HOMES POWERED BY kw NAPLES KELLERWILLIAMS. REALTY

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🟩 VWBS REAL ESTATE 2025 YEAR END REVIEW - TOWNHOMES

🟩 Townhomes – 430 Total Homes *(Cayman, Dublon)*

Sales Activity

- **Total Transactions = 26**
- **Total Closed Sales: 16 (62%)**
  - Price Range: $385,000 – $516,500
  - Average Sale Price: $436,056
  - Average Price Reduction: ~$59,850, ~12% below list
  - Average Price per SqFt: $233
  - Average Days on Market: 120 days
- **Pending Listings = 3**
- **Active Listings = 3**
- **Terminated/Expired/Withdrawn Listings = 4**

MARKET TRENDS — TOWNHOMES

📅 Last 12 Months (Full 2025 Activity)

What Stood Out

- Even well-located and furnished units typically required price adjustments
- Buyers were very value-driven, with little tolerance for overpricing
- Turnkey and pool units achieved higher $/sq ft, but still faced negotiation

📘 Last 6 Months (Mid-Year Shift)

Market Behavior

- Sales pace remained steady, but buyer selectivity increased
- Homes priced closer to market value early sold faster (under 90 days)
- Overpriced listings often exceeded 150–180 days before selling
- Typical discounts narrowed slightly into the 8–13% range
- Pool units continued to outperform non-pool units in final pricing
- Furnished vs. unfurnished had less impact than price positioning

- Buyers were patient, informed, and comparison-driven
- Many waited for price corrections before making offers

🔥 **Last 3 Months (Most Recent Trend)**

Momentum Change

- Faster closings for correctly priced homes
- Best example:
  - $440,000 → $420,000
  - 29 days on market
  - Only 5% discount
- Signals a more stable pricing floor
- Buyers are still negotiating, but not aggressively discounting homes that:
  - Are priced realistically
  - Show well
  - Require minimal updates

🧠 **Key Takeaways for Townhome Homeowners**

The Townhome market in 2025 favored buyers, but sellers who priced correctly from the start were rewarded with faster sales and smaller discounts. While the average sale required negotiation, recent months show improved stability, especially for well-maintained and turnkey homes. Looking ahead, success in 2026 will depend less on upgrades and more on strategic pricing and timing.

📩 **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.

Linda Campbell

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