



Market Report

MAY 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



Zillow



realtor.com®



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

Motivated sellers in Naples who took advantage of getting ahead of the market with prices that pleased buyers found success during May as overall pending sales (homes under contract) increased 10.9 percent to 951 pending sales from 919 pending sales in May 2024. According to the May 2025 Market Report by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island), 2,023 properties on the market in May reported a list price decrease. The number of homes for sale increased 23.9 percent to 6,524 properties from 5,265 properties in May 2024. But economic uncertainty is creating challenges for today's buyer and seller, even in paradise.

Broker analysts reviewing the May Market Report said the Naples housing market is experiencing mixed consumer confidence from uncertainty caused by tariffs and rising military tensions in the Middle East. The tariff situation impacted the stock market in April, and Naples lost a lot of deals that month because of it.

New listings in May decreased 22.9 percent to 952 new listings from 1,235 new listings in May 2024, and buyer hesitancy kept sales tepid. Closed sales in May decreased 16.5 percent to 779 closed sales from 933 closed sales in May 2024, but the Naples market is still doing better than other areas in Florida. Collier has the lowest stock available in the region, just 3.5 percent of total homes. Compared to the rest of the state, values are holding in Naples much better.

The overall median closed price in May decreased 9.1 percent to \$590,000 from \$649,000 in May 2024. The message from brokers to sellers: If you have no motivation to sell, there's no reason to be in the market today. Serious sellers are willing to adapt and be open to more aggressive pricing strategies.

QUICK FACTS

OVERALL MARKET FACTS

INVENTORY



6,524

↑ 24%

PENDINGS



951

↑ 11%

NEW LISTINGS



952

↓ 23%

MEDIAN CLOSED PRICE



\$590,000

↓ 9%

CLOSED SALES



779

↓ 17%

DAYS ON MARKET



86

↑ 27%

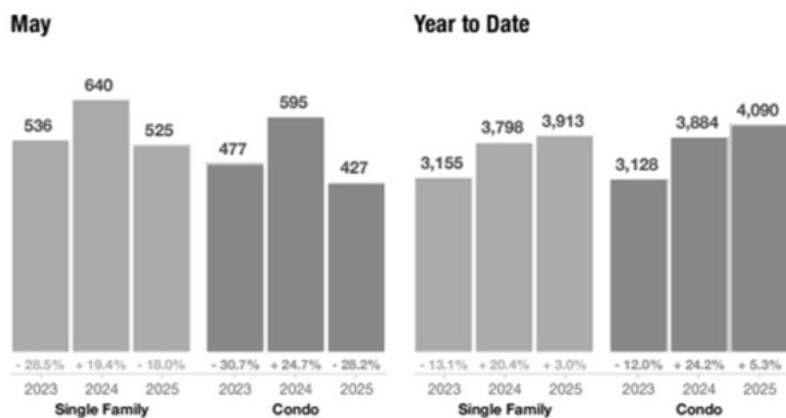
OVERALL MARKET OVERVIEW

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

Key Metrics	Historical Sparkbars	5-2024	5-2025	% Change	YTD 2024	YTD 2025	% Change
New Listings		1,235	952	- 22.9%	7,682	8,003	+ 4.2%
Total Sales		933	779	- 16.5%	3,992	3,663	- 8.2%
Days on Market Until Sale		68	86	+ 26.5%	67	86	+ 28.4%
Median Closed Price		\$649,000	\$590,000	- 9.1%	\$640,000	\$625,000	- 2.3%
Average Closed Price		\$1,191,867	\$1,077,007	- 9.6%	\$1,146,236	\$1,256,831	+ 9.6%
Percent of List Price Received		95.5%	94.2%	- 1.4%	95.7%	94.5%	- 1.3%
Pending Listings		919	951	+ 10.9%	5,511	4,769	+ 2.1%
Inventory of Homes for Sale		5,265	6,524	+ 23.9%	—	—	—
Months Supply of Inventory		7.4	10.2	+ 37.8%	—	—	—

