

Old Naples in Naples, FL



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Old Naples in Naples, FL

Market Trends

Market Trends for Old Naples in Naples, FL

Single Family Residence

September 2026

Market Type

Seller's Market

Balanced Market

Buyer's Market

Key Details

Months of Inventory

8.5

↑ 34.28% MoM

Sold to List Price %

98.2%

Median Days in RPR

8

Median Sold Price

\$4,500,000

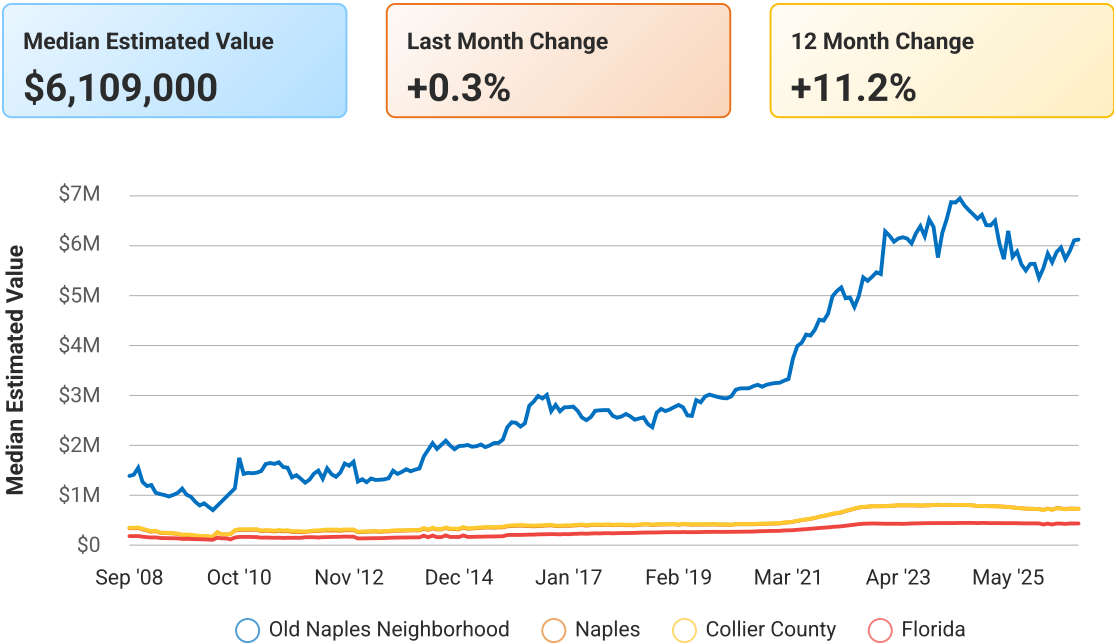
September 2026 Median Estimated Property Value

Single Family Residence

This graphic displays property estimates for a market area and a subject property, where one has been selected. Estimated property values are generated by a valuation model and are not formal appraisals.

Source: Public records, and MLS sources where licensed

Update Frequency: Monthly



Old Naples in Naples, FL

September 2026 Active Listings

Old Naples in Naples, FL

Single Family Residence

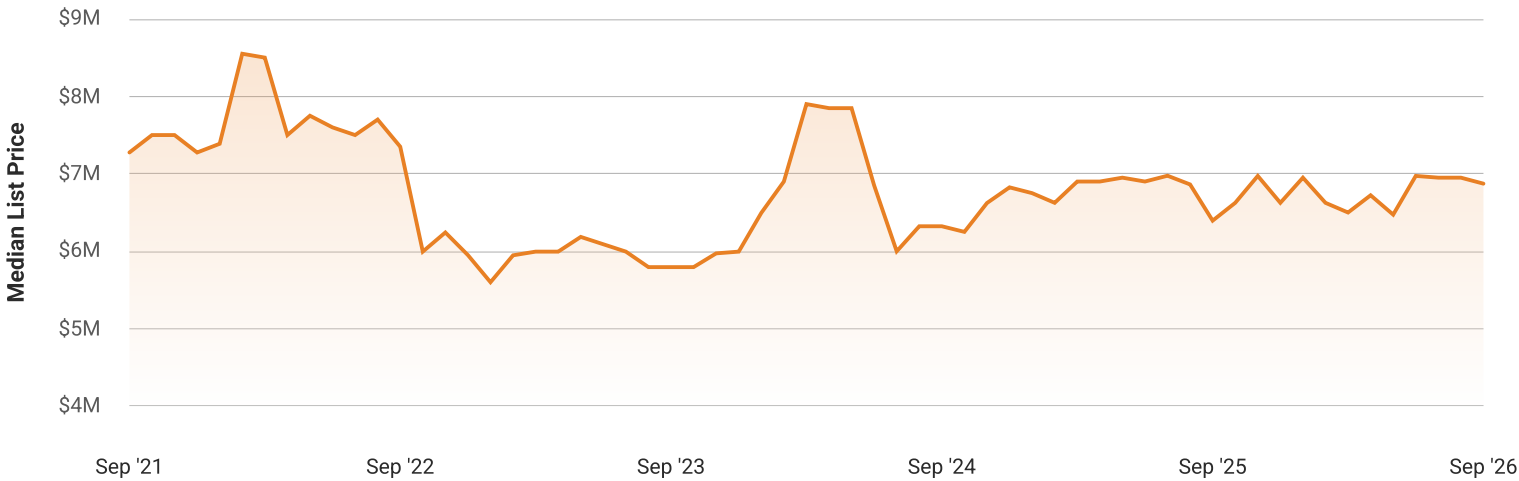
This graphic summarizes key statistics for properties that were in an active status on the last day of each month. RPR uses list date and a derived pending date to determine if the listing was active on the last day of the month. An end-of-month snapshot of active listings helps to understand inventory levels, price points and duration on the market.

