

Naples Area Market Report



July 2023

While much of America grapples with unfamiliarly high interest rates that have stalemated the resale home market, broker analysts reviewing the July 2023 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), point to data that shows home sales activity in Naples has remained steady for the past year despite several interest rate increases. Yet, even as cash sales for homes in Naples decreased from 66.7 percent in January to 53.5 percent in July, the overall median closed price of homes in the first seven months of 2023 has continued to increase compared to most months in the first seven months of 2022.

The July Market Report's total sales data showed 81 fewer homes sold in July compared to July 2022, an 11.9 percent decrease to 600 closed sales from 681 closed sales. On the other side of the spectrum, pending listings (homes under contract) in July increased 6.3 percent to 798 pending listings from 751 pending listings in July 2022, which illustrates our market's steadiness. Also, the percent of list price received this July is steady at 96.1 percent compared to 97.9 percent in July 2022. In July, days on market increased 115.4 percent to 56 days from 26 days in July 2022, the lowest reported in the history of NABOR®'s Market Reports. Incidentally, before the pandemic, days on market averaged over 100 days (104 days in July 2019).

New listings in July decreased 15.4 percent to 810 new listings from 957 new listings in July 2022. There were 2,583 properties listed for sale in July 2023, a .9 percent increase from 2,559 in July 2022. Median closed price increased 9.2 percent to \$595,000 from \$545,000 in July 2022.

Quick Facts

- 11.9%	+ 9.2%	+ 0.9%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
- 9.2%	- 24.8%	- 23.5%
Price Range With the Strongest Sales: \$1,500,001 to \$5,000,000	Bedroom Count With Strongest Sales: 3 Bedrooms	Property Type With Strongest Sales: Single Family

Overall Market Overview	2
Single Family Market Overview	3
Condo Market Overview	4
Overall Closed Sales	5-6
Overall Median Closed Price	7-8
Overall Percent of Current List Price Received	9-10
Overall Days on Market until Sale	11-12
Overall New Listings by Month	13
Overall Inventory of Homes for Sale	14-15
Overall Listing and Sales Summary by Area Naples	16
Beach	17
North Naples	18
Central Naples	19
South Naples	20
East Naples	21
Immokalee/Ave Maria	22



Overall Market Overview

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

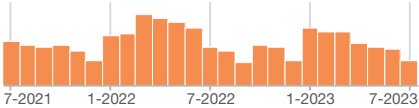
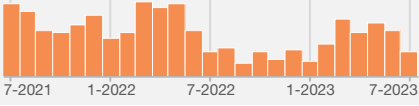
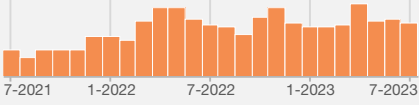
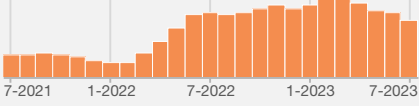
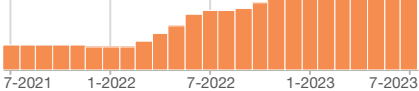


Key Metrics	Historical Sparkbars	7-2022	7-2023	% Change	YTD 2022	YTD 2023	% Change
New Listings		957	810	- 15.4%	9,339	7,930	- 15.1%
Total Sales		681	600	- 11.9%	7,051	5,746	- 18.5%
Days on Market Until Sale		26	56	+ 115.4%	20	52	+ 160.0%
Median Closed Price		\$545,000	\$595,000	+ 9.2%	\$575,000	\$602,620	+ 4.8%
Average Closed Price		\$917,839	\$1,009,915	+ 10.0%	\$1,025,217	\$1,057,521	+ 3.2%
Percent of List Price Received		97.9%	96.1%	- 1.8%	100.1%	96.3%	- 3.8%
Pending Listings		751	798	+ 6.3%	8,470	7,457	- 12.0%
Inventory of Homes for Sale		2,559	2,583	+ 0.9%	—	—	—
Months Supply of Inventory		2.6	3.5	+ 34.6%	—	—	—

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	7-2022	7-2023	% Change	YTD 2022	YTD 2023	% Change
New Listings		535	420	- 21.5%	4,865	4,065	- 16.4%
Total Sales		331	336	+ 1.5%	3,411	2,881	- 15.5%
Days on Market Until Sale		32	60	+ 87.5%	26	58	+ 123.1%
Median Closed Price		\$725,000	\$735,000	+ 1.4%	\$740,000	\$740,000	0.0%
Average Closed Price		\$1,262,633	\$1,260,318	- 0.2%	\$1,323,118	\$1,314,708	- 0.6%
Percent of List Price Received		97.4%	95.9%	- 1.5%	99.3%	96.0%	- 3.3%
Pending Listings		383	429	+ 12.0%	4,114	3,774	- 8.3%
Inventory of Homes for Sale		1,571	1,446	- 8.0%	—	—	—
Months Supply of Inventory		3.2	3.9	+ 21.9%	—	—	—

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	7-2022	7-2023	% Change	YTD 2022	YTD 2023	% Change
New Listings		422	390	- 7.6%	4,474	3,865	- 13.6%
Total Sales		350	264	- 24.6%	3,640	2,865	- 21.3%
Days on Market Until Sale		20	50	+ 150.0%	15	47	+ 213.3%
Median Closed Price		\$428,500	\$455,000	+ 6.2%	\$460,000	\$490,000	+ 6.5%
Average Closed Price		\$591,762	\$692,170	+ 17.0%	\$746,144	\$798,988	+ 7.1%
Percent of List Price Received		98.4%	96.4%	- 2.0%	100.9%	96.6%	- 4.3%
Pending Listings		368	369	+ 0.3%	4,356	3,683	- 15.4%
Inventory of Homes for Sale		988	1,137	+ 15.1%	—	—	—
Months Supply of Inventory		1.9	3.1	+ 63.2%	—	—	—

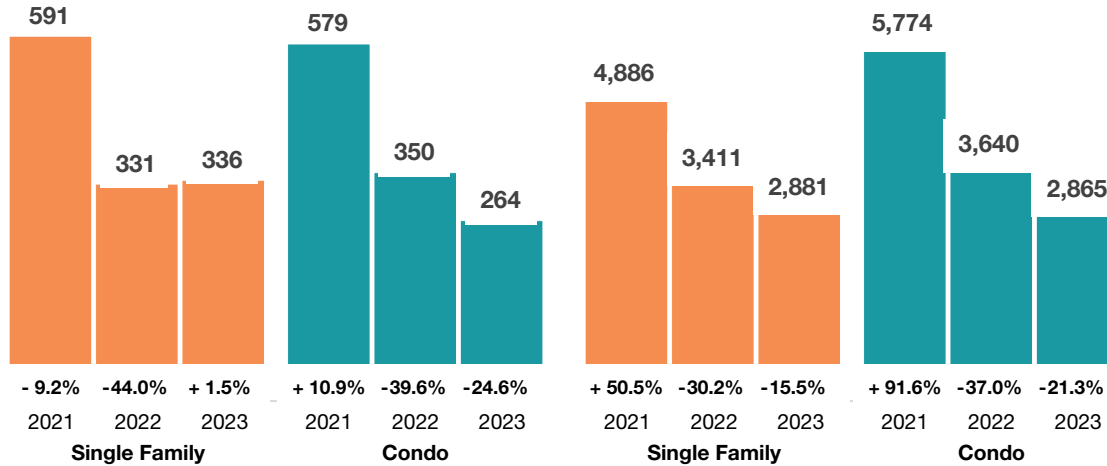
Overall Closed Sales

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



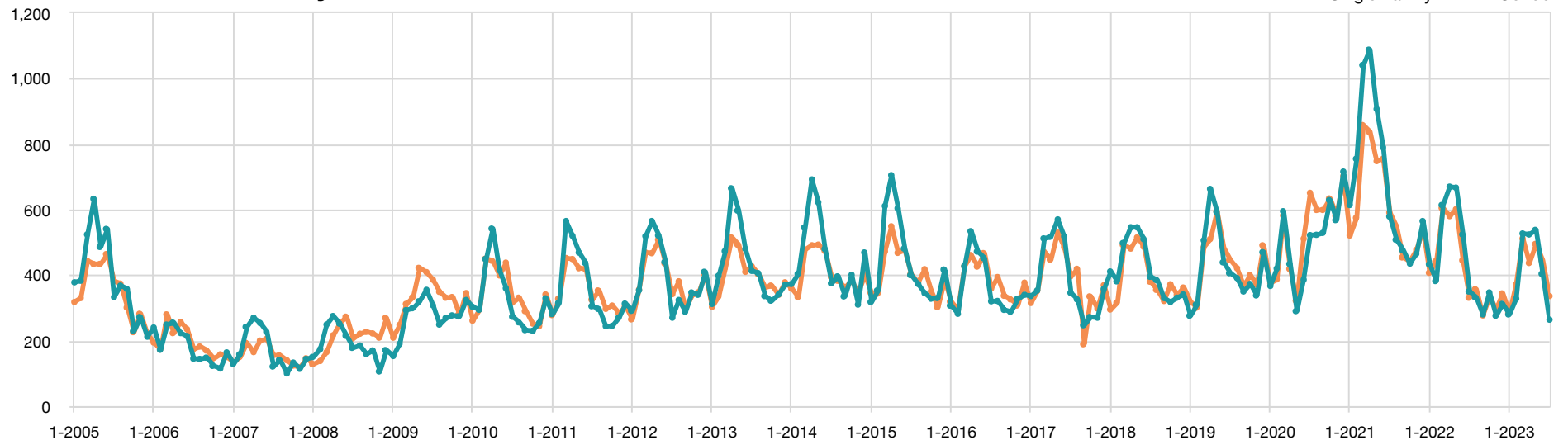
July

Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2022	357	- 35.0%	332	- 34.6%
Sep-2022	277	- 39.0%	280	- 41.3%
Oct-2022	334	- 24.4%	347	- 20.2%
Nov-2022	296	- 37.9%	276	- 40.6%
Dec-2022	344	- 36.1%	312	- 44.8%
Jan-2023	284	- 30.2%	280	- 35.3%
Feb-2023	372	- 15.8%	328	- 14.1%
Mar-2023	512	- 15.4%	527	- 14.2%
Apr-2023	437	- 24.7%	524	- 21.8%
May-2023	495	- 17.6%	538	- 19.3%
Jun-2023	445	0.0%	404	- 22.9%
Jul-2023	336	+ 1.5%	264	- 24.6%
12-Month Avg	374	- 23.5%	368	- 27.6%

