



Market Update

GREETINGS FROM STEVE AND JULIA!

A big "Thank You" to our customers for your business!

Julia and I want to give back and make a difference.

When you list or when you buy your home with us, we will donate a portion of the sales commission toward **BREAST CANCER RESEARCH**.

This is a win-win: Hire a top agent and also help fight breast cancer!

Please contact me with any and all questions.

NAPLES AREA: SUMMER SALES SURGE

The Naples housing market held steady during the summer, with inventory decreasing to pre-pandemic levels and an overall median closed price that showed strong value retention. The Naples Area Board of REALTORS® (NABOR®) reported August 2025 figures as compared to August 2024: Total closed sales were up by 11% and pending sales were also up by 10.5%. The overall median closed price of \$588,500 was down slightly by 1.1%. New listings were also down by 4.4% but there were 4,892 total active listings, which was 9.1% higher than last August. The average days on the market went from 83 days to 109 days, representing a 31.3% increase. The median closed price for single-family homes increased from \$677,500 to \$732,000 for an 8% increase. The median closed price for condos went down from \$499,500 to \$408,000, representing an 18.3% decrease. Single-family home inventory increased by 4.8% to 2,418 homes and condo inventory increased by 13.6% to 2,474 condos.

BONITA / ESTERO: AUGUST ACTIVITY

August 2025 compared to August 2024 showed that new listings rose from 4,516 to 5,024 (+11.3%), and pending sales increased from 3,132 to 3,530 (+12.7%), while closed sales declined from 2,965 to 2,627 (-11.4%). Inventory finished at 1,725 homes (+22.1% year-over-year), with 9.5 months supply. Sellers received 94.2% of list price on average. Single-family homes posted a median sales price of \$415,000 (DOM 58.5) versus \$418,000 last August, while condos recorded a median sales price of \$335,000 (DOM 105) versus \$390,000. Year-to-date through August, closed sales are 24,118 vs 27,114 (-11.1%), new listings are 48,882 vs 47,400 (+3.1%), YTD median sales price is \$368,410 vs \$370,000 (-0.4%), pending sales are 20,778 vs 22,766 (-8.7%), and median days to contract lengthened to 58 from 45.

MARCO ISLAND AREA: INVENTORY UP 20%

The Marco Island Area Assoc. of REALTORS® reported August 2025 figures as compared to August 2024: Inventory was up 20%; the number of properties sold was down 10%; the average days on market remained the same as the previous month; and the dollar volume sold was \$87M, up 6% from the year before. In August, the median sales price for homes was \$1.9M, for condos was \$528K and for lots was \$370K.

FLORIDA: PENDING SALES INCREASE

In August, pending sales of single-family homes were up by 9.9% compared to August 2024, and condo/townhomes were up by 4.9%. "The most likely reason we saw such an uptick in new contracts in August is that mortgage rates fell to yearly lows early in the month and fell even further late in the month," said Florida Realtors Chief Economist Dr. Brad O'Connor. The statewide median sales price for single-family existing homes in August was \$410,000, down 0.4% compared to a year ago, while the statewide median price for condo-townhouse units was \$290,000, down 6.5% from August 2024. Single-family existing homes were at a 5.3-months' supply in August, while condo-townhouse properties were at a 9.3-months' supply.

USA: SLIGHT DECREASE IN AUGUST

Existing-home sales remained essentially the same in August, ticking down by 0.2% from July. "Home sales have been sluggish over the past few years due to elevated mortgage rates and limited inventory," said NAR Chief Economist Lawrence Yun. "However, mortgage rates are declining and more inventory is coming to the market, which should boost sales in the coming months." The median single-family home price in August was \$427,800, up 1.9% from last year, and the condo-townhouse median price was \$366,800, up 0.6%.

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**OCTOBER'S WILD SUNFLOWERS IN
CORKSCREW SWAMP SANCTUARY**

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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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