

Naples Area Market Report



December 2020

Eager homebuyers did not waste any time in December as shown by pending sales for homes in the Naples area which leaped 88.6 percent to 1,535 pending sales (homes under contract) from 814 pending sales in December 2019. This spike in buyer interest was also reflected in the 65 percent increase in showings during December, which amounted to an average of 10 showings per listing. According to the December 2020 Market Report, released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), inventory continued to struggle to keep up with growing buyer demand. The number of available homes for sale in December 2020 decreased 49.1 percent to 3,140 homes from 6,163 homes in December 2019.

Overall sales in December increased 45.4 percent to 1,396 closed sales from 960 closed sales in December 2019. In the high-end market, closed sales for homes priced over \$2 million increased an astounding 62.4 percent year over year.

As months of inventory tightened in December to a very low 3.1 months of inventory, broker analysts said they are not concerned that the Naples market resembles the housing market of 2004/2005, when the market boomed, stumbled and fell. There are no signs of a decline in our market because end users are purchasing homes, not investors.

During December, the median closed price increased 18.2 percent to \$405,000 from \$342,500 in December 2019. An uptick in closed sales of high-end properties during December also drove the average closed price up 43.5 percent to \$846,725 from \$589,958 in December 2019. Even though median closed prices are rising, list price data extracted from the MLS showed only 506 properties reported a price increase compared to 321 that reported a price decrease during the month.

The allure and reputation of the Naples lifestyle is driving affluent buyers to our market. The overall volume of home sales in the high-end market in Naples is higher than most other areas in Florida. As such, broker analysts predict continued heightened buyer interest and heightened buyer demand, especially in the high-end market, through the first quarter of 2021.

Quick Facts

+ 45.4%	+ 18.2%	- 49.1%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
+ 62.4%	+ 37.7%	+ 22.1%
Price Range With the Strongest Sales: \$2,000,001 and Above	Bedroom Count With Strongest Sales: 4 Bedrooms or More	Property Type With Strongest Sales: Single Family

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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	12-2019	12-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		1,022	1,089	+ 6.6%	15,447	15,582	+ 0.9%
Closed Sales		960	1,396	+ 45.4%	10,302	12,300	+ 19.4%
Days on Market Until Sale		97	77	- 20.6%	101	91	- 9.9%
Median Closed Price		\$342,500	\$405,000	+ 18.2%	\$332,000	\$370,000	+ 11.4%
Average Closed Price		\$589,958	\$846,725	+ 43.5%	\$593,683	\$689,162	+ 16.1%
Percent of Current List Price Received		95.8%	96.5%	+ 0.7%	95.5%	96.0%	+ 0.5%
Pending Listings		814	1,535	+ 88.6%	12,623	16,254	+ 28.8%
Inventory of Homes for Sale		6,163	3,140	- 49.1%	—	—	—
Months Supply of Inventory		7.2	3.1	- 56.9%	—	—	—

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	12-2019	12-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		497	492	- 1.0%	7,774	7,597	- 2.3%
Closed Sales		490	692	+ 41.2%	5,188	6,337	+ 22.1%
Days on Market Until Sale		97	74	- 23.7%	101	91	- 9.9%
Median Closed Price		\$427,000	\$550,000	+ 28.8%	\$411,000	\$470,000	+ 14.4%
Average Closed Price		\$758,256	\$1,158,670	+ 52.8%	\$751,542	\$875,984	+ 16.6%
Percent of Current List Price Received		96.0%	96.6%	+ 0.6%	95.9%	96.3%	+ 0.4%
Pending Listings		401	736	+ 83.5%	6,322	8,573	+ 35.6%
Inventory of Homes for Sale		3,089	1,310	- 57.6%	—	—	—
Months Supply of Inventory		7.1	2.5	- 64.8%	—	—	—

Condo Market Overview

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



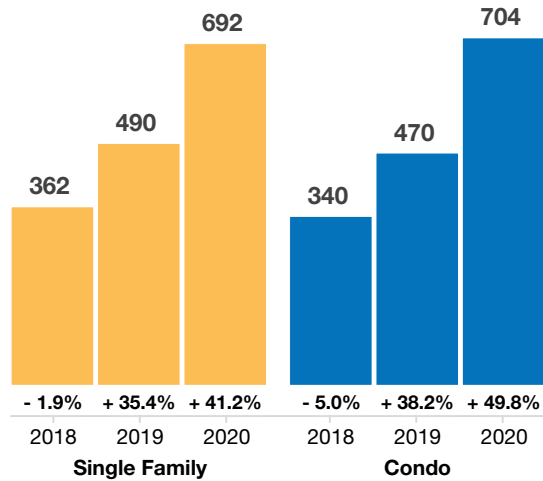
Key Metrics	Historical Sparkbars	12-2019	12-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		525	597	+ 13.7%	7,673	7,985	+ 4.1%
Closed Sales		470	704	+ 49.8%	5,114	5,963	+ 16.6%
Days on Market Until Sale		97	80	- 17.5%	102	90	- 11.8%
Median Closed Price		\$262,500	\$300,000	+ 14.3%	\$260,000	\$280,000	+ 7.7%
Average Closed Price		\$414,125	\$540,098	+ 30.4%	\$433,538	\$490,649	+ 13.2%
Percent of Current List Price Received		95.5%	96.3%	+ 0.8%	95.2%	95.6%	+ 0.4%
Pending Listings		413	799	+ 93.5%	6,301	8,024	+ 27.3%
Inventory of Homes for Sale		3,074	1,830	- 40.5%	—	—	—
Months Supply of Inventory		7.2	3.7	- 48.6%	—	—	—

Overall Closed Sales

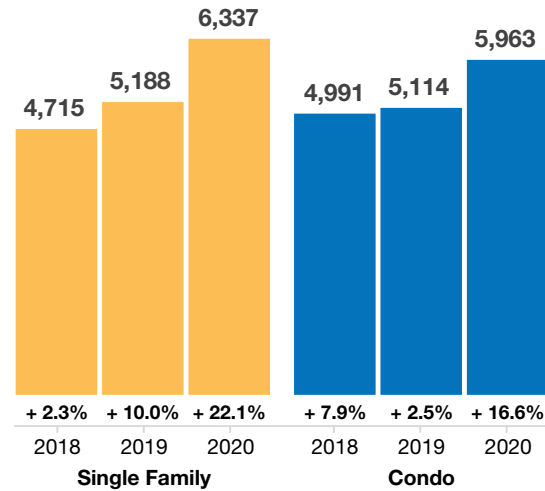
A count of the actual sales that closed in a given month.



December

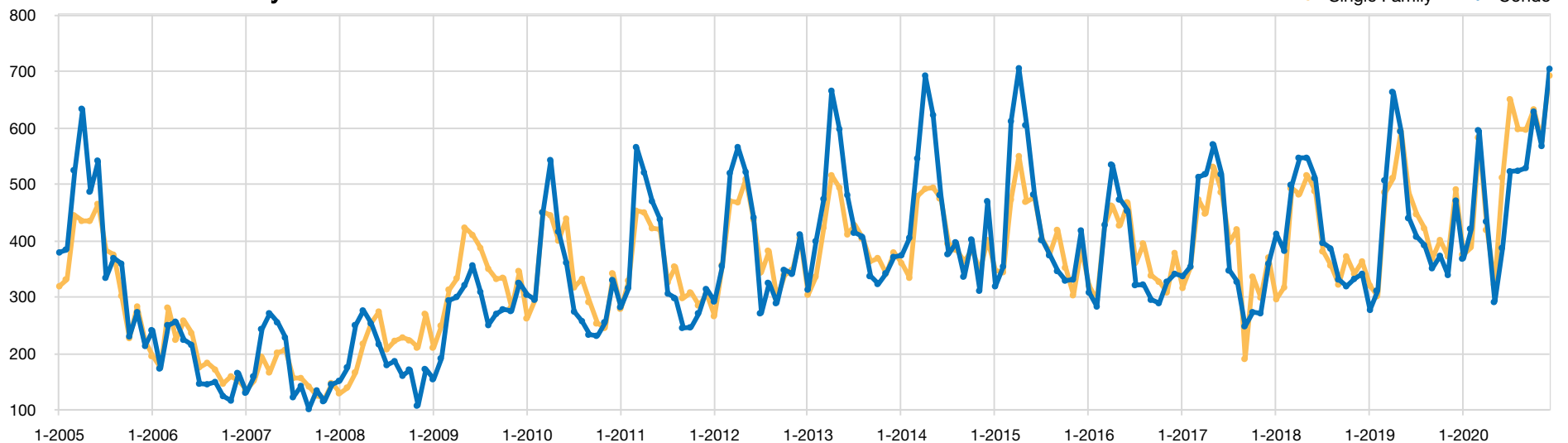


Year-to-Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2020	374	+ 17.2%	367	+ 33.0%
Feb-2020	387	+ 29.0%	420	+ 35.5%
Mar-2020	582	+ 20.0%	595	+ 17.6%
Apr-2020	418	- 18.0%	433	- 34.7%
May-2020	321	- 46.1%	290	- 51.1%
Jun-2020	511	+ 5.6%	386	- 12.1%
Jul-2020	650	+ 45.7%	522	+ 28.6%
Aug-2020	597	+ 41.8%	523	+ 33.8%
Sep-2020	596	+ 62.4%	528	+ 50.9%
Oct-2020	632	+ 58.0%	628	+ 68.8%
Nov-2020	577	+ 55.5%	567	+ 67.8%
Dec-2020	692	+ 41.2%	704	+ 49.8%
12-Month Avg	528	+ 22.2%	497	+ 16.7%

Overall Total Sales by Month



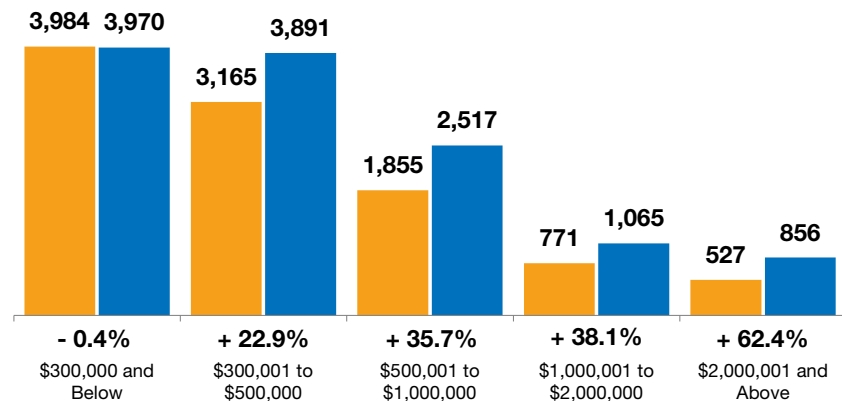
Overall Closed Sales by Price Range

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



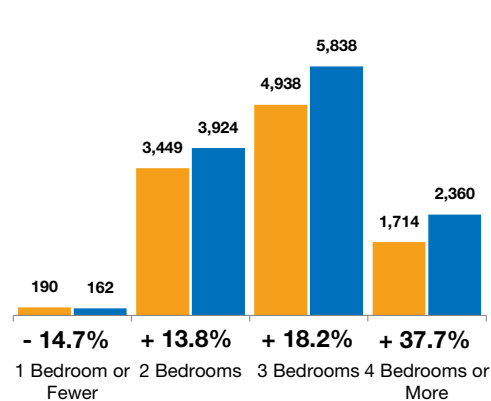
By Price Range

12-2019 12-2020



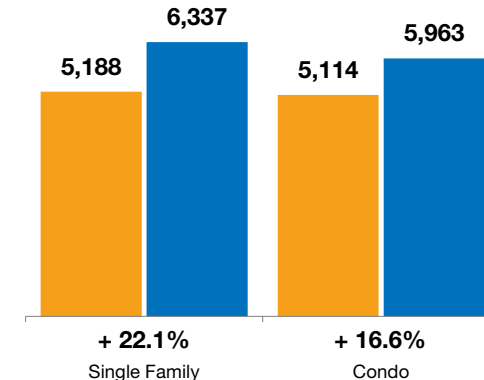
By Bedroom Count

12-2019 12-2020



By Property Type

12-2019 12-2020



All Properties

By Price Range

	12-2019	12-2020	Change
\$300,000 and Below	3,984	3,970	- 0.4%
\$300,001 to \$500,000	3,165	3,891	+ 22.9%
\$500,001 to \$1,000,000	1,855	2,517	+ 35.7%
\$1,000,001 to \$2,000,000	771	1,065	+ 38.1%
\$2,000,001 and Above	527	856	+ 62.4%
All Price Ranges	10,302	12,300	+ 19.4%

