



Naples Area Board of REALTORS®



Your Leading Resource for Business

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1455 Pine Ridge Road  
Naples, FL 34109

YE 2017

### Overall Market Statistics by Price

|               | # Pending    |              |           | # Closed     |              |           | Median Closed Price (,000's) |               |               | Inventory    |              |            | Average DOM |             |            |
|---------------|--------------|--------------|-----------|--------------|--------------|-----------|------------------------------|---------------|---------------|--------------|--------------|------------|-------------|-------------|------------|
|               | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016                  | Annual 2017   | % Chg.        | Annual 2016  | Annual 2017  | % Chg.     | Annual 2016 | Annual 2017 | % Chg.     |
| \$0-\$300K    | 4,016        | 3,798        | -5%       | 3,998        | 3,875        | -3%       | \$ 215                       | \$ 220        | 2%            | 1,590        | 1,554        | -2%        | 71          | 82          | 15%        |
| \$300K-\$500K | 2,351        | 2,554        | 9%        | 2,149        | 2,407        | 12%       | \$ 377                       | \$ 380        | 1%            | 1,585        | 1,511        | -5%        | 88          | 98          | 11%        |
| \$500K-\$1M   | 1,545        | 1,641        | 6%        | 1,452        | 1,526        | 5%        | \$ 650                       | \$ 650        | 0%            | 1,436        | 1,287        | -10%       | 113         | 145         | 28%        |
| \$1M-\$2M     | 597          | 699          | 17%       | 574          | 601          | 5%        | \$ 1,316                     | \$ 1,350      | 3%            | 688          | 554          | -19%       | 125         | 134         | 7%         |
| \$2M+         | 394          | 429          | 9%        | 337          | 406          | 20%       | \$ 3,200                     | \$ 3,062      | -4%           | 647          | 585          | -10%       | 142         | 129         | -9%        |
| <b>TOTAL</b>  | <b>8,903</b> | <b>9,121</b> | <b>2%</b> | <b>8,510</b> | <b>8,815</b> | <b>4%</b> | <b>\$ 320</b>                | <b>\$ 330</b> | <b>3%</b>     | <b>5,946</b> | <b>5,491</b> | <b>-8%</b> | <b>89</b>   | <b>104</b>  | <b>17%</b> |
|               |              |              |           |              |              |           | <b>Median &gt; \$300K</b>    | <b>\$ 520</b> | <b>\$ 514</b> | <b>-1%</b>   |              |            |             |             |            |

### Overall Market Statistics by Area

|                     | # Pending    |              |           | # Closed     |              |           | Median Closed Price (,000's) |               |           | Inventory    |              |            | Average DOM |             |            |
|---------------------|--------------|--------------|-----------|--------------|--------------|-----------|------------------------------|---------------|-----------|--------------|--------------|------------|-------------|-------------|------------|
|                     | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016                  | Annual 2017   | % Chg.    | Annual 2016  | Annual 2017  | % Chg.     | Annual 2016 | Annual 2017 | % Chg.     |
| Naples Beach        | 1,574        | 1,648        | 5%        | 1,525        | 1,613        | 6%        | \$ 740                       | \$ 775        | 5%        | 1,408        | 1,244        | -12%       | 104         | 113         | 9%         |
| North Naples        | 2,379        | 2,536        | 7%        | 2,312        | 2,447        | 6%        | \$ 380                       | \$ 380        | 0%        | 1,705        | 1,541        | -10%       | 91          | 103         | 13%        |
| Central Naples      | 1,515        | 1,459        | -4%       | 1,431        | 1,406        | -2%       | \$ 240                       | \$ 251        | 5%        | 754          | 666          | -12%       | 76          | 100         | 32%        |
| South Naples        | 1,469        | 1,477        | 1%        | 1,399        | 1,431        | 2%        | \$ 230                       | \$ 242        | 5%        | 917          | 866          | -6%        | 85          | 110         | 29%        |
| East Naples         | 1,827        | 1,864        | 2%        | 1,714        | 1,784        | 4%        | \$ 290                       | \$ 310        | 7%        | 1,041        | 1,060        | 2%         | 90          | 99          | 10%        |
| Immokalee/Ave Maria | 53           | 53           | 0%        | 45           | 52           | 16%       | \$ 240                       | \$ 251        | 5%        | 52           | 47           | -10%       | 42          | 27          | -36%       |
| <b>TOTAL</b>        | <b>8,817</b> | <b>9,037</b> | <b>2%</b> | <b>8,426</b> | <b>8,733</b> | <b>4%</b> | <b>\$ 320</b>                | <b>\$ 330</b> | <b>3%</b> | <b>5,877</b> | <b>5,424</b> | <b>-8%</b> | <b>89</b>   | <b>104</b>  | <b>17%</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 Southwest Florida MLS. 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 Market Statistics by Price

