

Monthly Indicators

December 2024

The Naples area housing market ended the year strong, dispelling whispers of falling values and reluctant buyers. The overall median closed price during December decreased 4 percent to \$600,000 from \$625,000 in December 2023. This decrease was driven largely by a 13.9 percent decrease in the median closed price for the condominium market to \$447,750 from \$520,000 in December 2023. The median closed price in the single family home market increased 2.3 percent to \$767,500 from \$750,000 in December 2023. Both sellers, whose confidence in the Naples housing market was demonstrated in a 26 percent increase in new listings for December; and buyers, whose appreciation of the increased inventory resulted in a 7.4 percent increase in pending sales during December, reaped the benefits of a housing market that is delivering on its reputation.

According to data in this report, 15,459 new listings were added to the market (a 15.7% increase) in 2024. Also a significant year-end achievement, 10,090 properties went under contract (pending) and 7,966 homes transferred ownership (closed).

For December, overall closed sales increased 4.6 percent to 594 closed sales from 568 closed sales in December 2023. Of all sales recorded during December, 57.9 percent were cash sales. Overall inventory increased 35.7 percent to 5,695 properties from 4,198 properties in December 2023. With more options for buyers, days on the market increased 42.4 percent to 84 days compared to 59 days in December 2023.

Quick Facts

+ 4.6%	- 4.0%	+ 35.7%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
+ 13.4%	- 2.1%	- 9.5%
Price Range With the Strongest Sales: \$5,000,001 and Above	Bedroom Count With Strongest Sales: 1 Bedroom or Fewer	Property Type With Strongest Sales: 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	12-2023	12-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		940	1,184	+ 26.0%	13,363	15,459	+ 15.7%
Total Sales		568	594	+ 4.6%	8,853	7,966	- 10.0%
Days on Market Until Sale		59	84	+ 42.4%	54	75	+ 38.9%
Median Closed Price		\$625,000	\$600,000	- 4.0%	\$600,000	\$610,000	+ 1.7%
Average Closed Price		\$1,117,500	\$1,029,394	- 7.9%	\$1,022,877	\$1,082,321	+ 5.8%
Percent of List Price Received		95.9%	95.0%	- 0.9%	96.2%	95.4%	- 0.8%
Pending Listings		583	626	+ 7.4%	10,912	10,090	- 7.5%
Inventory of Homes for Sale		4,198	5,695	+ 35.7%	—	—	—
Months Supply of Inventory		5.7	8.6	+ 50.9%	—	—	—

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	12-2023	12-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		454	561	+ 23.6%	6,817	7,720	+ 13.2%
Total Sales		305	306	+ 0.3%	4,480	4,056	- 9.5%
Days on Market Until Sale		59	77	+ 30.5%	59	73	+ 23.7%
Median Closed Price		\$750,000	\$767,500	+ 2.3%	\$735,000	\$750,000	+ 2.0%
Average Closed Price		\$1,327,708	\$1,345,015	+ 1.3%	\$1,262,660	\$1,362,370	+ 7.9%
Percent of List Price Received		96.0%	95.2%	- 0.8%	96.0%	95.4%	- 0.6%
Pending Listings		296	341	+ 15.2	5,558	5,196	- 7.0
Inventory of Homes for Sale		2,186	2,769	+ 26.7%	—	—	—
Months Supply of Inventory		5.9	8.2	+ 39.0%	—	—	—

Condo Market Overview

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



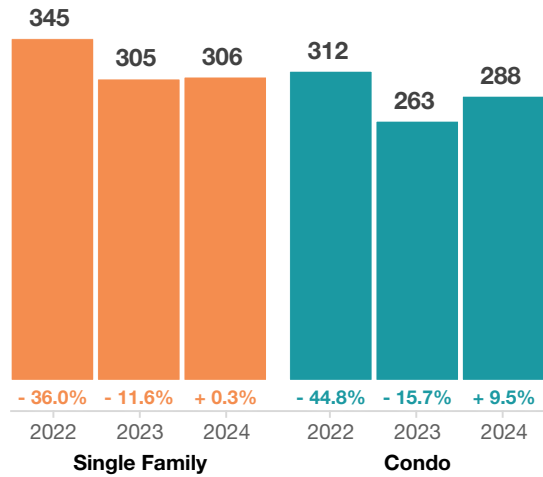
Key Metrics	Historical Sparkbars	12-2023	12-2024	% Change	YTD 2023	YTD 2024	% Change
New Listings		486	623	+ 28.2%	6,546	7,739	+ 18.2%
Total Sales		263	288	+ 9.5%	4,373	3,910	- 10.6%
Days on Market Until Sale		59	91	+ 54.2%	50	76	+ 52.0%
Median Closed Price		\$520,000	\$447,750	- 13.9%	\$485,000	\$485,000	0.0%
Average Closed Price		\$873,724	\$694,047	- 20.6%	\$777,392	\$791,814	+ 1.9%
Percent of List Price Received		95.8%	94.8%	- 1.0%	96.5%	95.4%	- 1.1%
Pending Listings		287	285	-0.7%	5,354	4,894	-8.6
Inventory of Homes for Sale		2,012	2,926	+ 45.4%	—	—	—
Months Supply of Inventory		5.5	9.0	+ 63.6%	—	—	—

Overall Closed Sales

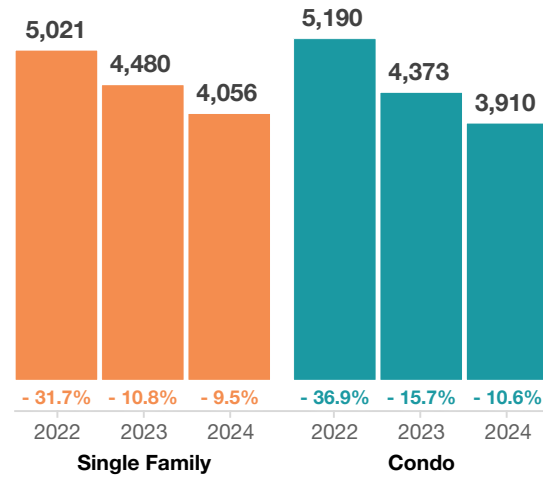
A count of the actual sales that closed in a given month.



December

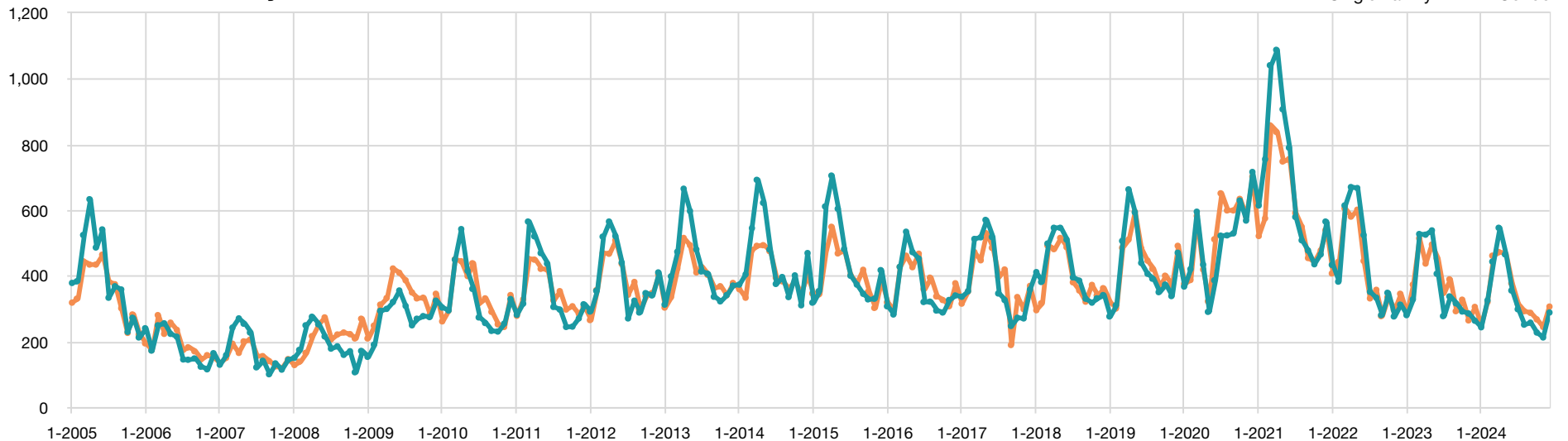


Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2024	249	- 12.3%	243	- 13.2%
Feb-2024	320	- 14.2%	325	- 0.9%
Mar-2024	461	- 10.3%	443	- 15.9%
Apr-2024	472	+ 8.0%	546	+ 4.0%
May-2024	467	- 5.7%	465	- 13.6%
Jun-2024	377	- 16.8%	355	- 12.6%
Jul-2024	314	- 9.5%	298	+ 7.6%
Aug-2024	292	- 24.9%	251	- 25.5%
Sep-2024	287	- 1.7%	257	- 18.7%
Oct-2024	267	- 18.3%	227	- 22.0%
Nov-2024	244	- 7.6%	212	- 25.6%
Dec-2024	306	+ 0.3%	288	+ 9.5%
12-Month Avg	338	- 9.4%	326	- 10.4%

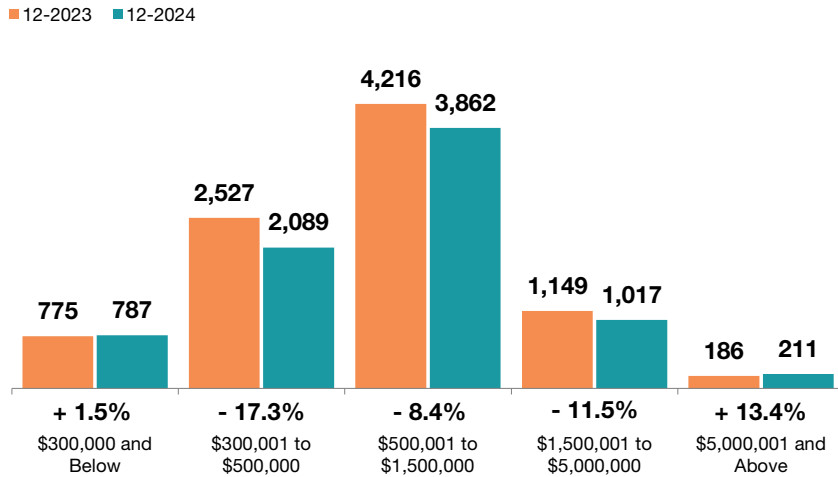
Historical Total Sales by Month



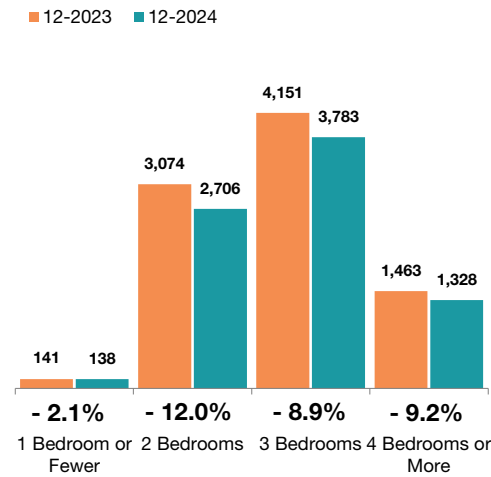
Overall Closed Sales by Price Range

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

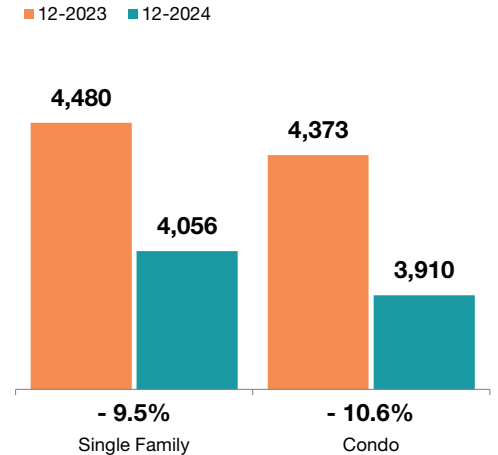
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	12-2023	12-2024	Change
\$300,000 and Below	775	787	+ 1.5%
\$300,001 to \$500,000	2,527	2,089	- 17.3%
\$500,001 to \$1,500,000	4,216	3,862	- 8.4%
\$1,500,001 to \$5,000,000	1,149	1,017	- 11.5%
\$5,000,001 and Above	186	211	+ 13.4%
All Price Ranges	8,853	7,966	- 10.0%

