INSTITUTE *for* LUXURY HOME MARKETING®
by Colibri Real Estate

AUGUST
2025

NAPLES FLORIDA

www.LuxuryHomeMarketing.com

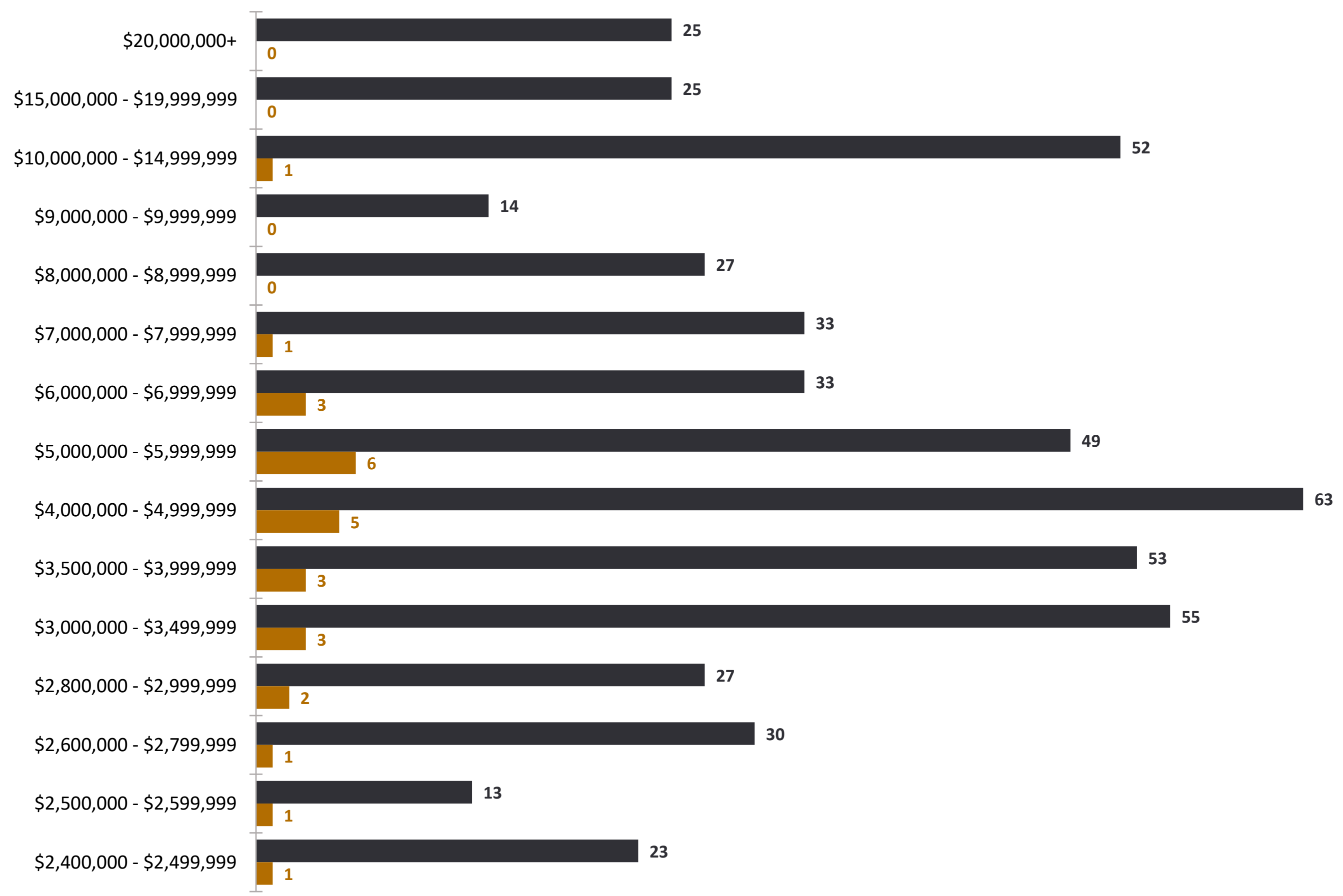
NAPLES

SINGLE-FAMILY HOMES

Luxury Benchmark Price[1]: **$2,400,000**

LUXURY INVENTORY VS. SALES | JULY 2025

Total Inventory: **522** | *Total Sales:* **27** | *Total Sales Ratio*[2]: **5%** | **Buyer's Market**



