



Market Report

S E P T E M B E R 2 0 2 6 R E P O R T



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 SEPTEMBER 2026 REPORT THIS TEXT IS COURTESY OF THE NAPLES AREA BOARD OF REALTORS MARKET REPORT

Three statistics in the September 2026 Market Report tell a familiar story about the Naples area housing market: buyers are still buying, sellers are still listing, and excess inventory that built up in 2025 is steadily being absorbed. According to the September 2026 Monthly Market Report from the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales throughout Collier County (excluding Marco Island), those three statistics are: overall closed sales increased 2.5 percent to 623 closed sales from 608 closed sales in September 2025; new listings increased 4.8 percent to 1,073 new listings from 1,024 new listings in September 2025; and inventory decreased 17.3 percent to 4,240 properties from 5,128 properties in September 2025. The lure of the Naples lifestyle, especially in the luxury market, is not losing its momentum.

The overall median closed price increased 4.5 percent to \$575,000 from \$550,000 in September 2025. At the same time, mortgage rates sit well above where they were last September, which is making buyers more deliberate today, according to broker analysts reviewing the September report.

The report also showed there were 5.5 months of inventory available, a 29.5 percent decrease from 7.8 months of inventory in September 2025 but up from 5.4 months in August. With inventory and closed sales nearly flat since August, September's months of inventory reflects a market that is holding its footing.

The bottom line from September's report: Naples is not a runaway market, and it is not a stalled one. Sales are up, supply is down, and prices are holding. With winter approaching, well-priced homes are the ones getting the attention.

QUICK FACTS

OVERALL MARKET FACTS

INVENTORY



4,240

↓ 17%

PENDINGS



702

↓ 7%

NEW LISTINGS



1,073

↑ 5%

MEDIAN CLOSED PRICE



\$575,000

↑ 5%

CLOSED SALES



623

↑ 3%

DAYS ON MARKET



99

↓ 8%

OVERALL MARKET OVERVIEW

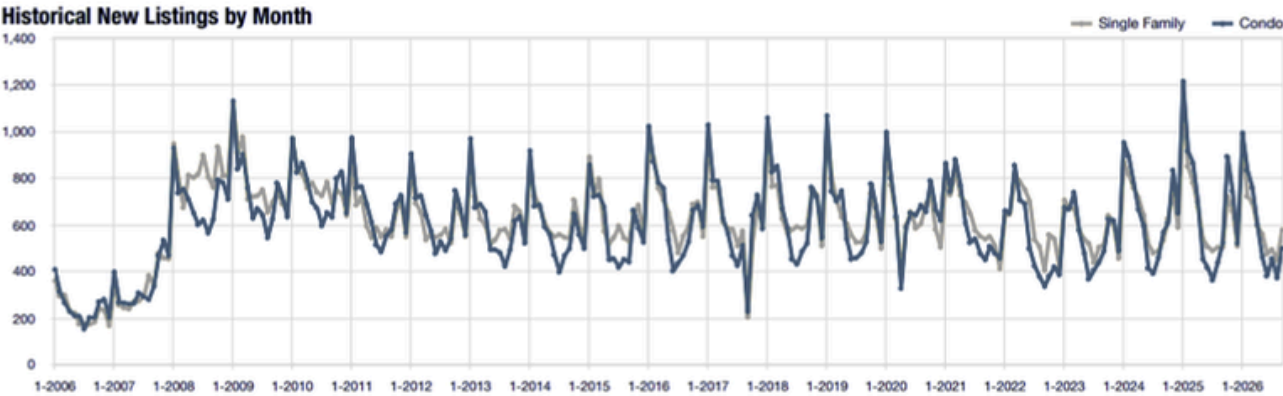
Key metrics by report month and for year-to-date (YTD) starting from the first of the year.

Key Metrics	Historical Sparkbars	9-2025	9-2026	% Change	YTD 2025	YTD 2026	% Change
New Listings		1,024	1,073	+ 4.8%	11,803	10,857	- 8.0%
Total Sales		608	623	+ 2.5%	6,298	7,246	+ 15.1%
Days on Market Until Sale		107	99	- 7.5%	93	99	+ 6.5%
Median Closed Price		\$550,000	\$575,000	+ 4.5%	\$600,000	\$600,000	0.0%
Average Closed Price		\$977,261	\$1,210,050	+ 23.8%	\$1,154,770	\$1,165,979	+ 1.0%
Percent of List Price Received		93.9%	94.8%	+ 1.0%	94.3%	94.6%	+ 0.3%
Pending Listings		753	702	-6.8%	7,828	9,315	+19.0%
Inventory of Homes for Sale		5,128	4,240	- 17.3%	—	—	—
Months Supply of Inventory		7.8	5.5	- 29.5%	—	—	—

