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239.597.1666
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www.NABOR.com
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1455 Pine Ridge Road
Naples, FL 34109



Overall Market Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM		
	Jan. 2009	Jan. 2010	12-month ending 1/2009	12-month ending 1/2010	Jan. 2009	Jan. 2010	12-month ending 1/2009	12-month ending 1/2010	Jan. 2009	Jan. 2010	12-month ending 1/2009	12-month ending 1/2010	Jan. 2009	Jan. 2010	Jan. 2009	Jan. 2010	
	\$0-\$300K	396	718	3,413	7,078	253	369	2,780	5,206	\$ 130	\$ 135	\$ 180	\$ 130	5,007	4,571	122	161
\$300K-\$500K	82	138	1,034	1,309	41	70	891	987	\$ 380	\$ 375	\$ 382	\$ 375	2,265	1,711	194	203	
\$500K-\$1M	37	98	735	880	33	57	659	657	\$ 645	\$ 600	\$ 650	\$ 655	2,163	1,694	161	302	
\$1M-\$2M	23	35	316	323	16	17	301	256	\$ 1,372	\$ 1,325	\$ 1,355	\$ 1,300	1,064	894	280	264	
\$2M+	22	34	246	212	10	19	207	177	\$ 3,197	\$ 2,400	\$ 2,700	\$ 3,000	809	678	225	270	
TOTAL	560	1,023	5,744	9,802	353	532	4,838	7,283	\$ 180	\$ 180	\$ 260	\$ 178	11,308	9,548	147	190	
									Median > \$300K	\$ 552	\$ 530	\$ 560	\$ 525				

Overall Market Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
	Jan. 2009	Jan. 2010	12-month ending 1/2009	12-month ending 1/2010	Jan. 2009	Jan. 2010	12-month ending 1/2009	12-month ending 1/2010	Jan. 2009	Jan. 2010	12-month ending 1/2009	12-month ending 1/2010	Jan. 2009	Jan. 2010	Jan. 2009	Jan. 2010
	Naples Beach	86	163	1,056	1,449	60	100	1,013	1,209	\$ 558	\$ 502	\$ 645	\$ 520	2,624	2,403	186
North Naples	142	269	1,494	2,489	78	134	1,321	1,894	\$ 278	\$ 233	\$ 300	\$ 240	2,879	2,432	169	179
Central Naples	115	207	1,097	2,074	65	97	878	1,457	\$ 115	\$ 115	\$ 190	\$ 114	1,820	1,582	117	155
South Naples	73	167	794	1,315	55	89	684	1,005	\$ 120	\$ 163	\$ 190	\$ 145	1,674	1,369	163	170
East Naples	142	210	1,224	2,368	93	102	882	1,639	\$ 148	\$ 150	\$ 190	\$ 139	2,088	1,590	113	175
Immokalee/Ave Maria	0	2	9	39	1	2	3	26	\$ 145	\$ 84	\$ 21	\$ 76	32	30	79	89
TOTAL	558	1,018	5,674	9,734	352	524	4,781	7,230	\$ 180	\$ 177	\$ 260	\$ 177	11,117	9,406	146	191

Legend

Geographic Location	USPS Zip Codes
Naples Beach:	34102, 34103, 34108
North Naples:	34109, 34110, 34119
Central Naples:	34104, 34105, 34116
South Naples:	34112, 34113
East Naples:	34114, 34117, 34120, 34137
Immokalee/Ave Maria:	34142

Calculations are based on property listings that exist within SunshineMLS. Only properties in Collier County, excluding Marco Island, are included. *Counts for breakdowns of available inventory for prior years are unavailable. **Median Sold Prices are unavailable for periods with zero sales reported. The median refers to the middle value in a set of statistical values that are arranged in ascending or descending order, in this case prices at which homes were actually sold. Data entry anomalies and non-Naples zip codes may result in minor discrepancies. However, these anomalies are statistically insignificant.

Single Family Homes are tabulated using properties with a building design of Single Family, Villa Detached, or Manufactured. Condo units are tabulated using properties with a building design of Low-Rise, Mid-Rise, High-Rise, or Villa Attached.



