WHAT DO NAPLES, FL LUXURY BUYERS WANT in 2025?

The landscape of home-buying has shifted, and **certain features and amenities are consistently topping buyers' wish lists.** Understanding these trends can be beneficial, even if you're not planning to sell immediately, as it can inform any future renovations or improvements you might consider.

Currently, we're seeing a *significant demand for updated, move-in ready properties*. Buyers, often juggling busy lives, are prioritizing homes that require minimal immediate work. This means well-maintained properties with updated kitchens and bathrooms are highly desirable. Features like quartz countertops, stainless steel appliances, and modern cabinetry in the kitchen often catch their eye. Similarly, updated bathrooms with stylish fixtures and finishes can make a significant positive impression. Buyers also are very attracted to updated floors. They are preferring either Porcelain or Wood in higher end homes or Luxury Vinyl Plank Floors which is reasonably priced and can often be floated on top of the tile to save on cost.

Open-concept living spaces continue to be a major draw. Buyers appreciate the flow and connectivity between the kitchen, dining, and living areas, as it facilitates both everyday family life and entertaining. Natural light plays a crucial role here, so homes with large windows and good natural illumination are highly sought after.

With the increasing emphasis on work-life balance, *functional home office spaces* have become essential for many buyers. Whether it's a dedicated room or a well-designed nook, having a comfortable and private area for remote work is a significant advantage.

Outdoor spaces are also on the priority list. People that buy in Florida want to be outside, not stuck inside like they were up North. Buyers are looking for well-maintained yards, patios, decks, or even balconies where they can relax, entertain, and enjoy the outdoors.

Storm Protection is a big concern for Buyers. Are the windows updated or are there at least Storm Shutters, electric is preferred. Storm Curtains are attractive, effective and less expensive.

Not as glamorous, but with high concern over prospective Special Assessment costs, you may want to consider a strategy like offering a credit at closing towards potential future Assessments.

While your home undoubtedly has its own unique charm and appeal, understanding these current buyer preferences can provide valuable context. Should you ever find yourself considering a sale in the future, knowing what resonates with today's market will put you in a strong position.