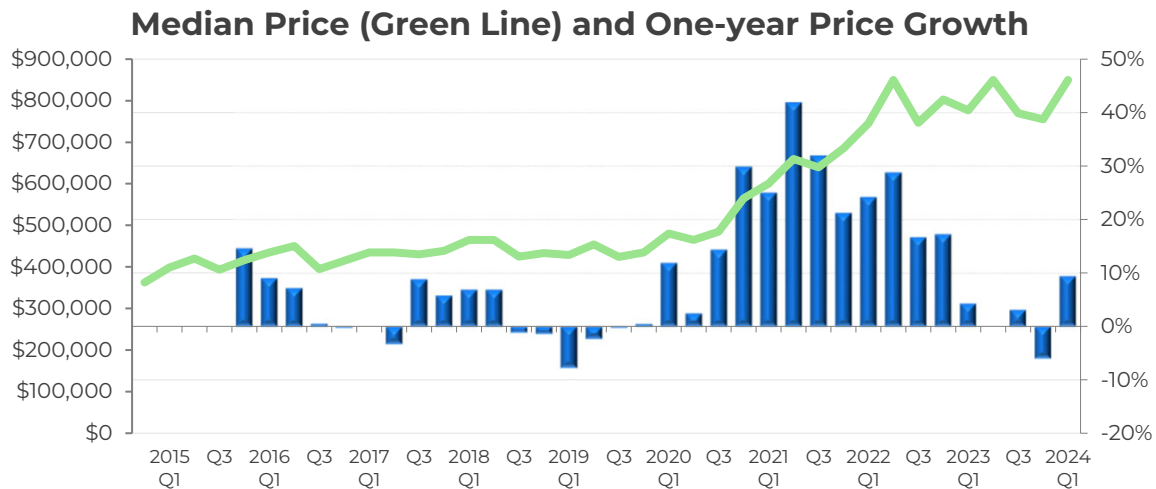


Naples-Immokalee-Marco Island, FL Area

Local Market Report, First Quarter 2024

Today's Market...



Local Price Trends			
Price Activity	Naples	U.S.	Local Trend
Current Median Home Price (2024 Q1)	\$850,000	\$385,100	Prices continue to grow relative to last year
1-year (4-quarter) Appreciation (2024 Q1)	9.4%	5.1%	
3-year (12-quarter) Appreciation (2024 Q1)	41.7%	21.2%	
3-year (12-quarter) Housing Equity Gain*	\$250,000	\$67,467	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$415,000	\$154,400	
9-year (36 quarters) Housing Equity Gain*	\$451,000	\$181,700	

*Note: Equity gain reflects price appreciation only

	Naples	U.S.	
Conforming Loan Limit**	\$766,550	\$1,149,825	Government-backed financing is limited in this market, hampering home sales
FHA Loan Limit	\$730,250	\$1,149,825	
Local Median to Conforming Limit Ratio	111%	not comparable	

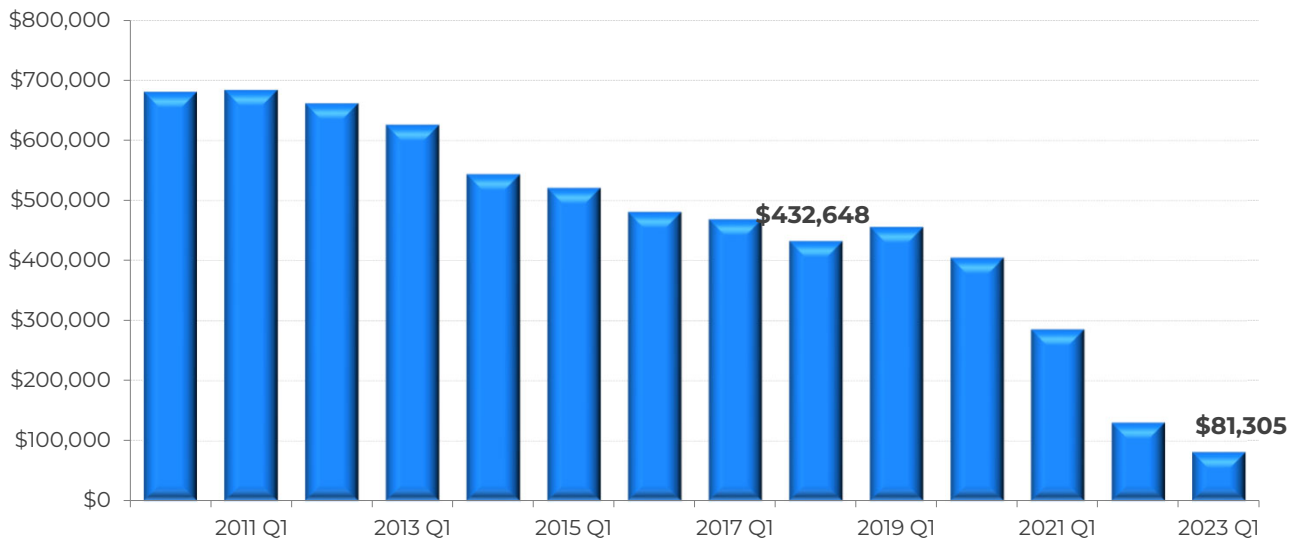
Note: limits are current and include the changes made on January 1st 2024.

