

# Annual Report on the Naples Area Housing Market

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A Research Tool Provided by Naples Area Board of REALTORS®



# 2024

**The 2024 housing market** started on a positive note: inventory was on the rise, mortgage rates had fallen from a 23-year high of 7.79% in October 2023 to the mid 6% range, and homebuyers had returned to the market, with U.S. existing-home sales posting back-to-back monthly increases for the first time in more than two years in January and February. But rates soon began to climb, topping 7% in April, and buyers pulled back, causing sales to slump during the traditionally busy spring buying season.

Summer arrived, and with it came a surge of new listings, pushing inventory to its highest level since 2020, according to the National Association of REALTORS®. Although buyers had more options to choose from in their home search, the additional supply did little to temper home prices, which continued to hit record highs nationwide, and sales remained slow. Eventually, mortgage rates began to ease, falling to a yearly low of 6.08% in September, and with inflation moving toward its 2% target, the Federal Reserve initiated a series of interest rate cuts, dropping the benchmark rate one full percentage point. Buyers took advantage of lower borrowing costs and a greater supply of homes on the market, leading sales of existing homes to surge in October and November, marking the first time since May that home sales exceeded four million units.

**Sales:** Total sales were down 10.0 percent to end the year at 7,996.

**Prices:** The overall median sales price increased 1.7 percent to \$610,000 for the year. Single Family home price rose 2.0 percent compared to last year, and Townhouse-Condo home prices remained the same.

**List Price Received:** Sellers received, on average, 95.4 percent of their list price at sale, down 0.8 percent from last year.

**Listings:** Comparing 2024 to the prior year, the number of homes available for sale was up 35.7 percent. There were 5,695 active listings at the end of 2024. New listings increased by 15.7 percent to finish the year at 15,459.

**Sales by Price Range:** The number of homes sold in the \$300,001 to \$500,000 price range fell 17.3 percent to 2,089 homes. Homes sold in the \$5,000,001 and Above price range rose 13.4 percent to 211 homes.

**Bedroom Count:** Decreases in closed sales occurred across homes of all sizes over the last year. In 2024, properties with 2 Bedrooms or Less saw the a decline of 11.5 percent. The highest percent of original list price received at sale went to properties with 3 Bedroom at 95.8 percent.

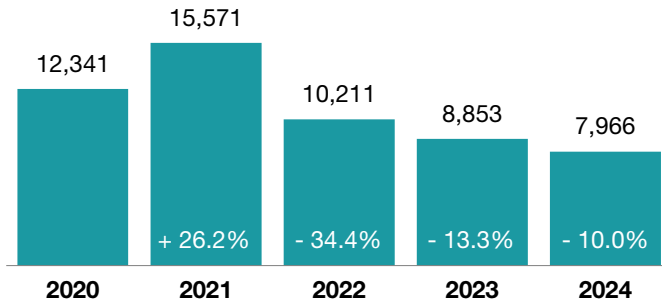
Economists are projecting a more active housing market in 2025. Existing-home sales are predicted to increase, as are home prices, albeit at a moderate pace. Mortgage rates will vary throughout the year but will likely stay within the 6% - 7% range. Buyers and sellers remain sensitive to fluctuations in mortgage rates, and the trajectory of rates will have a major impact on market activity. Inventory of new and existing homes will continue to improve in the new year, building on the supply gains made in 2024, with increases in both single-family and multifamily construction expected, according to the National Association of Home Builders.

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# Quick Facts

## Total Sales



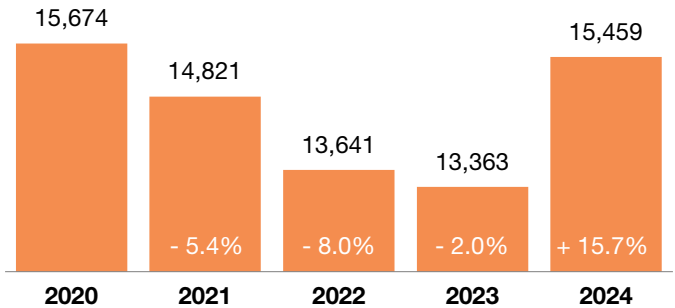
### Top 5 Areas: Change in Total Sales from 2023

