



Market Report

MARCH 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.

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

Brokers reviewing the March 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), agree that the Naples area housing market has become a buyer's market – where the supply exceeds the demand – as reflected in a 36.1 percent increase in overall inventory to 7,483 properties from 5,500 properties in March 2024. Overall closed sales decreased 9.3 percent in March to 820 closed sales from 904 closed sales in March 2024, putting pressure on sellers to drop prices before season ends. Even with 3,305 price decreases reported during March – the highest on record – overall pending sales decreased 7.3 percent to 1,212 pending sales from 1,300 pending sales in March 2024.

Inventory levels finally exceeded pre-Covid levels in March – 7,483 properties vs. 6,829 properties in March 2019. With more options for buyers to consider, days on market for March increased 26.5 percent to 86 days from 68 days in March 2024. Plus, the 5.1 percent increase in new listings during March to 1,617 new listings from 1,538 new listings in March 2024 has pushed our market to 11.4 months of inventory compared to 7.7 months of inventory in March 2024.

The median closed price barely changed compared to last March, a .1 percent increase to \$650,000 from \$649,450 in March 2024. It decreased 2.4 percent compared to February's median closed price of \$666,250. The median closed price of single-family homes reported no change in price year over year, \$770,000. But the median closed price of condominiums decreased 7.1 percent to \$486,000 from \$523,000 in March 2024.

This is good news for buyers as there are more choices, less competition and better terms to be negotiated.

QUICK FACTS

OVERALL MARKET FACTS

INVENTORY



7,483

↑ 36%

PENDINGS



1,212

↓ 7%

NEW LISTINGS



1,617

↑ 5%

MEDIAN CLOSED PRICE



\$650,000

↑ .1%

CLOSED SALES



820

↓ 9%

DAYS ON MARKET



86

↑ 27%

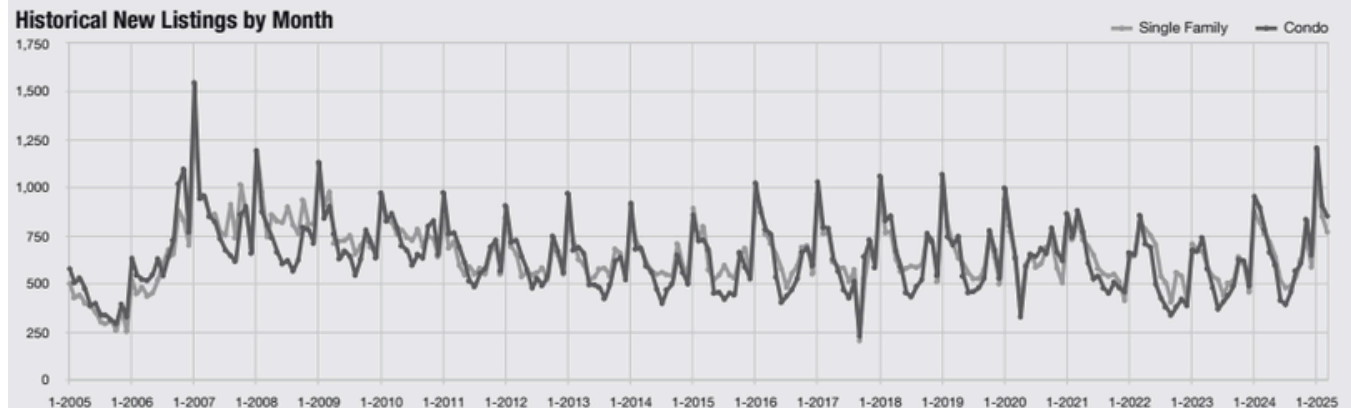
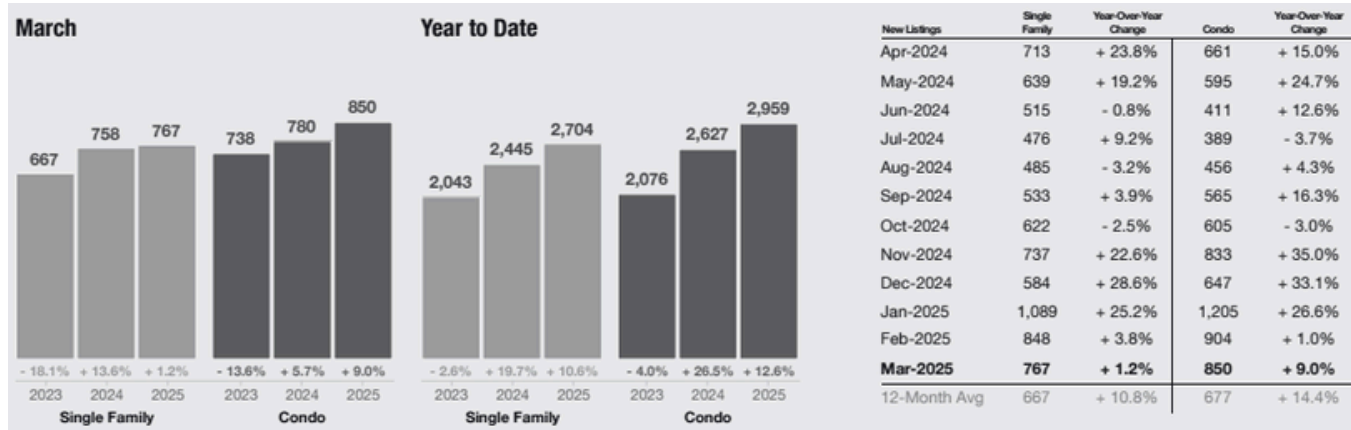
OVERALL MARKET OVERVIEW

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

Key Metrics	Historical Sparkbars	3-2024	3-2025	% Change	YTD 2024	YTD 2025	% Change
New Listings		1,538	1,617	+ 5.1%	5,072	5,663	+ 11.7%
Total Sales		904	820	- 9.3%	2,041	1,969	- 3.5%
Days on Market Until Sale		68	86	+ 26.5%	67	88	+ 31.3%
Median Closed Price		\$649,450	\$650,000	+ 0.1%	\$632,500	\$650,000	+ 2.8%
Average Closed Price		\$1,194,711	\$1,220,337	+ 2.1%	\$1,143,966	\$1,271,595	+ 11.2%
Percent of List Price Received		95.7%	94.7%	- 1.0%	95.8%	94.7%	- 1.1%
Pending Listings		1,300	1,212	-7.3%	3,477	2,814	- 19.1%
Inventory of Homes for Sale		5,500	7,483	+ 36.1%	—	—	—
Months Supply of Inventory		7.7	11.4	+ 48.1%	—	—	—

