

Naples Area Market Report

August 2024

The median closed price for homes in Naples during August was \$600,000; the same price reported in July 2024 and August 2023. According to the August 2024 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), there were 1,096 price decreases during August. While this is the lowest number of price decreases reported for a month so far in 2024, it does indicate that sellers are continuing to adjust their prices to better reflect today's housing market. And even though monthly inventory levels have risen compared to 2023 statistics (40.3 percent in August), they have been decreasing over the last five months; but broker analysts speculate this trend is short lived.

In March, Naples enjoyed 5,283 properties in inventory. Yet by the end of August, inventory had decreased 28 percent to 4,127 properties. Though compared to August 2023, inventory has increased 40.3 percent from 2,942 properties. As expected, new listings, which fuel overall inventory, have also been decreasing since March. But, while down 5.4 percent compared to last August, new listings increased 6.5 percent compared to July 2024. Overall closed sales in August decreased 27.8 percent to 524 closed sales from 726 closed sales in August 2023.

Brokers contend that it takes a long time for market participants to reset their minds after coming out of a series of crazy appreciation years. The median closed price is holding steady, with no declines in the last year. This is the proof we finally need to see that people are gradually accepting today's market reality.

Quick Facts

- 27.8%	0.0%	+ 40.3%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
+ 7.4%	+ 3.1%	- 8.2%
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 Market Overview

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



Key Metrics	Historical Sparkbars	8-2023	8-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		937	886	- 5.4%	8,941	10,313	+ 15.3%
Total Sales		726	524	- 27.8%	6,510	5,855	- 10.1%
Days on Market Until Sale		54	82	+ 51.9%	53	71	+ 34.0%
Median Closed Price		\$600,000	\$600,000	0.0%	\$602,205	\$620,000	+ 3.0%
Average Closed Price		\$953,206	\$1,030,823	+ 8.1%	\$1,044,080	\$1,105,817	+ 5.9%
Percent of List Price Received		96.3%	95.5%	- 0.8%	96.3%	95.5%	- 0.8%
Pending Listings		811	683	- 15.8%	8,268	7,578	- 8.3%
Inventory of Homes for Sale		2,942	4,127	+ 40.3%	—	—	—
Months Supply of Inventory		3.9	6.0	+ 53.8%	—	—	—

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	8-2023	8-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		501	458	- 8.6%	4,609	5,220	+ 13.3%
Total Sales		389	283	- 27.2%	3,292	2,940	- 10.7%
Days on Market Until Sale		56	74	+ 32.1%	58	71	+ 22.4%
Median Closed Price		\$699,450	\$690,000	- 1.4%	\$735,000	\$760,000	+ 3.4%
Average Closed Price		\$1,155,031	\$1,136,189	- 1.6%	\$1,293,327	\$1,385,946	+ 7.2%
Percent of List Price Received		96.3%	95.6%	- 0.7%	96.0%	95.5%	- 0.5%
Pending Listings		425	364	- 14.4%	4,199	3,848	- 8.4%
Inventory of Homes for Sale		1,646	2,127	+ 29.2%	—	—	—
Months Supply of Inventory		4.3	6.2	+ 44.2%	—	—	—

Condo Market Overview

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



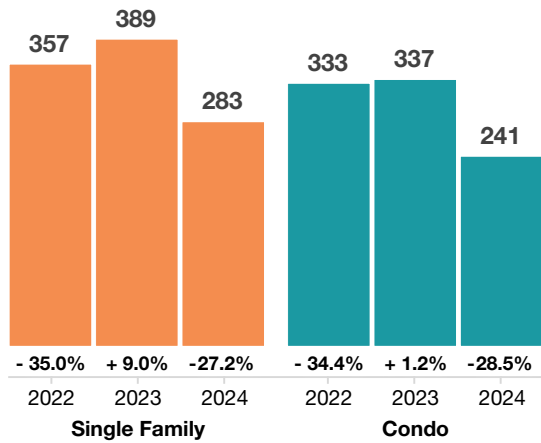
Key Metrics	Historical Sparkbars	8-2023	8-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		436	428	- 1.8%	4,332	5,093	+ 17.6%
Total Sales		337	241	- 28.5%	3,218	2,915	- 9.4%
Days on Market Until Sale		51	91	+ 78.4%	47	71	+ 51.1%
Median Closed Price		\$485,000	\$479,000	- 1.2%	\$490,000	\$502,000	+ 2.4%
Average Closed Price		\$720,837	\$907,094	+ 25.8%	\$789,257	\$823,285	+ 4.3%
Percent of List Price Received		96.4%	95.3%	- 1.1%	96.6%	95.6%	- 1.0%
Pending Listings		386	319	- 17.4%	4,069	3,730	- 8.3%
Inventory of Homes for Sale		1,296	2,000	+ 54.3%	—	—	—
Months Supply of Inventory		3.5	5.9	+ 68.6%	—	—	—

Overall Closed Sales

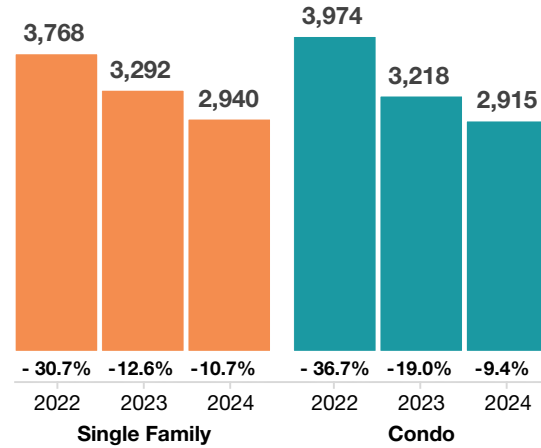
A count of the actual sales that closed in a given month.



August

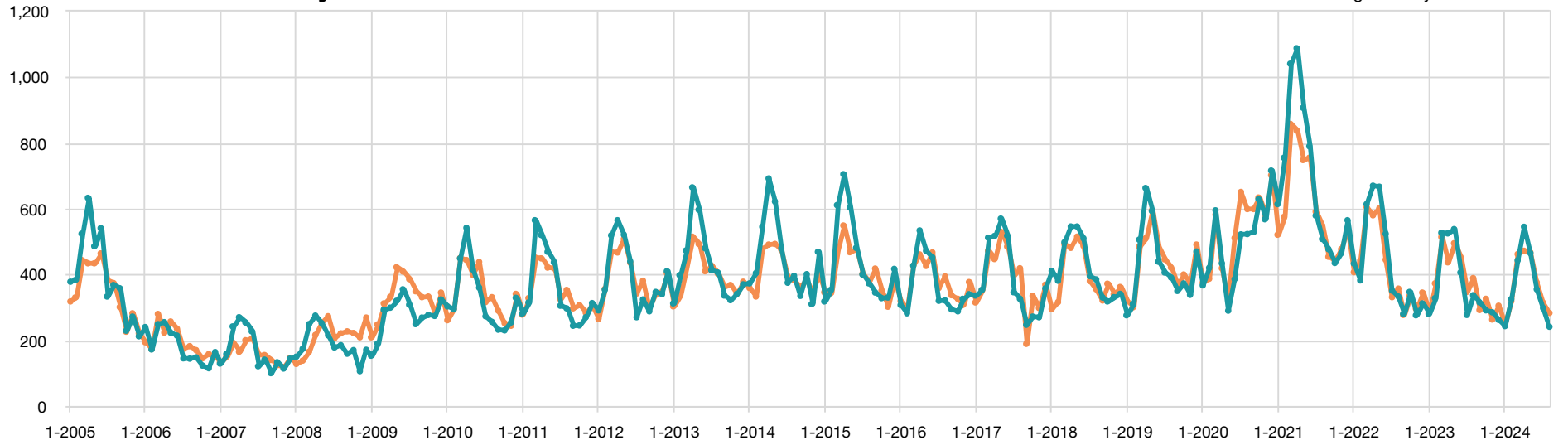


Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
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	376	- 17.0%	355	- 12.6%
Jul-2024	314	- 9.5%	298	+ 7.6%
Aug-2024	283	- 27.2%	241	- 28.5%
12-Month Avg	344	- 9.2%	339	- 8.1%

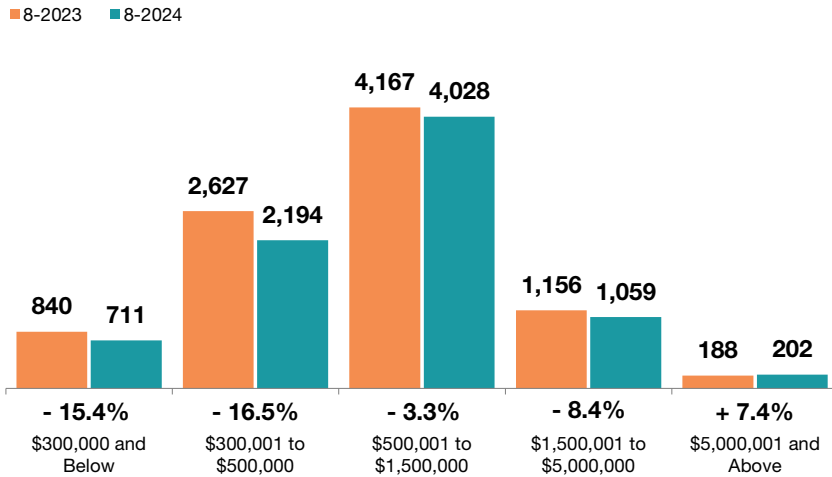
Overall Closed Sales by Month



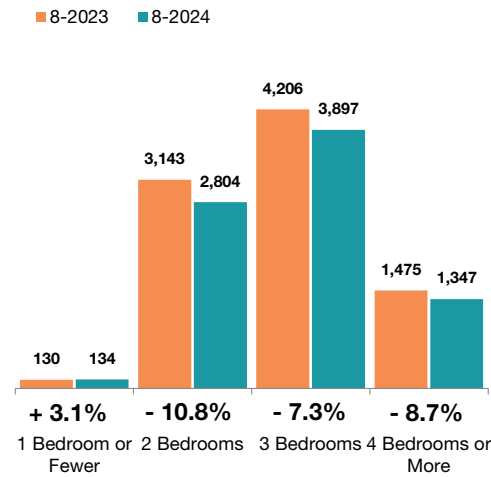
Overall Closed Sales by Price Range

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

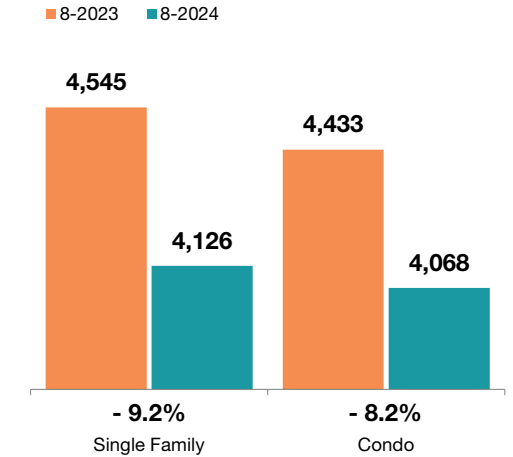
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	8-2023	8-2024	Change
\$300,000 and Below	840	711	-15.4%
\$300,001 to \$500,000	2,627	2,194	-16.5%
\$500,001 to \$1,500,000	4,167	4,028	-3.3%
\$1,500,001 to \$5,000,000	1,156	1,059	-8.4%
\$5,000,001 and Above	188	202	+7.4%
All Price Ranges	8,978	8,194	-8.7%

