

A photograph of a house at dusk. The sky is a mix of deep blue and purple. Several palm trees are silhouetted against the sky. In the foreground, a paved driveway made of dark, rectangular stones leads towards the house. The house has a white exterior and a small American flag is visible on the right side.

Market Report

JANUARY 2025 REPORT



BONNYCASTLE
REALTY

BONNYCASTLE

Bonnycastle Realty provides an unparalleled standard of luxury services to buyers and sellers in Collier and Lee counties, Florida. Putting a fresh spin on a dated industry, our highly personalized, concierge-style assistance is infused with revolutionary real estate advancements.

Here at Bonnycastle, we're tech savvy and solutions oriented, filling whatever gaps we see in the industry with innovative excellence. As business-minded agents, we make data-driven decisions to maximize our marketing efforts and ultimately produce top-dollar deals, all in a trendsetting style.

Still, our entrepreneurial attitude doesn't sacrifice our human-to-human interaction — we're committed to building deep-rooted relationships that last long after the closing papers are signed. We understand that buying or selling a home is one of life's biggest financial decisions, which is why we'll guide you through every step to help you navigate the process with ease.

As Naples locals ourselves, we're motivated to share the high-quality life we live. Our team will go above and beyond to find the property that will elevate your lifestyle in the scenic Sunshine State.

Google



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WELCOME TO THE BONNYCASTLE JANUARY 2025 REPORT THIS TEXT IS COURTESY OF THE NAPLES AREA BOARD OF REALTORS MARKET REPORT

The numbers don't lie, and that is good news for buyers and sellers navigating the Naples real estate market. According to the January 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), overall closed sales in Naples increased 12 percent in January to 551 closed sales from 492 closed sales in January 2024. And while annual appreciation has quieted down compared to 2021 and 2022, the median closed price in January increased 9.4 percent to \$659,000 from \$602,000 in January 2024. (The median closed price is the point where 50 percent of all homes sold were below the figure and 50 percent sold were above the figure.)

The 22.6 percent increase in new listings during January is a signal that sellers are confident in how well our market is performing. For buyers, this means more choices than they ever had during any month in the last five years.

Overall pending sales decreased 8 percent in January to 933 pending sales compared to 1,010 pending sales in January 2024. Incidentally, there were 892 pending sales in January 2020, when home values were half of what they are today.

January's inventory increased 39.5 percent to 6,808 properties compared to 4,881 properties in January 2024. Despite the median closed price increasing, the January report also showed 2,668 price decreases in January. Lower home prices can be an opportunity for buyers, but sellers may face more competition.

QUICK FACTS

OVERALL MARKET FACTS

INVENTORY



6,808

↑ 40%

PENDINGS



933

↓ 8%

NEW LISTINGS



2,233

↑ 23%

MEDIAN CLOSED PRICE



\$659,000

↑ 9%

CLOSED SALES



551

↑ 12%

DAYS ON MARKET



92

↑ 51%

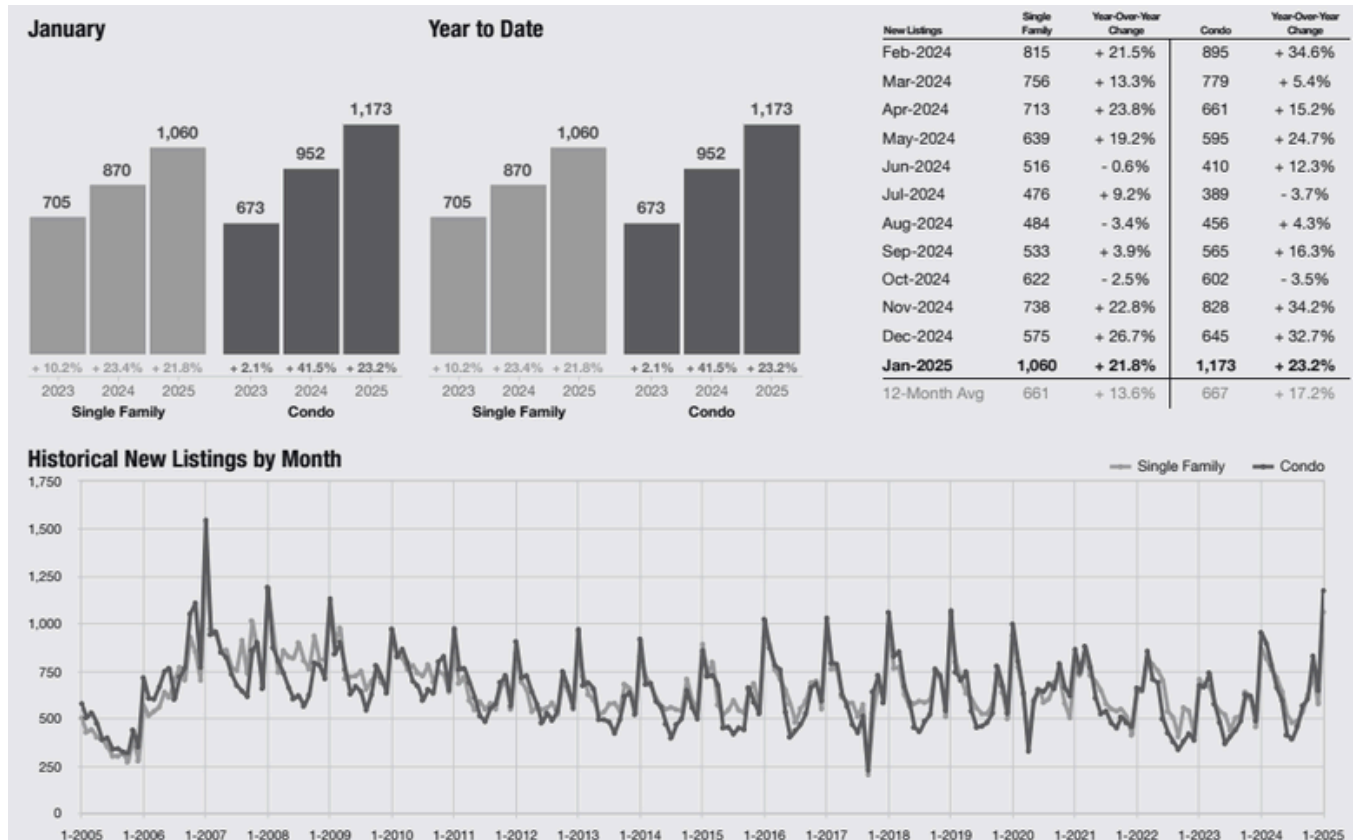
OVERALL MARKET OVERVIEW

Key metrics by report month and for year-to-date (YTD) starting from the first of the year.

