



NAPLES & BONITA SPRINGS

LUXURY PROPERTIES MARKET REPORT
August Issue - July Data



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WILLIAM RAVEIS

HERE'S WHAT'S **NEW!** IN NAPLES

DISCOVER "WHAT'S NEW" IN DEVELOPMENT AND FOLLOW UPDATES ON PROGRESS

RITZ CARLTON RESIDENCES | ESTERO BAY
PENDING | UNIT #1901 & #1902



RITZ CARLTON RESIDENCES NAPLES

108 units, 12-story twin tower and twin bay residences, situated on 6 acres
scheduled completion 2026, 22-slip marina, \$4M+

RITZ CARLTON RESIDENCES ESTERO BAY

224 total units, two 22-story towers, south tower to be completed April 2026, north tower has broken ground with expected completion 2027, situated on 500 acres, exceptional amenities including marina with 72 boat slips and 2 golf courses, scheduled completion 2025, \$3M+

KALEA BAY NAPLES

600 units, 5 towers, currently selling final tower 5, 25 guest cottages
highest-level finishes, rooftop terraces with pools, dog park, \$3.5M+

EPIQUE PELICAN BAY NAPLES

68 units, 19 floors, 4 penthouses, 8 Jardin units, bespoke gulf-view
sister of Mystique Pelican Bay, 4,200-5,600 sq. ft., exquisite features

PARK PLACE ON GULF SHORE NAPLES

15 exclusive residences, Gulf and Bay views, resort-style amenities, 11
boat slips up to 32', uninterrupted "thru" views, pet-friendly, \$7M+

THE HUXLEY OLD NAPLES

8 modern residences, 3 floors with private roof decks, elegant 5th
Avenue lifestyle living, balanced design aesthetic, \$8M+

3300 GULF SHORE OLD NAPLES

37 units, waterfront with gulf access, 2-4 bedroom + den residences
with penthouse collection included, private marina with 19 slips,
expected completion late 2027, 3,000-5,000 sq. ft., \$3-7M

AURA AT METROPOLITAN NAPLES

56 units available, high-rise condos, 15 stories, 2-5-bedroom floorplans
5 penthouses, minutes from 5th Ave South, \$2.5M+

INFINITY AT THE COLONY BONITA SPRINGS

96 luxury units, 23 stories, floor-to-ceiling windows with panoramic Gulf
views, expansive terraces, par-3 golf course, dog park, \$2M+

WHERE'S THE DEAL?

COASTAL PROPERTIES WEST OF US 41



Scan the QR code to see the full Naples and Bonita Springs Luxury Market Report

PRICE REDUCTIONS

REPORT DATE: AUGUST 8, 2025

ACTIVE & PENDING SINGLE FAMILY & CONDOS | LIST PRICE: \$1,000,000 - \$25,000,000

TOTAL REDUCTIONS:	REDUCED BY: \$500K-\$1M	REDUCED BY: \$1M-\$2M	REDUCED BY: \$2M-\$5M	REDUCED BY: \$5M-ABOVE
Bonita & Barefoot Beach Area <i>Bonita Springs</i>	14	5	1	
Vanderbilt Beach Area <i>North Naples</i>	15	2		
Bay Colony <i>Naples</i>	8	3	4	1
Pelican Bay <i>North Naples</i>	5	2		
Park Shore, Moorings, and Coquina Sands <i>City of Naples</i>	35	13	6	
Olde Naples <i>City of Naples</i>	14	8	6	1
Aqualane Shores and Port Royal <i>City of Naples</i>	5	4	12	3
Royal Harbor Area <i>City of Naples</i>	3	2		

*Source of this market data: Southwest Florida MLS© 2025. Accuracy of this information is reliable but not guaranteed. Anyone who chooses to use this information to make market decisions should have this data independently verified.