Source: Listing sources

Update Frequency: Monthly

Median List Price - \$6,872,500

↓ 1.1% Month over Month



Old Naples in Naples, FL

September 2026 Pending Listings

Old Naples in Naples, FL

Single Family Residence

This graphic summarizes key statistics for properties that were in a pending status on the last day of the month. RPR uses the list date, a derived pending date and a derived off-market status date to determine if the listing was in a pending status on the last day of the month. An end-of-month snapshot of pending listings helps to understand inventory that is waiting to close, price points and duration on the market.

Source: Listing sources

Update Frequency: Monthly



Old Naples in Naples, FL

September 2026 Sold Listings

Old Naples in Naples, FL

Single Family Residence

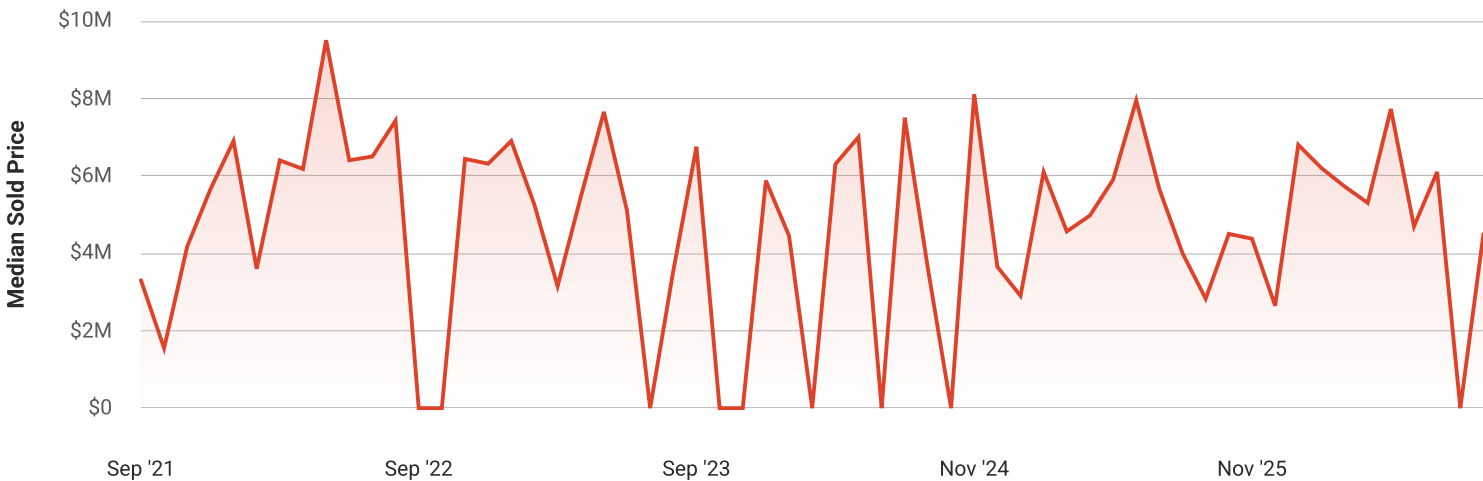
This graphic summarizes key statistics for properties that sold each month. RPR uses a derived sold date to determine when a property moved into a sold status within the given month. These statistics are important for understanding the price points on sold properties as well as the difference between the list price and sold price, which reveals whether buyers are paying over or under the asking price.