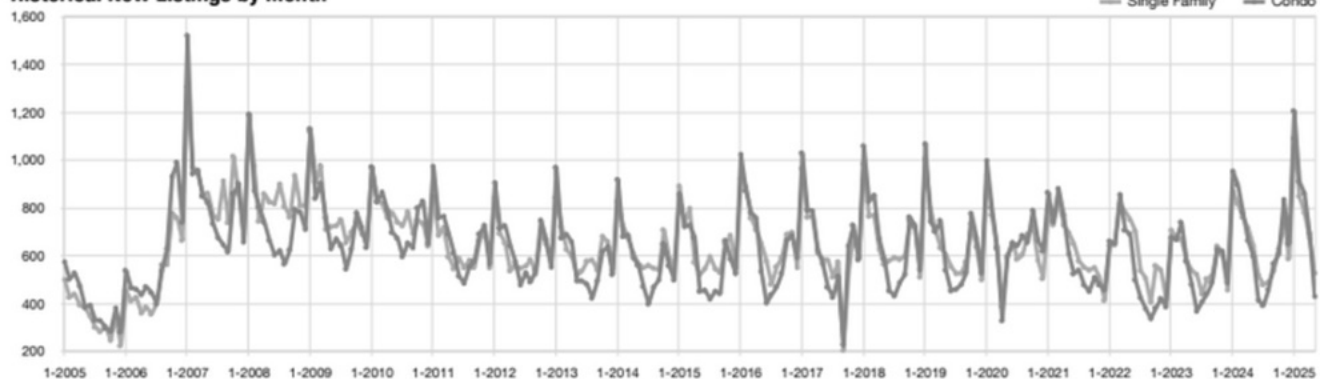
OVERALL NEW LISTINGS

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



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jun-2024	515	- 0.8%	411	+ 12.6%
Jul-2024	476	+ 9.2%	389	- 3.7%
Aug-2024	485	- 3.2%	456	+ 4.3%
Sep-2024	533	+ 3.9%	565	+ 16.3%
Oct-2024	625	- 2.0%	606	- 2.9%
Nov-2024	738	+ 22.8%	833	+ 35.0%
Dec-2024	585	+ 28.9%	648	+ 33.3%
Jan-2025	1,090	+ 25.3%	1,205	+ 26.6%
Feb-2025	847	+ 3.7%	909	+ 1.8%
Mar-2025	779	+ 2.8%	859	+ 10.1%
Apr-2025	672	- 5.8%	690	+ 4.2%
May-2025	525	- 18.0%	427	- 28.2%
12-Month Avg	656	+ 5.5%	667	+ 9.5%

Historical New Listings by Month



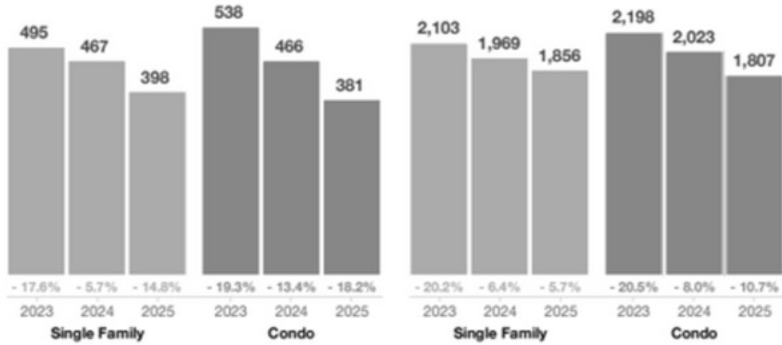
OVERALL CLOSED SALES

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

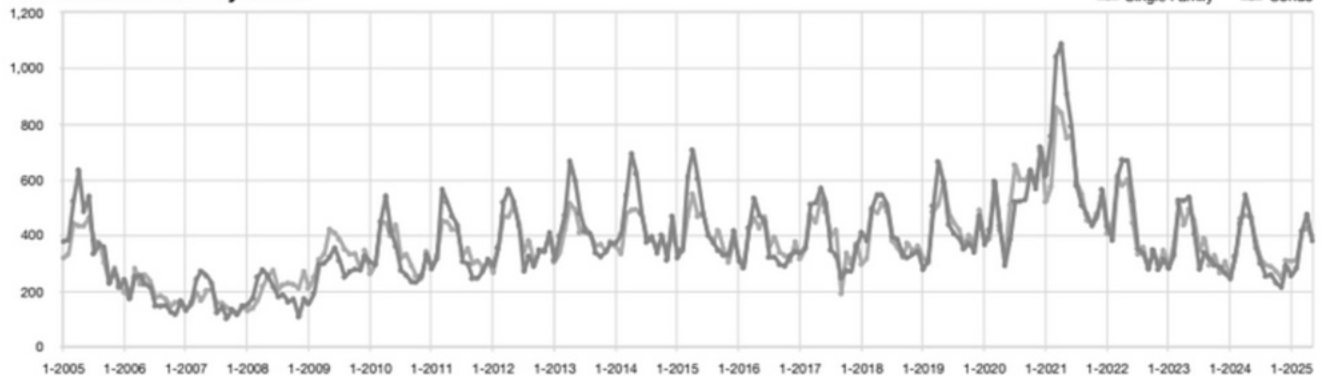
May

Year to Date

Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jun-2024	378	- 16.6%	355	- 12.6%
Jul-2024	314	- 9.5%	298	+ 7.6%
Aug-2024	292	- 24.9%	252	- 25.2%
Sep-2024	287	- 1.7%	257	- 18.7%
Oct-2024	269	- 17.7%	228	- 21.6%
Nov-2024	245	- 7.2%	212	- 25.6%
Dec-2024	309	+ 1.3%	289	+ 9.9%
Jan-2025	306	+ 22.9%	254	+ 4.5%
Feb-2025	311	- 2.8%	281	- 13.5%
Mar-2025	415	- 10.0%	415	- 6.3%
Apr-2025	426	- 9.7%	476	- 12.8%
May-2025	398	- 14.8%	381	- 18.2%
12-Month Avg	329	- 9.1%	308	- 12.0%



