

Naples Area Market Report



July 2021

The buying frenzy the Naples housing market experienced during the past year has simmered and is being replaced with what brokers say will be our new normal: a low inventory market with fast turnover of quality homes priced right. According to the July 2021 Market Report released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), inventory decreased 77.2 percent to 1,295 homes in July 2021 compared to 5,672 homes in July 2020, but demand continues to be steady as there were only 30 fewer closed sales and just a 2 percent drop in showings.

Clues that buyers and sellers are adapting to a new normal can be found in recent Market Reports. The percent of list price received has been over 99 percent for the last three months, which shows us that sellers are setting realistic prices and buyers are accepting these values as fair because offers are at near asking prices.

The median closed price in July increased 28.8 percent to \$469,950 from \$365,000 in July 2020. And even though overall pending sales in July dropped 21.5 percent to 1,135 pending sales from 1,446 pending sales in July 2020, and overall closed sales dropped 2.6 percent to 1,142 closed sales from 1,172 closed sales in July 2020, activity in the high-end luxury home market picked up speed during the month as reflected in a 32.6 percent increase in closed sales for homes over \$1 million, and a 17.1 percent increase in pending sales for single family homes valued over \$1 million in July.

Homes are selling at record-fast rates. The July Market Report showed days on market decreased 69.6 percent to 28 days from 92 days in July 2020. For single family homes, days on market dropped to 25 days in July. Homes are available but they are just not staying on the market long, especially quality homes that are priced right.

Quick Facts

- 2.6%	+ 28.8%	- 77.2%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
+ 135.4%	+ 71.3%	+ 76.7%
Price Range With the Strongest Sales:	Bedroom Count With Strongest Sales:	Property Type With Strongest Sales:
\$2,000,001 and Above	2 Bedrooms	Condo

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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	7-2020	7-2021	% Change	YTD 2020	YTD 2021	% Change
New Listings		1,223	1,075	- 12.1%	9,180	9,842	+ 7.2%
Total Sales		1,172	1,142	- 2.6%	6,258	10,597	+ 69.3%
Days on Market Until Sale		92	28	- 69.6%	95	54	- 43.2%
Median Closed Price		\$365,000	\$469,950	+ 28.8%	\$350,825	\$430,000	+ 22.6%
Average Closed Price		\$621,356	\$863,190	+ 38.9%	\$649,112	\$812,525	+ 25.2%
Percent of List Price Received		95.8%	99.3%	+ 3.7%	95.6%	98.2%	+ 2.7%
Pending Listings		1,446	1,135	- 21.5%	8,557	13,116	+ 53.3%
Inventory of Homes for Sale		5,672	1,295	- 77.2%	—	—	—
Months Supply of Inventory		6.7	0.9	- 86.6%	—	—	—

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	7-2020	7-2021	% Change	YTD 2020	YTD 2021	% Change
New Listings		583	564	- 3.3%	4,548	4,970	+ 9.3%
Total Sales		650	575	- 11.5%	3,245	4,846	+ 49.3%
Days on Market Until Sale		90	25	- 72.2%	95	49	- 48.4%
Median Closed Price		\$459,500	\$625,000	+ 36.0%	\$440,000	\$585,000	+ 33.0%
Average Closed Price		\$787,773	\$1,138,703	+ 44.5%	\$827,031	\$1,129,104	+ 36.5%
Percent of List Price Received		96.1%	99.2%	+ 3.2%	95.9%	98.5%	+ 2.7%
Pending Listings		821	589	- 28.3%	4,591	6,127	+ 33.5%
Inventory of Homes for Sale		2,704	772	- 71.4%	—	—	—
Months Supply of Inventory		6.1	1.2	- 80.3%	—	—	—

Condo Market Overview

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



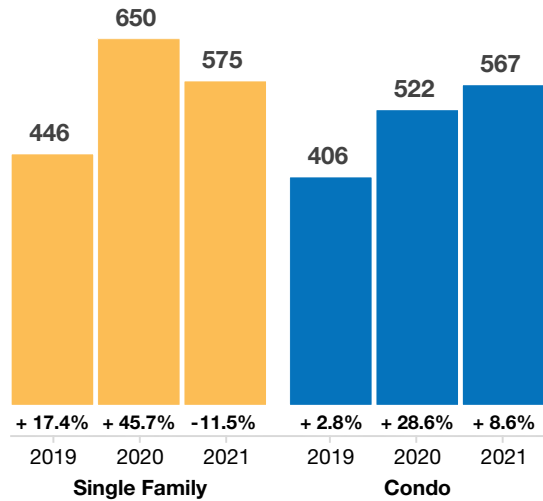
Key Metrics	Historical Sparkbars	7-2020	7-2021	% Change	YTD 2020	YTD 2021	% Change
New Listings		640	511	- 20.2%	4,632	4,872	+ 5.2%
Total Sales		522	567	+ 8.6%	3,013	5,751	+ 90.9%
Days on Market Until Sale		95	32	- 66.3%	94	58	- 38.3%
Median Closed Price		\$273,500	\$349,900	+ 27.9%	\$272,500	\$320,000	+ 17.4%
Average Closed Price		\$414,132	\$583,789	+ 41.0%	\$457,485	\$545,765	+ 19.3%
Percent of List Price Received		95.4%	99.4%	+ 4.2%	95.2%	98.0%	+ 2.9%
Pending Listings		625	546	- 12.6%	4,194	6,989	+ 66.6%
Inventory of Homes for Sale		2,968	523	- 82.4%	—	—	—
Months Supply of Inventory		7.2	0.7	- 90.3%	—	—	—

Overall Closed Sales

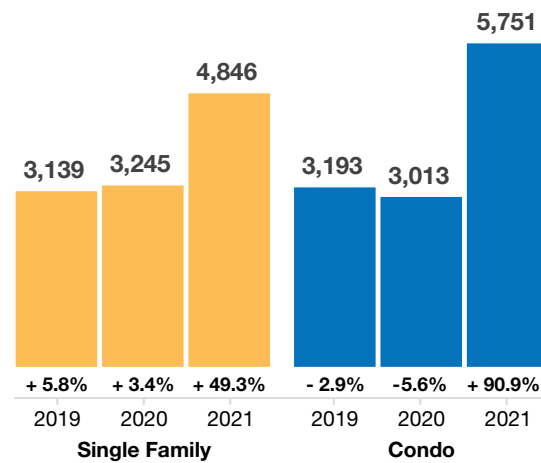
A count of the actual sales that closed in a given month.



July

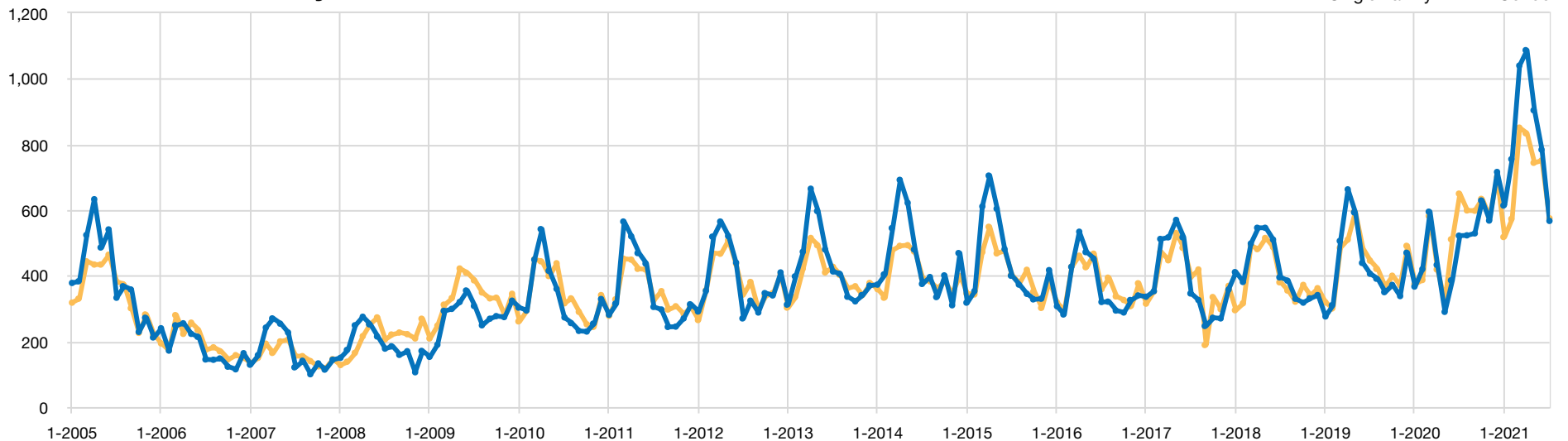


Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2020	599	+ 42.3%	523	+ 33.8%
Sep-2020	598	+ 62.9%	529	+ 51.1%
Oct-2020	634	+ 58.5%	629	+ 69.1%
Nov-2020	580	+ 56.3%	568	+ 68.0%
Dec-2020	701	+ 42.8%	716	+ 52.3%
Jan-2021	518	+ 38.5%	614	+ 67.3%
Feb-2021	573	+ 48.1%	755	+ 79.8%
Mar-2021	851	+ 46.2%	1,040	+ 74.8%
Apr-2021	834	+ 99.0%	1,087	+ 151.0%
May-2021	744	+ 131.1%	904	+ 211.7%
Jun-2021	751	+ 47.0%	784	+ 103.1%
Jul-2021	575	- 11.5%	567	+ 8.6%
12-Month Avg	663	+ 50.3%	726	+ 76.6%

Overall Closed Sales by Month



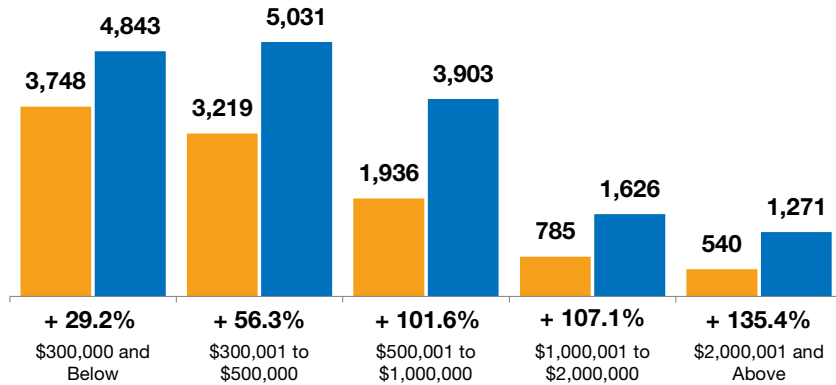
Overall Closed Sales by Price Range

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



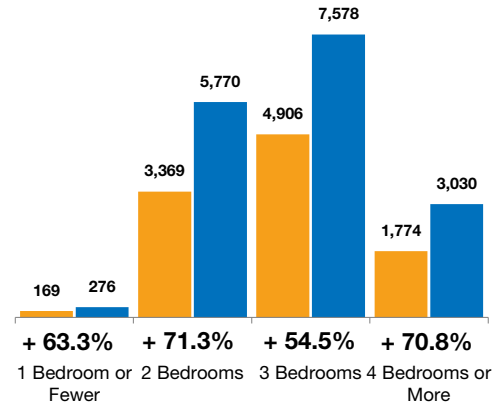
By Price Range

7-2020 7-2021



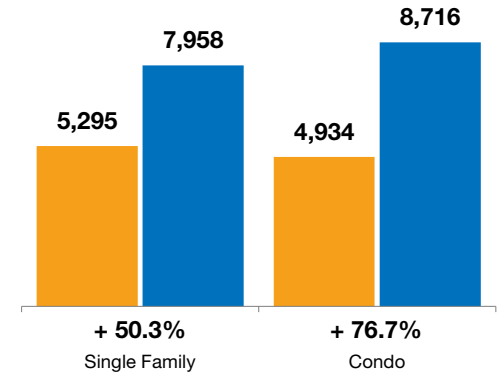
By Bedroom Count

7-2020 7-2021



By Property Type

7-2020 7-2021



All Properties

By Price Range

	7-2020	7-2021	Change
\$300,000 and Below	3,748	4,843	+ 29.2%
\$300,001 to \$500,000	3,219	5,031	+ 56.3%
\$500,001 to \$1,000,000	1,936	3,903	+ 101.6%
\$1,000,001 to \$2,000,000	785	1,626	+ 107.1%
\$2,000,001 and Above	540	1,271	+ 135.4%
All Price Ranges	10,229	16,674	+ 63.0%

