February Buyers Absorbing Inventory Rapidly

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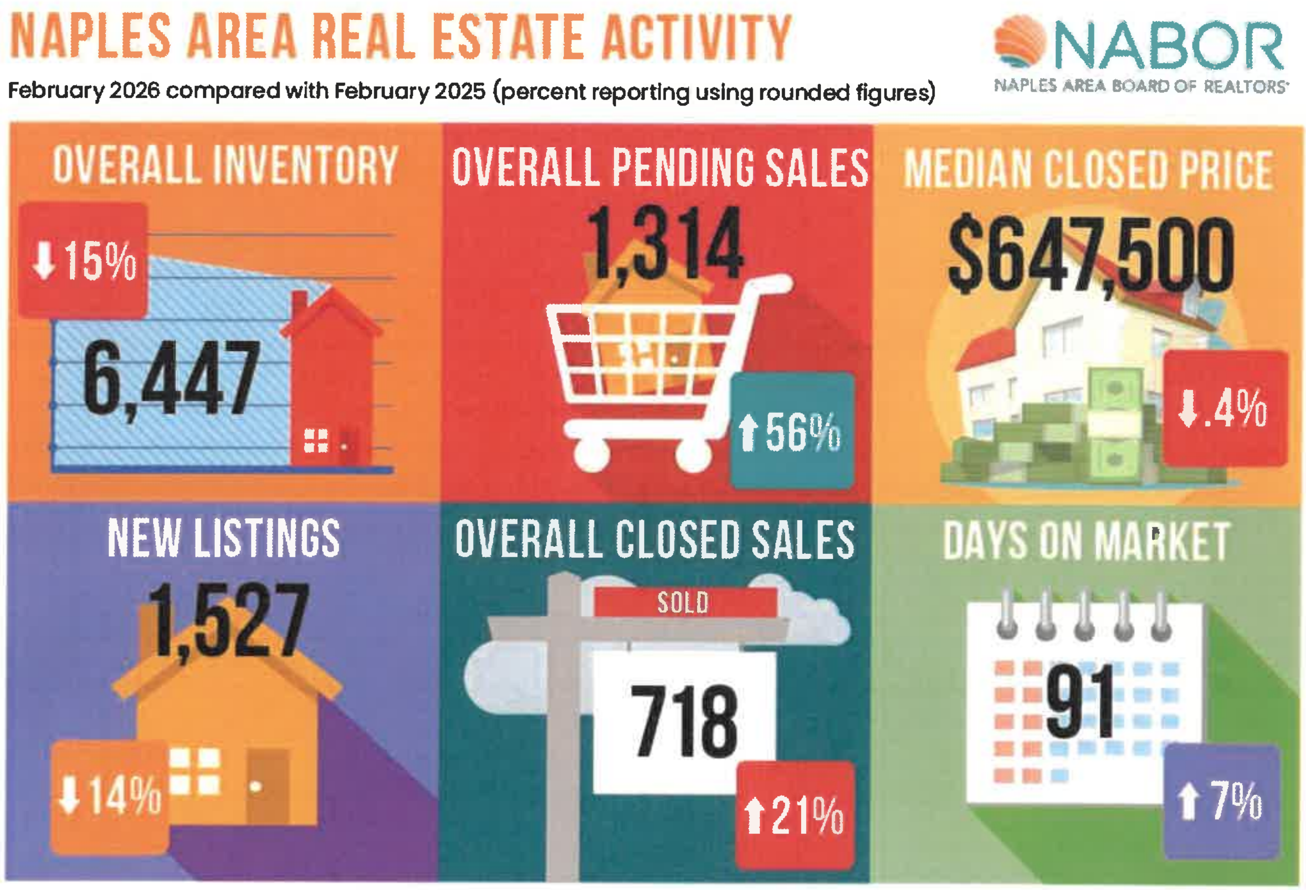

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Naples, Fla. (March 20, 2026) – Buyers from the north and east descended on Naples in February resulting in a 55.9 percent increase in pending sales (homes under contract) compared to February 2025; and a 23.4 percent increase in pending sales compared to January 2026. Broker analysts reviewing the February 2026 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), remarked that agents were busy in February in both the resale and new construction home markets.

With the deadline for structural integrity reserve studies and milestone inspections on condominiums three stories or higher and over 25 years old if within three miles of the beach now in the rearview mirror (December 31, 2025), pending sales of condominiums in Naples during February rocketed up 82 percent to 714 pending sales from 392 pending sales in February 2025.

"Unlike many areas on the east coast of Florida, milestone inspections of condominiums that fell under the new state requirements in the Naples area revealed fewer issues because they were built well originally and have been maintained to a higher standard," said Jeff Jones, Broker at Keller Williams Naples.

