Keys-wide Comparison of January through September 2025 vs 2024

A Luxury Island Property is currently defined as residential property listed for sale for $1.8 million or more in Monroe County stretching from Key Largo to Key West – excluding Ocean Reef. The average sale price for a luxury property meeting that definition has, for the first time, exceeded $3 Million while the average asking price now also tops $4.2 Million. These positive metrics are tempered by a 5.4% decrease in the number of sales juxtaposed with a 3% improvement in the average sale price. The number of new listings increased 5.2% along with an 11.7% increase in the average list price which have collectively served to increase the marketing time by 17.5% to 114 days. The increase in the number and average price of listings has eroded the margins between asking prices and selling prices which continues to grow along with the marketing time. Sellers of luxury properties are negotiating sale prices that are, on average, over 14% less than the original asking price and they are reducing the price during the term of the listing by an average of 6.4%. Those reductions are at an all-time high and suggest that buyers are beginning to exert some control on asking prices that have been steadily escalating since Covid in 2020.

The fourth quarter is typically the slowest selling period of the calendar year. There are fewer buyers while the number of properties for sale grows until inventories peak in the first quarter of the following year while sales peak in the second quarter. This traditional annual cycle has been interrupted by the response to Covid and is now beginning to normalize.

We therefore predict that buyers will have more properties to choose from going forward as there will be more sellers entering the market than buyers which will put continued pressure on prices and negotiating margins. That said, we do not predict that sale prices will suffer significantly. The Florida Keys is the most expensive cost of living County in Florida with some of the highest construction costs. This fact, coupled with an inherently limited supply of prime building sites suitable for luxury homes, is made more extreme by the sunset of the Rate of Growth and Building Permit Allocations systems that provided awards for the construction of new homes. The unavailability and cost of entitled land for new Luxury homes will be ever more acute limiting the supply of new homes to the market and propping up the value of existing luxury homes as well.

Keys-wide sales declined 5.4% from 276 to 261.

Average Sale Price (ASP) was up 3.1% at $3,041,563 compared with $2,951,151 one year earlier.

Days On Market (DOM) increased 17.5% from 97 to 114

New Listings rose by 5.2% from 613 to 645.

Average New Listing List Price was up 11.7% going from $3,458,121 to $3,861,004

Based on Single Family, Townhouse, Condo, Duplex & Half-Duplex homes listed at $1,800,000+

KEYS-WIDE COMPARISON OF LIST PRICE TO SALE PRICE

Sales Price % vs Original Listed Price for properties sold after price reductions — **85.9%** *Down 2.6% from Prior 12 Months*

Sales Price % vs Listed Price at the time the property obtained a contract & sold — **92.3%** *Down 0.5% from Prior 12 Months*

Average List Price reduction during listing term for sold properties — **6.4%** *Up from 4.5% Prior 12 Months*