Key Metrics	Historical Sparkbars	1-2024	1-2025	% Change	YTD 2024	YTD 2025	% Change
New Listings		1,822	2,233	+ 22.6%	1,822	2,233	+ 22.6%
Total Sales		492	551	+ 12.0%	492	551	+ 12.0%
Days on Market Until Sale		61	92	+ 50.8%	61	92	+ 50.8%
Median Closed Price		\$602,500	\$659,000	+ 9.4%	\$602,500	\$659,000	+ 9.4%
Average Closed Price		\$1,099,785	\$1,317,472	+ 19.8%	\$1,099,785	\$1,317,472	+ 19.8%
Percent of List Price Received		95.8%	94.8%	- 1.0%	95.8%	94.8%	- 1.0%
Pending Listings		1,010	933	- 8.0%	1,010	933	- 49.0%
Inventory of Homes for Sale		4,881	6,808	+ 39.5%	—	—	—
Months Supply of Inventory		6.7	10.2	+ 52.2%	—	—	—

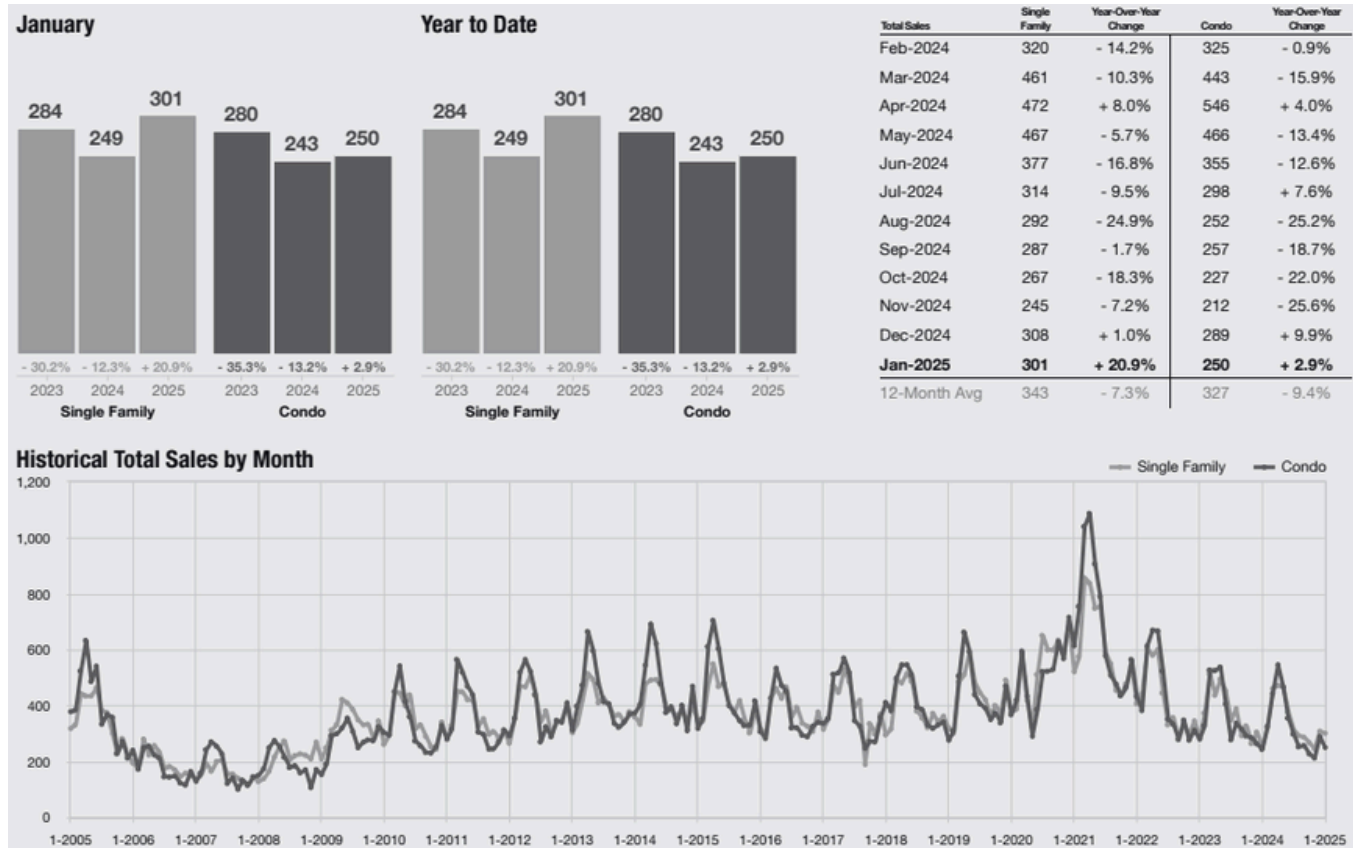
OVERALL NEW LISTINGS

A count of the properties that have been newly listed on the market in a given month.



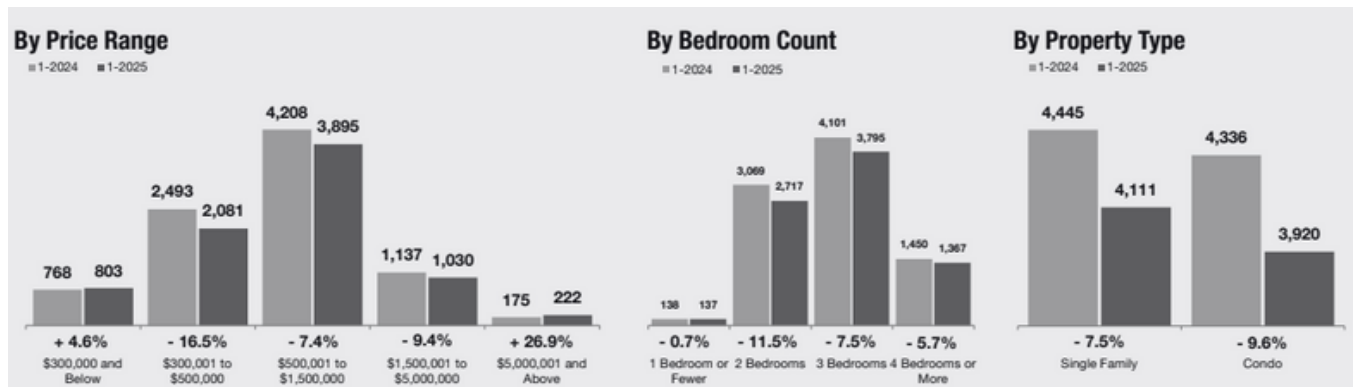
OVERALL CLOSED SALES

A count of the actual sales that closed in a given month.



