

Naples Area Market Report



January 2025

The numbers don't lie, and that is good news for buyers and sellers navigating the Naples real estate market. According to the January 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), overall closed sales in Naples increased 12 percent in January to 551 closed sales from 492 closed sales in January 2024. And while annual appreciation has quieted down compared to 2021 and 2022, the median closed price in January increased 9.4 percent to \$659,000 from \$602,000 in January 2024. (The median closed price is the point where 50 percent of all homes sold were below the figure and 50 percent sold were above the figure.)

The 22.6 percent increase in new listings during January is a signal that sellers are confident in how well our market is performing. For buyers, this means more choices than they ever had during any month in the last five years.

Overall pending sales decreased 8 percent in January to 933 pending sales compared to 1,010 pending sales in January 2024. Incidentally, there were 892 pending sales in January 2020, when home values were half of what they are today.

January's inventory increased 39.5 percent to 6,808 properties compared to 4,881 properties in January 2024. Despite the median closed price increasing, the January report also showed 2,668 price decreases in January. Lower home prices can be an opportunity for buyers, but sellers may face more competition.

Quick Facts

+ 12.0%	+ 9.4%	+ 39.5%
Change in Total Sales All Properties	Change in Median Closed Price All Properties	Change in Homes for Sale All Properties
+ 26.9%	-7.5%	-7.5%
Price Range with the Strongest Sales	Bedroom Count With Strongest Sales	Property Type With Strongest Sales
\$5,000,001 and Above	3 Bedrooms	Single Family

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This report covers residential real estate activity in Collier County, excluding Marco Island. Percent changes are calculated using rounded figures.

Overall Naples Market

Key metrics by report month and for year-to-date (YTD) starting from the first of the year.



Key Metrics	Historical Sparkbars	1-2024	1-2025	% Change	YTD 2024	YTD 2025	% Change
New Listings		1,822	2,233	+ 22.6%	1,822	2,233	+ 22.6%
Total Sales		492	551	+ 12.0%	492	551	+ 12.0%
Days on Market Until Sale		61	92	+ 50.8%	61	92	+ 50.8%
Median Closed Price		\$602,500	\$659,000	+ 9.4%	\$602,500	\$659,000	+ 9.4%
Average Closed Price		\$1,099,785	\$1,317,472	+ 19.8%	\$1,099,785	\$1,317,472	+ 19.8%
Percent of List Price Received		95.8%	94.8%	- 1.0%	95.8%	94.8%	- 1.0%
Pending Listings		1,010	933	-8.0	1,010	933	- 49.0%
Inventory of Homes for Sale		4,881	6,808	+ 39.5%	—	—	—
Months Supply of Inventory		6.7	10.2	+ 52.2%	—	—	—

Single Family Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Single Family properties only.



Key Metrics	Historical Sparkbars	1-2024	1-2025	% Change	YTD 2024	YTD 2025	% Change
New Listings		870	1,060	+ 21.8%	870	1,060	+ 21.8%
Total Sales		249	301	+ 20.9%	249	301	+ 20.9%
Days on Market Until Sale		66	96	+ 45.5%	66	96	+ 45.5%
Median Closed Price		\$750,000	\$800,000	+ 6.7%	\$750,000	\$800,000	+ 6.7%
Average Closed Price		\$1,427,859	\$1,766,899	+ 23.7%	\$1,427,859	\$1,766,899	+ 23.7%
Percent of List Price Received		95.5%	94.9%	- 0.6%	95.5%	94.9%	- 0.6%
Pending Listings		487	504	+ 3.5%	487	504	+3.5%
Inventory of Homes for Sale		2,470	3,224	+ 30.5%	—	—	—
Months Supply of Inventory		6.7	9.4	+ 40.3%	—	—	—

Condo Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Condo properties only.



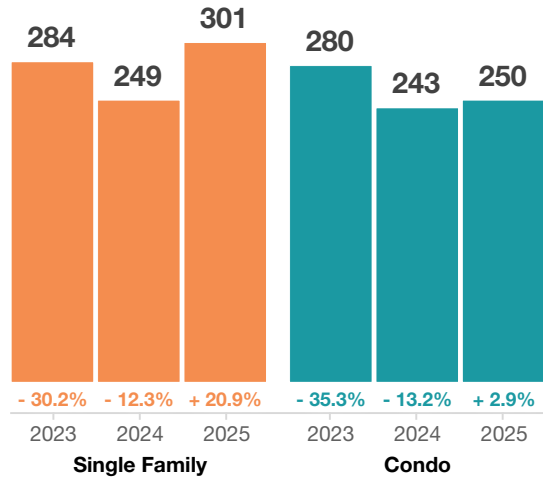
Key Metrics	Historical Sparkbars	1-2024	1-2025	% Change	YTD 2024	YTD 2025	% Change
New Listings		952	1,173	+ 23.2%	952	1,173	+ 23.2%
Total Sales		243	250	+ 2.9%	243	250	+ 2.9%
Days on Market Until Sale		56	87	+ 55.4%	56	87	+ 55.4%
Median Closed Price		\$479,000	\$466,000	- 2.7%	\$479,000	\$466,000	- 2.7%
Average Closed Price		\$763,611	\$776,362	+ 1.7%	\$763,611	\$776,362	+ 1.7%
Percent of List Price Received		96.2%	94.7%	- 1.6%	96.2%	94.7%	- 1.6%
Pending Listings		523	429	-22.1%	523	429	-22.1%
Inventory of Homes for Sale		2,411	3,584	+ 48.7%	—	—	—
Months Supply of Inventory		6.7	11.0	+ 64.2%	—	—	—

Overall Closed Sales

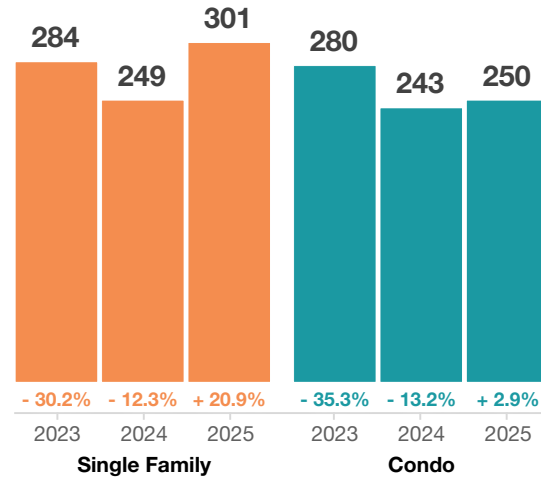
A count of the actual sales that closed in a given month.



January

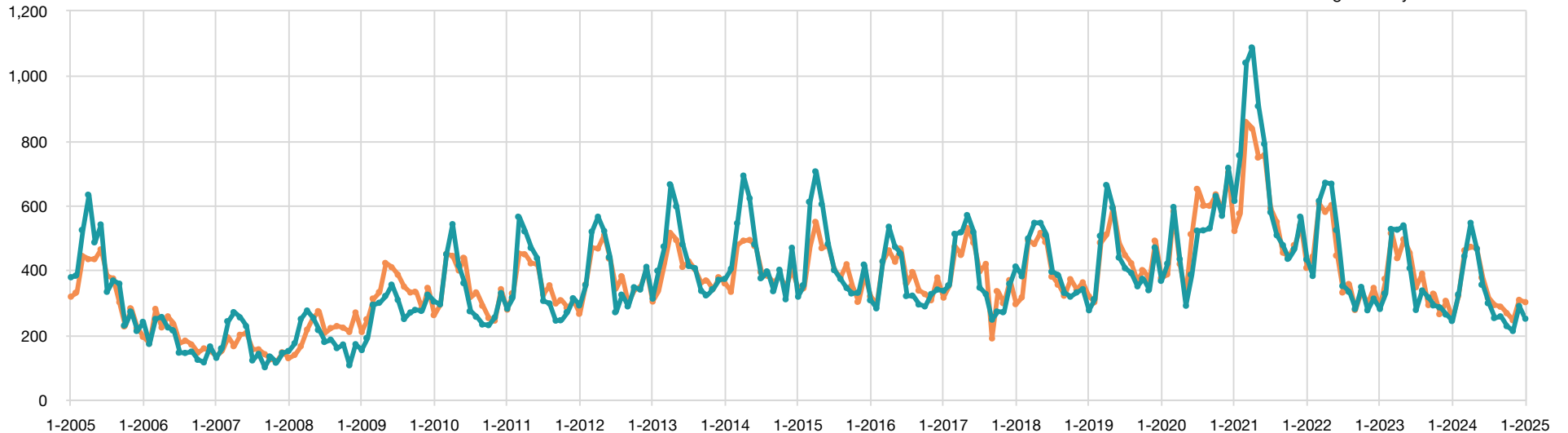


Year to Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	320	- 14.2%	325	- 0.9%
Mar-2024	461	- 10.3%	443	- 15.9%
Apr-2024	472	+ 8.0%	546	+ 4.0%
May-2024	467	- 5.7%	466	- 13.4%
Jun-2024	377	- 16.8%	355	- 12.6%
Jul-2024	314	- 9.5%	298	+ 7.6%
Aug-2024	292	- 24.9%	252	- 25.2%
Sep-2024	287	- 1.7%	257	- 18.7%
Oct-2024	267	- 18.3%	227	- 22.0%
Nov-2024	245	- 7.2%	212	- 25.6%
Dec-2024	308	+ 1.0%	289	+ 9.9%
Jan-2025	301	+ 20.9%	250	+ 2.9%
12-Month Avg	343	- 7.3%	327	- 9.4%

Historical Total Sales by Month

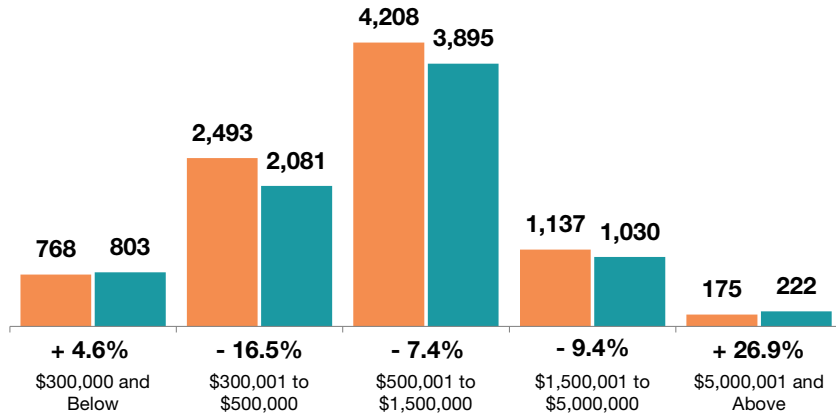


Overall Closed Sales by Price Range

A count of the actual sales that closed in a given month. Based on a rolling 12-month total.