Single Family

12-2023	12-2024	Change
227	185	- 18.5%
773	625	- 19.1%
2,603	2,426	- 6.8%
723	655	- 9.4%
154	165	+ 7.1%
4,480	4,056	- 9.5%

Condo

12-2023	12-2024	Change
548	602	+ 9.9%
1,754	1,464	- 16.5%
1,613	1,436	- 11.0%
426	362	- 15.0%
32	46	+ 43.8%
4,373	3,910	- 10.6%

By Bedroom Count

12-2023	12-2024	Change
141	138	- 2.1%
3,074	2,706	- 12.0%
4,151	3,783	- 8.9%
1,463	1,328	- 9.2%
8,853	7,966	- 10.0%

12-2023	12-2024	Change
29	29	0.0%
552	467	- 15.4%
2,519	2,306	- 8.5%
1,374	1,252	- 8.9%
4,480	4,056	- 9.5%

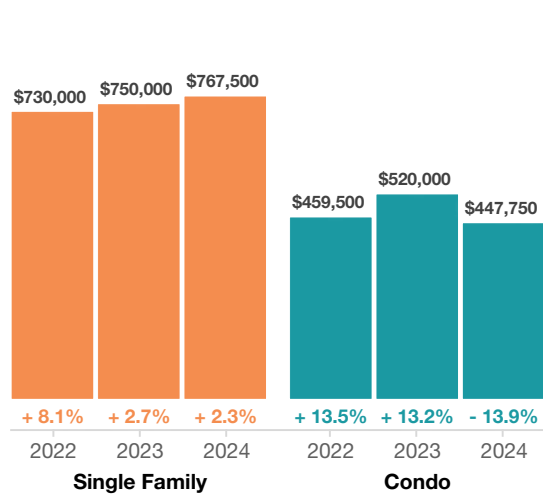
12-2023	12-2024	Change
112	109	- 2.7%
2,522	2,239	- 11.2%
1,632	1,477	- 9.5%
89	76	- 14.6%
4,373	3,910	- 10.6%

Overall Median Closed Price

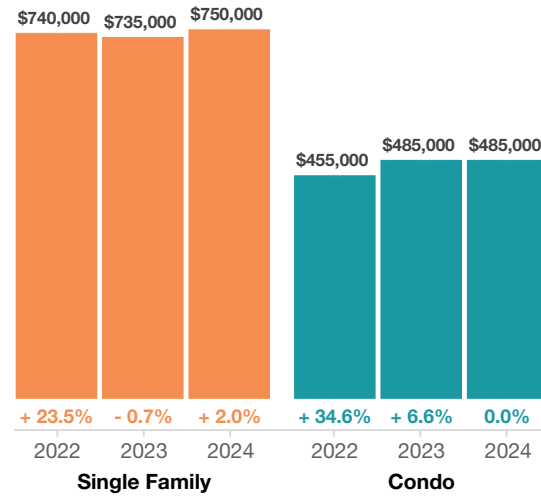
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



December



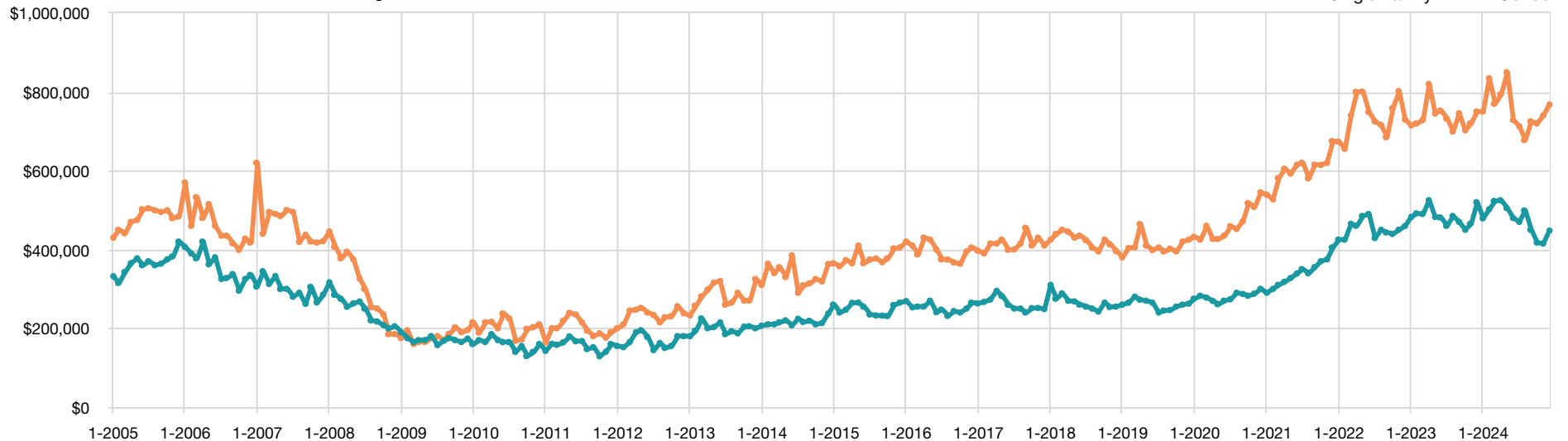
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2024	\$750,000	+ 4.9%	\$479,000	- 0.7%
Feb-2024	\$834,500	+ 15.9%	\$502,000	+ 2.1%
Mar-2024	\$770,000	+ 5.7%	\$523,000	+ 6.7%
Apr-2024	\$793,750	- 3.2%	\$525,000	0.0%
May-2024	\$850,000	+ 14.1%	\$505,000	+ 4.7%
Jun-2024	\$729,000	- 3.1%	\$480,000	- 0.3%
Jul-2024	\$712,500	- 2.7%	\$470,000	+ 2.2%
Aug-2024	\$677,500	- 3.1%	\$499,000	+ 2.9%
Sep-2024	\$725,000	- 2.8%	\$450,000	- 4.3%
Oct-2024	\$720,000	+ 2.5%	\$417,500	- 7.2%
Nov-2024	\$740,000	+ 2.8%	\$415,000	- 10.8%
Dec-2024	\$767,500	+ 2.3%	\$447,750	- 13.9%
12-Month Avg*	\$750,000	+ 2.0%	\$485,000	0.0%

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

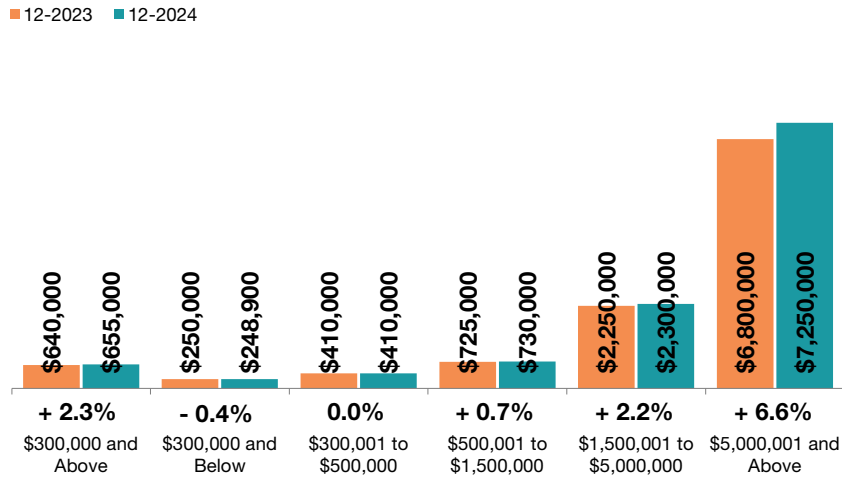
Historical Median Closed Price by Month



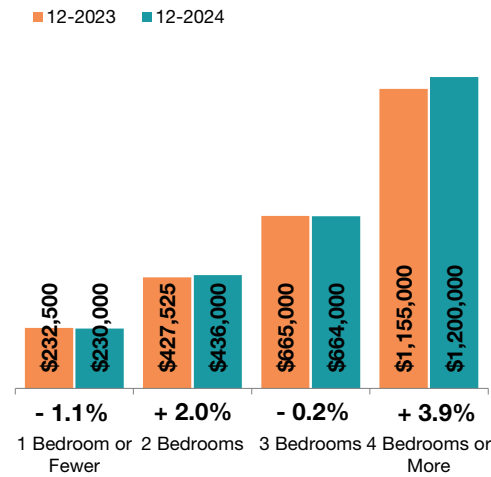
Overall Median Closed Price by Price Range

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

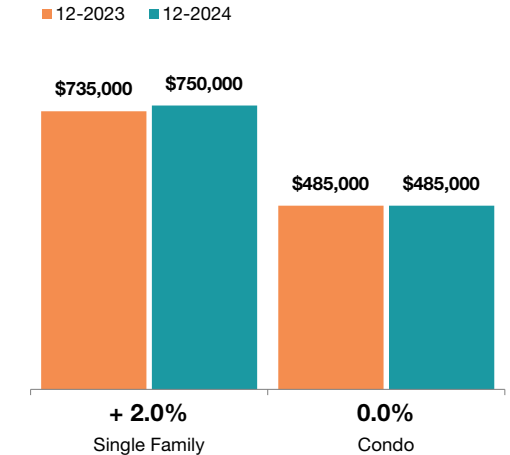
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	12-2023	12-2024	Change
\$300,000 and Above	\$640,000	\$655,000	+ 2.3%
\$300,000 and Below	\$250,000	\$248,900	- 0.4%
\$300,001 to \$500,000	\$410,000	\$410,000	0.0%
\$500,001 to \$1,500,000	\$725,000	\$730,000	+ 0.7%
\$1,500,001 to \$5,000,000	\$2,250,000	\$2,300,000	+ 2.2%
\$5,000,001 and Above	\$6,800,000	\$7,250,000	+ 6.6%
All Price Ranges	\$600,000	\$610,000	+ 1.7%