OVERALL NEW LISTINGS

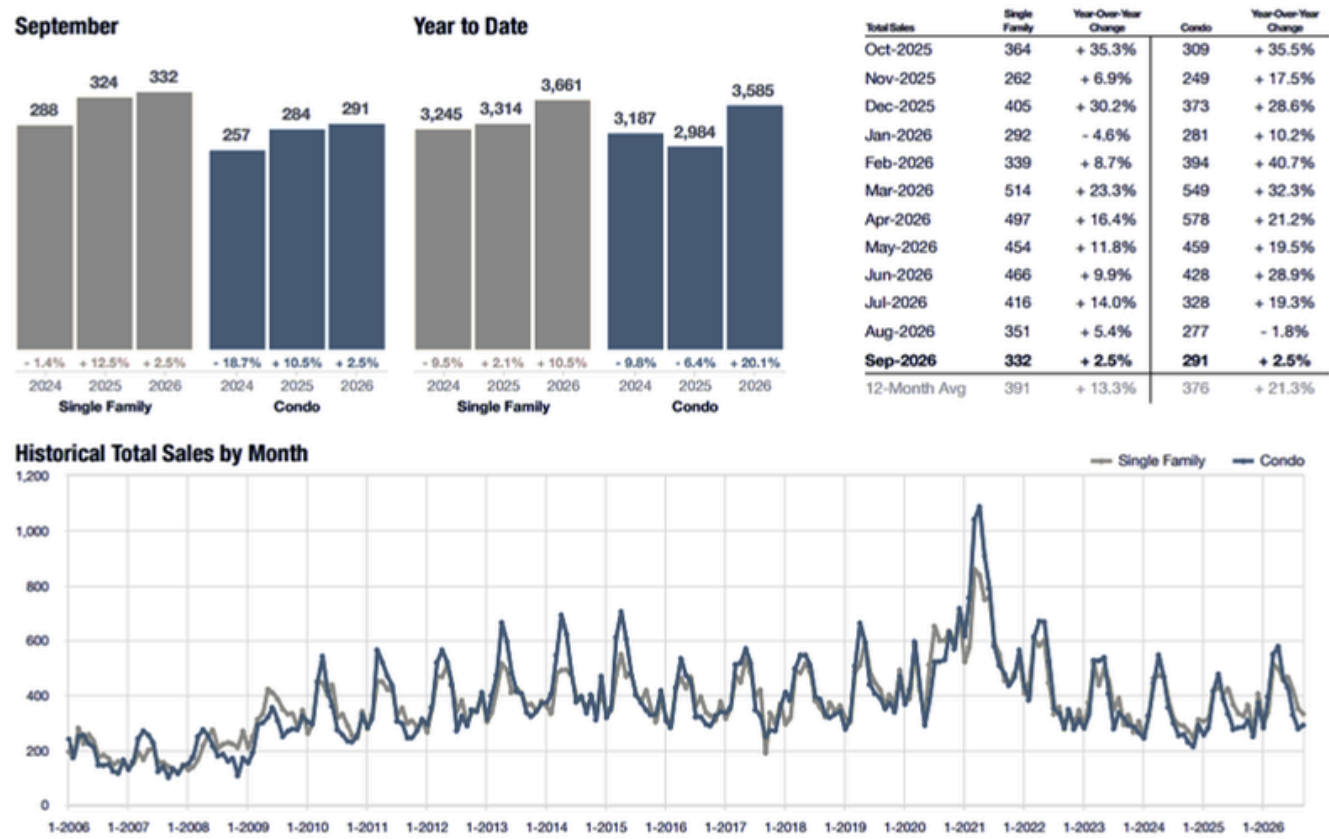
A count of the properties that have been newly listed on the market in a given month.

September	Year to Date	New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
		Oct-2025	722	+ 15.7%	892	+ 47.0%
+ 3.9%	+ 13.3%	Nov-2025	659	- 11.1%	744	- 10.7%
- 5.6%	+ 2.1%	Dec-2025	507	- 13.6%	519	- 20.0%
+ 14.5%	- 7.0%	Jan-2026	959	- 12.3%	993	- 18.3%
+ 16.5%	+ 18.5%	Feb-2026	721	- 15.2%	834	- 8.9%
- 6.0%	+ 2.8%	Mar-2026	694	- 11.0%	758	- 12.4%
- 4.6%	- 9.0%	Apr-2026	594	- 12.1%	600	- 13.8%
		May-2026	558	+ 3.9%	459	+ 2.0%
		Jun-2026	473	- 6.2%	379	- 8.5%
		Jul-2026	492	+ 1.0%	453	+ 25.8%
		Aug-2026	447	- 10.8%	370	- 15.1%
		Sep-2026	576	+ 14.5%	497	- 4.6%
		12-Month Avg	617	- 6.1%	625	- 5.7%



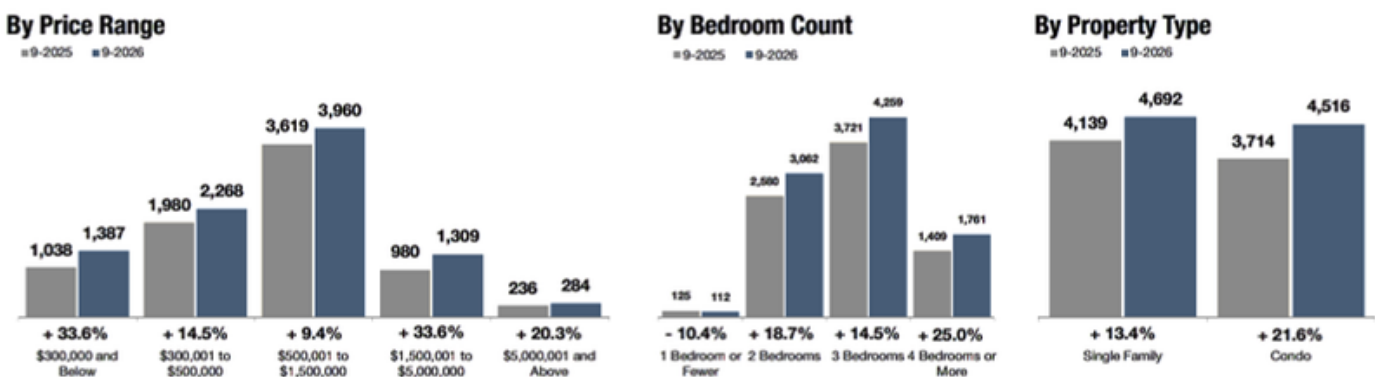
OVERALL CLOSED SALES

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



OVERALL CLOSED SALES BY PRICE RANGE

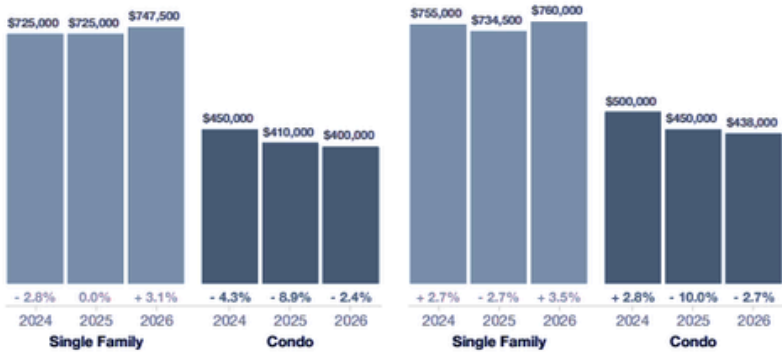
A count of the actual sales that closed in a given month. Based on a rolling 12-month total.



