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July Housing Market:
Inventory Tightens as Hot Summer Sales Continue

Naples, Fla. (August 21, 2026) – 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.

Buyers are actively purchasing homes, particularly higher-priced luxury properties, while sellers are becoming more realistic about the prices they are asking. Together, these conditions are helping the market function well. These positive market conditions continue to support Naples' reputation as one of the most desirable places in the world to own a home.

"Pending sales showed some weakness as it declined for the first time in 16 months year-over-year," said Mike Hughes, Vice President and General Manager for Downing-Frye Realty, Inc. "But that decline shouldn't necessarily be viewed as a sign that the market is performing poorly because overall summer sales remain stronger than what we've experienced during the past four or five summers. Current summer sales activity is roughly five percent higher than the historical summer norm."

Summer Inventory Tightens

Demand for homes in Naples has outpaced inventory since January, leading broker analysts reviewing the July Market Report to question when a tightening supply might begin to put upward pressure on prices.

"The number of price decreases is going down, which is indicative of more accurate pricing," said Nick Bobzien, a broker associate at Downing-Frye Realty. July reported 970 price decreases compared to 1,296 in July 2025.

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.

According to Cindy Carroll of Carroll & Carroll Appraisers & Consultants, LLC, "Several communities are already experiencing extremely limited inventory including popular neighborhoods like Kensington, Bear's Paw, and Wyndemere. Even in Golden Gate Estates, east of Collier Boulevard, there is only a 6 months supply of homes."

"Even with 5.8 months of supply, we're in a balanced market for a typical summer," said Jillian Young, President, Premiere Plus Realty. "That level is still very healthy for both buyers and sellers today."

"Months of supply is playing out as it should, but it's still summer," Carroll responded. "Some sellers temporarily remove listings during the summer. Three months from now we should have a better idea of where inventory is headed."

Summer Buyers Take a Deliberate Approach

While demand remains healthy, buyers are taking more time to evaluate their options and negotiate purchases. 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.

"Buyers are taking their time in making decisions, but deals are not falling apart," said Young.

Hughes added, "Those waiting for rates to move into the five percent range are realizing that's probably not going to happen anytime soon. For many buyers, it makes more sense to purchase now and refinance later if rates come down."

The overall median closed price in July increased 2.6 percent to $590,000 from $575,000 in July 2025. In the single family home market, the median closed price increased 12.9 percent to $745,000 from $660,000. However, in the condominium market, the median closed price decreased 4.8 percent to $400,000 from $420,000 in July 2025.

"Legislation allowing reserves to be financed could become a leading indicator of what's ahead in the condo market," Young noted.

Condominium prices in the Naples Beach area (34102, 34103, 34108) decreased 3.7 percent in July, while closed sales of condominiums in this area increased 29.6 percent. Likewise, condominium prices in North Naples (34109, 34110, 34119) decreased 9.7 percent, while closed sales of condominiums in this area increased 40 percent.

High End Market Heats Up

"It's been a decent summer for the high-end market," Hughes stated. "Normally, we don't see a large number of high-end buyers during the summer, but this year they are in the area actively looking at properties and some are pulling the trigger on purchases."

Ryan Bleggi, Regional VP, West Coast of Florida for Willaim Raveis Real Estate, responded by stating that, "There were 10 sales above $10 million in July, including three transactions exceeding $20 million. The ultra-high-end market is very active this summer. And as consumer tastes continue to evolve, Naples continues to benefit from that demand."

The July Market Report supports these observations. In the Naples Beach area, single-family home closed sales increased 37.5 percent in July, while its median closed price increased 31.6 percent year over year to $2.5 million from $1.9 million in July 2025. In North Naples, single-family home closed sales increased 11.1 percent, while its median closed price increased 46.2 percent year over year to $1,132,500 from $774,750 in July 2025.

The NABOR® July 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	JULY 2025	JULY 2026	CHANGE (percentage)
Total closed sales (month/month)	640	733	+14.5%
Total pending sales (homes under contract) (month/month)	807	762	-5.6%
Median closed price (month/month)	$575,000	$590,000	+2.6%
New listings (month/month)	847	916	+8.1%
Total active listings (inventory)	5,586	4,415	-21.0%
Average days on market (month/month)	101	108	+6.9%
Single-family closed sales (month/month)	365	407	+11.5%
Single-family median closed price (month/month)	$660,000	$745,000	+12.9%
Single-family inventory	2,725	2,171	-20.3%
Condominium closed sales (month/month)	275	326	+18.5%
Condominium median closed price (month/month)	$420,000	$400,000	-4.8%
Condominium inventory	2,861	2,244	-21.6%

Looking Ahead

Broker analysts reviewing the July Report are encouraged by the market's overall direction. Even though inventory continues to tighten, closed sales for July were stronger than historical summer averages. And luxury home buyers, who are typically absent from the summer market, are very active this summer. Another positive: condominium buyers are finding opportunities that did not exist a year ago.

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.

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.

The Naples Area Board of REALTORS® (NABOR®) is an established organization (Chartered in 1949) whose members have a positive and progressive impact on the Naples community. NABOR® is a local board of REALTORS® and real estate professionals with a legacy of over 75 years serving 8,000 plus members. NABOR® is a member of Florida Realtors® and the National Association of REALTORS®, which is the largest association in the United States with more than 1.4 million members and over 1,200 local boards of REALTORS® nationwide. NABOR® is structured to provide programs and services to its membership through various committees and the NABOR® Board of Directors, all of whom are non-paid volunteers.

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NAPLES AREA REAL ESTATE ACTIVITY

July 2026 compared with July 2025.

(percent reporting using rounded figures)

OVERALL INVENTORY

4,415

↓ 21%

OVERALL PENDING SALES

762

↓ 6%

MEDIAN CLOSED PRICE

$590,000

↑ 3%

OVERALL CLOSED SALES

733

↑ 15%

NEW LISTINGS

916

↑ 8%

DAYS ON MARKET

108

↑ 7%

MONTHS OF SUPPLY

5.8

↓ 33%