



Market Report

J U L Y 2 0 2 6 R E P O R T



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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

JULY 2026 REPORT

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

A generous wave of new listings in July met a continuing wave of eager buyers in Naples this summer. The addition of 916 homes to the market, up 8.1 percent from 847 in July 2025, helped replenish inventory as stronger-than-usual July sales activity increased the pace at which available homes were being purchased. Closed sales increased 14.5 percent to 733 closed sales from 640 closed sales in July 2025, but pending sales (homes under contract) decreased 5.6 percent to 762 pending sales from 807 pending sales in July 2025. According to broker analysts reviewing the July 2026 Market Report from the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales throughout Collier County (excluding Marco Island), the data shows the Naples housing market is well balanced.

Overall inventory decreased 21 percent in July to 4,415 properties from 5,586 properties in July 2025. This resulted in a 33.3 percent decreased in months supply of inventory for July, or 5.8 months supply of inventory down from 8.7 months supply of inventory in July 2025.

The number of days a home remained on the market before it sold increased 6.9 percent in July to 108 days from 101 days in July 2025. Broker analysts say the increase in days on market reflects a more deliberate approach among buyers as they take time to carefully consider available properties and negotiate before making a purchase.

The overall median closed price in July increased 2.6 percent to \$590,000 from \$575,000 in July 2025. July reported 970 price decreases compared to 1,296 in July 2025.

July's data suggest the Naples housing market is not overheating, nor is it slowing dramatically. Instead, it appears to be settling into a healthier market characterized by a balanced inventory, increasing new listings, price stability, and steady demand.

QUICK FACTS

OVERALL MARKET FACTS

INVENTORY



4,415

↓ 21%

PENDINGS



762

↓ 6%

NEW LISTINGS



916

↑ 8%

MEDIAN CLOSED PRICE



\$590,000

↑ 3%

CLOSED SALES



733

↑ 15%

DAYS ON MARKET



108

↑ 7%

OVERALL MARKET OVERVIEW

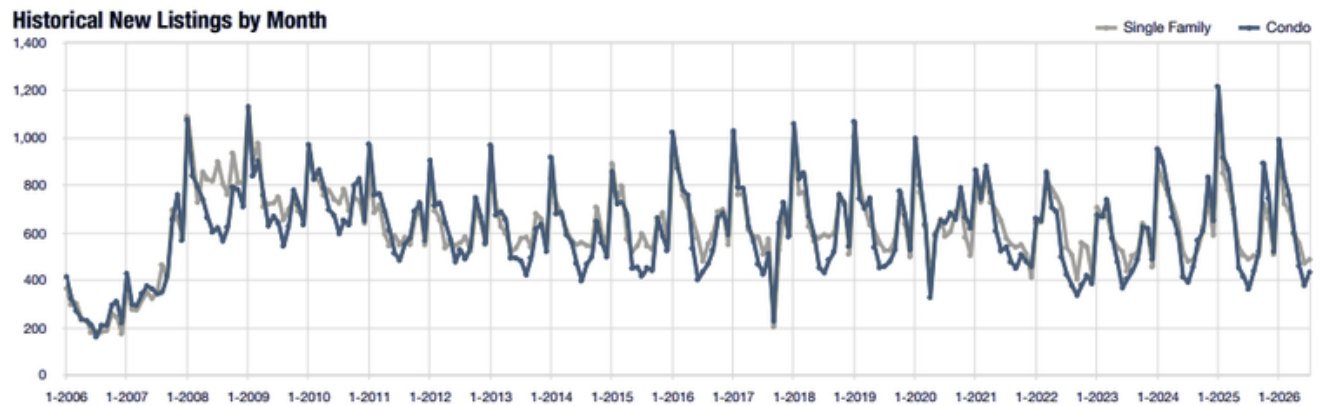
Key metrics by report month and for year-to-date (YTD) starting from the first of the year.

Key Metrics	Historical Sparkbars	7-2025	7-2026	% Change	YTD 2025	YTD 2026	% Change
New Listings		847	916	+ 8.1%	9,843	8,913	- 9.4%
Total Sales		640	733	+ 14.5%	5,075	5,978	+ 17.8%
Days on Market Until Sale		101	108	+ 6.9%	90	98	+ 8.9%
Median Closed Price		\$575,000	\$590,000	+ 2.6%	\$607,000	\$603,078	- 0.6%
Average Closed Price		\$899,826	\$1,171,812	+ 30.2%	\$1,202,427	\$1,178,364	- 2.0%
Percent of List Price Received		94.0%	94.4%	+ 0.4%	94.4%	94.5%	+ 0.1%
Pending Listings		807	762	-5.6%	6,320	7,844	+24.1%
Inventory of Homes for Sale		5,586	4,415	- 21.0%	—	—	—
Months Supply of Inventory		8.7	5.8	- 33.3%	—	—	—

