



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: BUYERS ACTIVE

Buyers from the north and east descended on Naples in February resulting in a 55.9% increase in pending sales compared to February 2025, and a 23.4% increase in pending sales compared to January 2026. The Naples Area Board of REALTORS® reported February 2026 figures as compared to February 2025: Total closed sales were up by 21.3%. Single-family closed sales increased by 5.1% and had a median closed sales price of \$775,000, down 0.6%. Condominium closed sales increased by 39.3% and had a median closed sales price of \$449,500, down 0.1%. The rush of sales has reduced overall inventory, which decreased 15.1% in February to 6,447 properties from 7,594 properties in February 2025. Not even a historically consistent level of new listings is helping to replenish what's being sold. New listings decreased 13.5% to 1,527 new listings from 1,765 new listings in February 2025.

BONITA / ESTERO: PENDING SALES UP

In February, more buyers wrote contracts, more deals closed, and overall supply tightened year-over-year. The Bonita Springs-Estero Realtors reported February 2026 figures as compared to February 2025: Single-family new listings were down by 13.9%, pending sales were up by 30.2% and closed sales were up by 12.6%. The median sales price was the same as the previous year at \$455,000. For condos, new listings were down 14.6%, pending sales were up 38.2% and closed sales were up by 41%. The median sales price was down 5.7% at \$363,000. Sellers of single-family homes received an average of 95.4% of list price while sellers of condos received an average of 94.15%. The supply of single-family inventory stood at 7.9 months, which was 25.8% lower than a year ago, and for condos was 9.2 months, down 38%.

MARCO ISLAND AREA: INVENTORY DOWN

The Marco Island Area Assoc. of Realtors® reported February 2026 figures as compared to February 2025: Inventory was down 16%; the number of properties sold was up by 26%; the average days on market was 122 days, up by 15%; and the dollar volume sold was \$109M, up 5% from the year before. In February, the median sales price for homes was \$1.6M, for condos was \$780K and for lots was \$1.3M.

FLORIDA: SALES UP, PRICES STABLE

In February, Florida closed home sales were up year over year for the sixth straight month, while median prices remained close to where they were a year ago. After rising by almost 6% year over year in January, closed sales of single-family homes rose nearly 4% in February. Florida condo and townhouse sales were also up for the sixth consecutive month on a year over year basis. On the heels of January's more than 5% increase, February closings of condos and townhouses jumped by more than 8.5%. The median price for single-family homes was down by less than 1% to \$412,000 compared to February 2025 and the median price for condos and townhouses fell by a little under 2% to 309,000. Inventory of single-family homes at the end of February was down more than 7.5%, and the inventory of condos and townhouses was also down by a little over 7.5%.

USA: PENDING SALES GAIN SLIGHTLY

Pending home sales in February increased by 1.8% from the prior month and declined 0.8% year over year. "The slight gain in pending contracts appears to be driven by improved affordability conditions. However, those conditions could reverse if higher oil prices lead to an uptick in mortgage rates," 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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