|               | # Pending    |              |           | # Closed     |              |           | Median Closed Price (,000's) |               |               | Inventory    |              |             | Average DOM |             |            |
|---------------|--------------|--------------|-----------|--------------|--------------|-----------|------------------------------|---------------|---------------|--------------|--------------|-------------|-------------|-------------|------------|
|               | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016                  | Annual 2017   | % Chg.        | Annual 2016  | Annual 2017  | % Chg.      | Annual 2016 | Annual 2017 | % Chg.     |
| \$0-\$300K    | 1,365        | 1,143        | -16%      | 1,333        | 1,189        | -11%      | \$ 239                       | \$ 250        | 5%            | 331          | 289          | -13%        | 51          | 53          | 4%         |
| \$300K-\$500K | 1,490        | 1,575        | 6%        | 1,380        | 1,516        | 10%       | \$ 385                       | \$ 388        | 1%            | 812          | 778          | -4%         | 83          | 98          | 18%        |
| \$500K-\$1M   | 996          | 1,081        | 9%        | 946          | 989          | 5%        | \$ 635                       | \$ 650        | 2%            | 925          | 823          | -11%        | 117         | 142         | 21%        |
| \$1M-\$2M     | 351          | 384          | 9%        | 353          | 348          | -1%       | \$ 1,350                     | \$ 1,337      | -1%           | 422          | 336          | -20%        | 124         | 161         | 30%        |
| \$2M+         | 280          | 334          | 19%       | 256          | 305          | 19%       | \$ 3,275                     | \$ 3,225      | -2%           | 525          | 459          | -13%        | 156         | 170         | 9%         |
| <b>TOTAL</b>  | <b>4,482</b> | <b>4,517</b> | <b>1%</b> | <b>4,268</b> | <b>4,347</b> | <b>2%</b> | <b>\$ 400</b>                | <b>\$ 418</b> | <b>4%</b>     | <b>3,015</b> | <b>2,685</b> | <b>-11%</b> | <b>89</b>   | <b>109</b>  | <b>22%</b> |
|               |              |              |           |              |              |           | <b>Median &gt; \$300K</b>    | <b>\$ 523</b> | <b>\$ 519</b> | <b>-1%</b>   |              |             |             |             |            |

### Single Family Market Statistics by Area

|                     | # Pending    |              |           | # Closed     |              |           | Median Closed Price (,000's) |               |           | Inventory    |              |             | Average DOM |             |            |
|---------------------|--------------|--------------|-----------|--------------|--------------|-----------|------------------------------|---------------|-----------|--------------|--------------|-------------|-------------|-------------|------------|
|                     | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016                  | Annual 2017   | % Chg.    | Annual 2016  | Annual 2017  | % Chg.      | Annual 2016 | Annual 2017 | % Chg.     |
| Naples Beach        | 637          | 670          | 5%        | 609          | 652          | 7%        | \$ 1,075                     | \$ 1,117      | 4%        | 655          | 531          | -19%        | 95          | 132         | 39%        |
| North Naples        | 1,157        | 1,134        | -2%       | 1,157        | 1,098        | -5%       | \$ 533                       | \$ 520        | -2%       | 875          | 796          | -9%         | 99          | 127         | 28%        |
| Central Naples      | 743          | 699          | -6%       | 695          | 666          | -4%       | \$ 320                       | \$ 330        | 3%        | 356          | 283          | -21%        | 73          | 97          | 33%        |
| South Naples        | 545          | 549          | 1%        | 508          | 533          | 5%        | \$ 320                       | \$ 350        | 9%        | 369          | 344          | -7%         | 90          | 110         | 22%        |
| East Naples         | 1,311        | 1,369        | 4%        | 1,215        | 1,307        | 8%        | \$ 307                       | \$ 331        | 8%        | 658          | 644          | -2%         | 85          | 96          | 13%        |
| Immokalee/Ave Maria | 45           | 46           | 2%        | 40           | 43           | 8%        | \$ 241                       | \$ 255        | 6%        | 45           | 42           | -7%         | 44          | 27          | -39%       |
| <b>TOTAL</b>        | <b>4,438</b> | <b>4,467</b> | <b>1%</b> | <b>4,224</b> | <b>4,299</b> | <b>2%</b> | <b>\$ 400</b>                | <b>\$ 419</b> | <b>5%</b> | <b>2,958</b> | <b>2,640</b> | <b>-11%</b> | <b>88</b>   | <b>109</b>  | <b>24%</b> |