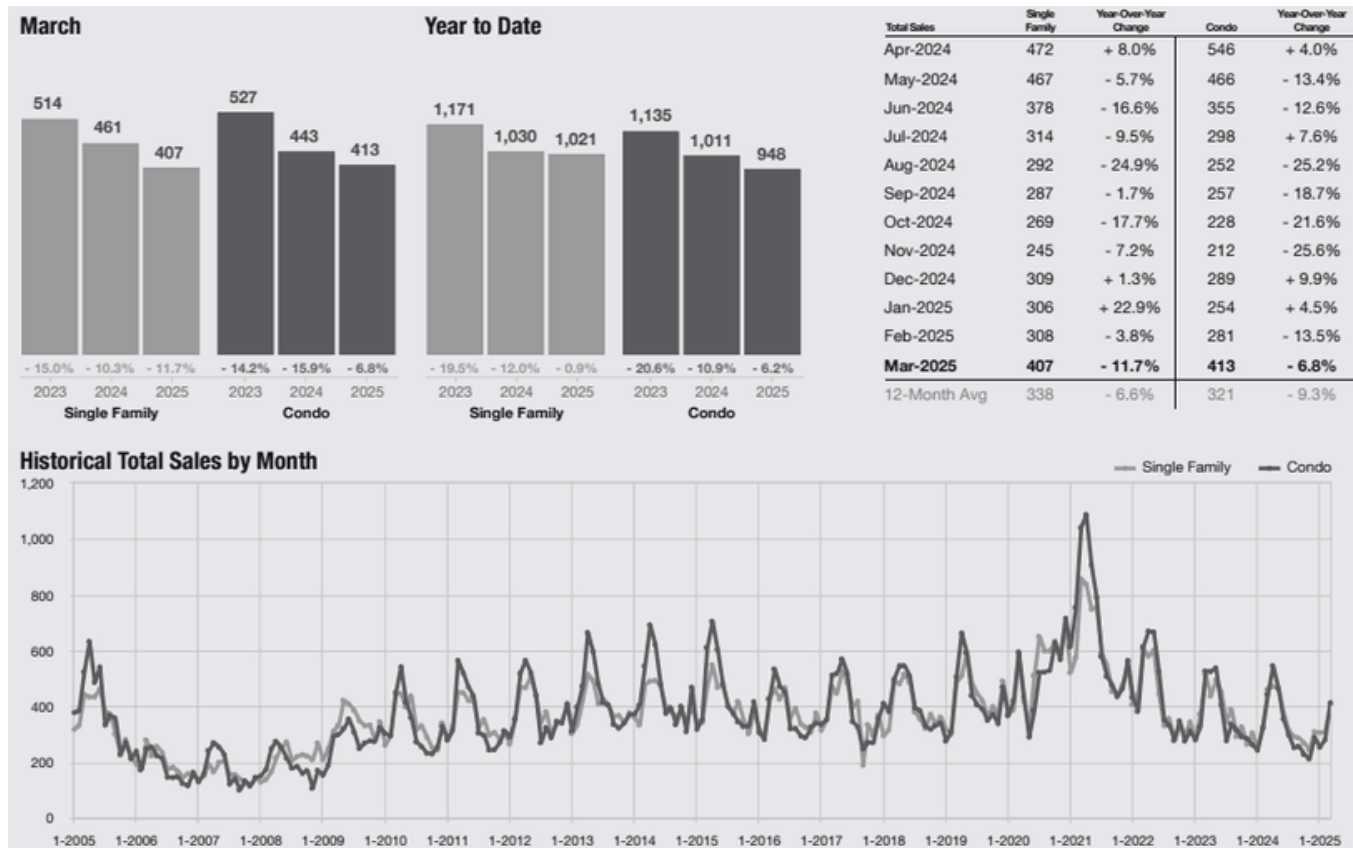
OVERALL NEW LISTINGS

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



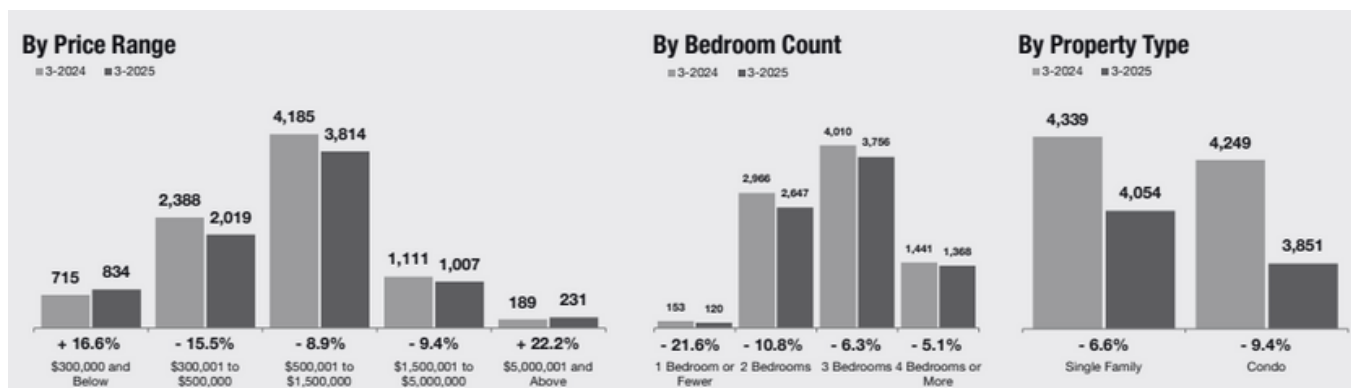
OVERALL CLOSED SALES

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



OVERALL CLOSED SALES BY PRICE RANGE

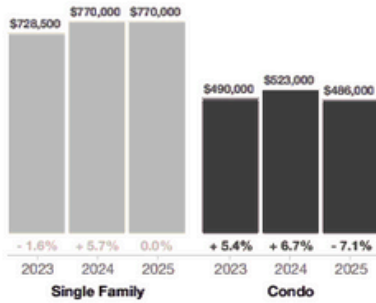
A count of the actual sales that closed in a given month. Based on a rolling 12-month total.



