

NAPLES & BONITA SPRINGS

LUXURY PROPERTIES MARKET REPORT
October 2025 Issue



TEAM SIMS
LUXURY REAL ESTATE LEADER
SINCE 1991

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WILLIAM RAVEIS

Meet Steve & Abbe

As a father-daughter team with William Raveis Real Estate—the #1 family-owned brokerage in the country—Steve Sims and Abbe Guddal of **TEAM SIMS** bring a powerful balance of high-level expertise and modern strategy to the Southwest Florida market, serving Naples, Bonita Springs, and Estero. With over three decades of local experience, Steve offers unmatched insight into current market trends and long-term market fluctuations, while Abbe brings a fresh, client-first approach and sharp marketing acumen. Together, they form a dynamic partnership uniquely equipped to succeed in any market—especially today's complex STRONG down market.

TEAM SIMS leverages proprietary marketing strategies, a deep understanding of evolving market conditions, and an extensive professional network to deliver results that consistently exceed expectations.

POWERED by the strength and innovation of William Raveis Real Estate, they are your go-to experts when experience in challenging markets matters most.

**ROOTED IN EXPERIENCE.
FOCUSED ON THE FUTURE.**

STEVE SIMS

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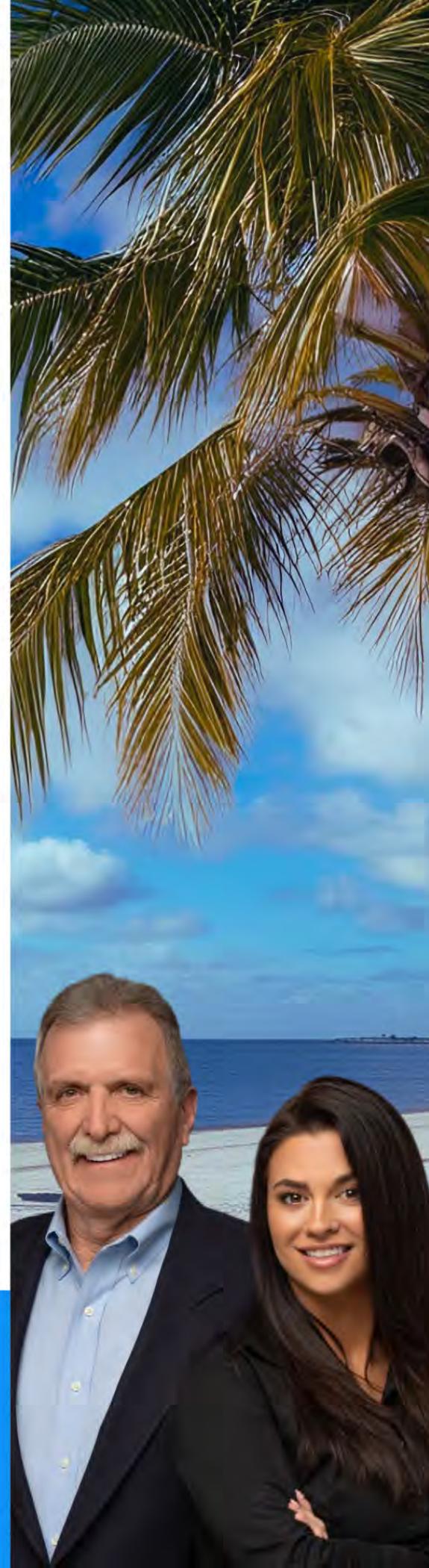
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Naples & Bonita Springs Luxury Market Overview

October 2025

(September Data)

For Buyers: Early fall continues to offer both opportunity and challenge for Buyers. While some listings were withdrawn after summer, overall inventory remains elevated, giving Buyers plenty of options. Mortgage rates have edged slightly lower, but this trend is uncertain—and rates still sit higher than they did a year ago.

For Sellers: Pricing remains the defining factor. Overpriced homes are sitting on the market with limited showings and minimal activity, especially following September's traditionally slower pace. To capture attention and drive results, Sellers should focus on strategic pricing, accurate market positioning, and flexibility.

The Big Question: How will pricing adjust as pre-season begins? Luxury properties are still performing, but buyers are more selective. These homes may take longer to sell ahead of season, and price refinements or added incentives can make a crucial difference.

Spotlight: This pre-season window presents unique opportunities for move-up buyers. While current home values may have softened slightly, higher-tier properties have adjusted as well—often creating a favorable financial gap for those looking to trade up. With early-fall conditions still favoring negotiation, acting now could yield meaningful advantages before demand ramps up later in the season.

