NABOR
NAPLES AREA BOARD OF REALTORS®
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FOR IMMEDIATE RELEASE

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January Housing Market Shines with Opportunities

Naples, Fla. (February 21, 2025) – The numbers don't lie, and that is good news for buyers and sellers navigating the Naples real estate market. According to the January 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 in Naples increased 12 percent in January to 551 closed sales from 492 closed sales in January 2024. And while annual appreciation has quieted down compared to 2021 and 2022, the median closed price in January increased 9.4 percent to $659,000 from $602,000 in January 2024. (The median closed price is the point where 50 percent of all homes sold were below the figure and 50 percent sold were above the figure.)

"The 22.6 percent increase in new listings during January is a signal that sellers are confident in how well our market is performing," said Jillian Young, President, Premiere Plus Realty. "For buyers, this means more choices than they ever had during any month in the last five years."

Delayed Gratification

"Last January, it took an average of 61 days to sell a home," said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc. "And now, according to the report, we are up to 92 days on the market. This is still lower than where we were in January 2020 [107 DOM], before the pandemic."

Overall pending sales decreased 8 percent in January to 933 pending sales compared to 1,010 pending sales in January 2024. Incidentally, there were 892 pending sales in January 2020, when home values were half of what they are today.

"Home sales by out-of-state buyers are lagging a little because sales are still soft in many northern states," said Hughes. "Despite this, the January report indicates a very healthy first month of the year for real estate."

According to Wes Kunkle, President and Managing Broker at Kunkle International Realty, "Many sellers also delayed putting their homes on the market earlier this year because they were unwilling to give up a 3 percent mortgage rate. But I think more people are beginning to accept that 6 to 7 percent interest rates are the norm now."

Young responded by stating, “There was a dip in interest rates finally during September, and I think many people who were on the fence were expecting another decrease last year. When the new administration took office this January, some buyers realized that dip wasn’t coming as promised. That’s about when we saw a big increase in new listings during January.”

Setting the Stage

January’s inventory increased 39.5 percent to 6,808 properties compared to 4,881 properties in January 2024. Despite the median closed price increasing, the January report also showed 2,668 price decreases in January. Lower home prices can be an opportunity for buyers, but sellers may face more competition.

The increase in inventory may compel buyers to take more time to make a purchase decision due to having more options. It also puts pressure on sellers to be flexible with their price and terms because they are now competing with other sellers in a "buyer's market" where buyers have more bargaining power.

“For homeowners who enjoyed significant gains in equity over the last five years and want to sell, this market can be tricky,” said Young. “Working with a REALTOR® who can help you price your property correctly is very important because, even though values continue to rise, the added competition from new listings and price decreases means you must be willing to consider negotiating with buyers.”

“If you haven’t had many showings, it probably means your home is priced too high,” said Adam Vellano, Managing Director of South and Southwest Florida at Compass Florida. “Just because it’s paradise doesn’t mean your home will sell for what you might have sold it for three years ago. The window for pandemic pricing has closed.”

“Plus, buyers today have more ownership costs to consider, especially when it comes to expenses like insurance and taxes,” said Young.

“Our market faced six strong headwinds last year,” said Hughes. “Insurance, interest rates, the election, inflation, anti-trust suits, hurricanes, and educating the public on new buyer-broker agreements.”

The NABOR® January 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	JAN 2024	JAN 2025	CHANGE (percentage)
Total closed sales (month/month)	492	551	+12.0%
Total pending sales (homes under contract) (month/month)	1,010	933	-8.0%
Median closed price (month/month)	$602,500	$659,000	+9.4%
New listings (month/month)	1,822	2,233	+22.6%
Total active listings (inventory)	4,881	6,808	+39.5%
Average days on market (month/month)	61	92	+50.8%
Single-family closed sales (month/month)	249	301	+20.9%
Single-family median closed price (month/month)	$750,000	$800,000	+6.7%
Single-family inventory	2,470	3,224	+30.5%
Condominium closed sales (month/month)	243	250	+2.9%
Condominium median closed price (month/month)	$479,000	$466,000	-2.7%
Condominium inventory	2,411	3,584	+48.7%

Market Report Standouts

According to the January Market Report, closed sales of condominiums increased 2.9 percent compared to the single family home market, which had a 20.9 percent increase in closed sales. Further, the median closed price for condominiums decreased in January 2.7 percent to $466,000 from $479,000 in January 2024. But there was an increase in inventory for condominiums in January – 48.7 percent – to 3,584 condominiums from 2,411 condominiums in January 2024.

The January report also showed 553 properties in inventory in the $300,000 and below market, which is an 84.3 percent increase compared to 300 properties in January 2024. Interestingly, inventory in the $5 million and above market increased 19.7 percent in January to 499 properties from 417 properties in January 2024.

The North Naples area (34109, 34110, 34119) commanded the highest sales activity – a 5 percent increase – of all areas tracked by NABOR® during January. Median closed prices for single family homes in this area increased 13.4 percent to $730,000 from $644,000, while median closed prices for condominiums decreased 8.4 percent to $466,000 from $508,500 in January 2024.

The median closed price of condominiums located in Central Naples (34104, 34105, 34116) experienced the deepest decrease in January, 13.5 percent, to $311,250 from $360,000 in January 2024.

Note: Broker analysts for NABOR® have chosen to spotlight median closed prices rather than average sales prices during discussions because one large sale (e.g., $20 million) during the month can skew the average sales price data, which will not produce a true reflection of what the average price is in the Naples market.

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 60 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.

Naples Area Market Report

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January 2025

The numbers don't lie, and that is good news for buyers and sellers navigating the Naples real estate market. According to the January 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 in Naples increased 12 percent in January to 551 closed sales from 492 closed sales in January 2024. And while annual appreciation has quieted down compared to 2021 and 2022, the median closed price in January increased 9.4 percent to $659,000 from $602,000 in January 2024. (The median closed price is the point where 50 percent of all homes sold were below the figure and 50 percent sold were above the figure.)

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January's inventory increased 39.5 percent to 6,808 properties compared to 4,881 properties in January 2024. Despite the median closed price increasing, the January report also showed 2,668 price decreases in January. Lower home prices can be an opportunity for buyers, but sellers may face more competition.

This report covers residential real estate activity in Collier County, excluding Marco Island. Percent changes are calculated using rounded figures.

Quick Facts

+ 12.0%	+ 9.4%	+ 39.5%
Change in **Total Sales** All Properties	Change in **Median Closed Price** All Properties	Change in **Homes for Sale** All Properties

+ 26.9%	-7.5%	-7.5%
Price Range with the Strongest Sales	Bedroom Count With Strongest Sales	Property Type With Strongest Sales
$5,000,001 and Above	**3 Bedrooms**	**Single Family**

Overall Naples Market

Key metrics by report month and for year-to-date (YTD) starting from the first of the year.

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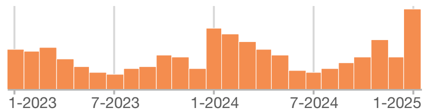
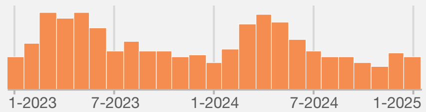
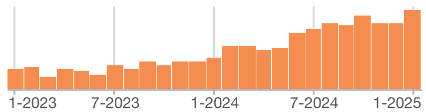
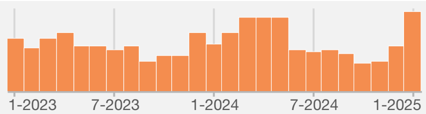
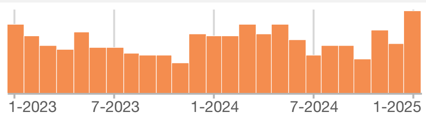
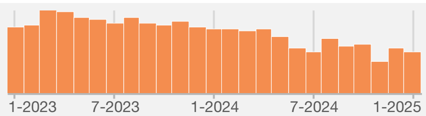
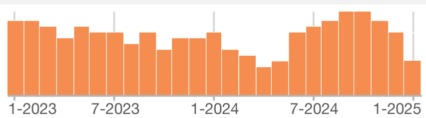
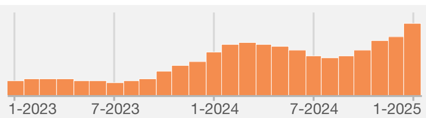
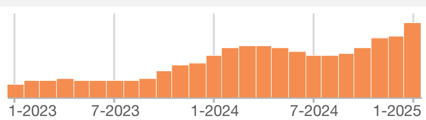
Key Metrics	Historical Sparkbars	1-2024	1-2025	% Change	YTD 2024	YTD 2025	% Change
New Listings		1,822	**2,233**	+ 22.6%	1,822	**2,233**	+ 22.6%
Total Sales		492	**551**	+ 12.0%	492	**551**	+ 12.0%
Days on Market Until Sale		61	**92**	+ 50.8%	61	**92**	+ 50.8%
Median Closed Price		$602,500	**$659,000**	+ 9.4%	$602,500	**$659,000**	+ 9.4%
Average Closed Price		$1,099,785	**$1,317,472**	+ 19.8%	$1,099,785	**$1,317,472**	+ 19.8%
Percent of List Price Received		95.8%	**94.8%**	- 1.0%	95.8%	**94.8%**	- 1.0%
Pending Listings		1,010	**933**	-8.0	1,010	**933**	- 49.0%
Inventory of Homes for Sale		4,881	**6,808**	+ 39.5%	—	**—**	—
Months Supply of Inventory		6.7	**10.2**	+ 52.2%	—	**—**	—

Single Family Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Single Family properties only.

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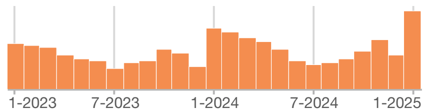
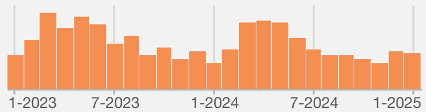
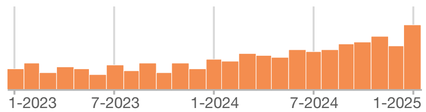
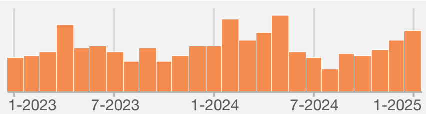
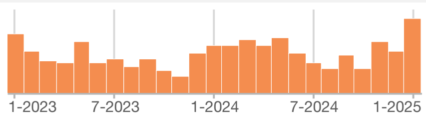
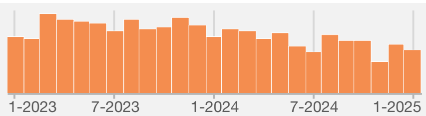
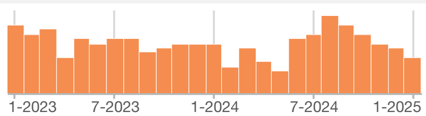
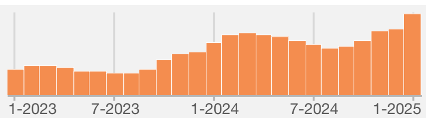
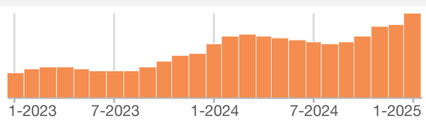
Key Metrics	Historical Sparkbars	1-2024	1-2025	% Change	YTD 2024	YTD 2025	% Change
New Listings		870	**1,060**	+ 21.8%	870	**1,060**	+ 21.8%
Total Sales		249	**301**	+ 20.9%	249	**301**	+ 20.9%
Days on Market Until Sale		66	**96**	+ 45.5%	66	**96**	+ 45.5%
Median Closed Price		$750,000	**$800,000**	+ 6.7%	$750,000	**$800,000**	+ 6.7%
Average Closed Price		$1,427,859	**$1,766,899**	+ 23.7%	$1,427,859	**$1,766,899**	+ 23.7%
Percent of List Price Received		95.5%	**94.9%**	- 0.6%	95.5%	**94.9%**	- 0.6%
Pending Listings		487	**504**	+ 3.5%	487	**504**	+3.5%
Inventory of Homes for Sale		2,470	**3,224**	+ 30.5%	—	**—**	—
Months Supply of Inventory		6.7	**9.4**	+ 40.3%	—	**—**	—

Condo Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Condo properties only.