Single Family

	12-2019	12-2020	Change
1 Bedroom or 2 Bedrooms Fewer	1,096	889	- 18.9%
3 Bedrooms	2,001	2,384	+ 19.1%
4 Bedrooms	1,252	1,800	+ 43.8%
4 Bedrooms or More	464	662	+ 42.7%
Condo	375	601	+ 60.3%
All Single Family	5,188	6,337	+ 22.1%

Condo

	12-2019	12-2020	Change
Single Family	2888	3081	+ 6.7%
Condo	1164	1507	+ 29.5%
Condo	603	717	+ 18.9%
Condo	307	403	+ 31.3%
Condo	152	255	+ 67.8%
All Condo	5,114	5,963	+ 16.6%

By Bedroom Count

	12-2019	12-2020	Change
1 Bedroom or Fewer	190	162	- 14.7%
2 Bedrooms	3,449	3,924	+ 13.8%
3 Bedrooms	4,938	5,838	+ 18.2%
4 Bedrooms or More	1,714	2,360	+ 37.7%
All Bedroom Counts	10,302	12,300	+ 19.4%

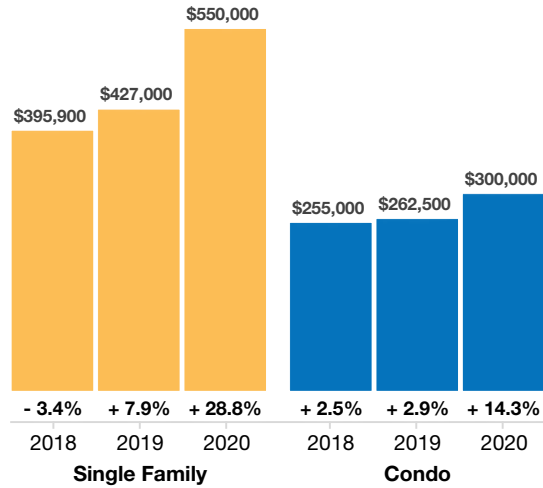
	12-2019	12-2020	Change
1 Bedroom or Fewer	26	18	- 30.8%
2 Bedrooms	512	569	+ 11.1%
3 Bedrooms	3,032	3,559	+ 17.4%
4 Bedrooms	1,616	2,188	+ 35.4%
Condo	98	172	+ 75.5%
All Single Family	5,188	6,337	+ 22.1%

Overall Median Closed Price

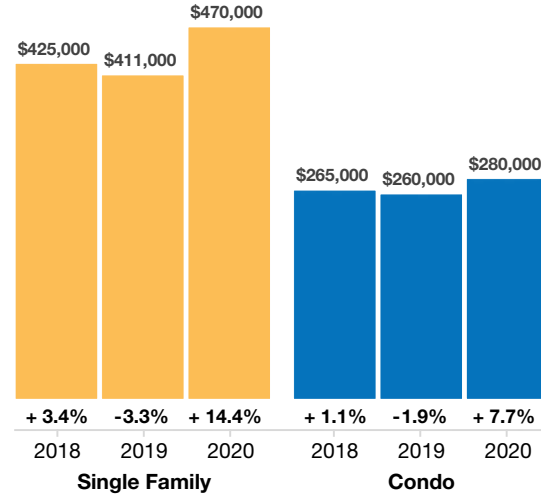
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



December



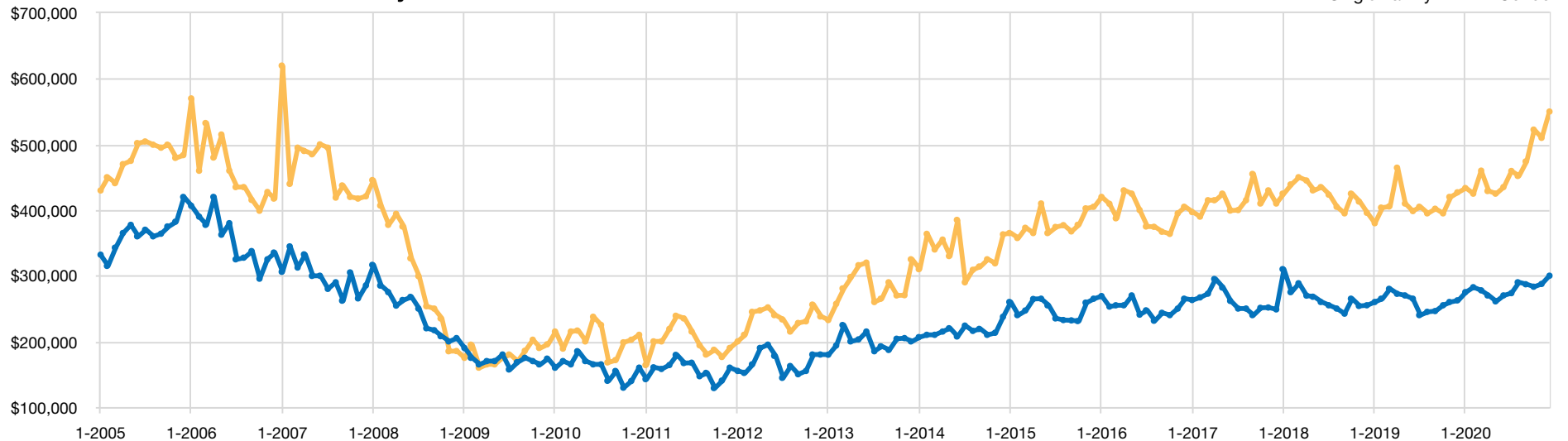
Year-to-Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2020	\$433,500	+ 14.1%	\$275,000	+ 5.8%
Feb-2020	\$425,000	+ 5.3%	\$282,500	+ 6.6%
Mar-2020	\$460,000	+ 13.4%	\$277,715	- 0.8%
Apr-2020	\$429,000	- 7.6%	\$270,000	- 0.9%
May-2020	\$425,000	+ 3.7%	\$261,000	- 3.3%
Jun-2020	\$435,000	+ 9.2%	\$270,000	+ 1.9%
Jul-2020	\$459,500	+ 13.5%	\$273,500	+ 14.0%
Aug-2020	\$452,000	+ 14.4%	\$290,000	+ 18.4%
Sep-2020	\$474,000	+ 17.9%	\$287,000	+ 16.6%
Oct-2020	\$522,500	+ 32.3%	\$283,250	+ 11.1%
Nov-2020	\$510,000	+ 21.4%	\$287,500	+ 10.6%
Dec-2020	\$550,000	+ 28.8%	\$300,000	+ 14.3%
12-Month Avg*	\$470,000	+ 14.4%	\$280,000	+ 7.7%

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

Overall Median Closed Price by Month

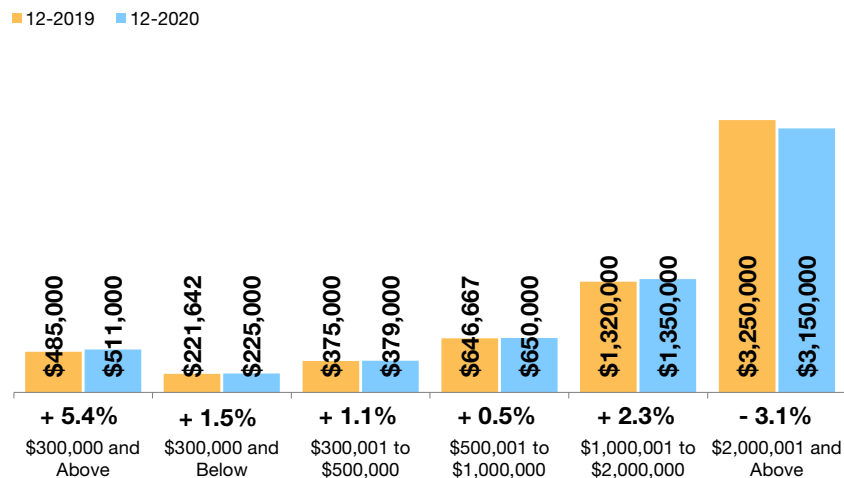


Overall Median Closed Price by Price Range

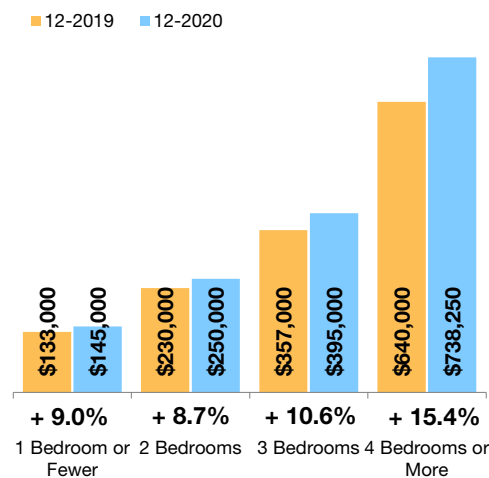
Median price point for all closed sales, not accounting for seller concessions. Based on a rolling 12-month median.



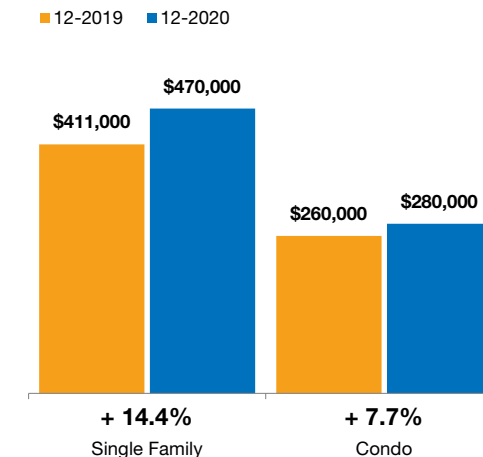
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	12-2019	12-2020	Change
\$300,000 and Above	\$485,000	\$511,000	+ 5.4%
\$300,000 and Below	\$221,642	\$225,000	+ 1.5%
\$300,001 to \$500,000	\$375,000	\$379,000	+ 1.1%
\$500,001 to \$1,000,000	\$646,667	\$650,000	+ 0.5%
\$1,000,001 to \$2,000,000	\$1,320,000	\$1,350,000	+ 2.3%
\$2,000,001 and Above	\$3,250,000	\$3,150,000	- 3.1%
All Price Ranges	\$332,000	\$370,000	+ 11.4%

Single Family

	12-2019	12-2020	Change
\$300,000 and Above	\$485,000	\$525,000	+ 8.2%
\$300,000 and Below	\$260,000	\$270,000	+ 3.8%
\$300,001 to \$500,000	\$382,500	\$389,000	+ 1.7%
\$500,001 to \$1,000,000	\$642,000	\$645,000	+ 0.5%
\$1,000,001 to \$2,000,000	\$1,327,375	\$1,325,000	- 0.2%
\$2,000,001 and Above	\$3,395,000	\$3,400,000	+ 0.1%
All Single Family	\$411,000	\$470,000	+ 14.4%

Condo

	12-2019	12-2020	Change
\$300,000 and Above	\$479,000	\$483,500	+ 0.9%
\$300,000 and Below	\$202,500	\$212,500	+ 4.9%
\$300,001 to \$500,000	\$360,000	\$360,000	0.0%
\$500,001 to \$1,000,000	\$650,500	\$685,000	+ 5.3%
\$1,000,001 to \$2,000,000	\$1,300,000	\$1,414,925	+ 8.8%
\$2,000,001 and Above	\$2,800,000	\$2,550,000	- 8.9%
All Condo	\$260,000	\$280,000	+ 7.7%