Overall Closed Sales by Month

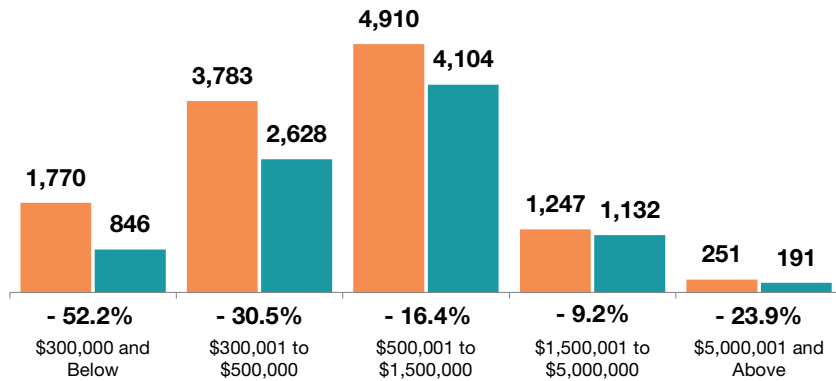


Overall Closed Sales by Price Range

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

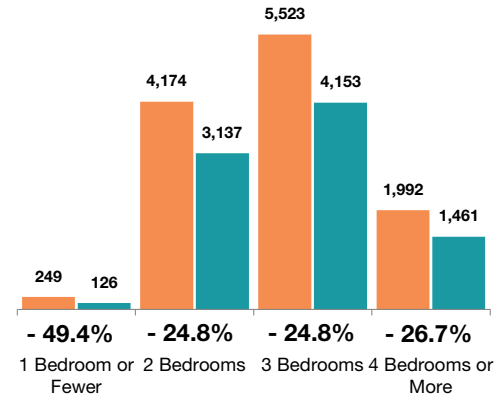
By Price Range

7-2022 7-2023



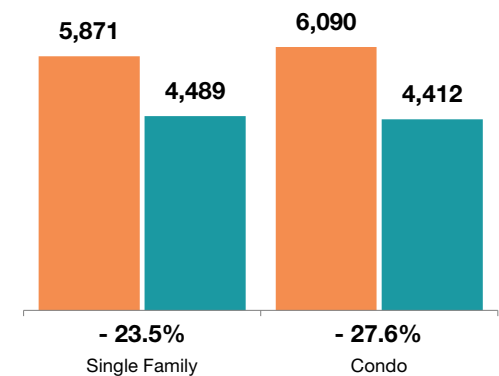
By Bedroom Count

7-2022 7-2023



By Property Type

7-2022 7-2023



All Properties

By Price Range

	7-2022	7-2023	Change
\$300,000 and Below	1,770	846	- 52.2%
\$300,001 to \$500,000	3,783	2,628	- 30.5%
\$500,001 to \$1,500,000	4,910	4,104	- 16.4%
\$1,500,001 to \$5,000,000	1,247	1,132	- 9.2%
\$5,000,001 and Above	251	191	- 23.9%
All Price Ranges	11,961	8,901	- 25.6%

Single Family

7-2022	7-2023	Change
358	218	- 39.1%
1,358	828	- 39.0%
3,169	2,545	- 19.7%
786	737	- 6.2%
200	161	- 19.5%
5,871	4,489	- 23.5%

Condo

	7-2022	7-2023	Change
	1412	628	- 55.5%
	2425	1800	- 25.8%
	1741	1559	- 10.5%
	461	395	- 14.3%
	51	30	- 41.2%
	6,090	4,412	- 27.6%

By Bedroom Count

	7-2022	7-2023	Change
1 Bedroom or Fewer	249	126	- 49.4%
2 Bedrooms	4,174	3,137	- 24.8%
3 Bedrooms	5,523	4,153	- 24.8%
4 Bedrooms or More	1,992	1,461	- 26.7%
All Bedroom Counts	11,961	8,901	- 25.6%

7-2022	7-2023	Change
38	25	- 34.2%
621	544	- 12.4%
3,342	2,541	- 24.0%
1,868	1,372	- 26.6%
5,871	4,489	- 23.5%

	7-2022	7-2023	Change
	211	101	- 52.1%
	3,553	2,593	- 27.0%
	2,181	1,612	- 26.1%
	124	89	- 28.2%
	6,090	4,412	- 27.6%

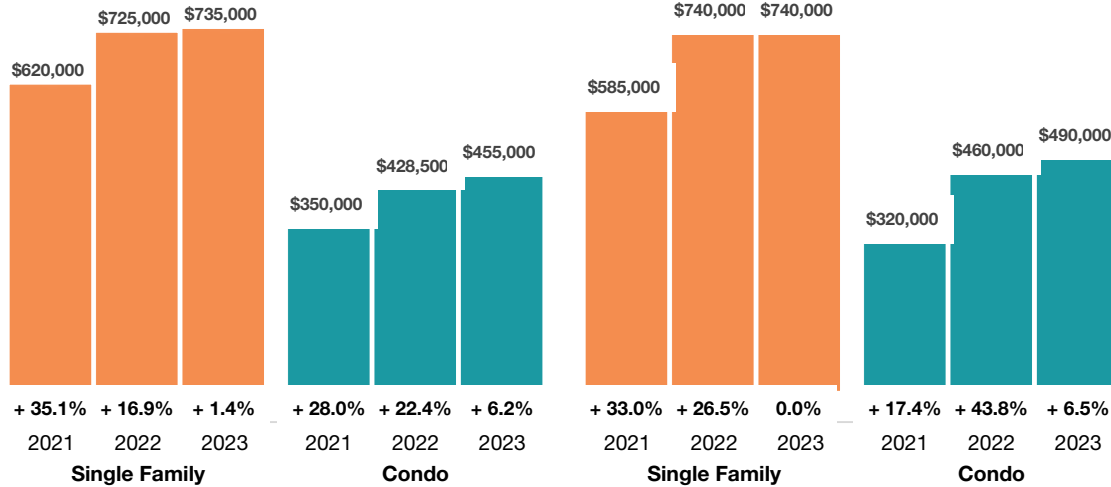
Overall Median Closed Price

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

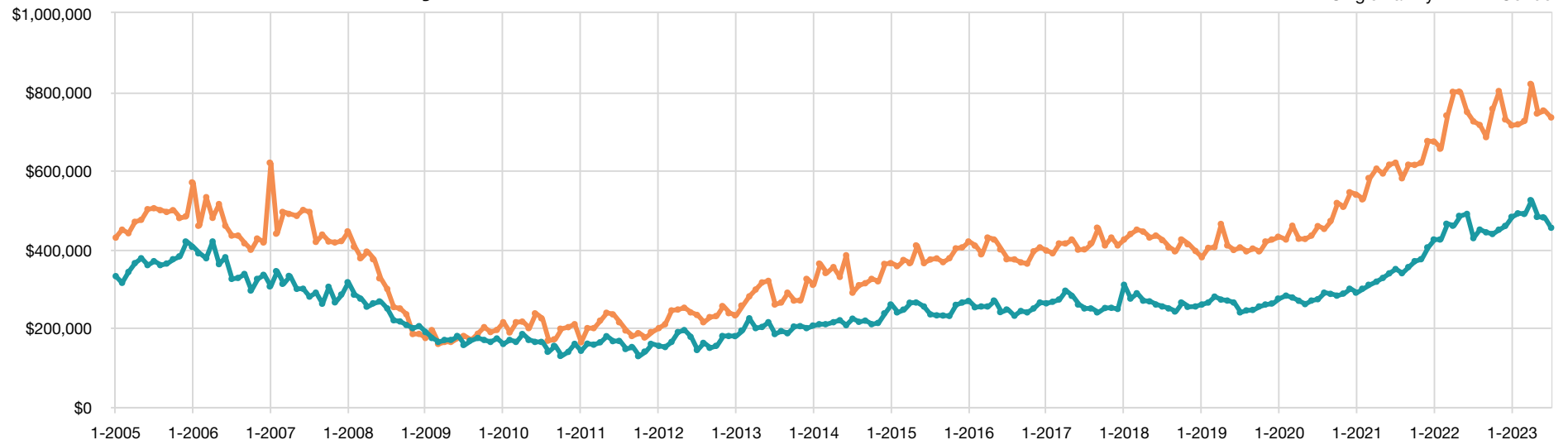
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2022	\$715,835	+ 23.3%	\$450,195	+ 32.6%
Sep-2022	\$685,000	+ 11.4%	\$443,260	+ 24.9%
Oct-2022	\$756,953	+ 23.2%	\$439,000	+ 18.6%
Nov-2022	\$802,000	+ 29.4%	\$450,000	+ 20.0%
Dec-2022	\$730,000	+ 8.1%	\$459,500	+ 13.5%
Jan-2023	\$715,000	+ 6.1%	\$482,500	+ 13.5%
Feb-2023	\$717,500	+ 9.5%	\$491,500	+ 15.6%
Mar-2023	\$726,000	- 1.9%	\$490,000	+ 5.4%
Apr-2023	\$820,000	+ 2.5%	\$525,000	+ 14.1%
May-2023	\$745,000	- 6.9%	\$482,500	- 0.5%
Jun-2023	\$752,500	+ 0.5%	\$481,250	- 1.8%
Jul-2023	\$735,000	+ 1.4%	\$455,000	+ 6.2%
12-Month Avg*	\$740,000	+ 8.8%	\$473,750	+ 12.8%

* Median Closed Price for all properties from August 2022 through July 2023. This is not the average of the individual figures above.

Overall Median Closed Price by Month

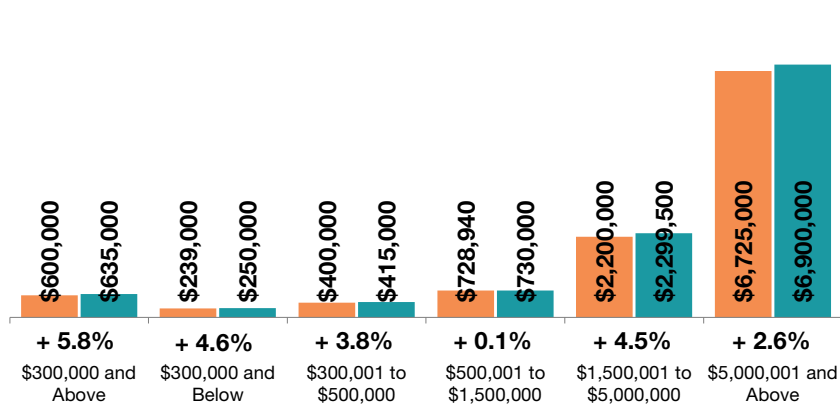


Overall Median Closed Price by Price Range

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

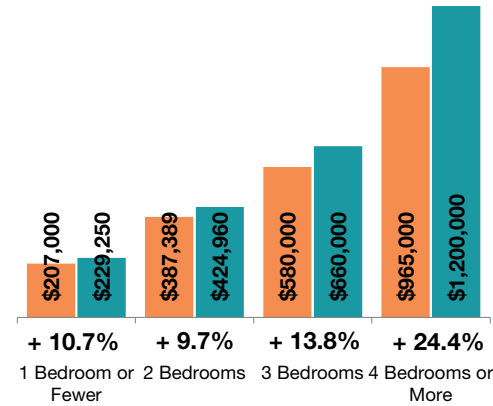
By Price Range

7-2022 7-2023



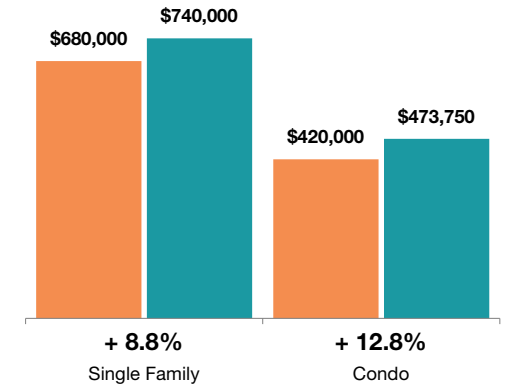
By Bedroom Count

7-2022 7-2023



By Property Type

7-2022 7-2023



All Properties

By Price Range

	7-2022	7-2023	Change
\$300,000 and Above	\$600,000	\$635,000	+ 5.8%
\$300,000 and Below	\$239,000	\$250,000	+ 4.6%
\$300,001 to \$500,000	\$400,000	\$415,000	+ 3.8%
\$500,001 to \$1,500,000	\$728,940	\$730,000	+ 0.1%
\$1,500,001 to \$5,000,000	\$2,200,000	\$2,299,500	+ 4.5%
\$5,000,001 and Above	\$6,725,000	\$6,900,000	+ 2.6%
All Price Ranges	\$532,500	\$595,000	+ 11.7%