OVERALL CLOSED SALES BY PRICE RANGE

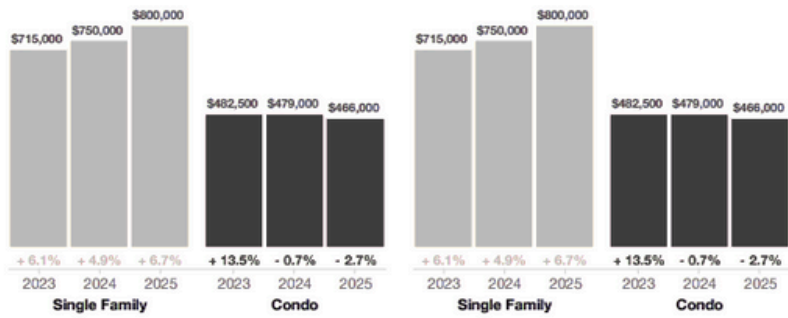
A count of the actual sales that closed in a given month. Based on a rolling 12-month total.



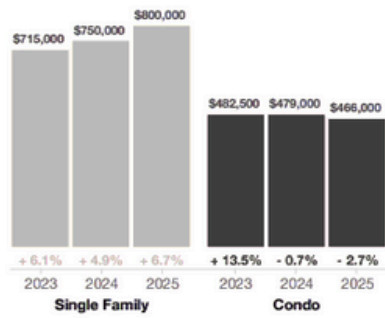
OVERALL MEDIAN CLOSED PRICE

Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.

January



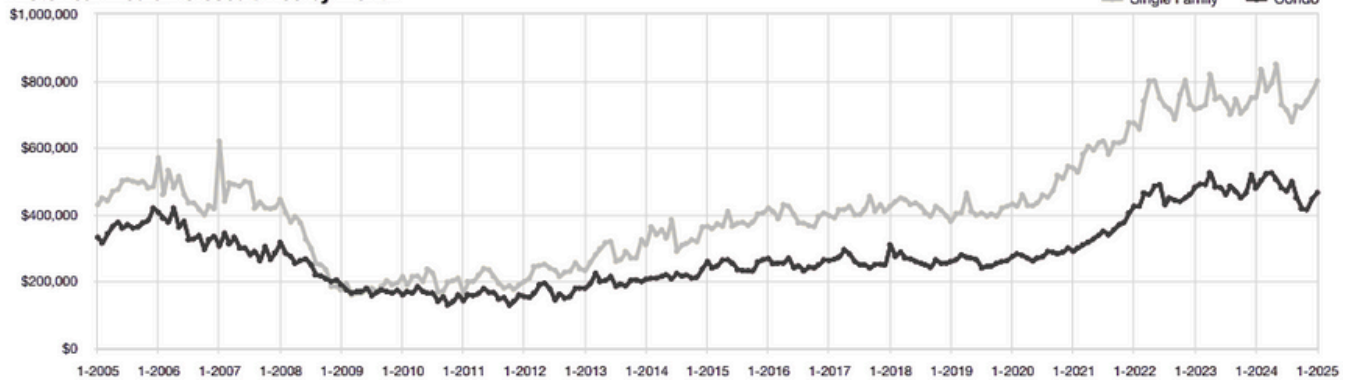
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	\$834,500	+ 15.9%	\$502,000	+ 2.1%
Mar-2024	\$770,000	+ 5.7%	\$523,000	+ 6.7%
Apr-2024	\$793,750	- 3.2%	\$525,000	0.0%
May-2024	\$850,000	+ 14.1%	\$505,000	+ 4.7%
Jun-2024	\$729,000	- 3.1%	\$480,000	- 0.3%
Jul-2024	\$712,500	- 2.7%	\$470,000	+ 2.2%
Aug-2024	\$677,500	- 3.1%	\$499,500	+ 3.0%
Sep-2024	\$725,000	- 2.8%	\$450,000	- 4.3%
Oct-2024	\$720,000	+ 2.5%	\$417,500	- 7.2%
Nov-2024	\$740,000	+ 2.8%	\$415,000	- 10.8%
Dec-2024	\$767,500	+ 2.3%	\$447,500	- 13.9%
Jan-2025	\$800,000	+ 6.7%	\$466,000	- 2.7%
12-Month Avg*	\$760,000	+ 3.4%	\$480,250	- 1.0%

* Median Closed Price for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

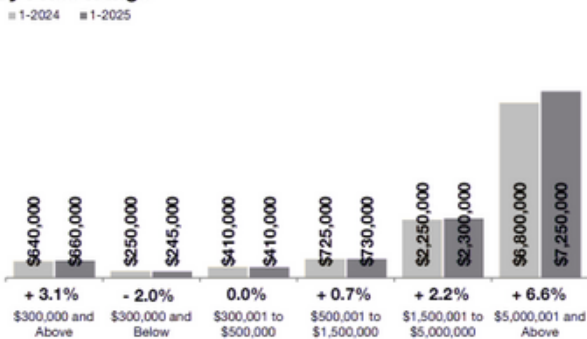
Historical Median Closed Price by Month



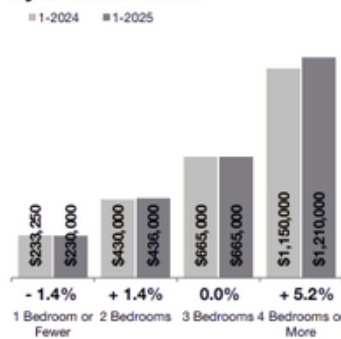
OVERALL MEDIAN CLOSED PRICE BY PRICE RANGE

Median price point for all closed sales, not accounting for seller concessions. Based on a rolling 12-month median.