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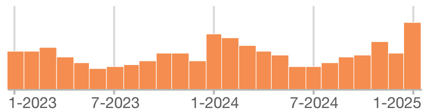
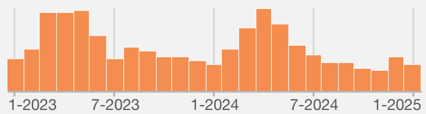
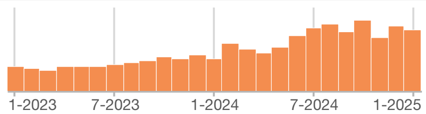
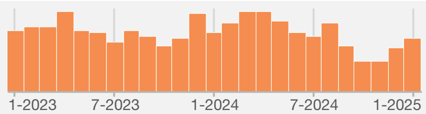
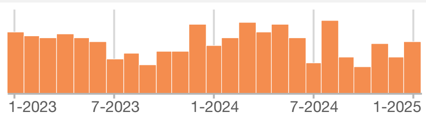
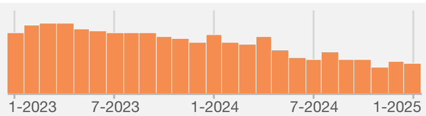
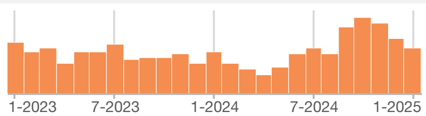
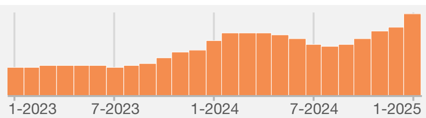
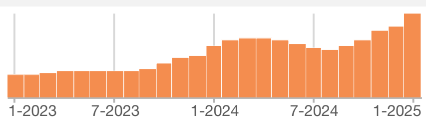
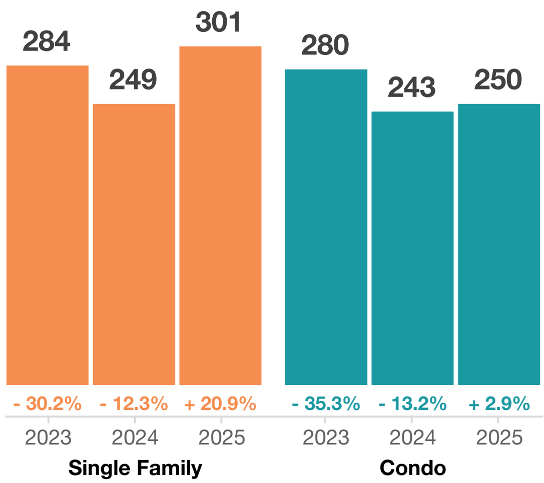
Key Metrics	Historical Sparkbars	1-2024	1-2025	% Change	YTD 2024	YTD 2025	% Change
New Listings		952	**1,173**	+ 23.2%	952	**1,173**	+ 23.2%
Total Sales		243	**250**	+ 2.9%	243	**250**	+ 2.9%
Days on Market Until Sale		56	**87**	+ 55.4%	56	**87**	+ 55.4%
Median Closed Price		$479,000	**$466,000**	- 2.7%	$479,000	**$466,000**	- 2.7%
Average Closed Price		$763,611	**$776,362**	+ 1.7%	$763,611	**$776,362**	+ 1.7%
Percent of List Price Received		96.2%	**94.7%**	- 1.6%	96.2%	**94.7%**	- 1.6%
Pending Listings		523	**429**	-22.1%	523	**429**	-22.1%
Inventory of Homes for Sale		2,411	**3,584**	+ 48.7%	—	**—**	—
Months Supply of Inventory		6.7	**11.0**	+ 64.2%	—	**—**	—

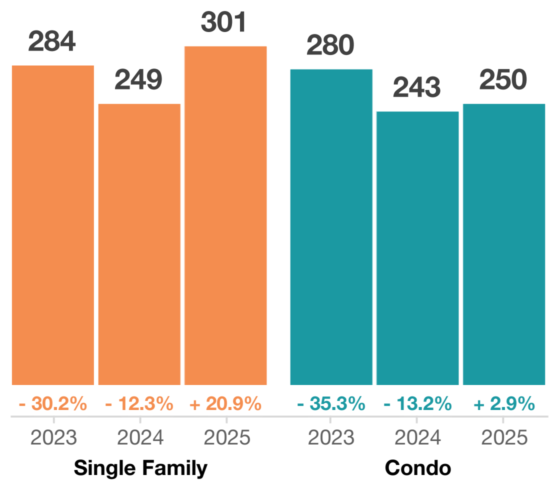
Overall Closed Sales

A count of the actual sales that closed in a given month.

January

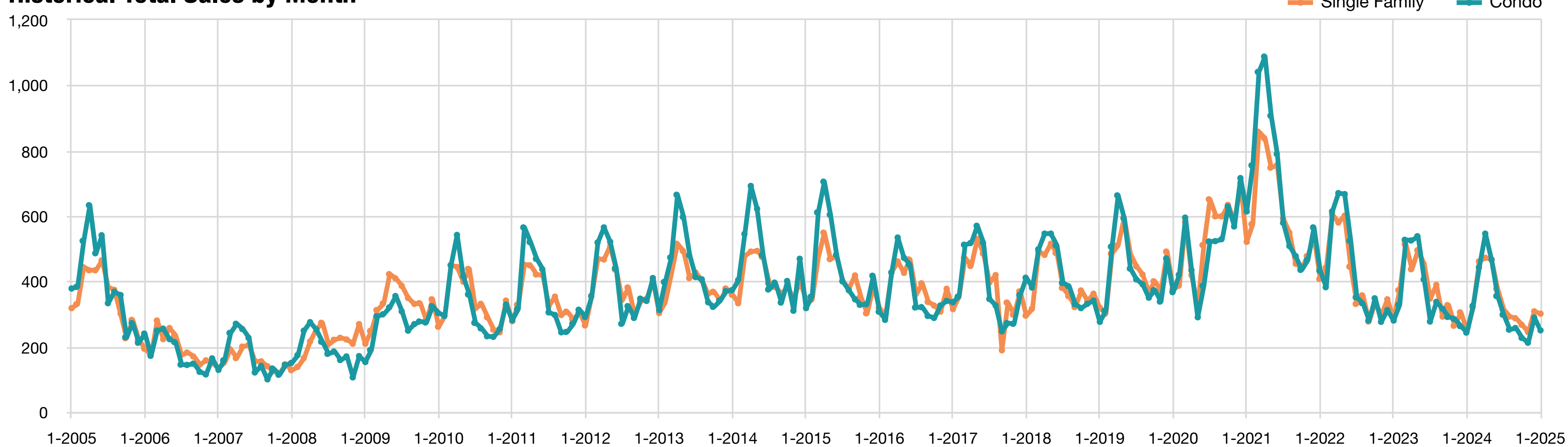


Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	320	- 14.2%	325	- 0.9%
Mar-2024	461	- 10.3%	443	- 15.9%
Apr-2024	472	+ 8.0%	546	+ 4.0%
May-2024	467	- 5.7%	466	- 13.4%
Jun-2024	377	- 16.8%	355	- 12.6%
Jul-2024	314	- 9.5%	298	+ 7.6%
Aug-2024	292	- 24.9%	252	- 25.2%
Sep-2024	287	- 1.7%	257	- 18.7%
Oct-2024	267	- 18.3%	227	- 22.0%
Nov-2024	245	- 7.2%	212	- 25.6%
Dec-2024	308	+ 1.0%	289	+ 9.9%
Jan-2025	**301**	**+ 20.9%**	**250**	**+ 2.9%**
12-Month Avg	343	- 7.3%	327	- 9.4%

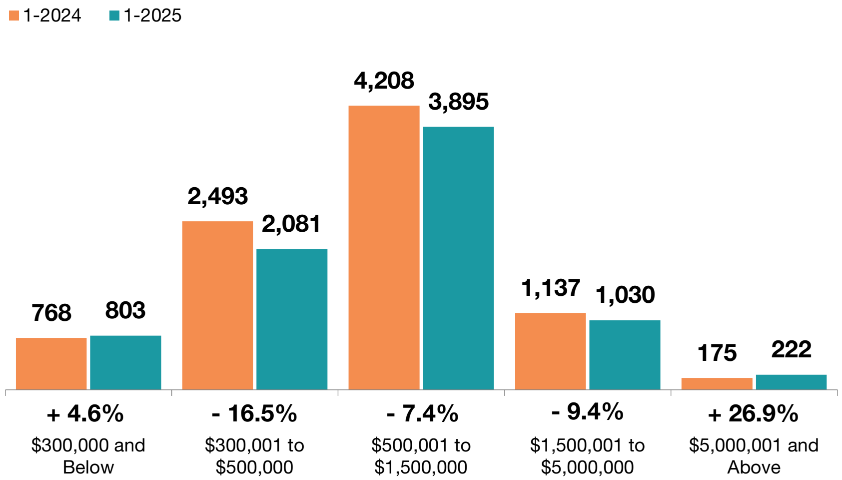
Historical Total Sales by Month



Overall Closed Sales by Price Range

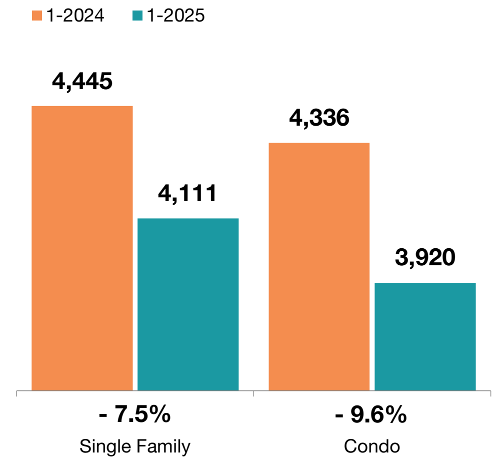
A count of the actual sales that closed in a given month. **Based on a rolling 12-month total.**

By Price Range



By Bedroom Count

By Property Type



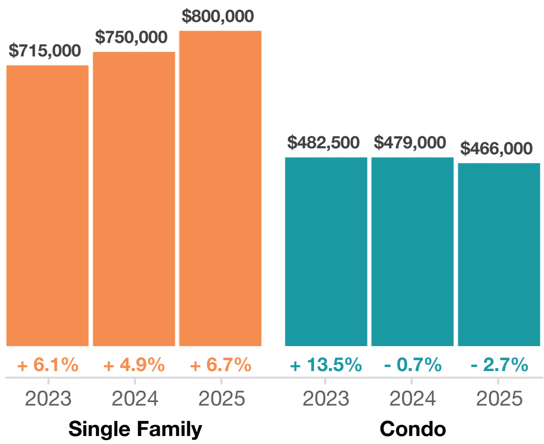
	All Properties			Single Family			Condo		
By Price Range	1-2024	1-2025	Change	1-2024	1-2025	Change	1-2024	1-2025	Change
$300,000 and Below	768	803	+ 4.6%	225	180	- 20.0%	543	623	+ 14.7%
$300,001 to $500,000	2,493	2,081	- 16.5%	753	631	- 16.2%	1740	1450	- 16.7%
$500,001 to $1,500,000	4,208	3,895	- 7.4%	2,601	2,454	- 5.7%	1607	1441	- 10.3%
$1,500,001 to $5,000,000	1,137	1,030	- 9.4%	721	673	- 6.7%	416	357	- 14.2%
$5,000,001 and Above	175	222	+ 26.9%	145	173	+ 19.3%	30	49	+ 63.3%
All Price Ranges	**8,781**	**8,031**	**- 8.5%**	**4,445**	**4,111**	**- 7.5%**	**4,336**	**3,920**	**- 9.6%**

By Bedroom Count	1-2024	1-2025	Change	1-2024	1-2025	Change	1-2024	1-2025	Change
1 Bedroom or Fewer	138	137	- 0.7%	28	32	+ 14.3%	110	105	- 4.5%
2 Bedrooms	3,069	2,717	- 11.5%	554	478	- 13.7%	2,515	2,239	- 11.0%
3 Bedrooms	4,101	3,795	- 7.5%	2,491	2,308	- 7.3%	1,610	1,487	- 7.6%
4 Bedrooms or More	1,450	1,367	- 5.7%	1,366	1,291	- 5.5%	84	76	- 9.5%
All Bedroom Counts	**8,781**	**8,031**	**- 8.5%**	**4,445**	**4,111**	**- 7.5%**	**4,336**	**3,920**	**- 9.6%**

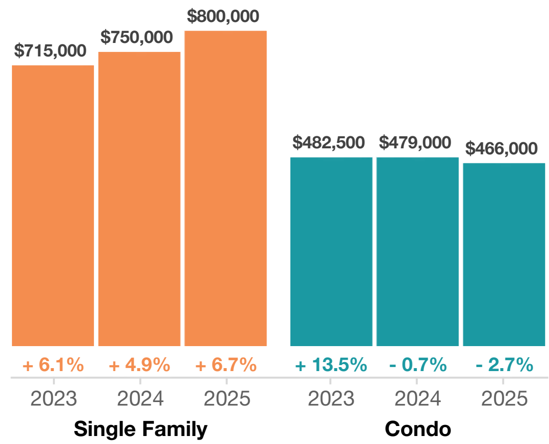
Overall Median Closed Price

Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.

