

ANNUAL LUXURY REPORT



Bring Your Highest Expectations™

THE REAL STORY OF THE SOUTHWEST FLORIDA
2019 REAL ESTATE MARKET

All data herein represents properties priced \$1M+.

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All information herein refers to the MLS sales that closed in calendar year 2019, representing properties of \$1M or above. These are sales in our area of Southwest Florida—Collier and Lee Counties.

MARKET OVERVIEW



Welcome to the John R. Wood Annual Luxury Report

Although 2019 ended as a strong year for real estate in Southwest Florida, overall sales got off to a slower than expected start. It didn't take long, however, for the pace of luxury sales to increase and make up for lost ground. At the end of the first quarter, \$1M+ sales trailed those of 2018 by 31%. That gap steadily narrowed as the year progressed; down to a 15% difference by the end of the second quarter and to 8% by the end of the third quarter.

Ultimately, with 1,777 units sold, the number of sales posted in 2019 was exceeded only by those of 2018, a record year, when 1,861 units were sold. The average sale price posted a modest increase of 1.3% in 2019, from \$2,188,987 to \$2,217,787.

Overall, the luxury market continues to thrive in Southwest Florida for several key reasons. We all know about the great climate, beaches, nature, etc. SWFL is known as a luxury retreat, with Naples as the epicenter. Being a low tax state also helps, since the Northeast and Midwest are the prime feeder markets for our real estate purchasers.

In summary, the market is strong and fairly balanced between a buyer and seller's market, and we expect that to continue in 2020.

Phil Wood, President & CEO

NAPLES AREA

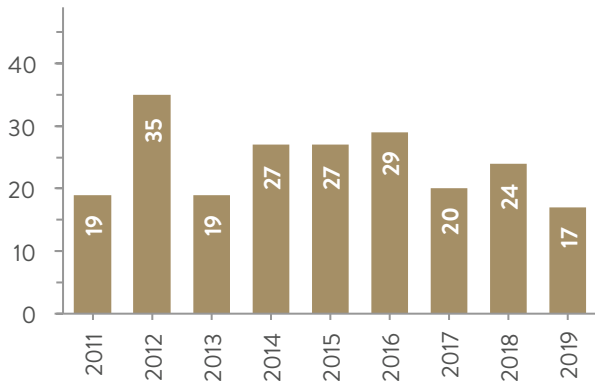


AQUALANE SHORES

Aqualane Shores is situated between the splendor of Port Royal and the ambiance of Old Naples, offering a quiet setting where deep-water canals entice boat owners of every variety. Wide coves and passages wind throughout Aqualane, allowing the residents to take full advantage of their prime waterfront lifestyles.

SUMMARY

17 sales were posted for 2019, seven fewer than the prior year when 24 sales were reported. The average sales price was \$4,921,399. As of January 22, 2020, there were 27 active listings and 20.3 months of supply.

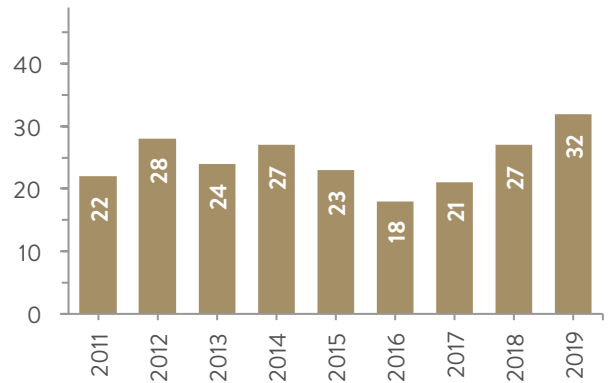


BAREFOOT BEACH

Just south of Bonita Beach on Little Hickory Island is Barefoot Beach, a pristine area of Naples which includes one of Southwest Florida's most unique and desirable luxury gated communities. Here you'll find single-family beachfront estates and single-family bayside homes with boat docks and Gulf access, as well as townhouses, villas and beautiful Gulf view, mid-rise condominiums. Many homes are situated directly on the beach or just a few steps away with Gulf access by watercraft. Amenities include the beach, tennis and dining clubs, boardwalks, swimming pools, and fitness clubs.

SUMMARY

32 sales were posted for 2019, 5 more than the prior year when 27 sales were reported. The average sales price was \$3,399,078. As of January 22, 2020, there were 22 active listings and 9.8 months of supply.



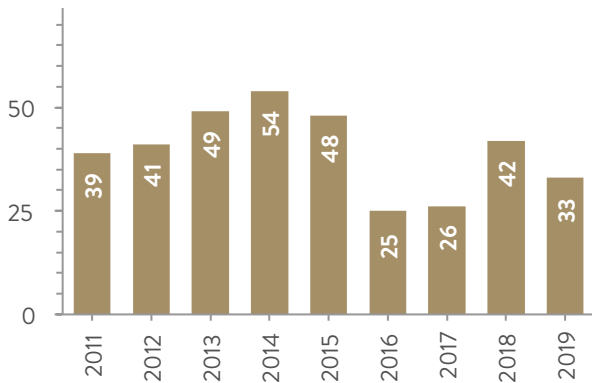


BAY COLONY

Bay Colony, located within Pelican Bay in North Naples, is a private, intimate neighborhood that offers luxurious high-rise condominiums and grand estate homes steps from the Gulf of Mexico. Mangrove forests and pristine beaches border this exceptional community.

SUMMARY

33 sales were posted for 2019, nine fewer than the prior year when 42 sales were reported. The average sales price was \$4,293,322. As of January 22, 2020, there were 52 active listings and 20.1 months of supply.