NAPLES & BONITA SPRINGS

Single-Family Properties

CLOSED SALES

- The number of closed sales in the 12 months ending June 30th, 2025 for the Naples and Bonita Springs Area decreased 8% year-over-year (5,617 vs 6,132).
- There were 78 closed sales priced above two million in June 2025 compared to 65 in June 2024; a 20% increase. During the 12 months ending June 30th, 2025, sales in this category decreased 0.1% over the same time period in 2024 (718 vs 719 units).

NEW LISTINGS / INVENTORY

- During the 12 months ending June 30th, 2025, a total of 10,710 new listings were added to the market, this is a 5% increase vs the same time period 12 months ending June 30th, 2024.
- Available inventory as of June 30th, 2025 consisted of 4,578 units, an increase of 19% vs the same time period in 2024. Current inventory represents 10 months of supply based on current absorption rates.

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$1,304,384, a 10% increase vs the same time period in 2024.
- The median sales price for the area in June 2025 decreased 1% to \$680,000 vs June 2024.

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NAPLES & BONITA SPRINGS

Condominiums

CLOSED SALES

- The number of closed sales in the 12 months ending June 30th, 2025 for the Naples and Bonita Springs Area decreased 14% year-over-year (3,860 vs 4,492).
- There were 18 closed sales priced above two million in June 2025 compared to 27 in June 2024; a 33% decrease. During the 12 months ending June 30th, 2025, sales in this category decreased 38% over the same time period in 2024 (283 vs 454 units).

NEW LISTINGS / INVENTORY

- During the 12 months ending June 30th, 2025, a total of 8,433 new listings were added to the market, a 7% increase vs the same time period 12 months ending June 30th, 2024.
- Available inventory as of June 30th, 2025 consisted of 3,882 units, an increase of 22% vs the same time period in 2024. Current inventory represents 12 months of supply based on current absorption rates.

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$766,084, a 9% decrease vs the same time period in 2024.
- The median sales price for the area in June 2025 decreased 9% to \$425,000 vs June 2024.

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List and Buy Your Property With
the #1 Luxury Broker in Naples*

- #1 Market Share in Port Royal
- #1 Market Share in Aqualane Shores
- #1 Market Share in Olde Naples

The Leader in the Luxury Market

*William Raveis was #1 in total volume sold (Market Share), combination of list side and buy side volume, in 2024 for Port Royal, Aqualane Shores, and Olde Naples according to the SWFLAMLS for the time period 1/1/2024-1/1/2025. Non-MLS transactions, including non-MLS transactions of William Raveis, are not included in this tabulation.





PORT ROYAL TO BONITA BEACH ROAD AREA

Single-Family Properties

LUXURY MARKET \$1M+ (WEST OF 41)

CLOSED SALES

- The number of closed sales in the 12 months ending June 30th, 2025 for the luxury market from Port Royal to Bonita Beach Road Area increased 12% year-over-year (339 vs 303).

NEW LISTINGS / INVENTORY

- During the 12 months ending June 30th, 2025, a total of 880 new listings were added to the market, an increase of 12% compared to the same time period 12 months ending June 30th, 2024.
- Available inventory as of June 30th, 2025 consisted of 477 units, a 10% increase vs the same time period in 2024 (477 vs 435). Current inventory represents 17 months of supply based on current absorption rates.

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$6,306,486 an increase of 37% vs the same time period in 2024.
- The median sales price for the area in June 2025 increased 32% to \$5,532,500 vs June 2024.

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PORT ROYAL TO BONITA BEACH ROAD AREA

Condominiums

LUXURY MARKET \$1M+ (WEST OF 41)

CLOSED SALES

- The number of closed sales in the 12 months ending June 30th, 2025 for the luxury market from Port Royal to Bonita Beach Road Area decreased 28% year-over-year (451 vs 630).

