

# Naples Area Market Report



## February 2021

The February 2021 Market Report, released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), marks the last month of comparative activity before the pandemic shuttered the global economy in March 2020. That said, overall closed sales of existing homes in Naples for February increased 62 percent to 1,307 closed sales from 807 closed sales in February 2020.

Broker analysts reviewing the February 2021 Market Report were not surprised at the increased momentum as many report buyers are scooping up the available inventory of homes in all geographic locations within Naples almost as fast as they come onto the market. Inventory fell 68.8 percent in February to 2,224 homes from 7,127 homes in February 2020.

Single-family homes continue to be in high demand so many buyers pivoted to condominiums in February. As a result, the condominium market experienced a 75.7 percent increase in closed sales and a 66.6 percent decrease in inventory. In fact, condominium sales in February 2021 eclipsed its comparable sales in any month over the past 15 years.

In February, the median closed price increased 17.4 percent to \$405,000 from \$345,000 in February 2020. As such, the average closed price also increased in February by 25.7 percent to \$796,936 from \$633,898 in February 2020. The luxury single-family home market continues to drive sales in Naples as reflected in the average closed price for single-family homes in the Naples Beach area, which increased 35.4 percent to \$3,270,814 from \$2,414,826 in February 2020.

Even though interest rates are low, many buyers are purchasing homes with cash as it provides leverage during the sale. This occurrence often happens in multiple offer situations because financing can often weaken an offer. So buyers use cash to make the purchase with the intent of refinancing to enjoy the low interest rates once the sale is complete. Not surprising, cash sales accounted for 57.9 percent of all closed sales during February.

Whether new listings – which fell 8.6 percent in February to 1,435 new listings from 1,570 new listings in February 2021 – can meet the demand in the coming months will depend on seller motivation. The demand for single-family homes in Naples is so high right now that its convincing many homeowners to downsize in order to take advantage of the market's demand and enjoy a nice profit. That's one reason condominium sales increased in February and why properties in 55 and older communities also saw increased activity.

## Quick Facts

**+ 62.0%**

Change in  
Total Sales  
All Properties

**+ 17.4%**

Change in  
Median Closed Price  
All Properties

**- 68.8%**

Change in  
Homes for Sale  
All Properties

**+ 69.5%**

Price Range With the  
Strongest Sales:  
\$2,000,001 and Above

**+ 39.6%**

Bedroom Count With  
Strongest Sales:  
4 Bedrooms or More

**+ 25.2%**

Property Type With  
Strongest Sales:  
Single Family

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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	2-2020	2-2021	% Change	YTD 2020	YTD 2021	% Change
<b>New Listings</b>		1,570	<b>1,435</b>	- 8.6%	3,502	<b>3,064</b>	- 12.5%
<b>Total Sales</b>		807	<b>1,307</b>	+ 62.0%	1,548	<b>2,434</b>	+ 57.2%
<b>Days on Market Until Sale</b>		95	<b>72</b>	- 24.2%	100	<b>75</b>	- 25.0%
<b>Median Closed Price</b>		\$345,000	<b>\$405,000</b>	+ 17.4%	\$345,000	<b>\$400,000</b>	+ 15.9%
<b>Average Closed Price</b>		\$633,898	<b>\$796,936</b>	+ 25.7%	\$655,846	<b>\$791,529</b>	+ 20.7%
<b>Percent of List Price Received</b>		95.5%	<b>97.0%</b>	+ 1.6%	95.5%	<b>96.8%</b>	+ 1.4%
<b>Pending Listings</b>		<b>1,526</b>	<b>2,299</b>	+ 50.7%	<b>2,885</b>	<b>4,512</b>	+ 56.4%
<b>Inventory of Homes for Sale</b>		7,127	<b>2,224</b>	- 68.8%	—	—	—
<b>Months Supply of Inventory</b>		8.0	<b>2.0</b>	- 75.0%	—	—	—

# 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	2-2020	2-2021	% Change	YTD 2020	YTD 2021	% Change
<b>New Listings</b>		769	<b>706</b>	- 8.2%	1,705	<b>1,482</b>	- 13.1%
<b>Total Sales</b>		387	<b>569</b>	+ 47.0%	761	<b>1,083</b>	+ 42.3%
<b>Days on Market Until Sale</b>		99	<b>70</b>	- 29.3%	105	<b>71</b>	- 32.4%
<b>Median Closed Price</b>		\$425,000	<b>\$530,000</b>	+ 24.7%	\$430,000	<b>\$533,850</b>	+ 24.2%
<b>Average Closed Price</b>		\$805,998	<b>\$1,112,578</b>	+ 38.0%	\$832,438	<b>\$1,138,695</b>	+ 36.8%
<b>Percent of List Price Received</b>		95.6%	<b>97.4%</b>	+ 1.9%	95.8%	<b>97.1%</b>	+ 1.4%
<b>Pending Listings</b>		<b>724</b>	<b>1,029</b>	+ 42.1%	<b>1,405</b>	<b>2,060</b>	+ 46.6%
<b>Inventory of Homes for Sale</b>		3,559	<b>1,031</b>	- 71.0%	—	—	—
<b>Months Supply of Inventory</b>		8.0	<b>1.9</b>	- 76.3%	—	—	—

# Condo Market Overview

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



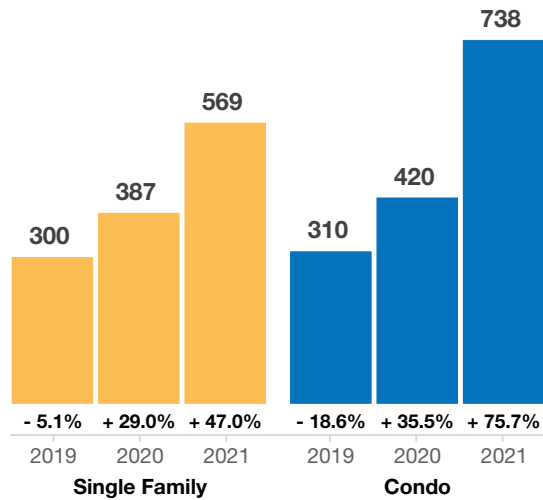
Key Metrics	Historical Sparkbars	2-2020	2-2021	% Change	YTD 2020	YTD 2021	% Change
<b>New Listings</b>		801	<b>729</b>	- 9.0%	1,797	<b>1,582</b>	- 12.0%
<b>Total Sales</b>		420	<b>738</b>	+ 75.7%	787	<b>1,351</b>	+ 71.7%
<b>Days on Market Until Sale</b>		90	<b>74</b>	- 17.8%	96	<b>79</b>	- 17.7%
<b>Median Closed Price</b>		\$282,500	<b>\$300,000</b>	+ 6.2%	\$280,000	<b>\$298,000</b>	+ 6.4%
<b>Average Closed Price</b>		\$474,942	<b>\$553,575</b>	+ 16.6%	\$484,653	<b>\$513,231</b>	+ 5.9%
<b>Percent of List Price Received</b>		95.4%	<b>96.6%</b>	+ 1.3%	95.2%	<b>96.5%</b>	+ 1.4%
<b>Pending Listings</b>		<b>802</b>	<b>1,270</b>	+ 58.3%	<b>1,480</b>	<b>2,380</b>	+ 60.8%
<b>Inventory of Homes for Sale</b>		3,568	<b>1,193</b>	- 66.6%	—	—	—
<b>Months Supply of Inventory</b>		8.1	<b>2.2</b>	- 72.8%	—	—	—

# Overall Closed Sales

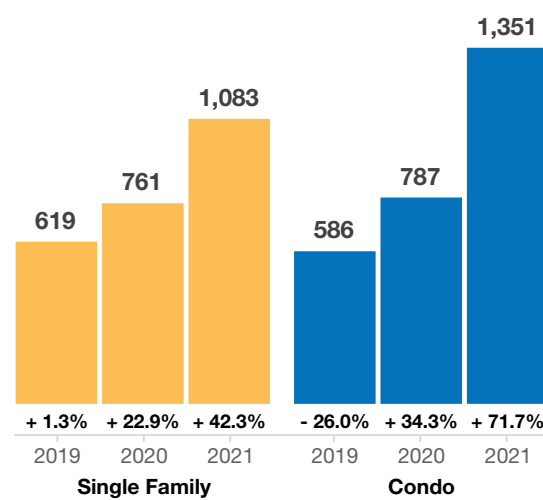
A count of the actual sales that closed in a given month.



## February

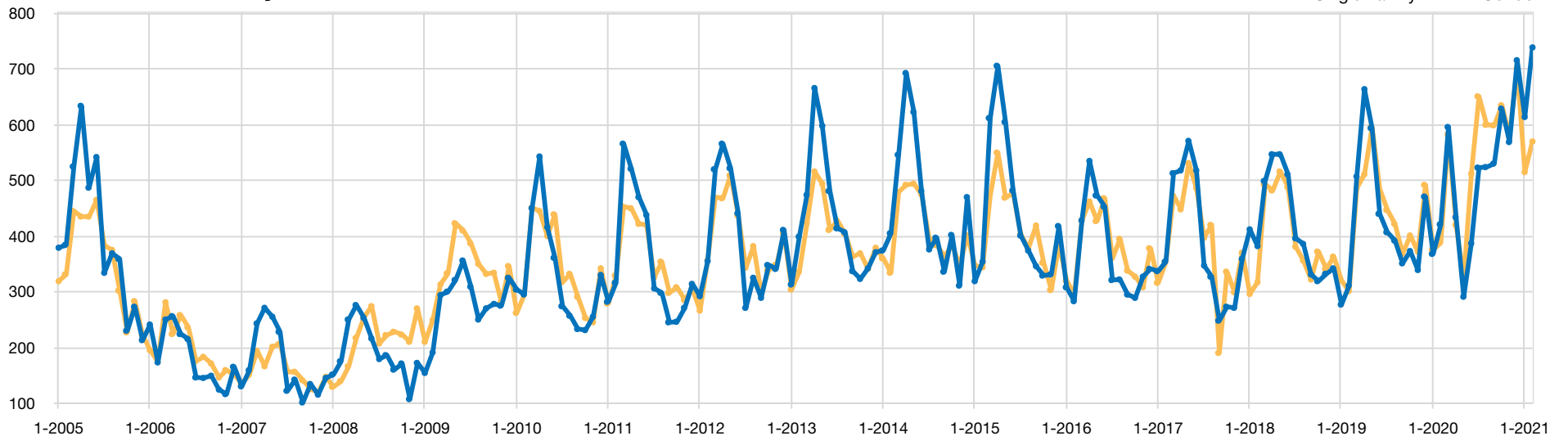


## Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Mar-2020	582	+ 20.0%	595	+ 17.6%
Apr-2020	419	- 17.8%	433	- 34.7%
May-2020	322	- 45.9%	290	- 51.1%
Jun-2020	511	+ 5.6%	386	- 12.1%
Jul-2020	650	+ 45.7%	522	+ 28.6%
Aug-2020	599	+ 42.3%	523	+ 33.8%
Sep-2020	598	+ 62.9%	529	+ 51.1%
Oct-2020	634	+ 58.5%	628	+ 68.8%
Nov-2020	579	+ 56.1%	568	+ 68.0%
Dec-2020	700	+ 42.6%	715	+ 52.1%
Jan-2021	514	+ 37.4%	613	+ 67.0%
<b>Feb-2021</b>	<b>569</b>	<b>+ 47.0%</b>	<b>738</b>	<b>+ 75.7%</b>
12-Month Avg	556	+ 25.2%	545	+ 23.0%

