

ANNUAL LUXURY REPORT



Bring Your Highest Expectations™

THE REAL STORY OF THE SOUTHWEST FLORIDA
2020 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 2020, 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

As surprising as this may sound, given all the instability in 2020, the Southwest Florida luxury market had a remarkable year. After slipping briefly in April and May, the sector rebounded. The median price for luxury single-family homes increased from \$1,555,000 in 2019 to \$1,650,000 in 2020, a 6.1% increase. But most encouraging of all, 2,826 units sold in calendar year 2020—exceeding 2019 by 59% and beating 2018’s record of 1,862 units. The market ended the year extremely strong. December 2020 saw 434 closed luxury sales, up from 169 in December 2019—a 156.8% increase.

With low inventory and interest rates, as well as robust sales, there may never be a better moment to sell than right now. This region remains one of the most highly desirable places to live. Rising numbers of luxury buyers are relocating here, indicated by the increasing demand for larger, amenity-rich homes. And our global affiliations continue to communicate the appeal of Southwest Florida to every corner of the world.

Phil Wood, President & CEO

NAPLES AREA

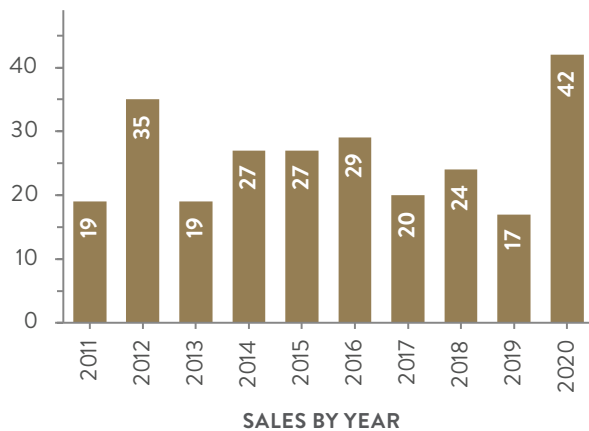


AQUALANE SHORES

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	42
2019 Closed Sales	17
Active Listings	20
Months of Supply	5.71
Average Sales Price	\$5,072,621

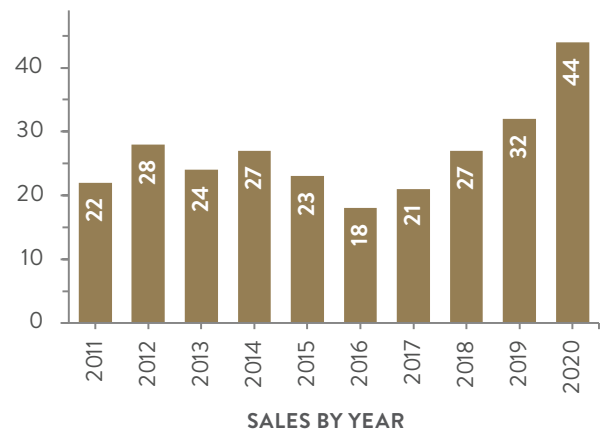


BAREFOOT BEACH

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	44
2019 Closed Sales	32
Active Listings	16
Months of Supply	4.36
Average Sales Price	\$3,283,705



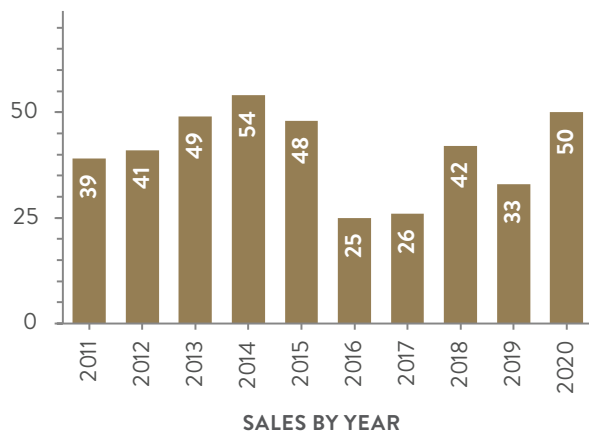


BAY COLONY

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	50
2019 Closed Sales	33
Active Listings	24
Months of Supply	5.76
Average Sales Price	\$3,485,420

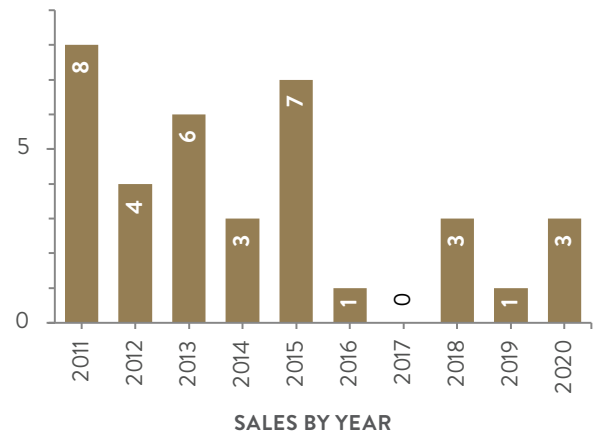


BAY COLONY GOLF ESTATES

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	3
2019 Closed Sales	1
Active Listings	4
Months of Supply	16
Average Sales Price	\$3,891,667