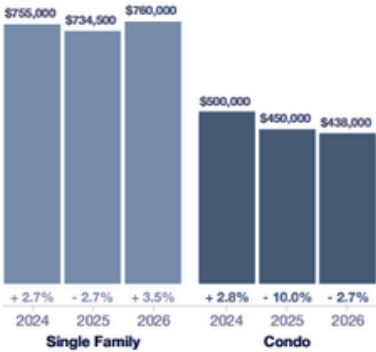
OVERALL MEDIAN CLOSED PRICE

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

September



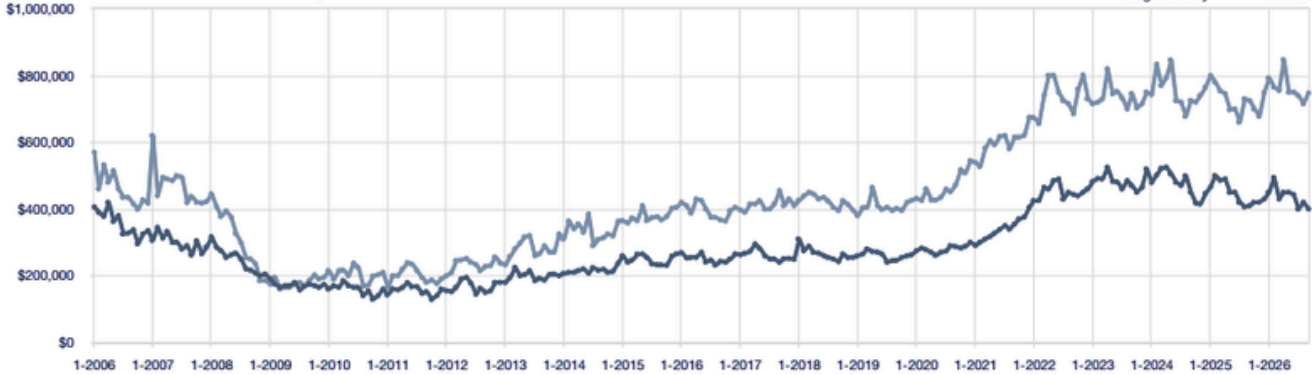
Year to Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Oct-2025	\$700,000	- 2.8%	\$420,000	+ 0.6%
Nov-2025	\$677,500	- 8.4%	\$420,000	+ 1.2%
Dec-2025	\$750,000	- 2.0%	\$430,000	- 3.6%
Jan-2026	\$792,500	- 0.9%	\$450,000	- 3.4%
Feb-2026	\$765,000	- 1.9%	\$494,500	- 1.1%
Mar-2026	\$755,000	+ 0.1%	\$430,000	- 11.5%
Apr-2026	\$847,500	+ 13.8%	\$450,000	- 8.2%
May-2026	\$750,000	+ 7.6%	\$450,000	+ 0.1%
Jun-2026	\$750,000	+ 7.1%	\$442,500	- 1.7%
Jul-2026	\$740,000	+ 12.1%	\$399,500	- 4.9%
Aug-2026	\$715,000	- 2.1%	\$420,000	+ 3.3%
Sep-2026	\$747,500	+ 3.1%	\$400,000	- 2.4%
12-Month Avg*	\$750,000	+ 1.9%	\$435,000	- 3.3%

* Median Closed Price for all properties from October 2025 through September 2026. This is not the average of the individual figures above.

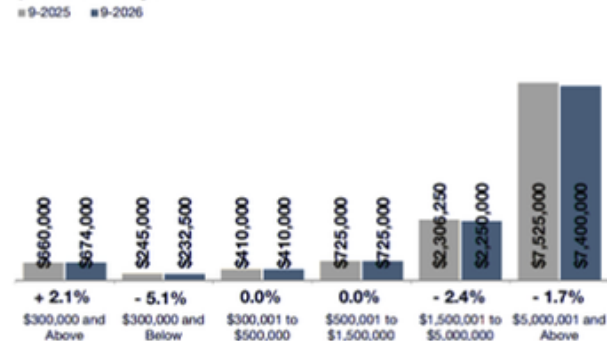
Historical Median Closed Price by Month



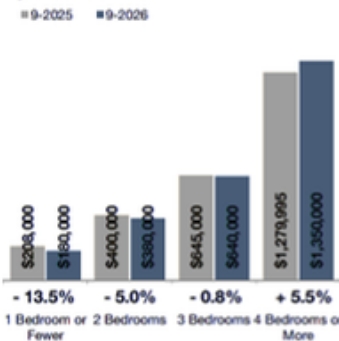
OVERALL MEDIAN CLOSED PRICE BY PRICE RANGE