Everglades City	+ 16.7%
34116	0.0%
34137	0.0%
34120	- 4.5%
34119	- 5.6%

### Bottom 5 Areas: Change in Total Sales from 2023

34104	- 15.2%
34112	- 15.3%
South Naples	- 15.6%
34113	- 16.1%
34117	- 18.2%

## New Listings



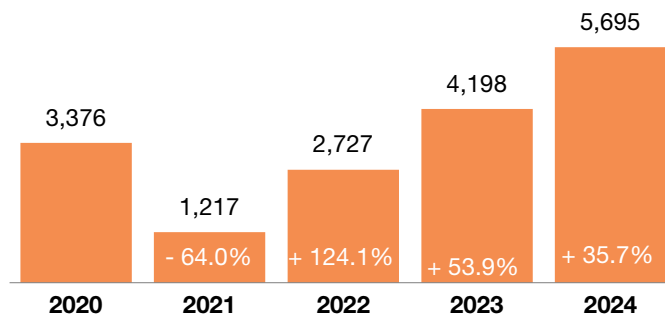
### Top 5 Areas: Change in New Listings from 2023

Everglades City	+ 63.6%
34104	+ 21.3%
34112	+ 20.4%
34114	+ 20.4%
34109	+ 20.1%

### Bottom 5 Areas: Change in New Listings from 2023

Naples Beach	+ 9.7%
Immokalee	+ 7.1%
34108	+ 5.3%
34116	0.0%
34137	- 33.3%

## Inventory of Homes for Sale



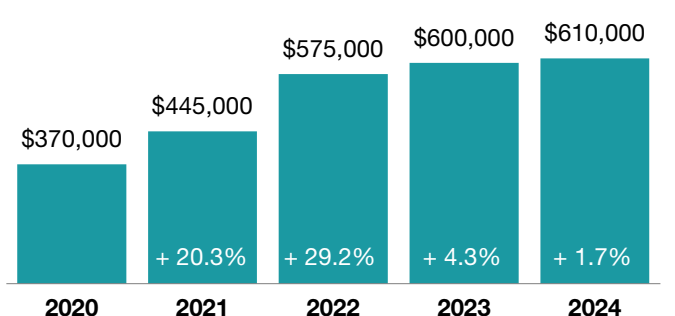
### Top 5 Areas: Change in Homes for Sale from 2023

34137	+ 100.0%
Immokalee	+ 71.4%
34109	+ 57.3%
34104	+ 57.3%
Immokalee / Ave Maria	+ 55.2%

### Bottom 5 Areas: Change in Homes for Sale from 2023

34102	+ 21.0%
Naples Beach	+ 20.2%
34108	+ 12.8%
34116	+ 3.3%
Everglades City	- 22.2%

## Median Closed Price



### Top 5 Areas: Change in Median Sales Price from 2023

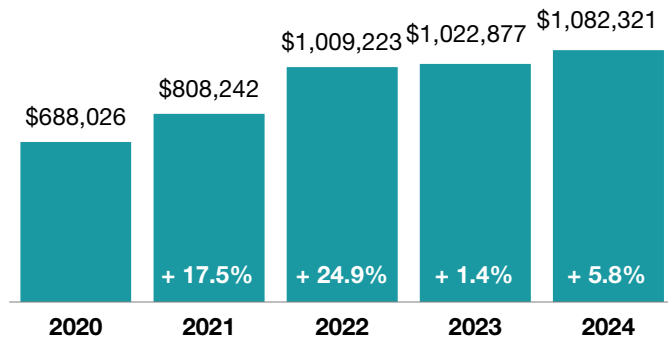
34137	+ 187.5%
34105	+ 12.8%
34117	+ 9.9%
34113	+ 9.0%
34120	+ 7.0%

### Bottom 5 Areas: Change in Median Sales Price from 2023

Immokalee	- 3.6%
Naples Beach	- 4.4%
34103	- 7.1%
34109	- 7.6%
Everglades City	- 48.3%