Single Family

	8-2023	8-2024	Change
1 Bedroom or Fewer	221	188	-14.9%
2 Bedrooms	837	630	-24.7%
3 Bedrooms	2,570	2,492	-3.0%
4 Bedrooms or More	761	655	-13.9%
All Single Family	4,545	4,126	-9.2%

Condo

	8-2023	8-2024	Change
1 Bedroom or Fewer	619	523	-15.5%
2 Bedrooms	1,790	1,564	-12.6%
3 Bedrooms	1,597	1,536	-3.8%
4 Bedrooms or More	395	404	+2.3%
All Condo	4,433	4,068	-8.2%

By Bedroom Count

	8-2023	8-2024	Change
1 Bedroom or Fewer	130	134	+3.1%
2 Bedrooms	3,143	2,804	-10.8%
3 Bedrooms	4,206	3,897	-7.3%
4 Bedrooms or More	1,475	1,347	-8.7%
All Bedroom Counts	8,978	8,194	-8.7%

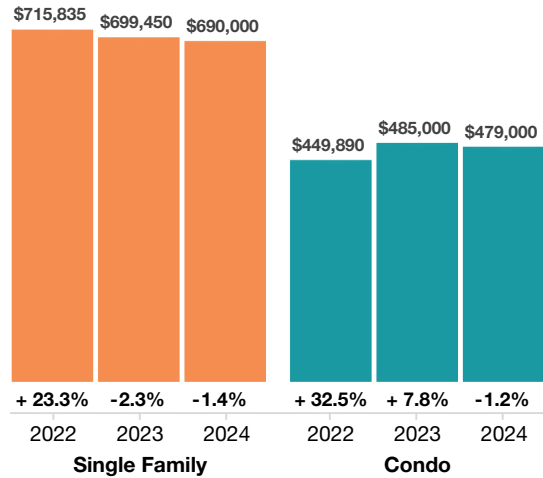
	8-2023	8-2024	Change
1 Bedroom or Fewer	26	27	+3.8%
2 Bedrooms	547	485	-11.3%
3 Bedrooms	2,583	2,340	-9.4%
4 Bedrooms or More	1,382	1,271	-8.0%
All Single Family	4,545	4,126	-9.2%

Overall Median Closed Price

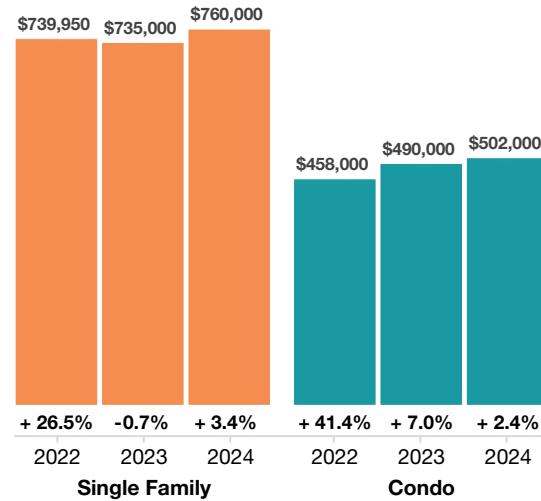
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



August



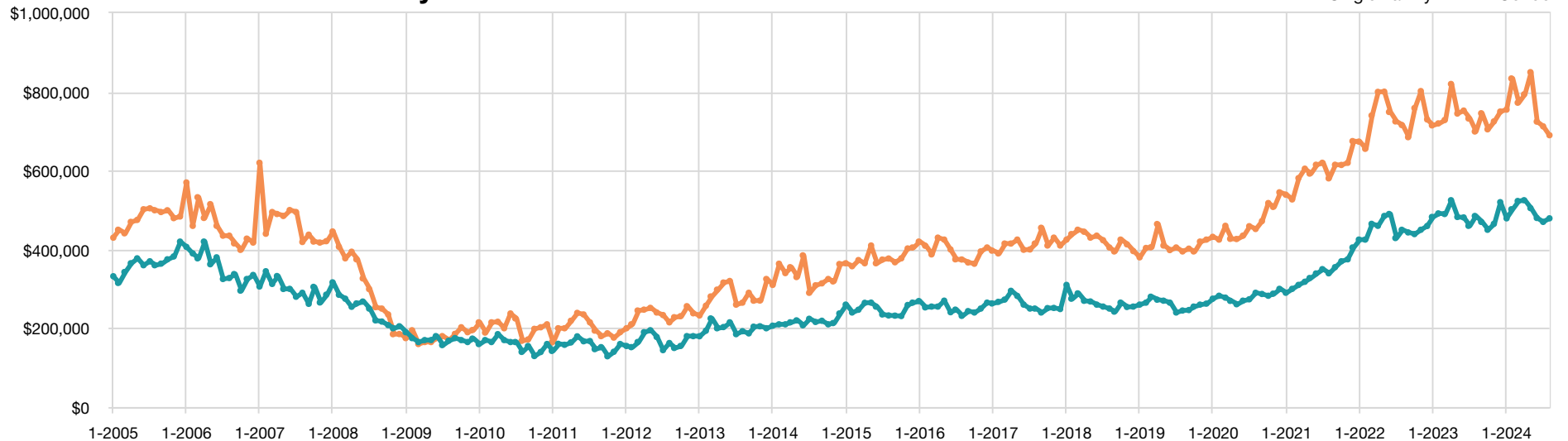
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
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	\$724,500	- 3.7%	\$480,000	- 0.3%
Jul-2024	\$712,500	- 2.7%	\$470,000	+ 2.2%
Aug-2024	\$690,000	- 1.4%	\$479,000	- 1.2%
12-Month Avg*	\$750,000	+ 1.4%	\$495,000	+ 4.2%

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

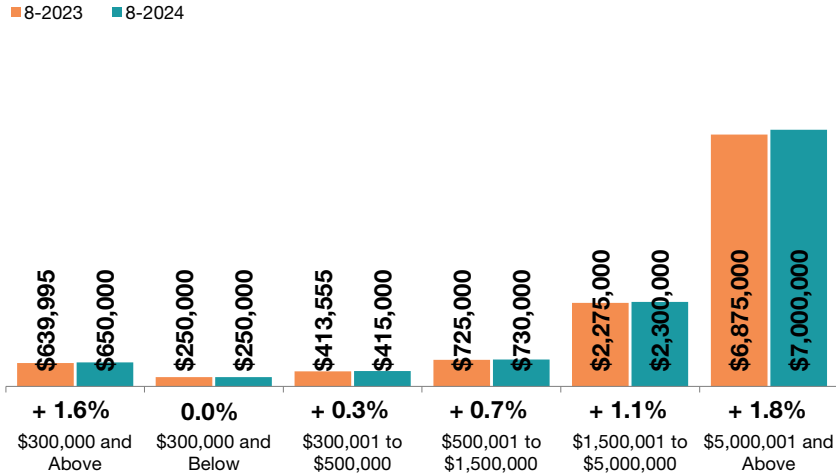
Overall Median Closed Price by Month



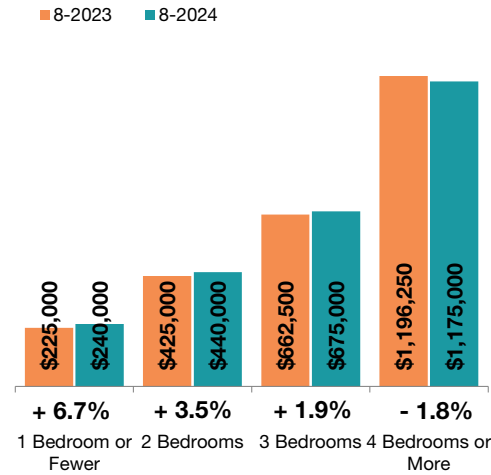
Overall Median Closed Price by Price Range

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

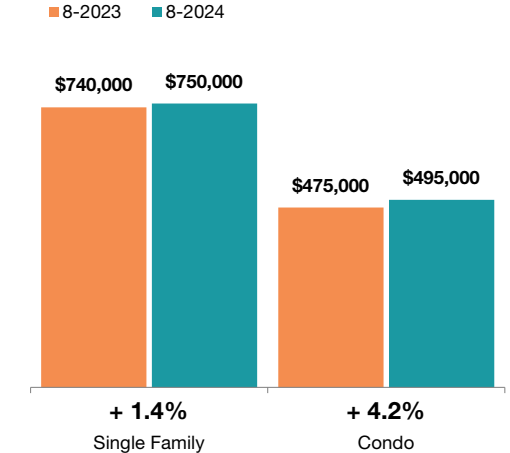
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	8-2023	8-2024	Change
\$300,000 and Above	\$639,995	\$650,000	+ 1.6%
\$300,000 and Below	\$250,000	\$250,000	0.0%
\$300,001 to \$500,000	\$413,555	\$415,000	+ 0.3%
\$500,001 to \$1,500,000	\$725,000	\$730,000	+ 0.7%
\$1,500,001 to \$5,000,000	\$2,275,000	\$2,300,000	+ 1.1%
\$5,000,001 and Above	\$6,875,000	\$7,000,000	+ 1.8%
All Price Ranges	\$598,001	\$610,000	+ 2.0%

Single Family

	8-2023	8-2024	Change
\$300,000 and Above	\$760,000	\$775,000	+ 2.0%
\$300,000 and Below	\$190,000	\$190,000	0.0%
\$300,001 to \$500,000	\$440,000	\$439,950	- 0.0%
\$500,001 to \$1,500,000	\$750,000	\$750,000	0.0%
\$1,500,001 to \$5,000,000	\$2,295,000	\$2,300,000	+ 0.2%
\$5,000,001 and Above	\$6,825,000	\$7,250,000	+ 6.2%
All Single Family	\$740,000	\$750,000	+ 1.4%