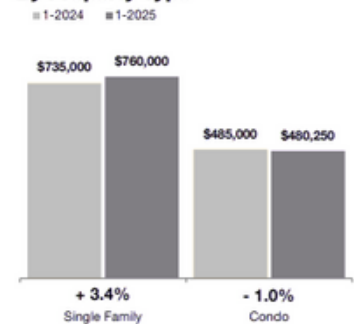
By Price Range



By Bedroom Count

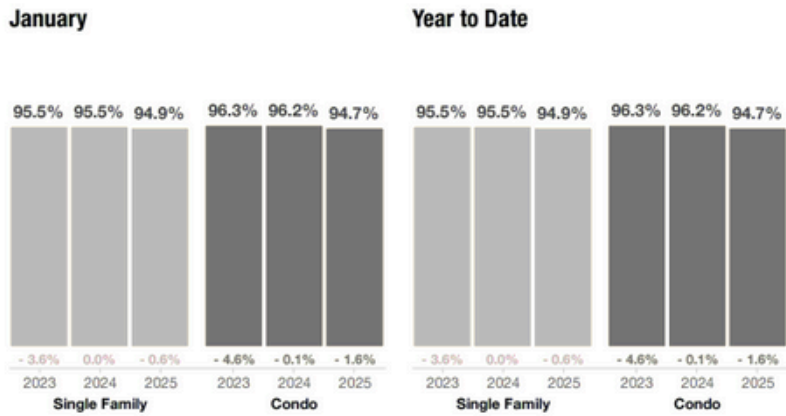


By Property Type



OVERALL PERCENT OF CURRENT LIST PRICE RECEIVED

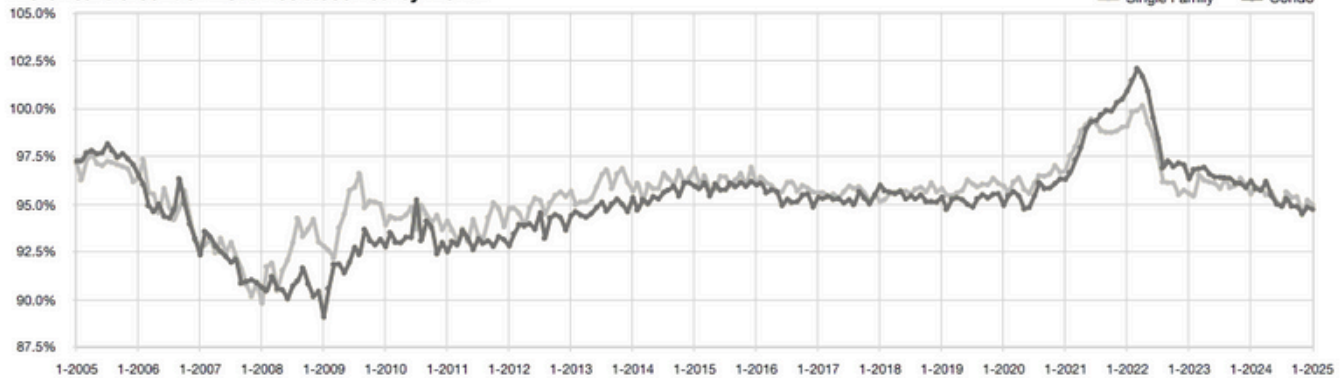
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	95.9%	+ 0.5%	95.8%	- 1.0%
Mar-2024	95.8%	- 0.7%	95.7%	- 1.1%
Apr-2024	95.5%	- 0.7%	96.2%	- 0.7%
May-2024	95.6%	- 0.5%	95.4%	- 1.1%
Jun-2024	95.1%	- 1.0%	95.0%	- 1.5%
Jul-2024	94.8%	- 1.0%	94.9%	- 1.6%
Aug-2024	95.6%	- 0.7%	95.3%	- 1.1%
Sep-2024	95.3%	- 0.5%	94.9%	- 1.5%
Oct-2024	95.4%	- 0.5%	94.8%	- 1.4%
Nov-2024	94.4%	- 2.0%	94.5%	- 1.6%
Dec-2024	95.2%	- 0.8%	94.8%	- 1.0%
Jan-2025	94.9%	- 0.6%	94.7%	- 1.6%
12-Month Avg*	95.3%	- 0.7%	95.3%	- 1.2%

* Pct. of List Price Received for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

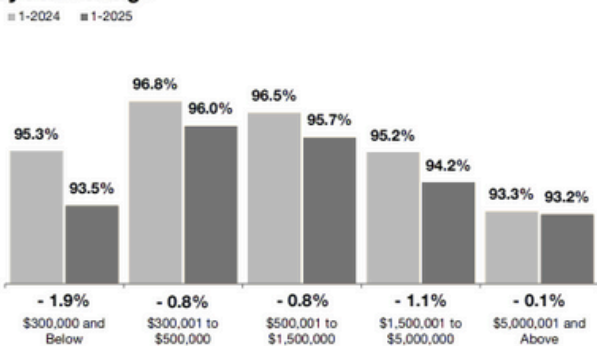
Historical Percent of List Price Received by Month



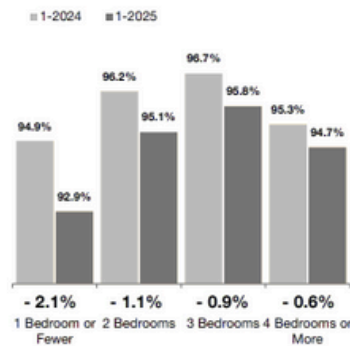
OVERALL PERCENT OF CURRENT LIST PRICE RECEIVED BY PRICE RANGE

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold, not accounting for seller concessions. Based on a rolling 12-month average.

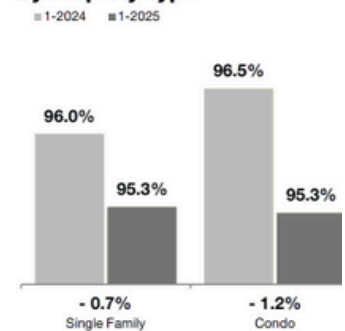
By Price Range



By Bedroom Count

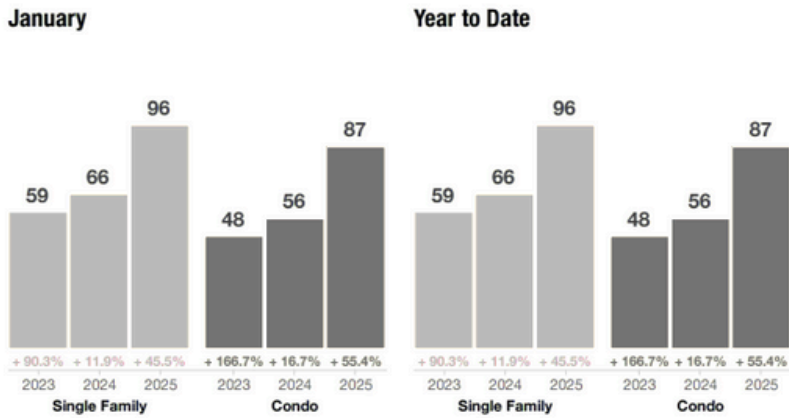


By Property Type



OVERALL DAYS ON MARKET UNTIL SALE

Average number of days between when a property is listed and when an offer is accepted in a given month.



