

Naples Area Market Report



July 2024

Closed sales of properties in Naples during June and July declined compared to the same months in 2023. According to the July 2024 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), overall closed sales during July decreased 2.6 percent to 608 closed sales from 624 closed sales in July 2023. Furthermore, pending sales activity reported for July decreased 15.7 percent, convincing broker analysts who review the report that we can expect similar closed sales performance in August.

Overall inventory has been climbing for the last 28 months. For July, inventory increased 50.5 percent to 4,352 properties from 2,892 properties in July 2023. There are 6.2 months of inventory available, up 59 percent from 2.9 in July 2023. Conversely, overall closed sales have been declining (month/month) since July 2021, or 36 months ago.

Median closed price during both June and July decreased 0.8 percent. In July, the overall median closed price was \$590,000 compared to \$595,000 in July 2023. For both summer months, reductions in the median closed price of single family homes drove the overall median closed price decrease. Conversely, the median closed price of condominiums increased in June and July. The percent of list price received in July decreased 1.4 percent to 94.8 percent from 96.1 percent in July 2023. As such, the number of cash sale transactions is decreasing, 51.9 percent in July compared to 61.2 percent in January 2024.

Quick Facts

- 2.6%	- 0.8%	+ 50.5%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
+ 6.3%	+ 8.7%	- 6.0%
Price Range With the Strongest Sales: \$5,000,001 and Above	Bedroom Count With Strongest Sales: 1 Bedroom or Fewer	Property Type With Strongest Sales: Condo

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Overall Naples Market

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



Key Metrics	Historical Sparkbars	7-2023	7-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		840	832	- 1.0%	8,004	9,397	+ 17.4%
Total Sales		624	608	- 2.6%	5,784	5,325	- 7.9%
Days on Market Until Sale		56	81	+ 44.6%	53	70	+ 32.1%
Median Closed Price		\$595,000	\$590,000	- 0.8%	\$602,620	\$625,000	+ 3.7%
Average Closed Price		\$993,961	\$942,095	- 5.2%	\$1,055,473	\$1,113,819	+ 5.5%
Percent of List Price Received		96.1%	94.8%	- 1.4%	96.3%	95.5%	- 0.8%
Pending Listings		798	673	- 15.7%	7,457	6,895	- 7.5%
Inventory of Homes for Sale		2,892	4,352	+ 50.5%	—	—	—
Months Supply of Inventory		3.9	6.2	+ 59.0%	—	—	—

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	7-2023	7-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		436	457	+ 4.8%	4,108	4,750	+ 15.6%
Total Sales		347	312	- 10.1%	2,903	2,654	- 8.6%
Days on Market Until Sale		61	73	+ 19.7%	58	70	+ 20.7%
Median Closed Price		\$732,500	\$717,500	- 2.0%	\$740,000	\$770,000	+ 4.1%
Average Closed Price		\$1,242,433	\$1,201,609	- 3.3%	\$1,311,817	\$1,413,348	+ 7.7%
Percent of List Price Received		95.8%	94.8%	- 1.0%	96.0%	95.5%	- 0.5%
Pending Listings		429	349	- 18.6%	3,774	3,484	- 7.7%
Inventory of Homes for Sale		1,619	2,227	+ 37.6%	—	—	—
Months Supply of Inventory		4.3	6.3	+ 46.5%	—	—	—

Condo Market Overview

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



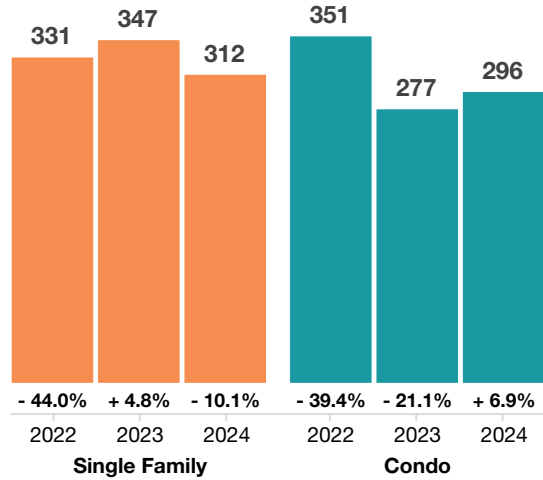
Key Metrics	Historical Sparkbars	7-2023	7-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		404	375	- 7.2%	3,896	4,647	+ 19.3%
Total Sales		277	296	+ 6.9%	2,881	2,671	- 7.3%
Days on Market Until Sale		50	88	+ 76.0%	47	70	+ 48.9%
Median Closed Price		\$460,000	\$470,000	+ 2.2%	\$492,000	\$505,000	+ 2.6%
Average Closed Price		\$683,594	\$668,554	- 2.2%	\$797,260	\$816,198	+ 2.4%
Percent of List Price Received		96.4%	94.8%	- 1.7%	96.6%	95.6%	- 1.0%
Pending Listings		369	324	- 12.2%	3,683	3,411	- 7.4%
Inventory of Homes for Sale		1,273	2,125	+ 66.9%	—	—	—
Months Supply of Inventory		3.4	6.1	+ 79.4%	—	—	—

Overall Closed Sales

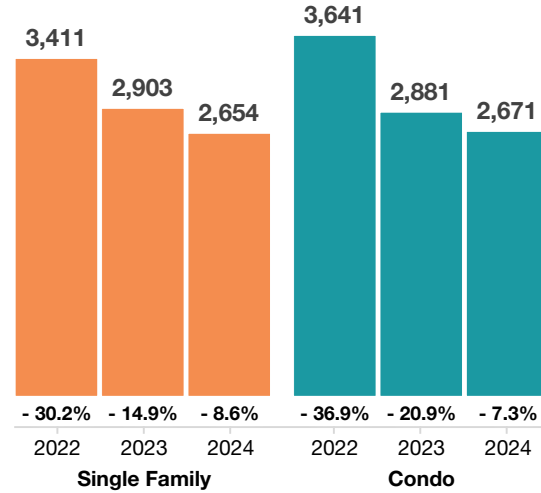
A count of the actual sales that closed in a given month.



July

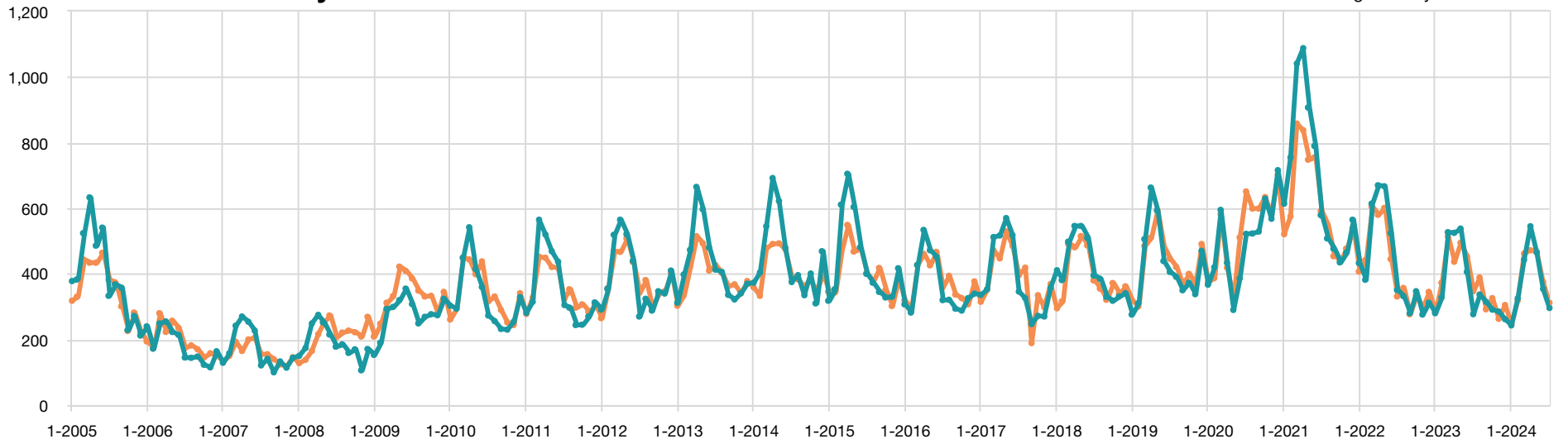


Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2023	389	+ 9.0%	337	+ 1.5%
Sep-2023	292	+ 5.4%	315	+ 12.5%
Oct-2023	326	- 2.7%	291	- 16.1%
Nov-2023	263	- 11.1%	285	+ 3.3%
Dec-2023	305	- 11.6%	262	- 16.0%
Jan-2024	247	- 13.0%	243	- 13.2%
Feb-2024	319	- 14.5%	325	- 0.9%
Mar-2024	462	- 10.1%	443	- 15.9%
Apr-2024	472	+ 8.0%	545	+ 3.8%
May-2024	467	- 5.7%	465	- 13.6%
Jun-2024	375	- 17.2%	354	- 12.8%
Jul-2024	312	- 10.1%	296	+ 6.9%
12-Month Avg	352	- 6.4%	347	- 6.0%

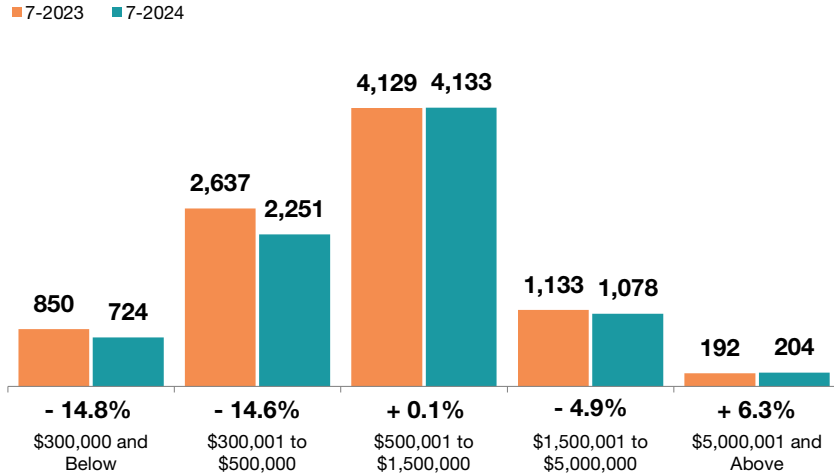
Overall Closed Sales by Month



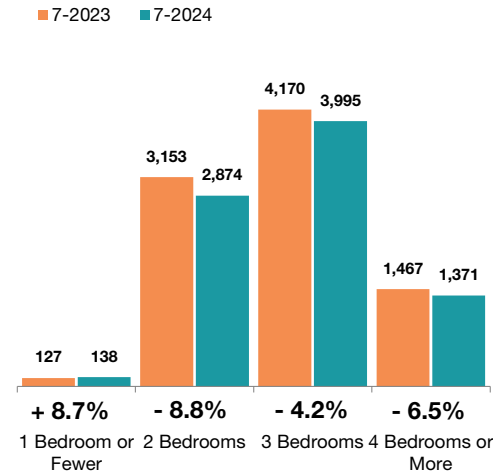
Overall Closed Sales by Price Range

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

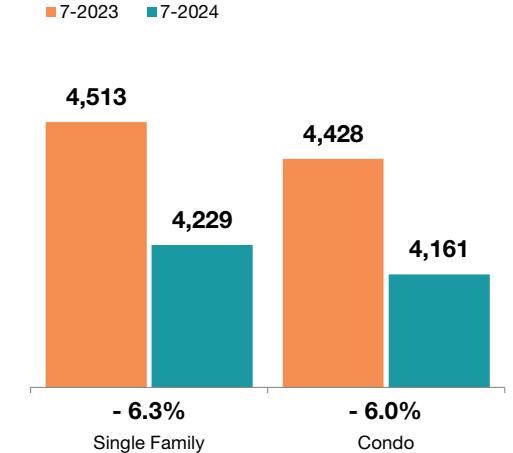
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	7-2023	7-2024	Change
\$300,000 and Below	850	724	- 14.8%
\$300,001 to \$500,000	2,637	2,251	- 14.6%
\$500,001 to \$1,500,000	4,129	4,133	+ 0.1%
\$1,500,001 to \$5,000,000	1,133	1,078	- 4.9%
\$5,000,001 and Above	192	204	+ 6.3%
All Price Ranges	8,941	8,390	- 6.2%