By Bedroom Count

	12-2019	12-2020	Change
1 Bedroom or Fewer	\$133,000	\$145,000	+ 9.0%
2 Bedrooms	\$230,000	\$250,000	+ 8.7%
3 Bedrooms	\$357,000	\$395,000	+ 10.6%
4 Bedrooms or More	\$640,000	\$738,250	+ 15.4%
All Bedroom Counts	\$332,000	\$370,000	+ 11.4%

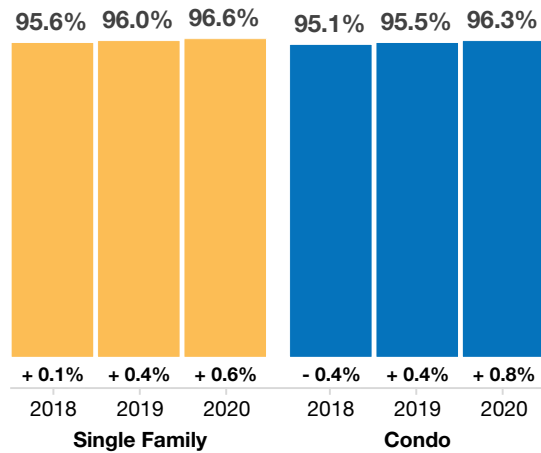
	12-2019	12-2020	Change
1 Bedroom or Fewer	\$87,000	\$88,750	+ 2.0%
2 Bedrooms	\$285,000	\$308,500	+ 8.2%
3 Bedrooms	\$375,000	\$425,000	+ 13.3%
4 Bedrooms or More	\$637,000	\$688,500	+ 8.1%
All Single Family	\$411,000	\$470,000	+ 14.4%

Overall Percent of Current List Price Received

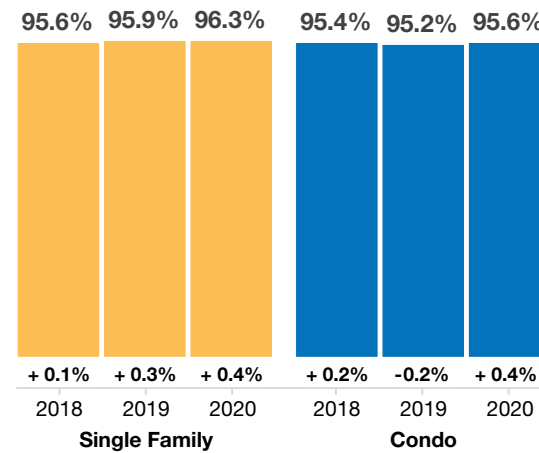


Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

December



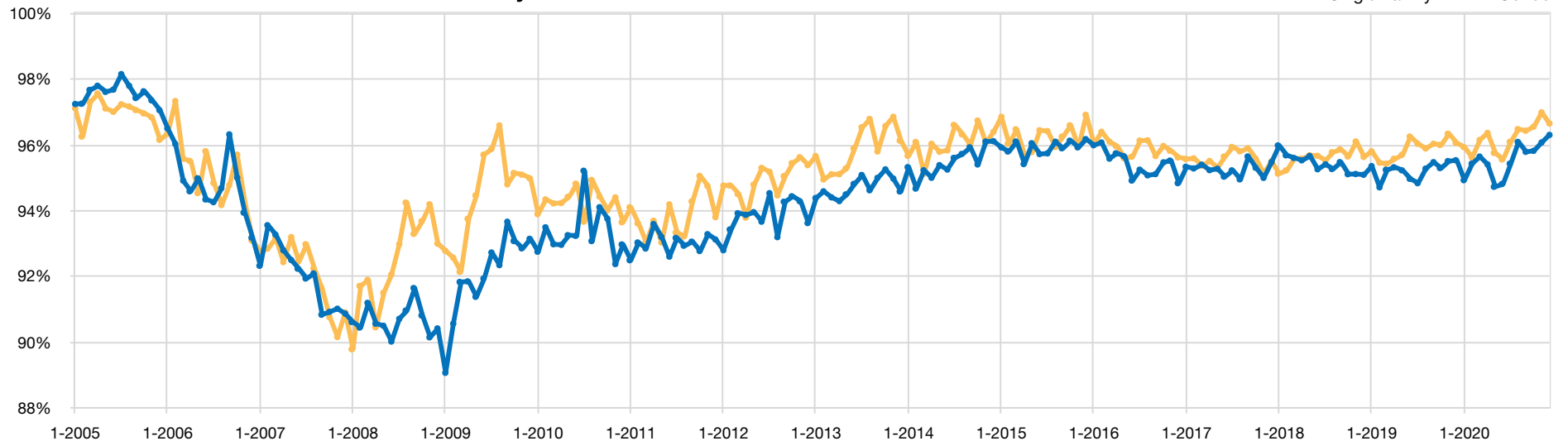
Year-to-Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2020	95.9%	+ 0.1%	94.9%	- 0.4%
Feb-2020	95.6%	+ 0.2%	95.4%	+ 0.7%
Mar-2020	96.1%	+ 0.7%	95.6%	+ 0.4%
Apr-2020	96.3%	+ 0.7%	95.4%	+ 0.1%
May-2020	95.7%	0.0%	94.7%	- 0.5%
Jun-2020	95.5%	- 0.7%	94.8%	- 0.2%
Jul-2020	96.1%	+ 0.1%	95.4%	+ 0.6%
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%	96.1%	+ 0.6%
Dec-2020	96.6%	+ 0.6%	96.3%	+ 0.8%
12-Month Avg*	96.3%	+ 0.4%	95.6%	+ 0.4%

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

Overall Percent of List Price Received by Month



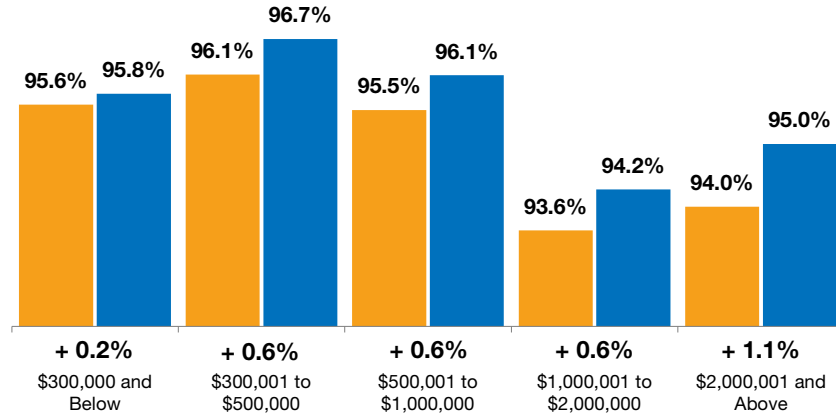
Overall Percent of List Price Received by Price Range



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.

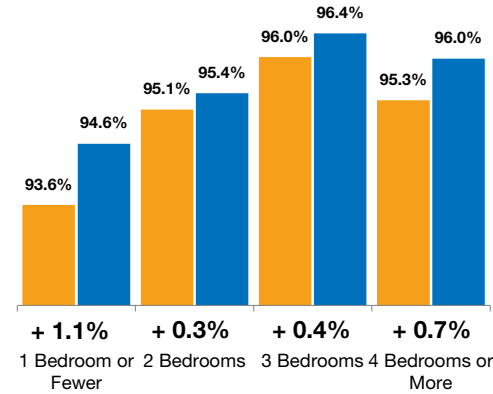
By Price Range

12-2019 12-2020



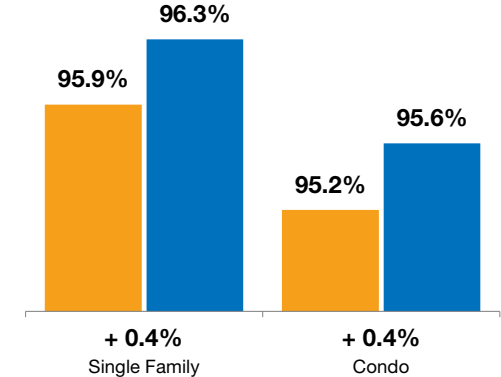
By Bedroom Count

12-2019 12-2020



By Property Type

12-2019 12-2020



All Properties

By Price Range	12-2019	12-2020	Change
\$300,000 and Below	95.6%	95.8%	+ 0.2%
\$300,001 to \$500,000	96.1%	96.7%	+ 0.6%
\$500,001 to \$1,000,000	95.5%	96.1%	+ 0.6%
\$1,000,001 to \$2,000,000	93.6%	94.2%	+ 0.6%
\$2,000,001 and Above	94.0%	95.0%	+ 1.1%
All Price Ranges	95.5%	96.0%	+ 0.5%

Single Family

By Price Range	12-2019	12-2020	Change
\$300,000 and Below	96.7%	96.7%	0.0%
\$300,001 to \$500,000	96.4%	97.1%	+ 0.7%
\$500,001 to \$1,000,000	95.7%	96.4%	+ 0.7%
\$1,000,001 to \$2,000,000	93.1%	93.8%	+ 0.8%
\$2,000,001 and Above	93.6%	94.3%	+ 0.7%
All Price Ranges	95.9%	96.3%	+ 0.4%

Condo

By Price Range	12-2019	12-2020	Change
\$300,000 and Below	95.2%	95.5%	+ 0.3%
\$300,001 to \$500,000	95.6%	96.0%	+ 0.4%
\$500,001 to \$1,000,000	95.1%	95.4%	+ 0.3%
\$1,000,001 to \$2,000,000	94.2%	95.0%	+ 0.8%
\$2,000,001 and Above	94.8%	96.6%	+ 1.9%
All Price Ranges	95.2%	95.6%	+ 0.4%

By Bedroom Count

By Bedroom Count	12-2019	12-2020	Change
1 Bedroom or Fewer	93.6%	94.6%	+ 1.1%
2 Bedrooms	95.1%	95.4%	+ 0.3%
3 Bedrooms	96.0%	96.4%	+ 0.4%
4 Bedrooms or More	95.3%	96.0%	+ 0.7%
All Bedroom Counts	95.5%	96.0%	+ 0.5%

By Bedroom Count	12-2019	12-2020	Change
1 Bedroom or Fewer	91.7%	92.9%	+ 1.3%
2 Bedrooms	94.8%	95.2%	+ 0.4%
3 Bedrooms	96.4%	96.7%	+ 0.3%
4 Bedrooms or More	95.3%	95.8%	+ 0.5%
All Bedroom Counts	95.9%	96.3%	+ 0.4%

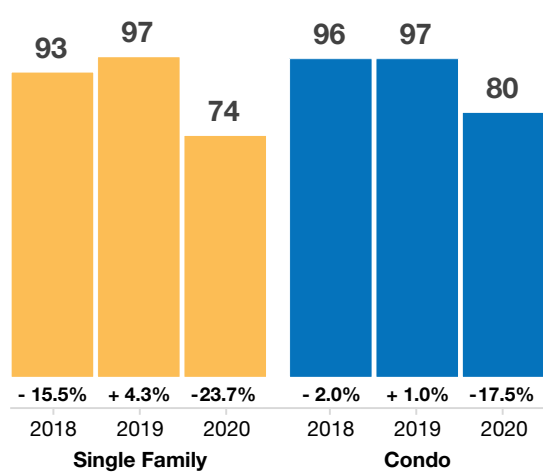
By Bedroom Count	12-2019	12-2020	Change
1 Bedroom or Fewer	93.9%	94.8%	+ 1.0%
2 Bedrooms	95.2%	95.4%	+ 0.2%
3 Bedrooms	95.4%	95.8%	+ 0.4%
4 Bedrooms or More	95.2%	97.4%	+ 2.3%
All Bedroom Counts	95.2%	95.6%	+ 0.4%

Overall Days on Market Until Sale

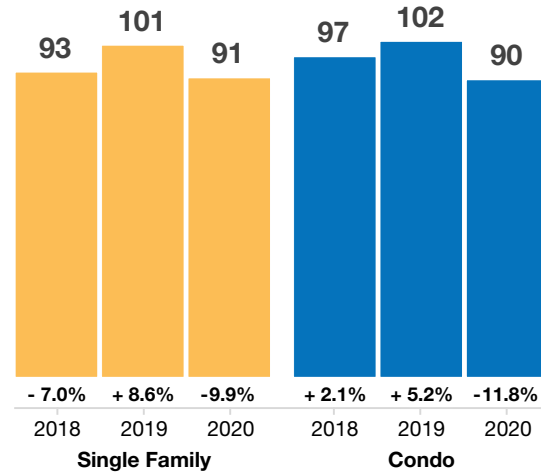
Average number of days between when a property is listed and when an offer is accepted in a given month.