Call us today if we can assist you in any way!

Steve & Abbe

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, \$2.5M+

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: OCTOBER 12, 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>	9	4		
Vanderbilt Beach Area <i>North Naples</i>	6	1	1	
Bay Colony <i>Naples</i>	4	1	1	
Pelican Bay <i>North Naples</i>	4	2		
Park Shore, Moorings, and Coquina Sands <i>City of Naples</i>	23	13	3	
Olde Naples <i>City of Naples</i>	12	3	6	1
Aqualane Shores and Port Royal <i>City of Naples</i>	3	6	8	2
Royal Harbor Area <i>City of Naples</i>	2	1		

*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 September 30th, 2025 for the Naples and Bonita Springs Area decreased 2% year-over-year (5,833 vs 5,942). **109 9/month**
- There were 40 closed sales priced above two million in September 2025 compared to 35 in September 2024; a 14% increase. During the 12 months ending September 30th, 2025, sales in this category increased 7% over the same time period in 2024 (727 vs 682 units). **45 3.75/month**

NEW LISTINGS / INVENTORY

- During the 12 months ending September 30th, 2025, a total of 10,686 new listings were added to the market, this is a 4% increase vs the same time period 12 months ending September 30th, 2024.
- Available inventory as of September 30th, 2025 consisted of 3,721 units, an increase of 4% vs the same time period in 2024. Current inventory represents 8 months of supply based on current absorption rates. **Moderate Buyers Market**

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$1,284,694, an 8% increase vs the same time period in 2024.
- The median sales price for the area in September 2025 decreased 6% to \$649,500 vs September 2024.

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NAPLES & BONITA SPRINGS

Condominiums

CLOSED SALES

- The number of closed sales in the 12 months ending September 30th, 2025 for the Naples and Bonita Springs Area decreased 11% year-over-year (3,859 vs 4,325).
- There were 17 closed sales priced above two million in September 2025 compared to 15 in September 2024; a 13% increase. During the 12 months ending September 30th, 2025, sales in this category decreased 42% over the same time period in 2024 (270 vs 463 units). 193 16/month

NEW LISTINGS / INVENTORY

- During the 12 months ending September 30th, 2025, a total of 8,309 new listings were added to the market, a 4% increase vs the same time period 12 months ending September 30th, 2024.
- Available inventory as of September 30th, 2025 consisted of 3,129 units, an increase of 13% vs the same time period in 2024. Current inventory represents 10 months of supply based on current absorption rates. Strong Buyers Market

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$745,839, a 12% decrease vs the same time period in 2024.
- The median sales price for the area in September 2025 decreased 12% to \$405,000 vs September 2024.

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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 September 30th, 2025 for the luxury market from Port Royal to Bonita Beach Road Area increased 25% year-over-year (367 vs 293). 74 - 6/month

NEW LISTINGS / INVENTORY

- During the 12 months ending September 30th, 2025, a total of 882 new listings were added to the market, an increase of 14% compared to the same time period 12 months ending September 30th, 2024.
- Available inventory as of September 30th, 2025 consisted of 337 units, a 5% decrease vs the same time period in 2024 (337 vs 354). Current inventory represents 11 months of supply based on current absorption rates.

Strong Buyers Market

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$5,986,319 an increase of 20% vs the same time period in 2024.
- The median sales price for the area in September 2025 decreased 42% to \$2,512,500 vs September 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 September 30th, 2025 for the luxury market from Port Royal to Bonita Beach Road Area decreased 30% year-over-year (445 vs 637). **192 16/month**

NEW LISTINGS / INVENTORY

- During the 12 months ending September 30th, 2025, a total of 1,105 new listings were added to the market, a decrease of 3% vs the same time period 12 months ending September 30th, 2024.
- Available inventory as of September 30th, 2025 consisted of 420 units, an 11% increase vs the same time period in 2024 (420 vs 378). Current inventory represents 11 months of supply based on current absorption rates.

Strong Buyers Market

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$2,708,360 increasing 4% vs the same time period in 2024.
- The median sales price for the area in September 2025 decreased 10% to \$1,762,500 vs September 2024.

