

Market Update

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

"What kind of year has it been so far for the real estate market in Southwest Florida? For the first five months of 2026, I would say that it has been very good," said Mike Hughes, General Manager for Downing-Frye Realty, Inc. "Downing-Frye Realty, Inc.'s closings are up 15% in 2026 (compared to the first five months of 2025) and our pending sales are up 19%. What makes these numbers more impressive is that we have been faced with rising inflation tied to the Iranian conflict which, in turn, drove up interest rates."

"Buyers should also be aware that inventory of active listings is down quite a bit compared to a year ago. For the first four months of the year, the Naples Area Board of Realtors reported a 21% drop in inventory compared to where we were a year ago. The Bonita Springs market showed a 32.55% drop in inventory for the same period per their Board."

"The bottom line…. We are off to a good start!"

NAPLES AREA: ROBUST PENDING SALES

Overall closed sales increased by 18.1%, while pending sales in April increased 38.2% to 1,388 pending sales from 1,004 pending sales in April 2025. Steady demand for the Naples lifestyle during April resulted in a 7.7% increase in the overall median closed price to $630,000 from $585,000 in April 2025. New listings are down by 14.9% and cannot keep up with demand, resulting in the overall inventory in Naples to decrease by 21% to 5,919 properties from 7,492 properties in April 2025. The median sales price for single-family homes increased 14.1% to $850,000, while the condo median sales price decreased by 8% to $450,000. The area still suffers from some oversupply in historically desirable neighborhoods including Aqualane Shores and Park Shore, but other desirable neighborhoods east of I-75 like the Vineyards have less than a two-month supply of properties for sale.

BONITA / ESTERO: BUYER MOTIVATION

In April 2026, the Bonita Springs-Estero market's pending sales jumped 39% and closed sales rose 20% compared to the previous year. The median sales price was $553,750, a 2% decrease from last April, suggesting a shift in the market toward more balanced valuations. However, supply remains constrained with new listings down 17% and total inventory down 26%. The 20% increase in closed sales is impressive given the 26% reduction in homes for sale, indicating high buyer motivation and a "tighter" market than last year. Single-family homes reached a median price of $620,000, while the townhouse/condo segment remained a more accessible entry point at $366,000. Townhouse/condo inventory stood at 7.2 months of supply, compared to 5.3 months for single-family homes.

MARCO ISLAND AREA: INVENTORY DOWN

The Marco Island Area Assoc. of Realtors® reported April 2026 figures as compared to April 2025: Inventory was down 30% to 557 properties for sale; the number of properties sold was down by 3%; the average days on market was 114 days, and the dollar volume sold was $159M, up 14% from the year before. In April, the median sales price for homes was $1.7M, for condos was $538K and for lots was $820K.

FLORIDA: INVENTORY & PRICES STABILIZING

Compared to a year ago, April ended with almost 14% fewer single family homes on the market. The active inventory of single family homes is only a little over 7% higher than it was in April 2019. The inventory of condos and townhouses for sale was down by 13.5% year over year in April. With inventory continuing to stabilize, there is not much expectation of significant shifts in home prices anytime soon, and the price statistics continue to reflect this. The median price for closed single family home sales in Florida in April was about 1.8% higher than in April of last year, rising to $420,000. That's the same percent increase that was seen in March. In the condo and townhouse category, the median sales price was unchanged from a year ago at $315,000, which is the same as was seen in March.

USA: PENDING SALES INCREASE

Pending home sales in April increased by 1.4% month over month and rose 3.2% year over year. "Buyers are coming out with cautious optimism despite increasing economic uncertainty and a slight rise in mortgage rates," said NAR Chief Economist Dr. Lawrence Yun. "Demand will easily be even higher once mortgage rates retreat to the levels they were at earlier this 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®

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