



NAPLES
FLORIDA

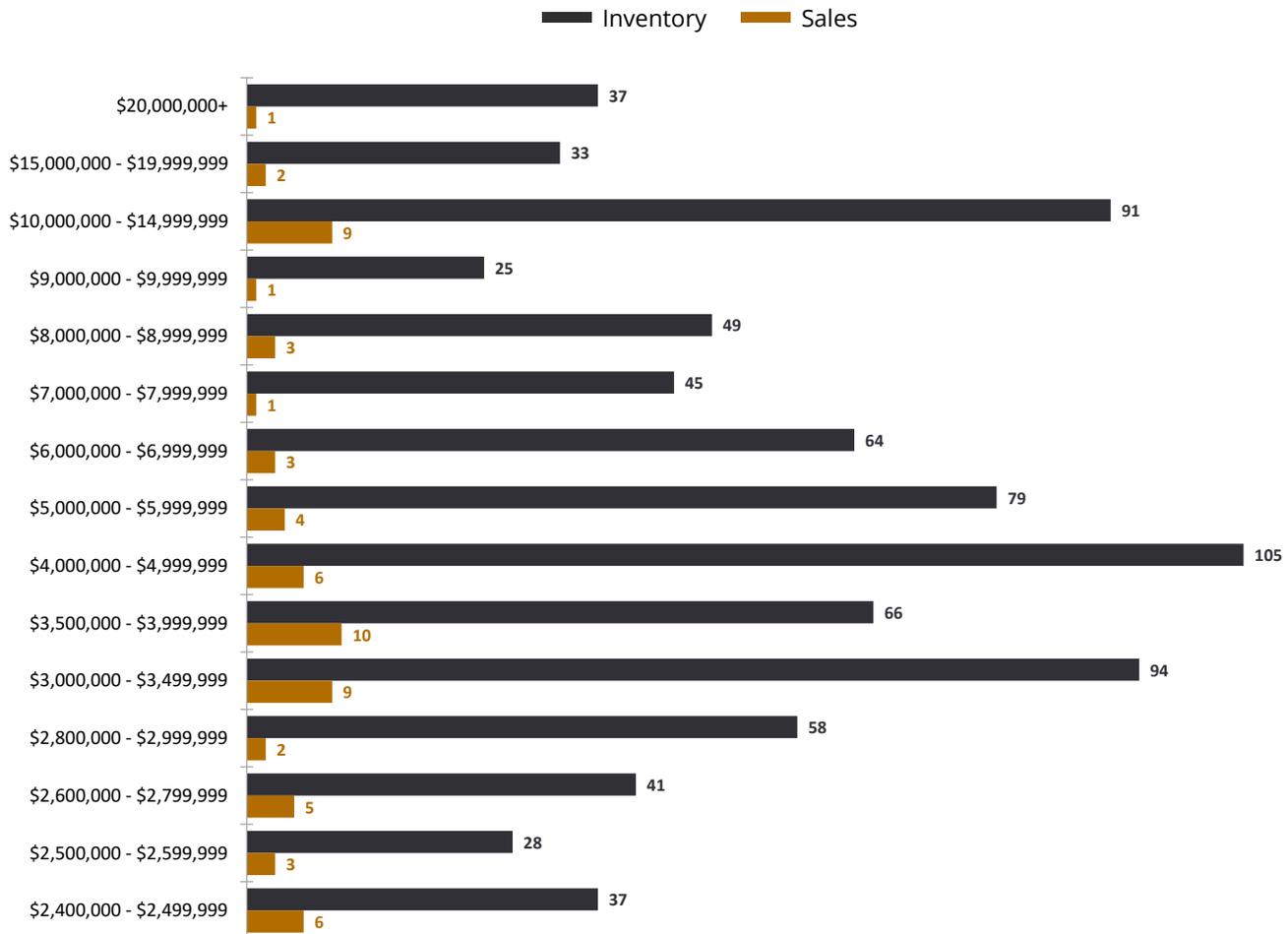
LUXURY INVENTORY VS. SALES | MARCH 2025

Total Inventory: **852**

Total Sales: **65**

Total Sales Ratio²: **8%**

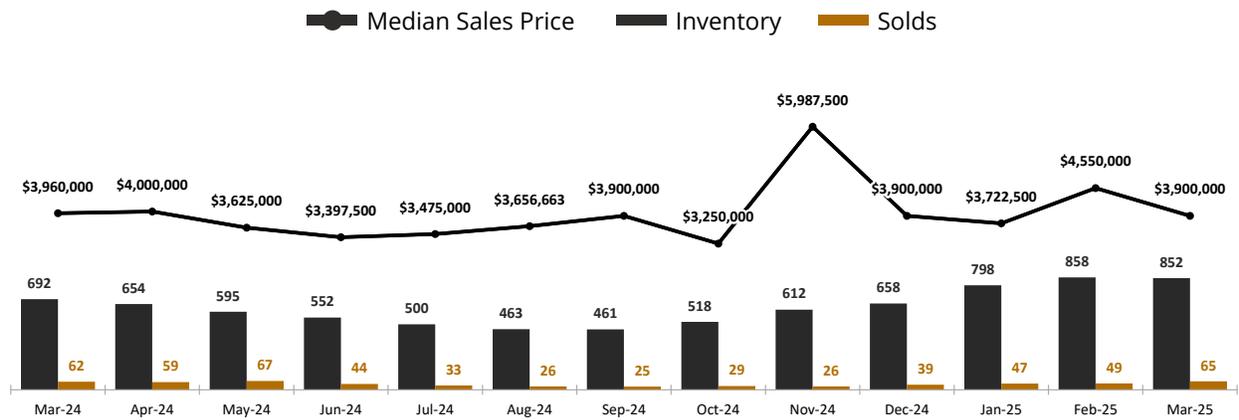
Buyer's Market



| Square Feet ³ -Range- | Price -Median Sold- | Beds -Median Sold- | Baths -Median Sold- | Sold -Total- | Inventory -Total- | Sales Ratio -Sold/Inventory- |
|-------------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0 - 1,999 | \$2,460,000 | 3 | 3 | 1 | 27 | 4% |
| 2,000 - 2,999 | \$2,660,000 | 3 | 4 | 10 | 124 | 8% |
| 3,000 - 3,999 | \$3,730,987 | 4 | 5 | 27 | 225 | 12% |
| 4,000 - 4,999 | \$4,425,000 | 4 | 5 | 12 | 202 | 6% |
| 5,000 - 5,999 | \$10,000,000 | 4 | 6 | 7 | 122 | 6% |
| 6,000+ | \$13,125,000 | 5 | 8 | 8 | 152 | 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 | MARCH

TOTAL INVENTORY

Mar. 2024 Mar. 2025
692 **852**

VARIANCE: **23%**

TOTAL SOLDS

Mar. 2024 Mar. 2025
62 **65**

VARIANCE: **5%**

SALES PRICE

Mar. 2024 Mar. 2025
\$3.96m **\$3.90m**

VARIANCE: **-2%**

SALE PRICE PER SQFT.

Mar. 2024 Mar. 2025
\$1,085 **\$1,102**

VARIANCE: **2%**

SALE TO LIST PRICE RATIO

Mar. 2024 Mar. 2025
95.27% **92.67%**

VARIANCE: **-3%**

DAYS ON MARKET

Mar. 2024 Mar. 2025
68 **99**

VARIANCE: **46%**

NAPLES MARKET SUMMARY | MARCH 2025

- The single-family luxury market is a **Buyer's Market** with an **8% Sales Ratio**.
- Homes sold for a median of **92.67% of list price** in March 2025.
- The most active price band is **\$2,400,000-\$2,499,999**, where the sales ratio is **16%**.
- The median luxury sales price for single-family homes is **\$3,900,000**.
- The median days on market for March 2025 was **99** days, up from **68** in March 2024.