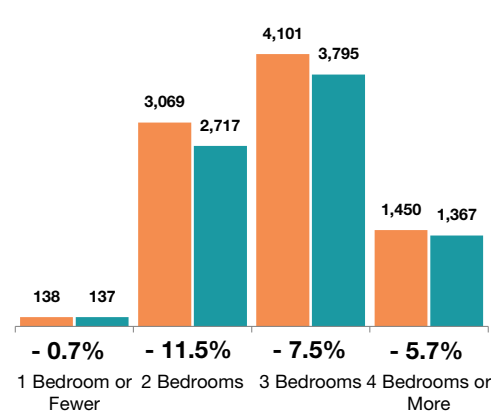
By Price Range

1-2024 1-2025



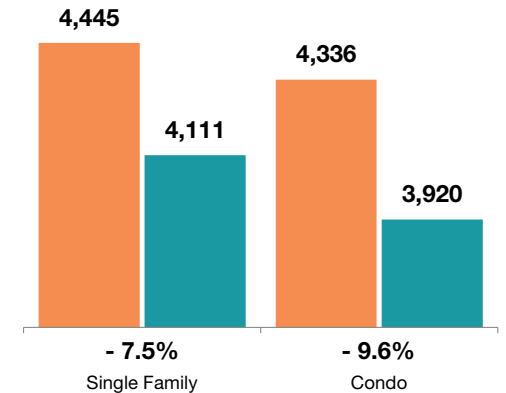
By Bedroom Count

1-2024 1-2025



By Property Type

1-2024 1-2025



All Properties

By Price Range

	1-2024	1-2025	Change
\$300,000 and Below	768	803	+ 4.6%
\$300,001 to \$500,000	2,493	2,081	- 16.5%
\$500,001 to \$1,500,000	4,208	3,895	- 7.4%
\$1,500,001 to \$5,000,000	1,137	1,030	- 9.4%
\$5,000,001 and Above	175	222	+ 26.9%
All Price Ranges	8,781	8,031	- 8.5%

Single Family

	1-2024	1-2025	Change
1 Bedroom or 2 Bedrooms or Fewer	225	180	- 20.0%
3 Bedrooms	753	631	- 16.2%
4 Bedrooms or More	2,601	2,454	- 5.7%
4 Bedrooms or More	721	673	- 6.7%
4 Bedrooms or More	145	173	+ 19.3%
All Single Family	4,445	4,111	- 7.5%

Condo

	1-2024	1-2025	Change
Single Family	543	623	+ 14.7%
Condo	1,740	1,450	- 16.7%
Condo	1,607	1,441	- 10.3%
Condo	416	357	- 14.2%
Condo	30	49	+ 63.3%
All Condo	4,336	3,920	- 9.6%

By Bedroom Count

	1-2024	1-2025	Change
1 Bedroom or Fewer	138	137	- 0.7%
2 Bedrooms	3,069	2,717	- 11.5%
3 Bedrooms	4,101	3,795	- 7.5%
4 Bedrooms or More	1,450	1,367	- 5.7%
All Bedroom Counts	8,781	8,031	- 8.5%

	1-2024	1-2025	Change
1 Bedroom or Fewer	28	32	+ 14.3%
2 Bedrooms	554	478	- 13.7%
3 Bedrooms	2,491	2,308	- 7.3%
4 Bedrooms or More	1,366	1,291	- 5.5%
All Single Family	4,445	4,111	- 7.5%

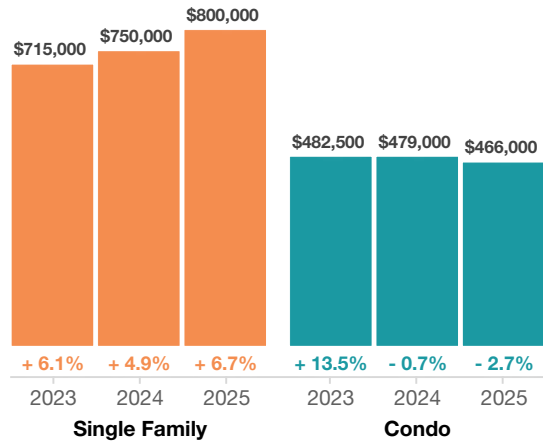
	1-2024	1-2025	Change
Single Family	110	105	- 4.5%
Condo	2,515	2,239	- 11.0%
Condo	1,610	1,487	- 7.6%
Condo	84	76	- 9.5%
All Condo	4,336	3,920	- 9.6%

Overall Median Closed Price

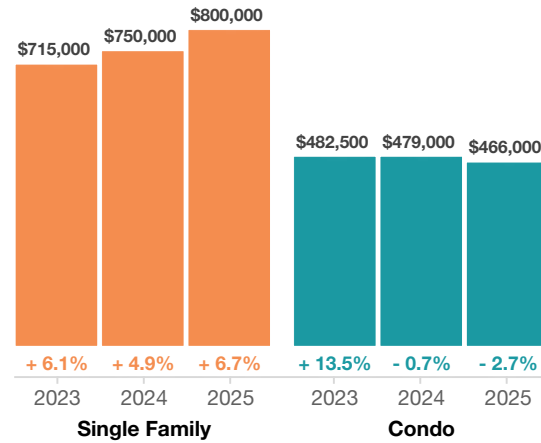
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



January



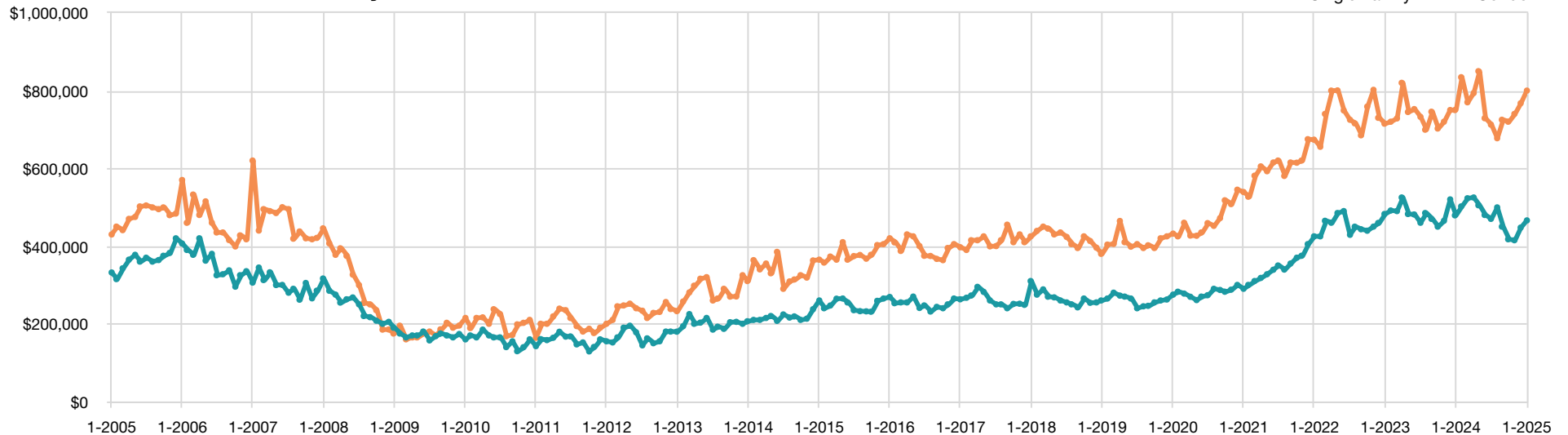
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	\$834,500	+ 15.9%	\$502,000	+ 2.1%
Mar-2024	\$770,000	+ 5.7%	\$523,000	+ 6.7%
Apr-2024	\$793,750	- 3.2%	\$525,000	0.0%
May-2024	\$850,000	+ 14.1%	\$505,000	+ 4.7%
Jun-2024	\$729,000	- 3.1%	\$480,000	- 0.3%
Jul-2024	\$712,500	- 2.7%	\$470,000	+ 2.2%
Aug-2024	\$677,500	- 3.1%	\$499,500	+ 3.0%
Sep-2024	\$725,000	- 2.8%	\$450,000	- 4.3%
Oct-2024	\$720,000	+ 2.5%	\$417,500	- 7.2%
Nov-2024	\$740,000	+ 2.8%	\$415,000	- 10.8%
Dec-2024	\$767,500	+ 2.3%	\$447,500	- 13.9%
Jan-2025	\$800,000	+ 6.7%	\$466,000	- 2.7%
12-Month Avg*	\$760,000	+ 3.4%	\$480,250	- 1.0%

* Median Closed Price for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

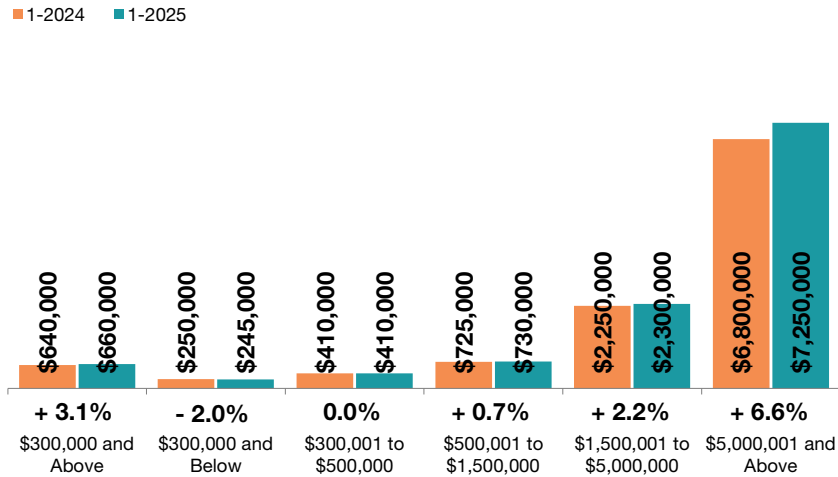
Historical Median Closed Price by Month



Overall Median Closed Price by Price Range

Median price point for all closed sales, not accounting for seller concessions. Based on a rolling 12-month median.