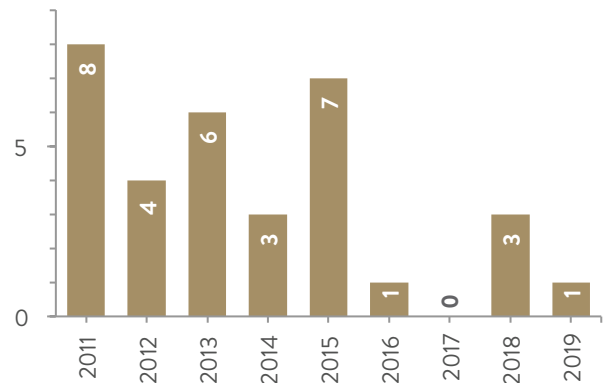


BAY COLONY GOLF ESTATES

For those who seek a secluded sanctuary with world-class amenities, The Estates at Bay Colony offers an exclusive enclave of homes surrounded by a championship golf course, beautiful clubhouse, tennis and beach club. No other neighborhood affords such stunning natural beauty, where privacy is paramount to your investment.

SUMMARY

With one sale reported, the trend for 2019 is consistent with that of the past four years, were between zero and three sales were posted annually. With five active listings as of January 22, 2020, there were 60 months of supply. It's not unusual for months of supply to be higher in such a small and specialized market area.



NAPLES AREA

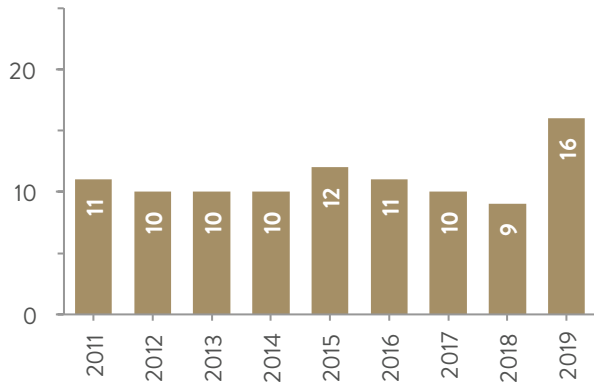


COLLIER'S RESERVE

Collier's Reserve is a gated, residential golf community nestled peacefully along the Cocohatchee River, one of Southwest Florida's most scenic waterways. The community features an 18-hole, Arthur Hills designed golf course as well as Har-Tru tennis courts, a state-of-the-art fitness center, lap pool, fishing pier, and an impressive calendar of social and special interest events.

SUMMARY

16 sales were posted for 2019, a nine-year high, and up seven sales from 2018 when nine sales were reported. The average sales price was \$1,439,994. As of January 22, 2020, there were 14 active listings and 10.5 months of supply.

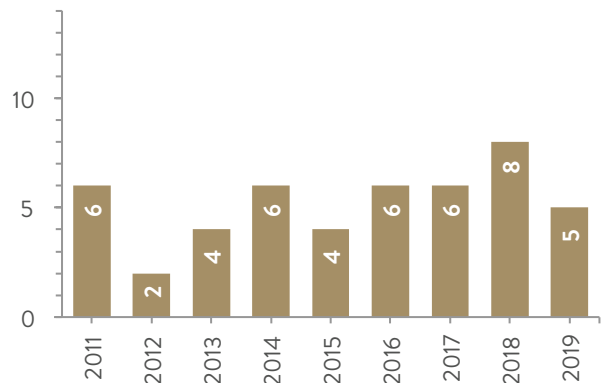


GORDON DRIVE

The Gordon Drive area is one of the most beautiful sections of Naples. Located adjacent to the magnificent Port Royal enclave, it contains some of the finest single-family estates in the area. Gordon Drive includes three smaller subdivisions; Sabre Cay, Little Harbour, and Gordon Drive Estates.

SUMMARY

After a peak in 2018, sales for 2019 reverted to a number more consistent with those over the preceding five years. For 2019, five sales were posted with an average sales price of \$11,660,000. With 10 active listings as of January 22, 2020, there were 40 months of supply. It's not unusual for months of supply to be higher in this small and specialized market segment.



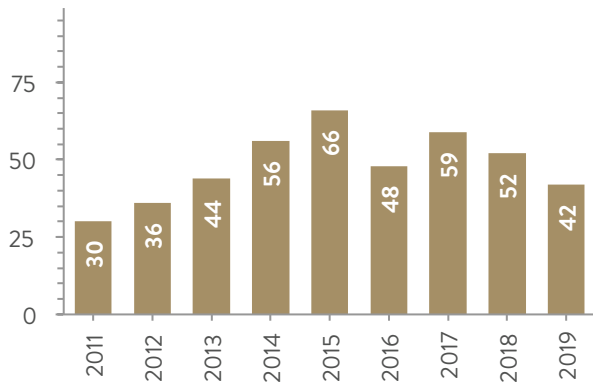


GREY OAKS

Grey Oaks is an enclave of private homes, exclusive amenities, sophisticated dining, and natural beauty spanning two distinct communities — Grey Oaks and The Estuary. Located just minutes from downtown Naples, shopping districts, and spectacular Gulf Coast beaches, this prestigious neighborhood offers estate homes, villas, and coach homes. Amenities include three award-winning golf courses, two clubhouses, restaurants with outdoor dining, a state-of-the-art fitness center with personal trainers, and a pro shop.

SUMMARY

42 sales were posted for 2019, 10 fewer than the prior year when 52 sales were reported. The average sales price was \$2,770,345. As of January 22, 2020, there were 45 active listings and 12.9 months of supply.