NEW LISTINGS / INVENTORY

- During the 12 months ending June 30th, 2025, a total of 1,123 new listings were added to the market, a decrease of 2% vs the same time period 12 months ending June 30th, 2024.
- Available inventory as of June 30th, 2025 consisted of 569 units, a 17% increase vs the same time period in 2024 (569 vs 486). Current inventory represents 15 months of supply based on current absorption rates.

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$2,711,008 increasing 4% vs the same time period in 2024.
- The median sales price for the area in June 2025 decreased 20% to \$1,715,000 vs June 2024.



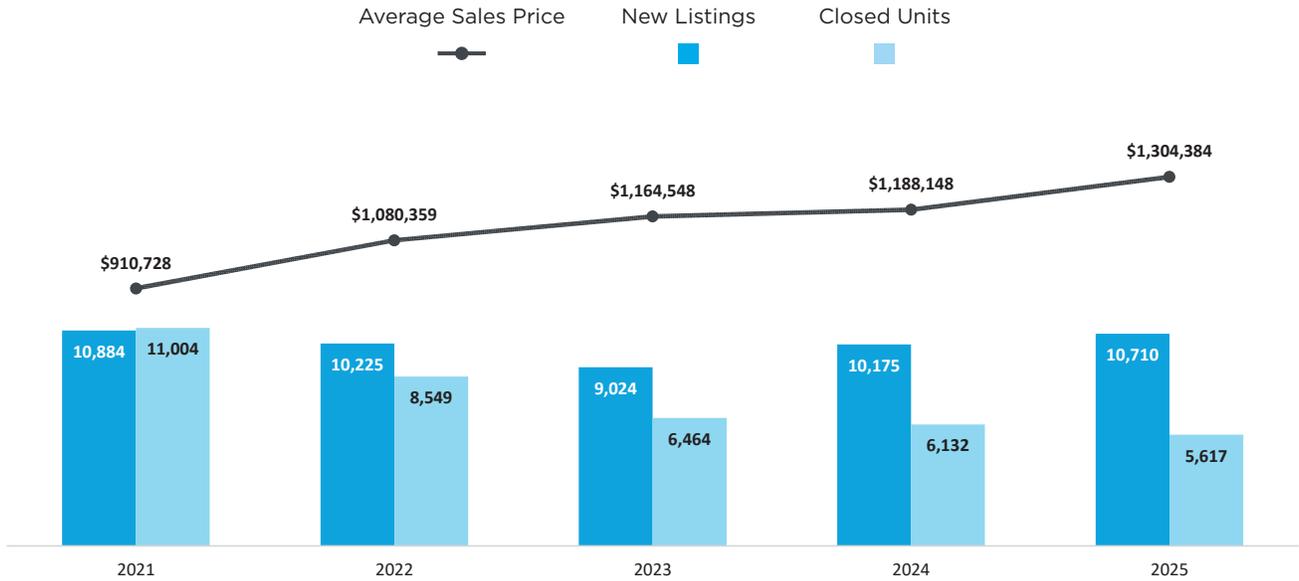
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NAPLES & BONITA SPRINGS

