

**MARCH 2021**  
**LUXURY PROPERTIES MARKET REPORT**  
Naples | Bonita Springs



**WILLIAM RAVEIS**  
REAL ESTATE

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### **NAPLES AND BONITA SPRINGS – SINGLE FAMILY PROPERTIES**

#### **CLOSED SALES**

- The number of closed sales in the 12 months ending March 31, 2021 for the Naples and Bonita Springs Area increased 30% year-over-year (9,432 vs 7,229).
- There were 127 closed sales, priced above two million in March 2021 compared to 61 in March 2020, a 108% increase. During the 12 months ending March 31, 2021, sales in this category increased 85% over the same time period in 2020 (765 vs 414).

#### **NEW LISTINGS / INVENTORY**

- During the 12 months ending March 31, 2021, a total of 10,205 new listings were added to the market, remaining relatively the same, with an increase of 1% vs the same time period 12 months ending March 31, 2020.
- Available inventory as of March 31, 2021 consisted of 3,222 units, a decrease of 34% vs the same time period in 2020. Current inventory represents 3 months of supply based on current absorption rates.

#### **AVERAGE & MEDIAN SALES PRICE**

- The year-over-year average sales price for the area was \$838,814 a 21% increase vs the same time period in 2020.
- The median sales price for the area in March 2021 increased 29% to \$544,960 vs March 2020.

### **NAPLES AND BONITA SPRINGS – CONDOMINIUMS**

#### **CLOSED SALES**

- The number of closed sales in the 12 months ending March 31, 2021 for the Naples and Bonita Springs Area increased 28% year-over-year (7,279 vs 5,695).
- There were 39 closed sales priced above two million compared to 32 in March 2020, a 22% increase. During the 12 months ending March 31, 2021, sales in this category increased 57% vs the same time period in 2020 (266 vs 169 units).

#### **NEW LISTINGS / INVENTORY**

- During the 12 months ending March 31, 2021, a total of 8,387 new listings were added to the market, a 7% increase vs the same time period 12 months ending March 31, 2020.
- Available inventory as of March 31, 2021 consisted of 2,702 units, a decrease of 32% vs the same time period in 2020. Current inventory represents 2.4 months of supply based on current absorption rates.

#### **AVERAGE & MEDIAN SALES PRICE**

- The year-over-year average sales price for the area was \$498,370 an increase of 12% vs the same time period in 2020.
- The median sales price for the area in March 2021 increased 13% to \$305,000 vs March 2020.



**LUXURY MARKET \$1M+ (WEST OF 41)  
PORT ROYAL TO BONITA BEACH ROAD AREA - SINGLE FAMILY PROPERTIES**

**CLOSED SALES**

- The number of closed sales in the 12 months ending March 31, 2021 for the luxury market from Port Royal to Bonita Beach Road Area increased 50% year-over-year (617 vs 410).

**NEW LISTINGS / INVENTORY**

- During the 12 months ending March 31, 2021, a total of 713 new listings were added to the market, an increase of 13% compared to the same time period 12 months ending March 31, 2020.
- Available inventory as of March 31, 2021 consisted of 317 units, a decrease of 29% vs the same time period in 2020 (317 vs 446). Current inventory represents 3.4 months of supply based on current absorption rates.

**AVERAGE & MEDIAN SALES PRICE**

- The year-over-year average sales price for the area was \$4,044,356, an increase of 11% vs the same time period in 2020.
- The median sales price for the area in March 2021 increased 30% to \$3,912,500 vs March 2020.

**LUXURY MARKET \$1M+ (WEST OF 41)  
PORT ROYAL TO BONITA BEACH ROAD AREA - CONDOMINIUMS**

**CLOSED SALES**

- The number of closed sales in the 12 months ending March 31, 2021 for the luxury market from Port Royal to Bonita Beach Road Area increased 62% year-over-year (657 vs 405).

**NEW LISTINGS / INVENTORY**

- During the 12 months ending March 31, 2021, a total of 824 new listings were added to the market, an increase of 33% vs the same time period 12 months ending March 31, 2020.
- Available inventory as of March 31, 2021 consisted of 329 units, a 17% decrease vs the same time period in 2020. Current inventory represents 3 months of supply based on current absorption rates.

