



Naples Area Board of REALTORS®



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December 2014

1455 Pine Ridge Road  
Naples, FL 34109

### Overall Market Statistics by Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	Dec. 2013	Dec. 2014
\$0-\$300K	431	368	6,660	5,751	379	408	5,935	5,491	\$166	\$186	\$162	\$179	1,916	1,446	74	62
\$300K-\$500K	130	149	2,000	2,137	132	204	1,739	1,961	\$375	\$375	\$375	\$380	893	1,054	105	76
\$500K-\$1M	103	112	1,418	1,522	91	101	1,234	1,352	\$655	\$630	\$657	\$650	901	921	119	121
\$1M-\$2M	47	39	624	655	39	51	516	623	\$1,300	\$1,350	\$1,375	\$1,340	510	473	174	121
\$2M+	28	31	363	429	16	27	299	399	\$2,675	\$2,898	\$2,950	\$2,950	394	457	227	181
<b>TOTAL</b>	<b>739</b>	<b>699</b>	<b>11,065</b>	<b>10,494</b>	<b>657</b>	<b>791</b>	<b>9,723</b>	<b>9,826</b>	<b>\$255</b>	<b>\$290</b>	<b>\$240</b>	<b>\$270</b>	<b>4,614</b>	<b>4,351</b>	<b>97</b>	<b>82</b>
									Median > \$300K	\$531	\$490	\$535	\$537			

### Overall Market Statistics by Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	Dec. 2013	Dec. 2014
Naples Beach	150	140	2,226	2,125	137	167	2,010	2,038	\$590	\$525	\$555	\$630	1,140	979	117	98
North Naples	213	152	2,954	2,687	166	193	2,621	2,618	\$263	\$357	\$285	\$329	1,109	1,065	83	78
Central Naples	130	131	1,940	1,949	107	151	1,665	1,771	\$175	\$199	\$162	\$180	681	583	75	79
South Naples	96	118	1,674	1,671	108	132	1,478	1,538	\$170	\$191	\$155	\$185	704	745	84	75
East Naples	137	146	2,071	1,924	122	138	1,768	1,725	\$233	\$253	\$193	\$224	876	885	114	70
Immokalee/Ave Maria	0	2	63	39	4	1	57	33	\$172	\$131	\$159	\$151	14	22	115	86
<b>TOTAL</b>	<b>726</b>	<b>689</b>	<b>10,928</b>	<b>10,395</b>	<b>644</b>	<b>782</b>	<b>9,599</b>	<b>9,723</b>	<b>\$250</b>	<b>\$289</b>	<b>\$240</b>	<b>\$269</b>	<b>4,524</b>	<b>4,279</b>	<b>95</b>	<b>81</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. In order to compile congruent data from multiple sources under the new Matrix system, a new method of calculating days on market was adopted. Therefore, historic comparisons of this data will be released when adequate time has elapsed allowing for such comparison. 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	
	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	Dec. 2013	Dec. 2014
	\$0-\$300K	182	164	2,772	2,124	150	128	2,431	1,965	\$175	\$194	\$175	\$193	609	443	74
\$300K-\$500K	88	87	1,205	1,303	88	123	1,028	1,192	\$379	\$388	\$379	\$386	485	592	95	82
\$500K-\$1M	64	72	815	914	55	59	700	809	\$675	\$615	\$671	\$650	528	560	105	114
\$1M-\$2M	31	21	362	363	26	27	290	352	\$1,275	\$1,200	\$1,382	\$1,331	316	337	197	153
\$2M+	20	26	249	319	12	22	202	292	\$2,675	\$2,874	\$2,885	\$3,000	322	389	216	203
<b>TOTAL</b>	<b>385</b>	<b>370</b>	<b>5,403</b>	<b>5,023</b>	<b>331</b>	<b>359</b>	<b>4,651</b>	<b>4,610</b>	<b>\$330</b>	<b>\$378</b>	<b>\$286</b>	<b>\$349</b>	<b>2,260</b>	<b>2,321</b>	<b>101</b>	<b>89</b>
									Median > \$300K	\$527	\$490	\$532	\$540			