Single Family

	7-2023	7-2024	Change
1 Bedroom or Fewer	219	196	- 10.5%
2 Bedrooms	834	641	- 23.1%
3 Bedrooms	2,560	2,538	- 0.9%
4 Bedrooms or More	738	690	- 6.5%
All Single Family	4,513	4,229	- 6.3%

Condo

	7-2023	7-2024	Change
1 Bedroom or Fewer	631	528	- 16.3%
2 Bedrooms	1803	1610	- 10.7%
3 Bedrooms	1569	1595	+ 1.7%
4 Bedrooms or More	395	388	- 1.8%
All Condo	4,428	4,161	- 6.0%

By Bedroom Count

	7-2023	7-2024	Change
1 Bedroom or Fewer	127	138	+ 8.7%
2 Bedrooms	3,153	2,874	- 8.8%
3 Bedrooms	4,170	3,995	- 4.2%
4 Bedrooms or More	1,467	1,371	- 6.5%
All Bedroom Counts	8,941	8,390	- 6.2%

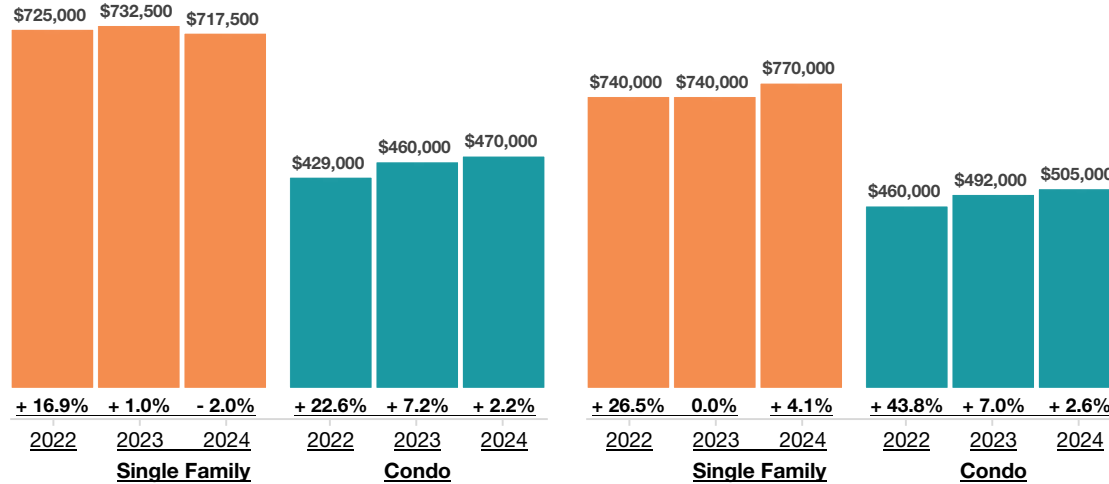
	7-2023	7-2024	Change
1 Bedroom or Fewer	25	28	+ 12.0%
2 Bedrooms	547	501	- 8.4%
3 Bedrooms	2,556	2,403	- 6.0%
4 Bedrooms or More	1,378	1,295	- 6.0%
All Single Family	4,513	4,229	- 6.3%

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.



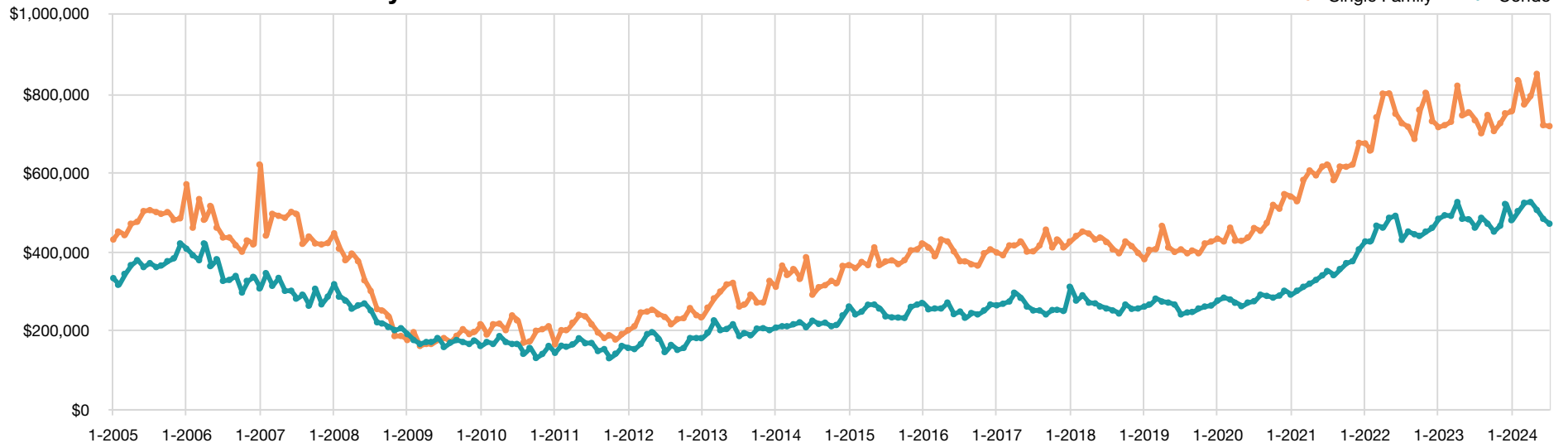
July



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2023	\$699,450	-2.3%	\$485,000	+7.7%
Sep-2023	\$745,693	+8.9%	\$470,000	+6.0%
Oct-2023	\$705,000	-7.1%	\$450,000	+2.5%
Nov-2023	\$725,000	-9.6%	\$465,000	+3.3%
Dec-2023	\$750,000	+2.7%	\$520,000	+13.2%
Jan-2024	\$755,000	+5.6%	\$479,000	-0.7%
Feb-2024	\$834,000	+15.8%	\$502,000	+2.1%
Mar-2024	\$772,500	+6.0%	\$523,000	+6.7%
Apr-2024	\$793,750	-3.2%	\$525,000	0.0%
May-2024	\$850,000	+14.1%	\$505,000	+4.7%
Jun-2024	\$720,000	-4.3%	\$482,500	+0.3%
Jul-2024	\$717,500	-2.0%	\$470,000	+2.2%
12-Month Avg*	\$750,000	+1.4%	\$495,000	+4.2%

* Median Closed Price for all properties from August 2023 through July 2024. This is not the average of the individual figures above.

Overall Median Closed Price by Month

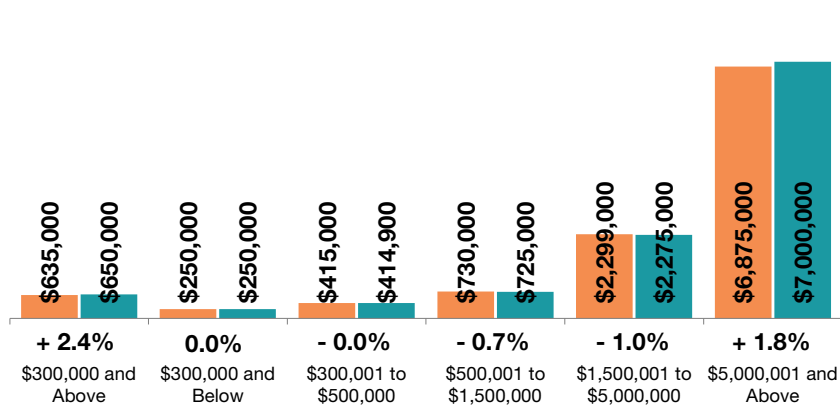


Overall Median Closed Price by Price Range

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

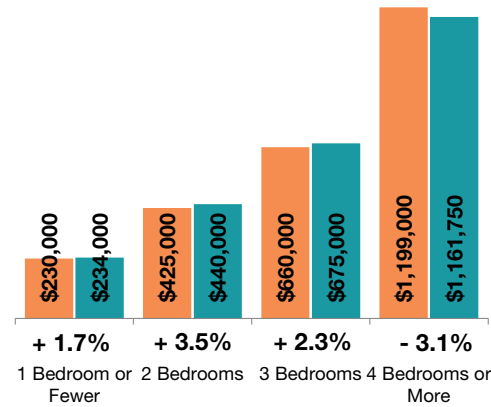
By Price Range

7-2023 7-2024



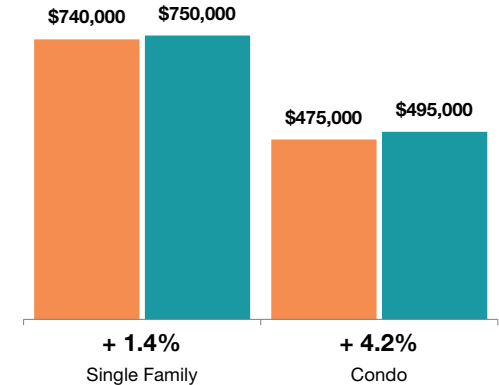
By Bedroom Count

7-2023 7-2024



By Property Type

7-2023 7-2024



All Properties

By Price Range

	7-2023	7-2024	Change
\$300,000 and Above	\$635,000	\$650,000	+ 2.4%
\$300,000 and Below	\$250,000	\$250,000	0.0%
\$300,001 to \$500,000	\$415,000	\$414,900	- 0.0%
\$500,001 to \$1,500,000	\$730,000	\$725,000	- 0.7%
\$1,500,001 to \$5,000,000	\$2,299,000	\$2,275,000	- 1.0%
\$5,000,001 and Above	\$6,875,000	\$7,000,000	+ 1.8%
All Price Ranges	\$595,000	\$610,000	+ 2.5%

