

# 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

<b>- 11.9%</b>	<b>+ 9.2%</b>	<b>+ 0.9%</b>
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
<b>- 9.2%</b>	<b>- 24.8%</b>	<b>- 23.5%</b>
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

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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	7-2022	7-2023	% Change	YTD 2022	YTD 2023	% Change
<b>New Listings</b>		957	<b>810</b>	- 15.4%	9,339	<b>7,930</b>	- 15.1%
<b>Total Sales</b>		681	<b>600</b>	- 11.9%	7,051	<b>5,746</b>	- 18.5%
<b>Days on Market Until Sale</b>		26	<b>56</b>	+ 115.4%	20	<b>52</b>	+ 160.0%
<b>Median Closed Price</b>		\$545,000	<b>\$595,000</b>	+ 9.2%	\$575,000	<b>\$602,620</b>	+ 4.8%
<b>Average Closed Price</b>		\$917,839	<b>\$1,009,915</b>	+ 10.0%	\$1,025,217	<b>\$1,057,521</b>	+ 3.2%
<b>Percent of List Price Received</b>		97.9%	<b>96.1%</b>	- 1.8%	100.1%	<b>96.3%</b>	- 3.8%
<b>Pending Listings</b>		<b>751</b>	<b>798</b>	+ 6.3%	<b>8,470</b>	<b>7,457</b>	- 12.0%
<b>Inventory of Homes for Sale</b>		2,559	<b>2,583</b>	+ 0.9%	—	—	—
<b>Months Supply of Inventory</b>		2.6	<b>3.5</b>	+ 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
<b>New Listings</b>		535	420	- 21.5%	4,865	4,065	- 16.4%
<b>Total Sales</b>		331	336	+ 1.5%	3,411	2,881	- 15.5%
<b>Days on Market Until Sale</b>		32	60	+ 87.5%	26	58	+ 123.1%
<b>Median Closed Price</b>		\$725,000	\$735,000	+ 1.4%	\$740,000	\$740,000	0.0%
<b>Average Closed Price</b>		\$1,262,633	\$1,260,318	- 0.2%	\$1,323,118	\$1,314,708	- 0.6%
<b>Percent of List Price Received</b>		97.4%	95.9%	- 1.5%	99.3%	96.0%	- 3.3%
<b>Pending Listings</b>		383	429	+ 12.0%	4,114	3,774	- 8.3%
<b>Inventory of Homes for Sale</b>		1,571	1,446	- 8.0%	—	—	—
<b>Months Supply of Inventory</b>		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.



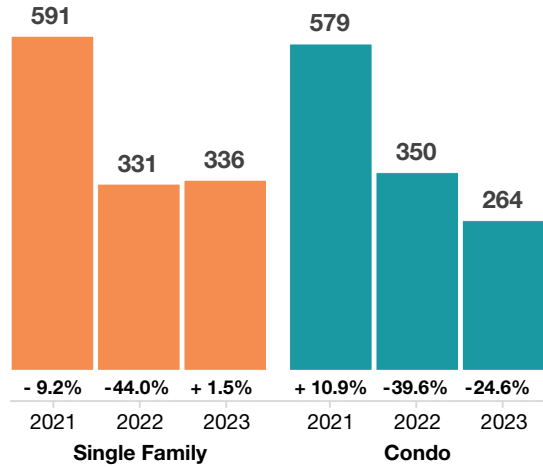
Key Metrics	Historical Sparkbars	7-2022	7-2023	% Change	YTD 2022	YTD 2023	% Change
<b>New Listings</b>		422	390	- 7.6%	4,474	3,865	- 13.6%
<b>Total Sales</b>		350	264	- 24.6%	3,640	2,865	- 21.3%
<b>Days on Market Until Sale</b>		20	50	+ 150.0%	15	47	+ 213.3%
<b>Median Closed Price</b>		\$428,500	\$455,000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

# Overall Closed Sales

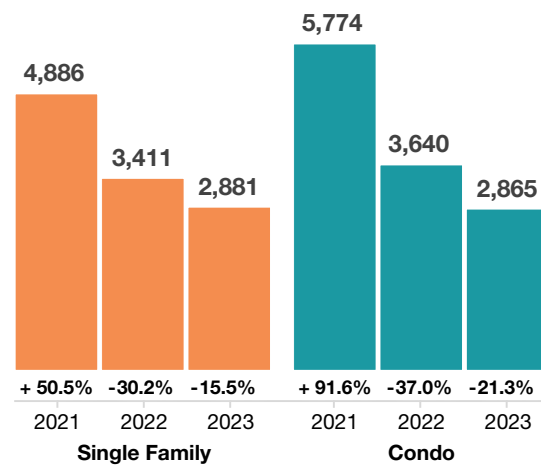
A count of the actual sales that closed in a given month.



## July

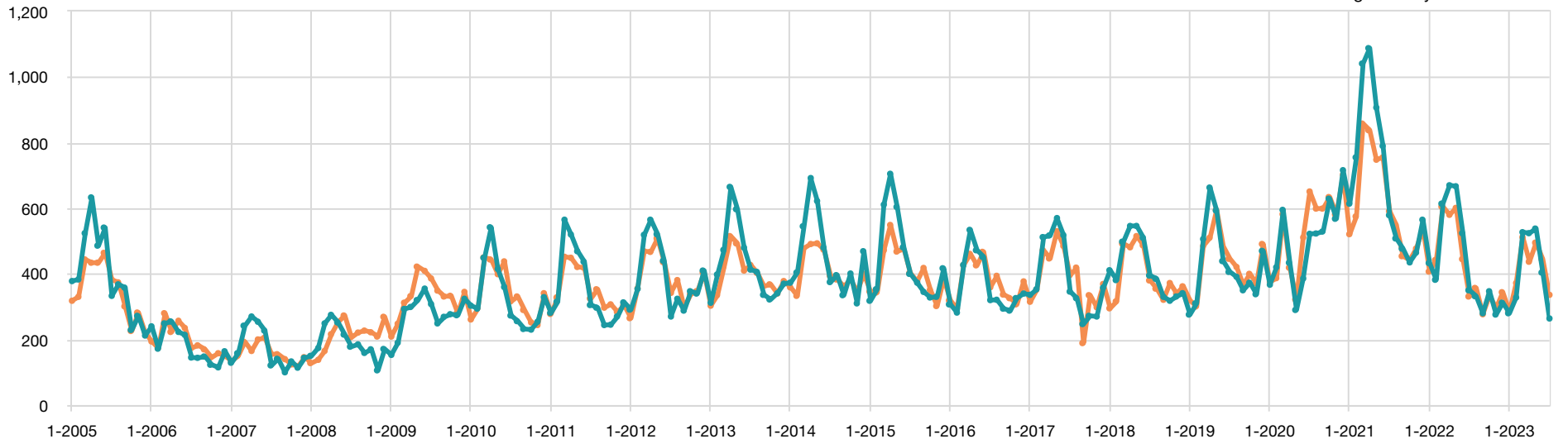


## Year to Date



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%
<b>Jul-2023</b>	<b>336</b>	<b>+1.5%</b>	<b>264</b>	<b>-24.6%</b>
12-Month Avg	374	-23.5%	368	-27.6%

