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Housing Market Moved Toward Improved Stabilization in 2025

Naples, Fla. (February 17, 2026) – Housing market experts with the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), provided insight and predictions during its annual Year-End Conference at the Naples Conference Center on Monday, February 9, 2026. NABOR® members and inquiring citizens tuned in either in-person or via Zoom to better understand the Naples housing market during 2025 and to gain perspective of the market's potential in 2026. The 2025 Year-End Conference slides and video are available on NABOR.com.

The conference kicked off with opening remarks by NABOR® President Christine Citrano, who promised positive news about the 2025 housing statistics and its emerging trends for 2026. The conference featured a panel of broker analysts including Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc; Jillian Young, President, Premiere Plus Realty; Ryan Bleggi, Regional VP, West Coast of Florida for Willaim Raveis Real Estate; and Jeff Jones, Broker at Keller Williams Naples.

Panelist Mike Hughes remarked that while pending sales in 2025 where almost the same as 2024, how we got there was very different.

"In the beginning of the year we faced uncertainty with the tariff situation," he said. "Buyers hit the pause button, and we were down 709 pending sales by June 30 compared to the same time in 2024. But in the second half of the year, things changed. Mortgage rates stabilized to the low 6s by December, we had no hurricanes in the fall, and buyers saw that the tariff situation was not as bad as they might have feared, so they began to purchase homes again. We finished the second half of 2025 with 797 more sales than the second half of 2024."

The Naples area housing market had 10,178 total pending sales in 2025 compared to 10,090 pending sales in 2024. Hughes pointed out that NABOR® has been comparing 2025 activity with 2019 activity because 2019 was the last year brokers considered the activity to be normal (pre-pandemic). That said, in 2019, there were 10,345 pending sales.

"I think we are in a different normal," said Hughes. "In 2019, interest rates were in the 3s. We're probably never going to have that again. We also had a lot of product under $300,000 in 2019. We don't have much

inventory in that price range today. All in all, I think we had a pretty successful comeback in 2025 for pending sales."

Jillian Young presented closed sales during 2025 and said to the audience of mostly REALTORS®, "This data is not abstract. This data is not theoretical. It's not a prediction model. It is your work. Every one of these closed sales represents a listing appointment, a buyer consultation, a price reduction conversation, an inspection you negotiated, and a deal you held together."

Young asserted that "at the beginning of every year, buyers and sellers ask: 'Is the market working again?' For 2025, closed sales increased 3.4 percent. We feel stabilization is strength. While the market didn't boom in 2025, we think it recalibrated. Buyers adjusted to the interest rates. Sellers adjusted to realistic pricing strategy."

Young referred to data from 2016 to 2019 which showed that an 8,000 to 9,000 closed sales year was very normal for Naples. In 2025, she said we returned to this historic rhythm of closed sales. By year's end, there were 8,249 total closed sales in 2025.

According to NABOR®'s year-end market data, homes in the $500,000 to $1 million price range drove closed sales in 2025. Overall performance in the market, geographically, pointed to eastern Collier County, with Ave Maria and Immokalee reporting the highest increase in closed sales (19.6 percent) compared to 2024.

In conclusion, Young said closed sales in lifestyle markets held strong and value-driven submarkets accelerated. "For 2025, transaction confidence improved. When given stability, the market performs well and that stabilization is the foundation of growth for our future."

Ryan Bleggi began his presentation on inventory for 2025 with a comment that "inventory and months of supply is an indicator of where pricing is headed. We began the year with a huge jump in supply from 8.6 months in December 2024 to 13.1 months in January 2025, which put significant downward pressure on values and officially began a buyer's market."

At the end of 2025, Naples had 5,714 properties for sale or 8.3 months of supply. This was a 3.8 percent decrease compared to the 5,938 properties in inventory and 8.6 months of supply at the end of 2024. For historical context, in 2019 before the COVID boom, the end-of-year inventory was 5,401 or 7.2 months of supply.

"Last year was unique in the number of sellers that were unsuccessful in selling during season and decided to take their property off the market with the intention of re-listing during the 2026 season. I was concerned that this would lead to a spike in supply for January 2026 similar to 2025, but preliminary analyses are showing a modest to normal increase in supply. Even so, the market is still very price sensitive."

Jeff Jones presented median closed prices and days on market. He began by stating, "Our market has become quite stable, with one exception, median closed prices."