Single Family

	7-2023	7-2024	Change
\$300,000 and Above	\$760,000	\$775,000	+ 2.0%
\$300,000 and Below	\$190,000	\$189,500	- 0.3%
\$300,001 to \$500,000	\$439,450	\$438,000	- 0.3%
\$500,001 to \$1,500,000	\$755,000	\$750,000	- 0.7%
\$1,500,001 to \$5,000,000	\$2,300,000	\$2,300,000	0.0%
\$5,000,001 and Above	\$6,850,000	\$7,125,000	+ 4.0%
All Single Family	\$740,000	\$750,000	+ 1.4%

Condo

	7-2023	7-2024	Change
\$300,000 and Above	\$520,000	\$532,000	+ 2.3%
\$300,000 and Below	\$260,000	\$265,500	+ 2.1%
\$300,001 to \$500,000	\$400,000	\$400,000	0.0%
\$500,001 to \$1,500,000	\$680,000	\$685,000	+ 0.7%
\$1,500,001 to \$5,000,000	\$2,250,000	\$2,260,000	+ 0.4%
\$5,000,001 and Above	\$7,025,000	\$6,142,500	- 12.6%
All Condo	\$475,000	\$495,000	+ 4.2%

By Bedroom Count

	7-2023	7-2024	Change
1 Bedroom or Fewer	\$230,000	\$234,000	+ 1.7%
2 Bedrooms	\$425,000	\$440,000	+ 3.5%
3 Bedrooms	\$660,000	\$675,000	+ 2.3%
4 Bedrooms or More	\$1,199,000	\$1,161,750	- 3.1%
All Bedroom Counts	\$595,000	\$610,000	+ 2.5%

	7-2023	7-2024	Change
1 Bedroom or Fewer	\$155,000	\$152,500	- 1.6%
2 Bedrooms	\$475,000	\$481,160	+ 1.3%
3 Bedrooms	\$699,800	\$700,000	+ 0.0%
4 Bedrooms or More	\$1,160,000	\$1,150,000	- 0.9%
All Single Family	\$740,000	\$750,000	+ 1.4%

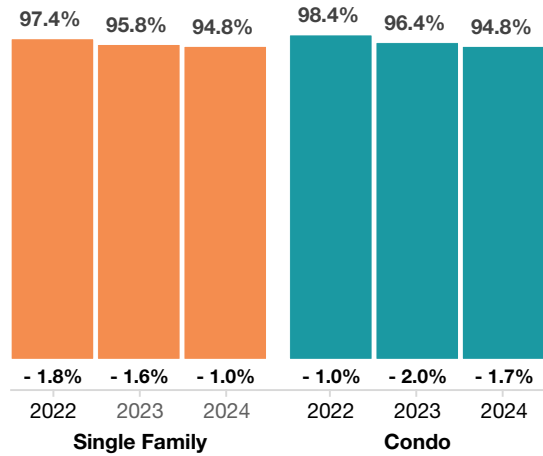
	7-2023	7-2024	Change
1 Bedroom or Fewer	\$244,000	\$267,500	+ 9.6%
2 Bedrooms	\$418,493	\$435,000	+ 3.9%
3 Bedrooms	\$600,000	\$625,000	+ 4.2%
4 Bedrooms or More	\$2,530,000	\$3,137,500	+ 24.0%
All Condo	\$475,000	\$495,000	+ 4.2%

Overall Percent of Current List Price Received

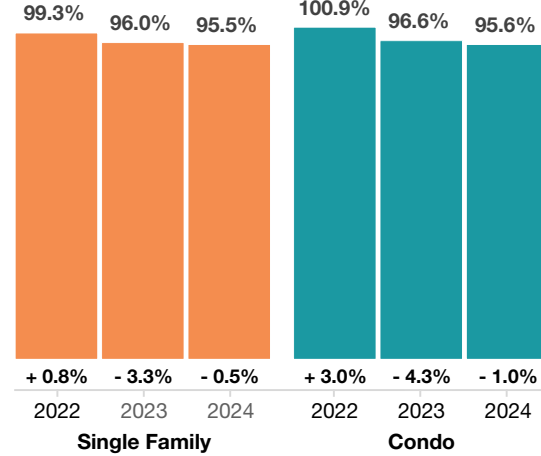


Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a month, not accounting for seller concessions.

July



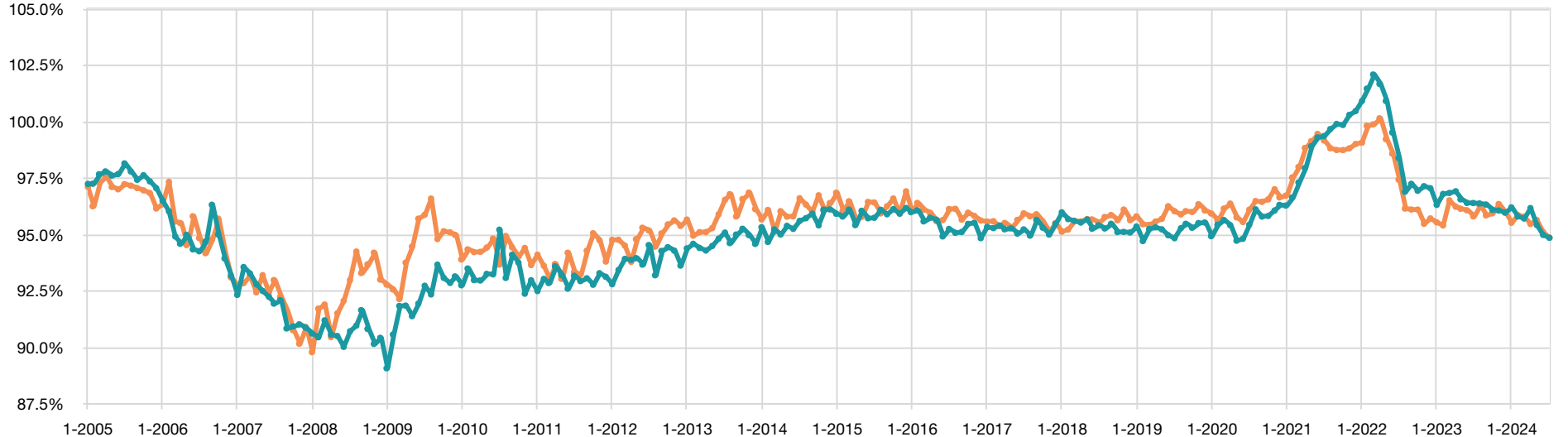
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2023	96.3%	+ 0.2%	96.4%	- 0.5%
Sep-2023	95.8%	- 0.3%	96.3%	- 0.9%
Oct-2023	95.9%	- 0.2%	96.1%	- 0.8%
Nov-2023	96.3%	+ 0.8%	96.0%	- 1.1%
Dec-2023	96.0%	+ 0.3%	96.0%	- 1.0%
Jan-2024	95.5%	0.0%	96.2%	- 0.1%
Feb-2024	95.8%	+ 0.4%	95.8%	- 1.0%
Mar-2024	95.8%	- 0.7%	95.7%	- 1.1%
Apr-2024	95.5%	- 0.7%	96.2%	- 0.7%
May-2024	95.6%	- 0.5%	95.4%	- 1.1%
Jun-2024	95.1%	- 1.0%	95.0%	- 1.5%
Jul-2024	94.8%	- 1.0%	94.8%	- 1.7%
12-Month Avg*	95.7%	- 0.3%	95.8%	- 1.0%

* Pct. of List Price Received for all properties from August 2023 through July 2024. This is not the average of the individual figures above.

Overall Percent of List Price Received by Month

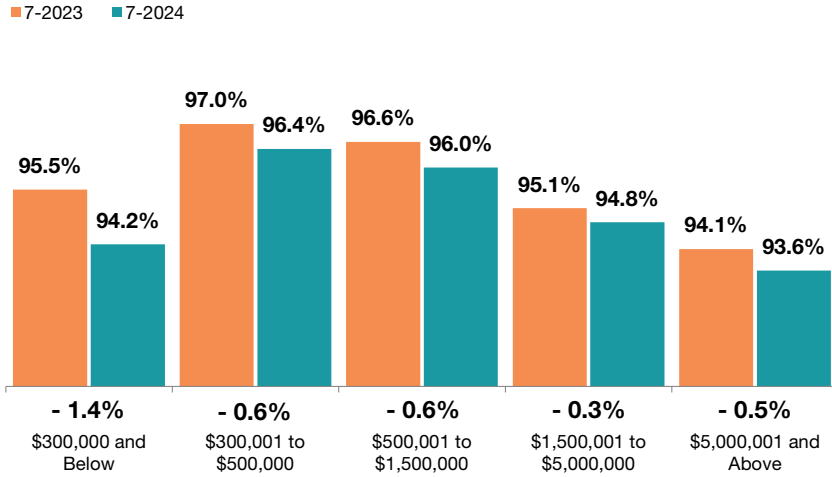


Overall Percent of Current List Price Received by Price Range

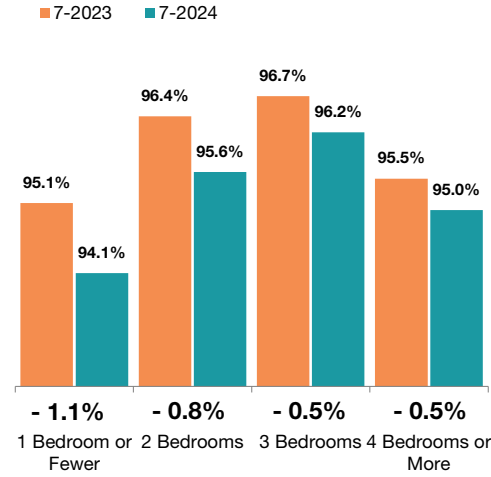


Percentage found when dividing a property's sales price by its last list price, then taking the average of all properties sold, not accounting for seller concessions. **Based on a rolling 12-month average.**