Single Family

By Price Range	12-2023	12-2024	Change
\$300,000 and Above	\$755,000	\$777,500	+ 3.0%
\$300,000 and Below	\$199,500	\$190,000	- 4.8%
\$300,001 to \$500,000	\$433,000	\$440,000	+ 1.6%
\$500,001 to \$1,500,000	\$750,000	\$750,000	0.0%
\$1,500,001 to \$5,000,000	\$2,275,000	\$2,300,000	+ 1.1%
\$5,000,001 and Above	\$6,762,500	\$7,500,000	+ 10.9%
All Price Ranges	\$735,000	\$750,000	+ 2.0%

Condo

By Price Range	12-2023	12-2024	Change
\$300,000 and Above	\$525,000	\$530,000	+ 1.0%
\$300,000 and Below	\$265,000	\$260,000	- 1.9%
\$300,001 to \$500,000	\$400,000	\$400,000	0.0%
\$500,001 to \$1,500,000	\$685,000	\$680,000	- 0.7%
\$1,500,001 to \$5,000,000	\$2,200,000	\$2,326,000	+ 5.7%
\$5,000,001 and Above	\$7,050,000	\$6,140,000	- 12.9%
All Price Ranges	\$485,000	\$485,000	0.0%

By Bedroom Count

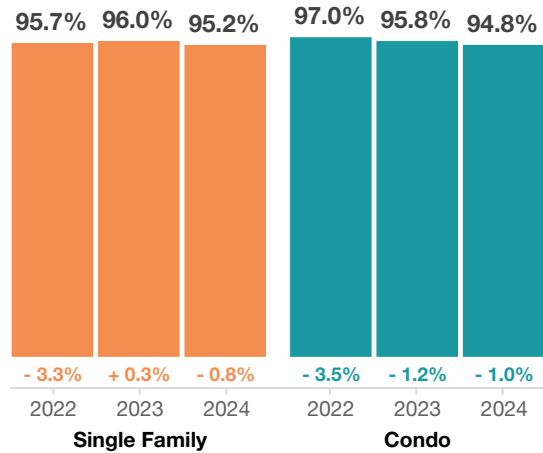
By Bedroom Count	12-2023	12-2024	Change
1 Bedroom or Fewer	\$232,500	\$230,000	- 1.1%
2 Bedrooms	\$427,525	\$436,000	+ 2.0%
3 Bedrooms	\$665,000	\$664,000	- 0.2%
4 Bedrooms or More	\$1,155,000	\$1,200,000	+ 3.9%
All Bedroom Counts	\$600,000	\$610,000	+ 1.7%

By Bedroom Count	12-2023	12-2024	Change
1 Bedroom or Fewer	\$155,000	\$146,000	- 5.8%
2 Bedrooms	\$480,000	\$480,000	0.0%
3 Bedrooms	\$695,000	\$690,000	- 0.7%
4 Bedrooms or More	\$1,125,000	\$1,196,500	+ 6.4%
All Bedroom Counts	\$735,000	\$750,000	+ 2.0%

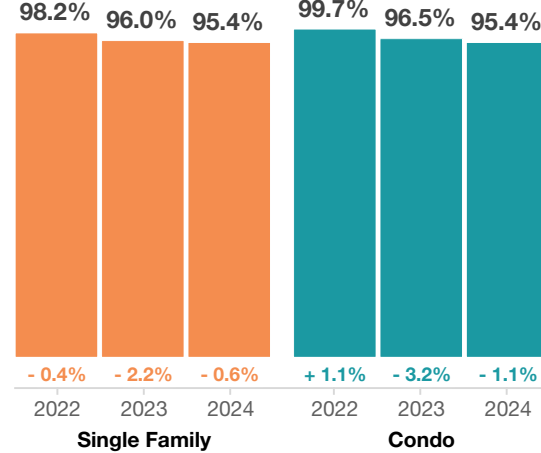
Overall Percent of List Price Recieved

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.

December



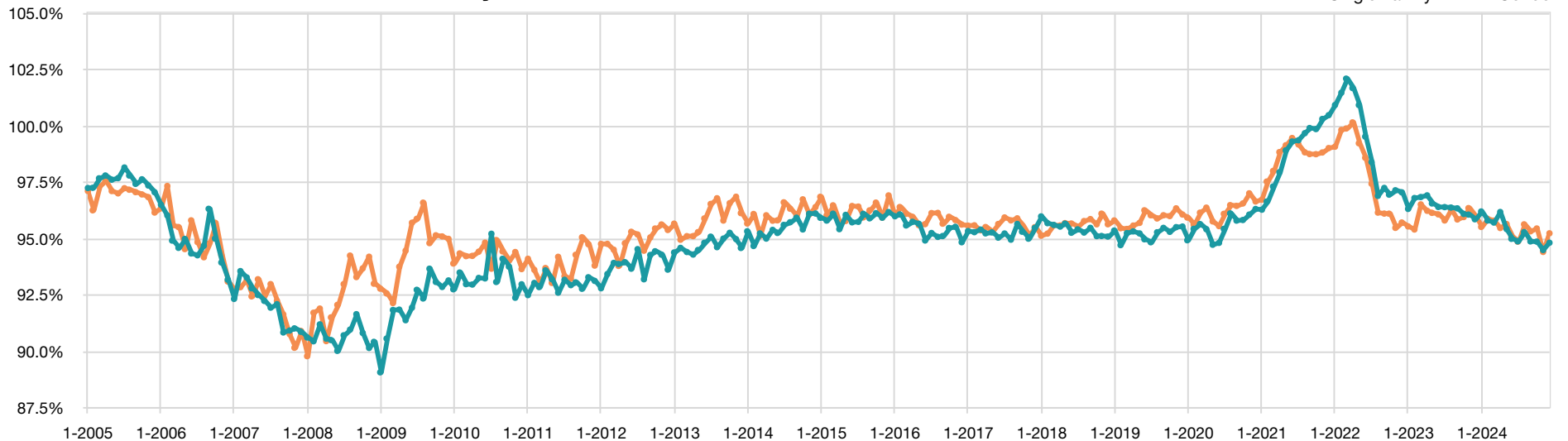
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2024	95.5%	0.0%	96.2%	-0.1%
Feb-2024	95.9%	+0.5%	95.8%	-1.0%
Mar-2024	95.8%	-0.7%	95.7%	-1.1%
Apr-2024	95.5%	-0.7%	96.2%	-0.7%
May-2024	95.6%	-0.5%	95.4%	-1.1%
Jun-2024	95.1%	-1.0%	95.0%	-1.5%
Jul-2024	94.8%	-1.0%	94.9%	-1.6%
Aug-2024	95.6%	-0.7%	95.3%	-1.1%
Sep-2024	95.3%	-0.5%	94.9%	-1.5%
Oct-2024	95.4%	-0.5%	94.8%	-1.4%
Nov-2024	94.4%	-2.0%	94.5%	-1.6%
Dec-2024	95.2%	-0.8%	94.8%	-1.0%
12-Month Avg*	95.4%	-0.7%	95.4%	-1.1%

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

Historical Percent of List Price Received by Month



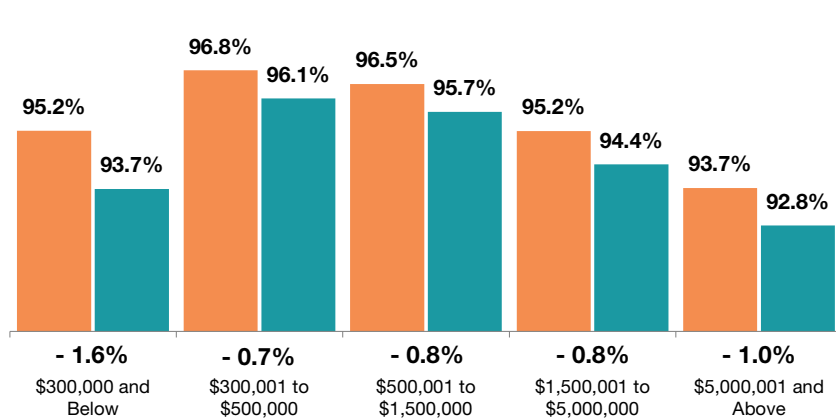
Overall Percent of List Price Received by Price Range



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

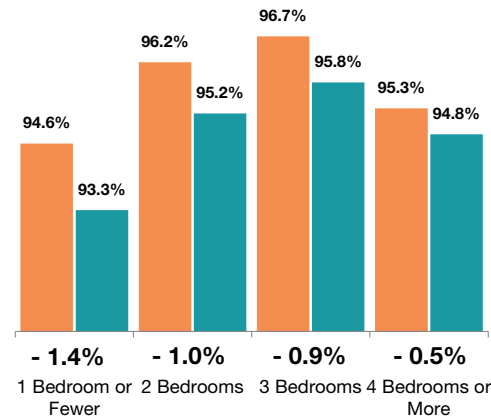
By Price Range

12-2023 12-2024



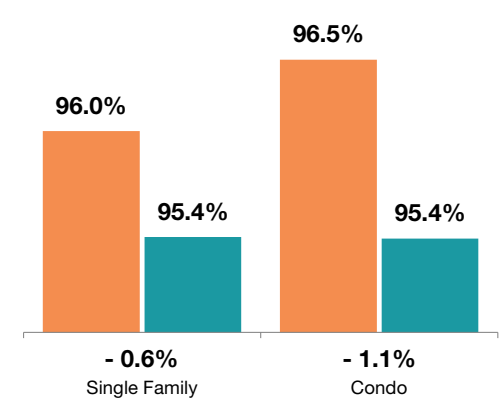
By Bedroom Count

12-2023 12-2024



By Property Type

12-2023 12-2024



All Properties

By Price Range	12-2023	12-2024	Change
\$300,000 and Below	95.2%	93.7%	-1.6%
\$300,001 to \$500,000	96.8%	96.1%	-0.7%
\$500,001 to \$1,500,000	96.5%	95.7%	-0.8%
\$1,500,001 to \$5,000,000	95.2%	94.4%	-0.8%
\$5,000,001 and Above	93.7%	92.8%	-1.0%
All Price Ranges	96.2%	95.4%	-0.8%

Single Family

	12-2023	12-2024	Change
1 Bedroom or 2 Bedrooms Fewer	94.6%	92.7%	-2.0%
3 Bedrooms	97.1%	96.9%	-0.2%
4 Bedrooms	96.4%	95.7%	-0.7%
4 Bedrooms or More	94.6%	94.2%	-0.4%
All Single Family	93.5%	92.4%	-1.2%
All Price Ranges	96.0%	95.4%	-0.6%