# Quick Facts

## Average Closed Price



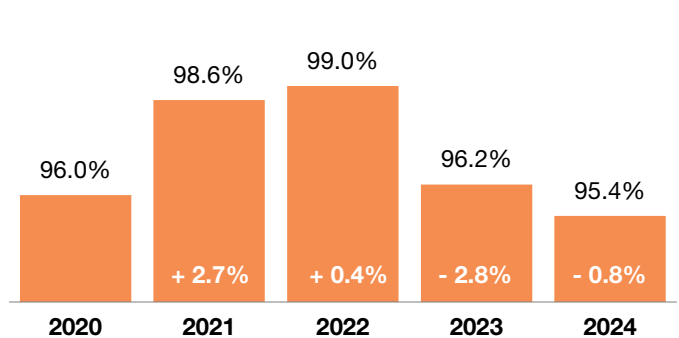
### Top 5 Areas: Change in Average Closed Price from 2023

34137	+ 187.5%
34105	+ 17.0%
34102	+ 15.3%
34117	+ 11.7%
34113	+ 10.8%

### Bottom 5 Areas: Change in Average Closed Price from 2023

34104	- 4.9%
Immokalee	- 5.2%
34116	- 6.1%
34109	- 7.3%
Everglades City	- 54.9%

## Percent of List Price Received



### Top 5 Areas: Change in Pct. of List Price Received from 2023

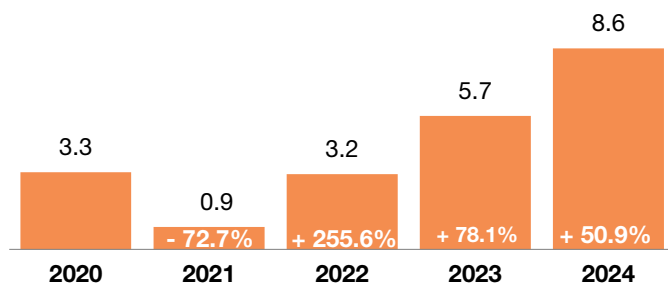
34137	+ 14.7%
Everglades City	+ 5.2%
Immokalee	+ 1.5%
34117	- 0.1%
34116	- 0.5%

### Bottom 5 Areas: Change in Pct. of List Price Received from 2023

34104	- 1.0%
North Naples	- 1.1%
34102	- 1.6%
Ave Maria	- 1.7%
34110	- 1.8%

## Months Supply of Inventory

At the end of the year.



### Top 5 Areas: Months Supply of Inventory

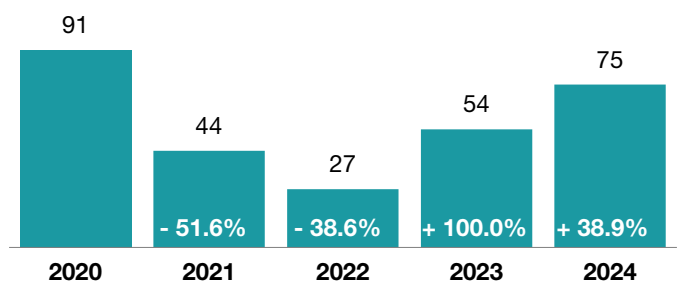
34102	16.0
Naples Beach	13.5
34103	13.1
34108	12.0
Ave Maria	9.2

### Bottom 5 Areas: Months Supply of Inventory

34119	6.4
34116	5.3
Everglades City	4.0
Immokalee	3.9
34137	2.0

## Days on Market

At the end of the year.



### Top 5 Areas: Change in Days on Market from 2023

Everglades City	+ 207.1%
34108	+ 63.8%
34105	+ 59.5%
34103	+ 56.9%
Naples Beach	+ 54.5%

