



Market Update

Julia
SCHOEPFER
ASSISTANT

Steve
SCHOEPFER
REALTOR®

call/text: 239-564-3877

steve@gulfaccess.net

EasyFloridaHomeFinder.com

DOWNING-FRYE REALTY INC.
8950 Fontana Del Sol Way #100
Naples, FL 34109

27399 Riverview Center Blvd. #101
Bonita Springs, FL 34134



DOWNING-FRYE
REALTY, INC.



Voted "Naples Best" for 23 years running!

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: STABILITY, CONFIDENCE

The Naples Area Board of REALTORS® (NABOR®) reported December 2025 figures as compared to December 2024: Total closed sales were up by 28.8% and pending sales were up by 12.5%. New listings were down by 19%, and total active listings were down by 3.8%. Single-family listings totaled 2,626 and condominium listings totaled 3,088. Single-family closed sales were up by 29.3% and had a median closed sales price of \$750,000, down 2%. Condominium closed sales were up by 28.4% and had a median closed sales price of \$435,000, down 2.8% from December 2024. The overall median closed price of condominiums in December decreased 2.8% to \$435,000 from \$447,500 in December 2024. Closed sales of properties over \$5 million increased 16.6% during 2025.

BONITA / ESTERO: STRONG BUYER MOMENTUM

The Bonita Springs-Estero Realtors reported that December 2025 closed out with stronger buyer momentum heading into peak season. Single-family posted 1,632 closed sales (+18.4%) and 1,720 pending (+35.2%) with a \$460,000 median price (+2.2%); inventory fell to 11,060 (-6.6%) and months of supply improved to about 6.8 (down from roughly 8.6 last year). Condo/townhouse activity was also stronger: 811 closed (+26.3%) and 892 pending (+37.7%)-though pricing softened to a \$355,000 median (-6.6%), with inventory near flat at 7,409 (+0.5%) and months of supply around 9.1 (down from roughly 11.5). Land remained the most buyer-leaning segment, with 395 closings (-38.3%) alongside inventory growth to 7,646 (+11.3%), pushing months of supply to about 19.4 (up sharply from roughly 10.7).

MARCO ISLAND AREA: SALES UP

The Marco Island Area Assoc. of Realtors® reported December 2025 figures as compared to December 2024: Inventory was down 4%; the number of properties sold was up by 27%; the average days on market was 99 days, down by 51%; and the dollar volume sold was \$97M, up 45% from the year before. In December, the median sales price for homes was \$1.66M, for condos was \$785K and for lots was \$463K.

FLORIDA: SALES UP, PRICES STABLE

Florida Realtors reported that in December 2025, inventory of single-family homes for sale stood at a 4.6-months' supply, while inventory for condo-townhouse properties was at an 8.8-months' supply. Also, closed sales of single-family homes statewide totaled 22,007, up 5.9% from December 2024, while existing condo-townhouse sales totaled 7,911, up 10.4%. The statewide median sales price for single-family existing homes in December was \$415,000, the same as the previous year, and for condo-townhouse units was \$310,000, down 1.6%.

USA: PENDING SALES DECREASE

Pending home sales in December decreased by 9.3% from the prior month and 3.0% year over year. "The housing sector is not out of the woods yet," said NAR Chief Economist Lawrence Yun. "After several months of encouraging signs in pending contracts and closed sales, the December new contract figures have dampened the short-term outlook. Consumers prefer seeing abundant inventory before making the major decision of purchasing a home. In December there were only 1.18 million homes on the market - matching the lowest inventory level of 2025."