NAPLES AREA

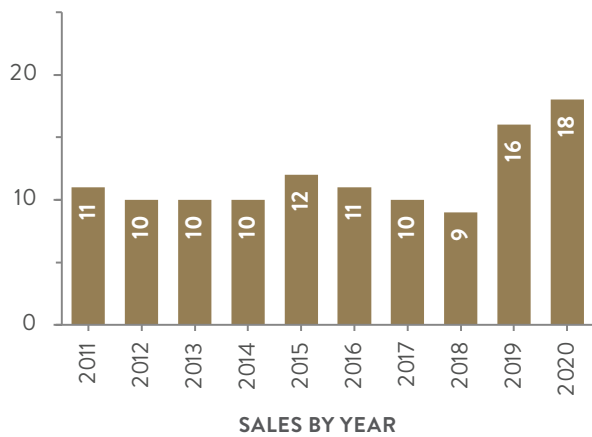


COLLIER'S RESERVE

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	18
2019 Closed Sales	16
Active Listings	3
Months of Supply	2.00
Average Sales Price	\$1,589,278

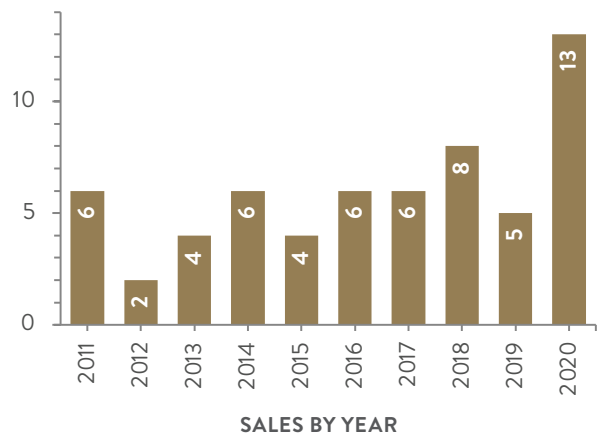


GORDON DRIVE

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	13
2019 Closed Sales	5
Active Listings	4
Months of Supply	3.69
Average Sales Price	\$6,998,077



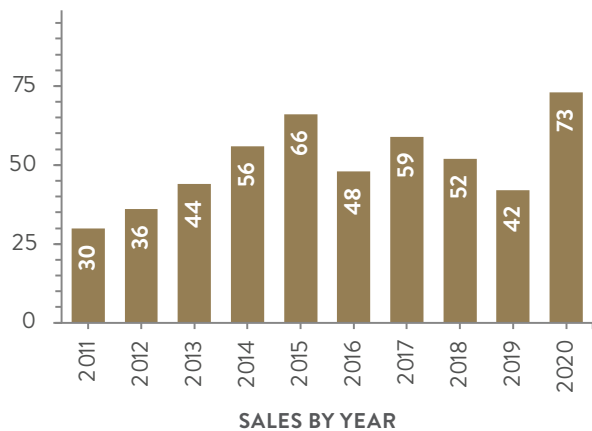


GREY OAKS

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	73
2019 Closed Sales	42
Active Listings	13
Months of Supply	2.14
Average Sales Price	\$2,501,987



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*in Lee and Collier counties, MLS statistics 2014–2019



NAPLES AREA

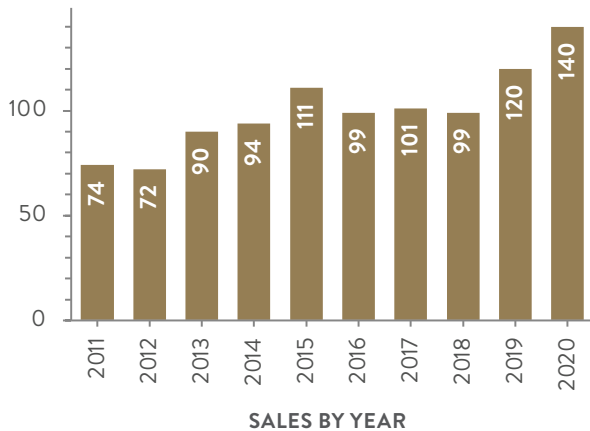


Beachfront GULFSHORE BLVD

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	140
2019 Closed Sales	120
Active Listings	73
Months of Supply	6.26
Average Sales Price	\$2,928,573