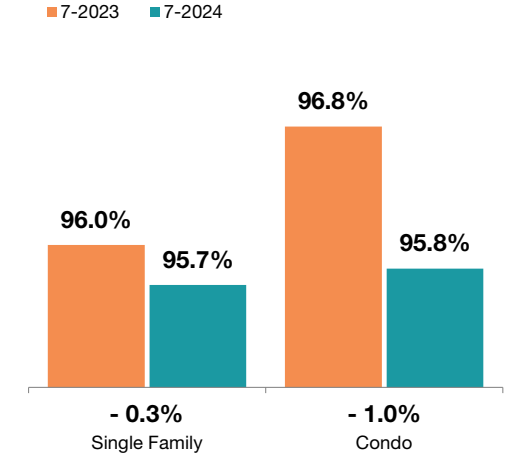
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	7-2023	7-2024	Change
\$300,000 and Below	95.5%	94.2%	-1.4%
\$300,001 to \$500,000	97.0%	96.4%	-0.6%
\$500,001 to \$1,500,000	96.6%	96.0%	-0.6%
\$1,500,001 to \$5,000,000	95.1%	94.8%	-0.3%
\$5,000,001 and Above	94.1%	93.6%	-0.5%
All Price Ranges	96.4%	95.7%	-0.7%

Single Family

	7-2023	7-2024	Change
1 Bedroom or Fewer	94.7%	92.6%	-2.2%
2 Bedrooms	97.1%	97.1%	0.0%
3 Bedrooms	96.3%	96.0%	-0.3%
4 Bedrooms or More	94.4%	94.5%	+0.1%
	94.1%	93.3%	-0.9%
All Single Family	96.0%	95.7%	-0.3%

Condo

	7-2023	7-2024	Change
Single Family	95.8%	94.9%	-0.9%
Condo	97.0%	96.1%	-0.9%
	97.1%	95.9%	-1.2%
	96.4%	95.2%	-1.2%
	94.4%	94.9%	+0.5%
All Condo	96.8%	95.8%	-1.0%

By Bedroom Count

	7-2023	7-2024	Change
1 Bedroom or Fewer	95.1%	94.1%	-1.1%
2 Bedrooms	96.4%	95.6%	-0.8%
3 Bedrooms	96.7%	96.2%	-0.5%
4 Bedrooms or More	95.5%	95.0%	-0.5%
All Bedroom Counts	96.4%	95.7%	-0.7%

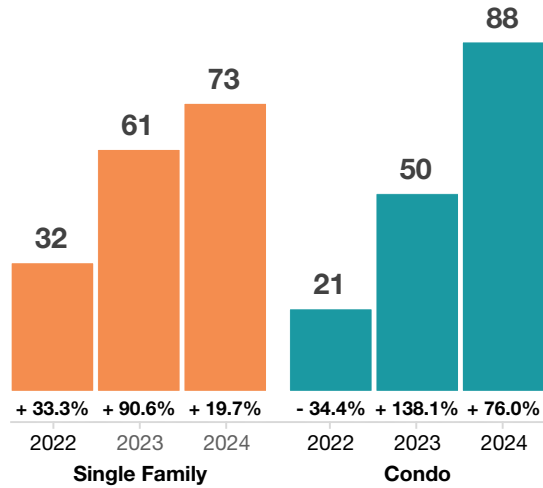
	7-2023	7-2024	Change
1 Bedroom or Fewer	93.4%	91.8%	-1.7%
2 Bedrooms	95.3%	94.8%	-0.5%
3 Bedrooms	96.5%	96.3%	-0.2%
4 Bedrooms or More	95.3%	95.0%	-0.3%
All Single Family	96.0%	95.7%	-0.3%
Single Family	95.6%	94.7%	-0.9%
Condo	96.6%	95.8%	-0.8%
	97.0%	96.0%	-1.0%
	98.2%	95.4%	-2.9%
All Condo	96.8%	95.8%	-1.0%

Overall Days on Market Until Sale

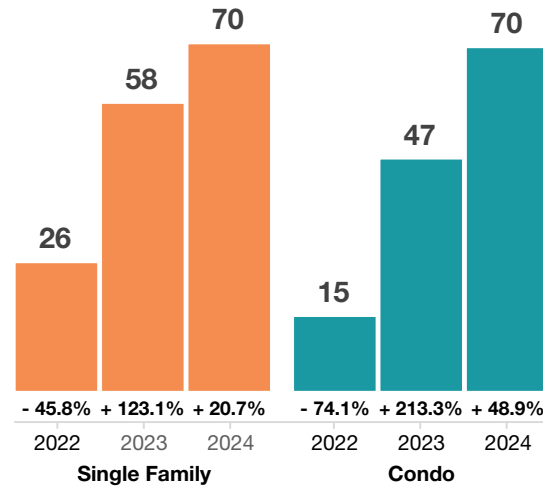
Average number of days between when a property is listed and when an offer is accepted in a given month.



July



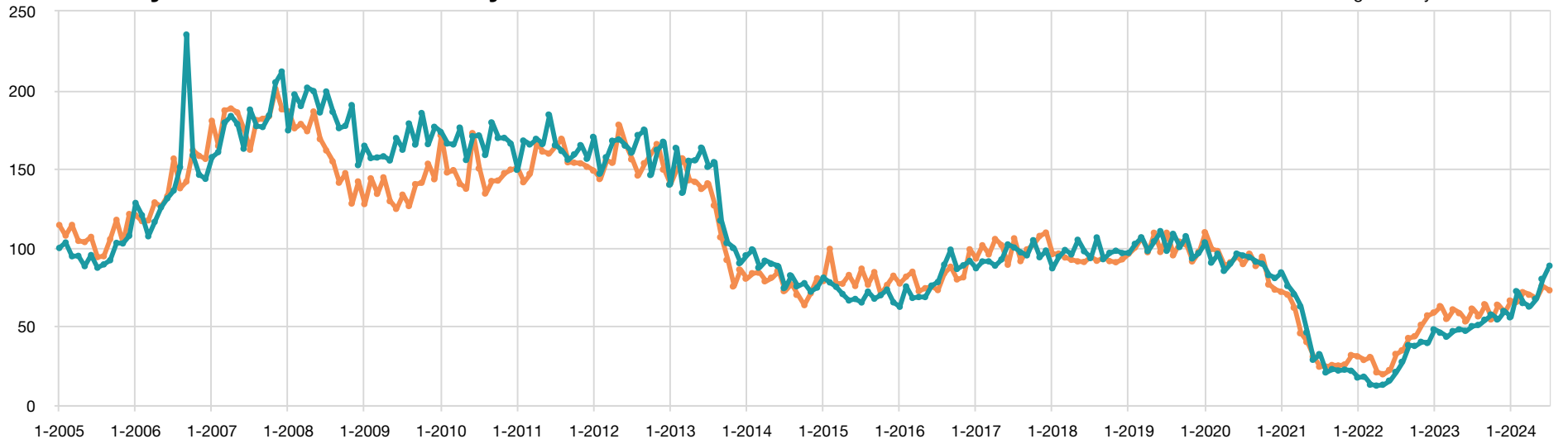
Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2023	56	+ 60.0%	51	+ 88.9%
Sep-2023	64	+ 48.8%	54	+ 42.1%
Oct-2023	54	+ 22.7%	57	+ 50.0%
Nov-2023	64	+ 25.5%	54	+ 35.0%
Dec-2023	59	+ 3.5%	60	+ 53.8%
Jan-2024	66	+ 11.9%	56	+ 16.7%
Feb-2024	65	+ 3.2%	72	+ 56.5%
Mar-2024	72	+ 30.9%	65	+ 51.2%
Apr-2024	70	+ 14.8%	63	+ 34.0%
May-2024	68	+ 17.2%	67	+ 39.6%
Jun-2024	75	+ 41.5%	80	+ 70.2%
Jul-2024	73	+ 19.7%	88	+ 76.0%
12-Month Avg*	66	+ 22.8%	64	+ 49.1%

* Days on Market for all properties from August 2023 through July 2024. This is not the average of the individual figures above.

Overall Days on Market Until Sale by Month

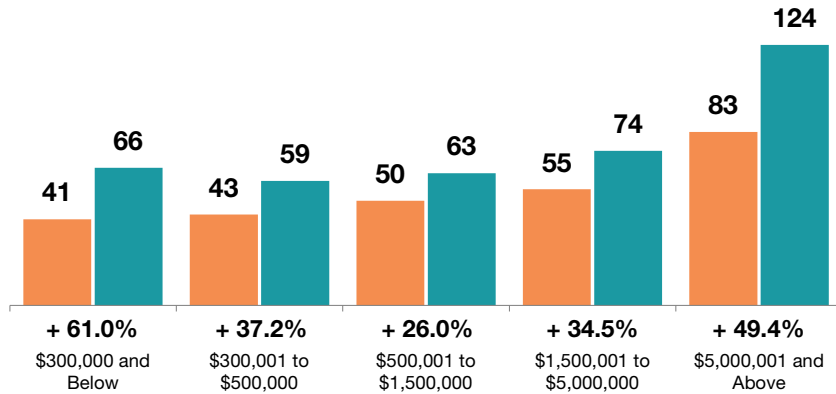


Overall Days on Market Until Sale by Price Range

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

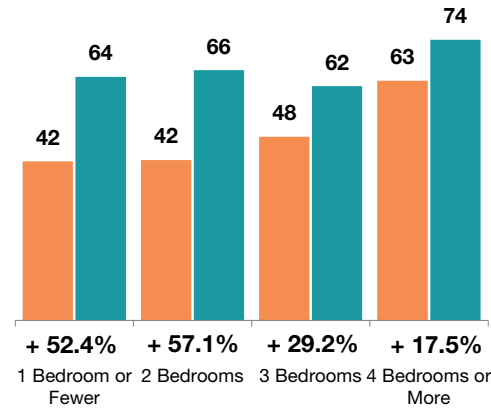
By Price Range

7-2023 7-2024



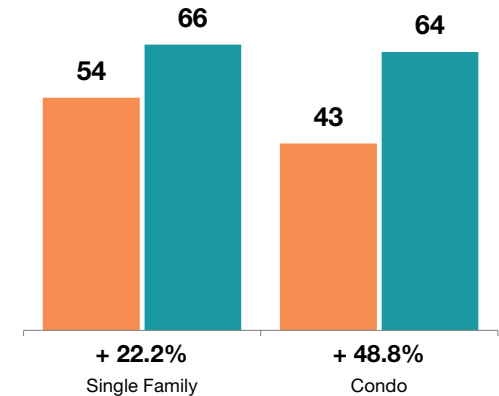
By Bedroom Count

7-2023 7-2024



By Property Type

7-2023 7-2024



All Properties

By Price Range	7-2023	7-2024	Change
\$300,000 and Below	41	66	+ 61.0%
\$300,001 to \$500,000	43	59	+ 37.2%
\$500,001 to \$1,500,000	50	63	+ 26.0%
\$1,500,001 to \$5,000,000	55	74	+ 34.5%
\$5,000,001 and Above	83	124	+ 49.4%
All Price Ranges	49	65	+ 32.7%

