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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		
	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	July 2010	July 2011	
	\$0-\$300K	577	563	6,849	7,077	363	364	5,675	5,676	\$ 128	\$ 130	\$ 137	\$ 130	4,597	3,567	144	153
\$300K-\$500K	81	116	1,358	1,331	87	85	1,134	1,100	\$ 380	\$ 380	\$ 375	\$ 380	1,490	1,281	174	190	
\$500K-\$1M	52	63	918	931	70	55	798	775	\$ 715	\$ 689	\$ 660	\$ 670	1,386	1,160	265	217	
\$1M-\$2M	31	18	412	413	32	19	341	348	\$ 1,300	\$ 1,200	\$ 1,300	\$ 1,363	732	598	233	233	
\$2M+	19	16	248	278	20	17	210	211	\$ 4,200	\$ 2,850	\$ 2,900	\$ 2,960	526	404	315	295	
TOTAL	760	776	9,785	10,030	572	540	8,158	8,110	\$ 198	\$ 191	\$ 185	\$ 175	8,731	7,010	176	175	
									Median > \$300K	\$ 590	\$ 520	\$ 540	\$ 550				

Overall Market Statistics By Area

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	Naples Beach	112	119	1,553	1,747	117	108	1,434	1,517	\$ 660	\$ 487	\$ 540	\$ 499	2,074	1,716	244
North Naples	206	208	2,576	2,587	150	157	2,156	2,123	\$ 262	\$ 240	\$ 245	\$ 225	2,223	1,791	168	173
Central Naples	173	177	2,028	2,021	121	104	1,623	1,605	\$ 116	\$ 118	\$ 121	\$ 120	1,510	1,079	144	168
South Naples	82	96	1,381	1,473	60	71	1,181	1,209	\$ 150	\$ 150	\$ 149	\$ 121	1,227	1,047	163	164
East Naples	180	164	2,128	2,046	116	96	1,666	1,525	\$ 151	\$ 144	\$ 150	\$ 150	1,531	1,206	158	136
Immokalee/Ave Maria	2	6	52	56	4	1	43	42	\$ 56	\$ 75	\$ 62	\$ 55	26	33	146	27
TOTAL	755	770	9,718	9,930	568	537	8,103	8,021	\$ 200	\$ 190	\$ 185	\$ 175	8,591	6,872	176	175

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.

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	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	July 2010	July 2011
	\$0-\$300K	309	302	3,332	3,394	173	178	2,694	2,554	\$ 130	\$ 121	\$ 135	\$ 135	1,844	1,396	122
\$300K-\$500K	60	79	839	803	51	48	691	649	\$ 385	\$ 383	\$ 375	\$ 380	795	661	165	180
\$500K-\$1M	25	43	484	530	38	35	424	435	\$ 752	\$ 679	\$ 665	\$ 675	682	589	241	183
\$1M-\$2M	24	16	269	242	23	16	212	201	\$ 1,240	\$ 1,212	\$ 1,300	\$ 1,400	464	381	249	243
\$2M+	14	7	172	210	19	13	142	163	\$ 4,300	\$ 3,425	\$ 3,000	\$ 3,025	405	313	331	336
TOTAL	432	447	5,096	5,179	304	290	4,163	4,002	\$ 237	\$ 223	\$ 205	\$ 209	4,190	3,340	169	168

Single Family Home Statistics By Area

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	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	July 2010	July 2011
	Naples Beach	56	53	661	708	54	43	576	587	\$ 1,067	\$ 655	\$ 650	\$ 610	771	617	270
North Naples	81	108	1,061	1,111	63	73	922	887	\$ 400	\$ 380	\$ 360	\$ 350	1,002	882	172	191
Central Naples	106	102	1,069	1,074	64	58	830	814	\$ 181	\$ 127	\$ 135	\$ 140	797	561	133	186
South Naples	32	47	605	651	31	39	512	503	\$ 150	\$ 175	\$ 190	\$ 160	488	434	162	145
East Naples	151	130	1,611	1,527	85	74	1,250	1,119	\$ 130	\$ 123	\$ 133	\$ 138	1,030	734	136	120
Immokalee/Ave Maria	2	4	44	49	4	0	38	38	\$ 56		\$ 61	\$ 51	14	28	146	0
TOTAL	428	444	5,051	5,120	301	287	4,128	3,948	\$ 239	\$ 225	\$ 205	\$ 207	4,102	3,256	170	169

