# INSTITUTE for LUXURY HOME MARKETING®

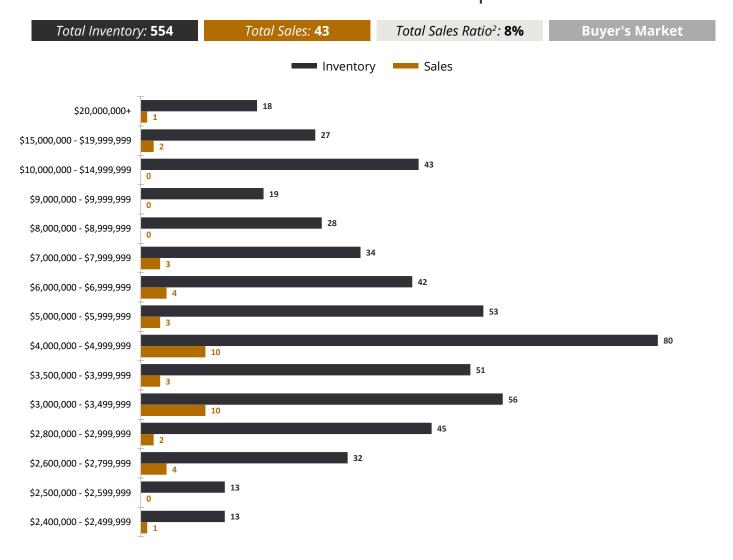
by Colibri Real Estate





Luxury Benchmark Price 1: \$2,400,000

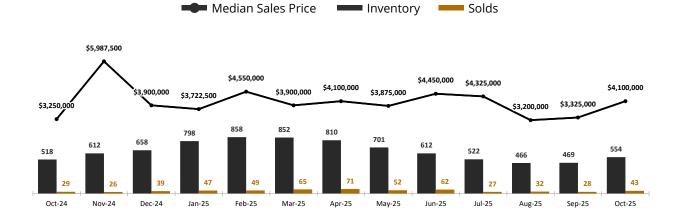
## LUXURY INVENTORY VS. SALES | OCTOBER 2025



| Square Feet <sup>3</sup> -Range- | Price<br>-Median Sold- | Beds<br>-Median Sold- | Baths<br>-Median Sold- | Sold<br>-Total- | Inventory<br>-Total- | Sales Ratio<br>-Sold/Inventory- |
|----------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0 - 1,999                        | \$2,862,500            | 3                     | 3                      | 2               | 16                   | 13%                             |
| 2,000 - 2,999                    | \$3,400,000            | 4                     | 3                      | 5               | 61                   | 8%                              |
| 3,000 - 3,999                    | \$3,600,000            | 4                     | 5                      | 17              | 155                  | 11%                             |
| 4,000 - 4,999                    | \$3,825,000            | 4                     | 5                      | 9               | 133                  | 7%                              |
| 5,000 - 5,999                    | \$5,312,500            | 5                     | 6                      | 6               | 84                   | 7%                              |
| 6,000+                           | \$11,797,500           | 5                     | 8                      | 4               | 105                  | 4%                              |

<sup>&</sup>lt;sup>1</sup> The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup>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 | OCTOBER

TOTAL INVENTORY

Oct. 2024 Oct. 2025

518 554

VARIANCE: 7%

SALE PRICE PER SQFT.