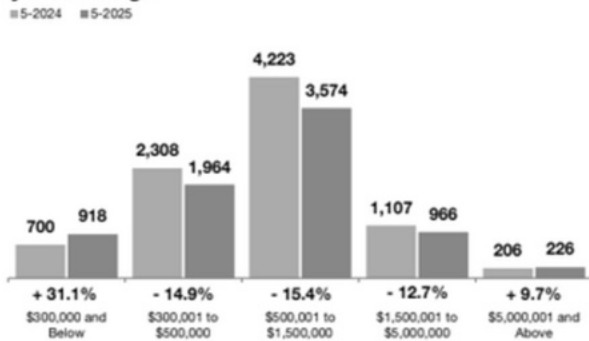
Historical Total Sales by Month



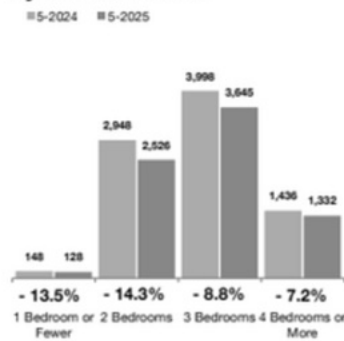
OVERALL CLOSED SALES BY PRICE RANGE

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

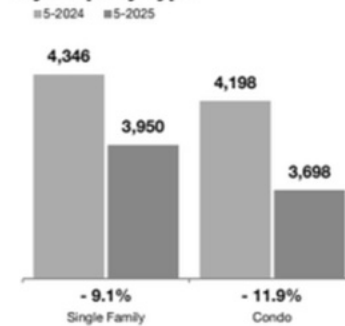
By Price Range



By Bedroom Count



By Property Type



OVERALL MEDIAN CLOSED PRICE

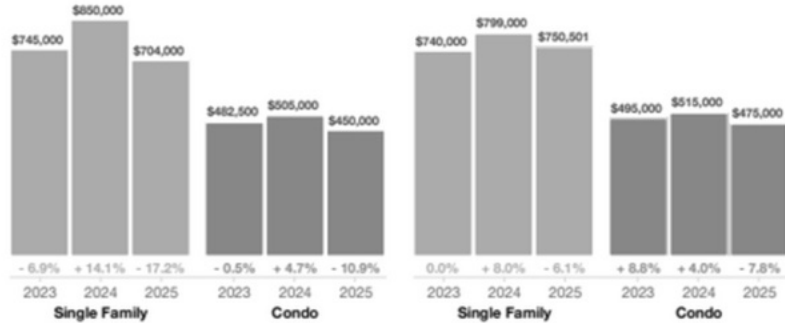
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.

May

Year to Date

Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
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	\$780,000	- 6.5%	\$500,000	- 0.4%
Mar-2025	\$760,000	- 1.3%	\$486,000	- 7.1%
Apr-2025	\$745,000	- 6.1%	\$490,000	- 6.7%
May-2025	\$704,000	- 17.2%	\$450,000	- 10.9%
12-Month Avg*	\$740,000	- 1.3%	\$465,000	- 6.4%

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



Historical Median Closed Price by Month



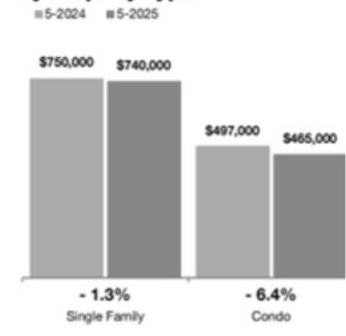
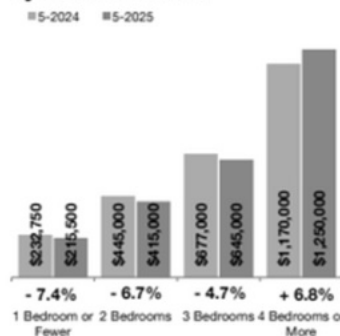
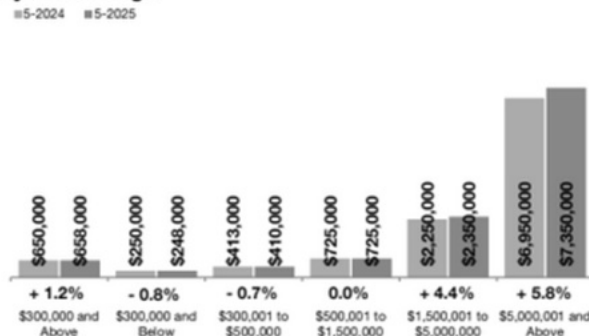
OVERALL MEDIAN CLOSED PRICE BY PRICE RANGE

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

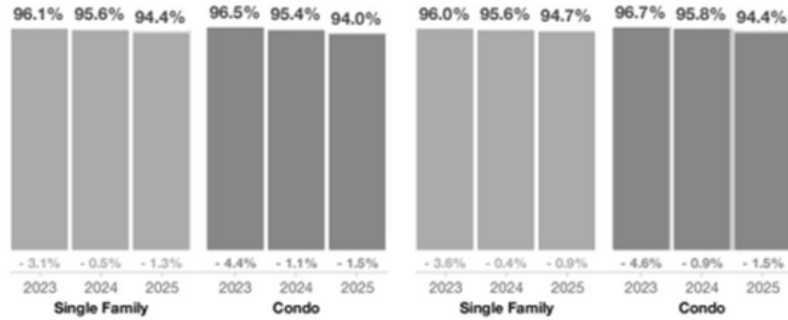


OVERALL PERCENT OF CURRENT LIST PRICE RECEIVED

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.

