

INSTITUTE *for*
LUXURY HOME
MARKETING®

by Colibri Real Estate

MARCH
2025



NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

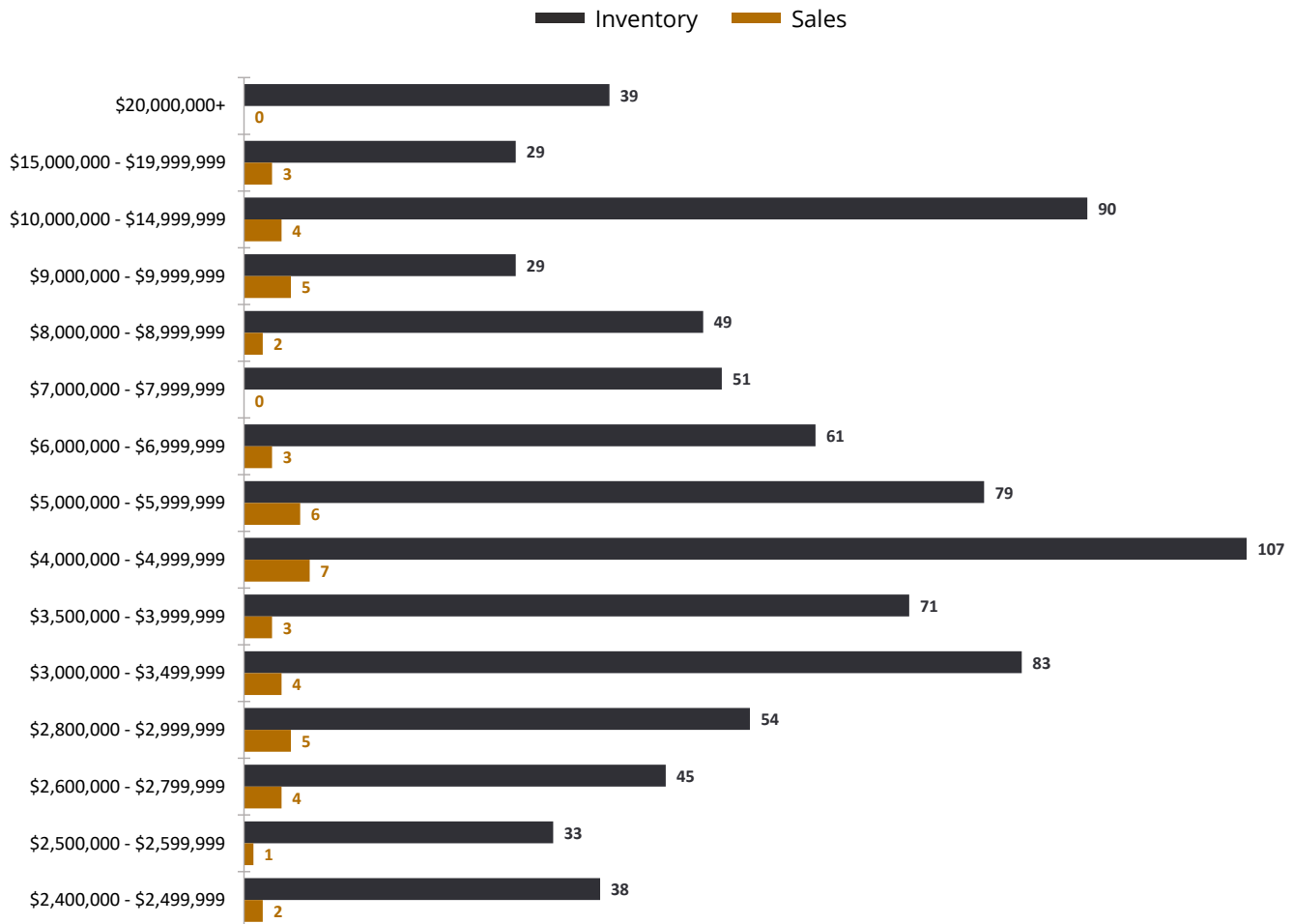
LUXURY INVENTORY VS. SALES | FEBRUARY 2025

