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September Home Sales Surge, Defying Seasonal Trends

Naples, Fla. (October 24, 2025) – Pending and closed sales in September – a month that historically trails behind in activity – saw remarkable increases, leaving broker analysts reviewing the September 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), very optimistic. Pending sales activity helps brokers forecast market momentum and it increased 21.1 percent in September to 753 pending sales from 622 pending sales in September 2024. In fact, monthly pending sales activity since May has outpaced pending sales activity compared to the same months in 2024; but this year is the first time September pending sales outpaced September pending sales in 2019 (pre-pandemic). Brokers point to the lack of storm activity this year as one reason for increased sales. The sales momentum, and increase in showings, is closing the gap in the overall months of inventory, which decreased from 13.1 months of inventory in January to 7.1 months of inventory in September for the greater Naples real estate market.

Financial Incentives

Despite improved market activity, many sellers in the luxury market confess, ‘they don’t need to sell’. “It’s a tough position to navigate as a REALTOR®,” said Ryan Bleggi, NABOR® Past President, and Managing Broker for John R. Wood Properties. “It’s important for sellers to consider that they’re currently carrying a depreciating asset, foregoing interest income from an alternate investment, or delaying a life goal.”

Adam Vellano, Managing Director of South and Southwest Florida at Compass Florida, agreed and added, “The cost to hold onto an overpriced property instead of reducing the price to meet the market is adding up to tens of thousands of dollars per month for some high-end luxury property owners.”

“We try to explain to these sellers that their ROE [return on equity] is continuously declining,” said Jeff Jones, Broker at Keller Williams Naples. “And ask, ‘wouldn’t you rather do something else with the money you’re losing because any use of your money will be better than sitting on an overpriced home with no activity’.”

According to Bleggi, the adage of “waiting for the market to come back,” is a response heard too often. “It depends how long they are willing to wait because we don’t have any indicators pointing to an

increase in values in the near future. We will likely see the months of supply increase dramatically in the next 90 days which will continue to fuel downward pressure on pricing.”

The median closed price during September decreased 6.3 percent to \$550,000 from \$586,780 in September 2024. Though this is still far above the median closed price during September 2019, \$325,000. However, the ultra-luxury market (over \$5 million) has seen its median closed price increase 7.5 percent over the last 12 months ending September 2025 from \$7 million to \$7,525,000.

Bustle of Buyers

“There’s been some local variation in the market over the past year,” said Sherry Stein, CRB, Managing Broker, Berkshire Hathaway HomeServices Florida Realty. “With interest rates trending slightly lower, buyer activity has increased as more people qualify for financing. While the luxury market has held strong, lower and mid-priced homes are experiencing an uptick in buyer purchasing power.”

Closed sales in September increased 10.7 percent to 602 closed sales from 544 closed sales in September 2024. Monthly closed sales activity since June outperformed the same months in 2024. Yet, even as improved sales activity is beginning to chip away at the overall inventory, which increased 3 percent in September to 4,804 properties from 4,666 properties in September 2024, new listings have lagged in recent months – decreasing 11.5 percent in September to 972 new listings from 1,098 new listings in September 2024.

Brokers anticipate an increase in inventory in the coming months, mostly from sellers who pulled homes off the market and created a shadow inventory.

“More folks are finally getting relief on the insurance side of homeownership today,” said Dr. H. Shelton Weeks, Lucas Professor of Real Estate and Director of the Lucas Institute for Real Estate Development & Finance at Florida Gulf Coast University. “So getting better insurance prices should be helpful to all buyers in the middle to low-end of market.”

Responding to broker questions about the government shutdown, Dr. Weeks responded, “The shutdown muddies the water for the Federal Reserve as it offsets key data they use to make decisions. But the bigger issue is what it does to the world’s view of our economy. Currently, we are benefitting from global confidence of the dollar and our economy, but we should be worried this shutdown could undermine this confidence eventually.”

The NABOR® September 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	SEPT 2024	SEPT 2025	CHANGE (percentage)
Total closed sales (month/month)	544	602	+10.7%

Total pending sales (homes under contract) (month/month)	622	753	+21.1%
Median closed price (month/month)	\$586,780	\$550,000	-6.3%
New listings (month/month)	1,098	972	-11.5%
Total active listings (inventory)	4,666	4,804	+3.0%
Average days on market (month/month)	83	107	+28.9%
Single-family closed sales (month/month)	287	321	+11.8%
Single-family median closed price (month/month)	\$725,000	\$715,000	-1.4%
Single-family inventory	2,357	2,345	-0.5%
Condominium closed sales (month/month)	257	281	+9.3%
Condominium median closed price (month/month)	\$450,000	\$410,000	-8.9%
Condominium inventory	2,309	2,459	+6.5%

Confidence & Optimism

“Looking at the data, I feel confident we are positioned to do very well this upcoming winter season,” said Molly Lane, Senior Vice President at William Raveis Real Estate. “Sellers are starting to adjust their expectations and the increased sales over the summer are proof of it.”

Geographically, Naples Beach (34102, 34103, 34108) dominated with the highest increase in sales activity for September, a 54.2 percent increase in single-family closed sales, and 23.4 percent increase in condominium closed sales. Though East Naples (34114, 34117, 34120, 34137) reported the most single-family units sold, 115 properties, which was a 10.9 percent decrease compared to 129 single-family home units sold in September 2024. New listings of single-family homes in Central Naples (34104, 34105, 34116) was the only region to report an increase in September, 8.5 percent.

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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