Local NAR Leadership

The Naples-Immokalee-Marco Island, FL market is part of region 5 in the NAR governance system, which includes all of Georgia, Florida, Alabama, Mississippi, Virgin Islands, and Puerto Rico. The 2024 NAR Regional Vice President representing region 5 is Faron W. King.

Benefits of Ownership: Total Equity Appreciation

Total Equity Accrued to Owner by Year and Quarter of Purchase



Total Equity Gained through 2024 Q1 from quarter in which home was of purchased**

Price Activity	Naples	U.S.	Local Trend
1-year (4-quarter)	\$81,305	\$22,451	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$285,746	\$86,390	
5-year (20-quarter)*	\$456,318	\$152,868	
7-year (28 quarters)*	\$468,839	\$182,953	
9-year (36 quarters)*	\$521,094	\$217,432	

*Note: Equity gain reflects price and principle payments since purchase, prevailing 30-year fixed rate mortgage at time of purchase and a 10% downpayment. Downpayment is not included in total equity

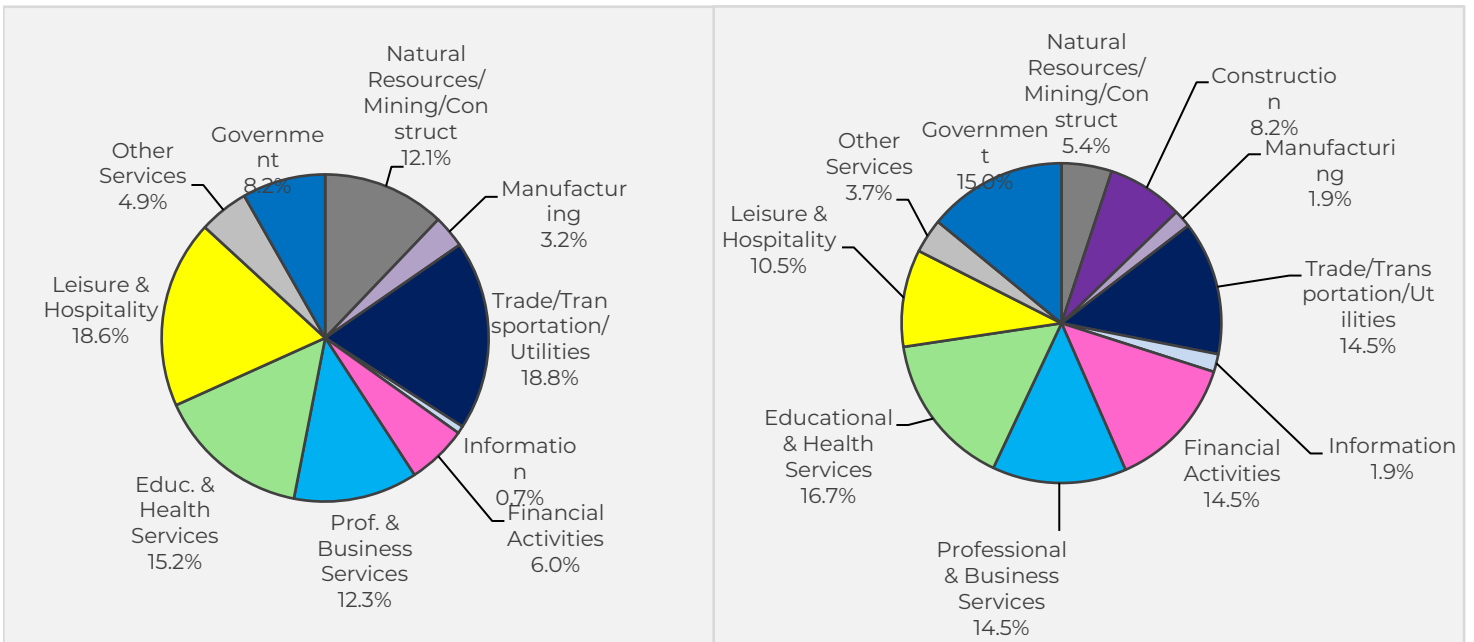
Drivers of Local Supply and Demand...

