

NAPLES & BONITA SPRINGS

LUXURY PROPERTIES MARKET REPORT
DECEMBER 2025



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WILLIAM RAVEIS
REAL ESTATE

NAPLES & BONITA SPRINGS

Single-Family Properties

CLOSED SALES

- The number of closed sales in the 12 months ending March 31st, 2025 for the Naples and Bonita Springs Area decreased 8% year-over-year (5,737 vs 6,213).
- There were 78 closed sales priced above two million in March 2025 compared to 90 in March 2024; a 13% decrease. During the 12 months ending March 31st, 2025, sales in this category increased 2% over the same time period in 2024 (710 vs 698 units).

NEW LISTINGS / INVENTORY

- During the 12 months ending March 31st, 2025, a total of 10,883 new listings were added to the market, this is a 10% increase vs the same time period 12 months ending March 31st, 2024.
- Available inventory as of March 31st, 2025 consisted of 5,640 units, an increase of 27% vs the same time period in 2024. Current inventory represents 12 months of supply based on current absorption rates.

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$1,259,847, an 8% increase vs the same time period in 2024.
- The median sales price for the area in March 2025 increased 0.2% to \$739,500 vs March 2024.



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NAPLES & BONITA SPRINGS

Condominiums

CLOSED SALES

- The number of closed sales in the 12 months ending March 31st, 2025 for the Naples and Bonita Springs Area decreased 10% year-over-year (4,115 vs 4,577).
- There were 35 closed sales priced above two million in March 2025 compared to 42 in March 2024; a 17% decrease. During the 12 months ending March 31st, 2025, sales in this category increased 24% over the same time period in 2024 (433 vs 348 units).

NEW LISTINGS / INVENTORY

- During the 12 months ending March 31st, 2025, a total of 8,650 new listings were added to the market, a 14% increase vs the same time period 12 months ending March 31st, 2024.
- Available inventory as of March 31st, 2025 consisted of 5,097 units, an increase of 32% vs the same time period in 2024. Current inventory represents 15 months of supply based on current absorption rates.

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$819,664, a 3% increase vs the same time period in 2024.
- The median sales price for the area in March 2025 decreased 8% to \$470,000 vs March 2024.



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**List and Buy Your Property With
the #1 Luxury Broker in Naples***

#1 Market Share in Port Royal

#1 Market Share in Aqualane Shores

#1 Market Share in Olde Naples

The Leader in the Luxury Market



*William Raveis was #1 in total volume sold (Market Share), combination of list side and buy side volume, in 2024 for Port Royal, Aqualane Shores, and Olde Naples according to the SWFLAMLS for the time period 1/1/2024-1/1/2025. Non-MLS transactions, including non-MLS transactions of William Raveis, are not included in this tabulation.

PORT ROYAL TO BONITA BEACH ROAD AREA

Single-Family Properties

LUXURY MARKET \$1M+ (WEST OF 41)

CLOSED SALES

- The number of closed sales in the 12 months ending March 31st, 2025 for the luxury market from Port Royal to Bonita Beach Road Area increased 4% year-over-year (319 vs 307).

NEW LISTINGS / INVENTORY

- During the 12 months ending March 31st, 2025, a total of 914 new listings were added to the market, an increase of 16% compared to the same time period 12 months ending March 31st, 2024.
- Available inventory as of March 31st, 2025 consisted of 694 units, a 24% increase vs the same time period in 2024 (694 vs 558). Current inventory represents 26 months of supply based on current absorption rates.

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$5,776,940 an increase of 30% vs the same time period in 2024.
- The median sales price for the area in March 2025 decreased 6% to \$4,000,000 vs March 2024.



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*Source of this market data: Southwest Florida MLS © 2025. Accuracy of this information is reliable but not guaranteed. Anyone who chooses to use this information to make market decisions should have this data independently verified.