May

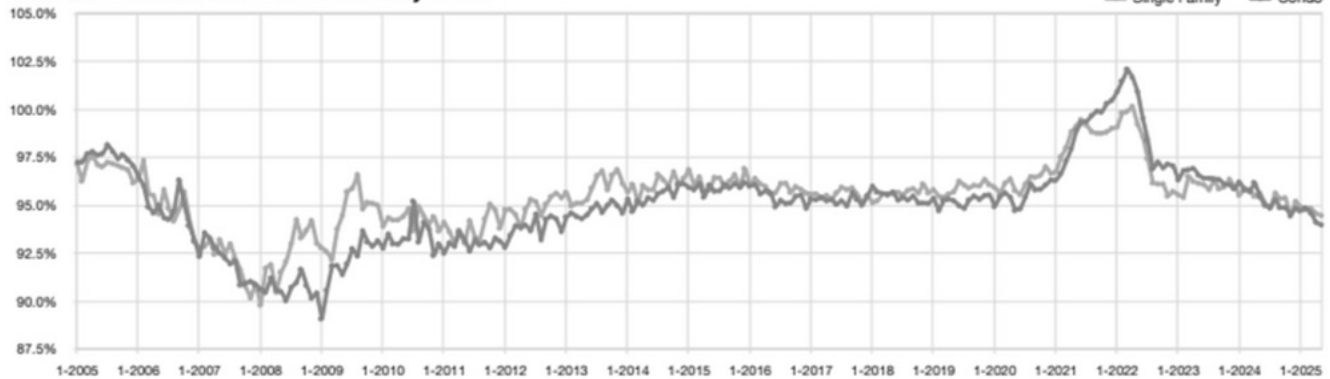
Year to Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
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%
Apr-2025	94.5%	-1.0%	94.1%	-2.2%
May-2025	94.4%	-1.3%	94.0%	-1.5%
12-Month Avg*	94.9%	-1.0%	94.6%	-1.5%

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

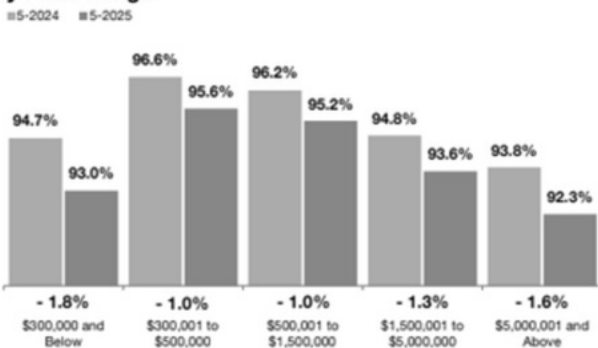
Historical Percent of List Price Received by Month



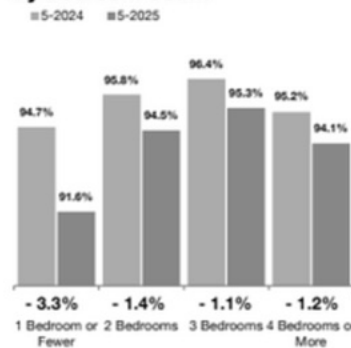
OVERALL PERCENT OF CURRENT LIST PRICE RECEIVED BY PRICE RANGE

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.

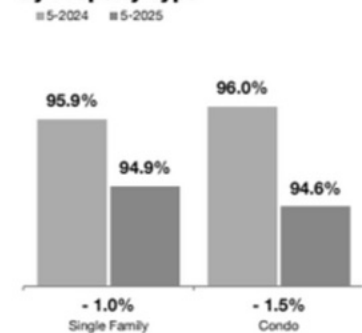
By Price Range



By Bedroom Count

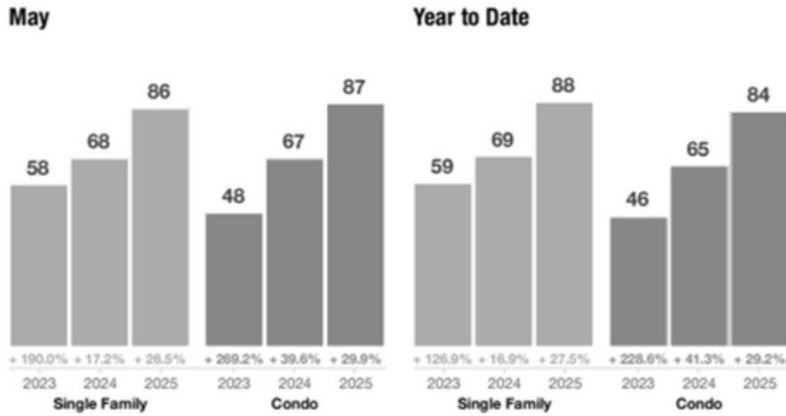


By Property Type



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
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	81	+24.6%	89	+23.6%
Mar-2025	89	+23.6%	83	+27.7%
Apr-2025	88	+25.7%	79	+25.4%
May-2025	86	+26.5%	87	+29.9%
12-Month Avg*	83	+31.6%	86	+46.1%

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

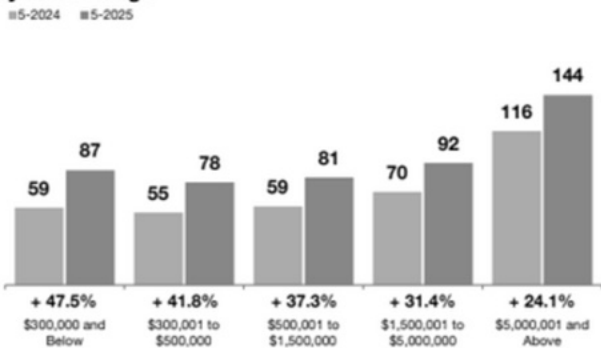
Historical Days on Market Until Sale by Month



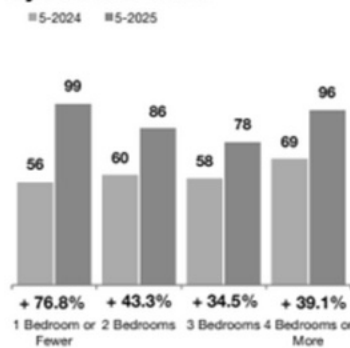
OVERALL DAYS ON MARKET UNTIL SALE BY PRICE RANGE