January



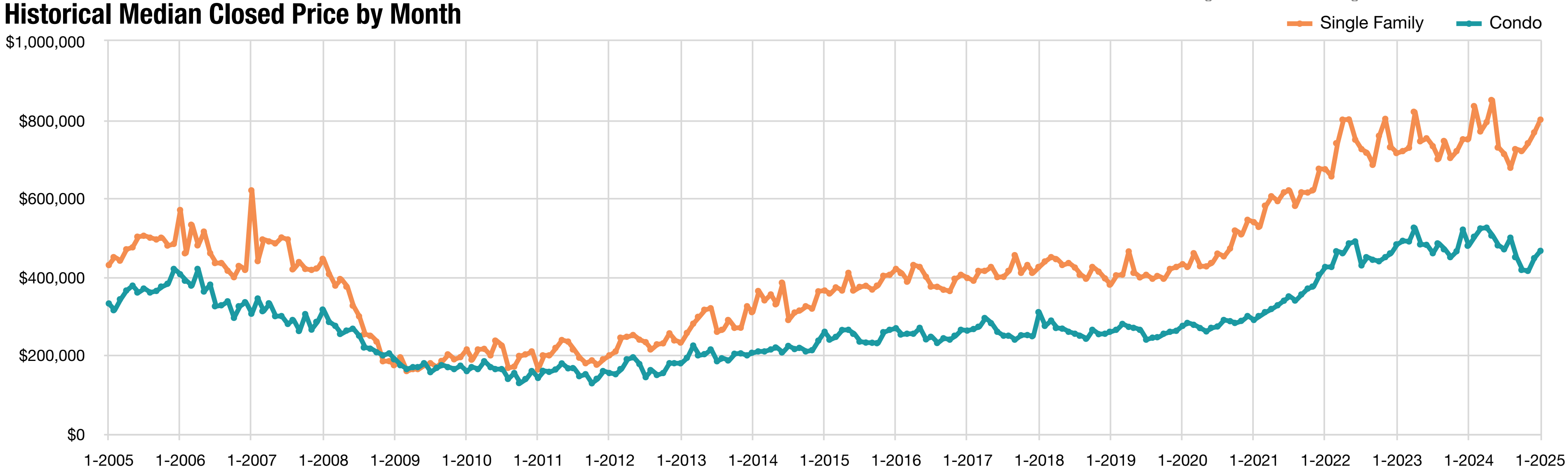
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	$834,500	+ 15.9%	$502,000	+ 2.1%
Mar-2024	$770,000	+ 5.7%	$523,000	+ 6.7%
Apr-2024	$793,750	- 3.2%	$525,000	0.0%
May-2024	$850,000	+ 14.1%	$505,000	+ 4.7%
Jun-2024	$729,000	- 3.1%	$480,000	- 0.3%
Jul-2024	$712,500	- 2.7%	$470,000	+ 2.2%
Aug-2024	$677,500	- 3.1%	$499,500	+ 3.0%
Sep-2024	$725,000	- 2.8%	$450,000	- 4.3%
Oct-2024	$720,000	+ 2.5%	$417,500	- 7.2%
Nov-2024	$740,000	+ 2.8%	$415,000	- 10.8%
Dec-2024	$767,500	+ 2.3%	$447,500	- 13.9%
Jan-2025	**$800,000**	**+ 6.7%**	**$466,000**	**- 2.7%**
12-Month Avg*	$760,000	+ 3.4%	$480,250	- 1.0%

* Median Closed Price for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

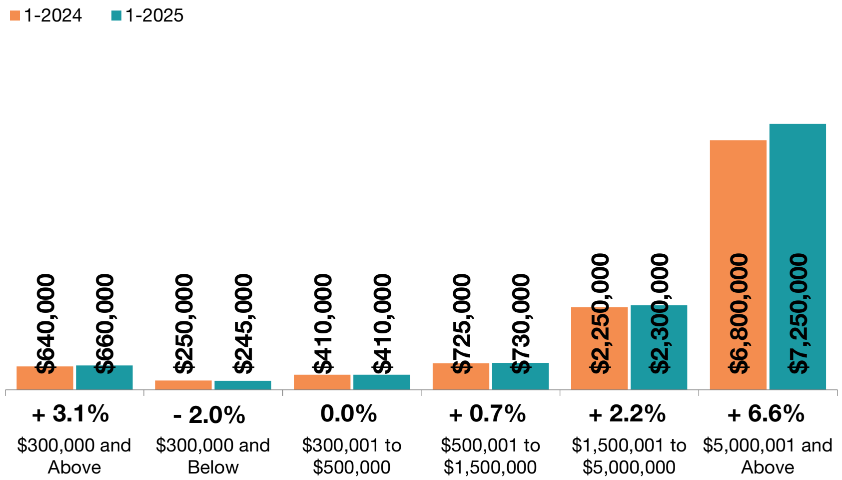
Historical Median Closed Price by Month



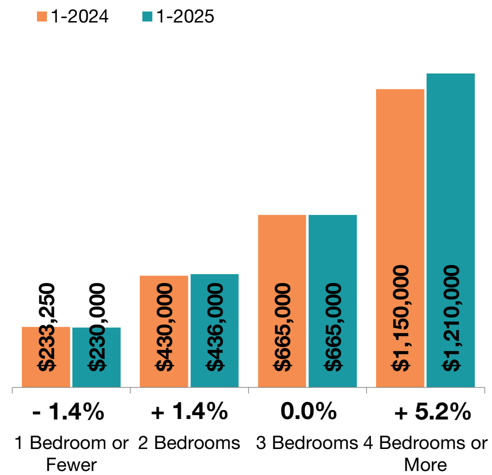
Overall Median Closed Price by Price Range

Median price point for all closed sales, not accounting for seller concessions. **Based on a rolling 12-month median.**

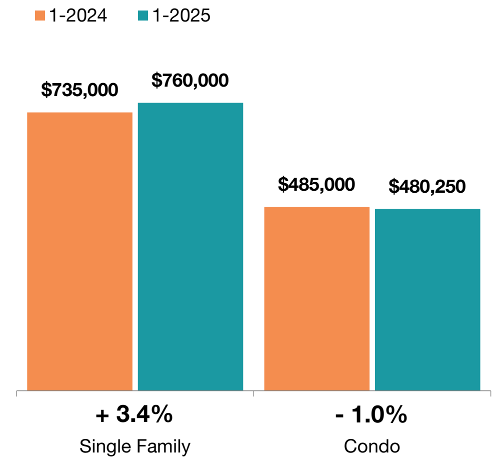
By Price Range



By Bedroom Count



By Property Type



	All Properties			Single Family			Condo		
By Price Range	1-2024	1-2025	Change	1-2024	1-2025	Change	1-2024	1-2025	Change
$300,000 and Above	$640,000	$660,000	+ 3.1%	$760,000	$782,450	+ 3.0%	$525,000	$535,000	+ 1.9%
$300,000 and Below	$250,000	$245,000	- 2.0%	$200,000	$190,000	- 5.0%	$267,300	$260,000	- 2.7%
$300,001 to $500,000	$410,000	$410,000	0.0%	$435,000	$440,000	+ 1.1%	$400,000	$400,000	0.0%
$500,001 to $1,500,000	$725,000	$730,000	+ 0.7%	$750,000	$750,000	0.0%	$680,000	$685,000	+ 0.7%
$1,500,001 to $5,000,000	$2,250,000	$2,300,000	+ 2.2%	$2,250,000	$2,300,000	+ 2.2%	$2,232,500	$2,327,000	+ 4.2%
$5,000,001 and Above	$6,800,000	$7,250,000	+ 6.6%	$6,750,000	$7,500,000	+ 11.1%	$7,175,000	$6,185,000	- 13.8%
All Price Ranges	**$600,000**	**$615,000**	**+ 2.5%**	**$735,000**	**$760,000**	**+ 3.4%**	**$485,000**	**$480,250**	**- 1.0%**

By Bedroom Count	1-2024	1-2025	Change	1-2024	1-2025	Change	1-2024	1-2025	Change
1 Bedroom or Fewer	$233,250	$230,000	- 1.4%	$152,500	$151,000	- 1.0%	$247,000	$252,000	+ 2.0%
2 Bedrooms	$430,000	$436,000	+ 1.4%	$480,000	$485,000	+ 1.0%	$425,000	$425,000	0.0%
3 Bedrooms	$665,000	$665,000	0.0%	$699,999	$695,000	- 0.7%	$625,000	$595,000	- 4.8%
4 Bedrooms or More	$1,150,000	$1,210,000	+ 5.2%	$1,100,000	$1,200,000	+ 9.1%	$2,565,000	$4,067,500	+ 58.6%
All Bedroom Counts	**$600,000**	**$615,000**	**+ 2.5%**	**$735,000**	**$760,000**	**+ 3.4%**	**$485,000**	**$480,250**	**- 1.0%**

Overall Percent of Current List Price Received

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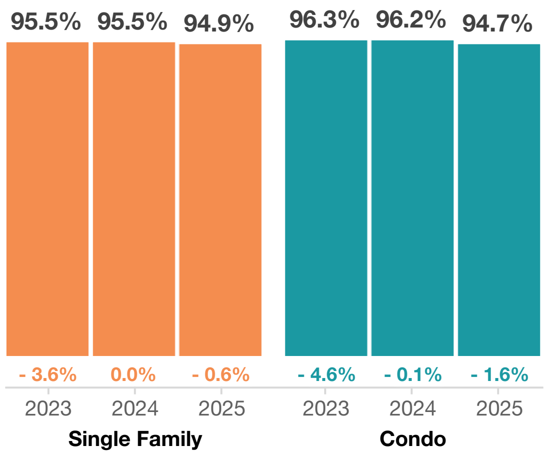
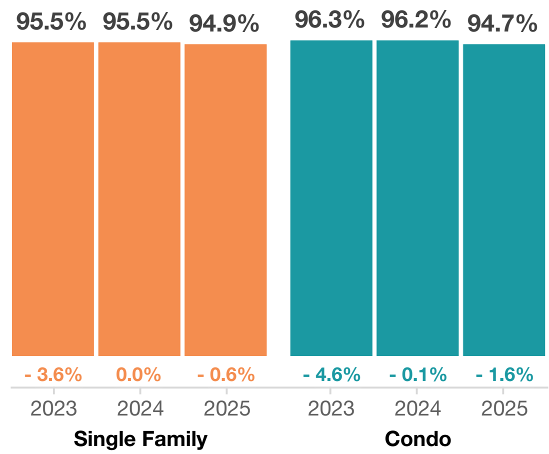
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