Single Family

7-2022	7-2023	Change	7-2022	7-2023	Change
\$705,000	\$760,000	+ 7.8%	\$487,500	\$520,000	+ 6.7%
\$204,900	\$190,000	- 7.3%	\$245,000	\$260,500	+ 6.3%
\$420,000	\$439,450	+ 4.6%	\$390,000	\$400,000	+ 2.6%
\$749,000	\$754,500	+ 0.7%	\$685,000	\$682,961	- 0.3%
\$2,200,000	\$2,300,000	+ 4.5%	\$2,200,000	\$2,250,000	+ 2.3%
\$7,000,000	\$6,850,000	- 2.1%	\$6,050,000	\$7,025,000	+ 16.1%
\$680,000	\$740,000	+ 8.8%	\$420,000	\$473,750	+ 12.8%

Condo

	7-2022	7-2023	Change
	\$487,500	\$520,000	+ 6.7%
	\$245,000	\$260,500	+ 6.3%
	\$390,000	\$400,000	+ 2.6%
	\$685,000	\$682,961	- 0.3%
	\$2,200,000	\$2,250,000	+ 2.3%
	\$6,050,000	\$7,025,000	+ 16.1%
	\$420,000	\$473,750	+ 12.8%

By Bedroom Count

	7-2022	7-2023	Change
1 Bedroom or Fewer	\$207,000	\$229,250	+ 10.7%
2 Bedrooms	\$387,389	\$424,960	+ 9.7%
3 Bedrooms	\$580,000	\$660,000	+ 13.8%
4 Bedrooms or More	\$965,000	\$1,200,000	+ 24.4%
All Bedroom Counts	\$532,500	\$595,000	+ 11.7%

7-2022	7-2023	Change	7-2022	7-2023	Change
\$114,500	\$155,000	+ 35.4%	\$239,950	\$243,000	+ 1.3%
\$444,895	\$475,000	+ 6.8%	\$380,000	\$417,500	+ 9.9%
\$622,250	\$699,000	+ 12.3%	\$500,000	\$600,000	+ 20.0%
\$960,000	\$1,162,500	+ 21.1%	\$1,025,000	\$2,530,000	+ 146.8%
\$680,000	\$740,000	+ 8.8%	\$420,000	\$473,750	+ 12.8%

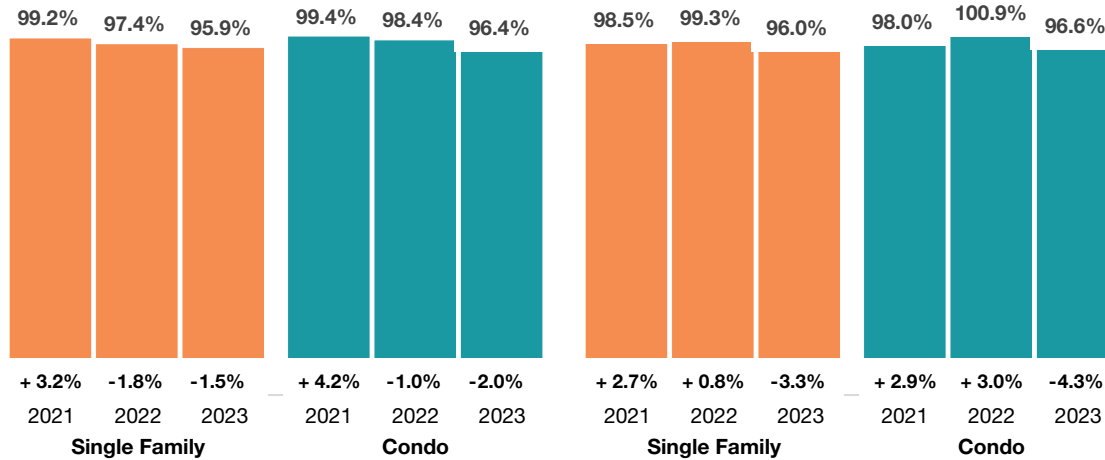
Overall Percent of Current List Price Received

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 concessions.



July

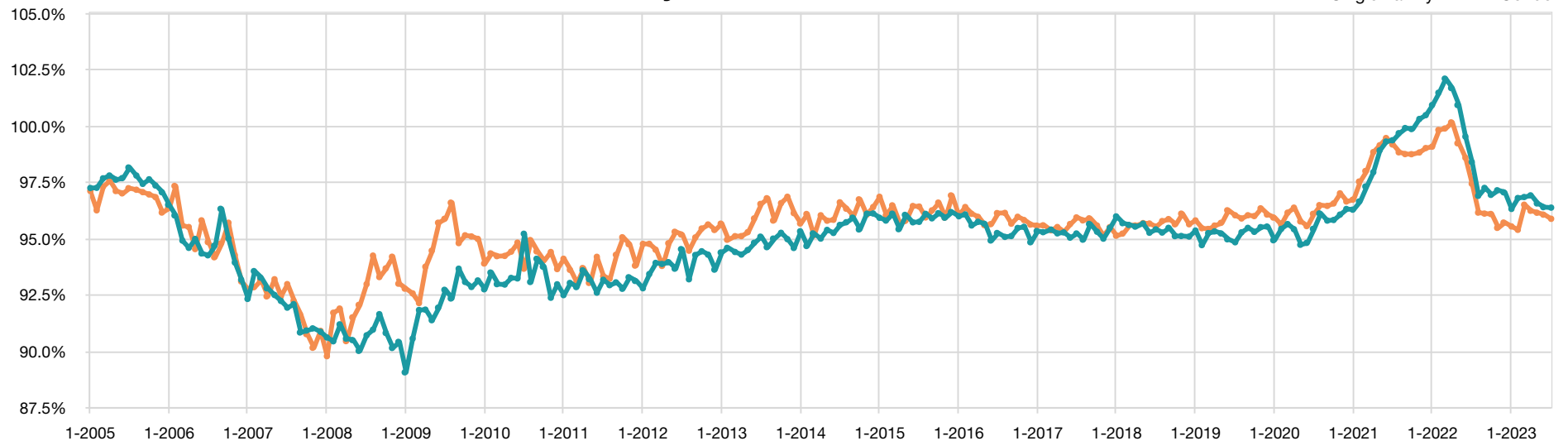
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2022	96.1%	- 2.7%	96.9%	- 2.8%
Sep-2022	96.1%	- 2.6%	97.2%	- 2.7%
Oct-2022	96.1%	- 2.6%	96.9%	- 2.9%
Nov-2022	95.5%	- 3.3%	97.1%	- 3.2%
Dec-2022	95.7%	- 3.3%	97.0%	- 3.5%
Jan-2023	95.5%	- 3.6%	96.3%	- 4.6%
Feb-2023	95.4%	- 4.4%	96.8%	- 4.6%
Mar-2023	96.5%	- 3.4%	96.8%	- 5.2%
Apr-2023	96.2%	- 3.9%	96.9%	- 4.7%
May-2023	96.1%	- 3.1%	96.5%	- 4.4%
Jun-2023	96.0%	- 2.6%	96.4%	- 3.1%
Jul-2023	95.9%	- 1.5%	96.4%	- 2.0%
12-Month Avg*	96.0%	- 3.2%	96.8%	- 3.7%

* Pct. of List Price Received for all properties from August 2022 through July 2023. This is not the average of the individual figures above.

Overall Percent of Current List Price Received by Month

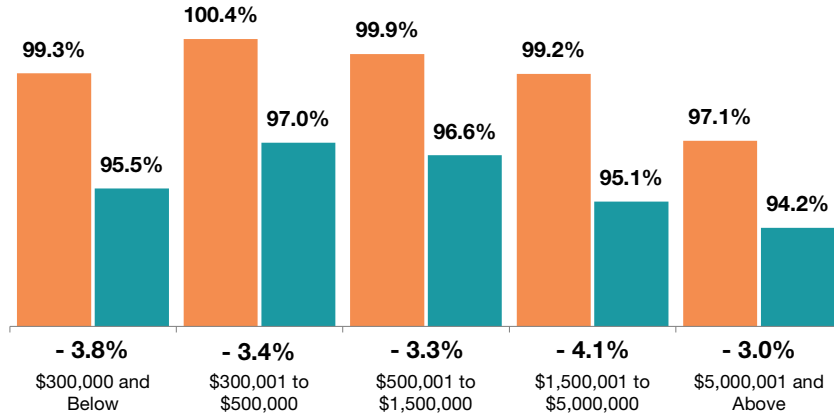


Overall Percent of Current List Price Received by Price Range

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.**

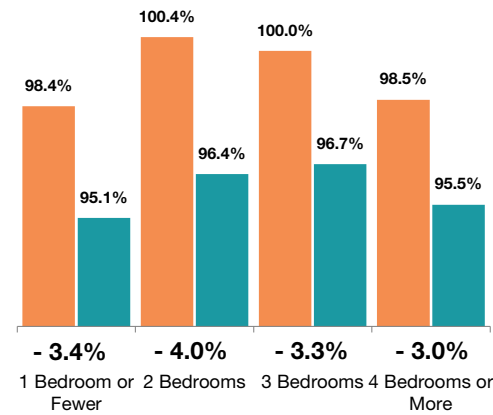
By Price Range

7-2022 7-2023



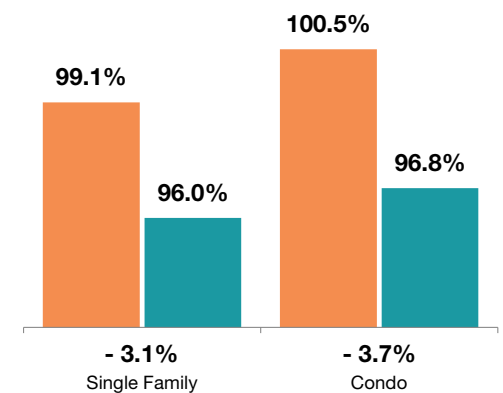
By Bedroom Count

7-2022 7-2023



By Property Type

7-2022 7-2023



All Properties

By Price Range

	7-2022	7-2023	Change
\$300,000 and Below	99.3%	95.5%	- 3.8%
\$300,001 to \$500,000	100.4%	97.0%	- 3.4%
\$500,001 to \$1,500,000	99.9%	96.6%	- 3.3%
\$1,500,001 to \$5,000,000	99.2%	95.1%	- 4.1%
\$5,000,001 and Above	97.1%	94.2%	- 3.0%
All Price Ranges	99.8%	96.4%	- 3.4%