PORT ROYAL TO BONITA BEACH ROAD AREA

Condominiums

LUXURY MARKET \$1M+ (WEST OF 41)

CLOSED SALES

- The number of closed sales in the 12 months ending March 31st, 2025 for the luxury market from Port Royal to Bonita Beach Road Area increased 16% year-over-year (595 vs 512).

NEW LISTINGS / INVENTORY

- During the 12 months ending March 31st, 2025, a total of 1,270 new listings were added to the market, an increase of 21% vs the same time period 12 months ending March 31st, 2024.
- Available inventory as of March 31st, 2025 consisted of 824 units, a 25% increase vs the same time period in 2024 (824 vs 657). Current inventory represents 17 months of supply based on current absorption rates.

AVERAGE & MEDIAN SALES PRICE

- The year-over-year average sales price for the area was \$2,791,709 increasing 12% vs the same time period in 2024.
- The median sales price for the area in March 2025 increased 1% to \$1,871,875 vs March 2024.



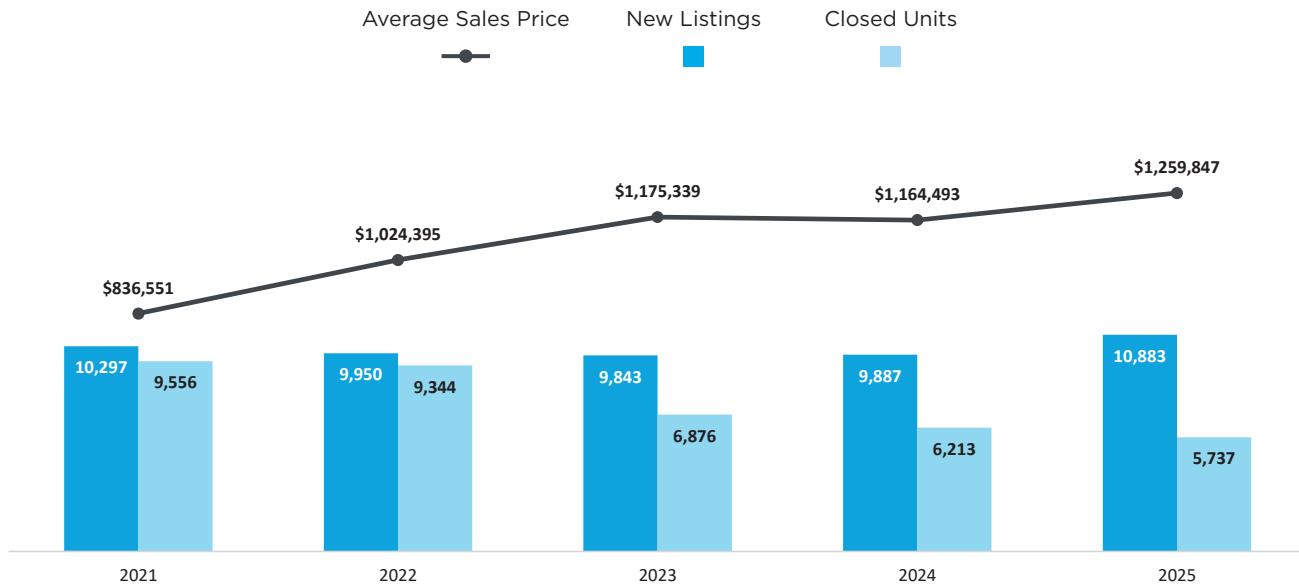
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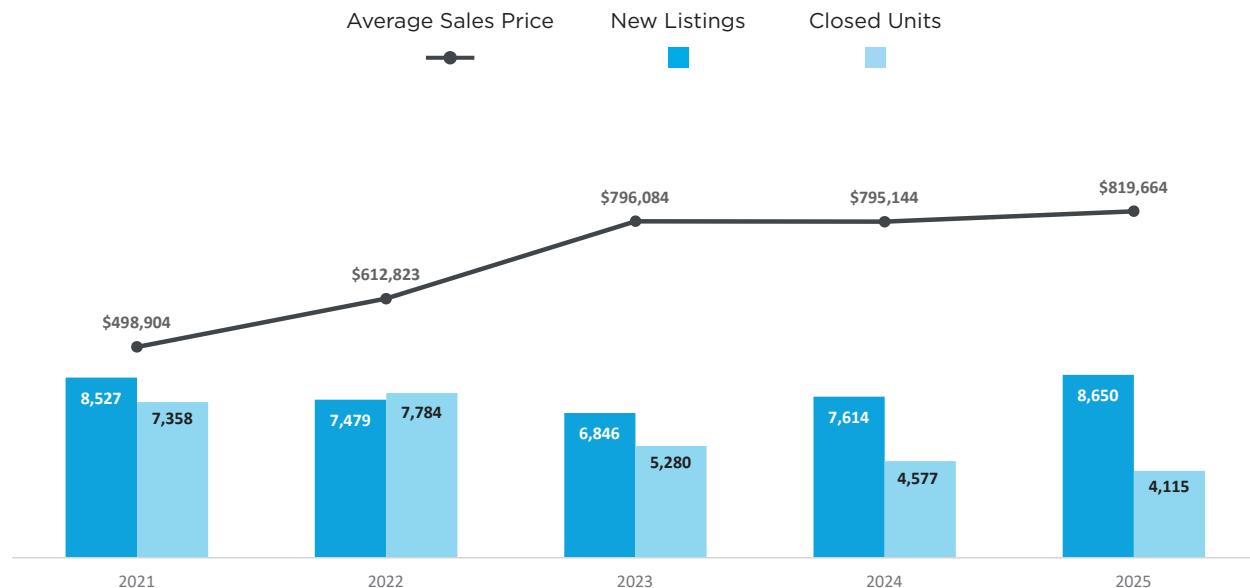
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NAPLES & BONITA SPRINGS