## Historical Total Sales by Month



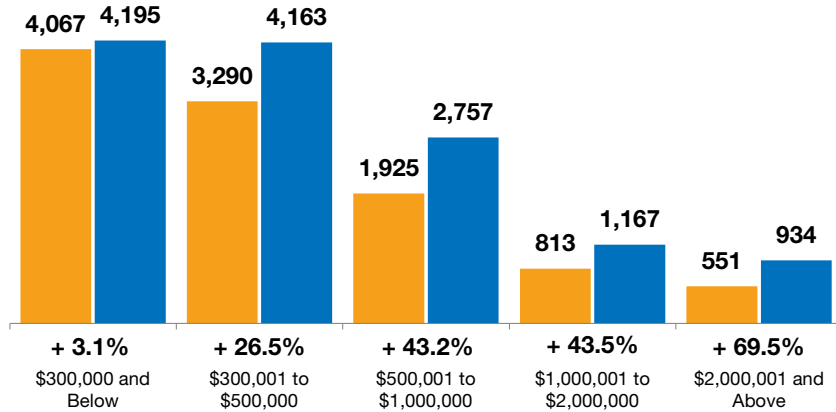
# Overall Closed Sales by Price Range

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



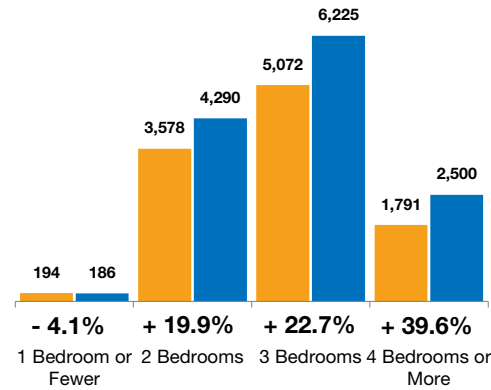
## By Price Range

■ 2-2020 ■ 2-2021



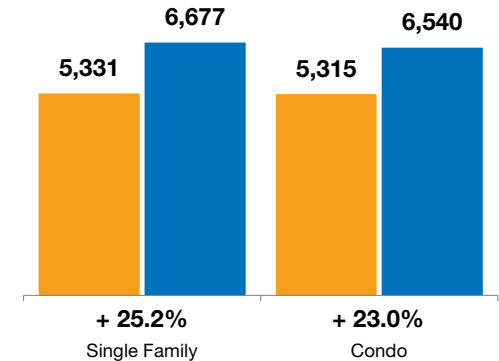
## By Bedroom Count

■ 2-2020 ■ 2-2021



## By Property Type

■ 2-2020 ■ 2-2021



### All Properties

By Price Range	2-2020	2-2021	Change
\$300,000 and Below	4,067	4,195	+ 3.1%
\$300,001 to \$500,000	3,290	4,163	+ 26.5%
\$500,001 to \$1,000,000	1,925	2,757	+ 43.2%
\$1,000,001 to \$2,000,000	813	1,167	+ 43.5%
\$2,000,001 and Above	551	934	+ 69.5%
<b>All Price Ranges</b>	<b>10,646</b>	<b>13,217</b>	<b>+ 24.1%</b>

### Single Family

2-2020	2-2021	Change	2-2020	2-2021	Change
1,088	861	- 20.9%	2,979	3,334	+ 11.9%
2,065	2,480	+ 20.1%	1,225	1,683	+ 37.4%
1,291	1,956	+ 51.5%	634	801	+ 26.3%
491	726	+ 47.9%	322	441	+ 37.0%
396	653	+ 64.9%	155	281	+ 81.3%
<b>5,331</b>	<b>6,677</b>	<b>+ 25.2%</b>	<b>5,315</b>	<b>6,540</b>	<b>+ 23.0%</b>

### Condo

By Bedroom Count	2-2020	2-2021	Change
1 Bedroom or Fewer	194	186	- 4.1%
2 Bedrooms	3,578	4,290	+ 19.9%
3 Bedrooms	5,072	6,225	+ 22.7%
4 Bedrooms or More	1,791	2,500	+ 39.6%
<b>All Bedroom Counts</b>	<b>10,646</b>	<b>13,217</b>	<b>+ 24.1%</b>

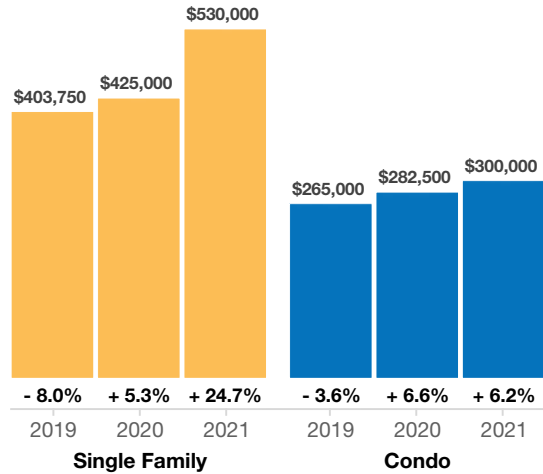
2-2020	2-2021	Change	2-2020	2-2021	Change
28	20	- 28.6%	166	166	0.0%
521	603	+ 15.7%	3,057	3,687	+ 20.6%
3,093	3,732	+ 20.7%	1,979	2,493	+ 26.0%
1,688	2,318	+ 37.3%	103	182	+ 76.7%
<b>5,331</b>	<b>6,677</b>	<b>+ 25.2%</b>	<b>5,315</b>	<b>6,540</b>	<b>+ 23.0%</b>

# Overall Median Closed Price

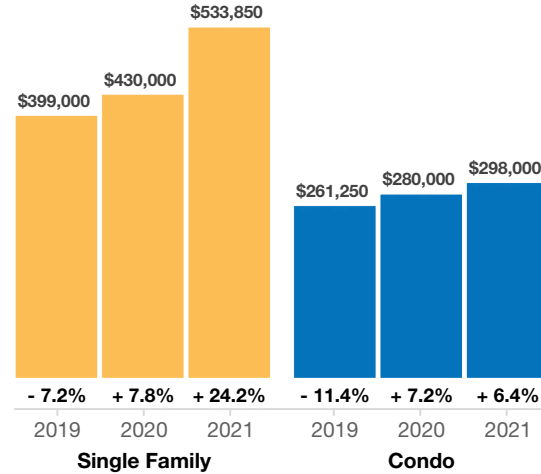
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



## February



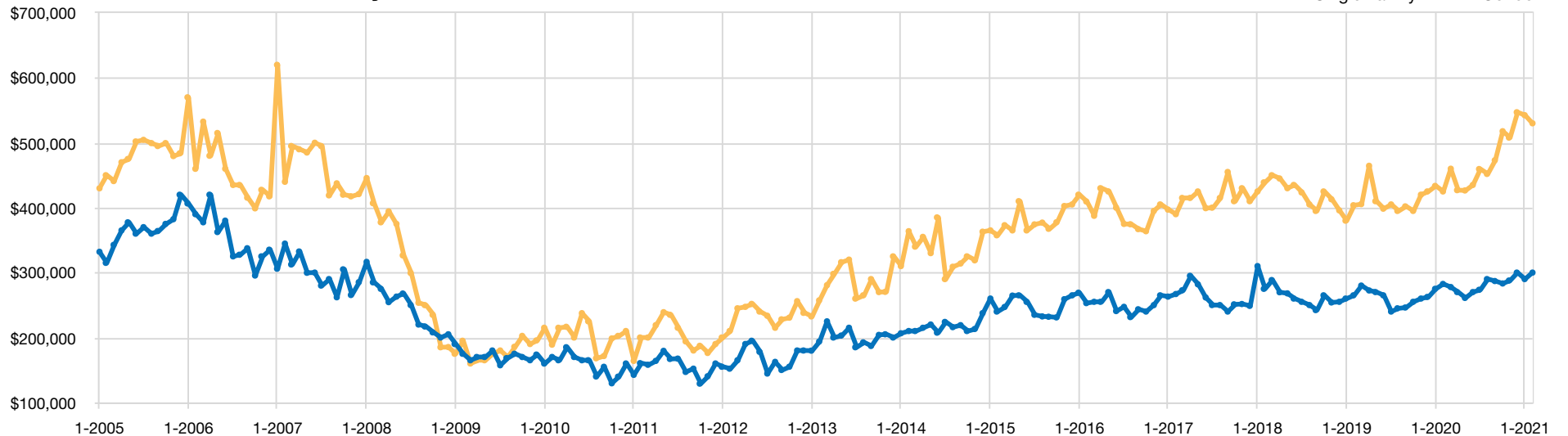
## Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Mar-2020	\$460,000	+ 13.4%	\$277,715	- 0.8%
Apr-2020	\$427,000	- 8.1%	\$270,000	- 0.9%
May-2020	\$426,518	+ 4.0%	\$261,000	- 3.3%
Jun-2020	\$435,000	+ 9.2%	\$270,000	+ 1.9%
Jul-2020	\$459,500	+ 13.5%	\$273,500	+ 14.0%
Aug-2020	\$452,000	+ 14.4%	\$290,000	+ 18.4%
Sep-2020	\$473,000	+ 17.7%	\$287,000	+ 16.6%
Oct-2020	\$517,750	+ 31.1%	\$283,250	+ 11.1%
Nov-2020	\$508,000	+ 21.0%	\$287,750	+ 10.7%
Dec-2020	\$547,000	+ 28.7%	\$300,000	+ 14.3%
Jan-2021	\$542,500	+ 25.1%	\$290,000	+ 5.5%
<b>Feb-2021</b>	<b>\$530,000</b>	<b>+ 24.7%</b>	<b>\$300,000</b>	<b>+ 6.2%</b>
12-Month Avg*	\$480,777	+ 14.5%	\$285,000	+ 8.6%

\* Median Closed Price for all properties from March 2020 through February 2021. This is not the average of the individual figures above.