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

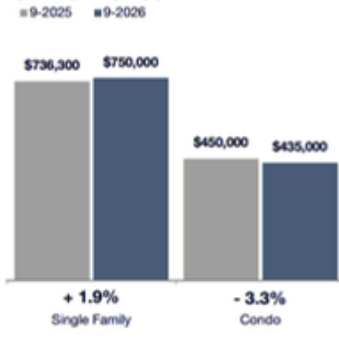
By Price Range



By Bedroom Count

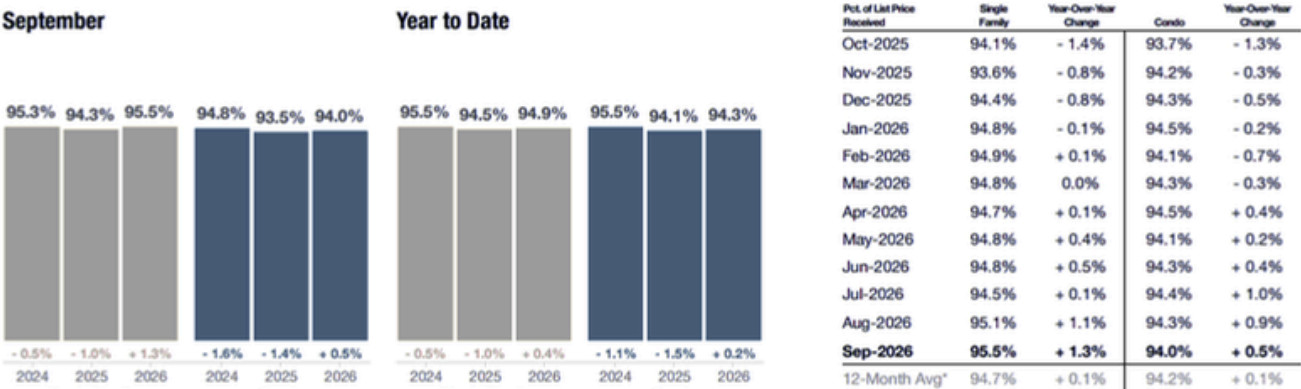


By Property Type

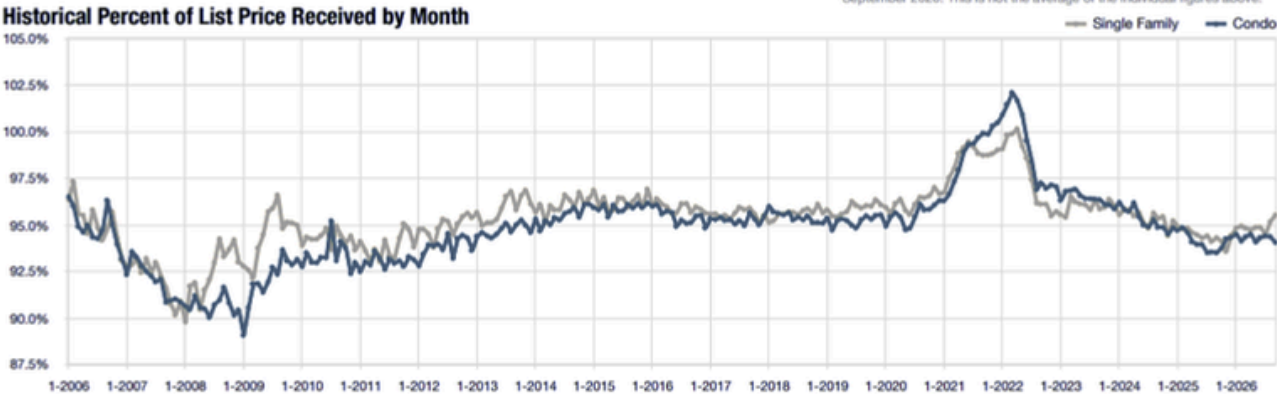


OVERALL PERCENT OF CURRENT LIST PRICE RECEIVED

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.

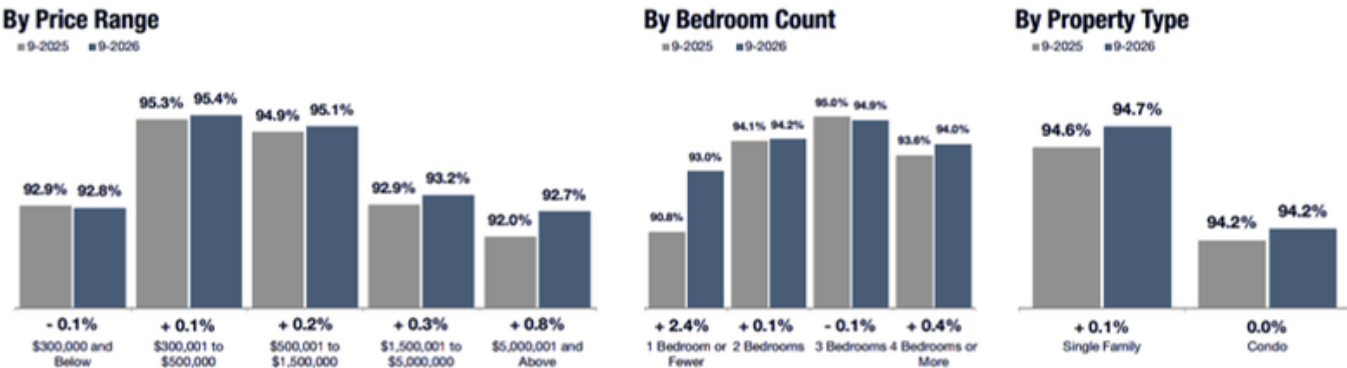


* Pct. of List Price Received for all properties from October 2025 through September 2026. This is not the average of the individual figures above.