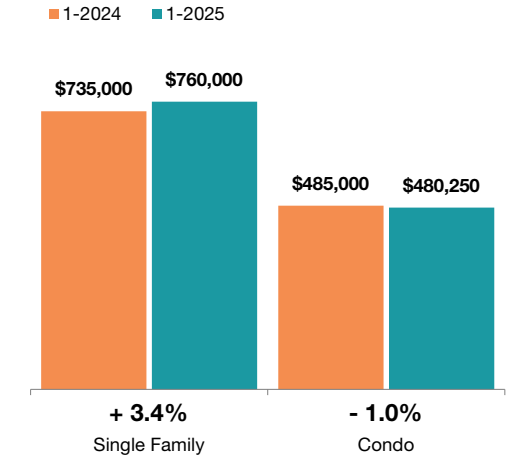
By Price Range



By Bedroom Count



By Property Type



All Properties

By Price Range	1-2024	1-2025	Change
\$300,000 and Above	\$640,000	\$660,000	+ 3.1%
\$300,000 and Below	\$250,000	\$245,000	- 2.0%
\$300,001 to \$500,000	\$410,000	\$410,000	0.0%
\$500,001 to \$1,500,000	\$725,000	\$730,000	+ 0.7%
\$1,500,001 to \$5,000,000	\$2,250,000	\$2,300,000	+ 2.2%
\$5,000,001 and Above	\$6,800,000	\$7,250,000	+ 6.6%
All Price Ranges	\$600,000	\$615,000	+ 2.5%

Single Family

1-2024	1-2025	Change	1-2024	1-2025	Change
\$760,000	\$782,450	+ 3.0%	\$525,000	\$535,000	+ 1.9%
\$200,000	\$190,000	- 5.0%	\$267,300	\$260,000	- 2.7%
\$435,000	\$440,000	+ 1.1%	\$400,000	\$400,000	0.0%
\$750,000	\$750,000	0.0%	\$680,000	\$685,000	+ 0.7%
\$2,250,000	\$2,300,000	+ 2.2%	\$2,232,500	\$2,327,000	+ 4.2%
\$6,750,000	\$7,500,000	+ 11.1%	\$7,175,000	\$6,185,000	- 13.8%
\$735,000	\$760,000	+ 3.4%	\$485,000	\$480,250	- 1.0%

Condo

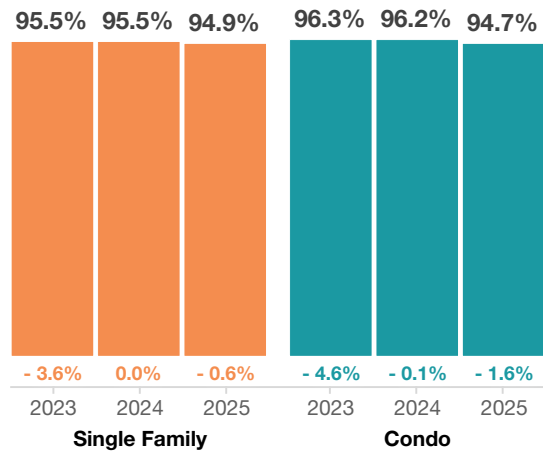
By Bedroom Count	1-2024	1-2025	Change
1 Bedroom or Fewer	\$233,250	\$230,000	- 1.4%
2 Bedrooms	\$430,000	\$436,000	+ 1.4%
3 Bedrooms	\$665,000	\$665,000	0.0%
4 Bedrooms or More	\$1,150,000	\$1,210,000	+ 5.2%
All Bedroom Counts	\$600,000	\$615,000	+ 2.5%

1-2024	1-2025	Change	1-2024	1-2025	Change
\$152,500	\$151,000	- 1.0%	\$247,000	\$252,000	+ 2.0%
\$480,000	\$485,000	+ 1.0%	\$425,000	\$425,000	0.0%
\$699,999	\$695,000	- 0.7%	\$625,000	\$595,000	- 4.8%
\$1,100,000	\$1,200,000	+ 9.1%	\$2,565,000	\$4,067,500	+ 58.6%
\$735,000	\$760,000	+ 3.4%	\$485,000	\$480,250	- 1.0%

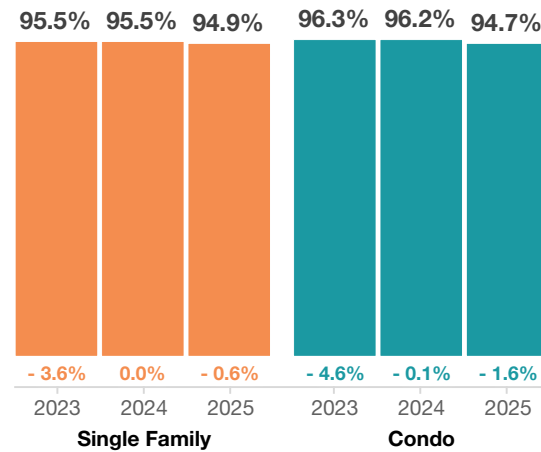
Overall Percent of Current List Price Received

Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold accounting for seller concessions.

January



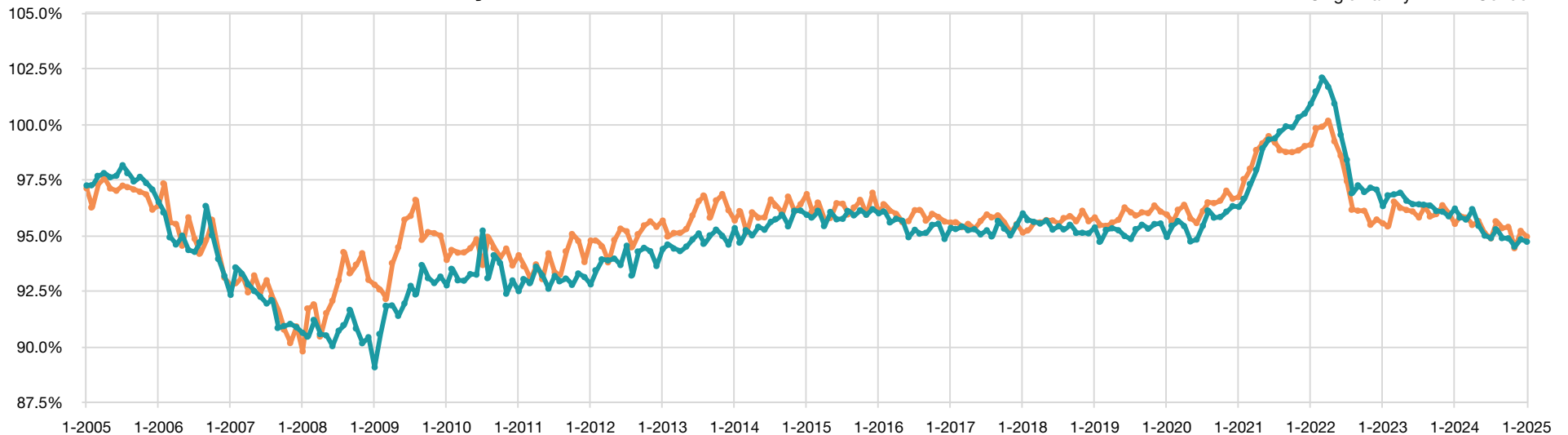
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	95.9%	+ 0.5%	95.8%	- 1.0%
Mar-2024	95.8%	- 0.7%	95.7%	- 1.1%
Apr-2024	95.5%	- 0.7%	96.2%	- 0.7%
May-2024	95.6%	- 0.5%	95.4%	- 1.1%
Jun-2024	95.1%	- 1.0%	95.0%	- 1.5%
Jul-2024	94.8%	- 1.0%	94.9%	- 1.6%
Aug-2024	95.6%	- 0.7%	95.3%	- 1.1%
Sep-2024	95.3%	- 0.5%	94.9%	- 1.5%
Oct-2024	95.4%	- 0.5%	94.8%	- 1.4%
Nov-2024	94.4%	- 2.0%	94.5%	- 1.6%
Dec-2024	95.2%	- 0.8%	94.8%	- 1.0%
Jan-2025	94.9%	- 0.6%	94.7%	- 1.6%
12-Month Avg*	95.3%	- 0.7%	95.3%	- 1.2%

* Pct. of List Price Received for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

Historical Percent of List Price Received by Month



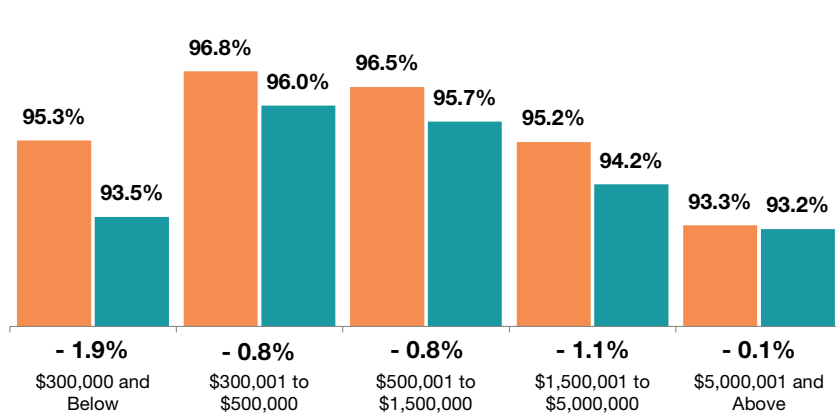
Overall Percent of Current List Price Recieved by Price Range



Percentage found when dividing a property's sales price by its last list price, then taking the average of all properties sold, not accounting for seller concessions. Based on a rolling 12-month average.

