

# Elliman Report

## Q4-2024 Naples, FL Sales

### Single Family Dashboard

YEAR-OVER-YEAR

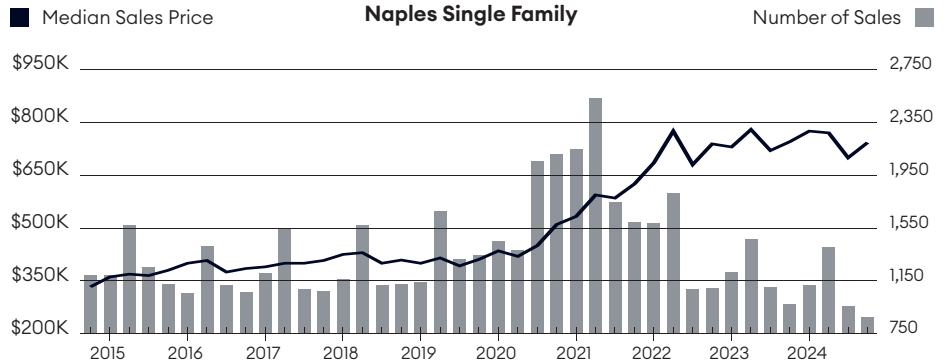
- **0.3%**  
Prices Median Sales Price
- **10.0%**  
Sales Closed Sales
- + **46.3%**  
Inventory Total Inventory
- + **21 days**  
Marketing Time Days on Market

### Condo Dashboard

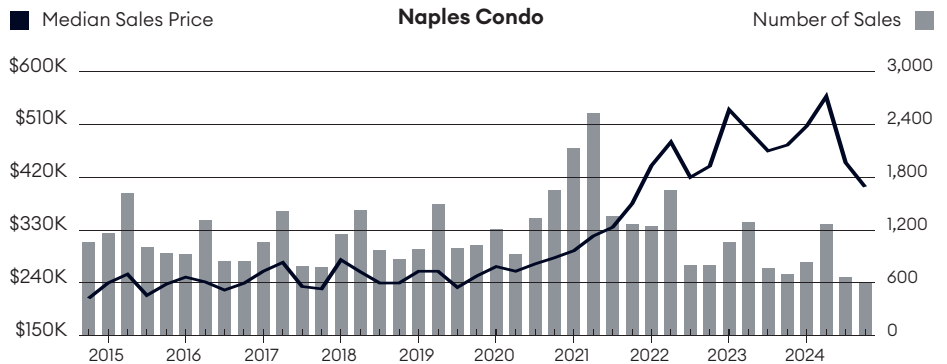
YEAR-OVER-YEAR

- **15.0%**  
Prices Median Sales Price
- **14.8%**  
Sales Closed Sales
- + **55.2%**  
Inventory Total Inventory
- + **36 days**  
Marketing Time Days on Market

- Single family median sales price showed a nominal year over year slip as sales declined
- Condo price trend indicators and sales declined year over year



Naples Single Family Matrix	Q4-2024	%Δ (QTR)	Q3-2024	%Δ (YR)	Q4-2023
Average Sales Price	\$1,327,390	11.1%	\$1,194,772	12.5%	\$1,179,829
Average Price Per Sq Ft	\$572	5.5%	\$542	8.3%	\$528
Median Sales Price	\$742,500	6.1%	\$699,500	-0.3%	\$745,000
Number of Sales (Closed)	877	-8.6%	960	-10.0%	974
Days on Market (From Last List Date)	74	0.0%	74	39.6%	53
Listing Discount (From Last List Price)	6.8%		7.1%		4.7%
Listing Inventory	2,600	-10.7%	2,913	46.3%	1,777
Months of Supply	8.9	-2.2%	9.1	61.8%	5.5
Average Square Feet	2,322	5.3%	2,206	3.8%	2,237



