

December Home Sales Shows Market Confidence & Stability

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Naples, Fla. (January 23, 2026) – Overall closed sales in Naples during December increased 28.8 percent to 773 closed sales from 600 closed sales in December 2024. Broker analysts reviewing the December 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), have been watching closed sales improve for seven months consistently. They believe the increase in sales is largely due to sellers being more willing to negotiate. Adjustments in prices – as a result of seller flexibility – effected a 2.5 percent decrease in the overall median closed price in 2025; and a 5 percent decrease in December to \$570,000 from \$600,000 in December 2024. With 8.3 months of inventory available to buyers heading into 2026, broker analysts are cautiously optimistic that closed sales will continue to increase as our transition to a more balanced market is ideal for homes sales in Naples.

Paradise Preferred

“While the median closed price decreased in 2025, the average closed price increased 4.5 percent,” said Jillian Young, President, Premiere Plus Realty, “This is because we are seeing a shift in the mix of product that is in demand today.” A higher volume of high-end, luxury property sales has driven up the average price and conversely, a higher volume of sales in lower-priced, more affordable properties has exerted downward pressure on the median price.

Sales in the Naples luxury home market – \$1.5 million+ – continue to outpace closed sales activity in other price categories. Most remarkable, the December report showed closed sales of properties over \$5 million increased 16.6 percent during 2025.

Carrie Lademan, Senior Regional Vice President of Sales for William Raveis Real Estate, remarked that the report also showed “closed sales increased 52.3 percent in the Naples Beach area [34102, 34103 & 34108] during December, even as this area’s median closed price increased 15 percent.”

According to the report, overall pending sales increased 12.5 percent in December to 704 pending sales from 626 pending sales in December 2024.

“We had almost the exact number of pending sales in 2025 as we did in 2024 [10,178 vs. 10,090],” said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc. “But if you look at the number of pendings [10,178] compared to closings [8,249] in 2025, you can see that there were still a considerable number of sales that fell through. Sellers need to be aware of this because if a buyer comes back with a request, it may be in the seller’s favor to address their request and negotiate rather than allow the deal to fall through.”

Overall inventory during December decreased 3.8 percent to 5,714 properties from 5,938 properties in December 2024. Inventory in December decreased the most in the 34116 zip code, 30.1 percent. This area also reported the highest closed sales for the month, a 155.6 percent increase.

Condo Grab

Despite reports of rising association fees, buyers were especially active in the under \$300,000 condominium market last year. Lademan noted that, “The report showed closed sales increased 56.6 percent in the under \$300,000 condominium market during 2025.”

While the number of properties available under \$300,000 has slowly declined in the last few years, the December Market Report showed the inventory of condominiums under \$300,000 has been on the rise, leading to a 28.4 percent increase in closed sales of condominiums in this price category for December. Overall inventory in the condominium market in December increased 1.2 percent to 3,088 condominiums from 3,050 condominiums. An increase in condominium sales is anticipated in the first quarter of 2026 because condominium inventory under \$300,000 increased 47.5 percent in December.

The NABOR® December 2025 Market Report provides comparisons of single-family home and condominium sales (via the Southwest Florida MLS), price ranges, and geographic segmentation and includes an overall market summary. NABOR® sales statistics are presented in chart format, including these overall (single-family and condominium) findings for 2025:

CATEGORIES	DEC 2024	DEC 2025	CHANGE (percentage)
Total closed sales (month/month)	600	773	+28.8%
Total pending sales (homes under contract) (month/month)	626	704	+12.5%
Median closed price (month/month)	\$600,000	\$570,000	-5.0%
New listings (month/month)	1,234	999	-19.0%
Total active listings (inventory)	5,938	5,714	-3.8%
Average days on market (month/month)	84	94	+11.9%
Single-family closed sales (month/month)	311	402	+29.3%
Single-family median closed price (month/month)	\$765,000	\$750,000	-2.0%
Single-family inventory	2,888	2,626	-9.1%
Condominium closed sales (month/month)	289	371	+28.4%
Condominium median closed price (month/month)	\$447,500	\$435,000	-2.8%
Condominium inventory	3,050	3,088	+1.2%

New Conversations

According to Christine Citrano, NABOR® President and agent for John R. Wood Properties, “The December report showed an 11.1 percent increase in closed sales of homes with four bedrooms or more. I’m also seeing more people buy larger-sized properties with growing interest in multi-generational housing.”

In response, Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC., replied “The December report shows great stability in the market. But it’s not the same market we had 20 years ago. Now the focus is on properties east of Airport Road; particularly in Golden Gate Estates area [east of 951], where we are seeing a whole new world emerge. This is a great target for those looking to build or buy multi-generational homes.”

“There were almost 200 more closed sales in December 2019 than in December 2025,” said Ryan Bleggi, 2022 NABOR® President. “But the median closed price has almost doubled since then. As Cindy points out, it is a new world now where more and more of Naples is becoming a luxury home market destination.”

According to several broker analysts reviewing the December report, conversations in 2026 will look much different than in previous years because last year proved hurricanes are not an annual threat, insurance rates are now more competitive – Citizens Property Insurance Corporation, a not-for-profit insurer of last resort that was

created by the Florida Legislature in 2002, just lowered its rates – and mortgage rates hovering around 6 percent are increasingly considered the new normal and will likely remain for the immediate future.

Young concluded that “sellers who have achieved healthy equity or might be able to transfer a low mortgage rate to a new buyer should consider reducing their asking price because competition typically increases during winter season and homes priced to sell rise to the top.”