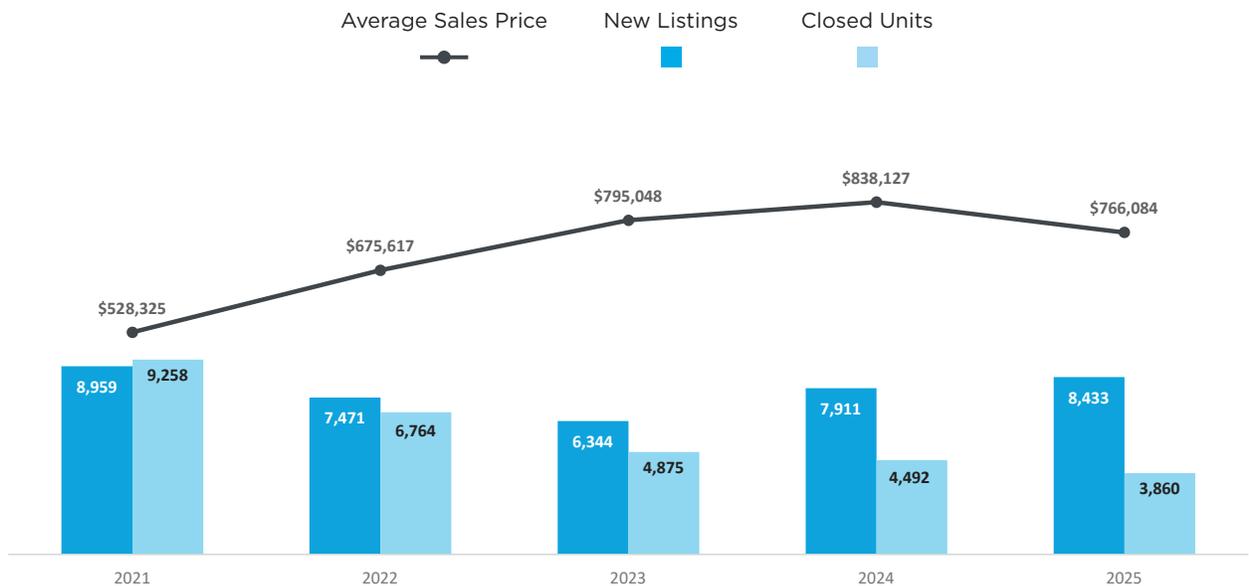
YEAR-OVER-YEAR MARKET TRENDS

Single-Family Properties



YEAR-OVER-YEAR MARKET TRENDS

Condominium Properties

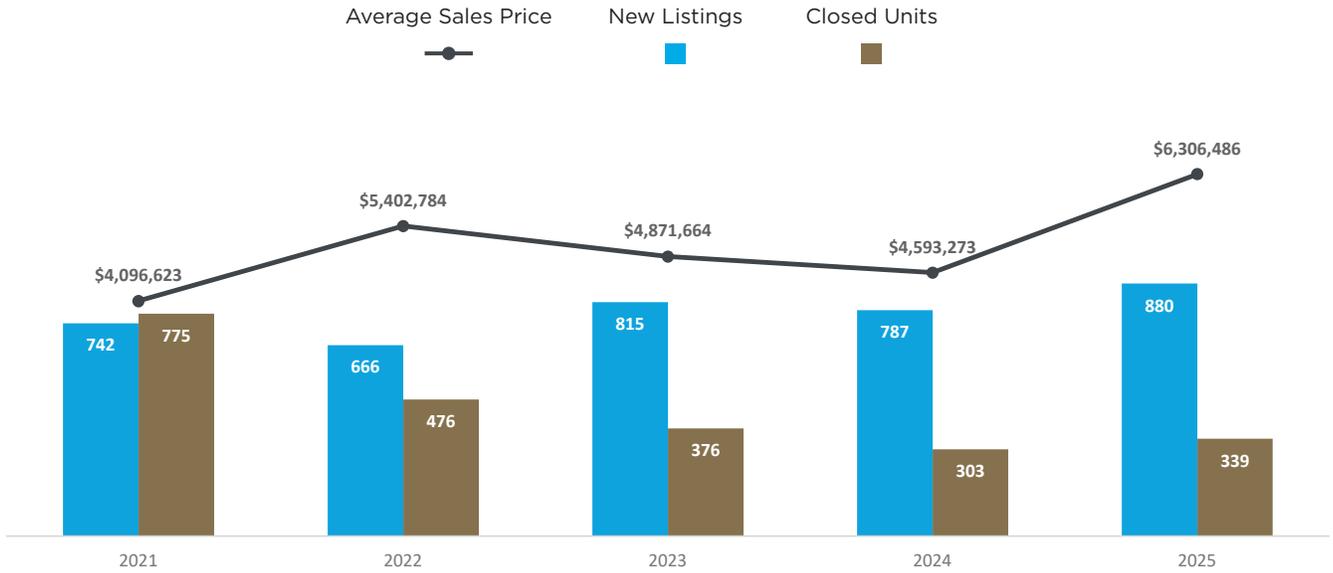


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PORT ROYAL TO BONITA BEACH ROAD AREA