January



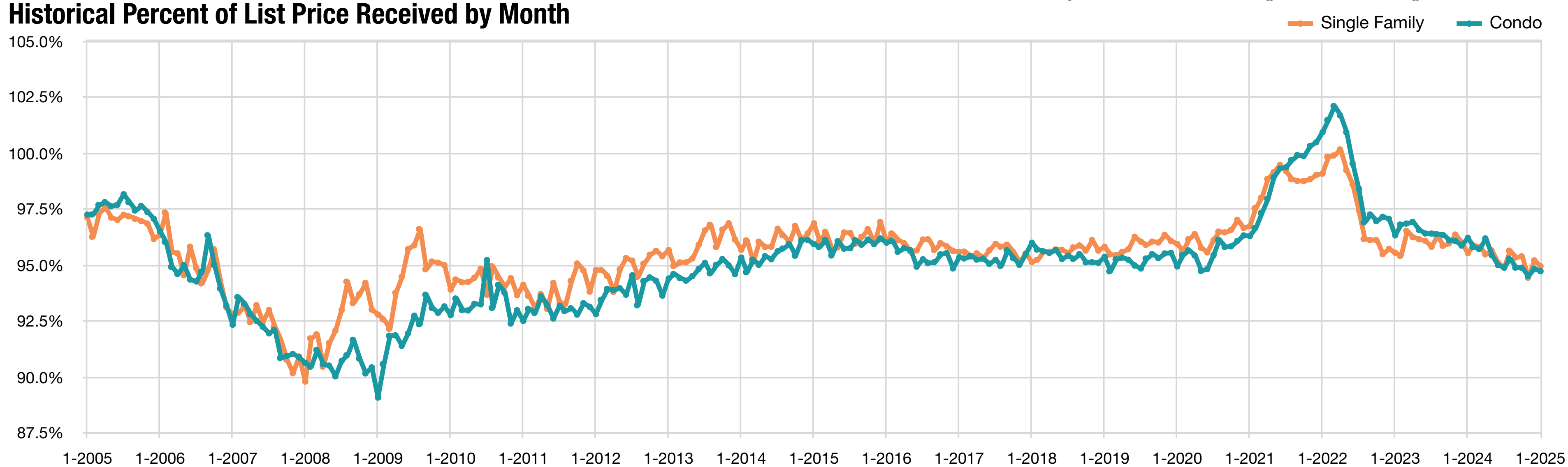
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	95.9%	+ 0.5%	95.8%	- 1.0%
Mar-2024	95.8%	- 0.7%	95.7%	- 1.1%
Apr-2024	95.5%	- 0.7%	96.2%	- 0.7%
May-2024	95.6%	- 0.5%	95.4%	- 1.1%
Jun-2024	95.1%	- 1.0%	95.0%	- 1.5%
Jul-2024	94.8%	- 1.0%	94.9%	- 1.6%
Aug-2024	95.6%	- 0.7%	95.3%	- 1.1%
Sep-2024	95.3%	- 0.5%	94.9%	- 1.5%
Oct-2024	95.4%	- 0.5%	94.8%	- 1.4%
Nov-2024	94.4%	- 2.0%	94.5%	- 1.6%
Dec-2024	95.2%	- 0.8%	94.8%	- 1.0%
Jan-2025	**94.9%**	**- 0.6%**	**94.7%**	**- 1.6%**
12-Month Avg*	95.3%	- 0.7%	95.3%	- 1.2%

* Pct. of List Price Received for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

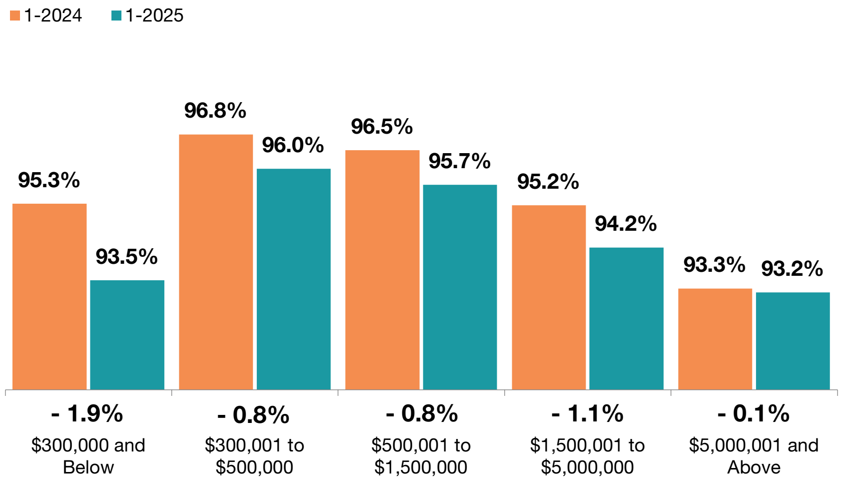
Historical Percent of List Price Received by Month



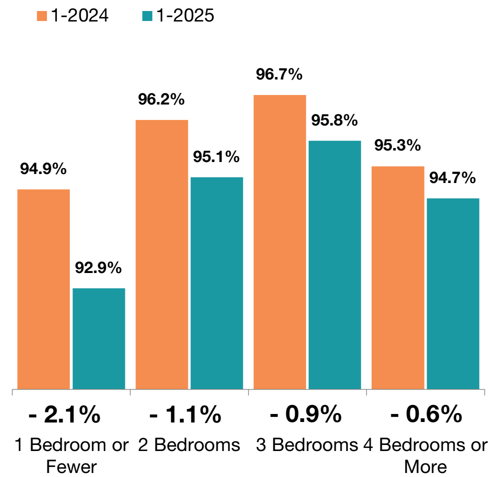
Overall Percent of Current List Price Recieved by Price Range

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold, not accounting for seller concessions. **Based on a rolling 12-month average.**

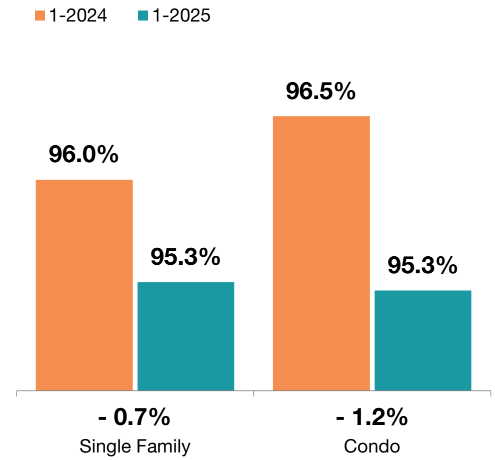
By Price Range



By Bedroom Count



By Property Type



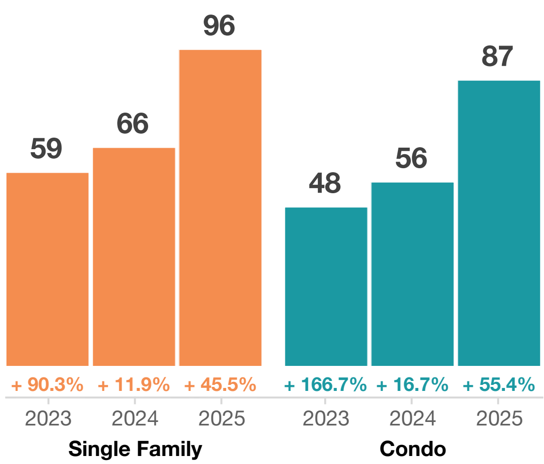
	All Properties			Single Family			Condo		
By Price Range	1-2024	1-2025	Change	1-2024	1-2025	Change	1-2024	1-2025	Change
$300,000 and Below	95.3%	93.5%	- 1.9%	94.6%	92.5%	- 2.2%	95.5%	93.8%	- 1.8%
$300,001 to $500,000	96.8%	96.0%	- 0.8%	97.2%	96.9%	- 0.3%	96.7%	95.7%	- 1.0%
$500,001 to $1,500,000	96.5%	95.7%	- 0.8%	96.4%	95.7%	- 0.7%	96.6%	95.7%	- 0.9%
$1,500,001 to $5,000,000	95.2%	94.2%	- 1.1%	94.7%	94.0%	- 0.7%	96.1%	94.7%	- 1.5%
$5,000,001 and Above	93.3%	93.2%	- 0.1%	92.9%	93.0%	+ 0.1%	95.1%	94.0%	- 1.2%
All Price Ranges	**96.2%**	**95.3%**	**- 0.9%**	**96.0%**	**95.3%**	**- 0.7%**	**96.5%**	**95.3%**	**- 1.2%**

By Bedroom Count	1-2024	1-2025	Change	1-2024	1-2025	Change	1-2024	1-2025	Change
1 Bedroom or Fewer	94.9%	92.9%	- 2.1%	93.0%	90.9%	- 2.3%	95.3%	93.6%	- 1.8%
2 Bedrooms	96.2%	95.1%	- 1.1%	95.3%	94.7%	- 0.6%	96.4%	95.2%	- 1.2%
3 Bedrooms	96.7%	95.8%	- 0.9%	96.7%	95.9%	- 0.8%	96.7%	95.6%	- 1.1%
4 Bedrooms or More	95.3%	94.7%	- 0.6%	95.2%	94.6%	- 0.6%	96.1%	95.2%	- 0.9%
All Bedroom Counts	**96.2%**	**95.3%**	**- 0.9%**	**96.0%**	**95.3%**	**- 0.7%**	**96.5%**	**95.3%**	**- 1.2%**

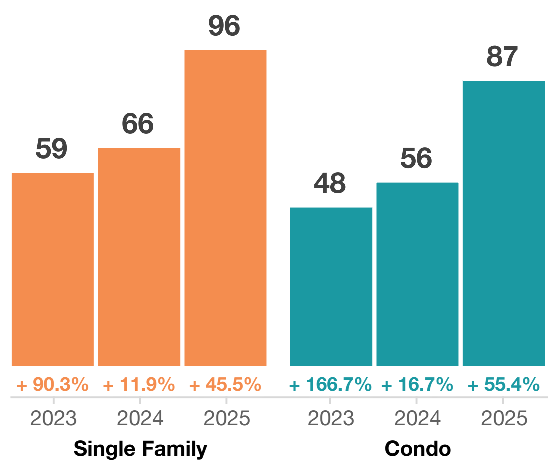
Overall Days On Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

January



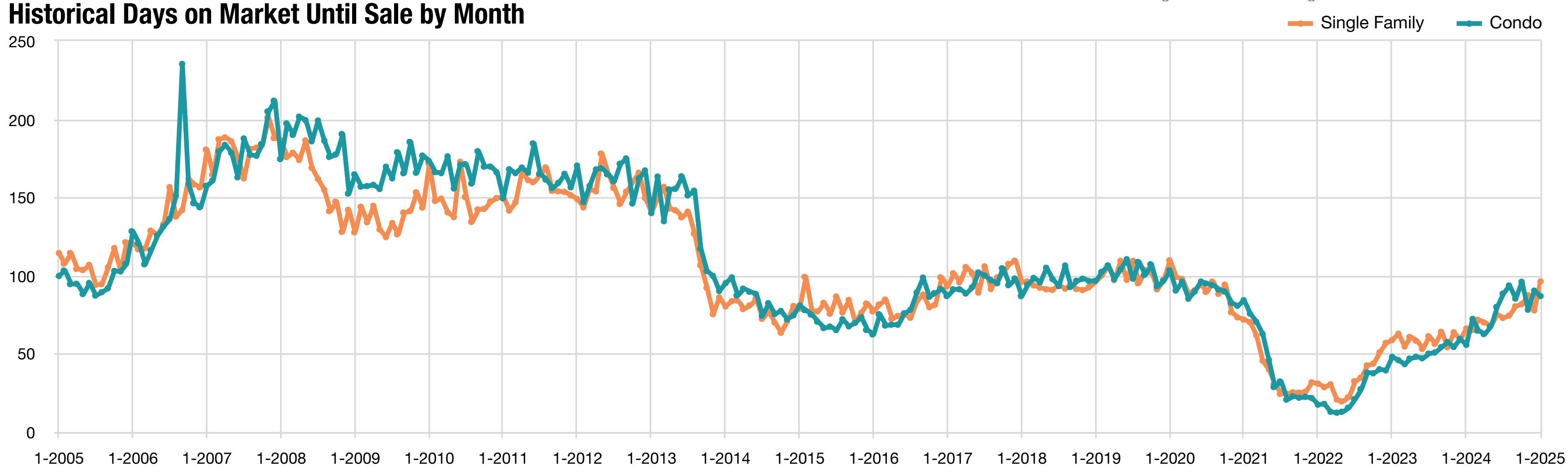
Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	65	+ 3.2%	72	+ 56.5%
Mar-2024	72	+ 30.9%	65	+ 51.2%
Apr-2024	70	+ 14.8%	63	+ 34.0%
May-2024	68	+ 17.2%	67	+ 39.6%
Jun-2024	75	+ 41.5%	80	+ 70.2%
Jul-2024	73	+ 19.7%	88	+ 76.0%
Aug-2024	74	+ 32.1%	94	+ 84.3%
Sep-2024	80	+ 25.0%	85	+ 57.4%
Oct-2024	82	+ 51.9%	96	+ 68.4%
Nov-2024	87	+ 35.9%	78	+ 44.4%
Dec-2024	78	+ 32.2%	90	+ 52.5%
Jan-2025	**96**	**+ 45.5%**	**87**	**+ 55.4%**
12-Month Avg*	76	+ 28.3%	78	+ 55.0%

