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: *A STRONG MONTH FOR SALES AND LISTINGS*

"What a difference a year makes!" said Mike Hughes, General Manager for Downing-Frye Realty, Inc. "October 2025 was a very strong month for Downing-Frye agents. Let's start with pending sales. Last year the month of October was weighed down by hurricane activity in the Gulf. With a calm October 2025 for weather, Downing Frye's pending sales transactions shot up 73% over last October. Our pending sales volume for October 2025 reached $98 million which is a 45% increase over the pending sales volume for October 2024. In October 2025, Downing-Frye agents turned in 127 closings, which was a 40% increase over last October. Our closed sales volume for October 2025 was just over $88 million dollars. Downing-Frye also saw a nice increase in residential listings for the month. Residential listings increased 15% over the previous month. All in all, October was a very good month for real estate activity. This is nice momentum as we head towards our typically busy winter season!"

NAPLES AREA: SEPTEMBER HOME SALES SURGE

The Naples Area Board of REALTORS® reported September 2025 activity compared to September 2024: total closed sales were up by 10.7% with 602 closings compared to 544 a year ago, total pending sales were up 21.1% (753 pending sales vs. 622) and the overall median closed price was $550,000 for a decrease of 6.3% from a year ago. The single-family median closed price was $715,000, down 1.4%, and the condominium median closed price was $410,000, down 8.9%. Total inventory was up 3% to 4,804 listings from 4,666 a year ago, with single-family home inventory at 2,345 listings (down 0.5%) and condominium inventory at 2,459 listings (up 6.5%). Overall new listings were down by 11.5% to 972 new listings compared to 1,098 new listings in September 2024. The ultra-luxury market (over $5 million) saw its median closed price increase 7.5% over the last 12 months, from $7 million to $7,525,000.

BONITA / ESTERO: SEPTEMBER ACTIVITY

The Bonita Springs-Estero REALTORS® reported a stabilizing trend across Southwest Florida's housing market. Comparing September 2025 to September 2024: new listings dipped slightly from 4,944 to 4,838 (−2.1%), while pending sales improved from 2,962 to 3,393 (+14.6%), and closed sales inched up from 2,536 to 2,588 (+2.1%). Inventory finished at 24,557 homes (+9.1%), with 9.5 months supply (+6.7%). The overall median price reached $365,000. Single-family homes posted a median price of $420,000 (DOM 64) versus $415,000 last September, while condos recorded a median price of $350,000 (DOM 99) versus $365,000. The combination of steady listing activity, longer selling times, and restrained price growth is indicating a more balanced and negotiable market.

MARCO ISLAND AREA: CLOSED SALES UP 139%

The Marco Island Area Assoc. of Realtors® reported September 2025 figures as compared to September 2024: Inventory was down 4%; the number of properties sold was up by 139%; the average days on market was down by 49%; and the dollar volume sold was $129.6M, up 207% from the year before. In September, the median sales price for homes was $1.55M, for condos was $686K and for lots was $700K.

FLORIDA: CLOSED SALES INCREASE

In September, closed sales of Florida single-family homes were up year-over-year for only the third time in 2025, rising by over 13.5% compared to a year ago. Closed sales of condos and townhomes were up year-over-year in September for the first time in 17 months, rising by 8% compared to a year ago. "The downward trend in mortgage rates, combined with expectations among buyers of more rate cuts in the future, had a positive effect on demand for Florida homes," stated Brad O'Connor, Chief Economist at the Florida Association of REALTORS®. New pending sales of Florida single-family homes were up by 7% in September, and condo/townhomes were up by over 6.5% compared to a year ago. The median price for single-family homes was $410,000 (unchanged from a year ago) and for condo/townhomes was $299,000, a 5% decrease from September 2024.

USA: SALES INCREASE IN SEPTEMBER

Existing-home sales increased by 1.5% month-over-month in September. "As anticipated, falling mortgage rates are lifting home sales," said NAR Chief Economist Dr. Lawrence Yun. "Improving housing affordability is also contributing to the increase in sales. Inventory is matching a five-year high, though it remains below pre-COVID levels. Many homeowners are financially comfortable, resulting in very few distressed properties and forced sales. Home prices continue to rise in most parts of the country, further contributing to overall household wealth." The median single-family home price in September was $420,700, up 2.3% from September 2024, and for condos was $360,300, down 0.6%.



DOWNING-FRYE REALTY, INC.
2025 THE OFFICIAL COMMUNITY'S CHOICE AWARDS Naples

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

If your property is currently listed with another broker, this is not a solicitation of that listing.
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