Source: Listing sources

Update Frequency: Monthly

Median Sold Price - \$4,500,000

Month over Month



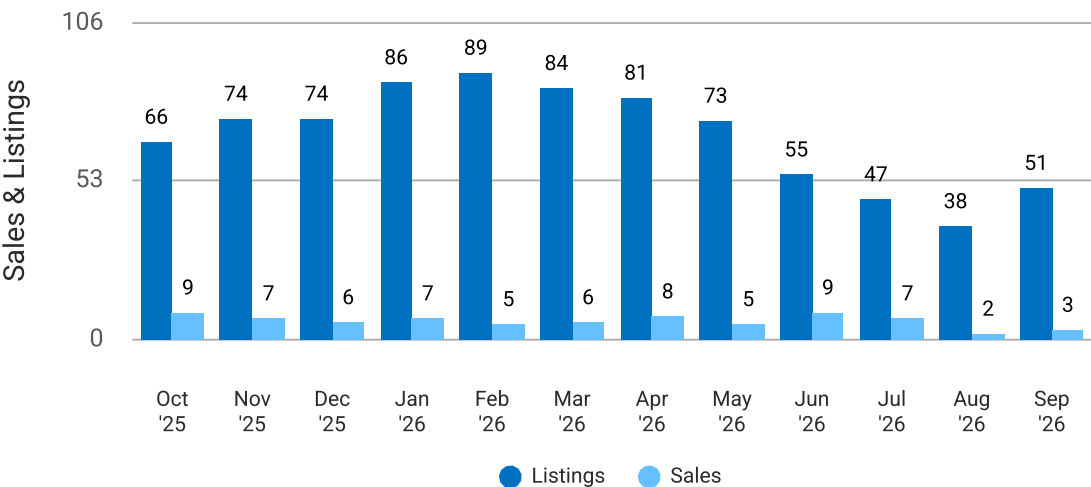
Total Sales and Active Listings in Old Naples in Naples, FL

Single Family Residence

This graph compares the number of sales with the number of active listings in the local market.

Source: MLS data where licensed

Update Frequency: Monthly



Old Naples in Naples, FL

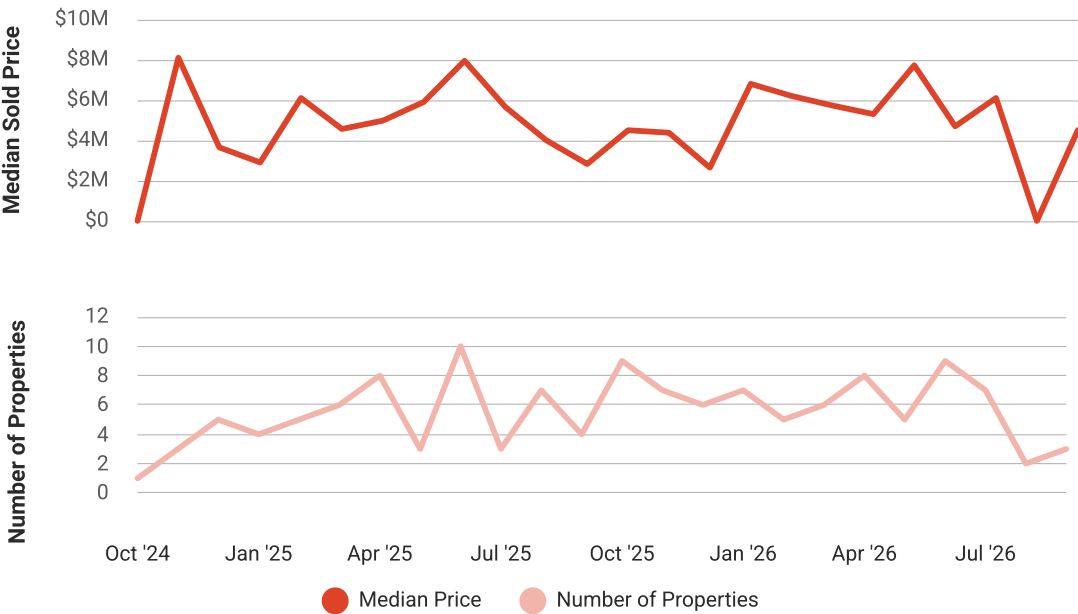
Median Sold Price vs Sold Listings in Old Naples in Naples, FL

Single Family Residence

This chart compares the trend of median sold price and number of sold listings for the given location.