December



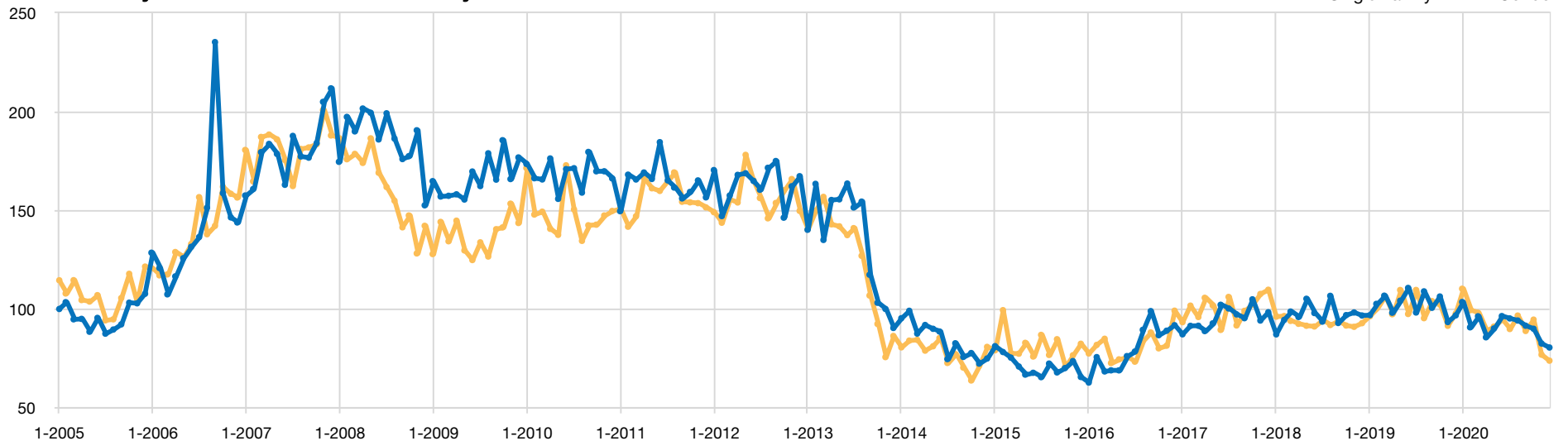
Year-to-Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2020	110	+ 14.6%	103	+ 6.2%
Feb-2020	99	- 1.0%	90	- 11.8%
Mar-2020	98	- 7.5%	96	- 10.3%
Apr-2020	89	- 8.2%	85	- 13.3%
May-2020	91	- 16.5%	90	- 13.5%
Jun-2020	94	- 3.1%	96	- 12.7%
Jul-2020	90	- 17.4%	95	- 3.1%
Aug-2020	96	+ 1.1%	94	- 13.8%
Sep-2020	89	- 14.4%	91	- 9.0%
Oct-2020	94	- 7.8%	90	- 15.1%
Nov-2020	77	- 15.4%	82	- 11.8%
Dec-2020	74	- 23.7%	80	- 17.5%
12-Month Avg*	91	- 10.1%	90	- 11.2%

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

Overall Days on Market Until Sale by Month



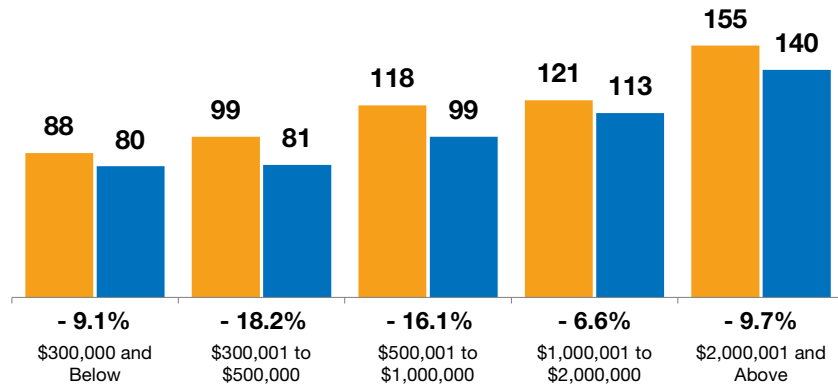
Overall Days on Market Until Sale by Price Range

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



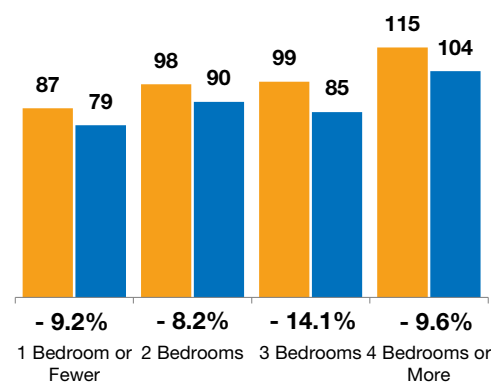
By Price Range

12-2019 12-2020



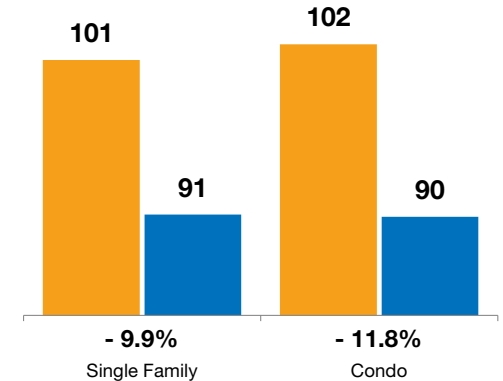
By Bedroom Count

12-2019 12-2020



By Property Type

12-2019 12-2020



All Properties

By Price Range	12-2019	12-2020	Change
\$300,000 and Below	88	80	-9.1%
\$300,001 to \$500,000	99	81	-18.2%
\$500,001 to \$1,000,000	118	99	-16.1%
\$1,000,001 to \$2,000,000	121	113	-6.6%
\$2,000,001 and Above	155	140	-9.7%
All Price Ranges	101	91	-9.9%

Single Family

12-2019	12-2020	Change	12-2019	12-2020	Change
72	70	-2.8%	95	84	-11.6%
97	75	-22.7%	102	94	-7.8%
114	94	-17.5%	126	109	-13.5%
123	118	-4.1%	118	105	-11.0%
166	159	-4.2%	125	92	-26.4%
101	91	-9.9%	102	90	-11.8%

Condo

By Bedroom Count	12-2019	12-2020	Change
1 Bedroom or Fewer	87	79	-9.2%
2 Bedrooms	98	90	-8.2%
3 Bedrooms	99	85	-14.1%
4 Bedrooms or More	115	104	-9.6%
All Bedroom Counts	101	91	-9.9%

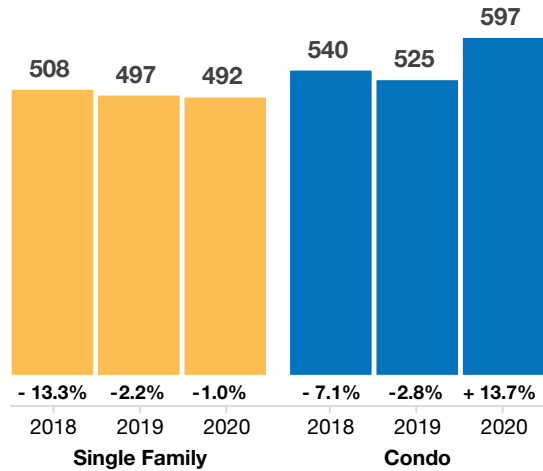
12-2019	12-2020	Change	12-2019	12-2020	Change
96	146	+52.1%	86	71	-16.6%
88	83	-5.7%	100	91	-8.8%
95	83	-12.6%	106	90	-15.4%
116	105	-9.5%	102	98	-4.0%
101	91	-9.9%	102	90	-11.8%

Overall New Listings

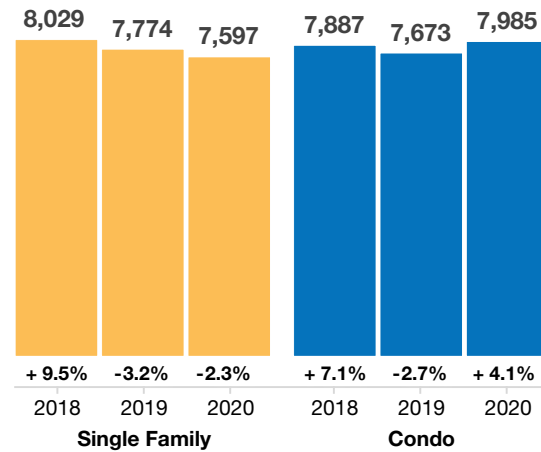
A count of the properties that have been newly listed on the market in a given month.



December

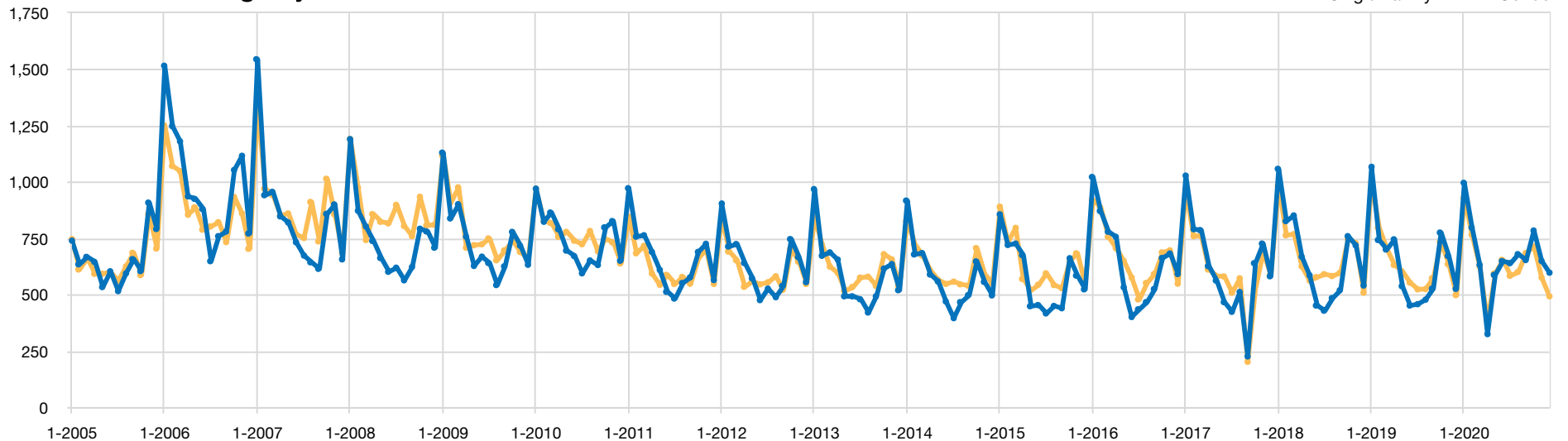


Year-to-Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2020	930	-7.4%	996	-6.7%
Feb-2020	766	-3.9%	797	+7.4%
Mar-2020	625	-11.0%	632	-9.7%
Apr-2020	382	-39.5%	324	-56.5%
May-2020	593	-1.7%	587	+9.3%
Jun-2020	654	+18.3%	648	+43.7%
Jul-2020	583	+11.5%	639	+39.8%
Aug-2020	600	+14.5%	679	+42.3%
Sep-2020	684	+19.6%	653	+24.1%
Oct-2020	713	-2.7%	784	+1.2%
Nov-2020	575	-9.4%	649	-3.3%
Dec-2020	492	-1.0%	597	+13.7%
12-Month Avg	633	-2.3%	665	+4.1%

