



NAPLES
FLORIDA

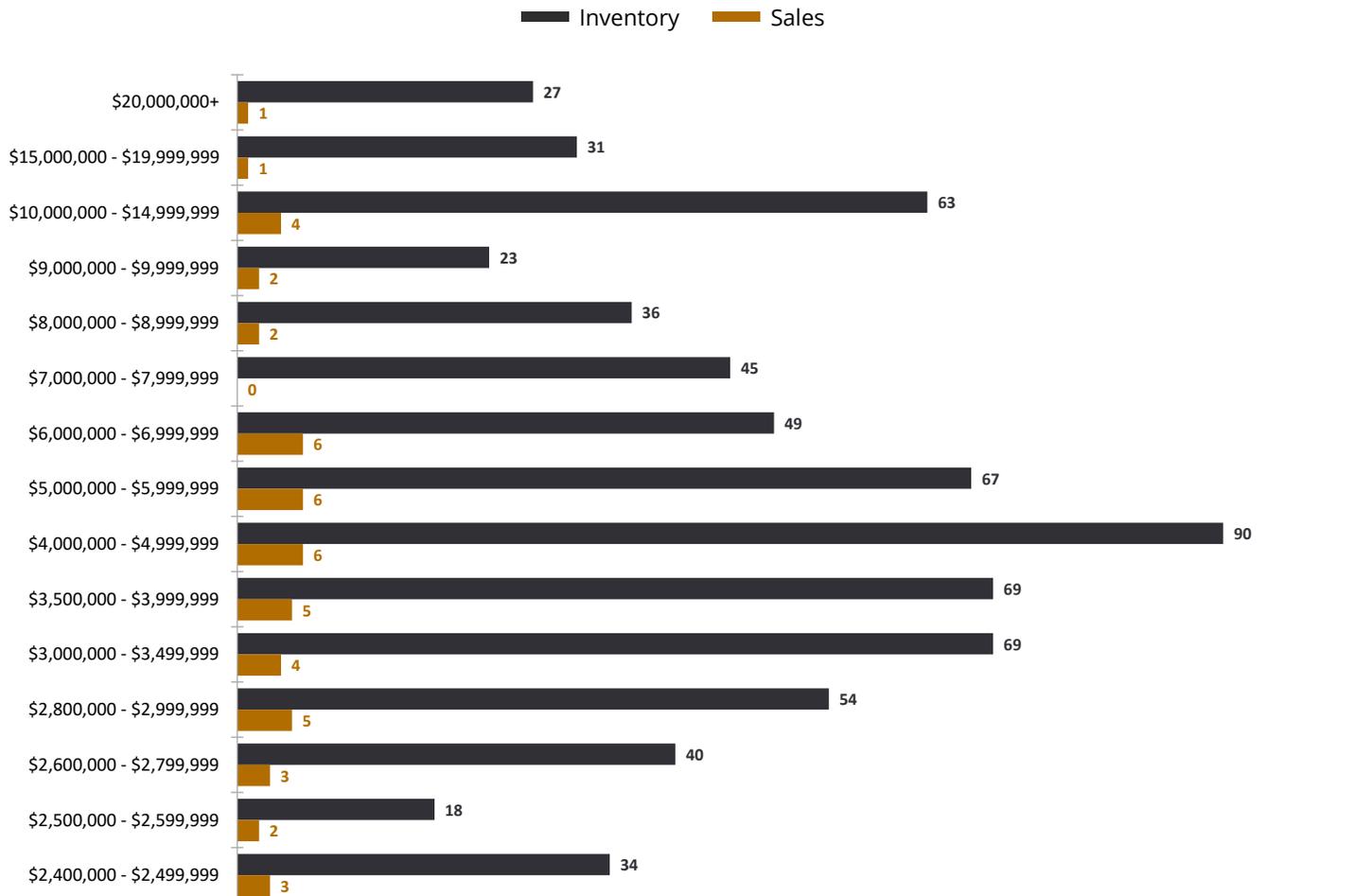
LUXURY INVENTORY VS. SALES | JANUARY 2026