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	65	+ 3.2%	72	+ 56.5%
Mar-2024	72	+ 30.9%	65	+ 51.2%
Apr-2024	70	+ 14.8%	63	+ 34.0%
May-2024	68	+ 17.2%	67	+ 39.6%
Jun-2024	75	+ 41.5%	80	+ 70.2%
Jul-2024	73	+ 19.7%	88	+ 76.0%
Aug-2024	74	+ 32.1%	94	+ 84.3%
Sep-2024	80	+ 25.0%	85	+ 57.4%
Oct-2024	82	+ 51.9%	96	+ 68.4%
Nov-2024	87	+ 35.9%	78	+ 44.4%
Dec-2024	78	+ 32.2%	90	+ 52.5%
Jan-2025	96	+ 45.5%	87	+ 55.4%
12-Month Avg*	76	+ 28.3%	78	+ 55.0%

* Days on Market for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

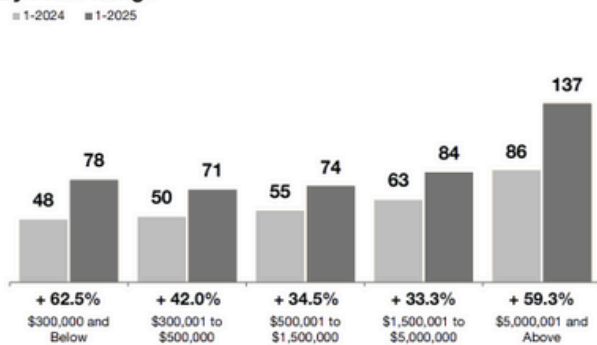
Historical Days on Market Until Sale by Month



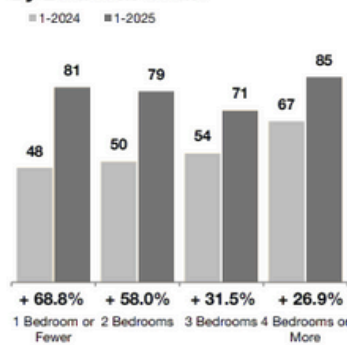
OVERALL DAYS ON MARKET UNTIL SALE BY PRICE RANGE

Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.

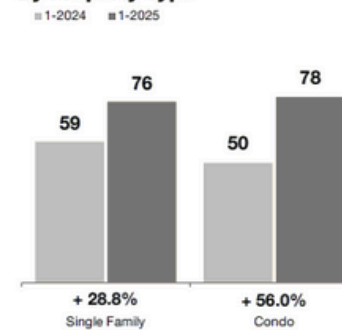
By Price Range



By Bedroom Count



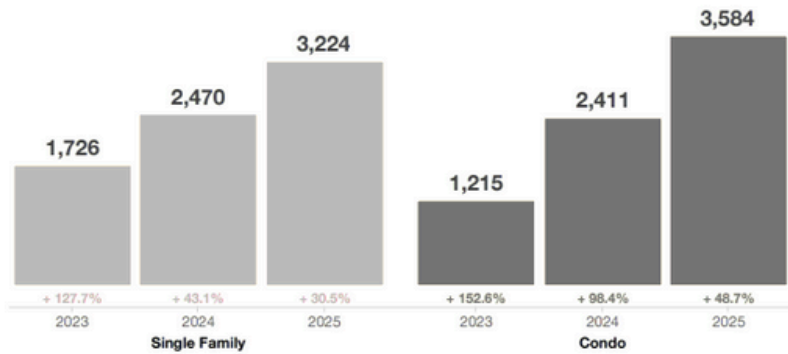
By Property Type



OVERALL INVENTORY OF HOMES FOR SALE

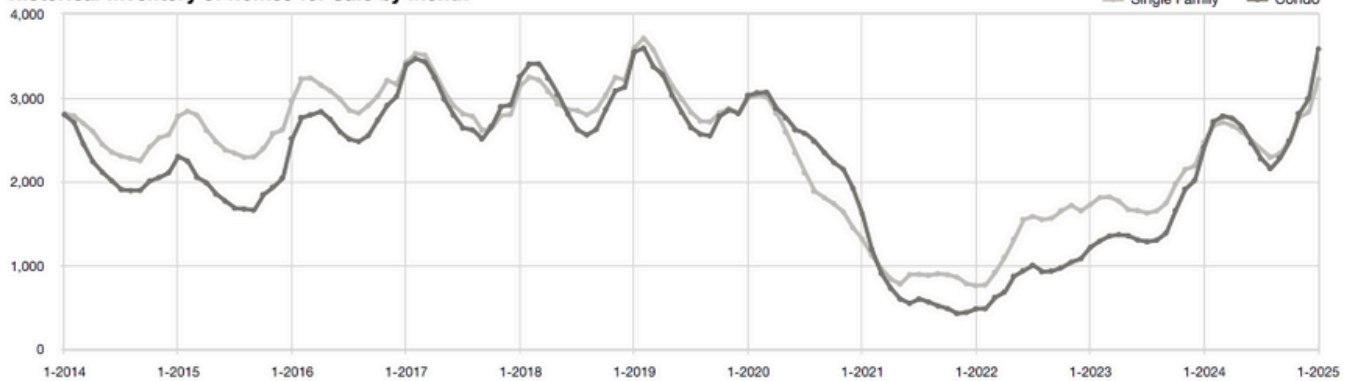
The number of properties available for sale in active status at the end of a given month.

January



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Feb-2024	2,669	+ 47.5%	2,719	+ 110.6%
Mar-2024	2,708	+ 49.0%	2,784	+ 106.4%
Apr-2024	2,666	+ 50.9%	2,756	+ 101.8%
May-2024	2,594	+ 55.8%	2,655	+ 96.1%
Jun-2024	2,491	+ 50.6%	2,461	+ 88.7%
Jul-2024	2,385	+ 46.8%	2,273	+ 77.3%
Aug-2024	2,290	+ 38.8%	2,156	+ 65.8%
Sep-2024	2,336	+ 33.9%	2,281	+ 64.6%
Oct-2024	2,498	+ 26.4%	2,482	+ 49.7%
Nov-2024	2,769	+ 29.0%	2,813	+ 47.3%
Dec-2024	2,828	+ 29.4%	2,991	+ 48.6%
Jan-2025	3,224	+ 30.5%	3,584	+ 48.7%
12-Month Avg	2,622	+ 39.8%	2,663	+ 71.6%