OVERALL NEW LISTINGS

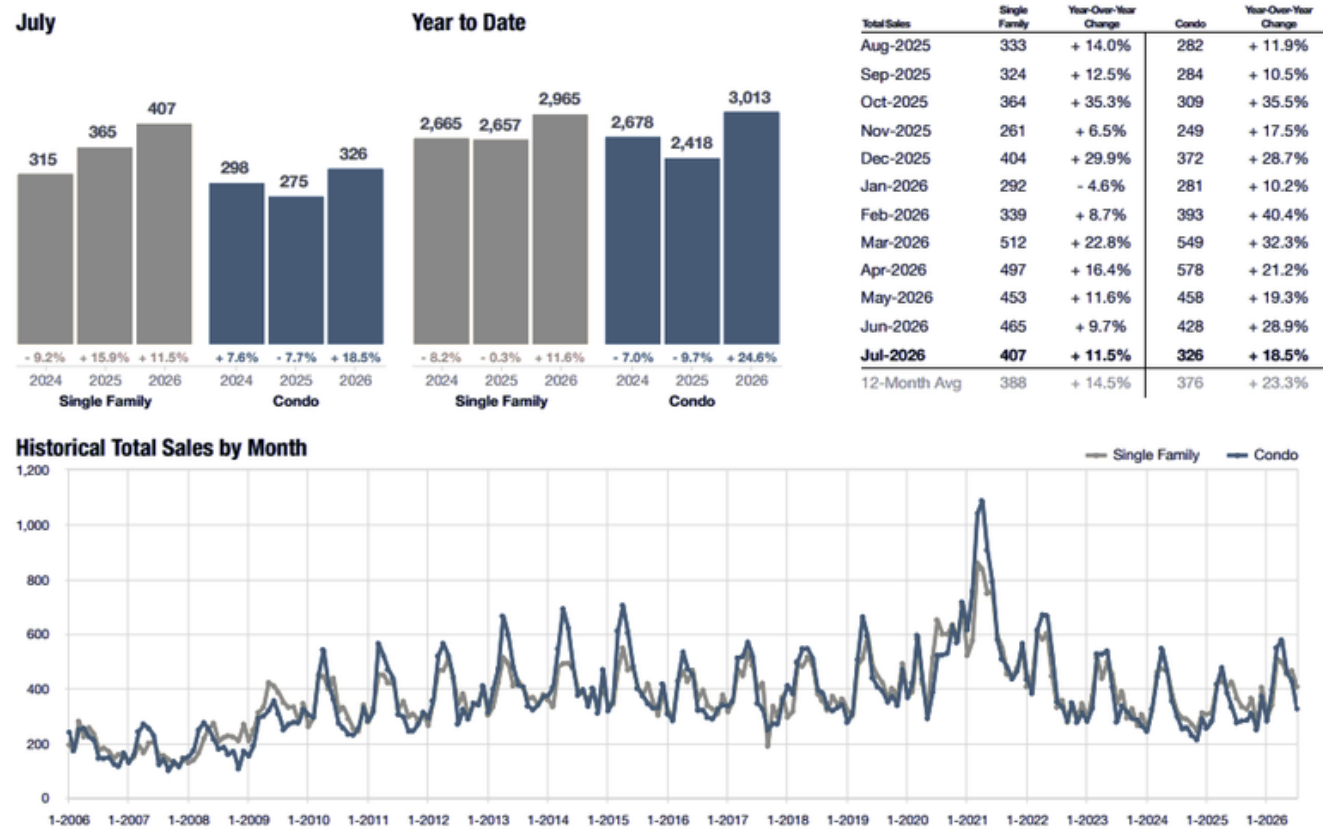
A count of the properties that have been newly listed on the market in a given month.

July			Year to Date			New Listings			
						Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
+ 9.4% + 2.1% - 0.4%			+ 16.6% + 2.9% - 9.3%			Aug-2025	501 + 3.3%	436 - 4.4%	
- 3.7% - 7.5% + 19.7%			+ 20.3% + 4.8% - 9.6%			Sep-2025	502 - 5.8%	521 - 8.0%	
2024 2025 2026			2024 2025 2026			Oct-2025	722 + 15.7%	892 + 47.0%	
Single Family Condo			Single Family Condo			Nov-2025	658 - 11.2%	744 - 10.7%	
						Dec-2025	507 - 13.6%	519 - 20.0%	
						Jan-2026	956 - 12.5%	991 - 18.4%	
						Feb-2026	721 - 15.2%	832 - 9.1%	
						Mar-2026	693 - 11.2%	757 - 12.5%	
						Apr-2026	591 - 12.7%	599 - 13.9%	
						May-2026	554 + 3.2%	458 + 1.8%	
						Jun-2026	469 - 6.9%	376 - 9.2%	
						Jul-2026	485 - 0.4%	431 + 19.7%	
						12-Month Avg	613 - 6.8%	630 - 5.8%	