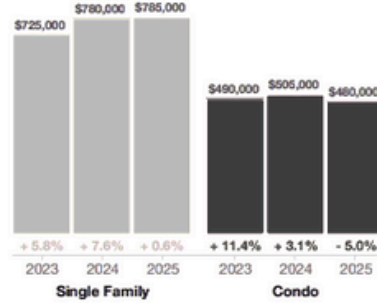
OVERALL MEDIAN CLOSED PRICE

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

March



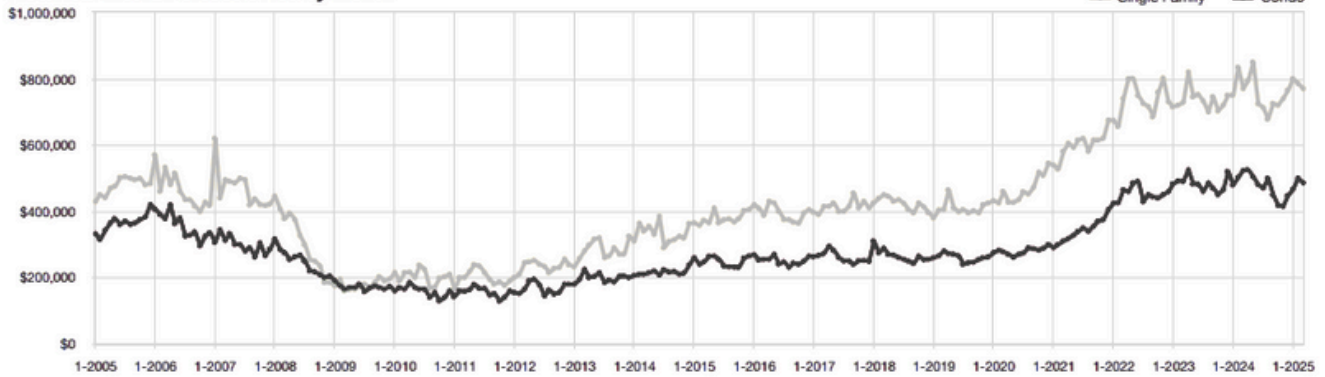
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Apr-2024	\$793,750	- 3.2%	\$525,000	0.0%
May-2024	\$850,000	+ 14.1%	\$505,000	+ 4.7%
Jun-2024	\$724,500	- 3.7%	\$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	\$765,000	+ 2.0%	\$447,500	- 13.9%
Jan-2025	\$800,000	+ 6.7%	\$466,000	- 2.7%
Feb-2025	\$785,000	- 5.9%	\$500,000	- 0.4%
Mar-2025	\$770,000	0.0%	\$486,000	- 7.1%
12-Month Avg*	\$750,000	0.0%	\$475,000	- 3.1%

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

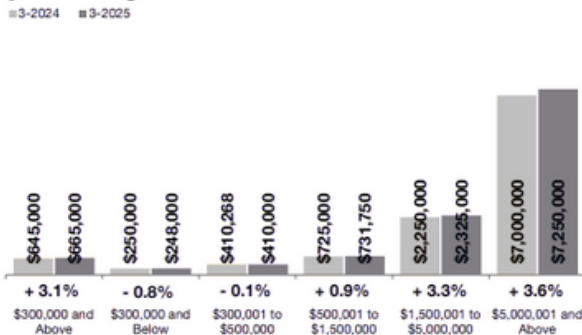
Historical Median Closed Price by Month



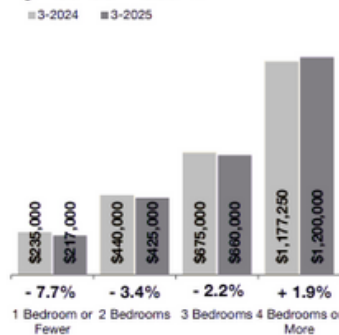
OVERALL MEDIAN CLOSED PRICE BY PRICE RANGE

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

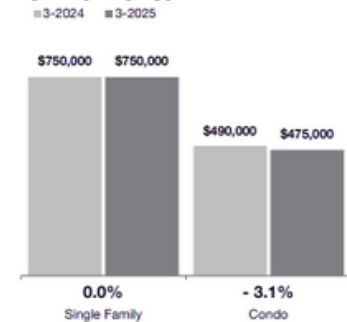
By Price Range



By Bedroom Count



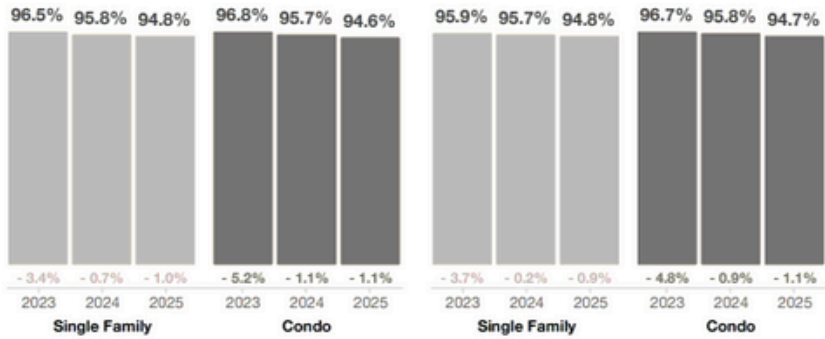
By Property Type



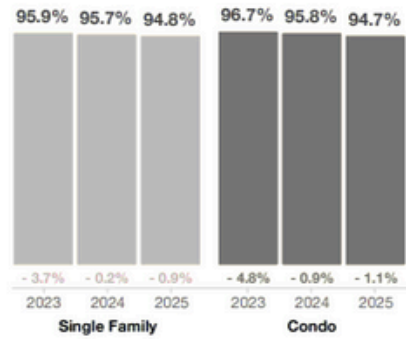
OVERALL PERCENT OF CURRENT LIST PRICE RECEIVED

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.