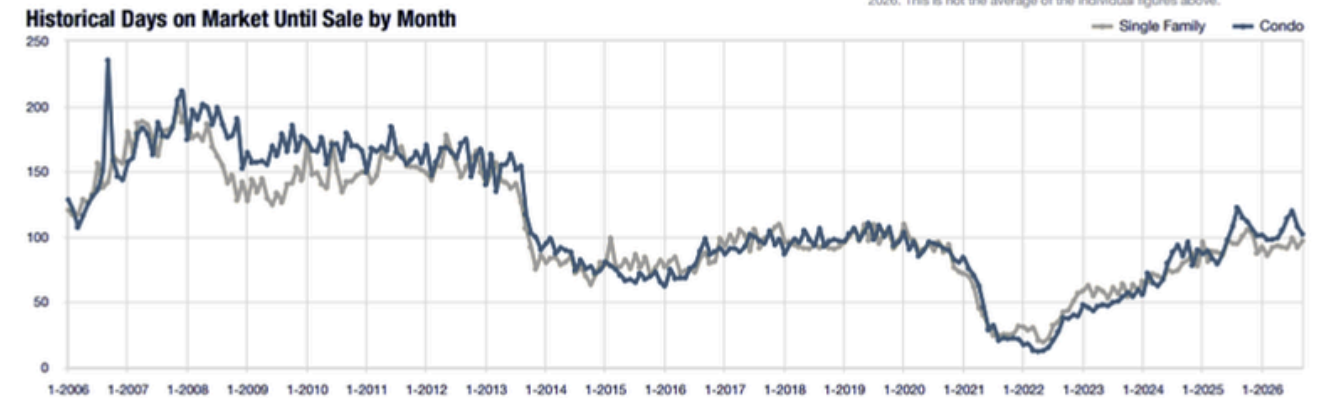
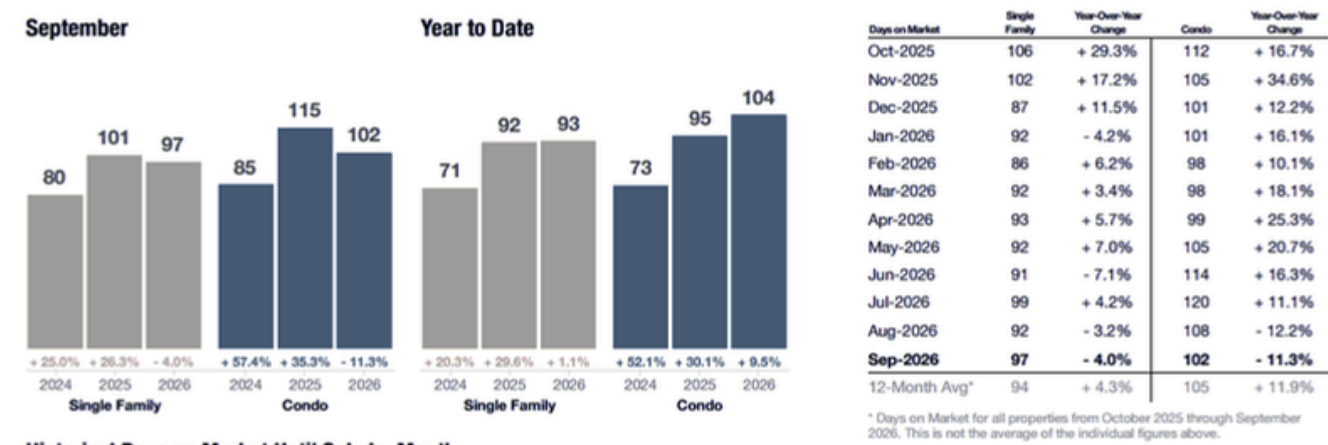
OVERALL PERCENT OF CURRENT LIST PRICE RECEIVED BY PRICE RANGE

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.



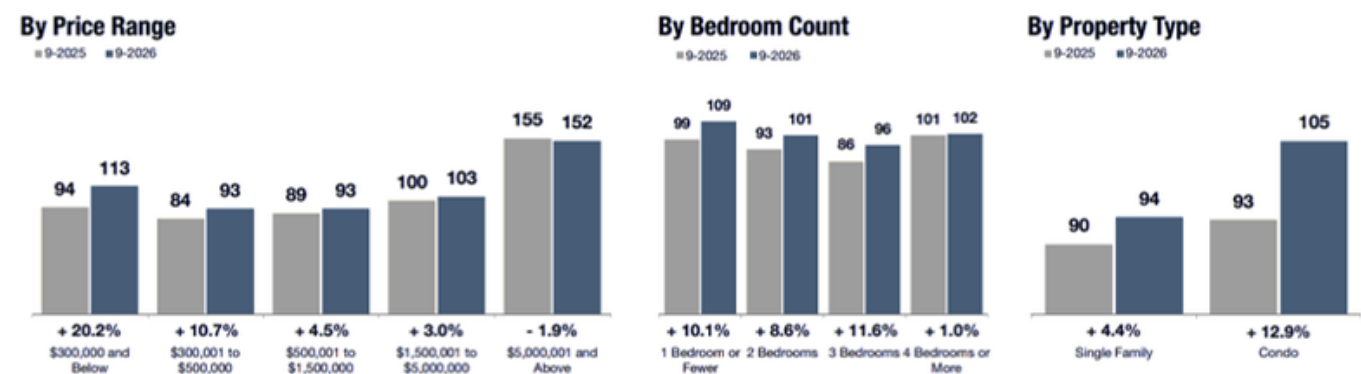
OVERALL DAYS ON MARKET UNTIL SALE

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



OVERALL DAYS ON MARKET UNTIL SALE BY PRICE RANGE

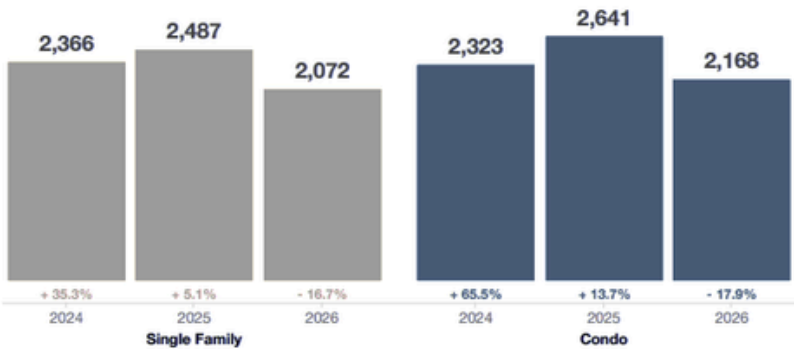
Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.