* Days on Market for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

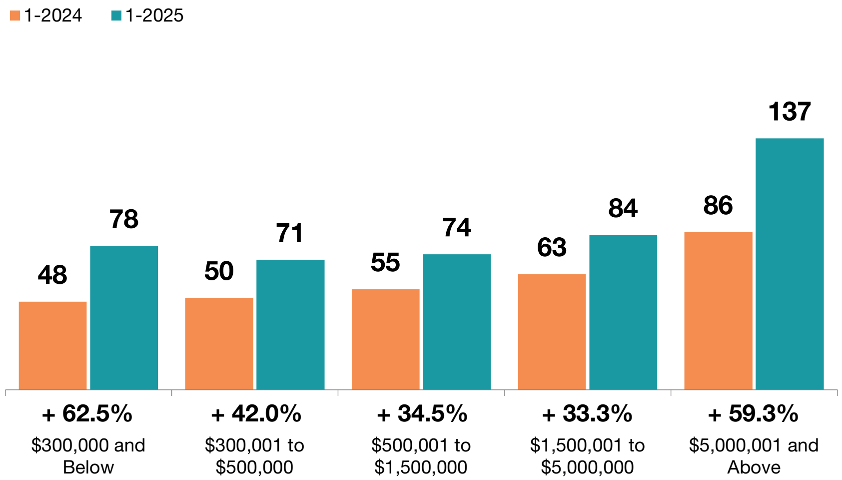
Historical Days on Market Until Sale by Month



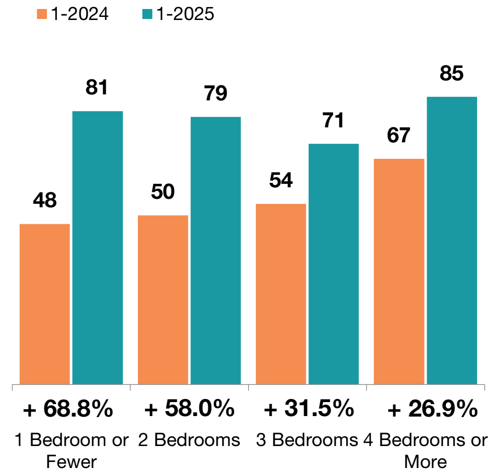
Overall Days On Market Until Sale by Price

Average number of days between when a property is listed and when an offer is accepted. **Based on a rolling 12-month average.**

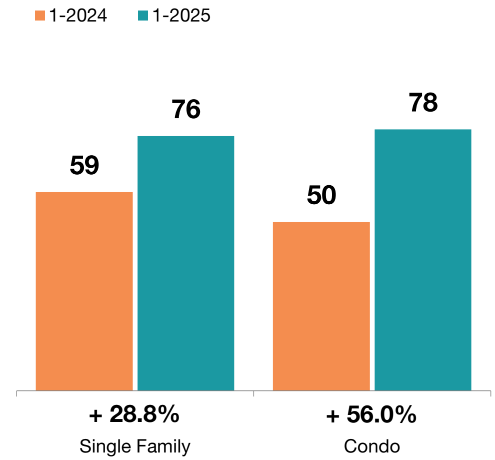
By Price Range



By Bedroom Count



By Property Type



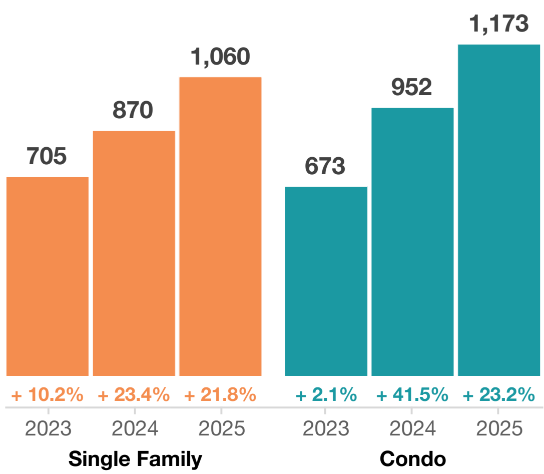
	All Properties			Single Family			Condo		
By Price Range	1-2024	1-2025	Change	1-2024	1-2025	Change	1-2024	1-2025	Change
$300,000 and Below	48	78	+ 62.5%	52	76	+ 46.2%	46	79	+ 71.7%
$300,001 to $500,000	50	71	+ 42.0%	52	62	+ 19.2%	49	75	+ 53.1%
$500,001 to $1,500,000	55	74	+ 34.5%	59	74	+ 25.4%	49	74	+ 51.0%
$1,500,001 to $5,000,000	63	84	+ 33.3%	63	80	+ 27.0%	62	93	+ 50.0%
$5,000,001 and Above	86	137	+ 59.3%	90	133	+ 47.8%	66	152	+ 130.3%
All Price Ranges	**55**	**77**	**+ 40.0%**	**59**	**76**	**+ 28.8%**	**50**	**78**	**+ 56.0%**

By Bedroom Count	1-2024	1-2025	Change	1-2024	1-2025	Change	1-2024	1-2025	Change
1 Bedroom or Fewer	48	81	+ 68.8%	52	81	+ 55.8%	46	81	+ 74.4%
2 Bedrooms	50	79	+ 58.0%	52	79	+ 51.9%	50	79	+ 59.6%
3 Bedrooms	54	71	+ 31.5%	56	70	+ 25.0%	50	74	+ 46.6%
4 Bedrooms or More	67	85	+ 26.9%	68	84	+ 23.5%	57	103	+ 81.8%
All Bedroom Counts	**55**	**77**	**+ 40.0%**	**59**	**76**	**+ 28.8%**	**50**	**78**	**+ 56.0%**

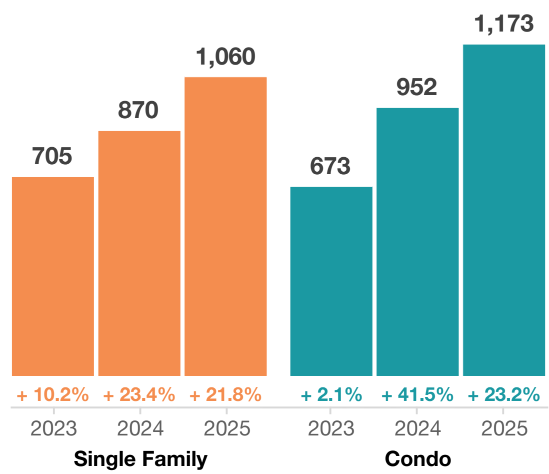
Overall New Listings by Month

A count of the properties that have been newly listed on the market in a given month.

January

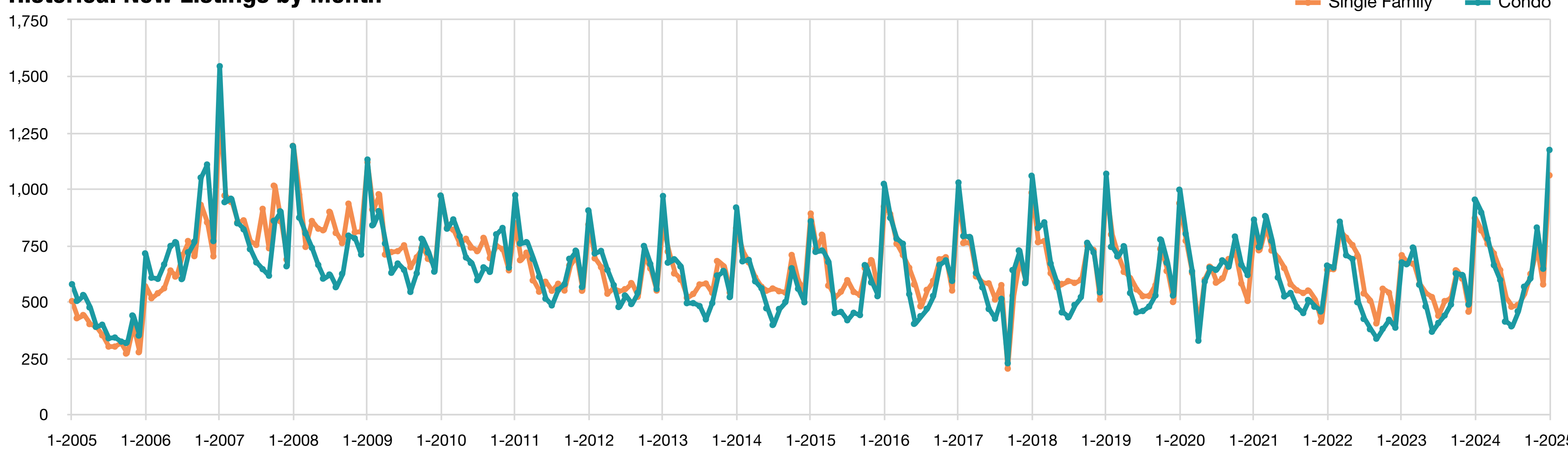


Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	815	+ 21.5%	895	+ 34.6%
Mar-2024	756	+ 13.3%	779	+ 5.4%
Apr-2024	713	+ 23.8%	661	+ 15.2%
May-2024	639	+ 19.2%	595	+ 24.7%
Jun-2024	516	- 0.6%	410	+ 12.3%
Jul-2024	476	+ 9.2%	389	- 3.7%
Aug-2024	484	- 3.4%	456	+ 4.3%
Sep-2024	533	+ 3.9%	565	+ 16.3%
Oct-2024	622	- 2.5%	602	- 3.5%
Nov-2024	738	+ 22.8%	828	+ 34.2%
Dec-2024	575	+ 26.7%	645	+ 32.7%
Jan-2025	**1,060**	**+ 21.8%**	**1,173**	**+ 23.2%**
12-Month Avg	661	+ 13.6%	667	+ 17.2%

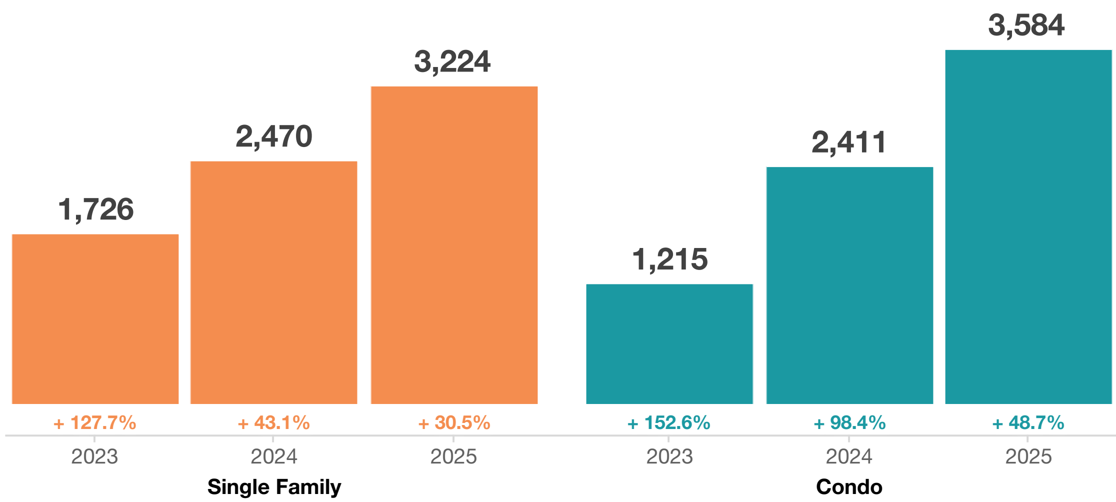
Historical New Listings by Month



Overall Inventory of Homes for Sale

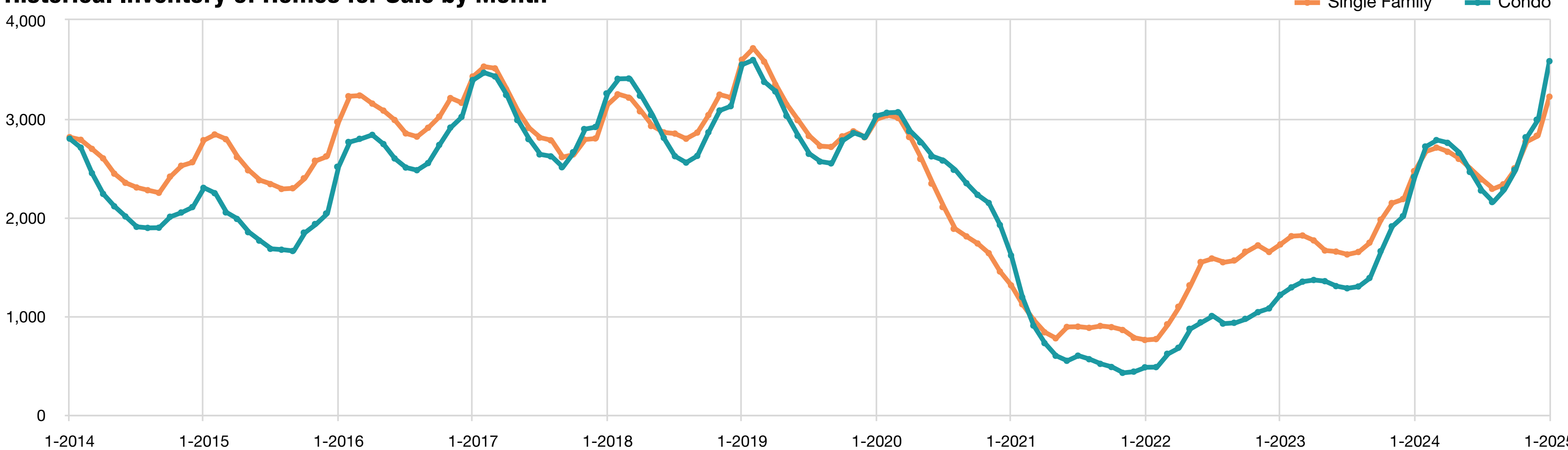
The number of properties available for sale in active status at the end of a given month.

