



NAPLES
FLORIDA

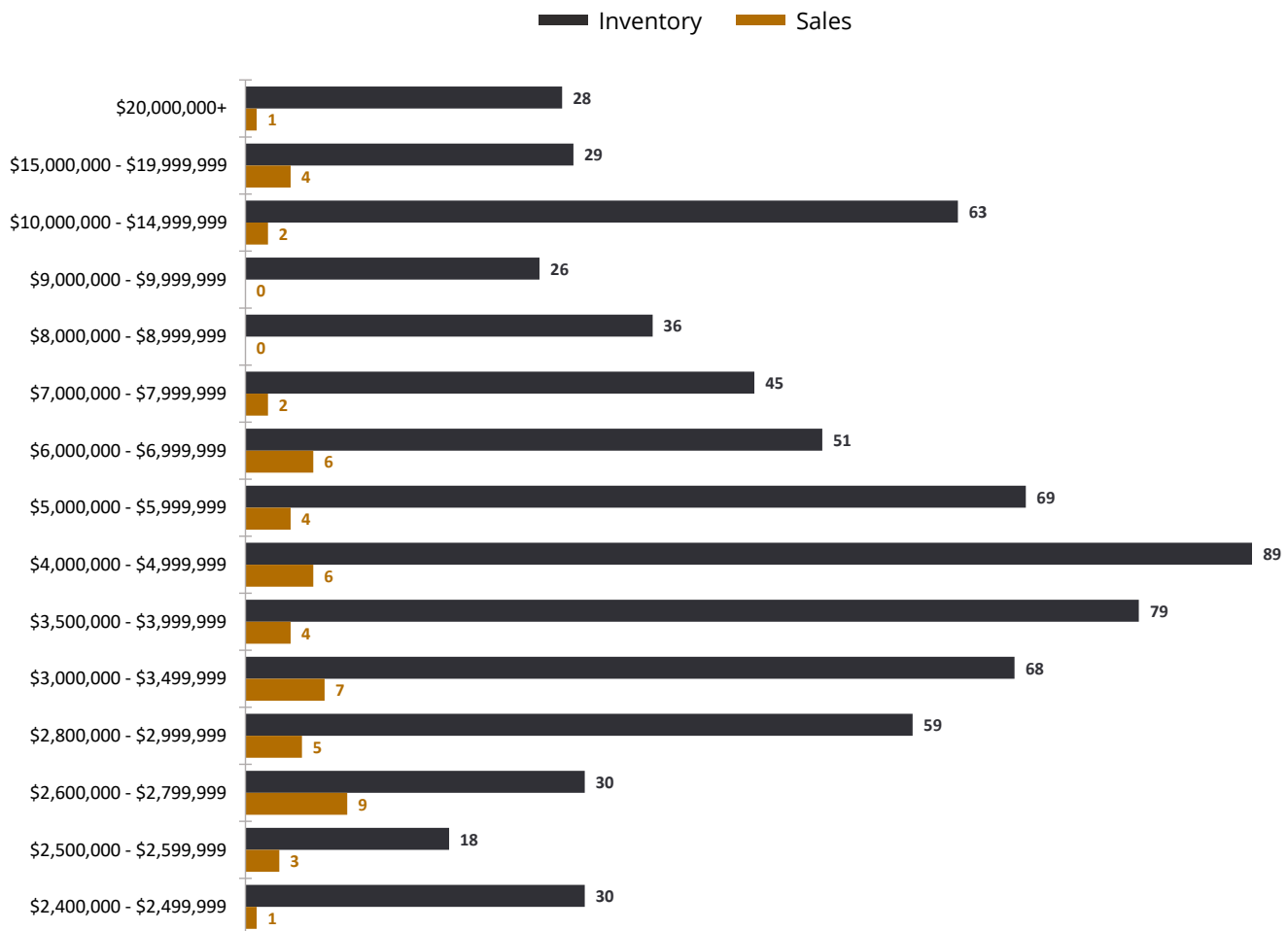
LUXURY INVENTORY VS. SALES | FEBRUARY 2026