OVERALL INVENTORY OF HOMES FOR SALE

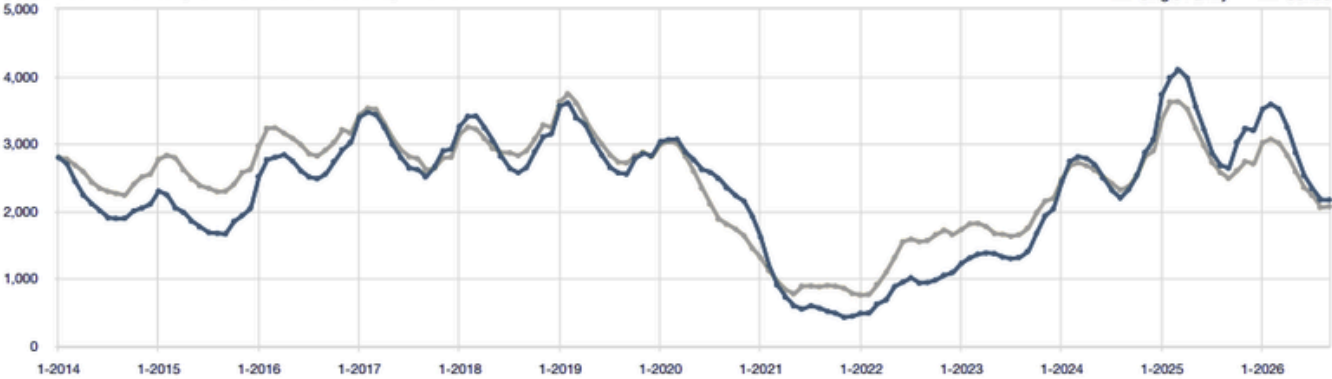
The number of properties available for sale in active status at the end of a given month.

September



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Oct-2025	2,602	+ 2.6%	3,025	+ 19.5%
Nov-2025	2,738	- 2.7%	3,230	+ 12.3%
Dec-2025	2,704	- 6.7%	3,198	+ 4.4%
Jan-2026	3,019	- 10.5%	3,514	- 5.8%
Feb-2026	3,069	- 15.2%	3,589	- 9.8%
Mar-2026	3,009	- 17.0%	3,516	- 14.2%
Apr-2026	2,825	- 19.7%	3,242	- 18.5%
May-2026	2,587	- 20.0%	2,868	- 19.4%
Jun-2026	2,353	- 20.9%	2,532	- 21.3%
Jul-2026	2,236	- 18.0%	2,335	- 18.4%
Aug-2026	2,057	- 20.1%	2,172	- 18.9%
Sep-2026	2,072	- 16.7%	2,168	- 17.9%
12-Month Avg	2,606	- 14.1%	2,949	- 9.8%

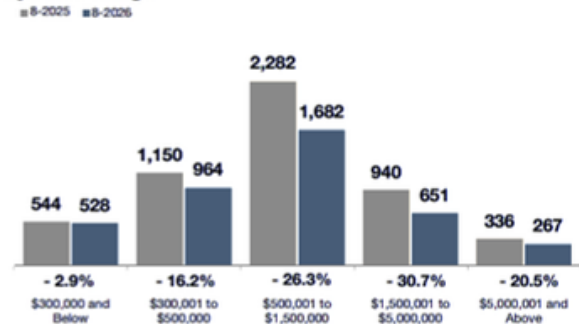
Historical Inventory of Homes for Sale by Month



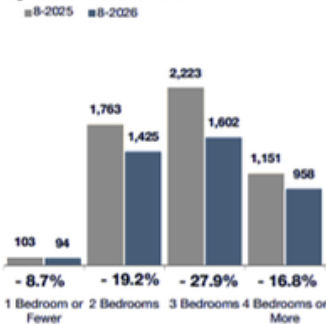
OVERALL INVENTORY OF HOMES FOR SALE BY PRICE RANGE

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

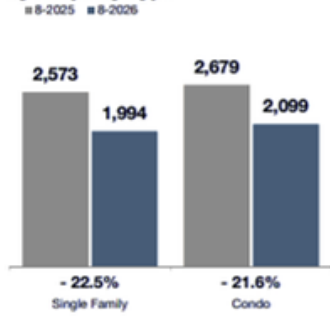
By Price Range



By Bedroom Count



By Property Type



LOCAL MARKET UPDATE - NAPLES BEACH

34102, 34103, 34108

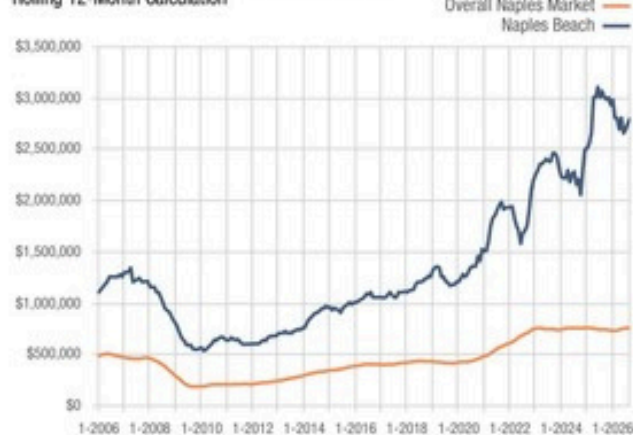
Single Family	September			Year to Date		
Key Metrics	2025	2026	% Change	Thru 9-2025	Thru 9-2026	% Change
New Listings	67	86	+ 28.4%	866	754	- 12.9%
Total Sales	37	44	+ 18.9%	417	469	+ 12.5%
Days on Market Until Sale	161	149	- 7.5%	141	132	- 6.4%
Median Closed Price*	\$1,850,000	\$2,764,500	+ 49.4%	\$3,000,000	\$2,900,000	- 3.3%
Average Closed Price*	\$3,834,653	\$6,604,682	+ 72.2%	\$5,310,107	\$5,064,383	- 4.6%
Percent of List Price Received*	91.0%	92.8%	+ 2.0%	91.7%	92.4%	+ 0.8%
Inventory of Homes for Sale	480	367	- 23.5%	—	—	—
Months Supply of Inventory	11.7	7.3	- 37.6%	—	—	—