Overall New Listings by Month

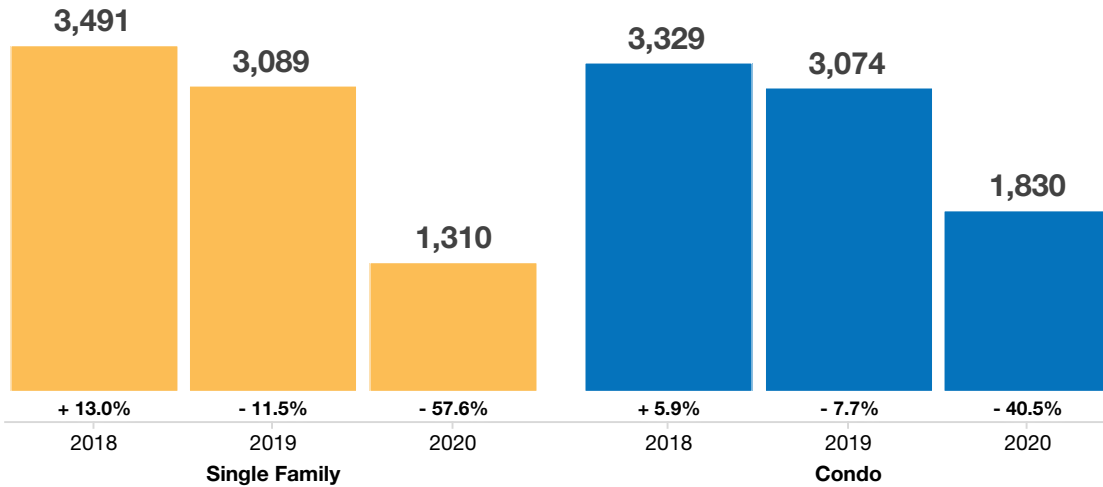


Overall Inventory of Homes for Sale

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

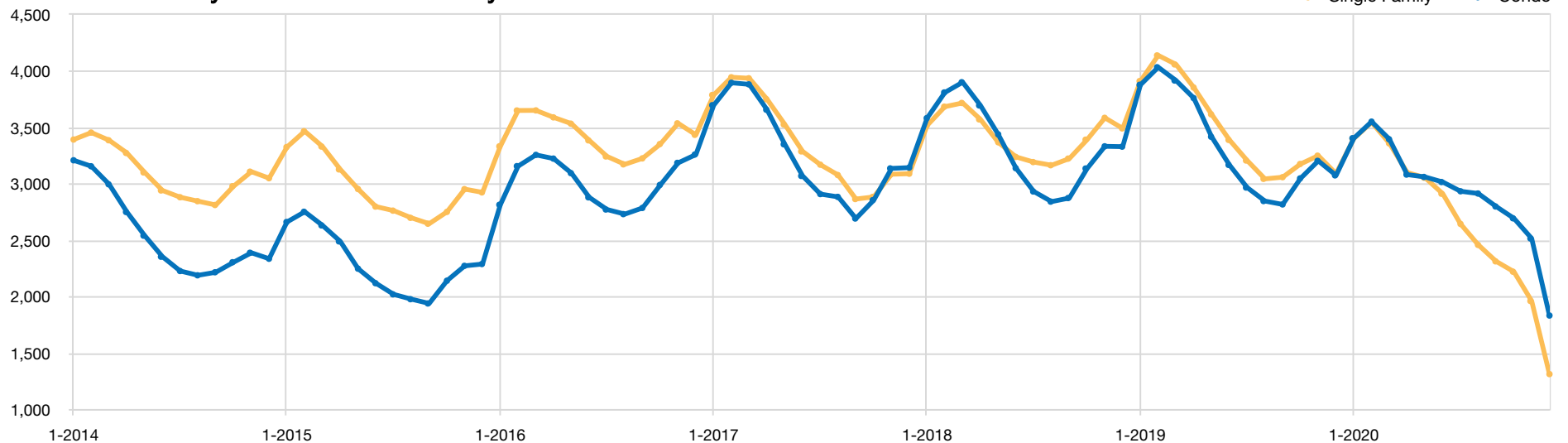


December



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2020	3,401	- 13.0%	3,404	- 12.2%
Feb-2020	3,545	- 14.4%	3,551	- 12.0%
Mar-2020	3,359	- 17.2%	3,395	- 13.3%
Apr-2020	3,099	- 19.6%	3,081	- 18.1%
May-2020	3,054	- 15.5%	3,060	- 10.4%
Jun-2020	2,911	- 14.1%	3,015	- 4.8%
Jul-2020	2,643	- 17.6%	2,933	- 1.1%
Aug-2020	2,457	- 19.3%	2,913	+ 2.4%
Sep-2020	2,311	- 24.4%	2,798	- 0.6%
Oct-2020	2,219	- 30.1%	2,693	- 11.6%
Nov-2020	1,959	- 39.7%	2,514	- 21.5%
Dec-2020	1,310	- 57.6%	1,830	- 40.5%
12-Month Avg	2,689	- 22.8%	2,932	- 12.3%

Overall Inventory of Homes for Sale by Month



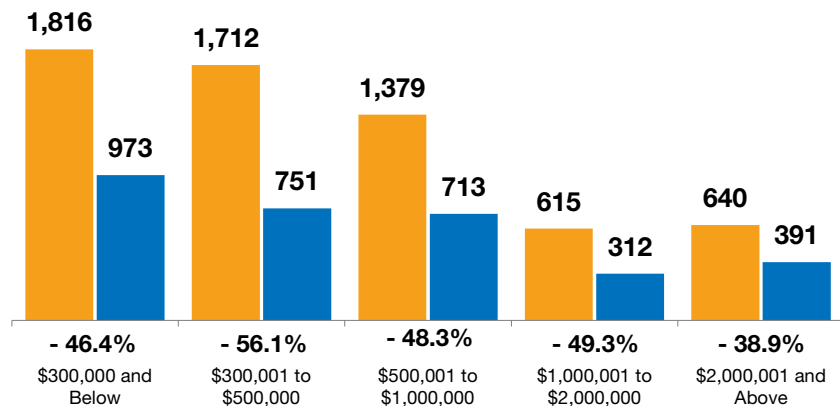
Overall Inventory of Homes for Sale by Price Range

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



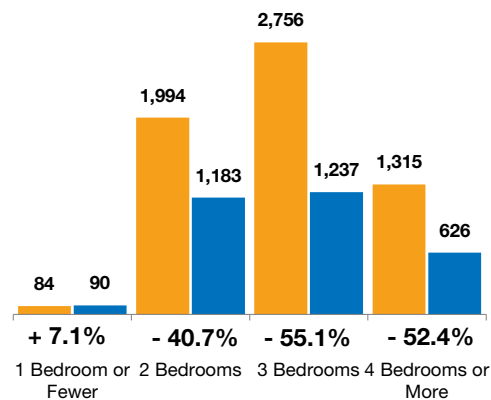
By Price Range

12-2019 12-2020



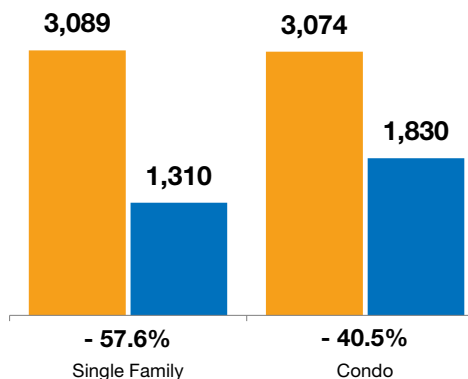
By Bedroom Count

12-2019 12-2020



By Property Type

12-2019 12-2020



All Properties

By Price Range

	12-2019	12-2020	Change
\$300,000 and Below	1,816	973	- 46.4%
\$300,001 to \$500,000	1,712	751	- 56.1%
\$500,001 to \$1,000,000	1,379	713	- 48.3%
\$1,000,001 to \$2,000,000	615	312	- 49.3%
\$2,000,001 and Above	640	391	- 38.9%
All Price Ranges	6,163	3,140	- 49.1%

Single Family

	12-2019	12-2020	Change
1 Bedroom or 2 Bedrooms or Fewer	392	152	- 61.2%
3 Bedrooms	937	349	- 62.8%
4 Bedrooms or More	907	388	- 57.2%
4 Bedrooms or More	393	153	- 61.1%
4 Bedrooms or More	459	268	- 41.6%
All Single Family	3,089	1,310	- 57.6%

Condo

	12-2019	12-2020	Change
1 Bedroom or 2 Bedrooms or Fewer	1424	821	- 42.3%
3 Bedrooms	775	402	- 48.1%
4 Bedrooms or More	472	325	- 31.1%
4 Bedrooms or More	222	159	- 28.4%
4 Bedrooms or More	181	123	- 32.0%
All Condo	3,074	1,830	- 40.5%

By Bedroom Count

	12-2019	12-2020	Change
1 Bedroom or Fewer	84	90	+ 7.1%
2 Bedrooms	1,994	1,183	- 40.7%
3 Bedrooms	2,756	1,237	- 55.1%
4 Bedrooms or More	1,315	626	- 52.4%
All Bedroom Counts	6,163	3,140	- 49.1%

	12-2019	12-2020	Change
1 Bedroom or Fewer	20	18	- 10.0%
2 Bedrooms	273	147	- 46.2%
3 Bedrooms	1,563	589	- 62.3%
4 Bedrooms or More	1,228	556	- 54.7%
All Single Family	3,089	1,310	- 57.6%

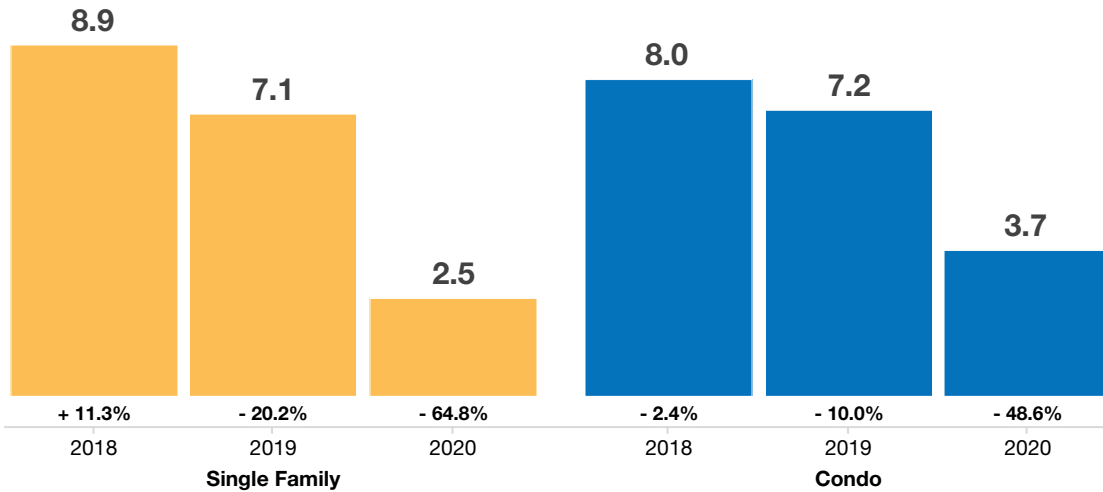
	12-2019	12-2020	Change
1 Bedroom or Fewer	64	72	+ 12.5%
2 Bedrooms	1,721	1,036	- 39.8%
3 Bedrooms	1,193	927	- 22.3%
4 Bedrooms or More	87	70	- 19.5%
All Condo	3,074	1,830	- 40.5%

Overall Months Supply of Inventory

The inventory of homes for sale at the end of a given month, divided by the average monthly closed sales from the last 12 months.