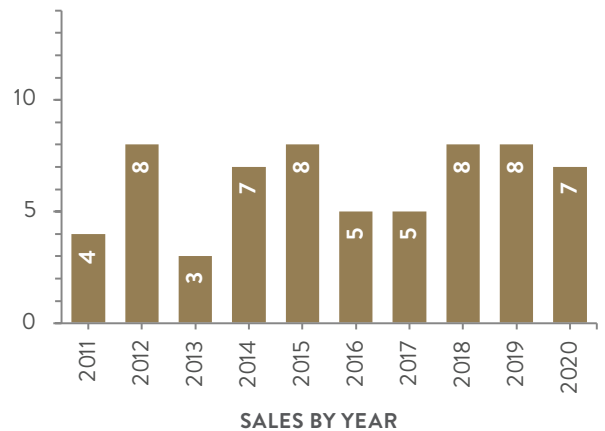


Bayfront GULFSHORE BLVD

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	7
2019 Closed Sales	8
Active Listings	10
Months of Supply	17.14
Average Sales Price	\$1,359,843



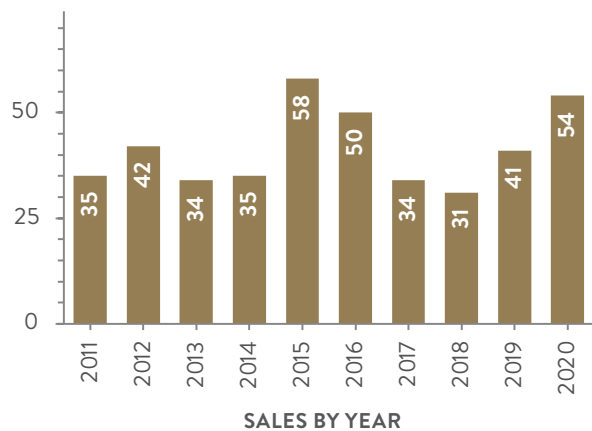


MEDITERRA

This exquisite community extending across the border of Collier and Lee counties is best described as enchanting and romantic. The manicured landscapes and architecture of its magnificent residences express its Italian-coast-inspired personality. Luxury single-family homes, grand family villas and breathtaking estate homes grace lakefronts and secluded lots on winding lanes, surrounded by an enviable array of amenities including two championship golf courses, a private beach club, sports club/fitness center, beautiful historic-themed parks and miles of trails.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	54
2019 Closed Sales	41
Active Listings	28
Months of Supply	6.22
Average Sales Price	\$2,098,665

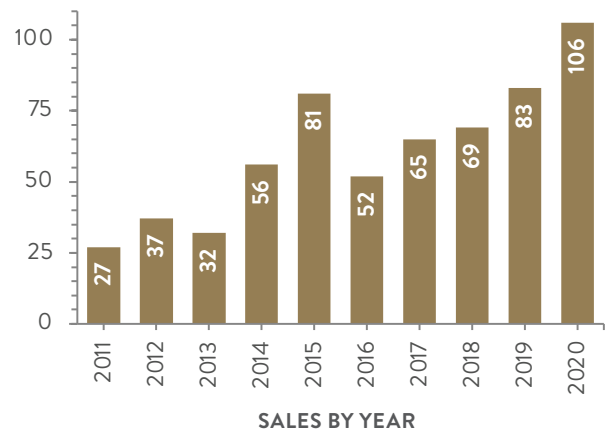


MOORINGS / COQUINA SANDS

The neighborhoods known as Moorings and Coquina Sands are a paradise for both boaters and beach goers, 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 Lowermilk Park Beach and is just north of the Naples Beach Hotel & Golf Club.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	106
2019 Closed Sales	83
Active Listings	26
Months of Supply	2.94
Average Sales Price	\$2,837,565



NAPLES AREA

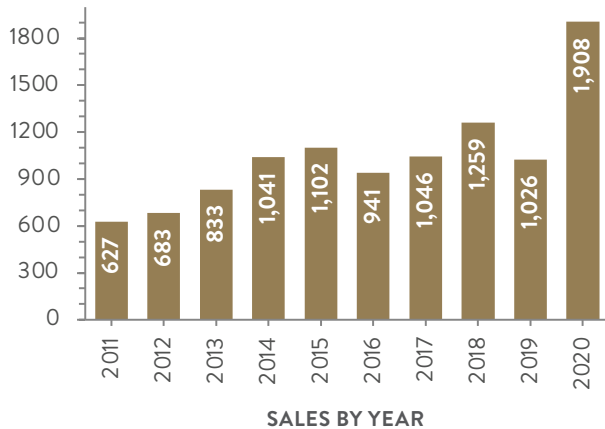


NAPLES AREA

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	1,908
2019 Closed Sales	1,026
Active Listings	669
Months of Supply	4.21
Average Sales Price	\$2,478,597