Condo

	12-2023	12-2024	Change
Single Family	95.5%	94.0%	-1.6%
Condo	96.7%	95.8%	-0.9%
4 Bedrooms	96.6%	95.7%	-0.9%
4 Bedrooms or More	96.3%	94.7%	-1.7%
All Condo	95.2%	93.9%	-1.4%
All Price Ranges	96.5%	95.4%	-1.1%

By Bedroom Count

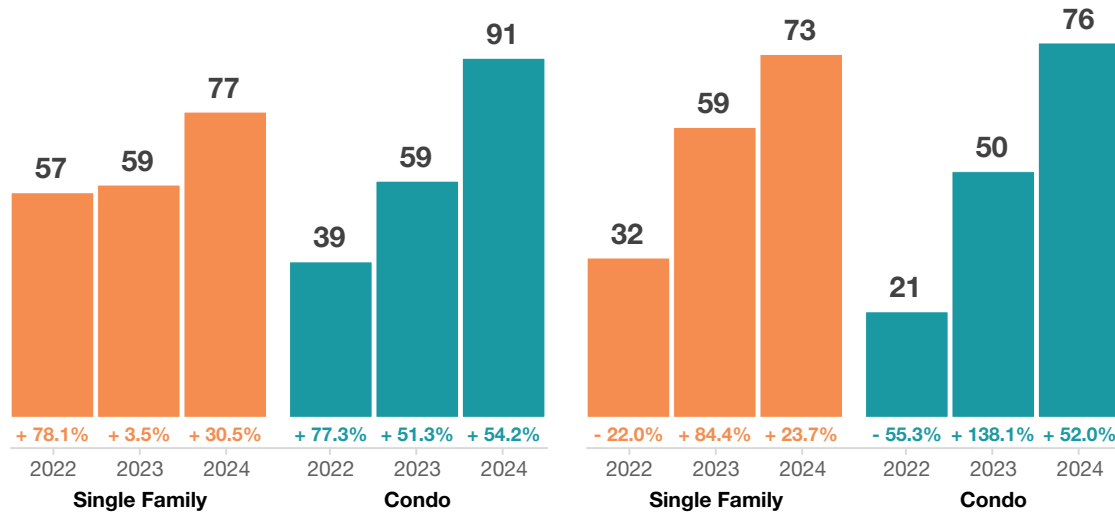
	12-2023	12-2024	Change
1 Bedroom or Fewer	94.6%	93.3%	-1.4%
2 Bedrooms	96.2%	95.2%	-1.0%
3 Bedrooms	96.7%	95.8%	-0.9%
4 Bedrooms or More	95.3%	94.8%	-0.5%
All Bedroom Counts	96.2%	95.4%	-0.8%

	12-2023	12-2024	Change
1 Bedroom or Fewer	92.4%	91.9%	-0.5%
2 Bedrooms	95.3%	94.7%	-0.6%
3 Bedrooms	96.7%	95.9%	-0.8%
4 Bedrooms or More	95.2%	94.8%	-0.4%
All Single Family	93.5%	92.4%	-1.2%
All Price Ranges	96.0%	95.4%	-0.6%

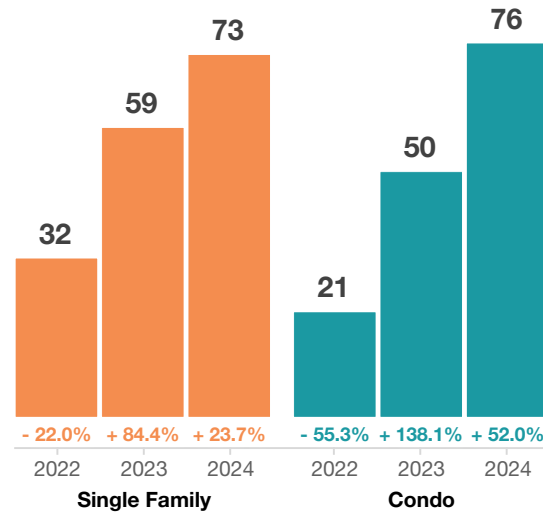
Overall Days on Market Until Sale

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

December



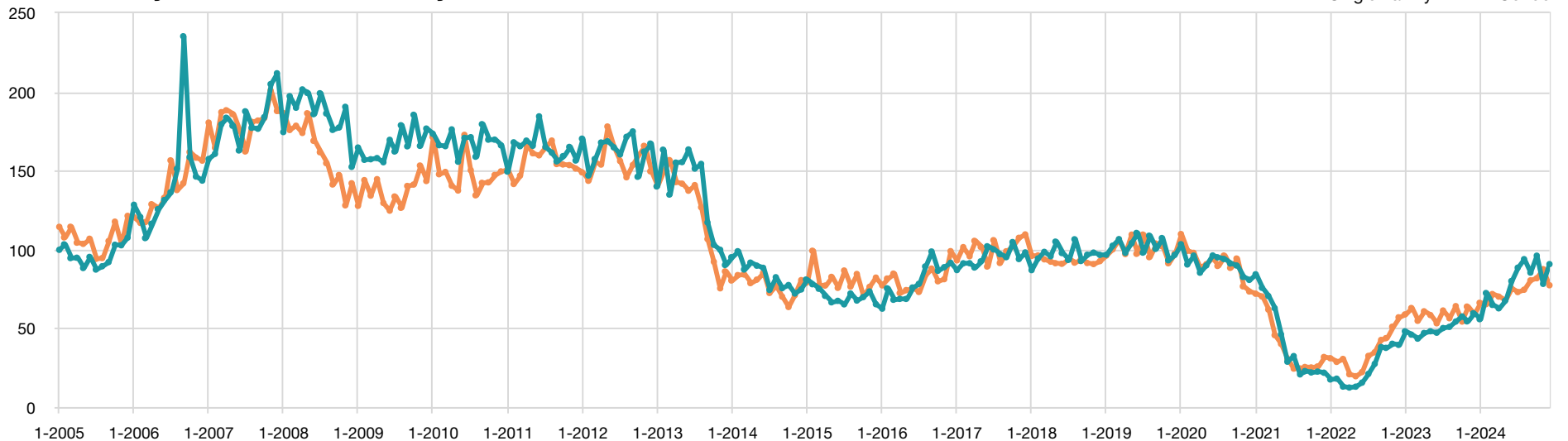
Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2024	66	+ 11.9%	56	+ 16.7%
Feb-2024	65	+ 3.2%	72	+ 56.5%
Mar-2024	72	+ 30.9%	65	+ 51.2%
Apr-2024	70	+ 14.8%	63	+ 34.0%
May-2024	68	+ 17.2%	67	+ 39.6%
Jun-2024	75	+ 41.5%	80	+ 70.2%
Jul-2024	73	+ 19.7%	88	+ 76.0%
Aug-2024	74	+ 32.1%	94	+ 84.3%
Sep-2024	80	+ 25.0%	85	+ 57.4%
Oct-2024	82	+ 51.9%	96	+ 68.4%
Nov-2024	87	+ 35.9%	78	+ 44.4%
Dec-2024	77	+ 30.5%	91	+ 54.2%
12-Month Avg*	73	+ 25.5%	76	+ 52.5%

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

Historical Days on Market Until Sale by Month

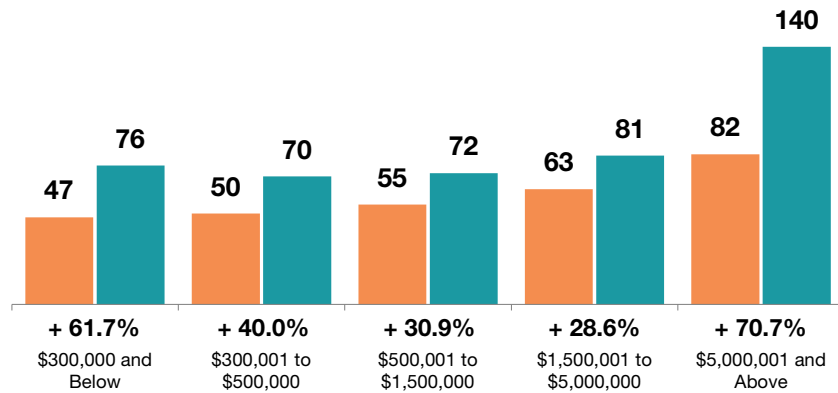


Overall Days on Market Until Sale

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

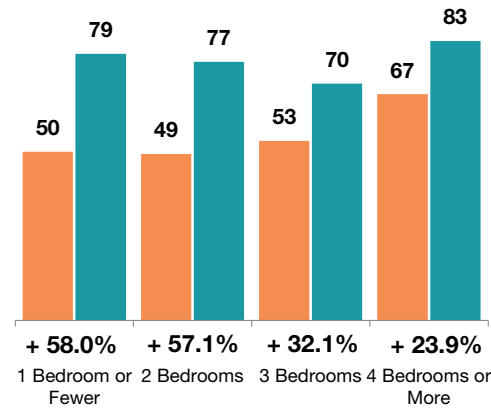
By Price Range

12-2023 12-2024



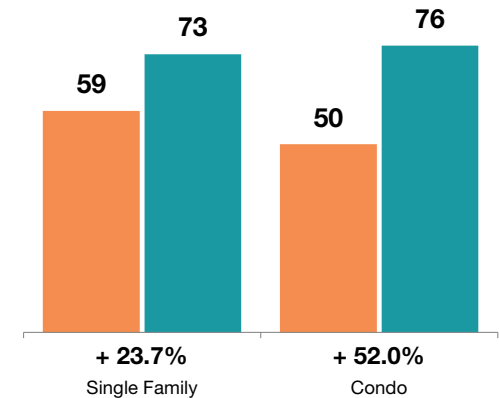
By Bedroom Count

12-2023 12-2024



By Property Type

12-2023 12-2024



All Properties

By Price Range	12-2023	12-2024	Change
\$300,000 and Below	47	76	+ 61.7%
\$300,001 to \$500,000	50	70	+ 40.0%
\$500,001 to \$1,500,000	55	72	+ 30.9%
\$1,500,001 to \$5,000,000	63	81	+ 28.6%
\$5,000,001 and Above	82	140	+ 70.7%
All Price Ranges	54	75	+ 38.9%

Single Family

12-2023	12-2024	Change	12-2023	12-2024	Change
51	72	+ 41.2%	46	77	+ 67.4%
52	62	+ 19.2%	48	73	+ 52.1%
58	71	+ 22.4%	49	72	+ 46.9%
64	77	+ 20.3%	62	89	+ 43.5%
86	136	+ 58.1%	60	156	+ 160.0%
59	73	+ 23.7%	50	76	+ 52.0%