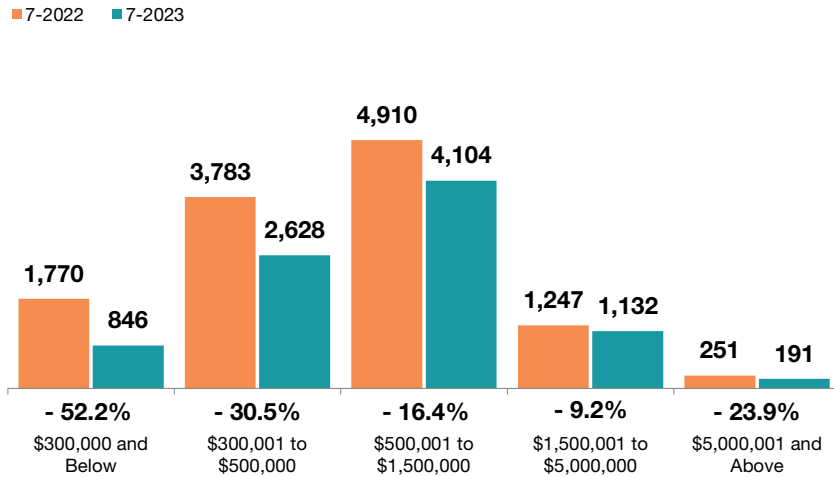
## Overall Closed Sales by Month



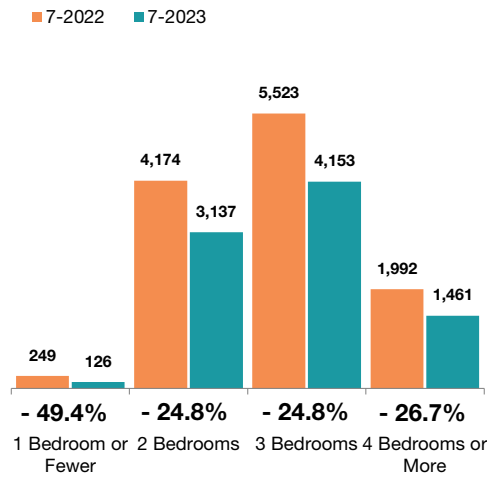
# Overall Closed Sales by Price Range

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

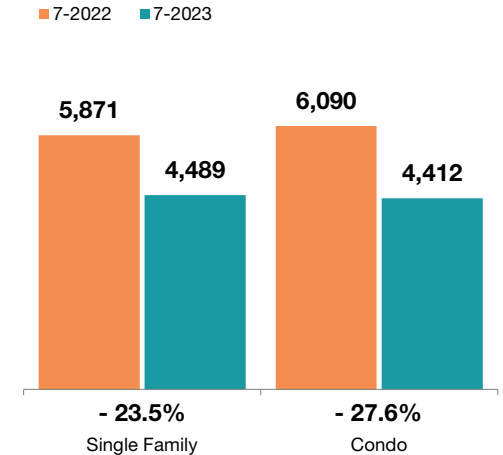
## By Price Range



## By Bedroom Count



## By Property Type



### 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%
<b>All Price Ranges</b>	<b>11,961</b>	<b>8,901</b>	<b>- 25.6%</b>

### Single Family

	7-2022	7-2023	Change
1 Bedroom or Fewer	358	218	- 39.1%
2 Bedrooms	1,358	828	- 39.0%
3 Bedrooms	3,169	2,545	- 19.7%
4 Bedrooms or More	786	737	- 6.2%
<b>All Single Family</b>	<b>5,871</b>	<b>4,489</b>	<b>- 23.5%</b>

### Condo

	7-2022	7-2023	Change
1 Bedroom or Fewer	1412	628	- 55.5%
2 Bedrooms	2425	1800	- 25.8%
3 Bedrooms	1741	1559	- 10.5%
4 Bedrooms or More	461	395	- 14.3%
<b>All Condo</b>	<b>6,090</b>	<b>4,412</b>	<b>- 27.6%</b>

## 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%
<b>All Bedroom Counts</b>	<b>11,961</b>	<b>8,901</b>	<b>- 25.6%</b>

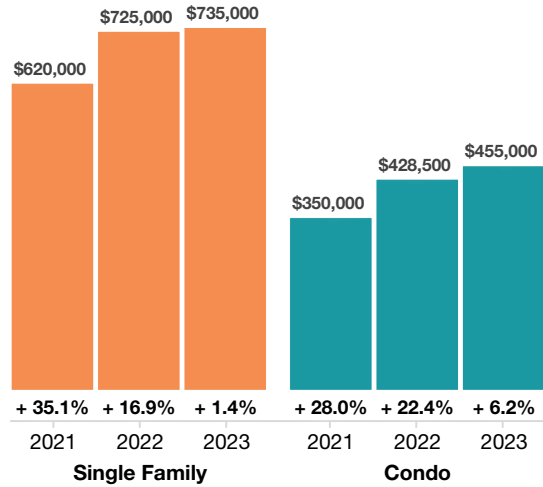
	7-2022	7-2023	Change
1 Bedroom or Fewer	38	25	- 34.2%
2 Bedrooms	621	544	- 12.4%
3 Bedrooms	3,342	2,541	- 24.0%
4 Bedrooms or More	1,868	1,372	- 26.6%
<b>All Single Family</b>	<b>5,871</b>	<b>4,489</b>	<b>- 23.5%</b>

# Overall Median Closed Price

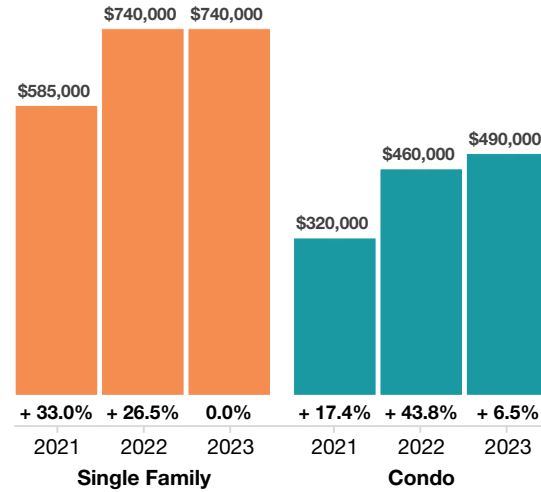
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



## July



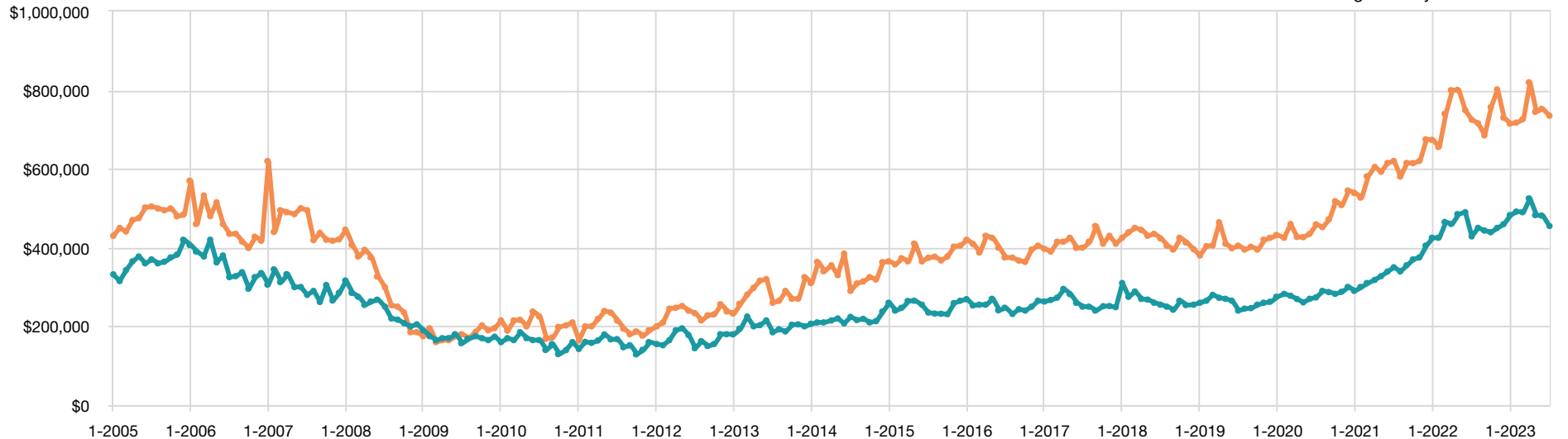
## Year to Date



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%
<b>Jul-2023</b>	<b>\$735,000</b>	<b>+ 1.4%</b>	<b>\$455,000</b>	<b>+ 6.2%</b>
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