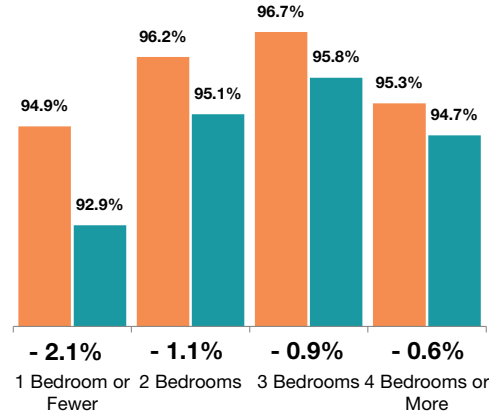
By Price Range

1-2024 1-2025



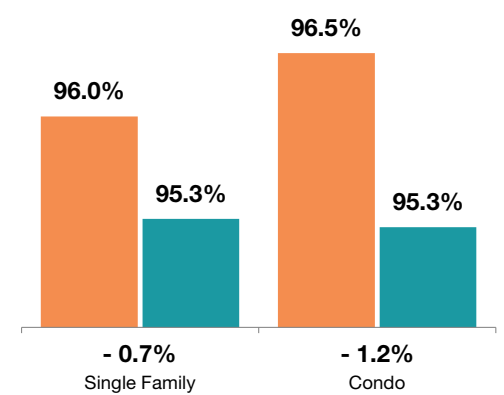
By Bedroom Count

1-2024 1-2025



By Property Type

1-2024 1-2025



All Properties

By Price Range	1-2024	1-2025	Change
\$300,000 and Below	95.3%	93.5%	-1.9%
\$300,001 to \$500,000	96.8%	96.0%	-0.8%
\$500,001 to \$1,500,000	96.5%	95.7%	-0.8%
\$1,500,001 to \$5,000,000	95.2%	94.2%	-1.1%
\$5,000,001 and Above	93.3%	93.2%	-0.1%
All Price Ranges	96.2%	95.3%	-0.9%

Single Family

1-2024	1-2025	Change	1-2024	1-2025	Change
94.6%	92.5%	-2.2%	95.5%	93.8%	-1.8%
97.2%	96.9%	-0.3%	96.7%	95.7%	-1.0%
96.4%	95.7%	-0.7%	96.6%	95.7%	-0.9%
94.7%	94.0%	-0.7%	96.1%	94.7%	-1.5%
92.9%	93.0%	+0.1%	95.1%	94.0%	-1.2%
96.0%	95.3%	-0.7%	96.5%	95.3%	-1.2%

Condo

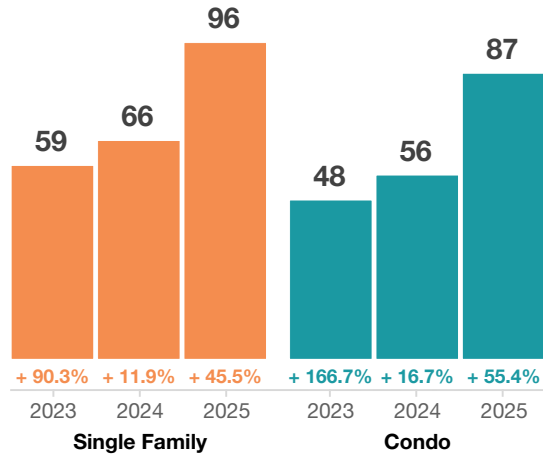
By Bedroom Count	1-2024	1-2025	Change
1 Bedroom or Fewer	94.9%	92.9%	-2.1%
2 Bedrooms	96.2%	95.1%	-1.1%
3 Bedrooms	96.7%	95.8%	-0.9%
4 Bedrooms or More	95.3%	94.7%	-0.6%
All Bedroom Counts	96.2%	95.3%	-0.9%

1-2024	1-2025	Change	1-2024	1-2025	Change
93.0%	90.9%	-2.3%	95.3%	93.6%	-1.8%
95.3%	94.7%	-0.6%	96.4%	95.2%	-1.2%
96.7%	95.9%	-0.8%	96.7%	95.6%	-1.1%
95.2%	94.6%	-0.6%	96.1%	95.2%	-0.9%
96.0%	95.3%	-0.7%	96.5%	95.3%	-1.2%

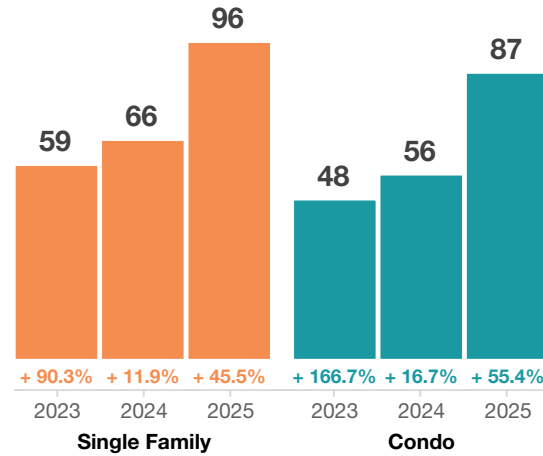
Overall Days On Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

January



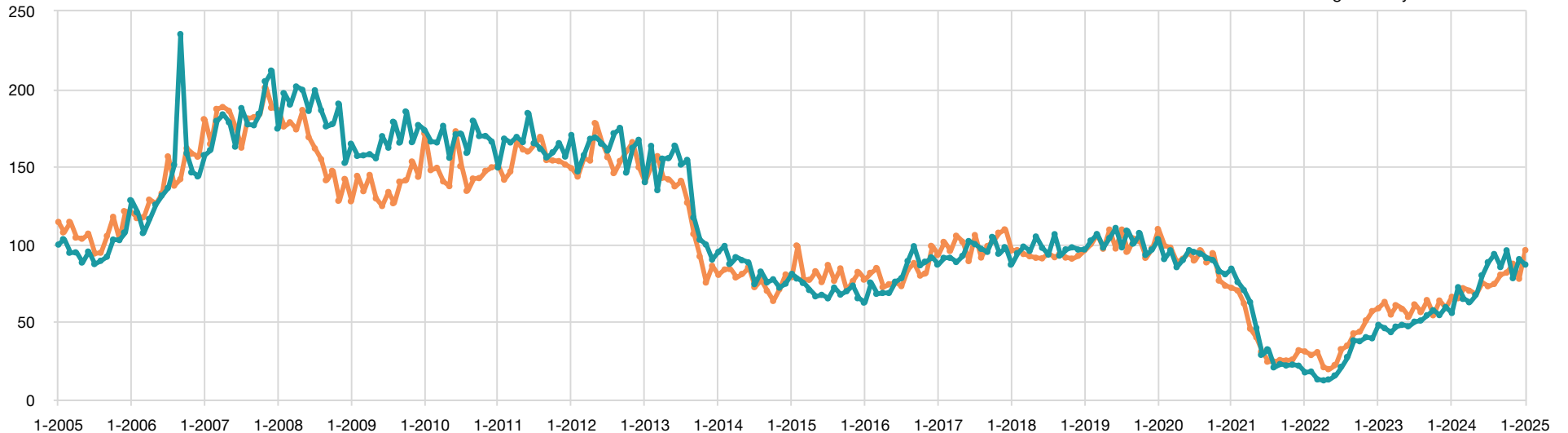
Year to Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	65	+ 3.2%	72	+ 56.5%
Mar-2024	72	+ 30.9%	65	+ 51.2%
Apr-2024	70	+ 14.8%	63	+ 34.0%
May-2024	68	+ 17.2%	67	+ 39.6%
Jun-2024	75	+ 41.5%	80	+ 70.2%
Jul-2024	73	+ 19.7%	88	+ 76.0%
Aug-2024	74	+ 32.1%	94	+ 84.3%
Sep-2024	80	+ 25.0%	85	+ 57.4%
Oct-2024	82	+ 51.9%	96	+ 68.4%
Nov-2024	87	+ 35.9%	78	+ 44.4%
Dec-2024	78	+ 32.2%	90	+ 52.5%
Jan-2025	96	+ 45.5%	87	+ 55.4%
12-Month Avg*	76	+ 28.3%	78	+ 55.0%

* Days on Market for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

Historical Days on Market Until Sale by Month

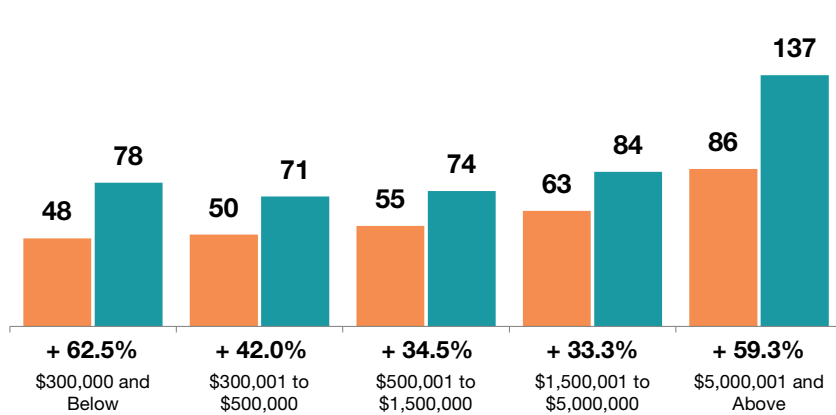


Overall Days On Market Until Sale by Price

Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.

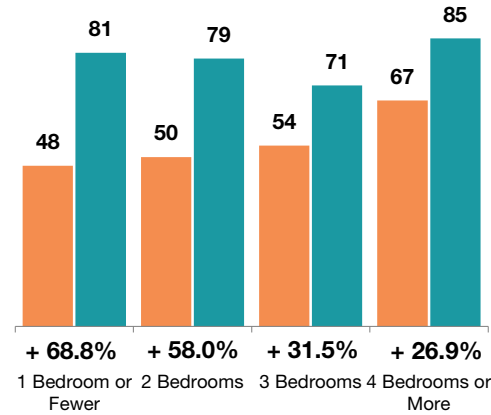
By Price Range

1-2024 1-2025



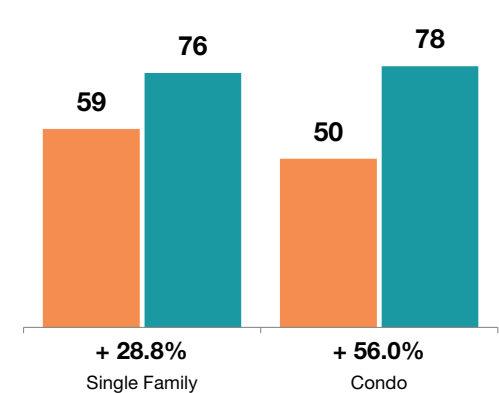
By Bedroom Count

1-2024 1-2025



By Property Type

1-2024 1-2025



All Properties

By Price Range	1-2024	1-2025	Change
\$300,000 and Below	48	78	+ 62.5%
\$300,001 to \$500,000	50	71	+ 42.0%
\$500,001 to \$1,500,000	55	74	+ 34.5%
\$1,500,001 to \$5,000,000	63	84	+ 33.3%
\$5,000,001 and Above	86	137	+ 59.3%
All Price Ranges	55	77	+ 40.0%

Single Family

1-2024	1-2025	Change	1-2024	1-2025	Change
52	76	+ 46.2%	46	79	+ 71.7%
52	62	+ 19.2%	49	75	+ 53.1%
59	74	+ 25.4%	49	74	+ 51.0%
63	80	+ 27.0%	62	93	+ 50.0%
90	133	+ 47.8%	66	152	+ 130.3%
59	76	+ 28.8%	50	78	+ 56.0%

