



# Real life. Real answers.

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1455 Pine Ridge Road  
Naples, FL 34109



## Overall Market Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	Feb. 2010	Feb. 2011
	\$0-\$300K	774	864	7,205	6,819	426	419	5,371	5,527	\$ 136	\$ 130	\$ 131	\$ 133	4,668	4,647	134
\$300K-\$500K	146	164	1,361	1,258	79	82	1,015	1,055	\$ 378	\$ 375	\$ 375	\$ 375	1,731	1,608	223	179
\$500K-\$1M	121	105	910	878	52	62	678	752	\$ 648	\$ 712	\$ 650	\$ 670	1,687	1,555	261	236
\$1M-\$2M	46	53	340	416	22	23	262	338	\$ 1,325	\$ 1,425	\$ 1,306	\$ 1,360	927	799	235	198
\$2M+	35	37	229	260	6	9	170	203	\$ 3,925	\$ 3,150	\$ 3,000	\$ 2,940	669	604	439	259
<b>TOTAL</b>	<b>1,122</b>	<b>1,223</b>	<b>10,045</b>	<b>9,631</b>	<b>585</b>	<b>595</b>	<b>7,496</b>	<b>7,875</b>	<b>\$ 175</b>	<b>\$ 174</b>	<b>\$ 176</b>	<b>\$ 178</b>	<b>9,682</b>	<b>9,213</b>	<b>168</b>	<b>163</b>
							<b>Median &gt; \$300K</b>		<b>\$ 505</b>	<b>\$ 530</b>	<b>\$ 525</b>	<b>\$ 549</b>				

## Overall Market Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	Feb. 2010	Feb. 2011
	Naples Beach	209	221	1,548	1,576	104	111	1,246	1,359	\$ 449	\$ 442	\$ 510	\$ 525	2,475	2,387	207
North Naples	279	285	2,560	2,489	139	137	1,920	2,086	\$ 230	\$ 219	\$ 240	\$ 230	2,492	2,388	186	178
Central Naples	226	240	2,095	2,002	136	126	1,523	1,616	\$ 119	\$ 131	\$ 115	\$ 120	1,578	1,518	135	148
South Naples	159	213	1,357	1,412	79	102	1,040	1,154	\$ 145	\$ 129	\$ 145	\$ 136	1,346	1,276	149	141
East Naples	234	246	2,367	2,017	123	111	1,683	1,553	\$ 155	\$ 135	\$ 139	\$ 150	1,617	1,468	163	136
Immokalee/Ave Maria	7	5	43	66	0	3	28	51	-	\$ 55	\$ 78	\$ 55	33	30	0	53
<b>TOTAL</b>	<b>1,114</b>	<b>1,210</b>	<b>9,970</b>	<b>9,562</b>	<b>581</b>	<b>590</b>	<b>7,440</b>	<b>7,819</b>	<b>\$ 175</b>	<b>\$ 174</b>	<b>\$ 175</b>	<b>\$ 178</b>	<b>9,541</b>	<b>9,067</b>	<b>168</b>	<b>164</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 SunshineMLS. Only properties in Collier County, excluding Marco Island, are included. \*Counts for breakdowns of available inventory for prior years are unavailable. \*\*Median Sold Prices are unavailable for periods with zero sales reported. The median refers to the middle value in a set of statistical values that are arranged in ascending or descending order, in this case prices at which homes were actually sold. Data entry anomalies and non-Naples zip codes may result in minor discrepancies. However, these anomalies are statistically insignificant.

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 Home Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	Feb. 2010	Feb. 2011
	\$0-\$300K	382	378	3,725	3,283	205	192	2,708	2,577	\$ 130	\$ 138	\$ 125	\$ 135	1,726	1,761	127
\$300K-\$500K	88	90	855	768	45	50	624	635	\$ 399	\$ 366	\$ 375	\$ 375	902	830	228	175
\$500K-\$1M	60	60	486	483	21	31	352	420	\$ 616	\$ 775	\$ 665	\$ 675	801	763	216	183
\$1M-\$2M	26	31	209	270	15	14	160	212	\$ 1,400	\$ 1,375	\$ 1,337	\$ 1,350	576	463	200	200
\$2M+	22	29	164	188	5	7	117	146	\$ 4,000	\$ 3,150	\$ 3,075	\$ 3,025	511	466	468	306
<b>TOTAL</b>	<b>578</b>	<b>588</b>	<b>5,439</b>	<b>4,992</b>	<b>291</b>	<b>294</b>	<b>3,961</b>	<b>3,990</b>	<b>\$ 188</b>	<b>\$ 202</b>	<b>\$ 186</b>	<b>\$ 205</b>	<b>4,516</b>	<b>4,283</b>	<b>163</b>	<b>149</b>

## Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	Feb. 2010	Feb. 2011
	Naples Beach	83	87	677	660	42	38	520	546	\$ 449	\$ 335	\$ 537	\$ 650	913	841	174
North Naples	117	123	1,058	1,060	56	65	797	881	\$ 352	\$ 375	\$ 361	\$ 352	1,125	1,108	216	160
Central Naples	110	114	1,116	1,044	71	61	797	819	\$ 124	\$ 210	\$ 120	\$ 145	762	774	143	171
South Naples	78	73	631	616	33	45	475	502	\$ 184	\$ 177	\$ 175	\$ 180	560	524	165	129
East Naples	179	178	1,876	1,508	87	78	1,315	1,160	\$ 130	\$ 120	\$ 122	\$ 139	1,047	925	138	133
Immokalee/Ave Maria	6	3	37	56	0	3	24	45	-	\$ 55	\$ 75	\$ 55	22	25	0	53
<b>TOTAL</b>	<b>573</b>	<b>578</b>	<b>5,395</b>	<b>4,944</b>	<b>289</b>	<b>290</b>	<b>3,928</b>	<b>3,953</b>	<b>\$ 188</b>	<b>\$ 204</b>	<b>\$ 185</b>	<b>\$ 205</b>	<b>4,429</b>	<b>4,197</b>	<b>163</b>	<b>150</b>

## Legend

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Immokalee/Ave Maria:	34142

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## Condominium Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	Feb. 2010	Feb. 2011
	\$0-\$300K	392	486	3,480	3,536	221	227	2,663	2,950	\$ 145	\$ 128	\$ 140	\$ 130	2,942	2,886	141
\$300K-\$500K	58	74	506	490	34	32	391	420	\$ 354	\$ 397	\$ 370	\$ 375	829	778	217	185
\$500K-\$1M	61	45	424	395	31	31	326	332	\$ 650	\$ 687	\$ 650	\$ 650	886	792	293	288
\$1M-\$2M	20	22	131	146	7	9	102	126	\$ 1,260	\$ 1,500	\$ 1,300	\$ 1,375	351	336	296	194
\$2M+	13	8	65	72	1	2	53	57	\$ 2,400	\$ 2,942	\$ 2,850	\$ 2,640	158	138	233	135
<b>TOTAL</b>	<b>544</b>	<b>635</b>	<b>4,606</b>	<b>4,639</b>	<b>294</b>	<b>301</b>	<b>3,535</b>	<b>3,885</b>	<b>\$ 170</b>	<b>\$ 161</b>	<b>\$ 170</b>	<b>\$ 160</b>	<b>5,166</b>	<b>4,930</b>	<b>173</b>	<b>176</b>

## Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	12-month ending 2/2010	12-month ending 2/2011	Feb. 2010	Feb. 2011	Feb. 2010	Feb. 2011
	Naples Beach	126	134	871	916	62	73	726	813	\$ 459	\$ 450	\$ 505	\$ 475	1,562	1,546	230
North Naples	162	162	1,502	1,429	83	72	1,123	1,205	\$ 171	\$ 160	\$ 168	\$ 160	1,367	1,280	166	195
Central Naples	116	126	979	958	65	65	726	797	\$ 115	\$ 112	\$ 110	\$ 105	816	744	126	129
South Naples	81	140	726	796	46	57	565	652	\$ 121	\$ 110	\$ 131	\$ 125	786	752	137	151
East Naples	55	68	491	509	36	33	368	393	\$ 203	\$ 168	\$ 202	\$ 190	570	543	224	142
Immokalee/Ave Maria	1	2	6	10	0	0	4	6	-	-	\$ 226	\$ 194	11	5	0	0
<b>TOTAL</b>	<b>541</b>	<b>632</b>	<b>4,575</b>	<b>4,618</b>	<b>292</b>	<b>300</b>	<b>3,512</b>	<b>3,866</b>	<b>\$ 170</b>	<b>\$ 161</b>	<b>\$ 170</b>	<b>\$ 160</b>	<b>5,112</b>	<b>4,870</b>	<b>173</b>	<b>177</b>