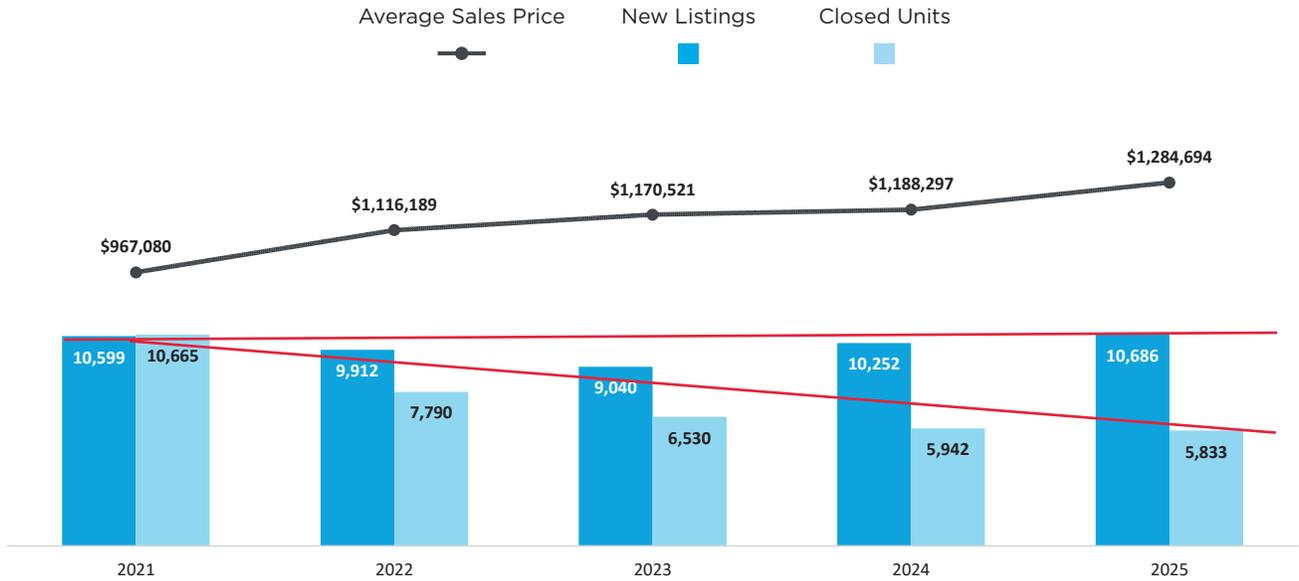


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NAPLES & BONITA SPRINGS

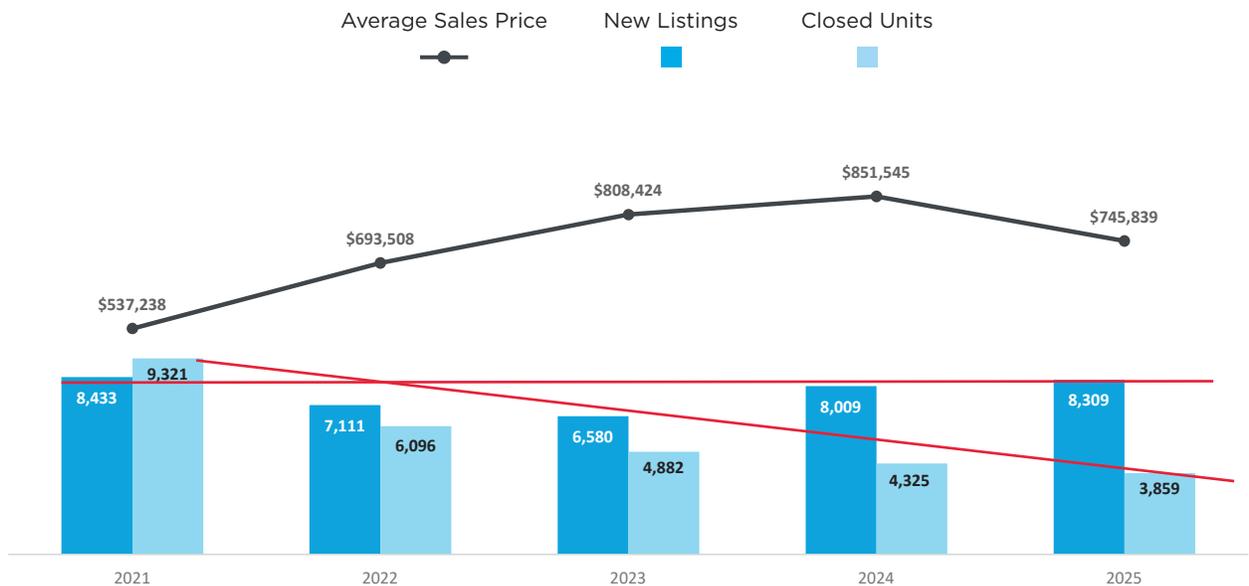
YEAR-OVER-YEAR MARKET TRENDS