Condo

By Bedroom Count	12-2023	12-2024	Change
1 Bedroom or Fewer	50	79	+ 58.0%
2 Bedrooms	49	77	+ 57.1%
3 Bedrooms	53	70	+ 32.1%
4 Bedrooms or More	67	83	+ 23.9%
All Bedroom Counts	54	75	+ 38.9%

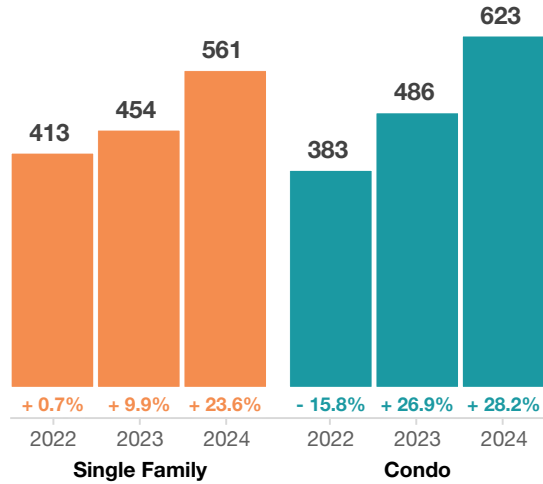
12-2023	12-2024	Change	12-2023	12-2024	Change
52	83	+ 59.6%	49	78	+ 57.5%
51	77	+ 51.0%	49	77	+ 56.3%
55	68	+ 23.6%	50	73	+ 44.9%
68	81	+ 19.1%	51	106	+ 109.7%
59	73	+ 23.7%	50	76	+ 52.0%

Overall New Listings

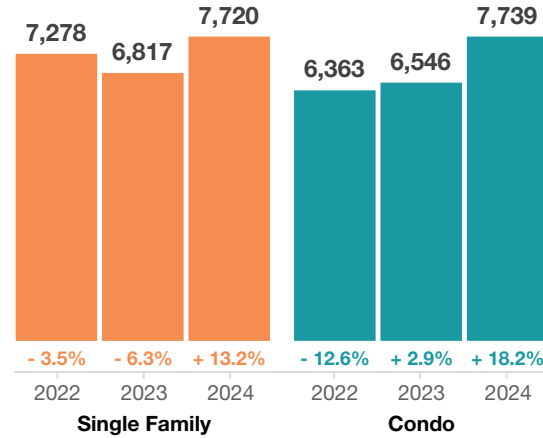
A count of the properties that have been newly listed on the market in a given month.



December

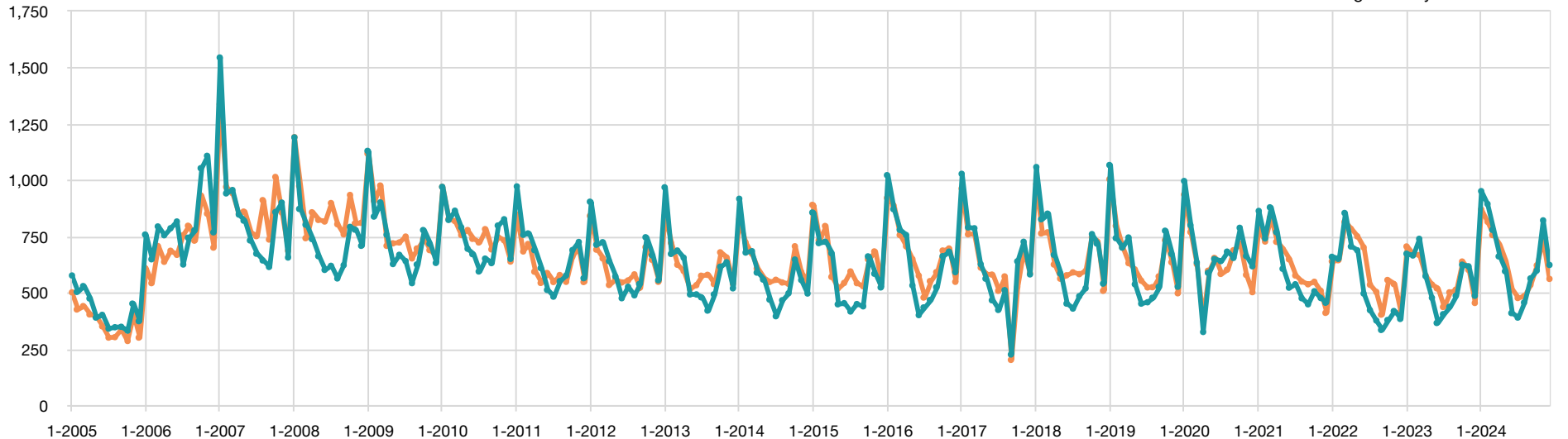


Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2024	870	+ 23.4%	951	+ 41.3%
Feb-2024	815	+ 21.5%	894	+ 34.4%
Mar-2024	756	+ 13.3%	779	+ 5.4%
Apr-2024	713	+ 23.8%	661	+ 15.4%
May-2024	639	+ 19.2%	595	+ 24.7%
Jun-2024	515	- 0.8%	409	+ 12.1%
Jul-2024	476	+ 9.2%	389	- 3.7%
Aug-2024	484	- 3.4%	456	+ 4.3%
Sep-2024	534	+ 4.1%	563	+ 15.8%
Oct-2024	621	- 2.7%	598	- 4.2%
Nov-2024	736	+ 22.5%	821	+ 33.1%
Dec-2024	561	+ 23.6%	623	+ 28.2%
12-Month Avg	643	+ 13.2%	645	+ 18.1%

Historical New Listings by Month

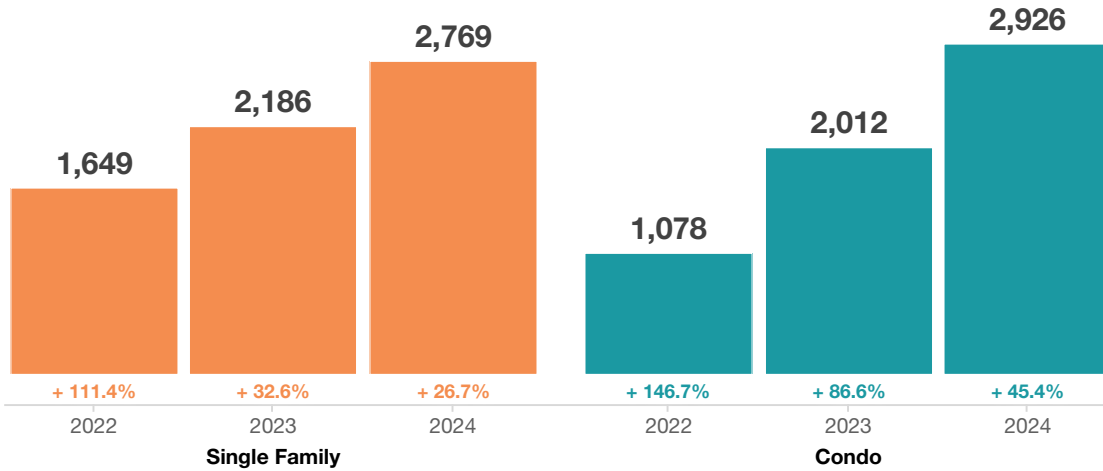


Overall Inventory of Homes for Sale

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

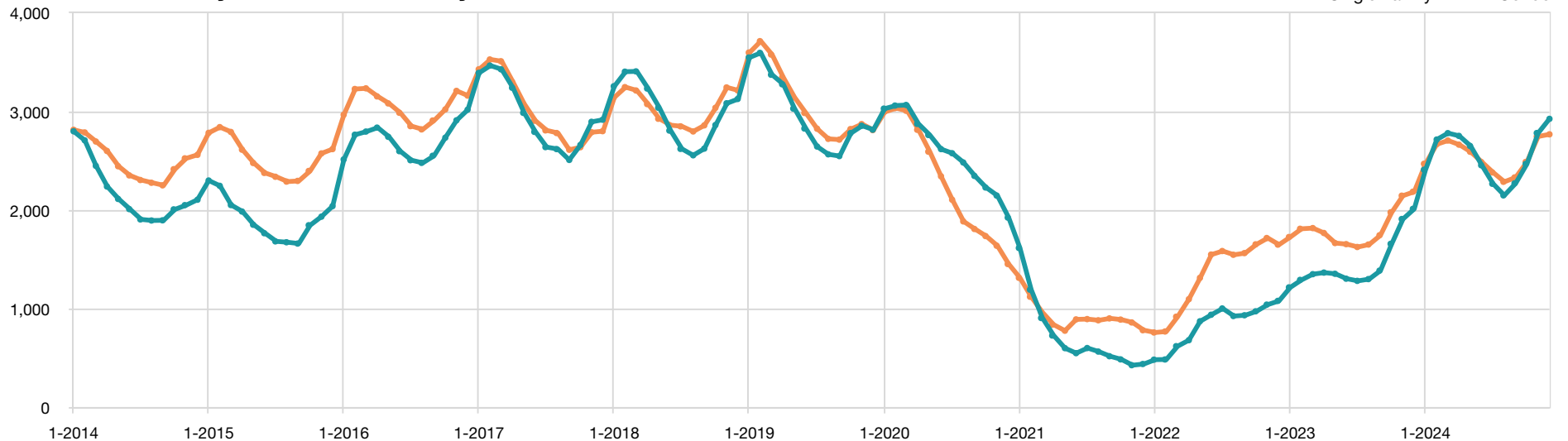


December



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jan-2024	2,470	+ 43.1%	2,409	+ 98.3%
Feb-2024	2,668	+ 47.4%	2,716	+ 110.4%
Mar-2024	2,706	+ 48.9%	2,781	+ 106.2%
Apr-2024	2,664	+ 50.8%	2,753	+ 101.7%
May-2024	2,592	+ 55.7%	2,651	+ 95.9%
Jun-2024	2,488	+ 50.4%	2,455	+ 88.4%
Jul-2024	2,382	+ 46.6%	2,267	+ 77.0%
Aug-2024	2,287	+ 38.6%	2,149	+ 65.4%
Sep-2024	2,331	+ 33.7%	2,271	+ 64.0%
Oct-2024	2,488	+ 25.8%	2,468	+ 48.9%
Nov-2024	2,747	+ 28.0%	2,782	+ 45.7%
Dec-2024	2,769	+ 26.7%	2,926	+ 45.4%
12-Month Avg	2,549	+ 40.5%	2,552	+ 75.8%