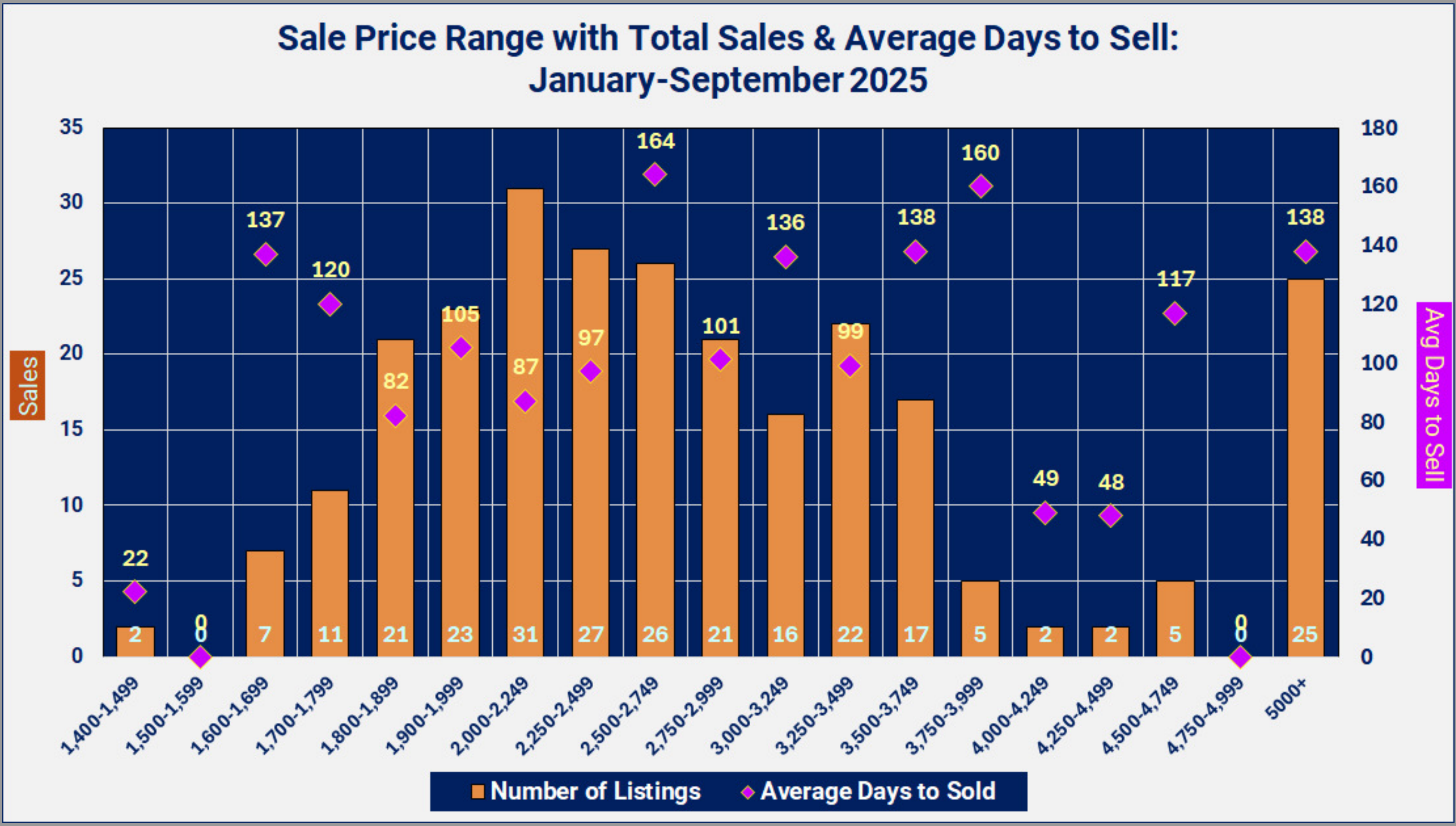
MARKET ANALYSIS:
PRICE RANGE REPORT

During the January-September 2025 time frame, 263 residences listed at $1.8 million and higher were sold.

- The average sale price for the 263 properties was $3,035,923
- The highest price was $16,000,000
- The median price was $2,599,000
- The lowest price was $1,420,555
- The average Market Time was 114 days

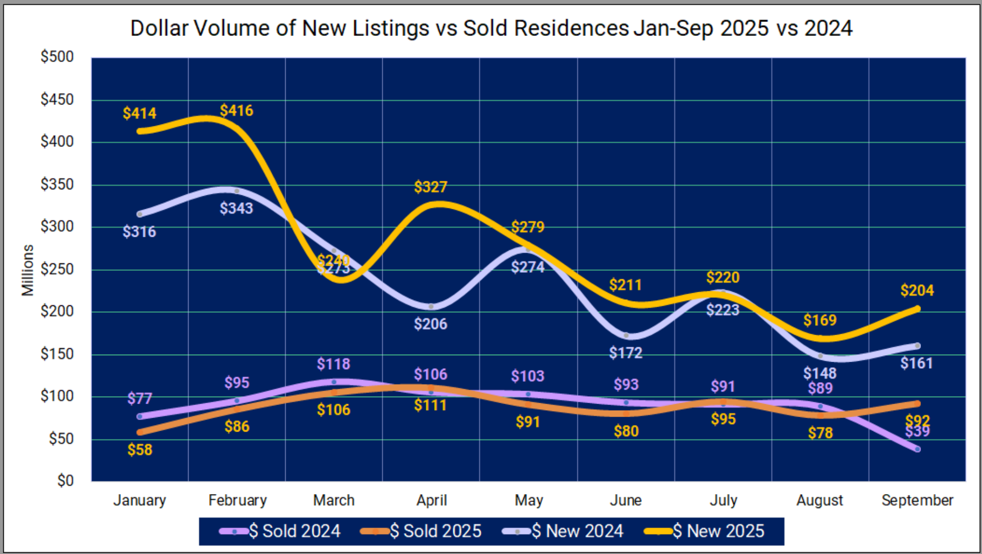
Among the qualifying properties listed during that time that did not sell:

- The average list price was $4,309,586
- The highest list price was $42,000,000
- The median list price was $2,975,000
- The lowest price was $1,800,000
- The average Market Time was 205 days as of Sept 30



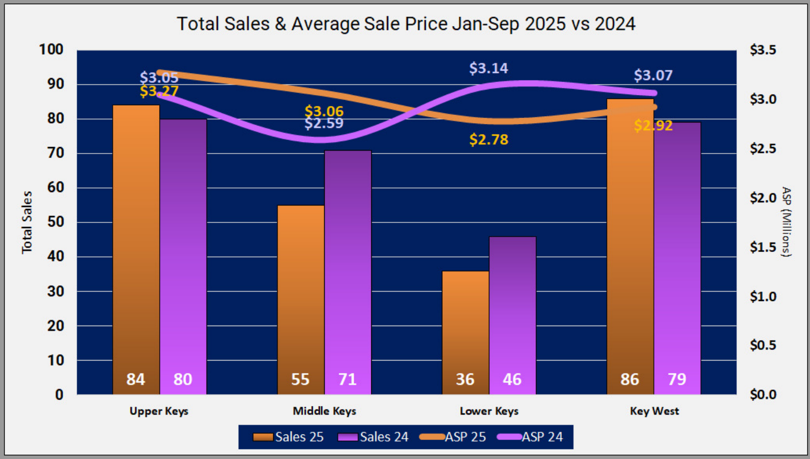
Dollar Volume of New Listings vs. Sold Properties

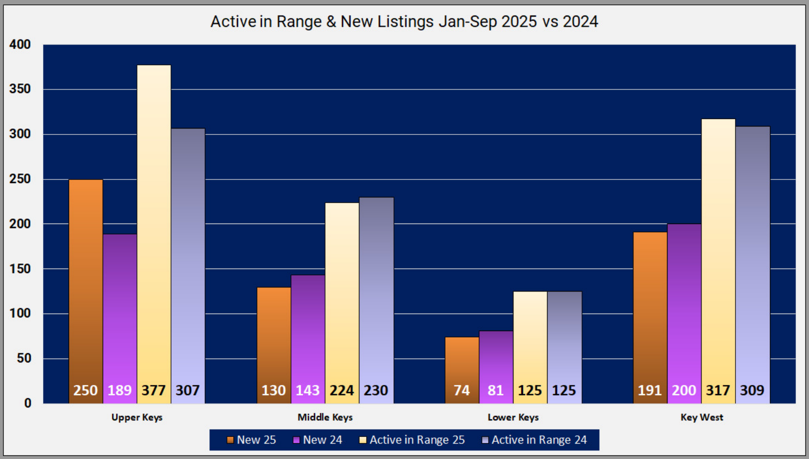
The dollar volume of residential sales during the first 9 months was within 2% of 2024's total. The dollar volume of luxury listings new to the market exceeded the 2024 total by 17%. September 2025's sales figure was dramatically better than in 2024.