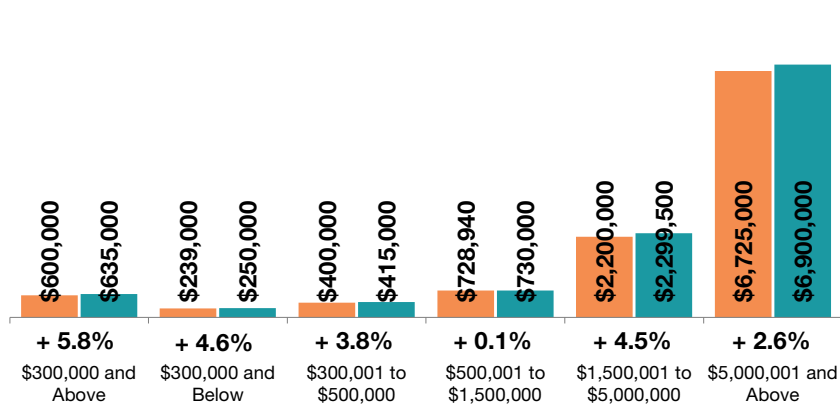


# Overall Median Closed Price by Price Range

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

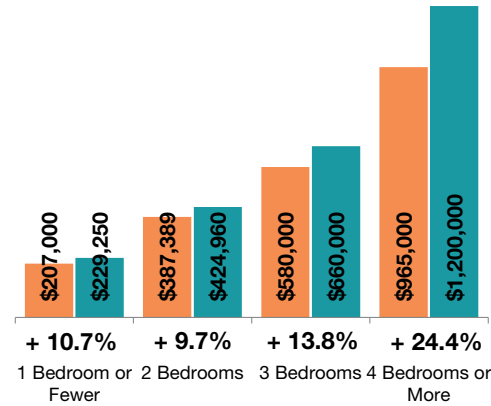
## By Price Range

7-2022 7-2023



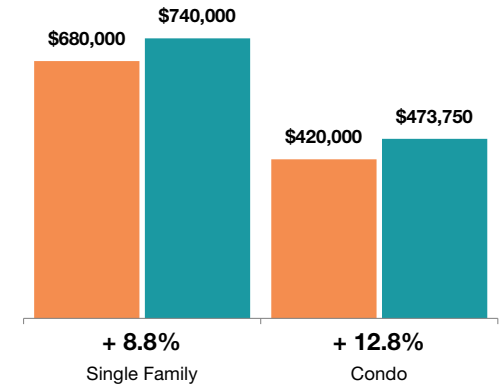
## By Bedroom Count

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%
<b>All Price Ranges</b>	<b>\$532,500</b>	<b>\$595,000</b>	<b>+ 11.7%</b>

### 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%
<b>\$680,000</b>	<b>\$740,000</b>	<b>+ 8.8%</b>	<b>\$420,000</b>	<b>\$473,750</b>	<b>+ 12.8%</b>

### Condo

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%
<b>All Bedroom Counts</b>	<b>\$532,500</b>	<b>\$595,000</b>	<b>+ 11.7%</b>

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%
<b>\$680,000</b>	<b>\$740,000</b>	<b>+ 8.8%</b>	<b>\$420,000</b>	<b>\$473,750</b>	<b>+ 12.8%</b>

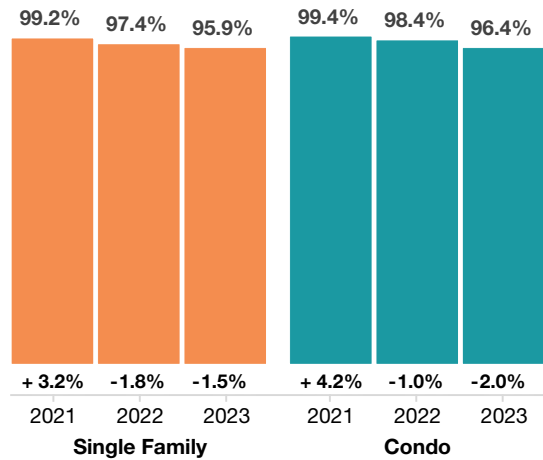


# Overall Percent of Current List Price Received

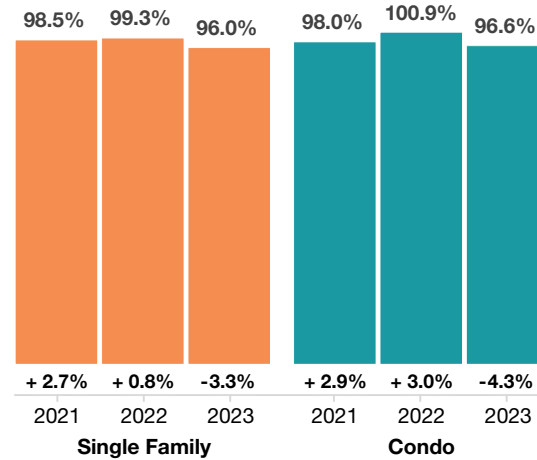


Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting concessions.

## July



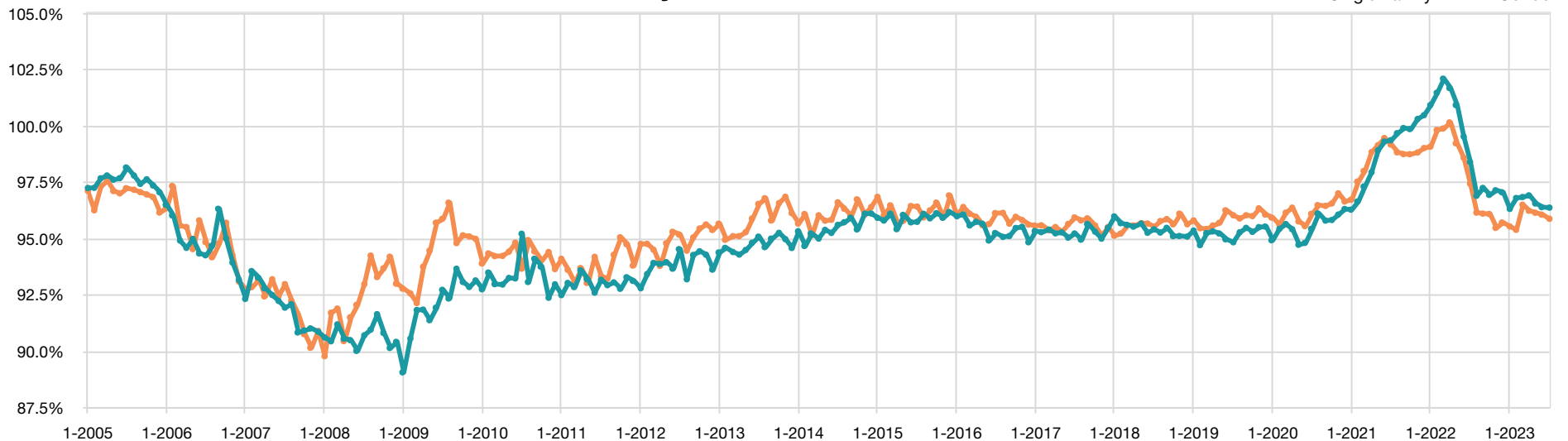
## Year to Date



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%
<b>Jul-2023</b>	<b>95.9%</b>	<b>-1.5%</b>	<b>96.4%</b>	<b>-2.0%</b>
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.

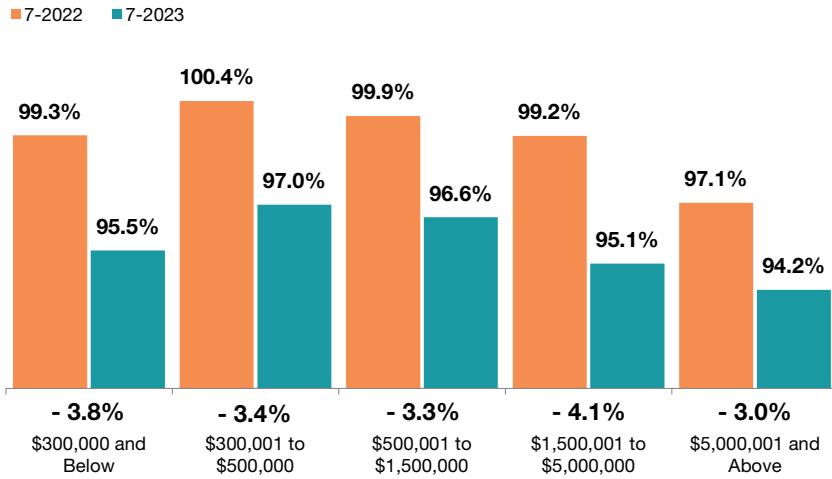
## Overall Percent of Current List Price Received by Month



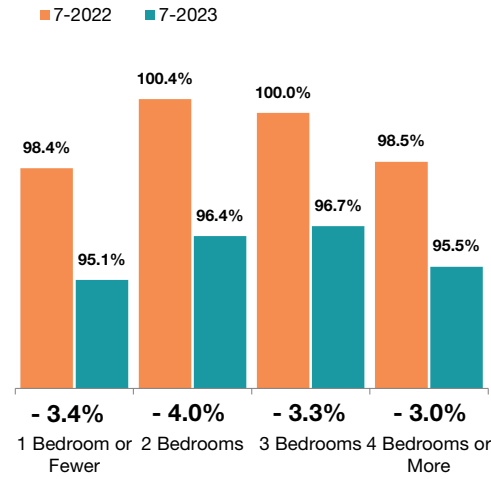
# Overall Percent of Current List Price Received by Price Range

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.