### Single Family Market Statistics by Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	Dec. 2013	Dec. 2014
	Naples Beach	56	53	830	786	53	57	724	750	\$890	\$755	\$750	\$975	456	466	109
North Naples	105	75	1,349	1,227	68	85	1,185	1,187	\$413	\$472	\$400	\$465	622	639	105	95
Central Naples	76	68	982	949	60	70	826	855	\$247	\$320	\$243	\$272	323	291	84	89
South Naples	44	58	652	660	52	48	569	587	\$261	\$262	\$230	\$290	254	283	70	89
East Naples	96	107	1,464	1,307	88	92	1,234	1,144	\$238	\$270	\$187	\$227	540	572	108	61
Immokalee/Ave Maria	0	2	46	32	2	1	42	25	\$183	\$131	\$160	\$119	11	21	176	86
<b>TOTAL</b>	<b>377</b>	<b>363</b>	<b>5,323</b>	<b>4,961</b>	<b>323</b>	<b>353</b>	<b>4,580</b>	<b>4,548</b>	<b>\$330</b>	<b>\$378</b>	<b>\$287</b>	<b>\$349</b>	<b>2,206</b>	<b>2,272</b>	<b>97</b>	<b>88</b>

### Legend

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Naples Beach:	34102, 34103, 34108
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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. In order to compile congruent data from multiple sources under the new Matrix system, a new method of calculating days on market was adopted. Therefore, historic comparisons of this data will be released when adequate time has elapsed allowing for such comparison. 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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### Condominium Market Statistics by Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	Dec. 2013	Dec. 2014
	\$0-\$300K	249	204	3,888	3,627	229	280	3,504	3,526	\$158	\$184	\$155	\$170	1,307	1,003	74
\$300K-\$500K	42	62	795	834	44	81	711	769	\$365	\$360	\$370	\$370	408	462	123	68
\$500K-\$1M	39	40	603	608	36	42	534	543	\$640	\$665	\$647	\$650	373	361	139	131
\$1M-\$2M	16	18	262	292	13	24	226	271	\$1,300	\$1,480	\$1,340	\$1,346	194	136	127	83
\$2M+	8	5	114	110	4	5	97	107	\$2,750	\$3,875	\$3,000	\$2,800	72	68	264	79
<b>TOTAL</b>	<b>354</b>	<b>329</b>	<b>5,662</b>	<b>5,471</b>	<b>326</b>	<b>432</b>	<b>5,072</b>	<b>5,216</b>	<b>\$208</b>	<b>\$239</b>	<b>\$200</b>	<b>\$219</b>	<b>2,354</b>	<b>2,030</b>	<b>93</b>	<b>76</b>
									Median > \$300K	\$545	\$486	\$535	\$534			

### Condominium Market Statistics by Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	12-month ending 12/2013	12-month ending 12/2014	Dec. 2013	Dec. 2014	Dec. 2013	Dec. 2014
	Naples Beach	94	87	1,396	1,339	84	110	1,286	1,288	\$480	\$472	\$500	\$536	684	513	122
North Naples	108	77	1,605	1,460	98	108	1,436	1,431	\$182	\$265	\$200	\$225	487	426	68	65
Central Naples	54	63	958	1,000	47	81	839	916	\$130	\$160	\$135	\$150	358	292	64	70
South Naples	52	60	1,022	1,011	56	84	909	951	\$148	\$174	\$136	\$152	450	462	97	67
East Naples	41	39	607	617	34	46	534	581	\$202	\$231	\$215	\$215	336	313	131	89
Immokalee/Ave Maria	0	0	17	7	2	0	15	8	\$119		\$150	\$172	3	1	55	0
<b>TOTAL</b>	<b>349</b>	<b>326</b>	<b>5,605</b>	<b>5,434</b>	<b>321</b>	<b>429</b>	<b>5,019</b>	<b>5,175</b>	<b>\$208</b>	<b>\$239</b>	<b>\$200</b>	<b>\$219</b>	<b>2,318</b>	<b>2,007</b>	<b>93</b>	<b>75</b>