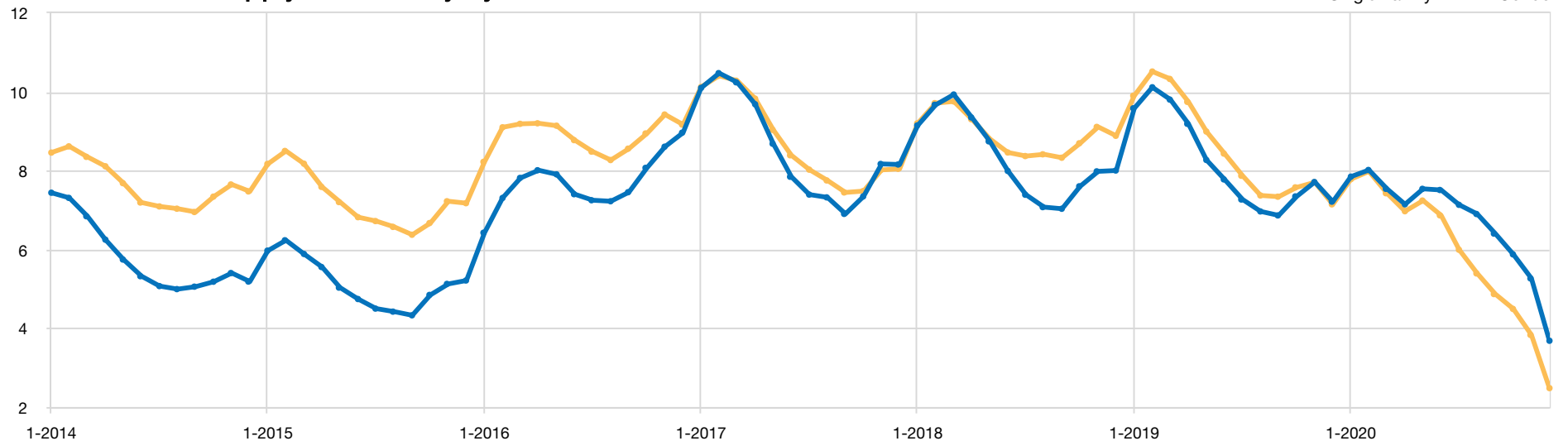
December



Months Supply	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2020	7.8	- 21.2%	7.8	- 18.8%
Feb-2020	8.0	- 23.8%	8.0	- 20.8%
Mar-2020	7.4	- 28.2%	7.5	- 23.5%
Apr-2020	7.0	- 27.8%	7.1	- 22.8%
May-2020	7.2	- 20.0%	7.5	- 9.6%
Jun-2020	6.9	- 17.9%	7.5	- 3.8%
Jul-2020	6.0	- 24.1%	7.1	- 2.7%
Aug-2020	5.4	- 27.0%	6.9	- 1.4%
Sep-2020	4.9	- 32.9%	6.4	- 7.2%
Oct-2020	4.5	- 40.8%	5.9	- 19.2%
Nov-2020	3.8	- 50.6%	5.3	- 31.2%
Dec-2020	2.5	- 64.8%	3.7	- 48.6%
12-Month Avg*	5.9	- 30.7%	6.7	- 17.6%

* Months Supply for all properties from January 2020 through December 2020. This is not the average of the individual figures above.

Overall Months Supply of Inventory by Month



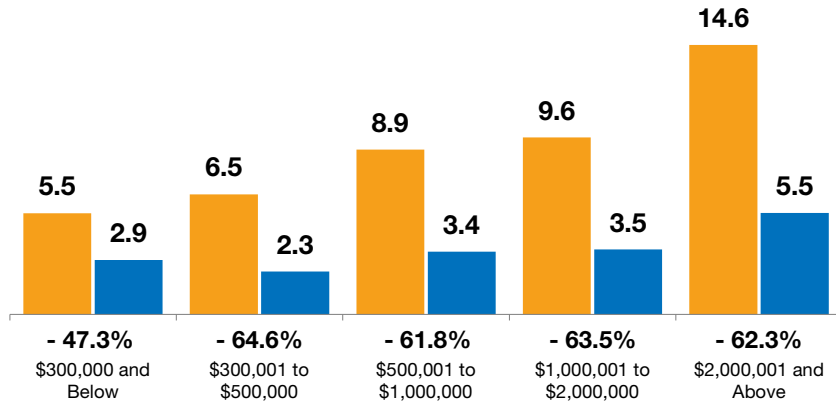
Overall Months Supply of Inventory by Price Range

The inventory of homes for sale at the end of the most recent month, divided by the average monthly sales from the last 12 months. Based on one month of activity.



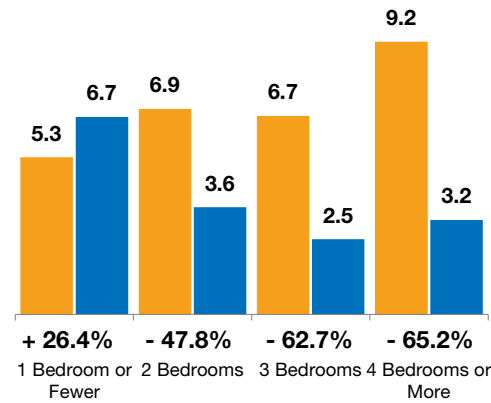
By Price Range

12-2019 12-2020



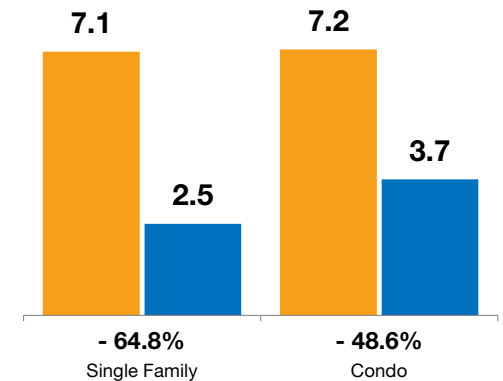
By Bedroom Count

12-2019 12-2020



By Property Type

12-2019 12-2020



All Properties

By Price Range	12-2019	12-2020	Change
\$300,000 and Below	5.5	2.9	- 47.3%
\$300,001 to \$500,000	6.5	2.3	- 64.6%
\$500,001 to \$1,000,000	8.9	3.4	- 61.8%
\$1,000,001 to \$2,000,000	9.6	3.5	- 63.5%
\$2,000,001 and Above	14.6	5.5	- 62.3%
All Price Ranges	7.2	3.1	- 56.9%

Single Family

12-2019	12-2020	Change	12-2019	12-2020	Change
4.3	2.1	- 51.2%	5.9	3.2	- 45.8%
5.6	1.8	- 67.9%	8.0	3.2	- 60.0%
8.7	2.6	- 70.1%	9.4	5.4	- 42.6%
10.2	2.8	- 72.5%	8.7	4.7	- 46.0%
14.7	5.4	- 63.3%	14.3	5.8	- 59.4%
7.1	2.5	- 64.8%	7.2	3.7	- 48.6%

Condo

By Bedroom Count	12-2019	12-2020	Change
1 Bedroom or Fewer	5.3	6.7	+ 26.4%
2 Bedrooms	6.9	3.6	- 47.8%
3 Bedrooms	6.7	2.5	- 62.7%
4 Bedrooms or More	9.2	3.2	- 65.2%
All Bedroom Counts	7.2	3.1	- 56.9%

12-2019	12-2020	Change	12-2019	12-2020	Change
8.5	9.0	+ 5.9%	4.7	6.0	+ 27.7%
6.4	3.1	- 51.6%	7.0	3.7	- 47.1%
6.2	2.0	- 67.7%	7.5	3.4	- 54.7%
9.1	3.0	- 67.0%	10.7	4.9	- 54.2%
7.1	2.5	- 64.8%	7.2	3.7	- 48.6%

Listing and Sales Summary Report

December 2020



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Dec-20	Dec-19	% Change	Dec-20	Dec-19	% Change	Dec-20	Dec-19	% Change	Dec-20	Dec-19	% Change
Overall Naples Market**	\$405,000	\$342,500	+18.2%	1396	960	+45.4%	3,140	6,163	-49.1%	77	97	-20.6%
Collier County	\$424,000	\$350,000	+21.1%	1552	1055	+47.1%	3,548	6,920	-48.7%	78	101	-22.8%
Ave Maria	\$296,000	\$300,000	-1.3%	16	11	+45.5%	74	105	-29.5%	56	160	-65.0%
Central Naples	\$299,000	\$270,000	+10.7%	175	149	+17.4%	428	740	-42.2%	62	86	-27.9%
East Naples	\$369,000	\$315,000	+17.1%	287	196	+46.4%	569	1,268	-55.1%	54	98	-44.9%
Everglades City	--	\$133,000	--	0	1	-100.0%	6	9	-33.3%	--	103	--
Immokalee	\$208,900	\$174,900	+19.4%	3	7	-57.1%	11	33	-66.7%	12	34	-64.7%
Immokalee / Ave Maria	\$290,000	\$250,000	+16.0%	19	18	+5.6%	85	138	-38.4%	49	111	-55.9%
Naples	\$410,000	\$345,000	+18.8%	1375	942	+46.0%	3,056	6,027	-49.3%	77	97	-20.6%
Naples Beach	\$1,050,000	\$850,000	+23.5%	313	143	+118.9%	840	1,436	-41.5%	100	116	-13.8%
North Naples	\$460,000	\$420,000	+9.5%	371	283	+31.1%	673	1,567	-57.1%	79	101	-21.8%
South Naples	\$290,000	\$285,000	+1.8%	231	171	+35.1%	545	1,014	-46.3%	83	83	0.0%
34102	\$2,099,000	\$940,000	+123.3%	95	38	+150.0%	295	488	-39.5%	113	141	-19.9%
34103	\$1,050,000	\$867,000	+21.1%	94	42	+123.8%	249	405	-38.5%	106	97	+9.3%
34104	\$257,000	\$232,500	+10.5%	72	68	+5.9%	175	348	-49.7%	60	81	-25.9%
34105	\$370,000	\$390,000	-5.1%	75	49	+53.1%	202	280	-27.9%	71	113	-37.2%
34108	\$797,500	\$630,000	+26.6%	124	63	+96.8%	295	543	-45.7%	86	113	-23.9%
34109	\$380,000	\$348,750	+9.0%	99	78	+26.9%	157	328	-52.1%	72	80	-10.0%
34110	\$470,000	\$435,000	+8.0%	127	97	+30.9%	291	644	-54.8%	102	106	-3.8%
34112	\$217,000	\$210,000	+3.3%	104	83	+25.3%	275	488	-43.6%	78	83	-6.0%
34113	\$332,500	\$320,000	+3.9%	127	88	+44.3%	270	526	-48.7%	88	82	+7.3%
34114	\$368,000	\$329,000	+11.9%	115	72	+59.7%	281	579	-51.5%	64	105	-39.0%
34116	\$312,650	\$285,000	+9.7%	28	32	-12.5%	51	112	-54.5%	46	54	-14.8%
34117	\$362,450	\$302,500	+19.8%	32	36	-11.1%	69	106	-34.9%	43	77	-44.2%
34119	\$500,000	\$425,000	+17.6%	145	108	+34.3%	225	594	-62.1%	64	111	-42.3%
34120	\$372,500	\$300,000	+24.2%	140	88	+59.1%	219	583	-62.4%	48	100	-52.0%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$290,000	\$250,000	+16.0%	19	18	+5.6%	85	138	-38.4%	49	111	-55.9%