Single Family

	7-2022	7-2023	Change
1 Bedroom or Fewer	97.0%	94.8%	- 2.3%
2 Bedrooms	99.1%	97.1%	- 2.0%
3 Bedrooms	99.5%	96.3%	- 3.2%
4 Bedrooms or More	99.1%	94.4%	- 4.7%
All Single Family	96.6%	94.2%	- 2.5%
All Price Ranges	99.1%	96.0%	- 3.1%

Condo

	7-2022	7-2023	Change
\$300,000 and Below	99.8%	95.8%	- 4.0%
\$300,001 to \$500,000	101.1%	97.0%	- 4.1%
\$500,001 to \$1,500,000	100.7%	97.1%	- 3.6%
\$1,500,001 to \$5,000,000	99.5%	96.4%	- 3.1%
\$5,000,001 and Above	98.8%	94.4%	- 4.5%
All Condo	98.8%	94.4%	- 4.5%
All Price Ranges	100.5%	96.8%	- 3.7%

By Bedroom Count

	7-2022	7-2023	Change
1 Bedroom or Fewer	98.4%	95.1%	- 3.4%
2 Bedrooms	100.4%	96.4%	- 4.0%
3 Bedrooms	100.0%	96.7%	- 3.3%
4 Bedrooms or More	98.5%	95.5%	- 3.0%
All Bedroom Counts	99.8%	96.4%	- 3.4%

	7-2022	7-2023	Change
1 Bedroom or Fewer	95.5%	93.4%	- 2.2%
2 Bedrooms	98.9%	95.3%	- 3.6%
3 Bedrooms	99.5%	96.5%	- 3.0%
4 Bedrooms or More	98.5%	95.3%	- 3.2%
All Single Family	96.6%	94.2%	- 2.5%
All Bedroom Counts	99.1%	96.0%	- 3.1%

	7-2022	7-2023	Change
\$300,000 and Below	98.9%	95.6%	- 3.3%
\$300,001 to \$500,000	100.6%	96.6%	- 4.0%
\$500,001 to \$1,500,000	100.7%	97.0%	- 3.7%
\$1,500,001 to \$5,000,000	99.2%	98.2%	- 1.0%
All Condo	98.8%	94.4%	- 4.5%
All Bedroom Counts	100.5%	96.8%	- 3.7%

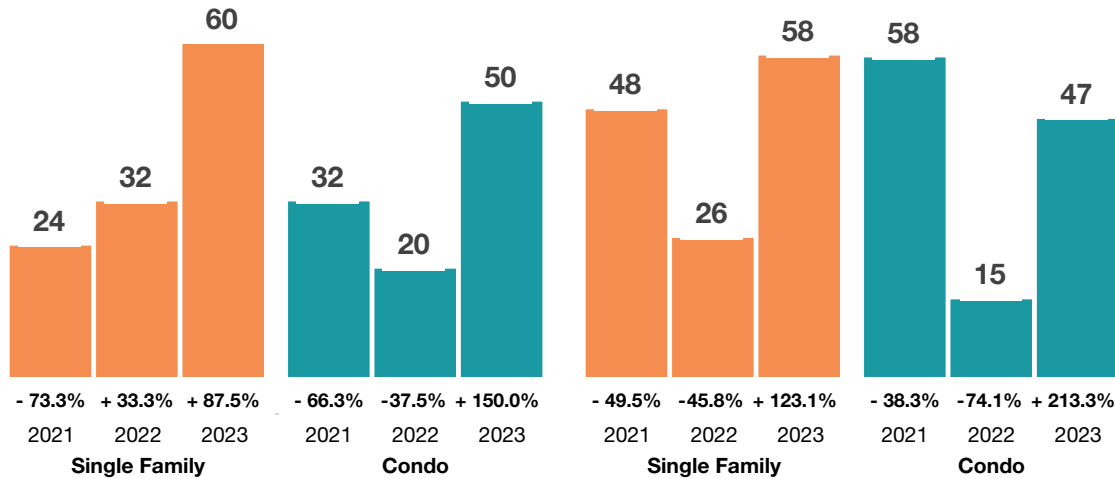
Overall Days on Market Until Sale

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



July

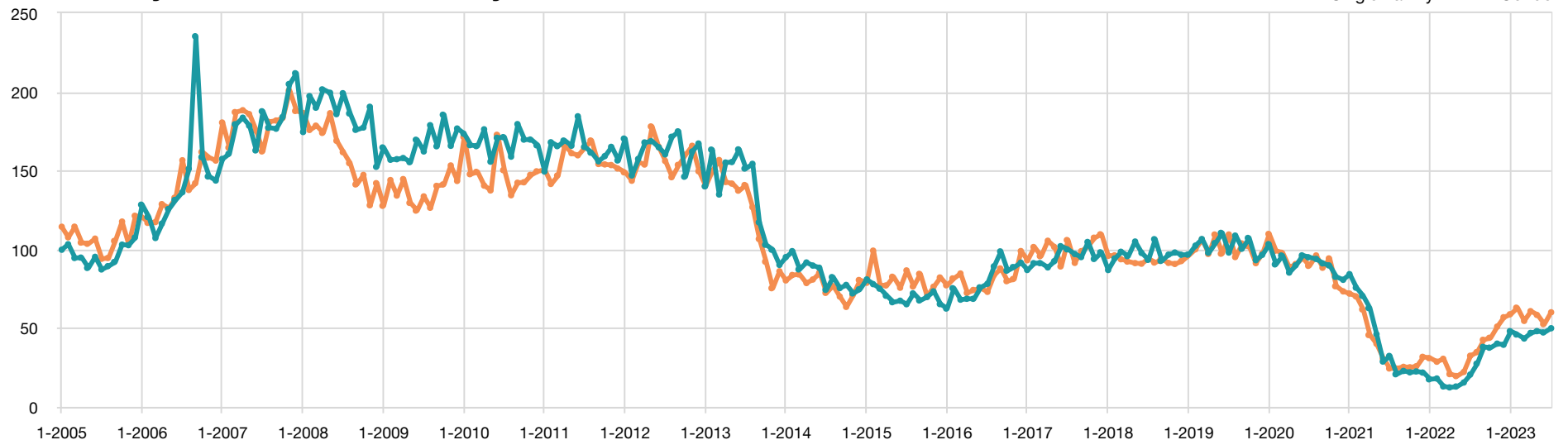
Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2022	35	+ 45.8%	27	+ 28.6%
Sep-2022	43	+ 72.0%	38	+ 65.2%
Oct-2022	44	+ 76.0%	38	+ 72.7%
Nov-2022	51	+ 96.2%	40	+ 73.9%
Dec-2022	57	+ 78.1%	39	+ 77.3%
Jan-2023	59	+ 90.3%	48	+ 166.7%
Feb-2023	63	+ 117.2%	46	+ 155.6%
Mar-2023	55	+ 77.4%	43	+ 230.8%
Apr-2023	61	+ 190.5%	47	+ 291.7%
May-2023	58	+ 190.0%	48	+ 269.2%
Jun-2023	53	+ 140.9%	47	+ 213.3%
Jul-2023	60	+ 87.5%	50	+ 150.0%
12-Month Avg*	54	+ 104.8%	43	+ 142.4%

* Days on Market for all properties from August 2022 through July 2023. This is not the average of the individual figures above.

Overall Days on Market Until Sale by Month

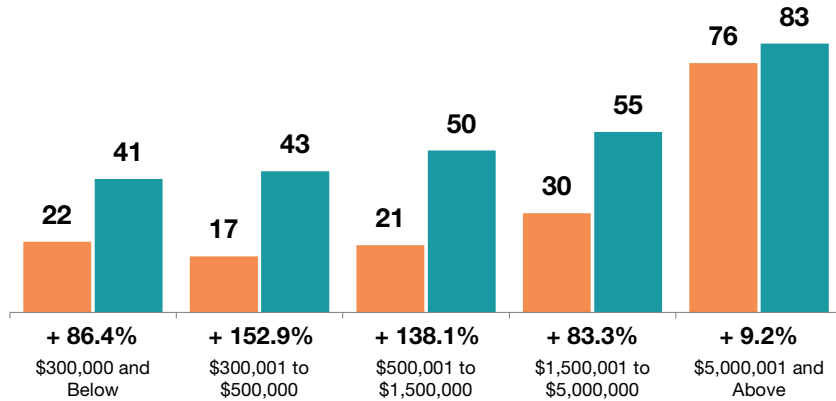


Overall Days on Market Until Sale by Price Range

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

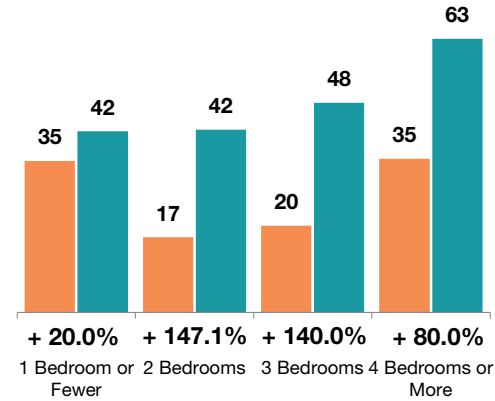
By Price Range

7-2022 7-2023



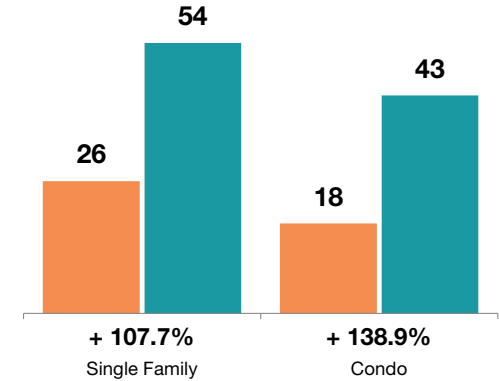
By Bedroom Count

7-2022 7-2023



By Property Type

7-2022 7-2023



All Properties

By Price Range

	7-2022	7-2023	Change
\$300,000 and Below	22	41	+ 86.4%
\$300,001 to \$500,000	17	43	+ 152.9%
\$500,001 to \$1,500,000	21	50	+ 138.1%
\$1,500,001 to \$5,000,000	30	55	+ 83.3%
\$5,000,001 and Above	76	83	+ 9.2%
All Price Ranges	22	48	+ 118.2%

Single Family

	7-2022	7-2023	Change
1 Bedroom or Fewer	31	42	+ 35.5%
2 Bedrooms	24	48	+ 100.0%
3 Bedrooms	22	54	+ 145.5%
4 Bedrooms or More	32	55	+ 71.9%
	80	83	+ 3.8%
All Single Family	26	54	+ 107.7%

Condo

	7-2022	7-2023	Change
1 Bedroom or Fewer	19	40	+ 110.5%
2 Bedrooms	14	41	+ 192.9%
3 Bedrooms	19	43	+ 126.3%
4 Bedrooms or More	27	55	+ 103.7%
	61	78	+ 27.9%
All Condo	18	43	+ 138.9%