Legend

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Condominium Statistics By Price

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	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	12-month ending 7/2010	12-month ending 7/2011	July 2010	July 2011	July 2010	July 2011
	\$0-\$300K	268	261	3,517	3,683	190	186	2,981	3,122	\$ 126	\$ 133	\$ 140	\$ 128	2,573	2,171	164
\$300K-\$500K	21	37	519	528	36	37	443	451	\$ 377	\$ 375	\$ 375	\$ 380	695	620	188	202
\$500K-\$1M	27	20	434	401	32	20	374	340	\$ 675	\$ 707	\$ 650	\$ 667	704	571	292	268
\$1M-\$2M	7	2	143	171	9	3	129	147	\$ 1,400	\$ 1,200	\$ 1,325	\$ 1,300	268	217	193	200
\$2M+	5	9	76	68	1	4	68	48	\$ 2,350	\$ 2,512	\$ 2,700	\$ 2,655	121	91	171	155
TOTAL	328	329	4,689	4,851	268	250	3,995	4,108	\$ 167	\$ 169	\$ 170	\$ 160	4,361	3,670	184	182

Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
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	Naples Beach	56	66	892	1,039	63	65	858	930	\$ 465	\$ 435	\$ 501	\$ 458	1,303	1,099	223
North Naples	125	100	1,515	1,476	87	84	1,234	1,236	\$ 155	\$ 159	\$ 168	\$ 157	1,222	909	166	159
Central Naples	67	75	959	947	57	46	793	791	\$ 81	\$ 98	\$ 110	\$ 106	713	518	157	147
South Naples	50	49	776	822	29	32	669	706	\$ 150	\$ 131	\$ 135	\$ 112	739	613	164	186
East Naples	29	34	517	519	31	22	416	406	\$ 171	\$ 217	\$ 200	\$ 190	501	472	214	188
Immokalee/Ave Maria	0	2	8	7	0	1	5	4	\$ 75	\$ 98	\$ 98	\$ 220	12	5	0	27
TOTAL	327	326	4,667	4,810	267	250	3,975	4,073	\$ 170	\$ 168	\$ 170	\$ 159	4,490	3,616	183	183