Single Family

7-2023	7-2024	Change
43	70	+ 62.8%
48	55	+ 14.6%
54	63	+ 16.7%
55	73	+ 32.7%
84	121	+ 44.0%
54	66	+ 22.2%

Condo

7-2023	7-2024	Change
40	64	+ 60.0%
41	61	+ 48.8%
43	63	+ 46.5%
55	75	+ 36.4%
78	138	+ 76.9%
43	64	+ 48.8%

By Bedroom Count

7-2023	7-2024	Change
42	64	+ 52.4%
42	66	+ 57.1%
48	62	+ 29.2%
63	74	+ 17.5%
49	65	+ 32.7%

7-2023	7-2024	Change
37	73	+ 97.3%
42	69	+ 64.3%
51	61	+ 19.6%
64	74	+ 15.6%
54	66	+ 22.2%

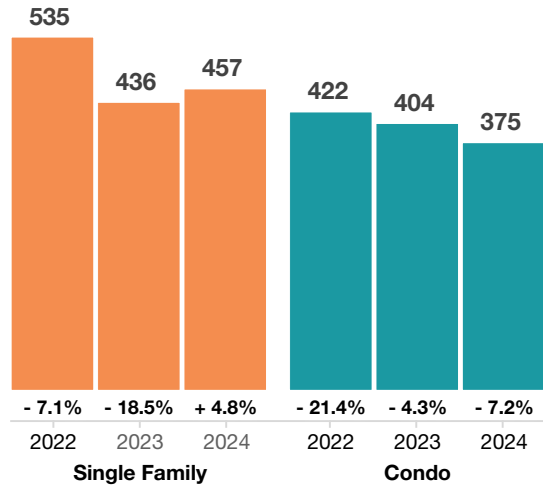
7-2023	7-2024	Change
43	62	+ 43.6%
42	65	+ 55.1%
44	62	+ 41.7%
56	76	+ 35.2%
43	64	+ 48.8%

Overall New Listings

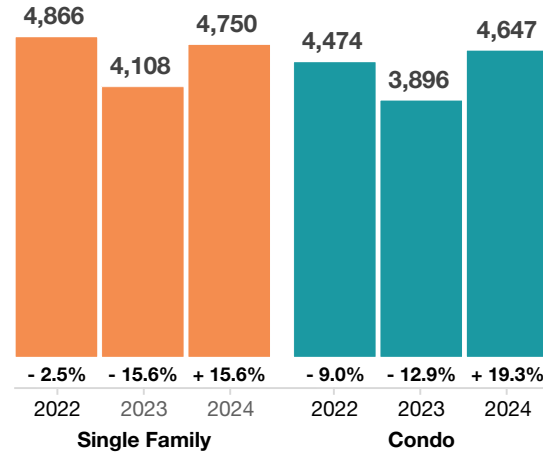
A count of the properties that have been newly listed on the market in a given month.



July

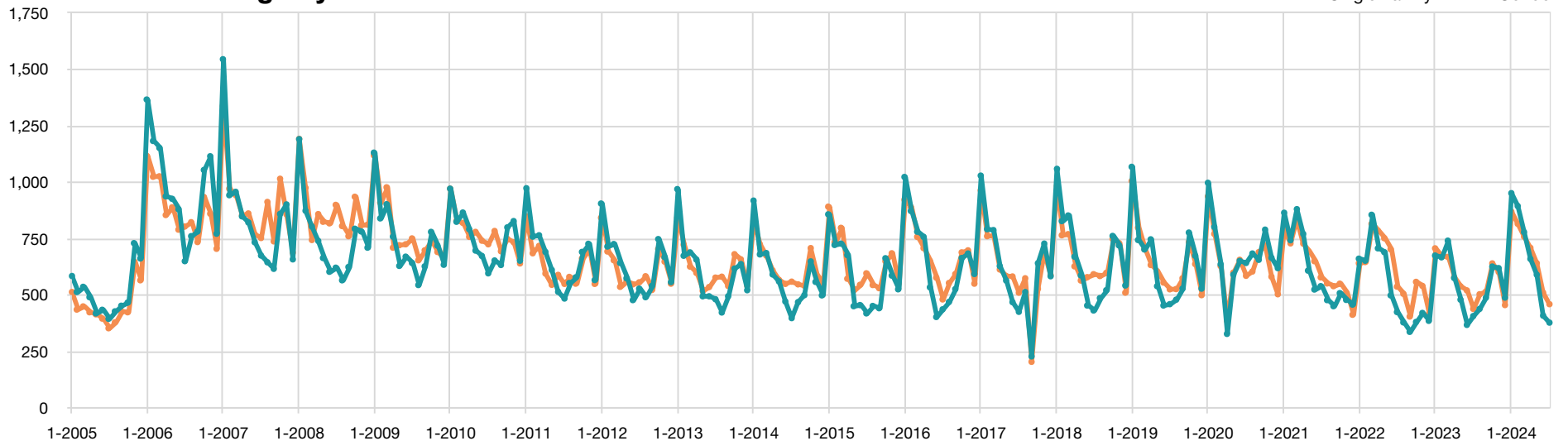


Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2023	501	- 0.4%	436	+ 16.0%
Sep-2023	513	+ 27.6%	486	+ 45.5%
Oct-2023	638	+ 14.7%	624	+ 65.1%
Nov-2023	600	+ 11.5%	617	+ 47.6%
Dec-2023	453	+ 9.7%	486	+ 26.9%
Jan-2024	868	+ 23.1%	950	+ 41.2%
Feb-2024	814	+ 21.5%	893	+ 34.3%
Mar-2024	757	+ 13.5%	777	+ 5.1%
Apr-2024	707	+ 22.7%	658	+ 14.8%
May-2024	639	+ 19.2%	588	+ 23.3%
Jun-2024	508	- 1.9%	406	+ 11.2%
Jul-2024	457	+ 4.8%	375	- 7.2%
12-Month Avg	621	+ 14.4%	608	+ 26.1%

Overall New Listings by Month

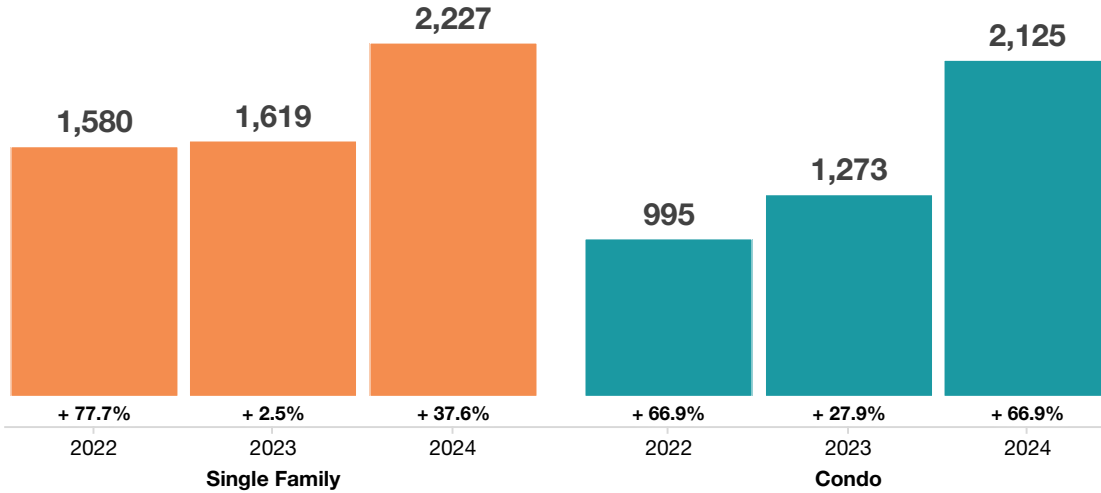


Overall Inventory of Homes for Sale

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

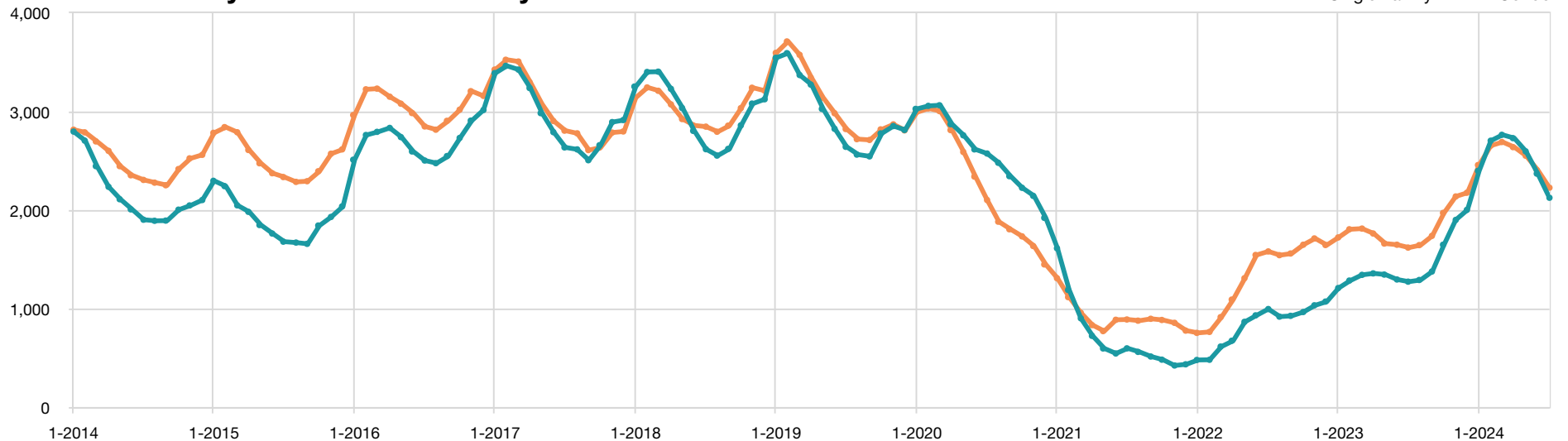


July



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2023	1,644	+ 6.6%	1,290	+ 40.5%
Sep-2023	1,738	+ 11.5%	1,376	+ 48.6%
Oct-2023	1,971	+ 19.6%	1,648	+ 70.8%
Nov-2023	2,138	+ 24.9%	1,900	+ 83.9%
Dec-2023	2,176	+ 32.3%	2,002	+ 86.9%
Jan-2024	2,457	+ 42.7%	2,398	+ 98.5%
Feb-2024	2,654	+ 47.0%	2,704	+ 110.6%
Mar-2024	2,691	+ 48.5%	2,764	+ 106.0%
Apr-2024	2,639	+ 49.8%	2,730	+ 101.2%
May-2024	2,552	+ 53.7%	2,596	+ 93.0%
Jun-2024	2,407	+ 46.1%	2,370	+ 83.0%
Jul-2024	2,227	+ 37.6%	2,125	+ 66.9%
12-Month Avg	2,275	+ 35.6%	2,159	+ 84.8%