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

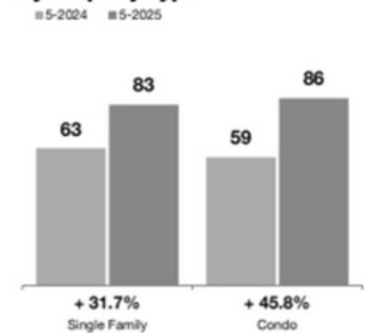
By Price Range



By Bedroom Count



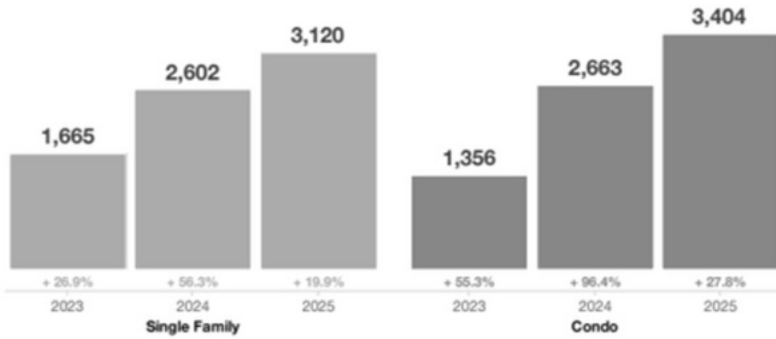
By Property Type



OVERALL INVENTORY OF HOMES FOR SALE

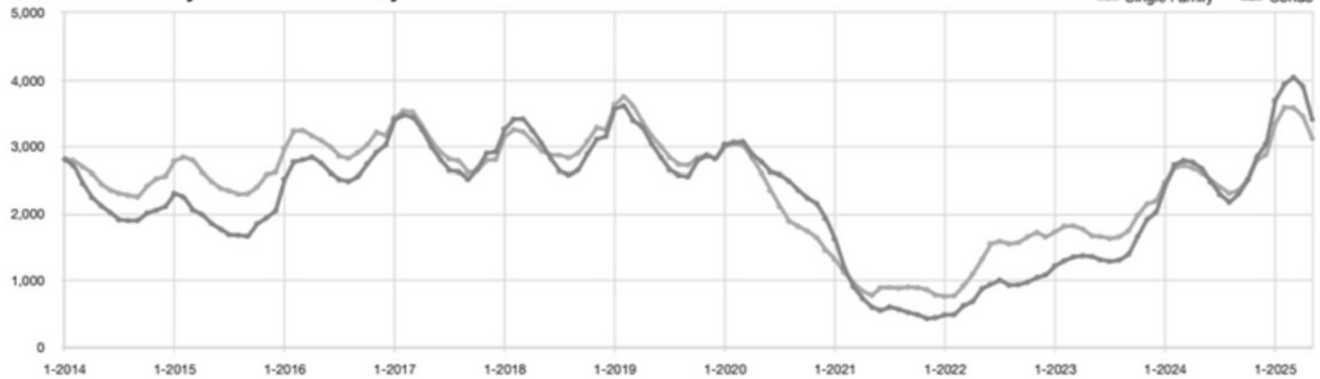
The number of properties available for sale in active status at the end of a given month.

May



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Jun-2024	2,499	+ 51.1%	2,470	+ 89.1%
Jul-2024	2,395	+ 47.4%	2,283	+ 77.8%
Aug-2024	2,302	+ 39.5%	2,169	+ 66.6%
Sep-2024	2,350	+ 34.7%	2,295	+ 65.3%
Oct-2024	2,518	+ 27.4%	2,504	+ 50.8%
Nov-2024	2,793	+ 30.1%	2,846	+ 48.8%
Dec-2024	2,871	+ 31.3%	3,034	+ 50.6%
Jan-2025	3,338	+ 35.1%	3,688	+ 52.8%
Feb-2025	3,580	+ 34.0%	3,929	+ 44.4%
Mar-2025	3,576	+ 31.8%	4,033	+ 44.7%
Apr-2025	3,447	+ 29.0%	3,896	+ 41.2%
May-2025	3,120	+ 19.9%	3,404	+ 27.8%
12-Month Avg	2,899	+ 33.2%	3,046	+ 50.9%

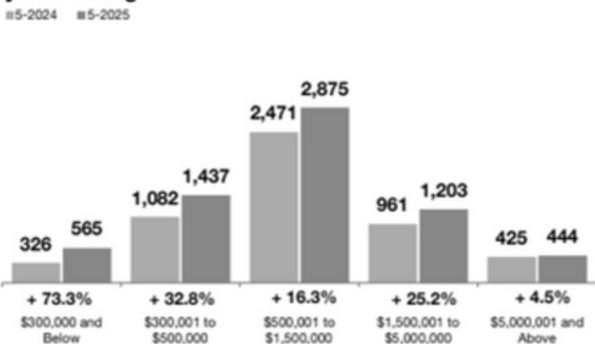
Historical Inventory of Homes for Sale by Month



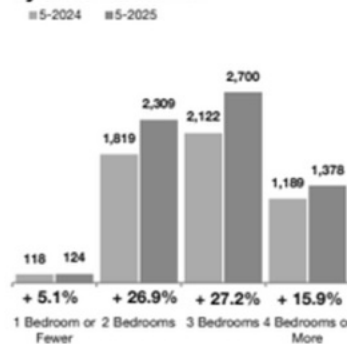
OVERALL INVENTORY OF HOMES FOR SALE BY PRICE RANGE