Condo

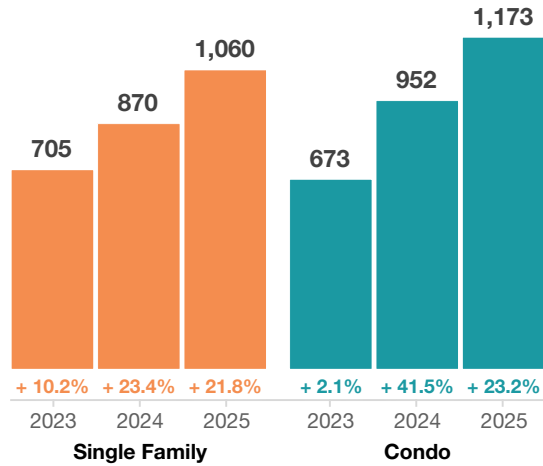
By Bedroom Count	1-2024	1-2025	Change
1 Bedroom or Fewer	48	81	+ 68.8%
2 Bedrooms	50	79	+ 58.0%
3 Bedrooms	54	71	+ 31.5%
4 Bedrooms or More	67	85	+ 26.9%
All Bedroom Counts	55	77	+ 40.0%

1-2024	1-2025	Change	1-2024	1-2025	Change
52	81	+ 55.8%	46	81	+ 74.4%
52	79	+ 51.9%	50	79	+ 59.6%
56	70	+ 25.0%	50	74	+ 46.6%
68	84	+ 23.5%	57	103	+ 81.8%
59	76	+ 28.8%	50	78	+ 56.0%

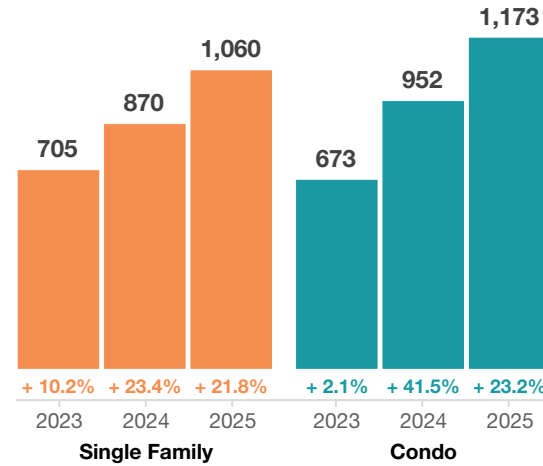
Overall New Listings by Month

A count of the properties that have been newly listed on the market in a given month.

January

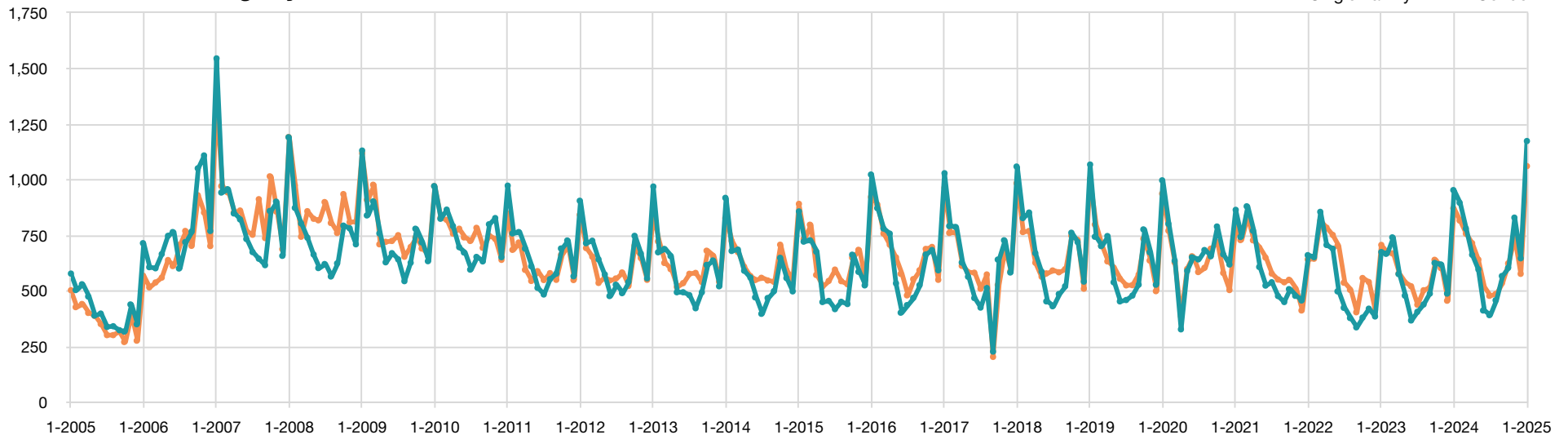


Year to Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	815	+ 21.5%	895	+ 34.6%
Mar-2024	756	+ 13.3%	779	+ 5.4%
Apr-2024	713	+ 23.8%	661	+ 15.2%
May-2024	639	+ 19.2%	595	+ 24.7%
Jun-2024	516	- 0.6%	410	+ 12.3%
Jul-2024	476	+ 9.2%	389	- 3.7%
Aug-2024	484	- 3.4%	456	+ 4.3%
Sep-2024	533	+ 3.9%	565	+ 16.3%
Oct-2024	622	- 2.5%	602	- 3.5%
Nov-2024	738	+ 22.8%	828	+ 34.2%
Dec-2024	575	+ 26.7%	645	+ 32.7%
Jan-2025	1,060	+ 21.8%	1,173	+ 23.2%
12-Month Avg	661	+ 13.6%	667	+ 17.2%

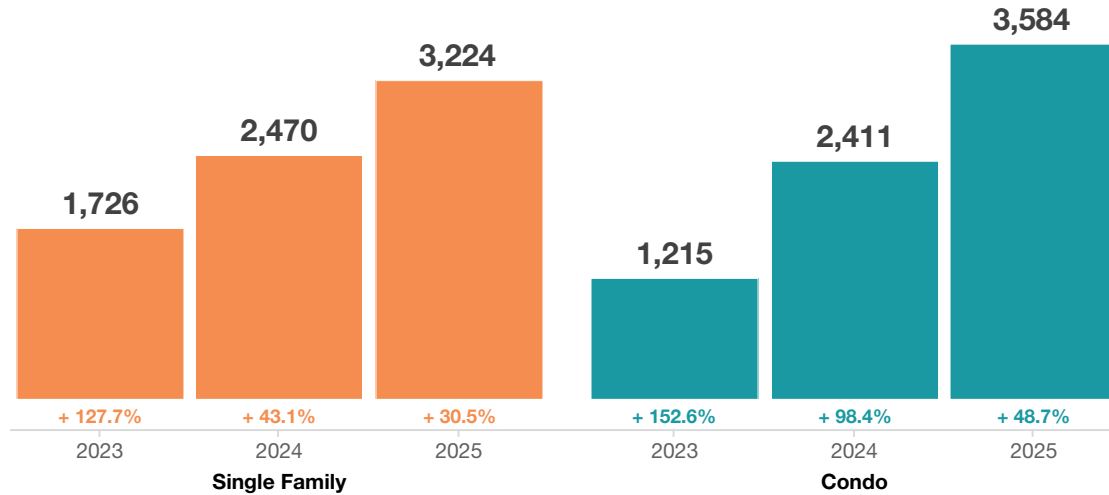
Historical New Listings by Month



Overall Inventory of Homes for Sale

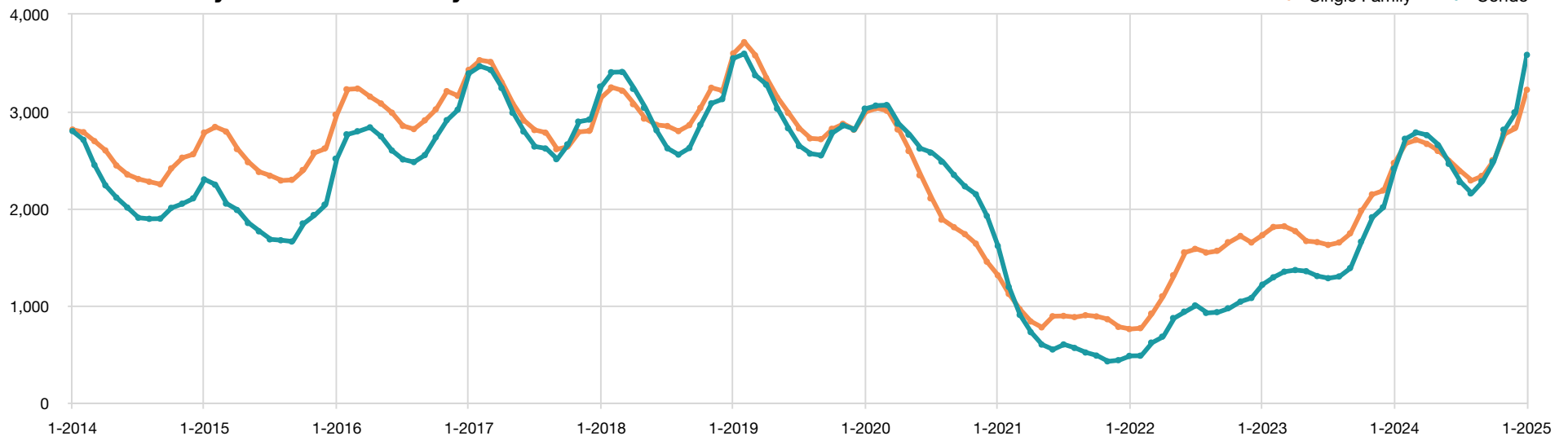
The number of properties available for sale in active status at the end of a given month.