Overall Inventory of Homes for Sale by Month



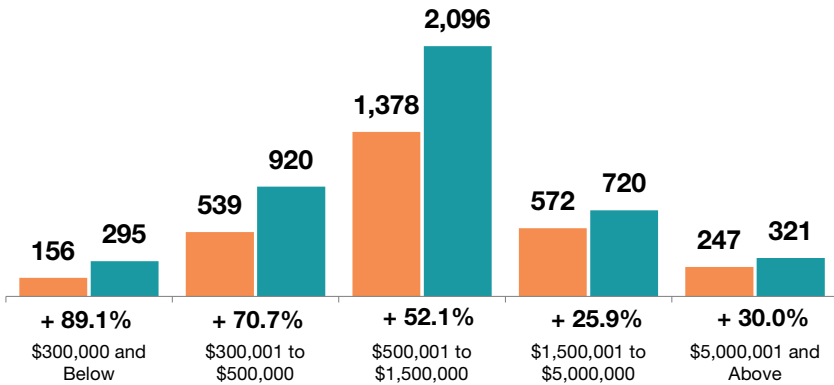
Overall Inventory of Homes for Sale by Price Range



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

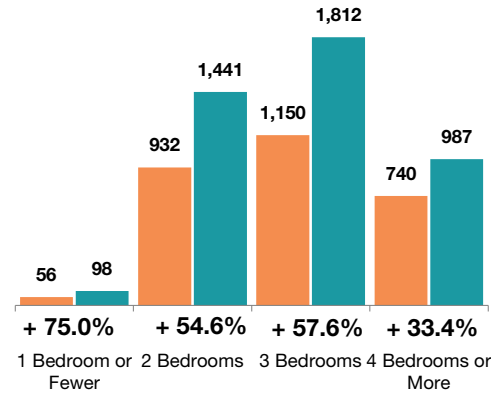
By Price Range

7-2023 7-2024



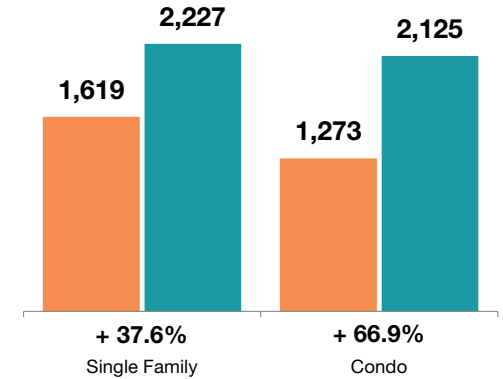
By Bedroom Count

7-2023 7-2024



By Property Type

7-2023 7-2024



All Properties

By Price Range	7-2023	7-2024	Change
\$300,000 and Below	156	295	+ 89.1%
\$300,001 to \$500,000	539	920	+ 70.7%
\$500,001 to \$1,500,000	1,378	2,096	+ 52.1%
\$1,500,001 to \$5,000,000	572	720	+ 25.9%
\$5,000,001 and Above	247	321	+ 30.0%
All Price Ranges	2,892	4,352	+ 50.5%

Single Family

7-2023	7-2024	Change
70	69	- 1.4%
105	138	+ 31.4%
843	1,277	+ 51.5%
378	475	+ 25.7%
223	268	+ 20.2%
1,619	2,227	+ 37.6%

Condo

7-2023	7-2024	Change
86	226	+ 162.8%
434	782	+ 80.2%
535	819	+ 53.1%
194	245	+ 26.3%
24	53	+ 120.8%
1,273	2,125	+ 66.9%

By Bedroom Count

7-2023	7-2024	Change
56	98	+ 75.0%
932	1,441	+ 54.6%
1,150	1,812	+ 57.6%
740	987	+ 33.4%
2,892	4,352	+ 50.5%

7-2023	7-2024	Change
14	15	+ 7.1%
182	215	+ 18.1%
716	1,061	+ 48.2%
699	931	+ 33.2%
1,619	2,227	+ 37.6%

Listing and Sales Summary Report

July 2024



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Jul-24	Jul-23	% Change	Jul-24	Jul-23	% Change	Jul-24	Jul-23	% Change	Jul-24	Jul-23	% Change
Overall Naples Market**	\$590,000	\$595,000	-0.8%	608	624	-2.6%	4,352	2,892	+50.5%	81	56	+44.6%
Collier County	\$600,000	\$625,000	-4.0%	671	676	-0.7%	4,934	3,374	+46.2%	83	57	+45.6%
Ave Maria	\$483,080	\$458,750	+5.3%	18	26	-30.8%	161	78	+106.4%	110	85	+29.4%
Central Naples	\$480,000	\$449,950	+6.7%	85	84	+1.2%	484	295	+64.1%	66	52	+26.9%
East Naples	\$595,083	\$580,000	+2.6%	181	160	+13.1%	1,008	688	+46.5%	74	64	+15.6%
Everglades City	\$250,000	--	--	1	0	--	11	10	+10.0%	5	--	--
Immokalee	\$332,900	\$346,400	-3.9%	6	6	0.0%	19	26	-26.9%	71	41	+73.2%
Immokalee / Ave Maria	\$442,500	\$440,000	+0.6%	24	32	-25.0%	180	104	+73.1%	100	77	+29.9%
Naples	\$598,250	\$610,000	-1.9%	584	592	-1.4%	4,170	2,789	+49.5%	80	55	+45.5%
Naples Beach	\$1,200,000	\$1,340,000	-10.4%	83	99	-16.2%	1,039	786	+32.2%	112	64	+75.0%
North Naples	\$727,500	\$721,500	+0.8%	146	152	-3.9%	898	571	+57.3%	77	48	+60.4%
South Naples	\$400,000	\$425,000	-5.9%	89	97	-8.2%	743	448	+65.8%	78	47	+66.0%
34102	\$975,000	\$1,582,500	-38.4%	27	20	+35.0%	359	238	+50.8%	117	84	+39.3%
34103	\$1,385,000	\$1,775,000	-22.0%	25	32	-21.9%	282	250	+12.8%	100	45	+122.2%
34104	\$452,500	\$447,500	+1.1%	42	34	+23.5%	211	123	+71.5%	62	58	+6.9%
34105	\$677,500	\$444,900	+52.3%	26	30	-13.3%	198	109	+81.7%	66	45	+46.7%
34108	\$1,200,000	\$1,175,000	+2.1%	31	47	-34.0%	398	298	+33.6%	117	68	+72.1%
34109	\$725,000	\$575,000	+26.1%	37	35	+5.7%	219	134	+63.4%	69	41	+68.3%
34110	\$757,500	\$700,000	+8.2%	52	48	+8.3%	327	207	+58.0%	91	56	+62.5%
34112	\$365,000	\$369,500	-1.2%	49	54	-9.3%	410	251	+63.3%	76	46	+65.2%
34113	\$501,250	\$590,000	-15.0%	40	43	-7.0%	333	197	+69.0%	80	50	+60.0%
34114	\$647,602	\$640,000	+1.2%	65	47	+38.3%	441	276	+59.8%	103	72	+43.1%
34116	\$511,585	\$485,250	+5.4%	17	20	-15.0%	75	63	+19.0%	74	51	+45.1%
34117	\$580,000	\$500,000	+16.0%	23	20	+15.0%	110	94	+17.0%	61	80	-23.8%
34119	\$620,000	\$790,000	-21.5%	57	69	-17.4%	352	230	+53.0%	70	45	+55.6%
34120	\$575,000	\$560,000	+2.7%	93	93	0.0%	456	317	+43.8%	58	56	+3.6%
34137	--	--	--	0	0	--	1	1	0.0%	--	--	--
34142	\$442,500	\$440,000	+0.6%	24	32	-25.0%	180	104	+73.1%	100	77	+29.9%

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

Local Market Update – July 2024

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Naples Beach

34102, 34103, 34108

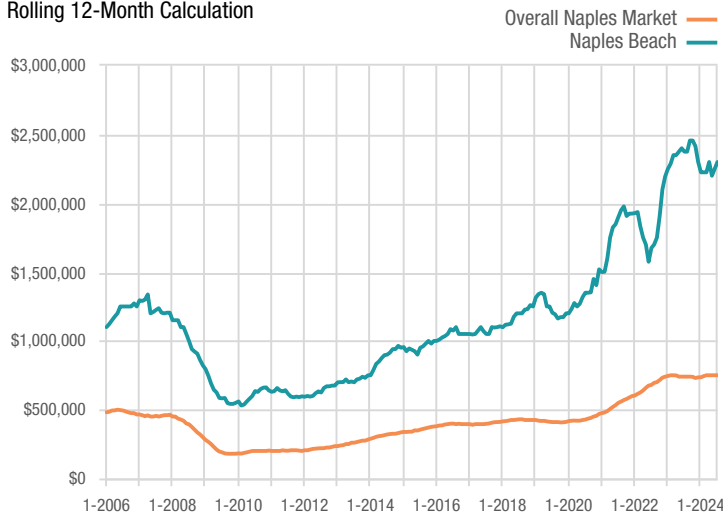
Single Family	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	53	65	+ 22.6%	636	660	+ 3.8%
Total Sales	45	22	- 51.1%	341	272	- 20.2%
Days on Market Until Sale	89	112	+ 25.8%	79	113	+ 43.0%
Median Closed Price*	\$2,000,000	\$2,350,000	+ 17.5%	\$2,500,000	\$2,500,000	0.0%
Average Closed Price*	\$3,624,746	\$4,430,977	+ 22.2%	\$3,949,596	\$4,507,352	+ 14.1%
Percent of List Price Received*	91.4%	92.7%	+ 1.4%	92.7%	92.7%	0.0%
Inventory of Homes for Sale	382	466	+ 22.0%	—	—	—
Months Supply of Inventory	8.6	13.9	+ 61.6%	—	—	—

Condo	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	71	71	0.0%	986	1,107	+ 12.3%
Total Sales	54	61	+ 13.0%	640	618	- 3.4%
Days on Market Until Sale	43	112	+ 160.5%	54	90	+ 66.7%
Median Closed Price*	\$1,149,500	\$1,015,000	- 11.7%	\$1,225,000	\$1,150,000	- 6.1%
Average Closed Price*	\$1,503,211	\$1,328,621	- 11.6%	\$1,654,964	\$1,663,937	+ 0.5%
Percent of List Price Received*	94.9%	92.7%	- 2.3%	95.4%	94.0%	- 1.5%
Inventory of Homes for Sale	404	573	+ 41.8%	—	—	—
Months Supply of Inventory	5.4	7.6	+ 40.7%	—	—	—

* 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.