Source: Listing Data

Update Frequency: Monthly



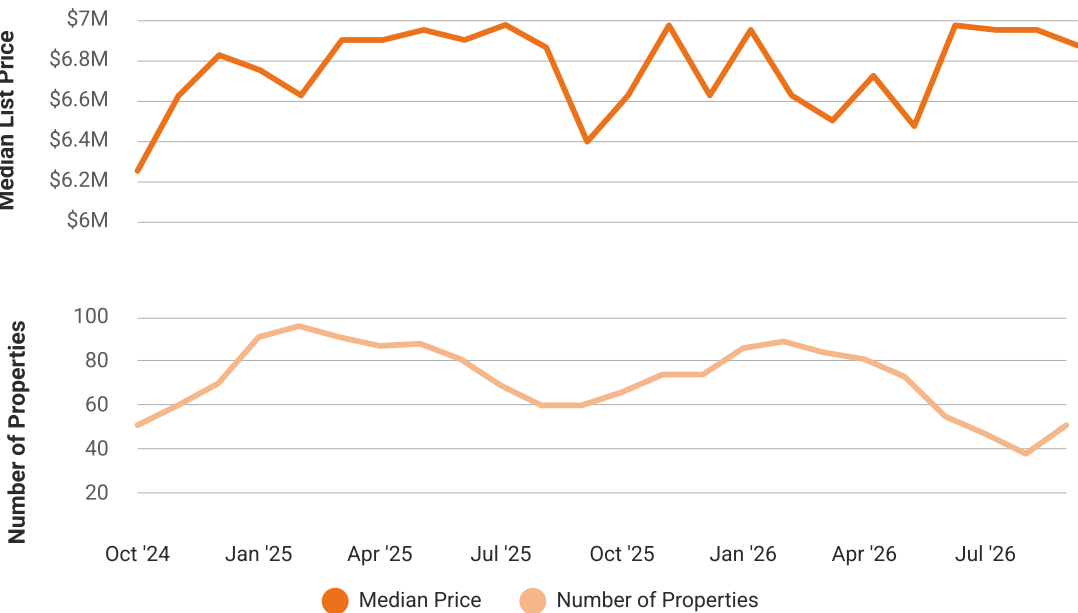
Median List Price vs Active Listings in Old Naples in Naples, FL

Single Family Residence

This chart compares the trend of median list price and number of active properties for the given location.

Source: Listing Data

Update Frequency: Monthly



Old Naples in Naples, FL

Market Snapshot

Value and Price Changes

	Current	Last Month	Last 3 Months	Last 12 Months	Last 24 Months	Last 36 Months
Median Est. Property Value Last Updated: 9/30/2026	\$6,109,000	\$6,093,000 +0.26%	\$5,721,000 +6.78%	\$5,492,000 +11.23%	\$6,614,000 -7.64%	\$6,375,000 -4.17%
Median Sold Price Last Updated: 9/30/2026	\$4,500,000	-	\$4,695,000 -4.15%	\$2,825,000 +59.29%	\$3,600,000 +25%	\$6,750,000 -33.33%
Median List Price Last Updated: 9/30/2026	\$6,872,500	\$6,950,000 -1.12%	\$6,972,500 -1.43%	\$6,395,000 +7.47%	\$6,322,500 +8.7%	\$5,795,000 +18.59%

About this Data: Because some brokerages may choose not to include their MLS listing content within the RPR platform, the analysis contained in this report may not have been created using all the available listing data within this geographical market.
Median estimated property values are generated by a valuation model and are not formal appraisals. Valuations are based on public records and MLS data where licensed. The Metrics displayed here reflect **Residential Single Family properties** data.