Single-Family Properties



YEAR-OVER-YEAR MARKET TRENDS

Condominium Properties



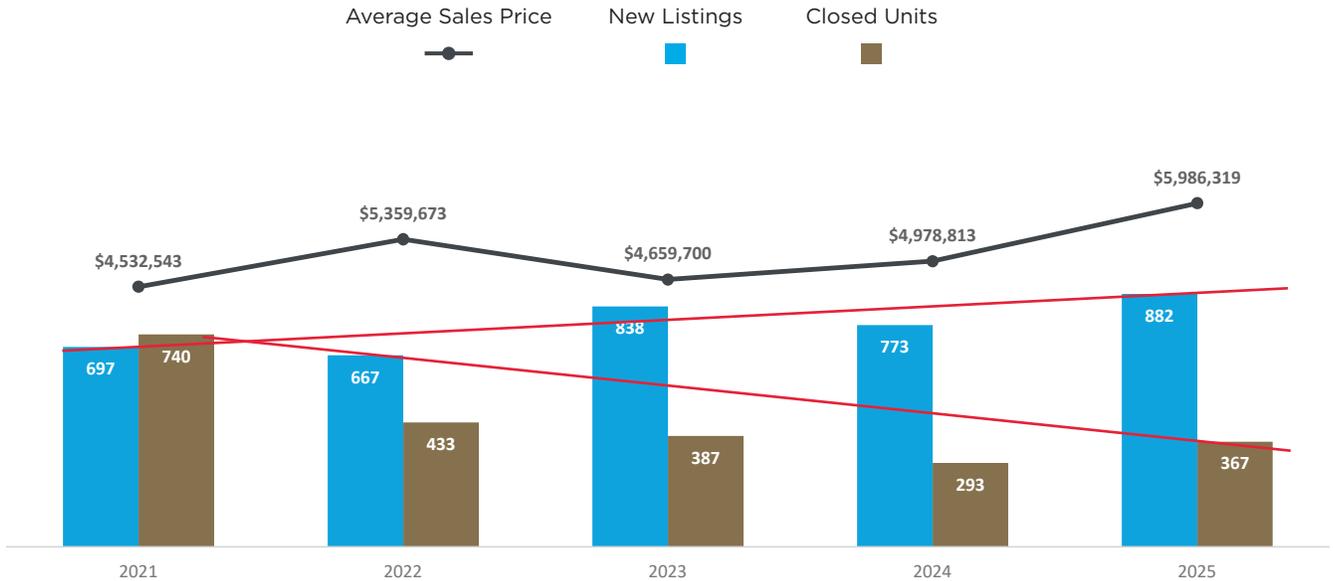
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PORT ROYAL TO BONITA BEACH ROAD AREA