Condo

	8-2023	8-2024	Change
\$300,000 and Above	\$523,000	\$535,000	+ 2.3%
\$300,000 and Below	\$262,500	\$265,000	+ 1.0%
\$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	\$2,272,500	+ 1.0%
\$5,000,001 and Above	\$7,050,000	\$6,095,000	- 13.5%
All Condo	\$475,000	\$495,000	+ 4.2%

By Bedroom Count

	8-2023	8-2024	Change
1 Bedroom or Fewer	\$225,000	\$240,000	+ 6.7%
2 Bedrooms	\$425,000	\$440,000	+ 3.5%
3 Bedrooms	\$662,500	\$675,000	+ 1.9%
4 Bedrooms or More	\$1,196,250	\$1,175,000	- 1.8%
All Bedroom Counts	\$598,001	\$610,000	+ 2.0%

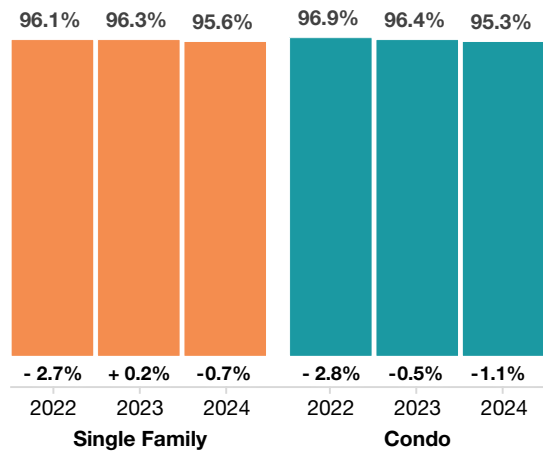
	8-2023	8-2024	Change
1 Bedroom or Fewer	\$155,000	\$155,000	0.0%
2 Bedrooms	\$476,250	\$480,000	+ 0.8%
3 Bedrooms	\$699,999	\$695,000	- 0.7%
4 Bedrooms or More	\$1,160,000	\$1,150,000	- 0.9%
All Single Family	\$740,000	\$750,000	+ 1.4%
1 Bedroom or Fewer	\$235,000	\$272,500	+ 16.0%
2 Bedrooms	\$419,000	\$432,500	+ 3.2%
3 Bedrooms	\$615,000	\$625,000	+ 1.6%
4 Bedrooms or More	\$2,500,000	\$3,412,500	+ 36.5%
All Condo	\$475,000	\$495,000	+ 4.2%

Overall Percent of Current List Price Received

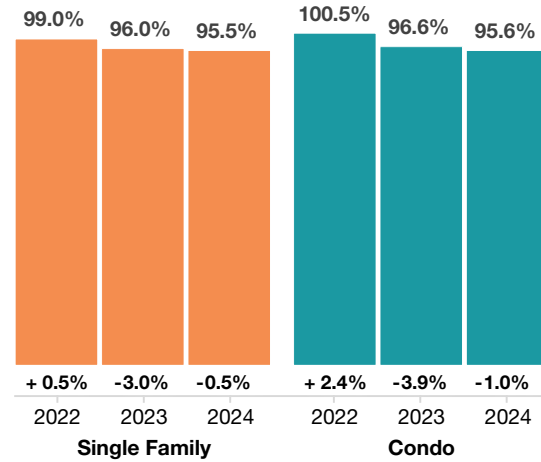


Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

August



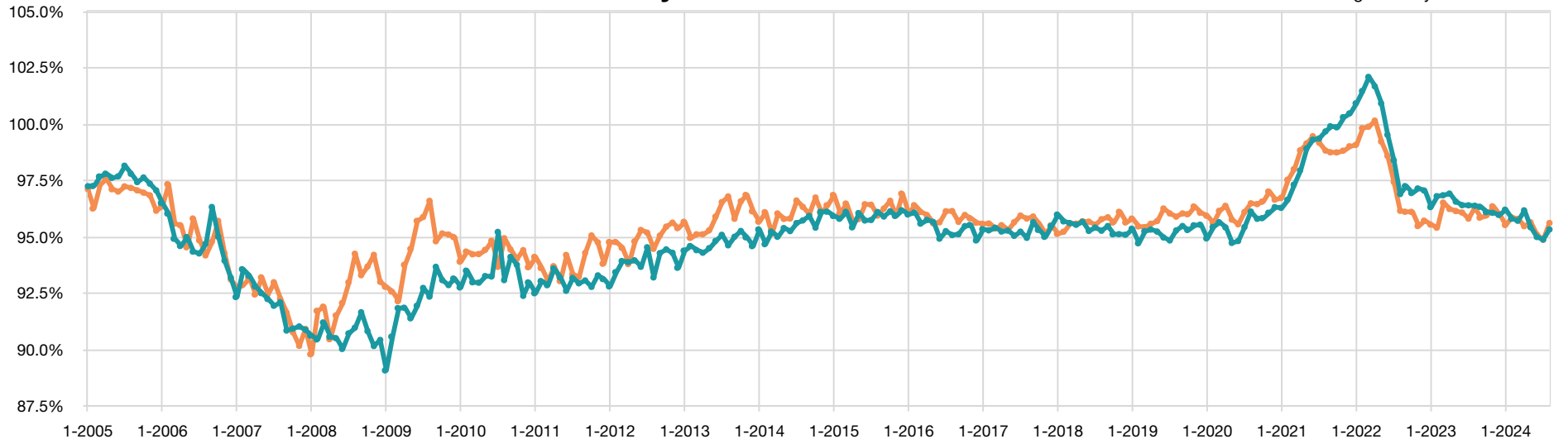
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
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%	94.9%	-1.6%
Aug-2024	95.6%	-0.7%	95.3%	-1.1%
12-Month Avg*	95.6%	-0.4%	95.7%	-1.0%

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

Overall Percent of Current List Price Received by Month

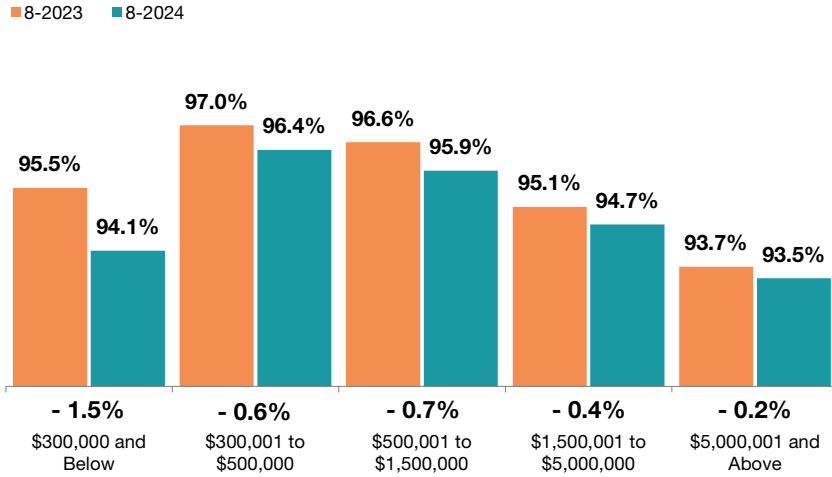


Overall Percent of Current List Price Received by Price Range

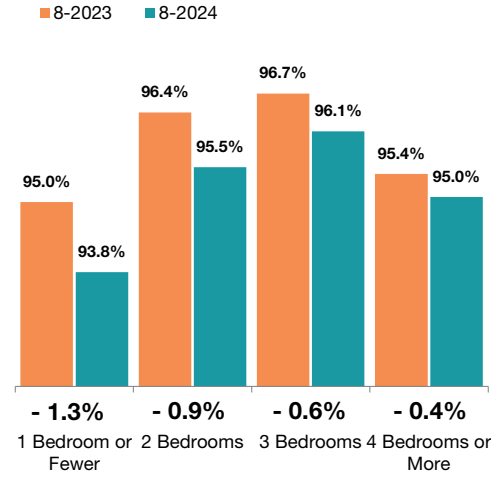


Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold, not accounting for seller concessions. Based on a rolling 12-month average.

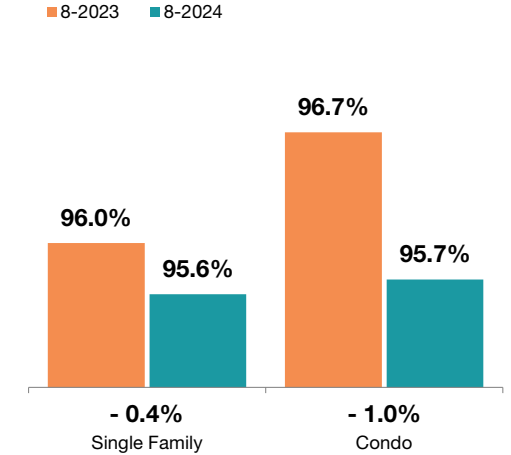
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	8-2023	8-2024	Change
\$300,000 and Below	95.5%	94.1%	- 1.5%
\$300,001 to \$500,000	97.0%	96.4%	- 0.6%
\$500,001 to \$1,500,000	96.6%	95.9%	- 0.7%
\$1,500,001 to \$5,000,000	95.1%	94.7%	- 0.4%
\$5,000,001 and Above	93.7%	93.5%	- 0.2%
All Price Ranges	96.3%	95.7%	- 0.6%

Single Family

	8-2023	8-2024	Change
1 Bedroom or Fewer	94.8%	92.6%	- 2.3%
2 Bedrooms	97.2%	97.1%	- 0.1%
3 Bedrooms	96.3%	96.0%	- 0.3%
4 Bedrooms or More	94.4%	94.4%	0.0%
All Single Family	96.0%	95.6%	- 0.4%

Condo

	8-2023	8-2024	Change
Single Family	95.8%	94.6%	- 1.3%
Condo	96.9%	96.1%	- 0.8%
3 Bedrooms	97.0%	95.9%	- 1.1%
4 Bedrooms or More	96.4%	95.1%	- 1.3%
All Condo	96.7%	95.7%	- 1.0%

By Bedroom Count

	8-2023	8-2024	Change
1 Bedroom or Fewer	95.0%	93.8%	- 1.3%
2 Bedrooms	96.4%	95.5%	- 0.9%
3 Bedrooms	96.7%	96.1%	- 0.6%
4 Bedrooms or More	95.4%	95.0%	- 0.4%
All Bedroom Counts	96.3%	95.7%	- 0.6%