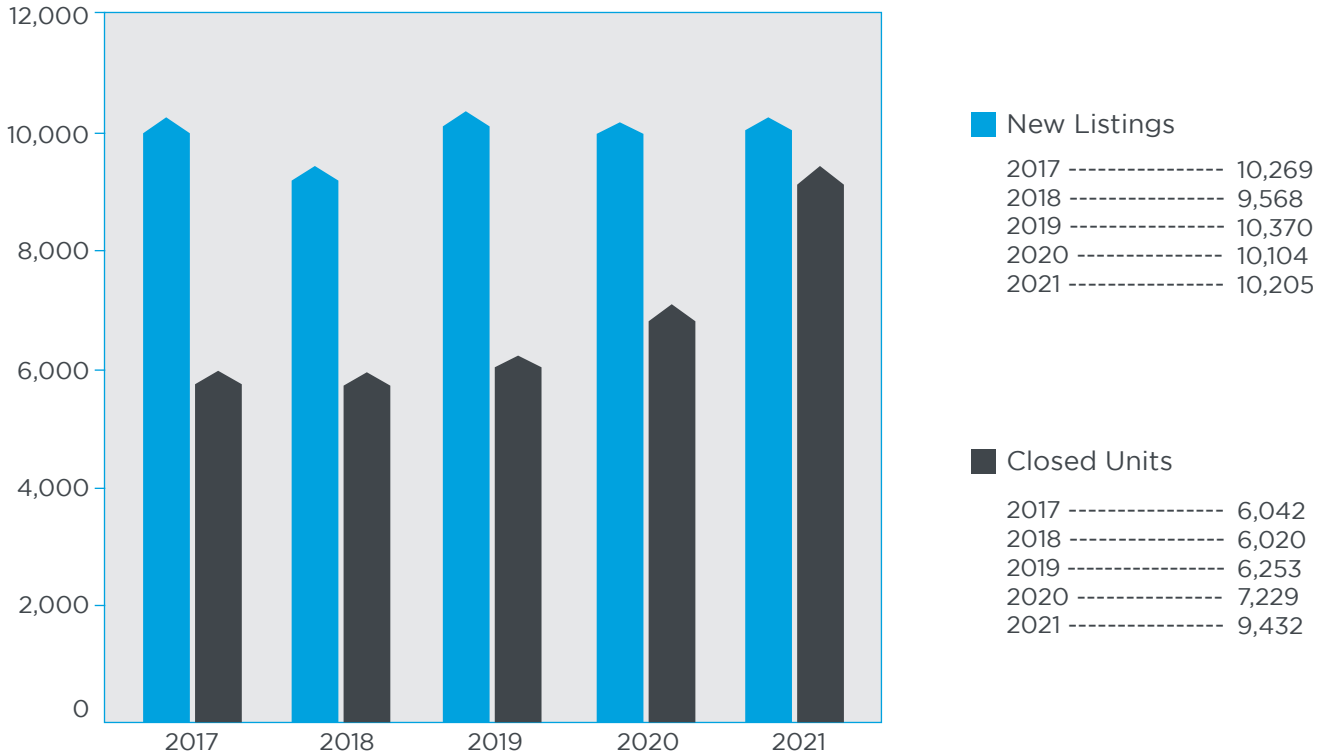
**AVERAGE & MEDIAN SALES PRICE**

- The year-over-year average sales price for the area was \$2,102,193, a decrease of 3% vs the same time period in 2020.
- The median sales price for the area in March 2021 decreased 17% to \$1,650,000 vs March 2020.

