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April Housing Market Enjoyed a Shower of Buyers

Naples, Fla. (May 23, 2025) – April enjoyed the highest number of overall closed sales compared to data reported for all prior months in 2025. This activity made a nice dent in the overall inventory of homes for sale in the Naples area housing market, which has been on the rise since 2022. According to the April 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), overall closed sales decreased 12.3 percent to 893 closed sales compared to 1,018 closed sales in April 2024, but increased 8.9 percent compared to 820 closed sales in March 2025.

Steady demand as witnessed in pending sales during April (1,004), also helped to temper supply, which decreased to 11.2 months of inventory, the lowest in 2025. New listings in April decreased 3.1 percent to 1,333 new listings from 1,375 new listings in April 2024 and failed to replenish inventory that went pending or closed during the month. With 2,572 price decreases reported during April, this significant shift in the market indicates that sellers are more willing to lower prices to meet buyer demand, a positive trend where both buyers and sellers benefit from mutually agreed-upon prices.

Paradise is Anything but Average

“A significant metric for sellers to note is that the median closed price in Naples decreased 10 percent in April 2025 compared to April 2024, while the average closed price increased 25.8 percent. This contradiction is the result of two record-breaking, multi-million dollar transactions in Port Royal,” said Ryan Bleggi, 2022 NABOR® President and Managing Broker for John R. Wood Properties.

Bleggi was referencing the sale of an \$85 million home and a \$225 million three-parcel purchase. Because of anomalies like this – which happen often in Naples – NABOR® prefers to analyze changes to the overall median closed price, which is the point where half of the properties sold during the month for more, and half sold for less. As such, the overall median closed price is not as dramatically influenced by anomalies and is therefore a better way to gauge home price movement in our market.

Here is a breakdown of the trends:

- **Overall:** The median closed price of all properties for sale in April decreased 10 percent to \$585,000 from \$650,000 in April 2024.

- **Single-family:** The median closed price for single-family homes in April decreased 6.1 percent to \$745,000 from 793,750 in April 2024.
- **Condominium:** The median closed price for condominiums in April decreased 6.7 percent to \$490,000 from \$525,000 in April 2024.
- **Naples Beach:** The average sales price of single-family homes in the Naples Beach Area, where the two big transactions occurred, increased 72 percent. The overall median closed price for all properties in this area increased 35.7 percent.
- **North Naples:** The overall median closed price of all properties in North Naples decreased 8.3 percent.
- **East Naples:** The median closed price of all properties in East Naples decreased 13.5 percent.

By working with a REALTOR® who understands local trends, seasonal fluctuations, and specific neighborhood dynamics that influence pricing in the Naples housing market, buyers and sellers can obtain an accurate and informed assessment of a home's value and appropriate asking price.

Stale Homes Need Reality Price Check

As sellers begin to heed recommendations from their REALTORS® and price their homes appropriately to adapt to current market conditions, overall sales are improving. Pending sales in April were slightly lower than March, but higher than the previous 10 months. Compared to last year, pending sales decreased 10 percent to 1,004 pending sales from 1,115 pending sales in April 2024. Interestingly, April's 84 days on market is impressive given it was 98 days in April 2019, with fewer options.

"There are many listings that have been on the market cumulatively for over 200 days," said Jeff Jones, Broker at Keller Williams Naples. "These sellers are trying to get as much equity as possible as they hold onto the idea that values are still what they were in 2022. But the market has changed. We have over 7,000 properties for sale today, not 2,000 like we had in 2022. If a home has been on the market longer than our average days on market, which was 84 days in April, then it's unlikely to sell unless the price is reduced enough to attract a buyer in today's market environment."

Bleggi responded to Jones by stating, "It's important for sellers to be mindful of the fact that Naples experienced unprecedented demand during COVID, which resulted in property values nearly doubling by the peak of the cycle, which was reached in the second quarter of 2022."

According to the Federal Housing Finance Agency, long-term appreciation of homes in the United States is historically 4.25 percent annually. Further data from the National Association of REALTORS® shows appreciation increased 18 percent in 2021, and 11 percent in 2022. But for the first quarter of 2025, homes in the South had year-over-year price appreciation of only 1.3 percent.

The Summer Sweet Spot

The trend to pull homes off the market during the summer should be avoided as summer buying activity has improved in recent years. "Summer buyers are a different breed," said Molly Lane, Senior Vice President at William Raveis Real Estate. "They tend to be a more motivated group of buyers." The cost of

keeping your home on the market during the summer may be more cost-effective and attract motivated buyers, rather than waiting for a potentially better offer later.

The NABOR® April 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	APR 2024	APR 2025	CHANGE (percentage)
Total closed sales (month/month)	1,018	893	-12.3%
Total pending sales (homes under contract) (month/month)	1,115	1,004	-10.0%
Median closed price (month/month)	\$650,000	\$585,000	-10.0%
New listings (month/month)	1,375	1,333	-3.1%
Total active listings (inventory)	5,432	7,254	+33.5%
Average days on market (month/month)	66	84	+27.3%
Single-family closed sales (month/month)	472	419	-11.2%
Single-family median closed price (month/month)	\$793,750	\$745,000	-6.1%
Single-family inventory	2,672	3,398	+27.2%
Condominium closed sales (month/month)	546	474	-13.2%
Condominium median closed price (month/month)	\$525,000	\$490,000	-6.7%
Condominium inventory	2,760	3,856	+39.7%

Preserving Home Values

Brokers reviewing the April Market Report including Wes Kunkle, President and Managing Broker at Kunkle International Realty, are concerned appraisals by out-of-area professionals may hurt property values in Naples. “Buyers go under contract, and then the bank hires an appraisal company from another county and the appraisal comes in lower than the negotiated sales price. This is happening because the appraiser’s analysis is based on market conditions in another area where values are falling, like Cape Coral.”

According to veteran Naples property appraiser Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC, “Overall values in Naples are declining at a .5 percent monthly rate currently. But that’s not the case with every home. It really depends on the condition and location.”

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](https://www.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.

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.