Total Inventory: **858**

Total Sales: **49**

Total Sales Ratio²: **6%**

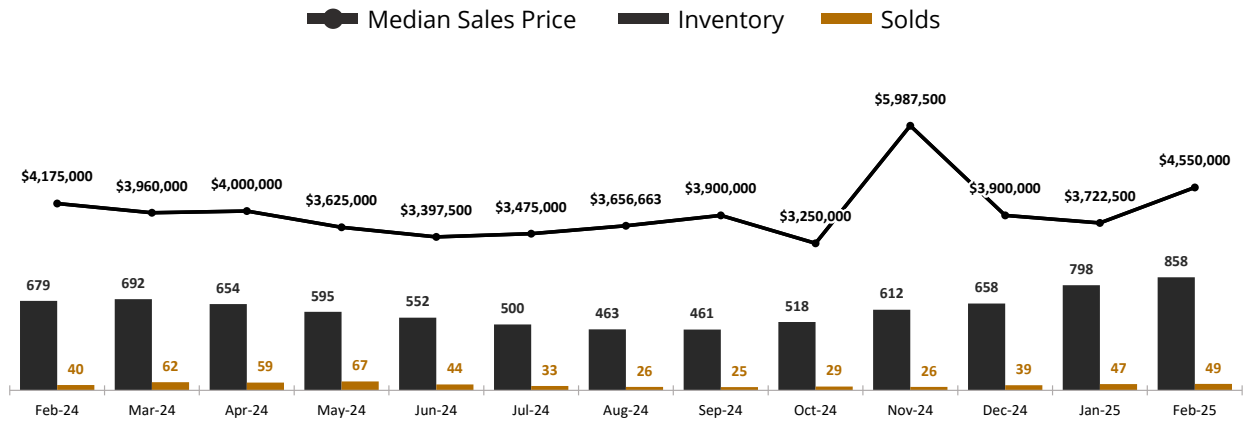
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	NA	NA	NA	0	29	0%
2,000 - 2,999	\$3,250,000	3	3	5	132	4%
3,000 - 3,999	\$3,637,500	4	4	20	228	9%
4,000 - 4,999	\$4,403,267	4	6	10	199	5%
5,000 - 5,999	\$5,325,000	4	6	4	118	3%
6,000+	\$10,625,000	5	7	10	152	7%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ² Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS[®] data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | FEBRUARY

TOTAL INVENTORY

Feb. 2024 **679**
Feb. 2025 **858**

VARIANCE: **26%**

TOTAL SOLDS

Feb. 2024 **40**
Feb. 2025 **49**

VARIANCE: **23%**

SALES PRICE

Feb. 2024 **\$4.18m**
Feb. 2025 **\$4.55m**

VARIANCE: **9%**

SALE PRICE PER SQFT.

Feb. 2024 **\$1,032**
Feb. 2025 **\$1,137**

VARIANCE: **10%**

SALE TO LIST PRICE RATIO

Feb. 2024 **94.79%**
Feb. 2025 **93.79%**

VARIANCE: **-1%**

DAYS ON MARKET

Feb. 2024 **66**
Feb. 2025 **57**

VARIANCE: **-14%**

NAPLES MARKET SUMMARY | FEBRUARY 2025

- The single-family luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **93.79% of list price** in February 2025.
- The most active price band is **\$9,000,000-\$9,999,999**, where the sales ratio is **17%**.
- The median luxury sales price for single-family homes is **\$4,550,000**.
- The median days on market for February 2025 was **57** days, down from **66** in February 2024.

³Square foot table does not account for listings and solds where square foot data is not disclosed.

⁴Data reported includes Active and Sold properties and does not include Pending properties.

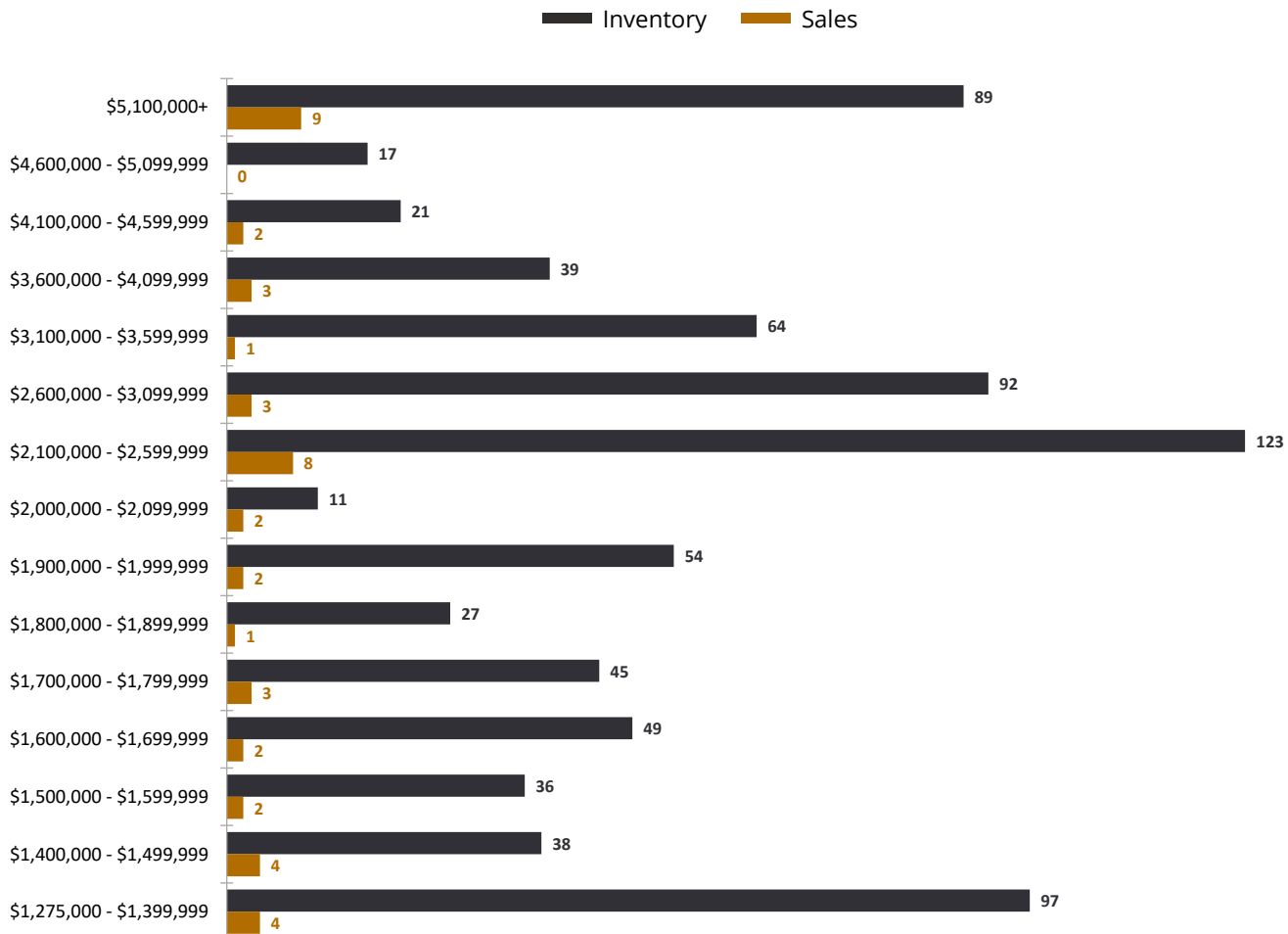
LUXURY INVENTORY VS. SALES | FEBRUARY 2025