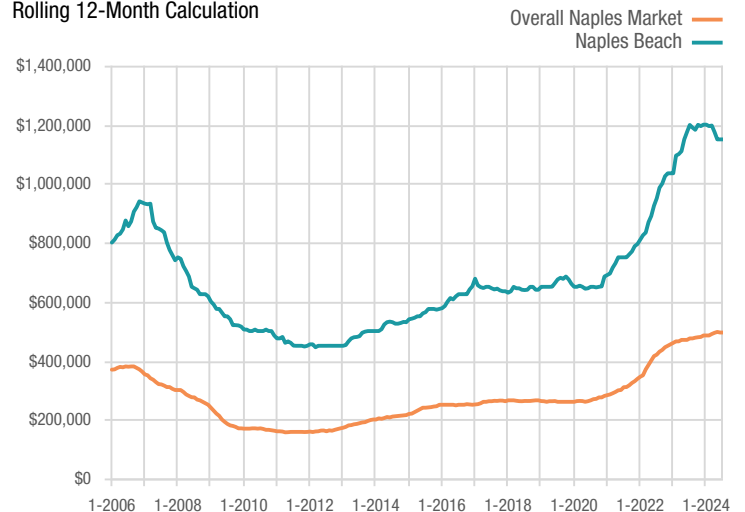
Median Closed Price - Single Family

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 – July 2024

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North Naples

34109, 34110, 34119

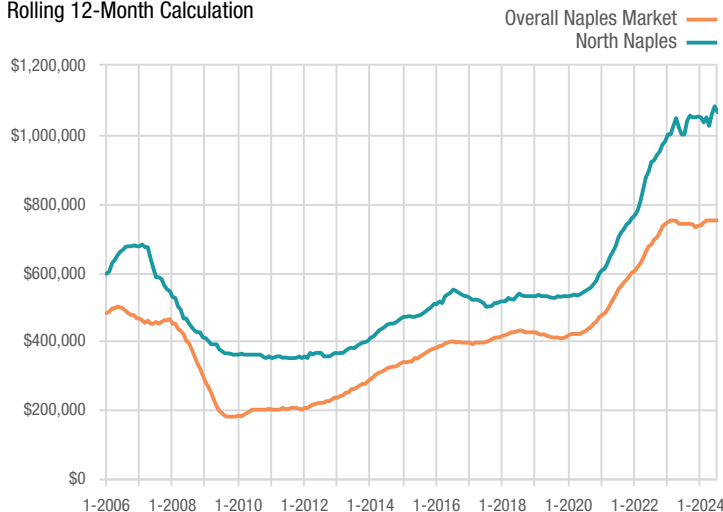
Single Family	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	95	98	+ 3.2%	891	1,029	+ 15.5%
Total Sales	76	69	- 9.2%	616	566	- 8.1%
Days on Market Until Sale	55	76	+ 38.2%	50	56	+ 12.0%
Median Closed Price*	\$1,055,150	\$950,000	- 10.0%	\$1,050,000	\$1,060,000	+ 1.0%
Average Closed Price*	\$1,371,151	\$1,482,271	+ 8.1%	\$1,474,095	\$1,557,190	+ 5.6%
Percent of List Price Received*	95.8%	94.0%	- 1.9%	95.9%	95.1%	- 0.8%
Inventory of Homes for Sale	305	426	+ 39.7%	—	—	—
Months Supply of Inventory	3.8	5.4	+ 42.1%	—	—	—

Condo	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	106	102	- 3.8%	990	1,178	+ 19.0%
Total Sales	76	77	+ 1.3%	746	736	- 1.3%
Days on Market Until Sale	41	79	+ 92.7%	41	62	+ 51.2%
Median Closed Price*	\$470,000	\$475,000	+ 1.1%	\$497,000	\$505,000	+ 1.6%
Average Closed Price*	\$559,509	\$577,404	+ 3.2%	\$730,465	\$695,215	- 4.8%
Percent of List Price Received*	96.5%	95.3%	- 1.2%	97.0%	96.0%	- 1.0%
Inventory of Homes for Sale	266	472	+ 77.4%	—	—	—
Months Supply of Inventory	2.6	4.9	+ 88.5%	—	—	—

* 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.

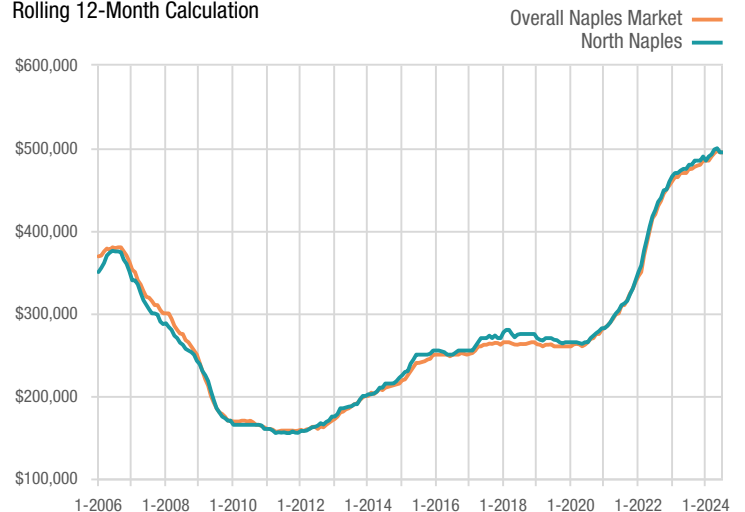
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Central Naples

34104, 34105, 34116

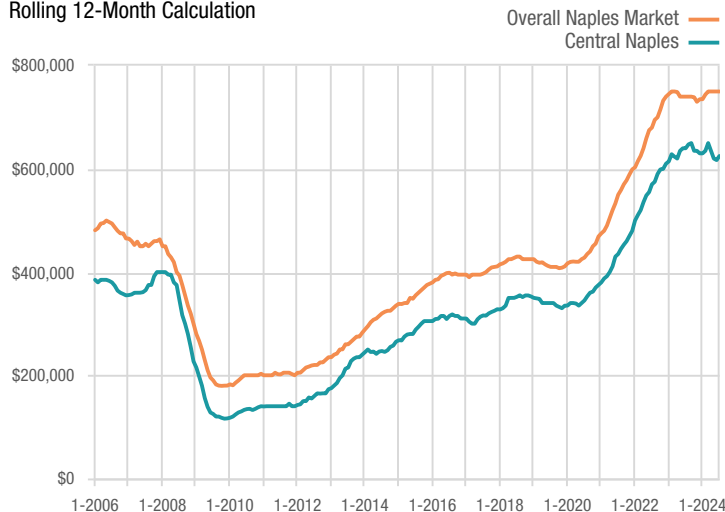
Single Family	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	45	50	+ 11.1%	480	524	+ 9.2%
Total Sales	40	39	- 2.5%	371	338	- 8.9%
Days on Market Until Sale	50	50	0.0%	45	63	+ 40.0%
Median Closed Price*	\$582,000	\$640,000	+ 10.0%	\$650,000	\$639,500	- 1.6%
Average Closed Price*	\$675,975	\$1,048,143	+ 55.1%	\$945,768	\$1,175,081	+ 24.2%
Percent of List Price Received*	96.6%	95.5%	- 1.1%	96.1%	95.5%	- 0.6%
Inventory of Homes for Sale	153	210	+ 37.3%	—	—	—
Months Supply of Inventory	3.1	4.6	+ 48.4%	—	—	—

Condo	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	61	56	- 8.2%	531	676	+ 27.3%
Total Sales	44	46	+ 4.5%	413	374	- 9.4%
Days on Market Until Sale	53	79	+ 49.1%	40	52	+ 30.0%
Median Closed Price*	\$357,500	\$363,500	+ 1.7%	\$351,000	\$355,000	+ 1.1%
Average Closed Price*	\$388,758	\$438,452	+ 12.8%	\$410,962	\$446,766	+ 8.7%
Percent of List Price Received*	96.8%	96.2%	- 0.6%	96.7%	95.7%	- 1.0%
Inventory of Homes for Sale	142	274	+ 93.0%	—	—	—
Months Supply of Inventory	2.5	5.6	+ 124.0%	—	—	—

* 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.

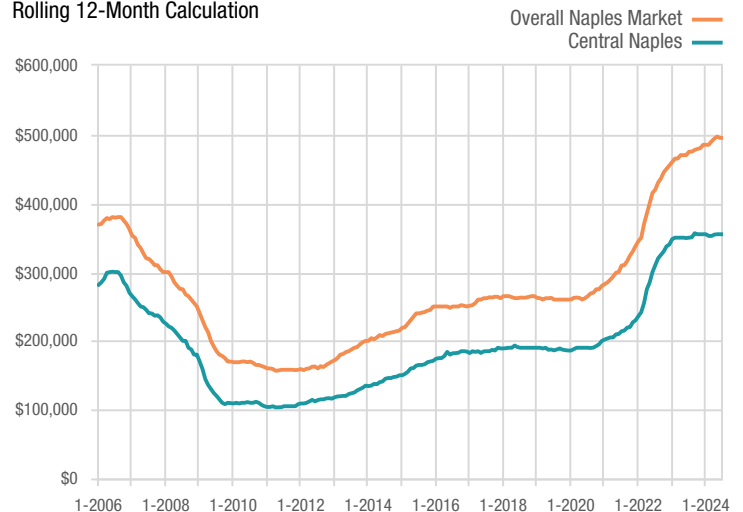
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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South Naples

34112, 34113

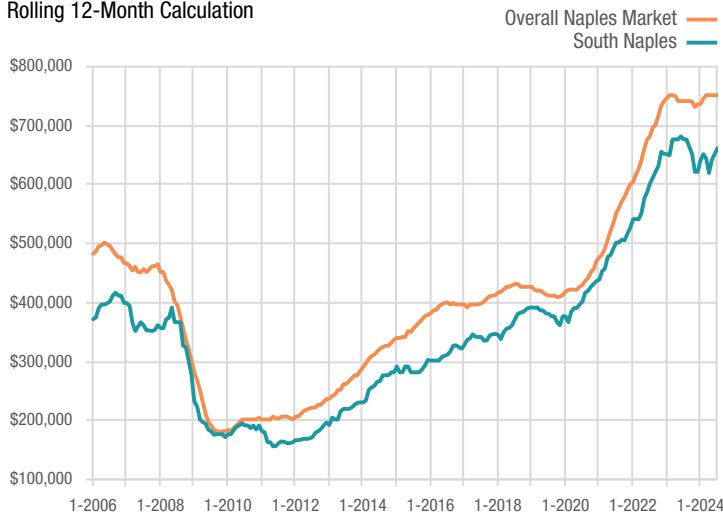
Single Family	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	69	59	- 14.5%	516	594	+ 15.1%
Total Sales	42	26	- 38.1%	367	326	- 11.2%
Days on Market Until Sale	50	62	+ 24.0%	54	65	+ 20.4%
Median Closed Price*	\$512,500	\$705,000	+ 37.6%	\$640,000	\$722,000	+ 12.8%
Average Closed Price*	\$831,660	\$969,942	+ 16.6%	\$941,338	\$1,059,785	+ 12.6%
Percent of List Price Received*	94.2%	92.9%	- 1.4%	95.6%	94.8%	- 0.8%
Inventory of Homes for Sale	188	260	+ 38.3%	—	—	—
Months Supply of Inventory	4.0	5.9	+ 47.5%	—	—	—

Condo	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	89	87	- 2.2%	818	1,034	+ 26.4%
Total Sales	55	63	+ 14.5%	656	565	- 13.9%
Days on Market Until Sale	46	84	+ 82.6%	47	66	+ 40.4%
Median Closed Price*	\$375,000	\$375,000	0.0%	\$400,000	\$425,000	+ 6.3%
Average Closed Price*	\$445,029	\$422,703	- 5.0%	\$457,115	\$486,911	+ 6.5%
Percent of List Price Received*	97.3%	95.2%	- 2.2%	97.0%	96.2%	- 0.8%
Inventory of Homes for Sale	260	483	+ 85.8%	—	—	—
Months Supply of Inventory	3.1	6.4	+ 106.5%	—	—	—

* 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.