## Historical Median Closed Price by Month



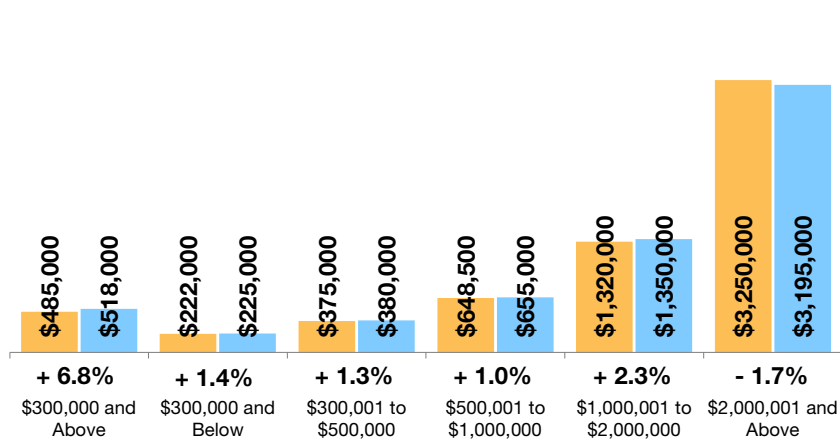
# Overall Median Closed Price by Price Range

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



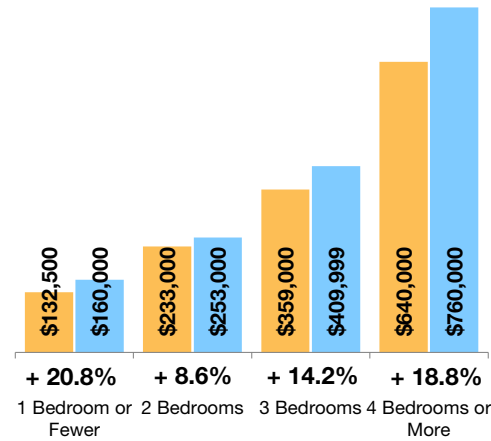
## By Price Range

2-2020 2-2021



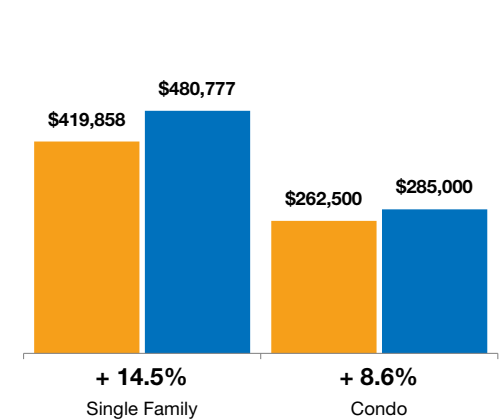
## By Bedroom Count

2-2020 2-2021



## By Property Type

2-2020 2-2021



## All Properties

### By Price Range

	2-2020	2-2021	Change
\$300,000 and Above	\$485,000	\$518,000	+ 6.8%
\$300,000 and Below	\$222,000	\$225,000	+ 1.4%
\$300,001 to \$500,000	\$375,000	\$380,000	+ 1.3%
\$500,001 to \$1,000,000	\$648,500	\$655,000	+ 1.0%
\$1,000,001 to \$2,000,000	\$1,320,000	\$1,350,000	+ 2.3%
\$2,000,001 and Above	\$3,250,000	\$3,195,000	- 1.7%
<b>All Price Ranges</b>	<b>\$335,000</b>	<b>\$380,000</b>	<b>+ 13.4%</b>

## Single Family

	2-2020	2-2021	Change
1 Bedroom or 2 Bedrooms Fewer	\$132,500	\$160,000	+ 20.8%
2 Bedrooms	\$233,000	\$253,000	+ 8.6%
3 Bedrooms	\$359,000	\$409,999	+ 14.2%
4 Bedrooms or More	\$640,000	\$760,000	+ 18.8%
<b>All Single Family</b>	<b>\$419,858</b>	<b>\$480,777</b>	<b>+ 14.5%</b>

## Condo

	2-2020	2-2021	Change
1 Bedroom or 2 Bedrooms Fewer	\$135,000	\$170,000	+ 25.9%
2 Bedrooms	\$225,000	\$240,500	+ 6.9%
3 Bedrooms	\$318,000	\$347,500	+ 9.3%
4 Bedrooms or More	\$851,000	\$2,075,000	+ 143.8%
<b>All Condo</b>	<b>\$262,500</b>	<b>\$285,000</b>	<b>+ 8.6%</b>

### By Bedroom Count

	2-2020	2-2021	Change
1 Bedroom or Fewer	\$132,500	\$160,000	+ 20.8%
2 Bedrooms	\$233,000	\$253,000	+ 8.6%
3 Bedrooms	\$359,000	\$409,999	+ 14.2%
4 Bedrooms or More	\$640,000	\$760,000	+ 18.8%
<b>All Bedroom Counts</b>	<b>\$335,000</b>	<b>\$380,000</b>	<b>+ 13.4%</b>

	2-2020	2-2021	Change
1 Bedroom or Fewer	\$94,000	\$85,000	- 9.6%
2 Bedrooms	\$285,000	\$318,500	+ 11.8%
3 Bedrooms	\$377,065	\$439,000	+ 16.4%
4 Bedrooms or More	\$637,000	\$720,000	+ 13.0%
<b>All Single Family</b>	<b>\$419,858</b>	<b>\$480,777</b>	<b>+ 14.5%</b>

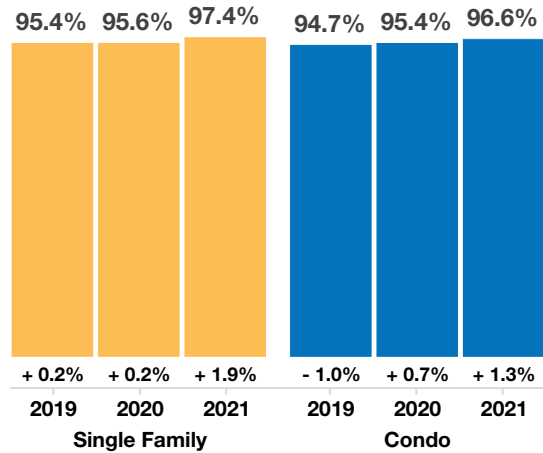


# Overall Percent of Current List Price Received

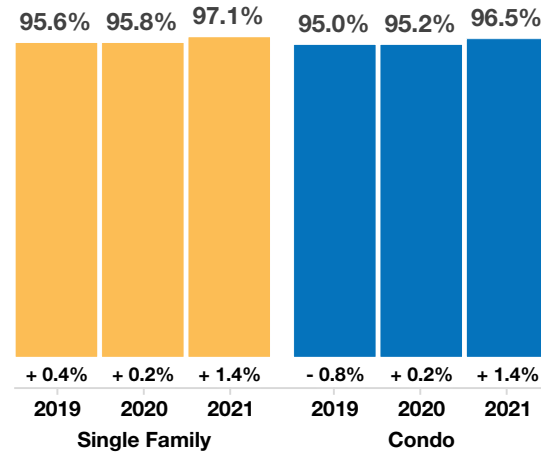
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



## February



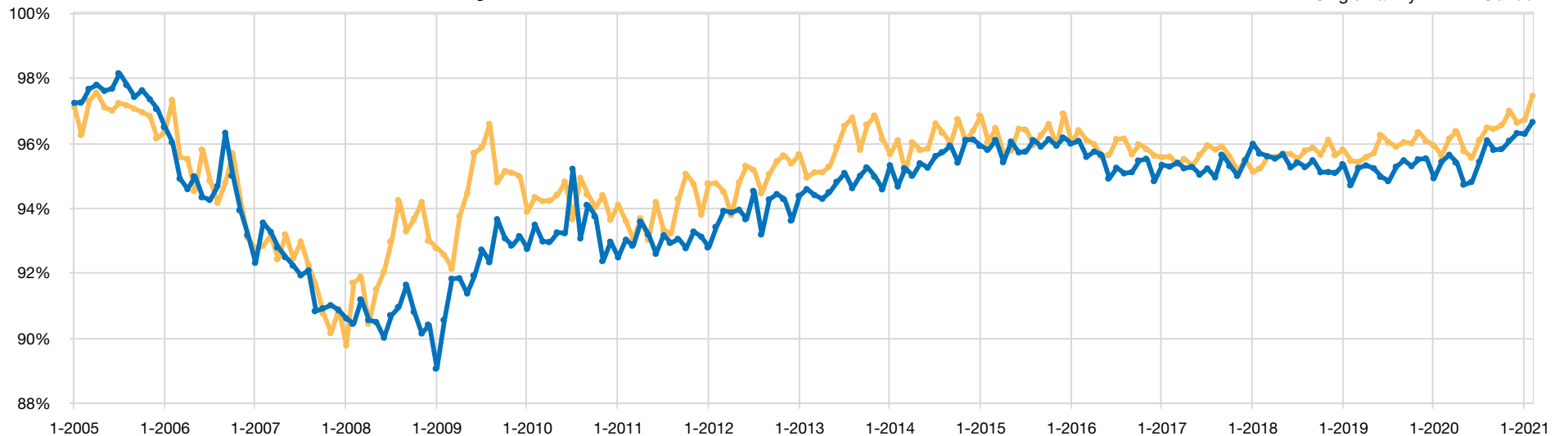
## Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Mar-2020	96.1%	+ 0.7%	95.6%	+ 0.4%
Apr-2020	96.4%	+ 0.8%	95.4%	+ 0.1%
May-2020	95.7%	0.0%	94.7%	- 0.5%
Jun-2020	95.5%	- 0.7%	94.8%	- 0.2%
Jul-2020	96.1%	+ 0.1%	95.4%	+ 0.6%
Aug-2020	96.5%	+ 0.6%	96.1%	+ 0.8%
Sep-2020	96.4%	+ 0.4%	95.8%	+ 0.3%
Oct-2020	96.5%	+ 0.5%	95.8%	+ 0.5%
Nov-2020	97.0%	+ 0.7%	96.1%	+ 0.6%
Dec-2020	96.6%	+ 0.5%	96.3%	+ 0.8%
Jan-2021	96.7%	+ 0.8%	96.3%	+ 1.5%
<b>Feb-2021</b>	<b>97.4%</b>	<b>+ 1.9%</b>	<b>96.6%</b>	<b>+ 1.3%</b>
12-Month Avg*	96.5%	+ 0.6%	95.9%	+ 0.6%

\* Pct. of List Price Received for all properties from March 2020 through February 2021. This is not the average of the individual figures above.

## Historical Percent of List Price Received by Month



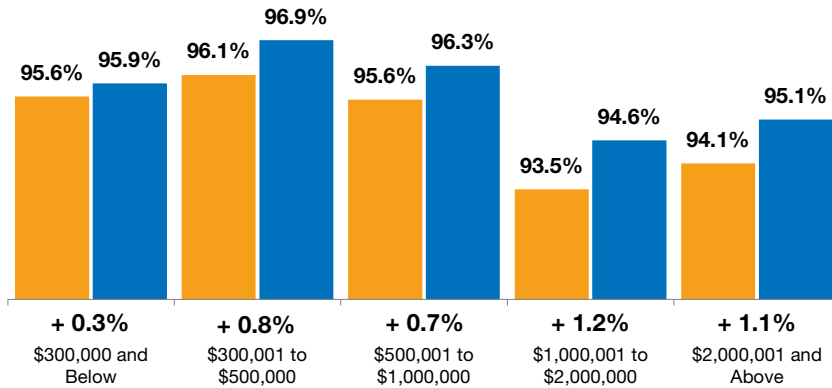
# Overall Percent of List Price Received by Price Range

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.