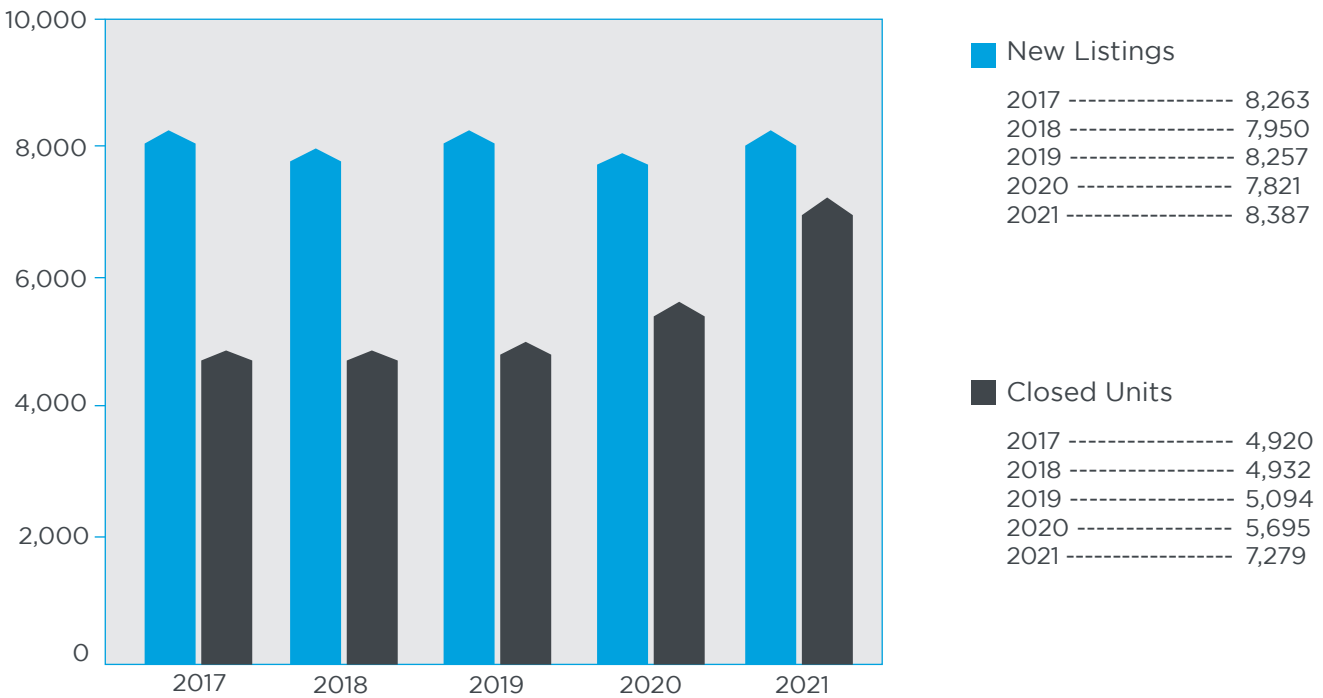
### New Listings | Closed Units

12 Month Comparisons

#### Naples and Bonita Springs - Single Family Properties



#### Naples and Bonita Springs - Condominiums



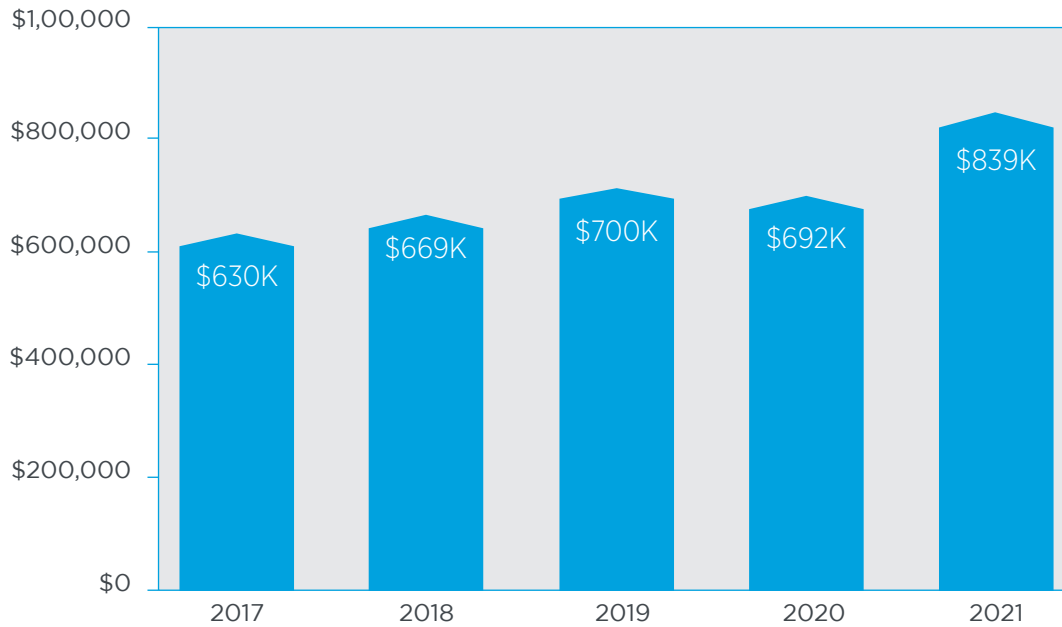
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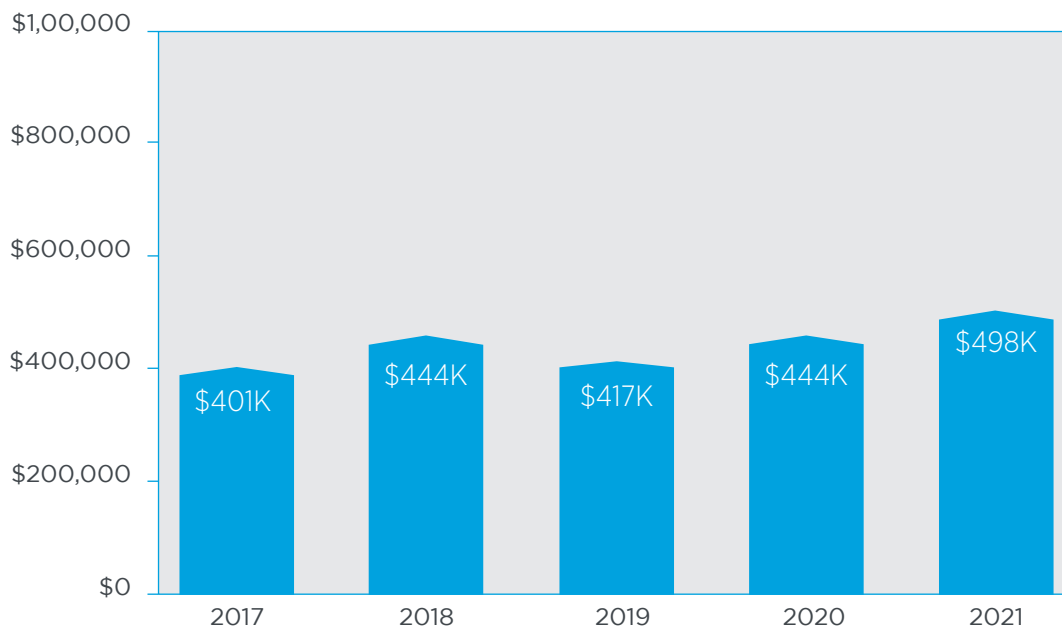
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## Average Sales Price 12 Month Comparisons

