

Market Update

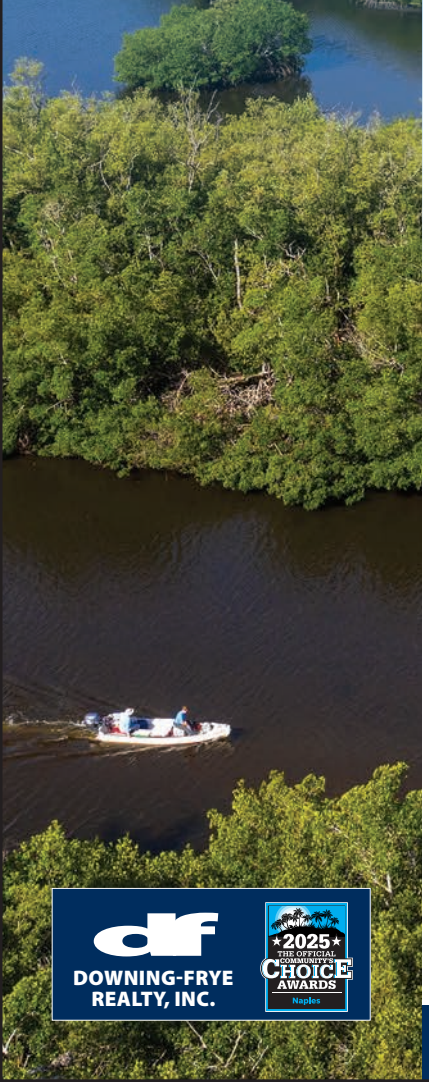
239-261-2244

OFFICES:
8950 Fontana Del Sol Way #100
Naples, FL 34109

3620 Tamiami Trail N. Ste.101
Naples, FL 34103

886 Park Ave. #102
Marco Island, FL 34145

27399 Riverview Center Blvd. #101
Bonita Springs, FL 34134



DOWNING-FRYE REALTY, INC.

2025 THE OFFICIAL COMMUNITY'S CHOICE AWARDS Naples

DOWNING-FRYE: *INCREASED PENDING SALES*

"In August 2024, Downing-Frye agents had 105 pending sales for the month. In August 2025 they had 124 pending sales, which represents an 18% increase in pending sales for the month of August," said Mike Hughes, V. P. and Gen. Mgr. of Downing-Frye Realty, Inc. "When we look at our August 2025 listing inventory, it shows a 22% increase in residential listings and a 27% increase in rental listings compared to August 2024. All in all, we feel that these numbers are encouraging and show that the market was more active in August. The next two months tend to be the 'soft' part of our market as the summer visitors are gone and the winter visitors have not yet arrived. This is a great time for buyers to consider making offers as sellers might be more amenable to negotiate more in the slower months of the year."

NAPLES AREA: DESIRABILITY ENABLES STABILITY

Pending sales in July increased 19.9% to 807 pending sales from 673 pending sales in July 2024. While inventory is up 11.4% to 5,224 properties from 4,691 properties in July 2024, overall inventory has been slowly decreasing since it peaked in March with 7,483 properties. New listings in July decreased 7.2% to 804 new listings from 866 in July 2024. Closed sales, which are connected to pending sales, increased 2% in July to 624 closed sales from 612 closed sales in July 2024. Pending sales of single-family homes have been increasing each month since the beginning of the year; for July, pending sales of single-family homes rose 30.4%. The median closed price of condominiums fell 10.1% in July to $422,500 from $470,000 in July 2024, and for single-family homes the closed median price was $670,000, down 6% from a year ago.

BONITA / ESTERO: JULY ACTIVITY

The Bonita Springs/Estero Realtors® reported July 2025 figures as compared to July 2024. For single-family homes: new listings were up 9.88%, pending sales were up 25.38%, and closed sales were up 10.1%. The median sales price of $570,000 was down 17.60% and the total volume sold was $90M, down 3.2%. For Condominiums: new listings were up 1.55%, pending sales were down 8.33% and closed sales were up 45.76%. The median sales price was down 20.92% to $387,500 and the total volume sold was $46M, up 43.8%. On average, sellers of single-family homes received 94.6% of list price and condo owners received 93.7%.

MARCO ISLAND AREA: INVENTORY UP

The Marco Island Area Assoc. of Realtors® reported July 2025 figures as compared to July 2024: Inventory was up 12%; the number of properties sold was down 8%; the average days on market was down 29%; and the dollar volume sold was $73M, down 14% from the year before. In July, the median sales price for homes was $1.4M, for condos was $641K and for lots was $690K.

FLORIDA: BUYERS HAVE AN ADVANTAGE

In July, closed sales of existing single-family homes statewide were up by close to 3% compared to July of last year, and for 2025 overall so far, they are down by about 2.5% compared to a year ago. Pending sales of single-family homes declined by less than 1%. New listings were down year-over-year for the third consecutive month for single-family homes, this time falling by nearly 3% in July. For the year, they are still up by nearly 3.5%. New listings of condos and townhouses, were down by close to 11% year over year in July, but due to an excess of new listings at the beginning of the year, they are only down about 2% year to date. In July the median price for single-family homes was $410,000 and for condo-townhomes was $295,000.

USA: PENDING HOMES SALES DECREASE

Pending home sales decreased by 0.4% in July from the prior month and rose 0.7% year-over-year. "Even with modest improvements in mortgage rates, housing affordability, and inventory, buyers still remain hesitant," said NAR Chief Economist Lawrence Yun. "The rising mortgage applications for home purchases are an early indicator of more serious buyers in the marketplace, though many have not yet committed to a pending contract. The Federal Reserve signaling that they may enact a lower interest rate policy should steadily enlarge the pool of eligible home buyers in the upcoming months."

Sources: The Bonita Springs-Estero REALTORS®/SWFLMLS, Naples Area Board of REALTORS®, National Assoc. of REALTORS®, Florida REALTORS® Marco Island Area Assoc. of REALTORS®

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