



Bring Your Highest Expectations™

NAPLES, FLORIDA
GULF SHORE BOULEVARD MARKET REPORT
FOURTH QUARTER 2020

Gulf Shore Boulevard, Naples - Beachfront

MARKET REPORT - Q4 2020

Data Represented on 12-Month Rolling Basis.



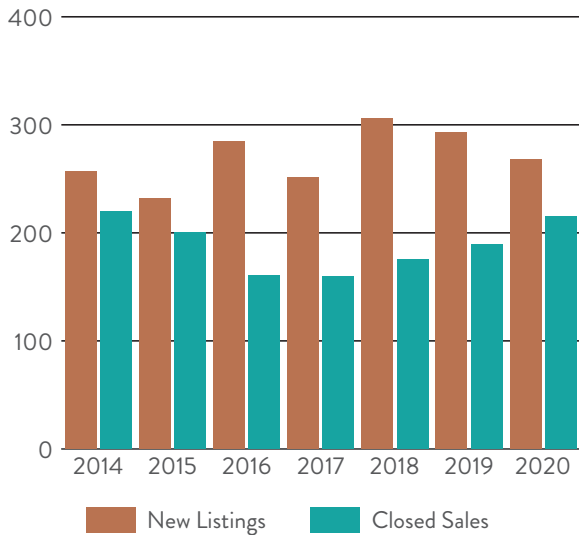
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BEACHFRONT

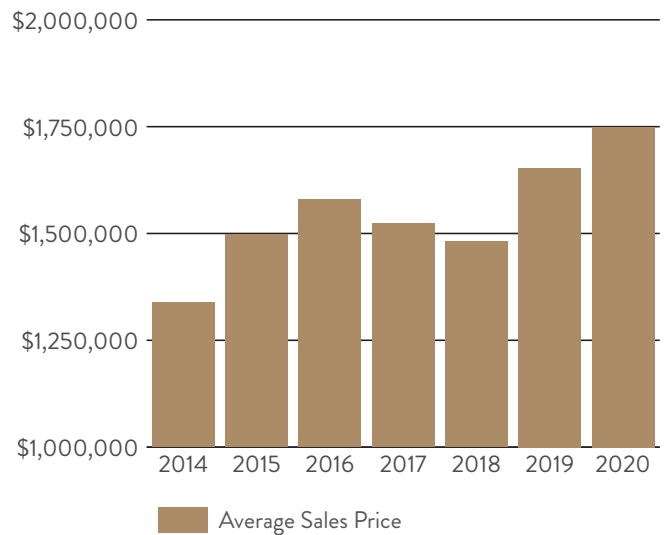
	2014	2015	2016	2017	2018	2019	2020
Listed	257	232	285	251	306	293	268
Sold	220	200	161	160	175	189	215
Avg. Sale \$	\$1,337,994	\$1,497,364	\$1,579,922	\$1,522,823	\$1,480,448	\$1,653,011	\$1,749,288



12 MONTH NEW LISTING AND CLOSED SALES - BEACHFRONT



12 MONTH AVERAGE SALES PRICE - BEACHFRONT



SUMMARY

With 215 properties sold, sales were up 13.8% from the preceding 12-month period when 189 properties were sold. New listings were down 8.5%, from 293 to 268. The average sales price, at \$1,749,288 was up 5.8% from \$1,653,011. As of December 31, 2020, inventory stood at 92 units while months of supply was 5.13 months.

John R. Wood Properties, *Bring Your Highest Expectations.*

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Gulf Shore Boulevard, Naples - Bayfront

MARKET REPORT - Q4 2020

Data Represented on 12-Month Rolling Basis.



Bring Your Highest Expectations™

BAYFRONT

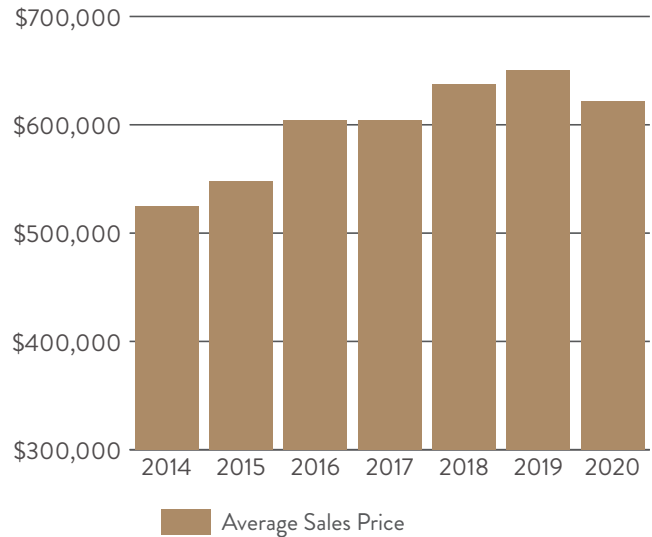
	2014	2015	2016	2017	2018	2019	2020
Listed	81	91	116	84	101	96	117
Sold	68	88	60	64	61	59	66
Avg. Sale \$	\$524,550	\$548,048	\$604,389	\$604,100	\$637,405	\$650,475	\$622,031



12 MONTH NEW LISTING AND CLOSED SALES - BAYFRONT



12 MONTH AVERAGE SALES PRICE - BAYFRONT



SUMMARY

With 66 properties sold, sales were up 11.9% from the preceding 12-month period when 59 properties were sold. New listings were up 21.9%, from 96 to 117. The average sales price, at \$622,031 was down 4.4% from \$650,475. As of December 31, 2020, inventory stood at 32 units while months of supply was 5.82 months.

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JRW #1 AGAIN in 2019

2019 CLOSED SALES VOLUME
of the top brokerage firms in Southwest Florida

OUR SALES SPEAK VOLUMES



John R. Wood Properties is the leading broker in Southwest Florida
FOR FIVE YEARS!