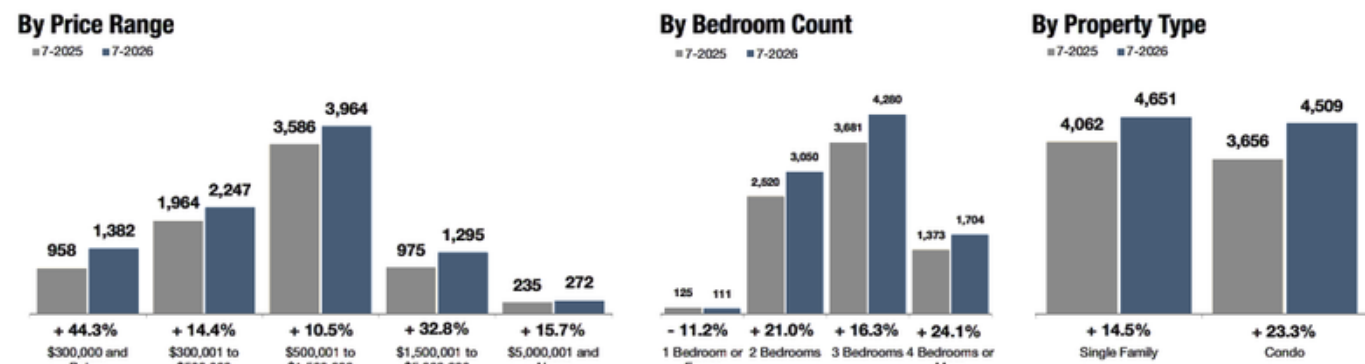
OVERALL CLOSED SALES

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



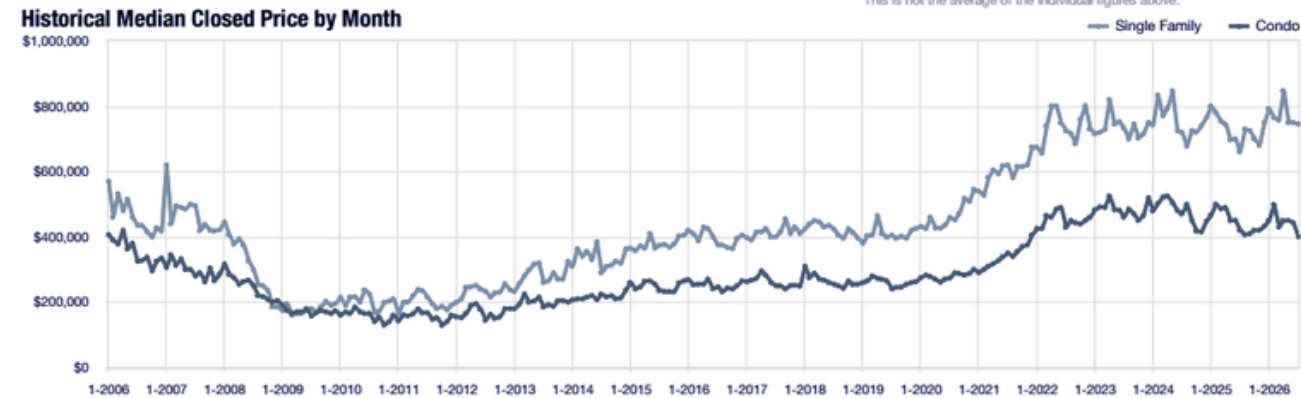
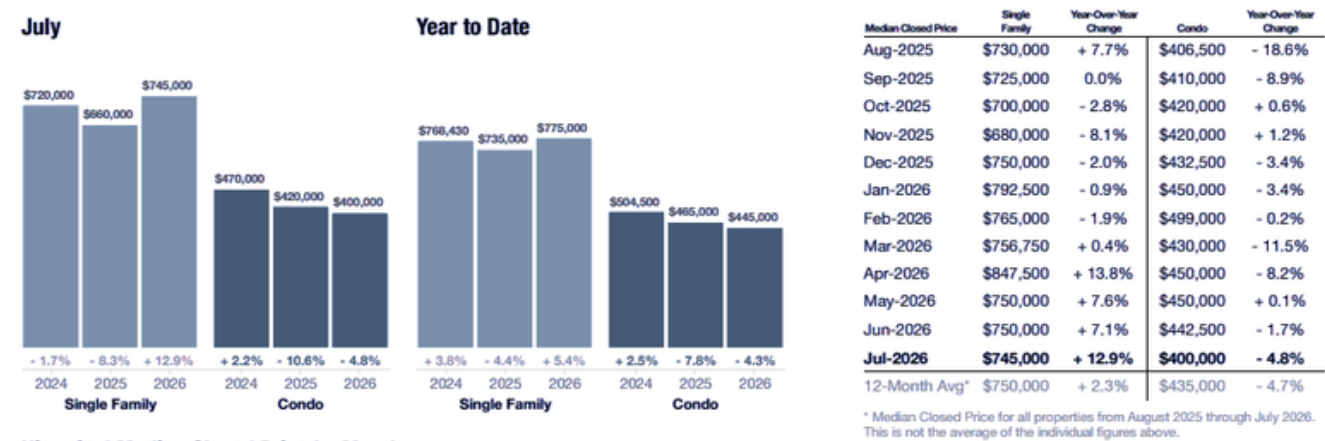
OVERALL CLOSED SALES BY PRICE RANGE

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



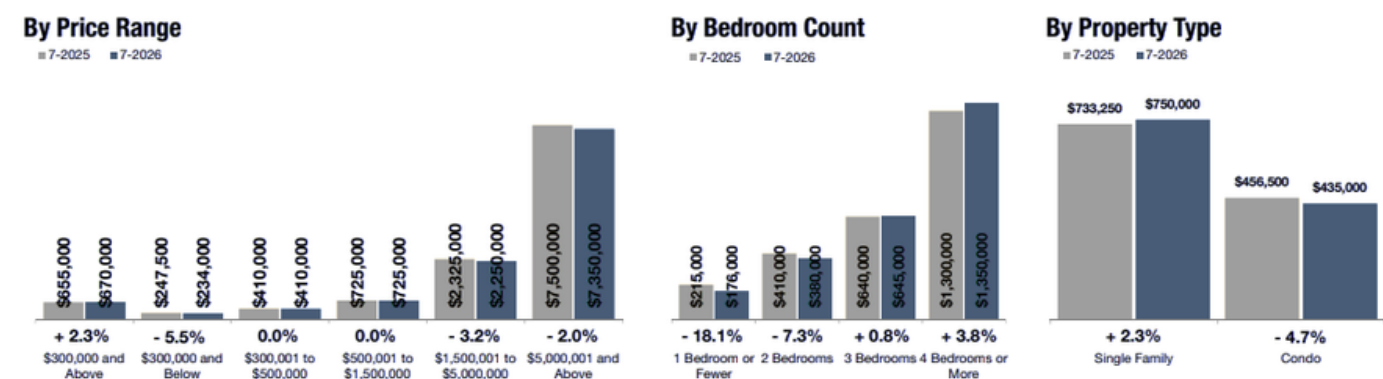
OVERALL MEDIAN CLOSED PRICE

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



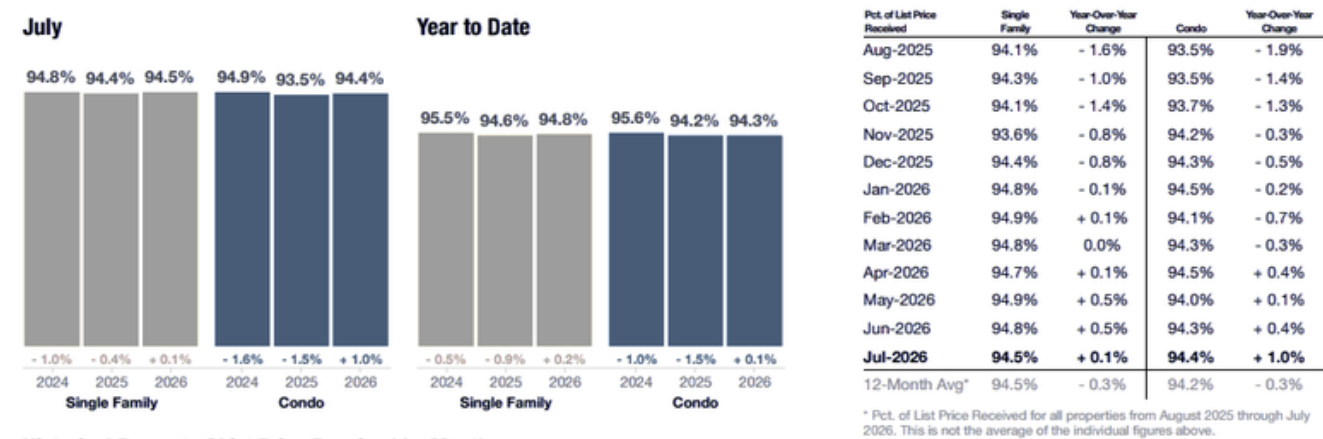
OVERALL MEDIAN CLOSED PRICE BY PRICE RANGE