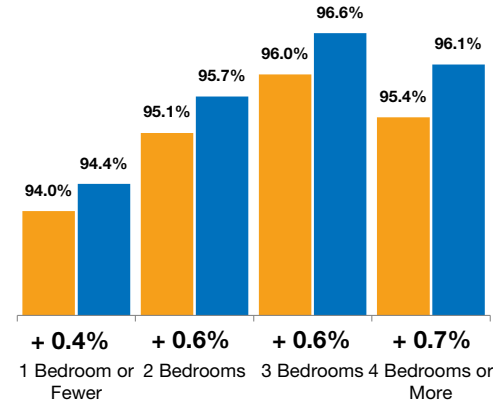
## By Price Range

■ 2-2020 ■ 2-2021



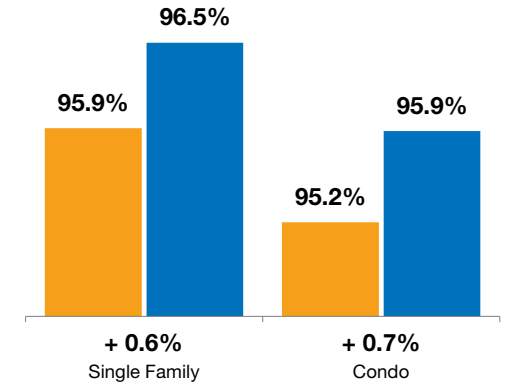
## By Bedroom Count

■ 2-2020 ■ 2-2021



## By Property Type

■ 2-2020 ■ 2-2021



## All Properties

By Price Range	2-2020	2-2021	Change
\$300,000 and Below	95.6%	95.9%	+ 0.3%
\$300,001 to \$500,000	96.1%	96.9%	+ 0.8%
\$500,001 to \$1,000,000	95.6%	96.3%	+ 0.7%
\$1,000,001 to \$2,000,000	93.5%	94.6%	+ 1.2%
\$2,000,001 and Above	94.1%	95.1%	+ 1.1%
<b>All Price Ranges</b>	<b>95.6%</b>	<b>96.2%</b>	<b>+ 0.6%</b>

## Single Family

2-2020	2-2021	Change	2-2020	2-2021	Change
96.6%	96.8%	+ 0.2%	95.2%	95.7%	+ 0.5%
96.4%	97.3%	+ 0.9%	95.6%	96.4%	+ 0.8%
95.8%	96.6%	+ 0.8%	95.0%	95.7%	+ 0.7%
93.0%	94.3%	+ 1.4%	94.4%	95.2%	+ 0.8%
93.8%	94.5%	+ 0.7%	94.9%	96.6%	+ 1.8%
<b>95.9%</b>	<b>96.5%</b>	<b>+ 0.6%</b>	<b>95.2%</b>	<b>95.9%</b>	<b>+ 0.7%</b>

## Condo

By Bedroom Count	2-2020	2-2021	Change
1 Bedroom or Fewer	94.0%	94.4%	+ 0.4%
2 Bedrooms	95.1%	95.7%	+ 0.6%
3 Bedrooms	96.0%	96.6%	+ 0.6%
4 Bedrooms or More	95.4%	96.1%	+ 0.7%
<b>All Bedroom Counts</b>	<b>95.6%</b>	<b>96.2%</b>	<b>+ 0.6%</b>

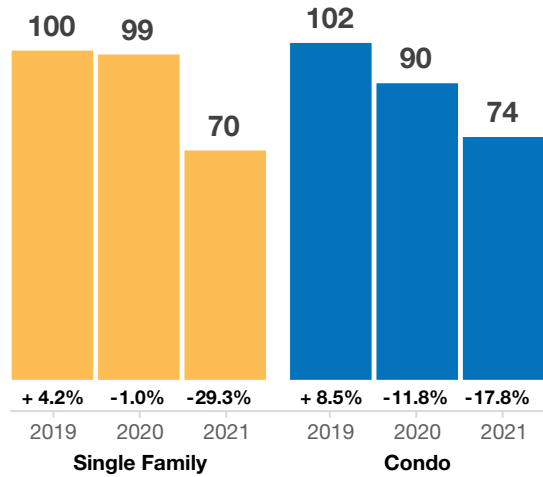
2-2020	2-2021	Change	2-2020	2-2021	Change
93.2%	91.6%	- 1.7%	94.1%	94.7%	+ 0.6%
94.6%	95.5%	+ 1.0%	95.2%	95.7%	+ 0.5%
96.4%	96.9%	+ 0.5%	95.3%	96.1%	+ 0.8%
95.3%	96.0%	+ 0.7%	95.6%	97.3%	+ 1.8%
<b>95.9%</b>	<b>96.5%</b>	<b>+ 0.6%</b>	<b>95.2%</b>	<b>95.9%</b>	<b>+ 0.7%</b>

# Overall Days on Market Until Sale

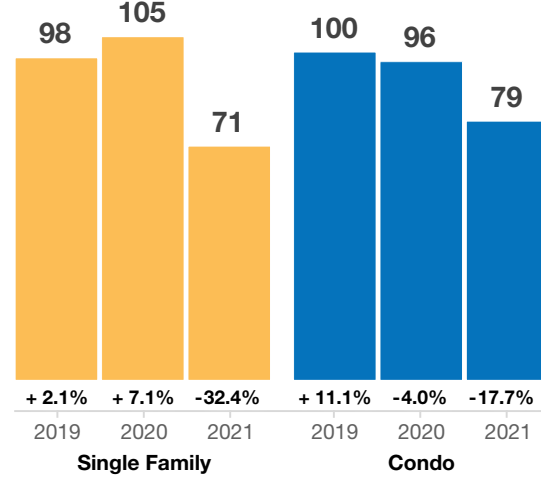
Average number of days between when a property is listed and when an offer is accepted in a given month.



## February



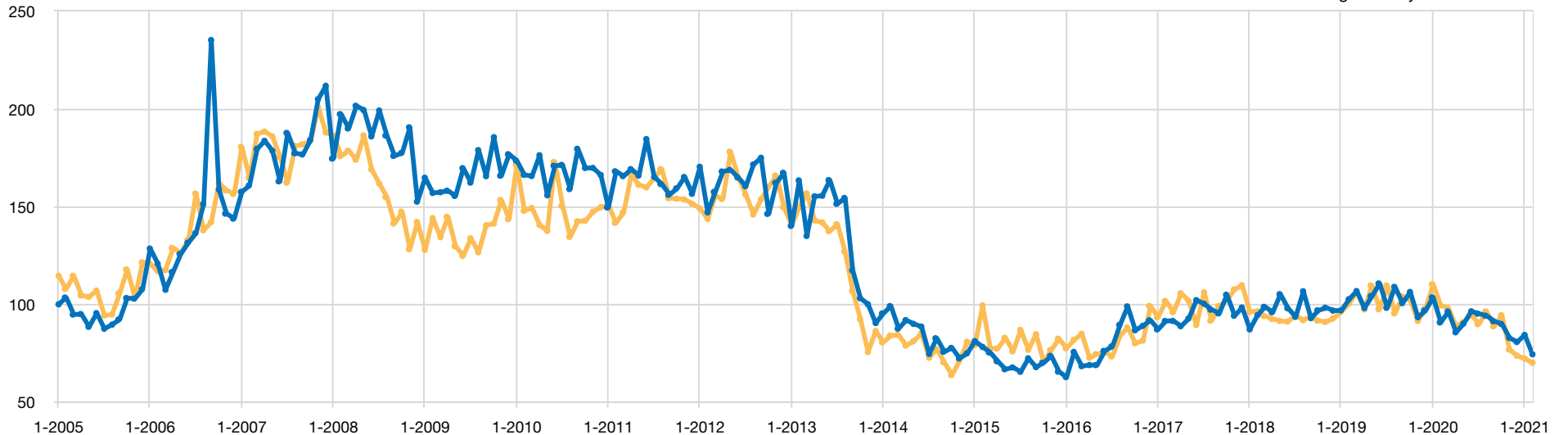
## Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Mar-2020	98	- 7.5%	96	- 10.3%
Apr-2020	89	- 8.2%	85	- 13.3%
May-2020	91	- 16.5%	90	- 13.5%
Jun-2020	94	- 3.1%	96	- 12.7%
Jul-2020	90	- 17.4%	95	- 3.1%
Aug-2020	96	+ 1.1%	94	- 13.8%
Sep-2020	88	- 15.4%	91	- 9.0%
Oct-2020	94	- 7.8%	90	- 15.1%
Nov-2020	77	- 15.4%	83	- 10.8%
Dec-2020	73	- 24.7%	80	- 17.5%
Jan-2021	72	- 34.5%	84	- 18.4%
<b>Feb-2021</b>	<b>70</b>	<b>- 29.3%</b>	<b>74</b>	<b>- 17.8%</b>
12-Month Avg*	86	- 15.7%	87	- 13.8%

\* Days on Market for all properties from March 2020 through February 2021. This is not the average of the individual figures above.

## Historical Days on Market Until Sale by Month



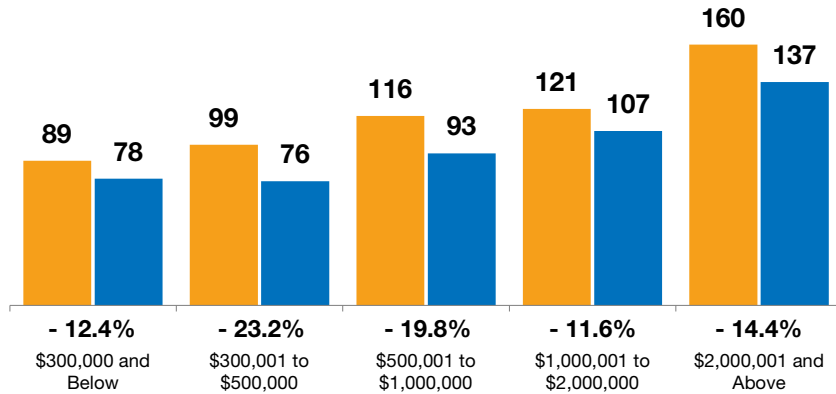
# Overall Days on Market Until Sale by Price Range

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



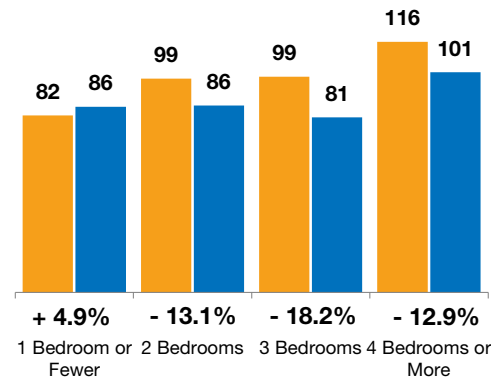
## By Price Range

2-2020 2-2021



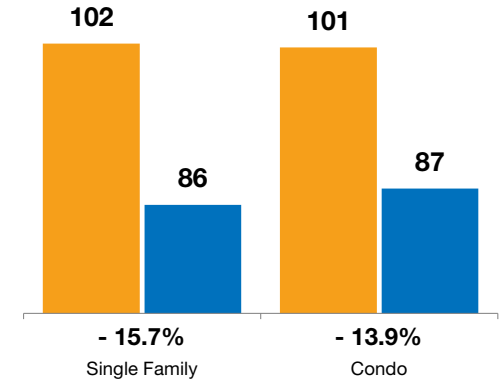
## By Bedroom Count

2-2020 2-2021



## By Property Type

2-2020 2-2021



### All Properties

By Price Range	2-2020	2-2021	Change
\$300,000 and Below	89	78	-12.4%
\$300,001 to \$500,000	99	76	-23.2%
\$500,001 to \$1,000,000	116	93	-19.8%
\$1,000,001 to \$2,000,000	121	107	-11.6%
\$2,000,001 and Above	160	137	-14.4%
<b>All Price Ranges</b>	<b>102</b>	<b>87</b>	<b>-14.7%</b>

### Single Family

2-2020	2-2021	Change	2-2020	2-2021	Change
74	67	-9.5%	95	81	-14.7%
97	69	-28.9%	102	88	-13.7%
113	88	-22.1%	123	107	-13.0%
123	109	-11.4%	117	104	-11.1%
172	154	-10.5%	129	94	-27.1%
<b>102</b>	<b>86</b>	<b>-15.7%</b>	<b>101</b>	<b>87</b>	<b>-13.9%</b>

