

INSTITUTE *for*
LUXURY HOME
MARKETING®

by Colibri Real Estate

DECEMBER
2025



NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

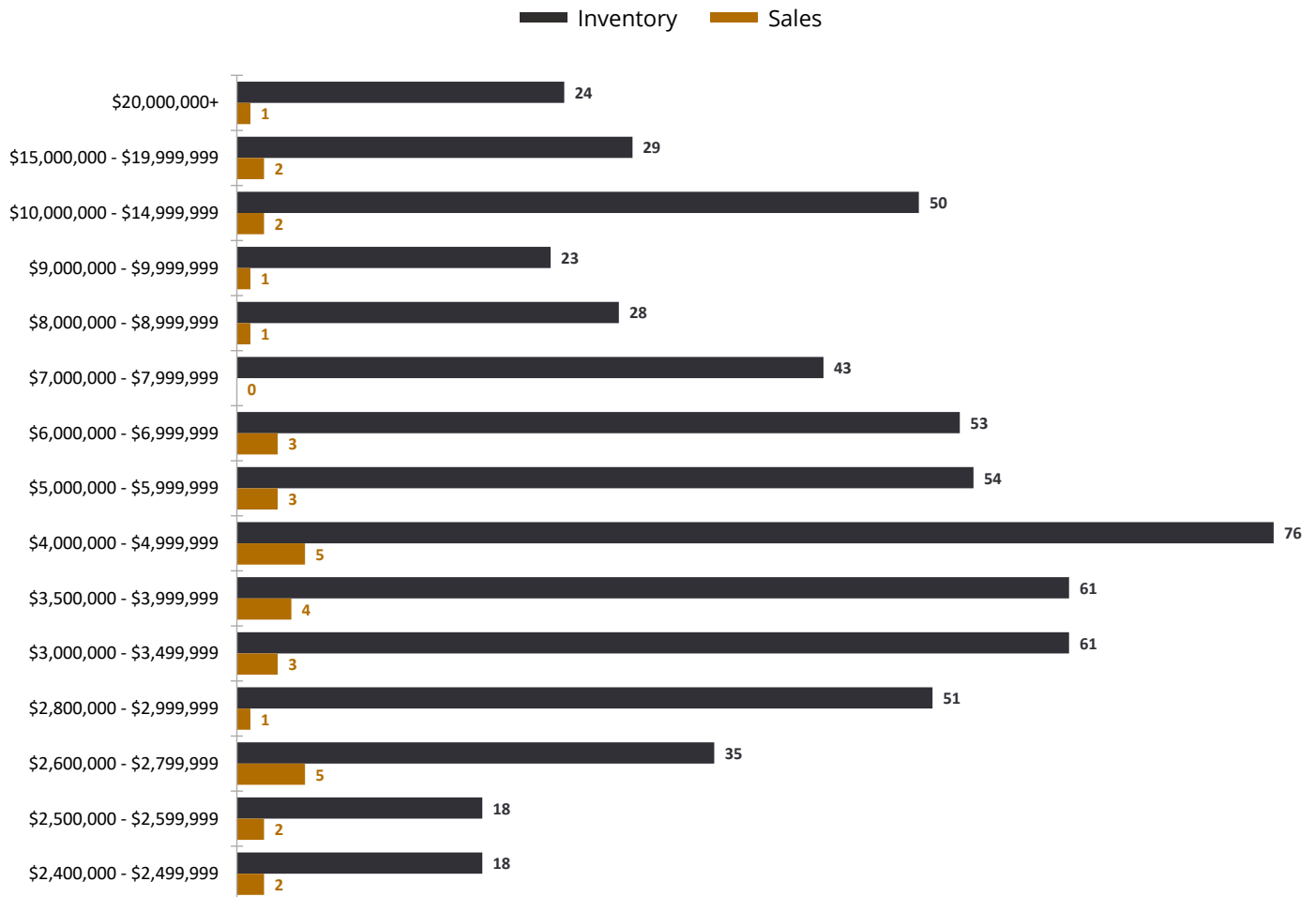
LUXURY INVENTORY VS. SALES | NOVEMBER 2025