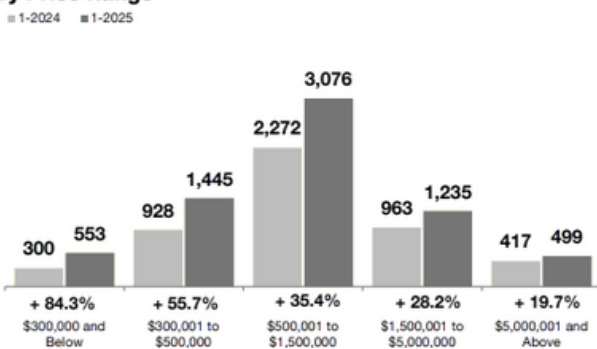
Historical Inventory of Homes for Sale by Month



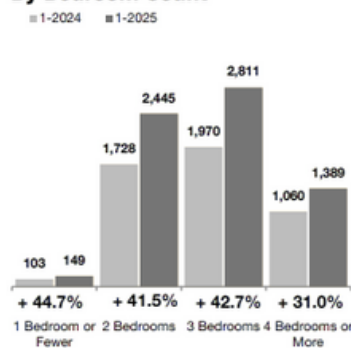
OVERALL INVENTORY OF HOMES FOR SALE BY PRICE RANGE

The number of properties available for sale in active status at the end of the most recent month. Based on one month of activity.

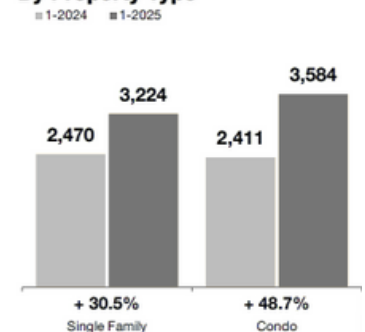
By Price Range



By Bedroom Count



By Property Type



LOCAL MARKET UPDATE - NAPLES BEACH

34102, 34103, 34108

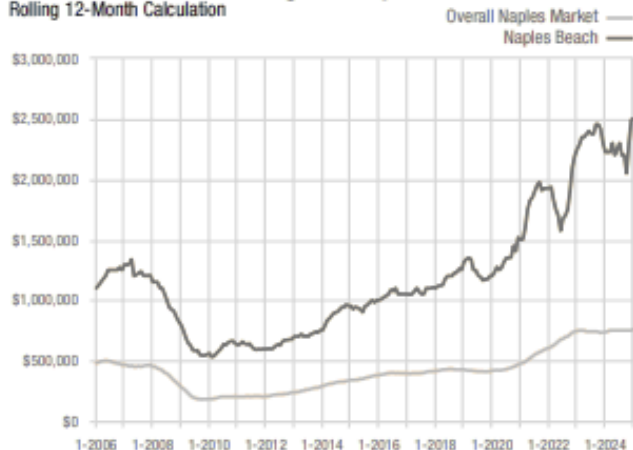
Single Family	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	141	207	+ 46.8%	141	207	+ 46.8%
Total Sales	25	50	+ 100.0%	25	50	+ 100.0%
Days on Market Until Sale	115	121	+ 5.2%	115	121	+ 5.2%
Median Closed Price*	\$2,250,000	\$2,525,000	+ 12.2%	\$2,250,000	\$2,525,000	+ 12.2%
Average Closed Price*	\$4,494,280	\$5,012,392	+ 11.5%	\$4,494,280	\$5,012,392	+ 11.5%
Percent of List Price Received*	90.3%	93.4%	+ 3.4%	90.3%	93.4%	+ 3.4%
Inventory of Homes for Sale	580	713	+ 22.9%	—	—	—
Months Supply of Inventory	15.3	19.5	+ 27.5%	—	—	—

Condo	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	251	348	+ 38.6%	251	348	+ 38.6%
Total Sales	51	57	+ 11.8%	51	57	+ 11.8%
Days on Market Until Sale	62	90	+ 45.2%	62	90	+ 45.2%
Median Closed Price*	\$1,200,000	\$1,100,000	- 8.3%	\$1,200,000	\$1,100,000	- 8.3%
Average Closed Price*	\$1,581,131	\$1,700,777	+ 7.6%	\$1,581,131	\$1,700,777	+ 7.6%
Percent of List Price Received*	93.9%	93.8%	- 0.1%	93.9%	93.8%	- 0.1%
Inventory of Homes for Sale	784	1,059	+ 35.1%	—	—	—
Months Supply of Inventory	10.1	14.7	+ 45.5%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

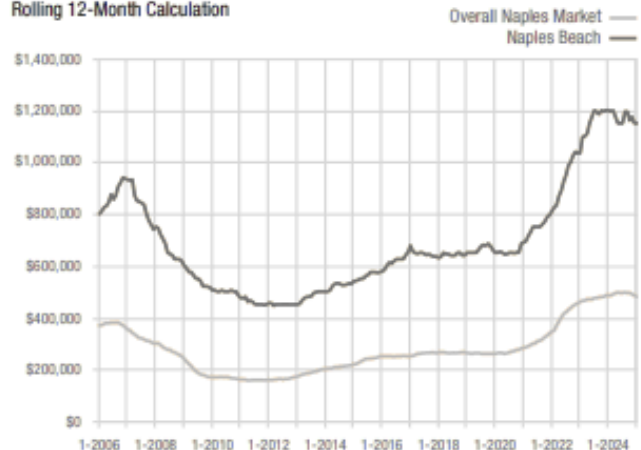
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

LOCAL MARKET UPDATE - NORTH NAPLES

34109, 34110, 34119

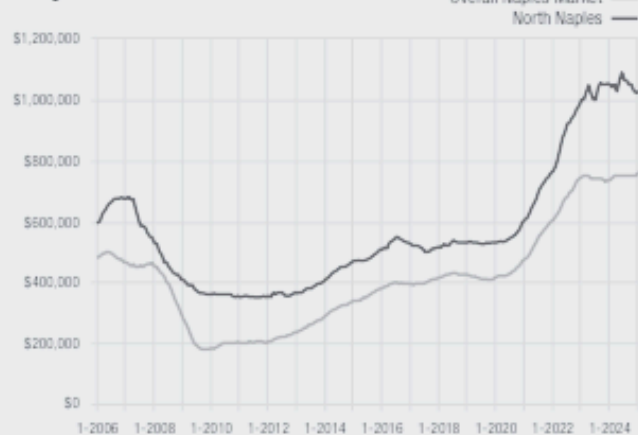
Single Family	January			Year to Date		
Key Metrics	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
New Listings	198	209	+ 5.6%	198	209	+ 5.6%
Total Sales	55	68	+ 23.6%	55	68	+ 23.6%
Days on Market Until Sale	51	88	+ 72.5%	51	88	+ 72.5%
Median Closed Price*	\$990,000	\$1,018,500	+ 2.9%	\$990,000	\$1,018,500	+ 2.9%
Average Closed Price*	\$1,325,171	\$1,514,685	+ 14.3%	\$1,325,171	\$1,514,685	+ 14.3%
Percent of List Price Received*	95.8%	95.1%	- 0.7%	95.8%	95.1%	- 0.7%
Inventory of Homes for Sale	452	565	+ 25.0%	—	—	—
Months Supply of Inventory	5.5	7.5	+ 36.4%	—	—	—