By Bedroom Count

	7-2022	7-2023	Change
1 Bedroom or Fewer	35	42	+ 20.0%
2 Bedrooms	17	42	+ 147.1%
3 Bedrooms	20	48	+ 140.0%
4 Bedrooms or More	35	63	+ 80.0%
All Bedroom Counts	22	48	+ 118.2%

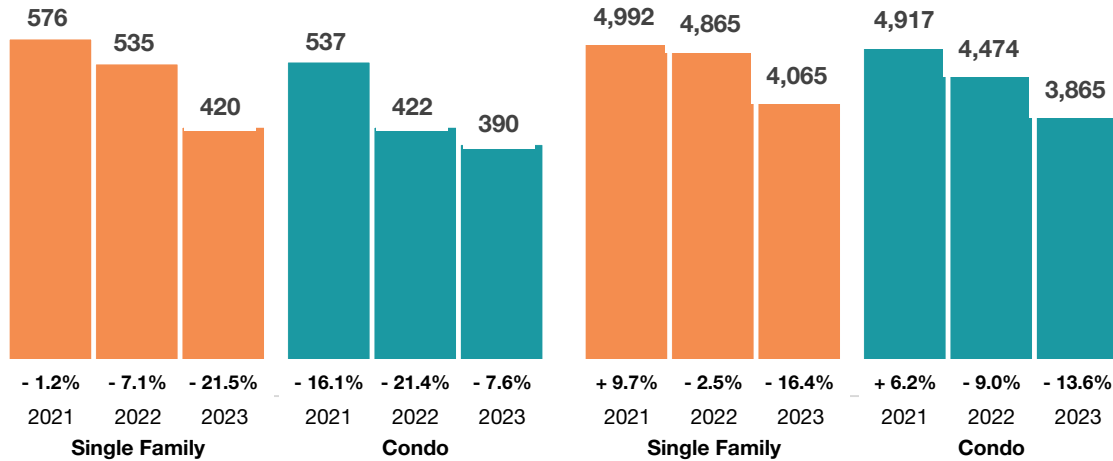
	7-2022	7-2023	Change
1 Bedroom or Fewer	81	37	- 54.3%
2 Bedrooms	22	42	+ 90.9%
3 Bedrooms	21	51	+ 142.9%
4 Bedrooms or More	35	63	+ 80.0%
All Single Family	26	54	+ 107.7%
1 Bedroom or Fewer	27	43	+ 61.3%
2 Bedrooms	16	42	+ 156.7%
3 Bedrooms	18	44	+ 148.6%
4 Bedrooms or More	44	56	+ 29.3%
All Condo	18	43	+ 138.9%

Overall New Listings

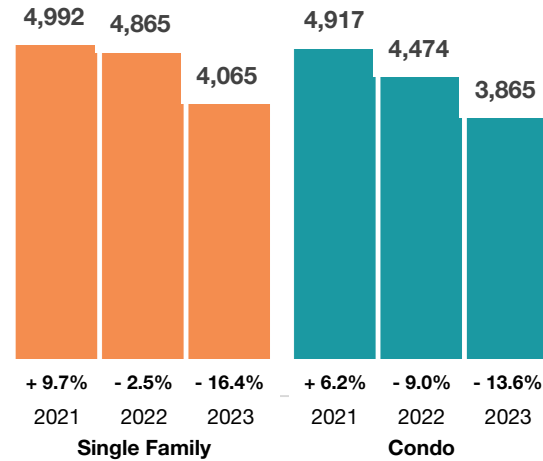
A count of the properties that have been newly listed on the market in a given month.



July

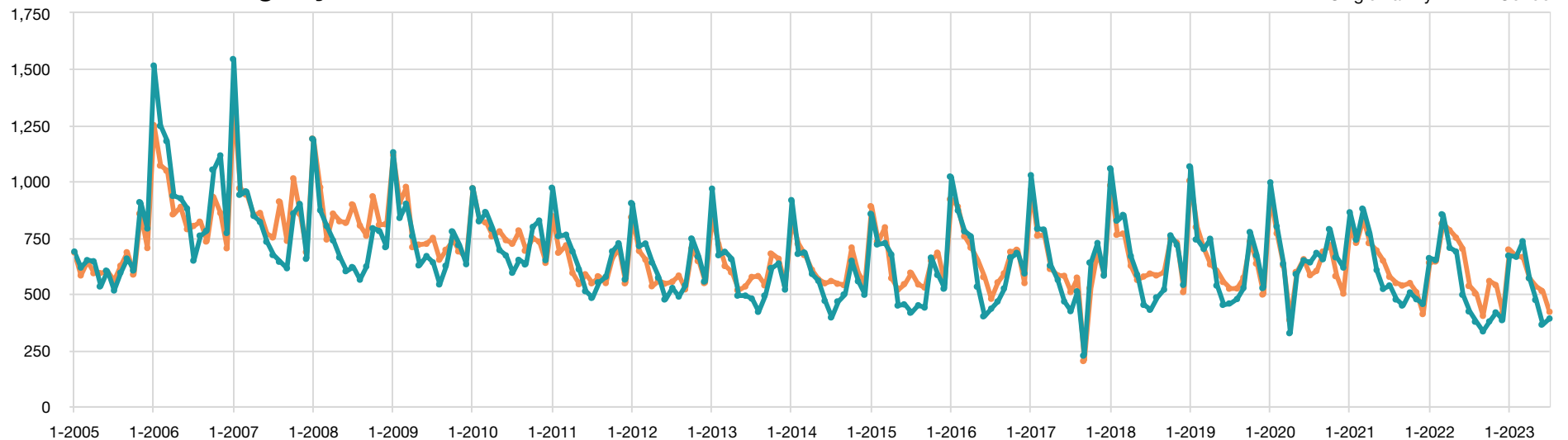


Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2022	502	- 8.4%	376	- 20.8%
Sep-2022	402	- 25.1%	333	- 25.7%
Oct-2022	557	+ 1.6%	377	- 25.5%
Nov-2022	539	+ 6.3%	417	- 12.4%
Dec-2022	412	+ 0.5%	383	- 15.8%
Jan-2023	697	+ 9.1%	670	+ 1.7%
Feb-2023	668	+ 3.7%	665	+ 2.3%
Mar-2023	664	- 18.3%	734	- 14.1%
Apr-2023	570	- 27.2%	570	- 19.1%
May-2023	533	- 28.9%	473	- 31.3%
Jun-2023	513	- 26.8%	363	- 26.8%
Jul-2023	420	- 21.5%	390	- 7.6%
12-Month Avg	540	- 12.6%	479	- 16.0%

Overall New Listings by Month

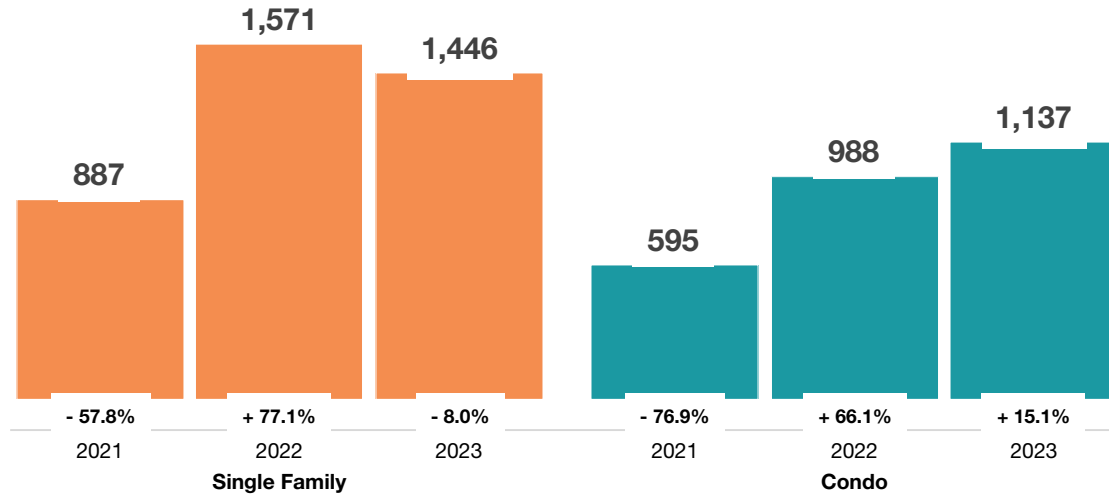


Overall Inventory of Homes for Sale

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

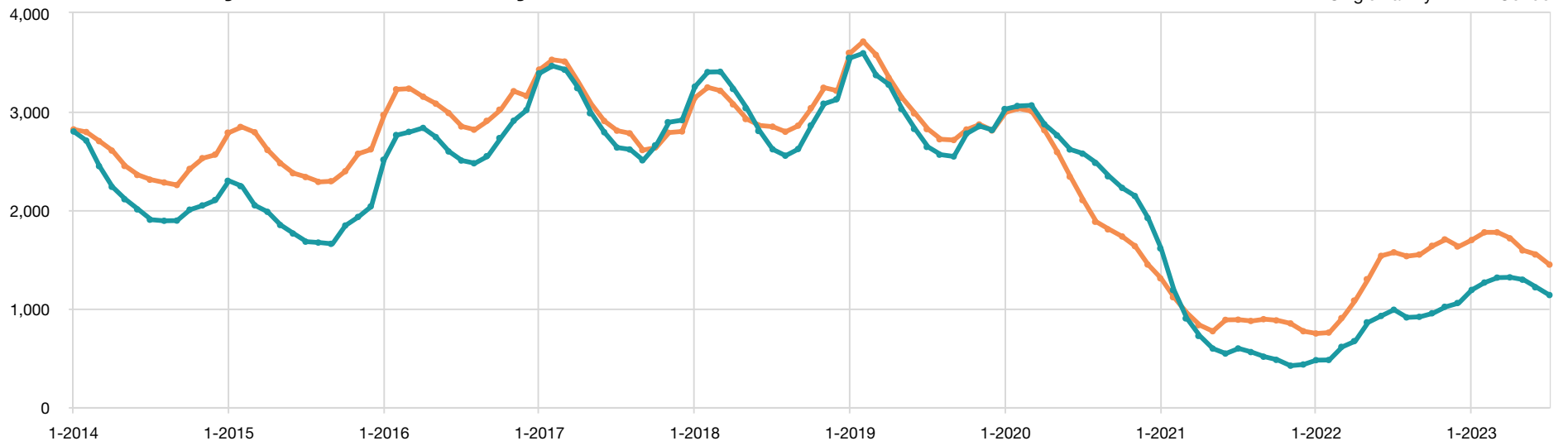


July



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2022	1,532	+ 75.3%	910	+ 63.1%
Sep-2022	1,548	+ 73.5%	916	+ 79.3%
Oct-2022	1,637	+ 86.0%	952	+ 98.7%
Nov-2022	1,702	+ 100.5%	1,018	+ 142.4%
Dec-2022	1,630	+ 111.7%	1,056	+ 144.4%
Jan-2023	1,696	+ 127.0%	1,189	+ 149.8%
Feb-2023	1,774	+ 134.7%	1,264	+ 164.4%
Mar-2023	1,774	+ 96.5%	1,314	+ 115.1%
Apr-2023	1,713	+ 58.5%	1,317	+ 96.9%
May-2023	1,590	+ 22.5%	1,293	+ 50.3%
Jun-2023	1,549	+ 0.9%	1,216	+ 31.5%
Jul-2023	1,446	- 8.0%	1,137	+ 15.1%
12-Month Avg	1,633	+ 61.2%	1,132	+ 83.5%