Legend

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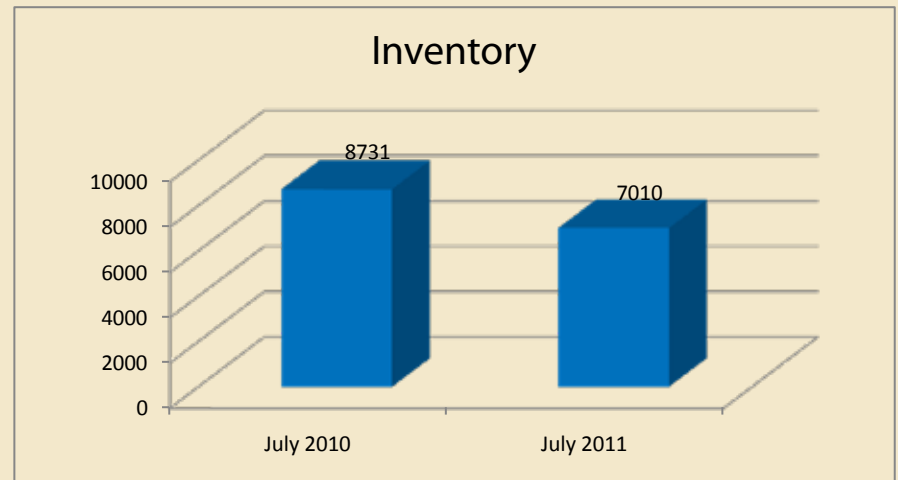
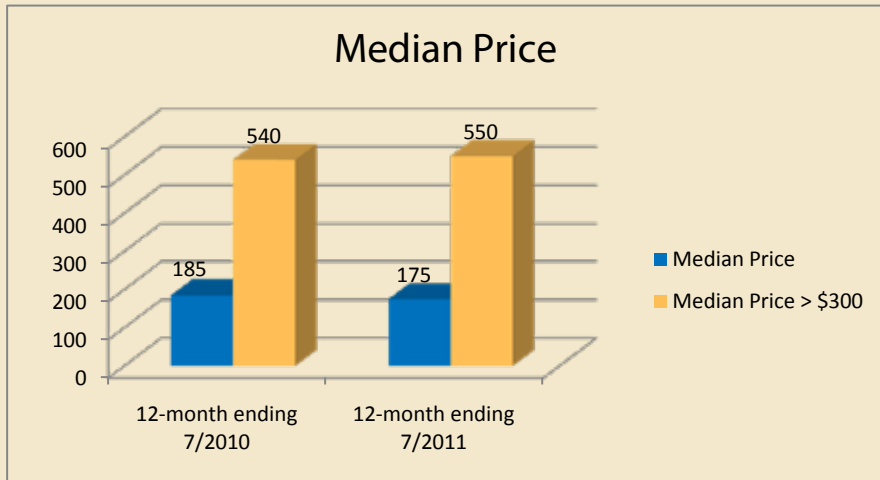
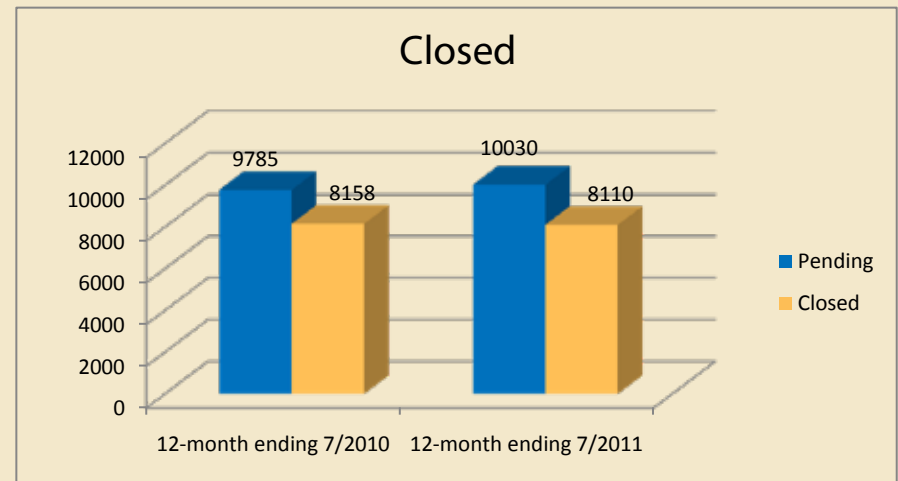
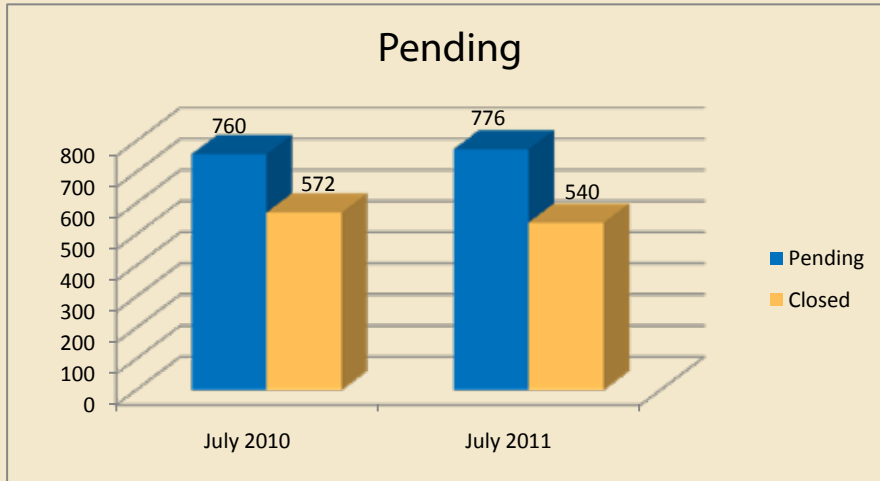


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Overall