Market Activity

Market Activity Filters

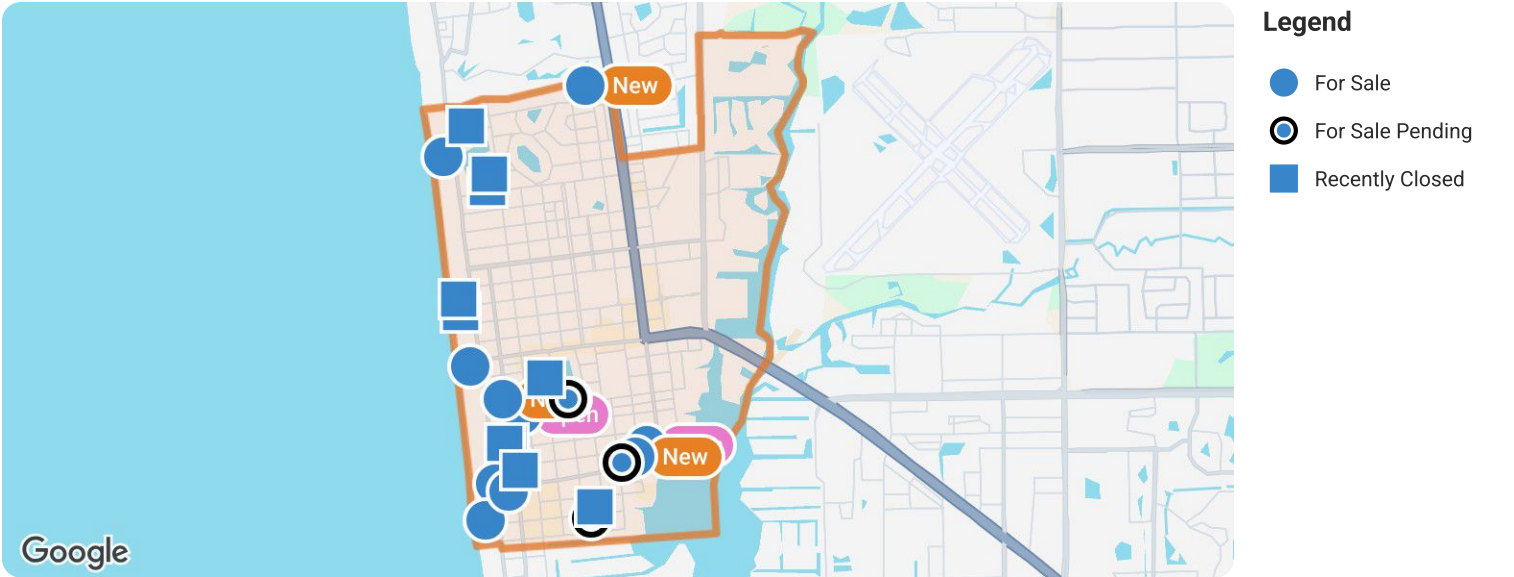
- Sort Order: Price
- Maximum Properties Per Change Type: 10
- Change Types: New Listings, Pending, Closed, Distressed
- Property Types: Single Family
- Property Features: Sale Price: Any, Lease Price: Any, Beds: Any, Baths: Any, Living Area: Any, Lot Size: Any, Year Built: Any



Old Naples in Naples, FL

Summary

For Sale Activity in the Last 6 Months



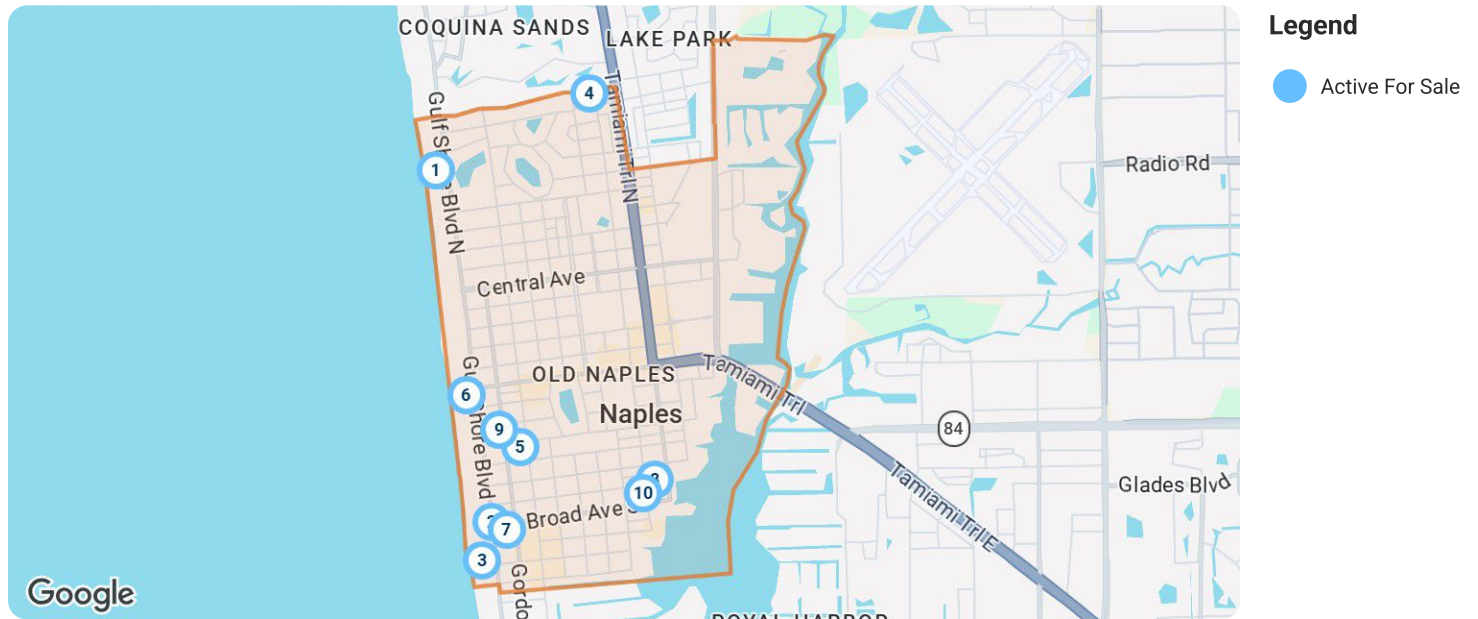
	New	Pending	Closed
Number of Properties	10	2	10
Lowest Listing Price / Est.Value	\$9,750,000	\$2,995,000	\$9,750,000
Median Listing Price / Est.Value	\$14,000,000	\$4,747,500	\$14,050,000
Highest Listing Price / Est.Value	\$27,900,000	\$6,500,000	\$27,000,000
Average Price / sqft	\$2,679	\$1,474	\$2,607
Median Price / sqft	\$2,237	\$1,474	\$2,538
Average Days in RPR	80	99	407
Median Days in RPR	73	99	251
Total Volume	\$171,740,000	\$9,495,000	\$155,300,000
Source	Listings	Listings	Public Records & Listings