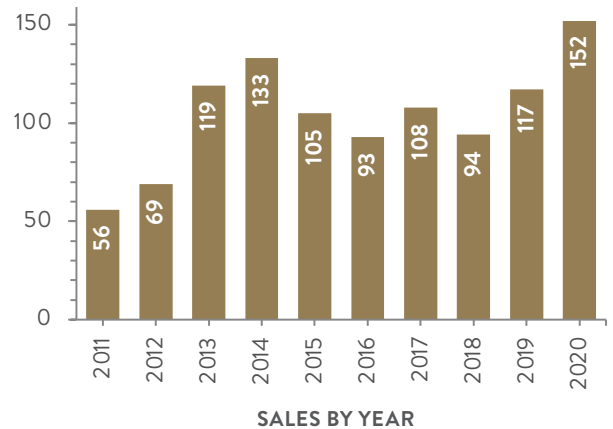


OLD NAPLES

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	152
2019 Closed Sales	117
Active Listings	62
Months of Supply	4.89
Average Sales Price	\$3,340,816



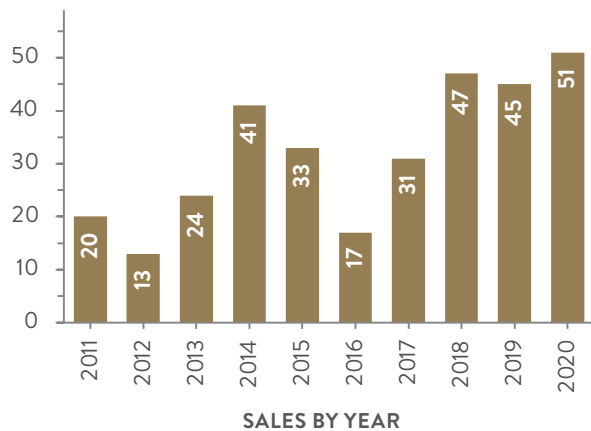


Single-family
PARK SHORE

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	51
2019 Closed Sales	45
Active Listings	18
Months of Supply	4.24
Average Sales Price	\$2,928,573

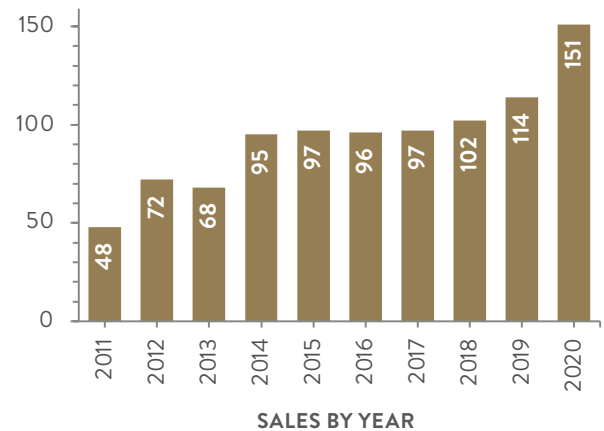


PELICAN BAY

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	151
2019 Closed Sales	114
Active Listings	44
Months of Supply	3.50
Average Sales Price	\$2,117,360



THERE ARE NO BOUNDARIES

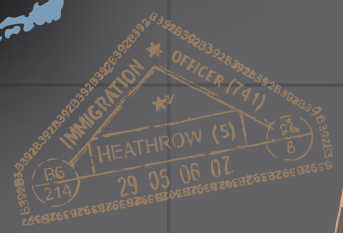
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NAPLES AREA

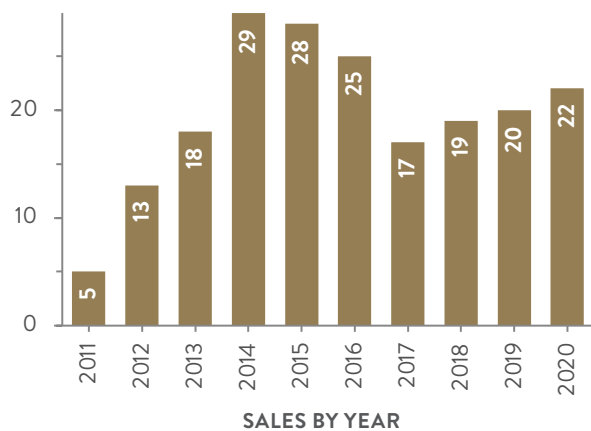


PELICAN MARSH

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	22
2019 Closed Sales	20
Active Listings	5
Months of Supply	2.73
Average Sales Price	\$1,541,909