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



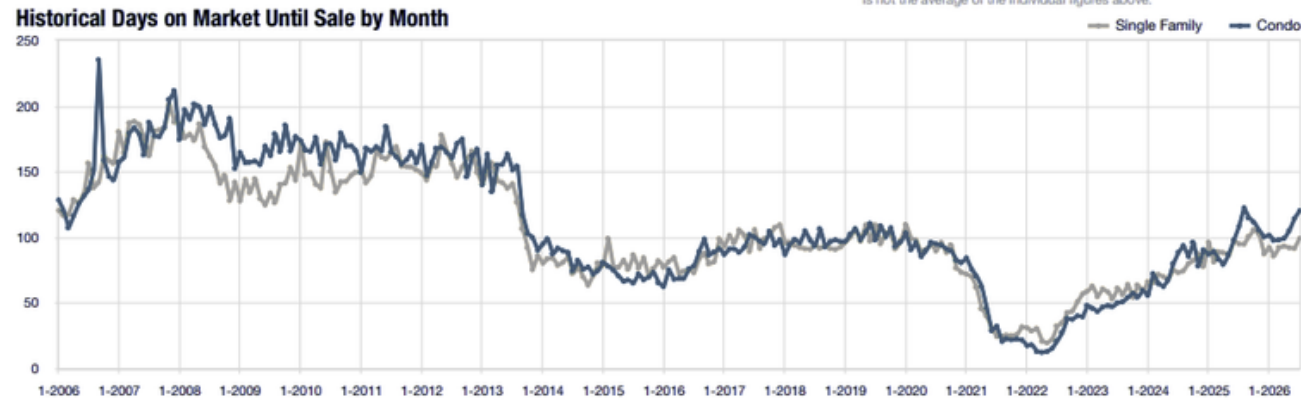
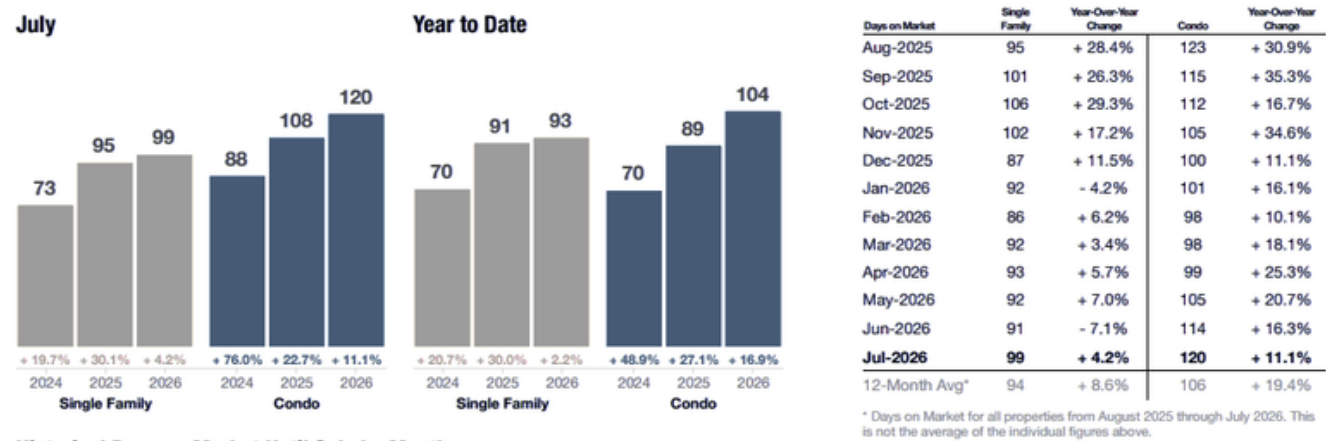
OVERALL PERCENT OF CURRENT LIST PRICE RECEIVED

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.



