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239.597.1666
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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	
	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	July 2008	July 2009
	\$0-\$300K	257	682	2,180	5,878	211	437	1,920	4,146	\$ 185	\$ 130	\$ 210	\$ 139	4,723	4,382	160
\$300K-\$500K	66	124	1,128	1,048	73	100	987	830	\$ 389	\$ 386	\$ 389	\$ 375	2,265	1,791	176	194
\$500K-\$1M	62	77	790	751	60	61	702	585	\$ 680	\$ 625	\$ 670	\$ 650	2,072	1,660	233	224
\$1M-\$2M	16	24	374	276	22	20	339	241	\$ 1,425	\$ 1,325	\$ 1,350	\$ 1,350	918	841	273	298
\$2M+	18	17	280	195	12	13	222	168	\$ 3,425	\$ 3,000	\$ 2,850	\$ 2,872	662	685	360	444
TOTAL	419	924	4,752	8,148	378	631	4,170	5,970	\$ 275	\$ 172	\$ 325	\$ 190	10,640	9,359	191	166
								Median > \$300K	\$ 555	\$ 495	\$ 560	\$ 540				

Overall Market Statistics By Area

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	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	July 2008	July 2009
	Naples Beach	68	118	1,048	1,205	80	101	978	1,001	\$ 613	\$ 500	\$ 740	\$ 550	2,135	2,286	206
North Naples	110	228	1,321	2,015	106	178	1,199	1,574	\$ 333	\$ 246	\$ 350	\$ 255	2,690	2,402	201	175
Central Naples	78	209	780	1,729	67	116	668	1,200	\$ 185	\$ 117	\$ 250	\$ 125	1,846	1,484	190	142
South Naples	76	117	707	1,037	63	80	633	796	\$ 180	\$ 161	\$ 230	\$ 150	1,581	1,368	199	164
East Naples	80	240	826	2,073	58	150	633	1,345	\$ 208	\$ 127	\$ 254	\$ 143	2,157	1,653	134	131
Immokalee/Ave Maria	0	8	3	37	0	1	2	13	**	\$ 68	\$ 257	\$ 75	22	27	0	99
TOTAL	412	920	4,685	8,096	374	626	4,113	5,929	\$ 275	\$ 172	\$ 325	\$ 190	10,431	9,220	189	166

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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	\$0-\$300K	142	379	923	3,345	102	217	713	2,215	\$ 180	\$ 120	\$ 214	\$ 130	2,009	1,638	130
\$300K-\$500K	47	89	632	677	44	75	578	518	\$ 393	\$ 388	\$ 394	\$ 378	1,252	919	161	172
\$500K-\$1M	38	45	441	427	34	34	390	330	\$ 669	\$ 657	\$ 670	\$ 653	1,072	780	219	188
\$1M-\$2M	10	18	229	168	13	13	214	138	\$ 1,200	\$ 1,300	\$ 1,350	\$ 1,370	559	525	267	387
\$2M+	13	12	185	136	9	9	141	115	\$ 3,000	\$ 3,350	\$ 2,950	\$ 3,000	506	520	412	523
TOTAL	250	543	2,410	4,753	202	348	2,036	3,316	\$ 300	\$ 187	\$ 399	\$ 195	5,398	4,382	179	153

Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	July 2008	July 2009
	Naples Beach	32	50	427	549	36	45	386	430	\$ 613	\$ 500	\$ 974	\$ 587	807	863	159
North Naples	53	110	629	873	47	84	575	696	\$ 400	\$ 381	\$ 450	\$ 371	1,284	1,088	230	179
Central Naples	49	108	430	976	39	53	357	657	\$ 230	\$ 149	\$ 349	\$ 128	969	731	193	150
South Naples	43	63	285	526	28	40	253	388	\$ 282	\$ 197	\$ 365	\$ 182	716	553	171	148
East Naples	67	202	595	1,765	49	124	428	1,111	\$ 175	\$ 114	\$ 241	\$ 130	1,498	1,043	124	118
Immokalee/Ave Maria	0	8	3	32	0	1	2	11	NULL	\$ 68	\$ 257	\$ 68	16	20	0	99
TOTAL	244	541	2,369	4,721	199	347	2,001	3,293	\$ 300	\$ 185	\$ 396	\$ 195	5,290	4,298	176	154

Legend

Geographic Location	USPS Zip Codes
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Condominium Statistics By Price

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	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	12-month ending 7/2008	12-month ending 7/2009	July 2008	July 2009	July 2008	July 2009
	\$0-\$300K	115	303	1,257	2,533	109	220	1,207	1,931	\$ 185	\$ 135	\$ 208	\$ 148	2,714	2,744	189
\$300K-\$500K	19	35	496	371	29	25	409	312	\$ 380	\$ 365	\$ 380	\$ 375	1,013	872	196	245
\$500K-\$1M	24	32	349	324	26	27	312	255	\$ 691	\$ 580	\$ 675	\$ 650	1,000	880	250	275
\$1M-\$2M	6	6	145	108	9	7	125	103	\$ 1,350	\$ 1,298	\$ 1,350	\$ 1,350	359	316	279	174
\$2M+	5	5	95	59	3	4	81	53	\$ 3,150	\$ 2,550	\$ 2,675	\$ 2,600	156	165	151	247
TOTAL	169	381	2,342	3,395	176	283	2,134	2,654	\$ 250	\$ 160	\$ 275	\$ 188	5,242	4,977	206	181

Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
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	Naples Beach	36	68	621	656	44	56	592	571	\$ 600	\$ 489	\$ 650	\$ 548	1,328	1,423	245
North Naples	57	118	692	1,142	59	94	624	878	\$ 252	\$ 155	\$ 262	\$ 188	1,406	1,314	177	171
Central Naples	29	101	350	753	28	63	311	543	\$ 166	\$ 102	\$ 200	\$ 120	877	753	187	136
South Naples	33	54	422	511	35	40	380	408	\$ 162	\$ 145	\$ 200	\$ 140	855	815	222	180
East Naples	13	38	231	308	9	26	205	234	\$ 225	\$ 198	\$ 275	\$ 217	659	610	185	186
Immokalee/Ave Maria	0	0	0	5	0	0	0	2	**	**	**	\$ 352	6	7	0	0
TOTAL	168	379	2,316	3,375	175	279	2,112	2,636	\$ 250	\$ 158	\$ 275	\$ 187	5,131	4,922	205	182

Legend

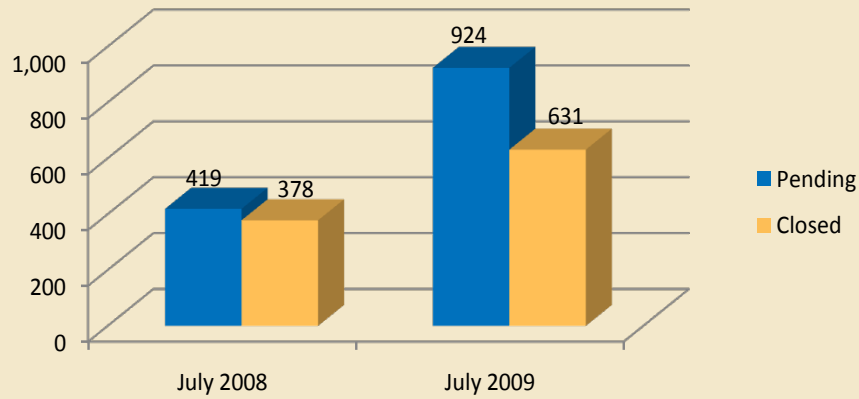
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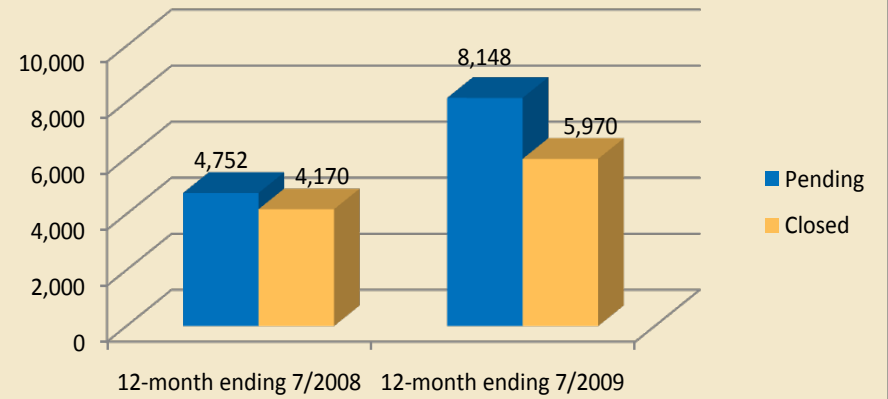
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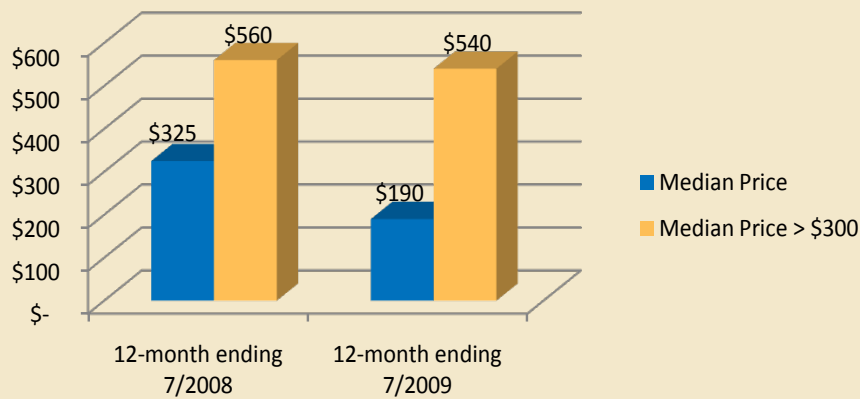
Pending



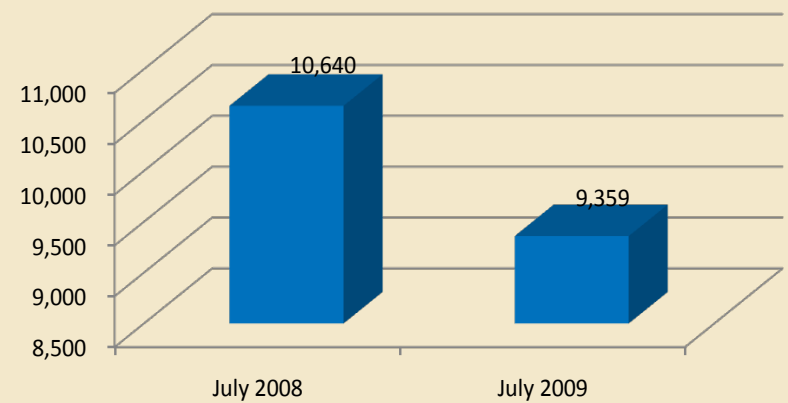
Closed



Median Price



Inventory



Overall