### Legend

| Geographic Location  | USPS Zip Codes             |
|----------------------|----------------------------|
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### Condominium Market Statistics by Price

|               | # Pending    |              |           | # Closed     |              |           | Median Closed Price (,000's) |               |               | Inventory    |              |            | Average DOM |             |            |
|---------------|--------------|--------------|-----------|--------------|--------------|-----------|------------------------------|---------------|---------------|--------------|--------------|------------|-------------|-------------|------------|
|               | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016                  | Annual 2017   | % Chg.        | Annual 2016  | Annual 2017  | % Chg.     | Annual 2016 | Annual 2017 | % Chg.     |
| \$0-\$300K    | 2,651        | 2,655        | 0%        | 2,665        | 2,686        | 1%        | \$ 199                       | \$ 204        | 3%            | 1,259        | 1,265        | 0%         | 81          | 93          | 15%        |
| \$300K-\$500K | 861          | 979          | 14%       | 769          | 891          | 16%       | \$ 365                       | \$ 365        | 0%            | 773          | 733          | -5%        | 97          | 97          | 0%         |
| \$500K-\$1M   | 549          | 560          | 2%        | 506          | 537          | 6%        | \$ 690                       | \$ 675        | -2%           | 511          | 464          | -9%        | 104         | 150         | 44%        |
| \$1M-\$2M     | 246          | 315          | 28%       | 221          | 253          | 14%       | \$ 1,300                     | \$ 1,350      | 4%            | 266          | 218          | -18%       | 128         | 96          | -25%       |
| \$2M+         | 114          | 95           | -17%      | 81           | 101          | 25%       | \$ 2,885                     | \$ 2,600      | -10%          | 122          | 126          | 3%         | 96          | 26          | -73%       |
| <b>TOTAL</b>  | <b>4,421</b> | <b>4,604</b> | <b>4%</b> | <b>4,242</b> | <b>4,468</b> | <b>5%</b> | <b>\$ 253</b>                | <b>\$ 263</b> | <b>4%</b>     | <b>2,931</b> | <b>2,806</b> | <b>-4%</b> | <b>73</b>   | <b>98</b>   | <b>34%</b> |
|               |              |              |           |              |              |           | <b>Median &gt; \$300K</b>    | <b>\$ 520</b> | <b>\$ 501</b> | <b>-4%</b>   |              |            |             |             |            |

### Condominium Market Statistics by Area

|                     | # Pending    |              |           | # Closed     |              |           | Median Closed Price (,000's) |               |           | Inventory    |              |            | Average DOM |             |            |
|---------------------|--------------|--------------|-----------|--------------|--------------|-----------|------------------------------|---------------|-----------|--------------|--------------|------------|-------------|-------------|------------|
|                     | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016  | Annual 2017  | % Chg.    | Annual 2016                  | Annual 2017   | % Chg.    | Annual 2016  | Annual 2017  | % Chg.     | Annual 2016 | Annual 2017 | % Chg.     |
| Naples Beach        | 937          | 978          | 4%        | 916          | 961          | 5%        | \$ 675                       | \$ 645        | -4%       | 751          | 713          | -5%        | 110         | 97          | -12%       |
| North Naples        | 1,222        | 1,402        | 15%       | 1,155        | 1,349        | 17%       | \$ 255                       | \$ 274        | 7%        | 828          | 745          | -10%       | 82          | 87          | 6%         |
| Central Naples      | 772          | 760          | -2%       | 736          | 740          | 1%        | \$ 185                       | \$ 189        | 2%        | 394          | 383          | -3%        | 79          | 104         | 32%        |
| South Naples        | 926          | 928          | 0%        | 891          | 898          | 1%        | \$ 195                       | \$ 200        | 3%        | 544          | 522          | -4%        | 83          | 110         | 33%        |
| East Naples         | 516          | 495          | -4%       | 499          | 477          | -4%       | \$ 268                       | \$ 269        | 0%        | 382          | 416          | 9%         | 106         | 106         | 0%         |
| Immokalee/Ave Maria | 8            | 7            | -13%      | 5            | 9            | 80%       | \$ 215                       | \$ 250        | 16%       | 7            | 5            | -29%       | 36          | 0           | -100%      |
| <b>TOTAL</b>        | <b>4,381</b> | <b>4,570</b> | <b>4%</b> | <b>4,202</b> | <b>4,434</b> | <b>6%</b> | <b>\$ 252</b>                | <b>\$ 262</b> | <b>4%</b> | <b>2,906</b> | <b>2,784</b> | <b>-4%</b> | <b>72</b>   | <b>99</b>   | <b>38%</b> |

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