Eyes on the Horizon

Overall closed sales in February increased 21.3 percent to 718 closed sales from 592 closed sales in February 2025. Not surprisingly, closed sales in the condominium market increased a remarkable 39.3 percent to 390 closed sales from 280 closed sales in February 2025. In comparison, the single family homes market had a 5.1 percent increase in closed sales during February to 328 closed sales from 312 closed sales in February 2025. The momentum for closed sales in the single family home market is expected to continue as pending sales in the single-family home market increased 33 percent in February to 600 pending sales from 451 pending sales in February 2025.

According to Ryan Bleggi, Regional VP, West Coast of Florida for Willaim Raveis Real Estate, "We will continue to see solid closed sales numbers in the next few months, and the Naples beach [34102, 34103, 34108] condominium market significantly improved where closed sales in February increased 63 percent."

The overall median closed price in February decreased .4 percent to $647,500 from $650,000 in February 2025. Of the 6,447 properties in inventory during February, there were 2,104 price decreases recorded in the month. Increased pending sales activity in both January and February indicate sellers are following REALTOR® advice to price homes competitively for a faster sale.

The rush of sales is reducing overall inventory, which decreased 15.1 percent in February to 6,447 properties from 7,594 properties in February 2025. Not even a historically consistent level of new listings is helping to replenish what's being sold. New listings decreased 13.5 percent to 1,527 new listings from 1,765 new listings.

New Builds Fill the Gap

Improved sales in the resale market have paved a path for home builders again. According to Mike Bone, Director of Sales at Christopher Alan Homes, "Sales of homes in the SW Florida new construction market hit their stride in January and improved in February. Some builders sold more homes in January than the previous 15 months! Builders are still offering incentives which are driving the sales. And they are also able to provide some lower interest rates, often one to one and a half points lower than the market rate."

"We are four years out of the top of the market and maintaining stability," said Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC. "Everything we are seeing today in the new construction market will only improve the resale market."

However, according to Carroll, new construction of speculative homes in several desirable communities like Aqualane Shores, Royal Harbor, Vanderbilt, and Pine Ridge are oversupplied. "There are few homes under $10 million in Aqualane Shores. In fact, there is one and a half years of inventory in this community. And we're seeing similar oversupply issues in pockets around Old Naples too."

This isn't stopping new home development in Naples though. Bone added that "construction by several developers on 14,000 new homes is slated to start in eastern Collier County in the next nine to 12 months. Being near the beach isn't a driving factor in home sales for Naples anymore. Most of these new communities will be 30 miles from I-75."

"This is great news for buyers from the east coast like Miami who are looking for more affordable single-family home options or need a home that is more centrally located because members of the family work on both coasts," said Albert Yabor, Managing Broker, Coldwell Banker Realty. "Also, wealthy international buyers from many South American countries who typically purchase homes in Miami are now looking at Naples real estate."

Closed sales of single family homes in eastern Collier County (34114, 34117, 34120, 34137) increased 19.1 percent in February.

"There's been a shift in demographics for young families moving to Naples too," said Jennifer Reedy, Managing Broker, John R Wood Properties. "With a great number of charter and private school options in the area, families are not limited by school zones when they purchase a home here anymore."

The NABOR® February 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	FEB 2025	FEB 2026	CHANGE (percentage)
Total closed sales (month/month)	592	718	+21.3%
Total pending sales (homes under contract) (month/month)	843	1,314	+55.9%
Median closed price (month/month)	$650,000	$647,500	-0.4%
New listings (month/month)	1,765	1,527	-13.5%
Total active listings (inventory)	7,594	6,447	-15.1%
Average days on market (month/month)	85	91	+7.1%
Single-family closed sales (month/month)	312	328	+5.1%
Single-family median closed price (month/month)	$780,000	$775,000	-0.6%
Single-family inventory	3,619	2,967	-18.0%
Condominium closed sales (month/month)	280	390	+39.3%
Condominium median closed price (month/month)	$500,000	$499,500	-0.1%
Condominium inventory	3,975	3,480	-12.5%

Perception vs. Reality

According to Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc., "Some buyers are still sitting on the fence because they believe interest rates will go back down soon. But the reality is, if sales activity continues to reduce inventory at the rate we saw in January and February, then it's likely these buyers will have less room to negotiate price when they do finally reenter the market. Plus, prices could also rise again because of the laws of supply and demand, so waiting and hoping for an incremental rate drop may not improve home affordability."

If you are considering buying or selling your home, look to a Naples REALTOR® who can provide an accurate market comparison and give you expert advice on how to capitalize on today's market conditions. A REALTOR® can ensure your next purchase or sale in the Naples area is a success. Search for your dream home and find a Naples REALTOR® on Naplesarea.com.