

Naples 34102

ZIP code · FL · Florida > Collier County > Naples

STRONG SELLER'S MARKET

\$7.4M

MEDIAN SALE PRICE

+283.6%

1-YR CHANGE

602

SALES (12 MO)

\$1.3M

MEDIAN VALUE (AVM)

Market temperature

Strong seller's market · 86 / 100

Buyer's market

Balanced

Seller's market

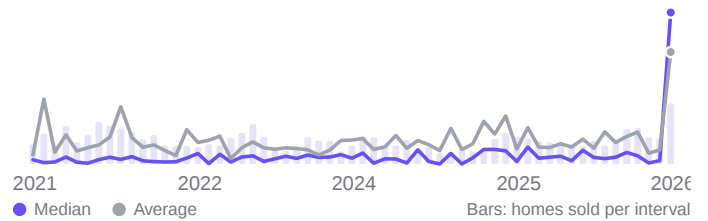
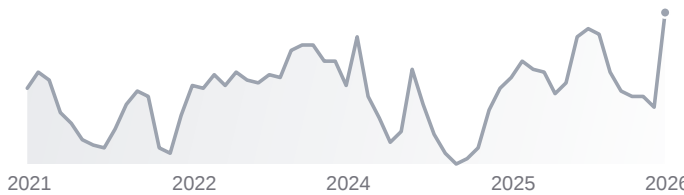
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

86 / 100

Sale prices

Median \$20M · Average \$15M

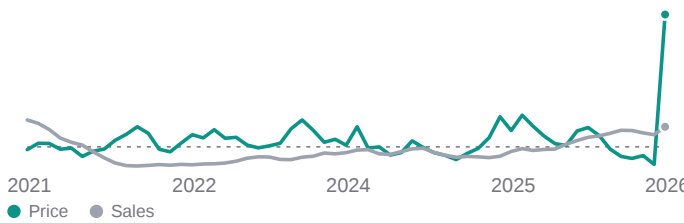


Growth (year over year)

Price +283.6% · Sales +43.0%

Price per square foot

\$14800/ft²

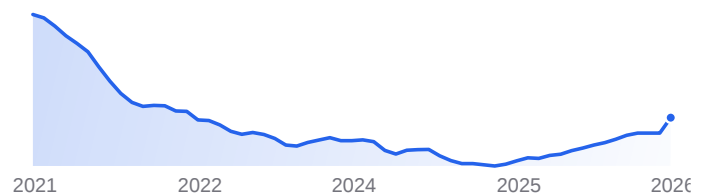
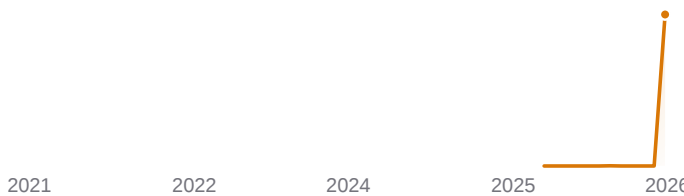


Sale premium vs estimated value

+3393.1%

Annual turnover (share of homes sold)

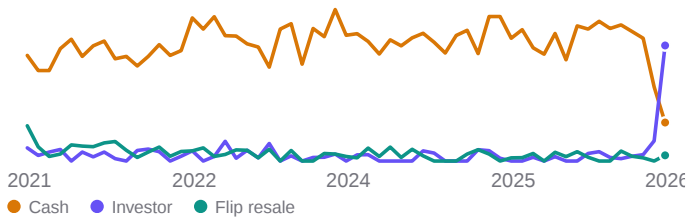
6.7%



BUYERS & OUTCOMES

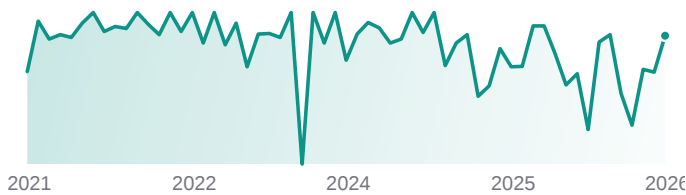
Buyer mix

Cash 24% · Investor 73% · Flip resale 3.6%



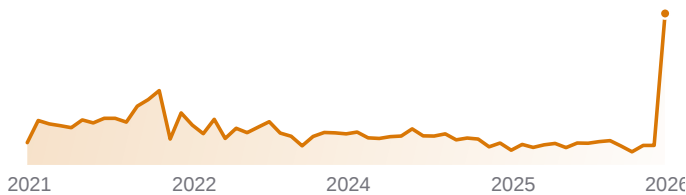
Sellers who sold at a gain

94%

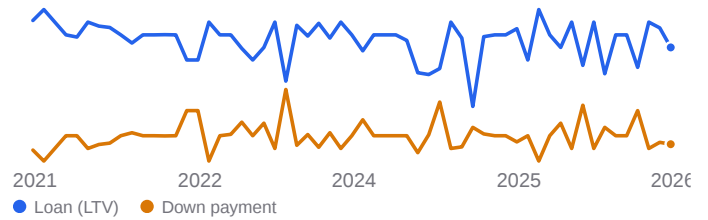


Median annualized return at resale

+45.2%

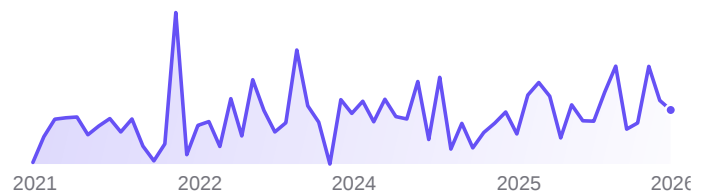


Financing (share of purchase price) Loan (LTV) 65% · Down payment 27%



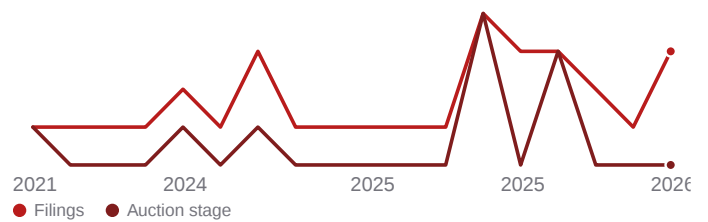
Typical hold before selling

6.4 yrs



Preforeclosure filings

Filings 3 · Auction stage 0



HOUSING STOCK

Homes	9,051
Median value (AVM)	\$1.3M
Median size	1,624 ft²
Median year built	1980
Single family	42%
Condos	57%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	87%
Underwater (LTV 125% or more)	0.5%
Owner occupied	48%
Company owned	41%
Median loan-to-value	0%
Typical ownership tenure	7.8 yrs

COMMUNITY

Population	12,070
Density	1,359 / mi²
Median household income	\$127K
Average household income	\$217K
Crime index (US avg 100)	132
Air pollution index (US avg 100)	81
Earthquake index (US avg 100)	18
Homes occupied	57%
Bachelor's or higher	35%
Poverty rate	6.8%
Unemployment	0.7%
Average temp	74°F
Annual precip	53 in
Sunshine	68%

Market metrics are derived from recorded arms-length deeds through July 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.