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

Local Market Update – December 2020

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Naples Beach

34102, 34103, 34108

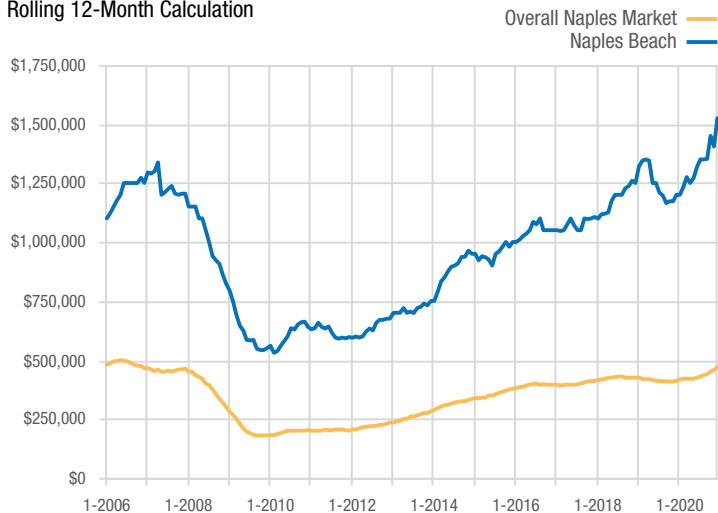
Single Family	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	86	64	- 25.6%	1,142	1,169	+ 2.4%
Closed Sales	54	133	+ 146.3%	711	963	+ 35.4%
Days on Market Until Sale	136	109	- 19.9%	128	123	- 3.9%
Median Closed Price*	\$1,250,000	\$2,200,000	+ 76.0%	\$1,200,000	\$1,525,000	+ 27.1%
Average Closed Price*	\$2,161,119	\$3,212,133	+ 48.6%	\$2,205,337	\$2,453,842	+ 11.3%
Percent of Current List Price Received*	94.6%	95.8%	+ 1.3%	94.0%	94.3%	+ 0.3%
Inventory of Homes for Sale	570	277	- 51.4%	—	—	—
Months Supply of Inventory	9.6	3.5	- 63.5%	—	—	—

Condo	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	128	146	+ 14.1%	1,798	1,870	+ 4.0%
Closed Sales	89	180	+ 102.2%	1,079	1,319	+ 22.2%
Days on Market Until Sale	104	93	- 10.6%	114	109	- 4.4%
Median Closed Price*	\$550,000	\$837,000	+ 52.2%	\$660,000	\$690,000	+ 4.5%
Average Closed Price*	\$936,138	\$1,178,599	+ 25.9%	\$1,024,346	\$1,016,355	- 0.8%
Percent of Current List Price Received*	95.0%	96.0%	+ 1.1%	94.5%	94.8%	+ 0.3%
Inventory of Homes for Sale	866	563	- 35.0%	—	—	—
Months Supply of Inventory	9.6	5.1	- 46.9%	—	—	—

* 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.

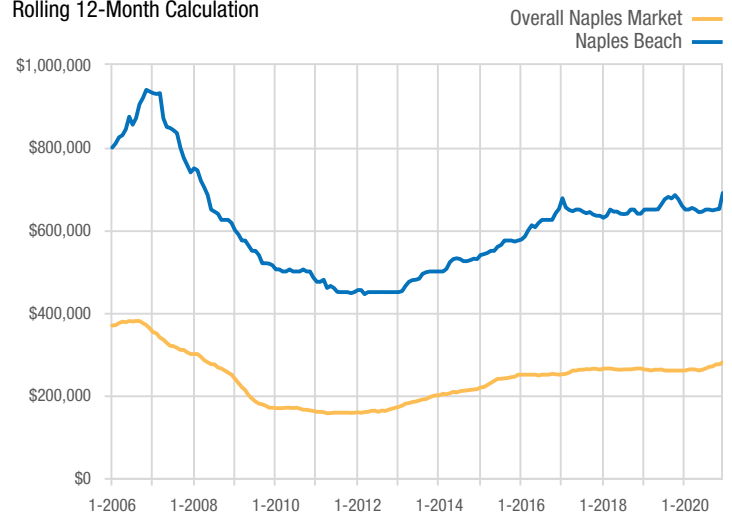
Median Closed Price - Single Family

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.

Local Market Update – December 2020

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North Naples

34109, 34110, 34119

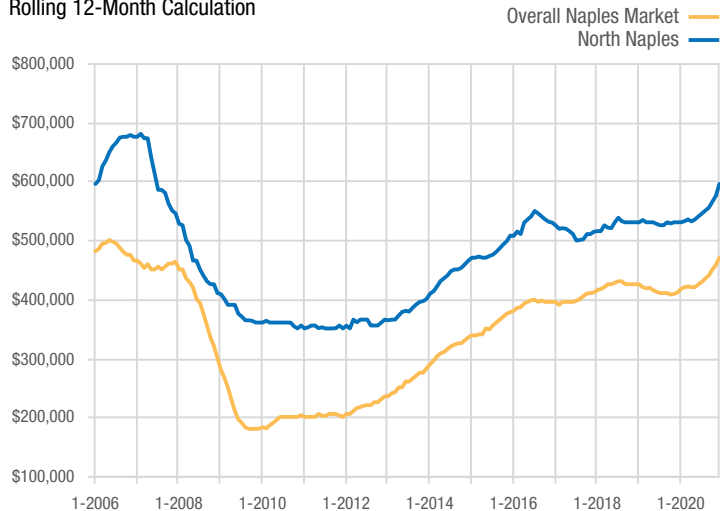
Single Family	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	114	109	- 4.4%	1,964	1,816	- 7.5%
Closed Sales	133	181	+ 36.1%	1,315	1,586	+ 20.6%
Days on Market Until Sale	109	92	- 15.6%	107	88	- 17.8%
Median Closed Price*	\$525,000	\$645,000	+ 22.9%	\$530,000	\$595,000	+ 12.3%
Average Closed Price*	\$792,406	\$929,713	+ 17.3%	\$717,377	\$823,457	+ 14.8%
Percent of Current List Price Received*	95.8%	96.0%	+ 0.2%	95.4%	95.9%	+ 0.5%
Inventory of Homes for Sale	775	268	- 65.4%	—	—	—
Months Supply of Inventory	7.1	2.0	- 71.8%	—	—	—

Condo	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	145	149	+ 2.8%	2,119	2,167	+ 2.3%
Closed Sales	150	190	+ 26.7%	1,426	1,735	+ 21.7%
Days on Market Until Sale	94	68	- 27.7%	101	84	- 16.8%
Median Closed Price*	\$268,450	\$290,000	+ 8.0%	\$265,000	\$282,000	+ 6.4%
Average Closed Price*	\$368,969	\$411,895	+ 11.6%	\$344,198	\$487,344	+ 41.6%
Percent of Current List Price Received*	95.4%	96.7%	+ 1.4%	95.5%	96.2%	+ 0.7%
Inventory of Homes for Sale	792	405	- 48.9%	—	—	—
Months Supply of Inventory	6.7	2.8	- 58.2%	—	—	—

* 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.

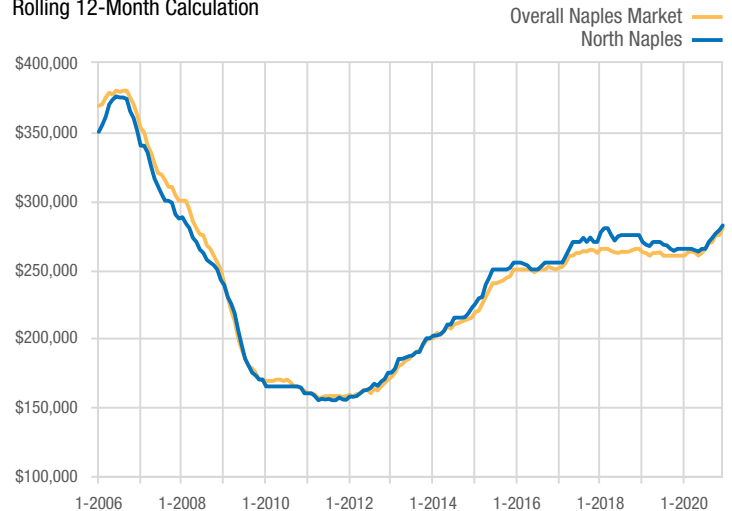
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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 – December 2020

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Central Naples

34104, 34105, 34116

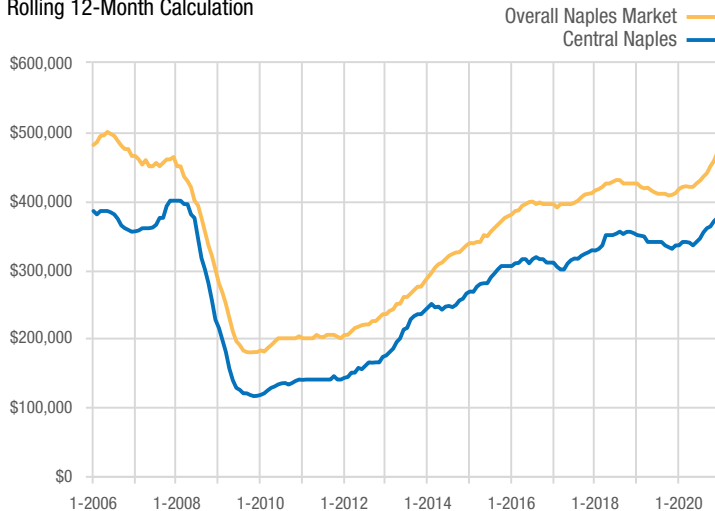
Single Family	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	63	67	+ 6.3%	1,071	931	- 13.1%
Closed Sales	79	76	- 3.8%	724	802	+ 10.8%
Days on Market Until Sale	81	60	- 25.9%	87	86	- 1.1%
Median Closed Price*	\$359,000	\$422,450	+ 17.7%	\$335,000	\$375,000	+ 11.9%
Average Closed Price*	\$622,712	\$655,186	+ 5.2%	\$528,392	\$609,986	+ 15.4%
Percent of Current List Price Received*	96.0%	97.1%	+ 1.1%	96.0%	96.4%	+ 0.4%
Inventory of Homes for Sale	375	150	- 60.0%	—	—	—
Months Supply of Inventory	6.2	2.2	- 64.5%	—	—	—

Condo	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	72	84	+ 16.7%	1,093	1,205	+ 10.2%
Closed Sales	70	99	+ 41.4%	808	822	+ 1.7%
Days on Market Until Sale	92	64	- 30.4%	92	77	- 16.3%
Median Closed Price*	\$194,250	\$225,000	+ 15.8%	\$186,000	\$200,000	+ 7.5%
Average Closed Price*	\$214,861	\$257,929	+ 20.0%	\$213,177	\$224,132	+ 5.1%
Percent of Current List Price Received*	95.7%	96.4%	+ 0.7%	95.3%	95.4%	+ 0.1%
Inventory of Homes for Sale	365	278	- 23.8%	—	—	—
Months Supply of Inventory	5.4	4.1	- 24.1%	—	—	—

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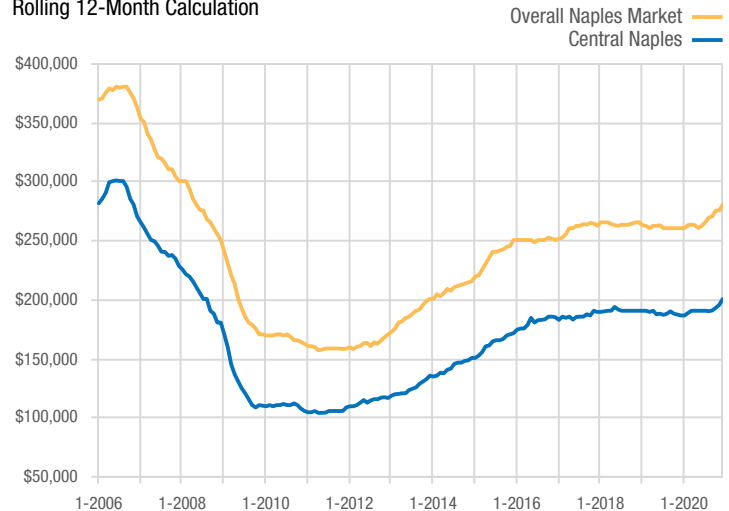
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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South Naples