Condo	January			Year to Date		
Key Metrics	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
New Listings	231	266	+ 15.2%	231	266	+ 15.2%
Total Sales	68	61	- 10.3%	68	61	- 10.3%
Days on Market Until Sale	49	83	+ 69.4%	49	83	+ 69.4%
Median Closed Price*	\$508,500	\$466,000	- 8.4%	\$508,500	\$466,000	- 8.4%
Average Closed Price*	\$694,280	\$689,020	- 0.8%	\$694,280	\$689,020	- 0.8%
Percent of List Price Received*	96.3%	95.9%	- 0.4%	96.3%	95.9%	- 0.4%
Inventory of Homes for Sale	527	785	+ 49.0%	—	—	—
Months Supply of Inventory	5.6	8.8	+ 57.1%	—	—	—

Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

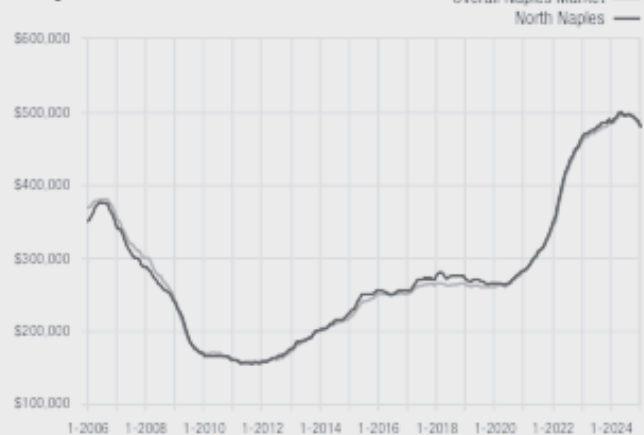
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

LOCAL MARKET UPDATE - CENTRAL NAPLES

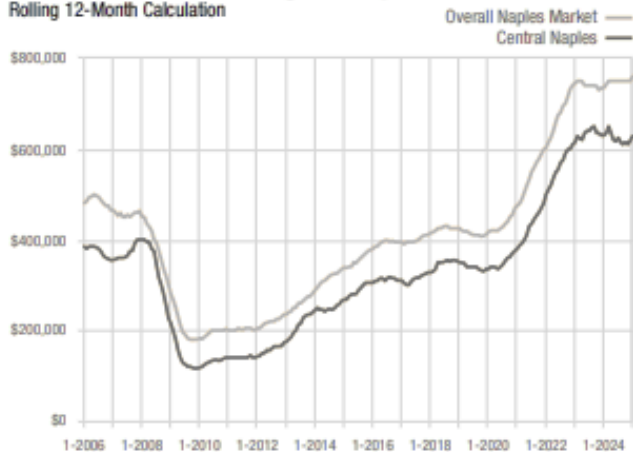
34104, 34105, 34116

Single Family	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	96	116	+ 20.8%	96	116	+ 20.8%
Total Sales	24	41	+ 70.8%	24	41	+ 70.8%
Days on Market Until Sale	45	97	+ 115.6%	45	97	+ 115.6%
Median Closed Price*	\$592,500	\$645,000	+ 8.9%	\$592,500	\$645,000	+ 8.9%
Average Closed Price*	\$2,072,038	\$1,129,778	- 45.5%	\$2,072,038	\$1,129,778	- 45.5%
Percent of List Price Received*	95.3%	95.7%	+ 0.4%	95.3%	95.7%	+ 0.4%
Inventory of Homes for Sale	238	314	+ 31.9%	—	—	—
Months Supply of Inventory	5.2	7.2	+ 38.5%	—	—	—

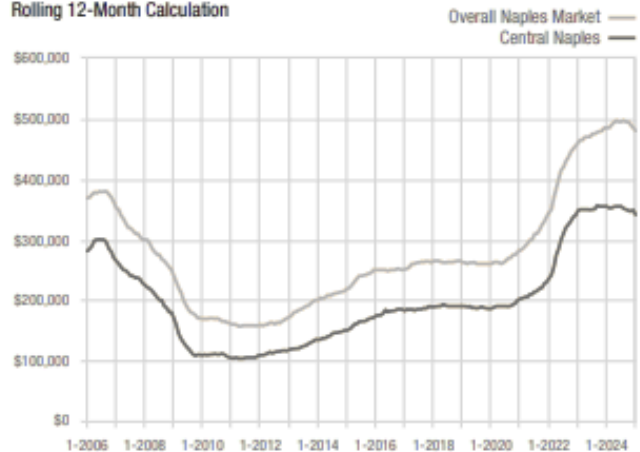
Condo	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	145	158	+ 9.0%	145	158	+ 9.0%
Total Sales	29	34	+ 17.2%	29	34	+ 17.2%
Days on Market Until Sale	49	54	+ 10.2%	49	54	+ 10.2%
Median Closed Price*	\$360,000	\$311,250	- 13.5%	\$360,000	\$311,250	- 13.5%
Average Closed Price*	\$471,303	\$345,016	- 26.8%	\$471,303	\$345,016	- 26.8%
Percent of List Price Received*	96.5%	94.3%	- 2.3%	96.5%	94.3%	- 2.3%
Inventory of Homes for Sale	294	485	+ 65.0%	—	—	—
Months Supply of Inventory	5.8	10.2	+ 75.9%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Median Closed Price - Single Family
Rolling 12-Month Calculation



Median Closed Price - Condo
Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