YEAR-OVER-YEAR MARKET TRENDS

Single-Family Properties



YEAR-OVER-YEAR MARKET TRENDS

Condominium Properties



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Inman Innovators Award 2023

We are honored to have won Top Brokerage by Inman¹, the voice of Realtors® across the country. We are also grateful for these global and national luxury awards:

- #1 Luxury Broker in the World²
- Winner Best Luxury Real Estate Brokerage in CT, FL, MA, NY & SC³
- Winner Top 100 Real Estate Brokers & Developers of the World⁴
- Overall Winner HGTV Ultimate House Hunt⁵
- 99% customer satisfaction rating⁶



¹ Inman Innovators Award 2023 | ² Luxury Portfolio International 2018 | ³ Luxury Lifestyle Awards 2022-2025
⁴ Luxury Lifestyle Awards 2022-2024 | ⁵ HGTV 2022 | ⁶ Internal survey sent to customers
William Raveis is a member of Leading Real Estate Companies of the World and Luxury Portfolio International in specific market areas, contact your sales associate for more information.





COMMUNITY SNAPSHOT REPORT

Single-Family Properties

12 MONTHS ENDING JUNE, 2025

Neighborhood	Inventory	% Change	Closed Sales	% Change	Months Of Supply	% Change	Average Sales Price	% Change
Aqualane Shores	32	19%	24	85%	16.0	-36%	\$10,933,605	3%
Bonita Bay	47	38%	82	0%	6.9	38%	\$1,981,346	-5%
Collier's Reserve	9	125%	12	-8%	9.0	144%	\$2,953,750	2%
Fiddler's Creek	58	71%	58	-28%	12.0	138%	\$1,616,176	1%
Grey Oaks	19	-10%	40	-11%	5.7	2%	\$4,476,600	-1%
Isles of Collier Preserve	62	38%	85	-22%	8.8	77%	\$1,432,975	-16%
Kensington	6	100%	16	60%	4.5	25%	\$1,717,750	10%
Lely Resort	77	133%	89	-13%	10.4	167%	\$1,197,963	-3%
Marco Island	244	16%	361	2%	8.1	17%	\$1,836,993	-15%
Mediterra	27	23%	28	-15%	11.6	45%	\$4,215,875	5%
Monterey	7	0%	19	36%	4.4	-26%	\$1,597,661	10%
Naples Park	139	11%	99	-20%	16.8	38%	\$980,936	-8%
Naples Reserve	50	61%	62	29%	9.7	25%	\$1,074,576	-8%
Olde Naples	77	51%	47	47%	19.7	3%	\$6,960,329	-12%
Park Shore/Moorings/ Seagate/Coquina Sands Non-Waterfront	114	21%	88	-3%	15.5	25%	\$5,098,757	9%
Park Shore/Moorings/ Seagate/Coquina Sands Waterfront	29	21%	19	-10%	18.3	34%	\$7,930,821	3%
Pelican Bay	47	47%	65	67%	8.7	-12%	\$4,015,638	8%
Pelican Landing	26	24%	45	-10%	6.9	38%	\$1,350,167	4%
Pelican Marsh	15	25%	26	-24%	6.9	64%	\$1,969,327	-1%
Pine Ridge	32	23%	24	26%	16.0	-3%	\$6,997,508	8%
Port Royal	35	0%	27	125%	15.6	-56%	\$24,739,074	68%
Quail Creek	12	9%	15	-25%	9.6	46%	\$2,484,367	-5%
Quail West	23	28%	34	-6%	8.1	35%	\$4,525,041	-10%
Royal Harbor	31	41%	18	29%	20.7	10%	\$5,106,097	-12%
Talis Park	6	50%	10	67%	7.2	-10%	\$4,948,000	8%
The Colony At Pelican Landing	6	100%	4	-50%	18.0	300%	\$1,919,500	-23%
Tiburon	3	-25%	4	-64%	9.0	106%	\$3,281,250	-12%
Vanderbilt Beach	39	22%	20	43%	23.4	-15%	\$3,897,000	-15%
Vineyards	24	14%	62	41%	4.6	-19%	\$1,295,982	9%