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*in Lee and Collier counties, MLS statistics



NAPLES AREA

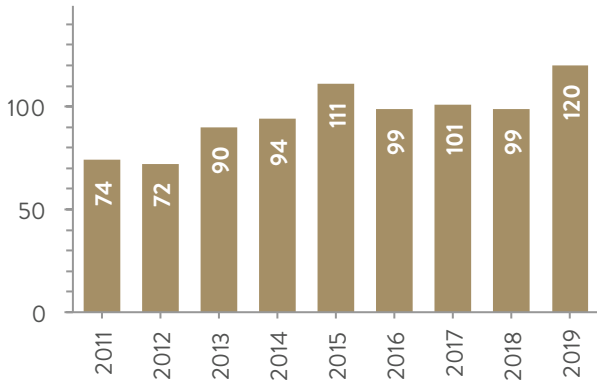


Beachfront GULFSHORE BLVD

There are many special attractions unique to Naples, including the beachfront homes and condos along Gulfshore Blvd. Taking a drive up The Boulevard is an enchanting experience filled with beautiful landscaped medians and a diversity of interesting architectural styles.

SUMMARY

120 sales were posted for 2019, up 21.2% from 99 the prior year. The average sales price was \$2,104,429. As of January 22, 2020, there were 101 active listings and 10.1 months of supply.

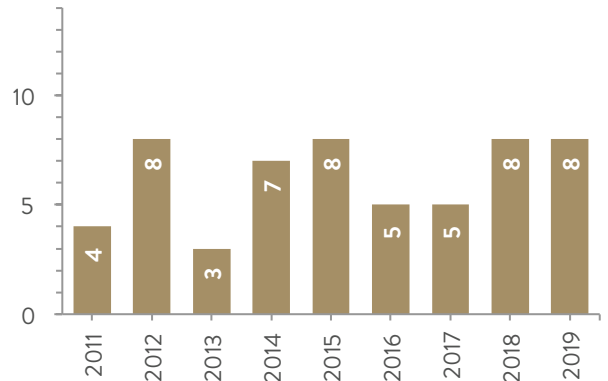


Bayfront GULFSHORE BLVD

The bayfront condominiums and cooperatives along The Boulevard begin just north of the Naples Beach Hotel & Golf Club and continue northward to Naples Grand Hotel and Resort at the south end of Pelican Bay. Building vintages vary from the late 1950s to present day.

SUMMARY

Eight sales were posted for 2019, unchanged from the prior year. The average sales price was \$1,742,250. As of January 22, 2020, there were seven active listings and 10.5 months of supply.



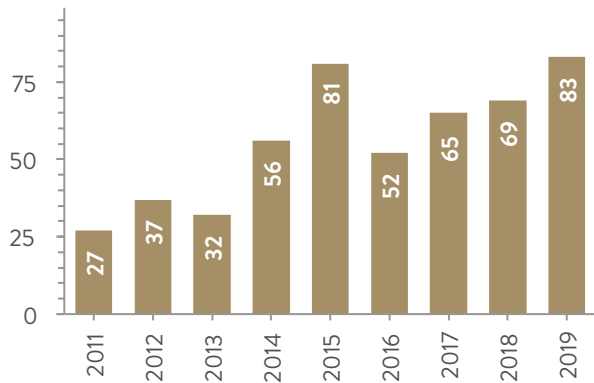


MOORINGS / COQUINA SANDS

The neighborhoods known as Moorings and Coquina Sands are a paradise for both boaters and beachgoers, offering beachfront and bayfront condominiums, waterfront homes with direct access to the Gulf of Mexico, and single-family homes situated along quiet Banyan tree-lined streets. Coquina Sands is also the home to beautiful Lowdermilk Park Beach and is just north of the Naples Beach Hotel & Golf Club.

SUMMARY

83 sales were posted for 2019, 14 more than the prior year when 69 sales were reported. The average sales price was \$2,674,277. As of January 22, 2020, there were 56 active listings and 7.9 months of supply.

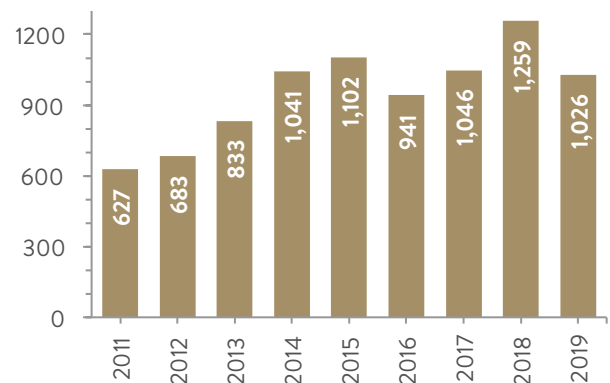


NAPLES AREA

The overarching Naples area, which consists of many revered luxury neighborhoods that we explore in subsequent sections, is known for its pristine beaches and glorious sunsets, as well as an alluring cultural scene mixed with boutique shopping, gourmet restaurants, fine arts galleries, and the most desirable waterfront living.

SUMMARY

1,026 sales were posted for 2019, 18.5% more than the prior year when 1,259 sales were reported. The average sales price was \$2,453,930. As of January 22, 2020, there were 1,211 active listings and 11.9 months of supply.



NAPLES AREA

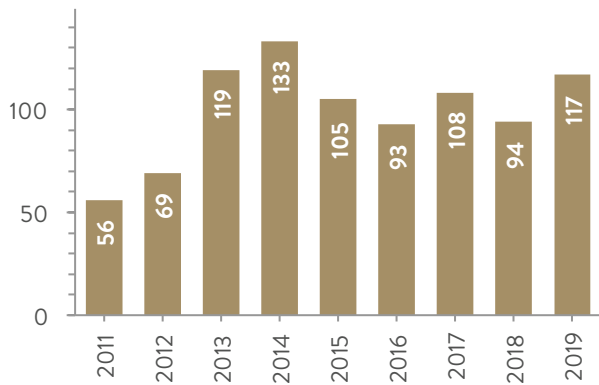


OLD NAPLES

A charming area characterized by hundreds of coconut palms with each street ending at the beach, Old Naples offers a rich history still evident in some of the remaining small cottages that have been restored. With the new beachfront estates continuing to shape the shoreline, this area offers something truly unique for everyone.