Total Inventory: 624

Total Sales: 35

Total Sales Ratio²: 6%

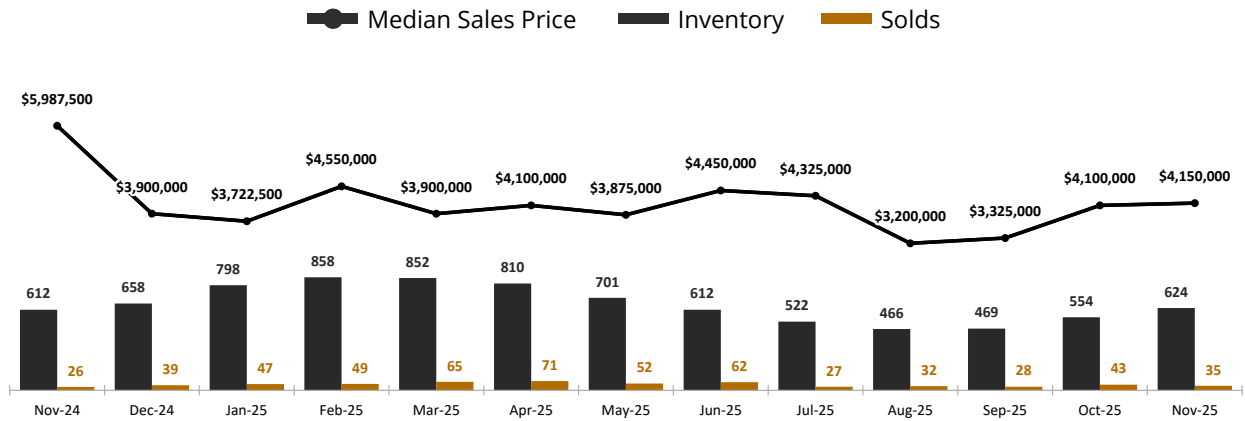
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$3,100,000	3	2	2	18	11%
2,000 - 2,999	\$2,750,000	4	3	6	67	9%
3,000 - 3,999	\$3,037,500	4	5	7	181	4%
4,000 - 4,999	\$4,700,000	4	6	12	149	8%
5,000 - 5,999	\$10,300,000	5	6	1	93	1%
6,000+	\$14,300,000	6	8	7	116	6%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales 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.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | NOVEMBER

TOTAL INVENTORY

Nov. 2024: 612
Nov. 2025: 624

VARIANCE: **2%**

TOTAL SOLDS

Nov. 2024: 26
Nov. 2025: 35

VARIANCE: **35%**

SALES PRICE

Nov. 2024: \$5.99m
Nov. 2025: \$4.15m

VARIANCE: **-31%**

SALE PRICE PER SQFT.

Nov. 2024: \$1,232
Nov. 2025: \$1,225

VARIANCE: **-1%**

SALE TO LIST PRICE RATIO

Nov. 2024: 94.73%
Nov. 2025: 92.27%

VARIANCE: **-3%**

DAYS ON MARKET

Nov. 2024: 100
Nov. 2025: 95

VARIANCE: **-5%**

NAPLES MARKET SUMMARY | NOVEMBER 2025

- The single-family luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **92.27% of list price** in November 2025.
- The most active price band is **\$2,600,000-\$2,799,999**, where the sales ratio is **14%**.
- The median luxury sales price for single-family homes is **\$4,150,000**.
- The median days on market for November 2025 was **95** days, down from **100** in November 2024.

³Square foot table does not account for listings and solds where square foot data is not disclosed.

⁴Data reported includes Active and Sold properties and does not include Pending properties.