SUBMARKET ANALYSIS

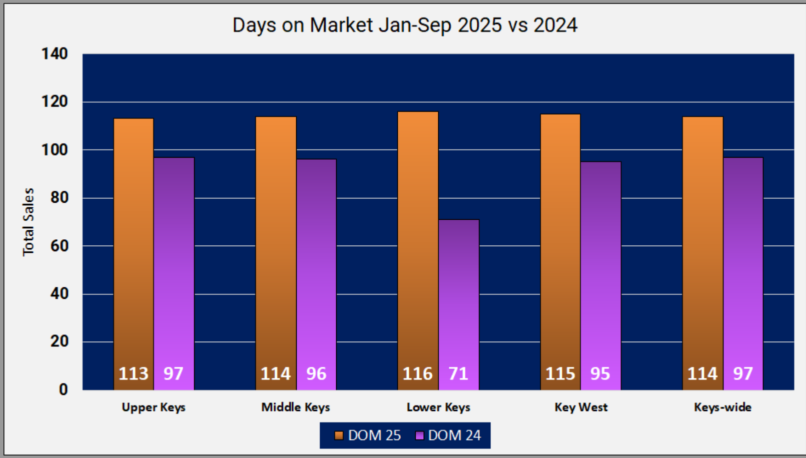
The Keys registered a 5.4% decline in **sales** vs. the same period in 2024. Key West was up 9% and the Upper Keys by 5%, however, the Middle Keys and Lower Keys fell by 23% and 22%, respectively. The **average sale price** gained 3.1% Keys-wide. The Middle Keys increased 18% and the Upper Keys by 7%. Key West lost 4.8% and the Lower Keys, 11.6%. The somewhat lower total sales and and modestly higher average sale price led to a 2.5% in dollar volume everywhere.





Active in Range shows listings that were active at any time between the beginning date (January 1)and the end date (September 30). Keys-wide, the total was 7.4% higher than in 2024. In the submarkets, there were more listings active everywhere except for the Lower Keys where it was flat. **New luxury listings** were up just over 5% Keys-wide but within the submarkets, Key Largo's 32% gain of new listings offset declines elsewhere ranging from 4.5T to 9%.

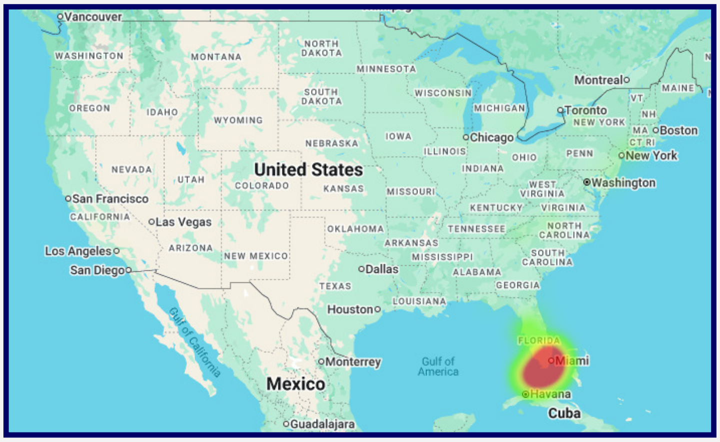
Across the Keys, the **number of days to contract** rose 17.5%, from 97 to 114. Each submarket was higher. The Upper Keys increased 16.5%, the Middle Keys by 19%, Key West by 21%, and the Lower Keys by 16.4%. This, despite the modest increase in total sales, pushed the Months of Inventory (also known as the Absorption Rate) to 12.6 months.



The difference between the original list price and the sale price increased 2.2% from 2024 to just over 14% Keys-wide for luxury homes. The margin between the final list price and sale price increased by half a percent to 7.7%. This yielded an average price reduction of 6.4% from original list price to final list price, 1.5% greater than in 2024. These figures were somewhat higher than for the residential market generally where the gap between original list price and final sale price was 12.7%, and 6.8% for final list price and sale price yielding a 5.9% margin between them.