Single Family

7-2020	7-2021	Change
979	761	- 22.3%
2,071	2,680	+ 29.4%
1,344	2,650	+ 97.2%
493	981	+ 99.0%
407	886	+ 117.7%
5,295	7,958	+ 50.3%

Condo

	7-2020	7-2021	Change
	2769	4082	+ 47.4%
	1148	2351	+ 104.8%
	592	1253	+ 111.7%
	292	645	+ 120.9%
	133	385	+ 189.5%
	4,934	8,716	+ 76.7%

By Bedroom Count

	7-2020	7-2021	Change
1 Bedroom or Fewer	169	276	+ 63.3%
2 Bedrooms	3,369	5,770	+ 71.3%
3 Bedrooms	4,906	7,578	+ 54.5%
4 Bedrooms or More	1,774	3,030	+ 70.8%
All Bedroom Counts	10,229	16,674	+ 63.0%

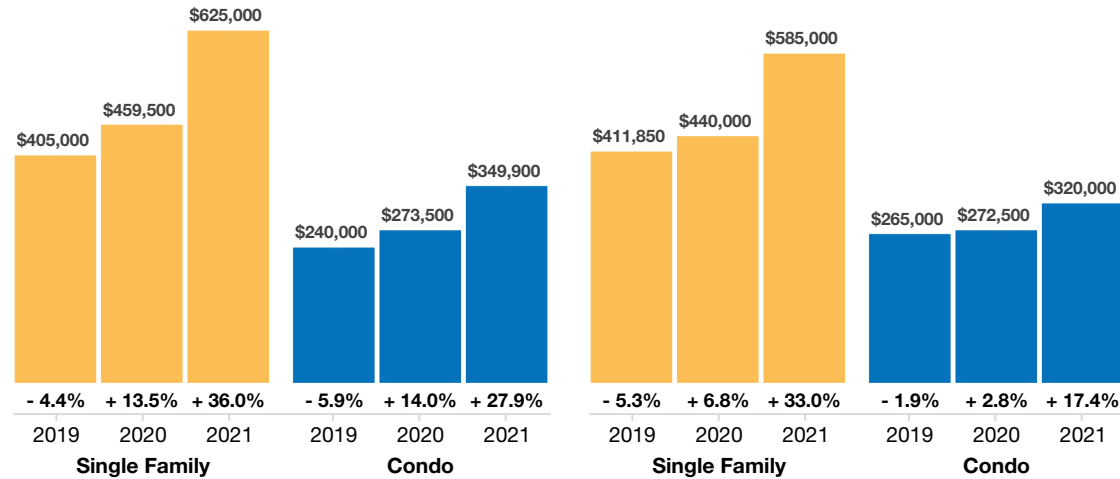
7-2020	7-2021	Change	7-2020	7-2021	Change
23	29	+ 26.1%	146	247	+ 69.2%
480	821	+ 71.0%	2,889	4,949	+ 71.3%
3,091	4,314	+ 39.6%	1,815	3,264	+ 79.8%
1,699	2,790	+ 64.2%	75	240	+ 220.0%
5,295	7,958	+ 50.3%	4,934	8,716	+ 76.7%

Overall Median Closed Price

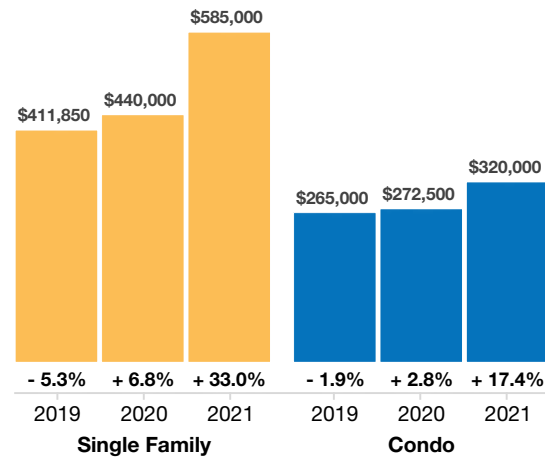
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



July



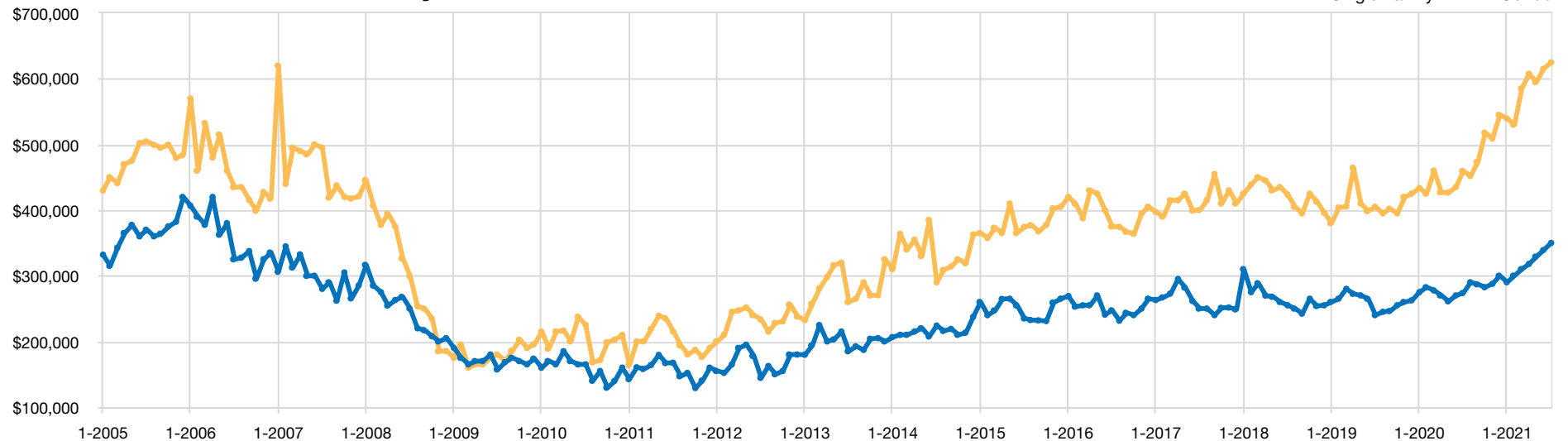
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2020	\$452,000	+ 14.4%	\$290,000	+ 18.4%
Sep-2020	\$473,000	+ 17.7%	\$287,000	+ 16.6%
Oct-2020	\$517,750	+ 31.1%	\$282,500	+ 10.8%
Nov-2020	\$509,000	+ 21.2%	\$287,750	+ 10.7%
Dec-2020	\$545,000	+ 28.2%	\$300,000	+ 14.3%
Jan-2021	\$539,500	+ 24.5%	\$290,132	+ 5.5%
Feb-2021	\$530,000	+ 24.7%	\$300,000	+ 6.2%
Mar-2021	\$585,000	+ 27.2%	\$310,000	+ 11.6%
Apr-2021	\$607,500	+ 42.3%	\$318,000	+ 17.8%
May-2021	\$595,000	+ 39.5%	\$329,000	+ 26.1%
Jun-2021	\$615,000	+ 41.4%	\$339,050	+ 25.6%
Jul-2021	\$625,000	+ 36.0%	\$349,900	+ 27.9%
12-Month Avg*	\$550,000	+ 28.4%	\$309,000	+ 16.6%

* Median Closed Price for all properties from August 2020 through July 2021. This is not the average of the individual figures above.

Overall Median Closed Price by Month



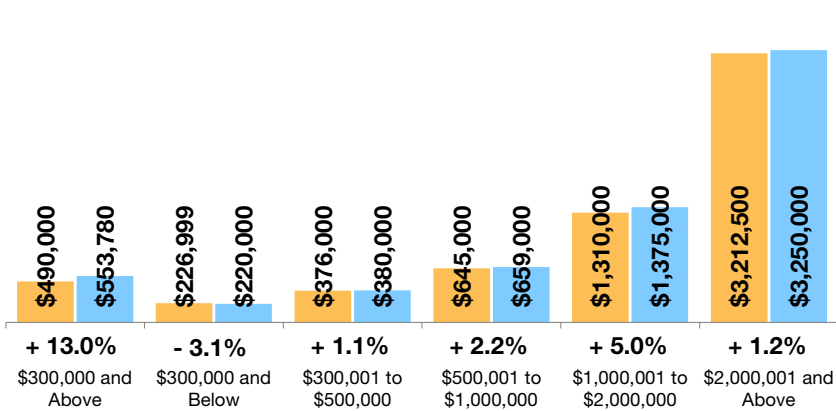
Overall Median Closed Price by Price Range