### Bottom 5 Areas: Change in Days on Market from 2023

East Naples	+ 25.4%
34120	+ 22.0%
34116	+ 14.6%
34117	- 4.7%
34137	- 90.6%

# 2024 Annual Report on the Naples Area Housing Market

## Property Type Review

73

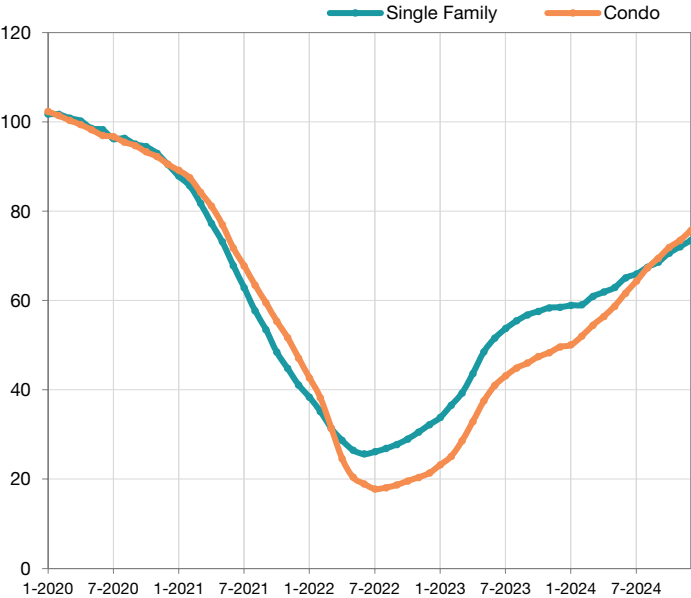
Average Days on Market  
Single Family

76

Average Days on Market  
Condo

### Days on Market

This chart uses a rolling 12-month average for each data point.



### Condo Market Share in 2024

34103	72.3%
34112	68.6%
Naples Beach	67.6%
34102	66.9%
34108	64.5%
South Naples	64.0%
34105	63.1%
34110	62.9%
34109	59.6%
34113	58.4%
34104	55.4%
North Naples	54.6%
Central Naples	52.7%
Naples	50.1%
Collier County	49.3%
34119	45.2%
34114	41.8%
Ave Maria	28.8%
34116	26.3%
East Naples	24.7%
Immokalee / Ave Maria	22.3%
34142	22.3%
34120	16.7%
Immokalee	2.7%
Everglades City	0.0%
34117	0.0%
34137	0.0%