### Naples and Bonita Springs - Single Family Properties



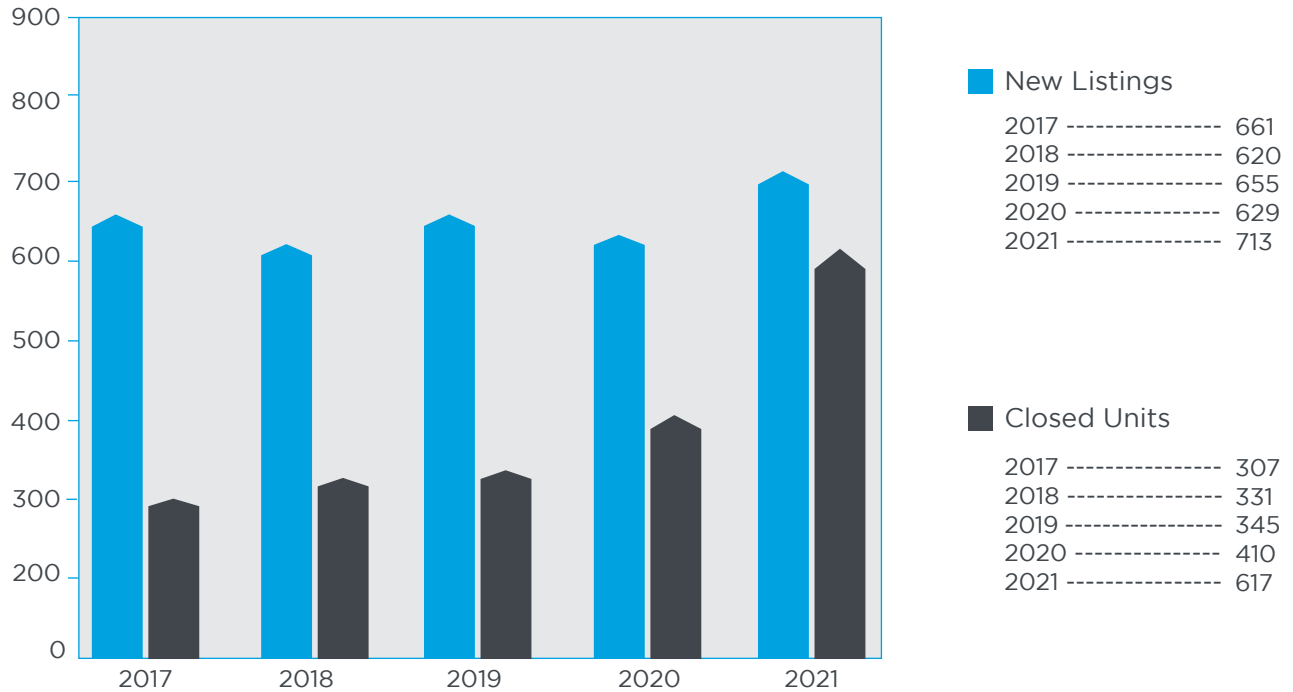
### Naples and Bonita Springs - Condominiums