LOCAL MARKET UPDATE - SOUTH NAPLES

34112, 34113

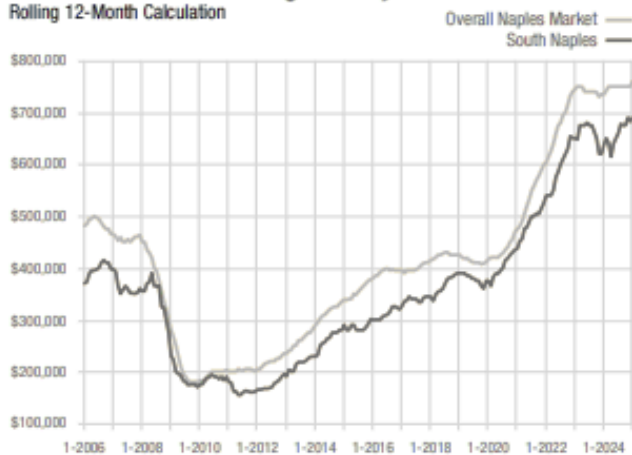
Single Family	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	101	167	+ 65.3%	101	167	+ 65.3%
Total Sales	27	29	+ 7.4%	27	29	+ 7.4%
Days on Market Until Sale	45	80	+ 77.8%	45	80	+ 77.8%
Median Closed Price*	\$825,000	\$850,000	+ 3.0%	\$825,000	\$850,000	+ 3.0%
Average Closed Price*	\$1,161,426	\$1,095,506	- 5.7%	\$1,161,426	\$1,095,506	- 5.7%
Percent of List Price Received*	94.7%	94.5%	- 0.2%	94.7%	94.5%	- 0.2%
Inventory of Homes for Sale	287	438	+ 52.6%	—	—	—
Months Supply of Inventory	6.0	11.0	+ 83.3%	—	—	—

Condo	January			Year to Date		
	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
Key Metrics						
New Listings	211	262	+ 24.2%	211	262	+ 24.2%
Total Sales	55	54	- 1.8%	55	54	- 1.8%
Days on Market Until Sale	65	109	+ 67.7%	65	109	+ 67.7%
Median Closed Price*	\$435,000	\$427,995	- 1.6%	\$435,000	\$427,995	- 1.6%
Average Closed Price*	\$446,028	\$441,039	- 1.1%	\$446,028	\$441,039	- 1.1%
Percent of List Price Received*	96.7%	94.0%	- 2.8%	96.7%	94.0%	- 2.8%
Inventory of Homes for Sale	502	768	+ 53.0%	—	—	—
Months Supply of Inventory	6.2	10.9	+ 75.8%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

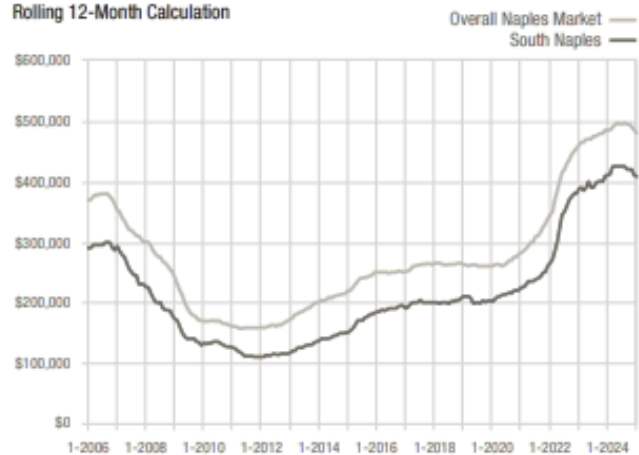
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

LOCAL MARKET UPDATE - EAST NAPLES

34114, 34117, 34120, 34137

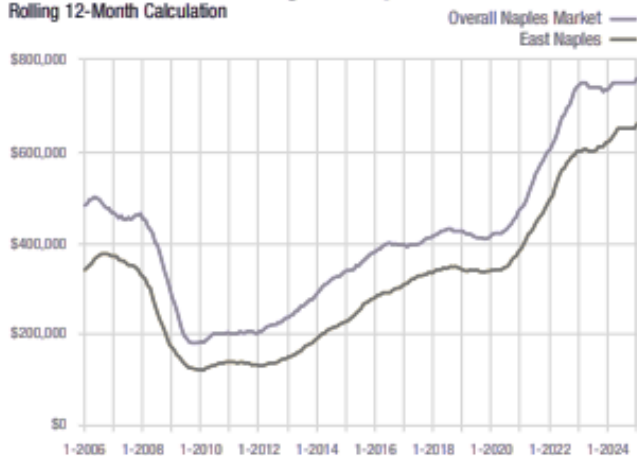
Single Family	January			Year to Date		
Key Metrics	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
New Listings	297	308	+ 3.7%	297	308	+ 3.7%
Total Sales	102	99	- 2.9%	102	99	- 2.9%
Days on Market Until Sale	71	97	+ 36.6%	71	97	+ 36.6%
Median Closed Price*	\$644,000	\$730,000	+ 13.4%	\$644,000	\$730,000	+ 13.4%
Average Closed Price*	\$798,639	\$943,219	+ 18.1%	\$798,639	\$943,219	+ 18.1%
Percent of List Price Received*	96.5%	95.2%	- 1.3%	96.5%	95.2%	- 1.3%
Inventory of Homes for Sale	799	1,021	+ 27.8%	—	—	—
Months Supply of Inventory	6.0	8.0	+ 33.3%	—	—	—

Condo	January			Year to Date		
Key Metrics	2024	2025	% Change	Thru 1-2024	Thru 1-2025	% Change
New Listings	104	118	+ 13.5%	104	118	+ 13.5%
Total Sales	33	38	+ 15.2%	33	38	+ 15.2%
Days on Market Until Sale	53	83	+ 56.6%	53	83	+ 56.6%
Median Closed Price*	\$450,535	\$470,000	+ 4.3%	\$450,535	\$470,000	+ 4.3%
Average Closed Price*	\$523,025	\$465,560	- 11.0%	\$523,025	\$465,560	- 11.0%
Percent of List Price Received*	98.2%	95.6%	- 2.6%	98.2%	95.6%	- 2.6%
Inventory of Homes for Sale	285	429	+ 50.5%	—	—	—
Months Supply of Inventory	5.5	10.1	+ 83.6%	—	—	—

Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

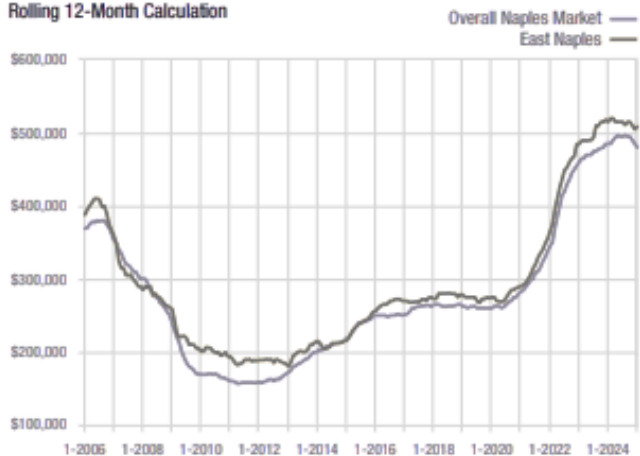
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.



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