January



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	2,669	+ 47.5%	2,719	+ 110.6%
Mar-2024	2,708	+ 49.0%	2,784	+ 106.4%
Apr-2024	2,666	+ 50.9%	2,756	+ 101.8%
May-2024	2,594	+ 55.8%	2,655	+ 96.1%
Jun-2024	2,491	+ 50.6%	2,461	+ 88.7%
Jul-2024	2,385	+ 46.8%	2,273	+ 77.3%
Aug-2024	2,290	+ 38.8%	2,156	+ 65.8%
Sep-2024	2,336	+ 33.9%	2,281	+ 64.6%
Oct-2024	2,498	+ 26.4%	2,482	+ 49.7%
Nov-2024	2,769	+ 29.0%	2,813	+ 47.3%
Dec-2024	2,828	+ 29.4%	2,991	+ 48.6%
Jan-2025	3,224	+ 30.5%	3,584	+ 48.7%
12-Month Avg	2,622	+ 39.8%	2,663	+ 71.6%

Historical Inventory of Homes for Sale by Month

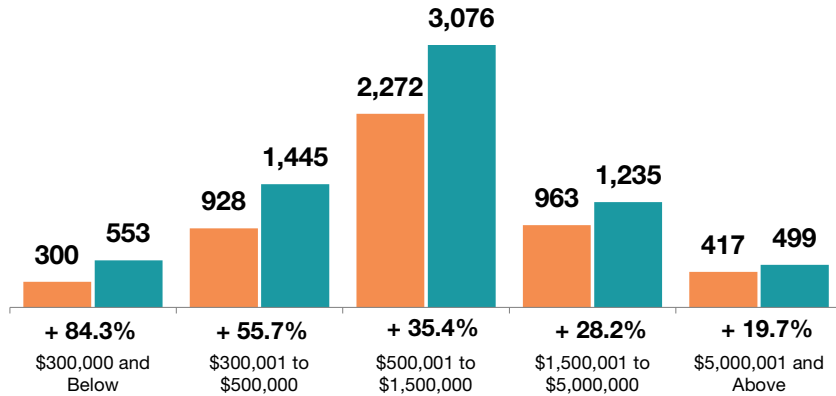


Overall Inventory of Homes for Sale

The number of properties available for sale in active status at the end of the most recent month. **Based on one month of activity.**

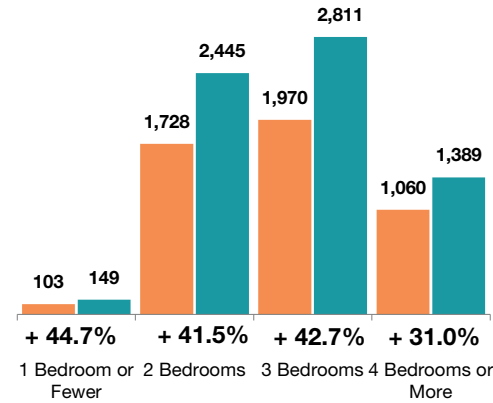
By Price Range

1-2024 1-2025



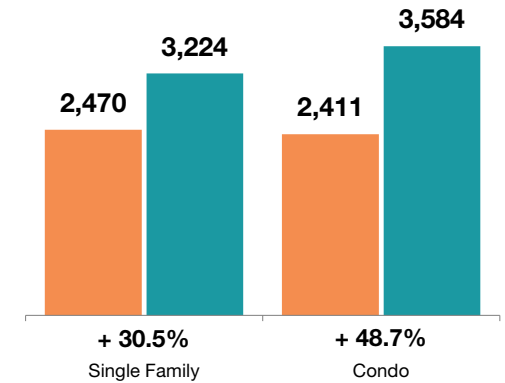
By Bedroom Count

1-2024 1-2025



By Property Type

1-2024 1-2025



All Properties

By Price Range	1-2024	1-2025	Change
\$300,000 and Below	300	553	+ 84.3%
\$300,001 to \$500,000	928	1,445	+ 55.7%
\$500,001 to \$1,500,000	2,272	3,076	+ 35.4%
\$1,500,001 to \$5,000,000	963	1,235	+ 28.2%
\$5,000,001 and Above	417	499	+ 19.7%
All Price Ranges	4,881	6,808	+ 39.5%

Single Family

1-2024	1-2025	Change	1-2024	1-2025	Change
105	130	+ 23.8%	195	423	+ 116.9%
152	226	+ 48.7%	776	1219	+ 57.1%
1,267	1,732	+ 36.7%	1005	1344	+ 33.7%
600	722	+ 20.3%	363	513	+ 41.3%
345	414	+ 20.0%	72	85	+ 18.1%
2,470	3,224	+ 30.5%	2,411	3,584	+ 48.7%

Condo

By Bedroom Count	1-2024	1-2025	Change
1 Bedroom or Fewer	103	149	+ 44.7%
2 Bedrooms	1,728	2,445	+ 41.5%
3 Bedrooms	1,970	2,811	+ 42.7%
4 Bedrooms or More	1,060	1,389	+ 31.0%
All Bedroom Counts	4,881	6,808	+ 39.5%

1-2024	1-2025	Change	1-2024	1-2025	Change
20	36	+ 80.0%	83	113	+ 36.1%
288	344	+ 19.4%	1,440	2,101	+ 45.9%
1,161	1,548	+ 33.3%	809	1,263	+ 56.1%
993	1,294	+ 30.3%	67	95	+ 41.8%
2,470	3,224	+ 30.5%	2,411	3,584	+ 48.7%

Overall Listing and Sales Summary Report

January 2025

	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Jan-25	Jan-24	% Change	Jan-25	Jan-24	% Change	Jan-25	Jan-24	% Change	Jan-25	Jan-24	% Change
Overall Naples Market**	\$659,000	\$602,500	+9.4%	551	492	+12.0%	6,808	4,881	+39.5%	92	61	+50.8%
Collier County	\$693,750	\$640,000	+8.4%	618	560	+10.4%	7,615	5,524	+37.9%	93	65	+43.1%
Ave Maria	\$450,172	\$425,000	+5.9%	14	17	-17.6%	205	118	+73.7%	97	68	+42.6%
Central Naples	\$479,000	\$455,000	+5.3%	75	53	+41.5%	799	532	+50.2%	78	47	+66.0%
East Naples	\$625,000	\$609,000	+2.6%	137	135	+1.5%	1,450	1,084	+33.8%	93	67	+38.8%
Everglades City	--	--	--	0	0	--	8	11	-27.3%	--	--	--
Immokalee	\$355,950	\$332,950	+6.9%	6	6	0.0%	26	15	+73.3%	46	61	-24.6%
Immokalee / Ave Maria	\$402,283	\$350,900	+14.6%	20	23	-13.0%	231	133	+73.7%	82	66	+24.2%
Naples	\$675,000	\$628,500	+7.4%	531	468	+13.5%	6,572	4,748	+38.4%	92	61	+50.8%
Naples Beach	\$1,435,000	\$1,339,500	+7.1%	107	76	+40.8%	1,772	1,364	+29.9%	104	80	+30.0%
North Naples	\$728,000	\$699,000	+4.1%	129	123	+4.9%	1,350	979	+37.9%	86	50	+72.0%
South Naples	\$480,000	\$475,750	+0.9%	83	82	+1.2%	1,206	789	+52.9%	99	59	+67.8%
34102	\$2,600,000	\$1,912,500	+35.9%	24	20	+20.0%	613	452	+35.6%	84	65	+29.2%
34103	\$816,500	\$1,200,000	-32.0%	28	35	-20.0%	516	388	+33.0%	84	80	+5.0%
34104	\$417,500	\$392,500	+6.4%	44	22	+100.0%	370	219	+68.9%	83	51	+62.7%
34105	\$675,000	\$700,000	-3.6%	21	19	+10.5%	329	216	+52.3%	79	57	+38.6%
34108	\$1,595,000	\$1,280,000	+24.6%	55	21	+161.9%	643	524	+22.7%	124	93	+33.3%
34109	\$664,875	\$750,000	-11.4%	37	33	+12.1%	315	205	+53.7%	104	42	+147.6%
34110	\$682,500	\$695,000	-1.8%	42	37	+13.5%	528	413	+27.8%	96	53	+81.1%
34112	\$416,500	\$386,000	+7.9%	47	47	0.0%	645	432	+49.3%	104	65	+60.0%
34113	\$600,000	\$615,000	-2.4%	36	35	+2.9%	561	357	+57.1%	92	49	+87.8%
34114	\$559,498	\$630,000	-11.2%	56	63	-11.1%	690	495	+39.4%	91	64	+42.2%
34116	\$595,000	\$487,450	+22.1%	10	12	-16.7%	100	97	+3.1%	51	25	+104.0%
34117	\$663,450	\$525,000	+26.4%	18	13	+38.5%	141	120	+17.5%	71	58	+22.4%
34119	\$832,500	\$670,000	+24.3%	50	53	-5.7%	507	361	+40.4%	64	53	+20.8%
34120	\$675,000	\$615,000	+9.8%	63	58	+8.6%	617	468	+31.8%	102	73	+39.7%
34137	--	\$230,000	--	0	1	-100.0%	2	1	+100.0%	--	15	--
34142	\$402,283	\$350,900	+14.6%	20	23	-13.0%	231	133	+73.7%	82	66	+24.2%

* Overall Naples Market is defined as Collier County, excluding Marco Island.

Naples Beach

34102, 34103, 34108

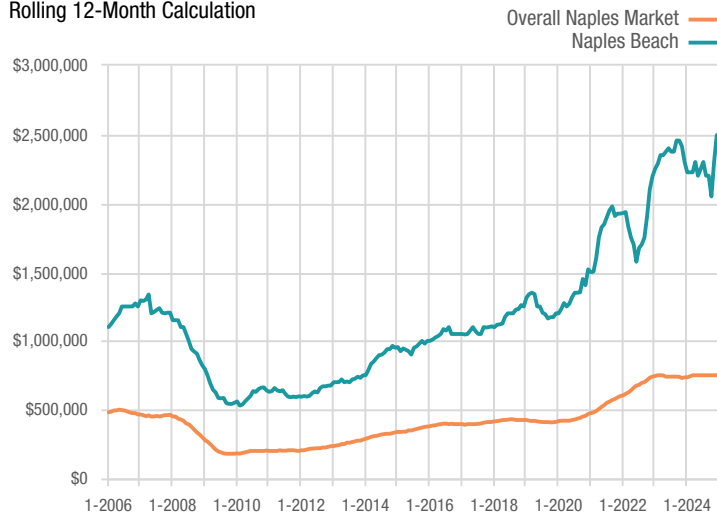
Single Family	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	141	207	+ 46.8%	141	207	+ 46.8%
Total Sales	25	50	+ 100.0%	25	50	+ 100.0%
Days on Market Until Sale	115	121	+ 5.2%	115	121	+ 5.2%
Median Closed Price*	\$2,250,000	\$2,525,000	+ 12.2%	\$2,250,000	\$2,525,000	+ 12.2%
Average Closed Price*	\$4,494,280	\$5,012,392	+ 11.5%	\$4,494,280	\$5,012,392	+ 11.5%
Percent of List Price Received*	90.3%	93.4%	+ 3.4%	90.3%	93.4%	+ 3.4%
Inventory of Homes for Sale	580	713	+ 22.9%	—	—	—
Months Supply of Inventory	15.3	19.5	+ 27.5%	—	—	—

Condo	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	251	348	+ 38.6%	251	348	+ 38.6%
Total Sales	51	57	+ 11.8%	51	57	+ 11.8%
Days on Market Until Sale	62	90	+ 45.2%	62	90	+ 45.2%
Median Closed Price*	\$1,200,000	\$1,100,000	- 8.3%	\$1,200,000	\$1,100,000	- 8.3%
Average Closed Price*	\$1,581,131	\$1,700,777	+ 7.6%	\$1,581,131	\$1,700,777	+ 7.6%
Percent of List Price Received*	93.9%	93.8%	- 0.1%	93.9%	93.8%	- 0.1%
Inventory of Homes for Sale	784	1,059	+ 35.1%	—	—	—
Months Supply of Inventory	10.1	14.7	+ 45.5%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

