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August Home Sales Heat Up as Inventory Tightens Ahead of Winter Season

Naples, Fla. (September 25, 2026) – Homebuyers in Naples took advantage of the historically slow summer months and found opportunities in August as sales rose slightly and prices remained stable. While new listings decreased 15.5 percent to 792 from 937 new listings in August 2025, demand for homes in Naples continued to tighten the overall inventory, which decreased 16.3 percent to 4,093 properties from 4,892 properties in August 2025. According to the August 2026 Market Report from the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales throughout Collier County (excluding Marco Island), days on market decreased 7.5 percent to 99 days from 107 days in August 2025, and the number of price decreases fell 30.2 percent to 790 from 1,132 in August 2025; indicators that more homes are selling faster when they are priced right.

“Throughout 2026 we have witnessed a faster pace of sales yet with fewer new listings entering the market,” said Budge Huskey, CEO, Premier Sotheby’s International Realty, upon reviewing the August report. “Accordingly, total inventory stands at a significantly lower level than the same period last year. Looking forward, and with the knowledge that approximately half of all sales reported are listings sold vs. buyer sales, is there a point in the future when the lower listing count begins to exert a negative impact on sales activity? We’ve seen this occur in other parts of the country.”

Sales Momentum Continues as Summer Winds Down

Nick Bobzien, a broker associate at Downing-Frye Realty, remarked that the Naples area has enjoyed “15 straight months of increases in closed sales compared to the same months in the prior year.”

For August, overall closed sales increased 1.1 percent to 622 closed sales from 615 closed sales in August 2025. Likewise, pending sales for August also continued to outperform last August, increasing 1.9 percent to 769 pending sales from 755 pending sales. In fact, year-to-date, pending sales are up an impressive 21.7 percent, while total sales have increased 16.2 percent, signaling sustained buyer demand despite economic uncertainty and higher borrowing costs.

While sales have increased in the last 15 months, inventory and new listings have decreased. The market’s performance in August is impressive because it is occurring alongside a significant reduction in

available inventory. As expected, August’s supply of inventory followed the same trend, decreasing 33.3 percent to 5.4 months from 8.1 months in August 2025.

One potential trend in the report was observed by Ryan Bleggi, Regional VP, West Coast of Florida for William Raveis Real Estate, who said, “From August 2025 to Jan 2026, new listings pushed our overall inventory up 1.6 months [from 7.6 months of supply to 9.2 months of supply]. If that pattern repeats again this year, then we would have over 7 months of inventory in the new year.”

Prices Hold Steady as Inventory Drops

“Historically, declining inventory puts upward pressure on home values, but that’s not happening right now,” said Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC. “Even though inventory has decreased significantly in the last 15 months, home prices in Naples have remained relatively stable.”

The median closed price in August decreased 1.7 percent to \$575,000 from \$585,000 in August 2025. Since January, the overall median closed price in Naples has only decreased 0.8 percent. However, the median closed price of single-family homes in Naples has increased 4.1 percent, year to date. And while the median closed price of condominiums in August increased 2.7 percent to \$417,500 from \$406,500 in August 2025, it is down 4.3 percent, year to date.

Bleggi observed that sales activity during August was very good across much of the luxury market. “The high-end and ultra-luxury housing markets in Naples experienced strong demand this summer,” he said.

“If demand remains steady and new listings can’t keep up, then we can expect inventory to continue to go down,” said Jeff Jones, Broker at Keller Williams Naples. “This might trigger more buyers to jump in before the end of the year because there will be a point when the market finally does react and that is when prices will begin to increase again.”

The NABOR® August 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	AUGUST 2025	AUGUST 2026	CHANGE (percentage)
Total closed sales (month/month)	615	622	+1.1%
Total pending sales (homes under contract) (month/month)	755	769	+1.9%
Median closed price (month/month)	\$585,000	\$575,000	-1.7%
New listings (month/month)	937	792	-15.5%
Total active listings (inventory)	4,892	4,093	-16.3%
Average days on market (month/month)	107	99	-7.5%
Single-family closed sales (month/month)	333	350	+5.1%
Single-family median closed price (month/month)	\$730,000	\$717,500	-1.7%
Single-family inventory	2,418	1,994	-17.5%

Condominium closed sales (month/month)	282	272	-3.5%
Condominium median closed price (month/month)	\$406,500	\$417,500	+2.7%
Condominium inventory	2,474	2,099	-15.2%

A Good Time to Be in the Market

“People have a better sense of value because of all the data available today,” noted Jones. “If you start too high, your home will sit on the market longer. The days of ‘let’s see what I can get’ have disappeared. Most sellers today are relying on REALTORS® to guide them on what they need to do to get their home sold for the best price.”

“Demand is strong, pending sales are good, prices are steady, and price decreases show that properties are coming onto the market at more realistic prices,” Bleggi said. “Overall, these signs are promising for the upcoming winter season.”

Huskey also noted that “compared to last year, pre-season bookings for rentals in the area are up heading into the winter months.”

For buyers, the current market continues to offer more choices than were available during the ultra-competitive years of 2021 and 2022. Interestingly, the median closed price in August 2022 was \$575,000 – the same median closed price reflected in the August 2026 Market Report. For sellers, properly priced properties continue to attract attention and sell faster.

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.

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