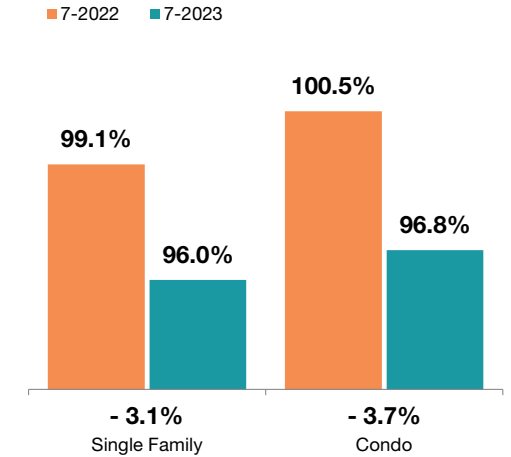
## By Price Range



## By Bedroom Count



## By Property Type



### 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%
<b>All Price Ranges</b>	<b>99.8%</b>	<b>96.4%</b>	<b>- 3.4%</b>

### Single Family

7-2022	7-2023	Change
97.0%	94.8%	- 2.3%
99.1%	97.1%	- 2.0%
99.5%	96.3%	- 3.2%
99.1%	94.4%	- 4.7%
96.6%	94.2%	- 2.5%
<b>99.1%</b>	<b>96.0%</b>	<b>- 3.1%</b>

### Condo

7-2022	7-2023	Change
99.8%	95.8%	- 4.0%
101.1%	97.0%	- 4.1%
100.7%	97.1%	- 3.6%
99.5%	96.4%	- 3.1%
98.8%	94.4%	- 4.5%
<b>100.5%</b>	<b>96.8%</b>	<b>- 3.7%</b>

### By Bedroom Count

7-2022	7-2023	Change
98.4%	95.1%	- 3.4%
100.4%	96.4%	- 4.0%
100.0%	96.7%	- 3.3%
98.5%	95.5%	- 3.0%
<b>99.8%</b>	<b>96.4%</b>	<b>- 3.4%</b>

7-2022	7-2023	Change
95.5%	93.4%	- 2.2%
98.9%	95.3%	- 3.6%
99.5%	96.5%	- 3.0%
98.5%	95.3%	- 3.2%
<b>99.1%</b>	<b>96.0%</b>	<b>- 3.1%</b>

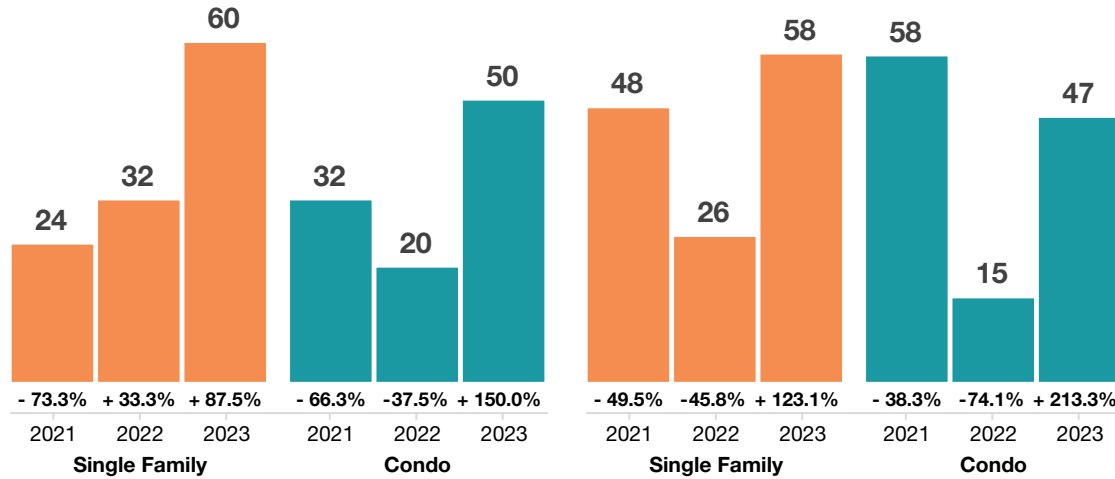
7-2022	7-2023	Change
98.9%	95.6%	- 3.3%
100.6%	96.6%	- 4.0%
100.7%	97.0%	- 3.7%
99.2%	98.2%	- 1.0%
<b>100.5%</b>	<b>96.8%</b>	<b>- 3.7%</b>

# Overall Days on Market Until Sale

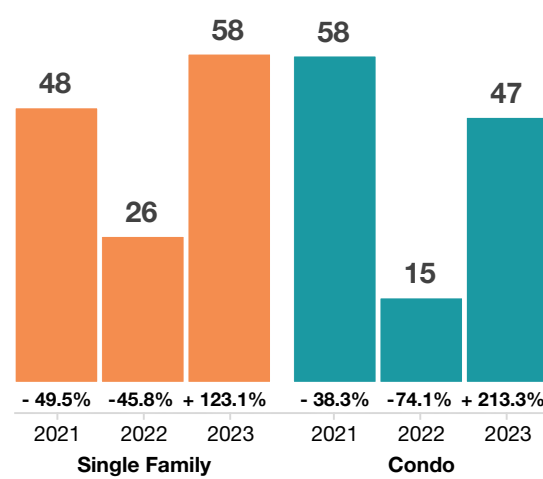
Average number of days between when a property is listed and when an offer is accepted in a given month.



## July



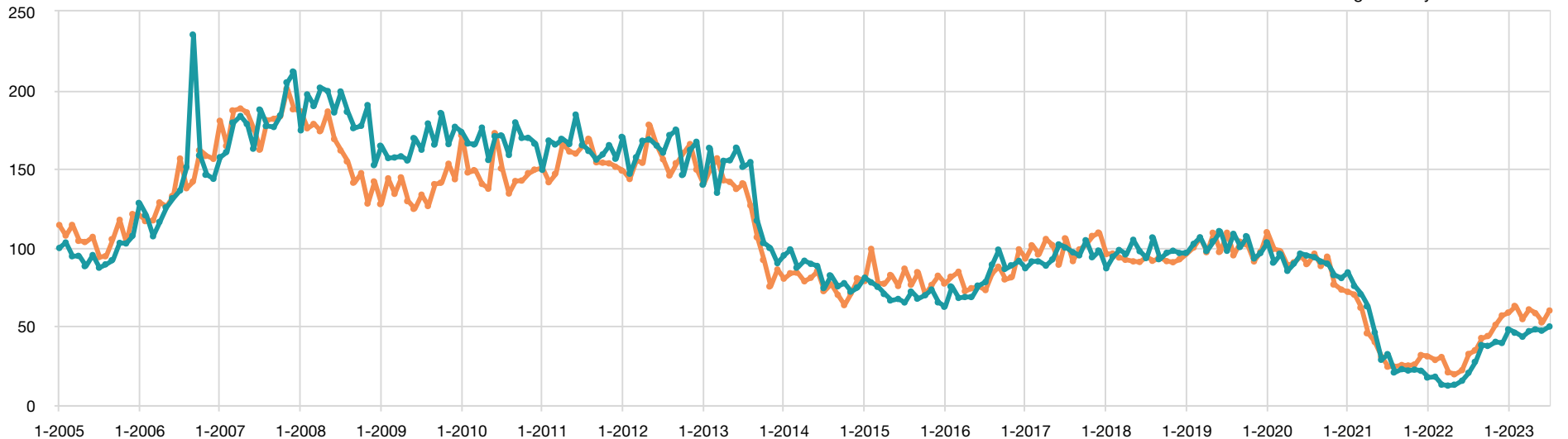
## Year to Date



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%
<b>Jul-2023</b>	<b>60</b>	<b>+ 87.5%</b>	<b>50</b>	<b>+ 150.0%</b>
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



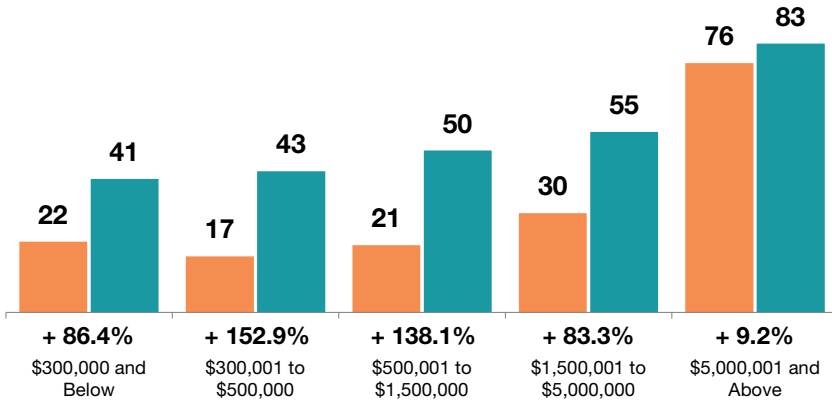
# Overall Days on Market Until Sale by Price Range