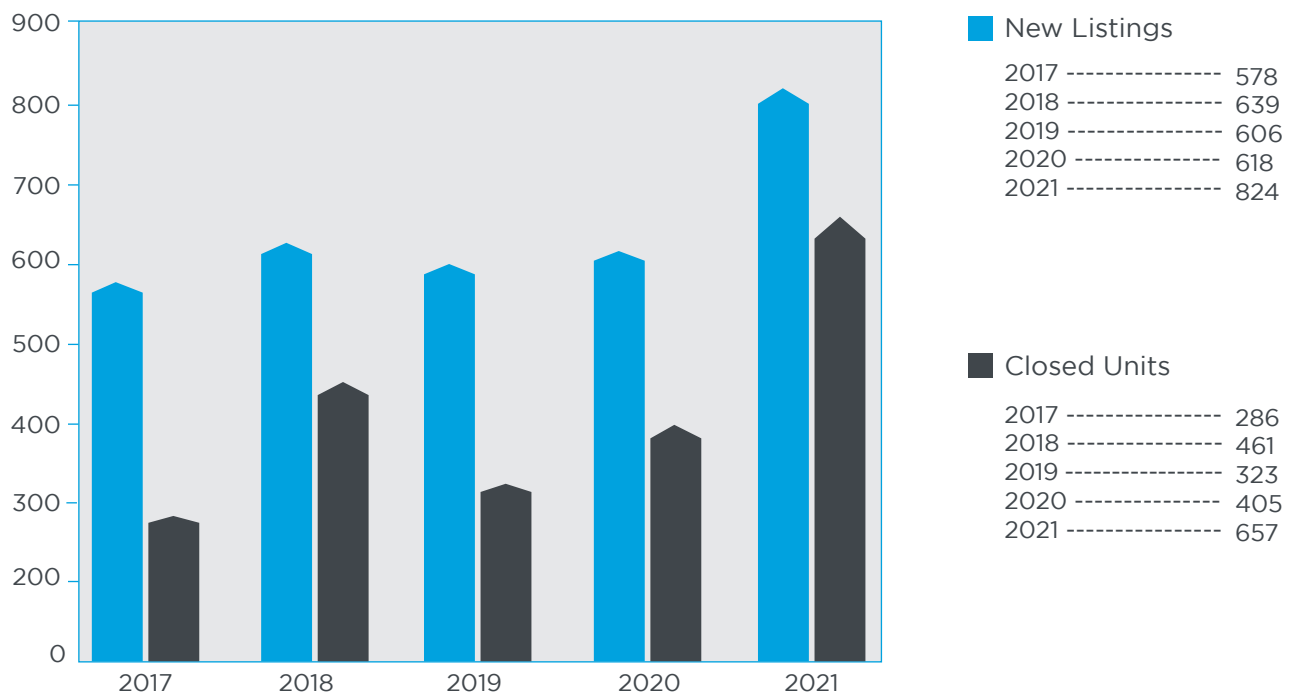
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**New Listings | Closed Units**  
12 Month Comparisons