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.

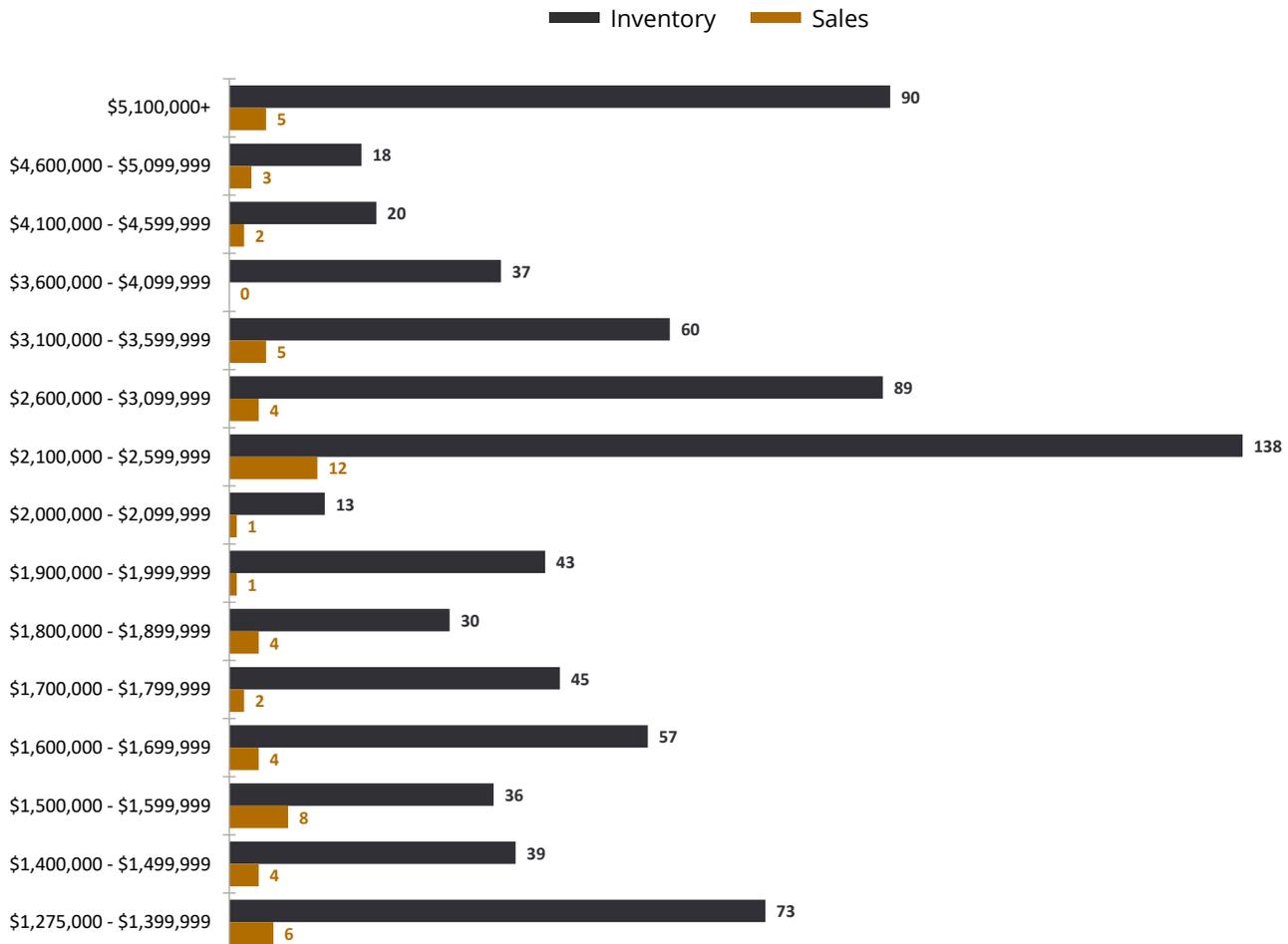
LUXURY INVENTORY VS. SALES | MARCH 2025

Total Inventory: **788**

Total Sales: **61**

Total Sales Ratio²: **8%**

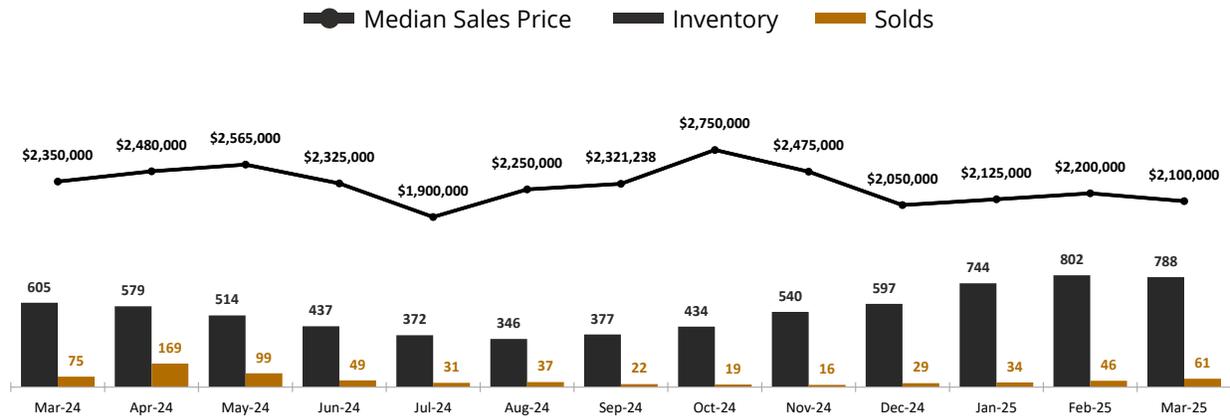
Buyer's Market



| Square Feet ³ -Range- | Price -Median Sold- | Beds -Median Sold- | Baths -Median Sold- | Sold -Total- | Inventory -Total- | Sales Ratio -Sold/Inventory- |
|-------------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0 - 1,499 | \$1,600,000 | 2 | 2 | 1 | 45 | 2% |
| 1,500 - 1,999 | \$1,545,000 | 2 | 2 | 16 | 202 | 8% |
| 2,000 - 2,499 | \$2,000,000 | 3 | 3 | 21 | 191 | 11% |
| 2,500 - 2,999 | \$2,400,000 | 3 | 4 | 10 | 154 | 6% |
| 3,000 - 3,499 | \$3,800,000 | 4 | 4 | 8 | 105 | 8% |
| 3,500+ | \$6,000,000 | 3 | 4 | 5 | 91 | 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 | MARCH

TOTAL INVENTORY

Mar. 2024 Mar. 2025
605 **788**

VARIANCE: **30%**

TOTAL SOLDS

Mar. 2024 Mar. 2025
75 **61**

VARIANCE: **-19%**

SALES PRICE

Mar. 2024 Mar. 2025
\$2.35m **\$2.10m**

VARIANCE: **-11%**

SALE PRICE PER SQFT.

Mar. 2024 Mar. 2025
\$1,044 **\$925**

VARIANCE: **-11%**

SALE TO LIST PRICE RATIO

Mar. 2024 Mar. 2025
94.91% **95.00%**

VARIANCE: **0%**

DAYS ON MARKET

Mar. 2024 Mar. 2025
76 **65**

VARIANCE: **-14%**

NAPLES MARKET SUMMARY | MARCH 2025

- The attached luxury market is a **Buyer's Market** with an **8% Sales Ratio**.
- Homes sold for a median of **95.00% of list price** in March 2025.
- The most active price band is **\$1,500,000-\$1,599,999**, where the sales ratio is **22%**.
- The median luxury sales price for attached homes is **\$2,100,000**.
- The median days on market for March 2025 was **65** days, down from **76** in March 2024.

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.