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Naples Desirability Keeping Housing Market Stable

Naples, Fla. (August 22, 2025) – Broker analysts reviewing the July 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), agreed that the desire to own property in paradise is a major factor in the Naples housing market's continued stability. Pending sales (homes under contract) in July increased 19.9 percent to 807 pending sales from 673 pending sales in July 2024. And even with evidence that sellers are negotiating on price (94% of list price received) and adjusting list prices to stay competitive (1,296 price decreases recorded in July), home values remain stable.

Historic Perspectives

Looking at the July Market Report, Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC said, "If we were in the midst of a market correction, prices would be near \$325,000, or where they were before the pandemic in 2019. The fact that our market was able to sustain prices over the last four years [after record-breaking demand during the pandemic drove prices up], tells me that our market is consistently doing well."

Budge Huskey, CEO, Premier Sotheby's International Realty, responded to Carroll's remarks by stating, "I've never witnessed a time when there were decelerated sales over a two-and-a-half-year period and it did not materially influence prices."

"This is new territory," Carroll asserted. "Twenty years ago our eyes were fixed on activity happening west of U.S. 41, but there are so many submarkets throughout Naples now. The growth and diversity within the market is helping real estate in Naples stay desirable and stable."

"Pending sales are at pre-pandemic levels," said Sherry Stein, CRB, Managing Broker, Berkshire Hathaway HomeServices Florida Realty. "We have a lot of cash buyers [48 percent in July], so mortgage rates have a limited impact on our sales. With discussions about interest rates going down, that is helping sales because buyers realize that if/when rates go down, prices will likely go up. Even buyers who need financing know that locking into a rate today doesn't prevent them from refinancing should rates drop in the future."

Confidence Sparked

More evidence that Naples' desirability and consumer confidence are positively influencing the Naples housing market can be witnessed in the number of homes sold resulting in the gradual decrease in inventory over the past few months. While up 11.4 percent to 5,224 properties from 4,691 properties in July 2024, overall inventory has been slowly decreasing since it peaked in March with 7,483 properties.

"The average days on market has been climbing since April, but months supply of inventory is going down," said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc.

New listings in July decreased 7.2 percent to 804 new listings from 866 in July 2024. But closed sales, which are connected to pending sales, increased 2 percent in July to 624 closed sales from 612 closed sales in July 2024. Single-family closed sales in July increased 12.7 percent to 354 closed sales from 314 closed sales. Interestingly, and a trend is emerging, pending sales in the single-family home market have been increasing each month since the beginning of the year; for July, pending sales of single-family homes rose 30.4 percent!

"I am seeing increased energy with listings," said Ryan Bleggi, Managing Broker for John R. Wood Properties. "Sellers who are taking their REALTOR®'s advice and pricing according to the market are getting more showings and offers this summer."

"If we can avoid a significant storm this year, sales in 2025 will easily outpace sales last year," added Huskey.

The NABOR® July 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	JULY 2024	JULY 2025	CHANGE (percentage)
Total closed sales (month/month)	612	624	+2.0%
Total pending sales (homes under contract) (month/month)	673	807	+19.9%
Median closed price (month/month)	\$590,000	\$575,000	-2.5%
New listings (month/month)	866	804	-7.2%
Total active listings (inventory)	4,691	5,224	+11.4%
Average days on market (month/month)	81	102	+25.9%
Single-family closed sales (month/month)	314	354	+12.7%
Single-family median closed price (month/month)	\$712,500	\$670,000	-6.0%
Single-family inventory	2,401	2,564	+6.8%
Condominium closed sales (month/month)	298	270	-9.4%
Condominium median closed price (month/month)	\$470,000	\$422,500	-10.1%
Condominium inventory	2,290	2,660	+16.2%

Equity Friendly Naples

The median closed price of condominiums fell 10.1 percent in July to \$422,500 from \$470,000 in July 2024. But this is a far cry from the median closed price of condominiums in July 2019, which was \$240,000. The same holds true for the single-family home market: July's median closed price, which decreased 6 percent to \$670,000, still provides significant equity compared to a median closed price of \$409,500 in July 2019.

The July Market Report showed Naples desirability contributed to increased sales in all geographic regions tracked by NABOR®. But the standout was in closed sales of single-family homes in the Naples Beach area (34102, 34103, 34108), which increased 81.8 percent in July. Increased sales of single-family homes near the beach are reducing this geographic area's months supply, which was 14.9 months in July 2024, but because of an increase in summer sales activity, dropped to 12.3 months supply in July 2025.

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](https://www.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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