SUMMARY

117 sales were posted for 2019, the highest number since 2014, and 24.5% over the prior year when 94 sales were reported. The average sales price was \$3,324,187. As of January 22, 2020, there were 110 active listings and 11.3 months of supply.



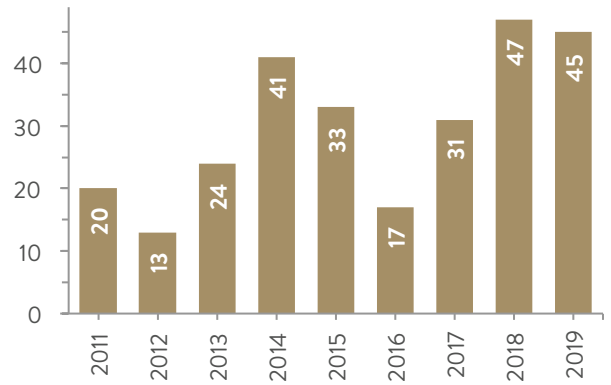
PARK SHORE

Single-family

Park Shore is an immaculate, prestigious community located between the Gulf of Mexico and US 41. This both inland and waterfront homes and condominiums, as well as excellent shopping and dining facilities, including the breathtaking Venetian Village.

SUMMARY

45 sales were posted for 2019, two fewer than the prior year when 47 sales were reported. The average sales price was \$2,451,547. As of January 22, 2020, there were 27 active listings and 6.6 months of supply.



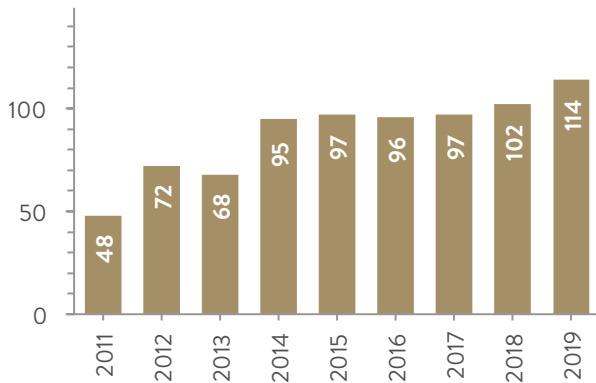


PELICAN BAY

Pelican Bay is a Westinghouse community consisting of 2,100 acres at the north end of Naples. It has achieved fame throughout the U.S. as the recipient of numerous environmental, landscaping, and architectural awards for outstanding design.

SUMMARY

114 sales were posted for 2019, a nine-year high, and up 11.8% from 2018. The average sales price was \$2,028,719. As of January 22, 2020, there were 81 active listings and 8.4 month of supply.

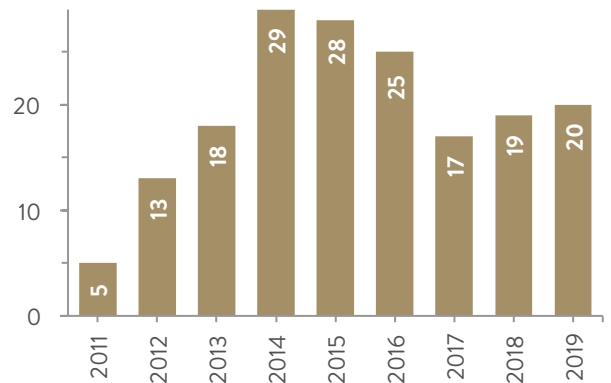


PELICAN MARSH

Made up of more than 1,000 acres of tropical landscaping, including an award-winning nature preserve, Pelican Marsh is an ideal community for biking, jogging, and walking. The neighborhood also offers residents a championship golf course and a very active tennis and fitness center that includes spa services and social events.

SUMMARY

20 sales were posted for 2019, one more than the prior year. The average sales price was \$1,373,613. As of January 22, 2020, there were 19 active listings and 10.9 months of supply.



THERE ARE NO BOUNDARIES

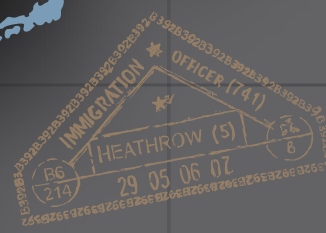
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NAPLES AREA

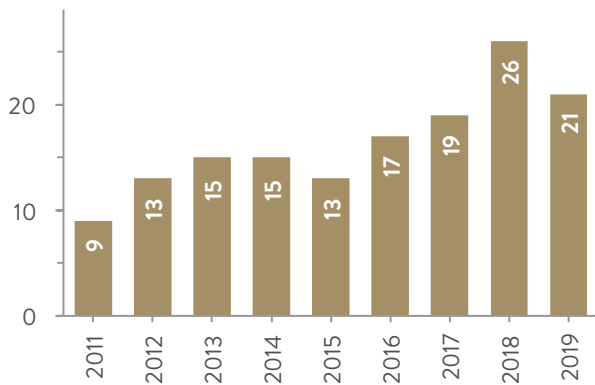


PINE RIDGE

Pine Ridge offers peaceful estate living in a beautiful wooded setting with many pine trees and small lakes. The community is comprised of large parcels of land, with an average lot size of one acre. For those who desire estate-sized lots in close proximity to shopping and dining, no other subdivision in the area can offer the best of both worlds like this rare neighborhood.

SUMMARY

21 sales were posted for 2019, five fewer than the prior year when 26 sales were reported. The average sales price was \$2,204,629. As of January 22, 2020, there were 37 active listings and 7.5 months of supply.

