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NAPLES AREA BOARD OF REALTORS®
239.597.1666 www.Nabor.com 1455 Pine Ridge Road Naples, Florida 34109

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Contacts: Adam Vellano, NABOR® Media Relations Committee Chair, (239) 597-1666
Marcia Albert, NABOR® Director of Marketing, (239) 597-1666

October Housing Market Momentum Finds Balance

Naples, Fla. (November 21, 2025) – Increased foot traffic at open houses in October was a positive sign indicating the Naples housing market is building momentum as it approaches snowbird season. Buyers are responding to improved affordability. Broker analysts reviewing the October 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), were concerned that reduced activity in the first quarter of the year – due to consumer uncertainty caused by tariffs – would linger for months; but the October report revealed not only market resilience, but a return to a balanced housing market. A balanced housing market occurs when the supply of homes for sale meets the demand from buyers, resulting in stable prices and a fair negotiating environment for both parties. Signs of improved consumer confidence in October were obvious in the 27.2 percent increase in new listings to 1,566 new listings from 1,231 new listings in October 2024, as well as the 48.5 percent increase in pending sales (homes under contract) to 790 pending sales from 532 pending sales in October 2024.

"It has taken some time, but sellers are becoming more realistic with pricing, which is helping to motivate today's buyers," said Sherry Stein, CRB, Managing Broker, Berkshire Hathaway HomeServices Florida Realty. "Good agents are effectively counseling their sellers on appropriate, market-supported pricing. As a result, we're seeing fewer sellers who believe they can achieve the prices seen two or three years ago. While those days have passed, recent reports continue to show that home values remain stable."

The overall median closed price in October increased .9 percent to $575,000 from $570,000 in October 2024. In comparison, the median closed price in October 2019 (pre-pandemic) was $329,790. However, there were 1,161 price decreases in October, which shows a continued cooling trend by sellers.

Affordable Luxury

According to Jeff Jones, Broker at Keller Williams Naples, "Home affordability is improving because interest rates have dropped a full point this year and we had no hurricanes so there was some respite from insurers. People who were on the fence last year are having a much easier time carrying the cost of home ownership this year."

According to the report, 58 percent of all sales in October were made in cash. “Whether we can sustain this sales pace and values hold like they are is uncertain,” said Budge Huskey, CEO, Premier Sotheby’s International Realty. “If Naples was a self-contained market, we wouldn’t be able to sustain current trends on sales and values. However, Naples has garnered attention from around the country and world leading to significant capital investment.”

As pending sales continue to rise, so does overall closed sales, which increased in October 33.4 percent to 663 closed sales from 497 closed sales. The report showed 8.1 months of inventory, which is well below the 12 months our analysts consider to be a balanced market for our area. Overall inventory increased 6.7 percent to 5,386 properties from 5,046 properties in October 2024.

Broker analyst Molly Lane, Senior Vice President at William Raveis Real Estate, said, “Buyers are still concerned that prices are too high. There is some aspirational pricing still out there, but it really depends on the condition of the home and its location. In some cases, however, we are starting to see multiple offer situations, so pricing is not always out of line.”

“The data suggests people are happy with what our market has to offer,” said Huskey. “Quality homes and new construction luxury products are selling at a premium. But Naples defies economic principles because our pace of sales is about 50 percent of what it was at the peak, but the average price is up almost 90 percent.”

“There was good absorption of spec homes in October too,” said Adam Vellano, Managing Director of South and Southwest Florida at Compass Florida. “As people leave the area they seem to be replaced by even wealthier buyers.”

The NABOR® October 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	OCT 2024	OCT 2025	CHANGE (percentage)
Total closed sales (month/month)	497	663	+33.4%
Total pending sales (homes under contract) (month/month)	532	790	+48.5%
Median closed price (month/month)	$570,000	$575,000	+0.9%
New listings (month/month)	1,231	1,566	+27.2%
Total active listings (inventory)	5,046	5,386	+6.7%
Average days on market (month/month)	89	107	+20.2%
Single-family closed sales (month/month)	269	360	+33.8%
Single-family median closed price (month/month)	$720,000	$700,000	-2.8%
Single-family inventory	2,527	2,493	-1.3%
Condominium closed sales (month/month)	228	303	+32.9%
Condominium median closed price (month/month)	$417,500	$420,000	+0.6%
Condominium inventory	2,519	2,893	+14.8%

Selective Advantages

“October’s report was a reminder of what weather can do to the real estate market,” said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc. “Even though two hurricanes didn’t hit us last October, the threat of them suppressed closings in Naples. Incredibly, we had a year with no hurricanes, so buyers and sellers were not reminded of the threat of mother nature.”

The surge in overall new listings came primarily from the condominium market, which increased 42.3 percent in October to 864 new condominium listings from 607 new condominium listings in October 2024. Hughes remarked that many properties that were pulled from the market earlier this year are now, most likely, showing up as rentals. The median closed price of single family homes decreased 2.8 percent to $700,000 from $720,000 in October 2024.

Lane remarked that “Florida has a lot to offer. Many people who live in high income taxed states are finding Florida a better, more affordable place to call home.”

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.