Using data over the last seven years, Jones said, “The median closed price increased 79 percent to $594,500 in 2025 from $332,000 in 2019. For single family homes, the median closed price increased 77 percent to $729,000 in 2025 from $411,000 in 2019. And for condos, the median closed price increased 72 percent to $488,475 in 2025 from $260,000 in 2019.”

Jones added that the Naples housing market is “in good shape with equity and increased market value for homeowners. The significant increases in median closed prices have left us with great stability moving into 2026. Further, days on market showed additional stabilization with 94 days in 2025 compared to 97 in 2019.”

The panel answered the following questions from attendees:

What surprised you in 2025?

Hughes: That no hurricanes hit Florida. This really helped our sales. The decline in Citizens policy holders was also dramatic. Prices for high-end luxury homes, I don’t know how high they will go. The Naples lifestyle appeals to all buyers, but especially the luxury market.
Jones: I was very pleased with the last six months of 2025. We led the state in turning to a buyer’s market. We started to see balance and ended the year with balanced inventory and stable interest rates.
Young: In 2024, we were in several “states of emergency” with hurricanes but then saw a bounce back a year later. It’s encouraging because if we do have hurricanes we tend to bounce back because Naples is such a desirable area.
Bleggi: The first six months were a surprise. The dramatic change in inventory from December to January was followed by increased price reductions and buyers not feeling a sense of urgency.

How are you expecting closed sales in March/April 2026 to fare compared to March/April 2025?

Young: We don’t have the January data yet, but I feel we are up compared to December sales. Florida Realtors® said we may see a 5 to 6 percent increase in sales in Florida during 2026. Last year we predicted a flat market, and closed sales were up 3.4 percent. I’m cautiously optimist.
Hughes: The March/April closings will be more than fine because those are deals being written in January and February and they are looking good so far.

What caused us to lead the state into a buyer’s market?

Jones: The Naples market has always been a bell weather for the state. As interest rates remained up, sellers were starting to adjust to the reality of the market; that led us to a buyer’s market. Sellers are finally giving up on those high prices, and we saw more sellers motivated through increased negotiations, and this led to stability returning to our market by the end of the year. I don’t think we’ll see people coming back into the market this season that are not willing to negotiate.

Do you think prices will continue to drop?

Bleggi: For the first half of 2025, inventory was high market wide so there was downward pressure on prices. With the fear of another flooding event combined with high inventory and an abundance of price reductions, that kept buyers on the fence. This led to a decline in median sales price. We are returning to a market where some communities might have five months of inventory, whereas other communities might have 18 months of inventory. You must fine-tune your focus and look at the geographic area, the development or condominium and gauge the competition. Then, if supply is high, there will be downward pressure on pricing. But if it's six months or less and properties are selling, you will see more of a flat market.
Hughes: A lot of sellers tend to price homes slightly on the high side because they know they'll need to leave room to negotiate. But it's still a function of supply and demand. On the low end, there isn't a lot of inventory so you might not see a high drop in prices.
Young: Buyers can be confident that our area is a good place to build equity. However, if interest rates drop, prices will likely increase because more buyers will enter the market.
Jones: The media often tries to compare today's housing market to the 2006 to 2008 market, the bubble. But that was a time of great speculative lending. The data we have today shows values are stable. Lenders are not approving buyers that are not actually qualified to purchase homes today.

What is your advice to sellers?

Bleggi: Listen to the market and be prepared for buyers to make lower offers because from their perspective, they see an abundance of supply and a lot of price reductions. The pattern I saw last year is that sellers received an offer shortly after entering the market which they defined as a low-ball offer which they declined to counter, and then a few months and price reductions later, their list price was below that offer.
Young: Sellers need to determine the net amount they want to walk away with and then price the home to meet that objective. Too many sellers are over-improving or have a second mortgage, so they are trying to cover all their bills with the list price. Most sellers have plenty of equity built up. Last year we saw competition with new construction and their ability to buy down interest rates. But there are some programs that can help you make the deal happen.
Jones: When a seller looks at you, as a REALTOR®, and says "I'd like to start high and then come down." That's not what a seller should be thinking because then they will end up chasing the market down and often selling for less than what they originally wanted to.

What is your advice to buyers?

Hughes: If you are waiting for significantly lower interest rates, you are going to be saying 'I shoulda' because we are there now. The reality is we are fortunate because we are at where they predicted interest rates should be and we are just starting our busy winter season. Buyers need to look at insurance early in the process because what they are familiar with in their northern community may surprise them because it's a fraction of what we pay down here.

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