Overall Inventory of Homes for Sale by Month



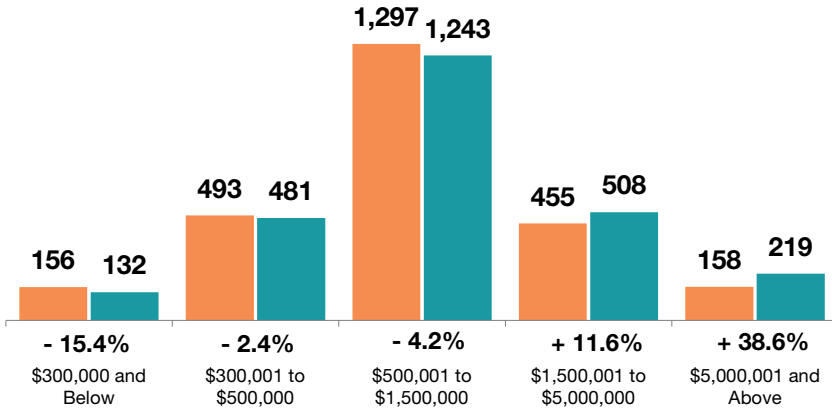
Overall Inventory of Homes for Sale by Price Range



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

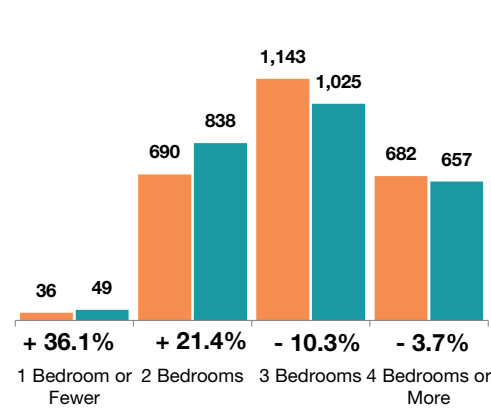
By Price Range

7-2022 7-2023



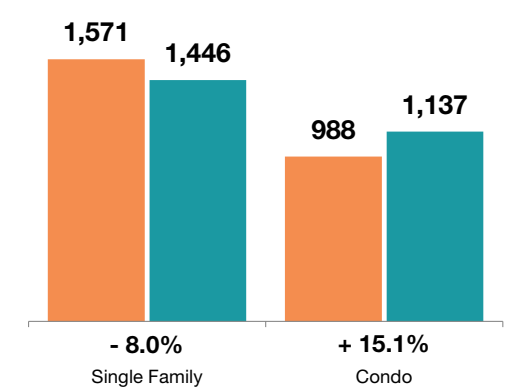
By Bedroom Count

7-2022 7-2023



By Property Type

7-2022 7-2023



All Properties

By Price Range

	7-2022	7-2023	Change
\$300,000 and Below	156	132	- 15.4%
\$300,001 to \$500,000	493	481	- 2.4%
\$500,001 to \$1,500,000	1,297	1,243	- 4.2%
\$1,500,001 to \$5,000,000	455	508	+ 11.6%
\$5,000,001 and Above	158	219	+ 38.6%
All Price Ranges	2,559	2,583	+ 0.9%

Single Family

	7-2022	7-2023	Change
1 Bedroom or Fewer	38	60	+ 57.9%
2 Bedrooms	142	86	- 39.4%
3 Bedrooms	924	761	- 17.6%
4 Bedrooms or More	319	339	+ 6.3%
All Single Family	1,571	1,446	- 8.0%

Condo

	7-2022	7-2023	Change
1 Bedroom or Fewer	118	72	- 39.0%
2 Bedrooms	351	395	+ 12.5%
3 Bedrooms	373	482	+ 29.2%
4 Bedrooms or More	136	169	+ 24.3%
All Condo	988	1,137	+ 15.1%

By Bedroom Count

	7-2022	7-2023	Change
1 Bedroom or Fewer	36	49	+ 36.1%
2 Bedrooms	690	838	+ 21.4%
3 Bedrooms	1,143	1,025	- 10.3%
4 Bedrooms or More	682	657	- 3.7%
All Bedroom Counts	2,559	2,583	+ 0.9%

	7-2022	7-2023	Change
1 Bedroom or Fewer	6	12	+ 100.0%
2 Bedrooms	135	167	+ 23.7%
3 Bedrooms	771	636	- 17.5%
4 Bedrooms or More	658	623	- 5.3%
All Single Family	1,571	1,446	- 8.0%

	7-2022	7-2023	Change
1 Bedroom or Fewer	30	37	+ 23.3%
2 Bedrooms	555	671	+ 20.9%
3 Bedrooms	372	389	+ 4.6%
4 Bedrooms or More	24	34	+ 41.7%
All Condo	988	1,137	+ 15.1%

Listing and Sales Summary Report

July 2023

	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Jul-23	Jul-22	% Change	Jul-23	Jul-22	% Change	Jul-23	Jul-22	% Change	Jul-23	Jul-22	% Change
Overall Naples Market*	\$595,000	\$545,000	+9.2%	600	681	-11.9%	2,583	2,559	+0.9%	56	26	+115.4%
Collier County	\$625,000	\$550,000	+13.6%	652	720	-9.4%	3,037	2,845	+6.7%	57	27	+111.1%
Ave Maria	\$458,750	\$417,150	+10.0%	26	13	+100.0%	69	52	+32.7%	85	26	+226.9%
Central Naples	\$450,000	\$422,500	+6.5%	81	122	-33.6%	247	346	-28.6%	49	23	+113.0%
East Naples	\$578,000	\$549,450	+5.2%	152	176	-13.6%	599	731	-18.1%	62	25	+148.0%
Everglades City	--	--	--	0	0	--	7	3	+133.3%	--	--	--
Immokalee	\$346,400	\$280,000	+23.7%	6	3	+100.0%	19	13	+46.2%	41	13	+215.4%
Immokalee / Ave Maria	\$440,000	\$392,600	+12.1%	32	16	+100.0%	88	65	+35.4%	77	24	+220.8%
Naples	\$610,000	\$549,000	+11.1%	568	665	-14.6%	2,497	2,495	+0.1%	54	26	+107.7%
Naples Beach	\$1,400,000	\$975,000	+43.6%	97	89	+9.0%	708	523	+35.4%	65	43	+51.2%
North Naples	\$721,500	\$665,000	+8.5%	146	179	-18.4%	526	517	+1.7%	47	24	+95.8%
South Naples	\$427,500	\$429,000	-0.3%	92	99	-7.1%	415	377	+10.1%	46	23	+100.0%
34102	\$1,655,000	\$1,150,000	+43.9%	19	38	-50.0%	217	174	+24.7%	87	55	+58.2%
34103	\$1,775,000	\$649,950	+173.1%	32	20	+60.0%	220	155	+41.9%	45	21	+114.3%
34104	\$450,000	\$401,000	+12.2%	32	46	-30.4%	98	146	-32.9%	59	20	+195.0%
34105	\$459,950	\$427,926	+7.5%	30	48	-37.5%	91	114	-20.2%	45	22	+104.5%
34108	\$1,187,000	\$975,000	+21.7%	46	31	+48.4%	271	194	+39.7%	70	43	+62.8%
34109	\$562,500	\$714,000	-21.2%	32	41	-22.0%	124	116	+6.9%	39	20	+95.0%
34110	\$685,000	\$507,000	+35.1%	47	65	-27.7%	191	151	+26.5%	56	23	+143.5%
34112	\$372,500	\$365,500	+1.9%	52	65	-20.0%	240	208	+15.4%	43	21	+104.8%
34113	\$591,000	\$563,500	+4.9%	40	34	+17.6%	175	169	+3.6%	50	27	+85.2%
34114	\$634,794	\$560,000	+13.4%	42	59	-28.8%	240	223	+7.6%	75	22	+240.9%
34116	\$460,000	\$425,000	+8.2%	19	28	-32.1%	58	86	-32.6%	38	32	+18.8%
34117	\$499,500	\$520,450	-4.0%	19	26	-26.9%	78	151	-48.3%	72	28	+157.1%
34119	\$830,000	\$800,000	+3.8%	67	73	-8.2%	211	250	-15.6%	45	26	+73.1%
34120	\$563,000	\$549,900	+2.4%	91	91	0.0%	280	356	-21.3%	55	26	+111.5%
34137	--	--	--	0	0	--	1	1	0.0%	--	--	--
34142	\$440,000	\$392,600	+12.1%	32	16	+100.0%	88	65	+35.4%	77	24	+220.8%

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

Local Market Update – July 2023

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Naples Beach

34102, 34103, 34108

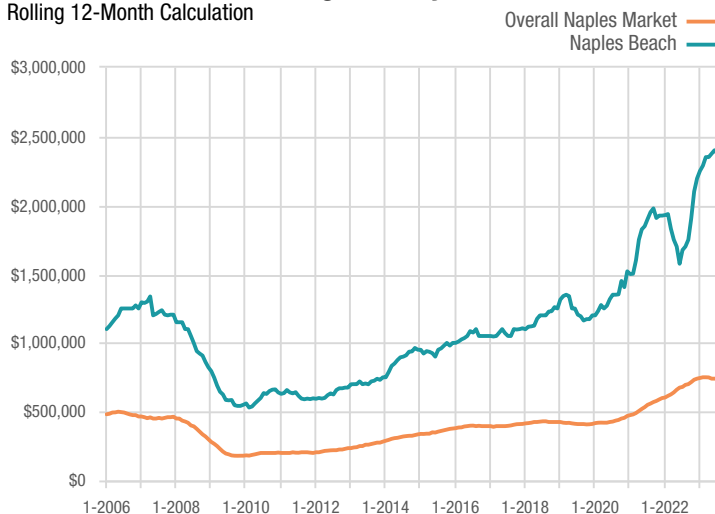
Single Family	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	65	51	- 21.5%	722	630	- 12.7%
Total Sales	34	44	+ 29.4%	431	340	- 21.1%
Days on Market Until Sale	64	91	+ 42.2%	41	79	+ 92.7%
Median Closed Price*	\$3,000,000	\$2,112,500	- 29.6%	\$1,999,500	\$2,500,000	+ 25.0%
Average Closed Price*	\$4,329,938	\$3,690,309	- 14.8%	\$3,929,580	\$3,959,698	+ 0.8%
Percent of List Price Received*	98.1%	91.3%	- 6.9%	98.9%	92.7%	- 6.3%
Inventory of Homes for Sale	297	348	+ 17.2%	—	—	—
Months Supply of Inventory	4.7	7.8	+ 66.0%	—	—	—

Condo	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	74	68	- 8.1%	962	974	+ 1.2%
Total Sales	55	53	- 3.6%	817	638	- 21.9%
Days on Market Until Sale	30	44	+ 46.7%	20	54	+ 170.0%
Median Closed Price*	\$840,000	\$1,150,000	+ 36.9%	\$1,002,000	\$1,227,500	+ 22.5%
Average Closed Price*	\$1,191,644	\$1,521,706	+ 27.7%	\$1,567,906	\$1,658,720	+ 5.8%
Percent of List Price Received*	98.1%	94.8%	- 3.4%	100.1%	95.4%	- 4.7%
Inventory of Homes for Sale	226	360	+ 59.3%	—	—	—
Months Supply of Inventory	2.1	4.9	+ 133.3%	—	—	—

* 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.