Local Economic Outlook	Naples	U.S.	
12-month Job Change (Mar)	3,700	Not Comparable	Employment growth has eased, but remains positive
12-month Job Change (Feb)	3,800	Not Comparable	
36-month Job Change (Mar)	21,200	Not Comparable	Unemployment has risen since the same period last year, but Naples's labor market has been more resilient than the national average
Current Unemployment Rate (Mar)	3.1%	3.8%	
Year-ago Unemployment Rate	2.5%	3.5%	Local employment growth is strong compared to other markets
1-year (12 month) Job Growth Rate	2.1%	2.1%	

Share of Total Employment by Industry

Naples-Immokalee-Marco Island, FL Area

U.S.



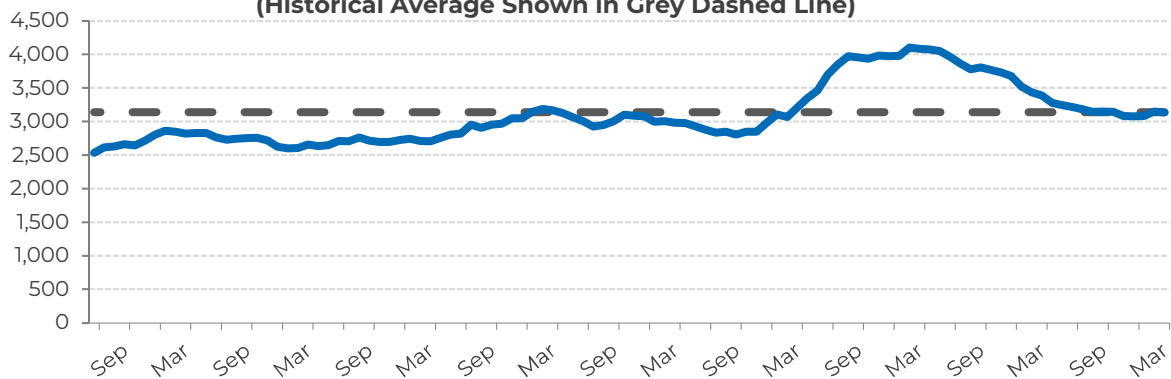
12-month Employment Change by Industry (Mar - 2024)

Goods Producing	NA	Information	0
Natural Resources/Mining/Construction	700	Financial Activities	0
Natural Resources and Mining	NA	Prof. & Business Services	100
Construction	NA	Educ. & Health Services	400
Manufacturing	300	Leisure & Hospitality	1,200
Service Providing Excluding Government	NA	Other Services	100
Trade/Transportation/Utilities	800	Government	200

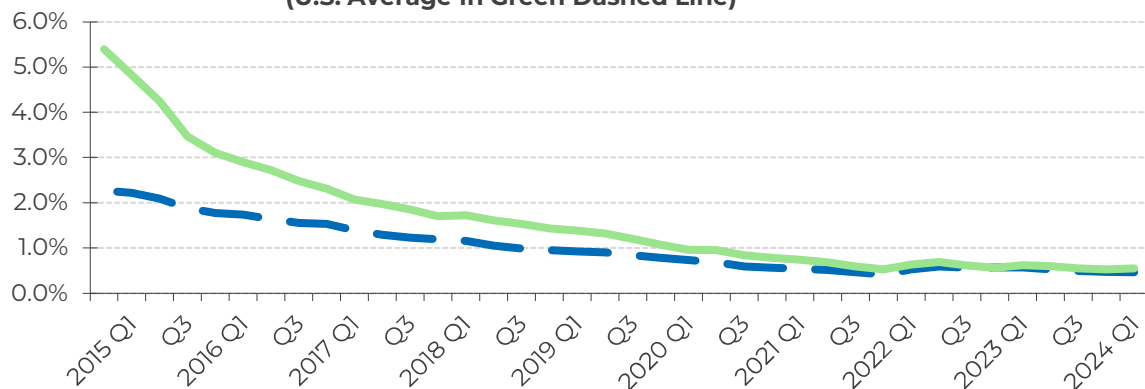
State Economic Activity Index	Florida	U.S.	
12-month change (2024 - Mar)	2.5%	2.9%	Florida's economy is growing, but decelerated from last month's 2.67% change and lags the rest of the nation
36-month change (2024 - Mar)	16.5%	12.9%	

New Housing Construction			
Local Fundamentals	Naples	U.S.	
12-month Sum of 1-unit Building Permits through Mar	3,134	not comparable	The current level of construction is 0.2% below the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	3,141	not comparable	Reduced construction will limit new supply to the market, allowing demand to catch up with inventory more quickly
Single-Family Housing Permits (Mar) 12-month sum vs. a year ago	-7.4%	8.8%	Construction is down from last year, but appears to have bottomed.