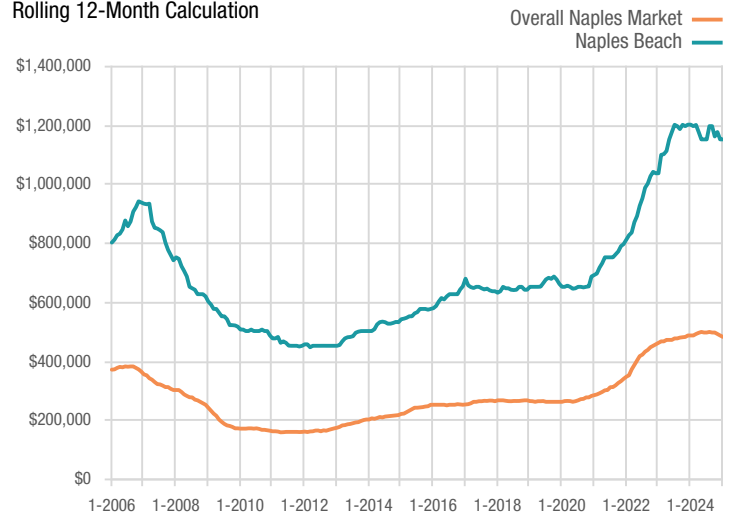
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Local Market Update – January 2025

A Research Tool Provided by Naples Area Board of REALTORS®



North Naples

34109, 34110, 34119

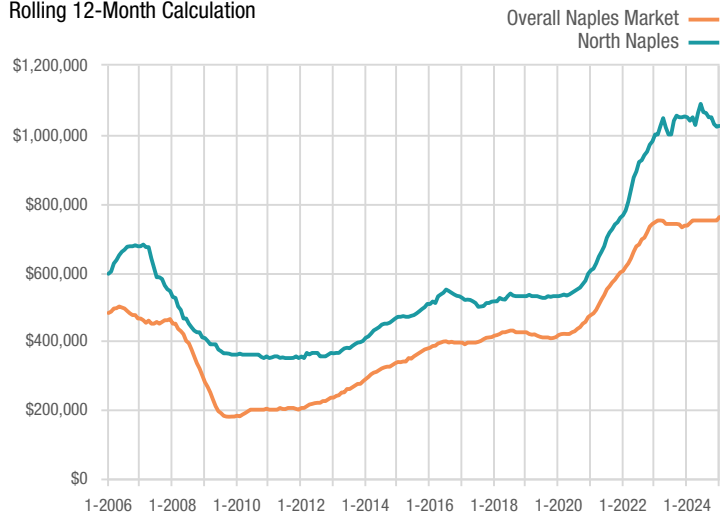
Single Family	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	198	209	+ 5.6%	198	209	+ 5.6%
Total Sales	55	68	+ 23.6%	55	68	+ 23.6%
Days on Market Until Sale	51	88	+ 72.5%	51	88	+ 72.5%
Median Closed Price*	\$990,000	\$1,018,500	+ 2.9%	\$990,000	\$1,018,500	+ 2.9%
Average Closed Price*	\$1,325,171	\$1,514,685	+ 14.3%	\$1,325,171	\$1,514,685	+ 14.3%
Percent of List Price Received*	95.8%	95.1%	- 0.7%	95.8%	95.1%	- 0.7%
Inventory of Homes for Sale	452	565	+ 25.0%	—	—	—
Months Supply of Inventory	5.5	7.5	+ 36.4%	—	—	—

Condo	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	231	266	+ 15.2%	231	266	+ 15.2%
Total Sales	68	61	- 10.3%	68	61	- 10.3%
Days on Market Until Sale	49	83	+ 69.4%	49	83	+ 69.4%
Median Closed Price*	\$508,500	\$466,000	- 8.4%	\$508,500	\$466,000	- 8.4%
Average Closed Price*	\$694,280	\$689,020	- 0.8%	\$694,280	\$689,020	- 0.8%
Percent of List Price Received*	96.3%	95.9%	- 0.4%	96.3%	95.9%	- 0.4%
Inventory of Homes for Sale	527	785	+ 49.0%	—	—	—
Months Supply of Inventory	5.6	8.8	+ 57.1%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

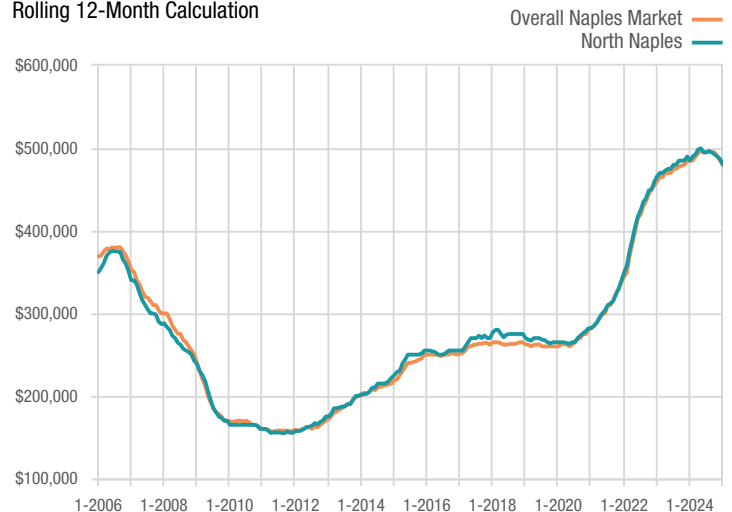
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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Central Naples

34104, 34105, 34116

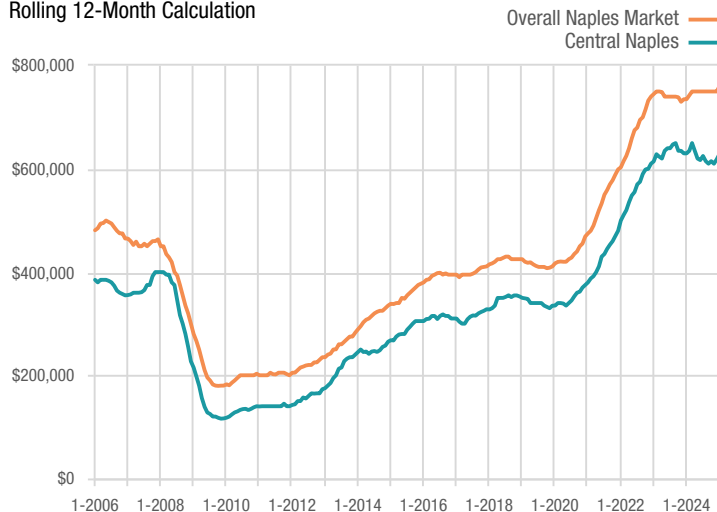
Single Family	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	96	116	+ 20.8%	96	116	+ 20.8%
Total Sales	24	41	+ 70.8%	24	41	+ 70.8%
Days on Market Until Sale	45	97	+ 115.6%	45	97	+ 115.6%
Median Closed Price*	\$592,500	\$645,000	+ 8.9%	\$592,500	\$645,000	+ 8.9%
Average Closed Price*	\$2,072,038	\$1,129,778	- 45.5%	\$2,072,038	\$1,129,778	- 45.5%
Percent of List Price Received*	95.3%	95.7%	+ 0.4%	95.3%	95.7%	+ 0.4%
Inventory of Homes for Sale	238	314	+ 31.9%	—	—	—
Months Supply of Inventory	5.2	7.2	+ 38.5%	—	—	—

Condo	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	145	158	+ 9.0%	145	158	+ 9.0%
Total Sales	29	34	+ 17.2%	29	34	+ 17.2%
Days on Market Until Sale	49	54	+ 10.2%	49	54	+ 10.2%
Median Closed Price*	\$360,000	\$311,250	- 13.5%	\$360,000	\$311,250	- 13.5%
Average Closed Price*	\$471,303	\$345,016	- 26.8%	\$471,303	\$345,016	- 26.8%
Percent of List Price Received*	96.5%	94.3%	- 2.3%	96.5%	94.3%	- 2.3%
Inventory of Homes for Sale	294	485	+ 65.0%	—	—	—
Months Supply of Inventory	5.8	10.2	+ 75.9%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

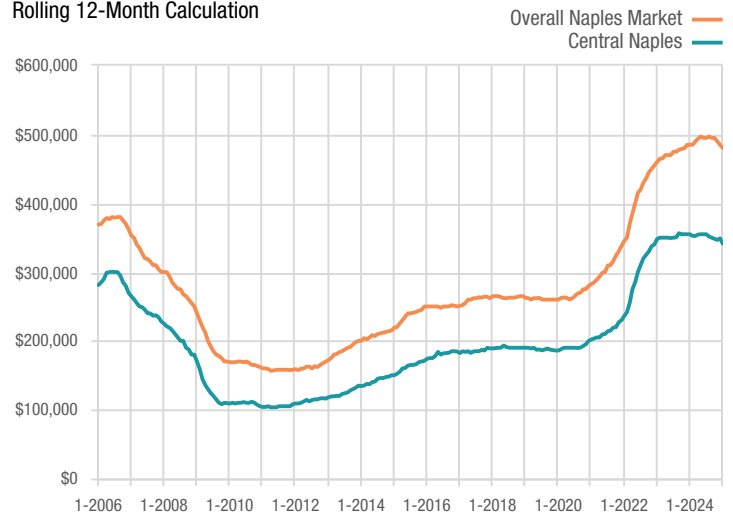
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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South Naples

34112, 34113

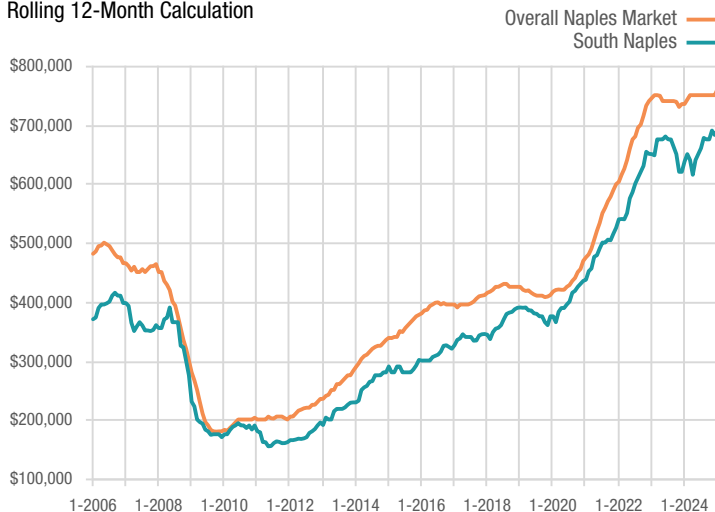
Single Family	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	101	167	+ 65.3%	101	167	+ 65.3%
Total Sales	27	29	+ 7.4%	27	29	+ 7.4%
Days on Market Until Sale	45	80	+ 77.8%	45	80	+ 77.8%
Median Closed Price*	\$825,000	\$850,000	+ 3.0%	\$825,000	\$850,000	+ 3.0%
Average Closed Price*	\$1,161,426	\$1,095,506	- 5.7%	\$1,161,426	\$1,095,506	- 5.7%
Percent of List Price Received*	94.7%	94.5%	- 0.2%	94.7%	94.5%	- 0.2%
Inventory of Homes for Sale	287	438	+ 52.6%	—	—	—
Months Supply of Inventory	6.0	11.0	+ 83.3%	—	—	—

