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

OCTOBER
2025

NAPLES
FLORIDA

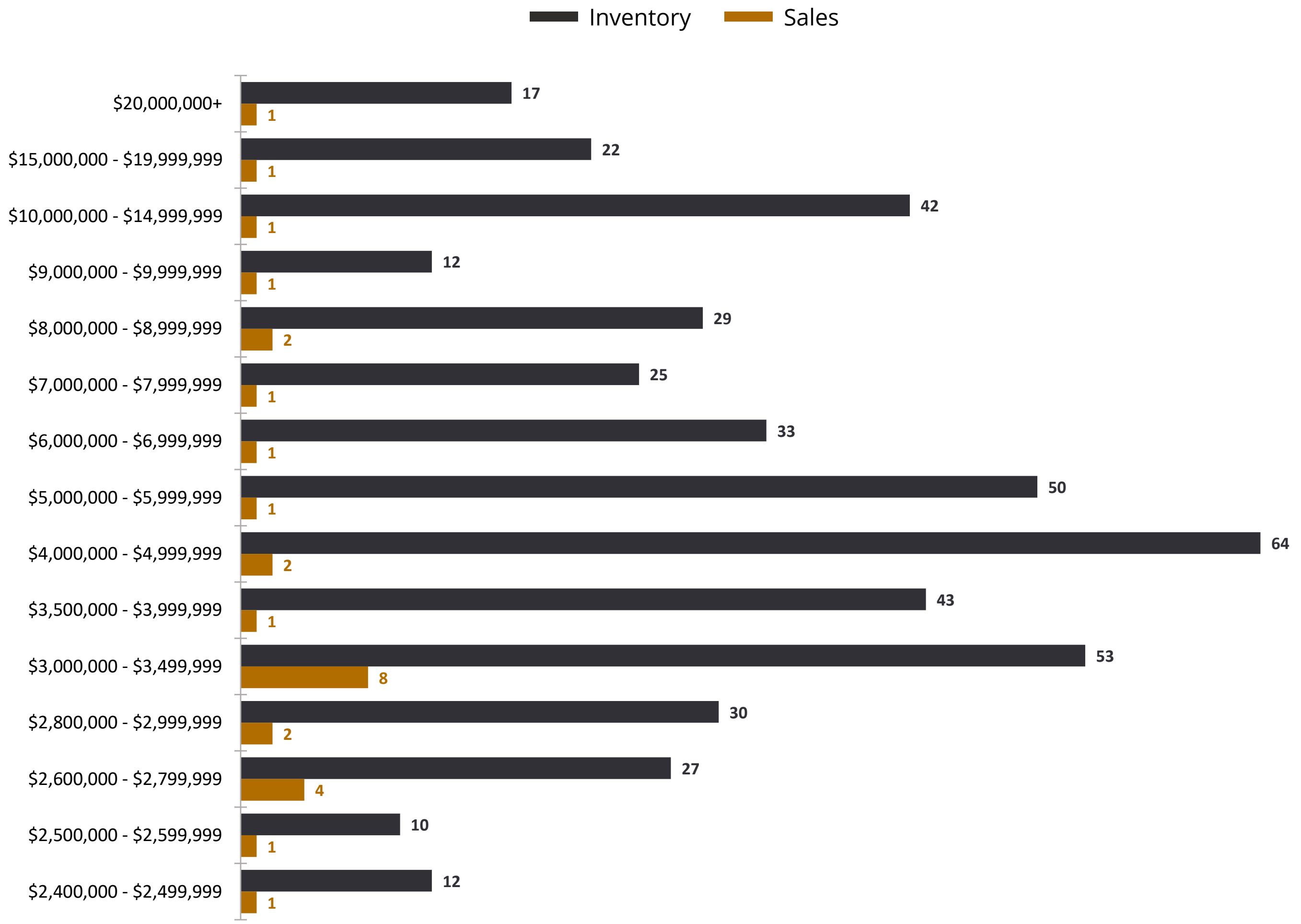
NAPLES

SINGLE-FAMILY HOMES

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

LUXURY INVENTORY VS. SALES | SEPTEMBER 2025

Total Inventory: **469** | *Total Sales:* **28** | *Total Sales Ratio*[2]: **6%** | **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**	**12**	**0%**
2,000 - 2,999	$3,112,500	3	3	**6**	**53**	**11%**
3,000 - 3,999	$2,800,000	4	5	**9**	**122**	**7%**
4,000 - 4,999	$3,395,000	5	5	**3**	**121**	**2%**
5,000 - 5,999	$7,925,000	5	7	**6**	**71**	**8%**
6,000+	$12,062,500	5	7	**4**	**90**	**4%**