### Condo

By Bedroom Count	2-2020	2-2021	Change
1 Bedroom or Fewer	82	86	+4.9%
2 Bedrooms	99	86	-13.1%
3 Bedrooms	99	81	-18.2%
4 Bedrooms or More	116	101	-12.9%
<b>All Bedroom Counts</b>	<b>102</b>	<b>87</b>	<b>-14.7%</b>

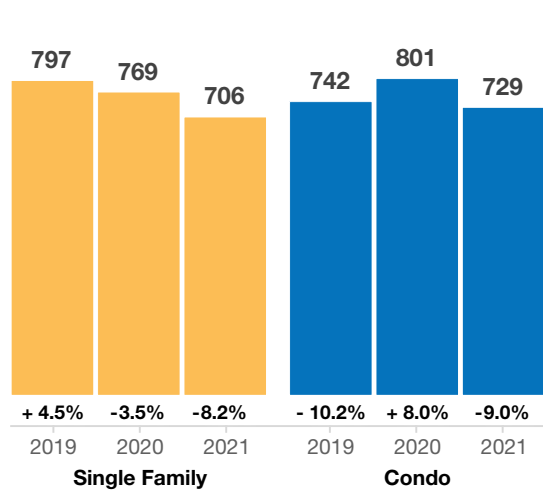
2-2020	2-2021	Change	2-2020	2-2021	Change
118	138	+16.9%	75	80	+5.6%
92	80	-13.0%	100	87	-12.5%
95	76	-20.0%	106	87	-17.4%
116	102	-12.1%	106	98	-7.2%
<b>102</b>	<b>86</b>	<b>-15.7%</b>	<b>101</b>	<b>87</b>	<b>-13.9%</b>

# Overall New Listings

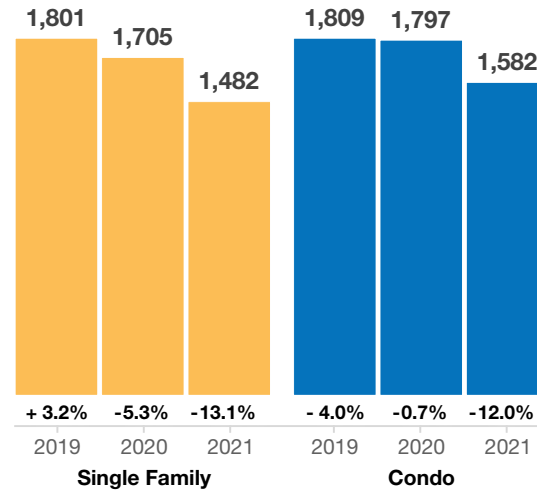
A count of the properties that have been newly listed on the market in a given month.



## February

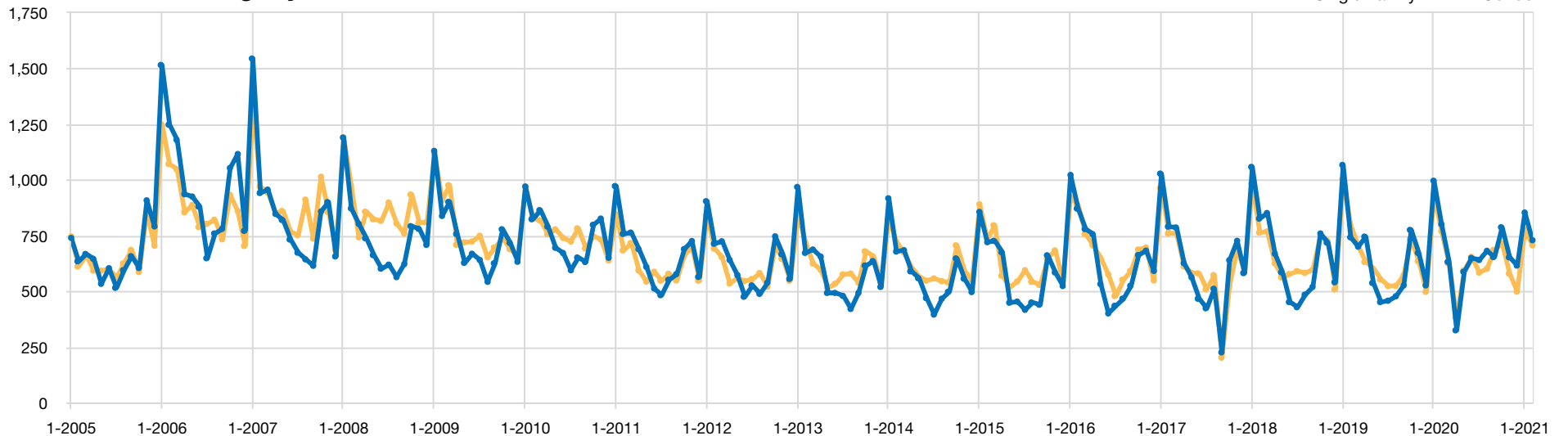


## Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Mar-2020	626	- 10.8%	632	- 9.7%
Apr-2020	382	- 39.5%	324	- 56.5%
May-2020	593	- 1.7%	587	+ 9.3%
Jun-2020	654	+ 18.3%	649	+ 43.9%
Jul-2020	583	+ 11.5%	640	+ 40.0%
Aug-2020	601	+ 14.7%	681	+ 42.8%
Sep-2020	685	+ 19.8%	653	+ 24.1%
Oct-2020	715	- 2.5%	787	+ 1.5%
Nov-2020	579	- 8.8%	652	- 3.0%
Dec-2020	498	+ 0.2%	615	+ 16.9%
Jan-2021	776	- 17.1%	853	- 14.4%
<b>Feb-2021</b>	<b>706</b>	<b>- 8.2%</b>	<b>729</b>	<b>- 9.0%</b>
12-Month Avg	617	- 3.6%	650	+ 1.7%

## Historical New Listings by Month

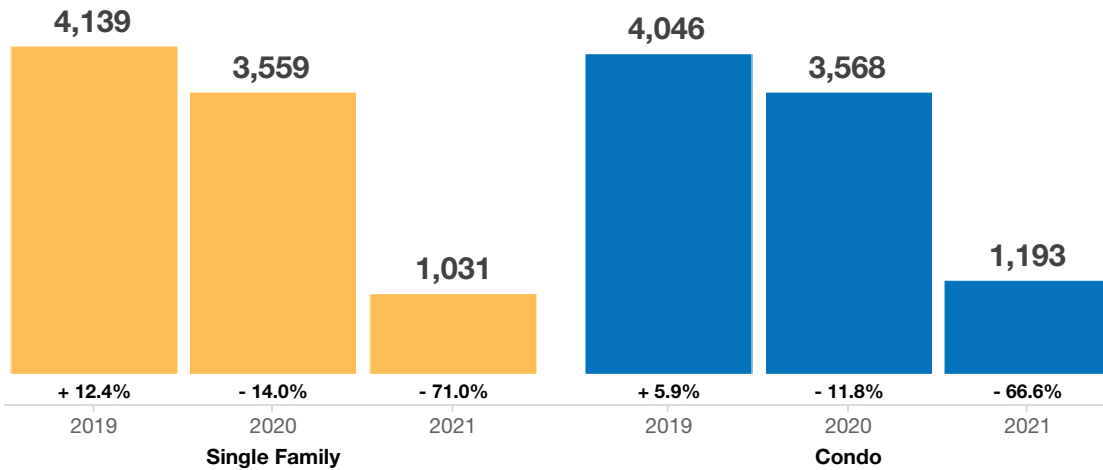


# Overall Inventory of Homes for Sale

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

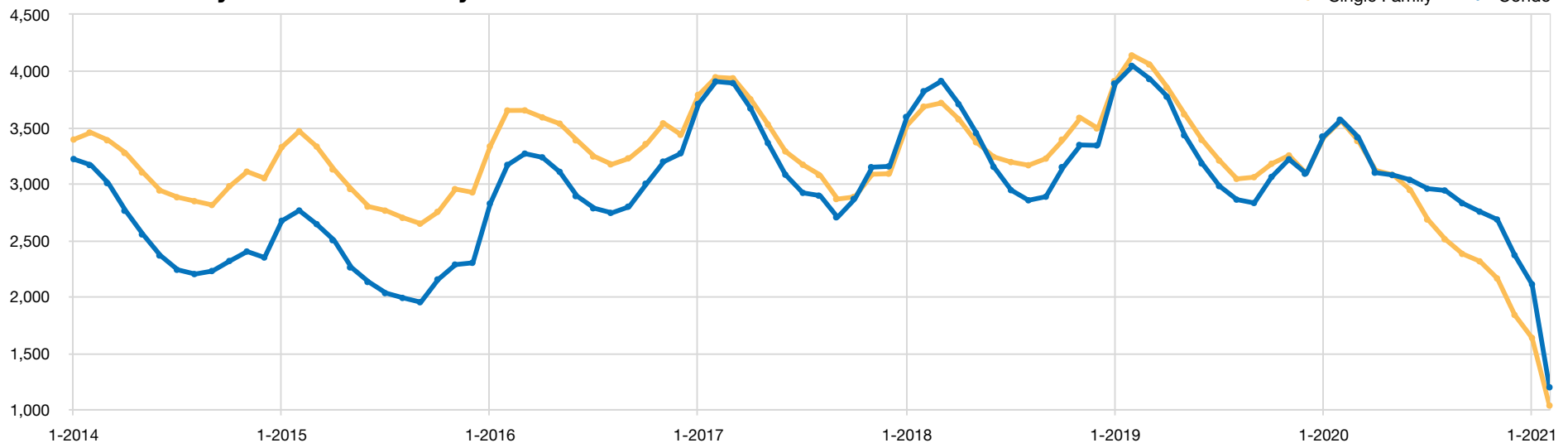


## February



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Mar-2020	3,379	- 16.8%	3,412	- 13.2%
Apr-2020	3,118	- 19.1%	3,098	- 17.9%
May-2020	3,078	- 14.9%	3,077	- 10.3%
Jun-2020	2,944	- 13.1%	3,034	- 4.6%
Jul-2020	2,682	- 16.3%	2,956	- 0.8%
Aug-2020	2,507	- 17.6%	2,940	+ 2.8%
Sep-2020	2,377	- 22.3%	2,827	- 0.1%
Oct-2020	2,311	- 27.3%	2,752	- 10.1%
Nov-2020	2,159	- 33.6%	2,682	- 16.6%
Dec-2020	1,835	- 40.6%	2,366	- 23.4%
Jan-2021	1,631	- 52.2%	2,107	- 38.4%
<b>Feb-2021</b>	<b>1,031</b>	<b>- 71.0%</b>	<b>1,193</b>	<b>- 66.6%</b>
12-Month Avg	2,421	- 28.6%	2,704	- 17.5%

