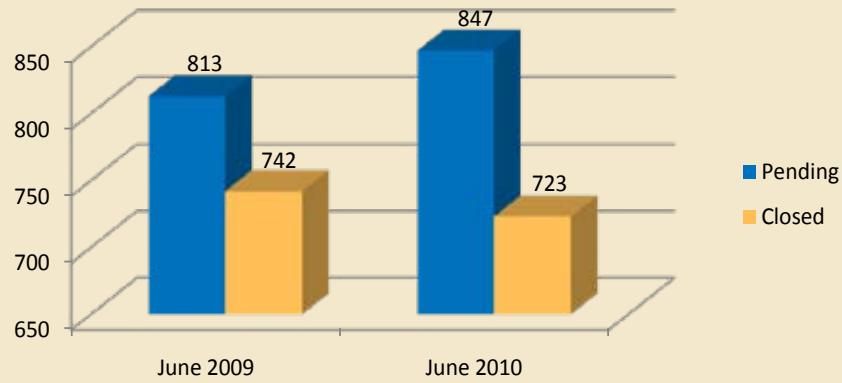
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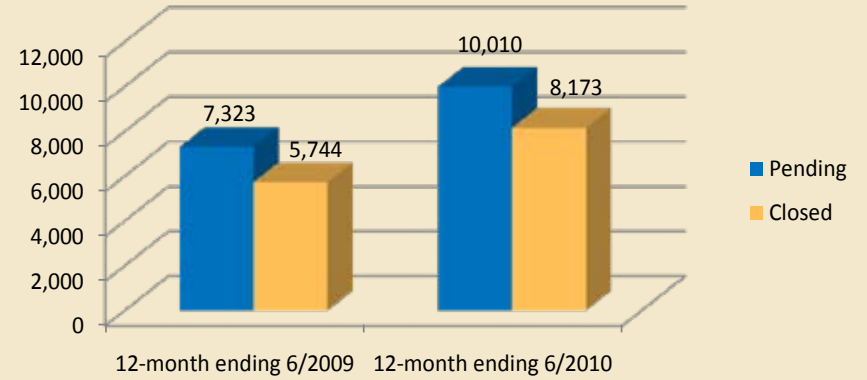
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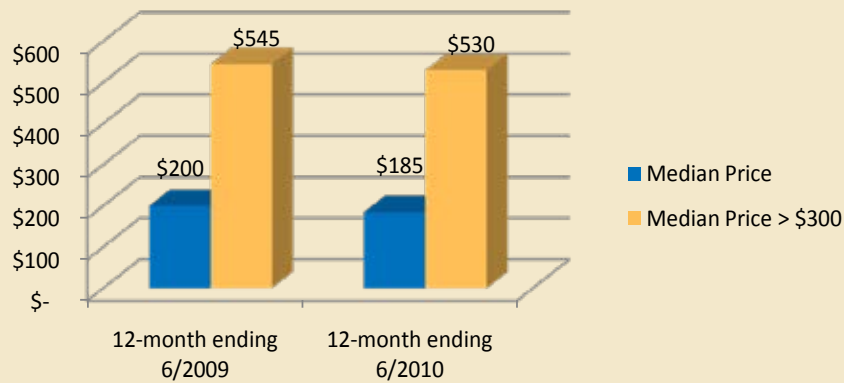
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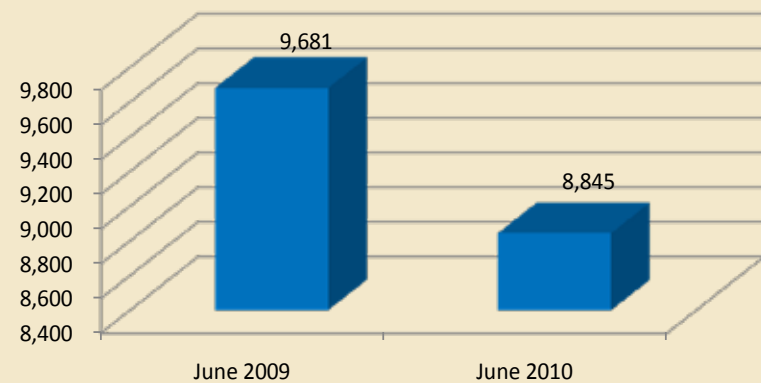
### Closed



### Median Price



### Inventory



### Overall