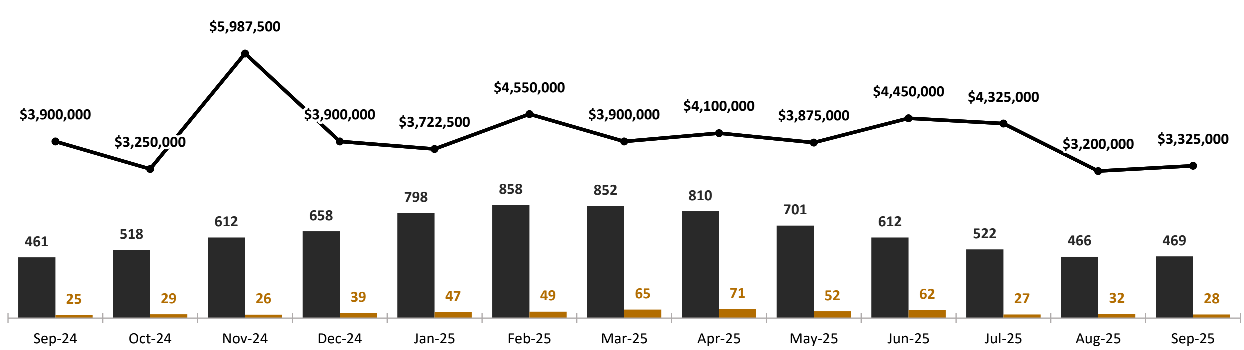
[1] The luxury threshold price is set by The Institute for Luxury Home Marketing. [2]Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

NAPLES

SINGLE-FAMILY HOMES

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

13-MONTH LUXURY MARKET TREND[4]



MEDIAN DATA REVIEW | SEPTEMBER

	Sept. 2024	Sept. 2025	Variance
TOTAL INVENTORY	461	469	2%
TOTAL SOLDS	25	28	12%
SALES PRICE	$3.90m	$3.33m	-15%
SALE PRICE PER SQFT.	$1,037	$1,074	4%
SALE TO LIST PRICE RATIO	94.07%	90.88%	-3%
DAYS ON MARKET	88	133	51%

NAPLES MARKET SUMMARY | SEPTEMBER 2025

- The single-family luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **90.88% of list price** in September 2025.
- The most active price band is **$3,000,000-$3,499,999**, where the sales ratio is **15%**.
- The median luxury sales price for single-family homes is **$3,325,000**.
- The median days on market for September 2025 was **133** days, up from **88** in September 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.