## Historical Inventory of Homes for Sale by Month



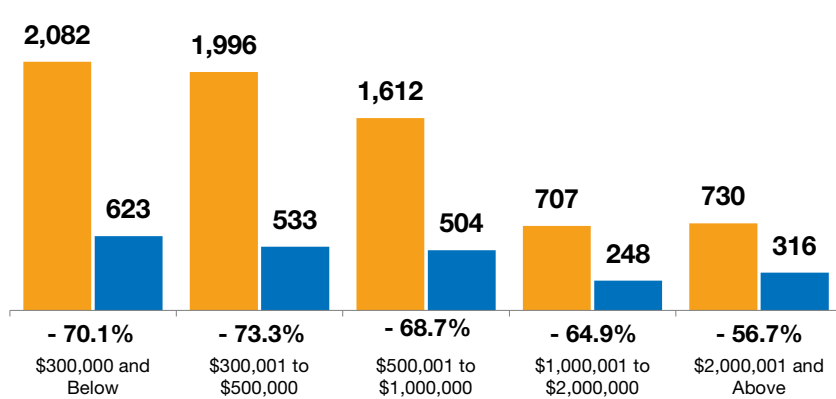
# Overall Inventory of Homes for Sale by Price Range

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



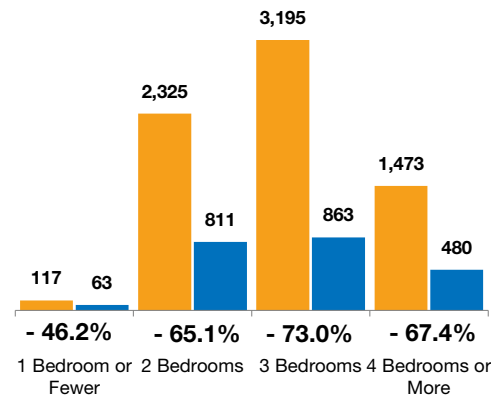
## By Price Range

2-2020 2-2021



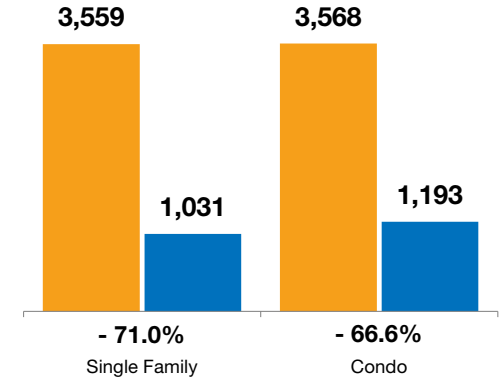
## By Bedroom Count

2-2020 2-2021



## By Property Type

2-2020 2-2021



### All Properties

By Price Range	2-2020	2-2021	Change
\$300,000 and Below	2,082	623	- 70.1%
\$300,001 to \$500,000	1,996	533	- 73.3%
\$500,001 to \$1,000,000	1,612	504	- 68.7%
\$1,000,001 to \$2,000,000	707	248	- 64.9%
\$2,000,001 and Above	730	316	- 56.7%
<b>All Price Ranges</b>	<b>7,127</b>	<b>2,224</b>	<b>- 68.8%</b>

### Single Family

2-2020	2-2021	Change	2-2020	2-2021	Change
421	103	- 75.5%	1661	520	- 68.7%
1,120	280	- 75.0%	876	253	- 71.1%
1,059	302	- 71.5%	553	202	- 63.5%
427	132	- 69.1%	280	116	- 58.6%
532	214	- 59.8%	198	102	- 48.5%
<b>3,559</b>	<b>1,031</b>	<b>- 71.0%</b>	<b>3,568</b>	<b>1,193</b>	<b>- 66.6%</b>

### Condo

By Bedroom Count	2-2020	2-2021	Change
1 Bedroom or Fewer	117	63	- 46.2%
2 Bedrooms	2,325	811	- 65.1%
3 Bedrooms	3,195	863	- 73.0%
4 Bedrooms or More	1,473	480	- 67.4%
<b>All Bedroom Counts</b>	<b>7,127</b>	<b>2,224</b>	<b>- 68.8%</b>

2-2020	2-2021	Change	2-2020	2-2021	Change
28	17	- 39.3%	89	46	- 48.3%
327	120	- 63.3%	1,998	691	- 65.4%
1,828	462	- 74.7%	1,367	927	- 32.2%
1,370	431	- 68.5%	103	49	- 52.4%
<b>3,559</b>	<b>1,031</b>	<b>- 71.0%</b>	<b>3,568</b>	<b>1,193</b>	<b>- 66.6%</b>

# Listing and Sales Summary Report

## February 2021



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Feb-21	Feb-20	% Change	Feb-21	Feb-20	% Change	Feb-21	Feb-20	% Change	Feb-21	Feb-20	% Change
<b>Overall Naples Market**</b>	<b>\$405,000</b>	<b>\$345,000</b>	<b>+17.4%</b>	<b>1307</b>	<b>807</b>	<b>+62.0%</b>	<b>2,224</b>	<b>7,127</b>	<b>-68.8%</b>	<b>72</b>	<b>95</b>	<b>-24.2%</b>
<b>Collier County</b>	<b>\$420,000</b>	<b>\$358,000</b>	<b>+17.3%</b>	<b>1439</b>	<b>888</b>	<b>+62.0%</b>	<b>2,493</b>	<b>7,963</b>	<b>-68.7%</b>	<b>75</b>	<b>98</b>	<b>-23.5%</b>
Ave Maria	\$296,290	\$305,000	-2.9%	16	8	+100.0%	39	118	-66.9%	91	80	+13.8%
Central Naples	\$288,000	\$265,950	+8.3%	175	121	+44.6%	323	903	-64.2%	66	85	-22.4%
East Naples	\$395,000	\$315,000	+25.4%	269	171	+57.3%	433	1,397	-69.0%	54	105	-48.6%
Everglades City	--	--	--	0	0	--	6	9	-33.3%	--	--	--
Immokalee	\$197,900	\$206,900	-4.3%	6	3	+100.0%	12	30	-60.0%	18	5	+260.0%
Immokalee / Ave Maria	\$274,000	\$280,000	-2.1%	22	11	+100.0%	51	148	-65.5%	71	59	+20.3%
Naples	\$411,000	\$345,000	+19.1%	1285	796	+61.4%	2,175	6,984	-68.9%	72	95	-24.2%
Naples Beach	\$882,500	\$900,000	-1.9%	286	159	+79.9%	581	1,664	-65.1%	99	112	-11.6%
North Naples	\$430,000	\$407,500	+5.5%	315	212	+48.6%	462	1,809	-74.5%	66	75	-12.0%
South Naples	\$282,000	\$263,000	+7.2%	240	133	+80.5%	374	1,206	-69.0%	74	104	-28.8%
34102	\$1,310,000	\$905,000	+44.8%	93	59	+57.6%	229	534	-57.1%	114	118	-3.4%
34103	\$1,237,500	\$912,500	+35.6%	76	36	+111.1%	162	492	-67.1%	87	103	-15.5%
34104	\$265,000	\$250,500	+5.8%	81	68	+19.1%	122	410	-70.2%	81	74	+9.5%
34105	\$330,000	\$281,450	+17.2%	73	43	+69.8%	146	364	-59.9%	59	100	-41.0%
34108	\$670,000	\$897,500	-25.3%	117	64	+82.8%	189	638	-70.4%	96	111	-13.5%
34109	\$456,000	\$383,000	+19.1%	91	54	+68.5%	104	414	-74.9%	53	74	-28.4%
34110	\$425,000	\$387,000	+9.8%	107	74	+44.6%	203	717	-71.7%	80	62	+29.0%
34112	\$249,500	\$205,000	+21.7%	122	79	+54.4%	209	587	-64.4%	67	98	-31.6%
34113	\$341,625	\$329,000	+3.8%	118	54	+118.5%	165	619	-73.3%	80	113	-29.2%
34114	\$394,500	\$309,000	+27.7%	127	68	+86.8%	211	611	-65.5%	72	115	-37.4%
34116	\$313,000	\$319,950	-2.2%	21	10	+110.0%	55	129	-57.4%	30	97	-69.1%
34117	\$377,500	\$299,500	+26.0%	24	20	+20.0%	48	128	-62.5%	34	93	-63.4%
34119	\$410,000	\$442,000	-7.2%	117	84	+39.3%	155	676	-77.1%	64	87	-26.4%
34120	\$412,250	\$320,000	+28.8%	118	83	+42.2%	174	658	-73.6%	38	99	-61.6%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$274,000	\$280,000	-2.1%	22	11	+100.0%	51	148	-65.5%	71	59	+20.3%

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



# Local Market Update – February 2021

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## Naples Beach

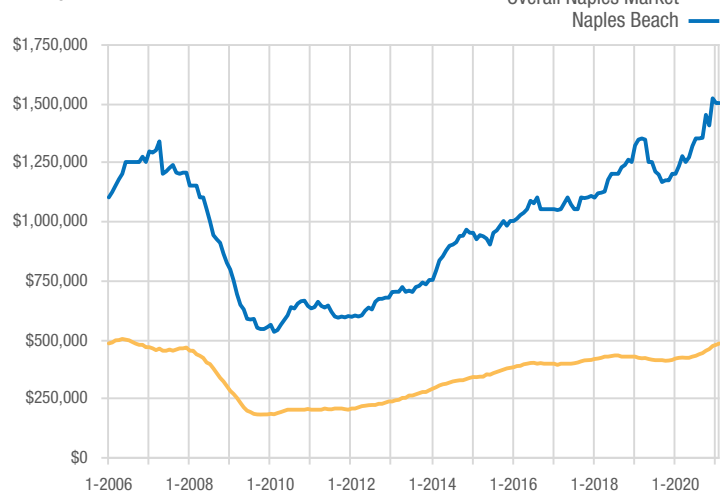
34102, 34103, 34108

Single Family	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	120	117	- 2.5%	280	243	- 13.2%
Total Sales	59	95	+ 61.0%	130	188	+ 44.6%
Days on Market Until Sale	125	110	- 12.0%	143	110	- 23.1%
Median Closed Price*	\$1,625,000	\$1,705,000	+ 4.9%	\$1,708,750	\$1,615,000	- 5.5%
Average Closed Price*	\$2,414,826	\$3,270,814	+ 35.4%	\$2,338,006	\$3,194,710	+ 36.6%
Percent of List Price Received*	93.5%	96.5%	+ 3.2%	94.0%	96.0%	+ 2.1%
Inventory of Homes for Sale	646	208	- 67.8%	—	—	—
Months Supply of Inventory	10.3	2.4	- 76.7%	—	—	—

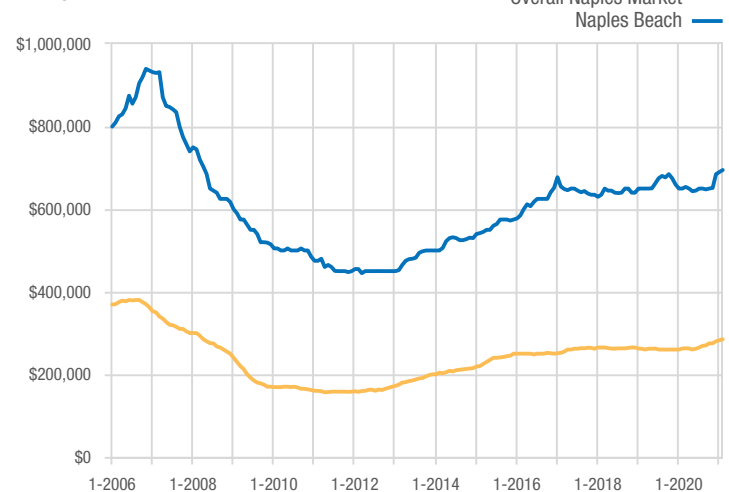
Condo	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	204	184	- 9.8%	462	375	- 18.8%
Total Sales	100	191	+ 91.0%	190	333	+ 75.3%
Days on Market Until Sale	104	94	- 9.6%	112	95	- 15.2%
Median Closed Price*	\$630,000	\$705,000	+ 11.9%	\$675,000	\$730,000	+ 8.1%
Average Closed Price*	\$1,085,363	\$1,214,410	+ 11.9%	\$1,076,982	\$1,119,373	+ 3.9%
Percent of List Price Received*	94.7%	95.9%	+ 1.3%	94.5%	95.9%	+ 1.5%
Inventory of Homes for Sale	1,018	373	- 63.4%	—	—	—
Months Supply of Inventory	10.7	3.1	- 71.0%	—	—	—