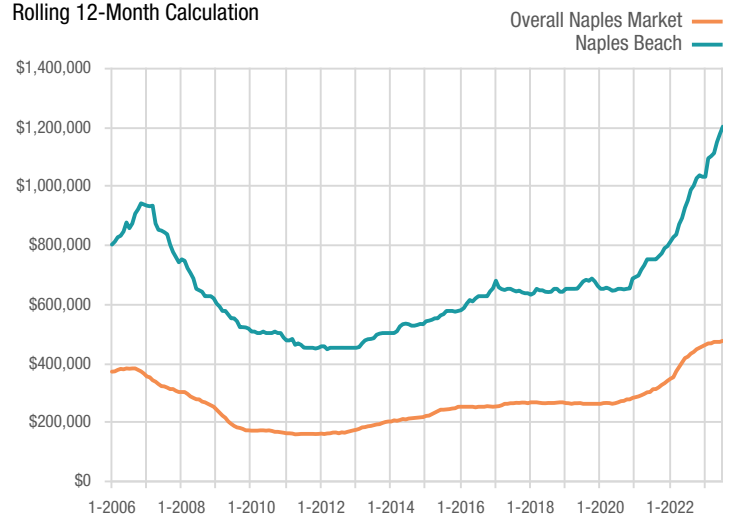
Median Closed Price - Single Family

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 2023

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North Naples

34109, 34110, 34119

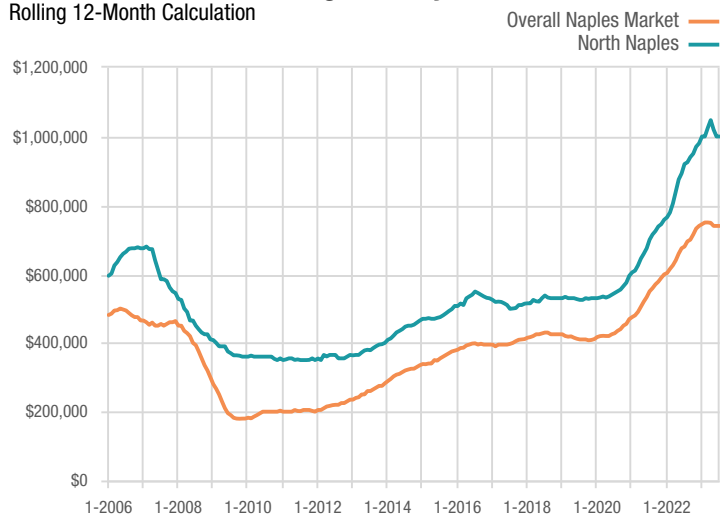
Single Family	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	107	94	- 12.1%	1,090	888	- 18.5%
Total Sales	82	72	- 12.2%	774	612	- 20.9%
Days on Market Until Sale	30	55	+ 83.3%	20	50	+ 150.0%
Median Closed Price*	\$1,012,500	\$1,062,400	+ 4.9%	\$979,500	\$1,050,000	+ 7.2%
Average Closed Price*	\$1,340,909	\$1,391,776	+ 3.8%	\$1,358,784	\$1,469,441	+ 8.1%
Percent of List Price Received*	96.6%	95.8%	- 0.8%	100.0%	95.9%	- 4.1%
Inventory of Homes for Sale	271	282	+ 4.1%	—	—	—
Months Supply of Inventory	2.4	3.5	+ 45.8%	—	—	—

Condo	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	113	103	- 8.8%	1,220	982	- 19.5%
Total Sales	97	74	- 23.7%	987	743	- 24.7%
Days on Market Until Sale	18	40	+ 122.2%	12	41	+ 241.7%
Median Closed Price*	\$433,000	\$470,000	+ 8.5%	\$455,000	\$495,000	+ 8.8%
Average Closed Price*	\$585,192	\$562,239	- 3.9%	\$637,618	\$731,500	+ 14.7%
Percent of List Price Received*	99.0%	96.6%	- 2.4%	101.6%	97.1%	- 4.4%
Inventory of Homes for Sale	246	244	- 0.8%	—	—	—
Months Supply of Inventory	1.8	2.4	+ 33.3%	—	—	—

* 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.

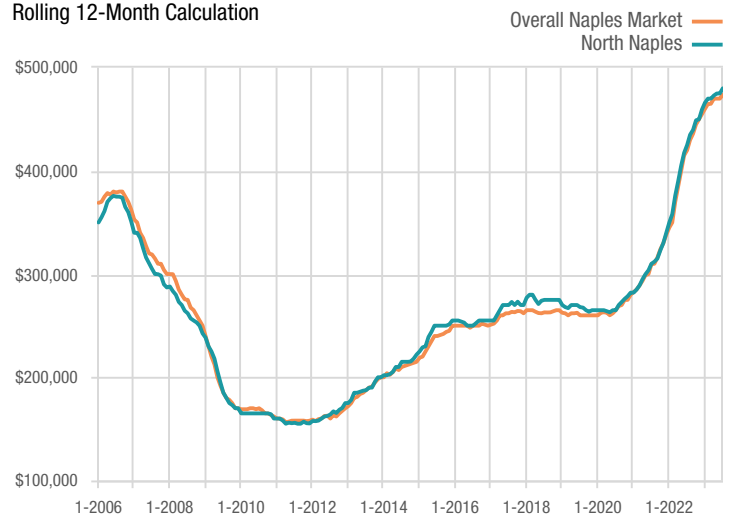
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – July 2023

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Central Naples

34104, 34105, 34116

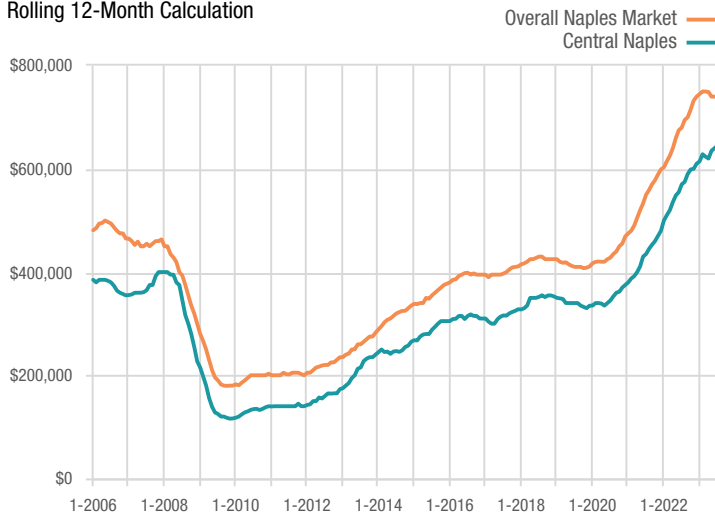
Single Family	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	69	40	- 42.0%	661	471	- 28.7%
Total Sales	49	39	- 20.4%	503	370	- 26.4%
Days on Market Until Sale	32	44	+ 37.5%	22	45	+ 104.5%
Median Closed Price*	\$590,000	\$575,000	- 2.5%	\$599,000	\$650,500	+ 8.6%
Average Closed Price*	\$823,076	\$678,205	- 17.6%	\$940,060	\$946,733	+ 0.7%
Percent of List Price Received*	97.3%	96.5%	- 0.8%	99.2%	96.1%	- 3.1%
Inventory of Homes for Sale	196	128	- 34.7%	—	—	—
Months Supply of Inventory	2.7	2.6	- 3.7%	—	—	—

Condo	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	77	58	- 24.7%	722	519	- 28.1%
Total Sales	73	42	- 42.5%	577	410	- 28.9%
Days on Market Until Sale	18	53	+ 194.4%	13	40	+ 207.7%
Median Closed Price*	\$325,000	\$357,500	+ 10.0%	\$340,000	\$351,750	+ 3.5%
Average Closed Price*	\$374,280	\$394,699	+ 5.5%	\$395,889	\$411,976	+ 4.1%
Percent of List Price Received*	97.6%	97.0%	- 0.6%	101.0%	96.8%	- 4.2%
Inventory of Homes for Sale	150	119	- 20.7%	—	—	—
Months Supply of Inventory	1.8	2.1	+ 16.7%	—	—	—

* 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.

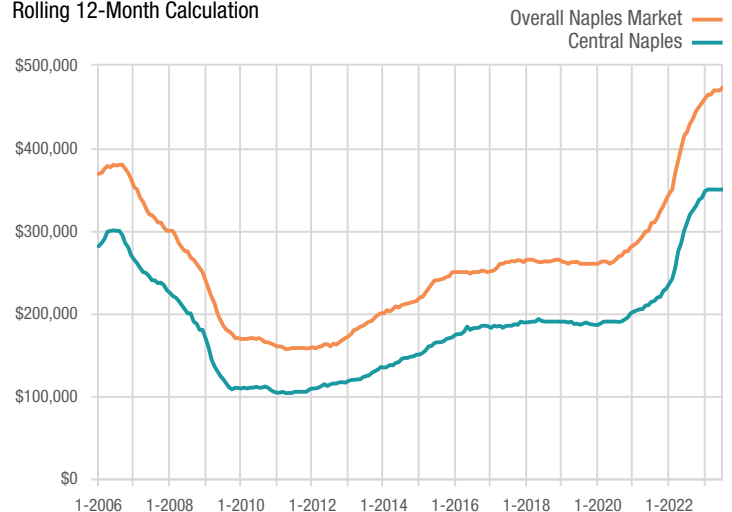
Median Closed Price - Single Family

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 2023

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South Naples

34112, 34113

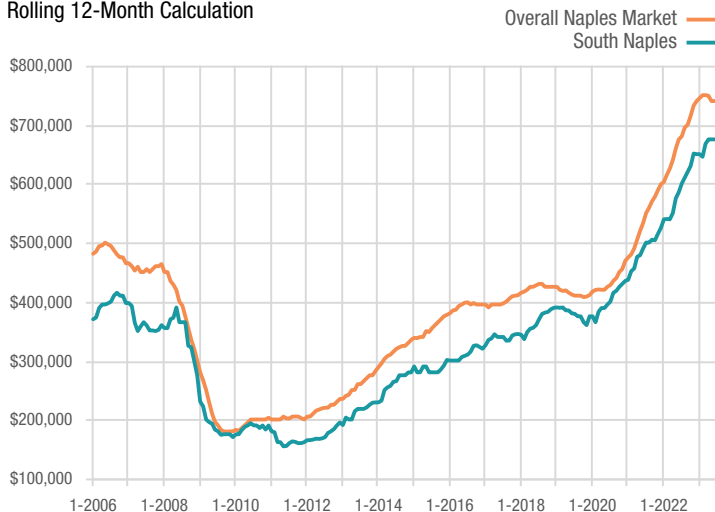
Single Family	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	58	67	+ 15.5%	545	513	- 5.9%
Total Sales	34	39	+ 14.7%	381	360	- 5.5%
Days on Market Until Sale	31	46	+ 48.4%	23	54	+ 134.8%
Median Closed Price*	\$595,000	\$530,000	- 10.9%	\$640,000	\$646,000	+ 0.9%
Average Closed Price*	\$852,379	\$868,845	+ 1.9%	\$898,089	\$946,562	+ 5.4%
Percent of List Price Received*	95.3%	94.2%	- 1.2%	99.7%	95.5%	- 4.2%
Inventory of Homes for Sale	166	177	+ 6.6%	—	—	—
Months Supply of Inventory	3.1	3.8	+ 22.6%	—	—	—