March



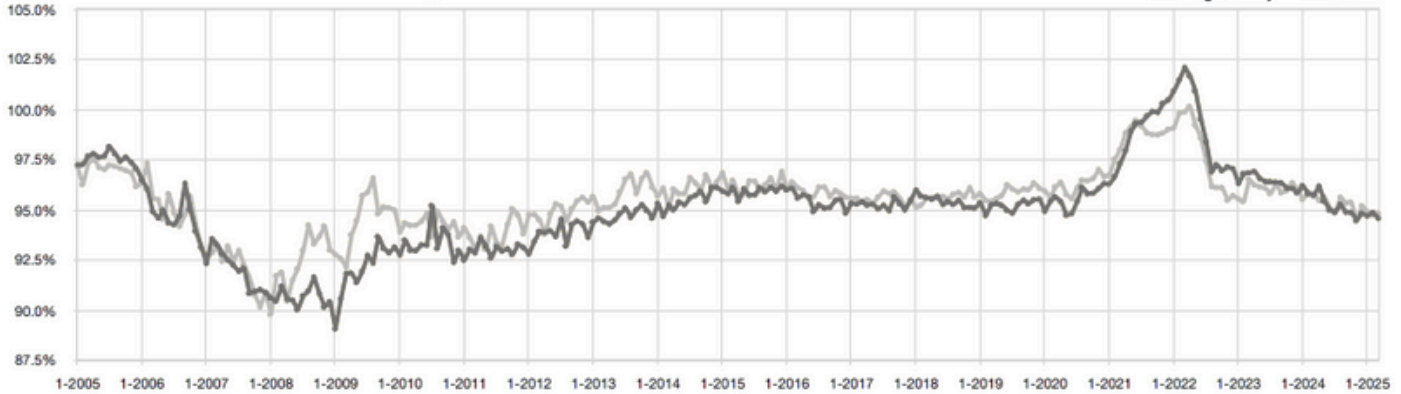
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
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%	94.9%	-1.2%
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%
Feb-2025	94.7%	-1.3%	94.8%	-1.0%
Mar-2025	94.8%	-1.0%	94.6%	-1.1%
12-Month Avg*	95.1%	-0.9%	95.1%	-1.2%

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

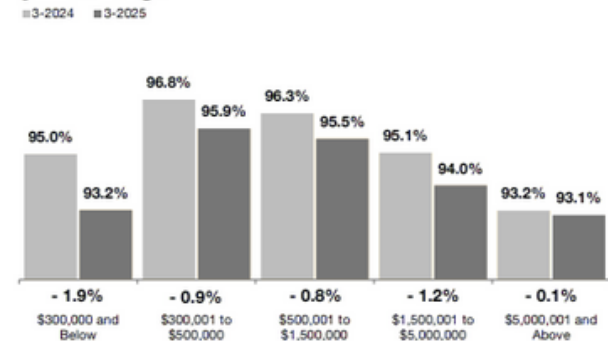
Historical Percent of List Price Received by Month



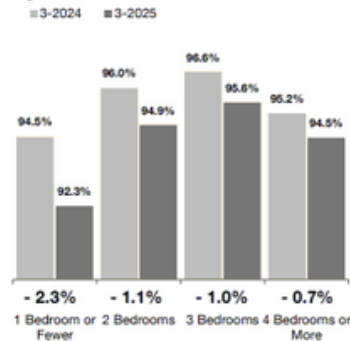
OVERALL PERCENT OF CURRENT LIST PRICE RECEIVED BY PRICE RANGE

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.

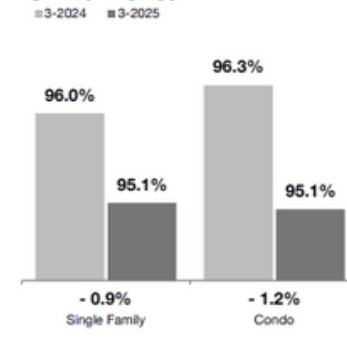
By Price Range



By Bedroom Count

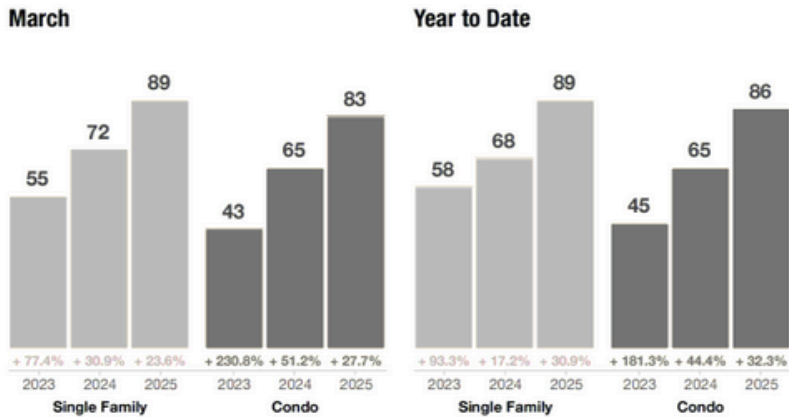


By Property Type



OVERALL DAYS ON MARKET UNTIL SALE

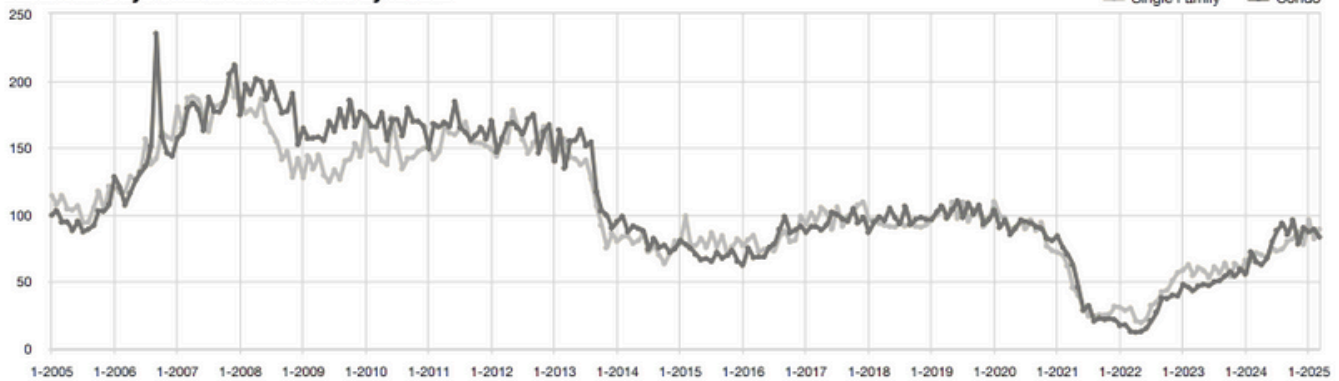
Average number of days between when a property is listed and when an offer is accepted in a given month.