Old Naples in Naples, FL

Market Activity Breakdown

New

Source: Listings



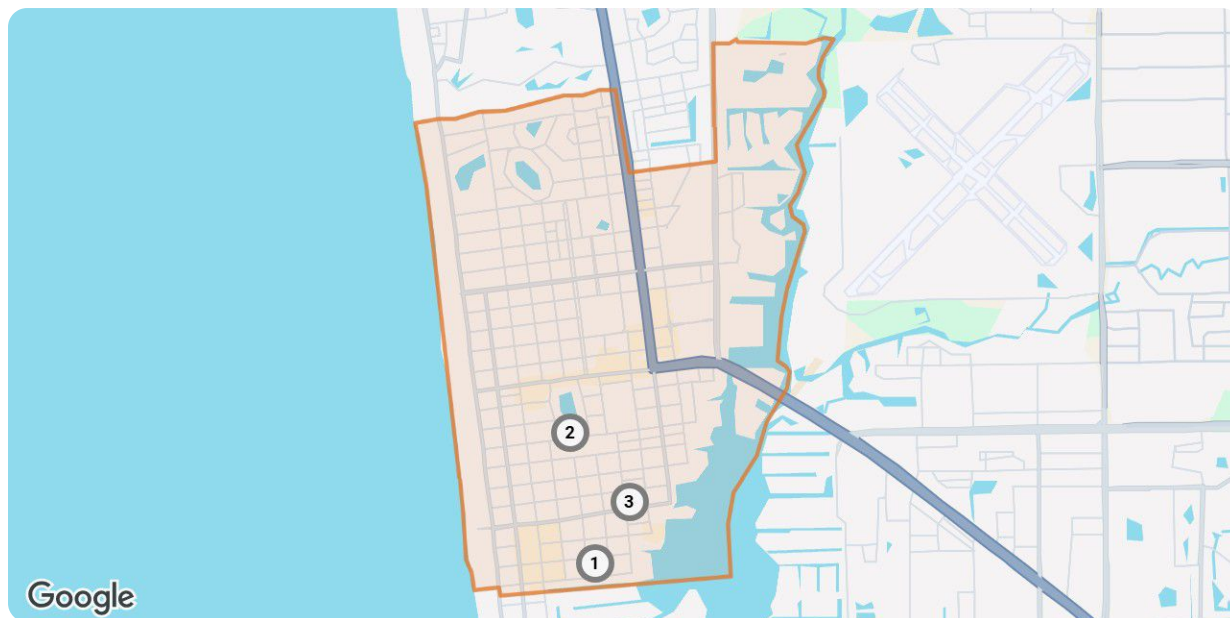
New: 10 properties		Property Type	Beds / Baths	Living Area (sq ft)	Lot Size	Year Built	List Date / Days in RPR	List Price / \$ Per Sq Ft
1	23 6th Ave N Naples, FL 34102 MLS ID: 226018147 ● Active / For Sale <i>Listing Courtesy of Coldwell Banker Realty</i>	Single Family	6/6	5,945	0.6 acres	1962	5/8/2026 166 days	\$27,900,000 \$4,693/sq ft
2	616 Bougainvillea Rd Naples, FL 34102 MLS ID: 226035214 ● Active / For Sale <i>Listing Courtesy of William Raveis Real Estate</i>	Single Family	6/12	9,447	0.52 acres	2026	10/1/2026 20 days	\$25,900,000 \$2,742/sq ft
3	1100 Gulf Shore Blvd S Naples, FL 34102 MLS ID: 226022104 ● Active / For Sale <i>Listing Courtesy of William Raveis Real Estate</i>	Single Family	6/8	6,978	0.34 acres	2026	5/19/2026 155 days	\$25,000,000 \$3,583/sq ft
4	55 13th Ave S Naples, FL 34102 MLS ID: 226024712 ● Active / For Sale <i>Listing Courtesy of Gulf Coast International Prop</i>	Single Family	6/7	6,143	0.53 acres	1886	6/30/2026 113 days	\$21,995,000 \$3,580/sq ft
5	774 S Golf Dr Naples, FL 34102 MLS ID: 226031429 ● Active / For Sale <i>Listing Courtesy of William Raveis Real Estate</i>	Single Family	5/7	6,882	0.3 acres	2024	9/1/2026 50 days	\$14,500,000 \$2,107/sq ft