Condo	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	100	88	- 12.0%	928	823	- 11.3%
Total Sales	65	53	- 18.5%	757	654	- 13.6%
Days on Market Until Sale	19	46	+ 142.1%	12	47	+ 291.7%
Median Closed Price*	\$379,900	\$375,000	- 1.3%	\$385,000	\$400,000	+ 3.9%
Average Closed Price*	\$412,059	\$444,921	+ 8.0%	\$429,143	\$457,143	+ 6.5%
Percent of List Price Received*	99.1%	97.0%	- 2.1%	100.8%	97.0%	- 3.8%
Inventory of Homes for Sale	211	238	+ 12.8%	—	—	—
Months Supply of Inventory	2.0	2.9	+ 45.0%	—	—	—

* 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.

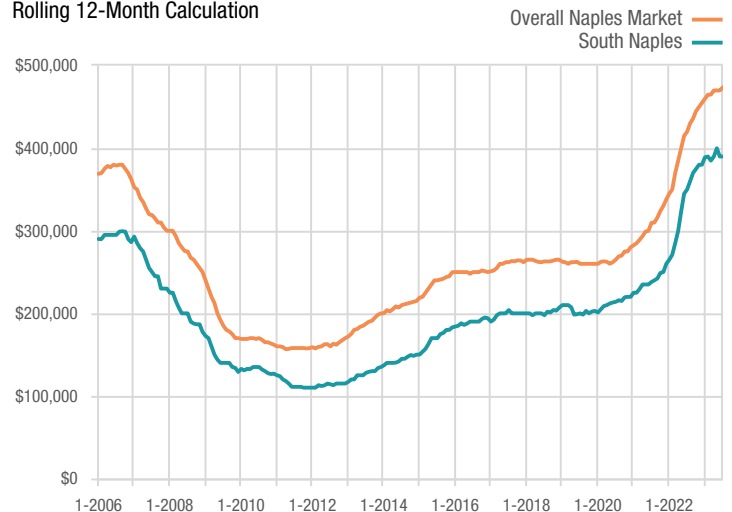
Median Closed Price - Single Family

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.

Local Market Update – July 2023

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East Naples

34114, 34117, 34120, 34137

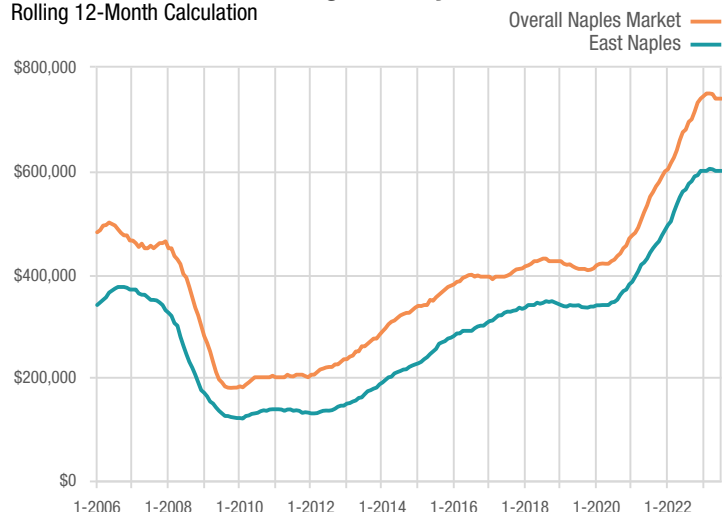
Single Family	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	208	137	- 34.1%	1,683	1,339	- 20.4%
Total Sales	120	116	- 3.3%	1,177	1,023	- 13.1%
Days on Market Until Sale	28	61	+ 117.9%	28	63	+ 125.0%
Median Closed Price*	\$570,000	\$595,000	+ 4.4%	\$600,000	\$611,888	+ 2.0%
Average Closed Price*	\$716,438	\$750,945	+ 4.8%	\$759,126	\$748,521	- 1.4%
Percent of List Price Received*	98.3%	97.6%	- 0.7%	98.9%	97.1%	- 1.8%
Inventory of Homes for Sale	591	444	- 24.9%	—	—	—
Months Supply of Inventory	3.5	3.4	- 2.9%	—	—	—

Condo	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	52	67	+ 28.8%	605	517	- 14.5%
Total Sales	56	36	- 35.7%	464	391	- 15.7%
Days on Market Until Sale	19	66	+ 247.4%	16	50	+ 212.5%
Median Closed Price*	\$492,500	\$489,500	- 0.6%	\$495,500	\$515,000	+ 3.9%
Average Closed Price*	\$520,963	\$509,670	- 2.2%	\$517,380	\$535,188	+ 3.4%
Percent of List Price Received*	97.8%	96.6%	- 1.2%	100.4%	97.1%	- 3.3%
Inventory of Homes for Sale	140	155	+ 10.7%	—	—	—
Months Supply of Inventory	2.1	3.1	+ 47.6%	—	—	—

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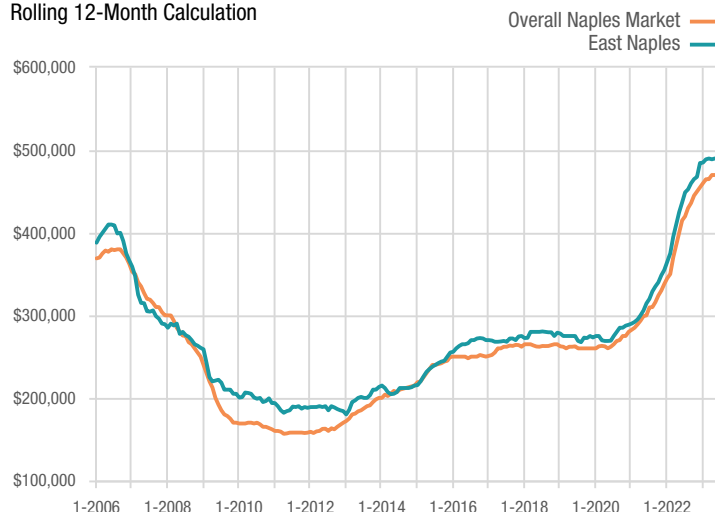
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Immokalee / Ave Maria

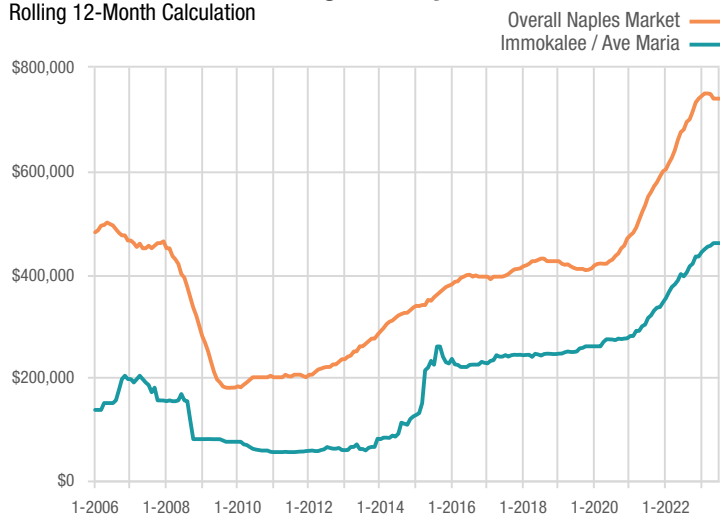
Single Family	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	28	31	+ 10.7%	164	224	+ 36.6%
Total Sales	12	26	+ 116.7%	145	176	+ 21.4%
Days on Market Until Sale	19	62	+ 226.3%	22	55	+ 150.0%
Median Closed Price*	\$407,600	\$456,200	+ 11.9%	\$420,000	\$456,250	+ 8.6%
Average Closed Price*	\$456,246	\$497,365	+ 9.0%	\$444,889	\$481,367	+ 8.2%
Percent of List Price Received*	98.3%	97.6%	- 0.7%	99.3%	97.0%	- 2.3%
Inventory of Homes for Sale	50	67	+ 34.0%	—	—	—
Months Supply of Inventory	2.3	3.4	+ 47.8%	—	—	—

Condo	July			Year to Date		
Key Metrics	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
New Listings	6	6	0.0%	37	50	+ 35.1%
Total Sales	4	6	+ 50.0%	38	29	- 23.7%
Days on Market Until Sale	39	142	+ 264.1%	50	81	+ 62.0%
Median Closed Price*	\$373,221	\$321,749	- 13.8%	\$313,998	\$344,997	+ 9.9%
Average Closed Price*	\$383,148	\$328,391	- 14.3%	\$315,417	\$351,432	+ 11.4%
Percent of List Price Received*	97.8%	95.9%	- 1.9%	100.7%	96.9%	- 3.8%
Inventory of Homes for Sale	15	21	+ 40.0%	—	—	—
Months Supply of Inventory	2.9	6.5	+ 124.1%	—	—	—

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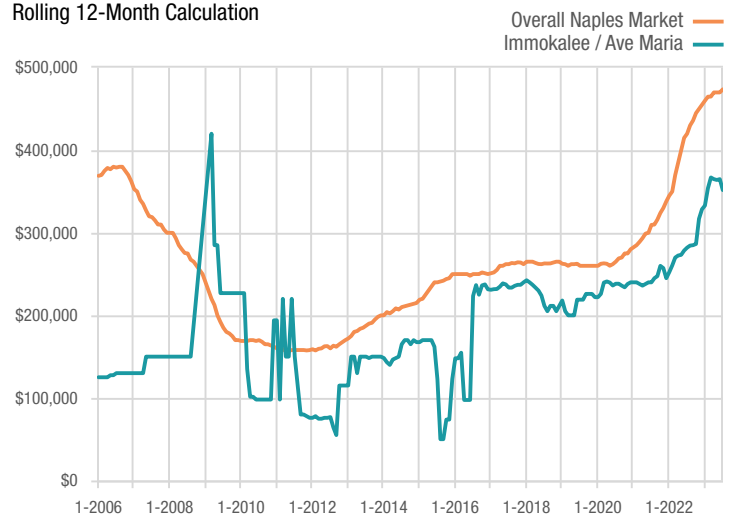
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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