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CERTIFIED EXPERT LISTING AGENT CELA

DOWNING-FRYE REALTY, INC.

2025 THE OFFICIAL COMMUNITY'S CHOICE AWARDS Naples

*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: INVENTORY TIGHTENS

The Naples area housing market experienced a generous wave of new listings in July met a continuing wave of eager buyers this summer. The addition of 916 homes to the market, up 8.1% from 847 in July 2025, helped replenish inventory as stronger-than-usual July sales activity increased the pace at which available homes were being purchased. Closed sales increased 14.5% to 733 closed sales from 640 closed sales in July 2025, but pending sales decreased 5.6% to 762 pending sales from 807 pending sales in July 2025. The overall median closed price in July increased 2.6% to $590,000 from $575,000 in July 2025. In the single family home market, the median closed price increased 12.9% to $745,000 from $660,000. The condominium median closed price decreased 4.8% to $400,000 from $420,000 in July 2025.

### BONITA / ESTERO: ROBUST BUYER DEMAND

July 2026 showed continued market improvement across Southwest Florida, with pending sales rising 39.3% year over year, closed sales increasing 7.2%, and the overall median sales price climbing 3.1% to $344,106. Inventory declined 17.3%, months supply fell from 11 months to 9 months, and new listings edged down 3.8%, indicating stronger absorption and tightening availability. Single-family homes remained the most balanced segment, with pending sales up 39.4%, closed sales up 5.9%, and the median price rising 4.8% to $440,000. Condo activity also strengthened, with pending sales up 31.9% and closed sales up 19.3%, although the median price declined 6.2% to $305,000; land and residential income recorded strong pending activity but more uneven closings, pricing, and supply conditions.

### MARCO ISLAND AREA: INVENTORY DOWN

The Marco Island Area Assoc. of Realtors® reported July 2026 figures as compared to July 2025: Inventory was down 35% to 409 properties for sale; the number of properties sold was up by 31%; the average time on market was 178 days, and the dollar volume sold was $100M, up 38% from the year before. In July, the median sales price for homes was $1.6M, for condos was $550K and for lots was $1.2M.

### FLORIDA: STRONG ACTIVITY

After three years of declining sales, Florida has now recorded 11 consecutive months of year-over-year increases in closed sales through July. New pending sales, which can offer an earlier look at buyer activity, have risen year over year for 12 straight months. "This is not a boom," Florida Realtors Chief Economist Dr. Brad O'Connor said, "but it's very important because we had three straight years of falling sales, and now we have things going in a positive direction." Higher-priced sales are contributing more growth. Year-to-date sales between $500,000 and $1 million were up 7%, while sales of $1 million or more were up 22.4%. Luxury-market growth is occurring all across Florida.

### USA: PENDING SALES DECREASE

Pending home sales in July fell to the lowest level since January 2026. "The highest mortgage rates of the year hit right in the middle of summer, and that's pulling back contract signings," said NAR Chief Economist Dr. Lawrence Yun. "Home prices are at record highs so houses for sale are sitting on the market longer, and fewer buyers are bidding above the asking price than a year ago, though there are large local market variations."

*Sources: The Bonita Springs-Estero REALTORS®/SWFLMLS, Naples Area Board of REALTORS®, National Assoc. of REALTORS®, Florida REALTORS® Marco Island Area Assoc. of REALTORS®*