Condo	September			Year to Date		
Key Metrics	2025	2026	% Change	Thru 9-2025	Thru 9-2026	% Change
New Listings	105	121	+ 15.2%	1,426	1,302	- 8.7%
Total Sales	58	64	+ 10.3%	685	870	+ 27.0%
Days on Market Until Sale	129	120	- 7.0%	107	115	+ 7.5%
Median Closed Price*	\$1,170,000	\$887,500	- 24.1%	\$1,135,000	\$1,052,500	- 7.3%
Average Closed Price*	\$1,602,241	\$1,483,526	- 7.4%	\$1,625,408	\$1,584,006	- 2.5%
Percent of List Price Received*	91.7%	92.9%	+ 1.3%	92.4%	93.3%	+ 1.0%
Inventory of Homes for Sale	717	564	- 21.3%	—	—	—
Months Supply of Inventory	10.5	6.4	- 39.0%	—	—	—

* 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

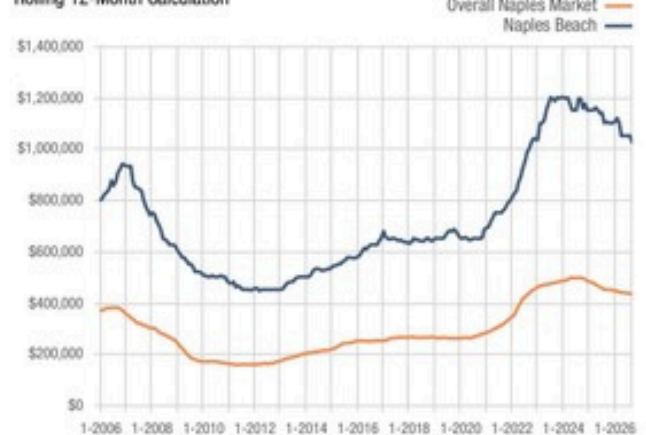
Rolling 12-Month Calculation



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.

Median Closed Price - Condo

Rolling 12-Month Calculation



LOCAL MARKET UPDATE - NORTH NAPLES

34109, 34110, 34119

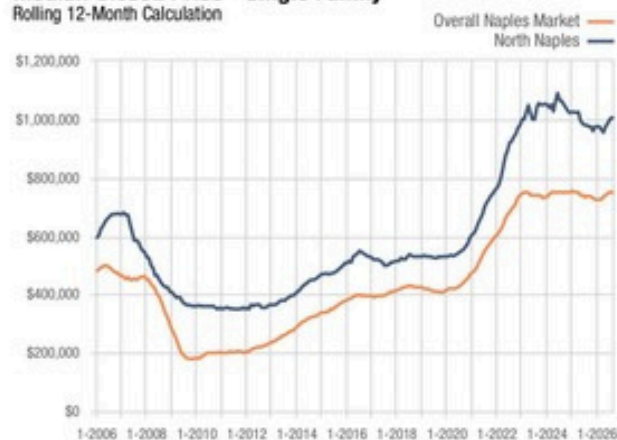
Single Family	September			Year to Date		
Key Metrics	2025	2026	% Change	Thru 9-2025	Thru 9-2026	% Change
New Listings	102	98	- 3.9%	1,192	1,111	- 6.8%
Total Sales	86	74	- 14.0%	707	821	+ 16.1%
Days on Market Until Sale	85	80	- 5.9%	85	86	+ 1.2%
Median Closed Price*	\$912,500	\$932,500	+ 2.2%	\$970,000	\$1,025,000	+ 5.7%
Average Closed Price*	\$1,197,271	\$1,344,012	+ 12.3%	\$1,427,598	\$1,519,703	+ 6.5%
Percent of List Price Received*	94.3%	94.7%	+ 0.4%	94.2%	94.4%	+ 0.2%
Inventory of Homes for Sale	429	339	- 21.0%	—	—	—
Months Supply of Inventory	5.7	3.9	- 31.6%	—	—	—

Condo	September			Year to Date		
Key Metrics	2025	2026	% Change	Thru 9-2025	Thru 9-2026	% Change
New Listings	137	116	- 15.3%	1,465	1,314	- 10.3%
Total Sales	72	75	+ 4.2%	787	922	+ 17.2%
Days on Market Until Sale	110	89	- 19.1%	91	104	+ 14.3%
Median Closed Price*	\$430,000	\$410,000	- 4.7%	\$450,000	\$430,000	- 4.4%
Average Closed Price*	\$577,618	\$548,280	- 5.1%	\$619,446	\$645,977	+ 4.3%
Percent of List Price Received*	94.1%	94.9%	+ 0.9%	94.6%	94.6%	0.0%
Inventory of Homes for Sale	630	489	- 22.4%	—	—	—
Months Supply of Inventory	7.7	5.1	- 33.8%	—	—	—

* 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



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LOCAL MARKET UPDATE - CENTRAL NAPLES

34104, 34105, 34116

Single Family

	September			Year to Date		
Key Metrics	2025	2026	% Change	Thru 9-2025	Thru 9-2026	% Change
New Listings	53	62	+ 17.0%	656	589	- 10.2%
Total Sales	39	36	- 7.7%	410	418	+ 2.0%
Days on Market Until Sale	93	87	- 6.5%	76	75	- 1.3%
Median Closed Price*	\$550,000	\$573,250	+ 4.2%	\$621,500	\$650,000	+ 4.6%
Average Closed Price*	\$753,115	\$699,875	- 7.1%	\$970,772	\$1,159,934	+ 19.5%
Percent of List Price Received*	94.9%	95.7%	+ 0.8%	95.3%	95.5%	+ 0.2%
Inventory of Homes for Sale	231	186	- 19.5%	—	—	—
Months Supply of Inventory	5.4	4.1	- 24.1%	—	—	—

