NABOR
NAPLES AREA BOARD OF REALTORS®
239.597.1666 www.Nabor.com 1455 Pine Ridge Road Naples, Florida 34109

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Contacts: Ryan Bleggi, NABOR® Media Relations Committee Chair, (239) 597-1666
Marcia Albert, NABOR® Director of Marketing, (239) 597-1666

June Activity Sets Stage for Strong Summer Sales Momentum

Naples, Fla. (July 24, 2026) – The Naples area housing market delivered one of its strongest June performances in five years, with overall closed sales increasing 16.5 percent to 881 closed sales from 756 closed sales in June 2025 and pending sales (homes under contract) increasing 14.9 percent to 855 pending sales from 744 pending sales in June 2025. According to the June 2026 Market Report from the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales throughout Collier County (excluding Marco Island), a combination of solid sales activity – especially in the luxury home market – and inventory levels that still provide ample choices for buyers indicate a market that continues to outperform expectations.

"We are facing several challenges that one might think would negatively impact home sales in Naples," said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc., "We are at war, interest rates have risen since January, gas prices are higher, and inflation has increased since January. All these things should be weighing down the market this summer, yet the resilience of the Naples housing market is shining."

Hughes continued, "The data shows people want to be here, especially those who prioritize luxury, privacy, and lifestyle. Naples has a lot to offer: less traffic, a slower pace, less crime, luxury retailers, fine restaurants, and beautiful public spaces."

Plan on Hot Summer Sales

June capped off what has been an exceptionally active first half of 2026. Year-to-date closed sales reached 5,229 transactions, a 17.9 percent increase over the same period in 2025. Pending sales, a leading indicator of future closings, increased 28.5 percent year to date.

According to Sherry Stein, CRB, Managing Broker, Berkshire Hathaway HomeServices Florida Realty, "The surge in closed sales during June is particularly noteworthy because they are a result of activity during a period when many buyers took extra time to evaluate their options."

Hughes agreed adding, "buyers weren't displaying a sense of urgency during the winter season. They took their time and looked around. The June closed sales data is when a majority of those post-Easter transactions were captured."

Stein noted that while “pending sales were lower than May’s pace, the trend moving into summer remains positive. Demand is solid and buyers are finding homes that fit their needs.”

Inventory Tightens Despite Steady Demand

Overall inventory in June decreased 23.4 percent to 4,741 homes from 6,189 homes in June 2025. This affects the overall months of inventory supply, which decreased 35.1 percent in June to 6.3 months from 9.7 months in June 2025.

Part of this decline is a result of fewer listings coming onto the market. For June, the report showed a 9.6 percent decrease to 830 new listings from 918 new listings in June 2025. New listings have decreased 11.4 percent since January compared to the same time last year.

While it’s typical for many sellers in Naples to pull their homes off the market during summer months, the declining inventory picture in Naples contrasts sharply with conditions in many other Florida markets.

“Inventory in Orlando is up 41 percent compared to pre-pandemic levels. Lakeland is up 69 percent,” Hughes said. “But we are down over 14 percent!”

The result is a market where homes are selling at a pace that prevents oversupply; an important factor that preserves homes values. The overall median closed price in Naples during June increased 3.8 percent to $595,000 from $573,450 in June 2025. Though it should be noted that the median closed price has decreased .8 percent year-to-date to $610,000 from $615,000 during the same time period.

Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC, remarked that “Some areas in Naples have a year and a half of inventory, which may begin to drop in value. Though it depends on many factors including the age and condition of the property, the number of similar homes for sale nearby, and the location of the home.”

Luxury Home Market Not Cooling

While both the single-family and condominium home markets have had strong sales since January, the luxury home market has done exceptionally well.

According to Ryan Bleggi, Regional VP, West Coast of Florida for Willaim Raveis Real Estate, “There have been 61 sales of properties listed above $10 million since January, 14 of which were over $20 million.”

The North Naples area (34109, 34110, 34119) was one of the strongest-performing areas in June. Single-family home sales increased 22.8 percent, and the median closed price increased 10.8 percent to $1,030,000 from $930,000 in June 2025. This may be in part due to a large number of new luxury home developments located in North Naples.

Across the market, sellers continued to achieve strong pricing outcomes in June. Overall, homes sold for an average of 94.5 percent of their most recent list price, .4 percent higher than a year ago.

Condo Market Finds Its Footing

After facing challenges like mandatory structural reserve integrity studies, rising insurance costs and special assessments to repair aging structural issues in recent years, the condominium market showed impressive signs of recovery during June.

Condo sales increased 27.7 percent year in June to 424 closed sales from 332 closed sales in June 2025. Pending sales of condominiums increased 10.2 percent during the month and are up more than 48 percent year to date. All this activity is putting a strain on condominium inventory, which decreased 23.2 percent to 2,470 condominiums available from 3,217 condominiums available in June 2025.

"We're seeing renewed consumer confidence in the condominium market following Florida's 2024 condo reforms," said Albert Yabor, Managing Broker, Coldwell Banker Realty. "As inventory continues to come online, well-priced properties are attracting strong interest and selling quickly."

Carroll added, "In the condominium market, sales of those $300,000 and below had a 44.8 percent increase since January. This may be because sellers who originally priced them over $300,000 are now dropping their prices after realizing extenuating factors like quarterly fee increases, insurance increases and special assessments have made the total cost of ownership challenging, especially for first-time home buyers or those on fixed incomes."

The median closed price of condominiums decreased 1.7 percent in June to $442,500 from $450,225 in June 2025. Interestingly, the median closed price of condominiums decreased the most in the South Naples (34112, 34113) area during June, which reported a 16.7 percent decrease to $350,000 from $420,000 in June 2025.

The NABOR® June 2026 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 2026:

CATEGORIES	JUNE 2025	JUNE 2026	CHANGE (percentage)
Total closed sales (month/month)	756	881	+16.5%
Total pending sales (homes under contract) (month/month)	744	855	+14.9%
Median closed price (month/month)	$573,450	$595,000	+3.8%
New listings (month/month)	918	830	-9.6%
Total active listings (inventory)	6,189	4,741	-23.4%
Average days on market (month/month)	98	103	+5.1%
Single-family closed sales (month/month)	424	457	+7.8%

Single-family median closed price (month/month)	$700,000	$750,000	+7.1%
Single-family inventory	2,972	2,271	-23.6%
Condominium closed sales (month/month)	332	424	+27.7%
Condominium median closed price (month/month)	$450,225	$442,500	-1.7%
Condominium inventory	3,217	2,470	-23.2%

Steady Momentum Expected

Recent headlines claim Southwest Florida has the highest foreclosure rate in the nation. However, data from NABOR® shows just 22 foreclosures and 38 short sales in Naples since January. This is less than 1 percent of the 6,253 homes sold during that time.

Bleggi remarked that, "When you look at the data we report on, the metrics are indicative of a continued transition to a healthy and balanced market."

Broker analysts reviewing NABOR®'s June 2026 Market Report agree that the Naples area housing market enters the second half of 2026 with momentum firmly on its side.

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.