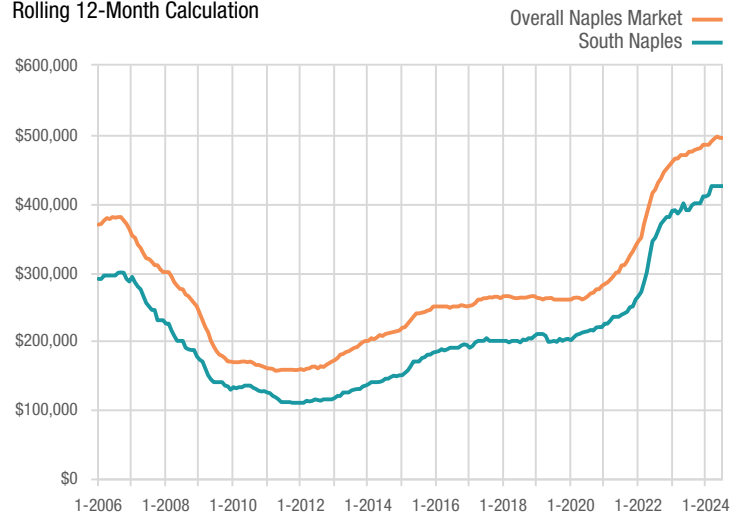
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – July 2024

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East Naples

34114, 34117, 34120, 34137

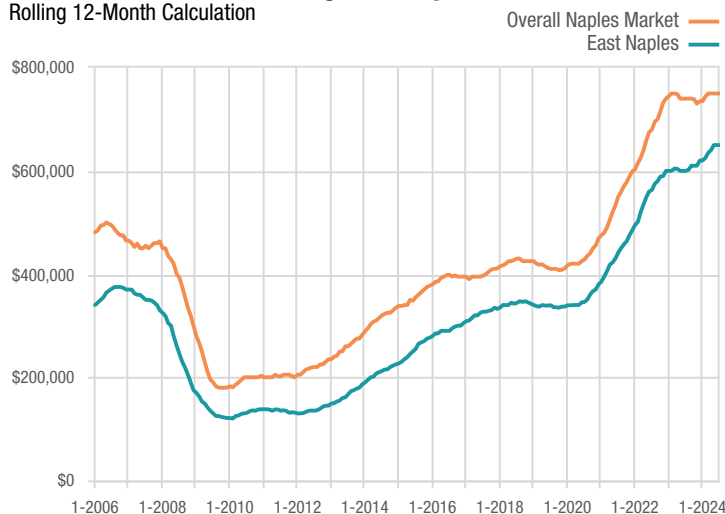
Single Family	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	141	158	+ 12.1%	1,358	1,692	+ 24.6%
Total Sales	118	135	+ 14.4%	1,031	1,013	- 1.7%
Days on Market Until Sale	63	70	+ 11.1%	63	69	+ 9.5%
Median Closed Price*	\$590,000	\$610,000	+ 3.4%	\$611,888	\$660,000	+ 7.9%
Average Closed Price*	\$749,236	\$735,453	- 1.8%	\$748,100	\$821,412	+ 9.8%
Percent of List Price Received*	97.4%	95.6%	- 1.8%	97.1%	96.4%	- 0.7%
Inventory of Homes for Sale	511	732	+ 43.2%	—	—	—
Months Supply of Inventory	3.8	5.6	+ 47.4%	—	—	—

Condo	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	71	41	- 42.3%	521	568	+ 9.0%
Total Sales	42	46	+ 9.5%	397	334	- 15.9%
Days on Market Until Sale	66	87	+ 31.8%	50	74	+ 48.0%
Median Closed Price*	\$517,500	\$505,000	- 2.4%	\$517,110	\$513,500	- 0.7%
Average Closed Price*	\$526,360	\$535,195	+ 1.7%	\$536,568	\$548,631	+ 2.2%
Percent of List Price Received*	96.6%	95.4%	- 1.2%	97.1%	96.5%	- 0.6%
Inventory of Homes for Sale	177	276	+ 55.9%	—	—	—
Months Supply of Inventory	3.5	6.0	+ 71.4%	—	—	—

* 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.

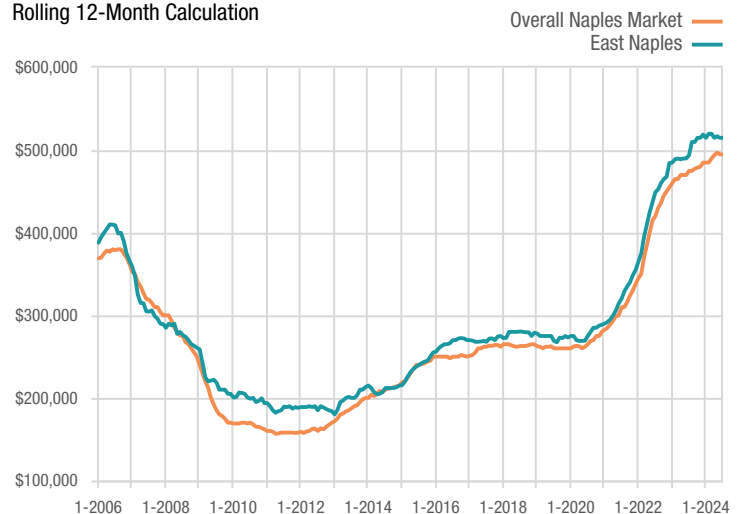
Median Closed Price - Single Family

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.

Immokalee / Ave Maria

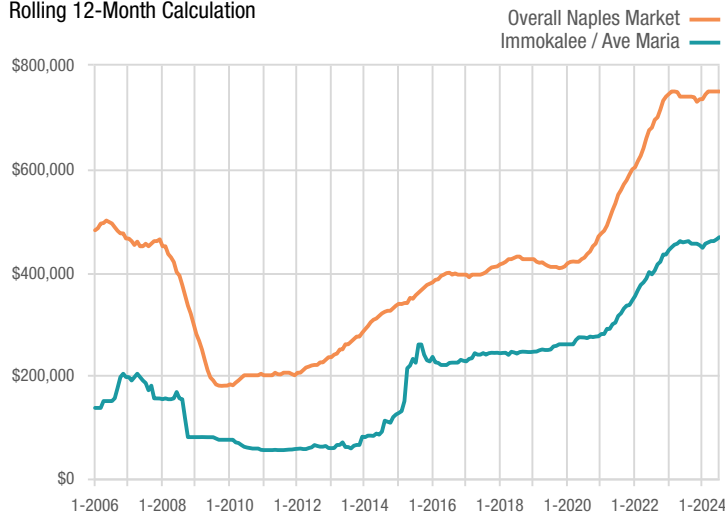
Single Family	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	33	27	- 18.2%	227	251	+ 10.6%
Total Sales	26	21	- 19.2%	177	139	- 21.5%
Days on Market Until Sale	62	96	+ 54.8%	55	84	+ 52.7%
Median Closed Price*	\$456,200	\$460,000	+ 0.8%	\$455,000	\$482,000	+ 5.9%
Average Closed Price*	\$497,365	\$464,830	- 6.5%	\$481,049	\$495,665	+ 3.0%
Percent of List Price Received*	97.6%	96.2%	- 1.4%	97.0%	96.8%	- 0.2%
Inventory of Homes for Sale	80	133	+ 66.3%	—	—	—
Months Supply of Inventory	4.0	6.6	+ 65.0%	—	—	—

Condo	July			Year to Date		
	2023	2024	% Change	Thru 7-2023	Thru 7-2024	% Change
Key Metrics						
New Listings	6	18	+ 200.0%	50	84	+ 68.0%
Total Sales	6	3	- 50.0%	29	44	+ 51.7%
Days on Market Until Sale	142	125	- 12.0%	81	69	- 14.8%
Median Closed Price*	\$321,749	\$295,000	- 8.3%	\$344,997	\$325,500	- 5.7%
Average Closed Price*	\$328,391	\$322,667	- 1.7%	\$351,432	\$332,591	- 5.4%
Percent of List Price Received*	95.9%	89.9%	- 6.3%	96.9%	95.9%	- 1.0%
Inventory of Homes for Sale	24	47	+ 95.8%	—	—	—
Months Supply of Inventory	7.4	7.4	0.0%	—	—	—

* 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.

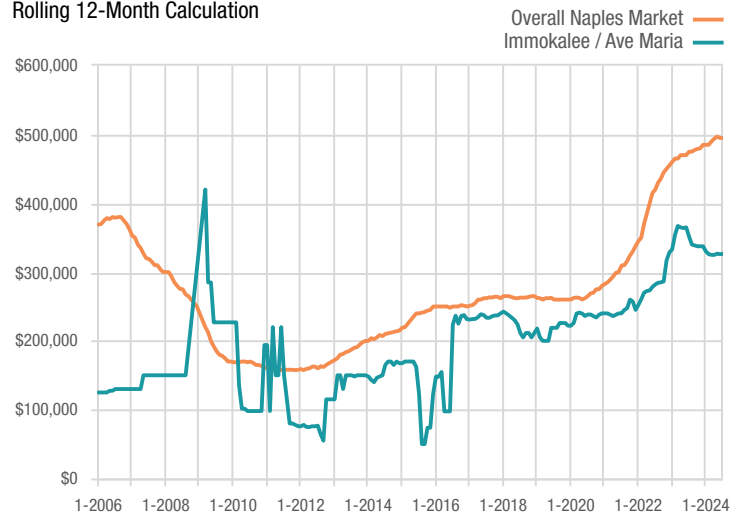
Median Closed Price - Single Family

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.