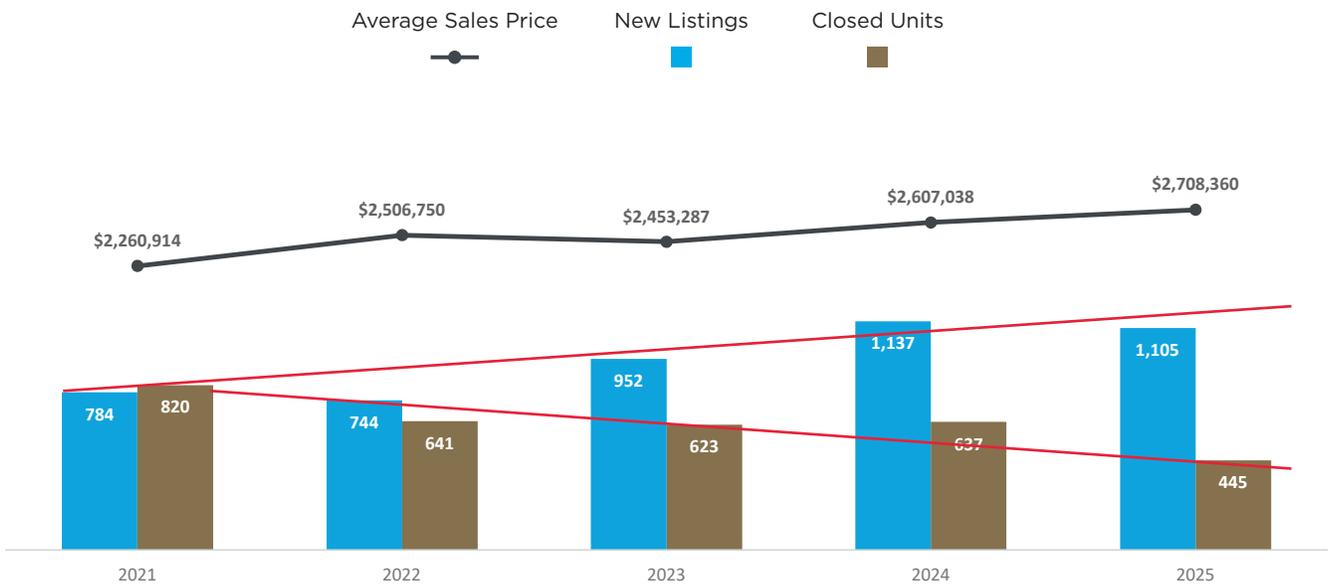
YEAR-OVER-YEAR MARKET TRENDS

Single-Family Properties



YEAR-OVER-YEAR MARKET TRENDS

Condominium Properties



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WINNER TOP LUXURY BROKERAGE*

Highest Honor in Luxury Real Estate*



We are honored to have won Top Luxury Brokerage by Inman Golden I Club, the highest honor in luxury real estate*. We are also grateful for these global and national luxury awards:

- Top Brokerage by Inman Innovators 2023¹
- #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 LUXURY BROKER
IN THE WORLD
IN 2018



LUXURY
PORTFOLIO
INTERNATIONAL

Top Brokerage

The #1 Real Estate Company in the U.S.

inman 2023



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

Premier Coastal Communities - Strong Buyers Markets

Single-Family Properties

12 MONTHS ENDING SEPTEMBER, 2025

Neighborhood	Inventory	% Change	Closed Sales	% Change	Months Of Supply	% Change	Average Sales Price	% Change
Aqualane Shores	35	21%	29	142%	14.5	-50%	\$9,943,329	-7%
Bonita Bay	44	19%	79	-4%	6.7	23%	\$1,890,195	-6%
Collier's Reserve	11	120%	11	-27%	12.0	200%	\$2,801,364	-3%
Fiddler's Creek	58	49%	69	-4%	10.1	55%	\$1,579,278	-4%
Grey Oaks	17	-19%	36	-16%	5.7	-3%	\$4,539,694	5%
Isles of Collier Preserve	61	22%	94	-4%	7.8	27%	\$1,430,345	-16%
Kensington	6	100%	17	42%	4.2	42%	\$1,833,765	21%
Lely Resort	81	108%	93	-2%	10.5	112%	\$1,118,618	-12%
Marco Island	188	-7%	344	-10%	6.6	18%	\$1,976,876	0%
Mediterra	25	-4%	30	7%	10.0	-10%	\$4,056,533	-1%
Monterey	8	0%	17	31%	5.6	-24%	\$1,759,118	18%
Naples Park	139	8%	101	-18%	16.5	31%	\$951,452	-10%
Naples Reserve	47	31%	72	53%	7.8	-15%	\$1,000,124	-7%
Olde Naples	78	39%	53	66%	17.7	-16%	\$6,105,339	-26%
Park Shore/Moorings/ Seagate/Coquina Sands Non-Waterfront	117	22%	95	11%	14.8	10%	\$5,010,859	4%
Park Shore/Moorings/ Seagate/Coquina Sands Waterfront	33	38%	23	21%	17.2	14%	\$8,083,070	7%
Pelican Bay	47	38%	72	106%	7.8	-33%	\$3,688,608	-4%
Pelican Landing	28	40%	52	-2%	6.5	43%	\$1,290,113	4%
Pelican Marsh	15	25%	25	-17%	7.2	50%	\$1,946,100	4%
Pine Ridge	31	15%	23	28%	16.2	-10%	\$7,356,530	33%
Port Royal	33	-11%	27	108%	14.7	-57%	\$24,156,111	32%
Quail Creek	12	0%	18	0%	8.0	0%	\$2,422,806	-9%
Quail West	25	47%	34	3%	8.8	43%	\$4,353,718	-8%
Royal Harbor	32	28%	17	13%	22.6	13%	\$4,840,573	-14%
Talis Park	6	50%	6	-25%	12.0	100%	\$5,434,167	16%
The Colony At Pelican Landing	5	67%	3	-67%	20.0	400%	\$2,131,667	-8%
Tiburon	3	0%	7	-30%	5.1	43%	\$3,664,286	0%
Vanderbilt Beach	43	39%	24	60%	21.5	-13%	\$3,892,083	-13%
Vineyards	24	0%	55	6%	5.2	-6%	\$1,351,645	18%

