

Naples 34104

ZIP code · FL · Florida > Collier County > Naples

SELLER'S MARKET

\$410K

MEDIAN SALE PRICE

+18.3%

1-YR CHANGE

636

SALES (12 MO)

\$354K

MEDIAN VALUE (AVM)

Market temperature

Seller's market · 75 / 100

Buyer's market

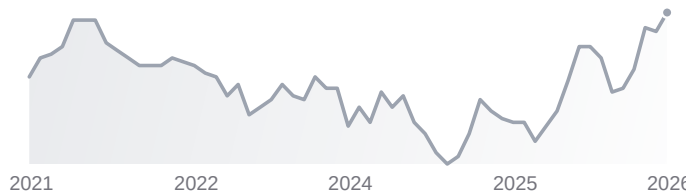
Balanced

Seller's market

MARKET TRENDS (5 YEARS)

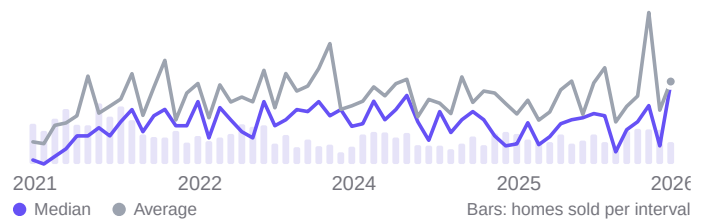
Market temperature (0–100)

75 / 100



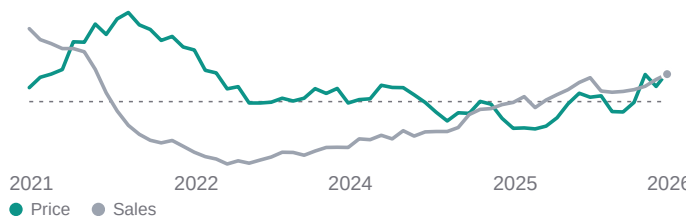
Sale prices

Median \$480K · Average \$485K



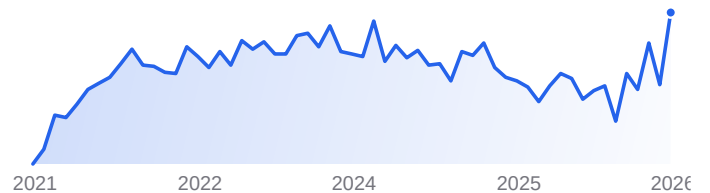
Growth (year over year)

Price +18.3% · Sales +17.1%



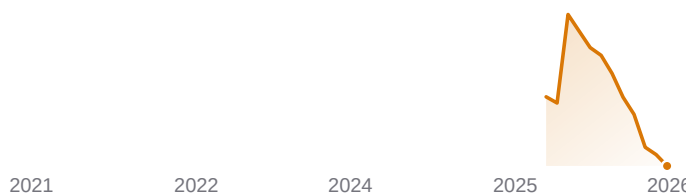
Price per square foot

\$324/ft²



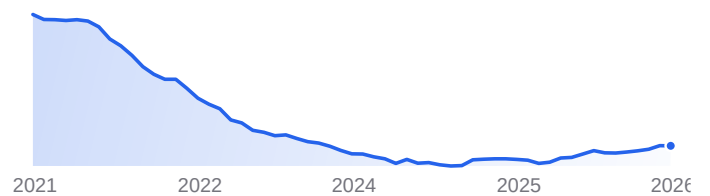
Sale premium vs estimated value

+0.0%



Annual turnover (share of homes sold)

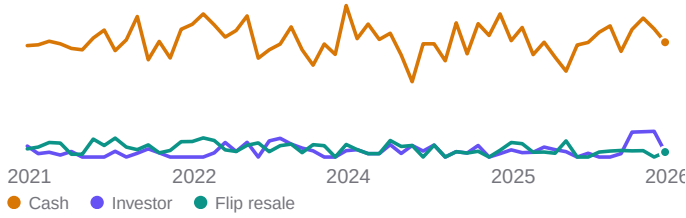
5.0%



BUYERS & OUTCOMES

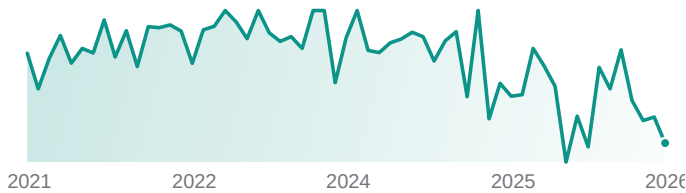
Buyer mix

Cash 53% · Investor 2.3% · Flip resale 2.3%



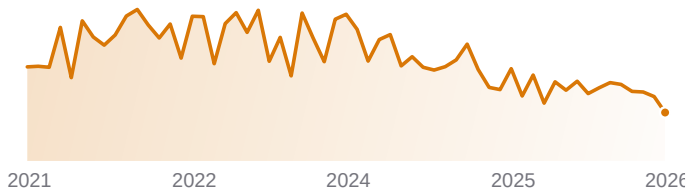
Sellers who sold at a gain

83%

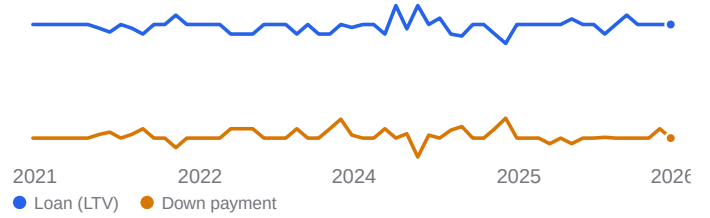


Median annualized return at resale

+3.6%

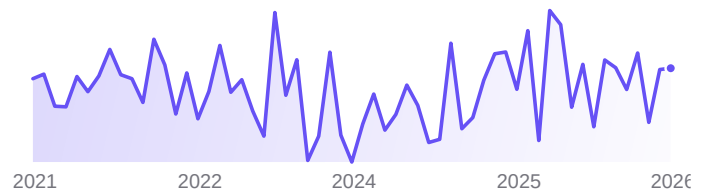


Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



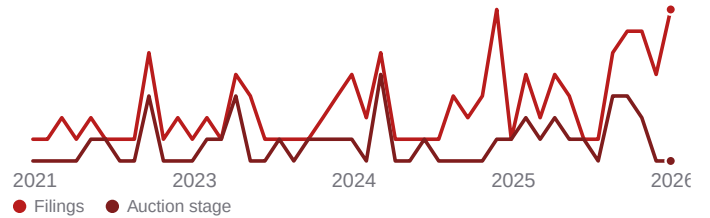
Typical hold before selling

9.2 yrs



Preforeclosure filings

Filings 7 · Auction stage 0



HOUSING STOCK

Homes	12,805
Median value (AVM)	\$354K
Median size	1,406 ft²
Median year built	1993
Single family	40%
Condos	55%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	72%
Underwater (LTV 125% or more)	0.7%
Owner occupied	60%
Company owned	24%
Median loan-to-value	20%
Typical ownership tenure	8.8 yrs

COMMUNITY

Population	28,124
Density	2,679 / mi²
Median household income	\$70K
Average household income	\$86K
Crime index (US avg 100)	116
Air pollution index (US avg 100)	85
Earthquake index (US avg 100)	12
Homes occupied	74%
Bachelor's or higher	20%
Poverty rate	12.4%
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.