**Luxury Property Market - Port Royal to Bonita Beach Road Area (West of 41)**  
**Single Family Properties \$1M+**



**Luxury Property Market - Port Royal to Bonita Beach Road Area (West of 41)**  
**Condominiums \$1M+**



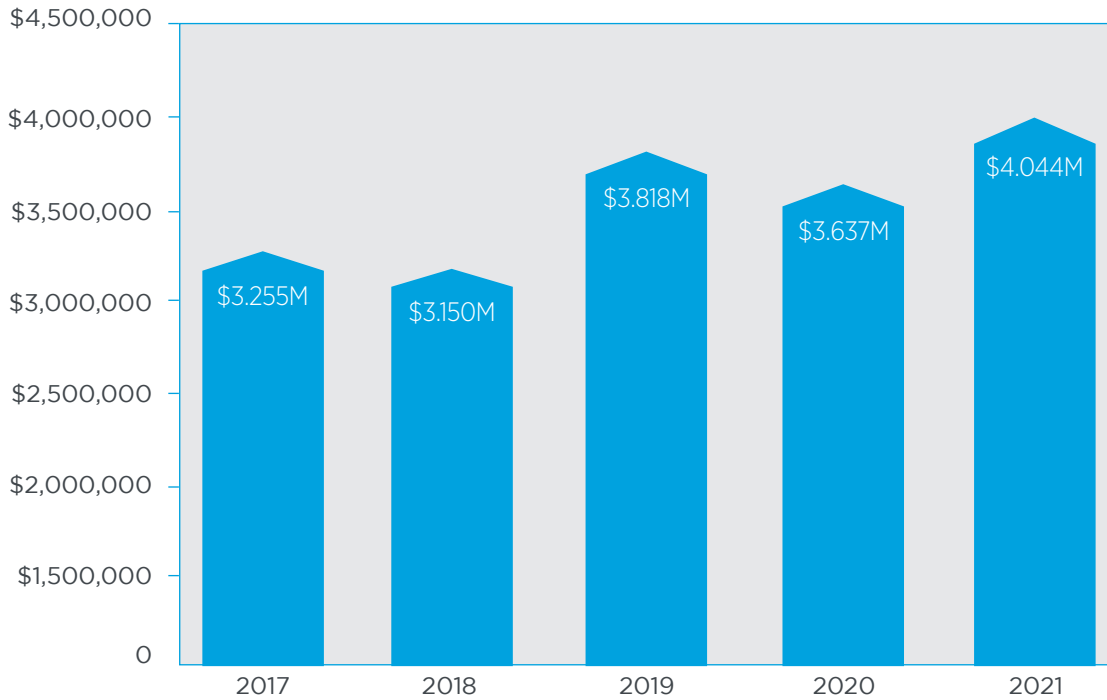
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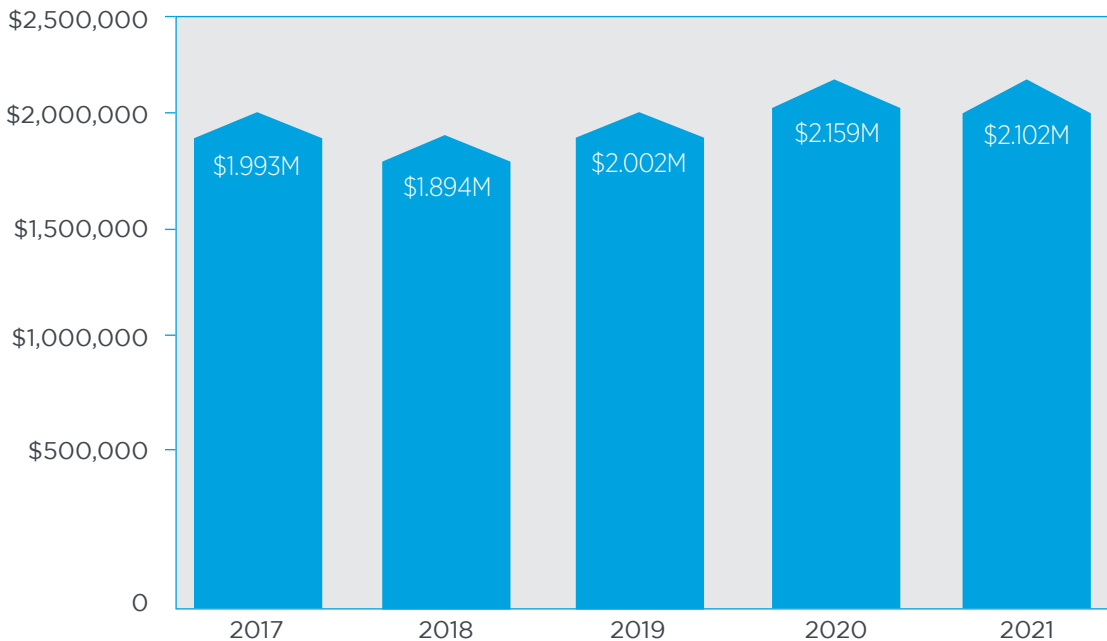
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## Average Sales Price 12 Month Comparisons

### Luxury Property Market - Port Royal to Bonita Beach Road Area (West of 41) Single Family Properties (\$1M+)



### Luxury Property Market - Port Royal to Bonita Beach Road Area (West of 41) Condominiums (\$1M+)



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### Neighborhood Snapshot Report Single Family Properties