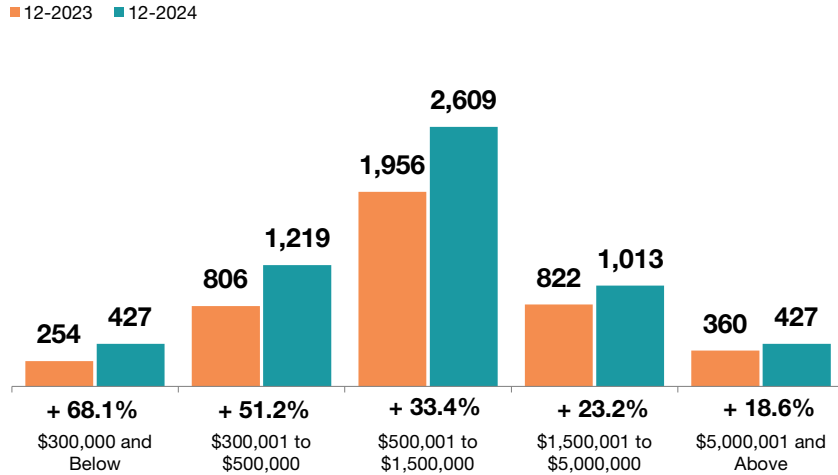
Historical Inventory of Homes for Sale by Month



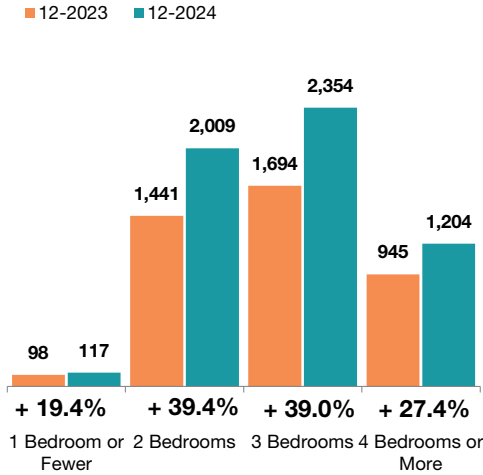
Overall Inventory of Homes for Sale by Price Range

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

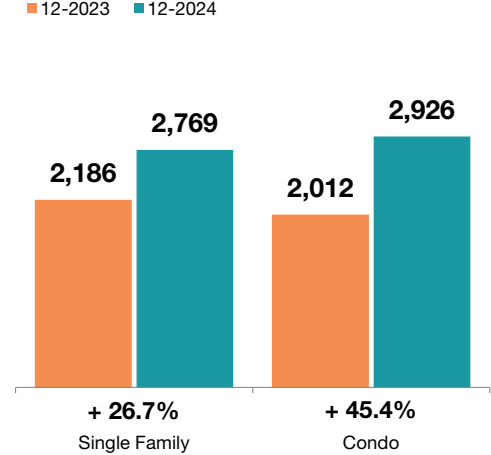
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	12-2023	12-2024	Change
\$300,000 and Below	254	427	+ 68.1%
\$300,001 to \$500,000	806	1,219	+ 51.2%
\$500,001 to \$1,500,000	1,956	2,609	+ 33.4%
\$1,500,001 to \$5,000,000	822	1,013	+ 23.2%
\$5,000,001 and Above	360	427	+ 18.6%
All Price Ranges	4,198	5,695	+ 35.7%

Single Family

	12-2023	12-2024	Change
1 Bedroom or Fewer	92	109	+ 18.5%
2 Bedrooms	152	202	+ 32.9%
3 Bedrooms	1,108	1,493	+ 34.7%
4 Bedrooms or More	538	603	+ 12.1%
All Single Family	2,186	2,769	+ 26.7%

Condo

	12-2023	12-2024	Change
1 Bedroom or Fewer	162	318	+ 96.3%
2 Bedrooms	654	1017	+ 55.5%
3 Bedrooms	848	1116	+ 31.6%
4 Bedrooms or More	284	410	+ 44.4%
All Condo	2,012	2,926	+ 45.4%

By Bedroom Count

	12-2023	12-2024	Change
1 Bedroom or Fewer	98	117	+ 19.4%
2 Bedrooms	1,441	2,009	+ 39.4%
3 Bedrooms	1,694	2,354	+ 39.0%
4 Bedrooms or More	945	1,204	+ 27.4%
All Bedroom Counts	4,198	5,695	+ 35.7%

	12-2023	12-2024	Change
1 Bedroom or Fewer	24	31	+ 29.2%
2 Bedrooms	259	286	+ 10.4%
3 Bedrooms	1,011	1,320	+ 30.6%
4 Bedrooms or More	883	1,130	+ 28.0%
All Single Family	2,186	2,769	+ 26.7%
1 Bedroom or Fewer	74	86	+ 16.2%
2 Bedrooms	1,182	1,723	+ 45.8%
3 Bedrooms	683	1,034	+ 51.4%
4 Bedrooms or More	62	74	+ 19.4%
All Condo	2,012	2,926	+ 45.4%

Listing and Sales Summary Report

December 2024



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Dec-24	Dec-23	% Change	Dec-24	Dec-23	% Change	Dec-24	Dec-23	% Change	Dec-24	Dec-23	% Change
Overall Naples Market*	\$600,000	\$625,000	-4.0%	594	568	+4.6%	5,695	4,198	+35.7%	84	59	+42.4%
Collier County	\$602,500	\$647,000	-6.9%	649	626	+3.7%	6,402	4,777	+34.0%	87	63	+38.1%
Ave Maria	\$499,900	\$489,950	+2.0%	19	10	+90.0%	170	111	+53.2%	91	39	+133.3%
Central Naples	\$450,000	\$491,000	-8.4%	78	77	+1.3%	663	471	+40.8%	67	49	+36.7%
East Naples	\$600,000	\$611,000	-1.8%	149	154	-3.2%	1,290	945	+36.5%	83	62	+33.9%
Everglades City	\$185,000	--	--	3	0	--	7	9	-22.2%	524	--	--
Immokalee	\$318,900	\$347,900	-8.3%	7	10	-30.0%	24	14	+71.4%	153	80	+91.3%
Immokalee / Ave Maria	\$410,000	\$376,450	+8.9%	26	20	+30.0%	194	125	+55.2%	108	59	+83.1%
Naples	\$608,500	\$640,000	-4.9%	568	549	+3.5%	5,498	4,074	+35.0%	83	59	+40.7%
Naples Beach	\$1,300,000	\$1,577,000	-17.6%	84	90	-6.7%	1,425	1,186	+20.2%	96	72	+33.3%
North Naples	\$679,000	\$767,500	-11.5%	163	128	+27.3%	1,157	810	+42.8%	73	50	+46.0%
South Naples	\$515,000	\$487,000	+5.7%	94	99	-5.1%	966	661	+46.1%	99	63	+57.1%
34102	\$2,400,000	\$2,215,000	+8.4%	17	30	-43.3%	484	400	+21.0%	128	72	+77.8%
34103	\$790,000	\$1,489,500	-47.0%	29	30	-3.3%	422	326	+29.4%	92	80	+15.0%
34104	\$395,000	\$392,500	+0.6%	34	30	+13.3%	302	192	+57.3%	52	54	-3.7%
34105	\$565,000	\$650,000	-13.1%	35	29	+20.7%	268	189	+41.8%	91	48	+89.6%
34108	\$1,366,500	\$1,137,500	+20.1%	38	30	+26.7%	519	460	+12.8%	86	64	+34.4%
34109	\$625,000	\$900,000	-30.6%	35	36	-2.8%	269	171	+57.3%	81	45	+80.0%
34110	\$647,000	\$730,000	-11.4%	60	50	+20.0%	448	330	+35.8%	74	64	+15.6%
34112	\$350,250	\$429,900	-18.5%	50	53	-5.7%	512	358	+43.0%	81	59	+37.3%
34113	\$642,500	\$572,000	+12.3%	44	46	-4.3%	454	303	+49.8%	120	67	+79.1%
34114	\$575,000	\$685,000	-16.1%	71	66	+7.6%	604	418	+44.5%	98	66	+48.5%
34116	\$425,000	\$482,000	-11.8%	9	18	-50.0%	93	90	+3.3%	33	43	-23.3%
34117	\$630,000	\$559,000	+12.7%	15	19	-21.1%	146	107	+36.4%	65	39	+66.7%
34119	\$770,000	\$752,500	+2.3%	68	42	+61.9%	440	309	+42.4%	68	40	+70.0%
34120	\$634,900	\$567,000	+12.0%	63	69	-8.7%	538	419	+28.4%	72	65	+10.8%
34137	--	--	--	0	0	--	2	1	+100.0%	--	--	--
34142	\$410,000	\$376,450	+8.9%	26	20	+30.0%	194	125	+55.2%	108	59	+83.1%

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

Local Market Update – December 2024

A Research Tool Provided by Naples Area Board of REALTORS®



Naples Beach

34102, 34103, 34108

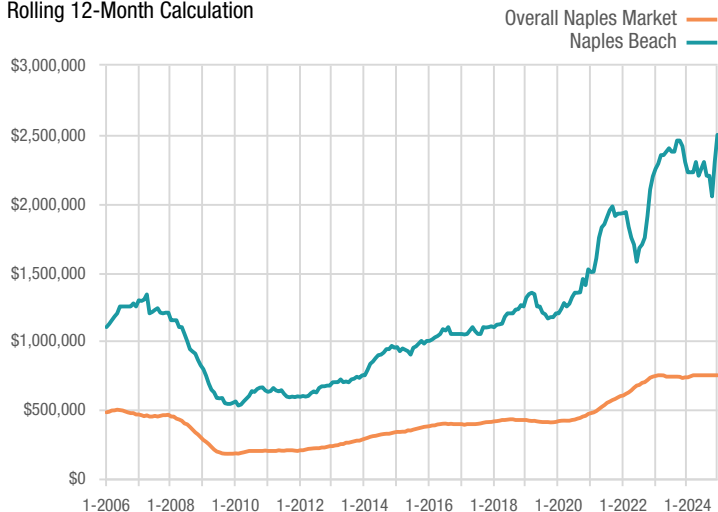
Single Family	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	78	113	+ 44.9%	1,060	1,131	+ 6.7%
Total Sales	31	33	+ 6.5%	472	412	- 12.7%
Days on Market Until Sale	86	83	- 3.5%	82	113	+ 37.8%
Median Closed Price*	\$1,750,000	\$3,303,100	+ 88.7%	\$2,300,000	\$2,497,500	+ 8.6%
Average Closed Price*	\$2,806,242	\$3,854,532	+ 37.4%	\$3,661,871	\$4,370,779	+ 19.4%
Percent of List Price Received*	92.8%	92.4%	- 0.4%	92.8%	92.6%	- 0.2%
Inventory of Homes for Sale	525	595	+ 13.3%	—	—	—
Months Supply of Inventory	13.3	17.3	+ 30.1%	—	—	—

Condo	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	128	184	+ 43.8%	1,693	1,889	+ 11.6%
Total Sales	59	51	- 13.6%	922	858	- 6.9%
Days on Market Until Sale	64	105	+ 64.1%	58	96	+ 65.5%
Median Closed Price*	\$1,350,000	\$950,000	- 29.6%	\$1,200,000	\$1,150,000	- 4.2%
Average Closed Price*	\$1,947,238	\$1,405,225	- 27.8%	\$1,652,743	\$1,678,591	+ 1.6%
Percent of List Price Received*	94.4%	94.4%	0.0%	95.2%	93.9%	- 1.4%
Inventory of Homes for Sale	661	830	+ 25.6%	—	—	—
Months Supply of Inventory	8.6	11.6	+ 34.9%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

