

Market Update

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Bonita Springs, FL 34134



DOWNING-FRYE REALTY, INC.
2024 CHOICE AWARDS Naples WINNER
Voted "Naples Best" for 21 years running!

DOWNING-FRYE: *PENDING SALES UP IN MAY*

"The Downing-Frye Realty, Inc. pending sales were slightly better in May 2025 compared to a year ago," said Mike Hughes, V. P. and Gen. Mgr. of Downing-Frye Realty, Inc. "We had 124 pending sales transactions in May 2025 compared to 115 pending sales transactions in May 2024, representing an 8% increase. The pending sales market below $250,000 was up quite a bit. We had 15 contracts in this low-end price range this May compared to 3 pending sales last May, probably due to more inventory in the low-end price range. The market above $1,000,000 was off slightly for Downing-Frye in May 2025 as we had 25 pending sales contracts in this price range, compared to 31 pending sales contracts last May. All in all, Downing-Frye had a May 2025 pending sales volume of $143 million! May is typically a soft month for pending sales as the majority of the winter visitors are gone and the summer visitors have not arrived yet."

NAPLES AREA: PRICES DROPPING, BUYERS ARE ACTIVE

The Naples Area Board of Realtors® reported these trends in April: Overall, the median closed price of all properties for sale in April decreased 10% to $585,000 from $650,000 in April 2024. The median closed price for single-family homes in April decreased 6.1% to $745,000 from 793,750 in April 2024. The median closed price for condominiums in April decreased 6.7% to $490,000 from $525,000 in April 2024. The average sales price of single-family homes in the Naples Beach Area, where two big transactions occurred, increased 72%. The overall median closed price for all properties in this area increased 35.7%. The overall median closed price of all properties in North Naples decreased 8.3%. The median closed price of all properties in East Naples decreased 13.5%. The total active inventory in April was 7,254 properties, up 33.5% from April 2024. Steady demand as witnessed in pending sales during April (1,004), helped to temper supply, which decreased to 11.2 months of inventory, the lowest in 2025.

BONITA / ESTERO: APRIL ACTIVITY

The Bonita Springs/Estero Realtors® reported April 2025 figures as compared to April 2024: For single-family homes: new listings were up 4.7% and pending sales were down by 12.9%. The median sales price of $710,000 was down 16.0% and the average sales price of $1,001,959 was down 6.1%. Inventory was up 37.6% to 896 single-family homes for 8.2-months supply. For Condominiums: new listings were up 1.0% and pending sales were up by 18.6%. The median sales price was down 14% to $438,750 and the average sales price was $546,725, down 12.2%. Inventory was up 41.2% to 1,083 condos for 12.2-months supply. On average, sellers received 95% of list price for single-family homes and 95.1% for condominiums.

MARCO ISLAND AREA: SALES SLIGHTLY DOWN

The Marco Island Area Assoc. of Realtors® reported April 2025 figures as compared to April 2024: Inventory was down 3%; the number of properties sold was down 2%; the average days on market was up 21%; and the dollar volume sold was $140M, down 20% from the year before. In April, the median sales price for homes was $1.6M and for condos was $625K.

FLORIDA: TRENDS IN APRIL

The median sale price for closed single family home sales was down 4.0% in April compared to a year ago, falling to a little under $413,000. The number of single-family homes that were listed for sale in April was a little under 3.0% higher than a year ago. Closed sales of condos and townhouses fell by nearly 16% year over year, and the number of new listings declined year over year by 2.0%, but inventory continues to rise due to slower sales. The statewide median sale price of condos and townhouses fell 6.0% in April compared to a year ago, down to $315,000.

USA: EXISTING HOMES SALES RECEDE

Existing-home sales slid 0.5% in April to a seasonally adjusted annual rate of 4.00 million, retreating 2.0% from one year ago. The median existing-home sales price rose 1.8% from April 2024 to $414,000. The inventory of unsold existing homes bounced 9.0% from the previous month to 1.45 million at the end of April, or the equivalent of 4.4 months' supply at the current monthly sales pace. "Home sales have been at 75% of normal or pre-pandemic activity for the past three years, even with seven million jobs added to the economy," said NAR Chief Economist Lawrence Yun. "Pent-up housing demand continues to grow, though not realized. Any meaningful decline in mortgage rates will help release this demand."

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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