Total Inventory: 720

Total Sales: 54

Total Sales Ratio²: 8%

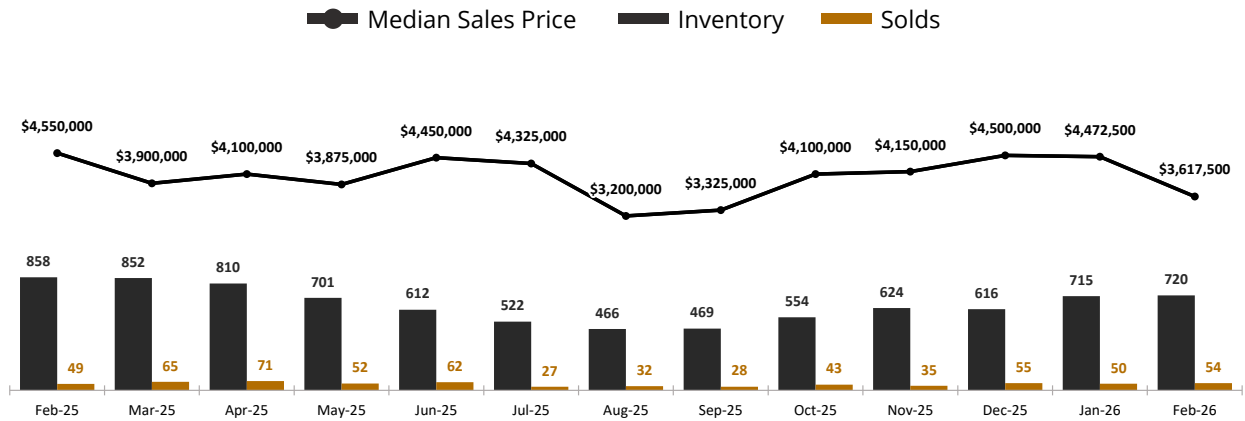
Buyer's Market



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	18	0%
2,000 - 2,999	\$2,650,000	3	3	4	76	5%
3,000 - 3,999	\$2,925,000	4	5	20	210	10%
4,000 - 4,999	\$3,635,000	4	6	17	176	10%
5,000 - 5,999	\$6,825,000	4	6	6	110	5%
6,000+	\$18,000,000	5	8	7	130	5%

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 | FEBRUARY

TOTAL INVENTORY

Feb. 2025 Feb. 2026
858 **720**

VARIANCE: **-16%**

TOTAL SOLDS

Feb. 2025 Feb. 2026
49 **54**

VARIANCE: **10%**

SALES PRICE

Feb. 2025 Feb. 2026
\$4.55m **\$3.62m**

VARIANCE: **-20%**

SALE PRICE PER SQFT.

Feb. 2025 Feb. 2026
\$1,137 **\$992**

VARIANCE: **-13%**

SALE TO LIST PRICE RATIO

Feb. 2025 Feb. 2026
93.79% **94.51%**

VARIANCE: **1%**

DAYS ON MARKET

Feb. 2025 Feb. 2026
57 **54**

VARIANCE: **-5%**

NAPLES MARKET SUMMARY | FEBRUARY 2026

- The single-family luxury market is a **Buyer's Market** with an **8% Sales Ratio**.
- Homes sold for a median of **94.51% of list price** in February 2026.
- The most active price band is **\$2,600,000-\$2,799,999**, where the sales ratio is **30%**.
- The median luxury sales price for single-family homes is **\$3,617,500**.
- The median days on market for February 2026 was **54** days, down from **57** in February 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 | FEBRUARY 2026