January



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	2,669	+ 47.5%	2,719	+ 110.6%
Mar-2024	2,708	+ 49.0%	2,784	+ 106.4%
Apr-2024	2,666	+ 50.9%	2,756	+ 101.8%
May-2024	2,594	+ 55.8%	2,655	+ 96.1%
Jun-2024	2,491	+ 50.6%	2,461	+ 88.7%
Jul-2024	2,385	+ 46.8%	2,273	+ 77.3%
Aug-2024	2,290	+ 38.8%	2,156	+ 65.8%
Sep-2024	2,336	+ 33.9%	2,281	+ 64.6%
Oct-2024	2,498	+ 26.4%	2,482	+ 49.7%
Nov-2024	2,769	+ 29.0%	2,813	+ 47.3%
Dec-2024	2,828	+ 29.4%	2,991	+ 48.6%
Jan-2025	**3,224**	**+ 30.5%**	**3,584**	**+ 48.7%**
12-Month Avg	2,622	+ 39.8%	2,663	+ 71.6%

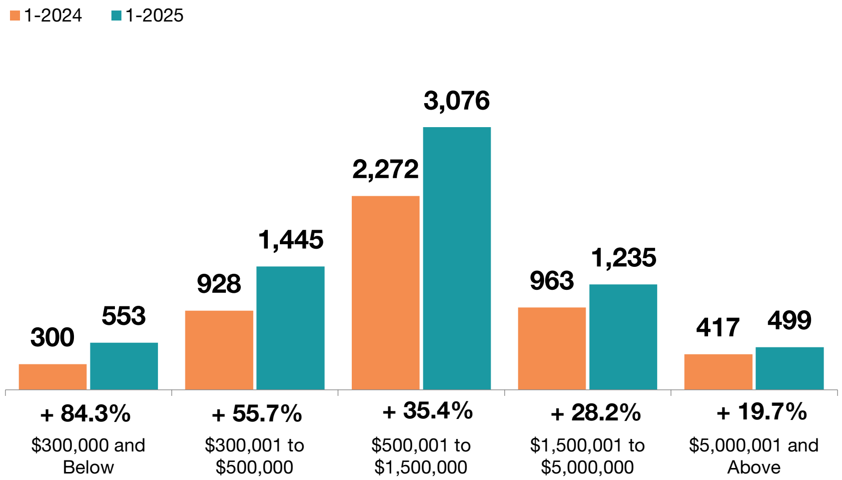
Historical Inventory of Homes for Sale by Month



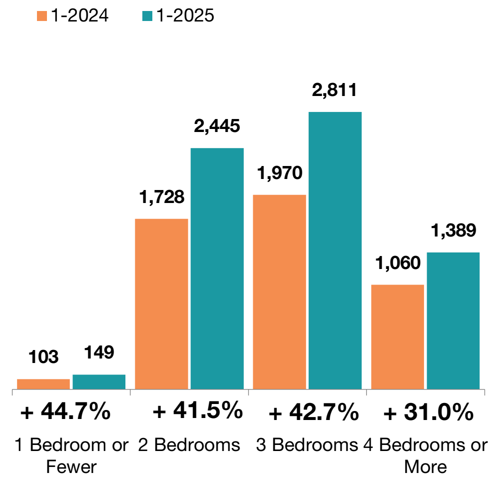
Overall Inventory of Homes for Sale

The number of properties available for sale in active status at the end of the most recent month. **Based on one month of activity.**

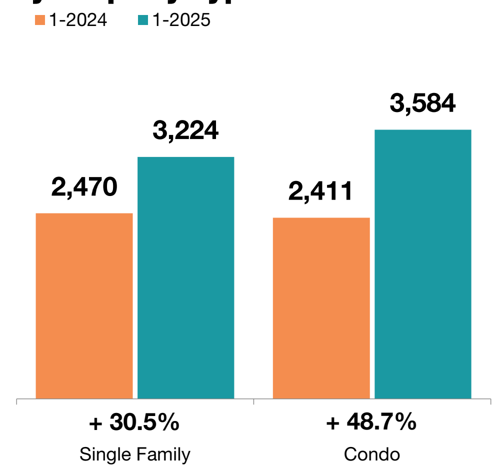
By Price Range



By Bedroom Count



By Property Type



	All Properties			Single Family			Condo		
By Price Range	1-2024	1-2025	Change	1-2024	1-2025	Change	1-2024	1-2025	Change
$300,000 and Below	300	553	+ 84.3%	105	130	+ 23.8%	195	423	+ 116.9%
$300,001 to $500,000	928	1,445	+ 55.7%	152	226	+ 48.7%	776	1219	+ 57.1%
$500,001 to $1,500,000	2,272	3,076	+ 35.4%	1,267	1,732	+ 36.7%	1005	1344	+ 33.7%
$1,500,001 to $5,000,000	963	1,235	+ 28.2%	600	722	+ 20.3%	363	513	+ 41.3%
$5,000,001 and Above	417	499	+ 19.7%	345	414	+ 20.0%	72	85	+ 18.1%
All Price Ranges	**4,881**	**6,808**	**+ 39.5%**	**2,470**	**3,224**	**+ 30.5%**	**2,411**	**3,584**	**+ 48.7%**

By Bedroom Count	1-2024	1-2025	Change	1-2024	1-2025	Change	1-2024	1-2025	Change
1 Bedroom or Fewer	103	149	+ 44.7%	20	36	+ 80.0%	83	113	+ 36.1%
2 Bedrooms	1,728	2,445	+ 41.5%	288	344	+ 19.4%	1,440	2,101	+ 45.9%
3 Bedrooms	1,970	2,811	+ 42.7%	1,161	1,548	+ 33.3%	809	1,263	+ 56.1%
4 Bedrooms or More	1,060	1,389	+ 31.0%	993	1,294	+ 30.3%	67	95	+ 41.8%
All Bedroom Counts	**4,881**	**6,808**	**+ 39.5%**	**2,470**	**3,224**	**+ 30.5%**	**2,411**	**3,584**	**+ 48.7%**

Overall Listing and Sales Summary Report
January 2025

	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Jan-25	Jan-24	% Change	Jan-25	Jan-24	% Change	Jan-25	Jan-24	% Change	Jan-25	Jan-24	% Change
Overall Naples Market*	**$659,000**	**$602,500**	**+9.4%**	**551**	**492**	**+12.0%**	**6,808**	**4,881**	**+39.5%**	**92**	**61**	**+50.8%**
Collier County	**$693,750**	**$640,000**	**+8.4%**	**618**	**560**	**+10.4%**	**7,615**	**5,524**	**+37.9%**	**93**	**65**	**+43.1%**
Ave Maria	$450,172	$425,000	+5.9%	14	17	-17.6%	205	118	+73.7%	97	68	+42.6%
Central Naples	$479,000	$455,000	+5.3%	75	53	+41.5%	799	532	+50.2%	78	47	+66.0%
East Naples	$625,000	$609,000	+2.6%	137	135	+1.5%	1,450	1,084	+33.8%	93	67	+38.8%
Everglades City	--	--	--	0	0	--	8	11	-27.3%	--	--	--
Immokalee	$355,950	$332,950	+6.9%	6	6	0.0%	26	15	+73.3%	46	61	-24.6%
Immokalee / Ave Maria	$402,283	$350,900	+14.6%	20	23	-13.0%	231	133	+73.7%	82	66	+24.2%
Naples	$675,000	$628,500	+7.4%	531	468	+13.5%	6,572	4,748	+38.4%	92	61	+50.8%
Naples Beach	$1,435,000	$1,339,500	+7.1%	107	76	+40.8%	1,772	1,364	+29.9%	104	80	+30.0%
North Naples	$728,000	$699,000	+4.1%	129	123	+4.9%	1,350	979	+37.9%	86	50	+72.0%
South Naples	$480,000	$475,750	+0.9%	83	82	+1.2%	1,206	789	+52.9%	99	59	+67.8%
34102	$2,600,000	$1,912,500	+35.9%	24	20	+20.0%	613	452	+35.6%	84	65	+29.2%
34103	$816,500	$1,200,000	-32.0%	28	35	-20.0%	516	388	+33.0%	84	80	+5.0%
34104	$417,500	$392,500	+6.4%	44	22	+100.0%	370	219	+68.9%	83	51	+62.7%
34105	$675,000	$700,000	-3.6%	21	19	+10.5%	329	216	+52.3%	79	57	+38.6%
34108	$1,595,000	$1,280,000	+24.6%	55	21	+161.9%	643	524	+22.7%	124	93	+33.3%
34109	$664,875	$750,000	-11.4%	37	33	+12.1%	315	205	+53.7%	104	42	+147.6%
34110	$682,500	$695,000	-1.8%	42	37	+13.5%	528	413	+27.8%	96	53	+81.1%
34112	$416,500	$386,000	+7.9%	47	47	0.0%	645	432	+49.3%	104	65	+60.0%
34113	$600,000	$615,000	-2.4%	36	35	+2.9%	561	357	+57.1%	92	49	+87.8%
34114	$559,498	$630,000	-11.2%	56	63	-11.1%	690	495	+39.4%	91	64	+42.2%
34116	$595,000	$487,450	+22.1%	10	12	-16.7%	100	97	+3.1%	51	25	+104.0%
34117	$663,450	$525,000	+26.4%	18	13	+38.5%	141	120	+17.5%	71	58	+22.4%
34119	$832,500	$670,000	+24.3%	50	53	-5.7%	507	361	+40.4%	64	53	+20.8%
34120	$675,000	$615,000	+9.8%	63	58	+8.6%	617	468	+31.8%	102	73	+39.7%
34137	--	$230,000	--	0	1	-100.0%	2	1	+100.0%	--	15	--
34142	$402,283	$350,900	+14.6%	20	23	-13.0%	231	133	+73.7%	82	66	+24.2%

* Overall Naples Market is defined as Collier County, excluding Marco Island.