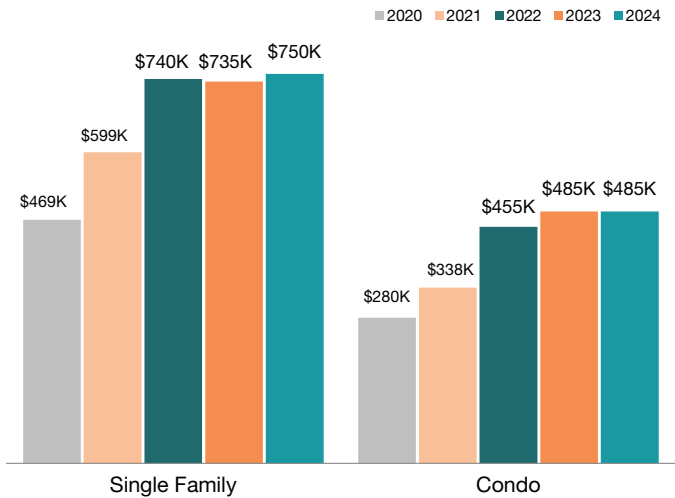
+ 2.0%

One-Year Change in Price  
Single Family

0.0%

One-Year Change in Price  
Condo

### Median Closed Price



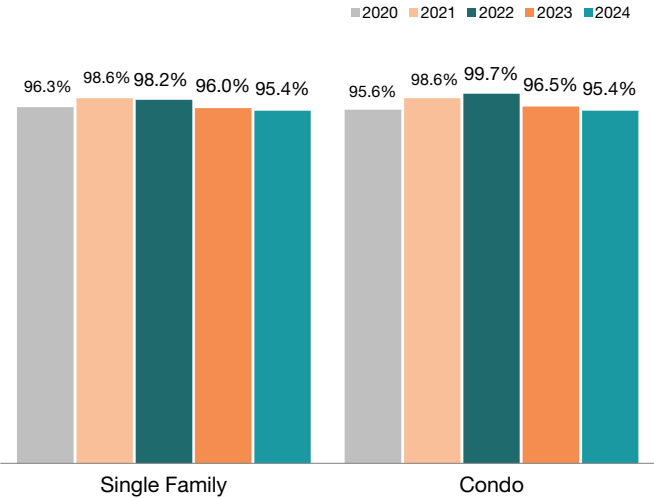
95.4%

Pct. of List Price Received  
Single Family

95.4%

Pct. of List Price Received  
Condo

### Percent of List Price Received



# Price Range Review



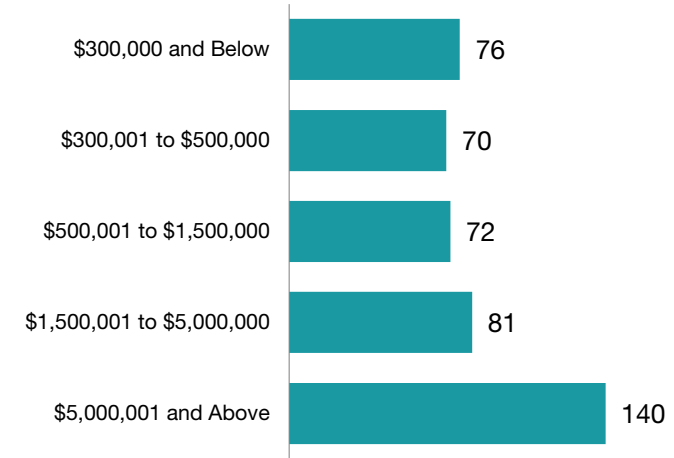
**\$300,001 to \$500,000**

Price Range with Shortest Average Days on Market Until Sale

**\$5,000,001 and Above**

Price Range with Longest Average Days on Market Until Sale

Days on Market Until Sale by Price Range



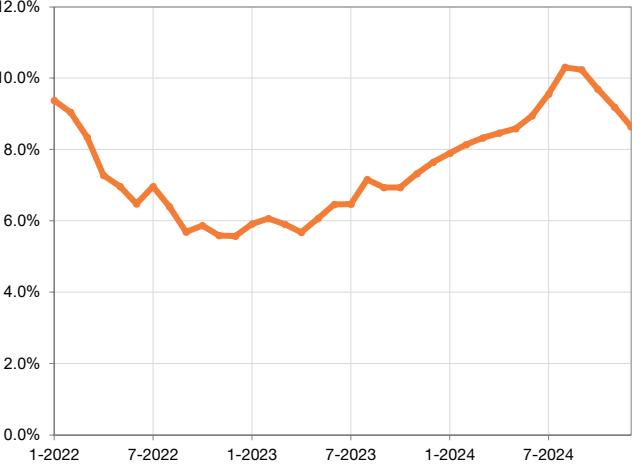
**8.6%**

of Sales at Year End Priced \$300,000 and Below

**+ 54.2%**

One-Year Change in Homes for Sale Priced \$300,000 and Below

Share of Homes for Sale At Year End \$300,000 and Below



**\$500,001 to \$1,500,000**

Price Range with the Most Closed Sales