Naples Condo Matrix	Q4-2024	%Δ (QTR)	Q3-2024	%Δ (YR)	Q4-2023
Average Sales Price	\$756,448	-4.1%	\$789,198	-9.7%	\$838,112
Average Price Per Sq Ft	\$479	-1.8%	\$488	-6.6%	\$513
Median Sales Price	\$403,750	-9.3%	\$445,000	-15.0%	\$475,000
Number of Sales (Closed)	597	-9.5%	660	-14.8%	701
Days on Market (From Last List Date)	92	2.2%	90	64.3%	56
Listing Discount (From Last List Price)	6.1%		6.0%		4.1%
Listing Inventory	2,892	36.7%	2,116	55.2%	1,864
Months of Supply	14.5	51.0%	9.6	81.3%	8.0
Average Square Feet	1,585	-2.4%	1,624	-2.9%	1,633

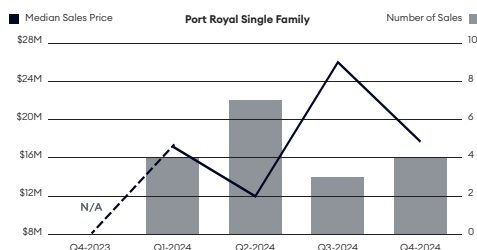


The median sales price of single family homes decreased by 0.3% year over year to \$742,500. Sales of single family homes dropped 10% to 877, while listing inventory surged by 46.3% to 2,600, marking the eleventh consecutive increase. With listing inventory rising faster than sales, the pace of the single family market

continued to decelerate. As a result, the months of supply, which indicates the time needed to sell all listing inventory at the current sales rate, stood at 8.9 months, 61.8% slower than the 5.5 months recorded during the same period last year. The median sales price for condos fell by 15% annually to \$403,750,

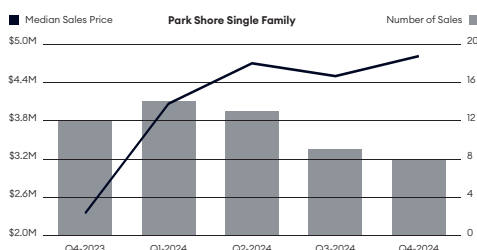
while listing inventory grew by 55.2% to 2,892 during the same period. The Park Shore single family market experienced a median sales price that more than doubled year over year to \$4,812,500, which is over three times the amount from five years ago.

## Port Royal Single Family



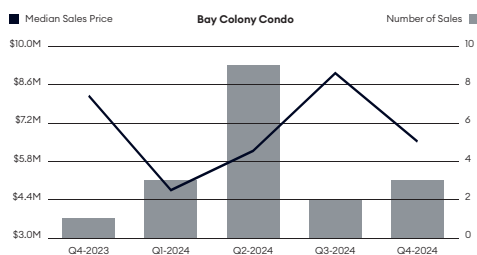
Port Royal Single Family Matrix	Q4-2024	%Δ (QTR)	Q3-2024	%Δ (YR)	Q4-2023
Average Sales Price	\$18,492,500	-33.3%	\$27,730,000	N/A	N/A
Average Price per Sq Ft	\$2,597	-7.4%	\$2,806	N/A	N/A
Median Sales Price	\$17,700,000	-31.9%	\$26,000,000	N/A	N/A
Number of Sales (Closed)	4	33.3%	3	N/A	N/A
Days on Market (From Last List Date)	153	-26.4%	208	N/A	N/A
Listing Discount (From Last List Price)	9.7%		20.7%	N/A	N/A
Listing Inventory	50	35.1%	37	11.1%	45
Months of Supply	37.5	1.4%	37.0	N/A	N/A
Average Square Feet	7,122	-27.9%	9,884	N/A	N/A

## Park Shore Single Family



Park Shore Single Family Matrix	Q4-2024	%Δ (QTR)	Q3-2024	%Δ (YR)	Q4-2023
Average Sales Price	\$4,586,950	3.0%	\$4,453,778	51.3%	\$3,031,150
Average Price per Sq Ft	\$1,389	5.4%	\$1,318	31.0%	\$1,060
Median Sales Price	\$4,812,500	7.0%	\$4,499,000	104.8%	\$2,350,000
Number of Sales (Closed)	8	-11.1%	9	-33.3%	12
Days on Market (From Last List Date)	103	-34.4%	157	-8.0%	112
Listing Discount (From Last List Price)	6.3%		6.4%		10.6%
Listing Inventory	69	19.0%	58	6.2%	65
Months of Supply	25.9	34.2%	19.3	58.9%	16.3
Average Square Feet	3,302	-2.2%	3,378	15.5%	2,860

