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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		
	Nov. 2009	Nov. 2010	12-month ending	12-month ending	Nov. 2009	Nov. 2010	12-month ending	12-month ending	Nov. 2009	Nov. 2010	12-month ending	12-month ending	Nov. 2009	Nov. 2010	Nov. 2009	Nov. 2010	
			11/2009	11/2010			11/2009	11/2010			11/2009	11/2010					
\$0-\$300K	466	581	6,316	6,559	395	331	4,934	5,495	\$ 130	\$ 125	\$ 131	\$ 135	4,562	4,891	147	155	
\$300K-\$500K	139	107	1,187	1,249	80	71	926	1,072	\$ 364	\$ 380	\$ 375	\$ 375	1,691	1,594	217	177	
\$500K-\$1M	62	74	759	872	40	41	605	762	\$ 735	\$ 680	\$ 653	\$ 660	1,681	1,466	229	226	
\$1M-\$2M	29	26	288	396	23	17	255	332	\$ 1,200	\$ 1,285	\$ 1,300	\$ 1,350	856	818	247	262	
\$2M+	19	18	193	246	9	8	164	202	\$ 2,185	\$ 3,112	\$ 3,022	\$ 2,892	679	583	331	287	
TOTAL	715	806	8,743	9,322	547	468	6,884	7,863	\$ 175	\$ 169	\$ 179	\$ 180	9,469	9,352	173	171	
									Median > \$300K	\$ 500	\$ 487	\$ 525	\$ 540				

Overall Market Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Nov. 2009	Nov. 2010	12-month ending	12-month ending	Nov. 2009	Nov. 2010	12-month ending	12-month ending	Nov. 2009	Nov. 2010	12-month ending	12-month ending	Nov. 2009	Nov. 2010	Nov. 2009	Nov. 2010
			11/2009	11/2010			11/2009	11/2010			11/2009	11/2010				
Naples Beach	111	120	1,289	1,494	86	74	1,127	1,343	\$ 520	\$ 460	\$ 525	\$ 540	2,313	2,279	194	233
North Naples	193	224	2,206	2,439	149	124	1,794	2,076	\$ 237	\$ 220	\$ 242	\$ 235	2,411	2,395	172	153
Central Naples	153	165	1,848	1,927	108	106	1,380	1,627	\$ 127	\$ 124	\$ 114	\$ 122	1,571	1,554	150	182
South Naples	101	118	1,146	1,341	79	68	932	1,149	\$ 122	\$ 114	\$ 148	\$ 140	1,383	1,375	191	151
East Naples	149	167	2,168	1,992	119	88	1,588	1,558	\$ 134	\$ 147	\$ 136	\$ 150	1,604	1,583	165	149
Immokalee/Ave Maria	3	6	38	56	2	1	24	45	\$ 39	\$ 125	\$ 77	\$ 57	30	25	37	163
TOTAL	710	800	8,695	9,249	543	461	6,845	7,798	\$ 174	\$ 167	\$ 178	\$ 180	9,312	9,211	172	172

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	
	Nov. 2009	Nov. 2010	12-month ending 11/2009	12-month ending 11/2010	Nov. 2009	Nov. 2010	12-month ending 11/2009	12-month ending 11/2010	Nov. 2009	Nov. 2010	12-month ending 11/2009	12-month ending 11/2010	Nov. 2009	Nov. 2010	Nov. 2009	Nov. 2010
	\$0-\$300K	220	273	3,423	3,173	185	149	2,585	2,562	\$ 125	\$ 140	\$ 124	\$ 135	1,684	1,936	127
\$300K-\$500K	80	70	746	768	51	41	577	653	\$ 360	\$ 389	\$ 375	\$ 375	888	837	204	146
\$500K-\$1M	25	45	414	476	23	20	333	405	\$ 650	\$ 727	\$ 660	\$ 670	811	711	215	212
\$1M-\$2M	15	17	176	263	13	10	151	211	\$ 1,200	\$ 1,447	\$ 1,300	\$ 1,350	525	488	285	300
\$2M+	14	14	135	176	6	5	110	144	\$ 3,150	\$ 3,025	\$ 3,150	\$ 3,000	510	447	277	290
TOTAL	354	419	4,894	4,856	278	225	3,756	3,975	\$ 190	\$ 193	\$ 183	\$ 205	4,418	4,419	161	153

Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Nov. 2009	Nov. 2010	12-month ending 11/2009	12-month ending 11/2010	Nov. 2009	Nov. 2010	12-month ending 11/2009	12-month ending 11/2010	Nov. 2009	Nov. 2010	12-month ending 11/2009	12-month ending 11/2010	Nov. 2009	Nov. 2010	Nov. 2009	Nov. 2010
	Naples Beach	40	55	569	639	37	25	481	549	\$ 500	\$ 500	\$ 550	\$ 665	842	805	197
North Naples	72	97	902	1,018	60	52	763	860	\$ 362	\$ 338	\$ 360	\$ 350	1,091	1,117	191	145
Central Naples	77	80	1,016	1,001	52	48	738	826	\$ 125	\$ 184	\$ 118	\$ 139	776	804	126	188
South Naples	50	58	558	586	31	30	444	488	\$ 99	\$ 113	\$ 175	\$ 187	572	561	166	137
East Naples	109	122	1,787	1,517	94	65	1,292	1,168	\$ 126	\$ 143	\$ 122	\$ 139	1,018	1,028	144	139
Immokalee/Ave Maria	3	5	34	46	2	1	20	40	\$ 39	\$ 125	\$ 72	\$ 57	20	18	37	163
TOTAL	351	417	4,866	4,807	276	221	3,738	3,931	\$ 190	\$ 194	\$ 182	\$ 205	4,319	4,333	160	154

Legend

Geographic Location	USPS Zip Codes
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Condominium Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Nov. 2009	Nov. 2010	12-month ending	12-month ending	Nov. 2009	Nov. 2010	12-month ending	12-month ending	Nov. 2009	Nov. 2010	12-month ending	12-month ending	Nov. 2009	Nov. 2010	Nov. 2009	Nov. 2010
			11/2009	11/2010			11/2009	11/2010			11/2009	11/2010				
\$0-\$300K	246	308	2,893	3,386	210	182	2,349	2,933	\$ 140	\$ 118	\$ 140	\$ 134	2,878	2,955	165	175
\$300K-\$500K	59	37	441	481	29	30	349	419	\$ 360	\$ 360	\$ 375	\$ 375	803	757	236	219
\$500K-\$1M	37	29	345	396	17	21	272	357	\$ 745	\$ 625	\$ 650	\$ 650	870	755	242	239
\$1M-\$2M	14	9	112	133	10	7	104	121	\$ 1,230	\$ 1,150	\$ 1,300	\$ 1,375	331	330	192	202
\$2M+	5	4	58	70	3	3	54	58	\$ 2,020	\$ 2,200	\$ 2,800	\$ 2,670	69	136	426	280
TOTAL	361	387	3,849	4,466	269	243	3,128	3,888	\$ 169	\$ 139	\$ 173	\$ 165	4,951	4,933	185	189

Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
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			11/2009	11/2010			11/2009	11/2010			11/2009	11/2010				
Naples Beach	71	65	720	855	49	49	646	794	\$ 500	\$ 420	\$ 517	\$ 500	1,471	1,474	192	264
North Naples	121	127	1,304	1,421	89	72	1,031	1,216	\$ 152	\$ 149	\$ 172	\$ 165	1,320	1,278	159	160
Central Naples	76	85	832	926	56	58	642	801	\$ 132	\$ 103	\$ 110	\$ 108	797	750	172	177
South Naples	51	60	588	755	48	38	488	661	\$ 137	\$ 123	\$ 133	\$ 127	811	814	207	162
East Naples	40	45	381	475	25	23	296	390	\$ 169	\$ 152	\$ 207	\$ 199	586	555	246	180
Immokalee/Ave Maria	0	1	4	10	0	0	4	5	\$ 226	\$ 25	\$ 226	\$ 25	10	7	0	0
TOTAL	359	383	3,829	4,442	267	240	3,107	3,867	\$ 166	\$ 142	\$ 172	\$ 165	4,995	4,878	185	188