Local Market Update – January 2025

A Research Tool Provided by Naples Area Board of REALTORS®

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Naples Beach

34102, 34103, 34108

Single Family	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	141	**207**	+ 46.8%	141	**207**	+ 46.8%
Total Sales	25	**50**	+ 100.0%	25	**50**	+ 100.0%
Days on Market Until Sale	115	**121**	+ 5.2%	115	**121**	+ 5.2%
Median Closed Price*	$2,250,000	**$2,525,000**	+ 12.2%	$2,250,000	**$2,525,000**	+ 12.2%
Average Closed Price*	$4,494,280	**$5,012,392**	+ 11.5%	$4,494,280	**$5,012,392**	+ 11.5%
Percent of List Price Received*	90.3%	**93.4%**	+ 3.4%	90.3%	**93.4%**	+ 3.4%
Inventory of Homes for Sale	580	**713**	+ 22.9%	—	**—**	—
Months Supply of Inventory	15.3	**19.5**	+ 27.5%	—	**—**	—

Condo	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	251	**348**	+ 38.6%	251	**348**	+ 38.6%
Total Sales	51	**57**	+ 11.8%	51	**57**	+ 11.8%
Days on Market Until Sale	62	**90**	+ 45.2%	62	**90**	+ 45.2%
Median Closed Price*	$1,200,000	**$1,100,000**	- 8.3%	$1,200,000	**$1,100,000**	- 8.3%
Average Closed Price*	$1,581,131	**$1,700,777**	+ 7.6%	$1,581,131	**$1,700,777**	+ 7.6%
Percent of List Price Received*	93.9%	**93.8%**	- 0.1%	93.9%	**93.8%**	- 0.1%
Inventory of Homes for Sale	784	**1,059**	+ 35.1%	—	**—**	—
Months Supply of Inventory	10.1	**14.7**	+ 45.5%	—	**—**	—

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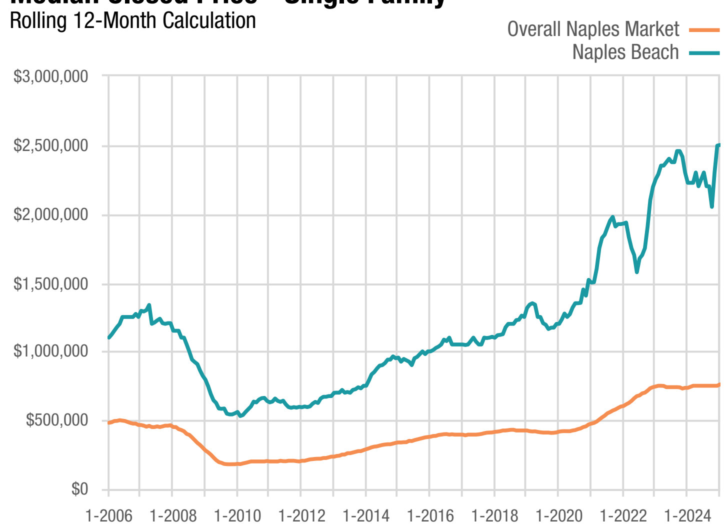
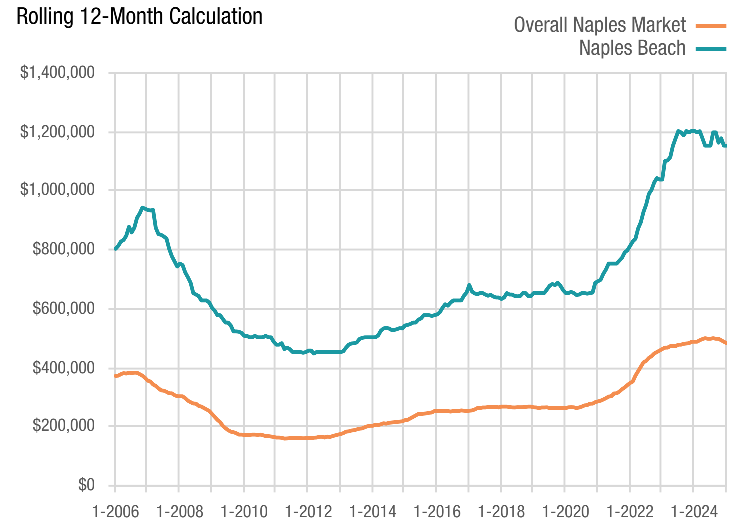
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Local Market Update – January 2025

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North Naples

34109, 34110, 34119

Single Family	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	198	**209**	+ 5.6%	198	**209**	+ 5.6%
Total Sales	55	**68**	+ 23.6%	55	**68**	+ 23.6%
Days on Market Until Sale	51	**88**	+ 72.5%	51	**88**	+ 72.5%
Median Closed Price*	$990,000	**$1,018,500**	+ 2.9%	$990,000	**$1,018,500**	+ 2.9%
Average Closed Price*	$1,325,171	**$1,514,685**	+ 14.3%	$1,325,171	**$1,514,685**	+ 14.3%
Percent of List Price Received*	95.8%	**95.1%**	- 0.7%	95.8%	**95.1%**	- 0.7%
Inventory of Homes for Sale	452	**565**	+ 25.0%	—	**—**	—
Months Supply of Inventory	5.5	**7.5**	+ 36.4%	—	**—**	—

Condo	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	231	**266**	+ 15.2%	231	**266**	+ 15.2%
Total Sales	68	**61**	- 10.3%	68	**61**	- 10.3%
Days on Market Until Sale	49	**83**	+ 69.4%	49	**83**	+ 69.4%
Median Closed Price*	$508,500	**$466,000**	- 8.4%	$508,500	**$466,000**	- 8.4%
Average Closed Price*	$694,280	**$689,020**	- 0.8%	$694,280	**$689,020**	- 0.8%
Percent of List Price Received*	96.3%	**95.9%**	- 0.4%	96.3%	**95.9%**	- 0.4%
Inventory of Homes for Sale	527	**785**	+ 49.0%	—	**—**	—
Months Supply of Inventory	5.6	**8.8**	+ 57.1%	—	**—**	—

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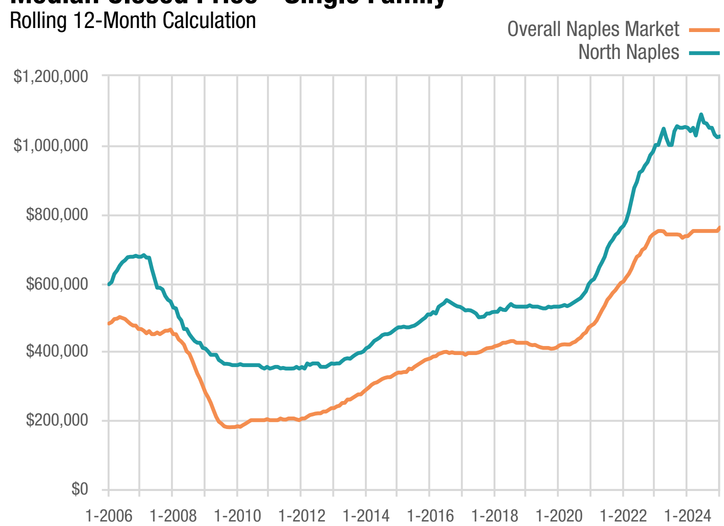
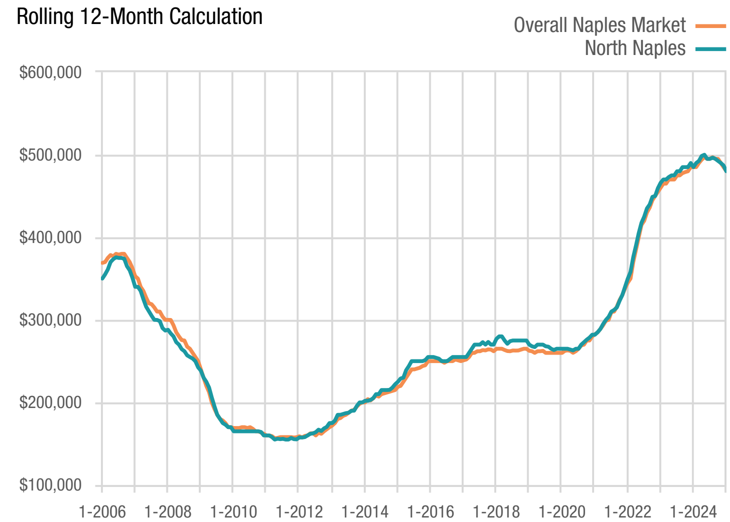
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Central Naples
34104, 34105, 34116

Single Family	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	96	**116**	+ 20.8%	96	**116**	+ 20.8%
Total Sales	24	**41**	+ 70.8%	24	**41**	+ 70.8%
Days on Market Until Sale	45	**97**	+ 115.6%	45	**97**	+ 115.6%
Median Closed Price*	$592,500	**$645,000**	+ 8.9%	$592,500	**$645,000**	+ 8.9%
Average Closed Price*	$2,072,038	**$1,129,778**	- 45.5%	$2,072,038	**$1,129,778**	- 45.5%
Percent of List Price Received*	95.3%	**95.7%**	+ 0.4%	95.3%	**95.7%**	+ 0.4%
Inventory of Homes for Sale	238	**314**	+ 31.9%	—	**—**	—
Months Supply of Inventory	5.2	**7.2**	+ 38.5%	—	**—**	—

Condo	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	145	**158**	+ 9.0%	145	**158**	+ 9.0%
Total Sales	29	**34**	+ 17.2%	29	**34**	+ 17.2%
Days on Market Until Sale	49	**54**	+ 10.2%	49	**54**	+ 10.2%
Median Closed Price*	$360,000	**$311,250**	- 13.5%	$360,000	**$311,250**	- 13.5%
Average Closed Price*	$471,303	**$345,016**	- 26.8%	$471,303	**$345,016**	- 26.8%
Percent of List Price Received*	96.5%	**94.3%**	- 2.3%	96.5%	**94.3%**	- 2.3%
Inventory of Homes for Sale	294	**485**	+ 65.0%	—	**—**	—
Months Supply of Inventory	5.8	**10.2**	+ 75.9%	—	**—**	—

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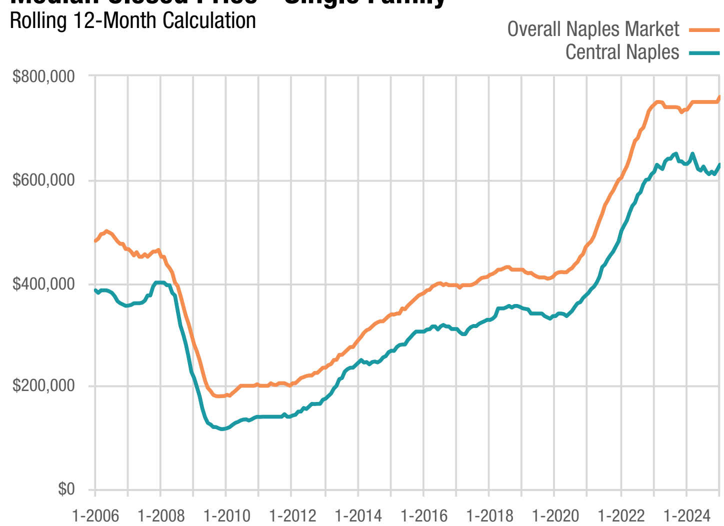
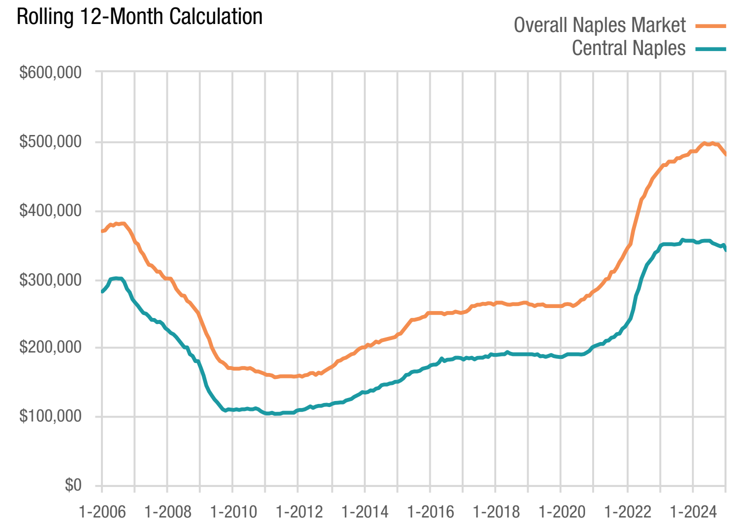
Median Closed Price - Single Family
Rolling 12-Month Calculation



Median Closed Price - Condo
Rolling 12-Month Calculation



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South Naples

34112, 34113

Single Family	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	101	**167**	+ 65.3%	101	**167**	+ 65.3%
Total Sales	27	**29**	+ 7.4%	27	**29**	+ 7.4%
Days on Market Until Sale	45	**80**	+ 77.8%	45	**80**	+ 77.8%
Median Closed Price*	$825,000	**$850,000**	+ 3.0%	$825,000	**$850,000**	+ 3.0%
Average Closed Price*	$1,161,426	**$1,095,506**	- 5.7%	$1,161,426	**$1,095,506**	- 5.7%
Percent of List Price Received*	94.7%	**94.5%**	- 0.2%	94.7%	**94.5%**	- 0.2%
Inventory of Homes for Sale	287	**438**	+ 52.6%	—	**—**	—
Months Supply of Inventory	6.0	**11.0**	+ 83.3%	—	**—**	—