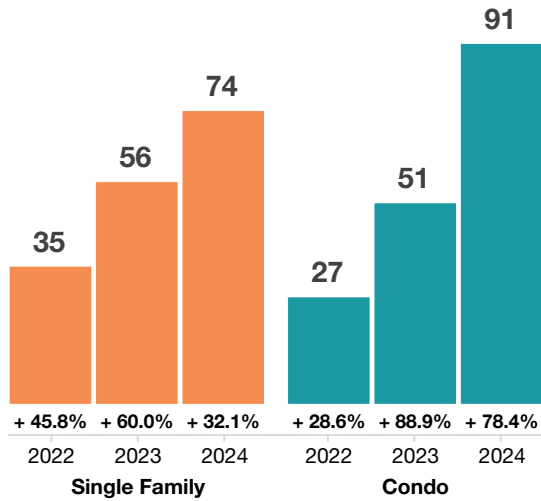
	8-2023	8-2024	Change
1 Bedroom or Fewer	93.0%	91.2%	- 1.9%
2 Bedrooms	95.4%	94.7%	- 0.7%
3 Bedrooms	96.6%	96.2%	- 0.4%
4 Bedrooms or More	95.2%	95.0%	- 0.2%
All Single Family	96.0%	95.6%	- 0.4%
Single Family	95.4%	94.5%	- 0.9%
Condo	96.6%	95.7%	- 0.9%
3 Bedrooms	96.9%	95.9%	- 1.0%
4 Bedrooms or More	98.0%	95.1%	- 3.0%
All Condo	96.7%	95.7%	- 1.0%

Overall Days on Market Until Sale

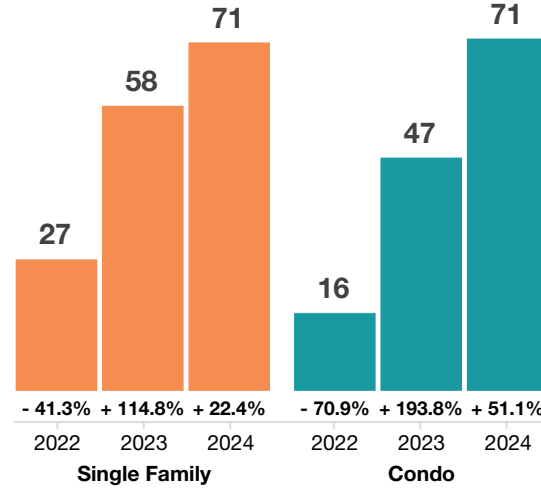
Average number of days between when a property is listed and when an offer is accepted in a given month.



August



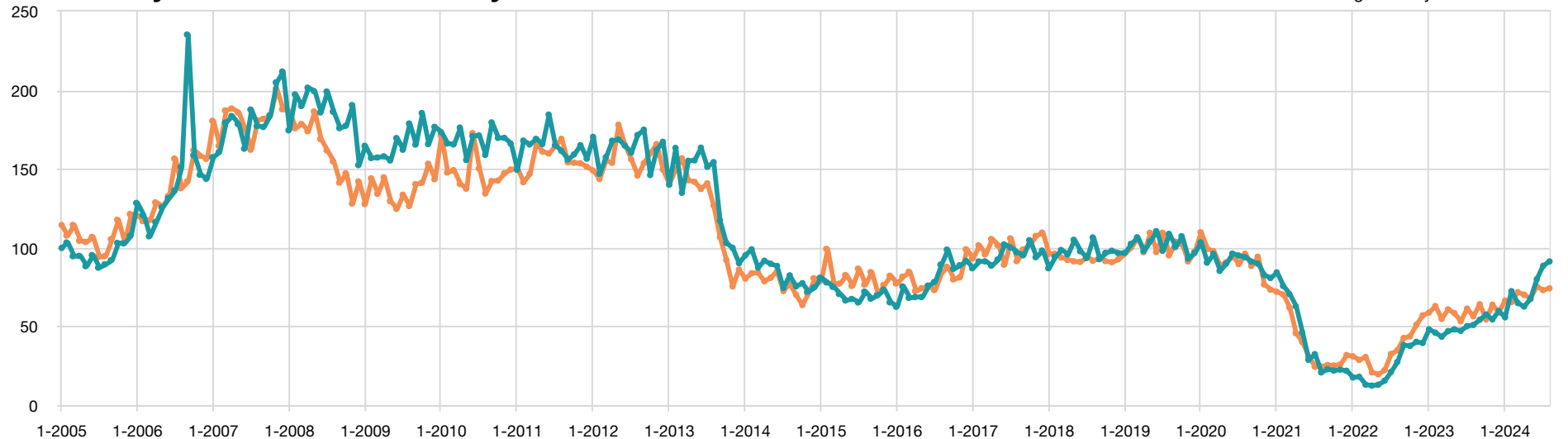
Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
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%
Aug-2024	74	+ 32.1%	91	+ 78.4%
12-Month Avg*	68	+ 21.7%	67	+ 49.3%

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

Overall Days on Market Until Sale by Month



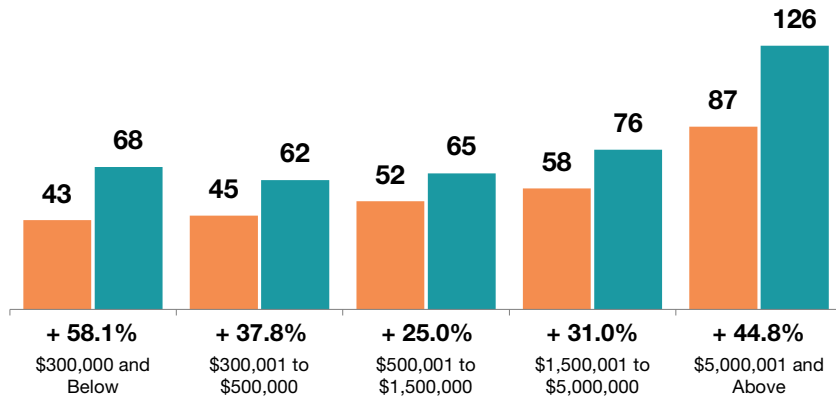
Overall Days on Market Until Sale by Price Range



by Price Range Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.

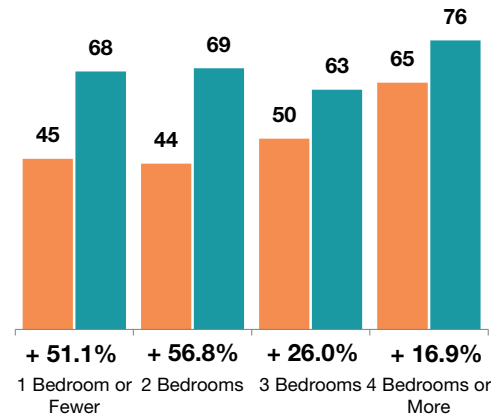
By Price Range

8-2023 8-2024



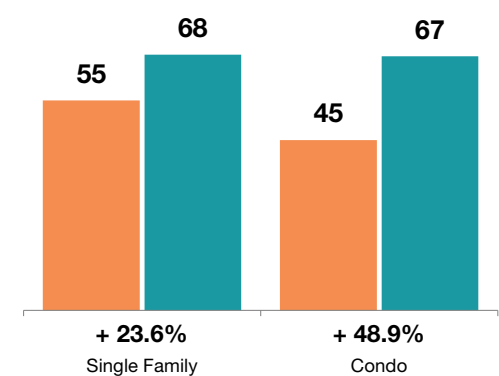
By Bedroom Count

8-2023 8-2024



By Property Type

8-2023 8-2024



All Properties

By Price Range	8-2023	8-2024	Change
\$300,000 and Below	43	68	+ 58.1%
\$300,001 to \$500,000	45	62	+ 37.8%
\$500,001 to \$1,500,000	52	65	+ 25.0%
\$1,500,001 to \$5,000,000	58	76	+ 31.0%
\$5,000,001 and Above	87	126	+ 44.8%
All Price Ranges	50	67	+ 34.0%

Single Family

8-2023	8-2024	Change	8-2023	8-2024	Change
44	73	+ 65.9%	42	66	+ 57.1%
49	56	+ 14.3%	43	64	+ 48.8%
56	65	+ 16.1%	45	65	+ 44.4%
59	74	+ 25.4%	56	80	+ 42.9%
88	121	+ 37.5%	81	145	+ 79.0%
55	68	+ 23.6%	45	67	+ 48.9%

Condo

By Bedroom Count	8-2023	8-2024	Change
1 Bedroom or Fewer	45	68	+ 51.1%
2 Bedrooms	44	69	+ 56.8%
3 Bedrooms	50	63	+ 26.0%
4 Bedrooms or More	65	76	+ 16.9%
All Bedroom Counts	50	67	+ 34.0%

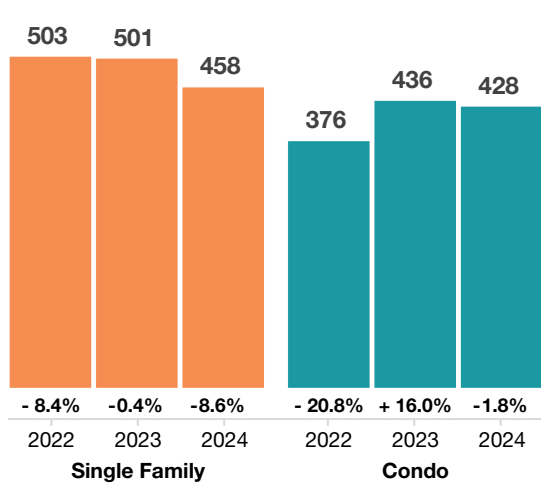
8-2023	8-2024	Change	8-2023	8-2024	Change
41	82	+ 100.0%	46	64	+ 39.8%
44	72	+ 63.6%	44	68	+ 56.6%
53	62	+ 17.0%	46	65	+ 40.2%
65	76	+ 16.9%	59	82	+ 39.4%
55	68	+ 23.6%	45	67	+ 48.9%

Overall New Listings

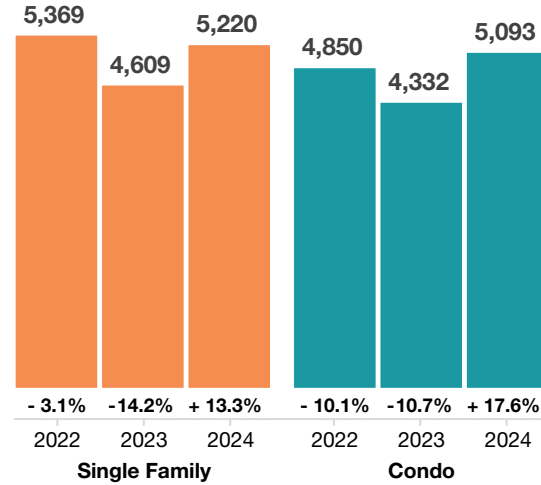
A count of the properties that have been newly listed on the market in a given month.