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



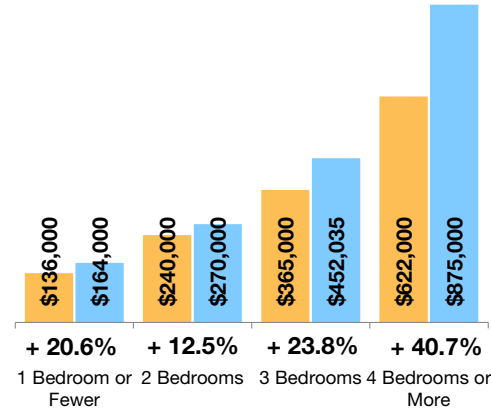
By Price Range

7-2020 7-2021



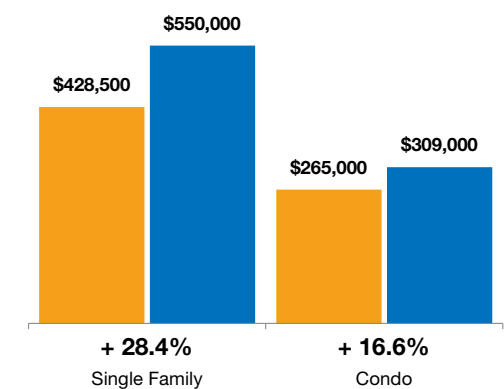
By Bedroom Count

7-2020 7-2021



By Property Type

7-2020 7-2021



All Properties

By Price Range

	7-2020	7-2021	Change
\$300,000 and Above	\$490,000	\$553,780	+ 13.0%
\$300,000 and Below	\$226,999	\$220,000	- 3.1%
\$300,001 to \$500,000	\$376,000	\$380,000	+ 1.1%
\$500,001 to \$1,000,000	\$645,000	\$659,000	+ 2.2%
\$1,000,001 to \$2,000,000	\$1,310,000	\$1,375,000	+ 5.0%
\$2,000,001 and Above	\$3,212,500	\$3,250,000	+ 1.2%
All Price Ranges	\$340,000	\$415,000	+ 22.1%

Single Family

	7-2020	7-2021	Change
\$490,000	\$490,000	\$593,800	+ 21.2%
\$267,875	\$255,000	\$255,000	- 4.8%
\$385,000	\$395,000	\$395,000	+ 2.6%
\$639,000	\$657,400	\$657,400	+ 2.9%
\$1,335,000	\$1,350,000	\$1,350,000	+ 1.1%
\$3,312,500	\$3,500,000	\$3,500,000	+ 5.7%
All Single Family	\$428,500	\$550,000	+ 28.4%

Condo

	7-2020	7-2021	Change
\$480,000	\$490,000	\$490,000	+ 2.1%
\$210,000	\$215,000	\$215,000	+ 2.4%
\$359,000	\$369,000	\$369,000	+ 2.8%
\$666,500	\$660,000	\$660,000	- 1.0%
\$1,300,000	\$1,400,000	\$1,400,000	+ 7.7%
\$2,852,500	\$2,700,000	\$2,700,000	- 5.3%
All Condo	\$265,000	\$309,000	+ 16.6%

By Bedroom Count

	7-2020	7-2021	Change
1 Bedroom or Fewer	\$136,000	\$164,000	+ 20.6%
2 Bedrooms	\$240,000	\$270,000	+ 12.5%
3 Bedrooms	\$365,000	\$452,035	+ 23.8%
4 Bedrooms or More	\$622,000	\$875,000	+ 40.7%
All Bedroom Counts	\$340,000	\$415,000	+ 22.1%

	7-2020	7-2021	Change
\$95,000	\$85,000	\$85,000	- 10.5%
\$298,900	\$350,000	\$350,000	+ 17.1%
\$390,000	\$490,000	\$490,000	+ 25.6%
\$615,000	\$845,000	\$845,000	+ 37.4%
\$1,990,000	\$2,042,500	\$2,042,500	+ 2.6%
All Single Family	\$428,500	\$550,000	+ 28.4%

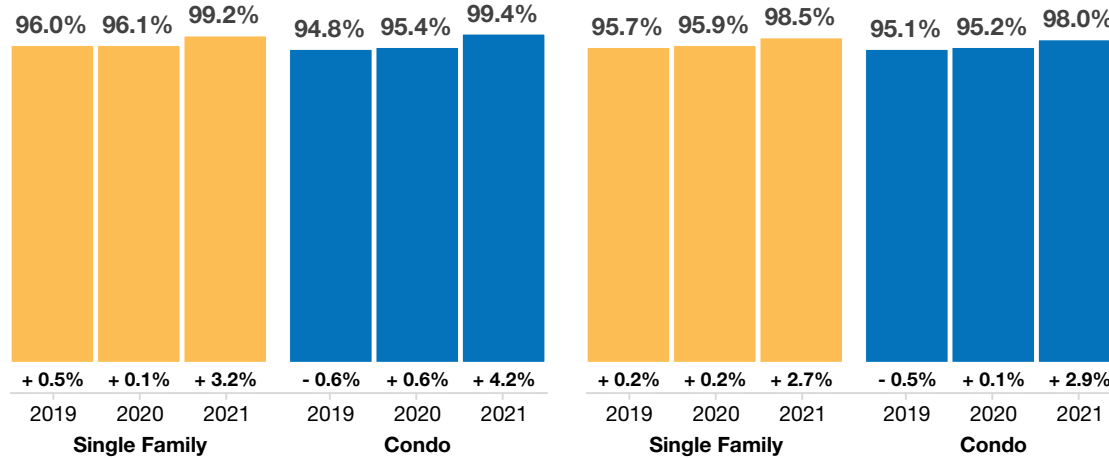
Overall Percent of Current List Price Received

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.



July

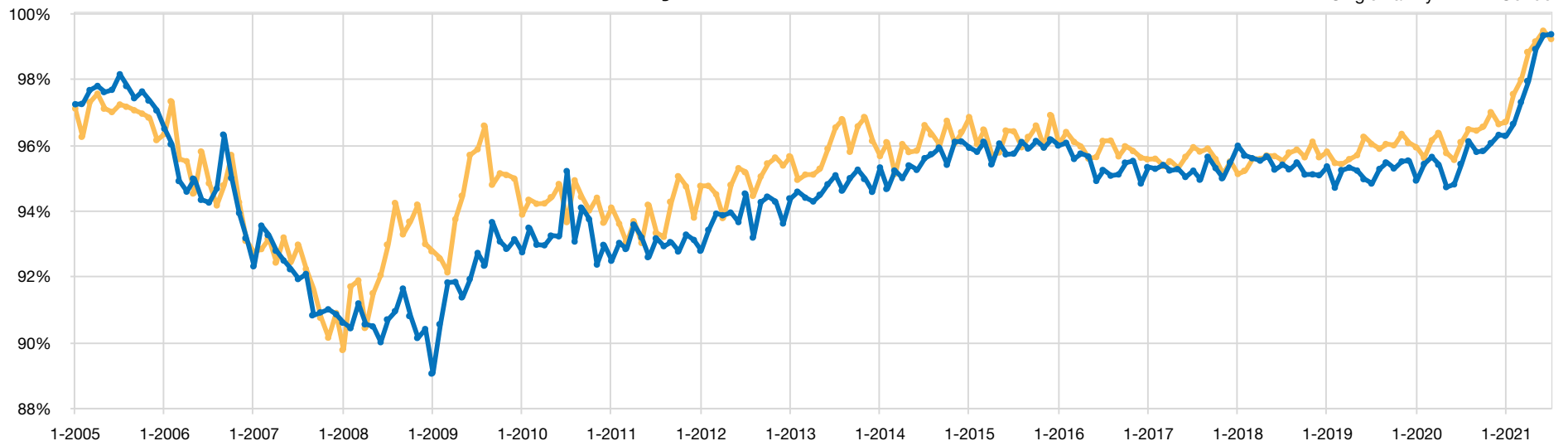
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2020	96.5%	+ 0.6%	96.1%	+ 0.8%
Sep-2020	96.4%	+ 0.4%	95.8%	+ 0.3%
Oct-2020	96.5%	+ 0.5%	95.8%	+ 0.5%
Nov-2020	97.0%	+ 0.7%	96.0%	+ 0.5%
Dec-2020	96.6%	+ 0.5%	96.3%	+ 0.8%
Jan-2021	96.7%	+ 0.8%	96.3%	+ 1.5%
Feb-2021	97.5%	+ 2.0%	96.6%	+ 1.3%
Mar-2021	98.0%	+ 2.0%	97.3%	+ 1.8%
Apr-2021	98.8%	+ 2.5%	97.9%	+ 2.6%
May-2021	99.1%	+ 3.6%	98.9%	+ 4.4%
Jun-2021	99.5%	+ 4.2%	99.3%	+ 4.7%
Jul-2021	99.2%	+ 3.2%	99.4%	+ 4.2%
12-Month Avg*	97.8%	+ 1.9%	97.3%	+ 2.1%

* Pct. of List Price Received for all properties from August 2020 through July 2021. This is not the average of the individual figures above.

Overall Percent of Current List Price Received by Month



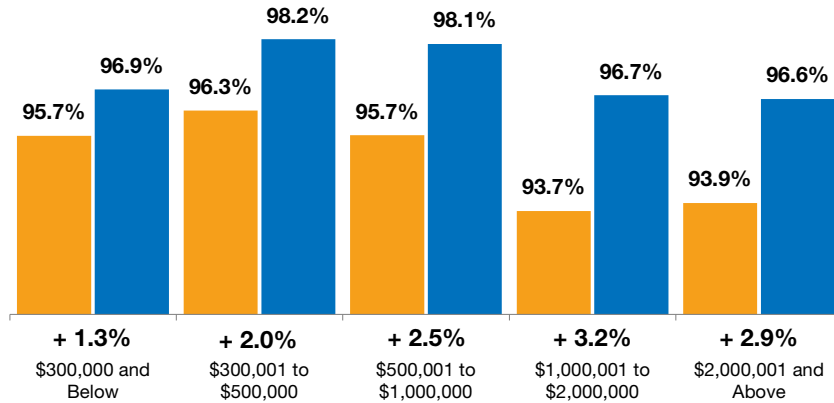
Overall Percent of Current List Price Received by Price Range

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.**



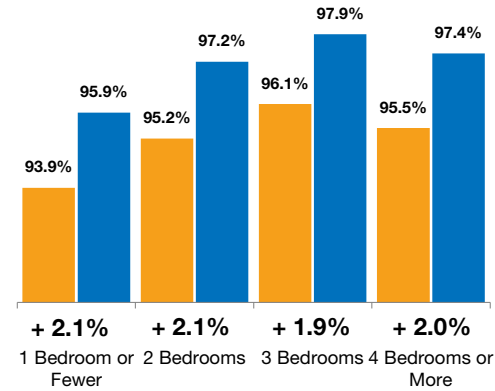
By Price Range

7-2020 7-2021



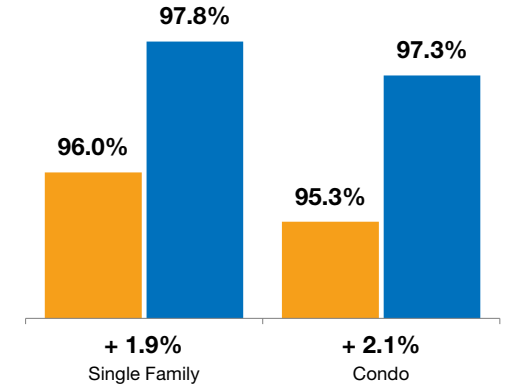
By Bedroom Count

7-2020 7-2021



By Property Type

7-2020 7-2021



All Properties

By Price Range

	7-2020	7-2021	Change
\$300,000 and Below	95.7%	96.9%	+ 1.3%
\$300,001 to \$500,000	96.3%	98.2%	+ 2.0%
\$500,001 to \$1,000,000	95.7%	98.1%	+ 2.5%
\$1,000,001 to \$2,000,000	93.7%	96.7%	+ 3.2%
\$2,000,001 and Above	93.9%	96.6%	+ 2.9%
All Price Ranges	95.7%	97.5%	+ 1.9%