Construction: 12-month Sum of Local Housing Permits
(Historical Average Shown in Grey Dashed Line)

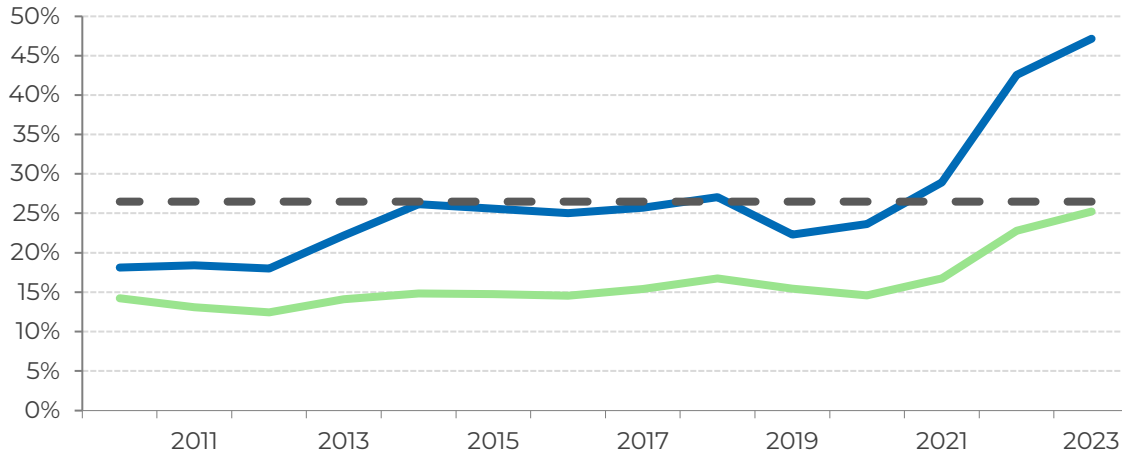


State Total Foreclosure Rate vs. U.S. Average
(U.S. Average in Green Dashed Line)



Affordability

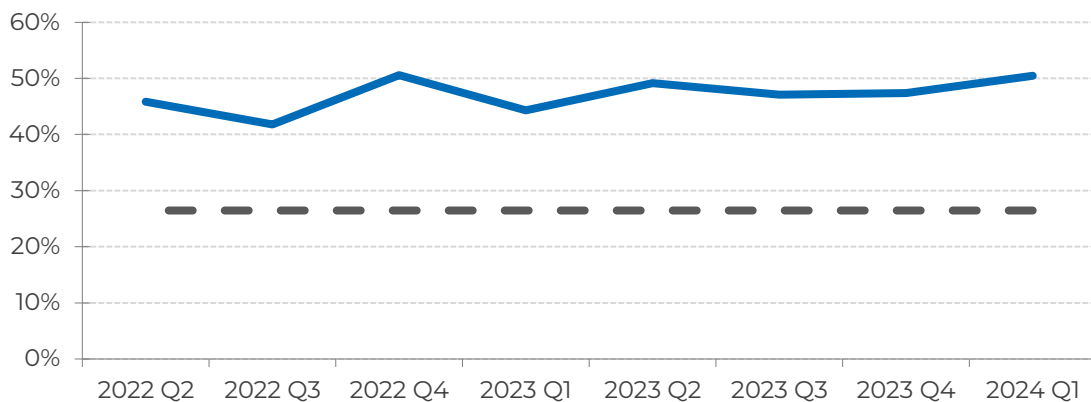
Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income
(Local Historical Average Shown in Grey, U.S. Average in Green)



Monthly Mortgage Payment to Income*	Naples	U.S.	
Ratio for 2023	47.1%	25.2%	Weak by local standards and could weigh on demand
Ratio for 2024 Q1	50.5%	23.7%	
Historical Average	26.5%	17.0%	Weaker affordability than most markets