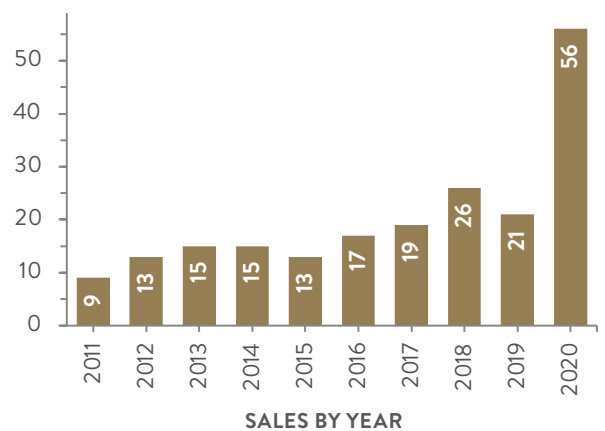


PINE RIDGE

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	56
2019 Closed Sales	21
Active Listings	16
Months of Supply	3.43
Average Sales Price	\$2,305,682



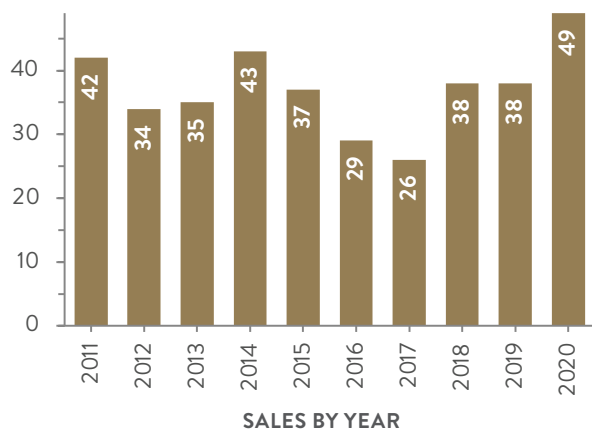


PORT ROYAL

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	49
2019 Closed Sales	38
Active Listings	25
Months of Supply	6.12
Average Sales Price	\$9,347,959

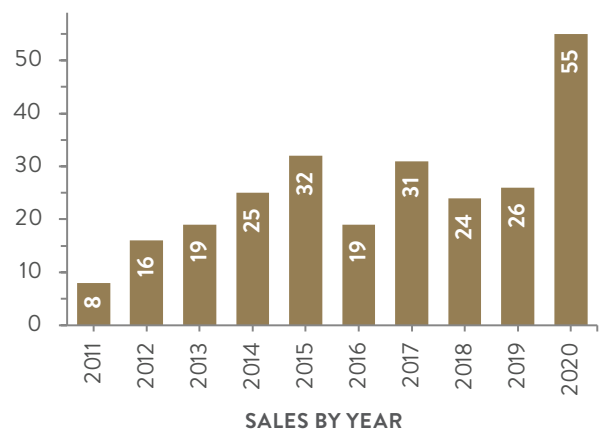


ROYAL HARBOR

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	55
2019 Closed Sales	26
Active Listings	11
Months of Supply	2.40
Average Sales Price	\$2,654,418



MARCO

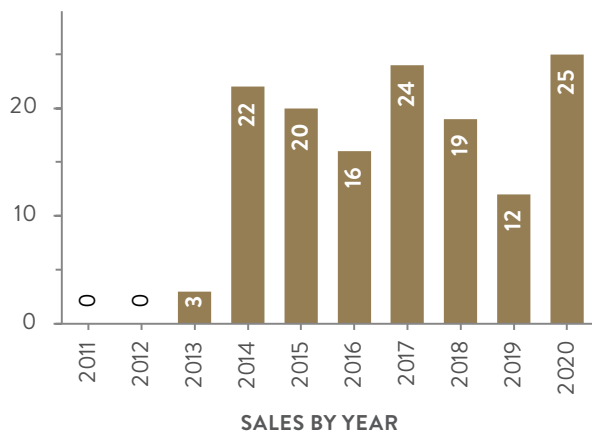


MARCO - CAPE MARCO

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 entertainment rooms, plus six lighted Har-Tru tennis courts.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	25
2019 Closed Sales	12
Active Listings	6
Months of Supply	2.88
Average Sales Price	\$1,971,476

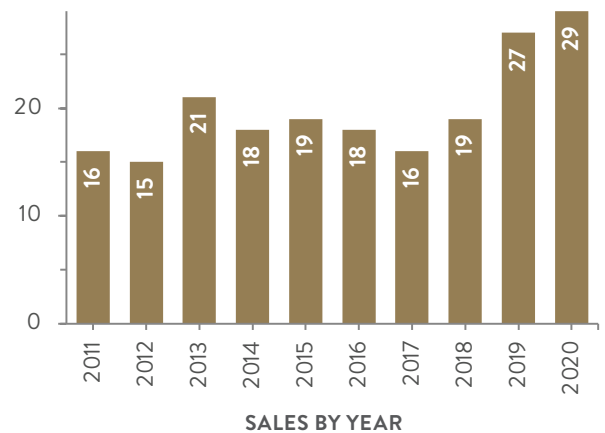


MARCO - ESTATES

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 on Caxambas Bay and Roberts Bay, while there are also Estate properties along North Collier Boulevard.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	29
2019 Closed Sales	27
Active Listings	14
Months of Supply	5.79
Average Sales Price	\$2,324,931