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COMMUNITY SNAPSHOT REPORT

Condominiums

12 MONTHS ENDING SEPTEMBER, 2025

Neighborhood	Inventory	% Change	Closed Sales	% Change	Months Of Supply	% Change	Average Sales Price	% Change
Bonita Bay	102	36%	90	-24%	13.6	78%	\$1,257,604	-8%
Fiddler's Creek	61	33%	30	-50%	24.4	165%	\$664,633	-7%
Grey Oaks	2	-50%	6	-46%	4.0	-8%	\$1,995,000	-10%
Isles of Collier Preserve	8	33%	9	13%	10.7	19%	\$867,944	-7%
Kensington	7	133%	20	18%	4.2	98%	\$756,550	-16%
Lely Resort	101	58%	97	-1%	12.5	59%	\$518,658	-10%
Marco Island	291	0%	332	-20%	10.5	19%	\$934,109	-3%
Mediterra	14	56%	13	-13%	12.9	80%	\$1,405,000	-10%
Olde Naples	102	28%	82	-13%	14.9	46%	\$1,496,274	-12%
Park Shore/Moorings/ Seagate/Coquina Sands Non-Waterfront	329	33%	246	-8%	16.0	45%	\$1,751,210	-21%
Park Shore/Moorings/ Seagate/Coquina Sands Waterfront	260	41%	179	-14%	17.4	64%	\$2,199,504	-17%
Pelican Bay	187	29%	204	-5%	11.0	36%	\$2,220,237	14%
Pelican Landing	37	106%	43	27%	10.3	63%	\$515,000	-11%
Pelican Marsh	28	56%	50	9%	6.7	43%	\$774,960	-8%
The Dunes of Naples	34	42%	22	31%	18.5	106%	\$1,491,364	-15%
Talis Park	19	0%	19	-30%	12.0	42%	\$1,429,474	-14%
Tiburon	19	46%	17	6%	13.4	38%	\$1,360,000	-10%
Vanderbilt Beach	86	32%	55	-14%	18.8	54%	\$1,692,800	21%
Vineyards	59	90%	69	0%	10.3	90%	\$659,062	-5%

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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		●	●	●	\$

*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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NAPLES AREA REAL ESTATE ACTIVITY

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



OVERALL INVENTORY

↑ 11%

5,224

18



OVERALL PENDING SALES

807

↑ 20%



MEDIAN CLOSED PRICE

\$575,000

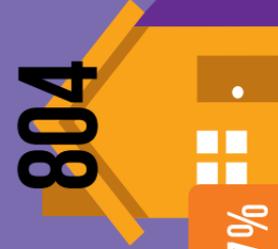
↓ 3%



NEW LISTINGS

804

↓ 7%



OVERALL CLOSED SALES

624

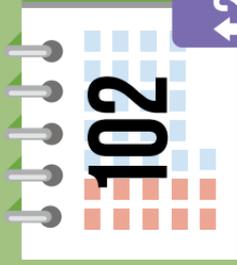
↑ 2%



DAYS ON MARKET

102

↑ 26%



NAPLES AREA REAL ESTATE ACTIVITY



NAPLES AREA BOARD OF REALTORS®

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

OVERALL INVENTORY

↑ 9%

4,892

19



OVERALL PENDING SALES

755

↑ 11%



MEDIAN CLOSED PRICE

\$588,500

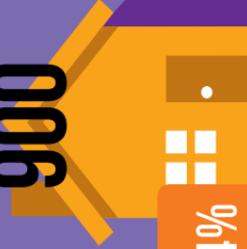
↓ 1%



NEW LISTINGS

900

↓ 4%



OVERALL CLOSED SALES

604

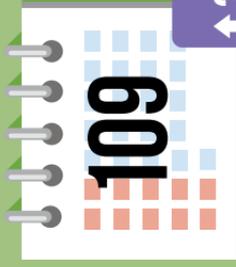
↑ 11%



DAYS ON MARKET

109

↑ 31%



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WINNER
TOP LUXURY BROKERAGE*

Highest Honor in
Luxury Real Estate*

List and buy your house
with the Top Luxury
Brokerage in the U.S.

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 **inman GOLDEN | CLUB 2025***
20