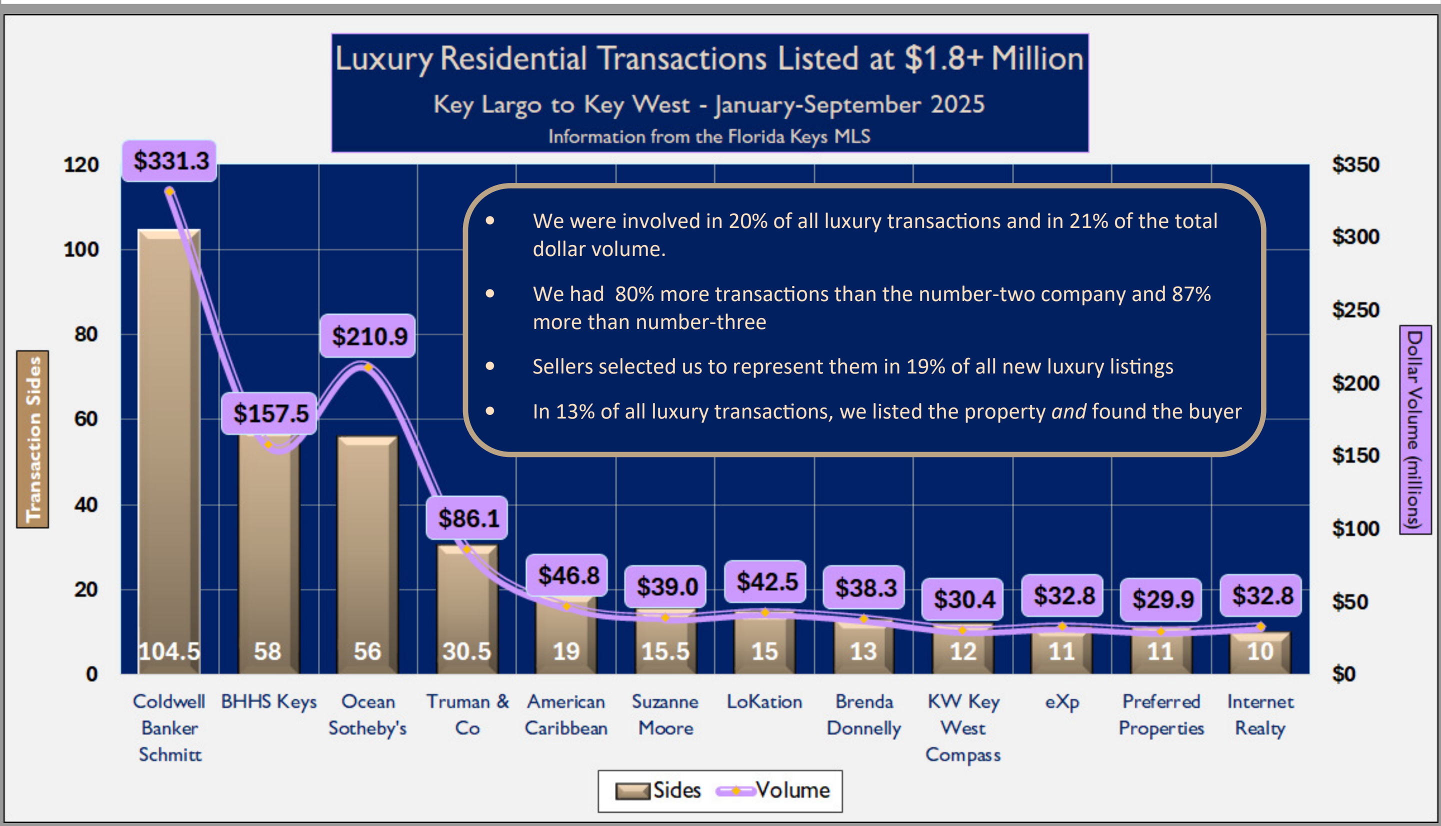
FROM WHERE ARE OUR LISTING VIEWS ORIGINATING?

We recently analyzed from where, geographically, views of our listings on major internet sites have been originating. We looked at the Top 150 performing zip codes over the 90-day period from July 1through September 30, 2025 using the ListTrac service. ListTrac measures views from a variety of sites and platforms including Zillow, Trulia, Realtor.com, ColdwellBanker.com, RealEstateFloridaKeys.com (our own site), the Keys and Miami Multiple Listing Services, Luxury Presence, and many others.



Keeping in mind that these results represent only the Top 150 out of 41,552 USA zip codes, an overwhelming 94.1 of those viewing our listings were located in the state of Florida. Florida Keys zips accounted for 57%. South Florida outside of the Keys produced exactly one-third of the total. Views from the Tampa Bay and Orlando markets comprised less than 2% of the total.

WHICH COMPANY'S AGENTS WOULD YOU WANT TO SELL *YOUR* PROPERTY?



Coldwell Banker Schmitt, the market leader for listings and sales of $1,800,000+ properties from Key Largo to Key West, publishes the *Luxury Island Properties* newsletter semi-annually.