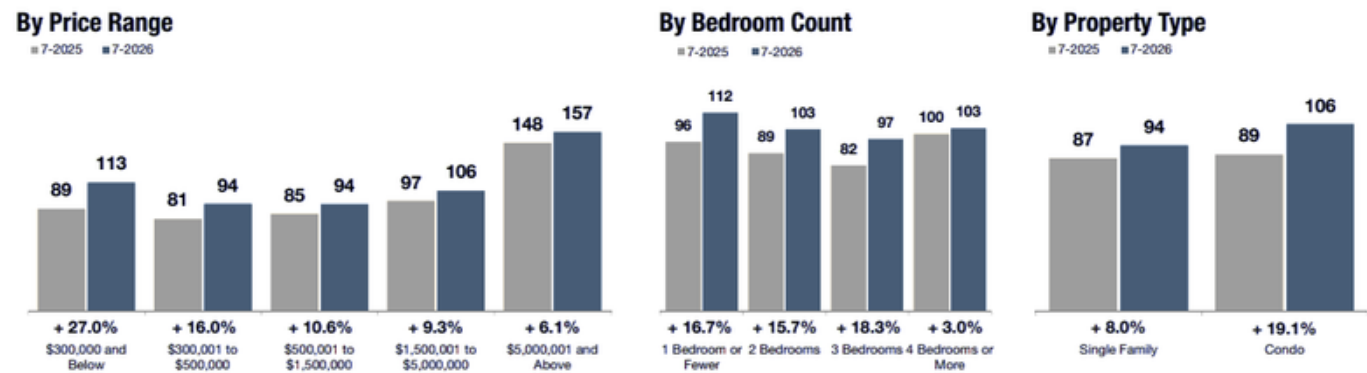
OVERALL DAYS ON MARKET UNTIL SALE

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

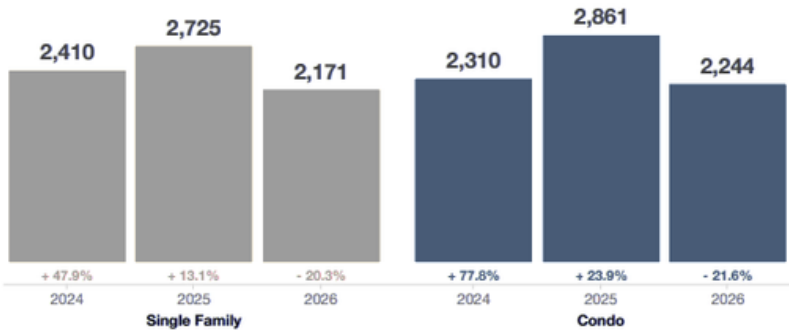
Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.



OVERALL INVENTORY OF HOMES FOR SALE

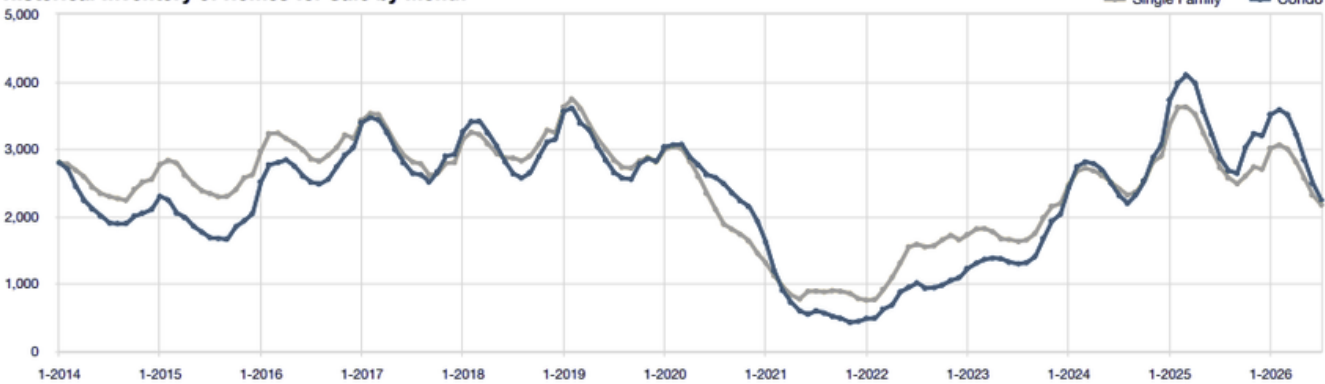
The number of properties available for sale in active status at the end of a given month.

July



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2025	2,573	+ 11.1%	2,679	+ 22.0%
Sep-2025	2,485	+ 5.1%	2,641	+ 13.7%
Oct-2025	2,600	+ 2.6%	3,025	+ 19.5%
Nov-2025	2,735	- 2.7%	3,230	+ 12.3%
Dec-2025	2,701	- 6.7%	3,198	+ 4.4%
Jan-2026	3,013	- 10.7%	3,512	- 5.9%
Feb-2026	3,062	- 15.4%	3,584	- 10.0%
Mar-2026	3,001	- 17.2%	3,510	- 14.4%
Apr-2026	2,812	- 20.0%	3,226	- 18.9%
May-2026	2,568	- 20.6%	2,843	- 20.1%
Jun-2026	2,316	- 22.1%	2,493	- 22.5%
Jul-2026	2,171	- 20.3%	2,244	- 21.6%
12-Month Avg	2,670	- 11.0%	3,015	- 5.8%

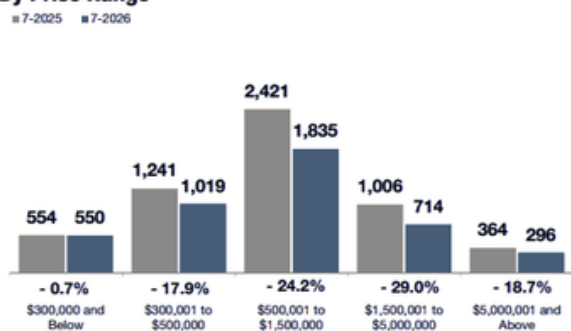
Historical Inventory of Homes for Sale by Month



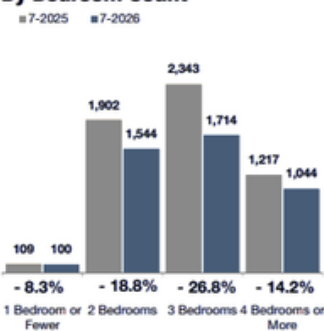
OVERALL INVENTORY OF HOMES FOR SALE BY PRICE RANGE