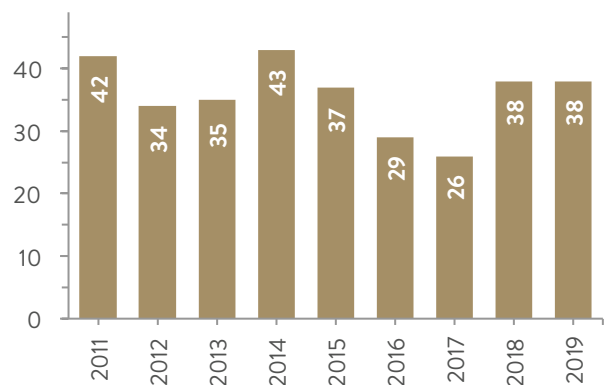


PORT ROYAL

One of Naples' most esteemed landmarks, Port Royal could be considered one of the world's finest neighborhoods. This exclusive single-family community is home to approximately 560 families. Most residents enjoy breathtaking water views from the comfort of their own backyards.

SUMMARY

38 sales were reported for 2019, the highest number of sales since 2014 and unchanged from 2018. The average sales price was \$9,312,401. As of January 22, 2020, there were 50 active listings and 17.1 months of supply.



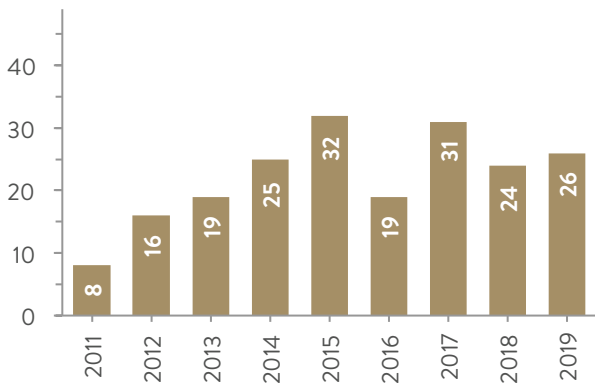


ROYAL HARBOR

Royal Harbor is a community of single-family homes, many of which are new or have been remodeled, and offers direct access to Naples Bay, the Inland Waterway, and the Gulf of Mexico. Deep-water canals are especially enticing for boating enthusiasts, making Royal Harbor home to some of Naples' most exclusive properties.

SUMMARY

26 sales were posted for 2019, two more than the prior year when 24 sales were reported. The average sales price was \$2,268,846. As of January 22, 2020, there were 34 active listings and 16.3 months of supply.



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MARCO

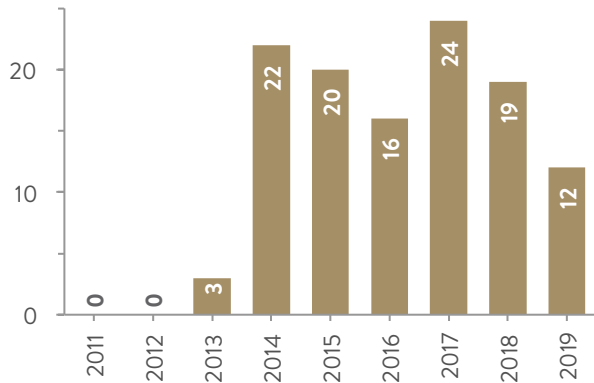


MARCO – CAPE MARCO

Cape Marco, located on the southwest tip of Marco Island, is a luxury gated community consisting of six high-rise condominium buildings - Belize, Cozumel, Merida, Monterrey, Tampico, and Veracruz. Cape Marco amenities include a fishing pier, promenade path on Caxambas Pass, a tennis club with saunas, exercise, and entertainments rooms, plus six lighted Har-Tru tennis courts.

SUMMARY

12 sales were posted for 2019, seven fewer than the prior year when 19 sales were reported. The average sales price was \$1,666,875. As of January 22, 2020, there were 22 active listings and 20.3 months of supply.

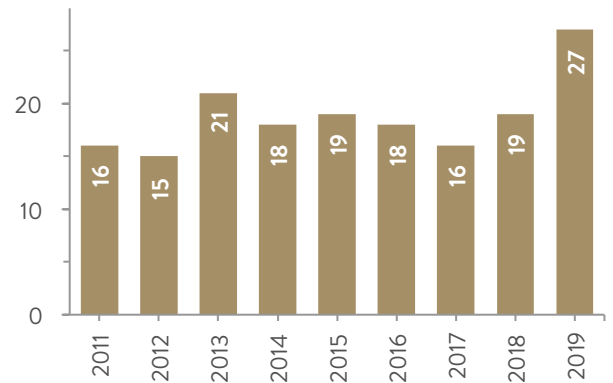


MARCO – ESTATES

On the southeast corner of Marco Island, you will find the epitome of luxury real estate with large lots, flawless architecture, and breathtaking views. Most of the properties in the Estates section of Marco Island are waterfront, and with no bridges comes no limit to boat size. The Estates area of Marco Island offers spacious living spaces ranging from 5,000 square feet to more than 10,000 square feet. Some of the largest Estates are located Caxambas Bay and Roberts Bay, while there are also Estate properties along North Collier Boulevard.

SUMMARY

27 sales were posted for 2019, eight more than the prior year when 19 sales were reported. The average sales price was \$2,561,204. As of January 22, 2020, there were 28 active listings and 12.4 months of supply.



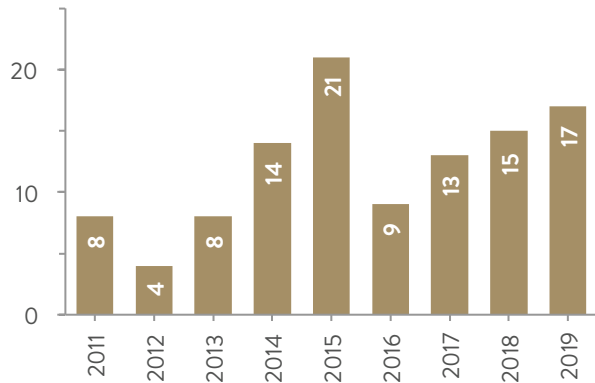


MARCO – HIDEAWAY

Located on the Gulf of Mexico on Marco Island is a private gated community consisting of condominiums, beach villas, single family homes, and vacant buildable lots. Hideaway Beach features a clubhouse located on the beach with several dining options, a sports center with modern fitness center, pro shop, spa, multifunction rooms for member activities, and an oversized covered deck. In addition are nine hydrogrid Har-Tru tennis courts, a nine-hole executive golf course, a regulation-sized croquet court, and two hydrogrid bocce courts.