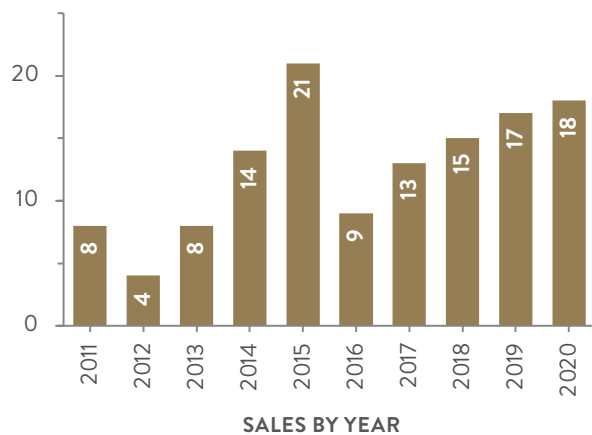


MARCO – HIDEAWAY

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	18
2019 Closed Sales	17
Active Listings	17
Months of Supply	11.33
Average Sales Price	\$2,388,722

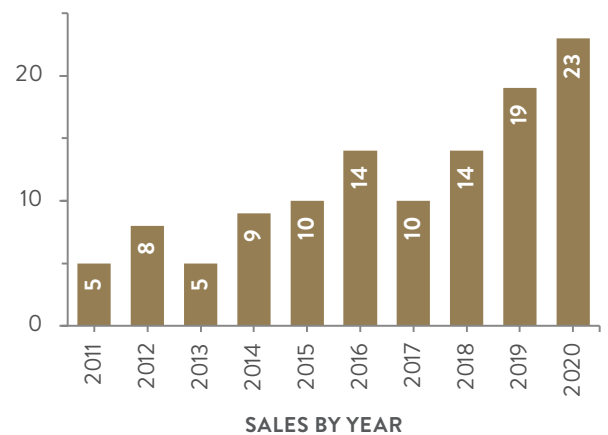


MARCO – TIGERTAIL

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	23
2019 Closed Sales	19
Active Listings	8
Months of Supply	4.17
Average Sales Price	\$1,895,239



LEE COUNTY

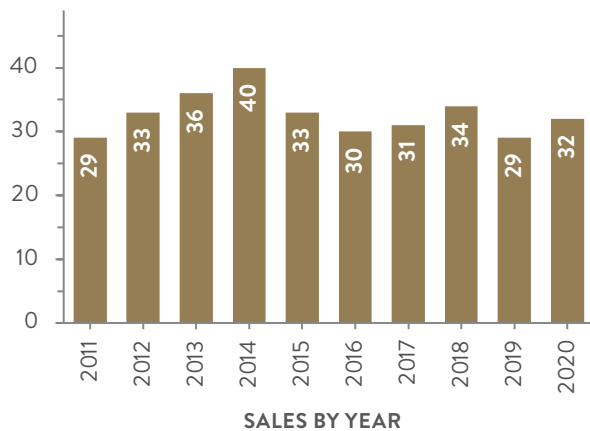


BONITA BAY Single-Family Homes

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	32
2019 Closed Sales	29
Active Listings	20
Months of Supply	7.50
Average Sales Price	\$2,115,405

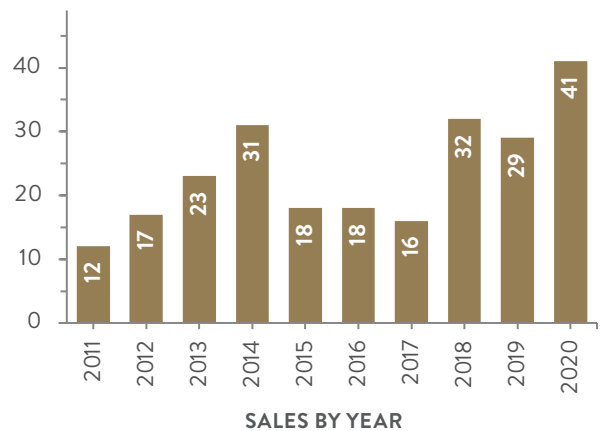


BONITA BAY Condos

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	41
2019 Closed Sales	29
Active Listings	27
Months of Supply	7.90
Average Sales Price	\$1,157,265