Total Inventory: **802**

Total Sales: **46**

Total Sales Ratio²: **6%**

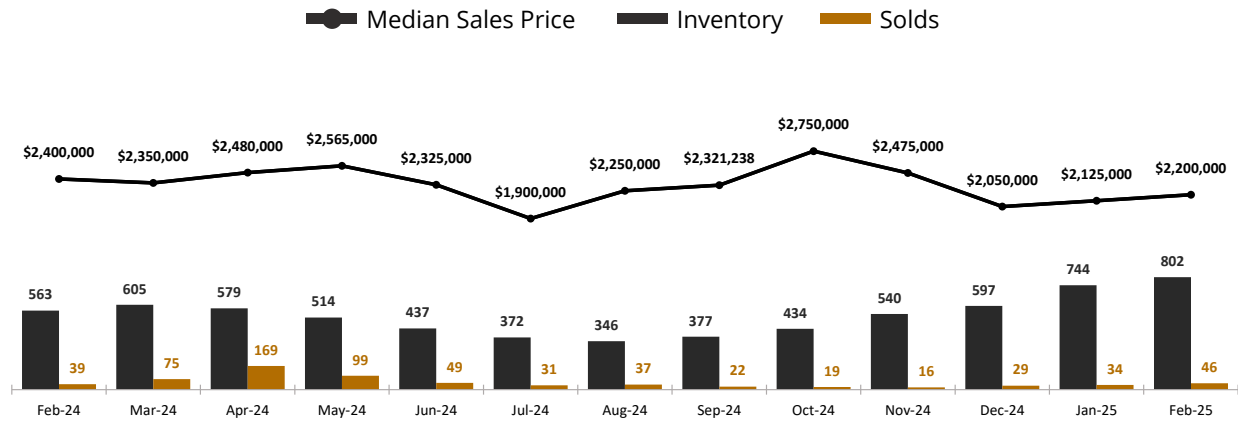
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,790,000	2	2	1	56	2%
1,500 - 1,999	\$1,712,500	2	2	12	208	6%
2,000 - 2,499	\$1,450,000	3	3	9	203	4%
2,500 - 2,999	\$3,050,000	3	3	10	146	7%
3,000 - 3,499	\$3,337,500	3	4	8	100	8%
3,500+	\$6,418,750	4	4	6	89	7%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | FEBRUARY

TOTAL INVENTORY

Feb. 2024 Feb. 2025
563 **802**

VARIANCE: **42%**

TOTAL SOLDS

Feb. 2024 Feb. 2025
39 **46**

VARIANCE: **18%**

SALES PRICE

Feb. 2024 Feb. 2025
\$2.40m **\$2.20m**

VARIANCE: **-8%**

SALE PRICE PER SQFT.

Feb. 2024 Feb. 2025
\$971 **\$1,059**

VARIANCE: **9%**

SALE TO LIST PRICE RATIO

Feb. 2024 Feb. 2025
95.65% **94.66%**

VARIANCE: **-1%**

DAYS ON MARKET

Feb. 2024 Feb. 2025
41 **47**

VARIANCE: **15%**

NAPLES MARKET SUMMARY | FEBRUARY 2025

- The attached luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **94.66% of list price** in February 2025.
- The most active price band is **\$2,000,000-\$2,099,999**, where the sales ratio is **18%**.
- The median luxury sales price for attached homes is **\$2,200,000**.
- The median days on market for February 2025 was **47** days, up from **41** in February 2024.

³Square foot table does not account for listings and solds where square foot data is not disclosed.

⁴Data reported includes Active and Sold properties and does not include Pending properties.