NABOR
NAPLES AREA BOARD OF REALTORS®
239.597.1666 www.Nabor.com 1455 Pine Ridge Road Naples, Florida 34109

FOR IMMEDIATE RELEASE

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

September Housing Activity Shows Naples Area Real Estate Market Is Finding Its Balance

Naples, Fla. (October 23, 2026) – Three statistics in the September 2026 Market Report tell a familiar story about the Naples area housing market: buyers are still buying, sellers are still listing, and excess inventory that built up in 2025 is steadily being absorbed. According to the September 2026 Monthly Market Report from the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales throughout Collier County (excluding Marco Island), those three statistics are: overall closed sales increased 2.5 percent to 623 closed sales from 608 closed sales in September 2025; new listings increased 4.8 percent to 1,073 new listings from 1,024 new listings in September 2025; and inventory decreased 17.3 percent to 4,240 properties from 5,128 properties in September 2025. The lure of the Naples lifestyle, especially in the luxury market, is not losing its momentum.

“Heading into season we may have less inventory, but the market is more balanced than a year ago,” said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc.

The overall median closed price increased 4.5 percent to $575,000 from $550,000 in September 2025. At the same time, mortgage rates sit well above where they were last September, which is making buyers more deliberate today, according to broker analysts reviewing the September report.

“It has been a good year for the luxury market,” Hughes added. “Our average sales price in September was $1.2 million, where pre-COVID it was in the $500,000 range.”

Timing is Everything

“We are tight on inventory in so many zones across Collier, but I’m not seeing values go up yet,” said Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC. “Properties doubled in value after the pandemic, so I think we may have seen the top of this cycle, especially if we continue to enjoy increases in new listings.”

There were 1,073 new listings in September, a 35 percent increase compared to August’s 792 new listings, which helped the overall inventory increase 3.6 percent from August (4,093) to September (4,240). With more homes priced right to sell on the market, this is good news for buyers.

According to the September report, there were 5.5 months of inventory available, a 29.5 percent decrease from 7.8 months of inventory in September 2025 but up from 5.4 months in August. With inventory and closed sales nearly flat since August, September's months of inventory reflects a market that is holding its footing.

According to Hughes, in the first half of the year, "Naples enjoyed five months of 1,000 or more pending sales each month. Summer dipped as expected and pending sales in September were lighter too. But interest rates are weighing on the buyers who need a mortgage. We are seeing a lot of cash deals, but not because there are more cash buyers. It is because we have fewer buyers financing home purchases."

"Sales are up 15.1 percent year to date, and buyers are still out there in the market," said Sherry Stein, CRB, Managing Broker, Berkshire Hathaway HomeServices Florida Realty. "Even though pending sales fell 6.8 percent in September, [to 702 pending sales from 753 pending sales in September 2025] they are up 19 percent compared to year-to-date 2025."

Average days on market also stayed where it was in August, at 99 days, which Hughes noted is better than pre-pandemic norms.

New Construction Pinch

New construction sales in Southwest Florida are underperforming compared to last year. "Most large national production builders, unless it is an exceptional property in an exceptional location, are struggling to sell or breaking even right now," said Mike Bone, Director of Sales at Christopher Alan Homes. "Builders are offering $30,000 to $50,000 in concessions, or paying closing costs, or buying rates down to as low as 5 percent. New home inventory is way up, even with buyer incentives. Builders are responding by cutting starts, which are down roughly 50 percent in the area."

The NABOR® September 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	SEPT 2025	SEPT 2026	CHANGE (percentage)
Total closed sales (month/month)	608	623	+2.5%
Total pending sales (homes under contract) (month/month)	753	702	-6.8%
Median closed price (month/month)	$550,000	$575,000	+4.5%
New listings (month/month)	1,024	1,073	+4.8%
Total active listings (inventory)	5,128	4,240	-17.3%
Average days on market (month/month)	107	99	-7.5%
Single-family closed sales (month/month)	324	332	+2.5%
Single-family median closed price (month/month)	$725,000	$747,500	+3.1%

Single-family inventory	2,487	2,072	-16.7%
Condominium closed sales (month/month)	284	291	+2.5%
Condominium median closed price (month/month)	$410,000	$400,000	-2.4%
Condominium inventory	2,641	2,168	-17.9%

Housing Market Obstacles

"There are 17 percent fewer homes on the market than a year ago," Stein said. "The excess is being absorbed." The exception is the lower end of the market where inventory under $300,000 grew 3.5 percent to 555 properties in September; 470 of them are condominiums.

"Entry-level buyers have limited options if they are looking for a single-family home in the price range below $300,000. Roughly 84 percent of the active listings in this price range are condominiums," said Hughes.

Even though new listings are on the rise again, year to date they are down 8 percent, which may be a sign that many sellers are choosing their moment carefully.

Another obstacle is borrowing costs. "In February, interest rates were in the high 5s. Now they are over 7 percent," Hughes said. "What we are unable to see is the impact of 7 percent interest rates and how many deals we lost because of it."

"For a family looking to move up in home size, price is not the obstacle today: interest rates are the issue especially if it means leaving a current low rate," said Jennifer Reedy, Managing Broker, John R Wood Properties.

Local real estate brokers looking over the September report see many reasons for confidence. For the second year in a row, the area has had no tropical storm activity, which Hughes called a silver lining. "We are well positioned for winter. Inventory is adequate, there is no hurricane talk, and it is beautiful here." He expects seasonal cash buyers to lift sales as winter approaches.

Stein added, "Heading into season, we have less inventory, but buyers are still buying, and it is more balanced than a year ago. Sellers who are positioned correctly, with homes priced right, are selling quickly."

Reedy remarked that, "Naples offers a level of privacy that doesn't exist elsewhere for high-net-worth buyers."

The bottom line from September's report: Naples is not a runaway market, and it is not a stalled one. Sales are up, supply is down, and prices are holding. With winter approaching, well-priced homes are the ones getting the attention.

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.