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January Activity Shows Competitive Pricing Sparks Sales

Naples, Fla. (February 20, 2026) – Sellers in the Naples area housing market enjoyed increased buyer activity in January as pending sales increased 40.3 percent to 1,065 pending sales from 759 pending sales in January 2025. According to the January 2026 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), there were 2,053 price decreases during January and 1,906 new listings, which opened the door to buyers seeking more choices in all price points and home types. Broker analysts reviewing the report anticipated January would enjoy continued sales momentum, as seen during the second half of 2025, and point to the 9.2 months of inventory as a signal that Naples has returned to a balanced market.

“Sellers have gotten the message,” said Carrie Lademan, Senior Vice President, West Coast of Florida, William Raveis Real Estate. “Competitive pricing sparks sales!”

The overall median closed price in January decreased 4.1 percent to \$627,500 from \$654,000 in January 2025. However, this was driven by the condominium market, which had a 3.4 percent decrease in median closed price, to \$450,000 from \$466,000 in January 2025. The single-family home market, which had about 500 fewer properties for sale than the condominium market, reported a 1.6 percent increase in median closed price, to \$812,500 from \$800,000 in January 2025.

Despite a surge of 907 more new listings in January compared to December, overall inventory during January decreased 10.6 percent to 6,328 properties from 7,082 properties in January 2025, which highlights a rapid pace of sales outpacing new supply.

The Time to Buy is Now

“Buyers are making purchase decisions earlier because they can’t wait and look around—the property they want might be gone,” said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc. “Historically, sellers drop prices at the end of season, but we are seeing a shift as more sellers understand being competitive from the start of season is an advantage.”

Ryan Bleggi, Regional VP, West Coast of Florida for William Raveis Real Estate, remarked that “cash sales in January were up.”

The report showed 67 percent of sales during January were cash sales. In January 2025, 61 percent were cash sales.

“We also experienced some multiple offer situations in January as more sellers priced their homes competitively so it increased buyer demand,” said Lademan.

Overall closed sales increased 0.5 percent to 564 closed sales from 561 closed sales in January 2025. Closed sales of condominiums increased 8.2 percent to 276 closed sales from 255 closed sales in January 2025. However, closed sales of single-family homes decreased 5.9 percent to 288 closed sales from 306 closed sales.

Depending on several factors including negotiations, inspections, and financing, it can take a sale under contract (pending sale) up to 90 days to close. “My advice to agents working with buyers today is to be vigilant and schedule inspections as early as possible,” said Hughes.

The NABOR[®] January 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	JAN 2025	JAN 2026	CHANGE (percentage)
Total closed sales (month/month)	561	564	+0.5%
Total pending sales (homes under contract) (month/month)	759	1,065	+40.3%
Median closed price (month/month)	\$654,000	\$627,500	-4.1%
New listings (month/month)	2,307	1,906	-17.4%
Total active listings (inventory)	7,082	6,328	-10.6%
Average days on market (month/month)	92	97	+5.4%
Single-family closed sales (month/month)	306	288	-5.9%
Single-family median closed price (month/month)	\$800,000	\$812,000	+1.6%
Single-family inventory	3,366	2,924	-13.1%
Condominium closed sales (month/month)	255	276	+8.2%
Condominium median closed price (month/month)	\$466,000	\$450,000	-3.4%
Condominium inventory	3,716	3,404	-8.4%

Luxury Market Shines

The median closed price of single-family homes nearest the beach continue to rise. In Central Naples (34104, 34105, 34116), the median closed price of single-family homes increased 11.4 percent in January to \$715,000 from \$642,000 in January 2025. And in the Naples Beach area (34102, 34103, 34108), the median closed price of single-family homes increased 5.8 percent to \$2,645,000 from \$2,500,000 in January 2025.

Interestingly, condominiums over \$5 million sold faster than any other home type and price point this January. Days on market for this property type in January fell 30.9 percent to 105 days from 152 days in January 2025. And in the 12 months ending January 2026, closed sales of homes with 4 or more bedrooms increased 9 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.

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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