Total Inventory: 715

Total Sales: 50

Total Sales Ratio²: 7%

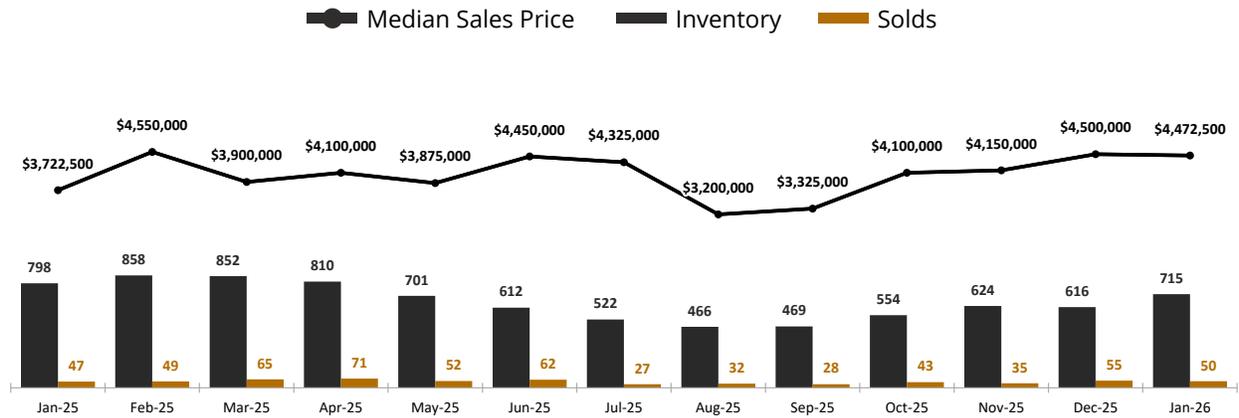
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,450,000	3	2	1	20	5%
2,000 - 2,999	\$2,920,000	4	4	2	76	3%
3,000 - 3,999	\$3,400,000	4	5	18	207	9%
4,000 - 4,999	\$5,229,375	4	5	13	170	8%
5,000 - 5,999	\$5,200,000	5	6	7	114	6%
6,000+	\$9,000,000	5	7	9	128	7%

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 | JANUARY

TOTAL INVENTORY

Jan. 2025: **798**
Jan. 2026: **715**

VARIANCE: **-10%**

TOTAL SOLDS

Jan. 2025: **47**
Jan. 2026: **50**

VARIANCE: **6%**

SALES PRICE

Jan. 2025: **\$3.72m**
Jan. 2026: **\$4.47m**

VARIANCE: **20%**

SALE PRICE PER SQFT.

Jan. 2025: **\$1,078**
Jan. 2026: **\$1,050**

VARIANCE: **-3%**

SALE TO LIST PRICE RATIO

Jan. 2025: **95.38%**
Jan. 2026: **93.13%**

VARIANCE: **-2%**

DAYS ON MARKET

Jan. 2025: **63**
Jan. 2026: **65**

VARIANCE: **3%**

NAPLES MARKET SUMMARY | JANUARY 2026

- The single-family luxury market is a **Buyer's Market** with a **7% Sales Ratio**.
- Homes sold for a median of **93.13% of list price** in January 2026.
- The most active price band is **\$6,000,000-\$6,999,999**, where the sales ratio is **12%**.
- The median luxury sales price for single-family homes is **\$4,472,500**.
- The median days on market for January 2026 was **65** days, up from **63** in January 2025.