**+ 13.4%**

Price Range with Strongest One-Year Change in Sales: \$5,000,001 and Above

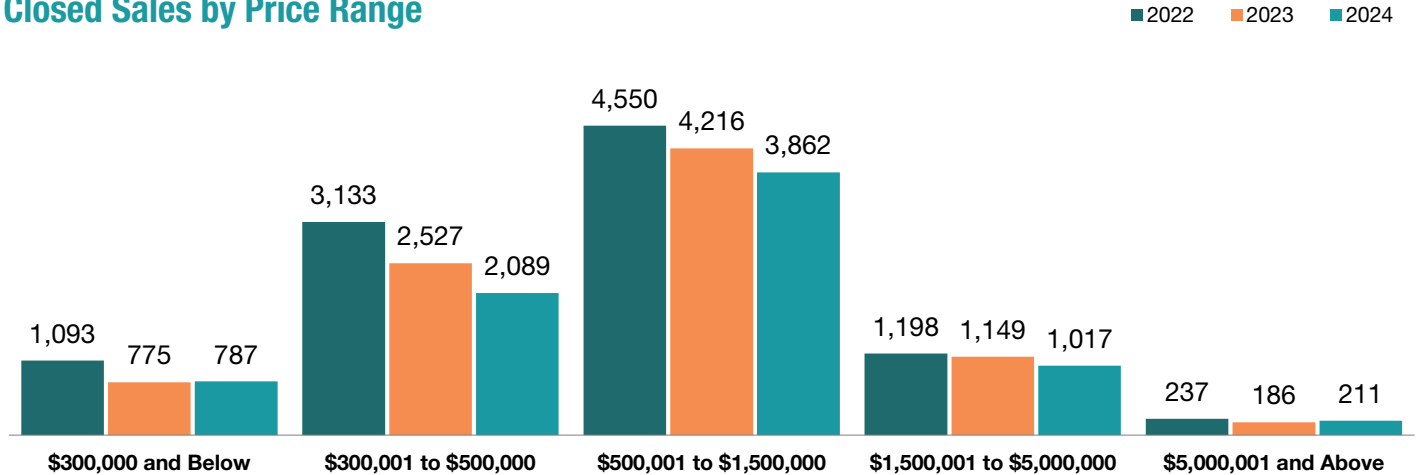
**\$5,000,001 and Above**

Price Range with the Fewest Closed Sales

**- 17.3%**

Price Range with Weakest One-Year Change in Sales: \$300,001 to \$500,000

Closed Sales by Price Range



# Bedroom Count Review

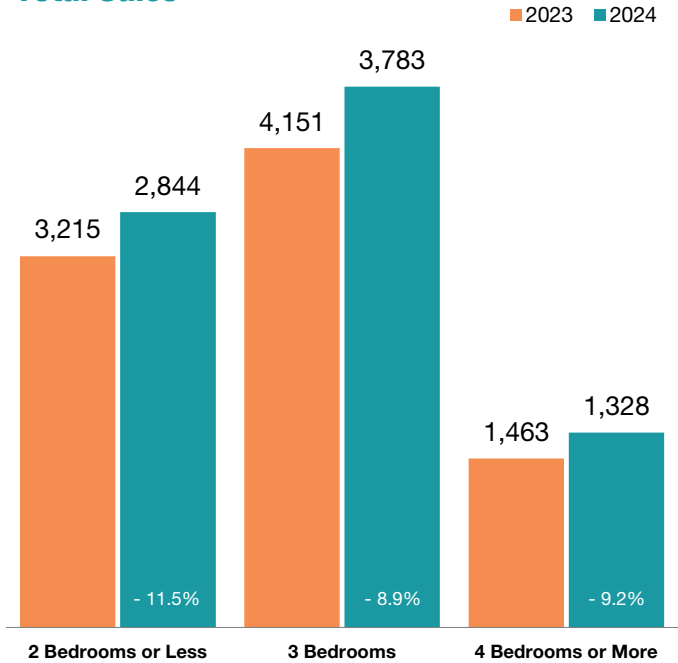
- 11.5%

Reduction in Total Sales  
2 Bedrooms or Less

- 9.2%

Reduction in Total Sales  
4 Bedrooms or More

## Total Sales



## 4 Bedrooms or More Market Share in 2024

Immokalee	36.5%
34117	30.3%
Immokalee / Ave Maria	26.7%
34142	26.7%
34119	25.5%
34120	24.9%
Ave Maria	23.4%
34102	22.6%
North Naples	19.8%
East Naples	18.9%
Naples Beach	18.5%
34108	16.9%
34103	16.8%
Collier County	16.8%
34116	16.7%
34109	16.5%
Naples	16.3%
34110	15.1%
34105	12.6%
34113	11.4%
34114	11.4%
Central Naples	10.4%
South Naples	7.6%
34104	5.5%
34112	4.4%
Everglades City	0.0%
34137	0.0%