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

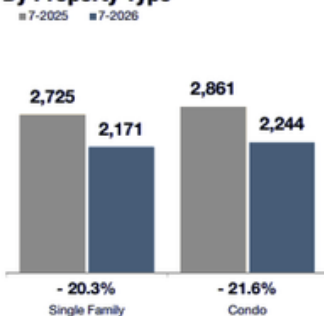
By Price Range



By Bedroom Count



By Property Type



LOCAL MARKET UPDATE - NAPLES BEACH

34102, 34103, 34108

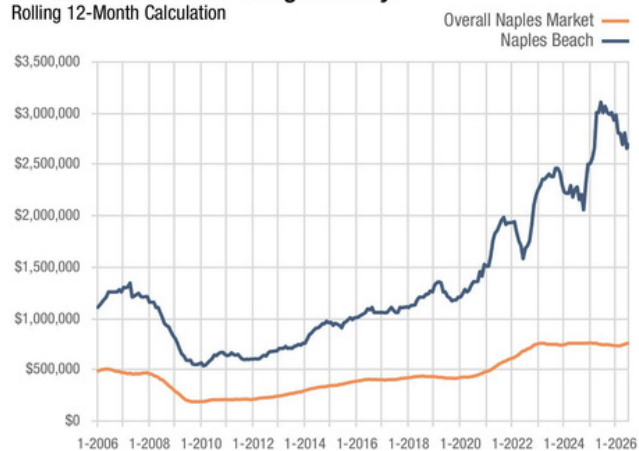
Single Family	July			Year to Date		
Key Metrics	2025	2026	% Change	Thru 7-2025	Thru 7-2026	% Change
New Listings	58	53	- 8.6%	741	615	- 17.0%
Total Sales	40	55	+ 37.5%	344	385	+ 11.9%
Days on Market Until Sale	135	136	+ 0.7%	140	130	- 7.1%
Median Closed Price*	\$1,900,000	\$2,500,000	+ 31.6%	\$3,225,000	\$2,975,000	- 7.8%
Average Closed Price*	\$2,672,731	\$5,219,926	+ 95.3%	\$5,607,282	\$5,024,807	- 10.4%
Percent of List Price Received*	91.4%	91.6%	+ 0.2%	91.6%	92.3%	+ 0.8%
Inventory of Homes for Sale	534	405	- 24.2%	—	—	—
Months Supply of Inventory	13.2	8.2	- 37.9%	—	—	—

Condo	July			Year to Date		
Key Metrics	2025	2026	% Change	Thru 7-2025	Thru 7-2026	% Change
New Listings	78	97	+ 24.4%	1,233	1,105	- 10.4%
Total Sales	54	70	+ 29.6%	566	752	+ 32.9%
Days on Market Until Sale	126	147	+ 16.7%	99	115	+ 16.2%
Median Closed Price*	\$986,875	\$950,000	- 3.7%	\$1,150,000	\$1,111,000	- 3.4%
Average Closed Price*	\$1,463,273	\$1,368,875	- 6.5%	\$1,677,572	\$1,614,711	- 3.7%
Percent of List Price Received*	91.1%	92.5%	+ 1.5%	92.6%	93.3%	+ 0.8%
Inventory of Homes for Sale	798	622	- 22.1%	—	—	—
Months Supply of Inventory	11.9	7.1	- 40.3%	—	—	—

* 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.

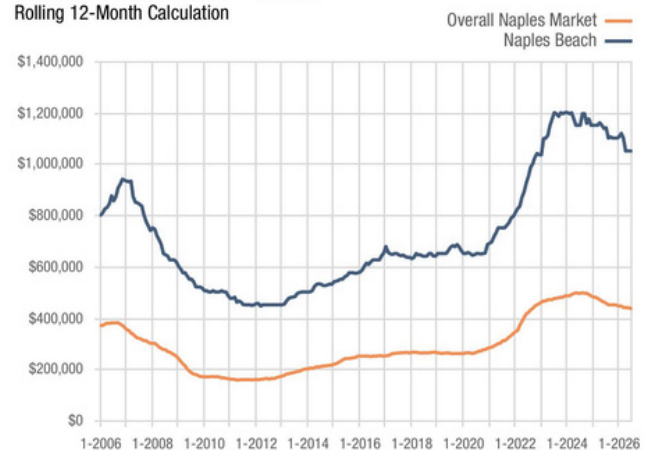
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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LOCAL MARKET UPDATE - NORTH NAPLES

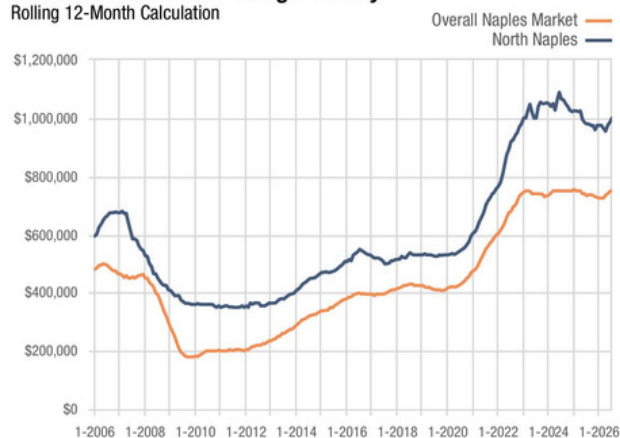
34109, 34110, 34119

Single Family	July			Year to Date		
Key Metrics	2025	2026	% Change	Thru 7-2025	Thru 7-2026	% Change
New Listings	92	93	+ 1.1%	986	923	- 6.4%
Total Sales	72	80	+ 11.1%	546	664	+ 21.6%
Days on Market Until Sale	87	97	+ 11.5%	84	86	+ 2.4%
Median Closed Price*	\$774,750	\$1,132,500	+ 46.2%	\$977,500	\$1,075,000	+ 10.0%
Average Closed Price*	\$1,172,346	\$1,451,838	+ 23.8%	\$1,482,743	\$1,534,302	+ 3.5%
Percent of List Price Received*	94.3%	93.7%	- 0.6%	94.2%	94.3%	+ 0.1%
Inventory of Homes for Sale	487	380	- 22.0%	—	—	—
Months Supply of Inventory	6.7	4.4	- 34.3%	—	—	—