SUMMARY

17 sales were posted for 2019, two more than the prior year when 15 sales were reported. The average sales price was \$1,588,235. As of January 22, 2020, there were 19 active listings and 14.3 months of supply.

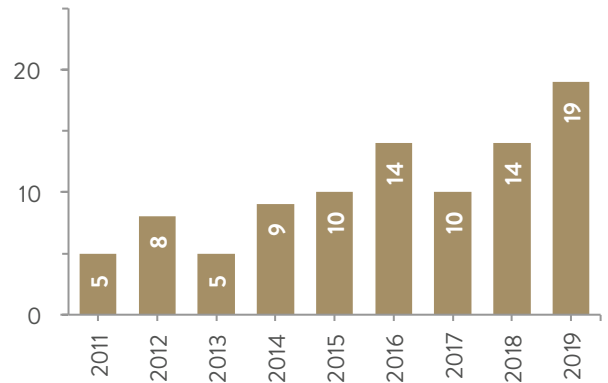


MARCO – TIGERTAIL

Fifteen years ago, Tigertail Beach was an offshore sand bar, but the winds of Hurricane Wilma piled sand on the southern end, and Sand Dollar Island, as it is often called, is now connected to the mainland. White sand beaches, bird watching, and tidal pool exploration have made this a tropical playground that could be right in your own backyard.

SUMMARY

19 sales were posted for 2019, five more than the prior year when 14 sales were reported. The average sales price was \$1,735,263. As of January 22, 2020, there were nine active listings and 5.7 months of supply.



LEE COUNTY

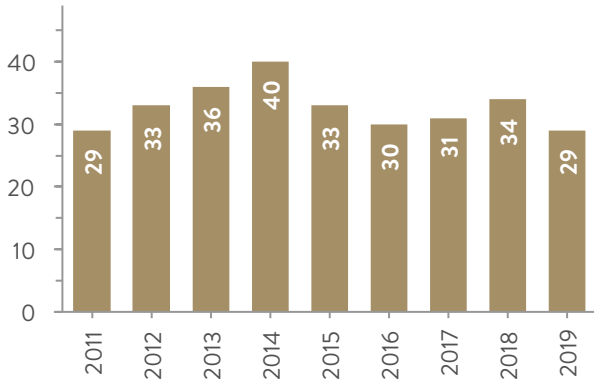


Single-Family Homes BONITA BAY

Bonita Bay is a 2,400-acre, master-planned and award-winning gated community recognized for its enviable landscaping, environmental responsibility, and creative land use. This includes three waterfront parks, 1,400 acres of open space, 12 miles of biking and walking paths, multiple lakes, and beautiful nature preserves.

SUMMARY

29 single-family sales were posted for 2019, five fewer than the prior year when 34 sales were reported. The average sales price was \$1,591,250. As of January 22, 2020, there were 20 active listings and 8.9 months of supply.

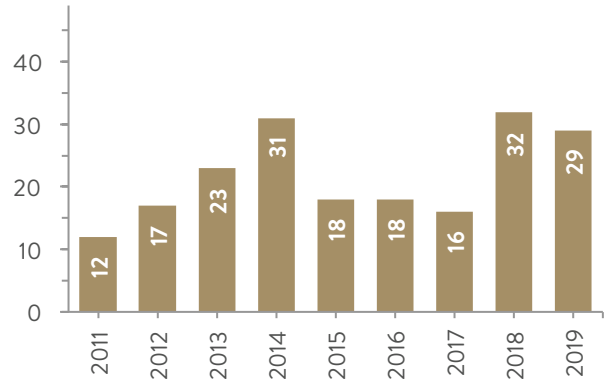


Condos BONITA BAY

Residents of Bonita Bay can enjoy five championship golf courses designed by two legendary architects, a tennis center with 18 Har-Tru courts, two impressive clubhouses, and a lifestyle center with a state-of-the-art fitness center plus a luxury spa and salon. The community also offers direct access to the Gulf of Mexico via an on-site marina, as well as a private beach pavilion located off Hickory Blvd at Bonita Beach.

SUMMARY

29 condo sales were posted for 2019, three fewer than the prior year when 32 sales were reported. The average sales price was \$1,680,603. As of January 22, 2020, there were 44 active listings and 17.6 months of supply.



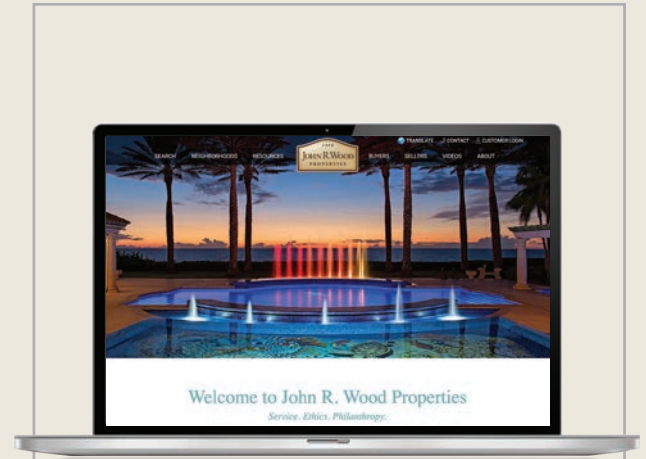
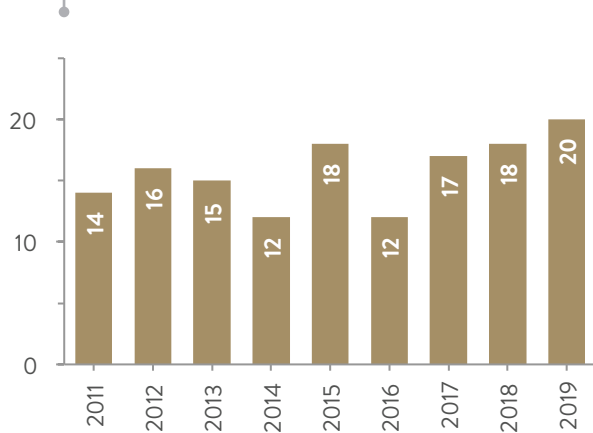