August

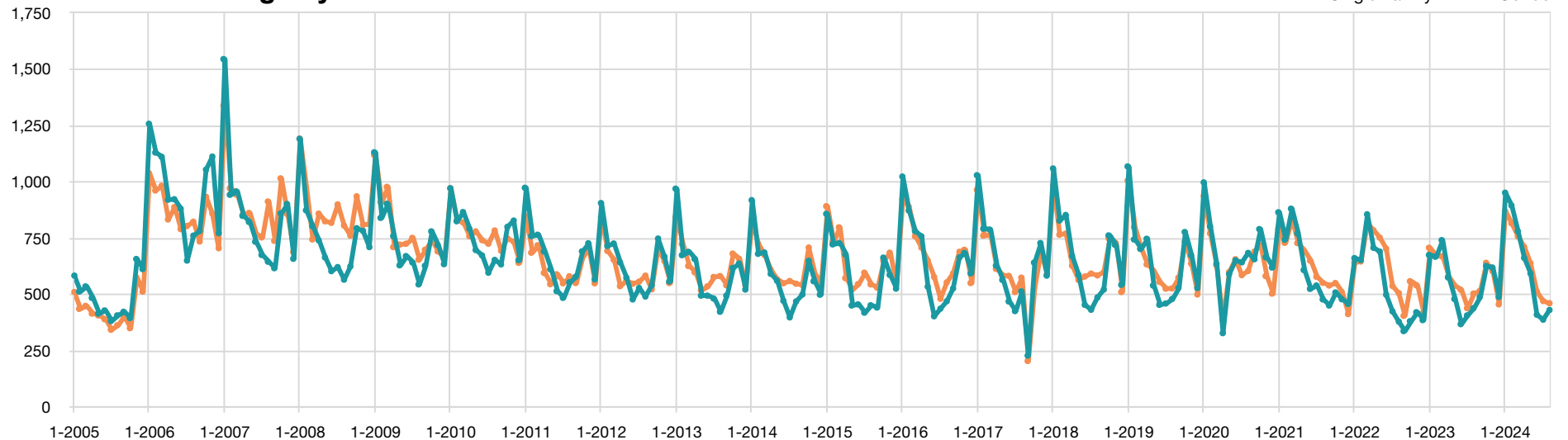


Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2023	513	+ 27.6%	486	+ 45.5%
Oct-2023	638	+ 14.7%	624	+ 65.1%
Nov-2023	601	+ 11.7%	617	+ 47.6%
Dec-2023	453	+ 9.7%	486	+ 26.9%
Jan-2024	869	+ 23.3%	950	+ 41.2%
Feb-2024	814	+ 21.5%	893	+ 34.3%
Mar-2024	756	+ 13.3%	779	+ 5.4%
Apr-2024	709	+ 23.1%	660	+ 15.2%
May-2024	636	+ 18.7%	591	+ 23.9%
Jun-2024	510	- 1.5%	407	+ 11.5%
Jul-2024	468	+ 7.3%	385	- 4.7%
Aug-2024	458	- 8.6%	428	- 1.8%
12-Month Avg	619	+ 14.0%	609	+ 25.1%

Overall New Listings by Month

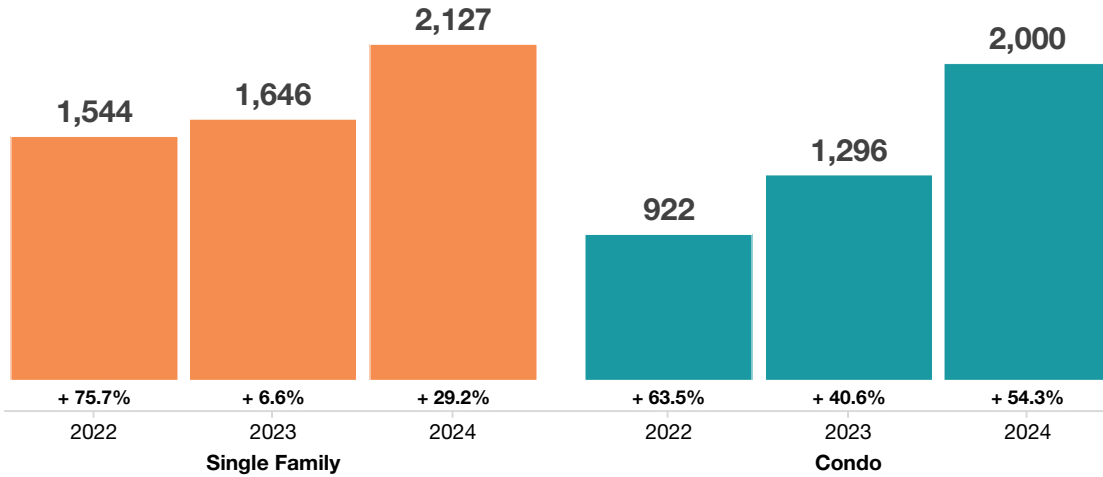


Overall Inventory of Homes for Sale

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

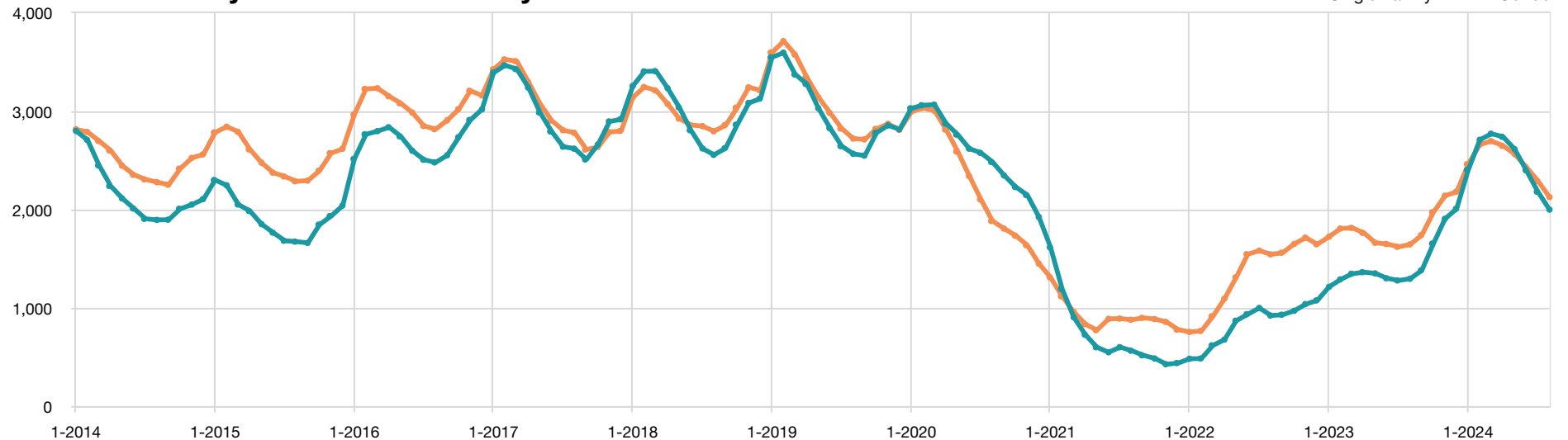


August



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Sep-2023	1,740	+ 11.5%	1,382	+ 48.6%
Oct-2023	1,973	+ 19.6%	1,654	+ 70.5%
Nov-2023	2,141	+ 24.9%	1,906	+ 83.6%
Dec-2023	2,180	+ 32.4%	2,008	+ 86.6%
Jan-2024	2,462	+ 42.8%	2,404	+ 98.2%
Feb-2024	2,661	+ 47.3%	2,710	+ 110.2%
Mar-2024	2,697	+ 48.7%	2,772	+ 105.8%
Apr-2024	2,650	+ 50.2%	2,741	+ 101.1%
May-2024	2,565	+ 54.3%	2,615	+ 93.6%
Jun-2024	2,433	+ 47.5%	2,400	+ 84.5%
Jul-2024	2,293	+ 41.5%	2,182	+ 70.6%
Aug-2024	2,127	+ 29.2%	2,000	+ 54.3%
12-Month Avg	2,327	+ 37.9%	2,231	+ 85.3%

Overall Inventory of Homes for Sale by Month

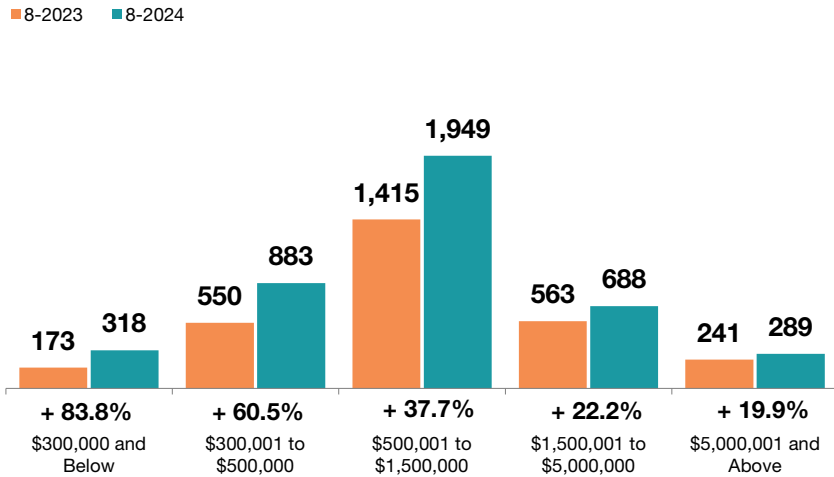


Overall Inventory of Homes for Sale by Price Range

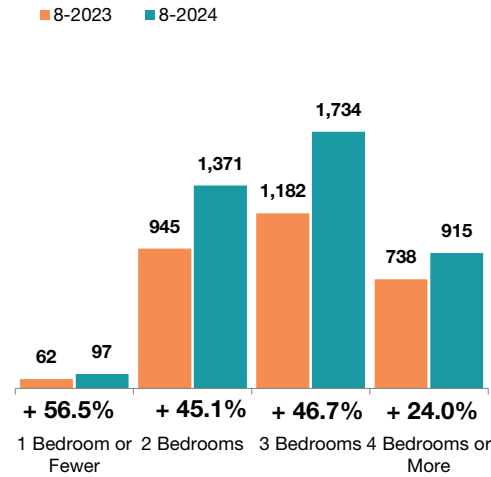


The number of properties available for sale in active status at the end of the most recent month. Based on one month of activity.