Single Family

	7-2020	7-2021	Change
\$300,000 and Below	96.6%	96.8%	+ 0.2%
\$300,001 to \$500,000	96.6%	98.3%	+ 1.8%
\$500,001 to \$1,000,000	95.9%	98.3%	+ 2.5%
\$1,000,001 to \$2,000,000	93.4%	96.7%	+ 3.5%
\$2,000,001 and Above	93.6%	96.4%	+ 3.0%
All Price Ranges	96.0%	97.8%	+ 1.9%

Condo

	7-2020	7-2021	Change
\$300,000 and Below	95.3%	96.9%	+ 1.7%
\$300,001 to \$500,000	95.7%	98.1%	+ 2.5%
\$500,001 to \$1,000,000	95.2%	97.5%	+ 2.4%
\$1,000,001 to \$2,000,000	94.2%	96.8%	+ 2.8%
\$2,000,001 and Above	94.8%	97.2%	+ 2.5%
All Price Ranges	95.3%	97.3%	+ 2.1%

By Bedroom Count

	7-2020	7-2021	Change
1 Bedroom or Fewer	93.9%	95.9%	+ 2.1%
2 Bedrooms	95.2%	97.2%	+ 2.1%
3 Bedrooms	96.1%	97.9%	+ 1.9%
4 Bedrooms or More	95.5%	97.4%	+ 2.0%
All Bedroom Counts	95.7%	97.5%	+ 1.9%

	7-2020	7-2021	Change
1 Bedroom or Fewer	93.8%	92.5%	- 1.4%
2 Bedrooms	94.9%	97.2%	+ 2.4%
3 Bedrooms	96.4%	98.2%	+ 1.9%
4 Bedrooms or More	95.5%	97.3%	+ 1.9%
All Bedroom Counts	96.0%	97.8%	+ 1.9%

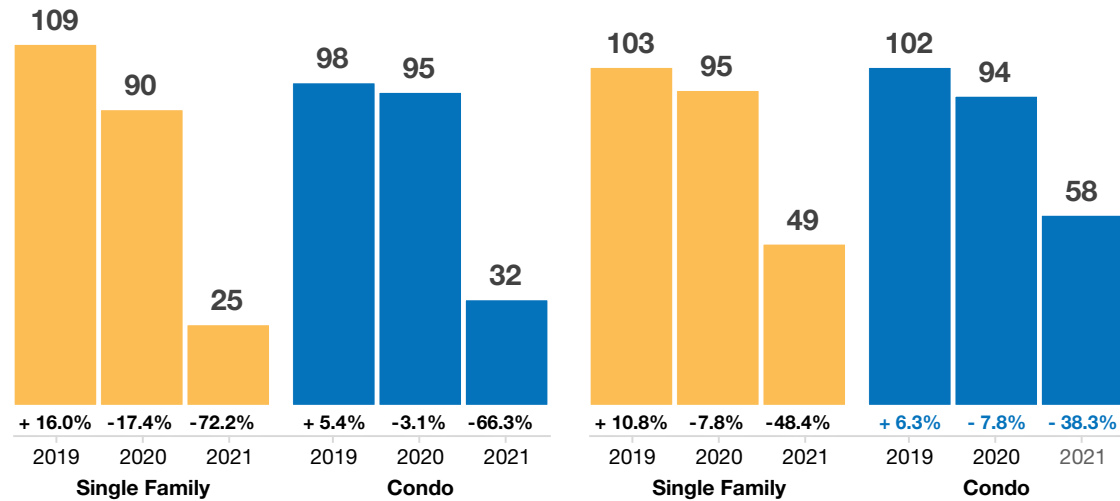
	7-2020	7-2021	Change
1 Bedroom or Fewer	94.0%	96.3%	+ 2.4%
2 Bedrooms	95.3%	97.2%	+ 2.0%
3 Bedrooms	95.5%	97.5%	+ 2.1%
4 Bedrooms or More	95.7%	97.9%	+ 2.3%
All Bedroom Counts	95.3%	97.3%	+ 2.1%

Overall Days on Market Until Sale

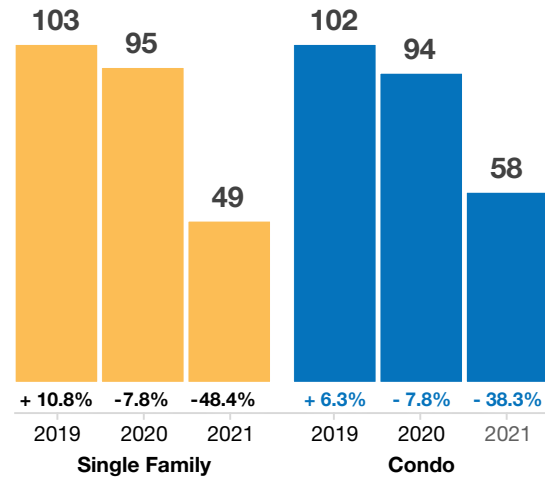
Average number of days between when a property is listed and when an offer is accepted in a given month.



July



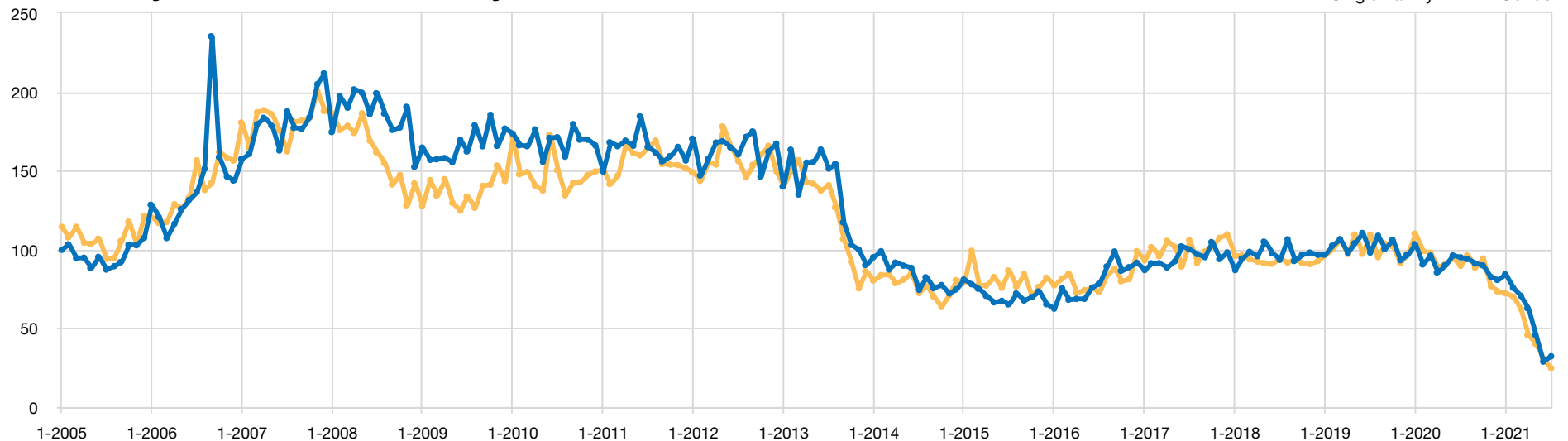
Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2020	96	+ 1.1%	94	- 13.8%
Sep-2020	88	- 15.4%	91	- 9.0%
Oct-2020	94	- 7.8%	90	- 15.1%
Nov-2020	77	- 15.4%	83	- 10.8%
Dec-2020	73	- 24.7%	81	- 16.5%
Jan-2021	72	- 34.5%	84	- 18.4%
Feb-2021	70	- 29.3%	76	- 15.6%
Mar-2021	62	- 36.7%	71	- 26.0%
Apr-2021	46	- 48.3%	63	- 25.9%
May-2021	40	- 56.0%	46	- 48.9%
Jun-2021	31	- 67.0%	29	- 69.8%
Jul-2021	25	- 72.2%	32	- 66.3%
12-Month Avg*	63	- 34.5%	68	- 29.8%

* Days on Market for all properties from August 2020 through July 2021. This is not the average of the individual figures above.

Overall Days on Market Until Sale by Month



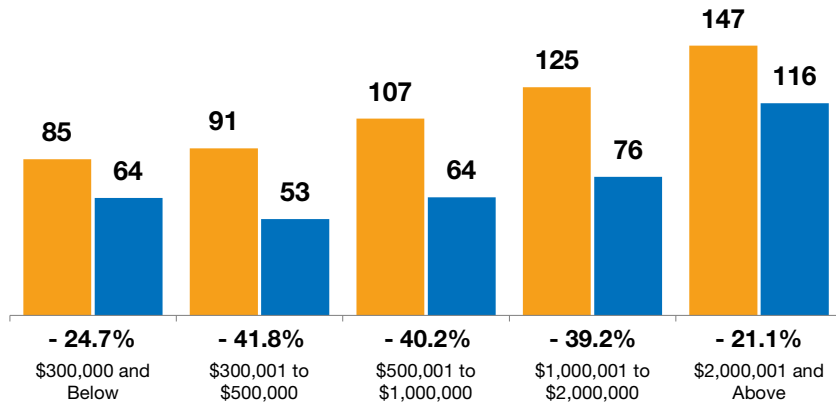
Overall Days on Market Until Sale by Price Range

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



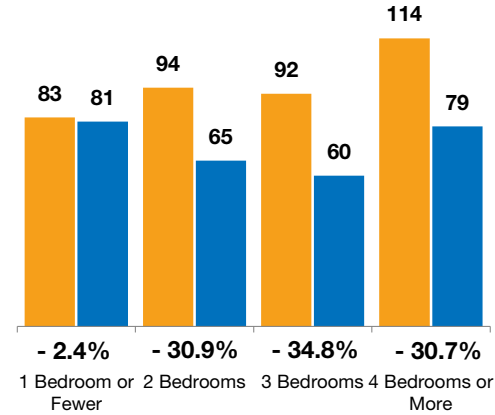
By Price Range

7-2020 7-2021



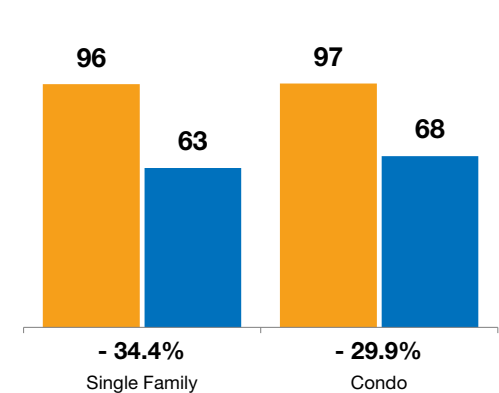
By Bedroom Count

7-2020 7-2021



By Property Type

7-2020 7-2021



All Properties

By Price Range

	7-2020	7-2021	Change
\$300,000 and Below	85	64	- 24.7%
\$300,001 to \$500,000	91	53	- 41.8%
\$500,001 to \$1,000,000	107	64	- 40.2%
\$1,000,001 to \$2,000,000	125	76	- 39.2%
\$2,000,001 and Above	147	116	- 21.1%
All Price Ranges	96	66	- 31.3%