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

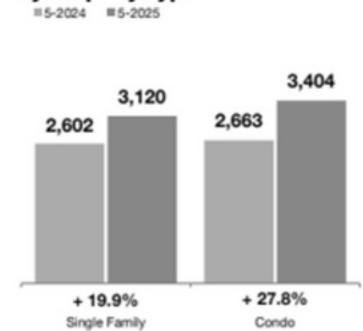
By Price Range



By Bedroom Count



By Property Type



LOCAL MARKET UPDATE - NAPLES BEACH

34102, 34103, 34108

Single Family	May			Year to Date		
	2024	2025	% Change	Thru 5-2024	Thru 5-2025	% Change
Key Metrics						
New Listings	67	66	- 1.5%	542	611	+ 12.7%
Total Sales	52	48	- 7.7%	222	251	+ 13.1%
Days on Market Until Sale	106	143	+ 34.9%	110	137	+ 24.5%
Median Closed Price*	\$2,287,500	\$2,712,500	+ 18.6%	\$2,410,000	\$3,250,000	+ 34.9%
Average Closed Price*	\$4,175,548	\$4,381,512	+ 4.9%	\$4,434,787	\$5,867,751	+ 32.3%
Percent of List Price Received*	93.5%	91.3%	- 2.4%	92.9%	92.0%	- 1.0%
Inventory of Homes for Sale	568	659	+ 16.0%	—	—	—
Months Supply of Inventory	15.3	17.9	+ 17.0%	—	—	—

Condo	May			Year to Date		
	2024	2025	% Change	Thru 5-2024	Thru 5-2025	% Change
Key Metrics						
New Listings	122	83	- 32.0%	964	1,061	+ 10.1%
Total Sales	107	100	- 6.5%	477	438	- 8.2%
Days on Market Until Sale	98	95	- 3.1%	86	92	+ 7.0%
Median Closed Price*	\$1,150,000	\$1,085,000	- 5.7%	\$1,175,000	\$1,172,500	- 0.2%
Average Closed Price*	\$1,741,180	\$1,574,283	- 9.6%	\$1,690,295	\$1,755,281	+ 3.8%
Percent of List Price Received*	93.7%	92.3%	- 1.5%	94.2%	93.0%	- 1.3%
Inventory of Homes for Sale	787	987	+ 25.4%	—	—	—
Months Supply of Inventory	10.5	14.4	+ 37.1%	—	—	—

* 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 - NORTH NAPLES

34109, 34110, 34119

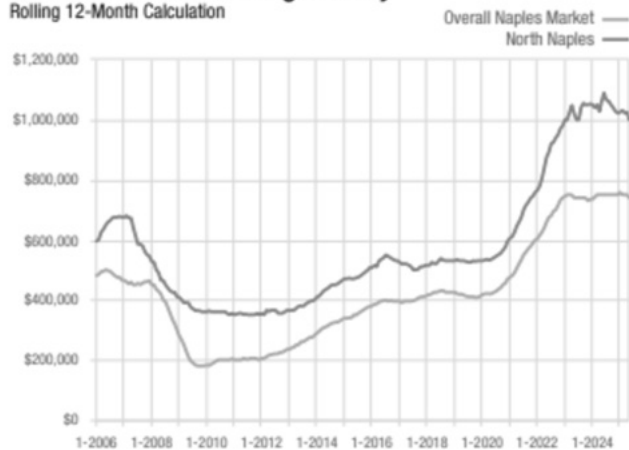
Single Family	May			Year to Date		
	2024	2025	% Change	Thru 5-2024	Thru 5-2025	% Change
Key Metrics						
New Listings	135	99	- 26.7%	827	790	- 4.5%
Total Sales	95	76	- 20.0%	423	379	- 10.4%
Days on Market Until Sale	52	79	+ 51.9%	55	79	+ 43.6%
Median Closed Price*	\$1,250,000	\$990,000	- 20.8%	\$1,100,000	\$1,050,000	- 4.5%
Average Closed Price*	\$1,843,494	\$1,556,020	- 15.6%	\$1,578,078	\$1,579,487	+ 0.1%
Percent of List Price Received*	94.6%	93.9%	- 0.7%	95.4%	94.2%	- 1.3%
Inventory of Homes for Sale	502	587	+ 16.9%	—	—	—
Months Supply of Inventory	6.1	8.3	+ 36.1%	—	—	—

Condo	May			Year to Date		
	2024	2025	% Change	Thru 5-2024	Thru 5-2025	% Change
Key Metrics						
New Listings	148	108	- 27.0%	970	1,009	+ 4.0%
Total Sales	132	97	- 26.5%	555	482	- 13.2%
Days on Market Until Sale	60	101	+ 68.3%	56	82	+ 46.4%
Median Closed Price*	\$500,000	\$405,000	- 19.0%	\$515,000	\$456,500	- 11.4%
Average Closed Price*	\$828,232	\$539,146	- 34.9%	\$727,640	\$629,168	- 13.5%
Percent of List Price Received*	96.3%	93.3%	- 3.1%	96.2%	95.0%	- 1.2%
Inventory of Homes for Sale	591	765	+ 29.4%	—	—	—
Months Supply of Inventory	6.2	9.2	+ 48.4%	—	—	—