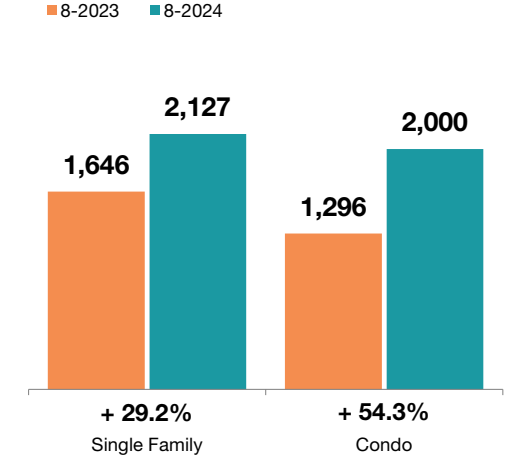
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	8-2023	8-2024	Change
\$300,000 and Below	173	318	+ 83.8%
\$300,001 to \$500,000	550	883	+ 60.5%
\$500,001 to \$1,500,000	1,415	1,949	+ 37.7%
\$1,500,001 to \$5,000,000	563	688	+ 22.2%
\$5,000,001 and Above	241	289	+ 19.9%
All Price Ranges	2,942	4,127	+ 40.3%

Single Family

By Bedroom Count	8-2023	8-2024	Change
1 Bedroom or Fewer	62	97	+ 56.5%
2 Bedrooms	945	1,371	+ 45.1%
3 Bedrooms	1,182	1,734	+ 46.7%
4 Bedrooms or More	738	915	+ 24.0%
All Bedroom Counts	2,942	4,127	+ 40.3%

Condo

By Price Range	8-2023	8-2024	Change
\$300,000 and Below	78	78	0.0%
\$300,001 to \$500,000	108	145	+ 34.3%
\$500,001 to \$1,500,000	869	1,209	+ 39.1%
\$1,500,001 to \$5,000,000	378	453	+ 19.8%
\$5,000,001 and Above	213	242	+ 13.6%
All Price Ranges	1,646	2,127	+ 29.2%

By Bedroom Count

By Price Range	8-2023	8-2024	Change
\$300,000 and Below	95	240	+ 152.6%
\$300,001 to \$500,000	442	738	+ 67.0%
\$500,001 to \$1,500,000	546	740	+ 35.5%
\$1,500,001 to \$5,000,000	185	235	+ 27.0%
\$5,000,001 and Above	28	47	+ 67.9%
All Price Ranges	1,296	2,000	+ 54.3%

By Bedroom Count	8-2023	8-2024	Change
1 Bedroom or Fewer	15	22	+ 46.7%
2 Bedrooms	186	199	+ 7.0%
3 Bedrooms	740	1,042	+ 40.8%
4 Bedrooms or More	696	861	+ 23.7%
All Bedroom Counts	1,646	2,127	+ 29.2%

Listing and Sales Summary Report

August 2024

	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Aug-24	Aug-23	% Change	Aug-24	Aug-23	% Change	Aug-24	Aug-23	% Change	Aug-24	Aug-23	% Change
Overall Naples Market**	\$600,000	\$600,000	0.0%	524	726	-27.8%	4,127	2,942	+40.3%	82	54	+51.9%
Collier County	\$628,500	\$617,500	+1.8%	591	793	-25.5%	4,689	3,377	+38.9%	84	55	+52.7%
Ave Maria	\$455,750	\$457,500	-0.4%	14	33	-57.6%	167	93	+79.6%	92	35	+162.9%
Central Naples	\$425,000	\$450,000	-5.6%	69	107	-35.5%	483	324	+49.1%	67	43	+55.8%
East Naples	\$585,000	\$588,005	-0.5%	135	172	-21.5%	960	711	+35.0%	79	58	+36.2%
Everglades City	--	--	--	0	0	--	12	10	+20.0%	--	--	--
Immokalee	\$373,900	\$329,000	+13.6%	8	7	+14.3%	27	23	+17.4%	28	15	+86.7%
Immokalee / Ave Maria	\$381,450	\$421,000	-9.4%	22	40	-45.0%	194	116	+67.2%	69	31	+122.6%
Naples	\$615,000	\$620,000	-0.8%	502	687	-26.9%	3,929	2,825	+39.1%	83	55	+50.9%
Naples Beach	\$1,575,000	\$1,150,000	+37.0%	97	95	+2.1%	946	768	+23.2%	116	79	+46.8%
North Naples	\$755,000	\$750,000	+0.7%	131	176	-25.6%	872	566	+54.1%	77	49	+57.1%
South Naples	\$445,392	\$496,500	-10.3%	70	136	-48.5%	672	457	+47.0%	70	54	+29.6%
34102	\$2,500,325	\$2,125,000	+17.7%	30	18	+66.7%	318	239	+33.1%	113	68	+66.2%
34103	\$1,840,000	\$1,100,000	+67.3%	29	31	-6.5%	257	237	+8.4%	113	89	+27.0%
34104	\$390,000	\$405,000	-3.7%	33	47	-29.8%	221	143	+54.5%	81	40	+102.5%
34105	\$635,000	\$475,000	+33.7%	19	47	-59.6%	188	121	+55.4%	51	53	-3.8%
34108	\$887,500	\$1,075,000	-17.4%	38	46	-17.4%	371	292	+27.1%	120	75	+60.0%
34109	\$565,000	\$798,000	-29.2%	30	43	-30.2%	218	136	+60.3%	65	39	+66.7%
34110	\$865,000	\$649,500	+33.2%	41	54	-24.1%	313	200	+56.5%	89	54	+64.8%
34112	\$420,000	\$406,000	+3.4%	37	75	-50.7%	366	258	+41.9%	64	51	+25.5%
34113	\$470,000	\$587,500	-20.0%	33	61	-45.9%	306	199	+53.8%	78	57	+36.8%
34114	\$600,000	\$650,000	-7.7%	49	73	-32.9%	417	284	+46.8%	102	55	+85.5%
34116	\$465,000	\$505,000	-7.9%	17	13	+30.8%	74	60	+23.3%	59	14	+321.4%
34117	\$575,000	\$522,000	+10.2%	16	29	-44.8%	118	89	+32.6%	47	62	-24.2%
34119	\$745,000	\$790,000	-5.7%	60	79	-24.1%	341	230	+48.3%	74	50	+48.0%
34120	\$579,000	\$575,000	+0.7%	70	70	0.0%	424	337	+25.8%	69	59	+16.9%
34137	--	--	--	0	0	--	1	1	0.0%	--	--	--
34142	\$381,450	\$421,000	-9.4%	22	40	-45.0%	194	116	+67.2%	69	31	+122.6%

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

Local Market Update – August 2024

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Naples Beach

34102, 34103, 34108

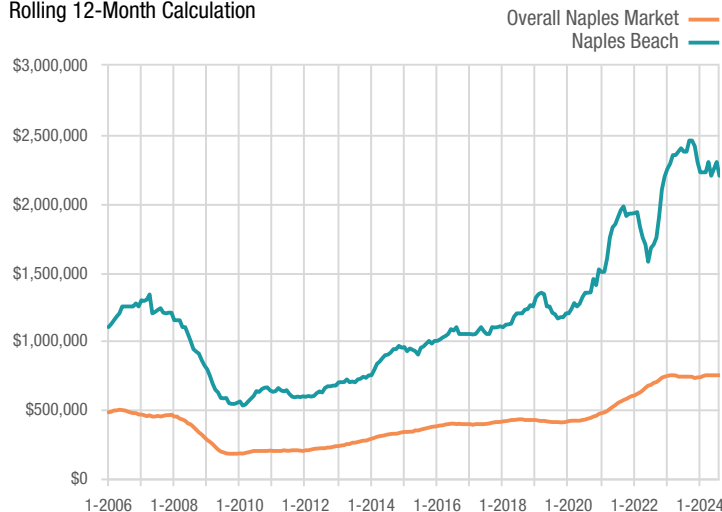
Single Family	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	66	52	- 21.2%	702	713	+ 1.6%
Total Sales	35	39	+ 11.4%	376	311	- 17.3%
Days on Market Until Sale	100	126	+ 26.0%	81	115	+ 42.0%
Median Closed Price*	\$2,100,000	\$1,480,000	- 29.5%	\$2,465,267	\$2,325,000	- 5.7%
Average Closed Price*	\$2,701,749	\$2,760,128	+ 2.2%	\$3,833,440	\$4,288,247	+ 11.9%
Percent of List Price Received*	92.6%	92.8%	+ 0.2%	92.7%	92.7%	0.0%
Inventory of Homes for Sale	379	440	+ 16.1%	—	—	—
Months Supply of Inventory	8.7	13.0	+ 49.4%	—	—	—

Condo	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	80	75	- 6.3%	1,066	1,191	+ 11.7%
Total Sales	60	58	- 3.3%	700	676	- 3.4%
Days on Market Until Sale	66	109	+ 65.2%	55	92	+ 67.3%
Median Closed Price*	\$975,000	\$1,830,000	+ 87.7%	\$1,200,000	\$1,195,000	- 0.4%
Average Closed Price*	\$1,675,357	\$2,078,351	+ 24.1%	\$1,656,712	\$1,699,494	+ 2.6%
Percent of List Price Received*	94.9%	95.0%	+ 0.1%	95.3%	94.0%	- 1.4%
Inventory of Homes for Sale	389	506	+ 30.1%	—	—	—
Months Supply of Inventory	5.2	6.8	+ 30.8%	—	—	—

* 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.