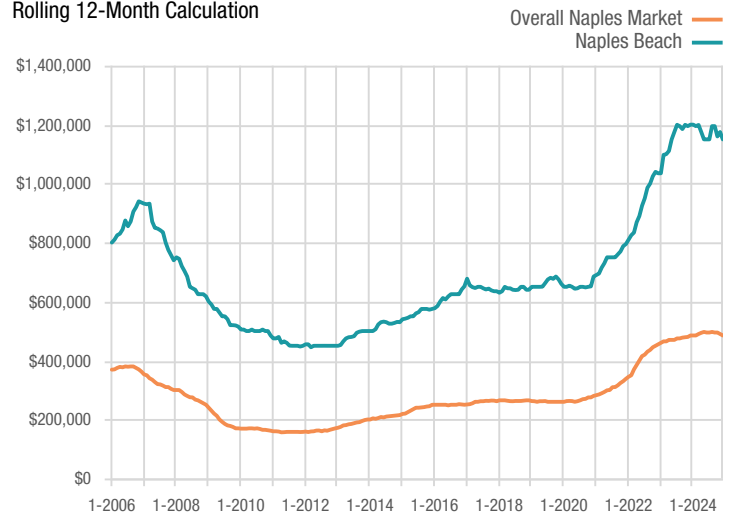
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

North Naples

34109, 34110, 34119

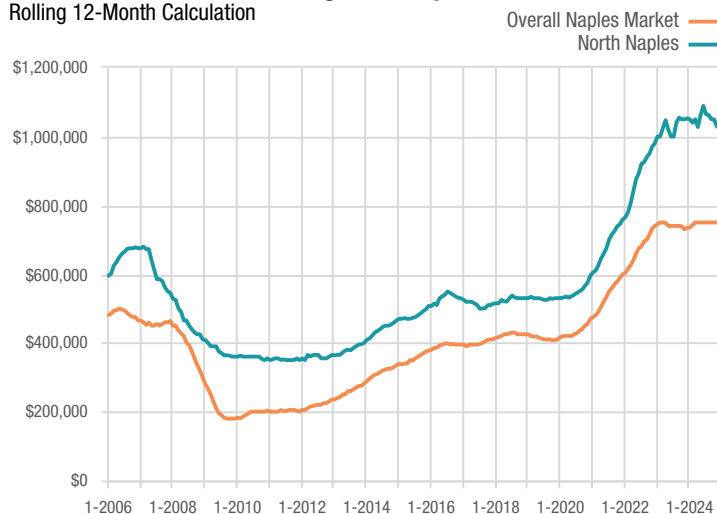
Single Family	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	73	94	+ 28.8%	1,442	1,607	+ 11.4%
Total Sales	70	80	+ 14.3%	991	891	- 10.1%
Days on Market Until Sale	54	68	+ 25.9%	53	62	+ 17.0%
Median Closed Price*	\$1,175,000	\$1,000,000	- 14.9%	\$1,052,500	\$1,022,500	- 2.9%
Average Closed Price*	\$1,819,606	\$1,455,644	- 20.0%	\$1,503,213	\$1,495,450	- 0.5%
Percent of List Price Received*	94.5%	94.3%	- 0.2%	95.8%	94.8%	- 1.0%
Inventory of Homes for Sale	368	489	+ 32.9%	—	—	—
Months Supply of Inventory	4.5	6.6	+ 46.7%	—	—	—

Condo	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	123	146	+ 18.7%	1,663	1,943	+ 16.8%
Total Sales	58	83	+ 43.1%	1,156	1,073	- 7.2%
Days on Market Until Sale	46	78	+ 69.6%	44	67	+ 52.3%
Median Closed Price*	\$466,000	\$420,000	- 9.9%	\$490,000	\$489,000	- 0.2%
Average Closed Price*	\$686,267	\$620,070	- 9.6%	\$697,034	\$671,269	- 3.7%
Percent of List Price Received*	95.9%	95.0%	- 0.9%	96.9%	95.8%	- 1.1%
Inventory of Homes for Sale	442	668	+ 51.1%	—	—	—
Months Supply of Inventory	4.6	7.5	+ 63.0%	—	—	—

* 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.

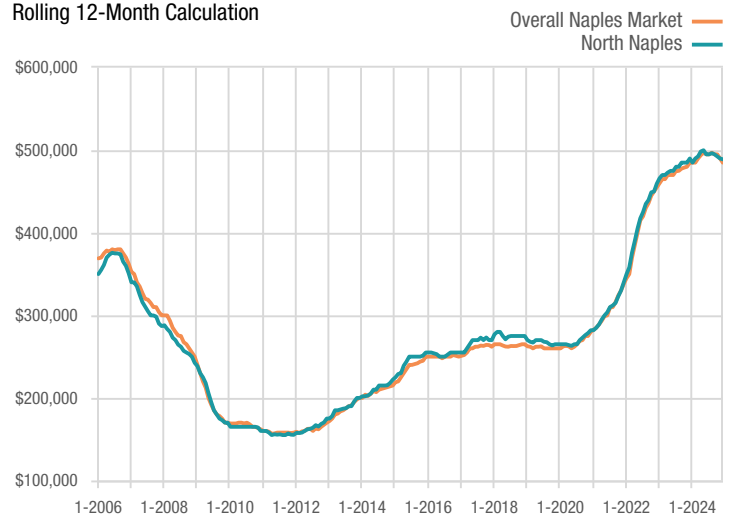
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Central Naples

34104, 34105, 34116

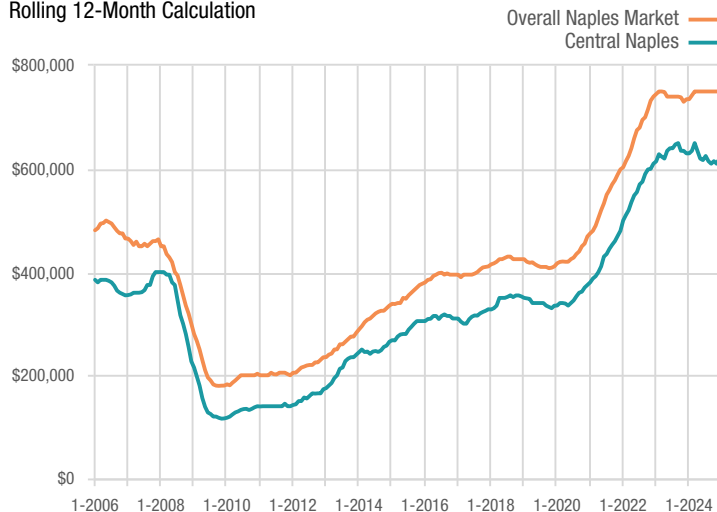
Single Family	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	56	59	+ 5.4%	820	852	+ 3.9%
Total Sales	48	32	- 33.3%	575	507	- 11.8%
Days on Market Until Sale	40	55	+ 37.5%	45	63	+ 40.0%
Median Closed Price*	\$604,500	\$703,500	+ 16.4%	\$630,000	\$620,000	- 1.6%
Average Closed Price*	\$1,289,350	\$1,197,816	- 7.1%	\$1,008,850	\$1,100,035	+ 9.0%
Percent of List Price Received*	97.1%	96.0%	- 1.1%	96.2%	95.6%	- 0.6%
Inventory of Homes for Sale	232	265	+ 14.2%	—	—	—
Months Supply of Inventory	4.8	6.3	+ 31.3%	—	—	—

Condo	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	61	90	+ 47.5%	882	1,132	+ 28.3%
Total Sales	29	46	+ 58.6%	626	565	- 9.7%
Days on Market Until Sale	63	76	+ 20.6%	41	60	+ 46.3%
Median Closed Price*	\$370,000	\$387,500	+ 4.7%	\$355,000	\$349,000	- 1.7%
Average Closed Price*	\$439,666	\$512,180	+ 16.5%	\$406,110	\$429,373	+ 5.7%
Percent of List Price Received*	95.0%	94.9%	- 0.1%	96.6%	95.5%	- 1.1%
Inventory of Homes for Sale	239	398	+ 66.5%	—	—	—
Months Supply of Inventory	4.6	8.5	+ 84.8%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

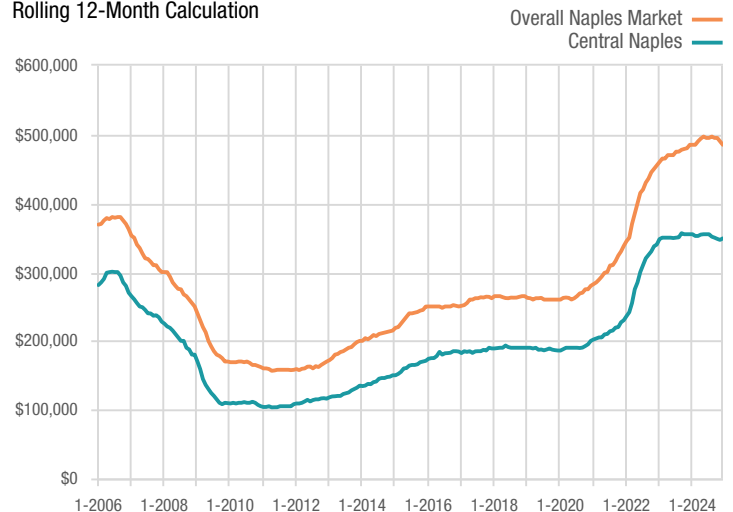
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – December 2024

A Research Tool Provided by Naples Area Board of REALTORS®



South Naples

34112, 34113

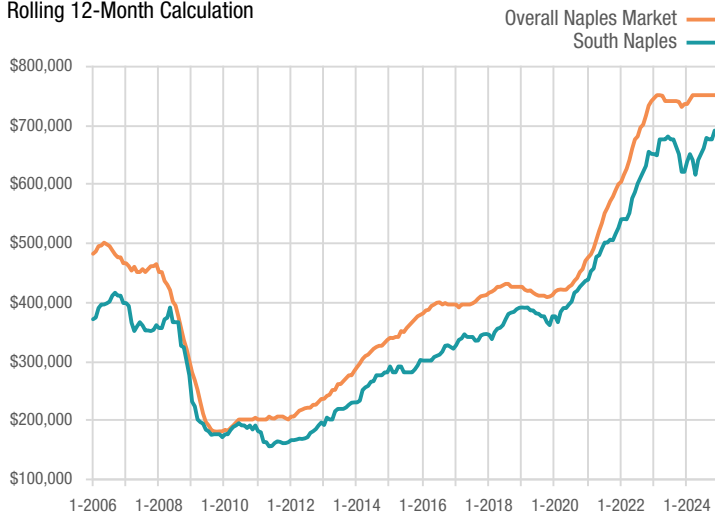
Single Family	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	50	86	+ 72.0%	824	965	+ 17.1%
Total Sales	25	36	+ 44.0%	570	474	- 16.8%
Days on Market Until Sale	69	94	+ 36.2%	55	69	+ 25.5%
Median Closed Price*	\$735,000	\$665,000	- 9.5%	\$620,000	\$682,500	+ 10.1%
Average Closed Price*	\$1,102,021	\$909,929	- 17.4%	\$916,856	\$1,021,643	+ 11.4%
Percent of List Price Received*	96.6%	94.7%	- 2.0%	95.5%	94.8%	- 0.7%
Inventory of Homes for Sale	252	350	+ 38.9%	—	—	—
Months Supply of Inventory	5.3	8.9	+ 67.9%	—	—	—

Condo	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	111	126	+ 13.5%	1,387	1,676	+ 20.8%
Total Sales	74	58	- 21.6%	990	842	- 14.9%
Days on Market Until Sale	61	102	+ 67.2%	50	73	+ 46.0%
Median Closed Price*	\$484,000	\$385,000	- 20.5%	\$410,000	\$410,000	0.0%
Average Closed Price*	\$522,667	\$496,151	- 5.1%	\$468,094	\$476,582	+ 1.8%
Percent of List Price Received*	96.6%	94.3%	- 2.4%	96.7%	95.8%	- 0.9%
Inventory of Homes for Sale	409	616	+ 50.6%	—	—	—
Months Supply of Inventory	5.0	8.8	+ 76.0%	—	—	—

* 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.