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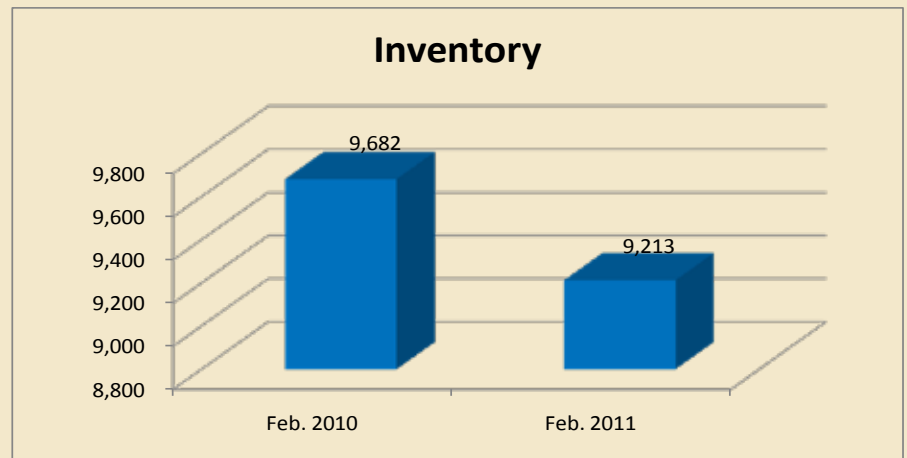
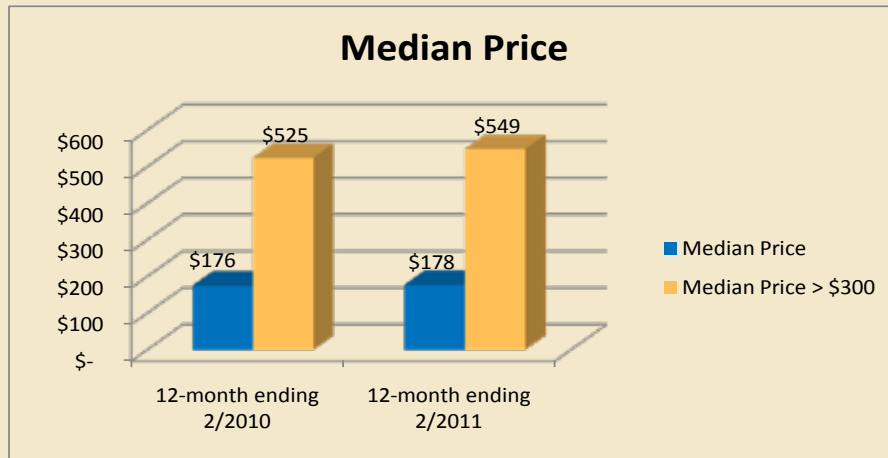
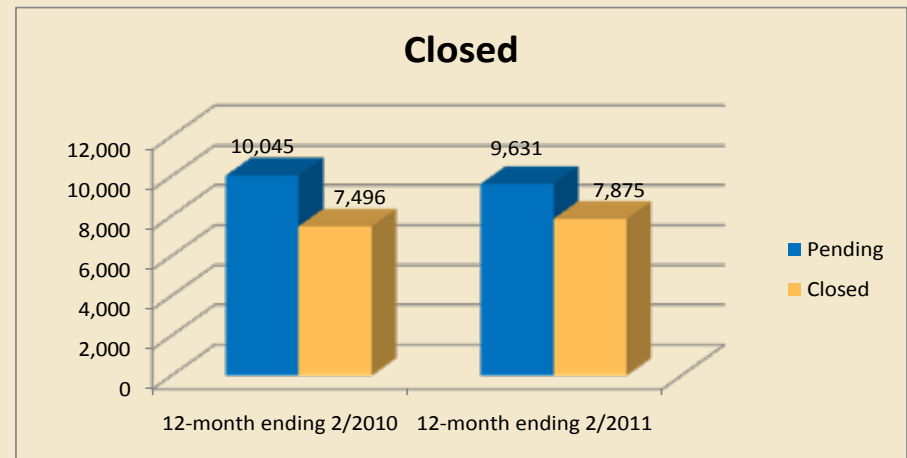
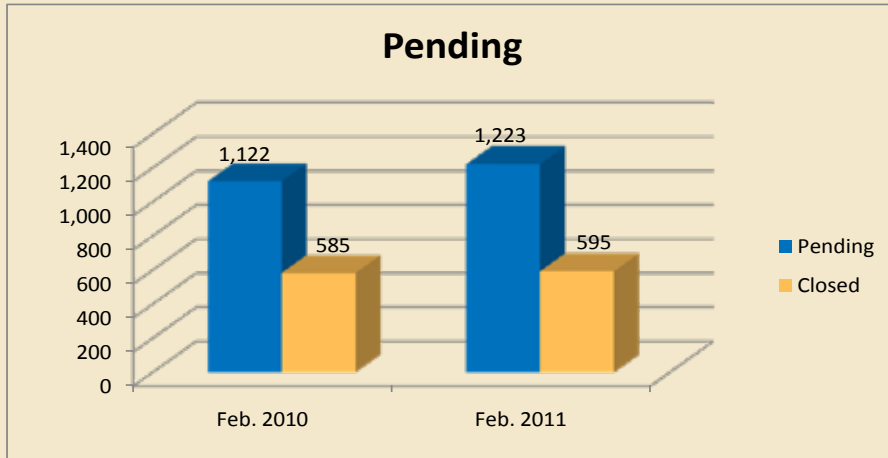


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Overall