LUXURY INVENTORY VS. SALES | NOVEMBER 2025

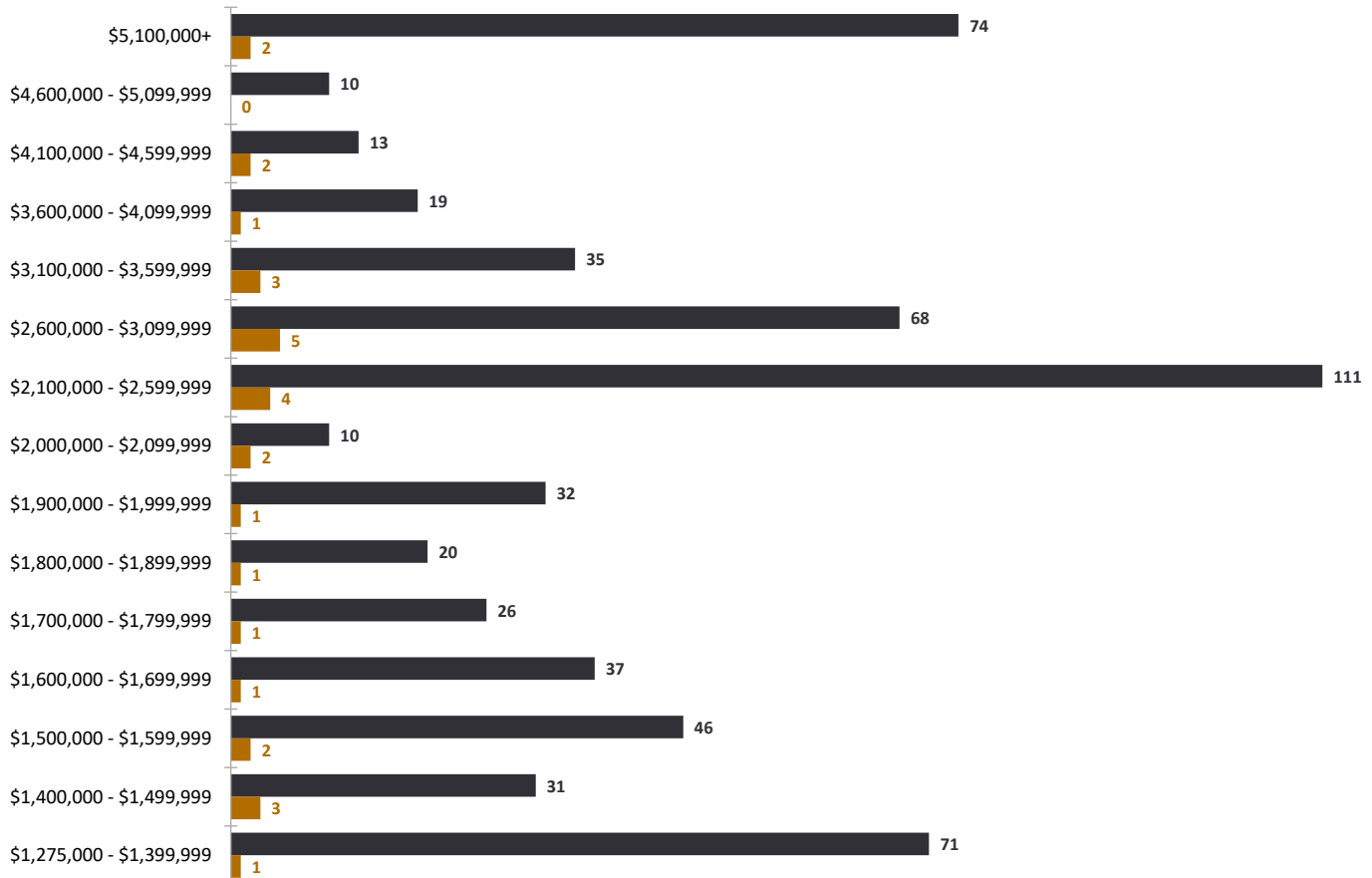
Total Inventory: **603**

Total Sales: **29**

Total Sales Ratio²: **5%**

Buyer's Market

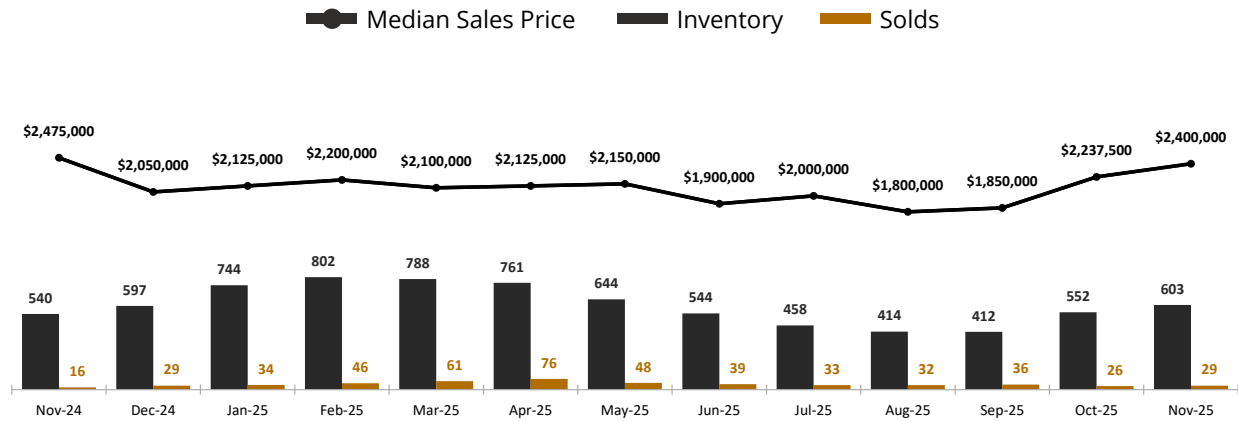
Inventory Sales



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,450,000	2	2	3	31	10%
1,500 - 1,999	\$1,625,000	2	2	4	151	3%
2,000 - 2,499	\$2,000,000	3	3	3	148	2%
2,500 - 2,999	\$2,650,000	3	3	11	125	9%
3,000 - 3,499	\$2,387,500	3	4	4	74	5%
3,500+	\$5,850,000	4	6	4	74	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.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | NOVEMBER

TOTAL INVENTORY

Nov. 2024: 540
Nov. 2025: 603

VARIANCE: **12%**

TOTAL SOLDS

Nov. 2024: 16
Nov. 2025: 29

VARIANCE: **81%**

SALES PRICE

Nov. 2024: \$2.48m
Nov. 2025: \$2.40m

VARIANCE: **-3%**

SALE PRICE PER SQFT.

Nov. 2024: \$1,099
Nov. 2025: \$1,000

VARIANCE: **-9%**

SALE TO LIST PRICE RATIO

Nov. 2024: 96.86%
Nov. 2025: 92.57%

VARIANCE: **-4%**

DAYS ON MARKET

Nov. 2024: 73
Nov. 2025: 78

VARIANCE: **7%**

NAPLES MARKET SUMMARY | NOVEMBER 2025

- The attached luxury market is a **Buyer's Market** with a **5% Sales Ratio**.
- Homes sold for a median of **92.57% of list price** in November 2025.
- The most active price band is **\$2,000,000-\$2,099,999**, where the sales ratio is **20%**.
- The median luxury sales price for attached homes is **\$2,400,000**.
- The median days on market for November 2025 was **78** days, up from **73** in November 2024.

³Square foot table does not account for listings and solds where square foot data is not disclosed.

⁴Data reported includes Active and Sold properties and does not include Pending properties.