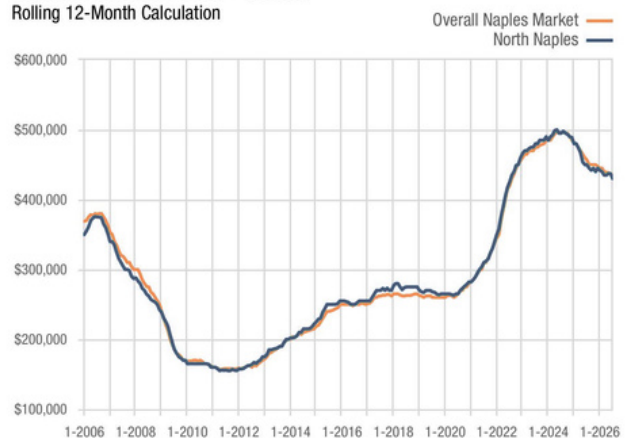
Condo	July			Year to Date		
Key Metrics	2025	2026	% Change	Thru 7-2025	Thru 7-2026	% Change
New Listings	91	106	+ 16.5%	1,226	1,093	- 10.8%
Total Sales	70	98	+ 40.0%	637	757	+ 18.8%
Days on Market Until Sale	104	123	+ 18.3%	87	104	+ 19.5%
Median Closed Price*	\$436,250	\$394,000	- 9.7%	\$450,450	\$430,000	- 4.5%
Average Closed Price*	\$710,641	\$518,533	- 27.0%	\$630,361	\$667,984	+ 6.0%
Percent of List Price Received*	94.2%	95.0%	+ 0.8%	94.9%	94.6%	- 0.3%
Inventory of Homes for Sale	656	496	- 24.4%	—	—	—
Months Supply of Inventory	8.1	5.2	- 35.8%	—	—	—

* 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

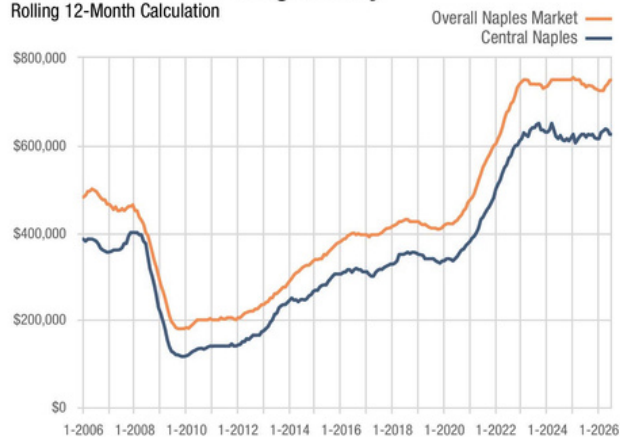
Single Family	July			Year to Date		
Key Metrics	2025	2026	% Change	Thru 7-2025	Thru 7-2026	% Change
New Listings	53	55	+ 3.8%	552	477	- 13.6%
Total Sales	34	46	+ 35.3%	332	342	+ 3.0%
Days on Market Until Sale	72	80	+ 11.1%	74	75	+ 1.4%
Median Closed Price*	\$570,000	\$600,000	+ 5.3%	\$630,000	\$652,000	+ 3.5%
Average Closed Price*	\$771,382	\$1,165,346	+ 51.1%	\$1,021,131	\$1,226,826	+ 20.1%
Percent of List Price Received*	94.8%	94.8%	0.0%	95.5%	95.5%	0.0%
Inventory of Homes for Sale	266	192	- 27.8%	—	—	—
Months Supply of Inventory	6.4	4.2	- 34.4%	—	—	—

Condo	July			Year to Date		
Key Metrics	2025	2026	% Change	Thru 7-2025	Thru 7-2026	% Change
New Listings	60	58	- 3.3%	665	560	- 15.8%
Total Sales	49	46	- 6.1%	350	408	+ 16.6%
Days on Market Until Sale	87	114	+ 31.0%	73	94	+ 28.8%
Median Closed Price*	\$310,000	\$298,995	- 3.6%	\$310,000	\$309,500	- 0.2%
Average Closed Price*	\$341,409	\$389,030	+ 13.9%	\$384,989	\$389,838	+ 1.3%
Percent of List Price Received*	94.2%	94.9%	+ 0.7%	94.6%	94.3%	- 0.3%
Inventory of Homes for Sale	384	260	- 32.3%	—	—	—
Months Supply of Inventory	8.5	4.8	- 43.5%	—	—	—

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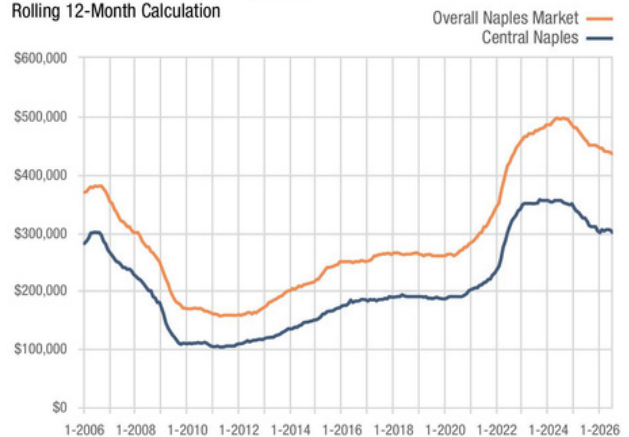
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



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LOCAL MARKET UPDATE - SOUTH NAPLES

34112, 34113

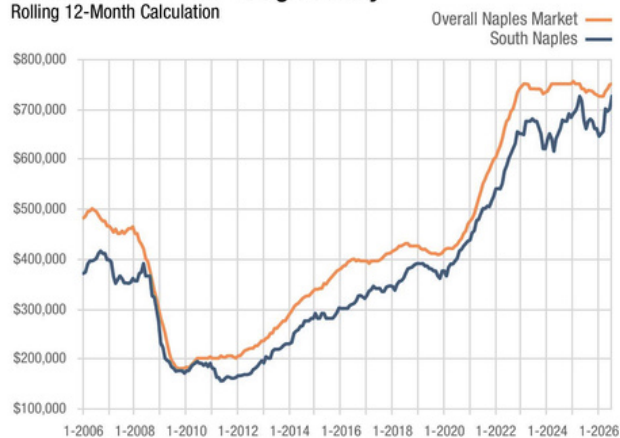
Single Family	July			Year to Date		
Key Metrics	2025	2026	% Change	Thru 7-2025	Thru 7-2026	% Change
New Listings	49	54	+ 10.2%	631	536	- 15.1%
Total Sales	49	45	- 8.2%	320	363	+ 13.4%
Days on Market Until Sale	98	95	- 3.1%	81	93	+ 14.8%
Median Closed Price*	\$620,000	\$814,500	+ 31.4%	\$675,000	\$750,000	+ 11.1%
Average Closed Price*	\$909,064	\$1,085,840	+ 19.4%	\$995,495	\$1,017,022	+ 2.2%
Percent of List Price Received*	92.8%	94.7%	+ 2.0%	93.3%	94.5%	+ 1.3%
Inventory of Homes for Sale	336	237	- 29.5%	—	—	—
Months Supply of Inventory	8.7	5.1	- 41.4%	—	—	—