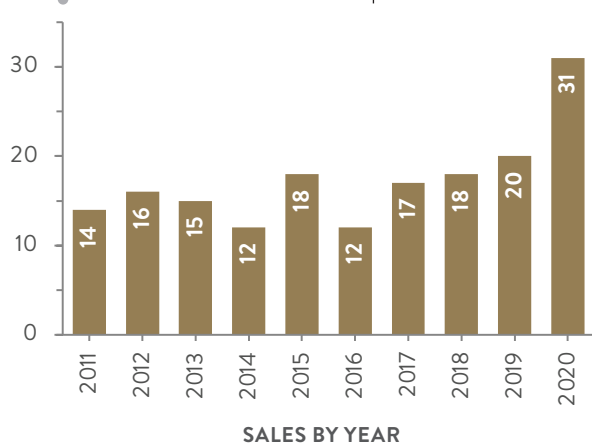


BONITA BEACH

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	31
2019 Closed Sales	20
Active Listings	9
Months of Supply	3.48
Average Sales Price	\$2,828,711



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LEE COUNTY

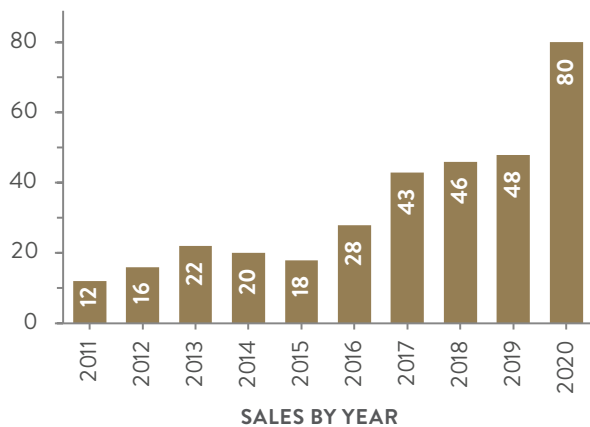


CAPE CORAL

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	80
2019 Closed Sales	48
Active Listings	59
Months of Supply	8.85
Average Sales Price	\$1,348,953

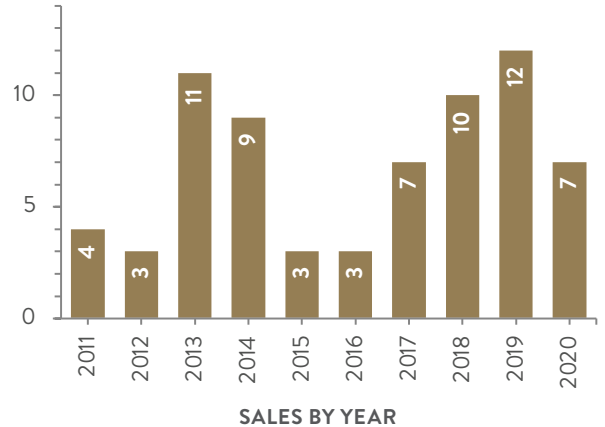


CAPE HARBOUR

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	7
2019 Closed Sales	12
Active Listings	3
Months of Supply	5.14
Average Sales Price	\$1,338,857



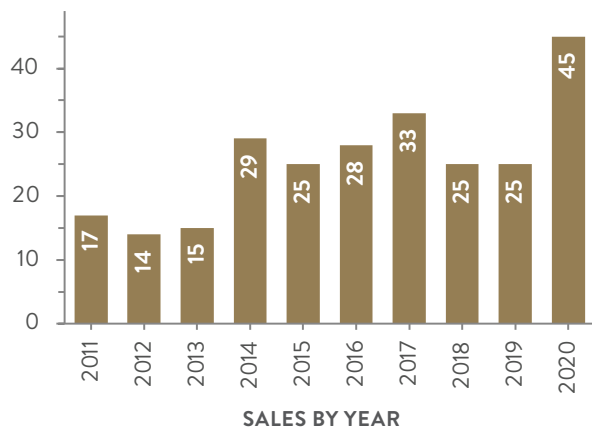


FORT MYERS - BEACH

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	45
2019 Closed Sales	25
Active Listings	25
Months of Supply	6.67
Average Sales Price	\$1,905,444

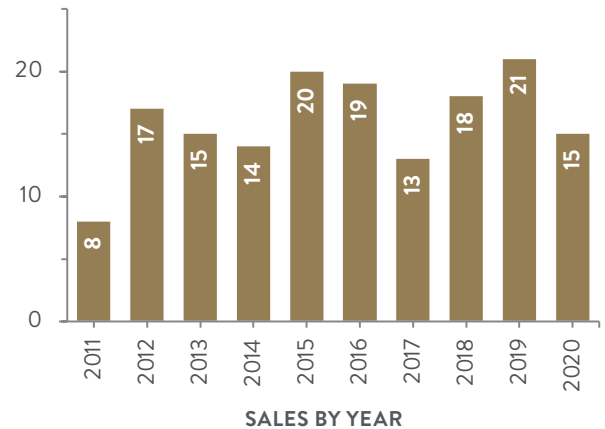


FORT MYERS - RIVERFRONT

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	15
2019 Closed Sales	21
Active Listings	20
Months of Supply	16.00
Average Sales Price	\$1,581,667



