

## FOR IMMEDIATE RELEASE

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### November Price Decrease Sparks Pre-Season Home Sales

**Naples, Fla.** (December 26, 2025) – A gentle softening of prices during November encouraged many buyers to purchase homes for sale in Naples at a level similar to pre-pandemic home sales, even as home prices have increased 40 to 50 percent since 2019. Pending sales for November increased 16.9 percent to 856 pending sales from 732 pending sales in November 2024. The median closed price in November decreased 4.9 percent to \$546,950 from \$575,000 in November 2024. The median close price has declined slightly in seven of the previous eight months compared to the same months in 2024. Broker analysts reviewing the November 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), were not surprised to see just over 1,000 price decreases during November. While minor, the price decreases indicate a growing shift away from aspirational pricing by sellers as they adapt to a new market environment where increased competition and smart pricing results in improved sales for the Naples real estate market.

#### A Good Year

“It looks like we had a good year for real estate,” said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc. “The first part of the year started out slow, mainly due to people watching how the tariff situation would unfold. But we were fortunate in the second half because we avoided hurricane activity, so sales improved dramatically and this made up for the slow sales activity during the first half of the year.”

Overall closed sales in November increased 9.8 percent to 502 closed sales from 457 closed sales in November 2024. Broken down by home type, closed sales in the condominium market increased 14.6 percent to 243 closed sales from 212 closed sales in November 2024; while closed sales in the single-family market increased 5.7 percent to 259 closed sales from 245 closed sales in November 2024.

“With seven straight months of pending sales and six straight months of closed sales above the same periods last year, the market is demonstrating very positive momentum moving into season,” said Budge Huskey, CEO, Premier Sotheby’s International Realty. “And with inventory returning to pre-pandemic levels offering buyers ample choice, the foundation is in place for an even better 2026.”

Overall inventory in November increased 1.6 percent to 5,757 properties from 5,666 properties in November 2024. Interestingly, inventory in the single-family home market decreased 5.5 percent to 2,649 single-family homes from 2,804 single-family homes in November 2024. Conversely, inventory of condominiums in Naples increased 8.6 percent to 3,108 condominiums from 2,862 condominiums in November 2024.

## Keeping the Pace

“I’m concerned with sellers who pulled their homes off the market before summer,” said Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC. “If they intend to relist again before season, I hope they elect to list them at a lower price point than they were previously.”

According to Ryan Bleggi, 2022 NABOR® President and Managing Broker for John R. Wood Properties, “many more sellers are getting serious about selling their home without languishing on the market and facing increased competition in January and February. They are open to positioning their home properly in the market, which may entail a significant price adjustment, an improvement in condition, or both.”

The median closed price in November for single-family homes decreased 8.1 percent to \$680,000 from \$740,000 in November 2024. However, the median closed price of condominiums in November increased 1.2 percent to \$420,000 from \$415,000 in November 2024.

The NABOR® November 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	NOV 2024	NOV 2025	CHANGE (percentage)
Total closed sales (month/month)	457	502	+9.8%
Total pending sales (homes under contract) (month/month)	732	856	+16.9%
Median closed price (month/month)	\$575,000	\$546,950	-4.9%
New listings (month/month)	1,573	1,350	-14.2%
Total active listings (inventory)	5,666	5,757	+1.6%
Average days on market (month/month)	83	104	+25.3%
Single-family closed sales (month/month)	245	259	+5.7%
Single-family median closed price (month/month)	\$740,000	\$680,000	-8.1%
Single-family inventory	2,804	2,649	-5.5%
Condominium closed sales (month/month)	212	243	+14.6%
Condominium median closed price (month/month)	\$415,000	\$420,000	+1.2%
Condominium inventory	2,862	3,108	+8.6%

## Looking Back to Look Ahead

“In the first quarter of the year, I would ask people at open houses why they were hesitant to buy a home,” said Christine Citrano, NABOR® President and agent for John R. Wood Properties. “They would respond that either fear of hurricanes or high insurance costs were holding them back. However, today the weight of these reasons is lighter because Southwest Florida was spared a direct hit from a hurricane and more insurers have entered the market in 2025.

Carroll remarked that our area “hit the highest median closed price on record this past February [\$666,250].” Since then, the median closed price has decreased each month and, in November, was \$546,950.

According to Mike Bone, Director of Sales at Christopher Alan Homes, “There are some great opportunities in new construction as prices have decreased this year. And there are also some very big developments planned in Eastern Collier that will add 14,000 new homes to the market in the next 12 to 15 months.”

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](http://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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