* 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



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

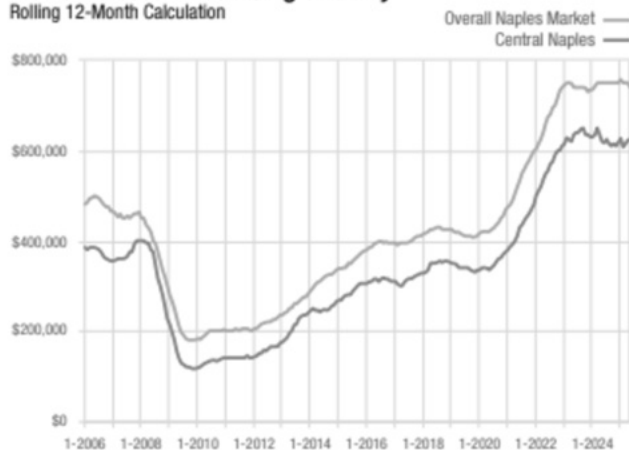
Single Family	May			Year to Date		
	2024	2025	% Change	Thru 5-2024	Thru 5-2025	% Change
Key Metrics						
New Listings	65	67	+ 3.1%	416	433	+ 4.1%
Total Sales	51	54	+ 5.9%	250	243	- 2.8%
Days on Market Until Sale	63	77	+ 22.2%	60	74	+ 23.3%
Median Closed Price*	\$570,000	\$587,500	+ 3.1%	\$639,000	\$645,000	+ 0.9%
Average Closed Price*	\$1,241,861	\$902,709	- 27.3%	\$1,186,779	\$1,064,035	- 10.3%
Percent of List Price Received*	95.2%	94.9%	- 0.3%	95.5%	95.6%	+ 0.1%
Inventory of Homes for Sale	240	296	+ 23.3%	—	—	—
Months Supply of Inventory	5.2	7.1	+ 36.5%	—	—	—

Condo	May			Year to Date		
	2024	2025	% Change	Thru 5-2024	Thru 5-2025	% Change
Key Metrics						
New Listings	93	53	- 43.0%	557	529	- 5.0%
Total Sales	65	59	- 9.2%	273	252	- 7.7%
Days on Market Until Sale	58	57	- 1.7%	46	73	+ 58.7%
Median Closed Price*	\$355,000	\$311,500	- 12.3%	\$357,500	\$310,750	- 13.1%
Average Closed Price*	\$436,351	\$382,128	- 12.4%	\$451,427	\$392,541	- 13.0%
Percent of List Price Received*	94.6%	94.5%	- 0.1%	95.9%	94.6%	- 1.4%
Inventory of Homes for Sale	344	445	+ 29.4%	—	—	—
Months Supply of Inventory	7.0	9.8	+ 40.0%	—	—	—

* 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.

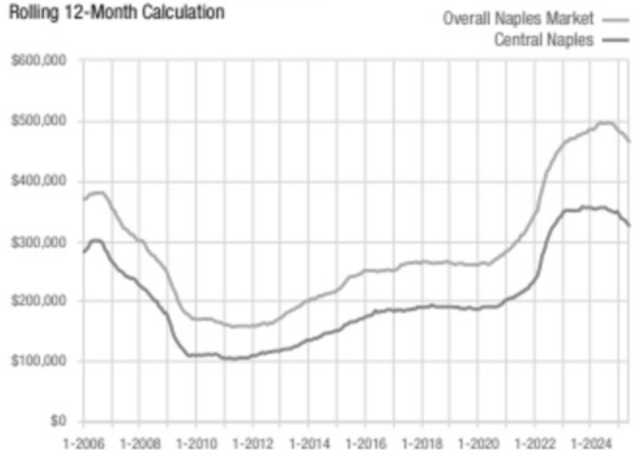
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



LOCAL MARKET UPDATE - SOUTH NAPLES

34112, 34113

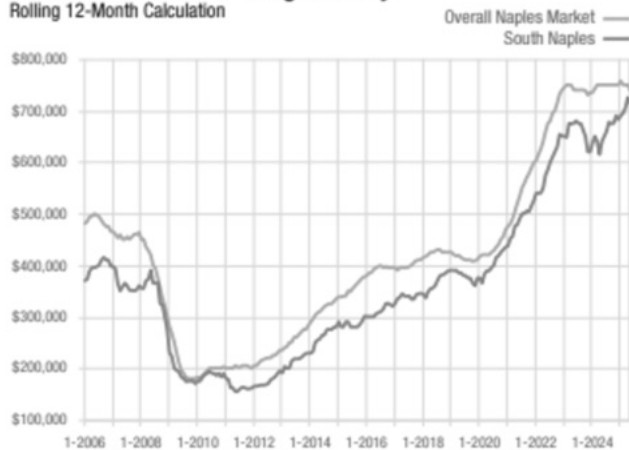
Single Family	May			Year to Date		
	2024	2025	% Change	Thru 5-2024	Thru 5-2025	% Change
Key Metrics						
New Listings	82	56	- 31.7%	483	532	+ 10.1%
Total Sales	70	56	- 20.0%	243	226	- 7.0%
Days on Market Until Sale	58	82	+ 41.4%	62	75	+ 21.0%
Median Closed Price*	\$940,000	\$722,500	- 23.1%	\$719,000	\$747,450	+ 4.0%
Average Closed Price*	\$1,203,371	\$935,197	- 22.3%	\$1,066,269	\$1,056,497	- 0.9%
Percent of List Price Received*	95.5%	92.8%	- 2.8%	95.1%	93.4%	- 1.8%
Inventory of Homes for Sale	301	403	+ 33.9%	—	—	—
Months Supply of Inventory	6.7	10.6	+ 58.2%	—	—	—