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
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%
Feb-2025	82	+ 26.2%	89	+ 23.6%
Mar-2025	89	+ 23.6%	83	+ 27.7%
12-Month Avg*	79	+ 29.3%	81	+ 48.8%

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

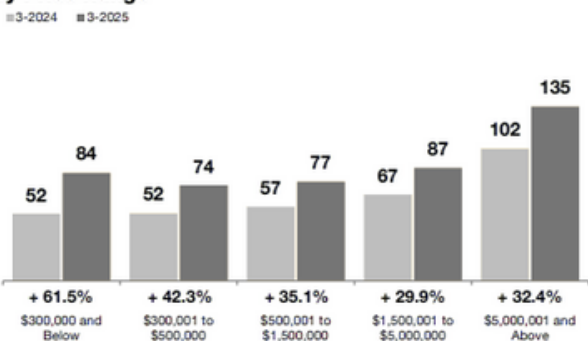
Historical Days on Market Until Sale by Month



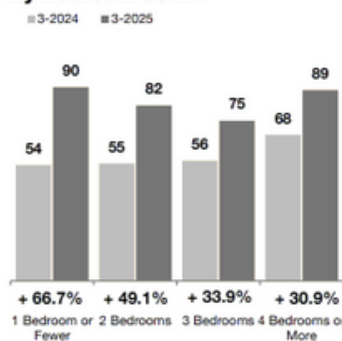
OVERALL DAYS ON MARKET UNTIL SALE BY PRICE RANGE

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

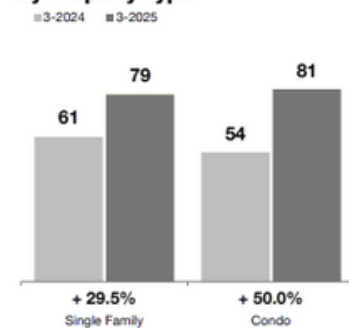
By Price Range



By Bedroom Count



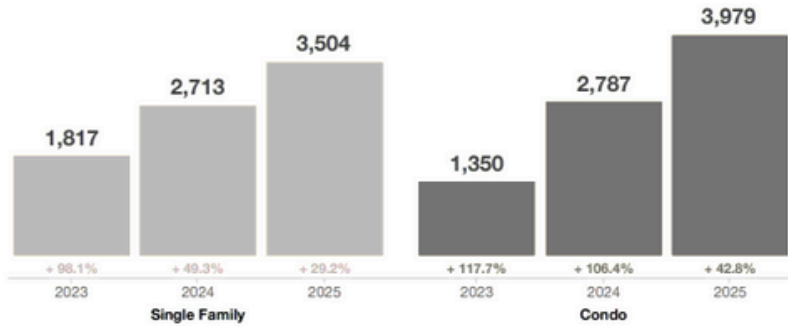
By Property Type



OVERALL INVENTORY OF HOMES FOR SALE

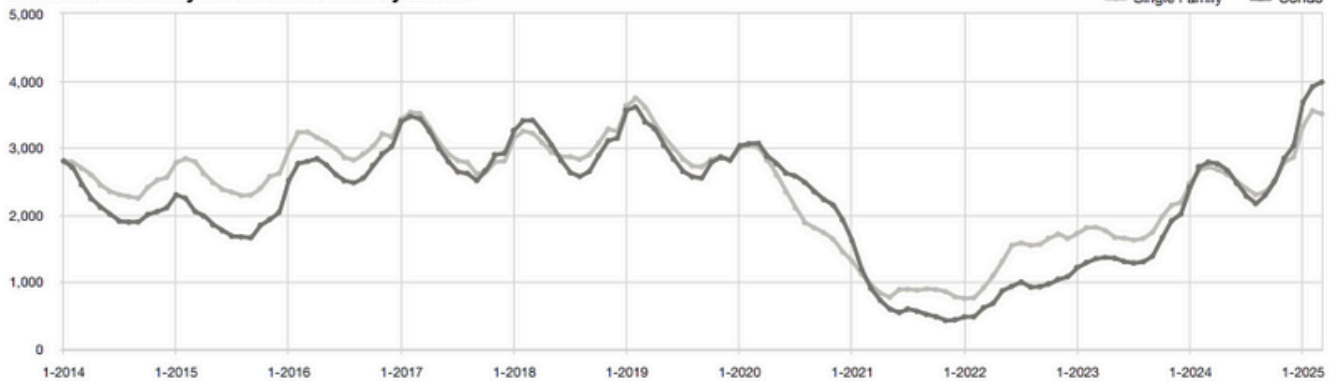
The number of properties available for sale in active status at the end of a given month.

March



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Apr-2024	2,672	+ 51.2%	2,759	+ 101.7%
May-2024	2,600	+ 56.2%	2,662	+ 96.3%
Jun-2024	2,497	+ 51.0%	2,469	+ 89.1%
Jul-2024	2,393	+ 47.3%	2,282	+ 77.7%
Aug-2024	2,300	+ 39.4%	2,168	+ 66.5%
Sep-2024	2,348	+ 34.6%	2,294	+ 65.3%
Oct-2024	2,511	+ 27.0%	2,502	+ 50.7%
Nov-2024	2,783	+ 29.7%	2,843	+ 48.7%
Dec-2024	2,860	+ 30.8%	3,030	+ 50.4%
Jan-2025	3,320	+ 34.4%	3,679	+ 52.5%
Feb-2025	3,553	+ 33.0%	3,910	+ 43.7%
Mar-2025	3,504	+ 29.2%	3,979	+ 42.8%
12-Month Avg	2,778	+ 37.4%	2,881	+ 60.7%

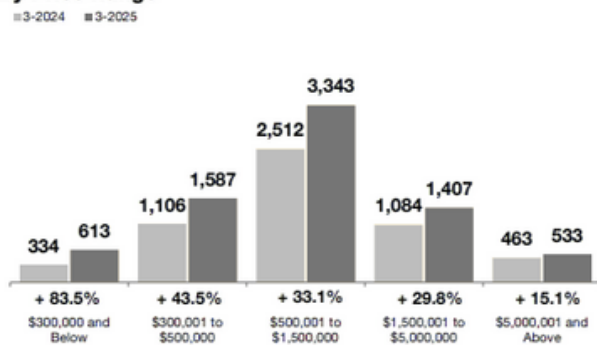
Historical Inventory of Homes for Sale by Month



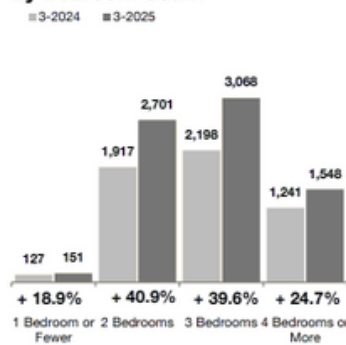
OVERALL INVENTORY OF HOMES FOR SALE BY PRICE RANGE

