INSTITUTE for LUXURY HOME MARKETING®
by Colibri Real Estate

SEPTEMBER 2025

NAPLES FLORIDA

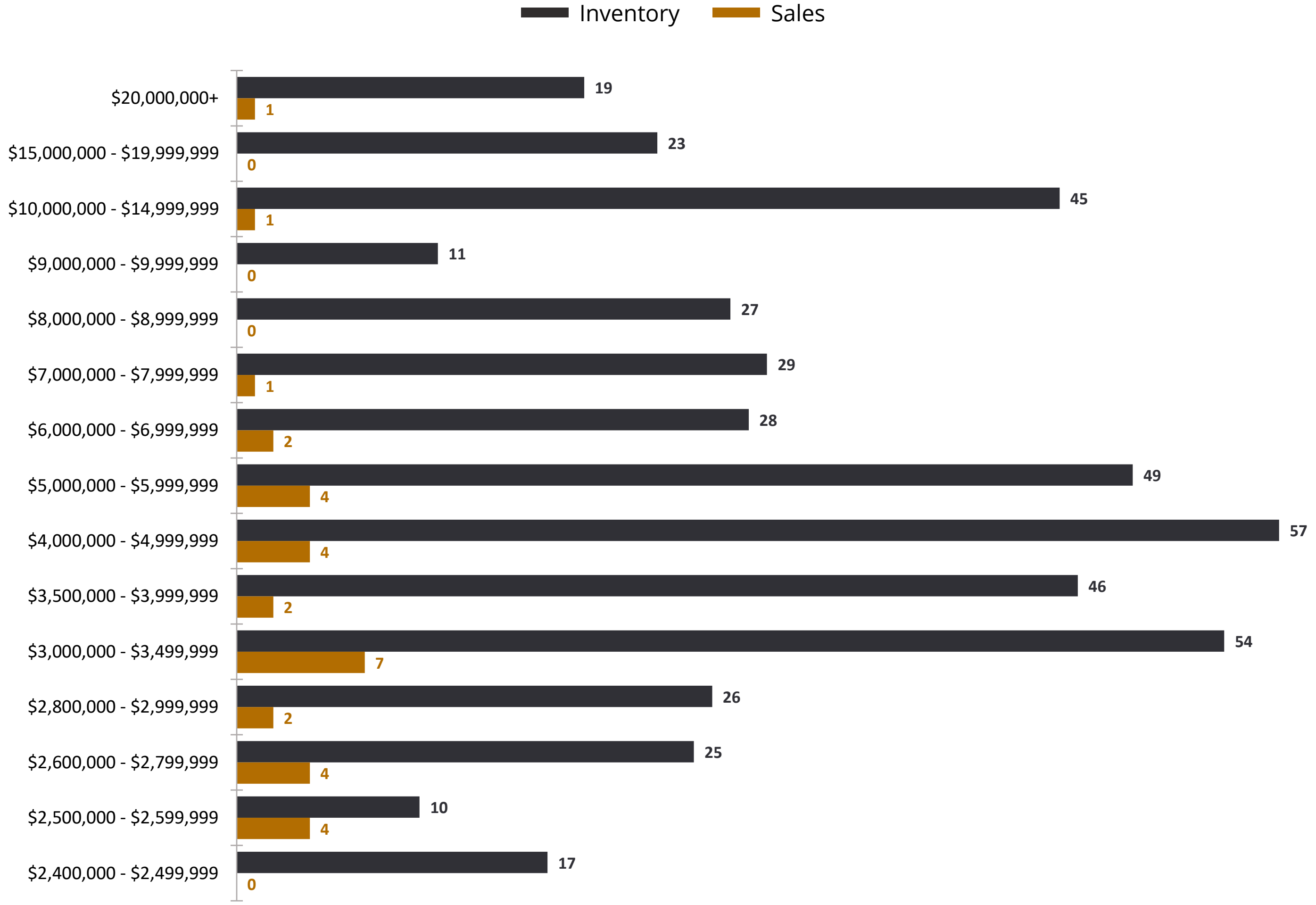
NAPLES

SINGLE-FAMILY HOMES

Luxury Benchmark Price[1]*:* **$2,400,000**

LUXURY INVENTORY VS. SALES | AUGUST 2025

Total Inventory: **466** | *Total Sales:* **32** | *Total Sales Ratio*[2]*:* **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	$4,000,000	2	2	**1**	**15**	**7%**
2,000 - 2,999	$2,887,500	4	3	**4**	**54**	**7%**
3,000 - 3,999	$3,050,000	4	4	**13**	**122**	**11%**
4,000 - 4,999	$4,800,000	4	5	**8**	**111**	**7%**
5,000 - 5,999	$3,100,000	4	4	**1**	**79**	**1%**
6,000+	$9,625,000	5	7	**4**	**85**	**5%**

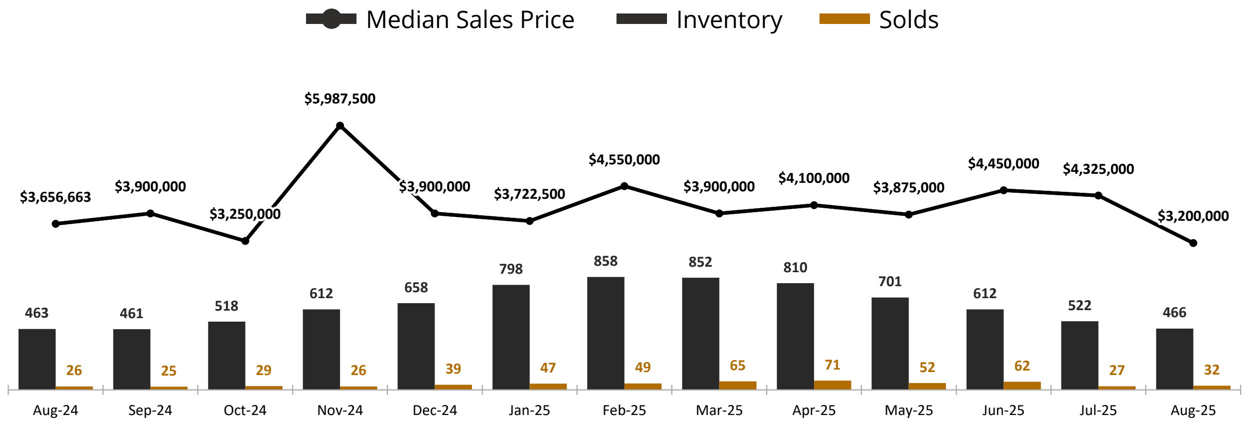
[1] The luxury threshold price is set by The Institute for Luxury Home Marketing. [2]Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

NAPLES

SINGLE-FAMILY HOMES

Luxury Benchmark Price[1]: **$2,400,000**

13-MONTH LUXURY MARKET TREND[4]



MEDIAN DATA REVIEW | AUGUST

TOTAL INVENTORY

Aug. 2024	Aug. 2025
463	466

VARIANCE: **1%**

TOTAL SOLDS

Aug. 2024	Aug. 2025
26	32

VARIANCE: **23%**

SALES PRICE

Aug. 2024	Aug. 2025
$3.66m	$3.20m

VARIANCE: **-12%**

SALE PRICE PER SQFT.

Aug. 2024	Aug. 2025
$1,156	$974

VARIANCE: **-16%**

SALE TO LIST PRICE RATIO

Aug. 2024	Aug. 2025
93.49%	91.23%

VARIANCE: **-2%**

DAYS ON MARKET

Aug. 2024	Aug. 2025
89	126

VARIANCE: **42%**

NAPLES MARKET SUMMARY | AUGUST 2025

- The single-family luxury market is a **Buyer's Market** with a **7% Sales Ratio**.
- Homes sold for a median of **91.23% of list price** in August 2025.
- The most active price band is **$2,500,000-$2,599,999**, where the sales ratio is **40%**.
- The median luxury sales price for single-family homes is **$3,200,000**.
- The median days on market for August 2025 was **126** days, up from **89** in August 2024.