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

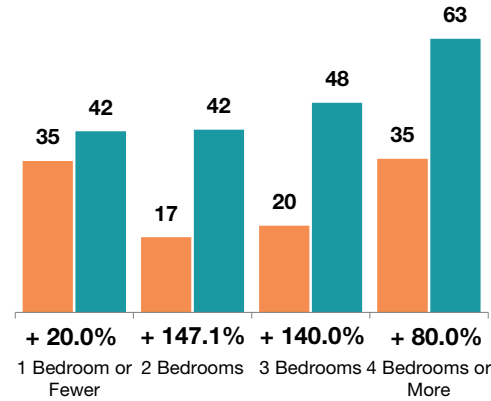
## By Price Range

7-2022 7-2023



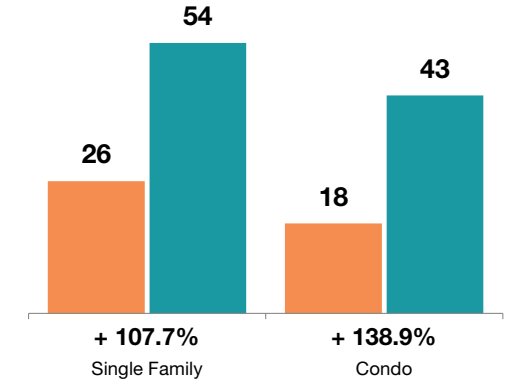
## By Bedroom Count

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%
<b>All Price Ranges</b>	<b>22</b>	<b>48</b>	<b>+ 118.2%</b>

### 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%
Single Family Total	80	83	+ 3.8%
<b>Single Family Total</b>	<b>26</b>	<b>54</b>	<b>+ 107.7%</b>

### 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%
Condo Total	61	78	+ 27.9%
<b>Condo Total</b>	<b>18</b>	<b>43</b>	<b>+ 138.9%</b>

### By Bedroom Count

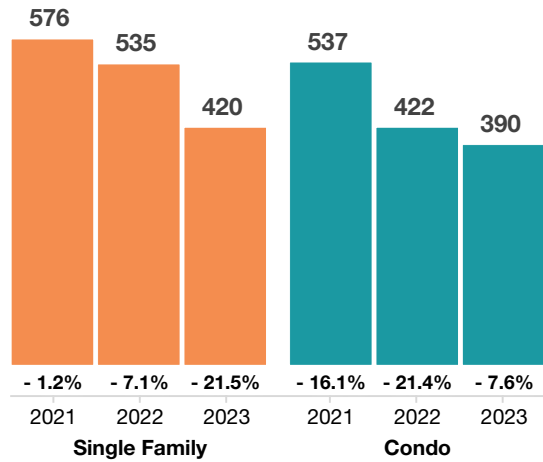
	7-2022	7-2023	Change
1 Bedroom or Fewer	35	42	+ 20.0%
2 Bedrooms	17	42	+ 147.1%
3 Bedrooms	20	48	+ 140.0%
4 Bedrooms or More	35	63	+ 80.0%
<b>All Bedroom Counts</b>	<b>22</b>	<b>48</b>	<b>+ 118.2%</b>

	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%
<b>All Bedroom Counts</b>	<b>26</b>	<b>54</b>	<b>+ 107.7%</b>

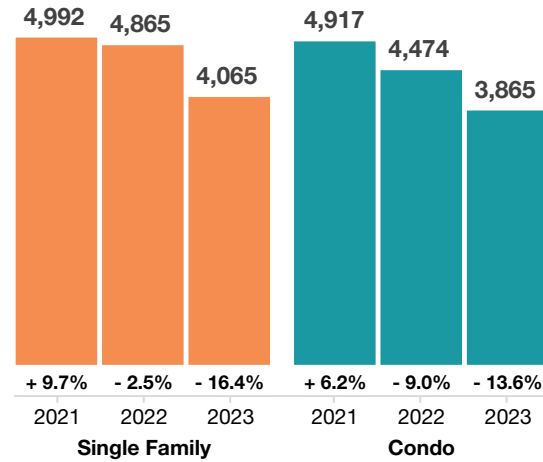
# Overall New Listings

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

## July

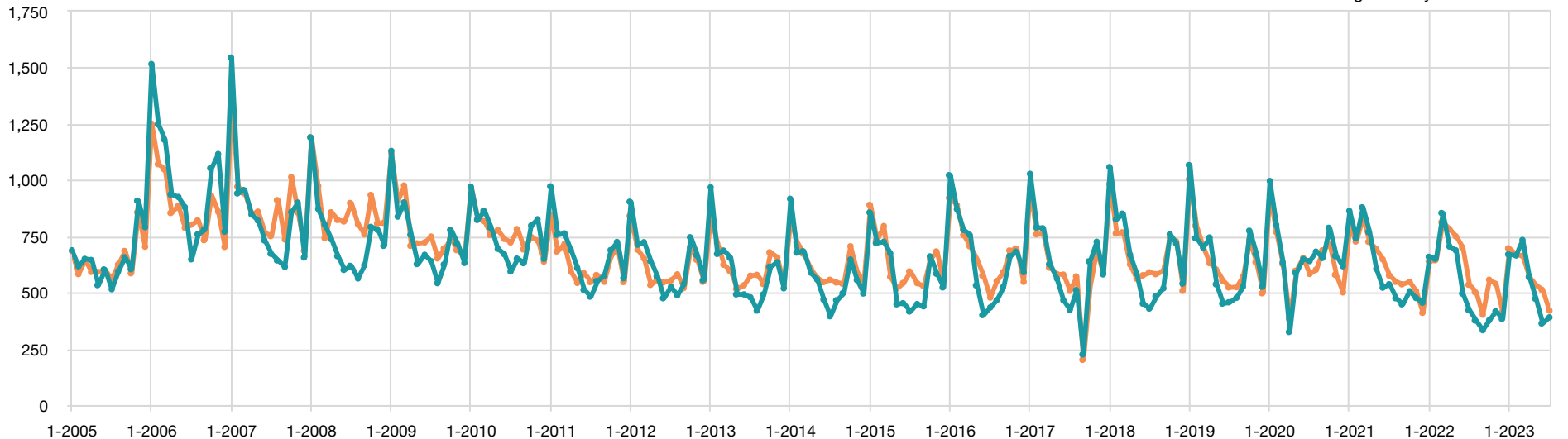


## Year to Date



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%
<b>Jul-2023</b>	<b>420</b>	<b>- 21.5%</b>	<b>390</b>	<b>- 7.6%</b>
12-Month Avg	540	- 12.6%	479	- 16.0%