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

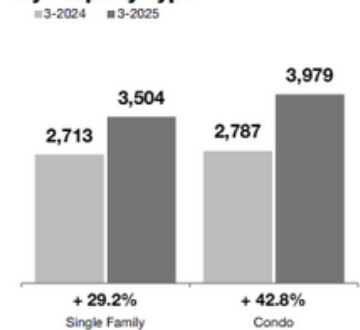
By Price Range



By Bedroom Count



By Property Type



LOCAL MARKET UPDATE - NAPLES BEACH

34102, 34103, 34108

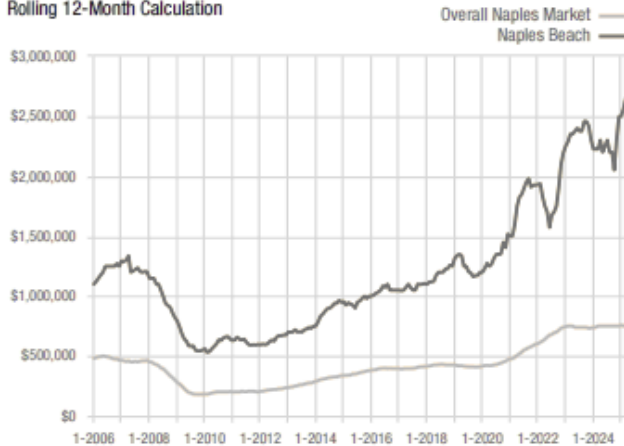
Single Family	March			Year to Date		
	2024	2025	% Change	Thru 3-2024	Thru 3-2025	% Change
Key Metrics						
New Listings	113	89	- 21.2%	389	457	+ 17.5%
Total Sales	52	51	- 1.9%	109	142	+ 30.3%
Days on Market Until Sale	110	132	+ 20.0%	110	126	+ 14.5%
Median Closed Price*	\$2,507,500	\$3,425,000	+ 36.6%	\$2,415,000	\$3,250,000	+ 34.6%
Average Closed Price*	\$4,768,630	\$5,405,514	+ 13.4%	\$4,659,410	\$5,353,807	+ 14.9%
Percent of List Price Received*	92.1%	91.6%	- 0.5%	92.3%	92.7%	+ 0.4%
Inventory of Homes for Sale	642	774	+ 20.6%	—	—	—
Months Supply of Inventory	17.6	20.8	+ 18.2%	—	—	—

Condo	March			Year to Date		
	2024	2025	% Change	Thru 3-2024	Thru 3-2025	% Change
Key Metrics						
New Listings	192	213	+ 10.9%	684	812	+ 18.7%
Total Sales	110	93	- 15.5%	231	220	- 4.8%
Days on Market Until Sale	92	84	- 8.7%	84	91	+ 8.3%
Median Closed Price*	\$1,230,000	\$1,200,000	- 2.4%	\$1,200,000	\$1,187,500	- 1.0%
Average Closed Price*	\$1,866,239	\$1,735,212	- 7.0%	\$1,796,638	\$1,829,213	+ 1.8%
Percent of List Price Received*	94.1%	93.7%	- 0.4%	94.0%	93.6%	- 0.4%
Inventory of Homes for Sale	883	1,205	+ 36.5%	—	—	—
Months Supply of Inventory	11.8	17.1	+ 44.9%	—	—	—

* 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.

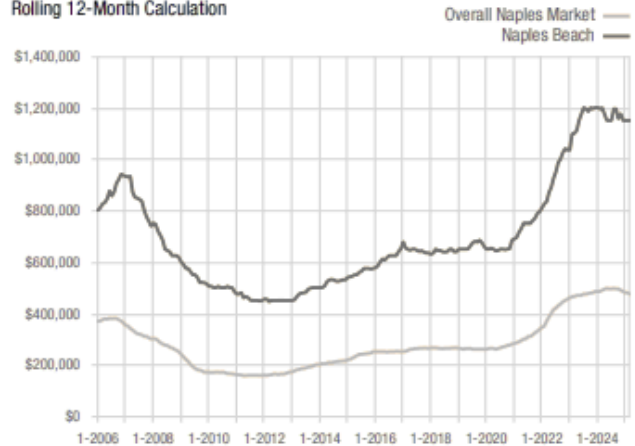
Median Closed Price - Single Family

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 - NORTH NAPLES

34109, 34110, 34119

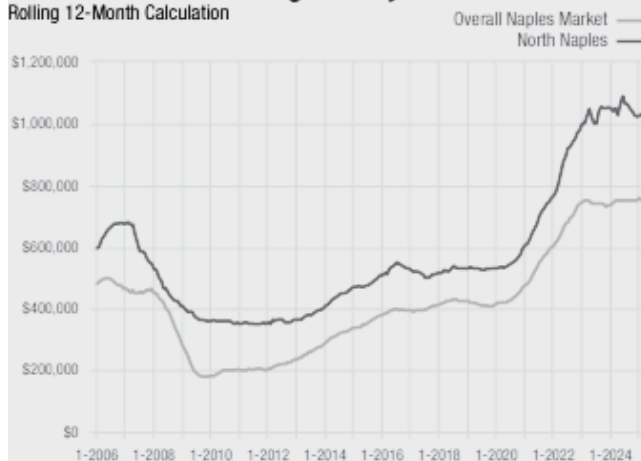
Single Family	March			Year to Date		
Key Metrics	2024	2025	% Change	Thru 3-2024	Thru 3-2025	% Change
New Listings	164	173	+ 5.5%	539	562	+ 4.3%
Total Sales	105	86	- 18.1%	227	230	+ 1.3%
Days on Market Until Sale	63	89	+ 41.3%	57	83	+ 45.6%
Median Closed Price*	\$1,100,000	\$982,500	- 10.7%	\$995,000	\$1,000,000	+ 0.5%
Average Closed Price*	\$1,636,015	\$1,593,472	- 2.6%	\$1,539,595	\$1,537,994	- 0.1%
Percent of List Price Received*	95.6%	94.0%	- 1.7%	95.8%	94.3%	- 1.6%
Inventory of Homes for Sale	516	652	+ 26.4%	—	—	—
Months Supply of Inventory	6.3	8.7	+ 38.1%	—	—	—

Condo	March			Year to Date		
Key Metrics	2024	2025	% Change	Thru 3-2024	Thru 3-2025	% Change
New Listings	190	196	+ 3.2%	644	703	+ 9.2%
Total Sales	131	123	- 6.1%	272	267	- 1.8%
Days on Market Until Sale	60	78	+ 30.0%	54	81	+ 50.0%
Median Closed Price*	\$535,000	\$477,500	- 10.7%	\$512,000	\$475,000	- 7.2%
Average Closed Price*	\$663,851	\$664,998	+ 0.2%	\$639,212	\$663,813	+ 3.8%
Percent of List Price Received*	95.8%	95.0%	- 0.8%	96.0%	95.5%	- 0.5%
Inventory of Homes for Sale	617	856	+ 38.7%	—	—	—
Months Supply of Inventory	6.6	9.6	+ 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.