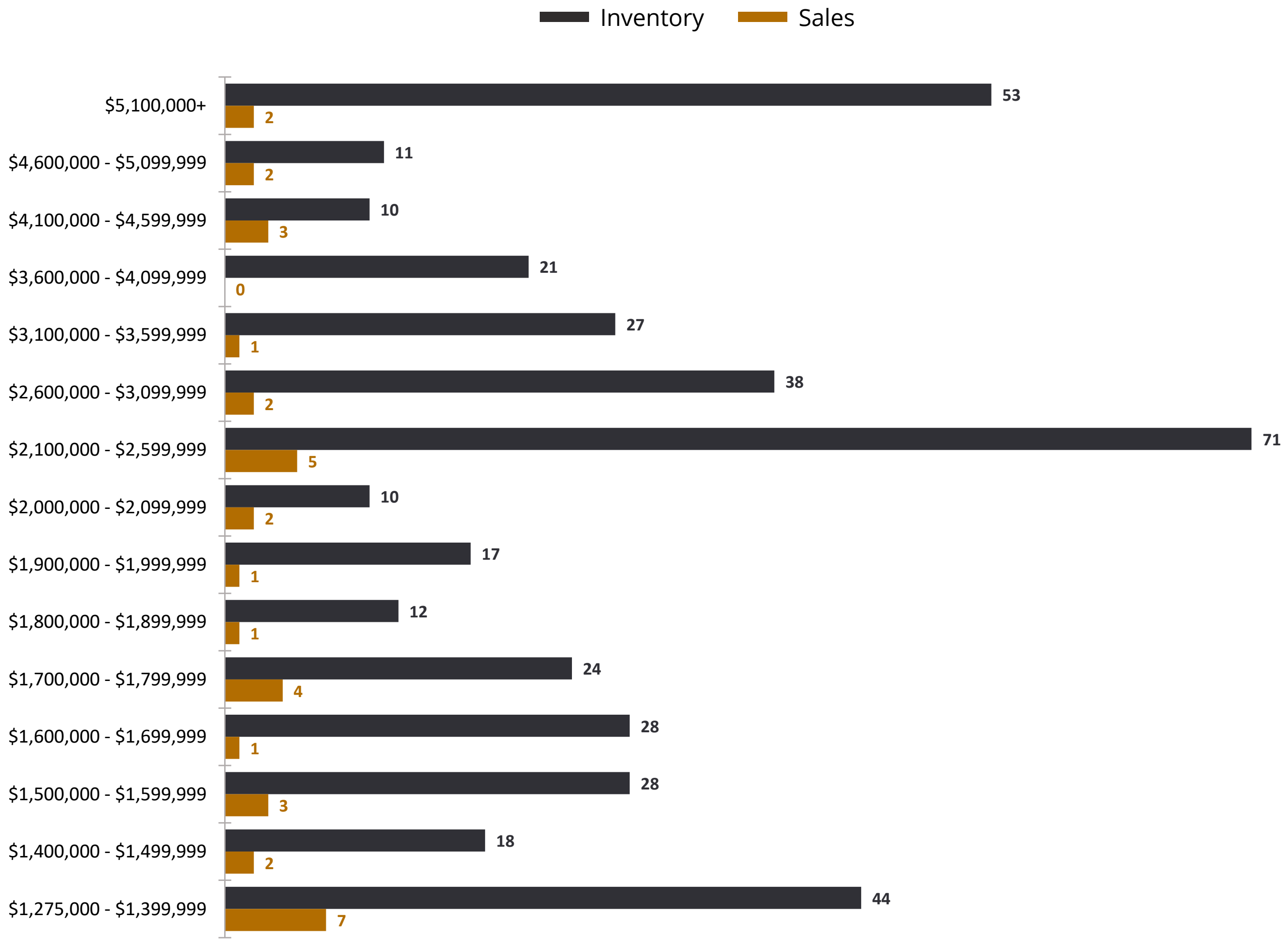
NAPLES

ATTACHED HOMES

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

LUXURY INVENTORY VS. SALES | SEPTEMBER 2025

Total Inventory: **412** | *Total Sales:* **36** | *Total Sales Ratio*[2]*:* **9%** | **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	$1,500,000	3	2	**1**	**20**	**5%**
1,500 - 1,999	$1,589,000	3	2	**11**	**105**	**10%**
2,000 - 2,499	$2,450,000	3	3	**9**	**92**	**10%**
2,500 - 2,999	$1,750,000	3	3	**7**	**93**	**8%**
3,000 - 3,499	$4,300,000	3	4	**5**	**54**	**9%**
3,500+	$6,300,000	3	4	**3**	**48**	**6%**

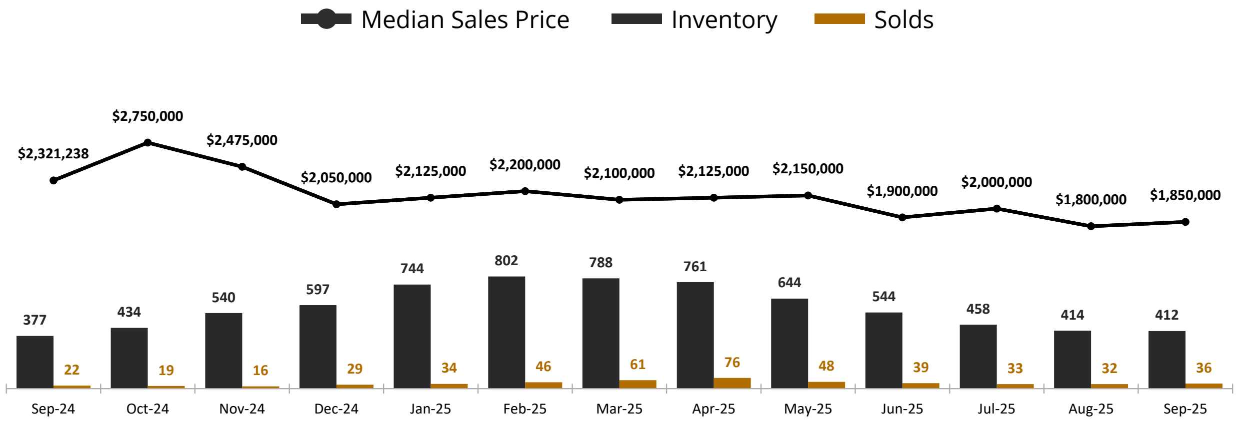
[1] The luxury threshold price is set by The Institute for Luxury Home Marketing. [2]Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

NAPLES

ATTACHED HOMES

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

13-MONTH LUXURY MARKET TREND[4]



MEDIAN DATA REVIEW | SEPTEMBER

TOTAL INVENTORY

Sept. 2024	Sept. 2025
377	412

VARIANCE: **9%**

TOTAL SOLDS

Sept. 2024	Sept. 2025
22	36

VARIANCE: **64%**

SALES PRICE

Sept. 2024	Sept. 2025
$2.32m	$1.85m

VARIANCE: **-20%**

SALE PRICE PER SQFT.

Sept. 2024	Sept. 2025
$971	$935

VARIANCE: **-4%**

SALE TO LIST PRICE RATIO

Sept. 2024	Sept. 2025
94.79%	91.06%

VARIANCE: **-4%**

DAYS ON MARKET

Sept. 2024	Sept. 2025
27	96

VARIANCE: **256%**

NAPLES MARKET SUMMARY | SEPTEMBER 2025

- The attached luxury market is a **Buyer's Market** with a **9% Sales Ratio**.
- Homes sold for a median of **91.06% of list price** in September 2025.
- The most active price band is **$4,100,000-$4,599,999**, where the sales ratio is **30%**.
- The median luxury sales price for attached homes is **$1,850,000**.
- The median days on market for September 2025 was **96** days, up from **27** in September 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.*