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COMMUNITY SNAPSHOT REPORT

Condominiums

12 MONTHS ENDING JUNE, 2025

Neighborhood	Inventory	% Change	Closed Sales	% Change	Months Of Supply	% Change	Average Sales Price	% Change
Bonita Bay	101	46%	90	-25%	13.5	95%	\$1,296,232	-6%
Fiddler's Creek	57	33%	35	-48%	19.5	154%	\$700,207	0%
Grey Oaks	2	-50%	6	-25%	4.0	-33%	\$2,088,333	-12%
Isles of Collier Preserve	7	0%	8	-11%	10.5	13%	\$909,063	-1%
Kensington	6	100%	17	-11%	4.2	124%	\$755,647	-14%
Lely Resort	96	71%	101	0%	11.4	71%	\$521,714	-11%
Marco Island	387	12%	375	1%	12.4	21%	\$880,686	-16%
Mediterra	13	63%	12	-8%	13.0	76%	\$1,463,750	-8%
Olde Naples	97	33%	99	27%	11.8	5%	\$1,655,698	-1%
Park Shore/Moorings/ Seagate/Coquina Sands Non-Waterfront	319	36%	238	-12%	16.1	54%	\$1,870,133	-14%
Park Shore/Moorings/ Seagate/Coquina Sands Waterfront	247	40%	172	-17%	17.2	69%	\$2,358,179	-11%
Pelican Bay	180	35%	199	-10%	10.9	50%	\$2,200,315	11%
Pelican Landing	36	140%	45	18%	9.6	103%	\$520,489	-12%
Pelican Marsh	26	53%	56	19%	5.6	28%	\$804,571	-3%
The Dunes of Naples	32	46%	19	-35%	20.2	122%	\$1,555,263	-16%
Talis Park	18	0%	25	-14%	8.6	16%	\$1,499,220	-5%
Tiburon	18	64%	19	19%	11.4	38%	\$1,354,161	-9%
Vanderbilt Beach	82	30%	56	-14%	17.6	51%	\$1,545,161	11%
Vineyards	54	108%	67	-3%	9.7	114%	\$648,034	-10%

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SOUTHWEST FLORIDA COMMUNITY GUIDE

- *City of Naples*
- *North Naples (North of Pine Ridge Road)*
- *South Naples (South of Pine Ridge Road)*
- *Bonita Springs*

KEY

GOLF COURSE

18 holes	18
27 holes	27
36 holes	36
54 holes	54
90 holes	90

PRICE RANGE

Dominant price less than \$1M	\$
Dominant price \$1M to \$2M	\$\$
Dominant price over \$2M	\$\$\$

Neighborhood	Single-Family	Condominium	Golf Course	Boating*	Clubhouse	Tennis	Gated**	Price Range
AQUALANE SHORES <i>City of Naples</i>	●			●				\$\$\$
BONITA BAY <i>Bonita Springs</i>	●	●	90		●	●	●	\$\$
COLLIER'S RESERVE <i>North Naples</i>	●		18		●	●	●	\$\$\$
GREY OAKS <i>South Naples & City of Naples</i>	●	●	54		●	●	●	\$\$\$
ISLE OF COLLIER PRESERVE <i>South Naples</i>	●	●		●	●	●	●	\$\$
KENSINGTON <i>South Naples</i>	●	●	18		●	●	●	\$\$
LELY RESORT <i>South Naples</i>	●	●	54		●	●	●	\$
MEDITERRA <i>North Naples</i>	●	●	36		●	●	●	\$\$\$
MONTEREY <i>North Naples</i>	●				●	●	●	\$\$
MOORINGS & COQUINA SANDS <i>City of Naples</i>	●	●	18		●	●		\$\$\$

*Many properties are boating oriented (have a dock or has a community dock/marina). **May or may not be manned by a security guard.