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			12-month ending	12-month ending			12-month ending	12-month ending			12-month ending	12-month ending				
	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	Jan. 2009	Jan. 2010
\$0-\$300K	221	332	1,820	3,695	142	140	1,335	2,640	\$ 129	\$ 135	\$ 168	\$ 124	2,041	1,717	96	154
\$300K-\$500K	45	77	606	825	23	47	530	612	\$ 390	\$ 368	\$ 390	\$ 375	1,157	897	201	177
\$500K-\$1M	22	51	425	476	20	28	369	346	\$ 652	\$ 662	\$ 650	\$ 668	1,032	809	144	209
\$1M-\$2M	15	23	188	201	10	12	176	155	\$ 1,425	\$ 1,275	\$ 1,387	\$ 1,312	635	555	241	257
\$2M+	14	28	170	155	7	17	140	124	\$ 2,895	\$ 2,300	\$ 2,885	\$ 3,075	622	512	253	299
TOTAL	317	511	3,209	5,352	202	244	2,550	3,877	\$ 176	\$ 233	\$ 286	\$ 188	5,487	4,490	129	180

Single Family Home Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
			12-month ending	12-month ending			12-month ending	12-month ending			12-month ending	12-month ending				
	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	Jan. 2009	Jan. 2010
Naples Beach	42	71	468	634	26	41	425	508	\$ 595	\$ 665	\$ 800	\$ 570	966	889	161	257
North Naples	59	116	688	1,025	41	53	618	790	\$ 373	\$ 380	\$ 410	\$ 360	1,335	1,102	157	203
Central Naples	66	104	649	1,111	31	42	493	768	\$ 110	\$ 127	\$ 217	\$ 120	939	785	97	144
South Naples	33	75	364	617	27	36	301	461	\$ 120	\$ 263	\$ 246	\$ 175	712	569	149	152
East Naples	116	144	989	1,892	76	64	676	1,296	\$ 134	\$ 139	\$ 170	\$ 122	1,399	1,037	109	153
Immokalee/Ave Maria	0	0	7	33	1	2	3	22	\$ 145	\$ 84	\$ 21	\$ 72	20	19	79	89
TOTAL	316	510	3,165	5,312	202	238	2,516	3,845	\$ 176	\$ 233	\$ 285	\$ 185	5,371	4,401	129	180

Legend

Geographic Location	USPS Zip Codes
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Condominium Statistics By Price

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
			12-month ending	12-month ending			12-month ending	12-month ending			12-month ending	12-month ending				
	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	Jan. 2009	Jan. 2010
\$0-\$300K	175	386	1,593	3,383	111	229	1,445	2,566	\$ 136	\$ 135	\$ 190	\$ 139	2,966	2,854	157	165
\$300K-\$500K	37	61	428	484	18	23	361	375	\$ 372	\$ 360	\$ 375	\$ 375	1,108	814	185	242
\$500K-\$1M	15	47	310	404	13	29	290	311	\$ 590	\$ 595	\$ 651	\$ 650	1,131	885	182	402
\$1M-\$2M	8	12	128	122	6	5	125	101	\$ 1,372	\$ 1,325	\$ 1,350	\$ 1,300	429	339	330	274
\$2M+	8	6	76	57	3	2	67	53	\$ 2,150	\$ 3,500	\$ 2,600	\$ 2,850	187	166	131	57
TOTAL	243	512	2,535	4,450	151	288	2,288	3,406	\$ 190	\$ 160	\$ 243	\$ 170	5,821	5,058	171	199

Condominium Statistics By Area

	# Pending				# Closed				Median Closed Price (,000's)				Inventory		Average DOM	
			12-month ending	12-month ending			12-month ending	12-month ending			12-month ending	12-month ending				
	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	1/2009	1/2010	Jan. 2009	Jan. 2010	Jan. 2009	Jan. 2010
Naples Beach	44	92	588	815	34	59	588	701	\$ 540	\$ 425	\$ 600	\$ 505	1,658	1,514	205	290
North Naples	83	153	806	1,464	37	81	703	1,104	\$ 190	\$ 150	\$ 239	\$ 168	1,544	1,330	183	164
Central Naples	49	103	448	963	34	55	385	689	\$ 118	\$ 107	\$ 170	\$ 109	881	797	135	163
South Naples	40	92	430	698	28	53	383	544	\$ 121	\$ 143	\$ 172	\$ 131	962	800	176	182
East Naples	26	66	235	476	17	38	206	343	\$ 245	\$ 170	\$ 254	\$ 200	689	553	131	212
Immokalee/Ave Maria	0	2	2	6	0	0	0	4	**	**	**	\$ 226	12	11	0	0
TOTAL	242	508	2,509	4,422	150	286	2,265	3,385	\$ 190	\$ 159	\$ 242	\$ 170	5,746	5,005	170	200