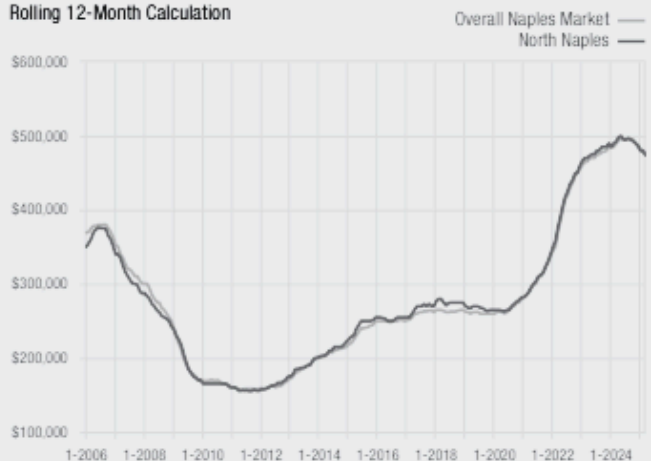
Median Closed Price - Single Family

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 - CENTRAL NAPLES

34104, 34105, 34116

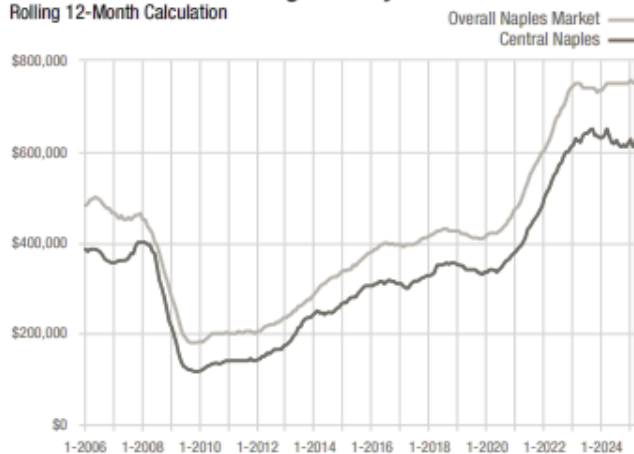
Single Family	March			Year to Date		
	2024	2025	% Change	Thru 3-2024	Thru 3-2025	% Change
Key Metrics						
New Listings	92	83	- 9.8%	279	294	+ 5.4%
Total Sales	67	60	- 10.4%	128	137	+ 7.0%
Days on Market Until Sale	63	75	+ 19.0%	57	82	+ 43.9%
Median Closed Price*	\$670,000	\$675,000	+ 0.7%	\$675,000	\$649,000	- 3.9%
Average Closed Price*	\$1,024,163	\$1,182,529	+ 15.5%	\$1,231,724	\$1,125,151	- 8.7%
Percent of List Price Received*	95.8%	95.6%	- 0.2%	95.5%	95.7%	+ 0.2%
Inventory of Homes for Sale	258	335	+ 29.8%	—	—	—
Months Supply of Inventory	5.6	7.8	+ 39.3%	—	—	—

Condo	March			Year to Date		
	2024	2025	% Change	Thru 3-2024	Thru 3-2025	% Change
Key Metrics						
New Listings	102	121	+ 18.6%	363	388	+ 6.9%
Total Sales	67	48	- 28.4%	149	119	- 20.1%
Days on Market Until Sale	32	67	+ 109.4%	42	74	+ 76.2%
Median Closed Price*	\$351,500	\$324,900	- 7.6%	\$360,000	\$312,500	- 13.2%
Average Closed Price*	\$428,131	\$427,877	- 0.1%	\$468,155	\$402,938	- 13.9%
Percent of List Price Received*	96.4%	95.1%	- 1.3%	96.1%	94.7%	- 1.5%
Inventory of Homes for Sale	346	522	+ 50.9%	—	—	—
Months Supply of Inventory	6.7	11.7	+ 74.6%	—	—	—

* 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.

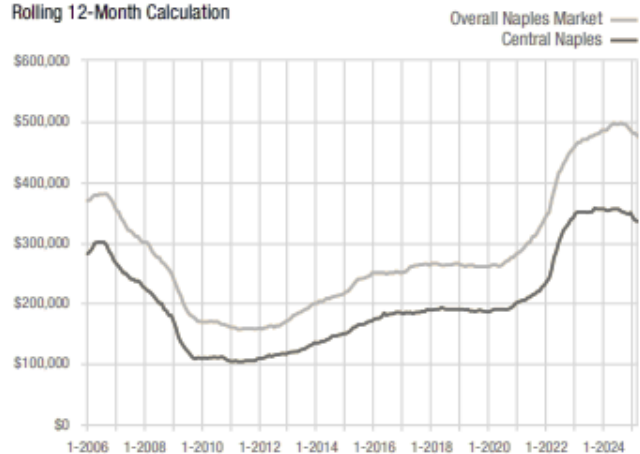
Median Closed Price - Single Family

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.

LOCAL MARKET UPDATE - SOUTH NAPLES

34112, 34113

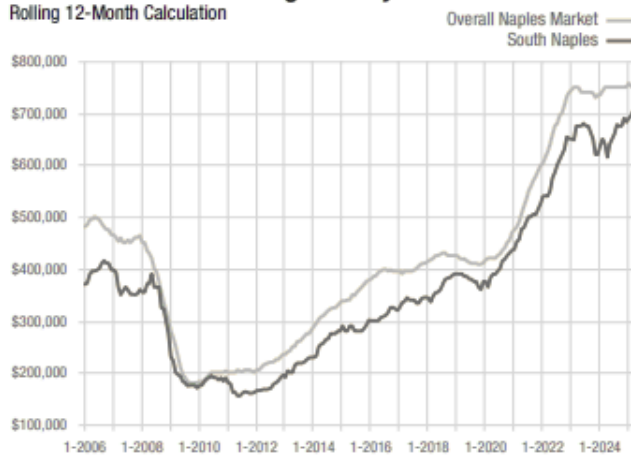
Single Family	March			Year to Date		
	2024	2025	% Change	Thru 3-2024	Thru 3-2025	% Change
Key Metrics						
New Listings	92	104	+ 13.0%	302	387	+ 28.1%
Total Sales	49	52	+ 6.1%	114	115	+ 0.9%
Days on Market Until Sale	62	69	+ 11.3%	56	78	+ 39.3%
Median Closed Price*	\$680,000	\$702,500	+ 3.3%	\$717,500	\$765,000	+ 6.6%
Average Closed Price*	\$1,124,505	\$1,147,123	+ 2.0%	\$1,116,922	\$1,111,603	- 0.5%
Percent of List Price Received*	95.5%	94.4%	- 1.2%	95.3%	94.0%	- 1.4%
Inventory of Homes for Sale	318	474	+ 49.1%	—	—	—
Months Supply of Inventory	7.1	12.0	+ 69.0%	—	—	—