\* 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



### Median Closed Price - Condo



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 – February 2021

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## North Naples

34109, 34110, 34119

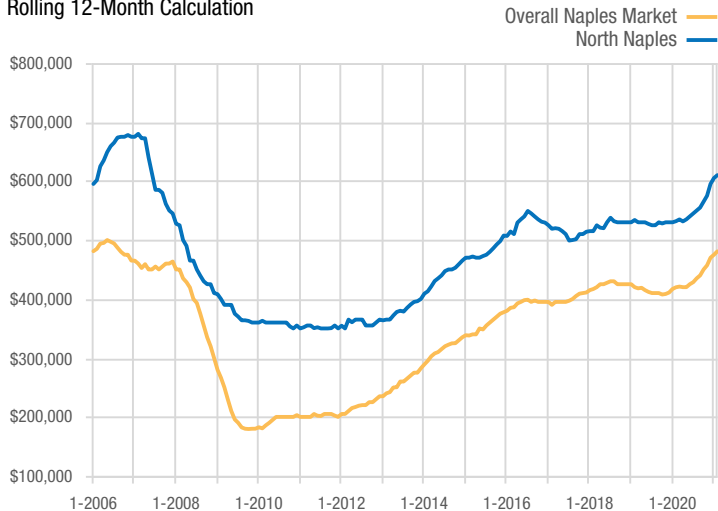
Single Family	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	183	174	- 4.9%	426	360	- 15.5%
Total Sales	99	126	+ 27.3%	171	254	+ 48.5%
Days on Market Until Sale	72	71	- 1.4%	83	66	- 20.5%
Median Closed Price*	\$580,000	\$666,624	+ 14.9%	\$579,000	\$700,000	+ 20.9%
Average Closed Price*	\$736,599	\$959,081	+ 30.2%	\$769,064	\$1,000,290	+ 30.1%
Percent of List Price Received*	95.7%	97.6%	+ 2.0%	95.6%	97.2%	+ 1.7%
Inventory of Homes for Sale	904	208	- 77.0%	—	—	—
Months Supply of Inventory	8.1	1.5	- 81.5%	—	—	—

Condo	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	212	171	- 19.3%	469	395	- 15.8%
Total Sales	113	189	+ 67.3%	219	351	+ 60.3%
Days on Market Until Sale	78	63	- 19.2%	80	76	- 5.0%
Median Closed Price*	\$285,000	\$300,000	+ 5.3%	\$275,000	\$292,870	+ 6.5%
Average Closed Price*	\$356,827	\$420,723	+ 17.9%	\$382,699	\$405,678	+ 6.0%
Percent of List Price Received*	96.1%	97.3%	+ 1.2%	95.8%	96.8%	+ 1.0%
Inventory of Homes for Sale	905	254	- 71.9%	—	—	—
Months Supply of Inventory	7.3	1.6	- 78.1%	—	—	—

\* 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.

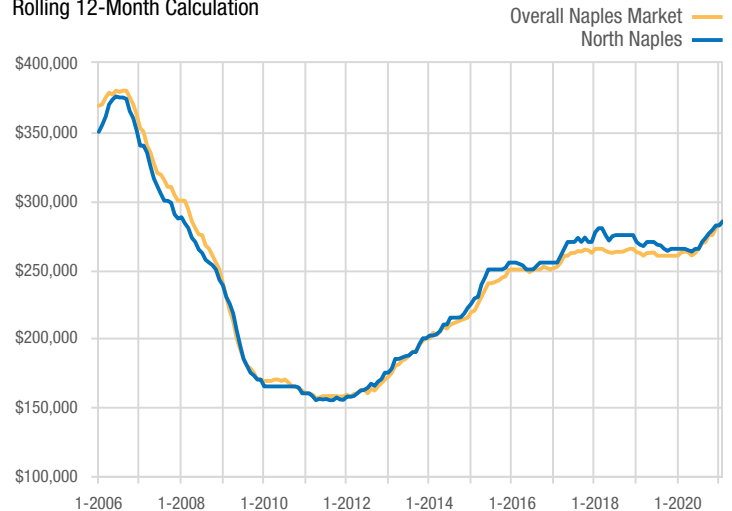
### Median Closed Price - Single Family

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 – February 2021

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## Central Naples

34104, 34105, 34116

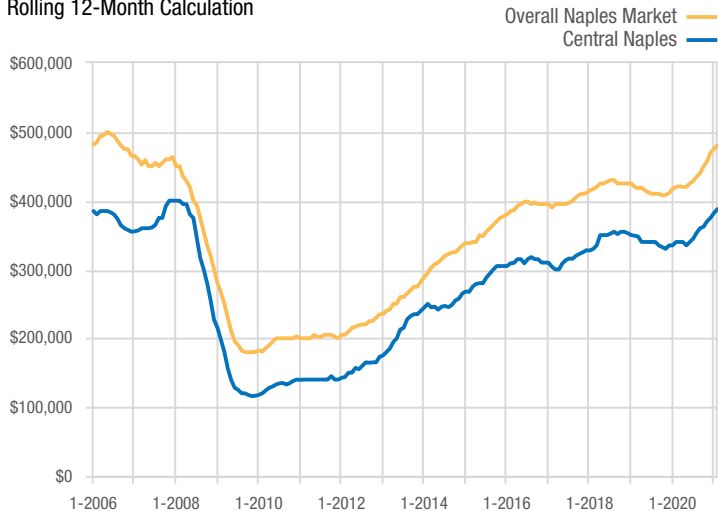
Single Family	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	101	<b>96</b>	- 5.0%	237	<b>189</b>	- 20.3%
Total Sales	55	<b>71</b>	+ 29.1%	111	<b>134</b>	+ 20.7%
Days on Market Until Sale	101	<b>62</b>	- 38.6%	100	<b>60</b>	- 40.0%
Median Closed Price*	\$353,000	<b>\$449,000</b>	+ 27.2%	\$353,000	<b>\$431,500</b>	+ 22.2%
Average Closed Price*	\$480,120	<b>\$736,741</b>	+ 53.4%	\$492,240	<b>\$810,611</b>	+ 64.7%
Percent of List Price Received*	95.2%	<b>97.5%</b>	+ 2.4%	95.8%	<b>97.3%</b>	+ 1.6%
Inventory of Homes for Sale	448	<b>131</b>	- 70.8%	—	—	—
Months Supply of Inventory	7.1	<b>1.9</b>	- 73.2%	—	—	—

Condo	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	123	<b>124</b>	+ 0.8%	265	<b>267</b>	+ 0.8%
Total Sales	66	<b>104</b>	+ 57.6%	124	<b>192</b>	+ 54.8%
Days on Market Until Sale	72	<b>69</b>	- 4.2%	80	<b>67</b>	- 16.3%
Median Closed Price*	\$205,000	<b>\$212,500</b>	+ 3.7%	\$192,500	<b>\$215,000</b>	+ 11.7%
Average Closed Price*	\$218,732	<b>\$241,753</b>	+ 10.5%	\$213,459	<b>\$246,215</b>	+ 15.3%
Percent of List Price Received*	95.7%	<b>96.1%</b>	+ 0.4%	95.1%	<b>96.2%</b>	+ 1.2%
Inventory of Homes for Sale	455	<b>192</b>	- 57.8%	—	—	—
Months Supply of Inventory	6.6	<b>2.6</b>	- 60.6%	—	—	—

\* 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.

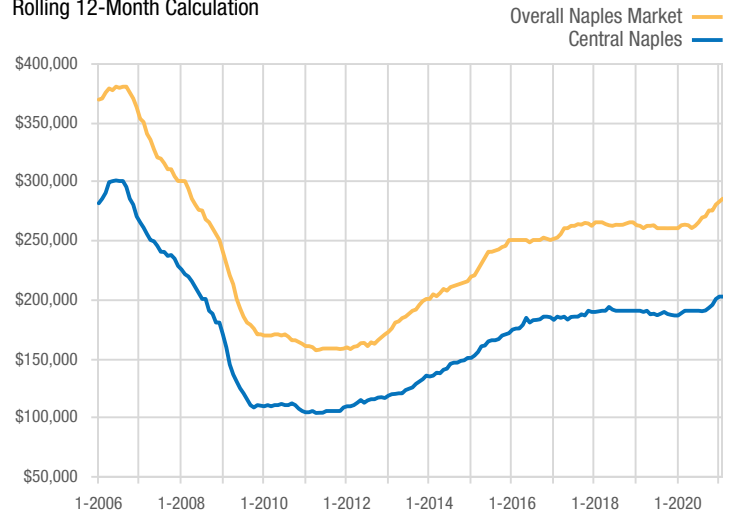
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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# Local Market Update – February 2021

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## South Naples

34112, 34113

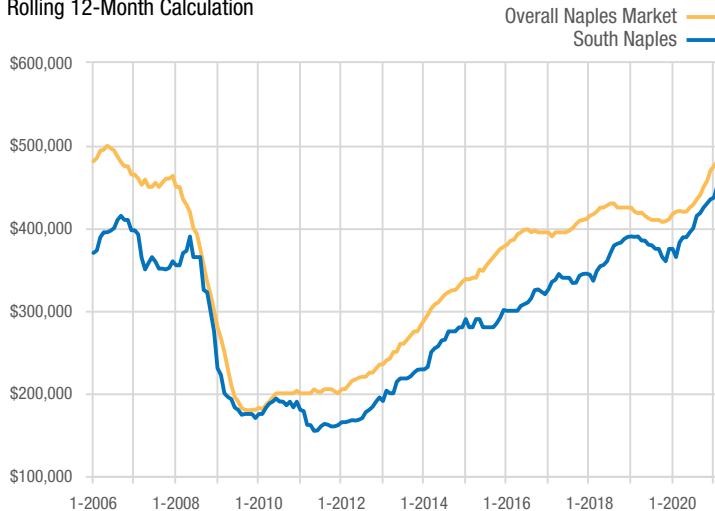
Single Family	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	118	<b>94</b>	- 20.3%	244	<b>192</b>	- 21.3%
Total Sales	43	<b>72</b>	+ 67.4%	84	<b>145</b>	+ 72.6%
Days on Market Until Sale	118	<b>73</b>	- 38.1%	117	<b>77</b>	- 34.2%
Median Closed Price*	\$380,000	<b>\$528,500</b>	+ 39.1%	\$373,500	<b>\$490,000</b>	+ 31.2%
Average Closed Price*	\$431,509	<b>\$692,837</b>	+ 60.6%	\$464,523	<b>\$643,088</b>	+ 38.4%
Percent of List Price Received*	96.0%	<b>97.1%</b>	+ 1.1%	95.6%	<b>96.9%</b>	+ 1.4%
Inventory of Homes for Sale	465	<b>139</b>	- 70.1%	—	—	—
Months Supply of Inventory	9.2	<b>2.1</b>	- 77.2%	—	—	—