Square Feet[3] -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	NA	NA	NA	**0**	**15**	**0%**
2,000 - 2,999	$2,800,000	3	3	**4**	**65**	**6%**
3,000 - 3,999	$3,650,000	4	5	**6**	**131**	**5%**
4,000 - 4,999	$4,600,000	4	5	**11**	**124**	**9%**
5,000 - 5,999	$5,862,500	5	7	**4**	**84**	**5%**
6,000+	$4,162,500	5	8	**2**	**103**	**2%**

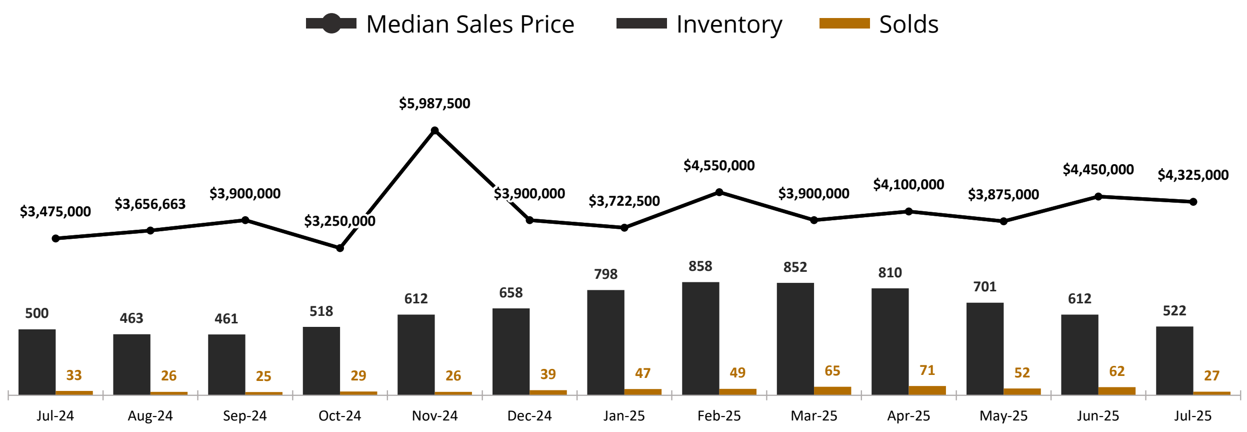
[1] The luxury threshold price is set by The Institute for Luxury Home Marketing. [2]Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

NAPLES

SINGLE-FAMILY HOMES

Luxury Benchmark Price[1]*:* **$2,400,000**

13-MONTH LUXURY MARKET TREND[4]



MEDIAN DATA REVIEW | JULY

	Jul. 2024	Jul. 2025	Variance
TOTAL INVENTORY	500	522	4%
TOTAL SOLDS	33	27	-18%
SALES PRICE	$3.48m	$4.33m	24%
SALE PRICE PER SQFT.	$1,056	$1,036	-2%
SALE TO LIST PRICE RATIO	94.52%	92.22%	-2%
DAYS ON MARKET	55	82	49%

NAPLES MARKET SUMMARY | JULY 2025

- The single-family luxury market is a **Buyer's Market** with a **5% Sales Ratio**.
- Homes sold for a median of **92.22% of list price** in July 2025.
- The most active price band is **$5,000,000-$5,999,999**, where the sales ratio is **12%**.
- The median luxury sales price for single-family homes is **$4,325,000**.
- The median days on market for July 2025 was **82** days, up from **55** in July 2024.