BONITA BEACH

Located between Naples and Fort Myers, Bonita Beach offers single-family, villa, and condominium living with beachfront and bayfront options close to area shopping and dining. Many zoning issues experienced by other single-family beachfront communities can also be avoided in this highly desirable area.

SUMMARY

20 sales were posted for 2019, two more than the prior year when 18 sales were reported. The average sales price was \$3,406,850. As of January 22, 2020, there were 21 active listings and 12.6 months of supply.



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LEE COUNTY

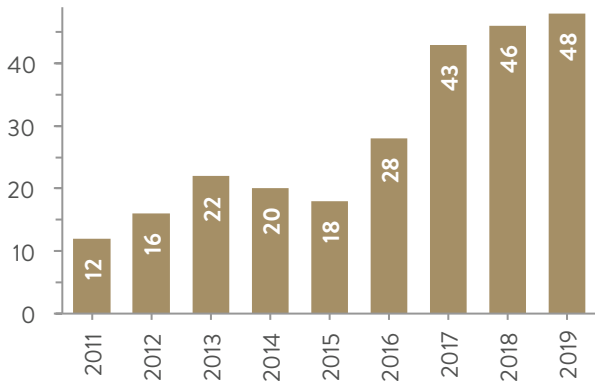


CAPE CORAL

Cape Coral offers access to more than 30 recreational parks and is known by birding enthusiasts for its wide variety of wildlife, including burrowing owls. The area supports waterfowl, wading birds, migrant songbirds, gopher tortoises, dolphins, and reptiles.

SUMMARY

48 sales were posted for 2019, two more than the prior year when 46 sales were reported. The average sales price was \$1,408,823. As of January 22, 2020, there were 93 active listings and 23.3 months of supply.

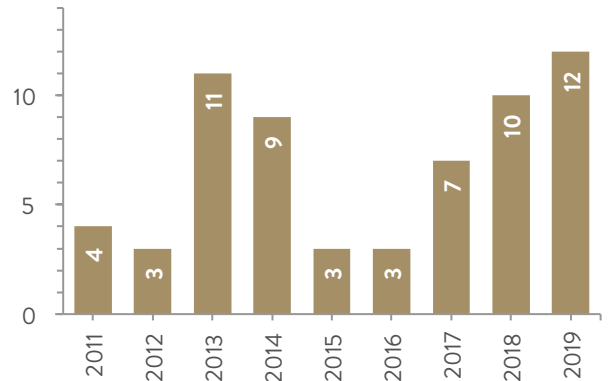


CAPE HARBOUR

Located at the southern end of Chiquita Boulevard, Cape Harbour is home to some of the best restaurants, boat tours, and fishing charters in the area. It's also where you'll find luxury yachting communities filled with enviable waterfront properties.

SUMMARY

12 sales were posted for 2019, two more than the prior year when 10 sales were reported. The average sales price was \$1,510,750. As of January 22, 2020, there were nine active listings and 9.8 months of supply.



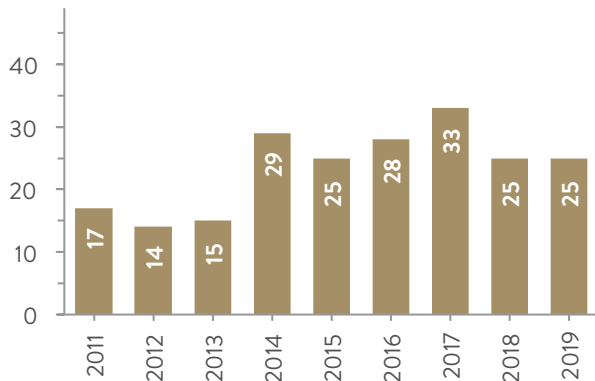


FORT MYERS – BEACH

Fort Myers Beach is a seven mile-long island with plenty of sand, surf, and fun. Tourism fuels the restaurant, hotel, and amenities industries on the island. With Gulf of Mexico water temperatures ranging from a balmy 74 degrees in January to 91 degrees in July and August, Fort Myers Beach will always be a choice vacation destination for families and international visitors of all ages.

SUMMARY

25 sales were posted for 2019, unchanged from the prior year. The average sales price was \$1,882,196. As of January 22, 2020, there were 47 active listings and 20.9 months of supply.

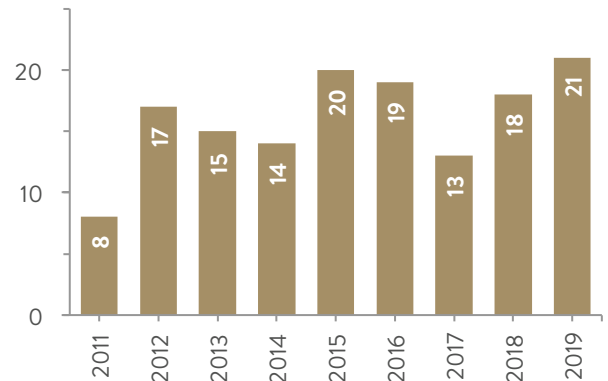


FORT MYERS – RIVERFRONT

The Riverfront in Fort Myers which extends from the downtown River District south along the Caloosahatchee River, includes some of the finest waterfront communities in Southwest Florida. Palm tree-lined streets, eclectic boutiques, art galleries, and award-winning restaurants offer residents the perfect balance to an ideal boating lifestyle.