Oct. 2024 Oct. 2025

\$1,021 \$1,039

VARIANCE: 2%

TOTAL SOLDS

Oct. 2024 Oct. 2025

29 43

VARIANCE: 48%

oct. 2024 oct. 2025
92.20% 93.29%

VARIANCE: 1%

SALES PRICE

oct. 2024 oct. 2025

\$3.25m \$4.10m

VARIANCE: 26%

DAYS ON MARKET

oct. 2024 oct. 2025

49 96

VARIANCE: 96%

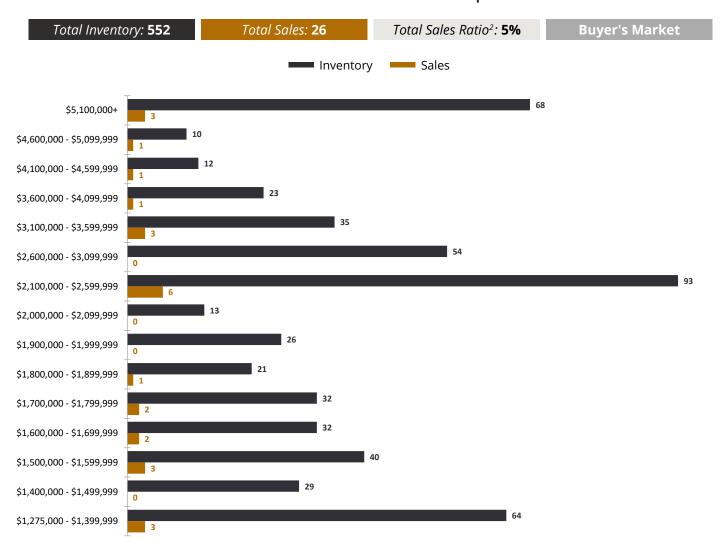
### NAPLES MARKET SUMMARY | OCTOBER 2025

- The single-family luxury market is a **Buyer's Market** with an **8% Sales Ratio**.
- Homes sold for a median of **93.29% of list price** in October 2025.
- The most active price band is \$3,000,000-\$3,499,999, where the sales ratio is 18%.
- The median luxury sales price for single-family homes is \$4,100,000.
- The median days on market for October 2025 was **96** days, up from **49** in October 2024.

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

Luxury Benchmark Price<sup>1</sup>: \$1,275,000

# LUXURY INVENTORY VS. SALES | OCTOBER 2025



| Square Feet <sup>3</sup><br>-Range- | Price<br>-Median Sold- | Beds<br>-Median Sold- | Baths<br>-Median Sold- | Sold<br>-Total- | Inventory<br>-Total- | Sales Ratio -Sold/Inventory- |
|-------------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|------------------------------|
| 0 - 1,499                           | NA                     | NA                    | NA                     | 0               | 26                   | 0%                           |
| 1,500 - 1,999                       | \$1,550,000            | 3                     | 2                      | 8               | 143                  | 6%                           |
| 2,000 - 2,499                       | \$2,162,500            | 3                     | 3                      | 2               | 135                  | 1%                           |
| 2,500 - 2,999                       | \$1,800,000            | 3                     | 4                      | 5               | 118                  | 4%                           |
| 3,000 - 3,499                       | \$3,300,000            | 3                     | 4                      | 8               | 70                   | 11%                          |
| 3,500+                              | \$7,500,000            | 3                     | 5                      | 3               | 60                   | 5%                           |

<sup>&</sup>lt;sup>1</sup> The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup>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.

Oct-24

Nov-24

Dec-24

Jan-25

Luxury Benchmark Price<sup>1</sup>: \$1,275,000

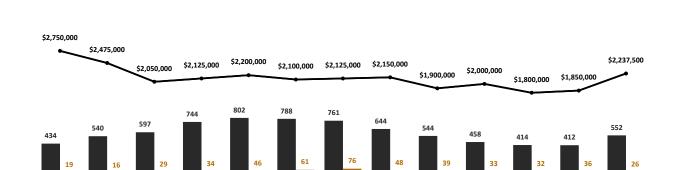
#### 13-MONTH LUXURY MARKET TREND4

Inventory Solds

Median Sales Price

Feb-25

Mar-25



### MEDIAN DATA REVIEW | OCTOBER

Apr-25

May-25

Jun-25

Jul-25

TOTAL INVENTORY TOTAL SOLDS SALES PRICE Oct. 2024 Oct. 2025 Oct. 2024 Oct. 2024 Oct. 2025 Oct. 2025 \$2.75m 552 \$2.24m 434 19 26 VARIANCE: 27% VARIANCE: 37% VARIANCE: -19% SALE PRICE PER SQFT. SALE TO LIST PRICE RATIO DAYS ON MARKET Oct. 2024 Oct. 2025 Oct. 2024 Oct. 2025 Oct. 2024 Oct. 2025 \$1.050 \$965 95.24% 91.49% 121 87 VARIANCE: -8% VARIANCE: -28% VARIANCE: -4%

### NAPLES MARKET SUMMARY | OCTOBER 2025

- The attached luxury market is a **Buyer's Market** with a **5% Sales Ratio**.
- Homes sold for a median of **91.49% of list price** in October 2025.
- The most active price band is \$4,600,000-\$5,099,999, where the sales ratio is 10%.
- The median luxury sales price for attached homes is \$2,237,500.
- The median days on market for October 2025 was 87 days, down from 121 in October 2024.

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