Condo	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	211	262	+ 24.2%	211	262	+ 24.2%
Total Sales	55	54	- 1.8%	55	54	- 1.8%
Days on Market Until Sale	65	109	+ 67.7%	65	109	+ 67.7%
Median Closed Price*	\$435,000	\$427,995	- 1.6%	\$435,000	\$427,995	- 1.6%
Average Closed Price*	\$446,028	\$441,039	- 1.1%	\$446,028	\$441,039	- 1.1%
Percent of List Price Received*	96.7%	94.0%	- 2.8%	96.7%	94.0%	- 2.8%
Inventory of Homes for Sale	502	768	+ 53.0%	—	—	—
Months Supply of Inventory	6.2	10.9	+ 75.8%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

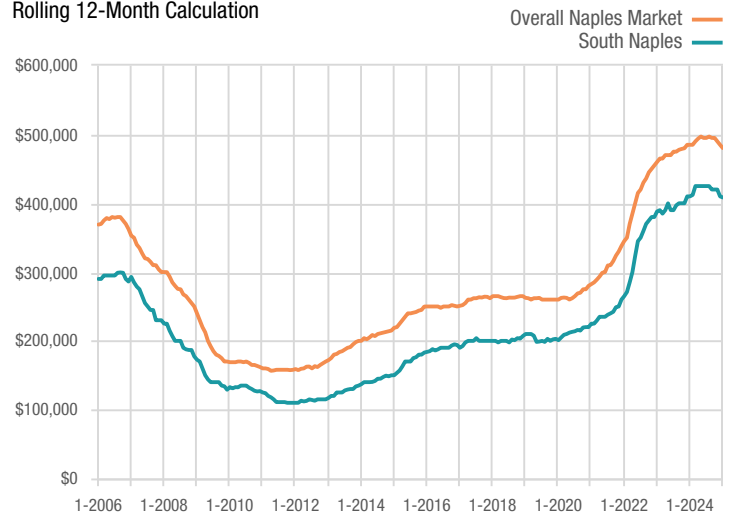
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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East Naples

34114, 34117, 34120, 34137

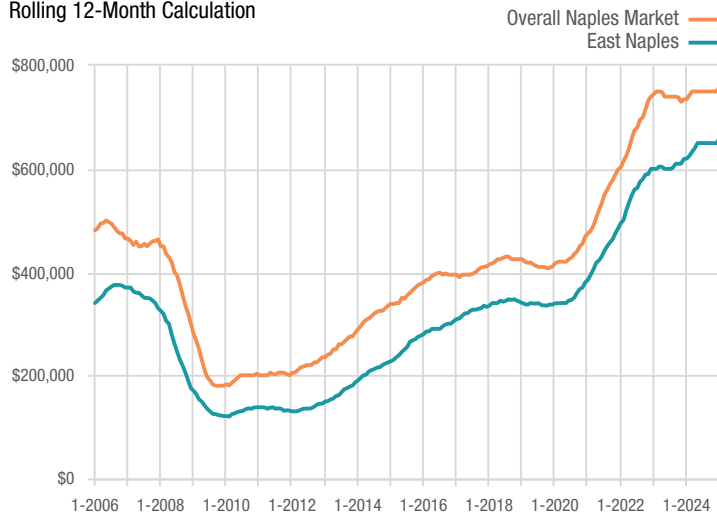
Single Family	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	297	308	+ 3.7%	297	308	+ 3.7%
Total Sales	102	99	- 2.9%	102	99	- 2.9%
Days on Market Until Sale	71	97	+ 36.6%	71	97	+ 36.6%
Median Closed Price*	\$644,000	\$730,000	+ 13.4%	\$644,000	\$730,000	+ 13.4%
Average Closed Price*	\$798,639	\$943,219	+ 18.1%	\$798,639	\$943,219	+ 18.1%
Percent of List Price Received*	96.5%	95.2%	- 1.3%	96.5%	95.2%	- 1.3%
Inventory of Homes for Sale	799	1,021	+ 27.8%	—	—	—
Months Supply of Inventory	6.0	8.0	+ 33.3%	—	—	—

Condo	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	104	118	+ 13.5%	104	118	+ 13.5%
Total Sales	33	38	+ 15.2%	33	38	+ 15.2%
Days on Market Until Sale	53	83	+ 56.6%	53	83	+ 56.6%
Median Closed Price*	\$450,535	\$470,000	+ 4.3%	\$450,535	\$470,000	+ 4.3%
Average Closed Price*	\$523,025	\$465,560	- 11.0%	\$523,025	\$465,560	- 11.0%
Percent of List Price Received*	98.2%	95.6%	- 2.6%	98.2%	95.6%	- 2.6%
Inventory of Homes for Sale	285	429	+ 50.5%	—	—	—
Months Supply of Inventory	5.5	10.1	+ 83.6%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

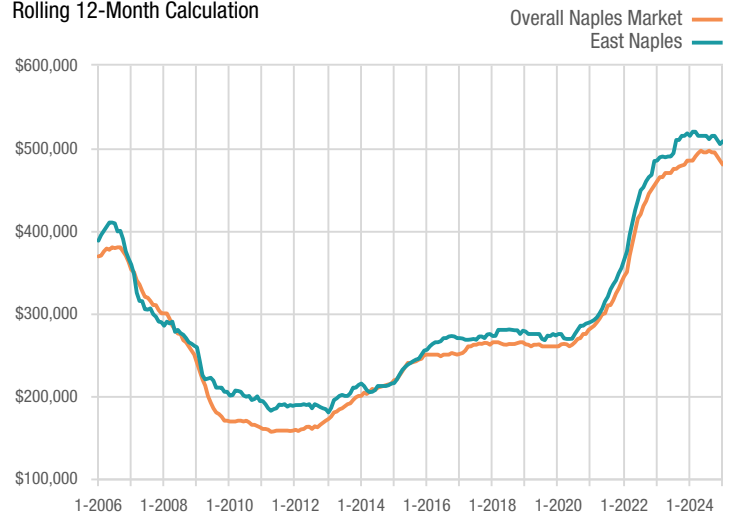
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Immokalee / Ave Maria

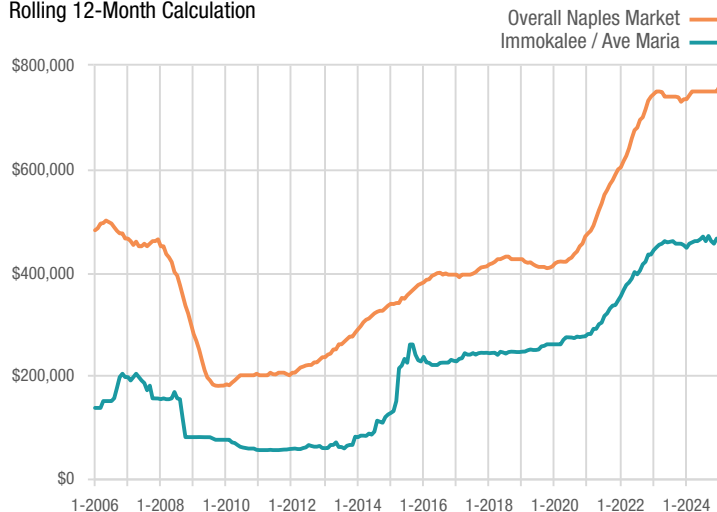
Single Family	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	37	53	+ 43.2%	37	53	+ 43.2%
Total Sales	16	14	- 12.5%	16	14	- 12.5%
Days on Market Until Sale	76	68	- 10.5%	76	68	- 10.5%
Median Closed Price*	\$452,500	\$427,672	- 5.5%	\$452,500	\$427,672	- 5.5%
Average Closed Price*	\$484,188	\$482,093	- 0.4%	\$484,188	\$482,093	- 0.4%
Percent of List Price Received*	98.0%	96.2%	- 1.8%	98.0%	96.2%	- 1.8%
Inventory of Homes for Sale	114	173	+ 51.8%	—	—	—
Months Supply of Inventory	4.9	9.1	+ 85.7%	—	—	—

Condo	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	10	21	+ 110.0%	10	21	+ 110.0%
Total Sales	7	6	- 14.3%	7	6	- 14.3%
Days on Market Until Sale	44	114	+ 159.1%	44	114	+ 159.1%
Median Closed Price*	\$322,998	\$311,500	- 3.6%	\$322,998	\$311,500	- 3.6%
Average Closed Price*	\$321,356	\$313,000	- 2.6%	\$321,356	\$313,000	- 2.6%
Percent of List Price Received*	96.8%	94.0%	- 2.9%	96.8%	94.0%	- 2.9%
Inventory of Homes for Sale	19	58	+ 205.3%	—	—	—
Months Supply of Inventory	3.4	10.7	+ 214.7%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

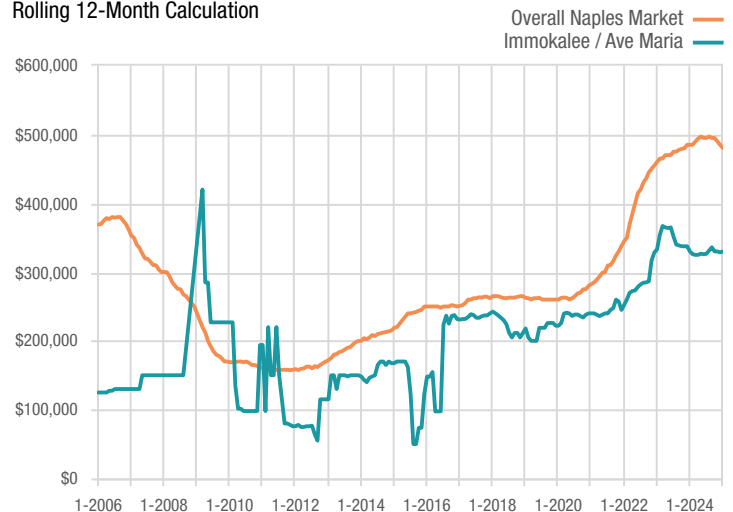
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.