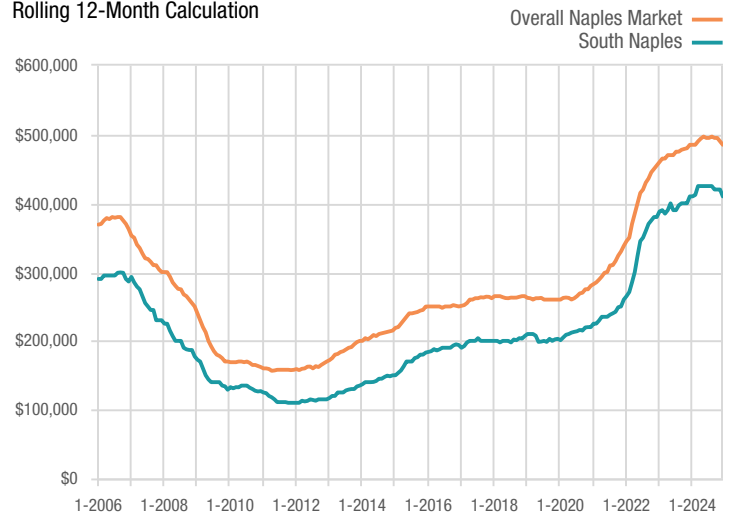
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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East Naples

34114, 34117, 34120, 34137

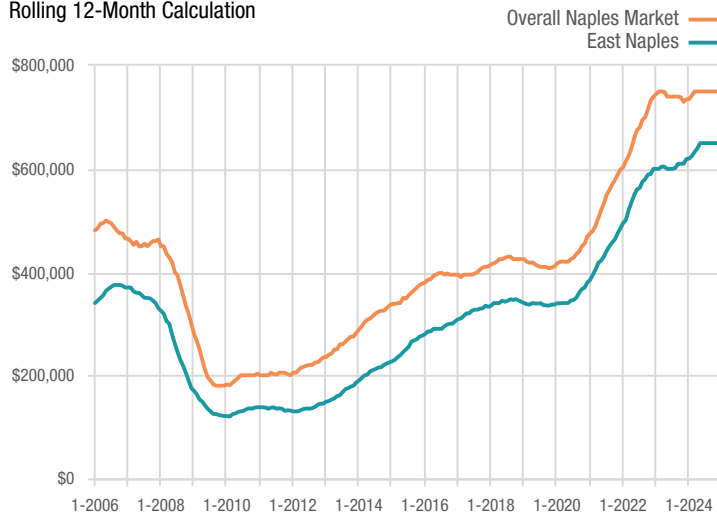
Single Family	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	169	178	+ 5.3%	2,284	2,744	+ 20.1%
Total Sales	112	104	- 7.1%	1,592	1,542	- 3.1%
Days on Market Until Sale	59	76	+ 28.8%	62	71	+ 14.5%
Median Closed Price*	\$675,500	\$674,950	- 0.1%	\$619,202	\$650,000	+ 5.0%
Average Closed Price*	\$832,298	\$835,922	+ 0.4%	\$754,001	\$803,280	+ 6.5%
Percent of List Price Received*	96.7%	96.3%	- 0.4%	97.1%	96.4%	- 0.7%
Inventory of Homes for Sale	703	923	+ 31.3%	—	—	—
Months Supply of Inventory	5.3	7.2	+ 35.8%	—	—	—

Condo	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	62	73	+ 17.7%	839	967	+ 15.3%
Total Sales	42	45	+ 7.1%	618	506	- 18.1%
Days on Market Until Sale	69	102	+ 47.8%	53	84	+ 58.5%
Median Closed Price*	\$538,750	\$492,500	- 8.6%	\$518,055	\$502,500	- 3.0%
Average Closed Price*	\$555,504	\$506,181	- 8.9%	\$536,314	\$533,058	- 0.6%
Percent of List Price Received*	97.0%	95.6%	- 1.4%	97.0%	96.2%	- 0.8%
Inventory of Homes for Sale	242	367	+ 51.7%	—	—	—
Months Supply of Inventory	4.7	8.7	+ 85.1%	—	—	—

* 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.

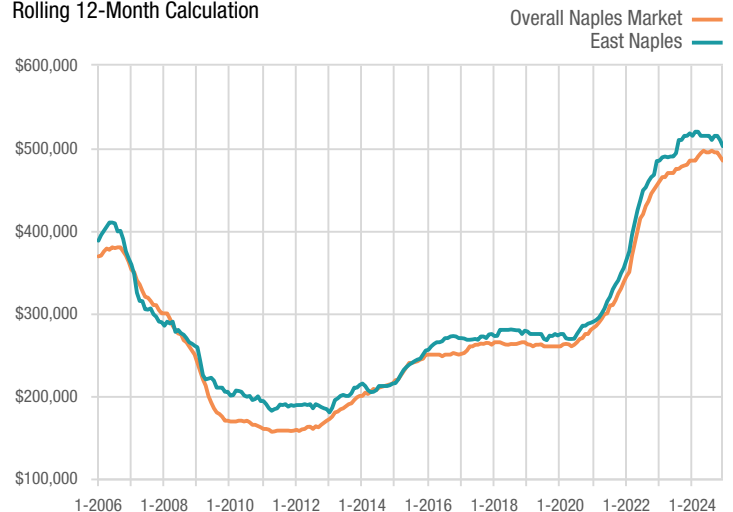
Median Closed Price - Single Family

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.

Immokalee / Ave Maria

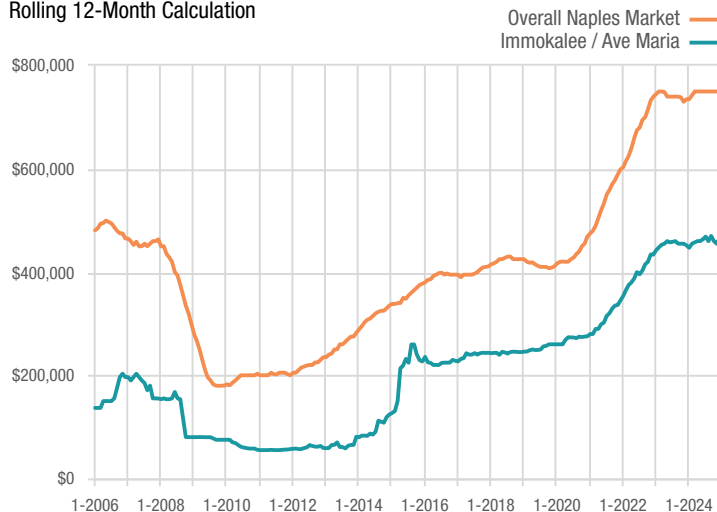
Single Family	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	28	31	+ 10.7%	387	421	+ 8.8%
Total Sales	19	21	+ 10.5%	280	230	- 17.9%
Days on Market Until Sale	63	118	+ 87.3%	57	94	+ 64.9%
Median Closed Price*	\$377,900	\$460,000	+ 21.7%	\$452,000	\$465,000	+ 2.9%
Average Closed Price*	\$417,274	\$471,434	+ 13.0%	\$477,712	\$486,647	+ 1.9%
Percent of List Price Received*	98.8%	97.6%	- 1.2%	97.2%	96.5%	- 0.7%
Inventory of Homes for Sale	106	147	+ 38.7%	—	—	—
Months Supply of Inventory	4.5	7.7	+ 71.1%	—	—	—

Condo	December			Year to Date		
	2023	2024	% Change	Thru 12-2023	Thru 12-2024	% Change
Key Metrics						
New Listings	1	4	+ 300.0%	82	132	+ 61.0%
Total Sales	1	5	+ 400.0%	61	66	+ 8.2%
Days on Market Until Sale	0	63	—	78	70	- 10.3%
Median Closed Price*	\$340,000	\$316,000	- 7.1%	\$337,500	\$328,500	- 2.7%
Average Closed Price*	\$340,000	\$327,630	- 3.6%	\$341,866	\$331,618	- 3.0%
Percent of List Price Received*	95.8%	94.3%	- 1.6%	96.6%	95.1%	- 1.6%
Inventory of Homes for Sale	19	47	+ 147.4%	—	—	—
Months Supply of Inventory	3.7	8.5	+ 129.7%	—	—	—

* 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.

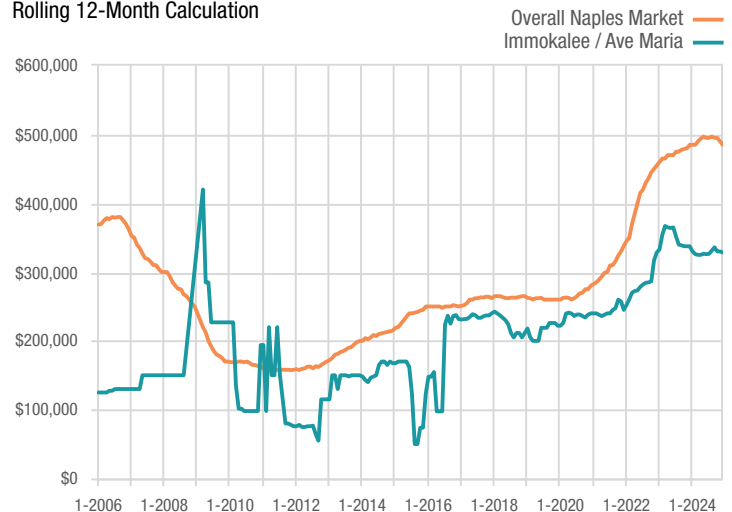
Median Closed Price - Single Family

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.