[3]*Square foot table does not account for listings and solds where square foot data is not disclosed.*
[4]*Data reported includes Active and Sold properties and does not include Pending properties.*

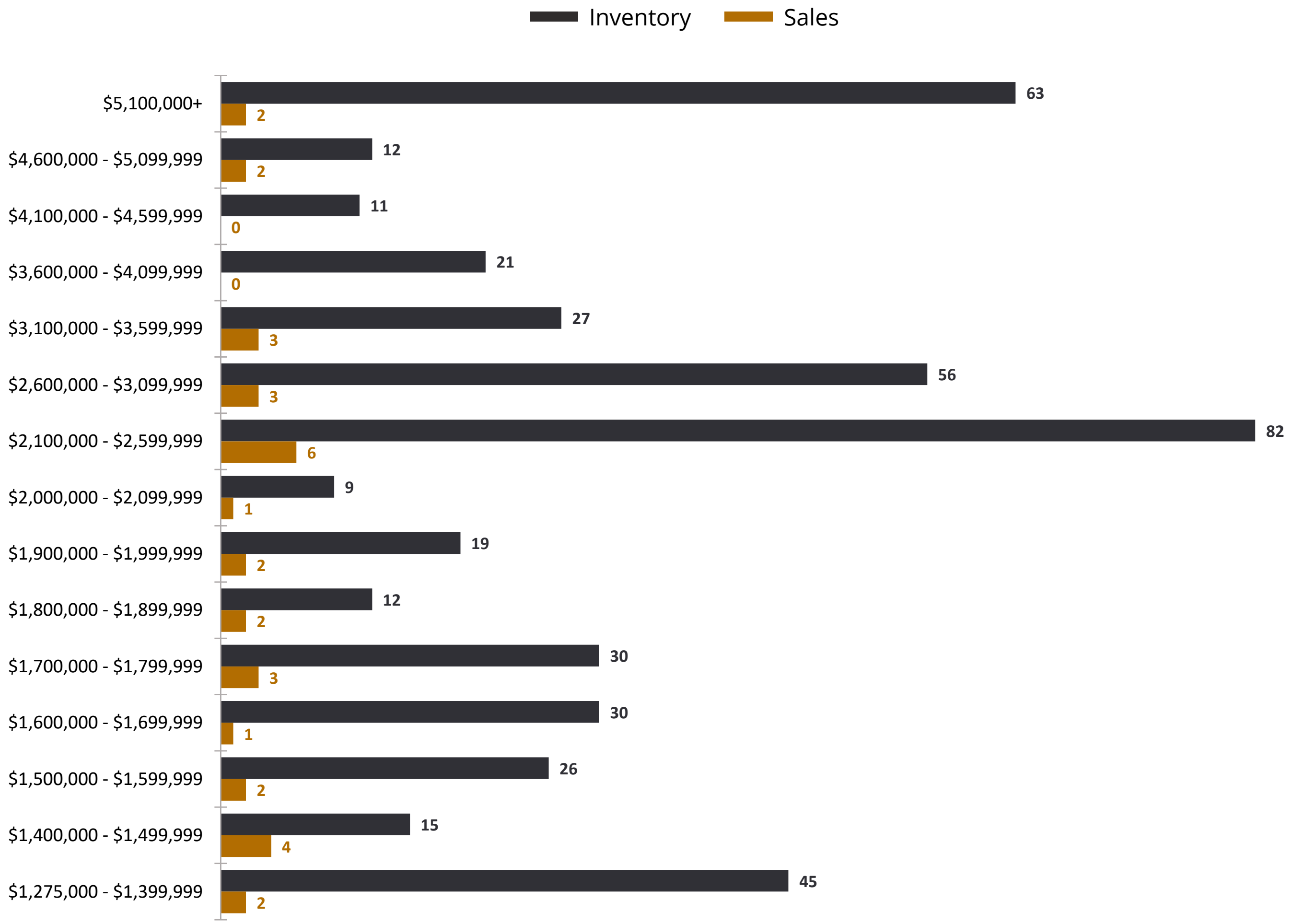
NAPLES

ATTACHED HOMES

Luxury Benchmark Price[1]*:* **$1,275,000**

LUXURY INVENTORY VS. SALES | JULY 2025

Total Inventory: **458** | *Total Sales:* **33** | *Total Sales Ratio*[2]*:* **7%** | **Buyer's Market**