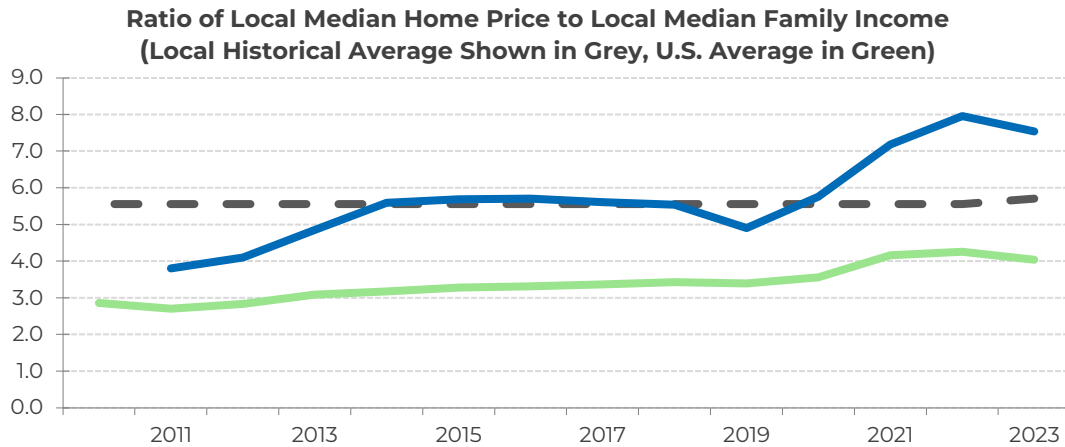
*The median family Income was included for the calculation of the mortgage payment to income ratio

Recent Trend - Local Mortgage Servicing Cost to Income
(Historical Average Shown in Grey Dashed Line)

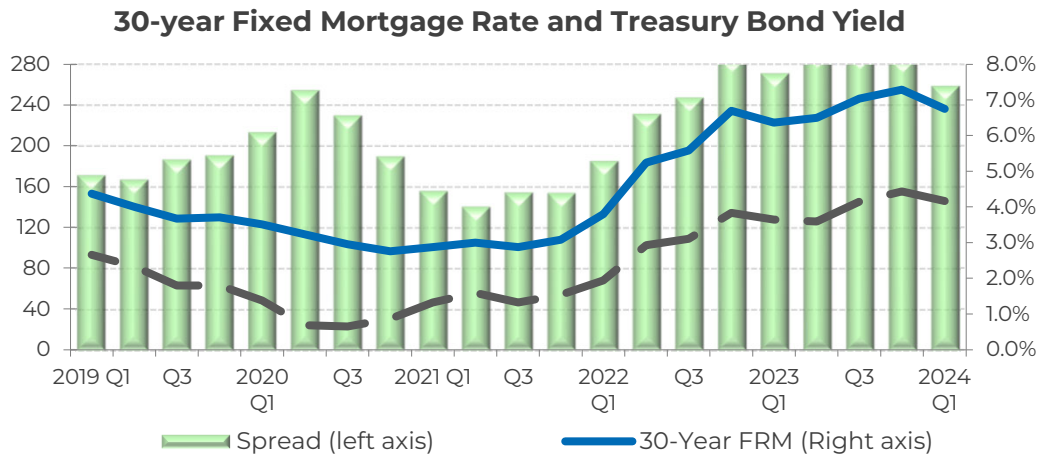


Median Home Price to Income*	Naples	U.S.	
Ratio for 2023	7.5	4.0	The price-to-income ratio is high by historic standards and getting worse
Ratio for 2024 Q1	8.1	3.8	
Historical Average	5.7	3.4	Less affordable than most markets

*The median family Income was included for the calculation of the median home price to income ratio



The Mortgage Market



During the first quarter of the year, housing affordability improved as mortgage rates fell below 7%. Steady interest rates from the Federal Reserve helped mortgage rates to ease in the first three months of the year. Nevertheless, even with this decrease, mortgage rates continued to be higher than a year ago. According to the mortgage provider Freddie Mac, the 30-year fixed mortgage rate rose to 6.75% in the first quarter from 6.36% a year earlier.

With lower interest rates on the horizon, mortgage rates are expected to ease later this year, thereby enhancing affordability for potential homebuyers. NAR forecasts the 30-year fixed mortgage rate to average 6.5% at the last quarter of the year.

Geographic Coverage for this Report

The Naples area referred to in this report covers the geographic area of the Naples-Immokalee-Marco Island, FL metro area as officially defined by the Office of Management and Budget of the U.S. Government. The official coverage area includes the following counties:

Collier County

More information on the OMB's geographic definitions can be found at
https://obamawhitehouse.archives.gov/omb/bulletins_default/