

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
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DOWNING-FRYE: *PENDING SALES INCREASE*

"February was a continuation of the surge in sales we experienced in January," said Mike Hughes, General Manager for Downing-Frye Realty, Inc. "With respect to pending sales contracts, February 2026 had 184 pending sales turned in by Downing-Frye agents. This was a 12% increase in pending sales contracts over the previous February. Downing-Frye's average pending sales price in February 2026 was $1,013,000.00.

The Downing-Frye February closings showed an 18% increase over the January 2026 closings despite having three fewer days in the month of February.

How will March turn out? We are only one business day into the month, but I can share with you that we had 19 sales contracts turned in on the first business day of March!"

NAPLES AREA: BUYERS ACTIVE

The Naples Area Board of REALTORS® (NABOR®) reported January 2026 figures as compared to January 2025: Total closed sales were up by 0.5% and pending sales were up by 40.3%. New listings were down by 17.4%, and total active listings were down by 10.6%. Single-family listings totaled 2,924 and condominium listings totaled 3,404. Single-family closed sales were up by 5.9% and had a median closed sales price of $812,000, down 1.6%. Condominium closed sales were up 8.2% and had a median closed sales price of $450,000, down 3.4% from January 2025. The overall median closed price of condominiums in January decreased 3.4% to $450,000 from $466,000 in January 2025. Interestingly, condominiums over $5 million sold faster than any other home type and price point in January.

BONITA / ESTERO: BUYERS HAVE LEVERAGE

The Bonita Springs-Estero Realtors reported that January 2026 opened with buyer activity building even though closings were essentially flat. Single-family showed a healthier closing count (+4.3%, 1,246 vs. 1,195) alongside a strong jump in pending sales (+31.9%), while pricing was essentially steady to slightly softer (median $470,000, -1.1%) and marketing time edged up (52 days, +6.1%). Condo/townhouse demand accelerated even more as pending sales were up 54.2% and closed sales were up 11.0%, and sales were faster (58 days, -9.4 %), but the segment saw the biggest price adjustment with the median down 11.4% to $361,250. Overall, the data reflects a market where buyers still have leverage and options, but the rapid rise in pendings suggests improving conversion as the season progresses, especially for listings that are priced sharply and show well.

MARCO ISLAND AREA: INVENTORY DOWN

The Marco Island Area Assoc. of Realtors® reported January 2026 figures as compared to January 2025: Inventory was down 10%; the number of properties sold was down by 14%; the average days on market was 115 days, up by 28%; and the dollar volume sold was $64M, down 26% from the year before. In January, the median sales price for homes was $1.6M, for condos was $615K and for lots was $633K.

FLORIDA: POSITIVE TRENDS

As 2025 came to a close, Florida's housing market showed positive momentum, with closed sales of existing single-family homes up year-over-year, inventory (active listings) levels suggesting a return to normal seasonal patterns, and stabilizing statewide median prices. The statewide median sales price for single-family existing homes at year's end was $413,990, down 1.4% from the previous year. The statewide median price for condo-townhouse properties at the end of 2025 was $310,000, down 4.7% at year's end 2024.

USA: PENDING SALES DECREASE

Pending home sales in January decreased by 0.8% from the prior month and 0.4% year-over-year. "Improving affordability conditions have yet to induce more buying activity," said NAR Chief Economist Dr. Lawrence Yun. "With mortgage rates nearing 6%, an additional 5.5 million households that could not qualify for a mortgage one year ago would qualify at today's lower rates. Most newly qualifying households do not act immediately, but based on past experience, about 10% could enter the market—potentially adding roughly 550,000 new homebuyers this year compared with last year."

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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