YEAR-OVER-YEAR MARKET TRENDS *Single-Family Properties*



YEAR-OVER-YEAR MARKET TRENDS *Condominium Properties*



PORT ROYAL TO BONITA BEACH ROAD AREA

YEAR-OVER-YEAR MARKET TRENDS

Single-Family Properties



YEAR-OVER-YEAR MARKET TRENDS

Condominium Properties



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We are honored to have won Top Brokerage by Inman¹, the voice of Realtors® across the country. We are also grateful for these global and national luxury awards:

- #1 Luxury Broker in the World²
- Winner Best Luxury Real Estate Brokerage in CT, FL, MA, NY & SC³
- Winner Top 100 Real Estate Brokers & Developers of the World⁴
- Overall Winner HGTV Ultimate House Hunt⁵
- 99% customer satisfaction rating⁶



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IN THE WORLD
IN 2018



LUXURY
PORTFOLIO
INTERNATIONAL



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¹ Inman Innovators Award 2023 | ² Luxury Portfolio International 2018 | ³ Luxury Lifestyle Awards 2022-2025

⁴ Luxury Lifestyle Awards 2022-2024 | ⁵ HGTV 2022 | ⁶ Internal survey sent to customers

William Raveis is a member of Leading Real Estate Companies of the World and Luxury Portfolio International in specific market areas, contact your sales associate for more information.