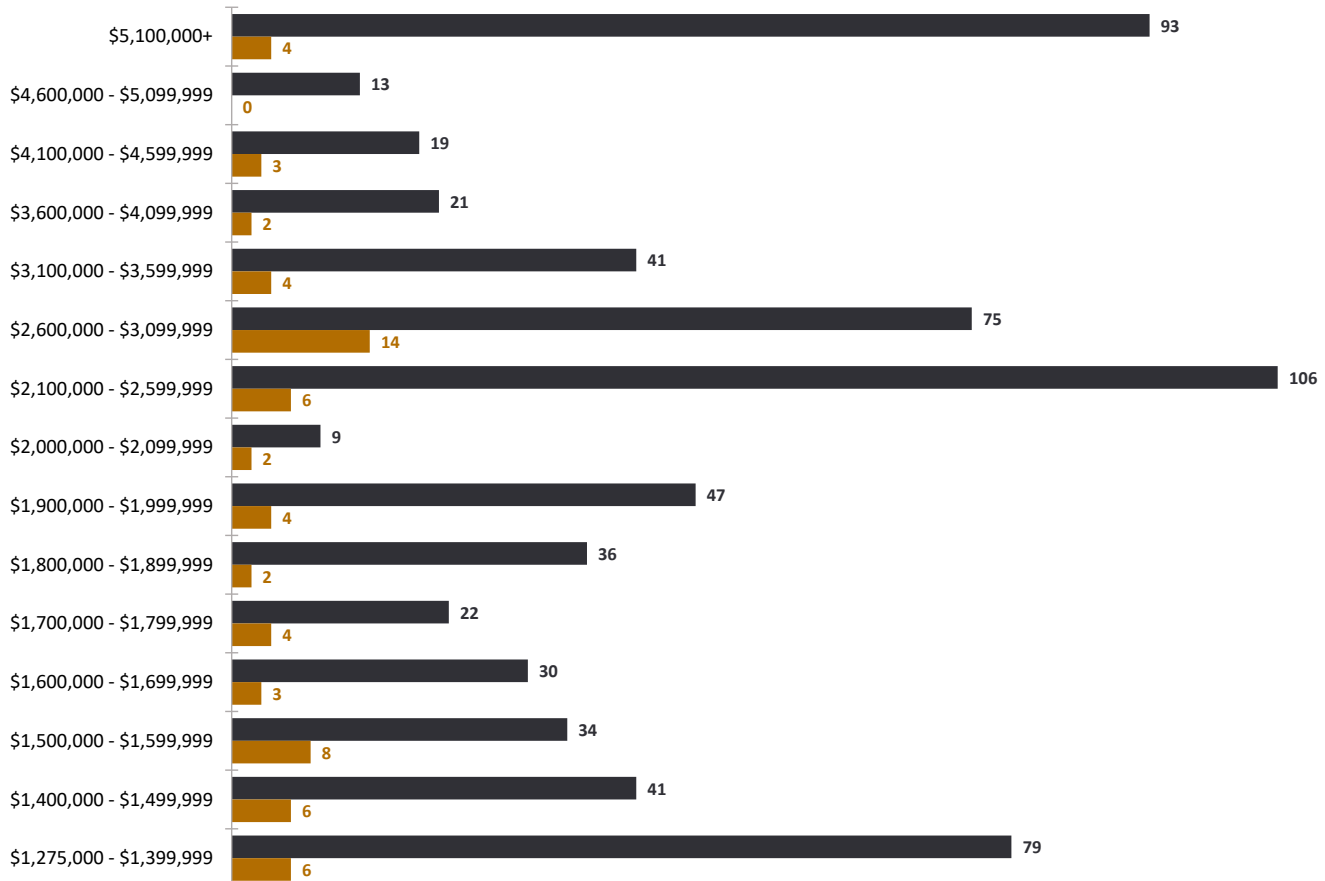
Total Inventory: **666**

Total Sales: **68**

Total Sales Ratio²: **10%**

Buyer's Market

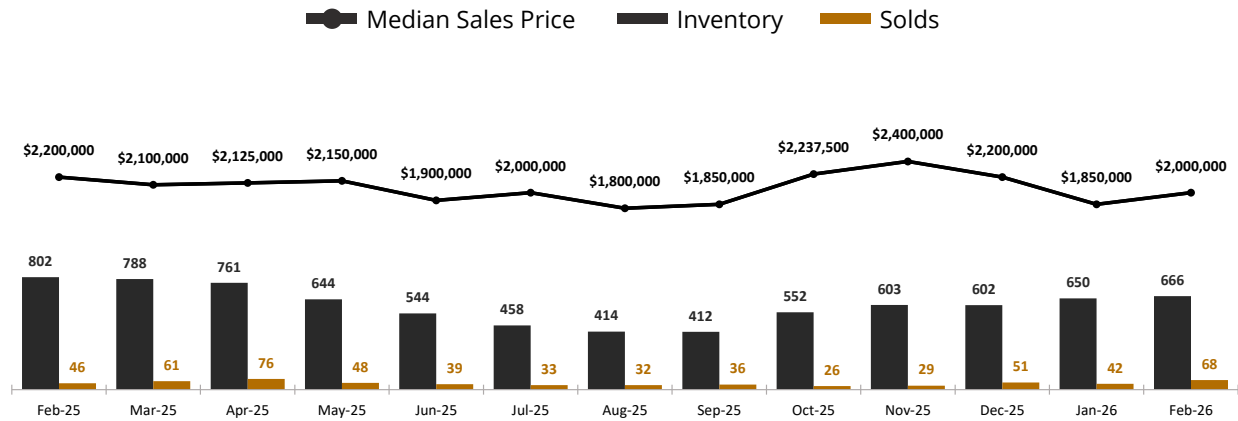
Inventory Sales



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,650,000	2	2	2	33	6%
1,500 - 1,999	\$1,500,000	2	2	14	166	8%
2,000 - 2,499	\$1,840,000	3	3	18	160	11%
2,500 - 2,999	\$2,000,000	3	3	15	144	10%
3,000 - 3,499	\$3,200,000	3	4	14	85	16%
3,500+	\$6,300,000	4	4	5	78	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.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | FEBRUARY

TOTAL INVENTORY

Feb. 2025 Feb. 2026
802 **666**

VARIANCE: **-17%**

TOTAL SOLDS

Feb. 2025 Feb. 2026
46 **68**

VARIANCE: **48%**

SALES PRICE

Feb. 2025 Feb. 2026
\$2.20m **\$2.00m**

VARIANCE: **-9%**

SALE PRICE PER SQFT.

Feb. 2025 Feb. 2026
\$1,059 **\$937**

VARIANCE: **-12%**

SALE TO LIST PRICE RATIO

Feb. 2025 Feb. 2026
94.66% **94.56%**

VARIANCE: **0%**

DAYS ON MARKET

Feb. 2025 Feb. 2026
47 **88**

VARIANCE: **87%**

NAPLES MARKET SUMMARY | FEBRUARY 2026

- The attached luxury market is a **Buyer's Market** with a **10% Sales Ratio**.
- Homes sold for a median of **94.56% of list price** in February 2026.
- The most active price band is **\$1,500,000-\$1,599,999**, where the sales ratio is **24%**.
- The median luxury sales price for attached homes is **\$2,000,000**.
- The median days on market for February 2026 was **88** days, up from **47** in February 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.