Legend

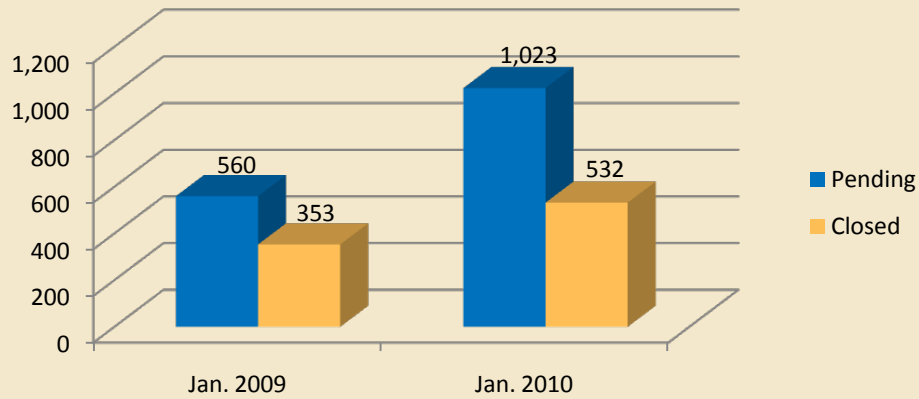
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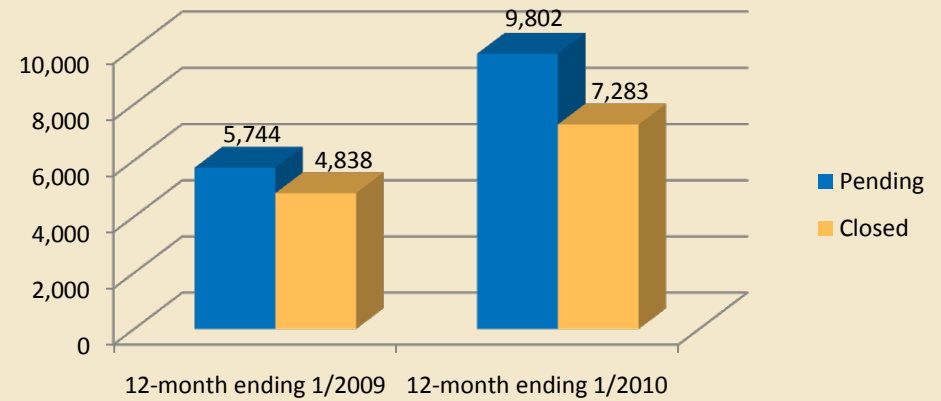
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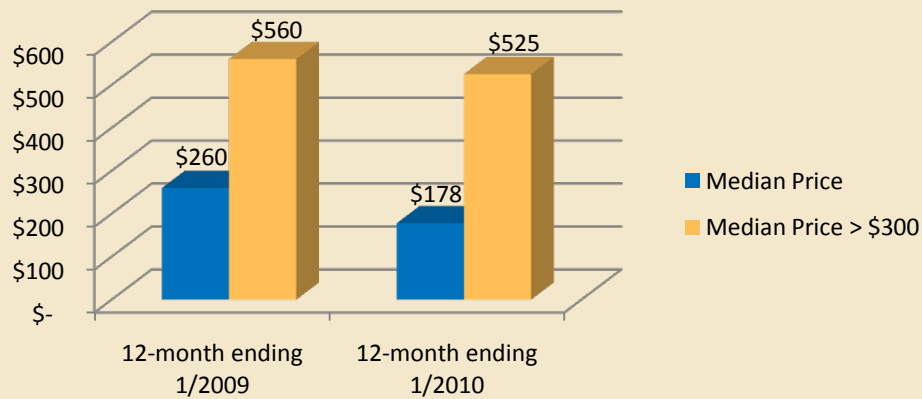
Pending



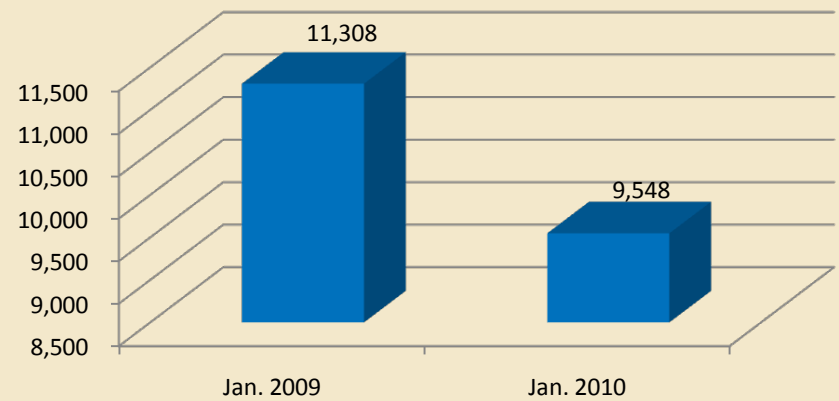
Closed



Median Price



Inventory



Overall