34112, 34113

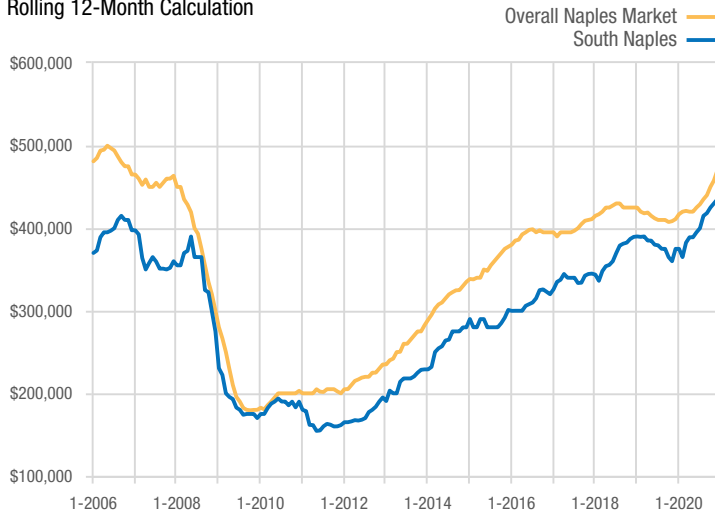
Single Family	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	67	51	- 23.9%	972	950	- 2.3%
Total Sales	61	81	+ 32.8%	601	727	+ 21.0%
Days on Market Until Sale	78	56	- 28.2%	94	87	- 7.4%
Median Closed Price*	\$437,000	\$485,000	+ 11.0%	\$375,000	\$435,000	+ 16.0%
Average Closed Price*	\$586,357	\$623,160	+ 6.3%	\$469,812	\$561,619	+ 19.5%
Percent of List Price Received*	95.1%	96.3%	+ 1.3%	95.3%	95.8%	+ 0.5%
Inventory of Homes for Sale	367	168	- 54.2%	—	—	—
Months Supply of Inventory	7.3	2.8	- 61.6%	—	—	—

Condo	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	103	132	+ 28.2%	1,715	1,704	- 0.6%
Closed Sales	110	150	+ 36.4%	1,142	1,286	+ 12.6%
Days on Market Until Sale	85	99	+ 16.5%	96	90	- 6.3%
Median Closed Price*	\$215,000	\$229,000	+ 6.5%	\$203,000	\$220,000	+ 8.4%
Average Closed Price*	\$245,554	\$267,289	+ 8.9%	\$233,174	\$253,466	+ 8.7%
Percent of Current List Price Received*	95.9%	95.8%	- 0.1%	95.0%	95.4%	+ 0.4%
Inventory of Homes for Sale	647	377	- 41.7%	—	—	—
Months Supply of Inventory	6.8	3.5	- 48.5%	—	—	—

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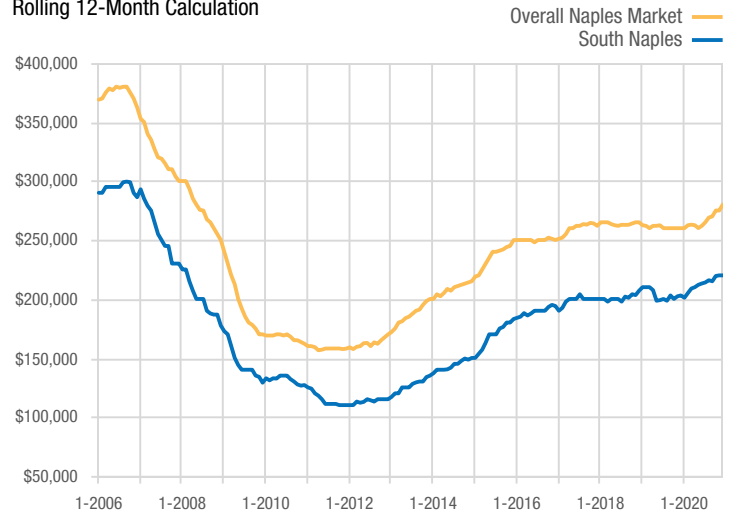
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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East Naples

34114, 34117, 34120, 34137

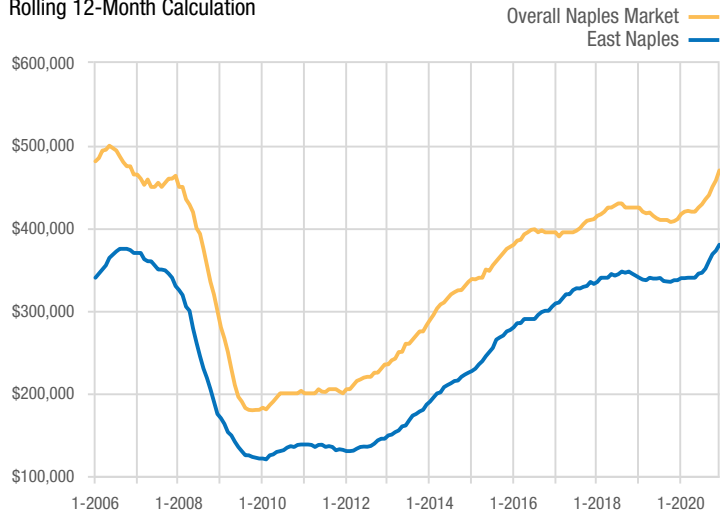
Single Family	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	148	181	+ 22.3%	2,330	2,456	+ 5.4%
Closed Sales	146	204	+ 39.7%	1,683	2,069	+ 22.9%
Days on Market Until Sale	92	49	- 46.7%	95	81	- 14.7%
Median Closed Price*	\$329,250	\$415,940	+ 26.3%	\$337,000	\$380,000	+ 12.8%
Average Closed Price*	\$411,951	\$494,294	+ 20.0%	\$404,335	\$449,740	+ 11.2%
Percent of Current List Price Received*	97.4%	97.6%	+ 0.2%	97.1%	97.4%	+ 0.3%
Inventory of Homes for Sale	878	380	- 56.7%	—	—	—
Months Supply of Inventory	6.3	2.2	- 65.1%	—	—	—

Condo	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	75	86	+ 14.7%	916	992	+ 8.3%
Closed Sales	50	83	+ 66.0%	638	776	+ 21.6%
Days on Market Until Sale	114	68	- 40.4%	105	88	- 16.2%
Median Closed Price*	\$271,596	\$286,000	+ 5.3%	\$273,096	\$289,495	+ 6.0%
Average Closed Price*	\$270,703	\$285,214	+ 5.4%	\$278,633	\$287,613	+ 3.2%
Percent of Current List Price Received*	95.7%	96.8%	+ 1.1%	96.0%	96.3%	+ 0.3%
Inventory of Homes for Sale	390	189	- 51.5%	—	—	—
Months Supply of Inventory	7.3	2.9	- 60.3%	—	—	—

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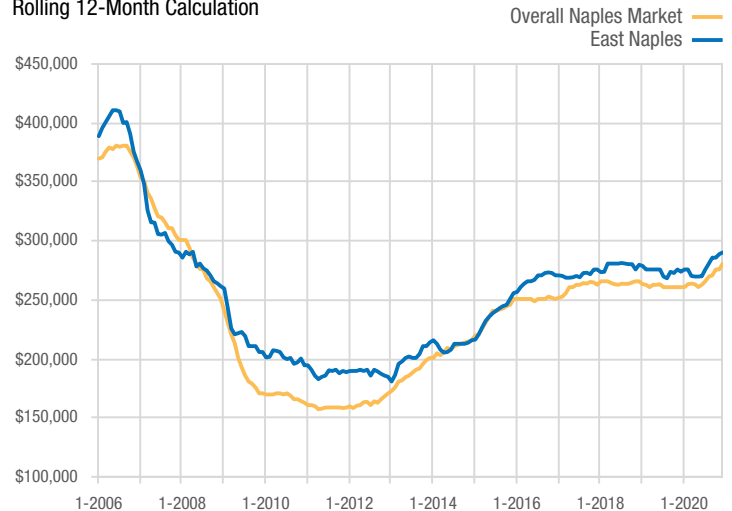
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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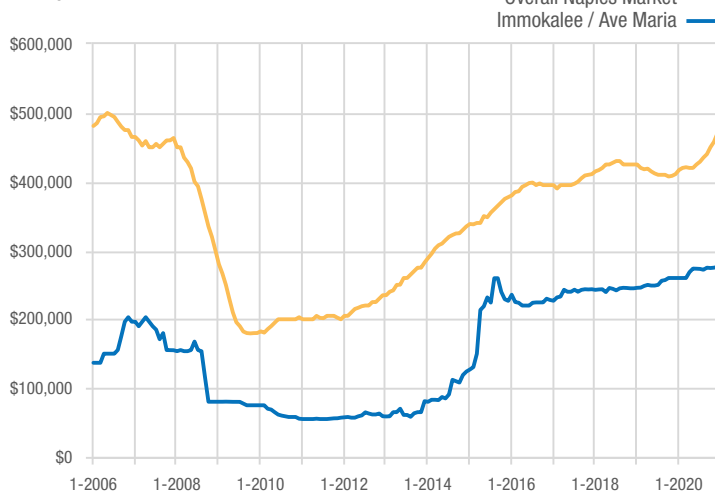
Immokalee / Ave Maria

Single Family	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	19	20	+ 5.3%	295	275	- 6.8%
Closed Sales	17	17	0.0%	154	190	+ 23.4%
Days on Market Until Sale	82	49	- 40.2%	87	88	+ 1.1%
Median Closed Price*	\$260,000	\$302,000	+ 16.2%	\$260,000	\$276,000	+ 6.2%
Average Closed Price*	\$255,769	\$305,977	+ 19.6%	\$272,088	\$287,383	+ 5.6%
Percent of Current List Price Received*	94.7%	97.7%	+ 3.2%	96.7%	97.3%	+ 0.6%
Inventory of Homes for Sale	124	67	- 46.0%	—	—	—
Months Supply of Inventory	9.7	4.2	- 56.7%	—	—	—

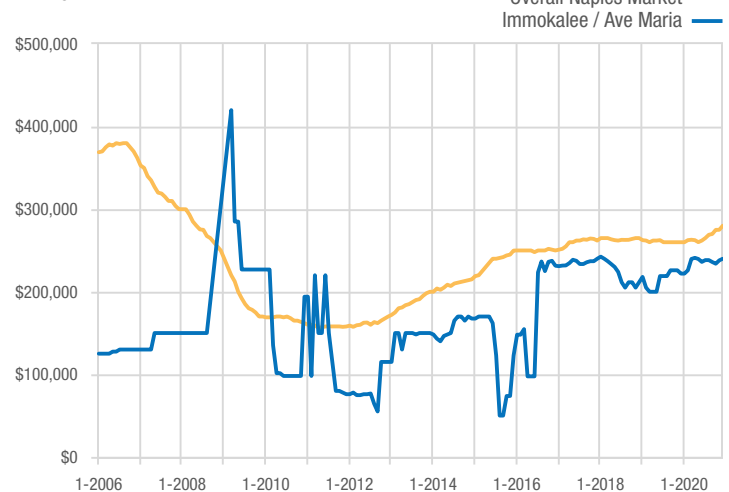
Condo	December			Year-to-Date		
	2019	2020	% Change	Thru 12-2019	Thru 12-2020	% Change
Key Metrics						
New Listings	2	0	- 100.0%	32	47	+ 46.9%
Closed Sales	1	2	+ 100.0%	21	25	+ 19.0%
Days on Market Until Sale	609	52	- 91.5%	175	129	- 26.3%
Median Closed Price*	\$221,975	\$259,950	+ 17.1%	\$221,975	\$240,000	+ 8.1%
Average Closed Price*	\$221,975	\$259,950	+ 17.1%	\$215,144	\$229,689	+ 6.8%
Percent of Current List Price Received*	98.4%	94.6%	- 3.9%	98.4%	95.9%	- 2.5%
Inventory of Homes for Sale	14	18	+ 28.6%	—	—	—
Months Supply of Inventory	6.7	6.5	- 3.0%	—	—	—

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Median Closed Price - Single Family



Median Closed Price - Condo



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