Single Family

7-2020	7-2021	Change
71	64	- 9.9%
88	47	- 46.6%
106	56	- 47.2%
129	71	- 45.0%
155	124	- 20.0%
96	63	- 34.4%

Condo

	7-2020	7-2021	Change
	91	64	- 29.7%
	98	59	- 39.8%
	111	82	- 26.1%
	118	82	- 30.5%
	119	97	- 18.5%
	97	68	- 29.9%

By Bedroom Count

	7-2020	7-2021	Change
1 Bedroom or Fewer	83	81	- 2.4%
2 Bedrooms	94	65	- 30.9%
3 Bedrooms	92	60	- 34.8%
4 Bedrooms or More	114	79	- 30.7%
All Bedroom Counts	96	66	- 31.3%

7-2020	7-2021	Change
127	175	+ 37.8%
89	60	- 32.6%
87	54	- 37.9%
114	77	- 32.5%
96	63	- 34.4%

	7-2020	7-2021	Change
	75	70	- 6.9%
	95	66	- 30.3%
	100	67	- 32.5%
	116	99	- 14.6%
	97	68	- 29.9%

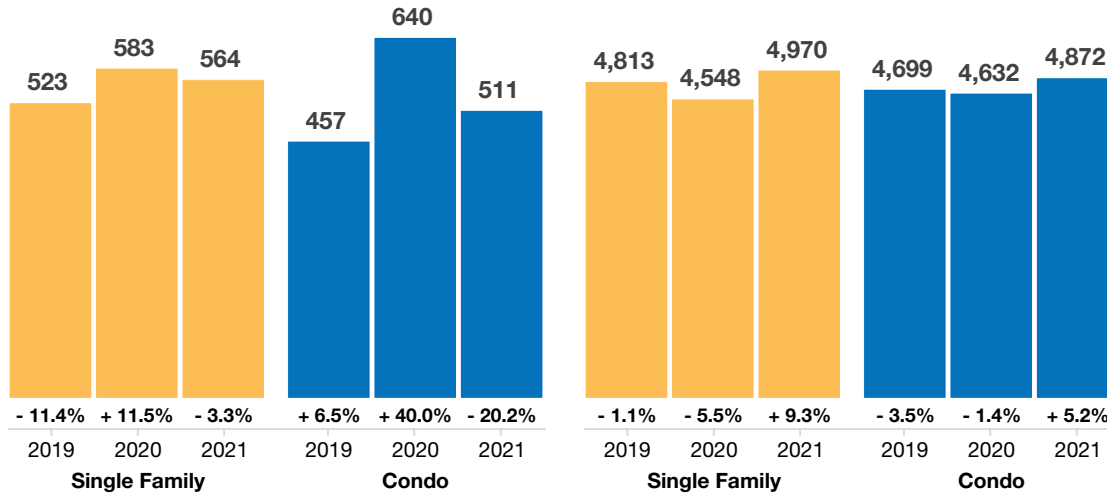
Overall New Listings

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



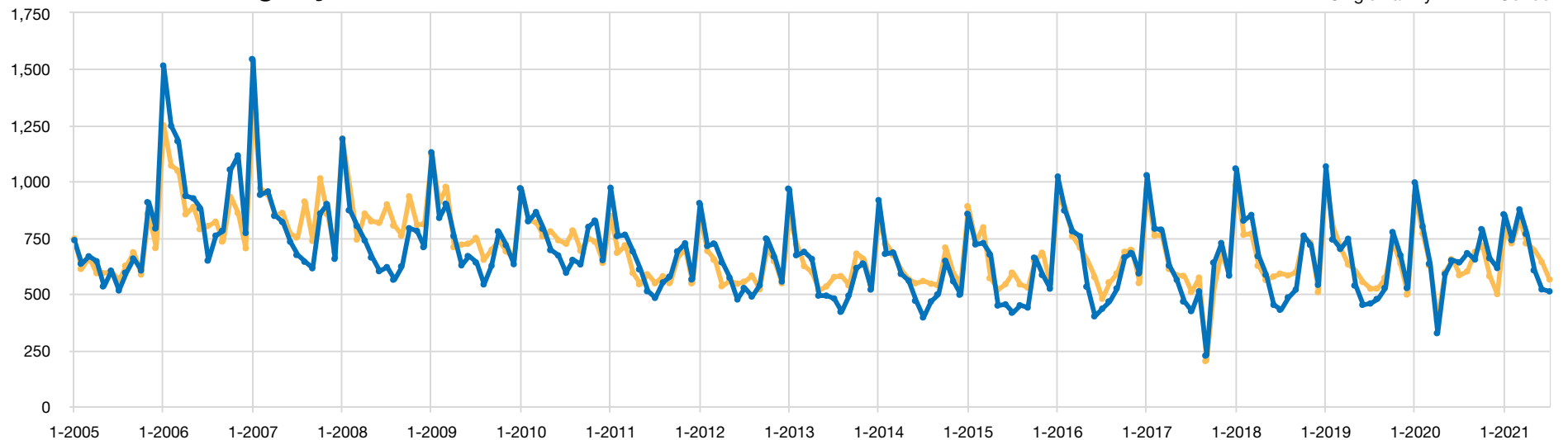
July

Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2020	600	+ 14.5%	681	+ 42.8%
Sep-2020	687	+ 20.1%	653	+ 24.1%
Oct-2020	716	- 2.3%	788	+ 1.7%
Nov-2020	579	- 8.8%	659	- 1.9%
Dec-2020	499	+ 0.4%	615	+ 16.9%
Jan-2021	786	- 16.0%	854	- 14.3%
Feb-2021	725	- 5.7%	739	- 7.6%
Mar-2021	833	+ 33.1%	876	+ 38.2%
Apr-2021	725	+ 88.8%	767	+ 136.0%
May-2021	695	+ 16.6%	605	+ 2.9%
Jun-2021	642	- 1.8%	520	- 19.9%
Jul-2021	564	- 3.3%	511	- 20.2%
12-Month Avg	671	+ 7.2%	689	+ 8.7%

Overall New Listings by Month

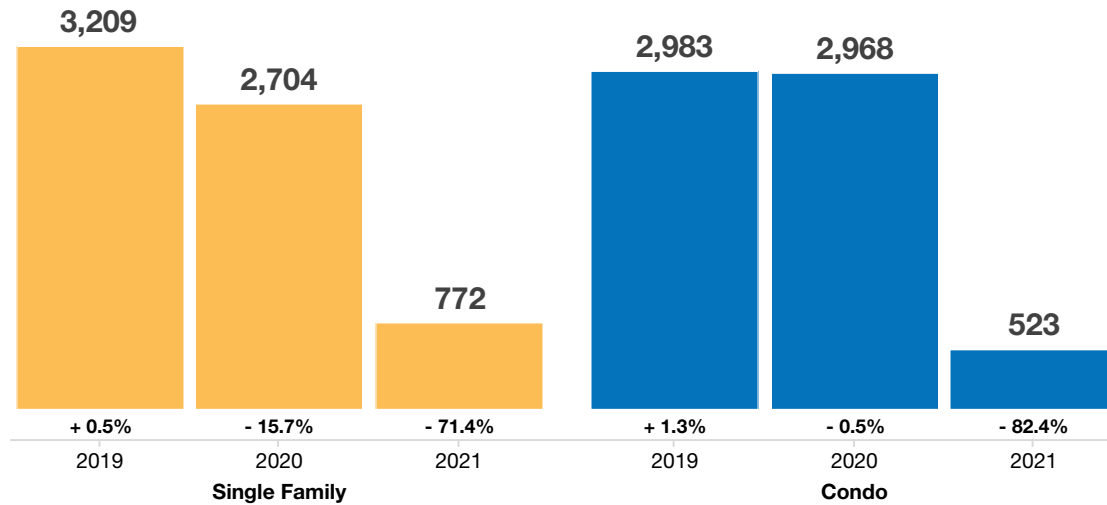


Overall Inventory of Homes for Sale

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

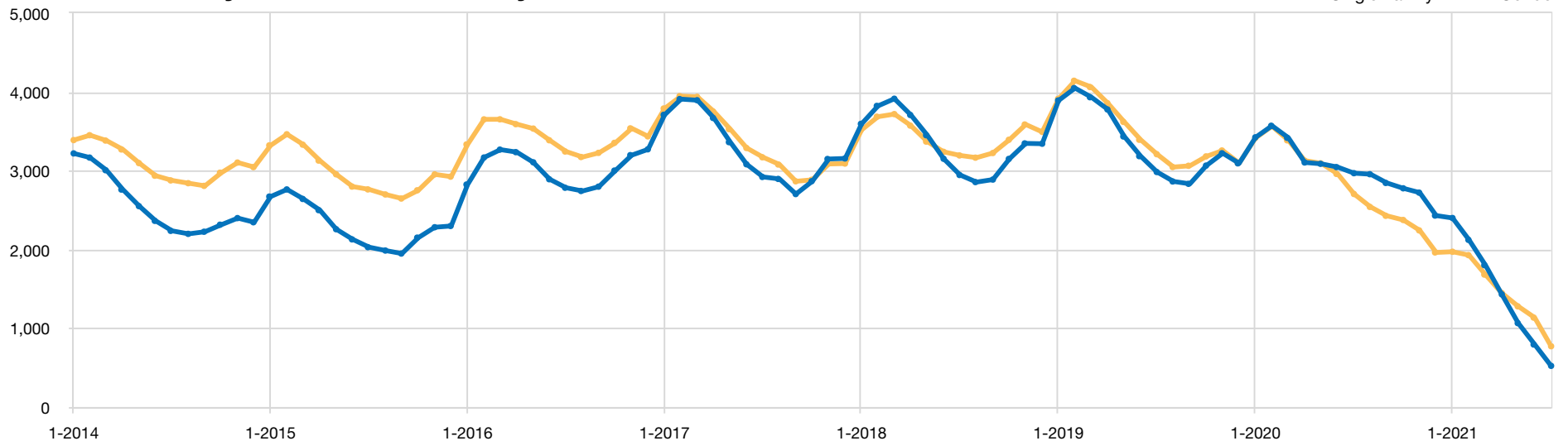


July



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2020	2,540	- 16.6%	2,955	+ 3.2%
Sep-2020	2,427	- 20.7%	2,844	+ 0.4%
Oct-2020	2,374	- 25.4%	2,776	- 9.4%
Nov-2020	2,242	- 31.1%	2,721	- 15.5%
Dec-2020	1,962	- 36.6%	2,430	- 21.4%
Jan-2021	1,971	- 42.3%	2,399	- 29.9%
Feb-2021	1,928	- 45.9%	2,122	- 40.6%
Mar-2021	1,681	- 50.3%	1,801	- 47.3%
Apr-2021	1,446	- 53.8%	1,430	- 53.9%
May-2021	1,278	- 58.7%	1,065	- 65.5%
Jun-2021	1,135	- 61.6%	794	- 73.9%
Jul-2021	772	- 71.4%	523	- 82.4%
12-Month Avg	1,813	- 42.6%	1,988	- 36.7%