95.4%

Percent of List Price Received  
in 2024 for  
All Properties

95.1%

Percent of List Price Received  
in 2024 for  
2 Bedrooms or Less

95.8%

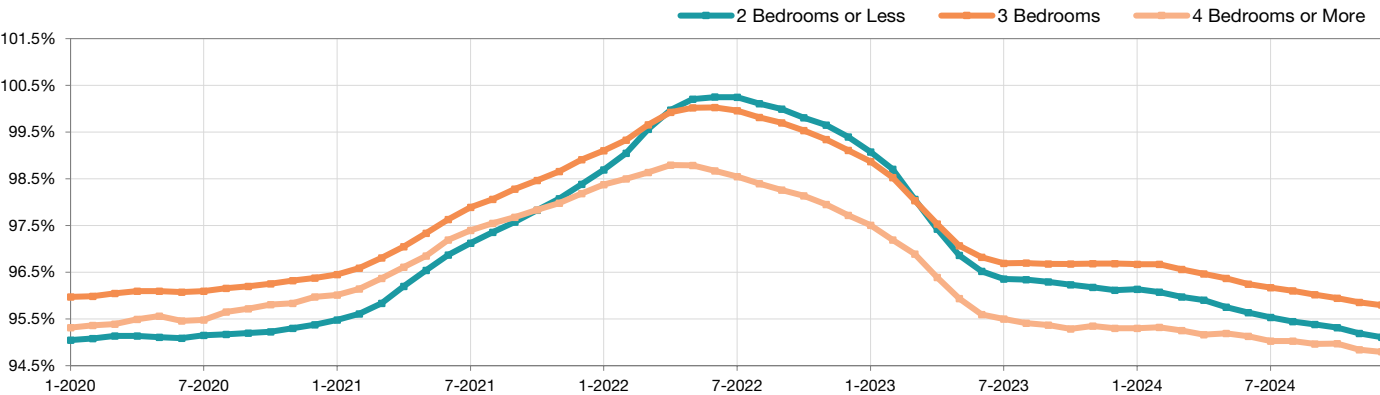
Percent of List Price Received  
in 2024 for  
3 Bedrooms

94.8%

Percent of List Price Received  
in 2024 for  
4 Bedrooms or More

## Percent of List Price Received

This chart uses a rolling 12-month average for each data point.



## Area Overviews

	Total Total Sales	Change from 2023	Change from 2020	New Listings	Average Days on Market	Inventory of Homes for Sale	Months Supply of Inventory	Pct. of List Price Received
Collier County	8,805	- 8.8%	--	17,085	77	6,402	8.7	95.2%
Central Naples	1,072	- 10.7%	- 34.2%	1,984	62	663	7.4	95.6%
East Naples	2,048	- 7.3%	- 28.5%	3,711	74	1,290	7.6	96.3%
Immokalee / Ave Maria	296	- 13.2%	+ 37.7%	553	88	194	7.9	96.2%
Naples Beach	1,270	- 8.9%	- 44.5%	3,020	102	1,425	13.5	93.4%
North Naples	1,964	- 8.5%	- 41.0%	3,550	65	1,157	7.1	95.3%
South Naples	1,316	- 15.6%	- 34.8%	2,641	71	966	8.8	95.4%
Everglades City	7	+ 16.7%	+ 16.7%	18	258	7	4.0	91.5%
Naples	7,668	- 9.9%	- 36.7%	14,900	74	5,498	8.6	95.3%
Ave Maria	222	- 13.6%	+ 25.4%	461	91	170	9.2	95.6%
Immokalee	74	- 11.9%	+ 94.7%	90	81	24	3.9	97.9%
34102	363	- 12.3%	- 99.1%	917	110	484	16.0	92.6%
34103	386	- 9.6%	- 41.6%	922	102	422	13.1	93.1%
34104	451	- 15.2%	- 38.9%	871	59	302	8.0	95.5%
34105	412	- 10.4%	- 30.5%	782	67	268	7.8	95.2%
34108	521	- 5.8%	- 43.7%	1,181	95	519	12.0	94.3%
34109	478	- 9.5%	- 98.8%	859	62	269	6.8	95.2%
34110	657	- 11.3%	- 98.3%	1,253	73	448	8.2	94.9%
34112	722	- 15.3%	- 98.1%	1,450	70	512	8.5	95.5%
34113	594	- 16.1%	- 98.5%	1,191	73	454	9.2	95.4%
34114	809	- 7.2%	- 97.9%	1,540	82	604	9.0	95.5%
34116	209	0.0%	- 99.5%	331	55	93	5.3	96.5%
34117	234	- 18.2%	- 99.4%	442	61	146	7.5	97.3%
34119	829	- 5.6%	- 97.8%	1,438	59	440	6.4	95.8%
34120	1,004	- 4.5%	- 97.4%	1,727	72	538	6.4	96.8%
34137	1	0.0%	- 100.0%	2	15	2	2.0	92.7%
34142	296	- 13.2%	- 99.2%	553	88	194	7.9	96.2%