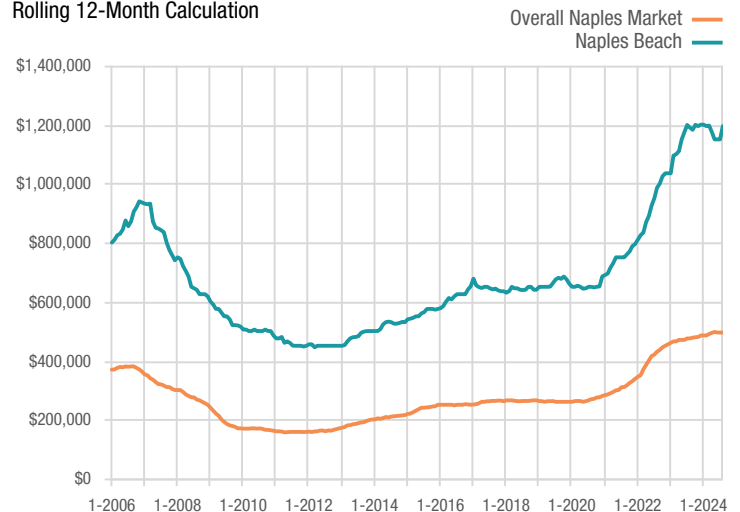
Median Closed Price - Single Family

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.

North Naples

34109, 34110, 34119

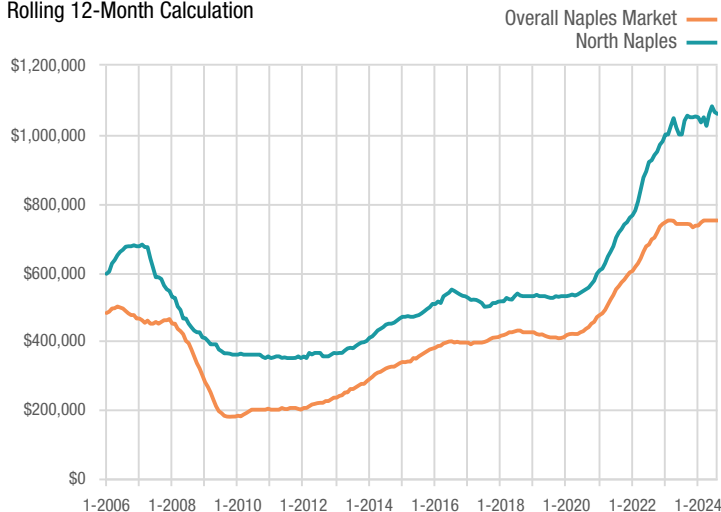
Single Family	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	96	94	- 2.1%	987	1,127	+ 14.2%
Total Sales	88	62	- 29.5%	704	628	- 10.8%
Days on Market Until Sale	55	73	+ 32.7%	51	58	+ 13.7%
Median Closed Price*	\$1,045,000	\$965,000	- 7.7%	\$1,050,000	\$1,050,000	0.0%
Average Closed Price*	\$1,462,660	\$1,293,054	- 11.6%	\$1,472,665	\$1,531,113	+ 4.0%
Percent of List Price Received*	96.3%	95.5%	- 0.8%	95.9%	95.1%	- 0.8%
Inventory of Homes for Sale	285	401	+ 40.7%	—	—	—
Months Supply of Inventory	3.5	5.3	+ 51.4%	—	—	—

Condo	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	129	129	0.0%	1,119	1,312	+ 17.2%
Total Sales	88	69	- 21.6%	834	807	- 3.2%
Days on Market Until Sale	42	80	+ 90.5%	41	63	+ 53.7%
Median Closed Price*	\$520,000	\$540,000	+ 3.8%	\$499,500	\$507,000	+ 1.5%
Average Closed Price*	\$636,079	\$730,684	+ 14.9%	\$720,506	\$697,582	- 3.2%
Percent of List Price Received*	97.0%	95.1%	- 2.0%	97.0%	95.9%	- 1.1%
Inventory of Homes for Sale	281	471	+ 67.6%	—	—	—
Months Supply of Inventory	2.9	5.0	+ 72.4%	—	—	—

* 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.

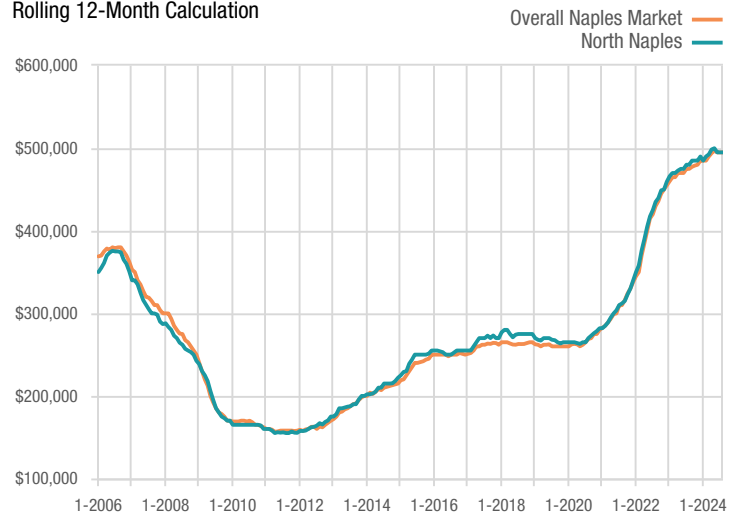
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – August 2024

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Central Naples

34104, 34105, 34116

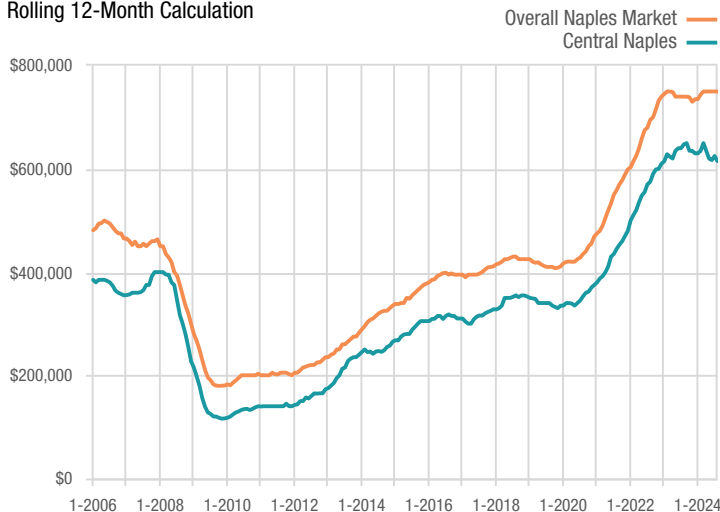
Single Family	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	67	56	- 16.4%	547	580	+ 6.0%
Total Sales	52	37	- 28.8%	423	375	- 11.3%
Days on Market Until Sale	40	60	+ 50.0%	45	62	+ 37.8%
Median Closed Price*	\$647,500	\$495,000	- 23.6%	\$650,000	\$625,000	- 3.8%
Average Closed Price*	\$1,217,138	\$738,458	- 39.3%	\$979,128	\$1,132,001	+ 15.6%
Percent of List Price Received*	96.3%	97.5%	+ 1.2%	96.1%	95.7%	- 0.4%
Inventory of Homes for Sale	170	207	+ 21.8%	—	—	—
Months Supply of Inventory	3.4	4.7	+ 38.2%	—	—	—

Condo	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	63	73	+ 15.9%	594	750	+ 26.3%
Total Sales	55	32	- 41.8%	468	407	- 13.0%
Days on Market Until Sale	45	76	+ 68.9%	41	54	+ 31.7%
Median Closed Price*	\$380,000	\$334,500	- 12.0%	\$357,250	\$355,000	- 0.6%
Average Closed Price*	\$378,542	\$354,177	- 6.4%	\$407,152	\$439,249	+ 7.9%
Percent of List Price Received*	96.6%	95.8%	- 0.8%	96.7%	95.7%	- 1.0%
Inventory of Homes for Sale	154	276	+ 79.2%	—	—	—
Months Supply of Inventory	2.7	5.9	+ 118.5%	—	—	—

* 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.

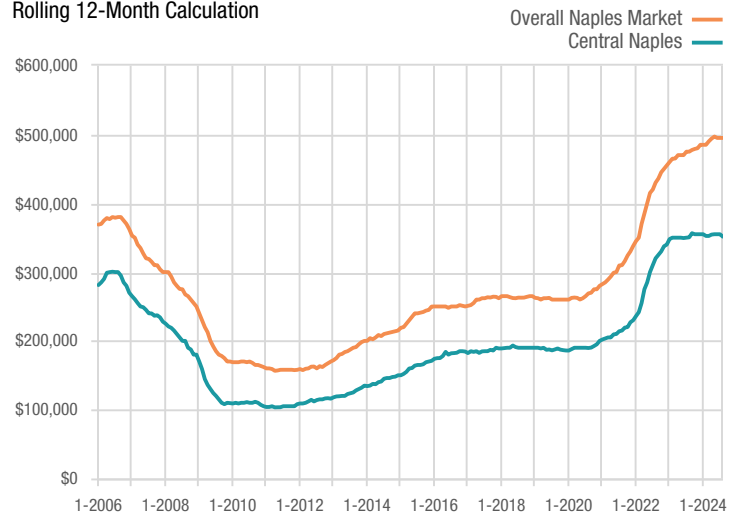
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – August 2024

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South Naples

34112, 34113

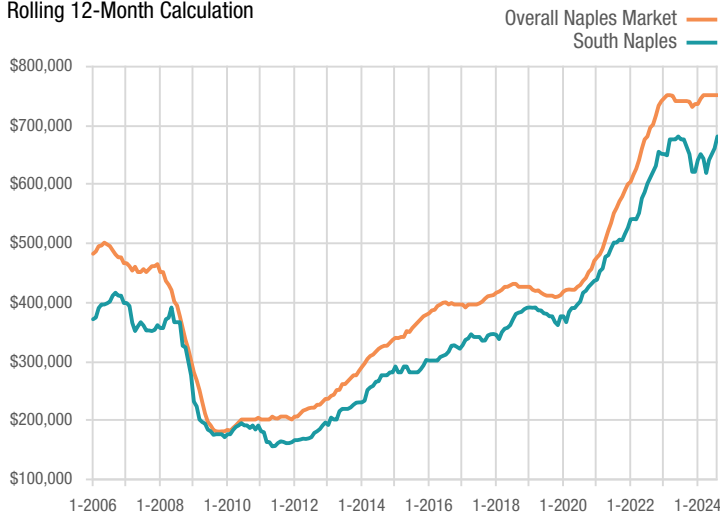
Single Family	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	58	46	- 20.7%	574	641	+ 11.7%
Total Sales	64	25	- 60.9%	431	352	- 18.3%
Days on Market Until Sale	49	59	+ 20.4%	54	65	+ 20.4%
Median Closed Price*	\$625,000	\$640,000	+ 2.4%	\$625,000	\$719,500	+ 15.1%
Average Closed Price*	\$929,717	\$1,010,000	+ 8.6%	\$939,612	\$1,055,582	+ 12.3%
Percent of List Price Received*	95.6%	94.1%	- 1.6%	95.6%	94.7%	- 0.9%
Inventory of Homes for Sale	185	243	+ 31.4%	—	—	—
Months Supply of Inventory	3.8	6.0	+ 57.9%	—	—	—

Condo	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	100	80	- 20.0%	918	1,116	+ 21.6%
Total Sales	72	45	- 37.5%	728	610	- 16.2%
Days on Market Until Sale	58	77	+ 32.8%	48	67	+ 39.6%
Median Closed Price*	\$412,500	\$391,000	- 5.2%	\$402,750	\$420,000	+ 4.3%
Average Closed Price*	\$453,103	\$411,520	- 9.2%	\$456,718	\$481,349	+ 5.4%
Percent of List Price Received*	96.1%	95.0%	- 1.1%	96.9%	96.1%	- 0.8%
Inventory of Homes for Sale	272	429	+ 57.7%	—	—	—
Months Supply of Inventory	3.3	5.9	+ 78.8%	—	—	—

* 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.