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 | JANUARY 2026

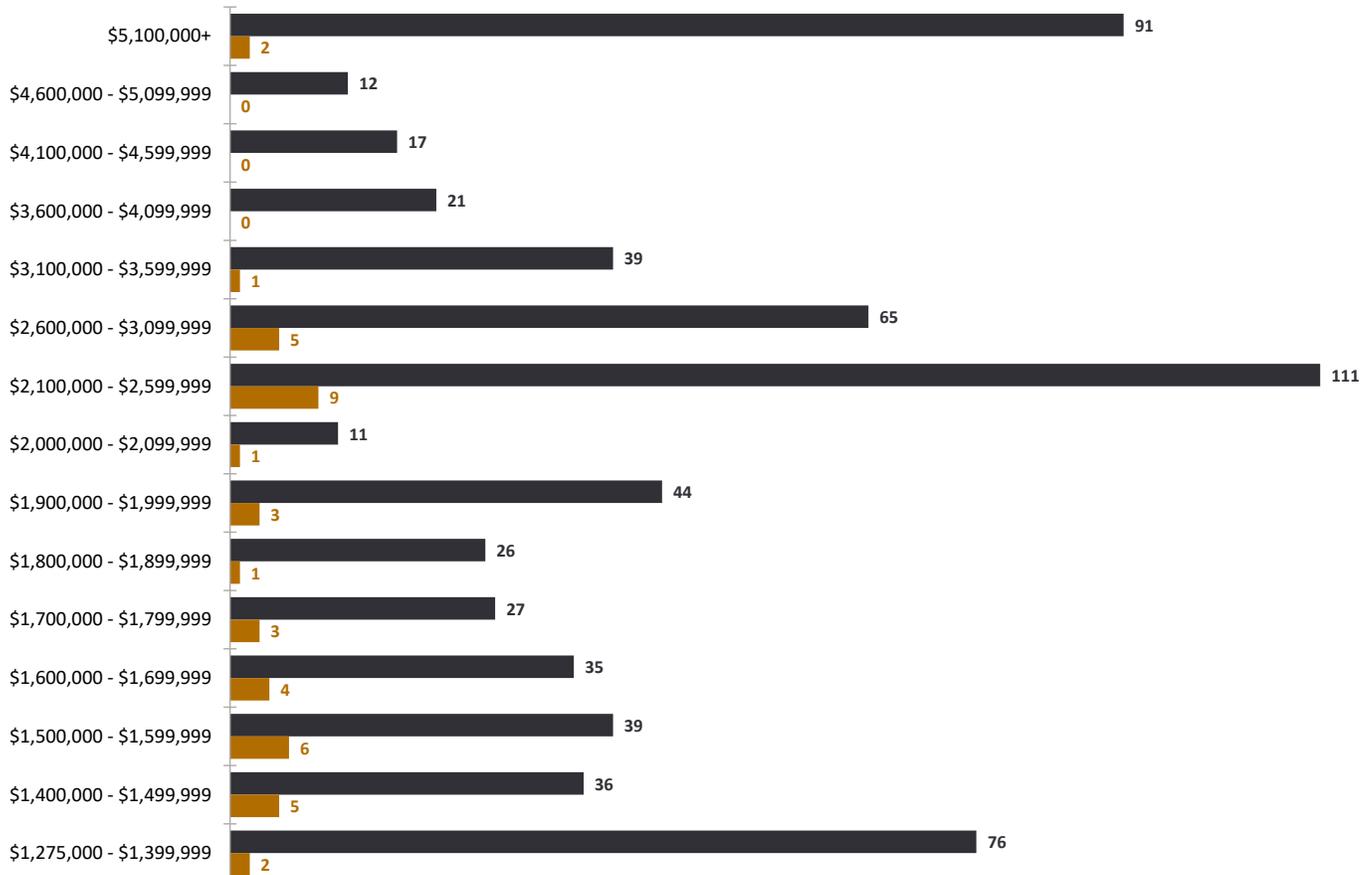
Total Inventory: **650**

Total Sales: **42**

Total Sales Ratio²: **6%**

Buyer's Market

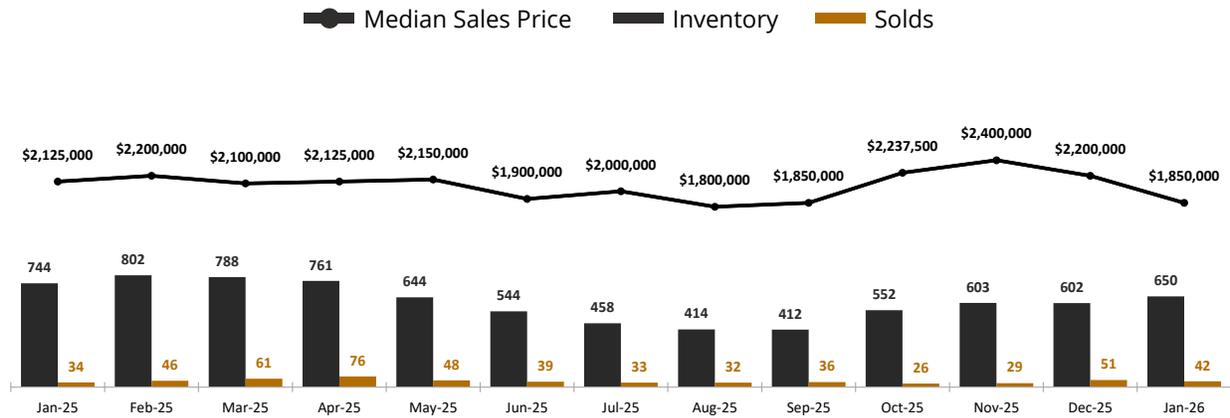
Inventory Sales



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,600,000	3	2	3	34	9%
1,500 - 1,999	\$1,475,000	2	2	5	159	3%
2,000 - 2,499	\$1,900,000	3	3	9	146	6%
2,500 - 2,999	\$2,300,000	3	4	16	148	11%
3,000 - 3,499	\$2,275,000	3	4	8	82	10%
3,500+	\$2,845,000	3	4	1	81	1%

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 | JANUARY

TOTAL INVENTORY

Jan. 2025 Jan. 2026
744 **650**

VARIANCE: **-13%**

TOTAL SOLDS

Jan. 2025 Jan. 2026
34 **42**

VARIANCE: **24%**

SALES PRICE

Jan. 2025 Jan. 2026
\$2.13m **\$1.85m**

VARIANCE: **-13%**

SALE PRICE PER SQFT.

Jan. 2025 Jan. 2026
\$962 **\$845**

VARIANCE: **-12%**

SALE TO LIST PRICE RATIO

Jan. 2025 Jan. 2026
95.48% **94.69%**

VARIANCE: **-1%**

DAYS ON MARKET

Jan. 2025 Jan. 2026
35 **65**

VARIANCE: **86%**

NAPLES MARKET SUMMARY | JANUARY 2026

- The attached luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **94.69% of list price** in January 2026.
- The most active price band is **\$1,500,000-\$1,599,999**, where the sales ratio is **15%**.
- The median luxury sales price for attached homes is **\$1,850,000**.
- The median days on market for January 2026 was **65** days, up from **35** in January 2025.

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.