Condo	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	211	**262**	+ 24.2%	211	**262**	+ 24.2%
Total Sales	55	**54**	- 1.8%	55	**54**	- 1.8%
Days on Market Until Sale	65	**109**	+ 67.7%	65	**109**	+ 67.7%
Median Closed Price*	$435,000	**$427,995**	- 1.6%	$435,000	**$427,995**	- 1.6%
Average Closed Price*	$446,028	**$441,039**	- 1.1%	$446,028	**$441,039**	- 1.1%
Percent of List Price Received*	96.7%	**94.0%**	- 2.8%	96.7%	**94.0%**	- 2.8%
Inventory of Homes for Sale	502	**768**	+ 53.0%	—	**—**	—
Months Supply of Inventory	6.2	**10.9**	+ 75.8%	—	**—**	—

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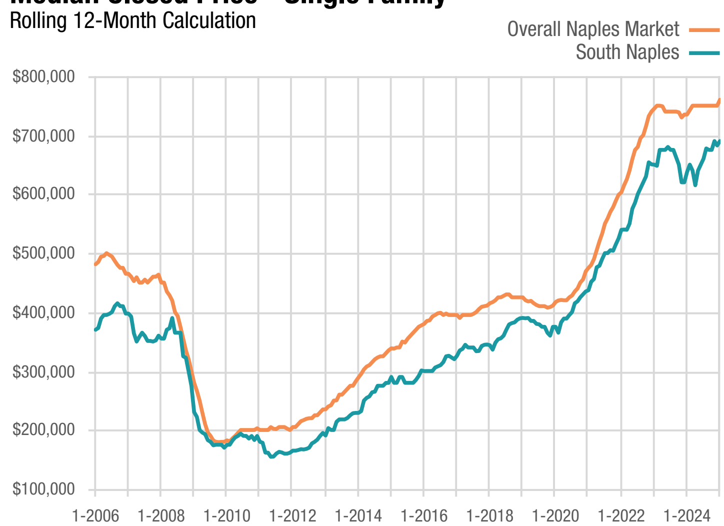
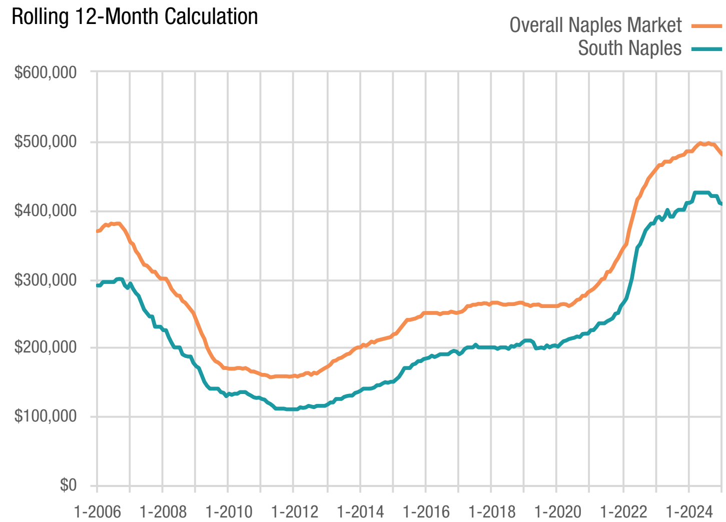
Median Closed Price - Single Family
Rolling 12-Month Calculation



Median Closed Price - Condo
Rolling 12-Month Calculation



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Local Market Update – January 2025

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East Naples

34114, 34117, 34120, 34137

Single Family	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	297	**308**	+ 3.7%	297	**308**	+ 3.7%
Total Sales	102	**99**	- 2.9%	102	**99**	- 2.9%
Days on Market Until Sale	71	**97**	+ 36.6%	71	**97**	+ 36.6%
Median Closed Price*	$644,000	**$730,000**	+ 13.4%	$644,000	**$730,000**	+ 13.4%
Average Closed Price*	$798,639	**$943,219**	+ 18.1%	$798,639	**$943,219**	+ 18.1%
Percent of List Price Received*	96.5%	**95.2%**	- 1.3%	96.5%	**95.2%**	- 1.3%
Inventory of Homes for Sale	799	**1,021**	+ 27.8%	—	**—**	—
Months Supply of Inventory	6.0	**8.0**	+ 33.3%	—	**—**	—

Condo	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	104	**118**	+ 13.5%	104	**118**	+ 13.5%
Total Sales	33	**38**	+ 15.2%	33	**38**	+ 15.2%
Days on Market Until Sale	53	**83**	+ 56.6%	53	**83**	+ 56.6%
Median Closed Price*	$450,535	**$470,000**	+ 4.3%	$450,535	**$470,000**	+ 4.3%
Average Closed Price*	$523,025	**$465,560**	- 11.0%	$523,025	**$465,560**	- 11.0%
Percent of List Price Received*	98.2%	**95.6%**	- 2.6%	98.2%	**95.6%**	- 2.6%
Inventory of Homes for Sale	285	**429**	+ 50.5%	—	**—**	—
Months Supply of Inventory	5.5	**10.1**	+ 83.6%	—	**—**	—

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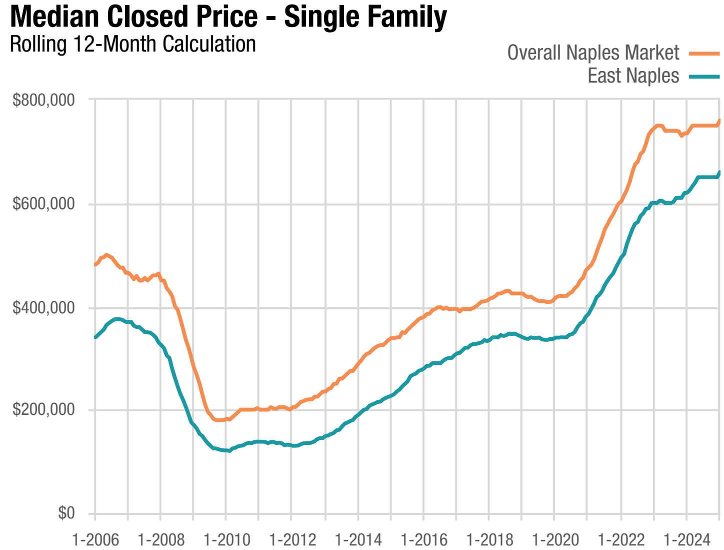
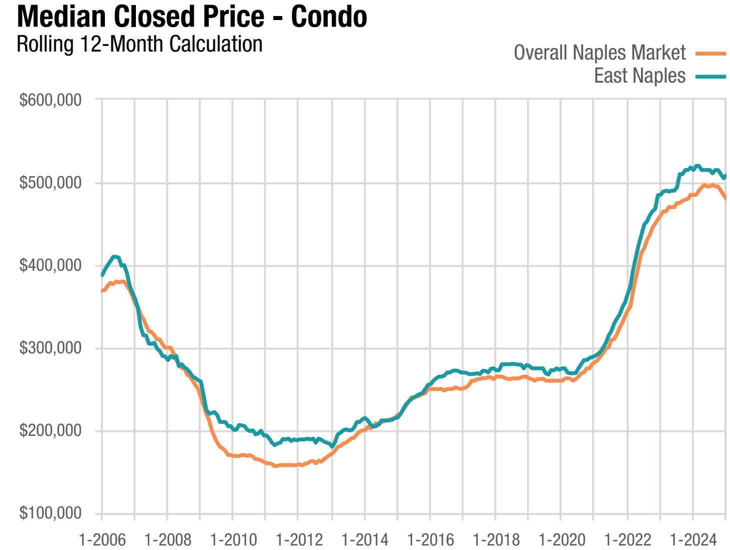
Median Closed Price - Single Family
Rolling 12-Month Calculation



Median Closed Price - Condo
Rolling 12-Month Calculation



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Local Market Update – January 2025
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Immokalee / Ave Maria

Single Family	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	37	**53**	+ 43.2%	37	**53**	+ 43.2%
Total Sales	16	**14**	- 12.5%	16	**14**	- 12.5%
Days on Market Until Sale	76	**68**	- 10.5%	76	**68**	- 10.5%
Median Closed Price*	$452,500	**$427,672**	- 5.5%	$452,500	**$427,672**	- 5.5%
Average Closed Price*	$484,188	**$482,093**	- 0.4%	$484,188	**$482,093**	- 0.4%
Percent of List Price Received*	98.0%	**96.2%**	- 1.8%	98.0%	**96.2%**	- 1.8%
Inventory of Homes for Sale	114	**173**	+ 51.8%	—	**—**	—
Months Supply of Inventory	4.9	**9.1**	+ 85.7%	—	**—**	—

Condo	January			Year to Date		
Key Metrics	**2024**	**2025**	**% Change**	**Thru 1-2024**	**Thru 1-2025**	**% Change**
New Listings	10	**21**	+ 110.0%	10	**21**	+ 110.0%
Total Sales	7	**6**	- 14.3%	7	**6**	- 14.3%
Days on Market Until Sale	44	**114**	+ 159.1%	44	**114**	+ 159.1%
Median Closed Price*	$322,998	**$311,500**	- 3.6%	$322,998	**$311,500**	- 3.6%
Average Closed Price*	$321,356	**$313,000**	- 2.6%	$321,356	**$313,000**	- 2.6%
Percent of List Price Received*	96.8%	**94.0%**	- 2.9%	96.8%	**94.0%**	- 2.9%
Inventory of Homes for Sale	19	**58**	+ 205.3%	—	**—**	—
Months Supply of Inventory	3.4	**10.7**	+ 214.7%	—	**—**	—

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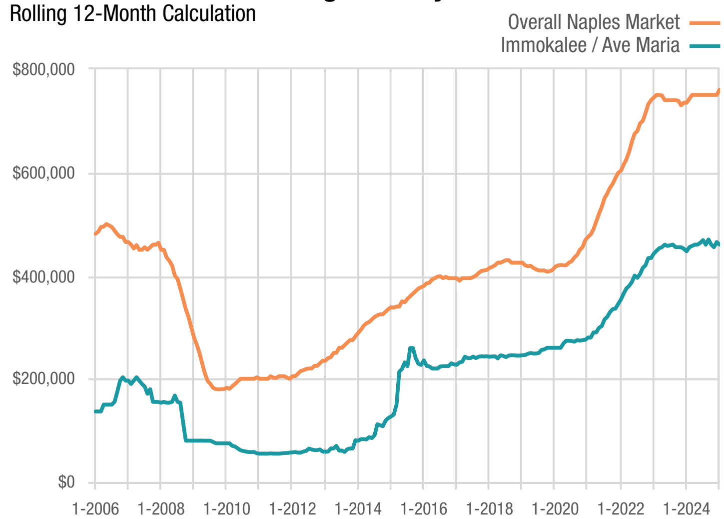
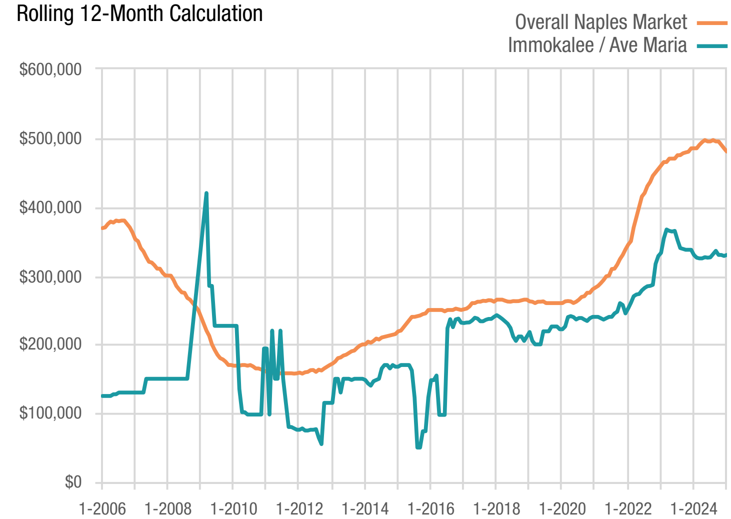
Median Closed Price - Single Family
Rolling 12-Month Calculation



Median Closed Price - Condo
Rolling 12-Month Calculation



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