Overall Inventory of Homes for Sale by Month



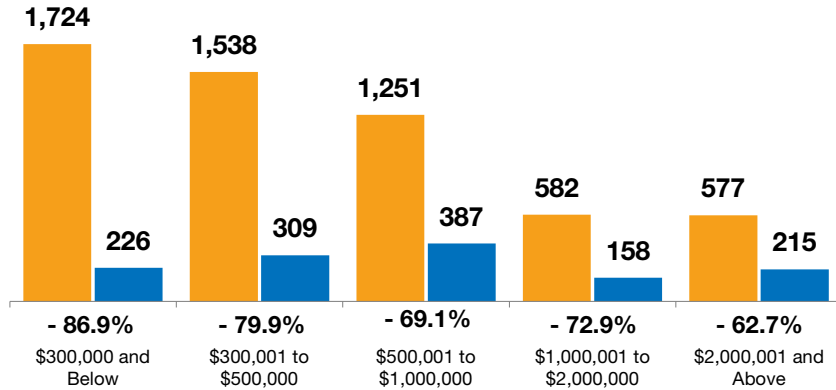
Overall Inventory of Homes for Sale by Price Range

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



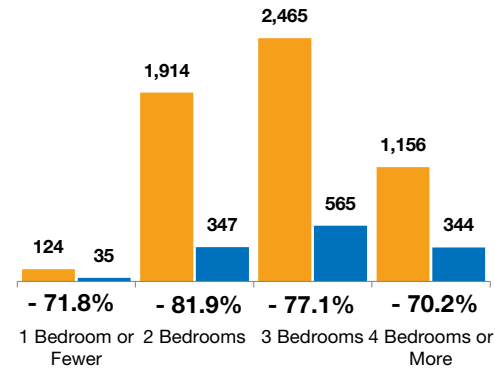
By Price Range

7-2020 7-2021



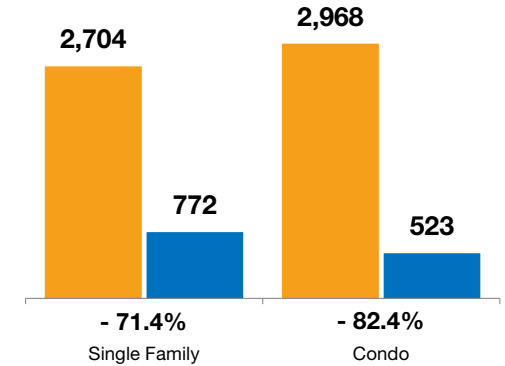
By Bedroom Count

7-2020 7-2021



By Property Type

7-2020 7-2021



All Properties

By Price Range

	7-2020	7-2021	Change
\$300,000 and Below	1,724	226	- 86.9%
\$300,001 to \$500,000	1,538	309	- 79.9%
\$500,001 to \$1,000,000	1,251	387	- 69.1%
\$1,000,001 to \$2,000,000	582	158	- 72.9%
\$2,000,001 and Above	577	215	- 62.7%
All Price Ranges	5,672	1,295	- 77.2%

Single Family

	7-2020	7-2021	Change
1 Bedroom or Fewer	319	59	- 81.5%
2 Bedrooms	802	156	- 80.5%
3 Bedrooms	816	287	- 64.8%
4 Bedrooms or More	344	110	- 68.0%
	423	160	- 62.2%
Total	2,704	772	- 71.4%

Condo

	7-2020	7-2021	Change
1 Bedroom or Fewer	1405	167	- 88.1%
2 Bedrooms	736	153	- 79.2%
3 Bedrooms	435	100	- 77.0%
4 Bedrooms or More	238	48	- 79.8%
	154	55	- 64.3%
Total	2,968	523	- 82.4%

By Bedroom Count

	7-2020	7-2021	Change
1 Bedroom or Fewer	124	35	- 71.8%
2 Bedrooms	1,914	347	- 81.9%
3 Bedrooms	2,465	565	- 77.1%
4 Bedrooms or More	1,156	344	- 70.2%
All Bedroom Counts	5,672	1,295	- 77.2%

	7-2020	7-2021	Change
1 Bedroom or Fewer	25	10	- 60.0%
2 Bedrooms	261	79	- 69.7%
3 Bedrooms	1,345	357	- 73.5%
4 Bedrooms or More	1,072	325	- 69.7%
Total	2,704	772	- 71.4%

	7-2020	7-2021	Change
1 Bedroom or Fewer	99	25	- 74.7%
2 Bedrooms	1,653	268	- 83.8%
3 Bedrooms	1,120	927	- 17.2%
4 Bedrooms or More	84	19	- 77.4%
Total	2,968	523	- 82.4%

Listing and Sales Summary Report

July 2021



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Jul-21	Jul-20	% Change	Jul-21	Jul-20	% Change	Jul-21	Jul-20	% Change	Jul-21	Jul-20	% Change
Overall Naples Market*	\$469,950	\$365,000	+28.8%	1142	1172	-2.6%	1,295	5,672	-77.2%	28	92	-69.6%
Collier County	\$501,000	\$375,000	+33.6%	1262	1261	+0.1%	1,488	6,349	-76.6%	29	95	-69.5%
Ave Maria	\$475,000	\$245,000	+93.9%	21	13	+61.5%	35	96	-63.5%	63	86	-26.7%
Central Naples	\$350,000	\$275,000	+27.3%	175	123	+42.3%	204	729	-72.0%	20	105	-81.0%
East Naples	\$463,566	\$335,000	+38.4%	236	295	-20.0%	309	1,103	-72.0%	21	80	-73.8%
Everglades City	\$538,750	\$390,000	+38.1%	2	1	+100.0%	6	11	-45.5%	290	84	+245.2%
Immokalee	\$222,900	\$195,000	+14.3%	5	3	+66.7%	10	26	-61.5%	17	130	-86.9%
Immokalee / Ave Maria	\$422,500	\$234,750	+80.0%	26	16	+62.5%	45	122	-63.1%	54	95	-43.2%
Naples	\$470,000	\$370,000	+27.0%	1117	1157	-3.5%	1,252	5,552	-77.4%	28	92	-69.6%
Naples Beach	\$820,000	\$865,000	-5.2%	227	234	-3.0%	315	1,326	-76.2%	53	113	-53.1%
North Naples	\$550,000	\$435,000	+26.4%	291	323	-9.9%	234	1,426	-83.6%	16	86	-81.4%
South Naples	\$337,500	\$275,000	+22.7%	187	181	+3.3%	188	966	-80.5%	31	85	-63.5%
34102	\$1,000,000	\$1,235,000	-19.0%	63	77	-18.2%	130	429	-69.7%	104	105	-1.0%
34103	\$680,000	\$830,000	-18.1%	58	75	-22.7%	78	406	-80.8%	37	126	-70.6%
34104	\$316,000	\$255,000	+23.9%	81	63	+28.6%	88	324	-72.8%	16	105	-84.8%
34105	\$450,000	\$291,500	+54.4%	64	42	+52.4%	72	299	-75.9%	25	125	-80.0%
34108	\$810,000	\$642,500	+26.1%	106	82	+29.3%	107	491	-78.2%	33	109	-69.7%
34109	\$550,000	\$400,000	+37.5%	68	93	-26.9%	59	320	-81.6%	16	72	-77.8%
34110	\$505,000	\$455,000	+11.0%	92	96	-4.2%	80	570	-86.0%	22	112	-80.4%
34112	\$265,900	\$230,000	+15.6%	97	103	-5.8%	96	462	-79.2%	41	90	-54.4%
34113	\$390,000	\$320,000	+21.9%	90	78	+15.4%	92	504	-81.7%	19	79	-75.9%
34114	\$535,000	\$395,000	+35.4%	89	102	-12.7%	110	497	-77.9%	28	79	-64.6%
34116	\$342,500	\$274,500	+24.8%	30	18	+66.7%	44	106	-58.5%	23	58	-60.3%
34117	\$459,500	\$387,000	+18.7%	24	27	-11.1%	55	106	-48.1%	22	89	-75.3%
34119	\$600,000	\$470,000	+27.7%	131	134	-2.2%	95	536	-82.3%	12	78	-84.6%
34120	\$425,000	\$319,450	+33.0%	123	166	-25.9%	144	500	-71.2%	16	80	-80.0%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$422,500	\$234,750	+80.0%	26	16	+62.5%	45	122	-63.1%	54	95	-43.2%

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

Local Market Update – July 2021

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Naples Beach

34102, 34103, 34108

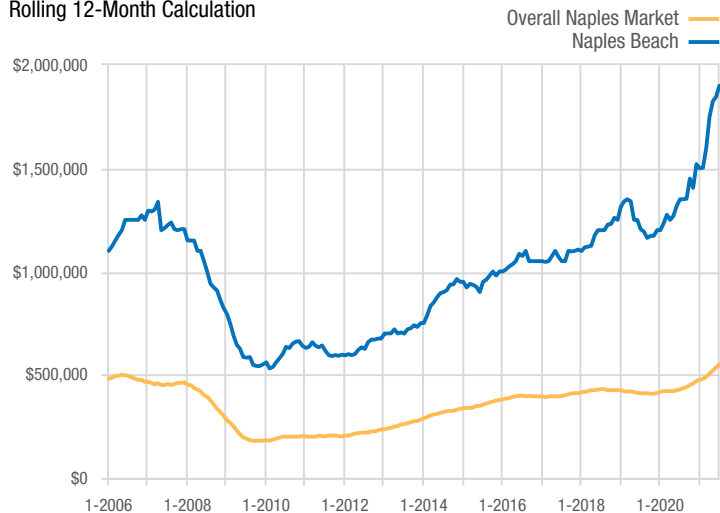
Single Family	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	90	75	- 16.7%	715	768	+ 7.4%
Total Sales	114	91	- 20.2%	487	779	+ 60.0%
Days on Market Until Sale	122	40	- 67.2%	123	75	- 39.0%
Median Closed Price*	\$1,377,500	\$1,750,000	+ 27.0%	\$1,637,500	\$2,200,000	+ 34.4%
Average Closed Price*	\$2,041,190	\$3,204,118	+ 57.0%	\$2,408,833	\$3,207,414	+ 33.2%
Percent of List Price Received*	93.2%	98.1%	+ 5.3%	93.5%	97.9%	+ 4.7%
Inventory of Homes for Sale	500	154	- 69.2%	—	—	—
Months Supply of Inventory	8.4	1.5	- 82.1%	—	—	—

Condo	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	150	85	- 43.3%	1,128	1,139	+ 1.0%
Total Sales	120	136	+ 13.3%	703	1,436	+ 104.3%
Days on Market Until Sale	104	62	- 40.4%	108	76	- 29.6%
Median Closed Price*	\$742,500	\$727,000	- 2.1%	\$685,000	\$778,500	+ 13.6%
Average Closed Price*	\$859,174	\$1,215,441	+ 41.5%	\$996,395	\$1,161,663	+ 16.6%
Percent of List Price Received*	95.1%	97.9%	+ 2.9%	94.4%	97.3%	+ 3.1%
Inventory of Homes for Sale	826	161	- 80.5%	—	—	—
Months Supply of Inventory	9.4	0.9	- 90.4%	—	—	—

* 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.