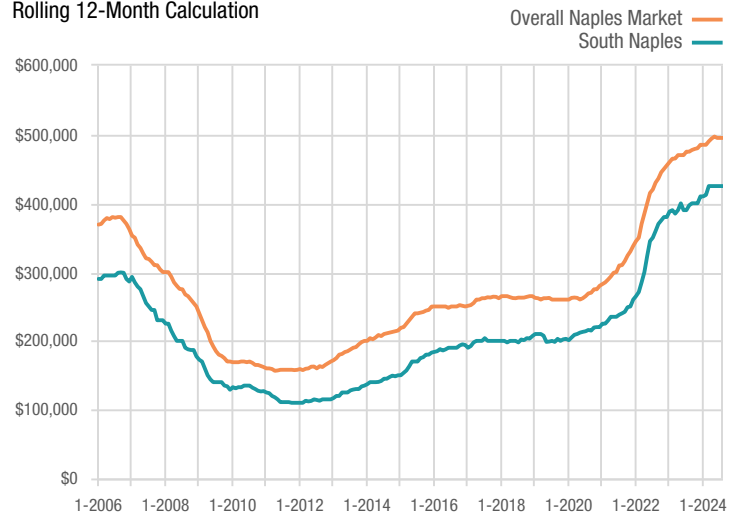
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – August 2024

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East Naples

34114, 34117, 34120, 34137

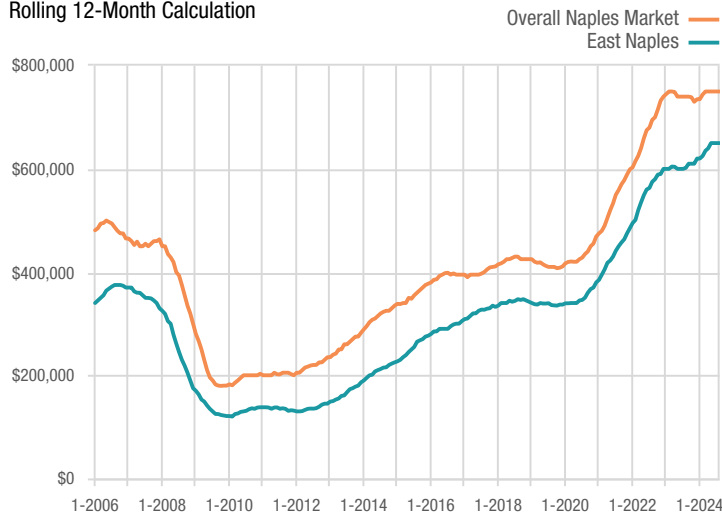
Single Family	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	185	171	- 7.6%	1,543	1,868	+ 21.1%
Total Sales	120	102	- 15.0%	1,151	1,116	- 3.0%
Days on Market Until Sale	61	67	+ 9.8%	63	68	+ 7.9%
Median Closed Price*	\$592,500	\$639,250	+ 7.9%	\$609,950	\$652,925	+ 7.0%
Average Closed Price*	\$729,624	\$717,108	- 1.7%	\$746,172	\$811,654	+ 8.8%
Percent of List Price Received*	97.2%	96.3%	- 0.9%	97.1%	96.4%	- 0.7%
Inventory of Homes for Sale	535	699	+ 30.7%	—	—	—
Months Supply of Inventory	4.0	5.4	+ 35.0%	—	—	—

Condo	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	58	53	- 8.6%	579	622	+ 7.4%
Total Sales	52	33	- 36.5%	449	367	- 18.3%
Days on Market Until Sale	50	115	+ 130.0%	50	78	+ 56.0%
Median Closed Price*	\$577,505	\$450,000	- 22.1%	\$525,000	\$510,000	- 2.9%
Average Closed Price*	\$571,191	\$492,682	- 13.7%	\$540,578	\$543,601	+ 0.6%
Percent of List Price Received*	96.6%	96.3%	- 0.3%	97.1%	96.5%	- 0.6%
Inventory of Homes for Sale	176	261	+ 48.3%	—	—	—
Months Supply of Inventory	3.4	5.9	+ 73.5%	—	—	—

* 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.

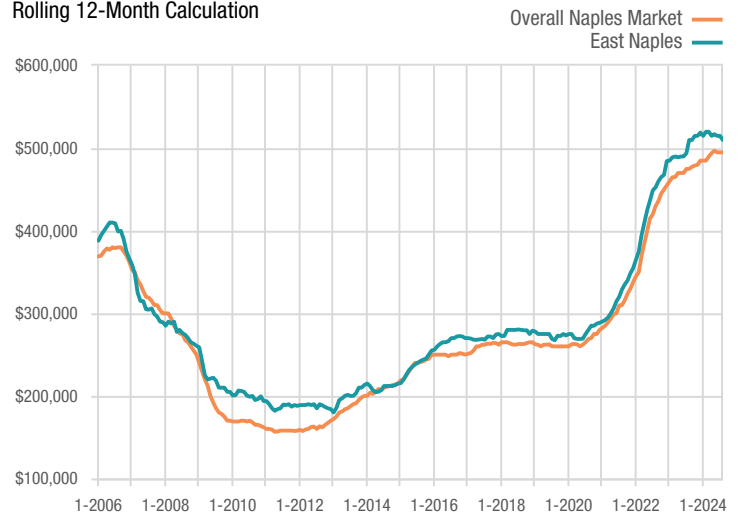
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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

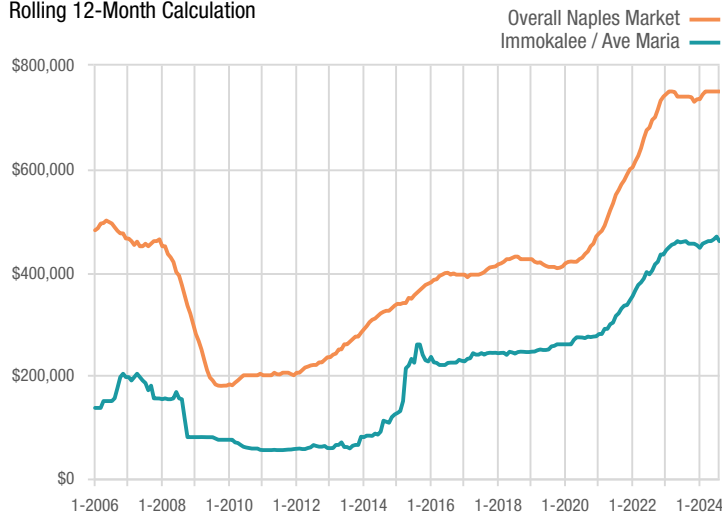
Single Family	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	29	39	+ 34.5%	256	291	+ 13.7%
Total Sales	30	18	- 40.0%	207	158	- 23.7%
Days on Market Until Sale	36	60	+ 66.7%	52	81	+ 55.8%
Median Closed Price*	\$467,625	\$403,950	- 13.6%	\$458,750	\$472,500	+ 3.0%
Average Closed Price*	\$500,996	\$444,950	- 11.2%	\$483,857	\$491,308	+ 1.5%
Percent of List Price Received*	98.1%	96.3%	- 1.8%	97.2%	96.7%	- 0.5%
Inventory of Homes for Sale	92	137	+ 48.9%	—	—	—
Months Supply of Inventory	4.3	7.1	+ 65.1%	—	—	—

Condo	August			Year to Date		
	2023	2024	% Change	Thru 8-2023	Thru 8-2024	% Change
Key Metrics						
New Listings	6	18	+ 200.0%	56	102	+ 82.1%
Total Sales	10	4	- 60.0%	39	48	+ 23.1%
Days on Market Until Sale	18	108	+ 500.0%	65	72	+ 10.8%
Median Closed Price*	\$300,000	\$371,250	+ 23.8%	\$330,000	\$330,000	0.0%
Average Closed Price*	\$328,049	\$384,375	+ 17.2%	\$345,436	\$336,906	- 2.5%
Percent of List Price Received*	98.9%	95.1%	- 3.8%	97.4%	95.8%	- 1.6%
Inventory of Homes for Sale	24	57	+ 137.5%	—	—	—
Months Supply of Inventory	6.1	9.8	+ 60.7%	—	—	—

* 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.

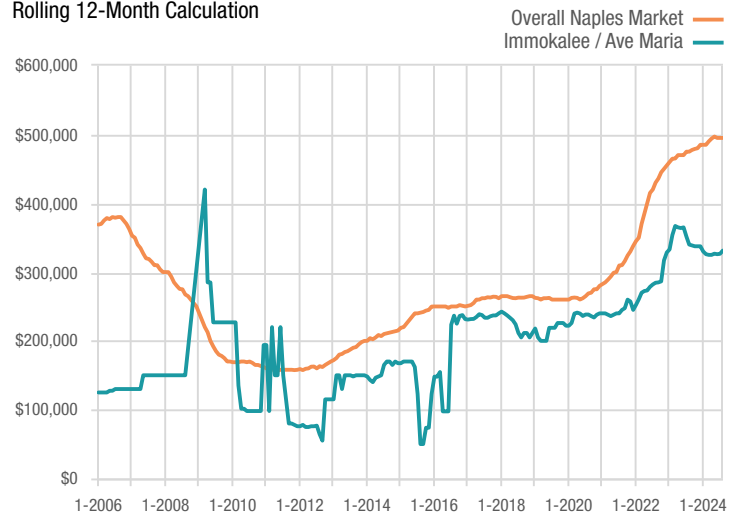
Median Closed Price - Single Family

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.