## Overall New Listings by Month

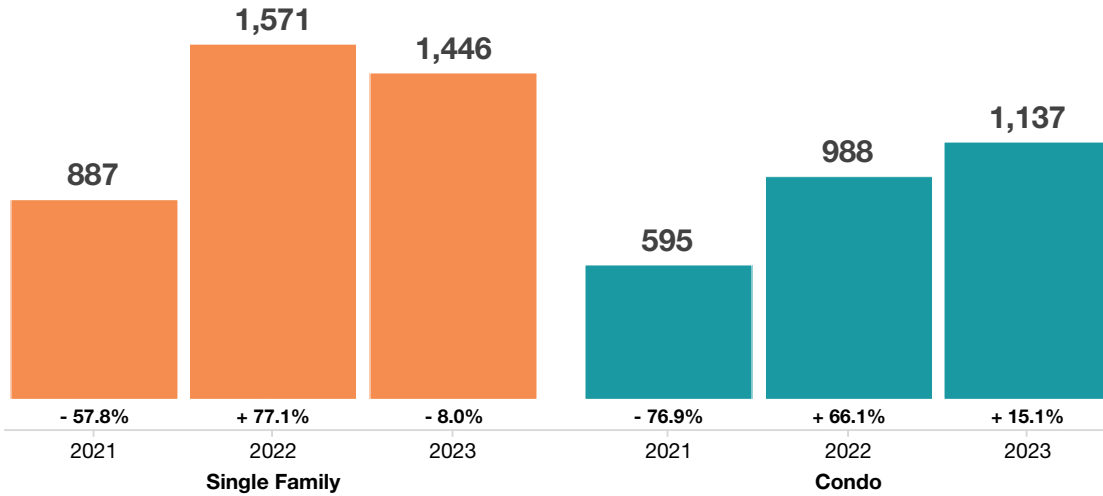


# Overall Inventory of Homes for Sale

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

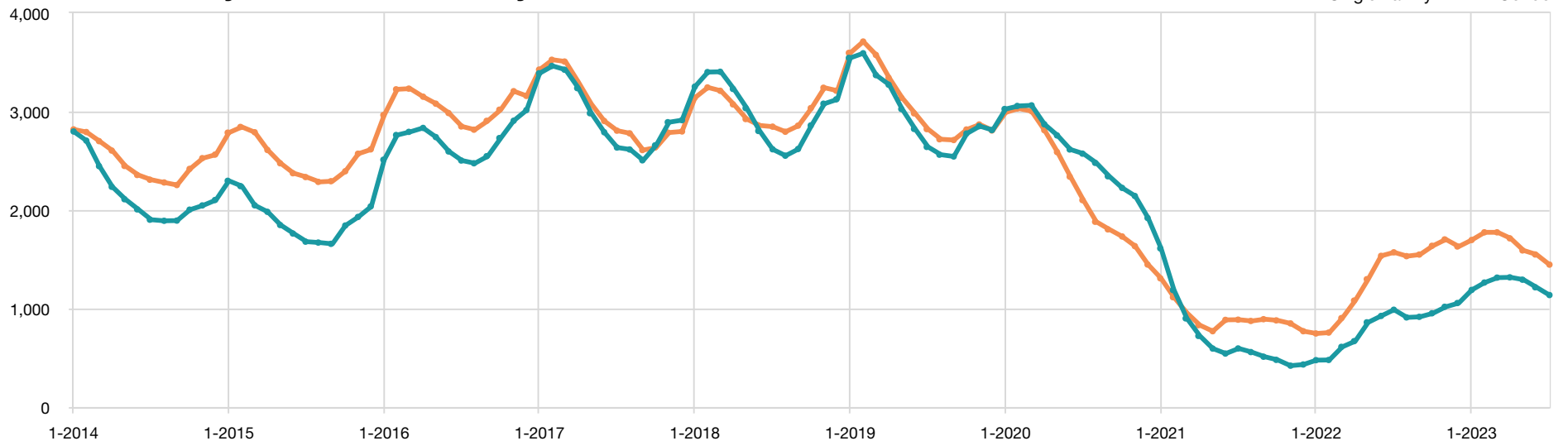


July



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%
<b>Jul-2023</b>	<b>1,446</b>	<b>- 8.0%</b>	<b>1,137</b>	<b>+ 15.1%</b>
12-Month Avg	1,633	+ 61.2%	1,132	+ 83.5%

## Overall Inventory of Homes for Sale by Month

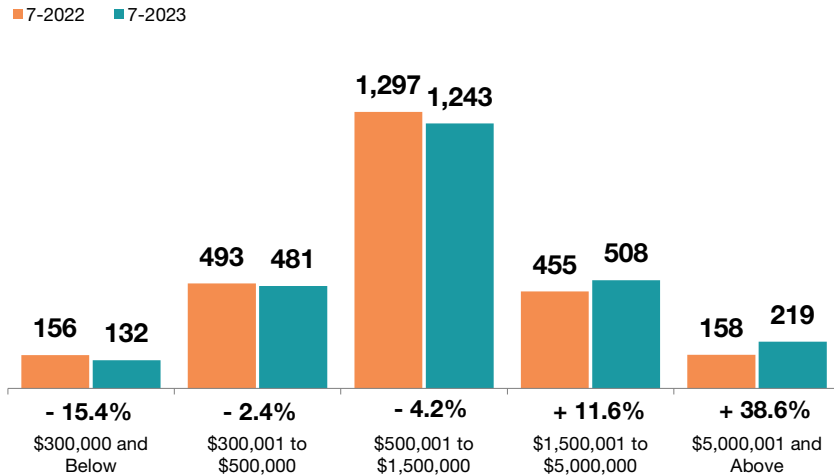


# Overall Inventory of Homes for Sale by Price Range

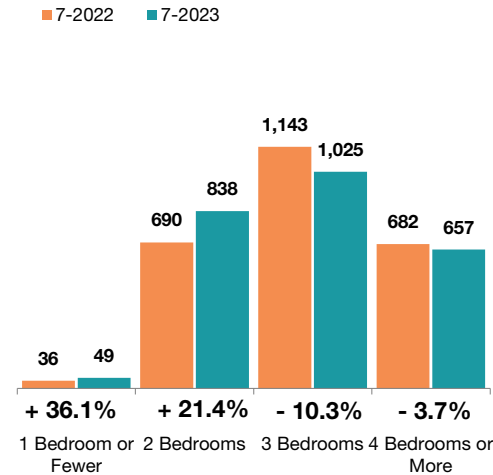


The number of properties available for sale in active status at the end of the most recent month. **Based on one month of activity.**

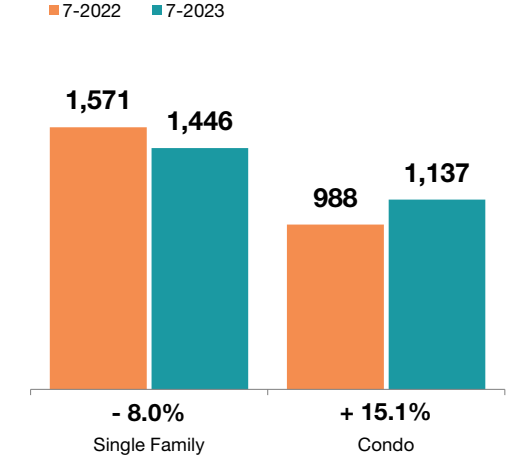
## By Price Range



## By Bedroom Count



## By Property Type



### 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%
<b>All Price Ranges</b>	<b>2,559</b>	<b>2,583</b>	<b>+ 0.9%</b>

### Single Family

7-2022	7-2023	Change
38	60	+ 57.9%
142	86	- 39.4%
924	761	- 17.6%
319	339	+ 6.3%
148	200	+ 35.1%
<b>1,571</b>	<b>1,446</b>	<b>- 8.0%</b>

### Condo

7-2022	7-2023	Change
118	72	- 39.0%
351	395	+ 12.5%
373	482	+ 29.2%
136	169	+ 24.3%
10	19	+ 90.0%
<b>988</b>	<b>1,137</b>	<b>+ 15.1%</b>

## By Bedroom Count

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%
<b>All Bedroom Counts</b>	<b>2,559</b>	<b>2,583</b>	<b>+ 0.9%</b>

7-2022	7-2023	Change
6	12	+ 100.0%
135	167	+ 23.7%
771	636	- 17.5%
658	623	- 5.3%
<b>1,571</b>	<b>1,446</b>	<b>- 8.0%</b>

7-2022	7-2023	Change
30	37	+ 23.3%
555	671	+ 20.9%
372	389	+ 4.6%
24	34	+ 41.7%
<b>988</b>	<b>1,137</b>	<b>+ 15.1%</b>

# 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
<b>Overall Naples Market*</b>	<b>\$595,000</b>	<b>\$545,000</b>	<b>+9.2%</b>	<b>600</b>	<b>681</b>	<b>-11.9%</b>	<b>2,583</b>	<b>2,559</b>	<b>+0.9%</b>	<b>56</b>	<b>26</b>	<b>+115.4%</b>
<b>Collier County</b>	<b>\$625,000</b>	<b>\$550,000</b>	<b>+13.6%</b>	<b>652</b>	<b>720</b>	<b>-9.4%</b>	<b>3,037</b>	<b>2,845</b>	<b>+6.7%</b>	<b>57</b>	<b>27</b>	<b>+111.1%</b>
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

A Research Tool Provided by Naples Area Board of REALTORS®



## Naples Beach

34102, 34103, 34108

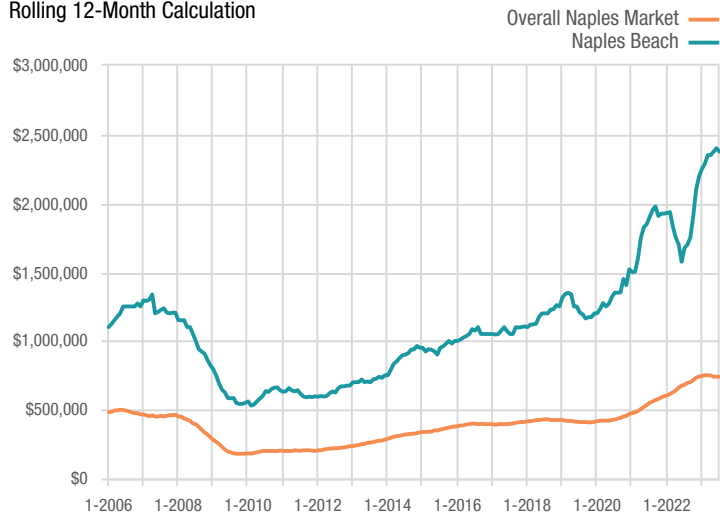
Single Family	July			Year to Date		
	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
<b>Key Metrics</b>						
New Listings	65	<b>51</b>	- 21.5%	722	<b>630</b>	- 12.7%
Total Sales	34	<b>44</b>	+ 29.4%	431	<b>340</b>	- 21.1%
Days on Market Until Sale	64	<b>91</b>	+ 42.2%	41	<b>79</b>	+ 92.7%
Median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