| Monthly Snapshot<br>as of March 31, 2021                        | ACTIVE LISTINGS | % CHANGE | CLOSED PAST 12 MONTHS | % CHANGE | MONTHS OF SUPPLY | % CHANGE | AVERAGE CLOSED PRICE | % CHANGE |
|---|-----------------|----------|-----------------------|----------|------------------|----------|----------------------|----------|
| Aqualane Shores   | 9               | -70%     | 51                    | +200%    | 7.2              | -45%     | \$5,443,654          | +5%      |
| Bonita Bay  | 5               | -87%     | 77                    | +26%     | 5.4              | -10%     | \$1,505,238          | +27%     |
| Collier's Reserve   | 0               | -100%    | 22                    | +38%     | 4.1              | -58%     | \$1,575,432          | +9%      |
| Grey Oaks   | 7               | -86%     | 83                    | +69%     | 6.1              | -59%     | \$2,759,783          | +3%      |
| Isles of Collier Preserve                                       | 3               | -88%     | 67                    | +46%     | 4.5              | -15%     | \$1,137,522          | +16%     |
| Kensington  | 2               | -80%     | 19                    | +12%     | 3.3              | -40%     | \$848,442            | -2%      |
| Lely Resort   | 24              | -76%     | 181                   | +51%     | 7.3              | -33%     | \$719,541            | +11%     |
| Mediterra   | 10              | -80%     | 71                    | +54%     | 8.4              | -37%     | \$2,057,661          | -11%     |
| Monterey  | 2               | -67%     | 24                    | no chg   | 4.4              | -21%     | \$840,950            | +13%     |
| Naples Park   | 13              | -82%     | 232                   | +44%     | 4.0              | -38%     | \$514,327            | +13%     |
| Naples Reserve  | 20              | -67%     | 140                   | +39%     | 3.9              | -49%     | \$617,937            | +18%     |
| Olde Naples   | 22              | -68%     | 103                   | +29%     | 7.5              | -34%     | \$4,338,330          | +7%      |
| Park Shore/Moorings/<br>Seagate/Coquina Sands<br>Non-Waterfront | 43              | -57%     | 160                   | +26%     | 7.6              | -22%     | \$2,393,335          | +17%     |
| Park Shore/Moorings/<br>Seagate/Coquina Sands<br>Waterfront     | 6               | -76%     | 33                    | -18%     | 5.4              | -43%     | \$4,096,516          | +18%     |
| Pelican Bay   | 10              | -80%     | 75                    | +29%     | 6.6              | -37%     | \$3,299,207          | +23%     |
| Pelican Landing   | 2               | -94%     | 71                    | +25%     | 6.3              | -16%     | \$814,205            | +6%      |
| Pelican Marsh   | 8               | -80%     | 80                    | +43%     | 4.9              | -50%     | \$1,294,795          | +25%     |
| Pine Ridge  | 8               | -81%     | 53                    | +51%     | 7.8              | -40%     | \$2,420,083          | +24%     |
| Port Royal  | 15              | -71%     | 67                    | +81%     | 10.5             | -29%     | \$10,476,119         | +7%      |
| Quail Creek   | 7               | -42%     | 26                    | +10%     | 5.0              | -29%     | \$1,356,404          | +23%     |
| Quail West  | 7               | -86%     | 86                    | +79%     | 6.3              | -49%     | \$2,308,492          | +19%     |
| Royal Harbor  | 6               | -85%     | 62                    | +94%     | 7.1              | -39%     | \$2,756,712          | +18%     |
| The Colony At Pelican<br>Landing                                | 2               | -85%     | 19                    | +138%    | 8.3              | -38%     | \$1,598,158          | -11%     |
| Tiburon   | 0               | -100%    | 17                    | +21%     | 3.5              | -5%      | \$1,700,235          | +7%      |
| Vanderbilt Beach  | 8               | -80%     | 48                    | +30%     | 6.5              | -48%     | \$2,045,094          | +16%     |
| Vineyards   | 4               | -91%     | 80                    | +10%     | 4.6              | -38%     | \$751,410            | +10%     |

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### Neighborhood Snapshot Report Condominiums

| Monthly Snapshot<br>as of March 31, 2021                        | ACTIVE LISTINGS | % CHANGE | CLOSED PAST 12 MONTHS | % CHANGE | MONTHS OF SUPPLY | % CHANGE | AVERAGE CLOSED PRICE | % CHANGE |
|---|-----------------|----------|-----------------------|----------|------------------|----------|----------------------|----------|
| Bonita Bay  | 24              | -80%     | 175                   | +32%     | 6.9              | -16%     | \$813,907            | +11%     |
| Grey Oaks   | 2               | +100%    | 11                    | -21%     | 2.7              | -29%     | \$1,005,536          | +16%     |
| Isles of Collier Preserve                                       | 4               | -81%     | 51                    | +50%     | 4.3              | -46%     | \$531,336            | +2%      |
| Kensington  | 2               | -88%     | 32                    | +182%    | 11.1             | +54%     | \$447,474            | -5%      |
| Lely Resort   | 22              | -80%     | 219                   | +8%      | 5.6              | -34%     | \$310,408            | -3%      |
| Mediterra   | 1               | -96%     | 24                    | +60%     | 9.2              | -29%     | \$594,521            | +4%      |
| Olde Naples   | 48              | -54%     | 166                   | +24%     | 8.0              | -22%     | \$1,053,614          | +7%      |
| Park Shore/Moorings/<br>Seagate/Coquina Sands<br>Non-Waterfront | 15              | -76%     | 123                   | +71%     | 7.2              | -19%     | \$525,348            | +34%     |
| Park Shore/Moorings/<br>Seagate/Coquina Sands<br>Waterfront     | 60              | -76%     | 425                   | +32%     | 7.9              | -10%     | \$1,383,961          | +1%      |
| Pelican Bay   | 55              | -74%     | 384                   | +33%     | 6.8              | -31%     | \$1,290,655          | -9%      |
| Pelican Landing   | 2               | -96%     | 118                   | +28%     | 4.5              | -21%     | \$353,360            | +5%      |
| Pelican Marsh   | 11              | -80%     | 112                   | +32%     | 4.8              | -41%     | \$414,599            | +15%     |
| Pine Ridge  | 3               | -25%     | 20                    | -5%      | 3.3              | -35%     | \$231,025            | +7%      |
| The Dunes of Naples   | 10              | -72%     | 58                    | +22%     | 7.8              | -47%     | \$1,190,016          | +31%     |
| Tiburon   | 6               | -76%     | 49                    | +23%     | 6.4              | +3%      | \$752,158            | -7%      |
| Vanderbilt Beach  | 25              | -72%     | 122                   | +12%     | 8.3              | -30%     | \$1,005,780          | +13%     |
| Vineyards   | 17              | -77%     | 132                   | -5%      | 4.6              | -38%     | \$370,817            | +6%      |