Condo	May			Year to Date		
	2024	2025	% Change	Thru 5-2024	Thru 5-2025	% Change
Key Metrics						
New Listings	138	90	- 34.8%	862	927	+ 7.5%
Total Sales	99	85	- 14.1%	432	400	- 7.4%
Days on Market Until Sale	62	92	+ 48.4%	61	84	+ 37.7%
Median Closed Price*	\$387,500	\$400,000	+ 3.2%	\$440,000	\$418,250	- 4.9%
Average Closed Price*	\$487,401	\$440,263	- 9.7%	\$499,474	\$463,724	- 7.2%
Percent of List Price Received*	95.9%	95.9%	0.0%	96.6%	94.6%	- 2.1%
Inventory of Homes for Sale	575	712	+ 23.8%	—	—	—
Months Supply of Inventory	7.5	10.5	+ 40.0%	—	—	—

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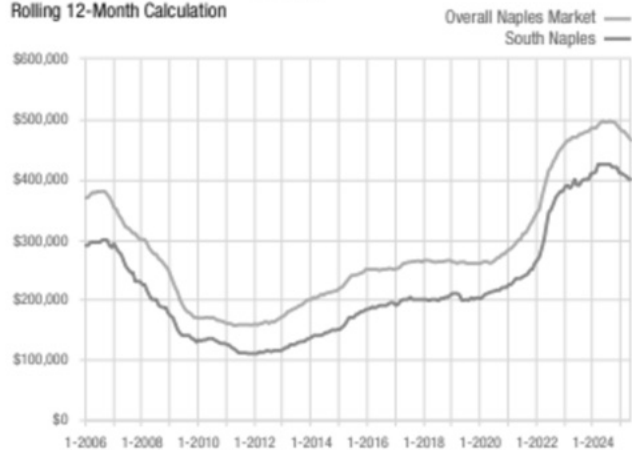
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation



LOCAL MARKET UPDATE - EAST NAPLES

34114, 34117, 34120, 34137

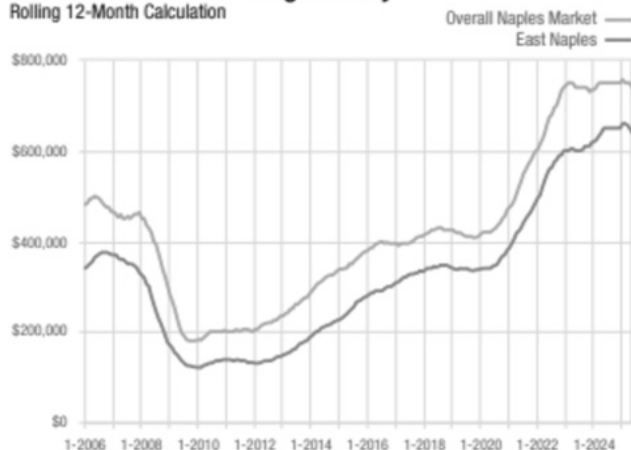
Single Family	May			Year to Date		
	2024	2025	% Change	Thru 5-2024	Thru 5-2025	% Change
Key Metrics						
New Listings	247	192	- 22.3%	1,343	1,309	- 2.5%
Total Sales	177	134	- 24.3%	739	642	- 13.1%
Days on Market Until Sale	66	76	+ 15.2%	68	85	+ 25.0%
Median Closed Price*	\$700,000	\$622,500	- 11.1%	\$685,000	\$650,000	- 5.1%
Average Closed Price*	\$884,068	\$804,784	- 9.0%	\$842,593	\$805,204	- 4.4%
Percent of List Price Received*	96.6%	96.1%	- 0.5%	96.7%	96.0%	- 0.7%
Inventory of Homes for Sale	846	1,007	+ 19.0%	—	—	—
Months Supply of Inventory	6.5	8.3	+ 27.7%	—	—	—

Condo	May			Year to Date		
	2024	2025	% Change	Thru 5-2024	Thru 5-2025	% Change
Key Metrics						
New Listings	84	73	- 13.1%	473	477	+ 0.8%
Total Sales	53	32	- 39.6%	247	192	- 22.3%
Days on Market Until Sale	49	67	+ 36.7%	71	87	+ 22.5%
Median Closed Price*	\$530,000	\$470,000	- 11.3%	\$515,000	\$469,500	- 8.8%
Average Closed Price*	\$563,782	\$488,609	- 13.3%	\$554,844	\$477,462	- 13.9%
Percent of List Price Received*	96.7%	95.4%	- 1.3%	96.9%	95.1%	- 1.9%
Inventory of Homes for Sale	331	437	+ 32.0%	—	—	—
Months Supply of Inventory	7.0	11.7	+ 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.

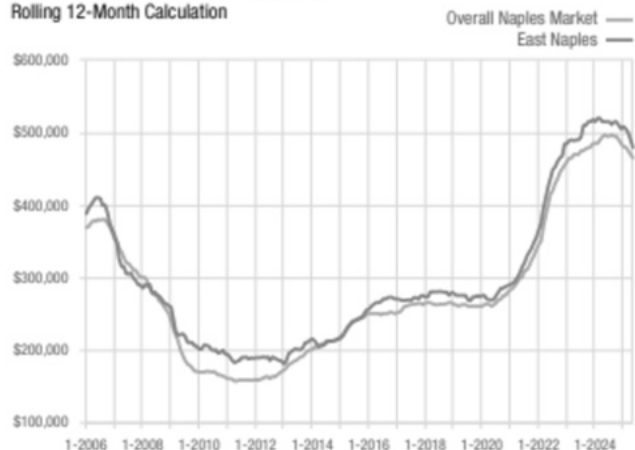
Median Closed Price - Single Family

Rolling 12-Month Calculation



Median Closed Price - Condo

Rolling 12-Month Calculation





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