Square Feet[3] -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	NA	NA	NA	**0**	**21**	**0%**
1,500 - 1,999	$1,487,500	2	2	**10**	**115**	**9%**
2,000 - 2,499	$2,150,000	3	3	**7**	**97**	**7%**
2,500 - 2,999	$1,900,000	3	4	**7**	**106**	**7%**
3,000 - 3,499	$3,762,500	4	4	**6**	**61**	**10%**
3,500+	$3,300,000	3	4	**3**	**58**	**5%**

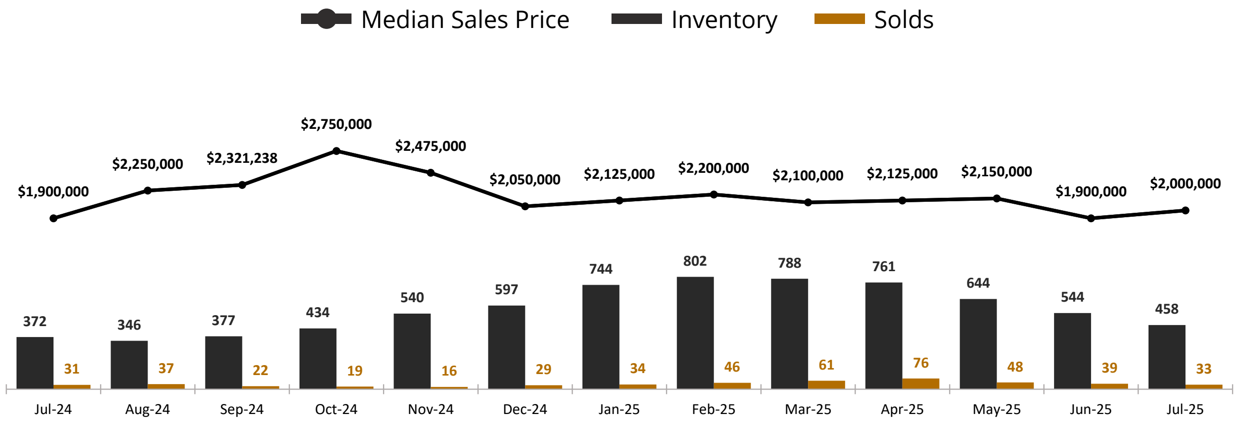
[1] The luxury threshold price is set by The Institute for Luxury Home Marketing. [2]Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

NAPLES

ATTACHED HOMES

Luxury Benchmark Price[1]*:* **$1,275,000**

13-MONTH LUXURY MARKET TREND[4]



MEDIAN DATA REVIEW | JULY

	Jul. 2024	Jul. 2025	Variance
TOTAL INVENTORY	372	458	23%
TOTAL SOLDS	31	33	6%
SALES PRICE	$1.90m	$2.00m	5%
SALE PRICE PER SQFT.	$877	$952	9%
SALE TO LIST PRICE RATIO	93.75%	92.73%	-1%
DAYS ON MARKET	72	117	63%

NAPLES MARKET SUMMARY | JULY 2025

- The attached luxury market is a **Buyer's Market** with a **7% Sales Ratio**.
- Homes sold for a median of **92.73% of list price** in July 2025.
- The most active price band is **$1,400,000-$1,499,999**, where the sales ratio is **27%**.
- The median luxury sales price for attached homes is **$2,000,000**.
- The median days on market for July 2025 was **117** days, up from **72** in July 2024.

[3]Square foot table does not account for listings and solds where square foot data is not disclosed.
[4]Data reported includes Active and Sold properties and does not include Pending properties.