

Market View

Collier County
2nd Quarter 2022



LAND

SECTOR OVERVIEW

The Collier County Land sector produced mixed results for 2Q2022. While the number of closed deals equaled that of the prior quarter dollar volume fell by nearly 50% from Q1. However, the acreage transacted fell even more dramatically, decreasing by more than six-fold. The combined forces pushed per acre pricing up by nearly \$1M/acre to over \$1.6M/acre; well above any figure in the past 10 years. The lack of available industrial land in the county was evident with only one industrial site sold for the 2nd consecutive quarter.

The county continues to enjoy overall positive indicators with continued growth in taxable sales and tourist tax revenues. While up from the previous quarter, Collier's unemployment rate remains nearly 0.4% below that of the state. Affordable housing remains one of the primary concerns in the area as prices of single family housing continue to soar with the median price of a home reaching nearly \$800,000 even as sales volume continues to decline.

COMMERCIAL LAND DEMAND

SUBMARKET	SOLD	ACRES SOLD	SALES VOLUME
North Naples	5	22.7	\$11,634,000
Naples	2	1.3	\$28,000,000
East Naples	1	3.6	\$1,300,000
Golden Gate	0	n/a	n/a
Lely	1	2.8	\$2,000,000
Marco Island	4	4.1	\$10,232,500
Outlying Collier Co.	0	n/a	n/a
TOTAL	13	34.5	\$53,166,500

INDUSTRIAL LAND DEMAND

SUBMARKET	SOLD	ACRES SOLD	SALES VOLUME
North Naples	0	n/a	n/a
Naples	0	n/a	n/a
East Naples	0	n/a	n/a
Golden Gate	0	n/a	n/a
Lely	0	n/a	n/a
Marco Island	0	n/a	n/a
Outlying Collier Co.	1	0.5	\$1,100,000
TOTAL	1	0.5	\$1,100,000

NEW PERMITS ISSUED



7

New Commercial Permits



19

New Multifamily Permits

TOP COMMERCIAL LAND SALES

	BUYER	ADDRESS	ACRES	ZONING	SALE \$ PSF	SALE \$ ACRE
1	Pebblebrook Hotel Trust	675 4th Ave S, Naples (Part of Inn on Fifth Portfolio)	0.6	C1-A	\$16,000,000 \$612.18 PSF	\$26,666,667
2	The Augusterra Group	333 8th St S, Naples	0.73	D (Naples)	\$12,000,000 \$377.37 PSF	\$16,438,253
3	Genesis Naples FL, LLC	Pine Ridge Rd, Naples	4.18	PUD + E	\$4,734,000 \$26.00 PSF	\$1,132,535

TOP INDUSTRIAL LAND SALES

	BUYER	ADDRESS	ACRES	ZONING	SALE \$ PSF	SALE \$ ACRE
1	Plover Realty LLC	3530 Plover Ave, Naples	0.5	PUD	\$1,100,000 \$50.51 PSF	\$2,200,000
2						
3						

LAND

Market Statistics

COMMERCIAL LAND						INDUSTRIAL LAND				
	# Sold	Total Acres Sold	Avg Deal Size	Median Sales Price/Acre	Median Sales Price PSF	# Sold	Total Acres Sold	Avg Deal Size	Median Sales Price/Acre	Median Sales Price PSF
LAND UNDER 1 ACRE										
North Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Naples	2	1.3	0.7	\$21,552,455	\$494.78	0	n/a	n/a	n/a	n/a
East Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Golden Gate	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Lely	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Marco Island	2	1.1	0.5	\$8,655,053	\$198.69	0	n/a	n/a	n/a	n/a
Outlying Collier Co.	0	n/a	n/a	n/a	n/a	1	0.5	0.5	\$2,200,000	\$50.51
TOTAL	4	2.4	0.6	\$14,780,000	\$339.30	1	0.5	0.5	n/a	n/a
LAND FROM 1 ACRE - 5 ACRES										
North Naples	4	12.3	3.1	\$733,549	\$16.84	0	n/a	n/a	n/a	n/a
Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
East Naples	1	3.6	3.6	\$357,144	\$8.20	0	n/a	n/a	n/a	n/a
Golden Gate	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Lely	1	2.8	2.8	\$727,273	\$16.70	0	n/a	n/a	n/a	n/a
Marco Island	2	3.0	1.5	\$1,645,286	\$37.77	0	n/a	n/a	n/a	n/a
Outlying Collier Co.	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
TOTAL	8	21.8	2.7	\$590,909	\$13.57	0	0.0	0.0	n/a	n/a
LAND FROM 5 ACRES - 10 ACRES										
North Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
East Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Golden Gate	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Lely	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Marco Island	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Outlying Collier Co.	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
TOTAL	0	0.0	n/a	n/a	n/a	0	0.0	0.0	n/a	n/a
LAND FROM 10 ACRES - 50 ACRES										
North Naples	1	10.4	10.4	\$144,509	\$3.32	0	n/a	n/a	n/a	n/a
Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
East Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Golden Gate	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Lely	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Marco Island	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Outlying Collier Co.	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
TOTAL	1	10.4	10.4	\$144,509	\$3.32	0	0.0	0.0	n/a	n/a
LAND OVER 50 ACRES										
North Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
East Naples	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Golden Gate	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Lely	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Marco Island	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
Outlying Collier Co.	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a
TOTAL	0	0.0	0.0	n/a	n/a	0	0.0	0.0	n/a	n/a

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