Condo	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	169	<b>156</b>	- 7.7%	386	<b>345</b>	- 10.6%
Total Sales	90	<b>168</b>	+ 86.7%	163	<b>308</b>	+ 89.0%
Days on Market Until Sale	97	<b>74</b>	- 23.7%	109	<b>80</b>	- 26.6%
Median Closed Price*	\$234,250	<b>\$240,000</b>	+ 2.5%	\$221,000	<b>\$240,000</b>	+ 8.6%
Average Closed Price*	\$247,001	<b>\$269,679</b>	+ 9.2%	\$249,850	<b>\$261,440</b>	+ 4.6%
Percent of List Price Received*	95.1%	<b>96.5%</b>	+ 1.5%	95.1%	<b>96.4%</b>	+ 1.4%
Inventory of Homes for Sale	741	<b>235</b>	- 68.3%	—	—	—
Months Supply of Inventory	7.6	<b>2.0</b>	- 73.7%	—	—	—

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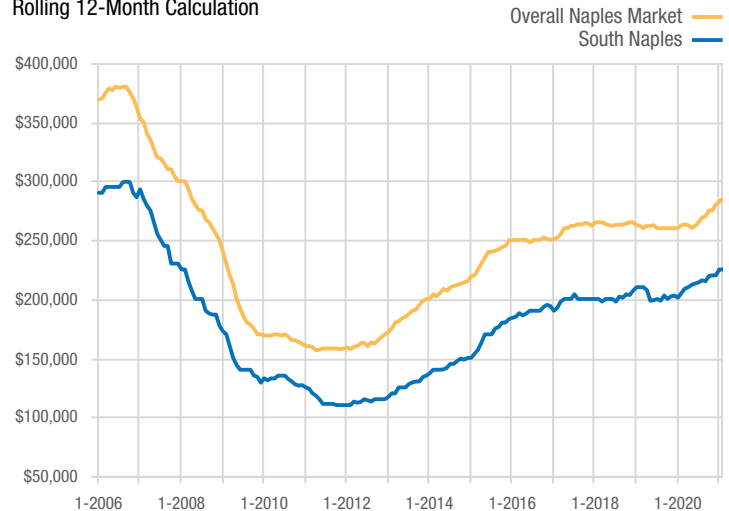
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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## East Naples

34114, 34117, 34120, 34137

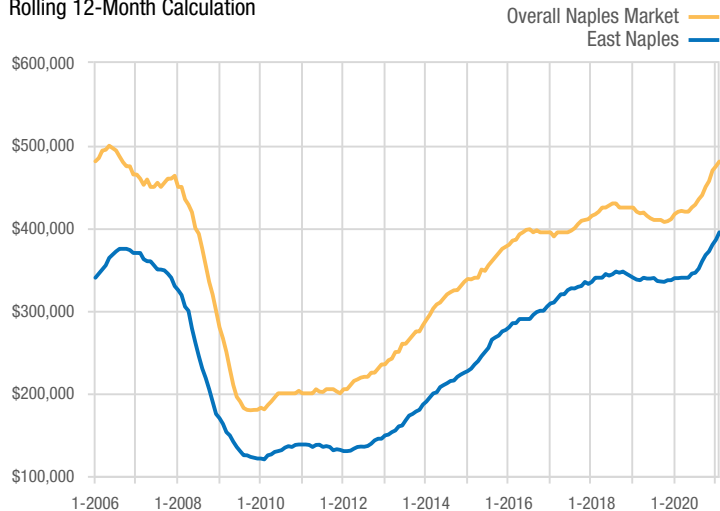
Single Family	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	223	<b>201</b>	- 9.9%	474	<b>447</b>	- 5.7%
Total Sales	120	<b>186</b>	+ 55.0%	236	<b>329</b>	+ 39.4%
Days on Market Until Sale	105	<b>51</b>	- 51.4%	100	<b>55</b>	- 45.0%
Median Closed Price*	\$339,250	<b>\$452,500</b>	+ 33.4%	\$337,000	<b>\$450,000</b>	+ 33.5%
Average Closed Price*	\$404,880	<b>\$503,652</b>	+ 24.4%	\$409,314	<b>\$507,527</b>	+ 24.0%
Percent of List Price Received*	96.5%	<b>98.0%</b>	+ 1.6%	96.7%	<b>97.6%</b>	+ 0.9%
Inventory of Homes for Sale	966	<b>306</b>	- 68.3%	—	—	—
Months Supply of Inventory	6.8	<b>1.7</b>	- 75.0%	—	—	—

Condo	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	92	<b>91</b>	- 1.1%	207	<b>193</b>	- 6.8%
Total Sales	51	<b>83</b>	+ 62.7%	91	<b>161</b>	+ 76.9%
Days on Market Until Sale	104	<b>61</b>	- 41.3%	103	<b>61</b>	- 40.8%
Median Closed Price*	\$269,269	<b>\$320,000</b>	+ 18.8%	\$267,000	<b>\$305,900</b>	+ 14.6%
Average Closed Price*	\$268,540	<b>\$311,953</b>	+ 16.2%	\$277,837	<b>\$305,954</b>	+ 10.1%
Percent of List Price Received*	95.5%	<b>97.8%</b>	+ 2.4%	95.4%	<b>97.3%</b>	+ 2.0%
Inventory of Homes for Sale	431	<b>127</b>	- 70.5%	—	—	—
Months Supply of Inventory	7.8	<b>1.8</b>	- 76.9%	—	—	—

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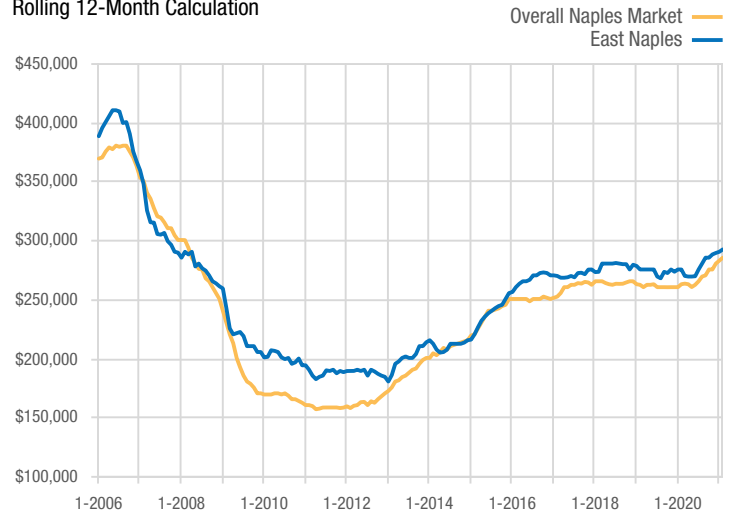
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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## Immokalee / Ave Maria

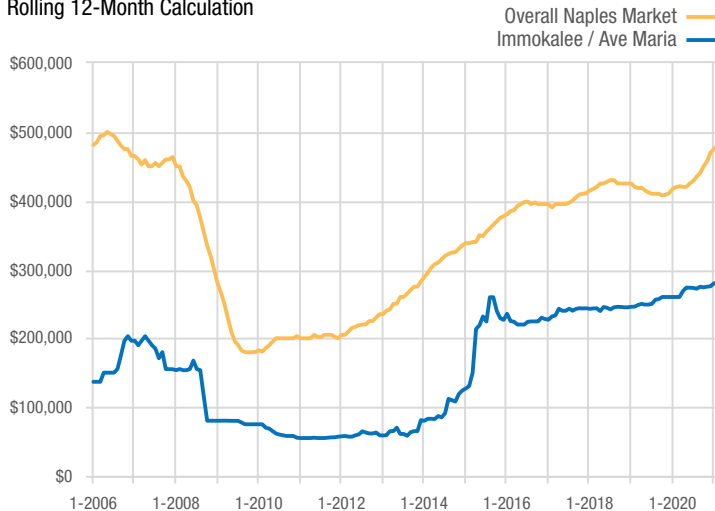
Single Family	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	24	<b>24</b>	0.0%	44	<b>51</b>	+ 15.9%
Total Sales	11	<b>19</b>	+ 72.7%	29	<b>33</b>	+ 13.8%
Days on Market Until Sale	59	<b>67</b>	+ 13.6%	69	<b>65</b>	- 5.8%
Median Closed Price*	\$280,000	<b>\$280,000</b>	0.0%	\$258,000	<b>\$280,000</b>	+ 8.5%
Average Closed Price*	\$270,549	<b>\$295,426</b>	+ 9.2%	\$268,192	<b>\$293,378</b>	+ 9.4%
Percent of List Price Received*	96.5%	<b>97.2%</b>	+ 0.7%	97.5%	<b>97.4%</b>	- 0.1%
Inventory of Homes for Sale	130	<b>39</b>	- 70.0%	—	—	—
Months Supply of Inventory	9.5	<b>2.4</b>	- 74.7%	—	—	—

Condo	February			Year to Date		
	2020	2021	% Change	Thru 2-2020	Thru 2-2021	% Change
<b>Key Metrics</b>						
New Listings	1	<b>3</b>	+ 200.0%	8	<b>7</b>	- 12.5%
Total Sales	0	<b>3</b>	—	0	<b>6</b>	—
Days on Market Until Sale	—	<b>99</b>	—	—	<b>93</b>	—
Median Closed Price*	—	<b>\$261,360</b>	—	—	<b>\$223,180</b>	—
Average Closed Price*	—	<b>\$242,980</b>	—	—	<b>\$195,973</b>	—
Percent of List Price Received*	—	<b>97.1%</b>	—	—	<b>96.9%</b>	—
Inventory of Homes for Sale	18	<b>12</b>	- 33.3%	—	—	—
Months Supply of Inventory	8.5	<b>4.3</b>	- 49.4%	—	—	—

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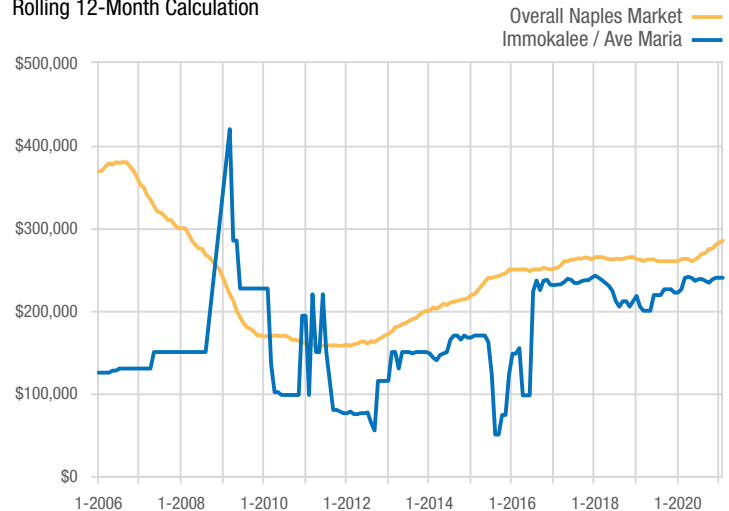
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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