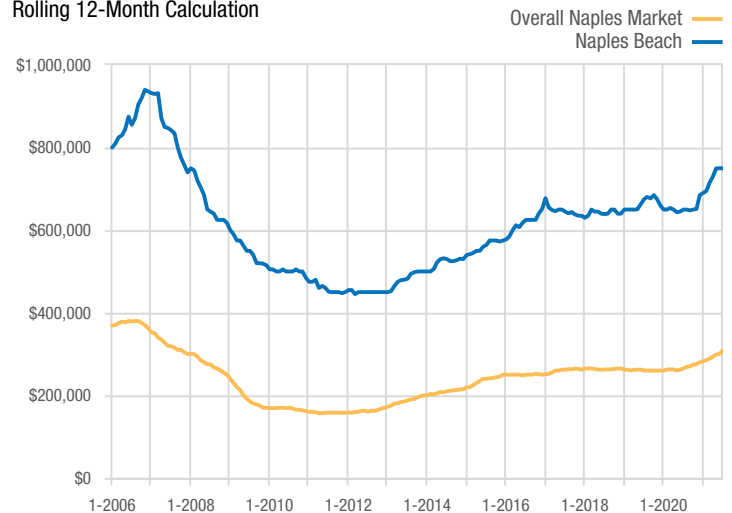
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – July 2021

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North Naples

34109, 34110, 34119

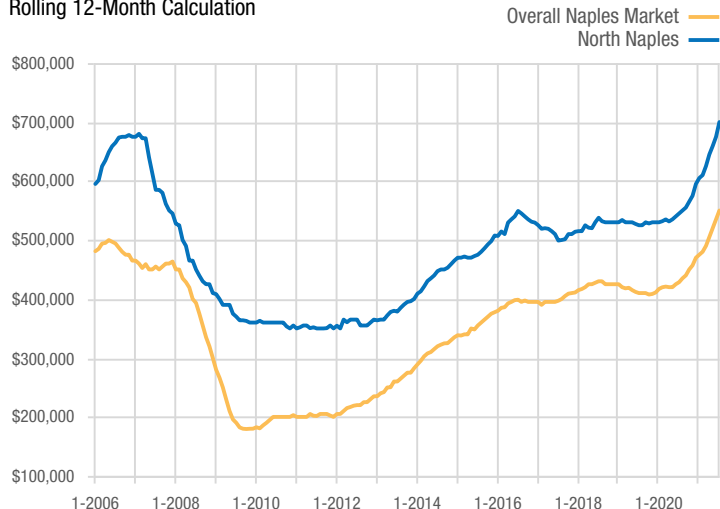
Single Family	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	137	131	- 4.4%	1,124	1,214	+ 8.0%
Total Sales	182	143	- 21.4%	783	1,205	+ 53.9%
Days on Market Until Sale	81	16	- 80.2%	94	43	- 54.3%
Median Closed Price*	\$555,500	\$747,000	+ 34.5%	\$555,000	\$735,000	+ 32.4%
Average Closed Price*	\$675,279	\$1,014,392	+ 50.2%	\$752,985	\$1,019,529	+ 35.4%
Percent of List Price Received*	96.2%	100.2%	+ 4.2%	95.6%	98.8%	+ 3.3%
Inventory of Homes for Sale	667	148	- 77.8%	—	—	—
Months Supply of Inventory	6.0	0.9	- 85.0%	—	—	—

Condo	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	183	127	- 30.6%	1,234	1,267	+ 2.7%
Total Sales	141	148	+ 5.0%	831	1,465	+ 76.3%
Days on Market Until Sale	94	16	- 83.0%	89	50	- 43.8%
Median Closed Price*	\$270,000	\$373,000	+ 38.1%	\$270,000	\$315,100	+ 16.7%
Average Closed Price*	\$340,928	\$516,763	+ 51.6%	\$370,648	\$452,433	+ 22.1%
Percent of List Price Received*	95.5%	99.9%	+ 4.6%	95.6%	98.5%	+ 3.0%
Inventory of Homes for Sale	759	86	- 88.7%	—	—	—
Months Supply of Inventory	6.4	0.4	- 93.8%	—	—	—

* 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.

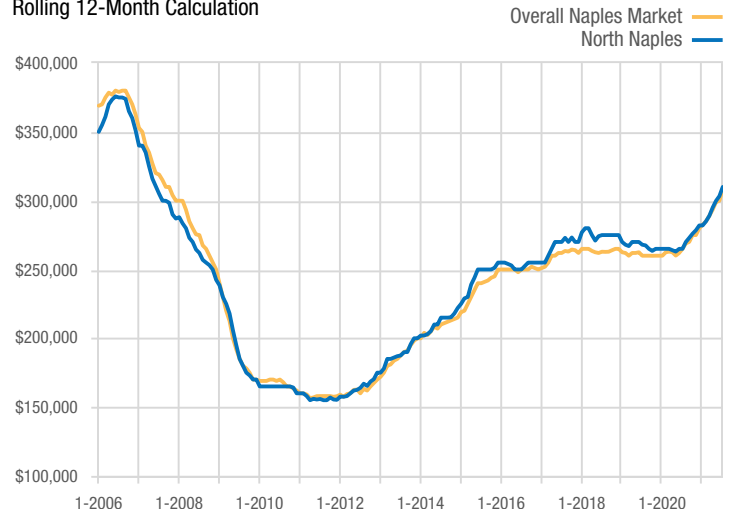
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Central Naples

34104, 34105, 34116

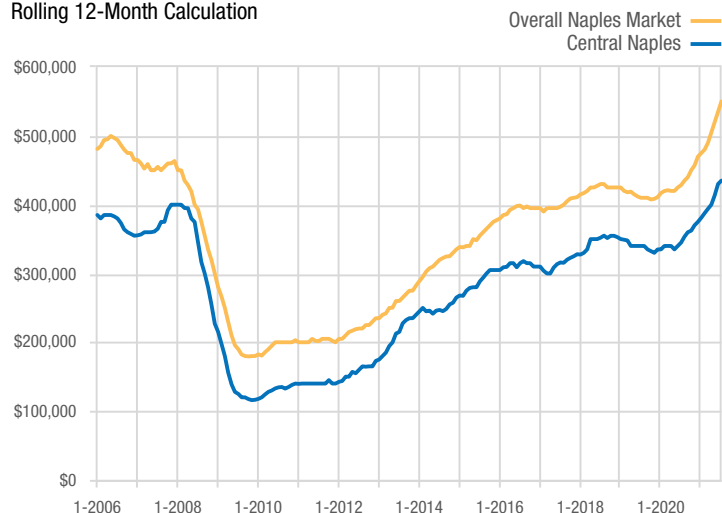
Single Family	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	74	83	+ 12.2%	559	670	+ 19.9%
Total Sales	59	81	+ 37.3%	419	616	+ 47.0%
Days on Market Until Sale	113	20	- 82.3%	91	42	- 53.8%
Median Closed Price*	\$365,000	\$465,000	+ 27.4%	\$355,000	\$460,000	+ 29.6%
Average Closed Price*	\$541,149	\$626,611	+ 15.8%	\$584,715	\$750,536	+ 28.4%
Percent of List Price Received*	96.4%	99.4%	+ 3.1%	96.0%	98.4%	+ 2.5%
Inventory of Homes for Sale	319	110	- 65.5%	—	—	—
Months Supply of Inventory	5.4	1.3	- 75.9%	—	—	—

Condo	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	89	99	+ 11.2%	681	795	+ 16.7%
Total Sales	64	94	+ 46.9%	416	914	+ 119.7%
Days on Market Until Sale	97	21	- 78.4%	81	53	- 34.6%
Median Closed Price*	\$185,000	\$240,000	+ 29.7%	\$192,000	\$218,000	+ 13.5%
Average Closed Price*	\$200,184	\$277,273	+ 38.5%	\$213,385	\$251,674	+ 17.9%
Percent of List Price Received*	94.3%	100.3%	+ 6.4%	95.0%	98.0%	+ 3.2%
Inventory of Homes for Sale	410	94	- 77.1%	—	—	—
Months Supply of Inventory	6.9	0.9	- 87.0%	—	—	—

* 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.

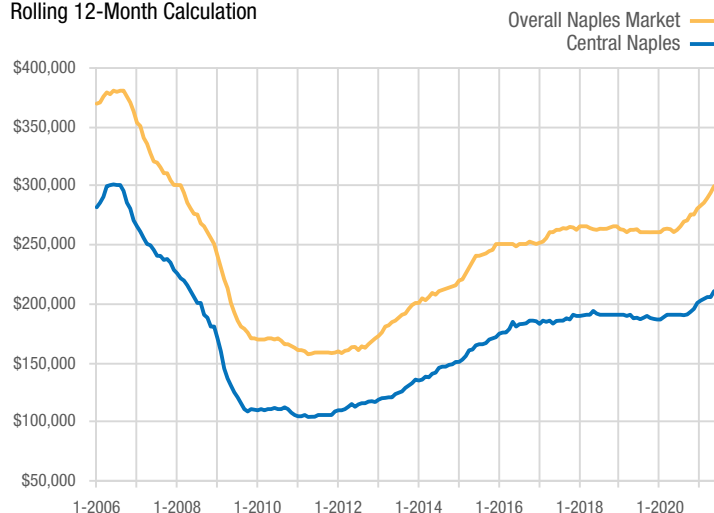
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – July 2021

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South Naples

34112, 34113

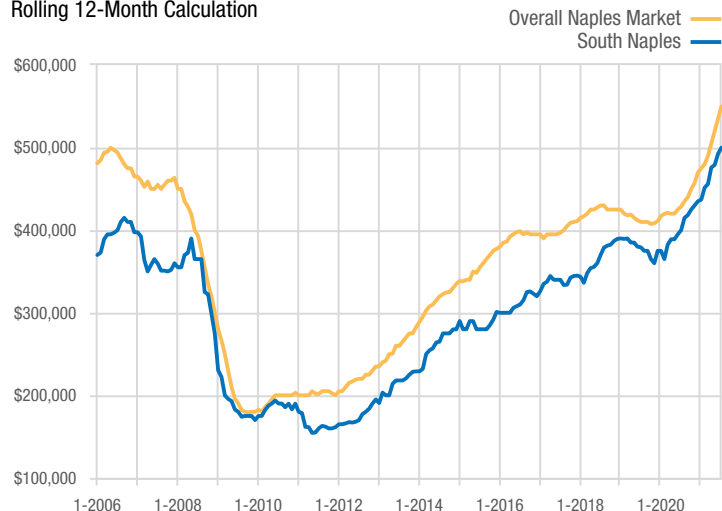
Single Family	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	63	61	- 3.2%	589	640	+ 8.7%
Total Sales	64	64	0.0%	358	647	+ 80.7%
Days on Market Until Sale	74	23	- 68.9%	88	52	- 40.9%
Median Closed Price*	\$402,000	\$522,500	+ 30.0%	\$407,000	\$525,000	+ 29.0%
Average Closed Price*	\$492,271	\$759,643	+ 54.3%	\$521,218	\$669,707	+ 28.5%
Percent of List Price Received*	95.7%	98.2%	+ 2.6%	95.3%	98.2%	+ 3.0%
Inventory of Homes for Sale	367	79	- 78.5%	—	—	—
Months Supply of Inventory	7.2	0.9	- 87.5%	—	—	—

Condo	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	135	117	- 13.3%	995	1,039	+ 4.4%
Total Sales	117	123	+ 5.1%	659	1,242	+ 88.5%
Days on Market Until Sale	91	34	- 62.6%	95	58	- 38.9%
Median Closed Price*	\$218,000	\$279,000	+ 28.0%	\$222,500	\$247,250	+ 11.1%
Average Closed Price*	\$245,992	\$307,115	+ 24.8%	\$254,724	\$271,557	+ 6.6%
Percent of List Price Received*	95.6%	98.8%	+ 3.3%	95.3%	97.7%	+ 2.5%
Inventory of Homes for Sale	599	109	- 81.8%	—	—	—
Months Supply of Inventory	6.5	0.7	- 89.2%	—	—	—

* 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.