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Neighborhood	 Single-Family	 Condominium	 Golf Course	 Boating*	 Clubhouse	 Tennis	 Gated**	 Price Range
NAPLES PARK <i>North Naples</i>	●							\$\$
NAPLES RESERVE <i>South Naples</i>	●	●		●	●	●	●	\$
OLD NAPLES <i>City of Naples</i>	●	●						\$\$\$
PARK SHORE <i>City of Naples</i>	●	●		●				\$\$\$
PELICAN BAY <i>North Naples</i>	●	●	27		●	●	●	\$\$\$
PELICAN LANDING <i>Bonita Springs</i>	●	●	36	●	●	●	●	\$
PELICAN MARSH <i>North Naples</i>	●	●	18		●	●	●	\$\$
PINE RIDGE <i>North Naples</i>	●	●						\$\$\$
PORT ROYAL <i>City of Naples</i>	●			●	●	●		\$\$\$
QUAIL CREEK <i>North Naples</i>	●	●	36		●	●	●	\$\$\$
QUAIL WEST <i>North Naples</i>	●	●	36		●	●	●	\$\$\$
ROYAL HARBOR <i>City of Naples</i>	●			●				\$\$\$
THE COLONY AT PELICAN LANDING <i>Bonita Springs</i>	●	●	18	●	●	●	●	\$\$
THE DUNES OF NAPLES <i>North Naples</i>		●			●	●	●	\$\$\$
TIBURON GOLF CLUB <i>North Naples</i>	●	●	36		●	●	●	\$\$
VANDERBILT BEACH AREA <i>North Naples</i>	●	●		●		●	●	\$\$\$
VINEYARDS <i>North Naples</i>	●	●	36		●	●	●	\$

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NAPLES AREA REAL ESTATE ACTIVITY

May 2025 compared with May 2024 (percent reporting using rounded figures)



OVERALL INVENTORY

↑24%

6,524



OVERALL PENDING SALES

951

↑11%



MEDIAN CLOSED PRICE

\$590,000

↓9%



NEW LISTINGS

952

↑23%



OVERALL CLOSED SALES

779

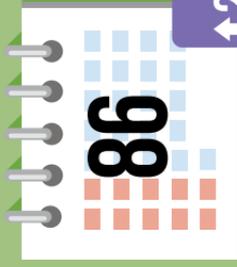
↓17%



DAYS ON MARKET

86

↑27%



NAPLES AREA REAL ESTATE ACTIVITY

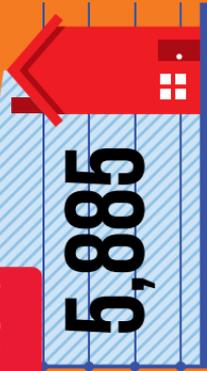
June 2025 compared with June 2024 (percent reporting using rounded figures)



OVERALL INVENTORY

↑ 18%

5,885



OVERALL PENDING SALES

722



↑ 2%

MEDIAN CLOSED PRICE

\$576,000



↓ 3%

NEW LISTINGS

877



↓ 5%

OVERALL CLOSED SALES

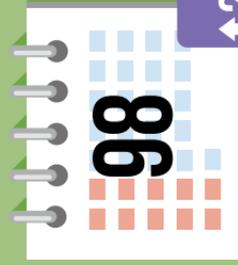


744

↑ 2%

DAYS ON MARKET

98



↑ 27%

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#1

WINNER

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