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### Neighborhood Guide

|   |   |  |
|---|---|--|
| <b>LOCATIONS:</b><br>City of Naples<br>North Naples (North of Pine Ridge Rd.)<br>South Naples (South of Pine Ridge Rd.)<br>Marco Area               | <b>HOME STYLE:</b><br>  Single Family Home<br>  Condominium | <b>PRICE RANGE:</b><br>  Dominant price less than \$500,000<br>  Dominant price \$500,000 - \$1,000,000<br>  Dominant price over \$1,000,000 |
| <b>GOLF COURSES</b>    18 holes                     27 holes                     36 holes                     54 holes                     90 holes |   |  |
| <b>BOATING</b>   Many properties are boating oriented (have a dock or there is a community dock/marina)   |   |  |
| <b>GATED</b>   May or may not be manned by a security guard   |   |  |












































































| COMMUNITY   | HOME STYLE | GOLF COURSE | BOATING COMMUNITY | CLUB HOUSE | TENNIS | GATED | PRICE RANGE |
|---|------------|-------------|-------------------|------------|--------|-------|-------------|
| <b>AQUALANE SHORES</b><br>City of Naples              |            |             |                   |            |        |       |             |
| <b>BONITA BAY</b><br>Bonita Springs                   | <br>       |             |                   |            |        |       |             |
| <b>COLLIER'S RESERVE</b><br>North Naples              |            |             |                   |            |        |       |             |
| <b>GREY OAKS</b><br>South Naples & City of Naples     | <br>       |             |                   |            |        |       |             |
| <b>ISLE OF COLLIER PRESERVE</b><br>South Naples       | <br>       |             |                   |            |        |       |             |
| <b>KENSINGTON</b><br>South Naples                     | <br>       |             |                   |            |        |       |             |
| <b>LELY RESORT</b><br>South Naples                    | <br>       |             |                   |            |        |       |             |
| <b>MEDITERRA</b><br>North Naples                      | <br>       |             |                   |            |        |       |             |
| <b>MONTEREY</b><br>North Naples                       |            |             |                   |            |        |       |             |
| <b>MOORINGS &amp; COQUINA SANDS</b><br>City of Naples | <br>       |             |                   |            |        |       |             |
| <b>NAPLES PARK</b><br>North Naples                    |            |             |                   |            |        |       |             |
| <b>NAPLES RESERVE</b><br>South Naples                 | <br>       |             |                   |            |        |       |             |

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### Neighborhood Guide

| COMMUNITY  | HOME STYLE  | GOLF COURSE   | BOATING COMMUNITY   | CLUB HOUSE  | TENNIS  | GATED   | PRICE RANGE   |
|--|---|---|---|---|---|---|---|
| <b>OLD NAPLES</b><br>City of Naples                    |    |   |   |   |   |   |    |
| <b>PARK SHORE</b><br>City of Naples                    |    |   |    |   |   |   |    |
| <b>PELICAN BAY</b><br>North Naples                     |    |    |   |    |    |    |    |
| <b>PELICAN LANDING</b><br>Bonita Springs               |    |    |    |    |    |    |    |
| <b>PELICAN MARSH</b><br>North Naples                   |    |    |   |    |    |    |    |
| <b>PINE RIDGE</b><br>North Naples                      |    |   |   |   |   |   |    |
| <b>PORT ROYAL</b><br>City of Naples                    |   |   |   |   |   |   |   |
| <b>QUAIL CREEK</b><br>North Naples                     |  |  |   |  |  |  |  |
| <b>QUAIL WEST</b><br>North Naples                      |  |  |   |  |  |  |  |
| <b>ROYAL HARBOR</b><br>City of Naples                  |  |   |  |   |   |   |  |
| <b>THE COLONY AT PELICAN LANDING</b><br>Bonita Springs |  |  |  |  |  |  |  |
| <b>THE DUNES OF NAPLES</b><br>North Naples             |  |   |   |  |  |  |  |
| <b>TIBURON GOLF CLUB</b><br>North Naples               |  |  |   |  |  |  |  |
| <b>VANDERBILT BEACH AREA</b><br>North Naples           |  |   |  |   |  |  |  |
| <b>VINEYARDS</b><br>North Naples                       |  |  |   |  |  |  |  |

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