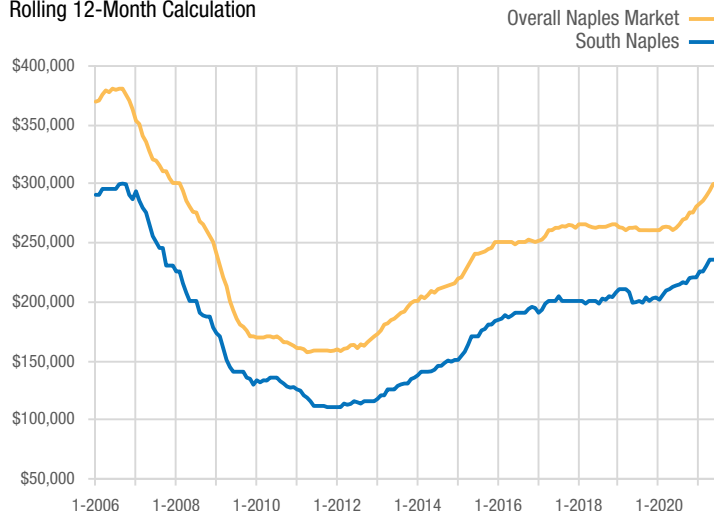
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – July 2021

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East Naples

34114, 34117, 34120, 34137

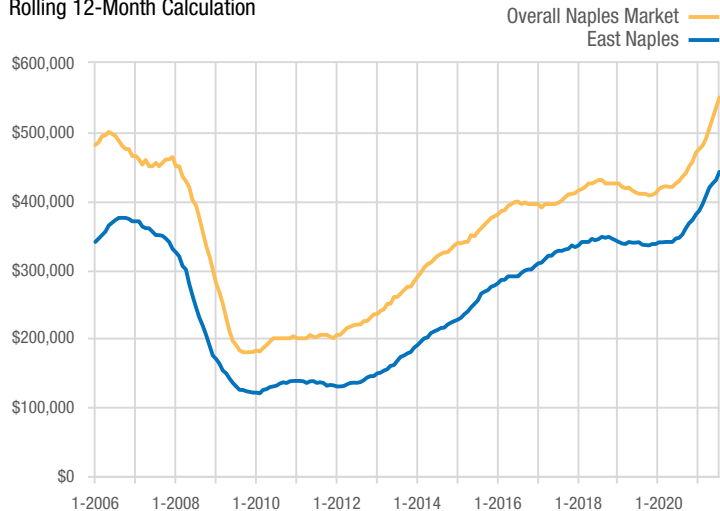
Single Family	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	198	191	- 3.5%	1,425	1,482	+ 4.0%
Total Sales	219	173	- 21.0%	1,102	1,423	+ 29.1%
Days on Market Until Sale	79	23	- 70.9%	88	40	- 54.5%
Median Closed Price*	\$365,000	\$540,000	+ 47.9%	\$356,465	\$465,000	+ 30.4%
Average Closed Price*	\$411,630	\$626,902	+ 52.3%	\$420,904	\$551,947	+ 31.1%
Percent of List Price Received*	97.5%	99.5%	+ 2.1%	97.3%	98.7%	+ 1.4%
Inventory of Homes for Sale	753	245	- 67.5%	—	—	—
Months Supply of Inventory	5.1	1.2	- 76.5%	—	—	—

Condo	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	72	74	+ 2.8%	563	609	+ 8.2%
Total Sales	76	63	- 17.1%	394	676	+ 71.6%
Days on Market Until Sale	84	17	- 79.8%	92	41	- 55.4%
Median Closed Price*	\$293,500	\$355,000	+ 21.0%	\$271,500	\$337,740	+ 24.4%
Average Closed Price*	\$295,387	\$393,612	+ 33.3%	\$280,129	\$349,994	+ 24.9%
Percent of List Price Received*	96.5%	101.0%	+ 4.7%	96.0%	98.7%	+ 2.8%
Inventory of Homes for Sale	350	64	- 81.7%	—	—	—
Months Supply of Inventory	6.7	0.7	- 89.6%	—	—	—

* 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.

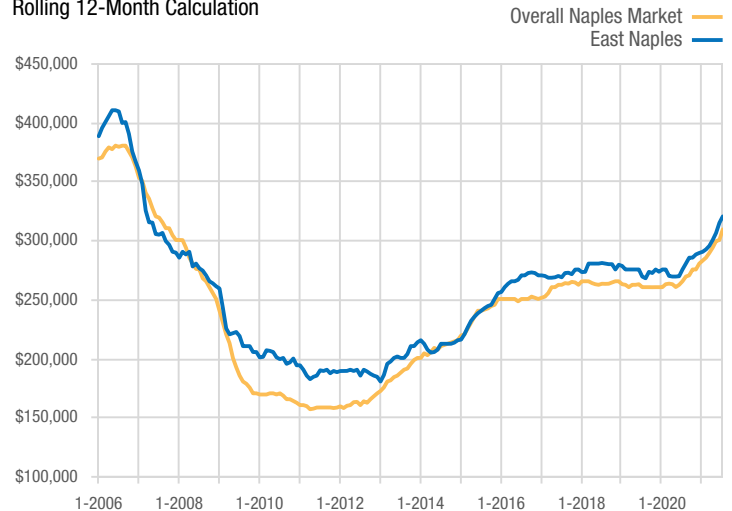
Median Closed Price - Single Family

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 – July 2021

A Research Tool Provided by Naples Area Board of REALTORS®



Immokalee / Ave Maria

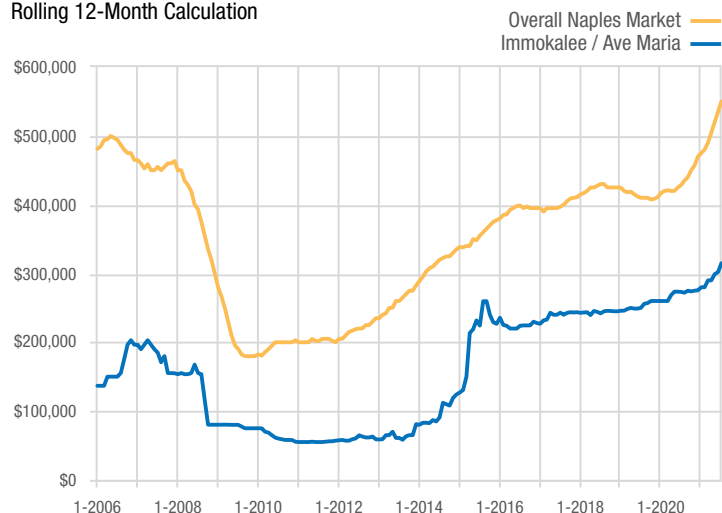
Single Family	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	21	23	+ 9.5%	136	196	+ 44.1%
Total Sales	12	23	+ 91.7%	96	176	+ 83.3%
Days on Market Until Sale	78	54	- 30.8%	94	55	- 41.5%
Median Closed Price*	\$229,250	\$429,900	+ 87.5%	\$272,750	\$327,728	+ 20.2%
Average Closed Price*	\$239,633	\$447,609	+ 86.8%	\$278,906	\$360,676	+ 29.3%
Percent of List Price Received*	96.0%	97.8%	+ 1.9%	97.3%	98.6%	+ 1.3%
Inventory of Homes for Sale	98	36	- 63.3%	—	—	—
Months Supply of Inventory	7.3	1.6	- 78.1%	—	—	—

Condo	July			Year to Date		
Key Metrics	2020	2021	% Change	Thru 7-2020	Thru 7-2021	% Change
New Listings	11	9	- 18.2%	31	23	- 25.8%
Total Sales	4	3	- 25.0%	10	18	+ 80.0%
Days on Market Until Sale	143	55	- 61.5%	104	84	- 19.2%
Median Closed Price*	\$243,000	\$259,649	+ 6.9%	\$252,500	\$244,732	- 3.1%
Average Closed Price*	\$240,750	\$197,100	- 18.1%	\$247,772	\$212,741	- 14.1%
Percent of List Price Received*	94.0%	98.7%	+ 5.0%	95.9%	97.3%	+ 1.5%
Inventory of Homes for Sale	24	9	- 62.5%	—	—	—
Months Supply of Inventory	10.3	3.0	- 70.9%	—	—	—

* 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.

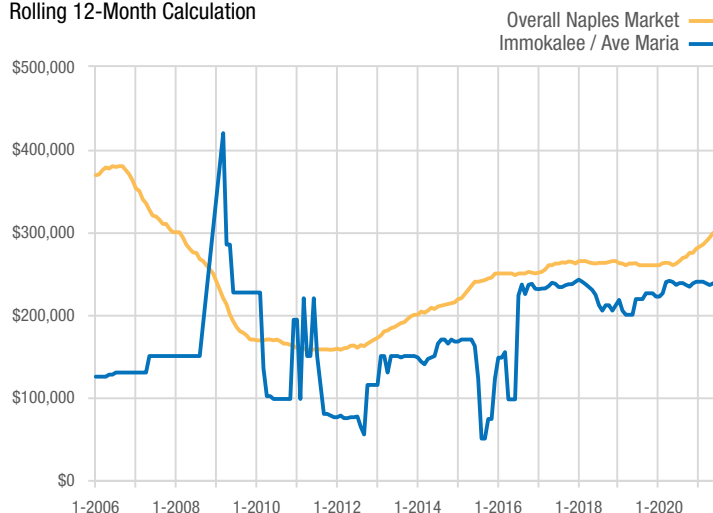
Median Closed Price - Single Family

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.