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New: 10 properties		Property Type	Beds / Baths	Living Area (sq ft)	Lot Size	Year Built	List Date / Days in RPR	List Price / \$ Per Sq Ft
6	 40 5th Ave S Naples, FL 34102 MLS ID: 226029919 ● Active / For Sale Listing Courtesy of Coldwell Banker Realty	Single Family	5/7	7,635	0.29 acres	2002	7/18/2026 95 days	\$13,500,000 \$1,768/sq ft
7	 501 7th Ave N Naples, FL 34102 MLS ID: 226035032 ● Active / For Sale Listing Courtesy of William Raveis Real Estate	Single Family	5/6	5,449	0.29 acres	2025	10/1/2026 20 days	\$12,900,000 \$2,367/sq ft
8	 241 7th Ave N Naples, FL 34102 MLS ID: 226032954 ● Active / For Sale Listing Courtesy of William Raveis Real Estate	Single Family	5/7	5,069	0.32 acres	2014	10/1/2026 20 days	\$10,395,000 \$2,051/sq ft
9	 636 13th Ave S Naples, FL 34102 MLS ID: 226036618 ● Active / For Sale Listing Courtesy of Gulf Coast International Prop	Single Family	4/6	4,819	0.29 acres	2020	10/14/2026 7 days	\$9,900,000 \$2,054/sq ft
10	 160 Broad Ave S Naples, FL 34102 MLS ID: 226019430 ● Active / For Sale Listing Courtesy of John R Wood Properties	Single Family	4/6	5,283	0.26 acres	2017	5/23/2026 151 days	\$9,750,000 \$1,846/sq ft

