HOMES POWERED BY kw NAPLES KELLERWILLIAMS. REALTY

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VWBS REAL ESTATE 2025 YEAR END REVIEW – CLASSIC SERIES

Classic Series Summary - 592 Total Homes *(Monterey, Surrey Crest, Tifton Walk/Way, Vernon Hill, Willow Bend, Oakmont, Rainer)*

Sales Activity

- **Total Transactions = 43**
- **Total Closed Sales: 29 (67%)**
  - Price Range: $574,400 – $815,000
  - Average Sale Price: $670,907
  - Average Price Reduction: ~$60,095, ~8% below list
  - Average Price per SqFt: $339
  - Average Days on Market: 95 days
- **Pending Listings = 2**
- **Active Listings = 6**
- **Terminated/Expired/Withdrawn Listings = 6**

MARKET TRENDS — CLASSIC SERIES

Last 12 Months (Full 2025 Activity)

What Stood Out

- The Classic Series showed solid depth and consistency, even at higher price points
- Pool homes dominated buyer demand and achieved the strongest $/sq ft
- Pricing accuracy had a direct impact on days on market

Last 6 Months (Selective but Active)

Market Behavior

- Buyers were active but highly selective
- Homes priced well sold in under 30–45 days
- Overpriced listings commonly exceeded 120–200 days before selling
- Typical discounts clustered around 3–11%
- Correctly priced listings often sold with minimal reductions (0–5%)
- Larger discounts appeared mostly in:

    - Homes that tested the market
    - Higher-priced Oakmont and Vernon Hill models

Buyer Profile

- Buyers were confident, data-driven, and patient
- Many waited for the *right* Classic home rather than settling

🔥 Last 3 Months (Strong Finish to the Year)

Momentum Shift

- Clear improvement in pricing discipline and speed
- Recent examples:
    - $740,000 sold at full price in 2 days
    - $707,900 → $685,000 in 4 days
    - $682,000 → $669,000 in 32 days
- Indicates buyers are acting decisively when value is clear
- Move-in ready and pool-equipped homes had the strongest finish
- Overpricing late in the year was still punished with longer timelines

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🧠 Key Takeaway for Classic Homeowners

The Classic Series delivered steady performance in 2025, balancing strong buyer demand with realistic negotiation. Homes that were priced correctly from the start sold quickly and with modest discounts, while those that tested the market paid the price in time and reductions. Entering 2026, pricing strategy will matter more than ever in maximizing value and minimizing days on market.

📩 **To receive** a current **fair market evaluation** of your home based on comparables and recent transactions**:** Simply **reply "YES"** to this email.

No pressure, no obligation - just helpful information from a neighbor who truly loves this community. Whether you're thinking of selling in the next year, making updates, or simply staying informed, I'm always happy to be a resource.

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