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

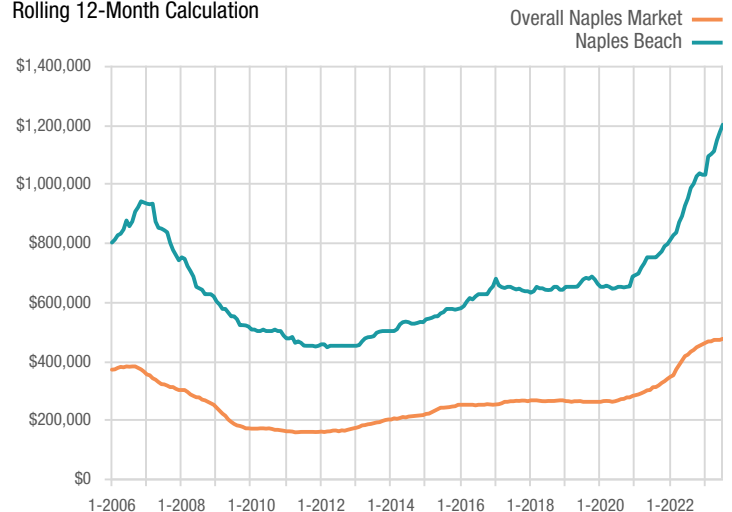
### Median Closed Price - Single Family

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

A Research Tool Provided by Naples Area Board of REALTORS®



## North Naples

34109, 34110, 34119

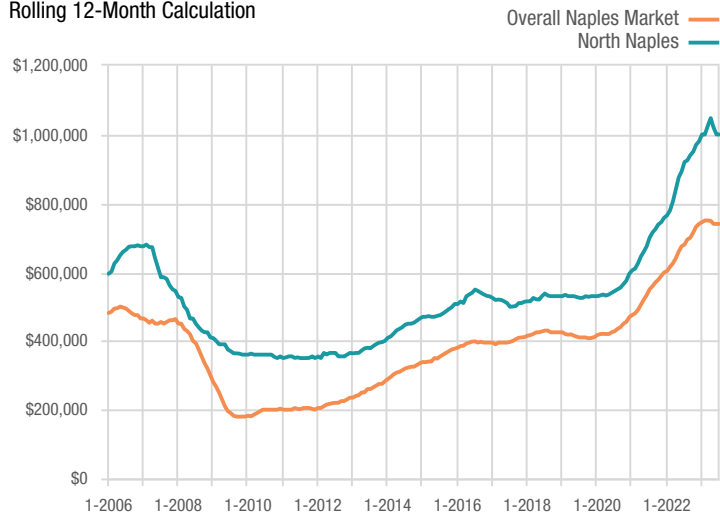
Single Family	July			Year to Date		
	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
<b>Key Metrics</b>						
New Listings	107	<b>94</b>	- 12.1%	1,090	<b>888</b>	- 18.5%
Total Sales	82	<b>72</b>	- 12.2%	774	<b>612</b>	- 20.9%
Days on Market Until Sale	30	<b>55</b>	+ 83.3%	20	<b>50</b>	+ 150.0%
Median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

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

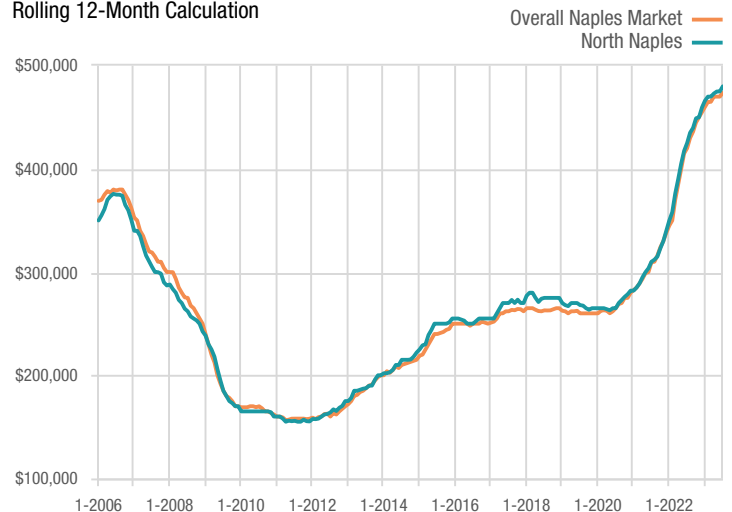
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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.

## Central Naples

34104, 34105, 34116

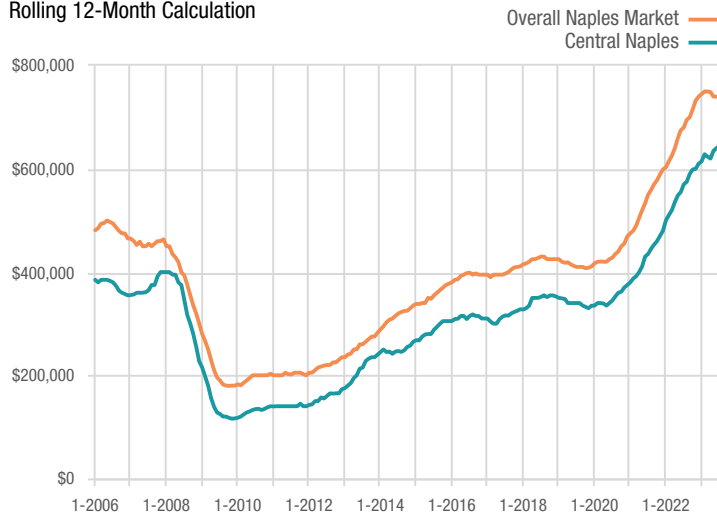
Single Family	July			Year to Date		
	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
<b>Key Metrics</b>						
New Listings	69	<b>40</b>	- 42.0%	661	<b>471</b>	- 28.7%
Total Sales	49	<b>39</b>	- 20.4%	503	<b>370</b>	- 26.4%
Days on Market Until Sale	32	<b>44</b>	+ 37.5%	22	<b>45</b>	+ 104.5%
Median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

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

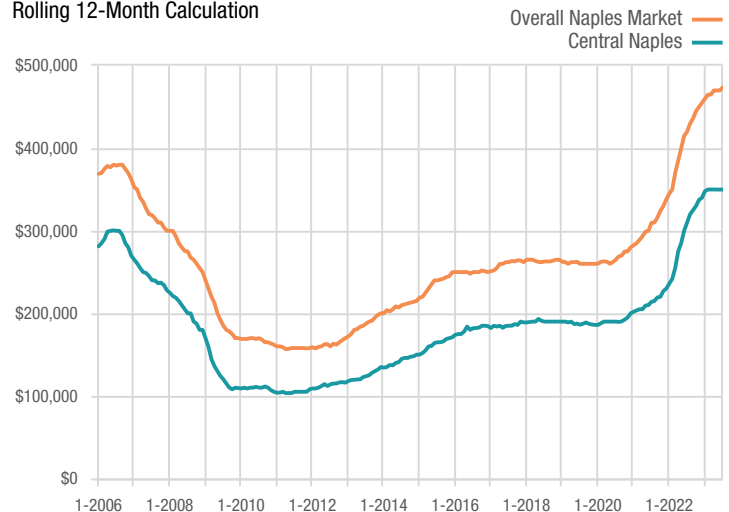
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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# Local Market Update – July 2023

