

FOR IMMEDIATE RELEASE

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

Home Sales in March Highlight Market Strength

Naples, Fla. (April 24, 2026) – Brisk pending and closed sales activity in the Naples housing market during March (+15 percent and +26.7 percent, respectively) signal improved market conditions and confidence. Sellers who priced properties competitively for today’s market or were open to negotiation – especially in the condominium market – enjoyed swift sales in March. Broker analysts reviewing the March 2026 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), are confident price corrections that began last summer helped to accelerate the market’s momentum during Q1 2026 and anticipate strong home sales into Q2.

Values Hold Steady

As illustrated during the 2025 Year-End Housing Market Conference by 2025 REALTOR® of the Year Jeff Jones, Broker at Keller Williams Naples, the median closed price in Naples increased 79 percent between 2019 and 2025. “People were paying over market value during 2022 and 2023 because the rush of sales during the pandemic diminished inventory. But the market has self-corrected, with list prices down about 8 to 10 percent since the peak. Inventory is back to a healthy level too.”

“Pending sales in the first quarter of 2026 are 48 percent above pending sales during the first quarter of 2019,” said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc. “Season doesn’t stop at Easter anymore. Buyers today are taking their time to find a home that fits their lifestyle needs.”

Overall pending sales increased 15 percent to 1,394 pending sales from 1,212 pending sales in March 2025. Overall closed sales increased 26.7 percent to 1,054 closed sales from 832 closed sales in March 2025. Both pending and closed sales activity during March outperformed activity in any March since 2016, with the exception of 2021 and 2022.

Overall median closed price decreased 11.5 percent to \$575,000 from \$649,950 in March 2025. The median closed price in the single-family home market increased 2.4 percent to \$771,950 from \$754,000 in March 2025. Conversely, the median closed price in the condominium market decreased 11.5 percent to \$430,000 from \$486,000 in March 2025.

“The condominium market was struggling to find its footing after the onset of the mandatory inspections and reserve studies. But sales are improving in the condominium market as evidenced in the March Market Report. So those concerns appear to have been addressed and fixed,” added Cindy Carroll of Carroll & Carroll Appraisers and Consultants.

Entry Level Returns

“We witnessed a high volume of price adjustments over the past year for condos and this has opened a door for entry-level home buyers again,” said Sherry Stein, CRB, Managing Broker, Berkshire Hathaway HomeServices Florida Realty. “Buyers who once thought they were priced out during COVID are now able to enjoy the benefits of a natural market correction, and our March condominium sales reflect this renewed opportunity.”

Several brokers reviewing the March Housing Market Report remarked that the current mix of inventory provides ample choices across all price categories. The report also showed single-family homes in the \$500,000 - \$1.5 million price category command the highest inventory level compared to all other price categories reported.

“New listings are down slightly [14.1 percent/ytd], and this has put a governor on our inventory. That may be because some potential sellers are staying in their homes longer, especially since many locked in low interest rates before the rate rise began in 2022,” said Hughes.

Overall inventory decreased 17.5 percent to 6,367 properties from 7,722 properties in March 2025. However, sellers appear more competitive in the condominium market, which had an 18.5 percent increase in inventory for properties in the \$300,000 and below price category during March.

“There are 19 insurers in Florida now,” said Jones. “And many, including Citizens, committed to lower their rate increase this year. Along with the price corrections and more competitive entry-level condominium market, buyers are finding added reprieve in the expanded and competitive insurance market too.”

The NABOR[®] March 2026 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 2026:

CATEGORIES	MAR 2025	MAR 2026	CHANGE (percentage)
Total closed sales (month/month)	832	1,054	+26.7%
Total pending sales (homes under contract) (month/month)	1,212	1,394	+15.0%
Median closed price (month/month)	\$649,950	\$575,000	-11.5%
New listings (month/month)	1,645	1,427	-13.3%
Total active listings (inventory)	7,722	6,367	-17.5%
Average days on market (month/month)	86	95	+10.5%
Single-family closed sales (month/month)	417	506	+21.3%
Single-family median closed price (month/month)	\$754,000	\$771,950	+2.4%
Single-family inventory	3,624	2,931	-19.1%
Condominium closed sales (month/month)	415	548	+32.0%
Condominium median closed price (month/month)	\$486,000	\$430,000	-11.5%
Condominium inventory	4,098	3,436	-16.2%

Leading the Trend

According to Budge Huskey, CEO, Premier Sotheby's International Realty, "We are not seeing the same sales results across Florida. Sarasota is half the pace of Naples. Tampa and Orlando sales are flat. The Naples market has characteristics not found elsewhere. So, whether sales are driven by lifestyle or location, the Naples market continues to outpace other luxury markets in Florida."

Stein added, "The market has spoken: Sales improve when the prices are right. For this to finally occur, buyers and sellers can thank the REALTOR® community because they have been steadfast in educating their clients on market comparisons and getting them to either lower the list price or negotiate for a price that makes sense in today's market. The price corrections we started seeing last summer have created a healthier market for both buyers and sellers today."

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 8,000 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.

The term REALTOR® is a registered collective membership mark which identifies a real estate professional who is a member of the National Association of REALTORS® and who subscribe to its strict Code of Ethics.