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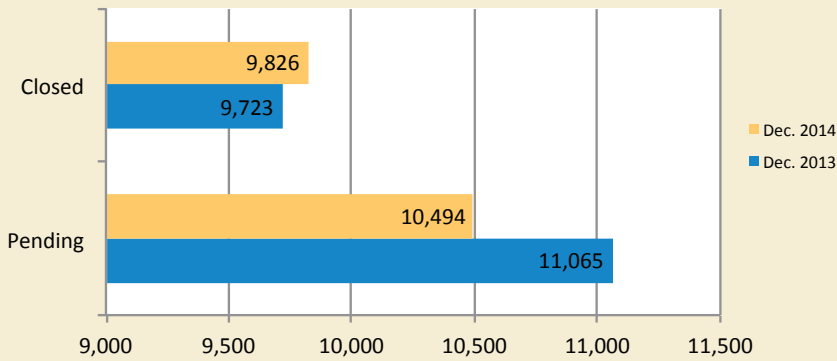
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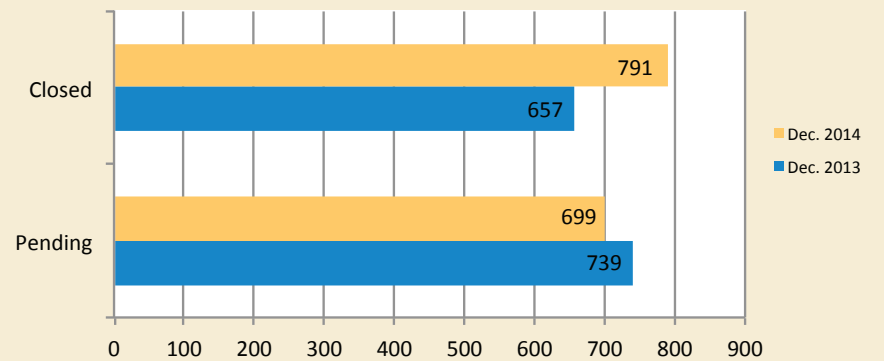
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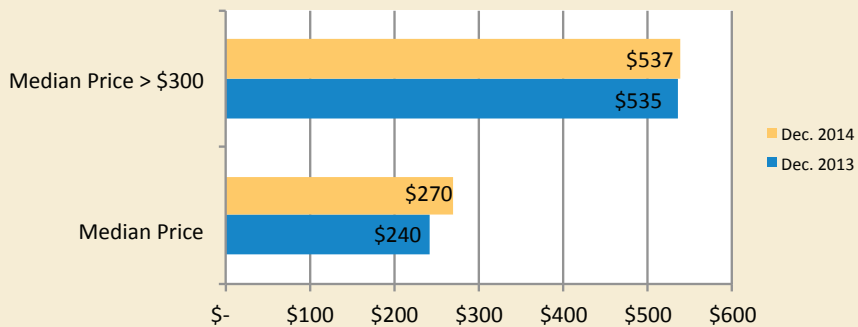
### Most Recent 12 Months



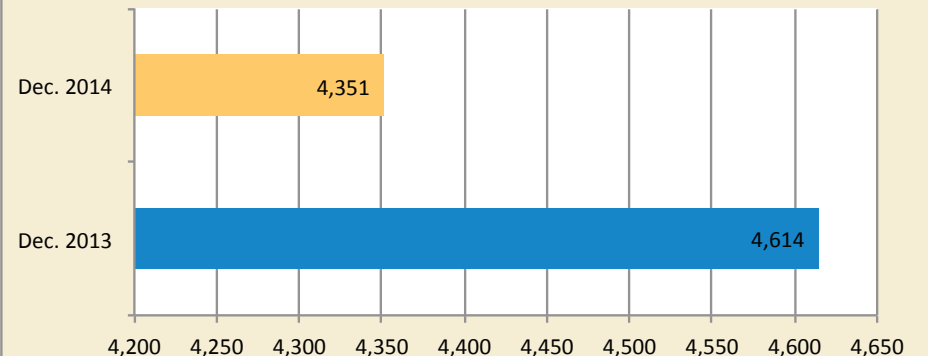
### Month to Month



### Median Closed Price (,000's) 12 Months Ending



### Inventory



Calculations are based on property listings that exist within Southwest Florida MLS. Only properties in Collier County, excluding Marco Island, are included.