LEE COUNTY

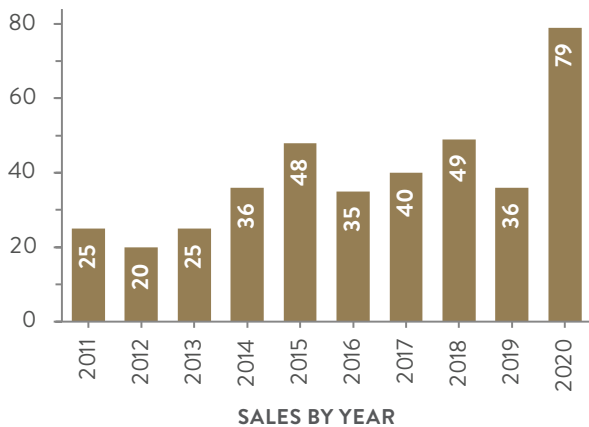


LUXURY GOLF PROPERTIES

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	79
2019 Closed Sales	36
Active Listings	47
Months of Supply	7.14
Average Sales Price	\$1,722,219

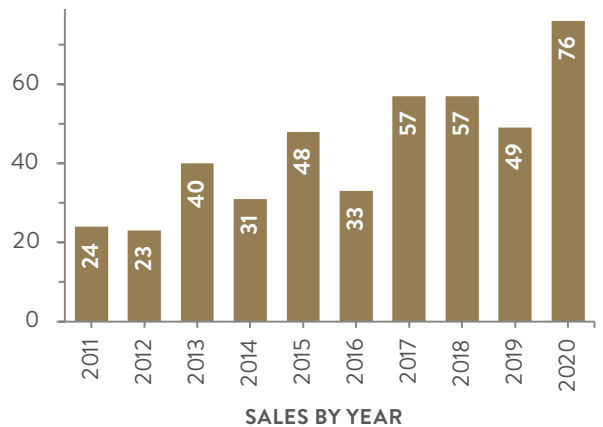


QUAIL WEST

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	76
2019 Closed Sales	49
Active Listings	12
Months of Supply	1.89
Average Sales Price	\$2,211,705



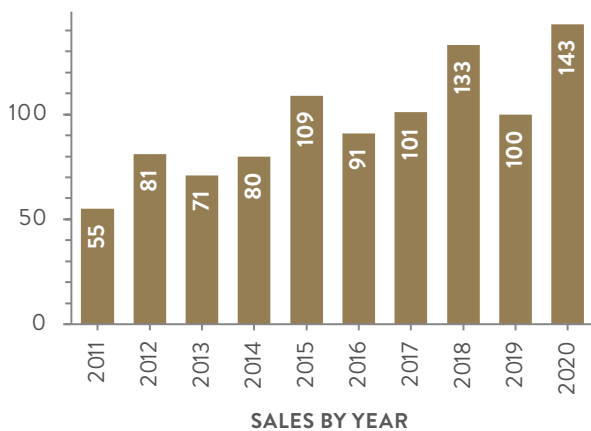


SANIBEL / CAPTIVA ISLANDS

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	143
2019 Closed Sales	100
Active Listings	104
Months of Supply	8.73
Average Sales Price	\$1,840,955

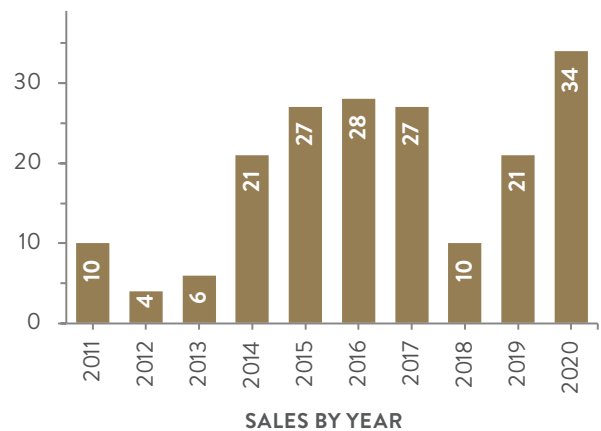


Pelican Landing THE COLONY

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.

MARKET SUMMARY OF \$1M+

2020 Closed Sales	34
2019 Closed Sales	21
Active Listings	22
Months of Supply	7.76
Average Sales Price	\$1,524,456



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