COMMUNITY SNAPSHOT REPORT

Single-Family Properties

12 MONTHS ENDING MARCH, 2025

Neighborhood	Inventory	% Change	Closed Sales	% Change	Months Of Supply	% Change	Average Sales Price	% Change
Aqualane Shores	31	11%	19	58%	19.6	-30%	\$11,774,028	12%
Bonita Bay	45	61%	96	75%	5.6	-8%	\$2,190,056	18%
Collier's Reserve	7	75%	14	8%	6.0	63%	\$2,736,884	-3%
Fiddler's Creek	51	59%	66	-11%	9.3	79%	\$1,615,227	0%
Grey Oaks	20	0%	46	18%	5.2	-15%	\$4,754,174	3%
Isles of Collier Preserve	60	43%	100	0%	7.2	43%	\$1,642,426	1%
Kensington	4	100%	13	-13%	3.7	131%	\$1,599,231	-3%
Lely Resort	63	125%	83	-23%	9.1	193%	\$1,285,536	3%
Marco Island	330	22%	327	-3%	12.1	4%	\$2,074,973	-2%
Mediterra	28	56%	27	-16%	12.4	84%	\$4,494,199	17%
Monterey	8	60%	19	58%	5.1	1%	\$1,520,556	4%
Naples Park	137	13%	122	15%	13.5	-2%	\$1,013,002	-7%
Naples Reserve	50	85%	56	8%	10.7	72%	\$1,191,834	0%
Olde Naples	74	54%	38	12%	23.4	38%	\$7,194,223	-1%
Park Shore/Moorings/ Seagate/Coquina Sands Non-Waterfront	108	16%	82	-20%	15.8	45%	\$5,141,502	15%
Park Shore/Moorings/ Seagate/Coquina Sands Waterfront	27	4%	19	-24%	17.1	37%	\$7,687,400	16%
Pelican Bay	46	64%	53	47%	10.4	12%	\$4,078,774	25%
Pelican Landing	23	28%	49	2%	5.6	25%	\$1,264,510	-4%
Pelican Marsh	14	27%	24	-40%	7.0	112%	\$2,010,854	-5%
Pine Ridge	32	39%	23	28%	16.7	9%	\$6,624,571	-2%
Port Royal	37	12%	22	83%	20.2	-39%	\$17,607,045	16%
Quail Creek	12	33%	13	-24%	11.1	75%	\$2,494,846	-1%
Quail West	22	29%	33	7%	8.0	22%	\$4,550,317	-6%
Royal Harbor	30	50%	16	23%	22.5	22%	\$5,516,562	16%
Talis Park	6	20%	10	0%	7.2	20%	\$4,865,467	17%
The Colony At Pelican Landing	6	200%	8	60%	9.0	88%	\$2,251,000	-24%
Tiburon	2	-50%	4	-67%	6.0	50%	\$2,725,000	-34%
Vanderbilt Beach	34	6%	18	64%	22.7	-35%	\$3,801,139	-14%
Vineyards	24	50%	56	0%	5.1	50%	\$1,306,630	5%

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COMMUNITY SNAPSHOT REPORT

Condominiums

12 MONTHS ENDING MARCH, 2025

Neighborhood	Inventory	% Change	Closed Sales	% Change	Months Of Supply	% Change	Average Sales Price	% Change
Bonita Bay	98	-16%	98	-16%	12.0	87%	\$1,322,191	-16%
Fiddler's Creek	55	45%	47	-25%	14.0	94%	\$718,553	5%
Grey Oaks	3	-25%	10	43%	3.6	-48%	\$2,089,500	-14%
Isles of Collier Preserve	7	17%	11	-21%	7.6	49%	\$927,277	20%
Kensington	6	100%	17	21%	4.2	65%	\$868,676	4%
Lely Resort	87	98%	102	-10%	10.2	119%	\$546,594	-4%
Marco Island	449	18%	356	-4%	15.1	28%	\$963,720	-8%
Mediterra	12	71%	14	56%	10.3	10%	\$1,601,071	0%
Olde Naples	96	50%	96	8%	12.0	39%	\$1,733,032	-8%
Park Shore/Moorings/ Seagate/Coquina Sands Non-Waterfront	298	43%	242	-7%	14.8	53%	\$2,020,621	-7%
Park Shore/Moorings/ Seagate/Coquina Sands Waterfront	225	45%	182	-6%	14.8	54%	\$2,514,812	-6%
Pelican Bay	169	47%	218	-2%	9.3	50%	\$2,130,072	14%
Pelican Landing	33	230%	36	-22%	11.0	322%	\$535,583	-9%
Pelican Marsh	23	64%	59	16%	4.7	42%	\$796,898	-5%
The Dunes of Naples	29	53%	29	38%	12.0	11%	\$1,801,241	2%
Talis Park	18	0%	27	-16%	8.0	19%	\$1,490,155	-11%
Tiburon	19	138%	17	-32%	13.4	249%	\$1,309,179	-14%
Vanderbilt Beach	73	22%	61	11%	14.4	10%	\$1,430,057	0%
Vineyards	49	133%	61	-18%	9.6	183%	\$690,898	-3%