## Bay Colony Condo



Bay Colony Condo Matrix	Q4-2024	%Δ (QTR)	Q3-2024	%Δ (YR)	Q4-2023
Average Sales Price	\$7,700,000	-14.7%	\$9,025,000	-6.1%	\$8,200,000
Average Price per Sq Ft	\$1,776	-7.9%	\$1,928	-26.6%	\$2,419
Median Sales Price	\$6,525,000	-27.7%	\$9,025,000	-20.4%	\$8,200,000
Number of Sales (Closed)	3	50.0%	2	200.0%	1
Days on Market (From Last List Date)	42	-84.3%	268	1300.0%	3
Listing Discount (From Last List Price)	5.1%		12.7%		0.0%
Listing Inventory	63	28.6%	49	34.0%	47
Months of Supply	63.0	-14.3%	73.5	-55.3%	141.0
Average Square Feet	4,335	-7.4%	4,682	27.9%	3,390

## By Sales Share Naples

Finance	Current Quarter	Prior Year Quarter
Single Family Cash	46.6%	51.0%
Single Family Mortgage	53.4%	49.0%
Condo Cash	60.3%	70.5%
Condo Mortgage	39.7%	29.5%

Price	Current Quarter	Prior Year Quarter
Single Family Under \$500K	17.9%	16.9%
Single Family \$500K - \$1M	49.4%	50.7%
Single Family Over \$1M	32.7%	32.3%
Condo Under \$500K	62.3%	52.4%
Condo \$500K-\$1M	22.3%	26.8%
Condo Over \$1M	15.4%	20.8%

Over/Under Last List	Current Quarter	Prior Year Quarter
Single Family Over	2.5%	4.4%
Single Family At	6.6%	8.5%
Single Family Under	91.0%	87.1%
Condo Over	1.7%	4.7%
Condo At	5.7%	10.6%
Condo Under	92.9%	84.7%

Questions or comments? Email report author Jonathan Miller at [jmiller@millersamuel.com](mailto:jmiller@millersamuel.com)  
Methodology: [millersamuel.com/research-reports/methodology](http://millersamuel.com/research-reports/methodology)

**Douglas Elliman Real Estate**  
100 Beach Drive NE, Suite 102  
St. Petersburg, FL 33701  
727.698.5708 • [elliman.com](http://elliman.com)

**Miller Samuel Real Estate Appraisers & Consultants**  
21 West 38<sup>th</sup> Street, New York, NY 10018  
212.768.8100 • [millersamuel.com](http://millersamuel.com)

© 2025 DOUGLAS ELLIMAN REAL ESTATE AND MILLER SAMUEL REAL ESTATE APPRAISERS & CONSULTANTS. ALL WORLDWIDE RIGHTS RESERVED. ALL MATERIAL PRESENTED HEREIN IS INTENDED FOR INFORMATION PURPOSES ONLY. WHILE THIS INFORMATION IS BELIEVED TO BE CORRECT, IT IS REPRESENTED SUBJECT TO ERRORS, OMISSIONS, CHANGES OR WITHDRAWAL WITHOUT NOTICE. ALL PROPERTY INFORMATION, INCLUDING, BUT NOT LIMITED TO SQUARE FOOTAGE, ROOM COUNT, NUMBER OF BEDROOMS AND THE SCHOOL DISTRICT IN PROPERTY LISTINGS SHOULD BE VERIFIED BY YOUR OWN ATTORNEY, ARCHITECT OR ZONING EXPERT. IF YOUR PROPERTY IS CURRENTLY LISTED WITH ANOTHER REAL ESTATE BROKER, PLEASE DISREGARD THIS OFFER. IT IS NOT OUR INTENTION TO SOLICIT THE OFFERINGS OF OTHER REAL ESTATE BROKERS. WE COOPERATE WITH THEM FULLY. EQUAL HOUSING OPPORTUNITY. 🏠