Legend

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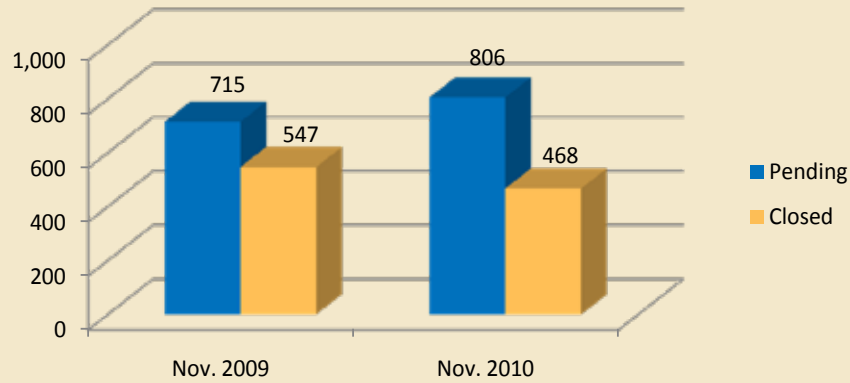
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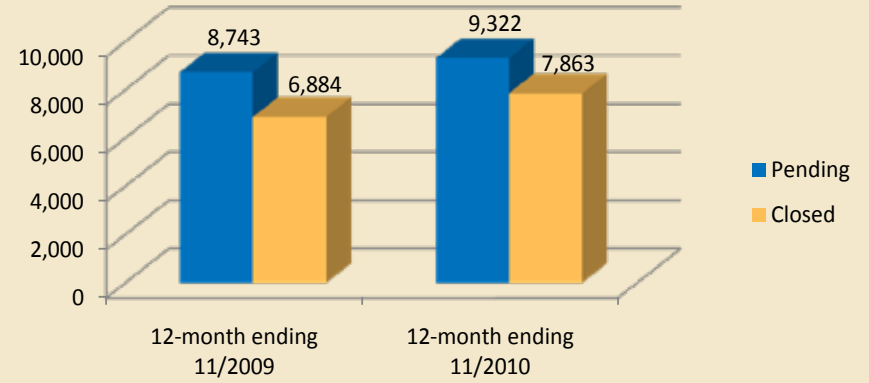
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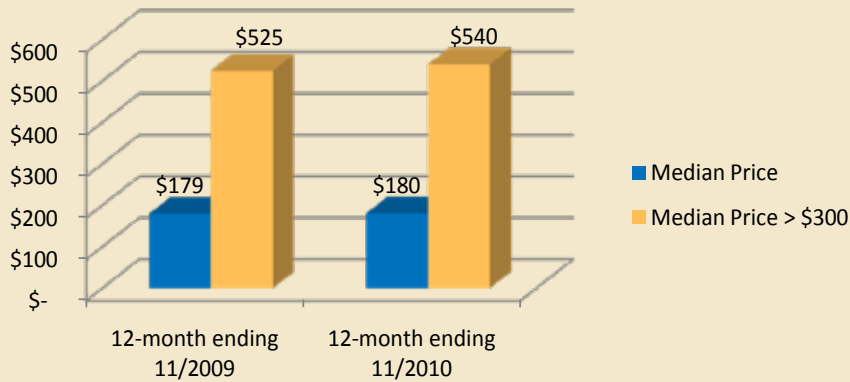
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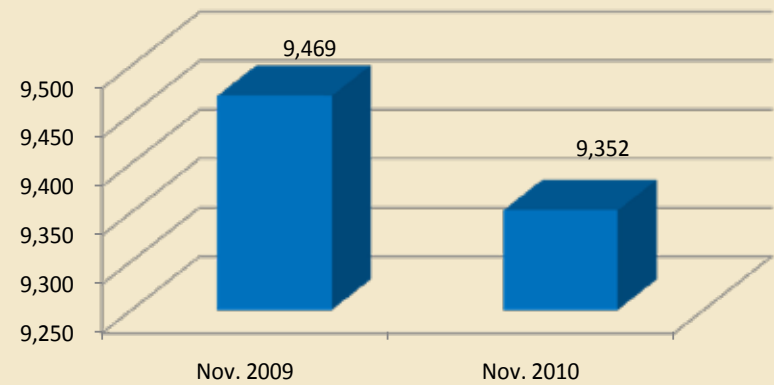
Closed



Median Price



Inventory



Overall

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