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Summer Buyers Enjoying More Options and Lower Prices

Naples, Fla. (July 25, 2025) – Even with predicted decreases in home inventory during the summer, buyers searching homes in Naples will enjoy more options this summer than any summer in the last 10 years. According to the June 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), inventory increased 18.2 percent to 5,885 homes from 4,978 homes in June 2024. Along with a healthy pool of options, a moderate softening of home prices sparked a 1.5 percent increase in both pending and closed sales during June. Broker analysts reviewing the report said the 1,282 sellers who removed their homes from the market during June will miss out on what may become a very good summer for sales in Naples.

A Sunny Start to Summer

“Traditionally, we tend to see more bargain hunters during the summer,” said Sherry Stein, CRB, Managing Broker, Berkshire Hathaway HomeServices Florida Realty. “Prices have relaxed slightly over the last few months, and this is bringing more buyers back to Naples who were previously priced out of our market.”

Stein was quick to clarify that the Naples real estate market is still relatively stable. The median closed price in June decreased 3.2 percent to \$576,000 from \$595,000 in June 2024. “Our price declines have been modest, so most sellers will still enjoy plenty of equity when they sell.”

According to the report, the average sales price in Naples increased 12.4 percent to \$1,200,472 from \$1,085,605 in June 2024. Those who understand our unique market will not be surprised to learn the report showed closed sales of properties over \$5 million increased 13.6 percent over the last 12 months.

“If or when interest rates come down again, the overall market will pick up,” said Stein. “But historically, when this happens home prices typically rise in response.”

Exit Stage Left

“There is a perception that inventory is climbing,” said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc. “But the reality is exactly the opposite. Inventory decreased 21

percent in the second quarter of 2025. The decline in inventory was due to successful closings as well as some sellers removing their listing from the MLS during the summer with the hope they will get their target price later in the year when they relist their property.”

Unlike traditional housing markets in the U.S., many homeowners in Naples are not pressed to sell due to changing life circumstances. And a majority do not have a mortgage either. If they did carry a mortgage or have a deep need to sell, local brokers say they might be more open to negotiations.

Jeff Jones, Broker at Keller Williams Naples, added, “We are in a nice steady market today. Sellers that pull their homes off the market during the summer are doing serious sellers a favor.”

The NABOR® June 2025 Market Report provides comparisons of single-family home and condominium sales (via the Southwest Florida MLS), price ranges, and geographic segmentation and includes an overall market summary. NABOR® sales statistics are presented in chart format, including these overall (single-family and condominium) findings for 2025:

CATEGORIES	JUNE 2024	JUNE 2025	CHANGE (percentage)
Total closed sales (month/month)	733	744	+1.5%
Total pending sales (homes under contract) (month/month)	711	722	+1.5%
Median closed price (month/month)	\$595,000	\$576,000	-3.2%
New listings (month/month)	926	877	-5.3%
Total active listings (inventory)	4,978	5,885	+18.2%
Average days on market (month/month)	77	98	+27.3%
Single-family closed sales (month/month)	378	416	+10.1%
Single-family median closed price (month/month)	\$724,500	\$712,500	-1.7%
Single-family inventory	2,502	2,833	+13.2%
Condominium closed sales (month/month)	355	328	-7.6%
Condominium median closed price (month/month)	\$480,000	\$453,500	-5.5%
Condominium inventory	2,476	3,052	+23.3%

Uniquely Naples

“News stories that bundle Naples into the value erosion narrative are misleading,” said Adam Vellano, Managing Director of South and Southwest Florida at Compass Florida. “Our report shows a market returning to normal. Furthermore, if you add in sales from new construction [not tracked by NABOR®], our market looks even better.”

“In December of 2021 there were 1,042 homes on the market,” said Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC. “We have more today, but not an oversupply.”

As expected, prices adjust according to the laws of supply and demand. In June, the months supply of inventory was 9.2 months. Carroll said, “I consider a balanced market in Naples to be a 12-month supply.

When this figure gets to 1.5 years, then we might have an oversupply. But this simple formula can't be applied all across Naples because our market is so unique."

If you are considering buying or selling your home, look to a Naples REALTOR® who can provide an accurate market comparison and give you expert advice on how to capitalize on today's market conditions. A REALTOR® can ensure your next purchase or sale in the Naples area is a success. Search for your dream home and find a Naples REALTOR® on Naplesarea.com.

The Naples Area Board of REALTORS® (NABOR®) is an established organization (Chartered in 1949) whose members have a positive and progressive impact on the Naples community. NABOR® is a local board of REALTORS® and real estate professionals with a legacy of over 75 years serving 8,500 plus members. NABOR® is a member of Florida Realtors® and the National Association of REALTORS®, which is the largest association in the United States with more than 1.4 million members and over 1,200 local boards of REALTORS® nationwide. NABOR® is structured to provide programs and services to its membership through various committees and the NABOR® Board of Directors, all of whom are non-paid volunteers.

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