Condo	March			Year to Date		
	2024	2025	% Change	Thru 3-2024	Thru 3-2025	% Change
Key Metrics						
New Listings	186	208	+ 11.8%	584	667	+ 14.2%
Total Sales	84	95	+ 13.1%	217	212	- 2.3%
Days on Market Until Sale	62	78	+ 25.8%	67	86	+ 28.4%
Median Closed Price*	\$448,500	\$425,000	- 5.2%	\$439,000	\$422,500	- 3.8%
Average Closed Price*	\$529,118	\$491,758	- 7.1%	\$500,369	\$476,077	- 4.9%
Percent of List Price Received*	96.5%	94.5%	- 2.1%	96.7%	94.4%	- 2.4%
Inventory of Homes for Sale	580	853	+ 47.1%	—	—	—
Months Supply of Inventory	7.3	12.2	+ 67.1%	—	—	—

* 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.

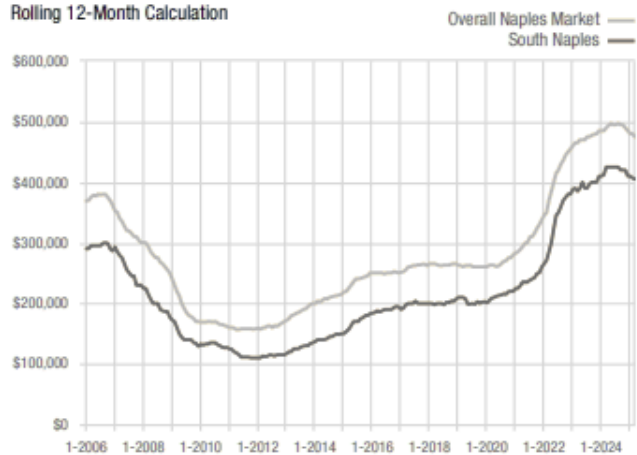
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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LOCAL MARKET UPDATE - EAST NAPLES

34114, 34117, 34120, 34137

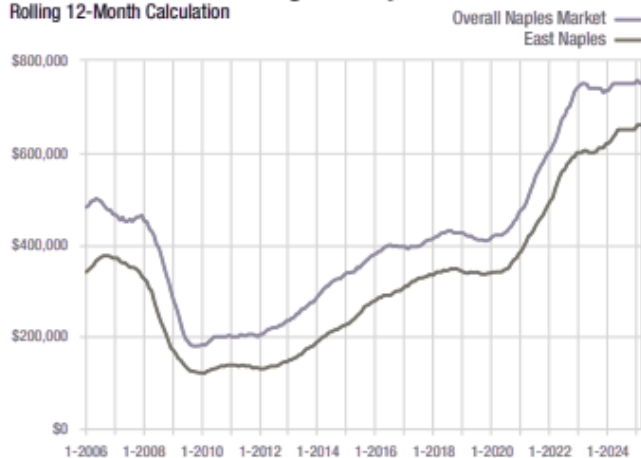
Single Family	March			Year to Date		
	2024	2025	% Change	Thru 3-2024	Thru 3-2025	% Change
Key Metrics						
New Listings	257	275	+ 7.0%	826	868	+ 5.1%
Total Sales	166	131	- 21.1%	397	341	- 14.1%
Days on Market Until Sale	70	95	+ 35.7%	69	89	+ 29.0%
Median Closed Price*	\$683,000	\$680,000	- 0.4%	\$650,850	\$689,900	+ 6.0%
Average Closed Price*	\$799,834	\$826,298	+ 3.3%	\$816,381	\$856,607	+ 4.9%
Percent of List Price Received*	96.9%	96.3%	- 0.6%	96.8%	95.9%	- 0.9%
Inventory of Homes for Sale	844	1,109	+ 31.4%	—	—	—
Months Supply of Inventory	6.5	8.9	+ 36.9%	—	—	—

Condo	March			Year to Date		
	2024	2025	% Change	Thru 3-2024	Thru 3-2025	% Change
Key Metrics						
New Listings	95	96	+ 1.1%	313	341	+ 8.9%
Total Sales	44	41	- 6.8%	119	106	- 10.9%
Days on Market Until Sale	72	118	+ 63.9%	76	98	+ 28.9%
Median Closed Price*	\$560,000	\$440,000	- 21.4%	\$499,999	\$462,500	- 7.5%
Average Closed Price*	\$579,211	\$475,105	- 18.0%	\$551,256	\$473,551	- 14.1%
Percent of List Price Received*	96.7%	94.3%	- 2.5%	97.1%	95.2%	- 2.0%
Inventory of Homes for Sale	332	490	+ 47.6%	—	—	—
Months Supply of Inventory	6.9	12.0	+ 73.9%	—	—	—

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.

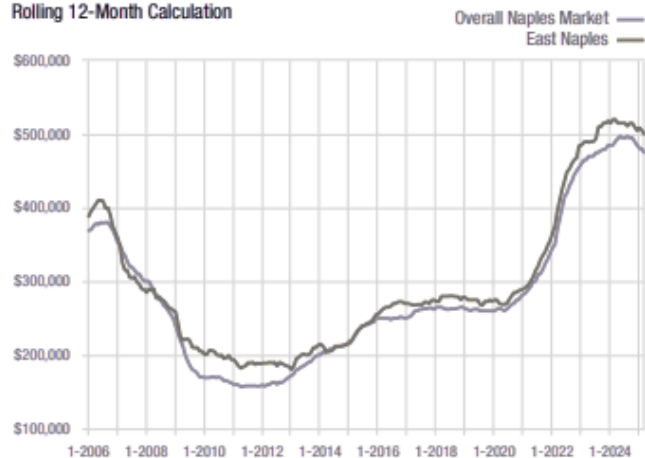
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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