Condo

	September			Year to Date		
Key Metrics	2025	2026	% Change	Thru 9-2025	Thru 9-2026	% Change
New Listings	79	72	- 8.9%	801	688	- 14.1%
Total Sales	54	45	- 16.7%	444	487	+ 9.7%
Days on Market Until Sale	111	77	- 30.6%	81	91	+ 12.3%
Median Closed Price*	\$285,000	\$280,000	- 1.8%	\$305,000	\$300,000	- 1.6%
Average Closed Price*	\$387,160	\$317,387	- 18.0%	\$377,598	\$375,812	- 0.5%
Percent of List Price Received*	93.4%	95.1%	+ 1.8%	94.3%	94.4%	+ 0.1%
Inventory of Homes for Sale	345	265	- 23.2%	—	—	—
Months Supply of Inventory	7.4	5.0	- 32.4%	—	—	—

* 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 - SOUTH NAPLES

34112, 34113

Showing 1 to 20 of 20

Single Family	September			Year to Date		
Key Metrics	2025	2026	% Change	Thru 9-2025	Thru 9-2026	% Change
New Listings	59	85	+ 44.1%	736	682	- 7.3%
Total Sales	25	41	+ 64.0%	379	451	+ 19.0%
Days on Market Until Sale	127	119	- 6.3%	86	95	+ 10.5%
Median Closed Price*	\$800,000	\$716,000	- 10.5%	\$698,000	\$735,000	+ 5.3%
Average Closed Price*	\$881,851	\$991,537	+ 12.4%	\$979,370	\$1,013,923	+ 3.5%
Percent of List Price Received*	91.8%	95.3%	+ 3.8%	93.1%	94.5%	+ 1.5%
Inventory of Homes for Sale	302	250	- 17.2%	—	—	—
Months Supply of Inventory	7.6	5.1	- 32.9%	—	—	—

Condo	September			Year to Date		
Key Metrics	2025	2026	% Change	Thru 9-2025	Thru 9-2026	% Change
New Listings	112	116	+ 3.6%	1,300	1,176	- 9.5%
Total Sales	53	62	+ 17.0%	650	753	+ 15.8%
Days on Market Until Sale	116	111	- 4.3%	93	99	+ 6.5%
Median Closed Price*	\$370,000	\$335,000	- 9.5%	\$384,500	\$340,000	- 11.6%
Average Closed Price*	\$384,092	\$399,903	+ 4.1%	\$439,862	\$420,508	- 4.4%
Percent of List Price Received*	93.8%	93.4%	- 0.4%	94.4%	94.3%	- 0.1%
Inventory of Homes for Sale	547	500	- 8.6%	—	—	—
Months Supply of Inventory	7.9	6.2	- 21.5%	—	—	—

* 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



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Median Closed Price - Condo
Rolling 12-Month Calculation



LOCAL MARKET UPDATE - EAST NAPLES

34114, 34117, 34120, 34137

Single Family	September			Year to Date		
Key Metrics	2025	2026	% Change	Thru 9-2025	Thru 9-2026	% Change
New Listings	184	209	+ 13.6%	2,097	2,030	- 3.2%
Total Sales	116	120	+ 3.4%	1,190	1,336	+ 12.3%
Days on Market Until Sale	90	81	- 10.0%	87	87	0.0%
Median Closed Price*	\$637,450	\$608,495	- 4.5%	\$645,000	\$630,000	- 2.3%
Average Closed Price*	\$792,434	\$792,012	- 0.1%	\$788,819	\$813,734	+ 3.2%
Percent of List Price Received*	95.4%	96.9%	+ 1.6%	95.7%	95.8%	+ 0.1%
Inventory of Homes for Sale	885	766	- 13.4%	—	—	—
Months Supply of Inventory	7.2	5.4	- 25.0%	—	—	—

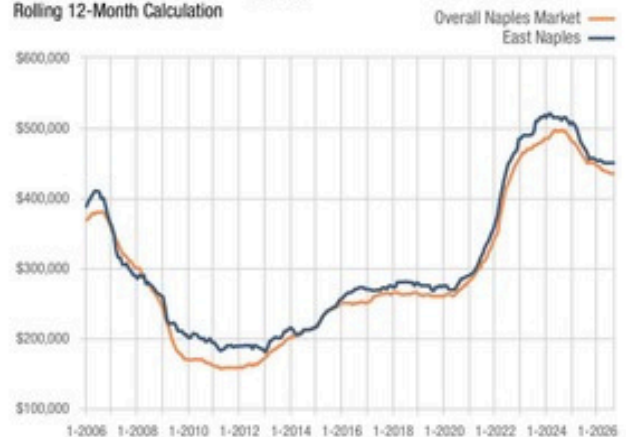
Condo	September			Year to Date		
Key Metrics	2025	2026	% Change	Thru 9-2025	Thru 9-2026	% Change
New Listings	79	60	- 24.1%	749	695	- 7.2%
Total Sales	41	42	+ 2.4%	344	463	+ 34.6%
Days on Market Until Sale	103	113	+ 9.7%	99	107	+ 8.1%
Median Closed Price*	\$418,000	\$445,000	+ 6.5%	\$452,750	\$450,000	- 0.6%
Average Closed Price*	\$431,289	\$453,669	+ 5.2%	\$470,874	\$470,276	- 0.1%
Percent of List Price Received*	94.1%	94.3%	+ 0.2%	95.0%	95.2%	+ 0.2%
Inventory of Homes for Sale	351	275	- 21.7%	—	—	—
Months Supply of Inventory	9.5	5.5	- 42.1%	—	—	—

* 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.



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