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

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

Naples Housing Market: Summer Sales Surge

Naples, Fla. (September 26, 2025) – The Naples housing market held steady during the summer, with inventory decreasing to pre-pandemic levels and an overall median closed price that showed strong value retention. According to the August 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), closed sales increased 11 percent to 604 closed sales from 544 closed sales in August 2024. Inventory of homes declined month over month through the summer but increased 9.1 percent in August to 4,892 properties from 4,485 properties in August 2024.

Broker analysts reviewing the report believe one reason inventory fell during the summer was because sellers pulled homes off the market, a familiar summer occurrence that creates a shadow inventory. But another factor was an increase in pending sales, which outperformed activity for the last four consecutive months compared to 2024. In all, the August report is positive confirmation that the Naples housing market continued to retain its desirability through the summer.

"We are in a window of opportunity for buyers," said Sherry Stein, CRB, Managing Broker, Berkshire Hathaway HomeServices Florida Realty. "Those who were priced out of the market during the pandemic can find more options today and more sellers open to negotiate."

Many properties are expected to come back onto the market before the end of the year. Ryan Bleggi, Managing Broker for John R. Wood Properties, added that, "Sellers who removed their homes from the market during the summer with the expectation that they will achieve a higher price if they sell during the upcoming season are going to be disappointed. Pricing is still trending downward, so unless they reintroduce their property into the market at a price in line with what buyers are willing to pay, they will be unsuccessful in selling. Buyers are taking action on opportunities too good to pass up, or ones where they fear losing the property to a competing buyer. The good news for sellers is that the median closed price in Collier County is still up approximately 80 percent compared to 2019."

Stepping Outside the Shadow

The report showed overall median closed price in August decreased 1.1 percent to $588,500 from $595,000 in August 2024. As a result of sellers pulling homes off the market, this shadow inventory influenced prices in the desirable Naples single-family home market. For example, in May there were 3,120 single-family homes on the market with a median closed price of $704,000. By August, inventory in the single-family home market had decreased to 2,418 with a median closed price of $732,000.

Conversely, in May there were 3,404 condominiums on the market with a median closed price of $450,000. By August, condominium inventory had fallen to 2,474 with a median closed price of $408,000.

“The older condominium market in Naples is facing some challenges,” said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc. “However, if the reserves are adequate and the milestone inspection came in fine, condos should still sell if they are priced right and show well.”

According to Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC, “We reached the top of the market, in terms of price, during the first quarter of 2022. It’s interesting that the median closed price this August is higher than what was reported in August of 2022 indicating confidence in the market. Like Mr. Bleggi, I’m concerned about the shadow inventory. If these properties return to the market at their previous list price, they will re-join the other overpriced listings. But if they work with a REALTOR® to the price the home properly it is likely to market and sell within a reasonable time frame.”

Jeff Jones, Broker at Keller Williams Naples, remarked, “Over the past three to four months our market has transitioned from an extreme buyer’s market to a more balanced market with motivated sellers that have remained on the market with realistic prices. The real impact the shadow inventory will have when these residences return to the market will be on those sellers who work with their agents to return with pricing that is truly competitive in their communities.”

The NABOR® August 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	AUGUST 2024	AUGUST 2025	CHANGE (percentage)
Total closed sales (month/month)	544	604	+11.0%
Total pending sales (homes under contract) (month/month)	683	755	+10.5%
Median closed price (month/month)	$595,000	$588,500	-1.1%
New listings (month/month)	941	900	-4.4%
Total active listings (inventory)	4,485	4,892	+9.1%
Average days on market (month/month)	83	109	+31.3%
Single-family closed sales (month/month)	292	325	+11.3%
Single-family median closed price (month/month)	$677,500	$732,000	+8.0%
Single-family inventory	2,307	2,418	+4.8%
Condominium closed sales (month/month)	252	279	+10.7%
Condominium median closed price (month/month)	$499,500	$408,000	-18.3%

Condominium inventory	2,178	2,474	+13.6%

Comparisons & Projections

"One positive trend I witnessed is that both pending and closed sales were up this summer compared to last summer," said Bleggi.

"Closed sales this year are 25 percent lower than 2019 levels," said Budge Huskey, CEO, Premier Sotheby's International Realty. "But pending sales activity is up and this means the closed sales gap will shrink in the next few months. However, we have to be careful comparing activity in September and October to recent years because our market was encountering stressful times due to hurricanes."

"The first four months of each year are our busy winter season," said Hughes. "But this year, activity was down at the start of the year and continued through the first four months of the year. This deficit in activity should be largely made up over the balance of the year. In 2024, September and October sales activity was hampered by the hurricane season which had multiple hurricanes enter the Gulf of America. This September, the storm front has been relatively quiet and that has helped our sales. We are crossing our fingers for the same in October!"

"I run reports frequently and they show homes priced right have a list-to-sale price of 97 to 98 percent," said Adam Vellano, Managing Director of South and Southwest Florida at Compass Florida. "But priced wrong, this drops to 90 percent after the first 30 days."

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.

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