Pending

Source: Listings



Legend

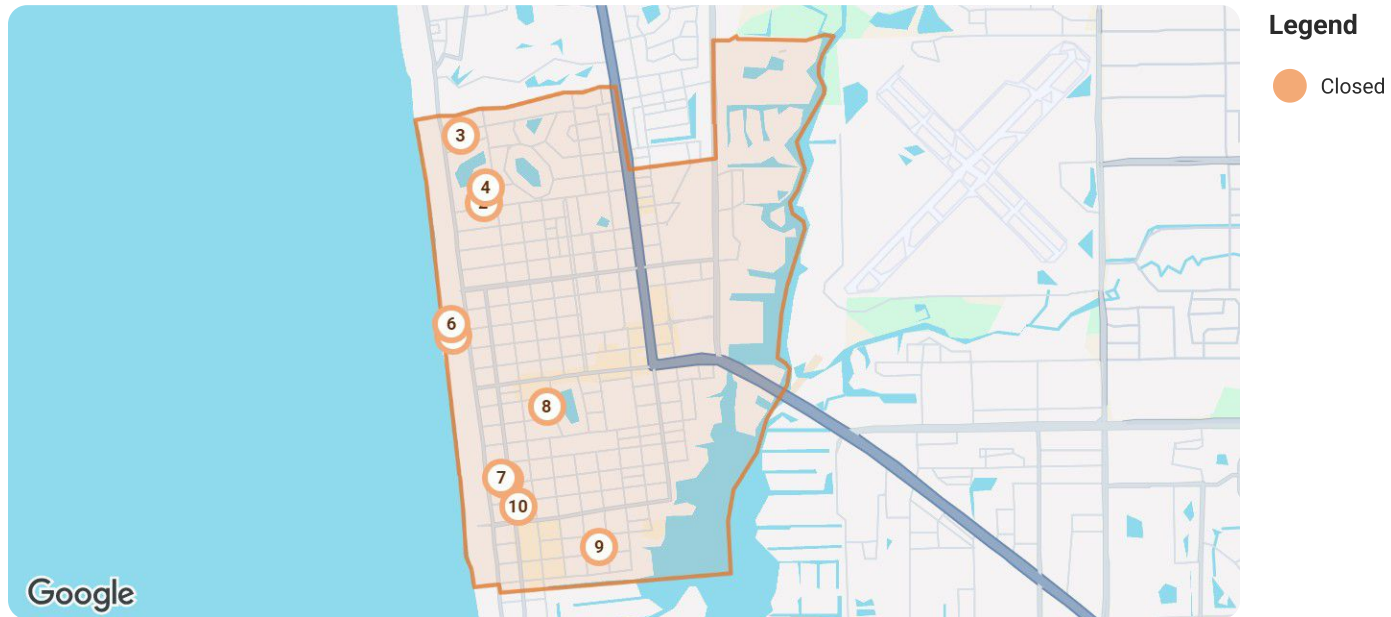
Pending

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Pending: 2 properties		Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	List Date	List Price / \$ Per Sq Ft	Pending Date / Days in RPR
1	 131 3rd St N Naples, FL 34102 MLS ID: 226033639 Pending / For Sale	Single Family	5/4	3,923	0.34 acres 2007	9/23/2026	\$6,500,000 \$1,657/sq ft	10/6/2026 13 days
Listing Courtesy of John R Wood Properties								
2	 660 8th Ave S Naples, FL 34102 MLS ID: 226014758 Pending / For Sale	Single Family	5/4	2,320	8,276 sqft 1940	4/10/2026	\$2,995,000 \$1,291/sq ft	10/12/2026 185 days
Listing Courtesy of Naples Trust Real Estate Servi								

Closed

Source: Public Records and Listings



Closed: 10 properties		Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	Closed Date / Days in RPR	Closed Price / \$ Per Sq Ft	List to Sold Price %	
1		26 2nd Ave S Naples, FL 34102 MLS ID: 225085203 Closed / For Sale	Single Family	4/7	8,770	0.52 acres 2025	6/23/2026 141 days	\$27,000,000 \$3,079/sq ft	↓ 22.64%
Courtesy of Premier Sotheby's Int'l Realty									
2		225 4th Ave N Naples, FL 34102 MLS ID: 226000030 Closed / For Sale	Single Family	6/8	7,504	0.96 acres 2020	6/16/2026 155 days	\$24,400,000 \$3,252/sq ft	↓ 12.84%
Courtesy of John R Wood Properties									
3		190 7th Ave N Naples, FL 34102 MLS ID: 223079436 Closed / For Sale	Single Family	5/7	6,409	0.35 acres 2026	6/5/2026 932 days	\$17,300,000 \$2,699/sq ft	↓ 8.47%
Courtesy of William Raveis Real Estate									

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Closed: 10 properties		Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	Closed Date / Days in RPR	Closed Price / \$ Per Sq Ft	List to Sold Price %
4	 477 3rd St N Naples, FL 34102 MLS ID: 224099245 Closed / For Sale	Single Family	4/5	5,483	0.51 acres 2025	5/1/2026 466 days	\$15,900,000 \$2,900/sq ft	↓ 6.19%
Courtesy of London Bay Realty Inc.								
5	 187 10th Ave S Naples, FL 34102 MLS ID: 225001455 Closed / For Sale	Single Family	6/8	6,655	0.34 acres 2025	7/29/2026 552 days	\$15,100,000 \$2,269/sq ft	↓ 13.71%
Courtesy of Compass Florida LLC								
6	 25 2nd Ave S Naples, FL 34102 MLS ID: 226004403 Closed / For Sale	Single Family	3/4	3,819	10,454 sqft 2003	7/1/2026 112 days	\$13,000,000 \$3,404/sq ft	↓ 7.14%
Courtesy of Douglas Elliman Florida,LLC								
7	 128 1st Ave S Naples, FL 34102 MLS ID: 224012251 Closed / For Sale	Single Family	5/7	5,174	10,019 sqft 2025	10/16/2026 983 days	\$12,300,000 \$2,377/sq ft	↓ 4.65%
Courtesy of William Raveis Real Estate								
8	 544 13th Ave S Naples, FL 34102 MLS ID: 225081393 Closed / For Sale	Single Family	5/7	5,436	10,454 sqft 2026	10/7/2026 272 days	\$10,750,000 \$1,978/sq ft	↓ 6.48%
Courtesy of Waterfront Realty Group Inc								
9	 644 W Lake Dr Naples, FL 34102 MLS ID: 225073095 Closed / For Sale	Single Family	4/6	4,357	8,712 sqft 2022	5/29/2026 229 days	\$9,800,000 \$2,249/sq ft	↓ 4.39%
Courtesy of Premier Sotheby's Int'l Realty								
10	 575 13th Ave S Naples, FL 34102 MLS ID: 225079204 Closed / For Sale	Single Family	5/6	5,230	10,454 sqft 2026	7/8/2026 228 days	\$9,750,000 \$1,864/sq ft	↓ 7.14%
Courtesy of Compass Florida LLC								

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- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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