SOUTHWEST FLORIDA COMMUNITY GUIDE

- *City of Naples*
- *North Naples (North of Pine Ridge Road)*
- *South Naples (South of Pine Ridge Road)*
- *Bonita Springs*

KEY

GOLF COURSE

18 holes	18
27 holes	27
36 holes	36
54 holes	54
90 holes	90

PRICE RANGE

Dominant price less than \$1M	\$
Dominant price \$1M to \$2M	\$\$
Dominant price over \$2M	\$\$\$

Neighborhood	Single-Family	Condominium	Golf Course	Boating*	Clubhouse	Tennis	Gated**	Price Range
AQUALANE SHORES <i>City of Naples</i>	●			●				\$\$\$
BONITA BAY <i>Bonita Springs</i>	●	●	90	●	●	●		\$\$
COLLIER'S RESERVE <i>North Naples</i>	●		18	●	●	●		\$\$\$
GREY OAKS <i>South Naples & City of Naples</i>	●	●	54	●	●	●		\$\$\$
ISLE OF COLLIER PRESERVE <i>South Naples</i>	●	●		●	●	●	●	\$\$
KENSINGTON <i>South Naples</i>	●	●	18	●	●	●		\$\$
LELY RESORT <i>South Naples</i>	●	●	54	●	●	●		\$
MEDITERRA <i>North Naples</i>	●	●	36	●	●	●		\$\$\$
MONTEREY <i>North Naples</i>	●			●	●	●		\$\$
MOORINGS & COQUINA SANDS <i>City of Naples</i>	●	●	18	●	●			\$\$\$

*Many properties are boating oriented (have a dock or has a community dock/marina). **May or may not be manned by a security guard.

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Neighborhood	Single-Family	Condominium	Golf Course	Boating*	Clubhouse	Tennis	Gated**	Price Range
NAPLES PARK <i>North Naples</i>	●							\$\$
NAPLES RESERVE <i>South Naples</i>	●	●		●	●	●	●	\$
OLD NAPLES <i>City of Naples</i>	●	●						\$\$\$
PARK SHORE <i>City of Naples</i>	●	●		●				\$\$\$
PELICAN BAY <i>North Naples</i>	●	●	27		●	●	●	\$\$\$
PELICAN LANDING <i>Bonita Springs</i>	●	●	36	●	●	●	●	\$
PELICAN MARSH <i>North Naples</i>	●	●	18		●	●	●	\$\$
PINE RIDGE <i>North Naples</i>	●	●						\$\$\$
PORT ROYAL <i>City of Naples</i>	●			●	●	●		\$\$\$
QUAIL CREEK <i>North Naples</i>	●	●	36		●	●	●	\$\$\$
QUAIL WEST <i>North Naples</i>	●	●	36		●	●	●	\$\$\$
ROYAL HARBOR <i>City of Naples</i>	●			●				\$\$\$
THE COLONY AT PELICAN LANDING <i>Bonita Springs</i>	●	●	18	●	●	●	●	\$\$
THE DUNES OF NAPLES <i>North Naples</i>		●			●	●	●	\$\$\$
TIBURON GOLF CLUB <i>North Naples</i>	●	●	36		●	●	●	\$\$
VANDERBILT BEACH AREA <i>North Naples</i>	●	●		●		●	●	\$\$\$
VINEYARDS <i>North Naples</i>	●	●	36		●	●	●	\$

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