A Research Tool Provided by Naples Area Board of REALTORS®



## South Naples

34112, 34113

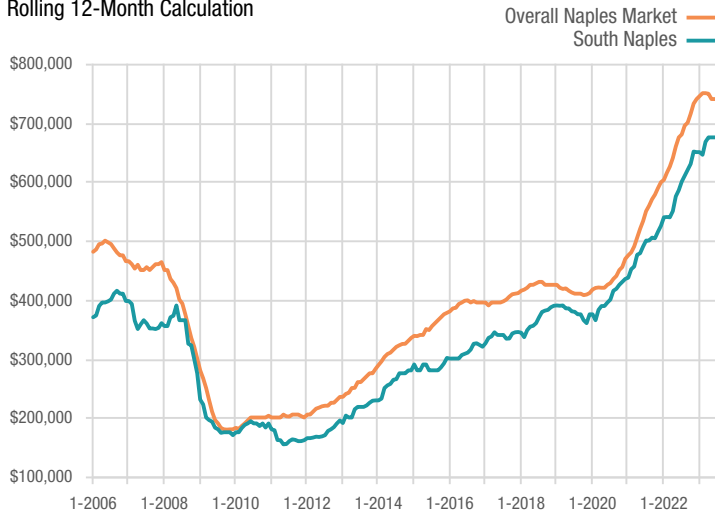
Single Family	July			Year to Date		
	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
<b>Key Metrics</b>						
New Listings	58	<b>67</b>	+ 15.5%	545	<b>513</b>	- 5.9%
Total Sales	34	<b>39</b>	+ 14.7%	381	<b>360</b>	- 5.5%
Days on Market Until Sale	31	<b>46</b>	+ 48.4%	23	<b>54</b>	+ 134.8%
Median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

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

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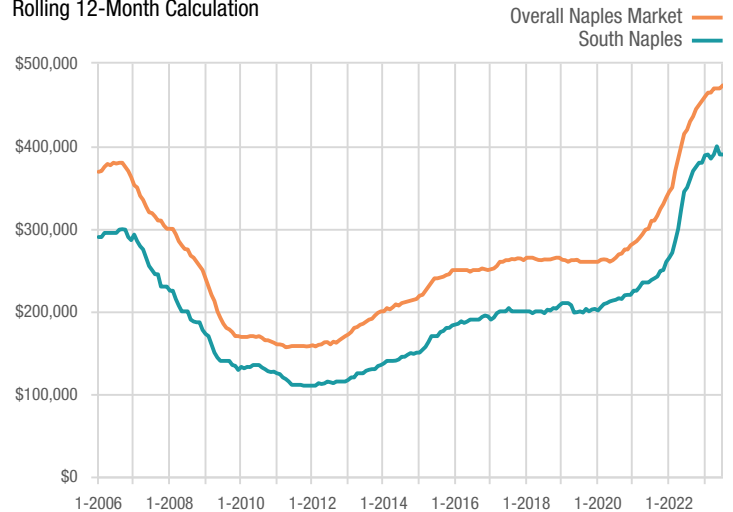
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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# Local Market Update – July 2023

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## East Naples

34114, 34117, 34120, 34137

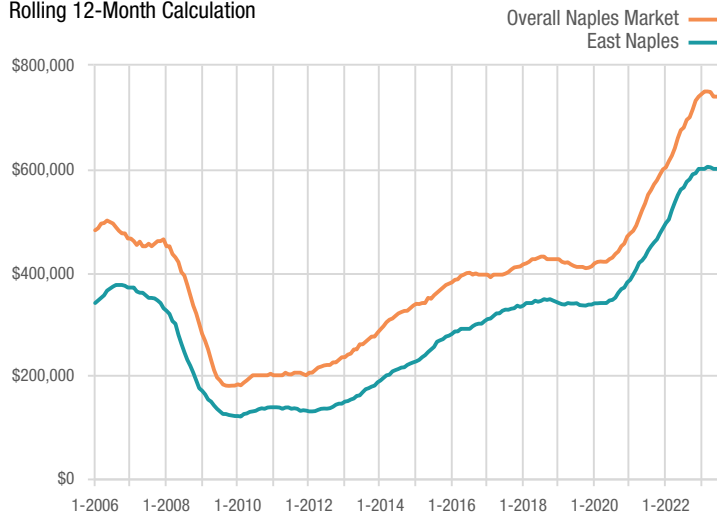
Single Family	July			Year to Date		
	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
<b>Key Metrics</b>						
New Listings	208	<b>137</b>	- 34.1%	1,683	<b>1,339</b>	- 20.4%
Total Sales	120	<b>116</b>	- 3.3%	1,177	<b>1,023</b>	- 13.1%
Days on Market Until Sale	28	<b>61</b>	+ 117.9%	28	<b>63</b>	+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

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

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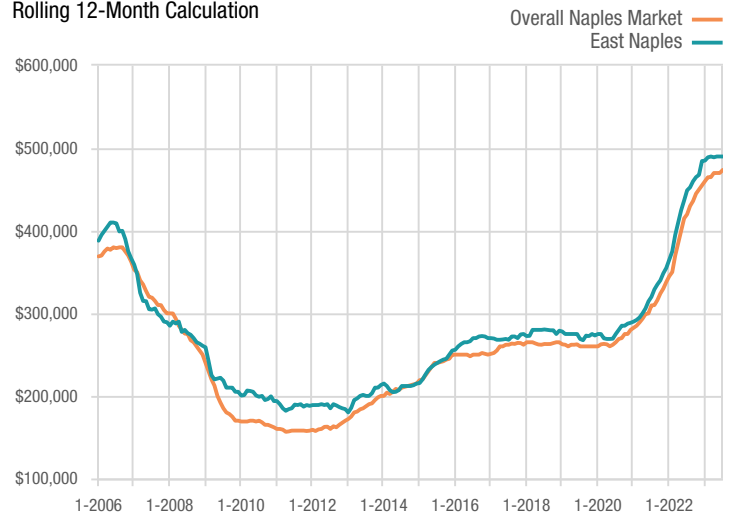
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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## Immokalee / Ave Maria

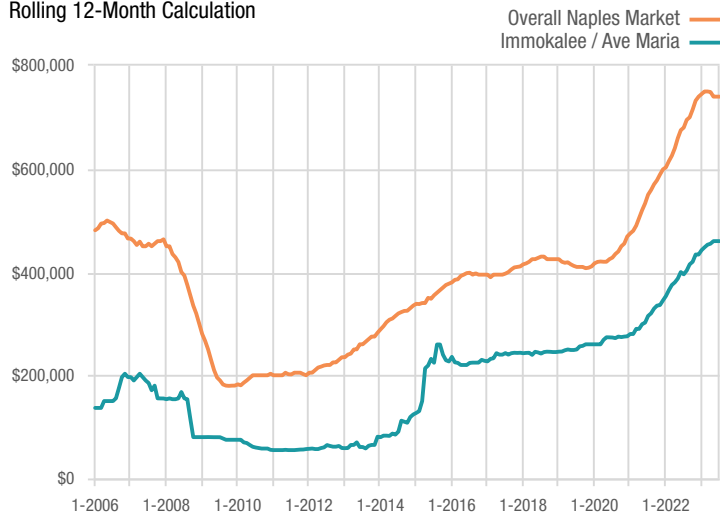
Single Family	July			Year to Date		
	2022	2023	% Change	Thru 7-2022	Thru 7-2023	% Change
<b>Key Metrics</b>						
New Listings	28	<b>31</b>	+ 10.7%	164	<b>224</b>	+ 36.6%
Total Sales	12	<b>26</b>	+ 116.7%	145	<b>176</b>	+ 21.4%
Days on Market Until Sale	19	<b>62</b>	+ 226.3%	22	<b>55</b>	+ 150.0%
Median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

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

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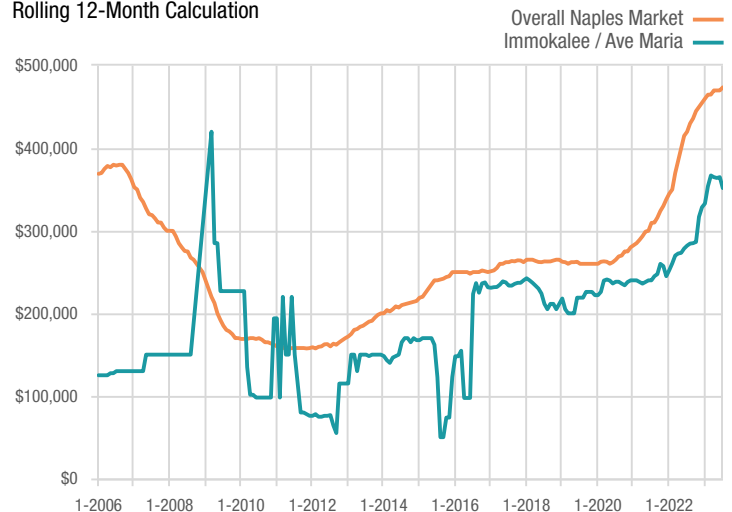
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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