

Market Update

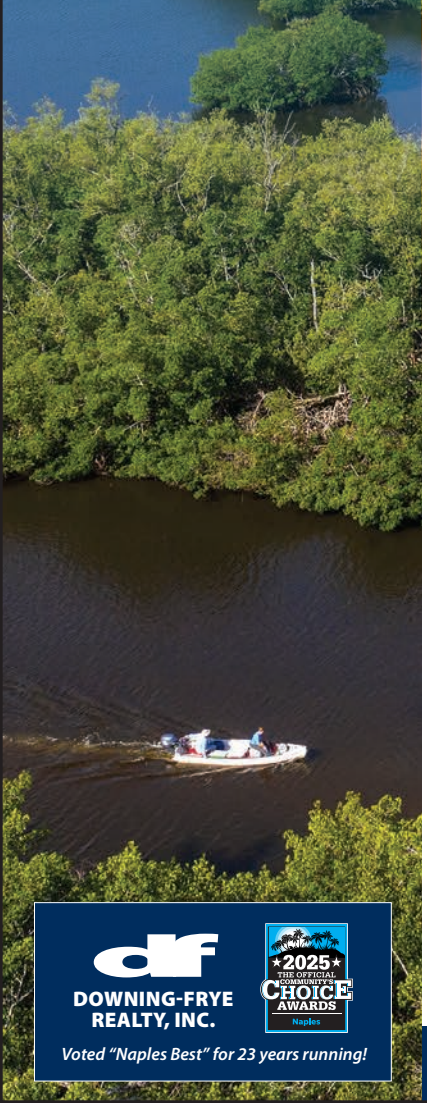
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DOWNING-FRYE REALTY, INC.
2025 THE OFFICIAL COMMUNITY'S CHOICE AWARDS Naples
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DOWNING-FRYE: *STEADY SALES*

"It's an interesting market right now," said Mike Hughes, General Manager of Downing-Frye Realty, Inc. "Our numbers are showing that the total summer sales are about the same as last summer through the first two months (June and July). In 2025, Downing-Frye had 214 pending sales for the first two months of summer. This year we had 211 pending sales for the same period. The difference is that the high end sales are doing better this summer and the low-end sales are running a bit behind. However, our overall sales are about the same so far this summer."

"The reduction in sales below $500,000 might be tied to the rise in interest rates since the beginning of 2026. This rise in rates is tied to inflation and the Iranian conflict. However, it is important to note that the interest rates are still hovering in the '6s'. While a buyer might not like the rates going up a bit, that could be offset somewhat with sellers being more negotiable on price and terms."

NAPLES AREA: STRONG ACTIVITY IN JUNE

The Naples area housing market delivered one of its strongest June performances in five years, with overall closed sales increasing 16.5% to 881 closed sales from 756 closed sales in June 2025 and pending sales increasing 14.9% to 855 pending sales from 744 pending sales in June 2025. Year-to-date closed sales reached 5,229 transactions, a 17.9% increase over the same period in 2025. Pending sales increased 28.5% year to date. Overall inventory decreased 23.4% to 4,741 homes from 6,189 homes in June 2025. This affects the overall months of inventory supply, which decreased 35.1% in June to 6.3 months from 9.7 months in June 2025. The overall median closed price in Naples during June increased 3.8% to $595,000 from $573,450 in June 2025. (The median closed price for single-family homes was $750,00 and for condos was $442,500.) Overall, homes sold for an average of 94.5% of their most recent list price. Condo sales increased 27.7% in June to 424 closed sales from 332 closed sales in June 2025. Pending sales of condominiums increased 10.2% during the month and are up more than 48% year to date. All this activity is putting a strain on condominium inventory, which decreased 23.2% to 2,470 condominiums available from 3,217 condominiums available in June 2025.

BONITA / ESTERO: ROBUST BUYER DEMAND

Based on June 2026 market data, the Bonita Springs-Estero region continued to show robust buyer demand and tight inventory. Pending sales jumped 21% and closed sales (280 units) rose 20% compared to June of last year, despite a decrease in new listings. There were 257 new listings in June, down 8% from June 2025. Overall inventory was down 31% compared to a year ago. The overall median sales price in June was $555,000, and the median days on market was 69 days.

MARCO ISLAND AREA: SALES INCREASE

The Marco Island Area Assoc. of Realtors® reported June 2026 figures as compared to June 2025: Inventory was down 34% to 445 properties for sale; the number of properties sold was up by 11%; the average days on market was 120 days, and the dollar volume sold was $127M, up 8% from the year before. In June, the median sales price for homes was $1.5M, for condos was $640K and for lots was $548K for an overall decrease of 7%.

FLORIDA: PENDING SALES STRONG

Closed sales, pending sales and median prices increased in June. New pending sales of Florida single-family homes increased 4.1% from June 2025, reaching 24,235. Pending inventory rose 5.1% year over year to 32,034. The statewide numbers suggest Florida buyers remained active despite mortgage rates near 6.5% and affordability concerns weighing on the broader U.S. market. Single-family closed sales totaled 26,036, up 9.3% from a year earlier. Condo and townhouse sales reached 8,900, up 14% year over year. The median single-family price increased 4.9% to $432,000, while the condo and townhouse median rose 1.7% to $305,000. Single-family inventory stood at a 4.5-month supply, while condo and townhouse inventory was at an 8.1-month supply.

USA: PENDING SALES DECREASE

Pending home sales in June decreased by 5.4%. "The highest mortgage rates in nearly a year and the record-high national median home price together are contributing to a tepid housing market that is especially difficult for first-time homebuyers," said NAR Chief Economist Dr. Lawrence Yun.

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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