Condo	July			Year to Date		
Key Metrics	2025	2026	% Change	Thru 7-2025	Thru 7-2026	% Change
New Listings	81	97	+ 19.8%	1,097	973	- 11.3%
Total Sales	62	59	- 4.8%	537	633	+ 17.9%
Days on Market Until Sale	114	99	- 13.2%	89	95	+ 6.7%
Median Closed Price*	\$340,500	\$299,000	- 12.2%	\$405,000	\$337,000	- 16.8%
Average Closed Price*	\$422,542	\$375,769	- 11.1%	\$452,195	\$418,704	- 7.4%
Percent of List Price Received*	93.0%	93.8%	+ 0.9%	94.3%	94.3%	0.0%
Inventory of Homes for Sale	603	496	- 17.7%	—	—	—
Months Supply of Inventory	8.9	6.2	- 30.3%	—	—	—

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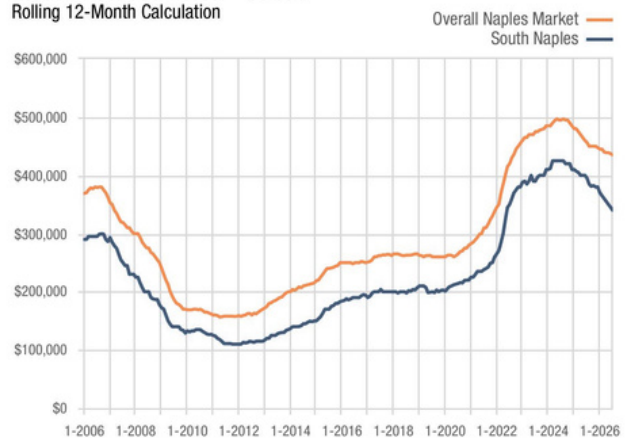
Median Closed Price - Single Family

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

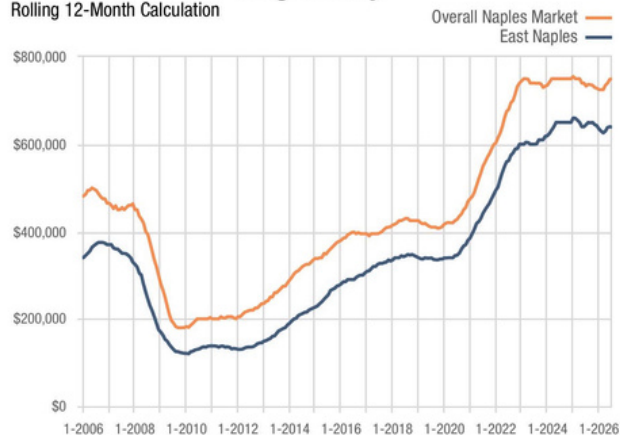
Single Family	July			Year to Date		
Key Metrics	2025	2026	% Change	Thru 7-2025	Thru 7-2026	% Change
New Listings	197	187	- 5.1%	1,708	1,639	- 4.0%
Total Sales	145	160	+ 10.3%	946	1,084	+ 14.6%
Days on Market Until Sale	93	92	- 1.1%	86	88	+ 2.3%
Median Closed Price*	\$650,000	\$633,500	- 2.5%	\$644,950	\$633,750	- 1.7%
Average Closed Price*	\$778,107	\$840,104	+ 8.0%	\$791,590	\$821,024	+ 3.7%
Percent of List Price Received*	95.4%	95.4%	0.0%	95.8%	95.6%	- 0.2%
Inventory of Homes for Sale	938	787	- 16.1%	—	—	—
Months Supply of Inventory	7.6	5.6	- 26.3%	—	—	—

Condo	July			Year to Date		
Key Metrics	2025	2026	% Change	Thru 7-2025	Thru 7-2026	% Change
New Listings	46	62	+ 34.8%	591	576	- 2.5%
Total Sales	34	40	+ 17.6%	268	384	+ 43.3%
Days on Market Until Sale	118	112	- 5.1%	95	110	+ 15.8%
Median Closed Price*	\$460,000	\$453,750	- 1.4%	\$462,500	\$455,500	- 1.5%
Average Closed Price*	\$468,953	\$475,726	+ 1.4%	\$479,730	\$478,455	- 0.3%
Percent of List Price Received*	95.5%	95.9%	+ 0.4%	95.2%	95.3%	+ 0.1%
Inventory of Homes for Sale	368	297	- 19.3%	—	—	—
Months Supply of Inventory	10.1	5.9	- 41.6%	—	—	—

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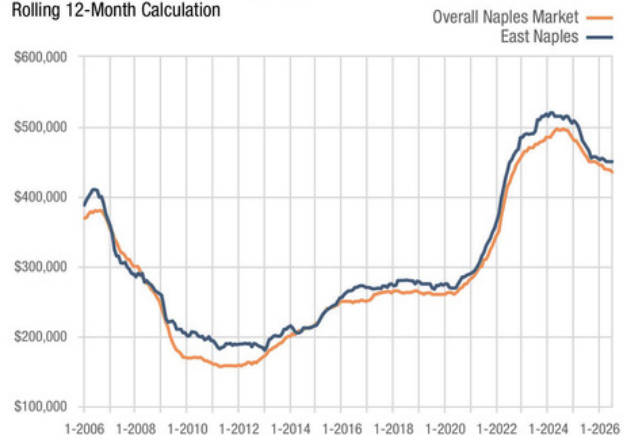
Median Closed Price - Single Family

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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