SUMMARY

21 sales were posted for 2019, three more than the prior year when 18 sales were reported. The average sales price was \$1,628,881. As of January 22, 2020, there were 23 active listings and 13.1 months of supply.



LEE COUNTY

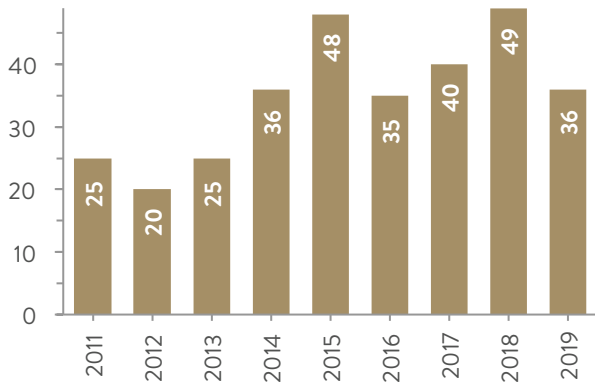


LUXURY GOLF PROPERTIES

A luxury lifestyle centered on award-winning golf experiences is not reserved for Naples. Fort Myers offers more than 25 golf communities, most of which are located in private country club settings.

SUMMARY

36 sales were posted for 2019, 13 fewer than the prior year when 49 sales were reported. The average sales price was \$1,485,280. As of January 22, 2020, there were 55 active listings and 17.4 months of supply.

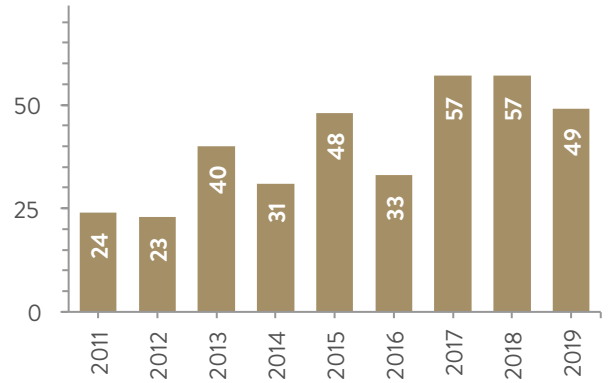


QUAIL WEST

Another premier neighborhood in Southwest Florida, Quail West is already recognized in many parts of the world for its opulent country club lifestyle. Its exclusive, estate-sized home sites are situated on hundreds of naturally wooded acres, surrounded by picturesque lakes and 36 holes of championship, Arthur Hills-designed golf courses.

SUMMARY

49 sales were posted for 2019, eight fewer than the prior year when 57 sales were reported. The average sales price was \$1,861,603. As of January 22, 2020, there were 54 active listings and 13.8 months of supply.



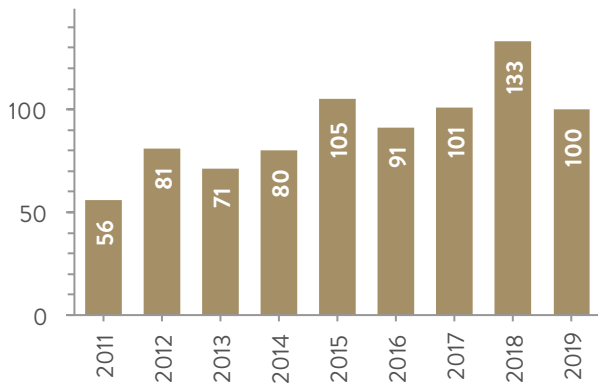


SANIBEL / CAPTIVA ISLANDS

Sanibel and Captiva Islands are recognized worldwide for outstanding beaches, shelling, and a sincere concern for preserving the natural habitat and tropical flora and fauna that has made it such a well-known jewel along the Gulf Coast. Art galleries, theaters, upscale resorts, and famous restaurants also dot the coastline.

SUMMARY

100 sales were posted for 2019, 33 fewer than the prior year when 133 sales were reported. The average sales price was \$1,790,168. As of January 22, 2020, there were 180 active listings and 20.9 months of supply.

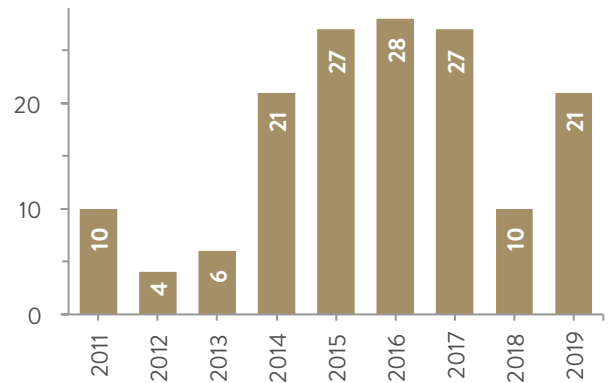


Pelican Landing THE COLONY

The Colony offers a property collection of towers, mid-rises, estates, and custom home sites - all with access to a private beach club with daily shuttle, tennis courts, pool and spa, fitness center, and the Bay Club. Residents also enjoy a 34-acre island beach park and 18 holes of Jerry Pate-designed championship golf.

SUMMARY

21 sales were posted for 2019, 11 more than the prior year when 10 sales were reported. The average sales price was \$1,535,810. As of January 22, 2020, there were 24 active listings and 14.4 months of supply.





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