## Area Prices

	2020	2021	2022	2023	2024	Change From 2023	Change From 2020
Collier County	\$385,900	\$465,000	\$595,000	\$625,000	\$639,900	+ 2.4%	+ 65.8%
Central Naples	\$287,500	\$320,000	\$428,090	\$445,000	\$451,250	+ 1.4%	+ 57.0%
East Naples	\$343,900	\$435,000	\$559,900	\$580,000	\$605,000	+ 4.3%	+ 75.9%
Immokalee / Ave Maria	\$266,000	\$330,000	\$407,500	\$420,000	\$417,450	- 0.6%	+ 56.9%
Naples Beach	\$877,500	\$925,000	\$1,250,000	\$1,400,000	\$1,339,000	- 4.4%	+ 52.6%
North Naples	\$430,500	\$510,000	\$652,000	\$715,000	\$695,000	- 2.8%	+ 61.4%
South Naples	\$275,000	\$320,000	\$437,250	\$472,500	\$475,000	+ 0.5%	+ 72.7%
Everglades City	\$275,000	\$260,000	\$280,000	\$357,500	\$185,000	- 48.3%	- 32.7%
Naples	\$375,000	\$450,000	\$580,000	\$615,000	\$625,000	+ 1.6%	+ 66.7%
Ave Maria	\$280,000	\$349,000	\$431,500	\$465,000	\$472,495	+ 1.6%	+ 68.7%
Immokalee	\$200,950	\$218,450	\$235,900	\$346,900	\$334,450	- 3.6%	+ 66.4%
34102	\$1,262,500	\$1,372,500	\$1,575,500	\$1,912,500	\$1,960,000	+ 2.5%	+ 55.2%
34103	\$875,000	\$925,000	\$1,275,000	\$1,400,000	\$1,300,000	- 7.1%	+ 48.6%
34104	\$247,500	\$282,750	\$400,500	\$396,950	\$401,000	+ 1.0%	+ 62.0%
34105	\$355,000	\$344,000	\$510,000	\$523,000	\$590,000	+ 12.8%	+ 66.2%
34108	\$699,000	\$820,000	\$1,100,000	\$1,200,000	\$1,200,000	0.0%	+ 71.7%
34109	\$385,000	\$480,000	\$599,950	\$711,250	\$657,500	- 7.6%	+ 70.8%
34110	\$465,000	\$512,000	\$659,000	\$675,000	\$690,000	+ 2.2%	+ 48.4%
34112	\$220,000	\$258,000	\$364,000	\$402,000	\$395,000	- 1.7%	+ 79.5%
34113	\$338,000	\$390,000	\$575,500	\$575,185	\$627,000	+ 9.0%	+ 85.5%
34114	\$375,840	\$459,000	\$618,000	\$622,802	\$613,266	- 1.5%	+ 63.2%
34116	\$300,000	\$345,000	\$415,000	\$468,500	\$465,000	- 0.7%	+ 55.0%
34117	\$335,000	\$426,250	\$524,999	\$530,000	\$582,500	+ 9.9%	+ 73.9%
34119	\$440,000	\$530,500	\$685,000	\$745,000	\$735,000	- 1.3%	+ 67.0%
34120	\$330,000	\$426,000	\$549,000	\$570,000	\$610,000	+ 7.0%	+ 84.8%
34137	\$0	\$0	\$130,000	\$80,000	\$230,000	+ 187.5%	--
34142	\$266,000	\$330,000	\$407,500	\$420,000	\$417,450	- 0.6%	+ 56.9%