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

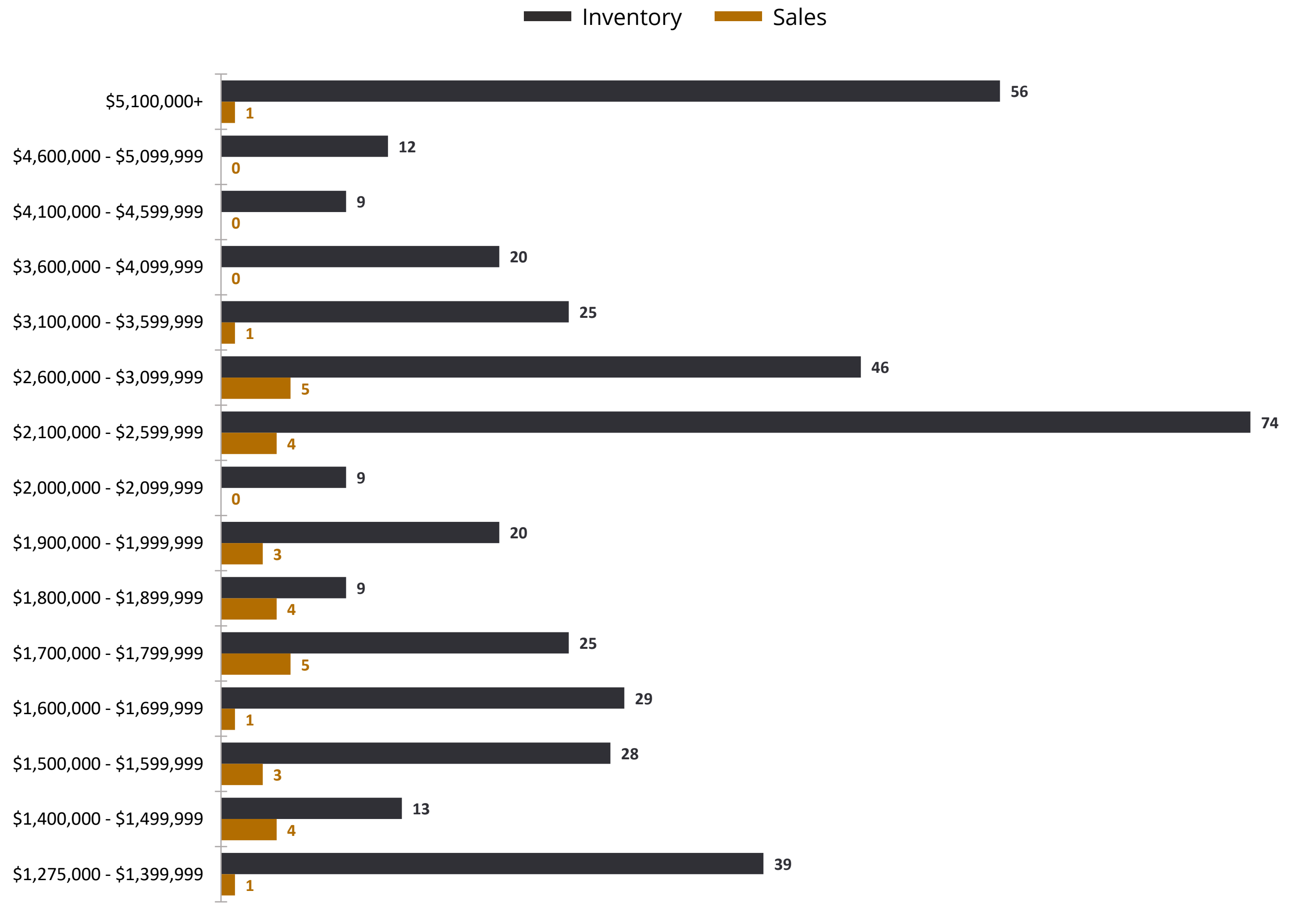
NAPLES

ATTACHED HOMES

Luxury Benchmark Price[1]: **$1,275,000**

LUXURY INVENTORY VS. SALES | AUGUST 2025

Total Inventory: **414** | *Total Sales:* **32** | *Total Sales Ratio*[2]*:* **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 - 1,499	$1,537,500	2	2	**2**	**16**	**13%**
1,500 - 1,999	$1,837,500	3	2	**10**	**105**	**10%**
2,000 - 2,499	$1,780,400	3	3	**8**	**90**	**9%**
2,500 - 2,999	$1,925,000	3	4	**8**	**94**	**9%**
3,000 - 3,499	$3,150,000	3	4	**3**	**56**	**5%**
3,500+	NA	NA	NA	**0**	**53**	**0%**

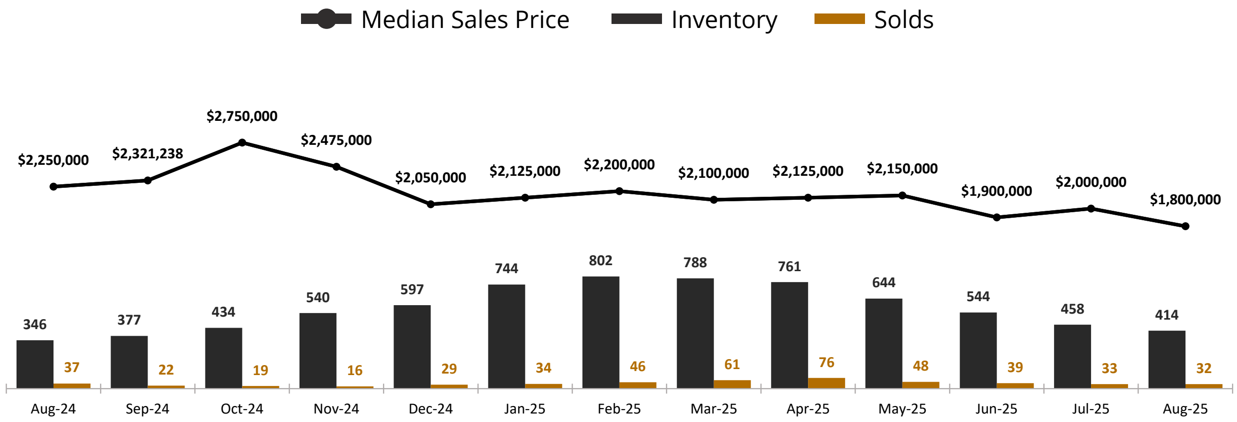
[1] The luxury threshold price is set by The Institute for Luxury Home Marketing. [2]Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

NAPLES

ATTACHED HOMES

Luxury Benchmark Price[1]: **$1,275,000**

13-MONTH LUXURY MARKET TREND[4]



MEDIAN DATA REVIEW | AUGUST

TOTAL INVENTORY

Aug. 2024	Aug. 2025
346	414

VARIANCE: **20%**

TOTAL SOLDS

Aug. 2024	Aug. 2025
37	32

VARIANCE: **-14%**

SALES PRICE

Aug. 2024	Aug. 2025
$2.25m	$1.80m

VARIANCE: **-20%**

SALE PRICE PER SQFT.

Aug. 2024	Aug. 2025
$1,102	$960

VARIANCE: **-13%**

SALE TO LIST PRICE RATIO

Aug. 2024	Aug. 2025
95.61%	92.35%

VARIANCE: **-3%**

DAYS ON MARKET

Aug. 2024	Aug. 2025
87	136

VARIANCE: **56%**

NAPLES MARKET SUMMARY | AUGUST 2025

- The attached luxury market is a **Buyer's Market** with an **8% Sales Ratio**.
- Homes sold for a median of **92.35% of list price** in August 2025.
- The most active price band is **$1,800,000-$1,899,999**, where the sales ratio is **44%**.
- The median luxury sales price for attached homes is **$1,800,000**.
- The median days on market for August 2025 was **136** days, up from **87** in August 2024.

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